

# AMERICAN RADIO

Fall 1984



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**James H. Duncan, Jr.**

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AMERICAN RADIO  
FALL 1984 REPORT

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KALAMAZOO, MI 49003  
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Volume IX, Number 2

## INTRODUCTION

This is the 18th edition of American Radio. Your support of this work is sincerely appreciated. Please feel free to make comments or suggestions at any time. I urge you to do so. I can be reached at the following address:

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I strongly urge all of you (particularly new subscribers) to carefully read the definitions pages at the beginning of Section B. This will help you to understand all of the information given in the Individual Market Reports. However, if you have any questions please feel free to call me. I figure that my time and my call back to you are part of the subscription price. Also I always enjoy talking about American Radio.

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Every effort has been made to make this book as accurate as is humanly possible. However, we are responsible for errors only to the extent that subscribers will be notified if such action is justified.

Any corrections made by Arbitron to earlier published reports are included if they were received by February 3, 1985.

Work on this edition was completed on February 4, 1985. Mailing will begin on February 8, 1985. Working on such tight deadlines may cause production problems. If your copy is defective in any way let me know and I will promptly mail another copy to you.

American Radio mourns the passing of Lee Michaels. Lee will be missed.

BST  
R

HIGHLIGHTS AND COMMENTS

GROUP OWNERS

The following groups had "up" books for two thirds or more of their stations (based on Fall to Fall comparisons, 12+):

ABC	McKenna	Rivers	Taft
Bloomington	Multimedia	Sconnix	Willis
Brown	Palmer	Duffy	Shamrock (Disney)
First Media	Parker	Susquehanna	Gulf
RKO			

Groups showing major gains in the Group Rankings include:

Capital Cities	Infinity	Shamrock (Disney)	DKM
Edens	Pyramid	Stoner	Clear Channel
RKO	Gannett	First Media	Katz
Summit	Metroplex	EZ	John Price
Beasley			

CBS remains the leading group, followed closely by ABC

LEADING STATIONS

WHTZ remains the most listened to station in the US (1/4 HR AVG). Stations in the top 100 making large gains include: WNEW-F, WBSL, WLTW, WHN, KOST, WSCI, WBAP, WJOI, WHYI, WSKQ, KMJQ, WMAL, KSHE, KKHR, KIRO, WSHH, WROR, WLUP and WWDC.

OTHER LEADERS:

Cume Rating: WJBC (Bloomington)  
 12+ TSA Cume: WHTZ (New York)  
 12+ Metro Share: WJBC (Bloomington)

LEADING STATIONS BY FORMAT

	<u>1/4 HOUR AVERAGE</u>	<u>METRO SHARE</u>
CHR/TOP 40/CONTEMP	WHTZ-F New York	WXLK-F Roanoke
AOR	WNEW-F New York	KGGO-F Des Moines
AC/SOFT/OLDIES	WNBC New York	KOB-F Albuquerque
BTFM MUSIC	WRFM-F New York	WHIO-F Dayton
BLACK/URBAN	WRKS-F New York	WYLD-F New Orleans
COUNTRY	WHN New York	WCOS-F Columbia, SC
NEWS/TALK	WOR New York	KMOX St. Louis
MOR/VARIETY	WGN Chicago	WJBC Bloomington, IL
NOSTALGIA	WNEW New York	WROD Daytona Beach
SPANISH	WADO New York	KGBT McAllen
RELIGION/GOSPEL	KBRT Los Angeles	KCIJ Shreveport
CLASSICAL	WQXR-F New York	WBOQ-F Salinas

GREATEST SHARE CHANGES:

(Fall 83 to Fall 84)

<u>Increases</u>			<u>Decreases</u>		
KRLB-F	Lubbock	+12.9	WKEE-F	Huntington	-9.5
KZFM-F	Corpus Christi	+10.0	WPTF	Raleigh	-8.2
WCRZ-F	Flint	+ 9.6	KXLY-F	Spokane	-7.7
WAMX-F	Huntington	+ 8.8	WYNK-F	Baton Rouge	-7.2
WHOT-F	Youngstown	+ 8.5	KSSK	Honolulu	-7.0
WSSX-F	Charleston, SC	+ 8.4	WBJW-F	Orlando	-6.9

DUNCAN'S RADIO FORMAT INDEX

Below is my radio format index for the years 1982, 1983 and 1984. A full explanation of this index can be found in the Spring 1984 issue of American Radio. Also a complete list of the stations used to complete the index can be found in the Spring 84 issue.

Use the index as you would the Dow Jones Industrials. It shows the relative change in the share and cume rating of selected stations in various formats. The figures all reflect two book averages.

TABLE A

FORMAT	STATIONS*	1982 Total	1982 Avg	1983 Total	1983 Avg	1984 Tot	1984 Avg	Divisor	1982	1983	1984
		Share	Share	Share	Share	Share	Share		Index	Index	Index
TOP 40/CHR	50	398.8	7.98	450.4	9.01	471.0	9.42	3.988	100.00	112.94	122.26
AOR	51	417.7	8.03	401.9	7.73	429.0	8.41	4.177	100.00	96.22	102.71
AC/SOFT/OLDIES	50	311.3	6.23	312.5	6.25	298.4	5.97	3.113	100.00	100.39	95.85
MOR/VARIETY	44	509.4	11.58	493.1	11.21	473.3	10.76	5.094	100.00	96.80	92.91
COUNTRY	49	454.3	9.09	456.1	9.12	410.65	8.38	4.364	100.00	100.40	94.10
BTFL MUSIC	50	423.2	8.46	439.1	8.78	433.5	8.67	4.232	100.00	103.76	102.43
BLACK/URBAN	35	274.1	7.61	256.4	7.12	248.4	7.10	2.665	100.00	93.54	93.21
NEWS/TALK	42	260.0	5.91	246.8	5.61	230.2	5.48	2.600	100.00	94.92	88.54
NOSTALGIA	22	96.6	4.39	109.2	4.96	96.9	4.40	.966	100.00	113.04	100.31

TABLE B

FORMAT	1982	1982	1983	1983	1984	1984	Divisor	1982	1983	1984
	Total CR	Avg CR	Total CR	Avg CR	Total CR	Avg CR		Index	Index	Index
TOP 40/CHR	1073.6	21.47	1187.0	23.74	1208.85	24.18	10.736	100.00	110.56	112.60
AOR	941.1	18.10	925.3	17.79	914.7	17.94	9.411	100.00	98.32	97.19
AC/SOFT/OLDIES	794.8	15.90	817.2	16.34	260.6	15.21	7.948	100.00	102.82	95.70
MOR/VARIETY	1247.6	28.35	1187.1	26.98	1123.6	25.53	12.476	100.00	95.15	90.06
COUNTRY	937.7	18.75	938.2	18.76	815.6	16.64	9.189	100.00	100.05	88.76
BTFL MUSIC	832.0	16.64	854.3	17.09	824.8	16.50	8.320	100.00	102.68	99.13
BLACK/URBAN	539.0	14.97	521.8	14.49	503.5	14.38	5.240	100.00	96.81	96.09
NEWS/TALK	701.7	15.95	671.5	15.26	615.0	14.64	7.017	100.00	95.70	87.64
NOSTALGIA	219.3	9.97	235.7	10.71	198.4	9.02	2.193	100.00	107.48	90.47

\* Same number of stations for both metro share and metro cume rating

Below the average share and cume ratings are isolated:

	AVERAGE SHARE		AVERAGE CUME RATING	
	SPG 84	FAL 84	SPG 84	FAL 84
TOP 40/CHR	9.78	9.06	24.86	23.50
AOR	8.46	8.24	17.94	17.77
AC/SOFT/OLDIES	5.97	5.96	15.36	15.06
MOR/VARIETY	10.68	10.84	25.29	25.78
COUNTRY	8.52	8.24	16.61	16.68
BTFL MUSIC	8.51	8.83	16.31	16.68
BLACK/URBAN	7.11	7.09	14.39	14.38
NEWS/TALK	5.12	5.68	13.69	15.11
NOSTALGIA	4.50	4.31	9.15	8.89

INDEX

SECTION A: NATIONAL RANKINGS AND RATINGS ANALYSIS

- A1-A2 Metro Share Leaders and Major Share Changes
- A3-A4 Station Trading Activity
- A5 America's Leading Stations - 12+ Metro Share
- A6-A8 America's 500 Most-Listened-To Stations
- A9-A11 America's Leading Stations - Metro Cume Rating
- A12-A13 America's Leading Stations By Format - 1/4 Hour Average
- A14-A15 America's Leading Stations By Format - Metro Share
- A16 National FM Shares
- A17 ADI Rankings - FM Share of Audience
- A18 Markets with Highest and Lowest Percentage of FM Listenership
- Markets with Highest and Lowest APR
- Markets with Highest Percentage of "Below-the-Line" Listening
- Markets with Highest Percentage of Listening to Non-Listed Stations
- A19 Station Format and Format Listenership
- A20 Best and Worst Markets for Various Formats
- A21 Radio Reps and Their Leading Stations
- A22 Syndicators and Consultants
- A23-A24 Public and Non Commercial Radio Stations
- A25-A38 Group Rankings and Listings
- A39-A49 Individual Station Audience Breakdowns

SECTION B: ARBITRON INDIVIDUAL MARKET REPORTS

- B1-B4 Definitions, Clarifications and Explanations

Individual Market Reports for These Markets in Alphabetical Order:

Akron	Greensboro-WS	Phoenix
Albany-Schen-Troy	Greenville-Spart,SC	Pittsburgh
Albuquerque	Harrisburg	Portland, OR
Allentown-Beth	Hartford	Providence
Anchorage	Honolulu	Raleigh
Apple-Oshkosh	Houston	Reading
Atlanta	Huntington	Reno
Austin	Indianapolis	Richmond
Bakersfield	Jacksonville	Riverside-SB
Baltimore	John City-Kings-Bris	Roanoke
Baton Rouge	Kalamazoo	Rochester
Beaumont/Port Arthur	Kansas City	Sacramento
Birmingham	Knoxville	Saginaw-BC-Midland
Bloomington, IL	Lancaster	St. Louis
Bridgeport	Lansing	Salinas-Se-Mont
Boston	Las Vegas	Salt Lake City
Buffalo-Nia Falls	Lexington	San Antonio
Canton	Little Rock	San Diego
Charleston, SC	Los Angeles	San Francisco
Charlotte	Louisville	San Jose
Chattanooga	Lubbock	Seattle-Tacoma
Chicago	Madison	Shreveport
Cincinnati	McAllen-Browns	Spokane
Cleveland	Memphis	Springfield, MA
Colorado Springs	Miami-FT. Lau	Stockton
Columbia, SC	Milwaukee	Syracuse
Columbus, OH	Minneapolis-St. Paul	Tampa-ST. Pete
Corpus Christi	Mobile	Toledo
Dallas-Fort Worth	Modesto	Tucson
Daven-RI-Moline	Nashville	Tulsa
Dayton	Nassau-Suffolk	Washington
Daytona Beach	New Haven	West Palm Beach
Denver	New Orleans	Wichita
Des Moines	New York	Wilkes Barre-Scranton
Detroit	Norfolk	Wilmington, DE
El Paso	Oklahoma City	Worcester
Eugene	Omaha	York
Flint	Orlando	Youngstown
FT. Wayne	Peoria	
Fresno	Philadelphia	
Grand Rapids		

METRO SHARE LEADERS AND MAJOR SHARE CHANGES

This table shows the 12+ Metro Share (6AM-MID, Mon-Sun) leaders for each rated market. Also listed are the stations in each market which had the largest gain in share or loss in share.

The period covered for the share changes is Fall 83 to Fall 84. It is my belief that year-to-year comparisons are more accurate and valid than "last book" comparisons.

MARKET	12+ LEADER/FORMAT	LARGEST SHARE GAINER	LARGEST SHARE LOSER
Akron	WKDD-F, 10.7, CHR	WOOS-F, +1.5, AOR	WMMS-F, -1.7, AOR
Albany-Schen-Troy	WPYX-F, 11.8, AOR	WGFM-F, +1.8, CHR	WPTR, -3.3, Country
Albuquerque	KOB-F, 16.3, AC	KNMQ-F, +7.4, CHR	KZIA, -2.4, News/Talk
Allentown-Beth	WFMZ-F, 13.9, BTFL	WQQQ-F, +2.6, CHR	WEST, -3.9, Country
Anchorage	KWHL-F, 15.1, AOR	KNIK-F, +2.0, BTFL	KYAK, -4.0, Country
Apple-Oshkosh	WAPL-F, 13.5, AOR	WAPL-F, +3.8, AOR	WNAM, -3.2, AC
Atlanta	WZGC-F, 10.5, CHR	WFOX-F, +3.3, AC	WKHX-F, -2.5, Country
Austin	KASE-F, 17.5, Country	KHFI-F, +2.4, CHR	KMMM, -3.9, Spanish
Bakersfield	KUZZ, 13.9, Country	KWAC, +3.8, Spanish	KLYD-F, -4.5, AC
	KKXX-F, 13.9, CHR	KKXX-F, +3.8, CHR	
Baltimore	WLIF-F, 9.7, BTFL	WLIF-F, +2.3, BTFL	WBSB-F, -2.2, CHR
Baton Rouge	WFMF-F, 17.8, CHR	WQXL-F, +5.3, Black	WYNK-F, -7.2, Country
Beaumont/Port Arthur	KHYS-F, 15.9, Black	KWIC-F, +6.4, CHR	KLVI, -3.6, Country
Birmingham	WZZK-F, 12.1, Country	WMJJ-F, +3.4, AC	WJLD, -2.5, Black
Bloomington, IL	WJBC, 37.3, MOR	WMLA, +3.9, ? ?	WTWN-F, -5.2, ? ?
Bridgeport	WICC, 17.5, MOR/AC	WEBE-F, +4.1, AC	WNAB, -1.8, MOR
Boston	WHDH, 8.7, MOR	WHDH, +2.2, MOR	WJIB-F, -1.4, BTFL
			WXKS-F, -1.4, CHR
Buffalo-Nia Falls	WBEN, 9.9, MOR	WNYS-F+, +3.2, CHR	WJYE-F, -3.1, BTFL
Canton	WHBC, 15.1, MOR	WDJQ-F, +2.5, CHR	WHBC, -2.2, MOR
Charleston, SC	WSSX-F, 16.5, CHR	WSSX-F, +8.4, CHR	WPAL, -2.6, Black
			WGCA, -2.6, Nost
Charlotte	WSOC-F, 15.8, Country	WJZR-F, +3.7, CHR	WZXI-F, -2.7, BTFL
Chattanooga	WSKZ-F, 17.9, CHR	WSKZ-F, +5.2, CHR	WEPG, -1.9, Country
Chicago	WGN, 9.7, MOR/Variety	WGCI-F, +1.4, Urban	WIND, -1.3, Talk
Cincinnati	WKRC, 10.3, MOR/AC	WKRC, +2.4, MOR/AC	WWEZ-F, -1.6, BTFL
			WLLT-F, -1.6, AC
Cleveland	WMMS-F, 10.9, AOR	WLTF-F, +1.7, AC	WGCL-F, -2.2, CHR
Colorado Springs	KILO-F, 13.1, AOR	KVUU-F, +4.5, AC	KSPZ-F, -3.5, AC
Columbia, SC	WCOS-F, 21.7, Country	WNOK-F, +5.9, CHR	WZLD-F, -2.9, AOR/CHR
Columbus, OH	WLWQ-F, 14.9, AOR	WLWQ-F, +2.3, AOR	WVKO, -5.1, Black
Corpus Christi	KZFM-F, 15.5, CHR	KZFM-F, +10.0, CHR	KUNO, -5.2, Spanish
Dallas-Fort Worth	KVIL-F, 9.9, AC	WBAP, +1.5, Country	KNOK-F, -2.1, Black
Daven-RI-Moline	KLIK-F, 17.9, CHR	KLIK-F, +5.7, CHR	WHBF, -4.6, Country
Dayton	WHIO-F, 16.0, BTFL	WHIO-F, +2.1, BTFL	WVUD-F, -1.8, Contemp
Daytona Beach	WWLV-F, 15.2, BTFL	WCFI-F, +2.4, AC	WWLV-F, -3.7, BTFL
Denver	KOSI-F, 9.7, BTFL	KIMN, +1.7, CHR	KYGO-F, -1.7, Country
Des Moines	KGGO-F, 16.3, AOR	KGGO-F, +3.0, AOR	KMGK-F, -4.0, Country
Detroit	WJR, 10.6, MOR	WJOI-F, +2.5, BTFL	WMJC-F, -2.3, AC
El Paso	KAMZ-F, 15.7, CHR	KAMZ-F, +5.3, CHR	KAMA, -3.0, Spanish
Eugene	KZEL-F, 14.2, AOR	KDUK-F, +5.8, AC	KEED, -3.2, Country
Flint	WCRZ-F, 15.6, AC	WCRZ-F, +9.6, AC	WHNN-F, -3.6, AC
FT. Wayne	WMEE-F, 23.2, CHR	WMEE-F, +5.9, CHR	WOWO, -3.2, MOR
Fresno	KKDJ-F, 11.1, AOR	KNAX-F, +2.4, Country	KFRY-F, -1.8, Country
Grand Rapids	WOOD-F, 12.0, BTFL	WKLQ-F, +4.0, CHR	WOOD, -3.7, MOR
Greensboro-WS	WTQR-F, 13.7, Country	WQMG-F, +2.1, Black	WTQR-F, -2.9, Country
Greenville-Spart, SC	WFBC-F, 11.4, AC	WFBC, +2.5, MOR/Oldies	WCKN-F, -3.2, AOR
Harrisburg	WTPA-F, 13.3, AOR	WSFM-F, +3.1, AC	WHYL-F+, -5.4, Country
Hartford	WTIC, 18.6, MOR	WTIC-F, +2.6, CHR	WKSS-F, -3.0, CHR
Honolulu	KSSK, 12.1, MOR	KRTR-F, +4.8, Contemp (?)	KSSK, -7.0, MOR
Houston	KMJQ-F, 9.4, Black	KMJQ-F, +3.0, Black	KXAS-F, -2.8, Country
Huntington	WAMX-F, 19.3, CHR	WAMX-F, +8.8, CHR	WKEE-F, -9.5, AC
Indianapolis	WIBC, 16.0, MOR	WFMS-F, +2.3, Country	WZPL-F, -3.5, CHR
Jacksonville	WIVY-F, 13.2, CHR	WQIK-F, +3.0, Country	WCRJ-F, -3.9, Country
John City-Kings-Bris	WQUT-F, 21.9, CHR	WQUT-F, +4.9, CHR	WZXY-F, -4.6, AOR
Kalamazoo	WKFR-F, 16.7, CHR	WNWN-F, +4.9, Country	WJXQ-F, -1.9, AOR
Kansas City	WDAF, 11.4, Country	KMBZ, +2.0, Talk/MOR	KKCI-F, -2.9, AOR
			KYYS-F, -2.9, AOR
Knoxville	WIVK-F, 21.6, Country	WIMZ-F, +4.3, AOR	WOKI-F, -3.4, CHR
Lancaster	WRKZ-F, 14.0, Country	WRKZ-F, +7.8, Country	WIOV-F, -4.6, Country
Lansing	WVIC-F, 17.1, CHR	WVIC-F, +3.9, CHR	WILS-F, -3.3, AC
Las Vegas	KXTZ-F, 11.6, BTFL	KITT-F, +3.5, CHR	KYRK-F, -3.9, ? ?
Lexington	WVLK-F, 14.9, Country	WRPZ, +2.2, Country	WVLK-F, -2.6, Country
Little Rock	KSSN-F, 15.4, Country	KWTD-F, +3.3, Urban	KLRA, -3.4, Country
			KAUL, -3.4, Nostalgia
Los Angeles	KIIS-F, 9.1, CHR	KOST-F, +1.7, AC	KIIS, -1.3, Nost
Louisville	WAMZ-F, 11.4, Country	WLRS-F, +6.1, CHR	WLou, -3.1, Black

<u>MARKET</u>	<u>12+ LEADER/FORMAT</u>	<u>LARGEST SHARE GAINER</u>	<u>LARGEST SHARE LOSER</u>
Lubbock	KRLB-F, 17.1, CHR	KRLB-F, +12.9, CHR	KSEL-F, -4.0, AC
Madison	WTSO , 14.0, Country	WHIT , +3.2, Oldies	WMAD-F, -2.8, AC
McAllen-Brownsville	KGBT , 21.9, Spanish	KELT-F, +4.7, AC	KIWW-F, -2.0, Spanish
Memphis	WHRK-F, 11.7, Urban	WHRK-F, +3.2, Urban	WDIA , -2.4, Black
Miami-FT. Lau	WHYI-F, 9.4, CHR	WOCN , +2.0, Spanish	WQBA , -1.5, Spanish
		WHYI-F, +2.0, CHR	
Milwaukee	WTMJ , 12.0, MOR	WEZW-F, +1.6, BTFL	WLZZ , -1.7, Country
		WMGF-F, +1.6, AC	
Minneapolis-St. Paul	WCCO , 21.4, MOR	KTCZ-F, +2.7, AOR	WLTE-F, -2.3, Contemp
Mobile	WKSJ-F, 16.5, Country	WABB-F, +5.8, CHR	WKSJ-F, -3.5, Country
Modesto	KBEE-F, 12.7, BTFL	KBEE-F, +3.9, BTFL	KHYV , -2.2, AC (?)
			KOSO-F, -2.2, CHR
Nashville	WSM-F , 11.5, Country	WZKS-F, +5.1, CHR	WWKX-F, -3.9, CHR
Nassau-Suffolk	WHTZ-F, 8.3, CHR	WHTZ-F, +2.2, CHR	WAPP-F, -1.8, CHR
New Haven	WKCI-F, 13.6, CHR	WKCI-F, +4.2, CHR	WEZN-F, -3.9, BTFL
New Orleans	WYLD-F, 16.7, Urban	WQUE-F, +2.6, Contemp	WEZB-F, -1.6, CHR
		WYLD-F, +2.6, Urban	
New York	WHTZ-F, 5.9, CHR	WNEW-F, +1.6, AOR	WAPP-F, -1.4, CHR
Norfolk	WFOG-F, 10.5, BTFL	WTID-F, +1.8, Country	WCMS-F, -2.3, Country
Oklahoma City	KKNG-F, 12.6, BTFL	KOFM-F, +3.2, CHR	KATT-F, -4.4, AOR
Omaha	KFAB , 28.3, MOR	KEZO-F, +4.4, AOR	WOW , -1.7, Country
			KYNN , -1.7, Country
Orlando	WKKA-F, 13.4, Country	WHLY-F, +4.2, CHR	WBJW , -6.9, CHR
Peoria	WKZW-F, 16.7, CHR	WTXR-F, +2.5, Country	WKQA-F, -2.3, AC
Philadelphia	WEAZ-F, 8.3, BTFL	WXTU-F, +3.7, Country	WDAS-F, -1.8, Black
Phoenix	KTAR , 10.4, News	KLZI-F, +3.1, AC	KJJJ-F, -3.7, Country
Pittsburgh	KDKA , 14.9, MOR	WSHH-F, +5.1, BTFL	WPNT-F, -3.2, AC
Portland, OR	KXL-F , 8.2, BTFL	KKCW-F, +5.3, AC	KUPL-F, -5.5, Country
Providence	WLKW-F, 13.1, BTFL	WERI-F, +3.0, CHR	WHIM , -2.5, Country
Raleigh	WRAL-F, 12.0, AC	WRDU-F, +6.7, AOR	WPTF , -8.2, MOR
Reading	WRFY-F, 17.2, CHR	WYSP-F, +1.9, AOR	WXKW-F, -2.8, Country
Reno	KOZZ-F, 16.1, AOR	KHTX-F, +5.8, CHR	KONE , -3.7, Country
Richmond	WRVQ-F, 13.4, CHR	WQKS-F, +6.0, Urban	WLEE , -3.0, Nost
			WTVR-F, -3.0, Country
Riverside-SB	KIIS-F, 9.5, CHR	KOST-F, +2.2, AC	KFI , -2.2, AC
Roanoke	WXLK-F, 32.3, CHR	WXLK-F, +6.0, CHR	WPVR-F, -5.7, BTFL
Rochester	WVOR-F, 14.7, AC	WVOR-F, +3.5, AC	WEZO-F, -2.9, BTFL
Sacramento	KCTC-F, 8.9, BTFL	KCTC-F, +2.3, BTFL	KSKX-F, -3.8, Country
Saginaw-BC-Midland	WIOG-F, 16.6, CHR	NA	NA
St. Louis	KMOX , 20.6, Talk	KSHE-F, +5.0, AOR	KHTR-F, -3.5, CHR
Salinas-Sea-Mont	KDON-F, 10.9, CHR	KBAY-F, +4.0, BTFL	KCTY , -4.0, Spanish
Salt Lake City	KSFI-F, 10.5, BTFL	KLQF-F, +2.9, AC	KRSP-F, -2.8, AOR
San Antonio	KQXT-F, 8.4, BTFL	KSJL , +1.8, CHR	KCOR , -3.0, Spanish
		KSAQ-F, +1.8, CHR	
San Diego	KGB-F , 8.9, AOR	KFMB , +2.8, MOR	KFSD-F, -2.2, Classical
San Francisco	KGO , 9.0, Talk	KNTA , +1.0, Spanish	KSAN-F, -1.7, Country
San Jose	KGO , 8.2, Talk	KBRG-G, +2.8, Spanish	KEZR-F, -1.5, AC
Seattle-Tacoma	KIRO , 10.7, News/Talk	KOMO , +3.0, MOR	KZOK-F, -1.8, AOR
Shreveport	KMBQ-F, 13.8, CHR	KMBQ-F, +3.2, CHR	KRMD-F, -2.3, Country
Spokane	KZZU-F, 12.2, CHR	KZZU-F, +4.9, CHR	KXLY-F, -7.7, BTFL
Springfield, MA	WMAS-F, 10.0, AC	WTIC-F, +4.2, CHR	WKSS-F, -3.0, CHR
Stockton	KJAX-F, 8.4, BTFL	KBEE-F, +5.9, BTFL	KWG , -2.7, Oldies
Syracuse	WYYY-F, 15.9, AC	WNTQ , +7.1, CHR	WFBL , -3.2, Nost
Tampa-St. Pete	WWBA-F, 13.3, BTFL	WIWQ-F, +2.1, AC	WLFW , -2.2, Nost
Toledo	WLQR-F, 11.9, BTFL	WRQN-F, +3.4, CHR	WOHO , -2.4, AC
Tucson	WRQQ-F, 11.8, CHR	KIIM-F, +2.6, Country	KAIR , -5.3, MOR
Tulsa	KJYK-F, 11.8, BTFL	KBEZ-F, +2.3, BTFL	KELI , -3.1, CHR
	KV00 , 14.1, Country	KV00 , +2.3, Country	
Washington	WMAL , 9.7, MOR	WWDC-F, +2.8, AOR	WKYS-F, -2.9, Urban
West Palm Beach	WEAT-F, 14.4, BTFL	WHYI-F, +2.4, CHR	WIRK-F, -2.4, Country
Wichita	KFDI-F, 12.6, Country	WLEO , +3.0, AC	KAKZ , -4.1, Nost
Wilkes Barre-Scranton	WNAK , 9.9, Nostalgia	WTLQ-F, +4.8, CHR	WKRZ-F, -3.2, CHR
Wilmington, DE	WSTW-F, 11.1, CHR	WMMR-F, +2.8, AOR	WJBR-F, -1.9, BTFL
Worcester	WSRS-F, 14.1, BTFL	WXLO-F, +3.7, AC	WFTQ , -4.0, AC
York	WSBA , 11.1, MOR	WSBA-F, +2.1, AC	WNCE-F, -2.7, BTFL
			WRKZ-F, -2.7, Country
Youngstown	WHOT-F, 15.7, CHR	WHOT-F, +8.5, CHR	WBBW , -2.9, Talk



STATION TRADING ACTIVITY

(9 August 1984 to 31 January 1985)

Below are the key station sales made in rated markets and other markets of interest. Remember that these are announced sales and that these transactions may not have been closed. Some of the sales may never close for various reasons.

<u>STATION</u>	<u>MARKET</u>	<u>GROUP OWNERS</u>	<u>PRICE</u>	<u>(BROKER)</u>
KSPL	Seattle	Sold to Atsinger	\$2,450,000	
WGUF A/F	Gulfport, MS	Sold to Caravelle	550,000	
WUFO	Amherst/Bufalo	Sold by Sheridan	400,000	(Blackburn) X
WSIR	Lakeland/Winter Haven		466,000	
WPGR/WSNI-F	Philadelphia	From Associated to Pyramid	12,300,000 (E)	
WPIT A/F	Pittsburgh	From Associated to Pyramid	7,200,000 (E)	
WPXY A/F	Rochester	From Associated to Pyramid	5,900,000 (E)	
WNYS A/F	Buffalo	From Associated to Pyramid	4,100,000 (E)	
			\$29,500,000	
KSON A/F	San Diego	From McKinnon to Jefferson-Pilot	7,700,000	(Kalil)
KATI/KAWY	Casper	Sold back to Stuart	1,325,000	
KSET	El Paso		795,000	
WYDE	Birmingham	Sold to Harold Gore	750,000	(Raymond)
WGSA/WIOV-F	Ephrata/Lancaster, PA	Sold to Brill	2,000,000	
KLAC	Los Angeles	From Metromedia to Capital Cities	11,000,000	
KZLA	Los Angeles	Sold by Capital Cities	5,000,000	
WDRV/WLVV-F	States/Charlotte	From Capitol (Goodman) to Capitol (Johnson)	4,000,000	(Blackburn)
KTRM/KZZB-F	Beaumont	Sold to First Omni	1,850,000	
KUDY/KICN-F	Spokane	From Cascade to Medina	1,309,000	(Montcalm)
WQBK A/F	Albany-Schen		1,300,000	
WWZZ	Sarasota		600,000	
KLIC	Monroe, LA		550,000	
KGAA	Kirkland, WA	Sold by Cascade	500,000	(Chapman)
KAFY	Bakersfield	Sold to Buck Owens	650,000	plus KUZZ
WKMF/WCRZ-F	Flint	Sold by Beck-Ross	NA (stock exchange)	
WBOS-F	Boston	Sold to Sconnix	6,830,000	(Blackburn)
KMZQ-F	Henderson/Las Vegas		1,350,000	
WITH	Baltimore	From BENI to Jacqueline Robinson	1,700,000	(Fisher/Ford)
WUHN/WUPE-F	Pittsfield, MA	Sold to Hartstone/Dickstein	2,000,000	(Blackburn)
WNOX/WNKX-F	Knoxville	From Sanders to ELF	2,100,000 (E)	
WVOK/WQUS-F	Birmingham		4,700,000 (E)	
WJRB/WJKZ-F	Franklin/Nashville		3,200,000 (E)	
			\$10,000,000	(Blackburn)
WCBF	Tampa	From Gore to Sudbrink	448,000	
WATI	Indianapolis	From Sarkes-Tarzian to Universal	300,000	(Hepburn)
KGMS/KSFM-F	Sacramento	Sold to Duffy	10,000,000	(Crisler)
KPTL/KKBC-F	Carson City/Reno	From Woodward to Constant	2,100,000	
WFLB	Fayetteville, NC	Sold by Gray	900,000 est	(Marshall)
KSUN	Phoenix		470,000	(Blackburn; Gammon & Ninowski)
KLOZ-F	El Paso	From Henson to Bob Sherman	1,500,000	(Mitchell)
WHLI/WKJY-F	Long Island	From Bob Williams to Albert Kaneb	5,200,000	(Holt)
KDJQ	Mesa/Phoenix		200,000	
WBBG/WMI-F	Cleveland	From Robinson to Jacor	13,500,000	
KYKY-F	St. Louis	From Surrey to EZ	4,000,000	(Kalil)
KAIR/KJYK-F	Tucson	From Surrey to Citadel	5,500,000	(Kalil)
WIVY-F	Jacksonville	From Infinity to Gilmore	6,500,000	(Blackburn)
WHN	New York	From Mutual to Doubleday	13,000,000	
KHEP-F	Phoenix	Sold to Affiliated	6,000,000	(Grandy)
KROD/KLAQ-F	El Paso	From Rex to ABS	2,500,000	
WHLO	Akron	Sold by Susquehanna	600,000	(Hepburn)
WETB	Johnson City		325,000	
KXRK	Davenport		350,000	(Horton)
KIEL	Jacksonville/Little Rock	Sold by National Black Media Coalition	250,000	
WGSA	Ephrata/Lancaster	Sold by Brill	250,000	
KWED-F	Sequin (San Antonio)	Sold to American Media	4,200,000	(American)
WXGI	Richmond		250,000	(Blackburn)
KLCL, KHEZ-F	Lake Charles, LA	From Perry Samuels to John Elting	1,700,000	(Chapman)
KPIK	Colorado Springs		375,000	
KKBQ A/F	Houston	From Harte-Hanks to Gannett	35,000,000	
KOY/KQYT-F	Phoenix	From Harte-Hanks to Edens	11,000,000 est	
WRBQ A/F	Tampa		16,000,000 est	
WRVA/WRVQ-F	Richmond		14,700,000 est	
WSGN	Birmingham		1,500,000 est	
			\$43,200,000	

<u>STATION</u>	<u>MARKET</u>	<u>GROUP OWNERS</u>	<u>PRICE</u>	<u>(BROKER)</u>
KBBK-F	Boise	Sold to Culpepper	400,000	(Chapman)
KATI/KAWY-F	Casper	Sold by Stuart	833,801	
WNVY	Pensacola		250,000	
WMLF	Indianapolis	From Embrescia to BENI	875,000	
WCOV	Montgomery	Sold to Good News	125,000	
WMLB	W. Hartford		425,000	(Kime1)
WBAM	Montgomery	Sold to Colonial	500,000	(Media Acquisitons)
WLFW	Tampa/St. Pete	From Ed Winton to Century	850,000	
WTHB/WZZW-F	Augusta, GA	Sold to Southern States	1,150,000	(Raymond)
KAFE A/F	Santa Fe	Sold to Culpepper	1,450,000	
KLLS A/F	San Antonio	From SBI to Swanson	8,000,000	(Crisler)
WOMP A/F	Bellaire (Wheeling)		1,000,000 est	(Holt)
KCIJ	Shreveport		700,000	
KIMM/KGGG-F	Rapid City	Sold to Tom Ingstad	2,275,000	
WEIR	Weirton (Steubenville)	Sold by Gilcom	750,000	
WJRY-F	Huntington/Fort Wayne	Sold to Price	250,000	
WXCM/WIBM-F	Jackson, MI	From Casciani to Van Wagner	3,150,000	(Blackburn)
KCMO A/F	Kansas City	From Fairbanks to Summit	12,000,000	(Chaisson)
WHAM/WHFM-F	Rochester	From Rust to WVOR Inc.	7,300,000	
KQAK-F	San Francisco	Sold to Braiker/Ireland	7,000,000	(Chapman)
KZZP A/F	Phoenix	From Western Cities to Nationwide	10,800,000 (E)	
KWSS-F	San Jose		8,600,000 (E)	
KNST/KRQQ	Tucson		7,500,000 (E)	
KZAP-F	Sacramento		9,600,000 (E)	
KMJJ/KLUC-F	Las Vegas		7,000,000 (E)	
			\$43,500,000	(Kalil)
WMAR-F	Balt	From Abell to Seymour/Frankel	6,000,000 (E)	
WTJZ/WNYZ-F	Norfolk		4,500,000 (E)	
WCRJ A/F	Jacksonville		3,800,000 (E)	
WCFI-F	Day Beach		2,700,000 (E)	
			\$17,000,000	
WRBD/WCKO-F	Pompano/Miami	Sold to Sconnix	7,050,000	
KUUT-F	Orem, Utah	Sold to TransCOM	1,500,000	(Blackburn)
WPNX	Columbus, GA		300,000	
WYNK A/F	Baton Rouge	Sold to Hicks	10,000,000	(American)
WSON, WKDQ-F	Henderson/Evansville	Sold to Nininger	2,625,000	(Blackburn)
WANR, WANJ-F	Wheeling		1,319,000	(Blackburn)
KRUX-F	Lubbock	From Rex to Seaton	844,000	
KYJC	Medford		825,000	(Exline)
KFYE-F	Fresno	From Sunbelt to Affiliated	6,700,000	
KPLS	Santa Rosa, CA		1,400,000	(Exline)
WGUL A/F	New Port Richey/Tampa	Sold to Carl Marcocci	1,725,000	(Chapman)
KMED	Medford		180,000	
WAVI, WDAO-F	Dayton	Sold to Stoner	4,000,000	(Blackburn)
WWCN	Albany, NY		1,150,000	(Chapman)
WHUE	Boston	From Tanger to Greater Media	2,348,000	
WHUE-F	Boston	From Tanger to First Media	10,500,000	
KBUC	San Antonio	Sold by TETCO	1,000,000	
WRUN, WKGW-F	Utica	From Robin Martin to Altsdoerffer	1,420,000	(Horton, Chaisson)
WESL	St. Louis	Sold to Willis	700,000	
WQAL-F	Cleveland	From Gulf to WIN	5,100,000	
KKMI-F	Seattle	Sold to Behan	5,500,000	(Kalil)
WJAS	Pittsburgh	Sold by BENI	700,000	
KKCW-F	Beaverton (Portland)	Sold to Fairwest	5,000,000	(LaRue)
KAAY/KLPQ-F	Little Rock	From Multimedia to Sudbrink	3,750,000	(LaRue)
KLPQ-F	Little Rock	From Sudbirnk to Signal	2,750,000	(LaRue)
WYZZ-F	Wilkes Barre	From Dick Evans to Susquehanna	2,000,000	(LaRue)
WKDJ	Memphis	From Adams to Viacom	1,500,000	
WALG/WKAK-F	Albany, GA	Sold by Woodall	1,925,000	(Blackburn)
WNYN	Canton	Sold to Mortenson	225,000	
WDIA	Memphis	From BENI to Adams	2,500,000	
WEEL	Fairfax/Wash	Sold to Universal	750,000	(Horton)
KTLK	Lubbock		200,000	
WHB	Kansas City	From Storz to Shamrock (Disney)	3,500,000	(Blackburn)
WERU/WMAD-F	Sun Prarie/Madison		2,400,000	
KASH/KSND-F	Eugene	From Sterling to Community Pacific	1,400,000	
KKIC	Boise		400,000	
WEAN/WPJB-F	Providence	From Prov Journal to Eastern	5,000,000	(Blackburn)
WANT	Richmond	From Sinclair to Robinson	900,000	
WLKK/WLVU-F	Erie		1,300,000	(Horton)
KJIM-F	Arlington/Dallas	From Swaggert to Statewide	7,200,000	(Blackburn)

AMERICA'S LEADING STATIONS - 12+ METRO SHARE\*

STATION	MARKET	SHARE	FORMAT	OWNER	STATION	MARKET	SHARE	FORMAT	OWNER
1. WJBC	Bloomington, IL	37.3	MOR	Bloomington	WNOK-F	Columbia, SC	15.1	CHR	Audubon
2. WXLK-F	Roanoke	32.3	CHR	Coleman	52. WOWO	Fort Wayne	15.0	MOR	Price
3. KFAB	Omaha	28.3	MOR	May	53. WVLK-F	Lexington	14.9	Country	Bluegrass
4. WMEE-F	Fort Wayne	23.2	CHR	Federated	WHBC-F	Canton	14.9	BTFL	
5. WQUT-F	John City/King	21.9	CHR	Bloomington	KDKA	Pittsburgh	14.9	MOR	Westinghouse
	KGBT	21.9	Spanish	Tichenor	WLWQ-F	Columbus, OH	14.9	AOR	Taft
7. WCOS-F	Columbia, SC	21.7	Country	Buck	57. WEZK-F	Knoxville	14.8	BTFL	S. Central
8. WIVK-F	Knoxville	21.6	Country	Dick	58. WEZN-F	Bridgeport	14.7	BTFL	Cox
9. WXBQ-F	John City/King	21.4	Country	Nininger	WVOR-F	Rochester	14.7	AC	
	WCCO	21.4	MOR		60. KQKQ-F	Omaha	14.4	CHR	
11. KMOX	St. Louis	20.6	Talk	CBS	WEAT-F	West Palm	14.4	BTFL	Curt Gowdy
12. WAMX-F	Huntington	19.3	CHR	Stoner	62. KZEL-F	Eugene	14.2	AOR	
13. WTIC	Hartford	18.6	MOR		KEZO-F	Omaha	14.2	AOR	Albimar
	WBNQ-F	18.6	CHR	Bloomington	64. WTIC-F	Hartford	14.1	CHR	
15. WSKZ-F	Chattanooga	17.9	CHR	Bloomington	WSRS-F	Worcester	14.1	BTFL	Knight
	KIHK-F	17.9	CHR	Palmer	KVOO	Tulsa	14.1	Country	
17. WFMF-F	Baton Rouge	17.8	CHR	Manship	67. WABB-F	Mobile	14.0	CHR	
18. WTCR-F	Huntington	17.6	Country	CRB	WTSO	Madison	14.0	Country	
19. WICC	Bridgeport	17.5	MOR	Tribune	KKYK-F	Little Rock	14.0	CHR	
	KASE-F	17.5	Country		WSWT-F	Peoria	14.0	BTFL	Mid America
21. WRFY-F	Reading	17.2	CHR		71. WZZO-F	Allen-Beth	13.9	AOR	Holt
22. KRLB-F	Lubbock	17.1	CHR		KKXX-F	Bakersfield	13.9	CHR	Buck Owens
23. WVIC-F	Lansing	17.1	CHR		KUZZ	Bakersfield	13.9	BTFL	Buck Owens
24. WKZW-F	Peoria	16.7	CHR	Midwest TV	74. KMBQ-F	Shreveport	13.8	CHR	Multimedia
	WYLD-F	16.7	Urban	Inter Urban	WPVR-F	Roanoke	13.8	BTFL	Gibbons
	WKFR-F	16.7	CHR		76. KZZB-F	Beaumont	13.7	CHR	
27. WIOG-F	Saginaw	16.6	CHR	Booth	WTQR-F	Greensboro-WS	13.7	Country	Summit
28. WSSX-F	Charleston, SC	16.5	CHR	Sconnix	78. WKCI-F	New Haven	13.6	CHR	Eastern
	WKSJ-F	16.5	Country	Capitol (Johns)	79. KGOT-F	Anchorage	13.5		
30. KOB-F	Albuquerque	16.3	AC	Hubbard	WAPL-F	Appleton	13.5	AOR	Woodward
	KGGO-F	16.3	AOR	Stoner	WEZL-F	Charleston, SC	13.5	Country	John Price
32. KOZZ-F	Reno	16.1	AOR	Lotus	82. WWKA-F	Orlando	13.4	Country	Katz
33. WHIO-F	Dayton	16.0	BTFL	Cox	WRVQ-F	Richmond	13.4	CHR	Edens
	WIBC	16.0	MOR	Blair	84. WWBA-F	Tampa	13.3	BTFL	Metromedia
	KHFI-F	16.0	CHR	Central Texas	WBT	Charlotte	13.3	MOR/AC	Jeff-Pilot
36. KHYS-F	Beaumont	15.9	Black	Clear Channel	WTPA-F	Harrisburg	13.3	AOR	Keymarket
	WYYY-F	15.9	AC	Katz	87. WKQQ-F	Lexington	13.2	AOR	Village
38. WSOC-F	Charlotte	15.8	Country	Cox	WDZZ-F	Flint	13.2	Black	
	WIMZ-F	15.8	AOR	Stoner	89. WIVY-F	Jacksonville	13.2	CHR	Gilmore
	KLLL-F	15.8	Country	Thrash	90. KILO-F	Col Springs	13.1	AOR	Bahakel
41. WHOT-F	Youngstown	15.7	CHR	Myron Jones	WLKW-F	Providence	13.1	BTFL	JAG
	WKEE-F	15.7	AC	Capitol (WRAL)	92. WKZO	Kalamazoo	13.0	MOR	Fetzer
	KAMZ-F	15.7	CHR	Thrash	KOB	Albuquerque	13.0	MOR	Hubbard
44. WCRZ-F	Flint	15.6	AC		WWWZ-F	Charleston, SC	13.0	Black	
45. KZFM-F	Corpus Christi	15.5	CHR		95. WJYO-F	Orlando	12.9	AC/EZ	Metroplex
46. KSSN-F	Little Rock	15.4	Country	Keymar/Firstcom	KRDO-F	Colorado Spgs	12.9	BTFL	
47. WBLX-F	Mobile	15.3	Black	Beasley	97. WNWN-F	Kalamazoo	12.7	Country	
48. WWLV-F	Daytona Beach	15.2	BTFL		98. KFDD-F	Wichita	12.6	Country	Great Empire
49. WHBC	Canton	15.1	MOR		KKNG-F	Oklahoma City	12.6	BTFL	Swanson
50. KWHL-F	Anchorage	15.1	AOR		WHNN-F	Saginaw	12.6	AC	Liggett
					WKCQ-F	Saginaw	12.6	Country	
					KOKA	Shreveport	12.6	Black	

\* Based on 1/4 HR AVG, Metro Share, 12+, Broadcast Week

AMERICA'S 500 MOST-LISTENED-TO RADIO STATIONS\*

<u>STATION</u>	<u>MARKET</u>	<u>1/4 HOUR AVG</u>	<u>FORMAT</u>	<u>OWNER</u>	<u>FAL 83 RANK</u>
1. WHTZ-F	New York	1707	CHR	Malrite	1
2. WOR	New York	1583	Talk	RKO	2
3. KLIIS-F	Los Angeles	1537	CHR	Gannett	4
4. WRKS-F	New York	1535	Urban	RKO	5
5. WGN	Chicago	1436	MOR/Talk	Tribune Co.	3
6. WINS	New York	1395	News	Westinghouse	6
7. WPLJ-F	New York	1243	CHR	ABC	8
8. WCBS	New York	1221	News	CBS	7
9. WNEW-F	New York	1164	AOR	Metromedia	37
10. WBLS-F	New York	1076	Black	Inner City	17
11. WCCO	Minneapolis	990	MOR		13
12. WJR	Detroit	957	MOR	Capital Cities	19
13. KABC	Los Angeles	955	Talk	ABC	18
14. WRFM-F	New York	947	BTFL	Bonneville	9
15. WNBC	New York	936	AC	NBC	12
16. WCBS-F	New York	934	Oldies	CBS	29
17. WLTW-F	New York	894	AC	Viacom	50
18. WNEW	New York	886	Nostalgia	Metromedia	24
19. WPAT-F	New York	869	BTFL	Capital Cities	14
20. KGO	San Francisco	857	News/Talk	ABC	20
21. KBIG-F	Los Angeles	849	BTFL	Bonneville	21
22. KJOI-F	Los Angeles	843	BTFL	Noble	34
23. KMOX	St. Louis	820	Talk/News	CBS	22
24. WKTU-F	New York	799	CHR	Infinity	11
25. WHN	New York	780	Country	Doubleday	47
26. KOST-F	Los Angeles	753	AC	Cox	69
27. WABC	New York	751	Talk	ABC	32
28. WMMR-F	Philadelphia	750	AOR	Metromedia	38
29. WEAZ-F	Philadelphia	743	BTFL		30
30. KLOS-F	Los Angeles	728	AOR	ABC	35
31. KNX	Los Angeles	726	News	CBS	28
WCCI-F	Chicago	726	Urban	Gannett	49
33. KDKA	Pittsburgh	725	MOR	Westinghouse	31
34. WBBM	Chicago	719	News	CBS	26
35. WYNY-F	New York	691	AC	NBC	10
36. WPIX-F	New York	690	AC	Tribune Co.	14
37. WADO	New York	685	Spanish		23
38. WBAP	Dallas-FW	673	Country	Capital Cities	55
39. WLS	Chicago	671	Contemp/AC	ABC	27
40. WJOI-F	Detroit	670	BTFL	Detroit News	62
41. WLOO-F	Chicago	656	BTFL	Century	40
42. WBZ	Boston	654	MOR	Westinghouse	41
43. WUSL-F	Philadelphia	649	Black	LIN	57
44. KMET-F	Los Angeles	639	AOR	Metromedia	33
45. WHYI-F	Miami	612	CHR	Metroplex	64
46. WCAU-F	Philadelphia	593	CHR	CBS	51
WBCN-F	Boston	593	AOR	Infinity	46
48. WSKQ	New York	552	Spanish		208
49. WMAQ	Chicago	548	Country	NBC	25
50. WBMX-F	Chicago	547	Black		45
51. KNJQ-F	Houston	539	Black	Amaturo	100
52. WAPP-F	New York	535	CHR	Doubleday	16
53. KYW	Philadelphia	531	News	Westinghouse	36
54. WBBM-F	Chicago	528	CHR	CBS	43
55. WMGK-F	Philadelphia	526	AC	Greater Media	44
WMMS-F	Cleveland	526	AOR	Malrite	59
57. KKBQ-F	Houston	521	CHR	Gannett	77
58. WHDH	Boston	520	MOR	Blair	103
59. WMAL	Washington	512	MOR	ABC	<del>100</del>
60. WGAY-F	Washington	510	BTFL	Greater Media	70
61. KVIL-F	Dallas	503	AC	Blair	56
KRTH-F	Los Angeles	503	AC	RKO	60
63. KMPC	Los Angeles	502	Nostalgia	Golden West	61
64. WDVE-F	Pittsburgh	496	AOR	Taft	90
KRLD	Dallas	496	News	Metromedia	66
66. KFVB	Los Angeles	494	News	Westinghouse	52
67. KSHE-F	St. Louis	477	AOR	Emmis	164
68. WHTT-F	Boston	434	CHR	CBS	39
69. WCLR-F	Chicago	470	AC	Bonneville	77
70. KIKK-F	Houston	469	Country	Viacom	73

\* Based on 1/4 HR AVG, TSA, Mon-Sun, 6A-MID

STATION	MARKET		1/4 HOUR AVG		FORMAT		OWNER		FAL 83 RANK						
71.	WKXS-F	Boston		466	CHR		Pyramid		53						
72.	WPAT	New York		458	BTFL		Capital Cities		118						
73.	KKHR-F	Los Angeles		457	CHR		CBS		158						
74.	WMCA	New York		441	Talk				71						
	KODA-F	Houston		441	BTFL		Westinghouse		98						
76.	KIRO	Seattle		437	News		Bonneville		129						
77.	WTIC	Hartford		434	MOR				63						
78.	WZGC-F	Atlanta		429	CHR		First Media		85						
79.	WLYF-F	Miami		427	BTFL		Jefferson-Pilot		76						
	WSHH-F	Pittsburgh		427	BTFL				357						
81.	WROR-F	Boston		425	AC		RKO		149						
82.	KFAB	Omaha		424	MOR				89						
	WCAU	Philadelphia		424	Talk/News		CBS		96						
84.	WWBA-F	Tampa		423	BTFL		Metromedia		65						
85.	WJJD	Chicago		422	Nostalgia		DKM		116						
86.	WDAS-F	Philadelphia		419	Black		Unity		48						
87.	WJLB-F	Detroit		418	Black		Booth		125						
88.	WWDB-F	Philadelphia		412	Talk				83						
89.	WRIF-F	Detroit		411	AOR		ABC		104						
90.	WKQX-F	Chicago		410	Contemp		NBC		113						
91.	WDAF	Kansas City		406	Country		Taft		75						
92.	WPEN	Philadelphia		401	Nostalgia		Greater Media		110						
	WRBQ-F	Tampa		401	CHR		Edens		83						
94.	KFI	Los Angeles		400	AC		Cox		72						
95.	WUSN-F	Chicago		396	Country		First Media		139						
96.	WLUP-F	Chicago		395	AOR		Heftel		179						
	KROQ-F	Los Angeles		395	AOR				81						
98.	WWJ	Detroit		393	News		Detroit News		79						
99.	WKYS-F	Washington		391	Urban		NBC		53						
100.	WWDC-F	Washington		390	AOR				258						
101.	WSOC-F	Char, NC	387	141. WBAL	Balt	315	181. WHYT-F	Detr	280	221. WAMZ-F	Louis	247			
102.	WYLD-F	New Or	384	142. WXRT-F	Chi	314	182. WRCH-F	Hart	278	222. WIL-F	St. Lou	246			
	WBZZ-F	New Or	384		WEEI	Boston	314	183. WMJI-F	Cleve	277	223. WQBA	Miami	245		
104.	KSTP-F	Minn	383	144. KZLA-F	LA	313		WSB	Atl	277		KQUE-F	Hous	245	
105.	WQXI-F	Atl	382		WLKW-F	Prov	313		KLLOL-F	Hous	277	225. KQYT-F	Phoenix	244	
106.	WQXR-F	NY	381		WKLS-F	Atl	313	186. KTAR	Phoenix	275	226. WQAL-F	Cleve	240		
107.	WYSP-F	Phila	379	147. WIYY-F	Balt	312	187. KAFM-F	Dallas	274	227. WJYO-F	Orl	239			
	WLAK-F	Chi	379	148. WIP	Phila	311		WLWQ-F	Col, O	274		KRLA	LA	239	
109.	WRAL-F	Raleigh	373	149. KLVE-F	LA	310	189. KMJM-F	St. Lou	271	229. WKDF-F	Nash	237			
110.	WLIF-F	Balt	371		WNIC-F	Detr	310		KFMK-F	Hous	271		WKYV-F	Balt	237
111.	WFBQ-F	Indy	370	151. WYNF-F	Tampa	306		WSM-F	Nash	271		WLTJ-F	Cleve	237	
	WTIC-F	Hartf	370		KTRH	Houston	306		WEZB-F	New Or	271	232. KTXQ-F	Dallas	236	
113.	KNMG-F	LA	366		KPLX-F	Dallas	306		WIMZ-F	Knox	271		KBAY-F	S. Jose	236
	KKDA-F	Dallas	366	154. WFYR-F	Chi	305	194. KIQQ-F	LA	270		WKRQ-F	Cinci	236		
115.	KTNQ	LA	362		KOMO	Sea	305		KKYX	San Ant	270	235. KABL	SF	235	
	WJMK-F	Chi	362	156. WNCN-F	NY	302	196. WLLZ-F	Detr	269	236. WHJY-F	Prov	234			
	WZZK-F	Birming	362		WXYT	Det	302		WHUE-F	Boston	269		KJQY-F	SD	234
118.	WIND	Chi	351		WSSH-F	Pitts	302	198. KABL-F	SF	263	238. WKCI-F	N. Haven	233		
	WHUR-F	Wash	351		WMZQ-F	Wash	302		KBRD-F	Sea	263		KIOI-F	SF	233
120.	WPCH-F	Atl	349	160. WKSZ-F	Phila	301	200. WMEE-F	F. Wayne	262		WDCG-F	Raleigh	233		
121.	WINZ-F	Miami	347	161. KEGL-F	Dallas	299	201. KUTE-F	LA	261	241. WKRC	Cinci	232			
122.	KLTR-F	Hous	344	162. WEZN-F	Bridge	298		KSCS-F	Dallas	261		WDOK-F	Cleve	232	
123.	WIOQ-F	Phila	339	163. WJQY-F	Miami	297		KXAS-F	Houston	261		WESC-F	Green/Sp	232	
	KMEZ-F	Dallas	339	164. WLS-F	Chi	296	204. KDAY	LA	258	244. WVLK-F	Lexing	231			
	KSOL-F	SF	339		KQRS-F	Minn	296		KGB-F	SD	258		WQYK-F	Tampa	231
126.	WIVK-F	Knox	337	166. WAAF-F	Bost/Worc	295	206. WOMC-F	Detr	257	246. WALK-F+	L. Island	230			
127.	WVEE-F	Atl	333		WIBC	Indy	295	207. KNIX-F	Phoenix	255		KUSA	St. Lou	230	
128.	WSNI-F	Phila	332		KVOO	Tulsa	295		KLAC	LA	255		WAIT	St. Lou	230
129.	WXTU-F	Phila	325	169. KFRC	SF	293	209. WDRQ-F	Detr	254		WEZW-F	Milw	230		
130.	WGCL-F	Cleve	324	170. KJLH-F	LA	292		WLTT-F	Wash	254	250. WPRO-F	Prov	229		
	WLLOL-F	Minn	324		WCZY-F	Detr	292		WAVA-F	Wash	254		KHTR-F	St. Lou	229
132.	KNBR	SF	323	172. WJIB-F	Boston	290		KOA	Denver	254	252. WIOD	Miami	228		
	WTQR-F	Green/WS	323	173. WMET-F	Chi	288		KSSN-F	L. Rock	254		KHTZ-F	LA	228	
	WLK-F	Roanoke	323		KOSI-F	Denver	288	214. WZPL-F	Indy	253		WAGO-F	Chi	228	
	WT	Milw	323	175. WAYL-F	Minn	287		WEDR-F	Miami	253	255. WVBF-F	Boston	227		
136.	WRKO	Boston	322	176. WHJY-F	Prov	286		KUBE-F	Sea	253		KEZK-F	St. Lou	227	
137.	WKHY-F	Atl	321		WWKA-F	Orl	286	217. WMJC-F	Detr	252		WHO	Des M	227	
138.	KSRR-F	Houston	320	178. KIIS	LA	284	218. WPOC-F	Balt	251		WSUN	Tampa	227		
139.	WLIB	NY	319		WHIO-F	Dayton	284	219. KPEY-F	Minn	249	259. WZGO-F	Phila	224		
	WRQX-F	Wash	319	180. KYUU-F	SF	282		WPGC-F+	Wash	249		WBCY-F	Char, NC	224	

261.	KOIT-F	SF	222	WSPA-F	Green/SP	200	381.	WBLI-F	Long Is	178	441.	KLOK	S. Jose	157	
262.	WHTX-F	Pitts	221	322.	WOJO-F	Chi	199	382.	WROQ-F	Char, NC	177	WDRG-F	Hart	157	
263.	WSHE-F	Miami	220	WZAK-F	Cleve	199		KQXT-F	San Ant	177	WRRM-F	Cinci	157		
	KSL	Salt Lake	220	KSFM-F	Sacra	199		WXGT-F	Col, OH	177	KRBE-F	Houston	157		
265.	KCMO	KC	219	WZXR-F	Memphis	199	385.	WJZZ-F	Detr	175	WWL	New Or	157		
	WMLX-F	Boston	219	326.	WHRK-F	Memphis	198	WNOE-F	New Or	175	446.	WNJR	Newark	156	
	KNOB-F	LA	219	KXL-F	Port, O	198	287.	KATT-F	Okl C	174	WDAE	Tampa	156		
268.	KFOG-F	SF	217	328.	KDWB-F	Minn	196	WQMG-F	Green/WS	174	KINK-F	Port, O	156		
269.	WWSW-F	Pitts	216	WRMM-F	Atlanta	196		KSEA-F	Sea	174	WCAO	Balt	156		
	WRDU-F	Raleigh	216	WAXY-F	Miami	196	390.	KACE-F	LA	173	450.	KFMB-F	SD	155	
	WOKI-F	Knox	216	331.	WFMT-F	Chi	195	KKRZ-F	Port, O	173	KUDL-F	KC	155		
	WRKZ-F	Harris	216	WKCI-F	N. Haven	195	392.	WBOS-F	Boston	172	KZEW-F	Dallas	155		
273.	KWSS-F	'S Jose	215	KUPD-F	Phoenix	195		KOAF-F	Denver	172	KRSP-F	Salt Lake	155		
	WAPI-F	Birming	215	WSSL-F	Green/SP	195	394.	KGGO-F	Des M	171	WEZC-F	Char,NC	155		
275.	WHUD-F	Peek/NY	214	WGER-F	Saginaw	195		WAIA-F	Miami	171	WKZL-F	Green/WS	155		
	WFMZ-F	Allen	214	336.	WVWW-F	Detr	194	WBNS-F	Col, OH	171	KBEZ-F	Tulsa	155		
	WIQI-F	Tampa	214	WYAY-F	Atlanta	194		WMIL-F	Milw	171	KKLT-F	Phoenix	155		
	KCTC-F	Sacra	214	WSKZ-F	Chatta	194	398.	WINZ	Miami	170	458.	KKDJ-F	Fresno	154	
279.	WBAB-F	Long Is	213	339.	WDGY	Minn-SP	193	KXXY-F	Okl C	170	KEX	Port,0	154		
	KKGO-F	LA	213	WMC-F	Memphis	193	WUSY-F	Chatta	170	KHFI-F	Austin	154			
	KGBT	McAllen	213	KSFM-F	Sacra	193	WFBC-F	Green/Sp	170	WNOR-F	Norfolk	154			
	WVOR-F	Roch	213	342.	WJBR-F	Wilm, DE	191	402.	WWEZ-F	Cinci	169	WVKX-F	Nash	154	
283.	WXTZ-F	Indy	212	WTUE-F	Dayton	191		WPXX-F	Wash	169	WRTH	St. Lou	154		
	WQFM-F	Milw	212	344.	WGMS-F	Wash	190	KZZP-F	Phoenix	169	WSKS-F	Cinci	154		
285.	KBLY-F	SF	211	WTOP	Wash	190	405.	KDFC-F+	SF	168	465.	WCXI	Detr	153	
	WTVN	Col, OH	211	WBEN	Buff	190	406.	KBRT	LA	167		KMJK-F	Port, O	153	
	WPEG-F	Char, NC	211	WCMQ-F	Miami	190		KITS-F	SF	167		KXOA-F	Sacra	153	
288.	WEBN-F	Cinci	207	348.	WGAR-F	Cleve	189	408.	KFAC-F	LA	166	468.	WHLY-F	Orl	152
	KFMB	SD	207	KPLZ-F	Sea	189		KSDO-F	SD	166		WBYU-F	New Or	152	
	KPRC	Houston	207	350.	KPLZ-F	Denver	188	KEZO-F	Omaha	166	470.	WKXF-F	Cinci	151	
	WFOG-F	Norf	207	WNOK-F	Col, SC	188		WGY	Albany	166		KOB-F	Albuq	151	
	WEZO-F	Roch	207	352.	WCLS-F	Detr	187	412.	WDSY-F	Pitt	165	KMEO-F	Phoenix	151	
293.	WLW	Cinci	206	353.	KMEL-F	SF	186		KTFM-F	San Ant	165	473.	WLQR-F	Toledo	150
	WHOT-F	Young	206	WBSB-F	Balt	186		WZOU-F	Boston	164		WDUV-F	Sara	150	
	KISW-F	Sea	206	WQDR-F	Raleigh	186	414.	WKW-F	St. Lou	164		WSIX-F	Nash	150	
	WBT	Char, NC	206	356.	KNEW	SF	185	KTOK	Okl C	164		WRVA	Rich	150	
	WHAS	Louis	206	357.	KKHI-F+	SF	184	417.	WMJJ-F	Birm	163	477.	KOPA-F	Phoenix	149
298.	KSFO	SF	205	WBBG	Cleve	184		WYRK-F	Buff	163	478.	WFME-F	NY	148	
	WHIO-F	Dayton	205	KSD-F	St. Lou	184		WQUE-F	New Or	163		XTRA	SD	148	
	WQMF-F	Louis	205	360.	WHCN-F	Hartf	183	WOKY	Milw	163		WBLZ-F	Cinci	148	
301.	KALI	LA	204	KIIK-F	Daven-RI	183	421.	WLAC-F	Nash	162		KMJI-F	Denver	148	
	WTAE	Pitts	204	WEZK-F	Knox	183	422.	WKDD-F	Akron	161		KAZY-F	Denver	148	
303.	KWKW	LA	203	363.	WFOX-F	Atl	182	WYYY-F	Syra	161		KTSA	San Ant	148	
	KASE-F	Austin	203	WFMS-F	Indy	182		KIXI	Sea	161		WIVY-F	Jkville	148	
	KPKE-F	Denver	203	KRAK	Sacra	182	425.	WFLN-F	Phila	160	485.	WENS-F	Indy	147	
306.	KQZY-F	Dallas	202	WCOS-F	Col, SC	182		WILC-F	Indy	160		WECK	Buff	147	
	WNWS	Miami	202	KKYK-F	L. Rock	182		WASH-F	Wash	160		WFLA-F	Tampa	147	
	KSFI-F	Salt Lake	202	368.	WHLI	Long Is	181	WMAR-F	Balt	160		WOWI-F	Norf	147	
	WABB-F	Mobile	202	WFIL	Phila	181		WFMZ-F	Allen	159		KMBQ-F	Shreve	147	
	WJYE-F	Buffalo	202	KFYI	SF	181	430.	WSTW-F	Wilm, DE	159	490.	WPRO	Prov	146	
	WKXX-F	Birming	202	WENN-F	Birm	181		KSAN-F	SF	159		WZEZ-F	Nash	146	
	KKNG-F	Okl City	202	WCMS-F	Norfolk	181		WOCN	Miami	159		KAJA-F	San Ant	146	
303.	WWRL	NY	201	WEAT-F	W. Palm	181		KLZ	Denver	159		WNCE-F	Lanc	146	
	KMGC-F	Dallas	201	WRVQ-F	Rich	181		WBEN-F	Buff	159		KOB	Albuq	146	
	KMBR-F	KC	201	WKSF-F	Ashe	181		WOWO	F Wyane	159		WYST-F	Balt	146	
	KZAP-F	Sacra	201	376.	WOOD-F	Gr Rpds	180	KAYI-F	Tulsa	159		KOFM-F	Okl C	146	
	WPYX-F	Wash	201	WQUT-F	JC/Kings	180		WGKX-F	Memphis	159	497.	WQIK-F	Jkville	145	
318.	KRQR-F	SF	200	378.	KYYS-F	KC	179	WTPA-F	Harris	159		WTKN	Pitts	145	
	WDIZ-F	Orl	200	WWIN-F	Balt	179		439.	WAMO-F	Pitt	158	WRHC	Miami	145	
	WFMF-F	Baton R	200	WXBQ-F	JC/Kings	179		WOAI	San Ant	158		KQAK-F	SF	145	
												KYA	SF	145	
												KDUO-F	Riverside	145	

AMERICA'S LEADING STATIONS - METRO CUME RATING\*

1. WJBC	Bloom,IL	57.5	51. KDKA	Pittsburgh	33.6
2. WXLK-F	Roanoke	50.4	52. KRQQ-F	Tucson	29.7
3. KFAB	Omaha	46.1	53. KOB	Albuquerque	29.6
4. WICC	Bridgeport	44.5	WSKZ-F	Chattanooga	29.6
5. WCCO	Minn-SP	42.8	55. KKXX-F	Bakersfield	29.4
6. WBNQ-F	Bloom,IL	41.4	WLAP-F	Lexington	29.4
7. KMOX	St. Louis	39.9	KOZZ-F	Reno	29.4
8. WMEE-F	F. Wayne	38.7	58. KULA-F	Honolulu	29.3
9. WOWO	F. Wayne	38.5	WIMZ-F	Knoxville	29.3
10. KIKK-F	Daven-RI	38.1	WRVQ-F	Richmond	29.3
11. WTIC	Hartford	37.8	61. WTMJ	Milwaukee	29.0
12. WKEE-F	Hunt, WV	37.7	62. WCRZ-F	Flint	28.9
13. WQUT-F	JC-Kings	37.3	63. WLAN-F	Lancaster	28.8
14. WIVK-F	Knoxville	36.0	WIVY-F	Jacksonville	28.8
15. WKFR-F	Kalamazoo	35.8	65. WZPL-F	Indianapolis	28.7
16. WKZW-F	Peoria	35.6	WVLK-F	Lexington	28.7
WRFY-F	Reading	35.6	67. KUGN	Eugene	28.6
WFMF-F	Baton Rouge	35.6	68. KSSN-F	Little Rock	28.4
19. WVIC-F	Lansing	35.3	KSET-F	El Paso	28.4
20. WIOG-F	Saginaw	35.1	70. WEZN-F	Bridgeport	28.2
21. WXBQ-F	JC-Kings	35.0	KEYN-F	Wichita	28.2
22. WAMX-F	Huntington	34.9	72. KGOT-F	Anchorage	28.1
WKSJ-F	Mobile	34.9	KKFM-F	Col Spgs	28.1
24. WABB-F	Mobile	34.8	KYNO-F	Fresno	28.1
25. WHBC	Canton	34.7	WPRO-F	Providence	28.1
26. WTCR-F	Hunt, WV	34.5	76. WSTW-F	Wilmington	28.0
27. KGBT	McAllen	34.3	77. KASE-F	Austin	27.6
28. WHOT-F	Young	34.0	KIRO	Seattle	27.6
29. WTIC-F	Hartford	33.9	79. WHYI-F	Miami	27.5
KKYK-F	L. Rock	33.9	WVOR-F	Rochester	27.5
31. KDKA	Pittsburgh	33.6	81. WHIO-F	Dayton	27.4
32. KAMZ-F	El Paso	33.4	WTSO	Madison	27.4
33. WSSX-F	Charleston, SC	32.9	83. WHAS	Louisville	27.3
34. WBEN	Buffalo	32.8	WHO	Des Moines	27.3
KQKQ-F	Omaha	32.8	85. WDCG-F	Raleigh	27.1
36. KOB-F	Albuquerque	32.7	86. KDON-F	Salinas	27.0
KRLB-F	Lubbock	32.7	WHRK-F	Memphis	27.0
38. WNOK-F	Columbia, SC	32.1	88. WIBA-F	Madison	26.9
39. KGGO-F	Des Moines	31.8	89. WKRC	Cincinnati	26.8
40. WCOS-F	Columbia, SC	31.6	KSSK	Honolulu	26.8
41. KHFI-F	Austin	31.3	91. WSOC-F	Charlotte	26.7
42. KZFM-F	Cor Christi	31.2	WSYR	Syracuse	26.7
WKXX-F	Birmingham	31.2	WVLK	Lexington	26.7
44. WKZO	Kalamazoo	31.1	94. WWCK-F	Flint	26.6
WIBC	Indianapolis	31.1	95. WEZO-F	Rochester	26.3
WZEE-F	Madison	31.1	96. WZZK-F	Birmingham	26.2
47. WYYY-F	Syracuse	30.4	97. WYFM-F	Youngstown	26.1
48. WEZB-F	New Orleans	30.3	WLRS-F	Louisville	26.1
WRVA	Richmond	30.3	WZGC-F	Atlanta	26.1
WKCI-F	New Haven	30.3	100. WKDD-F	Akron	26.0

\* Based on 12+ Metro Cume Rating, Mon-Sun, 6A-MID

AMERICA'S LEADING STATIONS - 12+ TSA CUME\*

1. WHTZ-F	NY	27038	51. KIQQ-F	LA	8619	101. WNIC-F	Detr	5556
2. WINS	NY	25822	52. KJOI-F	LA	8567	102. WLLZ-F	Detr	5555
3. WPLJ-F	NY	25284	53. WEAZ-F	Phila	8501	103. WTIC	Hart	5523
4. KIIS-F	LA	23319	54. WHTT-F	Boston	8444	104. WQXI-F	Atl	5516
5. WCBS	NY	23212	55. WHYI-F	Miami	8423	105. WINZ-F	Miami	5506
6. WNBC	NY	18873	56. KRLD	Dallas	8182	106. KMJQ-F	Hous	5477
7. WGN	Chi	18761	57. KMPC	LA	7928	107. WIOQ-F	Phila	5475
8. WRKS-F	NY	18567	58. WKQX-F	Chi	7759	108. WIND	Chi	5471
9. WOR	NY	17717	59. WPAT	NY	7687	109. WGAY-F	Wash	5459
10. WKTU-F	NY	16647	60. WCAU	Phila	7625	110. KHTZ-F	LA	5433
11. WABC	NY	16413	61. WYSP-F	Phila	7468	111. KYUU-F	SF	5388
12. WLS	Chi	15944	62. WUSL-F	Phila	7438	112. KRLA	LA	5317
13. WBLN-F	NY	15304	63. WCLR-F	Chi	7333	113. WAVA-F	Wash	5301
14. WNEW-F	NY	15200	64. WLOO-F	Chi	7277	114. WDAF	KC	5264
15. WBBM	Chi	15079	65. KFRC	SF	7234	115. WJJD	Chi	5238
16. WCBS-F	NY	14910	66. KKBQ-F	Houston	7239	116. KTRH	Houston	5202
17. WYNY-F	NY	14824	67. WBCN-F	Boston	7202	117. WJMK-F	Chi	5200
18. KNX	LA	14016	68. WXKS-F	Boston	7115	118. KLOL-F	Houston	5183
19. WAPP-F	NY	13610	69. WHYT-F	Boston	7092	119. WDAS-F	Phila	5171
20. WPIX-F	NY	13550	70. WMGK-F	Phila	7078	120. WLWL-F	Minn	5156
21. WHN	NY	12514	71. WMAL	Wash	6968	121. KODA-F	Houston	5137
22. KLOS-F	LA	12501	72. WLAK-F	Chi	6938	122. WUSN-F	Chi	5130
23. WJR	Detroit	12391	73. WRIF-F	Det	6908	123. KSOL-F	SF	5123
24. KYW	Phila	11802	74. KMGF-F	LA	6844	124. WTIC-F	Hart	5090
25. KABC	LA	11639	75. WMMS-F	Cleve	6803	125. KOA	Denver	5088
26. WLTW-F	NY	11440	76. WLUP-F	Chi	6702	126. KJLH-F	LA	5082
27. WBBM-F	Chi	11386	77. WHDH	Boston	6599	127. WSNI-F	Phila	5052
28. WPAT-F	NY	11377	78. KVIL-F	Dallas	6562	128. WHUR-F	Wash	5050
29. WMET-F	Chi	11307	79. WJOI-F	Detr	6504	129. KOMO	Seattle	5028
30. WRFM-F	NY	11280	80. KROQ-F	LA	6494	130. KIOI-F	SF	5013
31. KBIG-F	LA	11244	WFYR-F	Chi	6494	131. WRBQ-F	Tampa	4973
32. KGO	SF	11237	82. WMCA	NY	6448	132. KSRR-F	Houston	4965
33. KOST-F	LA	11216	83. KIRO	Sea	6423	133. KLTR-F	Houston	4878
34. WCCO	Minn	11195	84. WWJ	Detr	6401	134. KSTP-F	Minn	4871
35. KFVB	LA	11082	85. WZGC-F	Atl	6352	135. WAGO-F	Chi	4839
36. WCAU-F	Phila	11008	86. WMET-F	Chi	6132	136. WDRQ-F	Detr	4826
37. WMAQ	Chi	10913	87. KNBR	SF	6104	137. KZLA-F	LA	4795
38. WNEW	NY	10832	88. WROR-F	Boston	6090	138. WKYS-F	Wash	4794
39. KCBS	SF	10621	89. WGCL-F	Chi	6003	139. KAFM-F	Dallas	4770
40. WMMR-F	Phila	10038	90. WRQX-F	Wash	5940	140. WRAL-F	Raleigh	4704
41. KKHR-F	LA	10033	91. WJLB-F	Detr	5919	141. WTMJ	Milw	4646
42. KRTH-F	LA	9998	92. WCZY-F	Detr	5874	142. WOMC-F	Detr	4638
43. KMOX	St. Lou	9529	93. WEEI	Boston	5831	143. KSHE-F	St. Lou	4627
44. KDKA	Pitts	9397	94. WWDC-F	Wash	5798	144. WMJI-F	Cleve	4580
45. WLS-F	Chi	9334	95. WQXR-F	NY	5765	145. WHTX-F	Pitts	4541
46. WBZ	Boston	9112	96. WBZZ-F	Pitts	5747	146. KFAB	Omaha	4519
47. WBMX-F	Chi	9043	97. KIKK-F	Houston	5742	147. WAAF-F	Worc/Bos	4505
48. WGCI-F	Chi	8940	98. WDVE-F	Pitts	5687	148. WPGC-F	Wash	4495
49. KFI	LA	8881	99. WIP	Phila	5670	149. KLAC	LA	4479
50. WBAP	Dall-FW	8644	100. KEGL-F	Dallas	5578	150. KUTE-F	LA	4457

\* Based on 12+ TSA Cume, Broadcast Week



151.	WWDB-F	Phila	4405	201.	KKDA-F	Dallas	3849	251.	KFOG-F	SF	3293
152.	XTRA	LA	4404	202.	WKRC	Cinci	3844	252.	KFMB	SD	3285
153.	WMJC-F	Detr	4403	203.	WNCN-F	NY	3839	253.	WQAL-F	Cleve	3282
154.	WLYF-F	Miami	4382	204.	KZEW-F	Dallas	3828	254.	KWK-F	St. Lou	3260
155.	WSB	Atlanta	4368	205.	KMEL-F	SF	3810	255.	KLOK-F	SF	3256
156.	KSCS-F	Dallas	4359	206.	WTQR-F	Green-WS	3807		WLWQ-F	Col,0	3256
157.	WIOD	Miami	4336	207.	KUBE-F	Sea	3797	257.	WAXY-F	Miami	3242
158.	WZGO-F	Atl	4324	208.	WLIF-F	Balt	3757	258.	KSAN-F	SF	3222
159.	WSHH-F	Pitts	4313	209.	WZOU-F	Boston	3737	259.	KOIT-F	SF	3219
160.	WJIB-F	Boston	4311	210.	KNOB-F	LA	3729	260.	WHJY-F	Prov	3218
161.	WMJX-F	Boston	4306	211.	WAIT	Chi	3723	261.	WIVK-F	Knox	3216
162.	WPEN	Phila	4283	212.	KPLX-F	Dallas	3712	262.	WJPC	Chi	3183
163.	KTNQ	LA	4281		KRBE-F	Houston	3712	263.	WBEN-F	Buff	3182
164.	WEZB-F	New Or	4276	214.	WVBF-F	Boston	3711	264.	WSKQ	NY	3179
165.	WMLS-F	Atl	4275	215.	WASH-F	Wash	3710	265.	KPRC	Hous	3171
166.	WTOP	Wash	4270	216.	WBEN	Buff	3672	266.	KNIX-F	Phoe	3170
167.	KFMK-F	Houston	4235	217.	WWBA-F	Phila	3657	267.	KTAR	Phoe	3167
168.	WTAE	Pitts	4226	218.	WBAB-F	Long Is	3656	268.	WBCY-F	Char,NC	3166
169.	WRKO	Boston	4215	219.	WBSB-F	Balt	3634	269.	KEEY-F	Minn	3162
170.	KMEZ-F	Dallas	4196	220.	WKCI-F	New Hav	3627	270.	KVOO	Tulsa	3159
171.	WZPL-F	Indy	4181	221.	KKGO-F	LA	3623	271.	WJQY-F	Miami	3124
172.	WKHX-F	Atl	4168	222.	KHJ	LA	3618	272.	WFOX-F	Atl	3112
173.	KDWB-F	Minn	4164	223.	WFMT-F	Chi	3614	273.	WDOK-F	Cleve	3108
174.	WKSZ-F	Phila	4158	224.	KOSI-F	Denver	3611	274.	WXGT-F	Col,OH	3104
175.	KQRS-F	Minn	4157	225.	KFAC-F	LA	3597	275.	KBAY-F	San Jo	3097
176.	WLTT-F	Wash	4150	226.	KUSA	St. Lou	3595	276.	WYNF-F	Tampa	3095
177.	WSSH-F	Boston	4143	227.	KCMO	KC	3587	277.	KOAQ-F	Denver	3051
178.	WMZQ-F	Wash	4134	228.	KABL	SF	3585	278.	WHIO-F	Dayton	3048
179.	WLW	Cinci	4121	229.	WIBC	Indy	3575	279.	WKDD-F	Akron	3047
180.	WCLS-F	Detr	4091	230.	WWSW-F	Pitts	3561	280.	WOKI-F	Knox	3047
181.	WZZK-F	Birming	4074	231.	KSL	Salt L	3557	281.	WBLI-F	Long Is	3026
182.	KHTR-F	St. Lou	4071	232.	WXLK-F	Roanoke	3500	282.	WHCN-F	Hart	3022
183.	WFIL	Phila	4056	233.	KIIS	LA	3497		WPOC-F	Balt	3022
184.	WVEE-F	Boston	4048	234.	WPRO-F	Prov	3475	284.	WLIB	NY	3008
185.	WIYY-F	Balt	4026	235.	KRQR-F	SF	3464	285.	KKYX	San Ant	3007
186.	WBAL	Balt	4025	236.	KXAS-F	Hous	3444	286.	WIL-F	St. Lou	3004
187.	KLVE-F	LA	4016	237.	WHUE-F	Boston	3416				
188.	KTXQ-F	Dallas	4015	238.	KIMN	Denver	3412				
189.	WKRQ-F	Cinci	4004	239.	WXTU-F	Phila	3398				
190.	KITS-F	SF	3985		WHAS	Louis	3398				
191.	KABL-F	SF	3970	241.	KWSS-F	San Jose	3390				
192.	WXRT-F	Chi	3965	242.	KBLX-F	SF	3374				
193.	KDAY	LA	3954	243.	WXYT	Detr	3372				
194.	WSOC-F	Charl	3949	244.	WBJW-F	Orl	3350				
195.	WADO	NY	3948		WKXX-F	Birming	3350				
196.	WFBQ-F	Indy	3946	246.	KSFM-F	Sacra	3313				
197.	WLTF-F	Cleve	3925	247.	KACE-F	LA	3306				
198.	KSFO	SF	3900	248.	WTVN	Col,OH	3305				
199.	WEZN-F	Bridge	3865	249.	WDCG-F	Raleigh	3297				
200.	WPCH-F	Atlanta	3857	250.	KMGC-F	Dallas	3294				

AMERICA'S LEADING STATIONS BY FORMAT\*

1/4 HOUR AVERAGE

CHR/TOP 40/CONTEMP	AOR	AC/SOFT ROCK/OLDIES	MOR/VARIETY
1. WHTZ-F NY 1707	1. WNEW-F NY 1164	1. WNBC NY 936	1. WGN Chi 1436
2. KIIIS-F LA 1537	2. WMMR-F Phila 750	2. WCBS-F NY 934	2. WCCO Minn 990
3. WPLJ-F NY 1243	3. KLOS-F LA 728	3. WLTW-F NY 894	3. WJR Detr 957
4. WKTU-F NY 799	4. KMET-F LA 639	4. KOST-F LA 753	4. KDKA Pitts 725
5. WLS Chi 671	5. WBCN-F Boston 593	5. WYNY-F NY 691	5. WBZ Boston 654
6. WHYI-F Miami 612	6. WMMS-F Cleve 526	6. WPIX-F NY 690	6. WHDH Boston 520
7. WCAU-F Phila 593	7. WDVE-F Pitts 496	7. WMGK-F Phila 526	7. WMAL Wash 512
8. WAPP-F NY 535	8. KSHE-F St. Lou 477	8. KRTH-F LA 503	8. WTIC Hart 434
9. WBBM-F Chi 528	9. WRIF-F Detr 411	9. KVIL-F Dallas 503	9. KFAB Omaha 424
10. KKBQ-F Hous 521	10. WLUP-F Chi 395	10. WCLR-F Chi 470	10. KNBR SF 393
11. WHTT-F Boston 473	KROQ-F LA 395	11. KFI LA 400	11. WTMJ Milw 323
12. WXKS-F Boston 466	12. WWDC-F Wash 390	12. KSTP-F Minn 383	12. WBAL Balt 315
13. KKHR-F LA 457	13. WYSP-F Phila 379	13. WLAK-F Chi 379	13. WIP Phila 311
14. WZGC-F Atl 429	14. WFBQ-F Indy 370	14. WRAL-F Raleigh 373	14. KOMO Sea 305
15. WKQX-F Chi 410	15. WIOQ-F Phila 339	15. KMGG-F LA 366	15. WIBC Indy 295
16. WRBQ-F Tampa 401	16. KSRR-F Hous 320	16. WJMK-F Chi 362	16. WSB Atl 277
17. WBZZ-F Pitts 384	17. KXRT-F Chi 314	17. KLTR-F Hous 344	17. WKRC Cinci 232
18. WQXI-F Atl 382	18. WKLS-F Atl 313	18. WSNI-F Phila 332	18. KSL Salt Lake 220
19. WTIC-F Hart 370	19. WIYY-F Balt 312	19. WROR-F Boston 325	19. KNOB-F LA 219
20. WINZ-F Miami 247	20. WYNF-F Tampa 306	20. WNIC-F Detr 310	20. WTVN Col, O 211
21. WLOL-F Minn 324	21. KQRS-F+ Minn-SP 296	21. WFYR-F Chi 305	21. KFMB SD 207
WGCL-F Cleve 324	22. WMET-F Chi 288	22. WSSH-F Boston 302	22. WLW Cinci 206
23. WKLK-F Roanoke 323	23. KLOL-F Houston 277	23. WKSZ-F Phila 301	WBT Char, NC 206
24. WRQX-F Wash 319	24. WLWQ-F Col, O 274	24. WMJI-F Cleve 277	WHAS Louis 206
25. KEGL-F Dallas 299	25. WIMZ-F Knox 271	25. KFMC-F Houston 271	25. WTAE Pitts 204
26. WLS-F Chi 296	26. WLLZ-F Detr 269	26. WOMC-F Detr 257	26. WBN Buff 190
27. KFRC SF 293	27. KGBF SD 258	27. WLTT-F Wash 254	27. WGY Schen 166
28. WCZY-F Detr 292	28. WKDF-F Nash 237	28. WMJC-F Detr 252	28. WOWO F Wayne 159
29. KYUU-F SF 282	29. KTXQ-F Dallas 236	29. WPGC-F+ Wash 249	29. KEX Port, O 154
30. WHYT-F Detr 280	30. WHJY-F Prov 234	30. KRLA LA 239	30. WRVA Rich, VA 150
31. KAFM-F Dallas 274	31. WSHE-F Miami 220	WJYO-F Or1 239	31. KOB Albuq 146
32. WEZB-F New Or 271	32. KFOG-F SF 217	32. WLTF-F Cleve 237	32. WFLA Tampa 145
33. KIQQ-F LA 270	33. WRDU-F Raleigh 216	33. KIOI-F SF 233	33. WHAM Roch 144
34. WMEE-F F Wayne 262	34. WAPI-F Birm 215	34. WALK-F+ Long Is 230	34. WPTF Raleigh 141
35. WAVA-F Wash 254	35. WBAB-F Long Is 213	35. KHTZ-F LA 228	35. KSSK Hono 139
36. KUBE-F Sea 253	36. WQFM-F Milw 212	36. WVB-F Boston 227	36. WGR Buff 125
WZPL-F Indy 253	37. WEBN-F Cinci 207	37. WMGX-F Boston 219	37. KOY Phoenix 119
38. WKRQ-F Cinci 236	38. KISW-F Sea 206	38. WWSW-F Pitts 216	WSYR Syra 119
39. WDCG-F Ral 233	39. WQMF-F Louis 205	39. WIQI-F Tampa 214	39. WDBO Orlando 115
WKCI-F NH 233	40. KZAP-F Sacra 201	40. WWOR-F Roch 213	40. KHOW Denver 114
41. WPRO-F Prov 229	WPYX-F Albany 201	41. WMGC-F Dallas 201	WICC Bridge 114
42. KHTR-F St. Lou 229	42. WDIZ-F Orlando 200	42. WAXY-F Miami 196	42. WWWE Cleve 110
43. WBJW-F Or1 228	KRQR-F SF 200	WRMM-F Atl 196	43. WHIO Dayton 105
44. WAGO-F Chi 228	44. WZXR-F Memphis 199	44. WCLS-F Det 187	44. WAKR Akron 103
45. WZGO-F Phila 224	45. KUPD-F Phoenix 195	45. KSD-F St. Lou 184	WROW Albany 103
46. WBCY-F Char, NC 224	46. WTUE-F Dayton 191	46. WFOX-F Atl 182	46. KRMG Tulsa 99
47. WHTX-F Pitts 221	47. WHCN-F Hart 183	47. WFIL Phila 181	
48. WOKI-F Knox 216	48. KYYS-F KC 179	48. WAIA Miami 171	
49. KWSS-F SJ 215	49. KATT-F OK C 174	49. WFBC-F Green-Sp 170	
50. WHOT-F Young 206	50. KGGO-F Des M 171	50. WLTS-F New Or 166	

NOSTALGIA

1. WNEW NY 886	16. WJAS Pitts 134
2. KMPC LA 502	17. KYTE Port, O 132
3. WJJD Chi 422	18. WNAK WB/Scran 127
4. WPEN Phila 401	19. WITH Balt 122
5. KIIIS LA 284	20. KEZW Denver 103
6. KQUE-F Hous 245	21. WGUL-F+ Tampa 102
7. WAIT Chi 230	22. WYLF-F Roch 101
8. KSFO SF 205	23. KPQP SD 96
9. WBBG Cleve 184	24. WRCQ Hart 92
10. WHLI Long Is 181	WWRC Wash 92
11. WOKY Milw 163	26. WMLX Cinci 90
12. KIXI Sea 161	27. KXOA Sacra 82
13. WDAE Tampa 156	
14. WRTH St. Lou 154	
15. WECK Buff 147	

CLASSICAL

1. WQXR-F NY 381	11. WTMI-F Miami 111
2. WNCN-F NY 302	12. KVOD-F Denver 108
3. WFMT-F Chi 195	WQRS-F Detroit 108
4. WGMS-F+ Wash 190	14. WNIB-F Chi 106
5. KKHI-F+ SF 184	15. WCRB-F Boston 99
6. KFAC-F LA 166	16. KKSJN Port, O 77
7. KDFC-F+ SF 164	KFSD-F SD 77
8. WFLN-F Phila 160	18. WRR-F Dallas 71
9. KLEF-F Hous 121	19. KHEP-F Phoenix 70
10. KING-F Sea 114	20. KCLV-F Cleve 68
	21. WFMR-F Milw 58
	22. KHFM-F Albuq 51

\* Based on 1/4 HR AVG, Mon-Sun, 6A-MID, TSA

COUNTRY			BEAUTIFUL/EZ			NEWS/TALK			BLACK/URBAN/JAZZ		
1. WHN	NY	780	1. WRFM-F	NY	947	1. WOR	NY	1583	1. WRKS-F	NY	1535
2. WBAP	Dallas	673	2. WPAT-F	NY	869	2. WINS	NY	1395	2. WBLS-F	NY	1076
3. WMAQ	Chi	548	3. KBIG-F	LA	849	3. WCBS	NY	1221	3. WGCI-F	Chi	726
4. KIKK-F	Hous	469	4. KJOI-F	LA	843	4. KABC	LA	955	4. WUSL-F	Phila	649
5. WDAF	KC	406	5. WEAZ-F	Phila	743	5. KGO	SF	857	5. WBMX-F	Chi	547
6. WUSN-F	Chi	396	6. WJOI-F	Detr	670	6. KMOX	St. Lou	820	6. KMJQ-F	Hous	539
7. WSOC-F	Char, NC	387	7. WLOO-F	Chi	656	7. WABC	NY	751	7. WDAS-F	Phila	419
8. WZZK-F	Birm	362	8. WGAY-F	Wash	510	8. KNX	LA	726	8. WJLB-F	Detr	418
9. WIVK-F	Knox	337	9. WPAT	NY	458	9. WBBM	Chi	719	9. WKYS-F	Wash	391
10. WXTU-F	Phila	325	10. KODA-F	Hous	441	10. KYW	Phila	531	10. WYLD-F	New Or	384
11. WTQR-F	Green/WS	323	11. WLYF-F	Miami	427	11. KCBS	SF	514	11. KKDA-F	Dallas	366
12. WKHX-F	Atl	321	12. WSHH-F	Pitts	427	12. KRLD	Dallas	496	12. WHUR-F	Wash	351
13. KZLA-F	LA	313	13. WWBA-F	Tampa	423	13. KFNB	LA	491	13. KSOL-F	SF	339
14. KPLX-F	Dallas	306	14. WLIF-F	Balt	371	14. WMCA	NY	441	14. WVEE-F	Atl	333
15. WMZQ-F	Wash	302	15. WPCH-F	Atl	349	15. KIRO	Sea	437	15. WLIB	NY	319
16. KVOO	Tulsa	295	16. KMEZ-F	Dallas	339	16. WCAU	Phila	424	16. KJLH-F	LA	292
17. WWKA-F	Orl	286	17. WLKW-F	Prov	313	17. WWDB-F	Phila	412	17. KMJM-F	St. Lou	271
18. WSM-F	Nash	271	18. WEZN-F	Bridge	298	18. WWJ	Detr	393	18. KUTE-F	LA	261
19. KKYX	San Ant	270	19. WJQY-F	Miami	297	19. WIND	Chi	351	19. KDAY	LA	258
20. KSCS-F	Dallas	261	20. WJIB-F	Boston	290	20. WRKO	Boston	322	20. WDRQ-F	Detr	254
	KXAS-F	Houston	21. KOSI-F	Denver	288	21. WEEI	Boston	314	21. WEDR-F	Miami	253
22. KLAC	LA	255	22. WAYL-F	Minn-SP	287	22. KTRH	Houston	306	22. WXYV-F	Balt	237
	KNIX-F	Phoe	23. WHIO-F	Dayton	284	23. WXYT	Houstr	302	23. KBLX-F	SF	211
24. KSSN-F	L Rock	254	24. WRCH-F	Hart	278	24. KTAR	Phoenix	275	WPEG-F	Char, NC	211
25. WPOC-F	Balt	251	25. WHUE-F	Boston	269	25. KOA	Denver	254	KKGO-F	LA	211
26. KEYE-F	Minn	249	26. KBRD-F	Sea	263	26. WIOD	Miami	228	26. WWRL	NY	201
27. WAMZ-F	Louis	247	27. KABL-F	SF	263	27. WHO	Des M	227	27. WZAK-F	Cleve	199
28. WIL-F	St. Lou	246	28. KQYT-F	Phoenix	244	28. KCMO	KC	219	28. WHRK-F	Memphis	198
29. WESC-F	Green/Sp	232	29. WQAL-F	Cleve	240	29. KPRC	Hous	207	29. WWIN-F	Balt	179
30. WVLC-F	Lexing	231	30. KBAY-F	SJ	236	30. WNWS	Miami	202	30. WJZZ-F	Detr	175
	WQYK-F	Tampa	31. KJQY-F	SD	234	31. WTOP	Wash	190	31. WQMG-F	Green/WS	174
32. KUSA	St. Lou	230	32. WDOK-F	Cleve	232	32. WINZ	Miami	170	32. KACE-F	LA	173
33. WSUN	Tampa	227	33. KABL	SF	230	33. KTOK	OK C	164	33. KFVI	SF	168
34. WRKZ-F	Harris	216	WEZW-F	Milw	230	34. WOAI	San Ant	158	34. WTLC-F	Indy	160
35. KASE-F	Austin	203	35. KEZK-F	St. Lou	227	35. WWL	New Or	157	35. WAMO-F	Pitts	158
36. WSSL-F	Green/Sp	195	36. KOIT-F	SF	222	36. WTKN	Pitts	145	36. WNJR	Newark	156
37. WDGY	Minn	193	37. KCCTC-F	Sacra	214	37. WCBM	Balt	143	37. WOWI-F	Norfolk	154
	WYAY-F	Atl	WHUD-F	Peek/NY	214	KFBK	Sacra	143	38. WBLZ-F	Cinci	148
39. WGAR-F	Cleve	189	39. WXTZ-F	Indy	212	39. WCKY	Cinci	138	39. WDJY-F	Wash	143
40. WQDR-F	Raleigh	186	40. WEZO-F	Roch	207	40. KSDO	SD	132	40. KYOK	Hous	139
41. KNEW	SF	185	WFOG-F	Norf	207	41. WHJJ	Prov	129	WDMT-F	Cleve	139
42. WCOS-F	Col, SC	182	42. WJYE-F	Buff	202	42. KSTP	Minn	128	42. WJPC	Chi	137
	WFMS-F	Indy	KSFI-F	SLC	202	43. WERE	Cleve	124	43. WBLK-F	Buff	130
44. WCMS-F	Norf	181	KKNG-F	OK C	202	44. WJW	Cleve	118			
45. WXBQ-F	JC-King	179	45. WSPA-F	Green/Sp	200	45. WPLP	Tampa	115			
46. WNOE-F	New Or	175	KMBR-F	KC	200	46. KMJ	Fresno	112			
47. WBOS-F	Boston	172	47. KXL	Sea	198	47. WGST	Atl	110			
48. WMIL-F	Milw	171	48. WGER-F	Sag-BC	195	48. KMBZ	KC	108			
49. WXXY-F	Okl C	170	49. WEZK-F	Knox	183	49. KNUS	Denver	97			
	WUSY-F	Chatta	50. WOOD-F	Gr Rpd	180	50. WJNO	W. Palm	95			

SPANISH

1. WADO	NY	683
2. WSKQ	NY	552
3. KTNQ	LA	362
4. KLVE-F	LA	310
5. WQBA	Miami	245
6. KGBT	McAllen	213
7. KALI	LA	204
8. KWKW	LA	203
9. WOJO-F	Chi	199
10. WCMQ-F	Miami	190

11. WOCN	Miami	159
12. KCOR	San Ant	113
13. KIQI	SF	111
14. KIWW-F	McAllen	109
15. WQBA-F	Miami	108
16. WSUA	Miami	108
17. KNVA	SJ/SF	83
18. KXYZ	Hous	72

RELIGION/GOSPEL

1. KBRT	LA	167
2. WFME-F	NY	148
3. KIEV	LA	126
4. KCMS-F	Sea	99
5. KFSG-F	LA	93
6. WAGG	Birm	91
7. KPBC	Dallas	89
8. KFIA	Sacra	84
9. WWDJ	NY	74
KYMS-F	LA	74
11. WROL	Boston	73
KCIJ	Shreve	73
13. WPCE	Norf	67
14. KGOL-F	Hous	64
15. WXRI-F	Norf	63
16. WDAC-F	Lanc	58
17. WYCB	Wash	57
WZZD	Phila	57
WCFL	Chi	57
20. KCFO-F	Tulsa	52
21. KPRT	KC	50
WDJC-F	Birm	50
23. KSUD	Memphis	48
24. WWCA	Chi	45
25. WPIT-F	Pitts	44
26. WHPE-F	Green/WS	43
27. WEZE	Boston	42
28. KJOJ-F	Hous	40

AMERICA'S LEADING STATIONS BY FORMAT\*

METRO SHARE

CHR/TOP 40/CONTEMP			AOR			BTFL MUSIC/EZ			COUNTRY					
1. WXLK-F	Roanoke	32.3	1. KGGO-F	Des M	16.3	1. WHIO-F	Dayton	16.0	1. WCOS-F	Col, SC	21.7			
2. WMEE-F	F. Wayne	23.2	2. KOZZ-F	Reno	16.1	2. WWLV-F	Day Beach	15.2	2. WIVK-F	Knox	21.6			
3. WQUT-F	JC-King	21.9	3. WIMZ-F	Knox	15.8	3. WHBC-F	Canton	14.9	3. WXBQ-F	JC/Kings	21.4			
4. WAMX-F	Hunt, WV	19.3	4. KWHL-F	Anch	15.1	4. WEZK-F	Knox	14.8	4. WTCR-F	Hunt, WV	17.6			
5. WBNQ-F	Bloom	18.6	5. WLVQ-F	Col,0	14.9	5. WEZN-F	Bridge	14.7	5. KASE-F	Austin	17.5			
6. WSKZ-F	Chatt	17.9	6. KEZO-F	Omaha	14.2	6. WEAT-F	W Palm	14.4	6. WKSJ-F	Mobile	16.5			
	KIIK-F	Daven-RI		KZEL-F	Eugene		7. WRSR-F	Worc		7. KLLL-F	Lubbock	15.8		
8. WFMF-F	Baton R	17.8	8. WTPA-F	Harris	13.3	8. WSWT-F	Peoria	14.0		WSOC-F	Char, NC	15.8		
9. WRFY-F	Read	17.2	9. WKQQ-F	Lexing	13.2	9. WFMZ-F	Allen	13.9	9. KSSN-F	L. Rock	15.4			
10. WVIC-F	Lans	17.1	10. KILO-F	Col Spg	13.1	10. WPVF-F	Roanoke	13.8	10. WVLK-F	Lexing	14.9			
	KRLB-F	Lubbock		KSHE-F	St. Lou		11. WWBA-F	Tampa		11. KVOO	Tulsa	14.1		
12. WKFR-F	Kala	16.7	12. WWCK-F	Flint	11.9	12. WLKW-F	Prov	13.1	12. WTSO	Madison	14.0			
	WKZW-F	Peoria		WAAF-F	Worc		13. KRDO-F	Col Spg		13. KUZZ	Bakers	13.9		
14. WIOG-F	Sagin	16.6		WPYX-F	Albany		14. KBEE-F	Modesto		14. WTQR-F	Green/WS	13.7		
15. WSSX-F	Char,SC	16.5		WXP-F	Daven-RI		15. KKGZ-F	Ok1 C		15. WEZL-F	Char,SC	13.5		
	WABB-F	Mobile		WTUE-F	Dayton		16. WEZO-F	Roch		16. WWKA-F	Orl	13.4		
17. KHFI-F	Austin	16.0	17. WFYV-F	Jkville	11.4		WNCE-F	Lanc		17. WNVN-F	Kala	12.7		
18. WHOT-F	Young	15.7		KFIV-F	Modesto		18. WOOD-F	Gr Rpd		18. KFDF-F	Wich	12.6		
	KAMZ-F	El Paso		WAPL-F	App-Osh		19. WLQR-F	Toledo		19. WKQC-F	Sag-BC	12.6		
20. KZFM-F	Cor Ch	15.5	20. KNCN-F	Cor Chr	11.3		WGFR-F	Sag-BC		20. KYKR-F	Beau-PA	12.4		
	WNOK-F	Col,SC		WFBQ-F	Indy			KJYK-F	Tucson		21. WZZK-F	Birm	12.1	
22. KQKQ-F	Omaha	14.4	22. WIOT-F	Toledo	11.2			KXTZ-F	L Vegas		22. KDRK-F	Spokane	11.8	
23. WTIC-F	Hartf	14.1	23. KKDJ-F	Fresno	11.1			23. KKLY-F	Spokane		23. WQIK-F	Jkville	11.7	
24. KKYK-F	L Rock	14.0		KPOI-F	Hono			WROE-F	Apple		24. WSM-F	Nash	11.5	
25. KKKX-F	Bakers	13.9	25. WMMS-F	Cleve	10.9			WDEF-F	Chatta			KSO	Des M	11.5
26. KMBQ-F	Shreve	13.8	26. KLAQ-F	El Paso	10.6			26. WKBN-F	Young		26. WDAF	KC	11.4	
27. KZZB-F	Beau-PA	13.7	27. KOMP-F	L Vegas	10.4			27. KPNW-F	Eugene			WAMZ-F	Louis	11.4
28. WKCI-F	N Haven	13.6	28. WWCT-F	Peoria	10.3			28. WHP-F	Harris		28. WSLC	Roanoke	11.3	
29. KGOT-F	Anch	13.5		WQMF-F	Louis			29. KTSM-F	El Paso		29. WUSY-F	Chatt	11.2	
30. WRVQ-F	Rich	13.4	30. WKDF-F	Nash	10.2			30. KTEZ-F	Lubbock		30. KKCS-F	Col Spg	10.6	
	WIVY-F	Jkville		WIBA-F	Madison			WFOG-F	Norfolk			WCUZ-F	Gr Rpd	10.6
32. KEYN-F	Wich	12.5	32. KICT-F	Wich	10.0			32. KSFI-F	Salt Lake		32. KFMS-F	L Vegas	10.4	
33. KZZU-F	Spokane	12.2	33. WLAV-F	Gr Rpd	9.9			33. KCOZ-F	Shreve		33. WLLR-F	Daven-RI	10.1	
34. WLAP-F	Lex	12.0	34. KATT-F	Ok1 City	9.8			34. KBEZ-F	Tulsa		34. WXCL	Peoria	10.0	
35. KRQQ-F	Tucson	11.8		WHJY-F	Prov			WZEE-F	Nash					
36. KHXX-F	Reno	11.7	36. KEZE-F	Spokane	9.7			36. WQLR-F	Kala					
37. KLCU-F	L Vegas	11.2		WXKE-F	F. Wayne			37. KIOU-F	Cor Chr					
	WRBQ-F	Tampa		38. KMJX-F	L. Rock			38. WEZV-F	F. Wayne					
	WLAN-F	Lanc		39. KFMX-F	Lubbock			39. KEZQ-F	L. Rock					
40. WSTW-F	Wilm	11.1	40. WJXQ-F	Lansing	9.3			40. WSPA-F	Green/Sp					
	WZPL-F	Indy		41. WZZO-F	Allen			41. WBNS-F	Col,0					
42. WKXX-F	Birm	11.0						42. KOSI-F	Denver					
43. KDON-F	Salinas	10.9						43. WLIF-F	Balt					
	KOSO	Modesto						44. WSHH-F	Pitt					
	WEZB-F	New Or						45. KHAR	Anch					
46. WQQQ-F	All-Beth	10.8						46. WKTZ-F	Jkville					
47. WANS-F	Green/WS	10.7						47. WRCH-F	Hart					
	WKDD-F	Akron						48. WJYE-F	Buff					
49. WZGC-F	Atl	10.5						49. WXTX-F	Cahr,SC					
50. WZEE-F	Madison	10.4						50. WEZW-F	Milw					
									WTFM-F	JC/Kings				

MOR/VARIETY

1. WJBC	Bloom	37.3	21. WHAS	Louis	10.7	
2. KFBA	Omaha	28.3	22. WVLK	Lexing	10.6	
3. WCCO	Minn	21.4	23. WJR	Detroit	10.6	
4. WTIC	Hart	18.6	24. WTVN	Col,0	10.5	
5. WICC	Bridge	17.5	25. WEEU	Read	10.5	
6. WIBC	Indy	16.0	26. WAKR	Akron	10.4	
7. WHBC	Canton	15.1	27. WKRC	Cinci	10.3	
8. WOWO	F Wayne	15.0	28. KUGN	Eugene	10.1	
9. KDKA	Pitts	14.9	29. WBEN	Buff	9.9	
10. WBT	Char,NC	13.3		WHP	Harris	9.9
				31. WIBA	Madison	9.7
11. KOB	Albuq	13.0		WGN	Chi	9.7
	WKO	Kala		32. WMAL	Wash	9.7
13. WSYR	Syra	12.3		WTAG	Worc	9.6
14. KSSK	Hono	12.1		33. WDEF	Chatta	9.4
15. WTMJ	Milw	12.0		34. WSPD	Toledo	9.3
16. WRVA	Rich	11.9		35. KSL	Salt Lake	9.3
17. WELI	N Haven	11.5		36. WHAM	Roch	9.2
18. WSGW	Sag-BC	11.4		37. WGY	Albany	9.0
19. WMBD	Peoria	11.1		38. WIS	Col,SC	9.0
	WSBA	York				

BLACK/URBAN

1. WYLD-F	New Or	16.7	11. WQMG-F	Green-WS	10.6	
2. KHYS-F	Beau-PA	15.9	12. WPLZ-F	Rich	10.5	
3. WBLX-F	Mobile	14.0	13. KDKS-F	Shreve	9.6	
4. WDZZ-F	Flint	13.2	14. WGOK	Mobile	9.4	
5. WWVZ-F	Char,SC	13.0		KMJQ-F	Houston	9.4
6. KOKA	Shreve	12.6		16. WWDM	Col, SC	9.1
7. WENN-F	Birm	11.8		17. WTLC-F	Indy	8.8
8. WHRK-F	Memphis	11.7		18. WTCL	B Rouge	8.6
9. WJTT-F	Chatt	11.2		19. WXOK	B Rouge	8.6
10. WPEG-F	Char, NC	10.9		20. WVOK-F	Atl	8.5
				21. WJAX-F	Jkville	8.4
				22. WLOU	Louis	8.3
				23. WQQK-F	Memp	8.1

\* Based on 12+ Metro Share, 6A-MID, Mon-Sun

NEWS/TALK

1. KMOX	St. Lou	20.6
2. WHO	Des M	12.5
3. KTOK	Okla C	11.8
4. KIRO	Sea	10.7
5. KTAR	Phoenix	10.4
6. KMJ	Fresno	9.4
7. WOC	Daven-RI	9.2
8. KGO	SF	9.0
9. WJNO	W. Palm	8.5
10. WQBK	Albany	8.3
11. KRLD	Dallas	8.0
12. KCMO	KC	7.7
13. WSJS	Greens	7.0
14. KOA	Denver	6.7
15. WCKY	Cinci	6.5
16. KYW	Phila	6.2
WKIS	Orl	6.2
18. KOH	Reno	6.0

NOSTALGIA

1. WROD	Day Bch	11.0
2. WNAC	Scrán-WB	9.9
3. WMAS	Spring,MA	8.7
4. WECK	Buff	8.1
5. WRWA	Reading	7.9
6. WOKY	Milw	6.8
7. KMRY	Des M	6.7
8. WFBL	Syra	6.5
9. WAVZ	N Haven	6.4
KYTE	Port, O	6.4
11. WBBG	Cleve	6.3
12. WKAP	All-Beth	6.2
WNJY-F	W Palm	6.2

AC/SOFT ROCK/OLDIES

1. KOB-F	Albuq	16.3
2. WYYY-F	Syra	15.9
3. WKEE-F	Hunt, WV	15.7
4. WCRZ-F	Flint	15.6
5. WVOR-F	Roch	14.7
6. WJYO-F	Orl	12.9
7. WHNN-F	Sag-BC	12.6
8. WRAL-F	Ral	12.0
9. WFWQ-F	F. Wayne	11.9
10. KULA-F	Hono	11.6
11. WFBC-F	Green-SP	11.4
12. KRNO-F	Reno	11.0
13. KFQD	Anch	10.8
14. WCFI-F	Day Bch	10.3
15. WMAS-F	Spring,MA	10.0
16. KSTP-F	Minn-SP	9.9
WHYN-F	Spring,MA	9.9
KVIL-F	Dallas	9.9
19. KLYF-F	Des M	9.8
20. WEZS-F	Rich	9.7
KRAV-F	Tulsa	9.7
WLEV-F	All-Beth	9.7
23. KEYI-F	Austin	9.5
24. WFMK-F	Lansing	9.3
KELT-F	McAllen	9.3
26. WAIV-F	Jkville	9.2
27. WFSM-F	Harris	9.0
28. WRVR-F	Memphis	8.8
KZBS-F	Okla C	8.8
30. WKMI	Kala	8.7
31. KKPL-F	Spokane	8.5
32. WSBA-F	York	8.4
WLHT-F	Gr Rpd	8.4
34. WLAC-F	Nash	8.3
35. KSEL-F	Lubbock	8.2
KXOA-F	Sacra	8.2
37. WMYU-F	Knox	8.0
38. WMGN-F	Mad	7.9
KSPZ-F	Col Spg	7.9
40. WENS-F	Indy	7.8
41. KWAV-F	Salinas	7.6
42. KCEE	Tucson	7.5
WSNY-F	Col,OH	7.5
44. WRRM-F	Cinci	7.4
45. WLTY-F	Norfolk	7.3
WMAG-F	Green/WS	7.3
47. WGBI-F	WB-Scrán	7.2
KDUK-F	Eugene	7.2
49. KEEL	Shreve	7.0

SPANISH

1. KGBT	McAllen	21.9
2. KIWW-F	McAllen	10.1
3. KCCT	Cor Chr	9.7
4. KUNO	Cor Chr	9.1
5. KWAC	Bakers	7.8
6. KAMA	El Paso	6.6
7. KCOR	San Ant	6.0
8. KGST	Fresno	5.1
9. KXEW	Tucson	4.8
WQBA	Miami	4.8

CLASSICAL

1. KBOQ-F	Salinas	4.1
2. KVOD-F	Denver	3.9
3. KKSJ	Port, O	3.8
4. WGMS-F+	Wash	3.3
5. KING-F	Sea	3.1
6. KHEP-F	Phoe	2.8
7. KFSD-F	SD	2.6
WFMR-F	Milw	2.6
9. WTMI-F	Miami	2.2
KLEF-F	Houston	2.2
11. WCLV-F	Cleve	2.2
KKHI-F+	SF	2.2
13. KDFC-F	SF	2.0
14. WFMT-F	Chi	1.7
WFLN-F	Phila	1.7
16. WQRS-F	Det	1.5
WRR-F	Dallas	1.5

RELIGION/GOSPEL

1. KCIJ	Shreve	11.4
2. WDAC-F	Lanc	7.4
3. WAGG	Birm	6.1
4. WEMM-F	Hunt, WV	4.3
5. WPCE	Norfolk	4.0
6. WQIZ	Char, SC	3.9
7. KCFO-F	Tulsa	3.6
8. WXRI-F	Norfolk	3.4
9. KJAK-F	Lubbock	3.3
10. KAMB-F	Modesto	3.0
11. WMHR-F	Syra	2.8
KSUD	Memphis	2.8
13. KFLT	Tucson	2.7
WFUR-F	Gr Rpd	2.7
WZAP	JC-Kings	2.7
WPAY-F	Hunt,WV	2.7
17. KVOI	Tucson	2.6
18. KPRT	KC	2.5
WBGR	Balt	2.5
WFTH	Rich	2.5

NATIONAL FM SHARES\*

METRO

FAL 84	65.032%	(13,292,200 of 20,439,600)
SPG 84	64.290%	(14,219,000 of 22,117,100)
FAL 83	63.058%	(12,524,400 of 19,861,700)
SPG 83	62.291%	(13,589,800 of 21,816,700)
FAL 82	60.571%	(11,932,400 of 19,699,700)
SPG 82	58.870%	(12,658,900 of 21,503,100)
FAL 81	58.651%	(10,478,800 of 17,866,400)
SPG 81	57.353%	(11,225,100 of 19,571,700)
OCT/NOV 80	56.116%	(9,480,500 of 16,984,600)
APR/MAY 80	54.254%	(10,134,800 of 18,680,200)
OCT/NOV 79	53.627%	(8,329,900 of 15,539,900)
APR/MAY 79	50.887%	(9,480,800 of 18,631,200)
OCT/NOV 78	50.698%	(7,525,600 of 14,843,000)
APR/MAY 78	47.638%	(8,565,600 of 18,025,100)
OCT/NOV 77	46.501%	(6,561,700 of 14,110,900)
APR/MAY 77	44.428%	(7,745,900 of 17,434,700)
OCT/NOV 76	43.818%	(6,079,600 of 13,874,200)
APR/MAY 76	40.886%	(6,882,900 of 16,834,200)

FM GROWTH RATE

OCT/NOV 76 to OCT/NOV 77:	6.123%
OCT/NOV 77 to OCT/NOV 78:	9.026%
OCT/NOV 78 to OCT/NOV 79:	5.756%
OCT/NOV 79 to OCT/NOV 80:	4.641%
OCT/NOV 80 to OCT/NOV 81:	4.512%
FAL 81 to FAL 82	: 3.274%
FAL 82 to FAL 83	: 4.106%
FAL 83 to FAL 84	3.127%

ADI

FAL 84	65.97%	(12,239,600 of 20,069,500)
SPG 84	65.22%	(13,563,700 of 20,798,200)
FAL 83	62.87%	(12,657,400 of 20,134,000)
SPG 83	63.45%	(13,102,200 of 20,649,600)
FAL 82	61.56%	(12,419,700 of 20,173,800)
SPG 82	60.16%	(12,198,500 of 20,276,300)
FAL 81	59.53%	(10,860,100 of 18,243,100)
SPG 81	58.47%	(10,880,900 of 18,610,600)
OCT/NOV 80	56.96%	(10,010,100 of 17,573,600)
APR/MAY 80	55.50%	(9,874,500 of 17,792,200)
OCT/NOV 79	53.42%	(9,038,100 of 16,919,000)
APR/MAY 79	52.25%	(9,071,000 of 17,367,000)
OCT/NOV 78	51.27%	(8,328,600 of 16,244,500)
APR/MAY 78	48.69%	(8,257,800 of 16,961,300)
OCT/NOV 77	47.82%	(7,474,700 of 15,631,600)
APR/MAY 77	45.83%	(7,669,900 of 16,734,600)
OCT/NOV 76	43.78%	(7,096,200 of 16,208,900)
APR/MAY 76	42.01%	(6,853,400 of 16,312,000)
APR/MAY 75	38.91%	(6,229,800 of 16,009,800)

FM GROWTH RATE

OCT/NOV 76 to OCT/NOV 77:	9.228%
OCT/NOV 77 to OCT/NOV 78:	7.215%
OCT/NOV 78 to OCT/NOV 79:	4.193%
OCT/NOV 79 to OCT/NOV 80	6.627%
OCT/NOV 80 to FAL 81	: 4.512%
FAL 81 to FAL 82	: 3.410%
FAL 82 to FAL 83	: 2.128%
FAL 83 to FAL 84	: 4.931%

ADI RANKINGS - FM SHARE OF AUDIENCE\*

<u>FAL 84 RANK</u>	<u>MARKET</u>	<u>FAL 84</u>	<u>SPG 84</u>	<u>FAL 83</u>	<u>A/M 1975</u>
1.	Charlotte	79.25%	74.74%	76.37%	40.50%
2.	Norfolk	79.17	78.87	75.18	44.38
3.	Washington	78.95	78.15	73.96	47.73
4.	Atlanta	77.91	72.21	72.07	45.62
5.	Houston	77.51	77.06	73.51	40.42
6.	Grand Rapids-Kala	76.78	72.25	74.83	38.09
7.	Harrisburg-Lanc-York	74.88	71.71	71.09	43.62
8.	Oklahoma City	74.70	74.66	67.98	33.78
9.	Orlando	74.56	74.94	68.87	44.50
10.	Nashville	74.41	75.56	72.54	33.96
11.	Huntington-Charles	74.14	71.78	65.16	27.70
12.	Greenville-Spart	73.49	71.60	71.57	38.77
13.	Indianapolis	72.92	73.19	72.68	33.54
14.	Raleigh	72.84	71.07	65.63	-----
15.	Philadelphia	72.75	71.56	69.69	43.74
16.	Columbus	72.38	67.07	65.55	31.63
17.	Cleveland	72.32	71.81	69.93	40.01
18.	New Orleans	71.34	69.50	68.02	37.34
19.	Tampa-St. Pete	70.47	71.70	70.00	40.65
20.	Dayton	69.77	65.67	66.75	42.89
21.	Dallas-Fort Worth	69.12	70.89	71.02	37.94
22.	Phoenix	68.81	69.25	65.76	34.17
23.	San Diego	68.26	66.06	67.13	33.31
24.	Detroit	67.79	67.26	70.65	41.12
25.	Providence	67.29	62.61	60.50	39.82
26.	Boston	67.23	67.17	67.62	44.98
27.	Cincinnati	66.32	65.66	66.80	32.75
28.	Salt Lake City	65.83	61.22	58.72	-----
29.	Sacramento	65.79	63.50	62.31	34.38
30.	Memphis	65.53	60.78	60.76	27.70
31.	Miami-FT. Lau	65.07	60.89	62.57	45.93
32.	Baltimore	64.54	62.59	60.54	33.27
33.	Los Angeles	64.47	61.57	61.86	39.37
34.	Louisville	63.83	63.28	61.86	22.04
35.	Buffalo	62.18	60.74	61.61	38.99
36.	Birmingham	61.82	64.23	62.78	-----
37.	Chicago	61.27	62.00	58.84	33.48
38.	Hartford-New Haven	60.96	56.96	57.78	41.60
39.	Pittsburgh	60.07	61.90	56.87	31.56
40.	New York	59.40	58.62	60.00	40.63
41.	Denver	59.26	58.66	60.97	38.31
42.	Milwaukee	59.00	57.20	58.43	36.28
43.	Seattle	58.91	61.60	59.65	32.98
44.	Minneapolis-ST. Paul	58.86	59.68	59.10	27.80
45.	San Francisco	58.79	57.57	55.77	34.63
46.	Portland	58.71	60.97	58.49	32.14
47.	Wilkes Barre-Scrane	58.50	-----	-----	-----
48.	Kansas City	58.37	62.11	57.60	42.38
49.	ST. Louis	57.89	58.49	59.40	32.47
50.	San Antonio	<u>52.76</u>	<u>54.12</u>	<u>50.32</u>	<u>-----</u>
		65.97%	65.22%	62.87%	38.91%

\* Based on 12+ ADI, Mon-Sun, 6A-MID, all stations listed are included

MARKETS WITH HIGHEST AND LOWEST PERCENTAGE OF FM LISTENERSHIP\*

<u>HIGHEST</u>		<u>LOWEST</u>	
1. Lancaster	89.26%	1. Bloomington	43.12%
2. Lansing	80.77	2. Bakersfield	46.34
3. Beaumont	80.69	3. Tucson	47.18
4. Jacksonville	79.38	4. Des Moines	51.42
5. Oklahoma City	78.67	5. Honolulu	51.95
6. Houston	77.96	6. Wilkes Barre-Scranton	53.88
7. Washington	77.50	7. Madison	54.02
8. Lubbock	77.37	8. Albany-Schenectady	54.32
9. Columbia, SC	76.55	9. Omaha	54.46
10. Greensboro/Winston-Salem	76.15	10. Bridgeport	54.92
11. Rochester	76.05	11. New Haven	54.96
12. Huntington	75.65	12. Shreveport	55.07

\* FM Share of total listening, 12+ Metro, 1/4 HR AVG, Broadcast Week, all listed stations

MARKETS WITH HIGHEST AND LOWEST APR'S\*\*

<u>HIGHEST</u>		<u>LOWEST</u>	
1. Miami	19.8	1. Anchorage	14.4
2. McAllen-Brownsville	19.7	2. Lansing	14.8
3. New York	19.6	Huntington	14.8
4. Providence	19.5	4. Lexington	15.1
5. San Antonio	19.4	5. Syracuse	15.2
6. Philadelphia	19.3	Columbus	15.2
Baltimore	19.3	7. Dayton	15.3
8. York	19.1	Wichita	15.3
9. Bridgeport	19.0	Eugene	15.3

\*\* The APR shows the average percentage of the 12+ population which is using radio (Mon-Sun, 6A-MID). The figure is very roughly comparable to television's HUT (Households Using Television) or PVT (Persons Viewing Television).

MEAN FOR ALL RATED MARKETS

	FAL 84	17.14		
SPG 84	17.39		O/N 80	15.62
FAL 83	17.14		O/N 79	15.28
FAL 82	17.32		O/N 78	15.41
FAL 81	15.94		O/N 77	15.20

MARKETS WITH HIGHEST PERCENTAGE OF "BELOW-THE-LINE" LISTENING\*\*\*

1. Riverside-San Bernardino	61.6%	11. Daytona Beach	43.4
2. Wilmington, DE	60.6	12. Canton	42.1
3. Bridgeport	59.8	13. Salinas-Monterey	37.2
4. Stockton	58.1	14. Springfield, MA	33.0
5. Akron	55.3	15. West Palm Beach	31.4
6. Reading	52.2	16. Kalamazoo	26.4
7. New Haven	51.2	17. Modesto	25.5
8. Lancaster	49.9	18. Flint	24.9
9. Worcester	46.0	19. Bloomington	23.6
10. York	44.3	20. Appleton-Oshkosh	20.6

\*\*\*Based on 12+ Metro, 1/4 HR AVG, Broadcast Week. Calculated by dividing total listening to stations listed below the line (stations outside the market's metro) by total listening to all stations.

MARKETS WITH HIGHEST PERCENTAGE OF LISTENING TO NON LISTED STATIONS\*\*\*\*

1. Madison	18.7%	11. Toledo	12.6
2. Raleigh	18.1	12. Albany-Schenectady	12.5
3. Eugene	17.1	13. Des Moines	11.7
4. Lansing	14.3	Baton Rouge	11.7
5. Las Vegas	14.1	15. Fort Wayne	11.5
6. Salinas-Monterey	14.0	Rochester	11.5
7. Austin	13.9	Tucson	11.5
8. Lancaster	12.7	18. Stockton	11.3
Modesto	12.7	19. Bloomington, IL	11.2
Minneapolis	12.7	Anchorage	11.2

\*\*\*\*Based on 12+ Metro, 1/4 HR AVG, Broadcast Week. Calculated by dividing listening to non listed stations by total listening to all radio stations. A large part of the non listed listening is probably to public and non-commercial stations. Other listening to distant stations (clears). Other listening will be to local commercial stations which do not qualify for listing in the rating book. The importance of this table (and the table above) is that this is listening that is not going to local commercial outlets. This affects CPM's and the effectiveness of local radio.



STATION FORMAT AND FORMAT LISTENERSHIP\*

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
CHR/TOP 40/CONTEMP	202,600 (49)	3,173,300 (247)	3,375,900 (296)	16.50
AC/SOFT/OLDIES	595,000 (127)	2,491,500 (217)	2,089,500 (344)	15.10
COUNTRY	825,200 (211)	1,385,800 (176)	2,211,000 (387)	10.81
BTFL MUSIC	91,100 (17)	2,102,600 (144)	2,193,700 (161)	10.72
AOR	3,800 (4)	2,066,500 (150)	2,070,300 (154)	10.12
BLACK/URBAN	579,600 (99)	1,418,500 (78)	1,998,100 (177)	9.78
NEWS/TALK	1,940,200 (114)	36,300 (1)	1,976,500 (115)	9.66
MOR/VARIETY	1,435,900 (178)	27,200 (7)	1,463,100 (185)	7.15
NOSTALGIA	754,300 (112)	60,300 (9)	814,600 (121)	3.98
SPANISH	410,900 (42)	110,000 (14)	520,900 (56)	2.55
RELIGION/GOSPEL	257,700 (120)	113,700 (44)	371,400 (164)	1.82
CLASSICAL	22,100 (7)	277,400 (28)	299,500 (35)	1.46
UNKNOWN/OTHERS	<u>31,400 (35)</u>	<u>44,800 (28)</u>	<u>76,200 (63)</u>	0.37
TOTALS	7,149,800 (1115)	13,307,900 (1143)	20,457,700 (2258)	

\* Based on 12+ Metro, 1/4 HR AVG, Broadcast Week. 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. FIGURES NOT IN 100's.

FORMAT PERCENTAGES - AM AND FM BANDS - FORMAT SHARE TRENDS

	<u>AM</u>	<u>FM</u>	<u>COMBINED</u>	<u>SPG</u>	<u>FAL</u>	<u>FAL</u>	<u>FAL</u>	<u>FAL</u>	<u>O/N</u>	<u>O/N</u>	<u>O/N</u>
				<u>84</u>	<u>84</u>	<u>82</u>	<u>81</u>	<u>80</u>	<u>79</u>	<u>78</u>	<u>77</u>
CHR/TOP 40/CONTEMP	3.06%	23.85%	16.50%	16.87	---	---	---	---	---	---	---
AC/SOFT/OLDIES	8.32	18.72	15.10	13.62	13.04	---	---	---	---	---	---
COUNTRY	11.54	10.41	10.81	11.79	11.53	11.82	12.19	10.17	8.63	8.31	7.96
BTFL MUSIC	1.27	15.80	10.72	11.02	10.67	11.91	13.50	15.19	16.42	17.32	18.04
AOR	0.05	15.53	10.12	10.76	---	---	---	---	---	---	---
BLACK/URBAN	8.11	10.66	9.78	10.12	10.56	10.91	9.55	9.68	10.47	7.62	6.59
NEWS/TALK	27.14	0.27	9.66	8.61	9.78	10.19	10.32	10.63	10.81	10.23	10.92
MOR/VARIETY	20.08	0.20	7.15	7.31	7.58	---	---	---	---	---	---
NOSTALGIA	10.55	0.45	3.98	4.13	4.47	4.13	2.36	0.88	0.24	0.11	NA
SPANISH	5.75	0.83	2.55	2.56	2.96	2.61	2.65	2.37	2.37	2.02	1.64
RELIGION/GOSPEL	3.60	0.85	1.82	1.76	1.68	1.55	1.27	1.22	1.18	0.98	0.98
CLASSICAL	0.31	2.08	1.46	1.20	1.51	1.47	1.40	1.41	1.59	1.78	1.87
UNKNOWN/OTHERS	0.44	0.34	0.37	0.24	0.41	0.33	0.33	0.49	0.49	0.81	NA

NOTE: AOR and CHR were divided into separate format categories in Spring 84. Thus data from previous years is not available. MOR and AC were similarly divided in 1983.

CHANGES SINCE FALL 83

	<u>Change in Format Share</u>		<u>Change in 1/4 HR Totals</u>	<u>Change in # of Stations (83-84)</u>
	<u>Since 1983</u>	<u>Since 1977</u>		
CHR/TOP 40/CONTEMP	NA	NA	NA	NA
AC/SOFT/OLDIES	+15.8%	NA	+19.4%	+71 (+26.0%)
COUNTRY	-6.2%	+35.8%	-3.5%	+10 (+2.7%)
BTFL MUSIC	+0.5%	-40.6%	+3.5%	-14 (-8.2%)
AOR	NA	NA	NA	NA
BLACK/URBAN	-7.4%	+48.4%	-4.7%	-2 (-1.1%)
NEWS/TALK	-1.2%	+11.5%	+1.8%	+1 (+0.9%)
MOR/VARIETY	-5.7%	NA	-2.8%	-31 (-14.4%)
NOSTALGIA	-11.0%	NM	-8.3%	-2 (-1.6%)
SPANISH	-13.9%	+55.5%	-11.3%	+8 (+12.5%)
RELIGION/GOSPEL	+8.3%	+85.7%	+11.4%	0 (0%)
CLASSICAL	-3.3%	-21.9%	-0.2%	-1 (-2.9%)
UNKNOWN/OTHERS	-9.8%	-54.3%	-7.2%	0 (0%)

BEST AND WORST MARKETS FOR VARIOUS FORMATS

CHR/TOP 40 (National Average: 16.50%)

<u>HIGHEST</u>		<u>LOWEST</u>	
1. Roanoke	34.6%	1. Flint	0.7%
2. El Paso	33.5	2. Detroit	8.8
3. Staockton	31.3	3. Knoxville	9.3
4. Bloomington	29.3	4. St. Louis	9.5
5. Kalamazoo	28.1	Cleveland	9.5
6. Youngstown	27.3	6. Philadelphia	10.1
7. Salinas	26.3	Columbus, OH	10.1
8. Fort Wayne	26.3	8. Cincinnati	10.5
9. Charlotte	26.2	9. Memphis	10.6
10. Hartford	26.1	10. Worcester	10.8
Saginaw	26.1		

BEAUTIFUL MUSIC (National Average: 10.72%)

<u>HIGHEST</u>		<u>LOWEST</u>	
1. Worcester	20.4%	1. Des Moines	0%
Anchorage	20.4	2. Birmingham	0.6
3. Peoria	19.6	3. Richmond	1.2
4. West Palm	19.4	4. Raleigh	1.3
5. Daytona Beach	19.0	5. Orlando	1.8
6. Dayton	18.0	6. Baton Rouge	2.2
7. Allen-Beth	17.7		
Canton	17.7		
9. Stockton	17.1		
10. Cleveland	17.1		
Kalamazoo	17.1		
Tampa	17.1		

COUNTRY (National Average: 10.81%)

<u>HIGHEST</u>		<u>LOWEST</u>	
1. John City/King	42.2%	1. Hartford	1.8%
2. Knoxville	40.3	2. Honolulu	2.4
3. Lubbock	38.3	3. Bridgeport	2.5
4. Huntington	35.3	4. New Haven	2.7
5. Nashville	32.8	5. New York	2.8
6. Wichita	32.0	6. Boston	3.5
7. Chattanooga	30.4	Springfield, MA	3.5
8. Tulsa	30.2	8. Los Angeles	3.8
9. Beaumont	28.9	9. Miami	3.9
10. Austin	26.8	10. Philadelphia	4.0
Oklahoma City	26.8		

MOR/VARIETY  
(Nat Avg: 7.15%)

1. Bloomington	45.9%
2. Omaha	30.8
3. Pittsburgh	25.6
4. Minneapolis	25.4
5. Canton	23.4
6. Eugene	22.0
7. Bridgeport	21.9
8. Boston	20.5
9. Hartford	20.4
10. Saginaw	20.3

NEWS/TALK  
(Nat Avg: 9.66%)

1. St. Louis	24.1%
2. New York	20.1
3. Philadelphia	16.4
4. San Francisco	16.0
5. Providence	14.9
West Palm	14.9
7. Des Moines	14.2
8. Sacramento	14.0
9. Los Angeles	13.8
Kansas City	13.8

BLACK/URBAN  
(Nat Avg: 9.78%)

1. Memphis	36.9%
2. Charleston, SC	29.3
3. Baton Rouge	27.8
4. Richmond	26.3
Mobile	26.3
6. New Orleans	25.6
7. Shreveport	23.0
8. Birmingham	22.3
9. Columbia, SC	22.1
10. Baltimore	20.6

AC/SOFT/OLDIES  
(Nat Avg: 15.10%)

1. Spring, MA	33.0%
2. Syracuse	28.3
3. Flint	27.9
4. Madison	27.4
5. Albuquerque	25.1
6. Lansing	24.2
7. Colorado Spgs	23.2
8. Baton Rouge	22.5
9. Providence	22.1
10. Allen-Beth	21.2

SPANISH  
(Nat Avg: 2.55%)

1. McAllen	42.7%
2. Corpus Chr	21.2
3. Miami	20.4
4. El Paso	13.0
5. San Antonio	10.9
6. Salinas	10.7
7. Bakersfield	9.9
8. Los Angeles	8.2
9. Fresno	7.8

RELIGION/GOSPEL  
(Nat Avg: 1.82%)

1. Shreveport	12.6%
2. Birmingham	9.6
3. Lancaster	9.3
4. Norfolk	9.2
5. Huntington	8.9
6. Jckville	6.9
7. Green/WS	6.7
8. Tulsa	6.4
9. Tucson	5.9
10. Memphis	5.2

AOR  
(Nat Avg: 10.12%)

1. Des Moines	18.5%
2. Anchorage	18.3
3. Eugene	18.2
4. Albany	17.6
5. Worcester	17.5
Reno	17.5
7. Knoxville	17.0
Wilmington	17.0
9. Springfield	16.6
10. Columbus	16.5

NOSTALGIA  
(Nat Avg: 3.98%)

1. WB-Scranton	18.7%
2. Daytona Beach	12.0
3. Buffalo	11.9
4. Allen-Beth	10.8
5. Tampa	10.6
6. Springfield	9.8
7. West Palm	9.5
8. New Haven	8.5
Reading	8.5
10. Milwaukee	7.5

CLASSICAL  
(Nat Avg: 1.46%)

1. Albuquerque	7.7%
2. Salinas	4.8
3. San Francisco	4.7
4. Denver	4.1
Portland	4.1
6. Washington	3.7
7. Seattle	3.4
8. Phoenix	2.9
Milwaukee	2.9
10. San Diego	2.8
Chicago	2.8

NOTE: Format information for this section came from January 1985 issue of SRDS, the 1985 Broadcasting Yearbook and other sources. In some cases phone calls were made to verify format. In many cases I had to make a judgement based on the demographic spread of the stations's audience.

RADIO REPS AND THEIR LEADING STATIONS

This section attempts to rank the radio representatives by the ratings success of the stations they carry on their lists. For each time a rep firm had a leading station in a market it received one point. The number of stations/ reps listed in each market depended on the market size. For markets one through ten up to seven stations/ reps were listed. In 100+ markets only one or two stations/ reps were listed.

The first table shows the number of stations a rep firm services which are among the leading facilities in its market. The second table shows the number of stations which the rep services which clearly rank number one in the ratings of its market.

I realize the limitations of a ranking like this. It penalizes reps which have small lists. It also doesn't cover reps which have the majority of their stations in unrated markets. It also ignores some stations which are very strong and very profitable (especially true in larger markets).

What this list does accomplish is that it indicates which rep firms have, to use a bridge term, the longest and strongest lists.

TABLE # 1: REPS AND THEIR NUMBER OF HIGH RANKING STATIONS

	(7) 1-10	(6) 11-20	(5) 21-50	(4) 51-75	(3) 76-100	(2) 101-150	(1) 150+	F84 TOT	F83 TOT	F82 TOT	F81 TOT	F80 TOT
1. Katz	6	9	23	9	15	11	0	73	(74)	(69)	(72)	(74)
2. Mc-Guild	8	10	22	3	8	12	3	66	(58)	(54)	(58)	(64)
3. Blair	7	6	20	2	15	6	0	56	(51)	(57)	(61)	(54)
4. Christal	4	7	21	3	10	7	1	52	(46)	(47)	(44)	(31)
5. Eastman	6	6	13	5	8	8	2	48	(48)	(42)	(58)	(64)
6. Torbet	3	5	11	1	3	8	2	33	(39)	(47)	(53)	(48)
7. Selcom	3	2	14	2	4	6	0	30	(22)	(33)	(27)	(18)
8. HNWH	1	2	11	1	2	7	0	23	(29)	(18)	(8)	(-)
9. MMR	5	4	10	-	-	2	-	21	(23)	(14)	(18)	(11)
10. CBS	10	3	3	-	-	1	-	17	(23)	(20)	(14)	(12)
11. Republic	5	2	2	1	-	-	-	10	(10)	(11)	(6)	(7)
12. Masla	4	2	2	1	-	-	-	9	(12)	(13)	(9)	(10)
13. Blair/RAR	5	2	1	-	-	-	-	8	(10)	(11)	(6)	(7)
14. Weiss	1	1	1	-	-	-	-	4	(3)	(-)	(-)	(-)

NOTE 1: Figures across the top of tables 1 and 2 are market rankings. The figure in parenthesis (on Table 1) is the maximum number of stations selected in that market size.

NOTE 2: Selections were generally based on 12+ Metro, 1/4 HR AVG, Broadcast Week. In a few cases TSA and Cume results were considered. In other cases combinations were considered. Some decisions were purely subjective on my part.

TABLE # 2: REPS AND THEIR "NUMBER ONE STATIONS"

	1-10	11-20	21-50	51-75	76-100	101-150	150+	F84 TOT	F83 TOT	F82 TOT	F81 TOT	F80 TOT
1. Katz	-	2	8	3	9	9	-	31	(32)	(31)	(27)	(21)
2. Blair	2	2	7	-	4	4	-	19	(19)	(20)	(15)	(19)
3. Eastman	3	2	2	3	3	3	2	18	(15)	(14)	(15)	(14)
4. Mc-Guild	3	1	4	-	2	5	2	17	(10)	(11)	(13)	(16)
5. Christal	1	-	6	-	3	2	1	12	(13)	(12)	(10)	(8)
6. Torbet	-	-	2	-	-	5	2	9	(12)	(10)	(18)	(14)
7. Selcom	-	-	-	1	1	2	-	4	(4)	(5)	(4)	(4)
CBS	-	3	1	-	-	-	-	4	(4)	(3)	(2)	(2)

Blair/RAR, MMR - 2 stations

NOTE TO TABLE # 2: I also factor into this table data on individual station billings as estimated in the 1985 edition of Duncan's Radio Market Guide

## SYNDICATORS AND CONSULTANTS

Since 1977 a breakdown of the performance of syndicators and consultants has been a feature of American Radio. For the first time I have decided to drop this feature.

Only with the full cooperation of the syndicators and consultants can this feature be accurate and fair. Since 1977 these firms have sent me accurate and complete listings of the stations they work with. However, on January 11, 1985 I received a letter from the Bonneville Broadcasting System saying they will not make their list available. The letter stated they are taking this action "for protection against potential competitive predatory selling practices".

This is the first time a major syndicator has refused to send their client list to American Radio. As a result I have been forced to take the following actions.

A. The analysis of syndicators and consultants (usually found on this page) is being suspended. It would be unfair to rank the performance of other companies when a major syndicator is not also being judged.

B. The Bonneville stations in the Individual Market Reports are not being listed as such.

C. I have cancelled the standing order Bonneville placed for my publications. I will not sell them American Radio because that would be unfair to their competitors.

I hope this situation can be resolved before the Spring 85 edition of American Radio is published. I may try to put together the Bonneville client list with the aid of others in the industry. I will only print such a listing if I have 100% confidence in its accuracy.

I am sorry for any inconvenience this may cause you.

PUBLIC AND NON COMMERCIAL RADIO STATIONS

BASED ON BIRCH DATA

This table studies the public and non commercial radio stations in selected markets. This data is provided by Birch Radio.

Listening to public and non commercial stations varies enormously from market to market. This is probably caused by three factors: the availability of commercial classical stations, the professionalism of the individual non commercial stations, and socio-economic and cultural differences among markets.

All figures are based on Birch monthly reports, 6A-MID, Mon-Sun. The 1/4 HR, Weekly Cume, and Cume Rating figures are from the Oct/Nov Birch.

<u>LEADING STATIONS</u> <u>12+ METRO SHARE</u>			<u>LEADING STATIONS</u> <u>12+ MSA, 1/4 HR AVG</u>					<u>LEADING STATIONS</u> <u>12+ MSA CUME</u>		
1. WERN-F	Madison	7.2	1. KUSC-F	Los Angeles	130	1. WNYC-F	New York	2019		
2. WUNC-F	Raleigh	7.1	2. WGBH-F	Boston	117	2. KUSC-F	Los Angeles	1650		
3. WKAR-F	Lansing	5.9	3. WNYC-F	New York	115	3. WGBH-F	Boston	1553		
4. WORT-F	Madison	5.0	4. WMBI-F	Chicago	78	4. KQED-F	San Francisco	1278		
5. KUT	Austin	4.5	5. KCFR-F	Denver	76	5. WBUR-F	Boston	1255		
6. WXXI-F	Rochester	4.3	6. WHYY-F	Philadelphia	72	6. WMBI-F	Chicago	1183		
7. KCME-F	Col Spgs	3.1	7. WUNC-F	Raleigh	70	7. WETA-F	Washington	1013		
	WHA	Madison	8. WETA-F	Washington	69	8. WBEZ-F	Chicago	964		
	KUNR-F	Reno	9. KSJN-F	Minneapolis	62	9. KSJN-F	Minneapolis	931		
10. KMFA-F	Austin	2.9		WBUR-F	Boston	62	10. WAMU-F	Washington	883	
11. WKCL-F	Charles, SC	2.8	11. KQED-F	San Francisco	56	11. KCFR-F	Denver	854		
12. WEBR	Buffalo	2.7		KTIS-F	Minneapolis	56	12. WQED-F	Pittsburgh	799	
	WBKY-F	Lexington		WBEZ-F	Chicago	56	13. WHYY-F	Philadelphia	774	
14. WGUC-F	Cincinnati	2.6	14. WCLK-F	Atlanta	55	14. KTSU-F	Houston	685		
15. KCFR-F	Denver	2.5		WABE-F	Atlanta	55	15. WCLK-F	Atlanta	632	
	WUOT-F	Knoxville	16. WAMU-F	Washington	54	16. WEBR	Buffalo	601		
	WAER-F	Syracuse	2.5	17. WEAA-F	Baltimore	52	17. WEAA-F	Baltimore	584	
			18. KUOW-F	Seattle	48	18. WGUC-F	Cincinnati	566		
			19. WGUC-F	Cincinnati	46	19. WXXI-F	Rochester	557		
			20. WQED-F	Pittsburgh	45	20. WABE-F	Atlanta	543		

  

<u>STATION/MARKET</u>	<u>J/J</u>	<u>J/A</u>	<u>A/S</u>	<u>S/O</u>	<u>O/N</u>	<u>1/4 HR AVG</u>	<u>WEEKLY CUME</u>	<u>CUME RATING</u>	
WMHT-F	Albany-Schen	2.6	1.5	1.2	2.0	2.2	25	312	4.3
WABE-F	Atlanta	1.2	1.1	1.2	1.8	1.9	55	543	2.9
WCLK-F	Atlanta	4.8	2.7	.8	.9	1.9	55	632	3.3
KMFA-F	Austin	3.6	3.7	3.3	2.8	2.9	24	295	5.8
KUT-F	Austin	2.8	4.6	5.1	4.2	4.5	38	404	8.0
WEAA-F	Baltimore	1.1	1.2	1.1	1.5	1.6	52	584	3.1
WBHM-F	Birmingham	4.5	2.6	2.0	1.8	.8	10	189	2.5
WBUR-F	Boston	1.4	.9	1.3	1.4	1.2	62	1255	4.0
WGBH-F	Boston	1.6	1.6	1.6	1.8	2.2	117	1553	5.0
WEBR	Buffalo	2.8	2.5	1.6	2.4	2.7	43	601	5.9
WSCI-F	Charleston, SC	1.7	1.3	.6	1.2	1.5	10	123	3.3
WKCL-F	Charleston, SC	.9	1.3	1.8	1.6	2.8	18	143	3.8
WFAE	Charlotte, NC	.5	.3	.8	1.5	1.3	20	163	1.9
WBEZ-F	Chicago	.8	1.0	.7	.2	.5	56	964	1.5
WMBI-F	Chicago	.7	1.0	1.2	.9	.6	78	1183	1.8
WGUC-F	Cincinnati	2.4	1.9	1.8	2.2	2.6	46	566	4.9
WCRF-F	Cleveland	1.4	2.0	2.2	1.4	1.5	38	426	2.8
KCME-F	Colorado Spgs	2.8	2.5	2.5	2.5	3.1	13	144	5.3
KERA-F	Dallas	.6	.6	.2	.7	.9	36	426	1.6
WVIK-F	Davenport	1.1	.5	1.5	2.1	1.6	9	91	2.8
KCFR-F	Denver	1.0	1.6	2.0	2.3	2.5	76	854	5.8
WOI-F	Des Moines	1.9	2.2	2.0	1.9	1.5	8	129	4.2
WDET-F	Detroit	.6	.6	.7	.5	.3	22	474	1.3
WVGR-F	Grand Rapids	2.8	2.3	1.0	1.1	1.3	10	168	3.3
WFDD-F	Greens-WS	.4	.6	.9	.9	1.7	17	135	1.8
WITF-F	Harrisburg	1.5	1.9	2.1	1.3	1.6	9	148	3.8
KTSU-F	Houston	1.5	.8	1.4	1.2	.8	44	688	2.4
WIAN-F	Indianapolis	.8	.5	.4	.6	1.1	18	256	2.6
WJCT-F	Jacksonville	1.9	2.1	1.3	1.0	1.4	14	257	4.0
KCUR-F	Kansas City	.7	1.2	1.5	1.4	1.4	26	305	2.5

<u>STATION/MARKET</u>	<u>J/J</u>	<u>J/A</u>	<u>A/S</u>	<u>S/O</u>	<u>O/N</u>	<u>1/4 HR AVG</u>	<u>WEEKLY CUME</u>	<u>CUME RATING</u>
WUOT-F Knoxville	2.3	1.2	.9	2.1	2.5	29	235	4.7
WKAR-F Lansing	4.1	3.9	3.7	3.7	5.9	41	406	11.6
WBKY-F Lexington	3.0	2.1	1.7	1.9	2.7	12	187	6.8
KLRE-F Little Rock	1.7	2.2	1.8	1.6	1.5	10	131	3.2
KUSC-F Los Angeles	.5	.4	.4	.9	1.2	130	1650	2.0
WFPL-F Louisville	.9	.6	1.1	1.1	.5	9	97	1.2
WERN-F Madison	5.7	5.9	5.6	5.9	7.2	29	280	9.8
WHA Madison	3.2	3.9	3.5	2.7	3.1	12	146	5.1
WORT-F Madison	6.3	4.6	5.1	5.4	5.0	20	341	12.0
WUWM-F Milwaukee	.5	.4	.4	.6	.6	13	290	2.2
KSJN-F Minneapolis	1.7	2.2	2.4	2.1	2.2	62	931	5.1
KTIS-F Minneapolis	3.1	2.6	3.2	3.4	2.0	56	479	2.6
WPLN-F Nashville	1.2	1.3	1.5	1.1	1.1	12	187	2.5
WTUL-F New Orleans	1.4	1.0	1.2	1.8	2.4	40	371	3.5
WWNO-F New Orleans	3.0	2.0	2.0	2.7	2.3	37	457	4.3
WNYC-F New York	.5	.5	.4	.5	.5	115	2019	1.4
WHRO-F Norfolk	1.2	1.4	1.8	2.4	2.2	42	433	4.4
KGOU-F Oklahoma City	.1	.6	.7	.3	.4	4	178	2.3
WMFE-F Orlando	1.6	2.3	2.5	2.7	2.4	27	235	3.5
WHYY-F Philadelphia	.9	.3	.7	1.0	1.2	72	774	2.0
KMCR-F Phoenix	.9	1.4	1.5	1.2	1.4	37	369	2.6
WQED-F Pittsburgh	1.2	1.0	1.4	1.4	1.4	45	799	3.9
KOAP-F Portland, O	.8	.7	1.3	1.7	1.0	21	334	2.9
WKNC-F Raleigh	3.4	2.7	3.2	2.5	.7	7	105	2.1
WSHA-F Raleigh	3.1	4.1	3.0	2.1	1.2	12	234	4.6
WUNC-F Raleigh	2.4	3.3	5.7	5.2	7.1	70	455	9.0
KUNR-F Reno	2.1	3.7	4.9	3.2	3.1	11	127	6.7
WRFK-F Richmond	2.1	2.7	2.6	1.8	1.5	20	318	4.8
WXXI-F Rochester	6.5	5.6	4.0	3.9	4.3	35	557	6.8
KXPR-F Sacramento	1.2	1.5	1.1	1.5	1.9	33	329	3.2
KWMU-F St. Louis	1.0	.8	.6	.8	.8	28	426	1.0
KRCL-F Salt Lake	1.1	2.0	2.8	2.2	1.9	23	226	2.9
KUER-F Salt Lake	1.8	2.4	1.8	1.4	1.1	13	262	3.4
KPFA-F San Francisco	.8	.6	.3	.2	.3	22	475	1.0
KQED-F San Francisco	.5	.8	1.0	.8	.8	56	1278	2.7
WVIA-F Scranton	1.7	1.0	.5	.5	.5	5	98	1.6
KNHC-F Seattle	1.6	1.7	1.8	.8	1.0	33	248	1.3
KUOW-F Seattle	2.0	.7	.8	.9	1.4	48	497	2.7
WAER-F Syracuse	1.7	1.9	.8	2.5	2.5	21	208	3.9
WUSF-F Tampa	.6	1.4	1.5	1.0	1.8	41	346	2.2
WGTE-F Toledo	1.4	1.6	1.8	2.3	1.3	10	108	6.4
WAMU-F Washington	1.1	1.2	1.3	1.3	1.1	54	883	3.1
WETA-F Washington	1.1	1.0	1.2	1.7	1.3	69	1013	3.6
WPFW-F Washington	1.6	1.8	1.4	.8	.8	41	528	1.9
KMUW-F Wichita	1.5	1.7	1.2	1.6	1.9	14	148	4.2
WYSU-F Youngstown	1.1	1.0	.5	1.0	1.7	10	115	2.6

THE NATION'S LEADING GROUPS

These tables indicate which are the most important group owners in the United States. The first table ranks the groups according to a formula I devised in 1976. There are also tables which rank the groups according to cume listeners and total quarter hour figures.\*

IMPORTANT NOTE: To qualify for these tables a group must have at least five stations in rated markets. A simulcasted facility counts as only one station.

EXPLANATION OF FORMULA: There are three areas of information which a group can be judged upon. These are (1) total audience for a group's stations, (2) the size and importance of the markets in which the group's stations are located and (3) the station's relative strength in its market, i.e., its rank.

Using the above data I developed a formula which ranked the groups. This formula works as follows. The total audience (12+, TSA, 1/4 HR AVG, Broadcast Week) of all of a group's stations is divided by the number of figures 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 (based on MSA rank) is then divided into the STATION AVERAGE. This figure is then divided by the RANKING AVGERAGE, the average of all the stations in the group with the end result being the most important figure, the GROUP INDEX.

Simulcasted facilities count as one station. To be sure there are some problems with this formula. It tends to bias small groups which have successful stations in large markets. However, the formula is fun to work with and it's fun to study. If you think about it I think you will agree that it is quite accurate.

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

Rank is based on Metro.

GROUPS MAKING FIRST APPEARANCE IN RANKINGS: Constant, Edens, Duffy, Grace, Jacor, Nininger, Pyramid, S & F, Sungroup

Below are those stations which have been on the list in the past but now have fewer than the five stations needed to qualify for the list:

Abell	Fairbanks	Pacific NW
Associated	Harte-Hanks	Tichenor
Beck-Ross	Surrey	Woodward
Cascade	Insilco	

These groups have five or more stations in rated markets but some stations either did not "show" in the ratings book or were simulcasting:

All-Pro	Benns
Statewide	Swaggert

NOTE: + - = symbols show change in station's share since Fall 83.

AMERICA'S LEADING GROUPS (DUNCAN'S FORMULA)

(Fal 82) RANK	(FAL 83) RANK	RANK	GROUP	TOTAL LISTENERS	STATIONS	STATION AVERAGE	RANK AVERAGE	MARKET AVERAGE	STATION INDEX	GROUP INDEX
(1)	(2)	1.	CBS	7838	13	603	6.9	5.0	17.475	227.180
(2)	(1)	2.	ABC	7185	12	599	7.6	4.9	16.085	193.018
(3)	(3)	3.	Westinghouse	5492	11	499	5.0	11.0	9.078	99.860
(4)	(4)	4.	NBC	3871	8	484	9.9	4.3	11.367	90.937
(5)	(5)	5.	Metromedia	5343	11	486	8.7	8.5	6.568	72.247
(6)	(6)	6.	RKO	5531	11	503	11.6	8.2	5.268	58.146
(11)	(7)	7.	Gannett	4979	16	311	10.3	10.4	2.905	46.482
(9)	(12)	8.	Capital Cities	4862	12	405	10.3	12.7	3.098	37.171
(8)	(13)	9.	Inner City	2085	7	298	17.6	3.1	5.460	32.760
(12)	(10)	10.	Taft	3137	13	241	4.3	24.1	2.328	30.270
(7)	(9)	11.	Bonneville	4008	12	334	10.2	13.3	2.462	29.544
(10)	(8)	12.	Greater Media	2803	12	234	16.2	6.7	2.152	25.826
(15)	(19)	13.	Infinity	2900	9	322	12.2	10.6	2.491	22.423
(14)	(11)	14.	Doubleday	2560	8	320	12.3	9.4	2.768	22.141
(17)	(15)	15.	Cox	3219	12	268	9.8	18.1	1.513	18.151
(26)	(14)	16.	Malrite	3340	11	304	13.3	14.3	1.596	17.599
(51)	(28)	17.	Shamrock	1586	8	198	8.8	11.5	1.959	15.675
(19)	(20)	18.	Viacom	2291	7	327	10.0	15.9	2.058	14.409
(23)	(23)	19.	First Media	2114	9	235	9.8	16.0	1.498	13.483
(--)	(18)	20.	Blair	1932	8	242	9.3	15.8	1.647	13.175
(28)	(17)	21.	Tribune Co.	2535	5	507	6.6	32.2	2.386	11.928
(24)	(22)	22.	Gulf	1575	7	225	9.4	17.0	1.408	9.856
(22)	(26)	23.	LIN	1923	10	192	11.4	17.4	.969	9.694
(18)	(25)	24.	Hearst	1198	6	200	7.2	17.7	1.567	9.402
(30)	(16)	25.	Outlet	960	5	192	17.6	6.0	1.818	9.091
(31)	(36)	26.	Golden West	1073	5	215	12.8	10.0	1.677	8.383
(39)	(30)	27.	Katz	1975	10	198	3.6	67.5	.813	8.128
(47)	(31)	28.	Jefferson-Pilot	1812	11	165	10.7	22.7	.678	7.459
(27)	(39)	29.	Metroplex	1304	7	186	6.7	28.3	.983	6.878
(--)	(--)	30.	DKM	1496	10	150	8.4	26.5	.672	6.721
(--)	(--)	31.	Edens	1216	7	174	5.9	32.1	.917	6.420
(33)	(38)	32.	Susquehanna	1933	13	149	7.5	40.2	.493	6.412
(25)	(34)	33.	United	988	9	110	15.6	9.9	.711	6.399
(37)	(37)	34.	EZ	1281	7	183	9.0	22.7	.896	6.270
(32)	(24)	35.	Unity	824	5	165	19.0	7.4	1.172	5.861
(44)	(29)	36.	Entercom	1126	8	141	14.5	13.6	.714	5.712
(40)	(35)	37.	Heftel	1051	5	210	6.2	30.0	1.130	5.651
(21)	(32)	38.	Nationwide	1898	15	127	8.9	44.1	.322	4.835
(--)	(--)	39.	Pyramid	1279	10	128	15.1	18.0	.471	4.706
(46)	(40)	40.	Sandusky	946	7	135	12.3	19.4	.566	3.963
(55)	(--)	41.	King	834	6	139	13.2	16.3	.646	3.876
(--)	(49)	42.	Summit	1310	10	131	6.3	57.4	.362	3.620
(36)	(41)	43.	Group One	1124	8	141	8.9	35.8	.441	3.528
(46)	(46)	44.	Josephson	754	7	108	10.6	21.7	.468	3.278
(--)	(54)	45.	Stoner	1374	14	98	4.3	114.0	.200	2.802
(--)	(48)	46.	Booth	1226	9	136	6.6	66.6	.309	2.785
(49)	(44)	47.	Hubbard	837	5	167	4.4	70.6	.539	2.694
(--)	(55)	48.	Clear Channel	1160	12	97	7.2	60.9	.221	2.646
(53)	(51)	49.	Multimedia	1098	10	110	4.3	103	.247	2.470
(50)	(47)	50.	Capitol-WRAL	915	7	131	5.4	71.1	.341	2.385
(--)	(--)	51.	Brown	697	6	116	6.5	45.6	.392	2.352
(38)	(33)	52.	Scripps-Howard	755	7	108	11.6	28.0	.332	2.325
(--)	(53)	53.	Federated	891	7	122	4.7	88.6	.305	2.140
(--)	(--)	54.	Henry	517	5	103	10.4	24.2	.411	2.054
(--)	(50)	55.	Great Trails	624	8	78	9.6	32.8	.248	1.984



AMERICA'S LEADING GROUPS - 1/4 HOUR AVERAGE\*

(FAL 82) <u>RANK</u>	(FAL 83) <u>RANK</u>	<u>RANK</u>	<u>GROUP</u>	<u>STATIONS</u>	<u>TOTAL</u>	<u>AVG PER STATION</u>
(1)	(1)	1.	CBS	13	7838	603
(2)	(2)	2.	ABC	12	7185	599
(6)	(5)	3.	RKO	11	5531	503
(3)	(3)	4.	Westinghouse	11	5492	499
(5)	(4)	5.	Metromedia	11	5343	486
(9)	(8)	6.	Gannett	16	4979	311
(4)	(7)	7.	Capital Cities	12	4862	405
(8)	(9)	8.	Bonneville	12	4008	334
(7)	(6)	9.	NBC	8	3871	484
(19)	(10)	10.	Malrite	11	3340	304
(10)	(11)	11.	Cox	12	3219	268
(13)	(13)	12.	Taft	13	3137	241
(11)	(12)	13.	Infinity	9	2900	322
(12)	(14)	14.	Greater Media	12	2803	234
(17)	(16)	15.	Doubleday	8	2560	320
(16)	(15)	16.	Tribune Co.	5	2535	507
(18)	(18)	17.	Viacom	7	2291	327
(25)	(24)	18.	First Media	9	2114	235
(15)	(21)	19.	Inner City	7	2085	298
(26)	(26)	20.	Katz	10	1933	198
(20)	(22)	21.	Susquehanna	13	1933	149
(--)	(19)	22.	Blair	8	1932	242
(22)	(20)	23.	LIN	10	1923	192
(28)	(28)	24.	Nationwide	15	1898	127
(27)	(27)	25.	Jefferson-Pilot	11	1812	165
(45)	(43)	26.	Shamrock	8	1586	198
(24)	(25)	27.	Gulf	7	1575	225
(--)	(--)	28.	DKM	10	1496	150
(61)	(47)	29.	Stoner	14	1374	98
(56)	(46)	30.	Summit	10	1310	131
(35)	(49)	31.	Metroplex	7	1304	186
(47)	(41)	32.	EZ	7	1281	183
(--)	(--)	33.	Pyramid	10	1279	128
(41)	(38)	34.	Booth	9	1226	136
(--)	(--)	35.	Edens	7	1216	174
(21)	(29)	36.	Hearst	6	1198	200
(76)	(66)	37.	Clear Channel	12	1160	97
(58)	(36)	38.	Entercom	8	1126	141
(34)	(37)	39.	Group One	8	1124	141
(NM)	(NM)	40.	Keymarket/Firstcom	8	1113	139
(33)	(32)	41.	Multimedia	10	1098	110
(30)	(34)	42.	Golden West	5	1073	215
(46)	(33)	43.	Heftel	5	1051	210
(36)	(45)	44.	United	9	988	110
(32)	(30)	45.	Outlet	5	960	192
(42)	(40)	46.	Sandusky	7	946	135
(48)	(54)	47.	Guy Gannett	7	922	132
(40)	(39)	48.	Capitol-WRAL	7	915	131
(59)	(52)	49.	Federated	7	891	127
(75)	(62)	50.	Western Cities	8	846	106
(50)	(48)	51.	Affiliated	9	840	93
(55)	(53)	52.	Hubbard	5	837	167
(44)	(50)	53.	King	6	834	139
(53)	(34)	54.	Unity	5	824	165
(88)	(89)	55.	John Price	12	816	68
(70)	(42)	56.	Lotus	13	788	61
(83)	(90)	57.	Beasley	9	780	87
(51)	(43)	58.	Park	13	773	60
(39)	(31)	59.	Scripps-Howard	7	755	110
(57)	(51)	60.	Josephson	7	754	108

(FAL 82) RANK	(FAL 83) RANK	RANK	GROUP	STATIONS	TOTAL	AVG PER STATION
(--)	(--)	61.	Brown	6	697	116
(--)	(--)	62.	Price	6	686	114
(72)	(59)	63.	Great Empire	10	674	67
(--)	(--)	64.	Jacor	7	669	96
(54)	(55)	65.	BENI	7	647	92
(52)	(57)	66.	Mid America	6	639	107
(66)	(58)	67.	Great Trails	8	624	78
(82)	(75)	68.	Bloomington	7	620	89
(79)	(68)	69.	Palmer	6	618	103
(--)	(--)	70.	Grace	6	609	102
(--)	(--)	71.	Sconnix	7	597	83
(--)	(--)	72.	SHamrock-Lynett	5	595	119
(73)	(70)	73.	Kaye-Smith	5	594	119
(69)	(65)	74.	Bluegrass	6	593	99
(--)	(61)	75.	Sky/Foster	8	573	72
(77)	(76)	76.	Capitol-Johnson	7	545	78
(98)	(83)	77.	Rollins	6	535	89
(80)	(72)		Buckley	8	535	67
(86)	(79)	79.	Hicks	7	533	76
(--)	(--)	80.	Henry	5	517	103
(81)	(80)	81.	Rivers	6	510	85
(74)	(73)	82.	Sterling	9	492	55
(90)	(95)	83.	McKenna	5	458	92
(--)	(--)	84.	Willis	6	456	76
(--)	(86)	85.	Wilkes-Schwartz	6	426	71
(95)	(82)	86.	Manship	5	424	85
(--)	(--)	87.	S & F	6	418	70
(94)	(84)	88.	Stuart	5	410	82
(--)	(--)	89.	Nininger	6	403	67
(--)	(--)	90.	Sungroup	5	396	79
(--)	(77)	91.	Central Texas	7	381	54
(--)	(--)	92.	Duffy	5	375	75
(90)	(93)	93.	Crawford	6	369	62
(97)	(100)	94.	Bahakel	10	361	36
(92)	(99)	95.	Stauffer	6	355	59
(101)	(94)	96.	Davis & Weaver	6	343	57
(89)	(87)	97.	Regional	6	337	56
(104)	(97)	98.	Hatch	6	335	56
(--)	(85)	99.	Fuller-Jeffrey	6	329	55
(--)	(--)	100.	Parker	5	309	62
(--)	(--)	101.	Brill	7	283	40
(--)	(--)	102.	Knight	5	268	54
(102)	(103)	103.	Peoria Journal Star	5	260	52
(100)	(101)	104.	Midwest Family	8	258	32
(--)	(--)	105.	ELF	6	250	42
(--)	(--)	106.	Ives	5	229	46
(106)	(107)	107.	Harris	6	204	34
(110)	(104)	108.	Forward	5	199	40
(96)	(91)	109.	Sunbelt	6	164	27
(111)	(110)	110.	Mortenson	6	163	27
(107)	(108)	111.	Walton	6	161	27
(--)	(--)	112.	Home News	5	151	30
(99)	(96)	113.	Community Pacific	5	135	27
(--)	(--)	114.	Constant	5	127	25
(--)	(--)	115.	Universal	7	74	11

\* Based on 1/4 HR AVG, TSA, Broadcast Week

AMERICA'S LEADING GROUPS - WEEKLY 12+ CUME

(FAL 81)	(FAL 82)	(FAL 83)				
<u>RANK</u>	<u>RANK</u>	<u>RANK</u>	<u>RANK</u>	<u>GROUP</u>	<u>TOTAL CUME</u>	<u>AVG PER STATION</u>
(2)	(1)	(1)	1.	CBS	14,337,400	1,102,900
(2)	(2)	(2)	2.	ABC	12,959,500	1,080,000
(3)	(3)	(3)	3.	Westinghouse	8,831,200	802,800
(6)	(6)	(6)	4.	RKO	8,093,500	735,800
(4)	(5)	(5)	5.	Metromedia	7,770,100	706,400
(10)	(9)	(8)	6.	Gannett	7,448,300	465,500
(7)	(7)	(7)	7.	Capital Cities	7,303,500	608,600
(5)	(4)	(4)	8.	NBC	7,296,600	912,100
(8)	(8)	(9)	9.	Bonneville	5,673,200	472,800
(20)	(19)	(10)	10.	Malrite	5,265,400	478,700
(9)	(10)	(11)	11.	Cox	5,187,800	432,300
(25)	(14)	(12)	12.	Doubleday	5,144,000	643,000
(12)	(11)	(13)	13.	Infinity	4,729,300	525,500
(11)	(13)	(16)	14.	Taft	4,326,400	332,800
(13)	(12)	(14)	15.	Greater Media	4,196,700	349,700
(16)	(17)	(15)	16.	Tribune	3,808,800	761,760
(29)	(22)	(22)	17.	First Media	3,232,700	359,200
(31)	(18)	(18)	18.	Viacom	3,212,100	458,800
(14)	(15)	(17)	19.	Inner City	3,070,500	438,600
(34)	(31)	(33)	20.	Nationwide	2,874,700	191,600
(18)	(20)	(20)	21.	LIN	2,801,700	280,200
(--)	(--)	(21)	22.	Blair	2,783,100	347,900
(28)	(25)	(26)	23.	Jefferson-Pilot	2,618,900	238,100
(30)	(29)	(24)	24.	Susquehanna	2,492,100	191,700
(46)	(32)	(28)	25.	Katz	2,467,900	246,800
(36)	(39)	(45)	26.	Shamrock	2,467,000	308,400
(22)	(27)	(25)	27.	Gulf	2,233,400	319,100
(--)	(--)	(--)	28.	DKM	2,083,400	208,300
(26)	(26)	(27)	29.	Outlet	2,071,900	414,400
(24)	(30)	(30)	30.	Hearst	2,036,400	339,400
(--)	(--)	(--)	31.	Pyramid	1,988,900	198,900
(--)	(49)	(42)	32.	EZ	1,972,800	281,800
(--)	(--)	(--)	33.	Summit	1,816,200	181,600
(47)	(41)	(43)	34.	Metroplex	1,781,200	245,500
(19)	(24)	(29)	35.	Golden West	1,747,200	349,400
(--)	(42)	(37)	36.	Booth	1,743,200	193,700
(27)	(44)	(32)	37.	Heftel	1,692,000	338,400
(44)	(34)	(31)	38.	Sandusky	1,628,500	232,600
(--)	(--)	(--)	39.	Edens	1,615,300	230,700
(41)	(36)	(40)	40.	United	1,593,400	177,000
(--)	(--)	(--)	41.	Clear Channel	1,591,800	132,700
(--)	(--)	(49)	42.	Stoner	1,580,200	112,900
(40)	(37)	(39)	43.	Group One	1,553,400	194,200
(--)	(--)	(36)	44.	Entercom	1,503,800	188,000
(37)	(35)	(34)	45.	Multimedia	1,455,700	145,600
(42)	(45)	(47)	46.	Guy Gannett	1,444,700	206,400
(33)	(33)	(35)	47.	King	1,354,800	225,800
(--)	(48)	(41)	48.	Capitol-WRAL	1,341,800	191,700
(--)	(47)	(48)	49.	Josephson	1,335,100	190,700
(--)	(--)	(--)	50.	Western Cities	1,315,600	164,500

\* Based on 12+ Cume, TSA, Mon-Sun, 6A-MID

MAJOR GROUP OWNERS

						TSA	TSA	TSA	MKT							TSA	TSA	TSA	MKT								
						AQH	CUME	RANK	#	FORMAT							AQH	CUME	RANK	#	FORMAT						
<b>ABC (Ben Hoberman)</b>										<b>BLUEGRASS</b>																	
WABC	NY	751	16413	17	1	+	Talk	WHOO	Orl	59	987	9	49	-	Country												
WPLJ-F	NY	1243	25284	5	1	+	CHR	WHOO-F	Orl	86	1397	8	49	-	Country												
WLS	Chi	671	15944	8	3	-	CHR	WVLK	Lex	56	1039	4	135	+	MOR/AC												
WLS-F	Chi	296	9334	19	3	-	CHR	WVLK-F	Lex	231	2348	1	135	-	Country												
KGO	San Fran	857	11237	1	5	+	Talk/News	WWSA	Savan*	14	201	9	174	-	MOR												
KSRF-F	Hous	320	4965	6	8	-	AOR	WCHY-F	Savan*	147	1448	2	174	+	Country												
KABC	LA	955	11639	2	2	+	Talk	<b>BONNEVILLE (Arch Madson)</b>																			
KLOS-F	LA	728	12501	6	2	+	AOR	KBIG-F	LA	849	11244	4	2	-	BTFL												
WRIF-F	Det	411	6908	5	6	+	AOR	KOIT	SF	53	1369	39	5	-	BTFL												
WMAL	Wash	512	6968	1	9	+	MOR	KOIT-F	SF	222	3219	10	5	+	BTFL												
WRQX-F	Wash	319	5940	6	9	-	CHR	WCLR-F	Chi	470	7333	7	3	+	AC												
KTKS-F	Dallas	122	2462	15	10	+	CHR	KMBZ	KC	108	1824	9	25	+	Talk/MOR												
<b>AFFILIATED (John Winkel)</b>										<b>BONNEVILLE (Arch Madson)</b>																	
WOKV	Jkville	26	432	10	50	+	News/Talk	KMBR-F	KC	201	2468	3	25	+	BTFL												
WAIV-F	Jkville	108	1692	5	50	+	AC	WRFM-F	NY	947	11280	10	1	-	BTFL												
KRAK	Sacra	144	2119	32	11	-	Country	KSL	SLC	220	3557	2	38	-	MOR												
KSKK-F	Sacra	64	1111	32	13	-	Country	KIRO	Seattle	437	6423	1	18	+	News												
KMPS	Seattle	48	1181	23	18	-	Country	KSEA-F	Seattle	174	2400	7	18	-	BTFL												
KMPS-F	Seattle	140	1862	13	18	-	Country	KAAM	Dallas	53	845	22	10	-	Oldies												
WHYN	Spr, MA	64	1014	6	93	-	AC	KAFM-F	Dallas	274	4770	8	10	-	CHR												
WHYN-F	Spr, MA	110	1503	2	92	-	AC	<b>BOOTH (John Booth II, Ralph Booth)</b>																			
KFYE-F	Fresno	136	1771	4	86	-	AC	WSAI	Cinci	45	1043	15	22	-	Country												
<b>BAHAKEI (Cy Bahakel)</b>										<b>BOOTH (John Booth II, Ralph Booth)</b>																	
KXEL	Water-CF*	35	394	5	216	-	Country	WKXF-F	Cinci	151	1879	9	22	+	Country												
KCNB-F	Water-CF	28	494	4	216	+	CHR	WZZP-F	S. Bend*	29	550	6	166	-	CHR												
WDOD	Chatta	30	500	7	105	-	Country	WJLB-F	Detroit	418	5919	3	6	+	Black												
WDOD-F	Chatta	95	1239	6	105	-	Country	WSGW	Saginaw	94	1082	5	110	NA	MOR												
WKIN	JC/Kings	15	288	7	102	-	Country	WIOG-F	Saginaw	110	1488	1	110	NA	CHR												
WZXY-F	JC/Kings	10	192	13	102	-	AOR	WTOD	Toledo	36	388	11	76	-	Country												
WWOD	Lynch*	7	92	12	232	-	Country	WKLR-F	Toledo	106	1158	5	76	-	Country												
WKZZ-F	Lynch*	25	304	5	232	+	CHR	WLTF-F	Cleve	237	3925	4	11	+	AC												
WXLY-F	Char, SC	22	443	11	81	-	CHR	<b>BRILL (Alan Brill)</b>																			
KILO-F	Col Spg	94	1063	1	130	-	AOR	KQWB	Fargo*	23	362	6	236	-	AC												
Others: WLBJ A/F (Bowling Green, KY); WABG (Greenwood, MS)										<b>BRILL (Alan Brill)</b>																	
<b>BEASLEY (George Beasley)</b>										<b>BRILL (Alan Brill)</b>																	
WGAC	Augusta*	24	389	10	117	-	MOR	KQWB-F	Fargo*	48	569	2	236	-	AOR												
WMOO	Mobile	11	148	15	101	-	Gospel	WEBC	Duluth*	42	937	7	157	+	AC												
WBLX-F	Mobile	122	1212	2	101	-	Black	WAVC-F	Duluth*	56	607	4	157	+	Country												
WDMT-F	Cleve	139	2427	10	11	+	Black	WHUM	Reading*	37	467	5	137	+	Country												
WXTU-F	Phila	325	3398	13	4	+	Country	WKWK-F	Peters/Ri	23	254	12	48	+	Country												
WFAI	Fayette, NC*24	303	303	7	163	-	Country	WIOV-F	Lancaster	54	717	5	118	-	Country												
WTIP	Char, WV*	12	157	8	152	-	Nostalgia	Others: KLIK, KTXY-F (Jefferson City, MO); WPVA (Petersburg, VA)																			
WWSR-F	Char, WV*	58	656	3	152	+	CHR	<b>BROWN (Phil Melrose)</b>																			
WYNG-F	Evans*	65	592	3	148	+	Country	KYNO	Fresno	25	441	12	86	+	Nostalgia												
Others: WFMC, WOKN-F (Goldsboro, NC); WWMO-F (Reidsville, NC)										<b>BROWN (Phil Melrose)</b>																	
<b>BLAIR (Jim Hilliard)</b>										<b>BROWN (Phil Melrose)</b>																	
WHDH	Boston	520	6599	1	7	+	MOR	KYNO-F	Fresno	83	1610	3	86	-	CHR												
WZOU-F	Boston	164	3737	16	7	-	CHR	KPQP	San Die	96	1040	11	19	+	Nostalgia												
WFLA	Tampa	145	2096	9	20	+	MOR	KGB-F	San Die	258	2964	1	19	+	AOR												
WFLA-F	Tampa	147	2112	14	20	-	AC	KXOA	Sacra	82	983	9	32	+	Nostalgia												
KVIL	Dallas	54	981	23	10	+	AC	KXOA-F	Sacra	153	2233	3	32	-	AC												
KVIL-F	Dallas	503	6562	1	10	-	AC	<b>BENI (Ragan Henry)</b>																			
WIBC	Indy	295	3575	1	31	+	MOR	WAOK	Atlanta	99	1791	12	15	-	Black												
WNAP-F	Indy	104	2169	9	31	+	CHR	WBLZ-F	Cinci	148	2366	8	22	-	Black												
<b>BLOOMINGTON (Tim Ives)</b>										<b>BENI (Ragan Henry)</b>																	
WJCV	JC/King	53	625	4	102	+	Country	WPDQ	Jkville	33	533	9	50	-	Black												
WQUT-F	JC/King	180	2130	1	102	+	CHR	WMLF	Indy	62	754	10	31	-	Nostalgia												
WJBC	Bloom, IL	75	717	1	320	+	MOR	WTLC-F	Indy	160	1390	5	31	+	Black												
WBNQ-F	Bloom, IL	48	661	2	320	+	CHR	WDIA	Memphis	104	2217	7	41	-	Black												
WGOW	Chatta	21	424	9	105	-	AC	KLBB	Minn-SP	41	557	13	17	-	Nostalgia												
WSKZ-F	Chatta	194	1994	1	105	+	CHR	<b>BUCKLEY (Richard Buckley)</b>																			
WKLQ-F	Gr. Rpds	49	953	8	77	+	CHR	WDRC	Hartf	44	876	10	35	-	Oldies												
<b>BUCKLEY (Richard Buckley)</b>										<b>BUCKLEY (Richard Buckley)</b>																	
WJCV	JC/King	53	625	4	102	+	Country	WDRC-F	Hartf	157	2968	5	35	+	Country												
WQUT-F	JC/King	180	2130	1	102	+	CHR	KWAV-F	Monterey	46	766	3	141	-	AC												
WJBC	Bloom, IL	75	717	1	320	+	MOR	KKHI A/F SF	184	2892	16	5	+	Classical													
WBNQ-F	Bloom, IL	48	661	2	320	+	CHR	WSEN A/F Syra	42	741	9	69	-	Country													
WGOW	Chatta	21	424	9	105	-	AC	WYNZ	Port, M*	41	454	4	193	-	Nostalgia												
WSKZ-F	Chatta	194	1994	1	105	+	CHR	WYNZ-F	Port, M*	21	430	10	193	-	AC												
WKLQ-F	Gr. Rpds	49	953	8	77	+	CHR	KGIL A/F LA							DID NOT SHOW												

NOTE: + - = symbols show change in station's share since Fall 83

		TSA	TSA	TSA	MKT			TSA	TSA	TSA	MKT		
		AQH	CUME	RANK	#	FORMAT		AQH	CUME	RANK	#	FORMAT	
<b>CAPITAL CITIES (Jim Arcara)</b>													
WJR	Detr	957	12391	1	6	+	MOR						
WHYT-F	Detr	280	7092	10	6	+	CHR						
KLAC	LA	255	4479	25	2	-	Country						
KZLA-F	LA	313	4795	16	2	+	Country						
WPRO	Prov	146	2515	4	34	-	AC/MOR						
WPRO-F	Prov	229	3475	3	34	+	CHR						
WKBW	Buff	100	2053	10	29	-	AC						
WPAT	NY	458	7687	23	1	+	BTFI						
WPAT-F	NY	869	11377	13	1	-	BTFI						
WBAP	Dall-FW	673	8644	3	10	+	Country						
KSCS-F	Dall-FW	261	4359	9	10	-	Country						
WKHX-F	Atlanta	321	4168	6	15	-	Country						
<b>CAPITOL (Ken Johnson)</b>													
WKSJ	Mobile	7	165	13	101	-	Country						
WKSJ-F	Mobile	135	1546	1	101	-	Country						
WCAW	Char,WV*	57	645	6	152	+	Country						
WVAF-F	Char,WV*	88	1101	2	152	-	Contemp						
WMJJ-F	Birm	163	2190	5	43	+	AC						
WRKA-F	Louis	45	960	11	39	-	AC						
WLVV-F	State/ Char, NC	50	969	9	36	-	AC						
<b>CAPITOL (James Goodman)</b>													
WRAL-F	Raleigh	373	4704	1	78	+	AC						
WKEE	Hunt,WV	15	333	12	133	-	AC						
WKEE-F	Hunt,WV	91	1527	3	133	-	AC						
KISS-F	San Ant	141	1938	3	33	+	AOR						
WRNL	Richm	41	703	10	48	-	Country						
WRXL-F	Richm	112	1452	5	48	+	AOR						
KBEQ-F	KC	142	2761	4	25	-	CHR						
<b>CBS (Robert Hosking)</b>													
WCBS	NY	1221	23212	6	1	+	News						
WCBS-F	NY	934	14910	9	1	+	Oldies						
KNX	LA	726	14016	7	2	=	News						
KKHR-F	LA	457	10033	13	2	+	CHR						
WBBM	Chi	719	15079	4	3	-	News						
WBBM-F	Chi	528	11386	6	3	-	CHR						
KMOX	St. Lou	820	9529	1	14	=	Talk						
KHTR-F	St. Lou	229	4071	6	14	-	CHR						
WCAU	Phila	424	7625	10	4	-	Talk						
WCAU-F	Phila	593	11008	3	4	+	CHR						
WHTT-F	Boston	473	8444	5	7	-	CHR						
KCBS	SF	514	10621	2	5	-	News						
KRQR-F	SF	200	3444	18	5	=	AOR						
<b>CENTRAL TEXAS (Dick Oppenheimer)</b>													
KDVE	Beau-PA	6	112	14	98	-	Religion						
KQXY-F	Beau-PA	53	670	5	98	-	BTFI						
WXAM	Baton R.	14	212	12	88	-	BTFI						
WQXY-F	Baton R.	69	1309	5	88	-	AC						
KIXL	Austin	11	260	13	73	-	Religion						
KHFI-F	Austin	154	1790	2	73	+	CHR						
KBFM-F	McA-Brown	74	1234	5	82	-	CHR						
<b>CLEAR CHANNEL (John Barger)</b>													
KALO	Beau-PA	7	167	12	114	+	Black						
KHYS-F	Beau-PA	108	778	1	114	+	Black						
WOAI	San Ant	158	2308	10	33	=	News						
KAJA-F	San Ant	146	1568	6	33	-	Country						
KBBJ	Tulsa	26	436	12	66	+	Nost						
KMOD-F	Tulsa	97	1311	7	66	-	AOR						
KPEZ-F	Austin	57	693	5	73	-	BTFI						
WELI	N. Haven	93	1339	2	94	-	MOR						
WQUE	New Or.	25	549	18	27	-	CHR						
WQUE-F	New Or.	163	2698	4	27	+	Contemp						
KTOK	Okl City	164	2134	2	42	-	News						
KJYO-F	Okl City	116	1937	7	42	-	CHR						
<b>COMMUNITY PACIFIC</b>													
KZUN	Modesto							DID NOT SHOW 144 - Country					
KFLV-F	Modesto	49	683	2	144	-	AOR						
KTOM	Salinas	41	439	5	141	-	Country						
KTOM-F	Salinas	29	418	7	141	+	Country						
KEED	Eugene	13	234	9	156	-	Country						
KTNX	Anch	3	83	13	188	=	AC						
Others: KRDR (Gresham, OR)													
<b>CONSTANT (Fred Constant)</b>													
KWNZ-F	Reno/ CarsonCity	32	351	13	188	-	Country						
KTOX	Boise*	2	75	16	195	-	Talk						
KIZN-F	Boise*	51	403	6	195	-	Country						
KYKN	Eugene	5	177	12	156	+	? ?						
KDUK-F	Eugene	37	542	6	156	+	AC						
<b>COX (William Schwartz)</b>													
WSB	Atl	277	4368	5	15	=	MOR						
WSB-F	Atl	137	2955	9	15	-	AC						
WSOC	Char, NC	25	694	14	36	-	Nostalgia						
WSOC-F	Char, NC	387	2266	1	36	-	Country						
WHIO	Dayton	105	1980	3	40	-	MOR						
WHIO-F	Dayton	284	3048	1	40	+	BTFI						
KFI	LA	400	8881	23	2	-	AC						
KOST-F	LA	753	11216	5	2	+	AC						
WIOD	Miami	228	4336	7	12	+	Talk						
WAIA-F	Miami	171	2971	12	12	=	AC						
WZGO-F	Phila	224	4324	17	4	+	CHR						
WAGO-F	Chi	228	4839	21	3	+	CHR						
<b>CRAWFORD (Donald Crawford)</b>													
WDJC-F	Birm	50	988	14	43	-	Religion						
KBRT	LA	167	2235	33	2	+	Religion						
WYCA-F	Chi							DID NOT SHOW 3 Religion					
WUWZ-F	Detr	34	681	27	6	-	Religion						
WDCX-F	Buff	29	407	19	29	-	Religion						
KPBC	Dallas	89	841	17	10	-	Religion						
<b>DAVIS &amp; WEAVER (Bill Weaver)</b>													
KFIG	Fresno	17	388	14	86	-	AC						
KFIG-F	Fresno	47	730	8	86	+	AC						
KLOK	San Jose	72	1731	17	30	-	MOR/AC						
KLOK-F	San Fran	157	3256	23	5	+	AC						
KWIZ	Anaheim	16	534	36	14	-	AC						
KWIZ-F	Anaheim	34	896	26	14	-	AC						
<b>DKM (Jim Wesley)</b>													
WPTR	Albany	38	868	13	49	-	Country						
WFLY-F	Albany	101	1915	7	49	-	CHR						
WPLO	Atlanta	69	1142	15	15	-	Country						
WVEE-F	Atlanta	333	4048	4	15	-	Urban						
WCAO	Balt.	156	2401	11	16	+	Country						
WXYV-F	Balt.	237	2819	4	16	+	Urban						
WHRK-F	Memphis	198	2712	1	41	+	Urban						
WZNE-F	Tampa	144	2636	8	20	-	CHR						
WDJO	Cinci	90	881	11	22	+	Nost						
WUBE-F	Cinci	130	1412	10	22	-	Country						
Others: WEOK, WPDH-F (Poughkeepsie, NY)													
<b>DOUBLEDAY (Gary Stevens)</b>													
WHN	NY	780	12514	16	1	+	Country						
WAPP-F	NY	535	13610	22	1	-	CHR						
KDWB	Minn-SP	35	1463	14	17	-	CHR						
KDWB-F	Minn-SP	196	4164	7	17	+	CHR						
KPKE-F	Denver	203	2701	2	21	+	CHR						
WLLZ-F	Detroit	269	5555	9	6	-	AOR						
WAVA-F	Wash	254	5301	9	9	+	CHR						
WMET-F	Chi	288	6132	19	3	-	AOR						

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							TSA	TSA	TSA	MKT						TSA	TSA	TSA	MKT					
							AQH	CUME	RANK	#	FORMAT					AQH	CUME	RANK	#	FORMAT				
<u>DUFFY</u>							<u>FULLER-JEFFREY</u> (Bob Fuller)																	
KCNR	Port, 0	12	184	22	26	+	Country	KJFY-F	Des M	34	582	8	119	-	Country									
KCNR-F	Port, 0	94	1530	10	26	-	AC	WOKQ-F	Dover, NH*76		788	1	139	NA	Country									
KGMS	Sacra	34	670	18	32	+	MOR	WBLM-F	Lewis/Port, M*	100	1373	2	193	-	AOR									
KSFM-F	Sacra	193	3141	2	32	+	CHR	KCCY-F	Pueblo*	45	436	1	168	+	Country									
WMJI-F	Denver	148	2237	6	21	+	AC	KPOP-F	Rose/Sac	74	1433	12	32	+	CHR									
<u>EDENS</u> (Gary Edens)							KRCX Rose/Sac DID NOT SHOW 32																	
KOY	Phoenix	119	1988	9	23	-	MOR/AC	<u>GUY GANNETT</u> (Bob Fuller)																
KQYT-F	Phoenix	244	2602	2	23	+	BTFL	WINZ	Miami	170	2781	13	12	+	News									
WSGN	Birm	83	1061	8	43	+	Nostalgia	WINZ-F	Miami	347	5506	3	12	-	CHR									
WRBQ	Tampa	38	961	17	20	-	CHR	KKZX	Dav-RI	16	499	9	115	-	CHR									
WRBQ-F	Tampa	401	4973	2	20	-	CHR	WJLP-F	Dav-RI	97	1400	2	115	-	AOR									
WRVA	Richm	150	2218	2	48	-	MOR	KOFM-F	Okl City	146	2438	8	42	+	CHR									
WRVQ-F	Richm	181	2350	1	48	+	CHR	WRKT A/F	Melb*	31	370	6	145	-	Country									
<u>ELF</u>							WPLP Tampa 115 1453 12 20 + Talk																	
WNOX	Knox	61	818	6	84	-	Country	<u>GANNETT</u> (Joe Dorton)																
WNKX-F	Knox	26	290	9	84	+	Country	KIIS	LA	284	3497	19	2	-	Nost									
WVOK	Birm	98	1356	9	43	+	Country	KIIS-F	LA	1537	23319	1	2	+	CHR									
WQUS-F	Birm	49	786	12	43	+	Country	KSDO	SD	132	2121	7	19	=	News									
WJRB	Nash	8	135	19	45	-	Country	KSDO-F	SD	166	2672	4	19	+	CHR									
WJKZ-F	Nash	8	235	20	45	-	Country	WWWE	Cleve	110	2529	16	11	+	MOR									
<u>ENTERCOM</u> (Joseph Field)							WDOK-F Cleve 232 3108 2 11 + BTFL																	
KITS-F	SF	167	3985	20	5	-	CHR	WGCI	Chi	110	2196	27	3	=	Black									
KMFY	Minn	12	349	19	17	-	MOR	WGCI-F	Chi	726	8940	2	3	+	Urban									
WAYL-F	Minn	287	2849	4	17	+	BTFL	WLQV	Detr	27	448	29	6	-	Religion									
KLFF-F	Houston	121	1663	15	8	+	Classical	WCZY-F	Detr	292	5874	8	6	+	CHR									
KTAC	Tac/Sea	22	517	20	18	-	AC	KUSA	St. Lou	230	3595	10	14	+	Country									
KBRD-F	Tac/Sea	263	2674	4	18	+	BTFL	KSD-F	St. Lou	184	2738	7	14	-	AC									
WEPP	Pitts	89	1110	17	13	-	Country	WDAE	Tampa	156	1894	7	20	-	Nostalgia									
WDSY-F	Pitts	165	1891	11	13	-	Country	WIIQ-F	Tampa	214	2653	3	20	+	AC									
<u>EZ</u> (Art Keller)							KKBQ Houston 58 1660 20 8 - CHR																	
WEZB-F	New Or	271	4276	2	27	-	CHR	KKBQ-F	Houston	521	7239	2	8	+	CHR									
WEZC-F	Char, NC	155	1846	6	36	+	AC	<u>GOLDEN WEST</u> (Bill Ward)																
WBZZ-F	Pitt	384	5747	3	13	+	CHR	KMPC	LA	502	7928	10	2	+	Nostalgia									
WEZR-F	Wash	100	1874	17	9	+	AC	KVI	Seattle	108	2215	11	18	+	AC									
WEZS-F	Richmond	135	1885	4	48	-	AC	KPLZ-F	Seattle	189	2800	8	18	+	CHR									
WEZI-F	Miami	97	1623	20	12	-	AC	WCXI	Detr	153	2020	17	6	-	Country									
KYKY-F	St. Louis	139	2477	11	14	+	AC	WCXI-F	Detr	121	2509	18	6	-	Country									
<u>FEDERATED</u> (John Dille, III)							<u>GRACE</u> (Harvey Grace)																	
WYEZ-F	Elk/ S. Bend*	79	851	3	166	-	BTFL	KDON	Sal-Mont	8	200	18	141	-	Nostalgia									
WQHK	F. Wayne	64	858	6	128	-	Country	KDON-F	Sal-Mont	70	1001	1	141	+	CHR									
WMEE-F	F. Wayne	262	2556	1	128	+	CHR	WOOD	Gr. Rpds	80	1246	4	77	-	MOR									
WCUZ	Gr. Rpds	38	709	8	77	-	Country	WOOD-F	Gr. Rpds	180	2399	1	77	+	BTFL									
WCUZ-F	Gr. Rpds	141	1703	2	77	-	Country	WNYR	Roch	64	964	9	37	-	Country									
WCKY	Cinci	138	1969	6	22	+	News	WEZO-F	Roch	207	2458	2	37	-	BTFL									
WWEZ-F	Cinci	169	2424	7	22	-	BTFL	<u>GREAT EMPIRE</u> (Mike Lynch, Mike Oatman)																
<u>FIRST MEDIA</u> (Glenn Potter)							KFDI Wichita 77 960 6 108 - Country																	
KFMY-F	Provo/SLC	70	1579	16	38	-	CHR	KFDI-F	Wichita	104	1269	1	108	+	Country									
KFMK-F	Houston	271	4235	8	8	-	AC	KWKH	Shreve	74	999	9	127	-	Country									
KOPA	Phoenix	28	420	22	23	+	CHR	KWKH-F	Shreve	33	766	10	127	-	Country									
KOPA-F	Phoenix	149	2903	8	23	=	CHR	WOW	Omaha	97	1824	9	81	+	Country									
WZGC-F	Atl	429	6352	1	15	+	CHR	WOW-F	Omaha	52	925	8	81	+	Country									
KUBE-F	Seattle	253	3797	3	18	+	CHR	KTTS	Sprin, MO*	36	551	3	143	+	Country									
WUSN-F	Chi	396	5130	10	3	+	Country	KTTS-F	Sprin, MO*	139	1455	2	143	+	Country									
WPGC A/F	Wash	249	4495	10	9	+	AC	KBRQ	Denver	19	440	25	21	+	Country									
WHUE-F	Boston	269	3416	10	7	+	BTFL	KBRQ-F	Denver	43	672	19	21	-	Country									
Others: KDOT (Provo, UT)							<u>GREAT TRAILS</u> (Alexander Williams)																	
<u>FORWARD</u> (Richard Dudley)							WCII Louis 70 1174 10 39 - Country																	
KWLO	Water*	39	663	2	216	=	AC	WKJJ-F	Louis	88	1612	8	39	-	AC									
KFMK-F	Water*	72	887	1	216	-	CHR	WCOL	Colum, O	35	737	12	28	-	AC									
KVOX	Fargo*	16	207	8	236	+	Nostalgia	WXGT-F	Colum, O	177	3104	4	28	-	CHR									
KVOX-F	Fargo*	26	370	5	236	-	Country	WING	Dayton	57	1236	8	40	-	AC									
WKAU A/F	App-Osh	46	829	6	148	-	CHR	WGTZ-F	Dayton	89	1715	6	40	+	CHR									
							WBCS Milw 22 492 19 24 + Country																	
							WBCS-F Milw 86 1427 10 24 - Country																	

NOTE: + - = symbols show change in station's share since Fall 83

		TSA	TSA	TSA	MKT			TSA	TSA	TSA	MKT				
		AQH	CUME	RANK	#	FORMAT		AQH	CUME	RANK	#	FORMAT			
<u>GREATER MEDIA</u> (Herb McCord)						<u>HENRY</u> (Charlton Buckley)									
WHUE	Boston	18	535	31	7	-	???	KVOD	Denver	108	1337	12	21	-	Classical
WMJX-F	Boston	219	4306	11	7	-	AC	KFXM	River-SB	28	689	22	24	=	CHR
WWRC	Wash	92	1760	19	9	-	Nostalgia	KDUO-F	River-SB	145	1493	2	24	=	BTFL
WGAY-F	Wash	510	5459	2	9	-	BTFL	KYTE	Port, 0	132	1270	5	26	+	Nostalgia
KHTZ-F	LA	228	5433	25	2	-	AC	KRCK-F	Port, 0	104	1577	11	26	-	AOR
KRLA	LA	239	5317	24	2	-	Oldies	<u>HICKS</u> (Steve Hicks)							
WHND	Detr	109	1411	22	6	+	Oldies	KNOW	Austin	49	590	7	73	+	Black
WMJC-F	Detr	252	4403	12	6	-	AC	KEYI-F	Austin	99	1180	3	73	+	AC
WPEN	Phila	401	4283	7	4	+	Nostalgia	KLVI	Beau-PA	45	858	8	114	-	Country
WMGK-F	Phila	526	7078	6	4	-	AC	KYKR-F	Beau-PA	85	932	3	114	+	Country
WCTO-F	Long Is.	122	1232	14	12	+	BTFL	KAYI-F	Musk/Tulsa	159	2092	5	66	+	CHR
WGSM	Long Is.	87	750	21	12	+	MOR	(P) WYNK	Baton R.	13	225	13	88	-	Country
Others: WCTC, WMGQ-F (New Brunswick, NJ)						(P) WYNK-F Baton R. 83 1127 7 88 - Country									
<u>GROUP ONE</u> (Roger Blake, Al Grosby)						<u>HOME NEWS PUBLISHING</u>									
KLZ	Denver	159	2180	14	21	+	Country	WRKI-F	Brook/ Bridge	52	899	12	93	-	CHR
KAZY-F	Denver	148	2326	9	21	+	AOR	WKPT	JC/Kings	9	271	14	102	-	MOR
WAKR	Akron	103	1475	2	72	-	MOR	WTFM-F	JC/Kings	67	853	3	102	+	BTFL
WAEZ-F	Akron	67	722	5	72	-	BTFL	KWG	Stockton	11	235	16	120	-	Oldies
WONE	Dayton	101	1543	5	40	-	Country	KYBB-F	Stockton	12	247	14	120	+	AC
WTUE-F	Dayton	191	2449	2	40	-	AOR	Others: WINE (Brookfield, CT)							
KMEZ	Dallas	16	643	29	10	-	BTFL	<u>HUBBARD</u> (S. Hubbard)							
KMEZ-F	Dallas	339	4196	5	10	+	BTFL	WGTO	Lakeland*	29	359	8	121	-	Country
<u>GULF</u> (Alan Henry)						KOB									
WNDE	Indy	49	866	11	31	+	Oldies	Albuq	146	2102	2	99	+	MOR	
WFBQ-F	Indy	370	3946	2	31	+	AOR	KOB-F	Albuq	151	1825	1	99	+	AC
KTXQ-F	Dallas	236	4015	10	10	-	AOR	KSTP	Minn-SP	128	2424	9	17	-	News/Talk
KLTR-F	Houston	344	4878	5	8	+	AC	KSTP-F	Minn-SP	383	4871	2	17	-	AC
WLTT-F	Wash	254	4150	8	9	+	AC	<u>INFINITY</u> (Mel Karmazin)							
WKLS	Atl	9	204	23	15	=	AOR	WJIT	NY	DID NOT SHOW			1	-	Spanish
WKLS-F	Atl	313	4275	7	15	+	AOR	WKTU-F	NY	799	16647	15	1	-	CHR
<u>HARRIS</u> (Robert Wells)						WYSP-F Phila 379 7468 16 4 - AOR									
KTOP	Topeka*	21	244	5	230	+	MOR	WBCN-F	Boston	593	7202	2	7	+	AOR
KDVV-F	Topeka*	39	526	1	230	-	CHR	KOME-F	San Jose	141	2541	4	30	+	AOR
WACO	Waco*	28	415	3	204	-	Country	KXYZ	Houston	72	726	17	8	=	Spanish
KH00-F	Waco*	48	701	2	204	+	CHR	KCBQ	SD	55	1012	19	19	-	Country
KSEL	Lubbock	19	362	11	180	-	AC	KCBQ-F	SD	77	1259	14	19	+	Country
KSEL-F	Lubbock	49	860	6	180	-	AC	WJJD	Chi	422	5238	9	3	+	Nostalgia
Others: WJOL, WLLI-F (Joliet, IL); KIUL (Garden City, KN); KBUR, KGRS-F (Burlington, LA); KFKA, KFKZ-F (Greeley, CO)						WJMK-F Chi 362 5200 14 3 + Oldies									
<u>HATCH</u> (Homer Peterson)						<u>INNER CITY</u> (Pierre Sutton)									
KALL	Slat Lake	63	1135	8	28	-	AC	WLIB	NY	319	3008	27	1	+	Black
KLCY-F	Slat Lake	113	1707	5	38	+	AC	WBSL-F	NY	1076	15304	8	1	+	Urban
KGEM	Boise*	37	513	4	195	+	Country	WKSG-F	Detr	110	2085	19	6	+	Oldies
KJOT-F	Boise*	12	227	14	195	-	Country	KRE	SF	DID NOT SHOW			5	=	Black
KGHL	Billings*	82	667	1	286	+	Country	KBLX-F	SF	211	3374	12	5	-	Black
KIDX-F	Billings*	28	316	2	286	+	AC	KGFJ	LA	108	2477	35	2	-	Black
Others: KVEL, KUIN-F (Vernal, UT); KYSS A/F (Missoula, MT); KUPI (Ammon, ID); KQPI-F (Idaho Falls, ID)						KUTE-F LA 261 4457 22 2 - Black									
<u>HEARST</u>						<u>IVES</u> (Victor Ives)									
WBAL	Balt	315	4025	2	16	-	MOR	KMJK-F	Port, 0	153	2216	4	26	-	CHR
WIYY-F	Balt	312	4026	3	16	+	AOR	KUTI	Yakima*	21	227	5	202	-	Country
WISN	Milw	110	2135	9	24	-	MOR	KXDD-F	Yakima*	28	311	1	202	+	Country
WBTT-F	Milw	36	1411	18	24	-	CHR	KOTY	Rich, WA*	16	210	4	226	+	Country
WTAE	Pitts	204	4226	6	13	-	MOR/AC	KHWK-F	Rich, WA*	11	211	8	226	-	Country
WHTX-F	Pitts	221	4541	5	13	+	CHR	<u>JACOR</u> (Terry Jacobs)							
<u>HEFTEL</u> (Ken Wolt)						WQIK									
WLUP-F	Chi	395	6702	13	3	-	AOR	Jkville	25	478	11	50	-	Country	
KSSK	Hono	139	1803	1	47	-	MOR	WQIK-F	Jkville	145	1775	2	50	+	Country
KULA-F	Hono	134	1971	2	47	-	AC	WBBG	Cleve	184	2179	5	11	-	Nost
WZPL-F	Indy	253	4181	3	31	-	CHR	WMJI-F	Cleve	277	4580	6	11	-	AC
WLLT-F	Cinci	130	2263	12	22	-	AC	WTSJ	Cinci	8	222	22	22	-	Religion
						WTOW									
						Balt									
						DID NOT SHOW									
						WVOI									
						Toledo									
						30 412 10 76 + Black									
						Others: WURD (Georgetown, OH); WKYG, WQAW-F (Parkersburg, WV)									

NOTE: + - = symbols show station's change in share since Fall 83

		TSA	TSA	TSA	MKT			TSA	TSA	TSA	MKT				
		AQH	CUME	RANK	#	FORMAT		AQH	CUME	RANK	#	FORMAT			
<b>JEFFERSON-PILOT (Jim Babb)</b>															
KIMN	Denver	188	3412	5	21	+	CHR	WIL	St. Lou	51	1161	19	14	=	Country
KYGO-F	Denver	135	1715	10	21	-	Country	WIL-F	St. Lou	246	3004	5	14	-	Country
WQXI	Atlanta	52	1006	18	15	-	AC	WBBF	Roch	74	1223	7	37	-	News/Talk
WQXI-F	Atlanta	382	5516	2	15	+	Contemp	WMJQ-F	Roch	129	2100	6	37	+	CHR
WBT	Char, NC	206	2572	2	26	+	MOR/AC	WFIL	Phila	181	4056	18	4	-	Oldies
WBCY-F	Char, NC	224	3166	4	36	+	CHR	WUSL-F	Phila	649	7438	2	4	+	Urban
WBIG	Green,NC	22	350	12	44	-	Nostalgia	KILT	Houston	125	1785	16	8	-	Country
WGBS	Miami	65	2021	23	12	+	News	KXAS-F	Houston	261	3464	11	8	-	Country
WLYF-F	Miami	427	4382	2	12	-	BTFL	WEMP	Milw	70	1560	12	24	+	Oldies
KSON	San Diego	45	845	23	19	-	Country	WMYX-F	Milw	137	2226	8	24	+	AC
KSON-F	San Diego	66	1204	17	19	-	Country	<b>LOTUS (Howard Kalmenson)</b>							
<b>JOSEPHSON (Ed Christian)</b>															
WNIC	Detr	32	925	28	6	+	AC	KTKT	Tucson	26	804	12	82	-	Country
WNIC-F	Detr	310	5556	7	6	=	AC	KLPX-F	Tucson	68	874	4	82	-	AOR
WNOR	Norfolk	19	418	19	30	-	Oldies	KWKW	LA	203	2537	28	2	-	Spanish
WNOR-F	Norfolk	154	1994	3	30	-	AOR	KFSD-F	San Diego	77	1176	14	19	-	Classical
WVKO	Colum,0	42	686	11	28	-	Black	KENO	LV	31	433	7	91	+	AC
WSNY-F	Colum,0	123	2167	5	28	-	AC	KOMP-F	LV	82	937	3	91	-	AOR
WMGF-F	Milw	74	1605	11	24	+	AC	KXET	San Ant	16	226	21	33	-	Spanish
<b>KATZ (Dick Ferguson)</b>															
WEZN-F	Bridge	298	3865	2	93	-	BTFL	KXZL-F	San Ant	129	1773	5	33	-	AOR
WFTQ	Worc	24	384	7	112	-	AC	KTEZ-F	Lubbock	44	511	3	180	+	BTFL
WAAF-F	Wor/Bost	295	4505	2	112	+	AOR	WMDO	Wash						DID NOT SHOW
WZZK-F	Birm	362	4074	1	43	-	Country	KONE	Reno	13	148	10	188	-	Country
KWEN-F	Tulsa	121	1429	3	66	-	BTFL	KOZZ-F	Reno	74	773	1	188	+	AOR
WDBO	Orlando	115	1613	4	49	+	MRO	KOXR	Oxnard*	25	297	4	82	-	Spanish
WWKA-F	Orlando	286	2893	1	49	+	Country	<b>MALRITE (Gil Rosenwald, Carl Hirsch)</b>							
WSYR	Syra	119	1801	2	69	+	MOR	WHTZ-F	NY	1707	27038	1	1	-	CHR
WYYY-F	Syra	161	2101	1	69	+	AC	WHK	Cleve	97	2364	14	11	-	Oldies
WYAY-F	Gain/Atl	194	2014	13	15	-	Country	WMMS-F	Cleve	526	6803	1	11	+	AOR
<b>KAYE-SMITH (Lester Smith)</b>															
KXL	Port, 0	93	1699	12	26	+	News/Talk	KNEW	SF	185	2561	15	5	-	Country
KXL-F	Port, 0	198	1888	1	26	+	BTFL	KSAN-F	SF	159	3222	23	5	-	Country
KISW-F	Seattle	206	3006	5	18	-	AOR	WLZZ	Milw	11	385	28	24	-	Country
KJRB	Spokane	24	502	10	124	-	AC	WZUU-F	Milw	69	1762	15	24	-	CHR
KEZE-F	Spokane	73	925	4	124	+	AOR	WDGY	Minn-SP	193	2771	8	17	-	Country
<b>KEYMARKET/FIRSTCOM</b>															
WSSL	Green,SC	8	223	19	79	-	Country	KEEY-F	Minn-SP	249	3162	6	17	-	Country
WSSL-F	Green,SC	195	2490	5	79	+	Country	KRXY	Denver	7	285	28	21	-	CHR
WTPA-F	Harris,PA	159	1637	1	85	+	AOR	KRXY-F	Denver	137	2300	7	21	+	CHR
WJDX	Jack,MS*	36	636	10	111	-	AC	<b>MANSHIP</b>							
WMSI-F	Jack,MS*	218	2000	2	111	+	Country	WKQA-F	Peoria	14	350	10	121	-	AC
WGKX-F	Memphis	159	2232	8	41	-	Country	WXCL	Peoria	52	598	5	121	-	Country
KSSN-F	L. Rock	254	2715	1	96	+	Country	WJBO	Baton R	58	932	6	88	+	AC
WKJN-F	Baton Rou	84	958	9	88	+	Country	WFMF-F	Baton R	200	2546	1	88	-	CHR
Others: WTBC, WUOA-F (Tuscaloosa,AL); WTBI-F (Hammond,LA); WRUS, WAKQ-F (Russellville,KY); WIGL-F (Orangeburg,SC)															
<b>KING (Jim King)</b>															
KSFO	SF	205	3900	13	5	-	Nostalgia	KRGV	McA-Brow	100	1246	3	82	-	CHR
KYA-F	SF	145	2045	25	5	+	Oldies	<b>McKENNA (Jim McKenna)</b>							
KGW	Port,0	143	2625	7	26	-	AC	KQRS	A/F Minn-SP	296	4157	5	17	+	AOR
KINK-F	Port,0	156	1955	3	26	+	AOR	WCMB	Harris	29	468	9	85	+	Country
KING	Seattle	71	1452	19	18	-	News	WSFM-F	Harris	69	887	4	85	+	AC
KING-F	Seattle	114	1571	12	18	-	Classical	WHIT	Madison	31	236	6	134	+	Oldies
<b>KNIGHT (Norman Knight)</b>															
WSRS-F	Worc.	121	1151	1	112	-	BTFL	WWQM-F	Madison	33	588	7	134	-	Country
WGIR	Manch*	22	449	5	215	-	MOR	<b>METROMEDIA (Carl Brazell)</b>							
WGIR-F	Manch*	93	1163	1	215	-	AOR	WWBA-F	Tampa	423	3657	1	20	-	BTFL
WHEB	Ports,NH*	6	127	18	139	NA	MOR	KHOW	Denver	114	1933	14	21	-	MOR/AC
WHEB-F	Ports,NH*	26	525	5	139	NA	AOR	KMET-F	LA	639	11307	9	2	-	AOR
Others: WSAR (Fall River,MA); WEIM (Fitchburg); WEZF-F (Burlington,VT)															
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<b>MID AMERICA (Les Small, Howard Frederick)</b>															
KRVR-F	Daven-RI	62	748	5	115	-	BTFL	WNEW	NY	886	10832	12	1	+	Nostalgia
WIRL	Peoria	31	690	6	121	+	AC	WNEW-F	NY	1164	15200	7	1	+	AOR
WSWT-F	Peoria	92	920	2	121	+	BTFL	WCBM	Balt	143	2534	10	16	=	News
WIRE	Indy	87	1481	8	31	-	Country	WIP	Phila	311	5670	11	4	+	MOR
WXTZ-F	Indy	212	2518	7	31	-	BTFL	WMMR-F	Phila	750	10038	5	4	+	AOR
KBEZ-F	Tulsa	155	1744	2	66	+	BTFL	WOMC-F	Detr	257	4638	11	6	+	AC
Others: WKAN (Kankakee, IL)															
<b>*NOTE: See end of listings for Metroplex.</b>															



MIDWEST FAMILY							OUTLET (Joseph Chairs)								
	TSA	TSA	TSA	MKT			TSA	TSA	TSA	MKT					
	AQH	CUME	RANK	#	FORMAT		AQH	CUME	RANK	#	FORMAT				
WKKN	Rockf*	16	197	8	149	-	Country	WQRS-F	Detr	108	1441	21	6	=	Classical
WYFE-F	Rockf*	41	668	4	149	+	AOR	KIQQ-F	LA	270	8619	21	2	-	CHR
WISM	Madison	14	377	10	134	+	AC	WTOP	Wash	190	4270	12	9	-	News
WMGN-F	Madison	54	861	5	134	+	AC	WTKS-F	Wash	53	914	22	9	+	BTFL
WOSH	App-Osh	30	333	8	148	=	Country	WIOQ-F	Phila	339	5475	12	4	-	AOR
WMGV-F	App-Osh	29	480	11	148	=	AC								
WITL	Lansing	7	182	15	109	-	Country	<u>PARK</u> (Eddie Anderson)							
WITL-F	Lansing	67	827	2	109	-	Country	KRSI	Minn-SP						DID NOT SHOW
Others: WIZM A/F (LaCrosse,WI); WSJM, WIRX-F (St. Joseph,MI); WMAJ, WNNS-F (Springfield,IL)								KJJO-F	Minn-SP	84	1160	12	17	=	Oldies
								WRRB-F	Syra	62	975	9	69	-	Country
								WHEN	Syra	82	1602	4	66	-	AC
								WNCT	Green,NC*						DID NOT SHOW
								WNCT-F	Green,NC*	65	901	4	314	+	BTFL
<u>MORTENSON</u> (Jack Mortenson)								KWJJ	Port,0	96	1289	9	26	+	Country
WJMM-F	Lexing	10	278	10	135	+	Religion	KJIB-F	Port,0	52	993	18	26	-	Country
WHKK-F	Cin	13	452	19	22	+	Religion	WDEF	Chatta	53	633	5	105	+	MOR
WBGR	Balt	98	560	16	16	+	Gospel	WDEF-F	Chatta	85	959	2	105	=	BTFL
WNYN	Canton						Country	WTVR	Richm	3	139	20	48	-	Country
WTOF-F	Canton	9					Religion	WTVR-F	Richm	104	1347	7	48	-	Country
WEMM-F	Hunt,WV	33	509	6	133	-	Religion	KEZX-F	Seattle	87	1364	17	18	+	AC
Others: WSUM (Parma,OH)								Others: WNAX (Yankton,SD)							
<u>MULTIMEDIA</u> (Paul Fiddick)								<u>PALMER</u> (Bill Ryan)							
WWNC	Ashe*	112	1118	1	215	+	Country	WTNT	Talla*	12	232	8	188	-	MOR/Talk
WFBC	Green,SC	49	862	7	79	+	MOR/Oldies	WTNT-F	Talla*	48	637	5	188	+	Country
WFBC-F	Green,SC	170	2862	1	79	+	AC	WHO	Des M.	227	3352	2	119	+	News/Talk
WEZW-F	Milw	230	2419	2	24	+	BTFL	KLYF-F	Des M.	91	1424	4	119	+	AC
WMAZ	Macon*	44	620	5	153	-	MOR	WOC	Daven-RI	57	741	4	115	+	News/Talk
WAYS-F	Macon*	128	1559	1	153	+	CHR	KIHK-F	Daven-RI	183	2144	1	115	+	CHR
KEEL	Shreve	57	1007	7	127	+	AC	Others: WNOG, WCVU-F (Naples,FL)							
KMBQ-F	Shreve	147	1761	1	127	+	CHR	<u>PARKER</u> (John Parker)							
WAKY	Louis	35	800	12	39	-	Oldies	KXTZ-F	L. Vegas	94	892	1	91	+	BTFL
WVEZ-F	Louis	126	1549	6	39	-	BTFL	KTCJ	Minn-SP	13	189	19	17	+	Jazz
<u>NATIONWIDE</u> (Clark Pollack)								KTCZ-F	Minn-SP	103	1351	11	17	+	AOR
(Nationwide listing assumes closing of Western Cities purchase)								KIKI	Hono	61	1118	7	47	+	CHR
WPOC-F	Balt	251	3022	5	16	-	Country	KMAI-F	Hono	38	469	11	47	-	AC
WGAR	Cleve	85	1752	19	11	-	Country	<u>PEORIA JOURNAL STAR</u>							
WGAR-F	Cleve	189	2506	11	11	-	Country	KRKE	Albuq	16	474	16	99	-	CHR
WNCI-F	Col,0	138	2843	6	28	+	AC/Contemp	KWXL-F	Albuq	67	962	7	99	-	AOR
WKZL-F	Win-Sal	155	1892	3	44	+	AOR/CHR	KSSS	Col Spg	26	372	8	130	-	Country
WBJW	Orl	6	226	19	49	-	CHR	KVUU-F	Pueb/CS	47	610	6	130	+	AC
WBJW-F	Orl	228	3350	5	49	-	CHR	KICT-F	Wichita	104	905	3	108	+	AOR
KNST	Tucson	31	684	11	82	+	News/Talk	Others: KFRM (Salina,KN)							
KRQQ-F	Tucson	108	1566	1	82	+	CHR	<u>PRICE COMMUNICATIONS</u> (Robert Price)							
KZAP-F	Sacra	201	2633	4	32	+	AOR	KIOI-F	SF	233	5013	7	5	-	AC
KMJJ	L. Vegas	24	517	13	91	-	AC	WIRK-F	W. Palm	92	911	6	68	-	Country
KLUC-F	L. Vegas	87	1156	2	91	+	CHR	WPCK	W. Palm	5	107	29	68	-	Country
KZZP	Phoenix	16	507	27	23	-	CHR	WOWO	F. Wayne	159	2732	2	128	-	MOR
KZZP-F	Phoenix	169	2867	5	23	+	CHR	WTIX	New Or.	102	1709	11	27	-	AC
KWSS-F	San Jose	210	3226	3	30	+	CHR	KOMA	Okl City	95	1592	10	42	-	Country
<u>NBC</u> (Randall Bongarten)								<u>JOHN PRICE</u>							
WNBC	NY	936	18873	14	1	-	AC	KROW	Reno	30	514	8	188	-	Country
WYNY-F	NY	691	14824	18	1	-	AC	KNEV-F	Reno	36	426	4	188	+	BTFL
WKYS-F	Wash	391	4794	3	9	-	Urban	KKRD-F	Wichita	71	1139	4	108	+	CHR
WMAQ	Chi	548	10913	16	3	-	Country	KHYV	Modesto	2	80	20	144	-	AC (?)
WKQX-F	Chi	410	7759	10	3	+	Contemp	KBEE-F	Modesto	105	1073	1	144	+	BTFL
KNBR	SF	323	6104	6	5	+	MOR	KBUG	Salt Lake	53	1245	13	38	-	Oldies
KYUU-F	SF	282	5388	4	5	+	Contemp	KCPX-F	Salt Lake	120	1934	4	38	+	CHR
WJIB-F	Boston	290	4311	8	7	-	BTFL	WVVA	Wheel*	101	1207	2	197	-	Country
<u>NININGER</u>								WOVK-F	Wheel*	26	380	6	197	-	Country
WQBE	Char,WV*	7	249	12	152	-	AC	WEZL-F	Char,SC	95	1070	2	98	-	Country
WQBE-F	Char,WV*	117	1286	3	152	-	Country	KGA	Spokane	63	856	6	124	+	Country
WFHG	JC/King	29	471	5	102	+	AC	KDRK-F	Spokane	114	1215	2	124	+	Country
WXBQ-F	JC/King	179	1839	2	102	+	Country								
WSOQ	Hend/Evan*	8	168	12	114	-	Country								
WKDQ-F	Hend/Evan*	63	676	4	114	-	Contemp								

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		TSA	TSA	TSA	MKT			TSA	TSA	TSA	MKT			
		AQH	CUME	RANK	#	FORMAT		AQH	CUME	RANK	#	FORMAT		
<b>PYRAMID</b>														
WXKS	Boston	89	962	18	7	-	Nost	WMAR-F	Balt	160	2802	8	16	+ CHR
WXKS-F	Boston	466	7115	4	7	-	CHR	WCRJ	Jkville	1	90	23	50	- Country
WPIT	Pitts	24	499	25	13	-	Religion	WCRJ-F	Jkville	53	765	7	50	- Country
WPIT-F	Pitts	44	893	19	13	+	Religion	WCFI-F	Day Beach	46	592	3	147	+ AC
WPXY	Roch	10	397	14	37	-	CHR	WTJZ	Norfolk	23	306	18	30	- Nostalgia
WPXY-F	Roch	131	2068	5	37	+	CHR	WNVZ-F	Norfolk	135	2356	5	30	+ CHR
WNYS	Buff	6	193	22	29	-	CHR	<b>SCRIPPS-HOWARD (Dick Janssen)</b>						
WNYS-F	Buff	127	2147	6	29	+	CHR	WMC	Memphis	123	1803	4	41	+ Country
WPGR	Phila	50	563	24	4	+	Oldies	WMC-F	Memphis	193	2957	2	41	+ CHR
WSNI-F	Phila	332	5052	14	4	+	AC	WBSB-F	Balt	186	3634	7	16	- CHR
<b>RKO (Jerry Lyman)</b>														
WOR	NY	1583	17717	3	1	+	Talk	KMEQ	Phoenix	20	454	25	23	- BTFI
WRKS-F	NY	1535	18567	2	1	+	Urban	KMEO-F	Phoenix	151	2193	7	23	- BTFI
WRKO	Boston	322	4215	7	7	+	Talk	KUPL	Port,0	16	311	16	26	- Country
WROR-F	Boston	425	6090	9	7	+	AC	<b>SHAMROCK BROADCASTING (Bill Clark)</b>						
WGMS A/F	Wash	190	2768	11	9	+	Classical	KABL	SF	230	3585	8	5	+ BTFI
WAXY-F	Miami	196	3242	11	12	+	AC	KABL-F	SF	263	3970	5	5	- BTFI
WFYR-F	Chicago	305	6494	18	3	-	AC	KUDL-F	KC	155	2384	6	25	+ AC
WHBQ	Memphis	64	972	12	41	+	News/Talk	KMGC-F	Dallas	201	3294	11	10	+ AC
KFRQ	SF	293	7254	9	5	-	CHR	WWW-F	Detroit	194	2841	14	6	- Country
KHJ	LA	115	3618	35	2	+	CHR	WTKN	Pitts	145	1923	9	13	+ Talk
KRTH-F	LA	503	9998	11	2	+	AC	WWSW-F	Pitts	216	3561	7	13	+ AC
<b>REGIONAL</b>														
WGRD-F	Gr Rpds	116	1528	6	77	+	CHR	WFOK-F	Gaines/At1	182	3112	10	15	+ AC
WXQT	Gr Rpds	15	165	13	77	+	Oldies	<b>SHAMROCK COMMUNICATIONS (Bill Lynett)</b>						
WPIC	Shar/Young	19	447	20	92	-	MOR	WQFM-F	Milw	212	2504	3	24	+ AOR
WYFM-F	Shar/Young	105	2170	5	92	-	CHR	WDIZ-F	Orl	200	2323	6	49	- AOR
WKOP	Bingh*	15	284	8	161	-	Oldies	WEJL	Scranton	70	561	6	65	+ Nostalgia
WAAL-F	Bingh*	67	862	3	161	-	AOR/CHR	WEZX-F	Scranton	88	1085	5	65	+ AOR
<b>RIVERS</b>														
WEDR-F	Miami	253	2276	5	12	+	Black	WGRX-F	West/Balt	25	412	23	16	+ AOR
WWJD	Savan*	16	110	8	174	+	Gospel	<b>SKY/FOSTER (Dennis Israel)</b>						
WEAS-F	Savan*	99	750	1	174	+	Black	WGY	Schen	166	2901	2	49	- MOR
KWAM	Memphis	31	449	15	41	-	Gospel	WGFM-F	Schen	134	2397	4	49	+ CHR
KRNB-F	Memphis	111	1897	5	41	+	Black	WSIX	Nash	26	464	14	45	- Country
WGUN	Atlanta	DID NOT SHOW												
<b>ROLLINS (William Jaeger)</b>														
KDAY	LA	258	3954	20	2	+	Black	WSIX-F	Nash	150	1833	7	45	- Country
WAMS	Wilm,DE	33	406	7	90	-	Country	KSKY	Dallas	DID NOT SHOW				
WRAP	Norf	54	1146	13	30	-	Black	WEZG	Syra	4	134	16	69	- BTFI
WCHS	Char,WV*	44	790	7	152	+	MOR	WEZG-F	Syra	63	612	6	69	+ BTFI
WBES-F	Char,WV*	57	507	5	152	+	BTFI	WRIV	Long Is.	30	304	34	9	-
WBEE	Chicago	89	595	29	3	+	Black	<b>STAUFFER (Jerry Holley)</b>						
<b>SANDUSKY NEWSPAPERS (Toney Brooks)</b>														
KJZZ	Seattle	15	319	28	18	=	Jazz	KRNT	Des M	39	675	6	119	- MOR
KLSY-F	Seattle	135	2002	8	18	+	AC	KRNQ-F	Des M	63	1002	5	119	- CHR
KBPI-F	Denver	127	2662	11	21	-	AOR	WIBW	Topeka*	52	771	3	230	+ MOR
KDKB-F	Phoenix	134	2703	11	23	-	AOR	WIBW-F	Topeka*	106	1299	2	230	+ CHR
KNUS	Denver	97	1235	16	21	+	News	KGNC	Amar*	43	668	9	201	- MOR
KEGL-F	Dall-FW	299	5578	7	10	+	CHR	KGNC-F	Amar*	52	615	2	201	+ BTFI
KLSI-F	KC	139	1786	5	25	-	AC	<b>STERLING (Cliff Hunter)</b>						
Others: KSLY, KUNA-F (San Luis Obispo)														
<b>SCONNIX</b>														
KPKF	KC	2	197	24	25	-	Country	KHTT	S. Jose	21	766	36	30	- CHR
KPKF-F	KC	129	1750	7	25	+	Country	KSJ0-F	S. Jose	119	1960	10	30	+ AOR
WMRZ	Daven-RI	30	485	8	115	+	Oldies	KASH	Eugene	7	205	11	156	- Oldies
WLLR-F	Daven-RI	110	1156	3	115	+	Country	KSND-F	Eugene	44	566	4	156	- CHR
WTMA	Char,SC	24	489	10	98	+	AC	KJET	Seattle	25	499	24	18	+ CHR
WSSX-F	Char,SC	112	1370	1	98	+	CHR	KZOK-F	Seattle	118	1808	16	18	- AOR
WBOS-F	Boston	172	1977	15	7	+	Country	KALE	Richl*	11	244	6	226	- AC
Others: WKSU,WLNH-F (Laconia,NH)														

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							TSA	TSA	TSA	MKT						TSA	TSA	TSA	MKT					
							AQH	CUME	RANK	#	FORMAT					AQH	CUME	RANK	#	FORMAT				
<u>STONER</u> (Glenn Bell)							<u>TAFT</u> (Carl Wagner)																	
KSO	Des M.	105	1419	3	119	-	Country	WDAF	KC	406	5264	1	25	+	Country									
KGGO-F	Des M.	171	1893	1	119	+	AOR	KYYS-F	KC	179	2581	8	25	-	AOR									
WGNT	Hunt,WV	44	683	4	133	-	Country	WKRC	Cinci	232	3844	1	22	+	MOR/AC									
WAMX-F	Hunt,WV	109	1414	1	133	+	CHR	WKRQ-F	Cinci	236	4004	2	22	+	CHR									
WBNF	Bingh*	57	787	2	161	-	MOR	WTVN	Colum,0	211	3305	2	28	-	MOR									
WHWK-F	Bingh*	69	760	4	161	+	Country	WLVQ-F	Colum,0	274	3256	1	28	+	AOR									
KHAK	Ced Rpds*	14	178	8	208	-	Country	WDVE-F	Pitts	496	5687	4	13	-	AOR									
KHAK-F	Ced Rpds*	78	848	2	208	+	Country	WSUN	Tampa	227	2954	6	20	+	Country									
WIMZ	Knox	9	195	13	84	+	CHR	WYNF-F	Tampa	306	3095	5	20	+	AOR									
WIMZ-F	Knox	271	2564	2	84	+	AOR/CHR	KEX	Port,0	154	2524	6	26	+	MOR									
WYRK	Buffalo	163	1563	4	29	+	Country	KKRZ-F	Port,0	173	2184	2	26	+	CHR									
WCMF-F	Roch	137	1775	4	37	-	AOR	WGR	Buffalo	125	2592	8	29	-	MOR/AC									
WCMF-F	Roch	137	1775	4	37	-	AOR	WGRQ-F	Buffalo	118	1974	9	29	+	AOR									
WAMI	Dayton	61	607	7	40	+	Talk	<u>TRIBUNE CO.</u> (James Dowdle)																
WDAO-F	Dayton	86	1116	4	40	+	Black	WGN	Chicago	1436	18761	1	3	+	MOR/Talk									
<u>STUART</u> (Dick Chapin)							WICC Bridge 114 1618 1 93 - MOR/AC																	
KFOR	Lincoln*	28	526	4	192	-	MOR	WPIX-F	NY	690	13550	20	1	-	AC									
KFRX-F	Lincoln*	80	937	1	192	+	CHR	KGNR	Sacra	81	1653	10	32	-	MOR/Talk									
KWTO	Spr,MO*	86	1269	4	179	-	Country	KCTC-F	Sacra	214	2506	1	32	+	BTFL									
KWTO-F	Spr,MO*	173	1696	1	179	+	CHR	<u>UNITED</u> (Gerald Hroblak)																
KOEL-F	Oel/Water*	43	485	7	216	+	Country	WYST	Balt	27	450	24	16	=	MOR									
Others: KOEL (Oelwein,IA); KSAL, KYEZ-F (Salina,KN);							WYST-F Balt 146 2210 9 16 - AC																	
KRG I A/F (Grand Island,NE)							WINX Wash DID NOT SHOW																	
<u>SUMMIT</u> (Allen Shaw)							WDJY-F Wash 143 2926 14 9 + Black																	
WCOA	Pensa*	29	433	7	135	-	Nostalgia	WBNX	NY	DID NOT SHOW														
WJLQ-F	Pensa*	77	1096	2	135	+	CHR	WJMO	Cleve	61	1148	15	11	+	Black									
WSJS	Win-Sal	89	1158	5	44	+	News/Talk	WRQC-F	Cleve	68	1604	16	11	+	CHR									
WTQR-F	Win-Sal	323	3807	1	44	-	Country	KALI	LA	204	2473	28	2	-	Spanish									
WREC	Memphis	78	1297	11	41	=	AC (?)	KSOL-F	SF	339	5123	3	5	-	Black									
WZXR-F	Memphis	199	2599	6	41	-	AOR	<u>UNITY</u> (Eugene Jackson)																
KCNN	OkI City	22	385	13	42	+	News	WDAS	Phila	87	1811	22	4	-	Black									
KXXY-F	OkI City	170	1942	4	42	+	Country	WDAS-F	Phila	419	5171	8	5	-	Black									
KCMO	KC	219	3587	2	25	+	News/Talk	WWRL	NY	201	2172	34	1	-	Black									
KCMO-F	KC	104	1858	12	25	+	Country	KATZ	St. Lou	67	954	13	14	+	Black									
<u>SUNBELT</u> (C.T. Robinson)							WZEN-F St. Lou 50 976 18 14 - Black																	
KQEO	Albuq	21	467	12	99	-	Oldies	<u>UNIVERSAL</u> (Howard Warshaw)																
KZZX-F	Albuq	38	874	9	99	-	AC	KEST	SF	DID NOT SHOW														
KVOR	Col Spg	26	440	9	130	-	News/Talk	WATI-F	Indy	8	193	20	31	-	Urban									
KSPZ-F	Col Spg	51	750	5	130	-	AC	KCNW	KC	9	266	22	25	-	Religion									
KMGW-F	Minn-SP	28	632	15	17	-	AC	WGRT	Danv/Indy	23	270	13	31	+	Nost									
KRAB	Seattle	DID NOT SHOW					KUXL Minn-SP DID NOT SHOW																	
<u>SUNGROUP</u>							WCBW-F Col,IL/ST L 24 456 21 14 + Religion																	
WERC	Birm	46	881	10	43	-	News/Talk	WYLO	Jack/Milw	10	288	30	24	-	Gospel									
WKXX-F	Birm	202	3350	3	43	-	CHR	Others: KPCC (Pasadena,CA); KMAX-F (Arcadia,CA);																
WSEV	Sevier/Knox	14	176	10	84	+	Country	WVVX-F (Highland Park,IL); WTIE (Mineola,NY);																
WMYU-F	Sevier/Knox	96	1466	4	84	-	AC	WARO (Canonsburg,PA)																
WYHY-F	Leb/Nash	38	922	13	45	-	Contemp	<u>VIACOM</u> (Brian Bieler)																
<u>SUSQUEHANNA</u> (Art Carlson)							WMZQ-F Wash 320 4134 7 9 + Country																	
WQBA	Miami	245	2392	6	12	-	Spanish	WLTW-F	NY	894	10832	11	1	+	AC									
WQBA-F	Miami	108	1657	19	12	-	Spanish	WRVR-F	Memphis	132	2015	3	41	+	AC									
WKIS	Orlando	83	994	7	49	+	News/Talk	WKDJ	Memphis	54	1437	13	41	-	Black									
KFOG-F	SF	217	3293	11	5	+	AOR	KIKK	Houston	61	1023	21	8	=	Country									
WRRM-F	Cinci	157	2275	4	22	+	AC	KIKK-F	Houston	469	5742	3	8	+	Country									
WFMS-F	Indy	182	2086	4	31	+	Country	WLAK-F	Chicago	379	6938	12	3	-	AC									
WRMM-F	Atlanta	196	2569	8	15	+	AC	<u>WALTON</u> (John Walton)																
WARM	Scran/WB	106	1426	2	65	+	MOR	KIDD	Sal-Sea	10	305	16	141	-	CHR									
WYZZ-F	Scran/WB	54	798	8	65	-	BTFL	KWST-F	Sal-Sea	16	230	15	141	-	AOR									
WSBA	York	91	1220	1	113	+	MOR	KDJW	Amar*	35	470	7	201	-	Country									
WSBA-F	York	109	1367	3	113	+	AC	KBUY-F	Amar*	26	399	5	201	+	Country									
KLIF	Dall-FW	79	1132	18	10	+	Country	KKHT	Col Spg	16	239	13	130	+	Oldies									
KPLX-F	Dall-FW	306	3712	6	10	+	Country	KKCS-F	Col Spg	58	647	3	130	+	Country									

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Others: KREE, KTNT-F (Ruidosa,NM)

		TSA	TSA	TSA	MKT		
		AQH	CUME	RANK	#		FORMAT
<u>WESTERN CITIES</u> (Rick Phalen)							
KNST	Tucson	31	684	11	82	+	News/Talk
KRQQ-F	Tucson	108	1566	1	82	+	CHR
KZAP-F	Sacra	201	2633	4	32	+	AOR
KMJJ	L. Vegas	24	517	13	91	-	AC
KLUC-F	L. Vegas	87	1156	2	91	+	CHR
KZZP	Phoenix	16	507	27	23	-	CHR
KZZP-F	Phoenix	169	2867	5	23	+	CHR
KWSS-F	San Jose	210	3226	3	30	+	CHR

<u>WESTINGHOUSE</u> (Dick Harris)							
WIND	Chi	351	5471	15	3	-	Talk
KYW	Phila	531	11802	4	4	-	News
KFWB	LA	494	11082	8	2	-	News
WINS	NY	1395	25822	4	1	-	News
WBZ	Boston	654	9112	3	7	+	MOR
KDKA	Pitts	725	9397	1	13	-	MOR
KODA-F	Houston	441	5137	4	8	+	BTFB
KQZY-F	Dallas	202	2407	12	10	+	BTFB
KJQY-F	San Diego	234	2517	2	19	-	BTFB
KOSI-F	Denver	288	3611	1	21	+	BTFB
KQXT-F	San Ant	177	1954	1	33	+	BTFB

<u>WILLIS</u>							
WBOK	New Or.	111	1155	9	27	+	Black
WPCE	Norfolk	67	744	10	30	-	Gospel
WOWI-F	Norfolk	147	2142	4	30	+	Black
WFTH	Richm	29	344	11	48	+	Gospel
WNCA	Gary/Chi	45	719	33	3	-	Black
WESL	St. Lou	57	889	16	14	+	Black

Others: WSVE-F (Green Cove Spgs,FL); WIMG (Trenton)

		TSA	TSA	TSA	MKT		
		AQH	CUME	RANK	#		FORMAT
<u>WILKS-SCHWARTZ</u>							
WIXY	Spr, MA	26	337	8	93	+	Country
WAQY-F	Spr, MA	78	1356	4	93	-	AOR
WKFM-F	Fulton/Syra	77	1289	8	69	-	CHR
WSNE-F	Taun/Prov	113	1795	6	34	-	AC
WEEX	All-Beth	17	285	12	70	-	Country
WQQQ-F	All-Beth	115	1373	2	70	+	CHR

Others: WOSC (Fulton,NY); WZFM-F (Briarcliff Manor,NY)

<u>METROPLEX</u> (Norm Wain)							
WHYI-F	Miami	612	8423	1	12	+	CHR
WMGG-F	Tampa	106	1840	11	20	+	AC
WPKX	Wash		DID NOT SHOW				
WPKX-F	Wash	169	2792	13	9	-	Country
WFYV-F	Jkville	137	1472	3	50	+	AOR
WORL	Orlando	52	631	10	49	-	Black
WJYO-F	Orlando	228	2654	2	49	+	AC

NOTE: + - = symbols show station's change in share since Fall 83

INDIVIDUAL STATION AUDIENCE BREAKDOWNS

In this section the audience composition of 579 stations is examined. This totals around 10% of all commercial stations in the United States. The following information is included for each station.

TIME SPENT LISTENING (TSL): This figure shows the amount of time which an average listener spends with a given station. The total is given in hours instead of 1/4 hours.

This figure is derived by the following calculation: Average 1/4 HR audience times 504 (the number of quarter hours in the Broadcast Week). The resulting figure is divided by the weekly Metro Cume. This figure is divided by four to come up with a figure in hours.

TURN OVER RATIO (T/O RATIO): This figure roughly indicates the number of groups of people which contribute to the station's average audience. It is calculated by taking the Metro Cume (12+, Broadcast Week) and dividing it by the Metro 1/4 HR AVG (Broadcast Week).

PER CENT EXCLUSIVE CUME (% EXCL): This fascinating figure indicates the loyalty of a station's audience. It is calculated by dividing the exclusive cume (12+, Metro, Broadcast Week) by the Metro Cume (12+, Broadcast Week).

PER CENT TEENS, 18-34, 18-49, 50+: This is simply the percentage of a station's total audience (12+, Metro, Broadcast Week) which lies within these demographic breaks.

PER CENT MALE/FEMALE (%M, %F): The methodology is the same as that for Teens, etc.

Below are the means for the above breakdowns by format. Also included is the number of stations sampled.

	STAT	TSL	T/O RATIO	% EXCL	% TEENS	% 18-34	% 18-49	% 50+	%M	%F
CHR/TOP 40/CONTEMP	1984 91	8.2	15.2	9.9	25.7	56.0	70.1	4.2	43.3	56.7
	1983 --	8.0	15.8	8.9	26.2	56.2	69.8	4.0	43.7	56.3
	1982 --	7.9	15.9	8.8	25.8	55.6	70.0	4.2	43.2	56.8
AOR	1984 67	9.7	13.0	11.4	18.5	73.8	80.0	1.5	69.1	30.9
	1983 --	9.0	13.9	9.8	22.1	71.3	76.3	1.6	67.1	32.9
	1982 --	8.9	14.2	9.8	24.5	69.1	73.8	1.7	64.9	35.1
AC/OLD/SOFT	1984 90	8.2	15.2	7.0	3.7	59.6	87.8	8.5	41.0	59.0
	1983 --	7.9	15.9	6.8	4.4	60.9	87.6	8.0	41.4	58.6
	1982 --	8.0	15.9	6.5	4.4	59.3	84.4	11.2	41.4	58.6
BTFL/EZ	1984 59	11.3	11.1	12.8	0.8	13.1	37.6	61.6	45.1	54.9
	1983 --	11.3	11.2	11.4	0.7	14.1	39.5	59.8	41.0	59.0
	1982 --	10.7	11.8	9.8	0.6	14.6	38.8	60.6	38.5	61.5
MOR/VARIETY	1984 52	8.6	14.7	11.1	1.3	16.4	43.8	54.9	43.0	57.0
	1983 --	8.7	14.4	11.1	1.4	16.8	42.8	55.8	32.1	59.7
	1982 --	8.2	15.4	10.3	1.5	18.1	42.9	55.6	44.2	55.8
COUNTRY	1984 71	10.3	12.2	16.1	2.6	31.6	65.4	32.0	49.6	50.4
	1983 --	9.9	12.7	14.6	3.5	32.7	66.4	30.1	47.9	52.1
	1982 --	9.9	12.7	13.5	3.9	32.6	65.1	31.0	47.7	52.3
NEWS/ATLK	1984 41	7.7	16.3	9.1	1.1	12.8	32.0	66.9	49.6	50.4
	1983 --	7.8	16.3	8.0	0.8	12.7	33.6	65.6	49.4	50.6
	1982 --	7.9	15.8	8.1	0.6	12.2	32.7	66.7	48.0	52.0
BLACK/URBAN	1984 41	10.7	11.8	11.0	17.6	55.9	73.5	8.9	45.5	54.5
	1983 --	10.1	12.4	9.4	18.7	55.4	71.9	9.4	44.7	55.3
	1982 --	10.9	11.6	10.6	20.5	53.7	70.2	9.3	45.1	54.9
NOSTALGIA	1984 22	11.1	11.3	14.0	0.4	3.5	16.7	82.9	43.3	56.7
	1983 --	10.7	11.7	9.8	0.2	5.1	21.2	78.6	43.3	56.7
	1982 --	10.4	12.1	9.4	0.4	5.7	23.3	76.3	45.9	54.1
RELIGION/GOSPEL	1984 13	7.7	16.3	11.0	1.5	30.5	57.5	41.0	30.8	69.2
	1983 --	8.2	15.3	10.2	3.8	27.3	55.0	42.2	35.1	64.9
	1982 --	9.5	13.2	9.7	2.8	27.0	49.9	47.3	32.5	67.5
SPANISH	1984 16	14.2	9.0	16.3	1.8	29.9	59.9	38.3	43.3	56.7
	1983 --	15.2	9.0	16.6	2.1	38.0	64.6	33.3	39.9	60.1
	1982 --	15.7	8.0	29.2	3.4	33.1	59.6	37.0	36.4	63.6
CLASSICAL	1984 16	8.2	15.2	6.9	1.0	21.3	51.6	47.4	50.9	49.1
	1983 --	7.8	16.1	5.7	1.1	22.3	51.1	47.8	50.0	50.0
	1982 --	7.8	16.2	6.3	0.5	24.6	54.5	45.0	50.6	49.4

TOP 40/CHR/CONTEMP

NATIONAL MEAN:		8.2	15.2	9.9	25.7	56.0	70.1	4.2	43.3	56.7
		TSL	T/O RATIO	% EXCL	% TEENS	% 18-34	% 18-49	% 50+	% M	% F
WHTZ	NY	8.0	15.7	7.3	29	49	68	3	47	53
WPLJ	NY	6.3	20.1	4.4	26	51	70	4	43	57
KIIS	LA	8.2	15.3	8.9	18	60	79	3	47	53
KSDO-F	SD	7.8	16.1	10.0	24	63	71	5	51	49
WBBM-F	Chi	5.9	21.5	6.7	49	36	48	3	43	57
WLS-A	Chi	5.6	22.7	6.1	11	56	77	12	55	45
WCAU-F	Phila	7.2	17.5	8.3	39	40	54	7	40	60
KFRC	SF	5.0	25.0	7.6	20	51	69	11	43	57
KYUU	SF	6.6	19.1	4.6	5	64	90	5	50	50
WPRO-F	Prov	11.4	11.0	9.3	17	49	75	8	42	58
WTIC-F	Hart	9.4	13.4	12.8	17	59	76	7	40	60
WKCI-F	N. Haven	9.6	13.2	7.7	11	63	84	5	45	55
KWSS	S. Jose	8.3	15.1	6.4	32	47	63	5	25	75
WHYT	Detr	5.1	25.0	3.3	38	41	59	3	32	68
WCZY	Detr	6.4	19.7	5.2	20	50	75	5	40	60
WHTT	Boston	7.1	17.9	7.1	51	37	44	5	36	64
WXKS-F	Boston	8.5	14.7	8.0	17	63	79	4	35	65
WRQX	Wash	6.9	18.1	5.3	27	52	70	3	44	56
WLOL	Minn	7.9	16.0	6.2	22	66	77	1	40	60
KHTR	St. Lou	6.6	19.1	7.7	32	55	68	0	23	77
WZPL	Indy	8.2	15.3	12.8	30	55	66	4	34	66
WXGT	Col, OH	7.2	17.4	12.2	33	51	64	3	40	60
WKRQ	Cinci	8.2	15.4	10.2	39	50	59	2	33	67
WKZW	Peoria	9.3	13.5	13.8	33	50	65	2	41	59
KIIK	Daven-RI	10.0	12.5	10.0	13	62	79	8	44	56
KDON-F	Sal-Mont	9.4	13.4	5.8	36	57	64	0	53	47
WKDD	Akron	9.0	14.1	10.4	17	66	78	5	37	63
KRQQ	Tucson	8.6	14.7	10.2	27	58	73	0	51	49
WKFR	Kala	9.1	13.8	10.4	15	61	78	7	36	64
WMHE	Toledo	7.6	16.5	5.5	9	62	84	7	41	59
WMC-F	Memphis	9.1	13.9	7.0	20	64	75	5	39	61
WGTZ	Dayton	7.0	17.9	13.1	43	46	57	0	36	64
KAFM	Dallas	7.2	17.4	10.2	36	55	64	0	44	56
WQXI-F	Atl	8.8	14.3	4.7	4	74	93	3	49	51
WZGC	Atl	8.9	14.1	9.1	42	41	54	4	42	58
KBEQ-F	KC	7.0	18.0	8.7	30	58	67	3	31	69
KKBQ-F	Houston	9.2	13.7	9.4	31	58	68	1	42	58
KOAK	Denver	7.6	16.5	4.3	14	65	83	3	42	58
KPKE	Denver	9.5	13.3	10.2	43	48	57	0	42	58
KIMN	Denver	7.4	16.9	10.9	8	60	83	9	42	58
WHYI	Miami	8.5	14.8	6.8	18	59	75	7	49	51
WINZ-F	Miami	8.0	15.7	4.9	32	40	59	9	38	62
WEZB	New Or	8.2	15.5	8.4	27	54	68	5	40	60
WQUE-F	New Or	7.2	17.4	7.3	17	71	81	2	58	42
WBZZ	Pitts	9.0	14.1	9.3	31	54	65	4	39	61
KKRZ	Port, O	9.3	13.5	12.4	34	52	63	3	45	55
KUBE	Seattle	8.5	14.8	8.2	13	72	87	0	49	51
KNBQ	Seattle	6.5	19.4	10.2	25	63	72	3	42	58
WRBQ-F	Tampa	10.4	12.1	14.5	17	52	72	11	49	51
KTFM	San Ant	9.1	13.9	7.8	14	59	75	11	33	67
WMAR	Balt	7.2	17.5	6.0	41	47	56	3	42	58
KCPX-F	Salt Lake	7.7	16.3	7.2	41	48	56	3	52	48
KZZP-F	Phoenix	7.5	16.9	8.9	34	55	65	1	46	54
WKTI	Milw	5.8	21.6	4.5	14	68	82	4	49	51
WKXX	Birm	8.0	15.7	6.4	24	57	72	4	47	53
WBCY	Char, NC	8.9	14.2	7.0	15	65	80	5	44	56
WLRS	Louis	8.0	15.7	10.2	39	53	60	1	46	54
KJYO	Okl City	8.2	15.3	5.4	37	48	61	2	45	55
WGFM	Albany	6.8	18.5	7.7	28	51	69	3	37	63
KHFI	Austin	10.6	11.9	17.9	33	55	64	3	43	57
WIVY	Jkville	9.4	13.4	12.0	14	62	80	6	42	58
KKYK	L. Rock	8.8	14.4	13.2	19	63	76	5	45	55
WRVQ	Richm	9.9	12.8	15.3	25	50	73	2	39	61
WPXY	Roch	7.6	16.5	9.1	26	57	70	4	44	56
KEYN	Wich	8.5	14.8	15.3	18	64	79	3	47	53
WGRD	G Rpds	7.4	17.1	13.4	45	49	54	1	55	45
WKRZ	WB-Scran	7.8	16.2	6.5	20	58	70	10	47	53
WDCG	Raleigh	7.9	15.9	13.6	28	60	72	0	40	60
WB JW	Orl	7.4	17.0	7.2	18	58	71	11	41	59
WLAN-F	Lanc	8.5	14.9	7.3	A40 18	66	82	0	48	52

TOP 40/CHR/CONTEMP

NATIONAL MEAN:		8.2	15.2	9.9	25.7	56.0	70.1	4.2	43.3	56.7
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WQQQ	A-B-E	11.9	10.6	11.6	32	53	68	0	50	50
WSTW	Wilm	9.2	13.6	5.2	9	63	82	9	35	65
KNMQ	Albuq	11.3	11.2	6.8	38	54	59	3	40	70
WFME	Baton R	10.2	12.3	15.8	29	51	67	4	49	51
WSSX	Char, SC	10.6	11.8	16.6	20	67	77	3	56	44
WSKZ	Char, SC	12.0	10.5	19.6	28	59	69	3	47	53
WNOK	Col, SC	10.3	12.2	16.8	17	60	73	10	47	53
KZFM	Corpus Chr	10.8	11.7	12.8	35	53	64	1	43	57
KAMZ	El Paso	11.0	11.4	16.4	19	56	75	6	39	61
WMEE	F. Wayne	11.9	10.6	21.0	24	52	70	6	37	63
KYNO-F	Fresno	6.6	19.0	5.4	25	53	69	6	47	53
WANS	Green-Sp	9.7	13.0	6.9	34	54	62	4	35	65
KQMQ	Hono	9.1	13.8	9.0	32	55	68	0	59	41
WAMX	Hunting	10.3	12.2	12.4	30	48	61	9	43	57
WQUT	JC-Kings	11.6	10.8	19.8	28	57	70	2	37	63
WVIC	Lansing	9.0	14.0	14.6	23	66	75	2	50	50
KLUC	L. Vegas	9.5	13.3	8.5	28	52	67	5	40	60
WXLK	Roanoke	13.6	9.3	23.6	19	56	74	7	46	54
KMBQ	Shreve	11.5	11.0	22.8	28	68	72	0	52	48
KZZU	Spokane	11.3	11.2	12.4	30	54	66	4	57	43
WHOT-F	Young	10.2	12.3	9.3	19	63	75	6	51	49

AOR

NATIONAL MEAN:		9.7	13.0	11.4	18.5	73.8	80.0	1.5	69.1	30.9
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WNEW-F	NY	9.6	13.2	5.6	12	67	78	10	60	40
KLOS	LA	7.1	17.7	4.0	15	77	84	1	74	26
KNET	LA	6.7	18.8	3.9	19	73	80	1	71	29
KGB	SD	11.0	11.5	15.9	15	79	83	1	82	18
WLUP	Chi	7.5	16.8	5.2	6	85	93	1	76	24
WXRT	Chi	10.2	12.3	5.6	2	90	96	2	79	21
WMMR	Phila	8.7	14.4	6.2	16	74	81	3	72	28
KFOG	SF	8.5	14.9	7.8	1	87	93	6	64	36
KRQR	SF	7.3	17.2	8.1	12	82	87	1	79	21
WHJY	Prov	11.5	11.0	12.5	25	67	74	1	75	25
WHCN	Hast	8.2	15.4	7.7	21	73	79	0	75	25
WLZZ	Detr	6.5	19.4	4.7	32	60	67	1	67	33
WRIF	Detr	7.7	16.3	3.6	11	78	87	2	71	29
WBCN	Boston	11.0	11.4	11.8	10	82	87	3	67	33
WWDC-F	Wash	8.9	14.5	10.7	20	69	78	2	73	27
KQRS+	Minn	8.5	14.8	11.1	32	64	68	0	78	22
KSHE	St. Lou	13.7	9.2	16.7	23	72	77	0	74	26
WFBQ	Indy	11.6	10.8	14.0	12	78	88	0	66	34
WMMS	Cleve	10.4	12.1	12.5	14	82	85	1	64	36
WLVQ	Col, OH	11.5	11.0	19.1	16	78	83	1	67	33
WEBN	Cinci	10.2	12.3	11.7	16	75	83	1	75	25
WXLN	Daven-RI	10.2	12.4	16.4	19	72	80	1	73	27
WAAF	Worc	10.1	12.5	10.0	29	64	71	0	68	32
WIOT	Toledo	9.5	13.2	10.7	12	77	87	1	66	34
WZXR	Memphis	8.6	14.6	10.8	31	61	68	1	65	35
WTUE	Dayton	10.2	12.3	12.6	13	82	85	2	61	39
KTXQ	Dallas	7.7	16.4	5.5	19	75	81	0	69	31
WKLS	Atl	9.2	13.7	10.3	25	68	74	1	69	31
KSRH	Houston	7.9	15.9	9.1	23	71	77	0	77	23
KAZY	Denver	7.8	16.2	6.6	9	86	91	0	72	28
KBPI	Denver	5.9	21.4	2.3	24	67	76	0	67	33
WKDF	Nash	12.9	9.8	18.1	25	70	75	0	65	35
WDVE	Pitts	9.6	13.1	12.8	16	78	83	1	69	31
KINK	Port, O	10.4	12.1	6.7	0	77	98	2	59	41
KISW	Seattle	9.2	13.7	8.9	18	78	82	0	83	17
WYNF	Tampa	12.2	10.3	19.5	26	68	70	4	62	38
KISS	San Ant	9.5	13.3	10.1	29	68	70	1	72	28
WIYY	Balt	9.8	12.8	10.2	19	74	80	1	65	35
KDKB	Phoenix	6.0	21.0	4.6	25	70	74	1	67	33
WQFM	Milw	11.7	10.8	12.4	23	75	76	1	74	26

		<u>AOR</u>								
NATIONAL MEAN:		9.7	13.0	11.4	18.5	73.8	80.0	1.5	69.1	30.9
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WAPI-F	Birm	9.2	13.7	8.8	25	65	70	5	83	17
WQMF	Louis	8.9	14.1	9.3	21	74	79	0	69	31
WNOR-F	Norfolk	9.6	13.2	14.1	11	82	87	2	77	23
KZAP	Sacra	9.4	13.5	10.0	17	78	83	0	74	26
WPYX	Albany	10.5	12.0	12.2	17	76	81	2	59	41
WKZL	Greens/WS	10.2	12.4	15.3	21	70	77	2	54	46
WFYV	Jkville	12.1	10.4	15.4	15	74	79	6	70	30
WRXL	Richm	9.8	12.9	14.6	14	76	86	0	64	36
WCMF	Roch	10.4	12.1	9.7	15	78	84	1	68	32
KICT	Wich	12.3	10.2	18.8	20	70	80	0	74	26
KGGG	Des M	10.8	11.7	19.7	22	69	75	3	55	45
WEZX	WB-Scran	11.1	11.4	8.9	20	77	79	1	68	32
WDIZ	Orl	9.8	12.8	10.1	14	74	84	2	73	27
WTPA	Harris	13.4	9.4	18.5	18	77	80	2	62	38
WZZO	A-B-E	8.2	15.4	9.5	15	74	84	1	57	43
WXL	Albuq	8.9	14.1	7.9	18	80	82	0	67	33
WAPL	App-Osh	10.9	11.6	10.6	17	73	79	4	70	30
KILO	Col Spg	11.9	10.6	16.7	21	75	79	0	70	30
KNCN	Corpus Chr	11.9	10.5	16.8	33	64	67	0	65	35
KLAQ	El Paso	11.2	11.3	14.4	19	75	80	1	72	28
WWCK	Flint	9.7	13.1	12.0	32	60	65	3	65	35
WXKE	F. Wayne	9.8	12.8	15.6	27	73	73	0	75	25
KKDJ	Fresno	14.1	9.0	14.8	16	75	80	4	66	34
WIMZ	Knox	12.3	10.2	12.2	19	73	80	1	55	45
KEZO	Omaha	11.6	10.9	13.3	20	69	77	3	65	35
KOZZ	Reno	11.6	10.8	16.8	16	71	80	4	65	35
KEZE	Spokane	12.3	10.2	23.3	18	71	82	0	76	24

		<u>AC/OLDIES/SOFT</u>								
NATIONAL MEAN:		8.2	15.2	7.0	3.7	59.6	87.8	8.5	41.0	59.0
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WCBS-F	NY	8.0	15.8	6.5	1	42	88	11	53	47
WLTW	NY	10.0	12.7	5.8	1	41	81	18	37	63
WNBC	NY	6.4	19.7	4.3	3	54	87	10	62	38
WYNY	NY	6.0	21.1	4.3	3	62	87	10	38	62
KFI	LA	5.6	22.3	5.5	5	37	78	17	49	51
KMGG	LA	6.7	18.3	3.4	6	59	87	7	46	54
KOST	LA	8.3	15.1	3.7	5	51	88	7	32	68
KRTH	LA	6.3	19.8	3.1	4	66	94	2	55	45
KBZT	SD	5.8	21.6	4.3	1	70	96	3	51	49
KLZZ	SD	8.0	15.8	10.3	6	74	94	0	31	69
WCLR	Chi	8.2	15.3	5.0	5	47	82	13	41	59
WFYR	Chi	6.0	21.1	3.9	3	61	87	10	36	64
WLAK	Chi	7.1	17.8	3.8	5	39	70	25	36	64
WMGK	Phila	9.8	12.8	3.5	3	58	87	10	44	56
KIOI	SF	5.9	21.4	3.5	5	66	88	7	42	58
WSNE	Prov	7.7	16.4	5.7	1	63	94	6	42	58
WIOF	Hart	8.1	15.6	3.5	3	49	90	7	46	54
WMJC	Detr	7.3	17.2	7.2	3	64	87	10	47	53
WNIC	Detr	7.0	17.9	3.9	7	58	84	9	41	59
WMJX	Boston	6.7	18.9	5.0	4	77	93	3	32	68
WROR	Boston	6.8	18.6	3.9	6	47	85	9	46	54
WLTT	Wash	7.9	16.1	5.6	2	59	95	3	36	64
WPGC-F+	Wash	7.1	17.8	4.5	6	62	89	5	41	59
KSTP-F	Minn	9.8	12.9	11.6	2	56	91	7	42	58
KSD	St. Lou	8.6	14.6	6.2	6	61	83	11	31	69
KYKY	St. Lou	7.2	17.6	7.3	2	66	94	6	37	63
WENS	Indy	8.8	14.3	9.3	4	55	91	5	37	63
WLTF	Cleve	8.6	14.7	7.8	5	56	89	6	45	55
WMJI	Cleve	7.6	16.6	7.6	4	58	86	10	43	57
WSNY	Col, O	7.5	16.8	5.8	5	58	91	4	27	73
WRRM	Cinci	9.2	13.6	9.5	3	54	82	10	38	62
WKBW	Buff	6.4	19.6	6.8	1	36	59	40	48	52
WBUF	Buffalo	8.3	15.1	4.9	2	61	88	10	46	54
KWAV	Sal-Mont	8.1	15.6	4.8	5	68	89	6	40	60
WHYN-F	Spring,MA	8.1	15.5	7.6	1	41	73	26	37	63



## AC/OLDIES/SOFT

NATIONAL MEAN:	8.2	15.2	7.0	3.7	59.6	87.8	8.5	41.0	59.0
	TSL	T/O RATIO	% EXCL	% TEENS	% 18-34	% 18-49	% 50+	% M	% F
WMAS-F Spring, MA	9.3	13.5	7.2	2	57	80	18	25	75
KCEE Tucson	10.1	12.4	12.9	3	60	91	6	56	44
WWWM Toledo	7.8	16.2	9.2	2	69	98	0	45	55
WRVR Memphis	9.5	13.3	8.8	4	64	89	7	43	57
KMGC Dallas	8.0	15.8	3.9	3	69	92	5	41	59
KVIL Dallas	10.0	12.6	10.1	2	54	88	10	36	64
WRMM Atl	10.0	12.6	6.5	1	53	91	8	49	51
KLSI KC	9.8	12.6	6.6	2	55	90	8	32	68
KUDL KC	7.8	16.2	5.4	3	56	88	9	40	60
KFMK Houston	7.9	15.9	7.3	2	64	94	4	43	57
KHTR Houston	8.8	14.3	2.9	5	73	91	4	40	60
KMJI Denver	8.3	15.1	6.4	3	70	95	2	41	59
WAIA Miami	7.5	16.9	4.6	14	50	80	6	27	73
WAXY Miami	7.6	16.5	4.6	3	64	93	4	56	44
WLVE Miami	6.1	20.7	2.4	3	72	91	6	41	59
WLAC-F Nash	8.6	14.6	12.2	5	66	90	5	41	59
WLTS-F New Or	11.4	11.1	10.0	3	73	92	5	37	63
WHYW Pitts	7.1	17.8	2.9	3	63	93	4	34	66
NWSW Pitts	7.8	16.2	5.6	6	55	81	13	46	54
KKCW Port, O	9.4	13.4	6.0	3	59	91	6	35	65
KEZX Seattle	8.2	15.4	5.0	0	83	100	0	58	42
KLSY Seattle	8.7	14.5	6.4	1	83	99	1	30	70
WIQI Tampa	10.6	11.9	9.2	1	54	87	12	47	53
KLLS-F San Ant	10.4	12.1	9.9	1	62	93	6	39	61
KLTQ Slat Lake	6.2	20.4	3.3	4	80	92	4	41	59
KKLT Phoenix	8.2	15.4	6.7	4	61	89	7	42	58
KLZI Phoenix	8.0	15.8	3.5	5	63	89	6	46	54
WMYX Milw	7.8	16.1	6.7	8	62	86	6	34	66
WMJJ Birm	9.8	12.8	10.9	2	61	95	3	36	64
WKJJ Birm	7.3	17.3	3.2	7	62	80	13	34	66
WLSY Norfolk	9.8	12.9	9.0	2	72	94	4	47	53
KXOA-F Sacra	9.1	13.8	7.0	1	57	90	9	44	56
WWOM Albany	9.6	13.1	5.3	6	44	91	3	40	60
KEYI Austin	9.8	12.9	8.3	1	79	96	3	48	52
WMAG Green/WS	8.2	15.3	9.4	7	49	84	9	39	61
WVOR Roch	11.0	11.5	11.4	4	50	87	9	40	60
WYYY Syra	10.0	12.6	16.6	4	68	89	7	39	61
KRAV Tulsa	10.3	12.2	13.8	5	67	91	4	44	56
WRMF W. Palm	12.5	10.0	14.9	2	46	88	10	44	56
KLYF Des M	9.9	12.7	4.8	4	53	86	10	51	49
WLHT G. Rpd	8.4	15.0	6.6	11	73	89	0	27	73
WRAL Raleigh	10.4	12.1	11.0	3	57	85	12	35	65
WJYO Orl	11.5	11.0	9.0	3	32	66	31	32	68
WSBA-F York	11.9	10.6	5.9	0	50	81	19	35	65
KDUK Eugene	9.4	13.4	12.3	4	52	96	0	42	58
WLEV A-B-E	10.8	11.6	7.7	3	56	84	13	30	70
KOB-F Albuq	11.6	10.9	9.0	3	70	90	7	36	64
WCRZ Flint	11.6	10.8	10.3	6	59	83	11	43	57
WFWQ-F F. Wayne	10.8	11.6	9.0	0	74	98	2	54	56
WFYE Fresno	7.6	16.5	5.9	6	64	83	11	41	59
WFBC Green-Sp	8.4	15.0	11.2	5	45	78	17	49	51
WKEE Hunting	7.8	16.2	7.0	12	55	75	13	40	60
WFMK Lansing	6.8	18.6	8.8	2	71	94	4	43	57
WHNN Saginaw	10.9	11.5	7.2	4	68	87	9	37	63
KKPL Spokane	8.6	14.7	8.2	4	61	88	8	38	62

		<u>BTFL/EZ</u>								
NATIONAL MEAN:		11.3	11.1	12.8	0.8	13.1	37.6	61.6	45.1	54.9
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WRFM	NY	10.4	12.1	7.2	0	8	33	67	48	52
WPAT-F	NY	9.7	13.0	8.0	1	13	37	62	45	55
KBIG	LA	9.4	13.3	8.8	2	22	58	40	42	58
KJOI	LA	12.7	9.9	11.6	1	9	35	64	44	56
KJQY	SD	11.7	10.7	11.2	1	9	30	69	38	62
WLOO	Chi	11.2	11.2	6.0	1	13	39	60	45	55
WEAZ	Phila	11.8	10.7	9.0	1	10	28	71	39	61
KABL-F	SF	8.7	14.6	6.0	1	7	34	65	38	62
WLKW-F	Prov	13.9	9.0	14.5	1	6	23	76	38	62
WRCH	Hart	11.4	11.0	7.5	1	14	34	65	35	65
WEZN	Bridge	12.3	10.1	10.5	0	10	29	71	46	54
KDUO	Riv-SB	12.3	10.2	19.0	1	9	30	69	36	64
WJOI	Detr	13.3	9.5	12.8	1	10	35	64	44	56
WJIB	Boston	8.8	14.2	7.5	2	8	30	68	37	63
WGAY	Wash	11.0	11.5	11.8	1	14	41	58	42	58
WAYL	Minn	12.2	10.3	7.9	2	12	46	52	38	62
KEZK	St. Lou	9.9	12.7	8.6	0	14	38	62	44	56
WXTZ	Indy	10.2	12.3	14.1	1	14	42	57	37	63
WDOK	Cleve	10.1	12.4	9.3	0	16	35	65	40	60
WJYE	Buff	9.2	13.7	9.9	1	11	37	62	33	67
WSWT	Peoria	12.9	9.8	15.9	0	15	34	66	34	66
WSRS	Worc	13.5	9.3	13.8	1	13	37	62	35	65
KJYK	Tucson	12.6	10.0	21.6	0	20	39	61	44	56
WQLR	Kala	12.3	10.1	8.1	0	21	54	46	46	54
WLQR	Toledo	10.8	11.7	14.3	1	20	38	61	44	56
WHIO-F	Dayton	11.3	11.2	11.8	1	13	40	59	45	55
KMEZ-F	Dallas	10.3	12.3	11.9	0	15	43	57	33	67
WPCH	Atl	12.0	10.5	9.3	0	21	54	46	43	57
KODA	Houston	10.8	11.6	9.1	1	17	59	40	45	55
KOSI	Denver	10.2	12.4	10.5	0	16	42	58	38	62
WLYF	Miami	12.4	10.1	17.3	1	6	30	69	44	56
WJQY	Miami	12.0	10.5	9.7	1	21	53	46	44	56
WBYU	New Or	12.7	9.9	14.5	1	12	31	68	33	67
WSHH	Pitt	12.6	10.0	14.3	1	9	28	71	41	59
KXL-F	Port, 0	13.9	9.1	16.7	1	6	34	65	42	58
KBRD	Seattle	13.2	9.5	10.8	1	6	24	75	32	68
KSEA	Seattle	8.7	14.4	8.6	1	16	35	64	32	68
WWBA	Tampa	15.1	8.4	26.4	0	8	18	82	42	58
KQXT	San Ant	11.9	10.6	13.2	3	13	41	56	39	61
WLIF	Balt	12.6	10.0	8.5	0	12	33	67	38	62
KSFI	Slat Lake	9.4	13.4	8.4	2	19	49	49	35	65
KQYT	Phoenix	11.2	11.3	10.6	0	16	33	67	39	61
WEZW	Milw	11.9	10.6	9.2	1	14	46	53	39	61
WFOG	Norfolk	13.0	9.7	15.2	2	12	43	55	43	57
KKNG	Okla City	14.7	8.6	31.2	1	12	27	72	48	52
KCTC	Sacra	10.7	11.8	13.6	1	15	44	55	44	56
KPEZ	Austin	11.0	11.4	10.0	0	22	55	45	38	62
WGLD	Green/WS	10.4	12.1	14.9	0	7	35	65	38	62
WKTZ	Jkville	10.6	11.8	17.7	1	10	40	59	47	53
WEZO	Roch	10.5	12.0	11.5	0	16	43	57	45	55
KBEZ	Tulsa	12.2	10.4	13.3	1	14	43	56	37	63
WEAT-F	W. Palm	14.3	8.8	21.2	0	7	20	80	34	66
WOOD-F	G. Rpds	10.2	12.3	10.5	0	14	31	69	31	69
WWLV	Daytona	12.8	9.9	27.0	0	4	18	82	50	50
WEZV	F. Wayne	11.0	11.4	11.4	2	20	53	45	43	57
WSPA	Green/Sp	13.0	9.7	15.3	0	21	38	62	40	60
KXTZ	L. Vegas	13.1	9.6	21.4	0	11	44	56	40	60
KXLY	Spokane	10.2	12.3	19.8	1	14	38	61	33	67
WKBN	Young	10.7	11.8	7.5	0	17	39	61	38	62

MOR/VARIETY

NATIONAL MEAN:		8.6	14.7	11.1	1.3	16.4	43.8	54.9	43.0	57.0
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
KFMB	SD	7.9	15.8	7.4	2	30	72	26	55	45
WGN	Chi	10.3	12.3	7.3	1	12	38	61	43	57
WIP	Phila	7.1	17.8	6.0	2	13	46	52	41	59
KNBR	SF	6.8	18.5	8.2	3	25	54	43	48	52
WTIC	Hart	11.0	11.4	13.5	2	8	32	66	40	60
WELI	N. Haven	9.7	13.0	6.2	1	11	32	67	48	52
WICC	Bridge	9.4	13.4	8.2	3	22	59	38	40	60
WJR	Detr	10.1	12.5	12.5	2	9	35	63	51	49
WBZ	Boston	9.4	13.4	9.0	2	11	39	59	35	65
WHDH	Boston	10.2	12.3	8.9	1	20	43	56	43	57
WMAL	Wash	9.6	13.1	10.1	1	12	40	59	43	57
WCCO	Minn	11.0	11.4	16.8	1	10	32	67	45	55
WIBC	Indy	11.0	11.5	13.2	1	17	41	58	36	64
WTVN	Col,OH	8.9	14.2	15.0	1	25	59	40	50	50
WKRC	Cinci	8.2	15.4	10.7	2	29	67	31	46	54
WLW	Cinci	6.7	18.7	6.1	2	21	50	48	55	45
WBEN	Buff	6.7	18.9	8.0	3	17	37	60	52	48
WGR	Buff	5.9	21.4	6.8	1	26	67	32	37	63
WJBC	Bloom	13.7	9.2	20.8	0	23	45	55	39	61
WAKR	Akron	9.3	13.6	13.9	0	9	28	72	43	57
WKZO	Kala	8.2	15.4	9.4	0	8	36	64	42	58
WSPD	Toledo	7.6	16.6	13.2	1	15	41	58	31	69
WHIO	Dayton	7.0	18.1	10.1	0	11	38	62	38	62
WSB	Atl	8.3	15.2	11.3	1	12	35	64	42	58
KHOW	Denver	7.8	16.1	13.3	5	24	73	22	42	58
KDKA	Pitt	10.2	12.4	11.2	1	10	29	70	39	61
KEX	Port, O	7.6	16.6	13.5	2	10	69	29	42	58
KOMO	Seattle	7.7	16.5	9.1	0	12	42	58	47	53
WFLA	Tampa	8.7	14.5	8.4	4	6	21	75	39	61
WBAL	Balt	9.9	12.8	9.7	0	7	24	76	39	61
KSL	Salt Lake	8.0	15.8	9.2	3	30	57	40	45	55
KOY	Phoenix	8.0	15.7	7.0	0	18	56	44	39	61
WTMJ	Milw	8.9	14.2	11.4	1	14	31	68	46	54
WBT	Char, NC	11.0	11.5	15.6	1	20	48	51	44	56
WHAS	Louis	7.9	15.9	11.0	2	29	55	43	44	56
WTAR	Norfolk	7.0	18.1	12.1	0	20	56	44	53	47
WGY	Albany	7.9	15.9	13.9	2	16	36	62	38	62
WROW	Albany	10.2	12.4	8.4	1	10	31	68	40	60
WRVA	Richm	8.4	15.0	13.7	1	13	35	64	35	65
WSYR	Syra	8.8	14.3	13.1	2	13	28	70	45	55
KRMG	Tulsa	8.0	15.8	11.8	1	16	43	56	45	55
WOOD	G. Rpds	9.1	13.9	13.6	1	14	38	61	36	64
WARM	WB/Scran	9.6	13.1	9.1	2	16	48	50	42	58
WHP	Harris	9.6	13.1	11.0	0	7	24	76	39	61
KUGN	Eugene	6.8	18.4	11.5	0	20	54	46	46	54
KOB	Albuq	10.2	12.4	12.7	3	14	36	61	48	52
WOWO	F. Wayne	7.7	16.3	15.6	1	24	47	52	45	55
KSSK	Hono	9.7	13.0	12.4	2	29	64	34	33	67
WIBA	Mad	7.4	17.0	6.7	0	21	49	51	44	56
KFAB	Omaha	13.2	9.6	20.2	1	11	36	63	40	60
WSGW	Saginaw	10.4	12.1	11.4	1	13	32	67	42	58
WKBN	Young	6.6	19.0	5.9	0	19	49	51	58	42

COUNTRY

NATIONAL MEAN:		10.3	12.2	16.1	2.6	31.6	65.4	32.0	49.6	50.4
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WHN	NY	7.7	16.4	5.0	3	22	54	43	45	55
KZLA	LA	8.5	14.9	9.4	2	28	65	33	49	51
WMAQ	Chi	6.8	18.6	3.5	2	18	47	51	53	47
WUSN	Chi	9.7	13.0	13.0	2	28	66	32	47	53
WXTU	Phila	12.9	9.8	14.0	3	26	71	26	60	40

		COUNTRY								
NATIONAL MEAN:		10.3	12.2	16.1	2.6	31.6	65.4	32.0	49.6	50.4
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
KSAN	SF	6.2	20.2	6.6	2	40	82	16	50	50
WCXI-F	Detr	6.0	21.0	8.3	3	18	57	40	46	54
WWWW	Detr	9.2	13.6	7.4	2	24	60	38	44	56
WMZQ+	Wash	9.0	13.9	9.3	5	33	67	28	48	52
KEEY	Minn	9.9	12.9	9.7	4	39	75	21	46	54
WIL-F	St. Lou	10.2	12.4	14.3	4	27	64	32	47	53
WFMS	Indy	12.2	10.3	21.4	2	37	73	25	48	52
WKXF	Cinci	9.5	13.2	10.1	4	45	76	20	57	43
WYRK	Buff	13.1	9.6	12.7	4	28	61	35	64	36
WXCL	Peoria	11.4	11.0	18.1	0	29	60	40	46	54
WLLR	Daven-RI	11.4	11.1	15.7	8	31	58	34	43	57
KCUB	Tucson	11.6	10.9	18.7	1	27	51	48	51	49
WKLR	Toledo	11.4	11.0	9.6	1	40	72	27	45	55
WMC	Memphis	9.5	13.3	19.4	0	12	47	53	48	52
WGKX	Memphis	9.0	14.0	18.5	0	53	80	20	59	41
KPLX	Dallas	10.7	11.8	12.6	8	47	78	14	44	56
WBAP	Dallas	9.4	13.3	15.3	1	18	48	51	57	43
WKHX	Atl	9.6	13.2	12.2	2	36	69	29	51	49
KFKF-F	KC	9.7	13.0	13.7	3	33	79	18	54	46
WDAF	KC	10.4	12.1	15.7	1	26	54	45	49	51
KIKK-F	Houston	10.4	12.1	14.3	4	45	81	15	52	48
KXAS	Houston	9.2	13.6	10.9	5	38	82	13	48	52
KLZ	Denver	9.6	13.1	11.6	0	27	61	39	52	48
KYGO	Denver	10.0	12.6	7.7	2	22	63	35	52	48
WSIX-F	Nash	9.3	13.5	13.1	0	30	65	35	41	59
WSM-F	Nash	11.2	11.3	13.5	1	44	77	22	45	55
WNOE-F	New Or	10.6	11.9	14.8	2	32	62	36	50	50
KRPM	Seattle	10.9	11.5	6.6	1	15	56	43	54	46
WQYK	Tampa	13.5	9.4	21.4	1	13	45	54	45	55
WSUN	Tampa	10.7	11.8	18.8	2	24	48	50	57	43
KAJA	San Ant	10.8	11.7	11.7	9	44	74	17	52	48
KKYX	San Ant	10.8	11.7	10.2	0	24	50	50	61	39
WPOC	Balt	10.5	12.0	14.0	3	29	64	33	48	52
KNIX-F	Phoenix	9.3	13.5	15.3	3	38	74	23	47	53
WMIL	Milw	9.7	13.0	10.7	2	32	66	32	46	54
WZZK	Birm	10.5	12.0	15.2	4	40	76	20	50	50
WSOC-F	Char, NC	12.4	10.2	26.3	4	30	62	34	49	51
WAMZ	Louis	10.3	12.2	12.2	3	39	72	25	50	50
KXXY-F	Ok1 City	10.8	11.7	10.9	3	38	84	13	50	50
KRAK	Sacra	8.8	14.4	17.8	0	15	44	56	48	52
KASE	Austin	13.2	9.6	24.9	5	35	63	32	48	52
WTQR	Green/WS	11.1	11.4	22.0	3	26	65	32	53	47
KSSN	L. Rock	11.6	10.9	19.7	3	28	68	29	43	57
KVOO	Tulsa	12.8	9.9	23.4	1	16	47	52	51	49
KWEN	Tulsa	11.1	11.4	16.7	6	44	83	11	49	51
KFDI-F	Wich	9.8	12.8	18.4	3	49	75	22	56	44
WIRK	W. Palm	13.3	9.4	24.7	5	29	69	26	59	41
KSO	Des M	14.2	11.8	22.6	0	18	57	43	50	50
WWKA	Orl	13.1	9.6	19.7	6	33	63	31	45	55
WRKZ	Harris	9.4	13.5	16.0	2	29	73	25	54	46
WXKW	A-B-E	11.2	11.2	17.2	0	20	51	49	50	50
WYNK-F	Baton R	8.6	14.6	21.0	0	38	71	29	52	48
KYKR	Beau-PA	12.2	10.3	20.8	0	28	52	48	35	65
WEZL	Char, SC	12.6	10.0	24.3	1	31	61	38	45	55
KKCS-F	Col Spg	12.5	10.0	13.8	2	56	82	18	59	41
WCOS-F	Col, SC	15.0	8.4	25.6	1	44	75	24	51	49
KHEY-F	El Paso	9.3	13.6	10.9	3	42	85	12	52	48
WESC	Green/Sp	9.4	13.4	12.9	4	22	63	33	55	45
WTCR	Hunting	9.5	13.2	17.2	3	33	66	31	45	55
WXBQ	JC/Kings	12.1	10.4	19.8	4	40	73	23	43	57
WIVK	Knox	13.7	9.2	19.8	2	28	65	33	46	54
WVLK-F	Lexing	9.9	12.8	20.9	2	45	69	29	41	59
KLLL	Lubbock	12.5	10.1	18.0	2	48	67	31	47	53
WKSJ	Mobile	11.1	11.4	21.3	3	24	61	36	43	57
KDRK	Spokane	15.1	8.4	21.6	1	31	71	28	51	49
WQIK	Jkville	11.3	11.2	26.5	6	24	50	44	49	51

NEWS/TALK

NATIONAL MEAN:		7.7	16.3	9.1	1.1	12.8	32.0	66.9	49.6	50.4
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WABC	NY	5.8	21.7	3.2	1	17	37	62	43	57
WCBS	NY	6.7	18.7	6.2	1	10	28	71	54	46
WINS	NY	6.9	18.3	7.4	2	14	35	63	47	53
WOR	NY	11.5	11.0	9.0	1	4	14	85	32	68
KABC	LA	10.4	12.1	8.9	1	11	34	65	47	53
KFWB	LA	5.7	22.2	7.5	1	11	31	68	52	48
KNX	LA	6.5	19.3	7.8	1	10	30	69	51	49
KSDO	SD	7.8	16.1	9.9	2	13	31	67	51	49
WBBM	Chi	6.0	20.8	5.8	1	12	32	67	55	45
WIND	Chi	8.3	15.2	4.7	1	12	28	71	41	59
KYW	Phila	5.8	21.6	7.6	2	16	36	62	45	55
WCAU	Phila	6.9	18.2	3.7	2	14	39	59	61	39
KCBS	SF	6.1	20.5	6.4	1	11	31	68	57	43
KGO	SF	9.8	12.9	10.7	1	13	35	64	39	61
WEAN	Prov	6.5	19.4	5.6	1	12	22	77	44	56
WPOP	Hart	8.7	14.5	10.5	2	5	17	81	53	47
WMJ	Detr	8.0	15.8	9.0	2	12	28	70	50	50
WEEI	Boston	7.2	17.6	6.6	1	16	31	68	55	45
WRKO	Boston	10.1	12.4	7.8	1	17	29	70	37	63
WTOP	Wash	5.6	22.6	7.2	1	22	53	46	68	32
KSTP	Minn	7.2	7.6	4.2	3	33	54	43	61	39
KMOX	St. Lou	11.6	10.9	15.4	1	12	33	66	47	53
WJW	Cleve	8.7	14.5	6.5	0	4	18	82	26	74
WCKY	Cinci	9.2	13.6	10.3	1	6	26	75	41	59
WOC	Daven-RI	9.9	12.7	9.3	0	6	20	80	42	58
KRLD	Dallas	8.0	15.7	12.9	1	13	37	62	52	48
KCMO	KC	7.6	16.5	6.2	1	20	40	59	51	49
KPRC	Houston	8.4	15.0	8.6	1	7	33	66	48	52
KTRH	Houston	6.3	18.5	8.8	1	14	33	66	58	42
KOA	Denver	6.0	20.8	7.8	2	17	38	60	51	49
WINZ	Miami	7.6	16.5	9.2	1	13	29	70	51	49
WIOD	Miami	6.7	18.9	5.4	2	12	37	61	53	47
KIRO	Seattle	8.0	15.8	9.0	2	19	48	50	51	49
WOAI	San Ant	8.7	14.5	7.0	0	11	29	71	50	50
KTAR	Phoenix	11.1	11.3	16.8	0	9	27	73	58	42
KTOK	Ok1 City	10.1	12.5	20.9	1	17	34	65	38	62
KFBK	Sacra	7.3	17.1	5.8	0	14	33	67	54	46
WSJS	Green/WS	10.0	12.6	14.2	1	10	33	66	41	59
WHO	Des M	9.6	13.1	14.3	1	9	22	77	42	58
KMJ	Fresno	10.2	12.4	12.0	1	12	29	70	56	44
KOH	Reno	8.5	14.8	21.9	0	16	37	63	53	47

BLACK/URBAN

NATIONAL MEAN:		10.7	11.8	11.0	17.6	55.9	73.5	8.9	45.5	54.5
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WBSL	NY	8.9	14.2	3.2	12	53	83	5	44	56
WAKS	NY	10.5	12.0	6.4	32	47	62	6	39	61
KJLH	LA	7.3	17.3	3.7	11	74	86	3	51	49
KUTE-F	LA	7.4	17.0	3.2	3	66	91	6	55	45
KDAY	LA	8.2	15.3	6.8	37	48	55	8	38	62
WGCI-F	Chi	10.4	12.2	6.9	15	56	77	8	43	57
WDAS-F	Phila	10.6	11.9	4.8	7	57	85	8	44	56
WUSL	Phila	11.1	11.4	8.6	27	57	70	3	41	59
KBLX	SF	7.9	16.0	7.0	1	73	98	1	49	51
KSOL	SF	8.4	15.0	6.4	19	64	81	0	51	49
WJLB	Detr	9.0	14.0	5.3	31	52	62	7	47	53
WKYS	Wash	10.4	12.1	4.6	18	58	77	5	40	60
WHUR	Wash	8.7	14.6	3.5	9	59	80	11	50	50
KMJM	St. Lou	14.1	8.9	13.8	20	52	74	6	48	52
WTLC	Indy	15.8	8.0	23.3	10	51	64	26	50	50
WZAK	Cleve	10.7	11.8	7.2	17	56	75	8	44	56
WBLZ	Cin	8.0	15.7	5.6	27	53	72	1	35	65
WBLK	Buff	14.8	8.5	10.6	16	46	75	9	27	73
WDIA	Memphis	6.6	19.0	6.4	14	34	54	32	44	56
WHRK	Memphis	9.3	13.6	4.3	22	56	76	2	54	46

BLACK/URBAN

NATIONAL MEAN:		10.7	11.8	11.0	17.6	55.9	73.5	8.9	45.5	54.5
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
KKDA-F	Dallas	11.9	10.5	15.4	17	65	80	3	45	55
KNOK	Dallas	7.7	16.5	7.2	28	48	63	9	41	59
WVEE	Atl	10.8	11.6	12.3	15	64	83	2	46	54
KMJQ	Houston	12.5	10.1	11.6	17	62	76	7	44	56
WEDR	Miami	14.1	8.9	10.3	16	51	67	17	56	44
WQQK	Nash	16.1	7.8	13.7	28	60	70	2	47	53
WYLD-F	New Or	16.8	7.5	24.0	15	60	77	8	46	54
WAMO-F	Pitt	8.9	14.2	13.5	19	54	72	9	45	55
WXYV	Balt	10.6	11.9	9.1	17	58	78	5	45	55
WENN-F	Birm	13.9	9.1	9.4	18	50	66	16	40	60
WPEG	Char, NC	12.4	10.2	28.0	25	54	74	1	51	49
WLOU	Louis	15.0	8.4	21.7	14	50	65	21	44	56
WOWI	Norfolk	9.0	14.0	4.7	18	59	72	10	55	45
WQMG	Green/WS	14.7	8.6	13.7	17	67	81	2	49	51
WPLZ	Richm	11.8	10.7	7.7	13	63	77	10	50	50
KHYS	Beau-PA	18.5	6.8	27.2	20	55	69	11	47	53
WWWZ	Char, SC	12.7	9.9	17.2	17	60	76	7	51	49
WDZZ	Flint	14.0	9.0	29.9	16	51	73	11	40	60
WHYZ	Green/Sp	13.9	9.0	9.5	11	41	63	26	36	64
WBLX	Mobile	14.9	8.4	14.4	15	61	76	9	44	56
KOKA	Shreve	11.7	10.7	9.3	17	46	59	24	48	52

NOSTALGIA

NATIONAL MEAN:		11.1	11.3	14.0	0.4	3.5	16.7	82.9	43.3	56.7
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WNEW	NY	10.5	12.0	8.6	1	7	22	77	50	50
KMPC	LA	8.2	15.3	8.8	1	4	16	83	47	53
WJJD	Chi	10.5	12.0	11.3	1	1	13	86	39	61
WPEN	Phila	12.1	10.4	7.6	0	2	16	84	50	50
KSFO	SF	6.9	18.3	6.8	3	13	46	51	58	42
WRTH	St. Lou	10.3	12.2	10.8	1	1	15	84	44	56
WBBG	Cleve	10.3	12.2	10.7	0	3	15	85	42	58
WECK	Buff	13.7	9.2	7.8	1	1	14	85	45	55
WMAS	Spring,MA	12.4	10.1	18.1	0	3	11	89	43	57
KJLA	KC	10.6	11.9	17.3	0	0	10	90	41	59
KQUE	Houston	12.3	10.3	13.1	0	13	35	65	41	59
KEZW	Denver	11.9	10.5	21.2	1	0	16	83	44	56
WJAS	Pitt	11.0	11.4	4.6	0	4	15	85	46	54
KYTE	Port,0	13.5	9.4	19.7	0	1	12	88	37	63
KIXI	Seattle	10.6	11.9	11.6	0	2	20	80	51	49
WDAE	Tampa	11.6	10.9	15.0	0	2	9	91	47	53
WGUL-F+	Tampa	15.1	8.3	38.0	0	0	15	85	29	71
KLUB	Salt Lake	10.2	12.4	15.5	0	5	12	88	43	57
WOKY	Milw	10.3	12.2	9.9	0	6	16	84	40	60
KXOA	Sacra	10.4	12.2	16.3	0	5	22	78	46	54
WNAK	WB/Scran	22.6	5.6	16.5	0	2	5	95	34	66
WROD	Daytona	13.4	9.4	19.5	0	2	12	88	35	65

RELIGION/GOSPEL

NATIONAL MEAN:		7.7	16.3	11.0	1.5	30.5	57.5	41.0	30.8	69.2
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WFME	NY	10.3	12.2	12.3	3	7	60	37	20	80
WCFL	Chi	4.0	31.3	5.9	6	34	49	45	42	58
WZZD	Phila	8.6	14.7	6.2	0	19	50	50	22	78
KFAX	SF	5.7	22.0	4.1	0	22	49	51	27	73
WROL	Boston	7.5	16.8	-1	0	15	28	72	34	66
KFLT	Tucson	9.8	12.8	27.8	0	30	65	35	30	70
KPBC	Dallas	13.1	9.6	6.9	3	68	91	6	49	51
KGOL	Houston	8.8	14.4	7.4	3	59	83	14	19	81
WPIT-F	Pitt	5.7	22.2	4.4	0	29	53	47	23	77
WDJC	Birm	5.5	23.0	12.4	4	44	64	32	25	75
WPCE	Norfolk	11.3	11.1	23.1	0	19	67	33	34	66
KFIA	Sacra	10.2	12.3	12.7	0	30	54	46	24	76
WDAC-F	Lanc	13.6	9.3	19.5	0	20	35	65	52	48

SPANISH

NATIONAL MEAN:		14.2	9.0	16.3	1.8	29.9	59.9	38.3	43.3	56.7
		TSL	T/O RATIO	% EXCL	% TEENS	% 18-34	% 18-49	% 50+	%M	%F
WADO	NY	21.8	5.8	20.3	1	6	44	55	30	70
WSKQ	NY	21.9	5.6	24.4	3	41	60	37	57	43
KLVE-F	LA	9.7	12.9	11.1	2	44	79	19	41	59
KTNQ	LA	10.9	11.6	14.4	2	44	77	21	56	44
WOJO	Chi	16.0	7.9	30.4	2	38	86	12	44	56
KIQI	SF	19.0	6.6	8.4	0	10	36	64	34	66
KXEW	Tucson	14.5	8.7	23.2	0	32	63	37	27	73
KSSA	Dallas	10.7	11.7	3.1	0	64	97	3	53	47
KXYZ	Houston	12.5	10.1	8.5	3	79	97	0	57	43
WQBA	Miami	12.9	9.7	14.8	1	7	27	72	42	58
WCMQ-F	Miami	13.0	9.7	12.0	5	26	64	31	38	62
WOCN	Miami	16.1	7.8	11.0	0	8	31	69	77	23
KCOR	San Ant	14.2	8.9	25.1	1	16	43	56	29	71
KCCT	Corpus C	13.0	9.7	14.9	2	26	57	41	54	46
KAMA	El Paso	14.8	8.5	9.5	4	19	50	46	20	80
KGBT	McAllen	15.8	8.0	29.5	2	18	48	50	34	66

CLASSICAL

NATIONAL MEAN:		8.2	15.2	6.9	1.0	21.3	51.6	47.4	50.9	49.1
		TSL	T/O RATIO	% EXCL	% TEENS	% 18-34	% 18-49	% 50+	%M	%F
WNCN	NY	10.2	12.3	8.4	0	37	68	32	48	52
WQXR	NY	8.5	15.0	5.6	1	15	35	64	46	54
KFSD	SD	8.3	15.3	9.9	0	35	58	42	53	47
WFMT	Chi	7.0	18.0	3.5	4	19	52	44	51	49
WFLN	Phila	7.1	17.8	2.7	0	19	54	46	59	41
KDFC-F+	SF	8.0	15.7	4.7	1	22	56	43	48	52
KKHI+	SF	8.0	15.7	10.9	1	13	35	64	56	44
WQRS	Detr	9.9	12.7	4.2	1	31	52	47	48	52
WCRB	Boston	5.7	21.9	3.4	2	15	47	51	60	40
WGMS+	Wash	8.3	15.2	8.1	2	23	63	35	47	53
WCLV	Cleve	9.2	13.7	6.6	0	26	60	40	48	52
KLEF	Houston	9.4	13.4	8.5	1	17	62	37	49	51
KVOD	Denver	10.4	12.1	9.4	1	13	49	50	43	57
WTMI	Miami	7.7	16.3	9.4	1	17	35	64	50	50
KING-F	Seattle	9.2	13.8	6.3	1	23	67	32	60	40
KHEP-F	Phoenix	9.1	13.8	8.2	0	15	32	68	49	51

SECTION B

INDIVIDUAL MARKET REPORTS

NOTE: Following these definitions pages the Individual Market Reports can be found in alphabetical order.

DEFINITIONS, CLARIFICATIONS AND EXPLANATIONS

NOTE: Even long-time subscribers should read these pages very carefully. There have been numerous changes and additions to American Radio. It will greatly increase your understanding of the Individual Market Reports if you are familiar with the systems and methodologies used.

The best way to explain an Individual Market Report is to go through it section by section. We will use an imaginary market and will start with the top of the market report on the far left.

Arbitron Rank/Pop (12+): 49/512,000  
CMSA Rank/Pop: 37/672,000  
MSA Rank/Pop: 44/601,000  
ADI # 50  
Average Person Rating: 18.4  
Market TSL: 24.5 hours

The Arbitron rank is the 12+ population of the Arbitron metro survey area. The rank number (49 in this case) is the ranking among the 173 Arbitron Standard radio markets only. Markets without a full rating book are not included.

As you know the government has dropped its Standard Metropolitan Statistical Area (SMSA) designation in favor of the new designation - the Metropolitan Statistical Area (MSA). The MSA has caused a great deal of confusion and, in some places, consternation. For instance in the Kansas City market the old SMSA was split into two new MSA's - one for Kansas City, MO and one for Kansas City, KN. Naturally the market ranking dropped.

I have listed the new MSA ranking for each market along with the total population. Where the market has been split into two or more MSA's all of the MSA's are listed.

The Consolidated Metropolitan Statistical Area (CMSA) is a ranking which more closely resembles the old SMSA. It combines the MSA's in cases such as Kansas City (also Dallas-Ft. Worth, the San Francisco area, and others) and adds certain counties in other markets. Only the top 50 CMSA's are listed in American Radio. The population figures are for total persons.

The Arbitron ADI ranking can be found directly below the MSA rank.

The APR is the Average Person Rating. The APR indicates the percentage of the 12+ population which is using radio from 6AM-Midnight, Mon-Sun (the broadcast week). The APR is roughly comparable to television's Persons Viewing Television (PVT) figures.

Stations: 27/20  
Diaries: 701/730/53.5%  
Sample Target: 647  
Standard Error: .721  
% Below Line: 3.3  
% Not Listed: 8.6

There were 27 stations listed in the rating book for this market. Of those 27 a total of 20 stations were listed above the line (home to the Arbitron metro). Thus a total of seven stations were licensed to cities outside of the metro but they still qualified for inclusion in the rating book. You should be aware that some stations now appear above the line by virtue of its chosen home city of identification rather than by its FCC authorized city of license.

The information on the "Diaries" line is a bit complex but it is all very important:

1st figure: 701 - the number of usable (in-tab) diaries returned from the market's metro  
2nd figure: 730 - in the metro there was one diary returned for every 647 people 12+  
3rd figure: 53.5% - total returned (in-tab) diaries expressed as a percentage of the total individuals who were sent a diary.

The sample target shows the number of in-tab diaries designated for the metro. This is basically Arbitron's goal for returned diaries. Remember that this number represents total diaries and does not necessarily refer to any individual demo.

The standard error is based on Arbitron's method of estimation the reliability of their ratings. I have carried the formula through the first step.

The % below line figure indicates the percentage of total radio listening earned by below the line stations.

The "% Not Listed" shows the percentage of radio listening which is going to stations not listed in the rating book. It is calculated by adding up all listening (1/4 HR AVG, 12+, Mon-Sun 6A-MID) to listed stations and subtracting that figure from the market's total listening. That figure is then divided by the market's total listening.



This figure would reflect listening to distant stations, non commercial and public stations, and local stations which did not have enough audience to qualify for listing in the book.

This figure along with the "% Below Line" figures indicate how much listening in the market is not available to the local commercial stations. This could have an affect on CPM's and also the effectiveness and saleability of local radio.

Est 1984 Revenue: \$14,500,000  
 Gross Inc: 6.4 Bil  
 CSI HH: 25.7 M  
 Retail \$: 3.5 Bil  
 Pop per Station: 25,600

The revenue estimates are based upon calculations made in the 1985 edition of Duncan's Radio Market Guide. The figures are net and they do not include trades.

Gross Income is total income before taxes.

CSI HH means Consumer Spendable Income per household. This market's estimate is \$25,700.

Total retail sales in this market is estimated at 3.5 billion dollars.

The data comes from SRDS and they are dated 1 Jan 1983. Later data had not been released as of my publication date.

The Population per Station shows the number of people (12+) per metro area radio station. The figure is calculated by dividing 12+ metro population by the number of "above-the-line" stations.

12+ METRO 1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/ METRO CUME RATING	FAL 83	SPG 83
1. WAAA-F 301/11.3	11.1	12.8	12.0	11.5	10.1	1. WAAA-F 363/4908	1. WBBB 4314/21.2	22.3	23.8

All of the figures in this section are based on the broadcast week (Mon-Sun, 6A-MID). The audience figures are in hundreds. The ratings and shares are always percentages.

Reading from left to right: WAAA-F has 30,100 listeners per quarter hour in the metro. This earns the station an 11.3% share of audience during the Spring of 1984. The share for the last four rating books follows (in some smaller markets the last two books are shown). Next is the Birch share for the market. That share is also based on the broadcast week, 12+. The Birch share is not available for all markets. For most markets the Birch shares are based on a shorter (usually 2 or 3 weeks) measurement period. When this is the case the month of the rating will appear next to the column heading.

In the TSA (total survey area) WAAA-F has a total audience of 36,300 per quarter hour and a weekly cume audience of 490,800.

WBBB has the highest 12+ Metro cume audience with a weekly total of 431,400. WBBB's Metro cume rating is 21.2%. That means that 21.2% of this market's population (12+) listens to WBBB for five minutes or more during a given week. Historical cume ratings follow.

The number of stations listed on these tables varies according to market size and according to the number of stations in the market.

If a stations is simulcasting this symbol (+) will appear next to the call letters where applicable. Whether I labeled the simulcasting station as AM or FM depended upon which band received the greatest amount of listening.

12+ FM SHARE (METRO): 59.46% (833 of 1401) (SPG 83: 57.41%)

These figures show how well FM radio is doing in the market - at least as far as listening levels are concerned. To calculate these figures I simply added up the Mon-Sun, 6A-MID, quarter hour numbers of all listed stations and divided it into the total numbers for the FM stations. There is, of course, listening to stations which do not qualify for a listing in the Arbitron report for the market. However, by definition this amount is small and it should not significantly affect the percentages.

DEMOGRAPHIC AND DAYPART RANKINGS

Directly below the FM Share figures are 21 demo and daypart rankings. The number of stations listed depends upon the size of the market. I am not allowed to print actual ratings figures per my agreement with Arbitron. All of these rankings are based on 1/4 HR AVG.

The criteria for the rankings is as follows:

- TEENS: ages 12-17, Mon-Sun, 6A-MID, Metro
- 18-34: adults 18-34, Mon-Sun, 6A-MID, Metro
- 18-49: adults 18-49, Mon-Sun, 6A-MID, Metro
- 25-49: adults 25-49, Mon-Sun, 6A-MID, Metro
- 25-54: adults 25-54, Mon-Sun, 6A-MID, Metro
- 35-64: adults 35-64, Mon-Sun, 6A-MID, Metro
- 12+ AMD: total persons, 12+, Mon-Fri, Metro, 6A-10A
- 12+ MID: total persons, 12+, Mon-Fri, Metro, 10A-3P
- 12+ PMD: total persons, 12+, Mon-Fri, Metro, 3P-7P
- 12+ EVE: total persons, 12+, Mon-Fri, 7P-MID
- SAT MID: total persons, 12+, Saturday, Metro, 10A-3P

WOM 18-24: Women 18-24, Mon-Sun, 6A-MID, Metro  
 WOM 18-34: Women 18-34, Mon-Sun, 6A-MID, Metro  
 WOM 18-49: Women 18-49, Mon-Sun, 6A-MID, Metro  
 WOM 25-34: Women 25-34, Mon-Sun, 6A-MID, Metro  
 WOM 25-54: Women 25-54, Mon-Sun, 6A-MID, Metro  
 MEN 18-24: Men 18-24, Mon-Sun, 6A-MID, Metro  
 MEN 18-34: Men 18-34, Mon-Sun, 6A-MID, Metro  
 MEN 18-49: Men 18-49, Mon-Sun, 6A-MID, Metro  
 MEN 25-34: Men 25-34, Mon-Sun, 6A-MID, Metro  
 MEN 25-54: Men 25-54, Mon-Sun, 6A-MID, Metro

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
COUNTRY	153 (3)	176 (2)	329 (5)	13.9

This table is based on the broadcast week, 1/4 Hour Average, 12+ Metro. The table includes every format in the market and every station which shows up in the market's metro. In this market there are 15,300 people listening to 3 different AM stations programming country music. The FM figures are added to AM to show a total for the market. 13.9% of radio listening in this market is devoted to stations programming country music.

For markets with an ADI section in their Arbitron report (the top 50 ADI's) the top 15 stations in the ADI are included (both 1/4 Hour Average and Cume). The ADI rankings are based on the broadcast week.

MARKETS WHICH ARE AMONG THE TOP 50 ADI'S HAVE TWO PAGES FOR THEIR INDIVIDUAL MARKET REPORTS. The ADI rankings can be found on the far right hand side of the second page.

The "Other Rated Stations" section includes all stations not listed on the 12+ METRO 1/4/SHARE column at the top of the individual market report. The city of license, 12+ metro share and 12+ cume rating is listed as well as the station's frequency.

CAPSULE STATION DESCRIPTIONS

WAAA-F, 92.5, 50 KW @ 500, CHR                      ABC-C, \$73.00 (Torbet)    XYZ Group                      Thomas Duncan

I have greatly expanded the number of stations in each market which qualify for a capsule description. Now nearly every station in the metro is included.

Our sample station, WAAA-F, has a frequency of 92.5. Its power is 50 KW and its Height Above Average Terrain (HAAT) is 500 feet. It is unfortunate but true that some stations attempt to deceive advertisers about their power and HAAT. I think I have found the true facilities data for these stations. However, a few may have slipped by me. If you see any incorrect figures please let me know.

For AM stations night power is listed if it differs from day power. Directionality is indicated as follows:

- DA, DAYS - directional daytimer
- DA-1 - directional day and night - 1 pattern
- DA-2 - directional day and night - 2 patterns
- DA-N - directional at night only
- DA-D - directional during the day only

WAAA-F programs a CHR format. If the station had a syndicator or consultant the name of that firm is listed in parentheses directly after the format. I will only list the syndicators and consultants if they provide me an accurate and complete list of the stations they work with.

Next is the station's network affiliation if it has one:

ABC-C	ABC	Contemporary	APR	Associated Press Release
ABC-D	ABC	Direction	CBS	CBS
ABC-I	ABC	Information	CBS-R	CBS Radio Radio
ABC-F	ABC	FM	MBS	Mutual
ABC-E	ABC	Entertainment	NBC	NBC
ABC-R	ABC	Rock	NBC-T	NBC                      Talk
ABC-T	ABC	Talk	Source	NBC Source
NBN	National Black		RKO	RKO
SBN	Sheridan		RKO II	RKO II
UPI	United Press International		WSJ	Wall Street Journal
Trans	Transtar		SMN	Satellite Music

NOTE: The name of the General Manager is listed in the Spring Report only.

The spot rate is based upon an 18 spot per week schedule with equal distribution in AMD, MID, PMD and EVE. TAP plans were used only if the spots could be equally distributed. In many cases the rate listed does not appear on the station's rate card. This is because I calculated an average rate for the four dayparts.

Calculating a rate is very difficult because so many stations have withdrawn their rates from SRDS. Often I had to make an estimate based on a past known rate projected to the present. I have indicated these stations with an \* immediately following the rate. I believe that my estimates are close in most cases. However, I can not guarantee their accuracy.

When a station uses a grid card I used an average of the highest and lowest grids for my calculations.

Following the spot rate the station's national representative can be found in parentheses. Next is the group ownership if there is any.

On the two page market reports four additional listings can be found directly below the capsule descriptions. They are:

CALL LETTER CHANGES: The old calls and new calls for stations which have changed calls since the last issue of American Radio. The date of the changes is listed if it is available.

FORMAT CHANGES: This table should probably be called "major format changes". It is nearly impossible to track down every subtle change in format for every station. I hope to list the major changes at major stations since the previous edition of American Radio.

STATION SALES: This section lists the proposed sales in each market. These sales do not necessarily close. If I know the brokers involved they are also listed. In some cases I had to estimate the sale price.

MISCELLANEOUS COMMENTS: These are various comments and observations which come to my mind as I process the data for each market.

NOTE: On other market reports which do not have two pages of data this same information can be found under the heading of "Miscellaneous Comments".

AKRON

Arbitron Rank/Pop (12+): 60/541,400  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 72/646,200  
 Cleveland ADI  
 Average Person Rating: 17.2  
 Market TSL: 17.2

Stations: 29/8  
 Diaries: 1034/524:1/52.6%  
 Sample Target: 930  
 Standard Error: .613  
 % Below Line: 55.3  
 % Not Listed: 10.6

Est 1984 Revenue: \$9,900,000  
 Gross Inc.: 6.4 Bil  
 HH Inc.: \$27,577  
 Retail \$: 3.5 Bil  
 Pop per Station: 67,675

12+ METRO	1/4/SHARE	SPG 84	FAL 83	SPG 83	FAL 82
1. WKDD-F	100/10.7	10.3	10.5	9.5	10.6
2. WAKR	97/10.4	11.1	11.5	8.8	10.9
3. WMMS-F	93/10.0	12.6	11.7	14.2	12.6
4. WSLR	53/ 5.7	5.0	4.7	6.6	5.7
5. WAEZ-F	51/ 5.5	5.4	5.7	4.0	4.5
6. WNIR-F	48/ 5.2	4.3	4.1	4.6	3.6
7. WMJI-F	45/ 4.8	5.8	5.0	5.0	4.0
8. WGCL-F	41/ 4.4	5.0	5.9	5.4	5.4
9. WZAK-F	30/ 3.2	2.4	2.7	3.0	1.0
10. WLTF-F	30/ 3.2	4.3	2.3	2.9	3.9
11.					
12.					
13.					
14.					
15.					

BIRCH SHARE	12+ TSA 1/4/CUME
1. WMMS-F	147/2170
2. WKDD-F	143/2207
3. WAKR	103/1475
4. WGCL-F	93/1753
5. WHBC-F	86/ 843
6. WDBN-F	76/ 948
7. WOOS-F	72/ 951
8. WMJI-F	68/1252
9. WAEZ-F	67/ 722
10. WSLR	65/ 890
11.	
12.	
13.	
14.	
15.	

12+ METRO	CUME/METRO	CUME RATING	SPG 84	FAL 83
1. WKDD-F	1407/26.0		24.6	24.8
2. WAKR	1321/24.4		26.2	26.4
3. WMMS-F	1313/24.3		25.3	21.6
4. WGCL-F	945/17.5		17.2	17.7
5. WMJI-F	735/13.6		12.7	13.5
6. WSLR	625/11.5		10.9	10.9
7. WLTF-F	589/10.9		11.8	8.8
8. WNIR-F	521/ 9.6		8.0	8.6
9. WAEZ-F	507/ 9.4		8.8	9.3
10. WGAR-F	412/ 7.6		9.0	7.6
11.				
12.				
13.				
14.				
15.				

12+ FM SHARE (METRO): 70.82% (597 of 843) (FAL 83: 71.71%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WKDD-F	1. WMMS-F	1. WKDD-F	1. WKDD-F	1. WKDD-F	1. WAKR	1. WAKR	1. WAKR	1. WKDD-F	1. WMMS-F	1. WKDD-F
WGCL-F	2. WKDD-F	2. WMMS-F	2. WMMS-F	2. WMMS-F	2. WSLR	2. WKDD-F	2. WKDD-F	2. WMMS-F	2. WKDD-F	2. WMMS-F
WMMS-F	3. WMJI-F	3. WMJI-F	3. WMJI-F	3. WAKR	3. WAEZ-F	3. WMMS-F	WNIR-F	3. WAKR	3. WAKR	3. WSLR
4.	4. WZAK-F	4. WAKR	4. WAKR	4. WSLR	4. WNIR-F	4. WSLR	4. WMMS-F	4. WAEZ-F	4. WGCL-F	4. WAKR
5.	WLTF-F	WLTF-F	5. WSLR	WMJI-F	5. WKDD-F	5. WNIR-F	5. WAEZ-F	5. WMJI-F	5. WAEZ-F	5. WAEZ-F
	WGCL-F		WLTF-F		WDBN-F					
WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54		MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WKDD-F	1. WKDD-F	1. WKDD-F	1. WKDD-F	1. WKDD-F		1. WMMS-F	1. WMMS-F	1. WMMS-F	1. WMMS-F	1. WMMS-F
2. WMMS-F	2. WMMS-F	2. WMMS-F	2. WMMS-F	2. WAKR		2. WMJI-F	2. WKDD-F	2. WKDD-F	2. WKDD-F	2. WKDD-F
3. WLTF-F	3. WZAK-F	3. WAKR	3. WZAK-F	3. WSLR		3. WOOS-F	WMJI-F	3. WMJI-F	3. WMJI-F	3. WMJI-F
4.	WLTF-F	4. WMJI-F	4. WLTF-F	4. WMMS-F		4. WMMS-F	4. WOOS-F	4. WOOS-F	4.	4. WAKR
5.	5. WMJI-F	5.	WMJI-F	5.		5.	5. WGCL-F	5. WHK	5.	5. WSLR
										WNIR-F

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		145 (3)	145 (3)	17.2	WCUE 1150 Cuyahoga Falls 1.3/3.6
AOR		116 (2)	116 (2)	13.8	WHLO 640 Akron 1.2/3.7
AC/OLDIES/SOFT ROCK	16 (1)	75 (2)	91 (3)	10.8	WKNT 1520 Kent .5/ .9
MOR/VARIETY	125 (3)		125 (3)	14.8	WBBG 1260 Cleveland .4/1.4
COUNTRY	64 (2)	85 (3)	149 (5)	17.7	WCLV-F 95.5 Cleveland .6/1.8
BLACK/URBAN		40 (2)	40 (2)	4.7	WDBN-F 94.9 Medina 2.8/7.1
BTFM MUSIC		121 (5)	121 (5)	14.4	WDOK-F 102.1 Cleveland 2.6/6.3
NEWS/TALK	20 (1)		20 (1)	2.4	WGAR 1220 Cleveland 1.2/4.6
NOSTALGIA	16 (2)		16 (2)	1.9	WGAR-F 99.5 Cleveland 3.0/7.6
RELIGION		9 (1)	9 (1)	1.1	WHBC-F 94.1 Canton .8/1.9
SPANISH					WHK 1420 Cleveland 1.7/4.1
CLASSICAL		6 (1)	6 (1)	0.7	WHOT-F 101.1 Youngstown .4/2.5
UNKNOWN/OTHERS	5 (1)		5 (1)	0.6	WJW 850 Cleveland 2.1/4.0
			843 (29)		WOOS-F 106.9 Canton 2.5/5.9
					WQAL-F 104.1 Cleveland 1.4/4.3
					WQXK-F 105.1 Salem 1.0/3.3
					WTOF-F 98.1 Canton 1.0/1.9
					WWWE 1100 Cleveland 1.8/7.0
					WDMT-F 107.9 Cleveland 1.1/4.4

RADIO STATIONS

WAKR, 1590, 5 KW (DA-N), MOR, MBS, \$48.00 (Mc-Guild) Group One  
 WCUE, 1150, 1 KW/500 W (DA-2), NOST (Al Ham) RKO II, \$ NA (Regional) (CUHAHOGA FALLS)  
 WHLO, 640, 1 KW/500 W (DA-1), MOR/NOST CBS, \$23.00 (Market 4)  
 WSLR, 1350, 5 KW (DA-1), COUNTRY ABC-E, \$41.00\* (Katz) Kaneb  
 WAEZ-F, 97.5, 13 KW @ 900, BTFM MUS, \$30.00 (Mc-Guild) Group One  
 WKDD-F, 96.5, 50 KW @ 450, CHR, \$57.00\* (Katz) Kaneb  
 WNIR-F, 100.1, 3 KW @ 300, TALK ABC-E, \$20.00 (S. Katz) (KENT)

Other ranked stations - see Cleveland or Canton

MISCELLANEOUS COMMENTS

WHLO changed from Nostalgia to Religion in late December...WHLO sold by Susquehanna for \$6,000,000 (Hepburn)...

ALBANY - SCHENECTADY - TROY

Arbitron Rank/Pop (12+): 50/733,000  
 CMSA Rank/Pop: # 49  
 MSA Rank/Pop: 58/865,700  
 ADI # 49  
 Average Person Rating: 17.3  
 Market TSL: 22.6 hours

Stations: 22/22  
 Diaries: 1122/653:1/50.4%  
 Sample Target: 1060  
 Standard Error: .595  
 % Below Line: 0  
 % Not Listed: 12.5

Est 1984 Revenue: \$14,800,000  
 Gross Inc.: 8.7 Bil  
 HH Inc.: \$27,507  
 Retail \$: 4.8 Bil  
 Pop per Station: 33,318

12+ METRO	1/4/SHARE	SPG 84	FAL 83	SPG 83	FAL 82	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/METRO CUME RATING	SPG 84	FAL 83
1. WPYX-F	150/11.8	12.5	11.9	13.4	10.8	16.3	1. WPYX-F 201/2401	1. WGFM-F 1835/25.0	22.7	21.1
2. WGY	115/ 9.0	12.8	12.1	13.9	13.7	10.9	2. WGY 166/2901	2. WGY 1825/24.9	29.1	29.9
3. WQBK	105/ 8.3	6.6	6.7	5.7	5.5	6.6	3. WGFM-F 134/2397	3. WPYX-F 1802/24.6	22.9	23.4
4. WGFM-F	99/ 7.8	9.4	6.0	4.9	5.1	8.9	4. WQBK 113/ 972	4. WFLY-F 1352/18.4	17.2	23.4
5. WROW	86/ 6.8	5.0	7.3	8.5	7.0	3.7	5. WGNA-F 105/1118	5. WTRY 1116/15.2	17.9	18.8
6. WWOM-F	81/ 6.4	6.5	5.3	4.3	4.0	5.4	6. WROW 103/1238	6. WROW 1065/14.5	16.2	15.8
7. WFLY-F	71/ 5.6	6.0	7.5	5.9	9.9	6.0	7. WFLY-F 101/1915	7. WWOM-F 1065/14.5	14.9	13.5
8. WROW-F	70/ 5.5	6.0	7.3	6.3	5.7	5.1	8. WROW-F 88/1302	8. WROW-F 1027/14.0	15.8	12.4
9. WGNA-F	64/ 5.0	4.9	3.5	3.4	5.5	3.5	9. WWOM-F 86/1140	9. WQBK 889/12.1	12.1	9.8
10. WTRY	52/ 4.1	3.9	4.1	5.8	6.3	4.6	10. WTRY 63/1322	10. WQBK-F 729/ 9.9	8.5	8.0
11. WQBK-F	46/ 3.6	3.1	2.6	3.4	4.7	5.2	11. WQBK-F 49/ 852	11. WPTR 615/ 8.4	9.8	11.2
12. WABY	42/ 3.3	2.3	3.9	2.9	2.6	3.5	12. WABY 42/ 420	12. WGNA-F 610/ 8.3	9.8	7.2
13. WPTR	31/ 2.4	5.4	5.7	5.0	4.7	3.2	13. WPTR 38/ 868	13. WABY 420/ 5.7	7.3	7.7
14.							14.	14.		
15.							15.	15.		

12+ FM SHARE (METRO): 54.32% (604 of 1112) (FAL 83: 51.92%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WGFM-F	1. WPYX-F	1. WPYX-F	1. WWOM-F	1. WWOM-F	1. WGY	1. WGY	1. WPYX-F	1. WPYX-F	1. WPYX-F	1. WPYX-F
2. WPYX-F	2. WGFM-F	2. WWOM-F	2. WPYX-F	2. WGY	2. WROW-F	2. WPYX-F	2. WQBK	2. WQBK	2. WQBK	2. WGFM-F
3. WFLY-F	3. WFLY-F	3. WGFM-F	3. WGFM-F	WPYX-F	3. WGNA-F	3. WROW	3. WROW-F	3. WGFM-F	3. WGFM-F	3. WGY
4.	4. WQBK-F	4. WFLY-F	4. WGNA-F	4. WGFM-F	4. WROW	4. WQBK	4. WROW	4. WROW-F	4. WGY	4. WQBK
5.	5. WWOM-F	5.	5. WGY	WGNA-F	WQBK	5. WGFM-F	5. WWOM-F	5. WROW	5. WWOM-F	5. WWOM-F
6. WTRY										
WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54		MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WPYX-F	1. WPYX-F	1. WWOM-F	1. WWOM-F	1. WWOM-F		1. WPYX-F	1. WPYX-F	1. WPYX-F	1. WPYX-F	1. WPYX-F
2. WGFM-F	2. WGFM-F	2. WPYX-F	WGFM-F	2. WGY		2.	2.	2. WQBK-F	2. WQBK-F	2. WGNA-F
3. WFLY-F	3. WFLY-F	3. WGFM-F	3. WPYX-F	3. WGFM-F		3.	3.	3. WFLY-F	3. WTRY	3. WQBK-F
4. WWOM-F	4. WWOM-F	4. WFLY-F	4. WTRY	4. WROW-F		4.	4.	4. WGFM-F	4. WGFM-F	4. WGY
5.	5. WTRY	5. WGY	5. WGY	WTRY		5.	5.	WGNA-F	5.	5. WTRY
		WTRY	WFLY-F							WGFM-F

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		170 (2)	170 (2)	15.3	WASM-F 102.3 Saratoga Spgs 1.0/1.3
AOR		196 (2)	196 (2)	17.6	WCKL 560 Catskill 1.6/1.7
AC/OLDIES/SOFT ROCK	60 (2)	81 (1)	141 (3)	12.7	WCSS 1490 Amsterdam .6/2.6
MOR/VARIETY	221 (3)		221 (3)	19.9	WHAZ 1330 Troy 1.1/1.9
COUNTRY	36 (2)	64 (1)	100 (3)	9.0	WHRL-F 103.1 Albany .8/2.9
BLACK/URBAN					WIZR 930 Johnstown .4/ .9
BTFL MUSIC		93 (3)	93 (3)	8.4	WKOL 1570 Amsterdam .4/1.3
NEWS/TALK	124 (2)		124 (2)	11.2	WWCN 1460 Albany 1.5/3.6
NOSTALGIA	47 (2)		47 (2)	4.2	WWWD 1240 Schenectady .5/2.4
RELIGION	14 (1)		14 (1)	1.3	
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS	6 (1)		6 (1)	0.5	
1112 (22)					

RADIO STATIONS

WABY, 1400, 1 KW/250 W	, NOSTALGIA (Al Ham)	ABC-D, \$16.00 (Selcom)	
WGY, 810, 50 KW	, MOR	NBC,WSJ, \$90.00* (Christal)	Sky
WHAZ, 1330, 1 KW (DAYS)	, RELIGION	, \$ 7.00 (Torbet)	
WPTN, 1540, 50 KW (DA-1)	, COUNTRY	ABC-I, \$35.00 (Eastman)	DKM
WQBK, 1300, 5 KW (DA-2)	, TALK/NEWS	ABC-T,CBS, \$30.00 (HNWH)	
WROW, 590, 5 KW/1 KW (DA-2), MOR		RKO II, \$65.00* (MMR)	JAG
WTRY, 980, 5 KW (DA-N)	, AC (Burk-Abr)	MBS, \$45.00* (Mc-Guild)	Scott
WFLY-F, 92.3, 13 KW @ 850, CHR		ABC-C, \$55.00* (Eastman)	DKM
WGFM-F, 99.5, 10 KW @ 930, CHR (Pollack)		Source, \$65.00* (Christal)	Sky
WGNA-F, 107.7, 9 KW @ 980, COUNTRY		, \$27.00 (Torbet)	
WHRL-F, 103.1, 1.5 KW @ 405, BTFL MUS		MBS, \$21.00 (----)	
WPYX-F, 106.5, 12 KW @ 910, AOR (Burk-Abr)		ABC-R, \$68.00* (Mc-Guild)	Scott
WQBK-F, 103.9, 3 KW @ 300, CONTEMP/OLDIES		CBS-R, \$30.00 (HNWH)	
WROW-F, 95.5, 9 KW @ 960, BTFL MUS		RKO II, \$53.00* (MMR)	JAG
WWOM-F, 100.9, 3 KW @ 300, AC		RKO, \$27.00 (Selcom)	

MISCELLANEOUS COMMENTS

WQBK A/F sold for \$1,300,000...WWCN sold for \$1,150,000 (Chapman)...Greene County added to Arbitron metro...

ALBUQUERQUE

Arbitron Rank/Pop (12+): 79/417,000  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 99/463,800  
 ADI # 63  
 Average Person Rating: 18.4  
 Market TSL: 24.3 hours

Stations: 18/16  
 Diaries: 871/479:1/52.2Z  
 Sample Target: 800  
 Standard Error: .705  
 Z Below Line: 12.0  
 Z Not Listed: 10.9

Est 1984 Revenue: \$13,100,000  
 Gross Inc.: 4.6 Bil  
 HH Inc.: \$27,208  
 Retail \$: 2.8 Bil  
 Pop per Station: 26,063

12+ METRO	1/4/SHARE	SPG 84	FAL 83	SPG 83	FAL 82
1. KOB-F	125/16.3	14.0	13.8	12.8	10.2
2. KOB	100/13.0	7.0	10.9	10.3	9.3
3. KNMQ-F	71/ 9.2	10.5	1.8	---	---
4. KRST-F	64/ 8.3	6.7	7.3	7.4	7.3
5. KFPM-F	49/ 6.4	10.2	8.3	9.0	5.5
6. KKJY-F	45/ 5.9	8.1	8.0	8.4	9.3
7. KWXL-F	44/ 5.7	5.2	6.7	9.8	9.5
8. KHFM-F	42/ 5.5	2.1	3.2	3.1	5.6
9. KRZY	26/ 3.4	5.5	3.3	3.4	3.8
10. KZZX-F	26/ 3.4	5.8	3.7	5.1	4.9
11. KZIA	24/ 3.1	3.6	5.5	2.6	3.6
12. KQEO	21/ 2.7	3.1	3.2	4.6	3.9
13. KABQ	12/ 1.6	2.4	2.1	2.4	4.3
14. KLSK-F	11/ 1.4	1.3	---	---	---
15.					

BIRCH SHARE	12+ TSA 1/4/CUME
1. KOB-F	151/1825
2. KOB	146/2102
3. KRST-F	141/1263
4. KNMQ-F	109/1210
5. KFPM-F	81/1260
6. KWXL-F	67/ 962
7. KKJY-F	65/ 817
8. KHFM-F	51/ 396
9. KZZX-F	38/ 874
10. KRZY	32/ 549
11.	
12.	
13.	
14.	
15.	

12+ METRO	CUME/ METRO	CUME RATING	SPG 84	FAL 83
1. KOB-F	1363/32.7	29.1	30.1	
2. KOB	1236/29.6	24.8	26.7	
3. KFPM-F	799/19.2	23.7	25.8	
4. KNMQ-F	796/19.1	19.7	6.2	
5. KRST-F	734/17.6	17.4	14.8	
6. KWXL-F	620/14.9	18.2	20.1	
7. KKJY-F	567/13.6	15.1	16.1	
8. KZZX-F	547/13.1	16.1	17.9	
9. KQEO	445/10.7	12.7	12.4	
10. KRZY	405/ 9.7	9.1	7.9	
11. KHFM-F	314/ 7.5	6.6	6.7	
12. KRKE	259/ 6.2	8.0	7.8	
13. KZIA	201/ 4.8	5.1	5.7	
14. KLSK-F	176/ 4.2	4.7	---	
15.				

12+ FM SHARE (METRO): 69.64% (477 of 685) (FAL 83: 59.56%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KNMQ-F	1. KOB-F	1. KOB-F	1. KOB-F	1. KOB-F	1. KOB	1. KOB-F	1. KOB-F	1. KOB-F	1. KOB	1. KOB-F
2.	2. KNMQ-F	2. KRST-F	2. KRST-F	2. KOB	2. KOB	2. KOB	2. KOB	2. KOB	2. KNMQ-F	2. KOB
3.	3. KFPM-F	3. KNMQ-F	3. KOB	3. KRST-F	3. KRST-F	3. KNMQ-F	3. KRST-F	3. KNMQ-F	3. KRST-F	3. KNMQ-F
4.	4. KWXL-F	4. KFPM-F	4. KHFM-F	4. KKJY-F	4. KKJY-F	4. KRST-F	4. KKJY-F	4. KRST-F	4. KOB-F	4. KRST-F
5.	5. KRST-F	5.	5. KNMQ-F	5. KHFM-F	5. KHFM-F	5.	5. KNMQ-F	5. KWXL-F	5. KWXL-F	5. KWXL-F

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. KOB-F	1. KOB-F	1. KOB-F	1. KOB-F	1. KOB-F	1. KFPM-F	1. KOB-F	1. KOB-F	1. KOB-F	1. KOB-F
2. KNMQ-F	2. KNMQ-F	2. KRST-F	2.	2. KRST-F	2. KWXL-F	2. KFPM-F	2. KFPM-F	2. KWXL-F	2. KOB
3. KRST-F	3. KRST-F	3. KNMQ-F	3.	3. KOB	3. KOB-F	3. KWXL-F	3. KWXL-F	3. KFPM-F	3. KRST-F
4. KFPM-F	4. KFPM-F	4.	4.	4. KKJY-F	4. KNMQ-F	4. KNMQ-F	4. KOB	4. KOB	4. KHFM-F
5.	5.	5.	5.	5. KNMQ-F	5.	5. KRST-F	5. KRST-F	5. KNMQ-F	5. KFPM-F

FORMATS	AM	FM	TOTAL	Z	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP	11 (2)	71 (1)	82 (3)	12.0	KAMX 1520 Albuquerque .4/2.1
AOR		93 (2)	93 (2)	13.6	KDAZ 730 Albuquerque .5/1.4
AC/OLDIES/SOFT ROCK	21 (1)	151 (2)	172 (3)	25.1	KKIM 1000 Albuquerque 1.3/2.3
MOR/VARIETY	100 (1)		100 (1)	14.6	KRKE 610 Albuquerque 1.0/6.2
COUNTRY	26 (1)	64 (1)	90 (2)	13.1	
BLACK/URBAN					
BTFL MUSIC		45 (1)	45 (1)	6.6	
NEWS/TALK	24 (1)		24 (1)	3.5	
NOSTALGIA					
RELIGION	14 (2)		14 (2)	2.0	
SPANISH	12 (1)		12 (1)	1.8	
CLASSICAL		53 (2)	53 (2)	7.7	
UNKNOWN/OTHERS					
685 (18)					

RADIO STATIONS

KABQ, 1350, 5 KW/500 W (DA-N), SPANISH	, \$39.25 (Eastman)	
KAMX, 1520, 1 KW (DAYS), CHR	, \$18.75 (---)	Genesco
KDAZ, 730, 1 KW (DAYS, DA), RELIGION	, \$15.00 (---)	
KKIM, 1000, 10 KW (DAYS), RELIG/COUNTRY	, \$15.00 (A/D)	
KLTN, 1240, 1 KW/250 W, SPANISH	, \$22.25 (Lotus)	
KOB, 770, 50 KW (DA-N), MOR	NBC-T, ABC-I, \$55.00* (Christal)	Hubbard
KQEO, 920, 1 KW/500 W (DA-N), OLDIES	RKO II, \$30.00 (Eastman)	Sunbelt
KRKE, 610, 5 KW (DA-N), CHR	CBS, \$17.00 (Katz)	Peoria Journal Star
KRZY, 1450, 1 KW/250 W (DA-1), COUNTRY	, \$39.00 (Mc-Guild)	
KXKS, 1190, 1 KW (DAYS), SPANISH	, \$14.00 (Caballero)	
KZIA, 1580, 10 KW (DAYS), TALK/NEWS	NBC, MBS, \$22.75 (Masla)	
KFPM-F, 107.9, 22 KW @ 4130, AOR (Pollack)	ABC-C, \$47.50 (HNWH)	Genesco
KHFM-F, 96.3, 2.5 KW @ 4110, CLASSICAL	, \$34.00 (CMBS)	
KKJY-F, 100.3, 22 KW @ 4110, BTFL MUSIC	ABC-E, \$34.00* (Blair)	Dunn
KOB-F, 93.3, 22 KW @ 4150, AC	, \$52.00* (Christal)	Hubbard
KRST-F, 92.3, 22 KW @ 4110, COUNTRY	, \$50.00 (Mc-Guild)	
KWXL-F, 94.1, 22 KW @ 4130, AOR (Burk-Abr)	Source, \$51.00* (Katz)	Peoria Journal Star
KZZX-F, 99.5, 22 KW @ 4134, AC	, \$30.00 (Eastman)	Sunbelt
KLSK-F, 104.1, 100 KW @ 1970, CLASS/JAZZ/AC	WSJ, \$17.00 (Roslin)	(SANTA FE)
KNMQ-F, 105.9, 100 KW @ 1936, CHR	, \$32.00 (HNWH)	(SANTA FE)

ALLEN TOWN - BETHLEHEM

Arbitron Rank/Pop (12+): 58/557,200  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 70/654,400  
 Philadelphia ADI  
 Average Person Rating: 17.7  
 Market TSL: 23.1 hours

Stations: 33/15  
 Diaries: 1084/514:1/57.4%  
 Sample Target: 930  
 Standard Error: .606  
 % Below Line: 17.4  
 % Not Listed:

Est 1984 Revenue: \$12,500,000  
 Gross Inc.: 6.8 Bil  
 HH Inc.: \$28,541  
 Retail \$: 3.7 Bil  
 Pop per Station: 37,147

12+ METRO	1/4/SHARE	SPG 84	FAL 83	SPG 83	FAL 82	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/METRO CUME RATING	SPG 84	FAL 83
1. WFMZ-F	137/13.9	14.3	12.7	14.9	7.5	10.8	1. WFMZ-F 160/1372	1. WZZO-F 1404/25.2	26.0	22.3
2. WQQQ-F	106/10.8	7.2	8.2	5.0	8.6	11.8	2. WQQQ-F 115/1373	2. WFMZ-F 1169/21.0	21.5	18.8
3. WLEV-F	96/ 9.7	11.5	8.2	11.0	11.6	9.2	3. WZZO-F 114/1686	3. WQQQ-F 1127/20.2	18.1	20.5
4. WZZO-F	91/ 9.2	11.3	11.3	10.1	9.1	11.6	4. WKKW-F 112/1185	4. WLEV-F 1118/20.1	26.4	22.3
5. WKKW-F	80/ 8.1	7.7	9.6	10.5	11.4	9.5	5. WLEV-F 110/1339	5. WKKW-F 892/16.0	14.4	17.8
6. WKAP	61/ 6.2	6.0	5.2	4.6	7.4	6.9	6. WKAP 62/ 741	6. WAEB 883/15.8	18.9	17.1
7. WAEB	51/ 5.2	5.7	5.4	7.9	6.8	3.9	7. WAEB 54/ 966	7. WSAN 730/13.1	10.1	12.7
8. WEST	36/ 3.7	6.5	7.6	3.7	5.5	5.5	8. WEST 36/ 433	8. WKAP 718/12.9	11.3	10.9
WSAN	36/ 3.7	3.3	3.6	3.5	4.1	2.4	WSAN 36/ 730	9. WEST 433/ 7.8	8.7	9.0
10. WYSP-F	25/ 2.5	2.3	1.6	2.9	2.3	3.6	10. WYSP-F 35/ 531	10. KYW 416/ 7.5	7.0	8.3
11.							11.	11.		
12.							12.	12.		
13.							13.	13.		
14.							14.	14.		
15.							15.	15.		

12+ FM SHARE (METRO): 70.87% (635 of 896) (FAL 83: 65.73%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WQQQ-F	1. WZZO-F	1. WLEV-F	1. WLEV-F	1. WLEV-F	1. WFMZ-F	1. WFMZ-F	1. WFMZ-F	1. WFMZ-F	1. WQQQ-F	1. WFMZ-F
2. WZZO-F	2. WQQQ-F	2. WZZO-F	2. WQQQ-F	2. WQQQ-F	2. WKKW-F	2. WKKW-F	2. WLEV-F	2. WQQQ-F	2. WZZO-F	2. WKKW-F
3.	3. WLEV-F	3. WQQQ-F	3. WZZO-F	3. WZZO-F	3. WLEV-F	3. WLEV-F	3. WKKW-F	3. WLEV-F	3. WFMZ-F	3. WQQQ-F
4.	4. WAEB	4. WAEB	4. WAEB	4. WKKW-F	4. WKAP	4. WKAP	4. WQQQ-F	4. WZZO-F	4. WLEV-F	4. WZZO-F
5.	5. WYSP-F	WKKW-F	5. WKKW-F	5. WAEB	5. WAEB	5. WAEB	5. WZZO-F	5. WKKW-F	5. WKKW-F	5. WLEV-F
								6. WKAP	6. WAEB	
WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54		MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WZZO-F	1. WLEV-F	1. WLEV-F	1. WLEV-F	1. WLEV-F		1. WZZO-F	1. WZZO-F	1. WZZO-F	1. WZZO-F	1. WZZO-F
2. WLEV-F	2. WZZO-F	2. WQQQ-F	2. WQQQ-F	2. WQQQ-F		2. WQQQ-F	2. WQQQ-F	2. WQQQ-F	2. WQQQ-F	2. WQQQ-F
3. WQQQ-F	3. WQQQ-F	3. WZZO-F	3. WZZO-F	3. WFMZ-F		3. WLEV-F	3. WLEV-F	3. WLEV-F	3. WLEV-F	3. WLEV-F
4.	4.	4. WAEB	4. WAEB	4. WKKW-F		4.	4. WYSP-F	4. WKKW-F	4. WAEB	4. WKKW-F
5.	5.	5.	5.	5. WAEB		5.	5. WKKW-F	5. WAEB	5.	5. WAEB
				6. WZZO-F						

FORMATS	AM	FM	TOTAL	%
TOP 40/CHR/CONTEMP		119 (5)	119 (5)	13.3
AOR		127 (4)	127 (4)	14.2
AC/OLDIES/SOFT ROCK	87 (2)	103 (2)	190 (4)	21.2
MOR/VARIETY	26 (4)		26 (4)	2.9
COUNTRY	16 (1)	98 (2)	114 (3)	12.7
BLACK/URBAN		5 (1)	5 (1)	0.6
BTFL MUSIC		159 (3)	159 (3)	17.7
NEWS/TALK	31 (3)	7 (1)	38 (4)	4.2
NOSTALGIA	97 (2)		97 (2)	10.8
RELIGION	4 (1)	9 (1)	13 (2)	1.5
SPANISH				
CLASSICAL		8 (1)	8 (1)	0.9
UNKNOWN/OTHERS				
			896 (13)	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WEEX	1230	Easton	1.6/4.6
WGPA	1100	Bethlehem	.3/1.1
WHOL	1600	Allentown	.4/2.2
WLSH	1410	Lansford	1.3/1.4
WRNJ	1000	Hackettstown,NJ	.4/ .9
WYNS	1150	Lehightown	.6/1.1
KYW	1060	Philadelphia	1.8/7.5
WBYO-F	107.5	Boyertown	.9/3.0
WCAU	1210	Philadelphia	.3/2.1
WCAU-F	98.1	Philadelphia	.3/2.5
WEAZ-F	101.1	Philadelphia	1.1/3.3
WFLN-F	95.7	Philadelphia	.8/2.6
WIOQ-F	102.1	Philadelphia	.3/1.6
WIXL-F	103.7	Newton, NJ	1.8/1.5
WKRZ-F	98.5	Wilkes-Barre	.3/2.2
WMGK-F	102.9	Philadelphia	.7/2.1
WMMR-F	93.3	Philadelphia	.8/3.3
WOR	710	New York	1.0/2.8
WPLJ-F	95.5	New York	.4/1.6
WPST-F	97.5	Trenton	.3/1.4
WUSL-F	98.9	Philadelphia	.5/2.6
WVCD-F	97.9	Hazleton	1.1/2.2
WVDB-F	96.5	Philadelphia	.7/1.6

RADIO STATIONS

WAEB, 790, 1 KW (DA-2) , AC CBS,ABC-I, \$36.00 (Mc-Guild) CRB  
 WEEX, 1230, 1 KW/250 W , COUNTRY MBS, \$23.00 (Eastman)  
 WEST, 1400, 1 KW/250 W , NOST (Drake-Chen) CBS, \$22.00 (Katz)  
 WKAP, 1320, 5 KW/1 KW (DA-2), NOST (Al Ham) ABC-E, \$21.00 (----)  
 WLSH, 1410, 5 KW (DAYS,DA) , MOR RKO, \$ 7.00 (----)  
 WFMZ-F, 100.7, 17 KW @ 870, BTFL MUS , \$45.00\* (Christal)  
 WLEV-F, 96.1, 50 KW @ 500, CONTEMP/AC (Drake-Chen) CBS-R, \$69.00 (Katz)  
 WQQQ-F, 99.9, 50 KW @ 450, CHR , \$51.00\* (Eastman)  
 WKKW-F, 104.1, 50 KW @ 500, COUNTRY (Drake-Chen) ABC-I, \$47.00\* (Mc-Guild)  
 WZZO-F, 95.1, 12 KW @ 630, AOR (Burk-Abr) , \$47.50 (Blair)

HGF (LANSFORD)

Sound Comm.  
 Wilkes-Schwartz  
 CRB  
 Holt

ANCHORAGE

Arbitron Rank/Pop (12+): 145/179,600  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 188/219,200  
 No ADI  
 Average Person Rating: 14.4  
 Market TSL: 19.4 hours

Stations: 13/12  
 Diaries: 510/352:1/41.9%  
 Sample Target: 41.9%  
 Standard Error: .810  
 % Below Line: 1.3  
 % Not Listed: 11.2

Est 1984 Revenue: \$7,000,000  
 Gross Inc.: 3.8 Bil  
 HH Inc.: \$49,426  
 Retail \$: 1.8 Bil  
 Pop per Station: 14,967

12+ METRO	1/4/SHARE	SPG	FAL	SPG	FAL
		84	83	83	82
1. KWHL-F	39/15.1	17.3	14.9	15.7	19.1
2. KGOT-F	35/13.5	14.3	12.1	10.7	7.6
3. KFQD	28/10.8	11.3	8.9	13.4	14.8
4. KHAR	25/ 9.7	7.9	8.1	8.8	10.5
5. KENI	23/ 8.9	7.1	8.1	9.2	11.6
6. KNIK-F	22/ 8.5	6.0	6.5	8.0	6.9
7. KYAK	19/ 7.3	12.0	11.3	9.6	9.7
8. KKL-V-F	16/ 6.2	7.9	6.0	4.6	4.3
9. KCMG-F	13/ 5.0	3.0	6.9	5.0	4.0
10.					
11.					
12.					
13.					
14.					
15.					

BIRCH	12+ TSA	1/4/CUME
SHARE		
1. KWHL-F	45/503	
2. KGOT-F	38/587	
3. KFQD	37/476	
4. KENI	33/509	
5. KHAR	26/308	
	KNIK-F	26/296
	KYAK	26/365
8. KKL-V-F	19/314	
9. KCMG-F	14/201	
10.		
11.		
12.		
13.		
14.		
15.		

12+ METRO	CUME/	SPG	FAL
METRO	CUME RATING	84	83
1. KGOT-F	505/28.1	31.4	29.3
2. KWHL-F	450/25.1	26.1	23.0
3. KENI	418/23.3	22.3	23.4
4. KFQD	355/19.8	24.0	20.4
5. KHAR	284/15.8	16.9	17.4
6. KKL-V-F	277/15.4	16.2	17.0
7. KNIK-F	254/14.1	11.5	12.4
8. KYAK	233/13.0	18.5	18.7
9. KCMG-F	191/10.6	8.8	12.4
10. KBYR	140/ 7.8	7.7	8.6
11.			
12.			
13.			
14.			
15.			

12+ FM SHARE (METRO): 55.65% (128 of 230) (FAL 83: 55.95%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KGOT-F	1. KWHL-F	1. KWHL-F	1. KFQD	1. KFQD	1. KHAR	1. KFQD	1. KWHL-F	1. KWHL-F	1. KWHL-F	1. KWHL-F
2. KWHL-F	2. WGOT-F	2. KGOT-F	2. KWHL-F	2. KNIK-F	2. KNIK-F	2. KHAR	2. KGOT-F	2. KGOT-F	2. KGOT-F	2. KGOT-F
3. WENI	3. WENI	3. KFQD	3. KGOT-F	3. KWHL-F	3. KFQD	3. KGOT-F	3. KNIK-F	3. KENI	3. KFQD	3. KHAR
4. KKL-V-F	4. KKL-V-F	4. KENI	KNIK-F	4. KGOT-F	4. KYAK	4. KWHL-F	4. KFQD	4. KHAR	4. KENI	4. KKL-V-F
5. KENI	5. KENI	5. KYAK	KYAK	5. KYAK	5. KYAK	5. KYAK	5. KHAR	5. KHAR	5. KENI	5. KENI

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. KGOT-F	1. KGOT-F	1. KGOT-F	1. KGOT-F	1. KNIK-F	1. KWHL-F	1. KWHL-F	1. KWHL-F	1. KWHL-F	1. KWHL-F
2. KWHL-F	2. KKL-V-F	2. KFQD	2. KENI	2. KGOT-F	2. KENI	2. KFQD	2. KENI	2. KENI	2. KFQD
3. KKL-V-F	3. KENI	3. KENI	KKLV-F	3. KFQD	3. KENI	3. KGOT-F	3. KFQD	3. KFQD	3. KNIK-F
4. KKL-V-F	4. KWHL-F	4. KKL-V-F	4. KYAK	4. KYAK	4. KYAK	4. KYAK	4. KYAK	4. KYAK	4. KYAK
5. KENI	5. KENI	5. KENI	5. KENI	5. KENI	5. KENI	5. KENI	5. KENI	5. KENI	5. KENI

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP	23 (1)	35 (1)	58 (2)	25.2	KBYR 700 Anchorage .8/7.8
AOR		42 (2)	42 (2)	18.3	KRKN-F 102.1 Anchorage 1.2/4.3
AC/OLDIES/SOFT ROCK	32 (3)	16 (1)	48 (4)	20.9	KTNX 1080 Anchorage .8/3.7
MOR/VARIETY					KABN 830 Big Lake 1.2/3.4
COUNTRY	19 (1)	13 (1)	32 (2)	13.9	
BLACK/URBAN					
BTFL MUSIC	25 (1)	22 (1)	47 (2)	20.4	
NEWS/TALK					
NOSTALGIA					
RELIGION					
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS	3 (1)		3 (1)	1.3	
			230 (13)		

RADIO STATIONS

KBYR, 700, 1 KW	, AC	CBS, \$13.50 (Roslin)
KENI, 550, 5 KW	, CHR	ABC-C, \$37.63 (Katz)
KFQD, 750, 50 KW	, AC	, \$45.75 (Mc-Guild)
KHAR, 590, 5 KW	, BTFL MUS	, \$31.00 (Eastman)
KTNX, 1080, 10 KW (DA-1)	, AC	, \$25.75 (Unirep)
KYAK, 650, 50 KW/25 KW (DA-2), COUNTRY		MBS, \$26.50 (Weiss)
KCMG-F, 100.5, 25 KW @ 179, COUNTRY (Radio Arts)		, \$12.00 (HNWH)
KGOT-F, 101.3, 26 KW @ -66, CHR		MBS, \$13.00 (Weiss)
KKLV-F, 104.1, 25 KW @ 61, AC		APR, \$29.50 (Eastman)
KNIK-F, 105.3, 60 KW @ 260, BTFL MUS		CBS, \$18.00 (Roslin)
KRKN-F, 102.1, 25 KW @ 165, AOR/JAZZ		, \$32.00 (---)
KWHL-F, 106.5, 100 KW @ -99, AOR (Pollack)		, \$41.25 (Mc-Guild)

MISCELLANEOUS COMMENTS

Arbitron fell 7.3% short of its sample target...



APPLETON - OSHKOSH

Arbitron Rank/Pop (12+): 122/244,700  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 148/293,300  
 Green Bay ADI  
 Average Person Rating: 15.8  
 Market TSL: 20.6 hours

Stations: 22/14  
 Diaries: 692/354:1/59.2%  
 Sample Target: 630  
 Standard Error: .725  
 % Below Line: 20.6  
 % Not Listed: 8.3

Est 1984 Revenue: \$6,000,000  
 Gross Inc.: 2.8 Bil  
 HH Inc.: \$27,775  
 Retail \$: 1.5 Bil  
 Pop per Station: 17,479

12+ METRO	1/4/SHARE	SPG	FAL	SPG	FAL	BIRCH	12+ TSA	1/4/CUME	12+ METRO	CUME/	SPG	FAL
		84	83	83	82	SHARE			METRO	CUME RATING	84	83
1.	WAPL-F	52/13.5	9.5	9.7	12.8	15.6	1.	WIXX-F	104/1628	619/25.3	26.4	28.2
2.	WROE-F	44/11.4	8.7	10.8	10.0	9.2	2.	WAPL-F	90/1146	602/24.6	22.5	20.2
3.	WHBY	33/ 8.5	8.0	10.0	11.9	8.2	3.	WDUZ-F	56/ 725	489/20.0	20.9	23.3
4.	WIXX-F	30/ 7.8	9.0	8.7	7.2	9.4	4.	WROE-F	55/ 632	485/19.8	17.1	19.2
5.	WYNE	27/ 7.0	6.1	7.1	6.0	6.4	5.	WGEE	54/ 663	445/18.2	19.3	24.3
6.	WKAU-F+	23/ 5.9	7.4	6.6	8.4	6.1	6.	WKAU-F+	46/ 829	436/17.8	25.3	19.4
	WNAM	23/ 5.9	6.4	9.2	6.7	6.6	7.	WHBY	33/ 520	365/14.9	17.4	9.9
8.	WOSH	20/ 5.2	3.8	5.2	6.0	3.3		WYNE	33/ 459	320/13.1	14.8	16.5
9.	WAHC-F	19/ 4.9	6.6	4.2	.7	7.1	9.	WNAM	30/ 598	278/11.4	15.8	15.2
10.	WGEE	14/ 3.6	4.0	2.9	2.6	3.8		WOSH	30/ 333	260/10.6	13.2	13.3
11.	WGMV-F	13/ 3.4	6.4	3.4	6.3	4.6	11.					
12.							12.					
13.							13.					
14.							14.					
15.							15.					

12+ FM SHARE (METRO): 55.93% (198 of 354) (FAL 83: 51.43%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WAHC-F	1. WAPL-F	1. WAPL-F	1. WNAM	1. WROE-F	1. WROE-F	1. WAPL-F	1. WROE-F	1. WAPL-F	1. WAPL-F	1. WAPL-F
2. WAPL-F	2. WIXX-F	2. WIXX-F	WAPL-F	2. WNAM	2. WHBY	2. WHBY	2. WAPL-F	2. WROE-F	2. WROE-F	2. WROE-F
3. WIXX-F	3. WKAU-F+	3. WNAM	3. WROE-F	3. WAPL-F	3. WYNE	3. WROE-F	3. WNAM	3. WIXX-F	3. WIXX-F	3. WIXX-F
4. WKAU-F+	4.	WROE-F	4. WYNE	4. WYNE	4. WNAM	4. WNAM	4. WHBY	4. WKAU-F+	4. WAHC-F	4. WYNE
5.	5.	5.	WIXX-F	5.	5.	5.	5.	5.	5.	5.

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WAPL-F	1. WAPL-F	1. WIXX-F	1. WIXX-F	1. WROE-F	1. WAPL-F	1. WAPL-F	1. WAPL-F	1. WAPL-F	1. WNAM
2. WKAU-F+	WIXX-F	2. WAPL-F	2. WAPL-F	2. WIXX-F	2.	2.	2.	2. WNAM	2. WAPL-F
WIXX-F	3. WKAU-F+	3. WROE-F	3. WKAU-F+	3. WYNE	3.	3.	3.	3. WYNE	3. WHBY
4.	4.	4. WKAU-F+	4. WROE-F	4. WAPL-F	4.	4.	4.	WHBY	4. WYNE
5.	5.	5. WYNE	5.	WNAM	5.	5.	5.	5.	5.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING		
TOP 40/CHR/CONTEMP	7 (1)	65 (3)	72 (4)	20.3	WCKK	690	Oshkosh 2.3/3.6
AOR		52 (1)	52 (1)	14.7	WEMI-F	100.1	Neenah 2.3/5.0
AC/OLDIES/SOFT ROCK	23 (1)	13 (1)	36 (2)	10.2	WMBE	1530	Chilton 1.6/2.0
MOR/VARIETY	42 (3)		42 (3)	11.9	WVMS	1570	Appleton .8/2.7
COUNTRY	61 (3)	7 (1)	68 (4)	19.2	WBBM	780	Chicago .5/2.2
BLACK/URBAN					WCUB	980	Two Rivers .8/2.1
BTFL MUSIC		52 (2)	52 (2)	14.7	WDUZ-F	98.5	Green Bay 2.1/7.4
NEWS/TALK	2 (1)		2 (1)	0.6	WGN	720	Chicago 1.8/2.8
NOSTALGIA	15 (3)		15 (3)	4.2	WNBK-F	93.5	New London 1.8/4.7
RELIGION		9 (1)	9 (1)	2.5	WTMJ	620	Milwaukee .5/4.7
SPANISH							
CLASSICAL							
UNKNOWN/OTHERS	6 (1)		6 (1)	1.7			

354 (22)

RADIO STATIONS

WCKK, 690, 250 W (DAYS,DA) , NOST (Al Ham)	ABC-E, \$12.00 (Weiss)	
WHBY, 1230, 1 KW , MOR	CBS, \$30.63 (Eastman)	Woodward
WNAM, 1280, 5 KW/1 KW (DA-1), AC	ABC-I, \$14.00 (Masla)	
WVMS, 1570, 1 KW (DAYS) , NOSTALGIA	MBS, \$ 9.00 (----)	
WYNE, 1150, 5 KW (DA-2) , COUNTRY	ABC-E, \$24.00 (Weiss)	(KIMBERLY)
WOSH, 1490, 1 KW/250 W , COUNTRY (Burk-Abr)NBC,RKO II,	\$25.00 (HNWH)	Midwest Family
WAHC-F, 96.7, 3 KW @ 293, CHR	, \$14.00 (Masla)	
WAPL-F, 105.7, 100 KW @ 500, AOR	, \$30.63 (Eastman)	Woodward
WKAU-F+,104.9, 1 KW @ 480, CHR	ABC-R, \$17.00 (Selcom)	Forward
WGMV-F, 103.9, 2.5 KW @ 355, AC (Radio Arts)	Source,RKO, \$28.00 (HNWH)	Midwest Family
WROE-F, 94.3, 3 KW @ 340, BTFL MUS (SRP)	, \$24.00 (----)	

Other ranked stations - See Green Bay

MISCELLANEOUS COMMENTS

WOSH-F changes calls to WGMV-F...WYTL changes to WOSH (Oct)...

ATLANTA

Arbitron Rank/Pop (12+): 15/1,956,400  
 CMSA Rank/Pop: # 15  
 MSA Rank/Pop: 11/2,318,300  
 ADI # 16  
 Average Person Rating: 17.6  
 Market TSL: 23.1 hours

Stations: 22/23  
 Diaries: 1998/979:1/51.2%  
 Sample Target: 1690  
 Standard Error: .452  
 % Below Line: 0  
 % Not Listed: 10.6

Est. 1984 Revenue: \$65,100,000  
 Gross Inc.: 25.6 Bil  
 HH Inc.: \$31,012  
 Retail \$: 13.7 Bil  
 Pop per Station: 85,061

12+ METRO	1/4/SHARE	SPG 84	FAL 83	SPG 83	FAL 82	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/METRO CUME RATING	SPG 84	FAL 83
1. WZGC-F	361/10.5	9.2	10.0	9.7	10.2	12.3	1. WZGC-F 429/6352	1. WZGC-F 5107/26.1	26.2	26.6
2. WQXI-F	341/ 9.9	9.1	8.1	9.4	8.3	9.8	2. WQXI-F 382/5516	2. WQXI-F 4880/24.9	24.3	23.2
3. WPCH-F	310/ 9.0	7.0	7.3	8.6	6.8	5.8	3. WPCH-F 349/3852	3. WSB 3777/19.3	19.9	20.4
4. WVEE-F	291/ 8.5	9.1	10.8	10.1	9.7	11.6	4. WVEE-F 333/4048	4. WVEE-F 3381/17.3	18.2	17.3
5. WSB	249/ 7.2	6.8	7.2	9.2	7.9	5.9	5. WKHX-F 321/4168	5. WPCH-F 3253/16.6	15.3	16.9
6. WKHX-F	232/ 6.7	10.0	9.2	9.7	9.4	5.9	6. WKLS-F 313/4275	6. WKLS-F 3157/16.1	16.2	16.1
7. WKLS-F	230/ 6.7	6.9	6.2	7.1	7.9	10.1	7. WSB 277/4368	7. WKHX-F 3061/15.6	19.7	18.5
8. WRMM-F	181/ 5.3	4.3	4.6	3.4	4.2	3.4	8. WRMM-F 196/2569	8. WSB-F 2524/12.9	14.7	15.4
9. WSB-F	119/ 3.5	4.8	4.9	5.6	5.9	3.4	9. WYAY-F 194/2013	9. WGST 2284/11.7	9.5	12.7
10. WFOX-F	113/ 3.3	---	---	---	---	3.7	10. WFOX-F 182/3112	10. WRMM-F 2280/11.7	12.5	12.4
11. WGST	110/ 3.2	2.9	3.9	3.3	2.8	2.7	11. WSB-F 137/2955	11. WFOX-F 2162/11.1	----	----
12. WAOK	99/ 2.9	4.6	4.0	3.6	3.9	4.0	12. WGST 110/2321	12. WAOK 1778/ 9.1	10.9	11.0
13. WYAY-F	83/ 2.4	1.1	.8	.3	---	3.6	13. WAOK 99/1791	13. WCNN 1322/ 6.8	9.2	5.4
14. WIGO	68/ 2.0	3.1	1.5	1.3	2.2	2.7	14. WPLO 69/1142	14. WIGO 1166/ 6.0	7.1	4.9
15. WPLO	66/ 1.9	2.6	2.9	2.9	3.6	1.8	15. WIGO 68/1171	15. WYAY-F 1131/ 5.8	2.7	2.4
16. WCNN	46/ 1.3	2.3	1.2	.8	1.5	1.0	16. WJYA-F+ 59/ 903	16. WPLO 1082/ 5.5	7.7	8.4
17. WJYA-F+	45/ 1.3	1.5	2.2	1.0	1.6	1.8	17. WQXI 52/1006	17. WQXI 946/ 4.8	5.6	7.1
18. WQXI	43/ 1.2	1.2	2.3	1.8	1.6	.4	18. WCNN 47/1361	18. WJYA-F+ 589/ 3.0	3.7	4.1
19.							19.	19.		
20.							20.	20.		
21.							21.	21.		
22.							22.	22.		
23.							23.	23.		
24.							24.	24.		
25.							25.	25.		

12+ FM SHARE (METRO): 74.47% (2290 of 3075) (FAL 83: 69.16%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WZGC-F	1. WQXI-F	1. WQXI-F	1. WQXI-F	1. WQXI-F	1. WPCH-F	1. WQXI-F+	1. WPCH-F	1. WZGC-F	1. WZGC-F	1. WZGC-F
2. WKLS-F	2. WVEE-F	2. WVEE-F	2. WVEE-F	2. WPCH-F	2. WSB	2. WZGC-F	2. WQXI-F	2. WQXI-F	2. WSB	2. WVEE-F
3. WVEE-F	3. WKLS-F	3. WZGC-F	3. WPCH-F	3. WVEE-F	3. WKHX-F	3. WSB	3. WRMM-F	3. WPCH-F	3. WVEE-F	3. WSB
4. WZGC-F	4. WKLS-F	4. WKLS-F	4. WRMM-F	4. WRMM-F	4. WRMM-F	4. WVEE-F	4. WKHX-F	4. WVEE-F	4. WKLS-F	4. WQXI-F
5. WKLS-F	5. WRMM-F	5. WPCH-F	5. WKHX-F	5. WKHX-F	5. WKHX-F	5. WPCH-F	WVEE-F	5. WKHX-F	5. WQXI-F	5. WKHX-F
6. WKHX-F	6. WRMM-F	6. WRMM-F	6. WZGC-F	6. WZGC-F	6. WZGC-F	6. WKHX-F	6. WZGC-F	6. WKLS-F	6. WKHX-F	6. WPCH-F
7. WFOX-F	7. WKHX-F	7. WKHX-F	7. WSB	7. WSB	7. WSB	7. WKLS-F+	7. WKLS-F	7. WRMM-F	7. WPCH-F	7. WKLS-F
8.	8.	8.	8.	8.	8.	8. WRMM-F	8. WSB-F	8. WSB	8.	8. WRMM-F
9.	9.	9.	9.	9.	9.	9.	9. WSB	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10. WFOX-F	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WQXI-F	1. WQXI-F	1. WQXI-F	1. WQXI-F	1. WQXI-F	1. WKLS-F	1. WQXI-F	1. WQXI-F	1. WQXI-F	1. WQXI-F
2. WZGC-F	2. WVEE-F	2. WVEE-F	2. WVEE-F	2. WPCH-F	2. WQXI-F	2. WKLS-F	2. WKLS-F	2. WVEE-F	2. WVEE-F
3. WVEE-F	3. WZGC-F	3. WZGC-F	3. WZGC-F	3. WVEE-F	3. WZGC-F	3. WVEE-F	3. WVEE-F	3. WKLS-F	3. WPCH-F
4. WKLS-F	4. WRMM-F	4. WPCH-F	4. WRMM-F	4. WZGC-F	4. WKHX-F	4. WZGC-F	4. WKHX-F	4. WZGC-F	4. WRMM-F
5. WRMM-F	5. WKLS-F	5. WRMM-F	5. WPCH-F	5. WKHX-F	5. WVEE-F	5. WKHX-F	5. WZGC-F	5. WRMM-F	5. WKHX-F
6. WSB-F	6. WSB-F	6. WKHX-F	6. WSB-F	6. WRMM-F	6.	6. WFOX-F	6. WRMM-F	6. WFOX-F	6. WKLS-F
7.	7. WKHX-F	7. WSB-F	7. WKHX-F	7. WSB	7.	7. WRMM-F	7. WPCH-F	7. WPCH-F	WSB
8.	8.	8.	8. WFOX-F	8.	8.	8.	8.	8.	8.
9.	9.	9.	9. WAOK	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING		
TOP 40/CHR/CONTEMP		702 (2)	702 (2)	22.8	WGKA 1190		3.2/1.4
AOR	9 (1)	230 (1)	239 (2)	7.8	WKLS 970		.3/1.0
AC/OLDIES/SOFT ROCK	43 (1)	413 (3)	456 (4)	14.8	WXLL 1310	Decatur	.9/2.0
MOR/VARIETY	249 (1)		249 (1)	8.1	WYZE 1480		1.0/1.9
COUNTRY	66 (1)	315 (2)	381 (3)	12.4			
BLACK/URBAN	167 (2)	291 (1)	458 (3)	14.9			
BTFL MUSIC		310 (1)	310 (1)	10.1			
NEWS/TALK	156 (2)		156 (2)	5.1			
NOSTALGIA	16 (1)	29 (1)	46 (2)	1.5			
RELIGION	67 (2)		67 (2)	2.2			
SPANISH							
CLASSICAL	12 (1)		12 (1)	0.4			
UNKNOWN/OTHERS							
			3075 (23)				

RADIO STATIONS

AM STATIONS

STATION	POWER	TIME	FORMAT	SALES	AGENCY	12+ ADI 1/4
WAEC	860	5 KW (DAYS)	RELIGION	\$ NA	(----)	1. WZGC-F
WAOK	1380	5 KW (DA-N)	BLACK	NBN, SBN, \$ 65.00	(Masla)	2. WQXI-F
WCNN	680	25 KW/10 KW (DA-N)	NEWS	CNN, \$ 50.00*	(HNWH)	3. WPCH-F
WFOM	1230	1 KW/250 W	RELIGION (Burk-Abr)	\$ 12.00	(Bolton)	4. WVEE-F
WGKA	1190	5 KW (DAYS)	CLASSICAL	\$ 35.00	(CMBS)	5. WKHX-F
WGST	920	5 KW/1 KW	NEWS	CBS, MBS, WSJ, \$122.50	(Katz)	6. WKLS-F
WGUN	1010	50 KW (DAYS)	RELIGION	\$ 15.50	(Stars)	7. WSB
WIGO	1340	1 KW/250 W	BLACK	ABC-D, \$ 53.00	(Citimedia)	8. WRMM-F
WPLO	590	5 KW (DA-N)	COUNTRY	ABC-I, \$ 65.00*	(Mc-Guild)	9. WYAY-F
WQXI	790	5 KW/1 KW (DA-N)	OLDIES/AC	\$ NM	(Blair)	10. WFOX-F
WSB	750	50 KW	MOR	NBC, \$125.00*	(Christal)	11. WSB-F
WYZE	1480	5 KW	RELIGION/GOSPEL	\$ 10.00	(----)	12. WGST

FM STATIONS

STATION	POWER	TIME	FORMAT	SALES	AGENCY	12+ ADI CUME
WJYA-F	104.1	100 KW @ 1080	NOST (Al Ham)	APR, \$ 47.50	(Weiss)	1. WZGC-F
WKHX-F	101.5	100 KW @ 900	COUNTRY	\$160.00*	(Selcom)	2. WQXI-F
WKLS-F	96.1	100 KW @ 950	AOR (Burk-Abr)	ABC-R, \$140.00*	(Masla)	3. WSB
WPCH-F	94.9	100 KW @ 890	BTFL MUS	\$175.00	(Katz)	4. WVEE-F
WQXI-F	94.1	100 KW @ 914	CONTEMP/AC	\$307.50	(Blair)	5. WKLS-F
WRMM-F	99.7	100 KW @ 1000	AC	\$110.00	(Eastman)	6. WKIX-F
WSB-F	98.5	100 KW @ 919	AC	CBS-R, \$120.00*	(Christal)	7. WPCH-F
WVEE-F	103.3	100 KW @ 450	URBAN	RKO, \$140.00*	(Mc-Guild)	8. WFOX-F
WZGC-F	92.9	100 KW @ 910	CHR	ABC-C, \$180.00	(Torbet)	9. WSB-F
WFOX-F	97.1	100 KW @ 540	AC	\$ 90.00*	(MMR)	10. WRMM-F
WYAY-F	106.7	100 KW @ 930	AC	\$ NA	(Katz)	11. WGST

ADI FM SHARE:  
77.91%

CALL LETTER CHANGES

WWLT-F changes calls to WYAY-F

FORMAT CHANGES

WFOX-F changes from CHR to AC (Sep)  
WYAY-F: from AC to Country

STATION SALES

MISCELLANEOUS COMMENTS

Several counties added to Arbitron metro...good gains for the new guys in Atlanta: WYAY and WFOX...

AUSTIN

Arbitron Rank/Pop (12+): 61/537,100  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 73/635,300  
 ADI # 82  
 Average Person Rating: 16.5  
 Market TSL: 21.7 hours

Stations: 21/16  
 Diaries: 883/608:1/46.2%  
 Sample Target: 880  
 Standard Error: .655  
 % Below Line: 3.0  
 % Not Listed: 13.9

Est 1984 Revenue: \$17,700,000  
 Gross Inc.: 7.0 Bil  
 HH Inc.: \$29,715  
 Retail \$: 4.0 Bil  
 Pop per Station: 33,569

		SPG				FAL				BIRCH	12+ TSA 1/4/CUME		12+ METRO CUME/ METRO CUME RATING		SPG		FAL	
12+ METRO 1/4/SHARE		84	83	83	82	SHARE								84	83			
1.	KASE-F	155/17.5	12.7	16.1	16.2	14.2	15.0	1.	KASE-F	203/2045	1.	KHFI-F	1683/31.3	29.5	30.7			
2.	KHFI-F	142/16.0	11.6	13.6	15.5	11.9	19.9	2.	KHFI-F	154/1790	2.	KASE-F	1484/27.6	22.9	27.6			
3.	KEYI-F	84/ 9.5	9.6	7.3	5.6	6.4	9.0	3.	KEYI-F	99/1180	3.	KEYI-F	1081/20.1	22.1	20.7			
4.	KLBJ-F	71/ 8.0	14.4	9.9	11.3	10.3	17.4	4.	KLBJ-F	76/1145	4.	KLBJ-F	1042/19.4	26.7	22.6			
5.	KPEZ-F	55/ 6.2	4.4	7.8	4.9	7.4	2.5	5.	KPEZ-F	57/ 693	5.	KOKE-F	962/17.9	14.6	15.4			
6.	KOKE-F	47/ 5.3	5.4	4.5	1.8	6.0	5.4	6.	KLBJ	49/ 795	6.	KVET	759/14.1	11.6	19.0			
7.	KNOW	46/ 5.2	4.3	3.8	5.1	6.9	3.1		KNOW	49/ 590	7.	KLBJ	652/12.1	15.0	14.4			
8.	KLBJ	42/ 4.7	5.0	4.3	6.0	5.7	2.0		KOKE-F	49/ 994	8.	KPEZ-F	629/11.7	10.5	12.3			
9.	KVET	37/ 4.2	5.4	6.8	5.3	5.3	4.1	9.	KVET	44/ 875	9.	KNOW	554/10.3	11.1	8.4			
10.	KTXZ	16/ 1.8	2.4	1.2	2.2	1.1	1.2	10.	KMMM	17/ 131	10.	KTXZ	276/ 5.1	5.9	4.5			
11.	KMMM	13/ 1.5	3.2	5.4	3.4	3.2	.9	11.			11.							
12.								12.			12.							
13.								13.			13.							
14.								14.			14.							
15.								15.			15.							

12+ FM SHARE (METRO): 75.26% (575 of 764) (FAL 83: 70.35%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1.	KHFI-F	1. KASE-F	1. KASE-F	1. KASE-F	1. KASE-F	1. KASE-F	1. KASE-F	1. KHFI-F	1. KHFI-F	1. KHFI-F
2.	KEYI-F	2. KHFI-F	2. KEYI-F	2. KEYI-F	2. KEYI-F	2. KHFI-F	2. WHFI-F	2. KASE-F	2. KASE-F	2. KASE-F
3.	KLBJ-F	3. KEYI-F	3. KHFI-F	3. KHFI-F	3. KHFI-F	3. KEYI-F	3. KEYI-F	3. KEYI-F	3. KLBJ-F	3. KLBJ-F
4.	KASE-F	4. KLBJ-F	4. KPEZ-F	4. KPEZ-F	4. KPEZ-F	4. KLBJ	4. KLBJ-F	4. KLBJ-F	4. KEYI-F	4. KEYI-F
5.	KOKE-F	5. KOKE-F	5. KOKE-F	5. KLBJ-F	5. WLBJ-F	5.	5. KPEZ-F	5. KPEZ-F	5. KPEZ-F	5. KPEZ-F
				KOKE-F	KOKE-F					
WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54		MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1.	KHFI-F	1. KHFI-F	1. KEYI-F	1. KASE-F		1. KLBJ-F	1. KLBJ-F	1. KASE-F	1. KEYI-F	1. KASE-F
2.	KASE-F	2. KEYI-F	2. KHFI-F	2. KEYI-F		2. KHFI-F	2. KEYI-F	2. KLBJ-F	2. KLBJ-F	2. KEYI-F
3.	KLBJ-F	3. KASE-F	3. KASE-F	3. KHFI-F		3. KASE-F	3. KHFI-F	3. KEYI-F	3. KHFI-F	3. WLBJ-F
4.	KOKE-F	4. KOKE-F	4.	4. KPEZ-F		4. KEYI-F	4. KASE-F	4. KHFI-F	4. KASE-F	4. WHFI-F
5.	KNOW	5. KNOW	5.	5. KNOW		5.	5.	5.	5.	5. KOKE-F

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING		
TOP 40/CHR/CONTEMP		145 (2)	145 (2)	19.0	KGTTN	1530	Georgetown .3/1.4
AOR		79 (3)	79 (3)	10.4	KGTTN-F	96.7	Georgetown .6/2.8
AC/OLDIES/SOFT ROCK MOR/VARIETY	24 (3)	134 (3)	158 (6)	20.7	KIXL	970	DeValle .9/4.2
COUNTRY	49 (2)	155 (1)	204 (3)	26.8	KRGT-F	92.1	Taylor .6/1.1
BLACK/URBAN	46 (1)		46 (1)	6.0	KTAE	1260	Taylor 1.4/1.8
BTFM MUSIC		55 (1)	55 (1)	7.2	KISS-F	99.5	San Antonio .6/2.1
NEWS/TALK	49 (2)		49 (2)	6.4	KTSA	550	San Antonio .6/3.3
NOSTALGIA					KWTX-F	97.5	Waco .3/1.3
RELIGION	8 (1)		8 (1)	1.0	KXZL-F	104.5	San Antonio .3/1.6
SPANISH	13 (1)	5 (1)	18 (2)	2.4	WOAI	1200	San Antonio .8/2.5
CLASSICAL							
UNKNOWN/OTHERS							
762 (21)							

RADIO STATIONS

KIXL, 970, 1 KW (DAYS,DA) , RELIGION , \$10.00 (Miller) Central Texas  
 KLBJ, 590, 5 KW/1 KW (DA-N), TALK/NEWS (Klemm) WSJ,MBS,CBS,NBC-T, \$39.00\* (Eastman)  
 KMMM, 1370, 1 KW (DAYS) , SPANISH , \$26.00\* (Selcom)  
 KNOW, 1490, 1 KW/250 W , BLACK , \$ NM (Torbet)  
 KTXZ, 1560, 2.5 KW (DA-2) , OLDIES APR, \$35.00 (----)  
 KVET, 1300, 5 KW/1 KW (DA-2), COUNTRY ABC-I, \$50.00\* (Katz)  
 KASE-F, 100.7, 100 KW @ 1300, COUNTRY , \$110.00\* (Katz)  
 KEYI-F, 103.7, 97 KW @ 585, AC , \$105.00 (Torbet) Hicks (SAN MARCOS)  
 KHFI-F, 98.3, 1.3 KW @ 418, CHR , \$84.13 (Christal) Central Texas  
 KLBJ-F, 93.7, 100 KW @ 1057, AOR (Klemm) , \$55.00\* (Eastman)  
 KOKE-F, 95.5, 10 KW @ 265, AC/CONTEMP (Fairwest) APR, \$47.50 (Selcom)  
 KPEZ-F, 102.3, 3 KW @ 300, BTFM MUS , \$45.00\* (Mc-Guild) Clear Channel

BAKERSFIELD

Arbitron Rank/Pop (12+): 87/364,300  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 103/439,900  
 ADI # 149  
 Average Person Rating: 16.6  
 Market TSL: 22.3 hours

Stations: 31/19  
 Diaries: 740/492:1/45.9%  
 Sample Target: 740  
 Standard Error: .739  
 % Below Line: 13.2  
 % Not Listed: 9.6

Est 1984 Revenue: \$9,900,000  
 Gross Inc.: 4.0 Bil  
 HH Inc.: \$25,737  
 Retail \$: 2.8 Bil  
 Pop per Station: 19,174

12+ METRO 1/4/SHARE	SPG 84	FAL 83	SPG 83	FAL 82	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/ METRO CUME RATING	SPG 84	FAL 83
1. KKXX-F 84/13.9	14.0	10.1	13.9	10.8	1.	1.	1. KKXX-F 1071/29.4	30.3	27.6
KUZZ 84/13.9	9.6	14.3	8.8	12.3	2.	2.	KUZZ 802/22.0	20.3	25.0
3. KWAC 47/ 7.8	6.1	4.0	8.3	6.8	3.	3.	3. KQXR-F 724/19.9	21.3	16.7
4. KGFM-F 46/ 7.6	10.8	6.7	9.2	6.3	4.	4.	4. KGFM-F 496/13.6	15.4	10.3
5. KQXR-F 40/ 6.6	9.8	7.2	6.3	5.5	5.	5.	5. KGEO 393/10.8	8.9	12.3
6. KGEO 30/ 5.0	3.7	5.5	5.9	5.6	6.	6.	6. KWAC 385/10.6	10.7	8.3
7. KAFY 19/ 3.1	3.9	3.3	3.1	2.2	7.	7.	7. KAFY 295/ 8.1	10.5	10.7
KLYD 19/ 3.1	3.0	7.6	7.1	6.5	8.	8.	8. KERN 250/ 6.9	6.3	8.4
9. KVLI 18/ 3.0	1.7	1.0	1.0	1.5	9.	9.	9. KHIS-F 219/ 6.0	4.1	4.1
10. KFI 14/ 2.3	.7	.3	.5	2.0	10.	10.	10. KLYD-F 218/ 6.0	7.2	3.8
KERN 14/ 2.3	1.9	4.0	4.6	4.6	11.	11.			
12.					12.	12.			
13.					13.	13.			
14.					14.	14.			
15.					15.	15.			

12+ FM SHARE (METRO): 46.34% (253 of 546) (FAL 83: 38.10%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KKXX-F	1. KKXX-F	1. KKXX-F	1. KUZZ	1. KUZZ	1. KUZZ	1. KUZZ	1. KUZZ	1. KKXX-F	1. KKXX-F	1. KUZZ
2. KQXR-F	2. KUZZ	2. KUZZ	KKXX-F	2. KKXX-F	2. KGFM-F	2. KKXX-F	2. KKXX-F	2. KUZZ	2. KQXR-F	2. KKXX-F
3.	3. KWAC	3. KWAC	3.	3. KWAC	3.	3. KWAC	3. KGFM-F	3. KGFM-F	3. KGFM-F	3. KQXR-F
4.	4. KQXR-F	4. KQXR-F	4.	4. KGFM-F	4.	4. KGFM-F	4. KWAC	4. KQXR-F	4. KUZZ	4. KGFM-F
5.	5.	5.	5.	5.	5.	5. KQXR-F	5.	5.	5.	5.

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. KKXX-F	1. KKXX-F	1. KKXX-F	1. KKXX-F	1. KUZZ	1. KKXX-F	1. KKXX-F	1. KKXX-F	1. KKXX-F	1. KUZZ
2. KLYD	2.	2. KUZZ	2. KWAC	2. KKXX-F	2. KGEO	2. KUZZ	2. KUZZ	2.	2. KKXX-F
3. KQXR-F	3.	3.	3. KUZZ	3.	3. KQXR-F	3. KGEO	3. KWAC	3.	3. KWAC
4.	4.	4.	4.	4.	4. KWAC	4. KGEO	4.	4.	4.
5.	5.	5.	5.	5.	5.	5.	5.	5.	5.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP	19 (1)	98 (4)	117 (5)	21.4	KDOL 1340 Mojave .8/1.6
AOR		60 (3)	60 (3)	11.0	KDOL-F 97.7 Mojave .7/2.1
AC/OLDIES/SOFT ROCK	44 (2)	26 (4)	70 (6)	12.8	KERI 1180 Wasco 1.8/4.8
MOR/VARIETY	39 (3)		39 (3)	7.1	KHIS 800 Bakersfield .8/2.6
COUNTRY	111 (4)	3 (1)	114 (5)	20.9	KHIS-F 96.5 Bakersfield 2.2/6.0
BLACK/URBAN					KLYD-F 97.7 Shafter 2.2/6.0
BTFL MUSIC		53 (2)	53 (2)	9.7	KPMC 1560 Bakersfield 1.7/4.7
NEWS/TALK	2 (1)		2 (1)	0.4	KTPI-F 103.1 Tehachapi .5/1.5
NOSTALGIA	5 (1)		5 (1)	0.9	KXEM 1590 McFarland 1.2/2.8
RELIGION	5 (1)	13 (1)	18 (2)	3.3	KBIG-F 104.3 Los Angeles 1.2/2.3
SPANISH	54 (2)		54 (2)	9.9	KBOS-F 94.9 Tulare .8/3.3
CLASSICAL					KCBS 740 San Francisco .3/1.2
UNKNOWN/OTHERS	14 (1)		14 (1)	2.6	KFRE 940 Fresno .5/1.2
			546 (31)		KFYE-F 93.7 Fresno .5/1.3
					KKHR-F 93.1 Los Angeles .8/3.1
					KLOS-F 95.5 Los Angeles 1.5/3.1
					KMET-F 94.7 Los Angeles 1.8/3.7
					KMPC 710 Los Angeles .8/3.6
					KOST-F 103.5 Los Angeles 1.2/2.5
					KRTH-F 101.1 Los Angeles .5/2.6

RADIO STATIONS

KAFY, 550, 1 KW (DA-2), COUNTRY	ABC-D, \$21.25 (Blair)	
KERN, 1410, 1 KW , ? ?	ABC-C, \$21.00 (HNWH)	Brandon
KGEO, 1230, 1 KW/250 W , OLDIES	NBC, \$27.00 (Selcom)	
KYLD, 1350, 1 KW (DAYS), CHR	, \$22.00 (Torbet)	
KPMC, 1560, 10 KW (DA-1), VARIETY	MBS, CBS, \$17.00 (Masla)	
KUZZ, 970, 1 KW (DA-2), COUNTRY	, \$34.00* (Katz)	Buck Owens
KWAC, 1490, 1 KW/250 W , SPANISH	, \$17.50 (Lotus)	
KGFM-F, 101.5, 5 KW @ 1280, BTFL MUS	, \$28.00 (Selcom)	
KKXX-F, 107.9, 6 KW @ 1340, CHR	, \$26.00* (Katz)	Buck Owens
KLYD-F, 97.7, 3 KW @ 300, AC (?)	RKO, \$23.00 (Torbet)	
KQXR-F, 94.1, 5 KW @ 1312, AOR	ABC-E, \$ ? ? (HNWH)	Brandon

MISCELLANEOUS COMMENTS

KUZZ traded/sold for KAFY plus \$650,000...this transaction has not yet closed as of January...

BALTIMORE

Arbitron Rank/Pop (12+): 16/1,911,300  
 CMSA Rank/Pop: # 16  
 MSA Rank/Pop: 12/2,236,400  
 ADI # 21  
 Average Person Rating: 19.3  
 Market TSL: 25.2 hours

Stations: 35/23  
 Diaries: 1820/1050:1/50.9%  
 Sample Target: 1700  
 Standard Error: .496  
 % Below Line: 10.1  
 % Not Listed: 8.4

Est. 1984 Revenue: \$41,500,000  
 Gross Inc.: 24.5 Bil  
 HH Inc.: \$31,230  
 Retail \$: 11.8 Bil  
 Pop per Station: 83,100

12+ METRO	1/4/SHARE	SPG 84	WIN 84	FAL 83	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/METRO CUME RATING	SPG 84	FAL 83
1. WLIF-F	357/9.7	8.8	8.5	7.4	8.4	1. WLIF-F 371/3757	1. WBAL 3849/20.1	19.2	15.3
2. WBAL	301/8.2	8.0	9.7	9.0	8.3	2. WBAL 315/4025	2. WIYY-F 3771/19.7	17.7	16.5
3. WIYY-F	294/8.0	6.9	6.2	6.5	9.2	3. WIYY-F 312/4026	3. WLIF-F 3582/18.7	17.8	15.2
4. WXYV-F	228/6.2	5.3	5.6	5.8	7.5	4. WPOC-F 251/3022	4. WBSB-F 3393/17.8	22.8	19.0
5. WPOC-F	213/5.8	6.2	6.7	6.4	6.6	5. WXYV-F 237/2819	5. WXYV-F 2719/14.2	12.5	14.9
6. WWIN-F	179/4.9	2.9	2.7	3.9	2.9	6. WBSB-F 186/3634	6. WMAR-F 2710/14.2	13.8	10.5
7. WBSB-F	171/4.4	7.5	6.3	6.8	8.1	7. WWIN-F 179/1868	7. WPOC-F 2549/13.3	14.1	13.3
8. WMAR-F	155/4.2	3.4	3.1	2.8	4.8	8. WMAR-F 160/2802	8. WCBM 2485/13.0	10.2	13.5
9. WYST-F	144/3.9	3.6	4.0	4.2	3.4	9. WCAO 156/2401	9. WYST-F 2138/11.2	10.8	11.9
10. WCBM	141/3.8	3.2	3.9	3.8	3.3	10. WYST-F 146/2210	10. WCAO 2099/11.0	10.8	10.0
11. WCAO	134/3.6	4.1	3.3	2.9	3.9	11. WCBM 143/2534	11. WFBR 2057/10.8	19.2	15.3
12. WITH	122/3.3	4.3	3.0	4.4	2.3	12. WITH 122/1326	12. WWIN-F 1864/ 9.8	7.9	8.2
13. WFBR	117/3.2	6.4	3.3	4.0	3.2	13. WFBR 118/2095	13. WWIN 1631/ 8.5	8.3	11.0
14. WWIN	111/3.0	2.6	4.1	3.6	1.9	14. WWIN 111/1643	14. WITH 1323/ 6.9	9.0	7.0
15. WEBB	101/2.7	1.7	3.3	3.8	2.3	15. WEBB 101/1277	15. WWDG-F 1308/ 6.8	6.8	5.5
16. WBGR	92/2.5	2.1	1.6	.3	1.5	16. WBGR	16. WEBB 1271/ 6.6	5.5	7.6
17.						17.	17.		
18.						18.	18.		
19.						19.	19.		
20.						20.	20.		
21.						21.	21.		
22.						22.	22.		
23.						23.	23.		
24.						24.	24.		
25.						25.	25.		

12+ FM SHARE (METRO): 64.12% (2161 of 3370) (FAL 83: 61.23%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WMAR-F	1. WIYY-F	1. WIYY-F	1. WIYY-F	1. WLIF-F	1. WLIF-F	1. WBAL	1. WLIF-F	1. WLIF-F	1. WIYY-F	1. WLIF-F
2. WIYY-F	2. WXYV-F	2. WXYV-F	2. WYST-F	2. WPOC-F	2. WBAL	2. WLIF-F	2. WIYY-F	2. WIYY-F	2. WXYV-F	2. WIYY-F
3. WXYV-F	3. WWIN-F	3. WWIN-F	3. WWIN-F	3. WIYY-F	3. WPOC-F	3. WIYY-F	3. WBAL	3. WXYV-F	3. WBAL	3. WPOC-F
4. WBSB-F	4. WBSB-F	4. WPOC-F	4. WPOC-F	4. WYST-F	4. WCAO	4. WPOC-F	4. WPOC-F	4. WBAL	4. WWIN-F	4. WBAL
5.	WYST-F	5. WYST-F	5. WLIF-F	5. WWIN-F	WCBM	5. WFBR	5. WXYV-F	5. WPOC-F	5. WLIF-F	5. WBSB-F
6.	WMAR-F	6. WBSB-F	6. WXYV-F	6. WXYV-F	6. WITH	6. WCBM	6. WWIN-F	6. WWIN-F	6. WMAR-F	6. WXYV-F
7.	WPOC-F	7. WLIF-F	7. WBSB-F	7. WBAL	7. WXYV-F	7. WXYV-F	7. WYST-F	7. WMAR-F	7. WYST-F	7. WYST-F
8.		8.	8.	WBSB-F	8.	8.	8. WBSB-F	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WIYY-F	1. WIYY-F	1. WXYV-F	1. WWIN-F	1. WLIF-F	1. WIYY-F	1. WIYY-F	1. WIYY-F	1. WIYY-F	1. WIYY-F
2. WWIN-F	2. WWIN-F	2. WWIN-F	2. WYST-F	2. WYST-F	2. WXYV-F	2. WXYV-F	2. WXYV-F	2. WWIN-F	2. WLIF-F
3. WXYV-F	3. WXYV-F	3. WIYY-F	3. WIYY-F	3. WPOC-F	3.	3.	3. WWIN-F	3. WYST-F	3. WPOC-F
4. WMAR-F	4. WBSB-F	WBSB-F	4. WXYV-F	4. WXYV-F	4.	4.	4. WPOC-F	4. WXYV-F	WWIN-F
5. WBSB-F	5. WYST-F	5. WYST-F	5. WBSB-F	5. WBSB-F	5.	5.	5. WYST-F	5. WLIF-F	5. WYST-F
6. WBGR	6. WMAR-F	6. WPOC-F	6.	6. WWIN-F	6.	6.	6. WLIF-F	6. WPOC-F	6. WCBM
7.	7.	7. WLIF-F	7.	7. WBAL	7.	7.	7. WBSB-F	7.	7. WXYV-F
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING	
TOP 40/CHR/CONTEMP		385 (5)	385 (5)	11.4	WANN 1190 Annapolis .3/.7	
AOR		420 (4)	420 (4)	12.5	WFSI-F 107.9 Annapolis .4/1.0	
AC/OLDIES/SOFT ROCK	117 (1)	238 (4)	355 (5)	10.5	WGRX-F 100.7 Westminster .7/2.1	
MOR/VARIETY	342 (3)		342 (3)	10.1	WHFS-F 99.1 Annapolis 1.1/2.8	
COUNTRY	134 (1)	234 (2)	368 (3)	10.9	WQSR-F 105.7 Catonsville 1.2/6.1	
BLACK/URBAN	223 (3)	471 (4)	694 (7)	20.6	WRBS-F 95.1 Baltimore .6/2.2	
BTFL MUSIC		377 (2)	377 (2)	11.2	WYST 1010 Baltimore .7/2.3	
NEWS/TALK	179 (2)		179 (2)	5.3	All stations below are in Washington	
NOSTALGIA	122 (1)		122 (1)	3.6	WASH-F .3/2.3	WMAL .4/2.1
RELIGION	92 (1)	36 (2)	128 (3)	3.8	WAVA-F .3/2.5	WMZQ-F .6/1.7
SPANISH					WGAY-F .5/1.7	WPGC-F .8/3.5
CLASSICAL					WHUR-F 1.4/4.8	WRQX-F 1.3/4.9
UNKNOWN/OTHERS					WKYS-F .3/1.6	WTOP 1.0/4.0
			3370 (35)		WLTT-F .6/2.3	WWDG-F 1.7/6.8

RADIO STATIONS	AM STATIONS	12+ ADI 1/4
WBGR, 860, 1 KW (DAYS, DA)	, BLACK/GOSPEL UPI, \$ 18.00 (----)	1. WLIF-F
WBAL, 1090, 50 KW (DA-N)	, MOR ABC-E, \$ 83.75 (Blair)	2. WBAL
WBMD, 750, 1 KW (DAYS)	, RELIGION , \$ 10.00 (----)	3. WIYY-F
WCAO, 600, 5 KW (DA-1)	, COUNTRY RKO II, \$ 60.00 (Mc-Guild)	4. WXYV-F
WCBM, 680, 10 KW/5 KW (DA-2)	, NEWS/TALK ABC-T, ABC-I, \$103.75 (Katz)	5. WPOC-F
WEBB, 1360, 5 KW (DAYS)	, BLACK SBN, \$ 32.00 (Citi)	6. WWIN-F
WFBR, 1300, 5 KW (DA-1)	, AC NBC, \$ 86.25 (MMR)	7. WBSB-F
WHRF, 1520, 250 W (DAYS)	, MOR ABC-E, \$ 25.00 (----)	8. WMAR-F
WITH, 1230, 1 KW/250 W	, NOST (Al Ham) MBS, WSJ, \$ 61.25 (HNWH)	9. WCAO
WJRO, 1590, 1 KW (DA-2)	, BTFL MUS , \$ 8.50 (----)	10. WYST-F
WTOW, 1570, 5 KW (DAYS)	, RELIGION , \$ 20.00 (----)	11. WCBM
WWIN, 1400, 1 KW/250 W	, BLACK NBN, \$ 38.00 (HNWH)	12. WITH
WYST, 1010, 1 KW (DAYS)	, MOR (?) RKO, \$ NA (Masla)	13. WFBR
		14. WWIN
		15. WEBB

FM STATIONS	12+ ADI CUME
WBSB-F, 104.3, 50 KW @ 422, CHR/ROCK	1. WBAL
WIYY-F, 97.9, 11 KW @ 946, AOR (Burk-Abr)	2. WIYY-F
WLIF-F, 101.9, 14 KW @ 961, BTFL MUS	3. WLIF-F
WMAR-F, 106.5, 29 KW @ 620, CHR	4. WBSB-F
WPOC-F, 93.1, 50 KW @ 870, COUNTRY	5. WMAR-F
WQSR-F, 105.7, 50 KW @ 245, CHR	6. WXYV-F
WRBS-F, 95.1, 50 KW @ 260, RELIGION	7. WPOC-F
WWIN-F, 95.9, 3 KW @ 300, BLACK	8. WCBM
WXYV-F, 102.7, 50 KW @ 400, URBAN (Burk-Abr)	9. WCAO
WYST-F, 92.3, 10 KW @ 560, AC	10. WYST-F
WGRX-F, 100.7, 50 KW @ 350, AOR (Sebastian)	11. WFBR
	12. WWIN-F
	13. WWIN
	14. WWDG-F
	15. WITH

Other ranked stations - See Washington

ADI FM SHARE:  
64.54%

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

MISCELLANEOUS COMMENTS

WMAR-F: from Abell to Seymour/Frankel for \$6,000,000 (E)  
WITH: sold by BENI for \$1,700,000 (Fisher/Ford)

Queen Anne's County added to Arbitron metro...

BATON ROUGE

Arbitron Rank/Pop (12+): 74/445,900  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 88/548,900  
 ADI # 90  
 Average Person Rating: 16.2  
 Market TSL: 22.0 hours

Stations: 20/16  
 Diaries: 885/504:1/42.6%  
 Sample Target: 820  
 Standard Error: .678  
 % Below Line: 2.8  
 % Not Listed: 11.7

Est 1984 Revenue: \$14,100,000  
 Gross Inc.: 5.9 Bil  
 HH Inc.: \$31,708  
 Retail \$: 2.9 Bil  
 Pop per Station: 27,869

12+ METRO	1/4/SHARE	SPG 84	FAL 83	SPG 83	FAL 82
1. WFMF-F	129/17.8	18.3	21.5	22.1	17.8
2. WTKL	62/ 8.6	4.2	6.5	5.6	10.0
3. WXOK	59/ 8.1	8.2	10.0	9.9	9.7
4. KQXL-F	56/ 7.7	6.3	2.4	---	---
5. WQXY-F	50/ 6.9	11.1	8.3	11.4	6.4
6. WJBO	49/ 6.8	1.8	4.1	3.5	4.2
7. WYNK-F	48/ 6.6	14.7	13.8	14.2	13.4
8. WAFB-F	45/ 6.2	6.1	7.3	7.7	6.8
9. WKJN-F	38/ 5.2	---	---	---	---
10. WIBR	18/ 2.5	2.5	3.6	4.2	3.3
11. WLUX	17/ 2.3	4.7	2.7	2.5	4.0
12. WXAM	14/ 1.9	1.3	3.8	3.8	6.6
13. WYNK	13/ 1.8	2.7	2.6	1.7	2.5
14.					
15.					

BIRCH SHARE	12+ TSA 1/4/CUME
1. WFMF-F	200/2546
2. WAFB-F	90/1861
3. WKJN-F	84/ 958
	KSMB-F 84/ 904
5. WYNK-F	83/1127
6. WTKL	82/ 788
7. KQXL-F	73/ 856
	WXOK 73/1083
9. WQXY-F	69/1309
10. WJBO	58/ 932
11.	
12.	
13.	
14.	
15.	

12+ METRO	CUME/	SPG	FAL
METRO	CUME RATING	84	83
1. WFMF-F	1586/35.6	36.3	39.6
2. WXOK	871/19.5	20.3	21.7
3. WAFB-F	864/19.4	19.5	23.0
4. WQXY-F	861/19.3	23.9	17.3
5. WJBO	729/16.3	8.9	16.9
6. KQXL-F	722/16.2	12.5	5.0
7. WYNK-F	700/15.7	23.0	26.3
8. WTKL	650/14.6	9.7	13.9
9. WKJN-F	520/11.7	---	---
10. WIBR	245/ 5.5	6.6	9.4
11. WLUX	218/ 4.9	4.1	---
12. WXAM	212/ 4.8	7.9	13.2
13. WYNK	205/ 4.6	5.8	NA
14.			
15.			

12+ FM SHARE (METRO): 61.35% (392 of 639) (FAL 83: 61.44%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WFMF-F	1. WFMF-F	1. WFMF-F	1. WFMF-F	1. WFMF-F	1. WYNK-F	1. WFMF-F	1. WFMF-F	1. WFMF-F	1. WFMF-F	1. WFMF-F
2. WXOK	2. KQXL-F	2. WQXY-F	2. WQXY-F	2. WQXY-F	WJBO	2. WTKL	2. WQXY-F	2. WXOK	2. KQXL-F	2. WTKL
3. KQXL-F	3. WTKL	3. KQXL-F	3. WAFB-F	3. WAFB-F	3. WFMF-F	3. WJBO	3. WAFB-F	3. KQXL-F	3. WXOK	3. KQXL-F
4. WTKL	4. WQXY-F	4. WTKL	4. WYNK-F	4. WYNK-F	4. WQXY-F	4. WYNK-F	4. WXOK	4. WQXY-F	4. WQXY-F	4. WYNK-F
5.	5. WXOK	5. WAFB-F	5. WTKL	5. WTKL	5. WXOK	5. WQXY-F	5. KQXL-F	5. WYNK-F	5. WYNK-F	5. WQXY-F
			WXOK			WXOK	WTKL			
WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54		MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WFMF-F	1. WFMF-F	1. WFMF-F	1. WQXY-F	1. WFMF-F		1. WFMF-F	1. WFMF-F	1. WFMF-F	1. WFMF-F	1. WFMF-F
2. WTKL	2. WTKL	2. WTKL	2. WTKL	2. WQXY-F		2. KQXL-F	2. KQXL-F	2. KQXL-F	2. WAFB-F	2. WAFB-F
3. KQXL-F	3. WQXY-F	3. WQXY-F	3. WFMF-F	3. WTKL		3. WKJN-F	3. WQXY-F	3. WQXY-F	3. KQXL-F	3. WJBO
4. WXOK	WXOK	WXOK	4. WAFB-F	4. WXOK		WQXY-F	4. WAFB-F	4. WAFB-F	4. WQXY-F	4. WYNK-F
5.	5. KQXL-F	5. KQXL-F	5.	5. WAFB-F		5.	5.	5. WYNK-F	.. WXOK	5. KQXL-F
									WQXY-F	

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		137 (2)	137 (2)	21.4	KSMI-F 104.9 Donaldsonville 1.1/2.7
AOR		11 (2)	11 (2)	1.7	WQCK-F 92.7 Clinton 1.0/1.5
AC/OLDIES/SOFT ROCK	49 (1)	95 (2)	144 (3)	22.5	WSLG 1090 Gonzales 1.1/2.0
MOR/VARIETY					KSMB-F 94.3 Lafayette 1.1/3.5
COUNTRY	43 (4)	86 (2)	129 (6)	20.2	WFPR 1400 Hammond .6/ .9
BLACK/URBAN	121 (2)	56 (1)	177 (3)	27.8	WRNO-F 99.5 New Orleans .4/1.5
BTFL MUSIC	14 (1)		14 (1)	2.2	WWL 870 New Orleans .4/3.5
NEWS/TALK	3 (1)		3 (1)	0.5	
NOSTALGIA					
RELIGION	17 (1)		17 (1)	2.7	
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS		7 (1)	7 (1)	1.1	
			639 (20)		

RADIO STATIONS

WIBR, 1300, 5 KW/1 KW (DA-N), COUNTRY	NBC, \$ ? ? (Katz)	
WJBO, 1150, 5 KW (DA-1), AC	CBS,MBS, \$24.00 (Blair)	Manship
WXAM, 910, 1 KW (DA-1), BTFL MUS	, \$23.00* (Christal)	Central Texas
WLUX, 1550, 5 KW (DAYS), RELIGION	UPI, \$ 9.00 (----)	Swaggert
WTKL, 1260, 1 KW (DAYS), BLACK	SBN, \$18.50 (Weiss)	
WXOK, 1460, 5 KW/1 KW (DA-N), BLACK	NBN, \$28.00 (HNWH)	
WYNK, 1380, 5 KW (DAYS,DA), COUNTRY	ABC-E, \$23.00 (Torbet)	
WAFB-F, 98.1, 100 KW @ 1550, AC/CONTEMP	CBS-R, \$41.25 (Katz)	
WFMF-F, 102.5, 100 KW @ 1360, CHR	ABC-F, \$80.00* (Blair)	Manship
WQXY-F, 100.7, 100 KW @ 690, AC (Burk-Abr)	, \$67.50 (Christal)	Central Texas
WYNK-F, 101.5, 100 KW @ 403, COUNTRY	ABC-I, \$40.00 (Torbet)	
KQXL-F, 106.3, 3 KW @ 300, BLACK	SBN, \$ 8.00 (Selcom)	(NEW ROADS)
WKJN-F, 103.3, 100 KW @ 1045, COUNTRY	, \$35.00* (Eastman)	Keymarket (HAMMOND)

MISCELLANEOUS COMMENTS

WLCS changes from CHR to Nost/BTFL (Sep)...WYNK A/F sold to Hicks for \$10,000,000 (Americom)...WLCS changes calls to WXAM...it will be interesting to see if the WYNK deal comes off since the stations lost 8 share points...they may have waited one book too long to sell...



BEAUMONT - PORT ARTHUR

Arbitron Rank/Pop (12+): 98/328,800  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 114/400,800  
 ADI # 121  
 Average Person Rating: 16.9  
 Market TSL: 23.0 hours

Stations: 23/18  
 Diaries: 758/463:1/44.7%  
 Sample Target: 710  
 Standard Error: .730  
 % Below Line: 8.4  
 % Not Listed: 5.8

Est 1984 Revenue: \$8,200,000  
 Gross Inc.: 4.3 Bil  
 HH Inc.: \$30,110  
 Retail #: 2.8 Bil  
 Pop per Station: 18,267

12+ METRO 1/4/SHARE	SPG 84	FAL 83	SPG 83	FAL 82	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/ METRO CUME RATING	SPG 84	FAL 83			
1. KHYS-F	88/15.9	22.3	15.6	12.2	10.8	15.2	1. KHYS-F	108/778	1. KZZB-F	818/24.9	23.5	26.1
2. KZZB-F	76/13.7	9.5	5.8	3.6	4.4	12.5	2. KZZB-F	90/933	2. KYKR-F	713/21.7	20.9	19.3
3. KYKR-F	69/12.4	11.2	8.8	9.1	12.4	11.1	3. KYKR-F	85/932	3. KWIC-F	616/18.7	18.1	10.2
4. KWIC-F	43/ 7.7	8.4	1.3	2.3	1.9	11.4	4. KQXY-F	53/670	4. KHYS-F	599/18.2	20.2	18.0
5. KQXY-F	42/ 7.6	8.2	10.9	8.7	7.1	6.1	5. KWIC-F	47/673	5. KLVI	580/17.6	14.4	22.9
6. KAYD-F	37/ 6.7	7.0	8.8	8.4	8.1	6.6	6. KLVI	45/858	6. KAYD-F	533/16.2	16.1	18.3
7. KIOC-F	33/ 5.9	9.5	5.8	3.6	4.4	5.0	7. KAYD-F	40/619	7. KIOC-F	533/16.2	15.7	15.4
8. KLVI	31/ 5.6	5.9	9.2	8.6	12.0	9.5	8. KIOC-F	35/665	8. KQXY-F	530/16.1	14.7	20.4
9. KTRH	27/ 4.9	3.6	5.6	5.9	5.2	4.3	9. KTRH	32/381	9. KTRH	330/10.0	8.5	10.2
10. KKM-F	12/ 2.2	1.5	3.4	6.1	6.6	1.0	10. KKM-F	13/253	10. KKM-F	224/ 6.8	4.5	9.3
11.							11.		11.			
12.							12.		12.			
13.							13.		13.			
14.							14.		14.			
15.							15.		15.			

12+ FM SHARE (METRO): 80.69% (422 of 523) (FAL 83: 74.39%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KZZB-F	1. KZZB-F	1. KHYS-F	1. KHYS-F	1. KHYS-F	1. KYKR-F	1. KHYS-F	1. KYKR-F	1. KZZB-F	1. KHYS-F	1. KHYS-F
2. KHYS-F	2. KHYS-F	2. KZZB-F	2. KZZB-F	2. KYKR-F	2. KQXY-F	2. KYKR-F	2. KHYS-F	2. KHYS-F	2. KZZB-F	2. KZZB-F
3. KWIC-F	3. KWIC-F	3. KYKR-F	3. KYKR-F	3. KZZB-F	3. KHYS-F	3. KZZB-F	3. KQXY-F	3. KYKR-F	3. KYKR-F	3. KYKR-F
4.	4. KYKR-F	4. KIOC-F	4. KIOC-F	4. KIOC-F	4. KLVI	4. KLVI	4. KZZB-F	4. KQXY-F	4. KWIC-F	4. KWIC-F
5.	5. KIOC-F	5. KWIC-F	5. KQXY-F	5. KQXY-F	5. KAYD-F	5. KAYD-F	5. KAYD-F	5.	5.	5. KIOC-F

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. KHYS-F	1. KHYS-F	1. KHYS-F	1. KHYS-F	1. KYKR-F	1. KZZB-F	1. KZZB-F	1. KZZB-F	1. KZZB-F	1. KHYS-F
2. KZZB-F	2. KZZB-F	2. KYKR-F	2. KZZB-F	2. KHYS-F	2. KHYS-F	2. KHYS-F	2. KHYS-F	2. KHYS-F	2. KYKR-F
3. KYKR-F	3. KYKR-F	3. KZZB-F	3. KIOC-F	3. KIOC-F	3. KWIC-F	3. KWIC-F	3. KWIC-F	3. KWIC-F	3. KYKR-F
4.	4. KIOC-F	4. KIOC-F	4. KYKR-F	4. KQXY-F	4.	4.	4. KIOC-F	4. KAYD-F	4. KIOC-F
5.	5. KWIC-F	5. KQXY-F	5.	5. KWIC-F	5.	5.	5. KYKR-F	5.	5. KAYD-F

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING				
TOP 40/CHR/CONTEMP		119 (2)	119 (2)	22.8	KALO	1250	Port Arthur	1.3/4.6	
AOR		11 (2)	11 (2)	2.1	KAYC	1450	Beaumont	.4/3.6	
AC/OLDIES/SOFT ROCK		45 (2)	45 (2)	8.6	KDLF	1150	Port Niches	.9/2.3	
MOR/VARIETY	3 (1)		3 (1)	0.6	KDVE	1510	Nederland	1.1/3.4	
COUNTRY	45 (4)	106 (2)	151 (6)	28.9	KIEZ	1380	Beaumont	.9/1.4	
BLACK/URBAN	7 (1)	91 (2)	98 (3)	18.7	KOGT	1600	Orange	1.3/3.6	
BTFL MUSIC		42 (1)	42 (1)	8.0	KOLE	1340	Port Arthur	.5/3.2	
NEWS/TALK	30 (2)		30 (2)	5.7	KTFA-F	92.1	Groves	1.4/5.5	
NOSTALGIA					KTRM	990	Beaumont	.9/3.5	
RELIGION	11 (2)		11 (2)	2.1	KLLOL-F	101.1	Houston	.9/3.6	
SPANISH					KMJQ-F	102.1	Houston	.5/3.3	
CLASSICAL					KPRC	950	Houston	.5/1.3	
UNKNOWN/OTHERS	5 (1)	8 (1)	13 (2)	2.5	KSRR-F	96.5	Houston	1.1/2.2	

523 (23)

RADIO STATIONS

KAYC, 1450, 1 KW/250 W (DA-1), COUNTRY	RKO II, \$ NA (Eastman)	Long-Pride
KIEZ, 1380, 1 KW (DAYS,DA), AC	ABC-C, \$23.00 (Masla)	
KLVI, 560, 5 KW (DA-N), COUNTRY	ABC-I, \$48.50 (Torbet)	Hicks
KTRM, 990, 1 KW (DA-1), COUNTRY	MBS, \$23.00 (Selcom)	
KDVE, 1510, 5 KW (DAYS,DA), RELIGION	, \$10.25 (----)	Central Texas (NEDERLAND)
KOLE, 1340, 1 KW/250 W, AC	, \$13.00 (HNWH)	
KALO, 1250, 5 KW/1 KW (DA-N), OLDIES	, \$25.00 (Mc-Guild)	Clear Channel
KOGT, 1600, 1 KW (DA-N), COUNTRY	, \$11.00 (----)	
KAYD-F, 97.5, 50 KW @ 320, COUNTRY	, \$30.00* (Eastman)	Long-Pride
KHYS-F, 98.5, 65 KW @ 485, URBAN (TM)	CBS-R, \$28.00* (Mc-Guild)	Clear Channel
KIOC-F, 106.1, 100 KW @ 1060, AC	RKO, \$25.00 (Christal)	
KQXY-F, 94.1, 69 KW @ 600, BTFL MUS	NBC, \$24.00 (Mc-Guild)	Central Texas
KWIC-F, 107.9, 100 KW @ 389, CHR	ABC-C, \$35.00 (Masla)	
KZZB-F, 95.1, 100 KW @ 501, CHR	MBS, \$22.00 (Selcom)	
KKMY-F, 104.5, 100 KW @ 400, AC	, \$13.00 (HNWH)	
KYKR-F, 93.3, 100 KW @ 500, COUNTRY	, \$48.50 (Torbet)	Hicks

KTRH - See Houston

MISCELLANEOUS COMMENTS KTRM/KZZB-F sold to First Amni for \$1,850,000...

BIRMINGHAM

Arbitron Rank/Pop (12+): 46/752,000  
 CMSA Rank/Pop: # 43  
 MSA Rank/Pop: 54/896,500  
 ADI # 48  
 Average Person Rating: 18.1  
 Market TSL: 24.2 hours

Stations: 22/20  
 Diaries: 1161/648:1/49.8%  
 Sample Target: 1080  
 Standard Error: .602  
 % Below Line: 1.2  
 % Not Listed: 7.7

Est. 1984 Revenue: \$18,300,000  
 Gross Inc.: 8.1 Bil  
 HH Inc.: \$25,116  
 Retail \$: 4.7 Bil  
 Pop per Station: 37,600

12+ METRO	1/4/SHARE	SPG 84	FAL 83	SPG 83	FAL 82	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/ METRO CUME RATING	SPG 84	FAL 83			
1.	WZZK-F	164/12.1	11.3	12.3	12.5	14.1	14.3	1. WZZK-F	362/4074	1. WKXX-F	2349/31.2	30.7	29.1
2.	WENN-F	161/11.8	11.7	9.8	10.4	13.7	13.0	2. WAPI-F	215/2670	2. WZZK-F	1970/26.2	23.4	26.1
3.	WKXX-F	150/11.0	13.4	11.3	8.5	10.2	12.4	3. WKXX-F	202/3350	3. WAPI-F	1560/20.7	17.9	19.2
4.	WAPI-F	114/ 8.4	8.2	7.9	8.6	7.4	16.6	4. WENN-F	181/1738	4. WENN-F	1460/19.4	18.1	17.7
5.	WMJJ-F	113/ 8.3	6.9	4.9	7.4	4.9	8.7	5. WMJJ-F	163/2190	5. WMJJ-F	1451/19.3	15.8	14.9
6.	WATV	88/ 6.5	5.9	7.6	6.3	7.7	2.4	6. WVOK	98/1356	6. WSGN	949/12.6	11.0	14.8
7.	WAGG	83/ 6.1	7.2	4.2	5.1	3.4	3.9	7. WAGG	91/ 530	7. WVOK	942/12.5	12.4	10.2
8.	WSGN	77/ 5.7	5.5	3.0	3.8	3.7	3.6	8. WATV	90/ 847	8. WERC	852/11.3	8.6	14.1
9.	WVOK	76/ 5.6	4.1	3.7	3.1	4.5	3.8	9. WSGN	83/1061	9. WATV	794/10.6	9.7	11.8
10.	WERC	45/ 3.3	3.1	4.8	3.4	3.6	3.5	WQEN-F	83/1114	10. WAPI	771/10.3	9.7	14.4
11.	WJLD	33/ 2.4	1.9	4.9	3.7	4.7	1.2	11. WDJC-F	50/ 988	11. WJLD	760/10.1	7.5	11.0
12.	WQUS-F	31/ 2.3	2.6	2.2	2.8	2.6	1.6	12. WQUS-F	49/ 786	12. WDJC-F	574/ 7.6	8.3	9.6
13.	WAPI	26/ 1.9	2.2	3.1	1.4	2.7	2.1	13. WERC	46/ 881	13. WAGG	499/ 6.6	9.1	8.6
14.	WDJC-F	25/ 1.8	2.6	2.8	2.5	3.1	3.3	14. WHMA-F	34/ 594	14. WQUS-F	466/ 6.2	6.1	7.6
15.	WYDE-F	19/ 1.4	2.6	2.3	1.9	2.3	1.0	15. WJLD-F	33/ 772	15. WYDE	301/ 4.0	7.0	7.1
16.								16.		16.			
17.								17.		17.			
18.								18.		18.			
19.								19.		19.			
20.								20.		20.			
21.								21.		21.			
22.								22.		22.			
23.								23.		23.			
24.								24.		24.			
25.								25.		25.			

12+ FM SHARE (METRO): 61.82% (782 of 1265) (FAL 83: 57.46%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1.	WKXX-F	1. WKXX-F	1. WZZK-F	1. WZZK-F	1. WZZK-F	1. WZZK-F	1. WZZK-F	1. WKXX-F	1. WENN-F	1. WKXX-F
2.	WENN-F	2. WENN-F	2. WKXX-F	2. WMJJ-F	2. WMJJ-F	2. WSGN	2. WMJJ-F	2. WZZK-F	2. WAPI-F	2. WENN-F
3.	WAPI-F	3. WAPI-F	3. WMJJ-F	3. WENN-F	3. WENN-F	3. WENN-F	3. WKXX-F	3. WENN-F	3. WKXX-F	3. WZZK-F
4.		4. WMJJ-F	4. WENN-F	4. WKXX-F	4. WKXX-F	4. WMJJ-F	4. WENN-F	4. WAPI-F	4. WZZK-F	4. WERC
5.		5. WZZK-F	5. WAPI-F	5. WAPI-F	5. WAPI-F	5. WAGG	WQUS-F+	WSGN	5. WMJJ-F	5. WAPI-F
6.							6. WATV	6. WAPI-F		6. WMJJ-F
7.										
8.										
9.										
10.										

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54	
1.	WKXX-F	1. WENN-F	1. WMJJ-F	1. WENN-F	1. WMJJ-F	1. WAPI-F	1. WAPI-F	1. WZZK-F	1. WAPI-F	1. WZZK-F
2.	WENN-F	2. WKXX-F	2. WENN-F	2. WMJJ-F	2. WZZK-F	2. WKXX-F	2. WKXX-F	2. WAPI-F	2. WZZK-F	2. WMJJ-F
3.	WAPI-F	WMJJ-F	3. WZZK-F	3. WZZK-F	3. WENN-F	3. WENN-F	3. WZZK-F	3. WKXX-F	3. WMJJ-F	3. WAPI-F
4.	WMJJ-F	4. WZZK-F	4. WKXX-F	4. WKXX-F	4. WKXX-F	4. WZZK-F	4. WENN-F	4. WENN-F	4. WKXX-F	4. WENN-F
5.	WZZK-F	5. WAPI-F	5.	5.	5. WAGG	5.	5. WMJJ-F	5. WMJJ-F	WENN-F	5. WKXX-F
6.	WATV	6.	6.	6.	6.	6.	6.	6.	6.	6.
7.		7.	7.	7.	7.	7.	7.	7.	7.	7.
8.		8.	8.	8.	8.	8.	8.	8.	8.	8.
9.		9.	9.	9.	9.	9.	9.	9.	9.	9.
10.		10.	10.	10.	10.	10.	10.	10.	10.	10.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING		
TOP 40/CHR/CONTEMP		157 (2)	157 (2)	12.4	WARF	1240 Jasper	.5/1.7
AOR		114 (1)	114 (1)	9.0	WCRL	1570 Oneonta	.6/ .8
AC/OLDIES/SOFT ROCK MOR/VARIETY	19 (1)	113 (1)	132 (2)	10.4	WCRT	1260 Birmingham	1.0/2.6
COUNTRY	90 (3)	195 (2)	285 (5)	22.5	WFHK	1430 Pell City	.5/ .9
BLACK/URBAN	121 (2)	161 (1)	282 (3)	22.3	WKLD-F	97.7 Oneonta	.7/2.2
BTFL MUSIC		8 (1)	8 (1)	0.6	WQEN-F	103.7 Gadsden	.5/2.2
NEWS/TALK	45 (1)		45 (1)	3.6	WHMA-F	100.5 Anniston	.6/1.5
NOSTALGIA	103 (2)		103 (2)	8.1			
RELIGION	97 (2)	25 (1)	122 (3)	9.6			
SPANISH							
CLASSICAL							
UNKNOWN/OTHERS	8 (1)	9 (1)	17 (2)	1.3			
			1265 (22)				

RADIO STATIONS

AM STATIONS

WAGG, 1320, 5 KW (DA, DAYS), GOSPEL	NBN, \$29.00 (Selcom)	
WAPI, 1070, 50 KW/5 KW (DA-N), NOST	NBC-T,WSJ,NBC,CBS, \$20.00 (Christal)	
WATV, 900, 1 KW (DAYS), BLACK	, \$28.00* (Weiss)	
WCRT, 1260, 5 KW (DAYS), RELIGION	, \$13.00 (----)	
WERC, 960, 5 KW (DA-N), NEWS/TALK	ABC-T,ABC-I, \$38.00* (Mc-Guild)	Sungroup
WJLD, 1400, 1 KW/250 W, BLACK	MBS, \$21.00 (Masla)	
WSGN, 610, 5 KW/1 KW (DA-N), NOSTALGIA	, \$30.13 (Eastman)	Edens
WVOK, 690, 50 KW (DAYS), COUNTRY	RKO II, \$24.00 (Christal)	ELF
WYDE, 850, 50 KW/1 KW (DA-2), OLDIES	, \$20.00 (Weiss)	Gore

FM STATIONS

WAPI-F, 94.5, 100 KW @ 1214, AOR	Source, \$ 60.00 (Christal)	
WDJC-F, 93.7, 100 KW @ 870, RELIGION	, \$ 26.00 (----)	Crawford
WENN-F, 107.7, 100 KW @ 640, BLACK	NBN, \$ 60.00* (Selcom)	
WKXX-F, 106.9, 100 KW @ 1114, CHR	ABC-D, \$ 75.00* (Mc-Guild)	Sungroup
WMJJ-F, 96.5, 100 KW @ 900, AC	RKO, \$ 58.63 (Blair)	Capitol-Johnson
WQUS-F, 99.5, 100 KW @ 400, COUNTRY	, \$ 30.00 (Christal)	ELF
WZZK-F, 104.7, 100 KW @ 1300, COUNTRY	, \$149.00 (Katz)	Katz
WQEN-F, 103.7, 100 KW @ 1110, CHR	, \$ 25.00 (Dora)	(GADSDEN)
WHMA-F, 100.5, 100 KW @ 772, BTFL MUS	, \$ 11.00 (RSR)	(ANNISTON)

12+ ADI 1/4

1. WZZK-F
2. WKXX-F
3. WAPI-F
4. WENN-F
5. WMJJ-F
6. WVOK
7. WAGG
8. WATV
9. WSGN
10. WQEN-F
11. WERC
12. WDJC-F
13. WQUS-F
14. WJLD
15. WYDE

12+ ADI CUME

1. WZZK-F
2. WKXX-F
3. WAPI-F
4. WMJJ-F
5. WENN-F
6. WVOK
7. WSGN
8. WDJC-F
9. WERC
10. WAPI
11. WATV
12. WJLD
13. WQEN-F
14. WQUS-F
15. WAGG

ADI FM SHARE:

67.02%

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

MISCELLANEOUS COMMENTS

WYDE: sold to Harold Gore for \$750,000 (Raymond)

Blount County added to Arbitron metro...

WSGN: from Harte-Hanks to Edens for \$1,500,000 (E)

WVOK/WQUS-F: from Sanders to ELF for \$4,700,000 (E) (Blackburn)

BLOOMINGTON, IL

Arbitron Rank/Pop (12+): 169/105,600  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 320/100,500  
 Peoria ADI  
 Average Person Rating: 16.8  
 Market TSL: 21.7 hours

Stations: 12/5  
 Diaries: 573/184:1/55.5%  
 Sample Target: 550  
 Standard Error: .874  
 % Below Line: 23.6  
 % Not Listed: 11.2

Est 1984 Revenue: \$3,800,000  
 Gross Inc.: 1.3 Bil  
 HH Inc.: \$23,662  
 Retail \$: .8 Bil  
 Pop per Station: 21,120

12+ METRO 1/4/SHARE	SPG 84	FAL 83	SPG 83	FAL 82	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/ METRO CUME RATING	SPG 84	FAL 83		
1. WJBC	66/37.3	34.7	34.1	36.5	36.1	1. WJBC	75/717	1. WJBC	607/57.5	54.8	54.1
2. WBNQ-F	33/18.6	19.7	18.5	21.8	19.0	2. WBNQ-F	48/661	2. WBNQ-F	438/41.5	40.3	42.6
3. WIHN-F	10/ 5.6	5.8	4.6	4.7	5.7	3. WGN	24/341	3. WKZW-F	223/21.1	15.9	14.7
4. WMLA	8/ 4.5	---	.6	.6	.6	4. WKZW-F	18/442	4. WLS	159/15.1	23.2	22.8
5. WKZW-F	7/ 4.0	5.2	2.9	4.7	2.5	5. WSWT-F	17/195	5. WMAQ	136/12.9	10.2	12.2
WSWT-F	7/ 4.0	1.2	2.9	1.8	3.2	6. WMAQ	16/370	WGN	136/12.9	12.0	8.5
WWCT-F	7/ 4.0	4.0	4.0	5.3	5.1	7. WWCT-F	13/204	7. WIHN-F	130/12.3	13.8	10.7
8. WGN	6/ 3.4	2.3	1.2	.6	1.3	8. WLS	11/337	8. WWCT-F	117/11.1	8.7	10.0
9. WLS	5/ 2.8	5.2	5.8	4.7	7.0	9. WIHN-F	10/138	9. WMLA	98/ 9.3	---	2.3
10. WMAQ	4/ 2.3	1.7	4.6	3.5	5.1	10. WMLA	8/107	WSWT-F	98/ 9.3	5.7	8.7
11.						11.		11.			
12.						12.		12.			
13.						13.		13.			
14.						14.		14.			
15.						15.		15.			

12+ FM SHARE (METRO): 43.12% (68 of 157) (FAL 83: 45.10%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WBNQ-F	1. WBNQ-F	1. WJBC	1. WJBC	1. WJBC	1. WJBC	1. WJBC	1. WJBC	1. WJBC	1. WBNQ-F	1. WJBC
2. WKZW-F	2. WJBC	2. WBNQ-F	2.	2.	2.	2. WBNQ-F	2. WBNQ-F	2. WBNQ-F	2. WJBC	2. WBNQ-F
3.	3. WIHN-F	3. WIHN-F	3.	3.	3.	3. WMLA	3. WIHN-F	3.	3.	3.
4.	WWCT-F	4. WMLA	4.	4.	4.	4. WGN	4.	4.	4.	4.
5.	5.	5.	5.	5.	5.	5.	5.	5.	5.	5.

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WBNQ-F	1. WBNQ-F	1. WJBC	1. WBNQ-F	1. WJBC	1. WBNQ-F	1. WBNQ-F	1. WJBC	1. WJBC	1. WJBC
2.	2. WJBC	WBNQ-F	WJBC	2.	2.	2. WJBC	2. WBNQ-F	2. WBNQ-F	2.
3.	3. WIHN-F	3.	3. WIHN-F	3.	3.	3. WWCT-F	3. WIHN-F	WIHN-F	3.
4.	4.	4.	4.	4.	4.	4.	4.	4.	4.
5.	5.	5.	5.	5.	5.	5.	5.	5.	5.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP	5 (1)	41 (3)	46 (4)	29.3	WTWN-F 92.7 LeRoy 1.7/5.0
AOR		7 (1)	7 (1)	4.5	WSOY-F 102.9 Decatur .6/2.3
AC/OLDIES/SOFT ROCK	8 (1)	10 (1)	18 (2)	11.5	
MOR/VARIETY	72 (2)		72 (2)	45.9	
COUNTRY	4 (1)	3 (1)	7 (2)	4.4	
BLACK/URBAN					
BTFL MUSIC		7 (1)	7 (1)	4.4	
NEWS/TALK					
NOSTALGIA					
RELIGION					
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS					

157 (12)

RADIO STATIONS

WJBC, 1230, 1 KW/250 W , MOR ABC-I, \$47.25 (Mc-Guild) Bloomington  
 WMLA, 1440, 1 KW/500 W (DA-2), CONTEMP (?) , \$14.50 (Masla) Withers  
 WBNQ-F, 101.5, 50 KW @ 460, CHR , \$26.00 (Torbet) Bloomington  
 WIHN-F, 96.7, 3 KW @ 300, AC RKO II, \$13.00 (----) Withers  
 WTWN-F, 92.7, 3 KW @ 300, COUNTRY (?) , \$14.00 (Weiss) Withers (LEROY)

Other ranked stations - See Peoria and Chicago

MISCELLANEOUS COMMENTS

WRBA changed calls to WMLA (Oct)...WMLA-F changed calls to WTWN-F (Oct)

BOSTON

Arbitron Rank/Pop (12+): 7/3,127,000  
 CMSA Rank/Pop: # 7  
 MSA Rank/Pop: 6/3,648,200  
 ADI # 6  
 Average Person Rating: 18.5  
 Market TSL: 24.2 hours

Stations: 31/28  
 Diaries: 2095/1493:1/41.6%  
 Sample Target: 2170  
 Standard Error: .445  
 % Below Line: 4.7  
 % Not Listed: 11.1

Est. 1984 Revenue: \$90,300,000  
 Gross Inc.: 43.3 Bil  
 HH Inc.: \$33,960  
 Retail \$: 24.9 Bil  
 Pop per Station: 111,679

12+ METRO	1/4/SHARE	SUM 84	SPG 84	WIN 84	FAL 83	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/METRO	CUME RATING	SPG 84	FAL 83	
1. WHDH	502/8.7	8.4	7.2	5.7	6.5	7.1	1. WBZ	654/9112	1. WBZ	6298/20.1	19.1	20.4
2. WBCN-F	487/8.4	8.6	9.0	8.2	7.8	11.6	2. WBCN-F	593/7202	2. WHDH	6190/19.8	18.8	17.3
3. WBZ	470/8.1	7.4	7.4	8.3	7.6	10.4	3. WHDH	520/6599	3. WHTT-F	6021/19.3	19.9	22.2
4. WXKS-F	379/6.5	7.5	8.1	7.5	7.9	8.8	4. WHTT-F	473/8444	4. WXKS-F	5590/17.9	19.0	19.6
5. WHTT-F	337/5.8	6.6	6.3	7.6	7.0	7.6	5. WXKS-F	466/7115	5. WBCN-F	5556/17.8	17.5	17.3
6. WEEI	289/5.0	4.6	4.8	5.3	5.1	4.1	6. WROR-F	322/4215	6. WEEI	5091/16.3	15.8	17.7
7. WRKO	284/4.9	4.7	4.7	4.1	4.3	4.3	7. WRKO	322/4215	7. WROR-F	4326/13.8	13.8	15.3
8. WJIB-F	239/4.1	4.1	4.6	4.8	5.5	3.0	8. WEEI	314/5831	8. WMJX-F	3659/11.7	12.4	15.3
9. WROR-F	232/4.0	4.5	3.8	5.3	3.8	3.9	9. WSSH-F	302/4143	9. WRKO	3531/11.3	11.3	11.5
10. WHUE-F	227/3.9	2.7	3.2	3.1	3.5	2.3	10. WAAF-F	295/4505	10. WJIB-F	3404/10.9	11.7	12.6
11. WMJX-F	194/3.3	3.1	3.5	3.8	4.1	3.2	11. WJIB-F	290/4311	11. WVBF-F	3080/ 9.8	11.1	9.7
12. WVBF-F	194/3.3	4.5	4.4	2.6	3.2	3.2	12. WHJY-F	286/3218	12. WZOU-F	2870/ 9.2	9.5	11.8
13. WSSH-F	181/3.1	2.1	2.3	2.8	3.6	2.8	13. WHUE-F	269/3416	13. WHUE-F	2704/ 8.6	7.4	8.3
14. WAAF-F	149/2.6	1.9	2.0	1.8	1.0	2.9	14. WVBF-F	227/3711	14. WSSH-F	2704/ 8.6	6.8	8.6
15. WBOS-F	134/2.3	1.8	1.4	1.4	1.0	.9	15. WMJX-F	219/4306	15. WAAF-F	2190/ 7.0	6.9	5.7
16. WZOU-F	122/2.1	1.7	2.2	2.3	3.3	2.2	16. WBOS-F	172/1977	16. WCRB-F	1492/ 4.8	4.0	4.6
17. WILD	92/1.6	2.4	1.9	2.1	1.6	1.0	17. WZOU-F	164/3737	17. WBOS-F	1485/ 4.7	3.4	2.9
18. WXKS	86/1.5	2.2	3.1	1.5	2.4	1.0	18. WOKQ-F	139/1637	18. WCGY-F	1365/ 4.4	4.0	3.3
19. WCGY-F	78/1.3	1.5	1.2	1.3	1.1	1.1	19. WCGY-F	102/1994	19. WROL	1126/ 3.6	2.9	2.7
20. WHJY-F	72/1.2	.5	.3	.6	.5	.6	20. WCRB-F	99/1954	20. WMRE	1029/ 3.3	3.9	4.1
21.							21.		21.			
22.							22.		22.			
23.							23.		23.			
24.							24.		24.			
25.							25.		25.			

12+ FM SHARE (METRO): 60.82% (3137 of 5158) (FAL 83: 61.84%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WHTT-F	1. WBCN-F	1. WBCN-F	1. WBCN-F	1. WHDH	1. WBZ	1. WBZ	1. WBCN-F	1. WBCN-F	1. WBZ	1. WBCN-F
2. WXKS-F	2. WXKS-F	2. WXKS-F	2. WHDH	2. WBCN-F	2. WHDH	2. WHDH	2. WHDH	2. WHDH	2. WHTT-F	2. WHDH
3. WBCN-F	3. WMJX-F	3. WHDH	3. WBZ	3. WBZ	3. WJIB-F	3. WBCN-F	3. WXKS-F	3. WXKS-F	3. WBCN-F	3. WHTT-F
4. WAAF-F	4. WHTT-F	4. WROR-F	4. WXKS-F	4. WXKS-F	4. WHUE-F	4. WEEI	4. WJIB-F	4. WHTT-F	4. WXKS-F	4. WXKS-F
5. WAOU-F	5. WVBF-F	5. WBZ	5. WROR-F	5. WROR-F	5. WEEI	5. WXKS-F	5. WBZ	5. WRKO	5. WHDH	5. WRKO
6.	6. WROR-F	6. WMJX-F	6. WVBF-F	6. WVBF-F	6. WSSH-F	6. WHTT-F	6. WRKO	6. WJIB-F	6. WRKO	6. WROL
7.	7. WHDH	7. WVBF-F	7. WMJX-F	7. WMJX-F	7. WRKO	7. WVBF-F	7. WHUE-F	7. WBZ	7. WEEI	7. WBZ
8.	8. WAAF-F	8. WHTT-F	8. WSSH-F	8. WSSH-F	8. WROR-F	8. WROR-F	8. WMJX-F	8. WEEI	8. WHUE-F	8. WHUE-F
9.	9.	9.	9.	9.	9.	9. WRKO	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WXKS-F	1. WXKS-F	1. WXKS-F	1. WXKS-F	1. WHDH	1. WBCN-F	1. WBCN-F	1. WBCN-F	1. WBCN-F	1. WBCN-F
2. WBCN-F	2. WBCN-F	2. WBCN-F	2. WBCN-F	2. WXKS-F	2. WAAF-F	2.	2. WXKS-F	2. WHDH	2. WHDH
3. WHTT-F	3. WMJX-F	3. WMJX-F	3. WMJX-F	3. WBZ	3. WHJY-F	3.	3. WROR-F	3. WXKS-F	3. WBZ
4. WMJX-F	4. WHTT-F	4. WHDH	4. WVBF-F	4. WVBF-F	4. WXKS-F	4.	4. WHDH	4. WVBF-F	4. WROR-F
5.	5. WVBF-F	5. WHDH	5. WROR-F	5. WROR-F	5. WBOS-F	5.	5. WBZ	5. WRKO	5. WEEI
6.	6. WROR-F	6. WROR-F	6. WROR-F	6. WSSH-F	6. WHTT-F	6.	6.	6. WMJX-F	6. WXKS-F
7.	7. WHDH	7. WHTT-F	7. WHTT-F	7. WMJX-F	7. WROR-F	7.	7.	7. WEEI	7. WRKO
8.	8.	8. WBZ	8. WSSH-F	8. WBCN-F	8. WZOU-F	8.	8.	8. WROR-F	8. WBOS-F
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP		838 (3)	838 (3)	16.2	WCAP	980	Lowell	.6/1.5
AOR		708 (3)	708 (3)	13.7	WCRB-F	102.5		1.2/4.8
AC/OLDIES/SOFT ROCK-MOR/VARIETY	1056 (5)	879 (5)	879 (5)	17.0	WDLW	1330		.4/1.9
			1056 (5)	20.5	WESX	1230	Salem	.3/1.4
COUNTRY	25 (1)	157 (2)	182 (3)	3.5	WEZE	1260		.7/2.3
BLACK/URBAN	92 (1)		92 (1)	1.8	WHUE	1150		.3/1.7
BTFL MUSIC		466 (2)	466 (2)	9.0	WJDA	1300	Quincy	.6/1.4
NEWS/TALK	591 (3)		591 (3)	11.5	WMRE	1510		1.1/3.3
NOSTALGIA	149 (2)	21 (1)	170 (3)	3.3	WPLM-F	99.1	Plymouth	.4/2.3
RELIGION	108 (2)		108 (2)	2.1	WROL	950		1.2/3.6
SPANISH					WOKQ-F	97.5	Dover, NH	.4/1.2
CLASSICAL		68 (1)	68 (1)	1.3				
UNKNOWN/OTHERS								
			5158 (31)					

12+ ADI 1/4

1. WBZ
2. WBCN-F
3. WHDH
4. WXKS-F
5. WHTT-F
6. WRKO
7. WEEL
8. WROR-F
9. WSSH-F
10. WAAF-F
11. WJIB-F
12. WHUE-F
13. WVBF-F
14. WMJX-F
15. WBOS-F

RADIO STATIONS

AM STATIONS

WBZ, 1030, 50 KW (DA-1), MOR	ABC-E, \$268.13 (Blair/RAR)	Westinghouse
WDLW, 1330, 5 KW (DA-2), COUNTRY	ABC-D, \$ 67.50 (----)	
WEEL, 590, 5 KW (DA-1), NEWS	CBS, \$156.88 (CBS Spot)	
WEZE, 1260, 5 KW (DA-N), RELIGION	, \$ 20.00 (----)	Epperson
WHDH, 850, 50 KW (DA-2), MOR	, \$245.00 (Blair)	Blair
WHUE, 1150, 5 KW (DA-2), NEWS	CNN, \$ NA (Mc-Guild)	
WILD, 1090, 5 KW (DAYS), BLACK	SBN, \$ 40.00 (Masla)	
WMRE, 1510, 50 KW (DA-2), NOST (Primetime)	WSJ,NBC,ABC-D, \$ 50.00 (Masla)	
WRKO, 680, 50 KW (DA-2), TALK	RKO II,MBS,ABC-I, \$90.00* (Republic)	RKO
WROL, 950, 5 KW (DAYS), RELIGION	, \$ NA (----)	
WXKS, 1430, 5 KW (DAYS), NOST (Al Ham)	, \$ 60.00 (MMR)	Pyramid

FM STATIONS

WBCN-F, 104.1, 19 KW @ 742, AOR	, \$200.00* (Torbet)	Infinity	12+ ADI CUME
WBOS-F, 92.9, 50 KW @ 868, COUNTRY	, \$ 45.00* (----)	Sconnix	1. WBZ
WCGY-F, 93.7, 50 KW @ 403, OLDIES	, \$ 29.00 (Masla)	Curt Gowdy	2. WHTT-F
WZOU-F, 94.5, 8 KW @ 1050, CHR	, \$120.00* (Blair)	Blair	3. WBCN-F
WCRB-F, 102.5, 11 KW @ 920, CLASSICAL	, \$ 67.00 (----)		4. WHDH
WHRB-F, 95.3, 3 KW @ 110, CLASSICAL/VARIETY	, \$ 17.50 (Roslin)		5. WXKS-F
WHTT-F, 103.3, 12 KW @ 890, CHR	CBS-R, \$326.88 (CBS/FM)	CBS	6. WROR-F
WHUE-F, 100.7, 50 KW @ 500, BTFL MUS (Churchill)	, \$95.00* (Mc-Guild)		7. WEEL
WJIB-F, 96.9, 9 KW @ 1010, BTFL MUS	, \$100.00 (Christal)	NBC	8. WAAF-F
WMJX-F, 106.7, 12 KW @ 900, AC	, \$202.50 (Eastman)	Greater Media	9. WJIB-F
WPLM-F, 99.1, 50 KW @ 430, NOSTALGIA	, \$ 25.00 (Kadetsky)	(PLYMOUTH)	10. WMJX-F
WROR-F, 98.5, 6 KW @ 1191, AC/CONTEMP	RKO, \$170.00 (Republic)	RKO	11. WSSH-F
WSSH-F, 99.5, 32 KW @ 600, AC	, \$100.00* (HNWH)		12. WRKO
WVBF-F, 105.7, 11 KW @ 954, AC (Fairwest)	, \$105.00* (Mc-Guild)	Fairbanks	13. WVBF-F
WXKS-F, 107.9, 21 KW @ 710, CHR	, \$255.00 (MMR)	Pyramid	14. WZOU-F
WAAF-F, 107.3, 18 KW @ 760, AOR (Burk-Abr) Source	, \$120.00 (Katz)	Katz (WORCESTER)	15. WHUE-F
WGIR-F, 101.1, 10 KW @ 920, AOR	, \$ 35.00 (Blair)	Knight (MANCHESTER, NH)	
WOKQ-F, 97.5, 50 KW @ 350, COUNTRY	, \$ 40.00* (Selcom)	Fuller-Jeffrey (DOVER, NH)	

WHJY-F - See Providence

ADI FM SHARE:

67.23%

CALL LETTER CHANGES

WCOZ changed to WZOU

FORMAT CHANGES

WZOU-F from AC to CHR

STATION SALES

WBOS-F: sold to Sconnix for \$6,750,000 (Blackburn)  
 WHUE: from Tanger to Greater Media for \$2,348,000  
 WHUE-F: from Tanger to First Media for \$10,500,000

MISCELLANEOUS COMMENTS

Plymouth County added to Boston metro... Arbitron fell 3.4% short of sample target...

BRIDGEPORT

Arbitron Rank/Pop (12+): 93/337,600  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 106/439,900  
 New York ADI  
 Average Person Rating: 19.0  
 Market TSL: 24.8 hours

Stations: 37/4  
 Diaries: 730/462:1/47.9%  
 Sample Target: 760  
 Standard Error: .783  
 % Below Line: .783  
 % Not Listed: 6.6

Est 1984 Revenue: \$7,300,000  
 Gross Inc.: 5.2 Bil  
 HH Inc.: \$33,832  
 Retail \$: 2.8 Bil  
 Pop per Station: 84,400

12+ METRO	1/4/SHARE	SPG	FAL	SPG	FAL
		84	83	83	82
1. WICC	112/17.5	16.6	17.9	18.9	13.2
2. WEZN-F	94/14.7	16.3	16.4	19.2	18.0
3. WKCI-F	55/ 8.6	9.8	7.5	5.7	7.2
4. WNBC	46/ 7.2	3.9	4.1	5.5	5.4
5. WPLR-F	38/ 5.9	5.8	4.3	4.3	2.9
6. WEBE-F	26/ 4.1	1.9	---	.9	1.2
7. WDJZ	19/ 3.0	2.8	2.4	1.8	2.3
8. WADS	17/ 2.7	1.9	2.1	.9	2.1
WRKS-F	17/ 2.7	2.5	2.9	2.5	1.2
10. WNAB	16/ 2.5	5.4	4.3	4.9	6.0
11.					
12.					
13.					
14.					
15.					

BIRCH SHARE	12+ TSA	1/4/CUME
1. WEZN-F	138	1673
2. WICC	114	1618
3. WNBC	81	1547
4. WKCI-F	76	1228
5. WCBS	52	1265
WRKI-F	52	899
7. WEBE-F	51	782
8. WHTZ-F	46	589
9. WOR	44	578
WPLR-F	44	665
11.		
12.		
13.		
14.		
15.		

12+ METRO	CUME/	SPG	FAL
METRO	CUME RATING	84	83
1. WICC	1504/44.5	45.1	44.9
2. WEZN-F	952/28.2	28.7	30.2
3. WKCI-F	823/24.4	22.2	23.3
4. WNBC	803/23.8	17.4	18.9
5. WPLR-F	617/18.3	16.5	14.7
6. WRKI-F	381/11.3	8.3	9.3
7. WEBE-F	323/ 9.6	6.1	---
8. WCBS	310/ 9.2	10.5	16.4
9. WNAB	275/ 8.1	11.2	13.6
10. WAPP-F	246/ 7.3	7.5	8.1
11.			
12.			
13.			
14.			
15.			

12+ FM SHARE (METRO): 54.92% (329 of 599) (FAL 83: 52.12%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WKCI-F	1. WKCI-F	1. WICC	1. WICC	1. WICC	1. WICC	1. WICC	1. WEZN-F	1. WEZN-F	1. WICC	1. WEZN-F
2. WPLR-F	2. WICC	2. WNBC	2. WNBC	2. WNBC	2. WEZN-F	2. WEZN-F	2. WICC	2. WNBC	2. WKCI-F	2. WICC
3. WRKS-F	3. WPLR-F	3. WKCI-F	3. WKCI-F	3. WKCI-F	3. WNBC	3. WKCI-F	3. WKCI-F	3. WICC	3. WEZN-F	3. WKCI-F
4.	4. WNBC	4. WPLR-F	4. WEZN-F	4. WKCI-F	4.	4.	4. WPLR-F	4. WKCI-F	WPLR-F	4. WPLR-F
5.	5.	WEZN-F	5.	5.	5.	5.	5. WEBE-F	5.	5.	5. WEBE-F

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WKCI-F	1. WICC	1. WICC	1. WICC	1. WICC	1. WPLR-F	1. WPLR-F	1. WICC	1. WKCI-F	1. WICC
2. WNBC	2. WKCI-F	2. WKCI-F	2. WKCI-F	2. WEZN-F	2. WEBE-F	2. WKCI-F	2. WNBC	WNBC	2. WEZN-F
3. WRKS-F	3. WNBC	3. WNBC	3. WEBE-F	3. WKCI-F	3. WRKS-F	3. WEBE-F	3. WPLR-F	3. WICC	WNBC
4.	4. WEBE-F	4. WEZN-F	4.	4. WNBC	4.	WNBC	4. WKCI-F	4.	4. WKCI-F
5.	5.	5.	5.	5.	5.	5. WICC	5.	5.	5.

FORMATS	AM	FM	TOTAL	%
TOP 40/CHR/CONTEMP		106 (8)	106 (8)	17.7
AOR		46 (3)	46 (3)	7.7
AC/OLDIES/SOFT ROCK	49 (2)	47 (7)	96 (9)	16.0
MOR/VARIETY	131 (3)		131 (3)	21.9
COUNTRY	15 (1)		15 (1)	2.5
BLACK/URBAN		22 (2)	22 (2)	3.7
BTFL MUSIC		97 (2)	97 (2)	16.2
NEWS/TALK	52 (6)		52 (6)	8.7
NOSTALGIA	23 (2)		23 (2)	3.8
RELIGION				
SPANISH				
CLASSICAL		11 (1)	11 (1)	1.8
UNKNOWN/OTHERS			599 (37)	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WABC	770	New York	.9/4.1
WALK-F+	97.5	Long Island	1.0/2.8
WAPP-F	103.5	Long Island	1.2/7.3
WBAB-F	102.3	Long Island	.6/3.4
WBLI-F	106.1	Long Island	.5/3.6
WBLS-F	107.5	New York	.8/4.5
WCBS	880	New York	2.3/9.2
WCBS-F	101.1	New York	.8/3.5
WDRC-F	102.9	Hartford	.3/2.8
WELI	960	New Haven	.5/3.3
WHN	1050	New York	2.3/6.3
WHTZ-F	100.3	New York	1.2/2.8
WINS	1010	New York	.5/3.2
WIOF-F	104.1	Waterbury	.5/2.0
WLTW-F	106.7	New York	.6/2.4
WLYQ-F	95.9	Norwalk	1.4/5.6
WMCA	570	New York	.3/1.5
WNEW	1130	New York	.6/2.2
WNEW-F	102.7	New York	.6/1.7
WOR	710	New York	1.4/5.0
WPIX-F	101.9	New York	.3/2.7
WPLJ-F	95.5	New York	1.2/7.0
WQXR-F	96.3	New York	1.7/1.6
WRFM-F	105.1	New York	.5/2.2
WRKI-F	95.1	Brookfield	2.0/11.3
WWYZ-F	92.5	Waterbury	.6/3.1

RADIO STATIONS

WDJZ, 1530, 5 KW (DAYS,DA) , NOSTALGIA APR, \$20.00 (S. Katz)  
 WICC, 600, 1 KW/500 W (DA-2), AC/MOR , \$90.00 (Christal)  
 Tribune Co.  
 WNAB, 1450, 1 KW/250 W (DA-1), MOR MBS, \$30.00 (Roslin)  
 WADS, 690, 1 KW (DAYS,DA) , TALK APR, \$20.00 (----) (ANSONIA)  
 WEZN-F, 99.9, 25 KW @ 680, BTFL MUS , \$137.50 (Katz) Katz  
 WRKI-F, 95.1, 50 KW @ 500, CHR (Burk-Abr) Source, \$53.00 (Roslin)  
 Home News (BROOKFIELD)  
 WEBE-F, 107.9, 50 KW @ 245, AC (?) , \$ NA (Roslin)  
 (WESTPORT)

Other ranked stations - See New York, New Haven and Hartford

MISCELLANEOUS COMMENTS

Several counties (or parts of a county) added to the Bridgeport metro...Arbitron fell 4% short of sample target...

BUFFALO - NIAGARA FALLS

Arbitron Rank/Pop (12+): 35/1,027,300  
 CMSA Rank/Pop: # 29  
 MSA Rank/Pop: Buff - 46/99,900  
 ADI # 33 NF - 183/229,400  
 Average Person Rating: 17.6  
 Market TSL: 23.0 hours

Stations: 23/20  
 Diaries: 1354/759:1/54.6%  
 Sample Target: 1290  
 Standard Error: .539  
 % Below Line: 3.3  
 % Not Listed: 8.5

Est. 1984 Revenue: \$20,700,000  
 Gross Inc.: 12.2 Bil  
 HH Inc.: \$27,421  
 Retail \$: 6.7 Bil  
 Pop per Station: 51,365

12+ METRO	1/4/SHARE	SPG 84	FAL 83	SPG 83	FAL 82	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/METRO CUME RATING	SPG 84	FAL 83	
1. WBEN	178/9.9	10.1	10.8	9.9	9.8	10.5	1. WJYE-F 202/2739	1. WBEN	3366/32.8	25.7	35.2
2. WJYE-F	169/9.4	10.8	12.5	12.3	12.7	8.1	2. WBEN 190/3672	2. WJYE-F	2315/22.5	22.8	23.3
3. WECK	146/8.1	7.3	6.9	6.2	4.6	5.6	3. WYRK-F 163/1563	3. WGR	2029/19.8	15.6	20.8
4. WYRK-F	134/7.4	7.1	7.1	6.2	7.5	6.7	4. WBEN-F 159/3182	4. WNYS-F	1954/19.0	18.8	13.5
5. WBLK-F	130/7.2	4.2	5.5	5.4	6.2	4.5	5. WECK 147/1375	5. WBEN-F	1904/18.5	20.7	21.0
6. WNYS-F	120/6.6	6.4	3.4	4.0	4.8	9.4	6. WBLK-F 130/1116	6. WKBW	1787/17.4	19.4	20.5
7. WBUF-F	103/5.7	6.6	7.0	4.7	3.2	8.0	7. WBUF-F 129/1876	7. WPHD-F	1765/17.2	20.2	18.7
8. WGR	95/5.3	4.1	5.8	7.3	8.0	4.7	8. WNYS-F 127/2147	8. WBUF-F	1555/15.1	14.5	15.4
9. WGRQ-F	94/5.2	5.8	4.1	4.4	5.5	8.3	9. WGR 125/2592	9. WGRQ-F	1519/14.8	16.3	14.2
10. WKBW	91/5.0	6.4	5.1	7.2	5.7	5.2	10. WGRQ-F 118/1974	10. WECK	1341/13.1	12.7	13.1
11. WPHD-F	88/4.9	6.1	5.5	5.7	4.8	5.8	11. WKBW 100/2053	11. WYRK-F	1282/12.5	13.8	17.0
12. WBEN-F	74/4.1	4.2	5.4	6.1	5.7	5.5	12. WPHD-F 94/1981	12. WYSL	1140/11.1	13.9	10.6
13. WYSL	58/3.2	4.2	2.7	2.3	2.1	1.8	13. WYSL 60/1149	13. WBLK-F	1105/10.8	9.7	9.4
14. WUWU-F	41/2.3	1.3	.9	1.0	2.0	1.7	14. WUWU-F 46/ 701	14. WRXT-F	935/ 9.1	7.3	9.0
15. WRXT-F	32/1.8	2.4	3.2	2.5	2.0	2.3	15. WRXT-F 39/1041	15. WUWU-F	620/ 6.0	3.8	3.5
16.							16.	16.			
17.							17.	17.			
18.							18.	18.			
19.							19.	19.			
20.							20.	20.			
21.							21.	21.			
22.							22.	22.			
23.							23.	23.			
24.							24.	24.			
25.							25.	25.			

12+ FM SHARE (METRO): 60.82% (1006 of 1654) (FAL 83: 59.29%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WNYS-F	1. WGRQ-F	1. WBLK-F	1. WBUF-F	1. WYRK-F	1. WJYE-F	1. WBEN	1. WJYE-F	1. WJYE-F	1. WNYS-F	1. WBLK-F
2. WBLK-F	2. WBUF-F	2. WBUF-F	2. WBLK-F	2. WBUF-F	2. WBEN	2. WKBW	2. WECK	2. WECK	2. WBLK-F	2. WJYE-F
3. WPHD-F	3. WPHD-F	3. WYRK-F	3. WYRK-F	3. WYRK-F	3. WJYE-F	3. WECK	3. WYRK-F	3. WYRK-F	3. WJYE-F	3. WECK
4. WYSL	4. WBLK-F	4. WGRQ-F	4. WGR	4. WBEN	4. WECK	4. WBLK-F	4. WBUF-F	4. WNYS-F+	4. WBEN	4. WNYS-F
5. WGRQ-F	5. WNYS-F	5. WNYS-F	5. WBEN	5. WBLK-F	5. WGR	5. WGR	5. WBEN	5. WBLK-F	5. WGRQ-F	5. WYRK-F
6.	6. WBEN-F	6. WPHD-F	6. WJYE-F	6. WGR	6. WBLK-F	6. WJYE-F	6. WBLK-F	6. WBUF-F	6. WYRK-F	6. WPHD-F
7.	7. WYRK-F	7. WBEN	7. WKBW	7. WKBW	7. WKBW	7. WBUF-F	7. WGR	7. WBEN	7. WGR	7. WBUF-F
8.	8.	8.	8.	8.	8.	8. WYRK-F	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9. WNYS-F+	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WNYS-F	1. WBLK-F	1. WBLK-F	1. WBUF-F	1. WBLK-F	1. WGRQ-F	1. WGRQ-F	1. WYRK-F	1. WBUF-F	1. WYRK-F
2. WBLK-F	2. WNYS-F	2. WNYS-F	2. WBLK-F	2. WJYE-F	2. WPHD-F	2. WPHD-F	2. WGRQ-F	2. WGRQ-F	2. WBEN
3. WGRQ-F	3. WBUF-F	3. WBUF-F	3. WKBW	3. WBUF-F	3. WYRK-F	3. WBUF-F	3. WBUF-F	3. WPHD-F	3. WBUF-F
4. WPHD-F	4. WGRQ-F	4. WGR	4. WNYS-F	4. WGR	4. WNYS-F	4.	4. WBEN	4. WBEN	4. WKBW
5. WBEN-F	5. WBEN-F	5. WJYE-F	5. WBEN-F	5. WYRK-F	5. WBUF-F	5.	5. WPHD-F	5. WBEN-F	5. WYRK-F
6.	6. WPHD-F	6. WYRK-F	6. WGR	6. WKBW	6. WBLK-F	6.	6. WBEN-F	6. WRXT-F	6. WJYE-F
7.	7.	7. WGRQ-F	7. WYRK-F	7. WBEN	7.	7.	7. WBLK-F	7. WGR	7. WBEN-F
8.	8.	8. WBEN-F	8. WYRK-F	8. WNYS-F	8.	8.	8. WKBW	8. WKBW	8. WGRQ-F
9.	9.	9. WPHD-F	9. WGRQ-F	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.



FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP	62 (2)	194 (2)	256 (4)	15.5	WDCX-F	99.5	Buffalo	.8/2.2
AOR		214 (3)	214 (3)	12.9	WJLJ	1440	Niagara Falls	1.2/3.1
AC/OLDIES/SOFT ROCK	91 (1)	103 (1)	194 (2)	11.7	WLVL	1340	Lockport	.6/1.4
MOR/VARIETY	294 (3)		294 (3)	17.8	WNYS	1120	Buffalo	.2/1.6
COUNTRY	19 (1)	134 (1)	153 (2)	9.3	WUFO	1080	Amherst	1.1/2.6
BLACK/URBAN	20 (1)	130 (1)	150 (2)	9.1	WXRL	1300	Lancaster	1.1/3.4
BTFL MUSIC		176 (2)	176 (2)	10.6	CHRE-F	105.7	St. Catherines	.4/1.0
NEWS/TALK					CJRN	710	Niagara Falls, ON	.3/1.4
NOSTALGIA	156 (2)	41 (1)	197 (3)	11.9				
RELIGION		14 (1)	14 (1)	0.8				
SPANISH								
CLASSICAL								
UNKNOWN/OTHERS	6 (1)		6 (1)	0.4				
			1654 (23)					

RADIO STATIONS

AM STATIONS

WBEN, 930, 5 KW (DA-N)	, MOR	NBC, \$85.00 (Eastman)			
WECK, 1230, 1 KW/250 W	, NOST (A1 Ham)	ABC-I, \$40.00* (Weiss)			
WGR, 550, 5 KW (DA-N)	, MOR/AC	ABC-E, \$75.00* (Katz)			
WHL, 1270, 5 KW (DAYS, DA)	, COUNTRY	, \$15.00 (Market 4)		(NIAGARA FALLS)	
WJLJ, 1440, 1 KW (DAYS)	, MOR	MBS, \$10.50 (S. Katz)		(NIAGARA FALLS)	
WKBW, 1520, 50 KW (DA-1)	, AC	ABC-D, \$57.33 (Blair)		Cap Cities	
WNYS, 1120, 1 KW (DAYS)	, CHR	ABC-C, \$ NA (Christal)		Pyramid	
WUFO, 1080, 1 KW (DAYS)	, BLACK	SBN, \$13.00 (Selcom)			
WXRL, 1300, 1 KW/2.5 KW (DA-2)	, COUNTRY	MBS, \$15.00 (----)		(LANCASTER)	
WYSL, 1400, 1 KW/250 W	, CHR	, \$28.00 (CBS/FM)			

FM STATIONS

WBEN-F, 102.9, 110 KW @ 1340, CHR		, \$76.25 (Eastman)			
WBLK-F, 93.7, 50 KW @ 380, BLACK		ABC-F, \$35.00 (Selcom)			
WBUF-F, 92.9, 91 KW @ 580, AC		, \$70.00* (Mc-Guild)			
WDCX-F, 99.5, 17 KW @ 430, RELIGION		, \$20.00 (----)		Crawford	
WGRQ-F, 96.9, 13 KW @ 890, AOR (Burk-Abr)		Source, \$50.00* (Katz)			
WJYE-F, 96.1, 50 KW @ 480, BTFL MUS (SRP)		, \$90.00* (MMR)		McCormick	
WNYS-F, 104.1, 50 KW @ 500, CHR		ABC-C, \$45.00* (Christal)		Pyramid	
WPHD-F, 103.3, 49 KW @ 423, AOR		CBS-R, \$45.00* (CBS/FM)			
WRXT-F, 98.5, 46 KW @ 380, CHR (Pollack)		, \$32.50 (HNWH)		Porter (NIAGARA FALLS)	
WYRK-F, 106.5, 50 KW @ 390, COUNTRY		, \$60.00* (Mc-Guild)		Stoner	

12+ ADI 1/4

1. WJYE-F
2. WBEN
3. WYRK-F
4. WBEN-F
5. WECK
6. WBLK-F
7. WBUF-F
8. WNYS-F
9. WGR
10. WGRQ-F
11. WKBW
12. WPHD-F
13. WYSL
14. WUWU-F
15. WRXT-F

12+ ADI CUME

1. WBEN
2. WBEN-F
3. WJYE-F
4. WGR
5. WNYS-F
6. WKBW
7. WPHD-F
8. WGRQ-F
9. WBUF-F
10. WYRK-F
11. WECK
12. WYSL
13. WBLK-F
14. WRXT-F
15. WUWU-F

ADI FM SHARE:

62.18%

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

MISCELLANEOUS COMMENTS

WRXT: from AOR to CHR

WUFO (Amherst): sold by Sheridan for \$400,000 Blackburn

WGRQ-F is reportedly changing calls and formats to AC in February...

The sale of WGR and WGRQ-F was never consummated

WNYS A/F: from Associated to Pyramid for \$4,100,000 (E)

CANTON

Arbitron Rank/Pop (12+): 95/335,800  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 111/404,300  
 Cleveland ADI  
 Average Person Rating: 16.2  
 Market TSL: 21.6 hours

Stations: 29/8  
 Diaries: 737/466:1/55.5%  
 Sample Target: 730  
 Standard Error: .717  
 % Below Line: 42.1  
 % Not Listed: 8.7

Est 1984 Revenue: \$6,200,000  
 Gross Inc.: 3.8 Bil  
 HH Inc.: \$26,250  
 Retail \$: 2.2 Bil  
 Pop per Station: 41,975

12+ METRO	1/4/SHARE	SPG	FAL	SPG	FAL
		84	83	83	82
1. WHBC	82/15.1	15.2	17.3	16.1	16.8
2. WHBC-F	81/14.9	12.3	14.0	13.1	11.2
3. WDJQ-F	50/ 9.2	6.6	6.7	7.9	8.2
4. WOOS-F	44/ 8.1	10.6	9.3	7.2	5.3
5. WMMS-F	32/ 5.9	9.3	4.9	7.9	9.6
6. WQXK-F	31/ 5.7	4.9	6.1	5.8	4.1
7. WKDD-F	27/ 5.0	4.9	4.5	5.6	5.5
8. WSLR	14/ 2.6	3.4	2.8	2.6	4.8
9. WMJI-F	13/ 2.4	4.2	2.4	1.7	2.0
WFAH	13/ 2.4	.9	1.8	.7	2.0
11.					
12.					
13.					
14.					
15.					

BIRCH	12+ TSA	1/4/CUME
SHARE		
1. WHBC	98/1195	
2. WHBC-F	93/ 849	
3. WDJQ-F	60/ 968	
4. WOOS-F	53/ 647	
5. WQXK-F	48/ 526	
6. WHOT-F	39/ 330	
7. WMMS-F	35/ 562	
8. WKDD-F	30/ 543	
9. WFAH	18/ 197	
10.		
11.		
12.		
13.		
14.		
15.		

12+ METRO	CUME/	SPG	FAL
METRO	CUME RATING	84	83
1. WHBC	1165/34.7	29.2	38.9
2. WHBC-F	730/21.7	19.7	24.2
3. WDJQ-F	720/21.4	16.6	19.4
4. WOOS-F	612/18.2	21.1	20.6
5. WMMS-F	474/14.1	17.1	12.5
6. WKDD-F	454/13.5	13.5	11.3
7. WQXK-F	325/ 9.7	9.8	12.1
8. WGAR	272/ 8.1	8.1	12.5
9. WMJI-F	249/ 7.4	7.8	7.1
10. WSLR	229/ 6.8	8.0	6.7
11.			
12.			
13.			
14.			
15.			

12+ FM SHARE (METRO): 70.56% (350 of 496) (FAL 83: 65.25%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+	12+ EVE	SAT MID
1. WDJQ-F	1. WOOS-F	1. WOOS-F	1. WHBC	1. WHBC	1. WHBC-F	1. WHBC	1. WHBC-F	1. WHBC-F	1. WHBC	1. WDJQ-F
2. WKDD-F	2. WDJQ-F	2. WDJQ-F	2. WDJQ-F	2. WDJQ-F	2. WHBC	2. WHBC-F	2. WHBC	2. WHBC	2. WHBC-F	2. WHBC
3. WOOS-F	3. WMMS-F	3. WHBC	3. WOOS-F	3. WHBC-F	3. WQXK-F	3. WDJQ-F	3. WOOS-F	3. WOOS-F	3. WDJQ-F	3. WHBC-F
4.	4.	4. WMMS-F	4.	WOOS-F	4.	4. WKDD-F	4. WDJQ-F	4. WDJQ-F	4. WHBC-F	4. WOOS-F
5.	5.	5.	5.	5.	5.	5. WQXK-F	5.	5.	5.	5.
WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54		MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WDJQ-F	1. WDJQ-F	1. WDJQ-F	1. WOOS-F	1. WHBC		1. WOOS-F	1. WOOS-F	1. WOOS-F	1. WOOS-F	1. WHBC
2. WHBC-F	2. WOOS-F	2. WHBC-F	WDJQ-F	2. WDJQ-F		WMMS-F	2. WMMS-F	2. WMMS-F	2. WMMS-F	2. WDJQ-F
3. WOOS-F	3. WKDD-F	WOOS-F	3. WHBC	WHBC-F		3. WKDD-F	3. WDJQ-F	3. WHBC	3. WDJQ-F	WOOS-F
4. WMMS-F	WMMS-F	4. WHBC	4. WMMS-F	4. WQXK-F		4.	4.	4. WDJQ-F	4.	4. WMMS-F
5.	5.	5.	5.	WOOS-F		5.	5.	5.	5.	5.

FORMATS	AM	FM	TOTAL	%
TOP 40/CHR/CONTEMP		93 (4)	93 (4)	18.8
AOR		76 (2)	76 (2)	15.3
AC/OLDIES/SOFT ROCK		24 (3)	24 (3)	4.8
MOR/VARIETY	116 (6)		116 (6)	23.4
COUNTRY	24 (2)	52 (4)	76 (6)	15.3
BLACK/URBAN	4 (1)	11 (2)	15 (3)	3.0
BTFL MUSIC		88 (3)	88 (3)	17.7
NEWS/TALK	2 (1)		2 (1)	0.4
NOSTALGIA				
RELIGION		6 (1)	6 (1)	1.2
SPANISH				
CLASSICAL				
UNKNOWN/OTHERS				
			496 (29)	

OTHER RATED STATIONS/METRO SHARE & CUME RATING			
WINW	1520	Canton	.7/2.0
WRCW	1060	Canton	1.3/3.7
WTOF-F	98.1	Canton	1.1/6.0
WAEZ-F	97.5	Akron	.9/2.6
WAKR	1590	Akron	.4/2.3
WDBN-F	94.9	Medina	.4/3.1
WDMT-F	107.9	Cleveland	.6/2.9
WGAR	1220	Cleveland	1.8/8.1
WGAR-F	99.5	Cleveland	1.5/2.6
WGCL-F	98.5	Cleveland	1.8/6.8
WHLO	640	Akron	1.1/5.5
WHOT-F	101.1	Youngstown	1.1/3.7
WJER-F	101.7	Dover	.7/2.5
WJW	850	Cleveland	.4/2.3
WLTF-F	106.5	Cleveland	1.3/3.5
WNIR-F	100.1	Kent	1.8/3.3
WQKT-F	104.5	Wooster	.6/1.6
WWWE	1100	Cleveland	1.1/4.9
WZAK-F	93.1	Cleveland	1.5/3.8

RADIO STATIONS

WFAH, 1310, 1 KW (DAYS,DA) , MOR	ABC-I, \$11.00 (HNWH)	(ALLIANCE)
WHBC, 1480, 5 KW (DA-N) , MOR	ABC-E, \$71.72 (Christal)	
WINW, 1520, 1 KW (DAYS,DA) , BLACK (Drake-Chen)	ABC-C, \$10.00 (----)	
WNYN, 900, 500 W (DA-N) , COUNTRY	, \$12.50 (----)	
WRCW, 1060, 5 KW (DAYS,DA) , MOR	, \$12.00 (----)	
WTIG, 990, 250 W (DAYS,DA) , MOR	, \$10.00 (Regional)	(MASSILLON)
WDJQ-F, 92.5, 20 KW @ 500, CHR (TM)	, \$28.00 (HNWH)	(ALLIANCE)
WHBC-F, 94.1, 50 KW @ 380, BTFL MUS	, \$33.47 (Christal)	
WOOS-F, 106.9, 28 KW @ 341, AOR	, \$34.00 (Eastman)	
WTOF-F, 98.1, 72 KW @ 570, RELIGION	, \$12.00 (----)	Mortenson

Other ranked stations - see Cleveland, Akron or Youngstown

MISCELLANEOUS COMMENTS

WNYN sold to Mortenson for \$225,000...ZZZZZZ

CHARLESTON, SC

Arbitron Rank/Pop (12+): 81/392,400  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 98/464,600  
 ADI Rank 109  
 Average Person Rating: 16.8  
 Market TSL: 22.5 hours

Stations: 17/16  
 Diaries: 782/502:1/46.0%  
 Sample Target: 760  
 Standard Error: .748  
 % Below Line: 2.6  
 % Not Listed: 6.5

Est 1984 Revenue: \$7,500,000  
 Gross Inc.: 4.0 Bil  
 HH Inc.: \$26,680  
 Retail \$: 2.0 Bil  
 Pop per Station: 24,525

12+ METRO	1/4/SHARE	SPG 84	FAL 83	SPG 83	FAL 82	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/METRO CUME RATING	SPG 84	FAL 83
1. WSSX-F	109/16.5	13.5	7.8	11.6	11.5	23.9	1. WSSX-F 112/1370	1. WSSX-F 1290/32.9	28.4	20.3
2. WEZL-F	89/13.5	13.2	14.3	12.7	13.2	12.9	2. WEZL-F 95/1070	2. WEZL-F 888/22.6	22.5	24.8
3. WWWZ-F	86/13.0	12.5	15.3	9.4	11.6	17.4	3. WWWZ-F 91/ 916	3. WWWZ-F 853/21.7	22.8	25.1
4. WXTC-F	62/ 9.4	9.7	11.3	11.3	11.2	8.2	4. WXTC-F 75/ 862	4. WXTC-F 667/17.0	19.8	17.9
5. WPAL	43/ 6.5	7.0	9.1	11.8	12.6	8.9	5. WKQB 74/1008	5. WKQB-F 607/15.5	13.6	11.2
6. WMCJ	36/ 5.5	---	.3	1.2	.9	---	6. WWDM-F 54/ 552	6. WCSC 520/13.3	15.1	16.6
7. WKQB-F	35/ 5.3	4.4	3.5	3.5	2.5	4.1	7. WPAL 43/ 522	7. WPAL 485/12.4	14.2	14.9
8. WCSC	33/ 5.0	4.5	5.1	4.9	7.2	4.1	8. WMCJ 36/ 169	8. WTMA 475/12.1	15.7	15.0
9. WQIZ	26/ 3.9	6.4	5.4	4.2	6.3	1.4	WQIZ 36/ 289	9. WXLY-F 430/11.0	13.6	13.2
10. WTMA	24/ 3.6	5.1	2.7	5.9	4.0	2.4	10. WCSC 33/ 533	10. WQIZ 252/ 6.4	7.4	5.0
11. WXLY-F	21/ 3.2	3.6	3.7	6.1	4.7	4.8		11. WWDM-F 225/ 5.7	4.6	3.7
12. WWDM-F	16/ 2.4	1.7	.8	1.0	.6	.9		12. WGCA 184/ 4.7	5.9	6.5
13.								13.		
14.								14.		
15.								15.		

12+ FM SHARE (METRO): 69.38% (428 of 617) (FAL 83: 66.67%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WSSX-F	1. WSSX-F	1. WSSX-F	1. WEZL-F	1. WEZL-F	1. WEZL-F	1. WSSX-F	1. WSSX-F	1. WSSX-F	1. WWWZ-F	1. WSSX-F
2. WWWZ-F	2. WWWZ-F	2. WWWZ-F	2. WSSX-F	2. WSSX-F	2. WXTC-F	2. WEZL-F	2. WEZL-F	2. WEZL-F	2. WSSX-F	2. WXTC-F
3. WKQB-F	3. WEZL-F	3. WEZL-F	3. WWWZ-F	3. WWWZ-F	3. WMCJ	3. WWWZ-F	3. WXTC-F	3. WWWZ-F	3. WKQB-F	3. WEZL-F
4. WPAL	4. WPAL	4. WXTC-F	4. WXTC-F	4. WXTC-F	4. WWWZ-F	4. WXTC-F	4. WXTC-F	4. WXTC-F	4. WEZL-F	WWWZ-F
5.	5. WKQB-F	5.	5.	5.	5.	5.	5.	5.	5.	5.
	WXLY-F									
WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54		MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WSSX-F	1. WSSX-F	1. WSSX-F	1. WSSX-F	1. WEZL-F		1. WSSX-F	1. WSSX-F	1. WSSX-F	1. WSSX-F	1. WEZL-F
2. WWWZ-F	2. WWWZ-F	2. WWWZ-F	WWWZ-F	2. WWWZ-F		2. WWWZ-F	2. WWWZ-F	2. WWWZ-F	2. WWWZ-F	2. WSSX-F
3. WPAL	3. WEZL-F	3. WEZL-F	3. WEZL-F	3. WXTC-F		3. WKQB-F	3. WXLY-F	3. WEZL-F	3. WEZL-F	3. WWWZ-F
4. WEZL-F	4. WPAL	4. WXTC-F	4. WMCJ	4. WSSX-F		WXLY-F	4. WKQB-F	4.	4. WXLY-F	4.
5.	5.	5.	5.	5.		5. WTMA	5. WEZL-F	5.	5.	5.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP		144 (2)	144 (2)	23.3	WGCA	1450	Charleston	1.5/4.7
AOR		21 (1)	21 (1)	3.4	WIXR	1500	Mount Pleasant	.8/1.4
AC/OLDIES/SOFT ROCK	57 (2)	10 (1)	67 (3)	10.9	WKNB	910	N. Charleston	1.2/3.5
MOR/VARIETY	4 (1)		4 (1)	0.6	WLNK-F	94.3	Goose Creek	1.5/4.6
COUNTRY		89 (1)	89 (1)	14.4	WOKE	1340	Charleston	.6/4.3
BLACK/URBAN	79 (2)	102 (2)	181 (4)	29.3				
BTFL MUSIC		62 (1)	62 (1)	10.0				
NEWS/TALK	8 (1)		8 (1)	1.3				
NOSTALGIA	10 (1)		10 (1)	1.6				
RELIGION	26 (1)		26 (1)	4.2				
SPANISH								
CLASSICAL								
UNKNOWN/OTHERS		5 (1)	5 (1)	0.8				
			617 (17)					

RADIO STATIONS

WCSC, 1390, 5 KW (DA-N), AC	ABC-C, \$50.00* (Mc-Guild)
WGCA, 1450, 1 KW/250 W, NOST (Primetime)	ABC-I, \$26.50 (Masla)
WKNB, 910, 500 W, TALK/NEWS	ABC-T, CNN, \$17.00 (----)
WOKE, 1340, 1 KW/250 W, VARIETY	CBS, \$ 8.00 (----)
WPAL, 730, 1 KW (DAYS), BLACK	ABC-D, NBN, \$28.00 (Weiss)
WTMA, 1250, 5 KW/1 KW, AC/CONTEMP	MBS, \$33.75 (Katz)
WQIZ, 810, 5 KW (DAYS), BLACK/GOSPEL	SBN, \$14.00 (Selcom)
WMCJ, 950, 500 W (DAYS), ? ?	, \$ ? ? (----)
WEZL-F, 103.5, 100 KW @ 700, COUNTRY	NBC, \$64.50 (Blair)
WXLY-F, 102.5, 100 KW @ 547, AOR	RKO, \$21.00* (Eastman)
WSSX-F, 95.1, 100 KW @ 350, CHR	, \$37.00 (Katz)
WWWZ-F, 93.5, 3 KW @ 510, BLACK	SBN, \$43.00 (HNWH)
WXTC-F, 96.9, 100 KW @ 782, BTFL MUS (TM)	, \$60.00 (Mc-Guild)
WKQB-F, 107.5, 100 KW @ 1049, CHR	, \$14.00 (Selcom)
WLWV-F, 105.5, 3 KW @ 265, BLACK	, \$12.00 (Lazar)

Sconnix (ST. GEORGE) (MONCK'S CORNER)  
 John Price  
 Bahakel  
 Sconnix  
 Attaway (SUMMERVILLE)  
 (ST. GEORGE) (MONCK'S CORNER)

MISCELLANEOUS COMMENTS

WKTM changed calls to WXLY (Dec)...WMCJ used to be WBER...WBER was dark last book...WKNB is now full time... a new FM will be going in this Spring...

CHARLOTTE

Arbitron Rank/Pop (12+): 39/847,800  
 CMSA Rank/Pop: # 36  
 MSA Rank/Pop: 45/1,010,400  
 ADI # 32  
 Average Person Rating: 16.6  
 Market TSL: 22.0 hours

Stations: 25/20  
 Diaries: 1296/654:1/49.3%  
 Sample Target: 1130  
 Standard Error: .565  
 % Below Line: 3.0  
 % Not Listed: 8.7

Est. 1984 Revenue: \$19,700,000  
 Gross Inc.: 9.4 Bil  
 HH Inc.: \$26,136  
 Retail \$: 5.8 Bil  
 Pop per Station: 42.390

12+ METRO	1/4/SHARE	SPG 84	FAL 83	SPG 83	FAL 82	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/METRO CUME RATING	SPG 84	FAL 83
1. WSOC-F	223/15.8	17.3	17.1	14.6	12.9	20.0	1. WSOC-F 387/3949	1. WSOC-F 2266/26.7	27.3	27.2
2. WBT	188/13.3	7.7	10.7	11.6	12.9	12.2	2. WBCY-F 224/3166	2. WBT 2159/25.5	19.6	24.9
3. WPEG-F	153/10.9	10.8	10.8	9.5	11.8	8.9	3. WPEG-F 211/2172	3. WBCY-F 1833/21.6	21.0	23.4
4. WBCY-F	129/ 9.2	7.4	8.4	10.9	10.2	10.1	4. WBT 206/2572	4. WROQ-F 1652/19.5	15.9	17.1
5. WROQ-F	109/ 7.7	7.2	8.2	8.4	8.5	10.1	5. WROQ-F 177/2924	5. WPEG-F 1556/18.4	15.3	16.8
6. WEZC-F	94/ 6.7	6.1	6.1	8.0	10.9	7.2	6. WEZC-F 155/1846	6. WEZC-F 1121/13.2	14.5	15.9
7. WJZR-F	90/ 6.4	5.4	2.7	---	---	6.7	7. WJZR-F 113/1371	7. WJZR-F 1102/13.0	12.7	6.7
8. WZXI-F	85/ 6.0	4.1	8.7	7.6	3.1	3.1	8. WZXI-F 107/1158	8. WZXI-F 828/ 9.8	8.4	12.4
9. WLTV-F	40/ 2.8	3.7	3.2	3.3	3.9	2.7	9. WTQR-F 102/1363	9. WLTV-F 763/ 9.0	11.4	12.2
10. WGIV	25/ 1.8	2.3	3.4	3.2	3.4	1.4	10. WLTV-F 50/ 969	10. WGIV 402/ 4.7	6.8	9.2
11.							11.	11.		
12.							12.	12.		
13.							13.	13.		
14.							14.	14.		
15.							15.	15.		
16.							16.	16.		
17.							17.	17.		
18.							18.	18.		
19.							19.	19.		
20.							20.	20.		
21.							21.	21.		
22.							22.	22.		
23.							23.	23.		
24.							24.	24.		
25.							25.	25.		

12+ FM SHARE (METRO): 74.75% (962 of 1287) (FAL 83: 71.66%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WPEG-F	1. WBCY-F	1. WSOC-F	1. WSOC-F	1. WSOC-F	1. WSOC-F	1. WBT	1. WSOC-F	1. WSOC-F	1. WPEG-F	1. WSOC-F
2. WJZR-F	2. WPEG-F	2. WPEG-F	2. WBT	2. WBT	2. WBT	2. WSOC-F	2. WBT	2. WBT	2. WBT	2. WPEG-F
3. WROQ-F	3. WROQ-F	3. WBCY-F	3. WBCY-F	3. WBCY-F	3. WBCY-F	3. WBCY-F	3. WEZC-F	3. WPEG-F	3. WSOC-F	3. WBT
4. WBCY-F	4. WSOC-F	4. WBT	4. WEZC-F	WEZC-F	4. WPEG-F	4. WPEG-F	4. WBCY-F	4. WROQ-F+	4. WROQ-F	4. WROQ-F
5.	5. WEZC-F	5. WEZC-F	5. WPEG-F	5. WPEG-F	5.	5. WROQ-F+	5. WZXI-F	5. WBCY-F	5. WJZR-F	5. WBCY-F
6.	6. WJZR-F	6. WROQ-F	6.	6.	6.	6.	6.	6. WJZR-F	6.	6. WJZR-F
7.	7.	7.	7.	7.	7.	7.	7.	7.	7.	7.
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WPEG-F	1. WBCY-F	1. WSOC-F	1. WBCY-F	1. WSOC-F	1. WROQ-F	1. WPEG-F	1. WSOC-F	1. WSOC-F	1. WSOC-F
2. WROQ-F	2. WPEG-F	2. WBCY-F	2. WEZC-F	2. WBT	2. WPEG-F	2. WROQ-F	2. WPEG-F	2. WBCY-F	2. WBT
3. WBCY-F	3. WEZC-F	3. WPEG-F	3. WSOC-F	3. WEZC-F	3. WBCY-F	3. WSOC-F	3. WBCY-F	3. WEZC-F	3. WBCY-F
4. WEZC-F	4. WROQ-F	4. WEZC-F	4. WPEG-F	4. WBCY-F	WJZR-F	4. WBCY-F	4. WROQ-F	4. WBT	4. WEZC-F
5.	5. WSOC-F	5. WBT	5. WBT	5. WPEG-F	5.	5. WJZR-F	5. WBT	5.	WPEG-F
6.	6.	6.	WZXI-F	6.	6.	6.	6. WEZC-F	6.	6.
7.	7.	7.	7.	7.	7.	7.	7. WJZR-F	7.	7.
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP	9 (1)	328 (3)	337 (4)	26.2	WAME	1480	Charlotte	.4/1.3
AOR		7 (1)	7 (1)	0.5	WGNC	1450	Gastonia	.6/1.0
AC/OLDIES/SOFT ROCK	9 (1)	134 (2)	143 (3)	11.1	WGSP	1310	Charlotte	.6/1.4
MOR/VARIETY	198 (2)		198 (2)	15.4	WLON	1050	Lincolntown	1.1/1.4
COUNTRY	34 (3)	236 (2)	270 (5)	21.0	WQCC	1540	Charlotte	1.1/2.6
BLACK/URBAN	40 (2)	159 (2)	199 (4)	15.5	WRKB	1460	Kannapolis	1.1/1.1
BTFL MUSIC		90 (2)	90 (2)	7.0	WROQ	610	Charlotte	.6/2.5
NEWS/TALK					WSOC	930	Charlotte	.9/5.0
NOSTALGIA	13 (1)		13 (1)	1.0	WSTP	1490	Salisbury	.7/1.4
RELIGION	22 (2)	8 (1)	30 (3)	2.3	WTYC	1150	Rock Hill	.6/1.0
SPANISH					WGLD-F	100.3	High Point	.4/1.1
CLASSICAL					WKZL-F	107.5	Winston-Salem	.5/1.0
UNKNOWN/OTHERS					WMIT-F	106.9	Black Mountain	.6/1.9
			1287 (25)		WTQR-F	104.1	Winston-Salem	.9/2.9
					WVDM-F	101.3	Sumter	.4/1.0

12+ ADI 1/4

1. WSOC-F
2. WPEG-F
3. WBT
4. WBCY-F
5. WROQ-F
6. WEZC-F
7. WJZR-F
8. WZXI-F
9. WTQR-F
10. WLTV-F
11. WFMX-F
12. WXRC-F
13. WGIV
14. WLON
15. WSOC

RADIO STATIONS

AM STATIONS

WAME, 1480, 5 KW (DA-2)	, RELIGION	UPI, \$ 22.00 (----)	Swaggert
WROQ, 610, 5 KW/1 KW (DA-2)	, CHR	RKO, \$ 30.00* (Eastman)	
WBT, 1110, 50 KW (DA-N)	, MOR/AC	ABC-I, \$100.00* (Blair)	Jeff-Pilot
WGIV, 1600, 1 KW/500 W (DA-N)	, BLACK	NBN, \$ 31.00 (Selcom)	
WGSP, 1310, 1 KW (DAYS, DA)	, OLDIES	ABC-D, \$ 34.00 (Selcom)	
WHVN, 1240, 1 KW/250 W (DA-1)	, RELIGION	NBC, \$ NA (----)	Buck
WQCC, 1540, 1 KW (DAYS)	, BLACK	, \$ NA (Savalli)	
WSOC, 930, 5 KW/1 KW (DA-N)	, NOSTALGIA	MBS, \$ 30.00* (Christal)	Cox
WLON, 1050, 1 KW (DAYS)	, COUNTRY	, \$ 6.00 (Southern)	(LINCOLNTON)
WIRC, 630, 1 KW (DAYS)	, COUNTRY	, \$ 9.00 (Southern)	(HICKORY)

FM STATIONS

WBCY-F, 107.9, 100 KW @ 980, CONTEMP	ABC-F, \$ 95.00* (Blair)	Jeff-Pilot
WEZC-F, 104.7, 100 KW @ 1240, AC (Burk-Abr)	, \$ 78.00* (MMR)	EZ
WLTV-F, 96.9, 100 KW @ 1250, AC (Fairwest)	, \$ 52.50 (Katz)	Capitol-Johnson (STATESVILLE)
WPEG-F, 97.9, 50 KW @ 390, BLACK (Drake-Chen)	SBN, \$ 66.00* (HNWH)	(CONCORD)
WROQ-F, 95.1, 100 KW @ 574, AOR (Burk-Abr)	RKO, \$ 70.00* (Eastman)	
WSOC-F, 103.7, 100 KW @ 1040, COUNTRY (TM)	MBS, \$120.00* (Christal)	Cox
WZXI-F, 101.9, 100 KW @ 870, BTFL MUS	, \$ 38.00 (Republic)	(GASTONIA)
WJZR-F, 99.7, 50 KW @ 320, CHR	, \$126.87 (Selcom)	Downs (KANNAPOLIS)
WFMX-F, 105.7, 100 KW @ 350, COUNTRY/GOSPEL	RKO II, \$ 6.50 (Southern)	(STATESVILLE)
WXIK-F, 96.1, 100 KW @ 286, CHR	MBS, \$ 12.00 (Southern)	(SHELBY)
WXRC-F, 95.7, 100 KW @ 330, CHR	ABC-C, \$ 19.50 (Southern)	(HICKORY)

WTQR-F - See Greensboro

12+ ADI CUME

1. WSOC-F
2. WBCY-F
3. WROQ-F
4. WBT
5. WPEG-F
6. WEZC-F
7. WJZR-F
8. WZXI-F
9. WLTV-F
10. WTQR-F
11. WSOC
12. WXRC-F
13. WFMX-F
14. WXIK-F
15. WGIV

ADI FM SHARE:

79.25%

CALL LETTER CHANGES

WAYS changed to WROQ

FORMAT CHANGES

WRQQ-F from AOR to CHR  
WAYS/WROQ from news/talk to CHR

STATION SALES

WDRV/WLTV-F (Statesville):  
sold by Capitol (Goodman)  
to Capitol (Johnson) for  
\$4,000,000

MISCELLANEOUS COMMENTS

A major change to the Arbitron  
metro was made last spring  
when four counties were  
added...use share trends with  
caution...

CHATTANOOGA

Arbitron Rank/Pop (12+): 88/358,500  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 105/438,300  
 ADI # 80  
 Average Person Rating: 15.7  
 Market TSL: 21.1 hours

Stations: 16/16  
 Diaries: 1028/349:1/52.2%  
 Sample Target: 760  
 Standard Error: .600  
 % Below Line: 0  
 % Not Listed: 9.4

Est 1984 Revenue: \$8,000,000  
 Gross Inc.: 3.6 Bil  
 HH Inc.: \$22,945  
 Retail \$: 2.4 Bil  
 Pop per Station: 22,406

12+ METRO 1/4/SHARE	SPG 84	FAL 83	SPG 83	FAL 82	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/METRO CUME RATING	SPG 84	FAL 83	
1. WSKZ-F 101/17.9	13.8	12.7	14.7	12.1	1. WSKZ-F	194/1994	1. WSKZ-F	1060/29.6	27.4	29.0
2. WDEF-F 63/11.2	8.9	11.2	11.8	9.8	2. WUSY-F	170/1637	2. WDEF-F	784/21.9	22.0	22.9
WJTT-F 63/11.2	12.4	8.7	9.5	10.1	3. WDOD-F	95/1239	3. WDOD-F	746/20.8	20.3	21.9
4. WUSY-F 61/10.8	12.5	11.0	3.9	4.8	4. WDEF-F	85/ 959	4. WUSY-F	674/18.8	21.3	19.3
5. WDEF 53/ 9.4	6.7	8.7	9.8	9.5	5. WJTT-F	68/ 670	5. WJTT-F	628/17.5	17.7	14.7
6. WDOD-F 51/ 9.1	8.6	9.4	18.4	12.3	6. WDEF	53/ 633	6. WDEF	620/17.3	16.9	18.4
7. WDOD 28/ 5.0	5.9	5.8	5.2	6.5	7. WDOD	30/ 500	7. WDOD	427/11.9	15.8	16.0
WNOO 28/ 5.0	8.7	5.6	4.5	6.5	8. WNOO	28/ 295	8. WGOW	394/11.0	13.4	12.2
9. WGOW 20/ 3.6	4.3	4.3	5.2	3.5	9. WGOW	21/ 424	9. WNOO	295/ 8.2	13.9	9.9
10. WOVE-F 13/ 2.3	2.4	3.0	3.1	4.5	10. WOVE-F	13/ 236	10. WFLI	237/ 6.6	5.3	8.8
11.					11.		11. WOVE-F	223/ 6.2	6.7	6.9
12.					12.		12.			
13.					13.		13.			
14.					14.		14.			
15.					15.		15.			

12+ FM SHARE (METRO): 69.02% (352 of 510) (FAL 83: 63.48%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WSKZ-F	1. WSKZ-F	1. WSKZ-F	1. WUSY-F	1. WUSY-F	1. WUSY-F	1. WDEF-F+	1. WDEF-F	1. WSKZ-F	1. WSKZ-F	1. WSKZ-F
2. WJTT-F	2. WJTT-F	2. WJTT-F	2. WSKZ-F	2. WDOD-F	2. WDEF-F	2. WSKZ-F	2. WSKZ-F	2. WJTT-F	2. WJTT-F	2. WUSY-F
3.	3. WDOD-F	WUSY-F	3. WDOD-F	3. WSKZ-F	3. WDOD-F	3. WDOD-F+	3. WDOD-F	3. WDEF	3. WJTT-F	3. WJTT-F
4.	4. WUSY-F	4. WDOD-F	4. WDEF-F	4. WDEF-F	4. WDEF	4. WUSY-F	4. WDEF	4. WUSY-F	4. WUSY-F	4. WDEF-F
5.	5. WGOW	5. WDEF-F	5. WJTT-F	5. WJTT-F	5. WDOD	5. WJTT-F	5. WUSY-F	5. WDEF-F	5.	5. WNOO

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WSKZ-F	1. WSKZ-F	1. WSKZ-F	1. WSKZ-F	1. WUSY-F	1. WSKZ-F	1. WSKZ-F	1. WSKZ-F	1. WSKZ-F	1. WDOD-F
2. WJTT-F	2. WJTT-F	2. WJTT-F	2. WGOW	2. WSKZ-F	2. WJTT-F	2. WJTT-F	2. WDOD-F	2. WDOD-F	2. WUSY-F
3.	3.	3. WUSY-F	3. WJTT-F	3. WDEF-F	3.	3. WDOD-F	WUSY-F	3. WJTT-F	3. WSKZ-F
4.	4.	4. WDEF-F	4. WDOD-F	4. WDOD-F	4.	4.	4. WJTT-F	4. WDOD	4. WDEF-F
5.	5.	5. WDOD-F	WUSY-F	5. WJTT-F	5.	5.	5.	5.	5. WDOD

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		101 (1)	101 (1)	19.8	WADX 1420 Trenton, GA .4/ .9
AOR		13 (1)	13 (1)	2.5	WDXB 1490 Chattanooga 2.0/5.4
AC/OLDIES/SOFT ROCK	20 (1)		20 (1)	3.9	WEPG 910 S. Pittsburg .4/1.2
MOR/VARIETY	55 (2)		55 (2)	10.8	WFLI 1070 Lookout Mountain 1.6/6.6
COUNTRY	43 (4)	112 (2)	155 (6)	30.4	WLFA 1590 Lafayette, GA .4/1.6
BLACK/URBAN	28 (1)	63 (1)	91 (2)	17.8	WMOC 1450 Chattanooga .5/2.0
BTFL MUSIC		63 (1)	63 (1)	12.4	
NEWS/TALK					
NOSTALGIA					
RELIGION	9 (1)		9 (1)	1.8	
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS	3 (1)		3 (1)	0.6	
			510 (16)		

RADIO STATIONS

WDEF, 1370, 5 KW (DA-N), MOR	WSJ, CBS, NBC-T, \$48.75 (Katz)	Park
WDOD, 1310, 5 KW (DA-N), COUNTRY	ABC-E, \$46.00* (Torbet)	Bahakel
WFLI, 1070, 50 KW/1 KW (DA-2), RELIGION	ABC-C, \$16.00* (Mc-Guild)	Benns (LOOKOUT MT.)
WGOW, 1150, 5 KW/1 KW (DA-N), AC	, \$50.00 (Eastman)	Bloomington
WNOO, 1260, 5 KW (DAYS), BLACK	SBN, \$11.50 (Lazar)	
WDXB, 1490, 1 KW/250 W, COUNTRY	MBS, \$10.00 (----)	
WCHU-F, 102.3, 3 KW @ 700, NOSTALGIA	, \$18.00 (----)	
WDEF-F, 92.3, 100 KW @ 895, BTFL MUS	, \$40.00 (Katz)	Park
WDOD-F, 96.5, 100 KW @ 1010, COUNTRY	ABC-E, \$46.00* (Torbet)	Bahakel
WJTT-F, 94.3, 3 KW @ 325, BLACK	CBS-R, \$20.25 (Mc-Guild)	Benns (RED BANK)
WOVE-F, 105.5, 3 KW @ 270, AOR	Source, \$18.00 (----)	(ROSSVILLE, GA)
WSKZ-F, 106.5, 100 KW @ 1076, CHR	, \$70.00 (Eastman)	Bloomington
WUSY-F, 100.7, 100 KW @ 360, COUNTRY	APR, RKO II, \$39.13 (HNWH)	(CLEVELAND)

MISCELLANEOUS COMMENTS

WZRA changed calls to WMOC...

CHICAGO

Arbitron Rank/Pop (12+): 3/6,567,400  
 CMSA Rank/Pop: # 3  
 MSA Rank/Pop: 3/6,015,500  
 ADI # 3  
 Average Person Rating: 17.8  
 Market TSL: 23.3 hours

Stations: 36/36  
 Diaries: 3306/1987:1/49.0%  
 Sample Target: 3120  
 Standard Error: .351  
 % Below Line: 0  
 % Not Listed: 8.0

Est. 1984 Revenue: \$164,100,000  
 Gross Inc.: 68.1 Bil  
 HH Inc.: \$31,681  
 Retail \$: 44.9 Bil  
 Pop per Station: 182,428

12+ METRO	1/4/SHARE	SUM 84	SPG 84	WIN 84	FAL 83	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/ METRO CUME RATING	SPG 84	FAL 83
1. WGN	1136/9.7	11.4	8.8	8.6	9.6	9.6	1. WGN 1436/18761	1. WGN 13948/21.2	20.8	20.2
2. WGCI-F	719/6.1	4.7	6.1	5.8	4.7	7.4	2. WGCI-F 726/ 8940	2. WBBM 12024/18.3	15.9	18.8
3. WLOO-F	635/5.4	6.8	5.6	5.8	5.3	3.6	3. WBBM 719/15079	3. WBBM-F 10609/16.2	18.3	19.1
4. WBBM	577/4.9	4.4	4.5	4.9	5.5	5.3	4. WLS 671/15944	4. WLS 9648/14.7	14.2	15.2
5. WBMX-F	528/4.5	5.2	4.8	4.8	4.9	5.7	5. WLOO-F 656/ 7277	5. WBMX-F 8801/13.4	12.9	12.3
6. WBBM-F	494/4.2	5.0	4.6	5.0	5.1	5.5	6. WMAQ 548/10913	6. WGCI-F 8744/13.3	13.4	12.4
7. WCLR-F	450/3.8	4.1	4.1	3.4	3.7	2.8	7. WBMX-F 547/ 9043	7. WLS-F 8482/12.9	13.4	14.9
8. WLS	425/3.6	2.7	3.2	3.7	3.8	3.9	8. WBBM-F 528/11386	8. WKQX-F 7507/11.4	14.3	11.2
9. WJJD	398/3.4	2.5	2.9	2.4	2.9	2.1	9. WCLR-F 470/ 7333	9. WLOO-F 7127/10.9	10.8	10.8
10. WUSN-F	392/3.3	2.9	2.7	2.7	2.6	2.6	10. WJJD 422/ 5238	10. WCLR-F 6899/10.5	12.6	11.1
WKQX-F	392/3.3	3.3	4.6	4.3	3.0	4.2	11. WKQX-F 410/ 7759	11. WLAK-F 6601/10.1	10.1	10.3
12. WLAK-F	370/3.2	3.2	3.2	3.9	3.0	3.7	12. WUSN-F 396/ 5130	12. WMAQ 6189/ 9.4	12.1	11.9
13. WLUP-F	367/3.1	2.8	3.4	3.0	2.3	3.1	13. WLUP-F 395/ 6702	13. WLUP-F 6168/ 9.4	10.8	10.0
14. WJMK-F	345/2.9	1.9	1.7	1.8	1.7	2.9	14. WLAK-F 379/ 6938	14. WFYR-F 6098/ 9.3	9.8	8.9
15. WIND	341/2.9	3.4	2.7	3.3	4.2	2.5	15. WJMK-F 362/ 5200	15. WMET-F 5717/ 8.7	11.3	11.9
16. WMAQ	333/2.8	3.2	4.1	2.9	3.6	3.1	16. WIND 351/ 5471	16. WIND 5191/ 7.9	7.2	8.5
17. WXRT-F	303/2.6	2.4	2.4	3.2	2.7	4.9	17. WXRT-F 351/ 5471	17. WJMK-F 5120/ 7.8	5.1	5.7
18. WFYR-F	289/2.5	2.4	2.7	3.0	3.1	2.2	18. WFYR-F 305/ 6494	18. WUSN-F 5080/ 7.7	7.4	7.6
19. WLS-F	273/2.3	2.8	3.5	2.9	3.2	2.4	19. WLS-F 296/ 9334	19. WJJD 4777/ 7.3	7.4	7.6
WMET-F	273/2.3	2.9	3.3	3.4	3.2	6.2	20. WMET-F 288/ 6132	20. WAGO-F 4776/ 7.3	3.5	2.8
21. WAGO-F	225/1.9	1.7	.6	.6	.8	1.1	21. WAIT 230/ 3723	21. WXRT-F 3730/ 5.7	6.8	6.8
22. WOJO-F	199/1.7	1.9	2.0	2.5	2.5	.4	22. WAGO-F 228/ 4839	22. WFMT-F 3488/ 5.3	4.8	4.6
23. WAIT	198/1.7	2.3	2.0	1.7	1.9	1.2	23. WOJO-F 199/ 1566	23. WAIT 3198/ 4.9	5.3	5.7
24. WFMT-F	194/1.7	1.6	1.6	1.5	1.3	2.0	24. WFMT-F 195/ 3614	24. WJPC 3113/ 4.7	5.3	6.8
25. WJPC	136/1.2	1.5	1.4	1.3	1.4	1.0	25. WJPC 137/ 3183	25. WNIB-F 2230/ 3.4	3.4	2.8

12+ FM SHARE (METRO): 62.24% (6713 of 10785) (FAL 83: 60.36%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WBBM-F	1. WGCI-F	1. WGCI-F	1. WGN	1. WGN	1. WGN	1. WGN	1. WGN	1. WGN	1. WGCI-F	1. WGCI-F
2. WBMX-F	2. WLUP-F	2. WGN	2. WGCI-F	2. WGCI-F	2. WLOO-F	2. WBBM	2. WLOO-F	2. WGCI-F	2. WBBM-F	2. WGN
3. WGCI-F	3. WBMX-F	3. WCLR-F	3. WCLR-F	3. WCLR-F	3. WBBM	3. WLS+	3. WCLR-F	3. WLS	3. WBBM-F	3. WBMX-F
4. WMET-F	4. WXRT-F	4. WBMX-F	4. WKQX-F	4. WLOO-F	4. WJJD	4. WGCI-F	4. WGCI-F	4. WLOO-F	4. WGN	4. WLOO-F
5. WAGO-F	5. WKQX-F	5. WKQX-F	5. WJMK-F	5. WKQX-F	5. WUSN-F	5. WLOO-F	5. WJJD	5. WBBM-F	5. WMET-F	5. WBBM-F
6. WLS-F	6. WLS	6. WLUP-F	6. WLS	6. WUSN-F	6. WMAQ	6. WKQX-F	6. WLAK-F	6. WCLR-F	6. WLOO-F	6. WCLR-F
7. WLS	7. WJMK-F	7. WJMK-F	7. WLOO-F	7. WJMK-F	7. WCLR-F	7. WLUP-F	7. WJMK-F	7. WBMX-F	7. WIND	7. WJJD
8.	8. WCLR-F	WLS	8. WUSN-F	8. WLS	8. WGCI-F	8. WBBM-F	WUSN-F	8. WJJD	8. WBBM	8. WLUP-F
9.	9. WFYR-F	9. WUSN-F	9. WLAK-F	9. WLAK-F	9. WLAK-F	9. WIND	9. WKQX-F	9. WKQX-F	WUSN-F	9. WLAK-F
10.	WBBM-F	WLAK-F	10. WXRT-F	10. WBBM	10. WIND	10. WMAQ	10. WXRT-F	10. WUSN-F	10. WJJD	10. WMET-F

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WBMX-F	1. WGCI-F	1. WGCI-F	1. WGCI-F	1. WGN	1. WLUP-F	1. WLUP-F	1. WLUP-F	1. WXRT-F	1. WGN
2. WGCI-F	2. WBMX-F	2. WCLR-F	2. WCLR-F	2. WGCI-F	2. WMET-F	2. WXRT-F	2. WGCI-F	2. WGCI-F	2. WGCI-F
3. WBBM-F	3. WKQX-F	3. WBMX-F	3. WFYR-F	3. WCLR-F	3. WXRT-F	3. WGCI-F	3. WGN	3. WLS	3. WLOO-F
4. WKQX-F	4. WCLR-F	4. WGN	4. WKQX-F	4. WLOO-F	4. WGCI-F	4. WLS	4. WXRT-F	4. WKQX-F	WXRT-F
5. WMET-F	5. WFYR-F	5. WKQX-F	5. WJMK-F	5. WLAK-F	5. WBMX-F	5. WBMX-F	5. WLS	5. WLUP-F	5. WLS
6. WFYR-F	6. WJMK-F	6. WLAK-F	6. WBMX-F	6. WKQX-F	6. WLS	6. WKQX-F	6. WJMK-F	6. WJMK-F	6. WCLR-F
7. WLUP-F	7. WLAK-F	7. WFYR-F	7. WLAK-F	7. WUSN-F	7. WBBM-F	7. WMET-F	7. WBMX-F	7. WGN	7. WKQX-F
8. WCLR-F	8. WBBM-F	8. WJMK-F	8. WAGO-F	8. WJMK-F	8.	8. WJMK-F	8. WKQX-F	8. WBMX-F	8. WUSN-F
9. WLS	9. WAGO-F	9. WLS	9. WLS	9. WFYR-F	9.	9.	9. WCLR-F	9. WCLR-F	9. WBBM
10. WLAK-F	10. WLS	10. WBBM-F	10. WOJO-F	10. WLS	10.	10. WBBM-F	10. WBBM	10. WLOO-F	10. WJMK-F

FORMATS	AM	FM	TOTAL	%
TOP 40/CHR/CONTEMP	425 (1)	1437 (5)	1862 (6)	17.3
AOR		943 (3)	943 (3)	8.7
AC/OLDIES/SOFT ROCK		1561 (6)	1561 (6)	14.5
MOR/VARIETY	1200 (2)		1200 (2)	11.1
COUNTRY	333 (1)	392 (1)	725 (2)	6.7
BLACK/URBAN	502 (5)	1247 (2)	1749 (7)	16.2
BTFL MUSIC		635 (1)	635 (1)	5.9
NEWS/TALK	918 (2)		918 (2)	8.5
NOSTALGIA	596 (2)		596 (2)	5.5
RELIGION	98 (2)		98 (2)	0.9
SPANISH		199 (1)	199 (1)	1.8
CLASSICAL		299 (2)	299 (2)	2.8
UNKNOWN/OTHERS			10785 (36)	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAUR-F	107.9	Aurora	.6/1.8
WBEE	1570	Harvey	.8/ .9
WBMX	1490	Oak Park	.3/2.1
WCFL	1000		.5/2.5
WGCI	1390		.9/3.3
WJOB	1230	Hammond	.5/1.2
WJZQ-F	95.1	Kenosha, WI	.5/1.4
WNIB-F	97.1		.9/3.4
WVON	1450		1.1/2.5
WVCA	1270	Gary	.4/1.1
WYEN-F	106.7	Des Plaines	.4/1.1

RADIO STATIONS

AM STATIONS

WAIT, 820, 5 KW/1 KW (DA-N)	, NOSTALGIA	\$ 63.75 (Katz)	Century
WBBM, 780, 50 KW	, NEWS	CBS, \$210.00* (CBS)	CBS
WCFL, 1000, 50 KW (DA-2)	, RELIGION	MBS, \$ 60.00* (----)	
WGCI, 1390, 5 KW (DA-2)	, BLACK	SBN, \$ 60.00* (Mc-Guild)	Gannett
WGN, 720, 50 KW	, TALK/VARIETY	ABC-I, \$265.00* (Christal)	Tribune Co.
WIND, 560, 5 KW (DA-2)	, TALK/NEWS	ABC-E, WSJ, \$125.00* (Blair/RAR)	Westinghouse
WJJD, 1160, 50 KW/10 KW (DA-2)	, NOST (Al Ham)	, \$100.00* (MMR)	Plough/Infinity
WJPC, 950, 1 KW/5 KW (DA-N)	, BLACK	NBN, \$101.00 (----)	Johnson
WLS, 890, 50 KW	, CHR	ABC-C, \$210.00* (HNWH)	ABC
WMAQ, 670, 50 KW	, COUNTRY	NBC, \$175.00* (Eastman)	NBC
WBMX, 1490, 1 KW/250 W	, BLACK	ABC-F, \$ 36.00 (Caballero)	
WSBC, 1240, 1 KW/250 W	, ETHNIC	, \$ 24.00 (----)	

FM STATIONS

WAGO-F, 105.9, 4 KW @ 1575, CHR	, \$ NA (Katz)	Cox
WBBM-F, 96.3, 6 KW @ 1174, CHR	CBS-R, \$160.00* (CBS)	CBS
WBMX-F, 102.7, 6 KW @ 1170, BLACK	ABC-F, \$152.00 (Masla)	
WCLR-F, 101.9, 5 KW @ 1520, AC	, \$140.00* (Torbet)	Bonneville
WFMT-F, 98.7, 16 KW @ 1167, CLASSICAL	, \$126.25 (CMBS)	
WFYR-F, 103.5, 4 KW @ 1548, AC	RKO, \$135.00 (Republic)	RKO
WGCI-F, 107.5, 33 KW @ 600, URBAN	MBS, \$285.00 (Mc-Guild)	Gannett
WJMK-F, 104.3, 19 KW @ 820, OLDIES (Pollack)	RKO II, \$100.00* (MMR)	Infinity
WKQX-F, 101.1, 6 KW @ 1170, CONTEMP/AC	Source, \$195.00 (Eastman)	NBC
WLAK-F, 93.9, 5 KW @ 1581, SOFT AC	, \$170.00 (Christal)	Viacom
WL00-F, 100.3, 6 KW @ 1167, BTFL MUS (Bonne)	, \$246.25 (Katz)	Century
WLS-F, 94.7, 6 KW @ 1170, CHR/AOR	ABC-R, \$175.00* (HNWH)	ABC
WLUP-F, 97.9, 6 KW @ 1170, AOR	, \$145.00* (MMR)	Heftel
WMET-F, 95.5, 6 KW @ 1170, AOR	, \$150.00* (HNWH)	Doubleday
WNIB-F, 97.1, 6 KW @ 1196, CLASSICAL	, \$ 55.00 (----)	
WOJO-F, 105.1, 6 KW @ 1174, SPANISH	, \$ 62.00 (Lotus)	
WUSN-F, 99.5, 6 KW @ 1170, COUNTRY	ABC-D, \$110.00* (Selcom)	First Media
WXRT-F, 93.1, 7 KW @ 1310, AOR	, \$115.00* (Selcom)	

12+ ADI 1/4

1. WGN
2. WGCI-F
3. WL00-F
4. WBBM
5. WBMX-F
6. WBBM-F
7. WLS
8. WCLR-F
9. WJJD
10. WKQX-F
11. WMAQ
12. WUSN-F
13. WLUP-F
14. WLAK-F
15. WJMK-F

12+ ADI CUME

1. WGN
2. WBBM
3. WLS
4. WBBM-F
5. WGCI-F
6. WLS-F
7. WBMX-F
8. WKQX-F
9. WMAQ
10. WL00-F
11. WCLR-F
12. WLAK-F
13. WLUP-F
14. WFYR-F
15. WMET-F

ADI FM SHARE:

61.27%

CALL LETTER CHANGES

WJEZ-F changes to WJMK-F  
WOPA changes to WBMX-F

FORMAT CHANGES

WJEZ-F: from Country to Oldies

STATION SALES

MISCELLANEOUS COMMENTS

Change in metro; several counties added... Steve Dahl doubles WLS-AM share in PMD with his "say anything on air" format; he is pretty when he stays away from cheap humor...



CINCINNATI

Arbitron Rank/Pop (12+): 29/1,146,800  
 CMSA Rank/Pop: # 22  
 MSA Rank/Pop: 31/1,381,300  
 ADI # 28  
 Average Person Rating: 16.8  
 Market TSL: 22.1 hours

Stations: 22/19  
 Diaries: 1444/794:1/52.6%  
 Sample Target: 1340  
 Standard Error: .521  
 % Below Line: 1.7  
 % Not Listed: 8.8

Est. 1984 Revenue: \$31,300,000  
 Gross Inc.: 13.8 Bil  
 HH Inc.: \$27,831  
 Retail \$: 7.7 Bil  
 Pop per Station: 60,358

12+ METRO	1/4/SHARE	SPG 84	FAL 83	SPG 83	FAL 82	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/METRO CUME RATING	SPG 84	FAL 83
1. WKRC	199/10.3	8.7	7.9	5.6	8.6	6.7	1. WKRC-F 236/4004	1. WKRC 3070/26.8	21.9	23.6
2. WKRC-F	185/ 9.6	10.0	8.2	8.8	8.1	10.9	2. WKRC 232/3844	2. WKRC-F 2857/24.9	24.9	21.4
3. WEBN-F	168/ 8.7	8.0	7.2	8.8	9.5	9.6	3. WEBN-F 207/2804	3. WLW 2359/20.6	26.2	18.8
4. WRRM-F	142/ 7.4	7.9	6.6	6.2	7.1	7.0	4. WLW 206/4121	4. WEBN-F 2074/18.1	18.9	19.4
5. WLW	126/ 6.5	8.9	5.4	7.5	5.8	6.9	5. WHIO-F 205/2240	5. WRRM-F 1936/16.9	18.7	16.0
6. WCKY	125/ 6.5	5.3	6.2	6.6	7.2	7.8	6. WVEZ-F 169/2424	6. WCKY 1706/14.9	11.4	14.3
7. WVEZ-F	115/ 6.0	6.1	7.6	8.8	7.8	6.6	7. WRRM-F 157/2275	7. WVEZ-F 1655/14.4	14.6	14.7
8. WBLZ-F	101/ 5.2	5.7	5.7	3.7	5.1	9.3	8. WSKS-F 154/2381	8. WBLZ-F 1588/13.8	11.6	12.2
9. WKXF-F	92/ 4.8	4.2	4.2	3.0	3.2	3.7	9. WKXF-F 151/1879	9. WLLT-F 1387/12.1	16.4	15.6
10. WUBE-F	89/ 4.6	4.9	4.9	7.5	7.4	4.5	10. WBLZ-F 148/2366	10. WSKS-F 1259/11.0	11.5	10.8
11. WMLX	85/ 4.4	2.7	3.2	3.8	4.3	2.3	11. WCKY 138/1969	11. WKXF-F 1217/10.6	10.6	9.8
12. WLLT-F	83/ 4.3	5.6	5.9	6.2	4.1	4.8	12. WLLT-F 130/2263	12. WUBE-F 1049/ 9.1	10.8	11.1
13. WSKS-F	78/ 4.0	3.6	4.5	2.7	2.1	5.3	13. WUBE-F 130/1412	13. WMLX 852/ 7.4	5.4	5.7
14. WCIN	57/ 3.0	2.7	4.1	2.3	3.6	1.5	14. WDAO-F 91/1237	14. WCIN 813/ 7.1	6.9	7.8
15. WSAI	37/ 1.9	1.7	2.0	2.1	1.5	1.1	15. WMLX 90/ 881	15. WSAI 734/ 6.4	5.8	5.0
16.							16.	16.		
17.							17.	17.		
18.							18.	18.		
19.							19.	19.		
20.							20.	20.		
21.							21.	21.		
22.							22.	22.		
23.							23.	23.		
24.							24.	24.		
25.							25.	25.		

12+ FM SHARE (METRO): 62.78% (1103 of 1757) (FAL 83: 65.17%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WKRC-F	1. WEBN-F	1. WEBN-F	1. WKRC	1. WKRC	1. WKRC	1. WKRC	1. WKRC	1. WEBN-F	1. WKRC-F	1. WKRC-F
2. WBLZ-F	2. WKRC-F	2. WKRC	2. WEBN-F	2. WRRM-F	2. WVEZ-F	2. WCKY	2. WRRM-F	2. WKRC-F	2. WEBN-F	2. WEBN-F
3. WEBN-F	3. WRRM-F	3. WRRM-F	3. WRRM-F	3. WEBN-F	3. WLW	3. WLW	3. WEBN-F	3. WRRM-F	3. WLW	3. WVEZ-F
4. WSKS-F	4. WKRC	4. WKRC-F	4. WKRC-F	4. WVEZ-F	4. WUBE-F	4. WKRC-F	4. WVEZ-F	4. WKRC	4. WKRC	4. WKRC
5.	5. WLLT-F	5. WLLT-F	5. WLW	5. WKXF-F	5. WCKY	5. WEBN-F	5. WCKY	5. WLW	5. WBLZ-F	5. WRRM-F
6.	6. WSKS-F	6. WBLZ-F	6. WKXF-F	6. WLW	6. WRRM-F	6. WRRM-F	6. WKRC-F	6. WVEZ-F	6. WSKS-F	6. WMLX
7.	7. WBLZ-F	7. WKXF-F	7.	7. WUBE-F	7. WMLX	7. WBLZ-F	7. WMLX	7. WCKY	7. WRRM-F	7. WUBE-F
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WKRC-F	1. WKRC-F	1. WKRC-F	1. WKRC-F	1. WKRC	1. WEBN-F	1. WEBN-F	1. WEBN-F	1. WEBN-F	1. WEBN-F
2. WLLT-F	2. WRRM-F	2. WKRC	2. WRRM-F	2. WRRM-F	2. WSKS-F	2. WSKS-F	2. WKRC	2. WKRC	WKRC
3. WRRM-F	3. WLLT-F	3. WRRM-F	3. WKRC	3. WVEZ-F	3. WKRC-F	3. WRRM-F	3. WRRM-F	3. WSKS-F	3. WLW
4. WBLZ-F	4. WBLZ-F	4. WLLT-F	4. WLLT-F	4. WKRC-F	4. WRRM-F	4. WKRC	4. WLW	4. WRRM-F	4. WRRM-F
5. WEBN-F	5. WBLZ-F	5. WBLZ-F	5. WBLZ-F	5. WLLT-F	5. WKRC-F	5. WKRC-F	5. WSKS-F	5. WKXF-F	5. WKXF-F
6.	6. WEBN-F	6. WEBN-F	6.	6. WUBE-F	6.	6. WKXF-F	6. WKRC-F	6. WLW	6. WUBE-F
7.	7. WKRC	7.	7.	7.	7.	7.	7. WKXF-F	7. WKRC-F	7.
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

FORMATS	AM	FM	TOTAL	%
TOP 40/CHR/CONTEMP		185 (1)	185 (1)	10.5
AOR		246 (2)	246 (2)	14.0
AC/OLDIES/SOFT ROCK		225 (2)	225 (2)	12.8
MOR/VARIETY	325 (2)		325 (2)	18.5
COUNTRY	43 (2)	181 (2)	224 (4)	12.7
BLACK/URBAN	57 (1)	117 (2)	174 (3)	9.9
BTFL MUSIC		123 (2)	123 (2)	7.0
NEWS/TALK	125 (1)		125 (1)	7.1
NOSTALGIA	85 (1)		85 (1)	4.8
RELIGION	7 (1)	13 (1)	20 (2)	1.1
SPANISH				
CLASSICAL				
UNKNOWN/OTHERS	12 (1)	13 (1)	25 (2)	1.4
			1757 (22)	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WHKK-F	100.9	Erlanger, KY	.7/3.5
WLYK-F	107.1	Milford	.7/2.2
WNOP	740	Newport, KY	.6/1.2
WTSJ	1050	Cincinnati	.4/1.8
WDAO-F	107.7	Dayton	.8/3.5
WHIO-F	99.1	Dayton	.4/1.1
WONE	980	Dayton	.3/1.0

12+ ADI 1/4

1. WKRQ-F
2. WKRC
3. WEBN-F
4. WLW
5. WWEZ-F
6. WRRM-F
7. WKXF-F
8. WCKY
9. WUBE-F
10. WSKS-F
11. WLLT-F
12. WBLZ-F
13. WMLX
14. WCIN
15. WHIO-F

RADIO STATIONS

AM STATIONS

WCIN, 1480, 5 KW/500 W (DA-2), BLACK	NBN, \$28.00 (Weiss)
WCKY, 1530, 50 KW (DA-N), NEWS/TALK	CBS,NBC-T,WSJ, \$67.50 (CBS Spot)
WKRC, 550, 5 KW/1 KW (DA-2), MOR/AC	ABC-E, \$77.00* (Katz)
WLW, 700, 50 KW, MOR	ABC-I, \$70.00* (Eastman)
WMLX-F, 1230, 1 KW/250 W, NOST (Primetime)	, \$37.00 (Mc-Guild)
WNOP, 740, 1 KW (DAYS,DA), JAZZ	, \$30.00 (----)
WSAI, 1360, 5 KW (DA-N), COUNTRY	APR, \$45.00 (MMR)
WTSJ, 1050, 1 KW (DAYS), RELIGION	ABC-D, \$13.00 (----)

Federated  
Taft

DKM  
(NEWPORT, KY)  
Booth  
Jacor

FM STATIONS

WBLZ-F, 103.5, 50 KW @ 500, BLACK	SBN, \$70.00 (Masla)
WEBN-F, 102.7, 31 KW @ 610, AOR (Pollack)	, \$80.00* (Torbet)
WHKK-F, 100.9, 3 KW @ 300, RELIGION	, \$13.00 (----)
WKRQ-F, 101.9, 25 KW @ 660, CHR	ABC-F, \$100.00* (Katz)
WKXF-F, 94.1, 32 KW @ 550, COUNTRY	, \$45.00 (MMR)
WLLT-F, 94.9, 27 KW @ 640, CONTEMP/AC	, \$60.00* (HNWH)
WLYK-F, 107.1, 3 KW @ 300, BTFL MUS	, \$29.00 (Groskin)
WRRM-F, 98.5, 15 KW @ 810, AC	, \$70.00* (Blair)
WUBE-F, 105.1, 11 KW @ 920, COUNTRY	, \$65.00 (Mc-Guild)
WWEZ-F, 92.5, 11 KW @ 905, BTFL MUS (SRP)	, \$88.00 (CBS Spot)
WSKS-F, 96.5, 15 KW @ 810, AOR	ABC-R, \$45.00* (Eastman)

BENI (HAMILTON)  
Wood  
Mortenson (ERLANDER, KY)  
Taft  
Booth  
Heftel (FAIRFIELD)  
(MILFORD)  
Susquehanna  
DKM  
Federated  
(HAMILTON)

12+ ADI CUME

1. WKRQ-F
2. WKRC
3. WLW
4. WEBN-F
5. WWEZ-F
6. WRRM-F
7. WLLT-F
8. WCKY
9. WSKS-F
10. WBLZ-F
11. WKXF-F
12. WUBE-F
13. WSAI
14. WMLX
15. WCIN.

ADI FM SHARE:

66.32%

CALL LETTER CHANGES

WMLX changes to WDJ0 (Jan 85)

FORMAT CHANGES

WMLX from Nost to Oldies (Jan 85)

STATION SALES

MISCELLANEOUS COMMENTS

**CLEVELAND**

Arbitron Rank/Pop (12+): 22/1,537,600  
 CMSA Rank/Pop: # 11  
 MSA Rank/Pop: 21/1,808,200  
 ADI # 11  
 Average Person Rating: 17.0  
 Market TSL: 22.3 hours

Stations: 23/21  
 Diaries: 1601/960:1/50.7%  
 Sample Target: 1570  
 Standard Error: .488  
 % Below Line: 1.3  
 % Not Listed: 8.4

Est. 1984 Revenue: \$38,000,000  
 Gross Inc.: 19.9 Bil  
 HH Inc.: \$29,873  
 Retail \$: 10.7 Bil  
 Pop per Station: 73,219

12+ METRO	1/4/SHARE	SUM 84	SPG 84	WIN 84	FAL 83	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/ METRO CUME RATING	SPG 84	FAL 83
1. WMMS-F	286/10.9	10.4	10.4	10.0	10.2	14.7	1. WMMS-F 526/6803	1. WMMS-F 3456/22.5	21.5	20.9
2. WDOK-F	200/ 7.6	5.7	8.5	9.3	7.3	8.0	2. WGCL-F 324/6003	2. WGCL-F 3003/19.5	20.6	22.3
3. WQAL-F	177/ 6.8	7.3	7.0	9.0	7.2	5.3	3. WMJI-F 277/4580	3. WMJI-F 2659/17.3	16.0	17.5
4. WLTF-F	167/ 6.4	5.3	6.1	4.9	4.7	5.1	4. WQAL-F 240/3282	4. WDOK-F 2489/16.2	16.3	15.5
5. WBBG	166/ 6.3	7.8	5.6	6.7	7.0	5.2	5. WLTF-F 237/3925	5. WLTF-F 2461/16.0	17.4	14.5
6. WMJI-F	160/ 6.1	6.4	6.1	6.1	6.6	4.9	6. WDOK-F 232/3108	6. WQAL-F 2460/16.0	14.6	13.9
7. WGCL-F	154/ 5.9	7.0	6.7	6.6	8.1	7.2	7. WZAK-F 199/2510	7. WBBG 2023/13.2	11.4	13.5
8. WZAK-F	149/ 5.7	7.4	7.3	7.1	5.3	5.9	8. WGAR-F 189/2506	8. WERE 1945/12.6	12.3	12.5
9. WERE	121/ 4.6	3.5	3.6	4.5	4.2	4.4	9. WBBG 184/2179	9. WHK 1896/12.3	6.4	16.5
10. WDMT-F	109/ 4.2	4.8	4.2	3.6	3.8	4.9	10. WKDD-F 161/3047	10. WDMT-F 1792/11.7	11.9	10.5
11. WGAR-F	103/ 3.9	4.2	4.0	4.8	4.5	4.8	11. WDMT-F 139/2427	11. WZAK-F 1758/11.4	12.5	10.4
12. WJW	85/ 3.2	3.9	4.4	2.8	3.6	3.7	12. WERE 124/2063	12. WGAR-F 1449/ 9.4	8.4	9.2
13. WABQ	80/ 2.1	2.8	1.8	1.6	2.7	1.8	13. WJW 118/1709	13. WRQC-F 1406/ 9.1	9.8	7.6
14. WHK	70/ 2.7	2.2	1.5	2.2	3.8	3.4	14. WWWE 110/2529	14. WWWE 1312/ 8.5	13.1	9.3
15. WJMO	61/ 2.3	2.1	1.7	2.7	1.6	2.5	15. WDBN-F 101/1273	15. WJW 1230/ 8.0	9.9	9.0
16. WWWE	59/ 2.3	4.1	3.2	1.8	1.9	2.1	16. WHK 97/2364	16. WJMO 1143/ 7.4	5.9	6.0
WRQC-F	59/ 2.3	1.9	2.1	2.0	1.5	3.3	17. WGAR 85/1752	17. WGAR 1061/ 6.9	9.6	11.5
18. WCLV-F	58/ 2.2	1.6	1.7	1.7	2.4	2.2	18. WSLR 84/1130	18. WCLV-F 797/ 5.2	5.4	6.4
19. WGAR	53/ 2.0	1.9	3.1	3.4	3.1	2.3	19. WABQ 80/ 717	19. WKDD-F 790/ 5.1	4.2	4.8
20. WDBN-F	34/ 1.3	1.3	1.4	.7	.8	.1	20. WCLV-F 68/ 946	20. WABQ 717/ 4.7	3.0	3.6
21.							21.	21.		
22.							22.	22.		
23.							23.	23.		
24.							24.	24.		
25.							25.	25.		

12+ FM SHARE (METRO): 69.71% (1671 of 2397) (FAL 83: 68.08%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WGCL-F	1. WMMS-F	1. WMMS-F	1. WMMS-F	1. WLTF-F	1. WDOK-F	1. WMMS-F	1. WMMS-F	1. WMMS-F	1. WMMS-F	1. WMMS-F
2. WMMS-F	2. WLTF-F	2. WLTF-F	2. WLTF-F	2. WMJI-F	WQAL-F	2. WDOK-F	2. WDOK-F	2. WLTF-F	2. WZAK-F	2. WBBG
3. WRQC-F	3. WMJI-F	3. WZAK-F	3. WMJI-F	WMMS-F	3. WBBG	3. WERE	3. WQAL-F	3. WDOK-F	3. WGCL-F	3. WDOK-F
4. WZAK-F	4. WGCL-F	4. WGCL-F	4. WGAR-F	4. WQAL-F	4. WLTF-F	4. WBBG	4. WMJI-F	4. WMJI-F	4. WDMT-F	4. WZAK-F
5. WDMT-F	5. WZAK-F	5. WDMT-F	5. WZAK-F	5. WDOK-F	5. WERE	5. WQAL-F	WLTF-F	5. WGCL-F	5. WJW	5. WQAL-F
6.	6.	6. WGAR-F	6. WDOK-F	6. WZAK-F	6. WGAR-F	6. WLTF-F	6. WBBG	6. WQAL-F	6. WLTF-F	6. WGCL-F
7.	7.	7.	7. WQAL-F	7. WGAR-F	7. WMJI-F	7. WMJI-F	7. WZAK-F	7. WZAK-F	7. WQAL-F	7. WLTF-F
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WMMS-F	1. WMMS-F	1. WMMS-F	1. WMJI-F	1. WMJI-F	1. WMMS-F	1. WMMS-F	1. WMMS-F	1. WMMS-F	1. WMMS-F
2. WGCL-F	2. WLTF-F	2. WLTF-F	2. WMMS-F	WLTF-F	2. WGCL-F	2. WLTF-F	2. WLTF-F	2. WMJI-F	2. WLTF-F
3. WZAK-F	3. WMJI-F	3. WMJI-F	3. WLTF-F	3. WDOK-F	3. WZAK-F	3. WMJI-F	3. WMJI-F	3. WLTF-F	3. WMJI-F
4. WLTF-F	4. WGCL-F	4. WZAK-F	4. WGCL-F	4. WQAL-F	4. WDMT-F	4. WZAK-F	4. WZAK-F	4. WZAK-F	4. WHK
5. WDMT-F	5. WZAK-F	5. WGCL-F	WZAK-F	5. WZAK-F	5.	5.	5.	5. WGAR-F	WGAR-F
6. WMJI-F	6.	6. WDOK-F	6. WDOK-F	6. WGAR-F	6.	6.	6.	6. WHK	6. WQAL-F
7.	7.	7. WQAL-F	7.	7. WABQ	7.	7.	7.	7.	7. WWWE
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

FORMATS	AM	FM	TOTAL	%
TOP 40/CHR/CONTEMP		228 (3)	228 (3)	9.5
AOR		286 (1)	286 (1)	11.9
AC/OLDIES/SOFT ROCK	70 (1)	327 (2)	397 (3)	16.6
MOR/VARIETY	59 (1)		59 (1)	2.5
COUNTRY	69 (2)	103 (1)	172 (3)	7.2
BLACK/URBAN	141 (2)	258 (2)	399 (4)	16.6
BTFL MUSIC		411 (3)	411 (3)	17.1
NEWS/TALK	206 (2)		206 (2)	8.6
NOSTALGIA	166 (1)		166 (1)	6.9
RELIGION				
SPANISH				
CLASSICAL		58 (1)	58 (1)	2.4
UNKNOWN/OTHERS	15 (1)		15 (1)	0.6
			2397 (23)	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WELW	1330	Willoughby	.6/1.9
WKDD-F	96.5	Akron	.6/5.1
WSLR	1350	Akron	.6/1.6

12+ ADI 1/4

1. WMMS-F
2. WGCL-F
3. WMJI-F
4. WQAL-F
5. WLTF-F
6. WDOK-F
7. WZAK-F
8. WGAR-F
9. WBBG
10. WKDD-F
11. WERE
12. WDMT-F
13. WJW
14. WWWE
15. WAKR

RADIO STATIONS

AM STATIONS

WABQ, 1540, 1 KW (DAYS)	, GOSPEL/BLACK	SBN, \$ 30.00 (Lotus)	
WBBG, 1260, 5 KW (DA-1)	, NOSTALGIA (Al Ham)	, \$ 80.00* (Eastman)	Jacor
WERE, 1130, 5 KW (DA-1)	, NEWS/TALK	ABC-T,MBS, \$ 60.00* (MMR)	
WGAR, 1220, 50 KW (DA-1)	, AC	ABC-E, \$ 97.38 (Blair)	Nationwide
WHK, 1420, 5 KW (DA-N)	, OLDIES	NBC, \$ 68.00* (Katz)	Malrite
WJMO, 1490, 1 KW/250 W	, BLACK	NBN, \$ NA (Masla)	United
WJW, 850, 10 KW/5 KW (DA-1)	, NEWS/TALK	NBC-T,ABC-D,ABC-I, \$ 52.50 (Republic)	
WWWE, 1110, 50 KW	, MOR	CBS, \$ 55.00* (Mc-Guild)	Gannett

FM STATIONS

WCLV-F, 95.5, 27 KW @ 640, CLASSICAL	WSJ, \$ 58.00 (CMBS)	
WDBN-F, 94.9, 118 KW @ 310, BTFL MUS (TM)	, \$ 33.00 (Masla)	
WDMT-F, 107.9, 70 KW @ 390, URBAN	RKO, \$ 55.00 (HNWH)	Beasley
WDOK-F, 102.1, 50 KW @ 370, BTFL MUS (Churchill)	, \$ NA (Mc-Guild)	Gannett
WGCL-F, 98.5, 40 KW @ 600, CHR/ROCK	ABC-F, \$100.00* (MMR)	
WGAR-F, 99.5, 50 KW @ 500, COUNTRY	RKO II, \$ 63.75 (Blair)	Nationwide
WLTF-F, 106.5, 8 KW @ 1060, AC	APR, \$117.00 (Christal)	Booth
WMJI-F, 105.7, 27 KW @ 900, AC/OLDIES	, \$105.00* (Eastman)	Jacor
WMMS-F, 100.7, 32 KW @ 600, AOR (Pollack)	Source, \$130.00* (Katz)	Malrite
WQAL-F, L04.1, 8 KW @ 1060, BTFL MUS	, \$ 95.00 (Christal)	
WRQC-F, 92.3, 27 KW @ 234, CHR	ABC-R, \$ NA (Masla)	United
WZAK-F, 93.1, 28 KW @ 620, URBAN	CBS-R, \$ 82.50 (Selcom)	

WSLR, WAEZ-F, WKDD-F - See Akron

12+ ADI CUME

1. WMMS-F
2. WGCL-F
3. WMJI-F
4. WLTF-F
5. WQAL-F
6. WDOK-F
7. WKDD-F
8. WGAR-F
9. WZAK-F
10. WWWE
11. WHK
12. WDMT-F
13. WBBG
14. WDBN-F
15. WERE

ADI FM SHARE:

72.32%

CALL LETTER CHANGES

WKSU-F changed to WGAR-F

FORMAT CHANGES

STATION SALES

WQAL-F: from Gulf to WIN for \$5,100,000  
 WBBG/WMJI-F: from Robinson to Jacor for \$13,500,000

MISCELLANEOUS COMMENTS

WBBG operated at reduced power for much of rating period...

COLORADO SPRINGS

Arbitron Rank/Pop (12+): 112/282,500  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 130/343,900  
 ADI # 103 (with Pueblo)  
 Average Person Rating: 18.3  
 Market TSL: 24.0 hours

Stations: 17/12  
 Diaries: 692/408:1/47.0%  
 Sample Target: 660  
 Standard Error: .794  
 % Below Line: 6.5  
 % Not Listed: 7.5

Est 1984 Revenue: \$7,300,000  
 Gross Inc.: 3.9 Bil  
 HH Inc.: \$31,927  
 Retail \$: 2.0 Bil  
 Pop per Station: 23,542

12+ METRO	1/4/SHARE	SPG 84	FAL 83	SPG 83	FAL 82	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/METRO CUME RATING	SPG 84	FAL 83	
1. KILO-F	68/13.1	12.0	14.5	8.4	14.5	18.0	1. KRDO-F 104/ 999	1. KKFM-F	794/28.1	26.4	27.9
2. KRDO-F	67/12.9	11.3	10.5	8.4	6.4	6.7	2. KILO-F 94/1063	2. KILO-F	718/25.4	21.7	22.4
3. KKCS-F	55/10.6	9.9	8.3	10.7	10.0	9.6	3. KKFM-F 70/1073	3. KRDO-F	600/21.2	20.2	18.7
4. KKFM-F	46/ 8.9	10.9	11.2	10.3	7.9	10.3	4. KKCS-F 58/ 647	4. KSPZ-F	577/20.4	20.5	26.0
5. KSPZ-F	41/ 7.9	7.1	11.4	12.4	10.3	6.4	5. KSPZ-F 51/ 750	5. KKCS-F	549/19.4	18.1	17.4
6. KVUU-F	35/ 6.8	5.7	2.3	3.2	6.0	8.4	6. KVUU-F 47/ 610	6. KIKX-F	446/15.8	7.7	13.2
7. KIKX-F	27/ 5.2	2.3	5.4	2.4	3.8	8.8	7. KOA 47/ 693	7. KVUU-F	433/15.3	14.3	5.5
8. KSSS	26/ 5.0	5.9	5.8	8.1	6.0	5.7	8. KIKX-F 36/ 555	8. KVOR	419/14.8	18.4	18.7
9. KVOR	25/ 4.8	6.3	6.6	5.6	5.1	6.2	9. KSSS 26/ 372	9. KRDO	407/14.4	10.7	13.3
10. KCMN	23/ 4.4	5.0	3.3	3.4	3.8	2.5	KVOR 26/ 440	10. KSSS	346/12.2	11.7	11.2
11. KOA	19/ 3.7	4.2	3.3	3.8	3.4	3.4		11.			
KRDO	19/ 3.7	1.7	3.1	2.6	4.1	3.2		12.			
13. KKHT	16/ 3.1	2.3	1.9	2.6	4.1	1.5		13.			
14.								14.			
15.								15.			

12+ FM SHARE (METRO): 71.40% (342 of 479) (FAL 83: 71.88%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KILO-F	1. KILO-F	1. KILO-F	1. KKCS-F	1. KKCS-F	1. KRDO-F	1. KILO-F	1. KRDO-F	1. KILO-F	1. KILO-F	1. KKCS-F
2. KIKX-F	2. KKCS-F	2. KKCS-F	2. KILO-F	2. KRDO-F	2. KKCS-F	2. KKFM-F	2. KILO-F	2. KRDO-F	2. KRDO-F	2. KRDO-F
3. KKFM-F	3. KKFM-F	3. KSPZ-F	3. KRDO-F	3. KILO-F	3. KSSS	3. KKCS-F	3. KKCS-F	3. KKCS-F	3. KKFM-F	3. KILO-F
4.	KSPZ-F	4. KKFM-F	KSPZ-F	4. KSPZ-F	4. KVOR	4. KRDO-F	4. KSPZ-F	4. KSPZ-F	4. KKCS-F	4. KSPZ-F
5.	5. KVUU-F	5. KVUU-F	5. KVUU-F	5. KVUU-F	5. KCMN	5. KVOR	5.	5.	5. KIKX-F	5. KVUU-F

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. KSPZ-F	1. KSPZ-F	1. KSPZ-F	1. KKFM-F	1. KRDO-F	1. KILO-F	1. KILO-F	1. KILO-F	1. KILO-F	1. KKCS-F
2. KILO-F	2. KVUU-F	2. KVUU-F	KSPZ-F	2. KKCS-F	2. KKFM-F	2. KKCS-F	2. KKCS-F	2. KKCS-F	2. KILO-F
3. KVUU-F	KILO-F	3. KKCS-F	KVUU-F	KVUU-F	3.	3. KKFM-F	3. KKFM-F	3. KSPZ-F	3. KRDO-F
4. KKFM-F	4. KKFM-F	4. KILO-F	4. KILO-F	4. KSPZ-F	4.	4. KSPZ-F	4. KSPZ-F	4.	4.
5.	5. KKCS-F	KRDO-F	KKCS-F	5. KKFM-F	5.	5.	5. KRDO-F	5.	5.
		6. KKFM-F					KVUU-F		

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP		73 (2)	73 (2)	15.2	KHOW	630	Denver	.6/2.4
AOR		68 (1)	68 (1)	14.2	KLZ	560	Denver	.6/3.3
AC/OLDIES/SOFT ROCK	35 (2)	76 (1)	111 (4)	23.2	KNUS	710	Denver	.6/2.2
MOR/VARIETY	3 (1)		3 (1)	0.6	KVOD-F	99.5	Denver	.6/1.6
COUNTRY	29 (2)	55 (1)	84 (3)	17.5				
BLACK/URBAN								
BTFM MUSIC		67 (1)	67 (1)	14.0				
NEWS/TALK	47 (3)		47 (3)	9.8				
NOSTALGIA	23 (1)		23 (1)	4.8				
RELIGION								
SPANISH								
CLASSICAL		3 (1)	3 (1)	0.6				
UNKNOWN/OTHERS								
479 (17)								

RADIO STATIONS

KCMN, 1530, 1 KW (DAYS)	, NOSTALGIA	, \$14.00 (Masla)	
KIIQ, 1490, 500 W/250 W	, VARIETY	, \$ NA (Weiss)	Wiskes/Abaris
KKHT, 1460, 1 KW/500 W (DA-N)	, OLDIES (Drake-Chen)	RKO, \$15.00* (Torbet)	Walton
KPIK, 1580, 5 KW (DAYS)	, RELIGION	, \$ NA (Miller)	
KRDO, 1240, 1 KW/250 W	, OLDIES	, \$20.75 (HNWH)	
KSSS, 740, 1 KW/250 W	, COUNTRY	CBS, \$29.25 (Mc-Guild)	Peoria Journal Star
KVOR, 1300, 5 KW/1 KW	, NEWS/TALK	WBC-I,ABC-T,NBC-T, \$28.00 (Selcom)	Sunbelt
KIKX-F+, 102.7, 43 KW @ 2000,	CONTEMP	, \$19.00* (Weiss)	Wiskes/Abaris
KILO-F, 93.9, 83 KW @ 2110,	AOR	, \$46.00 (Christal)	Bahakel
KKCS-F, 101.9, 79 KW @ 2220,	COUNTRY	APR, \$27.80 (Torbet)	Walton
KKFM-F, 96.5, 23 KW @ 2300,	CHR	ABC-F, \$29.00* (MMR)	
KRDO-F, 95.1, 96 KW @ 2040,	BTFM MUS	, \$38.00 (HNWH)	
KSPZ-F, 92.9, 25 KW @ 2130,	AC	, \$35.00 (Selcom)	Sunbelt
KWYD-F, 105.5, 3 KW @ 2330,	RELIGION	, \$12.00 (----)	
KVUU-F, 99.9, 68 KW @ 2000,	AC	, \$39.00 (Mc-Guild)	Peoria Journal Star (PUEBLO)

MISCELLANEOUS COMMENTS

KPIK sold for \$375,000...Teller County deleted from metro...KIIQ-F changed calls to KIKX-F; the AM did the same...

COLUMBIA, SC

Arbitron Rank/Pop (12+): 86/366,000  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 104/439,200  
 ADI # 89  
 Average Person Rating: 17.4  
 Market TSL: 23.3 hours

Stations: 15/13  
 Diaries: 913/401:1/55.0%  
 Sample Target: 750  
 Standard Error: .705  
 % Below Line: 1.2  
 % Not Listed: 8.8

Est 1984 Revenue: \$9,600,000  
 Gross Inc.: 3.9 Bil  
 HH Inc.: \$26,821  
 Retail \$: 2.4 Bil  
 Pop per Station: 28,154

12+ METRO	1/4/SHARE	SPG	FAL	SPG	FAL
		84	83	83	82
1. WCOS-F	138/21.7	20.4	18.0	15.5	16.0
2. WNOK-F	96/15.1	10.8	9.2	12.5	14.6
3. WWDM-F	58/ 9.1	10.7	11.6	5.9	8.8
4. WIS	57/ 9.0	6.6	7.2	7.8	11.5
5. WZLD-F	52/ 8.2	8.3	11.1	10.0	9.7
6. WOIC	42/ 6.6	6.6	7.9	11.9	11.1
7. WCEZ-F	36/ 5.7	7.1	5.6	6.5	6.1
8. WSCQ-F	29/ 4.6	6.8	5.6	4.0	3.8
9. WDPN-F	28/ 4.4	6.4	5.9	6.3	4.2
10. WNOK	16/ 2.5	.9	1.1	.7	1.1
11.					
12.					
13.					
14.					
15.					

BIRCH	12+ TSA	1/4/CUME
SHARE		
1. WNOK-F	188	2014
2. WCOS-F	182	1823
3. WWDM-F	116	1172
4. WIGL-F	75	722
5. WIS	70	1071
6. WZLD-F	54	686
7. WOIC	45	541
8. WCEZ-F	44	633
9. WSCQ-F	36	541
10. WDPN-F	34	522
11.		
12.		
13.		
14.		
15.		

12+ METRO	CUME/	SPG	FAL
METRO	CUME RATING	84	83
1. WNOK-F	1175/32.1	27.9	24.7
2. WCOS-F	1157/31.6	29.7	30.9
3. WIS	887/24.2	16.6	23.4
4. WZLD-F	651/17.8	20.9	24.4
5. WWDM-F	634/17.3	18.1	20.9
6. WCEZ-F	532/14.5	12.5	15.8
7. WSCQ-F	501/13.7	16.4	14.3
8. WOIC	494/13.5	14.2	15.8
9. WDPN-F	464/12.7	16.8	14.9
10. WCOS	152/ 4.2	4.7	NA
11.			
12.			
13.			
14.			
15.			

12+ FM SHARE (METRO): 76.55% (444 of 580) (FAL 83: 76.15%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WNOK-F	1. WCOS-F	1. WCOS-F	1. WCOS-F	1. WCOS-F	1. WCOS-F	1. WCOS-F+	1. WCOS F	1. WCOS-F	1. WNOK-F	1. WCOS-F
2. WWDM-F	2. WNOK-F	2. WNOK-F	2. WNOK-F	2. WNOK-F	2. WIS	2. WNOK-F+	2. WNOK-F	2. WNOK-F	2. WWDM-F	2. WIS
3. WZLD-F	3. WWDM-F	3. WWDM-F	3. WWDM-F	3. WIS	3. WCEZ-F	3. WIS	3. WZLD-F	3. WWDM-F	3. WCOS-F	3. WNOK-F
4.	4. WZLD-F	4. WZLD-F	4. WIS	4. WWDM-F	4. WNOK-F	4. WWDM-F	4. WCEZ-F	WZLD-F	4. WZLD-F	4. WWDM-F
5.	5.	5.	5.	5.	5.	5.	5.	5.	5.	5.

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WNOK-F	1. WNOK-F	1. WCOS-F	1. WCOS-F	1. WCOS-F	1. WNOK-F	1. WCOS-F	1. WCOS-F	1. WCOS-F	1. WCOS-F
2. WCOS-F	WCOS-F	2. WNOK-F	2. WNOK-F	2. WNOK-F	2. WCOS-F	2. WNOK-F	2. WNOK-F	2. WNOK-F	2. WNOK-F
3. WWDM-F	3. WWDM-F	3. WWDM-F	3. WWDM-F	3. WIS	3. WWDM-F	3. WWDM-F	3. WWDM-F	3. WWDM-F	3. WWDM-F
4.	4. WDPN-F	4.	4. WDPN-F	4. WCEZ-F	WZLD-F	4. WZLD-F	4. WZLD-F	4. WZLD-F	4. WZLD-F
5.	WZLD-F	5.	5.	5. WWDM-F	5.	5.	5.	5.	5. WIS
	WOIC								

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		99 (2)	99 (2)	17.1	WCOS 1400 Columbia 1.3/4.2
AOR		52 (1)	52 (1)	9.0	WQXL 1470 Columbia .6/2.2
AC/OLDIES/SOFT ROCK	16 (1)	29 (1)	45 (2)	7.8	WTGH 620 Cayce 1.4/2.1
MOR/VARIETY	57 (1)		57 (1)	9.8	WBBQ-F 104.3 Augusta .5/2.9
COUNTRY	8 (1)	142 (2)	150 (3)	25.9	WIGL-F 106.7 Orangeburg .6/3.0
BLACK/URBAN	42 (1)	86 (2)	128 (3)	22.1	
BTFL MUSIC		36 (1)	36 (1)	6.2	
NEWS/TALK					
NOSTALGIA					
RELIGION	4 (1)		4 (1)	0.7	
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS	9 (1)		9 (1)	1.6	
			580 (15)		

RADIO STATIONS

WCOS, 1400, 1 KW/250 W	COUNTRY	ABC-I, \$ NA	(Mc-Guild)	Buck
WIS, 560, 5 KW (DA-N)	MOR (TM)	NBC-T,CBS,MBS, \$44.00	(Christal)	Cosmos
WLFF, 620, 1 KW (DAYS,DA)	??	MBS, \$ 8.00	(----)	
WNOK, 1230, 1 KW/250 W	OLDIES (Century 21)	ABC-C, \$ NA	(Blair)	Audubon
WOIC, 1320, 5 KW/2.5 KW (DA-N)	BLACK	NBC, \$24.00	(Eastman)	
WQXL, 1470, 5 KW (DAYS)	RELIGION	SBN, \$ 7.25	(Busby)	
WCEZ-F, 93.5, 3 KW @ 300	BTFL MUS	RKO II, \$35.00	(Blair)	Limetree
WCOS-F, 97.9, 50 KW @ 450	COUNTRY	ABC-I, \$58.00*	(Mc-Guild)	Buck
WDPN-F, 103.1, 3 KW @ 300	URBAN	NBN, \$26.50	(Unirep)	
WIGL-F, 106.7, 100 KW @ 600	COUNTRY	, \$23.00	(Eastman)	Keymarket (ORANGEBURG)
WNOK-F, 104.7, 100 KW @ 1014	CHR	ABC-C, \$60.00	(Blair)	Audubon
WSCQ-F, 100.1, 2.4 KW @ 330	AC (Drake-Chen)	CBS-R, \$20.00	(Torbet)	
WZLD-F, 96.7, 3 KW @ 300	AOR/CHR	ABC-F, \$37.50	(Selcom)	Fidelity
WWDM-F, 101.3, 100 KW @ 629	BLACK	SBN, \$50.00	(HNWH)	(SUMTER)

MISCELLANEOUS COMMENTS

WLFF changed calls to WTGH...nice recovery for WNOK-F...

COLUMBUS, OH

Arbitron Rank/Pop (12+): 33/1,047,700  
 CMSA Rank/Pop: # 28  
 MSA Rank/Pop: 35/1,270,300  
 ADI # 34  
 Average Person Rating: 15.2  
 Market TSL: 20.1 hours

Stations: 23/21  
 Diaries: 1369/765:1/58.4%  
 Sample Target: 1280  
 Standard Error: .512  
 % Below Line: 2.0  
 % Not Listed: 9.7

Est. 1984 Revenue: \$28,200,000  
 Gross Inc.: 12.2 Bil  
 HH Inc.: \$26,397  
 Retail \$: 7.2 Bil  
 Pop per Station: 49,890

12+ METRO	1/4/SHARE	SPG 84	FAL 83	SPG 83	FAL 82	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/METRO CUME RATING	SPG 84	FAL 83
1.	WLVQ-F	238/14.9	12.6	12.6	12.6		1. WLVQ-F 274/3256	1. WLVQ-F 2606/24.9	23.6	21.6
2.	WTVN	167/10.5	8.6	10.6	9.0		2. WTVN 211/3305	2. WXGT-F 2541/24.3	26.6	24.3
3.	WBNS-F	155/ 9.7	11.2	11.0	10.4		3. WXGT-F 177/3104	3. WTVN 2364/22.6	21.8	28.2
4.	WXGT-F	146/ 9.2	10.1	9.7	8.2		4. WBNS-F 171/2135	4. WSNY-F 2011/19.2	19.9	19.6
5.	WSNY-F	120/ 7.5	8.4	8.4	7.0		5. WNCI-F 138/2843	5. WNCI-F 1996/19.1	19.8	20.6
6.	WNCI-F	98/ 6.1	5.7	5.9	8.9		6. WSNY-F 123/2167	6. WBNS-F 1803/17.2	17.7	19.6
7.	WRMZ-F	77/ 4.8	5.4	4.6	4.3		7. WRMZ-F 92/1131	7. WBNS 1189/11.3	10.2	13.2
8.	WHOK-F	58/ 3.6	3.2	2.6	3.0		8. WHOK-F 70/1017	8. WRMZ-F 979/ 9.3	11.1	11.2
9.	WMNI	49/ 3.1	4.3	3.6	3.2		9. WMNI 52/ 876	9. WMNI 817/ 7.8	9.5	8.5
10.	WBNS	47/ 2.9	4.0	3.9	5.1		10. WBNS 49/1302	10. WHOK-F 757/ 7.2	7.5	6.3
11.	WVCO	42/ 2.6	7.1	7.7	9.1		11. WMRN-F 45/ 543	11. WCOL 734/ 7.0	10.3	11.5
12.	WCOL	35/ 2.2	3.7	4.9	4.1		12. WVCO 42/ 686	12. WVCO 686/ 6.5	10.7	10.1
13.	WZZT-F	34/ 2.1	---	---	.3		WLW 42/ 902	13. WZZT-F 483/ 4.6	---	---
14.	WBBY-F	32/ 2.0	1.5	1.5	2.5		14. WRFD 37/ 420	14. WBBY-F 480/ 4.6	5.1	4.9
15.	WRFD	29/ 1.8	1.4	1.3	1.2		15. WCOL 35/ 737	15. WLW 462/ 4.4	4.6	3.0
16.							16.	16.		
17.							17.	17.		
18.							18.	18.		
19.							19.	19.		
20.							20.	20.		
21.							21.	21.		
22.							22.	22.		
23.							23.	23.		
24.							24.	24.		
25.							25.	25.		

12+ FM SHARE (METRO): 70.49% (1015 of 1440) (FAL 83: 63.39%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1.	WXGT-F	1. WLVQ-F	1. WLVQ-F	1. WLVQ-F	1. WTVN	1. WBNS-F	1. WTVN	1. WLVQ-F	1. WLVQ-F	1. WLVQ-F
2.	WLVQ-F	2. WXGT-F	2. WSNY-F	2. WTVN	2. WLVQ-F	2. WTVN	2. WLVQ-F	2. WBNS-F	2. WBNS-F	2. WXGT-F
3.		3. WSNY-F	3. WTVN	3. WSNY-F	3. WSNY-F	3. WSNY-F	3. WXGT-F	3. WTVN	3. WXGT-F	3. WSNY-F
4.		4. WNCI-F	4. WXGT-F	4. WNCI-F	4. WBNS-F	4. WRMZ-F	4. WBNS-F	4. WSNY-F	4. WBNS-F	4. WBNS-F
5.		5. WNCI-F	5. WNCI-F	5. WXGT-F	5. WNCI-F	5. WHOK-F	5. WSNY-F	5. WTVN	5. WXGT-F	5. WTVN
6.		6. WRMZ-F	6. WRMZ-F	6. WRMZ-F	6. WRMZ-F	6. WMNI	6. WNCI-F	6. WRMZ-F	6. WNCI-F	6. WBNS
7.		7.		7. WBNS-F	7.	7. WNCI-F	7.	7.	7.	7.
8.		8.		8.	8.	8.	8.	8.	8.	8.
9.		9.		9.	9.	9.	9.	9.	9.	9.
10.		10.		10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1.	WLVQ-F	1. WLVQ-F	1. WSNY-F	1. WSNY-F	1. WSNY-F	1. WLVQ-F	1. WLVQ-F	1. WLVQ-F	1. WLVQ-F
2.	WXGT-F	2. WSNY-F	2. WLVQ-F	2. WLVQ-F	2. WTVN	2.	2.	2.	2. WTVN
3.	WSNY-F	3. WXGT-F	3. WXGT-F	3. WNCI-F	3. WBNS-F	3.	3.	3.	3. WSNY-F
4.	WNCI-F	4. WTVN	4. WXGT-F	4. WXGT-F	4. WRMZ-F	4.	4.	4.	4. WNCI-F
5.		5. WTVN	5. WNCI-F	5. WTVN	5. WLVQ-F	5.	5.	5.	5. WBNS-F
6.		6. WRMZ-F	6. WRMZ-F	6. WRMZ-F	6. WNCI-F	6.	6.	6.	6. WRMZ-F
7.		7.		7.	7.	7.	7.	7.	7.
8.		8.		8.	8.	8.	8.	8.	8.
9.		9.		9.	9.	9.	9.	9.	9.
10.		10.		10.	10.	10.	10.	10.	10.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		146 (1)	146 (1)	10.1	WCKX-F 106.3 London 1.1/3.6
AOR		238 (1)	238 (1)	16.5	WCLT 1430 Newark 1.1/1.3
AC/OLDIES/SOFT ROCK	35 (1)	240 (3)	275 (4)	19.1	WCLT-F 100.3 Newark 1.4/2.8
MOR/VARIETY	261 (5)		261 (5)	18.1	WHTH 790 Heath .6/1.2
COUNTRY	58 (2)	163 (4)	221 (6)	15.3	WLOH 1320 Lancaster .7/2.0
BLACK/URBAN	42 (1)	66 (2)	108 (3)	7.5	WNRE-F 107.1 Circleville .4/1.0
BTFL MUSIC		155 (1)	155 (1)	10.8	WMRN-F 106.9 Marion .6/1.2
NEWS/TALK					WLW 700 Cincinnati 1.2/4.4
NOSTALGIA					
RELIGION	29 (1)		29 (1)	2.0	
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS		7 (1)	7 (1)	0.5	
			1440 (23)		

12+ ADI 1/4

RADIO STATIONS

AM STATIONS

WBNS, 1460, 5 KW/1 KW (DA-N), MOR	ABC-I, \$ 50.25 (Blair)	Colum Dispatch	1. WLVQ-F
WCOL, 1230, 1 KW/250 W, AC	CBS, \$ 44.00* (Eastman)	Great Trails	2. WTVN
WMNI, 920, 1 KW/500 W (DA-2), COUNTRY	MBS, \$ 38.00* (Torbet)	Epperson	3. WXGT-F
WREF, 880, 5 KW (DAYS,DA), RELIGION	ABC-D, \$ NA (Weiss)	Taft	4. WBNS-F
WTVN, 610, 5 KW (DA-N), MOR/AC	ABC-E, \$115.00 (Katz)	Josephson	5. WNCI-F
WVKO, 1580, 1 KW (DAYS,DA), BLACK	SBN, \$ 40.00* (MMR)		6. WSNY-F
			7. WRMZ-F
			8. WHOK-F
			9. WMNI
			10. WBNS

FM STATIONS

WBBY-F, 103.9, 2 KW @ 360, JAZZ	RKO II, \$ 30.00 (Roslin)		11. WVKO
WBNS-F, 97.1, 26 KW @ 660, BTFL MUS	, \$ 59.25 (Blair)	Colum Dispatch	12. WMRN-F
WHOK-F, 95.5, 50 KW @ 215, COUNTRY	APR, \$ 18.00 (Regional)	(LANCASTER)	13. WRFD
WLVQ-F, 96.3, 18 KW @ 753, AOR (Burk-Abr)	, \$ 95.00* (Katz)	Taft	14. WCOL
WNCI-F, 97.9, 175 KW @ 565, AC/CONTEMP	ABC-C, \$ 86.25 (Christal)	Nationwide	15. WZZT-F
WRMZ-F, 99.7, 50 KW @ 542, COUNTRY	MBS, \$ 48.00* (Torbet)		12+ ADI CUME
WSNY-F, 94.7, 50 KW @ 300, AC	, \$ 70.00* (MMR)	Josephson	1. WLVQ-F
WXGT-F, 92.3, 50 KW @ 311, CHR	CBS-R, \$ 78.00 (Eastman)	Great Trails	2. WTVN
WCKX-F, 106.3, 3 KW @ 300, COUNTRY	, \$ NA (Regional)	(LONDON)	3. WXGT-F
WMRN-F, 106.9, 25 KW @ 340, COUNTRY	, \$ 18.00 (----)	(MARION)	4. WNCI-F
WMVO-F, 93.7, 20 KW @ 370, AC	, \$ 18.00* (Regional)	(MOUNT VERNON)	5. WSNY-F
WZZT-F, 103.1, 3 KW @ 300, BLACK (TM)	, \$ NA (Masla)	(JOHNSTOWN)	6. WBNS-F
			7. WBNS
			8. WRMZ-F
			9. WHOK-F
			10. WMNI
			11. WCOL
			12. WVKO
			13. WLW
			14. WBBY-F
			15. WZZT-F

ADI FM SHARE:

72.38%

CALL LETTER CHANGES	FORMAT CHANGES	STATION SALES	MISCELLANEOUS COMMENTS
			Licking and Union counties added to Metro...



CORPUS CHRISTI

Arbitron Rank/Pop (12+): 113/281,400  
 CMA Rank/Pop: NA  
 MSA Rank/Pop: 125/357,200

Stations: 19/16  
 Diaries: 790/356:1/48.6%  
 Sample Target: 650  
 Standard Error: .705  
 % Below Line: 1.5  
 % Not Listed: 6.6

Est 1984 Revenue: \$6,900,000  
 Gross Inc.: 3.5 Bil  
 HH Inc.: \$29,873  
 Retail \$: 2.1 Bil  
 Pop per Station: 17,588

Average Person Rating: 17.2  
 Market TSL: 22.9 hours

12+ METRO	1/4/SHARE	SPG	FAL	SPG	FAL
		84	83	83	82
1. KZFM-F	75/15.5	14.8	5.5	6.1	5.8
2. KNCN-F	55/11.3	11.3	10.1	12.6	14.3
3. KIOU-F	49/10.1	9.1	9.7	11.9	12.6
4. KCCT	47/ 9.7	10.3	11.0	9.3	9.2
5. KUNO	44/ 9.1	10.5	14.3	6.9	9.2
6. KOUL-F	42/ 8.7	9.7	9.0	13.9	9.4
7. KITE-F	39/ 8.0	4.7	10.5	9.5	8.2
8. KEYS	28/ 5.8	4.1	5.7	4.6	6.0
9. KRYS-F	27/ 5.6	6.0	4.0	3.0	---
10. KRYS	9/ 1.0	2.1	4.2	4.3	2.4
11.					
12.					
13.					
14.					
15.					

BIRCH SHARE	12+ TSA 1/4/CUME
1. KZFM-F	90/1075
2. KIOU-F	72/ 731
3. KNCN-F	68/ 742
4. KOUL-F	60/ 574
5. KCCT	58/ 590
6. KUNO	44/ 335
7. KRYS-F	44/ 580
8. KITE-F	40/ 664
9. KEYS	28/ 454
10. KKYX	21/ 237
11.	
12.	
13.	
14.	
15.	

12+ METRO CUME/METRO CUME RATING	SPG	FAL	
	84	83	
1. KZFM-F	877/31.2	31.7	22.4
2. KITE-F	586/20.8	18.5	24.1
3. KNCN-F	580/20.6	23.1	22.2
4. KOUL-F	480/17.1	19.4	19.4
5. KIOU-F	465/16.5	13.6	16.4
6. KCCT	456/16.2	17.7	19.6
7. KRYS-F	401/14.3	10.6	10.9
8. KEYS	398/14.1	14.5	17.6
9. KRYS	334/11.9	12.2	16.0
10. KUNO	328/11.7	18.5	19.7
11.			
12.			
13.			
14.			
15.			

12+ FM SHARE (METRO): 66.00% (299 of 453) (FAL 83: 54.80%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KZFM-F	1. KZFM-F	1. KZFM-F	1. KZFM	1. KIOU-F	1. KIOU-F	1. KZFM-F	1. KIOU-F	1. KZFM-F	1. KZFM-F	1. KZFM-F
2. KNCN-F	2. KNCN-F	2. KNCN-F	KCCT	2. KCCT	2. KCCT	2. KUNO	2. KZFM-F	2. KNCN-F	2. KNCN-F	2. KIOU-F
3. KITE-F	3. KITE-F	3. KOUL-F	KIOU-F	3. KZFM-F	3. KUNO	3. KOUL-F	3. KUNO	3. KCCT	3. KITE-F	3. KNCN-F
4.	4. KOUL-F	4. KITE-F	4. KOUL-F	4. KOUL-F	4. KOUL-F	4. KCCT	4. KOUL-F	4. KOUL-F	4. KCCT	4. KITE-F
5.	5.	5.	5. KEYS	5. KUNO	5.	5. KIOU-F	5.	5. KIOU-F	5. KOUL-F	5.

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. KZFM-F	1. KZFM-F	1. KZFM-F	1. KEYS	1. KIOU-F	1. KNCN-F	1. KNCN-F	1. KNCN-F	1. KEYS	1. KCCT
2. KNCN-F	2. KEYS	2. KOUL-F	2. KZFM-F	2. KCCT	2. KZFM-F	2. KZFM-F	2. KZFM-F	2. KZFM-F	2. KZFM-F
3. KITE-F	KNCN-F	KITE-F	3. KITE-F	3. KEYS	3. KITE-F	3. KITE-F	3. KOUL-F	3. KITE-F	3. KZFM-F
4.	KOUL-F	KITE-F	4. KEYS	4. KZFM-F	4. KOUL-F	4. KOUL-F	4. KCCT	4.	4. KOUL-F
5.	5.	5. KCCT	5.	5. KUNO	5.	5.	5. KIOU-F	5.	5.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		114 (2)	114 (2)	25.2	KCTA 1030 Corpus Christi 1.4/3.4
AOR		55 (1)	55 (1)	12.1	KDAE 1590 Sinton .8/3.8
AC/OLDIES/SOFT ROCK MOR/VARIETY	28 (1)		28 (1)	6.2	KEXX-F 93.9 Corpus Christi 1.4/3.9
COUNTRY	15 (3)	69 (2)	84 (5)	18.5	KFLZ-F 107.1 Bishop 1.0/2.2
BLACK/URBAN					KROB 1510 Robstown .6/2.1
BTFL MUSIC		49 (1)	49 (1)	10.8	KSIX 1230 Corpus Christi 1.0/5.0
NEWS/TALK	4 (2)		4 (2)	0.9	KKYX 680 San Antonio .6/1.5
NOSTALGIA					KTRH 740 Houston .4/2.6
RELIGION	7 (1)		7 (1)	1.5	WOAI 1200 San Antonio .4/1.7
SPANISH	91 (2)	5 (1)	96 (3)	21.2	
CLASSICAL					
UNKNOWN/OTHERS	9 (2)	7 (1)	16 (3)	3.5	
453 (19)					

RADIO STATIONS

KCCT, 1150, 1 KW/500 W (DA-2), SPANISH	, \$26.00* (Selcom)
KCTA, 1030, 50 KW (DAYS, DA), RELIGION	APR, \$12.00 (----)
KEYS, 1440, 1 KW (DA-N), AC	RKO, \$24.00 (Torbet)
KRYS, 1360, 1 KW, MOR/AC	ABC-I, \$18.20 (Weiss)
KSIX, 1230, 1 KW/250 W, ? ?	MBS, CBS, \$12.00 (----)
KUNO, 1400, 1 KW/250 W, SPANISH	, \$46.25 (Katz)
KRYS-F, 99.1, 60 KW @ 1000, COUNTRY	, \$18.20 (Weiss)
KEXX-F, 93.9, 100 KW @ 840, ? ?	NBC, \$14.00 (----)
KIOU-F, 96.5, 100 KW @ 875, BTFL MUS (Churchill)	, \$42.25 (Selcom)
KITE-F, 105.5, 3 KW @ 360, CHR	, \$20.00* (Eastman)
KNCN-F, 101.3, 100 KW @ 402, AOR	, \$42.50 (HNWH)
KOUL-F, 103.7, 100 KW @ 310, COUNTRY	APR, \$70.50 (Mc-Guild)
KZFM-F, 95.5, 41 KW @ 390, CHR	, \$58.00* (Torbet)
KROB-F+, 99.9, 100 KW @ 200, COUNTRY	, \$ 5.00 (----)

MISCELLANEOUS COMMENTS

KBCB-F changed calls to KRYS-F...KIKN changed calls to KDAE...

DALLAS - FT. WORTH

Arbitron Rank/Pop (12+): 10/2,790,100  
 CMSA Rank/Pop: # 10  
 MSA Rank/Pop: 13/2,210,500  
 ADI # 18  
 Average Person Rating: 17.2  
 Market TSL: 22.7 hours

Stations: 29/29  
 Diaries: 2257/1236:1/42.4%  
 Sample Target: 2200  
 Standard Error: .419  
 % Below Line: 0  
 % Not Listed: 7.8

Est. 1984 Revenue: \$94,200,000  
 Gross Inc.: 39.4 Bil  
 HH Inc.: \$32,250  
 Retail \$: 24.3 Bil  
 Pop per Station: 96,210

12+ METRO	1/4/SHARE	SPG 84	WIN 84	FAL 83	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/METRO CUME RATING	SPG 84	FAL 83
1. KVIL-F	474/9.9	10.2	9.4	10.8	12.7	1. WBAP 673/8644	1. KVIL-F 5995/21.5	20.1	21.8
2. KRLD	381/8.0	7.1	8.1	7.7	6.2	2. KVIL-F 503/6562	2. KRLD 5975/21.4	18.0	20.7
3. WBAP	333/6.9	6.3	6.9	5.4	6.8	3. KRLD 496/8182	3. KEGL-F 4627/16.6	15.5	15.9
4. KKDA-F	320/6.7	7.1	5.9	5.6	8.5	4. KKDA-F 366/3849	4. WBAP 4436/15.9	15.0	14.5
5. KMEZ-F	303/6.3	5.9	6.2	6.0	5.6	5. KMEZ-F 339/4196	5. KAFM-F 3724/13.3	16.2	14.5
6. KPLX-F	282/5.9	4.7	5.2	5.5	5.7	6. KPLX-F 306/3712	6. KMEZ-F 3724/13.3	12.1	12.1
7. KEGL-F	251/5.2	4.3	5.3	4.7	5.5	7. KEGL-F 299/5578	7. KSCS-F 3488/12.5	14.7	16.3
8. KAFM-F	214/4.5	5.9	5.0	4.6	5.4	8. KAFM-F 274/4770	8. KTXQ-F 3397/12.2	13.2	14.5
9. KSCS-F	212/4.4	6.6	7.4	6.0	5.1	9. KSCS-F 261/4359	9. KKDA-F 3370/12.1	10.8	11.9
10. KTXQ-F	207/4.3	4.0	3.8	4.5	6.0	10. KTXQ-F 236/4015	10. KPLX-F 3322/11.9	11.9	12.1
11. KMGC-F	195/4.1	2.9	2.6	2.7	2.3	11. KQZY-F 202/2407	11. KZEW-F 3274/11.7	12.9	14.4
12. KQZY-F	179/3.7	3.4	3.0	3.6	1.9	12. KMGC-F 201/3294	12. KMGC-F 3087/11.1	9.5	8.6
13. KZEW-F	140/2.9	4.5	4.9	4.9	5.2	13. KZEW-F 155/3828	13. KQZY-F 2132/ 7.6	7.2	7.8
14. KNOK-F	120/2.5	3.2	3.7	4.6	2.7	14. KRQX 129/2415	14. KTKS-F 2131/ 7.6	3.2	4.3
15. KTKS-F	103/2.1	.6	1.1	1.1	3.0	15. KNOK-F 125/2068	15. KNOK-F 1974/ 7.1	7.2	8.1
16. KRQX	80/1.7	1.7	1.2	1.4	.7	16. KTKS-F 122/2462	16. KLUV-F 1868/ 6.7	7.8	7.3
17. KPBC	75/1.6	1.5	.9	1.9	.8	17. KPBC 89/ 841	17. KRQX 1374/ 4.9	---	---
18. KLIF	73/1.5	1.7	1.5	1.0	1.1	18. KLUV-F 87/2061	18. WRR-F 1055/ 3.8	2.9	4.1
19. WRR-F	70/1.5	1.4	.9	1.1	1.2	19. KLIF 79/1132	19. KVIL 940/ 3.4	2.6	2.7
20. KLUV-F	69/1.4	2.1	1.9	2.4	1.3	20. WRR-F 71/1100	20. KAAM 823/ 2.9	4.8	4.6
21.						21.	21.		
22.						22.	22.		
23.						23.	23.		
24.						24.	24.		
25.						25.	25.		

12+ FM SHARE (METRO): 72.30% (3194 of 4418) (FAL 83: 73.85%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KAFM-F	1. KVIL-F	1. KVIL-F	1. KVIL-F	1. KVIL-F	1. WBAP	1. KVIL-F+	1. KVIL-F	1. KVIL-F	1. KKDA-F	1. KKDA-F
2. KEGL-F	2. KKDA-F	2. KKDA-F	2. KPLX-F	2. KPLX-F	2. KVIL-F	2. KRLD	2. KMEZ-F	2. KMEZ-F	2. KRLD	2. KVIL-F
3. KKDA-F	3. KEGL-F	3. KPLX-F	3. KKDA-F	WBAP	3. KRLD	3. WBAP	3. KPLX-F	3. WBAP	3. KEGL-F	3. KPLX-F
4. KTXQ-F	4. WTXQ-F	4. KMGC-F	4. WBAP	4. KRLD	4. KMEZ-F	4. KPLX-F	4. WBAP	4. KRLD	4. KVIL-F	4. KEGL-F
5. KNOK-F	5. KMGC-F	5. KEGL-F	5. KMGC-F	5. KPLX-F	5. KKDA-F	5. KPLX-F	5. KRLD	5. KKDA-F	5. KAFM-F	5. WBAP
6. KTKS-F	6. KPLX-F	6. KTXQ-F	6. KRLD	6. KMEZ-F	6. KQZY-F	6. KEGL-F	6. KMGC-F	6. KPLX-F	6. KTXQ-F	6. KMEZ-F
7. KZEW-F	7. KAFM-F	7. WBAP	7. KMEZ-F	7. KMGC-F	7. KSCS-F	7. KMEZ-F+	7. KKDA-F	7. KSCS-F	7. KMEZ-F	7. KRLD
8. KPLX	8. KZEW-F	8. KSCS-F	8. KSCS-F	8. KSCS-F	8.	8. KAFM-F	8. KQZY-F	8. KEGL-F	8.	8. KSCS-F
9.	9.	9.	9.	9.	9.	9. KSCS-F	9. KSCS-F	9. KMGC-F	9.	9. KMGC-F
10.	10.	10.	10.	10.	10.	10. KQZY-F	10.	10. KAFM-F	10.	10. KAFM-F

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. KVIL-F	1. KVIL-F	1. KVIL-F	1. KVIL-F	1. KVIL-F	1. KKDA-F	1. KTXQ-F	1. KVIL-F	1. KVIL-F	1. KVIL-F
2. KKDA-F	2. KKDA-F	2. KKDA-F	2. KKDA-F	2. KPLX-F	2. KEGL-F	2. KKDA-F	2. KKDA-F	2. KTXQ-F	2. WBAP
3. KEGL-F	3. KMGC-F	3. KPLX-F	3. KPLX-F	3. KMEZ-F	3. KTXQ-F	3. KVIL-F	3. KTXQ-F	3. KKDA-F	3. KRLD
4. KAFM-F	4. KEGL-F	4. KMGC-F	4. KMGC-F	4. KKDA-F	4. KPLX-F	4. KEGL-F	4. KPLX-F	4. KEGL-F	4. KTXQ-F
5. KTXQ-F	5. KPLX-F	5. KMEZ-F	5. KAFM-F	5. KMGC-F	5. KAFM-F	5. KPLX-F	5. KEGL-F	5. WMGC-F	5. KPLX-F
6. KMGC-F	6. KAFM-F	6. KSCS-F	6. KEGL-F	6. WBAP	6. KVIL-F	6. KZEW-F	6. WBAP	6. KZEW-F	6. KKDA-F
7. KZEW-F	7. KTXQ-F	7. KEGL-F	7. WBAP	7. KQZY-F	7. KZEW-F	7. KAFM-F	7. KRLD	7. KSCS-F	7. KMGC-F
8. KSCS-F	8.	8. KAFM-F	8.	8. KSCS-F	8. KSCS-F	8. KMGC-F	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		568 (3)	568 (3)	12.9	KAAM 1310 Dallas 1.1/2.9
AOR		347 (2)	347 (2)	7.9	KESS-F 94.1 FT. Worth 1.1/2.0
AC/OLDIES/SOFT ROCK	185 (3)	738 (3)	923 (6)	20.9	KFJZ 870 FT. Worth .8/2.0
MOR/VARIETY					KKDA 730 Grand Prairie 1.0/2.6
COUNTRY	406 (2)	494 (2)	900 (4)	20.4	KMEZ 1480 Dallas .3/2.3
BLACK/URBAN	68 (2)	440 (2)	508 (4)	11.5	KSAX 970 FT. Worth .4/1.3
BTFL MUSIC	16 (1)	482 (2)	498 (3)	11.3	KSSA 1270 FT. Worth .8/1.5
NEWS/TALK	381 (1)		381 (1)	8.6	KVIL 1150 Highland Park 1.1/3.4
NOSTALGIA	40 (1)		40 (1)	0.9	KXVI 1600 McKinney .4/1.1
RELIGION	92 (2)		92 (2)	2.1	
SPANISH	36 (1)	55 (1)	91 (2)	2.1	
CLASSICAL		70 (1)	70 (1)	1.6	
UNKNOWN/OTHERS					
			4418 (29)		

12+ ADI 1/4

RADIO STATIONS

AM STATIONS

KAAM, 1310, 5 KW (DA-N)	, OLDIES	, \$ 45.00* (Weiss)	Bonneville
KKDA, 730, 500 W (DAYS)	, BLACK	, \$ NA (Selcom)	
KLIF, 1190, 50 KW/5 KW (DA-2)	, COUNTRY	NBC, \$ 58.00 (Republic)	Susquehanna/Dan Holyburton
KMEZ, 1480, 5 KW/1 KW (DA-2)	, BTFL MUS (Churchill)	, \$ NA (Mc-Guild)	Group One
KPBC, 1040, 1 KW (DAYS)	, RELIGION	, \$ 40.00 (----)	
KRLD, 1080, 50 KW (DA-N)	, NEWS	CBS, \$181.25 (Katz)	Metromedia
KRQX, 570, 5 KW (DA-2)	, OLDIES	CBS-R, \$ 51.00* (MMR)	Belo
KSKY, 660, 10 KW (DAYS)	, RELIGION	, \$ 15.00 (----)	Sky
KVIL, 1150, 1 KW (DAYS, DA)	, AC	, \$ NA (Blair)	Blair
WBAP, 820, 50 KW	, COUNTRY	ABC-I, \$170.00* (Eastman)	Cap Cities
KFJZ, 870, 250 W (DAYS)	, NOST (Al Ham)	ABC-D, \$ 42.00 (Miller)	
KSAX, 970, 1 KW	, JAZZ	, \$ NA (Weiss)	Earl Graves
KSSA, 1270, 5 KW (DA-1)	, SPANISH	UPI, \$ 50.00 (Caballero)	
KXOL, 1360, 5 KW/1 KW (DA-N)	, COUNTRY	, \$ NA (----)	TETCO

1. WBAP
2. KVIL-F
3. KRLD
4. KKDA-F
5. KMEZ-F
6. KPLX-F
7. KEGL-F
8. WSCS-F
9. WAFM-F
10. KTXQ-F
11. KQZY-F
12. KMGC-F
13. KZEW-F
14. KTKS-F
15. KNOK-F

12+ ADI CUME

FM STATIONS

KAFM-F, 92.5, 100 KW @ 1685, CHR	, \$115.00* (Weiss)	Bonneville
KEGL-F, 97.1, 100 KW @ 1302, CHR	ABC-C, \$105.00* (Blair)	Sandusky
KESS-F, 94.1, 100 KW @ 1585, SPANISH	, \$ 76.00 (Caballero)	
KTKS-F, 106.1, 100 KW @ 480, OLDIES	CBS-R, \$ 44.00* (Roslin)	ABC
KKDA-F, 104.5, 100 KW @ 1585, BLACK/URBAN	APR, \$100.00* (Selcom)	
KLUV-F, 98.7, 100 KW @ 1585, AC/CONTEMP	ABC-F, RKO II, \$ 75.00* (CBS/FM)	TK
KMEZ-F, 100.3, 89 KW @ 1280, BTFL MUS (Churchill)	, \$129.00* (Mc-Guild)	Group One
KMGC-F, 102.9, 100 KW @ 1572, AC	, \$100.00 (Selcom)	Shamrock
KNOK-F, 107.5, 100 KW @ 445, BLACK (Burk-Abr)	NBN, RKO, \$ 85.00* (Weiss)	Earl Graves
KQZY-F, 105.3, 100 KW @ 1560, BTFL MUS	, \$ 86.00 (Blair/RAR)	Westinghouse
KPLX-F, 99.5, 100 KW @ 1680, COUNTRY	APR, \$135.00* (Republic)	Susquehanna
KSCS-F, 96.3, 100 KW @ 1680, COUNTRY	, \$165.00* (Eastman)	Cap Cities
KTXQ-F, 102.1, 100 KW @ 1420, AOR (Burk-Abr)	ABC-R, \$100.00* (Christal)	Gulf
KVIL-F, 103.7, 100 KW @ 1570, AC	, \$334.00 (Blair)	Blair
KZEW-F, 97.9, 100 KW @ 1680, AOR (Pollack)	Source, \$175.00* (MMR)	Belo
WRR-F, 101.1, 100 KW @ 600, CLASSICAL	WSJ, ABC-D, \$ 70.00 (CMBS)	City of Dallas
KJIM-F, 94.9, 100 KW @ 717, RELIGION	APR, \$ 26.00 (----)	Swaggert

1. KRLD
2. KVIL-F
3. WBAP
4. KEGL-F
5. KAFM-F
6. KMEZ-F
7. KSCS-F
8. KTXQ-F
9. KKDA-F
10. KPLX-F
11. KZEW-F
12. KMGC-F
13. KQZY-F
14. KTKS-F
15. KLUV-F

ADI FM SHARE:

69.12%

CALL LETTER CHANGES

KIXK-F changes to KTKS-F  
 KOAX-F changes to KQZY-F

FORMAT CHANGES

KEGL: from AOR to CHR (Sep)  
 KTKS: from AC to CHR

STATION SALES

KJIM-F sold by Swaggert to  
 Statewide for \$7,200,000 (Blackburn)

MISCELLANEOUS COMMENTS

DAVENPORT - ROCK ISLAND - MOLINE

Arbitron Rank/Pop (12+): 99/318,300  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 115/390,000  
 ADI # 75  
 Average Person Rating: 17.1  
 Market TSL: 22.4 hours

Stations: 19/14  
 Diaries: 841/378:1/57.9%  
 Sample Target: 720  
 Standard Error: .683  
 % Below Line: 4.0  
 % Not Listed: 9.0

Est 1984 Revenue: \$7,700,000  
 Gross Inc.: 4.2 Bil  
 HH Inc.: \$29,288  
 Retail \$: 2.3 Bil  
 Pop per Station: 22,736

		SPG	FAL	SPG	FAL
12+ METRO	1/4/SHARE	84	83	83	82
1. KIIK-F	97/17.9	15.9	12.2	17.2	13.7
2. WXLN-F	64/11.8	10.3	13.3	12.3	13.1
3. WLLR-F	55/10.1	12.4	9.6	8.3	8.9
4. WOC	50/ 9.2	8.2	8.0	8.5	9.7
5. KRVR-F	46/ 8.5	10.5	9.6	8.9	8.1
6. WHBF	39/ 7.2	8.4	11.8	10.5	10.7
7. WHBF-F	35/ 6.4	7.1	7.5	7.6	6.7
8. WMRZ	29/ 5.3	3.6	4.1	3.6	4.6
9. KKZX	16/ 2.9	4.8	4.5	7.1	5.6
WKEI	16/ 2.9	1.1	1.4	2.2	2.8

BIRCH	12+ TSA	1/4/CUME
SHARE		
18.9	1. KIIK-F	183/2144
14.9	2. WLLR-F	110/1156
13.1	3. WXLN-F	97/1400
9.8	4. KRVR-F	62/ 748
6.1	5. WOC	57/ 741
6.1	6. WHBF	54/ 789
8.0	7. WHBF-F	45/ 924
2.6	8. WMT	37/ 427
2.1	9. WMRZ	30/ 485
1.9	10. WGN	26/ 570

12+ METRO	CUME/	SPG	FAL
METRO	CUME RATING	84	83
1. KIIK-F	1213/38.1	35.2	31.0
2. WXLN-F	792/24.9	25.5	22.0
3. WOC	635/19.9	17.6	17.5
4. WLLR-F	610/19.2	24.4	18.5
5. WHBF-F	578/18.2	20.0	18.1
6. KRVR-F	539/16.9	19.2	17.1
7. WHBF	538/16.9	18.4	21.0
8. WMRZ	434/13.6	11.0	13.0
9. KKZX	408/12.8	18.0	17.5
10. WGN	148/ 4.6	5.7	4.7

11.	11.	11.
12.	12.	12.
13.	13.	13.
14.	14.	14.
15.	15.	15.

12+ FM SHARE (METRO): 63.36% (313 of 494) (FAL 83: 59.14%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KIIK-F	1. KIIK-F	1. KIIK-F	1. KIIK-F	1. KIIK-F	1. WLLR-F	1. KIIK-F	1. KIIK-F	1. KIIK-F	1. WXLN-F	1. KIIK-F
2. WXLN-F	2. WXLN-F	2. WXLN-F	2. WMRZ	2. WLLR-F	2. KRVR-F	2. WOC	2. WLLR-F	2. WXLN-F	2. KIIK-F	2. WXLN-F
3.	3. WHBF-F	3. WLLR-F	3. WLLR-F	3. WMRZ	3. WOC	3. WXLN-F	3. WXLN-F	3. KRVR-F	3. WOC	3. WLLR-F
4.	4.	4. WHBF-F	4. WHBF-F	4. KRVR-F	4. KIIK-F	4. WHBF	4. WOC	4. WLLR-F	KRVR-F	4. WHBF
5.	5.	5. WMRZ	5.	5. WHBF-F	5. WHBF	5. WLLR-F	5. KRVR-F	5.	5.	5. KRVR-F

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. KIIK-F	1. KIIK-F	1. KIIK-F	1. KIIK-F	1. KIIK-F	1. WXLN-F	1. WXLN-F	1. WXLN-F	1. KIIK-F	1. KIIK-F
2. WXLN-F	2. WHBF-F	2. WHBF-F	2. WHBF-F	2. WLLR-F	2.	2. KIIK-F	2. KIIK-F	2. WXLN-F	2. WMRZ
3. WHBF-F	3. WXLN-F	3. WLLR-F	3. WMRZ	3. WHBF-F	3.	3.	3.	3. KFMH-F	3. WXLN-F
4. WLLR-F	4. WLLR-F	4. WXLN-F	4. WLLR-F	4. KRVR-F	4.	4.	4.	4. WMRZ	4. WLLR-F
5.	5.	5.	5.	5. WMRZ	5.	5.	5.	5.	5. KRVR-F

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP	20 (2)	97 (1)	117 (3)	23.7	KBQC-F 93.5 Bettendorf .4/2.6
AOR		73 (2)	73 (2)	14.8	KFMH-F 99.7 Muscatine 1.7/2.4
AC/OLDIES/SOFT ROCK	29 (1)	42 (3)	71 (4)	14.4	KXRK 1580 Davenport 2.0/3.5
MOR/VARIETY	25 (3)		25 (3)	5.1	WJRE-F 92.1 Kewanee .9/2.2
COUNTRY	44 (2)	55 (1)	99 (3)	20.0	WBBM 780 Chicago .4/3.3
BLACK/URBAN					WGN 720 Chicago .9/4.6
BTFL MUSIC		46 (1)	46 (1)	9.3	WLS 890 Chicago .7/4.6
NEWS/TALK	52 (2)		52 (2)	10.5	WMAQ 670 Chicago .9/4.5
NOSTALGIA	11 (1)		11 (1)	2.2	WMT 600 Cedar Rapids .7/3.0
RELIGION					
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS					

494 (19)

RADIO STATIONS

KKZX, 1170, 1 KW (DA-2), CHR	ABC-C, \$30.00* (Katz)	Guy Gannett
KXRK, 1580, 500 W (DAYS), NOSTALGIA	ABC-I, \$14.00 (P/W)	
WHBF, 1270, 5 KW (DA-N), COUNTRY (Musicworks)	CBS, \$31.50 (Mc-Guild)	
WMRZ, 1230, 1 KW/250 W, OLDIES	ABC-E, \$ NA (Eastman)	Sconnix
WOC, 1420, 5 KW (DA-2), NEWS/TALK (Klemm)	MBS,WSJ,NBC,NBC-T, \$39.00	(Blair) Palmer
WKEI, 1450, 500 W/250 W, MOR	ABC-D, \$12.00 (----)	(KEWANEE, IL)
KIIK-F, 103.7, 100 KW @ 1220, CONTEMP (Klemm)	ABC-D, \$40.00* (Blair)	Palmer
KRVR-F, 106.5, 60 KW @ 190, BTFL MUS	, \$38.36 (Eastman)	Mid America
WHBF-F, 98.9, 39 KW @ 900, AC (TM)	CBS-R, \$28.50 (Mc-Guild)	
WLLR-F, 101.3, 50 KW @ 500, COUNTRY	, \$27.00 (HNWH)	Sconnix
WXLN-F, 96.9, 50 KW @ 500, AOR	Source, \$34.00* (Katz)	Guy Gannett
WGEN-F, 104.9, 3 KW @ 300, AC	, \$11.75 (Masla)	(GENESE0, IL)

MISCELLANEOUS COMMENTS

KSTT changes from AC to CHR; changes calls to KKZX...KXRK sold for \$350,000 (Horton)...

DAYTON

Arbitron Rank/Pop (12+): 45/765,200  
 CMA Rank/Pop: # 40  
 MSA Rank/Pop: 51/918,200  
 ADI # 53  
 Average Person Rating: 15.3  
 Market TSL: 20.7 hours

Stations: 26/19  
 Diaries: 1272/602:1/59.8%  
 Sample Target: 1100  
 Standard Error: .535  
 % Below Line: 10.4  
 % Not Listed: 9.1

Est. 1984 Revenue: \$16,400,000  
 Gross Inc.: 8.8 Bil  
 HH Inc.: \$26,230  
 Retail \$: 5.2 Bil  
 Pop per Station: 40,274

12+ METRO	1/4/SHARE	SPG 84	FAL 83	SPG 83	FAL 82	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/METRO CUME RATING	SPG 84	FAL 83
1. WHIO-F	188/16.0	14.4	13.9	10.4	15.1	13.5	1. WHIO-F 284/3048	1. WHIO-F 2100/27.4	24.9	23.2
2. WTUE-F	135/11.5	13.6	12.4	12.6	13.3	12.6	2. WTUE-F 191/2449	2. WHIO 1703/22.3	23.0	21.5
3. WHIO	94/ 8.0	9.8	9.1	9.9	10.9	8.1	3. WHIO 105/1980	3. WTUE-F 1663/21.7	22.0	25.6
4. WDAO-F	76/ 6.5	6.4	5.8	5.8	5.9	7.8	4. WONE 101/1543	4. WGTZ-F 1217/15.9	13.3	9.3
5. WDAO-F	72/ 6.1	7.6	7.5	7.1	7.3	6.8	5. WSKS-F 93/1270	5. WING 1107/14.5	16.4	17.6
6. WGTZ-F	68/ 5.8	6.6	4.8	6.4	3.9	9.7	6. WGTZ-F 89/1715	6. WONE 1019/13.3	15.6	17.5
7. WAVI	49/ 4.2	3.6	2.5	6.7	5.3	3.5	7. WLW 87/2050	7. WDAO-F 963/12.6	11.8	10.5
8. WING	48/ 4.1	5.4	5.4	5.5	6.9	4.1	8. WDAO-F 86/1116	8. WVUD-F 865/11.3	10.9	14.6
9. WYMJ-F	48/ 4.1	4.4	4.9	4.8	4.5	5.9	9. WAVI 61/ 607	9. WYMJ-F 820/10.7	11.0	12.8
10. WVUD-F	42/ 3.6	3.9	5.4	4.4	3.9	4.5	10. WING 57/1236	10. WSKS-F 585/ 7.6	6.2	9.1
11.							11.	11.		
12.							12.	12.		
13.							13.	13.		
14.							14.	14.		
15.							15.	15.		
16.							16.	16.		
17.							17.	17.		
18.							18.	18.		
19.							19.	19.		
20.							20.	20.		
21.							21.	21.		
22.							22.	22.		
23.							23.	23.		
24.							24.	24.		
25.							25.	25.		

12+ FM SHARE (METRO): 69.98% (746 of 1066) (FAL 83: 68.32%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WGTZ-F	1. WTUE-F	1. WTUE-F	1. WHIO-F	1. WHIO-F	1. WHIO-F	1. WHIO	1. WHIO-F	1. WHIO-F	1. WHIO-F	1. WHIO-F
2. WTUE-F	2.	2. WHIO-F	2. WTUE-F	2. WTUE-F	2. WHIO	2. WHIO-F	2. WTUE-F	2. WTUE-F	2. WTUE-F	2. WTUE-F
3. WDAO-F	3.	3. WDAO-F	3. WDAO-F	3. WHIO	3. WONE	3. WTUE-F	3. WHIO	3. WONE	3. WGTZ-F	3. WGTZ-F
4. WSKS-F	4.	4. WYMJ-F	4. WONE	4. WONE	4. WING	4. WONE	4. WONE	4. WGTZ-F	4. WHIO	4. WHIO
5. WBLZ-F	5.	5. WONE	5. WONE	5. WYMJ-F	5. WDAO-F	5. WDAO-F	5. WDAO-F	5. WDAO-F	5. WING	5. WONE
6.	6.	6.	6. WHIO	6. WHIO	6.	6. WING	6. WVUD-F	6. WDAO-F	6. WDAO-F	6. WDAO-F
7.	7.	7.	7.	7.	7.	7.	7. WYMJ-F	7.	7.	7.
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WTUE-F	1. WTUE-F	1. WTUE-F	1. WDAO-F	1. WHIO-F	1. WTUE-F	1. WTUE-F	1. WTUE-F	1. WTUE-F	1. WHIO-F
2. WGTZ-F	2. WDAO-F	2. WHIO-F	2. WHIO-F	2. WHIO	2.	2.	2.	2. WVUD-F	2. WTUE-F
3. WDAO-F	3. WGTZ-F	3. WDAO-F	3. WVUD-F	3. WDAO-F	3.	3.	3.	3. WYMJ-F	3. WONE
4.	4. WHIO-F	4. WYMJ-F	4. WTUE-F	4. WONE	4.	4.	4.	4.	4. WDAO-F
5.	5. WYMJ-F	5. WGTZ-F	5. WYMJ-F	5. WYMJ-F	5.	5.	5.	5.	5. WVUD-F
6.	6.	6.	6.	6. WING	6.	6.	6.	6.	6. WYMJ-F
7.	7.	7.	7.	7.	7.	7.	7.	7.	7.
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

FORMATS	AM	FM	TOTAL	%
TOP 40/CHR/CONTEMP		144 (5)	144 (5)	13.5
AOR		166 (2)	166 (2)	15.6
AC/OLDIES/SOFT ROCK	48 (1)	57 (2)	105 (3)	9.8
MOR/VARIETY	122 (3)		122 (3)	11.4
COUNTRY	94 (2)	33 (2)	127 (4)	11.9
BLACK/URBAN		112 (2)	112 (2)	10.5
BTFL MUSIC		192 (2)	192 (2)	18.0
NEWS/TALK	49 (1)		49 (1)	4.6
NOSTALGIA				
RELIGION		17 (1)	17 (1)	1.6
SPANISH				
CLASSICAL				
UNKNOWN/OTHERS	7 (2)	25 (1)	32 (3)	3.0
			1066 (26)	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAZU-F	102.9	Springfield	1.6/3.5
WBLY	1600	Springfield	1.9/2.6
WBZI-F	95.3	Xenia	2.4/5.4
WFCE-F	93.7	Miamisburg	1.4/3.2
WIZE	1340	Springfield	.6/3.2
WMMX	1110	Xenia	.3/ .9
WPFB-F	105.9	Middletown	.9/3.7
WPTW	1570	Piqua	.3/1.3
WPTW-F	95.7	Piqua	2.1/4.0
WBLZ-F	103.5	Hamilton	3.1/7.2
WKRQ-F	101.9	Cincinnati	.4/2.1
WKXF-F	94.1	Cincinnati	.4/1.3
WLLT-F	94.9	Cincinnati	.8/3.2
WLW	700	Cincinnati	1.8/7.3
WSKS-F	96.5	Hamilton	2.6/7.6
WWEZ-F	92.5	Cincinnati	.3/1.8

12+ ADI 1/4

RADIO STATIONS

AM STATIONS

WAVI, 1210, 1 KW (DAYS), TALK	WSJ,ABC-E, \$27.00 (Eastman)
WHIO, 1290, 5 KW (DA-N), MOR (Burk-Abr)	CBS,NBC-T, \$84.00* (Christal)
WING, 1410, 5 KW (DA-N), AC	MBS, \$60.00* (Katz)
WONE, 980, 5 KW (DA-N), COUNTRY	ABC-D, \$64.00 (Mc-Guild)
WKBV, 1490, 1 KW/250 W, MOR	ABC-I, \$13.00 (Masla)

Stoner	
Cox	
Great Trails	
Group One	
Central	(RICHMOND,IN)

FM STATIONS

WBZI-F, 95.3, 3 KW @ 300, COUNTRY	RKO II, \$20.00 (----)
WDAO-F, 107.7, 50 KW @ 420, BLACK	ABC-C,SBN, \$47.81 (Eastman)
WHIO-F, 99.1, 50 KW @ 1060, BTFL MUS	, \$70.00 (Christal)
WGTZ-F, 92.9, 20 KW @ 373, CHR	MBS, \$61.00 (Katz)
WPFB-F, 105.9, 34 KW @ 593, CHR (TM)	MBS, \$27.00 (Roslin)
WTUE-F, 104.7, 50 KW @ 500, AOR (Burk-Abr)	, \$79.00* (Mc-Guild)
WVUD-F, 99.9, 50 KW @ 500, CONTEMP/AC	CBS-R, \$30.00 (Masla)
WYMJ-F, 103.9, 3 KW @ 300, AC	RKO, \$45.00 (Torbet)

(XENIA)	
Stoner	
Cox	
Great Trails	(EATON)
Braden	(MIDDLETOWN)
Group One	
Univ of Dayton	

Other ranked stations - See Cincinnati

1. WHIO-F
  2. WTUE-F
  3. WHIO
  4. WONE
  5. WGTZ-F
  6. WDAO-F
  7. WING
  8. WYMJ-F
  9. WAVI
  10. WVUD-F
  11. WLW
  12. WIMT-F
  13. WBLZ-F
  14. WSKS-F
  15. WAZU-F
- 12+ ADI CUME
1. WHIO-F
  2. WTUE-F
  3. WGTZ-F
  4. WHIO
  5. WONE
  6. WING
  7. WDAO-F
  8. WVUD-F
  9. WLW
  10. WYMJ-F
  11. WSKS-F
  12. WAVI
  13. WBLZ-F
  14. WPTW-F
  15. WBZI-F

ADI FM SHARE:  
69.77%

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

MISCELLANEOUS COMMENTS

WAVI, WDAO-F: sold to Stoner for \$4,000,000 (Blackburn)

One county added and one county deleted from Arbitron metro

DAYTONA BEACH

Arbitron Rank/Pop (12+): 120/263,000  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 147/293,900  
 Orlando ADI  
 Average Person Rating: 17.0  
 Market TSL: 22.5 hours

Stations: 18/10  
 Diaries: 731/360:1/50.5%  
 Sample Target: 630  
 Standard Error: .739  
 % Below Line: 43.4  
 % Not Listed: 8.1

Est 1984 Revenue: \$5,200,000  
 Gross Inc.: 2.9 Bil  
 HH Inc.: \$23,665  
 Retail \$: 1.8 Bil  
 Pop per Station: 26,300

12+ METRO	1/4/SHARE	SPG	FAL	SPG	FAL
		84	83	83	82
1. WWLV-F	68/15.2	17.1	18.9	16.4	14.7
2. WROD	49/11.0	10.5	10.3	12.1	9.5
3. WCFI-F	46/10.3	8.5	7.9	8.9	7.9
4. WDIZ-F	39/ 8.7	12.2	8.4	8.4	10.2
5. WELE-F	34/ 7.6	11.8	8.1	11.4	12.9
6. WWKA-F	33/ 7.4	7.8	7.9	7.5	7.7
7. WBJW-F	25/ 5.6	3.3	5.2	3.9	2.0
8. WNFI-F	24/ 5.4	6.0	4.4	3.4	5.9
9. WJYO-F	23/ 5.2	3.8	4.4	2.7	4.8
10. WNDB	19/ 4.3	2.7	3.9	3.9	3.4
11.					
12.					
13.					
14.					
15.					

BIRCH	12+ TSA	1/4/CUME
SHARE		
1. WWLV-F	73/714	
2. WROD	49/469	
3. WCFI-F	46/592	
4. WDIZ-F	39/426	
5. WELE-F	35/399	
6. WWKA-F	34/420	
7. WNFI-F	28/444	
8. WBJW-F	25/457	
9. WJYO-F	23/258	
10. WNDB	22/292	
11.		
12.		
13.		
14.		
15.		

12+ METRO	CUME/	SPG	FAL
METRO	CUME RATING	84	83
1. WWLV-F	671/25.5	28.2	28.3
2. WCFI-F	576/21.9	19.8	22.8
3. WROD	462/17.6	15.8	13.8
4. WBJW-F	440/16.7	11.9	12.6
5. WDIZ-F	426/16.2	17.8	16.6
6. WNFI-F	418/15.9	16.9	15.7
7. WWKA-F	417/15.9	15.3	17.2
8. WELE-F	393/14.9	18.4	17.2
9. WNDB	280/10.6	8.2	10.6
10. WJYO-F	258/ 9.8	7.8	10.0
11.			
12.			
13.			
14.			
15.			

12+ FM SHARE (METRO): 72.68% (298 of 410) (FAL 83: 72.96%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WNFI-F	1. WCFI-F	1. WCFI-F	1. WCFI-F	1. WCFI-F	1. WWLV-F	1. WWLV-F	1. WWLV-F	1. WWLV-F	1. WWLV-F	1. WWLV-F
2. WBJW-F	2. WDIZ-F	2. WDIZ-F	2. WWKA-F	2. WWLV-F	2. WROD	2. WROD	2. WROD	2. WCFI-F	2. WDIZ-F	2. WCFI-F
4. WDIZ-F	3. WBJW-F	3. WWKA-F	3. WELE-F	3. WELE-F	3. WELE-F	3. WCFI-F	3. WCFI-F	3. WROD	3. WROD	3. WROD
5. 4. WNFI-F	5. WELE-F	5. WELE-F	4. WDIZ-F	4. WWKA-F	4. WCFI-F	4. WDIZ-F	4. WDIZ-F	4. WDIZ-F	4. WNFI-F	4. WWKA-F
			5. 5. WELE-F	5. WWKA-F	5. WWKA-F	5. WELE-F	5. WELE-F	5. WELE-F	5. WCFI-F	5. WELE-F

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WDIZ-F	1. WCFI-F	1. WCFI-F	1. WCFI-F	1. WCFI-F	1. WDIZ-F	1. WDIZ-F	1. WDIZ-F	1. WDIZ-F	1. WCFI-F
2. WCFI-F	2. 2.	2. 2.	2. 2.	2. WJYO-F	2. 2.	2. WBJW-F	2. WCFI-F	2. WCFI-F	2. WELE-F
3. WZIP	3. 3.	3. 3.	3. 3.	3. WWLV-F	3. 3.	3. WCFI-F	3. WELE-F	3. WWKA-F	3. WWLV-F
4. 4.	4. 4.	4. 4.	4. 4.	4. 4.	4. 4.	4. 4.	4. WWKA-F	4. WELE-F	4. WDIZ-F
5. 5.	5. 5.	5. 5.	5. 5.	5. 5.	5. 5.	5. 5.	5. 5.	5. 5.	5. 5.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP		55 (3)	55 (3)	13.4	WDAT	1380	Ormond Beach	1.8/5.6
AOR		39 (1)	39 (1)	9.5	WMFJ	1450	Daytona Beach	2.2/6.0
AC/OLDIES/SOFT ROCK	6 (1)	69 (2)	75 (3)	18.3	WSBB	1230	New Smyrna	2.2/5.7
MOR/VARIETY	19 (1)		19 (1)	4.6	WXVQ	1490	DeLand	.9/2.2
COUNTRY	10 (2)	67 (2)	77 (4)	18.8	WZIP	1590	S. Daytona	1.3/1.7
BLACK/URBAN					WHLY-F	106.7	Orlando	1.3/5.1
BTFM MUSIC	10 (1)	68 (1)	78 (2)	19.0	WHOO	990	Orlando	.4/1.6
NEWS/TALK	4 (1)		4 (1)	1.0	WKIS	740	Orlando	.9/2.1
NOSTALGIA	49 (1)		49 (1)	12.0				
RELIGION	10 (1)		10 (1)	2.4				
SPANISH								
CLASSICAL								
UNKNOWN/OTHERS		4 (1)	4 (1)	1.0				
			410 (18)					

RADIO STATIONS

WDAT, 1380, 5 KW/2.5 KW (DA-2), COUNTRY	NBC, \$14.00 (Weiss)	
WMFJ, 1450, 1 KW/250 W, RELIGION	ABC-E, \$10.00 (----)	
WNDB, 1150, 1 KW (DA-N), MOR	CBS, \$15.00 (Christal)	
WROD, 1340, 1 KW/250 W, NOST (Al Ham) ABC-I, RKO II, WSJ, \$18.00 (Weiss)		
WZIP, 1590, 1 KW (DAYS), OLDIES	MBS, \$12.00 (Bolton)	
WDLF, 1310, 5 KW (DAYS), COUNTRY	, \$11.00 (----)	
WCFI-F, 101.9, 100 KW @ 581, CHR	, \$36.25 (Katz)	S & F
WELE-F, 105.9, 100 KW @ 600, COUNTRY (Burk-Abr)	MBS, \$34.00 (Roslin)	Elyria-Lorain
WWLV-F, 94.5, 54 KW @ 330, BTFM MUS	, \$27.00* (Christal)	
WNFI-F, 99.9, 100 KW @ 949, CHR	ABC-F, \$25.00 (Eastman)	(PALATKA)

Other ranked stations - See Orlando

MISCELLANEOUS COMMENTS

WCFI-F sold by Abell to S & F for \$2,700,000 (est)...WCFI listed below line because they use Orlando as their chosen "home city"...WCFI was formerly WDOQ...

DENVER

Arbitron Rank/Pop (12+): 23/1,526,400  
 CMSA Rank/Pop: # 21  
 MSA Rank/Pop: 27/1,573,600  
 ADI # 19  
 Average Person Rating: 16.8  
 Market TSL: 22.1 hours

Stations: 28/27  
 Diaries: 1482/1030:1/47.7%  
 Sample Target: 1490  
 Standard Error: .515  
 % Below Line: 0.9  
 % Not Listed: 6.8

Est. 1984 Revenue: \$54,500,000  
 Gross Inc.: 21.4 Bil  
 HH Inc.: \$35,811  
 Retail \$: 11.2 Bil  
 Pop per Station: 56,533

12+ METRO	1/4/SHARE	SPG 84	WIN 84	FAL 83	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/METRO CUME RATING	SPG 84	FAL 83
1. KOSI-F	249/9.7	9.9	9.5	8.9	8.6	1. KOSI-F 288/3611	1. KOA 3562/23.3	16.8	20.6
2. KPKE-F	184/7.2	7.9	6.8	6.5	5.9	2. KOA 254/5088	2. KOSI-F 3083/20.2	18.2	18.6
3. KOA	171/6.7	5.7	6.7	7.3	4.7	3. KPKE-F 203/2701	3. KIMN 2570/16.8	17.0	15.7
4. KOAQ-F	155/6.0	5.0	5.0	4.6	4.8	4. KIMN 188/3412	4. KOAQ-F 2557/16.8	17.0	15.7
5. KIMN	152/5.9	5.2	4.7	4.2	4.0	5. KOAQ-F 172/3051	5. KPKE-F 2440/16.0	19.9	17.9
6. KMJI-F	127/4.9	5.0	4.5	4.4	4.8	6. KLZ 159/2180	6. KBPI-F 2268/14.9	17.1	18.4
7. KRXY-F	120/4.7	3.3	3.4	3.5	8.1	7. KAZY-F 148/2326	7. KRXY-F 2078/13.6	11.4	12.6
8. KBCO-F	115/4.5	4.0	4.4	5.2	5.9	8. KMJI-F 148/2237	8. KMJI-F 1917/12.6	13.7	12.4
9. KAZY-F	112/4.4	4.2	3.8	4.0	4.2	9. KRXY-F 137/2300	9. KAZY-F 1811/11.9	13.1	14.6
10. KYGO-F	108/4.2	4.9	5.1	5.9	5.9	10. KYGO-F 135/1715	10. KHOW 1480/ 9.7	12.1	12.3
11. KBPI-F	106/4.1	4.4	6.0	5.1	6.3	11. KBPI-F 127/2662	11. KBCO-F 1377/ 9.0	10.0	11.0
12. KVOD-F	99/3.9	2.5	3.5	4.1	4.1	12. KBCO-F 116/1425	12. KYGO-F 1356/ 8.9	11.0	12.5
13. KEZW	97/3.8	3.2	3.6	3.8	2.0	13. KHOW 114/1933	13. KLZ 1205/ 7.9	10.4	8.1
14. KLZ	92/3.6	4.0	4.5	3.3	4.3	14. KVOD-F 108/1337	14. KVOD-F 1200/ 7.9	7.4	9.0
	KHOW	92/3.6	4.7	3.7	4.5	15. KEZW 103/1079	15. KNUS 1069/ 7.0	8.2	7.1
16. KNUS	83/3.2	2.9	2.3	2.6	3.1	16. KNUS 97/1235	16. KEZW 1023/ 6.7	6.9	8.0
17. KRZN	65/2.5	2.0	2.6	2.2	1.0	17. KRZN 75/1074	17. KRZN 869/ 5.7	5.8	6.3
18. KDKO	49/1.9	2.4	2.5	1.1	2.6	18. KDKO 57/ 730	18. KDEN 856/ 5.6	4.9	5.7
19. KBRQ-F	41/1.6	1.5	1.8	2.0	1.6	19. KBRQ-F 43/ 672	19. KDKO 664/ 4.4	4.7	3.2
20. KDEN	36/1.4	1.6	1.6	1.3	1.7	20. KDEN 36/ 856	20. KBRQ-F 618/ 4.0	5.4	5.7
21.						21.	21.		
22.						22.	22.		
23.						23.	23.		
24.						24.	24.		
25.						25.	25.		

12+ FM SHARE (METRO): 60.54% (1450 of 2395) (FAL 83: 62.33%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KPKE-F	1. KBCO-F	1. KOAQ-F	1. KOSI-F	1. KOSI-F	1. KSOI-F	1. KIMN	1. KOSI-F	1. KOSI-F	1. KPKE-F	1. KOSI-F
2. KRXY-F	2. KOAQ-F	2. KIMN	2. KMJI-F	2. KIMN	2. KOA	2. KOSI-F	2. KOAQ-F	2. KPKE-F	2. KOSI-F	2. KPKE-F
3. KBPI-F	3. KAZY-F	3. KMJI-F	3. KIMN	3. KMJI-F	3. KYGO-F	3. KOA	3. KMJI-F	3. KOAQ-F	3. KOA	3. KOAQ-F
4. KDKO	4. KIMN	4. KOSI-F	4. KOAQ-F	4. KOAQ-F	4. KVOD-F	4. KPKE-F	4. KPKE-F	4. KIMN	4. KOAQ-F	4. KEZW
	KOAQ-F	5. KMJI-F	5. KBCO-F	5. KBCO-F	5. KHOW	5. KHOW	5. KIMN	5. KMJI-F	5. KAZY-F	5. KRXY-F
6.		KPKE-F	6. KPKE-F	6. KHOW	6. KEZW	6. KLZ	6. KOA	6. KOA	6. KRXY-F	6. KIMN
7.	7.	7. KAZY-F	7. KYGO-F	7. KOA	7. KNUS	7. KVOD-F	7. KYGO-F	7. KBPI-F	7.	7. KAZY-F
8.	8.	8.	8. KAZY-F	8. KYGO-F	8. KLZ	8.	8.	8.	8.	8. KYGO-F
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. KPKE-F	1. KOAQ-F	1. KOAQ-F	1. KMJI-F	1. KOSI-F	1. KBCO-F	1. KAZY-F	1. KBCO-F	1. KAZY-F	1. KOSI-F
2. KOAQ-F	2. KMJI-F	2. KIMN	KOAQ-F	2. KIMN	2. KAZY-F	KBCO-F	2. KAZY-F	2. KBCO-F	2. KBCO-F
3. KRXY-F	3. KPKE-F	3. KMJI-F	3. KIMN	3. KOAQ-F	3. KBPI-F	3. KBPI-F	3. KIMN	3. KMJI-F	3. KOA
	KMJI-F	KOSI-F	4. KOSI-F	4. KMJI-F	4. KPKE-F	4. KIMN	4. KOAQ-F	4. KIMN	KMJI-F
5. KIMN	5. KRXY-F	5. KPKE-F	KMJI-F	5. KRXY-F	5. KOAQ-F	5. KOAQ-F	KBPI-F	5. KOAQ-F	KAZY-F
	KBPI-F	6. KRXY-F	6. KBCO-F	6. KHOW	KRXY-F	6. KPKE-F	6. KMJI-F	6. KRZN	6. KIMN
7. KAZY-F	7.	7.	7. KRZN	7. KYGO-F	7. KIMN	7. KMJI-F	7. KOSI-F	7. KBPI-F	KYGO-F
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.



FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP	158 (2)	459 (3)	617 (5)	13.2	KADX-F 92.1 Castle Rock .5/1.0
AOR		355 (4)	355 (4)	14.8	KBRQ 1280 Denver .7/2.4
AC/OLDIES/SOFT ROCK	65 (1)	127 (1)	192 (2)	8.0	KLSZ 1090 Aurora .4/1.8
MOR/VARIETY	102 (2)		102 (2)	4.3	KLTT 800 Brighton 1.1/1.0
COUNTRY	110 (2)	149 (2)	259 (4)	10.8	KPPL 1390 Denver 1.0/2.1
BLACK/URBAN	75 (2)	12 (1)	87 (3)	3.6	KRKS 990 Denver .8/2.0
BTFM MUSIC		249 (1)	249 (1)	10.4	KRXY 1600 Lakewood .2/1.7
NEWS/TALK	290 (3)		290 (3)	12.1	KTCL-F 93.3 Fort Collins .9/1.9
NOSTALGIA	97 (1)		97 (1)	4.1	
RELIGION	48 (2)		48 (2)	2.0	
SPANISH					
CLASSICAL		99 (1)	99 (1)	4.1	
UNKNOWN/OTHERS					
			2395 (29)		

12+ ADI 1/4

RADIO STATIONS

AM STATIONS

KBNO, 1220, 1 KW (DAYS)	, SPANISH	, \$ 34.00 (Caballero)			1. KOSI-F
KBRQ, 1280, 5 KW (DA-2)	, COUNTRY	ABC-E, \$ 38.00 (Torbet)	Great Empire		2. KOA
KDEN, 1340, 1 KW/250 W	, NEWS WSJ,ABC-E,NBC,	\$ 32.00* (Savalli)			3. KPKE-F
KDKO, 1510, 5 KW (DA-2)	, BLACK	, \$ 43.00 (----)	Sterling		4. KIMN
KEZW, 1430, 5 KW (DA-N)	, NOST (Al Ham)	MBS, \$ 44.00* (Blair/RAR)	Armstrong		5. KOAQ-F
KHOW, 630, 5 KW (DA-N)	, MOR/AC	RKO, \$ 91.00 (Eastman)	Metromedia		6. KLZ
KIMN, 950, 5 KW (DA-1)	, CHR (Klemm)	ABC-C, \$100.00* (Blair)	Jeff-Pilot		7. KAZY-F
KPPL, 1390, 5 KW (DAYS)	, JAZZ	ABC-I, \$ 24.00 (Roslin)			8. KMJI-F
KLSZ, 1090, 50 KW/500 W (DA-N)	, MOR	APR, \$ 30.00* (P/W)			9. KRXY-F
KRXY, 1600, 5 KW (DA-N)	, CHR	, \$ NA (MMR)	Malrite		10. KYGO-F
KLZ, 560, 5 KW (DA-1)	, COUNTRY	ABC-I, \$ 65.00* (Mc-Guild)	Group One		11. KBPI-F
KNUS, 710, 5 KW (DA-1)	, TALK	ABC-T,ABC-I, \$ NA (Selcom)	Sandusky		12. KBCO-F
KOA, 850, 50 KW	, TALK/NEWS	CBS, \$121.25 (Katz)	Belo		13. KHOW
KQXI, 1550, 10 KW (DAYS)	, RELIGION	, \$ 10.00 (----)			14. KVOD-F
KRZN, 1150, 5 KW/1 KW	, OLDIES	, \$ 33.00 (Weiss)	Duffy		15. KEZW

12+ ADI CUME

FM STATIONS

KAZY-F, 106.7, 100 KW @ 960, AOR	Source, \$ 75.00* (Mc-Guild)	Group One	1. KOA
KBCO-F, 97.3, 33 KW @ 920, AOR	, \$ 80.00 (Masla)		2. KOSI-F
KBPI-F, 105.9, 100 KW @ 900, AOR (Pollack)	, \$ 97.00* (Selcom)	Sandusky	3. KIMN
KBRQ-F, 105.1, 100 KW @ 175, COUNTRY	ABC-E, \$ 60.00 (Torbet)	Great Empire	4. KOAQ-F
KMJI-F, 100.3, 100 KW @ 500, AC	, \$100.00* (Christal)	Duffy	5. KPKE-F
KOAQ-F, 103.5, 100 KW @ 1061, CHR	CBS-R, \$111.25 (Katz)	Belo	6. KBPI-F
KOSI-F, 101.1, 100 KW @ 790, BTFM MUS	, \$110.00* (Blair/RAR)	Westinghouse	7. KAZY-F
KPKE-F, 95.7, 100 KW @ 725, CHR	, \$ 85.00* (HNWH)	Doubleday	8. KRXY-F
KRXY-F, 107.5, 100 KW @ 670, CHR	, \$ 80.00* (MMR)	Malrite	9. KMJI-F
KVOD-F, 99.5, 100 KW @ 380, CLASSICAL	, \$ 63.50 (CMBS)	Henry	10. KLZ
KYGO-F, 98.5, 100 KW @ 720, COUNTRY (Klemm)	, \$ 88.00* (Blair)	Jeff-Pilot	11. KHOW

KILO-F - See Colorado Springs

ADI FM SHARE:  
59.26%

CALL LETTER CHANGES

KLAK: to KRXY  
KPPL-F: to KRXY-F  
KJJZ: to KPPL (Nov)  
KKBB: to KLSZ (Sep)

FORMAT CHANGES

KRXY: from Country to CHR  
KRXY-F: from AC to CHR

STATION SALES

MISCELLANEOUS COMMENTS

One county (Gilpin)  
deleted from Arbitron metro

DES MOINES

Arbitron Rank/Pop (12+): 104/313,200  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 119/375,100  
 ADI # 68  
 Average Person Rating: 16.6  
 Market TSL: 21.4 hours

Stations: 13/11  
 Diaries: 759/413:1/54.6%  
 Sample Target: 710  
 Standard Error: .697  
 % Below Line: 3.3  
 % Not Listed: 11.7

Est 1984 Revenue: \$12,800,000  
 Gross Inc.: 4.0 Bil  
 HH Inc.: \$28,060  
 Retail \$: 2.7 Bil  
 Pop per Station: 28,473

12+ METRO	1/4/SHARE	SPG 84	FAL 83	SPG 83	FAL 82	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/METRO CUME RATING	SPG 84	FAL 83
1. KGGO-F	85/16.3	17.4	13.3	9.1	10.3	22.8	1. WHO 227/3352	1. KGGO-F 995/31.8	30.5	27.5
2. WHO	65/12.5	9.6	12.4	13.2	13.6	11.4	2. KGGO-F 171/1893	2. WHO 854/27.3	24.3	27.9
3. KSO	60/11.5	14.3	13.9	13.6	12.6	12.4	3. KSO 105/1419	3. KSO 708/22.6	21.7	26.1
4. KLYF-F	51/ 9.8	9.6	9.1	8.1	11.7	7.4	4. KLYF-F 91/1424	4. KLYF-F 646/20.6	21.1	18.5
5. KRNQ-F	43/ 8.3	6.9	9.3	8.9	10.3	10.9	5. KRNQ-F 63/1002	5. KRNQ-F 605/19.3	21.5	23.4
6. KRNT	38/ 7.3	6.0	8.0	12.3	10.7	6.9	6. KMRY 40/ 406	6. KRNT 542/17.3	20.2	21.2
7. KMRY	32/ 6.7	6.9	4.4	---	---	4.5	7. KRNT 39/ 675	7. KIOA 485/15.5	17.5	19.7
8. KJJY-F	23/ 4.4	6.3	5.8	7.6	6.1	6.2	8. KJJY-F 34/ 582	8. KMGK-F 474/15.1	18.8	22.9
9. KMGK-F	22/ 4.2	5.1	8.2	7.0	8.8	3.8	9. KIOA 33/1096	9. KJJY-F 355/11.3	15.0	15.1
10. KIOA	16/ 3.1	6.5	6.0	6.2	6.3	4.0	10. KMGK-F 32/ 701	10. KMRY 353/11.3	10.5	---
11. KEZT-F	12/ 2.3	1.8	2.2	1.5	.6	.9	11.	11.		
12. KWKY	9/ 1.7	2.0	1.1	2.1	1.3	1.7	12.	12.		
13.							13.	13.		
14.							14.	14.		
15.							15.	15.		

12+ FM SHARE (METRO): 51.42% (236 of 459) (FAL 83: 50.82%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KGGO-F	1. KGGO-F	1. KGGO-F	1. KLYF-F	1. KSO	1. KSO	1. WHO	1. KGGO-F	1. KGGO-F	1. KGGO-F	1. KGGO-F
2. KMGK-F	2. KRNQ-F	2. KLYF-F	2. KGGO-F	2. KLYF-F	2. WHO	2. KGGO-F	2. KLYF-F	2. KSO	2. WHO	2. WHO
3. KRNQ-F	3. KLYF-F	3. KRNQ-F	KSO	3. KGGO-F	3. KLYF-F	3. KSO	3. KSO	3. KRNQ-F	3. KSO	3. KSO
4.	4.	4. KSO	4. KRNQ-F	4. KRNQ-F	4. KRNT	4. KRNT	4. KRNQ-F	4. KLYF-F	4. KLYF-F	4. KRNT
5.	5.	5.	5. KRNT	5. KRNT	5. KJJY-F	5. KLYF-F	5. WHO	5. WHO	5. KRNQ-F	5. KLYF-F
									6. KMRY	6. KMRY
WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54		MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. KGGO-F	1. KGGO-F	1. KGGO-F	1. KRNQ-F	1. KSO		1. KGGO-F	1. KGGO-F	1. KGGO-F	1. KGGO-F	1. KGGO-F
2. KRNQ-F	2. KRNQ-F	2. KLYF-F	2. KGGO-F	2. KLYF-F		2.	2. KLYF-F	2. KLYF-F	2. KLYF-F	KSO
3. KLYF-F	3. KLYF-F	KRNQ-F	3. KLYF-F	3. KRNQ-F		3.	3.	3. KSO	KRNQ-F	3. KLYF-F
4.	4.	4. KSO	4.	4. KGGO-F		4.	4.	4. KRNQ-F	4.	4. KRNQ-F
5.	5.	5.	5.	5.		5.	5.	5.	5.	5.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		65 (2)	65 (2)	14.2	WHB 710 Kansas City .6/1.6
AOR		85 (1)	85 (1)	18.5	
AC/OLDIES/SOFT ROCK	19 (2)	63 (2)	82 (4)	17.9	
MOR/VARIETY	38 (1)		38 (1)	8.3	
COUNTRY	60 (1)	23 (1)	83 (2)	18.1	
BLACK/URBAN					
BTFL MUSIC					
NEWS/TALK	65 (1)		65 (1)	14.2	
NOSTALGIA	32 (1)		32 (1)	7.0	
RELIGION	9 (1)		9 (1)	2.0	
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS					

459 (13)

RADIO STATIONS

KIOA, 940, 10 KW/5 KW (DA-2), AC	ABC-E, \$40.00 (Eastman)	Midwest Comm.
KMRY, 1390, 1 KW (DA-1), NOSTALGIA	ABC-D, \$17.00* (Selcom)	
KRNT, 1350, 5 KW (DA-N), MOR	CBS, \$31.50 (Katz)	
KSO, 1460, 5 KW (DA-N), COUNTRY	ABC-I, \$44.00* (Mc-Guild)	Stoner
KWKY, 1150, 1 KW (DA-2), RELIGION	, \$ 9.00 (----)	
WHO, 1040, 50 KW, NEWS/TALK	WSJ,NBC, \$60.00 (Blair)	Palmer
KGGO-F, 9.8, 100 KW @ 1065, AOR/CHR	Source, \$43.00 (Mc-Guild)	Stoner
KJJY-F, 106.3, 3 KW @ 300, COUNTRY	RKO, \$32.75 (Selcom)	Fuller-Jeffrey (ANKENY)
KLYF-F, 100.3, 100 KW @ 1700, AC	RKO II, \$26.00 (Blair)	Palmer
KMGK-F, 93.3, 100 KW @ 420, COUNTRY	ABC-D, \$29.00* (Eastman)	Midwest Comm.
KRNQ-F, 102.5, 100 KW @ 514, CHR	ABC-F, \$35.00* (Katz)	Stauffer
KEZT-F, 104.1, 100 KW @ 465, AC	, \$21.50 (Masla)	(AMES)

MISCELLANEOUS COMMENTS

KMGK-F changed from CHR to Country (Nov)...Dallas County added to the Arbitron metro...

**DETROIT**

Arbitron Rank/Pop (12+): 6/3,564,900  
 CMSA Rank/Pop: # 6  
 MSA Rank/Pop: 5/4,271,300  
 ADI # 7  
 Average Person Rating: 18.1  
 Market TSL: 23.8 hours

Stations: 29/27  
 Diaries: 2483/1436:1/52.3%  
 Sample Target: 2310  
 Standard Error: .404  
 % Below Line: 1.7  
 % Not Listed: 7.3

Est. 1984 Revenue: \$73,100,000  
 Gross Inc.: 43.4 Bil  
 HH Inc.: \$29,170  
 Retail \$: 27.0 Bil  
 Pop per Station: 132,033

12+ METRO	1/4/SHARE	SUM 84	SPG 84	WIN 84	FAL 83	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/ METRO CUME RATING	SPG 84	FAL 83
1. WJR	686/10.6	13.8	11.4	7.6	9.6	9.8	1. WJR 957/12391	1. WJR 8569/24.0	29.1	23.7
2. WJOI-F	631/ 9.8	7.5	8.4	9.1	7.3	6.8	2. WJOI-F 670/ 6504	2. WHYT-F 6258/17.6	18.3	16.3
3. WWJ	374/ 5.8	4.6	4.6	5.9	6.3	5.6	3. WJLB-F 418/ 5919	3. WJOI-F 5974/16.8	15.4	15.6
4. WJLB-F	374/ 5.8	5.8	5.9	5.7	5.0	6.2	4. WRIF-F 411/ 6908	4. WWJ 5910/16.6	14.7	16.6
5. WRIF-F	359/ 5.6	5.7	5.4	6.2	5.3	8.3	5. WWJ 393/ 6401	5. WRIF-F 5846/16.4	17.2	17.7
6. WXYT	296/ 4.6	5.1	5.3	5.0	3.9	4.2	6. WNIC-F 310/ 5556	6. WCZY-F 5427/15.2	14.6	11.0
7. WNIC-F	293/ 4.5	4.9	4.3	4.8	4.5	5.1	7. WXYT 302/ 3372	7. WJLB-F 5245/14.7	15.2	13.6
8. WCZY-F	275/ 4.3	4.1	4.1	3.6	3.1	5.0	8. WCZY-F 292/ 5874	8. WNIC-F 5245/14.7	15.2	15.8
9. WLLZ-F	252/ 3.9	4.2	4.7	4.8	5.3	6.1	9. WHYT-F 280/ 7092	9. WLLZ-F 4895/13.7	15.9	16.6
10. WHYT-F	251/ 3.9	4.8	4.6	4.2	3.8	5.6	10. WLLZ-F 269/ 5555	10. WOMC-F 4298/12.1	11.8	9.5
11. WOMC-F	245/ 3.8	4.7	4.2	4.0	2.9	3.1	11. WOMC-F 257/ 4638	11. WDRQ-F 4177/11.7	12.7	12.6
12. WMJC-F	236/ 3.7	2.8	2.9	3.9	6.0	1.8	12. WDRQ-F 254/ 4826	12. WMJC-F 4057/11.4	11.8	15.2
13. WDRQ-F	224/ 3.5	3.7	4.6	4.3	5.3	4.0	13. WMJC-F 252/ 4403	13. WCLS-F 3827/10.7	6.7	11.4
14. WWW-F	186/ 2.9	3.1	2.3	3.1	3.5	3.5	14. WWW-F 194/ 2841	14. WXYT 3209/ 9.0	10.5	10.1
15. WCLS-F	184/ 2.8	2.6	1.6	1.8	1.9	2.7	15. WCLS-F 187/ 4091	15. WWW-F 2537/ 7.1	7.4	8.3
16. WJZZ-F	164/ 2.5	2.5	2.5	2.0	2.4	1.9	16. WJZZ-F 175/ 2626	16. WJZZ-F 2441/ 6.8	6.6	7.8
17. WCXI	137/ 2.1	1.7	2.7	3.3	2.2	1.5	17. WCXI 153/ 2020	17. WCXI-F 2410/ 6.8	6.4	7.6
18. WCXI-F	115/ 1.8	2.2	2.5	2.1	2.3	2.3	18. WCXI-F 121/ 2509	18. WKSG-F 2001/ 5.6	4.9	5.4
19. WKSG-F	110/ 1.7	1.0	1.3	1.7	1.6	2.0	19. WKSG-F 110/ 2085	19. CKLW 1827/ 5.1	6.1	8.2
20. WCHB	104/ 1.6	1.0	1.6	1.0	.6	2.0	20. WHND 109/ 1411	20. WCXI 1781/ 5.0	5.6	6.2
21. WQRS-F	100/ 1.5	1.3	1.8	1.6	1.5	1.4	21. WQRS-F 108/ 1441	21. WGPR-F 1469/ 4.1	4.7	4.9
22. WHND	88/ 1.4	2.3	1.2	1.6	1.3	1.2	22. WCHB 107/ 1503	22. WCHB 1421/ 4.0	3.8	2.7
23. WGPR-F	68/ 1.1	1.3	1.3	1.1	1.3	1.0	23. CKLW 95/ 2790	23. WQRS-F 1267/ 3.6	5.6	4.5
24. WQBH	56/ .9	.6	.9	1.0	1.0	.4	24. WGPR-F 73/ 1713	24. WHND 1234/ 3.5	3.4	3.8
25. CKLW	54/ .8	.7	1.2	1.5	1.8	1.1	25. WQBH 56/ 1016	25. WQBH 1016/ 2.9	2.8	3.6

12+ FM SHARE (METRO): 69.07% (4135 of 5987) (FAL 83: 70.24%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WJLB-F	1. WRIF-F	1. WRIF-F	1. WJR	1. WJR	1. WJOI-F	1. WJR	1. WJOI-F	1. WJOI-F	1. WJR	1. WJR
2. WHYT-F	2. WJLB-F	2. WCZY-F	2. WJOI-F	2. WJOI-F	2. WJR	2. WWJ	2. WJR	2. WJR	2. WJLB-F	2. WJOI-F
3. WLLZ-F	3. WNIC-F	3. WJR	3. WRIF-F	3. WRIF-F	3. WWJ	3. WJOI-F	3. WWJ	3. WJLB-F	3. WNIC-F	3. WJLB-F
4. WDRQ-F	4. WLLZ-F	4. WJLB-F	4. WNIC-F	4. WNIC-F	4. WXYT	4. WCZY-F	4. WXYT	4. WRIF-F	4. WJOI-F	4. WWJ
5. WCZY-F	5. WMJC-F	5. WJOI-F	5. WMJC-F	5. WOMC-F	5. WWW-F	5. WRIF-F	5. WRIF-F	5. WWJ	5. WLLZ-F	5. WRIF-F
6. WRIF-F	6. WCZY-F	6. WCZY-F	6. WOMC-F	6. WMJC-F	6. WOMC-F	6. WNIC-F	6. WCZY-F	6. WXYT	6. WRIF-F	6. WHYT-F
7. WNIC-F	7. WOMC-F	7. WMJC-F	7. WCZY-F	7. WCZY-F	7. WNIC-F	7. WJLB-F	7. WJLB-F	7. WLLZ-F	7. WDRQ-F	7. WXYT
8.	8. WCLS-F	WOMC-F	8. WCLS-F	8. WCLS-F	8. WCXI-F	8. WMJC-F	8. WMJC-F	8. WCZY-F	8. WHYT-F	8. WWW-F
9.	9. WDRQ-F	9. WLLZ-F	9. WJLB-F	9. WJZZ-F	9. WCZY-F	9. WXYT	9. WOMC-F	9. WNIC-F	9. WXYT	9. WLLZ-F
10.	10. WHYT-F	10. WCLS-F	10. WJZZ-F	10. WWW-F	10. WCXI	10. WHYT-F	10. WNIC-F	10. WOMC-F	10. WOMC-F	10. WOMC-F

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WJLB-F	1. WNIC-F	1. WNIC-F	1. WOMC-F	1. WJOI-F	1. WRIF-F	1. WRIF-F	1. WRIF-F	1. WRIF-F	1. WJR
2. WHYT-F	2. WJLB-F	2. WOMC-F	2. WCLS-F	2. WJR	2. WLLZ-F	2. WLLZ-F	2. WJR	2. WMJC-F	2. WRIF-F
3. WRIF-F	3. WOMC-F	3. WCZY-F	WNIC-F	3. WNIC-F	3. WJLB-F	3. WJLB-F	3. WLLZ-F	3. WNIC-F	3. WJOI-F
4. WDRQ-F	4. WRIF-F	4. WJLB-F	4. WMJC-F	4. WOMC-F	4. WHND	4. WNIC-F	4. WJLB-F	4. WJLB-F	4. WJZZ-F
5. WNIC-F	5. WCZY-F	5. WJR	5. WCZY-F	5. WCZY-F	5. WNIC-F	5. WMJC-F	5. WJOI-F	WLLZ-F	5. WMJC-F
6. WCZY-F	6. WMJC-F	6. WJOI-F	6. WRIF-F	6. WCLS-F	6. WCZY-F	6. WCZY-F	6. WNIC-F	6. WJZZ-F	6. WWJ
7. WOMC-F	7. WCLS-F	7. WMJC-F	7. WJLB-F	7. WMJC-F	7. WDRQ-F	7. WJZZ-F	7. WMJC-F	7. WKSG-F	7. WNIC-F
8.	8. WDRQ-F	8. WCLS-F	8. WDRQ-F	8. WWW-F	8. WHYT-F	8. WKSG-F	8. WJZZ-F	8. WCZY-F	8. WOMC-F
9.	9. WHYT-F	9. WHYT-F	9.	9. WJLB-F	9.	9. WHND	9. WCZY-F	WOMC-F	9. WWW-F
10.	10. WLLZ-F	10. WDRQ-F	10.	10. WDRQ-F	10.	10.	10. WWJ	10.	WCZY-F WLLZ-F

FORMATS	AM	FM	TOTAL	%
TOP 40/CHR/CONTEMP		526 (2)	526 (2)	8.8
AOR		611 (2)	611 (2)	10.2
AC/OLDIES/SOFT ROCK	173 (3)	1068 (5)	1241 (8)	20.7
MOR/VARIETY	686 (1)		686 (1)	11.5
COUNTRY	137 (1)	301 (2)	438 (3)	7.3
BLACK/URBAN	160 (2)	830 (4)	990 (6)	16.5
BTFL MUSIC		678 (2)	678 (2)	11.3
NEWS/TALK	670 (2)		670 (2)	11.2
NOSTALGIA				
RELIGION	26 (1)	21 (1)	47 (2)	0.8
SPANISH				
CLASSICAL		100 (1)	100 (1)	1.7
UNKNOWN/OTHERS				
			5987 (29)	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WLQV	1500	Detroit	.4/1.1
WMUZ-F	103.5	Detroit	.3/1.5
WNIC	1310	Dearborn	.5/2.5
CFXX-F	93.9	Windsor	.7/2.4

RADIO STATIONS

WCHB, 1440, 1 KW	, BLACK	NBN, \$ 50.00	(Weiss)	
WCXI, 1130, 50 KW/10 KW (DA-2)	, COUNTRY	MBS, \$ 95.00*	(Selcom)	Golden West
WJR, 760, 50 KW	, MOR	WSJ,NBC, \$206.25	(Eastman)	Cap Cities
WLQV, 1500, 50 KW/5 KW (DA-2)	, RELIGION	, \$ NA	(----)	Gannett
WNIC, 1310, 5 KW (DA-2)	, AC	, \$ NA	(Republic)	Josephson
WQBH, 1400, 1 KW/250 W	, BLACK	, \$ 48.75	(Roslin)	
WWJ, 950, 5 KW (DA-N)	, NEWS	CBS, \$130.00*	(CBS Spot)	Detroit News
WXYT, 1270, 5 KW (DA-N)	, TALK	ABC-I, \$110.00*	(Blair/RAR)	
CKLW, 800, 50 KW	, NOSTALGIA	, \$ 50.00	(Christal)	(WINDSOR)
WCAR, 1090, 250 W/500 W (DA-2)	, ETHNIC/TALK	, \$ 23.00	(----)	Wolpin
WHND, 560, 500 W (DAYS,DA)	, OLDIES	ABC-C, \$ NA	(MMR)	Greater Media (MONROE)

12+ ADI 1/4

1. WJR
2. WJOI-F
3. WJLB-F
4. WRIF-F
5. WWJ
6. WNIC-F
7. WXYT
8. WCZY-F
9. WHYT-F
10. WLLZ-F
11. WOMC-F
12. WMJC-F
13. WDRQ-F
14. WWWW-F
15. WCLS-F

FM STATIONS

WCLS-F, 99.5, 7 KW @ 870, AC		, \$ 85.00*	(Selcom)	Liggett
WCXI-F, 92.3, 22 KW @ 742, COUNTRY		ABC-E, \$ 95.00*	(Selcom)	Golden West
WCZY-F, 95.5, 100 KW @ 430, CONTEMP		CBS-R, \$120.00*	(HNWH)	Gannett
WDRQ-F, 93.1, 20 KW @ 500, URBAN		, \$130.00*	(Christal)	Amaturo
WGPR-F, 107.5, 50 KW @ 360, BLACK		SBN, \$ 65.00	(Lazar)	
WHYT-F, 96.3, 50 KW @ 480, CHR		ABC-C, \$146.88	(Eastman)	Cap Cities
WJLB-F, 97.9, 50 KW @ 490, BLACK		, \$ 85.00*	(Masla)	Booth
WJOI-F, 97.1, 12 KW @ 802, BTFL MUS		, \$125.00*	(CBS Spot)	Detroit News
WJZZ-F, 105.9, 34 KW @ 300, JAZZ		, \$ 70.00	(Weiss)	
WKSG-F, 102.7, 50 KW @ 410, OLDIES (Burk-Abr)	Source, \$85.00	(----)		Inner City
WLLZ-F, 98.7, 50 KW @ 480, AOR		ABC-F, \$120.00*	(Mc-Guild)	Doubleday
WMJC-F, 94.7, 10 KW @ 950, AC		RKO, \$140.00*	(MMR)	Greater Media
WMUZ-F, 103.5, 115 KW @ 295, RELIGION		, \$ 38.00*	(----)	Crawford
WNIC-F, 100.3, 50 KW @ 400, AC		, \$150.00*	(Republic)	Josephson
WOMC-F, 104.3, 190 KW @ 416, AC		RKO II, \$202.50	(Katz)	Metromedia
WQRS-F, 105.1, 50 KW @ 480, CLASSICAL		, \$ 65.00*	(CMBS)	Outlet
WRIF-F, 101.1, 27 KW @ 880, AOR		ABC-R, \$197.25	(Blair)	ABC
WWW-F, 106.7, 61 KW @ 508, COUNTRY		APR, \$110.00	(Christal)	Shamrock
CFXX-F, 93.9, 50 KW @ 567, BTFL MUS (KalaMusic)		, \$ NA	(Christal)	Baton (WINDSOR)

12+ ADI CUME

1. WJR
2. WHYT-F
3. WRIF-F
4. WJOI-F
5. WWJ
6. WCZY-F
7. WJLB-F
8. WNIC-F
9. WLLZ-F
10. WDRQ-F
11. WOMC-F
12. WMJC-F
13. WCLS-F
14. WXYT
15. WWWW-F

ADI FM SHARE:

67.79%

CALL LETTER CHANGES

WLBS-F becomes WKSG-F (Nov)  
WXYZ becomes WXYT (Oct)

FORMAT CHANGES

CKLW: to Nostalgia (Oct)  
CFXX-F: to BTFL (Oct)  
WLBS-F: from CHR to Oldies (Nov)

STATION SALES

MISCELLANEOUS COMMENTS

One county (Monroe) added to Metro...

EL PASO

Arbitron Rank/Pop (12+): 78/423,600  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 87/552,300  
 ADI # 97  
 Average Person Rating: 18.6  
 Market TSL: 24.5 hours

Stations: 20/16  
 Diaries: 1077/393:1/50.8%  
 Sample Target: 800  
 Standard Error: .643  
 % Below Line: 6.0  
 % Not Listed: 5.4

Est 1984 Revenue: \$10,100,000  
 Gross Inc.: 4.0 Bil  
 HH Inc.: \$24,616  
 Retail \$: 2.6 Bil  
 Pop per Station: 26,475

12+ METRO	1/4/SHARE	SPG 84	FAL 83	SPG 83	FAL 82	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/METRO CUME RATING	SPG 84	FAL 83
1. KAMZ-F	124/15.7	11.1	10.4	9.7	7.1		1. KAMZ-F 131/1542	1. KAMZ-F 1414/33.4	28.2	26.5
2. KLAQ-F	84/10.6	11.1	11.5	11.7	10.2		2. KLAQ-F 111/1193	2. KSET-F 1204/28.4	21.8	26.4
3. KTSM-F	83/10.5	8.8	7.4	4.2	4.2		3. KTSM-F 106/1014	3. KLAQ-F 952/22.5	22.8	25.2
4. KSET-F	67/ 8.5	7.2	7.6	9.8	4.4		4. KSET-F 77/1320	4. KEZB-F 853/20.1	19.5	14.6
5. KHEY-F	60/ 7.6	11.4	6.8	9.9	7.9		5. KHEY-F 72/1025	5. KHEY-F 813/19.2	21.2	19.1
6. KAMA	52/ 6.6	10.0	9.6	5.2	6.7		6. KAMA 55/ 463	6. KTSM-F 723/17.1	15.3	14.7
7. KHEY	40/ 5.1	5.4	7.4	6.9	6.8		7. KHEY 44/ 741	7. KHEY 626/14.8	14.5	19.0
8. KEZB-F	35/ 4.4	4.2	3.6	3.5	3.5		8. KEZB-F 42/ 934	8. KFIM-F 586/13.8	17.9	16.4
9. KLOZ-F	33/ 4.2	4.1	3.7	5.3	4.2		9. KFIM-F 37/ 802	9. KROD 520/12.3	14.0	15.5
10. KROD	26/ 3.3	4.7	4.6	4.0	3.3		10. KLOZ-F 36/ 500	10. KLOZ-F 480/11.3	11.2	12.4
	KYSR-F	26/ 3.3	2.6	3.2	4.6	5.4	11.	11. KTSM 459/10.8	9.0	9.6
12. KTSM	24/ 3.0	3.6	3.3	3.7	5.2		12.	12. KAMA 442/10.4	13.6	14.3
	KFIM-F	24/ 3.0	3.8	3.9	4.2	6.3	13.	13. KYSR-F 360/ 8.5	11.3	12.4
14.							14.	14.		
15.							15.	15.		

12+ FM SHARE (METRO): 72.16% (539 of 747) (FAL 83: 62.68%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KAMZ-F	1. KAMZ-F	1. KAMZ-F	1. KAMZ-F	1. KAMZ-F	1. KTSM-F	1. KAMZ-F	1. KAMZ-F	1. KAMZ-F	1. KAMZ-F	1. KAMZ-F
2. KSET-F	2. KLAQ-F	2. KLAQ-F	2. KHEY-F	2. KHEY-F	2. KAMA	2. KLAQ-F	2. KTSM-F	2. KLAQ-F	2. KLAQ-F	2. KLAQ-F
3. KLAQ-F	3.	3. KHEY-F	3. KTSM-F	3. KTSM-F	3. KHEY-F	3. KTSM-F	3. KHEY-F	3. KSET-F	3. KSET-F	3. KTSM-F
4.	4.	4. KSET-F	4. KSET-F	4. KAMA	4. KHEY-F	4. KHEY-F	4. KLAQ-F	4. KTSM-F	4. KTSM-F	4. KSET-F
5.	5.	5. KTSM-F	5. KTSM-F	5. KSET-F	5. KHEY	5. KSET-F	5. KSET-F	5. KHEY-F	5.	5. KHEY-F
WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54		MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. KAMZ-F	1. KAMZ-F	1. KAMZ-F	1. KAMZ-F	1. KAMZ-F		1. KLAQ-F	1. KLAQ-F	1. KLAQ-F	1. KAMZ-F	1. KHEY-F
2. KLAQ-F	2. KSET-F	2. KHEY-F	2. KSET-F	2. KTSM-F		2. KAMZ-F	2. KAMZ-F	2. KAMZ-F	2. KLAQ-F	2. KAMZ-F
3. KSET-F	3. KLAQ-F	KSET-F	3. KHEY-F	3. KAMA		3.	3. KSET-F	3. KHEY-F	3. KSET-F	3. KTSM-F
4.	4. KHEY-F	4. KTSM-F	4.	4. KHEY-F		4.	4.	4. KSET-F	4. KEZB-F	4. KLAQ-F
5.	5. KEZB-F	5. KLAQ-F	5.	5. KSET-F		5.	5.	5. KLOZ-F	5.	5.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		250 (4)	250 (4)	33.5	KELP 1590 El Paso 1.9/3.7
AOR		84 (1)	84 (1)	11.2	KKMJ 1150 El Paso .4/1.1
AC/OLDIES/SOFT ROCK	32 (2)	26 (1)	58 (3)	7.8	KYSR 920 El Paso .8/5.4
MOR/VARIETY					XEJ 970 Juarez .6/4.2
COUNTRY	40 (1)	93 (2)	133 (3)	17.8	XHH-F 100.7 Juarez .4/2.0
BLACK/URBAN					XROK 800 Juarez 2.5/7.1
BTFL MUSIC		83 (1)	83 (1)	11.1	XZOL 860 Juarez 2.2/5.5
NEWS/TALK	24 (1)		24 (1)	3.2	
NOSTALGIA					
RELIGION	15 (1)		15 (1)	2.0	
SPANISH	94 (4)	3 (1)	97 (5)	13.0	
CLASSICAL					
UNKNOWN/OTHERS	3 (1)		3 (1)	0.4	
			747 (20)		

RADIO STATIONS

KAMA, 1060, 10 KW (DAYS), SPANISH, \$ 54.69 (Eastman) Thrash
KHEY, 690, 10 KW (DA-2), COUNTRY (Burk-Abr) ABC-I, \$115.00 (Katz)
KISO, 1150, 1 KW (DAYS), AC, \$ NA (----)
KELP, 1590, 1 KW (DAYS), RELIGION, ABC-C, \$ -- (----) Good News
KROD, 600, 5 KW (DA-N), OLDIES, \$ 20.00 (HNWH)
KSET, 1340, 1 KW/250 W, OFF AIR, \$ NA (Torbet) Dunn
KTSM, 1380, 5 KW/500 W, NEWS/TALK, CBS,NBC,NBC-T, \$ 17.00 (HNWH)
KYSR, 920, 1 KW/500 W (DA-N), MOR/AC, ABC-D, \$ 27.00 (Selcom)
XROK, 800, 150 KW, SPANISH, \$ 25.00 (Lotus) (JUAREZ)
KAMZ-F, 93.1, 30 KW @ 1190, CHR, \$ 54.69 (Eastman) Thrash
KEZB-F, 93.9, 100 KW @ 1210, CONTEMP, RKO, \$ NA (Christal)
KFIM-F, 92.3, 100 KW @ 1860, CONTEMP/AC, \$ 26.00 (Mc-Guild)
KHEY-F, 96.3, 100 KW @ 1388, COUNTRY (Burk-Abr), \$115.00 (Katz)
KLAQ-F, 95.5, 88 KW @ 1390, AOR (Burk-Abr) Source, \$ 32.00 (HNWH)
KLOZ-F, 102.1, 57 KW @ 1160, COUNTRY, RKO, \$ 35.00 (Blair)
KSET-F, 94.7, 61 KW @ 940, CHR, \$ 30.00* (Torbet) Dunn
KTSM-F, 99.9, 100 KW @ 1820, BTFL MUS (TM), \$ 24.00* (HNWH)
KYSR-F, 97.5, 60 KW @ 1080, AC, ABC-D, \$ 27.00* (Selcom)

MISCELLANEOUS COMMENTS KSET sold for \$795,000...KROD/KLAQ-F sold by Rex for \$2,525,000...KLOZ-F sold by Henson to Sherman for \$1,500,000 (Mitchell)...

EUGENE

Arbitron Rank/Pop (12+): 130/225,900  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 156/280,600  
 ADI # 126  
 Average Person Rating: 15.3  
 Market TSL: 20.3 hours

Stations: 15/14  
 Diaries: 666/339:1/49.4%  
 Sample Target: 620  
 Standard Error: .731  
 % Below Line: 1.0  
 % Not Listed: 17.1

Est 1984 Revenue: \$7,100,000  
 Gross Inc.: 2.4 Bil  
 HH Inc.: \$22,741  
 Retail \$: 1.8 Bil  
 Pop per Station: 16,136

12+ METRO	1/4/SHARE	SPG 84	FAL 83	SPG 83	FAL 82
1. KZEL-F	49/14.2	14.5	12.8	17.3	11.6
2. KPNW-F	37/10.7	10.0	10.6	13.7	11.6
3. KUGN	35/10.1	11.5	10.1	10.5	12.9
4. KSND-F	32/ 9.3	8.5	10.3	7.1	11.9
5. KUGN-F	26/ 7.5	12.5	10.6	11.7	10.0
6. KDUK-F	25/ 7.2	7.0	1.4	---	---
KPNW	25/ 7.2	5.0	4.7	5.1	6.7
8. KZAM-F	15/ 4.3	---	---	---	---
9. KEED	13/ 3.8	5.5	7.0	5.1	5.9
10. KORE	7/ 2.0	1.5	3.6	4.1	1.6
11.					
12.					
13.					
14.					
15.					

BIRCH SHARE	12+ TSA 1/4/CUME
1. KZEL-F	69/820
2. KPNW	57/864
3. KPNW-F	54/533
4. KSND-F	44/566
5. KDUK-F	37/542
KUGN	37/696
7. KUGN-F	32/455
8. KZAM-F	15/130
9. KEED	13/234
10. KINK-F	10/136
11.	
12.	
13.	
14.	
15.	

12+ METRO	CUME/METRO	CUME RATING	SPG 84	FAL 83
1. KUGN	645/28.6	26.1	28.0	
2. KZEL-F	534/23.6	26.1	26.4	
3. KPNW	464/20.5	16.2	15.8	
4. KSND-F	441/19.5	21.6	23.5	
5. KPNW-F	365/16.2	18.8	16.2	
6. KDUK-F	334/14.8	16.0	3.2	
7. KUGN-F	323/14.3	21.2	28.0	
8. KEED	218/ 9.7	9.3	11.8	
9. KASH	199/ 8.8	9.2	12.9	
10. KORE	136/ 6.0	4.6	NA	
11.				
12.				
13.				
14.				
15.				

12+ FM SHARE (METRO): 67.13% (192 of 286) (FAL 83: 57.52%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KSND-F	1. KZEL-F	1. KZEL-F	1. KUGN	1. KUGN	1. KUGN	1. KUGN	1. KPNW-F	1. KZEL-F	1. KZEL-F	1. KUGN
2. KZEL-F	2. KSND-F	2. KDUK-F	2. KDUK-F	2. KDUK-F	2. KPNW-F	2. KZEL-F	2. KZEL-F	2. KPNW-F	2. KSND-F	2. KZEL-F
3.	3. KDUK-F	3. KSND-F	3. KUGN-F	3. KUGN-F	3. KPNW	3. KPNW	3. KDUK-F	3. KSND-F	3. KUGN	3. KUGN-F
4.	4. KZAM-F	4. KUGN	4. KPNW	4. KPNW	4. KUGN-F	4. KUGN-F	4. KSND-F	4. KPNW	KUGN-F	4. KSND-F
5.	5. KUGN-F	KUGN-F	5. KPNW-F	KPNW-F	5.	5. KPNW-F	5. KUGN	5.	5.	5. KUGN-F
						MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. KZEL-F	1. KZEL-F	1. KZEL-F	1. KUGN-F	1. KDUK-F	1. KZEL-F	1. KZEL-F	1. KZEL-F	1. KZEL-F	1. KZEL-F	1. KUGN
2. KSND-F	2. KSND-F	2. KDUK-F	2. KDUK-F	KPNW-F	2.	2.	2.	2. KZAM-F	2. KZEL-F	2. KZEL-F
3.	3.	KSND-F	KPNW	KUGN	3.	3.	3.	3. KDUK-F	3. KDUK-F	3. KDUK-F
4.	4.	4. KUGN-F	KZAM-F	KUGN-F	4.	4.	4.	4. KUGN-F	4. KUGN-F	4.
5.	5.	5. KUGN	KZEL-F	5.	5.	5.	5.	5.	5.	5.

FORMATS	AM	FM	TOTAL	%
TOP 40/CHR/CONTEMP		32 (1)	32 (1)	11.2
AOR		52 (2)	52 (2)	18.2
AC/OLDIES/SOFT ROCK	6 (1)	25 (1)	31 (2)	10.8
MOR/VARIETY	63 (3)		63 (3)	22.0
COUNTRY	13 (1)	41 (2)	54 (3)	18.9
BLACK/URBAN				
BTFM MUSIC		37 (1)	37 (1)	12.9
NEWS/TALK				
NOSTALGIA				
RELIGION	7 (1)	5 (1)	12 (2)	4.2
SPANISH				
CLASSICAL				
UNKNOWN/OTHERS	5 (1)		5 (1)	1.7
			286 (15)	

OTHER RATED STATIONS/METRO SHARE & CUME RATING			
KASH	1600	Eugene	1.7/8.8
KBMC-F	94.5	Eugene	1.4/4.8
KNND	1400	Cottage Grove	.9/2.0
KYKN	1280	Eugene	1.4/5.7
KINK-F	101.9	Portland	.9/2.1

RADIO STATIONS

KASH, 1600, 5 KW/1 KW (DA-N), OLDIES	MBS, \$16.00* (HNWH)	Sterling
KEED, 1450, 1 KW/250 W, COUNTRY	RKO II, \$17.50 (Roslin)	Comm. Pacific
KORE, 1050, 1 KW (DAYS), RELIGION	, \$ 7.00 (----)	
KPNW, 1120, 50 KW (DA-2), MOR/AC (Drake-Chen)	ABC-I, \$30.00* (Katz)	Pacific Northwest
KQDQ, 1320, 1 KW (DAYS), NOST (Al Ham)	NBC, \$12.00 (----)	
KUGN, 590, 5 KW/1 KW (DA-N), MOR	CBS, \$20.00 (Torbet)	
KYKN, 1280, 5 KW/1 KW (DA-N), ? ?	, \$10.00 (Mc-Guild)	Constant
KBMC-F, 94.5, 100 KW @ 813, RELIGION	, \$ 7.10 (----)	
KDUK-F, 96.1, 100 KW @ 870, AC	, \$28.00 (Eastman)	Constant
KPNW-F, 99.1, 100 KW @ 1490, BTFM MUS	, \$30.00 (Katz)	Pacific Northwest
KSND-F, 93.1, 100 KW @ 1800, CHR	, \$30.00 (HNWH)	Sterling
KUGN-F, 97.9, 100 KW @ 785, COUNTRY	MBS, \$20.00 (Torbet)	
KZEL-F, 96.1, 100 KW @ 870, AOR (Burk-Abr)	, \$26.00 (Mc-Guild)	
KZAM-F, 95.3, 3 KW @ 300, COUNTRY (?)	, \$ ? ? (Weiss)	(CRESWELL)

MISCELLANEOUS COMMENTS

KASH, KSND-F sold by Sterling to Community Service for \$1,400,000...

FLINT

Arbitron Rank/Pop (12+): 89/353,000  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 107/433,400  
 ADI # 58 (with Saginaw)  
 Average Person Rating: 17.1  
 Market TSL: 22.5 hours

Stations: 23/9  
 Diaries: 914/386:1/46.1%  
 Sample Target: 810  
 Standard Error: .652  
 % Below Line: 24.9  
 % Not Listed: 10.9

Est 1984 Revenue: \$7,200,000  
 Gross Inc.: 4.3 Bil  
 HH Inc.: \$28,651  
 Retail \$: 2.9 Bil  
 Pop per Station: 39,222

12+ METRO	1/4/SHARE	SPG	FAL	SPG	FAL
		84	83	83	82
1. WCRZ-F	94/15.6	7.4	6.0	7.2	8.0
2. WDZZ-F	80/13.2	13.3	11.7	14.3	11.0
3. WWCK-F	72/11.9	18.1	12.0	12.8	10.2
4. WKMF	39/ 6.5	3.5	2.7	4.4	5.2
WJR	39/ 6.5	8.0	9.1	8.0	6.7
WTRX	39/ 6.5	7.9	8.3	7.9	8.0
7. WFDF	32/ 5.3	3.9	3.7	4.7	4.7
8. WGER-F	26/ 4.3	2.0	3.7	3.2	4.0
9. WTAC	23/ 3.8	2.5	4.6	4.1	3.7
10. WGMZ	13/ 2.2	.6	1.1	.8	---
11.					
12.					
13.					
14.					
15.					

BIRCH	12+ TSA 1/4/CUME
SHARE	
1. WCRZ-F	117/1361
2. WWCK-F	103/1372
3. WHNN-F	95/1287
4. WIOG-F	92/1195
5. WGER-F	90/1043
6. WKCQ-F	88/1181
7. WDZZ-F	83/ 777
8. WJR	80/1159
9. WKMF	44/ 469
10. WTRX	42/ 861
11.	
12.	
13.	
14.	
15.	

12+ METRO	CUME/	SPG	FAL
METRO	CUME RATING	84	83
1. WCRZ-F	1019/28.9	13.2	14.8
2. WWCK-F	940/26.6	28.9	27.2
3. WDZZ-F	718/20.3	17.8	14.7
4. WTRX	699/19.8	20.3	21.4
5. WJR	615/17.4	22.3	19.6
6. WFDF	509/14.4	14.0	15.3
7. WKMF	400/11.3	10.7	9.3
8. WTAC	335/ 9.5	9.1	11.5
9. WGER-F	333/ 9.4	6.3	8.5
10. WHNN-F	285/ 8.1	14.2	14.9
11.			
12.			
13.			
14.			
15.			

12+ FM SHARE (METRO):

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WWCK-F	1. WCRZ-F	1. WCRZ-F	1. WCRZ-F	1. WCRZ-F	1. WCRZ-F	1. WCRZ-F	1. WCRZ-F	1. WCRZ-F	1. WWCK-F	1. WDZZ-F
2. WDZZ-F	2. WWCK-F	2. WDZZ-F	2. WDZZ-F	2. WDZZ-F	2. WKMF	2. WDZZ-F	2. WDZZ-F	2. WWCK-F	2. WDZZ-F	2. WCRZ-F
3.	3. WDZZ-F	3. WWCK-F	3. WTRX	3. WTRX	3. WDZZ-F	3. WWCK-F	3. WWCK-F	3. WDZZ-F	3. WCRZ-F	3. WWCK-F
4.	4.	4. WTRX	4. WKMF	4. WKMF	4. WJR	4. WTRX	4. WKMF	4. WKMF	4. WJR	4. WKMF
5.	5.	5.	5.	5.	5.	5. WJR	5.	5.	5.	5. WTRX

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WDZZ-F	1. WCRZ-F	1. WCRZ-F	1. WCRZ-F	1. WCRZ-F	1. WWCK-F	1. WWCK-F	1. WCRZ-F	1. WCRZ-F	1. WCRZ-F
WCRZ-F	2. WDZZ-F	2. WDZZ-F	2. WDZZ-F	2. WDZZ-F	2. WCRZ-F	2. WCRZ-F	2. WWCK-F	2. WWCK-F	2. WJR
3. WWCK-F	3. WWCK-F	3. WWCK-F	3. WTRX	3. WKMF	3. WDZZ-F	3. WDZZ-F	3. WDZZ-F	3. WDZZ-F	WDZZ-F
4.	4. WTRX	WKMF	4. WWCK-F	4. WTRX	4.	4.	4. WTRX	4. WTRX	WTRX
5.	5.	5. WTRX	5.	5.	5.	5.	5.	5.	5. WWCK-F

FORMATS	AM	FM	TOTAL	%
TOP 40/CHR/CONTEMP		4 (2)	4 (2)	0.7
AOR		81 (3)	81 (3)	15.1
AC/OLDIES/SOFT ROCK	39 (1)	111 (3)	150 (4)	27.9
MOR/VARIETY	71 (2)		71 (2)	13.2
COUNTRY	62 (2)	11 (1)	73 (3)	13.6
BLACK/URBAN		97 (3)	97 (3)	18.0
BTFL MUSIC	13 (1)	30 (2)	43 (3)	8.0
NEWS/TALK	5 (1)		5 (1)	0.9
NOSTALGIA	12 (1)		12 (1)	2.2
RELIGION				
SPANISH				
CLASSICAL				
UNKNOWN/OTHERS	2 (1)		2 (1)	0.4
538 (23)				

OTHER RATED STATIONS/METRO SHARE & CUME RATING			
WFLT	1420	Flint	2.0/2.4
WCAR	1090	Garden City	.3/1.2
WCZY-F	95.5	Detroit	.3/1.6
WDRQ-F	93.1	Detroit	1.2/3.4
WFMK-F	99.1	Lansing	.8/4.6
WHNN-F	96.1	Bay City	2.0/8.1
WIOG-F	106.3	Saginaw	.3/2.6
WJOI-F	97.1	Detroit	.7/1.2
WKCQ-F	98.1	Saginaw	1.8/5.6
WLLZ-F	98.7	Detroit	.5/3.3
WRIF-F	101.1	Detroit	1.0/3.8
WWJ	950	Detroit	.8/3.5
WWWS-F	107.1	Saginaw	1.7/5.2

RADIO STATIONS

WFDF, 910, 5 KW/1 KW (DA-N), MOR	CBS, \$25.00 (Blair)
WFLT, 1420, 500 W (DAYS,DA), NOST	MBS, \$21.00 (P/W)
WKMF, 1470, 5 KW/1 KW (DA-2), COUNTRY	ABC-E, \$34.00 (Katz)
WTAC, 600, 1 KW/500 W (DA-1), COUNTRY	MBS, \$23.00 (Torbet)
WTRX, 1330, 5 KW/1 KW (DA-2), AC	ABC-I, \$38.50 (Christal)
WGMZ, 1570, 1 KW (DAYS), BTFL	, \$18.00 (Mc-Guild)
WDZZ-F, 92.7, 3 KW @ 260, BLACK (Drake-Chen)	SBN, \$31.00 (HNWH)
WCRZ-F, 107.9, 50 KW @ 370, AC	ABC-F, \$58.00 (Katz)
WWCK-F, 105.5, 2.3 KW @ 364, AOR (Burk-Abr)	ABC-F, \$50.00 (Mc-Guild)

Other ranked stations - See Detroit or Saginaw or Lansing

MISCELLANEOUS COMMENTS

WKMF/WCRZ-F sold by Beck-Ross in an exchange of stock...Shiawassee County dropped from Arbitron metro...

**FORT WAYNE**

Arbitron Rank/Pop (12+): 108/287,500  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 128/353,900  
 ADI # 94  
 Average Person Rating: 15.7  
 Market TSL: 20.6 hours

Stations: 12/11  
 Diaries: 846/340:1/54.8%  
 Sample Target: 690  
 Standard Error: .657  
 % Below Line: 2.0  
 % Not Listed: 11.5

Est 1984 Revenue: \$7,900,000  
 Gross Inc.: 3.2 Bil  
 HH Inc.: \$25,741  
 Retail \$: 2.0 Bil  
 Pop per Station: 26,136

12+ METRO	1/4/SHARE	SPG 84	FAL 83	SPG 83	FAL 82
1. WMEE-F	105/23.2	21.2	17.3	16.0	14.1
2. WOWO	68/15.0	16.8	20.2	17.2	19.4
3. WFWQ-F	54/11.9	5.8	8.4	8.4	8.6
4. WEZV-F	45/10.0	10.2	9.7	11.9	11.5
5. WXKE-F	44/ 9.7	9.2	11.0	13.0	10.0
6. WQHK	35/ 7.7	13.6	11.0	10.1	11.2
7. WAFX	22/ 4.9	4.9	4.2	6.7	3.3
8. WGL	9/ 2.0	2.3	1.5	.7	.6
9. WBTU-F	8/ 1.8	---	---	---	---
10. WKSJ-F	4/ .9	1.4	2.1	2.4	2.0
11.					
12.					
13.					
14.					
15.					

BIRCH SHARE	12+ TSA 1/4/CUME
1. WMEE-F	262/2556
2. WOWO	159/2732
3. WFWQ-F	82/1085
4. WQHK	64/ 858
5. WXKE-F	57/ 756
6. WEZV-F	49/ 617
7. WBTU-F	34/ 359
8. WAFX	22/ 257
9. WGL	11/ 278
10.	
11.	
12.	
13.	
14.	
15.	

12+ METRO	METRO CUME/RATING	SPG 84	FAL 83
1. WMEE-F	1112/38.7	40.9	37.3
2. WOWO	1107/38.5	45.0	47.0
3. WFWQ-F	624/21.7	17.0	20.9
4. WXKE-F	565/19.7	19.5	21.0
5. WQHK	523/18.2	22.7	19.8
6. WEZV-F	515/17.9	17.5	19.2
7. WAFX	244/ 8.5	8.8	9.0
8. WGL	209/ 7.3	7.3	6.3
9. WKSJ-F	142/ 4.9	6.5	7.7
10. WBTU-F	97/ 3.4	---	---
11.			
12.			
13.			
14.			
15.			

12+ FM SHARE (METRO): 65.75% (263 of 400) (FAL 83: 55.86%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WMEE-F	1. WMEE-F	1. WMEE-F	1. WMEE-F	1. WMEE-F	1. WOWO	1. WOWO	1. WMEE-F	1. WMEE-F	1. WMEE-F	1. WMEE-F
2. WXKE-F	2. WFWQ-F	2. WFWQ-F	2. WFWQ-F	2. WFWQ-F	2. WFWQ-F	2. WMEE-F	2. WFWQ-F	2. WFWQ-F	2. WXKE-F	2. WOWO
3.	3. WXKE-F	3. WOWO	3. WOWO	3. WOWO	3. WMEE-F	3. WFWQ-F	3. WEZV-F	3. WOWO	3. WFWQ-F	3. WFWQ-F
4.	4.	4. WXKE-F	4. WEZV-F	4. WEZV-F	4. WQHK	4. WXKE-F	4. WOWO	4. WEZV-F	4. WEZV-F	4. WQHK
5.	5.	5.	5.	5.	5.	5. WEZV-F	5. WXKE-F	5. WXKE-F	5. WOWO	5. WEZV-F

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WMEE-F	1. WMEE-F	1. WMEE-F	1. WMEE-F	1. WMEE-F	1. WXKE-F	1. WXKE-F	1. WMEE-F	1. WFWQ-F	1. WFWQ-F
2. WFWQ-F	2. WFWQ-F	2. WFWQ-F	2. WFWQ-F	2. WOWO	2. WMEE-F	2. WFWQ-F	2. WFWQ-F	2. WXKE-F	2. WMEE-F
3. WXKE-F	3.	3. WOWO	3. WOWO	3. WFWQ-F	3. WFWQ-F	3. WMEE-F	3. WXKE-F	3. WMEE-F	3. WOWO
4.	4.	4.	4.	4. WEZV-F	4.	4.	4. WOWO	4. WOWO	4. WEZV-F
5.	5.	5.	5.	5. WQHK	5.	5.	5.	5.	5.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING		
TOP 40/CHR/CONTEMP		105 (1)	105 (1)	26.3	WIFF	1570 Auburn	.7/1.9
AOR		44 (1)	44 (1)	11.0	WIFF-F	105.5 Auburn	.7/2.9
AC/OLDIES/SOFT ROCK		66 (3)	66 (3)	16.5			
MOR/VARIETY	77 (2)		77 (2)	19.3			
COUNTRY	38 (2)		38 (2)	9.5			
BLACK/URBAN							
BTFL MUSIC		45 (1)	45 (1)	11.3			
NEWS/TALK							
NOSTALGIA	22 (1)	3 (1)	25 (2)	6.3			
RELIGION							
SPANISH							
CLASSICAL							
UNKNOWN/OTHERS							
				400 (12)			

**RADIO STATIONS**

WAFX, 1450, 1 KW/250 W, NOST (Al Ham)	CBS, \$16.00 (Roslin)	
WFCV, 1090, 1 KW (DAYS), RELIGION	, \$12.00 (----)	Bolt
WGL, 1250, 1 KW (DA-2), MOR	ABC-D, \$ NA (Weiss)	
WOWO, 1190, 50 KW (DA-N), MOR	ABC-I, \$70.00* (Katz)	Price
WQHK, 1380, 5 KW (DA-2), COUNTRY (Burk-Abr)	CBS, \$56.25 (Christal)	Federated
WEZV-F, 101.7, 3 KW @ 300, BTFL MUS (KalaMusic)	, \$26.00 (Masla)	Fairfield
WFWQ-F, 95.1, 44 KW @ 680, AC/CONTEMP	RKO, \$41.25 (HNWH)	Sarkes Tarzian
WKSJ-F, 106.3, 3 KW @ 300, AC	RKO II, \$20.25 (Torbet)	(COLUMBIA CITY)
WMEE-F, 97.3, 48 KW @ 480, CHR (Burk-Abr)	ABC-C, \$65.63 (Christal)	Federated
WXKE-F, 103.9, 3 KW @ 250, AOR	Source, \$27.00 (Selcom)	

**MISCELLANEOUS COMMENTS**

WJRY-F (Huntington) sold to Price for \$250,000...Whitley County added to the Arbitron metro; Adams and Wells Counties were deleted...



FRESNO

Arbitron Rank/Pop (12+): 71/460,400  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 86/565,000  
 ADI # 62  
 Average Person Rating: 15.9  
 Market TSL: 21.2 hours

Stations: 25/24  
 Diaries: 914/504:1/47.0%  
 Sample Target: 840  
 Standard Error: .652  
 % Below Line: 0.4  
 % Not Listed: 8.6

Est 1984 Revenue: \$14,500,000  
 Gross Inc.: 4.9 Bil  
 HH Inc.: \$24,810  
 Retail \$: 3.1 Bil  
 Pop per Station: 19,183

12+ METRO	1/4/SHARE	SPG 84	FAL 83	SPG 83	FAL 82
1. KKDJ-F	81/11.1	10.1	10.9	10.9	4.8
2. KMJ	69/ 9.4	8.2	9.0	8.0	12.2
3. KYNO-F	68/ 9.3	9.9	9.4	9.0	12.5
4. KFYE-F	47/ 6.4	4.1	6.7	5.7	7.3
5. KMGX-F	42/ 5.7	6.1	3.8	7.9	1.7
6. KGNU-F	41/ 5.6	6.7	7.1	6.0	8.9
KNAX-F	41/ 5.6	2.4	3.2	1.5	2.3
8. KFIG-F	40/ 5.5	4.0	5.1	6.1	6.3
9. KGST	37/ 5.1	3.3	4.2	3.6	3.9
10. KBOS-F	27/ 3.7	6.0	3.3	3.4	4.2
11. KMAK	25/ 3.4	2.8	4.7	4.7	5.5
12. KYNO	22/ 3.0	3.4	2.0	2.0	2.2
13. KFRE	20/ 2.7	2.9	2.5	2.5	4.5
14. KFIG	15/ 2.1	1.6	2.2	2.0	3.8
KXEX	15/ 2.1	4.0	2.8	4.3	1.0

BIRCH SHARE	12+ TSA 1/4/CUME
1. KKDJ-F	154/1447
2. KFYE-F	136/1771
3. KMJ	112/1587
4. KBOS-F	91/1718
5. KYNO-F	83/1610
6. KGNU-F	73/ 788
7. KMGX-F	61/1071
8. KOJY-F	55/ 714
9. KFRE	54/1051
10. KGST	47/ 390
KFIG-F	47/ 730
12. KNAX-F	42/ 538
13. KMAK	28/ 449
14. KYNO	25/ 441
15. KFRY-F	19/ 450

12+ METRO	CUME/ METRO	CUME RATING	SPG 84	FAL 83
1. KYNO-F	1292/28.1	28.0	23.6	
2. KMJ	856/18.6	19.0	19.7	
3. KMGX-F	776/16.9	18.5	14.2	
KFYE-F	776/16.9	14.4	17.4	
5. KKDJ-F	725/15.7	19.2	19.3	
6. KBOS-F	710/15.4	18.7	11.2	
7. KFIG-F	674/14.6	11.8	12.6	
8. KGNU-F	520/11.3	12.8	15.5	
9. KNAX-F	507/11.0	6.9	8.6	
10. KFRE	451/ 9.8	8.7	8.3	
11. KMAK	363/ 7.9	6.9	10.8	
12. KYNO	359/ 7.8	10.3	7.3	
13. KFIG	308/ 6.7	6.2	7.9	
14. KOJY-F	265/ 5.8	3.7	3.8	
15. KGST	254/ 5.5	6.1	6.9	

12+ FM SHARE (METRO): 63.77% (426 of 668) (FAL 83: 60.80%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KYNO-F	1. KKDJ-F	1. KKDJ-F	1. KFYE-F	1. KFYE-F	1. KMJ	1. KMJ	1. KKDJ-F	1. KYNO-F	1. KYNO-F	1. KKDJ-F
2. KMGX-F	2. KYNO-F	2. KYNO-F	2. KKDJ-F	2. KKDJ-F	2. KNAX-F	2. KKDJ-F	2. KFYE-F	2. KKDJ-F	2. KKDJ-F	2. KYNO-F
3. KKDJ-F	3. KFYE-F	3. KFYE-F	3. KYNO-F	3. KYNO-F	3. KGST	3. KYNO-F	3. KMJ	3. KGNU-F	3. KMJ	3. KMGX-F
4. KBOS-F	4. KFIG-F	4. KFIG-F	4. KFIG-F	4. KFIG-F	4. KFIG-F	4. KFYE-F	4. KFIG-F	4. KMGX-F	4. KMGX-F	4. KGNU-F
5.	5. KMGX-F	5. KNAX-F	5. KMJ	5. KMJ	KMAK	5. KMGX-F	5. KGNU-F	5. KMJ	5. KGST	5. KMJ
		KMGX-F					KNAX-F	6. KNAX-F		
WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54		MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. KKDJ-F	1. KKDJ-F	1. KFIG-F	1. KFYE-F	1. KFIG-F		1. KKDJ-F	1. KKDJ-F	1. KKDJ-F	1. KKDJ-F	1. KKDJ-F
2. KBOS-F	2. KFYE-F	2. KYNO-F	2. KYNO-F	2. KFYE-F		2. KYNO-F	2. KYNO-F	2. KYNO-F	2. KFYE-F	2. KMJ
KMGX-F	3. KYNO-F	3. KFYE-F	KFIG-F	3. KYNO-F		3.	3.	3. KFYE-F	3. KYNO-F	3. KFYE-F
KYNO-F	4. KFIG-F	4. KKDJ-F	4. KMGX-F	4.		4.	4.	4. KMJ	4. KMJ	4. KFRE
5. KFIE-F	5. KMGX-F	5. KMGX-F	5.	5.		5.	5.	KNAX-F	5.	KNAX-F

FORMATS	AM	FM	TOTAL	%
TOP 40/CHR/CONTEMP		137 (3)	137 (3)	20.5
AOR		81 (1)	81 (1)	12.1
AC/OLDIES/SOFT ROCK MOR/VARIETY	15 (1)	87 (2)	102 (3)	15.2
COUNTRY	59 (4)	48 (2)	107 (6)	16.0
BLACK/URBAN	7 (1)		7 (1)	1.0
BTFL MUSIC	10 (2)	54 (2)	64 (4)	9.6
NEWS/TALK	69 (1)		69 (1)	10.3
NOSTALGIA	22 (1)		22 (1)	3.3
RELIGION	8 (1)	11 (1)	19 (2)	2.8
SPANISH	52 (2)		52 (2)	7.8
CLASSICAL				
UNKNOWN/OTHERS		8 (1)	8 (1)	1.2
			668 (25)	

OTHER RATED STATIONS/METRO SHARE & CUME RATING			
KEAP	980	Fresno	1.5/2.4
KFRY-F	101.9	Fresno	1.0/4.8
KIRV	1510	Fresno	1.0/1.5
KLIP	1220	Fowler	1.0/1.9
KLTK-F	107.5	Hanford	1.1/4.4
KOJY-F	98.9	Dinuba	1.8/5.8
KRDU	1130	Dinuba	1.1/3.5
KTED-F	96.7	Fowley	1.5/4.4
KXTC	790	Clovis	.4/2.2
KNGS	620	Hanford	.4/1.8

MISCELLANEOUS COMMENTS

KFYE-F sold by Sunbelt to Affiliated for \$6,700,000...KARM changed calls to KFIG...

RADIO STATIONS	POWER	TIME	STATION	PRICE	COMMENTS
KOJY-F	98.9	19 KW @ 820	BTFL MUS (Churchill)	\$ ? ?	(Masla) (DINUBA)
KFIG-F	1430	5 KW (DA-1)	AC/OLDIES	\$23.25	(Torbet) Davis/Weaver
KBIF	900	1 KW (DAYS)	RELIGION	\$14.00	(---) Cascade
KEAP	980	500 W (DAYS)	COUNTRY	\$10.00	(RSR)
KFRE	940	50 KW (DA-2)	COUNTRY	\$42.50	(HNWH)
KGST	1600	5 KW (DA-N)	SPANISH	\$18.88	(Lotus)
KLIP	1220	250 W (DAYS)	BLACK	\$ ? ?	(---) (FOWLER)
KMAK	1340	1 KW/250 W	COUNTRY	\$22.00*	(Mc-Guild)
KMJ	580	5 KW	NEWS/TALK	\$40.50	(Katz) McClatchy
KXEX	1550	500 W (DAYS)	SPANISH	\$17.00	(Caballero)
KXGR	790	500 W (DAYS,DA)	BTFL MUS	\$13.00	(Market 4)
KYNO	1300	5 KW/1 KW (DA-N)	NOST (Drake-Chen)	\$ NA	(Christal)
KNGS	620	1 KW (DA-N)	COUNTRY	\$17.90	(Weiss) (HANFORD)
KFIG-F	101.1	50 KW @ 352	AC	\$35.75	(Torbet) Davis/Weaver
KFRY-F	101.9	1.8 KW @ 1880	COUNTRY (Radio Arts)	\$27.00*	(HNWH)
KFYE-F	93.7	68 KW @ 1950	AC	\$48.00	(Selcom) Affiliated
KKDJ-F	105.9	2.4 KW @ 1960	AOR (Burk-Abr)	\$43.00*	(Eastman)
KGNU-F	102.7	50 KW @ 500	BTFL MUS (KalaMusic)	\$32.00*	(Blair)
KMGX-F	103.7	50 KW @ 500	CHR	\$ NA	(Republic) (HANFORD)
KNAX-F	97.9	48 KW @ 310	COUNTRY	\$25.00*	(Katz) McClatchy
KYNO-F	95.5	50 KW @ 318	CHR	\$55.00	(Christal)
KBOS-F	94.9	16 KW @ 850	CHR	\$ NA	(Mc-Guild) (TULARE)

GRAND RAPIDS

Arbitron Rank/Pop (12+): 66/499,700  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 77/600,300  
 ADI # 41 (with Kalamazoo)  
 Average Person Rating: 16.9  
 Market TSL: 22.0 hours

Stations: 25/19  
 Diaries: 1005/497:1/51.6%  
 Sample Target: 890  
 Standard Error: .612  
 % Below Line: 10.2  
 % Not Listed: 10.3

Est. 1984 Revenue: \$14,900,000  
 Gross Inc.: 5.4 Bil  
 HH Inc.: \$26,184  
 Retail \$: 3.4 Bil  
 Pop per Station: 26,300

12+ METRO	1/4/SHARE	SPG 84	FAL 83	SPG 83	FAL 82	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/ METRO CUME RATING	SPG 84	FAL 83
1. WOOD-F	101/12.0	8.2	11.5	8.8	11.7	8.7	1. WOOD-F 180/2399	1. WOOD-F 1243/24.9	20.8	24.3
2. WCUZ-F	89/10.6	9.3	12.5	13.4	11.5	10.8	2. WCUZ-F 141/1703	2. WGRD-F 1180/23.6	24.4	21.8
3. WLAV-F	83/ 9.9	11.8	9.5	14.2	12.3	13.7	3. WGRD-F 116/2006	3. WCUZ-F 1080/21.6	19.2	19.4
4. WOOD	73/ 8.7	11.3	12.4	10.4	9.6	9.8	4. WLAV-F 116/1528	4. WLHT-F 1062/21.3	17.2	21.0
5. WLHT-F	71/ 8.4	6.9	7.2	9.1	7.8	8.1	5. WQWQ-F 93/ 771	5. WOOD 1014/20.3	22.8	23.9
6. WGRD-F	69/ 8.2	9.2	6.7	6.0	7.4	9.5	6. WLHT-F 86/1392	6. WLAV-F 1008/20.2	20.1	21.0
7. WMUS-F	42/ 5.0	3.0	3.0	.5	---	2.5	7. WMUS-F 83/1112	7. WCUZ 667/13.3	18.1	13.3
8. WKLQ-F	34/ 4.0	3.0	---	1.2	1.2	3.1	8. WOOD 80/1246	8. WKLQ-F 610/12.2	9.5	---
WCUZ	34/ 4.0	6.3	4.8	3.6	3.4	2.3	9. WJFM-F 57/1077	9. WMUS-F 510/10.2	7.5	7.8
10. WFUR-F	23/ 2.7	2.1	3.3	3.2	2.3	5.1	10. WKLQ-F 49/ 953	10. WJFM-F 436/ 8.7	13.6	16.0
11. WQWQ	17/ 2.0	1.8	1.0	.7	1.8	.9	11. WMUS 39/ 317	11.		
12. WKWM	16/ 1.9	1.7	2.7	1.4	2.1	2.2	12. WCUZ 38/ 709	12.		
13. WJFM-F	15/ 1.8	3.8	5.2	6.7	6.1	2.5	13.	13.		
WXQT	15/ 1.8	1.8	1.6	1.5	4.1	.5	14.	14.		
15.							15.	15.		
16.							16.	16.		
17.							17.	17.		
18.							18.	18.		
19.							19.	19.		
20.							20.	20.		
21.							21.	21.		
22.							22.	22.		
23.							23.	23.		
24.							24.	24.		
25.							25.	25.		

12+ FM SHARE (METRO): 75.10% (567 of 755) (FAL 83: 69.20%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WGRD-F	1. WLAV-F	1. WLAV-F	1. WCUZ-F	1. WCUZ	1. WOOD-F	1. WCUZ-F+1	1. WOOD-F	1. WLAV-F	1. WLAV-F	1. WLAV-F
2.	2. WLHT-F	2. WCUZ-F	2. WLHT-F	2. WOOD-F	2. WCUZ-F	2. WOOD	2. WCUZ-F	2. WGRD-F	2. WGRD-F	2. WCUZ-F
3.	3. WCUZ-F	3. WLHT-F	3. WLAV-F	3. WLHT-F	3. WOOD	3. WOOD-F	3. WLAV-F	3. WOOD-F	3. WOOD-F	3. WOOD-F
4.	4. WGRD-F	4. WGRD-F	4. WOOD-F	4. WOOD	4. WMUS-F	4. WLAV-F	4. WLHT-F	4. WGRD-F	4. WCUZ-F	4. WLHT-F
5.	5. WKLQ-F	5. WKLQ-F	5. WOOD	5. WLAV-F	5.	5. WLHT-F	5. WOOD	5. WLHT-F	5. WLHT-F	5. WGRD-F
6.	6.	WOOD-F	WMUS-F	6. WMUS-F	6.	6. WGRD-F	6.	6. WOOD	6.	6.
7.	7.	WMUS-F	7.	7.	7.	7.	7.	7.	7.	7.
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WLHT-F	1. WLHT-F	1. WLHT-F	1. WLHT-F	1. WOOD-F	1. WLAV-F	1. WLAV-F	1. WLAV-F	1. WLAV-F	1. WCUZ-F
2. WGRD-F	2. WCUZ-F	2. WCUZ-F	2. WOOD-F	2. WLHT-F	2. WGRD-F	2. WGRD-F	2. WCUZ-F	2. WCUZ-F	2. WLAV-F
WCUZ-F	3. WGRD-F	3. WOOD-F	3. WCUZ-F	3. WOOD	3. WKLQ-F	3. WCUZ-F	3. WGRD-F	3. WKLQ-F	3. WMUS-F
4. WLAV-F	4. WKLQ-F	4. WOOD	WKLQ-F	WCUZ-F	4.	4. WKLQ-F	4. WKLQ-F	4. WLHT-F	4. WLHT-F
5.	WLAV-F	5. WGRD-F	5.	5. WMUS-F	5.	5. WLHT-F	5. WMUS-F	WXQT	WOOD-F
6.	6.	6.	6.	6.	6.	6.	6. WLHT-F	6.	6.
7.	7.	7.	7.	7.	7.	7.	7.	7.	7.
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		125 (4)	125 (4)	16.6	WGHN-F+ 92.1 Grand Haven 1.2/2.2
AOR		83 (1)	83 (1)	11.0	WHTC 1450 Holland 1.3/2.6
AC/OLDIES/SOFT ROCK	29 (2)	71 (1)	100 (3)	13.2	WLAV 1340 Grand Rapids 1.7/6.0
MOR/VARIETY	94 (4)	6 (1)	100 (5)	13.2	WMAX 1480 Grand Rapids .7/1.6
COUNTRY	43 (3)	141 (4)	184 (7)	24.4	WYXX-F 96.1 Holland .8/4.4
BLACK/URBAN	16 (1)		16 (1)	2.1	WZND-F 99.3 Zeeland .8/2.3
BTFL MUSIC		118 (2)	118 (2)	15.6	WMUS 1090 Muskegon .7/1.1
NEWS/TALK					WPLB-F 107.3 Greenville .4/2.3
NOSTALGIA					WGN 720 Chicago .7/2.2
RELIGION	6 (1)	23 (1)	29 (2)	3.8	WMAQ 670 Chicago .4/2.9
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS					
			755 (25)		

RADIO STATIONS

AM STATIONS

WCUZ, 1230, 1 KW/250 W , COUNTRY	ABC-I, \$ NM (Christal)	Federated
WFUR, 1570, 1 KW (DAYS) , RELIGION	, \$ 10.00 (Patt)	Kuiper
WKWM, 1140, 5 KW (DAYS,DA), BLACK	NBN, \$ 13.50 (Patt)	
WLAV, 1340, 1 KW/250 W , OLDIES	ABC-E, MBS, \$ 15.00* (Blair)	Adams
WMAX, 1480, 5 KW (DAYS,DA), RELIGION	MBS, \$ 12.00 (----)	
WOOD, 1300, 5 KW (DA-N) , MOR	NBC-T, NBC, \$ 64.00* (Katz)	Grace
WXQT, 1410, 1 KW (DAYS) , OLDIES	ABC-I, \$ 18.00* (Torbet)	Regional
WYGR, 1530, 500 W (DAYS) , RELIGION	, \$ 12.00 (----)	

FM STATIONS

WCUZ-F, 101.3, 50 KW @ 420, COUNTRY	ABC-E, \$124.63 (Christal)	Federated
WFUR-F, 102.9, 40 KW @ 500, RELIG/BTFL	, \$ 17.00 (Patt)	Kuiper
WGRD-F, 97.9, 13 KW @ 590, CHR	ABC-C, \$ 35.00 (Torbet)	Regional
WJFM-F, 93.7, 320 KW @ 780, CHR	CBS-R, \$ 42.50 (Mc-Guild)	Fetzer
WKLQ-F, 94.5, 50 KW @ 500, CONTEMP	, \$ NA (Eastman)	Bloomington (HOLLAND)
WLAV-F, 96.9, 50 KW @ 500, AOR (Burk-Abr)	ABC-R, Source, \$ 65.00* (Blair)	Adams
WLHT-F, 95.7, 50 KW @ 175, AC	, \$ 41.00 (Selcom)	Liggett
WOOD-F, 105.7, 265 KW @ 810, BTFL MUS	, \$ 80.00* (Katz)	Grace
WMUS-F, 106.9, 50 KW @ 480, COUNTRY	, \$ 25.50 (Masla)	(MUSKEGON)
WYXX-F, 96.1, 41 KW @ 295, CHR	MBS, \$ NA (----)	(HOLLAND)
WQWQ-F, 104.5, 50 KW @ 375, BTFL MUS	, \$ 15.00 (Masla)	(MUSKEGON)
WCXT-F, 105.3, 100 KW @ 650, AOR	, \$ 18.00 (Mich Spot)	(HART)

Other ranked stations - See Kalamazoo

12+ ADI 1/4

1. WOOD-F
2. WCUZ-F
3. WNWN-F
4. WGRD-F
5. WLAV-F
6. WQWQ-F
7. WLHT-F
8. WMUS-F
9. WOOD
10. WQLR-F
11. WKFR-F
12. WJXQ-F
13. WJFM-F
14. WKZO
15. WKLQ-F

12+ ADI CUME

1. WOOD-F
2. WGRD-F
3. WCUZ-F
4. WLAV-F
5. WLHT-F
6. WKFR-F
7. WOOD
8. WNWN-F
9. WKZO
10. WMUS-F
11. WJFM-F
12. WKLQ-F
13. WQLR-F
14. WJXQ-F
15. WQWQ-F

ADI FM SHARE:  
76.78%

CALL LETTER CHANGES

FORMAT CHANGES

WJFM: from AC to CHR

STATION SALES

MISCELLANEOUS COMMENTS

GREENSBORO - WINSTON SALEM

Arbitron Rank/Pop (12+): 49/744,700  
 CMSA Rank/Pop: # 44  
 MSA Rank/Pop: 57/882,300  
 ADI # 51  
 Average Person Rating: 16.7  
 Market TSL: 22.2 hours

Stations: 28/22  
 Diaries: 1175/634:1/44.9%  
 Sample Target: 1070  
 Standard Error: .592  
 % Below Line: 9.8  
 % Not Listed: 9.3

Est 1984 Revenue: \$17,200,000  
 Gross Inc.: 8.3 Bil  
 HH Inc.: \$25,981  
 Retail \$: 5.5 Bil  
 Pop per Station: 33,850

12+ METRO	1/4/SHARE	SPG 84	FAL 83	SPG 83	FAL 82	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO	CUME/RATING	SPG 84	FAL 83	
1. WTQR-F	170/13.7	16.9	16.6	16.1	14.9	16.5	1. WTQR-F 323/3807	1. WTQR-F	1930/25.9	27.4	27.9	
2. WQMG-F	132/10.6	8.1	8.5	9.2	8.8	7.5	2. WQMG-F 174/1503	2. WMAG-F	1390/18.7	20.5	16.8	
3. WKZL-F	99/ 8.0	6.8	6.5	3.4	6.1	12.7	3. WKZL-F 155/1892	3. WKZL-F	1224/16.4	14.7	13.5	
4. WMAG-F	91/ 7.3	8.8	7.2	3.6	1.0	11.0	4. WGLD-F 125/1507	4. WSEZ-F	1209/16.2	17.2	13.9	
5. WSJS	87/ 7.0	4.3	6.7	5.8	5.4	8.0	5. WMAG-F 119/1890	5. WQMG-F	1134/15.2	12.3	12.0	
6. WGLD-F	86/ 6.9	8.2	6.4	7.1	8.3	5.5	6. WSEZ-F 95/1559	6. WSJS	1095/14.7	12.2	16.1	
7. WSEZ-F	78/ 6.3	6.8	4.8	7.4	5.9	5.4	7. WDCG-F 92/1086	7. WGLD-F	1041/14.0	17.2	13.2	
8. WDCG-F	51/ 4.1	3.8	3.6	3.2	3.3	4.5	8. WSJS	89/1158	8. WRQK-F	660/ 8.9	10.5	12.4
9. WRQK-F	47/ 3.8	2.6	4.1	5.4	6.5	3.8	9. WPCM-F 78/1018	9. WDCG-F	536/ 7.2	9.4	7.6	
10. WAIR	37/ 3.0	3.3	2.2	3.1	3.2	.9	10. WSOC-F 75/ 822	10. WAIR	493/ 6.6	6.5	6.5	
11. WHPE-F	25/ 2.0	1.3	2.4	1.8	1.4	1.2	11. WRQK-F 64/1092	11. WWMO-F	345/ 4.6	3.5	5.7	
12. WWMO-F	21/ 1.7	1.0	2.1	1.5	1.1	1.2	12. WFMX-F 46/ 557	12. WPCM-F	317/ 4.3	3.0	7.6	
WAAA	21/ 1.7	2.6	3.3	3.5	3.7	2.1	13. WHPE-F 43/ 472	13. WAAA	314/ 4.2	5.4	5.8	
WMFR	21/ 1.7	3.3	1.7	2.5	1.8	.3	14. WAIR	37/ 493	14. WBIG	309/ 4.1	5.7	7.7
WBIG	21/ 1.7	2.5	2.5	3.3	2.6	2.7	15. WWMO-F 36/ 714	15. WHPE-F	293/ 3.9	2.5	5.1	

12+ FM SHARE (METRO): 76.15% (859 of 1128) (AFL 83: 69.99%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+	12+ EVE	SAT MID
1. WQMG-F	1. WQMG-F	1. WTQR-F	1. WTQR-F	1. WTQR-F	1. WTQR-F	1. WTQR-F	1. WTQR-F	1. WTQR-F	1. WQMG-F	1. WTQR-F
2. WKZL-F	2. WKZL-F	2. WQMG-F	2. WMAG-F	2. WMAG-F	2. WGLD-F	2. WSJS	2. WGLD-F	2. WQMG-F	2. WKZL-F	2. WQMG-F
3. WDCG-F	3. WTQR-F	WMAG-F	3. WQMG-F	3. WQMG-F	3. WSJS	3. WQMG-F	3. WMAG-F	3. WKZL-F	3. WTQR-F	3. WMAG-F
4. WSEZ-F	4. WMAG-F	4. WKZL-F	4. WSEZ-F	4. WSEZ-F	4. WMAG-F	4. WGLD-F	4. WKZL-F	4. WMAG-F	4. WSEZ-F	4. WKZL-F
5.	5. WSEZ-F	5. WSEZ-F	5. WKZL-F	5. WGLD-F	5. WSEZ-F	5. WKZL-F	5. WQMG-F	5. WSEZ-F	5. WSJS	5. WGLD-F
6. WKZL-F				6. WKZL-F		6. WMAG-F		6. WSJS	6. WGLD-F	
WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54		MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WQMG-F	1. WQMG-F	1. WTQR-F	1. WMAG-F	1. WTQR-F		1. WQMG-F	1. WQMG-F	1. WTQR-F	1. WQMG-F	1. WTQR-F
2. WKZL-F	2. WMAG-F	2. WQMG-F	2. WSEZ-F	2. WMAG-F		2. WKZL-F	2. WQMG-F	2. WKZL-F	2. WKZL-F	2. WMAG-F
3. WTQR-F	3. WKZL-F	3. WMAG-F	3. WKZL-F	3. WQMG-F		3.	3. WTQR-F	3. WKZL-F	WTQR-F	WQMG-F
4. WMAG-F	4. WSEZ-F	4. WSEZ-F	WQMG-F	4. WSEZ-F		4.	4. WDCG-F	4. WMAG-F	4. WRQK-F	4. WKZL-F
5. WSEZ-F	5. WTQR-F	5. WKZL-F	WRQK-F	5. WGLD-F		5.	5. WSEZ-F	5. WSEZ-F	5. WDCG-F	5.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		184 (4)	184 (4)	16.3	WBUY 1440 Lexington .9/1.9
AOR		99 (1)	99 (1)	8.8	WCOG 1320 Greensboro .6/2.3
AC/OLDIES/SOFT ROCK	7 (1)	91 (1)	98 (2)	8.7	WEAL 1510 Greensboro 1.0/3.9
MOR/VARIETY	28 (2)		28 (2)	2.5	WKXR 1260 Asheboro .8/1.9
COUNTRY	25 (3)	213 (4)	238 (7)	21.1	WPET 950 Greensboro 1.2/2.2
BLACK/URBAN	71 (3)	140 (2)	211 (5)	18.7	WSMX 1500 Winston Salem 1.2/2.2
BTFL MUSIC		86 (1)	86 (1)	7.6	WTNC 790 Thomasville .3/1.3
NEWS/TALK	87 (1)		87 (1)	7.7	WTOB 1380 Winston-Salem .6/2.2
NOSTALGIA	21 (1)		21 (1)	1.9	WFMX-F 105.7 Statesville 1.2/2.1
RELIGION	30 (2)	46 (2)	76 (4)	6.7	WPCM-F 101.1 Burlington 1.4/4.3
SPANISH					WPEG-F 97.9 Concord .6/2.0
CLASSICAL					WROQ-F 95.1 Charlotte .6/1.0
UNKNOWN/OTHERS					WSOC-F 103.7 Charlotte .8/3.2

1128 (28)

RADIO STATIONS

WAAA, 980, 1 KW (DAYS)	, BLACK	NBN, \$19.00 (Weiss)		MISCELLANEOUS COMMENTS
WAIR, 1340, 1 KW/250 W	, BLACK	, \$18.00* (Torbet)		
WBIG, 1470, 5 KW (DA-N)	, NOST (TM)	CBS, \$25.00 (Blair)	Jeff-Pilot	Davie County added to Arbitron metro...
WCOG, 1320, 5 KW/1 KW (DA-2)	, OLDIES (Pollack)	ABC-C, \$19.00 (Christal)		
WEAL, 1510, 1 KW (DAYS)	, BLACK	SBN, \$15.00 (HNWH)		
WGOS, 1070, 1 KW (DAYS)	, AC	, \$ 8.00 (----)		
WKEW, 1400, 1 KW/250 W	, AC	ABC-I, \$19.00 (----)		
WMFR, 1230, 1 KW/250 W	, MOR/NEWS	ABC-E,ABC-I, \$15.00 (MMR)	Voyager	FM STATIONS
WPET, 950, 500 W (DAYS)	, RELIGION	, \$17.00 (Eastman)	Robins	WPCM-F, 101.1 100 KW @ 910, COUNTRY \$27.00 (Masla) Audubon (BURLINGTON)
WSJS, 600, 5 KW (DA-2)	, NEWS/TALK	NBC,NBC-T,WSJ,ABC-T, \$51.00 (Mc-Guild)	Summit	
WSMX, 1500, 10 KW (DAYS,DA)	, RELIGION	ABC-I,SBN, \$15.00 (----)		
WTOB, 1380, 5 KW/1 KW (DA-N), MOR		ABC-C,CBS, \$25.00 (Savalli)		
WGLD-F, 100.3, 100 KW @ 400, BTFL MUS		, \$54.00* (Christal)	Mann	
WHPE-F, 95.5, 100 KW @ 444, RELIGION		, \$ NA (----)		
WKZL-F, 107.5, 100 KW @ 500, AOR		ABC-R, \$65.00* (Katz)	Nationwide	WWMO-F, 102.1, 100 KW @ 770, RELIGION
WMAG-F, 99.5, 100 KW @ 1500, AC (Fairwest)		ABC-E, \$105.00 (MMR)	Voyager	\$10.00 (----) Beasley (REIDSVILLE)
WQMG-F, 97.1, 100 KW @ 555, BLACK		CBS-R, \$49.00* (HNWH)		
WRQK-F, 98.7, 100 KW @ 814, CONTEMP		MBS, \$64.00 (Eastman)	Robins Co.	
WSEZ-F, 93.1, 100 KW @ 383, CHR (White)		RKO, \$48.00* (Torbet)		
WTQR-F, 104.1, 100 KW @ 1420, COUNTRY (Drake-Chen)		, \$103.75 (Mc-Guild)	Summit	Other ranked stations - see Raleigh or Charlotte

GREENVILLE - SPARTANBURG

Arbitron Rank/Pop (12+): 65/504,100  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 79/598,700  
 ADI # 37 (with Asheville)  
 Average Person Rating: 17.5  
 Market TSL: 23.2 hours

Stations: 22/17  
 Diaries: 859/587;1/49.8%  
 Sample Target: 880  
 Standard Error: .698  
 % Below Line: 5.3  
 % Not Listed: 9.0

Est. 1984 Revenue: \$14,300,000  
 Gross Inc.: 5.3 Bil  
 HH Inc.: \$25,338  
 Retail \$: 3.4 Bil  
 Pop per Station: 29,653

12+ METRO	1/4/SHARE	SPG 84	FAL 83	SPG 83	FAL 82	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/METRO CUME RATING	SPG 84	FAL 83
1. WFBC-F	101/11.4	14.1	10.2	10.4	10.2		1. WESC-F 232/2783	1. WFBC-F 1514/30.0	29.9	31.8
2. WANS-F	95/10.7	10.2	9.9	7.7	7.6		2. WSPA-F 200/2014	2. WANS-F 1236/24.5	23.3	24.9
3. WSPA-F	87/ 9.8	7.7	7.9	9.1	8.9		3. WSSL-F 195/2490	3. WESC-F 1110/22.0	25.6	25.0
4. WESC-F	83/ 9.4	15.0	11.1	13.1	12.8		4. WKSF-F 181/2111	4. WSSL-F 902/17.9	19.2	17.5
5. WSSL-F	80/ 9.0	7.6	8.6	10.3	8.3		5. WFBC-F 170/2129	5. WSPA-F 843/16.7	16.2	16.7
6. WHYZ	56/ 6.3	6.2	8.9	8.2	13.1		6. WANS-F 141/2129	6. WCKN-F 626/12.4	17.4	17.3
7. WFBC	43/ 4.9	3.0	2.4	2.3	4.4		7. WCKN-F 85/1300	7. WFBC 619/12.3	10.4	10.7
8. WCKN-F	40/ 4.5	5.9	7.7	6.9	5.9		8. WHYZ 78/ 716	8. WHYZ 506/10.0	9.0	11.6
9. WESC	36/ 4.1	3.4	3.7	3.4	2.3		9. WBCY-F 60/ 861	9. WSPA 434/ 8.6	6.5	9.0
10. WASC	30/ 3.4	5.4	5.2	4.2	4.4		10. WESC 52/ 726	10. WESC 427/ 8.5	8.6	9.0
11. WORD	29/ 3.3	3.7	3.8	2.7	1.7		11. WFBC 49/ 862	11. WKSF-F 425/ 8.4	4.5	4.9
12. WSPA	28/ 3.2	2.4	2.6	2.4	3.0		12. WSPA 35/ 574	12. WORD 423/ 8.4	10.4	11.3
13.							WORD 35/ 501	13.		
14.								14.		
15.								15.		
16.								16.		
17.								17.		
18.								18.		
19.								19.		
20.								20.		
21.								21.		
22.								22.		
23.								23.		
24.								24.		
25.								25.		

12+ FM SHARE (METRO): 66.92% (538 of 804) (FAL 83: 65.88%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WANS-F	1. WANS-F	1. WFBC-F	1. WFBC-F	1. WFBC-F	1. WESC-F	1. WESC-F+	1. WSPA-F	1. WSPA-F	1. WESC-F+	1. WFBC-F
2.	2. WFBC-F	2. WANS-F	2. WESC-F	2. WESC-F	2. WFBC-F	2. WFBC-F	2. WFBC-F	2. WFBC-F	2. WFBC-F	2. WANS-F
3.	3. WSSL-F	3. WSSL-F	3. WSSL-F	3. WSSL-F	3. WSPA-F	3. WSPA-F	3. WESC-F	3. WESC-F	3. WSSL-F+	3. WESC-F
4.	4. WCKN-F	4. WESC-F	4. WANS-F	4. WSPA-F	4. WSSL-F	4. WANS-F	4. WSSL-F	4. WSSL-F	4. WANS-F	4. WSSL-F
5.	5. WHYZ	5. WHYZ	5. WSPA-F	5. WANS-F	5. WHYZ	5. WFBC	5. WANS-F	5. WANS-F	5. WSPA-F	5. WSPA-F
6.	6.	6.	6.	6.	6. WFBC	6.	6.	6.	6.	6.
7.	7.	7.	7.	7.	7.	7.	7.	7.	7.	7.
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WANS-F	1. WANS-F	1. WFBC-F	1. WFBC-F	1. WFBC-F	1. WCKN-F	1. WFBC-F	1. WFBC-F	1. WFBC-F	1. WFBC-F
WCKN-F	2. WFBC-F	WANS-F	2. WANS-F	2. WESC-F	2. WSSL-F	WSSL-F	2. WESC-F	2. WESC-F	2. WESC-F
WFBC-F	3. WHYZ	3. WESC-F	3. WHYZ	3. WSSL-F	3. WANS-F	3. WCKN-F	3. WESC-F	3. WSSL-F	3. WSSL-F
WHYZ	4. WSSL-F	WSSL-F	WSSL-F	4. WANS-F	4. WORD	4. WANS-F	4. WCKN-F	4. WANS-F	4.
5.	5. WCKN-F	5. WHYZ	5.	5. WSPA-F	5.	5. WESC-F	5. WANS-F	5.	5.
6.	6.	6.	6.	6.	6.	6.	6.	6.	6.
7.	7.	7.	7.	7.	7.	7.	7.	7.	7.
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP		130 (4)	130 (4)	16.2	WELP	1360	Easley	1.4/2.1
AOR		40 (1)	40 (1)	5.0	WMJU	1260	Greenville	.5/1.5
AC/OLDIES/SOFT ROCK	29 (1)	101 (1)	130 (2)	16.2	WMJU-F	94.5	Greenville	1.4/5.0
MOR/VARIETY	71 (2)		71 (2)	8.8	WQOK	1490	Greenville	2.4/4.7
COUNTRY	40 (2)	168 (3)	208 (5)	25.9	WSSL	1440	Greenville	.5/1.6
BLACK/URBAN	107 (3)		107 (3)	13.3	WAGI-F	105.3	Gaffney	.6/2.3
BTFL MUSIC		99 (2)	99 (2)	12.3	WANS	1280	Anderson	.3/1.7
NEWS/TALK					WKSF-F	99.9	Asheville	2.7/8.4
NOSTALGIA					WBCY-F	107.9	Charlotte	.8/3.3
RELIGION	16 (2)		16 (2)	2.0	WROQ-F	95.1	Charlotte	.5/1.4
SPANISH								
CLASSICAL								
UNKNOWN/OTHERS	3 (1)		3 (1)	0.4				
			804 (22)					

12+ ADI 1/4

RADIO STATIONS

AM STATIONS

WASC, 1530, 1 KW (DAYS), BLACK	ABC-C, NBN, \$13.00 (Weiss)		
WESC, 660, 10 KW (DAYS, DA), COUNTRY (Klemm)	ABC-E, \$35.00* (Blair)		
WFBC, 1330, 5 KW (DA-N), OLDIES (Drake-Chen)	NBC, NBC-T, \$37.50 (Katz)	Multimedia	
WHYZ, 1070, 50 KW (DAYS, DA), BLACK	SBN, ABC-C, \$32.00 (HNWH)		
WKDY, 1400, 1 KW/250 W, COUNTRY	, \$10.00 (Southern)		
WQOK, 1490, 1 KW/250 W, BLACK (TM)	MBS, \$13.00 (----)		
WMJU, 1260, 5 KW (DAYS), RELIGION	APR, \$12.00 (S. Katz)		
WORD, 910, 5 KW/1 KW (DA-2), CONTEMP	UPI, \$15.00 (Masla)		
WSPA, 950, 5 KW (DA-N), MOR	CBS, \$32.00* (Mc-Guild)	Spartan	
WSSL, 1440, 5 KW (DA-N), COUNTRY (TM)	RKO II, \$ NA (Eastman)	Keymarket	

1. WESC-F
2. WSPA-F
3. WKSF-F
4. WFBC-F
5. WSSL-F
6. WANS-F
7. WCKN-F
8. WWNC
9. WHYZ
10. WESC
11. WFBC
12. WBCY-F
13. WORD
14. WSPA
15. WASC

FM STATIONS

WANS-F, 107.3, 100 KW @ 1008, CHR	CBS-R, RKO, \$40.00* (Torbet)	(ANDERSON)	
WCKN-F, 101.1, 100 KW @ 820, AOR	MBS, ABC-R, \$42.00 (Selcom)	(ANDERSON)	
WESC-F, 92.5, 100 KW @ 2000, COUNTRY (Klemm)	ABC-E, \$54.00* (Blair)		
WFBC-F, 93.7, 100 KW @ 1840, AC (Drake-Chen)	ABC-F, \$76.25 (Katz)	Multimedia	
WMJU-F, 94.5, 100 KW @ 1200, BTFL/CLASS/RELIG	APR, \$17.00 (S. Katz)		
WSPA-F, 98.9, 100 KW @ 1910, BTFL MUS	, \$54.38 (Mc-Guild)	Spartan	
WSSL-F, 100.5, 100 KW @ 1280, COUNTRY	RKO II, \$82.50 (Eastman)	Keymarket	

- 12+ ADI CUME
1. WFBC-F
  2. WESC-F
  3. WSSL-F
  4. WKSF-F
  5. WANS-F
  6. WSPA-F
  7. WCKN-F
  8. WWNC
  9. WFBC
  10. WBCY-F
  11. WESC
  12. WHYZ
  13. WSPA
  14. WORD
  15. WMJU-F

WBCY - See Charlotte

Other ranked stations - See Asheville in Spring 84 edition

ADI FM SHARE:  
73.49%

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

MISCELLANEOUS COMMENTS

WMRB changed to WQOK

WRLX changed to WKSF (Asheville station)

HARRISBURG

Arbitron Rank/Pop (12+): 81/392,400  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 85/580,600  
 ADI # 46 (with York & Lancaster)  
 Average Person Rating: 17.3  
 Market TSL: 22.6 hours

Stations: 23/13  
 Diaries: 883/444:1/49.1%  
 Sample Target: 780  
 Standard Error: .681  
 % Below Line: 16.6  
 % Not Listed: 10.8

Est. 1984 Revenue: \$8,200,000  
 Gross Inc.: 5.8 Bil  
 HH Inc.: \$27,525  
 Retail \$: 3.6 Bil  
 Pop per Station: 30,185

12+ METRO	1/4/SHARE	SPG 84	FAL 83	SPG 83	FAL 82	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/METRO CUME RATING	SPG 84	FAL 83
1. WTPA-F	90/13.3	11.4	10.3	11.4	13.7	19.0	1. WRKZ-F 216/2246	1. WHP 881/22.5	23.7	22.7
2. WHP-F	72/10.6	10.3	12.4	12.6	9.1	8.8	2. WTPA-F 159/1637	2. WTPA-F 847/21.6	22.4	20.8
3. WHP	67/ 9.9	10.6	12.3	9.4	11.2	5.0	3. WNCE-F 146/1390	3. WHP-F 749/19.1	22.0	22.3
4. WSFM-F	61/ 9.0	8.8	5.9	6.7	8.6	10.3	4. WQXA-F 111/1854	4. WSFM-F 748/19.1	15.5	14.7
5. WKBO	52/ 7.7	6.2	7.3	6.7	5.3	5.5	5. WSBA-F 109/1367	5. WKBO 690/17.6	16.9	16.0
6. WRKZ-F	51/ 7.5	8.5	7.1	8.2	8.0	6.6	6. WSBA 91/1220	6. WRKZ-F 687/17.5	15.0	15.4
7. WQXA-F	36/ 5.3	5.3	6.4	6.5	6.4	6.4	7. WHP-F 88/1038	7. WQXA-F 612/15.6	12.6	16.3
8. WHGB	29/ 4.3	4.2	1.8	4.4	3.5	5.0	8. WHP 74/1095	8. WCMB 369/ 9.4	10.6	11.8
9. WCMB	28/ 4.1	4.6	2.7	4.4	4.7	2.9	9. WHTF-F 72/1090	9. WHGB 359/ 9.1	8.1	9.8
10. WHYL-F+	22/ 3.2	6.1	8.6	6.1	7.2	5.3	10. WSFM-F 69/ 887	10. WHYL-F+ 358/ 9.1	10.7	13.2
11.							11. WDAC-F 58/ 664	11.		
12.							12. WKBO 55/ 738	12.		
13.							13.	13.		
14.							14.	14.		
15.							15.	15.		
16.							16.	16.		
17.							17.	17.		
18.							18.	18.		
19.							19.	19.		
20.							20.	20.		
21.							21.	21.		
22.							22.	22.		
23.							23.	23.		
24.							24.	24.		
25.							25.	25.		

12+ FM SHARE (METRO): 65.40% (395 of 604) (FAL 83: 66.21%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WTPA-F	1. WTPA-F	1. WTPA-F	1. WSFM-F	1. WSFM-F	1. WHP-F	1. WHP	1. WHP-F	1. WTPA-F	1. WTPA-F	1. WTPA-F
2. WHTF-F	2. WSFM-F	2. WSFM-F	2. WRKZ-F	2. WRKZ-F	2. WRKZ-F	2. WKBO	2. WTPA-F	2. WHP-F	2. WHP	2. WRKZ-F
3. WQXA-F	3. WQXA-F	3. WRKZ-F	WTPA-F	3. WHP-F	3. WHP	3. WTPA-F	3. WRKZ-F	3. WSFM-F	3. WKBO	3. WHP-F
4.	4.	4. WHP-F	4. WHP-F	4. WKBO	4. WKBO	4. WHP-F	4. WKBO	4. WHP	4. WSFM-F	4. WCMB
5.	5.	5. WQXA-F	5. WKBO	5. WKBO	5. WSFM-F	5. WSFM-F	5. WRKZ-F	5. WRKZ-F	5. WHP	5. WKBO
6.	6.	6.	6.	6.	6.	6.	6.	6. WKBO	6. WRKZ-F	WSFM-F
7.	7.	7.	7.	7.	7.	7.	7.	7.	7.	7.
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WTPA-F	1. WTPA-F	1. WSFM-F	1. WSFM-F	1. WSFM-F	1. WTPA-F	1. WTPA-F	1. WTPA-F	1. WTPA-F	1. WTPA-F
2. WSFM-F	2. WSFM-F	2. WTPA-F	2. WTPA-F	2. WHP-F	2.	2.	2. WRKZ-F	2. WSFM-F	2. WRKZ-F
3. WQXA-F	3.	3. WHP-F	3.	3. WRKZ-F	3.	3.	3. WSFM-F	3. WQXA-F	3. WSFM-F
4.	4.	4. WQXA-F	4.	4. WKBO	4.	4.	4.	WKBO	4. WKBO
5.	5.	5. WRKZ-F	5.	5. WHP	5.	5.	5.	5.	5. WHP-F
6.	6.	6. WKBO	6.	6.	6.	6.	6.	6.	6.
7.	7.	7.	7.	7.	7.	7.	7.	7.	7.
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

FORMATS	AM	FM	TOTAL	%
TOP 40/CHR/CONTEMP		71 (5)	71 (5)	11.8
AOR		92 (2)	92 (2)	15.2
AC/OLDIES/SOFT ROCK	52 (1)	68 (2)	120 (3)	19.9
MOR/VARIETY	89 (4)		89 (4)	14.7
COUNTRY	39 (2)	62 (2)	101 (4)	16.7
BLACK/URBAN				
BTFL MUSIC		93 (2)	93 (2)	15.4
NEWS/TALK				
NOSTALGIA	29 (1)		29 (1)	4.8
RELIGION		9 (2)	9 (2)	1.5
SPANISH				
CLASSICAL				
UNKNOWN/OTHERS				
			604 (23)	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WIOO	1000	Carlisle	1.8/3.1
WQIN	1290	Lykens	1.2/1.7
WDAC-F	94.5	Lancaster	.7/2.5
WGCB-F	96.1	Red Lion	.6/2.5
WHTF-F	92.7	Starview	2.4/7.8
WNCE-F	101.3	Lancaster	3.1/5.8
WSBA	910	York	.3/2.3
WSBA-F	103.3	York	1.0/3.9
WYCR-F	98.5	York	.3/1.5
WIKZ-F	95.1	Chambersburg	.4/2.0
WQXX-F	94.1	Sunbury	.6/2.6

RADIO STATIONS

AM STATIONS

WCMB, 1460, 5 KW (DA-N), COUNTRY (Drake-Chen)	ABC-D, \$25.00* (Torbet)	McKenna
WHGB, 1400, 1 KW/250 W, NOSTALGIA	MBS, \$20.00 (Mc-Guild)	Scott
WHP, 580, 5 KW (DA-N), MOR	CBS, \$89.00 (Katz)	
WKBO, 1230, 1 KW/250 W, AC/OLDIES	NBC, \$28.00 (Blair)	

FM STATIONS

WHP-F, 97.3, 14 KW @ 840, BTFL MUS	, \$89.00 (Katz)	
WHYL-F+, 102.3, 3 KW @ 300, COUNTRY	APR, \$25.00 (HNWH)	(CARLISLE)
WKCD-F, 93.5, 3 KW @ 300, CONTEMP/AC	APR, \$20.50 (Dome)	
WRKZ-F, 106.7, 40 KW @ 500, COUNTRY (Burk-Abr)	ABC-E, \$45.00* (Mc-Guild)	Eastern (HERSHEY)
WSFM-F, 99.3, 3 KW @ 300, AC	RKO II, \$35.00* (Torbet)	McKenna
WTPA-F, 104.1, 15 KW @ 950, AOR	ABC-R, \$40.00* (Eastman)	Sky/Foster

Other ranked stations - See Lancaster and York

12+ ADI 1/4

1. WRKZ-F
2. WTPA-F
3. WNCE-F
4. WQXA-F
5. WSBA-F
6. WSBA
7. WHP-F
8. WLAN-F
9. WHP
10. WHTF-F
11. WSFM-F
12. WDAC-F
13. WIOV-F
14. WKBO
15. WYCR-F

12+ ADI CUME

1. WRKZ-F
2. WQXA-F
3. WTPA-F
4. WNCE-F
5. WSBA-F
6. WLAN-F
7. WSBA
8. WHP
9. WHTF-F
10. WHP-F
11. WSFM-F
12. WKBO
13. WYCR-F
14. WIOV-F
15. WDAC-F

ADI FM SHARE:

74.88%

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

MISCELLANEOUS COMMENTS



HARTFORD

Arbitron Rank/Pop (12+): 41/801,200  
 CMSA Rank/Pop: # 35  
 MSA Rank/Pop: 43/1,061,000  
 ADI # 22 (with N. Haven)  
 Average Person Rating: 17.8  
 Market TSL: 23.3 hours

Stations: 26/14  
 Diaries: 1199/668:1/51.5%  
 Sample Target: 1120  
 Standard Error: .573  
 % Below Line: 11.4  
 % Not Listed: 8.9

Est. 1984 Revenue: \$23,400,000  
 Gross Inc.: 12.9 Bil  
 HH Inc.: \$35,154  
 Retail \$: 7.1 Bil  
 Pop per Station: 57,229

12+ METRO	1/4/SHARE	SPG 84	FAL 83	SPG 83	FAL 82	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/ METRO CUME RATING	SPG 84	FAL 83
1. WTIC	265/18.6	19.3	21.1	19.7	21.1	19.1	1. WTIC 434/5523	1. WTIC 3026/37.8	39.5	42.3
2. WTIC-F	202/14.1	11.5	11.5	12.5	11.1	21.0	2. WTIC-F 370/5090	2. WTIC-F 2713/33.9	33.5	30.5
3. WRCH-F	134/ 9.4	7.7	8.6	11.6	6.4	7.8	3. WRCH-F 278/2889	3. WHCN-F 1479/18.5	17.2	17.7
4. WHCN-F	96/ 6.7	5.8	5.7	5.8	5.4	7.7	4. WHCN-F 183/3022	4. WRCH-F 1475/18.4	15.8	17.1
5. WDRC-F	78/ 5.5	4.6	4.0	4.4	4.2	3.1	5. WKCI-F 180/2834	5. WDRC-F 1313/16.4	19.3	18.3
6. WRCQ	75/ 5.3	4.1	4.5	3.6	5.0	2.4	6. WDRC-F 157/2968	6. WCCC-F 1197/14.9	13.9	16.6
7. WIOF-F	73/ 5.1	4.8	3.3	4.3	3.1	3.2	7. WIOF-F 138/2260	7. WIOF-F 1141/14.2	13.3	12.7
8. WCCC-F	67/ 4.7	3.8	4.1	4.4	5.9	4.5	8. WCCC-F 109/2392	8. WPOP 839/10.5	14.1	13.8
9. WPOP	58/ 4.1	4.4	3.5	2.9	3.8	3.3	9. WHY-F 95/1471	9. WRCQ 772/ 9.6	10.0	8.8
10. WDRC	38/ 2.7	3.0	2.9	3.0	3.3	2.6	10. WMAS-F 94/1278	10. WWYZ-F 722/ 9.0	9.5	11.1
11. WWYZ-F	37/ 2.6	2.6	3.3	2.7	3.2	2.2	11. WKSS-F 93/1680	11. WDRC 705/ 8.8	10.8	12.6
12. WKSS-F	34/ 2.4	4.6	5.4	4.6	6.0	3.4	12. WRCQ 92/1094	12. WKSS-F 669/ 8.3	12.2	13.0
13.							WAQY-F 92/1960	13.		
14.							14.	14.		
15.							15.	15.		
16.							16.	16.		
17.							17.	17.		
18.							18.	18.		
19.							19.	19.		
20.							20.	20.		
21.							21.	21.		
22.							22.	22.		
23.							23.	23.		
24.							24.	24.		
25.							25.	25.		

12+ FM SHARE (METRO): 61.49% (800 of 1301) (FAL 83: 57.95%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WTIC-F	1. WTIC-F	1. WTIC-F	1. WTIC-F	1. WTIC-F	1. WTIC	1. WTIC	1. WTIC-F	1. WTIC-F	1. WTIC	1. WTIC-F
2. WHCN-F	2. WHCN-F	2. WTIC	2. WTIC	2. WTIC	2. WRCH-F	2. WTIC-F	2. WTIC	2. WTIC	2. WTIC-F	2. WRCH-F
3. WCCC-F	3. WCCC-F	3. WHCN-F	3. WIOF-F	3. WRCH-F	3. WRCQ	3. WHCN-F	3. WRCH-F	3. WRCH-F	3. WHCN-F	3. WTIC
4.	4. WDRC-F	4. WIOF-F	4. WRCH-F	4. WIOF-F	4. WTIC-F	4. WRCH-F	4. WRCQ	4. WHCN-F	4. WRCH-F	4. WRCQ
5.	5. WIOF-F	5. WDRC-F	5. WDRC-F	5. WDRC-F	5. WIOF-F	5. WPOP	5. WHCN-F	5. WIOF-F	5. WCCC-F	5. WHCN-F
6.	6.	6.	6.	6.	6.	6. WDRC-F	6.	6.	6.	6. WIOF-F
7.	7.	7.	7.	7.	7.	7. WIOF-F	7.	7.	7.	7.
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WTIC-F	1. WTIC-F	1. WTIC-F	1. WTIC-F	1. WHCN-F	1. WHCN-F	1. WHCN-F	1. WTIC-F	1. WTIC-F	1. WTIC-F
2. WIOF-F	2. WDRC-F	2. WTIC	2. WDRC-F	2. WCCC-F	2. WCCC-F	2. WTIC-F	2. WHCN-F	2. WHCN-F	2. WTIC
3. WDRC-F	3. WIOF-F	3. WDRC-F	3. WRCH-F	3. WTIC-F	3. WTIC-F	3. WCCC-F	3. WTIC	3. WTIC	3. WIOF-F
4. WHCN-F	4. WHCN-F	4. WIOF-F	4. WIOF-F	4. WDRC-F	4. WDRC-F	4. WCCC-F	4. WDRC-F	4. WDRC-F	4. WRCH-F
WCCC-F	5. WRCH-F	5. WRCH-F	5. WHCN-F	5. WIOF-F	5. WIOF-F	5.	5. WIOF-F	5. WIOF-F	WHCN-F
6.	6.	6.	WVYZ-F	6.	6.	6.	6.	WCCC-F	6.
7.	7.	7.	7.	7.	7.	7.	7.	7.	7.
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

FORMATS	AM	FM	TOTAL	%
TOP 40/CHR/CONTEMP	5 (1)	334 (4)	339 (5)	26.1
AOR		190 (4)	190 (4)	14.6
AC/OLDIES/SOFT ROCK	49 (2)	124 (4)	173 (6)	13.3
MOR/VARIETY	265 (1)		265 (1)	20.4
COUNTRY	17 (2)	7 (1)	24 (3)	1.8
BLACK/URBAN	19 (1)	11 (1)	30 (2)	2.3
BTFL MUSIC		134 (1)	134 (1)	10.3
NEWS/TALK	63 (2)		63 (2)	4.8
NOSTALGIA	83 (2)		83 (2)	6.4
RELIGION				
SPANISH				
CLASSICAL				
UNKNOWN/OTHERS				
			1301 (26)	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCCC	1290		.4/1.7
WKHT	1230	Manchester	.6/2.3
WKND	1480	Windsor	1.3/3.7
WCTY-F	97.7	Norwich	.5/1.2
WKCI-F	101.3	Hamden	1.4/6.4
WPLR-F	99.1	New Haven	.8/6.0
WAQY-F	102.1	Springfield,MA	1.1/7.5
WCBS	880	New York	.4/1.0
WHN	1050	New York	.6/ .8
WHYN-F	93.1	Springfield,MA	.4/2.1
WMAS	1450	Springfield,MA	.6/ .9
WMAS-F	94.7	Springfield,MA	.6/1.6
WNBC	660	New York	.8/2.7
WNOU-F	98.3	Willimantic	.8/2.4

12+ ADI 1/4

1. WTIC
2. WTIC-F
3. WRCH-F
4. WKCI-F
5. WHCN-F
6. WDRC-F
7. WIOF-F
8. WEZN-F
9. WPLR-F
10. WRCQ
11. WELI
12. WKSS-F
13. WNBC
14. WCCC-F
15. WWYZ-F

RADIO STATIONS

AM STATIONS

WCCC, 1290, 500 W (DAYS)	, AOR	ABC-C,Source, \$ NA	(Selcom)	
WDRC, 1360, 5 KW (DA-N)	, AC/OLDIES	, \$ NA	(Mc-Guild)	Buckley
WKHT, 1230, 1 KW/250 W	, COUNTRY (Drake-Chen)	MBS, \$20.00	(P/W)	
WKND, 1480, 500 W (DAYS,DA)	, BLACK	NBN, \$ NA	(Roslin)	
WMLB, 1550, 1 KW (DAYS)	, COUNTRY	MBS, \$20.00	(NE Spot)	
WPOP, 1410, 5 KW (DA-2)	, NEWS/TALK	CBS,WSJ, \$67.50	(Eastman)	Merv Griffin
WRCQ, 910, 5 KW (DA-2)	, NOSTALGIA	ABC-I, \$35.00	(Christal)	
WRYM, 840, 1 KW (DAYS)	, SPANISH	, \$22.00	(Caballero)	
WTIC, 1080, 50 KW (DA-N)	, MOR	NBC, \$392.50	(Katz)	

FM STATIONS

WCCC-F, 106.9, 23 KW @ 720, AOR	ABC-C,Source, \$45.00	(Selcom)	
WDRC-F, 102.9, 20 KW @ 810, CONTEMP	, \$89.00	(Mc-Guild)	Buckley
WHCN-F, 105.9, 19 KW @ 740, AOR (Burk-Abr)	ABC-R, \$67.00	(Masla)	Beck-Ross
WIOF-F, 104.1, 14 KW @ 835, AC	CBS-R, \$65.50	(Eastman)	Merv Griffin (WATERBURY)
WKSS-F, 95.7, 16 KW @ 880, CHR	, \$57.50	(MMR)	
WLVH-F, 93.7, 21 KW @ 780, SPANISH	APR, \$19.00	(Lotus)	
WRCH-F, 100.5, 25 KW @ 720, BTFL MUS	ABC-D, \$80.00	(Christal)	
WTIC-F, 96.5, 20 KW @ 810, CHR	, \$150.00*	(Katz)	
WWYZ-F, 92.5, 18 KW @ 860, AC (Klemm)	RKO, \$58.00*	(CBS/FM)	(WATERBURY)

Other ranked stations - See New Haven, Bridgeport or Springfield

12+ ADI CUME

1. WTIC
2. WTIC-F
3. WKCI-F
4. WHCN-F
5. WDRC-F
6. WRCH-F
7. WIOF-F
8. WPLR-F
9. WCCC-F
10. WNBC
11. WKSS-F
12. WWYZ-F
13. WEZN-F
14. WCBS
15. WELI

ADI FM SHARE:

60.96%

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

MISCELLANEOUS COMMENTS

WCCC-A: from AOR to CHR  
 WKSS-F: from BTFL to CHR

WMLB: Sold for \$425,000  
 (Kimel)

Metro changed with counties  
 added and deleted...

HONOLULU

Arbitron Rank/Pop (12+): 52/672,100  
 CMSA Rank/Pop: 47  
 MSA Rank/Pop: 52/917,900  
 NO ADI  
 Average Person Rating: 17.1  
 Market TSL: 22.7 hours

Stations: 21/21  
 Diaries: 1200/560:1/54.8%  
 Sample Target: 1200/560:1/54.8%  
 Standard Error: 1010  
 % Below Line: 0  
 % Not Listed: 4.1

Est 1984 Revenue: \$15,500,000  
 Gross Inc.: 8.7 Bil  
 HH Inc.: \$34,869  
 Retail \$: 4.8 Bil  
 Pop per Station: 32,005

12+ METRO	1/4/SHARE	SPG	FAL	SPG	FAL
		84	83	83	82
1. KSSK	139/12.1	11.6	19.1	9.0	8.1
2. KULA-F	134/11.6	14.2	13.1	7.9	6.9
3. KPOI-F	128/11.1	9.6	9.0	9.1	7.9
4. KQMQ-F	117/10.2	9.8	5.9	9.9	8.7
5. KRTR-F	77/ 6.7	.9	1.9	1.3	1.2
6. KUMU-F	76/ 6.6	6.4	7.4	7.6	8.3
7. KCCN	61/ 5.3	4.0	5.0	5.4	4.6
KIKI	61/ 5.3	7.7	4.3	7.1	8.3
9. KGU	55/ 4.8	3.1	2.2	2.4	4.7
10. KKUA	52/ 4.5	3.8	6.3	6.3	6.3
11. KMAI-F	38/ 3.3	3.8	3.6	6.0	5.6
12. KHVH	32/ 2.8	4.6	4.0	5.2	5.0
13. KDEO	27/ 2.3	4.2	3.4	3.9	4.7
14. KOHO	26/ 2.3	1.3	1.2	2.6	1.5
15. KUMU	23/ 2.0	2.3	1.7	2.9	3.0

BIRCH	12+ TSA 1/4/CUME
SHARE	
1.	1.
2.	2.
3.	3.
4.	HONOLULU TSA AND
5.	METRO ARE THE SAME.
6.	6.
7.	7.
8.	8.
9.	9.
10.	10.
11.	11.
12.	12.
13.	13.
14.	14.
15.	15.

12+ METRO	CUME/	SPG	FAL
METRO	CUME RATING	84	83
1. KULA-F	1971/29.3	29.4	29.0
2. KSSK	1803/26.8	22.9	30.2
3. KQMQ-F	1616/24.0	23.6	18.1
4. KPOI-F	1549/23.0	20.2	19.0
5. KKUA	1184/17.6	15.7	20.7
6. KIKI	1118/16.6	22.0	17.0
7. KRTR-F	915/13.6	5.0	4.6
8. KUMU-F	831/12.4	12.0	13.2
9. KGU	782/11.6	6.8	8.1
10. KCCN	756/11.2	11.2	10.8
11. KHVH	581/ 8.6	11.9	11.6
12. KMAI-F	469/ 7.0	7.2	9.7
13. KUMU	426/ 6.3	6.4	6.0
14. KDEO	367/ 5.5	8.1	8.8
15. KORL	326/ 4.9	8.4	8.0

12+ FM SHARE (METRO): 51.95% (574 of 1105) (FAL 84: 42.31%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KQMQ-F	1. KPOI-F	1. KULA-F	1. KSSK	1. KSSK	1. KSSK	1. KSSK	1. KULA-F	1. KULA-F	1. KULA-F	1. KPOI-F
2. KPOI-F	2. KULA-F	2. KPOI-F	2. KULA-F	2. KULA-F	2. KUMU-F	2. KPOI-F	2. KPOI-F	2. KQMQ-F	2. KPOI-F	2. KULA-F
3. KULA-F	3. KQMQ-F	3. KSSK	3. KPOI-F	3. KRTR-F	3. KULA-F	3. KULA-F	3. KSSK	3. KPOI-F	3. KQMQ-F	3. KQMQ-F
KIKI-F	4. KRTR-F	4. KQMQ-F	4. KRTR-F	4. KPOI-F	4. KCCN	4. KQMQ-F	4. KQMQ-F	KSSK-F	4. KSSK	4. KSSK
5.	5. KSSK	5. KRTR-F	5. KQMQ-F	5. KUMU-F	5. KGU	5. KMAI-F+	5. KUMU-F	5. KUMU-F+	5. KRTR-F	5. KRTR-F
				6. KQMQ-F			6. KRTR-F			
WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54		MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. KULA-F	1. KULA-F	1. KULA-F	1. KULA-F	1. KSSK		1. KPOI-F	1. KPOI-F	1. KPOI	1. KPOI-F	1. KPOI-F
2. KPOI-F	2. KRTR-F	2. KSSK	2. KSSK	2. KULA-F		2. KQMQ-F	2. KQMQ-F	2. KULA-F	2. KULA-F	2. KSSK
3. KQMQ-F	3. KPOI-F	3. KRTR-F	3. KRTR-F	3.		3. KULA-F	KULA-F	3. KQMQ-F	3. KSSK	KULA-F
4. KRTR-F	4. KQMQ-F	4. KQMQ-F	4. KIKI	4.		4.	4. KRTR-F	4. KSSK	KRTR-F	4. KRTR-F
5.	5. KSSK	5. KPOI-F	5.	5.		5.	5.	KRTR-F	5. KQMQ-F	5. KQMQ-F

FORMATS	AM	FM	TOTAL	%
TOP 40/CHR/CONTEMP	61 (1)	194 (2)	255 (3)	23.1
AOR		128 (1)	128 (1)	11.6
AC/OLDIES/SOFT ROCK	52 (1)	172 (2)	224 (3)	20.3
MOR/VARIETY	165 (2)		165 (2)	14.9
COUNTRY	27 (1)		27 (1)	2.4
BLACK/URBAN				
BTFL MUSIC	23 (1)	76 (1)	99 (2)	9.0
NEWS/TALK	87 (2)		87 (2)	7.9
NOSTALGIA	20 (1)		20 (1)	1.8
RELIGION	13 (2)	4 (1)	17 (3)	1.5
SPANISH				
CLASSICAL				
UNKNOWN/OTHERS	83 (3)		83 (3)	7.5

OTHER RATED STATIONS/METRO SHARE & CUME RATING			
KAIM	870	Honolulu	.8/3.0
KAIM-F	95.5	Honolulu	.3/1.2
KIFH	1040	Honolulu	.3/1.4
KORL	650	Honolulu	1.7/4.9
KZOO	1210	Honolulu	1.0/1.7

RADIO STATIONS

KAIM, 870, 50 KW (DA-2), RELIGION	, \$10.00 (----)
KCCN, 1420, 5 KW, HAWAIIAN	, \$17.00* (Weiss)
KDEO, 940, 10 KW, COUNTRY (Drake-Chen)	MBS, \$ NA (Masla)
KGU, 760, 10 KW, NEWS/TALK	CBS, ABC-T, \$17.00 (Blair)
KHVH, 990, 5 KW, NEWS/TALK	NBC, WSJ, ABC-E, \$40.50 (HNWH)
KIFH, 1040, 10 KW, RELIGION	, \$ NA (----)
KIKI, 830, 10 KW, CHR	, \$30.00 (Katz)
KISA, 1540, 5 KW (DA-2), FILIPINO	, \$13.00 (Gillis)
KKUA, 690, 10 KW, AC	APR, RKO, \$30.00 (Selcom)
KLEI, 1130, 10 KW, HAWAIIAN/BTFL	, \$ 9.00 (----)
KOHO, 1170, 5 KW, VARIOUS	, \$13.10 (----)
KORL, 650, 10 KW, NOSTALGIA	UPI, \$20.00 (----)
KSSK, 590, 5 KW, MOR	, \$87.06 (Eastman)
KZOO, 1210, 1 KW, JAPANESE/ETHNIC	, \$10.00 (----)
KUMU, 1500, 10 KW, BTFL MUS	, \$32.00 (Torbet)

KMAI-F, 93.9, 100 KW @ -400, AC	, \$31.00 (Katz)
KPOI-F, 97.5, 83 KW @ -46, AOR (Burk-Abr)	, \$32.00* (Republic)
KQMQ-F, 93.1, 54 KW @ -119, CHR/URBAN	APR, RKO, \$26.00 (Selcom)
KRTR-F, 96.3, 55 KW @ 2120, CONTEMP (?)	, \$25.00* (Roslin)
KULA-F, 92.3, 100 KW @ 1685, CONTEMP	, \$87.06 (Eastman)

KUMU-F, 94.7, 100 KW @ 78, BTFL MUS, \$32 (Torbet)

HOUSTON

Arbitron Rank/Pop (12+): 8/2,970,400  
 CMSA Rank/Pop: # 8  
 MSA Rank/Pop: 8/3,187,200  
 ADI # 10  
 Average Person Rating: 18.0  
 Market TSL: 23.5 hours

Stations: 29/29  
 Diaries: 2240/1326:1/45.8%  
 Sample Target: 2030  
 Standard Error: .424  
 % Below Line: 0  
 % Not Listed:

Est. 1984 Revenue: \$105,000,000  
 Gross Inc.: 42.8 Bil  
 HH Inc.: \$37,437  
 Retail \$: 22.9 Bil  
 Pop per Station: 102,428

12+ METRO	1/4/SHARE	SUM 84	SPG 84	WIN 84	FAL 83	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/ METRO CUME RATING	SPG 84	FAL 83
1. KMJQ-F	499/9.4	10.2	9.1	7.8	6.4	12.3	1. KMJQ-F 539/5477	1. KKBQ-F 6719/22.6	25.4	18.9
2. KKBQ-F	491/9.2	8.9	10.7	8.7	7.7	10.9	2. KKBQ-F 521/7239	2. KMJQ-F 5028/16.9	15.9	15.1
3. KIKK-F	406/7.6	7.5	6.4	8.4	7.5	7.9	3. KIKK-F 469/5742	3. KIKK-F 4904/16.5	15.4	16.2
4. KODA-F	397/7.4	6.8	8.4	7.0	6.7	5.1	4. KODA-F 441/5137	4. KLOL-F 4816/16.2	17.0	14.2
5. KLTR-F	337/6.3	4.5	3.2	4.8	4.7	6.3	5. KLTR-F 344/4878	5. KLTR-F 4804/16.2	9.3	11.3
6. KSRR-F	282/5.3	5.5	7.4	6.0	5.6	8.7	6. KSRR-F 320/4965	6. KODA-F 4623/15.6	16.3	14.9
7. KLOL-F	258/4.8	5.8	5.8	5.8	4.9	7.1	7. KTRH 306/5202	7. KSRR-F 4493/15.1	18.3	14.7
8. KFMK-F	256/4.8	4.1	3.8	4.7	5.2	5.8	8. KLOL-F 277/5183	8. KTRH 4418/14.9	11.0	12.6
9. KQUE-F	239/4.5	4.6	3.5	4.4	3.8	2.0	9. KFMK-F 271/4235	9. KFMK-F 4082/13.7	11.7	14.2
10. KTRH	237/4.4	4.3	3.5	5.2	4.1	3.7	10. KXAS-F 261/3464	10. KRBE-F 3426/11.5	12.7	12.5
11. KXAS-F	220/4.1	4.9	4.9	5.9	6.9	4.3	11. KQUE-F 245/2561	11. KXAS-F 3011/10.1	12.8	15.6
12. KPRC	200/3.7	3.6	3.1	3.8	5.0	2.5	12. KPRC 207/3171	12. KPRC 3008/10.1	9.1	12.3
13. KRBE-F	145/2.7	4.4	4.7	3.7	4.0	1.7	13. KRBE-F 157/3712	13. KQUE-F 2457/ 8.3	7.9	7.4
14. KYOK	138/2.6	1.5	2.6	.8	.6	1.7	14. KYOK 139/2096	14. KYOK 2057/ 6.9	6.6	3.8
15. KLEF-F	117/2.2	1.4	1.2	1.5	1.9	1.6	15. KILT 125/1785	15. KLEF-F 1573/ 5.3	4.4	5.0
16. KILT	99/1.9	1.7	1.7	2.6	2.1	1.5	16. KLEF-F 121/1663	16. KKBQ 1542/ 5.2	7.3	7.1
17. KXYZ	72/1.3	1.3	1.8	.8	1.3	.9	17. KXYZ 72/ 726	17. KILT 1431/ 4.8	6.2	7.4
18. KGOL-F	64/1.2	.8	.8	1.5	1.7	.7	18. KGOL-F 64/ 964	18. KIKK 922/ 3.1	3.1	3.2
19. KLAT	59/1.1	1.5	1.0	2.0	1.5	1.9	19. KIKK 61/1023	19. KGOL-F 920/ 3.1	2.4	3.7
20. KKBQ	55/1.0	1.6	2.2	2.1	2.1	.9	20. KLAT 59/ 697	20. KCOH 740/ 2.5	3.2	2.8
21.							21.	21.		
22.							22.	22.		
23.							23.	23.		
24.							24.	24.		
25.							25.	25.		

12+ FM SHARE (METRO): 77.96% (3792 of 4864) (FAL 83: 73.75%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KKBQ-F	1. KMJQ-F	1. KMJQ-F	1. KIKK-F	1. KIKK-F	1. KODA-F	1. KKBQ-F+	1. KODA-F	1. KMJQ-F	1. KMJQ-F	1. KMJQ-F
2. KMJQ-F	2. KKBQ-F	2. KKBQ-F	2. KMJQ-F	2. KODA-F	2. KIKK-F	2. KIKK-F	2. KIKK-F	2. KKBQ-F	2. KKBQ-F	2. KKBQ-F
3. KSRR-F	3. KLTR-F	3. KIKK-F	3. KODA-F	3. KMJQ-F	3. KQUE-F	3. KMJQ-F	3. KLTR-F	3. KIKK-F	3. KLOL-F	3. KODA-F
4. KLOL-F	4. KSRR-F	4. KLTR-F	4. KFMK-F	4. KFMK-F	4. KTRH	4. KTRH	4. KMJQ-F	4. KLTR-F	4. KSRR-F	4. KIKK-F
5. KYOK	5. KLOL-F	5. KFMK-F	5. KLTR-F	5. KLTR-F	5. KXAS-F	5. KODA-F	5. KKBQ-F	5. KODA-F	5. KODA-F	5. KLTR-F
6.	6. KIKK-F	6. KODA-F	6. KKBQ-F	6. KKBQ-F	6. KPRC	6. KSRR-F	6. KQUE-F	6. KSRR-F	6. KIKK-F	6. KLOL-F
7.	7. KFMK-F	7. KSRR-F	7. KXAS-F	7. KXAS-F	7. KMJQ-F	7. KFMK-F	7. KFMK-F	7. KLOL-F	7. KPRC	7. KFMK-F
8.	8.	8. KLOL-F	8. KLOL-F	8. KLOL-F	8. KFMK-F	8. KLTR-F	8. KSRR-F	8. KFMK-F	8. KLTR-F	8. KXAS-F
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. KKBQ-F	1. KMJQ-F	1. KMJQ-F	1. KLTR-F	1. KIKK-F	1. KSRR-F	1. KSRR-F	1. KSRR-F	1. KLOL-F	1. KIKK-F
2. KMJQ-F	2. KKBQ-F	2. KKBQ-F	2. KMJQ-F	2. KODA-F	2. KMJQ-F	2. KMJQ-F	2. KMJQ-F	2. KSRR-F	2. KODA-F
3. KLTR-F	3. KLTR-F	3. KLTR-F	3. KFMK-F	3. KMJQ-F	3. KKBQ-F	3. KLOL-F	3. KIKK-F	3. KLTR-F	3. KLTR-F
4. KYOK	4. KIKK-F	4. KIKK-F	4. KIKK-F	4. KFMK-F	4. KLOL-F	4. KKBQ-F	4. KLOL-F	4. KIKK-F	4. KMJQ-F
5. KLOL-F	5. KFMK-F	5. KFMK-F	5. KKBQ-F	5. KLTR-F	5.	5. KLTR-F	5. KKBQ-F	5. KMJQ-F	5. KLOL-F
6. KRBE-F	6. KLOL-F	6. KODA-F	6. KXAS-F	6. KKBQ-F	6.	6. KIKK-F	6. KLTR-F	6. KFMK-F	6. KFMK-F
7. KIKK-F	7. KRBE-F	7. KXAS-F	7. KLOL-F	7. KXAS-F	7.	7. KFMK-F	7. KFMK-F	7. KKBQ-F	7. KXAS-F
8. KSRR-F	8. KXAS-F	8. KRBE-F	8. KODA-F	8. KQUE-F	8.	8.	8. KODA-F	8.	8. KKBQ-F
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING		
TOP 40/CHR/CONTEMP	55 (1)	636 (2)	691 (3)	14.2	KCOH	1430	.8/2.5
AOR		540 (2)	540 (2)	11.1	KEYH	850	.7/1.2
AC/OLDIES/SOFT ROCK MOR/VARIETY	53 (2)	593 (2)	646 (4)	13.3	KHCB-F	105.7	.5/2.1
					KIKK	650	Pasadena 1.0/3.1
COUNTRY	151 (2)	626 (2)	777 (4)	16.0	KJOJ-F	106.9	Conroe .7/1.9
BLACK/URBAN	179 (2)	499 (1)	678 (3)	13.9	KLVZ	1480	Pasadena .6/1.1
BTFM MUSIC		397 (1)	397 (1)	8.2	KNUZ	1230	.6/2.1
NEWS/TALK	437 (2)		437 (2)	9.0	KRBE	1070	.4/1.9
NOSTALGIA		239 (1)	239 (1)	4.9	KZRQ-F	92.1	Seabrook .3/1.6
RELIGION	128 (3)		128 (3)	2.6			
SPANISH	197 (4)		197 (4)	4.1			
CLASSICAL		117 (1)	117 (1)	2.4			
UNKNOWN/OTHERS		17 (1)	17 (1)	0.3			
4864 (29)							

RADIO STATIONS

AM STATIONS

KBUK, 1360, 1 KW (DA-2)	COUNTRY	, \$ 22.00 (Riley)	(BAYTOWN)	1. KKBQ-F
KCOH, 1430, 1 KW (DAYS)	BLACK	SBN, \$ 42.00 (Roslin)		2. KMJQ-F
KEYH, 850, 10 KW (DAYS, DA)	SPANISH	, \$ 40.00* (Lotus)		3. KIKK-F
KIKK, 650, 250 W (DAYS)	COUNTRY	, \$ 96.50 (Torbet)	Viacom	4. KODA-F
KILT, 610, 5 KW (DA-2)	COUNTRY	, \$ 95.00* (Blair)	LIN	5. KLTR-F
KKBQ, 790, 5 KW (DA-2)	CHR	ABC-F, \$ 97.00* (Eastman)	Gannett	6. KSRR-F
KLAT, 1010, 5 KW/1 KW (DA-2)	SPANISH	, \$ 96.00 (Caballero)		7. KTRH
KNUZ, 1230, 1 KW/250 W	OLDIES	ABC-D, \$ NA (Republic)		8. KLOL-F
KPRC, 950, 5 KW (DA-N)	NEWS/TALK	NBC, \$130.00* (CBS Spot)		9. KFMM-F
KRBE, 1070, 10 KW/5 KW (DA-2)	AC	, \$ 55.00* (Katz)	Lake Huron	10. KXAS-F
KTRH, 740, 50 KW (DA-1)	NEWS/TALK	WSJ, CBS, MBS, \$130.00* (Christal)		11. KQUE-F
KXYZ, 1320, 5 KW (DA-N)	SPANISH	, \$ 77.50 (Caballero)	Infinity	12. KPRC
KYOK, 1590, 5 KW (DA-N)	BLACK	, \$ 45.00 (Weiss)	All Pro	13. KRBE-F
KYST, 920, 5 KW/1 KW (DA-N)	SPANISH	, \$ 36.00 (P/W)	(TEXAS CITY)	14. KYOK
				15. KILT

FM STATIONS

KFMM-F, 97.9, 100 KW @ 500, AC		, \$239.75 (Selcom)	First Media	1. KKBQ-F
KGOL-F, 107.5, 100 KW @ 1000, RELIGION		UPI, \$ 37.50 (Riley)	(LAKE JACKSON)	2. KIKK-F
KIKK-F, 95.7, 100 KW @ 995, COUNTRY		, \$195.00 (Torbet)	Viacom	3. KMJQ-F
KXAS-F, 100.3, 100 KW @ 790, COUNTRY		, \$172.50 (Blair)	LIN	4. KLOL-F
KKBQ-F, 92.5, 100 KW @ 1920, CHR		ABC-F, \$198.00* (Eastman)	Gannett	5. KODA-F
KLEF-F, 94.5, 100 KW @ 1970, CLASSICAL		, \$ 90.00 (CMBS)	Entercom	6. KLTR-F
KLOL-F, 101.1, 100 KW @ 1949, AOR (Burk-Abr)		Source, \$135.00* (Christal)		7. KTRH
KLTR-F, 93.7, 100 KW @ 790, AC		CBS-R, \$175.00* (Masla)	Gulf	8. KSRR-F
KMJQ-F, 102.1, 100 KW @ 790, URBAN		, \$145.00* (Mc-Guild)	Amaturo	9. KFMM-F
KODA-F, 99.1, 100 KW @ 790, BTFM MUS		, \$205.00 (Blair/RAR)	Westinghouse	10. KRBE-F
KQUE-F, 102.9, 100 KW @ 1049, NOSTALGIA		ABC-E, \$ 95.00* (Republic)		11. KXAS-F
KRBE-F, 104.1, 100 KW @ 790, CHR		, \$170.00* (Katz)	Lake Huron	12. KPRC
KSRR-F, 96.5, 100 KW @ 2000, AOR (Pollack)		ABC-R, \$175.00* (HNWH)	ABC	13. KQUE-F
				14. KYOK
				15. KILT

ADI FM SHARE:  
77.51%

CALL LETTER CHANGES

KILT-F changed to KXAS-F

FORMAT CHANGES

STATION SALES

KKBQ A/F: from Harte-Hanks to Gannett for \$35,000,000

MISCELLANEOUS COMMENTS

KXAS-F continues decline - did the call letter change hurt them?

HUNTINGTON, WV

Arbitron Rank/Pop (12+): 114/280,000  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 113/337,000  
 ADI # 44 (with Charlotte)  
 Average Person Rating: 14.8  
 Market TSL: 19.5 hours

Stations: 19/15  
 Diaries: 847/331:1/52.1%  
 Sample Target: 680  
 Standard Error: .646  
 % Below Line: 10.5  
 % Not Listed: 7.7

Est. 1984 Revenue: \$7,300,000  
 Gross Inc.: 2.7 Bil  
 HH Inc.: \$22,604  
 Retail \$: 1.8 Bil  
 Pop per Station: 18,667

12+ METRO	1/4/SHARE	SPG 84	FAL 83	SPG 83	FAL 82	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/ METRO CUME RATING	SPG 84	FAL 83
1. WAMX-F	80/19.3	10.8	10.5	9.6	7.0	21.4	1. WAMX-F 109/1414	1. WKEE-F 1055/37.7	42.4	39.3
2. WTCR-F	73/17.6	17.9	15.6	8.7	8.5	17.3	2. WKEE-F 91/1527	2. WAMX-F 977/34.9	25.9	19.6
3. WKEE-F	65/15.7	19.2	25.2	22.2	23.4	16.1	3. WTCR-F 91/1299	3. WTCR-F 965/34.5	31.9	24.0
4. WGNT	41/ 9.9	13.8	10.5	10.8	7.9	12.5	4. WKLC-F 65/ 744	4. WGNT 631/22.5	24.8	24.8
5. WKLC-F	25/ 6.0	2.8	---	1.2	3.4	4.8	5. WGNT 44/ 683	5. WEMM-F 270/ 9.6	12.5	12.9
6. WEMM-F	18/ 4.3	4.9	7.1	4.8	7.4	7.7	6. WQBE-F 41/ 505	6. WKLC-F 268/ 9.6	7.5	---
7. WHEZ	11/ 2.7	4.4	6.8	12.8	9.4	3.2	7. WEMM-F 33/ 509	7. WKEE 223/ 8.0	12.2	8.9
8. WPAY-F	11/ 2.7	1.3	2.5	2.4	1.6	2.3	8. WPAY-F 32/ 632	8. WHEZ 215/ 7.7	9.6	13.4
9. WGOH	10/ 2.4	---	1.1	.5	---	3.2	9. WPAY 20/ 279	9. WIRO 214/ 7.6	10.0	8.1
10.							10. WGOH 13/ 183	10.		
11.							11.	11.		
12.							12.	12.		
13.							13.	13.		
14.							14.	14.		
15.							15.	15.		
16.							16.	16.		
17.							17.	17.		
18.							18.	18.		
19.							19.	19.		
20.							20.	20.		
21.							21.	21.		
22.							22.	22.		
23.							23.	23.		
24.							24.	24.		
25.							25.	25.		

12+ FM SHARE (METRO): 75.65% (289 of 382) (FAL 83: 72.73%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WAMX-F	1. WAMX-F	1. WKEE-F	1. WTCR-F	1. WTCR-F	1. WTCR-F	1. WTCR-F	1. WTCR-F	1. WAMX-F	1. WAMX-F	1. WTCR-F
2. WKEE-F	2. WKEE-F	2. WAMX-F	2. WKEE-F	2. WKEE-F	2. WGNT	2. WKEE-F	2. WKEE-F	2. WTCR-F	2. WTCR-F	2. WAMX-F
3. WKLC-F	3. WTCR-F	3. WTCR-F	3. WAMX-F	3. WAMX-F	3. WKEE-F	3. WAMX-F	3. WAMX-F	3. WKEE-F	3. WKEE-F	3. WKEE-F
4.	4. WKLC-F	4.	4. WGNT	4. WGNT	4. WAMX-F	4. WGNT	4. WGNT	4. WGNT	4. WKLC-F	4. WGNT
5.	5.	5.	5.	5.	5.	5.	5.	5.	5.	5.
6.	6.	6.	6.	6.	6.	6.	6.	6.	6.	6.
7.	7.	7.	7.	7.	7.	7.	7.	7.	7.	7.
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WAMX-F	1. WKEE-F	1. WKEE-F	1. WKEE-F	1. WTCR-F	1. WAMX-F	1. WAMX-F	1. WAMX-F	1. WTCR-F	1. WTCR-F
2. WKEE-F	2. WAMX-F	2. WAMX-F	2. WAMX-F	2. WKEE-F	2. WKEE-F	2. WKEE-F	WTCR-F	2. WAMX-F	2. WKEE-F
3. WKLC-F	3. WTCR-F	3. WTCR-F	WTCR-F	3. WAMX-F	3. WKLC-F	3. WTCR-F	3. WKEE-F	3. WKEE-F	3. WAMX-F
4.	4. WKLC-F	4.	4.	4. WGNT	4.	4. WKLC-F	4.	4. WKLC-F	4. WGNT
5.	5.	5.	5.	5.	5.	5.	5.	5.	5.
6.	6.	6.	6.	6.	6.	6.	6.	6.	6.
7.	7.	7.	7.	7.	7.	7.	7.	7.	7.
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP		80 (1)	80 (1)	20.9	WCMI	1340	Ashland	1.4/5.4
AOR		25 (1)	25 (1)	6.5	WIRO	1230	Ironton, OH	2.2/7.6
AC/OLDIES/SOFT ROCK	8 (1)	65 (1)	73 (2)	19.1	WITO-F	107.1	Ironton, OH	.7/3.6
MOR/VARIETY	15 (2)	9 (1)	24 (3)	6.3	WKEE	800	Huntington	1.9/8.0
COUNTRY	54 (4)	81 (4)	135 (8)	35.3	WLGCF	105.5	Greenup	2.2/5.2
BLACK/URBAN					WNST	1600	Milton	.2/1.7
BTFL MUSIC					WNST-F	106.3	Milton	.7/3.5
NEWS/TALK					WWHY	1470	Huntington	1.2/2.4
NOSTALGIA	11 (1)		11 (1)	2.9	WPAY	1400	Portsmouth, OH	.5/1.2
RELIGION	5 (1)	29 (2)	34 (3)	8.9	WQBE-F	97.5	Charleston	.5/3.6
SPANISH								
CLASSICAL								
UNKNOWN/OTHERS								
			382 (19)					

RADIO STATIONS

AM STATIONS

WCMI, 1340, 1 KW/250 W	, MOR	RKO II, \$ 8.00 (----	(ASHLAND, KY)
WGNT, 930, 5 KW/1 KW (DA-N)	, COUNTRY	ABC-E, \$28.00* (Torbet)	Stoner
WHEZ, 1420, 5 KW/500 W (DA-N)	, MOR (Drake-Chen)	ABC-I, \$47.50 (Mc-Guild)	CRB
WIRO, 1230, 1 KW/250 W	, MOR	MBS, \$ 8.00 (Regional)	(IRONTON, OH)
WKEE, 800, 5 KW (DAYS)	, AC	ABC-C, \$ NA (Katz)	Capitol-WRAL
WXXV, 1080, 5 KW (DAYS,DA)	, COUNTRY	, \$ 9.00 (Dome)	(HURRICANE)
WWHY, 1470, 5 KW (DAYS)	, RELIGION	, \$10.00 (----	
WLSI, 900, 5 KW (DAYS)	, COUNTRY	, \$ 9.00 (----	(PIKEVILLE, KY)

FM STATIONS

WAMX-F, 93.7, 50 KW @ 463, CHR (TM)	, \$50.00* (Torbet)	Stoner (ASHLAND)
WEMM-F, 107.9, 50 KW @ 500, RELIGION	, \$14.00 (----	Mortenson
WITO-F, 107.1, 3 KW @ 200, COUNTRY	MBS, \$12.00 (Regional)	(IRONTON, OH)
WKEE-F, 100.5, 53 KW @ 556, AC/CONTEMP (Pollack)	ABC-C, \$75.00 (Katz)	Capitol-WRAL
WTCR-F, 103.3, 50 KW @ 490, COUNTRY (Drake-Chen)	ABC-I, \$47.50 (Mc-Guild)	CRB
WCAK-F, 92.7, 3 KW @ 135, CONTEMP	CBS-R, \$ 8.00 (----	(CATLETTSBURG, KY)
WPAY-F, 104.1, 100 KW @ 840, RELIGION/COUNTRY	, \$10.90 (Mid-Amer)	Braden (PORTSMOUTH, OH)
WXCC-F, 96.5, 50 KW @ 500, COUNTRY	MBS, \$10.00 (----	(WILLIAMSON)
WXIL-F, 95.1, 50 KW @ 500, CHR	, \$15.00 (----	Burbach (PARKERSBURG, WV)

Other ranked stations - See Charleston in Spring 84 edition of American Radio

12+ ADI 1/4

1. WKLC-F
2. WAMX-F
3. WKEE-F
4. WQBE-F
5. WTCR-F
6. WVAF-F
7. WNUS-F
8. WCHS
9. WXIL-F
- WBES-F
11. WQHY-F
12. WATH
- WGNT
14. WVSR-F
15. WPAY-F

12+ ADI CUME

1. WKLC-F
2. WKEE-F
3. WAMX-F
4. WTCR-F
5. WQBE-F
6. WVAF-F
7. WVSR-F
8. WCHS
9. WXIL-F
10. WGNT
11. WPAY-F
12. WQHY-F
13. WBES-F
14. WEMM-F
15. WCAW

ADI FM SHARE:

74.14%

CALL LETTER CHANGES

FORMAT CHANGES

WKEE reclassified as AC  
WAMX reclassified as CHR

STATION SALES

MISCELLANEOUS COMMENTS

Carter County (KY) added to Arbitron metro...

INDIANAPOLIS

Arbitron Rank/Pop (12+): 37/970,400  
 CMSA Rank/Pop: # 31  
 MSA Rank/Pop: 40/1,161,700  
 ADI # 24  
 Average Person Rating: 17.0  
 Market TSL: 22.3 hours

Stations: 21/20  
 Diaries: 1605/605:1/49.1%  
 Sample Target: 1500  
 Standard Error: .492  
 % Below Line: 0.3  
 % Not Listed: 6.3

Est. 1984 Revenue: \$32,500,000  
 Gross Inc.: 11.7 Bil  
 HH Inc.: \$27,814  
 Retail \$: 7.3 Bil  
 Pop per Station: 48,520

12+ METRO	1/4/SHARE	SPG 84	FAL 83	SPG 83	FAL 82	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/ METRO CUME RATING	SPG 84	FAL 83
1. WIBC	263/16.0	16.2	15.9	14.3	11.1	15.3	1. WFBQ-F 370/3946	1. WIBC 3017/31.1	32.3	30.3
2. WFBQ-F	186/11.3	9.6	9.9	9.1	7.4	13.1	2. WIBC 295/3575	2. WZPL-F 2783/28.7	32.7	31.1
3. WZPL-F	182/11.1	15.1	14.6	9.6	8.7	15.5	3. WZPL-F 253/4181	3. WFBQ-F 2018/20.8	19.8	16.8
4. WFMS-F	146/ 8.9	6.6	6.6	8.5	12.5	5.6	4. WXTZ-F 212/2518	4. WENS-F 1827/18.8	17.2	17.8
5. WTLC-F	144/ 8.8	6.0	7.7	9.7	9.2	12.4	5. WFMS-F 182/2086	5. WXTZ-F 1551/16.0	17.3	18.2
6. WENS-F	128/ 7.8	6.7	6.0	7.7	10.5	5.9	6. WTLC-F 160/1390	6. WNAP-F 1546/15.9	16.4	12.9
7. WXTZ-F	126/ 7.7	9.6	8.6	9.7	9.0	9.2	7. WENS-F 147/2410	7. WFMS-F 1504/15.5	14.2	15.1
8. WIRE	84/ 5.1	5.6	7.6	6.5	8.8	6.4	8. WNAP-F 104/2169	8. WIRE 1219/12.6	13.4	16.5
9. WNAP-F	81/ 4.9	4.7	3.9	5.6	5.8	5.0	9. WIRE 87/1481	9. WTLC-F 1150/11.9	9.2	12.9
10. WMLF	53/ 3.2	2.9	3.6	2.0	2.2	2.5	10. WMLF 62/ 754	10. WNDE 692/ 7.1	8.6	6.4
11. WNDE	42/ 2.6	2.6	1.7	3.2	1.5	2.8	11. WNDE 49/ 866	11. WMLF 644/ 6.6	6.7	6.9
12. WTPI-F	22/ 1.3	---	---	---	---	---	12. WTPI-F 24/ 473	12. WTPI-F 381/ 3.9	---	---
13. WGRT	19/ 1.2	1.6	1.1	1.5	2.1	.5	13. WLW 23/ 541	13. WXIR-F 234/ 2.4	2.7	2.6
14. WXIR-F	15/ .9	1.4	1.0	.8	.5	.6	WGRT 23/ 270	14. WGRT 186/ 1.9	3.4	2.6
15. WCBK-F	10/ .6	.5	.6	.4	.4	.1	15. WXIR-F 15/ 234	15. WXLW 178/ 1.8	---	2.3
16.							16.	16.		
17.							17.	17.		
18.							18.	18.		
19.							19.	19.		
20.							20.	20.		
21.							21.	21.		
22.							22.	22.		
23.							23.	23.		
24.							24.	24.		
25.							25.	25.		

12+ FM SHARE (METRO): 67.83% (1046 of 1542) (FAL 83: 65.76%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WZPL-F	1. WFBQ-F	1. WFBQ-F	1. WENS-F	1. WIBC	1. WIBC	1. WIBC	1. WIBC	1. WIBC	1. WZPL-F	1. WIBC
2. WNAP-F	2. WZPL-F	2. WZPL-F	2. WIBC	2. WENS-F	2. WFMS-F	2. WFBQ-F	2. WFBQ-F	2. WFBQ-F	2. WIBC	2. WZPL-F
3. WFBQ-F	3. WTLC-F	3. WENS-F	3. WFMS-F	3. WFMS-F	3. WXTZ-F	3. WZPL-F	3. WXTZ-F	3. WZPL-F	3. WFBQ-F	3. WTLC-F
4. WTLC-F	4. WENS-F	4. WIBC	4. WFBQ-F	4. WZPL-F	4. WENS-F	4. WFMS-F	4. WENS-F	4. WFMS-F	4. WTLC-F	4. WFMS-F
5.	5. WFMS-F	5. WFMS-F	WZPL-F	5. WTLC-F	5. WIRE	5. WENS-F	5. WZPL-F	5. WENS-F	5. WFMS-F	5. WFBQ-F
6.	6. WIBC	6. WTLC-F	6. WTLC-F	6. WXTZ-F	6. WTLC-F	6. WTLC-F	6. WFMS-F	6. WTLC-F	6. WXTZ-F	6. WENS-F
7.	7. WNAP-F	7.	7. WXTZ-F	7.	7. WZPL-F	7. WXTZ-F	7. WTLC-F	7. WXTZ-F	7. WNAP-F	7. WXTZ-F
8.	8.	8.	8.	8.	8.	8. WIRE	8.	8.	8. WENS-F	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WZPL-F	1. WZPL-F	1. WZPL-F	1. WZPL-F	1. WIBC	1. WFBQ-F	1. WFBQ-F	1. WFBQ-F	1. WFBQ-F	1. WIBC
2. WFBQ-F	2. WENS-F	2. WENS-F	2. WENS-F	2. WENS-F	2.	2.	2. WFMS-F	2. WTLC-F	WFBQ-F
3. WENS-F	3. WFBQ-F	3. WIBC	3. WFBQ-F	3. WFMS-F	3.	3.	3. WTLC-F	3. WFMS-F	WFMS-F
4. WTLC-F	4. WTLC-F	4. WFMS-F	4. WTLC-F	4. WZPL-F	4.	4.	4. WENS-F	4. WENS-F	4. WENS-F
5. WNAP-F	5. WIBC	5. WFBQ-F	5. WIBC	5. WXTZ-F	5.	5.	5. WIBC	WZPL-F	5. WTLC-F
6.	6. WNAP-F	6. WTLC-F	6. WFMS-F	6. WTLC-F	6.	6.	6. WZPL-F	6. WIBC	6. WZPL-F
7.	7. WFMS-F	7. WXTZ-F	7. WNAP-F	7. WFBQ-F	7.	7.	7.	7.	7. WNDE
8.	8.	WNAP-F	8.	8.	8.	8.	8.	8.	WXTZ-F
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.



FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP		263 (2)	263 (2)	17.1	WATI-F	107.1	Danville	.4/1.7
AOR		186 (1)	186 (1)	12.1	WBRI	1500	Indianapolis	.5/1.8
AC/OLDIES/SOFT ROCK	42 (1)	150 (2)	192 (3)	12.5	WFMB	1110	Noblesville	.4/1.0
MOR/VARIETY	280 (4)	10 (1)	290 (5)	18.8	WSVL	1520	Shelbyville	.4/.9
COUNTRY	84 (1)	146 (1)	230 (2)	14.9	WXLW	950	Indianapolis	.5/1.8
BLACK/URBAN		150 (2)	150 (2)	9.7	WLW	700	Cincinnati	.3/1.3
BTFL MUSIC		126 (1)	126 (1)	8.2				
NEWS/TALK								
NOSTALGIA	72 (2)		72 (2)	4.7				
RELIGION	18 (2)	15 (1)	33 (3)	2.1				
SPANISH								
CLASSICAL								
UNKNOWN/OTHERS								
			1542 (21)					

12+ ADI 1/4

RADIO STATIONS

AM STATIONS

WGRT, 810, 250 W (DAYS)	, NOSTALGIA	ABC-D, \$ 19.00 (Weiss)	Universal	1. WFBQ-F
WBRI, 1500, 5 KW (DAYS,DA)	, RELIGION	, \$ 18.00 (----)		2. WIBC
WFMB, 1110, 500 W (DAYS,DA)	, MOR/NOST	, \$ 13.00 (Pates)	(NOBLESVILLE)	3. WZPL-F
WIBC, 1070, 50 KW/10 KW (DA-2), MOR		NBC-T, \$125.63 (Blair)	Blair	4. WXTZ-F
WIRE, 1430, 5 KW (DA-N)	, COUNTRY	ABC-E,RKO, \$ 98.25 (Eastman)	Mid America	5. WFMS-F
WMLF, 1310, 5 KW/1 KW (DA-N)	, NOST (Al Ham)	NBC, \$ 37.50 (Mc-Guild)	BENI	6. WTLC-F
WNDE, 1260, 5 KW (DA-N)	, OLDIES	ABC-I, \$ 45.00* (Katz)	Gulf	7. WENS-F
WNTS, 1590, 5 KW/500 W (DA-2)	, RELIGION	, \$ 19.00 (----)		8. WNAP-F
WXLW, 950, 5 KW (DAYS,DA)	, RELIGION	, \$ 10.00 (----)		9. WIRE
				10. WWKI-F
				11. WMLI
				12. WZWF-F
				13. WNDE
				14. WMOH-F
				15. WBWB-F

FM STATIONS

WENS-F, 97.1, 30 KW @ 679, AC	, \$ 95.00 (Christal)	Emmis	
WFBQ-F, 94.7, 52 KW @ 850, AOR (Burk-Abr)	Source, \$ 80.00 (Katz)	Gulf	12+ ADI CUME
WFMS-F, 95.5, 50 KW @ 500, COUNTRY	, \$ 87.13 (Torbet)	Susquehanna	1. WZPL-F
WNAP-F, 93.1, 13 KW @ 1022, CHR	, \$ 70.50 (Blair)	Blair	2. WFBQ-F
WTLC-F, 105.7, 50 KW @ 445, BLACK	SBN,NBN, \$ 70.00* (Mc-Guild)	BENI	3. WIBC
WTPI-F, 107.9, 50 KW @ 500, AC	, \$ 35.00 (MMR)		4. WXTZ-F
WXTZ-F, 103.3, 18 KW @ 860, BTFL MUS	, \$108.08 (Eastman)	Mid America	5. WENS-F
WZPL-F, 99.5, 50 KW @ 500, CHR	, \$100.00 (HNWH)	Heftel	
WGTC-F, 92.3, 37 KW @ 1091, COUNTRY	, \$ 20.00 (Weiss)	Sarkes-Tarzian (BLOOMINGTON)	6. WNAP-F
WAPI-F, 107.1, 3 KW @ 300, URBAN/GOSPEL	ABC-F,MBS, \$ 32.00 (Weiss)	Universal (DANVILLE)	7. WFMS-F
WXIR-F, 98.3, 3 KW @ 296, RELIGION	, \$ 18.00 (----)		8. WIRE
WMDH-F, 102.5, 50 KW @ 355, COUNTRY	, \$ 17.25 (S. Katz)	(NEW CASTLE)	9. WTLC-F
WLBC-F, L04.1, 50 KW @ 500, CHR (Drake-Chen)	CBS-R, \$ 15.50 (Masla)	(MUNCIE)	10. WNDE
WAZY-F, 96.5, 50 KW @ 500, CHR	ABC-C, \$ 17.50 (----)	(LAFAYETTE)	11. WWKI-F
			12. WMLF
			13. WZWF-F
			14. WLBC-F
			15. WAZY-F

ADI FM SHARE:  
72.92%

CALL LETTER CHANGES

WGRT-F changed to WATI-F (Dec)  
WATI changed to WGRT (Dec)

FORMAT CHANGES

STATION SALES

WMLF: from Embrescia to BENI for \$875,000  
WATI: from Sarkes-Tarzian to Universal for \$300,000 (Hepburn)

MISCELLANEOUS COMMENTS

WTPI-F went on the air in October; it is the old WIFE-F...

JACKSONVILLE

Arbitron Rank/Pop (12+): 55/646,700  
 CMSA Rank/Pop: # 50  
 MSA Rank/Pop: 64/760,700  
 ADI # 64  
 Average Person Rating: 16.3  
 Market TSL: 21.6 hours

Stations: 23/22  
 Diaries: 998/648:1/49.8%  
 Sample Target: 1000  
 Standard Error: .631  
 % Below Line: 2.4  
 % Not Listed: 8.9

Est 1984 Revenue: \$13,400,000  
 Gross Inc.: 7.1 Bil  
 HH Inc.: \$25,835  
 Retail \$: 4.7 Bil  
 Pop per Station: 29,395

12+ METRO	1/4/SHARE	SPG 84	FAL 83	SPG 83	FAL 82
1. WIVY-F	139/13.2	11.9	11.6	10.3	10.5
2. WQIK-F	123/11.7	8.2	8.7	10.2	7.5
3. WFYV-F	120/11.4	14.9	10.8	11.4	7.0
4. WKTZ-F	100/ 9.5	11.3	11.8	10.9	10.0
5. WAIV-F	97/ 9.2	7.9	8.3	7.6	9.6
6. WJAX-F	89/ 8.4	8.3	6.5	4.7	5.6
7. WCRJ-F	50/ 4.7	6.2	8.6	9.4	10.2
8. WZAZ	37/ 3.5	4.0	2.5	1.0	2.0
9. WPDQ	30/ 2.8	6.4	5.5	6.1	5.9
10. WOKV	26/ 2.5	3.4	2.2	1.0	1.7
11. WQIK	25/ 2.4	1.3	3.7	3.0	3.7
12. WNFI-F	23/ 2.2	---	.9	1.1	1.9
13.					
14.					
15.					

BIRCH SHARE	12+ TSA 1/4/CUME
14.2	1. WIVY-F 148/2083
10.7	2. WQIK-F 145/1775
17.2	3. WFYV-F 137/1472
10.0	4. WKTZ-F 132/1469
8.4	5. WAIV-F 108/1692
9.5	6. WJAX-F 103/1144
5.7	7. WCRJ-F 53/ 765
3.3	8. WNFI-F 50/ 949
1.6	9. WZAZ 37/ 436
1.8	10. WPDQ 33/ 533
1.1	11.
1.6	12.
	13.
	14.
	15.

12+ METRO	CUME/	SPG	FAL
METRO	CUME RATING	84	83
1. WIVY-F	1863/28.8	30.5	26.1
2. WAIV-F	1413/21.8	18.9	18.9
3. WQIK-F	1251/19.3	18.0	17.4
4. WFYV-F	1251/19.3	24.4	20.2
5. WKTZ-F	1184/18.3	17.7	18.7
6. WJAX-F	987/15.3	13.4	12.5
7. WCRJ-F	685/10.6	13.8	15.2
8. WNFI-F	469/ 7.3	---	3.9
9. WPDQ	454/ 7.0	12.9	13.1
10. WQIK	452/ 7.0	5.5	8.3
11. WZAZ	436/ 6.7	7.7	6.9
12. WOKV	428/ 6.6	6.9	5.8
13.			
14.			
15.			

12+ FM SHARE (METRO): 79.38% (762 of 960) (FAL 83: 73.00%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WJAX-F	1. WFYV-F	1. WIVY-F	1. WIVY-F	1. WIVY-F	1. WKTZ-F	1. WQIK-F	1. WIVY-F	1. WIVY-F	1. WFYV-F	1. WIVY-F
2. WIVY-F	2. WIVY-F	2. WFYV-F	2. WAIV-F	2. WAIV-F	2. WQIK-F	2. WIVY-F	2. WQIK-F	2. WFYV-F	2. WJAX-F	2. WJAX-F
3. WFYV-F	3. WAIV-F	3. WAIV-F	3. WQIK-F	3. WQIK-F	3. WAIV-F	3. WFYV-F	3. WKTZ-F	3. WQIK-F	3. WKTZ-F	3. WFYV-F
4. WNFI-F	4. WJAX-F	4. WQIK-F	4. WFYV-F	4. WKTZ-F	4. WIVY-F	4. WAIV-F	4. WAIV-F	4. WJAX-F+	4. WIVY-F	4. WQIK-F
5.	5. WQIK-F	5. WJAX-F	5. WKTZ-F	5. WFYV-F	5. WCRJ-F	5. WKTZ-F	5. WFYV-F	5. WKTZ-F	5. WQIK-F+	5. WAIV-F
			6. WJAX-F					6. WAIV-F		
WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54		MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WIVY-F	1. WIVY-F	1. WIVY-F	1. WIVY-F	1. WAIV-F		1. WFYV-F	1. WFYV-F	1. WFYV-F	1. WFYV-F	1. WQIK-F
2. WJAX-F	2. WAIV-F	2. WAIV-F	2. WAIV-F	2. WIVY-F		2.	2. WIVY-F	2. WIVY-F	2. WIVY-F	2. WIVY-F
3. WFYV-F	3. WJAX-F	3. WQIK-F	3.	3. WQIK-F		3.	3.	3. WQIK-F	3. WQIK-F	3. WFYV-F
4.	4. WFYV-F	4. WJAX-F	4.	4. WKTZ-F		4.	4.	4. WAIV-F	4. WAIV-F	4. WAIV-F
5.	5.	5. WFYV-F	5.	5. WJAX-F		5.	5.	5. WJAX-F	5. WJAX-F	5. WKTZ-F
								6. WKTZ-F	6. WCRJ-F	6. WCRJ-F

FORMATS	AM	FM	TOTAL	%
TOP 40/CHR/CONTEMP	10 (1)	162 (2)	172 (3)	17.9
AOR		120 (1)	120 (1)	12.5
AC/OLDIES/SOFT ROCK		101 (2)	101 (2)	10.5
MOR/VARIETY				
COUNTRY	31 (3)	173 (2)	204 (5)	21.3
BLACK/URBAN	67 (2)	89 (1)	156 (3)	16.3
BTFL MUSIC		100 (1)	100 (1)	10.4
NEWS/TALK				
NOSTALGIA	10 (1)		10 (1)	1.0
RELIGION	54 (4)	12 (1)	66 (5)	6.9
SPANISH				
CLASSICAL				
UNKNOWN/OTHERS		5 (1)	5 (1)	0.5
			960 (23)	

OTHER RATED STATIONS/METRO SHARE & CUME RATING		
WAOC	1420	St. Augustine .5/1.1
WAPE	690	Jacksonville .9/4.7
WCGL	1360	Jacksonville 1.8/2.9
WCRJ	1530	Jacksonville .1/1.3
WJAX	930	Jacksonville .9/4.4
WMKM-F	105.5	St. Augustine .5/1.1
WROS	1050	Jacksonville .9/2.9
WRXJ	1220	Jacksonville .9/2.8
WSVE-F	92.7	Green Cove Spgs. 1.1/2.2
WUVU-F	97.7	St. Augustine .4/1.3
WVOJ	970	Jacksonville 1.6/2.9

RADIO STATIONS

STATION	POWER	TIME	TYPE	OWNER	STATUS	REMARKS
WAPE, 690, 50 KW/10 KW (DA-N), RELIGION				CBS, \$16.00 (----)	Statewide	
KBIX, 1010, 10 KW (DAYS,DA), GOSPEL				, \$ 7.00 (Smith)		MISCELLANEOUS COMMENTS
WCGL, 1360, 5 KW (DAYS), BLACK/GOSPEL				, \$30.00 (Rawlins)		WCRJ A/F sold by Abell to S & F for \$3,800,000 (E)...
WZAZ, 1400, 1 KW/250 W, BLACK				NBN, \$16.00 (Lazar)		WIVY-F sold by Infinity to Gilmore for \$6,500,000 (Blackburn)..
WEXI, 1280, 5 KW (DAYS,DA), NEWS/TALK				, \$23.00 (Market 4)	Kravis	WKTZ changed calls to WRXJ (Dec)...WNFI had power problems for a portion of rating period...
WJAX, 930, 5 KW (DA-N), CONTEMP				ABC-C, \$ NA (Weiss)	Affiliated	
WRXJ, 1220, 1 KW (DAYS), NOSTALGIA				, \$ NA (Selcom)	BENI	
WOKV, 600, 5 KW (DA-N), TALK/NEWS				ABC-T,ABC-I,NBC-T, \$43.50 (Blair)		
WPDQ, 1460, 5 KW (DA-N), BLACK				NBN, \$37.00 (Masla)		
WQIK, 1320, 5 KW (DA-N), COUNTRY				, \$ NA (Mc-Guild)		
WROS, 1050, 5 KW (DAYS), RELIGION				MBS, \$15.00 (----)		
WVOJ, 970, 1 KW (DAYS,DA), RELIGION				, \$10.00 (----)		
WAIV-F, 96.9, 100 KW @ 935, AC				, \$68.75 (Blair)	Affiliated	
WCRJ-F, 107.3, 100 KW @ 350, COUNTRY				, \$84.75 (Katz)	S & F	
WFYV-F, 104.5, 100 KW @ 700, AOR (Burk-Abr)				Source, \$150.63 (Eastman)	Metroplex	
WIYY-F, 102.9, 60 KW @ 635, CONTEMP				, \$97.25 (Torbet)	Gilmore	
WJAX-F, 95.1, 100 KW @ 460, URBAN				ABC-C, \$30.00* (Weiss)		
WKTZ-F, 96.1, 100 KW @ 830, BTFL MUS				, \$70.00 (Selcom)	Kravis	
WQIK-F, 99.1, 100 KW @ 620, COUNTRY (TM)				, \$71.00* (Mc-Guild)		
WNFI - See Daytona Beach						

JOHNSON CITY - KINGSPORT - BRISTOL

Arbitron Rank/Pop (12+): 84/374,200  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 102/447,100  
 ADI # 84  
 Average Person Rating: 15.8  
 Market TSL: 20.7 hours

Stations: 25/20  
 Diaries: 914/409:1/63.4%  
 Sample Target: 770  
 Standard Error: .637  
 % Below Line: 5.9  
 % Not Listed: 8.0

Est 1984 Revenue: \$8,100,000  
 Gross Inc.: 3.6 Bl  
 HH Inc.: \$22,666  
 Retail \$: 2.3 Bl  
 Pop per Station: 18,710

		SPG	FAL	SPG	FAL
12+ METRO	1/4/SHARE	84	83	83	82
1. WQUT-F	129/21.9	25.2	17.0	19.3	19.2
2. WXBQ-F	126/21.4	20.0	21.1	19.7	16.7
3. WTFM-F	54/ 9.2	9.0	7.3	9.2	12.6
4. WJCW	52/ 8.8	9.5	8.1	10.4	7.9
5. WFHG	23/ 3.9	2.3	2.5	4.0	4.5
6. WZAP	16/ 2.7	2.1	2.4	1.5	2.0
7. WKIN	15/ 2.5	1.6	4.1	1.7	1.7
8. WIKQ-F	13/ 2.2	.8	.5	.5	.7
9. WJSO-F	12/ 2.0	1.3	2.0	1.7	3.5
WBBi	12/ 2.0	1.6	2.4	1.3	.8

BIRCH	12+ TSA	1/4/CUME
SHARE		
1. WQUT-F	180	2130
2. WXBQ-F	179	1839
3. WTFM-F	67	853
4. WJCW	53	625
5. WIVK-F	30	436
6. WFHG	29	471
7. WZAP	28	268
8. WIKQ-F	19	206
WKSF-F	19	159
10. WKIN	15	288

12+ METRO	CUME/	SPG	FAL
METRO	CUME RATING	84	83
1. WQUT-F	1396/37.3	41.4	33.3
2. WXBQ-F	1310/35.0	34.5	35.9
3. WTFM-F	677/18.1	15.3	12.2
4. WJCW	599/16.0	15.2	18.1
5. WFHG	361/ 9.6	10.5	10.5
6. WKIN	288/ 7.7	6.5	9.8
7. WKPT	247/ 6.6	4.8	7.3
8. WJSO-F	223/ 6.0	3.4	6.2
9. WJSO	185/ 4.9	4.4	4.1
10. WBEJ	184/ 4.9	2.9	5.3

- 11.
- 12.
- 13.
- 14.
- 15.

12+ FM SHARE (METRO): 66.67% (362 of 543) (FAL 83: 62.16%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WQUT-F	1. WQUT-F	1. WXBQ-F	1. WXBQ-F	1. WXBQ-F	1. WXBQ-F	1. WXBQ-F	1. WXBQ-F	1. WQUT-F	1. WQUT-F	1. WQUT-F
2.	2. WXBQ-F	2. WQUT-F	2. WQUT-F	2. WQUT-F	2. WQUT-F	2. WQUT-F	2. WQUT-F	2. WXBQ-F	2. WXBQ-F	2. WXBQ-F
3.	3.	3.	3. WTFM-F	3. WTFM-F	WJCW	3. WJCW	3. WTFM-F	3. WTFM-F	3.	3. WJCW
4.	4.	4.	4. WJCW	4. WJCW	4. WQUT-F	4. WTFM-F	4. WJCW	4. WJCW	4.	WTFM-F
5.	5.	5.	5. WFHG	5. WFHG	5. WFHG	5.	5.	5.	5.	5.

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WQUT-F	1. WQUT-F	1. WQUT-F	1. WQUT-F	1. WXBQ-F	1. WQUT-F	1. WQUT-F	1. WXBQ-F	1. WQUT-F	1. WXBQ-F
2. WXBQ-F	2. WXBQ-F	2. WXBQ-F	2. WXBQ-F	2. WQUT-F	2. WXBQ-F	2. WXBQ-F	2. WQUT-F	2. WXBQ-F	2. WQUT-F
3.	3.	3.	3.	3. WTFM-F	3. WETB	3.	3.	3. WIKQ-F	3. WJCW
4.	4.	4.	4.	4.	4. WZXY-F	4.	4.	4.	4. WTFM-F
5.	5.	5.	5.	5.	5.	5.	5.	5.	5.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING		
TOP 40/CHR/CONTEMP	10 (1)	131 (2)	141 (3)	26.0	WBCV	1550	Bristol .8/1.4
AOR		9 (1)	9 (1)	1.7	WBEJ	1240	Elizabethton 1.9/4.9
AC/OLDIES/SOFT ROCK	23 (1)	18 (2)	41 (3)	7.6	WEMB	1420	Erwin .7/1.4
MOR/VARIETY	19 (3)		19 (3)	3.5	WETB	790	Johnson City 1.7/3.9
COUNTRY	94 (5)	135 (2)	229 (7)	42.2	WGAT	1050	Gate City 1.2/2.2
BLACK/URBAN					WJSO	1590	Jonesboro .8/4.9
BTFL MUSIC		54 (1)	54 (1)	9.9	WKPT	1400	Kingsport 1.4/6.6
NEWS/TALK					WMCH	1260	Church Hill .5/2.9
NOSTALGIA	4 (1)		4 (1)	0.7	WOPI	1490	Bristol .7/2.8
RELIGION	24 (3)	3 (1)	27 (4)	5.0	WRGS	1370	Rogersville 1.0/3.4
SPANISH					WZXY-F	104.9	Kingsport 1.5/4.7
CLASSICAL					WIVK-F	107.7	Knoxville 1.5/4.1
UNKNOWN/OTHERS	7 (1)	12 (1)	19 (2)	3.5	WKSF-F	99.9	Asheville, NC .3/1.7
			543 (25)		WMIT-F	106.9	Black Mount., NC .5/1.5
					WMYU-F	102.1	Sevierville .8/3.2

RADIO STATIONS

WFHG, 980, 5 KW/1 KW (DA-N), CONTEMP/AC	ABC-D, \$16.00* (Mc-Guild)	Nininger	(BRISTOL)
WGOC, 1090, 1 KW (DAYS, DA), RELIGION	, \$14.00 (----)		(KINGSPORT)
WJCW, 910, 5 KW/1 KW (DA-N), COUNTRY	CBS, \$25.00* (Katz)	Bloomington	(JOHNSON CITY)
WKIN, 1320, 5 KW/500 W (DA-N), COUNTRY (TM)	APR, \$16.00 (Torbet)	Bahakel	(KINGSPORT)
WZAP, 690, 10 KW (DAYS), RELIGION	, \$12.50 (Gates)		(BRISTOL)
WJSO, 1590, 5 KW (DA-N), MOR	, \$17.00 (HWNH)		(JONESBORO)
WBBi, 1230, 1 KW/250 W, COUNTRY	NBC, \$ 5.50 (----)		(ABINGDON, VA)
WBEJ, 1240, 1 KW/250 W, COUNTRY	, \$ 7.00 (----)		(ELIZABETHTON)
WETB, 790, 5 KW (DAYS), CONTEMP	MBS, \$ 6.00 (----)		(JOHNSON CITY)
WKPT, 1400, 1 KW/250 W, MOR/AC	ABC-E, \$14.00 (Republic)	Home News	(KINGSPORT)
WOPI, 1490, 1 KW/250 W, NOST (A1 Ham)	RKO II, \$10.00 (----)		(BRISTOL, TN)
WQUT-F, 101.5, 100 KW @ 1500, CHR/AOR	RKO, \$40.00* (Katz)	Bloomington	(JOHNSON CITY)
WTFM-F, 98.5, 100 KW @ 1260, BTFL MUS	ABC-E, \$20.00 (Republic)	Home News	(KINGSPORT)
WXBQ-F, 96.9, 67 KW @ 2240, COUNTRY	ABC-I, \$37.00* (Mc-Guild)	Nininger	(BRISTOL, VA)
WZXY-F, 104.9, 1 KW @ 475, AOR	Source, \$20.00* (Torbet)	Bahakel	(KINGSPORT)
WIDD-F, 99.3, 3 KW @ 300, COUNTRY	, \$12.50 (Bolton)		(ELIZABETHTON)
WIKQ-F, 94.9, 100 KW @ 1089, AC	, \$ 9.00 (----)		(GREENVILLE, TN)

Other stations - See Knoxville

KALAMAZOO

Arbitron Rank/Pop (12+): 147/177,700  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 197/206,900  
 ADI # 41 (with G Rpsd)  
 Average Person Rating: 15.5  
 Market TSL: 20.5 hours

Stations: 16/8  
 Diaries: 746/238:1/57.5%  
 Sample Target: 610  
 Standard Error: .698  
 % Below Line: 26.4  
 % Not Listed:

Est 1984 Revenue: \$5,100,000  
 Gross Inc.: 2.0 Bil  
 HH Inc.: \$27,236  
 Retail \$: 1.4 Bil  
 Pop per Station: 22,213

12+ METRO	1/4/SHARE	SPG 84	FAL 83	SPG 83	FAL 82
1. WKFR-F	46/16.7	14.8	15.6	11.5	7.8
2. WKZO	36/13.0	12.7	11.1	12.0	10.3
3. WNNW-F	35/12.7	9.5	7.8	8.7	7.3
4. WQLR-F	28/10.1	7.1	9.4	9.7	11.1
5. WKMI	24/ 8.7	6.9	4.9	8.5	5.7
6. WOOD-F	14/ 5.1	6.3	5.1	4.2	5.7
7. WGRD-F	13/ 4.7	6.3	6.5	4.5	7.3
8. WJXQ-F	12/ 4.3	3.4	6.2	5.2	1.6
9. WJFM-F	10/ 3.6	3.2	3.0	5.5	5.9
10. WLAV-F	9/ 3.3	5.3	4.6	5.5	7.3
11.					
12.					
13.					
14.					
15.					

BIRCH SHARE	12+ TSA 1/4/CUME
1. WNNW-F	66/569
2. WKFR-F	55/859
3. WQLR-F	46/470
4. WKZO	45/818
5. WGRD-F	37/556
6. WOOD-F	32/497
7. WKMI	24/415
8. WJFM-F	24/392
9. WJXQ-F	16/267
10. WLAV-F	16/273
11.	
12.	
13.	
14.	
15.	

12+ METRO	CUME/ METRO	CUME RATING	SPG 84	FAL 83
1. WKFR-F	637/35.8		29.6	32.0
2. WKZO	555/31.2		30.5	26.2
3. WKMI	350/19.7		17.0	15.8
4. WNNW-F	329/18.5		14.3	16.1
5. WGRD-F	308/17.3		15.8	21.4
6. WQLR-F	284/16.0		14.4	17.5
7. WOOD-F	242/13.6		13.4	13.2
8. WJFM-F	235/13.2		13.2	15.0
9. WJXQ-F	196/11.0		9.8	10.8
10. WLAV-F	156/ 8.8		11.1	11.5
11.				
12.				
13.				
14.				
15.				

12+ FM SHARE (METRO): 72.36% (178 of 246) (FAL 83: 71.86%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WKFR-F	1. WKFR-F	1. WKFR-F	1. WKFR-F	1. WNNW-F	1. WKZO	1. WKZO	1. WNNW-F	1. WKFR-F	1. WKFR-F	1. WNNW-F
2. WGRD-F	2. WKMI	2. WNNW-F	WNNW-F	2. WKFR-F	2. WQLR-F	2. WKFR-F	2. WKFR-F	2. WQLR-F	2. WKMI	2. WKFR-F
3. WKMI	WNNW-F	3. WKMI	3. WKMI	3. WQLR-F	3. WNNW-F	3. WNNW-F	3. WQLR-F	3. WNNW-F	3. WJXQ-F	3. WKZO
4.	4. WJXQ-F	4. WQLR-F	4. WKZO	4. WKZO	4. WKFR-F	4. WQLR-F	4. WKZO	4. WKZO	4. WKZO	4. WQLR-F
5.	5.	5.	WQLR-F	5. WKMI	5. WOOD-F	5. WKMI	5. WKMI	5. WKMI	WGRD-F	5. WKMI

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WKFR-F	1. WKFR-F	1. WKFR-F	1. WKFR-F	1. WKFR-F	1. WJXQ-F	1. WKFR-F	1. WNNW-F	1. WKFR-F	1. WNNW-F
2. WKMI	2. WKMI	2. WKMI	2. WKMI	2. WQLR-F	2. WKFR-F	2. WNNW-F	2. WKFR-F	WNNW-F	2. WQLR-F
3. WGRD-F	3. WNNW-F	3. WNNW-F	WNNW-F	WKZO	3. WNNW-F	3. WJXQ-F	3. WKMI	3. WKMI	3. WKFR-F
4.	4.	4. WQLR-F	4.	WNNW-F	4. WGRD-F	4. WKMI	4. WJXQ-F	4. WLAV-F	4. WKMI
5.	5.	5.	5.	5. WKMI	WLAV-F	WLAV-F	5. WQLR-F	5.	WKZO

FORMATS	AM	FM	TOTAL	%
TOP 40/CHR/CONTEMP		69 (3)	69 (3)	28.0
AOR		21 (2)	21 (2)	8.5
AC/OLDIES/SOFT ROCK	24 (1)	2 (1)	26 (2)	10.6
MOR/VARIETY	37 (2)		37 (2)	15.0
COUNTRY		39 (2)	39 (2)	15.9
BLACK/URBAN				
BTFM MUSIC		42 (2)	42 (2)	17.1
NEWS/TALK	3 (1)		3 (1)	1.2
NOSTALGIA				
RELIGION	4 (1)	5 (1)	9 (2)	3.7
SPANISH				
CLASSICAL				
UNKNOWN/OTHERS				

246 (16)

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAOP-F	100.9	Otsego	1.4/2.8
WKLZ	1470	Kalamazoo	1.1/2.1
WKPR	1420	Kalamazoo	1.4/3.7
WKLQ-F	94.5	Holland	.7/5.1
WFRN-F	104.7	Elkhart	1.8/2.1
WJR	760	Detroit	.4/1.8

RADIO STATIONS

WBUK, 1560, 1 KW (DAYS), COUNTRY	ABC-E, \$10.00 (----)	
WKLZ, 1470, 500 W (DAYS,DA), NEWS	MBS,CNN, \$10.00 (Pates)	
WKMI, 1360, 5 KW/1 KW (DA-N), AC	ABC-D, \$25.00 (----)	
WKPR, 1420, 1 KW (DAYS,DA), RELIGION	, \$ 6.50 (----)	Kuiper
WKZO, 590, 5 KW (DA-N), MOR	MBS,CBS, \$37.25 (Mc-Guild)	Fetzer
WKFR-F, 103.3, 50 KW @ 500, CONTEMP (Drake-Chen)	, \$51.25 (Eastman)	(BATTLE CREEK)
WNNW-F, 98.5, 50 KW @ 500, COUNTRY	ABC-E, \$41.25 (Christal)	(COLDWATER)
WQLR-F, 106.5, 33 KW @ 600, BTFM MUS (KalaMusic)	, \$27.00 (Masla)	Fairfield
WAOP-F, 100.9, 3 KW @ 300, COUNTRY/AC	UPI, \$14.00 (Unirep)	(OTSEGO)

WJXQ - See Lansing

Other ranked stations - See Grand Rapids

MISCELLANEOUS COMMENTS

The Arbitron metro was changed...one county was deleted making Kalamazoo a one county metro...stations home to Kalamazoo benefitted dramatically...WBUK is still dark...

KANSAS CITY

Arbitron Rank/Pop (12+): 27/1,205,100  
 CMSA Rank/Pop: # 25  
 MSA Rank/Pop: 29/1,460,000  
 ADI # 27  
 Average Person Rating: 16.4  
 Market TSL: 22.0 hours

Stations: 24/24  
 Diaries: 1604/751:1/57.0%  
 Sample Target: 1360  
 Standard Error: .486  
 % Below Line: 0  
 % Not Listed: 4.9

Est. 1984 Revenue: \$34,500,000  
 Gross Inc.: 15.6 Bil  
 HH Inc.: \$28,709  
 Retail \$: 9.7 Bil  
 Pop per Station: 50,213

12+ METRO	1/4/SHARE	SPG 84	WIN 84	FAL 84	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/ METRO CUME RATING	SPG 84	FAL 83
1. WDAF	225/11.4	7.7	10.7	10.6	9.2	1. WDAF 406/5264	1. WDAF 2729/22.6	17.2	20.8
2. KCMO	153/ 7.7	8.0	6.0	6.6	5.4	2. KCMO 219/3587	2. KCMO 2531/21.0	18.7	18.8
3. KMBR-F	149/ 7.5	9.7	9.8	7.0	5.5	3. KMBR-F 201/2468	3. KBEQ-F 2382/19.8	23.8	21.4
4. KBEQ-F	132/ 6.7	8.4	9.7	7.7	8.7	4. KYYS-F 179/2581	4. KUDL-F 2028/16.8	17.5	14.8
5. KLSI-F	129/ 6.5	6.9	7.7	7.7	5.9	5. KUDL-F 155/2384	5. KYYS-F 1885/15.6	14.9	16.5
6. KUDL-F	125/ 6.3	6.3	4.6	5.9	7.0	6. KZZC-F 143/2508	6. KMBR-F 1803/15.0	16.3	14.5
7. KFKE-F	120/ 6.1	6.8	6.6	5.0	4.6	7. KBEQ-F 142/2761	7. WHB 1707/14.2	12.3	14.5
8. KYYS-F	115/ 5.8	5.9	6.3	8.7	9.6	8. KLSI-F 139/1786	8. KZZC-F 1664/13.8	10.1	8.1
9. KMBZ	98/ 4.9	4.6	3.7	2.9	4.4	9. WHB 129/2566	9. KLSI-F 1658/13.8	12.4	17.2
10. KPRS-F	93/ 4.7	4.7	5.5	6.2	4.5	KFKE-F 129/1750	10. KFKE-F 1557/12.9	14.9	14.6
11. WHB	88/ 4.4	3.7	4.0	4.5	3.5	11. KMBZ 108/1824	11. KMBZ 1551/12.9	12.4	10.8
12. KCMO-F	81/ 4.1	3.7	3.5	3.1	4.1	12. KKCI-F 104/1527	12. KCMO-F 1340/11.1	9.2	9.1
13. KZZC-F	75/ 3.8	2.2	1.5	2.0	5.5	KCMO-F 104/1858	13. KKCI-F 1069/ 8.9	10.3	13.9
14. KJLA	73/ 3.7	4.3	4.8	4.9	4.0	14. KPRS-F 98/1103	14. KPRS-F 1009/ 8.4	9.4	9.5
15. KKCI-F	54/ 2.7	3.0	3.2	5.6	5.2	15. KJLA 83/ 921	15. KJLA 868/ 7.2	9.5	10.2
16.						16.	16.		
17.						17.	17.		
18.						18.	18.		
19.						19.	19.		
20.						20.	20.		
21.						21.	21.		
22.						22.	22.		
23.						23.	23.		
24.						24.	24.		
25.						25.	25.		

12+ FM SHARE (METRO): 59.30% (1116 of 1882) (FAL 83: 62.70%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KBEQ-F	1. KYYS-F	1. WDAF	1. WDAF	1. WDAF	1. WDAF	1. WDAF	1. WDAF	1. WDAF	1. KCMO	1. WDAF
2. KZZC-F	2. KBEQ-F	2. KLSI-F	2. KLSI-F	2. KLSI-F	2. KMBR-F	2. KCMO	2. KMBR-F	2. KUDL-F	2. KBEQ-F	2. KMBR-F
3. KYYS-F	3. KLSI-F	3. KUDL-F	3. KUDL-F	3. KUDL-F	3. KCMO	3. KLSI-F	3. KLSI-F	3. KLSI-F	3. KPRS-F	3. KCMO
4. KKCI-F	4. KUDL-F	4. KFKE-F	4. KFKE-F	4. KFKE-F	4. KFKE-F	4. KMBR-F	4. KUDL-F	4. KMBR-F	4. WDAF	4. KUDL-F
5. KPRS-F	5. WDAF	5. KBEQ-F	5. WHB	5. KMBR-F	5. KLSI-F	5. KFKE-F	5. KCMO	5. KBEQ-F	5. KYYS-F	5. KBEQ-F
6.	6. KPRS-F	6. KYYS-F	6. KMBR-F	6. WHB	6. KJLA	6. KMBZ	6. KFKE-F	6. KFKE-F	6. KMBZ	6. KFKE-F
7.	7.	7. WHB	7. KBEQ-F	7. KCMO	7. KMBZ	7. KBEQ-F	7. KYYS-F	7. KYYS-F	7. KMBR-F	7. WHB
8.	8.	8.	8.	8.	KUDL-F	8. KYYS-F	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. KBEQ-F	1. KBEQ-F	1. KLSI-F	1. KLSI-F	1. KLSI-F	1. KYYS-F	1. KYYS-F	1. WDAF	1. KYYS-F	1. WDAF
2. KYYS-F	2. KLSI-F	2. KUDL-F	2. KUDL-F	2. WDAF	2. KKCI-F	2. WDAF	2. KYYS-F	2. KUDL-F	2. KFKE-F
3. KUDL-F	3. KUDL-F	3. KBEQ-F	3. KBEQ-F	3. KMBR-F	WDAF	3. KUDL-F	3. KFKE-F	3. KLSI-F	3. KUDL-F
4. KZZC-F	4. KPRS-F	4. WDAF	4. KPRS-F	4. KUDL-F	4. KCMO-F	4. KLSI-F	4. KUDL-F	4. WDAF	4. KCMO
5. WDAF	5. KYYS-F	5. KMBR-F	5.	5. WHB	5. KBEQ-F	5. KBEQ-F	5. KLSI-F	5. WHB	5. KLSI-F
6. KLSI-F	6. KZZC-F	6. KFKE-F	6.	6. KFKE-F	KPRS-F	6. KCMO-F	6. KCMO-F	6. KFKE-F	6. KMBR-F
7.	WDAF	7.	7.	7. KBEQ-F	7.	7.	7. WHB	7. KCMO	7. WHB
8.	8.	8.	8.	8.	8.	8.	8.	8. KBEQ-F	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP	22 (1)	232 (3)	254 (4)	13.5	KBEA	1480	Mission	.5/2.4
AOR		169 (2)	169 (2)	9.0	KCCV	1510	Independance	1.0/2.3
AC/OLDIES/SOFT ROCK MOR/VARIETY	88 (1)	254 (2)	342 (3)	18.2	KCFX-F	100.7	Harrisonville	1.3/5.8
COUNTRY	227 (2)	201 (2)	428 (4)	22.7	KCNW	1380	Fairway	.5/2.2
BLACK/URBAN		93 (1)	93 (1)	4.9	KCXL	1140	Liberty	1.1/2.4
BTFL MUSIC		149 (1)	149 (1)	7.9	KEXS	1090	Excelsior Spgs	.9/2.1
NEWS/TALK	260 (3)		260 (3)	13.8	KFKF	1340	Kansas City	.1/1.6
NOSTALGIA	73 (1)		73 (1)	3.9	KPRT	1590	Kansas City	2.5/3.4
RELIGION	96 (4)		96 (4)	5.1	KXTR-F	96.5	Kansas City	.9/3.5
SPANISH								
CLASSICAL		18 (1)	18 (1)	1.0				
UNKNOWN/OTHERS								
			1882 (24)					

RADIO STATIONS

AM STATIONS

KBEA, 1480, 1 KW/500 W (DA-1), NEWS/TALK	MBS,CNN,ABC-I,RKO II, \$14.00 (P/W)	
KCCV, 1510, 10 KW (DAYS,DA), RELIGION	, \$ 19.00 (----)	Bott
KCMO, 810, 50 KW/5 KW (DA-N), TALK/NEWS	MBS,CBS,NBC-T,WSJ, \$80.00 (MMR)	Summit
KCNW, 1380, 5 KW/500 W (DA-2), RELIGION	, \$ 14.00 (----)	Universal
KFKF, 1340, 1 KW/250 W, COUNTRY (SMN)	, \$ NA (Mc-Guild)	Sconnix
KJLA, 1190, 5 KW/250 W (DA-N), NOST (Al Ham)	MBS, \$ 20.00 (Weiss)	
KMBZ, 980, 5 KW (DA-N), NEWS	ABC-I,NBC-T, \$ 55.00* (Torbet)	Bonneville
KPRT, 1590, 1 KW (DAYS), GOSPEL	MBS, \$ 40.00 (HNWH)	
WDAF, 610, 5 KW, COUNTRY	ABC-E, \$105.00 (Katz)	Taft
WHB, 710, 10 KW/5 KW (DA-2), AC	NBC, \$ 75.00* (Blair)	Storz

FM STATIONS

KBEQ-F, 104.3, 50 KW @ 953, CHR	ABC-C, \$ 70.00 (HNWH)	Capitol-Goodman
KCMO-F, 94.9, 100 KW @ 1057, COUNTRY	, \$ 55.00 (MMR)	Summit
KFKF-F, 94.1, 100 KW @ 465, COUNTRY	, \$ 56.25 (Mc-Guild)	Sconnix
KKCI-F, 106.5, 100 KW @ 880, AOR (Pollack)	CBS-R, \$ 47.00* (CBS/FM)	
KLSI-F, 93.3, 100 KW @ 428, AC (Fairwest)	ABC-D, \$ 72.00* (Selcom)	Sandusky
KMBR-F, 99.7, 100 KW @ 950, BTFL MUS	, \$ 65.00* (Torbet)	Bonneville
KPRS-F, 103.3, 100 KW @ 450, BLACK	NBN, \$ 57.00 (HNWH)	
KUDL-F, 98.1, 100 KW @ 550, AC	APR, \$ 97.50 (Christal)	Shamrock
KXTR-F, 96.5, 100 KW @ 546, CLASSICAL	RKO II, \$ 30.00 (CMBS)	
KYYS-F, 102.1, 100 KW @ 940, AOR (Burk-Abr)	Source, \$ 74.00* (Katz)	Taft
KZZC-F, 98.9, 100 KW @ 988, CHR	, \$ 36.00* (Eastman)	(LEAVENWORTH)

12+ ADI 1/4

1. WDAF
2. KCMO
- KMBR-F
4. KUDL-F
- KYYS-F
6. KBEQ-F
7. KLSI-F
8. KFKF-F
9. KZZC-F
10. KMBZ
11. WHB
12. KPRS-F
13. KCMO-F
14. KKCI-F
15. KJLA

12+ ADI CUME

1. WDAF
2. KCMO
3. KBEQ-F
4. KYYS-F
5. KUDL-F
6. KMBR-F
7. KZZC-F
8. WHB
9. KFKF-F
10. KMBZ
- KLSI-F
12. KCMO-F
13. KKCI-F
14. KPRS-F
15. KJLA

ADI FM SHARE:  
58.37%

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

MISCELLANEOUS COMMENTS

KCMO A/F: sold by Fairbanks to Summit for \$12,000,000 (Chaison)

3 counties were added to the Arbitron metro...

WHB: from Storz to Shamrock for \$3,500,000 (Blackburn)

KNOXVILLE

Arbitron Rank/Pop (12+): 67/496,100  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 84/581,900  
 ADI # 59  
 Average Person Rating: 18.1  
 Market TSL: 23.8 hours

Stations: 19/18  
 Diaries: 1134/47:1/56.4%  
 Sample Target: 890  
 Standard Error: .597  
 % Below Line: 0.4  
 % Not Listed: 6.7

Est 1984 Revenue: \$9,900,000  
 Gross Inc.: 5.2 Bil  
 HH Inc.: \$24,298  
 Retail \$: 3.4 Bil  
 Pop per Station: 27,561

	SPG	FAL	SPG	FAL
12+ METRO 1/4/SHARE	84	83	83	82
1. WIVK-F	194/21.6	19.6	18.4	21.6
2. WIMZ-F	142/15.8	18.6	11.5	10.3
3. WEZK-F	133/14.8	15.8	14.8	11.8
4. WMYU-F	72/ 8.0	7.0	8.7	9.4
5. WOKI-F	69/ 7.7	9.8	11.1	10.2
6. WNOX	51/ 5.7	4.0	6.1	4.2
7. WIVK	39/ 4.3	3.4	4.9	5.0
WBMK	39/ 4.3	1.3	3.8	4.5
9. WNKX-F	18/ 2.0	2.0	1.9	3.3
10. WSEV	14/ 1.6	---	---	---
11.				
12.				
13.				
14.				
15.				

BIRCH	12+ TSA 1/4/CUME
SHARE	
19.5	1. WIVK-F 337/3216
22.8	2. WIMZ-F 271/2564
11.9	3. WOKI-F 216/3047
9.4	4. WEZK-F 183/1624
5.6	5. WMYU-F 96/1466
4.4	6. WNOX 61/ 818
4.2	7. WIVK 51/ 661
2.9	8. WBMK 39/ 185
2.2	9. WNKX-F 26/ 290
11.	11.
12.	12.
13.	13.
14.	14.
15.	15.

12+ METRO CUME/	SPG	FAL
METRO CUME RATING	84	83
1. WIVK-F 1787/36.0	31.2	30.8
2. WIMZ-F 1455/29.3	29.5	23.5
3. WEZK-F 1234/24.9	23.3	25.2
4. WOKI-F 1205/24.3	24.0	26.7
5. WMYU-F 1041/21.0	19.2	23.0
6. WNOX 744/15.0	14.2	16.4
7. WIVK 442/ 8.9	8.1	14.2
8. WNKX-F 222/ 4.5	3.8	3.9
9. WNKX-F 220/ 4.4	4.5	4.6
10. WGAP 220/ 4.4	4.5	4.6
11.		
12.		
13.		
14.		
15.		

12+ FM SHARE (METRO): 75.03% (628 of 837) (FAL 83: 71.85%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WIMZ-F	1. WIMZ-F	1. WIVK-F	1. WIVK-F	1. WIVK-F	1. WIVK-F	1. WIVK-F	1. WIVK-F	1. WIVK-F	1. WIMZ-F	1. WIVK-F
2. WOKI-F	2. WIVK-F	2. WIMZ-F	2. WEZK-F	2. WEZK-F	2. WEZK-F	2. WIMZ-F	2. WEZK-F	2. WIMZ-F	2. WIVK-F	2. WIMZ-F
3.	3. WMYU-F	3. WMYU-F	WIMZ-F	3. WIMZ-F	3.	3. WEZK-F	3. WIMZ-F	3. WEZK-F	3. WEZK-F	3. WEZK-F
4.	4. WOKI-F	4. WEZK-F	4. WMYU-F	4. WMYU-F	4.	4. WMYU-F	4. WMYU-F	4. WOKI-F	4. WOKI-F	4. WOKI-F
5.	5.	5.	5.	5.	5.	5. WOKI-F	5.	5. WMYU-F	5.	5. WNOX

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WIMZ-F	1. WIMZ-F	1. WIVK-F	1. WIVK-F	1. WIVK-F	1. WIMZ-F	1. WIMZ-F	1. WIMZ-F	1. WIMZ-F	1. WIVK-F
2. WMYU-F	2. WIVK-F	2. WIMZ-F	2. WIMZ-F	2. WEZK-F	2.	2. WIVK-F	2. WIVK-F	2. WIVK-F	2. WEZK-F
WOKI-F	3. WMYU-F	3. WMYU-F	WIMZ-F	WIMZ-F	3.	3. WOKI-F	3. WEZK-F	3. WEZK-F	3. WIMZ-F
4. WIVK-F	4. WBMK	4. WEZK-F	4. WBMK	4. WIMZ-F	4.	4. WMYU-F	4. WMYU-F	WIMZ-F	4. WNOX
5.	WOKI-F	5.	5.	5.	5.	5.	WOKI-F	5.	5.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING		
TOP 40/CHR/CONTEMP	9 (1)	69 (1)	78 (2)	9.3	WBZW	1040	Powell .6/ .8
AOR		142 (1)	142 (1)	17.0	WGAP	1400	Maryville 1.8/4.4
AC/OLDIES/SOFT ROCK		72 (1)	72 (1)	8.6	WIMZ	1240	Knoxville 1.0/3.4
MOR/VARIETY	3 (1)		3 (1)	0.4	WITA	1490	Knoxville .3/2.6
COUNTRY	125 (5)	212 (2)	337 (7)	40.3	WKGN	1340	Knoxville 1.0/3.4
BLACK/URBAN	39 (1)		39 (1)	4.7	WKXV	900	Knoxville .7/2.6
BTFL MUSIC		133 (1)	133 (1)	15.9	WRJZ	620	Knoxville 1.1/4.7
NEWS/TALK	9 (1)		9 (1)	1.1	WYSH	1380	Clinton .6/ .9
NOSTALGIA					WCRK	1150	Morristown .3/ .8
RELIGION	19 (3)		19 (3)	2.3			
SPANISH							
CLASSICAL							
UNKNOWN/OTHERS	5 (1)		5 (1)	0.6			
837 (19)							

RADIO STATIONS

WBMK, 1430, 1 KW (DAYS,DA), BLACK	SBN, \$12.50 (----)	
WIVK, 850, 50 KW (DAYS,DA), COUNTRY	ABC-E, \$25.00 (Katz)	Dick
WIMZ, 1240, 1 KW/250 W, CHR (TM)	, \$ NA (Blair)	Stoner
WITA, 1490, 1 KW/250 W, RELIGION	NBC, \$ 9.00 (----)	
WKGN, 1340, 1 KW/250 W, TALK/NEWS	APR,MBS, \$20.25 (----)	
WKXV, 900, 10 KW (DA-1), RELIGION	, \$ 8.00 (----)	
WNOX, 990, 10 KW (DA-N), COUNTRY	ABC-C, \$35.00 (Christal)	ELF
WRJZ, 620, 5 KW (DA-N), RELIGION	CBS, \$25.00* (Eastman)	
WEZK-F, 97.5, 100 KW @ 1250, BTFL MUS	, \$55.00* (Torbet)	South Central
WIMZ-F, 103.5, 100 KW @ 1720, AOR/CHR (Burk-Abr)	Source, \$50.00* (Blair)	Stoner
WIVK-F, 107.7, 100 KW @ 1970, COUNTRY	ABC-E, \$125.00 (Katz)	Dick
WMYU-F, 102.1, 100 KW @ 1000, AC	, \$40.00 (Mc-Guild)	Sun Group
WNKX-F, 95.3, 3 KW @ 300, COUNTRY	RKO II, \$12.00 (Christal)	ELF
WOKI-F, 100.3, 100 KW @ 2000, CHR/ROCK	ABC-F, \$52.50 (Selcom)	(SEVIERVILLE) (CLINTON) (OAK RIDGE)

MISCELLANEOUS COMMENTS

WNOX/WNKX-F sold by Sanders to ELF for \$2,100,000 (E) (Blackburn)...Grainger, Jefferson and Sevier Counties added to the Arbitron metro...WHIG changed calls back to WIVK...

LANCASTER

Arbitron Rank/Pop (12+): 102/314,400  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 118/379,700  
 Harrisburg ADI  
 Average Person Rating: 17.3  
 Market TSL: 22.6 hours

Stations: 25/7  
 Diaries: 759/414:1/56.8%  
 Sample Target: 700  
 Standard Error: .720  
 % Below Line: 49.9  
 % Not Listed: 12.7

Est 1984 Revenue: \$4,500,000  
 Gross Inc.: 3.7 Bil  
 HH Inc.: \$27,961  
 Retail \$: 2.0 Bil  
 Pop per Station: 44,914

12+ METRO	1/4/SHARE	SPG	FAL	SPG	FAL
		84	83	83	82
1. WRKZ-F	76/14.0	8.1	7.2	9.6	8.1
2. WNCE-F	68/12.5	12.5	13.4	10.7	13.4
3. WLAN-F	61/11.2	10.8	9.2	10.5	10.5
4. WSBA-F	44/ 8.1	6.0	10.2	7.6	6.0
5. WIOV-F	42/ 7.7	13.9	12.3	12.7	6.8
6. WDAC-F	40/ 7.4	4.5	4.2	6.1	7.3
7. WHTF-F	16/ 2.9	4.0	1.9	.6	1.5
8. WSBA	15/ 2.8	3.8	3.6	3.5	2.4
9. WWSA	14/ 2.6	2.9	2.1	2.2	3.2
10. WTPA-F	13/ 2.4	3.8	3.6	2.2	3.6
WQXA-F	13/ 2.4	4.0	3.2	4.4	5.3
12.					
13.					
14.					
15.					

BIRCH SHARE	12+ TSA 1/4/CUME
1. WRKZ-F	181/1800
2. WNCE-F	139/1277
3. WTPA-F	108/1086
4. WSBA-F	99/1227
5. WQXA-F	90/1482
6. WSBA	86/1110
7. WLAN-F	81/1207
8. WHTF-F	64/ 905
9. WIOV-F	54/ 717
10. WDAC-F	53/ 611
11.	
12.	
13.	
14.	
15.	

12+ METRO	CUME/	SPG	FAL
METRO	CUME RATING	84	83
1. WLAN-F	906/28.8	29.1	26.5
2. WNCE-F	632/20.1	23.2	19.6
3. WRKZ-F	619/19.7	16.8	17.8
4. WSBA-F	580/18.4	14.9	17.6
5. WIOV-F	533/17.0	20.2	23.6
6. WDAC-F	370/11.8	10.4	11.1
7. WQXA-F	365/11.6	13.1	11.3
8. WSBA	302/ 9.6	8.5	9.1
9. WHTF-F	264/ 8.4	9.1	5.9
10. WRFY-F	224/ 7.1	7.6	NA
11.			
12.			
13.			
14.			
15.			

12+ FM SHARE (METRO): 89.26% (424 of 475) (FAL 83: 85.56%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WLAN-F	1. WLAN-F	1. WLAN-F	1. WRKZ-F	1. WRKZ-F	1. WNCE-F	1. WRKZ-F	1. WNCE-F	1. WLAN-F	1. WRKZ-F	1. WLAN-F
2. WHTF-F	2. WSBA-F	2. WRKZ-F	2. WLAN-F	2. WNCE-F	2. WRKZ-F	2. WNCE-F	2. WRKZ-F	2. WNCE-F	2. WLAN-F	WRKZ-F
3.	3. WRKZ-F	3. WSBA-F	3. WSBA-F	3. WLAN-F	3. WIOV-F	3. WLAN-F	3. WLAN-F	WRKZ-F	3. WNCE-F	3. WNCE-F
4.	4.	4. WNCE-F	4. WIOV-F	4. WIOV-F	4. WDAC-F	4. WSBA-F	4. WSBA-F	4. WSBA-F	4. WIOV-F	4. WIOV-F
5.	5.	5.	5. WNCE-F	5. WSBA-F	5.	5. WDAC-F	5.	5.	WDAC-F	5. WSBA-F
WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54		MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WLAN-F	1. WLAN-F	1. WLAN-F	1. WSBA-F	1. WRKZ-F		1. WLAN-F	1. WLAN-F	1. WRKZ-F	1. WLAN-F	1. WRKZ-F
2. WSBA-F	2. WSBA-F	WSBA-F	2. WLAN-F	WNCE-F		2. WNCE-F	2. WRKZ-F	2. WLAN-F	2. WRKZ-F	2. WLAN-F
3. WRKZ-F	3. WRKZ-F	3. WRKZ-F	3. WRKZ-F	3. WSBA-F		WSNI-F	3. WTPA-F	3. WNCE-F	3. WSBA-F	3. WNCE-F
4.	4.	4. WIOV-F	4.	4. WIOV-F		4. WTPA-F	WSBA-F	4. WSBA-F	4. WTPA-F	4. WIOV-F
5.	5.	WNCE-F	5.	5. WLAN-F		WHTF-F	5.	5.	5.	5.

FORMATS	AM	FM	TOTAL	%
TOP 40/CHR/CONTEMP		104 (5)	104 (5)	21.9
AOR		29 (4)	29 (4)	6.1
AC/OLDIES/SOFT ROCK		57 (3)	57 (3)	12.0
MOR/VARIETY	38 (4)		38 (4)	8.0
COUNTRY		118 (2)	118 (2)	24.8
BLACK/URBAN		4 (1)	4 (1)	0.8
BTFM MUSIC		68 (1)	68 (1)	14.3
NEWS/TALK	6 (1)		6 (1)	1.3
NOSTALGIA	7 (1)		7 (1)	1.5
RELIGION		44 (3)	44 (3)	9.3
SPANISH				
CLASSICAL				
UNKNOWN/OTHERS				
			475 (25)	

OTHER RATED STATIONS/METRO SHARE & CUME RATING			
WLAN	1390	Lancaster	1.1/6.2
WLPA	1490	Lancaster	1.3/4.8
WGCB-F	96.1	Red Lion	.4/2.8
WHP	580	Harrisburg	.6/3.1
WYCR-F	98.5	York	.7/4.7
KYW	1060	Philadelphia	1.1/5.6
WBYO-F	107.5	Boyertown	.4/2.2
WCAU-F	98.1	Philadelphia	.9/3.2
WMGK-F	102.9	Philadelphia	.9/3.2
WMMR-F	93.3	Philadelphia	1.3/3.4
WRFY-F	102.5	Reading	1.7/7.1
WSNI-F	104.5	Philadelphia	1.5/1.7
WUSL-F	98.9	Philadelphia	.7/1.6
WYSP-F	94.1	Philadelphia	.9/2.5

RADIO STATIONS

WGSA, 1310, 5 KW (DAYS,DA) , MOR	ABC-E, \$14.00 (Masla)	(EPHRATA)
WLAN, 1390, 5 KW/1 KW (DA-2), AC/MOR	CBS,MBS, \$ NA (HNWH)	
WLPA, 1490, 1 KW/250 W , NOST (Drake-Chen)	NBC,WSJ, \$ NA (Christal)	Hall
WDAC-F, 94.5, 50 KW @ 500, RELIGION	MBS, \$14.15 (Savalli)	
WIOV-F, 105.1, 50 KW @ 500, COUNTRY	ABC-E, \$22.00 (Masla)	Brill (EPHRATA)
WLAN-F, 96.9, 50 KW @ 500, CHR	CBS-R,ABC-F, \$35.00* (HNWH)	
WNCE-F, 101.3, 50 KW @ 500, BTFM MUS	NBC, \$36.00* (Christal)	LIN

Other ranked stations - See Harrisburg or York  
 WRFY - See Reading

MISCELLANEOUS COMMENTS

WGSA/WIOV-F (Ephrata) sold to Brill for \$2,000,000...WGSA sold by Brill for \$250,000...



LANSING

Arbitron Rank/Pop (12+): 92/349,000  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 109/418,200  
 ADI # 102  
 Average Person Rating: 14.8  
 Market TSL: 19.9 hours

Stations: 18/15  
 Diaries: 1006/347:1/54.3%  
 Sample Target: 780  
 Standard Error: .603  
 % Below Line: 11.5  
 % Not Listed: 14.3

Est 1984 Revenue: \$0,200,000  
 Gross Inc.: 4.0 Bil  
 HH Inc.: \$27,844  
 Retail \$: 2.4 Bil  
 Pop per Station: 23,267

12+ METRO 1/4/SHARE	SPG 84	FAL 83	SPG 83	FAL 82	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/METRO CUME RATING	SPG 84	FAL 83
1. WVIC-F 88/17.1	18.8	13.2	13.0	8.0	18.3	1. WVIC-F 119/1692	1. WVIC-F 1231/35.3	38.3	30.7
2. WITL-F 49/ 9.5	9.9	11.6	10.1	10.5	10.5	2. WJR 97/1233	2. WFMK-F 894/25.6	22.2	22.1
3. WFMK-F 48/ 9.3	7.2	8.7	13.8	15.0	10.2	3. WJXQ-F 90/1252	3. WJXQ-F 697/20.0	22.7	20.9
WJXQ-F 48/ 9.3	11.0	7.2	7.2	9.7	14.3	4. WFMK-F 68/1220	4. WITL-F 647/18.5	19.4	20.3
5. WJIM-F 39/ 7.6	5.1	6.0	7.2	8.5	4.9	5. WITL-F 67/ 827	5. WJR 547/15.7	16.2	14.9
6. WJR 37/ 7.2	7.0	6.1	5.3	7.7	6.6	6. WJIM-F 45/ 544	6. WJIM-F 455/13.0	10.6	15.4
7. WILS-F 29/ 5.6	3.3	8.9	6.6	6.1	5.4	7. WIBM-F 33/ 619	7. WILS-F 450/12.9	12.8	19.7
8. WIBM-F 18/ 3.5	1.9	2.4	.3	.3	3.2	8. WILS-F 29/ 474	8. WIBM-F 325/ 9.3	6.4	6.5
9. WXLA 14/ 2.7	.6	.6	---	---	2.2	9. WOOD-F 19/ 346	9. WMMQ-F 259/ 7.4	10.6	7.2
10. WKLH-F 12/ 2.3	3.7	2.6	1.3	---	2.1	10. WKLH-F 15/ 260	10. WJIM 231/ 6.6	6.8	8.1
WMMQ-F 12/ 2.3	2.4	1.6	2.4	.3	1.0	11.	11.		
12.						12.	12.		
13.						13.	13.		
14.						14.	14.		
15.						15.	15.		

12+ FM SHARE (METRO): 80.77% (357 of 442) (FAL 83: 81.47%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WVIC-F	1. WVIC-F	1. WVIC-F	1. WFMK-F	1. WFMK-F	1. WITL-F	1. WVIC-F+	1. WVIC-F	1. WVIC-F+	1. WVIC-F	1. WVIC-F
2. WJXQ-F	2. WFMK-F	2. WFMK-F	2. WVIC-F	2. WVIC-F	2. WJIM-F	2. WJR	2. WJIM-F	2. WJXQ-F	2. WJXQ-F	2. WFMK-F
3.	3. WJXQ-F	3. WJXQ-F	3. WITL-F	3. WITL-F	3. WJR	WFMK-F	3. WFMK-F	3. WFMK-F	3. WITL-F	3. WJXQ-F
4.	4.	4. WITL-F	4. WIBM-F	4. WJIM-F	4. WFMK-F	4. WITL-F	4. WITL-F	4. WJIM-F	4. WFMK-F	4. WITL-F
5.	5.	5.	WJIM-F	5. WIBM-F	5.	5. WJIM-F	5.	5.	WJR	5. WILS-F+

  

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WVIC-F	1. WVIC-F	1. WVIC-F	1. WFMK-F	1. WITL-F	1. WVIC-F	1. WVIC-F	1. WVIC-F	1. WVIC-F	1. WFMK-F
2. WFMK-F	2. WFMK-F	2. WFMK-F	2. WVIC-F	2. WFMK-F	2. WJXQ-F	2. WJXQ-F	2. WJXQ-F	2. WFMK-F	2. WVIC-F
3. WJXQ-F	3.	3. WILS-F	3.	3. WVIC-F	3.	3. WFMK-F	3. WFMK-F	3. WJXQ-F	3. WITL-F
4.	4.	4. WITL-F	4.	4. WJIM-F	4.	4.	4. WITL-F	4. WIBM-F	4. WJXQ-F
5.	5.	5.	5.	5. WILS-F	5.	5.	5.	5.	5. WJR

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP	9 (1)	88 (1)	97 (2)	21.9	WGKY 1390 Charlotte .6/ .9
AOR		48 (1)	48 (1)	10.9	WILS 1320 Lansing 1.2/6.2
AC/OLDIES/SOFT ROCK		107 (4)	107 (4)	24.2	WITL 1010 Lansing 1.2/3.7
MOR/VARIETY	47 (2)		47 (2)	10.6	WJIM 1240 Lansing 1.9/6.6
COUNTRY	6 (1)	66 (3)	72 (4)	16.3	WVIC 730 Lansing 1.7/5.6
BLACK/URBAN	14 (1)		14 (1)	3.2	WNWN-F 98.5 Coldwater 1.0/ .8
BTFL MUSIC		48 (2)	48 (2)	10.9	WOOD-F 105.7 Grand Rapids 1.7/4.2
NEWS/TALK					
NOSTALGIA	6 (1)		6 (1)	1.4	
RELIGION	3 (1)		3 (1)	0.7	
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS					

442 (18)

RADIO STATIONS

WILS, 1320, 5 KW/1 KW (DA-2), NOST (Drake-Chen)  
 WITL, 1010, 500 W (DAYS), COUNTRY  
 WJIM, 1240, 1 KW/250 W, MOR  
 WVIC, 730, 500 W (DAYS,DA), CONTEMP  
 WFMK-F, 99.1, 28 KW @ 600, AC/CONTEMP  
 WILS-F, 101.7, 3 KW @ 180, AC  
 WITL-F, 100.7, 55 KW @ 378, COUNTRY  
 WJIM-F, 97.5, 28 KW @ 440, BTFL MUS (TM)  
 WVIC-F, 94.9, 49 KW @ 500, CHR  
 WIBM-F, 94.1, 50 KW @ 500, AC  
 WJXQ-F, 106.1, 50 KW @ 500, AOR  
 WKLH-F, 92.1, 3 KW @ 300, COUNTRY (Burk-Abr)  
 WMMQ-F, 92.7, 2.6 KW @ 320, AC

CBS,MBS, \$15.50 (Masla) Sentry  
 RKO II, \$24.40 (Mc-Guild) Midwest Family  
 NBC,NBC-T, \$12.38 (Market 4)  
 UPI, \$13.00 (Blair)  
 ABC-F, \$53.00\* (Selcom) Liggett  
 RKO, \$25.50 (Masla) Sentry  
 RKO II, \$43.88 (Mc-Guild) Midwest Family  
 NBC, \$17.00 (Market 4)  
 ABC-C, \$55.00\* (Blair)  
 MBS, \$22.00 (Torbet) Casciani (JACKSON)  
 , \$33.00 (Christal) (JACKSON)  
 ABC-I, \$14.00 (Weiss) (ST. JOHNS)  
 CBS-R, \$16.00 (Patt) (CHARLOTTE)

WOOD - See Grand Rapids

MISCELLANEOUS COMMENTS

WXCM/WIBM-F sold by Casciani to Van Wagner for \$3,150,000 (Blackburn)...Ionia County deleted from Arbitron metro...  
 WDTB changed calls to WXLA...

LAS VEGAS

Arbitron Rank/Pop (12+): 72/454,200  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 91/529,600  
 ADI # 104  
 Average Person Rating: 17.2  
 Market TSL: 22.5 hours

Stations: 18/18  
 Diaries: 820/554:1/39.5%  
 Sample Target: 820  
 Standard Error: .687  
 % Below Line: 0  
 % Not Listed: 14.1

Est 1984 Revenue: \$14,100,000  
 Gross Inc.: 5.7 Bil  
 HH Inc.: \$28,608  
 Retail \$: 3.8 Bil  
 Pop per Station: 25,233

12+ METRO	1/4/SHARE	SPG 84	FAL 83	SPG 83	FAL 82
1. KXTZ-F	90/11.6	9.5	9.0	10.4	7.2
2. KLUC-F	87/11.2	13.1	9.8	11.7	14.2
3. KFMS-F	81/10.4	8.0	8.4	7.8	5.4
KOMP-F	81/10.4	9.3	11.3	12.6	11.4
5. KORK	44/ 5.6	6.0	7.1	4.5	3.2
6. KDWN	34/ 4.4	4.3	5.4	5.2	6.4
7. KENO	31/ 4.0	3.8	3.7	2.0	1.9
KVEG	31/ 4.0	4.8	3.6	5.8	6.4
9. KMZQ-F	30/ 3.9	3.3	2.4	---	---
KUDO-F	30/ 3.9	3.0	3.6	4.9	6.5
11. KITT-F	27/ 3.5	2.6	---	---	---
KRAM	27/ 3.5	3.5	5.0	3.9	5.4
13. KMJJ	24/ 3.1	2.1	3.4	2.9	4.9
14. KNUU	19/ 2.4	1.6	2.2	4.0	1.5
15. KLAV	15/ 1.9	2.6	3.9	3.9	6.4

BIRCH SHARE

12+ TSA 1/4/CUME

12+ METRO CUME/ METRO CUME RATING      SPG 84      FAL 83

1. KXTZ-F	94/ 892	1. KLUC-F	1156/25.5	27.1	24.7
2. KLUC-F	87/1156	2. KOMP-F	907/20.0	19.4	21.7
3. KFMS-F	82/ 888	3. KFMS-F	882/19.4	13.6	14.8
KOMP-F	82/ 937	4. KXTZ-F	868/19.1	15.2	17.2
5. KORK	44/ 484	5. KUDO-F	621/13.7	9.7	12.1
6. KDWN	36/ 549	6. KITT-F	609/13.4	9.7	---
7. KVEG	32/ 443	7. KMJJ	514/11.3	9.4	12.3
8. KMZQ-F	31/ 462	8. KDWN	501/11.0	11.9	13.0
KENO	31/ 433	9. KORK	484/10.7	9.2	11.6
10. KUDO-F	30/ 621	10. KMZQ-F	448/ 9.9	6.9	6.2
11.		11. KENO	443/ 9.5	11.1	12.5
12.		12. KVEG	429/ 9.4	11.1	10.2
13.		13. KNUU	403/ 8.9	6.4	8.7
14.		14. KRAM	340/ 7.5	7.9	11.5
15.		15. KLAV	337/ 7.4	9.7	12.1

12+ FM SHARE (METRO): 65.92% (441 of 669) (FAL 83: 59.28%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KLUC-F	1. KOMP-F	1. KOMP-F	1. KFMS-F	1. KFMS-F	1. KXTZ-F	1. KXTZ-F	1. KXTZ-F	1. KLUC-F	1. KOMP-F	1. KXTZ-F
2. KOMP-F	2. KLUC-F	2. KFMS-F	2. KXTZ-F	2. KXTZ-F	2. KFMS-F	2. KFMS-F	2. KFMS-F	2. KXTZ-F	2. KLUC-F	2. KLUC-F
3.	3. KFMS-F	3. KLUC-F	3. KLUC-F	3. KLUC-F	3. KORK	3. KLUC-F	3. KOMP-F	3. KFMS-F	3. KFMS-F	3. KOMP-F
4.	4. KUDO-F	4. KXTZ-F	4. KOMP-F	4. KOMP-F	4. KVEG	4. KOMP-F	4. KLUC-F	4. KOMP-F	4. KXTZ-F	4. KFMS-F
5.	5. KENO	5. KMZQ-F	5. KENO	5. KENO	5. KDWN	5. KORK	5. KORK	5.	5.	5.

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. KLUC-F	1. KLUC-F	1. KLUC-F	1. KFMS-F	1. KXTZ-F	1. KOMP-F	1. KOMP-F	1. KOMP-F	1. KFMS-F	1. KFMS-F
2. KOMP-F	2. KOMP-F	2. KOMP-F	2. KOMP-F	2. KFMS-F	2. KLUC-F	2. KFMS-F	2. KFMS-F	2. KOMP-F	2. KXTZ-F
3.	3. KFMS-F	3. KFMS-F	3. KENO	3. KLUC-F	3.	KLUC-F	3. KLUC-F	3. KLUC-F	3. KLUC-F
4.	4. KUDO-F	4. KXTZ-F	4. KLUC-F	4. KOMP-F	4.	KITT-F	4. KXTZ-F	4. KENO	4. KOMP-F
5.	5. KMZQ-F	5. KMZQ-F	5.	5. KENO	5.	KENO	5. KENO	5.	5.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING				
TOP 40/CHR/CONTEMP	15 (1)	114 (2)	129 (3)	19.3	KREL	1280	Henderson	.4/1.7	
AOR		81 (1)	81 (1)	12.1	KRRI-F	105.5	Boulder City	.6/3.1	
AC/OLDIES/SOFT ROCK MOR/VARIETY	55 (2)	60 (2)	115 (4)	17.2	KYRK-F	97.1	Las Vegas	1.3/5.0	
COUNTRY	58 (2)	81 (1)	139 (3)	20.8					
BLACK/URBAN									
BTFL MUSIC		90 (1)	90 (1)	13.4					
NEWS/TALK	53 (2)		53 (2)	7.9					
NOSTALGIA	44 (1)		44 (1)	6.6					
RELIGION	3 (1)		3 (1)	0.4					
SPANISH									
CLASSICAL									
UNKNOWN/OTHERS		15 (2)	15 (2)	2.2					
			669 (18)						

RADIO STATIONS

KDWN, 720, 50 KW (DA-N)	, NEWS/TALK/MOR	, \$20.00 (Blair)	
KENO, 1460, 5 KW/1 KW (DA-N)	, AC	, \$ NA (Christal)	Lotus
KLAV, 1230, 1 KW/250 W	, CHR	, \$20.00* (Masla)	
KMJJ, 1140, 10 KW/2.5 KW (DA-N)	, AC/OLDIES	ABC-E, \$18.00 (Mc-Guild)	Nationwide/Western Cities
KNUU, 970, 5 KW/500 W (DA-2)	, NEWS/TALK	WSJ, CBS, MBS, \$16.38 (Weiss)	
KORK, 920, 5 KW/500 W (DA-2)	, NOSTALGIA	NBC, \$25.00 (Eastman)	Donrey
KRAM, 1340, 1 KW/250 W	, COUNTRY	, \$21.50 (Torbet)	
KVEG, 1410, 5 KW (DA-2)	, COUNTRY	, \$24.00* (Katz)	
KREL, 1280, 5 KW (DAYS)	, RELIGION	ABC-T, \$10.00 (Unirep)	(HENDERSON)
KYRK-F, 97.1, 50 KW @ 1936, ? ?		, \$22.00* (Eastman)	Donrey
KFMS-F, 101.9, 100 KW @ 1110, COUNTRY		, \$31.00* (Katz)	
KLUC-F, 98.5, 25 KW @ 180, CHR		ABC-C, \$45.00* (Mc-Guild)	Nationwide/Western Cities
KOMP-F, 92.3, 100 KW @ 1520, AOR (Burk-Abr)		Source, \$30.00* (Christal)	Lotus
KUDO-F, 93.1, 50 KW @ 103, AC		CBS-R, \$21.00 (HNWH)	
KXTZ-F, 94.1, 100 KW @ 1250, BTFL MUS (Churchill)		, \$27.00 (Selcom)	Parker (HENDERSON)
KITT-F, 96.3, 100 KW @ ? ? , CHR (Century 21)		, \$18.00 (Torbet)	(BOULDER CITY)
KMZQ-F, 100.5, 98 KW @ 1180, AC		MBS, \$27.00 (MMR)	(HENDERSON)

MISCELLANEOUS COMMENTS

KMJJ/KLUC-F sold by Western Cities to Nationwide for \$7,000,000 (E) (Kalil)...  
 KMZQ-F (Henderson) sold for \$1,350,000...KEER changed calls to KYRK...

Arbitron Rank/Pop (12+): 115/275,400  
 CMAA Rank/Pop: NA  
 MSA Rank/Pop: 135/330,600  
 ADI # 77  
 Average Person Rating: 15.1  
 Market TSL: 20.0 hours

Stations: 14/13  
 Diaries: 833/331:1/49.9%  
 Sample Target: 660  
 Standard Error: .651  
 % Below Line: 1.3  
 % Not Listed: 10.6

Est 1984 Revenue: \$9,100,000  
 Gross Inc.: 3.3 Bil  
 HH Inc.: \$27,394  
 Retail \$: 2.3 Bil  
 Pop per Station: 21,185

12+ METRO 1/4/SHARE	SPG 84	FAL 83	SPG 83	FAL 82	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/METRO CUME RATING	SPG 84	FAL 83
1. WVLC-F 62/14.9	18.4	17.5	16.0	15.9	19.1	1. WVLC-F 231/2348	1. WLAP-F 809/29.4	30.4	29.6
2. WKQQ-F 55/13.2	12.2	13.7	13.3	15.2	14.9	2. WLAP-F 104/1767	2. WVLC-F 791/28.7	32.3	30.3
3. WLAP-F 50/12.0	13.6	10.6	17.4	16.4	15.1	3. WKQQ-F 101/1392	3. WVLC 736/26.7	22.3	27.5
4. WVLC 44/10.6	7.9	9.9	12.6	11.5	10.0	4. WVLC 56/1039	4. WKQQ-F 671/24.4	23.6	26.1
5. WFMI-F 36/ 8.7	9.3	9.4	4.3	1.6	12.8	5. WFMI-F 47/ 804	5. WFMI-F 582/21.1	19.7	20.1
6. WNCW-F 35/ 8.4	5.5	7.1	5.2	6.0	4.4	6. WNCW-F 44/ 439	6. WLAP 490/17.8	16.4	17.5
7. WTKC 22/ 5.3	5.5	5.7	5.4	5.8	1.9	7. WHAS 35/ 707	7. WNCW-F 342/12.4	10.3	13.8
8. WLAP 21/ 5.0	6.9	5.0	4.7	5.5	6.3	8. WLAP 33/ 741	8. WTKC 280/10.2	12.3	12.8
9. WBBE 13/ 3.1	3.8	5.0	5.0	2.3	1.2	9. WTKC 29/ 322	9. WJMM-F 219/ 8.0	5.5	7.2
10. WJMM-F 9/ 2.2	2.1	1.9	.9	1.4	2.8	10. WBBE 15/ 167	10. WHAS 185/ 6.7	6.5	5.2
WRPZ 9/ 2.2	.5	---	---	1.6		11.	11.		
12.						12.	12.		
13.						13.	13.		
14.						14.	14.		
15.						15.	15.		

12+ FM SHARE (METRO): 68.55% (255 of 372) (FAL 83: 68.77%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WFMI-F	1. WKQQ-F	1. WKQQ-F	1. WVLC-F	1. WVLC-F	1. WVLC-F	1. WVLC	1. WVLC-F	1. WVLC-F	1. WKQQ-F	1. WVLC-F
2. WKQQ-F	2. WLAP-F	2. WLAP-F	2. WLAP-F	2. WLAP-F	WNCW-F	2. WVLC-F	2. WKQQ-F	2. WKQQ-F	2. WFMI-F	2. WKQQ-F
3.	3. WVLC-F	3. WVLC-F	3. WVLC	3. WVLC	3. WVLC	3. WLAP-F	3. WLAP-F	3. WLAP-F	3. WVLC-F	3. WVLC
4.	4. WVLC	4. WVLC	4. WKQQ-F	4. WNCW-F	4. WNCW-F	4. WKQQ-F	4. WNCW-F	4. WNCW-F	4. WLAP-F	4. WLAP-F
5.	5. WFMI-F	5. WFMI-F	5. WNCW-F	WKQQ-F	5.	5. WFMI-F	5. WVLC	5. WVLC	5.	5. WFMI-F
								6. WFMI-F		
WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54		MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WKQQ-F	1. WLAP-F	1. WLAP-F	1. WLAP-F	1. WVLC-F		1. WKQQ-F	1. WKQQ-F	1. WKQQ-F	1. WKQQ-F	1. WLAP-F
2. WLAP-F	2. WVLC-F	2. WVLC-F	2. WVLC-F	2. WLAP-F		2.	2. WLAP-F	2. WLAP-F	2. WLAP-F	WVLC
3. WFMI-F	3. WKQQ-F	3. WKQQ-F	3.	3. WVLC		3.	3. WVLC-F	3. WVLC-F	3. WVLC	3. WKQQ-F
4. WVLC-F	4.	4. WFMI-F	4.	4. WNCW-F		4.	4.	4. WVLC	4. WVLC-F	4. WVLC-F
5.	5.	5.	5.	5.		5.	5.	5.	5.	5.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		86 (2)	86 (2)	23.1	WVLC 1250 Nicholasville .7/1.5
AOR		55 (1)	55 (1)	14.8	WRMA-F 103.1 Georgetown 1.9/5.7
AC/OLDIES/SOFT ROCK	21 (1)	8 (1)	29 (2)	7.8	WHAS 840 Louisville 1.2/6.7
MOR/VARIETY	49 (2)		49 (2)	13.2	
COUNTRY	34 (3)	62 (1)	96 (4)	25.8	
BLACK/URBAN					
BTFM MUSIC		35 (1)	35 (1)	9.4	
NEWS/TALK					
NOSTALGIA	13 (1)		13 (1)	3.5	
RELIGION		9 (1)	9 (1)	2.4	
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS					
			372 (14)		

**RADIO STATIONS**

WBBE, 1580, 10 KW (DAYS,DA) , NOSTALGIA	MBS, \$22.00 (Savalli)	(GEORGETOWN)
WLAP, 630, 5 KW/1 KW (DA-2), AC (Klemm)	RKO II,CBS, \$27.00 (Mc-Guild)	
WTKC, 1300, 2.5 KW/1 KW (DA-N), COUNTRY (TM)	NBC, \$20.38 (Weiss)	
WVLC, 590, 5 KW/1 KW (DA-2), MOR/AC (Drake-Chen)	ABC-I, \$33.00 (Torbet)	Bluegrass
WKY, 1380, 1 KW (DAYS) , COUNTRY	, \$ 6.00 (----)	Cromwell (WINCHESTER)
WRPZ, 1440, 1 KW (DAYS) , COUNTRY	, \$10.00* (Smith)	(PARIS)
WFMI-F, 100.1, 1.2 KW @ 460, CHR	ABC-F, \$20.00* (Selcom)	Cromwell (WINCHESTER)
WKQQ-F, 98.1, 100 KW @ 551, AOR	, \$47.00 (Christal)	Village
WLAP-F, 94.5, 100 KW @ 660, CHR (TM)	RKO, \$35.00 (Mc-Guild)	
WNCW-F, 96.7, 3 KW @ 300, BTFM MUS (KalaMusic)	, \$18.00 (HNWH)	Martin (PARIS)
WVLC-F, 92.9, 100 KW @ 854, COUNTRY (Drake-Chen)	, \$44.00* (Torbet)	Bluegrass
WAXU-F, 103.1, 3 KW @ 300, COUNTRY	MBS, \$13.00 (----)	(GEORGETOWN)

**MISCELLANEOUS COMMENTS**

WAXU changed calls to WRMA...

**LITTLE ROCK**

Arbitron Rank/Pop (12+): 80/406,100  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 96/493,200  
 ADI # 56  
 Average Person Rating: 16.9  
 Market TSL: 22.2 hours

Stations: 17/17  
 Diaries: 974/417:1/54.6%  
 Sample Target: 800  
 Standard Error: .648  
 % Below Line: 0  
 % Not Listed: 7.0

Est 1984 Revenue: \$12,000,000  
 Gross Inc.: 4.4 Bil  
 HH Inc.: \$24,695  
 Retail \$: 2.9 Bil  
 Pop per Station: 23,888

12+ METRO	1/4/SHARE	SPG 84	FAL 83	SPG 83	FAL 82	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/METRO CUME RATING	SPG 84	FAL 83
1. KSSN-F	106/15.4	12.3	12.9	11.8	13.9	16.2	1. KSSN-F 254/2715	1. KKYK-F 1378/33.9	33.6	30.9
2. KKYK-F	96/14.0	16.4	15.7	11.5	14.5	16.9	2. KKYK-F 182/2708	2. KSSN-F 1152/28.4	25.2	23.9
3. KEZQ-F	67/ 9.8	8.3	8.4	8.6	7.1	6.6	3. KMJX-F 137/1234	3. KLAZ-F 907/22.3	18.4	15.3
4. KMJX-F	66/ 9.6	11.4	8.6	5.8	9.3	14.5	4. KEZQ-F 119/1143	4. KMJX-F 777/19.1	16.3	17.2
5. KWT-D-F	50/ 7.3	5.9	4.0	5.3	---	5.0	5. KLAZ-F 112/1884	5. KEZQ-F 727/17.9	14.5	16.4
	KLAZ-F 50/ 7.3	5.9	6.0	7.2	11.1	9.4	6. KWT-D-F 52/ 456	6. KARN 588/14.5	16.5	17.7
7. KARN	35/ 5.1	8.6	7.0	6.0	11.1	8.2	7. KAA-Y 45/ 929	7. KLPQ-F 480/11.8	10.4	11.7
8. KLPQ-F	29/ 4.2	3.2	5.2	6.5	3.9	2.6	8. KARN 38/ 719	8. KAA-Y 466/11.5	9.9	13.2
9. KAUL	26/ 3.8	4.7	7.2	3.3	1.4	3.0	KLRA 38/ 540	9. KLAZ 417/10.3	12.9	13.2
10. KLAZ	25/ 3.6	6.5	5.8	10.6	8.6	4.1	10. KLPQ-F 35/ 666	10. KWT-D-F 407/10.0	9.0	9.0
11. KAA-Y	23/ 3.3	2.7	3.2	6.3	5.2	3.6	11.	11. KLRA 371/ 9.1	10.1	17.2
12. KLRA	22/ 3.2	3.6	6.6	6.2	5.2	3.9	12.	12. KAUL 232/ 5.7	8.5	8.9
13.							13.	13.		
14.							14.	14.		
15.							15.	15.		

12+ FM SHARE (METRO): 73.71% (471 of 639) (AFL 83: 63.94%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KMJX-F	1. KKYK-F	1. KKYK-F	1. KSSN-F	1. KSSN-F	1. KSSN-F	1. KSSN-F	1. KSSN-F	1. KSSN-F	1. KWT-D-F	1. KSSN-F
2. KKYK-F	2. KMJX-F	2. KSSN-F	2. KKYK-F	2. KKYK-F	2. KEZQ-F	2. KKYK-F	2. KEZQ-F	2. KKYK-F	2. KMJX-F	2. KKYK-F
3. KWT-D-F	3. KLAZ-F	3. KMJX-F	3. KEZQ-F	3. KEZQ-F	3. KARN	3. KEZQ-F	3. KKYK-F	3. KMJX-F	3. KKYK-F	3. KLAZ-F
4. KLAZ-F	4. KSSN-F	4. KLAZ-F	4. KLAZ-F	4. KLAZ-F	4.	4. KLAZ-F	4. KMJX-F	4. KEZQ-F	4. KSSN-F	4. KMJX-F
5.	5. KWT-D-F	5. KWT-D-F	KWT-D-F	5. KLPQ-F	5.	5. KMJX-F	5. KLAZ-F	5. KLAZ-F	5. KLAZ-F	5. KWT-D-F
				KARN				6. KWT-D-F	6. KWT-D-F	6. KEZQ-F
WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54		MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. KKYK-F	1. KKYK-F	1. KSSN-F	1. KKYK-F	1. KSSN-F		1. KMJX-F	1. KMJX-F	1. KKYK-F	1. KKYK-F	1. KSSN-F
2. KLAZ-F	2. KLAZ-F	2. KKYK-F	2. KSSN-F	2. KKYK-F		2. KKYK-F	2. KKYK-F	2. KSSN-F	2. KMJX-F	2. KKYK-F
	KMJX-F	3. KWT-D-F	3. KLAZ-F	3. KLAZ-F		KLAZ-F	3. KLAZ-F	3. KMJX-F	3. KAA-Y	3. KAA-Y
4. KWT-D-F	4. KMJX-F	4. KEZQ-F	4. KWT-D-F	4.		4. KSSN-F	4. KLAZ-F	4. KLAZ-F	4. KSSN-F	4. KLAZ-F
5.	5. KSSN-F	KWT-D-F	5.	5.		5.	5. KWT-D-F	5. KWT-D-F	5.	5. KMJX-F

FORMATS	AM	FM	TOTAL	%
TOP 40/CHR/CONTEMP		96 (1)	96 (1)	15.0
AOR		66 (1)	66 (1)	10.3
AC/OLDIES/SOFT ROCK	23 (1)		23 (1)	3.6
MOR/VARIETY				
COUNTRY	22 (1)	135 (2)	157 (3)	24.6
BLACK/URBAN	25 (1)	100 (2)	125 (3)	19.6
BTFM MUSIC		67 (1)	67 (1)	10.5
NEWS/TALK	35 (1)		35 (1)	5.5
NOSTALGIA	35 (2)		35 (2)	5.5
RELIGION	28 (3)		28 (3)	4.4
SPANISH				
CLASSICAL				
UNKNOWN/OTHERS		7 (1)	7 (1)	1.1
			639 (17)	

**OTHER RATED STATIONS/METRO SHARE & CUME RATING**

KAKI-F	107.1	Benton	1.0/1.5
KBOX	1150	Little Rock	1.3/5.5
KITA	1440	Little Rock	1.6/4.7
KMTL	760	Sherwood	1.9/2.5
KSOH	1050	Little Rock	.6/2.1

**RADIO STATIONS**

KAAY, 1090, 50 KW (DA-N)	, AC	ABC-C, RKO II, \$47.50	(Katz)
KARN, 920, 5 KW (DA-N)	, NEWS/TALK	CBS, \$47.00	(Blair)
KAUL, 1380, 5 KW/2.5 KW (DA-2)	, NOST (Al Ham)	NBC, \$16.00	(Roslin)
KBOX, 1150, 5 KW/1 KW (DA-N)	, NOST (TM)	, \$16.00	(Selcom)
KLAZ, 1250, 1 KW/500 W (DA-N)	, BLACK	, \$ NA	(----)
KLRA, 1010, 10 KW/5 KW (DA-N)	, COUNTRY	UPI, \$19.00	(Christal)
KSOH, 1050, 1 KW (DAYS)	, RELIGION	MBS, \$ 9.00	(----)
KEZQ-F, 100.3, 100 KW @ 295,	BTFM MUS	, \$40.00	(Selcom)
KKYK-F, 103.7, 100 KW @ 1510,	CHR (White)	, \$62.50	(Blair)
KLAZ-F, 98.5, 100 KW @ 880,	BLACK/URBAN	, \$38.00*	(----)
KLPQ-F, 94.1, 100 KW @ 770,	COUNTRY	, \$47.50*	(Katz)
KMJX-F, 105.1, 100 KW @ 534,	AOR	ABC-R, \$21.50	(HNWH)
KSSN-F, 95.7, 100 KW @ 1664,	COUNTRY	ABC-E, \$83.25	(Eastman)
KWT-D-F, 106.3, 3 KW @ 290,	URBAN	MBS, \$26.00	(Roslin)
			(CONWAY)
			(LONOKE)

**MISCELLANEOUS COMMENTS**

KIEL sold for \$250,000...KAAY/KLPQ-F sold by Multimedia to Sudbrink for \$3,750,000 (LaRue)...Sudbrink spins off KLPQ-F (???) for \$2,750,000 to Signal (LaRue)...Faulkner and Lonoke counties added to Arbitron metro...

LOS ANGELES

Arbitron Rank/Pop (12+): 2/8,303,600  
 CMSA Rank/Pop: # 2  
 MSA Rank/Pop: 2/7,750,100  
 ADI # 2  
 Average Person Rating: 17.4  
 Market TSL: 22.7 hours

Stations: 45/44  
 Diaries: 4863/1708:1/41.3%  
 Sample Target: 3440  
 Standard Error: .287  
 % Below Line: 0.4%  
 % Not Listed: 7.6%

Est. 1984 Revenue: \$224,200,000  
 Gross Inc.: 89.4 Bil  
 HH Inc.: \$31,311  
 Retail \$: 62.9 Bil  
 Pop per Station: 188,718

12+ METRO	1/4/SHARE	SUM 84	SPG 84	WIN 84	FAL 83	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/METRO CUME RATING	SPG 84	FAL 83
1. KIIS-F	1315/9.1	10.0	9.7	7.8	8.1	11.8	1. KIIS-F 1537/23319	1. KIIS-F 20176/24.3	23.1	20.4
2. KABC	846/5.9	7.9	7.6	5.7	5.2	6.0	2. KABC 955/11639	2. KFVB 10415/12.5	11.6	12.9
3. KJOI-F	788/5.5	4.4	4.3	4.5	4.4	3.5	3. KBIG-F 849/11244	3. KNX 10245/12.3	10.1	12.3
4. KBIG-F	695/4.8	4.1	4.3	4.1	5.0	2.8	4. KJOI-F 843/ 8567	4. KABC 10225/12.3	16.3	12.5
5. KOST-F	630/4.4	3.4	2.7	3.5	2.7	3.4	5. KOST-F 753/11216	5. KOST-F 9519/11.5	9.3	8.5
6. KLOS-F	535/3.7	3.5	3.9	3.3	3.6	5.4	6. KLOS-F 728/12501	6. KLOS-F 9464/11.4	11.7	11.2
7. KNX	530/3.7	2.9	3.0	3.5	3.7	3.4	7. KNX 726/14016	7. KBIG-F 9271/11.2	9.8	10.3
8. KFVB	469/3.3	2.9	2.9	3.0	3.5	3.6	8. KMET-F 639/11307	8. KMET-F 8559/10.3	10.8	10.7
9. KMET-F	455/3.2	3.1	3.4	3.9	3.8	4.5	9. KRTH-F 503/ 9998	9. KKHR-F 8106/ 9.8	10.1	6.2
10. KMPC	453/3.1	3.4	2.9	3.2	2.8	1.8	10. KMPC 502/ 7928	10. KRTH-F 7959/ 9.6	9.7	9.9
11. KRTH-F	401/2.8	2.9	2.6	2.8	2.6	2.7	11. KFVB 494/11082	11. KIQQ-F 7890/ 9.5	11.1	11.8
12. KROQ-F	365/2.5	2.8	2.1	3.0	2.6	3.6	12. KKHR-F 457/10033	12. KJOI-F 7801/ 9.4	9.3	9.7
13. KMGF-F	347/2.4	2.4	1.8	2.3	2.3	2.1	13. KFI 400/ 8881	13. KMPC 6933/ 8.3	7.9	8.8
14. KKHR-F	347/2.4	3.0	2.9	2.6	1.6	2.4	14. KROQ-F 395/ 6494	14. KMGF-F 6367/ 7.7	7.7	7.5
15. KTNQ	344/2.4	3.2	1.8	1.6	2.1	2.2	15. KMGF-F 366/ 6844	15. KROQ-F 5924/ 7.1	6.5	7.6
16. KZLA-F	294/2.0	2.0	2.2	2.4	1.9	2.5	16. KTNQ 362/ 4281	16. KHTZ-F 5192/ 6.3	6.3	7.6
17. KLVE-F	291/2.0	1.2	1.7	2.0	1.2	2.4	17. KZLA-F 313/ 4795	17. KFI 5153/ 6.2	6.1	7.7
18. KJLH-F	288/2.0	2.0	2.3	2.2	2.4	3.6	18. KLVE-F 310/ 4016	18. KJLH-F 4983/ 6.0	6.1	6.0
19. KIIS	280/1.9	1.7	2.4	2.3	3.2	.8	19. KJLH-F 292/ 5082	19. KRLA 4763/ 5.7	5.4	6.5
20. KDAY	252/1.7	1.6	1.6	1.6	1.3	1.5	20. KIIS 284/ 3497	20. KZLA-F 4372/ 5.3	6.1	4.7
21. KIQQ-F	251/1.7	2.4	2.6	2.7	2.6	1.7	21. KIQQ-F 270/ 8619	21. KUTE-F 4086/ 4.9	5.3	7.2
22. KUTE-F	241/1.7	1.3	1.3	1.1	2.1	1.2	22. KUTE-F 261/ 4457	22. KTNQ-F 3974/ 4.8	4.1	NA
23. KFI	231/1.6	1.8	1.4	2.0	1.9	.8	23. KDAY 258/ 3954	23. KDAY 3860/ 4.6	4.8	4.1
24. KRLA	223/1.5	1.6	2.0	2.1	1.8	1.4	24. KLAC 255/ 4479	24. KLVE-F 3764/ 4.5	4.6	3.7
25. KLAC	211/1.5	1.9	2.0	1.6	1.6	1.4	25. KRLA 239/ 5317	25. KLAC 3744/ 4.5	6.4	5.6
KHTZ-F	211/1.5	1.7	2.0	1.7	2.1	1.0				

12+ FM SHARE (METRO): 63.31% (8439 of 13330) (FAL 83: 61.02%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KIIS-F	1. KIIS-F	1. KIIS-F	1. KIIS-F	1. KIIS-F	1. KABC	1. KIIS-F	1. KIIS-F	1. KIIS-F	1. KIIS-F	1. KIIS-F
2. KKHR-F	2. KLOS-F	2. KOST-F	2. KOST-F	2. KOST-F	2. KJOI-F	2. KABC	2. KJOI-F	2. KJOI-F	2. KABC	2. KJOI-F
3. KDAY	3. KMET-F	3. KLOS-F	3. KBIG-F	3. KBIG-F	3. KBIG-F	3. KFVB	3. KBIG-F	3. KBIG-F	3. KOST-F	3. KRTH-F
4. KMET-F	4. KOST-F	4. KBIG-F	4. KRTH-F	4. KRTH-F	4. KABC	4. KMPC	4. KNX	4. KABC	4. KJOI-F	4. KBIG-F
5. KROQ-F	5. KRTH-F	5. KRTH-F	5. KABC	5. KJOI-F	5. KJOI-F	5. KIIS-F	5. KJOI-F	5. KOST-F	5. KLOS-F	5. KOST-F
6. KLOS-F	6. KROQ-F	6. KMET-F	6. KJOI-F	6. KRTH-F	6. KNX	6. KBIG-F	6. KLOS-F	6. KABC	6. KMET-F	6. KLOS-F
7. KIQQ-F	7. KJLH-F	7. KMGF-F	7. KMGF-F	7. KTNQ	7. KOST-F	7. KTNQ	7. KMET-F	7. KMET-F	7. KNX	7. KABC
8.	8. KMGF-F	8. KABC	8. KTNQ	8. KMGF-F	8. KFVB	8. KOST-F	8. KNX	8. KNX	8. KKHR-F	8. KMPC
9.	9. KUTE-F	9. KJOI-F	9. KLOS-F	9. KLOS-F	9. KZLA-F	9. KMPC	9. KMPC	9. KMPC	9. KBIG-F	9. KNX
10.	10. KBIG-F	10. KTNQ	10. KLVE-F	10. KLVE-F	10. KTNQ	10. KLOS-F	10. KLVE-F	10. KKHR-F	10. KROQ-F	10. KMET-F

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. KIIS-F	1. KIIS-F	1. KIIS-F	1. KIIS-F	1. KIIS-F	1. KIIS-F	1. KIIS-F	1. KIIS-F	1. KIIS-F	1. KIIS-F
2. KROQ-F	2. KOST-F	2. KOST-F	2. KOST-F	2. KOST-F	2. KLOS-F	2. KLOS-F	2. KLOS-F	2. KLOS-F	2. KABC
3. KLOS-F	3. KMGF-F	3. KBIG-F	3. KMGF-F	3. KBIG-F	3. KMET-F	3. KMET-F	3. KMET-F	3. KRTH-F	3. KJOI-F
4. KOST-F	4. KRTH-F	4. KRTH-F	4. KBIG-F	4. KJOI-F	4. KROQ-F	4. KROQ-F	4. KRTH-F	4. KMET-F	4. KLOS-F
5. KMET-F	5. KLOS-F	5. KMGF-F	5. KRTH-F	5. KABC	5. KJLH-F	5. KRTH-F	5. KABC	5. KMGF-F	5. KBIG-F
6. KIQQ-F	6. KBIG-F	6. KLVE-F	6. KLVE-F	6. KRTH-F	6. KOST-F	6. KOST-F	6. KOST-F	6. KOST-F	6. KRTH-F
7. KKHR-F	7. KJLH-F	7. KJLH-F	7. KJLH-F	7. KMGF-F	7. KRTH-F	7. KJLH-F	7. KBIG-F	7. KOST-F	7. KTNQ
8. KJLH-F	8. KMET-F	8. KJLH-F	8. KJLH-F	8. KLVE-F	8. KHRH-F	8. KMGF-F	8. KTNQ	8. KABC	8. KOST-F
9. KRTH-F	9. KROQ-F	9. KLOS-F	9. KTNQ	9. KWKW	9. KACE-F	9. KTNQ	9. KROQ-F	9. KJLH-F	9. KMGF-F
10. KMGF-F	10. KUTE-F	10. KALI	10. KMET-F	10. KTNQ	10. KDAY	10. KABC	10. KJOI-F	10. KROQ-F	10. KNX

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP	160 (2)	2001 (5)	2161 (7)	16.2	KACE-F	103.9	Inglewood	1.2/3.9
AOR		1355 (3)	1355 (3)	10.2	KALI	1430	San Gabriel	1.4/3.0
AC/OLDIES/SOFT ROCK	454 (2)	1589 (4)	2043 (6)	15.3	KBRT	740	Avalon	.8/1.8
MOR/VARIETY		200 (1)	200 (1)	1.5	KESY-F	95.9	Anaheim	.3/1.5
COUNTRY	211 (1)	294 (1)	505 (2)	3.8	KFAC	1330		.2/1.1
BLACK/URBAN	360 (2)	875 (4)	1235 (6)	9.3	KFAC-F	92.3		1.0/3.8
BTFL MUSIC		1483 (2)	1483 (2)	11.1	KFSG-F	96.3		.6/1.9
NEWS/TALK	1845 (3)		1845 (3)	13.8	KGER	1390	Long Beach	.4/1.2
NOSTALGIA	733 (2)		733 (2)	5.5	KGFJ	1230		.7/2.9
RELIGION	299 (3)	158 (2)	457 (5)	3.4	KHJ	930		.8/4.1
SPANISH	801 (4)	291 (1)	1092 (5)	8.2	KIEV	870	Glendale	.8/2.3
CLASSICAL	28 (1)	146 (1)	174 (2)	1.3	KKGO-F	105.1		1.2/3.8
UNKNOWN/OTHERS		47 (1)	47 (1)	0.4	KMAX-F	107.1	Acadia	.3/1.1
			13330 (45)		KNAC-F	105.5	Long Beach	.3/1.2
					KNOB-F	97.9	Long Beach	1.4/4.2
					KSKQ	1540		.4/1.1
					KWKW	1300	Pasadena	1.4/3.0
					KYMS-F	106.3	Santa Ana	.5/1.2
					XTRA	690	Tijuana	.3/2.3

RADIO STATIONS

AM STATIONS

KABC, 790, 5 KW (DA-N)	, TALK/NEWS	ABC-I,ABC-T, \$300.00	(Katz)	ABC	
KALI, 1430, 5 KW (DA-2)	, SPANISH	, \$ NA	(Masla)	United	
KDAY, 1580, 50 KW (DA-2)	, BLACK	NBN, \$ 90.00*	(Weiss)	Rollins	
KFI, 640, 50 KW	, AC	ABC-E, \$180.00*	(Christal)	Cox	
KFWB, 980, 5 KW	, NEWS	NBC, \$240.00*	(Blair/RAR)	Westingh	
KGFJ, 1230, 1 KW/250 W	, BLACK	SBN, \$ NA	(Masla)	Inner City	
KHJ, 930, 5 KW (DA-N)	, CHR	, \$ NA	(Republic)	RKO	
KIEV, 870, 5 KW (DAYS)	, TALK/RELIGION	UPI, \$115.00	(Roslin)		
KLAC, 570, 5 KW (DA-N)	, COUNTRY	ABC-D, \$130.00*	(Eastman)	Cap Cities	
KMPC, 710, 50 KW/10 KW (DA-N)	, NOSTALGIA	, \$170.00	(Selcom)	Golden West	
KNX, 1070, 50 KW	, NEWS	CBS, \$270.00	(CBS Spot)	CBS	
KIIS, 1150, 5 KW (DA-N)	, NOSTALGIA (Al Ham)	MBS,WSJ, \$130.00	(Mc-Guild)	Gannett	
KRLA, 1110, 50 KW/10 KW (DA-2)	, OLDIES	, \$125.00*	(HNWH)	Greater Med	
KTNQ, 1020, 50 KW (DA-2)	, SPANISH	, \$ 75.00*	(Caballero)		
KWKW, 1300, 5 KW/1 KW (DA-2)	, SPANISH	, \$ 63.00	(Lotus)	Lotus	

FM STATIONS

KBIG-F, 104.3, 105 KW @ 2890	BTFL MUS	, \$255.00*	(Torbet)	Bonneville	
KFAC-F, 92.3, 55 KW @ 2835	CLASSICAL	, \$172.50	(Mc-Guild)		
KGIL-F, 94.3, 3 KW @ -80	AC	, \$ NA	(HNWH)	Buckley	
KHTZ-F, 97.1, 55 KW @ 770	AC/CONTEMP	RKO II, \$200.00	(MMR)	Greater Med	
KIIS-F, 102.7, 8 KW @ 2790	CHR	ABC-C, \$450.00*	(Mc-Guild)	Gannett	
KIQQ-F, 100.3, 5 KW @ 3060	CHR	, \$135.00	(Selcom)	Outlet	
KJOI-F, 98.7, 75 KW @ 1833	BTFL MUS (Churchill)	, \$205.00	(MMR)		
KKGO-F, 105.1, 18 KW @ 2900	JAZZ	APR, \$ NA	(Blair/RAR)		
KKHR-F, 93.1, 54 KW @ 2870	CHR	CBS-R, \$175.00*	(CBS Spot)	CBS	
KLOS-F, 95.5, 68 KW @ 2920	AOR (Pollack)	ABC-R, \$321.00	(Katz)	ABC	
KLVE-F, 107.5, 34 KW @ 2800	SPANISH	, \$ NA	(Caballero)		
KMET-F, 94.7, 58 KW @ 2835	AOR (Burk-Abr)	Source, \$225.00*	(Selcom)	Metromedia	
KMGG-F, 105.9, 72 KW @ 770	AC/CONTEMP	RKO, \$150.00*	(HNWH)	Emmis	
KOST-F, 103.5, 13 KW @ 3100	AC	, \$210.00*	(Christal)	Cox	
KRTH-F, 101.1, 58 KW @ 2930	AC/OLDIES	, \$190.00*	(Republic)	RKO	
KUTE-F, 101.9, .7 KW @ 2780	BLACK	SBN, \$100.00*	(Masla)	Inner City	
KZLA-F, 93.9, 49 KW @ 720	COUNTRY	, \$110.00*	(Eastman)	Cap Cities	
KACE-F, 103.9, 1.6 KW @ 390	BLACK	, \$ 46.00	(Weiss)	All Pro	
KJLH-F, 102.3, 3 KW @ 300	BLACK	, \$ 55.00	(RSR)		

CALL LETTER CHANGES

KPRZ changes to KIIS-A (Jan)  
KZLA changes to KSKQ

FORMAT CHANGES

KPRZ from Nost to CHR (Jan)

STATION SALES

KLAC: from Metromedia to Capital Cities for \$11,000,000  
KZLA-A: Sold by Cap Cities for \$5,000,000

MISCELLANEOUS COMMENTS

Strongest book ever for KOST-F which is becoming a strong force...

CONTINUATION OF FM STATIONS

KROQ-F, 106.7, 26 KW @ 1600, AOR \$120.00\* (HNWH) Michael Brandt

XTRA - See San Diego

LOUISVILLE

Arbitron Rank/Pop (12+): 43/795,500  
 CMSA Rank/Pop: # 39  
 MSA Rank/Pop: 49/952,800  
 ADI # 45  
 Average Person Rating: 16.0  
 Market TSL: 21.3 hours

Stations: 18/18  
 Diaries: 1271/626:1/44.5%  
 Sample Target: 1200  
 Standard Error: .549  
 % Below Line: 0  
 % Not Listed: 5.5

Est. 1984 Revenue: \$17,100,000  
 Gross Inc.: 9.1 Bil  
 HH Inc.: \$26,648  
 Retail \$: 5.7 Bil  
 Pop per Station: 44,194

12+ METRO	1/4/SHARE	SPG 84	WIN 84	FAL 83	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/METRO CUME RATING	SPG 84	FAL 83
1. WAMZ-F	145/11.4	10.4	10.3	12.2	10.0	1. WAMZ-F 247/2827	1. WHAS 2168/27.3	28.9	26.0
2. WHAS	136/10.7	10.3	12.2	9.7	12.4	2. WHAS 206/3398	2. WLRS-F 2078/26.1	20.3	17.3
3. WLRS-F	132/10.4	6.8	4.0	4.3	13.2	3. WQMF-F 205/2683	3. WQMF-F 1845/23.2	22.5	22.3
4. WQMF-F	131/10.3	10.5	9.7	10.0	12.9	4. WLRS-F 134/2216	4. WAMZ-F 1766/22.2	18.7	22.4
5. WLOU	106/ 8.3	10.8	10.7	11.4	7.8	5. WVEZ-F 126/1549	5. WKJJ-F 1264/15.9	14.7	15.2
6. WVEZ-F	99/ 7.8	9.0	9.4	8.6	6.8	6. WLOU 106/ 919	6. WVEZ-F 1224/15.4	16.1	15.0
7. WAVG	89/ 7.0	4.9	5.3	4.3	5.0	7. WAVG 90/1282	7. WAVG 1206/15.2	15.7	15.5
8. WKJJ-F	73/ 5.7	5.8	6.3	5.9	4.5	8. WKJJ-F 88/1612	8. WCII 1002/12.6	14.4	12.7
9. WJYL-F	65/ 5.1	5.7	7.0	3.3	5.2	9. WJYL-F 77/ 974	9. WRKA-F 947/11.9	12.4	15.9
10. WCII	64/ 5.0	5.8	5.5	6.2	4.7	10. WCII 70/1174	10. WJYL-F 916/11.5	16.3	9.6
11. WRKA-F	44/ 3.5	5.8	4.8	5.4	4.2	11. WRKA-F 45/ 960	11. WLOU 889/11.2	12.2	11.2
12. WAKY	34/ 2.7	3.6	3.2	4.4	1.7	12. WAKY 35/ 800	12. WAKY 698/ 8.8	11.0	16.2
13. WXVW	28/ 2.2	2.3	1.9	2.8	1.4	13. WXVW 28/ 376	13. WXVW 376/ 4.7	5.4	5.1
14.						14.	14.		
15.						15.	15.		
16.						16.	16.		
17.						17.	17.		
18.						18.	18.		
19.						19.	19.		
20.						20.	20.		
21.						21.	21.		
22.						22.	22.		
23.						23.	23.		
24.						24.	24.		
25.						25.	25.		

12+ FM SHARE (METRO): 58.81% (707 of 1202) (FAL 83: 54.29%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WLRS-F	1. WQMF-F	1. WAMZ-F	1. WAMZ-F	1. WAMZ-F	1. WVEZ-F	1. WHAS	1. WAMZ-F	1. WLRS-F	1. WLRS-F	1. WAMZ-F
2. WQMF-F	2. WLRS-F	2. WQMF-F	2. WHAS	2. WHAS	2. WAMZ-F	2. WQMF-F	2. WVEZ-F	2. WAMZ-F	2. WLOU	2. WQMF-F
3. WLOU	3. WAMZ-F	3. WLRS-F	3. WQMF-F	3. WLOU	3. WHAS	3. WLRS-F	3. WQMF-F	3. WQMF-F	3. WHAS	3. WLRS-F
4. WJYL-F	4. WLOU	4. WHAS	4. WLOU	4. WVEZ-F	4. WCII	4. WAMZ-F	4. WHAS	4. WLOU	4. WQMF-F	4. WHAS
5.	5. WKJJ-F	5. WLOU	5. WKJJ-F	5. WQMF-F	5. WAVG	5. WAVG	5. WLRS-F	5. WVEZ-F	5. WAMZ-F	5. WLOU
6.	6.	6. WKJJ-F	6. WLRS-F	6. WKJJ-F	6. WLOU	6. WLOU	6. WKJJ-F	6. WHAS	6. WJYL-F	6. WVEZ-F
7.	7.	7.	7.	7.	7.	7.	7. WAVG	7.	7.	7.
8.	8.	8.	8.	8.	8.	8.	8. WCII	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WLRS-F	1. WLRS-F	1. WAMZ-F	1. WKJJ-F	1. WAMZ-F	1. WQMF-F	1. WQMF-F	1. WQMF-F	1. WQMF-F	1. WAMZ-F
2. WQMF-F	2. WKJJ-F	2. WLRS-F	2. WLRS-F	2. WHAS	2. WLRS-F	2. WLRS-F	2. WAMZ-F	2. WAMZ-F	2. WHAS
3. WKJJ-F	3. WQMF-F	3. WKJJ-F	3. WAMZ-F	3. WKJJ-F	3. WLOU	3. WAMZ-F	3. WHAS	3. WJYL-F	3. WQMF-F
4. WLOU	4. WLOU	4. WHAS	4. WHAS	4. WLOU	4.	4. WLOU	4. WLRS-F	4. WLRS-F	4. WLOU
5. WJYL-F	5. WAMZ-F	5. WLOU	5. WLOU	5. WVEZ-F	5.	5. WJYL-F	5. WLOU	5. WLOU	5. WVEZ-F
6.	6.	6. WQMF-F	6.	6. WLRS-F	6.	6.	6.	6. WHAS	6. WCII
7.	7.	7.	7.	7.	7.	7.	7.	7.	7.
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

FORMATS	AM	FM	TOTAL	%
TOP 40/CHR/CONTEMP		132 (1)	132 (1)	11.0
AOR		131 (1)	131 (1)	10.9
AC/OLDIES/SOFT ROCK	34 (1)	117 (2)	151 (3)	12.6
MOR/VARIETY	234 (3)		234 (3)	19.5
COUNTRY	75 (2)	145 (1)	220 (3)	18.3
BLACK/URBAN	106 (1)	65 (1)	171 (2)	14.2
BTFL MUSIC		99 (1)	99 (1)	8.2
NEWS/TALK				
NOSTALGIA	28 (1)		28 (1)	2.3
RELIGION	12 (1)	18 (1)	30 (2)	2.5
SPANISH				
CLASSICAL				
UNKNOWN/OTHERS	6 (1)		6 (1)	0.5
			1202 (18)	

OTHER RATED STATIONS/METRO SHARE & CUME RATING			
WDGS	1290	New Albany, IN	.5/1.0
WFIA	900	Louisville	.9/2.9
WLLV	1240	Louisville	.7/2.0
WTMT	620	Louisville	.9/2.0
WXLN-F	103.9	Louisville	1.4/3.5

RADIO STATIONS

AM STATIONS

WAKY, 790, 5 KW/1 KW (DA-2), OLDIES	MBS, \$ 45.00 (Katz)
WAVG, 970, 5 KW (DA-2), MOR	RKO II, NBC, NBC-T, \$ 43.00 (Selcom)
WCII, 1080, 10 KW/1 KW (DA-2), COUNTRY	CBS, \$ 93.28 (Eastman)
WFIA, 900, 1 KW (DAYS), RELIGION	, \$ 14.00 (----)
WHAS, 840, 50 KW, MOR	ABC-I, \$106.25 (Christal)
WLLV, 1240, 1 KW/250 W, MOR	WSJ, \$ 17.00 (Weiss)
WLou, 1350, 5 KW (DAYS), BLACK	NBN, \$ 50.00 (HNWH)
WTMT, 620, 500 W (DAYS, DA), CONNTRY	, \$ 17.00 (Masla)
WXVW, 1450, 1 KW/250 W, NOST (Al Ham)	MBS, \$ 21.00 (Regional)

FM STATIONS

WAMZ-F, 97.5, 100 KW @ 505, COUNTRY	ABC-E, \$121.88 (Christal)
WJYL-F, 101.7, 3 KW @ 300, URBAN	ABC-F, \$ 35.00 (HNWH)
WKJJ-F, 99.7, 20 KW @ 720, AC/CONTEMP	CBS-R, \$ 93.28 (Eastman)
WLRS-F, 102.3, 3 KW @ 300, CHR (Burk-Abr)	ABC-R, Source, \$ 50.00 (Eastman)
WQMF-F, 95.7, 34 KW @ 580, AOR	, \$ 61.00* (Torbet)
WRKA-F, 103.1, 3 KW @ 300, AC	ABC-D, \$ 58.00 (Blair)
WVEZ-F, 106.9, 25 KW @ 670, BTFL MUS	, \$ 60.00 (Katz)
WXLN-F, 103.9, 3 KW @ 300, RELIGION (Burk-Abr)	ABC-C, \$ 20.00 (----)

12+ ADI 1/4

1. WAMZ-F
2. WQMF-F
3. WHAS
4. WLRS-F
5. WVEZ-F
6. WLOU
7. WAVG
8. WKJJ-F
9. WJYL-F
10. WCII
11. WRKA-F
12. WAKY
13. WXVW
14. WXLN-F
15. WGRK-F+

12+ ADI CUME

1. WHAS
2. WAMZ-F
3. WQMF-F
4. WLRS-F
5. WKJJ-F
6. WVEZ-F
7. WAVG
8. WCII
9. WJYL-F
10. WRKA-F
11. WLOU
12. WAKY
13. WXVW
14. WXLN-F
15. WIEL

ADI FM SHARE:

63.83%

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

MISCELLANEOUS COMMENTS

Two counties added to Arbitron Metro (Harrison, IN and Shelby, KY)...



LUBBOCK

Arbitron Rank/Pop (12+): 141/189,700  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 180/234,300  
 ADI # 129  
 Average Person Rating: 16.0  
 Market TSL: 20.9 hours

Stations: 13/13  
 Diaries: 553/343:1/49.7%  
 Sample Target: 550  
 Standard Error: .833  
 % Below Line: 0  
 % Not Listed: 9.9

Est 1984 Revenue: \$5,800,000  
 Gross Inc.: 2.3 Bil  
 HH Inc.: \$27,675  
 Retail \$: 1.7 Bil  
 Pop per Station: 14,592

12+ METRO	1/4/SHARE	SPG 84	FAL 83	SPG 83	FAL 82	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/ METRO CUME RATING	SPG 84	FAL 83	
1.	KRLB-F	52/17.1	14.0	4.2	9.8	12.4	23.8	1. KRLB-F	620/32.7	29.0	14.6
2.	KLLL-F	48/15.8	15.3	16.7	16.5	17.1	18.3	2. KLLL-F	484/25.5	28.0	31.3
3.	KTEZ-F	32/10.5	7.2	9.0	9.1	10.1	4.9	3. KSEL-F	458/24.1	31.4	32.5
4.	KFMX-F	29/ 9.5	12.4	12.2	17.2	8.1	15.4	4. KTEZ-F	424/22.4	24.2	21.9
5.	KFYO	28/ 9.2	4.9	6.9	6.0	6.7	4.9	5. KRUX-F	353/18.6	13.7	19.3
6.	KSEL-F	25/ 8.2	12.1	12.2	9.5	6.0	11.9	6. KFMX-F	338/17.8	14.7	16.9
7.	KRUX-F	16/ 5.3	6.8	7.6	6.7	8.1	3.8	7. KFYO	213/11.2	11.8	17.9
8.	KEND	13/ 4.3	2.9	4.5	4.6	3.7	1.4	8. KSEL	205/10.8	14.2	15.6
9.	KLFB	11/ 3.6	4.2	4.9	4.2	5.7	1.7	9. KEND	188/ 9.9	7.6	12.3
10.	KJAK-F	10/ 3.3	3.3	1.0	.4	2.3	2.0	10. KFMX	156/ 8.2	7.1	NA
11.								11.			
12.								12.			
13.								13.			
14.								14.			
15.								15.			

12+ FM SHARE (METRO): 77.37% (212 of 274) (FAL 83: 68.05%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KRLB-F	1. KRLB-F	1. KRLB-F	1. KLLL-F	1. KLLL-F	1. KLLL-F	1. KRLB-F+	1. KLLL-F	1. KRLB-F	1. KRLB-F	1. KRLB-F
2. KFMX-F	2. KLLL-F	2. KLLL-F	2. KRLB-F	2. KRLB-F	2. KTEZ-F	2. KLLL-F	2. KTEZ-F	2. KLLL-F	2. KFMX-F	2. KLLL-F
3.	3. KSEL-F	3. KSEL-F	3. KSEL-F	3. KTEZ-F	3. KEND	3. KSEL-F+	3. KRLB-F	3. KTEZ-F	3. KLLL-F	3. KFYO
4.	4. KFMX-F	4. KFMX-F	4. KTEZ-F	4. KSEL-F	4. KFYO	4. KFYO	4. KFYO	4. KFMX-F	4.	4. KTEZ-F
5.	5.	5.	5.	5.	5.	5.	5.	5. KSEL-F	5.	5.

  

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. KRLB-F	1. KRLB-F	1. KRLB-F	1. KRLB-F	1. KRLB-F	1. KRLB-F	1. KFMX-F	1. KLLL-F	1. KLLL-F	1. KLLL-F
2. KLLL-F	2. KLLL-F	2. KLLL-F	2. KSEL-F	2. KLLL-F	KFMX-F	2. KRLB-F	2. KRLB-F	2. KSEL-F	2.
3. KSEL-F	KSEL-F	3. KSEL-F	3. KLLL-F	3. KSEL-F	3. KRUX-F	3. KLLL-F	3. KFMX-F	3. KLFB	3.
4.	4.	4.	4.	4. KTEZ-F	KSEL-F	4. KSEL-F	4. KSEL-F	KFMX-F	4.
5.	5.	5.	5.	5.	5.	5.	5. KRUX-F	5.	5.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING				
TOP 40/CHR/CONTEMP	4 (2)	52 (1)	56 (3)	20.4	KFMX	1340	Lubbock	.3/8.2	
AOR		29 (1)	29 (1)	10.6	KRLB	580	Lubbock	1.0/4.0	
AC/OLDIES/SOFT ROCK	6 (1)	25 (1)	31 (2)	11.3	KSEL	950	Lubbock	2.0/11.2	
MOR/VARIETY									
COUNTRY	41 (2)	64 (2)	105 (4)	38.3					
BLACK/URBAN									
BTFM MUSIC		32 (1)	32 (1)	11.7					
NEWS/TALK									
NOSTALGIA									
RELIGION		10 (1)	10 (1)	3.6					
SPANISH	11 (1)		11 (1)	4.0					
CLASSICAL									
UNKNOWN/OTHERS									
274 (13)									

RADIO STATIONS

KEND, 1590, 1 KW (DA-2)	COUNTRY	MBS, \$12.00* (Eastman)	Thrash
KFYO, 790, 5 KW/1 KW (DA-2)	COUNTRY	CBS, \$12.88 (Torbet)	Seaton
KLFB, 1420, 500 W (DA-2)	SPANISH	, \$19.00 (Caballero)	
KRLB, 580, 500 W (DAYS,DA)	CHR	APR, \$ 8.00 (Lotus)	
KSEL, 950, 5 KW/500 W (DA-2)	AC	RKO, \$14.00 (Mc-Guild)	Harris
KTLK, 1460, 1 KW (DAYS,DA)	TALK	ABC-T, \$ NA (Roslin)	
KFMX, 1340, 1 KW/250 W	CHR	ABC-I, \$12.00 (Selcom)	So. Minnesota
KFMX-F, 94.5, 100 KW @ 680,	AOR (Burk-Abr)	Source, \$29.00 (Selcom)	So. Minnesota
KLLL-F, 96.3, 100 KW @ 580,	COUNTRY	APR, \$31.00* (Eastman)	Thrash
KRLB-F, 99.5, 46 KW @ 630,	CHR	, \$25.00* (Lotus)	
KRUX-F, 102.5, 100 KW @ 750,	COUNTRY	, \$18.00 (Katz)	Seaton
KSEL-F, 93.7, 100 KW @ 736,	CONTEMP/AC (Fairwest)	RKO, \$25.00* (Mc-Guild)	Harris
KTEZ-F, 101.1, 100 KW @ 735,	BTFM MUS	, \$20.00* (Weiss)	Lotus
KJAK-F, 92.7, 3 KW @ 300,	RELIGION	MBS, \$ 6.50 (----)	(SLATON)

MISCELLANEOUS COMMENTS

KRUX-F sold by Rex to Seaton for \$844,000... KTLK sold for \$200,000...

MADISON

Arbitron Rank/Pop (12+): 111/284,600  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 134/331,600  
 ADI # 108  
 Average Person Rating: 15.6  
 Market TSL: 20.5 hours

Stations: 17/11  
 Diaries: 759/375:1/67.2%  
 Sample Target: 670  
 Standard Error: .687  
 % Below Line: 7.8  
 % Not Listed: 18.7

Est 1984 Revenue: \$9,600,000  
 Gross Inc.: 3.6 Bil  
 HH Inc.: \$29,146  
 Retail \$: 2.1 Bil  
 Pop per Station: 25,873

12+ METRO	1/4/SHARE	SPG 84	FAL 83	SPG 83	FAL 82
1. WTSO	62/14.0	6.6	12.2	11.1	10.8
2. WZEE-F	46/10.4	11.9	9.8	8.3	8.9
3. WIBA-F	45/10.1	11.3	10.8	8.5	10.6
4. WIBA	43/ 9.7	8.9	10.4	7.5	8.9
5. WMGN-F	35/ 7.9	7.8	5.9	5.5	8.5
6. WHIT	29/ 6.5	3.7	3.3	5.3	6.1
7. WWQM-F	28/ 6.3	6.4	7.3	6.7	5.1
8. WNLT-F	16/ 3.6	2.9	4.5	3.6	7.4
9. WSJY-F	15/ 3.4	4.7	5.1	4.5	1.5
10. WISM	14/ 3.2	2.1	3.1	3.0	4.7
11. WERU	10/ 2.3	5.8	4.7	8.3	6.1
12.					
13.					
14.					
15.					

BIRCH SHARE	12+ TSA 1/4/CUME
11.5	1. WZEE-F 119/1901
15.8	2. WTSO 94/1188
13.5	3. WIBA-F 73/1402
8.7	4. WSJY-F 55/ 481
7.9	5. WMGN-F 54/ 861
1.3	6. WIBA 48/ 835
4.1	7. WNLT-F 35/ 538
2.3	8. WWQM-F 33/ 588
2.8	9. WHIT 31/ 236
3.1	10. WGN 30/ 446
2.6	11.
	12.
	13.
	14.
	15.

12+ METRO CUME/METRO CUME RATING	SPG 84	FAL 83
1. WZEE-F 886/31.1	33.4	31.6
2. WTSO 779/27.4	15.4	28.8
3. WIBA-F 766/26.9	30.8	32.1
4. WIBA 730/25.7	23.3	27.6
5. WMGN-F 546/19.2	19.2	20.5
6. WWQM-F 465/16.3	14.7	17.0
7. WISM 343/12.1	11.7	14.1
8. WNLT-F 272/ 9.6	9.3	13.5
9. WMAD-F 210/ 7.4	12.2	13.1
10. WSJY-F 205/ 7.2	8.0	8.2
11.		
12.		
13.		
14.		
15.		

12+ FM SHARE (METRO): 54.02% (195 of 361) (FAL 83: 56.86%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WZEE-F	1. WIBA-F	1. WTSO	1. WTSO	1. WTSO	1. WTSO	1. WTSO	1. WTSO	1. WTSO	1. WZEE-F	1. WIBA
2. WIBA-F	WZEE-F	2. WMGN-F	2. WMGN-F	2. WMGN-F	2. WIBA	2. WIBA	2. WIBA-F	WZEE-F	2. WIBA-F	2. WTSO
3.	3. WMGN-F	3. WIBA-F	3. WHIT	3. WHIT	3.	3. WZEE-F	3. WMGN-F	3. WIBA-F	3. WIBA	3. WZEE-F
4.	4. WHIT	WZEE-F	4. WIBA	4. WIBA	4.	4. WMGN-F	4. WZEE-F	4. WIBA	4. WTSO	4. WMGN-F
5.	5.	5. WHIT	WWQM-F	5.	5.	5. WIBA-F	5.	5.	5.	5. WIBA-F
WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54		MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WZEE-F	1. WMGN-F	1. WMGN-F	1. WMGN-F	1. WMGN-F		1. WIBA-F	1. WIBA-F	1. WHIT	1. WHIT	1. WTSO
2. WMGN-F	2. WZEE-F	2. WTSO	2.	2. WTSO		2. WZEE-F	2. WHIT	WIBA-F	2. WIBA-F	2. WHIT
3. WIBA-F	3.	3. WZEE-F	3.	3. WIBA		3.	3. WZEE-F	3. WTSO	3. WTSO	3. WIBA-F
4.	4.	4. WWQM-F	4.	4. WWQM-F		4.	4.	4. WZEE-F	4. WWQM-F	4. WIBA
5.	5.	5. WIBA	5.	5.		5.	5.	5.	5.	5. WWQM-F

FORMATS	AM	FM	TOTAL	%
TOP 40/CHR/CONTEMP	3 (1)	46 (1)	49 (2)	13.6
AOR		45 (1)	45 (1)	12.5
AC/OLDIES/SOFT ROCK	43 (2)	56 (3)	99 (5)	27.4
MOR/VARIETY	46 (2)		46 (2)	12.7
COUNTRY	64 (2)	28 (1)	92 (3)	25.5
BLACK/URBAN		3 (1)	3 (1)	0.8
BTFL MUSIC		17 (2)	17 (2)	4.7
NEWS/TALK				
NOSTALGIA	10 (1)		10 (1)	2.8
RELIGION				
SPANISH				
CLASSICAL				
UNKNOWN/OTHERS				

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WMAD-F	92.1	Sun Prairie	1.1/7.4
WEKZ-F	93.7	Monroe	.5/1.6
WGN	720	Chicago	.7/5.1
WLS	890	Chicago	.7/2.8
WLUM-F	102.1	Milwaukee	.7/1.7
WMAQ	670	Chicago	.5/2.1

361 (17)

RADIO STATIONS

WERU, 1190, 1 KW (DAYS,DA) , NOSTALGIA (Al Ham) APR,NBC, \$20.00 (Christal)  
 WHIT, 1550, 5 KW (DAYS) , OLDIES ABC-E, \$23.00 (Selcom)  
 WIBA, 1310, 5 KW (DA-N) , MOR MBS,CBS, \$55.35 (Blair)  
 WISM, 1480, 5 KW (DA-2) , AC ABC-D, \$21.88 (Mc-Guild)  
 WTSO, 1070, 10 KW/5 KW (DA-2), COUNTRY APR, \$38.00\* (Torbet)  
 WIBA-F, 101.5, 50 KW @ 470, AOR , \$35.25 (Blair)  
 WMAD-F, 92.1, 1.7 KW @ 380, AC Source, \$17.00 (Selcom)  
 WMGN-F, 98.1, 38 KW @ 580, CONTEMP , \$28.25 (Mc-Guild)  
 WWQM-F, 106.3, 1.7 KW @ 380, COUNTRY ABC-E, \$24.00 (Selcom)  
 WZEE-F, 104.1, 6 KW @ 1120, CHR RKO, \$40.00\* (Torbet)  
 WSJY-F, 107.3, 50 KW @ 500, BTFL MUS ABC-C, \$15.50 (----)  
 WNLT-F, 94.9, 37 KW @ 1300, AC/OLDIES (Drake-Chen) ABC-I, \$23.00 (HNWH)

McKenna  
 Des Moines Register  
 Midwest Family  
 Des Moines Register  
 Midwest Family  
 McKenna  
 Goetz (FT. ATKINSON)  
 (BARABOO)

MISCELLANEOUS COMMENTS

WTSO bounces back from its worst book in years (Spg) to one of its best books in years...WERU/WMAD-F sold for \$2,400,000

Arbitron Rank/Pop (12+): 76/443,100  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: McA - 132/338,000  
 ADI # 117 Brown - 176/247,900  
 Average Person Rating: 19.7  
 Market TSL: 25.9 hours

Stations: 18/16  
 Diaries: 947/468:1/52.8%  
 Sample Target: 810  
 Standard Error: .690  
 % Below Line: 1.1  
 % Not Listed: 8.1

Est 1984 Revenue: \$9,500,000  
 Gross Inc.: 3.6 Bil  
 HH Inc.: \$22,400  
 Retail \$: 2.5 Bil  
 Pop per Station: 27,694

12+ METRO	1/4/SHARE	SPG 84	FAL 83	SPG 83	FAL 82
1. KGBT	191/21.9	20.1	21.6	23.9	24.1
2. KIWW-F	88/10.1	12.7	12.1	11.3	10.8
3. KRGV	83/ 9.5	13.6	10.4	10.0	11.7
4. KELT-F	81/ 9.3	3.9	4.6	4.9	5.8
5. KBFM-F	69/ 7.9	14.4	9.7	9.8	10.1
KRIX-F	69/ 7.9	5.0	8.6	9.6	6.3
7. KVLV-F	46/ 5.3	3.8	5.1	3.3	2.6
8. KTXF-F	43/ 4.9	3.1	2.6	2.8	3.5
9. KQXX-F	33/ 3.8	4.9	5.4	2.9	3.9
10. KIRT	21/ 2.4	1.9	1.3	.9	1.3
11.					
12.					
13.					
14.					
15.					

BIRCH SHARE	12+ TSA 1/4/CUME
1. KGBT	213/1716
2. KIWW-F	109/1132
3. KRGV	100/1246
4. KELT-F	89/1073
5. KBFM-F	74/1234
6. KRIX-F	70/ 778
7. KVLV-F	46/ 460
8. KTXF-F	44/ 477
9. KQXX-F	34/ 455
10. KIRT	24/ 246
KRIO	24/ 663
12.	
13.	
14.	
15.	

12+ METRO	CUME/METRO	CUME RATING	SPG 84	FAL 83
1. KGBT	1521/34.3	32.3	35.5	
2. KBFM-F	1125/25.4	32.1	28.4	
3. KRGV	1091/24.6	32.1	27.5	
4. KELT-F	973/22.0	10.2	14.0	
5. KIWW-F	944/21.3	23.5	23.5	
6. KRIX-F	750/16.9	15.6	17.0	
7. KRIO	565/12.8	10.2	11.2	
8. KTXF-F	454/10.2	10.5	6.5	
9. KVLV-F	449/10.1	7.8	8.6	
10. KQXX-F	420/ 9.5	11.3	11.0	
11.				
12.				
13.				
14.				
15.				

12+ FM SHARE (METRO): 56.18% (450 of 801) (FAL 83: 56.38%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KRGV	1. KIWW-F	1. KGBT	1. KGBT	1. KGBT	1. KGBT	1. KGBT	1. KGBT	1. KGBT	1. KGBT	1. KGBT
2. KBFM-F	2. KELT-F	2. KIWW-F	2. KIWW-F	2. KIWW-F	2.	2. KIWW-F	2. KELT-F	2. KRGV	2. KRGV	2. KIWW-F
3. KRIX-F	3. KRGV	3. KELT-F	3. KELT-F	3. KELT-F	3.	3. KRGV	3. KIWW-F	3. KIWW-F	KRIX-F	3. KRIX-F
4.	4. KRIX-F	4. KRGV	4. KRGV	4. KRGV	4.	4. KELT-F	4. KVLV-F	4. KELT-F	4. KBFM-F	4. KRGV
5.	5. KGBT	5. KRIX-F	5. KRIX-F	5. KTXF-F	5.	5. KBFM-F	5. KRGV	5. KRIX-F	5.	5. KELT-F
								6. KBFM-F		6. KBFM-F
<u>WOM 18-24</u>	<u>WOM 18-34</u>	<u>WOM 18-49</u>	<u>WOM 25-34</u>	<u>WOM 25-54</u>		<u>MEN 18-24</u>	<u>MEN 18-34</u>	<u>MEN 18-49</u>	<u>MEN 25-34</u>	<u>MEN 25-54</u>
1. KBFM-F	1. KELT-F	1. KGBT	1. KGBT	1. KGBT		1. KRIX-F	1. KRIX-F	1. KGBT	1. KIWW-F	1. KGBT
KELT-F	2. KIWW-F	2. KIWW-F	2. KELT-F	2. KIWW-F		2. KBFM-F	2. KIWW-F	2. KRIX-F	2. KRGV	2. KIWW-F
KIWW-F	3. KGBT	3. KELT-F	3. KIWW-F	3. KELT-F		3. KELT-F	3. KRGV	3. KIWW-F	KRIX-F	3. KRGV
KRGV	4. KRGV	4. KRGV	4. KTXF-F	4.		4. KIWW-F	4. KELT-F	4. KRGV	4.	KELT-F
5.	5. KBFM-F	5.	5.	5.		5.	5. KBFM-F	5. KELT-F	5.	5. KRIX-F

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP	101 (2)	69 (1)	170 (3)	21.2	KBOR 1600 Brownsville 1.6/4.3
AOR		69 (1)	69 (1)	8.6	KGAR-F 106.3 Mercedes 1.5/6.1
AC/OLDIES/SOFT ROCK		94 (2)	94 (2)	11.7	KRIO 910 McAllen 2.1/12.8
MOR/VARIETY	14 (1)		14 (1)	1.7	KSOX+ 1240 Raymondville 1.1/6.1
COUNTRY	7 (1)	46 (2)	53 (3)	6.6	KURV 710 Edinburg 1.5/5.0
BLACK/URBAN					XEAM 1310 Matamoros .5/1.2
BTFL MUSIC		46 (1)	46 (1)	5.7	XEEW-F 97.7 Matamoros .6/1.1
NEWS/TALK	13 (1)		13 (1)	1.6	
NOSTALGIA					
RELIGION					
SPANISH	216 (3)	126 (3)	342 (6)	42.7	
CLASSICAL					
UNKNOWN/OTHERS					

801 (18)

RADIO STATIONS

KBOR, 1600, 1 KW (DA-1), MOR, \$14.50 (Selcom)	
KGBT, 1530, 50 KW/10 KW (DA-N), SPANISH, \$95.00 (Katz)	
KRGV, 1290, 5 KW (DA-N), CHR, RKO, \$22.00 (Blair)	
KRIO, 910, 5 KW (DA-2), CONTEMP, APR, \$18.00 (HNWH)	
KURV, 710, 1 KW/250 W, NEWS/TALK, MBS,ABC-T, \$16.00 (----)	
KSOX, 1240, 1 KW/250 W, COUNTRY, \$11.25 (----)	
KBFM-F, 104.1, 100 KW @ 990, CHR, ABC-F, \$30.00 (Christal)	
KELT-F, 94.5, 100 KW @ 800, AC (Burk-Abr), \$28.75 (Katz)	
KGAR-F, 106.3, 3 KW @ 600, AC, \$17.00 (----)	
KIWW-F, 96.1, 100 KW @ 500, SPANISH, \$19.00 (Mc-Guild)	
KQXX-F, 98.5, 100 KW @ 1400, SPANISH, \$26.00 (Eastman)	
KTXF-F, 100.3, 100 KW @ 500, COUNTRY, \$22.75 (Eastman)	
KRIX-F, 99.5, 100 KW @ 480, AOR, ABC-R, \$22.00* (MMR)	
KVLV-F, 107.9, 100 KW @ 490, BTFL MUS, \$20.00* (HNWH)	
	Tichenor
	Manship
	Tippie
	(RAYMONDVILLE)
	Central Texas
	Tichenor
	Gomez
	Tippie

MISCELLANEOUS COMMENTS

KELT changed from Country to AC...

MEMPHIS

Arbitron Rank/Pop (12+): 47/750,200  
 CMSA Rank/Pop: # 41  
 MSA Rank/Pop: 52/917,900  
 ADI # 41  
 Average Person Rating: 16.9  
 Market TSL: 22.6 hours

Stations: 17/17  
 Diaries: 1143/656:1/43.9%  
 Sample Target: 1090  
 Standard Error: .584  
 % Below Line: 0  
 % Not Listed: 5.0

Est. 1984 Revenue: \$19,600,000  
 Gross Inc.: 8.0 Bil  
 HH Inc.: \$25,426  
 Retail \$: 5.0 Bil  
 Pop per Station: 44,129

12+ METRO	1/4/SHARE	SPG 84	FAL 83	SPG 83	FAL 82	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/ METRO CUME RATING	SPG 84	FAL 83
1. WHRK-F	149/11.7	8.1	8.5	10.5	9.9	11.5	1. WZXR-F 199/2599	1. WHRK-F 2029/27.0	25.2	21.1
2. WMC-F	128/10.1	10.7	9.6	10.4	9.5	12.3	2. WHRK-F 198/2712	2. WMC-F 1781/23.7	28.8	27.3
3. WRVR-F	112/ 8.8	6.2	7.8	8.8	7.5	7.2	3. WMC-F 193/2957	3. WDIA 1714/22.8	22.1	22.6
4. WMC	99/ 7.8	9.2	7.2	7.6	8.0	8.1	4. WGKX-F 159/2232	4. KRNB-F 1522/20.3	19.2	18.8
5. KRNB-F	93/ 7.3	6.9	6.1	7.3	11.0	5.5	5. WRVR-F 132/2015	5. WRVR-F 1492/19.9	17.6	16.8
6. WZXR-F	91/ 7.2	10.0	8.6	11.5	7.1	11.9	6. WMC 123/1803	6. WZXR-F 1326/17.7	22.3	18.4
7. WDIA	90/ 7.1	8.4	9.5	7.7	9.0	7.1	7. KRNB-F 111/1897	7. WMC 1316/17.5	15.8	19.9
8. WGKX-F	80/ 6.3	6.7	8.4	8.5	8.3	10.4	8. WDIA 104/2217	8. WGKX-F 1117/14.9	15.6	17.4
9. WLOK	77/ 6.1	7.4	6.8	5.6	6.5	5.2	9. WREC 78/1297	9. WLOK 1108/14.8	17.2	16.9
10. WLVS-F	68/ 5.4	4.9	5.7	3.1	3.5	3.9	10. WLOK 77/1123	10. WKDJ 927/12.4	12.5	12.2
11. WREC	54/ 4.3	4.3	4.3	5.4	5.6	3.3	11. WLVS-F 69/ 884	11. WREC 850/11.3	11.3	11.2
12. WHBQ	46/ 3.6	3.1	3.2	2.2	2.0	4.6	12. WHBQ 64/ 972	12. WLVS-F 840/11.2	11.9	11.0
13. WKDJ	36/ 2.8	4.0	3.4	1.8	3.1	2.1	13. WKDJ 54/1437	13. WHBQ 635/ 8.5	11.4	8.8
14. KSUD	35/ 2.8	---	.6	.9	.9	.5	14. KSUD 48/ 352	14. KWAM 389/ 5.2	6.0	4.8
15. KWAM	28/ 2.2	3.1	2.3	2.7	1.3	1.9	15. KWAM 31/ 449	15.		
16.							16.	16.		
17.							17.	17.		
18.							18.	18.		
19.							19.	19.		
20.							20.	20.		
21.							21.	21.		
22.							22.	22.		
23.							23.	23.		
24.							24.	24.		
25.							25.	25.		

12+ FM SHARE (METRO): 59.73% (721 of 1207) (FAL 83: 57.63%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WHRK-F	1. WHRK-F	1. WHRK-F	1. WRVR-F	1. WRVR-F	1. WMC	1. WMC	1. WRVR-F	1. WHRK-F	1. WHRK-F	1. WHRK-F
2. WZXR-F	2. WMC-F	2. WRVR-F	2. WHRK-F	2. WHRK-F	2. WLVS-F	2. WHRK-F	2. WMC-F	2. WMC-F	2. KRNB-F	2. WMC-F
3. WMC-F	3. WRVR-F	3. WMC-F	3. WMC-F	3. WMC-F	3. WGKX-F	3. WMC-F	3. WHRK-F	3. KRNB-F	3. WLOK	3. WDIA
4. KRNB-F	4. KRNB-F	4. KRNB-F	4. WMC	4. WMC	4. WLOK	4. WRVR-F	4. WGKX-F	4. WRVR-F	4. WMC-F	4. WRVR-F
5. WDIA	WZXR-F	5. WGKX-F	5. KRNB-F	5. WGKX-F	5. WHRK-F	5. WGKX-F	5. WLVS-F	5. WZXR-F	5. WZXR-F	5. WMC
6.	6. WGKX-F	6. WZXR-F	6. WGKX-F	6. WDIA	WRVR-F	6. WZXR-F	6. WMC	6. WGKX-F	6. WDIA	6. KRNB-F
7.	7.	7.	7.	KRNB-F	7. WDIA	7. WLOK	7.	7.	7.	7. WGKX-F
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.	WREC
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WMC-F	1. WMC-F	1. WMC-F	1. WRVR-F	1. WRVR-F	1. WHRK-F	1. WHRK-F	1. WHRK-F	1. WRVR-F	1. WHRK-F
2. WHRK-F	2. WHRK-F	2. WRVR-F	2. WMC-F	2. WMC-F	2. WZXR-F	2. WZXR-F	2. WRVR-F	2. WHRK-F	2. WRVR-F
3. KRNB-F	3. WRVR-F	3. WHRK-F	3. WHRK-F	3. WHRK-F	3. WGKX-F	3. WMC-F	3. WZXR-F	3. WMC-F	3. WMC
4. WZXR-F	4. KRNB-F	4. KRNB-F	4. KRNB-F	4. WLOK	WMC-F	4. WRVR-F	4. WMC-F	WZXR-F	4. WGKX-F
5. WGKX-F	5.	5.	5. WDIA	5. WMC	5. KSUD	5. WGKX-F	5. WGKX-F	5. KRNB-F	5. WMC-F
6. WRVR-F	6.	6.	6. WLOK	6.	6.	6.	6.	6. WGKX-F	6.
7.	7.	7.	7.	7.	7.	7.	7.	7.	7.
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

FORMATS	AM	FM	TOTAL	%
TOP 40/CHR/CONTEMP		128 (1)	128 (1)	10.6
AOR		91 (1)	91 (1)	7.5
AC/OLDIES/SOFT ROCK		112 (1)	112 (1)	9.3
MOR/VARIETY	13 (1)		13 (1)	1.1
COUNTRY	99 (1)	80 (1)	179 (2)	14.8
BLACK/URBAN	203 (3)	242 (2)	445 (5)	36.9
BTFM MUSIC		68 (1)	68 (1)	5.6
NEWS/TALK	54 (2)		54 (2)	4.4
NOSTALGIA	54 (1)		54 (1)	4.5
RELIGION	63 (2)		63 (2)	5.2
SPANISH				
CLASSICAL				
UNKNOWN/OTHERS				
			1207 (17)	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WMSO	630	Collierville	1.0/3.0
WVEE	1430	Germantown	.6/1.4

12+ ADI 1/4

1. WHRK-F
2. WMC-F
3. WZXR-F
4. WGKX-F
5. WRVR-F
6. WMC
7. KRNB-F
8. WDIA
9. WLOK
10. WREC
11. WLVS-F
12. WHBQ
13. WKDJ
14. KSUD
15. KWAM

RADIO STATIONS

AM STATIONS

KSUD, 730, 250 W (DAYS)	, GOSPEL	, \$ 9.00 (----)	
KWAM, 990, 10 KW (DAYS,DA)	, RELIGION	, \$22.00 (Stars)	Rivers
WDIA, 1070, 50 KW/5 KW (DA-2)	, BLACK	APR,SBN, \$34.25 (HNWH)	BENI
WHBQ, 560, 5 KW/1 KW (DA-2)	, TALK/NEWS	RKO II,ABC-T, \$36.00 (Republic)	RKO
WKDJ, 680, 10 KW/5 KW (DA-N)	, BLACK	NBC, \$33.00* (Katz)	Viacom
WLOK, 1340, 1 KW/250 W	, BLACK	SBN,NBN, \$38.00* (Masla)	
WMC, 790, 5 KW (DA-N)	, COUNTRY	ABC-I, \$70.00* (Blair)	Scripps-Howard
WMPS, 1380, 2.5 KW/1 KW (DA-2)	, COUNTRY	ABC-E, \$30.00 (Bolton)	(MILLINGTON)
WMQM, 1480, 5 KW (DAYS)	, RELIGION	UPI, \$ 7.00 (----)	
WREC, 600, 5 KW (DA-N)	, NOST (A1 Ham)	MBS,CBS,WSJ, \$55.00* (Mc-Guild)	Summit
WVEE, 1430, 2.5 KW (DAYS)	, TALK	, \$ NA (Christal)	

FM STATIONS

KRNB-F, 101.1, 100 KW @ 450	, BLACK	, \$38.00* (Selcom)	Rivers
WGKX-F, 105.9, 100 KW @ 762	, COUNTRY	, \$85.00 (Eastman)	Firstcom
WHRK-F, 97.1, 100 KW @ 530	, URBAN	RKO, \$61.00* (Katz)	DKM
WLVS-F, 94.3, 3 KW @ 300	, BTFM MUS (Churchill)	, \$73.25 (Christal)	
WMC-F, 99.7, 300 KW @ 910	, CHR	ABC-C, \$110.00* (Blair)	Scripps-Howard
WRVR-F, 104.5, 100 KW @ 750	, AC	, \$138.75 (Torbet)	Viacom
WZXR-F, 102.7, 100 KW @ 900	, AOR (Burk-Abr)	Source, \$100.00 (Mc-Guild)	Summit

12+ ADI CUME

1. WMC-F
2. WHRK-F
3. WZXR-F
4. WDIA
5. WGKX-F
6. WRVR-F
7. KRNB-F
8. WMC
9. WKDJ
10. WREC
11. WLOK
12. WHBQ
13. WLVS-F
14. KWAM
15. KSUD

ADI FM SHARE:  
65.53%

CALL LETTER CHANGES

FORMAT CHANGES

WREC apparently has changed from Nostalgia to Oldies/AC

STATION SALES

WKDJ: from Adams to Viacom for \$1,500,000

WDIA sold by BENI to Adams for \$2,500,000

MISCELLANEOUS COMMENTS

MIAMI - FT. LAUDERDALE

Arbitron Rank/Pop (12+): 11/2,558,200  
 CMA Rank/Pop: # 12  
 MSA Rank/Pop: Mia - 23/1,752,300  
 ADI # 13 FT. L - 39/1,186,200  
 Average Person Rating: 19.8  
 Market TSL: 25.9 hours

Stations: 32/31  
 Diaries: 2368/1080:1/42.4%  
 Sample Target: 2510  
 Standard Error: .448  
 % Below Line: 0.5  
 % Not Listed: 4.4

Est. 1984 Revenue: \$77,900,000  
 Gross Inc.: 34.9 Bil  
 HH Inc.: \$30,620  
 Retail \$: 19.5 Bil  
 Pop per Station: 82,523

12+ METRO 1/4/SHARE	SPG 84	WIN 84	FAL 83	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/METRO CUME RATING	SPG 84	FAL 83
1. WHYI-F 475/9.4	8.4	8.3	7.4		1. WHYI-F 612/8423	1. WHYI-F 7030/27.5	25.1	24.1
2. WLYF-F 395/7.8	7.6	8.0	8.2		2. WLYF-F 427/4382	2. WINZ-F 5367/21.0	23.0	23.9
3. WINZ-F 342/6.7	7.5	6.7	7.2		3. WINZ-F 347/5506	3. WLYF-F 4006/15.7	14.9	15.2
4. WJQY-F 285/5.6	3.1	3.5	4.4		4. WJQY-F 297/3124	4. WIOD 3858/15.1	9.3	14.0
5. WEDR-F 250/4.9	3.4	3.7	3.8		5. WEDR-F 253/2276	5. WJQY-F 2986/11.7	7.3	9.0
6. WQBA 244/4.8	7.2	7.2	6.3		6. WQBA 245/2392	6. WAXY-F 2956/11.6	11.1	10.9
7. WIOD 204/4.0	3.0	3.2	4.1		7. WIOD 228/4336	7. WAIA-F 2756/11.6	11.6	10.3
8. WSHE-F 192/3.8	3.0	3.4	3.0		8. WSHE-F 220/2778	8. WINZ 2653/10.4	11.6	11.7
9. WCMQ-F 190/3.7	2.7	3.3	4.0		9. WNWS 202/2686	9. WLVE-F 2607/10.2	9.3	10.1
10. WNWS 186/3.7	3.0	4.3	4.2		10. WAXY-F 196/3242	10. WQBA 2378/ 9.3	10.7	9.5
11. WAXY-F 179/3.5	3.7	3.6	2.8		11. WCMQ-F 190/1837	11. WNWS 2364/ 9.2	9.3	9.5
12. WAIA-F 163/3.2	3.7	3.3	3.2		12. WEAT-F 181/1866	12. WSHE-F 2332/ 9.1	8.7	9.0
13. WINZ 161/3.2	3.8	4.3	3.1		13. WAIA-F 171/2971	13. WEDR-F 2236/ 8.7	6.2	7.5
14. WOCN 159/3.1	1.9	1.9	1.1		14. WINZ 170/2781	14. WGBS 1890/ 7.4	6.4	6.6
15. WRHC 145/2.9	3.1	3.5	3.7		15. WOCN 159/1246	15. WKQS-F 1847/ 7.2	7.2	7.7
16. WLVE-F 126/2.5	2.7	2.5	2.6		16. WRHC 145/1087	16. WCMQ-F 1837/ 7.2	6.3	7.9
17. WKQS-F 126/2.5	2.8	3.0	3.5		17. WKQS-F 137/2051	17. WTMI-F 1789/ 7.0	4.9	5.7
18. WTMI-F 110/2.2	2.2	2.5	1.9		18. WLVE-F 129/2654	18. WQBA-F 1640/ 6.4	8.4	7.7
19. WQBA-F 108/2.1	2.7	2.5	3.0		19. WCKO-F 110/1989	19. WCKO-F 1569/ 6.1	8.4	7.7
20. WEZI-F 97/1.9	2.2	2.1	2.0		20. WTMI-F 121/1866	20. WEZI-F 1549/ 6.1	6.7	4.9
21. WCKO-F 91/1.8	1.7	1.3	1.5		21. WQBA-F 108/1657	21. WOCN 1246/ 4.9	3.8	3.2
22. WSUA 83/1.6	1.4	1.5	1.7		22. WEZI-F 97/1623	22. WSUA 1152/ 4.5	3.9	4.2
23. WLQY 78/1.5	2.3	1.8	1.4		23. WRBD 88/ 949	23. WRHC 1081/ 4.2	4.8	5.1
24. WKAT 73/1.4	1.9	1.1	.9		24. WSUA 83/1152	24. WKAT 969/ 3.8	4.3	3.0
25. WRBD 66/1.3	.9	1.7	1.5		25. WLQY 78/ 821	25. WQAM 960/ 3.8	4.7	5.6

12+ FM SHARE (METRO): 64.96% (3153 of 4854) (FAL 83: 62.75%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WINZ-F	1. WHYI-F	1. WHYI-F	1. WHYI-F	1. WHYI-F	1. WLYF-F	1. WHYI-F	1. WLYF-F	1. WHYI-F	1. WHYI-F	1. WHYI-F
2. WHYI-F	2. WSHE-F	2. WINZ-F	2. WAXY-F	2. WJQY-F	2. WJQY-F	2. WQBA	2. WHYI-F	2. WLYF-F	2. WINZ-F	2. WLYF-F
3. WEDR-F	3. WINZ-F	3. WSHE-F	3. WJQY-F	3. WAXY-F	3. WQBA	3. WINZ-F	3. WJQY-F	3. WINZ-F	3. WLYF-F	3. WINZ-F
4.	4. WEDR-F	4. WAXY-F	4. WINZ-F	4. WINZ-F	4. WCMQ-F	4. WLYF-F	4. WINZ-F	4. WJQY-F	4. WEDR-F	4. WJQY-F
5.	5. WAXY-F	WEDR-F	5. WLYF-F	5. WLYF-F	5. WHYI-F	5. WOCN	5. WQBA	5. WEDR-F	5. WQBA	5. WEDR-F
6.	6. WLVE-F	6. WJQY-F	6. WCMQ-F	6. WEDR-F	6. WIOD	6. WEDR-F	6. WEDR-F	6. WSHE-F	6. WNWS	6. WCMQ-F
7.	7. WAIA-F	7. WAIA-F	7. WEDR-F	7. WCMQ-F	7. WOCN	7. WJQY-F	7. WSHE-F	7. WAXY-F	7. WIOD	7. WAXY-F
8.	8.	8. WCMQ-F	8. WAIA-F	8. WAIA-F	8. WINZ-F	8. WINZ	8. WAXY-F	8. WCMQ-F	8. WCMQ-F	8. WSHE-F
9.	9.	9.	9.	9.	9.	9.	9. WCMQ-F	9. WNWS	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WHYI-F	1. WHYI-F	1. WHYI-F	1. WHYI-F	1. WHYI-F	1. WSHE-F	1. WHYI-F	1. WHYI-F	1. WHYI-F	1. WHYI-F
2. WINZ-F	2. WINZ-F	2. WINZ-F	2. WAIA-F	2. WJQY-F	2. WHYI-F	2. WSHE-F	2. WSHE-F	2. WSHE-F	2. WAXY-F
3. WEDR-F	3. WAIA-F	3. WJQY-F	3. WAXY-F	3. WINZ-F	3. WINZ-F	3. WEDR-F	3. WAXY-F	3. WAXY-F	3. WEDR-F
4. WAIA-F	4. WEDR-F	4. WAIA-F	4. WINZ-F	4. WCMQ-F	4. WEDR-F	4. WAXY-F	4. WEDR-F	4. WEDR-F	4. WJQY-F
5. WLVE-F	5. WLVE-F	5. WEDR-F	WLVE-F	5. WAIA-F	5.	5. WINZ-F	5. WINZ-F	5. WINZ-F	5. WLYF-F
6. WRBD	6. WAXY-F	6. WCMQ-F	6. WJQY-F	6. WLYF-F	6.	6.	6. WLYF-F	6. WLVE-F	WSHE-F
7.	7. WJQY-F	7. WAXY-F	7. WEDR-F	7. WAXY-F	7.	7.	7. WKQS-F	7. WCKO-F	7. WIOD
8.	8. WEZI-F	8. WLVE-F	8. WSHE-F	8. WQBA	8.	8.	8. WJQY-F	8.	8. WINZ-F
9.	9. WSHE-F	9.	9.	9.	9.	9.	9.	9.	9.
10.	10. WRBD	10.	10.	10.	10.	10.	10.	10.	10.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP		817 (2)	817 (2)	16.8	WBSS	980	Pompano Beach	.3/1.5
AOR		283 (2)	283 (2)	5.8	WCMQ	1220	Hialeah	1.2/3.0
AC/OLDIES/SOFT ROCK	13 (1)	578 (4)	591 (5)	12.2	WFTL	1400	FT. Lauderdale	.9/2.3
MOR/VARIETY	46 (1)		46 (1)	0.9	WGBS	710	Miami	1.2/7.4
COUNTRY	63 (1)	126 (1)	189 (2)	3.9	WMBM	1490	Miami Beach	1.1/3.1
BLACK/URBAN	123 (2)	250 (1)	373 (3)	7.7	WQAM	560	Miami	1.2/3.8
BTFL MUSIC		704 (3)	704 (3)	14.5	WEAT-F	104.5	West Palm	.5/1.8
NEWS/TALK	612 (4)		612 (4)	12.6				
NOSTALGIA	151 (2)		151 (2)	3.1				
RELIGION								
SPANISH	693 (5)	298 (2)	991 (7)	20.4				
CLASSICAL		110 (1)	110 (1)	2.3				
UNKNOWN/OTHERS								
4854 (32)								

RADIO STATIONS

AM STATIONS

WCMQ, 1220, 1 KW (DAYS)	, SPANISH	, \$ NA	(MMR)				12+ ADI 1/4
WGBS, 710, 50 KW (DA-2)	, NEWS/TALK	MBS,ABC-E, \$ NA	(Blair)	Jeff-Pilot			1. WHYI-F
WINZ, 940, 50 KW/25 KW (DA-2)	, NEWS/TALK	CBS, \$105.00*	(Katz)	Guy Gannett			2. WLYF-F
WIOD, 610, 10 KW (DA-2)	, TALK	ABC-I,NBC-T, \$ 85.00*	(Christal)	Cox			3. WINZ-F
WKAT, 1360, 10 KW/1 KW	, NOSTALGIA	MBS, \$ 45.00	(P/W)				4. WJQY-F
WLQY, 1320, 5 KW (DA-2)	, NOST (Al Ham)	ABC-D, \$ NA	(Selcom)	Sunshine			5. WEDR-F
WMBM, 1490, 1 KW/250 W	, BLACK/GOSPEL	NBN, \$ NA	(Masla)				6. WQBA
WNWS, 790, 25 KW (DA-2)	, TALK	WSJ, \$ 81.25	(CBS Spot)				7. WIOD
WOCN, 1450, 1 KW/250 W	, SPANISH NEWS/TALK	, \$ NA	(Lotus)				8. WSHE-F
WQAM, 560, 5 KW/1 KW	, COUNTRY	NBC, \$ NM	(Blair)	Storz			9. WCMQ-F
WQBA, 1140, 10 KW/5 KW (DA-2)	, SPANISH	, \$112.50	(Eastman)	Susquehanna			10. WNWS
WRBD, 1470, 5 KW/2.5 KW (DA-1)	, BLACK	NBN, \$ 39.00	(Weiss)				11. WAXY-F
WRHC, 1550, 10 KW/500 W (DA-2)	, SPANISH NEWS/TALK	, \$ 65.00	(P/W)				12. WAIA-F
WSUA, 1260, 5 KW (DA-2)	, SPANISH BTFL MUS	, \$ 32.00	(Caballero)				13. WINZ
WVCG, 1080, 50 KW/10 KW (DA-2)	, RELIGION/ETHNIC	, \$ NA	(---)	Statewide			14. WOCN
							15. WRHC

FM STATIONS

WAIA-F, 97.3, 98 KW @ 790, AC	, \$ 80.00*	(Christal)	Cox			12+ ADI CUME
WAXY-F, 105.9, 100 KW @ 1049, OLDIES/AC	RKO, \$ 88.00*	(Republic)	RKO			1. WHYI-F
WCKO-F, 102.7, 100 KW @ 345, AOR	ABC-C, \$ 81.00	(Weiss)				2. WINZ-F
WCMQ-F, 92.1, 3 KW @ 300, SPANISH (Burk-Abr)	, \$ 65.00*	(MMR)				3. WLYF-F
WEDR-F, 99.1, 70 KW @ 175, BLACK	NBN, \$ 62.00*	(Stars)	Rivers			4. WIOD
WEZI-F, 105.1, 100 KW @ 600, AC (Burk-Abr)	, \$ 56.00*	(MMR)	EZ			5. WJQY-F
WHYI-F, 100.7, 100 KW @ 1000, CHR	ABC-C, \$150.00*	(Mc-Guild)	Metroplex			6. WAXY-F
WINZ-F, 94.9, 100 KW @ 650, CHR	, \$125.00*	(Katz)	Guy Gannett			7. WAIA-F
WKQS-F, 99.9, 100 KW @ 930, COUNTRY	RKO II, \$ 65.00*	(HNWH)	Sunshine			8. WINZ
WLYF-F, 101.5, 100 KW @ 813, BTFL MUS	, \$120.00*	(Blair)	Jeff-Pilot			9. WLVE-F
WQBA-F, 107.5, 100 KW @ 500, SPANISH CONTEMP	, \$ 63.00*	(Eastman)	Susquehanna			10. WQBA
WSHE-F, 103.5, 100 KW @ 600, AOR	Source,ABC-R, \$ 80.00*	(Eastman)	TK			11. WNWS
WTMI-F, 93.1, 100 KW @ 480, CLASSICAL	, \$ 53.00	(CMBS)				12. WSHE-F
WJQY-F, 106.7, 100 KW @ 980, BTFL/EZ/SOFT AC	, \$ 80.00*	(Torbet)	Amaturo			13. WEDR-F
WLVE-F, 93.9, 100 KW @ 650, AC/CONTEMP	CBS-R, \$ 68.00*	(Masla)				14. WGBS
						15. WKQS-F
						ADI FM SHARE:
						65.07%

CALL LETTER CHANGES

WJQY-F changed calls to WJQY-F (Dec)

FORMAT CHANGES

STATION SALES

WRBD/WCKO-F: sold to Scconnix for \$7,050,000

MISCELLANEOUS COMMENTS

MILWAUKEE

Arbitron Rank/Pop (12+): 25/1,295,400  
 CMSA Rank/Pop: # 24  
 MSA Rank/Pop: 32/1,374,000  
 ADI # 29  
 Average Person Rating: 17.1  
 Market TSL: 22.4 hours

Stations: 30/24  
 Diaries: 1608/806:1/55.0%  
 Sample Target: 1420  
 Standard Error: .496  
 % Below Line: 4.6  
 % Not Listed: 8.9

Est. 1984 Revenue: \$29,200,000  
 Gross Inc.: 15.0 Bil  
 HH Inc.: \$30,223  
 Retail \$: 7.8 Bil  
 Pop per Station: 53,975

12+ METRO	1/4/SHARE	SPG 84	FAL 83	SPG 83	FAL 82	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/METRO CUME RATING	SPG 84	FAL 83
1. WTMJ	265/12.0	14.7	12.5	12.6	8.4	9.7	1. WTMJ 323/4646	1. WTMJ 3754/29.0	29.6	29.9
2. WEZW-F	204/ 9.2	8.1	7.6	8.4	8.7	4.9	2. WEZW-F 230/2419	2. WKTI-F 2720/21.0	22.1	21.2
3. WQFM-F	189/ 8.6	7.2	8.5	6.3	5.5	10.9	3. WQFM-F 212/2504	3. WEZW-F 2165/16.7	15.3	15.9
4. WOKY	151/ 6.8	6.1	6.5	6.4	6.7	9.2	4. WMIL-F 171/2162	4. WQFM-F 2036/15.7	13.8	16.5
5. WMIL-F	130/ 5.9	4.8	4.9	4.7	3.7	5.6	5. WOKY 163/2050	5. WOKY 1840/14.2	12.7	14.5
6. WKTI-F	126/ 5.7	7.0	6.9	6.5	4.7	6.5	6. WKTI-F 137/2996	6. WMYX-F 1822/14.1	14.6	13.0
7. WLUM-F	118/ 5.3	5.5	6.2	4.7	5.9	7.8	7. WMYX-F 137/2226	7. WLUM-F 1776/13.7	14.1	12.2
8. WMYX-F	113/ 5.1	5.1	3.8	4.3	4.6	5.4	8. WLUM-F 122/1891	8. WISN 1738/13.4	15.4	14.7
9. WISN	83/ 3.8	4.9	4.2	4.8	8.6	3.5	9. WISN 110/2135	9. WMIL-F 1688/13.0	11.1	12.2
10. WBCS-F	79/ 3.6	4.6	4.9	4.8	4.2	5.5	10. WBCS-F 86/1427	10. WZUU-F 1468/11.3	13.8	12.2
11. WMGF-F	70/ 3.2	2.7	1.6	2.8	3.3	3.6	11. WMGF-F 74/1605	11. WMGF-F 1466/11.3	9.5	7.0
12. WEMP	61/ 2.8	2.9	1.6	1.0	1.3	2.5	12. WEMP 70/1560	12. WEMP 1365/10.5	9.2	6.4
13. WFMR-F	58/ 2.6	1.8	2.1	1.8	1.2	2.9	13. WZUU-F 69/1762	13. WBCS-F 1273/ 9.8	12.0	13.1
14. WNOV	56/ 2.5	3.1	2.8	3.0	1.4	2.0	14. WGN 62/ 932	14. WBTT-F 1186/ 9.2	8.2	8.6
15. WZUU-F	54/ 2.4	3.1	3.1	3.3	5.3	3.9	15. WFMR-F 58/ 751	15. WRKR-F 1032/ 8.0	7.6	9.1
16.							16.	16.		
17.							17.	17.		
18.							18.	18.		
19.							19.	19.		
20.							20.	20.		
21.							21.	21.		
22.							22.	22.		
23.							23.	23.		
24.							24.	24.		
25.							25.	25.		

12+ FM SHARE (METRO): 60.13% (1211 of 1214) (FAL 83: 58.99%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WQFM-F	1. WQFM-F	1. WQFM-F	1. WEZW-F	1. WEZW-F	1. WEZW-F	1. WTMJ	1. WEZW-F	1. WTMJ	1. WQFM-F	1. WTMJ
2. WLUM-F	2. WKTI-F	2. WKTI-F	2. WTMJ	2. WTMJ	2. WTMJ	2. WEZW-F	2. WTMJ	2. WQFM-F	2. WTMJ	2. WEZW-F
3. WZUU-F	3. WMYX-F	3. WEZW-F	3. WMYX-F	3. WMIL-F	3. WOKY	3. WKTI-F	3. WQFM-F	3. WEZW-F	3. WLUM-F	3. WQFM-F
4. WKTI-F	4. WLUM-F	4. WMYX-F	4. WMIL-F	4. WMYX-F	4. WMIL-F	4. WOKY	4. WOKY	4. WMYX-F	4. WMYX-F	4. WOKY
5. WRKR-F	5. WMGC-F	5. WMIL-F	5. WQFM-F	5. WKTI-F	5. WBCS-F	5. WQFM-F	5. WMIL-F	5. WMIL-F	5. WKTI-F	5. WMIL-F
6. WBTT-F	6. WMIL-F	6. WTMJ	6. WKTI-F	6. WQFM-F	6. WISN	6. WISN	6. WMYX-F	6. WOKY	6. WMIL-F	6. WLUM-F
7.	7.	7. WLUM-F	7.	7. WBCS-F	7.	7. WMIL-F	7. WISN	7. WKTI-F	7. WOKY	7. WKTI-F
8.	8.	8.	8.	8.	8.	8.	8.	8. WKTI-F	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WLUM-F	1. WMYX-F	1. WMYX-F	1. WMYX-F	1. WEZW-F	1. WQFM-F	1. WQFM-F	1. WQFM-F	1. WQFM-F	1. WTMJ
2. WKTI-F	WLUM-F	2. WEZW-F	2. WKTI-F	2. WMYX-F	2.	2.	2. WKTI-F	2. WTMJ	2. WEZW-F
3. WMGF-F	3. WKTI-F	3. WKTI-F	3. WLUM-F	3. WMIL-F	3.	3.	3. WTMJ	3. WMYX-F	3. WQFM-F
4. WMYX-F	4. WMGF-F	4. WLUM-F	4. WMGF-F	4. WTMJ	4.	4.	4. WMIL-F	4. WKTI-F	4. WMIL-F
5. WQFM-F	5. WQFM-F	5. WMGF-F	5. WQFM-F	5. WBCS-F	5.	5.	5. WEZW-F	5.	5. WKTI-F
6.	6.	6. WMIL-F	6. WMIL-F	6. WKTI-F	6.	6.	6. WEMP	6.	6. WISN
7.	7.	7.	7.	7.	7.	7.	7.	7.	7.
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.



FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP	12 (1)	240 (4)	252 (5)	12.5	WAWA	1590	West Allis	1.2/2.9
AOR		189 (1)	189 (1)	9.4	WBCS	1340	Milwaukee	1.0/3.7
AC/OLDIES/SOFT ROCK	61 (1)	183 (2)	244 (3)	12.1	WBKV	1470	West Bend	.6/1.5
MOR/VARIETY	382 (4)		382 (4)	19.0	WBKV-F	92.5	West Bend	.5/1.3
COUNTRY	61 (4)	209 (2)	270 (6)	13.4	WBTT-F	97.3	Milwaukee	1.1/9.2
BLACK/URBAN	82 (2)	118 (1)	200 (3)	9.9	WLZZ	1290	Greenfield	.5/2.7
BTFL MUSIC		214 (2)	214 (2)	10.6	WRJN	1400	Racine	.7/2.6
NEWS/TALK	33 (2)		33 (2)	1.6	WRKR-F	100.7	Racine	1.6/8.0
NOSTALGIA	151 (1)		151 (1)	7.5	WYLO	540	Jackson	.4/1.7
RELIGION	21 (2)		21 (2)	1.0	WBBM	780	Chicago	.8/3.7
SPANISH					WCFL	1000	Chicago	.6/1.2
CLASSICAL		58 (1)	58 (1)	2.9	WGN	720	Chicago	.9/3.4
UNKNOWN/OTHERS					WIND	560	Chicago	.7/2.0
			2014 (30)		WLS	890	Chicago	.5/3.2
					WMAQ	670	Chicago	.7/2.9

12+ ADI 1/4

RADIO STATIONS

AM STATIONS

WAWA, 1590, 1 KW (DAYS,DA)	, BLACK	SBN, \$ 17.00 (Weiss)	All-Pro
WBCS, 1340, 1 KW/250 W	, COUNTRY	ABC-D, \$ NA (Torbet)	Great Trails
WEMP, 1250, 5 KW (DA-2)	, OLDIES	ABC-E, \$ NA (Blair)	LIN
WISN, 1130, 50 KW/10 KW (DA-N)	, MOR/AC	ABC-I, \$ 77.50 (Katz)	Hearst
WLZZ, 1290, 5 KW (DA-2)	, COUNTRY	RKO, \$ 40.00* (Eastman)	Malrite
WNOV, 860, 250 W (DAYS,DA)	, BLACK	NBN, \$ 25.00 (----)	
WOKY, 920, 5 KW/1 KW (DA-2)	, NOST (Primetime)	CBS, \$ 61.00* (Republic)	Sundance
WTMJ, 620, 5 KW (DA-N)	, MOR	NBC,WSJ, \$125.00 (Christal)	Milw. Journal
WYLO, 540, 250 W (DAYS,DA)	, RELIGION	SBN, \$ 18.00 (Radio Spot)	Universal (JACKSON)

1. WTMJ
2. WEZW-F
3. WQFM-F
4. WOKY
5. WMIL-F
6. WKTY-F
7. WLUM-F
8. WMYX-F
9. WISN
10. WBCS-F
11. WMGF-F
12. WZUU-F
13. WEMP
14. WFMR-F
15. WNOV

FM STATIONS

WBCS-F, 102.9, 50 KW @ 440, COUNTRY	ABC-D, \$ 65.00* (Torbet)	Great Trails
WBTT-F, 97.3, 12 KW @ 920, CHR	ABC-R, \$ 59.00* (Katz)	Hearst
WEZW-F, 103.7, 20 KW @ 840, BTFL MUS (Churchill)	, \$ 70.50 (Mc-Guild)	Multimedia
WFMR-F, 98.3, 3 KW @ 280, CLASSICAL	, \$ 45.00 (CMBS)	
WKTI-F, 94.5, 16 KW @ 911, CHR	ABC-C, \$ 75.00* (Christal)	Milw. Journal
WLUM-F, 102.1, 50 KW @ 500, BLACK	CBS-R, \$ 40.00* (Weiss)	All Pro
WMGF-F, 96.5, 22 KW @ 810, AC	, \$ 45.00* (MMR)	Josephson
WMIL-F, 106.1, 13 KW @ 976, COUNTRY	, \$ 72.00 (Republic)	Sundance
WMYX-F, 99.1, 50 KW @ 486, AC	, \$ 55.00* (Blair)	LIN
WQFM-F, 93.3, 14 KW @ 940, AOR	, \$ 80.00* (Selcom)	Shamrock Comm
WRKR-F, 100.7, 50 KW @ 500, CHR	ABC-C, \$ 37.50 (Roslin)	Bdcst Mng (RACINE)
WZUU-F, 95.7, 34 KW @ 610, CHR	RKO, \$ 55.00* (Eastman)	Malrite

12+ ADI CUME

1. WTMJ
2. WKTI-F
3. WEZW-F
4. WQFM-F
5. WISN
6. WOKY
7. WMIL-F
8. WMYX-F
9. WLUM-F
10. WZUU-F
11. WMGF-F
12. WEMP
13. WBCS-F
14. WBTT-F
15. WRKR-F

ADI FM SHARE:

59.00%

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

MISCELLANEOUS COMMENTS

Both Sebastian and Pollack claim WQFM as a client...

MINNEAPOLIS-ST. PAUL

Arbitron Rank/Pop (12+): 18/1,837,900  
 CMSA Rank/Pop: # 17  
 MSA Rank/Pop: 14/2,187,600  
 ADI # 14  
 Average Person Rating: 22.8 hours  
 Market TSL: 22.8 hours

Stations: 20/20  
 Diaries: 1814/1013:1/47.4%  
 Sample Target: 1660  
 Standard Error: .467  
 % Below Line: 0  
 % Not Listed: 12.7

Est. 1984 Revenue: \$53,500,000  
 Gross Inc.: 25.2 Bil  
 HH Inc.: \$31,830  
 Retail \$: 15.3 Bil  
 Pop per Station: 91,895

12+ METRO	1/4/SHARE	SPG 84	FAL 83	SPG 83	FAL 82	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/ METRO CUME RATING	SPG 84	FAL 83
1. WCCO	690/21.4	19.1	20.9	20.6	20.5	19.3	1. WCCO 990/11195	1. WCCO 7872/42.8	37.7	44.4
2. KSTP-F	318/ 9.9	11.3	10.8	10.3	12.4	9.7	2. KSTP-F 383/ 4871	2. WLLOL-F 4412/24.0	27.7	21.5
3. WLLOL-F	275/ 8.5	11.3	7.9	11.0	9.7	8.8	3. WLLOL-F 324/ 5156	3. KSTP-F 4088/22.2	24.4	25.4
4. WAYL-F	239/ 7.4	7.0	7.2	7.4	4.6	4.2	4. KQRS-F+ 296/ 4157	4. KDWB-F 3475/18.9	19.3	17.1
5. KQRS-F+	210/ 6.5	6.2	5.0	5.7	6.5	10.1	5. WAYL-F 287/ 2849	5. KQRS-F+ 3104/16.9	16.9	14.5
6. KEYE-F	208/ 6.4	5.9	6.7	6.5	4.8	8.4	6. KEYE-F 249/ 3162	6. KEYE-F 2660/14.5	13.2	15.5
7. KDWB-F	167/ 5.2	5.2	5.0	5.8	4.9	8.6	7. KDWB-F 196/ 4164	7. WAYL-F 2473/13.5	15.0	14.5
8. WDGY	132/ 4.1	3.7	4.4	4.7	5.5	3.4	8. WDGY 193/ 2771	8. WLTE-F 2214/12.0	11.3	19.7
9. KSTP	121/ 3.7	3.5	4.2	3.8	4.1	3.3	9. WLTE-F 143/ 2751	9. KSTP 2127/11.6	13.0	12.8
10. WLTE-F	120/ 3.7	3.8	6.0	3.2	3.8	3.1	10. KSTP 128/ 2424	10. WDGY 1961/10.7	10.6	11.1
11. KTCZ-F	102/ 3.2	2.4	.5	.8	1.1	2.2	11. KTCZ-F 103/ 1351	11. KTCZ-F 1345/ 7.3	5.8	2.4
12. KJJO-F	72/ 2.2	2.7	2.2	1.4	1.8	3.0	12. KJJO-F 84/ 1160	12. KDWB 1193/ 6.5	7.1	7.3
13. KLBB	41/ 1.3	1.7	1.8	1.4	1.7	1.9	13. KLBB 41/ 557	13. KJJO-F 1096/ 6.0	6.7	6.3
14. KDWB	29/ .9	1.4	1.2	1.8	1.6	.6	14. KDWB 35/ 1463	14. WWTC 740/ 4.0	4.6	5.0
15. WWTC	27/ .8	1.5	1.3	1.4	2.1	1.1	15. KMGW-F 28/ 632	15. KMGW-F 619/ 3.4	4.1	6.5
KMGW-F	27/ .8	.8	1.3	1.6	1.7	1.4	16.	16.		
17.							17.	17.		
18.							18.	18.		
19.							19.	19.		
20.							20.	20.		
21.							21.	21.		
22.							22.	22.		
23.							23.	23.		
24.							24.	24.		
25.							25.	25.		

12+ FM SHARE (METRO): 61.27% (1726 of 2817) (FAL 83: 59.84%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KQRS-F+	1. WLLOL-F	1. KSTP-F	1. KSTP-F	1. WCCO	1. WCCO	1. WCCO	1. WCCO	1. WCCO	1. WCCO	1. WCCO
2. KDWB-F	2. KSTP-F	2. WCCO	2. WCCO	2. KSTP-F	2. WAYL-F	2. KSTP-F	2. KSTP-F	2. KSTP-F	2. KQRS-F+	2. KSTP-F
3. WLLOL-F	3. KQRS-F+	3. WLLOL-F	3. KEYE-F	3. KEYE-F	3. KSTP-F	3. WLLOL-F	3. WAYL-F	3. WLLOL-F	3. WLLOL-F	3. KEYE-F
4.	4. KDWB-F	4. KEYE-F	4. WLLOL-F	4. WAYL-F	4. KEYE-F	4. KEYE-F	4. WLLOL-F	4. WAYL-F	4. KSTP	4. WAYL-F
5.	5. KTCZ-F	5. KQRS-F+	5. WAYL-F	5. WLLOL-F	5. WDGY	5. WAYL-F	5. KEYE-F	5. KQRS-F+	5. KDWB-F	5. WLLOL-F
6.	6. WLTE-F	6. WAYL-F	6.	6. WDGY	6.	6. KDWB-F	6. WDGY	6. KEYE-F	6. WAYL-F	6. KQRS-F+
7.	KEYE-F	WLTE-F	7.	7. KTCZ-F	7.	7. KQRS-F+	7. KQRS-F+	7. KDWB-F	7. KSTP-F	7. KDWB-F
8.	8. WCCO	8. KDWB-F	8.	8.	8.	8. WDGY	8. WLTE-F	8.	8.	8. WDGY
9.	9.	9. KTCZ-F	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WLLOL-F	1. WLLOL-F	1. KSTP-F	1. KSTP-F	1. WCCO	1. KQRS-F+	1. KQRS-F+	1. KSTP-F	1. KSTP-F	1. WCCO
2. KSTP-F	2. KSTP-F	2. WLLOL-F	2. WLLOL-F	2. KSTP-F	2. WLLOL-F	2. KSTP-F	2. KQRS-F+	2. KTCZ-F	2. KSTP-F
3. WLTE-F	3.	3. WCCO	3. KEYE-F	3. KEYE-F	3. KEYE-F	3. WLLOL-F	3. WCCO	3. WLLOL-F	3. WSTP
4. KDWB-F	4.	4. KEYE-F	WCCO	4. WAYL-F	4. KJJO-F	4. KTCZ-F	4. WLLOL-F	4. WCCO	4. WAYL-F
5. KQRS-F+	5.	5. WAYL-F	5. KTCZ-F	5. WLLOL-F	5. WLTE-F	5. KJJO-F	5. KEYE-F	5. KSTP	5. WLLOL-F
6.	6.	WLTE-F	6. WDGY	6. WDGY	6. KDWB-F	6. KDWB-F	6. KTCZ-F	6. KDWB-F	KEYE-F
7.	7.	7.	7.	7.	7.	7.	7.	7.	7.
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

FORMATS	AM	FM	TOTAL	%
TOP 40/CHR/CONTEMP	29 (1)	562 (3)	591 (4)	21.0
AOR	12 (1)	300 (2)	312 (3)	11.1
AC/OLDIES/SOFT ROCK	27 (1)	417 (3)	444 (4)	15.8
MOR/VARIETY	716 (3)		716 (3)	25.4
COUNTRY	132 (1)	208 (1)	340 (2)	12.1
BLACK/URBAN	13 (1)		13 (1)	0.5
BTFL MUSIC		239 (1)	239 (1)	8.5
NEWS/TALK	121 (1)		121 (1)	4.3
NOSTALGIA	41 (1)		41 (1)	1.5
RELIGION				
SPANISH				
CLASSICAL				
UNKNOWN/OTHERS				

2817 (20)

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KMFY	980	Richfield	.4/1.9
KTCJ	690	Minneapolis	.4/1.0
WVLE	1220	Stillwater	.4/1.0

RADIO STATIONS

AM STATIONS

KDWB, 630, 5 KW/500 W (DA-2), CHR	, \$ 42.00* (Mc-Guild)	Doubleday
KMFY, 980, 5 KW (DA-1), MOR	, \$ NA (Republic)	Entercom
KLBB, 1400, 1 KW/250 W, NOST (A1 Ham) ABC-D,	\$ 40.00* (Katz)	BENI
KQRS, 1440, 5 KW/500 W (DA-N), AOR (Pollack)	, \$ 20.00 (Torbet)	McKenna
KRSI, 950, 1 KW (DA-2), COUNTRY	, \$ NA (Eastman)	Park
KSTP, 1500, 50 KW (DA-N), NEWS/TALK	NBC-T,ABC-T,ABC-I,WSJ, \$ 51.00* (Christal)	Hubbard
KTCJ, 690, 500 W (DAYS,DA), JAZZ	, \$ NA (MMR)	Parker
WCCO, 830, 50 KW, MOR	CBS, \$220.00 (CBS SPot)	
WDGY, 1130, 50 KW/25 KW (DA-2), COUNTRY	NBC, \$ 75.00* (Blair)	Malrite
WWTC, 1280, 5 KW (DA-N), OLDIES	MBS, \$ 24.00 (Masla)	

FM STATIONS

KDWB-F, 101.3, 50 KW @ 822, CHR	, \$ 80.00* (Mc-Guild)	Doubleday
KEYY-F, 102.1, 50 KW @ 822, COUNTRY	, \$ 95.00* (Katz)	Malrite
KMFV-F, 107.9, 57 KW @ 400, AC (Transtar)	, \$ 30.00 (Blair)	Sunbelt
KJJO-F, 104.1, 53 KW @ 260, OLDIES	ABC-E, \$ 40.00 (Eastman)	Park
KQRS-F, 92.5, 50 KW @ 822, AOR (Pollack)	ABC-R, \$ 76.00 (Torbet)	McKenna
KSTP-F, 94.5, 100 KW @ 1240, AC	, \$135.00* (Christal)	Hubbard
KTCZ-F, 97.1, 50 KW @ 150, AOR	, \$ NA (MMR)	Parker
WAYL-F, 93.7, 50 KW @ 822, BTFL MUS	RKO, \$ 68.00* (Republic)	Entercom
WLWL-F, 99.5, 50 KW @ 844, CHR	, \$120.00* (HNWH)	Emmis
WLTE-F, 102.9, 100 KW @ 1304, CONTEMP/AC (Burk-Abr),	\$ 93.25 (Selcom)	

12+ ADI 1/4

1. WCCO
2. KSTP-F
3. WLWL-F
4. WAYL-F
5. KQRS-F+
6. KEYY-F
7. KDWB-F
8. WDGY
9. WLTE-F
10. KSTP
11. KTCZ-F
12. KJJO-F
13. KNNJ
14. KCLD-F
15. WWJO-F

12+ ADI CUME

1. WCCO
2. WLWL-F
3. KSTP-F
4. KDWB-F
5. KQRS-F+
6. KEYY-F
7. WAYL-F
8. WLTE-F
9. WDGY
10. KSTP
11. KDWB
12. KTCZ-F
13. KJJO-F
14. KCLD-F
15. WWTC

ADI FM SHARE:

58.86%

CALL LETTER CHANGES

KKSS changed to KMFY  
KGBB-F changed to KMGW-F

FORMAT CHANGES

STATION SALES

MISCELLANEOUS COMMENTS

One county added to the metro...KDWB fails to make inroads against WLWL despite attempting to undercut WLWL's direct mail campaign... WCCO back above a 20 share...

MOBILE

Arbitron Rank/Pop (12+): 83/375,000  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 101/455,900  
 ADI # 61  
 Average Person Rating: 18.6  
 Market TSL: 24.4 hours

Stations: 21/17  
 Diaries: 864/434:1/39.4%  
 Sample Target: 770  
 Standard Error: .713  
 % Below Line: 2.3  
 % Not Listed: 5.7

Est 1984 Revenue: \$9,000,000  
 Gross Inc.: 3.9 Bil  
 HH Inc.: \$24,766  
 Retail \$: 2.4 Bil  
 Pop per Station: 22,059

12+ METRO 1/4/SHARE	SPG		FAL		BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/ METRO CUME RATING		SPG 84	FAL 83	
	84	83	83	82			84	83			
1. WKSJ-F	115/16.5	18.5	20.0	22.6	17.2	1. WABB-F	202/2392	1. WKSJ-F	1309/34.9	33.0	38.0
2. WBLX-F	107/15.3	17.6	16.1	18.5	17.8	2. WKSJ-F	135/1546	2. WABB-F	1306/34.8	32.6	25.2
3. WABB-F	98/14.0	13.2	8.2	6.9	10.2	3. WBLX-F	122/1212	3. WKRG-F	970/25.9	28.2	29.1
4. WGOK	66/ 9.4	9.3	8.5	8.6	10.6	4. WKRG-F	68/1648	4. WBLX-F	903/24.1	26.1	24.4
5. WLPR-F	49/ 7.0	4.3	8.8	6.3	5.3	5. WGOK	66/ 523	5. WLPR-F	609/16.2	9.3	16.2
6. WDLT-F	47/ 6.7	3.6	2.4	2.4	1.9	6. WLPR-F	61/ 758	6. WDLT-F	543/14.5	10.0	5.8
7. WKRG-F	44/ 6.3	6.7	7.6	9.9	10.7	7. WTKX-F	57/ 659	7. WGOK	523/13.9	14.5	15.1
8. WKRG	43/ 6.2	4.5	6.4	6.6	6.6	8. WDLT-F	47/ 561	8. WKRG	522/13.9	11.2	13.3
9. WMOB	16/ 2.3	3.1	1.9	---	---	9. WKRG	43/ 534	9. WMML	232/ 6.2	6.3	9.4
10. WMML	14/ 2.0	2.0	4.9	2.9	3.5	10. WMOB	17/ 183	10. WABB	229/ 6.1	6.6	7.9
11.						11.		11.			
12.						12.		12.			
13.						13.		13.			
14.						14.		14.			
15.						15.		15.			

12+ FM SHARE (METRO): 73.14% (482 of 659) (FAL 83: 68.90%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WABB-F	1. WBLX-F	1. WBLX-F	1. WKSJ-F	1. WKSJ-F	1. WKSJ-F	1. WKSJ-F+	1. WKSJ-F	1. WKSJ-F+	1. WBLX-F	1. WKSJ-F
2. WBLX-F	2. WABB-F	2. WKSJ-F	2. WBLX-F	2. WBLX-F	2. WGOK	2. WABB-F+	2. WABB-F	2. WABB-F	2. WABB-F	2. WBLX-F
3. WGOK	3. WDLT-F	3. WABB-F	3. WABB-F	3. WABB-F	3. WLPR-F	3. WBLX-F	3. WBLX-F	3. WBLX-F	3. WKSJ-F	3. WABB-F
4. WKRG-F	4. WKSJ-F	4. WDLT-F	4. WDLT-F	4. WDLT-F	4. WBLX-F	4. WKRG	4. WGOK	4.	4. WKRG-F	4. WGOK
5.	5.	5.	5.	5.	5.	5.	5.	5.	5.	5. WLPR-F

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WBLX-F	1. WBLX-F	1. WBLX-F	1. WDLT-F	1. WKSJ-F	1. WABB-F	1. WABB-F	1. WABB-F	1. WABB-F	1. WKSJ-F
2. WABB-F	2. WABB-F	2. WKSJ-F	2. WBLX-F	2. WBLX-F	2. WBLX-F	2. WBLX-F	2. WBLX-F	2. WBLX-F	2. WABB-F
3. WKRG-F	3. WDLT-F	3. WABB-F	3. WABB-F	3. WDLT-F	3.	3.	3. WKSJ-F	3. WKSJ-F	3. WBLX-F
4. WKSJ-F	4. WKSJ-F	4. WDLT-F	4. WKSJ-F	4. WABB-F	4.	4.	4. WLPR-F	4. WLPR-F	4. WLPR-F
5.	5.	5.	5.	WGOK	5.	5.	5.	5. WDLT-F	5.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		142 (2)	142 (2)	21.5	WABB 1480 Mobile 1.6/6.1
AOR		11 (2)	11 (2)	1.7	WABF 1220 Fairhope .6/1.7
AC/OLDIES/SOFT ROCK	15 (2)	47 (1)	62 (3)	9.4	WHEP 1310 Foley .7/1.4
MOR/VARIETY	52 (3)		52 (3)	7.9	WKSJ 1270 Prichard 1.0/4.4
COUNTRY	21 (2)	119 (2)	140 (4)	21.2	WMOO 1550 Mobile .7/2.7
BLACK/URBAN	66 (1)	107 (1)	173 (2)	26.3	WWAX 840 Mobile .6/1.8
BTFL MUSIC		49 (1)	49 (1)	7.4	WZEW-F 92.1 Fairhope 1.3/4.6
NEWS/TALK					WOSM-F 103.1 Ocean Spgs, MS 1.0/1.6
NOSTALGIA					WPMO-F 99.1 Pascagoula .6/1.4
RELIGION	5 (1)	7 (1)	12 (2)	1.8	WTKX-F 101.5 Pensacola .3/2.9
SPANISH					WWL 870 New Orleans .3/1.9
CLASSICAL					
UNKNOWN/OTHERS	16 (1)		16 (1)	2.4	
			659 (21)		

RADIO STATIONS

WABB, 1480, 5 KW (DA-N), OLDIES	RKO II, ABC-I, NBC-T, \$ NM (Christal)
WGOK, 900, 1 KW (DAYS, DA), BLACK	SBN, \$15.00 (Roslin)
WKRG, 710, 1 KW/500 W (DA-N), MOR	CBS, MBS, \$ NM (Katz)
WKSJ, 1270, 5 KW (DAYS), COUNTRY (Klemm)	ABC-E, \$ NA (Blair)
WMOB, 1360, 5 KW (DA, DAYS), ? ?	, \$ NA (----) Capitol-Johnson
WMOO, 1550, 50 KW (DAYS, DA), RELIGION	, \$13.00 (----) Beasley
WMML, 1410, 5 KW (DA-N), COUNTRY	NBC, \$17.00 (Lotus) Mel Tillis
WWAX, 840, 1 KW (DAYS), OLDIES	ABC-C, \$16.00 (Bolton)
WABB-F, 97.5, 100 KW @ 1050, CHR/AOR	ABC-F, \$41.63 (Eastman)
WBLX-F, 92.9, 63 KW @ 470, BLACK	RKO, \$60.50 (HNWH) Beasley
WDLT-F, 98.3, 3 KW @ 300, AC (Churchill)	CBS-R, \$23.00 (Selcom) Muniz
WKRG-F, 99.9, 100 KW @ 850, CHR	, \$55.00 (Katz)
WKSJ-F, 94.9, 100 KW @ 485, COUNTRY (Klemm)	ABC-E, \$65.00* (Blair) Capitol-Johnson
WLPR-F, 96.1, 40 KW @ 420, BTFL MUS (TM)	, \$20.00 (----)
WPMO-F, 99.1, 100 KW @ 350, COUNTRY	, \$ NA (Torbet) (PASAGOULA, MS)

Arbitron Rank/Pop (12+): 122/244,700  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 114/299,700  
 Sacramento ADI  
 Average Person Rating: 16.1  
 Market TSL: 21.8 hours

Stations: 20/9  
 Diaries: 709/345:1/48.0%  
 Sample Target: 620  
 Standard Error: .712  
 % Below Line: 25.5  
 % Not Listed:

Est 1984 Revenue: \$6,500,000  
 Gross Inc.: 2.8 Bil  
 HH Inc.: \$25,994  
 Retail \$: 1.7 Bil  
 Pop per Station: 27,189

12+ METRO 1/4/SHARE	SPG 84	FAL 83	SPG 83	FAL 82	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/METRO CUME RATING	SPG 84	FAL 83
1. KBEE-F 50/12.7	12.2	8.8	12.1	12.4		1. KBWW-F 105/1073	1. KOSO-F 610/24.9	28.8	24.5
2. KFIV-F 45/11.4	9.6	12.0	9.5	6.7		2. KHOP-F 88/1479	2. KHOP-F 554/22.6	22.5	21.4
3. KOSO-F 43/10.9	12.7	13.1	11.9	10.4		3. KRAK 64/ 900	3. KBEE-F 532/21.7	20.3	15.4
4. KMIX-F 39/ 9.9	6.0	7.5	6.7	6.5		4. KOSO-F 62/1023	4. KFIV-F 463/18.9	20.2	20.2
5. KHOP-F 38/ 9.6	8.6	7.2	9.5	6.7		5. KCBS 56/ 976	5. KMIX-F 437/17.9	12.8	10.9
6. KTRB 25/ 6.3	5.3	5.3	7.2	8.0		6. KFIV-F 49/ 683	6. KTRB 356/14.5	12.2	12.6
7. KCBS 22/ 5.6	5.5	4.8	4.1	2.8		7. KMIX-F 46/ 493	7. KCBS 327/13.4	10.7	14.6
8. KRAK 20/ 5.1	4.6	2.1	3.6	3.9		8. KNBR 42/ 762	8. KRAK 277/11.3	10.7	8.6
9. KNBR 18/ 4.6	4.8	3.5	4.4	3.4		9. KTRB 37/ 638	9. KNBR 262/10.7	11.6	8.9
10. KAMB-F 12/ 3.0	2.2	3.2	2.1	3.1		10. KMYT-F 35/ 353	10. KAMB-F 133/ 5.4	4.8	NA
11.						11.	11.		
12.						12.	12.		
13.						13.	13.		
14.						14.	14.		
15.						15.	15.		

12+ FM SHARE (METRO): 75.07% (259 of 345) (FAL 83: 65.58%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KHOP-F	1. KFIV-F	1. KFIV-F	1. KOSO-F	1. KBEE-F	1. KBEE-F	1. KBEE-F	1. KBEE-F	1. KBEE-F	1. KFIV-F	1. KHOP-F
2. KFIV-F	KOSO-F	2. KOSO-F	KBEE-F	2. KMIX-F	2. KMIX-F	2. KOSO-F	2. KMIX-F	2. KOSO-F	2. KBEE-F	2. KOSO-F
3. KOSO-F	3. KHOP-F	3. KMIX-F	3. KHOP-F	KOSO-F	3. KTRB	3. KMIX-F	3. KFIV-F	KFIV-F	3. KHOP-F	3. KFIV-F
4.	KMIX-F	4. KHOP-F	KMIX-F	4. KHOP-F	4. KCBS	4. KTRB	4. KOSO-F	4. KMIX-F	4. KOSO-F	4. KMIX-F
5.	5.	5.	5.	5.	5.	5. KFIV-F	5.	5.	5.	5.

  

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. KOSO-F	1. KOSO-F	1. KOSO-F	1. KOSO-F	1. KBEE-F	1. KFIV-F	1. KFIV-F	1. KFIV-F	1. KOSO-F	1. KMIX-F
2. KFIV-F	2. KFIV-F	2. KHOP-F	KBEE-F	2. KOSO-F	2. KMIX-F	2. KOSO-F	2. KMIX-F	2. KFIV-F	2. KFIV-F
3.	3. KHOP-F	3. KMIX-F	3. KHOP-F	3. KHOP-F	3. KOSO-F	3. KMIX-F	3. KOSO-F	3. KHOP-F	3. KBEE-F
4.	4. KMIX-F	KBEE-F	4. KMIX-F	4. KMIX-F	4. KHOP-F	4. KHOP-F	4. KHOP-F	4. KMIX-F	KOSO-F
5.	KBEE-F	5. KFIV-F	5.	5.	5.	5.	5.	5.	5.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP	4 (1)	84 (3)	88 (4)	25.5	KHYV 970 Modesto .5/2.7
AOR		45 (1)	45 (1)	13.0	KLOC 920 Ceres .8/3.0
AC/OLDIES/SOFT ROCK		6 (2)	6 (2)	1.7	KFRC 610 San Francisco 1.0/5.4
MOR/VARIETY	20 (2)		20 (2)	5.8	KFYE-F 93.7 Fresno 1.0/4.0
COUNTRY	45 (2)	39 (1)	84 (3)	24.3	KGO 810 San Francisco .5/2.1
BLACK/URBAN					KMYT-F 97.5 Merced 2.0/3.6
BTFL MUSIC		58 (2)	58 (2)	16.8	KSJQ-F 96.7 Manteca .5/2.2
NEWS/TALK	24 (2)		24 (2)	7.0	KSNN-F 104.7 Los Banos .5/1.8
NOSTALGIA					KSTN-F 107.3 Stockton .8/1.4
RELIGION		12 (1)	12 (1)	3.5	KYBB-F 100.9 Tracy .8/2.1
SPANISH	3 (1)	3 (1)	6 (2)	1.7	
CLASSICAL					
UNKNOWN/OTHERS		2 (1)	2 (1)	0.6	
345 (20)					

**RADIO STATIONS**

KCEY, 1390, 5 KW (DA-2), AC	MBS, \$25.25 (Christal)	(TURLOCK)
KHYV, 970, 1 KW (DA-2), AC	, \$10.00 (Mc-Guild)	John Price
KLOC, 920, 500 W/2.5 KW (DA-2), SPANISH	, \$14.00 (Lotus)	(CERES)
KTRB, 860, 10 KW/1 KW (DA-2), COUNTRY (Radio Arts)	ABC-E, \$22.00 (Blair)	
KZUN, 1360, 5 KW/1 KW (DA-2), COUNTRY	RKO II, \$ NA (MMR)	Comm. Pacific
KBEE-F, 103.3, 11 KW @ 150, BTFL MUS (SRP)	, \$22.00 (Mc-Guild)	John Price
KFIV-F, 102.3, 3 KW @ 300, AOR	RKO, \$21.00* (MMR)	COmm. Pacific
KHOP-F, 104.1, 50 KW @ 499, CHR	ABC-C, \$22.00 (Blair)	
KMIX-F, 98.3, 1.6 KW @ 390, COUNTRY	, \$25.25 (Christal)	(TURLOCK)
KOSO-F, 93.1, 3 KW @ 1790, CHR	APR, \$39.00 (Selcom)	(PATERSON)
KROI-F, 96.7, 3 KW @ 320, AOR	, \$16.00 (Selcom)	(MANTECA)
KMYT-F, 97.5, 50 KW @ 493, BTFL MUS	, \$13.75 (Torbet)	(MERCED)

Other ranked stations - See Sacramento or San Francisco

NASHVILLE

Arbitron Rank/Pop (12+): 47/750,200  
 CMSA Rank/Pop: # 45  
 MSA Rank/Pop: 56/882,500  
 ADI # 31  
 Average Person Rating: 17.0  
 Market TSL: 22.6 hours

Stations: 23/23  
 Diaries: 1201/625:1/48.3%  
 Sample Target: 1080  
 Standard Error: .607  
 % Below Line: 0  
 % Not Listed: 8.2

Est. 1984 Revenue: \$22,700,000  
 Gross Inc.: 8.9 Bil  
 HH Inc.: \$28,142  
 Retail \$: 5.6 Bil  
 Pop per Station: 32,617

12+ METRO	1/4/SHARE	SPG 84	FAL 83	SPG 83	FAL 82	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/ METRO CUME RATING	SPG 84	FAL 83
1. WSM-F	147/11.5	8.8	13.0	8.2	4.1	16.4	1. WSM-F 271/2942	1. WSM-F 1656/22.1	17.6	19.6
2. WKDF-F	130/10.2	9.5	11.7	12.9	12.8	16.8	2. WKDF-F 237/2624	2. WLAC-F 1547/20.6	20.6	15.3
3. WZEZ-F	130/10.2	8.9	10.8	7.9	10.2	6.8	3. WLAC-F 162/2447	3. WSM 1396/18.6	15.4	15.6
4. WLAC-F	106/ 8.3	8.5	6.4	4.6	2.8	7.7	4. WWKX-F 154/2605	4. WKDF-F 1270/16.9	21.9	23.9
5. WQK-F	104/ 8.1	7.3	5.8	5.4	3.0	11.5	5. WSIX-F 150/1833	5. WWKX-F 1146/15.3	19.8	21.3
6. WSM	92/ 7.2	6.1	5.1	5.0	5.9	5.1	6. WZEZ-F 146/1326	6. WZKS-F 1143/15.2	15.8	3.3
7. WSIX-F	80/ 6.3	7.2	6.8	7.4	10.0	5.5	7. WSM 139/2431	7. WZEZ-F 1138/15.2	14.7	18.1
8. WZKS-F	71/ 5.6	6.1	.5	.9	1.3	7.0	8. WQK-F 107/ 836	8. WSIX-F 1082/14.4	15.7	15.5
9. WWKX-F	52/ 4.1	7.1	8.0	9.5	9.0	4.4	WZKS-F 107/1858	9. WYHY-F 821/10.9	9.8	10.1
10. WLAC	42/ 3.3	3.3	4.0	5.3	6.8	2.7	10. WLAC 45/ 691	10. WQK-F 813/10.8	13.8	10.5
11. WVOL	40/ 3.1	6.7	5.0	4.6	6.1	2.1	11. WVOL 40/ 689	11. WVOL 689/ 9.2	12.3	11.4
12. WKDA	36/ 2.8	.7	.6	1.5	1.0	2.1	12. WYHY-F 38/ 922	12. WLAC 630/ 8.4	9.6	12.2
13. WYHY-F	35/ 2.7	2.6	3.6	6.4	4.9	2.1	13. WKDA 36/ 504	13. WKDA 467/ 6.2	2.8	3.8
14. WSIX	24/ 1.9	1.6	2.0	3.2	2.9	1.2	14. WSIX 26/ 464	14. WSIX 387/ 5.2	6.7	7.6
15. WAMB	18/ 1.4	3.4	3.4	1.4	1.5	.5	15. WAMB 23/ 270	15. WJKZ-F 229/ 3.1	2.0	3.3
16.							16.	16.		
17.							17.	17.		
18.							18.	18.		
19.							19.	19.		
20.							20.	20.		
21.							21.	21.		
22.							22.	22.		
23.							23.	23.		
24.							24.	24.		
25.							25.	25.		

12+ FM SHARE (METRO): 74.06% (868 of 1172) (FAL 83: 72.92%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WZKS-F	1. WKDF-F	1. WSM-F	1. WSM-F	1. WSM-F	1. WZEZ-F	1. WSM-F	1. WSM-F	1. WKDF-F	1. WQK-F	1. WSM-F
2. WKDF-F	2. WLAC-F	2. WKDF-F	2. WLAC-F	2. WLAC-F	2. WSM-F	2. WSIX-F	2. WZEZ-F	2. WSM-F	2. WKDF-F	2. WKDF-F
3. WQK-F	3. WSM-F	3. WLAC-F	3. WZEZ-F	3. WZEZ-F	3. WSIX-F	3. WSM	3. WKDF-F	3. WZEZ-F	3. WZEZ-F	3. WQK-F
4. WWKX-F	4. WQK-F	4. WQK-F	4. WKDF-F	4. WKDF-F	4. WLAC-F	4. WLAC-F	4. WLAC-F	4. WLAC-F	4. WZKS-F	4. WZEZ-F
5.	5. WZEZ-F	5. WZEZ-F	5. WSIX-F	5. WSIX-F	5. WLAC-F	5. WKDF-F	5. WSM	5. WQK-F	5. WSM-F	5. WLAC-F
6.	6. WSIX-F	6. WSIX-F	6.	6. WSM	6. WLAC	6. WZEZ-F	6. WSIX-F	6. WSM	6. WLAC-F	6. WSIX-F
7.	7.	7.	7.	7.	7.	7.	7. WQK-F	7. WZKS-F	7.	7.
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WKDF-F	1. WLAC-F	1. WLAC-F	1. WLAC-F	1. WSM-F	1. WKDF-F	1. WKDF-F	1. WKDF-F	1. WKDF-F	1. WSM-F
2. WLAC-F	2. WKDF-F	WSM-F	2. WSM-F	2. WLAC-F	2. WQK-F	2. WSM-F	2. WSM-F	2. WSM-F	2. WZEZ-F
3. WQK-F	3. WQK-F	3. WQK-F	3. WKDF-F	3. WZEZ-F	3. WSM-F	3. WQK-F	3. WLAC-F	3. WLAC-F	3. WKDF-F
4. WWKX-F	4. WSM-F	4. WKDF-F	4. WQK-F	4. WSIX-F	4.	4. WLAC-F	4. WZEZ-F	4. WWKX-F	4. WLAC-F
5. WSIX-F	5. WSIX-F	5. WSIX-F	5. WSIX-F	5. WQK-F	5.	5.	5. WQK-F	5. WKDA	5. WSM
6.	6. WZKS-F	6. WZKS-F	6. WDBL-F	6.	6.	6.	6. WSM	6.	6. WSIX-F
7.	7.	7.	7.	7.	7.	7.	7.	7.	7.
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP		158 (3)	158 (3)	13.5	WAMG	1160	Nashville	1.4/2.7
AOR		130 (1)	130 (1)	11.1	WCOR	900	Lebanon	.7/1.9
AC/OLDIES/SOFT ROCK MOR/VARIETY	36 (1)	106 (1)	142 (2)	12.1	WDBL	1590	Springfield	1.1/1.6
COUNTRY	152 (6)	233 (3)	385 (9)	32.8	WDBL-F	94.3	Springfield	.5/2.1
BLACK/URBAN	50 (2)	111 (2)	161 (4)	13.7	WJRB	1430	Madison	.6/1.8
BTFL MUSIC		130 (1)	130 (1)	11.1	WJKZ-F	100.1	Franklin	.5/3.1
NEWS/TALK	42 (1)		42 (1)	3.6	WMDB	880	Nashville	.8/2.3
NOSTALGIA	18 (1)		18 (1)	1.5	WWGM	1560	Nashville	.5/1.3
RELIGION	6 (1)		6 (1)	0.5				
SPANISH								
CLASSICAL								
UNKNOWN/OTHERS								
1172 (23)								

RADIO STATIONS

AM STATIONS

WAMB, 1170, 25 KW (DAYS)	, NOST (A1 Ham)	MBS, \$21.00 (Roslin)	
WKDA, 1240, 1 KW/250 W	, OLDIES	ABC-I, ABC-R, \$ NA (Katz)	Dick
WLAC, 1510, 50 KW (DA-N)	, NEWS/TALK	CBS, WSJ, \$63.00 (Blair)	Sudbrink
WNAH, 1360, 1 KW (DAYS)	, RELIGION	, \$15.00 (----)	
WNQM, 1300, 5 KW (DA-N)	, ? ? ?	, \$ 8.00 (----)	
WSIX, 980, 5 KW (DA-N)	, COUNTRY	MBS, \$48.40 (Eastman)	Sky
WSM, 650, 50 KW	, COUNTRY	NBC, \$75.00* (Christal)	Gaylord
WVOL, 1470, 5 KW/1 KW (DA-2)	, BLACK	NBN, \$38.00* (Selcom)	
WWGM, 1560, 10 KW (DAYS, DA)	, RELIGION	, \$11.00 (----)	

FM STATIONS

WKDF-F, 103.3, 100 KW @ 1220,	AOR (Burk-Abr)	ABC-E, ABC-R, \$90.00* (Katz)	Dick
WJKZ-F, 100.1, 3 KW @ 600,	COUNTRY	RKO II, CBS-R, \$33.50 (Weiss)	ELF
WLAC-F, 105.9, 100 KW @ 1229,	AC/CONTEMP (Fairwest)	, \$84.00 (Blair)	Sudbrink
WQK-F, 92.1, 1.5 KW @ 430,	URBAN	, \$ NA (Selcom)	
WSIX-F, 97.9, 100 KW @ 1145,	COUNTRY	ABC-I, \$82.34 (Eastman)	Sky
WSM-F, 95.5, 100 KW @ 1280,	COUNTRY	, \$85.00* (Christal)	Gaylord
WWKX-F, 104.5, 100 KW @ 1050,	CHR	RKO, \$60.00* (MMR)	(GALLATIN)
WYHY-F, 107.5, 100 KW @ 730,	CONTEMP	, \$35.00* (Mc-Guild)	Sungroup (LEBANON)
WZEZ-F, 92.9, 100 KW @ 650,	BTFL MUS	, \$63.00* (Torbet)	South Central
WZKS-F, 96.3, 100 KW @ 840,	CHR	, \$ ? ? (Masla)	
WGCC-F, 95.1, 100 KW @ 385,	COUNTRY/GOSPEL	, \$ 7.00 (Regional)	(GLASGOW, KY)
WKOA-F, 100.3, 100 KW @ 602,	CHR	, \$15.00 (----)	(HOPKINSVILLE, KY)
WBGY-F, 93.3, 100 KW @ 750,	CHR	, \$11.00 (----)	(TULLAHOMA)

12+ ADI 1/4

1. WSM-F
2. WKDF-F
3. WLAC-F
4. WSIX-F
5. WZEZ-F
6. WSM
7. WWKX-F
8. WQK-F
9. WZKS-F
10. WLAC
11. WVOL
12. WYCY-F
13. WYHY-F
14. WKDA
15. WKOA-F

12+ ADI CUME

1. WSM-F
2. WKDF-F
3. WLAC-F
4. WSM
5. WWKX-F
6. WZKS-F
7. WSIX-F
8. WZEZ-F
9. WYHY-F
10. WQK-F
11. WLAC
12. WVOL
13. WKDA
14. WSIX
15. WHOP-F

ADI FM SHARE:

74.41%

CALL LETTER CHANGES

FORMAT CHANGES

WYHY: from AC to CHR (Oct)

STATION SALES

WJRB/WJKZ-F (Franklin):  
from Sanders to ELF for  
\$3,200,000 (E) (Blackburn)...  
(for this they received 1400  
AQH listeners)

MISCELLANEOUS COMMENTS

Arbitron Rank/Pop (12+): 12/2,257,100  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 10/2,683,600  
 Part of NY ADI  
 Average Person Rating: 18.6  
 Market TSL: 24.2 hours

Stations: 43/17  
 Diaries: 1240/1820:1/45.5%  
 Sample Target: 1200  
 Standard Error: .572  
 % Below Line: NA  
 % Not Listed: NA

Est 1984 Revenue: NA  
 Gross Inc.: 34.7 Bil  
 HH Inc.: \$41,339  
 Retail \$: 15.1 Bil  
 Pop per Station: NA

		SPG	FAL	SPG	FAL
12+ METRO 1/4/SHARE		84	83	83	82
1. WALK-F+	205/4.9	5.0	4.1	4.3	4.5
2. WBLI-F	164/3.9	7.4	5.2	6.9	5.8
WBAB-F	164/2.9	3.2	3.8	2.7	3.2
4. WHLI	144/3.4	3.7	3.5	3.2	3.9
5. WCTO-F	122/2.9	2.7	2.0	1.4	2.3
6. WKJY-F	100/2.4	1.1	2.0	2.1	1.4
7. WAPP-F	92/2.2	3.0	4.0	5.0	3.9
8. WGSM	87/2.1	1.3	1.6	2.0	1.2
9. WLIR-F	61/1.5	1.7	1.9	2.2	1.9
10. WRCN-F	60/1.4	.6	.5	1.0	.9
11. WGBB	36/.9	.7	.8	.6	1.0
12. WLIX	30/.7	1.3	.5	---	---
WRIV	30/.7	---	.8	---	---
14. WLNG-F+	20/.5	---	.8	---	.4
15. WGLI	12/.3	---	---	.5	.6

**BIRCH SHARE**

	12+ METRO CUME/ METRO CUME RATING	SPG	FAL
		84	83
1. WBAB-F	2849/12.6	9.9	10.0
2. WBLI-F	2516/11.1	14.2	12.1
3. WAPP-F	2432/10.8	12.1	13.4
4. WALK-F+	2392/10.6	10.2	9.2
5. WCTO-F	1232/ 5.5	4.5	5.8
6. WLIR-F	1133/ 5.0	5.2	5.7
7. WHLI	1041/ 4.6	6.1	5.9
8. WKJY-F	878/ 3.9	2.9	3.8
9. WGSM	750/ 3.3	2.8	3.1
10. WRCN-F	710/ 3.1	2.6	3.1
11. WGBB	563/ 2.5	2.8	2.4
12. WRIV	304/ 1.3	---	NA
13. WLNG-F+	281/ 1.2	---	NA
14. WGLI	226/ 1.0	---	NA
15. WLIX	202/ .9	1.9	.9

NOTE: Nassau-Suffolk is a portion of the New York Metro. For this market only the stations home to Nassau-Suffolk are ranked. There is no TSA.

12+ FM SHARE (METRO): NA (FAL 83: NA)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WBAB-F	1. WBAB-F	1. WALK-F+	1. WALK-F+	1. WALK-F+	1. WALK-F+	1. WALK-F+	1. WALK-F+	1. WALK-F+	1. WBAB-F	1. WALK-F+
2. WAPP-F	2. WBLI-F	2. WBLI-F	2. WBLI-F	2. WBLI-F	2. WBLI-F	2. WBLI-F	2. WCTO-F	2. WBAB-F	2. WBLI-F	2. WBLI-F
3. WBLI-F	3. WLIR-F	3. WBAB-F	3. WBAB-F	3. WHLI	3. WBLI-F	3. WBAB-F	3. WBLI-F	3. WBLI-F	3. WAPP-F	3. WBAB-F
4. WRCN-F	4. WAPP-F	4. WAPP-F	4. WAPP-F	4. WCTO-F	4. WKJY-F	4. WHLI	4. WKJY-F	4. WCTO-F	4. WALK-F	4. WCTO-F
5. WRCN-F	5. WALK-F+	WLIR-F	5. WLIR-F	5. WBAB-F	5. WCTO-F	5. WGSM	5. WHLI	5. WKJY-F	5. WRCN-F	5. WAPP-F
WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54	
1. WBAB-F	1. WBLI-F	1. WALK-F+	1. WBLI-F	1. WBLI-F	1. WBAB-F	1. WBAB-F	1. WBAB-F	1. WBAB-F	1. WALK-F+	
2. WLIR-F	2. WBAB-F	WBLI-F	2. WCTO-F	2. WALK-F+	2. WAPP-F	2. WLIR-F	2. WALK-F	2. WALK-F+	2. WHLI	
3. WAPP-F	3. WAPP-F	3. WBAB-F	WALK-F+	3. WCTO-F	3. WLIR-F	3. WAPP-F	3. WBLI-F	3. WRCN-F	3. WBLI-F	
WBLI-F	WLIR-F	4. WCTO-F	4. WAPP-F	4. WHLI	4. WBLI-F	4. WRCN-F	4. WLIR-F	4. WLIR-F	4. WBAB-F	
5. WRCN-F	5. WALK-F+	5. WAPP-F	5. WAPP-F	5. WKJY-F	5. WRCN-F	5. WBLI-F	5. WAPP-F	5. WHLI	5. WCTO-F	

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP					WABC 770 New York 2.1/10.5
AOR					WBLI-F 107.5 New York 1.4/4.6
AC/OLDIES/SOFT ROCK					WCBS 880 New York 4.1/13.8
MOR/VARIETY					WCBS-F 101.1 New York 3.8/11.4
COUNTRY					WEBE-F 107.9 Westport, CT .3/1.8
BLACK/URBAN					WEZN-F 99.9 Bridgeport 1.5/3.9
BTFL MUSIC					WHN 1050 New York 2.2/7.6
NEWS/TALK					WHTZ-F 100.3 New York 8.3/21.6
NOSTALGIA					WINS 1010 New York 3.0/13.0
RELIGION					WKTU-F 92.3 New York 1.1/5.2
SPANISH					WLTW-F 106.7 New York 3.2/6.9
CLASSICAL					WMCA 570 New York 1.1/2.7
UNKNOWN/OTHERS					WNBC 660 New York 4.3/14.4
					WNCN-F 104.3 New York .5/1.8
					WNEW 1130 New York 2.2/5.4
					WNEW-F 102.7 New York 4.0/9.4
					WOR 710 New York 5.0/11.2
					WPAT 930 New York .5/2.0
					WPAT-F 93.1 New York 1.7/5.2
					WPIX-F 101.9 New York 1.7/7.1
					WPLJ-F 95.5 New York 3.4/15.2
					WPLR-F 95.5 New Haven .3/1.2
					WQXR-F 96.3 New York .9/2.4
					WRFM-F 105.1 New York 2.2/5.9
					WRKS-F 98.7 New York 1.9/6.4
					WYNY-F 97.1 New York 2.1/7.9

**RADIO STATIONS**

WGBB, 1240, 1 KW/250 W	, MOR	\$28.00	(----	
WGLI, 1290, 5 KW/1 KW (DA-2),	MOR/TALK	\$27.00	(Masla)	
WGSM, 740, 25 KW (DAYS,DA)	, MOR	\$40.00*	(Roslin) Greater Med	
WHLI, 1100, 10 KW (DAYS,DA)	, NOST (Al Ham)	\$74.50	(Weiss) Williams	
WLIM, 1580, 10 KW (DAYS,DA)	, MOR	\$26.00	(S. Katz)	
WLIX, 540, 250 W (DAYS)	, RELI (Burk-Abr)	\$20.00*	(----	
WNYG, 1440, 1 KW (DAYS)	, NOST	\$30.00	(----	
WALK-F+, 97.5, 45 KW @ 530,	MOR/AC	\$65.00	(Weiss) Island	
WBAB-F, 102.3, 2.3 KW @ 344,	AOR	\$64.00*	(----	
WBLI-F, 106.1, 10 KW @ 500,	CHR	\$98.75	(Masla) Beck-Ross	
WCTO-F, 94.3, 3 KW @ 300,	BTFL MUS	\$74.50	(Weiss) Williams	
WLIR-F, 92.7, 3 KW @ 300,	AOR	\$75.00	(Masla)	
WRCN-F, 103.9, 3 KW @ 466,	AOR (Pollack)	\$ NA	(Unirep)	

WAPP-F - See New York

**MISCELLANEOUS COMMENTS**

WHLI/WKJY-F sold by Williams to Albert Kaneb for \$5,200,000 (Holt)...



Arbitron Rank/Pop (12+): 73/453,300  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 94/506,300  
 ADI # 22 (with Hartford)  
 Average Person Rating: 16.9  
 Market TSL: 22.2 hours

Stations: 28/7  
 Diaries: 881/515:1/45.7%  
 Sample Target: 850  
 Standard Error: .655  
 % Below Line: 51.2  
 % Not Listed: 8.0

Est 1984 Revenue: \$10,000,000  
 Gross Inc.: 5.5 Bil  
 HH Inc.: \$30,574  
 Retail \$: 2.6 Bil  
 Pop per Station: 64,757

	SPG	FAL	SPG	FAL
12+ METRO 1/4/SHARE	84	83	83	82
1. WKCI-F	104/13.6	10.7	9.4	10.6
2. WELI	88/11.5	16.1	13.9	14.6
3. WAVZ	49/ 6.4	8.0	6.5	7.5
4. WPLR-F	46/ 6.0	6.8	7.5	6.1
5. WEZN-F	38/ 5.0	6.3	8.9	5.9
6. WTIC	36/ 4.7	1.1	2.6	1.3
7. WCBS	35/ 4.6	4.1	2.9	4.8
8. WDRC-F	34/ 4.4	3.8	3.1	3.0
9. WNHC	31/ 4.0	5.4	5.0	6.1
10. WNBC	29/ 3.8	3.1	5.5	3.5
11.				
12.				
13.				
14.				
15.				

BIRCH SHARE	12+ TSA 1/4/CUME
1. WKCI-F	195/2889
2. WEZN-F	172/2010
3. WICC	118/1631
4. WTIC	111/1497
5. WPLR-F	107/1903
6. WNBC	104/2047
7. WELI	93/1339
8. WDRC-F	77/1410
9. WRCH-F	69/ 692
10. WTIC-F	67/ 944
11.	
12.	
13.	
14.	
15.	

12+ METRO CUME/	SPG	FAL
METRO CUME RATING	84	83
1. WKCI-F	1372/30.3	28.6
2. WELI	1140/25.1	30.7
3. WPLR-F	784/17.3	18.9
4. WDRC-F	748/16.5	16.1
5. WCBS	626/13.8	14.3
6. WEZN-F	608/13.4	13.1
7. WNBC	565/12.5	13.5
8. WHCN-F	534/11.8	11.1
9. WAVZ	512/11.3	14.3
10. WIOF-F	452/10.0	6.8
11.		
12.		
13.		
14.		
15.		

12+ FM SHARE (METRO): 54.96% (388 of 706) (FAL 83: 52.17%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WKCI-F	1. WKCI-F	1. WKCI-F	1. WKCI-F	1. WKCI-F	1. WELI	1. WELI	1. WKCI-F	1. WKCI-F	1. WELI	1. WKCI-F
2. WPLR-F	2. WPLR-F	2. WPLR-F	2. WELI	2. WELI	2. WAVZ	2. WKCI-F	2. WELI	2. WELI	WPLR-F	2. WAVZ
3. WNHC	3. WDRC-F	3. WDRC-F	3. WPLR-F	3. WPLR-F	3. WKCI-F	3. WTIC	3. WAVZ	3. WPLR-F	3. WKCI-F	3. WELI
4. WHCN-F	4.	4. WELI	4. WNBC	4.	4. WEZN-F	4. WAVZ	4. WEZN-F	4. WAVZ	4. WNHC	4. WPLR-F
5.	5.	5. WNBC	5. WWYZ-F	5.	5. WRCH-F	5. WNBC	5. WPLR-F	5. WNBC	5. WCBS	5. WEZN-F

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WKCI-F	1. WKCI-F	1. WKCI-F	1. WKCI-F	1. WKCI-F	1. WPLR-F	1. WKCI-F	1. WKCI-F	1. WKCI-F	1. WKCI-F
2. WDRC-F	2. WDRC-F	2. WDRC-F	2. WDRC-F	2. WELI	2. WNHC	2. WPLR-F	2. WPLR-F	2. WPLR-F	2. WELI
3. WPLR-F	3. WPLR-F	3.	3. WWYZ-F	3. WWYZ-F	3. WKCI-F	3.	3. WELI	3.	3. WPLR-F
4.	4. WIOF-F	4.	4.	4. WDRC-F	4. WHCN-F	4.	4. WNBC	4.	4. WNBC
5.	5.	5.	5.	5. WIOF-F	5.	5.	5.	5.	5.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		169 (4)	169 (4)	23.9	WSCR 1220 Hamden 1.0/2.1
AOR		77 (3)	77 (3)	10.9	WYBC-F 94.3 New Haven 2.3/5.4
AC/OLDIES/SOFT ROCK	29 (1)	51 (3)	80 (4)	11.3	WCCC-F 106.9 Hartford .5/3.7
MOR/VARIETY	127 (3)		127 (3)	18.0	WHCN-F 105.9 Hartford 3.5/11.8
COUNTRY	19 (2)		19 (2)	2.7	WIOF-F 104.1 Waterbury 3.4/10.0
BLACK/URBAN	31 (1)	9 (2)	40 (3)	5.7	WKSS-F 95.7 Hartford 2.7/7.8
BTFL MUSIC		64 (2)	64 (2)	9.1	WPOP 1410 Hartford .8/2.5
NEWS/TALK	52 (4)		52 (4)	7.4	WRCH-F 100.5 New Britain 3.4/7.1
NOSTALGIA	60 (2)		60 (2)	8.5	WRCQ 910 New Britain 1.4/2.6
RELIGION					WTIC-F 96.5 Hartford 1.3/6.6
SPANISH					WWYZ-F 92.5 Waterbury 2.7/8.8
CLASSICAL					WALK-F 97.5 Long Island .5/2.0
UNKNOWN/OTHERS		18 (1)	18 (1)	2.5	WBSL-F 107.5 New York .5/2.3
			706 (28)		WHN 1050 New York 1.4/3.4
					WICC 600 Bridgeport .4/2.5
					WMCA 570 New York .5/1.1
					WOR 710 New York .9/2.9
					WRKS-F 98.7 New York .7/2.6

RADIO STATIONS

WAVZ, 1300, 1 KW (DA-N) , NOST (Drake-Chen) ABC-I,WSJ, \$44.00\* (Mc-Guild)  
 WELI, 960, 5 KW (DA-N) , MOR (Burk-Abr) , \$79.00 (Blair) Clear Channel  
 WNHC, 1340, 1 KW/250 W , BLACK SBN, \$20.00 (Savalli)  
 WSCR, 1220, 1 KW (DAYS,DA), COUNTRY , \$15.00 (Christal) Starr  
 WKCI-F, 101.3, 10 KW @ 1070, CHR (Burk-Abr) , \$80.00\* (Mc-Guild) Eastern  
 WPLR-F, 99.1, 14 KW @ 950, AOR/CHR (Klemm) , \$77.50 (Christal) Starr  
 WYBC-F, 94.3, 1 KW @ 122, PROG/JAZZ/VARIETY SBN, \$18.00 (Smith)

Other ranked stations - See Hartford, Bridgeport or New York

MISCELLANEOUS COMMENTS

Change in metro areas - several counties added...

NEW ORLEANS

Arbitron Rank/Pop (12+): 32/1,095,600  
 CMSA Rank/Pop: # 27  
 MSA Rank/Pop: 33/1,336,400  
 ADI # 35  
 Average Person Rating: 18.0  
 Market TSL: 23.9 hours

Stations: 21/20  
 Diaries: 1575/696:1/41.2%  
 Sample Target: 1500  
 Standard Error: .511  
 % Below Line: 1.1  
 % Not Listed: 6.6

Est. 1984 Revenue: \$27,900,000  
 Gross Inc.: 14.3 Bil  
 HH Inc.: \$30,400  
 Retail \$: 7.0 Bil  
 Pop per Station: 54,780

12+ METRO	1/4/SHARE	SPG 84	FAL 83	SPG 83	FAL 82	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/METRO CUME RATING	SPG 84	FAL 83
1. WYLD-F	329/16.7	14.9	14.1	13.2	12.9	17.8	1. WYLD-F 384/2876	1. WEZB-F 3322/30.3	30.7	28.8
2. WEZB-F	215/10.9	11.7	12.5	9.2	8.6	16.3	2. WEZB-F 271/4276	2. WYLD-F 2468/22.5	22.6	19.5
3. WBYU-F	138/ 7.0	7.0	5.7	8.2	7.0	5.1	3. WNOE-F 175/2237	3. WQUE-F 2320/21.2	21.9	13.8
4. WQUE-F	133/ 6.8	6.4	4.2	4.6	4.7	7.7	4. WLTS-F 166/1861	4. WWL 2061/18.8	14.8	18.4
WLTS-F	133/ 6.8	5.8	7.1	8.8	8.8	5.4	5. WQUE-F 163/2698	5. WRNO-F 1622/14.8	17.7	17.7
6. WNOE-F	125/ 6.3	5.3	6.6	4.4	5.5	5.6	6. WWL 157/2812	6. WNOE-F 1482/13.5	13.3	13.0
7. WWL	117/ 5.9	4.9	4.9	4.1	4.6	5.4	7. WBYU-F 152/1625	7. WLTS-F 1473/13.4	13.6	15.0
8. WRNO-F	112/ 5.7	7.3	6.5	8.8	8.1	5.8	8. WRNO-F 144/2005	8. WAJY-F 1376/12.6	14.3	12.9
9. WBOK	111/ 5.6	5.3	5.2	3.8	2.9	4.9	9. WAJY-F 120/1551	9. WBYU-F 1367/12.5	13.8	13.7
10. WAJY-F	105/ 5.3	5.9	5.3	6.7	6.1	3.4	10. WBOK 111/1155	10. WBOK 1152/10.5	9.5	10.5
11. WTIK	65/ 3.3	3.4	3.7	3.7	5.9	2.3	11. WTIK 102/1709	11. WTIK 1118/10.2	11.2	13.5
12. WSMB	63/ 3.2	3.5	4.2	3.9	2.7	3.7	12. WSMB 68/ 752	12. WYLD 762/ 7.0	7.3	10.0
13. WNOE	53/ 2.7	3.4	3.7	3.4	3.0	2.8	13. WNOE 61/ 851	13. WNOE 696/ 6.4	7.9	7.5
14. WYLD	31/ 1.6	2.6	2.6	2.5	2.5	.9	14. WAFB-F 43/ 739	14. WSMB 673/ 6.1	6.9	7.6
15. WWIW	29/ 1.5	1.6	2.1	2.4	1.1	1.3	15. WYLD 38/ 907	15. WWIW 489/ 4.5	4.2	5.2
16.							16.	16.		
17.							17.	17.		
18.							18.	18.		
19.							19.	19.		
20.							20.	20.		
21.							21.	21.		
22.							22.	22.		
23.							23.	23.		
24.							24.	24.		
25.							25.	25.		

12+ FM SHARE (METRO): 71.64% (1318 of 1840) (FAL 83: 66.03%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WEZB-F	1. WYLD-F	1. WYLD-F	1. WYLD-F	1. WYLD-F	1. WYLD-F	1. WYLD-F	1. WYLD-F	1. WYLD-F	1. WYLD-F	1. WYLD-F
2. WYLD-F	2. WEZB-F	2. WEZB-F	2. WLTS-F	2. WLTS-F	2. WNOE-F	2. WEZB-F	2. WBYU-F	2. WEZB-F	2. WEZB-F	2. WEZB-F
3. WQUE-F	3. WLTS-F	3. WLTS-F	3. WEZB-F	3. WNOE-F	3. WBYU-F	3. WQUE-F+3	3. WLTS-F	3. WBYU-F	3. WRNO-F	3. WBYU-F
4. WRNO-F	4. WQUE-F	4. WQUE-F	4. WQUE-F	4. WEZB-F	4. WWL	4. WWL	4. WEZB-F	4. WQUE-F	4. WQUE-F	4. WLTS-F
5.	5. WRNO-F	5. WRNO-F	5. WNOE-F	WAJY-F	5. WAJY-F	5. WBOK	5. WNOE-F	5. WLTS-F	5. WNOE-F	5. WNOE-F
6.	6.	6. WNOE-F	6. WAJY-F	6. WQUE-F	6. WQUE-F	6. WLTS-F	6. WAJY-F	6. WAJY-F	6. WLTS-F	6. WWL
7.	7.	7.	7.	7.	7.	7. WNOE-F	7.	7.	7.	7. WBOK
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WYLD-F	1. WYLD-F	1. WYLD-F	1. WYLD-F	1. WYLD-F	1. WRNO-F	1. WYLD-F	1. WYLD-F	1. WYLD-F	1. WYLD-F
2. WEZB-F	2. WEZB-F	2. WEZB-F	2. WLTS-F	2. WLTS-F	2. WYLD-F	2. WRNO-F	2. WQUE-F	2. WQUE-F	2. WLTS-F
3. WLTS-F	3. WLTS-F	3. WLTS-F	3. WQUE-F	3. WEZB-F	3. WEZB-F	3. WQUE-F	3. WRNO-F	3. WLTS-F	WQUE-F
4. WRNO-F	4. WQUE-F	4. WQUE-F	4. WEZB-F	4. WNOE-F	4. WQUE-F	4. WEZB-F	4. WEZB-F	4. WEZB-F	4. WNOE-F
5. WQUE-F	5. WRNO-F	5. WAJY-F	5. WNOE-F	5. WAJY-F	5.	5. WLTS-F	5. WLTS-F	5. WNOE-F	5. WAJY-F
6.	6.	6. WNOE-F	WTIX	6. WBOK	6.	6. WNOE-F	6. WRNO-F	6. WRNO-F	6. WWL
7.	7.	7.	7.	7. WBYU-F	7.	7.	7.	7.	7.
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

FORMATS	AM	FM	TOTAL	%
TOP 40/CHR/CONTEMP	15 (1)	368 (3)	383 (4)	20.8
AOR		112 (1)	112 (1)	6.1
AC/OLDIES/SOFT ROCK/MOR/VARIETY	93 (3)	133 (1)	226 (4)	12.3
COUNTRY	63 (2)	125 (1)	188 (3)	10.2
BLACK/URBAN	142 (2)	329 (1)	471 (3)	25.6
BTFL MUSIC		243 (2)	243 (2)	13.2
NEWS/TALK	180 (2)		180 (2)	9.8
NOSTALGIA	29 (1)		29 (1)	1.6
RELIGION	8 (1)		8 (1)	0.4
SPANISH				
CLASSICAL				
UNKNOWN/OTHERS				
1840 (21)				

OTHER RATED STATIONS/METRO SHARE & CUME RATING			
WARB	730	Covington	.5/1.3
WCKW-F	92.3	LaPlace	.4/1.8
WLTS	990	New Orleans	1.0/1.9
WSHO	800	New Orleans	.4/1.9
WAFB-F	98.1	Baton Rouge	1.0/1.5

RADIO STATIONS

AM STATIONS

KGLA, 1540, 500 W (DAYS)	, SPANISH	, \$10.00 (Caballero)	
WBOK, 1230, 1 KW/250 W	, BLACK	SBN, \$29.00 (----)	
WNOE, 1060, 50 KW/5 KW (DA-2)	, COUNTRY	ABC-E, \$33.00* (Mc-Guild)	Noe
WQUE, 1280, 5 KW (DA-1)	, CHR	, \$23.10 (Eastman)	Clear Channel
WSHO, 800, 1 KW (DAYS,DA)	, RELIGION	APR, \$22.00 (----)	Cascade
WSMB, 1350, 5 KW (DA-N)	, TALK	CNN, \$57.00 (Roslin)	
WTIX, 690, 10 KW/5 KW (DA-2)	, AC	NBC, \$59.00 (Blair)	Price Comm
WVOG, 600, 1 KW (DAYS)	, RELIGION	, \$10.00 (----)	
WWIW, 1450, 1 KW/250 W	, NOSTALGIA	ABC-D, \$30.50 (P/W)	
WWL, 870, 50 KW (DA-1)	, NEWS/TALK	WSJ,CBS, \$126.50 (Katz)	Loyola Univ
WLTS, 990, 1 KW (DAYS)	, AC (Churchill)	CBS-R, \$22.00* (Selcom)	Phase II
WYLD, 940, 10 KW/500 W (DA-2)	, BLACK	, \$27.00* (HNWH)	Inter-Urban

12+ ADI 1/4

1. WYLD-F
2. WEZB-F
3. WNOE-F
4. WLTS-F
- WQUE-F
6. WBYU-F
7. WWL
8. WRNO-F
9. WAJY-F
10. WBOK
11. WTIX
12. WSMB
13. WNOE
14. WYLD
15. WFMF-F

FM STATIONS

WAJY-F, 101.9, 100 KW @ 825, MOR/BTFL	, \$ NM (Katz)	Loyola Univ
WBYU-F, 95.7, 100 KW @ 600, BTFL MUS	, \$78.75 (Christal)	Swanson
WEZB-F, 97.1, 100 KW @ 511, CHR (Burk-Abr)	RKO, \$90.00* (Blair)	EZ
WNOE-F, 101.1, 100 KW @ 440, COUNTRY	ABC-I, \$59.00* (Mc-Guild)	Noe
WQUE-F, 93.3, 100 KW @ 512, CONTEMP	, \$80.00* (Eastman)	Clear Channel
WRNO-F, 99.5, 100 KW @ 500, AOR	ABC-F, \$66.00 (MMR)	
WYLD-F, 98.5, 100 KW @ 480, URBAN	, \$91.00 (HNWH)	Inter-Urban
WLTS-F, 105.3, 100 KW @ 407, AC (Churchill)	CBS-R, \$55.00 (Selcom)	Phase II

12+ ADI CUME

1. WEZB-F
2. WYLD-F
3. WQUE-F
4. WWL
5. WNOE-F
6. WRNO-F
7. WLTS-F
8. WBYU-F
9. WAJY-F
10. WTIX
11. WBOK
12. WYLD
13. WNOE
14. WSMB
15. WFMF-F

ADI FM SHARE:

71.34%

CALL LETTER CHANGES

WYAT changes to WLTS

FORMAT CHANGES

WYAT changed from Black to AC

STATION SALES

MISCELLANEOUS COMMENTS

WYLD has a powerful book and should become recognized as one of the leading Urban stations in the nation...

NEW YORK

Arbitron Rank/Pop (12+): 1/14,613,900  
 CMA Rank/Pop: #1  
 MSA Rank/Pop: 1/8,143,600  
 ADI # 1  
 Average Person Rating: 19.6  
 Market TSL: 23.6 hours

Stations: 47/46  
 Diaries: 5768/2533:1/44.6%  
 Sample Target: 4000  
 Standard Error: .312  
 % Below Line: .3%  
 % Not Listed: 10.6%

Est. 1984 Revenue: \$207,900,000  
 Gross Inc.: 93.6 Bil  
 HH Inc.: \$29,462  
 Retail \$: 77.4 Bil  
 Pop per Station: 317,693

12+ METRO	1/4/SHARE	SUM 84	SPG 84	WIN 84	FAL 83	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/METRO CUME RATING	SPG 84	FAL 83
1. WHTZ-F	1698/5.9	6.6	7.2	5.5	6.2	8.1	1. WHTZ-F 1707/27038	1. WHTZ-F 26700/18.3	20.7	16.6
2. WRKS-F	1513/5.3	5.4	5.1	5.6	4.8	6.3	2. WOR 1583/17717	2. WINS 25469/17.4	17.7	18.3
3. WOR	1506/5.2	4.7	4.2	4.9	5.1	5.3	3. WRKS-F 1535/18567	3. WPLJ-F 24589/16.8	16.3	14.2
4. WINS	1390/4.8	4.4	4.6	4.6	4.5	4.8	4. WINS 1395/25822	4. WCBS 21117/14.4	14.0	14.7
5. WPLJ-F	1221/4.3	5.3	4.4	4.1	3.5	6.1	5. WPLJ-F 1243/25284	5. WRKS-F 18175/12.4	12.4	12.0
6. WLTW-F	1127/3.9	3.3	3.6	4.6	3.8	2.7	6. WCBS 1221/23212	6. WOR 16569/11.3	11.4	12.2
7. WNEW-F	1121/3.9	3.1	3.1	2.6	2.3	4.2	7. WNEW-F 1164/15200	7. WKTU-F 16367/11.2	12.8	12.6
8. WBLS-F	1050/3.7	3.5	2.6	3.7	3.3	3.9	8. WBLS-F 1076/15304	8. WNBC 16342/11.2	12.1	12.2
9. WCBS-F	924/3.2	3.3	3.3	2.7	2.7	2.7	9. WRFM-F 947/11280	9. WABC 15063/10.3	11.3	10.1
10. WRFM-F	914/3.2	3.7	3.7	3.8	3.7	1.9	10. WNBC 936/18873	10. WBLS-F 14935/10.2	9.6	10.5
11. WLTW-F	871/3.0	2.8	2.4	1.6	2.0	1.6	11. WCBS-F 934/14910	11. WNEW-F 14780/10.1	8.6	7.9
12. WNEW	864/3.0	3.1	3.1	2.9	2.9	3.2	12. WLTW-F 894/11440	12. WCBS-F 14633/10.0	10.5	8.8
13. WPAT-F	850/3.0	2.9	3.6	4.0	3.3	3.2	13. WNEW 886/10832	13. WYNY-F 14441/ 9.9	11.4	12.3
14. WNBC	829/2.9	3.0	3.0	2.9	3.0	2.9	14. WPAT-F 869/11377	14. WPIX-F 13287/ 9.1	10.4	10.6
15. WKTU-F	790/2.8	3.1	3.3	4.0	3.5	3.7	15. WKTU-F 799/16647	15. WAPP-F 13120/ 9.0	10.1	11.5
16. WHN	712/2.5	2.9	2.9	2.3	1.9	1.9	16. WHN 780/12514	16. WHN 11696/ 8.0	9.0	7.0
17. WABC	695/2.4	2.6	2.6	2.2	2.3	3.1	17. WABC 751/16413	17. WPAT-F 11049/ 7.6	9.5	10.2
18. WYNY-F	683/2.4	2.8	2.6	2.9	3.6	1.8	18. WYNY-F 691/14824	18. WRFM-F 11034/ 7.6	8.2	9.1
19. WADO	683/2.4	1.4	2.3	1.5	3.2	2.7	19. WPIX-F 690/13550	19. WLTW-F 11027/ 7.5	7.1	5.8
20. WPIX-F	672/2.3	2.3	2.7	2.9	3.4	2.3	20. WADO 683/ 3948	20. WNEW 10341/ 7.1	7.4	7.8
21. WSKQ	552/1.9	1.8	2.1	1.2	.8	.9	21. WSKQ 552/ 3179	21. WPAT 7629/ 5.2	5.1	5.5
22. WAPP-F	523/1.8	2.4	2.9	3.3	3.2	2.7	22. WAPP-F 535/13610	22. WMCA 6354/ 4.3	4.5	5.2
23. WPAT	457/1.6	2.0	1.6	1.5	1.3	.7	23. WPAT 458/ 7687	23. WQXR-F 5607/ 3.8	4.5	5.2
24. WMCA	435/1.5	1.8	1.5	1.5	1.6	1.4	24. WMCA 441/ 6448	24. WADO 3948/ 2.7	3.8	5.2
25. WQXR-F	376/1.3	1.6	1.0	1.4	1.3	1.5	25. WQXR-F 381/ 5765	25. WBAB-F 3647/ 2.5	1.9	1.9

12+ FM SHARE (METRO): 59.14% (15185 of 25676) (FAL 83: 59.79%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WHTZ-F	1. WHTZ-F	1. WHTZ-F	1. WCBS-F	1. WCBS-F	1. WRFM-F	1. WINS	1. WHTZ-F	1. WHTZ-F	1. WRKS-F	1. WOR
2. WRKS-F	2. WNEW-F	2. WRKS-F	2. WHTZ-F	2. WBLS-F	2. WOR	2. WOR	2. WLTW-F	2. WRKS-F	2. WHTZ-F	2. WHTZ-F
3. WPLJ-F	3. WRKS-F	3. WNEW-F	3. WBLS-F	3. WHTZ-F	3. WINS	3. WCBS	3. WRFM-F	3. WPAT-F	3. WBLS-F	3. WRKS-F
4. WKTU-F	4. WPLJ-F	4. WBLS-F	4. WLTW-F	4. WLTW-F	4. WPAT-F	4. WHTZ-F	4. WRKS-F	4. WPLJ-F	4. WNEW-F	4. WPLJ-F
5. WNEW-F	5. WBLS-F	5. WPLJ-F	5. WNBC	5. WNBC	5. WNEW	5. WRKS-F	5. WPAT-F	5. WNBC	5. WOR	5. WBLS-F
6. WAPP-F	6. WNBC	6. WCBS-F	6. WRKS-F	6. WRKS-F	6. WCBS	6. WPLJ-F	6. WOR	6. WNEW-F	6. WPLJ-F	6. WNEW-F
7. WBLS-F	7. WKTU-F	7. WNBC	7. WPLJ-F	7. WPLJ-F	7. WCBS-F	7. WNBC	7. WNEW-F	7. WOR	7. WABC	7. WNEW
8.	8. WYNY-F	8. WLTW-F	8. WNEW-F	8. WNEW-F	8. WLTW-F	8. WNEW	8. WADO	8. WBLS-F	8. WCBS	8. WLTW-F
9.	9. WCBS-F	9. WKTU-F	9. WYNY-F	9. WINS	9. WADO	9. WNEW-F	9. WCBS-F	9. WRFM-F	9. WCBS-F	9. WRFM-F
10.	10. WPIX-F	10. WYNY-F	10. WINS	10. WYNY-F	10. WHN	10. WBLS-F	10. WNEW	10. WLTW-F	10. WKTU-F	10. WHN

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WHTZ-F	1. WHTZ-F	1. WHTZ-F	1. WRKS-F	1. WLTW-F	1. WNEW-F	1. WNEW-F	1. WHTZ-F	1. WNBC	1. WCBS-F
2. WRKS-F	2. WRKS-F	2. WRKS-F	2. WYNY-F	2. WBLS-F	2. WHTZ-F	2. WHTZ-F	2. WNEW-F	2. WNEW-F	2. WNBC
3. WPLJ-F	3. WPLJ-F	3. WBLS-F	3. WLTW-F	3. WRKS-F	3. WRKS-F	3. WRKS-F	3. WCBS-F	3. WHTZ-F	3. WHTZ-F
4. WBLS-F	4. WBLS-F	4. WPLJ-F	4. WPLJ-F	4. WHTZ-F	4. WAPP-F	4. WNBC	4. WNBC	4. WBLS-F	4. WNEW-F
5. WNEW-F	5. WNEW-F	5. WLTW-F	5. WBLS-F	5. WPLJ-F	5. WPLJ-F	5. WPLJ-F	5. WBLS-F	5. WCBS-F	5. WBLS-F
6. WKTU-F	6. WYNY-F	6. WYNY-F	6. WHTZ-F	6. WCBS-F	6. WKTU-F	6. WAPP-F	6. WRKS-F	6. WPLJ-F	6. WLTW-F
7. WPIX-F	7. WKTU-F	7. WKTU-F	7. WPIX-F	7. WYNY-F	7. WBLS-F	7. WBLS-F	7. WPLJ-F	7. WRKS-F	7. WINS
8. WYNY-F	8. WPIX-F	8. WPIX-F	8. WNEW-F	8. WPIX-F	8. WBAB-F	8. WCBS-F	8. WAPP-F	8. WYNY-F	8. WPLJ-F
9. WCBS-F	9. WLTW-F	9. WCBS-F	9. WKTU-F	9. WKTU-F	9. WPIX-F	9. WKTU-F	9. WLTW-F	9. WAPP-F	9. WRKS-F
10. WLTW-F	10. WCBS-F	10. WNEW-F	10. WCBS-F	10. WHN	10. WNBC	10. WYNY-F	10. WINS	10. WSKQ	10. WCBS

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		4566 (6)	4566 (6)	17.8	WALK-F+ 97.5 Patchoque .7/1.9
AOR		1464 (3)	1434 (3)	5.7	WBAB-F 102.3 Babylon .7/2.5
AC/OLDIES/SOFT ROCK	957 (3)	3360 (5)	4317 (8)	16.8	WBLL-F 106.1 Patchoque .6/2.0
MOR/VARIETY	186 (2)		186 (2)	0.7	WCTC 1450 New Brunswick, NJ .3/ .9
COUNTRY	712 (1)		712 (1)	2.8	WCTO-F 94.3 Smithtown .4/ .9
BLACK/URBAN	676 (3)	2563 (2)	3239 (5)	12.6	WEBE-F 107.9 Westport, CT .3/1.0
BTFL MUSIC	457 (1)	2313 (6)	2770 (7)	10.8	WEVD-F 97.9 .4/1.2
NEWS/TALK	5153 (5)		5153 (5)	20.1	WEZN-F 99.9 Bridgeport .7/1.9
NOSTALGIA	1041 (2)		1041 (2)	4.1	WFME-F 94.7 Newark .5/1.2
RELIGION	74 (1)	148 (1)	222 (2)	0.9	WGSM 740 Huntington .3/ .5
SPANISH	1235 (2)		1235 (2)	4.8	WHLI 1100 Hempstead .6/ .9
CLASSICAL		668 (2)	668 (2)	2.6	WHUD-F 100.7 Peekskill .4/ .8
UNKNOWN/OTHERS		103 (1)	103 (1)	0.4	WICC 600 Bridgeport .4/1.2
			25676 (47)		WKJY-F 98.3 Hempstead .4/ .8
					WLIB 1190 New York 1.1/2.0
					WLIR-F 92.7 Garden City .5/1.7
					WNCN-F 104.3 New York 1.0/2.5 12+ ADI 1/4
					WNRJ 1430 Newark .5/1.7
					WWDJ 970 Hackensack .3/1.1 1. WHTZ-F
					WRRL 1600 New York .7/1.5 2. WOR
					WKCI-F 101.3 Hamden .3/1.0 3. WRKS-F
					4. WINS
					5. WPLJ-F
					6. WCBS
					7. WNEW-F
					8. WCBS-F
					9. WRFM-F
					10. WLTW-F
					11. WNEW
					12. WPAT-F
					13. WNBC
					14. WKTU-F
					15. WHN
					12+ ADI CUME

RADIO STATIONS

AM STATIONS

WABC, 770, 50 KW	, TALK	ABC-I, \$18.00*	(Blair) ABC	Jim Haviland		
WADO, 1280, 5 KW (DA-1)	, SPANISH			\$ 98.75 (----)		
WCBS, 880, 50 KW	, NEWS	CBS, \$375.00	(CBS Spot)	CBS		
WHN, 1050, 50 KW (DA-1)	, COUNTRY	MBS, \$240.00*	(Selcom)	Doubleday		
WINS, 1010, 50 KW (DA-1)	, NEWS	ABC-D, \$330.00*	(Blair/RAR)	Westinghouse		
WJIT, 1480, 5 KW (DA-2)	, SPANISH			\$107.50 (Caballero)		
WLIB, 1190, 10 KW (DA,DAYS)	, BLACK NEWS/TALK	SBN, \$ 55.00	(Mc-Guild)	Inner City		
WMCA, 570, 5 KW (DA-1)	, TALK	APR,WSJ,NBC-T, \$125.00*	(Roslin)			
WNBC, 660, 50 KW	, CONTEMP/AC	NBC, \$452.50	(HNWH)	NBC		
WNEW, 1130, 50 KW (DA-N)	, NOSTALGIA			\$198.00 (Katz)		
WOR, 710, 50 KW (DA-1)	, TALK	ABC-E,RKO II, \$220.00	(Republic)	RKO		
WPAT, 930, 5 KW (DA-2)	, BTFL MUS			\$220.00 (Christal)		
WSKQ, 620, 5 KW (DA-2)	, SPANISH			\$ 85.00 (Caballero)		
WWDJ, 970, 5 KW (DA-2)	, RELIGION			\$ 40.00 (----)		
WRRL, 1600, 5 KW (DA-2)	, GOSPEL/BLACK	NBN, \$ 93.13	(Weiss)	Unity		

FM STATIONS

WAPP-F, 103.5, 5.8 KW @ 1390, CHR				\$225.00* (MMR)	Doubleday	1. WHTZ-F
WBLS-F, 107.5, 5.4 KW @ 1241, BLACK		ABC-F,SBN, \$356.88	(Mc-Guild)	Inner City		2. WINS
WCBS-F, 101.1, 7.3 KW @ 1300, OLDIES/AC		CBS-R, \$297.50	(CBS/FM)	CBS		3. WPLJ-F
WFME-F, 94.7, 36 KW @ 580, RELIGION				\$ NA (----)	Family	4. WCBS
WHTZ-F, 100.3, 7.8 KW @ 1220, CHR				\$280.00* (Eastman)	Malrite	5. WRKS-F
WHUD-F, 100.7, 50 KW @ 500, BTFL MUS				\$ 45.00 (Masla)		6. WOR
WKTU-F, 92.3, 5.4 KW @ 1200, CHR				\$316.88 (Torbet)	Infinity	7. WNBC
WLTW-F, 106.7, 7.6 KW @ 1220, SOFT AC				\$218.75 (Selcom)	Viacom	8. WKTU-F
WNCN-F, 104.3, 7.6 KW @ 1220, CLASSICAL		APR,WSJ, \$ 95.00	(CBMS)	GAF		9. WABC
WNEW-F, 102.7, 5.9 KW @ 1360, AOR		Source, \$206.88	(Katz)	Metromedia		10. WNEW-F
WPAT-F, 93.1, 5.3 KW @ 1420, BTFL MUS				\$220.00 (Christal)	Capital Cities	11. WBLS-F
WPIX-F, 101.9, 5.4 KW @ 1228, AC				\$225.00* (Christal)	Tribune Co.	12. WCBS-F
WPLJ-F, 95.5, 7.2 KW @ 1270, CHR		ABC-R, \$245.00*	(Blair)	ABC		13. WYNY-F
WQXR-F,+ 96.3, 7.8 KW @ 1220, CLASSICAL				\$147.50 (Mc-Guild)	NY Times	14. WAPP-F
WRFM-F, 105.1, 7.8 KW @ 1220, BTFL MUS				\$200.00 (Torbet)	Bonne	15. WPIX-F
WRKS-F, 98.7, 7.8 KW @ 1250, URBAN		RKO, \$230.00*	(Republic)	RKO		ADI FM SHARE:
WYNY-F, 97.1, 7.2 KW @ 1300, AC				\$280.00* (HNWH)	NBC	59.40%

CALL LETTER CHANGES

WBNX changes to WKDM

FORMAT CHANGES

WKDM from Black to Spanish CHR  
WAPP from AOR to CHR (Oct)  
WKTU from Urban to CHR

STATION SALES

WHN: From Mutual to  
Doubleday for \$13,000,000

MISCELLANEOUS COMMENTS

Several counties added to New York metro including Fairfield, CT (Bridgeport) as of this book...Strong move for WLTW...Weak book for BTFL stations...WAPP tumbles as they drop AOR for CHR; WNEW-F benefits

NORFOLK - PORTSMOUTH - NEWPORT NEWS

Arbitron Rank/Pop (12+): 36/1,011,000  
 CMSA Rank/Pop: # 30  
 MSA Rank/Pop: 37/1,196,100  
 ADI # 47  
 Average Person Rating: 16.8  
 Market TSL: 22.1 hours

Stations: 24/24  
 Diaries: 1407/719:1/54.18%  
 Sample Target: 1230  
 Standard Error: .550  
 % Below Line: 0  
 % Not Listed: 8.0

Est. 1984 Revenue: \$23,600,000  
 Gross Inc.: 13.0 Bil  
 HH Inc.: \$29,226  
 Retail \$: 7.0 Bil  
 Pop per Station: 42,125

12+ METRO	1/4/SHARE	SPG 84	FAL 83	SPG 83	FAL 82	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/METRO CUME RATING	SPG 84	FAL 83	
1.	WFOG-F	178/10.5	10.7	9.5	10.9	10.6	6.6	1. WNVZ-F	2098/20.8	21.2	17.0
2.	WCMS-F	140/ 8.3	8.6	10.6	10.6	10.6	8.2	2. WOWI-F	1778/17.6	14.3	17.4
3.	WNOR-F	135/ 8.0	10.3	9.5	8.6	7.9	12.0	3. WNOR-F	1776/17.6	19.6	18.8
4.	WOWI-F	127/ 7.5	4.8	7.8	7.0	6.7	10.8	4. WFOG-F	1726/17.1	17.6	16.7
5.	WLTJ-F	123/ 7.3	5.6	8.1	7.2	7.4	6.8	5. WLTJ-F	1589/15.7	14.3	18.3
	WNVZ-F	123/ 7.3	9.3	6.8	5.3	4.4	7.5	6. WCMS-F	1472/14.6	16.4	17.9
7.	WMYK-F	84/ 5.0	6.9	3.5	5.5	5.7	5.3	7. WMYK-F	1459/14.4	18.8	12.6
8.	WWDE-F	81/ 4.8	4.5	4.3	4.3	4.0	4.3	8. WTAR	1426/14.1	12.1	14.3
9.	WTAR	79/ 4.7	5.3	5.0	3.8	5.4	4.2	9. WWDE-F	1239/12.3	11.9	10.9
10.	WPCE	67/ 4.0	2.6	2.7	3.4	3.4	3.1	10. WNSY-F	1115/11.0	7.7	7.7
11.	WNSY-F	61/ 3.6	2.1	2.2	2.4	1.8	3.9	11. WRAP	1058/10.5	12.4	15.0
12.	WXRI-F	58/ 3.4	1.3	2.4	1.5	2.4	2.9	12. WPCE	744/ 7.4	4.9	6.6
13.	WRAP	52/ 3.1	3.9	5.2	4.3	3.7	3.7	13. WQKS-F	739/ 7.3	8.8	7.4
14.	WQKS-F	47/ 2.8	3.4	2.1	2.3	1.2	4.4	14. WTID-F	674/ 6.7	4.0	7.1
15.	WNIS	42/ 2.5	2.9	3.3	2.8	2.8	2.7	15. WRAP	54/1146	6.6	7.7
16.								16.			
17.								17.			
18.								18.			
19.								19.			
20.								20.			
21.								21.			
22.								22.			
23.								23.			
24.								24.			
25.								25.			

12+ FM SHARE (METRO): 77.71% (1213 of 1561) (FAL 83: 73.77%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WNVZ-F	1. WNOR-F	1. WNOR-F	1. WCMS-F	1. WCMS-F	1. WCMS-F	1. WFOG-F	1. WFOG-F	1. WFOG-F	1. WOWI-F	1. WFOG-F
2. WOWI-F	2. WLTJ-F	2. WLTJ-F	2. WLTJ-F	2. WLTJ-F	2. WFOG-F	2. WCMS-F	2. WCMS-F	2. WLTJ-F	2. WNVZ-F	2. WOWI-F
3. WNOR-F	3. WOWI-F	3. WOWI-F	3. WFOG-F	3. WFOG-F	3. WLTJ-F	3. WNOR-F	3. WNOR-F	3. WNOR-F	3. WNOR-F	3. WCMS-F
4. WMYK-F	4. WNVZ-F	4. WCMS-F	4. WNOR-F	4. WNOR-F	4. WNOR-F	4. WTAR	4. WTAR	4. WCMS-F	4. WFOG-F	4. WNOR-F
5. WQKS-F	5. WWDE-F	5. WFOG-F	5. WOWI-F	5. WOWI-F	5. WOWI-F	5. WNVZ-F	5. WNVZ-F	5. WOWI-F	5. WLTJ-F	5. WNVZ-F
6. WRAP	6. WMYK-F	6. WNVZ-F	6. WWDE-F	6. WWDE-F	6. WWDE-F	6. WLTJ-F	6. WLTJ-F	6. WNVZ-F	6. WCMS-F	6. WLTJ-F
7.	7. WNSY-F	7.	7.	7.	7. WTAR	7.	7. WOWI-F	7.	7.	7.
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WNVZ-F	1. WLTJ-F	1. WLTJ-F	1. WLTJ-F	1. WCMS-F	1. WNOR-F	1. WNOR-F	1. WNOR-F	1. WNOR-F	1. WNOR-F
2. WOWI-F	2. WOWI-F	2. WFOG-F	2. WWDE-F	2. WFOG-F	2. WNVZ-F	2. WLTJ-F	2. WLTJ-F	2. WLTJ-F	2. WCMS-F
3. WLTJ-F	3. WNVZ-F	3. WCMS-F	3. WOWI-F	3. WLTJ-F	3. WLTJ-F	3. WOWI-F	3. WOWI-F	3. WOWI-F	3. WFOG-F
4. WNOR-F	4. WWDE-F	4. WNVZ-F	4. WCMS-F	4. WWDE-F	4. WOWI-F	4. WNVZ-F	4. WCMS-F	4. WMYK-F	4. WOWI-F
5.	5. WNOR-F	5. WOWI-F	5. WXRI-F	5. WNVZ-F	5. WMYK-F	5. WMYK-F	5. WMYK-F	5. WNSY-F	5. WLTJ-F
6.	6.	6. WWDE-F	6. WMYK-F	6.	6. WNSY-F	6. WNSY-F	6. WNVZ-F	6. WWDE-F	6.
7.	7.	7.	7. WNSY-F	7.	7.	7.	7.	7. WQKS-F	7.
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		184 (2)	184 (2)	11.9	WCMS 1050 Norfolk 1.8/3.6
AOR		135 (1)	135 (1)	8.8	WCPK 1600 Chesapeake .6/ .9
AC/OLDIES/SOFT ROCK	19 (1)	204 (2)	223 (3)	14.5	WNRN-F 94.9 Virginia Beach .7/ .9
MOR/VARIETY	79 (1)		79 (1)	5.1	WGH 1310 Newport News .6/2.2
COUNTRY	41 (2)	184 (3)	225 (5)	14.6	WKEZ-F 94.1 Yorktown .8/2.6
BLACK/URBAN	52 (1)	258 (3)	310 (4)	20.1	WNOR 1230 Norfolk 1.1/4.1
BTFL MUSIC		190 (2)	190 (2)	12.3	WPMH 1010 Portsmouth 1.0/1.9
NEWS/TALK	42 (1)		42 (1)	2.7	WTID-F 106.9 Suffolk 1.8/3.8
NOSTALGIA	31 (2)		31 (2)	2.0	WTJZ 1270 Newport News 1.2/2.7
RELIGION	84 (2)	58 (1)	142 (3)	9.2	
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS					
1540 (24)					

12+ ADI 1/4

RADIO STATIONS

WCMS, 1050, 5 KW (DAYS)	, COUNTRY	ABC-D, \$ NM (Katz)		1. WFOG-F
WCPK, 1600, 5 KW (DAYS)	, BTFL MUS/NOST	NBC, \$ 15.00 (----)		2. WCMS-F
WLPM, 1450, 1 KW/250 W	, MOR	, \$ NA (MMR)	McCormick	3. WNOR-F
WNIS, 1350, 5 KW (DA-2)	, NEWS/TALK	NBC,NBC-T,ABC-T,WSJ, \$38.00* (HNWH)	Sinclair	4. WOWI-F
WNOR, 1230, 1 KW/250 W	, OLDIES	, \$ NA (Mc-Guild)	Josephson	5. WNVZ-F
WGH, 1310, 5 KW (DA-N)	, OLDIES	, \$ NA (Blair)		6. WLTY-F
WPCE, 1400, 1 KW/250 W	, BLACK/GOSPEL	SBN, \$ 23.00 (Mc-Guild)	Willis	7. WMYK-F
WPEX, 1490, 1 KW/250 W	, COUNTRY	, \$ 15.00 (----)		8. WTAR
WPMH, 1010, 5 KW (DAYS,DA)	, RELIGION	MBS, \$ 7.50 (----)		9. WWDE-F
WRAP, 850, 5 KW/1 KW (DA-N)	, BLACK	NBN, \$ 40.00 (Selcom)	Rollins	10. WNSY-F
WTAR, 790, 5 KW (DA-N)	, MOR	CBS, \$ 85.00* (Christal)	Shamrock	11. WPCE
WTJZ, 1270, 1 KW (DA-N)	, NOST (Al Ham)	, \$ 22.00 (Katz)	S & F	12. WXRI-F
WZAM, 1110, 50 KW (DAYS,DA)	, BLACK	, \$ NA (Eastman)	Benns	13. WTID-F
				14. WQKS-F
				15. WRAP

FM STATIONS

WCMS-F, 100.5, 50 KW @ 509, COUNTRY	ABC-E, \$137.75 (Katz)		12+ ADI CUME
WFOG-F, 92.9, 50 KW @ 500, BTFL MUS	, \$ 75.00* (MMR)	McCormick	1. WNVZ-F
WKEZ-F, 94.1, 50 KW @ 500, COUNTRY	MBS, \$ 34.00* (Roslin)		2. WOWI-F
WLTY-F, 95.7, 40 KW @ 881, AC	, \$105.50 (Christal)	Landmark	3. WNOR-F
WMYK-F, 93.7, 100 KW @ 940, URBAN	Source, \$ 42.50 (Eastman)	Benns	4. WFOG-F
		(ELIZABETH CITY,NJ)	5. WMYK-F
WNOR-F, 98.7, 50 KW @ 549, AOR	ABC-R, \$ 75.00* (Mc-Guild)	Josephson	6. WCMS-F
WNSY-F, 97.3, 74 KW @ 420, CHR/OLDIES	, \$ NA (Blair)		7. WLTY-F
WNVZ-F, 104.5, 50 KW @ 500, CHR	ABC-C, \$ 75.00* (Katz)	S & F	8. WTAR
WOWI-F, 102.9, 50 KW @ 500, BLACK	SBN, \$ 45.00 (Mc-Guild)	Willis	9. WWDE-F
WWDE-F, 101.3, 50 KW @ 380, AC	CBS-R, \$ 55.00 (CBS/FM)		10. WNSY-F
WXRI-F, 105.3, 50 KW @ 500, RELIGION	, \$ 35.00 (HNWH)	CBN	11. WRAP
WQKS-F, 96.5, 50 KW @ 440, URBAN	ABC-F, \$ 40.00* (Torbet)		12. WQKS-F
WTID-F, 106.9, 100 KW @ 964, COUNTRY (Musicworks)	, \$ ? ? (----)	Sinclair	13. WXRI-F
			14. WPCE
			15. WNIS

ADI FM SHARE:

79.17%

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

MISCELLANEOUS COMMENTS

WNSY changed calls back to WGH (December)

WTJZ/WNVZ-F: sold by Abell to S & F for \$4,500,000 (E)

One county (Currituck,NC) deleted from Arbitron metro...

OKLAHOMA CITY

Arbitron Rank/Pop (12+): 42/800,400  
 CMSA Rank/Pop: # 42  
 MSA Rank/Pop: 48/961,400  
 ADI # 36  
 Average Person Rating: 16.0  
 Market TSL: 21.4 hours

Stations: 16/16  
 Diaries: 958/835:1/30.6%  
 Sample Target: 1080  
 Standard Error: .625  
 % Below Line: 0  
 % Not Listed: 7.4

Est. 1984 Revenue: \$24,300,000  
 Gross Inc.: 11.9 Bil  
 HH Inc.: \$32,840  
 Retail \$: 5.9 Bil  
 Pop per Station: 50,025

12+ METRO	1/4/SHARE	SPG 84	FAL 83	SPG 83	FAL 82	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/METRO CUME RATING	SPG 84	FAL 83
1. KKNG-F	162/12.6	9.3	10.4	10.0	9.9	5.8	1. KKNG-F 202/1840	1. KTOK 1883/23.5	18.8	22.2
2. KTOK	151/11.8	11.2	12.6	11.1	12.3	8.6	2. KATT-F 174/2086	2. KJYO-F 1549/19.4	19.7	20.0
3. KATT-F	125/ 9.8	10.9	14.2	12.3	14.2	14.6	3. KXXY-F 170/1942	3. KATT-F 1532/19.1	19.0	22.2
4. KXXY-F	117/ 9.1	9.8	7.8	7.5	5.5	10.8	4. KTOK 164/2134	4. KZBS-F 1500/18.7	17.5	15.1
5. KZBS-F	113/ 8.8	8.9	7.6	7.3	3.9	9.6	5. KOFM-F 146/2438	5. KOFM-F 1476/18.4	18.3	13.8
6. KEBC-F	109/ 8.5	8.3	6.6	8.5	9.9	7.2	6. KZBS-F 135/1818	6. KKNG-F 1392/17.4	17.7	16.2
7. KJYO-F	101/ 7.9	8.2	8.0	9.0	2.1	11.1	7. KEBC-F 127/1572	7. KXXY-F 1369/17.1	18.6	16.0
8. KOFM-F	88/ 6.9	5.5	3.7	5.6	7.0	7.9	8. KJYO-F 116/1937	8. KEBC-F 1212/15.1	16.9	16.9
9. KLTE-F	58/ 4.5	6.0	5.4	3.7	4.6	5.6	9. KOMA 95/1592	9. KLTE-F 1013/12.7	12.4	13.4
10. KOMA	41/ 3.2	4.1	5.3	7.1	7.0	2.8	10. WKY 79/1650	10. WKY 899/11.2	8.9	11.8
11. WKY	30/ 2.3	2.4	3.4	3.7	5.7	2.7	11. KLTE-F 62/1136	11. KOMA 714/ 8.9	11.5	13.9
12. KJIL-F	25/ 2.0	2.2	3.5	1.9	1.7	3.0	12. KJIL-F 25/ 434	12. KJIL-F 393/ 4.9	6.4	5.9
13. KXXY	21/ 1.6	.5	1.1	.6	.7	.4	13. KXXY 22/ 385	13. KXXY 340/ 4.2	2.9	2.4
14.							14.	14.		
15.							15.	15.		
16.							16.	16.		
17.							17.	17.		
18.							18.	18.		
19.							19.	19.		
20.							20.	20.		
21.							21.	21.		
22.							22.	22.		
23.							23.	23.		
24.							24.	24.		
25.							25.	25.		

12+ FM SHARE (METRO): 78.67% (933 of 1186) (FAL 83: 73.11%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KJYO-F	1. KATT-F	1. KZBS-F	1. KXXY-F	1. KXXY-F	1. KKNG-F	1. KTOK	1. KKNG-F	1. KKNG-F	1. KJYO-F	1. KTOK
2. KOFM-F	2. KZBS-F	2. KATT-F	2. KZBS-F	2. KZBS-F	2. KTOK	2. KXXY-F+	2. KXXY-F	2. KATT-F+	2. KATT-F	2. KKNG-F
3. KATT-F	3. KOFM-F	3. KXXY-F	3. KATT-F	3. KEBC-F	3. KXXY-F	3. KZBS-F	3. KATT-F	3. KZBS-F	3. KTOK	3. KXXY-F+
4.	4. KJYO-F	4. KOFM-F	4. KLTE-F	4. KLTE-F	4. KEBC-F	4. KKNG-F	4. KEBC-F	4. KTOK	4. KKNG-F	4. KATT-F
5.	5. KXXY-F	5. KJYO-F	5. KTOK	5. KTOK	5. KTOK	5. KEBC-F	5. KTOK	5. KXXY-F	5. KOFM-F	5. KEBC-F
6.	6.	6. KTOK	6. KEBC-F	6.	6.	6. KATT-F+	6. KZBS-F	6. KEBC-F	6.	6. KJYO-F
7.	7.	7.	7.	7.	7.	7.	7.	7.	7.	7.
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. KZBS-F	1. KZBS-F	1. KZBS-F	1. KZBS-F	1. KZBS-F	1. KATT-F	1. KATT-F	1. KATT-F	1. KATT-F	1. KXXY-F
2. KOFM-F	2. KOFM-F	2. KXXY-F	2. KLTE-F	2. KXXY-F	2.	2.	2. KXXY-F	2. KZBS-F	2. KKNG-F
3. KJYO-F	3. KJYO-F	3. KOFM-F	3. KXXY-F	3. KLTE-F	3.	3.	3. KZBS-F	3. KXXY-F	KATT-F
4. KATT-F	4. KLTE-F	4. KLTE-F	4. KOFM-F	4. KEBC-F	4.	4.	4. KJYO-F	4.	4. KZBS-F
5.	5. KXXY-F	5. KJYO-F	5. KEBC-F	5. KTOK	5.	5.	5. KKNG-F	5.	5. KTOK
6.	6. KATT-F	6.	6. KTOK	6.	6.	6.	6. KTOK	6.	6. KEBC-F
7.	7.	7.	7.	7.	7.	7.	7.	7.	7.
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.



FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		189 (2)	189 (2)	15.9	KAEZ-F 107.7 Oklahoma City 1.4/2.5
AOR	10 (1)	125 (1)	135 (2)	11.4	KATT 1140 Oklahoma City .8/2.4
AC/OLDIES/SOFT ROCK MOR/VARIETY		171 (2)	171 (2)	14.4	KKLR-F 97.7 Edmond 1.3/2.7
COUNTRY	92 (3)	226 (2)	318 (5)	26.8	
BLACK/URBAN		18 (1)	18 (1)	1.5	
BTFL MUSIC		179 (2)	179 (2)	15.1	
NEWS/TALK	151 (1)		151 (1)	12.7	
NOSTALGIA					
RELIGION		25 (1)	25 (1)	2.1	
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS					
1186 (16)					

12+ ADI 1/4

RADIO STATIONS

AM STATIONS

Station	Power	Frequency	Format	Source	Rate	Agency
KATT	1140	1 KW (DAYS)	AOR	Source, \$ NA	(Selcom)	Surrey
KBYE	890	1 KW (DAYS)	RELIGION		\$ 8.60 (----)	
KOMA	1520	50 KW (DA-N)	COUNTRY	NBC	\$56.25 (Blair)	Price Comm
KQCV	800	250 W (DAYS)	RELIGION		\$16.00 (----)	Bott
KRMC	1220	250 W (DAYS,DA)	RELIGION		\$ 8.00 (----)	
KTOK	1000	5 KW (DA-2)	NEWS/TALK	ABC-I	\$85.00 (Blair)	Clear Channel
KXXY	1340	1 KW/250 W	COUNTRY	ABC-D	\$ NM (Mc-Guild)	Summit
WKY	930	5 KW (DA-N)	COUNTRY	CBS,WSJ	\$37.50 (Eastman)	Gaylord

1. KKNG-F
2. KXXY-F
3. KATT-F
4. KTOK
5. KOFM-F
6. KZBS-F
7. KEBC-F
8. KJYO-F
9. KOMA
10. WKY
11. KWOX-F
12. KLTE-F
13. KVOO
14. KQTZ-F
15. KECO-F

FM STATIONS

Station	Power	Frequency	Format	Source	Rate	Agency
KAEZ-F	107.7	100 KW @ 185	BLACK		\$35.00 (----)	
KATT-F	100.5	100 KW @ 598	AOR (Pollack)	Source	\$60.00 (Selcom)	Surrey
KEBC-F	94.7	100 KW @ 440	COUNTRY	ABC-E	\$67.50 (Torbet)	
KJIL-F	104.9	3 KW @ 300	RELIGION	APR	\$18.00 (----)	Swaggert
KJYO-F	102.7	100 KW @ 1003	CHR (Burk-Abr)		\$55.00 (Blair)	Clear Channel
KKLR-F	97.7	3 KW @ 300	BTFL MUS		\$23.13 (----)	
KKNG-F	92.5	100 KW @ 900	BTFL MUS		\$64.00 (Christal)	Swanson
KLTE-F	101.9	100 KW @ 420	AC		\$56.00* (Masla)	
KOFM-F	104.1	100 KW @ 1425	CHR	ABC-C	\$67.00 (Katz)	Guy Gannett
KXXY-F	96.1	100 KW @ 1340	COUNTRY		\$77.50 (Mc-Guild)	Summit
KZBS-F	98.9	100 KW @ 1253	AC (Fairwest)		\$60.00* (HNWH)	
KLOR-F	99.3	3 KW @ 300	AC		\$17.00 (----)	(PONCA CITY)
KWOX-F	101.1	100 KW @ 1204	COUNTRY		\$20.00 (----)	(WOODWARD)
KXLS-F	99.7	100 KW @ 835	AC		\$21.00 (Unirep)	(ALVA)

12+ ADI CUME

1. KOFM-F
2. KTOK
3. KEBC-F
4. WATT-F
5. KJYO-F
6. KXXY-F
7. KZBS-F
8. KKNG-F
9. WKY
10. KOMA
11. KLTE-F
12. KWOX-F
13. KJIL-F
14. KVOO
15. KXXY

ADI FM SHARE:

74.70%

CALL LETTER CHANGES

KXXY changes to KCNN  
(after rating period)

FORMAT CHANGES

KXXY changes to News  
(after rating period)

STATION SALES

MISCELLANEOUS COMMENTS

Logan County was added to  
the Arbitron metro...  
Arbitron fell 11% short of  
its sample target...

OMAHA

Arbitron Rank/Pop (12+): 69/487,900  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 81/596,300  
 ADI # 72  
 Average Person Rating: 17.0  
 Market TSL: 22.3 hours

Stations: 17/14  
 Diaries: 965/506:1/53.7%  
 Sample Target: 870  
 Standard Error: .633  
 % Below Line: 1.3  
 % Not Listed: 6.8

Est 1984 Revenue: \$13,600,000  
 Gross Inc.: 6.1 Bil  
 HH Inc.: \$28,414  
 Retail \$: 3.4 Bil  
 Pop per Station: 34,850

12+ METRO	1/4/SHARE	SPG	FAL	SPG	FAL	BIRCH	12+ TSA	1/4/CUME	12+ METRO	CUME/	SPG	FAL
		84	83	83	82	SHARE			METRO	CUME RATING	84	83
1.	KFAB	235/28.3	20.6	27.4	24.0	23.9	24.3	1.	KFAB	424/4519	37.6	52.7
2.	KQKQ-F	119/14.4	15.5	14.3	17.1	14.7	15.1	2.	KEZO-F	166/1918	34.2	30.0
3.	KEZO-F	118/14.2	12.2	9.8	12.2	11.6	19.3	3.	KQKQ-F	138/1961	26.0	20.5
4.	KGOR-F	52/ 6.3	10.2	7.3	7.9	7.2	3.9	4.	WOW	97/1824	24.0	18.7
5.	KOIL	46/ 5.5	5.5	4.7	5.0	5.8	2.9	5.	KGOR-F	78/1498	15.6	15.2
6.	KESY-F	45/ 5.4	5.8	7.0	5.2	7.3	4.6	6.	KFRX-F	73/1061	14.9	16.6
7.	KEFM-F	37/ 4.5	1.8	1.0	---	---	6.9	7.	KOIL	56/ 848	3.7	2.9
8.	WOW-F	36/ 4.3	6.6	4.5	3.4	4.3	4.3	8.	WOW-F	52/ 925	13.2	13.2
9.	WOW	33/ 4.0	6.2	5.7	6.2	8.2	5.9	9.	KMA	50/ 723	10.1	9.6
10.	KCRO	11/ 1.3	1.2	.5	1.8	1.4	.5	10.	KESY-F	47/ 578	2.7	3.6
11.								11.				
12.								12.				
13.								13.				
14.								14.				
15.								15.				

12+ FM SHARE (METRO): 54.46% (421 of 773) (FAL 83: 51.05%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1.	KQKQ-F	1. KEZO-F	1. KEZO-F	1. KFAB	1. KFAB	1. KFAB	1. KFAB	1. KFAB	1. KFAB	1. KFAB
2.	KEZO-F	2. KQKQ-F	2. KFAB	2. KQKQ-F	2. KQKQ-F	2.	2. KQKQ-F	2. KEZO-F	2. KEZO-F	2. KQKQ-F
3.		3. KGOR-F	3. KQKQ-F	3. KEZO-F	3. KEZO-F	3.	3. KEZO-F	3. KQKQ-F	3. KQKQ-F	3. KEZO-F
4.		4. KOIL	4. KGOR-F	4. KOIL	4. KOIL	4.	4. WOW	4. KGOR-F	4.	4. KESY-F
5.		5. KFAB	5. KOIL	5. KGOR-F	5. KGOR-F	5.	5. KOIL	5. KESY-F	5.	5. KGOR-F
		KEFM-F								
WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54		MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1.	KEZO-F	1. KQKQ-F	1. KFAB	1. KQKQ-F	1. KFAB	1.	1. KEZO-F	1. KEZO-F	1. KEZO-F	1. KFAB
	KQKQ-F	2. KEZO-F	2. KQKQ-F	2. KOIL	2. KQKQ-F	2.	2. KQKQ-F	2. KFAB	2. KQKQ-F	2. KEZO-F
3.	KGOR-F	3. KGOR-F	3. KEZO-F	KGOR-F	3. KGOR-F	3.	3. KOIL	3. KQKQ-F	3. KOIL	3. KQKQ-F
	KEFM-F	4. KEFM-F	4. KGOR-F	4. KFAB	4. KOIL	4.	4.	4. KOIL	4. KFAB	4. KOIL
5.		5.	5. KEFM-F	KEZO-F	5.	5.	5.	5. KGOR-F	5.	5.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		175 (3)	175 (3)	22.6	KBWH-F 106.3 .8/1.8
AOR		118 (1)	118 (1)	15.3	KLNG 1560 Council Bluffs 1.1/2.8
AC/OLDIES/SOFT ROCK	46 (1)	37 (1)	83 (2)	10.7	KROM 1420 Omaha .8/1.5
MOR/VARIETY	238 (2)		238 (2)	30.8	KYNN 1490 Omaha 1.0/3.0
COUNTRY	41 (2)	39 (2)	80 (4)	10.3	KFRX-F 102.7 Lincoln .5/3.4
BLACK/URBAN	9 (1)	7 (1)	16 (2)	2.1	KMA 960 Shenandoah .4/1.4
BTFL MUSIC		45 (1)	45 (1)	5.8	KZKX-F 96.9 Seward .4/1.7
NEWS/TALK					
NOSTALGIA	7 (1)		7 (1)	0.9	
RELIGION	11 (1)		11 (1)	1.4	
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS					

773 (17)

RADIO STATIONS

KCRO, 660, 1 KW (DAYS), RELIGION												
KFAB, 1110, 50 KW (DA-N), MOR												
KLNG, 1560, 1 KW (DAYS,DA), BLACK												
KOIL, 1290, 5 KW (DA-N), AC												
KROM, 1420, 1 KW (DAYS,DA), NOSTALGIA												
KYNN, 1490, 1 KW/250 W, COUNTRY												
WOW, 590, 5 KW, COUNTRY												
KMA, 960, 5 KW (DA-N), MOR												
KBWH-F, 106.3, 3 KW @ 300, BLACK												
KEFM-F, 96.1, 100 KW @ 265, AC (Drake-Chen)												
KESY-F, 104.5, 32 KW @ 285, BTFL MUS (TM)												
KEZO-F, 92.3, 100 KW @ 1210, AOR (Burk-Abr)												
KGOR-F, 99.9, 115 KW @ 1227, AC/CONTEMP												
KQKQ-F, 98.5, 100 KW @ 510, CHR												
WOW-F, 94.1, 100 KW @ 510, COUNTRY												

MISCELLANEOUS COMMENTS

Washington County added to Arbitron metro...K000 changed calls to KROM...KEFM drops BTFL for AC...

ORLANDO

Arbitron Rank/Pop (12+): 51/696,100  
 CMSA Rank/Pop: # 49  
 MSA Rank/Pop: 61/795,700  
 ADI # 30 (with Daytona & Melbourne)  
 Average Person Rating: 17.6  
 Market TSL: 23.1 hours

Stations: 22/19  
 Diaries: 1078/646:1/47.4%  
 Sample Target: 1010  
 Standard Error: .601  
 % Below Line: 2.6  
 % Not Listed: 8.5

Est. 1984 Revenue: \$20,800,000  
 Gross Inc.: 8.4 Bil  
 HH Inc.: \$28,895  
 Retail \$: 5.3 Bil  
 Pop per Station: 36,637

12+ METRO	1/4/SHARE	SPG 84	FAL 83	SPG 83	FAL 82	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/METRO CUME RATING	SPG 84	FAL 83
1. WWKA-F	164/13.4	9.6	10.0	11.0	9.9	10.7	1. WWKA-F 286/2893	1. WJYO-F 1736/24.9	19.9	19.9
2. WJYO-F	158/12.9	10.4	8.8	8.9	5.7	10.4	2. WJYO-F 239/2654	2. WBJW-F 1667/23.9	28.0	27.5
3. WHLY-F	107/ 8.8	10.5	4.6	4.6	5.2	13.6	3. WBJW-F 228/3350	3. WWKA-F 1576/22.6	17.4	21.5
4. WDBO	106/ 8.7	5.8	6.3	5.1	5.9	5.3	4. WDIZ-F 200/2323	4. WHLY-F 1551/22.3	25.8	16.1
5. WBJW-F	98/ 8.0	10.7	10.3	12.8	10.5	10.3	5. WHLY-F 152/2218	5. WDBO 1291/18.5	14.5	16.9
6. WDIZ-F	97/ 7.9	10.9	9.6	5.4	11.4	15.2	6. WDBO 115/1613	6. WDIZ-F 1245/17.9	16.7	19.3
7. WKIS	76/ 6.2	5.0	4.5	4.0	5.4	4.0	7. WPCV-F 114/1025	7. WHOO-F 897/12.9	10.6	15.8
8. WHOO-F	57/ 4.7	4.3	5.7	7.0	6.9	6.3	8. WVFM-F 109/1002	8. WHOO 861/12.4	9.1	14.4
9. WHOO	54/ 4.4	3.7	6.2	5.5	8.3	4.0	9. WHOO-F 86/1397	9. WKIS 837/13.0	11.9	11.7
10. WORL	51/ 4.2	6.2	4.7	6.8	6.0	4.1	10. WKIS 83/ 994	10. WORL 612/ 8.8	10.8	9.9
11. WLOQ-F	37/ 3.0	2.6	3.1	2.4	2.2	3.5	11. WCFI-F 81/1106	11. WLOQ-F 497/ 7.1	7.9	7.8
12.							12. WHOO 59/ 987	12. WOKB 384/ 5.5	6.5	6.7
13.							13. WORL 52/ 631	13.		
14.							14.	14.		
15.							15.	15.		
16.							16.	16.		
17.							17.	17.		
18.							18.	18.		
19.							19.	19.		
20.							20.	20.		
21.							21.	21.		
22.							22.	22.		
23.							23.	23.		
24.							24.	24.		
25.							25.	25.		

12+ FM SHARE (METRO): 68.87% (770 of 1118) (FAL 83: 62.72%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WHLY-F	1. WDIZ-F	1. WWKA-F	1. WJYO-F	1. WJYO-F	1. WWKA-F	1. WWKA-F	1. WJYO-F	1. WWKA-F	1. WDBO	1. WWKA-F
2. WBJW-F	2. WBJW-F	WJYO-F	2. WWKA-F	2. WWKA-F	2. WJYO-F	2. WJYO-F	2. WWKA-F	2. WJYO-F	2. WHLY-F	2. WJYO-F
3. WDIZ-F	3. WWKA-F	3. WDIZ-F	3. WDBO	3. WDBO	3. WDBO	3. WDBO	3. WKIS	3. WBJW-F	3. WWKA-F	3. WDIZ-F
4. WWKA-F	4. WJYO-F	4. WBJW-F	4. WBJW-F	4. WBJW-F	4. WBJW-F	4. WHLY-F	4. WBJW-F	WHLY-F	4. WDIZ-F	4. WHLY-F
5.	5. WHLY-F	5. WDBO	5. WHLY-F	5. WDIZ-F	5. WDIZ-F	5. WBJW-F+	5. WDIZ-F	5. WDIZ-F	5. WJYO-F	5. WBJW-F
6.	6.	WHLY-F	6. WDIZ-F	WHLY-F	6.	6. WDIZ-F	6. WDBO	6.	6. WBJW-F	6. WDBO
7.	7.	7.	7.	7.	7.	7. WKIS	7.	7.	7.	7.
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WHLY-F	1. WJYO-F	1. WJYO-F	1. WJYO-F	1. WJYO-F	1. WDIZ-F	1. WDIZ-F	1. WDIZ-F	1. WDIZ-F	1. WWKA-F
WBW-F	2. WWKA-F	2. WWKA-F	2. WWKA-F	2. WWKA-F	2. WHLY-F	2. WBJW-F	2. WWKA-F	2. WBJW-F	2. WJYO-F
3. WWKA-F	3. WBJW-F	3. WBJW-F	3. WBJW-F	3. WDBO	3. WBJW-F	3. WHLY-F	3. WBJW-F	3. WLOQ-F	3. WDBO
4. WDIZ-F	4. WHLY-F	WHLY-F	4. WHLY-F	4. WBJW-F	WWKA-F	4. WWKA-F	4. WJYO-F	4. WHLY-F	4. WDIZ-F
WORL	5. WDIZ-F	5. WDBO	5.	5. WHLY-F	5.	5. WLOQ-F	5. WDBO	5.	5. WHOO-F
6.	WORL	6.	6.	6.	6.	6.	6. WHLY-F	6.	6. WBJW-F
7.	7.	7.	7.	7.	7.	7.	7.	7.	7.
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP	4 (1)	205 (2)	209 (3)	18.7	WAJL	1440	Winter Park	.8/3.4
AOR		97 (1)	97 (1)	8.7	WBJW	950	Orlando	.3/2.6
AC/OLDIES/SOFT ROCK	21 (1)	210 (3)	231 (4)	20.7	WCFI-F	101.9	Daytona Beach	1.2/4.1
MOR/VARIETY	106 (1)		106 (1)	9.5	WFIV	1080	Kissimmee	.4/1.1
COUNTRY	63 (3)	226 (3)	289 (6)	25.8	WOKB	1600	Winter Garden	1.2/5.5
BLACK/URBAN	66 (2)		66 (2)	5.9	WREM	1190	Pine Castle	1.7/2.3
BTFL MUSIC		20 (1)	20 (1)	1.8	WTLN-F	95.3	Apopka	1.2/4.0
NEWS/TALK	76 (1)		76 (1)	6.8	WGTO	540	Cypress Gardens	.3/1.0
NOSTALGIA					WPCV-F	97.5	Winter Haven	.4/1.2
RELIGION	12 (2)	12 (1)	24 (3)	2.1	WVFM-F	94.1	Lakeland	1.6/3.6
SPANISH								
CLASSICAL								
UNKNOWN/OTHERS								
			1118 (22)					

RADIO STATIONS				12+ ADI 1/4			
AM STATIONS							
WAJL, 1440, 5 KW/1 KW (DA-N), RELIGION			, \$10.00 (----)				1. WWKA_F
WBJW, 950, 5 KW (DA-N), CHR (SMN)			, \$45.94 (Blair)	Nationwide			2. WJYO-F
WDBO, 580, 5 KW (DA-N), MOR			CBS, \$ NM (Katz)	Katz			3. WBJW-F
WHOO, 990, 50 KW/5 KW (DA-N), COUNTRY			ABC-I, \$90.00* (Torbet)	Bluegrass			4. WDIZ-F
WKIS, 740, 5 KW/1 KW (DA-1), NEWS/TALK			MBS,NBC,WSJ, \$54.00* (Eastman)	Susquehanna			5. WHLY-F
WORL, 1270, 5 KW (DA-N), BLACK			, \$38.00* (HNWH)	Metroplex			6. WDBO
WOKB, 1600, 5 KW (DA-2), BLACK			NBN, \$33.00 (Masla)	(WINTER GARDEN)			7. WKIS
WREM, 1190, 1 KW (DAYS), NOSTALGIA			ABC-D, \$ NA (Roslin)				8. WWLV-F
							9. WCFI-F
							10. WHOO-F
							11. WHOO
							12. WORL
							13. WRD
							14. WEZY-F
							15. WLOQ-F

FM STATIONS				12+ ADI CUME			
WBJW-F, 105.1, 100 KW @ 1310, CHR			ABC-C, \$137.81 (Blair)	Nationwide			1. WBJW-F
WDIZ-F, 100.3, 100 KW @ 890, AOR (Burk-Abr)			Source, \$123.00 (Selcom)	Shamrock Comm.			2. WWKA-F
WHOO-F, 96.5, 100 KW @ 493, COUNTRY			, \$104.06 (Torbet)	Bluegrass			3. WJYO-F
WJYO-F, 107.7, 100 KW @ 829, AC/EZ			, \$ 80.00* (HNWH)	Metroplex			4. WDIZ-F
WLOQ-F, 103.1, 3 KW @ 300, AC/JAZZ			WSJ, \$ NA (Weiss)				5. WILY-F
WWKA-F, 92.3, 100 KW @ 1341, COUNTRY			, \$145.00* (Katz)	Katz			6. WDBO-F
WHLY-F, 106.7, 100 KW @ 799, CHR (Klemm)			, \$ 48.50 (Christal)	Starr (LEESBURG)			7. WHOO-F
							8. WCFI-F
							9. WHOO
							10. WKIS
							11. WWLV-F
							12. WNFI-F
							13. WCKS-F
							14. WORL
							15. WELE-F

Other ranked stations - See Daytona Beach or Melbourne

ADI FM SHARE:  
74.56%

CALL LETTER CHANGES

WCOT changes to WBJW-F

FORMAT CHANGES

WBJW-A from Nostalgia to CHR (Sep)

STATION SALES

MISCELLANEOUS COMMENTS

WCFI-F (formerly WDOQ-F) is now reported above the line even though they are a Daytona Beach station... see Daytona Beach for details about the station...

PEORIA

Arbitron Rank/Pop (12+): 105/304,200  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 121/374,000  
 ADI # 98  
 Average Person Rating: 15.7  
 Market TSL: 20.7 hours

Stations: 18/12  
 Diaries: 791/385:1/59.1%  
 Sample Target: 700  
 Standard Error: .675  
 % Below Line: 10.1  
 % Not Listed: 7.3

Est 1984 Revenue: \$7,200,000  
 Gross Inc.: 4.1 Bil  
 HH Inc.: \$30,765  
 Retail \$: 2.2 Bil  
 Pop per Station: 25,350

	12+ METRO	1/4/SHARE	SPG 84	FAL 83	SPG 83	FAL 82
1. WKZW-F	80/16.7	16.8	14.4	14.9	16.2	
2. WSWT-F	67/14.0	11.6	13.1	12.4	9.7	
3. WMBD	53/11.1	11.0	10.0	13.4	12.2	
4. WWCT-F	49/10.3	7.4	7.9	8.5	12.5	
5. WXCT	48/10.0	11.0	11.7	11.1	11.5	
6. WIRL	28/ 5.9	7.2	5.8	5.1	8.3	
7. WTXR-F	27/ 5.6	4.7	3.1	3.7	2.8	
8. WGLO-F	20/ 4.2	3.8	4.4	2.6	3.7	
9. WLS	12/ 2.5	2.2	2.1	3.0	2.1	
10. WKQA-F	11/ 2.3	4.3	4.6	5.1	3.7	
11.						
12.						
13.						
14.						
15.						

BIRCH SHARE	12+ TSA	1/4/CUME
1. WKZW-F	110/1602	
2. WSWT-F	92/ 920	
3. WWCT-F	81/ 905	
4. WJBC	73/ 682	
5. WMBD	66/ 798	
6. WXCL	52/ 598	
7. WBNQ-F	41/ 755	
8. WTXR-F	32/ 395	
9. WIRL	31/ 690	
10. WGN	27/ 522	
11.		
12.		
13.		
14.		
15.		

12+ METRO	CUME/	SPG	FAL
METRO	CUME RATING	84	83
1. WKZW-F	1083/35.6	35.4	32.9
2. WMBD	714/23.5	21.6	22.6
3. WSWT-F	654/21.5	22.5	23.0
4. WIRL	605/19.9	19.5	21.2
5. WWCT-F	582/19.1	17.0	17.8
6. WXCL	529/17.4	19.1	23.4
7. WTXR-F	343/11.3	11.0	9.3
8. WKQA-F	315/10.4	14.3	12.4
9. WLS	315/10.4	12.8	11.6
10. WGLO-F	261/ 8.6	7.1	9.1
11.			
12.			
13.			
14.			
15.			

12+ FM SHARE (METRO): 60.27% (267 of 443) (FAL 83: 55.71%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WKZW-F	1. WKZW-F	1. WKZW-F	1. WKZW-F	1. WKZW-F	1. WSWT-F	1. WMBD	1. WSWT-F	1. WKZW-F	1. WKZW-F	1. WKZW-F
2.	2. WWCT-F	2. WWCT-F	2. WIRL	2. WSWT-F	2. WXCL	2. WKZW-F	2. WKZW-F	2. WSWT-F	2. WWCT-F	2. WSWT-F
3.	3. WIRL	3. WXCL	3. WXCL	3. WXCL	3. WMBD	3. WSWT-F	3. WXCL	3. WWCT-F	3. WMBD	3. WWCT-F
4.	WXCL	4. WIRL	4. WSWT-F	4. WIRL	4.	4. WXCL	4. WMBD	4. WXCL	4. WSWT-F	4. WXCL
5.	5.	5.	WWCT-F	WMBD	5.	5.	5.	5.	5.	5.

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WKZW-F	1. WKZW-F	1. WKZW-F	1. WKZW-F	1. WSWT-F	1. WWCT-F	1. WWCT-F	1. WWCT-F	1. WWCT-F	1. WWCT-F
2. WWCT-F	2. WIRL	2. WIRL	2. WIRL	2. WKZW-F	2. WKZW-F	2. WKZW-F	2. WKZW-F	2. WKZW-F	2. WKZW-F
3. WXCL	3.	3. WXCL	3. WSWT-F	3. WIRL	3.	3.	3. WXCL	3. WMBD	WXCL
4.	4.	4. WSWT-F	4. WXCL	4. WXCL	4.	4.	4.	4.	4. WMBD
5.	5.	5.	5.	5.	5.	5.	5.	5.	5.

FORMATS	AM	FM	TOTAL	Z
TOP 40/CHR/CONTEMP	12 (1)	86 (2)	98 (3)	22.1
AOR		49 (1)	49 (1)	11.1
AC/OLDIES/SOFT ROCK	28 (1)	11 (1)	39 (2)	8.8
MOR/VARIETY	71 (3)	7 (1)	78 (4)	17.6
COUNTRY	52 (2)	27 (1)	79 (3)	17.8
BLACK/URBAN				
BTFL MUSIC		87 (2)	87 (2)	19.6
NEWS/TALK	5 (1)		5 (1)	1.1
NOSTALGIA	(1)		2 (1)	0.5
RELIGION	2 (1)		2 (1)	0.5
SPANISH				
CLASSICAL				
UNKNOWN/OTHERS	6 (1)		6 (1)	1.4
			443 (18)	

OTHER RATED STATIONS/METRO SHARE & CUME RATING			
WPEO	1020	Peoria	.4/4.4
WTAZ-F	102.3	Morton	1.5/4.4
WVEL	1140	Pekin	1.3/2.4
WBBM	780	Chicago	1.0/5.3
WBNQ-F	101.5	Bloomington	1.3/7.1
WGN	720	Chicago	2.1/8.5
WJBC	1230	Bloomington	1.7/1.8
WMAQ	670	Chicago	.8/5.0

RADIO STATIONS

WIRL, 1290, 5 KW (DA-2), AC (Klemm)	ABC-E, \$51.50 (Eastman)	Mid America
WMBD, 1470, 5 KW (DA-2), MOR	CBS, \$32.50 (Katz)	Midwest TV
WPEO, 1020, 1 KW, RELIGION	, \$12.00 (Market 4)	
WXCL, 1350, 1 KW (DA-2), COUNTRY	ABC-I, \$32.00* (Blair)	Manship
WGLO-F, 95.3, 560 W @ 660, BTFL MUS	NBC, \$16.00 (----)	
WKQA-F, 104.9, 3 KW @ 265, CONTEMP/AC	ABC-F, \$21.00* (Blair)	Manship
WKZW-F, 93.3, 40 KW @ 548, CHR	, \$41.50 (Katz)	Midwest TV
WSWT-F, 106.9, 50 KW @ 450, BTFL MUS	, \$51.50 (Eastman)	Mid America
WTAZ-F, 102.3, 3 KW @ 300, MOR/VARIETY	MBS, \$ 9.00 (Lotus)	(MORTON)
WTXR-F, 94.3, 3 KW @ 300, COUNTRY	, \$24.00* (Weiss)	(CHILLICOTHE)
WWCT-F, 105.7, 36 KW @ 571, AOR	Source, \$26.00 (HNWH)	
WJBC, WBNQ-F - See Bloomington		Other ranked stations - See Chicago

PHILADELPHIA

Arbitron Rank/Pop (12+): 5/3,979,900  
 CMSA Rank/Pop: # 4  
 MSA Rank/Pop: 4/4,676,700  
 ADI # 4  
 Average Person Rating: 19.3  
 Market TSL: 25.2 hours

Stations: 31/26  
 Diaries: 2719/1464:1/48.0%  
 Sample Target: 2440  
 Standard Error: .392  
 % Below Line: 3.0  
 % Not Listed: 7.7

Est. 1984 Revenue: \$87,300,000  
 Gross Inc.: 49.0 Bil  
 HH Inc.: \$29,952  
 Retail \$: 25.1 Bil  
 Pop per Station: 153,073

12+ METRO	1/4/SHARE	SUM 84	SPG 84	WIN 84	FAL 83	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/ METRO CUME RATING	SPG 84	FAL 83
1. WEAZ-F	636/8.3	7.1	7.5	9.1	7.7	6.8	1. WMMR-F 750/10038	1. KYW 10302/25.9	28.7	26.7
2. WUSL-F	513/6.7	6.1	6.2	5.0	5.8	7.2	2. WEAZ-F 743/ 8501	2. WCAU-F 8457/21.2	21.4	21.2
3. KYW	476/6.2	4.7	5.5	5.5	5.2	7.4	3. WUSL-F 649/ 7438	3. WEAZ-F 6775/17.0	16.4	17.2
4. KYW	476/6.2	6.9	8.0	7.8	7.5	8.3	4. WCAU-F 593/11008	4. WMMR-F 6582/16.5	15.5	16.1
5. WMMR-F	456/5.9	6.2	5.5	4.7	5.2	9.0	5. KYW 531/11802	5. WCAU 6196/15.6	17.8	15.7
6. WMGK-F	443/5.8	6.6	5.4	6.1	6.4	3.0	6. WMGK-F 526/ 7078	6. WUSL-F 5839/14.7	14.9	15.1
7. WPEN	387/5.0	4.9	4.3	5.5	4.5	4.7	7. WCAU 424/ 7625	7. WMGK-F 5682/14.3	16.5	18.4
8. WDAS-F	382/5.0	5.6	5.7	6.7	6.8	5.2	8. WDAS-F 419/ 5171	8. WIP 5120/12.9	8.1	11.4
9. WWDB-F	347/4.5	3.4	4.4	4.6	4.7	5.2	9. WWDB-F 412/ 4405	9. WYSP-F 4832/12.1	13.3	12.0
10. WCAU	341/4.4	5.5	5.6	4.1	4.5	5.2	10. WPEN 401/ 4283	10. WDAS-F 4560/11.5	13.0	13.0
11. WIP	287/3.7	3.5	3.3	3.7	3.4	3.1	11. WYSP-F 379/ 7468	11. WIOQ-F 4376/11.0	12.0	12.9
12. WIOQ-F	286/3.7	4.3	4.4	4.6	4.9	3.8	12. WIOQ-F 339/ 5475	12. WPEN 4030/10.1	10.2	10.5
13. WXTU-F	285/3.7	3.3	2.6	.6	---	2.3	13. WSNI-F 332/ 5052	13. WSNI-F 3975/10.0	10.1	11.1
14. WSNI-F	260/3.4	3.0	3.2	2.8	3.2	1.6	14. WXTU-F 325/ 3398	14. WWDB-F 3725/ 9.4	9.0	11.0
15. WKSZ-F	248/3.2	2.7	2.3	2.4	3.5	3.4	15. WIP 311/ 5670	15. WZGO-F 3478/ 8.7	10.9	8.1
16. WYSP-F	226/2.9	3.7	4.1	4.1	3.5	4.5	16. WKSZ-F 301/ 4158	16. WKSZ-F 3328/ 8.4	7.2	8.5
17. WZGO-F	185/2.4	2.3	2.8	2.7	2.1	1.9	17. WZGO-F 224/ 4324	17. WFIL 3177/ 8.0	7.3	9.7
18. WFIL	146/1.9	2.3	1.8	2.0	2.5	1.7	18. WFMZ-F 214/ 2049	18. WXTU-F 2792/ 7.0	5.1	---
19. WFLN-F	128/1.7	1.6	1.7	1.6	1.7	1.8	19. WJBR-F 191/ 2347	19. WFLN-F 2284/ 5.7	5.9	6.2
20. WHAT	110/1.4	1.5	2.0	1.8	1.5	.8	20. WFIL 181/ 4056	20. WDAS 1745/ 4.4	5.3	5.4
21.							21.	21.		
22.							22.	22.		
23.							23.	23.		
24.							24.	24.		
25.							25.	25.		

12+ FM SHARE (METRO): 71.85% (5090 of 7084) (FAL 83: 69.48%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WCAU-F	1. WMMR-F	1. WMGK-F	1. WMGK-F	1. WMGK-F	1. WEAZ-F	1. KYW	1. WEAZ-F	1. WEAZ-F	1. WUSL-F	1. WEAZ-F
2. WUSL-F	2. WUSL-F	2. WMMR-F	2. WDAS-F	2. WDAS-F	2. WPEN	2. WIP	2. WCAU-F	2. WCAU-F	2. WCAU-F	2. WUSL-F
3. WYSP-F	3. WMGK-F	3. WUSL-F	3. WIOQ-F	3. WEAZ-F	3. KYW	3. WEAZ-F	3. WMMR-F	3. WMGK-F	3. WMMR-F	3. WMMR-F
4. WMMR-F	4. WIOQ-F	4. WDAS-F	4. WUSL-F	4. WIOQ-F	4. WIP	4. WMMR-F	4. WPEN	4. WMMR-F	4. WDAS-F	4. WCAU-F
5. WZGO-F	5. WDAS-F	5. WIOQ-F	5. WSNI-F	5. WUSL-F	5. WXTU-F	5. WUSL-F	5. WUSL-F	5. WUSL-F	5. WEAZ-F	5. WPEN
6. WDAS-F	6. WCAU-F	6. WCAU-F	6. WMMR-F	6. KYW	6. WCAU	6. WCAU-F	6. WKSZ-F	6. WDAS-F	6. WWDB-F	6. WDAS-F
7.	7. WSNI-F	7. WSNI-F	7. WXTU-F	7. WXTU-F	7. WKSZ-F	7. WPEN	7. WXTU-F	7. KYW	7. WCAU	7. WMGK-F
8.	8. WYSP-F	8. WXTU-F	8. KYW	8. WSNI-F	8. WWDB-F	8. WCAU	8. WIOQ-F	8. WCAU	8. WMGK-F	8. KYW
9.	9. WZGO-F	9. WEAZ-F	9. WCAU-F	9. WMMR-F	9. WMGK-F	9. WMGK-F	9. WWDB-F	9. WPEN	9. WPEN	9. WXTU-F
10.	10. WXTU-F	10. WKSZ-F	10. WEAZ-F	10. WKSZ-F	10. WDAS-F	10. WWDB-F	10. WSNI-F	10. WXTU-F	10. WYSP-F	10. WKSZ-F

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WUSL-F	1. WMGK-F	1. WMGK-F	1. WIOQ-F	1. WMGK-F	1. WMMR-F	1. WMMR-F	1. WMMR-F	1. WMMR-F	1. WMGK-F
2. WMGK-F	2. WUSL-F	2. WUSL-F	2. WMGK-F	2. WDAS-F	2. WUSL-F	2. WUSL-F	2. WMGK-F	2. WIOQ-F	2. WMMR-F
3. WCAU-F	3. WIOQ-F	3. WDAS-F	3. WDAS-F	3. WEAZ-F	3. WDAS-F	3. WDAS-F	3. WUSL-F	3. WMGK-F	3. WXTU-F
4. WMMR-F	4. WDAS-F	4. WIOQ-F	4. WUSL-F	4. WUSL-F	4. WYSP-F	4. WIOQ-F	4. WDAS-F	4. WUSL-F	4. KYW
5. WIOQ-F	5. WCAU-F	5. WCAU-F	5. WSNI-F	5. WIOQ-F	5. WCAU-F	5. WMGK-F	5. WXTU-F	5. WDAS-F	5. WDAS-F
6. WDAS-F	6. WMMR-F	6. WSNI-F	6. WCAU-F	6. WKSZ-F	6. WMGK-F	6. WCAU-F	6. WIOQ-F	6. WSNI-F	6. WEAZ-F
7. WYSP-F	7. WSNI-F	7. WKSZ-F	7. WCAU-F	7. WSNI-F	7.	7. WSNI-F	7. WCAU-F	7. KYW	7. WIOQ-F
8.	8. WZGO-F	8. WEAZ-F	8.	8. KYW	8.	8. WYSP-F	8. WSNI-F	8. WCAU-F	8. WCAU
9.	9. WYSP-F	9. WMMR-F	9.	9. WCAU-F	9.	9.	9. WCAU	9.	9. WSNI-F
10.	10.	10. WXTU-F	10.	10. WXTU-F	10.	10.	10. KYW	10.	10. WUSL-F

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP		712 (4)	712 (4)	10.1	WBCB	1490	Levittown	.4/1.0
AOR		968 (3)	968 (3)	13.7	WCOJ	1420	Coatesville	.3/1.1
AC/OLDIES/SOFT ROCK	194 (2)	977 (4)	1171 (6)	16.5	WDAS	1480		1.1/4.4
MOR/VARIETY	315 (2)		315 (2)	4.4	WFLN	900		.1/.8
COUNTRY		285 (1)	285 (1)	4.0	WPGR	1540		.6/1.3
BLACK/URBAN	195 (2)	895 (2)	1090 (4)	15.4	WZZD	990		.7/2.0
BTFL MUSIC		778 (3)	778 (3)	11.0	WFMZ-F	100.7	Allentown	.6/1.5
NEWS/TALK	817 (2)	347 (1)	1164 (3)	16.4	WJBR-F	99.5	Wilmington	1.2/3.1
NOSTALGIA	387 (1)		387 (1)	5.5	WKXW-F	101.5	Trenton	.3/1.3
RELIGION	54 (1)		54 (1)	0.8	WPST-F	97.5	Trenton	.3/2.4
SPANISH					WSTW-F	93.7	Wilmington	.3/2.1
CLASSICAL	8 (1)	128 (1)	136 (2)	1.9				
UNKNOWN/OTHERS		24 (1)	24 (1)	0.3				
			7084 (31)					

12+ ADI 1/4

1. WEAZ-F
2. WMMR-F
3. WUSL-F
4. WCAU-F
5. KYW
6. WMGK-F
7. WDAS-F
8. WCAU
9. WWDB-F
10. WPEN
11. WYSP-F
12. WIOQ-F
13. WSNI-F
14. WXTU-F
15. WIP

RADIO STATIONS

AM STATIONS

KYW, 1060, 50 KW (DA-1)	, NEWS	ABC-I, NBC, \$282.50	(Blair/RAR)
WCAU, 1210, 50 KW	, TALK/NEWS	CBS, \$182.50	(CBS Spot)
WDAS, 1480, 5 KW/1 KW (DA-2)	, BLACK	NBN, \$ 65.00*	(HNWH)
WFIL, 560, 5 KW (DA-2)	, OLDIES	ABC-D, \$ 90.00*	(Eastman)
WHAT, 1340, 1 KW/250 W	, BLACK	SBN, \$ 41.00	(Selcom)
WIP, 610, 5 KW (DA-1)	, MOR	ABC-D, \$170.63	(Katz)
WPEN, 950, 5 KW (DA-N)	, NOSTALGIA	RKO II, \$120.00*	(MMR)
WPGR, 1540, 50 KW (DAYS, DA)	, OLDIES	RKO, \$ NA	(Republic)
WTEL, 860, 10 KW (DAYS, DA)	, SPANISH/RELIGION	, \$ 23.00	(Caballero)
WZZD, 990, 50 KW/10 KW (DA-2)	, RELIGION	, \$ 27.00	(----)

FM STATIONS

WCAU-F, 98.1, 13 KW @ 1000, CHR	CBS-R, \$206.25	(CBS)
WDAS-F, 105.3, 4 KW @ 870, BLACK	, \$120.00*	(HNWH)
WEAZ-F, 101.1, 13 KW @ 1010, BTFL MUS (SRP)	, \$271.88	(Mc-Guild)
WFLN-F, 95.7, 50 KW @ 490, CLASSICAL	, \$ 85.00	(CMBS)
WIOQ-F, 102.1, 30 KW @ 650, AOR	, \$140.00*	(Mc-Guild)
WKSZ-F, 100.3, 35 KW @ 600, AC	, \$100.00*	(Christal)
WMGK-F, 102.9, 50 KW @ 300, AC	, \$200.00*	(MMR)
WMMR-F, 93.3, 25 KW @ 670, AOR	Source, \$160.63	(Katz)
WSNI-F, 104.5, 13 KW @ 1008, AC	RKO, \$ 98.00	(Republic)
WUSL-F, 98.9, 18 KW @ 830, URBAN	ABC-F, \$115.00*	(Eastman)
WWDB-F, 96.5, 18 KW @ 850, TALK	ABC-I, \$105.00*	(Selcom)
WZGO-F, 106.1, 23 KW @ 740, CHR	ABC-C, \$ 85.00*	(Christal)
WXTU-F, 92.5, 50 KW @ 500, COUNTRY	MBS, \$ 75.00*	(Weiss)
WYSP-F, 94.1, 16 KW @ 900, AOR (Pollack)	ABC-R, \$186.25	(Torbet)

Westinghouse
CBS
Unity
LIN
Metromedia
Greater Media
Pyramid
CBS
Unity
Outlet
(MEDIA)
Greater Media
Metromedia
Pyramid
LIN
Cox
Beasley
Infinity

12+ ADI CUME

1. KYW
2. WCAU-F
3. WMMR-F
4. WEAZ-F
5. WCAU
6. WUSL-F
7. WYSP-F
8. WMGK-F
9. WIP
10. WIOQ-F
11. WDAS-F
12. WSNI-F
13. WWDB-F
14. WPEN
15. WZGO-F

ADI FM SHARE:

72.75%

CALL LETTER CHANGES

WWSH-F changes to WZGO-F

FORMAT CHANGES

STATION SALES

WPGR/WSNI-F: from Associated to Pyramid for \$12,300,000 (E)

MISCELLANEOUS COMMENTS

Big TSA book for WMMR... KYW slips again...WXTU doing a good job with Country...

PHOENIX

Arbitron Rank/Pop (12+): 24/1,427,300  
 CMSA Rank/Pop: # 23  
 MSA Rank/Pop: 25/1,682,400  
 ADI # 26  
 Average Person Rating: 17.5  
 Market TSL: 22.9 hours

Stations: 29/29  
 Diaries: 1572/908:1/52.9%  
 Sample Target: 1460  
 Standard Error: .500  
 % Below Line: 0  
 % Not Listed: 3.6

Est. 1984 Revenue: \$46,900,000  
 Gross Inc.: 17.6 Bil  
 HH Inc.: \$28,707  
 Retail \$: 10.1 Bil  
 Pop per Station: 49,217

12+ METRO	1/4/SHARE	SPG 84	WIN 84	FAL 83	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/ METRO CUME RATING	SPG 84	FAL 83
1. KTAR	259/10.4	9.1	9.0	8.5	6.7	1. KTAR 275/3167	1. KTAR 2939/20.6	19.9	19.8
2. KQYT-F	199/ 8.0	8.0	8.5	7.3	3.9	2. KNIX-F 255/3170	2. KOPA-F 2562/17.9	18.7	15.9
3. KNIX-F	179/ 7.2	7.1	6.9	7.6	8.1	3. KQYT-F 244/2602	3. KZZP-F 2533/17.7	19.6	17.3
4. KUPD-F	178/ 7.1	5.4	6.9	5.4	9.9	4. KUPD-F 195/2688	4. KNIX-F 2413/16.9	15.0	16.6
5. KZZP-F	150/ 6.0	5.5	6.7	4.3	7.5	5. KZZP-F 169/2867	5. KUPD-F 2305/16.1	14.9	15.8
6. KKLT-F	147/ 5.9	5.5	8.3	6.5	8.0	6. KKLT-F 155/2367	6. KKLT-F 2271/15.9	17.4	16.4
7. KME0-F	145/ 5.8	5.9	5.8	6.4	3.4	7. KME0-F 151/2193	7. KQYT-F 2245/15.7	16.1	13.1
8. KOPA-F	131/ 5.3	4.5	5.8	5.3	6.3	8. KOPA-F 149/2903	8. KDKB-F 2161/15.1	19.7	17.5
9. KOY	114/ 4.6	4.6	3.9	5.5	4.2	9. KDKB-F 134/2703	9. KME0-F 2052/14.4	12.7	13.8
10. KLZI-F	104/ 4.2	3.2	.8	1.1	3.7	10. KOY 119/1988	10. KOY 1790/12.5	14.0	15.7
11. KDKB-F	103/ 4.1	7.4	7.1	6.3	7.2	11. KOOL-F 114/1559	11. KLZI-F 1646/11.5	10.0	2.0
12. KOOL-F	94/ 3.8	4.8	4.4	3.7	5.1	12. KLZI-F 110/1757	12. KOOL-F 1358/ 9.5	13.3	10.9
13. KHEP-F	69/ 2.8	2.3	1.5	2.3	1.1	13. KLFF 71/ 653	13. KHEP-F 953/ 6.7	4.8	5.6
14. KUKQ	66/ 2.6	2.6	2.4	4.3	3.7	14. KHEP-F 70/ 978	14. KUKQ 861/ 6.0	6.1	6.9
15. KLFF	65/ 2.6	2.9	2.5	3.1	1.9	15. KUKQ 66/ 870	15. KJJJ-F 814/ 5.7	10.1	13.0
16.						16.	16.		
17.						17.	17.		
18.						18.	18.		
19.						19.	19.		
20.						20.	20.		
21.						21.	21.		
22.						22.	22.		
23.						23.	23.		
24.						24.	24.		
25.						25.	25.		

12+ FM SHARE (METRO): 67.28% (1618 of 2405) (FAL 83: 65.96%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KZZP-F	1. KUPD-F	1. KUPD-F	1. KNIX-F	1. KNIX-F	1. KTAR	1. KTAR	1. KQYT-F	1. KQYT-F	1. KTAR	1. KQYT-F
2. KUPD-F	2. KKLT-F	2. KNIX-F	2. KKLT-F	2. KKLT-F	2. KQYT-F	2. KNIX-F	2. WTAR	2. KNIX-F	2. KUPD-F	2. KNIX-F
3. KOPA-F	3. KZZP-F	3. KKLT-F	3. KOOL-F	3. KOOL-F	3. KNIX-F	3. KUPD-F	3. KME0-F	3. KZZP-F	3. KZZP-F	3. KTAR
4. KDKB-F	4. KDKB-F	4. KOPA-F	4. KTAR	4. KOY	4. KME0-F	4. KOY	4. KKLT-F	4. KUPD-F	4. KOY	4. KZZP-F
5. KUKQ	KOPA-F	KZZP-F	5. KOY	5. KTAR	5. KOY	5. KQYT-F	5. KNIX-F	5. KZZP-F	5. KQYT-F	5. KUPD-F
6.	6. KNIX-F	6. KLZI-F	6. KOPA-F	6. KME0-F	6. KKLT-F	6. KZZP-F	6. KUPD-F	6. KME0-F	6. KDKB-F	6. KKLT-F
7.	7. KLZI-F	7. KOOL-F	7. KLZI-F	7. KQYT-F	7. KLFF	7. KKLT-F	7. KOPA-F	7.	7. KNIX-F	7. KLZI-F
8.	8.	8.	8.	8.	8.	8.	8. KOOL-F	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9. KZZP-F	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10. KLZI-F	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. KZZP-F	1. KKLT-F	1. KKLT-F	1. KKLT-F	1. KKLT-F	1. KUPD-F	1. KUPD-F	1. KUPD-F	1. KUPD-F	1. KNIX-F
2. KUPD-F	2. KZZP-F	2. KNIX-F	2. KOPA-F	2. KNIX-F	2. KDKB-F	2. KDKB-F	2. KNIX-F	2. KOOL-F	2. KOOL-F
3. KOPA-F	3. KOPA-F	3. KOPA-F	3. KOOL-F	3. KOY	3. KZZP-F	3. KSTM-F	3. KOOL-F	3. KSTM-F	3. KTAR
4. KLZI-F	4. KLZI-F	4. KZZP-F	4. KLZI-F	4. KME0-F	4. KSTM-F	4. KKLT-F	4. KKLT-F	4. KKLT-F	4. KKLT-F
5. KKLT-F	5. KUPD-F	5. KLZI-F	5. KNIX-F	5. KOPA-F	5. KOPA-F	5. KZZP-F	5. KDKB-F	5. KDKB-F	5. KUPD-F
6. KNIX-F	6. KNIX-F	6. KOY	6. KZZP-F	6. KQYT-F	6. KOOL-F	6. KOOL-F	6. KTAR	6. KNIX-F	6. KLZI-F
7. KQYT-F	7. KDKB-F	KUPD-F	7. KDKB-F	7. WLZI-F	7.	KNIX-F	7. KZZP-F	7. KZZP-F	7. KQYT-F
8. KDKB-F	8.	8. KME0-F	8.	8.	8.	8.	8.	8.	8.
9.	9.	9. KQYT-F	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.



FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP	44 (2)	281 (2)	325 (4)	13.5	KFLR	1230	Phoenix	1.2/2.7
AOR		336 (3)	336 (3)	14.0	KJJJ	910	Phoenix	.9/3.7
AC/OLDIES/SOFT ROCK		354 (4)	354 (4)	14.7	KJJJ-F	92.3	Glendale	1.8/5.7
MOR/VARIETY	142 (2)		142 (2)	5.9	KMEO	740	Phoenix	.8/3.0
COUNTRY	60 (2)	224 (2)	284 (4)	11.8	KMLE-F	107.9	Chandler	.4/2.4
BLACK/URBAN	66 (1)		66 (1)	2.7	KMZK-F	106.3	Sun City	.4/1.0
BTFL MUSIC	20 (1)	344 (2)	364 (3)	15.1	KNIX	1580	Tempe	1.5/4.8
NEWS/TALK	259 (1)		259 (1)	10.8	KOOL	960	Phoenix	1.1/4.4
NOSTALGIA	65 (1)		65 (1)	2.7	KOPA	1440	Scottsdale	1.1/2.9
RELIGION	50 (2)	10 (1)	60 (3)	2.5	KPHX	1480	Phoenix	1.3/2.5
SPANISH	81 (2)		81 (2)	3.4	KRDS	1190	Tolleson	.8/2.5
CLASSICAL		69 (1)	69 (1)	2.9	KSTM-F	107.1	Apache Junction	2.2/3.9
UNKNOWN/OTHERS					KVVA	860	Phoenix	1.9/2.1
					KZZP	1310	Mesa	.6/3.4
			2405 (29)					

12+ ADI 1/4

RADIO STATIONS

AM STATIONS

KJJJ, 910, 5 KW (DA-N)	COUNTRY	RKO II, \$40.00* (MMR)	Wolpin	1. KTAR
KLFF, 1360, 5 KW/1 KW (DA-N)	NOST (Al Ham)	, \$42.00 (Masla)		2. KNIX-F
KNIX, 1580, 50 KW/10 KW (DA-N)	COUNTRY	, \$ NA (Katz)	Buck Owens	3. KQYT-F
KOOL, 960, 5 KW (DA-N)	MOR (Radio Arts)	CBS, \$35.00 (Christal)		4. KUPD-F
KOPA, 1440, 5 KW (DAYS)	CHR	ABC-C, \$ NA (Selcom)	First Media	5. KZZP-F
KOY, 550, 5 KW/1 KW	MOR/AC (Klemm)	NBC, \$80.00 (Eastman)	Edens	6. KKLT-F
KPHX, 1480, 1 KW/500 W (DA-2)	SPANISH	, \$32.00 (Caballero)		7. KMEO-F
KTAR, 620, 5 KW (DA-N)	NEWS/TALK	WSJ,MBS,ABC-I, \$90.00* (CBS Spot)	Pulitzer	8. KOPA-F
KUKQ, 1060, 5 KW/500 W (DA-N)	URBAN	, \$25.00 (Masla)		9. KDKB-F
KVVA, 860, 1 KW (DA-N)	SPANISH	, \$37.00 (Lotus)		10. KOY
KXEG, 1010, 1 KW/250 W	RELIGION	, \$10.50 (----)		11. KLZI-F
KZZP, 1310, 5 KW/500 W (DA-N)	CHR	ABC-C, \$ NA (Mc-Guild)	Western Cities	12. KOOL-F

FM STATIONS

KDKB-F, 93.3, 100 KW @ 1550	AOR (Pollack)	Source, \$90.00* (Blair)	Sandusky	1. KTAR
KJJJ-F, 92.3, 100 KW @ 880	COUNTRY	RKO II, \$55.00* (MMR)	Wolpin	2. KNIX-F
KHEP-F, 101.5, 100 KW @ 1740	CLASSICAL	, \$39.00 (CMBS)		3. KOPA-F
KKLT-F, 98.7, 115 KW @ 1650	AC	, \$ 85.00* (CBS Spot)	Pulitzer	4. KZZP-F
KMEO-F, 96.9, 100 KW @ 1550	BTFL MUS	, \$64.00 (Mc-Guild)	Scripps-Howard	5. KUPD-F
KMZK-F, 106.3, 3 KW @ 97	AC	ABC-C, \$43.00 (Masla)	(SUN CITY)	6. KDKB-F
KNIX-F, 102.5, 100 KW @ 1610	COUNTRY	, \$85.00* (Katz)	Buck Owens	7. KQYT-F
KLZI-F, 99.9, 100 KW @ 1670	AC (Fairwest)	ABC-E, \$ NA (Torbet)		8. KKLT-F
KOOL-F, 94.5, 100 KW @ 1620	OLDIES/AC	CBS-R, \$70.00 (Christal)		9. KMEO-F
KOPA-F, 100.7, 100 KW @ 1847	CHR	RKO, \$70.00* (Selcom)	First Media	10. KOY
KQYT-F, 95.5, 100 KW @ 1550	BTFL MUS (Churchill)	, \$70.00* (Eastman)	Edens	11. KLZI-F
KSTM-F, 107.1, 3 KW @ 450	AOR	, \$36.00 (Roslin)	(APACHE JUNCTION)	12. KOOL-F
KUPD-F, 97.9, 100 KW @ 1620	AOR	, \$65.00* (Masla)		13. KHEP-F
KZZP-F, 104.7, 100 KW @ 1550	CHR	ABC-C, \$72.50 (Mc-Guild)	Western Cities	14. KJJJ-F
				15. KUKQ

ADI FM SHARE:

68.81%

CALL LETTER CHANGES

KEZC-F changes back to KJJJ-F

FORMAT CHANGES

STATION SALES

KZZP A/F: sold by Western Cities to Nationwide for \$10,500,000 (E) (Kalil)

KOY/KQYT-F: from Harte-Hanks to Edens for \$11,000,000 (E)

KHEP-F: sold to Affiliated for \$6,000,000 (Grandy)

KDJQ: sold for \$200,000

KSUN: sold for \$470,000 (Blackburn/Gammon & Ninowski)

MISCELLANEOUS COMMENTS

PITTSBURGH

Arbitron Rank/Pop (12+): 13/2,030,400  
 CMSA Rank/Pop: # 13  
 MSA Rank/Pop: 16/2,161,600  
 ADI # 12  
 Average Person Rating: 18.2  
 Market TSL: 23.8 hours

Stations: 29/29  
 Diaries: 1938/1048:1/55.8%  
 Sample Target: 1760  
 Standard Error: .459  
 % Below Line: 0  
 % Not Listed: 8.4

Est. 1984 Revenue: \$40,400,000  
 Gross Inc.: 23.0 Bil  
 HH Inc.: \$28,758  
 Retail \$: 11.4 Bil  
 Pop per Station: 70,014

12+ METRO	1/4/SHARE	SPG 84	WIN 84	FAL 83	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/ METRO CUME RATING	SPG 84	FAL 83
1. KDKA	551/14.9	15.5	17.5	15.9	12.8	1. KDKA 725/9397	1. KDKA 6831/33.6	39.2	38.9
2. WSHH-F	357/ 9.7	4.5	5.3	4.6	5.4	2. WDVE-F 496/5687	2. WBZZ-F 4554/22.4	20.1	19.7
3. WBZZ-F	324/ 8.8	7.4	6.3	6.0	9.7	3. WSHH-F 427/4313	3. WTAE 3973/19.6	16.0	23.3
4. WDVE-F	290/ 7.9	7.9	6.4	8.1	9.9	4. WBZZ-F 384/5747	4. WHTX-F 3806/18.7	18.8	18.3
5. WHTX-F	202/ 5.5	6.1	5.1	4.9	6.0	5. WHTX-F 221/4541	5. WDVE-F 3797/18.7	17.6	17.5
6. WTAE	196/ 5.3	4.7	5.8	7.6	3.7	6. WWSW-F 216/3561	6. WSHH-F 3560/17.5	11.7	12.2
7. WWSW-F	167/ 4.5	5.7	4.5	4.4	4.3	7. WTAE 204/4226	7. WWSW-F 2709/13.3	14.3	15.7
8. WAMO-F	148/ 4.0	5.5	5.1	5.3	6.6	8. WDSY-F 165/1891	8. WAMO-F 2096/10.3	12.9	11.0
9. WTKN	144/ 3.9	3.4	3.8	3.0	2.8	9. WAMO-F 158/2237	9. WHYW-F 2079/10.2	14.5	15.2
10. WJAS	134/ 3.6	4.1	4.1	4.8	4.4	10. WTKN 145/1923	10. WTKN 1910/ 9.4	8.0	7.8
11. WDSY-F	127/ 3.4	3.2	3.3	3.8	2.3	11. WJAS 134/1543	11. KQV 1830/ 9.0	8.4	9.4
12. WHYW-F	117/ 3.2	4.7	4.4	5.1	3.6	12. WHYW-F 121/2302	12. WYDD-F 1829/ 9.0	9.3	9.1
13. WPNT-F	86/ 2.3	4.5	4.7	5.5	3.3	WPNT-F 121/1995	13. WJAS 1533/ 7.6	8.5	10.6
14. KQV	79/ 2.1	2.8	3.4	2.6	2.6	14. WEEP 89/1110	14. WPNT-F 1460/ 7.2	10.6	11.3
15. KYDD-F	68/ 1.8	2.2	2.7	2.1	3.2	15. WYDD-F 84/2425	15. WDSY-F 1394/ 6.9	8.0	8.0
16.						16.	16.		
17.						17.	17.		
18.						18.	18.		
19.						19.	19.		
20.						20.	20.		
21.						21.	21.		
22.						22.	22.		
23.						23.	23.		
24.						24.	24.		
25.						25.	25.		

12+ FM SHARE (METRO): 58.22% (1969 of 3376) (FAL 83: 57.12%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WBZZ-F	1. WDVE-F	1. WDVE-F	1. KDKA	1. KDKA	1. KDKA	1. KDKA	1. WSHH-F	1. KDKA	1. KDKA	1. WSHH-F
2. WDVE-F	2. WBZZ-F	2. WBZZ-F	2. WBZZ-F	2. WSHH-F	2. WSHH-F	2. WBZZ-F	2. KDKA	2. WSHH-F	2. WDVE-F	2. KDKA
3. WAMO-F	3. WHTX-F	3. WHTX-F	WHTX-F	3. WBZZ-F	3. WTAE	3. WSHH-F	3. WBZZ-F	3. WBZZ-F	3. WBZZ-F	3. WBZZ-F
4. WHTX-F	4. WWSW-F	4. KDKA	4. WWSW-F	4. WHTX-F	4. WJAS	4. WDVE-F	4. WDVE-F	4. WDVE-F	4. WTKN	4. WDVE-F
5.	5. WAMO-F	5. WWSW-F	5. WTAE	5. WWSW-F	5. WTKN	5. WHTX-F	5. WHTX-F	5. WHTX-F	5. WSHH-F	5. WTAE
6.	6. WHYW-F	6.	6. WDVE-F	6. WTAE	6. WDSY-F	6. WTAE	6. WWSW-F	6. WAMO-F	6. WTAE	6. WHTX-F
7.	7.	7.	7. WHYW-F	7.	7.	7.	7. WJAS	7. WWSW-F	7.	7. WJAS
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WBZZ-F	1. WBZZ-F	1. WBZZ-F	1. WHTX-F	1. KDKA	1. WDVE-F	1. WDVE-F	1. WDVE-F	1. WDVE-F	1. KDKA
2. WDVE-F	2. WHTX-F	2. WHTX-F	2. WBZZ-F	2. WSHH-F	2. WBZZ-F	2. WBZZ-F	2. WBZZ-F	2. WBZZ-F	2. WDVE-F
3. WHTX-F	3. WDVE-F	3. KDKA	3. WHYW-F	3. WBZZ-F	3. WAMO-F	3. WHTX-F	3. WHTX-F	3. WHTX-F	3. WSHH-F
4. WAMO-F	4. WHYW-F	4. WDVE-F	4. WWSW-F	WHTX-F	4. WHTX-F	4.	4. KDKA	4. WWSW-F	4. WWSW-F
5. WWSW-F	5. WWSW-F	5. WWSW-F	5. WDVE-F	5. WWSW-F	5.	5.	5. WWSW-F	5. KDKA	5. WTAE
6. WHYW-F	6. WAMO-F	6. WHYW-F	6. WAMO-F	6. WHYW-F	6.	6.	6. WTAE	WYDD-F	6. WBZZ-F
7.	7.	WSHH-F	7.	7. WTAE	7.	7.	7.	7.	7. WHTX-F
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP		538 (3)	538 (3)	15.9	WAMO	860	Pittsburgh	.5/1.4
AOR		358 (2)	358 (2)	10.6	WASP	1130	Brownsville	.4/1.1
AC/OLDIES/SOFT ROCK		370 (3)	370 (3)	11.0	WBVP	1230	Beaver Falls	.6/1.6
MOR/VARIETY	863 (5)		863 (5)	25.6	WCVI	1340	Scottsdale	.4/1.4
COUNTRY	127 (4)	127 (1)	254 (5)	7.5	WEDO	810	McKeesport	.3/1.4
BLACK/URBAN	19 (1)	148 (1)	167 (2)	4.9	WECP	1080	Pittsburgh	1.4/3.6
BTFL MUSIC		357 (1)	357 (1)	10.6	WHJB	620	Greensburg	.8/3.3
NEWS/TALK	223 (2)		223 (2)	6.6	WIXZ	1360	McKeesport	.9/2.5
NOSTALGIA	134 (1)	37 (1)	171 (2)	5.1	WKPA	1150	New Kensington	.8/2.2
RELIGION	28 (2)	34 (1)	62 (3)	1.8	WLSW-F	103.9	Scottsdale	.3/1.5
SPANISH					WMBS	590	Uniontown	1.8/3.2
CLASSICAL					WNUF-F	100.7	New Kensington	1.0/3.5
UNKNOWN/OTHERS	13 (1)		13 (1)	0.4	WPIT	730	Pittsburgh	.5/1.9
			3376 (29)		WPIT-F	101.5	Pittsburgh	.9/3.7

12+ ADI 1/4

RADIO STATIONS

AM STATIONS

KDKA, 1020, 50 KW	, MOR	NBC, \$200.00	(Blair/RAR)	Westinghouse
KQV, 1410, 5 KW (DA-2)	, NEWS	CBS, WSJ, MBS, \$45.00	(Christal)	
WAMO, 860, 1 KW (DAYS, DA)	, BLACK/GOSPEL	SBN, \$ NA	(Selcom)	Sheridan
WEDO, 810, 1 KW (DAYS)	, NOSTALGIA	, \$ 13.00	(----)	
WECP, 1080, 50 KW (DAYS, DA)	, COUNTRY	ABC-I, \$ 54.00*	(MMR)	Entercom
WJAS, 1320, 5 KW (DA-N)	, NOST (Al Ham)	ABC-D, \$ 50.00*	(MMR)	BENI
WPIT, 730, 5 KW (DAYS)	, RELIGION	, \$ 20.00	(----)	Associated
WTAE, 1250, 5 KW (DA-N)	, MOR/AC	ABC-E, RKO II, \$150.00	(Katz)	Hearst
WTKN, 970, 5 KW (DA-2)	, TALK	ABC-T, ABC-C, \$ 40.00*	(Mc-Guild)	Shamrock

FM STATIONS

WAMO-F, 105.9, 72 KW @ 440	, BLACK	SBN, \$ 57.00*	(Selcom)	Sheridan
WBZZ-F, 93.7, 41 KW @ 547	, CHR (Burk-Abr)	, \$ 85.00*	(Blair)	EZ
WDSY-F, 107.9, 50 KW @ 500	, COUNTRY	ABC-I, \$ 67.50*	(Republic)	Entercom
WDVE-F, 102.5, 55 KW @ 820	, AOR (Burk-Abr)	Source, \$ 90.00*	(Eastman)	Taft
WHTX-F, 96.1, 50 KW @ 500	, CHR	RKO, \$ 78.00*	(Katz)	Hearst
WHYW-F, 96.9, 15 KW @ 930	, AC	, \$ 70.00*	(Christal)	Benns
WOKU-F, 107.1, 1 KW @ 450	, AC	MBS, \$ 14.50	(----)	
WPIT-F, 101.5, 19 KW @ 520	, RELIGION	, \$ 20.00	(----)	Associated
WPNT-F, 92.9, 47 KW @ 890	, AC	, \$ 60.00	(Christal)	
WSHH-F, 99.7, 11 KW @ 930	, BTFL MUS	, \$ 50.00	(MMR)	
WWSW-F, 106.7, 47 KW @ 520	, AC	ABC-F, \$ NA	(Market 4)	
WWSW-F, 94.5, 50 KW @ 810	, AC	ABC-C, \$ 70.00*	(Mc-Guild)	Shamrock
WYDD-F, 104.7, 50 KW @ 500	, AOR	ABC-R, \$ 45.00*	(Masla)	

12+ ADI CUME

1. KDKA
2. WBZZ-F
3. WDVE-F
4. WHTX-F
5. WTAE
6. WSHH-F
7. WWSW-F
8. WYDD-F
9. WHYW-F
10. WAMO-F
11. WTKN
12. KQV
13. WDSY-F
14. WPNT-F
15. WJAS

ADI FM SHARE:

60.07%

CALL LETTER CHANGES

FORMAT CHANGES

WPNT-F: from BTFL to AC

STATION SALES

WPIT A/F: from Associated to Pyramid for \$72,00,000 (E)

WJAS: sold by BENI for \$700,000

MISCELLANEOUS COMMENTS

Fayette County added to Arbitron metro...

PORTLAND, OR

Arbitron Rank/Pop (12+): 31/1,116,500  
 CMSA Rank/Pop: # 26  
 MSA Rank/Pop: 41/1,103,000  
 ADI # 23  
 Average Person Rating: 16.7  
 Market TSL: 22.2 hours

Stations: 26/25  
 Diaries: 1318/847:1/45.9%  
 Sample Target: 1320  
 Standard Error: .536  
 % Below Line: 0.5  
 % Not Listed: 7.1

Est. 1984 Revenue: \$32,500,000  
 Gross Inc.: 11.9 Bil  
 HH Inc.: \$27,799  
 Retail \$: 8.6 Bil  
 Pop per Station: 44,660

12+ METRO	1/4/SHARE	SPG 84	FAL 83	SPG 83	FAL 82	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/ METRO CUME RATING	SPG 84	FAL 83	
1.	KXL-F	152/8.2	8.5	5.1	5.7	6.3	4.4	1. KGW	2002/17.9	20.7	20.0
2.	KKRZ-F	130/7.0	3.1	1.8	2.5	3.1	10.7	2. KKRZ-F	1863/16.7	12.2	13.5
3.	KINK-F	126/6.8	5.9	5.9	6.3	7.6	6.1	3. KINK-F	1752/15.7	10.6	6.6
4.	KMJK-F	124/6.7	10.2	7.8	5.0	4.2	8.5	4. KEX	1749/15.7	20.1	16.7
5.	KYTE	120/6.4	5.3	1.4	2.7	3.1	3.6	5. KMJK-F	1528/13.7	12.5	14.9
6.	KEX	112/6.0	3.8	5.2	6.2	5.6	5.5	6. KGW	1415/12.7	12.4	12.8
7.	KGW	106/5.7	7.9	6.7	7.9	6.8	9.5	7. KKCW-F	1377/12.3	13.7	9.7
8.	KKCW-F	98/5.3	4.6	---	---	---	4.7	8. KYTE	1318/11.8	11.1	---
9.	KWJJ	86/4.6	4.4	4.5	4.1	3.9	3.1	9. KRCK-F	1317/11.8	9.8	9.9
10.	KCNR-F	80/4.3	4.2	6.3	7.5	5.6	3.7	10. KWJJ	1240/11.1	12.1	16.1
11.	KRCK-F	77/4.1	4.8	4.8	9.9	3.6	5.5	11. KCNR-F	94/1530	11.3	12.4
12.	KXL	73/3.9	4.0	3.4	3.4	4.8	4.2	12. KXL	93/1699	7.8	4.0
13.	KKSN	70/3.8	2.1	3.4	2.5	---	1.2	13. KGON-F	85/1850	11.8	12.7
14.	KSGO	67/3.6	2.1	3.0	3.4	4.7	3.8	14. KSGO	79/ 925	8.3	13.5
15.	KGON-F	61/3.3	5.3	4.6	4.9	9.1	5.2	15. KUPL-F	76/1121	5.8	8.1
16.	KUPL-F	61/3.3	4.1	8.8	6.9	6.9	4.8	16.			
17.								17.			
18.								18.			
19.								19.			
20.								20.			
21.								21.			
22.								22.			
23.								23.			
24.								24.			
25.								25.			

12+ FM SHARE (METRO): 56.60% (978 of 1728) (FAL 83: 59.65%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KMJK-F	1. KINK-F	1. KINK-F	1. KINK-F	1. KINK-F	1. KXL-F	1. KGW	1. KXL-F	1. KXL-F	1. KKRZ-F	1. KXL-F
2. KKRZ-F	2. KKRZ-F	2. KGW	2. KGW	2. KGW	2. KEX	2. KXL-F	2. KINK-F	2. KKRZ-F	2. KEX	2. KKRZ-F
3.	3. KGW	3. KKCW-F	3. KKCW-F	3. KKCW-F	3. KYTE	3. KKRZ-F	3. KYTE	3. KMJK-F	3. KMJK-F	3. KYTE
4.	4. KRCK-F	4. KKRZ-F	4. KSGO	4. KSGO	4. KXL	4. KEX	4. KKCW-F	4. KYTE	4. KINK-F	4. KINK-F
5.	5. KKCW-F	5. KCNR-F	5. KCNR-F	5. KXL-F	5. KGW	5. KXL	5. KCNR-F	5. KGW	5. KRCK-F	5. KMJK-F
6.	6. KGON-F	6. KMJK-F	6. KXL-F	6. KCNR-F	6. KWJJ	6. KMJK-F	6. KWJJ	6. KINK-F	6. KXL-F	6. KWJJ
7.	KMJK-F	7. KRCK-F	7.	7.	7.	7.	7.	7. KKCW-F	7. KXL	7. KKCW-F
8.	8.	8.	8.	8.	8.	8.	8.	8.	8. KYTE	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. KKRZ-F	1. KKCW-F	1. KKCW-F	1. KGW	1. KGW	1. KRCK-F	1. KINK-F	1. KINK-F	1. KINK-F	1. KINK-F
2. KMJK-F	2. KINK-F	2. KGW	2. KINK-F	2. KKCW-F	2. KGON-F	2. KRCK-F	2. KRCK-F	2. KRCK-F	2. KGW
3. KKCW-F	3. KGW	3. KINK-F	3. KKCW-F	3. KINK-F	3. KCNR-F	3. KGON-F	3. KGW	3. KGON-F	3. KSGO
4. KINK-F	KKRZ-F	4. KMJK-F	4. KSGO	4. KXL-F	KKRZ-F	4. KKRZ-F	4. KGON-F	4. KGON-F	4. KKCW-F
5.	5. KMJK-F	5. KKRZ-F	5. KCNR-F	5. KSGO	5.	5. KGW	5. KKRZ-F	5. KKRZ-F	5. KKRZ-F
6.	6. KCNR-F	6. KCNR-F	6. KKRZ-F	KCNR-F	6.	6. KCNR-F	6. KCNR-F	6. KGW	6. KCNR-F
7.	7.	7.	7.	7.	7.	7.	7.	7.	KRCK-F
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP	11 (1)	263 (3)	274 (4)	15.9	KAAR	1480	Vancouver	.4/1.5
AOR		269 (3)	269 (3)	15.6	KCNR	1410	Portland	.6/1.5
AC/OLDIES/SOFT ROCK	181 (3)	178 (2)	359 (5)	20.8	KJIB-F	99.5	Portland	1.8/5.7
MOR/VARIETY	112 (1)		112 (1)	6.5	KKEY	1150	Portland	2.7/2.9
COUNTRY	111 (3)	94 (2)	205 (5)	11.9	KLIQ	1290	Lake Oswego	.6/3.4
BLACK/URBAN					KPDQ	800	Portland	.5/1.4
BTFL MUSIC		152 (1)	152 (1)	8.8	KPDQ-F	93.7	Portland	1.2/3.8
NEWS/TALK	135 (3)		135 (3)	7.8	KUPL	1330	Portland	.9/2.7
NOSTALGIA	120 (1)		120 (1)	6.9	KVAN	1550	Vancouver	.5/1.4
RELIGION	10 (1)	22 (1)	32 (2)	1.9	KSKD-F	105.1	Salem	.5/2.6
SPANISH								
CLASSICAL	70 (1)		70 (1)	4.1				
UNKNOWN/OTHERS								
			1728 (26)					

12+ ADI 1/4

1. KXL-F
2. KKRZ-F
3. KINK-F
4. KEX
5. KMJK-F
6. KGW
7. KKCW-F
8. KYTE
9. KRCK-F
10. KWJJ
11. KCNR-F
12. KXL
13. KGON-F
14. KSGO
15. KUPL-F

RADIO STATIONS

AM STATIONS

KAAR, 1480, 1 KW (DA-1)	, OLDIES	CBS-R, \$ 28.00	(Roslin)		
KCNR, 1410, 5 KW (DAYS)	, CONTEMP	ABC-C, \$ NA	(Christal)	Duffy	6. KGW
KEX, 1190, 50 KW (DA-1)	, MOR/TALK	ABC-I, \$ 78.80	(MMR)	Taft	7. KKCW-F
KGW, 620, 5 KW (DA-N)	, AC	APR, \$122.50	(Blair)	King	8. KYTE
KKEY, 1150, 5 KW (DAYS, DA)	, TALK	MBS, \$ NA	(----)		9. KRCK-F
KKSN, 910, 5 KW (DA-2)	, CLASSICAL/JAZZ	, \$ 45.50	(CMBS)		10. KWJJ
KLIQ, 1290, 5 KW (DA-2)	, TALK	ABC-T, \$ 40.00	(----)	Cascade	11. KCNR-F
KPDQ, 800, 1 KW (DAYS)	, RELIGION	, \$ 23.00	(----)		12. KXL
KRDR, 1230, 1 KW/250 W	, COUNTRY	MBS, \$ 21.00	(----)	Comm. Pacific	13. KGON-F
KUIK, 1360, 1 KW/5 KW (DA-N)	, COUNTRY	, \$ 16.00	(----)		14. KSGO
KUPL, 1330, 5 KW (DA-1)	, COUNTRY	MBS, \$ 38.00	(Torbet)	Scripps-Howard	15. KUPL-F
KVAN, 1550, 10 KW (DA-N)	, COUNTRY	, \$ 20.00	(Moore)	Capps	
KWJJ, 1080, 50 KW/10 KW (DA-2)	, COUNTRY	ABC-E, \$ NA	(Eastman)	Park	
KXL, 750, 50 KW/1 KW (DA-1)	, NEWS/TALK	WSJ, NBC, NBC-T, \$60.00*	(Mc-Guild)	Kaye-Smith	12+ ADI CUME
KYTE, 970, 5 KW (DA-N)	, NOST (Al Ham)	APR, \$ NA	(Selcom)	Henry	1. KGW
KSGO, 1520, 50 KW/10 KW (DA-1)	, OLDIES	CBS, \$ 35.00*	(HNWH)	Des Moines Register	2. KEX

FM STATIONS

KCNR-F, 97.1, 100 KW @ 1200, AC/CONTEMP	, \$ 95.00	(Christal)	Duffy	
KGON-F, 92.3, 100 KW @ 920, AOR (Burk-Abr)	, \$ 75.00*	(HNWH)	Des Moines Register	6. KXL-F
KINK-F, 101.9, 100 KW @ 1611, AOR	, \$110.00	(Blair)	King	7. KGON-F
KJIB-F, 99.5, 100 KW @ 920, COUNTRY	ABC-E, \$106.88	(Eastman)	Park	8. KKCW-F
KKCW-F, 103.3, 100 KW @ 1654, SOFT AC	, \$ 59.38	(Masla)		9. KXL
KKRZ-F, 100.3, 100 KW @ 920, CHR (Burk-Abr)	ABC-F, RKO, \$ 49.00	(MMR)	Taft	10. KCNR-F
KMJK-F, 106.7, 100 KW @ 877, CHR	ABC-C, APR, \$ 68.00*	(Eastman)	Ives	11. KRCK-F
KPDQ-F, 93.7, 100 KW @ 940, RELIGION	, \$ 27.00	(----)		12. KWJJ
KRCK-F, 101.1, 100 KW @ 1640, AOR (Pollack)	, \$ 75.00*	(Selcom)	Henry	13. KYTE
KUPL-F, 98.5, 100 KW @ 1100, COUNTRY	ABC-D, \$ 62.40	(Torbet)	Scripps-Howard	14. KUPL-F
KXL-F, 95.5, 100 KW @ 920, BTFL MUS	, \$ 65.00*	(Mc-Guild)	Kaye-Smith	15. KJIB-F
KSKD-F, 105.1, 100 KW @ 1099, AOR	, \$ 25.00	(Weiss)	(SALEM)	

ADI FM SHARE:

58.71%

CALL LETTER CHANGES

KYXI changes to KSGO

FORMAT CHANGES

KSGO: from Nostalgia to Oldies

KRCK: will be changing to Classical in February

STATION SALES

KKCW-F: sold to Fairwest for \$5,000,000 (LaRue)

MISCELLANEOUS COMMENTS

Yamhill County added to Arbitron metro...

PROVIDENCE

rbitor Rank/Pop (12+): 26/1,223,300  
 MSA Rank/Pop: # 34  
 SA Rank/Pop: 55/885,000  
 ADI # 40  
 Average Person Rating: 19.5  
 Market TSL: 25.5 hours

Stations: 42/23  
 Diaries: 1541/794:1/49.1%  
 Sample Target: 1370  
 Standard Error: .528  
 % Below Line: 14.2  
 % Not Listed: 7.9

Est. 1984 Revenue: \$18,000,000  
 Gross Inc.: 8.5 Bil  
 HH Inc.: \$26,434  
 Retail \$: 5.1 Bil  
 Pop per Station: 53,187

12+ METRO	1/4/SHARE	SPG 84	FAL 83	SPG 83	FAL 82	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/METRO CUME RATING	SPG 84	FAL 83	
1.	WLKW-F	313/13.1	10.0	12.0	12.3	12.6	12.5	1. WPRO-F	3441/28.1	27.9	28.3
2.	WHJY-F	234/ 9.8	9.9	7.3	8.5	8.9	10.5	2. WLKW-F	2828/23.1	20.2	22.5
3.	WPRO-F	227/ 9.5	10.0	9.3	9.4	9.4	10.4	3. WHJY-F	2569/21.0	19.4	20.0
4.	WPRO	145/ 6.1	5.2	6.2	6.3	7.0	3.7	4. WPRO	2505/20.5	20.0	22.9
5.	WHJJ	128/ 5.4	6.7	6.1	4.3	3.2	4.6	5. WSNE-F	1771/14.5	14.7	13.2
6.	WSNE-F	108/ 4.5	6.2	3.4	4.8	4.8	3.4	6. WPJB-F	1658/13.6	10.2	14.8
7.	WPJB-F	89/ 3.7	2.4	4.0	3.5	3.6	3.8	7. WEAN	1591/13.0	10.5	12.9
8.	WERI-F	83/ 3.5	2.9	.5	.4	---	4.1	8. WHJJ	1520/12.4	12.5	11.5
9.	WMYS-F	83/ 3.5	2.3	4.5	3.4	2.9	2.9	9. WERI-F	1393/11.4	7.3	1.9
10.	WEAN	82/ 3.4	3.4	2.8	3.9	5.9	3.4	10. WBRU-F	1296/10.6	10.1	8.6
11.	WBRU-F	78/ 3.3	3.3	2.3	3.4	2.7	4.2	11. WMYS-F	1085/ 8.9	6.3	8.9
12.	WBSM	56/ 2.4	2.5	1.7	2.8	4.1	2.1	12. WXKS-F	772/ 6.3	6.0	6.2
13.	WLKW	54/ 2.3	3.7	3.6	4.9	3.9	1.5	13. WLKW	724/ 5.9	5.5	NA
14.	WHIM	49/ 2.1	1.7	4.6	1.9	3.7	1.5	14. WBZ	716/ 5.9	6.7	7.1
15.								15.			
16.								16.			
17.								17.			
18.								18.			
19.								19.			
20.								20.			
21.								21.			
22.								22.			
23.								23.			
24.								24.			
25.								25.			

12+ FM SHARE (METRO): 66.24% (1452 of 2192) (FAL 83: 59.78%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1.	WHJY-F	1. WHJY-F	1. WHJY-F	1. WPRO-F	1. WPRO-F	1. WLKW-F	1. WLKW-F	1. WLKW-F	1. WHJY-F	1. WLKW-F
2.	WPRO-F	2. WPRO-F	2. WPRO-F	2. WPRO	2. WLKW-F	2. WPRO	2. WPRO	2. WHJY-F	2. WPRO-F	2. WHJY-F
3.	WERI-F	3. WSNE-F	3. WSNE-F	3. WSNE-F	3. WPRO	3. WPRO-F	3. WPRO-F	3. WPRO-F	3. WLKW-F	3. WPRO-F
4.		4. WBRU-F	4. WPRO	4. WHJY-F	4. WSNE-F	4. WHJJ	4. WHJY-F	4. WSNE-F	4. WHJJ	4. WSNE-F
5.		5. WPJB-F	5. WPJB-F	5. WLKW-F	5. WHJJ-F	5.	5. WHJJ	5. WHJJ	5. WPRO	5. WERI-F
6.		6. WERI-F	6. WLKW-F	6. WPJB-F	6. WPJB-F	6.	6. WEAN	6. WPRO	6. WHJJ	6. WPJB-F
7.		7.	7.	7.	7.	7.	7.	7.	7.	7. WPRO
8.		8.	8.	8.	8.	8.	8.	8.	8.	8.
9.		9.	9.	9.	9.	9.	9.	9.	9.	9.
10.		10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1.	WPRO-F	1. WPRO-F	1. WPRO-F	1. WPRO-F	1. WHJY-F	1. WHJY-F	1. WHJY-F	1. WHJY-F	1. WPRO-F
2.	WERI-F	2. WHJY-F	2. WSNE-F	2. WPJB-F	2. WPRO-F	2. WPRO-F	2. WPRO-F	2. WBRU-F	2. WHJY-F
3.	WHJY-F	3. WSNE-F	3. WLKW-F	3. WSNE-F	3. WBRU-F	3. WBRU-F	3. WBRU-F	3. WPRO-F	3. WPRO
4.	WSNE-F	4. WPJB-F	4. WPRO	4. WPRO	4.	4.	4. WSNE-F	4. WSNE-F	4. WLKW-F
5.	WXKS-F	5. WERI-F	5. WHJY-F	5. WMYS-F	5.	5.	5. WPRO	5. WPRO	5. WSNE-F
6.	WPJB-F	6. WMYS-F	6. WPJB-F	6.	6.	6.	6. WPJB-F	6.	6. WBRU-F
7.		7.	7.	7.	7.	7.	7.	7.	7.
8.		8.	8.	8.	8.	8.	8.	8.	8.
9.		9.	9.	9.	9.	9.	9.	9.	9.
10.		10.	10.	10.	10.	10.	10.	10.	10.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP		384 (4)	384 (4)	17.5	WADK	1540	Newport	.7/1.1
AOR		344 (4)	344 (4)	15.7	WALE	1400	Fall River	.8/2.3
AC/OLDIES/SOFT ROCK	154 (2)	330 (7)	484 (9)	22.1	WARA	1320	Attleboro	.4/1.4
MOR/VARIETY	109 (6)		109 (6)	5.0	WGNG	550	Pawtucket	1.0/3.4
COUNTRY	72 (2)	19 (2)	91 (4)	4.2	WNBH	1340	New Bedford	1.0/2.0
BLACK/URBAN					WPEP	1570	Taunton	1.4/1.6
BTFM MUSIC		343 (4)	343 (4)	15.6	WSAR	1480	Fall River	.3/1.8
NEWS/TALK	327 (7)		327 (7)	14.9	WWON	1240	Woonsocket	.3/1.3
NOSTALGIA	78 (2)	24 (1)	102 (3)	4.7	WWON-F	106.3	Woonsocket	.4/1.4
RELIGION					WAAF-F	107.3	Worcester	.5/3.0
SPANISH					WBCN-F	104.1	Boston	.9/3.8
CLASSICAL		8 (1)	8 (1)	0.4	WBOS-F	92.9	Brookline	.4/1.8
UNKNOWN/OTHERS					WBZ	1030	Boston	1.8/5.9
			2192 (42)		WCAV-F	97.7	Brockton	.4/1.2
					WCRB-F	102.5	Boston	.3/1.0

RADIO STATIONS

AM STATIONS

WEAN, 790, 5 KW (DA-2)	, NEWS/TALK	CBS,WSJ, \$50.00* (McGuild)	Prov Journal	WNBC	660	New York	.4/1.8	5. WHJJ
WGNG, 550, 1 KW/500 W (DA-N)	, COUNTRY	RKO II, \$36.00 (Selcom)		WPLM-F	99.1	Plymouth	1.0/2.7	6. WSNE-F
WHIM, 1110, 5 KW (DAYS)	, COUNTRY	MBS, \$25.00 (MMR)		WRKO	680	Boston	.5/1.3	7. WPJB-F
WHJJ, 920, 5 KW (DA-N)	, NEWS/TALK	ABC-I, \$50.00* (Katz)		WROR-F	98.5	Boston	.9/4.1	8. WERI-F
WLKW, 990, 50 KW (DAYS,DA)	, NOSTALGIA	RKO II, \$35.00 (Christal)	JAG	WVBF-F	105.7	Boston	.5/2.0	9. WMYS-F
WPRO, 630, 5 KW (DA-N)	, MOR/AC	ABC-D,MBS, \$92.50 (Blair)	Cap Cities	WXKS-F	107.9	Boston	1.6/6.3	10. WEAN
WRCP, 1290, 5 KW/1 KW (DA-2)	, ETHNIC	, \$16.00 (----)		WZOU-F	94.5	Boston	.4/2.6	11. WBRU-F
WRIB, 1220, 1 KW (DAYS)	, RELIGION	, \$ 8.00 (----)						12. WBSM
WBSM, 1420, 5 KW/1 KW (DA-2)	, TALK	ABC-I,NBC-T, \$20.00 (Market 4)	(NEW BEDFORD)					13. WLKW
								14. WHIM
								15. WBZ

FM STATIONS

WBRU-F, 95.5, 20 KW @ 546, AOR (Burk-Abr)	CBS-R,Source, \$66.25 (Eastman)							1. WPRO-F
WERI-F, 103.7, 50 KW @ 500, CHR (Burk-Abr)	MBS, \$35.00* (Roslin)	(WESTERLY)						2. WLKW-F
WHJY-F, 94.1, 50 KW @ 546, AOR (Pollack)	ABC-R, \$80.00* (Katz)							3. WHJY-F
WLKW-F, 101.5, 50 KW @ 500, BTFM MUS	RKO II, \$77.00 (Christal)	JAG						4. WPRO
WPJB-F, 105.1, 50 KW @ 500, AC	RKO, \$80.00 (Mc-Guild)	Prov Journal						5. WSNE-F
WPRO-F, 102.3, 50 KW @ 500, CHR	ABC-C, \$92.50 (Blair)	Cap Cities						6. WPJB-F
WSNE-F, 93.3, 50 KW @ 619, AC/CONTEMP	, \$45.00* (Eastman)	Wilkes-Schwartz (TAUNTON)						7. WEAN
WMYS-F, 98.1, 50 KW @ 589, AC (Drake-Chen)	, \$29.00* (Christal)	Hall (NEW BEDFORD)						8. WERI-F
								9. WHJJ
								10. WBRU-F
								11. WMYS-F
								12. WBZ
								13. WXKS-F
								14. WLKW
								15. WHTT-F

Other ranked stations - See Boston

ADI FM SHARE:

67.29%

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

MISCELLANEOUS COMMENTS

WEAN/WPJB-F sold by Providence Journal to Eastern for \$5,000,000 (Blackburn)

WLKW-F back in 12+ lead... WERI showing good gains in CHR but WPRO-F is steady... Crowded AC and Talk market...

**RALEIGH**

Arbitron Rank/Pop (12+): 62/517,300  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 78/599,300  
 ADI # 38  
 Average Person Rating: 17.7  
 Market TSL: 23.2 hours

Stations: 23/17  
 Diaries: 988/524:1/45.8%  
 Sample Target: 890  
 Standard Error: .675  
 % Below Line: 13.7  
 % Not Listed: 18.1

Est. 1984 Revenue: \$18,500,000  
 Gross Inc.: 5.8 Bil  
 HH Inc.: \$26,937  
 Retail \$: 3.7 Bil  
 Pop per Station: 30,429

12+ METRO	1/4/SHARE	SPG 84	FAL 83	SPG 83	FAL 82	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/ METRO CUME RATING	SPG 84	FAL 83	
1.	WRAL-F	110/12.0	8.6	9.8	8.9	12.6	11.6	1. WRAL-F	1402/27.1	29.4	30.2
2.	WDCG-F	88/ 9.6	14.5	11.9	11.0	9.8	13.2	2. WDCG-F	1332/25.7	24.0	24.2
3.	WPTF	64/ 7.0	7.3	15.2	12.1	13.3	8.4	3. WRDU-F	1088/21.0	21.0	26.9
4.	WRDU-F	61/ 6.7	---	---	---	---	9.9	4. WQDR-F	713/13.8	---	---
5.	WFXC-F	50/ 5.5	2.2	.6	1.3	.5	8.7	5. WPTF	672/13.0	---	---
6.	WDNC	43/ 4.7	5.6	2.5	2.5	3.3	2.3	6. WPCM-F	641/12.4	18.1	16.1
7.	WQDR-F	43/ 4.7	10.8	7.9	9.7	7.5	7.8	7. WFXC-F	587/11.3	20.7	22.7
8.	WZZU-F	35/ 3.8	---	---	---	---	2.9	8. WYYD-F	64/1304	2.2	2.9
9.	WKIX	33/ 3.6	4.9	4.1	4.4	5.9	3.3	9. WNCT-F	59/ 901	11.2	9.4
	WYYD-F	33/ 3.6	6.2	6.5	8.8	8.8	3.5	10. WDNC	54/ 699	11.4	11.6
11.	WLLF	32/ 3.5	3.2	3.8	4.5	5.2	1.2	11.			
12.								12.			
13.								13.			
14.								14.			
15.								15.			
16.								16.			
17.								17.			
18.								18.			
19.								19.			
20.								20.			
21.								21.			
22.								22.			
23.								23.			
24.								24.			
25.								25.			

12+ FM SHARE (METRO): 64.98% (488 of 751) (FAL 83: 59.77%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1.	WDCG-F	1. WRAL-F	1. WRAL-F	1. WRAL-F	1. WRAL-F	1. WRAL-F	1. WRAL-F	1. WRAL-F	1. WDCG-F	1. WRAL-F
2.	WFXC-F	2. WRDU-F	2. WDCG-F	2. WRDU-F	2. WQDR-F	2. WPTF	2. WRDU-F	2. WDCG-F	2. WFXC-F	2. WFXC-F
3.		3. WDCG-F	3. WRDU-F	3. WDCG-F	3. WRDU-F	3. WKIX	3. WDCG-F	3. WPTF	3. WRAL-F	3. WDCG-F
4.		4. WFXC-F	4. WFXC-F	4. WQDR-F	4. WDCG-F	4. WQDR-F	4. WRDU-F	4. WDCG-F	4. WQDR-F	4. WPTF
5.		5. WZZU-F	5. WQDR-F	5. WKIX	5. WPTF	5. WDNC	5. WKIX	5. WYYD-F	5. WRDU-F	5. WQDR-F
6.		6.	6. WYYD-F	6. WYYD-F	6. WKIX	6.	6.	6. WYYD-F	6. WRDU-F	6. WRDU-F
7.		7.	7.	7.	7.	7.	7.	7. WPTF	7.	7. WZZU-F
8.		8.	8.	8.	8.	8.	8.	8.	8.	8.
9.		9.	9.	9.	9.	9.	9.	9.	9.	9.
10.		10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1.	WDCG-F	1. WRAL-F	1. WRAL-F	1. WRAL-F	1. WRDU-F	1. WRDU-F	1. WRDU-F	1. WRDU-F	1. WRAL-F
2.	WRAL-F	2. WDCG-F	2. WDCG-F	2. WDCG-F	2. WDCG-F	2. WDCG-F	2. WRAL-F	2. WRAL-F	2. WRDU-F
3.	WFXC-F	3. WFXC-F	3. WFXC-F	3. WFXC-F	3. WZZU-F	3. WRAL-F	3. WDCG-F	3.	3. WQMG-F
4.	WRDU-F	4. WRDU-F	4. WQDR-F	WYYD-F	4. WFXC-F	4. WZZU-F	4. WQMG-F	4.	4. WKIX
5.		5. WYYD-F	5. WRDU-F	5.	5.	5. WFXC-F	5. WZZU-F	5.	5. WQDR-F
6.		6.	6.	6.	6.	6.	6.	6.	6.
7.		7.	7.	7.	7.	7.	7.	7.	7.
8.		8.	8.	8.	8.	8.	8.	8.	8.
9.		9.	9.	9.	9.	9.	9.	9.	9.
10.		10.	10.	10.	10.	10.	10.	10.	10.



FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP		126 (3)	126 (3)	16.8	WCHL	1360	Chapel Hill	1.3/4.7
AOR		61 (1)	61 (1)	8.1	WDUR	1490	Durham	2.2/5.1
AC/OLDIES/SOFT ROCK	12 (1)	143 (2)	155 (3)	20.6	WPJL	1240	Raleigh	.4/ .9
MOR/VARIETY	64 (1)		64 (1)	8.5	WSES	1550	Raleigh	1.9/1.3
COUNTRY	59 (3)	62 (2)	121 (5)	16.1	WSRC	1410	Durham	1.3/2.7
BLACK/URBAN	64 (3)	86 (3)	150 (6)	20.0	WTKI	1310	Durham	2.0/3.2
BTFL MUSIC		10 (1)	10 (1)	1.3	WYRN	1480	Louisburg	.9/1.5
NEWS/TALK					WRSV-F	92.1	Rocky Mount.	.9/2.1
NOSTALGIA	43 (1)		43 (1)	5.7	WNCT-F	107.9	Greenville	1.1/2.7
RELIGION	4 (1)		4 (1)	0.5	WPCM-F	101.1	Burlington	2.1/4.7
SPANISH					WQMG-F	97.1	Greensboro	3.1/5.5
CLASSICAL					WSFL-F	106.5	New Bern	.3/1.2
UNKNOWN/OTHERS	17 (1)		17 (1)	2.3				
			751 (23)					

RADIO STATIONS

AM STATIONS

WDNC, 620, 5 KW/1 KW (DA-2),	NOST (Al Ham)	CBS,WSJ,ABC-T,	\$20.50	(Blair)	
WDUR, 1490, 1 KW/250 W	BLACK (Drake-Chen)	SBN,	\$24.00*	(Selcom)	
WKIX, 850, 10 KW/5 KW (DA-2),	COUNTRY (Burk-Abr)	ABC-D,	\$38.00*	(Christal)	Mann
WLLE, 570, 500 W (DAYS)	BLACK	SBN,	\$17.00	(Weiss)	
WPJL, 1240, 1 KW/250 W	RELIGION	UPI,	\$11.75	(Southern)	
WPTF, 680, 50 KW (DA-N)	MOR/AC (Drake-Chen)	ABC-E,NBC,	\$72.75	(Mc-Guild)	
WRZR, 1550, 1 KW (DAYS)	??		\$14.00	(Lotus)	
WSRC, 1410, 5 KW (DAYS,DA)	BLACK (TM)	NBN,	\$17.00	(HNWH)	
WTKI, 1310, 5 KW/1 KW (DA-2),	COUNTRY	MBS,	\$ NA	(----	

FM STATIONS

WFXC-F, 107.1, 3 KW @ 295, URBAN (Drake-Chen)		\$17.00	(Selcom)	
WDCG-F, 105.1, 99 KW @ 1041, CHR		RKO, \$60.00*	(Blair)	
WQDR-F, 94.7, 100 KW @ 1025, AOR (Drake-Chen)		ABC-F, \$72.00	(Mc-Guild)	
WRAL-F, 101.5, 100 KW @ 1900, AC (Fairwest)		\$115.00	(Katz)	Capitol
WYYD-F, 96.1, 98 KW @ 930, AC (Burk-Abr)		\$74.00*	(Christal)	Mann
WRDU-F, 106.1, 100 KW @ ??, AOR (Burk-Abr)		\$ ??	(MMR)	
WZZU-F, 93.9, 50 KW @ 230, CHR (?)		\$ ??	(Torbet)	(BURLINGTON)

Other ranked stations - See Greensboro, Greenville, NC or Fayetteville

12+ ADI 1/4

1. WRAL-F
2. WDCG-F
3. WRDU-F
4. WQDR-F
5. WPTF
6. WQSM-F
7. WFXC-F
8. WYYD-F
9. WDNC
10. WKIX
11. WFNC
12. WIDO-F
14. WPCM-F
- WLLE

12+ ADI CUME

1. WRAL-F
2. WDCG-F
3. WQDR-F
4. WPTF
5. WRDU-F
6. WQSM-F
7. WYYD-F
8. WZZU-F
9. WFXC-F
10. WKIX
11. WDNC
12. WFNC
13. WPCM-F
14. WIDO-F
15. WNCT-F

ADI FM SHARE:

72.84%

CALL LETTER CHANGES

WDBS changes to WFXC-F

FORMAT CHANGES

WRDU changed to AOR

WZZU is a new CHR entry coming into the market from Burlington

WQDR drops its AOR format and picks up Country

WFXC is formating Black - it had previously been BTFL

WPTF appears to have become more AC oriented although we still classify them as MOR

STATION SALES

MISCELLANEOUS COMMENTS

Franklin County added to Arbitron metro...massive format changes and new players in this market...

READING

Arbitron Rank/Pop (12+): 116/274,200  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 137/319,600  
 Philadelphia ADI  
 Average Person Rating: 18.4  
 Market TSL: 24.0 hours

Stations: 32/5  
 Diaries: 761/360:1/57.1%  
 Sample Target: 660  
 Standard Error: .732  
 % Below Line: 52.2  
 % Not Listed:

Est 1984 Revenue: \$4,200,000  
 Gross Inc.: 3.3 Bil  
 HH Inc.: \$27,629  
 Retail \$: 1.8 Bil  
 Pop per Station: 54,840

12+ METRO	1/4/SHARE	SPG 84	FAL 83	SPG 83	FAL 82
1. WRFY-F	87/17.2	18.7	16.4	14.0	13.6
2. WEEU	53/10.5	11.1	11.8	11.0	9.4
3. WYSP-F	43/ 8.5	6.3	6.6	7.7	7.1
4. WRW	40/ 7.9	4.8	7.6	10.4	14.3
5. WHUM	37/ 3.3	5.6	6.0	7.3	8.2
6. WIOV-F	23/ 4.6	3.9	4.4	2.5	2.2
7. WMMR-F	19/ 3.8	3.9	3.4	2.9	5.1
8. WEAZ-F	17/ 3.4	4.3	4.6	4.4	4.0
9. WCAU-F	15/ 3.0	3.9	4.0	4.1	2.7
10. WSNI-F	14/ 2.8	2.4	2.4	.6	1.1
KYW	14/ 2.8	3.7	2.4	3.5	2.7
12.					
13.					
14.					
15.					

BIRCH SHARE	12+ TSA 1/4/CUME
1.	
2.	
3.	
4.	READING'S METRO
5.	AND TSA ARE THE
	SAME.
6.	
7.	
8.	
9.	
10.	
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12.	
13.	
14.	
15.	

12+ METRO	CUME/METRO	CUME RATING	SPG 84	FAL 83
1. WRFY-F	975/35.6		33.6	31.0
2. WEEU	614/22.4		24.9	30.5
3. WRW	499/18.2		13.1	15.7
4. WYSP-F	469/17.1		14.4	17.7
5. WHUM	467/17.0		16.4	14.5
6. KYW	322/11.7		12.2	13.4
7. WMMR-F	264/ 9.6		9.5	10.2
8. WCAU-F	260/ 9.5		11.6	11.3
9. WFIL	226/ 8.2		6.5	9.1
10. WIOV-F	201/ 7.3		8.2	9.5
11.				
12.				
13.				
14.				
15.				

12+ FM SHARE (METRO): 65.60% (309 of 471) (FAL 83: 66.09%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WRFY-F	1. WRFY-F	1. WRFY-F	1. WRFY-F	1. WRFY-F	1. WRFY-F	1. WRFY-F	1. WRFY-F	1. WRFY-F	1. WRFY-F	1. WRFY-F
2. WYSP-F	2. WYSP-F	2. WYSP-F	2. WHUM	2. WHUM	2. WEEU	2. WEEU	2. WEEU	2. WYSP-F	2. WYSP-F	2. WRW
3. WCAU-F	3. WMMR-F	3. WHUM	3.	3. WIOV-F	3. WHUM	3. WHUM	3. WRW	3. WEEU	3. WRW	3. WYSP-F
4.	4.	4. WMMR-F	4.	4. WYSP-F	4. WRW	4. WRW	4. WYSP-F	4. WHUM	4. WEEU	4. WEEU
5.	5.	5.	5.	5.	5.	5.	5.	5.	5.	5.

  

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WRFY-F	1. WRFY-F	1. WRFY-F	1. WRFY-F	1. WRFY-F	1. WYSP-F	1. WYSP-F	1. WRFY-F	1. WRFY-F	1. WRFY-F
2. WYSP-F	2.	2.	2. WFIL	2. WHUM	2. WRFY-F	2. WRFY-F	2. WYSP-F	2. WYSP-F	2. WYSP-F
3. WMMR-F	3.	3.	3. WMMR-F	3. WEEU	3. WMMR-F	3.	3.	3. WMMR-F	3. WIOV-F
4.	4.	4.	4. WHUM	4.	4.	4.	4.	4.	4. WHUM
5.	5.	5.	5. WYSP-F	5.	5.	5.	5.	5.	5.

FORMATS	AM	FM	TOTAL	%
TOP 40/CHR/CONTEMP		107 (3)	107 (3)	22.7
AOR		70 (4)	70 (4)	14.9
AC/OLDIES/SOFT ROCK	13 (2)	20 (3)	33 (5)	7.0
MOR/VARIETY	56 (2)		56 (2)	11.9
COUNTRY	37 (1)	47 (5)	82 (6)	17.4
BLACK/URBAN		7 (1)	7 (1)	1.5
BTFL MUSIC		36 (5)	36 (5)	7.6
NEWS/TALK	14 (1)	9 (1)	23 (2)	4.9
NOSTALGIA	40 (1)		40 (1)	8.5
RELIGION		10 (2)	10 (2)	2.1
SPANISH				
CLASSICAL		3 (1)	3 (1)	0.6
UNKNOWN/OTHERS				
			471 (32)	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBYO-F	107.5	Boyertown	1.6/4.2
WAEB	790	Allentown	.6/2.2
WDAC-F	94.5	Lancaster	.4/1.9
WFIL	560	Philadelphia	2.0/8.2
WFLN-F	95.7	Philadelphia	.6/2.9
WFMZ-F	100.7	Allentown	1.8/3.1
WHP-F	97.3	Harrisburg	1.0/2.2
WIOQ-F	102.1	Philadelphia	.6/2.5
WJBR-F	99.5	Wilmington	.6/2.7
WMGK-F	102.9	Philadelphia	.8/3.5
WNCE-F	101.3	Lancaster	.4/2.0
WPAZ	1370	Pottstown	.6/1.9
WQQQ-F	99.9	Easton	1.0/2.6
WRKZ-F	106.7	Hershey	.6/2.1
WSBA-F	103.3	York	.4/1.0
WUSL-F	98.9	Philadelphia	1.4/5.4
WWDB-F	96.5	Philadelphia	1.8/4.2
WXXW-F	104.1	Allentown	.8/2.7
WXTU-F	92.5	Philadelphia	2.4/5.1
WZGO-F	106.1	Philadelphia	1.0/3.3
WZZO-F	95.1	Bethlehem	1.0/3.7

RADIO STATIONS

WEEU, 850, 1 KW (DA-N), MOR  
 WHUM, 1240, 1 KW/250 W, COUNTRY  
 WRW, 1340, 1 KW/250 W, NOST (TM)  
 WRFY-F, 102.5, 15 KW @ 820, CHR (TM)

ABC-E, \$30.00 (Mc-Guild)  
 CBS, \$23.00\* (Torbet) Brill  
 CBS, \$25.50 (HNWH)  
 RKO, \$39.75 (HNWH)

Other ranked stations - See Philadelphia or Lancaster

Arbitron Rank/Pop (12+): 142/187,600  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 188/219,200  
 ADI # 123  
 Average Person Rating: 16.9  
 Market TSL: 22.4 hours

Stations: 15/15  
 Diaries: 577/325:1/48.8%  
 Sample Target: 560  
 Standard Error: .819  
 % Below Line: 0  
 % Not Listed: 8.2

Est 1984 Revenue: \$8,600,000  
 Gross Inc.: 2.6 Bil  
 HH Inc.: \$29,465  
 Retail \$: 2.1 Bil  
 Pop per Station: 12,506

12+ METRO 1/4/SHARE	SPG 84	FAL 83	SPG 83	FAL 82	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/METRO CUME RATING	SPG 84	FAL 83
1. KOZZ-F 51/16.1	12.1	15.9	14.0	15.5	18.7	1. KOZZ-F 74/773	1. KOZZ-F 552/29.4	28.9	29.8
2. KHTX-F 37/11.7	8.8	5.9	.9	.6	11.7	2. KHTX-F 57/786	2. KHTX-F 470/25.1	22.6	17.2
3. KRNO-F 35/11.0	9.1	10.0	15.6	12.8	8.4	3. KSRN-F 52/359	3. KRNO-F 383/20.4	21.5	21.9
4. KNEV-F 26/ 8.2	5.3	6.6	7.5	4.0	7.5	4. KRNO-F 50/535	4. KNEV-F 337/18.0	9.5	11.3
5. KSRN-F 24/ 7.6	9.7	7.2	7.2	6.7	5.6	5. KNEV-F 36/426	5. KCBN 307/16.4	18.0	15.3
6. KOH 19/ 6.0	5.6	7.5	7.2	7.6	6.4	6. KWNZ-F 32/351	6. KOH 282/15.0	13.3	20.0
7. KOLO 19/ 6.0	8.2	8.8	3.1	4.9	7.3	7. KROW 30/514	7. KOLO 268/14.3	16.7	17.3
8. KROW 17/ 5.4	3.8	5.9	5.6	6.4	4.2	8. KOLO 28/425	8. KROW 228/12.2	12.1	16.0
9. KCBN 15/ 4.7	6.8	5.0	7.8	8.5	6.7	9. KOH 27/471	9. KROY-F 223/11.9	12.5	7.0
10. KONE 12/ 3.8	3.8	7.5	5.3	7.0	2.2	KBET 27/168	10. KWNZ-F 159/ 8.5	6.5	13.5
KBET 12/ 3.8	2.4	1.6	5.0	5.2	2.2	11.	11.		
12.						12.	12.		
13.						13.	13.		
14.						14.	14.		
15.						15.	15.		

12+ FM SHARE (METRO): 65.98% (192 of 291) (FAL 83: 56.38%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KOZZ-F	1. KOZZ-F	1. KOZZ-F	1. KOZZ-F	1. KRNO-F	1. KNEV-F	1. KOZZ-F	1. KOZZ-F	1. KOZZ-F	1. KOZZ-F	1. KOZZ-F
2. KHTX-F	2. KHTX-F	2. KHTX-F	KRNO-F	2. KOZZ-F	2. KRNO-F	2. KRNO-F	2. KRNO-F	2. KHTX-F	2. KHTX-F	2. KRNO-F
3. KCBN	3. KRNO-F	KRNO-F	3. KHTX-F	3. KNEV-F	KSRN-F	3. KHTX-F	3. KHTX-F	3. KRNO-F	3. KSRN-F	3. KHTX-F
4.	4.	4.	4. KROW	4. KHTX-F	4. KOLO	4. KOH	4. KNEV-F	4. KNEV-F	4. KNEV-F	KNEV-F
5.	5.	5.	5. KNEV-F	5.	5.	5.	5.	KSRN-F	5. KRNO-F	5. KOH

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. KHTX-F	1. KOZZ-F	1. KRNO-F	1. KOZZ-F	1. KRNO-F	1. KOZZ-F	1. KOZZ-F	1. KOZZ-F	1. KOZZ-F	1. KOZZ-F
2. KOZZ-F	KHTX-F	2. KHTX-F	2. KRNO-F	2. KNEV-F	2. KHTX-F	2. KHTX-F	2. KHTX-F	2. KRNO-F	2. KRNO-F
3. KRNO-F	3. KRNO-F	3. KKOZZ-F	3. KROY-F	3. KOZZ-F	3.	3. KRNO-F	3. KHTX-F	3. KHTX-F	3. KHTX-F
4.	4.	4.	KHTX-F	4.	4.	4.	4. KROW	4.	4. KROW
5.	5.	5.	5.	5.	5.	5.	5.	5.	5.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP	15 (1)	37 (1)	52 (2)	17.9	KLKT-F 100.1 Incline Village .6/2.0
AOR		51 (1)	51 (1)	17.5	KORY 1270 Sparks 1.6/6.0
AC/OLDIES/SOFT ROCK		48 (3)	48 (3)	16.5	KROY-F 100.9 Sparks 3.5/11.9
MOR/VARIETY	5 (1)	24 (1)	29 (2)	10.0	KWNZ-F 97.3 Carson City 1.9/8.5
COUNTRY	48 (3)	6 (1)	54 (4)	18.6	
BLACK/URBAN					
BTFM MUSIC		26 (1)	26 (1)	8.9	
NEWS/TALK	19 (1)		19 (1)	6.5	
NOSTALGIA	12 (1)		12 (1)	4.1	
RELIGION					
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS					

291 (15)

RADIO STATIONS

KBET, 1340, 1 KW/250 W	, NOSTALGIA	APR, \$11.50 (Unirep)	
WCBN, 1230, 1 KW/250 W	, CHR	CBS-R, RKO II, \$16.80 (Torbet)	Roth
KOH, 630, 5 KW/1 KW (DA-N)	, NEWS/TALK	CBS, MBS, \$19.00 (Katz)	
KOLO, 920, 5 KW/1 KW (DA-N)	, COUNTRY	NBC, \$25.00 (Eastman)	Donrey
KONE, 1450, 1 KW/250 W	, COUNTRY	ABC-E, \$27.29 (Christal)	Lotus
KORY, 1270, 1 KW (DAYS)	, MOR/AC	, \$14.00 (Selcom)	Jonsson (SPARKS)
KROW, 780, 50 KW (DA-2)	, COUNTRY	, \$17.50 (Mc-Guild)	John Price
KHTX-F, 103.7, 1 KW @ 2870	, CHR	, \$13.00 (Katz)	(CARNELIAN BAY, CA)
KWNZ-F, 97.3, 52 KW @ 2240	, COUNTRY	RKO, \$15.00 (Weiss)	Constant (CARSON CITY)
KNEV-F, 95.5, 60 KW @ 2250	, BTFM MUS	, \$17.00* (Mc-Guild)	John Price
KOZZ-F, 105.7, 75 KW @ 2120	, AOR (Burk-Abr)	Source, \$32.26 (Christal)	Lotus
KRNO-F, 106.9, 70 KW @ 2214	, AC	CBS-R, \$33.60 (Torbet)	Roth
KSRN-F, 104.5, 25 KW @ 2900	, MOR/VARIOUS	UPI, \$14.00 (Masla)	
KNAA-F, 100.9, 300 W @ 840	, AC	, \$ NA (Selcom)	(SPARKS)

MISCELLANEOUS COMMENTS

KKBC-F changed calls to KWNZ...KPTL/KKBC-F sold by Woodward to Constant for \$2,100,000...KROW changed from AC to Country...

RICHMOND

Arbitron Rank/Pop (12+): 53/668,700  
 CMA Rank/Pop: # 48  
 MSA Rank/Pop: 62/785,600  
 ADI # 55  
 Average Person Rating: 17.0  
 Market TSL: 22.6 hours

Stations: 20/19  
 Diaries: 1253/534:1/58.0%  
 Sample Target: 1020  
 Standard Error: .568  
 % Below Line: 8.8  
 % Not Listed: 7.8

Est 1984 Revenue: \$18,300,000  
 Gross Inc.: 8.5 Bil  
 HH Inc.: \$30,191  
 Retail \$: 5.1 Bil  
 Pop per Station: 35,195

12+ METRO	1/4/SHARE	SPG	FAL	SPG	FAL
		84	83	83	82
1. WRVQ-F	153/13.4	16.6	10.9	8.8	11.0
2. WRVA	135/11.9	15.5	14.1	18.6	16.0
3. WPLZ-F	119/10.5	9.2	9.2	9.5	10.6
4. WEZS-F	110/ 9.7	10.7	10.9	12.7	11.1
5. WRXL-F	100/ 8.8	8.7	7.2	7.6	6.8
6. WQKS-F	92/ 8.1	6.7	1.9	2.5	.4
7. WTVR-F	74/ 6.5	5.2	9.5	7.5	8.1
8. WLEE	54/ 4.7	5.8	7.7	5.2	6.8
9. WANT	48/ 4.2	3.4	5.1	4.0	6.6
10. WRNL	37/ 3.3	4.1	5.4	6.0	5.7
11. WFTH	29/ 2.5	3.0	2.1	3.3	3.0
12. WKHK-F	23/ 2.0	---	1.1	.9	.5
13.					
14.					
15.					

BIRCH SHARE	12+ TSA 1/4/CUME
1. WRVQ-F	181/2350
2. WRVA	150/2218
3. WEZS-F	135/1885
4. WPLZ-F	125/1419
5. WRXL-F	112/1452
6. WQKS-F	111/1342
7. WTVR-F	104/1347
8. WLEE	56/ 719
9. WANT	49/ 622
10. WRNL	41/ 703
11.	
12.	
13.	
14.	
15.	

12+ METRO	CUME/ METRO CUME RATING	SPG	FAL
		84	83
1. WRVA	2029/30.3	33.4	32.9
2. WRVQ-F	1957/29.3	31.1	28.2
3. WEZS-F	1608/24.0	23.2	22.0
4. WRXL-F	1285/19.2	16.5	17.3
5. WPLZ-F	1274/19.1	17.8	17.0
6. WQKS-F	1158/17.3	14.1	7.3
7. WTVR-F	981/14.7	14.0	19.6
8. WLEE	683/10.2	11.4	13.9
9. WRNL	646/ 9.7	10.5	13.8
10. WANT	613/ 9.2	12.0	11.1
11.			
12.			
13.			
14.			
15.			

12+ FM SHARE (METRO): 64.63% (678 of 1049) (FAL 83: 55.20%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+	12+ EVE	SAT MID
1. WRVQ-F	1. WRVQ-F	1. WRVQ-F	1. WEZS-F	1. WEZS-F	1. WRVA	1. WRVA	1. WEZS-F	1. WRVQ-F	1. WRVQ-F	1. WRVQ-F
2. WQKS-F	2. WRXL-F	2. WEZS-F	2. WRVQ-F	2. WRVQ-F	2. WEZS-F	2. WRVQ-F	2. WRVQ-F	2. WEZS-F	2. WPLZ-F	2. WPLZ-F
3. WPLZ-F	3. WPLZ-F	3. WPLZ-F	3. WPLZ-F	3. WRVA	3. WTVR-F	3. WPLZ-F	3. WRXL-F	3. WRVA	3. WQKS-F	3. WEZS-F
4. WRXL-F	4. WEZS-F	4. WRXL-F	4. WRXL-F	4. WPLZ-F	4. WRVQ-F	4. WEZS-F	4. WPLZ-F	4. WPLZ-F	4. WRVA	4. WRXL-F
5.	5. WQKS-F	5. WQKS-F	5. WRVA	5. WTVR-F	5. WRVA	5. WRXL-F	5. WRVA	5. WRXL-F	5. WRXL-F	5. WQKS-F
			6. WTVR-F	6. WRXL-F	6. WRXL-F		6. WTVR-F	6. WQKS-F		6. WTVR-F+
WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54		MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WRVQ-F	1. WRVQ-F	1. WRVQ-F	1. WEZS-F	1. WEZS-F		1. WRXL-F	1. WRXL-F	1. WRXL-F	1. WRXL-F	1. WEZS-F
2. WPLZ-F	2. WPLZ-F	2. WEZS-F	2. WRVQ-F	2. WRVQ-F		2. WQKS-F	2. WPLZ-F	2. WPLZ-F	2. WPLZ-F	2. WPLZ-F
3. WRXL-F	3. WEZS-F	3. WPLZ-F	3. WPLZ-F	3. WRVA		3. WPLZ-F	3. WEZS-F	3. WEZS-F	3. WEZS-F	3. WRXL-F
4. WQKS-F	4. WRXL-F	4. WRXL-F	4. WRXL-F	4. WPLZ-F		4. WRVQ-F	4. WRVQ-F	4. WRVQ-F	4. WRXL-F	4. WRVQ-F
5. WEZS-F	5. WQKS-F	5. WQKS-F	5. WQKS-F	5. WTVR-F		5. WEZS-F	5. WQKS-F	5. WQKS-F	5. WTVR-F	5. WTVR-F
										6. WRVA

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		153 (1)	153 (1)	14.6	WDYL-F 92.1 Chester .6/2.6
AOR		100 (1)	100 (1)	9.5	WGGM 1410 Chester .4/1.6
AC/OLDIES/SOFT ROCK		110 (1)	110 (1)	10.5	WKIE 1540 Richmond 1.5/3.9
MOR/VARIETY	135 (1)		135 (1)	12.9	WPVA 1290 Colonial Heights .9/1.5
COUNTRY	65 (4)	97 (2)	162 (6)	15.4	WRJY 1320 Richmond 1.1/2.2
BLACK/URBAN	65 (2)	211 (2)	276 (4)	26.3	WSSV 1240 Petersburg .5/2.5
BTFL MUSIC	13 (1)		13 (1)	1.2	WTVR 1380 Richmond .3/1.7
NEWS/TALK					WXGI 950 Richmond 1.3/3.5
NOSTALGIA	54 (1)		54 (1)	5.1	
RELIGION	29 (1)	7 (1)	36 (2)	3.4	
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS	10 (2)		10 (2)	1.0	
			1049 (20)		

RADIO STATIONS

WANT, 990, 1 KW (DAYS), BLACK	NBN, \$ 48.00 (Masla)
WRJY, 1320, 5 KW (DAYS,DA), BTFL MUS	MBS, \$ 15.00 (----)
WKIL, 1540, 10 KW (DAYS,DA), BLACK	, \$ 26.00 (Weiss)
WLEE, 1480, 5 KW (DA-2), NOST (Al Ham)	MBS,CBS, \$ 24.00 (HNWH)
WRNL, 910, 5 KW (DA-N), COUNTRY	ABC-I, \$ 50.00 (Katz)
WRVA, 1140, 50 KW (DA-1), MOR	NBC,WSJ, \$130.00 (Eastman)
WTVR, 1380, 5 KW (DA-2), COUNTRY	, \$ NA (MMR)
WXGI, 950, 5 KW (DAYS), COUNTRY	, \$ 9.00 (----)
WEZS-F, 103.7, 74 KW @ 440, AC (Burk-Abr)	, \$ 75.00 (Blair)
WPLZ-F, 99.3, 2.5 KW @ 328, BLACK (TM)	RKO, \$ 65.00 (Mc-Guild)
WRVQ-F, 94.5, 200 KW @ 355, CHR	RKO, \$117.50 (Eastman)
WRXL-F, 102.1, 140 KW @ 320, AOR (Pollack)	ABC-R, \$ 70.00 (Katz)
WTVR-F, 98.1, 50 KW @ 840, COUNTRY (Drake-Chen)	MBS, \$ 50.00* (MMR)

WQKS - See Norfolk

MISCELLANEOUS COMMENTS

WRVA/WRVQ-F sold by Harte-Hanks to Edens for \$14,700,000 (est)...WXGI sold for \$250,000 (Blackburn)...Dinwiddie and Prince George Counties were added to the Arbitron metro... WANT sold by Sinclair to Robinson for \$900,000...

Arbitron Rank/Pop (12+): 30/1,130,500  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 24/1,740,000  
 Los Angeles ADI  
 Average Person Rating: 17.6  
 Market TSL: 23.2 hours

Stations: 45/17  
 Diaries: 1390/813:1/45.6%  
 Sample Target: 1280  
 Standard Error: .546  
 % Below Line: 61.6  
 % Not Listed:

Est 1984 Revenue: \$15,300,000  
 Gross Inc.: 16.8 Bil  
 HH Inc.: \$26,984  
 Retail \$: 9.8 Bil  
 Pop per Station: 66,500

		SPG	FAL	SPG	FAL
12+ METRO	1/4/SHARE	84	83	83	82
1. KIIS-F	190/9.5	8.7	8.2	5.0	5.2
2. KDUO-F	133/6.7	5.9	6.7	6.0	5.3
3. KGGI-F	116/5.8	4.7	4.3	4.1	3.2
4. KBIG-F	102/5.1	4.5	3.4	4.4	4.8
5. KOST-F	91/4.6	2.4	2.4	2.1	2.1
6. KMET-F	73/3.7	2.8	4.5	4.0	4.1
7. KLOS-F	72/3.6	3.0	4.6	2.9	2.5
8. KFI	68/3.4	5.6	5.6	5.8	6.6
9. KNX	66/3.3	4.0	3.2	3.3	3.5
10. KQLH-F	65/3.3	2.4	2.5	3.0	3.4
11. KRTH-F	63/3.2	2.3	4.2	2.2	1.8
12. KABC	56/2.8	3.3	3.1	3.9	2.5
13. KOLA-F	46/2.3	2.3	3.3	2.3	3.6
14. KCKC	42/2.1	2.8	1.9	4.8	2.4
15. KKHR-F	40/2.0	1.0	1.7	1.1	1.8

BIRCH	12+ TSA 1/4/CUME
SHARE	
1. KIIS-F	197/2598
2. KDUO-F	145/1493
3. KGGI-F	119/1670
4. KBIG-F	115/1371
5. KFI	101/2138
6. KOST-F	94/1380
7. KLOS-F	89/1525
8. KMET-F	82/1179
9. KNX	73/1276
10. KRTH-F	71/1166
11. KQLH-F	68/ 838
12. KABC	56/ 750
13. KOLA-F	48/1160
14. KCKC	46/ 630
15. KKHR-F	42/ 880

12+ METRO	CUME/	SPG	FAL
METRO	CUME RATING	84	83
1. KIIS-F	2500/22.1	18.8	19.7
2. KGGI-F	1627/14.4	13.9	13.2
3. KFI	1542/13.6	16.5	17.0
4. KDUO-F	1356/12.0	10.6	9.9
5. KLOS-F	1319/11.7	10.1	11.0
6. KOST-F	1299/11.5	7.9	7.4
7. KBIG-F	1246/11.0	11.3	7.9
8. KOLA-F	1133/10.0	10.1	10.6
9. KNX	1087/ 9.6	9.8	10.8
10. KRTH-F	1058/ 9.4	7.9	9.4
11. KMET-F	1040/ 9.2	9.5	10.4
12. KQLH-F	831/ 7.4	6.0	7.1
13. KKHR-F	786/ 7.0	5.2	6.0
14. KABC	687/ 6.1	7.6	7.3
15. KFXM	626/ 5.5	6.7	7.3

12+ FM SHARE (METRO): 69.49% (1239 of 1783) (FAL 83: 65.09%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KIIS-F	1. KIIS-F	1. KIIS-F	1. KIIS-F	1. KIIS-F	1. KDUO-F	1. KIIS-F	1. KIIS-F	1. KIIS-F	1. KIIS-F	1. KGGI-F
2. KGGI-F	2. KLOS-F	2. KGGI-F	2. KOST-F	2. KOST-F	2. KQLH-F	2. KFI	2. KDUO-F	2. KDUO-F	2. KDUO-F	2. KIIS-F
3. KKHR-F	3. KMET-F	3. KOST-F	3. KGGI-F	3. KGGI-F	3. KABC	3. KDUO-F	3. KBIG-F	3. KGGI-F	3. KLOS-F	3. KDUO-F
4. KOLA-F	4. KGGI-F	4. KLOS-F	4. KRTH-F	4. KRTH-F	KIIS-F	4. KGGI-F	4. KGGI-F	4. KBIG-F	KGGI-F	4. KRTH-F
5.	5. KOST-F	5. KMET-F	5. KFI	5. KFI	5. KGGI-F	5. KBIG-F	5. KOST-F	5. KOST-F	5. KOST-F	5. KOST-F

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. KIIS-F	1. KIIS-F	1. KIIS-F	1. KIIS-F	1. KIIS-F	1. KMET-F	1. KIIS-F	1. KIIS-F	1. KIIS-F	1. KIIS-F
2. KLOS-F	2. KOST-F	2. KOST-F	2. KOST-F	2. KOST-F	2. KLOS-F	2. KMET-F	2. KMET-F	2. KOST-F	2. KOST-F
3. KOST-F	3. KGGI-F	3. KGGI-F	3. KGGI-F	3. KGGI-F	3. KIIS-F	3. KLOS-F	3. KLOS-F	3. KLOS-F	3. KFI
KGGI-F	4. KBIG-F	4. KBIG-F	4. KRTH-F	4. KBIG-F	KGGI-F	4. KGGI-F	4. KGGI-F	4. KMET-F	4. KRTH-F
KOLA-F	5. KLOS-F	5. KRTH-F	KBIG-F	5. KQLH-F	5. KOLA-F	5. KOST-F	5. KOST-F	5. KFI	5. KLOS-F

FORMATS	AM	FM	TOTAL	%
TOP 40/CHR/CONTEMP	25 (1)	363 (4)	388 (5)	21.8
AOR		239 (5)	239 (5)	13.4
AC/OLDIES/SOFT ROCK	115 (4)	240 (7)	355 (11)	19.9
MOR/VARIETY	17 (1)	11 (1)	28 (2)	1.6
COUNTRY	98 (3)	78 (3)	176 (6)	9.9
BLACK/URBAN		25 (2)	25 (2)	1.4
BTFL MUSIC		243 (3)	243 (3)	13.6
NEWS/TALK	177 (4)		177 (4)	9.9
NOSTALGIA	15 (1)		15 (1)	0.8
RELIGION	27 (1)		27 (1)	1.5
SPANISH	70 (3)	15 (1)	85 (4)	4.8
CLASSICAL		15 (1)	15 (1)	0.9
UNKNOWN/OTHERS		10 (1)	10 (1)	0.6
1783 (45)				

OTHER RATED STATIONS/METRO SHARE & CUME RATING			
KBON-F	103.9	Lake Arrowhead	.3/1.2
KCAL	1410	Redlands	1.6/2.4
KCAL-F	96.7	Redlands	1.5/4.7
KDIG	1240	San Bernardino	1.4/3.6
KFXM	590	San Bernardino	1.3/5.5
KHSJ	1320	Hemet	.9/1.2
KHYE-F	105.5	Hemet	.5/1.2
KMEN	1290	San Bernardino	.9/2.3
KNSE	1510	Ontario	1.4/2.8
KNTF-F	93.5	Ontario	1.9/5.1
KPRO	1440	Riverside	1.7/3.2
KWDJ-F	92.7	Riverside	1.1/8.0
KBRT	740	Avalon	1.4/3.0
KFAC-F	92.3	Los Angeles	.8/2.1
KFWB	980	Los Angeles	1.1/4.0
KHTZ-F	97.1	Los Angeles	.4/1.1
KIQQ-F	100.3	Los Angeles	.9/4.5
KJOI-F	98.7	Los Angeles	.4/1.1
KKGO-F	105.1	Los Angeles	.4/1.5
KLAC	570	Los Angeles	1.5/3.9
KLVE-F	107.5	Los Angeles	.8/2.0
KMGG-F	105.9	Los Angeles	.4/2.0
KMPC	710	Los Angeles	.8/3.3
KNOB-F	97.9	Long Beach	.6/ .7
KRLA	1110	Pasadena	.4/2.4
KROQ-F	106.7	Pasadena	.9/2.6
KTNQ	1020	Los Angeles	.6/1.2
KUTE-F	101.9	Glendale	.9/2.7
KWOW	1600	Pomona	1.1/3.3
KZLA-F	93.9	Los Angeles	1.0/3.0

**RADIO STATIONS**

KCAL, 1410, 5 KW/1 KW (DA-N), SPANISH, \$25.00 (Lotus)
KCKC, 1350, 5 KW/500 W (DA-2), COUNTRY ABC-I, \$29.00 (HNWH)
KDIG, 1240, 1 KW/250 W, COUNTRY ABC-E, \$32.00 (Selcom)
KFXM, 590, 1 KW (DA-2), CHR, \$ NA (Torbet) Henry
KMEN, 1290, 5 KW (DA-2), OLDIES CBS, \$26.00 (Mc-Guild)
KPRO, 1440, 1 KW (DA-1), TALK CBS,MBS, \$25.50 (Unirep)
KCAL-F, 96.7, 3 KW @ 300, AOR Source, \$ NA (Weiss)
KDUO-F, 97.5, 72 KW @ 1570, BTFL MUS (KalaMusic), \$45.00* (Torbet) Henry
KGGI-F, 99.1, 2 KW @ 1560, CHR CBS-R, \$49.00* (Mc-Guild)
KNTF-F, 93.5, 3 KW @ -165, COUNTRY (TM), \$23.00 (HNWH)
KOLA-F, 99.9, 31 KW @ 1630, AOR ABC-R, \$45.00 (Masla)
KQLH-F, 95.1, 15 KW @ ? ?, AC MBS, \$29.00 (---)
KWDJ-F, 92.7, 3 KW @ 300, COUNTRY MBS, \$19.00 (Roslin)

Other ranked stations - See Los Angeles

ROANOKE

Arbitron Rank/Pop (12+): 140/189,800  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 184/227,500  
 ADI # 67  
 Average Person Rating: 16.8  
 Market TSL: 22.7 hours

Stations: 12/10  
 Diaries: 682/278:1/62.9%  
 Sample Target: 560  
 Standard Error: .751  
 % Below Line: 0.7  
 % Not Listed: 6.6

Est 1984 Revenue: \$5,700,000  
 Gross Inc.: 2.4 Bil  
 HH Inc.: \$27,839  
 Retail \$: 1.6 Bil  
 Pop per Station: 18,980

	SPG	FAL	SPG	FAL
12+ METRO 1/4/SHARE	84	83	83	82
1. WXLK-F	103/32.3	32.0	26.3	29.1 23.8
2. WPVR-F	44/13.8	13.3	19.5	14.0 15.5
3. WSLC	36/11.3	15.9	8.7	10.9 11.7
4. WTOY	29/ 9.1	5.5	9.0	8.3 8.2
5. WFIR	28/ 8.8	6.1	9.9	7.7 6.2
6. WJLM-F	20/ 6.3	3.9	5.1	6.6 4.7
7. WROV	17/ 5.3	7.8	6.0	7.1 11.1
8. WSLQ-F	13/ 4.1	5.8	5.4	6.0 7.6
9.				
10.				
11.				
12.				
13.				
14.				
15.				

BIRCH  
SHARE

12+ TSA 1/4/CUME

12+ METRO CUME/  
METRO CUME RATING

	SPG	FAL	SPG	FAL
12+ METRO CUME/	84	83	83	83
1. WXLK-F	323/3500	48.8	47.2	47.2
2. WPVR-F	119/1291	22.1	20.9	20.9
3. WSLC	46/ 585	22.3	27.8	27.8
4. WSLQ-F	38/1062	20.4	25.7	25.7
5. WTOY	31/ 257	24.1	25.5	25.5
6. WJJS-F	32/ 403	12.0	10.2	10.2
7. WFIR	30/ 433	14.7	17.2	17.2
8. WJLM-F	22/ 416	13.5	13.4	13.4
9. WROV	21/ 413			
10.				
11.				
12.				
13.				
14.				
15.				

12+ FM SHARE (METRO): 61.07% (182 of 198) (FAL 83: 61.11%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WXLK-F	1. WXLK-F	1. WXLK-F	1. WXLK-F	1. WXLK-F	1. WXLK-F	1. WXLK-F	1. WXLK-F	1. WXLK-F	1. WXLK-F	1. WXLK-F
2.	2.	2.	2.	2.	2.	2. WPVR-F	2. WPVR-F	2. WPVR-F	2. WPVR-F	2. WPVR-F
3.	3.	3.	3.	3.	3.	3. WSLC	3. WSLC	3. WSLC	3. WFIR	3. WSLC
4.	4.	4.	4.	4.	4.	4. WFIR	4. WFIR	4. WJLM-F	4. WSLC	4. WTOY
5.	5.	5.	5.	5.	5.	5.	5.	5.	5.	5.

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WXLK-F	1. WXLK-F	1. WXLK-F	1. WXLK-F	1. WXLK-F	1. WXLK-F	1. WXLK-F	1. WXLK-F	1. WXLK-F	1. WXLK-F
2.	2.	2.	2.	2.	2.	2.	2.	2.	2.
3.	3.	3.	3.	3.	3.	3.	3.	3.	3.
4.	4.	4.	4.	4.	4.	4.	4.	4.	4.
5.	5.	5.	5.	5.	5.	5.	5.	5.	5.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		103 (1)	103 (1)	34.6	WRIS 1410 Roanoke 1.3/2.7
AOR					WSAY 1480 Salem .6/2.4
AC/OLDIES/SOFT ROCK	17 (1)	13 (1)	30 (2)	10.1	WJJS-F 101.7 Lynchburg .3/1.6
MOR/VARIETY	28 (1)		28 (1)	9.4	WQMG-F 97.1 Greensboro, NC .3/2.7
COUNTRY	36 (1)	20 (1)	56 (2)	18.8	
BLACK/URBAN	29 (1)	2 (2)	31 (3)	10.4	
BTFL MUSIC		44 (1)	44 (1)	14.8	
NEWS/TALK					
NOSTALGIA					
RELIGION	4 (1)		4 (1)	1.3	
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS	2 (1)		2 (1)	0.7	
			298 (12)		

RADIO STATIONS

WFIR, 960, 5 KW (DA-N), MOR	CBS, \$24.00* (Mc-Guild)
WKBA, 1550, 10 KW (DAYS,DA), RELIGION	, \$ 8.00 (----)
WRIS, 1410, 5 KW (DAYS,DA), RELIGION	MBS, \$ 6.00 (----)
WROV, 1240, 1 KW/250 W, AC	ABC-C, \$29.50 (Eastman)
WSAY, 1480, 5 KW (DAYS,DA), ??	ABC-I, \$ NA (----)
WSLC, 610, 5 KW/1 KW (DA-2), COUNTRY	NBC, \$34.00* (Katz)
WTOY, 910, 1 KW (DAYS,DA), BLACK	SBN, \$15.00 (Selcom)
WJLM-F, 93.5, 3 KW @ -83, COUNTRY	ABC-E,MBS, \$11.75 (----)
WPVR-F, 94.9, 100 KW @ 1979, BTFL MUS (KalaMusic)	, \$38.00* (Mc-Guild)
WSLQ-F, 99.1, 140 KW @ 1990, AC (Century 21)	ABC-R, \$42.00* (Katz)
WXLK-F, 92.3, 93 KW @ 2050, CHR	RKO, \$95.00* (Torbet)

MISCELLANEOUS COMMENTS

WXLK-F is dominating this market...Craig County was deleted from the Arbitron metro...

ROCHESTER

Arbitron Rank/Pop (12+): 40/838,500  
 CMSA Rank/Pop: # 37  
 MSA Rank/Pop: 47/998,900  
 ADI # 69  
 Average Person Rating: 16.3  
 Market TSL: 21.7 hours

Stations: 22/16  
 Diaries: 1268/661:1/52.5%  
 Sample Target: 1130  
 Standard Error: .546  
 % Below Line: 3.6  
 % Not Listed: 11.5

Est 1984 Revenue: \$17,100,000  
 Gross Inc.: 11.4 Bil  
 HH Inc.: \$32,154  
 Retail \$: 5.9 Bil  
 Pop per Station: 52,406

12+ METRO	1/4/SHARE	SPG	FAL	SPG	FAL
		84	83	83	82
1. WVOR-F	201/14.7	13.5	11.2	10.7	9.6
2. WEZO-F	171/12.5	12.9	14.4	13.5	13.5
3. WHAM	126/ 9.2	9.1	8.4	8.7	9.1
4. WCMF-F	120/ 8.8	11.6	10.0	10.0	10.8
5. WPXY-F	115/ 8.4	7.7	8.0	6.9	6.5
6. WMJQ-F	112/ 8.2	8.1	6.5	6.1	7.2
7. WBBF	72/ 5.3	4.6	6.2	4.3	5.1
8. WYLF-F	71/ 5.2	6.7	6.8	3.3	2.9
9. WNYR	61/ 4.5	4.3	5.2	5.0	4.9
10. WDKX-F	32/ 2.3	2.5	3.1	4.3	2.5
11. WHFM-F	31/ 2.3	2.4	3.4	5.1	5.9
12. WFLC-F	25/ 1.8	1.1	1.2	1.6	1.6
13.					
14.					
15.					

BIRCH	SHARE
12.6	
8.7	
6.3	
9.2	
10.7	
11.9	
4.9	
3.9	
4.8	
7.2	
1.7	
1.0	

12+ TSA	1/4/CUME
1. WVOR-F	213/2619
2. WEZO-F	207/2458
3. WHAM	144/2192
4. WCMF-F	137/1775
5. WPXY-F	131/2068
6. WMJQ-F	129/2100
7. WYLF-F	101/1294
8. WBBF	74/1223
9. WNYR	64/ 964
10. WDKX-F	32/ 466
11. WHFM-F	32/ 738
12.	
13.	
14.	
15.	

12+ METRO	CUME/	SPG	FAL
METRO	CUME RATING	84	83
1. WVOR-F	2305/27.5	26.3	24.6
2. WEZO-F	2047/24.4	23.4	26.4
3. WPXY-F	1903/22.7	24.0	22.5
4. WMJQ-F	1822/21.7	22.2	18.9
5. WHAM	1710/20.4	21.9	25.0
6. WCMF-F	1454/17.3	22.0	20.1
7. WBBF	1200/14.3	11.9	16.4
8. WYLF-F	975/11.6	11.7	11.7
9. WNYR	923/11.0	11.2	11.0
10. WHFM-F	684/ 8.2	10.8	13.8
11.			
12.			
13.			
14.			
15.			

12+ FM SHARE (METRO): 76.05% (921 of 1211) (FAL 83: 73.56%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WPXY-F	1. WVOR-F	1. WVOR-F	1. WVOR-F	1. WVOR-F	1. WEZO-F	1. WVOR-F	1. WVOR-F	1. WVOR-F	1. WCMF-F	1. WVOR-F
2. WMJQ-F	2. WCMF-F	2. WCMF-F	2. WEZO-F	2. WEZO-F	2. WVOR-F	2. WHAM	2. WEZO-F	2. WEZO-F	2. WVOR-F	2. WEZO-F
3. WCMF-F	3. WMJQ-F	3. WMJQ-F	3. WCMF-F	3. WCMF-F	3. WHAM	3. WEZO-F	3. WHAM	3. WPXY-F	3. WPXY-F	3. WCMF-F
4.	4. WPXY-F	4. WPXY-F	4. WPXY-F	4. WHAM	4. WBBF	4. WMJQ-F	4. WCMF-F	4. WCMF-F	4. WMJQ-F	4. WPXY-F
5.	5.	5. WEZO-F	5. WMJQ-F	5. WPXY-F	5. WNYR	5. WPXY-F	5. WMJQ-F	5. WMJQ-F	5. WBBF	5. WHAM
				6. WMJQ-F						

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WVOR-F	1. WVOR-F	1. WVOR-F	1. WVOR-F	1. WVOR-F	1. WCMF-F	1. WCMF-F	1. WVOR-F	1. WCMF-F	1. WVOR-F
2. WMJQ-F	2. WMJQ-F	2. WMJQ-F	2. WPXY-F	2. WEZO-F	2. WMJQ-F	2. WMJQ-F	2. WCMF-F	2. WVOR-F	2. WEZO-F
3. WCMF-F	3. WPXY-F	3. WPXY-F	3. WCMF-F	3. WPXY-F	3. WPXY-F	3. WVOR-F	3. WMJQ-F	3. WMJQ-F	3. WCMF-F
4. WPXY-F	4. WCMF-F	4. WEZO-F	4. WMJQ-F	4. WNYR	4.	4. WPXY-F	4. WPXY-F	4. WPXY-F	4. WHAM
5. WDKX-F	5.	5. WCMF-F	5. WHAM	5. WHAM	5.	5.	5. WEZO-F	5. WEZO-F	5. WMJQ-F
				6. WMJQ-F					

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP	10 (1)	269 (4)	279 (5)	23.0	WECQ-F 101.7 Geneva .4/1.1
AOR		120 (1)	120 (1)	9.9	WGVA 1240 Geneva .5/1.4
AC/OLDIES/SOFT ROCK	5 (1)	208 (2)	213 (3)	17.6	WPXY 1280 Rochester .7/4.7
MOR/VARIETY	133 (2)	5 (1)	138 (3)	11.4	WWWG 1460 Rochester .7/2.2
COUNTRY	61 (1)	32 (2)	93 (3)	7.7	WBEN-F 102.5 Buffalo .8/2.2
BLACK/URBAN		32 (1)	32 (1)	2.6	WJYE-F 96.1 Buffalo .4/ .8
BTFL MUSIC		176 (2)	176 (2)	14.5	WKBW 1520 Buffalo .4/1.3
NEWS/TALK	72 (1)		72 (1)	5.9	WPCX-F 106.9 Auburn .5/1.3
NOSTALGIA		79 (2)	79 (2)	6.5	WUWU-F 107.7 Wethersfield .6/1.6
RELIGION	9 (1)		9 (1)	0.7	WYYY-F 94.5 Syracuse .5/1.3
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS					

1211 (22)

RADIO STATIONS

WBBF, 950, 1 KW (DA-2), NEWS/TALK	NBC-T,WSJ,ABC-T,RKO II, \$43.00 (Eastman)	LIN
WHAM, 1180, 50 KW	ABC-I, \$72.00 (MMR)	Rust
WNYR, 990, 1 KW/250 W, COUNTRY	ABC-E, \$ NM (Katz)	Grace
WPXY, 1280, 5 KW (DA-N), CHR	, \$ NA (Christal)	Pyramid
WRTK, 1370, 5 KW (DA-N), TALK	, \$25.00* (HNWH)	
WWWG, 1400, 5 KW (DA-N), RELIGION	, \$12.00 (----)	
WCMF-F, 96.5, 20 KW @ 447, AOR (Pollack)	, \$78.75 (CBS/FM)	Stoner
WDKX-F, 103.9, 800 W @ 540, BLACK	NBN, \$32.00 (Weiss)	
WEZO-F, 101.3, 27 KW @ 637, BTFL MUS	, \$110.00 (Katz)	Grace
WHFM-F, 98.9, 50 KW @ 340, CHR	ABC-C, \$25.00 (MMR)	Rust
WMJQ-F, 92.5, 50 KW @ 500, CHR	ABC-R, \$52.00* (Blair)	LIN
WPXY-F, 97.9, 50 KW @ 656, CHR	, \$52.00* (Christal)	Pyramid
WVOR-F, 100.5, 50 KW @ 490, AC	, \$85.00* (Mc-Guild)	
WYLF-F, 95.1, 13 KW @ 500, NOST (Al Ham)	, \$40.00 (Roslin)	(BRISTOL CENTER)

MISCELLANEOUS COMMENTS

WHAM, WHFM-F sold by Rust to WVOR Inc. for \$7,300,000...WPXY A/F sold by Associated to Pyramid for \$5,900,000 (E)...

SACRAMENTO

Arbitron Rank/Pop (12+): 34/1,046,900  
 CMSA Rank/Pop: # 32  
 MSA Rank/Pop: 36/1,214,400  
 ADI # 20  
 Average Person Rating: 16.7  
 Market TSL: 21.8 hours

Stations: 25/19  
 Diaries: 1280/817:1/52.4%  
 Sample Target: 1240  
 Standard Error: .545  
 % Below Line: 9.4  
 % Not Listed: 11.0

Est. 1984 Revenue: \$31,700,000  
 Gross Inc.: 12.3 Bil  
 HH Inc.: \$26,409  
 Retail \$: 7.7 Bil  
 Pop per Station: 55,100

12+ METRO	1/4/SHARE	SPG 84	FAL 83	SPG 83	FAL 82	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/ METRO CUME RATING	SPG 84	FAL 83			
1.	KCTC-F	155/8.9	8.6	6.6	6.5	7.7	9.6	1. KCTC-F	214/2506	1. KSFM-F	2426/23.2	21.3	21.6
2.	KSFM-F	152/8.7	8.0	7.2	4.5	5.2	10.8	2. KZAP-F	201/2633	2. KXOA-F	1979/18.9	19.0	21.9
3.	KXOA-F	143/8.2	7.9	9.1	7.4	10.2	7.8	3. KSFM-F	193/3141	3. KCTC-F	1822/17.4	18.5	13.5
4.	KZAP-F	131/7.5	8.3	6.8	7.9	8.5	11.2	4. KXOA-F	153/2233	4. KZAP-F	1763/16.8	18.9	18.2
5.	KAER-F	86/4.9	7.3	6.8	6.3	5.7	4.9	5. KRAK	144/2119	5. KWOD-F	1692/16.2	12.0	15.5
6.	KFBK	83/4.7	6.4	3.1	5.2	4.6	3.3	6. KFBK	143/2031	6. KGNR	1587/15.2	12.2	12.1
7.	KHYL-F	82/4.7	3.5	3.3	3.1	3.0	3.3	7. KAER-F	111/1232	7. KFBK	1423/13.6	13.6	12.2
8.	KWOD-F	80/4.6	3.4	5.3	4.9	3.3	5.9	8. KHYL-F	106/1880	8. KPOP-F	1369/13.1	10.1	7.6
9.	KXOA	79/4.5	3.4	2.3	4.8	5.3	3.0	9. KWOD-F	100/2184	9. KHYL-F	1334/12.7	11.7	11.2
10.	KGNR	77/4.4	4.2	5.0	4.2	4.6	3.4	10. KGO	99/1521	10. KRAK	1079/10.3	12.8	14.7
11.	KRAK	75/4.3	6.3	6.3	6.7	4.8	7.0	11. KFRC	84/1872	11. KAER-F	1019/ 9.7	11.9	14.0
12.	KPOP-F	69/3.9	2.5	3.2	3.7	3.3	5.4	12. KXOA	82/ 983	12. KXOA	960/ 9.2	7.6	5.7
13.	KSKK-F	52/3.0	3.5	6.8	8.2	5.5	1.8	13. KGNR	81/1653	13. KFRC	959/ 9.2	10.6	8.9
14.	KSAC-F	44/2.5	3.8	4.6	4.8	5.1	4.7	14. KPOP-F	74/1433	14. KSKK-F	825/ 7.9	7.8	15.6
15.								15.		15. KSAC-F	820/ 7.8	15.3	15.7
16.								16.					
17.								17.					
18.								18.					
19.								19.					
20.								20.					
21.								21.					
22.								22.					
23.								23.					
24.								24.					
25.								25.					

12+ FM SHARE (METRO): 65.57% (1021 of 1557) (FAL 83: 68.08%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID	
1.	KPOP-F	1. KZAP-F	1. KXOA-F	1. KXOA-F	1. KXOA-F	1. KCTC-F	1. KGNR	1. KCTC-F	1. KXOA-F	1. KZAP-F	1. KSFM-F
2.	KSFM-F	2. KXOA-F	2. KSFM-F	2. KSFM-F	2. KSFM-F	2. KXOA-F	2. KCTC-F	2. KXOA-F	2. KSFM-F	2. KSFM-F	2. KXOA-F
3.	KZAP-F	3. KSFM-F	3. KZAP-F	3. KHYL-F	3. KCTC-F	3. KXOA	3. KSFM-F	3. KSFM-F	3. KCTC-F	3. KCTC-F	3. KCTC-F
4.	KWOD-F	4. KWOD-F	4. KHYL-F	4. KCTC-F	4. KHYL-F	4. KGNR	4. KXOA-F	4. KZAP-F	4. KZAP-F	4. KXOA-F	4. KZAP-F
5.		5. KHYL-F	5. KWOD-F	5. KZAP-F	5. KZAP-F	5. KRAK	5. KFBK	5. KHYL-F	5. KAER-F	5. KWOD-F	5. KWOD-F
6.		6.	6. KCTC-F	6. KAER-F	6. KAER-F	6. KSFM-F	6. KZAP-F	6. KXOA	6. KWOD-F	6. KFBK	6. KXOA
7.		7.	7.	7.	7.	7.	7.	7.	7.	7. KPOP-F	7.
8.		8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.		9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1.	KWOD-F	1. KXOA-F	1. KXOA-F	1. KXOA-F	1. KXOA-F	1. KZAP-F	1. KZAP-F	1. KZAP-F	1. KXOA-F
2.	KXOA-F	2. KSFM-F	2. KSFM-F	2. KSFM-F	2. KSFM-F	2.	2. KXOA-F	2. KXOA-F	2. KZAP-F
3.	KSFM-F	3. KWOD-F	3. KHYL-F	3. KCTC-F	3. KCTC-F	3.	3. KSFM-F	3. KSFM-F	3. KSFM-F
4.	KZAP-F	4. KHYL-F	4. KCTC-F	4. KCTC-F	4. KHYL-F	4.	4. KWOD-F	4. KHYL-F	4. KHYL-F
5.	KPOP-F	5. KZAP-F	5. KWOD-F	5. KWOD-F	5. KAER-F	5.	5. KHYL-F	5. KWOD-F	5. KHYL-F
6.	KHYL-F	6. KCTC-F	6. KAER-F	6. KZAP-F	6. KRAK	6.	6. KFRC	6. KFRC	6. KRAK
7.		7.	7.	7.	7.	7.	7.	7.	7.
8.		8.	8.	8.	8.	8.	8.	8.	8.
9.		9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.



FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING		
TOP 40/CHR/CONTEMP	43 (1)	301 (3)	344 (4)	22.1	KAHI	950 Auburn	1.1/1.7
AOR		142 (2)	142 (2)	9.1	KFIA	710 Carmichael	2.1/4.3
AC/OLDIES/SOFT ROCK	10 (1)	269 (3)	279 (4)	17.9	KGMS	1380 Sacramento	1.7/5.5
MOR/VARIETY	55 (3)		55 (3)	3.5	KOWL	1490 S. Lake Tahoe	.6/1.3
COUNTRY	75 (1)	138 (2)	213 (3)	13.7	KTHO	590 Tahoe Valley	.5/1.5
BLACK/URBAN					KBEE-F	103.3 Modesto	.9/1.1
BTFL MUSIC		171 (2)	171 (2)	11.0	KCBS	740 San Francisco	.9/3.9
NEWS/TALK	218 (4)		218 (4)	14.0	KFRC	610 San Francisco	2.5/9.2
NOSTALGIA	98 (2)		98 (2)	6.3	KGO	810 San Francisco	2.5/6.3
RELIGION	37 (1)		37 (1)	2.4	KNBR	680 San Francisco	1.0/4.4
SPANISH					KRQR-F	97.3 San Francisco	.6/1.9
CLASSICAL							
UNKNOWN/OTHERS							
1557 (25)							

12+ ADI 1/4

RADIO STATIONS

AM STATIONS

KENZ, 1240, 1 KW/250 W	, AC	, \$ 23.00 (Selcom)	Jonsson	5. KXOA-F
KFBK, 1530, 50 KW (DA-N)	, NEWS/TALK	MBS,NBC,NBC-T,WSJ, \$66.25 (Katz)	McClatchy	6. KFBK
KFIA, 710, 10 KW/250 W (DA-2)	, RELIGION	, \$ 24.50 (----)		KBEE-F
KGMS, 1380, 5 KW/1 KW (DA-2)	, MOR (Drake-Chen)	CBS, \$ 50.75 (MMR)	Duffy	8. KHYL-F
KGNR, 1320, 5 KW (DA-2)	, TALK/MOR	ABC-I,ABC-E, \$ 60.00* (Christal)	Tribune Co.	9. KWOD-F
KJAY, 1430, 500 W (DAYS,DA)	, RELIGION	, \$ 23.00 (----)		10. KAER-F
KRAK, 1140, 50 KW (DA-1)	, COUNTRY	, \$109.00 (Eastman)	Affiliated	11. KGO
KRCX, 1110, 5 KW/500 W (DA-2)	, SPANISH	, \$ NA (Lotus)	Fuller-Jeffrey (ROSEVILLE)	12. KHOP-F
KXOA, 1470, 5 KW/1 KW (DA-2)	, NOST (A1 Ham)	ABC-D, \$ NM (Blair)	Brown	13. KFRC
				14. KXOA
				15. KGNR

FM STATIONS

KAER-F, 92.5, 115 KW @ 240, COUNTRY	, \$ 75.00 (Katz)	McClatchy	
KCTC-F, 96.1, 45 KW @ 520, BTFL MUS (KalaMusic)	, \$ 72.00* (Christal)	Tribune Co.	12+ ADI CUME
KHYL-F, 101.1, 50 KW @ 465, AC/OLDIES	RKO II, \$ 58.00 (Torbet)	Empire (AUBURN)	1. KSFM-F
KPOP-F, 93.5, 3 KW @ 300, CHR	ABC-C, \$ 40.00 (CBS/FM)	Fuller-Jeffrey (ROSEVILLE)	2. KZAP-F
KSAC-F, 96.9, 50 KW @ 540, AOR	, \$ 69.00 (Selcom)	Jonsson	3. KCTC-F
KSFM-F, 102.5, 50 KW @ 535, CHR	, \$ 91.13 (MMR)	Duffy	4. KRAK
KSKK-F, 105.1, 50 KW @ 240, COUNTRY	, \$ 81.75 (Eastman)	Affiliated	5. KWOD-F
KWOD-F, 106.5, 50 KW @ 310, CHR	CBS-R,RKO, \$ 66.25 (Masla)		6. KXOA-F
KXOA-F, 107.9, 28 KW @ 420, AC	, \$110.00 (Blair)	Brown	7. KFRC
KZAP-F, 98.5, 50 KW @ 495, AOR	, \$ 80.00 (Mc-Guild)	Western Cities	8. KFBK
KEBR-F, 100.5, 115 KW @ 380, RELIGION	, \$ NA (----)	Family	9. KHOP-F
			10. KGNR
			11. KHYL-F
			12. KCBS
			13. KPOP-F
			14. KNBR
			15. KGO

Other ranked stations - See San Francisco or Stockton

ADI FM SHARE:  
65.79%

CALL LETTER CHANGES

KROY-F changes calls to KSAC-F

FORMAT CHANGES

KROY: from AOR to AC

STATION SALES

KZAP-F: sold by Western Cities to Nationwide for \$9,600,000 (E) (Kalil)

KGMS/KSFM-F: sold to Duffy for \$10,000,000 (Crisler)

MISCELLANEOUS COMMENTS

SAGINAW - BAY CITY - MIDLAND

Arbitron Rank/Pop (12+): 97/335,400  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 110/411,500  
 Part of Flint ADI  
 Average Person Rating: 17.7  
 Market TSL: 23.5 hours

Stations: 18/13  
 Diaries: 840/399:1/52.5%  
 Sample Target: 740  
 Standard Error: .696  
 % Below Line: 7.6  
 % Not Listed: 7.4

Est 1984 Revenue: \$7,500,000  
 Gross Inc.: 3.8 Bil  
 HH Inc.: \$27,089  
 Retail \$: 2.3 Bil  
 Pop per Station: 25,800

12+ METRO	1/4/SHARE	SPG 84	FAL 83	SPG 83	FAL 82
1. WIOG-F	99/16.6	13.6	---	14.5	---
2. WHNN-F	75/12.6	9.4	---	8.0	---
WKCQ-F	75/12.6	11.4	---	18.5	---
4. WGER-F	70/11.8	9.7	---	10.5	---
5. WSGW	68/11.4	17.6	---	15.9	---
6. WFXZ-F	45/ 7.6	3.1	---	---	---
7. WSAM	20/ 3.4	2.0	---	4.0	---
8. WWWS-F	18/ 3.0	12.5	---	9.4	---
9. WWCK-F	16/ 2.7	7.1	---	5.4	---
10. WJR	14/ 2.4	2.0	---	1.7	---
11.					
12.					
13.					
14.					
15.					

BIRCH SHARE	12+ TSA	1/4/CUME
1. WGER-F	195/1590	
2. WHNN-F	129/1778	
3. WKCQ-F	112/1475	
4. WIOG-F	110/1488	
5. WWCK-F	106/1470	
6. WSGW	94/1082	
7. WDZZ-F	82/ 785	
8. WJR	74/1151	
9. WFXZ-F	73/1105	
10. WCEN-F	52/ 396	
11.		
12.		
13.		
14.		
15.		

12+ METRO	CUME/	SPG	FAL
METRO	CUME RATING	84	83
1. WIOG-F	1177/35.1	36.6	---
2. WKCQ-F	898/26.8	23.5	---
3. WHNN-F	864/25.8	25.3	---
4. WSGW	826/24.6	32.2	---
5. WGER-F	717/21.4	20.6	---
6. WFXZ-F	649/19.4	8.3	---
7. WSAM	353/10.5	12.2	---
8. WJR	239/ 7.1	6.9	---
9. WWCK-F	238/ 7.1	14.8	---
10. WWWS-F	232/ 6.9	14.7	---
11.			
12.			
13.			
14.			
15.			

12+ FM SHARE (METRO): 74.41% (410 of 551) (FAL 83: NA)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WIOG-F	1. WIOG-F	1. WIOG-F	1. WHNN-F	1. WKCQ-F	1. WKCQ-F	1. WIOG-F	1. WGER-F	1. WIOG-F	1. WIOG-F	1. WIOG-F
2. WFXZ-F	2. WHNN-F	2. WHNN-F	2. WKCQ-F	2. WHNN-F	2. WGER-F	2. WSGW	2. WIOG-F	2. WHNN-F	2. WSGW	2. WKCQ-F
3.	3.	3. WKCQ-F	3. WIOG-F	3. WIOG-F	3. WSGW	3. WHNN-F	3. WHNN-F	WKCQ-F	3. WHNN-F	3. WGER-F
4.	4.	4. WFXZ-F	4. WGER-F	4. WGER-F	4. WHNN-F	4. WKCQ-F	4. WKCQ-F	4. WGER-F	WKCQ-F	4. WHNN-F
5.	5.	5.	5.	5.	5.	5.	5. WSGW	5. WSGW	5. WFXZ-F	5. WFXZ-F

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WIOG-F	1. WIOG-F	1. WIOG-F	1. WHNN-F	1. WHNN-F	1. WIOG-F	1. WIOG-F	1. WIOG-F	1. WHNN-F	1. WKCQ-F
2. WHNN-F	2. WHNN-F	WHNN-F	2. WIOG-F	2. WKCQ-F	2. WWCK-F	2. WHNN-F	2. WHNN-F	2. WIOG-F	2. WHNN-F
WFXZ-F	3.	3. WKCQ-F	3. WKCQ-F	3. WGER-F	3. WFXZ-F	3.	3. WKCQ-F	3. WKCQ-F	3. WIOG-F
4.	4.	4. WFXZ-F	4. WGER-F	4. WIOG-F	4. WHNN-F	4.	4.	4. WGER-F	4. WSGW
5.	5.	5. WGER-F	5.	5.	5.	5.	5.	5.	5.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		144 (2)	144 (2)	26.1	WBCM 1440 Bay City 1.5/6.4
AOR		16 (1)	16 (1)	2.9	WKNX 1210 Saginaw 2.0/4.3
AC/OLDIES/SOFT ROCK	20 (1)	75 (1)	95 (2)	17.2	WMPX 1490 Midland 1.5/5.3
MOR/VARIETY	112 (5)		112 (5)	20.3	WRCI-F 93.5 Midland .5/1.5
COUNTRY	9 (2)	82 (2)	91 (4)	16.5	WXOX 1250 Bay City 1.0/3.5
BLACK/URBAN		20 (2)	20 (2)	3.6	WCEN-F 94.5 Mt. Pleasant 1.2/2.9
BTFL MUSIC		70 (1)	70 (1)	12.7	WDZZ-F 92.7 Flint .3/1.7
NEWS/TALK					WTAC 600 Flint .5/4.4
NOSTALGIA					
RELIGION					
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS		3 (1)	3 (1)	0.5	
			551 (18)		

RADIO STATIONS

WKNX, 1210, 10 KW (DAYS,DA), OLDIES	MBS, \$12.00 (Unirep)	(SAGINAW)
WSAM, 1400, 1 KW/250 W, OLDIES	NBC, \$14.00* (Christal)	(SAGINAW)
WSGW, 790, 5 KW/1 KW (DA-2), MOR	MBS,ABC-I,NBC-T, \$22.50 (Katz)	(SAGINAW)
WXOX, 1250, 1 KW (DAYS), COUNTRY	CBS, \$10.00 (Masla)	(BAY CITY)
WGER-F, 102.5, 86 KW @ 860, BTFL MUS (TM)	UPI, \$27.75 (Mc-Guild)	(BAY CITY)
WIOG-F, 106.3, 3 KW @ 300, CHR	ABC-C, \$24.75 (Katz)	Booth (SAGINAW)
WKCQ-F, 98.1, 50 KW @ 353, COUNTRY	NBC, \$28.00* (Christal)	(SAGINAW)
WHNN-F, 96.1, 97 KW @ 435, CONTEMP/AC	RKO, \$30.00* (Selcom)	Liggett (BAY CITY)
WWWS-F, 107.1, 2 KW @ 360, BLACK	SBN, \$15.00 (Masla)	(SAGINAW)
WFXZ-F, 100.9, 3 KW @ 300, CHR (Drake-Chen)	, \$20.00 (Mich Spot)	(PINCONNING)

WWCK, WTAC - See Flint WJR - See Detroit

MISCELLANEOUS COMMENTS

Major change in Arbitron metro; Bay and Midland Counties added...the counties contain the cities of Bay City and Midland...this is the first fall book for this market...

ST. LOUIS

Arbitron Rank/Pop (12+): 14/1,970,800  
 CMSA Rank/Pop: # 14  
 MSA Rank/Pop: 22/1,781,900  
 ADI # 17  
 Average Person Rating: 17.8  
 Market TSL: 23.5 hours

Stations: 27/27  
 Diaries: 1938/1017:1/59.0%  
 Sample Target: 1740  
 Standard Error: .452  
 % Below Line: 0  
 % Not Listed: 3.9

Est. 1984 Revenue: \$47,100,000  
 Gross Inc.: 22.4 Bil  
 HH Inc.: \$30,291  
 Retail \$: 13.7 Bil  
 Pop per Station: 72,993

12+ METRO	1/4/SHARE	SUM 84	SPG 84	WIN 84	FAL 83	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/METRO CUME RATING	SPG 84	FAL 83
1. KMOX	722/20.6	21.8	20.2	20.6	20.6	20.9	1. KMOX 820/9529	1. KMOX 7864/39.9	39.8	40.4
2. KSHE-F	421/12.0	8.8	7.2	5.6	7.0	16.1	2. KSHE-F 477/4627	2. KSHE-F 3864/19.6	15.6	13.9
3. KMJM-F	266/ 7.6	6.7	6.2	6.8	6.9	9.9	3. KMJM-F 271/2455	3. KHTR-F 3216/16.3	22.2	24.2
4. KEZK-F	207/ 5.9	6.4	5.6	7.7	8.1	4.4	4. WIL-F 246/3004	4. KWK-F 2872/14.6	16.7	18.6
5. WIL-F	203/ 5.8	5.8	6.8	6.3	6.3	4.7	5. KUSA 230/3595	5. KEZK-F 2640/13.4	14.4	17.1
6. KHTR-F	168/ 4.8	6.5	7.9	8.0	8.3	6.9	6. KHTR-F 229/4071	6. WIL-F 2514/12.8	15.0	14.8
7. KSD-F	167/ 4.8	4.9	5.7	4.7	5.4	5.5	7. KEZK-F 227/2921	7. KSD-F 2438/12.4	14.5	12.5
8. KWK-F	151/ 4.3	5.3	5.9	5.9	5.9	5.1	8. KSD-F 184/2738	8. KMJM-F 2378/12.1	12.0	12.6
9. WRTH	143/ 4.1	3.1	4.5	3.5	4.4	2.4	9. KWK-F 164/3260	9. KYKY-F 2301/11.7	10.9	11.2
10. KUSA	136/ 3.9	4.1	3.9	3.9	3.5	3.9	10. WRTH 154/1856	10. KUSA 2030/10.3	10.9	11.5
11. KYKY-F	131/ 3.7	3.3	3.2	3.1	3.4	3.2	11. KYKY-F 139/2477	11. WRTH 1747/ 8.9	10.2	11.4
12. KXOK	91/ 2.6	2.0	1.7	2.0	1.9	1.9	12. KXOK 115/1794	12. KADI-F 1472/ 7.5	8.1	8.2
13. KATZ	67/ 1.9	2.5	1.9	2.6	1.8	.6	13. KGLD 69/1189	13. KXOK 1349/ 6.8	5.4	8.0
14. KGLD	66/ 1.9	2.0	1.1	.9	1.1	1.8	14. KATZ 67/ 954	14. KGLD 1144/ 5.8	5.3	---
15. KADI-F	58/ 1.7	1.7	1.8	2.2	2.1	1.1	15. KADI-F 64/1632	15. WIL 1070/ 5.4	6.4	6.4
16.							16.	16.		
17.							17.	17.		
18.							18.	18.		
19.							19.	19.		
20.							20.	20.		
21.							21.	21.		
22.							22.	22.		
23.							23.	23.		
24.							24.	24.		
25.							25.	25.		

12+ FM SHARE (METRO): 57.79% (1948 of 3371) (FAL 83: 59.64%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KSHE-F	1. KSHE-F	1. KSHE-F	1. KMOX	1. KMOX	1. KMOX	1. KMOX	1. KMOX	1. KMOX	1. KSHE-F	1. KMOX
2. KHTR-F	2. KMJM-F	2. KMOX	2. KMJM-F	2. KMJM-F	2. KEZK-F	2. KSHE-F	2. KSHE-F	2. KSHE-F	2. KMOX	2. KSHE-F
3. KMJM-F	3. KSD-F	3. KMJM-F	3. KSHE-F	3. KSHE-F	3. WIL-F	3. KMJM-F	3. KEZK-F	3. KMJM-F	3. KMJM-F	3. KMJM-F
4. KWK-F	4. KHTR-F	4. KSD-F	4. WIL-F	4. KSHE-F	4. KUSA	4. WIL-F	4. WIL-F	4. WIL-F	4. KWK-F	4. WIL-F
5.	5. KMOX	5. WIL-F	5. KYKY-F	5. KYKY-F	5. WRTH	5. KEZK-F	5. KMJM-F	5. KHTR-F	5. KSD-F	5. KEZK-F
6.	KYKY-F	6. KYKY-F	6. KSD-F	6. KEZK-F	6. KMJM-F	6. KYKY-F	6. KSD-F	6. KEZK-F	6. KHTR-F	6. KHTR-F
7.	7. KWK-F	7. KHTR-F	7. KUSA	7. KSD-F	7.	7. KSD-F	7. WRTH	7. KWK-F	7. WIL-F	7. WRTH
8.	8.	8.	8.	8.	8.	8. KUSA	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. KSHE-F	1. KSHE-F	1. KMJM-F	1. KSD-F	1. KMOX	1. KSHE-F	1. KSHE-F	1. KSHE-F	1. KSHE-F	1. KMOX
2. KHTR-F	2. KSD-F	KMOX	2. KYKY-F	2. WIL-F	2.	2.	2. KMOX	2. KMOX	2. KSHE-F
3. KSD-F	3. KHTR-F	3. KSD-F	3. KMJM-F	3. KMJM-F	3.	3.	3. KMJM-F	3. KMJM-F	3. KMJM-F
KMJM-F	4. KMJM-F	4. KHTR-F	4. KSHE-F	4. KSD-F	4.	4.	4. WIL-F	4. KYKY-F	4. WIL-F
5. KWK-F	5. KYKY-F	5. KSHE-F	5. KHTR-F	5. KYKY-F	5.	5.	5. KUSA	5. KGLD	5. KUSA
6. KYKY-F	6. KWK-F	6. KYKY-F	6. KMOX	6. KEZK-F	6.	6.	6. KWK-F	6. WIL-F	6. KEZK-F
7.	7.	7. WIL-F	7. WIL-F	7.	7.	7.	7. KYKY-F	7.	7. KYKY-F
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP		319 (2)	319 (2)	9.5	KCFM-F	97.1	Florissant	1.6/3.8
AOR		421 (1)	421 (1)	12.5	KFUO-F	99.1	Clayton	.7/2.8
AC/OLDIES/SOFT ROCK	66 (1)	412 (4)	478 (5)	14.2	KIRL	1460	St. Charles	.4/1.7
MOR/VARIETY	10 (1)		10 (1)	0.3	KSIV	1320	Clayton	.5/1.1
COUNTRY	195 (3)	203 (1)	398 (4)	11.8	WCBW-F	104.9	Columbia, IL	.7/2.4
BLACK/URBAN	124 (2)	316 (2)	440 (4)	13.1	WESL	1490	East St. Louis	1.6/4.5
BTFL MUSIC		207 (1)	207 (1)	6.1	WEW	770	St. Louis	1.2/2.0
NEWS/TALK	813 (2)		813 (2)	24.1	WGNU	920	Granite City	.3/1.1
NOSTALGIA	185 (2)		185 (2)	5.5	WIBV	1260	Belleville, IL	.3/1.2
RELIGION	30 (2)	24 (1)	54 (3)	1.6	WIL	1430	St. Louis	1.4/5.4
SPANISH					WMRY-F	101.1	East St. Louis	.6/2.8
CLASSICAL		24 (1)	24 (1)	0.7	WZEN-F	100.3	Alton, IL	1.4/4.9
UNKNOWN/OTHERS		22 (1)	22 (1)	0.7				
			3371 (27)					

12+ ADI 1/4

RADIO STATIONS

AM STATIONS

KATZ, 1600, 5 KW (DA-N)	, BLACK	NBN, \$ NA	(Weiss)	Unity	1. KMOX
KIRL, 1460, 5 KW/500 W (DA-2)	, RELIGION/JAZZ	, \$ 23.00	(Roberts)		2. KSHE-F
KMOX, 1120, 50 KW	, TALK/VARIETY	CBS, \$231.25	(CBS SPot)	CBS	3. KMJM-F
KSIV, 1320, 5 KW (DAYS)	, RELIGION	, \$ 29.00	(----)	Bolt	4. WIL-F
KUSA, 550, 5 KW (DA-N)	, COUNTRY	MBS, \$ 65.00*	(Mc-Guild)	Gannett	5. KEZK-F
KGLD, 1380, 5 KW/1 KW (DA-2)	, OLDIES	, \$ NA	(HNWH)	Robinson	6. KHTR-F
KXEN, 1010, 50 KW (DAYS,DA)	, RELIGION	, \$ 12.00	(----)		7. KUSA
KXOK, 630, 5 KW (DA-2)	, TALK	NBC,NBC-T,ABC-T, \$ 60.00*	(Katz)	Storz	8. KSD-F
WESL, 1490, 1 KW/250 W	, BLACK	SBN, \$ NA	(Lazar)	Willis	9. KWK-F
WEW, 770, 1 KW (DAYS)	, BIG BAND	ABC-D, \$ NA	(----)		10. WRTH
WIL, 1430, 5 KW (DA-2)	, COUNTRY	ABC-E, \$ NA	(Blair)	LIN	11. KYKY-F
WRTH, 590, 1 KW (DA-2)	, NOSTALGIA (Al Ham)	WSJ,ABC-I, \$ 70.00*	(MMR)	Adams	12. KXOK
					13. KGLD
					14. KATZ
					15. KADI-F

FM STATIONS

KADI-F, 96.3, 100 KW @ 650	CONTEMP/AC	Source,RKO, \$ 30.00*	(Masla)		<u>12+ ADI CUME</u>
KCFM-F, 97.1, 32 KW @ 600	OLDIES (Drake-Chen)	ABC-D, \$ NA	(Weiss)		1. KMOX
KEZK-F, 102.5, 100 KW @ 500	BTFL MUS	, \$110.00*	(MMR)	Adams	2. KSHE-F
KFUO-F, 99.1, 100 KW @ 557	CLASSICAL	WSJ, \$ NA	(CMBS)	Lutheran Church	3. KHTR-F
KHTR-F, 103.3, 100 KW @ 1212	CHR	CBS-R, \$173.75	(CBS/FM)	CBS	4. KWK-F
KNJM-F, 107.7, 100 KW @ 575	URBAN	, \$ 85.00*	(Christal)	Amaturo	5. WIL-F
KSD-F, 93.7, 100 KW @ 850	AC	, \$110.00*	(Mc-Guild)	Gannett	6. KUSA
KSHE-F, 94.7, 100 KW @ 500	AOR (Pollack)	, \$120.00*	(Katz)	Emmis	7. KEZK-F
KWK-F, 106.5, 39 KW @ 592	CHR/AOR	, \$11.94	(HNWH)	Robinson	8. KSD-F
KYKY-F, 98.1, 100 KW @ 580	AC	, \$ 75.00*	(Christal)	EZ	9. KYKY-F
WIL-F, 92.3, 100 KW @ 510	COUNTRY	, \$ 90.00*	(Blair)	LIN	10. KMJM-F
WZEN-F, 100.3, 50 KW @ 495	BLACK	NBN, \$ 60.00	(Weiss)	Unity	11. WRTH
					12. KADI-F
					13. KXOK
					14. KGLD
					15. WIL

ADI FM SHARE:  
57.89%

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

MISCELLANEOUS COMMENTS

WESL sold to Willis for \$700,000  
 Jersey, IL county added to Metro...awful book for CHR... superb book for KSHE...  
 KYKY-F: sold by Surrey to EZ for \$4,000,000 (Kalil)

Arbitron Rank/Pop (12+): 119/263,800  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 141/313,100  
 ADI # 106  
 Average Person Rating: 18.5  
 Market TSL: 24.6 hours

Stations: 22/13  
 Diaries: 709/372:1/47.0%  
 Sample Target: 640  
 Standard Error: .802  
 % Below Line: 37.2  
 % Not Listed: 14.0

Est 1984 Revenue: \$7,700,000  
 Gross Inc.: 2.9 Bil  
 HH Inc.: \$27,720  
 Retail \$: 1.9 Bil  
 Pop per Station: 20,292

12+ METRO	1/4/SHARE	SPG 84	FAL 83	SPG 83	FAL 82
1. KDON-F	53/10.9	9.0	8.2	8.6	9.4
2. KWSS-F	48/ 9.9	7.7	9.1	5.3	2.5
3. Kwav-F	37/ 7.6	9.4	8.2	6.4	5.8
4. KBAY-F	35/ 7.2	6.0	3.2	4.6	3.9
5. KTOM	34/ 7.0	5.5	7.1	9.3	8.3
6. KGO	28/ 5.7	6.6	7.7	6.8	8.5
7. KTOM-F	23/ 4.7	4.1	2.7	6.2	8.5
8. KBOQ-F	20/ 4.1	1.7	2.3	3.5	3.9
9. KSJO-F	17/ 3.5	1.9	2.5	2.9	1.6
10. KCTY	16/ 3.3	4.3	7.3	6.8	3.9
KRAY-F	16/ 3.3	4.9	3.2	1.3	1.6
12. KMBY-F	15/ 3.1	3.2	2.3	1.3	1.6
13.					
14.					
15.					

BIRCH SHARE	12+ TSA 1/4/CUME
1. KGO	93/1012
2. KWSS-F	87/1274
3. KDON-F	70/1001
4. KBAY-F	69/ 739
5. Kwav-F	46/ 766
6. KTOM	41/ 439
7. KTOM-F	29/ 418
8. KSJO-F	26/ 342
KBOQ-F	26/ 354
10. KNRY	22/ 292
11.	
12.	
13.	
14.	
15.	

12+ METRO	CUME/ METRO	CUME RATING	SPG 84	FAL 83
1. KWSS-F	733/27.8	25.7	22.8	
2. KDON-F	713/27.0	27.0	24.6	
3. Kwav-F	578/21.9	22.2	19.3	
4. KGO	424/16.1	13.7	14.4	
5. KBAY-F	338/12.8	11.1	6.7	
6. KTOM	328/12.4	10.7	13.0	
7. KTOM-F	319/12.1	10.0	6.7	
8. KIDD	235/ 8.9	10.9	11.9	
9. KCBS	219/ 8.3	9.3	10.6	
10. KMBY-F	211/ 8.0	7.6	7.8	
11.				
12.				
13.				
14.				
15.				

12+ FM SHARE (METRO): 70.17% (294 of 419) (FAL 83: 58.11%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KDON-F	1. KDON-F	1. KWSS-F	1. Kwav-F	1. Kwav-F	1. KBAY-F	1. KDON-F	1. KDON-F	1. KDON-F	1. KDON-F	1. KWSS-F
2. KWSS-F	2. KWSS-F	2. KDON-F	2. KWSS-F	2. KTOM	2. KTOM	2. KWSS-F	2. KWSS-F	2. KWSS-F	2. KWSS-F	2. KDON-F
3.	3. Kwav-F	3. Kwav-F	3. KDON-F	3. KWSS-F	KGO	3. KTOM	3. KBAY-F	3. Kwav-F	3. Kwav-F	3. Kwav-F
4.	4.	4. KTOM	KTOM	4. KDON-F	4. KTOM-F	4. KGO	4. KTOM	4. KBAY-F	4. WBOQ-F	4. KTOM
5.	5.	5. KTOM-F	5.	5.	5.	5. Kwav-F	Kwav-F	5. KTOM	5. KSJO-F	5. KBAY-F

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. KDON-F	1. Kwav-F	1. Kwav-F	1. Kwav-F	1. Kwav-F	1. KWSS-F	1. KDON-F	1. KWSS-F	1. KDON-F	1. KTOM
2. KWSS-F	2. KDON-F	2. KDON-F	2. KDON-F	2. KWSS-F	KSJO-F	2. KWSS-F	KTOM	2. Kwav-F	2. KDON-F
3. KLFA-F	3. KWSS-F	KWSS-F	KWSS-F	3. KDON-F	3. KDON-F	3. Kwav-F	3. KDON-F	KWSS-F	KWSS-F
4. Kwav-F	4.	4.	4.	4. KTOM	4. KTOM	KTOM	4. Kwav-F	4.	KCTY
KRAY-F	5.	5.	5.	5.	5.	5.	5.	5.	5.

FORMATS	AM	FM	TOTAL	%
TOP 40/CHR/CONTEMP	9 (1)	101 (2)	110 (3)	26.3
AOR		42 (3)	42 (3)	10.0
AC/OLDIES/SOFT ROCK	9 (1)	41 (2)	50 (3)	11.9
MOR/VARIETY	5 (1)		5 (1)	1.2
COUNTRY	34 (1)	23 (1)	57 (2)	13.6
BLACK/URBAN				
BTFM MUSIC		38 (2)	38 (2)	9.1
NEWS/TALK	40 (2)		40 (2)	9.5
NOSTALGIA	8 (1)		8 (1)	1.9
RELIGION				
SPANISH	16 (1)	29 (2)	45 (3)	10.7
CLASSICAL		20 (1)	20 (1)	4.8
UNKNOWN/OTHERS	4 (1)		4 (1)	1.0
419 (22)				

OTHER RATED STATIONS/METRO SHARE & CUME RATING			
KDON	1460	Salinas	1.6/5.2
KIDD	630	Monterey	1.8/8.9
KLFA-F	92.1	King City	2.7/2.5
KNRY	1240	Monterey	1.8/5.2
KWST-F	101.7	Carmel	2.1/7.5
KARA-F	105.7	Santa Clara	.8/2.4
KCBS	740	San Francisco	2.5/8.3
KMFO	1540	Aptos	.8/1.3
KNBR	680	San Francisco	1.0/3.3
KSCO-F	99.1	Santa Cruz	.6/2.4

**RADIO STATIONS**

KCTY, 930, 1 KW (DAYS), SPANISH	, \$31.00 (Lotus)	
KDON, 1460, 5 KW (DA-1), NOST (SMN)	, \$15.00 (Katz)	Grace
KNRY, 1240, 1 KW (DA-1), OLDIES	MBS, \$14.00 (Roslin)	
KTOM, 1380, 5 KW (DA-2), COUNTRY	ABC-E, \$27.90 (MMR)	Comm. Pacific
KIDD, 630, 1 KW (DA-2), CHR	, \$22.25 (Torbet)	Walton
KDON-F, 102.5, 19 KW @ 2270, CHR	, \$30.25 (Katz)	Grace
KMBY-F, 107.1, 910 W @ 570, AOR	, \$17.00 (Selcom)	
KRAY-F, 103.9, 3 KW @ 225, SPANISH	, \$31.00 (Lotus)	
KTOM-F, 100.7, 910 W @ 2575, COUNTRY	, \$18.60 (MMR)	Comm. Pacific
KWST-F, 101.7, 900 W @ 590, AOR	, \$15.00* (Torbet)	
Kwav-F, 96.9, 18 KW @ 2575, AC	APR, \$37.00 (HNWH)	Buckley
KOCN-F, 104.9, 950 W @ 550, COUNTRY	, \$10.00 (Masla)	
KBOQ-F, 92.7, 1 KW @ 570, CLASSICAL	, \$18.00 (Weiss)	(MARINA)

SALT LAKE CITY

Arbitron Rank/Pop (12+): 44/793,200  
 CMSA Rank/Pop: # 38  
 MSA Rank/Pop: 44/1,020,700  
 ADI # 39  
 Average Person Rating: 16.5  
 Market TSL: 21.5 hours

Stations: 28/28  
 Diaries: 1147/692:1/52.1%  
 Sample Target: 1070  
 Standard Error: .567  
 % Below Line: 0  
 % Not Listed: 7.2

Est. 1984 Revenue: \$23,900,000  
 Gross Inc.: 9.4 Bil  
 HH Inc.: \$28,635  
 Retail \$: 5.4 Bil  
 Pop per Station: 28,329

12+ METRO	1/4/SHARE	SPG 84	FAL 83	SPG 83	FAL 82	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/ METRO CUME RATING	SPG 84	FAL 83
1. KSFI-F	138/10.5	10.8	11.5	11.3	10.2	9.0	1. KSL 220/3557	1. KSL 1926/24.3	23.4	29.0
2. KSL	122/ 9.3	8.5	10.8	11.9	13.1	9.5	2. KSFI-F 202/2702	2. KSFI-F 1849/23.3	19.4	20.8
3. KRSP-F	93/ 7.1	8.9	9.9	8.2	7.0	12.6	3. KRSP-F 155/2211	3. KRSP-F 1564/19.7	20.0	21.1
4. KCPX-F	84/ 6.4	7.2	3.8	6.0	6.3	7.2	4. KSOP-F 125/1645	4. KCPX-F 1369/17.3	19.1	13.6
5. KLCY-F	82/ 6.3	5.7	5.9	5.5	3.4	5.2	5. KCPX-F 120/1934	5. KLCY-F 1326/16.7	13.2	15.7
6. KLUB	74/ 5.6	4.3	5.1	3.5	4.4	4.0	6. KLCY-F 113/1707	6. KLTQ-F 1038/13.1	4.2	3.1
7. KSOP-F	74/ 5.6	4.1	6.6	5.9	10.4	6.5	7. KLUB 88/1247	7. KSOP-F 1024/12.9	11.1	15.2
KALL	59/ 4.5	5.3	4.8	4.9	4.9	5.3	8. KFMF-F 70/1579	8. KALL 1020/12.9	13.1	15.1
9. KLTQ-F	51/ 3.9	1.2	1.0	.6	.7	3.6	9. KALL 63/1135	9. KBUG 980/12.4	10.3	11.9
10. KISN-F	47/ 3.6	3.7	4.7	5.2	3.8	3.4	10. KZAN-F 62/ 992	10. KISN-F 937/11.8	10.7	12.1
11. KKAT-F	44/ 3.4	4.1	.8	---	---	3.1	11. KISN-F 59/1261	11. KLUB 917/11.6	10.7	11.5
12. KZAN-F	42/ 3.2	2.9	4.8	4.2	2.1	2.7	12. KLTQ-F 57/1214	12. KDAB-F 866/10.9	13.2	11.5
13. KBUG	34/ 2.6	3.9	3.3	2.6	3.2	2.4	13. KKAT-F 53/ 817	13. KFMF-F 818/10.3	11.6	12.2
KDAB-F	34/ 2.6	3.2	3.2	2.6	4.5	3.0	KBUG 53/1245	14. KRSP 746/ 9.4	11.3	11.9
15. KCGL-F	33/ 2.5	1.2	---	1.5	.8	2.3	15. KDAB-F 37/1027	15. KZAN-F 666/ 8.4	8.2	10.1
16.							16.	16.		
17.							17.	17.		
18.							18.	18.		
19.							19.	19.		
20.							20.	20.		
21.							21.	21.		
22.							22.	22.		
23.							23.	23.		
24.							24.	24.		
25.							25.	25.		

12+ FM SHARE (METRO): 65.08% (792 of 1217) (FAL 83: 60.76%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KCPX-F	1. KRSP-F	1. KLCY-F	1. KSL	1. KSFI-F	1. KSFI-F	1. KSL	1. KSFI-F	1. KSFI-F	1. KRSP-F	1. KSL
2. KRSP-F	2. KLCY-F	2. KSL	2. KSFI-F	2. KSL	2. KSL	2. KSFI-F	2. KLCY-F	2. KSL	2. KCPX-F	2. KSFI-F
3.	3. KLTQ-F	3. KSFI-F	3. KLCY-F	3. KLCY-F	3. KLUB	3. KALL	3. KSL	3. KLCY-F	3. KSFI-F	3. KRSP-F
4.	4. KCPX-F	4. KRSP-F	4. KALL	4. KALL	4. KALL	4. KLCY-F	4. KRSP-F	4. KRSP-F	4. KSL	4. KCPX-F
5.	5. KSL	5. KSOP-F	5. KSOP-F	5. KSOP-F	5. KSOP-F	5. KCPX-F	5. KLUB	5. KCPX-F	5. KISN-F	5. KSOP-F
6.	6. KISN-F	6. KALL	6. KKAT-F	6. KKAT-F	6. KLCY-F	6. KLUB	6. KSOP-F	6. KSOP-F	6. KSOP-F	6. KLUB
7.	KSOP-F	7.	7.	7.	7.	KRSP-F	7.	7.	7.	7.
8.	8.	8.	8.	8.	8.	8. KSOP-F	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. KLCY-F	1. KLTQ-F	1. KSFI-F	1. KLTQ-F	1. KSFI-F	1. KRSP-F	1. KRSP-F	1. KRSP-F	1. KLCY-F	1. KSL
2. KCPX-F	KLCY-F	2. KSL	KSL	2. KSL	2.	2. KLCY-F	2. KLCY-F	KSL	2. KLCY-F
KLTQ-F	3. KSL	3. KLCY-F	3. KSFI-F	3. KALL	3.	3. KCPX-F	3. KSL	3. KISN-F	3. KALL
4. KSOP-F	4. KCPX-F	4. KLTQ-F	4. KBUG	4. KSOP-F	4.	KISN-F	4. KSOP-F	4. KLTQ-F	4. KSFI-F
5. KLRZ-F	KSFI-F	5. KALL	5. KLCY-F	5. KLCY-F	5.	5. KLTQ-F	5. KCPX-F	KRSP-F	KSOP-F
KISN-F	6. KBUG	6. KCPX-F	6. KCPX-F	KLTQ-F	6.	KSL	6.	6.	6. KZAN-F
7.	7.	KSOP-F	7.	7.	7.	7.	7.	7.	7. KKAT-F
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP	28 (1)	217 (5)	245 (6)	20.1	KANN	1090	Ogden	.5/1.1
AOR		126 (2)	126 (2)	10.4	KDYL	1280	Salt Lake	1.3/7.2
AC/OLDIES/SOFT ROCK	104 (4)	133 (2)	237 (6)	19.5	KFAM	700	Salt Lake	.5/2.8
MOR/VARIETY	122 (1)		122 (1)	10.0	KFMY-F	96.1	Provo	2.3/10.3
COUNTRY	37 (2)	178 (4)	215 (6)	17.7	KJQN	1490	Ogden	.5/2.4
BLACK/URBAN					KLO	1430	Ogden	1.1/2.9
BTFL MUSIC	6 (1)	138 (1)	144 (2)	11.8	KLRZ-F	94.9	Provo	1.7/6.6
NEWS/TALK	32 (2)		32 (2)	2.6	KLTQ	860	Salt Lake	.3/1.6
NOSTALGIA	89 (2)		89 (2)	7.3	KRGO	1550	W. Valley City	1.0/3.7
RELIGION	7 (1)		7 (1)	0.6	KRGO-F	107.9	Roy	1.4/2.5
SPANISH					KRSP	1060	Salt Lake	2.1/9.4
CLASSICAL					KSOP	1370	Salt Lake	1.8/5.7
UNKNOWN/OTHERS					KZJO	630	Salt Lake	1.1/3.3

1217 (28)

12+ ADI 1/4

RADIO STATIONS

AM STATIONS

KALL, 910, 5 KW/1 KW (DA-N), AC (Drake-Chen)	ABC-I, NBC, \$60.75 (Eastman)	Hatch
KBBX, 1600, 5 KW (DAYS), RELIGION	, \$ 6.00 (----)	Schwartz
KBUG, 1320, 5 KW (DA-1), OLDIES/AC	, \$81.75 (Katz)	John Price
KDYL, 1280, 5 KW/500 W (DA-N), NEWS/TALK	WSJ, APR, MBS, \$22.00 (Blair)	
KFAM, 700, 50 KW/1 KW (DA-2), BTFL MUS	UPI, \$30.50 (Unirep)	
KLAF, 1230, 1 KW/250 W, AC/COUNTRY	, \$14.00 (P/W)	
KLUB, 570, 5 KW (DA-1), NOST (Al Ham)	NBC, \$35.00* (Mc-Guild)	
KRGO, 1550, 10 KW/500 W, COUNTRY	ABC-E, \$20.00 (Christal)	
KRSP, 1060, 10 KW/1 KW (DA-N), CHR	, \$26.00* (Selcom)	
KSL, 1160, 50 KW, MOR	CBS, \$95.00* (Torbet)	Bonneville
KSOP, 1370, 5 KW/500 W (DA-N), COUNTRY (Century 21)	, \$30.00 (MMR)	
KLTQ, 860, 1 KW, AC (Churchill)	, \$12.00 (----)	
KZJO, 630, 1 KW/500 W (DA-2), TALK	ABC-T, \$17.00 (----)	

1. KSL
2. KSFI-F
3. KRSP-F
4. KSOP-F
5. KCPX-F
6. KLCY-F
7. KLUB
8. KFMY-F
9. KALL
10. KZAN-F
11. KISN-F
12. KLTQ-F
13. KKAT-F
14. KBUG
15. KDAB-F

FM STATIONS

KCGL-F, 105.5, 500 W @ 650, AOR	, \$ 23.00 (----)	Schwartz
KCPX-F, 98.7, 27 KW @ 2932, CHR	, \$102.00 (Katz)	John Price
KFMY-F, 96.1, 55 KW @ 2620, CHR	, \$ 44.00* (Masla)	First Media (PROVO)
KISN-F, 97.1, 26 KW @ 3650, CONTEMP	CBS-R, \$ 54.00* (Mc-Guild)	
KLCY-F, 94.1, 24 KW @ 3030, AC (Fairwest)	RKO, \$ 50.75 (Eastman)	Hatch
KRSP-F, 103.5, 19 KW @ 3650, AOR	, \$ 56.00* (Selcom)	
KSFI-F, 100.3, 26 KW @ 3740, BTFL MUS	, \$ 60.00 (Blair)	
KSOP-F, 104.3, 25 KW @ 3650, COUNTRY (Century 21)	, \$ 55.00* (MMR)	
KLTQ-F, 93.3, 26 KW @ 3900, AC (Churchill)	, \$ 30.00 (----)	
KDAB-F, 101.1, 25 KW @ 3740, CHR (TM)	, \$ 28.00 (Torbet)	(OGDEN)
KZAN-F, 97.9, 26 KW @ 3770, COUNTRY	, \$ 23.00 (Christal)	(OGDEN)
KLRZ-F, 94.9, 48 KW @ 2780, CONTEMP/AC	, \$ 42.50 (Christal)	(PROVO)
KKAT-F, 101.9, 28 KW @ 3742, COUNTRY	, \$ 20.00 (Weiss)	(OGDEN)

12+ ADI CUME

1. KSL
2. KSFI-F
3. KRSP-F
4. KCPX-F
5. KLCY-F
6. KSOP-F
7. KFMY-F
8. KBUG
9. KISN-F
10. KLUB
11. KLTQ-F
12. KALL
13. KDAB-F
14. KZAN-F
15. KRSP

ADI FM SHARE:  
65.83%

CALL LETTER CHANGES

KWHO changed to KLTQ (Sep)  
KWHO-F changed to KLTQ-F (Sep)

FORMAT CHANGES

STATION SALES

KUUT (Orem): sold to  
TransCOM for \$1,500,000  
(Blackburn)

MISCELLANEOUS COMMENTS

**SAN ANTONIO**

Arbitron Rank/Pop (12+): 38/961,500  
 MSA Rank/Pop: # 33  
 4SA Rank/Pop: 38/1,195,700  
 ADI # 43  
 Average Person Rating: 19.4  
 Market TSL: 25.3 hours

Stations: 27/26  
 Diaries: 1311/733:1/46.0%  
 Sample Target: 1200  
 Standard Error: .586  
 % Below Line: 0.3  
 % Not Listed:

Est. 1984 Revenue: \$36,400,000  
 Gross Inc.: 10.7 Bil  
 HH Inc.: \$27,211  
 Retail \$: 6.4 Bil  
 Pop per Station: 36,981

12+ METRO	1/4/SHARE	SPG 84	FAL 83	SPG 83	FAL 82	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/ METRO CUME RATING	SPG 84	FAL 83
1. KQXT-F	157/8.4	8.5	7.9	10.2	6.3	5.3	1. KKYX 270/3007	1. KTFM-F 2121/22.1	24.5	22.7
2. KTFM-F	153/8.2	9.5	9.3	6.1	7.3	10.0	2. KQXT-F 177/1954	2. KISS-F 1768/18.4	15.0	16.9
3. KISS-F	133/7.1	6.3	6.0	5.9	12.2	11.5	3. KTFM-F 165/2369	3. KTSA 1687/17.5	18.2	20.4
4. KLLS-F	120/6.4	5.2	4.9	5.9	5.4	6.9	4. WOAI 158/2308	4. KQXT-F 1661/17.3	15.8	15.3
5. KXZL-F	119/6.4	7.6	8.0	8.2	2.3	7.8	5. KTSA 148/2739	5. KITY-F 1607/16.7	17.4	14.0
6. KAJA-F	118/6.3	7.3	7.4	7.2	7.5	7.4	6. KAJA-F 146/1568	6. KXZL-F 1540/16.0	17.1	18.2
7. KKYX	117/6.3	7.3	5.3	6.2	6.0	4.1	7. KISS-F 141/1938	7. KLLS-F 1448/15.1	14.3	14.4
8. KCOR	112/6.0	5.5	9.1	5.2	6.0	2.7	8. KLLS-F 133/1619	8. KAJA-F 1380/14.4	14.3	15.7
9. KBUC-F	109/5.8	4.5	4.6	4.4	4.6	3.4	9. KXZL-F 129/1773	9. KKYX 1366/14.3	14.4	15.1
10. WOAI	93/5.0	4.5	5.0	7.3	5.2	6.4	10. KBUC-F 128/1482	10. WOAI 1346/14.0	12.6	12.4
11. KTSA	90/4.8	6.1	6.0	6.3	6.4	6.0	11. KCOR 113/1031	11. KBUC-F 1145/11.9	9.9	11.8
12. KITY-F	86/4.6	5.3	4.1	4.0	5.7	5.5	12. KITY-F 99/1697	12. KCOR 995/10.3	10.6	12.2
13. KEDA	62/3.3	1.9	2.6	1.9	2.6	2.4	13. KASE-F 66/ 842	13. KONO 900/ 9.4	10.0	12.5
14. KONO	50/2.7	3.1	4.8	3.8	4.0	2.1	14. KEDA 63/ 585	14. KSAQ-F 734/ 7.6	7.7	2.2
15. KSAQ-F	45/2.4	2.3	.6	2.2	1.2	3.5	15. KONO 57/1043	15. KSJL 619/ 6.4	---	---
16.							16.	16.		
17.							17.	17.		
18.							18.	18.		
19.							19.	19.		
20.							20.	20.		
21.							21.	21.		
22.							22.	22.		
23.							23.	23.		
24.							24.	24.		
25.							25.	25.		

12+ FM SHARE (METRO): 59.52% (1066 of 1791) (FAL 83: 57.39%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KISS-F	1. KISS-F	1. KTFM-F	1. KLLS-F	1. KLLS-F	1. KQXT-F	1. KTFM-F	1. KQXT-F	1. KQXT-F	1. KISS-F	1. KQXT-F
2. KXZL-F	2. KTFM-F	2. KLLS-F	2. KTFM-F	2. KTFM-F	2. KBUC-F	2. KBUC-F	2. KLLS-F	2. KTFM-F	2. KXZL-F	2. KTFM-F
3. KTFM-F	3. KXZL-F	3. KISS-F	3. KBUC-F	3. KQXT-F	3. KCOR	3. KKYX	3. KKYX	3. KXZL-F	3. KTFM-F	3. KISS-F
4. KSAQ-F	4. KLLS-F	4. KXZL-F	4. KAJA-F	4. KBUC-F	4. KKYX	4. KLLS-F	4. KTFM-F	4. KISS-F	4. KQXT-F	4. KAJA-F
5. KSJL	5. KITY-F	5. KAJA-F	5. KQXT-F	5. KAJA-F	5. KAJA-F	5. KAJA-F	5. KCOR	5. KLLS-F	5.	5. KXZL-F
6. KITY-F	6. KAJA-F	6. KBUC-F	6. KTSA	6. KTSA	6. KLLS-F	6. WOAI	6. WOAI	6. KKYX	6.	6. KBUC-F
7.	7.	7. KITY-F	7. KKYX	7. KKYX	7. KTFM-F	7. KCOR	7. KAJA-F	7. KAJA-F	7.	7. KCOR
8.	8.	8. KQXT-F	8.	8.	8.	8.	8.	8. KBUC-F	8.	8.
9.	9.	9. KTSA	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. KTFM-F	1. KTFM-F	1. KTFM-F	1. KTFM-F	1. KLLS-F	1. KISS-F	1. KISS-F	1. KISS-F	1. KISS-F	1. KBUC-F
2. WXZL-F	2. KLLS-F	2. KLLS-F	2. KLLS-F	2. KTFM-F	2. KXZL-F	2. KXZL-F	2. KXZL-F	2. KTFM-F	2. KTFM-F
3. WITY-F	3. KITY-F	3. KITY-F	3. KTSA	3. KQXT-F	3. KAJA-F	3. KLLS-F	3. KAJA-F	3. KXZL-F	3. KKYX
4. KISS-F	4. KXZL-F	4. KAJA-F	4. KITY-F	4. KCOR	4.	4. KLLS-F	4. KLLS-F	4. KLLS-F	4. KLLS-F
5. KLLS-F	5. KISS-F	5. KQXT-F	5. KAJA-F	5. KTSA	5.	5. KAJA-F	5. KBUC-F	5. KKYX	5. KISS-F
6.	6. KAJA-F	6. KTSA	6. KQXT-F	6. KAJA-F	6.	6.	6. KTFM-F	6.	6. KQXT-F
7.	7. KTSA	7. KXZL-F	7.	7. KBUC-F	7.	7.	7. KKYX	7.	7. KAJA-F
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.



FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP	33 (1)	284 (3)	317 (4)	17.7	KAPE	1480	San Antonio	2.3/3.6
AOR		273 (3)	273 (3)	15.2	KBUC	1310	San Antonio	1.7/5.9
AC/OLDIES/SOFT ROCK	156 (3)	120 (1)	276 (4)	15.4	KDRY	1100	ALamo Heights	.3/ .9
MOR/VARIETY	12 (1)		12 (1)	0.7	KESI-F	106.3	Terrell Hills	1.1/4.0
COUNTRY	149 (2)	232 (3)	381 (5)	21.3	KFHM	1150	San Antonio	.3/1.1
BLACK/URBAN	42 (1)		42 (1)	2.3	KGNB	1420	New Braunfels	.7/1.2
BTFM MUSIC		157 (1)	157 (1)	8.8	KLLS	930	Terrell Hills	.9/4.0
NEWS/TALK	93 (1)		93 (1)	5.2	KSJL	760	San Antonio	1.8/6.4
NOSTALGIA	13 (1)		13 (1)	0.8	KSLR	630	San Antonio	1.4/2.8
RELIGION	31 (2)		31 (2)	1.7	KWED	1580	Seguin	.6/1.3
SPANISH	196 (4)		196 (4)	10.9	KXET	1250	San Antonio	.9/2.4
CLASSICAL					KASE-F	100.7	Austin	.3/1.0
UNKNOWN/OTHERS								

1791 (27)

12+ ADI 1/4

RADIO STATIONS

AM STATIONS

KAPE, 1480, 500 W (DAYS,DA)	, BLACK	, \$ 31.00 (Masla)					1. KKYX
KBUC, 1310, 5 KW (DAYS,DA)	, COUNTRY	, \$ NA (Eastman)			Tetco		2. KQXT-F
KCOR, 1350, 5 KW (DA-N)	, SPANISH	, \$ 96.50 (Katz)			Tichenor		3. KTFM-F
KDRY, 1100, 2.5 KW/1 KW (DA-N)	, RELIGION	, \$ 7.00 (----)					4. WOAI
KEDA, 1540, 5 KW/1 KW (DA-N)	, SPANISH	, \$ 27.00 (Selcom)					5. KAJA-F
KFHM, 1150, 1 KW (DAYS,DA)	, SPANISH	, \$ 14.50 (National)					6. KISS-F
KKYX, 680, 50 KW/10 KW (DA-N)	, COUNTRY	ABC-D, \$114.00 (Christal)			Swanson		7. KTSA
KLLS, 930, 5 KW/1 KW (DA-N)	, AC	MBS,UPI, \$ NA (Selcom)			Southwestern		8. KLLS-F
KONO, 860, 5 KW/1 KW (DA-N)	, AC/OLDIES (Klemm)	ABC-C,WSJ, \$ 45.00* (MMR)					9. KBUC-F
KTSA, 550, 5 KW (DA-N)	, AC/CHR	, \$ 90.00 (Blair)					10. KXZL-F
KXET, 1250, 1 KW (DA-N)	, SPANISH	, \$ 31.00 (Lotus)			Lotus		11. KCOR
WOAI, 1200, 50 KW	, NEWS/TALK	CBS, \$ 71.00* (CBS Spot)			Clear Channel		12. KITY-F
KSJL, 760, 50 KW/1 KW (DA-2)	, CHR (Burk-Abr)	, \$ NA (----)					13. KEDA
							14. KEPS
							15. KSJL

FM STATIONS

KAJA-F, 97.3, 100 KW @ 472, COUNTRY	, \$ 70.00* (CBS Spot)	Clear Channel	1. KKYX
KBUC-F, 107.5, 100 KW @ 408, COUNTRY	, \$ 45.00* (Eastman)	Tetco	2. KTFM-F
KESI-F, 106.3, 3 KW @ 143, AOR	, \$ 25.00 (Masla)		3. KTSA
KISS-F, 99.5, 100 KW @ 570, AOR (Pollack)	Source, \$ 80.00* (Mc-Guild)	Capitol-WRAL	4. WOAI
KITY-F, 92.9, 100 KW @ 450, CHR (Klemm)	ABC-F, \$ 52.00* (MMR)		5. KQXT-F
KLLS-F, 100.3, 100 KW @ 580, AC (Fairwest)	, \$ 70.00* (Selcom)	Southwestern	6. KISS-F
KQXT-F, 101.9, 100 KW @ 670, BTFM MUS	, \$ 95.25 (Katz)	Westinghouse	7. KXZL-F
KSAQ-F, 96.1, 100 KW @ 480, CONTEMP	MBS, \$ NA (HNWH)		8. KITY-F
KTFM-F, 102.7, 99 KW @ 670, CHR	, \$ 75.00* (Blair)		9. KLLS-F
KXZL-F, 104.5, 100 KW @ 750, AOR	, \$ 65.75 (Torbet)	Lotus	10. KAJA-F
			11. KBUC-F
			12. KONO
			13. KCOR
			14. KSJL
			15. KSAQ-F

ADI FM SHARE:

52.76%

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

MISCELLANEOUS COMMENTS

KBUC: sold by TETCO for \$1,000,000

KSJL is a new station...

KLLS A/F: sold by SBI to Swanson for \$8,000,000 (Crisler)

KWED-F (Seguin): sold to American Media for \$4,200,000 (American)

**SAN DIEGO**

Arbitron Rank/Pop (12+): 20/1,753,600  
 CMSA Rank/Pop: # 19  
 MSA Rank/Pop: 17/2,093,300  
 ADI # 25  
 Average Person Rating: 16.6  
 Market TSL: 22.0 hours

Stations: 36/24  
 Diaries: 2006/874:1/45.6%  
 Sample Target: 1610  
 Standard Error: .447  
 % Below Line: 20.9  
 % Not Listed: 6.3

Est. 1984 Revenue: \$49,800,000  
 Gross Inc.: 22.5 Bil  
 HH Inc.: \$29,392  
 Retail \$: 12.2 Bil  
 Pop per Station: 73,067

12+ METRO	1/4/SHARE	SUM 84	SPG 84	WIN 84	FAL 83	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO	CUME/METRO	CUME RATING	SPG 84	FAL 83
1.	KGB-F 258/8.9	9.2	7.6	7.9	7.2	12.7	1.	1.	KFMB	3285/18.7	21.9	13.0
2.	KJQY-F 234/8.0	9.2	8.4	7.3	8.7	7.5	2.	2.	KGB-F	2964/16.9	14.9	15.0
3.	KFMB 207/7.1	9.4	8.0	5.5	4.3	6.9	3.	3.	KFMB-F	2771/15.8	14.5	15.6
4.	KSDO-F 166/5.7	5.0	6.5	5.2	3.5	5.9	4.	4.	KSDO-F	2672/15.2	17.7	11.0
5.	KFMB-F 155/5.3	6.2	4.2	4.7	5.1	5.5	5.	5.	KJQY-F	2517/14.4	13.9	15.5
6.	XTRA-F 139/4.8	4.4	4.1	6.5	5.1	5.5	6.	6.	XTRA-F	2175/12.4	12.1	13.0
7.	KSDO 132/4.5	5.8	4.6	4.5	4.5	4.9	7.	7.	KSDO	2121/12.1	10.6	13.8
8.	XHRM-F 118/4.1	4.4	5.5	4.1	3.8	4.9	8.	8.	XTRA	1838/10.5	13.4	14.2
9.	KIFM-F 104/3.6	2.7	2.7	2.9	2.7	2.2	9.	9.	KYXY-F	1592/ 9.1	8.0	9.7
10.	KYXY-F 101/3.5	3.7	3.6	3.8	3.7	2.3	10.	10.	KOGO	1491/ 8.5	7.8	7.6
11.	KPQP 96/3.3	2.5	4.0	4.4	3.1	3.5	11.	11.	KBZT-F	1488/ 8.5	9.0	11.3
12.	KLZZ-F 85/2.9	2.5	3.5	1.5	3.2	3.2	12.	12.	KIFM-F	1401/ 8.0	7.3	8.0
13.	XTRA 80/2.7	3.5	2.9	3.8	2.7	2.5	13.	13.	XHRM-F	1357/ 7.7	11.1	8.2
14.	KFSD-F 77/2.6	1.8	2.6	2.5	4.8	2.8	14.	14.	KLZZ-F	1342/ 7.7	7.9	12.0
	KCBQ-F 77/2.6	1.5	2.0	3.1	2.1	2.2	15.	15.	KCBQ-F	1259/ 7.2	NA	NA
16.	KBZT-F 69/2.4	3.0	2.9	3.6	4.4	2.3	16.	16.	KSON-F	1204/ 6.9	6.9	6.9
17.	KSON-F 66/2.3	2.3	3.1	2.7	2.5	2.2	17.	17.	KFSD-F	1176/ 6.7	5.5	8.6
18.	KOGO 64/2.2	1.4	1.5	1.3	2.0	.8	18.	18.	KNX	1079/ 6.2	6.4	7.7
19.	KCBQ 55/1.9	1.2	2.5	2.4	2.2	2.6	19.	19.	KPQP	1040/ 5.9	6.9	5.9
	XHZ-F 55/1.9	1.4	1.2	1.6	1.1	2.3	20.	20.	KCBQ	1012/ 5.8	5.8	6.5
21.							21.	21.				
22.							22.	22.				
23.							23.	23.				
24.							24.	24.				
25.							25.	25.				

SAN DIEGO'S  
 METRO, TSA, AND  
 ADI ARE THE SAME.

12+ FM SHARE (METRO): 68.26% (1862 of 2728) (FAL 83: 67.13%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. XTRA-F	1. KGB-F	1. KGB-F	1. KFMB	1. KFMB	1. KFMB	1. KFMB	1. KJQY-F	1. KGB-F	1. KGB-F	1. KGB-F
2. KGB-F	2. KFMB-F	2. KFMB	2. KFMB-F	2. KFMB-F	2. KJQY-F	2. KGB-F	2. KGB-F	2. KJQY-F	2. KSDO-F	2. KJQY-F
3. KSDO-F	3. KSDO-F	3. KFMB-F	3. KYXY-F	3. KYXY-F	3. KSDO	3. KSDO	3. KFMB-F	3. KFMB	3. KJQY-F	3. KSDO-F
4. XHRM-F	4. XTRA-F	4. KSDO-F	4. KGB-F	4. KJQY-F	4. KPQP	4. KJQY-F	4. KFMB	4. KFMB-F	4. KFMB	4. KFMB-F
5.	5. KIFM-F	5. KIFM-F	5. KIFM-F	5. KGB-F	5. KYXY-F	5. KSDO-F	5. KSDO-F	5. KSDO-F	5. XTRA-F	5. KFMB
6.	6. XHRM-F	6. XTRA-F	6. KJQY-F	6. KIFM-F	6. KFMB-F	6. KFMB-F	6. KYXY-F	6. XTRA-F	6. XHRM-F	6. XTRA-F
7.	7. KFMB	7. KYXY-F	7. KLZZ-F	7. KLZZ-F	7. KLZZ-F	7. KCBQ-F	7. KSDO	7. XHRM-F	7. KIFM-F	7. XHRM-F
8.	KLZZ-F	8. XHRM-F	8. KBZT-F	8. KSDO	8.	8. XHRM-F	8. KPQP	8. KYXY-F	8.	8. XTRA
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. KSDO-F	1. KFMB-F	1. KFMB-F	1. KFMB-F	1. KFMB	1. KGB-F	1. KGB-F	1. KGB-F	1. KGB-F	1. KFMB
2. KFMB-F	2. KSDO-F	2. KFMB	2. KYXY-F	2. KYXY-F	2. KSDO-F	2. XTRA-F	2. KFMB	2. KFMB-F	2. KGB-F
3. KIFM-F	3. KLZZ-F	3. KYXY-F	3. KLZZ-F	3. KJQY-F	3. XTRA-F	3. KSDO-F	3. KFMB-F	3. KIFM-F	3. KFMB-F
4. KGB-F	4. KIFM-F	4. KSDO-F	4. KFMB	4. KFMB-F	4. XHRM-F	4. KFMB-F	4. XTRA-F	4. KFMB	4. KIFM-F
5.	5. KGB-F	5. KLZZ-F	5. KIFM-F	5. KLZZ-F	5.	5. XHRM-F	5. KSDO-F	5. XTRA-F	5. KSDO
6.	6. XHRM-F	6. KYXY-F	6. KIFM-F	6. KSDO-F	6.	6. KFMB	6.	6. KBZT-F	6.
7.	7. XTRA-F	7. KJQY-F	7. KBZT-F	7. KSDO-F	7.	7.	7.	7. KSDO-F	7.
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP	80 (1)	334 (3)	414 (4)	15.2	KEZL-F+	102.1	Oceanside	1.8/5.3
AOR		490 (5)	490 (5)	18.0	KKOS-F	95.9	Carlsbad	1.2/2.9
AC/OLDIES/SOFT ROCK	31 (2)	456 (7)	487 (9)	17.9	KMJC	910	El Cajin	.4/1.1
MOR/VARIETY	207 (1)		207 (1)	7.6	KMLO	1000	Vista	1.7/3.6
COUNTRY	100 (2)	143 (2)	243 (4)	8.9	KOWN	1450	Escondido	.2/ .7
BLACK/URBAN		118 (1)	118 (1)	4.3	KOWN-F	92.1	Escondido	.4/ .8
BTFL MUSIC		244 (2)	244 (2)	8.9	KSON	1240	San Diego	1.5/4.8
NEWS/TALK	273 (4)		273 (4)	10.0	KABC	790	Los Angeles	.8/1.7
NOSTALGIA	151 (3)		151 (3)	5.5	KBIG-F	104.3	Los Angeles	.3/1.1
RELIGION	24 (2)		24 (2)	8.8	KBRT	740	Avalon	.4/1.3
SPANISH					KFI	640	Los Angeles	1.0/4.4
CLASSICAL		77 (1)	77 (1)	2.8	KKHR-F	93.1	Los Angeles	.4/1.3
UNKNOWN/OTHERS					KLOS-F	95.5	Los Angeles	.9/3.0
			2728 (36)		KMET-F	94.7	Los Angeles	.4/1.6
					KNX	1070	Los Angeles	1.8/6.2

12+ ADI 1/4

RADIO STATIONS

AM STATIONS

KCBQ, 1170, 50 KW/5 KW (DA-2), COUNTRY	, \$40.00* (Republic)	Infinity	1.
KFMB, 760, 5 KW (DA-N), MOR	, \$85.00 (Mc-Guild)	Midwest TV	2.
KMJC, 910, 5 KW (DA-2), RELIGION	, \$30.00 (Gates)		3.
KMLO, 1000, 2.5 KW/250 W (DA-2), NOSTALGIA (Al Ham)	, \$52.00 (Roslin)		4.
KOGO, 600, 5 KW (DA-1), TALK	NBC, APR, \$40.00* (Eastman)	Southwest	5.
KPQP, 1360, 5 KW/1 KW, BIG BAND	ABC-E, \$34.00* (Katz)	Brown	6.
KSDO, 1130, 10 KW (DA-2), NEWS/TALK	CBS, NBC-T, \$80.00* (HNWH)	Gannett	7.
KSON, 1240, 1 KW/250 W, COUNTRY	ABC-I, \$35.00* (Blair)	Jeff-Pilot	8.
XTRA, 690, 50 KW, CHR	, \$60.00* (MMR)	Noble (TIJUANA)	9.

FM STATIONS

KBZT-F, 94.9, 2 KW @ 1850, AC/CONTEMP	, \$ 67.00 (Christal)	Alta	10.
KCBQ-F, 105.3, 29 KW @ 620, COUNTRY	, \$ 40.00* (Republic)	Infinity	11.
KEZL-F, 102.1, 10 KW @ 980, OLDIES	ABC-D, \$ NA (Selcom)		12.
KFMB-F, 100.7, 30 KW @ 620, AC/CONTEMP	, \$ 70.00 (Mc-Guild)	Midwest TV	13.
KFSD-F, 94.1, 100 KW @ 641, CLASSICAL	WSJ, \$ 70.00 (Christal)	Lotus	14.
KGB-F, 101.5, 50 KW @ 577, AOR	Source, \$ 78.00* (Katz)	Brown	15.
KIFM-F, 98.1, 28 KW @ 640, AC	CBS-R, \$ 44.00* (Selcom)		
KJQY-F, 103.7, 36 KW @ 650, BTFL MUS	, \$125.00 (Blair/RAR)	Westinghouse	
KKOS-F, 95.9, 3 KW @ 305, AC (Churchill)	, \$ 47.00 (----)		
KLZZ-F, 106.5, 50 KW @ 442, CONTEMP/AC (Fairwest)	, \$ 50.00* (Eastman)	SBI	
KSDO-F, 102.9, 2 KW @ 1840, CHR	, \$ 55.00* (HNWH)	Gannett	
KSON-F, 97.3, 50 KW @ 445, COUNTRY	MBS, \$ 38.00* (Blair)	Jeff-Pilot	
KYXY-F, 96.5, 30 KW @ 540, AC	, \$ 90.00* (Torbet)		
XHRM-F, 92.5, 50 KW @ 749, BLACK	SBN, \$ ? ? (Weiss)	(TIJUANA)	
XTRA-F, 91.1, 100 KW @ 1000, AOR	, \$ 65.00* (MMR)	Noble (TIJUANA)	
XHZ-F, 90.3, 100 KW @ 1000, AOR	, \$ NA (Selcom)	(TIJUANA)	

12+ ADI CUME

ADI FM SHARE:

CALL LETTER CHANGES

KOGO changed to KLZZ  
(after rating period)

FORMAT CHANGES

XTRA: from CHR to Oldies  
(after rating period)  
KOGO: from News/Talk to AC  
(after rating period)

STATION SALES

KSON A/F: from McKinnon to  
Jeff-Pilot for \$7,700,000 (Ka111)

MISCELLANEOUS COMMENTS

SAN FRANCISCO

Arbitron Rank/Pop (12+): 4/4,889,900  
 CMSA Rank/Pop: # 5  
 MSA Rank/Pop: SF - 28/1,518,200  
 ADI # 5 Oak - 19/1,844,000  
 Average Person Rating: 16.7  
 Market TSL: 21.9 hours

Stations: 48/45  
 Diaries: 3926/1246:1/45.3%  
 Sample Target: 2660  
 Standard Error: .340  
 % Below Line: 1.1  
 % Not Listed: 11.0

Est. 1984 Revenue: \$126,000,000  
 Gross Inc.: 45.5 Bil  
 HH Inc.: \$34,200  
 Retail \$: 23.1 Bil  
 Pop per Station: 108,664

12+ METRO	1/4/SHARE	SUM 84	SPG 84	WIN 84	FAL 83	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/ METRO CUME RATING	SPG 84	FAL 83
1. KGO	732/9.0	7.4	8.7	7.4	8.7	8.6	1. KGO 857/11237	1. KGO 9435/19.3	18.3	19.1
2. KCBS	434/5.3	4.4	4.3	5.8	6.8	5.0	2. KCBS 514/10621	2. KCBS 8897/18.2	12.6	18.4
3. KSOL-F	329/4.0	6.1	5.1	3.8	4.7	3.7	3. KSOL-F 339/ 5123	3. KFRC 5520/11.3	13.8	13.0
4. KYUU-F	277/3.4	3.9	3.6	3.5	2.8	6.9	4. KNBR-F 323/ 6104	4. KYUU-F 5302/10.8	10.6	9.8
5. KABL-F	248/3.0	3.5	3.0	4.3	3.3	2.3	5. KFRC 293/ 7254	5. KIOI-F 4954/10.1	10.9	11.3
6. KNBR	241/2.9	3.3	4.0	2.8	2.7	2.3	6. KYUU-F 282/ 5388	6. KSOL-F 4948/10.1	11.4	9.9
7. KIOI-F	323/2.8	3.0	2.8	3.4	3.2	3.4	7. KABL-F 263/ 3970	7. KNBR 4455/ 9.1	12.0	9.8
8. KABL	226/2.8	2.6	2.6	2.6	2.3	.8	8. KBAY-F 236/ 3097	8. KITS-F 3960/ 8.1	9.7	8.6
9. KFRC	221/2.7	2.6	3.4	3.1	3.0	3.4	9. KIOI-F 233/ 5013	9. KABL-F 3609/ 7.4	7.1	7.1
10. KOIT-F	219/2.7	2.6	3.0	4.0	2.4	1.3	10. KABL 230/ 3585	10. KSFO 3592/ 7.3	8.9	8.5
11. KFOG-F	214/2.6	1.9	2.1	1.9	1.9	2.8	11. KOIT-F 222/ 3219	11. KMEL-F 3587/ 7.3	6.7	7.0
12. KBLX-F	205/2.5	2.7	2.3	3.0	2.7	3.1	12. KFOG-F 217/ 3293	12. KABL 3431/ 7.0	6.7	6.3
13. KSFO	196/2.4	2.7	3.0	2.6	3.0	1.6	13. KWSS-F 215/ 3390	13. KBLX-F 3283/ 6.7	6.4	6.8
15. KBAY-F	196/2.4	2.3	2.6	1.7	2.1	1.3	14. KBLX-F 211/ 3374	14. KLOK-F 3195/ 6.5	6.4	1.3
15. KNEW	185/2.3	2.5	2.8	2.7	2.9	2.2	15. KSFO 205/ 3900	15. KFOG-F 3178/ 6.5	4.8	5.6
16. KFYI	181/2.2	2.2	3.0	2.2	2.1	2.6	16. KRQR-F 200/ 3444	16. KOIT-F 3110/ 6.4	6.9	6.4
18. KMEL-F	179/2.2	1.6	1.4	1.6	1.7	1.1	17. KFSM-F 199/ 3313	17. KSAN-F 3109/ 6.4	7.9	8.4
18. KRQR-F	179/2.2	1.8	2.8	2.4	2.2	2.3	18. KMEL-F 186/ 3810	18. KRQR-F 3086/ 6.3	7.3	6.1
20. KITS-F	167/2.0	3.1	2.4	2.3	2.1	3.3	19. KNEW 185/ 2561	19. KFYI 2855/ 5.8	6.5	6.3
21. KDFC-F+	162/2.0	1.2	1.2	1.5	2.3	2.0	20. KKHI-F+ 184/ 2892	20. KKHI-F+ 2837/ 5.8	5.4	5.5
22. KWSS-F	158/1.9	2.3	1.8	1.6	1.3	1.0	21. KRAK 182/ 2825	21. KBAY-F 2658/ 5.4	5.3	5.1
23. KSAN-F	154/1.9	3.5	3.0	3.8	3.6	2.2	22. KFYI 181/ 2872	22. KDFC-F+ 2550/ 5.2	4.0	5.5
23. KLOK-F	154/1.9	2.8	2.2	1.4	1.3	3.3	23. KDFC-F+ 168/ 2641	23. KOME-F 2549/ 5.2	5.4	4.6
25. KYA-F	145/1.8	1.1	.9	.9	.9	2.6	24. KITS-F 167/ 3985	24. KWSS-F 2527/ 5.2	5.2	3.8
						1.0	25. KSAN-F 159/ 3222	25. KNEW 2515/ 5.1	6.0	6.6

12+ FM SHARE (METRO): 58.28% (4241 of 7277) (FAL 83: 54.39%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KITS-F	1. KSOL-F	1. KSOL-F	1. KGO	1. KGO	1. KGO	1. KGO	1. KGO	1. KGO	1. KGO	1. KGO
2. KSOL-F	2. KFOG-F	2. KGO	2. KYUU-F	2. KYUU-F	2. KCBS	2. KCBS	2. KCBS	2. KSOL-F	2. KSOL-F	2. KSOL-F
3. KMEL-F	3. KYUU-F	3. KYUU-F	3. KSOL-F	3. KCBS	3. KABL-F	3. KABL+	3. KYUU-F	3. KYUU-F	3. KNBR	3. KCBS
4. KWSS-F	4. KIOI-F	4. KIOI-F	4. KFOG-F	4. KSOL-F	4. KOIT-F	4. KSFO	4. KABL	4. KCBS	4. KBLX-F	4. KABL-F
5. KFRC	5. KBLX-F	5. KBLX-F	5. KIOI-F	5. KFOG-F	5. KBAY-F	5. KNBR	5. KOIT-F	5. KIOI-F	5. KCBS	5. KFRC
6. KOME-F	6. KRQR-F	6. KFOG-F	6. KBLX-F	6. KIOI-F	6. KNEW	6. KYUU-F	6. KABL-F	6. KABL-F	6. KJAZ-F	6. KABL
7. KSJO-F	7. KFYI	7. KRQR-F	7. KYA-F	7. KNBR	7. KSFO	7. KSOL-F	7. KFOG-F	7. KABL	7. KYUU-F	7. KKHI-F+
8. KQAK-F	8. KFRC	8. KFRC	8. KCBS	8. KBLX-F	8. KABL	8. KIOI-F	8. KSOL-F	8. KOIT-F	8. KABL-F	8. KNEW
9.	9. KQAK-F	KFYI	9. KNBR	9. KYA-F	9. KNBR	KFRC	9. KIOI-F	KMEL-F	9. KDFC-F	9. KYUU-F
10.	10. KLOK-F	10. KLOK-F	10. KSAN-F	10.	10. KKHI-F+10.	KNEW	10. KBAY-F	10. KFRC	10. KFRC	10. KOIT-F
								KFOG-F	KITS-F	

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. KYUU-F	1. KSOL-F	1. KSOL-F	1. KIOI-F	1. KGO	1. KRQR-F	1. KFOG-F	1. KGO	1. KFOG-F	1. KGO
2. KSOL-F	2. KYUU-F	2. KYUU-F	2. KSOL-F	2. KIOI-F	2. KSOL-F	2. KRQR-F	2. KSOL-F	2. KYA-F	2. KCBS
3. KIOI-F	3. KIOI-F	3. KIOI-F	3. KFOG-F	3. KSOL-F	3. KOME-F	3. KSOL-F	3. KRQR-F	3. KYUU-F	3. KYUU-F
4. KFYI	4. KFYI	4. KGO	4. KBLX-F	4. KBLX-F	4. KSJO-F	4. KYUU-F	4. KFOG-F	4. KSOL-F	4. KFOG-F
5. KMEL-F	5. KBLX-F	5. KBLX-F	5. KFYI	5. KABL-F	5. KFOG-F	5. KBLX-F	5. KYUU-F	5. KIOI-F	5. KYA-F
6. KWSS-F	6. KFOG-F	6. KFYI	6. KGO	KFYI	6. KBLX-F	6. KOME-F	6. KNBR	6. KBLX-F	6. KSOL-F
7. KLOK-F	7. KFRC	7. KLOK-F	7. KYUU-F	KYUU-F	7. KYUU-F	7. KIOI-F	7. KBLX-F	KGO	7. KNBR
KBLX-F	8. KLOK-F	KFRC	8. KQAK-F	8. KFRC	8. KFYI	8. KYA-F	8. KYA-F	8.	8. KNEW
KITS-F	9. KQAK-F	9. KWSS-F	9. KLOK-F	KNBR	9.	9. KFRC	9. KIOI-F	9.	9. KIOI-F
KFRC	10. KWSS-F	10. KFOG-F	10.	10. KOIT-F	10.	10. KMEL-F	10. KCBS	10.	10. KBLX-F

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP	221 (1)	855 (6)	1076 (7)	14.8	KARA-F	105.7	Santa Clara	1.3/3.3
AOR		771 (5)	771 (5)	10.6	KBRG-F	104.9	Freemont	.8/1.0
AC/OLDIES/SOFT ROCK	79 (1)	741 (6)	820 (7)	11.3	KEAR-F	106.9	SF	.3/1.4
MOR/VARIETY	241 (1)		241 (1)	3.3	KEEN	1370	San Jose	.7/1.8
COUNTRY	270 (3)	154 (1)	424 (4)	5.8	KEZR-F	106.5	San Jose	.6/2.4
BLACK/URBAN	181 (1)	658 (3)	839 (4)	11.5	KFAX	1100	SF	.5/1.7
BTFL MUSIC	278 (2)	663 (3)	941 (5)	12.9	KIQI	1010	SF	1.3/1.5
NEWS/TALK	1166 (2)		1166 (2)	16.0	KJAZ-F	92.7	Alameda	1.5/4.0
NOSTALGIA	272 (2)		272 (2)	3.7	KLIV	1590	San Jose	.9/2.4
RELIGION	63 (2)	28 (1)	91 (3)	1.3	KLOK	1170	San Jose	1.0/3.9
SPANISH	189 (2)	63 (1)	252 (3)	3.5	KLZE-F	97.7	Los Altos	.5/1.4
CLASSICAL	76 (2)	267 (2)	343 (4)	4.7	KNTA	1430	Santa Clara	1.0/1.0
UNKNOWN/OTHERS		41 (1)	41 (1)	0.6	KOIT	1260	SF	.6/2.8
			7277 (48)		KOME-F	98.5	San Jose	1.7/5.2
					KQAK-F	98.9	SF	1.7/4.2
					KREO-F	92.9	Healdsburg	.6/1.4
					KSJO-F	92.3	San Jose	1.3/4.0

RADIO STATIONS

AM STATIONS

KABL, 960, 5 KW (DA-1), BTFL MUS (TM)			\$153.56	(Christal)
KCBS, 740, 50 KW (DA-2), NEWS			\$203.75	(CBS Spot)
KFIA, 1310, 5 KW (DA-N), BLACK**	APR, SBN,		\$ 65.00*	(Selcom)
KEST, 1450, 1 KW/250 W, RELIGION			\$ 37.50	(Unirep)
KFRC, 610, 5 KW, CHR		RKO,	\$220.00*	(Republic)
KGO, 810, 50 KW (DA-1), TALK/NEWS		ABC-I,	\$234.00	(Blair)
KNBR, 680, 50 KW, MOR/AC		NBC,	\$145.00	(Mc-Guild)
KNEW, 910, 5 KW (DA-N), COUNTRY		ABC-E,	\$ 95.00*	(Katz)
KOIT, 1260, 5 KW/1 KW, BTFL MUS			\$ NA	(Torbet)
KRE, 1400, 1 KW/250 W, BLACK			\$ NA	(HNWH)
KSFO, 560, 5 KW (DA-N), NOST/MOR	WSJ, MBS,		\$ 80.00*	(Eastman)

FM STATIONS

KABL-F, 98.1, 100 KW @ 940, BTFL MUS (TM)			\$153.56	(Christal)
KBLX-F, 102.9, 7 KW @ 1285, BLACK		SBN,	\$100.00*	(HNWH)
KDFC-F+, 102.1, 33 KW @ 1360, CLASSICAL			\$ 47.00	(CMBS)
KFOG-F, 104.5, 8 KW @ 1454, AOR (Burk-Abr)	Source,		\$ NA	(Selcom)
KIOI-F, 101.3, 125 KW @ 1220, AC		ABC-C,	\$140.00*	(MMR)
KITS-F, 105.3, 15 KW @ 1200, CHR			\$ 90.00*	(Republic)
KJAZ-F, 92.7, 2 KW @ 550, JAZZ			\$ NA	(Roslin)
KKHI-F+, 95.7, 9 KW @ 1473, CLASSICAL			\$ 70.00*	(HNWH)
KLOK-F, 103.7, 8 KW @ 1470, AC			\$ NA	(?)
KMEL-F, 106.1, 69 KW @ 1290, CHR			\$110.00	(Christal)
KOIT-F, 96.5, 33 KW @ 1410, BTFL MUS			\$135.00	(Torbet)
KQAK-F, 98.9, 4 KW @ 1450, AOR		CBS-R,	\$160.00	(CBS)
KSAN-F, 94.9, 35 KW @ 1290, COUNTRY		ABC-E,	\$130.00*	(Katz)
KSOL-F, 107.7, 5 KW @ 1590, URBAN		APR,	\$120.00*	(Masla)
KYA-F, 93.3, 31 KW @ 593, OLDIES/AC		RKO II,	\$ NA	(Eastman)
KYUU-F, 99.7, 45 KW @ 1240, CONTEMP/AC			\$150.00*	(Mc-Guild)

- CBS
- BENI
- Universal
- RKO
- ABC
- NBC
- Malrite
- Bonneville
- Inner City
- King

- Shamrock
- Inner City
- Susquehanna
- Price Comm.
- Entercom
- Buckley
- Davis/Weaver
- Century
- Bonneville
- CBS
- Malrite
- United
- King
- NBC

KSFM, KRAK - See Sacramento Other ranked stations - See San Jose

\*\*KFIA changed to News/Talk in December

- 12+ ADI CUME
- 1. KGO
- 2. KCBS
- 3. KYUU-F
- 4. KFRC
- 5. KIOI-F
- 6. KSOL-F
- 7. KNBR
- 8. KITS-F
- 9. KABL-F
- 10. KABL
- 11. KSFO
- 12. KMEL-F
- 13. WBLX-F
- 14. WLOK-F
- 15. WSAN-F
- ADJ FM SHARE:
- 58.79%

CALL LETTER CHANGES

KPEN-F changed to KLZE-F

FORMAT CHANGES

KDIA: from Black to News/Talk (Dec)

STATION SALES

KQAK-F: Sold to Braiker/Ireland for \$7,000,000 (Chapman)

MISCELLANEOUS COMMENTS

Santa Cruz County added to MSA...sharp drop in country listening...good book for KFOG which is now the leading AOR...

**SAN JOSE**

Arbitron Rank/Pop (12+): 28/1,185,200  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 30/1,411,600  
 San Fran ADI  
 Average Person Rating: 16.8  
 Market TSL: 22.2 hours

Stations: 42/14  
 Diaries: 1413/834:1/45.5%  
 Sample Target: 1200  
 Standard Error: .544  
 % Below Line: NA  
 % Not Listed: NA

Est 1984 Revenue: \$25,000,000  
 Gross Inc.: 19.1 Bil  
 HH Inc.: \$37,858  
 Retail \$: 10.9 Bil  
 Pop per Station: 84,657

12+ METRO	1/4/SHARE	SPG 84	WIN 84	FAL 83
1. KBAY-F	125/6.3	8.0	5.0	6.4
2. KWSS-F	116/5.8	6.7	5.9	5.0
3. KOME-F	92/4.6	4.9	3.8	3.2
4. KARA-F	80/4.0	2.8	2.2	3.9
5. KSJO-F	70/3.5	4.2	4.1	3.3
6. KNTA	67/3.4	1.3	1.6	.8
7. KLIV	61/3.1	3.7	2.8	3.2
8. KEEN	45/2.3	3.2	2.1	2.9
9. KLOK	44/2.2	3.4	2.7	3.3
10. KDFC-F+	39/2.0	1.1	1.1	2.6
11. KEZR-F	38/1.9	3.1	3.4	3.4
12. KLZE-F	31/1.6	1.2	1.5	.8
13. KHTT	15/.8	1.5	2.0	.9
14.				
15.				

BIRCH SHARE	12+ TSA 1/4/CUME
1. KBAY-F	227/2879
2. KWSS-F	210/3226
3. KOME-F	141/2541
4. KSJO-F	119/1960
5. KARA-F	115/1627
6. KLIV	75/1170
7. KNTA	74/463
8. KDFC-F+	72/1418
KLOK	72/1731
10. KEEN	57/874
11. KEZR-F	44/1152
12. KLZE-F	41/719
13. KHTT	21/766
14.	
15.	

12+ METRO	CUME/METRO	CUME RATING	SPG 84	FAL 83
1. KWSS-F	1753/14.8	18.0	13.1	
2. KBAY-F	1575/13.3	13.4	13.4	
3. KOME-F	1400/11.8	13.7	11.3	
4. KSJO-F	1148/9.7	12.9	11.3	
5. KARA-F	1137/9.6	9.2	10.0	
6. KLOK	1072/9.0	10.2	11.1	
7. KEZR-F	1028/8.7	9.1	10.3	
8. KLIV	782/6.6	7.8	8.3	
9. KEEN	675/5.7	6.9	6.6	
10. KDFC-F+	653/5.5	4.1	5.5	
11. KLZE-F	578/4.9	6.1	3.7	
12. KHTT	536/4.5	6.1	5.4	
13. KNTA	410/3.5	2.3	3.6	
14.				
15.				

12+ FM SHARE (METRO): NA (FAL 83: NA)

NOTE: San Jose is part of the San Francisco metro. Only stations above the line in the rating book are ranked.

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KWSS-F	1. KOME-F	1. KWSS-F	1. KARA-F	1. KBAY-F	1. KBAY-F	1. KWSS-F	1. KBAY-F	1. KBAY-F	1. KWSS-F	1. KWSS-F
2. KOME-F	2. KWSS-F	2. KARA-F	2. KBAY-F	2. KARA-F	2. KEEN	2. KBAY-F	2. KOME-F	2. KOME-F	2. KSJO-F	2. KBAY-F
3. KSJO-F	3. KARA-F	3. KOME-F	3. KWSS-F	3. KWSS-F	3. KLIV	3. KNTA	3. KARA-F	3. KWSS-F	3. KOME-F	3. KOME-F
4.	4. KSJO-F	4. KSJO-F	4.	4. KEEN	4. KARA-F	4. KOME-F	4. KNTA	4. KARA-F	4. KBAY-F	4. KARA-F
5.	5. KNTA	5. KNTA	5.	5. KNTA	5. KWSS-F	5. KARA-F	KWSS-F	5. KSJO-F	5. KARA-F	5. KLIV

  

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. KWSS-F	1. KWSS-F	1. KWSS-F	1. KWSS-F	1. KBAY-F	1. KOME-F	1. KOME-F	1. KOME-F	1. KARA-F	1. KARA-F
2. KNTA	2. KNTA	2. KBAY-F	2. KARA-F	2. KWSS-F	2. KSJO-F	2. KSJO-F	2. KOME-F	2. KOME-F	2. KBAY-F
3.	3. KARA-F	3. KARA-F	3. KNTA	3. KARA-F	3.	3. KARA-F	3. KARA-F	3. KSJO-F	3. KOME-F
4.	4. KEZR-F	4. KNTA	4. KEZR-F	4. KNTA	4.	4. KWSS-F	4. KBAY-F	4.	4. KEEN
5.	5. KOME-F	5. KLOK	5.	5. KLOK	5.	5. KNTA	5. KWSS-F	5.	5. KWSS-F

**RADIO STATIONS**

KAZA, 1290, 5 KW (DAYS,DA) , SPANISH , \$37.00 (Caballero)  
 KEEN, 1370, 5 KW (DA-2) , COUNTRY UPI, \$47.75 (MMR)  
 KHTT, 1500, 10 KW/5 KW (DA-2), CHR APR, \$31.00 (HNWH) Sterling  
 KLIV, 1590, 5 KW (DA-N) , NOST (Al Ham) , \$40.00\* (Selcom) Empire  
 KLOK, 1170, 50 KW/5 KW (DA-2), MOR/AC WSJ, \$77.25 (Weiss)  
 KNTA, 1430, 1 KW (DA-1) , SPANISH , \$32.00 (Lotus) Cascade  
 KARA-F, 105.7, 50 KW @ 500, AC/OLDIES , \$55.00\* (Selcom) Empire  
 KBAY-F, 100.3, 15 KW @ 2580, BTFL MUS , \$74.00 (MMR)  
 KEZR-F, 106.5, 50 KW @ 430, AC , \$96.00 (Christal) Alta  
 KOME-F, 98.5, 13 KW @ 880, AOR (Pollack) ABC-R, \$107.50 (Torbet) Infinity  
 KLZE-F, 97.7, 3 KW @ 600, BTFL MUS (Churchill) APR, \$35.00 (Roslin)  
 KSJO-F, 92.3, 50 KW @ 68, AOR , \$115.00 (HNWH) Sterling  
 KWSS-F, 94.5, 1.1 KW @ 2580, CHR , \$75.00\* (Mc-Guild) Western Cities/Nationwide  
 KDFC-F+ - See San Francisco See San Francisco for other stations

**OTHER RATED STATIONS/METRO SHARE & CUME RATING**

KABL 1.5/4.3 KIOI-F 3.7/10.5  
 KABL-F .9/3.3 KITS-F .9/6.1  
 KBLX-F 1.8/5.7 KJAZ-F .5/1.5  
 KBRG-F 2.8/3.2 KKHI-F+ 1.3/4.7  
 KCBS 4.4/15.9 KLOK-F 1.7/7.6  
 KEAR-F .3/1.2 KMEL-F 1.2/5.0  
 KFAX .7/2.0 KNBR 1.5/6.8  
 KFOG-F 2.7/5.8 KNEW 1.2/3.0  
 KFRC 1.5/6.9 KOIT .6/2.7  
 KGO 8.2/17.7 KOIT-F 2.8/7.1  
 KQAK-F .9/3.2  
 KRQR-F .3/2.8  
 KSAN-F 2.0/6.5  
 KSFO 1.1/.47  
 KSOL-F 3.8/9.1  
 KYA-F .8/2.9  
 KYUU-F 3.7/12.8

**MISCELLANEOUS COMMENTS**

KPEN changes calls to KLZE...changes format to EZ...KWSS-F sold by Western Cities to Nationwide for \$8,600,000 (E) (Kalil)...

SEATTLE - TACOMA

Arbitron Rank/Pop (12+): 17/1,861,400  
 CMSA Rank/Pop: # 18  
 MSA Rank/Pop: Sea - 26/1,644,300  
 ADI # 15 Tac - 95/503,300  
 Average Person Rating: 16.3  
 Market TSL: 21.5 hours

Stations: 29/28  
 Diaries: 1733/1074:1/51.2%  
 Sample Target: 1670  
 Standard Error: .459  
 % Below Line: 0.5  
 % Not Listed: 7.0

Est. 1984 Revenue: \$66,600,000  
 Gross Inc.: 25.7 Bil  
 HH Inc.: \$29,200  
 Retail \$: 16.4 Bil  
 Pop per Station: 66,479

12+ METRO	1/4/SHARE	SPG 84	WIN 84	FAL 83	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/METRO CUME RATING	SPG 84	FAL 83
1. KIRO	324/10.7	7.8	8.6	8.6	10.7	1. KIRO	5135/27.6	22.6	25.4
2. KOMO	258/ 8.5	6.5	7.7	5.5	5.7	2. KOMO	4245/22.8	17.8	20.5
3. KUBE-F	224/ 7.4	6.5	5.5	5.8	8.2	3. KBRD-F	3304/17.8	15.9	12.0
4. KBRD-F	201/ 6.6	6.2	5.8	5.9	3.0	4. KUBE-F	2264/12.2	11.4	13.7
5. KISW-F	165/ 5.4	4.7	3.9	5.9	7.9	5. KISW-F	2086/11.2	11.6	5.6
6. KIXI	139/ 4.6	4.6	4.5	4.9	3.1	6. KPLZ-F	189/2800	11.4	10.1
7. KSEA-F	135/ 4.5	4.8	4.6	5.3	3.2	7. KSEA-F	174/2400	9.8	7.9
8. KPLZ-F	132/ 4.4	4.7	3.7	1.7	4.5	8. KIXI	161/2024	12.5	11.0
9. KLSY-F	132/ 4.4	4.2	4.5	3.8	4.7	9. KMPS-F	140/1862	11.2	11.4
10. KNBQ-F	99/ 3.3	3.9	4.7	4.4	5.1	10. KLSY-F	135/2002	10.8	8.8
11. KVI	98/ 3.2	3.4	1.7	2.1	2.4	11. KZOK-F	118/1808	10.1	12.0
12. KING-F	95/ 3.1	2.9	3.4	2.8	3.6	12. KNBQ-F	118/2439	10.0	10.4
13. KMPS-F	93/ 3.1	3.0	3.9	4.2	4.9	13. KRPM-F	115/1382	9.8	11.8
14. KJR	90/ 3.0	3.3	2.7	2.8	2.5	14. KING-F	114/1571	6.7	8.3
15. KRPM-F	79/ 2.6	3.3	2.5	2.5	2.3	15. KJR	114/2276	7.9	9.1
16. KZOK-F	77/ 2.5	3.2	3.7	4.3	4.2	16. KVI	108/2215	7.0	7.9
17. KEZX-F	66/ 2.2	3.2	3.2	2.0	1.9	17. KCMS-F	99/1115	6.1	7.8
18. KCMS-F	63/ 2.1	2.4	3.2	2.8	2.3	18. KEZX-F	87/1364	6.5	4.7
19. KING	59/ 1.9	1.5	1.9	2.2	1.2	19. KING	71/1452	6.2	6.4
20. KKFX	56/ 1.8	1.6	1.6	1.9	1.6	20. KKFX	59/1018	5.7	4.6
21.						21.			
22.						22.			
23.						23.			
24.						24.			
25.						25.			

12+ FM SHARE (METRO): 58.59% (1650 of 2816) (FAL 83: 60.86%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KPLZ-F	1. KUBE-F	1. KUBE-F	1. KIRO	1. KIRO	1. KIRO	1. KIRO	1. KBRD-F	1. KIRO	1. KIRO	1. KOMO
2. KISW-F	2. KISW-F	2. KIRO	2. KUBE-F	2. KOMO	2. KOMO	2. KOMO	2. KOMO	2. KUBE-F	2. KUBE-F	2. KUBE-F
3. KLSY-F	3. KLSY-F	3. KISW-F	3. KOMO	3. KUBE-F	3. KBRD-F	3. KUBE-F	3. KUBE-F	3. KBRD-F	3. KPLZ-F	3. KIRO
4. KNBQ-F	4. KNBQ-F	4. KLSY-F	4. KLSY-F	4. KLSY-F	4. KIXI	4. KIXI	4. KIRO	4. KOMO	4. KISW-F	4. KBRD-F
5. KZOK-F	5. KPLZ-F	5. KOMO	5. KJR	5. KJR	5. KSEA-F	5. KISW-F	5. KISW-F	5. KISW-F	5. KBRD-F	5. KIXI
6. KKFX	6. KIRO	6. KJR	6. KVI	6. KVI	6. KING-F	6. KBRD-F	6. KLSY-F	6. KLSY-F	6. KSEA-F	6. KPLZ-F
7.	7.	7.	7.	7.	7.	7.	7. KIXI	7. KSEA-F	7. KOMO	7. KSEA-F
8.	8.	8.	8.	8.	8.	8.	8. KSEA-F	8. KPLZ-F	8.	8. KISW-F
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. KUBE-F	1. KUBE-F	1. KUBE-F	1. KLSY-F	1. KIRO	1. KISW-F	1. KISW-F	1. KISW-F	1. KUBE-F	1. KIRO
2. KPLZ-F	2. KLSY-F	2. KLSY-F	2. KUBE-F	2. KLSY-F	2. KZOK-F	2. KUBE-F	2. KUBE-F	2. KISW-F	2. KUBE-F
3. KLSY-F	3. KPLZ-F	3. KIRO	3. KJR	3. KOMO	3. KUBE-F	3. KZOK-F	3. KIRO	3. KIRO	3. KOMO
4. KNBQ-F	4. KNBQ-F	4. KOMO	4. KEZX-F	4. KUBE-F	4. KPLZ-F	4. KIRO	4. KOMO	4. KVI	4. KISW-F
5. KISW-F	5. KJR	5. KJR	5. KCMS-F	5. KSEA-F	5. KNBQ-F	5. KVI	5. KVI	5. KEZX-F	5. KVI
6. KKFX	6. KEZX-F	6. KNBQ-F	6. KIRO	6. KJR	6. KLSY-F	6. KEZX-F	6. KZOK-F	6. KLSY-F	6. KMPS-F
7.	7.	7.	7.	7.	7.	7. KLSY-F	7. KJR	7.	7. KING-F
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP	24 (1)	469 (4)	493 (5)	17.5	KCIS 630 Edmonds 1.0/2.9
AOR		242 (2)	242 (2)	8.6	KIXI-F 95.7 Seattle 1.3/6.0
AC/OLDIES/SOFT ROCK	210 (3)	273 (4)	483 (7)	17.2	KJET 1590 Seattle .8/2.6
MOR/VARIETY	258 (1)		258 (1)	9.2	KJZZ 1540 Bellevue .5/1.6
COUNTRY	52 (2)	172 (2)	224 (4)	8.0	KKMI-F 96.5 Seattle 1.2/5.0
BLACK/URBAN	70 (2)		70 (2)	2.5	KMPS 1300 Seattle 1.2/5.1
BTFL MUSIC		336 (2)	336 (2)	11.9	KTAC 850 Tacoma .7/2.5
NEWS/TALK	383 (2)		383 (2)	13.6	KWYZ 1230 Everett .6/1.4
NOSTALGIA	139 (1)		139 (1)	4.9	KHIT-F 106.9 Bremerton .5/2.4
RELIGION	30 (1)	63 (1)	93 (2)	3.3	
SPANISH					
CLASSICAL		95 (1)	95 (1)	3.4	
UNKNOWN/OTHERS					
			2816 (29)		

RADIO STATIONS

AM STATIONS

KBLE, 1050, 5 KW (DAYS)	, RELIGION	, \$ 21.00 (----)	
KCIS, 630, 5 KW/2.5 KW (DA-N)	, RELIGION	, \$ 45.00 (----)	
KING, 1090, 50 KW (DA-2)	, NEWS	WSJ, NBC, \$ 44.00* (Blair)	King
KIRO, 710, 50 KW (DA-N)	, NEWS	CBS, MBS, \$130.00* (CBS Spot)	Bonneville
KIXI, 880, 50 KW/1 KW (DA-2)	, NOSTALGIA	, \$ 70.00* (Christal)	
KJET, 1590, 5 KW (DA-N)	, ROCK	Source, \$ NA (----)	Sterling
KJR, 950, 5 KW (DA-N)	, AC	RKO, ABC-D, \$ 83.13 (Eastman)	
KJZZ, 1540, 5 KW (DA-N)	, JAZZ	CBS-R, \$ 45.00* (Selcom)	Sandusky
KKFX, 1250, 5 KW (DA-N)	, URBAN	UPI, \$ NA (Weiss)	
KMPS, 1300, 5 KW (DA-N)	, COUNTRY	, \$ 55.00* (Eastman)	Affiliated
KOMO, 1000, 50 KW (DA-N)	, MOR	ABC-I, \$167.50 (Katz)	
KVI, 570, 5 KW	, AC/OLDIES	MBS, \$ 48.00* (Selcom)	Golden West
KTAC, 850, 10 KW/1 KW (DA-2)	, CONTEMP/AC	ABC-D, \$ 40.00* (Masla)	Entercom

FM STATIONS

KBRD-F, 103.7, 100 KW @ 1675,	BTFL MUS (Churchill)	, \$ 95.00* (Masla)	Entercom
KCMS-F, 105.3, 115 KW @ 721,	RELIGION (Burk-Abr)	UPI, \$ 45.00 (----)	
KEZX-F, 98.9, 100 KW @ 1070,	SOFT ROCK/JAZZ	ABC-E, \$ 58.00 (HNWH)	Park
KING-F, 98.1, 100 KW @ 850,	CLASSICAL	WSJ, \$ 70.00* (Blair)	King
KISW-F, 99.9, 100 KW @ 1200,	AOR	, \$ 95.00* (Mc-Guild)	Kaye-Smith
KIXI-F, 95.7, 100 KW @ 1100,	AC	, \$ 75.00* (Christal)	
KLSY-F, 92.7, 100 KW @ 1100,	AC (Fairwest)	CBS-R, \$ 80.00* (Selcom)	Sandusky
KMPS-F, 94.1, 100 KW @ 1165,	COUNTRY	, \$ 75.00* (Eastman)	Affiliated
KNBQ-F, 97.3, 100 KW @ 700,	CHR	, \$ 82.00 (Christal)	
KPLZ-F, 101.5, 100 KW @ 1200,	CHR	, \$ 80.00* (Selcom)	Golden West
KRAB-F, 107.7, 63 KW @ 1200,	? ?	, \$ NA (----)	Sunbelt
KRPM-F, 106.1, 100 KW @ 700,	COUNTRY	APR, \$ 42.50 (Weiss)	Highsmith (TACOMA)
KSEA-F, 100.7, 100 KW @ 730,	BTFL MUS	, \$ 85.00* (Torbet)	Bonneville
KUBE-F, 93.3, 100 KW @ 1070,	CHR	, \$100.00* (MMR)	First Media
KKMI-F, 96.5, 81 KW @ 1220,	AC/CONTEMP	, \$ 50.00 (Christal)	
KZOK-F, 102.5, 100 KW @ 1165,	AOR	, \$ 70.00* (HNWH)	Sterling

12+ ADI 1/4

1. KIRO
2. KOMO
3. KBRD-F
4. KUBE-F
5. KISW-F
6. KPLZ-F
7. KSEA-F
8. KIXI
9. KMPS-F
10. KLSY-F
11. KZOK-F
12. KNBQ-F
13. KRPM-F
14. KING-F
15. KJR

12+ ADI CUME

1. KIRO
2. KOMO
3. KUBE-F
4. KISW-F
5. KPLZ-F
6. KBRD-F
7. KSEA-F
8. KNBQ-F
9. KJR
10. KVI
11. KIXI
12. KLSY-F
13. KMPS-F
14. KZOK-F
15. KING-F

ADI FM SHARE:

58.91%

CALL LETTER CHANGES

KSPL changed to KGNW (Oct)

FORMAT CHANGES

STATION SALES

KSPL: sold to Atsinger for \$2,450,000  
 KKMI-F: sold to Behan for \$5,500,000 (Kalil)

MISCELLANEOUS COMMENTS



SHREVEPORT

Arbitron Rank/Pop (12+): 110/285,000  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 127/354,500  
 ADI # 52  
 Average Person Rating: 17.6  
 Market TSL: 23.5 hours

Stations: 14/14  
 Diaries: 694/411:1/37.8%  
 Sample Target: 680  
 Standard Error: .800  
 % Below Line: 0  
 % Not Listed: 3.6

Est 1984 Revenue: \$11,900,000  
 Gross Inc.: 3.8 Bil  
 HH Inc.: \$30,268  
 Retail \$: 2.1 Bil  
 Pop per Station: 20,357

12+ METRO 1/4/SHARE	SPG 84	FAL 83	SPG 83	FAL 82	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/METRO CUME RATING	SPG 84	FAL 83
1. KMBQ-F 69/13.8	12.2	10.6	8.8	5.6	23.1	1. KMBQ-F 147/1761	1. KMBQ-F 759/26.6	20.8	21.6
2. KOKA 63/12.6	10.5	11.9	11.3	15.9	7.6	2. KRMD-F 85/1071	2. KOKA 676/23.7	23.2	24.0
3. KCIJ 57/11.4	8.6	9.0	8.6	9.6	4.4	3. KWKH 74/ 999	3. KDKS-F 585/20.5	20.1	21.2
4. KCOZ-F 52/10.4	10.7	10.6	11.3	12.3	5.8	4. KCIJ 73/ 589	4. KEEL 543/19.1	18.2	24.0
5. KDKS-F 48/ 9.6	12.0	10.6	13.8	9.6	9.3	5. KDKS-F 65/ 715	5. KVKI-F 524/18.4	14.0	16.6
6. KRMD-F 38/ 7.6	10.5	9.9	9.8	10.8	10.6	KOKA 65/ 818	6. KCOZ-F 487/17.1	16.9	16.7
7. KEEL 35/ 7.0	6.7	6.7	9.2	7.3	6.3	7. KCOZ-F 63/ 553	7. KRMD-F 478/16.8	20.2	19.3
8. KVKI-F 34/ 6.8	8.0	9.0	2.5	2.7	8.6	8. KEEL 57/1007	8. KWKH-F 417/14.6	15.5	16.9
9. KWKH 30/ 6.0	7.8	6.5	8.0	8.6	8.1	9. KVKI-F 35/ 570	9. KWKH 380/13.3	19.1	18.0
10. KWKH-F 23/ 4.6	5.1	5.2	6.3	5.6	8.3	10. KWKH-F 33/ 766	10. KCIJ 355/12.5	13.1	13.3
11.						11.	11.		
12.						12.	12.		
13.						13.	13.		
14.						14.	14.		
15.						15.	15.		

12+ FM SHARE (METRO): 55.07% (266 of 483) (FAL 83: 58.80%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KMBQ-F	1. KMBQ-F	1. KMBQ-F	1. KCIJ	1. KOKA	1. KCIJ	1. KOKA	1. KMBQ-F	1. KMBQ-F	1. KMBQ-F	1. KMBQ-F
2. KOKA	2. KOKA	2. KDKS-F	2. KDKS-F	2. KDKS-F	2. KCOZ-F	2. KMBQ-F	2. KCOZ-F	2. KOKA	2. KDKS-F	2. KOKA
3.	3. KDKS-F	3. KOKA	KVKI-F	3. KRMD-F	3. KOKA	KRMD-F+	3. KOKA	3. KCIJ	3. KCOZ-F	3. KDKS-F
4.	4. KVKI-F	4. KVKI-F	4. KEEL	KCIJ	4. KRMD-F	4. KEEL	4. KRMD-F	4. KCOZ-F	4. KOKA	4. KCOZ-F
5.	5.	5. KCIJ	5. KRMD-F	5. KVKI-F	5. KWKH	5. KCIJ	5.	5. KDKS-F	5. KRMD-F	5. KRMD-F
		6. KRMD-F				6. KCOZ-F				
WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54		MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. KMBQ-F	1. KMBQ-F	1. KMBQ-F	1. KRMD-F	1. KRMD-F		1. KMBQ-F	1. KMBQ-F	1. KMBQ-F	1. KMBQ-F	1. KOKA
2. KOKA	2. KOKA	2. KOKA	KVKI-F	KCIJ		2. KDKS-F	2. KDKS-F	2. KDKS-F	2. KDKS-F	2. KDKS-F
3. KDKS-F	3. KDKS-F	3. KVKI-F	3. KDKS-F	3. KDKS-F		KOKA	3. KOKA	3. KOKA	3. KOKA	3. KEEL
4. KVKI-F	4. KVKI-F	4. KDKS-F	KEEL	KVKI-F		4.	4.	4. KEEL	4.	KMBQ-F
5.	5. KRMD-F	5. KRMD-F	KMBQ-F	5. KOKA		5.	5.	5. KVKI-F	5.	5.
			KOKA	KCEZ-F						

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP		69 (1)	69 (1)	14.3	KBCL	1070	Shreveport	2.4/3.2
AOR					KFLO	1300	Shreveport	.8/2.2
AC/OLDIES/SOFT ROCK	35 (1)	34 (1)	69 (2)	14.3	KRMD	1340	Shreveport	3.2/7.3
MOR/VARIETY					KTAL-F	98.1	Shreveport	.4/2.2
COUNTRY	46 (2)	63 (3)	109 (5)	22.6				
BLACK/URBAN	63 (1)	48 (1)	111 (2)	23.0				
BTFL MUSIC		52 (1)	52 (1)	10.8				
NEWS/TALK								
NOSTALGIA	12 (1)		12 (1)	2.5				
RELIGION/GOSPEL	61 (2)		61 (2)	12.6				
SPANISH								
CLASSICAL								
UNKNOWN/OTHERS								

483 (14)

RADIO STATIONS

KBCL, 1070, 250 W (DAYS), NOSTALGIA	, \$11.50 (----)	
KCIJ, 980, 5 KW (DAYS), GOSPEL/BLACK	SBN, \$18.00* (Savalli)	
KEEL, 710, 50 KW/5 KW (DA-2), AC	ABC-I, \$37.00* (Mc-Guild)	Multimedia
KFLO, 1300, 500 W (DAYS), RELIGION	, \$ 6.00 (----)	
KJOE, 1480, 1 KW (DAYS), RELIGION	, \$10.00 (----)	
KOKA, 1550, 10 KW/500 W (DA-N), BLACK	ABC-C, \$28.00* (Selcom)	
KRMD, 1340, 1 KW/250 W, COUNTRY (Burk-Abr)	, \$17.00 (Katz)	
KWKH, 1130, 50 KW (DA-N), COUNTRY	ABC-E, \$29.00* (Torbet)	Great Empire
KCOZ-F, 100.1, 3 KW @ 300, BTFL MUS	, \$24.00* (Blair)	
KDKS-F, 92.1, 3 KW @ 300, BLACK	NBN, \$23.00* (HNWH)	(BENTON)
KMBQ-F, 93.7, 100 KW @ 350, CHR	ABC-F, \$38.00* (Mc-Guild)	Multimedia
KRMD-F, 101.1, 100 KW @ 1000, COUNTRY (Burk-Abr)	KKO, \$23.00* (Torbet)	Great Empire
KVKI-F, 96.5, 100 KW @ 265, AC/CONTEMP	MBS, \$20.00* (Eastman)	

MISCELLANEOUS COMMENTS

KMBQ evolves from AOR to CHR...KROK-F changes calls to KWKH-F and its format from CHR to Country (Sep)...KCIJ sold for \$700,000...Webster County dropped from Arbitron metro...

SPOKANE

Arbitron Rank/Pop (12+): 91/350,600
CMTA Rank/Pop: NA
MSA Rank/Pop: 124/358,400
ADI # 74
Average Person Rating: 16.4
Market TSL: 21.8 hours

Stations: 16/16
Diaries: 761/461:1/51.5%
Sample Target: 740
Standard Error: .704
% Below Line: 0
% Not Listed: 9.7

Est 1984 Revenue: \$8,800,000
Gross Inc.: 3.4 Bil
HH Inc.: \$24,808
Retail \$: 2.0 Bil
Pop per Station: 21,913

Table with 5 columns: Rank, Station, 1/4/SHARE, SPG, FAL. Lists top 15 stations like KZZU-F, KDRK-F, KXLY-F, etc.

Table with 3 columns: BIRCH SHARE, 12+ TSA 1/4/CUME, Rank. Lists stations like KDRK-F, KXLY-F, KZZU-F, etc.

Table with 5 columns: 12+ METRO CUME/, METRO CUME RATING, SPG, FAL. Lists stations like KXLY-F, KZZU-F, KDRK-F, etc.

12+ FM SHARE (METRO): 68.02% (353 of 519) (FAL 83: 66.60%)

Demographic breakdown table with columns for TEENS, 18-34, 18-49, 25-49, 25-54, 35-64, 12+ AMD, 12+ MID, 12+ PMD, 12+ EVE, SAT MID. Lists station performance in each category.

FORMATS and OTHER RATED STATIONS/METRO SHARE & CUME RATING. Lists formats like TOP 40/CHR/CONTEMP and other stations like KCDA-F, KGGR, KICN-F, etc.

RADIO STATIONS

Table listing radio stations with details like frequency, power, and call letters. Includes KCKO, KGA, KGGR, KHQ, KJRB, KLHT, KUDY, KXLY, KXXR, KDRK-F, KEZE-F, KHQ-F, KICN-F, KKPL-F, KZZU-F, KXLY-F.

MISCELLANEOUS COMMENTS

KREM-F changed from ACR to CHR (Sep)...KUDY/KICN-F sold by Cascade to Medina for \$1,309,000 (Montcalm)...KREM changed calls to KZZU-F...KDRK, KGA, KKPL and KXLY had significant technical difficulties during survey period...

SPRINGFIELD, MA

Arbitron Rank/Pop (12+): 68/494,900  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 93/514,500  
 ADI # 93  
 Average Person Rating: 16.7  
 Market TSL: 21.8 hours

Stations: 28/14  
 Diaries: 900/550:1/50.8%  
 Sample Target: 890  
 Standard Error: .645  
 % Below Line: 33.0  
 % Not Listed: 10.9

Est 1984 Revenue: \$9,100,000  
 Gross Inc.: 5.5 Bil  
 HH Inc.: \$26,864  
 Retail \$: 3.6 Bil  
 Pop per Station: 35,350

12+ METRO	1/4/SHARE	SPG	FAL	SPG	FAL
		84	83	83	82
1. WMAS-F	83/10.0	8.4	7.4	10.5	9.7
2. WHYN-F	82/ 9.9	8.5	12.1	13.0	12.1
3. WTIC-F	74/ 9.0	6.9	4.8	4.0	3.3
4. WMAS	72/ 8.7	11.2	8.7	9.0	8.3
WAQY-F	72/ 8.7	8.9	10.3	7.5	8.5
6. WHYN	63/ 7.6	8.3	7.8	9.9	7.6
7. WRCH-F	55/ 6.7	6.1	5.6	4.4	4.6
8. WLXY	26/ 3.1	3.6	2.6	2.2	2.2
9. WAAF-F	24/ 2.9	2.0	2.1	1.4	2.3
10. WTIC	23/ 2.8	2.6	3.7	4.0	3.7
11. WLDM	19/ 2.3	.7	1.0	.5	1.1
WCCC-F	19/ 2.3	3.5	3.3	2.8	3.2
13. WREB	18/ 2.2	3.1	3.7	3.3	2.3
14.					
15.					

BIRCH	12+ TSA	1/4/CUME
SHARE		
1. WTIC-F	113/1452	
2. WHYN-F	110/1503	
3. WMAS-F	90/1199	
4. WAQY-F	78/1356	
5. WMAS	74/ 740	
6. WHYN	64/1014	
WRCH-F	64/ 660	
8. WTIC	48/ 783	
9. WAAF-F	40/ 619	
10. WCCC-F	38/ 751	
11.		
12.		
13.		
14.		
15.		

12+ METRO	CUME/	SPG	FAL
METRO	CUME RATING	84	83
1. WHYN-F	1274/25.7	24.6	30.1
2. WAQY-F	1158/23.4	28.6	25.7
3. WMAS-F	1119/22.6	22.5	20.8
4. WTIC-F	1115/22.5	19.2	17.5
5. WHYN	993/20.1	25.1	24.3
6. WMAS	730/14.8	16.4	18.5
7. WCCC-F	560/11.3	14.5	14.0
8. WRCH-F	553/11.2	11.6	13.2
9. WAAF-F	480/ 9.7	10.9	9.2
10. WTIC	451/ 9.1	9.0	11.1
11.			
12.			
13.			
14.			
15.			

12+ FM SHARE (METRO): 62.50% (460 of 736) (FAL 83: 61.70%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WTIC-F	1. WAQY-F	1. WMAS-F	1. WMAS-F	1. WMAS-F	1. WMAS	1. WMAS-F	1. WHYN-F	1. WHYN-F	1. WTIC-F	1. WMAS-F
2. WAQY-F	2. WMAS-F	2. WHYN-F	2. WHYN-F	2. WHYN-F	2. WRCH-F	2. WHYN	2. WMAS-F	2. WAQY-F	2. WAQY-F	2. WAQY-F
3.	3. WTIC-F	3. WAQY-F	3. WHYN	3. WHYN	3. WHYN-F	3. WHYN-F	3. WMAS	3. WMAS-F	3. WHYN-F	3. WMAS
4.	4. WHYN-F	4. WTIC-F	4. WAQY-F	4. WRCH-F	4. WMAS-F	4. WTIC-F	4. WAQY-F	4. WTIC-F	4. WMAS	4. WTIC-F
5.	5. WHYN	5. WHYN	5. WTIC-F	WTIC-F	5. WHYN	5. WMAS	5. WRCH-F	5.	5. WMAS-F	5. WRCH-F
				WAQY-F					WRCH-F	
WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54		MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WTIC-F	1. WMAS-F	1. WMAS-F	1. WMAS-F	1. WMAS-F		1. WAQY-F	1. WAQY-F	1. WAQY-F	1. WAQY-F	1. WHYN-F
2. WMAS-F	2. WTIC-F	2. WHYN-F	2. WHYN-F	2. WHYN-F		2. WAAF-F	2. WAAF-F	2. WHYN	2. WHYN	2. WAQY-F
3. WHYN-F	3. WHYN-F	3. WTIC-F	3. WTIC-F	3. WHYN		3. WTIC-F	3. WHYN	3. WHYN-F	3. WMAS-F	3. WHYN
4. WAQY-F	4. WAQY-F	4. WHYN	4. WAQY-F	4. WTIC-F		4. WHYN	4. WMAS-F	4. WAAF-F	4. WCCC-F	4. WRCH-F
5.	5.	5. WAQY-F	5.	5.		5.	WTIC-F	WTIC-F	5. WHYN-F	5. WMAS-F

FORMATS	AM	FM	TOTAL	%
TOP 40/CHR/CONTEMP		97 (4)	97 (4)	13.2
AOR		122 (4)	122 (4)	16.6
AC/OLDIES/SOFT ROCK	66 (2)	177 (5)	243 (7)	33.0
MOR/VARIETY	68 (6)		68 (6)	9.2
COUNTRY	26 (1)		26 (1)	3.5
BLACK/URBAN				
BTFL MUSIC		64 (2)	64 (2)	8.7
NEWS/TALK	37 (2)		37 (2)	5.0
NOSTALGIA	72 (1)		72 (1)	9.8
RELIGION	7 (1)		7 (1)	1.0
SPANISH				
CLASSICAL				
UNKNOWN/OTHERS				
			736 (28)	

OTHER RATED STATIONS/METRO SHARE & CUME RATING			
WACE	730	Chicopee	.8/3.2
WARE	1250	Ware	1.0/3.5
WHMP	1400	Northampton	1.8/6.0
WHMP-F	99.3	Northampton	1.5/7.3
WSPR	1270	Springfield	1.5/6.2
WTTT	1430	Amherst	.5/1.6
WBZ	1030	Boston	.7/3.6
WDRC	1360	Hartford	.4/1.3
WDRC-F	102.9	Hartford	.5/5.0
WHCN-F	105.9	Hartford	.8/5.7
WIOF-F	104.1	Waterbury	.5/2.5
WKSS-F	95.7	Hartford	.8/4.1
WRSI-F	95.3	Greenfield, MA	.5/1.6
WSRS-F	96.1	Worcester	1.1/3.1
WWYZ-F	92.5	Waterbury	

RADIO STATIONS

WACE, 730, 5 KW (DAYS), RELIGION, \$ NA (----)	
WARE, 1250, 5 KW/2.5 KW (DA-N), MOR, \$13.00 (Kadetsky) (WARE)	
WHMP, 1400, 1 KW/250 W, MOR, ABC-I, \$ NA (Masla) Sillerman-Morrow	
WHYN, 560, 5 KW/1 KW (DA-N), AC, RKO, \$88.00 (Blair) Affiliated	
WIXY, 1600, 5 KW/2.5 KW (DA-N), COUNTRY, CBS, \$20.00* (Eastman) Wilkes-Schwartz	
WLDM, 1570, 2.5 KW (DAYS), NEWS/TALK, CNN, \$16.00 (Selcom)	
WMAS, 1450, 1 KW/250 W, NOSTALGIA, MBS, \$34.38 (Mc-Guild) Lappin	
WQXQ, 1490, 1 KW/250 W (DA-D), ? ? ?, \$14.00 (----)	
WREB, 930, 500 W (DAYS), TALK, \$14.00 (RSR) (HOLYOKE)	
WSPR, 1270, 5 KW/1 KW (DA-1), MOR, ABC-E, \$20.00 (Kadetsky)	
WAQY-F, 102.1, 27 KW @ 650, AOR, ABC-C, \$49.00* (Eastman) Wilkes-Schwartz	
WHMP-F, 99.3, 3 KW @ 300, CHR (Drake-Chen), \$ NA (Masla) Sillerman-Morrow	
WHYN-F, 93.1, 9 KW @ 970, AC, RKO II, \$88.00 (Blair) Affiliated	
WMAS-F, 94.7, 50 KW @ 360, AC, \$53.75 (Mc-Guild) Lappin	

Other ranked stations - See Hartford and Worcester

MISCELLANEOUS COMMENTS: The AC battle between WHYN-F and WMAS-F is interesting...

STOCKTON

Arbitron Rank/Pop (12+): 100/317,500  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 120/374,400  
 Sacramento ADI  
 Average Person Rating: 16.4  
 Market TSL: 21.9 hours

Stations: 29/10  
 Diaries: 869/365:1/47.4%  
 Sample Target: 690  
 Standard Error: .660  
 % Below Line: 58.1  
 % Not Listed: 11.3

Est 1984 Revenue: \$5,300,000  
 Gross Inc.: 3.5 Bil  
 HH Inc.: \$25,732  
 Retail \$: 2.1 Bil  
 Pop per Station: 31,750

12+ METRO	1/4/SHARE	SPG 84	FAL 83	SPG 83	FAL 82
1. KJAX-F	44/8.4	7.4	8.3	8.7	10.0
2. KHOP-F	41/7.9	6.6	9.2	7.9	5.1
3. KRAK	41/7.9	8.4	9.0	6.1	9.6
4. KBEE-F	31/5.9	1.8	---	---	.4
5. WFMR-F	30/5.7	5.8	6.3	6.9	5.1
6. KCBS	28/5.4	4.0	4.4	6.7	6.2
7. KZAP-F	27/5.2	4.2	3.9	3.4	4.9
8. KSTN	25/4.8	3.8	5.2	7.7	5.1
9. KWIN-F	23/4.4	3.6	3.3	4.5	4.7
10. KJOY	22/4.2	3.4	3.9	2.2	6.2
11.					
12.					
13.					
14.					
15.					

BIRCH SHARE	12+ TSA 1/4/CUME
1.	
2.	
3.	
4.	THE STOCKTON MSA
5.	& TSA ARE THE SAME.
6.	
7.	
8.	
9.	
10.	
11.	
12.	
13.	
14.	
15.	

12+ METRO	CUME/ METRO CUME	RATING	SPG 84	FAL 83
1. KHOP-F	739/23.3	20.2	21.9	
2. KJOY	537/16.9	12.6	16.4	
3. KRAK	525/16.5	13.7	19.5	
4. KSTN	493/15.5	14.4	17.3	
5. KFMR-F	460/14.5	10.2	14.2	
6. KWIN-F	449/14.1	9.3	9.6	
7. KJAX-F	428/13.5	11.8	15.5	
8. KCBS	404/12.7	10.9	13.5	
9. KNBR	361/11.4	12.8	13.5	
10. KBEE-F	338/10.6	4.3	----	
	KWOD-F	338/10.6	5.3	4.2
11.				
12.				
13.				
14.				
15.				

12+ FM SHARE (METRO): 60.48% (280 of 463) (FAL 83: 54.33%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KHOP-F	1. KHOP-F	1. KHOP-F	1. KFMR-F	1. KRAK	1. KJAX-F	1. KRAK	1. KJAX-F	1. KJAX-F	1. KSTN-F	1. KHOP-F
2. KSTN	2. KZAP-F	2. KFMR-F	2. KHOP-F	2. KFMR-F	2. KRAK	2. KJAX-F	2. KHOP-F	2. KHOP-F	2. KZAP-F	2. KFMR-F
3. KJOY	3. KWIN-F	3. KWIN-F	3. KRAK	3. KHOP-F	3. KBEE-F	3. KBEE-F	3. KRAK	3. KRAK	3. KJAX-F	3. KRAK
4.	4. KSTN	4. KZAP-F	4. KJAX-F	4. KJAX-F	4. KCBS	4. KCBS	4. KBEE-F	4. KFMR-F	4. KHOP-F	4. KJAX-F
5.	5.	5.	5. KWIN-F	5. KWIN-F	5.	5.	5.	5.	5.	5.

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. KHOP-F	1. KHOP-F	1. KHOP-F	1. KHOP-F	1. KHOP-F	1. KWOD-F	1. KZAP-F	1. KZAP-F	1. KZAP-F	1. KRAK
2.	2. KSTN	2. KFMR-F	2. KFMR-F	2. KFMR-F	2. KJOY	2. KWIN-F	2. KWIN-F	2. KWIN-F	2. KWIN-F
3.	3. KFMR-F	3. KJAX-F	3. KJAX-F	3. KJAX-F	3. KZAP-F	3. KHOP-F	3. KHOP-F	3. KNBR	3. KFMR-F
4.	4.	4. KSTN	4. KSTN	4. KRAK	4. KHOP-F	4. KWOD-F	4. KRAK	4.	4.
5.	5.	5.	5. KYBB-F	5.	5.	5.	5.	5.	5.

FORMATS	AM	FM	TOTAL	%
TOP 40/CHR/CONTEMP	54 (3)	91 (6)	145 (9)	31.3
AOR		36 (3)	36 (3)	7.8
AC/OLDIES/SOFT ROCK	11 (1)	16 (2)	27 (3)	5.8
MOR/VARIETY	19 (1)		19 (1)	4.1
COUNTRY	41 (1)	32 (2)	73 (3)	15.8
BLACK/URBAN		6 (1)	6 (1)	1.3
BTFMUSIC		81 (3)	81 (3)	17.5
NEWS/TALK	45 (3)		45 (3)	9.7
NOSTALGIA				
RELIGION	5 (1)		5 (1)	1.1
SPANISH	8 (1)	18 (1)	26 (2)	5.6
CLASSICAL				
UNKNOWN/OTHERS			463 (29)	

OTHER RATED STATIONS/METRO SHARE & CUME RATING			
KCVR	1570	Lodi	1.0/3.4
KSJQ-F	96.7	Manteca	.8/1.6
KSTN-F	107.3	Stockton	3.4/8.0
KWG	1230	Stockton	2.1/7.4
KYBB-F	100.9	Tracy	2.3/7.8
KCTC-F	96.1	Sacramento	1.1/3.2
KFBK	1530	Sacramento	1.0/3.6
KFIV-F	102.3	Modesto	.8/4.1
KOSO-F	93.1	Patterson	.8/5.4
KSKK-F	105.1	Sacramento	3.3/8.4
KWOD-F	106.5	Sacramento	3.3/10.6
KFRC	610	San Francisco	1.3/8.4
KGO	810	San Francisco	2.3/6.0
KMEL-F	106.1	San Francisco	1.0/3.0
KNBR	680	San Francisco	3.6/11.4
KOFY	1050	San Mateo	1.5/1.6
KQAK-F	98.9	San Francisco	.8/1.6
KSOL-F	107.7	San Mateo	1.1/3.1
KYUU-F	99.7	San Francisco	.4/1.1

RADIO STATIONS

KCVR, 1570, 5 KW (DAYS,DA), SPANISH	, \$18.00 (Caballero)	Golden Pacific	(LODI)
KJOY, 1280, 1 KW (DA-N), CONTEMP	ABC-I, \$18.00* (Mc-Guild)		
KSTN, 1420, 5 KW/1 KW (DA-2), CHR	ABC-C, \$20.00 (Roslin)		
KWG, 1230, 1 KW/250 W, OLDIES/AC	MBS, \$22.00 (Katz)	Home News	
KFMR-F, 100.1, 3 KW @ 300, COUNTRY (Drake-Chen)	, \$37.00 (CBS/FM)		
KJAX-F, 99.3, 2.3 KW @ 335, BTFMUS (TM)	ABC-E, \$35.00* (Mc-Guild)		
KSTN-F, 107.3, 8 KW @ 1610, SPANISH	ABC-C, \$ NM (Caballero)		
KWIN-F, 99.7, 3 KW @ 300, CONTEMP	, \$24.50 (MMR)	Golden Pacific	(LODI)
KYBB-F, 100.9, 3 KW @ 340, AC	, \$22.00 (Katz)	Home News	(TRACY)

Other ranked stations - See Sacramento, Modesto or San Francisco

SYRACUSE

Arbitron Rank/Pop (12+): 59/551,000  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 69/815,400  
 ADI # 66  
 Average Person Rating: 15.2  
 Market TSL: 19.9 hours

Stations: 20/17  
 Diaries: 964/572:1/53.0%  
 Sample Target: 920  
 Standard Error: .606  
 % Below Line: 2.7  
 % Not Listed: 9.9

Est 1984 Revenue: \$10,700,000  
 Gross Inc.: 6.5 Bil  
 HH Inc.: \$27,741  
 Retail \$: 3.8 Bil  
 Pop per Station: 32,412

		SPG	FAL	SPG	FAL
12+ METRO	1/4/SHARE	84	83	83	82
1. WYYY-F	133/15.9	14.3	13.6	11.1	12.9
2. WSYR	103/12.3	9.7	11.5	10.5	14.2
3. WNTQ-F	79/ 9.5	7.7	2.4	2.1	4.0
4. WHEN	63/ 7.5	8.2	9.2	9.0	10.5
5. WAQX-F	62/ 7.4	12.3	7.6	8.2	6.2
6. WEZG-F	59/ 7.1	4.9	3.0	4.5	6.4
7. WFBL	54/ 6.5	6.3	9.7	11.0	5.9
8. WKFM-F	47/ 5.6	5.8	6.0	7.0	8.0
9. WSEN-F+	33/ 3.9	4.8	5.1	4.9	4.4
WRRB-F	33/ 3.9	6.4	6.1	5.8	3.0

BIRCH	12+ TSA 1/4/CUME
SHARE	
17.1	1. WYYY-F 161/2101
;3/6	2. WSYR 119/1801
9.4	3. WNTQ-F 93/1528
7.1	4. WHEN 82/1602
13.7	5. WKFM-F 77/1289
4.2	6. WAQX-F 67/1133
5.9	7. WEZG-F 63/ 612
4.7	8. WRRB-F 62/ 975
4.2	9. WFBL 56/ 653
4.6	10. WSEN-F+ 42/ 741

12+ METRO	CUME/	SPG	FAL
METRO	CUME RATING	84	83
1. WYYY-F	1674/30.4	31.8	31.9
2. WSYR	1471/26.7	23.4	24.5
3. WNTQ-F	1235/22.4	18.4	8.9
4. WHEN	1146/20.8	25.0	27.5
5. WAQX-F	1022/18.5	22.1	16.8
6. WKFM-F	967/17.5	15.5	16.7
7. WFBL	624/11.3	11.9	16.1
8. WEZG-F	572/10.4	10.4	9.5
9. WRRB-F	558/10.1	10.6	11.8
10. WSEN-F+	541/ 9.8	10.6	10.1

- |     |     |     |
|-----|-----|-----|
| 11. | 11. | 11. |
| 12. | 12. | 12. |
| 13. | 13. | 13. |
| 14. | 14. | 14. |
| 15. | 15. | 15. |

12+ FM SHARE (METRO): 64.10% (482 of 752) (FAL 83: 55.95%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WNTQ-F	1. WYYY-F	1. WYYY-F	1. WYYY-F	1. WYYY-F	1. WSYR	1. WYYY-F	1. WYYY-F	1. WYYY-F	1. WNTQ-F	1. WYYY-F
2. WAQX-F	2. WNTQ-F	2. WNTQ-F	2. WHEN	2. WSYR	2. WEZG-F	2. WSYR	2. WEZG-F	2. WNTQ-F	2. WSYR	2. WSYR
3. WKFM-F	3. WAQX-F	3. WHEN	3. WSYR	3. WHEN	3. WYYY-F	3. WHEN	3. WSYR	3. WNTQ-F	3. WYYY-F	3. WNTQ-F
4.	4. WHEN	4. WAQX-F	4. WEZG-F	4. WEZG-F	4. WFBL	4. WNTQ-F	4. WHEN	4. WAQX-F+	4. WAQX-F	4. WFBL
5.	5. WKFM-F	5. WKFM-F	5. WRRB-F	5. WSEN-F+	5. WHEN	5.	5. WFBL	5. WEZG-F	5.	5. WAQX-F

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WYYY-F	1. WYYY-F	1. WYYY-F	1. WYYY-F	1. WYYY	1. WAQX-F	1. WYYY-F	1. WYYY-F	1. WYYY-F	1. WYYY-F
2. WNTQ-F	2. WNTQ-F	2. WNTQ-F	2.	2. WHEN	2. WNTQ-F	2. WAQX-F	2. WAQX-F	2. WAQX-F	2. WSYR
3.	3. WHEN	3. WHEN	3.	3. WSYR	WYYY-F	3. WNTQ-F	3. WNTQ-F	3. WHEN	3. WHEN
4.	4. WKFM-F	4.	4.	4. WRRB-F	4.	4.	4. WHEN	WNTQ-F	4. WAQX-F
5.	5. WAQX-F	5.	5.	5. WEZG-F	5.	5.	5. WSYR	5.	5. WEZG-F

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		130 (3)	130 (3)	17.3	WAQX 1490 Syracuse .8/3.8
AOR	7 (1)	74 (2)	81 (3)	10.8	WEZG 1220 Syracuse .5/2.4
AC/OLDIES/SOFT ROCK	80 (2)	133 (1)	213 (3)	28.3	WMCR 1600 Oneida .4/1.3
MOR/VARIETY	106 (2)		106 (2)	14.1	WMHR-F 102.9 Syracuse 2.8/4.2
COUNTRY	19 (2)	59 (2)	78 (4)	10.4	WNDR 1260 Syracuse 2.0/5.6
BLACK/URBAN					WSCP 1070 Sandy Creek 1.4/1.3
BTFL MUSIC	4 (1)	63 (2)	67 (3)	8.9	WIBQ-F 98.7 Utica .5/1.4
NEWS/TALK					WOUR-F 96.9 Utica 1.4/4.2
NOSTALGIA	54 (1)		54 (1)	7.2	WRCK-F 107.3 Utica .5/2.8
RELIGION		23 (1)	23 (1)	3.1	
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS					

752 (20)

RADIO STATIONS

WEZG, 1220, 1 KW (DAYS) , BTFL MUS , \$ NA (Eastman) Sky  
 WFBL, 1390, 5 KW (DA-N) , NOST (Al Ham) ABC-D,RKO II, \$62.50 (Weiss)  
 WHEN, 620, 5 KW/1 KW (DA-N) , AC ABC-E, \$113.38 (Blair) Park  
 WNDR, 1260, 5 KW (DA-N) , OLDIES/AC (Drake-Chen) ABC-R, \$16.00 (MMR)  
 WSYR, 570, 5 KW (DA-2) , MOR NBC,NBC-T, \$130.00\* (Katz) Katz

WAQX-F, 95.3, 3 KW @ 300, AOR ABC-R, \$ 50.00 (MMR)  
 WEZG-F, 100.9, 3 KW @ 165, BTFL MUS , \$ 32.00 (Eastman) Sky  
 WKFM-F, 104.7, 50 KW @ 540, CHR ABC-F, \$ 28.00 (Christal) (FULTON)  
 WMHR-F, 102.9, 11 KW @ 720, RELIGION , \$ 8.00 (----)  
 WNTQ-F, 93.1, 97 KW @ 660, CHR (Drake-Chen) CBS-R, \$ NA (Mc-Guild)  
 WRRB-F, 107.9, 50 KW @ 500, COUNTRY (Drake-Chen) , \$ 48.00\* (Blair) Park  
 WSEN-F+, 92.1, 3 KW @ 300, COUNTRY ABC-I, \$ 30.00\* (Mc-Guild) Buckley (BALDWINVILLE)  
 WYYY-F, 94.5, 100 KW @ 650, AC , \$150.00\* (Katz) Katz

MISCELLANEOUS COMMENTS

WOLF changes calls to WAQX...

TAMPA - ST. PETERSBURG

Arbitron Rank/Pop (12+): 21/1,596,200  
 CMSA Rank/Pop: # 20  
 MSA Rank/Pop: 20/1,818,300  
 ADI # 18  
 Average Person Rating: 18.2  
 Market TSL: 24.6 hours

Stations: 24/22  
 Diaries: 1547/1032:1/46.7%  
 Sample Target: 1530  
 Standard Error: .510  
 % Below Line: 3.9  
 % Not Listed: 9.9

Est. 1984 Revenue: \$38,900,000  
 Gross Inc.: 19.5 Bil  
 HH Inc.: \$26,062  
 Retail \$: 11.0 Bil  
 Pop per Station: 72,554

12+ METRO	1/4/SHARE	SPG 84	WIN 84	FAL 83	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/METRO CUME RATING	SPG 84	FAL 83
1. WWBA-F	386/13.3	13.5	15.1	14.8	9.3	1. WWBA-F 423/3657	1. WRBQ-F 3958/24.8	26.0	28.0
2. WRBQ-F	326/11.2	11.2	11.1	11.7	14.3	2. WRBQ-F 401/4973	2. WWBA-F 3231/20.2	21.0	21.1
3. WIQI-F	198/ 6.8	5.2	5.9	4.7	6.6	3. WYNF-F 306/3095	3. WIQI-F 2349/14.7	13.3	11.5
4. WQYK-F	195/ 6.7	8.7	5.8	5.3	8.7	4. WQYK-F 231/2445	4. WSUN 2234/14.0	14.2	11.1
5. WYNF-F	194/ 6.7	7.5	6.7	6.1	8.1	5. WSUN 227/2954	5. WZNE-F 2147/13.5	15.6	14.7
6. WSUN	190/ 6.5	4.8	5.0	4.9	5.9	6. WIQI-F 214/2653	6. WYNF-F 1999/12.5	13.6	12.3
7. WDAE	150/ 5.2	4.9	5.6	6.3	6.4	7. WDAE 156/1894	7. WQYK-F 1826/11.4	15.7	11.4
8. WZNE-F	126/ 4.3	5.6	6.0	4.9	5.3	8. WDUV-F 150/1790	8. WMGG-F 1717/10.8	9.3	8.4
9. WFLA	115/ 4.0	3.2	3.9	3.5	3.8	9. WFLA-F 147/2112	9. WFLA 1673/10.5	10.7	10.9
10. WTMP	111/ 3.8	3.3	3.2	3.3	1.7	10. WFLA 145/2096	10. WDAE 1636/10.2	10.1	13.8
11. WMGG-F	103/ 3.5	3.2	2.7	2.9	5.4	11. WZNE-F 144/2636	11. WPLP 1298/ 8.1	6.6	6.8
12. WGUL-F+	102/ 3.5	3.0	2.7	2.3	2.6	12. WTMP 121/1215	12. WFLA-F 1134/ 7.1	6.8	8.6
WPLP	102/ 3.5	2.9	3.6	3.1	2.9	13. WPLP 115/1453	13. WTMP 1106/ 6.9	5.8	7.4
14. WFLA-F	68/ 2.3	2.5	2.0	3.1	2.5	14. WMGG-F 106/1840	14. WDUV-F 744/ 4.7	4.8	5.0
15. WDUV-F	61/ 2.1	1.6	2.0	2.1	2.1	15. WGUL-F+ 102/ 849	15. WRBQ 723/ 4.5	6.3	5.3
16.						16.	16.		
17.						17.	17.		
18.						18.	18.		
19.						19.	19.		
20.						20.	20.		
21.						21.	21.		
22.						22.	22.		
23.						23.	23.		
24.						24.	24.		
25.						25.	25.		

12+ FM SHARE (METRO): 68.02% (1780 of 2617) (FAL 83: 66.78%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WRBQ-F	1. WRBQ-F	1. WRBQ-F	1. WRBQ-F	1. WRBQ-F	1. WWBA-F	1. WRBQ-F+	1. WWBA-F	1. WWBA-F	1. WRBQ-F	1. WRBQ-F
2. WYNF-F	2. WYNF-F	2. WIQI-F	2. WIQI-F	2. WIQI-F	2. WQYK-F	2. WWBA-F	2. WIQI-F	2. WRBQ-F	2. WYNF-F	2. WWBA-F
3. WZNE-F	3. WIQI-F	3. WYNF-F	3. WSUN	3. WWBA-F	3. WRBQ-F	3. WQYK-F	3. WRBQ-F	3. WIQI-F	3. WWBA-F	3. WQYK-F
4.	4. WZNE-F	4. WTMP	4. WQYK-F	4. WQYK-F	4. WSUN	4. WSUN	4. WSUN	4. WYNF-F	4. WFLA	4. WYNF-F
5.	5. WTMP	5. WSUN	5. WWBA-F	5. WSUN	5. WIQI-F	5. WIQI-F	5. WYNF-F	5. WSUN	5. WZNE-F	5. WDAE
6.	6. WMGG-F	6. WQYK-F	6. WTMP	6. WTMP	6. WDAE	6. WDAE	6. WQYK-F	6. WQYK-F	6. WIQI-F	6. WIQI-F
7.	7. WSUN	7. WMGG-F	7. WMGG-F	7. WMGG-F	7. WFLA	7. WFLA	7. WDAE	7. WZNE-F	7. WDAE	7. WSUN
8.	8.	8.	8.	8.	8. WGUL-F+	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WRBQ-F	1. WRBQ-F	1. WRBQ-F	1. WRBQ-F	1. WRBQ-F	1. WYNF-F	1. WYNF-F	1. WRBQ-F	1. WRBQ-F	1. WRBQ-F
WYNF-F	2. WIQI-F	2. WIQI-F	2. WIQI-F	2. WIQI-F	2. WRBQ-F	2. WRBQ-F	2. WYNF-F	2. WYNF-F	2. WIQI-F
3. WIQI-F	3. WYNF-F	3. WTMP	3. WMGG-F	3. WWBA-F	3. WZNE-F	3. WIQI-F	3. WIQI-F	3. WIQI-F	3. WSUN
4. WZNE-F	4. WTMP	4. WYNF-F	4. WTMP	4. WQYK-F	4. WQYK-F	4. WZNE-F	4. WSUN	4. WWBA-F	4. WQYK-F
5. WTMP	5. WZNE-F	5. WMGG-F	5. WYNF-F	5. WTMP	5. WAVE-F	5. WSUN	5. WQYK-F	5. WSUN	5. WYNF-F
6.	6. WMGG-F	6. WZNE-F	6.	6. WMGG-F	6. WSUN	6. WAVE-F	6.	6. WMGG-F	6. WWBA-F
7.	7.	7.	7.	7.	7.	7.	7.	WAVE-F	7.
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING		
TOP 40/CHR/CONTEMP	34 (1)	452 (2)	486 (3)	18.6	WCBF	1010	Tampa .4/1.1
AOR		194 (1)	194 (1)	7.4	WLFW	680	St. Pete .9/1.8
AC/OLDIES/SOFT ROCK		411 (4)	411 (4)	15.7	WFLA	910	Plant City .3/1.1
MOR/VARIETY	130 (2)		130 (2)	5.0	WRBQ	1380	St. Pete 1.2/4.5
COUNTRY	199 (2)	195 (1)	394 (3)	15.1	WRXB	1590	St. Pete 1.1/2.2
BLACK/URBAN	144 (2)		144 (2)	5.5	WTAN	1340	Clearwater .5/1.9
BTFL MUSIC		447 (2)	447 (2)	17.1	WXCR-F	92.1	Safety Harbor .7/1.8
NEWS/TALK	102 (1)		102 (1)	3.9	WAVE-F	102.5	Sarasota 1.4/4.2
NOSTALGIA	216 (3)	62 (1)	278 (4)	10.6			
RELIGION	12 (1)		12 (1)	0.5			
SPANISH							
CLASSICAL		19 (1)	19 (1)	0.7			
UNKNOWN/OTHERS							
			2617 (24)				

RADIO STATIONS

AM STATIONS

WAMA, 860, 500 W (DA01)	, SPANISH		, \$ 17.00 (Caballero)				
WCBF, 1010, 50 KW (DAYS,DA)	, RELIGION		, \$ 13.00 (----)		Sudbrink		
WDAE, 1250, 5 KW (DA-N)	, NOST (Primetime)	ABC-I, \$ 66.00*	(Mc-Guild)		Gannett		
WFLA, 970, 5 KW (DA-N)	, MOR	NBC, \$ 60.00	(Blair)		Blair		
WFNN, 1470, 5 KW (DAYS)	, TALK/NEWS	ABC-T, \$ 20.00	(HNWH)				
WGUL, 1500, 250 W (DAYS)	, NOSTALGIA	MBS, \$ NA	(Southern)				
WIIBO, 1050, 250 W (DAYS)	, OLDIES	UPI, \$ NA	(----)				
WLFW, 680, 1 KW (DAYS)	, NOST/BTFL	WSJ, \$ 35.00	(----)		Century		
WPLP, 570, 1 KW (DA-2)	, TALK	CBS,MBS, \$ 38.00*	(Selcom)		Guy Gannett		
WRBQ, 1380, 5 KW (DA-N)	, CHR	ABC-F, \$ NA	(Eastman)		Edens		
WSUN, 620, 5 KW (DA-N)	, COUNTRY	ABC-E,RKO II, \$ 78.75	(Katz)		Taft		
WTAN, 1340, 1 KW/250 W	, MOR	ABC-D, \$ 20.00	(S. Katz)				
WTYM, 1300, 5 KW/1 KW (DA-2)	, SPANISH	, \$ 28.00	(Lotus)		Associated		
WTMP, 1150, 5 KW/2.5 KW (DA-2)	, BLACK	SBN, \$ 50.00	(----)				

FM STATIONS

WFLA-F, 93.3, 100 KW @ 925, CONTEMP/AC			, \$ 52.50 (Blair)		Blair		
WGUL-F+, 105.5, 3 KW @ 300, NOSTALGIA		MBS, \$ NA	(Southern)				
WIQI-F, 100.7, 100 KW @ 503, AC			, \$ 76.00* (Mc-Guild)		Gannett		
WMGG-F, 95.7, 100 KW @ 507, OLDIES/AC (Burk-Abr)			, \$ 66.00* (MMR)		Metroplex		
WQYK-F, 99.5, 100 KW @ 550, COUNTRY			, \$ 75.00* (Torbet)		Lake Huron		
WRBQ-F, 104.7, 100 KW @ 555, CHR		ABC-F, \$125.00*	(Eastman)		Edens		
WWBA-F, 107.3, 100 KW @ 649, BTFL MUS		WSJ, \$110.00*	(Republic)		Metromedia		
WYNF-F, 94.9, 100 KW @ 1460, AOR (Pollack)		ABC-R, \$ 79.00*	(Katz)		Taft		
WZNE-F, 97.9, 100 KW @ 639, CHR		Source, \$ 60.00	(HNWH)		DKM		
WDUV, WAVE - See Sarasota		WVFM - See Lakeland					

- 12+ ADI 1/4
1. WWBA-F
  2. WRBQ-F
  3. WYNF-F
  4. WSUN
  5. WIQI-F
  6. WQYK-F
  7. WDAE
  8. WFLA-F
  9. WZNE-F
  10. WFLA
  11. WTMP
  12. WPCV-F
  13. WPLP
  14. WVFM-F
  15. WMGG-F
- 12+ ADI CUME
1. WRBQ-F
  2. WWBA-F
  3. WSUN
  4. WYNF-F
  5. WIQI-F
  6. WZNE-F
  7. WQYK-F
  8. WFLA
  9. WFLA-F
  10. WDAE
  11. WMGG-F
  12. WPLP
  13. WTMP
  14. WDUV-F
  15. WPCV-F
- ADI FM SHARE:  
70.47%

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

MISCELLANEOUS COMMENTS

WGUL A/F (New Port Richey): sold to Carl Maroccoi for \$1,725,000 (Chapman)

WLFW: from Ed Winton to Century for \$850,000

WRBQ A/F: from Harte-Hanks to Edens for \$16,000,000 (E)

WCBF: from Gore to Sudbrink for \$448,000

Hernando County was added to the Arbitron metro...

TOLEDO

Arbitron Rank/Pop (12+): 63/507,800  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 76/615,800  
 ADI # 60  
 Average Person Rating: 15.9  
 Market TSL: 21.3 hours

Stations: 20/13  
 Diaries: 1112/457:1/47.2%  
 Sample Target: 1010  
 Standard Error: .590  
 % Below Line: 9.3  
 % Not Listed: 12.6

Est 1984 Revenue: \$12,500,000  
 Gross Inc.: 6.0 Bil  
 HH Inc.: \$26,885  
 Retail \$: 3.7 Bil  
 Pop per Station: 39,062

12+ METRO	1/4/SHARE	SPG	FAL	SPG	FAL	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/METRO CUME RATING	SPG	FAL	
		84	83	83	82				84	83	
1. WLQR-F	96/11.9	11.3	9.0	8.3	10.9	9.6	1. WLQR-F 150/1783	1. WMHE-F	1269/25.0	16.2	19.1
2. WIOT-F	91/11.2	9.1	10.3	12.2	11.7	17.1	2. WIOT-F 140/2001	2. WSPD	1247/24.6	20.9	21.9
3. WMHE-F	77/ 9.5	6.0	7.5	7.5	8.0	8.2	3. WJR 118/1650	3. WIOT-F	1202/23.7	23.4	24.4
4. WSPD	75/ 9.3	9.9	8.8	9.4	9.7	14.3	4. WMHE-F 117/2031	4. WLQR-F	1120/22.1	22.3	16.7
5. WKLR-F	67/ 8.3	7.5	9.2	8.0	8.5	8.5	5. WKLR-F 106/1158	5. WRQN-F	842/16.6	18.8	13.1
6. WRQN-F	63/ 7.8	8.1	4.4	---	---	7.4	6. WSPD 92/1614	6. WWM-F	840/16.5	14.8	17.8
7. WWM-F	52/ 6.4	6.1	5.2	7.8	6.5	6.3	7. WRQN-F 82/1270	7. WKLR-F	739/14.6	16.1	16.2
8. WJR	40/ 4.9	6.6	5.9	5.0	5.3	3.1	8. WWM-F 63/ 983	8. WJR	644/12.7	16.9	13.4
9. WCWA	36/ 4.4	4.4	3.2	5.4	6.0	4.4	9. WCWA 41/ 669	9. WCWA	590/11.6	9.7	8.5
10. WVOI	30/ 3.7	2.5	3.3	1.3	1.7	5.0	10. WTOD 36/ 388	10. WOHO	460/ 9.1	9.3	12.9
11. WTOD	27/ 3.3	4.7	5.2	6.0	6.0	2.5	11.	11. WVOI	402/ 7.9	4.2	4.5
12. WOHO	14/ 1.7	2.3	4.1	4.1	3.2	1.9	12.	12. CKLW	301/ 5.9	6.7	9.2
13.							13.	13. WTOD	297/ 5.8	7.7	7.2
14.							14.	14.			
15.							15.	15.			

12+ FM SHARE (METRO): 66.20% (468 of 707) (FAL 83: 61.51%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WRQN-F	1. WIOT-F	1. WIOT-F	1. WWM-F	1. WMHE-F	1. WLQR-F	1. WSPD	1. WLQR-F	1. WLQR-F	1. WIOT-F	1. WIOT-F
2. WIOT-F	2. WMHE-F	2. WMHE-F	2. WMHE-F	WWM-F	2. WSPD	2. WLQR-F	2. WIOT-F	2. WIOT-F	2. WRQN-F	2. WMHE-F
3. WMHE-F	3. WWM-F	3. WWM-F	3. WKLR-F	3. WLQR-F	3. WKLR-F	3. WIOT-F	3. WMHE-F	3. WKLR-F	3. WSPD	3. WLQR-F
4.	4. WRQN-F	4. WKLR-F	4. WIOT-F	4. WKLR-F	4. WCWA	4. WMHE-F	4. WKLR-F	4. WRQN-F	4. WLQR-F	4. WKLR-F
5.	5. WKLR-F	5. WRQN-F	5. WLQR-F	5. WSPD	WMHE-F	5. WKLR-F	5. WWM-F	5. WMHE-F	5. WMHE-F	5. WSPD

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WMHE-F	1. WMHE-F	1. WMHE-F	1. WWM-F	1. WSPD	1. WIOT-F	1. WIOT-F	1. WIOT-F	1. WIOT-F	1. WMHE-F
2. WIOT-F	2. WIOT-F	2. WWM-F	2. WMHE-F	WWM-F	2.	2.	2. WKLR-F	2. WWM-F	2. WIOT-F
3. WRQN-F	3. WWM-F	3. WIOT-F	3. WIOT-F	3. WMHE-F	3.	3.	3. WMHE-F	3. WMHE-F	3. WWM-F
4. WKLR-F	4. WRQN-F	4. WKLR-F	4. WKLR-F	4. WLQR-F	4.	4.	4. WWM-F	4. WLQR-F	4. WKLR-F
5.	5. WKLR-F	5. WSPD	5. WSPD	5. WKLR-F	5.	5.	5. WRQN-F	5.	5. WLQR-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		143 (3)	143 (3)	20.2	WFOB 1430 Fostoria 1.2/2.4
AOR		94 (2)	94 (2)	13.3	WHFD-F 95.9 Archbold .4/2.1
AC/OLDIES/SOFT ROCK	21 (2)	55 (2)	76 (4)	10.7	CKLW 800 Windsor, ONT .9/5.9
MOR/VARIETY	125 (3)		125 (3)	17.7	WHMQ-F 100.5 Findlay .4/1.1
COUNTRY	27 (1)	70 (2)	97 (3)	13.7	WJLB-F 97.9 Detroit .9/2.2
BLACK/URBAN	30 (1)	7 (1)	37 (2)	5.2	WMUZ-F 103.5 Detroit .4/1.0
BTFL MUSIC		96 (1)	96 (1)	13.6	WRIF-F 101.1 Detroit .4/2.2
NEWS/TALK					WTWR-F 98.3 Monroe .4/2.6
NOSTALGIA	36 (1)		36 (1)	5.1	
RELIGION		3 (1)	3 (1)	0.4	
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS					

RADIO STATIONS  
 WCWA, 1230, 1 KW/250 W , NOSTALGIA (Primetime) CBS,MBS, \$25.00\* (Mc-Guild) Reams  
 WOHO, 1470, 1 KW (DA-2) , AC/MOR RKO II, \$27.00\* (Torbet)  
 WSPD, 1370, 5 KW (DA-N) , MOR NBC, \$48.00 (Katz)  
 WTOD, 1560, 5 KW (DAYS,DA), COUNTRY ABC-I, \$34.00\* (Masla) Booth  
 WVOI, 1520, 1 KW (DA-2) , BLACK SBN, \$16.00 (Lazar) Jacor  
 WIOT-F, 104.7, 50 KW @ 620, AOR (Burk-Abr) , \$65.00 (Mc-Guild) Reams  
 WKLR-F, 99.9, 50 KW @ 500, COUNTRY ABC-E. \$44.00\* (Masla) Booth  
 WLQR-F, 101.5, 15 KW @ 810, BTFL MUS , \$62.00 (Katz)  
 WMHE-F, 92.5, 50 KW @ 480, CONTEMP/AC ABC-F, \$60.00 (Christal)  
 WWM-F, 105.5, 3 KW @ 340, AC , \$28.00\* (Torbet)  
 WRQN-F, 93.5, 3 KW @ 176, CHR , \$17.00 (Weiss)  
 WTWR-F, 98.3, 3 KW @ 300, CHR MBS, \$18.00 (----) (BOWLING GREEN) (MONROE, MI)

MISCELLANEOUS COMMENTS  
 The Toledo metro was reduced by two counties (Monroe, MI and Ottawa, OH)...This had an effect on shares - primarily by reducing shares to Detroit stations - particularly WJR...



TUCSON

Arbitron Rank/Pop (12+): 64/505,300  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 82/590,300  
 ADI # 86  
 Average Person Rating: 17.1  
 Market TSL: 22.5 hours

Stations: 19/18  
 Diaries: 991/510:1/56.6%  
 Sample Target: 880  
 Standard Error: .644  
 % Below Line: 0.4  
 % Not Listed: 11.5

Est 1984 Revenue: \$12,800,000  
 Gross Inc.: 6.1 Bil  
 HH Inc.: \$27,999  
 Retail \$: 3.2 Bil  
 Pop per Station: 28,072

12+ METRO	1/4/SHARE	SPG	FAL	SPG	FAL
		84	83	83	82
1. KRQQ-F	102/11.8	13.9	9.4	9.3	5.4
KJYK-F	102/11.8	10.6	9.7	11.9	8.4
3. KCUB	70/ 8.1	8.4	11.0	11.2	11.6
4. KCEE	65/ 7.5	4.0	5.1	6.0	5.5
5. KLPX-F	53/ 6.1	7.7	8.4	6.7	6.3
6. KWFM-F	52/ 6.0	6.8	8.7	10.1	10.7
7. KGVY	48/ 5.6	3.9	5.1	3.5	3.7
8. KHYT	44/ 5.1	5.7	4.4	6.0	7.0
9. KXEW	41/ 4.8	6.1	4.5	5.6	6.0
10. KIIM-F	36/ 4.2	6.2	1.6	3.2	2.6
11. KNST	30/ 3.5	3.4	3.1	2.5	3.2
12. KTKT	26/ 3.0	3.9	4.1	3.6	4.1
13. KFLT	23/ 2.7	2.2	1.6	2.2	1.4
14. KVOI	22/ 2.6	1.0	1.7	1.5	3.2
15. KAIR	17/ 2.0	4.8	7.3	4.3	4.6
KTUC	17/ 2.0	1.6	3.3	2.5	2.8

BIRCH SHARE	12+ TSA	1/4/CUME
1. KJYK-F	121/1090	
2. KRQQ-F	108/1566	
3. KCUB	71/ 822	
4. KLPX-F	68/ 874	
5. KCEE	67/ 880	
6. KWFM-F	52/ 834	
7. KGVY	51/ 319	
8. KHYT	44/ 684	
9. KXEW	41/ 357	
10. KIIM-F	37/ 600	
11. KNST	31/ 684	
12. KTKT	26/ 804	
13. KFLT	23/ 295	
14. KVOI	22/ 233	
15. KAIR	18/ 399	
KTUC	18/ 368	

12+ METRO	CUME/	SPG	FAL
METRO	CUME RATING	84	83
1. KRQQ-F	1503/29.7	28.6	25.6
2. KJYK-F	1018/20.1	19.9	17.4
3. KWFM-F	834/16.5	20.1	24.5
4. KLPX-F	831/16.4	15.9	18.6
5. KCEE	808/16.0	11.7	13.2
6. KCUB	763/15.1	15.2	19.4
7. KTKT	729/14.4	13.5	15.5
8. KHYT	684/13.5	13.9	13.4
9. KNST	661/13.1	10.6	10.2
10. KIIM-F	582/11.5	13.1	6.2
11. KAIR	393/ 7.8	11.2	16.9
12. KXEW	357/ 7.1	6.8	7.4
13. KTUC	337/ 6.7	7.1	10.1
14. KGVY	300/ 5.9	6.2	8.0
15. KFLT	295/ 5.8	5.0	4.0

12+ FM SHARE (METRO): 47.18% (360 of 763) (FAL 83: 42.95%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KRQQ-F	1. KRQQ-F	1. KRQQ-F	1. KCEE	1. KCEE	1. KJYK-F	1. KRQQ-F	1. KJYK-F	1. KRQQ-F	1. KRQQ-F	1. KRQQ-F
2. KHYT	2. KWFM-F	2. KCEE	2. KRQQ-F	2. KJYK-F	2. KCUB	2. KCUB	2. KCEE	2. KJYK-F	2. KJYK-F	2. KJYK-F
3. KLPX-F	3. KCEE	3. KWFM-F	KJYK-F	3. KCUB	3. KGVY	3. KJYK-F	3. KRQQ-F	3. KCUB	3. KLPX-F	3. KCUB
4.	4. KLPX-F	4. KJYK-F	4. KCUB	4. KRQQ-F	4. KCEE	4. KCEE	4. KCUB	4. KLPX-F	4. KHYT	4. KLPX-F
5.	5. KHYT	5. KCUB	5. KWFM-F	5. KXEW	5. KIIM-F	5. KXEW	5. KWFM-F	5. KCEE	5. KWFM-F	5. KCEE
		KLPX-F	KXEW		KXEW					KXEW
WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54		MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. KRQQ-F	1. KRQQ-F	1. KRQQ-F	1. KCEE	1. KJYK-F		1. KRQQ-F	1. KRQQ-F	1. KRQQ-F	1. KCEE	1. KCEE
2. KWFM-F	2. KWFM-F	2. KJYK-F	KRQQ-F	2. KCUB		2. KLPX-F	2. KWFM-F	2. KCEE	2. KRQQ-F	2. KRQQ-F
3. KHYT	3. KCEE	3. KCEE	3. KJYK-F	3. KCEE		3. KWFM-F	KCEE	3. KWFM-F	KWFM-F	3. KJYK-F
4.	4. KHYT	4. KIIM-F	KXEW	4. KRQQ-F		4.	4. KLPX-F	4. WLPX-F	4.	4. KCUB
5.	5. KIIM-F	5. KWFM-F	5.	KXEW		5.	5. KCUB	5. KCUB	5.	5. KWFM-F
	KJYK-F	KXEW								

FORMATS	AM	FM	TOTAL	%
TOP 40/CHR/CONTEMP	70 (2)	105 (2)	175 (4)	22.9
AOR		105 (2)	105 (2)	13.8
AC/OLDIES/SOFT ROCK	65 (1)		65 (1)	8.5
MOR/VARIETY	17 (1)		17 (1)	2.2
COUNTRY	70 (1)	36 (1)	106 (2)	13.8
BLACK/URBAN				
BTFL MUSIC		105 (2)	105 (2)	13.8
NEWS/TALK	47 (2)		47 (2)	6.2
NOSTALGIA	48 (1)		48 (1)	6.3
RELIGION	45 (2)		45 (2)	5.9
SPANISH	41 (1)		41 (1)	5.4
CLASSICAL				
UNKNOWN/OTHERS		9 (1)	9 (1)	1.2
			763 (19)	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KEZG-F	92.1	Green Valley	.3/1.4
KOPO-F	98.3	Marana	1.0/2.6
KZZP-F	104.7	Mesa	.3/2.1

RADIO STATIONS

KAIR, 1490, 1 KW/250 W	, MOR	NBC, \$50.00* (Blair)	Citadel
KCEE, 790, 5 KW/500 W (DA-2)	, OLDIES/AC	MBS, \$32.00 (MMR)	Behan
KCUB, 1290, 1 KW	, COUNTRY	, \$44.25 (Katz)	Rex
KGVY, 1080, 1 KW	, NOSTALGIA	APR, \$14.00 (Roslin)	(GREEN VALLEY)
KHYT, 1330, 500 W/5 KW (DA-N)	, CHR	RKO, \$26.00* (Republic)	
KNST, 940, 1 KW/250 W	, NEWS/TALK	ABC-I, MBS, \$21.00 (Mc-Guild)	Nationwide/Western Cities
KTKT, 990, 10 KW/1 KW (DA-N)	, CONTEMP	RKO II, \$29.75 (Torbet)	Lotus
KTUC, 1400, 1 KW/250 W	, NEWS	WSJ, CBS, NBC-T, \$15.00 (Weiss)	
KVOI, 690, 250 W (DAYS)	, RELIGION	UPI, \$12.00 (----)	
KXEW, 1600, 1 KW (DAYS)	, SPANISH	, \$18.00* (Lotus)	
KFLT, 1450, 1 KW/250 W	, RELIGION	UPI, \$ NA (----)	Family Life
KIIM-F, 99.5, 30 KW @ 73,	COUNTRY	, \$25.00* (Weiss)	Rex
KJYK-F, 94.9, 80 KW @ 500,	BTFL MUS	, \$32.00 (Blair)	Citadel
KLPX-F, 96.1, 93 KW @ 505,	AOR	, \$36.50 (Torbet)	Lotus
KRQQ-F, 93.7, 26 KW @ 150,	CHR	, \$45.00* (Mc-Guild)	Nationwide/Western Cities
KWFM-F, 92.9, 47 KW @ 86,	AOR (Pollack)	, \$32.00 (MMR)	Behan

MISCELLANEOUS COMMENTS KNST/JRQQ-F sold by Western Cities to Nationwide for \$7,500,000 (E) (Kalil)...KAIR/KJYK-F sold by Surrey to Citadel for \$5,500,000 (Kalil)...KOPO-F went on the air in October...bib book for religious stations...

TULSA

Arbitron Rank/Pop (12+): 54/648,100  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 66/743,600  
 ADI # 54  
 Average Person Rating: 16.8  
 Market TSL: 22.5 hours

Stations: 19/19  
 Diaries: 1075/603:1/46.1%  
 Sample Target: 970  
 Standard Error: .606  
 % Below Line: 0  
 % Not Listed: 5.9

Est 1984 Revenue: \$18,300,000  
 Gross Inc.: 9.4 Bil  
 HH Inc.: \$33,299  
 Retail \$: 4.5 Bil  
 Pop per Station: 34,111

12+ METRO	1/4/SHARE	SPG	FAL	SPG	FAL
		84	83	83	82
1. KVOO	153/14.1	13.7	11.8	12.0	13.5
2. KBEZ-F	111/10.2	9.9	7.9	8.2	10.4
3. KWEN-F	108/ 9.9	11.6	12.7	9.5	10.4
4. KRAV-F	106/ 9.7	10.8	8.6	12.6	9.8
5. KAYI-F	102/ 9.4	7.4	7.9	7.7	7.5
6. KRMG	90/ 8.3	9.2	10.3	9.6	11.0
7. KMOD-F	84/ 7.7	7.8	8.9	11.2	10.4
8. KGTO	55/ 5.1	3.1	1.7	2.9	2.3
9. KTFX-F	41/ 3.8	3.5	6.3	5.1	4.7
10. KCFO-F	39/ 3.6	4.5	4.5	3.4	4.4
11. KELI-F	32/ 2.9	1.5	1.2	.6	1.6
12. KBBJ	25/ 2.3	2.7	2.2	3.3	4.9
13.					
14.					
15.					

BIRCH SHARE	12+ TSA 1/4/CUME
10.5	1. KVOO 295/3159
10.5	2. KAYI-F 159/2092
13.0	3. KBEZ-F 155/1744
9.8	4. KWEN-F 121/1429
9.4	5. KRAV-F 118/1521
9.6	6. KTFX-F 112/1494
12.5	7. KRMG 99/1676
.9	8. KMOD-F 97/1311
3.4	9. KGTO 58/ 469
4.5	10. KCFO-F 52/ 794
4.5	11.
2.3	12.
	13.
	14.
	15.

12+ METRO CUME/ METRO CUME RATING	SPG	FAL
	84	83
1. KVOO 1512/23.3	24.3	23.4
2. KRMG 1423/22.0	22.9	23.7
3. KAYI-F 1312/20.2	16.2	15.9
4. KRAV-F 1294/20.0	23.7	17.8
5. KWEN-F 1229/19.0	20.3	20.9
6. KBEZ-F 1151/17.8	16.1	14.0
7. KMOD-F 990/15.3	16.0	15.8
8. KTFX-F 700/10.8	9.1	11.0
9. KELI-F 544/ 8.4	6.6	3.7
10. KCFO-F 541/ 8.3	8.4	7.9
11. KGTO 413/ 6.4	6.2	4.5
12. KBBJ 408/ 6.3	5.9	5.2
13.		
14.		
15.		

12+ FM SHARE (METRO): 63.08% (646 of 1024) (FAL 83: 64.27%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+	12+ EVE	SAT MID
1. KAYI-F	1. KRAV-F	1. KRAV-F	1. KRAV-F	1. KVOO	1. KVOO	1. KVOO	1. KVOO	1. KVOO	1. KAYI-F	1. KVOO
2. KMOD-F	2. KMOD-F	2. KWEN-F	2. KWEN-F	2. KRAV-F	2. KBEZ-F	2. KRMG	2. KBEZ-F	2. KWEN-F	2. KMOD-F	2. KAYI-F
3. KELI-F	3. KAYI-F	3. KVOO	3. KVOO	3. KWEN-F	3. KRMG	3. KWEN-F	3. KRAV-F	3. KRAV-F	3. KVOO	3. KRMG-F
4. KELI	4. KWEN-F	4. KMOD-F	4. KGTO	4. KBEZ-F	4. KWEN-F	4. KRAV-F	4. KWEN-F	KAYI-F	4. KRAV-F	4. KRAV-F
5. KWEN-F	5. KGTO	5. KAYI-F	5. KBEZ-F	5. KGTO	5.	5. KBEZ-F	5. KMOD-F	5. KBEZ-F	KWEN-F	5. KBEZ-F
						6. KAYI-F				6. KWEN-F
WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54		MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. KAYI-F	1. KRAV-F	1. KRAV-F	1. KRAV-F	1. KRAV-F		1. KMOD-F	1. KMOD-F	1. KMOD-F	1. KGTO	1. KVOO
2. KWEN-F	2. KAYI-F	2. KWEN-F	2. KAYI-F	2. KVOO		2. KRAV-F	2. KRAV-F	2. KVOO	2. KMOD-F	2. KWEN-F
KRAV-F	3. KWEN-F	3. KAYI-F	3. KWEN-F	3. KWEN-F		3. KAYI-F	3. KGTO	KWEN-F	KRAV-F	3. KGTO
4. KCFO-F	4. KCFO-F	4. KBEZ-F	4. KGTO	4. KBEZ-F		KWEN-F	4. KAYI-F	4. KRAV-F	4. KAYI-F	4. KRAV-F
5.	5. KMOD-F	5. KVOO	5. KMOD-F	5. KRMG		5.	5. KWEN-F	5. KGTO	KVOO	5. KBEZ-F
				6. KAYI-F						

FORMATS	AM	FM	TOTAL	%
TOP 40/CHR/CONTEMP	14 (1)	134 (2)	148 (3)	14.5
AOR		84 (1)	84 (1)	8.2
AC/OLDIES/SOFT ROCK	55 (1)	106 (1)	161 (2)	15.7
MOR/VARIETY	97 (2)		97 (2)	9.5
COUNTRY	160 (2)	149 (2)	309 (4)	30.2
BLACK/URBAN	11 (1)		11 (1)	1.1
BTFL MUSIC		111 (1)	111 (1)	10.8
NEWS/TALK				
NOSTALGIA	25 (1)		25 (1)	2.4
RELIGION	16 (1)	50 (2)	66 (3)	6.4
SPANISH				
CLASSICAL		12 (1)	12 (1)	1.2
UNKNOWN/OTHERS				

OTHER RATED STATIONS/METRO SHARE & CUME RATING			
KCFO	970	Tulsa	1.5/3.9
KCMA-F	106.1	Owasso	1.1/2.8
KELI	1430	Tulsa	1.3/5.3
KOKN	1270	Claremore	.6/1.1
KTOW	1340	Sand Springs	.6/1.7
KXOJ	1550	Sapulpa	1.0/1.4
KXOJ-F	100.9	Sapulpa	1.0/2.3

1024 (19)

RADIO STATIONS

KCFO, 970, 2.5/1 KW (DA-2) , RELIGION  
 KBBJ, 1300, 5 KW/1 KW (DA-2), NOSTALGIA (SMN)  
 KELI, 1430, 5 KW (DA-N) , CHR  
 KGTO, 1050, 1 KW (DAYS) , OLDIES  
 KRMG, 740, 50 KW/25 KW (DA-2), MOR  
 KVOO, 1170, 50 KW (DA-N) , COUNTRY  
 KAYI-F, 106.9, 100 KW @ 1010, CHR  
 KBEZ-F, 92.9, 100 KW @ 680, BTFL MUS  
 KCFO-F, 98.5, 100 KW @ 660, RELIGION  
 KELI-F, 92.1, 3 KW @ 245, CHR  
 KMOD-F, 97.5, 50 KW @ 435, AOR (Pollack)  
 WRV-F, 96.5, 100 KW @ 380, AC  
 KTFX-F, 103.3, 100 KW @ 1278, COUNTRY (Century 21)  
 KWEN-F, 95.5, 100 KW @ 339, COUNTRY

MBS, \$10.00 (----)  
 CBS, \$15.00\* (CBS/FM)  
 CBS-R, \$ NA (Masla)  
 RKO, \$ NA (Selcom)  
 ABC-I, WSJ, \$70.00\* (Christal)  
 , \$63.75 (Blair)  
 ABC-E, \$45.00 (Torbet)  
 , \$40.00 (Eastman)  
 ABC-D, \$26.50 (Weiss)  
 CBS-R, \$ NA (Masla)  
 , \$50.00\* (CBS/FM)  
 , \$75.63 (Selcom)  
 , \$31.00 (HNWH)  
 APR, \$110.00 (Katz)

Epperson  
 Clear Channel  
 Signal  
 Swanson  
 Hicks (MUSKOGEE)  
 Mid America  
 Epperson  
 Signal  
 Clear Channel  
 Katz

MISCELLANEOUS COMMENTS

KAKC-F changed calls to KCFO...

WASHINGTON

Arbitron Rank/Pop (12+): 9/2,854,300  
 CMSA Rank/Pop: # 9  
 MSA Rank/Pop: 7,3,353,300  
 ADI # 9  
 Average Person Rating: 17.6  
 Market TSL: 23.0 hours

Stations: 31/28  
 Diaries: 2436/1172:1/51.8%  
 Sample Target: 2050  
 Standard Error: .405  
 % Below Line: 2.7  
 % Not Listed: 10.7

Est. 1984 Revenue: \$91,600,000  
 Gross Inc.: 48.6 Bil  
 HH Inc.: \$39,966  
 Retail \$: 23.6 Bil  
 Pop per Station: 101,939

12+ METRO	1/4/SHARE	SUM 84	SPG 84	WIN 84	FAL 83	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/ METRO CUME RATING	SPG 84	FAL 83
1. WMAL	489/9.7	6.6	7.2	9.4	8.0	8.0	1. WMAL 512/6968	1. WMAL 6389/22.4	16.0	20.6
2. WGAY-F	414/8.2	8.5	8.0	8.4	8.5	6.1	2. WGAY-F 510/5459	2. WRQX-F 4842/17.0	20.6	19.2
3. WKYS-F	367/7.3	8.2	8.9	8.0	10.2	7.7	3. WKYS-F 391/4794	3. WGAY-F 4752/16.6	16.1	17.5
4. WHUR-F	319/6.4	7.1	7.3	5.2	5.9	7.2	4. WWDC-F 390/5798	4. WHUR-F 4647/16.3	17.2	17.3
5. WWDC-F	289/5.8	5.3	4.2	5.1	3.0	9.2	5. WHUR-F 351/5050	5. WKYS-F 4453/15.6	19.2	19.9
6. WRQX-F	267/5.3	5.6	5.7	6.3	6.4	6.6	6. WRQX-F 319/5940	6. WAVA-F 4389/15.4	18.9	14.9
7. WMZQ-F	234/4.6	4.4	4.0	5.6	4.4	3.2	7. WMZQ-F 302/4134	7. WWDC-F 4193/14.7	14.8	11.6
8. WLTT-F	231/4.6	4.7	4.6	4.4	4.1	4.0	8. WLTT-F 254/4150	8. WLTT-F 3708/13.0	14.5	14.5
9. WAVA-F	222/4.4	4.1	5.6	4.3	4.3	5.7	9. WAVA-F 254/5301	9. WPGC-F+ 3692/12.9	13.1	13.3
10. WPGC-F+	208/4.1	4.6	3.3	3.5	3.5	3.0	10. WPGC-F+ 249/4495	10. WTOP 3686/12.9	14.8	13.6
11. WGMS-F+	168/3.3	2.3	3.2	2.7	2.9	2.8	11. WGMS-F+ 190/2768	11. WMZQ-F+ 3259/11.4	10.4	9.2
12. WTOP	163/3.2	4.1	4.6	3.3	3.6	3.9	12. WTOP 190/4270	12. WASH-F 3235/11.3	10.3	10.9
13. WPKX-F	143/2.8	2.8	3.0	2.3	3.1	3.3	13. WPKX-F 169/2792	13. WDJY-F 2833/ 9.9	10.4	10.5
14. WDJY-F	139/2.8	3.7	2.7	2.3	2.4	2.7	14. WASH-F 160/3710	14. WGMS-F+ 2555/ 9.0	8.4	9.1
15. WASH-F	139/2.8	2.6	2.2	2.3	3.8	3.1	15. WDJY-F 143/2926	15. WPKX-F 2390/ 8.4	9.1	13.3
16. WXTR-F	105/2.1	2.5	2.6	2.7	2.0	1.4	16. WXTR-F 137/2313	16. WXTR-F 1930/ 6.8	9.0	6.0
17. WEZR-F	1/1.6	1.8	1.5	1.2	1.4	1.4	17. WPOC-F 123/1302	17. WEZR-F 1686/ 5.9	5.5	5.3
18. WHFS-F	80/1.6	1.7	1.2	1.7	.7	1.4	18. WHFS-F 100/ 993	18. WWRC 1474/ 5.2	7.1	9.7
19. WWRC	76/1.5	4.2	3.3	4.2	4.1	1.9	19. WEZR-F 100/1874	19. WOL 1133/ 4.0	4.4	4.4
20. WOL	59/1.2	1.2	.9	1.0	1.3	1.0	20. WWRC 92/1760	20. WWDC 754/ 2.6	3.0	2.4
21.							21.	21.		
22.							22.	22.		
23.							23.	23.		
24.							24.	24.		
25.							25.	25.		

12+ FM SHARE (METRO): 77.50% (3475 of 4484) (FAL 83: 72.33%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WAVA-F	1. WKYS-F	1. WKYS-F	1. WKYS-F	1. WMAL	1. WMAL	1. WMAL	1. WGAY-F	1. WGAY-F	1. WHUR-F	1. WMAL
2. WRQX-F	2. WWDC-F	2. WHUR-F	2. WMAL	2. WGAY-F	2. WGAY-F	2. WKYS-F	2. WMAL	2. WMAL	2. WGAY-F	2. WKYS-F
3. WKYS-F	3. WHUR-F	3. WWDC-F	3. WLTT-F	3. WKYS-F	3. WMZQ-F+	3. WWDC-F	3. WKYS-F	3. WKYS-F	3. WKYS-F	3. WGAY-F
4. WWDC-F	4. WRQX-F	4. WLTT-F	4. WHUR-F	4. WHUR-F	4. WGMS-F+	4. WGAY-F	4. WLTT-F	4. WWDC-F	4. WAVA-F	4. WWDC-F
5. WDJY-F	5. WLTT-F	5. WMAL	5. WGAY-F	5. WLTT-F	5. WHUR-F	5. WTOP	5. WWDC-F	5. WRQX-F	5. WWDC-F	5. WHUR-F
6. WHUR-F	6. WPGC-F+	6. WRQX-F	6. WPGC-F+	6. WMZQ-F+	6. WTOP	6. WRQX-F	6. WRQX-F	6. WLTT-F	6. WRQX-F	6. WRQX-F
7. WASH-F	7. WAVA-F	7. WPGC-F+	7. WMZQ-F+	7. WPGC-F+	7. WLTT-F	7. WMZQ-F+	7. WMZQ-F+	7. WAVA-F	7. WDJY-F	7. WAVA-F
8.	8. WASH-F	8. WGAY-F	8. WRQX-F	8. WRQX-F	8. WKYS-F	8. WPGC-F+	8. WHUR-F	8. WHUR-F	8. WMAL	8. WLTT-F
9.	9. WMZQ-F	9. WMZQ-F+	9. WWDC-F	9. WWDC-F	9. WPKX-F	9. WHUR-F	9. WPGC-F+	9. WMZQ-F+	9. WPGC-F	9. WMZQ-F+
10.	10. WDJY-F	10. WAVA-F	10. WGMS-F+	10. WGMS-F+	10. WPGC-F+	10. WLTT-F	10. WAVA-F	10. WPGC-F+	10. WWRC	10. WPKX-F

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WKYS-F	1. WKYS-F	1. WKYS-F	1. WKYS-F	1. WMAL	1. WWDC-F	1. WWDC-F	1. WWDC-F	1. WKYS-F	1. WMAL
2. WRQX-F	2. WLTT-F	2. WLTT-F	2. WLTT-F	2. WKYS-F	2. WHUR-F	2. WKYS-F	2. WHUR-F	2. WWDC-F	2. WGAY-F
3. WLTT-F	3. WHUR-F	3. WHUR-F	3. WHUR-F	3. WGAY-F	3. WKYS-F	3. WHUR-F	3. WKYS-F	3. WHUR-F	3. WHUR-F
4. WHUR-F	4. WPGC-F+	4. WRQX-F	4. WPGC-F+	4. WLTT-F	4. WAVA-F	4. WRQX-F	4. WMAL	4. WHFS-F	4. WHFS-F
5. WAVA-F	5. WRQX-F	5. WPGC-F+	5. WRQX-F	5. WHUR-F	5. WRQX-F	5. WPGC-F+	5. WMZQ-F+	5. WLTT-F	5. WMZQ-F+
6. WWDC-F	6. WAVA-F	6. WMAL	6. WAVA-F	6. WPGC-F+	6. WHFS-F	6. WAVA-F	6. WLTT-F	6. WPGC-F+	6. WWDC-F
7. WPGC-F+	7. WWDC-F	7. WGAY-F	7. WASH-F	7. WMZQ-F+	7.	7. WLTT-F	7. WRQX-F	7. WRQX-F	7. WLTT-F
8.	8. WASH-F	8. WAVA-F	8.	8. WRQX-F	8.	8.	8. WPGC-F+	8.	8. WTOP
9.	9. WMZQ-F+	9. WMZQ-F+	9.	9. WGMS-F+	9.	9.	9. WMZQ-F+	9. WGAY-F	9.
10.	10. WEZR-F	10. WWDC-F	10.	10. WPKX-F	10.	10.	10. WTOP	10.	10.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP		628 (3)	628 (3)	14.0	WFRE-F	99.9	Frederick	.6/1.4
AOR		389 (3)	389 (3)	8.7	WNTR	1050	Silver Spg	.8/1.5
AC/OLDIES/SOFT ROCK	10 (1)	615 (4)	625 (5)	13.9	WTKS-F	102.3	Bethesda	1.0/3.1
MOR/VARIETY	489 (1)		489 (1)	10.9	WUST	1120		.4/1.1
COUNTRY	17 (1)	379 (3)	396 (4)	8.8	WWDC	980		1.0/2.6
BLACK/URBAN	59 (1)	825 (3)	884 (4)	19.7	WIYY-F	97.9	Baltimore	.4/1.7
BTFL MUSIC		498 (3)	498 (3)	11.1	WPOC-F	93.1	Baltimore	.4/1.1
NEWS/TALK	204 (2)		204 (2)	4.5				
NOSTALGIA	126 (2)		126 (2)	2.8				
RELIGION	77 (2)		77 (2)	1.7				
SPANISH								
CLASSICAL	27 (1)	141 (1)	168 (2)	3.7				
UNKNOWN/OTHERS								
			4484 (31)					

12+ ADI 1/4

RADIO STATIONS

AM STATIONS

WEEL, 1310, 5 KW/500 W (DA-2),	NEWS/TALK	, \$ 26.00	(Groskin)
WFAX, 1220, 5 KW (DAYS)	, RELIGION	, \$ 20.00	(----)
WMAL, 630, 5 KW (DA-2)	, MOR	ABC-I, \$249.38	(Mc-Guild)
WMDO, 1540, 5 KW (DAYS,DA)	, SPANISH	, \$ 40.00	(Lotus)
WOL, 1450, 1 KW/250 W	, BLACK	SBN, \$ 25.00	(----)
WWRC, 980, 5 KW (DA-N)	, NOSTALGIA	, \$ 76.88	(MMR)
WTOP, 1500, 50 KW (DA-2)	, NEWS	CBS, \$ 85.00*	(CBS Spot)
WUST, 1120, 1 KW (DAYS)	, GOSPEL	NBN, \$ 23.00	(P/W)
WYCB, 1340, 1 KW/250 W	, RELIGION/BLACK	SBN, \$ 40.00	(Lazar)
WWDC, 1260, 5 KW (DA-N)	, NOSTALGIA (Al Ham)	, \$ NA	(Christal)

ABC  
Lotus

Greater Media  
Outlet

1. WMAL
2. WGAY-F
3. WKYS-F
4. WWDC-F
5. WHUR-F
6. WMZQ-F+
7. WPQX-F
8. WAVA-F
9. WLTT-F
10. WPGC-F+
11. WGMS-F+
12. WTOP
13. WPKX-F
14. WASH-F
15. WDJY-F

FM STATIONS

WASH-F, 97.1, 23 KW @ 690, CHR	RKO, \$148.13	(Katz)
WAVA-F, 105.1, 50 KW @ 500, CHR	ABC-R, \$125.00*	(HNWH)
WDJY-F, 100.3, 40 KW @ 320, BLACK	SBN, \$ 70.00*	(Masla)
WEZR-F, 106.7, 50 KW @ 500, AC (Burk-Abr)	, \$ 76.25	(Weiss)
WGAY-F, 99.5, 21 KW @ 780, BTFL MUS	, \$200.00*	(MMR)
WGMS-F+, 103.5, 20 KW @ 435, CLASSICAL	MBS, \$120.00*	(Republic)
WHUR-F, 96.3, 24 KW @ 670, BLACK/JAZZ	, \$125.00*	(Weiss)
WKYS-F, 93.9, 50 KW @ 485, URBAN	NBC, \$180.00*	(Eastman)
WLTT-F, 94.7, 21 KW @ 780, AC	, \$125.00*	(HNWH)
WMZQ-F+, 98.7, 50 KW @ 490, COUNTRY	, \$ 85.00*	(Christal)
WPGC-F+, 95.5, 50 KW @ 496, AC	ABC-C, \$147.00*	(Torbet)
WPKX-F, 105.9, 50 KW @ 410, COUNTRY (Burk-Abr)	APR, \$ 98.00*	(Selcom)
WRQX-F, 107.3, 50 KW @ 410, CHR	ABC-R, \$225.00*	(Blair)
WTKS-F, 102.3, 2 KW @ 340, BTFL MUS	, \$ 40.00	(CBS Spot)
WWDC-F, 101.1, 50 KW @ 500, AOR (Burk-Abr)	RKO, \$ 85.00*	(Christal)
WXTR-F, 104.1, 50 KW @ 500, OLDIES/AC	, \$ 95.00	(Masla)
WHFS-F, 99.1, 50 KW @ 390, AOR	, \$ 40.00	(Masla)

Metromedia  
Doubleday

EZ  
Greater Media  
RKO  
Howard Univ  
NBC  
Gulf  
Viacom  
First Media  
Metroplex  
ABC  
Outlet

(LA PLATA)  
(ANNAPOLIS)

12+ ADI CUME

1. WMAL
2. WRQX-F
3. WGAY-F
4. WWDC-F
5. WAVA-F
6. WHUR-F
7. WKYS-F
8. WLTT-F
9. WPGC-F+
10. WMZQ-F
11. WTOP
12. WASH-F
13. WDJY-F
14. WPKX-F
15. WGMS-F+

ADI FM SHARE:

78.95%

CALL LETTER CHANGES

WGAY-A changes to WNTR  
WEAM changes to WMZQ

FORMAT CHANGES

WWRC: from News/Talk to  
MOR/Nost (Sep)  
WNTR: from BTFL to News/  
Talk

STATION SALES

WEEL sold to Universal  
for \$750,000 (Horton)

MISCELLANEOUS COMMENTS

Several counties added to  
Washington metro...

WEST PALM BEACH

Arbitron Rank/Pop (12+): 577601,300  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 68/667,500  
 ADI # 65  
 Average Person Rating: 18.3  
 Market TSL: 24.3 hours

Stations: 30/17  
 Diaries: 909/661:1/48.1%  
 Sample Target: 940  
 Standard Error: .665  
 % Below Line: 31.4  
 % Not Listed: 6.3

Est 1984 Revenue: \$13,100,000  
 Gross Inc.: 9.0 Bil  
 HH Inc.: \$32,785  
 Retail \$: 4.7 Bil  
 Pop per Station: 35,370

12+ METRO 1/4/SHARE	SPG 84	FAL 83	SPG 83	FAL 82	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/ METRO CUME RATING	SPG 84	FAL 83
1. WEAT-F 158/14.4	12.4	13.5	13.9	11.5		1. WEAT-F 178/1651	1. WEAT-F 1391/23.1	25.2	25.2
2. WHYI-F 137/12.5	12.2	8.8	5.7	5.1		2. WHYI-F 137/1393	2. WHYI-F 1350/22.5	24.0	19.3
3. WRMF-F 112/10.2	6.9	10.1	11.2	9.5		3. WRMF-F 116/1235	3. WRMF-F 1124/18.7	18.3	21.9
4. WJNO 93/ 8.5	6.4	6.0	4.5	6.3		4. WJNO 95/ 963	4. WJNO 932/15.5	14.2	13.3
5. WNJY-F 68/ 6.2	8.5	6.6	3.7	3.1		5. WIRK-F 92/ 911	5. WNJY-F 697/11.6	12.9	13.1
6. WIRK-F 66/ 6.0	7.5	8.4	6.7	9.4		6. WKGR-F 73/ 886	6. WIRK-F 623/10.4	13.9	13.6
7. WPOM 54/ 4.9	3.1	5.1	4.6	6.8		7. WNJY-F 68/ 697	7. WKGR-F 486/ 8.1	8.6	9.1
8. WCKO-F 29/ 2.6	2.1	2.1	2.0	1.4		8. WPOM 54/ 446	8. WPOM 446/ 7.4	6.1	NA
9. WLYF-F 29/ 2.6	3.3	1.2	2.3	3.2		9. WCKO-F 30/ 477	9. WIOD 433/ 7.2	3.6	8.7
10. WKGR-F 27/ 2.5	2.9	1.5	4.7	3.7		10. WLYF-F 29/ 367	10. WCKO-F 420/ 7.0	7.6	6.7
11. WSWN 25/ 2.3	.8	.9	---	.4		11.	11.		
12. WPBR 23/ 2.1	2.9	1.9	3.4	3.7		12.	12.		
13.						13.	13.		
14.						14.	14.		
15.						15.	15.		

12+ FM SHARE (METRO):

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WHYI-F	1. WHYI-F	1. WRMF-F	1. WRMF-F	1. WRMF-F	1. WEAT-F	1. WEAT-F	1. WEAT-F	1. WHYI-F	1. WHYI-F	1. WEAT-F
2. WRMF-F	2. WRMF-F	2. WHYI-F	2. WHYI-F	2. WHYI-F	2. WRMF-F	2. WRMF-F	2. WRMF-F	2. WEAT-F	2. WEAT-F	2. WHYI-F
3.	3.	3. WIRK-F	3. WIRK-F	3. WIRK-F	3. WJNO	3. WJNO	3. WHYI-F	3. WRMF-F	3. WJNO	3. WNJY-F
4.	4.	4. WEAT-F	4. WEAT-F	4. WEAT-F	4. WIRK-F	4. WHYI-F	4. WJNO	4. WJNO	4. WRMF-F	4. WRMF-F
5.	5.	5. WKGR-F	5. WPOM	5. WPOM	5. WPOM	5. WIRK-F	5. WNJY-F	5. WNJY-F	5. WPOM	5. WPOM
								6. WIRK-F	6. WIRK-F	6. WIRK-F

  

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WHYI-F	1. WRMF-F	1. WRMF-F	1. WRMF-F	1. WRMF-F	1. WHYI-F	1. WHYI-F	1. WHYI-F	1. WRMF-F	1. WRMF-F
2. WRMF-F	2. WHYI-F	2. WHYI-F	2. WHYI-F	2. WEAT-F	2.	2. WRMF-F	2. WRMF-F	2. WHYI-F	2. WHYI-F
3. WEAT-F	3.	3. WEAT-F	3.	3. WHYI-F	3.	3. WIRK-F	3. WIRK-F	3. WCKO-F	3. WIRK-F
4. WKGR-F	4.	4. WPOM	4.	4. WPOM	4.		4. WCKO-F	4. WIRK-F	4.
5.	5.	5. WIRK-F	5.	5. WIRK-F	5.	5. WSHE-F	5.	5.	5.

FORMATS	AM	FM	TOTAL	%
TOP 40/CHR/CONTEMP		150 (2)	150 (2)	14.7
AOR		74 (3)	74 (3)	7.3
AC/OLDIES/SOFT ROCK	7 (1)	133 (3)	140 (4)	13.7
MOR/VARIETY	7 (1)		7 (1)	0.7
COUNTRY	5 (1)	76 (2)	81 (3)	7.9
BLACK/URBAN	76 (2)		76 (2)	7.5
BTFL MUSIC		198 (3)	198 (3)	19.4
NEWS/TALK	152 (5)		152 (5)	14.9
NOSTALGIA	29 (3)	68 (1)	97 (4)	9.5
RELIGION				
SPANISH				
CLASSICAL				
UNKNOWN/OTHERS	37 (2)	7 (1)	44 (3)	4.3
		1019 (30)		

RADIO STATIONS

WDBF, 1420, 5 KW/500 W (DA-2), NOSTALGIA	CBS, \$16.00 (Dora)	(DELRAY BEACH)
WCGY, 850, 1 KW (DA-1), MOR	ABC-I, \$25.00* (Katz)	Curt Gowdy
WJNO, 1230, 1 KW/250 W, NEWS/TALK	CBS,WSJ,NBC-T,ABC-E, \$42.50 (Blair)	Fairbanks
WKA0, 1510, 1 KW (DAYS), NOSTALGIA	, \$16.00 (----)	
WPBR, 1340, 1 KW/250 W, TALK/NEWS	MBS, \$21.00 (Savalli)	
WPCK, 1290, 5 KW (DA-N), COUNTRY	APR, \$ NA (Mc-Guild)	Price Comm.
WPOM, 1600, 1 KW (DA-1), BLACK	SBN, \$23.00 (HNWH)	
WSBR, 740, 1 KW/500 W (DA-2), NOSTALGIA	ABC-E, CBS, \$34.50 (----)	
WEAT-F, 104.5, 100 KW @ 520, BTFL MUS	, \$60.00 (Katz)	Curt Gowdy
WIRK-F, 107.9, 100 KW @ 400, COUNTRY (Drake-Chen)	, \$50.00* (Mc-Guild)	Price Comm.
WNGS-F, 92.1, 2 KW @ 378, ROCK/JAZZ	Source, \$31.00 (Masla)	
WNJY-F, 94.3, 1 KW @ 480, NOST (Al Ham)	, \$26.00 (Christal)	
WRMF-F, 97.9, 100 KW @ 400, AC	, \$60.00 (Blair)	Fairbanks
WKGR-F, 98.7, 100 KW @ 1250, AOR (Sebastian-EOR)	RKO, \$41.75 (HNWH)	(FORT PIERCE)

Other ranked stations - See Miami

MISCELLANEOUS COMMENTS Arbitron fell 3.3% short of its samplw target...

WICHITA

Arbitron Rank/Pop (12+): 90/351,400  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 108/425,800  
 ADI # 57  
 Average Person Rating: 15.3  
 Market TSL: 20.1 hours

Stations: 16/15  
 Diaries: 790/445:1/52.4%  
 Sample Target: 740  
 Standard Error: .670  
 % Below Line: 8.3  
 % Not Listed: 5.9

Est 1984 Revenue: \$14,000,000  
 Gross Inc.: 5.0 Bil  
 HH Inc.: \$31,032  
 Retail \$: 2.7 Bil  
 Pop per Station: 23,427

12+ METRO	1/4/SHARE	SPG	FAL	SPG	FAL
		84	83	83	82
1. KFDI-F	68/12.6	10.5	10.3	10.7	7.0
2. KEYN-F	67/12.5	14.4	13.1	18.5	15.9
3. KICT-F	54/10.0	11.5	9.0	9.2	8.3
4. KKR-D-F	47/ 8.7	10.1	7.3	4.0	7.2
KFH	47/ 8.7	6.3	9.8	7.4	9.8
6. KFDI	44/ 8.2	9.4	10.8	11.1	9.4
7. KOEZ-F	42/ 7.8	5.5	5.9	5.0	7.6
8. KLEO	33/ 6.1	2.6	3.1	1.7	.7
9. KLZS-F	30/ 5.6	6.3	5.4	5.4	5.2
10. KQAM	29/ 5.4	3.9	4.1	4.2	3.7
11.					
12.					
13.					
14.					
15.					

BIRCH	12+ TSA	1/4/CUME
SHARE		
14.7	1. KICT-F	104/ 905
13.2	KFDI-F	104/1269
9.0	3. KEYN-F	86/1373
7.8	4. KFDI	77/ 960
6.0	5. KOEZ-F	76/ 749
12.7	6. KKR-D-F	71/1139
5.6	7. KFH	65/1013
5.3	8. KLEO	39/ 496
3.6	9. KLZS-F	35/ 453
4.0	KQAM	35/ 465
11.		
12.		
13.		
14.		
15.		

12+ METRO	CUME/	SPG	FAL
METRO	CUME RATING	84	83
1. KEYN-F	992/28.2	27.2	29.5
2. KFDI-F	872/24.8	25.4	23.0
3. KKR-D-F	813/23.1	23.6	17.5
4. KFH	672/19.1	14.9	22.0
5. KFDI	626/17.8	18.6	20.2
6. KICT-F	551/15.7	18.0	17.4
7. KOEZ-F	423/12.0	10.4	11.5
8. KLEO	405/11.5	9.9	12.1
9. KLZS-F	405/11.5	14.8	12.6
10. KQAM	390/11.1	10.3	10.4
11.			
12.			
13.			
14.			
15.			

12+ FM SHARE (METRO): 64.43% (326 of 506) (FAL 83: 60.44%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KEYN-F	1. KEYN-F	1. KEYN-F	1. KFDI-F	1. KFDI-F	1. KOEZ-F	1. KFDI-F	1. KFDI-F	1. KEYN-F	1. KKR-D-F	1. KFDI-F
2. KICT-F	2. KICT-F	2. KFDI-F	2. KEYN-F	2. KWYN-F	2. KFDI-F	2. KEYN-F	2. KEYN-F	2. KICT-F	2. KEYN-F	2. KEYN-F
KKRD-F	3. KFDI-F	3. KICT-F	3. KICT-F	3. KICT-F	3. KFDI	3. KFH	3. KICT-F	3. KFDI-F	3. KICT-F	3. KFDI
4.	4. KKR-D-F	4. KKR-D-F	4. KQAM	4. KQAM	4. KLEO	4. KICT-F	4.	4. KKR-D-F	4. KFDI-F	4. KKR-D-F
5.	5. KQAM	5. KLZS-F	5. KLZS-F	5. KLZS-F	5. KFH	5. KOEZ-F	5.	5. KQAM	5. KFH	5. KFH
	KLZS-F	KQAM								6. KICT-F
WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54		MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. KEYN-F	1. KEYN-F	1. KEYN-F	1. KEYN-F	1. KFDI-F		1. KKR-D-F	1. KICT-F	1. KICT-F	1. KICT-F	1. KFDI-F
2. KLZS-F	2. KLZS-F	2. KFDI-F	2. KFDI-F	2. KEYN-F		2. KICT-F	2. KFDI-F	2. KFDI-F	2. KFDI-F	2. KICT-F
3. KKR-D-F	3. KFDI-F	3. KLZS-F	3. KLZS-F	3. KOEZ-F		3. KEYN-F	3. KEYN-F	3. KEYN-F	3. KQAM	3. KQAM
4.	KKRD-F	4. KKR-D-F	4.	4. KLZS-F		4.	4. KKR-D-F	4. KKR-D-F	4. KEYN-F	4. KEYN-F
5.	5.	5. KICT-F	5.	5.		5.	5. KQAM	5. KQAM	5.	5. KFDI

FORMATS	AM	FM	TOTAL	%
TOP 40/CHR/CONTEMP		116 (3)	116 (3)	22.9
AOR		54 (1)	54 (1)	10.7
AC/OLDIES/SOFT ROCK	62 (2)	38 (2)	100 (4)	19.8
MOR/VARIETY				
COUNTRY	94 (3)	68 (1)	162 (4)	32.0
BLACK/URBAN		8 (1)	8 (1)	1.6
BTFM MUSIC		42 (1)	42 (1)	8.3
NEWS/TALK				
NOSTALGIA	17 (1)		17 (1)	3.4
RELIGION	7 (1)		7 (1)	1.4
SPANISH				
CLASSICAL				
UNKNOWN/OTHERS				
				506 (16)

OTHER RATED STATIONS/METRO SHARE & CUME RATING			
KAKZ	1240	Wichita	3.2/10.7
KAKZ-F	95.9	Derby	1.5/4.9
KBUZ-F	106.5	Arkansas City	1.5/7.0
KSGM	900	Wichita	1.3/3.0
KSKU-F	102.1	Hutchinson	.4/5.7
KSPG	1360	El Dorado	.6/1.5

RADIO STATIONS

KAKZ, 1240, 1 KW/250 W	, NOST (Radio Arts)	MBS, \$27.50	(Christal)	
KFDI, 1070, 10 KW/1 KW (DA-N)	, COUNTRY	ABC-E, \$40.00*	(Torbet)	Great Empire
KFH, 1330, 5 KW (DA-N)	, COUNTRY	CBS,MBS, \$47.00	(Eastman)	
KLEO, 1480, 5 KW/1 KW (DA-2)	, AC	ABC-C,ABC-I, \$19.00	(Christal)	
KQAM, 1410, 5 KW/1 KW (DA-N)	, OLDIES	RKO, \$20.00	(Mc-Guild)	Long-Pride
KSGM, 900, 250 W (DAYS)	, RELIGION	, \$ 7.00	(----)	
KAKZ-F, 95.9, 1.2 KW @ 480	, AC (Radio Arts)	, \$ NA	(Christal)	(DERBY)
KLZS-F, 97.9, 85 KW @ 420	, AC (Fairwest)	MBS, \$35.25	(Eastman)	
KEYN-F, 103.7, 100 KW @ 860	, CHR	RKO, \$50.00*	(Mc-Guild)	Long-Pride
KFDI-F, 101.3, 100 KW @ 1130	, COUNTRY	ABC-E, \$60.00*	(Torbet)	Great Empire
KICT-F, 95.1, 100 KW @ 970	, AOR	ABC-R, \$51.25	(Katz)	Peoria Journal Star
KKRD-F, 107.3, 100 KW @ 884	, CHR (Drake-Chen)	CBS-R, \$29.25	(HNWH)	John Price
KOEZ-F, 92.3, 100 KW @ 650	, BTFM MUS	, \$16.00	(----)	Anderson
KSKU-F, 102.1, 100 KW @ 550	, CHR	ABC-C, \$18.00	(Christal)	(NEWTON)
KBUZ-F, 106.5, 100 KW @ 465	, CHR/URBAN	, \$10.00	(----)	(HUTCHINSON)
				(ARKANSAS CITY)

MISCELLANEOUS COMMENTS

KBRA-F changes calls to KLZS in November...KOYY changes to KSPG (Nov)...

WILKES BARRE - SCRANTON

Arbitron Rank/Pop (12+): 56/631,800  
 CMA Rank/Pop: NA  
 MSA Rank/Pop: 65/744,200  
 ADI # 50  
 Average Person Rating: 18.3  
 Market TSL: 24.8 hours

Stations: 34/27  
 Diaries: 1150/549:1/53.1%  
 Sample Target: 1000  
 Standard Error: .606  
 % Below Line: 7.2  
 % Not Listed: 9.4

Est. 1984 Revenue: \$11,200,000  
 Gross Inc.: 6.2 Bil  
 HH Inc.: \$22,942  
 Retail \$: 3.5 Bil  
 Pop per Station: 23,400

12+ METRO	1/4/SHARE	SPG	FAL	SPG	FAL	BIRCH	12+ TSA	1/4/CUME	12+ METRO	CUME/	SPG	FAL		
		84	83	83	82	SHARE			METRO	CUME RATING	84	83		
1.	WNAK	114/9.9	7.1	9.2	7.9	9.3	1.	WNAK	127/ 660	1.	WKRZ-F	1588/25.1	27.3	29.8
2.	WARM	101/8.8	7.4	8.3	9.9	8.7	2.	WKRZ-F	125/1961	2.	WARM	1324/21.0	21.7	26.0
3.	WKRZ-F	98/8.5	10.3	11.7	11.2	8.6	3.	WARM	106/1426	3.	WGBI-F	1078/17.1	16.9	18.8
4.	WGBI-F	83/7.2	5.6	6.3	5.6	7.2	4.	WGBI-F	96/1392	4.	WTLQ-F	967/15.3	15.3	1.1
5.	WEZX-F	82/7.1	6.9	6.6	6.0	7.3	5.	WEZX-F	88/1085	5.	WEZX-F	934/14.8	15.0	15.3
6.	WEJL	69/6.0	5.2	8.0	6.0	2.6	6.	WTLQ-F	84/1071	6.	WILK	697/11.0	13.8	15.3
7.	WTLQ-F	67/5.8	4.7	.6	---	---	7.	WEJL	70/ 561	7.	WYZZ-F	676/10.7	9.0	10.5
8.	WYZZ-F	47/4.1	3.2	4.7	2.9	3.5	8.	WHLM-F+	63/ 868	8.	WNAK	635/10.1	8.9	11.3
9.	WILK	44/3.8	3.9	3.2	4.0	5.0	9.	WVCD-F	61/ 659	9.	WHLM-F+	554/ 8.8	---	---
10.	WHLM-F+	40/3.5	---	.6	.3	.3	10.	WYZZ-F	54/ 798	10.	WEJL	521/ 8.2	9.2	11.8
11.	WVCD-F	37/3.2	3.7	3.2	4.2	3.8	11.			11.	WVCD-F	443/ 7.0	7.2	7.0
	WARD	37/3.2	5.7	4.8	6.6	3.3	12.			12.	WGBI	340/ 5.4	5.8	7.4
13.							13.			13.				
14.							14.			14.				
15.							15.			15.				
16.							16.			16.				
17.							17.			17.				
18.							18.			18.				
19.							19.			19.				
20.							20.			20.				
21.							21.			21.				
22.							22.			22.				
23.							23.			23.				
24.							24.			24.				
25.							25.			25.				

12+ FM SHARE (METRO): 53.88% (563 of 1045) (FAL 83: 48.94%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1.	WTLQ-F	1. WEZX-F	1. WKRZ-F	1. WGBI-F	1. WGBI-F	1. WARM	1. WARM	1. WNAK	1. WEZX-F	1. WEZX-F
2.	WKRZ-F	2. WKRZ-F	2. WGBI-F	2. WARM	2. WARM	2. WNAK	2. WNAK	WGBI-F	2. WGBI-F	2. WKRZ-F
3.	WEZX-F	3. WGBI-F	3. WEZX-F	3. WKRZ-F	3. WKRZ-F	3. WGBI-F	3. WKRZ-F	3. WKRZ-F	3. WKRZ-F	3. WTLQ-F
4.	WGBI-F	4. WTLQ-F	4. WARM	4. WEZX-F	4. WEZX-F	4. WEJL	4. WGBI-F	4. WARM	4. WARM	4. WGBI-F
5.		5.	5. WTLQ-F	WTLQ-F	WTLQ-F	5. WYZZ-F	5. WEZX-F	5. WEZX-F	5. WNAK	5. WARM
6.		6.		6.	6.	6.	6.	6.	6.	6.
7.		7.		7.	7.	7.	7.	7.	7.	7.
8.		8.		8.	8.	8.	8.	8.	8.	8.
9.		9.		9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1.	WTLQ-F	1. WKRZ-F	1. WKRZ-F	1. WKRZ-F	1. WGBI-F	1. WEZX-F	1. WEZX-F	1. WEZX-F	1. WGBI-F
2.	WKRZ-F	2. WTLQ-F	WGBI-F	2. WGBI-F	2. WARM	2. WKRZ-F	2. WKRZ-F	2. WGBI-F	2. WARM
	WEZX-F	3. WGBI-F	3. WTLQ-F	3. WTLQ-F	3. WKRZ-F	3.	3. WGBI-F	3. WKRZ-F	3. WKRZ-F
4.		4. WEZX-F	4. WARM	4.	4. WILK	4.	4. WTLQ-F	4. WARM	4. WARM
5.		5.	5. WEZX-F	5.	5. WTLQ-F	5.	5.	5. WTLQ-F	5. WTLQ-F
6.		6.	6. WILK	6.	6.	6.	6.	6.	6.
7.		7.		7.	7.	7.	7.	7.	7.
8.		8.		8.	8.	8.	8.	8.	8.
9.		9.		9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP	17 (1)	212 (6)	229 (7)	21.9	WAZL 1490 Hazleton .9/2.9
AOR		96 (2)	96 (2)	9.2	WBAX 1240 Wilkes Barre 1.0/4.2
AC/OLDIES/SOFT ROCK	50 (2)	119 (4)	169 (6)	16.2	WBQW 1320 Scranton .5/1.8
MOR/VARIETY	127 (4)		127 (4)	12.1	WCDL 1440 Carbondale .4/1.6
COUNTRY	30 (2)	37 (3)	67 (5)	6.4	WCNR 930 Bloomsburg 1.3/1.9
BLACK/URBAN					WGBI 910 Scranton 1.3/5.4
BTFL MUSIC	22 (2)	99 (3)	121 (5)	11.6	WICK 1400 Scranton 1.5/4.4
NEWS/TALK	41 (2)		41 (2)	3.9	WKRZ 1340 Wilkes Barre .5/2.8
NOSTALGIA	195 (3)		195 (3)	18.7	WLSP-F 94.3 Carbondale .5/1.8
RELIGION					WMJW-F 92.1 Nanticoke .5/3.3
SPANISH					WQEQ-F 103.1 Freeland .9/3.5
CLASSICAL					WSBG-F 93.5 Stroudsburg 1.0/2.7
UNKNOWN/OTHERS					WVPO 97.9 Hazleton .9/1.0
			1045 (34)		WVDL-F 104.9 Scranton 1.9/4.5
					WILQ-F 105.1 Williamsport 1.0/2.0
					WABC 770 New York .3/1.0
					WFMZ-F 100.7 Allentown 1.3/2.2 12+ ADI 1/4
					WLEV-F 96.1 Easton .3/1.5
					WQQQ-F 99.9 Easton .6/2.0 1. WNAK
					WXKW-F 104.1 Allentown 1.7/2.9 2. WKRZ-F
					WZZO-F 95.1 Bethlehem 1.2/3.6 3. WILQ-F
					4. WARM
					5. WGBI-F
					6. WEZX-F
					7. WTLQ-F
					8. WEJL
					9. QHLM-F+
					10. WVCD-F
					11. WYZZ-F
					12. WQKX-F
					13. WILK
					14. WLYC
					15. WSQV-F

RADIO STATIONS

AM STATIONS

WAZL, 1490, 1 KW/250 W	, MOR	NBC, \$ 9.00 (Market 4)
WARD, 1540, 1 KW (DAYS)	, TALK	APR, \$12.00 (Savalli)
WARM, 590, 5 KW (DA-2)	, MOR	MBS, \$39.89 (Eastman)
WBAX, 1240, 1 KW/250 W	, COUNTRY	, \$ NA (----)
WEJL, 630, 500 W (DAYS)	, NOST (Al Ham)	ABC-I, \$25.00* (Selcom)
WGBI, 910, 1 KW/500 W	, COUNTRY (Drake-Chen)	CBS, \$20.00 (Torbet)
WICK, 1400, 1 KW/250 W	, BTFL MUS	, \$ NA (Masla)
WILK, 980, 5 KW/1 KW (DA-N)	, AC	ABC-E, \$21.00* (Mc-Guild)
WKRZ, 1340, 1 KW/250 W	, NOSTALGIA	APR, \$ NM (Katz)
WNAK, 730, 1 KW (DAYS)	, NOST/MOR	NBC, \$26.00 (Masla)

FM STATIONS

WEZX-F, 107.1, 125 W @ 1270, AOR (Burk-Abr)	ABC-R, \$32.00 (Selcom)	Shamrock Comm.
WGBI-F, 101.3, 7 KW @ 1110, AC (Drake-Chen)	CBS-R, \$30.00 (Torbet)	
WKRZ-F, 98.5, 7 KW @ ? ? , CHR	, \$65.00 (Katz)	
WVDL-F, 104.9, 1.6 KW @ 1093, AC	, \$ NA (Masla)	
WYZZ-F, 92.9, 50 KW @ 1065, BTFL MUS/CLASS	, \$22.00 (Masla)	Susquehanna
WVCD-F, 97.9, 24 KW @ 660, BTFL MUS	, \$13.00 (----)	(HAZLETON)
WTLQ-F, 102.3, 3 KW @ 71, CHR	, \$ ? ? (Mc-Guild)	(PITSTON)

12+ ADI CUME

1. WKRZ-F
2. WGBI-F
3. WARM
4. WTLQ-F
5. WEZX-F
6. WILQ-F
7. WHLM-F+
8. WYZZ-F
9. WILK
10. WNAK
11. WVCD-D
12. WEJL
13. WQKX-F
14. WKOK
15. WKS-B-F

ADI FM SHARE:  
58.50%

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

MISCELLANEOUS COMMENTS

WYZZ-F sold by Evans to  
Susquehanna for \$2,000,000  
(LaRue)

Columbia and Wyoming  
Counties added to the  
Arbitron metro...



WILMINGTON, DE

Arbitron Rank/Pop (12+): 75/443,400  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 90/530,600  
 Philadelphia ADI  
 Average Person Rating: 18.6  
 Market TSL: 24.1 hours

Stations: 31/7  
 Diaries: 1027/432:1/50.8%  
 Sample Target: 840  
 Standard Error: .633  
 % Below Line: 60.6  
 % Not Listed: 7.2

Est 1984 Revenue: \$7,300,000  
 Gross Inc.: 5.7 Bil  
 HH Inc.: \$30,987  
 Retail \$: 2.9 Bil  
 Pop per Station: 63,343

12+ METRO	1/4/SHARE	SPG 84	FAL 83	SPG 83	FAL 82
1. WSTW-F	91/11.1	7.2	9.4	9.8	8.9
2. WMMR-F	80/ 9.7	8.8	6.9	7.9	8.9
3. WDEL	72/ 8.7	7.3	8.9	8.6	8.4
4. WJBR-F	61/ 7.4	8.0	9.3	8.0	10.6
5. WUSL-F	43/ 5.2	7.1	3.8	4.3	3.7
6. WCAU-F	34/ 4.1	4.4	4.7	4.3	3.8
7. WAMS	33/ 4.0	5.5	5.0	3.9	3.0
8. WILM	29/ 3.5	2.3	2.5	3.4	4.3
WYSP-F	29/ 3.5	4.1	4.0	4.5	4.9
10. WKSZ-F	27/ 3.3	3.5	2.9	3.8	.4
11.					
12.					
13.					
14.					
15.					

BIRCH SHARE	12+ TSA 1/4/CUME
1. WMMR-F	123/1450
2. WSTW-F	119/1577
3. WJBR-F	89/ 927
4. WDEL	72/ 831
5. WCAU-F	55/1078
WUSL-F	55/ 602
7. WDSF-F	51/ 646
8. WYSP-F	47/ 997
9. WEAZ-F	41/ 512
WKSZ-F	41/ 593
11.	
12.	
13.	
14.	
15.	

12+ METRO	CUME/METRO	CUME RATING	SPG 84	FAL 83
1. WSTW-F	1241/28.0	23.9	25.0	
2. WMMR-F	1085/24.5	21.6	20.1	
3. WDEL	811/18.3	18.7	16.8	
4. WCAU-F	736/16.6	17.2	16.4	
5. WYSP-F	669/15.1	15.3	14.1	
6. WJBR-F	663/15.0	14.5	17.0	
7. WILM	512/11.5	8.9	12.2	
8. WKSZ-F	457/10.3	7.6	7.7	
9. WUSL-F	452/10.2	12.4	7.7	
10. WMGK-F	426/ 9.6	9.8	10.1	
11. WAMS	406/ 9.2	9.2	11.4	
12.				
13.				
14.				
15.				

12+ FM SHARE (METRO): 74.87% (572 of 764) (FAL 83: 69.12%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WMMR-F	1. WMMR-F	1. WSTW-F	1. WSTW-F	1. WSTW-F	1. WDEL	1. WDEL	1. WSTW-F	1. WSTW-F	1. WMMR-F	1. WSTW-F
WCAU-F	2. WSTW-F	2. WMMR-F	2. WMMR-F	2. WMMR-F	2. WJBR-F	2. WSTW-F	2. WMMR-F	2. WMMR-F	2. WUSL-F	2. WUSL-F
3. WUSL-F	3.	3.	3.	3. WJBR-F	3. WSTW-F	3. WMMR-F	3. WJBR-F	3. WDEL	3. WSTW-F	3. WDEL
WYSP-F	4.	4.	4.	WDEL	4. WAMS	4. WJBR-F	4. WDEL	WJBR-F	4. WCAU-F	4. WJBR-F
WSTW-F	5.	5.	5.	5.	5.	5. WILM	5.	5.	5. WDEL	5. WMMR-F

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WSTW-F	1. WSTW-F	1. WSTW-F	1. WSTW-F	1. WSTW-F	1. WMMR-F	1. WMMR-F	1. WMMR-F	1. WMMR-F	1. WMMR-F
2. WMMR-F	2. WMMR-F	2. WMMR	2.	2.	2.	2. WSTW-F	2. WSTW-F	2. WSTW-F	WSTW-F
3. WUSL-F	3. WUSL-F	WUSL-F	3.	3.	3.	3. WYSP-F	3. WYSP-F	3.	3. WAMS
4. WCAU-F	4.	4.	4.	4.	4.	4.	4. WAMS	4.	WJBR-F
5.	5.	5.	5.	5.	5.	5.	5. WJBR-F	5.	5.

FORMATS	AM	FM	TOTAL	%
TOP 40/CHR/CONTEMP		129 (3)	129 (3)	16.9
AOR		130 (4)	130 (4)	17.0
AC/OLDIES/SOFT ROCK		68 (3)	68 (3)	8.9
MOR/VARIETY	92 (4)		92 (4)	12.0
COUNTRY	33 (1)	62 (4)	95 (5)	12.4
BLACK/URBAN		63 (2)	63 (2)	8.2
BTFL MUSIC		86 (3)	86 (3)	11.3
NEWS/TALK	46 (3)	25 (1)	71 (4)	9.3
NOSTALGIA	21 (2)		21 (2)	2.7
RELIGION				
SPANISH				
CLASSICAL		9 (1)	9 (1)	1.2
UNKNOWN/OTHERS			764 (31)	

OTHER RATED STATIONS/METRO SHARE & CUME RATING			
WJBR	1290	Wilmington	1.3/3.6
WNRK	1260	Newark	.5/2.4
KYW	1060	Philadelphia	.6/5.1
WBAL	1090	Baltimore	.7/1.3
WBSB-F	104.3	Baltimore	.5/1.8
WCAU	1210	Philadelphia	1.5/6.1
WDAS-F	105.3	Philadelphia	2.4/4.7
WDSF-F	94.7	Dover	2.8/6.6
WEAZ-F	101.1	Philadelphia	2.4/7.2
WFLN-F	95.7	Philadelphia	1.1/3.2
WIOQ-F	102.1	Philadelphia	2.1/7.8
WIP	610	Philadelphia	1.2/4.4
WYYY-F	97.9	Baltimore	.5/2.7
WLIF-F	101.9	Baltimore	.6/1.7
WMGK-F	102.9	Philadelphia	2.9/9.6
WPEN	950	Philadelphia	1.2/3.3
WPOC-F	93.1	Baltimore	2.4/3.9
WSNI-F	104.5	Philadelphia	2.1/7.1
WVDB-F	96.5	Philadelphia	3.0/4.9
WXTU-F	92.5	Philadelphia	1.2/4.9
WZGO-F	106.1	Philadelphia	1.1/4.9

RADIO STATIONS

WAMS, 1380, 5 KW/1 KW (DA-2), COUNTRY (Radio Arts) ABC-D, \$22.50 (Selcom) Rollins  
 WDEL, 1150, 5 KW (DA-2), MOR NBC,NBC-T, \$32.00\* (Eastman)  
 WILM, 1450, 1 KW/250 W, NEWS/TALK WSJ,CBS,MBS, \$20.00\* (Savalli)  
 WJBR, 1290, 1 KW (DAYS), NOSTALGIA, \$18.48 (----)  
 WNRK, 1260, 1 KW (DAYS,DA), MOR/AC ABC-C, \$ 9.40 (Smith) (NEWARK)  
 WJBR-F, 99.5, 50 KW @ 500, BTFL MUS, \$47.60 (----)  
 WSTW-F, 93.7, 50 KW @ 460, CHR, \$49.00\* (Eastman)  
 WDSF-F, 94.7, 50 KW @ 400, COUNTRY MBS, \$41.25 (Masla) Hartstone-Dickstein (DOVER)  
 WPOC - See Baltimore Other stations - See Philadelphia

WORCESTER

Arbitron Rank/Pop (12+): 94,337,200  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 112/404,200  
 Boston ADI  
 Average Person Rating: 17.6  
 Market TSL: 23.4 hours

Stations: 28/7  
 Diaries: 875/385:1/48.3%  
 Sample Target: 740  
 Standard Error: .668  
 % Below Line: 46.0  
 % Not Listed: 8.4

Est 1984 Revenue: \$8,200,000  
 Gross Inc.: 4.0 Bil  
 HH Inc.: \$28,153  
 Retail \$: 2.3 Bil  
 Pop per Station: 48,171

12+ METRO	1/4/SHARE	SPG	FAL	SPG	FAL
		84	83	83	82
1. WSRS-F	84/14.1	12.6	15.1	13.0	13.9
2. WAAF-F	70/11.8	13.4	10.2	8.7	10.2
3. WTAG	57/ 9.6	9.6	9.5	13.0	10.8
4. WBZ	38/ 6.4	6.1	3.3	6.0	4.4
5. WROR-F	33/ 5.6	7.0	3.6	5.8	8.1
WHTT-F	33/ 5.6	7.0	7.5	6.3	5.1
7. WFTQ	24/ 4.0	6.5	8.0	6.7	4.9
8. WBCN-F	23/ 3.9	2.1	4.2	2.5	3.2
9. WNEB	23/ 3.9	5.0	5.8	4.2	4.6
WXLO-F	22/ 3.7	1.9	---	.5	---
11.					
12.					
13.					
14.					
15.					

BIRCH	12+ TSA	1/4/CUME
SHARE		
1. WAAF-F	142/1607	
2. WSRS-F	121/1151	
3. WBZ	73/1123	
4. WTAG	61/ 995	
5. WHTT-F	59/ 975	
6. WROR-F	53/ 734	
7. WXLO-F	48/ 578	
8. WSSH-F	43/ 422	
9. WBCN-F	38/ 521	
10. WXKS-F	36/ 404	
11.		
12.		
13.		
14.		
15.		

12+ METRO	CUME/	SPG	FAL
METRO	CUME RATING	84	83
1. WAAF-F	872/25.9	27.8	25.0
2. WTAG	860/25.5	24.4	26.6
3. WSRS-F	782/23.2	26.2	26.7
4. WHTT-F	622/18.4	19.8	20.4
5. WROR-F	546/16.2	16.4	11.0
6. WBZ	503/14.9	15.4	14.3
7. WFTQ	375/11.1	17.8	18.1
8. WBCN-F	337/10.0	7.3	10.4
9. WNEB	284/ 8.4	11.6	11.3
10. WORC	241/ 7.1	10.2	11.0
11.			
12.			
13.			
14.			
15.			

12+ FM SHARE (METRO): 68.38% (372 of 544) (FAL 83: 62.85%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WAAF-F	1. WAAF-F	1. WAAF-F	1. WSRS-F	1. WSRS-F	1. WSRS-F	1. WTAG	1. WSRS-F	1. WSRS-F	1. WAAF-F	1. WSRS-F
2. WHTT-F	2. WBCN-F	2. WSRS-F	2. WAAF-F	2. WAAF-F	2. WTAG	2. WSRS-F	2. WAAF-F	2. WAAF-F	2. WTAG	2. WAAF-F
3.	3. WROR-F	3. WROR-F	3. WROR-F	3. WROR-F	3. WBZ	3. WAAF-F	3. WROR-F	3. WHTT-F	WBZ	3. WTAG
4.	4. WHTT-F	4. WBCN-F	4. WFTQ	4. WTAG	4. WROR-F	4. WBZ	4. WTAG	4. WTAG	4. WHTT-F	4. WHTT-F
5.	5.	5.	5. WXLO-F	5. WFTQ	5.	5. WROR-F	5.	5.	5.	5. WROR-F
			WBZ	WBZ						
WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54		MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WAAF-F	1. WAAF-F	1. WSRS-F	1. WXLO-F	1. WSRS-F		1. WAAF-F	1. WAAF-F	1. WAAF-F	1. WAAF-F	1. WAAF-F
2. WHTT-F	2. WXLO-F	2. WAAF-F	2. WBCN-F	2. WXLO-F		2.	2.	2.	2. WROR-F	2. WROR-F
3. WXKS-F	3. WHTT-F	3. WROR-F	3. WAAF-F	3. WROR-F		3.	3.	3.	3. WBCN-F	3. WSRS-F
4. WROR-F	4. WBCN-F	4. WXLO-F	4. WFTQ	4. WFTQ		4.	4.	4.	4. WBZ	4. WBZ
5.	5. WROR-F	5. WHTT-F	5.	5.		5.	5.	5.	5.	5.

FORMATS	AM	FM	TOTAL	%
TOP 40/CHR/CONTEMP		59 (3)	59 (3)	10.8
AOR		95 (3)	95 (3)	17.5
AC/OLDIES/SOFT ROCK	24 (1)	86 (8)	110 (9)	20.2
MOR/VARIETY	105 (3)		105 (3)	19.3
COUNTRY	14 (1)	15 (2)	29 (3)	5.3
BLACK/URBAN				
BTFL MUSIC		111 (4)	111 (4)	20.4
NEWS/TALK	6 (1)		6 (1)	1.1
NOSTALGIA	23 (1)		23 (1)	4.2
RELIGION				
SPANISH				
CLASSICAL		6 (1)	6 (1)	1.1
UNKNOWN/OTHERS				
			544 (28)	

OTHER RATED STATIONS/METRO SHARE & CUME RATING			
WORC	1310	Worcester	2.4/7.1
WBOS-F	92.9	Brookline	.7/2.3
WCGY-F	93.7	Lawrence	.5/2.1
WCRB-F	102.5	Boston	1.0/3.5
WESO	970	Southbridge	1.7/3.2
WHJY-F	94.1	Providence	.3/1.7
WHUE-F	100.7	Boston	3.2/5.5
WJIB-F	96.9	Boston	1.0/3.2
WLKW-F	101.5	Providence	.7/2.4
WMJX-F	106.7	Boston	.8/4.4
WPJB-F	105.1	Providence	.7/2.4
WQVR-F	100.1	Southbridge	1.9/4.1
WRKO	680	Boston	1.0/2.4
WSNE-F	93.3	Taunton	.7/1.8
WSSH-F	99.5	Lowell	1.5/4.9
WVBF-F	105.7	Farmingham	1.0/3.9
WXKS-F	107.9	Medford	2.9/6.7
WZOU-F	94.5	Boston	1.5/6.7

RADIO STATIONS

WFTQ, 1440, 5 KW (DA-2)	, AC	ABC-I, \$76.25 (Katz)	Katz
WNEB, 1230, 1 KW/250 W	, NOST (Al Ham)	CBS, \$28.00 (Weiss)	
WORC, 1310, 5 KW/1 KW (DA-2), COUNTRY		ABC-E, \$19.00 (P/W)	
WTAG, 580, 5 KW (DA-2)	, MOR	NBC, NBC-T, \$40.50 (Mc-Guild)	Worc. Telegram
WAAF-F, 107.3, 18 KW @ 760, AOR (Burk-Abr)		SORuce, \$170.00 (Katz)	Katz
WSRS-F, 96.1, 25 KW @ 650, BTFL MUS		, \$ 70.00* (Blair)	Knight
WXLO-F, 104.5, 37 KW @ 563, AC		, \$45.25 (Mc-Guild)	Deer River (FITCHBURG)

other ranked stations - See Boston

MISCELLANEOUS COMMENTS

Several towns added to Arbitron metro...

**YORK**

Arbitron Rank/Pop (12+): 95/335,800  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 113/401,500  
 Harrisburg ADI  
 Average Person Rating: 19.1  
 Market TSL: 24.8 hours

Stations: 32/11  
 Diaries: 785/428:1/56.6%  
 Sample Target: 730  
 Standard Error: .753  
 % Below Line: 44.3  
 % Not Listed: 9.5

Est 1984 Revenue: \$9,200,000  
 Gross Inc.: 3.9 Bil  
 HH Inc.: \$27,074  
 Retail \$: 1.9 Bil  
 Pop per Station: 30,527

12+ METRO	1/4/SHARE	SPG 84	FAL 83	SPG 83	FAL 82
1. WSBA	71/11.1	13.5	9.0	8.7	11.8
2. WRKZ-F	58/ 9.0	12.3	11.7	9.8	11.4
3. WSBA-F	54/ 8.4	9.9	7.9	5.2	7.2
WNCE-F	54/ 8.4	7.4	11.1	8.3	6.8
5. WQXA-F	49/ 7.6	7.1	7.3	12.2	10.8
6. WHTF-F	38/ 5.9	6.4	5.9	2.2	.9
7. WTPA-F	32/ 5.0	5.5	6.2	9.0	6.8
8. WNOW	27/ 4.2	4.4	4.8	5.4	5.4
9. WYCR-F	26/ 4.1	5.5	6.7	7.5	6.9
10. WHVR	18/ 2.8	2.2	2.4	2.1	.9
11.					
12.					
13.					
14.					
15.					

BIRCH SHARE	12+ TSA 1/4/CUME
1. WRKZ-F	216/2246
2. WTPA-F	159/1637
3. WNCE-F	146/1390
4. WQXA-F	111/1854
5. WSBA-F	109/1367
6. WSBA	91/1220
7. WHP-F	88/1038
8. WLAN-F	82/1239
9. WHP	74/1095
10. WHTF-F	72/1090
11.	
12.	
13.	
14.	
15.	

12+ METRO	CUME/	SPG	FAL
METRO	CUME RATING	84	83
1. WSBA	815/24.3	27.6	21.5
2. WQXA-F	696/20.7	20.8	20.9
3. WRKZ-F	662/19.7	23.0	20.7
4. WSBA-F	572/17.0	20.7	17.6
5. WYCR-F	502/14.9	17.6	17.8
6. WNCE-F	461/13.7	14.1	15.5
7. WHTF-F	449/13.4	18.8	14.7
8. WHVR	371/11.0	8.0	7.7
9. WTPA-F	348/10.4	13.2	11.7
10. WPOC-F	197/ 5.9	5.1	6.0
11.			
12.			
13.			
14.			
15.			

12+ FM SHARE (METRO): 74.31% (431 of 580) (FAL 83: 75.46%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WHTF-F	1. WQXA-F	1. WRKZ-F	1. WRKZ-F	1. WRKZ-F	1. WSBA	1. WSBA	1. WSBA-F	1. WSBA	1. WSBA	1. WNCE-F
2. WTPA-F	2. WSBA-F	WSBA-F	2. WSBA-F	2. WSBA	2. WRKZ-F	2. WQXA-F	2. WRKZ-F	2. WRKZ-F	2. WRKZ-F	2. WSBA
3. WQXA-F	3. WYCR-F	3. WQXA-F	3. WQXA-F	3. WNCE-F	3. WNCE-F	3. WSBA-F	3. WNCE-F	3. WSBA-F	3. WHTF-F	3. WHTF-F
WYCR-F	WTPA-F	4. WSBA	4. WSBA	4. WQXA-F	4. WSBA-F	4. WRKZ-F	4. WSBA	4. WNCE-F	4. WRKZ-F	4. WYCR-F
5.	5. WHTF-F	5. WTPA-F	5.	5. WNCE-F	5.	5. WHVR	5. WQXA-F	5. WQXA-F	5. WQXA-F	5. WRKZ-F
	WRKZ-F									WNCE-F
WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54		MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WQXA-F	1. WSBA-F	1. WSBA-F	1. WSBA-F	1. WSBA		1. WTPA-F	1. WQXA-F	1. WQXA-F	1. WQXA-F	1. WRKZ-F
2. WSBA-F	2. WQXA-F	2. WRKZ-F	2. WQXA-F	WSBA-F		2. WYCR-F	WTPA-F	2. WRKZ-F	2. WRKZ-F	2. WQXA-F
3. WYCR-F	3. WHTF-F	WSBA	3. WHTF-F	3. WRKZ-F		3.	3. WYCR-F	WTPA-F	3. WTPA-F	3. WSBA
4. WHTF-F	4. WRKZ-F	4. WQXA-F	WSBA	4. WNCE-F		4.	4. WRKZ-F	4. WSBA-F	4.	WSBA-F
5.	WYCR-F	5.	WRKZ-F	5.		5.	5.	5.	5.	WTPA-F

FORMATS	AM	FM	TOTAL	%
TOP 40/CHR/CONTEMP		101 (4)	101 (4)	17.4
AOR		69 (4)	69 (4)	11.9
AC/OLDIES/SOFT ROCK	3 (1)	63 (3)	66 (4)	11.4
MOR/VARIETY	108 (5)		108 (5)	18.6
COUNTRY	30 (2)	77 (3)	107 (5)	18.4
BLACK/URBAN		7 (1)	7 (1)	1.2
BTFL MUSIC		97 (6)	97 (6)	16.7
NEWS/TALK				
NOSTALGIA	8 (1)		8 (1)	1.4
RELIGION		17 (2)	17 (2)	2.9
SPANISH				
CLASSICAL				
UNKNOWN/OTHERS				
			580 (32)	

OTHER RATED STATIONS/METRO SHARE & CUME RATING			
WGCB-F	96.1	Red Lion	1.6/3.4
WGET	1320	Gettysburg	1.9/4.9
WGTY-F	107.7	Gettysburg	1.6/2.7
WOYK	1350	York	1.2/5.2
WCMB	1460	Harrisburg	.5/1.7
WDAC-F	94.5	Ephrata	1.1/3.7
WHP	580	Harrisburg	.6/2.3
WHP-F	97.3	Harrisburg	.8/2.7
WIOV-F	105.1	Ephrata	.8/2.7
WKBO	1230	Harrisburg	.5/1.4
WLAN-F	96.9	Lancaster	1.1/3.6
WSFM-F	99.3	Harrisburg	.9/2.9
WBAL	1090	Baltimore	.5/3.0
WBSB-F	104.3	Baltimore	1.1/2.9
WFRE-F	99.9	Frederick	2.0/4.3
WGRX-F	100.7	Westminster	.3/1.3
WIYY-F	97.9	Baltimore	1.4/2.9
WLIF-F	101.9	Baltimore	.6/3.1
WPOC-F	93.1	Baltimore	2.2/5.9
WWMD-F	104.7	Hagerstown	1.7/3.8
WXYV-F	102.7	Baltimore	1.1/2.3
WYST-F	92.3	Baltimore	.5/2.1

**RADIO STATIONS**

WNOW, 1250, 1 KW (DAYS), COUNTRY  
 WOYK, 1350, 5 KW/1 KW, NOSTALGIA  
 WSBA, 910, 5 KW/21 KW (DA-2), MOR  
 WHVR, 1280, 5 KW/500 W (DA-2), MOR  
 WQXA-F, 105.7, 46 KW @ 520, CONTEMP  
 WSBA-F, 103.3, 12 KW @ 750, AC  
 WYCR-F, 98.5, 11 KW @ 930, AOR/CHR  
 WHTF-F, 92.7, 3 KW @ 700, CHR

ABC-I, \$ NA (MMR) Central Penn  
 MBS, \$12.00 (S. Katz)  
 \$56.00 (Eastman) Susquehanna  
 \$ NA (HNWH) (HANOVER)  
 ABC-C, \$41.00\* (MMR) Central Penn  
 \$45.00\* (Eastman) Susquehanna  
 Source, \$28.00\* (HNWH)  
 \$26.00 (----) (STARVIEW)

YOUNGSTOWN

Arbitron Rank/Pop (12+): 77/431,600  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 92/517,000  
 ADI # 95  
 Average Person Rating: 17.6  
 Market TSL: 23.3 hours

Stations: 22/12  
 Diaries: 908/475:1/52.5%  
 Sample Target: 850  
 Standard Error: .654  
 % Below Line: 17.1  
 % Not Listed: 8.4

Est 1984 Revenue: \$7,000,000  
 Gross Inc.: 4.7 Bil  
 HH Inc.: \$25,618  
 Retail \$: 2.8 Bil  
 Pop per Station: 35,967

12+ METRO	1/4/SHARE	SPG 84	FAL 83	SPG 83	FAL 82
1. WHOT-F	119/15.7	13.4	7.2	8.0	7.1
2. WKBN-F	82/10.8	10.7	12.8	9.9	11.2
3. WQXK-F	70/ 9.2	11.0	10.2	8.0	9.4
4. WBBW	63/ 8.3	11.3	11.2	10.9	12.9
5. WKBN	57/ 7.5	7.2	7.4	8.2	7.6
WYFM-F	57/ 7.5	6.5	9.1	10.7	7.3
7. WFMJ	41/ 5.4	6.1	6.5	6.3	4.8
8. WHOT	34/ 4.5	4.2	6.0	6.9	7.9
9. WDMT-F	32/ 4.2	2.8	2.2	4.0	3.7
10. WMMS-F	28/ 3.7	3.1	3.4	4.0	2.6
11.					
12.					
13.					
14.					
15.					

BIRCH SHARE	12+ TSA 1/4/CUME
1. WHOT-F	206/2661
2. WKBN-F	124/1823
3. WYFM-F	105/2170
4. WQXK-F	104/1140
5. WKBN	85/1604
6. WBBW	78/ 794
7. WMMS-F	65/ 968
8. WDMT-F	59/ 621
9. WFMJ	57/ 936
10. WHOT	35/ 574
11.	
12.	
13.	
14.	
15.	

12+ METRO CUME/ METRO CUME RATING	SPG 84	FAL 83
1. WHOT-F	1467/34.0	28.7 19.7
2. WYFM-F	1126/26.1	24.3 28.7
3. WKBN	1082/25.1	17.3 22.5
4. WKBN-F	966/22.4	22.9 25.7
5. WQXK-F	689/16.0	17.8 16.9
6. WBBW	668/15.5	18.7 18.9
7. WFMJ	629/14.6	16.1 17.9
8. WHOT	523/12.1	13.7 22.8
9. WMMS-F	441/10.2	10.2 7.5
10. WDMT-F	414/ 9.6	6.6 6.2
11.		
12.		
13.		
14.		
15.		

12+ FM SHARE (METRO): 64.80% (451 of 696) (FAL 83: 57.06%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WHOT-F	1. WHOT-F	1. WHOT-F	1. WHOT-F	1. WHOT-F	1. WQXK-F	1. WHOT-F+	1. WKBN-F	1. WHOT-F	1. WHOT-F	1. WHOT-F
2. WYFM-F	2. WYFM-F	2. WQXK-F	2. WQXK-F	2. WQXK-F	2. WKBN-F	2. WKBN	2. WHOT-F	2. WKBN-F	2. WYFM-F	2. WKBN-F
3.	3.	WYFM-F	3. WYFM-F	3. WKBN-F	3. WKBN	WBBW	3. WBBW	3. WQXK-F	3. WQXK-F	3. WQXK-F
4.	4.	4. WKBN-F	4. WKBN-F	4. WYFM-F	4. WBBW	4. WKBN-F	4. WQXK-F	4. WYFM-F	4. WFMJ	4. WBBW
5.	5.	5. WKBN	5. WKBN	5. WKBN	5. WFMJ	5. WQXK-F	5. WKBN	5. WBBW	5. WKBN-F	5. WYFM-F
WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54		MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WHOT-F	1. WHOT-F	1. WHOT-F	1. WHOT-F	1. WQXK-F		1. WHOT-F	1. WHOT-F	1. WHOT-F	1. WHOT-F	1. WHOT-F
2.	2. WYFM-F	2. WQXK-F	2. WYFM-F	2. WHOT-F		2. WYFM-F	2. WYFM-F	2. WYFM-F	2. WYFM-F	2. WQXK-F
3.	3.	3. WYFM-F	3.	3. WKBN-F		3. WMMS-F	3. WMMS-F	3. WQXK-F	3. WMMS-F	3. WKBN
4.	4.	4. WKBN-F	4.	4. WYFM-F		4.	4.	4. WKBN	WKBN-F	4. WYFM-F
5.	5.	5. WDMT-F	5.	5.		5.	5.	5.	5.	5. WKBN-F

FORMATS	AM	FM	TOTAL	%
TOP 40/CHR/CONTEMP		190 (4)	190 (4)	27.3
AOR		28 (1)	28 (1)	4.0
AC/OLDIES/SOFT ROCK	34 (1)	33 (2)	67 (3)	9.6
MOR/VARIETY	94 (5)		94 (5)	13.5
COUNTRY	10 (1)	79 (2)	89 (3)	12.8
BLACK/URBAN		32 (1)	32 (1)	4.6
BTFL MUSIC		82 (1)	82 (1)	11.8
NEWS/TALK	63 (1)		63 (1)	9.1
NOSTALGIA	41 (1)		41 (1)	5.9
RELIGION	3 (1)	7 (1)	10 (2)	1.4
SPANISH				
CLASSICAL				
UNKNOWN/OTHERS			696 (22)	

OTHER RATED STATIONS/METRO SHARE & CUME RATING			
WGFT	1500	Youngstown	.4/ .9
WNIO	1540	Niles	1.3/3.5
WQOD-F	93.3	Youngstown	2.8/4.4
WRRO	1440	Warren	2.6/8.9
WGCL-F	98.5	Cleveland	1.1/3.9
WKDD-F	96.5	Akron	.8/2.7
WMJI-F	105.7	Cleveland	1.6/4.6
WNIR-F	100.1	Kent	1.2/2.3
WPIC	790	Sharon	.7/2.1
WSOM	600	Salem	.9/1.8
WTOF-F	98.1	Canton	.9/2.1
WWWE	1100	Cleveland	.7/2.8

RADIO STATIONS

WBBW, 1240, 1 KW/250 W	, TALK/NEWS	ABC-E, \$31.05	(Mc-Guild)
WFMJ, 1390, 5 KW (DA-N)	, MOR/NOST	NBC, \$24.00	(Unirep)
WGFT, 1500, 500 W (DAYS,DA)	, RELIGION	, \$15.00	(----)
WHOT, 1330, 500 W/1 KW (DA-2)	, CONTEMP	, \$30.00*	(Blair) Myron Jones
WKBN, 570, 5 KW (DA-N)	, MOR	CBS, \$53.00	(Katz)
WNIO, 1540, 500 W (DAYS,DA)	, COUNTRY	MBS, \$13.00	(----) (NILES)
WRRO, 1440, 5 KW (DA-N)	, MOR	ABC-I, MBS, \$16.00	(----) (WARREN)
WPIC, 790, 1 KW (DAYS)	, MOR	, \$24.00	(Torbet) Regional (SHARON)
WKBN-F, 98.9, 9 KW @ 1370	, BTFL MUS	, \$53.00	(Katz)
WHOT-F, L01.1, 16 KW @ 710	, CHR/AOR	, \$45.00*	(Blair) Myron Jones
WQOD-F, 93.3, 50 KW @ 280	, AC	MBS, \$ NA	(----)
WQXK-F, 105.1, 88 KW @ 400	, COUNTRY (Drake-Chen)	ABC-D, \$25.00*	(Eastman) Rust (SALEM)
WYFM-F, 102.9, 28 KW @ 455	, CHR	ABC-C, \$36.00	(Weiss) Regional (SHARON)

Other ranked stations - See Cleveland