

# AMERICAN RADIO

Spring 1984

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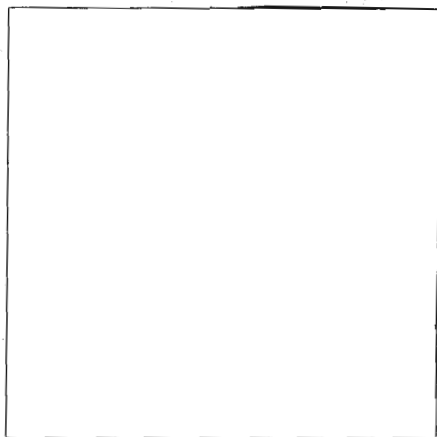
Spring



**James H. Duncan, Jr.**



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AMERICAN RADIO  
SPRING 1984 REPORT

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August 1984  
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## INTRODUCTION

This is the 17th 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 August 12, 1984.

Work on this edition was completed on August 12, 1984. Mailing will begin on August 16, 1984. 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 two fine men: John Bayliss and Dave Scribner.

L 353409

JOHN F. BAYLISS (1934-1984)

I was terribly saddened by the news of John's tragic death. What had begun as a festive NAB convention was suddenly marred as word was passed around that John had been killed in an auto accident when another driver lost control, crossed the centerline, and crashed into John's car.

John was truly a radio man. He loved the industry and he loved to help others in the industry. John was one of my first subscribers. When my first edition of American Radio was published he called me and told me what he liked and made suggestions about how the book could be improved.

John often would call me late at night and we would sit and talk radio for hours. He taught me a great deal and I will always remember him and thank him for that.

Whenever I receive phone orders for my publications I always ask how the customer heard about me. Many times the answer was "Well, John Bayliss recommended you to me".

I have never been real certain about life after death, or, if you will, immortality. However, I am very certain that a person can achieve immortality while living through their contributions to society (primarily achieved by their work) and through their children and the qualities they possess. John Bayliss achieved immortality in both ways.

The radio industry will miss John Bayliss and so will I.

A special scholarship fund is being established in John Bayliss' name. For more information call Paul Kagan at (408) 624-1536.

9-12-84

HIGHLIGHTS AND COMMENTS

SPRING 1984 ACHIEVEMENT AWARDS

	<u>Honorable Mention</u>
GROUP: Stoner Broadcasting	Gannett Malrite
Markets 1-25: WHTZ-F New York	KIIS-F Los Angeles KVIL-F Dallas KKBQ-F Houston
Markets 26-75: WZPL-F Indianapolis	WTMJ Milwaukee WMAG-F Greensboro
Markets 76-125: KFAB Omaha	WCOS-F Columbia WMMQ-F Albuquerque KGGO-F Des Moines
Markets 125+: KCCY-F Pueblo	WNDU-F South Bend KGHL Billings

The "Achievement Awards" were begun in 1983. There is no formula for making these selections. The only requirement is that I think a station or group stands out because of its performance over the past year. There is no plaque or scroll or anything like that. Just a "well done" and that someone noticed an outstanding performance.

Not many groups have enjoyed a ratings sweep as much as Stoner Broadcasting enjoyed this Spring's Arbitrons. Nine of their twelve stations enjoyed share increases - many had sizable gains. Two of the Stoner stations - WIMZ-F in Knoxville and KGGO in Des Moines - had huge gains with a modified AOR/CHR format.

It was a close call between WHTZ and KIIS for the award in Markets 1-25. For a while I leaned towards KIIS because Los Angeles is a stronger radio market both from a financial and competitive standpoint. However, WHTZ did go from "worst to first" in a matter of months and they are now the most-listened-to station in the world.

WZPL-F has made a remarkable turn around in Indianapolis. After an ill-fated attempt at programming Disco in the late 1970's (as WIKS) the station had a terrible image and worse ratings and sales. In 1982 Hefel changed call letters and settled on a CHR format and the station has performed superbly since then.

KFAB in Omaha had its poorest book in years. Yet this station has quietly become a legend. KFAB is a full service MOR which has always dominated the Omaha market. This domination is particularly noticeable in the Fall of each year when the station broadcasts the Nebraska football game. KFAB had a 58.6% 12+ Share, a 25.6 cume rating (remember this is for a four hour period) and a 90% share of men 45-54.

Pueblo may be a dying city but KCCY-F is showing lots of life. KCCY gained almost eight share points and now has a 23.8 share.

ACHIEVEMENT AWARD WINNERS

	<u>1983</u>	<u>1984</u>
Group:	EZ	Stoner
Markets 1-25	KHTR-F St. Louis	WHTZ New York
Markets 26-75	WYYY-F Syracuse	WZPL-F Indianapolis
Markets 76-125	WDCG-F Raleigh	KFAB Omaha
Markets 125+	KIOK-F Richland, WA	KCCY-F Pueblo

LEADING STATIONS

WHTZ in New York is the leading station in the nation (1/4 HR AVG). Stations in the top 100 making large gains include KIIS, WRKS, WJR, WHN, WNEW-F, WLTW, WMMR, KKBQ, WJOI, WKQX, KMLJ, KKHR, KVIL, WJIT, WGAY, KSOL, WJLB, and WLAK.

OTHER LEADERS: TSA Cume - WHTZ-F  
Cume Rating - WWNC (Asheville)  
12+ Metro Share - WWNC (Asheville)

FM SHARE

National FM Share is now up to 64.290%, an increase of 3.201% since last Spring's figure of 62.291%. Greenville-New Bern, NC has the highest FM Share (86.90%) and Asheville the lowest (35.25%).

FORMATS

CHR had an outstanding Spring in markets of all sizes. In almost 80 markets a CHR station had the largest share increase of any station. The audience share for AC increased but that was in large part due to a big increase in the number of stations using that format. Country and News/Talk suffered significant loss of audience.

LEADING STATIONS BY FORMAT

	<u>1/4 HR AVG</u>	<u>METRO SHARE</u>
CHR/TOP 40/CONTEMP	WHTZ-F New York	WXLK-F Roanoke
AOR	WNEW-F New York	WIMZ-F Knoxville
AC/SOFT/OLDIES	WCBS-F New York	KIDX-F Billings
BTFL MUSIC	WPAT-F New York	WDUV-F Sarasota
BLACK/URBAN	WRKS-F New York	WFXF-F Columbus, GA
COUNTRY	WHN New York	WNNC Asheville
NEWS/TALK	KABC Los Angeles	KMOX St. Louis
MOR/VARIETY	WGN Chicago	WJBC Bloomington, IL
NOSTALGIA	WNEW New York	WSBT South Bend
SPANISH	WADO New York	KGBT McAllen-Brownsville
RELIGION/GOSPEL	KBRT Los Angeles	WOAD Jackson, MS
CLASSICAL	WQXR-F+ New York	WGMS-F+ Washington

GREATEST SHARE CHANGES:

(Spring 83 to Spring 84)

Increases

WQLT-F Casper	+11.5
WJYW-F Wilm, NC	+10.6
KNMQ-F Albuquerque	+10.5
WOAD Jackson, MS	+10.3
KHYS-F Beaumont	+10.1
WREO-F Erie	+ 9.7

Decreases

KVOC Casper	-14.9
WDOD-F Chatta	- 9.8
WGNI-F Wilm, NC	- 8.8
WGUS-F Augusta	- 8.7
WHEZ Huntington	- 8.4
KTPK-F Topeka	- 8.1
KMTX Waco	- 8.1

ODDS AND ENDS

Look for Metromedia to sell most of their radio properties in the next few years. I don't think their hearts are in radio anymore and they are going to have to do something to help pay for their LBO...I was pleased to see Rob Dyson purchase the Plough stations. It is fun to see someone come out of a small market and become a major group owner overnight...Did you know that Constant Communications (KYKN/KDUK-F in Eugene, KTOK/KIZN-F in Boise) has all their stations in buildings listed on the National Register of Historic Places...

BEST TRADE AD SERIES:	The Research Group and their "Master Strategists" ads
BEST SINGLE AD:	Outlet Communications and the "Building on Excellence" ad
HONORABLE MENTION:	WLTE - "How many Washingtonians would it take to change the lite"
WORST AD:	Universal's ad in "Religious Broadcasting" proclaiming that they are "probably" the largest privately held radio group in the country.

A Quote He Will Wish He Never Made Department: "In 10 years AM listenership will equal FM" (Dan Bouloukos of ABC as quoted in "Cash Box")...I don't know about you but I am a little tired of hearing all the crying from the Daytimer Broadcasting Association. I understand their problems and to a degree I sympathize with them. However, no one owes them anything. They knew what they were getting into when they purchased those stations. No other station should have to give up coverage area so that daytimers can expand their coverage area...If daytimers can expand hours without hurting other stations that is fine. I also agree that daytimers might be given a slight advantage in seeking new FM allocations if there is one in their market. We should not set up a "Radio Welfare" system for daytimers.

I think it is unfortunat that Arbitron has decided to drop information of station power from its facilities page. I wish they would have met the challenge and investigated the true power and HAAT of each station. Instead Arbitron will not print anyone's power. That is a disservice to the 99% of radio broadcasters who honestly represent their power adn HAAT. I will continue to pursue those stations who do not publish accurate data about their facilities. Please help me. If you see any incorrect figures please let me know.

This class will cover how to destroy your station's morale, how to undercut your sales people, effective use of local press, and how to make a fool of yourself. For our first assignment let us all read the following newspaper article which appeared in the "Fort Wayne Journal-Gazette" last fall.

# WAFX-AM ends late-night broadcasts

By FRANK GRAY  
Staff Writer

WAFX-AM Radio in Fort Wayne has ceased broadcasting between midnight and 5:30 a.m. for lack of listeners and sponsors, station owner Donald A. Shive said Wednesday.

Shive, who has owned WAFX since 1982, has assumed responsibilities as general manager, replacing former General Manager Bob Britt. Britt now is sales manager, his position before becoming general manager in February.

Shive said he canceled the late-night broadcasts, which include Talknet, a radio talk show, because of lack of sponsors. He said WAFX hadn't gotten one sponsor during that slot during the time he has owned the station.

Shive added that WAFX's target audience — people 45 years and older — don't listen to the radio between midnight and 5:30 a.m.; they go to bed.

Shive also canceled "Breakfast Club," a morning program broadcast live from local restaurants, after its sponsor canceled Friday and there was no replacement.

Shive wants more advertising for WAFX, which saw its share of the local audience double to 6.7 percent during the last rating period, but has continued to operate at a loss. "If you spend a dollar, you have to take in a dollar and a half. You can't spend a dollar and take in 50 cents."

Shive doesn't regard his call for more advertising as an advertising push. He just wants his six-member

sales team, again headed by Britt, to start selling. Those who don't sell will be fired, Shive said.

"We'll probably reorganize," Shive said. "Some salesmen aren't selling. We've got a good station and good ratings. If salesmen don't sell, it's the fault of the salesmen, not the station."

Asked why he made himself station manager, Shive said, "The station hasn't been run right, in my estimation" by former General Manager Frank Nachazel, who resigned earlier this year, or Britt. "Since I'm spending this much money on the radio station, I want to run it."

Shive, who owns Shive Nursing Centers Inc., 1330 Medical Park Drive, has never operated a radio station before, and he acknowledged he isn't an authority on much of the terminol-

ogy used in radio. He said, however, that he has plenty of business experience (including apartment complex ownership and management) and the station has plenty of people who know radio jargon.

"The business end of the business is what I'm running," he said.

The cancellations haven't resulted in any personnel changes. Phil Schultz, who broadcast the "Breakfast Club," remains on the air in the morning. Only the job of late-night employee Chris Larko appears in any jeopardy.

Shive, who also owns a home in Clearwater, Fla., will spend more time in Fort Wayne. "I used to spend a lot of time in Florida and a little bit of time here. Now it will be the other way around."

Class dismissed



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SECTION B: ARBITRON INDIVIDUAL MARKET REPORTS

B1-B4 Definitions, Clarifications and Explanations

Individual Market Reports for these markets in alphabetical order:

Akron	Daytona Beach	Lubbock	Rochester
Albany-Schen-Troy	Denver	Lynchburg	Rockford
Albuquerque	Des Moines	Macon	Sacramento
Allen-Beth-Easton	Detroit	Madison	Saginaw
Altoona	Duluth	Manchester	St. Louis
Amarillo	El Paso	McAllen-Browns	Sal-Sea-Mont
Anchorage	Erie	Medford	Salt Lake City
Apple-Oshkosh	Eugene	Mel-Titus-Cocoa	San Antonio
Asheville	Evansville	Memphis	San Diego
Atlanta	Fargo	Miami-FT. Lau	San Francisco
Atlantic City	Fayetteville, NC	Milwaukee	San Jose
Augusta, GA	Flint	Minn-St. Paul	Sarasota
Austin	FT. Wayne	Mobile	Savannah
Bakersfield	Fresno	Modesto	Seattle
Baltimore	Grand Rapids	Montgomery	Shreveport
Baton Rouge	Green Bay	Nashville	Sioux Falls
Beaumont-PA-Orange	Greensboro-W5	Nassau-Soffolk	South Bend
Billings	Green-NB-Wash	New Haven	Spokane
Binghamton	Green-Spart	New Orleans	Springfield, MA
Birmingham	Harrisburg	New York	Springfield, MO
Bloomington	Hartford	Norfolk	Steubenville
Boise	Honolulu	NE PA	Stockton
Boston	Houston	Oklahoma City	Syracuse
Bridgeport	Huntington	Omaha	Tallahassee
Buffalo	Huntsville	Orlando	Tampa-St. Pete
Canton	Indianapolis	Oxnard-Ventura	Terre Haute
Casper	Jackson	Pensacola	Toledo
Cedar Rapids	Jacksonville	Peoria	Topeka
Charleston, SC	John City-Kings-Bris	Philadelphia	Tucson
Charleston, WV	Johnstown	Phoenix	Tulsa
Charlotte	Kalamazoo	Pittsburgh	Utica-Rome
Chattanooga	Kansas Ctiy	Portland, ME	Waco
Chicago	Knoxville	Portland, OR	Washington
Cincinnati	Lafayette ,LA	Ports-Dover	Waterloo-CF
Cleveland	Lakeland	Providence	West Palm Beach
Colorado Springs	Lancaster	Pueblo	Wheeling
Columbia, SC	Lansing	Raleigh	Wichita
Columbus, GA	Las Vegas	Reading	Wilmington, DE
Columbus, OH	Lexington	Richmond	Wilmington, NC
Corpus Christi	Lincoln	Reno	Worcester
Dallas-Fort Worth	Little Rock	Richland, WA	Yakima
Daven-RI-Moline	Louisville	River-SB-Ont	York
Dayton	Los Angeles	Roanoke	Youngstown

EDITOR'S NOTE: Some of you may recall an article called "The Need for Music" which I reprinted in my book Radio in the United States. That article originally appeared in "The Royal Bank Letter" which is written and published by The Royal Bank of Canada which is headquartered in Montreal.

I am pleased to republish another beautifully written essay from "The Royal Bank Letter". This piece originally was published in November 1983. I hope you will share it with sales people in your company.

### THE SCIENCE OF SELLING

Salesmanship has often been described as an art - and maybe it was in simpler times when a salesman could get along with more talent than knowledge. Not any more: The age of expertise demands a thoroughly professional approach...

According to at least one definition of the work "sell," everybody does it. The dictionary says that to sell is to inform people of the value of something and to inspire them with a desire to accept it or to agree to it. That, surely, is what all of us do every time we try to make a good impression or express an opinion. We are selling our personalities or our points of view.

This type of selling is vital to our society. Men and women come together to form families because they have made themselves mutually desirable and agreeable. Workers have jobs because they have "sold" their employers on hiring them. Politicians must sell their policies and abilities to the electorate. In their efforts to spread honesty and decency among the population, clergymen use sales techniques to persuade us to be good.

Selling is also the dynamo of the economy. Everything that is produced, from a huge papermaking machine to a paper-clip, is intended to be sold. If a product is not sold, it is wasted. Waste makes for unemployment, low productivity, and less overall national wealth.

Salesmanship plays a decisive role in every stage of the economic process. Take the paper-clip mentioned above. It begins as iron ore which has been sold to a steel company. The steel made from the ore is sold to a paper-clip manufacturer. The manufacturer sells it to an office supplier, who sells the finished product to the user. It may very well be used to attach a letter to a brochure aimed at selling something else.

Various other goods and services have been sold along the line to expedite that tiny product to its destination. The iron ore may be carried on a ship whose services have been sold to the steel mill. The manufacturer buys boxes in which to pack his product and trucks in which to deliver it. From the miner who blasts the ore out of the ground to the stenographer who clips the brochure and letter together, people throughout the whole chain of events owe their jobs to the fact that things are being sold.

It is the salesperson who links the chain together. If, in this example, all the links had not been made, the ore might as well have stayed in the ground. Until something has been sold, then, nothing happens in the economy. Except in cases of outright fraud, every sale has a purpose in the broad economic scheme of things.

One definition of selling is "the process of persuading people to buy wanted or needed goods or services." The salesperson is thus in the position of helping the buyer to fill his wants and needs. It might be thought that if a person really needs something, it takes no persuasion to lead him to buy it. But in our type of economy, a great deal of salesmanship comes into play in providing the necessities of life.

When people go to buy food, for instance, they are presented with a variety of products. The choices they make among the items on the shelves are influenced by advertising, packaging, pricing and displays.

Though they buy what they need in the general category of food, they buy what they want when they pick one product over another. It is salesmanship - in its fancy dress of marketing - that has turned their general needs into specific wants.

#### WHY SPEND MONEY ON PRODUCT X IN PREFERENCE TO PRODUCT Y?

And that is the job of the salesperson - to stimulate a want for a particular product in the minds of prospective customers. It is not an easy task, since the item he or she has to sell is almost always faced with competition from other items of similar design, quality and price.

The supplier's reputation and brand name exerts a strong influence on the buyer's decision. But that reputation is only part of a total "value package" which includes all the other merits of the product or service. All things being equal, the salesman who can cite more merits for his product than his competitor gets more signatures on his order forms.

This is especially so in the selling that goes on before a product reaches the retail level. Professional purchasing agents, merchants and industrial managers want to know all the features and benefits of an item in fine detail before they commit their company's money to Product X in preference to Product Y.

So supporting the case for a product or service with complete and exact information about it is essential to successful selling. That being so, it is remarkable how many salespeople do not have all the pertinent facts at their fingertips.

In his recently-published book The Big Sell, John R. Rushmore of Sales Research Associates in West Chester, Pa., writes about a survey he conducted among buyers for large U.S. industrial companies. Most of them expressed the opinion that less than 20 per cent of the salesmen who called on them had a complete knowledge of the products they had come to sell.

#### SELLING HAS NEVER BEEN GIVEN THE RECOGNITION IT DESERVES

This signals a lack of professionalism - indeed of competence - in the sales field. How could such a lack exist at a time when competition is so intense?

One answer may be that, despite the pivotal function it fulfills in the economy, selling has never been accorded the recognition that is due to it. In a society that does not take selling seriously, there is little encouragement for the people doing it to take a serious, professional approach to their work.

Even companies that employ salesmen often place a low value on their services. It is not uncommon for a company to tell a new recruit: "We'll stick you in sales for a couple of years until you're ready for promotion." The message is there for all to see" The company does not regard selling as a first-class, permanent career.

Then there is the public attitude towards salesmen, which is reflected in all too many corny jokes. It is coloured by the mythology of the past. Books, movies and at least one musical show (The Music Man) have all depicted the salesman as a flashy, fast-talking individual who is long on guile and short on scruples and good taste.

The image may have been exaggerated, but there is an element of truth in it. In the past, some salesmen really did wear loud suits, tell dirty jokes, chomp cheap cigars and murder the language. Some did resort to trickery. They were not well-educated, but there was no need for them to be. They dealt with purchasers who were very much like themselves.

Times have changed. In the old days, a salesman had no difficulty knowing his products, because they were reasonably simple. Let us say he sold machine tools. The lathes and power drills in his catalogue had probably not changed significantly in 30 years.

Contrast that with today, when machine tools run on computerized controls and other automated features. The purchasing agent with whom the salesman deals is likely to be a mechanical engineer, a computer expert, or both. Rapidly-advancing technology is likely to alter the design of a machine radically from one year to the next. Competitors are turning out new models with new capabilities all the time.

#### THE HIGH-PRESSURE APPROACH IS INCREASINGLY INEFFECTIVE

The complexity of products, the dazzling pace of development, the expertise of buyers - all these are rendering the old catch-as-catch-can sales methods less and less effective. As Frank Brennan put it in his textbook, Personal Selling - A Professional Approach: "The back-slapping, glad-handing, high-pressure salesman...has gone the way of the corner shoeshine stand. The new breed of professionals who replaced him are more than just salespeople. They are experts in their field."

According to Brennan, sales professionals have three attributes in common: They put the customer's welfare first, possess superior product knowledge, and use responsible sales techniques. They do not go in for one-shot sales with the object of making a quick killing. They think primarily of establishing a lasting buyer-seller relationship. They realize that the only really worthwhile business deal is one that benefits both sides.

In other words, they do not try to manipulate a prospect for the sake of making sales. "Manipulators," writes Brennan, "are salespeople who: exploit rather than help other people for their own gain; try to get customers to buy something they don't need; take unfair advantage of social or business relationships; use high-pressure selling tactics that usually involve untruths or degrading motivations."

Like practitioners of other professions, sales professionals must adhere to strict ethical standards. And like other professionals, they must keep abreast with developments. They are more likely to be found at home of an evening browsing through the latest trade journals than out wining and dining a client.

Professionalism also entails constant efforts to enhance one's skill. Sales course directors agree that one class of skills in which there is a general need for improvement is communications. Salespeople who aspire to professionalism should take conscious steps to learn how to speak, listen, and write letters and reports effectively.

#### SELLING IS PARTLY A MATTER OF MAKING IT EASY TO BUY

Psychology is another subject which salespeople are well-advised to study. Making up one's mind to buy or not to buy is a psychological act. Buying decisions are made in different ways by different types of personalities. Some prospects are impulsive, some deliberate, some analytical, some emotional. Salespeople with training in psychology are able to "read" these types, and adjust their presentation accordingly.

The five-and-dime store king F.W. Woolworth once said that he did not sell, but he made it easy to buy. Salespeople with a knowledge of motivation are in the same position. It is well-known that people are motivated by psychological needs, such as the need for society, for self-esteem and self-fulfillment. The person who understands these motivators can make sales and satisfy the client's needs at the same time.

This is not to say that a busy salesman or saleswoman must become a full-fledged psychologist. But a grasp of the elements of the subject, which can be obtained through continuing education courses or library books, is a prerequisite of the professional approach.

#### REJECTION IS A NORMAL PART OF A SALESPERSON'S LIFE

If it is important for salespeople to know their contact's personalities, it is even more important for them to know their own personalities. The most successful among them are every bit as conscious of their personal strengths, weaknesses and quirks

as they are of those of their products, their competitors' products, and their clients.

Through uncompromising self-analysis, salespeople can identify and subdue the psychological tendencies within them that stand in the way of sewing up orders. For example, a naturally argumentative person who does not refrain from talking back to potential customers can expect few sales.

Self-knowledge is needed more in sales than in most occupations because of the psychological wear and tear inherent in the business. Salespeople must learn to deal with rejection, which is a normal part of selling life. People who do not closely monitor their mental state may sink unawares into profound discouragement after a series of turn-downs, feeling that the rejections represent a personal failure. The more discouraged they become, the less they work; the less they work, the less they succeed; the less they succeed, the more discouraged they become.

When the danger-signs of discouragement begin to show, the self-knowledgeable person will call on the old-fashioned salesman's virtue of persistence. "Persistent people begin their success where others end in failure," wrote Edward Eggleston. The truth of this statement is verified over and over again in the records of successful sales careers.

#### A CAREER IN SALES MEANS WORKING HARDER THAN MOST

The fact that sales representatives work largely on their own is another reason for psychological self-vigilance. The most common psychological flaws lead to procrastination and idleness, simply because it is easier in the short term to do nothing than to face up to reality.

To work alone or in the field without a boss looking over your shoulder calls for an unusual degree of self-discipline. And self-discipline calls for self-awareness - for knowing the soft spots in your personality and reinforcing them from your reserves of inner strength.

"The art of winning business is in aorking hard," wrote Elbert Hubbard. Self-discipline is necessary in the everyday course of sales life, because to succeed, salespeople must work harder than their neighbours. In many cases, they must not only work long hours, but odd hours by the standards of the rest of society. More than most people, they must be willing to make personal sacrifices for the sake of their careers.

A career in sales, then, is like a career in any profession. It demands dedication, continuing study, and a high degree of integrity. Selling offers both financial and spiritual rewards, but these days, it is not for everyone. It is for those who see it as their life's work and adopt it as a profession, with all that is implied by the word.

HIGHLIGHTS FROM DUNCAN'S RADIO MARKET GUIDE

I have been delighted at your response to my new publication Duncan's Radio Market Guide. Introduced in January the "Market Guide" has gained remarkably quick acceptance by the radio industry and the banking community.

Since the publication of the "Market Guide" I have had time to work with the data a bit and I thought you would like to see some of my findings:

INDIVIDUAL MARKET BILLING LEADERS BY FORMAT

	<u>AM Stations</u>	<u>FM Stations</u>	<u>Overall</u>
MOB/Full Service	62	1	44
Top 40/CBR	3	50	27
Country	33	26	27
Adult Contemp	19	24	19
News/Talk	17	0	11
AOB	0	11	2
Spanish	2	0	2
Beautiful Music	0	8	1
Nostalgia	3	0	0
Black/Urban	0	1	0
<b>TOTAL MARKET</b>	<b>139</b>	<b>121</b>	<b>133</b>

EXPLANATION: In as many markets as possible we tried to determine the highest billing AM station, the highest billing FM station, and the highest billing station overall. This table shows the formats of these top billing stations.

Note that among the highest billing AM stations in each market MOB/Full service was the clear leader followed by Country, Adult Contemporary and News/Talk. CBR/Top 40 leads the FM category followed by Country and Adult Contemporary.

Among the overall billing leaders MOB/Full Service was the leading format followed by CBR/Top 40 and Country. Note that there were not any markets in which the highest bidder was using a Nostalgia or Black/Urban format.

LEADING MARKETS TOTAL REVENUE 1978, 1983, 1988

<u>1978</u>		<u>1983</u>		<u>1988</u>	
1. New York	\$112,800,000	1. LA	\$190,300,000	1. LA	\$314,800,000
2. LA	112,100,000	2. New York	176,800,000	2. New York	282,100,000
3. Chicago	87,600,000	3. Chicago	129,800,000	3. Chicago	187,700,000
4. San Fran	59,200,000	4. San Fran	90,400,000	4. Dallas	140,000,000
5. Detroit	46,500,000	5. Houston	74,200,000	5. San Fran	139,200,000
6. Washington	45,600,000	Washington	74,200,000	6. Houston	135,800,000

Table shows net revenue estimates for 1978 (FCC data), 1983 (Duncan Media estimates), and 1988 (Duncan Media Projections)

POPULATION PER STATION STUDY

This table shows the metro population per radio station in each market. It was calculated by dividing the metro stations showing in the Spring #3 Arbitron into the total 1983 population for the market. The number of rated stations is shown in parenthesis.

1. Chicago	215,758 (33)	162. Amarillo	13,846 (13)
2. New York	202,955 (44)	163. Pueblo	13,000 (10)
3. Philadelphia	173,703 (27)	164. Sioux Falls	12,222 (9)
4. Detroit	170,384 (26)	Billings	12,222 (9)
5. Los Angeles	169,111 (45)	166. Lynchburg	11,536 (13)
6. Boston	123,333 (30)	167. Lafayette, LA	10,625 (15)
7. Houston	110,345 (29)	168. Boise	10,556 (18)

NOTE: Effective with this issue of American Radio I now divide the stations into the 12+ population of each Arbitron market. Thus these figures will be somewhat different from those found on the Individual Market Reports.

REVENUE PER SHARE POINT

This table shows the markets with greatest and least revenue dollars available per share point as of 1983.

1. Los Angeles	\$2,109,756	160. Billings	\$42,105
2. New York	1,942,857	161. Asheville	41,278
3. Chicago	1,409,586	162. Altoona	40,888
4. San Francisco	1,014,586	163. Yakima	39,807
5. Washington	820,796	164. Richland, WA	39,216
6. Boston	807,474	165. Pueblo	36,728
7. Houston	793,582	166. Medford	34,814
8. Dallas-Fort Worth	784,127	167. Terre Haute	34,682
9. Philadelphia	779,279	168. Wilmington, NC	31,180
10. Miami-Ft. Lau	682,018		

The figures are calculated by dividing the markets available share points into the market's total revenue. The available share points was calculated by subtracting below-the-line listening and listening to non listed stations from 100. Dollars are net.

About twice a week someone calls and asks me to name a handful of markets which I feel are highly desirable radio markets. As an afterthought to Duncan's Radio Market Guide I thought I would make a "top of mind" listing of markets which for one reason or another I believe are attractive radio markets. In order to include medium and small markets I made the listing by comparing similarly sized markets.

LARGE MARKETS

Los Angeles  
Washington  
Houston  
Atlanta  
Minneapolis  
Dallas-Fort Worth  
Phoenix  
Denver  
Columbus, Ohio  
Indianapolis  
Sacramento  
San Antonio

MEDIUM MARKETS

Greensboro-WS  
Rochester  
Orlando  
Tulsa  
Grand Rapids  
Greenville-Spartanburg  
Raleigh  
Tucson  
Austin  
Charlotte

SMALL MARKETS

Bridgeport  
Charleston, SC  
Columbia, SC  
Shreveport  
Madison  
Lexington  
Manchester  
Reno  
Lincoln  
Sioux Falls

IN THE 143 MARKETS WHERE I WAS ABLE TO DETERMINE THE BAND (AM OR FM) OF THE MARKET'S HIGHEST BILLING STATION...

In 78 markets (55%) the leader was an AM station

In 65 markets (45%) the leader was an FM station

One final note: Broadcasters in each market were asked to name those large local accounts which were "poor" users of radio or did not use radio at all. These are the accounts most frequently mentioned:

J.C. Penney  
Montgomery Wards  
Sears  
K-Mart  
Kentucky Fried Chicken  
Winn Dixie Supermarkets  
Wendy's

J.C. Penney was far and away the most frequently mentioned account.

A FEW COPIES OF DUNCAN'S RADIO MARKET GUIDE ARE STILL AVAILABLE. USE THE ORDER FORM IN THE BACK OF THIS BOOK.

## QUESTIONS AND ANSWERS ABOUT AMERICAN RADIO

In April I sent out a questionnaire to my subscribers to American Radio. I asked for your comments and your criticisms and your suggestions. As you will see as you page through this edition of American Radio I have made many significant changes many of which were suggested by my subscribers.

Below are some responses to the questions and/or comments which were most frequently raised by subscribers:

Q. Why don't you print share figures and 1/4 HR AVG data for the demo and daypart rankings?

A. I would love to but I can not. Arbitron will not let me. I am allowed to print actual numbers for only the broad, total week dayparts. I am allowed to rank the stations in any other way I choose but I can not print actual numbers.

Q. Can't you do anything about the spot rates listed for radio stations? There are too many asterisks!

A. You are right, it has been a problem. I use SRDS as my primary source but so many stations have pulled their rates out of SRDS that I have been forced to estimate rates. This year I tried to eliminate some of the estimates by using other sources and by calling the stations directly. Also I believe there is a trend towards putting rate cards back in SRDS.

Q. What are your pricing policies? Sometimes I see different prices quoted for American Radio.

A. My pricing policy differs greatly from most other publications. Instead of discounting my price to attract new subscribers and making old subscribers pay the full rate I do just the opposite. New subscribers pay more than old subscribers. Take this current edition. Those that were already subscribers paid \$50.00. New subscribers had to pay \$55.00. It seems fairer to me to price my publications this way. Old customers should not have to subsidize my new business efforts.

Q. Why don't you use gross revenue figures instead of net?

A. Because the FCC set a precedent by reporting net revenue figures until 1980. I personally believe that net figures are much more relevant and that they more accurately portray the real world. However, I have had many requests that I change the revenue estimates to gross dollars and beginning with the Fall 84 issue of American Radio and the 1985 edition of Duncan's Radio Market Guide the revenue estimates will be in gross dollars.

Q. How (and why) do you do all this work by hand?

A. Yes I have always done American Radio by hand and I have always done it by myself. I enjoy doing it by hand and I believe you learn more by doing it by doing the work without a computer. Too often a computer can remote the user from the data. Also I have never been convinced that a computer would help me get my publications out faster.

However, I have taken the plunge and ordered an IBM XT. Assuming I learn how to use it I will begin to process certain portions of American Radio and large portions of Duncan's Radio Market Guide on the computer.

Q. Why don't you charge more for your publication?

A. Believe it or not this question was raised more often than any other. I am flattered by that. My response is that my margins are fine and I am happy with my return. Working out of my home I am able to keep my expenses down and that allows me to keep my prices down. If I could completely eliminate typos and errors I might feel more comfortable charging \$75.00 or more. However, considering the deadlines I have there will always be some typos and errors. I do my best to keep them to a minimum and to issue correction reports as needed.

Q. Why don't you typeset your publications?

A. Very simple - time and money. It would take more than two weeks longer to get the books out. Also typesetting would be expensive and I would have to charge you for it. Besides, many subscribers like the informality of my publications and so do I.

Q. Why don't you accept advertising?

A. I will admit that I have been tempted but so far I have been able to fight off the temptation. I believe that in any publication sales and editorial must be kept completely separate. Neither department should have any influence over the other. This would be impossible for me because I am a one man company. I am proud of the reputation my books have and I do not want to risk anything which could harm that reputation. I don't want to be influenced by advertisers even if it is on a subconscious level. I think we have all seen other publications which have had their integrity and reputation compromised because they either manipulated their advertisers or used their publications to serve advertisers. I will not allow that to happen to American Radio.



## DUNCAN'S RADIO FORMAT INDEX

There seems to be a great deal of confusion in our industry about which formats are doing well and which formats are suffering. It appears to me that the rise and fall of formats is usually exaggerated by the industry and this exaggeration is usually led by elements of the trade press.

In 1982 Beautiful Music was supposedly washed up and one trade predicted that by 1987 not one major beautiful music station would be found in a major market. There has been a shake out in the format but the surviving stations are doing quite well.

In 1983 it was fashionable to say that AOR was dying. There is a shake out of AOR stations also but the format is alive and well in most markets and I look for an increase in AOR shares over the next few books.

In June one radio newsletter said that the "next format to face trouble is black/urban". The very next issue of the same newsletter ran the headline "THE NEXT ENDANGERED FORMAT. Adult Contemporary...". In a period of eight days the newsletter opined that two formats representing almost 25% of all radio listening were in deep trouble. Other trade press outlets have had similar "doom and gloom" forecasts about nearly every major format category. Some observers must wonder if there is anything they can put on the air that will be successful.

Most intelligent broadcasters know that such sweeping generalities about formats are not very useful or accurate and they do not pay much attention to them. What bothers me is that some advertisers hear about these statements and perhaps they don't know any better and they may make buying decisions based on a generality or an exaggeration.

Obviously what we need are two things. First of all, the realization that all major formats are successful and all major formats are unsuccessful. It all depends on the variables involved and no generality is correct. Secondly, we need to have more accurate reports on format performance.

The most accurate format analysis currently available is the "Station Format and Format Listenership" page in this and each edition of American Radio. This study includes every station rated by Arbitron (approximately 3000) and it is very complete and accurate. However, it only addresses average quarter hour listeners.

There is obviously a need for a thorough analysis reflecting individual station shares and cume ratings for each format. With this in mind I have set up Duncan's Radio Format Index. This index is similar to the familiar Dow Jones indices. I have selected a number of successful and well established stations for each major format. Then using 1982 as a base year (1982=100) I totaled up the 12+ Metro Shares and 12+ Metro Cume Rating (Non-Sun, 6AM-MID) for the selected stations in each format. An average share (or rating) was calculated by dividing the total by the number of stations in the sample.

Refer to TABLE A. For the TOP 40/CHR format 50 stations were sampled. The total metro share for these stations (TWO BOOK AVERAGES WERE USED, SPRING ANF FALL) was 398.8 and the average share was 7.98. The 1983 total share was 450.4 and the average share was 9.01. A divisor was calculated in order to bring the 1982 total share down to an even 100.00. 1982 was the base year for this index so that year's index is an even 100.00. The 1983 index of 112.94 was calculated by applying the divisor against the 1983 total share. Thus the 1983 total share for TOP 40/CHR was 12.94% higher than it was in 1982. Conversely the 1983 index for AOR was 3.78% lower in 1983 than it was in 1982.

### THE SPRING 84 LISTINGS USE DATA FROM THE SPRING BOOK ONLY.

The spring 84 data is not exactly comparable so use it with some caution. Consider it to be an interim report while the final 1984 figures will be released after the Fall sweep.

### THE SAME METHODOLOGY WAS USED FOR METRO CUME RATING.

The use of a divisor is a very important concept. It allows me to add or drop stations if a sampled station changes formats in coming years. All I have to do is adjust the divisor according to the differences in share (or cume rating) between the stations dropped and the station added. This keeps the index consistent and allows accurate and meaningful comparisons with previous years.

## STATION SELECTION

The selections of the station used for this index was very difficult and time consuming. Generally, the following criteria were followed:

- A. Only stations in markets with two or more rating books per year
- B. Top 100 markets
- C. Successful and highly rated stations
- D. Consistent performance during 1982 and 1983
- E. Stable format environment - as little format change as possible in the selected station's format in its market

Obviously I had to make many exceptions to these rules. If I didn't I would not have been able to find enough stations for a decent sample base.

TABLE A  
RADIO FORMAT INDEX - METRO SHARE

Format	Stations*	1982 Total	1982 Avg	1983 Total	1983 Avg	S 84	S 84	Divisor	1982	1983	SPG
		Share	Share	Share	Share	Tot Sh	Avg Sh		Index	Index	1984
TOP 40/CHR	50	398.8	7.98	450.4	9.01	488.8	9.78	3.988	100.00	112.94	122.57
AOR	52	417.7	8.03	401.9	7.73	440.8	8.46	4.177	100.00	96.22	105.53
AC/SOFT/OLDIES	50	311.3	6.23	312.5	6.25	298.6	5.97	3.113	100.00	100.39	95.92
MOR/VARIETY	44	509.4	11.58	493.1	11.21	469.8	10.68	5.094	100.00	96.80	92.23
COUNTRY	49	454.3	9.09	456.1	9.12	417.4	8.52	4.364	100.00	100.40	95.65
BTFL MUSIC	50	423.2	8.46	439.1	8.78	425.6	8.51	4.232	100.00	103.76	100.57
BLACK/URBAN	35	274.1	7.61	256.4	7.12	248.8	7.11	2.665	100.00	93.54	93.36
NEWS/TALK	44	260.0	5.91	246.8	5.61	225.2	5.12	2.600	100.00	94.92	86.62
NOSTALGIA	22	96.6	4.39	109.2	4.96	98.9	4.50	.966	100.00	113.04	102.38

TABLE B  
RADIO FORMAT INDEX - METRO CUME RATING (CR)

Format	1982	1982	1983	1983	SPG 84	SPG 84	Divisor	1982	1983	SPG 84
	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	1242.9	24.86	10.736	100.00	110.56	115.77
AOR	941.1	18.10	925.3	17.79	933.1	17.94	9.411	100.00	98.32	99.15
AC/SOFT/OLDIES	794.8	15.90	817.2	16.34	768.2	15.36	7.948	100.00	102.82	96.65
MOR/VARIETY	1247.6	28.35	1187.1	26.98	1112.7	25.29	12.476	100.00	95.15	89.19
COUNTRY	937.7	18.75	938.2	18.76	813.7	16.61	9.189	100.00	100.05	88.55
BTFL MUSIC	832.0	16.64	854.3	17.09	815.7	16.31	8.320	100.00	102.68	98.04
BLACK/URBAN	539.0	14.97	521.8	14.49	503.6	14.39	5.240	100.00	96.81	96.11
NEWS/TALK	701.7	15.95	671.5	15.26	602.3	13.69	7.017	100.00	95.70	85.83
NOSTALGIA	219.3	9.97	235.7	10.71	201.3	9.15	2.193	100.00	107.48	91.79

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

ALL 1982 AND 1983 FIGURES ARE TWO BOOK AVERAGES (SPRING AND FALL)

STATIONS USED TO CALCULATE DUNCAN'S FORMAT INDEX

<u>TOP 40/CHR</u>				<u>AOR</u>			
WFLY	Albany	WMC-F	Memphis	WPYX	Albany	WSHE	Miami
AZGC	Atlanta	WHYI	Miami	WZZO	Allentown	WQFM	Milwaukee
KHFI	Austin	WKTI	Milwaukee	WKLS	Atlanta	KQRS	Minneapolis
WBSB	Baltimore	WLOL	Minneapolis	WIYY	Baltimore	WKDF	Nashville
WFMB	Baton Rouge	WMKX	Nashville	WBCN	Boston	WAPP	New York
WKXX	Birmingham	WEZB	New Orleans	WXRT	Chicago	WNEW	New York
WXKS	Boston	WKRZ	NE PA	WBNB	Cincinnati	WNOR	Norfolk
WBCY	Charlotte	WNBC	New York	WMMS	Cleveland	WEZX	NE PA
WSKZ	Chattanooga	WHTZ	New York	KILO	Colorado Springs	KATT	Oklahoma City
WLS-A	Chicago	WBWJ	Orlando	WLQV	Columbus, OH	WDIZ	Orlando
WBBM-F	Chicago	WKZW	Peoria	KZEN	Dallas	WMMR	Philadelphia
WKRQ	Cincinnati	WCAU-F	Philadelphia	WTRU	Dayton	KDKB	Phoenix
WGCL	Cleveland	KZZP	Phoenix	KBPI	Denver	WDVE	Pittsburgh
WXGT	Columbus	WBZZ	Pittsburgh	WRIF	Detroit	WHJY	Providence
KAFM	Dallas	WPRO-F	Providence	WMCK	Flint	WRXL	Richmond
WHYT	Detroit	WDCG	Raleigh	WLAJ	Grand Rapids	WCMF	Rochester
WMEE	Fort Wayne	WRVQ	Richmond	WKZL	Greensboro-W.S.	KZAP	Sacramento
WGRD	Grand Rapids	WPXY	Rochester	WTPA	Harrisburg	KSHE	St. Louis
WTIC-F	Hartford	KHTR	St. Louis	KSRH	Houston	KBG	San Diego
KKBQ-F	Houston	KTFM	San Antonio	WFBO	Indianapolis	KRQR	San Fran
WZPL	Indianapolis	KFRK	San Francisco	WFVY	Jacksonville	KISW	Seattle
KBEQ	Kansas City	KNBQ	Seattle	WIMZ	Knoxville	WYNF	Tampa
WVIC	Lansing	WRBQ	Tampa	KLOS	Los Angeles	WIOT	Toledo
KKYK	Little Rock	WRQX	Washington	KMET	Los Angeles	KMOD	Tulsa
KIIS	Los Angeles	WEYN	Wichita	WQMF	Louisville	WWDG	Washington
				WZXR	Memphis	WAAF	Worcester

NOSTALGIA

WJYA	Atlanta	KEZW	Denver	WPEN	Philadelphia	KSFO	San Francisco
WTH	Baltimore	KMPC	Los Angeles	WJAS	Pittsburgh	KIXI	Seattle
WXKS	Boston	KPRZ	Los Angeles	WLKW	Providence	WMAS	Springfield
WECK	Buffalo	WREC	Memphis	WLEE	Richmond	WFBL	Syracuse
WMLX	Cincinnati	WOKY	Milwaukee	WRTH	St. Louis	WDAA	Tampa
WBBG	Cleveland	WNEW	New York				

<u>AC/SOFT</u>	<u>ROCK/OLDIES</u>	<u>MOR/VARIETY</u>	<u>COUNTRY</u>	<u>BEAUTIFUL MUSIC</u>			
KOB-F	Albuquerque	WAKR	Akron	WXKW	Allentown	WPCH	Atlanta
WRNM	Atlanta	WGY	Albany-Schen	WKHX	Atlanta	WLIF	Baltimore
WFBR	Baltimore	KOB	Albuquerque	KASE	Austin	WJIB	Boston
WROR	Boston	WSB	Atlanta	KUZZ	Bakersfield	WEZN	Bridgeport
WBUF	Buffalo	WBAL	Baltimore	WPOC	Baltimore	WJYE	Buffalo
WCLR	Chicago	WBZ	Boston	WZZK	Birmingham	WLOO	Chicago
WFYR	Chicago	WICC	Bridgeport	WEZL	Charleston, SC	WWEZ	Cincinnati
WMJI	Cleveland	WBEN	Buffalo	WSOC-F	Charlotte	WDOK	Cleveland
KMGC	Dallas	WHBC	Canton	WDDO-F	Chattanooga	WBNS	Columbus
KVLL	Dallas	WBT	Charlotte	WMAQ	Chicago	KNEZ	Dallas
KMJI	Denver	WGN	Chicago			WHIO	Dayton
WMJC	Detroit	WLW	Cincinnati	WBAP	Dallas-FW	KOSI	Denver
WNIC	Detroit	WTVN	Columbus	KSCS	Dallas-FW	WJOI	Detroit
KFYE	Fresno	WIS	Columbia	KPLX	Dallas-FW	WOOD	Grand Rapids
KFMK	Houston	WHIO	Dayton	WONE	Dayton	WGLD	Greensboro
WENS	Indianapolis	WJR	Detroit	KLZ	Denver	WRCH	Hartford
WAIV	Jacksonville	WOWO	Fort Wayne	KSO	Des Moines	KODA	Houston
KLSI	Kansas City	WOOD	Grand Rapids	KHEY	El Paso	WXTZ	Indianapolis
KFI	Los Angeles	WHP	Harrisburg	WCUZ-F	Grand Rapids	WKTZ	Jacksonville
KRTH	Los Angeles	WTIC	Hartford	WTOR	Greensboro-WS	WQLR	Kalamazoo
WRVR	Memphis	WIBC	Indianapolis	WESC-F	Greenville,SC	WEZK	Knoxville
WAXY	Miami	WHAS	Louisville	KIKK-F	Houston	KBIG	Los Angeles
WAIA	Miami	WTMJ	Milwaukee	KILT-F	Houston	KJOI	Los Angeles
WLVE	Miami	WCCO	Minneapolis	WIRE	Indianapolis	WLYF	Miami
WMYX	Milwaukee	WELI	New Haven	WDAF	Kansas City	WEZW	Milwaukee
KSTP	Minneapolis	WARM	NE PA	WIVK-F	Knoxville	WAYL	Minneapolis
WCBS	New York	KFAB	Omaha	WVLF-F	Lexington	WZEE	Nashville
WPIX	New York	WMBD	Peoria	KZLA-F	Los Angeles	WBYU	New Orleans
WYNY	New York	WIP	Philadelphia	WAMZ	Louisville	WFAT	New York
WLTY	Norfolk	KDKA	Pittsburgh	WMC	Memphis	WRFM	New York
WMGK	Philadelphia	WPRO	Providence	WKSJ	Mobile	WFOG	Norfolk
KKLT	Phoenix	WFTF	Raleigh	WSM	Nashville	KKNG	Oklahoma City
WHYY	Pittsburgh	WRVA	Richmond	WNOE-F	New Orleans	WEAZ	Philadelphia
KCNR	Portland	WHAM	Rochester	WHN	New York	KQYT	Phoenix
WRAL	Raleigh	KSL	Salt Lake City	WCMS	Norfolk	WLKW	Providence
KRNO	Reno	KFMB	San Diego	KXXY	Oklahoma City	WEZO	Rochester
WEZS	Richmond	KNBR	San Francisco	WOW	Omaha	KEZK	St. Louis
WVOR	Rochester	KOMO	Seattle	WWKA	Orlando	KSFI	Salt Lake City
KXOA	Sacramento	WSYR	Syracuse	KNIX	Phoenix	KQXT	San Antonio
KSD-F	St. Louis	WSPD	Toledo	KJIB	Portland	KJQY	San Diego
KBZT	San Diego	KRMG	Tulsa	WIL-F	St. Louis	KABL-F	San Francisco
KIOI	San Francisco	WMAL	Washington	KKYX	San Antonio	KBRD	Seattle
KEZR	San Jose	WSBA	York	KSON-F	San Diego	WWBA	Tampa
KKPL	Spokane	WKBN	Youngstown	KSAN	San Francisco	WLQR	Toledo
WHYN	Springfield			WSUN	Tampa	KJYK	Tucson
WIQI	Tampa			KVOO	Tulsa	KBEZ	Tulsa
KRAV	Tulsa			KCUB	Tucson	WGAY	Washington
WLTT	Washington			KFDI	Wichita	WEAT	West Palm Beach
WRMF	West Palm Beach			WIRK-F	West Palm Beach	WKBN	Youngstown

NEWS/TALK

WGST	Atlanta	WWL	New Orleans
WCBM	Baltimore	WCBS	New York
WEEL	Boston	WINS	New York
WRKO	Boston	WABC	New York
WBBM	Chicago	WOR	New York
WIND	Chicago	KTOK	Oklahoma City
TCKY	Cincinnati	KYW	Philadelphia
KRLD	Dallas	WVDB-F	Philadelphia
KOA	Denver	KTAR	Phoenix
WHO	Des Moines	KQV	Pittsburgh
WNJ	Detroit	WEAN	Providence
KMJL	Fresno	KOH	Reno
WSJS	Greensboro	KFBK	Sacramento
WPOP	Hartford	WOAI	San Antonio
KTRH	Houston	KSDD	San Diego
KPRC	Houston	KCBS	San Francisco
KFWB	Los Angeles	KGO	San Francisco
KNX	Los Angeles	KIRO	Seattle
KABC	Los Angeles	WTOP	Washington
WNWS	Miami	WRC	Washington
WINZ	Miami	WJNO	West Palm Beach
		WBBW	Youngstown

BLACK/URBAN

WAOK	Atlanta	WDIA	Memphis
WVEE	Atlanta	WHRK	Memphis
WXVY	Baltimore	WEDR	Miami
WXOK	Baton Rouge	WBXL	Mobile
WENN-F	Birmingham	WYLD	New Orleans
WWWZ	Charleston, SC		
WBKX	Chicago	WBLS	New York
WGCI	Chicago	WRKS	New York
WBLL	Cincinnati	WRAP	Norfolk
WZAK	Cleveland	WDAS-F	Philadelphia
WVDM	Columbia	WAMO	Pittsburgh
KKDA	Dallas	WPLZ	Richmond
KNOK	Dallas	KMJM	St. Louis
WJLB	Detroit	KDIA	San Francisco
WQMG	Greensboro	KSOL	San Francisco
WHYZ	Greenville	WHUR	Washington
KMJQ	Houston	WKYS	Washington
WTLG	Indianapolis		
KJLH	Los Angeles		

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 Spring 83 to Spring 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	WMMS-F, 12.6, AOR	WAKR , +2.3, MOR	WGAR , -3.8, AC
Albany-Schen-Troy	WGY , 12.8, MOR	WGFM-F, +4.5, CHR	WROW , -3.5, MOR
Albuquerque	KOB-F, 14.0, AC	KNMQ-F,+10.5, CHR	KWXL-F, -4.6, AOR
Allen-Beth-Easton	WFMZ-F, 14.3, BTFL	WEST , +2.8, Nost	WKKM-F, -2.8, Country
Altoona	WFBG , 23.6, Contemp	WFBG-F, +4.3, BTFL	WVAM , -7.1, Country
Amarillo	KQIZ-F, 15.6, CHR	WFUR , +4.1, CHR	KQIZ , -3.4, CHR
Anchorage	KWHL-F, 17.3, AOR	KGOT-F, +3.6, CHR	KYAK , -2.4, Country
Apple-Oshkosh	WAPL-F, 9.5, AOR	WAHC-F, +5.9, CHR	WAPL-F, -3.3, AOR
Asheville	WNNC , 35.7, Country	WESC-F, +3.8, Country	WRLX-F, -3.0, BTFL
Atlanta	WKHX-F, 10.0, Country	WIGO , +1.8, Black	WSB , -2.4, MOR
Atlantic City	WAYV-F, 10.9, Contemp	WMID , +5.7, Nost/MOR	WFPG-F, -5.7, BTFL
Augusta, GA	WBBQ-F, 25.7, CHR	WBBQ-F, +4.0, CHR	WGUS-F, -3.7, Country
Austin	KLBJ-F, 14.4, AOR	KEYI-F, +4.0, AC	KHFI-F, -3.9, CHR
Bakersfield	KKXX-F, 14.3, CHR	KQXR-F, +3.5, AOR	KLYD , -4.1, CHR
Baltimore	WLIF-F, 8.8, BTFL	WLIF-F, +2.3, BTFL	WXYV-F, -2.9, Urban
Baton Rouge	WFMF-F, 18.3, CHR	KQXL-F, +6.3, Black	WFMF-F, -3.8, CHR
Beaumont-PA-Orange	KHYS-F, 22.3, Black	KHYS-F,+10.1, Black	KKMY-F, -4.6, AC
Billings	KGHL , 27.9, Country	KIDX-F, +5.1, AC	KYYS-F, -2.5, CHR
Binghamton	WMRV-F, 18.2, Contemp	WENE , +2.5, Nostalgia	NOKN-F, -2.0, CHR
Birmingham	WKXX-F, 13.4, CHR	WKXX-F, +4.9, CHR	WCRT , -3.9, Gospel
Bloomington	WJBC , 34.7, MOR	WGN , +1.7, MOR	WNLA-F, -2.4, Country
		WFEO , +1.7, Religion	
Boise	KBOI , 10.7, MOR/AC	KNPA , +5.6, CHR	KIZN-F, -4.6, Country
Boston	WBCN-F, 9.0, AOR	WBCN-F, +2.4, AOR	WCOZ-F, -2.6, AC
Bridgeport	WICC , 16.6, AC	WKCI-F, +4.1, CHR	WEZN-F, -2.9, BTFL
Buffalo	WJYE-F, 10.8, BTFL	WNYS-F, +2.4, CHR	WGR , -3.2, MOR
Canton	WHBC , 15.2, MOR	WOOS-F, +3.4, AOR	WGAR , -3.6, AC
Casper	KTRS-F, 31.5, CHR	WQLT-F,+11.5, BTFL	KVOC , -14.4, Country
Cedar Rapids	WMT , 22.5, MOR	KQCR-F, +7.1, CHR	KCRG , -3.6, AC
Charleston, SC	WSSX-F, 13.5, CHR	WNWZ-F, +3.1, Black	WPAL , -3.8, Black
Charleston, WV	WKLC-F, 15.1, AOR	WVSR-F, +3.9, CHR	WVAF-F, -3.9, CHR
			WQBE-F, -3.9, Country
Charlotte	WSOC-F, 17.3, Country	WJZR-F, +5.4, CHR	WBT , -3.9, AC
Chattanooga	WSKZ-F, 13.8, CHR	WUSY-F, +8.6, Country	WDDO-F, -9.8, Country
Chicago	WGN , 8.8, MOR	WKQX-F, +1.9, CHR	WIND , -1.6, Talk
Cincinnati	WKRC-F, 10.0, CHR	WKRC , +3.1, MOR/AC	WWEZ-F, -2.7, BTFL
Cleveland	WMMS-F, 10.4, AOR	WZAK-F, +2.8, Black	WHK , -2.0, Oldies
Colorado Springs	KILO-F, 12.0, AOR	KILO-F, +3.6, AOR	KSPZ-F, -5.3, AC
Columbia, SC	WCOS-F, 20.4, Country	WCOS-F, +4.9, Country	WOIC , -5.3, Black
Columbia, GA	WFXE-F, 22.8, Black	WFXE-F, +4.3, Black	WEIZ-F, -4.1, AC
Columbus, OH	WLWQ-F, 12.6, AOR	WXGT-F, +1.9, CHR	WNCE-F, -3.2, AC
Corpus Christi	KZFM-F, 14.8, CHR	KZFM-F, +8.7, CHR	KITE-F, -4.8, AOR
Dallas-Fort Worth	KVIL-F, 10.2, AC	KVIL-F, +2.6, AC	KPLX-F, -1.2, Country
Davenport-Moline	KLIK-F, 15.9, CHR	WLLR-F, +4.1, Country	KSTT , -2.3, Contemp
Dayton	WHIO-F, 14.4, BTFL	WHIO-F, +4.0, BTFL	WAVI , -3.1, Talk
Daytona Beach	WMLV-F, 17.1, BTFL	WDIZ-F, +3.8, AOR	WSSB , -4.1, BTFL (?)
Denver	KOSI-F, 9.9, BTFL	KPKE-F, +4.8, CHR	KBPI-F, -2.3, AOR
Des Moines	KGGO-F, 17.4, AOR	KGGO-F, +8.3, AOR	KRNT , -6.3, MOR
Detroit	WJR , 11.4, MOR	WJR , +2.6, MOR	WCLS-F, -1.9, AC
Duluth	KZIO-F, 9.4, CHR	KBXT , +6.2, Oldies	WFBX-F, -5.8, AC
El Paso	KHEY-F, 11.4, Country	KAMA , +4.8, Spanish	KSET-F, -2.6, CHR
Erie	WCKC-F, 23.3, CHR	WREO-F, +9.7, BTFL	WJET , -4.8, AC
Eugene	KZEL-F, 14.5, AOR	KDUK-F, +7.0, AC	KPNW-F, -3.7, BTFL
Evansville	WKY-F, 25.6, MOR/BTFL	WYNG-F, +6.0, Country	WROZ , -4.7, Country
Fargo	KFGO , 19.3, Country	KKIB-F, +5.5, AC (?)	WDAY-F, -7.0, CHR
Fayetteville, NC	WIDO-F, 20.6, Black	WDCC-F, +5.6, CHR	WQDR-F, -4.3, AOR
Flint	WNCK-F, 18.1, AOR	WNCK-F, +5.3, AOR	WTAC , -1.6, Country
FT. Wayne	WNEE-F, 21.2, CHR	WNEE-F, +5.2, CHR	WXKE-F, -3.9, Country
Fresno	KKDJ-F, 10.1, AOR	KLIP , +5.3, Black	KFRY-F, -2.5, Country
Grand Rapids	WLAJ-F, 11.8, AOR	WGRD-F, +3.2, CHR	WCUZ-F, -4.1, Country
Green Bay	WIXX-F, 19.5, CHR	WKAU-F, +4.6, CHR	WFLC , -6.2, AC
Greensboro-WS	WTQR-F, 16.9, Country	WMAG-F, +5.2, AC	WRQK-F, -2.8, Contemp

<u>MARKET</u>	<u>12+ LEADER/FORMAT</u>	<u>LARGEST SHARE GAINER</u>	<u>LARGEST SHARE LOSER</u>
Green-NB-Wash	WQDW-F, 18.2, Black	WRAL-F, +3.2, AC	WRNS-F, -2.3, Country
Greenv-Spart	WESC-F, 15.0, Country	WFBC-F, +3.7, AC	WSSI-F, -3.8, Country
Harrisburg	WTPA-F, 11.4, AOR	WHTF-F, +3.3, CHR	WHF-F, -2.3, BTFL
Hartford	WTIC, 19.3, MOR	WPOP, +1.5, News	WRCH-F, -2.9, BTFL
Honolulu	KULA-F, 14.2, Contemp	KULA-F, +6.3, Contemp	KKIA, -2.5, AC
Houston	KKDQ-F, 10.7, CHR	KKDQ-F, +5.4, CHR	KQUE-F, -1.9, Nost
Huntington	WKEE-F, 19.2, CHR	WTCR-F, +9.2, Country	WHEZ, -8.4, MOR
Huntsville	WZYF-F, 18.5, CHR	WZYP-F, +5.0, CHR	WBHP, -4.5, Country
Indianapolis	WIBC, 16.2, MOR	WZLF-F, +5.5, CHR	WTLK-F, -3.7, Black
Jackson	WJMI-F, 14.6, Black	WOAD, +10.3, Gospel	WOKJ, -7.5, Black
Jacksonville	WFYV-F, 14.9, AOR	WJAX-F, +3.6, Urban	WCRJ-F, -3.2, Country
John City-Kings-Bris	WQUT-F, 25.2, CHR	WQUT-F, +5.9, CHR	WFIG, -1.7, Contemp
Johnstown	WKYE-F, 10.4, AC	WPNT-F, +4.3, BTFL	WFRB-F, -2.4, Country
Kalamazoo	WKFR-F, 14.8, CHR	WKFR-F, +3.3, CHR	WQLR-F, -2.6, BTFL
Kansas City	KMBR-F, 9.7, BTFL	KMBR-F, +4.8, BTFL	WDAF, -3.2, Country
Knoxville	WIVK-F, 19.6, Country	WIMZ-F, +8.3, AOR	WRJZ, -4.5, Oldies
Lafayette, LA	KTDY-F, 17.0, CHR	KROF, +6.0, Black	KJCB, -5.2, Black
Lakeland	WPCV-F, 12.8, Country	WILY-F, +3.6, CHR	WYNF-F, -2.3, AOR
Lancaster	WIOV-F, 13.9, Country	WHTF-F, +3.4, CHR	WVFM-F, -2.3, BTFL
Lansing	WVIC-F, 18.8, CHR	WVIC-F, +5.8, CHR	WFMK-F, -6.6, AC
Las Vegas	KLUC-F, 13.1, CHR	KMZQ-F, +3.3, AC	KOMP-F, -3.3, AOR
Lexington	WVLK-F, 18.4, Country	WFMI-F, +5.0, CHR	WVLK, -4.7, AC
Lincoln	KFRX-F, 16.5, CHR	KFRX-F, +7.4, CHR	KJAT-F, -6.3, AC
Little Rock	KKYK-F, 16.4, CHR	KMJX-F, +5.6, AOR	KLAZ, -4.1, Black
Louisville	WLou, 10.8, Black	KJYL-F, +4.0, CHR	WAVG, -2.8, MOR
Los Angeles	KIIS-F, 9.7, CHR	KIIS-F, +3.7, CHR	KROQ-F, -2.3, AOR
Lubbock	KLLL-F, 15.3, Country	KRLB-F, +4.2, CHR	KFMX-F, -4.8, AOR
Lynchburg	WJSS-F, 15.9, Black	WKZZ-F, +4.9, CHR	WGOL-F, -3.7, CHR
Nacon	WMAZ-F, 19.0, CHR	WPGA-F, +7.1, Black	WDEN-F, -3.2, Country
Nadison	WZEE-F, 11.9, CHR	WZEE-F, +3.6, CHR	WTSO, -5.5, Country
Nanchester	WGIR-F, 15.9, AOR	WHTT-F, +2.7, CHR	WFEA, -2.6, AC
McAllen-Browns	KGBT, 20.1, Spanish	KBFM-F, +4.6, CHR	KRIX-F, -4.6, AOR
Medford	KYJC, 20.1, CHR	KCMX-F, +6.7, BTFL	KTMT-F, -5.9, AC
MeI-Titus-Cococa	WEZY-F, 13.8, BTFL	WKKA-F, +4.0, Country	WRKT-F, -7.2, Country
Memphis	WMC-F, 10.7, CHR	WKDJ, +2.2, Black	WRVR-F, -2.6, AC
Miami-FT. Lau	WHYI-F, 8.4, CHR	WIMZ-F, +1.9, CHR	WEZI-F, -1.4, AC
Milwaukee	WTMJ, 14.7, MOR	WTMJ, +2.1, MOR	WBTT-F, -1.8, CHR
Minn-St. Paul	WCCO, 19.1, MOR	KJJO-F, +1.3, Oldies	WCCO, -1.5, MOR
Mobile	WKSJ-F, 18.5, Country	WABB-F, +6.3, CHR	WKSJ-F, -4.1, Country
Modesto	KOSO-F, 12.7, CHR	KROY-F, +2.9, CHR	KZUN, -2.4, Country
Montgomery	WLWI-F, 18.5, Country	KZTN, +4.2, Religion	WLWI-F, -6.3, Country
Nashville	WKDF-F, 9.5, AOR	WZKS-F, +5.2, CHR	WHYF-F, -3.8, AC
Nassau-Suffolk	WHITZ-F, 7.5, CHR	WHITZ-F, +7.5, CHR	WAPP-F, -2.0, AOR
New Haven	WELI, 16.1, MOR	WELI, +1.5, MOR	WRCH-F, -1.6, BTFL
New Orleans	WFLD-F, 14.9, Urban	WEZB-F, +2.5, CHR	WLTS-F, -3.0, Urban
New York	WHITZ-F, 7.2, CHR	WHITZ-F, +6.3, CHR	WBLM-F, -2.6, Black
Norfolk	WFOG-F, 10.7, BTFL	WNVZ, +4.0, CHR	WOMI-F, -2.2, Black
NE PA	WKRZ-F, 103., CHR	WTLQ-F, +4.7, CHR	WARM, -2.5, MOR
Oklahoma City	KTOK, 11.2, News/Talk	KXXY-F, +2.3, Country	KOMA, -3.0, Country
Omaha	KFAB, 20.6, MOR	KLTE-F, +2.3, AC	KFAB, -3.4, MOR
Orlando	WDIZ-F, 10.9, AOR	WOW-F, +3.2, Country	WHOO-F, -2.7, Country
Oxnard-Ventura	KCAQ-F, 11.0, CHR	WHLY-F, +5.9, CHR	KMPC, -1.6, Nost
Pensacola	WBOP, 15.4, Black	KMYX-F, +4.8, Urban	XTRA, -1.6, CHR
Peoria	WKZW-F, 16.8, CHR	WABB-F, +5.0, CHR	WOWN-F, -3.6, Country
Philadelphia	KYAR, 8.0, News	WIRL, +2.1, AC	WMBD, -2.4, MOR
Phoenix	KTAR, 9.1, News	WXTU-F, +2.1, Country	WPEN, -2.0, Nost
Pittsburgh	KDKA, 15.5, MOR	KZZP-F, +2.1, CHR	KUPD-F, -2.4, AOR
Portland, ME	WPOR-F, 15.5, Country	WHTX-F, +1.3, CHR	KDKA, -1.6, MOR
Portland, OR	WPOR-F, 15.5, Country	WPOR-F, +5.0, Country	WYNZ, -2.4, Nost
Ports-Dover	KMJK-F, 10.2, CHR	KMJK-F, +5.2, CHR	KRCK-F, -5.1, AOR
Providence	WOKQ-F, 14.2, Country	NA	NA
Pueblo	WPRO-F, 10.0, CHR	WERI-F, +2.5, CHR	WLKW-F, -2.3, BTFL
Raleigh	KCCY-F, 23.8, Country	KCCY-F, +7.7, Country	KDZA, -4.1, Contemp
Reading	WDCC-F, 14.5, CHR	WDCC-F, +3.5, CHR	WPTF, -4.8, MOR
Richmond	WRFY-F, 18.7, CHR	WRFY-F, +4.7, CHR	WRWA, -5.6, Nost
Richmond	WRVQ-F, 16.6, CHR	WRVQ-F, +7.8, CHR	WRVA, -3.1, MOR
Reno	KOZZ-F, 12.1, AOR	KHTX-F, +7.9, CHR	KRNO-F, -6.5, AC
Richland, WA	KIOK-F, 27.1, CHR	KONA-F, +4.9, BTFL	KHMK-F, -5.0, Country
River-SB-Ont	KIIS-F, 8.7, CHR	KIIS-F, +3.7, CHR	KROQ-F, -2.0, AOR
Roanoke	WXLK-F, 32.0, CHR	WSLC, +5.0, Country	KKCC, -2.0, Country
Rochester	WVOR-F, 13.5, AC	WYLF-F, +3.4, Nost	WTOY, -2.8, Black
			WPXY, -3.2, CHR

MARKET	12+ LEADER/FORMAT	LARGEST SHARE GAINER	LARGEST SHARE LOSER
Rockford	WZOK-F, 20.3, CHR	WXXQ-F, +1.1, CHR WMAQ, +1.1, Country	WLS, -1.0, CHR
Sacramento	KCTC-F, 8.6, BTFL	KSFN-F, +3.5, CHR	KSKK-F, -4.7, Country
Saginaw	WSGW, 17.6, MOR	WWSW-F, +3.1, Black	WRCQ-F, -7.1, Country
St. Louis	KMOX, 20.2, Talk	KSHH-F, +1.7, AOR	KHTR-F, -2.7, CHR
Sal-Sea-Mont	KNAV-F, 9.4, AC	KRAY-F, +3.6, Spanish	KJDD, -4.7, CHR
Salt Lake City	KSFI-F, 10.8, BTFL	KTFM-F, +3.4, CHR	ESL, -2.4, MOR
San Antonio	KTFM-F, 9.5, CHR	KSDQ-F, +2.9, CHR	WOAI, -2.8, News
San Diego	KJQY-F, 8.4, BTFL	KSOL-F, +2.0, Black	KXXY-F, -1.8, AC
San Francisco	KGO, 8.7, Talk/News	KBY-F, +3.5, BTFL	KJQI, -1.7, Spanish
San Jose	KGO, 9.2, Talk/News		KSJO-F, -3.1, AOR
Sarasota	WDUV-F, 21.6, BTFL	WDUV-F, +5.0, BTFL	WMLD-F, -4.3, AC
Savannah	WEAS-F, 17.2, Black	WCHY-F, +3.2, Country	WAFN-F, -3.3, AC
Seattle	KIRO, 7.8, News/Talk	KPLZ, +1.7, CHR	KZOH-F, -1.8, AOR
Shreveport	KMBQ-F, 12.2, AOR/CHR	KVKI-F, +5.5, AC	KJEL, -2.5, AC
Sioux Falls	KJRC-F, 17.8, CHR	KSOO, +1.9, MOR	KYKC, -3.5, Country
South Bend	KNDU-F, 26.4, CHR	KNDU-F, +3.7, CHR	KXMG-F, -4.3, AC
Spokane	KXLY-F, 13.0, BTFL	KDRK-F, +5.6, Country	KXLY-F, -4.1, BTFL
Springfield, MA	KMAS, 11.2, Nost	WTIC-F, +2.9, CHR	KHYN-F, -4.5, AC
Springfield, MO	KWTO-F, 30.4, CHR	KWTO-F, +3.8, CHR	KLFJ-F, -3.3, Rest
Steubenville	WRKY-F, 13.7, CHR	WOHI, +1.9, MOR	KBEA, -4.3, MOR
		KOVK-F, +1.9, Country	
Stockton	KRAK, 8.4, Country	KROY-F, +3.2, AOR	KSTN, -3.9, CHR
Syracuse	KYYY-F, 14.3, AC	KNTQ-F, +5.6, CHR	WTEL, -4.7, Rest
Tallahassee	WANM, 18.8, Black	WGLF-F, +4.7, CHR	WTNT, -3.4, MOR
Tampa-St. Pete	WWSB-F, 13.5, BTFL	WZNE-F, +2.3, CHR	WDAF, -1.3, Rest
Terre Haute	WTHI-F, 21.4, Country	WPFH-F, +7.3, CHR	WATS-F, -7.7, CHR
Toledo	WLQR-F, 11.3, BTFL	WQON-F, +8.1, CHR	WOTZ-F, -3.1, AOR
Topeka	KDVV-F, 12.5, CHR	WDM-F, +8.4, CHR	KTFH-F, -8.1, Country
Tucson	KRQQ-F, 13.9, CHR	KRQQ-F, +4.6, CHR	KMFM-F, -3.3, AOR
Tulsa	KVOO, 13.7, Country	KVEN-F, +2.1, Country	KHOB-F, -3.4, AOR
Utica-Rome	WTBX, 16.3, MOR	WURD-F, +2.1, AC	WHTX, -4.1, MOR
Waco	KNFO-F, 17.1, Country	KNFO-F, +6.6, Country	KMTE, -8.1, Country
Washington	WKYS-F, 8.9, Urban	WAVA-F, +2.4, CHR	KJQX-F, -1.9, CHR
Waterloo-CF	KFM-F, 23.9, CHR	KCFI, +2.3, Country	FJLU, -5.4, Rest
West Palm Beach	WEAT-F, 12.4, BTFL	WHTI-F, +6.5, MOR	WHTI-F, -4.3, AC
Wheeling	WOMP-F, 22.0, CHR	WOPF-F, +6.6, CHR	WJNF-F, -5.2, AC
Wichita	KEYN-F, 14.4, CHR	KIRD-F, +6.1, CHR	KAKZ, -4.7, Rest
Wilmington, NC	WHSL-F, 16.9, AOR/CHR	KJYW-F, +10.6, BTFL	WGNL-F, -8.8, Contemp
Wilmington, DE	WMMR-F, 8.8, AOR	WUSL-F, +2.8, Urban	WLOQ-F, -2.8, AOR
Worcester	WAAF-F, 13.4, AOR	WAAF-F, +4.7, AOR	WTAG, -3.4, MOR
Yakima	KFFM-F, 13.5, CHR	KYXE, +6.7, Country	KWTTI, -7.1, Country
York	WSBA, 13.5, MOR	WSBA, +4.8, MOR	WQXA-F, -5.1, CHR
Youngstown	WHOT-F, 13.4, CHR	WHOT-F, +5.4, CHR	KYHM-F, -4.2, CHR

A simple calculation to further analyze format performance is to subtract the share losers from the share gainers:

	Markets with greatest share increases	Markets with greatest share losses
CHR/CONTEMP	79.5	20
MOR	8	17
AC	14.5	34
BTFL MUSIC	12	14.5
AOR	12	20
COUNTRY	20.5	37
BLACK/URBAN	15	11
MNS/TALK	1	3
NOSTALGIA	4	9.5
OTHERS	4.5	2

Below is a breakout of how many stations in each format group led their market in overall 12+ share, share gains and share losses:

	SHARE LEADERS					SHARE GAINERS					SHARE LOSERS				
	1984	1983	1982	1981	1980	1984	1983	1982	1981	1980	1984	1983	1982	1981	1980
CHR/CONTEMP	62.5	---	---	---	---	79.5	---	---	---	---	20	---	---	---	---
MOR	18	22	---	---	---	8	6	---	---	---	17	19.5	---	---	---
AC	7	7	---	---	---	14.5	16	---	---	---	34	18	---	---	---
BTFL MUSIC	17	24.5	20.5	29	34.5	12	20.5	6.5	11.5	11.5	14.5	14.5	28	29.5	24.5
AOR	23	---	---	---	---	12	---	---	---	---	20	---	---	---	---
COUNTRY	23.5	34	31	34	29	20.5	33	29.5	33	31	37	27.5	49.5	20.5	29.5
BLACK/URBAN	12	16	15	7	12	15	11	25.5	13	13.5	11	19.5	6	11	9.5
MNS/TALK	7	6	7	5	6	1	1	2	3	2	3	2	7	4	5
NOSTALGIA	1	0	0	0	0	4	7	17	---	---	9.5	2	5	---	---
OTHERS	1	1	2	2	2	4.5	3	7	7.5	5	2	5	4	9.5	16

STATION TRADING ACTIVITY

(1 Feb 84 - 8 Aug 84)

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>
WKSS-F	Hartford	Sold by Howard Tanger	\$3,400,000	(Blackburn)
KQHB A/F	Fargo	From Midwest to Brill	5,000,000	(Richards)
WEBC, WAVC-F	Duluth	From Midwest to Brill	2,000,000	(Richards)
WRBA	Normal/Bloom,IL	Sold to Russ Withers	376,000	
WHUE A/F	Boston	From GCC to Alex Tanger	4,590,000	
KXTZ-F	Las Vegas	Sold to John Parker	1,800,000	(Hogan)
WLOS-F	Asheville	Sold by Wometco	1,750,000	
KHOB	Hobbs, NM	Sold to Bill Sanders	500,000	
WKGN	Knoxville		475,000	(Reggie Martin)
KBMY	Billings		420,000	
WOOD A/F	Grand Rapids	From WOOD Inc. to Harvey Grace	9,300,000 (est)	(Crisler)
KLTE-F	Okl City	Sold to Wheeler	3,000,000	(Crisler)
WPLP	Pinellas/Tampa	Sold to Guy Gannett	850,000	
WADC, WIBZ-F	Parkersburg, WV	Sold to Jim Embrescia	780,000	(Richards)
WKRZ A/F	NE PA	Sold by Wilkes-Schwartz	5,000,000	(Blackburn)
KKCI	Liberty/KC	Sold by Golden East	280,000	(Chapman)
WAAV	Wilmington, NC	From Cape Fear to Brunson	230,000	(Blackburn)
WWAX, WLPR-F	Mobile (42% of WLPR)		1,600,000 (est)	
WRTX	Rochester		850,000	
WNCW-F	Paris/Lexington, KY	From Fairfield to Lynn Martin	700,000	(Crisler)
WGIV	Charlotte	Sold to Attaway	600,000	(Stan Raymond)
WKAI A/F	Macomb, IL	Sold to George Lipper	350,000	(Richards)
KQSA, KIXY-F	San Angelo, TX	Sold by CDI/Abaris	1,275,000	
KDJQ	Mesa/Phoenix	Sold by Sandusky	185,000	
WSUN	Tampa/St. Pete	From Plough to Taft	7,500,000	
WZLD-F	Columbia, SC	From Liggett to Universal	1,600,000	(Raymond)
WJYL-F	Jeffer/Louisville	Sold to Interurban	630,000	(Blackburn)
WSQV-F	Jersey Shore, PA	Sold to Kelly	595,000	(Chapman)
KBLS	Santa Barbara, CA	Sold by Southern Minn.	400,000	(Hogan)
WJJD, WJEZ-F	Chicago	From Plough to Infinity	14,000,000	(Crisler)
WQIK A/F	Jacksonville	Sold to Jacor	5,000,000	(Blackburn)
KJR	Seattle	From Metromedia to Ackerly	5,800,000	(Blackburn)
WEEX, WQQQ-F	Allen-Beth-Easton	Sold to Northeast Radio	3,000,000	(Blackburn)
WRUS, WAKQ-F	Russellville, KN	Sold to Keymarket	1,325,000	(Blackburn)
WLYK-F	Milford, OH	Sold by Perry Samuels	850,000	
WXVQ	Deland (Daytona)		425,000	(Chapman)
WTIX	New Orleans	From Storz to Price	3,000,000	(Blackburn)
KOMA	Oklahoma City	From Storz to Price	3,000,000	(Blackburn)
WTMI-F	Miami		2,150,000	
WMWZ-F	Summerville (Charleston, SC)	Sold by Attaway	1,050,000	
WMOB	Mobile		395,000	
WLKF	Lakeland	From Kelly to Root	470,000	
WLVA	Lynchburg		709,500	(Chapman)
WDBS-F	Durham, NC		750,000	
WDAE	Tampa	From Taft to Gannett	5,750,000 (est)	
WGR, WGRQ-F	Buffalo	From Taft to CRB	5,500,000	(Crisler)
WPKX-F	Gallatin/Nashville		6,500,000	(Chapman)
WZID-F	Manchester, NH	Sold to George Silverman	2,750,000	
WHLL/WKJY-F	Hempstead (Nassau-Suff)	Sold by Bob Williams	5,275,000	(Schutz)
WNWS	Miami	From Sudbrink to Neil Rockoff	5,900,000	
WJYA	Marietta (Atlanta)	Sold to Bob Williams	747,000	
WXBM-F	Milton (Pensacola)	Sold to Lou Mahacek	2,500,000	
KFAX	San Francisco	Sold to Salem	8,500,000	
KFXM, KDUO-F	Riverside/SB	Sold to Henry Bdcst	5,000,000	(Chapman)
KUTT, KXDD-F	Yakima, WA	Sold to Ives	1,155,000	(Exline)
KOTY, KHWK-F	Richland, WA	Sold to Ives	945,000	(Exline)
WKTM-F	Charleston, SC	Sold to Bahakel	2,840,000	
WTID-F	Suffolk (Norfolk)	Sold to Sinclair	1,995,000	
WOCN	Miami		2,190,000	
WLKK, WLWU-F	Erie	From Goldman to Bride	1,575,000	
KRZN	Englewood (Denver)	From Magic Johnson to Duffy	1,050,000	
WMLF	Indianapolis	Sold by Embrescia to BENI	800,000	(LaRue)
KLBB	Minn-SP	Sold by Malrite	500,000	(LaRue)
WUFO	Buffalo	Sold by Sheridan	400,000	(Blackburn)
K SPL	Seattle	Sold to Epperson	2,450,000	
KDEF	Albuquerque		225,000	
WGU F A/F	Gulfport, MS	Sold to Tom Joyner	550,000	

<u>STATION</u>	<u>MARKET</u>	<u>GROUP OWNERS</u>	<u>PRICE</u>	<u>(BROKER)</u>
KITA	Little Rock		\$ 675,000	
WKTY, WSFL-F	La Crosse	Sold to May Bdcst	1,675,000	
KORE	Springfield, OR		177,500	
WVCN	Albany, NY		Liabilities	
WLVE-F	Miami	Sold to Gilmore	10,500,000	(Blackburn)
KKNU-F	Fresno	From East-West FM to Spacecom	2,650,000	(Blackburn)
KNEB A/F	Scottsbluff, NE	Sold by Seaton	850,000	(Meador)
WNLC, WTYD-F	New London, CT	Sold by Joe Somerset	4,000,000	
WAMR, WRAV-F	Venice (Sarasota)		1,850,000	(Don Clark)
WGNB/KNBT-F	New Braunfels, TX	Sold to Jim Ray	1,600,000	(Janar-Rice)
KTQQ	Selphur, LA	From Kinnon Thomas to Ron Gomez	1,250,000	
WBEN A/F	Buffalo	Buyout by Larry Levite (83.7%)	4,423,960	
WJTO, WIGY-F	Bath, ME	Sold by Turner Porter	1,900,000	(Kimmel/Horton)
WJRX-F	Williston, FL	Sold to Erie Times-News	750,000	(Chapman)
WOFN	Bradenton		475,000	(Walker)
WRC	Washington	From NBC to Greater Media	3,600,000	
WCAY	Silver Spring (Wash)	Sold by Greater Media	950,000	
KNYN-F	Santa Fe		900,000	
WNYN	Canton		223,000	
KAFE A/F	Santa Fe	Sold to Tom Joyner	950,000	(Richards)
WNYR, WEZO-F	Rochester	From Malrite to Grace	7,360,000	
WDGY	Minn-SP	From Storz to Malrite	3,500,000	(Blackburn)
KLBB	Minn-SP	From Malrite to BENI	500,000	(Blackburn)
KENI	Anchorage		2,150,000	(Brdcst Prop West)
WLWV	Moncks/Char, SC		450,000	(Stan Raymond)
WXYZ	Detroit	From ABC to Fritz brothers	3,000,000	
WSLR, WKDD-F	Akron	From Welcome to Albert Kaneb	8,900,000	(Blackburn)
WZRA	Chattanooga		550,000	
WSOK	Savannah	Sold to Bay Comm.	375,000	(Marshall)
WZEW-F	Mobile	Sold by Central Texas	675,000	(Blackburn)
WKRT A/F	Jacksonville	Sold by Beck-Ross to Kravis	3,500,000	(Blackburn)
KWHO A/F	Salt Lake City	Sold to Dick Elliot	2,085,000	(Chapman)
KECK, KHAT-F	Lincoln	Sold by Jim Treat	1,388,000	(Prikrlyl)
KORL	Honolulu		790,000	
KODE	Joplin	Sold by Gilmore	288,478	
WWSI	Jupiter, Fla	Sold to Bob Taylor	650,000	
WJLY	Braddock (Pittsburgh)	Sold by Bennis	340,000	
WLOB	Portland, ME	Sold to Pilgrim (Ken Carter)	203,000	
WDGS	New Albany, IN (Louisville)		385,000	
WRJZ	Knoxville	Sold to Epperson-Atsinger	904,999	
WDSM, KZIO-F	Duluth	Sold by Robert Ridder	1,300,000	
KILO-F	Colorado Springs	From Jim Pinkston to Bahakel	3,600,000	(Chapman)
WKIO-F	Urbana/Champaign, IL		2,500,000	(Chapman)
WKHM, WJXQ-F	Jackson, MI		2,965,000	
KTOK, KJYO-F	Oklahoma City	From Broad Street to Clear Channel	12,800,000 (est)	(Blackburn)
NELI	New Haven	From Broad Street to Clear Channel	4,900,000 (est)	(Blackburn)
WQUE A/F	New Orleans	From Broad Street to Clear Channel	6,800,000 (est)	(Blackburn)
WPLO, WVEE-F	Atlanta	From Plough to DKM	18,400,000 (est)	
WCAO, WXYV-F	Baltimore	From Plough to DKM	11,250,000 (est)	
WKDJ, WHRK-F	Memphis	From Plough to DKM	4,000,000 (est)	
WNLX, WUBE-F	Cinci	From Plough to DKM	8,800,000 (est)	
WZNE-F	Tampa	From Plough to DKM	8,600,000 (est)	
KRPM-F	Tacoma	Sold to Highsmith	4,000,000	(Kalib)
KLHT, KREN-F	Spokane	From King to Highsmith	1,200,000	(Kalib)
WTPA-F	Harrisburg	From Sky to Keymarket	3,600,000	(Hepburn)
KOOO	Omaha	From Woods to Lyle Nelson	650,000	
WRIE	Erie		490,000	
KPEN-F	Los Altos		2,500,000	(Chapman)
KDIA	Oakland, SF	Sold by BENI	3,475,000	
WANT	Richmond	Sold by Sinclair	900,000	
WXQV	Deland/Day Bch		425,000	
WJNJ	Jacksonville		250,000	
WQXT-F	San Ant	From Tichenor to Westinghouse	6,000,000	(Fischer, Holt)
WNRZ	Moline, IL	From Mid America to Sconnix	400,000	
KRLA	Los Angeles	Sold to Greater Media	9,500,000	
WKDJ, WHRK-F	Memphis	Sold by DKM to Adams	4,000,000	(Ford)
WFAS A/F	White Plains	Sold by Affiliated	5,000,000	
WORC	Worcester	Sold to Arnold Lerner	541,000	(Meador)
KHUG A/F	Medford		500,000	
KJOE	Shreveport		275,000	(Fischer)
WKKE	Pearl/Jackson, MS		348,000	
WERC, WKXX-F	Birmingham	From Mooney to Sillerman	6,000,000 (est)	
WHYY-F	Lebanon/Nashville	From Mooney to Sillerman	3,300,000 (est)	
WSEV, WMTU-F	Sevierville/Knox	From Mooney to Sillerman	2,700,000 (est)	



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

STATION	MARKET	SHARE	FORMAT	GROUP OWNER	STATION	MARKET	SHARE	FORMAT	GROUP OWNER
1. WWNC	Asheville	35.7	Country	Multimedia	WGLF-F	Talla	18.4	CHR	
2. WJBC	Bloom,IL	34.7	MOR	Bloomington	WFMF-F	Baton Rouge	18.3	CHR	Manship
3. WXLK-F	Roanoke	32.0	CHR	Coleman	WMRV-F	Bingh	18.2	Contemp	
4. KTRS-F	Casper	31.5	CHR		WQDW-F	Green/NB	18.2	Black	
5. KWTO	Spring,MO	30.4	CHR	Stuart	55. WWCX-F	Flint	18.1	AOR	Reams
6. KGHL	Billings	27.9	Country	Hatch	56. WCGQ-F	Columbus,GA	18.0	CHR	McClure
7. KLOK-F	Richl, WA	27.1	CHR	Sterling	57. WTCR-F	Huntington	17.9	Country	CRB
8. WNDU-F	South Bend	26.4	CHR	Notre Dame U.	58. KKRC-F	Sioux Falls	17.8	CHR	
9. WBBQ-F	Augusta, GA	25.7	CHR		59. WBLX-F	Mobile	17.6	Black	Beasley
10. WKY-F	Evansville	25.6	MOR/BTFL	South Central	WSGW	Saginaw	17.6	MOR	Booth
11. WQUT-F	JC/Kings	25.2	CHR	Bloomington	61. WVA	Wheeling	17.5	Country	John Price
12. KFMM-F	Waterloo	23.9	CHR	Forward	KIDX-F	Billings	17.5	AC	Hatch
13. KCCY-F	Pueblo	23.8	Country	Full-Jeffrey	63. KGGQ-F	Des Moines	17.4	AOR/CHR	Stoner
14. KFBB	Altoona	23.6	Cont/AC	Gilcom	64. WSOQ-F	Charlotte	17.3	Country	Cox
15. WCCK-F	Erie	23.3	CHR	Burbach	KWHL-F	Anchorage	17.3	AOR	
16. KTTS-F	Spring,MO	23.2	Country	Great Empire	66. KQCR-F	Cedar Rapids	17.2	CHR	
17. WFKE-F	Columbus,GA	22.8	Black		WEAS-F	Savannah	17.2	Black	Rivers
18. WMT	Cedar Rapids	22.5	MOR	Cosmos	68. WROK	Rockford	17.1	AC	
19. KHYS-F	Beaumont	22.3	Black	Clear Channel	WWLV-F	Daytona B	17.1	BTFL	
20. WOMP-F	Wheeling	22.0	CHR		KNFO-F	Waco	17.1	Country	
21. WDUV-F	Sarasota	21.6	BTFL		71. KCMX-F	Medford	17.0	BTFL	Pacific NW
22. WTHI-F	Terre Haute	21.4	Country		KTDY-F	Lafayette,LA	17.0	CHR	
23. WMEE-F	Ft. Wayne	21.2	CHR	Federated	73. WTQR-F	Greens/WS	16.9	Country	Summit
24. WPRF-F	Terre Haute	20.9	CHR	Oak Ridge Boys	74. WQOW	Ft. Wayne	16.8	MOR	Price Comm.
25. KFAB	Omaha	20.6	MOR	May	WKZW-F	Peoria	16.8	CHR	Midwest TV
WIDO-F	Fayette,NC	20.6	Black		76. KHOO-F	Waco	16.7	CHR	Harris
27. WCOS-F	Columbia,SC	20.4	Country	Buck	WHHY-F	Montgomery	16.7	CHR	
28. WZOK-F	Rockford	20.3	CHR		78. WICC	Bridgeport	16.6	MOR/AC	Tribune Co.
29. KMOX	St. Louis	20.2	News/Talk	CBS	WRVQ-F	Richmond	16.6	CHR	Harte-Hanks
30. KGBT	McA-Browns	20.1	Spanish	Tichenor	80. KFRX-F	Lincoln	16.5	CHR	Stuart
KYJC	Medford	20.1	CHR	Matthias	81. WCHY-F	Savannah	16.4	Country	Bluegrass
32. WXBQ-F	JC/Kings	20.0	Country	Nininger	WQSM-F	Fayetteville	16.4	CHR	Cape Fear
33. WBNQ-F	Bloom, IL	19.7	CHR	Bloomington	KKYX-F	L. Rock	16.4	CHR	
34. WIVK-F	Knoxville	19.6	Country	Dick	WEZN-F	Bridgeport	16.3	BTFL	Katz
35. WIXX-F	Green Bay	19.5	CHR	Midwest Comm	85. WTBC	Indianapolis	16.2	MOR	Blair
36. WTIC	Hartford	19.3	MOR		86. WELI	New Haven	16.1	MOR	Broad Street
KFGO	Fargo	19.3	Country	Comm. Prop	87. KTIK-F	Davenport	15.9	CHR	Palmer
38. KTWO	Casper	19.2	MOR	Harriscope	WGIR-F	Manchester	15.9	AOR	Knight
WKEE-F	Huntington	19.2	CHR	Capitol-WRAL	HJJS-F	Lynchburg	15.9	Black	
40. WCCO	Minn	19.1	Variety		WSLC	Roanoke	15.9	Country	Wheeler
41. NGEF	Green Bay	19.1	Country	Midwest Comm.	91. KS00	Sioux Falls	15.8	MOR	
42. WANN	Macon	19.0	CHR	Multimedia	WEZK-F	Knoxville	15.8	BTFL	South Central
43. WANN	Talla	18.8	Black		93. KQIZ-F	Amarillo	15.5	CHR	
WVIC-F	Lansing	18.8	CHR		KQKQ-F	Omaha	15.5	CHR	
45. WRFY-F	Reading	18.7	CHR		WRVA	Richmond	15.5	MOR	Harte-Hanks
46. WIMZ-F	Knoxville	18.6	AOR/CHR	Stoner	WFOR-F	Port,ME	15.5	Country	Ocean Coast
47. WKSJ-F	Mobile	18.5	Country	Capitol-Johnson	KDKA	Pittsburgh	15.5	MOR	Westinghouse
WLIW-F	Montgomery	18.5	Country		98. WBOP	Pensacola	15.4	Black	Roden
WZYP-F	Huntsville	18.5	CHR		99. KLLL-F	Lubbock	15.3	Country	Thrash
50. WVLK-F	Lexington	18.4	Country	Bluegrass	100. WHBC	Canton	15.2	MOR	

\* Based on 1/4 Hour Average, 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>SPG 83 RANK</u>
1. WHTZ-F	New York	1996	CHR	Malrite	225
2. KIIS-F	Los Angeles	1704	CHR	Gannett	15
3. WRKS-F	New York	1411	Urban	RKO	10
4. WGN	Chicago	1367	MOR/Talk	Tribune Co.	3
5. KABC	Los Angeles	1275	Talk	ABC	8
6. WINS	New York	1253	News	Westinghouse	7
7. WPLJ-F	New York	1244	CHR	ABC	11
8. WOR	New York	1241	Talk	RKO	1
9. WCBS	New York	1112	News	CBS	6
10. WJR	Detroit	1104	MOR	Capital Cities	22
11. WNBC	New York	1028	Contemp	NBC	13
12. WPAT-F	New York	1026	BTFL	Capital Cities	14
13. WRFM-F	New York	1018	BTFL	Bonneville	5
14. WKTU-F	New York	913	Urban	Infinity	4
15. KGO	San Francisco	907	Talk	ABC	20
16. WCBS-F	New York	906	Oldies	CBS	23
17. WHN	New York	903	Country	Mutual	30
18. WNEW	New York	887	Nostalgia	Metromedia	25
WCCO	Minneapolis	887	MOR		16
20. WNEW-F	New York	856	AOR	Metromedia	47
21. WMAQ	Chicago	826	Country	NBC	26
22. KMOX	St. Louis	825	Talk/News	CBS	19
23. WAPP-F	New York	824	AOR	Doubleday	27
24. KBIG-F	Los Angeles	801	BTFL	Bonneville	12
25. WABC	New York	779	Talk	ABC	21
26. WLS	Chicago	758	CHR	ABC	18
KDKA	Pittsburgh	758	MOR	Westinghouse	23
28. KLOS-F	Los Angeles	754	AOR	ABC	29
29. WICI-F	Chicago	741	Urban	Gannett	40
30. WPIX-F	New York	733	AC	Tribune Co.	17
31. WYNY-F	New York	724	AC	NBC	9
32. WBLS-F	New York	722	Black	Inner City	2
33. KYW	Philadelphia	699	News	Westinghouse	33
34. WEAZ-F	Philadelphia	694	BTFL		34
35. WLOO-F	Chicago	691	BTFL	Century	35
36. KJOI-F	Los Angeles	687	BTFL		39
37. WLTW-F	New York	674	AC	Viacom	55
38. KMET-F	Los Angeles	669	AOR	Metromedia	37
39. WBZ	Boston	656	MOR	Westinghouse	28
40. WMMR-F	Philadelphia	641	AOR	Metromedia	61
41. KNX	Los Angeles	637	News	CBS	36
42. WBBM	Chicago	635	News	CBS	31
43. WBCN-F	Boston	629	AOR	Infinity	55
44. WADO	New York	625	Spanish		44
45. WUSL-F	Philadelphia	623	Urban	LIN	38
46. KKBQ-F	Houston	614	CHR	Harte-Hanks	166
47. WBMX-F	Chicago	608	Black		51
48. WJOI-F	Detroit	590	BTFL	Detroit News	67
49. WCAU-F	Philadelphia	588	CHR	CBS	49
50. WBBM-F	Chicago	580	CHR	CBS	46
51. WBAP	Dallas-FW	567	Country	Capital Cities	43
52. WMMS-F	Cleveland	566	AOR	Malrite	42
53. KNPC	Los Angeles	564	Nostalgia	Golden West	58
54. WHYI-F	Miami	563	CHR	Metroplex	68
55. WKQX-F	Chicago	554	CHR	NBC	121
56. WSKQ	New York	552	Spanish		---
57. WHTT-F	Boston	550	CHR	CBS	52
58. WKXS-F	Boston	544	CHR	Pyramid	80
59. KMJQ-F	Houston	521	Black	Amaturo	109
60. WCAU	Philadelphia	516	News/Talk	CBS	77
61. WDAF-F	Philadelphia	513	Black	Unity	68
62. WMGK-F	Philadelphia	512	AC	Greater Media	44
63. KKHR-F	Los Angeles	509	CHR	CBS	231
64. KODA-F	Houston	504	BTFL	Westinghouse	83
65. WCLR-F	Chicago	499	AC	Bonneville	70
66. KRTH-F	Los Angeles	494	AC	RKO	57
67. KVIL-F	Dallas	488	AC	Blair	105
68. WJIT	New York	481	Spanish	Infinity	157
69. KOST-F	Los Angeles	479	AC	Cox	77
70. WGAY-F	Washington	478	BTFL	Greater Media	112

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

STATION	MARKET		1/4 HOUR AVG	FORMAT	OWNER	SPC 83 RANK		
71. WDVE-F	Pittsburgh		475	AOR	Taft	96		
72. WKYS-F	Washington		471	Urban	NBC	50		
73. KNBR	San Francisco		466	MOR	NBC	93		
	WTIC	Hartford	466	MOR		73		
75. WYSP-F	Philadelphia		463	AOR	Infinity	63		
	WHDH	Boston	463	MOR	Blair	60		
77. KCBS	San Francisco		461	News	CBS	59		
78. KFNB	Los Angeles		460	News	Westinghouse	53		
79. WLS-F	Chicago		453	CHR	ABC	71		
80. WPAT	New York		448	BTLF	Capital Cities	41		
81. KFI	Los Angeles		443	AC	Cox	66		
	WLUP-F	Chicago	443	AOR	Heftel	75		
83. WMCA	New York		441	Talk		54		
84. WZGC-F	Atlanta		440	CHR	First Media	89		
85. KSTP-F	Minn-St. Paul		438	AC	Hubbard	85		
86. KSOL-F	San Francisco		432	Black	United	211		
	WBWA-F	Tampa	432	BTLF	Metromedia	90		
88. WJLB-F	Detroit		431	Black	Booth	139		
	WKHX-F	Atlanta	431	Country	Capital Cities	92		
90. WSOC-F	Charlotte		425	Country	Cox	95		
91. WLYF-F	Miami		421	BTLF	Jeff-Pilot	97		
	KSRF-F	Houston	421	AOR	ABC	99		
93. WNBT-F	Chicago		414	AOR	Doubleday	105		
94. KIQQ-F	Los Angeles		412	CHR	Outlet	86		
	WVDB-F	Philadelphia	412	Talk		87		
96. WLOL-F	Minneapolis		411	CHR	Emmis	103		
97. WRBQ-F	Tampa		407	CHR	Harte-Hanks	82		
98. WRIF-F	Detroit		406	AOR	ABC	71		
99. WTQR-F	Greensboro		404	Country	Summit	117		
100. WLAK-F	Chicago		399	AC	Viacom	163		
101. WTMJ	Milw	397	WJIB-F Boston	334	181. KBAY-F SJ	289	WAYL-F Minn	258
102. WINZ-F	Miami	392	142. WDCG-F Raleigh	333	182. WVBF-F Boston	288	WKXX-F Birm	258
103. KIKK-F	Hous	391	143. WROR-F Boston	332	183. WESC-F Green,SC	286	KSAN-F SF	258
104. KPRZ	LA	390	144. WFBQ-F Indy	331	184. WMC-F Memphis	285	224. WHUR-F Boston	256
105. WIOQ-F	Phila	389	145. WDMC-F Wash	330	WITC-F Hart	285	KNBR-F KC	256
106. WJJD	Chi	386	146. WYNF-F Tampa	327	WIP Phila	285	226. WLKW-F Prov	255
107. KRLD	Dallas	384	147. WVEE-F Atl	326	WAAF-F Worc	285	227. WKKA-F Orl	254
	WHUR-F Wash	384	148. WLW Cinci	323	188. WMIJ-F Cleve	280	KPLX-F Dallas	254
109. WRQX-F	Wash	379	149. WNCI-F Det	321	189. WLWQ-F Col,OH	279	229. KEGE-L Dallas	253
	WQBA	379	150. WBLL-F Long Is	320	KLVE-F LA	279	230. KBRD-F Sea	252
111. KLOL-F	Hous	377	151. WAVA-F Wash	317	191. WNCN-F NY	278	KDIA SF	252
112. WGLC-F	Cleve	374	152. WIBC Indy	314	192. WLTT-F Wash	277	232. KJQY-F SD	251
113. WNAL	Wash	372	WAFM-F Dallas	314	193. KKYX San Ant	275	KTAR Phoenix	251
114. WQXR-F+	NY	371	154. KFAB Omaha	312	WGY Schen	275	234. WSB Atl	249
115. WXYZ	Det	368	155. WXLK-F Roanoke	310	WDOK-F Cleve	275	235. WHUR-F Peek/NY	248
	WFEN	368	WIRO Sea	310	196. WIYY-F Balt	274	KDAY LA	248
117. WLIF-F	Balt	367	WBAL Balt	310	KSFO SF	274	237. WQAL-F Cleve	247
118. WRAL-F	Raleigh	365	WBSB-F Balt	310	198. KQRS-F+ Minn-SP	273	238. WKDF-F Nash	246
	KKDA-F Dallas	365	159. WOMC-F Det	309	WFOC-F Balt	273	239. KUSA St. Lou	245
120. WDAF	KC	360	160. KABL-F SF	307	WZEW-F Dallas	272	WZAK-F Cleve	245
121. KLAB	LA	356	KYUU-F SF	307	KALI SF	272	241. WRVQ-F Rich	244
	KJLH-F LA	356	162. KSNM-F Phila	306	202. KNKW LA	271	WPRO-F Prov	244
	WZPL-F Indy	356	WCRY-F Det	306	WAIT Chi	271	KYTO-F Phoe	244
124. WHYT-F	Det	354	164. KHTZ-F LA	304	WSSH-F Phila	271	KNOB-F LA	244
125. KHTR-F	St. Lou	351	165. WEET Boston	303	WPNT-F Pitt	271	245. WFBR Balt	243
126. WLLZ-F	Det	348	WYLD-F New Or	303	206. XTRA TjJ/LA	270	WOKI-F Knox	243
	KFRC SF	348	167. WQYK-F Tampa	301	207. KSHE-F St. Lou	269	247. WXTU-F Phila	242
	WQXI-F Atl	348	168. KILT-F Hous	298	208. WHJY-F Prov	268	WJUX-F Boston	242
129. KZLA-F	LA	347	WMEZ-F Dallas	298	209. WMEE-F F. Wayne	267	249. WXTZ-F Indy	241
	WIND Chi	347	WZBZ-F New Or	298	WLTT-F Cleve	207	KXEY-F Minn	241
131. WWJ	Det	346	WEZN-F Bridge	298	211. WDLZ-F Orl	266	251. WZZX-F Memphis	240
	KROQ-F LA	346	172. WZZK-F Birm	297	WSSW-F Pitt	266	KUTE-F LA	240
133. WFYR-F	Chi	344	173. WKRT-F Chi	296	213. WHTX-F Pitt	264	253. WKSZ-F Phila	239
134. KSCS-F	Dallas	343	174. KMG-F LA	294	WMOZ-F Wash	264	WHIO-F Dayton	239
135. WIVK-F	Knox	342	WML-F St. Lou	294	215. KDKB-F Phoe	262	255. KFMB SD	237
136. WRKO	Boston	341	176. WPCF-F Atl	293	KRBE-F Hous	262	WOJO-F Chi	237
137. WBZZ-F	Pitt	340	177. KTNQ LA	291	217. KRAK Scara	261	KOMO Sea	237
138. WDRQ-F	Det	335	WKL5-F Atl	291	WSM-F Nash	261	KTXX-F Dallas	237
139. KRLA	LA	334	WOSI-F Denver	291	219. KOIT-F SF	260	WBWJ-F Orl	237
	WUSN-F Chi	334	180. WKRQ-F Cinci	290	220. WTOP Wash	258	260. KIOI-F SF	236

262.	KWK-F	St. Lou	236	321.	WCXI	Det	204	WLLT-F	Cinci	181	WXBQ-F	JC/King	164		
	KTRH	Hous	234		WJYE-F	Buff	204	WBLX-F	Mobile	181	WJHI-F	Jackson	164		
263.	WLBI	NY	233	323.	WVOR-F	Roeh	203	383.	KSL	SLC	180	WHOT-F	Young	164	
	KRQR-F	SF	233		WQFM-F	Milw	203		WCAO	Balt	180	444.	WLQR-F	Toledo	163
	WFOG-F	Norfolk	233		WHLI	Long Is	203		WGMS-F+	Wash	180		WEZK-F	Knox	163
266.	WFBC-F	Green,SC	232	326.	KACE-F	LA	202		KFAC-F	LA	180		WLAU-F	Gr Rap	163
	KUBE-F	Sea	232		KCMO	KC	202	387.	WNVZ-F	Norf	179		WDSY-F	Pitt	163
	KNEW	SF	232		WINZ	Miami	202	388.	WFIL	Phila	178		WHAT	Phila	163
269.	WQNF-F	Louis	231	329.	WWNF-F	Det	201		WHCN-F	Hart	178	449.	WHJJ	Prov	162
270.	KPKE-F	Denver	230		KITS-F	SF	201		WTAE	Pitt	178		KBRT	LA	162
271.	WAMZ-F	Louis	229	331.	WSHH-F	Pitt	200		KLTR-F	Hous	178		WCFM-F	Albany	162
	KNIX-F	Phoe	229	332.	WPGC-F+	Wash	199		KMNN	Denver	178		KRSP-F	SLC	162
	WROQ-F	Char,NC	229		WKRC	Cinci	199		WSB-F	Atl	178		WCOS-F	Col,SC	162
274.	WRKZ-F	Harris	228		WFMF-F	Baton R	199	394.	KKNG-F	Okl C	177	454.	WUSY-F	Chatta	161
275.	KVOO	Tulsa	227	335.	WEZO-F	Roeh	198		WSHE-F	Miami	177		WEAT-F	West P	161
276.	KGB-F	SD	226		WSUN	Tampa	198		WANS-F	Green,SC	177		WWEZ-F	Cinci	161
	WTVN	Col,OH	226		WATA-F	Miami	198		WACK-F	Flint	177		KLZ	Denver	161
	WXGT-F	Col,OH	226	338.	WKCI-F	N Haven	197		WJPC	Chi	177		WKQS-F	Miami	161
279.	WALK-F+	Long Is	225	339.	KCTC-F	Scara	196		WJZZ-F	Det	177		WKSJ-F	Mobile	161
280.	WRCH-F	Hart	223		WNOR-F	Norf	196		KOAX-F	Dallas	177	460.	WITM	Balt	160
	WPYX-F	Albany	223		WHO	Des M	196	401.	WBBO	Cleve	176		KRPM-F	Sea	160
282.	WFNZ-F	Allen	222		KQEF-F	Hous	196	402.	KME0-F	Phoe	175		WRHC	Miami	160
	WSSH-F	Boston	222		KBLX-F	SF	196	403.	KPRC	Hous	174		KZZP-F	Phoe	160
	WJCF-F	Detr	222	344.	KDNB-F	Minn	195		WRRM-F	Cinci	174		KKQ-F	Omaha	160
	KABL	SF	222		WBQJ	Aug,GA	195		WWRG	Wash	174	465.	KULA-F	Hono	159
	KMJM-F	St. Lou	222		WQNE-F	Tampa	195	406.	WLIR-F	Long Is	173		WRTH	Balt	159
	WNDU-F	S. Bend	222	347.	KSDO-F	SD	194		WKLI-F	Milw	173		WENS-F	Indy	159
288.	WPXK-F	Wash	221		KMJK-F	Port	194		WKTI-F	Milw	173	468.	KBOS-F	Fresno	158
	KSSN-F	L. Rock	221		WJYO-F	Orl	194		WEDR-F	Milw	173		KASE-F	Austin	158
290.	WTUE-F	Dayton	220	350.	KXL-F	Port	193		KWTO-F	Spr,MO			KUPD-F	Phoe	158
	KFNK-F	Hous	220		WMYK-F+	Port	193		WLAC-F	Nash	173	471.	KGGO-F	Des M	157
	WNJR	NY	220	352.	WRVA	Rich, VA	192	412.	WAPI-F	Birm	172		WSNE-F	Prov	157
293.	WINZ-F	Knox	219	353.	KBEQ-F	KC	191		KXXY-F	Okl C	172	473.	WDRG-F	N Haven	156
294.	WMSI-F	Jackson	218		WSTO-F	Evans	191		WTQI-F	Tampa	172		WSIX-F	Nash	156
	WQUT-F	JC/King	218		WFYV-F	Jkville	191		WIOD-F	Miami	172		WZEE-F	Nash	156
296.	KSD-F	St. Lou	218	357.	WHLY-F	Orl	191		KKHI-F+	SF	172		KAER-F	Sacra	156
	WHAS	Louis	217		WCMF-F	Roeh	190		WFLN-F	Phila	172		WNOE-F	New Or	156
298.	WKSW-F	Cleve	216		KPLZ-F	Sea	190		KYYS-F	KC	172	478.	KEZO-F	Omaha	155
	WONO	F. Wayne	216		WFMT-F	Chi	190	419.	WDGY	Minn	171		WJAS	Pitt	155
300.	KOA	Denver	215	360.	WJBR-F	WilM	189		KTFM-F	San Ant	171	480.	WLPAP-F	Lexing	154
	KKGO-F	LA	215		WCOZ-F	Bost	189	421.	KFKF-F	KC	170		WHNN-F	Sag	154
302.	WVRL	NY	214		KQXT-F	San Ant	189		KIXI	Sea	170		KKLT-F	Phoe	154
	WANO-F	Pitt	214		KSPM-F	Sacra	189	423.	WWJF-F	Miami	169		KTOK	Okl C	154
	KNSS-F	SJ	214	364.	WVKX-F	Nash	188		WYRK-F	Buff	169		KOAF-F	Denver	154
305.	KEZK-F	St. Lou	213		WCXI-F	Det	188		WNC	Memp	169	485.	WXR-F+	Balt	153
	KKYK-F	L. Rock	213		KLOK-F	SF	188	426.	WSKZ-F	Chatta	168		KZOK-F	Sea	153
307.	WEZW-F	Milw	211	367.	KSEA-F	Sea	187		KTSA	San Ant	168		WBFN-F	Buff	153
	KZAP-F	Sacra	211		KATT-F	Okl C	187		WABD-F	Mobile	168		WTPA-F	Harris	153
	WBNS-F	Col,OH	211		WBEN-F	Buff	187	429.	KOME-F	S. Jose	167	489.	KNOK-F	Dallas	152
310.	WVLK-F	Lexing	210	370.	KFOG-F	SF	185		WRRM-F	Atl	167		WIVY-F	Jkville	152
	WSSL-F+	Green,SC	210	371.	WBCY-F	Char,NC	185		WNCI-F	Col,OH	167		KIIF-F	Daven	152
312.	WENN-F	Birming	208		KXOA-F	Sacra	185		WHIO-F	Dayton	167	492.	WMAG-F	Green/WS	151
313.	WHYW-F	Pitt	207	373.	WQDR-F	Raleigh	184		WMT	Ced Rap	167		WKBN-F	Young	151
	WAXY-F	Miami	207	374.	KGBT	McA-Dr	183	434.	WNWS	Miami	166	494.	WUBE-F	Cinci	150
315.	KISW-F	Sea	206		WIXX-F	Green B	183		WKTZ-F	Jkville	166		WAOK	Atl	150
	WJEZ-F	Chi	206		KNDV-F	Sara	183		KNOQ-F	Sea	166		WHRK-F	Memp	150
	WXV-F	Balt	206	377.	WGXC-F	Mem	182	437.	WBYU-F	New Or	165		WDIA	Memp	150
318.	WPEG-F	Char,NC	205		WRNO-F	New Or	182		KGW	Port	165	498.	WFMS-F	Indy	149
	WBNB-F	Cinci	205		WCMS-F	Norf	182	439.	WKSS-F	Hart	164		WYYV-F	Syra	149
	KSPI-F	Salt L	205	380.	WXXS	Bost	181		WKDD-F	Akr	164		WBLZ-F	Cinci	149

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

1. WHTZ-F	NY	28902	51. KFRC	SF	8312	101. WWDC-F	Wash	5573
2. WINS	NY	24570	52. WCAU	Phila	8297	102. KSTP-F	Minn	5541
3. WPLJ-F	NY	23512	53. WCLR-F	Chi	8295	103. WKYS-F	Wash	5524
4. WCBS	NY	21903	54. KJOI-F	LA	8258	104. KHTZ-F	LA	5490
5. KIIS-F	LA	21836	55. KMPC	LA	8168	105. KLOL-F	Hous	5482
6. WNBC	NY	20415	56. WMGK-F	Phila	8091	106. KSOL-F	SF	5459
7. WKTU-F	NY	17897	57. WHYI-F	Miami	7846	107. KZLA-F	LA	5445
8. WGN	Chi	17578	58. KKBQ-F	Houston	7803	108. WJJD	Chi	5434
9. WRKS-F	NY	17553	59. WEAZ-F	Phila	7798	109. WTIC	Hart	5418
10. WOR	NY	17053	60. KNBR	SF	7713	110. KHTR-F	St. Lou	5354
11. WLS	Chi	16635	61. WBAP	Dall-FW	7691	111. WEEI	Bost	5327
12. WYNY-F	NY	16310	62. WYSP-F	Phila	7680	112. WQXI-F	Atl	5228
13. KABC	LA	15171	63. WMET-F	Chi	7579	113. WLW	Cinci	5220
14. WCBS-F	NY	14826	64. WLUP-F	Chi	7444	114. WWSH-F	Phila	5209
15. WPIX-F	NY	14621	65. WUSL-F	Phila	7332	115. KJLH-F	LA	5197
16. WJR	Det	14573	66. WHYT-F	Det	7284	116. WRBQ-F	Tampa	5184
17. WAPP-F	NY	14559	67. KCBS	SF	7282	117. KIOI-F	SF	5132
18. WHN	NY	14143	68. WRIF-F	Det	7239	118. KYUU-F	SF	5126
19. WPAT-F	NY	13623	69. WXS-F	Bost	7223	119. KIRO	Seattle	5095
20. WBL5-F	NY	13614	70. WPAT	NY	7171	120. WADO	NY	5093
21. WMAQ	Chi	13333	71. WL00-F	Chi	7012	121. <del>KAFM-F</del>	Dallas	5091
22. KYW	Phila	12931	72. WBCN-F	Bost	6984	122. <del>KODA-F</del>	Hous	5083
23. WBBM	Chi	12359	73. WQXR-F+	NY	6949	123. WIND	Chi	5071
24. WBBM-F	Chi	12773	74. WRQX-F	Wash	6902	124. KEGF-F	Dallas	5047
25. WNEW-F	NY	12217	75. KMGF-F	LA	6831	125. WGAY-F+	Wash	5044
26. KLOS-F	LA	12211	76. WMMS-F	Cleve	6793	126. WHUR-F	Wash	5036
27. WRFM-F	NY	11655	77. WLAK-F	Chi	6765	127. KRLA	LA	5032
28. KNX	LA	11604	78. WZGC-F	Atl	6701	128. KMJQ-F	Hous	4974
29. KMET-F	LA	11328	79. WMCA	NY	6624	129. WDRQ-F	Det	4962
30. WCAU-F	Phila	11181	80. WFYR-F	Chi	6589	130. WBZZ-F	Pitts	4955
31. WNEW	NY	10809	81. WHDH	Bost	6524	131. KIKK-F	Hous	4906
32. KGO	SF	10679	82. WLLZ-F	Det	6390	132. WUN5-F	Chi	4900
33. WCCO	Minn	10284	83. KRLD	Dallas	6361	133. WNCN-F	NY	4886
34. KFWB	LA	10219	84. WINZ-F	Miami	6267	134. KUTE-F	LA	4867
35. KDKA	Pitt	10130	85. WGCL-F	Cleve	6208	135. WTMJ	Milw	4834
36. KBIG-F	LA	10009	86. WROR-F	Bost	6081	136. WRAL-F	Raleigh	4801
37. WLTW-F	NY	9997	87. KLAC	LA	6080	137. WZPL-F	Indy	4795
38. KIQQ-F	LA	9937	88. WAVA-F	Wash	6048	138. WSNI-F	Phila	4788
39. KKHR-F	LA	9918	89. WNIC-F	Det	5866	139. WBSB-F	Balt	4688
40. KRTH-F	LA	9597	90. WL0L-F	Minn	5836	140. WOMC-F	Det	4682
41. KMOX	St. Lou	9567	91. WDAS-F	Phila	5820	141. KSCS-F	Dall-FW	4680
42. WLS-F	Chi	9329	92. WJLB-F	Det	5809	142. WMAL	Wash	4647
43. WKQX-F	Chi	9323	93. WJOI-F	Det	5763	143. WKHX-F	Atl	4644
44. WMMR-F	Phila	9110	94. WCZY-F	Det	5754	144. WTIC-F	Hart	4620
45. WBZ	Bost	9053	95. KROQ-F	LA	5750	145. WMJF-F	Det	4598
46. WHTT-F	Bost	9011	96. KVIL-F	Dallas	5700	146. KPRZ	LA	4593
	KOST-F	9011	97. WWJ	Det	5699	147. WDAF	KC	4589
48. KFI	LA	8870	98. KSRR-F	Hous	5666	148. KSFO	SF	4562
49. WGCI-F	Chi	8749	99. WDVE-F	Pitts	5649	149. KITS-F	SF	4551
50. WBMX-F	Chi	8678	100. WIOQ-F	Phila	5596	150. WJIB-F	Bost	4503

\*Based on 12+ TSA Cume, Broadcast Week

AMERICA'S LEADING STATIONS BY FORMAT\*  
1/4 HOUR AVERAGE

<u>CHR/TOP 40/CONTEMP</u>	<u>AOR</u>	<u>AC/SOFT ROCK/OLDIES</u>	<u>MOR/VARIETY</u>
1. WHTZ-F NY 1996	1. WNEW-F NY 856	1. WCBS-F NY 906	1. WGN Chi 1367
2. KIIS-F LA 1704	2. WAPP-F NY 824	2. WPX-F NY 733	2. WJR Det 1104
3. WPLJ-F NY 1244	3. KLOS-F LA 754	3. WYNY-F NY 724	3. WCCO Minn 887
4. WNBC NY 1028	4. KMET-F LA 754	4. WLTV-F NY 674	4. KDKA Pitt 758
5. WLS Chi 758	5. WMMR-F Phila 641	5. WMGK-F Phila 512	5. WBZ Boston 656
6. KKQB-F Hous 614	6. WBCN-F Boston 629	6. WCLR-F Chi 499	6. WTIC Hart 466
7. WCAU-F Phila 588	7. WMMF-F Cleve 586	7. KRTH-F LA 494	6. KNBR Hart 466
8. WBBM-F Chi 580	8. WDFE-F Pitt 475	8. KVIL-F Dallas 488	8. WHDH Boston 463
9. WHYY-F Miami 563	9. WYSP-F Phila 463	9. KOST-F LA 479	9. WTMJ Milw 397
10. WKQX-F Chi 554	10. WLPF-F Phila 443	10. KFI LA 443	10. WMAL Wash 372
11. WHTT-F Boston 550	11. KSRF-F Hous 421	11. KSTP-F Minn-SP 438	11. WLW Cincinnati 323
12. WXXS-F Boston 544	12. WMET-F Chi 414	12. WLAK-F Chi 399	12. WIBC Indy 314
13. KKHR-F St. Lou 509	13. WRIF-F Chi 406	13. WRAL-F Raleigh 365	13. KFAB Omaha 312
14. WLS-F Chi 453	14. WIOQ-F Phila 389	14. WYFR-F Chi 344	14. WBAL Balt 310
15. WZGC-F Atl 440	15. KLOL-F Hous 377	15. KRLA LA 334	15. WIP Phila 285
16. KIQQ-F LA 412	16. WLZ-F Det 348	16. WROR-F Boston 332	16. WGY Sehen 275
17. WLOL-F Minn 411	17. KROQ-F LA 346	17. WNIC-F Det 321	17. WSB Atl 249
18. WRBQ-F Tampa 407	18. WFBQ-F Indy 331	18. WOMC-F Det 309	18. KNOB-F LA 244
19. WTMZ-F Miami 392	19. WDDC-F Wash 330	19. WSNL-F Phila 306	19. KFMB SD 237
20. WRQX-F Wash 379	20. WYNF-F Tampa 327	20. KHTZ-F LA 304	20. KONO Sea 237
21. WGCL-F Cleve 374	21. WXRT-F Chi 296	21. KMGG-F LA 294	21. WTVN Col,OH 226
22. WZPL-F Indy 356	22. WKLS-F Atl 291	22. WVPF-F Boston 288	22. WALK-F+ Long Is 225
23. WHYY-F Det 354	23. WAAF-F Worc 285	23. WJLI-F Cleve 280	23. WHAS Louis 217
24. KHTR-F LA 351	24. WLTV-F Col,OH 279	24. WLTT-F Wash 277	24. WORO F Wayne 216
25. KFRC SF 348	25. WLYY-F Balt 274	25. WLTF-F Cleve 267	25. WKRC Cincinnati 199
26. KMXI-F Atl 348	26. KQRS-F+ Minn-SP 273	26. WWSW-F Pitt 266	26. WRVA Rich,VA 192
27. WBZZ-F Pitt 340	27. KZEW-F Dallas 272	27. KRBE-F Hous 262	27. WBEN Buff 187
28. WDCC-F Raleigh 333	28. KSHE-F St. Lou 269	28. WJYX-F Boston 242	28. KSL Salt Lake 180
29. WBLI-F Long Is 320	29. WJLY-F Prov 268	29. WKSZ-F Phila 239	29. WTAE Pitt 178
30. WAVA-F Wash 317	30. WDIZ-F Orl 266	30. KIOI-F SF 236	30. WMJF-F Miami 169
31. KAFM-F Dallas 314	31. KDKB-F Phoe 262	31. WFBC-F Green,SC 232	31. WMT Ced Rpd 167
32. WBSB-F Balt 310	32. KEGE-F Dallas 253	32. WSSH-F Boston 222	32. WWSW Cleve 145
33. WKLF-F Roanoke 310	33. WDFD-F Nash 246	33. WJJC-F Det 222	33. WPTT Raleigh 142
34. KYUU-F SF 307	34. WZXR-F Memp 240	34. KFMK-F Hous 220	34. WIXY-F Evans 141
35. WCZY-F Det 306	35. KTXQ-F Dallas 327	35. KSD-F St. Lou 217	35. WHAM Roch 140
36. WEZZ-F New Or 298	36. KRQR-F SF 233	36. WAXY-F Miami 207	36. WHIO Dayton 135
37. WKXX-F Birm 297	37. WQMF-F Louis 231	37. WHYY-F Pitt 207	37. KRMG Tulsa 132
38. WKRQ-F Cinci 290	38. WRQQ-F Char,NC 229	38. WYOR-F Roch 203	38. KOY Phoe 131
39. WTIC-F Hart 285	39. KGB-F SD 226	39. WPGC-F+ Wash 199	39. WBT Char,NC 131
40. WMC-F Memphis 285	40. WPHY-F Albany 223	40. WAI-A-F Miami 198	40. KSSK Hono 130
41. WNSH-F Phila 271	41. WTUE-F Dayton 220	41. WJYO-F Orl 194	41. WAJY-F New Or 127
42. XTRA Tij/LA 270	42. WIMZ-F Knox 219	42. WCOZ-F Boston 190	42. WSPD Toledo 120
43. WNEE-F F Wayne 267	43. KZAP-F Sacra 211	43. KLOK-F SF 188	43. WSPY Syra 113
44. WHTX-F Pitt 264	44. KISW-F Sea 206	44. KXOA-F Sacra 185	44. WAKR Akron 112
45. WPRO-F Prov 244	45. WEDN-F Cinci 205	45. WLLT-F Cinci 181	45. WELI N Haven 112
46. WRVQ-F Rich,VA 244	46. WQFM-F Milw 203	46. WFIL Phila 178	46. WOOD Gr Rap 106
47. WOKI-F Knox 243	47. WNOR-F Norf 196	47. WSB-F Atl 178	47. WFLA Tampa 106
48. WBJW-F Orl 237	48. WFYV-F Jkville 191	48. KLTR-F Hous 178	48. KEXA Port,0 100
49. KWK-F St. Lou 236	49. WCMF-F Roch 190	49. WRRM-F Cinci 174	49. WTAR Norf 100
50. KUBE-F Sea 232	50. KATF-F Okl C 187	50. WLAC-F Nash 173	

CLASSICAL

1. WQXA-F+ NY 371	11. KDFC-F+ SF 110
2. WNCN-F NY 278	12. WNIB-F Chi 96
3. WFMT-F Chi 190	13. WCRB-F Boston 96
4. KFAC-F LA 180	14. KVOD-F Denver 79
5. WGMS-F+ Wash 180	15. KFSD-F SD 78
6. WFLN-F Phila 172	16. KLEF-F Hous 72
7. KKHI-F+ SF 172	17. KHFP-F Phoe 67
8. WQRS-F Det 129	18. WRR-F Dallas 62
9. WTMJ-F Miami 117	
10. KING-F Sea 115	

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

RELIGION/GOSPEL

1. KBRT LA 162	17. WROL Boston 54
2. WCFL Chi 131	18. WZZD Phila 54
3. WNDJ NY 118	19. WLIX Long Is 52
4. WAGG Birm 98	20. WRBS-F Balt 52
5. WFME-F NY 97	21. WPIIT-F Pitt 50
6. KIEV LA 95	22. WFRN-F S Bend 49
7. KCNS-F Sea 90	23. WYZE Atl 49
8. WYCB Wash 81	24. WYCA-F Chi 48
9. WNGR Balt 80	25. KWAM Memp 46
10. KPFC Dallas 79	26. WFCE Norf 46
11. WOAD Jackson 68	27. WKZK Aug,GA 46
12. KCIJ Shreve 58	28. KPQQ-F Port,0 45
13. KCFO-F Tulsa 58	29. WDAC-F Lanc 44
14. WNUZ-F Det 56	30. WLQV Det 41
15. NDJG-F Birm 56	31. KGOL-F Hous 41
16. MUST Wash 55	

<u>BEAUTIFUL MUSIC</u>			<u>COUNTRY</u>			<u>BLACK/URBAN</u>			<u>NEWS/TALK</u>		
1. WPAT-F	NY	1026	1. WHN	NY	903	1. WRKS-F	NY	1411	1. KABC	LA	1275
2. WRPM-F	NY	1018	2. WMAQ	Chi	826	2. WKUT-F	NY	913	2. WINS	NY	1253
3. KBIG-F	LA	801	3. WMAP	Dall-FW	567	3. WGCI-F	Phi	741	3. WOR	NY	1241
4. WEAZ-F	Phila	694	4. WKIX-F	Atl	431	4. WBSL-F	NY	722	4. WCBS	NY	1112
5. WLOO-F	Chi	691	5. WSOC-F	Char,NC	425	5. WUSL-F	Phila	623	5. KGO	SF	907
6. KJOI-F	LA	687	6. WTQR-F	Green-WS	404	6. WBMX-F	Chi	608	6. KMOX	St. Lou	825
7. WJOI-F	Det	590	7. KIKK-F	Hous	391	7. KMJQ-F	Hou	521	7. WABC	NY	779
8. KODA-F	Hous	504	8. WDAF	KC	360	8. WDAS-F	Phila	513	8. KYW	Phila	699
9. WGAY-F+	Wash	478	9. KLAC	LA	356	9. WKYS-F	Wash	471	9. KNX	LA	637
10. WPAT	NY	448	10. KZLA-F	LA	347	10. KSOL-F	SF	432	10. WBDM	Chi	635
11. WMDA-F	Tampa	432	11. KSCS-F	Fall-FW	343	11. WJLB-F	Det	431	11. WCAU	Phila	516
12. WLYF-F	Miami	421	12. WIVK-F	Knox	342	12. WJHR-F	Wash	384	12. KCBS	SF	461
13. WLIF-F	Balt	367	13. WUSN-F	Chi	334	13. KKDA-F	Dallas	365	13. KFWD	LA	460
14. WJIB-F	Boston	334	14. WQYK-F	Tampa	301	14. KJLH-F	LA	356	14. WMCA	NY	441
15. KABL-F	SF	307	15. KILT-F	Hous	298	15. WDRQ-F	Det	335	15. WDDB-F	Phila	412
16. WEZN-F	Bridge	298	16. WZZK-F	Birm	297	16. WVEE-F	Atl	326	16. KRLD	Dallas	384
17. KMEZ-F	Dallas	298	17. WJL-F	St. Lou	294	17. WYLD-F	New Or	303	17. WKYZ	Det	368
18. WPCB-F	Atl	293	18. WESC-F	Green,SC	286	18. KDIA	SF	252	18. WIND	Chi	347
19. KOSI-F	Denver	291	19. KKYX	San Ant	275	19. KDAY	IA	248	19. WWJ	Det	346
20. KBAY-F	S. Jose	289	20. WPOC-F	Balt	273	20. WZAK-F	Cleve	245	20. WRKO	Boston	341
21. WDOK-F	Cleve	275	21. WMZQ-F	Wash	264	21. KUTE-F	LA	240	21. KIRO	Sea	310
22. WPNT-F	Pitt	271	22. WSM-F	Nash	261	22. WLIB	NY	233	22. WEEI	Boston	303
23. KOIT-F	SF	260	23. KSNAN-F	SF	258	23. KLMJ	St. Lou	222	23. WTOF	Wash	258
24. WNLJ-F	Minn	258	24. WKKA-F	Orl	254	24. WNJR	NY	220	24. KTRR	Phoe	251
25. KMBR-F	KC	256	25. KPLX-F	Dallas	254	25. KGGO-F	LA	215	25. KTRH	Houston	234
26. WHUE-F	Boston	256	26. KUSA	St. Lou	245	26. WAMO-F	Pitt	214	26. KOA	Denver	215
27. WLKW-F	Prov	255	27. WKXJ-F	Phila	242	27. WURL	NY	214	27. KCMO	KC	202
28. KBRD-F	Sea	252	28. KEEY-F	Minn	241	28. WENN-F	Birming	208	28. WINZ	Miami	202
29. KJOY-F	SD	251	29. KNEK	SF	232	29. WXYV-F	Balt	206	29. WHO	Des M	196
30. WHUD-F	NY	248	30. KNIX-F	Phoe	229	30. WFGC-F	Char,NC	205	30. WWRG	Det	174
31. WQAL-F	Cleve	247	31. WAMZ-F	Louis	229	31. KBLX-F	SF	196	31. KPBC	Houston	174
32. KQYT-F	Phoe	244	32. WRKZ-F	Harris	228	32. WMYK-F+	Norf	193	32. WIOD	Miami	172
33. WXTZ-F	Indy	241	33. KVOO	Tulsa	227	33. WBLX-F	Mobile	181	33. WWSW	Miami	166
34. WHIO-F	Dayton	239	34. WPKY-F	Wash	221	34. WJZZ-F	Det	177	34. WHUJ	Prov	162
35. WFOG-F	Norf	233	35. KSSN-F	L Rock	221	35. WJPC	Chi	177	35. KTOK	Okl C	154
36. WRCH-F	Hart	223	36. WMSI-F	Jackson	218	36. WEDR-F	Miami	173	36. KFBK	Sacra	143
37. WFMZ-F	Allen	222	37. WKSH-F	Cleve	216	37. WJMI-F	Jackson	164	37. KSDO	SD	138
38. KABL	SF	222	38. WSSJ-F+	Green,SC	210	38. XHRM-F	SD	163	38. WJW	Cleve	137
39. KEZK-F	St. Lou	213	39. WVLK-F	Lexing	210	39. WHAT	Phila	163	39. KSTP	Minn	132
40. WEZW-F	Milw	211	40. WJEZ-F	Chi	206	40. KNOK-F	Dallas	152	40. WTKN	Pitt	128
41. WBNS-F	Col,OH	211	41. WCXI	Det	204	41. WAOK	Atl	150	41. WCBM	Balt	125
42. KSFT-F	Salt Lake	205	42. WFWW-F	Det	201	42. WHRK-F	Memp	150	42. WCKY	Cinci	124
43. WJYE-F	Buff	204	43. WCXI-F	Det	188	43. WDTA	Memp	149	43. WOAI	San Ant	122
44. WSHH-F	Pitts	200	44. WGGY-F	Memp	182	44. WBLZ-F	Cinci	149	44. KMJ	Fresno	114
45. WEZO-F	Roch	198	45. WCMG-F	Norf	182	45. KHYS-F	Beau	148	45. KQV	Pitt	104
46. KCTC-F	Sacra	196	46. WCAO	Balt	180	46. KYOK	Houston	144	46. WERE	Cleve	103
47. KXL-F	Port,0	193				47. WDMT-F	Cleve	142	47. KXL	Port,0	98
48. WJBR-F	Wilm,DE	189				48. WDJY-F	Wash	139	48. WPLP	Tampa	96
49. KQXT-F	San Ant	189				49. WLOU	Louis	137	49. WGST	Atl	96
50. KSEA-F	Sea	187				50. WQMG-F	Greens-WS	137			

NOSTALGIA

1. WNEW	NY	887	16. WOKY	Milw	147	
2. KMPC	LA	564	17. WDAE	Tampa	145	
3. KPRZ	LA	390	18. WYLF-F	Roch	129	
4. WJJD	Chi	386	19. WECK	Buff	126	
5. WFEN	Phila	368	20. KPQP	SD	119	
6. KSFO	SF	274	21. WKAT	Miami	116	
7. WAIT	Chi	271	22. WLQY	Miami	115	
8. WHLI	Long Is	203	23. WLFW	Tampa	109	
9. KQUE-F	Hous	196	24. WNAS	Spr,MA	107	
10. WXXS	Boston	181	25. WNJY-F	W Palm	104	
11. WBBG	Cleve	179	26. KLIV	S Jose	96	
12. KIXI	Sea	170	27. KLUW	Salt Lake	92	
13. WITH	Balt	160	28. WREC	Memp	90	
14. WRTH	St. Lou	159		WLKW	Prov	90
15. WJAS	Pitts	155		WGUL-F+	Tampa	90

SPANISH

1. WADO	NY	625	11. WRHC	Miami	160
2. WSKQ	NY	552	12. WQBA-F	Miami	142
3. WJIT	NY	481	13. WCMQ-F	Miami	140
4. WQBA	Miami	379	14. KIWW-F	McA-Br	115
5. KTRQ	LA	291	15. KPZY	Hous	100
6. KLVE-F	LA	279	16. WOCN	Miami	97
7. KALI	LA	272	17. KCOR	San Ant	92
8. KWKW	LA	271	18. KAMA	El Paso	79
9. WOJO-F	Chi	237	19. WCMQ	Miami	75
10. KGBT	McA-Br	183	20. WSWA	Miami	73

AMERICA'S LEADING STATIONS BY FORMAT\*

METRO SHARE

<u>CHR/TOP 40/CONTEMP</u>	<u>AOR</u>	<u>BTFL MUSIC</u>	<u>COUNTRY</u>
1. WXLK-F Roanoke 32.0	1. WIMZ-F Knox 18.6	1. WDUV-F Sara 21.6	1. WWCN Ashe 35.7
2. KTRS-F Casper 31.5	2. WNCX-F Flint 18.1	2. WMLV-F Day Bea 17.1	2. KGHL Billi 27.9
3. KWTO-F Spr,MO 30.4	3. KGGO-F Des M 17.4	3. KCMX-F Medford 17.0	3. KCCY-F Pueblo 23.8
4. KIOK-F Rich,WA 27.1	4. KWHI-F Anch 17.3	4. WEZN-F Bridge 16.3	4. KTTS-F Spr,MO 23.2
5. WNDU-F S. Bend 26.4	5. WHSI-F Wilm,NC 16.9	5. WEZK-F Knox 15.8	5. WTHI-F Terre H 21.4
6. WBBQ-F Sug,GA 25.7	6. WGR-F Manch 15.9	6. KELO-F S Falls 15.1	6. WCOS-F Col,SC 20.4
7. WKUT-F JC/King 25.2	7. WKLC-F Char,WV 15.1	7. WFBG-F Altoona 14.9	7. WXBQ-F JC/King 20.0
8. KFWM-F Water/CF 23.9	8. WFYV-F Jkville 14.9	8. WDUZ-F Green B 14.6	8. WIVK-F Knox 19.6
9. WFBG Altoona 23.6	9. KZEL-F Eugene 14.5	9. WHIO-F Dayton 14.4	9. KFGO Fargo 19.3
10. WCCX-F Erie 23.3	10. KLEJ-F Austin 14.4	10. WFMZ-F Allen 14.3	10. WGEA Green B 19.1
11. WOMP-F Wheel 22.0	11. KQWB-F Fargo 13.8	11. WEZY-F Mel-Ti 13.8	11. WKSJ-F Mobile 18.5
12. WNEE-F F. Wayne 21.2	12. KAMY-F Casper 13.8	12. KONA-F Rich,WA 13.8	12. WLVI-F Mont 18.5
13. WPRF-F Terre H 20.9	13. WTUE-F Dayton 13.6	13. WBAF-F Tampa 13.5	13. WVLK-F Lexing 18.4
14. WQSM-F Fayette 20.6	14. WAAF-F Worc 13.4	14. WZID-F Manch 13.8	14. WTCR-F Hunt,WV 17.9
15. WZQM-F Rock 20.3	15. WBLM-F Port, M 13.2	15. WPVR-F Roanoke 13.3	15. WWSA Wheel 17.5
16. KYJC Medf 20.1	16. WZZQ-F Terre H 12.7	16. KXLY-F Spokane 13.0	16. WSOX-F Char,NC 17.3
17. WBNQ-F Bloom 19.7	17. WLVQ-F Col,OH 12.6	17. WEZO-F Roch 12.9	17. KNFO-F Waco 17.1
18. WKEE-F Hunt 19.2	18. WPYX-F Albany 12.5	18. KGNCF Amar 12.8	18. WTOR-F Green-WS 16.9
19. WIXX-F G. Bay 19.1	19. KFMY-F Lubbock 12.4	19. WBNFS-F Col,OH 12.6	19. WCHY-F Savan 16.4
20. WMAZ-F Macon 19.0	20. WAQX-F Syra 12.3	20. WSRN-F Worc 12.6	20. WSLC Roanoke 15.9
21. WVLC-F Lans 18.8	21. KEZO-F Omaha 12.2	21. WNCX-F Lanc 12.5	21. WFOR-F Port,M 15.5
22. WRFY-F Read 18.7	22. KMBQ-F Shrev 12.2	22. WEAT-F W. Palm 12.4	22. KLLF-F Lubbock 15.3
23. WZYP-F Hunts 18.5	23. WABL-F Bingham 12.2	23. WHBC-F Canton 12.3	23. WESC-F Green,SC 15.0
24. WGLF-F Talla 18.4	24. WRQQ-F Lex 12.2	24. KBEE-F Modes 12.2	24. WYNK-F Baton R 14.7
25. WFMF-F BR 18.3	25. KOZZ-F Reno 12.1	25. KLIN-F Lincoln 12.0	25. KVOC Casper 14.6
26. WMRV-F Bingham 18.2	26. KILQ-F Col Spg 12.0	26. WSWT-F Peoria 11.6	26. KSO Des M 14.3
27. WCGQ-F Col,GA 18.0	27. KFMQ-F Lincoln 12.0	27. KQLT-F Casper 11.5	27. WOKQ-F Port,NH 14.2
28. KKRC-F Sioux F 17.8	28. WLAJ-F Gr Rap 11.8	28. KRDO-F Col Spg 11.3	28. WIOV-F Lanc 13.9
29. KQCR-F Ced Rap 17.2	29. WCMF-F Roch 11.6	29. WKTZ-F Jkville 11.3	29. WGNL Hunt,WV 13.8
30. KTDY-F Lafay 17.0	30. KICF-F Wich 11.5	30. WLQR-F Toledo 11.3	30. KVOO Tulsa 13.7
31. WKZN-F Peoria 16.8	31. WTPA-F Harris 11.4	31. WYEF-F S. Bend 11.3	31. WQHK F Wayne 13.6
32. KHOO-F Waco 16.7	32. KNJX-F L. Rock 11.4	32. WVFM-F Lakel 11.2	32. WQQZ-F Wilm,NC 13.5
33. WHHY-F Mont 16.7	33. KNCN-F Cor Chr 11.3	33. KSFI-F Salt L 10.8	33. KXDD-F Yakima 13.5
34. WRVQ-F Rich 16.6	34. WJBA-F Madison 11.3	34. KGFM-F Bakers 10.8	34. WEZL-F Char,SC 13.2
35. KFRX-F Lincoln 16.5	35. WZZO-F Allen 11.3	35. WJYE-F Buff 10.8	35. WMSI-F Jackson 13.1
36. KKYK-F L. Rock 16.4	36. KLAQ-F El Paso 11.1	36. WBES-F Char,WV 10.7	36. WPCV-F Lakel 12.8
37. KILK-F Daven 15.9	37. WJXQ-F Lansing 11.0	37. WFOG-F Norfolk 10.7	37. WDEN-F Macon 12.7
38. KQIZ-F Amar 15.6	38. KATT-F Okl C 10.9	38. WKBN-F Young 10.7	38. KASE-F Austin 12.7
39. KQKQ-F Omaha 15.5	39. WDIZ-F Ori 10.9	39. WLBQ-F Utica 10.7	39. KHAK-F Ced Rap 12.7
40. WJLQ-F Pensa 15.4	40. WPRR-F Altoona 10.8	40. WPPG-F Atl C 10.6	40. WCMV-F Lynch 12.7
41. WZPL-F Indy 15.1	41. WAMX-F Hunt,WV 10.8	41. WJYW-F Wilm,NC 10.6	41. WNNX-F Talla 12.6
42. WVAJ-F Char,WV 14.9	42. WQDR-F Raleigh 10.8	42. KJYK-F Tucson 10.6	42. KUGN-F Eugene 12.5
43. KZFM-F Corpus C 14.8	43. WOO5-F Canton 10.6	43. KRVR-F Daven 10.5	43. WUSY-F Chatta 12.5
44. WKFR-F Kala 14.8	44. WQFM-F Louis 10.5	44. WHP-F Harris 10.3	44. WLRV-F Daven 12.4
45. WDCG-F Raleigh 14.5	45. WMS5-F Cleve 10.4	45. WEZV-F F Wayne 10.2	45. KSSN-F L Rock 12.3
46. KEYN-F Wich 14.4	46. KSMB-F Lafay,LA 10.4	46. WREO-F Erie 10.2	46. KYAK Anch 12.0
47. KBFM-F McA-Br 14.4	47. WNR-F Norf 10.3	47. WLKV-F Prov 10.0	47. KDRK-F Spokane 12.0
48. KGOT-F Anch 14.3	48. WXLN-F Dav-RI 10.3	48. KPMW-F Eugene 10.0	48. WQBE-F Char,WV 12.0
49. KYVA-F Billings 14.3	49. KFNG-F Albuq 10.2	49. KOSI-F Denver 9.9	49. WQWV-F Pensa 12.0
50. WSTO-F Evans 14.2	50. KKDJ-F Fresno 10.1	50. KBEZ-F Tulsa 9.9	50. WYAM Altoona 11.8
51. KULA-F Hono 14.2			51. WELE Jay Bch 11.8

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



AC/SOFT ROCK/OLDIES

1. KIDX-F	Billings	17.5
2. WROK	Rockf	17.1
3. KWLO	Waterloo	14.7
4. WYYY-F	Syra	14.3
5. WFBC-F	Green,SC	14.1
6. KOB-F	Albuq	14.0
7. WVOR-F	Roch	13.5
8. KSEL-F	Lubbock	12.1
9. WLEV-F	Allen	11.5
10. KFQD	Anch	11.3
KSTP-F	Minn	11.3
12. WQXY-F	Baton R	11.1
13. KRAV-F	Tulsa	10.8
14. WEZS-F	Rich	10.7
WMT-F	Ced Rap	10.7
16. WKYE-F	John,PA	10.4
WJYO-F	Orl	10.4
18. KPFL-F	Spokane	10.2
KVIL-F	Dallas	10.2
20. WKWK-F	Wheel	9.7
21. KLYF-F	Des M	9.6
KEYI-F	Austin	9.6
WBGM-F	Talla	9.6
24. WHNN-F	Sag	9.4
KNAV-F	Sal-Sea	9.4
26. KRNO-F	Reno	9.1
27. WKGW-F	Utica	8.9
28. WSPM-F	Harris	8.8
WAG-F	Green-WS	8.8
30. WRAL-F	Raleigh	8.6
KPAT-F	S Falls	8.6
32. WHYN-F	Spr, MA	8.5
WLAC-F	Nash	8.5
WNFL	Green B	8.5
35. WMAS-F	Spr,MA	8.4
WSNY-F	Col,OH	8.4
37. WHYN	Spr, MA	8.3
38. WJET	Erie	8.3
39. WHEN	Syra	8.2
40. WGBF	Evans	8.1
41. WLWU-F	Erie	8.0

MOR/VARIETY

1. WJCB	Bloom	34.7
2. WKY-F	Evans	25.6
3. WMT	Ced Rpd	22.5
4. KFAB	Omaha	20.6
5. WVIC	Hart	19.3
6. KTHW	Casper	19.2
7. WCCO	Minn	19.1
8. WSWG	Sag	17.6
9. WOVF	F Wayne	16.8
10. WICC	Bridge	16.6
11. WIBX	Utica	16.3
12. WIBC	Indy	16.2
13. WELI	N Haven	16.1
14. KSOO	S Falls	15.8
15. KDRA	Pitts	15.5
WRVA	Rich	15.5
17. WHBC	Canton	15.2
18. WTMJ	Milw	14.7
19. WNFV	Bingh	14.2
20. KONA	Rich,WA	13.3
21. KIT	Yakima	13.0
22. WGY	Albany	12.8
23. WKZO	Kala	12.7
24. KSSK	Hono	11.6
25. KUGN	Eugene	11.5
26. WJR	Det	11.4
27. WOOD	Gr Rap	11.3
28. WEEU	Reading	11.1
WAKR	Akron	11.1
30. WMBD	Peoria	11.0
31. KBOI	Boise	10.7
32. WHF	Harris	10.6
33. WGAN	Port,M	10.5
34. WHAS	Louis	10.3
35. WBEN	Buff	10.1
36. WSPD	Toledo	9.9
37. WHIO	Dayton	9.8
38. KSRN-F	Reno	9.7
WSYR	Syra	9.7
40. WTAG	Worc	9.6
41. KRMG	Tulsa	9.2

BLACK/URBAN

1. WFXX-F	Col,GA	22.8
2. KJYS-F	Macon	22.3
3. WANN	Talla	18.8
4. WQDM-F	Green-ND	18.2
5. WBLX-F	Mobile	17.6
6. WEAS-F	Savan	17.2
7. WIDO-F	Fayette	16.4
8. WJJS-F	Lynch	15.9
9. WBDP	Pensa	15.4
10. WYLD-F	New Or	14.9
11. WJMI-F	Jackson	14.6
12. WPGA-F	Macon	13.8
13. WDZZ-F	Flint	13.3
14. WMLL	Wilm,NC	13.0
15. WWVZ-F	Char,SC	12.5
WRDW	Augus	12.5
WIDB	Macon	12.5
18. WMSF-F	Sag	12.5
19. WJTT-F	Chatt	12.4
20. WSOX	Savan	12.1
WQIM-F	Mont	12.1
22. WKXI	Jackson	12.0
KDKS-F	Shreve	12.0
24. WENN-F	Birm	11.7
25. KJCB	Lafay	11.4
26. WPEG-F	Char,NC	10.8
WLOU	Louis	10.8
28. WMDW-F	Col,SC	10.7
29. KOKA	Shreve	10.5
30. WGGK	Mobile	9.3
31. WPLZ-F	Rich	9.2
32. WVEE-F	Atl	9.1
KMJQ-F	Hou	9.1

NEWS/TALK

1. KMOX	St. Lou	20.2
2. WBWB	Young	11.3
3. KTOK	OkI C	11.2
4. WHIO	Des M	9.6
5. KTAR	Phoe	9.1
6. KGO	SF	8.7
7. KARN	L Rock	8.6
8. WOC	Daven	8.2
KMJ	Fresno	8.2
10. WOMP	Wheel	8.2
11. KYW	Phila	8.0
KCMO	KC	8.0
13. KIRO	Sea	7.8
14. KABC	LA	7.6
15. KRLD	Dallas	7.1
16. KCSJ	Pueblo	6.9
17. WHJJ	Prov	6.7
18. WQDK	Albany	6.6
19. KFBC	Sacra	6.4
WJNO	W Palm	6.4
21. KVOR	Col Spg	6.3
22. KOA	Denver	5.7
WARD	NE PA	5.7
24. KOH	Reno	5.6
25. WKCY	Cinci	5.3
26. KLBJ	Austin	5.0
WKIS	Orl	5.0

NOSTALGIA

1. WSBT	S Bend	15.2
2. WMAS	Spr,MA	11.2
3. WEYZ	Erie	11.0
4. WROD	Day Bea	10.5
5. WINR	Bingh	9.7
6. WSTV	Steuben	9.4
7. WKWK	Wheel	9.3
8. WNJY-F	W Palm	8.5
9. WYNZ	Port,M	8.4
10. KCDR	Ced Rpd	8.2
11. WAVZ	N Haven	8.0
12. WKMC	Altoona	7.7
13. WECK	Buff	7.3
14. KXTP	Duluth	7.2
15. KIDO	Boise	7.1
WNAK	NE PA	7.1
17. KMRY	Des M	6.9
18. WYLF-F	Roch	6.7
19. WCOA	Pensa	6.6
20. WEST	A-B-E	6.5
21. WFBL	Syra	6.3
22. WOKY	Milw	6.1
23. KORK	LV	6.0
WKAP	A-B-E	6.0
25. WERU	Madison	5.8

CLASSICAL

1. WGM5-F+	Wash	3.2
2. KING-F	Sea	2.9
3. KFSD-F	SD	2.6
4. KVOD-F	Denver	2.6
5. WHEP-F	Phoe	2.3
6. WTMJ-F	Miami	2.2
7. KKSJ	Port,0	2.1
KHEM-F	Albuq	2.1
9. KKHI-F+	SF	2.0
10. WFMR-F	Milw	1.8
KXTR-F	KC	1.8
WQRS-F	Det	1.8
13. WCLV-F	Cleve	1.7
WFLN-F	Phila	1.7
KBQF-F	Sal-Sea	1.7
16. WFMT-F	Chi	1.6

SPANISH

1. KGBT	McA-Br	20.1
2. KIWV-F	McA-Br	12.7
3. KUNO	Cor Chr	10.5
4. KCCT	Cor Chr	10.3
5. KAMA	El Paso	10.0
6. WQBA	Miami	7.2
7. KXEW	Tucson	6.1
KWAC	Bakers	6.1
9. KCOR	San Ant	5.5
KOXR	Oxnard	5.5
11. KRAY-F	Sal-Sea	4.9
KQXX-F	McA-Br	4.9
13. KCTY	Salinas	4.3
14. KLPB	Lubbock	4.2
15. KXEX	Fresno	4.0

RELIGION/GOSPEL

1. WOAD	Jackson	11.5
2. WKZK	Aug,GA	8.7
3. KCJL	Shreve	8.6
4. WAGG	Birm	7.2
5. WZTN	Mont	5.9
6. WEMM-F	Hunt,WV	4.9
7. WLUX	Baton R	4.7
8. WDAC-F	Lanc	4.5
KURL	Bill	4.5
KCFO-F	Tulsa	4.5
11. KWAS-F	Amar	4.4
12. KBBO	Yakima	4.3
13. KDVO	Medford	3.8
14. KJAK-F	Lubbock	3.3
15. WWVR-F	Terre H	3.2

MARKETS WITH HIGHEST AND LOWEST PERCENTAGE OF FM LISTENERSHIP\*

<u>HIGHEST</u>		<u>LOWEST</u>	
1. Greenville-New Bern	86.90%	1. Asheville	35.25%
2. Lancaster	86.19	2. Altoona	42.16
3. Beaumont	83.33	3. Duluth	44.12
4. Lansing	82.09	4. Bloomington	47.06
5. Knoxville	81.24	5. Honolulu	47.27
6. Lynchburg	80.65	6. Waterloo	48.54
7. Portsmouth	80.22	7. Medford	50.00
8. Columbia, SC	78.87	8. Tucson	50.67
9. Lakeland	78.85	9. Fargo	51.30
10. Terre Haute	78.33	10. Des Moines	51.32
11. Oklahoma City	77.50	11. New Haven	51.49
12. Evansville	77.42	12. NE PA	52.42
13. Daytona Beach	77.27	13. McAllen-Brownsville	53.11
14. Norfolk	77.26	14. Billings	53.15
15. Houston	76.89	15. Rockford	53.43

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

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

<u>HIGHEST</u>		<u>LOWEST</u>	
1. McAllen-Brownsville	20.7	1. Medford	13.4
2. Philadelphia	20.3	2. Yakima	14.1
3. Baltimore	20.1	3. Waco	14.3
Mobile	20.1	4. Oxnard	14.7
5. Miami	20.0	5. Terre Haute	14.8
6. New York	19.9	6. Huntington	14.9
7. Casper	19.8	7. Columbus, GA	15.0
Fresno	19.8	Springfield, MO	15.0
9. Providence	19.7	9. Lexington	15.2
10. Boston	19.5	10. Portland, OR	15.3
Worcester	19.5	Pueblo	15.3
12. Detroit	19.4	Richland, WA	15.3
River-SB-Ontario	19.4	13. Greenville-New Bern	15.6

\*\* 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

	SPG 84	17.39		
	SPG 83	17.50	A/M 79	15.62
	SPG 82	17.33	A/M 78	15.42
	SPG 81	16.04	A/M 76	15.40
	A/M 80	15.42	A/M 75	15.74

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

1. Steubenville	68.8%	11. Oxnard	48.6
2. Wilmington, DE	63.8	12. Sarasota	47.4
3. Riverside-SB-Ontario	62.2	13. Canton	47.2
4. Portsmouth, NH	58.0	14. Worcester	46.6
5. Akron	56.5	15. Lancaster	44.1
6. Bridgeport	55.0	16. New Haven	43.8
7. Reading	55.2	17. York	42.0
8. Stockton	52.9	18. Lafayette	41.7
9. Lakeland	52.8	19. Melbourne	39.6
10. Manchester	49.0	20. Waco	36.6

\*\*\* 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	21.8%	11. Waterloo	13.2
2. Fargo	17.9	12. Yakima	13.0
3. Las Vegas	17.2	13. Eugene	12.8
4. Lakeland	16.7	14. Bakersfield	12.6
5. Raleigh	16.0	15. Baton Rouge	12.5
6. Salinas	15.6	16. Manchester	12.4
7. Austin	14.9	17. Riverside-SB-Ontario	12.3
8. Richland, WA	14.8	18. Kalamazoo	12.2
9. Lancaster	13.7	19. Erie	11.8
10. Binghamton	13.4	Lincoln	11.8

\* 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.

ADI RANKINGS - FM SHARE OF AUDIENCE

<u>SPG 84 RANK</u>	<u>MARKET</u>	<u>SPG 84</u>	<u>FAL 83</u>	<u>SPG 83</u>	<u>A/M 1975</u>
1.	Norfolk	78.87%	75.18%	73.38%	44.38%
2.	Washington	78.15	73.96	76.89	47.73
3.	Houston	77.06	73.51	73.13	40.42
4.	Greesboro/WS	75.60	73.58	-----	-----
5.	Nashville	75.56	72.54	73.90	33.96
6.	Orlando	74.94	68.87	67.99	44.50
7.	Charlotte	74.74	76.36	71.19	40.50
8.	Oklahoma City	74.66	67.98	65.47	33.78
9.	Indianapolis	73.19	72.68	72.69	33.54
10.	Grand Rapids/Kala	72.25	74.83	74.91	38.09
11.	Atlanta	72.21	72.07	74.87	45.62
12.	Cleveland	71.81	69.93	66.73	40.01
13.	Huntington/Charles	71.78	65.16	64.22	27.70
14.	Harris/Lanc/York	71.71	71.09	73.08	43.62
15.	Tampa/ST. Pete	71.70	70.00	68.83	40.65
16.	Greenville/Spart	71.60	71.57	68.36	38.77
17.	Philadelphia	71.56	69.69	68.16	43.74
18.	Raleigh	71.07	65.63	69.42	-----
19.	Dallas-Fort Worth	70.89	71.02	70.81	37.94
20.	New Orleans	69.50	68.02	69.04	37.34
21.	Phoenix	69.25	65.76	67.43	34.17
22.	Detroit	67.26	70.65	71.23	41.12
23.	Boston	67.17	67.62	63.54	44.98
24.	Columbus	67.07	65.55	64.75	31.63
25.	San Diego	66.06	67.13	64.86	33.31
26.	Dayton	65.67	66.75	63.80	42.89
27.	Cincinnati	65.66	66.80	68.02	32.75
28.	Birmingham	64.23	62.78	62.21	-----
29.	Sacramento	63.50	62.31	61.91	34.38
30.	Louisville	63.28	61.86	55.68	22.04
31.	Providence	62.61	60.50	62.07	39.82
32.	Baltimore	62.59	60.54	61.74	33.27
33.	Kansas City	62.11	57.60	58.03	42.38
34.	Chicago	62.00	58.84	57.57	33.48
35.	Pittsburgh	61.90	56.87	58.74	31.56
36.	Seattle	61.60	59.65	60.24	32.98
37.	Los Angeles	61.57	61.86	59.02	39.37
38.	Salt Lake City	61.22	58.72	59.19	-----
39.	Portland	60.97	58.49	59.31	32.14
40.	Miami/FT. Lau	60.89	62.57	61.41	45.93
41.	Memphis	60.78	60.76	64.22	27.70
42.	Buffalo	60.74	61.61	60.09	38.99
43.	Minneapolis/SP	59.68	59.10	56.90	27.80
44.	Denver	58.66	60.97	61.46	38.31
45.	New York	58.62	60.00	59.32	40.63
46.	St. Louis	58.49	59.40	58.95	32.47
47.	San Francisco	57.57	55.77	52.85	34.63
48.	Milwaukee	57.20	58.43	57.21	36.28
49.	Hartford	56.96	57.78	59.51	41.60
50.	San Antonio	<u>54.12</u>	<u>50.32</u>	<u>52.29</u>	-----
		65.22%	62.87%	63.45%	38.91%

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

NATIONAL FM SHARES\*

METRO

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 16,894,600)
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 (METRO)

APR/MAY 76 to APR/MAY 77:	7.225%
APR/MAY 77 to APR/MAY 78:	8.663%
APR/MAY 78 to APR/MAY 79:	6.820%
APR/MAY 79 to APR/MAY 80:	6.617%
APR/MAY 80 to APR/MAY 81:	5.712%
SPG 81 to SPG 82 :	2.645%
SPG 82 to APG 83 :	5.811%
SPG 83 to SPG 84 :	3.201%

ADI

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 83	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 (ADI)

APR/MAY 75 to APR/MAY 76:	7.967%
APR/MAY 76 to APR/MAY 77:	9.093%
APR/MAY 77 to APR/MAY 78:	6.241%
APR/MAY 78 to APR/MAY 79:	7.270%
APR/MAY 79 to APR/MAY 80:	6.220%
APR/MAY 80 to APR/MAY 81:	5.351%
SPG 81 to SPG 83 :	2.890%
SPG 82 to SPG 83 :	5.469%
SPG 83 to SPG 84 :	2.790%

\*Based on MSA or ADI,  
1/4 HR AVG, 12+, Broadcast  
Week. All stations reported  
in survey are included.

STATION FORMAT AND FORMAT LISTENERSHIP\*

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
CHR/TOP 40/CONTEMP	368,800 (63)	3,399,800 (307)	3,768,600 (370)	16.87%
AC/SOFT/OLDIES	603,500 (168)	2,440,100 (252)	3,043,600 (420)	13.62%
COUNTRY	1,047,500 (28)	1,587,100 (252)	2,634,600 (533)	11.79%
BTFM MUSIC	97,700 (25)	2,364,300 (182)	2,462,000 (207)	11.02%
AOR	8,100 (8)	2,395,100 (194)	2,403,200 (202)	10.76%
BLACK/URBAN	689,600 (115)	1,570,600 (86)	2,260,200 (201)	10.12%
NEWS/TALK	1,884,100 (122)	40,400 (2)	1,924,500 (124)	8.61%
MOR/VARIETY	1,544,500 (250)	89,400 (12)	1,633,900 (262)	7.31%
NOSTALGIA	838,300 (148)	84,800 (14)	923,100 (162)	4.13%
SPANISH	465,500 (55)	106,700 (15)	572,200 (70)	2.56%
RELIGION/GOSPEL	277,200 (154)	117,000 (66)	394,200 (220)	1.76%
CLASSICAL	25,300 (9)	243,400 (27)	268,700 (36)	1.20%
UNKNOWN/OTHERS	26,000 (32)	26,600 (28)	52,600 (60)	0.24%
<b>TOTALS</b>	<b>7,876,100 (1430)</b>	<b>14,465,300 (1437)</b>	<b>22,341,400 (2867)</b>	

\*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>83</u>	<u>SPG</u> <u>82</u>	<u>SPG</u> <u>81</u>	<u>A/M</u> <u>80</u>	<u>A/M</u> <u>79</u>	<u>A/M</u> <u>78</u>	<u>A/M</u> <u>77</u>
CHR/TOP 40/CONT	4.68%	23.50%	16.87%	---	---	---	---	---	---	---
AC/SOFT/OLDIES	7.68	16.87	13.62	11.65	---	---	---	---	---	---
COUNTRY	13.30	10.97	11.79	12.63	12.57	12.12	10.26	9.61	9.27	9.32
BTFM MUSIC	1.24	18.21	11.02	11.30	11.76	14.61	15.58	16.08	16.71	17.66
AOR	1.03	16.56	10.76	---	---	---	---	---	---	---
BLACK/URBAN	8.76	10.86	10.12	10.52	11.67	9.07	9.76	9.75	7.33	6.64
NEWS/TALK	23.92	.28	8.61	9.32	9.35	9.13	9.68	9.67	8.75	9.26
MOR/VARIETY	19.61	.62	7.31	7.60	---	---	---	---	---	---
NOSTALGIA	10.64	.59	4.13	4.56	3.63	2.04	0.64	0.15	0.15	0.12
SPANISH	5.91	.74	2.56	2.32	2.29	2.12	2.02	2.18	1.73	1.88
RELIGION/GOSPEL	3.52	.81	1.76	1.64	1.44	1.23	1.24	1.05	1.20	0.89
CLASSICAL	.32	1.68	1.20	1.39	1.25	1.30	1.27	1.24	1.40	1.32
UNKNOWN/OTHERS	.33	.18	0.24	0.42	0.41	0.47	0.72	0.72	0.72	0.77

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

CHANGES SINCE SPRING 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/CONT	NA	NA	NA	NA
AC/SOFT/OLDIES	+17.8%	NA	+20.5%	+101 (+31.2%)
COUNTRY	-6.66%	+26.5%	-4.47%	-12 (-2.2%)
BTFM MUSIC	-2.48%	-37.6%	-0.27%	-23 (-1.0%)
AOR	NA	NA	NA	NA
BLACK/URBAN	-3.80%	+52.4%	-1.67%	+6 (-3.1%)
NEWS/TALK	-7.6%	+6%	-5.4%	+5 (+4.2%)
MOR/VARIETY	-3.8%	NA	-1.55%	-37 (-12.4%)
NOSTALGIA	-8.6%	+334%	-7.3%	-11 (-6.4%)
SPANISH	+10.34%	+36.2%	+12.82%	-1 (-1.4%)
RELIGION/GOSPEL	+7.3%	+97.8%	+10.11%	+19 (+9.5%)
CLASSICAL	-13.67%	-8.4%	-11.4%	0 (0)
UNKNOWN/OTHERS	0%	-68.8%	+1.9%	+14 (+30.4%)

BEST AND WORST MARKETS FOR VARIOUS FORMATS

CHR/TOP 40 (National Average: 16.87%)

BEAUTIFUL MUSIC (National Average: 11.02%)

<u>Highest</u>		<u>Lowest</u>					
1. Waterloo	39.8%	1. Flint	2.9%	1. Sarasota	33.4%	1. Tallahassee	0%
2. Terre Haute	36.0	2. Shreveport	5.3	2. Daytona Beach	20.1	Baton Rouge	0
3. Augusta	35.6	3. Dallas	6.2	3. Medford	19.0	Fargo	0
4. Roanoke	34.5	4. Allen-Beth-East	8.6	4. Bridgeport	18.7	Fayetteville	0
5. Bloomington	34.0	5. Detroit	9.2	5. Atlantic City	18.5	Duluth	0
6. Medford	33.8	6. Manchester	9.6	6. Cleveland	18.4	Des Moines	0
7. Huntsville	33.6	7. Philadelphia	9.8	7. Knoxville	17.6	Columbus, GA	0
8. Honolulu	33.4	Eugene	9.8	Tampa	17.6	Cedar Rapids	0
9. Casper	33.1	9. Cleveland	10.4	9. Peoria	17.5	Billings	0
10. Green Bay	32.3	Beaumont	10.4	10. West Palm Beach	17.2	10. Binghamton	0.6
				Canton	17.2		
				Manchester	17.2		

COUNTRY (National Average: 11.79%)

NEWS/TALK  
(Nat Avg: 8.61%)

MOR/VARIETY  
(Nat Avg: 7.31%)

<u>Highest</u>		<u>Lowest</u>					
1. Fargo	47.6%	1. Atlantic City	0.8%	1. St. Louis	23.3%	1. Bloomington	41.8%
2. Asheville	46.7	2. Boston	2.5	2. Philadelphia	19.5	2. Evansville	30.2
3. Huntington	46.6	3. New Haven	2.5	3. New York	18.1	3. Utica	26.6
4. Waco	45.0	4. Bridgeport	2.6	4. Providence	15.9	4. Cedar Rapids	24.1
5. Springfield,MO	44.6	5. Hartford	2.8	5. Los Angeles	14.8	Fort Wayne	24.1
6. JC/Kingsport	41.5	6. New York	3.2	6. West Palm	14.5	6. Lincoln	23.6
7. Billings	37.8	Philadelphia	3.2	7. San Francisco	14.4	7. Milwaukee	23.1
8. Pueblo	37.4	8. Manchester	3.5	8. Kansas City	13.7	8. Omaha	23.0
9. Amarillo	35.4	9. Worcester	3.6			Pittsburgh	23.0
10. Yakima	34.8	10. Springfield,MA	3.9			10. Hartford	22.3

AOR  
(Nat Avg: 10.76%)

BLACK/URBAN  
(Nat Avg: 10.12%)

AC/SOFT/OLDIES  
(Nat Avg: 13.62%)

SPANISH  
(Nat Avg: 2.56%)

1. Manchester	25.8%	1. Columbus, GA	37.8%	1. Springfield, MA	29.6%	1. McAllen-Browns	43.5%
2. Flint	22.7	2. Memphis	36.2	2. Billings	27.3	2. Corpus Christi	22.7
3. Canton	21.6	3. Macon	34.9	3. Reno	26.8	3. Miami	21.9
4. Anchorage	21.0	4. Charleston, SC	33.1	4. Manchester	25.8	4. El Paso	15.0
5. Knoxville	20.7	5. Jackson	32.2	5. Syracuse	25.4	5. Salinas	13.4
6. Des Moines	18.7	6. Savannah	31.1	6. Albuquerque	25.0	6. Bakersfield	9.1
7. Wilmington,NC	18.6	7. New Orleans	30.7	7. Madison	24.9	7. San Antonio	8.8
8. Austin	18.3	8. Mobile	28.2	8. Duluth	24.3	8. Los Angeles	8.3
9. Worcester	18.2	9. Fayetteville	27.9	9. Worcester	24.1	9. Fresno	8.1
10. Springfield,MA	17.8	10. Lafayette	27.4	10. Anchorage	23.9	10. Oxnard	7.1
Fresno	17.8						

RELIGION  
(Nat Avg: 1.76%)

CLASSICAL  
(Nat Avg: 1.20%)

NOSTALGIA  
(Nat Avg: 4.13%)

1. 1. Jackson	13.2%	1. Albuquerque	3.7%	1. NE PA	17.0%
2. Birmingham	12.0	2. San Francisco	3.6	2. South Bend	16.2
3. Augusta	10.5	3. Washington	3.5	3. Allen-Beth	13.6
4. Shreveport	8.9	4. Seattle	3.1	4. Sarasota	13.1
5. Huntsville	7.9	5. San Diego	2.8	5. Erie	12.5
6. Huntington	7.0	6. Denver	2.7	6. Daytona Beach	12.4
7. Greensboro	6.0	7. Chicago	2.5	7. Spring, MA	12.2
8. Tulsa	5.9	8. Phoenix	2.4	8. Steubenville	12.1
9. Lancaster	5.9	Miami	2.4	9. Tampa	12.0
10. JC/Kings	5.6	New York	2.4	10. Binghamton	11.2

NOTE: Format information for this section came from July and August editions of SRDS, the 1983 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 station'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 show 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) <u>1-10</u>	(6) <u>11-20</u>	(5) <u>21-50</u>	(4) <u>51-75</u>	(3) <u>76-100</u>	<u>101-150</u>	<u>150+</u>	S84 <u>TOT</u>	S83 <u>TOT</u>	S82 <u>TOT</u>	S81 <u>TOT</u>
1. Katz	7	9	25	13	13	10	7	84	(78)	(82)	(82)
2. Blair	9	6	20	7	10	8	5	65	(68)	(67)	(61)
3. Mc-Guild	9	6	15	6	12	16	7	71	(84)	(69)	(69)
4. Eastman	9	5	13	7	12	7	7	60	(53)	(57)	(69)
5. Torbet	5	8	10	4	4	12	7	50	(55)	(56)	(64)
6. Christal	3	5	13	5	9	5	2	42	(49)	(40)	(43)
7. HNW	4	4	11	-	6	10	5	40	(30)	(14)	(--)
8. Selcom	2	2	7	4	4	5	6	36	(37)	(34)	(27)
9. MMR	3	4	9	1	1	-	-	18	(18)	(19)	(23)
10. CBS Spot	8	3	1	-	-	-	-	12	(10)	(12)	(10)
Masla	2	3	1	1	1	2	2	12	(14)	(16)	(14)
12. CBS FM	4	1	2	-	-	1	1	9	(8)	(7)	(NA)
13. Republic	3	3	2	-	-	-	-	8	(14)	(8)	(6)
RAR	5	2	1	-	-	-	-	8	(NA)	(7)	(11)
15. Weiss	1	1	3	-	-	2	-	7	(4)	(-)	(-)
16. Roslin	-	-	-	-	-	2	2	4	(-)	(-)	(-)

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

	<u>1-10</u>	<u>11-20</u>	<u>21-50</u>	<u>51-75</u>	<u>76-100</u>	<u>101-150</u>	<u>150+</u>	S84 <u>TOT</u>	S83 <u>TOT</u>	S82 <u>TOT</u>	S81 <u>TOT</u>
1. Katz	-	1	8	6	9	9	7	40	(35)	(36)	(34)
2. Blair	2	1	7	2	5	3	5	25	(29)	(24)	(22)
3. Eastman	4	1	2	2	3	5	7	24	(21)	(20)	(21)
4. Mc-Guild	1	1	3	-	4	5	7	21	(21)	(24)	(23)
5. Torbet	-	1	3	-	-	7	6	17	(17)	(17)	(22)
6. Christal	1	-	4	1	2	3	2	13	(12)	(12)	(11)
7. HNW	-	-	1	-	1	4	5	11	(13)	(6)	(--)
8. Selcom	-	1	-	-	-	2	6	9	(6)	(9)	(7)
9. CBS Spot	-	3	1	-	-	-	-	4	(4)	(3)	(3)

RAR, Roslin - 3 stations

MMR, Masla - 2 stations

MUSIC SYNDICATORS AND CONSULTANTS

This table indicates how well the major music programmers and consultants are performing. The figures are based on 12+ Metro, 1/4 HR AVG, Broadcast Week. All 1/4 HR figures are in hundreds. A minimum of 5 stations is required before a syndicator/consultant can be included.

The data showing increases or decreases in share are comparisons with last Spring. They are based on 12+ Metro Share.

I did not receive a client list from Toby Arnold. The list I received from Primetime was incomplete so I did not include them in this table.

SYND/CONSULTANT	STATIONS	1/4 HR AVG LISTENERS	(+)	(-)	(=)	PERCENTAGE INCREASING
			STATIONS INCREASING	STATIONS DECREASING	STATIONS EQUAL	
1. Burkhart-Abrams	89	10,084	38	44	6	42.7%
2. Bonneville	70	9,354	30	39	1	42.9
3. Al Ham	65	4,208	28	36	1	43.1
4. Pollack	26	4,125	11	14	1	42.3
5. SRP	37	3,704	20	17	0	54.1
6. Drake-Chenault	74	3,376	46	27	1	62.2
7. TM	61	2,823	28	33	0	45.9
8. Churchill	15	2,132	9	5	1	60.0
9. Klemm	22	1,679	10	11	1	45.5
10. Fairwest	12	904	8	4	0	66.7
11. Century 21	37	838	16	21	0	43.2
12. Ron White	9	555	5	4	0	55.6
13. KalaMusic	7	453	2	4	1	28.6
14. Radio Arts	10	208	2	8	0	20.0

SYND/CONSULTANT	FORMAT	# of STATIONS	+	-	1/4 HR AVG	AVG PER STATION	SFG 84 SHARE	SFG 83 SHARE
		STATIONS	STATIONS	STATIONS	AVG	STATION	SHARE	SHARE
<u>Burkhart-Abrams</u>	AOR	50	21	24	6206	124	9.20	(8.14)
	CHR	12	8	3	1574	131	7.83	(8.22)
	COUNTRY	9	5	4	537	60	8.47	(8.93)
	AC	9	1	8	746	83	6.04	(7.00)
	OTHERS	9	3	5	1021	113	5.07	(5.70)
			89	38	44	10084		
<u>Bonneville</u>	BTFL	70	30	39	9354	134	8.18	( NA )
<u>Al Ham</u>	NOSTALGIA	65	28	36	4208	65	4.25	(4.47)
<u>Pollack*</u>	AOR	26	11	14	4125	159	8.04	(8.30)
* Totals include two CHR stations								
<u>SRP</u>	BTFL	37	20	17	3704	100	8.65	(9.00)
<u>Drake-Chenault</u>	CHR/CONTEMP	20	14	5	1043	52	10.44	(8.73)
	COUNTRY	28	18	10	1358	49	9.42	(8.36)
	NOST/MOR	13	7	6	375	29	3.45	(3.41)
	BLACK	8	5	3	523	65	11.20	(9.55)
	OLDIES	5	2	3	77	15	2.32	( NA )
			74	46	27	3376		
<u>TM</u>	CHR	18	7	11	712	40	9.34	(11.76)
	COUNTRY	14	9	5	733	52	9.62	(8.77)
	BTFL	14	6	8	914	65	7.13	(7.39)
	OTHERS	4	1	3	50	13	3.38	(4.00)
	BLACK	5	4	1	311	62	8.56	(6.14)
	AC	6	1	5	103	17	3.58	(6.17)
			61	28	33	2823		
<u>Churchill</u>	BTFL	12	6	5	2047	171	6.11	(6.85)
	OTHERS	3	3	0	85	28	7.37	(6.40)
		15	9	5	2132			
<u>Klemm</u>	VARIOUS	22	10	11	1679	76	9.02	( NA )
<u>Fairwest</u>	AC	12	8	4	904	75	6.71	(5.08)
<u>Century 21</u>	CHR	8	5	3	246	31	8.14	(9.27)
	COUNTRY	7	1	6	217	21	3.96	(5.90)
	AC	12	7	5	227	19	5.07	(5.94)
	MOR	5	1	4	82	16	3.04	( NA )
	OTHERS	5	2	3	66	13	2.94	(4.15)
			37	16	21	838		
<u>Ron White</u>	VARIOUS	9	5	4	555	62	12.09	( NA )
<u>KalaMusic</u>	BTFL	7	2	4	453	65	7.97	(6.90)
<u>Radio Arts</u>	VARIOUS	10	2	8	208	21	4.45	( NA )



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 April/May Birch.

<u>LEADING STATIONS</u>			<u>LEADING STATIONS</u>			<u>LEADING STATIONS</u>		
<u>12+ METRO SHARE</u>			<u>12+ MSA, 1/4 HR AVG</u>			<u>12+ MSA CUME</u>		
1. WERN-F	Madison	6.4	1. WGBH-F	Boston	178	1. WGBH-F	Boston	1972
2. WORT-F	Madison	5.5	2. KQED-F	San Fran	113	2. KUSC-F	Los Angeles	1610
3. WSHA-F	Raleigh	4.8	3. WEAA-F	Baltimore	102	3. WBUR-F	Boston	1363
4. WUNC-F	Raleigh	3.7	4. WBUR-F	Boston	101	4. WETA-F	Washington	1254
WCRF-F	Cleveland	3.7	5. WCRF-F	Cleveland	100	5. WNYC-F	New York	1227
6. WCSG-F	Grand Rapids	3.6	6. WETA-F	Washington	98	6. KQED-F	San Francisco	1067
WXXI-F	Rochester	3.6	7. WQED-F	Pittsburgh	89	7. WEAA-F	Baltimore	935
8. WHA	Madison	3.5	8. WRTI-F	Philadelphia	81	8. KSJN-F	Minn-SP	911
9. WEAA-F	Baltimore	3.0	9. KUSC-F	Los Angeles	68	9. WBEZ-F	Chicago	897
WGBH-F	Boston	3.0	10. KSJN-F	Minn-SP	65	10. KTSU-F	Houston	692
WKAR-F	Lansing	3.0	11. KWBI-F	Denver	62	11. WAMU-F	Washington	690
WHRO-F	Norfolk	3.0	WHRU-F	Norfolk	62	12. WQED-F	Pittsburgh	653
KNIS-F	Reno	3.0	13. WHY-F	Philadelphia	61	13. WCRF-F	Cleveland	627
14. WUOT-F	Knoxville	2.9	14. KERA-F	Dallas	53	14. WEBR	Buffalo	612
15. KMFA-F	Austin	2.8	15. KPFA-F	San Fran	52	15. KCFR-F	Denver	604
WMFE-F	Orlando	2.8	16. WBEZ-F	Chicago	51	16. WHY-F	Philadelphia	598
KUNR-F	Reno	2.8	KTIS-F	Minn-SP	51	17. WXXI-F	Rochester	588
18. WKNC-F	Raleigh	2.7	18. WNYC-F	New York	48	18. KTIS-F	Minn-SP	571
19. KAZI-F	Austin	2.6	19. WMBI-F	Chicago	46			
WQED-F	Pittsburgh	2.6	WXXI-F	Rochester	46			

<u>STATION/MARKET/LICENSEE</u>	<u>D/J</u>	<u>J/F</u>	<u>F/M</u>	<u>M/A</u>	<u>A/M</u>	<u>1/4 HOUR AVG</u>	<u>WEEKLY CUME</u>	<u>CUME RATING</u>
WMHT-F	Schenectady	---	---	---	.9	2.0	271	4.0
WRAS-F	Atlanta	Georgia State U	1.1	1.0	1.2	1.1	369	2.0
WABE-F	Atlanta		1.2	1.6	1.5	1.0	402	2.2
WCLK-F	Atlanta	Clark College	1.6	1.6	2.1	1.4	.9	2.9
KAZI-F	Austin		1.3	1.1	2.1	2.7	2.6	5.0
KMFA-F	Austin		3.6	3.3	3.3	3.3	2.8	6.3
KUT-F	Austin	U of Texas	1.9	2.2	2.5	2.5	2.4	6.9
WEAA-F	Baltimore	Morgan State U	1.8	1.5	.5	1.6	3.0	5.0
WBUR-F	Boston	Boston U	1.6	1.6	1.5	1.3	1.7	4.4
WGBH-F	Boston		2.4	2.0	2.2	2.3	3.0	6.3
WEBR	Buffalo		2.1	2.6	2.3	2.0	2.5	6.0
WNED-F	Buffalo		2.4	1.3	1.0	1.5	1.4	3.9
WDAV-F	Charlotte	Davidson	---	---	---	1.5	1.3	1.8
WBEZ-F	Chicago		.4	.4	.3	.4	.5	1.4
WMBI-F	Chicago	Moody	.9	2.1	2.5	1.3	.4	4.2
WXVU-F	Cincinnati	Xavier	1.6	1.2	.8	.9	.8	3.4
WCRF-F	Cleveland	Moody	2.0	2.1	1.9	2.7	3.7	4.1
KERA-F	Dallas		.3	.6	.5	.6	1.0	1.3
WDLM-F	Daven-Moline	Moody	3.2	2.2	2.9	2.9	.8	1.4
KCFR-F	Denver	U of Denver	2.0	2.4	2.0	1.6	.9	4.1
KWBI-F	Denver	Western Bible Col.	.5	1.9	2.2	1.4	2.1	3.1
WDET-F	Detroit	Wayne State	.6	.9	.4	.3	.3	1.4
WOI-F	Des Moines	Iowa State U	2.7	3.1	3.2	2.2	1.4	2.9
WCSG-F	Gr Rapids	GR Baptist Col	1.0	.9	1.4	2.9	3.6	5.1
WVGR-F	Gr Rapids	Univ of Mich	2.8	2.9	1.2	1.1	2.5	5.0
WITF-F	Harrisburg		3.0	2.0	1.6	1.7	2.0	10
WFCR-F	Hartford	Amherst	1.0	.8	.7	1.2	2.0	30
KTSU-F	Houston	Texas Southern	.7	1.4	1.2	.9	.7	40
KUHF-F	Houston	U of Houston	---	.4	.4	.5	.8	45

STATION/MARKET/LICENSE	D/I	J/F	V/H	M/A	A/H	1/2 HOUR AVG	WEEKLY CUME	CUME RATING
WIAN-F Indy	1.2	1.2	1.2	.9	.7	11	156	1.6
WJCF-F Jacksonville	2.2	1.6	1.2	1.8	1.5	17	239	3.7
WCFB-F Kansas City	.9	1.6	1.3	.9	.7	13	172	1.5
WUOF-F Knoxville	2.2	1.8	1.3	1.7	2.9	26	165	4.0
WZLW-F Lansing	5.0	6.7	3.6	3.9	3.0	24	271	6.9
WBYF-F Lexington	2.0	2.0	1.9	1.6	1.6	6	101	3.7
WLBZ-F Little Rock	2.3	2.0	1.7	1.1	1.2	7	112	3.4
WUCF-F Los Angeles	.8	.6	.5	.6	.6	68	1610	2.0
WVOL-F Louisville	.2	.5	.8	.8	.5	5	105	1.4
WBCB-F Memphis	1.3	1.2	1.5	1.7	1.6	23	260	3.4
WCBF-F Miami	---	---	1.6	.9	.9	41	236	.9
WISN-F Milwaukee	.6	.7	.7	1.1	1.2	24	321	2.4
WISN-TV Milwaukee	1.1	.9	.8	.9	.8	17	245	1.9
WISN-F Minneapolis	3.6	3.6	3.3	2.8	2.1	65	911	4.8
WISN-TV Minneapolis	1.5	1.9	1.6	1.5	1.4	51	571	2.8
WISN-F Montgomery	1.2	1.3	1.2	1.0	1.0	3	63	2.7
WFLN-F Nashville	1.8	1.0	.6	.9	1.4	17	220	2.9
WTRF-F New Orleans	1.4	1.3	1.0	1.3	1.4	27	385	3.8
WVBC-F New Orleans	1.5	1.5	1.5	2.1	2.1	38	410	4.1
WNYC-F New York	.8	.5	.2	.2	.2	48	1227	.9
WROR-F Norfolk	1.6	2.2	2.3	2.8	3.0	62	418	4.3
WROR-TV Norfolk	0.1	1.7	2.0	2.7	2.6	34	266	4.0
WWSB-F Pensacola	---	---	---	2.3	2.1	9	121	4.8
WBYW-F Philadelphia	.4	.6	1.2	1.1	1.0	61	598	1.5
WPTZ-F Philadelphia	.3	.2	.6	1.7	1.3	81	465	1.2
WPHB-F Pittsburgh	1.3	1.6	1.4	2.1	2.6	89	653	3.4
WPCB-F Phoenix	1.0	1.9	2.1	1.5	1.2	38	399	2.8
WRDZ-F Raleigh	1.7	2.7	3.1	2.3	2.3	19	214	4.4
WRNC-F Raleigh	1.3	1.9	1.7	2.7	2.7	22	251	5.2
WRHA-F Raleigh	4.3	3.6	5.2	6.9	4.8	40	315	6.5
WRDZ-TV Raleigh	3.2	2.6	5.0	5.1	3.7	31	348	7.2
WRDZ-F Reno	3.1	2.3	2.2	2.0	3.0	8	63	3.3
WRNV-F Reno	2.3	2.7	2.8	2.4	2.8	7	108	5.7
WRNV-TV Reno	2.1	2.3	2.8	3.3	2.5	25	257	4.6
WRNV-F Rochester	5.0	4.8	4.5	4.2	3.6	46	588	7.2
WRNV-TV Rochester	1.8	1.3	1.4	2.0	1.7	29	279	2.7
WRNB-F St. Louis	.7	.7	1.6	1.8	.7	21	333	1.7
WRNB-TV St. Louis	.9	.9	.9	1.4	1.5	19	276	3.6
WRUT-F Salt Lake	.6	1.3	1.1	.6	.9	11	205	2.7
WRUT-TV Salt Lake	2	.2	.8	1.2	1.1	23	90	1.0
WRFB-F San Diego	1.0	.7	1.6	1.4	1.0	33	444	2.6
WRFB-TV San Diego	.6	.7	.3	.4	.6	52	452	1.0
WRFB-F San Fran	.8	.6	.7	1.2	1.2	113	1067	2.3
WRFB-TV San Fran	1.2	.3	.5	.8	.6	21	230	1.2
WRFB-F Seattle	1.1	1.1	.9	.9	.9	29	447	2.4
WRFB-TV Seattle	1.2	.9	1.2	2.1	1.5	15	198	3.7
WRFB-F Syracuse	.8	.9	1.4	1.4	1.5	15	187	3.5
WRFB-TV Syracuse	1.0	1.1	.8	1.2	1.2	35	412	2.8
WRFB-F Tampa	1.6	1.3	.8	1.4	1.1	32	356	2.4
WRFB-TV Tampa	1.7	1.5	1.5	1.9	1.5	17	177	2.7
WRFB-F Toledo	1.3	1.4	1.5	1.3	.6	8	189	3.1
WRFB-TV Toledo	---	.7	.8	.8	1.3	5	44	1.7
WRFB-F Washington	1.0	1.5	1.7	1.1	.9	42	690	2.6
WRFB-TV Washington	2.7	2.2	1.6	1.8	2.0	98	1254	4.8
WRFB-F Washington	.3	.7	.5	.2	.7	35	477	1.8
WRFB-TV Washington	1.8	2.3	2.8	2.9	1.9	17	128	2.9
WRFB-F West Palm	1.1	1.8	2.0	1.8	2.1	19	171	2.2
WRFB-TV West Palm	6.0	5.7	5.9	6.3	6.4	26	308	10.8
WRFB-F Wichita	4.1	4.5	3.9	3.7	3.5	14	192	6.7
WRFB-TV Wichita	1.8	1.2	1.1	2.5	2.5	10	71	2.5
WRFB-F Wichita	4.4	4.9	5.4	6.1	5.5	23	313	11.0
WRFB-TV Wichita	1.4	1.3	1.2	1.2	2.0	26	218	3.0
WRFB-F Wichita	1.0	1.3	2.0	1.8	1.3	28	358	3.3
WRFB-TV Wichita	1.4	1.1	1.1	3.0	2.0	31	108	1.2
WRFB-F Wichita	---	---	---	2.9	1.8	22	292	5.3
WRFB-TV Wichita	---	.8	1.1	1.0	.9	6	173	4.9
WRFB-F Wichita	---	---	.3	.6	.5	4	119	3.4
WRFB-TV Wichita	---	.2	.7	1.0	1.0	7	77	2.2
WRFB-F Wichita	---	---	---	1.6	.9	6	96	2.2
WRFB-TV Wichita	---	---	---	---	---	---	---	---
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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 SRDS rank) is then divided into the STATION AVERAGE. This figure is then divided by the RANKING AVERAGE, 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

GROUPS MAKING FIRST APPEARANCE IN RANKINGS: Brill, Home News, Knight, Ives, Parker, Price Communications, Shamrock Communications, CRB, DKB, Henry, and Brown.

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:

Amaturo	Sudbrink
Liggett	Plough
Storz	

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

Bemis	Statewide
Cascade	Willis
Jacor	All Pro

AMERICA'S LEADING GROUPS (DUNCAN'S FORMULA)

(SPG 82) <u>RANK</u>	(SPG 83) <u>RANK</u>	<u>RANK</u>	<u>GROUP</u>	<u>TOTAL LISTENERS</u>	<u>STATIONS</u>	<u>STATION AVERAGE</u>	<u>MARKET AVERAGE</u>	<u>RANK AVERAGE</u>	<u>STATION INDEX</u>	<u>GROUP INDEX</u>
(2)	(2)	1.	CBS	7903	13	608	5.0	6.3	19.302	250.921
(1)	(1)	2.	ABC	7778	12	648	4.9	7.1	18.626	223.512
(3)	(4)	3.	NBC	4710	8	589	4.3	6.6	20.754	166.032
(4)	(3)	4.	Westinghouse	5396	10	540	8.8	5.1	12.032	120.321
(5)	(6)	5.	Metromedia	5219	12	435	8.0	9.8	5.548	66.582
(6)	(5)	6.	RKO	5051	11	459	8.2	11.1	5.043	55.471
(10)	(9)	7.	Gannett	4858	14	347	11.7	9.9	2.996	41.941
(11)	(10)	8.	Capital Cities	5163	12	430	12.5	10.2	3.373	40.471
(7)	(7)	9.	Bonneville	4043	12	337	13.7	10.3	2.478	29.744
(9)	(11)	10.	Greater Media	2525	10	253	6.7	14.8	2.551	25.514
(13)	(12)	11.	Taft	2693	11	245	23.2	4.6	2.296	25.253
(15)	(13)	12.	Doubleday	2388	7	341	10.6	9.3	3.459	24.214
(12)	(15)	13.	Infinity	3631	11	330	13.4	13.4	1.838	20.216
(25)	(25)	14.	Malrite	3758	11	342	15.5	12.3	1.794	19.732
(8)	(8)	15.	Inner City	1602	7	229	3.1	28.4	2.601	18.208
(17)	(16)	16.	Cox	2901	12	242	18.1	10.2	1.311	15.730
(28)	(26)	17.	Outlet	1220	5	244	6.0	15.6	2.606	13.034
(19)	(22)	18.	Viacom	1885	6	314	11.7	12.8	2.097	12.580
(23)	(23)	19.	LIN	1961	10	196	17.4	9.5	1.186	11.857
(45)	(28)	20.	Shamrock-Disney	1415	7	202	11.0	11.0	1.669	11.686
(32)	(32)	21.	Harte-Hanks	2100	9	233	26.8	6.9	1.260	11.340
(--)	(17)	22.	Blair	1840	8	230	17.0	10.1	1.340	10.716
(21)	(27)	23.	Golden West	1270	5	254	10.0	12.4	2.048	10.242
(30)	(21)	24.	Tribune Co.	2496	5	499	34.8	7.2	1.992	9.958
(38)	(35)	25.	Heftel	1269	5	254	35.2	3.8	1.899	9.495
(27)	(24)	26.	Gulf	1630	8	204	17.1	10.3	1.158	9.266
(24)	(29)	27.	First Media	1666	8	208	17.1	10.8	1.126	9.010
(18)	(20)	28.	Hearst	1197	6	200	19.3	7.8	1.329	7.971
(20)	(30)	29.	Unity	982	5	196	7.4	19.0	1.394	6.970
(--)	(--)	30.	DKG	1622	11	147	27.3	8.5	.633	6.968
(47)	(45)	31.	Jefferson-Pilot	898	7	128	21.7	12.4	.476	6.597
(33)	(39)	32.	Katz	1735	10	174	69.0	4.1	.615	6.150
(41)	(37)	33.	Susquehanna	2044	13	157	37.2	9.4	.449	5.837
(34)	(38)	34.	United	1112	9	124	10.4	18.4	.648	5.832
(54)	(42)	35.	Sandusky	1028	7	147	19.7	9.6	.777	5.441
(35)	(31)	36.	Nationwide	1221	7	174	31.7	7.1	.773	5.412
(31)	(--)	37.	Metroplex	711	7	102	82.3	5.7	.217	5.116
(44)	(34)	38.	Entercom	1087	8	136	13.6	13.7	.730	5.109
(42)	(33)	39.	EZ	1112	6	185	24.2	9	.849	5.096
(43)	(43)	40.	BENI	1254	9	139	24.9	9.9	.564	5.075
(36)	(40)	41.	Group One	1140	8	143	34.5	8.9	.466	3.726
(37)	(36)	42.	Scripps-Howard	1066	7	153	28.0	10.4	.525	3.678
(48)	(47)	43.	Josephson	898	7	128	21.7	12.4	.476	3.330
(--)	(--)	44.	Keymarket/Firstcom	946	6	158	87.2	3.7	.480	2.938
(51)	(49)	45.	Capitol-WRAL	1044	8	131	63.9	6.1	.336	2.689
(--)	(52)	46.	Summit	1081	8	135	65.5	6.4	.322	2.576
(--)	(--)	47.	Booth	1278	9	142	65.3	8.0	.272	2.446
(--)	(--)	48.	Stoner	1213	12	101	119.2	4.3	.197	2.365
(49)	(46)	49.	Hubbard	831	5	166	71.0	5.0	.468	2.338
(51)	(--)	50.	Great Trails	767	8	96	32.8	10.4	.281	2.251
(39)	(44)	51.	Fairbanks	766	5	153	50.3	6.8	.447	2.237
(50)	(48)	52.	Affiliated	884	8	111	47.3	8.6	.273	2.183
(--)	(--)	53.	Henry	491	5	98	23.8	9.6	.429	2.145
(--)	(50)	54.	Multimedia	1176	13	98	100.4	5.5	.177	2.130
(--)	(--)	55.	Guy Gannett	962	7	137	64.1	7.6	.281	1.969
(--)	(--)	56.	Brown	736	6	123	45.3	8.3	.327	1.963
(--)	(51)	57.	Federated	926	7	132	84.9	5.6	.278	1.943

AMERICA'S LEADING GROUPS - 1/4 HOUR AVERAGE

(SPG 82)	(SPG 83)					
<u>RANK</u>	<u>RANK</u>	<u>RANK</u>	<u>GROUP</u>	<u>STATIONS</u>	<u>TOTAL</u>	<u>AVG PER STATION</u>
(2)	(2)	1.	CBS	13	7903	608
(1)	(1)	2.	ABC	12	7778	648
(3)	(3)	3.	Westinghouse	10	5396	540
(6)	(4)	4.	Capital Cities	12	5163	430
(5)	(7)	5.	Metromedia	12	5219	435
(4)	(6)	6.	RKO	11	5051	459
(9)	(9)	7.	Gannett	14	4858	347
(7)	(5)	8.	NBC	8	4710	589
(8)	(8)	9.	Bonneville	12	4043	337
(21)	(18)	10.	Malrite	11	3758	342
(10)	(10)	11.	Infinity	11	3631	330
(11)	(11)	12.	Cox	12	2901	242
(13)	(13)	13.	Taft	11	2693	245
(12)	(14)	14.	Greater Media	10	2525	253
(17)	(12)	15.	Tribune Co.	5	2496	499
(18)	(17)	16.	Doubleday	7	2388	341
(23)	(23)	17.	Harte-Hanks	9	2100	233
(24)	(22)	18.	Susquehanna	13	2044	157
(19)	(21)	19.	LIN	10	1961	196
(16)	(20)	20.	Viacom	6	1885	314
(--)	(19)	21.	Blair	8	1840	230
(25)	(30)	22.	Katz	10	1735	174
(26)	(27)	23.	First Media	8	1666	208
(20)	(24)	24.	Gulf	8	1630	204
(--)	(--)	25.	DKG	11	1622	147
(15)	(15)	26.	Inner City	7	1602	229
(29)	(25)	27.	Jefferson-Pilot	9	1553	173
(47)	(40)	28.	Shamrock-Disney	7	1415	202
(44)	(39)	29.	Booth	9	1278	142
(27)	(29)	30.	Golden West	5	1270	254
(48)	(41)	31.	Heftel	5	1269	254
(46)	(56)	32.	BENI	9	1254	139
(31)	(28)	33.	Nationwide	7	1221	174
(32)	(31)	34.	Outlet	5	1220	244
(63)	(48)	35.	Stoner	12	1213	101
(30)	(34)	36.	Hearst	6	1197	200
(37)	(35)	37.	Multimedia	12	1176	98
(34)	(36)	38.	Group One	8	1140	143
(57)	(33)	39.	EZ	6	1112	185
(36)	(47)		United	9	1112	124
(45)	(--)	41.	Metroplex	5	1105	221
(64)	(42)	42.	Entercom	8	1087	136
(52)	(46)	43.	Summit	8	1081	135
(42)	(38)	44.	Scripps-Howard	7	1066	153
(39)	(44)	45.	Capitol-WRAL	8	1044	131
(51)	(37)	46.	Sandusky	7	1028	147
(33)	(49)	47.	Unity	5	982	196
(53)	(50)	48.	Guy Gannett	7	962	137
(--)	(--)	49.	Keymarket/Firstcom	6	946	158
(66)	(52)	50.	Federated	7	926	132
(58)	(51)	51.	Josephson	7	898	128
(55)	(43)	52.	Park	13	888	68
(56)	(45)	53.	Affiliated	8	884	111
(74)	(67)	54.	Western Cities	8	876	110
(50)	(59)	55.	King	8	875	109
(75)	(54)	56.	Lotus	13	861	66
(--)	(58)	57.	Sky/Foster	9	847	94
(59)	(55)	58.	Hubbard	5	831	166
(--)	(--)	59.	Price	6	781	130
(76)	(57)	60.	Empire	10	772	77
(54)	(66)	61.	Great Trails	8	767	96
(82)	(74)		Beasley	9	767	85
(35)	(60)	63.	Fairbanks	5	766	153
(68)	(63)	64.	Beck-Ross	6	741	124
(--)	(--)	65.	Brown	6	736	123
(67)	(70)	66.	Associated	11	712	65
(49)	(62)	67.	Mid America	7	711	102
(--)	(--)	68.	Shamrock-Lynett	5	639	128
(112)	(92)		John Price	9	639	71
(80)	(78)	70.	Bloomington	7	630	90

(SPG 82)	(SPG 83)					
<u>RANK</u>	<u>RANK</u>	<u>RANK</u>	<u>GROUP</u>	<u>STATIONS</u>	<u>TOTAL</u>	<u>AVG PER STATION</u>
(78)	(79)	71.	Kaye-Smith	5	604	121
(79)	(68)	72.	Clear Channel	7	579	83
(81)	(71)	73.	Palmer	6	576	96
(84)	(76)	74.	Tichenor	5	568	114
(62)	(77)	75.	Insilco	5	562	112
(73)	(73)	76.	Sterling	9	558	62
(83)	(72)	77.	Buckley	8	553	69
(69)	(61)	78.	Bluegrass	6	542	90
(--)	(--)	79.	CRB	6	507	85
(88)	(75)	80.	Capitol-Johnson	6	502	84
(--)	(--)	81.	Henry	5	491	98
(100)	(98)	82.	Davis/Weaver	6	469	78
(91)	(94)	83.	Rollins	6	467	78
(--)	(--)	84.	Wilkes-Schwartz	6	467	78
(--)	(83)	85.	Surrey	5	457	91
(96)	(89)	86.	McKenna	6	451	75
(96)	(86)	87.	Abell	6	451	75
(85)	(81)	88.	Rivers	6	440	73
(--)	(--)	89.	Central Texas	7	444	63
(92)	(82)	90.	Manship	5	436	87
(93)	(91)	91.	Crawford	6	431	72
(--)	(--)	92.	Sconnix	5	423	85
(94)	(90)	93.	Stuart	5	410	82
(101)	(87)	94.	Hicks	5	357	71
(89)	(85)	95.	Regional	6	348	58
(86)	(95)	96.	Stauffer	6	345	58
(--)	(--)	97.	Rex	5	338	68
(99)	(99)	98.	Community Pacific	8	334	42
(107)	(97)	99.	Hatch	6	329	55
(87)	(93)	100.	Sunbelt	6	317	53
(95)	(96)	101.	Bahakel	9	313	35
(--)	(--)	102.	Fuller-Jeffrey	6	311	52
(--)	(--)	103.	Parker	5	305	61
(98)	(101)	104.	Midwest Family	8	281	35
(--)	(--)	105.	Knight	5	271	68
(--)	(--)	106.	Ives	5	270	54
(104)	(100)	107.	Peoria Journal Star	5	236	42
(--)	(103)	108.	Pacific Northwest	6	225	38
(109)	(102)	109.	Forward	5	214	43
(106)	(106)	110.	Harris	6	214	36
(--)	(--)	111.	Brill	6	213	36
(--)	(104)	112.	Woodward	6	199	33
(--)	(--)	113.	Home News	5	146	29
(--)	(107)	114.	Mortenson	5	141	28
(113)	(105)	115.	Walton	6	141	24
(--)	(--)	116.	Swaggert	5	107	21
(--)	(--)	117.	Universal	6	79	13

AMERICA'S LEADING GROUPS - WEEKLY 12+ CUME

<u>(SPG 82)</u>	<u>(SPG 83)</u>	<u>RANK</u>	<u>GROUP</u>	<u>TOTAL CUME</u>	<u>AVG PER STATION</u>
(2)	(1)	1.	CBS	13,700,500	1,059,300
(1)	(2)	2.	ABC	13,008,400	1,084,000
(3)	(3)	3.	Westinghouse	8,486,000	848,600
(4)	(4)	4.	NBC	8,224,700	1,028,100
(5)	(5)	5.	RKO	7,914,300	719,500
(6)	(7)	6.	Metromedia	7,547,600	629,000
(7)	(6)	7.	Capital Cities	7,454,400	621,200
(8)	(9)	8.	Gannett	6,620,000	472,900
(9)	(8)	9.	Bonneville	5,501,600	458,500
(23)	(17)	10.	Malrite	5,448,200	495,300
(12)	(11)	11.	Infinity	5,214,500	474,000
(10)	(10)	12.	Cox	4,779,700	400,000
(18)	(12)	13.	Doubleday	4,403,900	629,100
(17)	(14)	14.	Tribune Co.	3,750,000	750,000
(11)	(13)	15.	Greater Media	3,686,000	368,600
(13)	(15)	16.	Taft	3,617,200	328,800
(14)	(16)	17.	Inner City	2,996,800	428,100
(16)	(19)	18.	Viacom	2,825,300	470,900
(21)	(21)	19.	LIN	2,821,600	282,100
(22)	(23)	20.	First Media	2,772,700	346,600
(24)	(25)	21.	Harte-Hanks	2,692,900	299,200
(--)	(20)	22.	Blair	2,631,300	328,900
(32)	(30)	23.	Susquehanna	2,593,100	199,500
(25)	(28)	24.	Gulf	2,351,800	294,000
(26)	(24)	25.	Jefferson-Pilot	2,326,900	258,500
(--)	(--)	26.	DKG	2,230,000	202,700
(29)	(27)	27.	Outlet	2,197,800	439,600
(31)	(33)	28.	Katz	2,155,000	215,500
(40)	(37)	29.	Shamrock-Disney	2,019,600	288,500
(28)	(31)	30.	Hearst	1,859,900	310,000
(41)	(42)	31.	Heftel	1,850,900	370,200
(45)	(39)	32.	Booth	1,800,000	200,000
(20)	(22)	33.	Golden West	1,768,500	353,700
(30)	(29)	34.	Nationwide	1,721,600	245,900
(44)	(32)	35.	Sandusky	1,695,300	242,200
(34)	(48)	36.	United	1,655,000	183,900
(--)	(36)	37.	EZ	1,629,800	271,600
(--)	(45)	38.	Entercom	1,618,800	202,400
(49)	(41)	39.	Capitol-WRAL	1,542,000	192,800
(43)	(43)	40.	Guy Gannett	1,532,500	218,900
(39)	(34)	41.	Group One	1,529,600	191,200
(--)	(--)	42.	BENI	1,525,900	169,500
(46)	(--)	43.	Metroplex	1,523,400	304,600
(37)	(35)	44.	Multimedia	1,513,000	126,100
(36)	(46)	45.	King	1,504,100	188,000
(47)	(40)	46.	Scripps-Howard	1,437,600	205,400
(--)	(--)	47.	Stoner	1,399,800	116,700
(--)	(47)	48.	Josephson	1,388,300	198,300
(--)	(--)	49.	Western Cities	1,350,600	168,800
(48)	(--)	50.	Unity-NBN	1,310,300	262,100

NOTE: These figures are not in hundreds

MAJOR GROUP OWNERS

		TSA	TSA	TSA	MKT			TSA	TSA	TSA	MKT	
		AQH	CUME	RANK	#	FORMAT		AQH	CUME	RANK	#	FORMAT
<u>ABC</u> (Ben Hoberman)							<u>BECK-ROSS</u> (Martin Beck)					
WABC NY	779	17197	16	1	Talk	WKTZ Jkville	7	161	17	50		BTFL
WPLJ-F NY	1244	23512	4	1	CHR	WKZF-F Jkville	166	1499	2	50		BTFL
WLS Chi	758	16635	3	3	CHR	WKMF Flint	26	469	14	98		Country
WLS-F Chi	453	9329	11	3	CHR/AOR	WCZF-F Flint	58	619	8	98		AC
KGO SF	907	10679	1	5	Talk	WHCN-F Hartford	178	3190	4	35		AOR
KSRR-F Hou	421	5666	4	8	AOR	WBLI-F Long Is.	306	3151	2	9		CHR
KABC LA	1275	15171	2	2	Talk							
KLOS-F LA	754	12211	4	2	AOR	<u>BLAIR</u> (Jim Hilliard)						
WRIF-F Detr	406	7239	4	6	AOR	WHDH Boston	463	6524	5	7		MOR
WMAL Wash	372	4647	5	9	MOR	WCOZ-F Boston	189	4465	16	7		AC/Contemp
WRQX-F Wash	379	6902	4	9	CHR	WFLA Tampa	106	1939	14	20		MOR
KIXX-F Dallas	30	896	27	10	AC	WFLA-F Tampa	123	1536	10	20		AC
						KVIL Dallas	41	689	24	10		AC
<u>ABELL</u> (Steve Seymour)						KVIL-F Dallas	488	5700	2	10		AC
WMAR-F Balt	130	2669	11	16	CHR	WIBC Indy	314	3138	3	31		MOR
WDOQ-F Day Beach	40	542	5	147	CHR	WNAP-F Indy	116	2322	7	31		CHR
WTJZ Norfolk	22	425	19	30	Nost							
WNYZ-F Norfolk	179	2313	5	30	CHR	<u>BLOOMINGTON</u> (Tim Ives)						
WCRJ Jkville	5	109	20	50	Country	WJCW JC/Kings	58	576	4	99		Country
WCRJ-F Jkville	75	956	8	50	Country	WQUT JC/Kings	218	2369	1	99		CHR
						WJBC Bloom,IL	73	683	1	270		MOR
<u>AFFILIATED</u> (John Guaggio)						WNBQ-F Bloom,IL	44	569	2	270		CHR
WOKV Jkville	42	513	10	50	News/Talk	WGOV Chatta	28	532	10	101		AC
WAIV-F Jkville	116	1636	5	50	AC	WSKZ-F Chatta	168	2091	1	101		CHR
KRAK Sacra	218	2489	1	32	Country	WKIQ-F Gr. Rap.	41	805	14	74		Contemp
KSKK-F Sacra	94	1224	12	32	Country							
KMPS Seattle	89	1447	19	18(app)	Country	<u>BLUEGRASS</u>						
KMFS-F Seattle	144	1727	13	18(app)	Country	WHOO Orl	49	714	15	49		Country
WHYN Spr,MA	83	1306	6	89	AC	WH00-F Orl	68	1089	12	49		Country
WHYN-F Spr,MA	98	1397	3	89	AC	WVLK Lex	54	948	5	126		AC
						WVLF-F Lex	210	2266	1	126		Country
Others: WFAS A/F (White Plains, NY)						WWSA Savan	14	201	10	174		MOR
						WCIY-F Savan	147	1448	1	174		Country
<u>ASSOCIATED</u> (Myles Berkman)												
WTYM Tampa		DID NOT SHOW				<u>BONNEVILLE</u> (Arch Madsen)						
WNYS Buff	11	259	19	29	CHR	KBIG-F LA	801	10009	3	2		BTFL
WNYS-F Buff	118	2062	10	29	CHR	KOIT SF	31	1196	42	5		BTFL
WPXY Roch	24	581	12	37	CHR	KOIT-F SF	260	3415	11	5		BTFL
WPXY-F Roch	115	2197	7	37	CHR	WCLR-F Chi	499	8295	10	3		AC
WPIT Pitt	15	318	28	13	Religion	KMBZ KC	90	1548	14	25		News
WPIT-F Pitt	50	807	17	13	Religion	KMBR-F KC	256	2458	2	25		BTFL
WPGR Phil	23	351	29	4	Oldies	WRFM-F NY	1018	11019	9	1		BTFL
WSNI-F Phil	306	4788	13	4	AC	KSL SLC	180	2989	2	38		MOR
WSTV Steuben	20	268	3	217	Nostalgia	KIRO Sea	310	5095	1	18(app)		News
WRKY-F Steuben	30	497	1	217	CHR	KSEA-F Sea	187	2591	7	18(app)		BTFL
						KAMM Dallas	97	1310	17	10		Oldies
<u>BAHAKEL</u> (Cy Bahakel)						KAFM-F Dallas	314	5091	6	10		CHR
KXEL Water-CF	35	394	5	216	Country							
KCNB-F Water-CF	28	494	6	216	CHR	<u>BOOTH</u> (John Booth II, Ralph Booth)						
WDOD Chatta	42	642	8	101	Country	WSAI Cinci	56	1090	16	22		Country
WDOD-F Chatta	114	1404	3	101	Country	WKQF-F Cinci	130	1805	11	22		Country
WKIN JC/Kings	10	244	14	99	Country	WKMG-F S. Bend	29	550	11	166		AC
WZXY-F JC/Kings	16	285	10	99	AOR	WJLB-F Detr	431	5809	3	6		Black
WVOD Lynch	7	92	11	232	Country	WSGW Saginaw	89	1092	6	104		MOR
WKZZ-F Lynch	25	304	5	232	CHR	WIOG-G Saginaw	103	1489	5	104		CHR
WKTM-F Char,SC	36	620	11	96	AOR	WTOD Toledo	62	644	9	73		Country
						WKLK-F Toledo	111	1351	6	73		Country
Others: WLBJ A/F (Bowling Green, KY);						WLTF-F Cleve	267	4170	5	18		AC
WABG (Greenwood, MS)												
<u>BEASLEY</u> (George Beasley)						<u>BRILL</u> (Alan Brill)						
WGAC Augusta	24	389	8	117	MOR	KQWB Fargo	23	362	7	236		AC
WMOO Mobile	19	232	14	95	Gospel	KQNB-F Fargo	48	569	3	236		AOR
WBLX-F Mobile	181	1483	1	95	Black	WEBC Duluth	42	937	5	157		AC
WDMT-F Cleve	142	2290	12	18	Urban	WAVC-F Duluth	56	607	2	157		Country
WXTU-F Phila	242	2545	16	4	Country	WHUM Duluth	26	446	4	130		Country
WFAI Fayette	24	303	9	163	Country	WPVA-F Richmond	18	160	13	48		Country
WTIP Char, WV	12	157	9	152	Nostalgia							
WVSR-F Char,WV	58	656	4	152	CHR							
WYNG-F Evans	65	592	4	148	Country							
						Others: KLIK, KTKY-F (Jefferson City, MO)						
Others: WFMC, WOKN-F (Goldsboro, NC)						WYNT (Petersburg, VA)						
WMO-F (Reidsville, NC)												



		TSA	TSA	TSA	MKT			TSA	TSA	TSA	MKT		
		AQH	CUME	RANK	#	FORMAT		AQH	CUME	RANK	#	FORMAT	
<b>BROWN</b>													
<b>BROWN</b> (Robert Hosking)													
KYNO	Fresno	35	569	12	85	Nostalgia	WCBS	NY	1112	21903	6	1	News
KYNO-F	Fresno	103	1496	5	85	CHR	WCBS-F	NY	906	14826	11	1	Oldies
KPQP	San Die	119	1184	9	19	Nostalgia	KNX	LA	637	11604	7	2	News
KGB-F	San Die	226	2557	3	19	AOR	KKHR-F	LA	509	9918	9	2	CHR
KXOA	Sacra	68	847	16	32	Nost	WBDM	Chi	635	12773	6	3	News
KXOA-F	Sacra	185	2303	5	32	AC	WBDM-F	Chi	580	12359	8	3	CHR
<b>BENI</b> (Ragan Henry)													
WAOK	Atl	150	1963	10	15	Black	KNOX	St. Lou	825	9567	1	14	Talk/Variety
WBLZ-F	Cinci	149	1986	10	22	Black	KHTR-F	St. Lou	351	5354	2	14	CHR
WITB	Balt	160	1675	9	16	Nost	WCAU	Phil	516	8297	6	4	Talk/News
WPDQ	Jkville	77	882	7	64	Black	WCAU-F	Phil	588	11181	5	4	CHR
WJAS	Pitt	155	1706	12	13	Nost	WHTT-F	Boston	550	9011	3	7	CHR
WTLG-F	Indy	110	1078	8	31	Black	KCBS	SF	461	7282	3	5	News
WDIA	Memphis	149	2308	6	41	Black	KRQR-F	TX	233	3630	15	5	AOR
KDIA	SF	252	3038	13	5	Black	<b>CENTRAL TEXAS</b> (Dick Appenheimer)						
KLBB	Minn-SP	52	623	14	17	??	KDVE	Beau-PO	7	93	14	110	Religion
<b>BUCKLEY</b> (Richard Buckley)													
WDRC	Hartford	53	1189	19	35	Oldies	KQXY-F	Beau-PO	59	579	4	110	BTFL
WDRC-F	Hartford	156	3472	7	35	Contemp	WLCS	Baton R	14	410	14	89	CHR
KNAV-F	Monterey	60	976	5	136	AC	WQXY-F	Baton R	104	1403	3	89	AC
KKHI	A/F SF	172	2642	23	5	Classical	KIXL	Austin	10	165	15	81	Religion
WSEN	A/F Syra	50	721	9	71	Country	KHFI-F	Austin	115	1601	3	81	CHR
WYNZ	Port,M	41	454	7	193	Nostalgia	KBFM-F	McA-Brow	135	1470	2	87(app)	CHR
WYNZ-F	Port,M	21	430	12	193	AC	Others: KHEN, KFNE-F (Big Springs, TX)						
KGIL	A/F LA	DID NOT SHOW											
<b>CAPITAL CITIES</b> (Jim Arcara)													
WJR	Detr	1104	14573	1	6	MOR	<b>CLEAR CHANNEL</b> (John Barger)						
WHYT-F	Detr	354	7284	6	6	CHR	KTXC	Beau-PO	DID NOT SHOW				
KZLA	LA	38	986	42	2	Country	KHYS-F	Beau-PO	148	937	1	110	Black
KZLA-F	LA	347	5445	18	2	Country	WQAI	San Ant	122	1768	7	33	News/Talk
WPRO	Prov	126	2480	7	34	AC	KAJA-F	San Ant	129	1479	6	33	Country
WPRO-F	Prov	244	3685	3	34	CHR	KBBJ	Tulsa	34	460	11	66	Nostalgia
WKBW	Buff	135	2281	5	29	AC	KMOD-F	Tulsa	108	1298	7	66	AOR
WPAT	NY	448	7171	24	1	BTFL	KPEZ-F	Austin	38	539	8	81	BTFL
WPAT-F	NY	1026	13623	8	1	BTFL	<b>COMMUNITY PACIFIC</b>						
WBAP	Dall-FW	567	7691	1	10	Country	KZUN	Modesto	9	175	21	143	Country
KSCS-F	Dall-FW	343	4681	5	10	Country	KFIV-F	Modesto	52	490	7	143	AOR
WKHX-F	Atl	431	4644	2	15	Country	KTOM	Salinas	30	364	7	136	Country
<b>CASCADE</b> (David Jack)													
KUDY	Spok	5	115	16	119	Religion	KTOM-F	Salinas	24	316	11	136	Country
KICN-F	Spok	DID NOT SHOW											
KLIQ-F	Port,OR	7	173	26	26	Talk	KEED	Eugene	25	248	8	140	Country
KNTA	S. Cla/SJ	28	319	37	31	Spanish	KTNX	Anch	1	60	12	195	AC
KBIF	Fresno	DID NOT SHOW											
WSHO	New Or.	18	232	18	27	Religion	KGA	Spokane	73	956	4	119	Country
<b>CAPITOL</b> (Ken Johnson)													
WKSJ	Mobile	5	153	20	95	Country	KDRK-F	Spokane	120	1191	1	119	Country
WKSJ-F	Mobile	161	1563	3	95	Country	Others: KRDR (Gresham,OR); KGAA (Kirkland,WA)						
WCAW	Char,WV	57	645	5	152	Country	<b>COX</b> (William Schwartz)						
WVAF-F	Char,WV	88	1101	3	152	Contemp	WSB	Atl	249	4091	7	15	MOR
WVJF-F	Birm	118	1590	5	43	AC	WSB-F	Atl	178	3191	8	15	AC
WRKA-F	Louis	73	956	10	39	AC	WSOC	Char,NC	37	632	14	36	Nost
<b>CAPITOL</b> (James Goodman)													
WRAL-F	Raleigh	365	4801	1	77	AC	WSOC-F	Char,NC	425	4172	1	36	Country
WKEE	Hunt,WV	17	480	10	122	Country	WHIO	Dayton	135	2003	5	40	MOR
WKEE-F	Hunt,WV	110	1793	1	122	CHR	WHIO-F	Dayton	239	2761	1	40	BTFL
KISS-F	San Ant	119	1663	8	33	AOR	KFI	LA	443	8870	13	2	AC
WRNL	Richm	46	773	9	48	Country	KOST-F	LA	479	9011	11	2	AC
WRXL-F	Richm	129	1342	5	48	AOR	WIOD	Miami	172	2615	10	12	Talk
KBEQ-F	KC	191	3216	4	25	CHR	WAIH-F	Miami	198	3170	7	12	AC
WLWV-F	State/Char	67	1352	11	36	AC	WWSH-F	Phila	271	5209	15	4	CHR
<b>CRAWFORD</b> (Donald Crawford)													
WDJC-F	Birm	56	999	11	43	Religion	WAGO-F	Chi	75	2272	30	3	CHR
KBRT	LA	162	1793	34	2	Religion							
WYCA-F	Chi	48	985	32	3	Religion							
WRUZ-F	Detr	56	926	26	6	Religion							
WDCX-F	Buff	32	471	15	29	Religion							
KPBC	Dallas	77	782	20	10	Religion							
Others: WDRV (Statesville,NC)													

	TSA	TSA	TSA	MKT			TSA	TSA	TSA	MKT		
	AQH	CUME	RANK	#	FORMAT		AQH	CUME	RANK	#	FORMAT	
<u>CRB</u> (Ed Rogoff)												
WHEZ	Hunt,WV	17	290	10	122	MOR						
WTCR-F	Hunt,WV	96	1232	2	122	Country						
WAEB	All-Beth	60	1092	8	70	AC						
WXKW-F	All-Beth	108	1098	4	70	Country						
WGR	Buffalo	107	2167	11	29	MOR/AC						
WGRQ-F	Buffalo	119	2048	9	29	AOR						
<u>DAVIS &amp; WEAVER</u>												
KARM	Fresno	18	393	21	85	Oldies						
KFIG-F	Fresno	40	713	10	85	AC						
KLOK	SJ	113	2238	16	31	AC/MOR						
KLOK-F	SF	188	3015	22	5	AC						
KWIZ	Anaheim	32	664	27	14	AC						
KWIZ-F	Anaheim	78	1018	14	14	AC						
<u>DKG</u> (Jim Wesley)												
WPTR	Albany	75	883	10	46	Country						
WFLY-F	Albany	97	1651	6	46	CHR						
WPLO	Atlanta	90	1564	13	15	Country						
WVEE-F	Atlanta	326	3639	4	15	Urban						
WCAO	Balt	180	2392	8	16	Country						
WKYV-F	Balt	206	2449	7	16	Urban						
WKDJ	Memphis	96	1558	10	41	Black						
WHRK-F	Memphis	150	2617	5	41	Urban						
WZNE-F	Tampa	195	2957	6	20	CHR						
WMLX	Cinci	57	655	15	22	Nost						
WUBE-F	Cinci	150	1935	9	22	Country						
Others: WEOK, WPDH-F (Poughkeepsie,NY)												
<u>DOUBLEDAY</u> (Gary Stevens)												
WAPP-F	NY	824	14559	15	1	AOR						
KDWB	Minn-SP	60	1863	14	17	CHR						
KDWB-F	Minn-SP	195	4273	7	17	CHR						
KPKF-F	Denver	230	3327	2	21	CHR						
WLLZ-F	Detr	348	6390	7	6	AOR						
WAVA-F	Wash	317	6048	7	9	CHR						
WMET-F	Chi	414	7579	13	3	AOR						
<u>ENTERCOM</u> (Joseph Field)												
KITS-F	SF	201	4551	19	5	CHR						
KKSS	Minn-SP		DID NOT SHOW									
WAYL-F	Minn-SP	258	3194	5	17	BTFL						
KLEF-F	Houston	72	1359	19	8	Class						
KTAC	Tac/Sea	40	812	24	18(app)	AC						
KBRD-F	Tac/Sea	252	2746	2	18(app)	BTFL						
WEEP	Pitt	101	1278	16	13	Country						
WDSY-F	Pitt	163	2248	11	13	Country						
<u>EZ</u> (Art Keller)												
WEZB-F	New Or	298	4255	2	27	CHR						
WEZC-F	Char,NC	137	1921	6	36	AC						
WBZZ-F	Pitt	340	4955	3	13	CHR						
WEZR-F	Wash	81	1624	19	9	AC						
WEZS-F	Richm	141	1777	3	48	AC						
WEZI-F	Miami	115	1766	21	12	AC						
<u>FAIRBANKS</u>												
WKOK	Boston		DID NOT SHOW									
WVBF-F	Boston	288	3989	10	7	AC						
WJNO	W. Palm	71	837	6	72	News/Talk						
WRMF-F	W. Palm	93	1170	5	72	AC						
KCMO	KC	202	2979	3	25	News/Talk						
KCMO-F	KC	112	1479	10	25	Country						
<u>FEDERATED</u> (John Dille,III)												
WYEZ-F	Elk/S.Bend	79	851	2	166	BTFL						
WQHK	F. Wayne	100	973	3	118	Country						
WMEE	F. Wayne	267	2926	1	118	CHR						
WCUZ	Gr Rap	54	1000	10	74	Country						
WCUZ-F	Gr Rap	141	1650	2	74	Country						
WKCY	Cinci	124	1544	13	22	News/Talk						
WWEZ-F	Cinci	161	2203	8	22	BTFL						
Others: WTRC (Elkhart, IN)												
<u>FIRST MEDIA</u> (Glenn Potter)												
KFMY-F	Provo/SLC	96	1686	6	38	CHR						
KFMK-F	Houston	220	3634	10	8	AC						
KOPA	Phoe	18	313	24	23	CHR						
KOPA-F	Phoe	127	2840	11	23	CHR						
WZGC-F	Atl	440	6701	1	15	CHR						
KUBE-F	Sea	232	3366	4	18(app)	CHR						
WUSN-F	Chi	334	4900	18	3	Country						
WFGC A/F	Wash	199	4287	12	9	AC						
Others: KDOT (Provo,UT)												
<u>FORWARD</u> (Richard Dudley)												
KWLO	Water	39	663	4	216	AC						
KFMW-F	Water	72	887	1	216	CHR						
KVOX	Fargo	16	207	8	236	Nostalgia						
KVOX-F	Fargo	26	370	5	236	Country						
WKAU A/F	App-Osh	61	1074	4	137	CHR						
<u>FULLER-JEFFREY</u> (Bob Fuller)												
KJYJ-F	Des M	40	591	8	113	Country						
WOKQ-F	Dover,NH	76	788	1	139	Country						
WBIM-F	Lewis/Port M	100	1373	2	193	AOR						
KCCY-F	Pueblo	45	436	1	168	Country						
KPOP-F	Sac/Rose	50	1066	17	32	CHR						
KRCX	Sac/Rose		DID NOT SHOW									
<u>GUY GANNETT</u> (Bob Gilbertson)												
WINZ	Miami	202	3145	6	12	News						
WINZ-F	Miami	392	6267	3	12	CHR						
KSTT	Daven-RI	27	655	10	109	Contemp						
WXLN-F	Daven-RI	102	1428	3	109	AOR						
KOFM-F	Okl City	112	2244	9	42	CHR						
WRKT A/F	Melb-Coc	31	370	6	145	Country						
WPLP	Tampa	96	1216	16	20	News						
<u>GANNETT</u> (Joe Dorton)												
KPRZ	LA	390	4593	15	2	Nostalgia						
KIIS-F	LA	1704	21836	1	2	CHR						
KSDO	SD	138	1821	6	19	News/Talk						
KSDO-F	SD	194	3038	4	19	CHR						
WWWE	Cleve	145	3487	11	18	MOR						
WDOK-F	Cleve	275	3277	4	18	BTFL						
WGCI	Chi	145	2248	25	3	Black						
WGCI-F	Chi	741	8749	4	3	Urban						
WLQV	Detr	41	750	27	6	Religion						
WCZY-F	Detr	306	5754	12	6	CHR						
KUSA	St. Lou	245	3527	5	14	Country						
KSD-F	St. Lou	217	3146	8	14	AC						
WIQI-F	Tampa	172	2350	8	20	AC						
WDAE	Tampa	145	1624	9	20	Nost						
<u>GOLDEN WEST</u> (Bill Ward)												
KMPC	LA	564	8168	8	2	Nost						
KVI	Seattle	124	2151	16	18(app)	Oldies						
KPLZ-F	Seattle	190	2612	6	18(app)	CHR						
WCXI	Detr	204	2328	14	6	Country						
WCXI-F	Detr	188	2426	16	6	Country						

		TSA	TSA	TSA	MKT		
		AQH	CUME	RANK	#	FORMAT	
<b>GREAT EMPIRE</b> (Mike Lynch, Mike Oatman)							
KFDI	Wichita	93	1127	3	106	Country	
KFDI-F	Wichita	95	1314	2	106	Country	
KWKJ	Shreve	87	1272	3	123	Country	
KROK-F	Shreve	35	711	10	123	CHR	
WOW	Omaha	133	2045	4	76	Country	
WOW-F	Omaha	69	750	7	76	Country	
KTTS	Spring,MO	36	551	5	143	Country	
KTTS-F	Spring,MO	139	1455	2	143	Country	
KBRQ	Denver	44	689	21	21	Country	
KBRQ-F	Denver	41	858	23	21	Country	

<b>GREAT TRAILS</b> (Alexander Williams)							
WCII	Louis	83	1326	8	39	Country	
WKJ-F	Louis	100	1555	6	39	AC	
WCOL	Colum,O	61	1001	12	28	AC	
WXT-F	Colum,O	226	3264	2	28	CHR	
HING	Dayton	67	1279	10	40	AC	
NGT	Dayton	104	1409	6	40	CHR	
WBGS	Milw	10	420	29	24	Country	
WBGS-F	Milw	116	1727	10	24	Country	

<b>GREATER MEDIA</b> (Herb McCord)							
WMJX-F	Boston	242	4380	14	7	AC	
WWRG	Wash	174	1991	14	9(app)	Talk/News	
WGAY-F	Wash	446	4861	1	9(app)	BTFL	
KHTZ-F	LA	304	5490	21	2	AC	
WHND	Detr	95	1412	22	6	Oldies	
WMJC-F	Detr	222	4598	13	6	AC	
WPEN	Phila	368	4419	12	5	Nost	
WMGK-F	Phila	512	8091	8	5	AC	
WCTO-F	Long Is	110	1001	16	9	BTFL	
WGSN	Long Is	52	617	27	9	MOR	

Others: WCTC, WMGQ-F (New Brunswick,NJ)

<b>GROUP ONE</b> (Roger Berk, Al Grosby)							
KLZ	Denver	161	2308	5	21	Country	
KAZY-F	Denver	125	2341	11	21	AOR	
WAKR	Akron	112	1620	3	67	MOR	
WAEZ-F	Akron	67	749	10	67	BTFL	
WONE	Dayton	136	1850	4	40	Country	
WTUE-F	Dayton	220	2406	2	40	AOR	
KMEZ	Dallas	21	443	29	10	BTFL	
KMEZ-F	Dallas	298	3579	7	10	BTFL	

<b>GULF</b> (Alan Henry)							
WNDE	Indy	59	1138	12	31	Oldies	
WFBQ-F	Indy	331	3678	2	31	AOR	
KTXQ-F	Dall-FW	237	4212	11	10	AOR	
WKLS	Atl	10	267	25	15	AOR	
WKLS-F	Atl	291	3925	6	15	AOR	
WQAL-F	Cleve	247	3068	6	18	BTFL	
KLTR-F	Hous	178	2757	12	8	AC	
WLTT-F	Wash	277	4473	8	9	AC	

<b>HARRIS</b> (Robert Wells)							
KTOP	Topeka	21	244	9	230	MOR	
KDVV-F	Topeka	39	526	4	230	CHR	
KSEL	Lubbock	18	404	8	178	AC	
KSEL-F	Lubbock	50	826	3	178	AC	
WACO	Waco	28	415	6	204	Country	
KH00-F	Waco	48	701	4	204	CHR	

Others: WJOL,WLLI-F (Joliet,IL)  
 KIUL (Garden City, KN)  
 KBUR,KGRS-F (Burlington,IA)  
 KFKA,KFKZ-F (Greeley,CO)

<b>HARTE-HIANKS</b> (Gary Eden)							
KOY	Phoe	131	2248	10	23	MOR/AC	
KQYT-F	Phoe	244	2578	3	23	BTFL	
WGSN	Birm	78	898	10	43	Nost	
WRBQ	Tampa	63	1119	18	20	CHR	
WRBQ-F	Tampa	407	5184	2	20	CHR	
KKBQ	Hous	127	2255	15	8	CHR	
KKBQ-F	Hous	614	7803	1	8	CHR	
WRVA	Richm	192	2343	2	48	MOR	
WRVQ-F	Richm	244	2501	1	48	CHR	

<b>HATCH</b> (Homer Peterson)							
KALL	Salt Lake	70	1102	9	38	MOR/AC	
KLCY-F	Salt Lake	100	1383	5	38	AC	
KGEM	Boise	37	513	6	195	Country	
KJOT-F	Boise	12	227	13	195	Country	
KGHL	Billings	82	667	1	286	Country	
KIDX-F	Billings	28	316	2	286	AC	

Others: KVEL, KUIN-F (Vernal,UT); KYSS A/F (Missoula,MT)  
 KUPI (Ammon,ID); KQPI-F (Idaho Falls, ID)

<b>HEARST</b>							
WBAL	Balt	310	3596	2	16	MOR	
WIFY-F	Balt	274	3525	4	16	AOR	
WISN	Milw	125	2390	9	24	MOR/AC	
WBTT-F	Milw	46	1368	16	24	CHR	
WTAE	Pitts	178	3298	10	13	MOR/AC	
WHTX-F	Pitts	264	4422	6	12	CHR	

<b>HEFTEL</b> (Chris Heftel)							
WLUP-F	Chi	443	7464	12	3	AOR	
KSSK	Hono	130	1508	2	60	MOR	
KULA-F	Hono	159	1937	1	60	Contemp	
WZPL-F	Indy	356	4795	1	31	CHR	
WLLT-F	Cinci	181	2825	5	22	Contemp/AC	

<b>HENRY</b> (Richard Fauser)							
KVOD	Denver	79	1239	16	21	Classical	
KFXM	River-SB	52	828	15	23	CHR	
KDUO-F	River-SB	144	1266	3	23	BTFL	
KYTE	Port,0	111	1089	6	26	Nost	
KRCK-F	Port,0	105	1647	8	26	AOR	

<b>HICKS</b> (Steve Hicks)							
KNOW	Austin	87	1226	4	81	Black	
KEYI-F	Austin	37	610	9	81	AC	
KLVI	Beau-PA	47	645	6	110	Country	
KYKR-F	Beau-PA	73	825	2	110	Country	
KAYI-F	Musk/Tulsa	113	1601	6	66	CHR	

<b>HOME NEWS PUBLISHING</b>							
WRKI-F	Brook/Bridg	43	672	7	106	AOR	
WKPT	JC/Kings	5	180	23	99	MOR	
WTFM-F	JC/Kings	73	789	3	99	BTFL	
KWG	Stockton	7	261	18	116	Oldies	
KYBB-F	Stockton	18	250	10	116	AC	

<b>HUBBARD</b> (S. Hubbard)							
WGTO	Lakeland	29	359	9	121	Country	
KSTP	Minn-SP	132	2613	10	17	News	
KSTP-F	Minn-SP	438	5541	2	17	AC	
KOB	Albuq	108	1915	3	100	MOR	
KOB-F	Albuq	124	1682	1	100	AC	

	TSA	TSA	TSA	MKT			TSA	TSA	TSA	MKT			
	AQH	CUME	RANK	#	FORMAT		AQH	CUME	RANK	#	FORMAT		
<u>INFINITY</u> (Mel Karmazin)						<u>KAYE-SMITH</u> (Lester Smith)							
WJIT	NY	481	3181	23	1	Spanish	KXL	Port,0	98	1645	12	26	News/Talk
WKTU-F	NY	913	17897	10	1	Urban	KXL-F	Port,0	193	2019	2	26	BTFL
WYSP-F	Phila	463	7680	9	5	AOR	KISW-F	Seattle	206	2865	5	18(app)	AOR
WBCN-F	Boston	629	6984	2	7	AOR	KJRB	Spokane	38	662	10	119	CHR
WIVY-F	Jkville	152	2212	3	50	CHR	KEZE-F	Spokane	69	828	5	119	AOR
KOME-F	San Jose	167	2576	10	31	AOR	<u>KEYMARKET/FIRSTCOM</u>						
KXYZ	Hous	100	1061	17	8	Spanish	WSSL A/F	Green,SC	210	2558	3	65	Country
KCBQ	SD	75	998	17	19	Country	WIGL-F	Oran/Col,SC	79	766	4	102	Country
KCBQ-F	SD	59	740	19	19	Country	WJDX	Jack,MS	36	636	10	111	AC
WJJD	Chi (P)	386	5434	15	3	Nostalgia	WMSI-F	Jack,MS	218	2000	1	111	Country
WJEZ-F	Chi (P)	206	3382	22	3	Country	WGKX-F	Memphis	182	2371	3	41	Country
<u>INNER CITY</u> (Pierre Sutton)						KSSN-F L Rock 221 2757 1 93 Country							
WLIB	NY	233	2681	31	1	Black	Others: WTBC,WUOA-F (Tuscaloosa,AL)						
WBLS-F	NY	722	12963	19	1	Black	WTBI-F (Hammond,LA); WRUS,WAKQ-F (Russellville,LA)						
WBLS-F	Detr	86	1761	24	6	Urban/AOR	<u>KING</u> (Jim Kime)						
KRE	SF	35	753	39	5	Black	KSFO	SF	274	4100	9	5	Nost/MOR
KBLX-F	SF	196	3059	20	5	Black	KYA-F	SF	81	1820	33	5	Oldies
KGJF	LA	90	2282	36	2	Black	KGW	Port,0	165	2960	3	26	AC
KUTE-F	LA	240	4867	30	2	Black	KINK-F	Port,0	130	1831	4	26	AOR
<u>INSILCO (BROAD STREET)</u> (Richard Geisner)						KREM							
WELI	N. Haven	112	1099	4	105	MOR	KREM	Spokane	9	240	14	119	AC
WQUE	New Or	19	497	17	27	CHR	KREM-F	Spokane	44	797	9	119	AOR
WQUE-F	New Or	143	2708	6	27	CHR	KING	Seattle	57	1552	21	18(app)	News
KTOK	Ok1 City	154	1656	4	42	News/Talk	KING-F	Seattle	115	1741	17	18(app)	Classical
KJYO-F	Ok1 City	134	1973	5	42	CHR	<u>KNIGHT</u> (Norman Knight)						
<u>IVES</u> (Victor Ives)						WSRS-F Worc 124 1286 2 110 BTFL							
KMJX-F	Portland	194	2708	1	26	CHR	WGR	Manch	22	449	9	215	MOR
KUTI	Yakima	21	227	4	202	Country	WGR-F	Manch	93	1163	1	215	AOR
KXDD-F	Yakima	28	311	1	202	Country	WHEB	Ports,NH	6	127	20	139	MOR
KOTY	Rich,WA	16	210	8	226	Country	WHEB-F	Ports,NH	26	525	8	139	AOR
KHMK-F	Rich,WA	11	211	9	226	Country	Others: WSAR (Fall River,MA);WEIM (Fitchburg); WEFZ-F (Burlington,VT)						
<u>JEFFERSON-PILOT</u> (Cullie Tarleton)						<u>LIN</u> (Dick Verne)							
KIMN	Denver	178	3431	4	21	CHR	WIL	St. Lou	72	1313	12	14	Country
KYGO-F	Denver	143	1854	8	21	Country	WIL-F	St. Lou	294	3730	3	14	Country
WQXI	Atl	39	1079	18	15	Oldies	WBBF	Roch	64	999	8	37	News/Talk
WQXI-F	Atl	348	5228	3	15	CHR	WMJQ-F	Roch	125	2109	6	37	CHR
WBT	Char,NC	131	2178	7	36	MOR/AC	WFIL	Phila	178	3704	20	4	Oldies
WBCY-F	Char,NC	185	2911	4	36	Contemp	WUSL-F	Phila	623	7332	4	4	Urban
WBIG	Green,NC	32	441	17	44	Nostalgia	KILT	Hous	101	1958	16	8	Country
WGBS	Miami	76	1850	27	12	News/Talk	KILT-F	Hous	298	3954	7	8	Country
WLYF-F	Miami	421	4297	2	12	BTFL	WEMP	Milw	70	1209	12	24	Oldies
<u>JOSEPHSON</u> (Ed Christian)						WMYX-F Milw 136 1905 7 24 AC							
WNIC	Detr	32	1018	28	6	AC	<u>LOTUS</u> (Howard Kalmenson)						
WNIC-F	Detr	321	5866	10	6	AC	KTKT	Tucson	34	795	12	80	Contemp
WNOR	Norfolk	21	389	20	30	Oldies	KLPX-F	Tucson	71	877	3	80	AOR
WNOR-F	Norfolk	196	2126	2	30	AOR	KKWK	LA	271	2470	26	2	Spanish
WVKO	Colum,0	115	1018	7	28	Black	KFSDF	SD	78	952	15	19	Classical
WSNY-F	Colum,0	144	2223	6	28	AC	KENO	LV	30	498	10	70	AOR
WMGF-F	Milw	69	1243	14	24	AC	KOMP-F	LV	75	869	2	70	AOR
<u>KATZ</u> (Dick Ferguson)						KVAR San Ant DID NOT SHOW							
WEZN-F	Bridge	298	3367	1	106	BTFL	KXZL-F	San Ant	146	1961	5	33	AOR
WFTQ	Worc	42	602	7	110	AC	KTEZ-F	Lubbock	37	464	7	178	BTFL
WAAF-F	Worc/Bos	285	4227	1	110	AOR	WMDO	Wash	DID NOT SHOW				
WZZK-F	Birm	297	3326	1	43	Country	KONE	Reno	13	208	12	181	Country
KWEN-F	Tulsa	129	1443	4	66	Country	KOZZ-F	Reno	81	914	1	181	AOR
WDBO	Orl	91	1305	6	49	MOR	KOXR	Oxnard	25	297	15	82	Spanish
WNKA-F	Orl	254	2581	2	49	Country							
WSYR	Syra	113	1529	3	71	MOR							
WYYY-F	Syra	149	2156	1	71	AC							
WYAY-F	Gaines/Atl	77	1014	15	15	Country							

	TSA	TSA	TSA	MKT		TSA	TSA	TSA	MKT				
	AQH	CUME	RANK	#	FORMAT	AQH	CUME	RANK	#	FORMAT			
<b>MALRITE</b> (Gil Rosenwald, Carl Hirsch)						<b>MORTENSON</b> (Jack Mortenson)							
WHTZ-F	NY	1996	28902	1	1	CHR	WJMM-F	Lexing	10	210	11	126	Religion
WHK	Cleve	48	980	21	18	Oldies	WHKK-F	Cinci	9	197	22	22	Religion
WMMS-F	Cleve	566	6793	1	18	AOR	WBGR	Balt	80	459	16	16	Gospel
KNEN	SF	232	2920	16	5	Country	WTOF-F	Canton	6	150	22	107	Religion
KSAN-F	SF	258	3763	12	5	Country	WEMM-F	Hunt,WV	36	570	7	122	Religion
WLZZ	Milw	42	738	18	24	Country	Others: WSUM (Parma,OH)						
WZUU-F	Milw	88	2145	11	24	CHR	<b>MULTIMEDIA</b> (Paul Fiddick)						
WDGY	Minn-SP	171	2878	8	17	Country	WNVC	Ashe	112	1118	1	215	Country
KEYE-F	Minn-SP	241	3026	6	17	Country	WFBC	Green,SC	32	635	13	75	Oldies
KLAK	Denver	25	498	28	21	Country	WFBC-F	Green,SC	232	2819	2	75	AC
KPFL-F	Denver	91	1839	13	21	AC	WEZW-F	Milw	211	2238	2	24	BTFL
<b>MANSHIP</b>						WMAZ							
WKQA-F	Peoria	25	484	12	115	AC	WMAZ-F	Macon	44	620	5	153	MOR
WXCL	Peoria	66	671	4	115	Country	KEEL	Shreve	48	1013	8	123	CHR
WJBO	Baton R	14	463	14	89	AC	KMBQ-F	Shreve	96	1039	2	123	AOR/CHR
WFMF-F	Baton R	199	2492	1	89	CHR	KAAY	L Rock	36	710	9	93	AC
KRGV	McA-Brow	132	1536	3	87	CHR	KLPO-F	L Rock	44	741	7	93	Country
<b>McKENNA</b> (Jim McKenna)						WAKY							
KQRS A/F	Minn-SP	273	4025	4	17	AOR	WVEZ-F	Louis	137	1509	4	39	BTFL
WCMB	Harris	41	620	14	14	Country	<b>NATIONWIDE</b> (Clark Pollack)						
WSFM-F	Harris	66	696	10	10	AC	WPOC-F	Balt	273	3040	5	16	Country
WHIT	Madison	35	217	9	125	Oldies	WGAR	Cleve	119	2363	14	18	Country
WWQN-F	Madison	36	481	8	125	Country	WKSJ-F	Cleve	216	2630	8	18	Country
<b>METROMEDIA</b> (Carl Brazell)						WNCF-F							
WRBA-F	Tampa	432	3845	1	20	BTFL	WNCF-F	Colum,O	167	3098	5	28	AC
KHOW	Denver	149**	2234	7	21	MOR/AC	WKZL-F	Min-Sal	138	1726	4	44	AOR
KLAC	LA	356	6080	16	2	Country	WCOT	Orl	71	788	11	49	Nost
KMET-F	LA	669	11328	6	2	AOR	WBJW-F	Orl	237	3571	3	49	CHR
WNEW	NY	887	10809	13	1	Nostalgia	<b>NBC</b> (Michael Eskridge)						
WNEH-F	NY	856	12217	14	1	AOR	WNBC	NY	1028	20415	7	1	Contemp/AC
WCMB	Balt	125	1945	12	16	News/Talk	WYNY-F	NY	724	16310	18	1	AC
WIP	Phila	285	3665	14	4	MOR	WKYS-F	Wash	471	5524	2	9	Urban
WNMR-F	Phila	641	9110	3	4	AOR	WMAQ	Chi	826	13333	2	3	Country
WOMG-F	Detr	309	4682	11	6	AC	WKQX-F	Chi	554	9323	9	3	CHR
WASH-F	Wash	126	3200	17	9	CHR	KNBR	SF	466	7713	2	5	MOR
KRLD	Dallas	384	6361	3	10	News	KYUU-F	SF	307	5126	6	5	Contemp
**Station was flagged by Arbitron						WJIB-F							
<b>METROPLEX</b> (Norm Wain)						<b>OUTLET</b> (Dick Rakovan)							
WHYI-F	Miami	563	7896	1	12	CHR	WQRS-F	Detr	129	2149	18	6	Classical
WMGG-F	Tampa	99	1715	15	20	AC	KIQQ-F	LA	412	9937	14	2	CHR
WPXK	Wash	31	642	26	9	Country	WTOP	Wash	258	4485	10	9	News
WPXK-F	Wash	221	3181	11	9	Country	WTKS-F	Wash	32	659	25	9	BTFL
WPYV-F	Jkville	191	1800	1	50	AOR	WIOQ-F	Phila	389	4748	11	4	AOR
<b>MID AMERICA</b> (Les Small, Howard Frederick)						<b>PACIFIC NORTHWEST</b> (Charles Wilson)							
KRVR-F	Moline	75	870	4	109	BTFL	KCMX	Medford	8	142	9	239	Country
WNRZ	Moline	20	371	12	109	Oldies	KCMX-F	Medford	27	241	4	239	BTFL
WIRL	Peoria	45	681	7	115	AC	KB01	Boise	62	857	2	195	MOR/AC
WSWT-F	Peoria	82	935	2	115	BTFL	KB01-F	Boise	41	590	5	195	BTFL
WIRE	Indy	105	1435	9	31	Country	KPNW	Eugene	32	599	7	140	MOR/AC
WXTZ-F	Indy	241	2672	4	31	BTFL	KPNW-F	Eugene	55	598	3	140	BTFL
KBEZ-F	Tulsa	143	1417	2	66	BTFL	Others: KSEI, KRBU-F (Pocatello,ID)						
Others: WKAN (Kankakee,IL)						<b>PARK</b> (Eddie Anderson)							
<b>MIDWEST FAMILY</b>						KRSI							
WKCN	Rockf	16	197	12	149	Country	KRSI	Minn-SP					DID NOT SHOW
WYFE-F	Rockf	41	668	6	149	AOR	KJJO-F	Minn-SP	88	1272	11	17	Oldies
WISM	Madison	13	415	16	125	AC	WRRB-F	Syra	81	877	6	71	Country
WISN-F	Madison	58	861	5	125	AC	WIEN	Syra	95	1770	4	71	AC
WYTL	Oshkosh	26	429	13	137	Country	WNCT	Green,NC					DID NOT SHOW
WOSH-F	Oshkosh	32	521	10	137	Contemp	WNCT-F	Green,NC	65	901	5	314	BTFL
WITL	Lansing	7	219	18	103	Country	KWJJ	Port,0	107	1790	7	26	Country
WITL-F	Lansing	88	939	3	103	Country	KJIB-F	Port,0	103	1353	9	26	Country
Others: WIZM, WIZM-F (LaCrosse,WI)						WDEF							
WMAJ, WNNS-F (Springfield,IL)						WDEF-F							
WSJM, WIRX-F (St. Joseph,MI)						WTVR							
						WTVR-F							
						KEZK-F							
						Seattle							
						133							
						1434							
						14							
						18(app)							
						Oldies							
						Others: WMAX (Yankton,SD)							

	TSA	TSA	TSA	MKT			TSA	TSA	TSA	MKT		
	AQH	CUME	RANK	#	FORMAT		AQH	CUME	RANK	#	FORMAT	
<b><u>PALMER</u> (Bill Ryan)</b>												
WINT	Talla	12	232	10	188	MOR/Talk						
WTNT-F	Talla	48	637	3	188	Country						
WHO	Des M	196	2902	1	113	News/Talk						
KL.YF-F	Des M	117	1642	4	113	AC						
WOC	Daven	51	648	6	109	News/Talk						
KIKK-F	Daven	152	2128	1	109	CHR						
Others: WNOG, WCVU-F (Naples, FL)												
<b><u>PARKER</u> (John Parker)</b>												
KXTZ-F	L Vegas	74	697	3	90	BTFI						
KTCJ	Minn-SP	37	346	16	17	Jazz						
KTCZ-F	Minn-SP	76	1082	12	17	AOR						
KIKI	Hono	86	1448	5	60	CHR						
KMAL-F	Hono	42	472	12	60	AC						
<b><u>PEORIA JOURNAL STAR</u> (Dino Ianni)</b>												
KRKE	Albuq	25	495	12	100	CHR						
KWXL-F	Albuq	67	1200	7	100	AOR						
KSSS	Colo S	30	346	8	127	Country						
KVUU-F	Pueb/Col S	35	509	7	127	AC						
KICT-F	Wichita	79	824	5	106	AOR						
Others: KFRM (Salina, KN)												
<b><u>PRICE COMMUNICATIONS</u> (Bob Price)</b>												
KIOI-F	SF	236	5132	14	5	AC						
WIRK-F	W. Palm	100	1025	4	72	Country						
WPCK	W. Palm	8	130	25	72	Country						
WOWO	F Wayne	216	2926	2	118	MOR						
WTIX	N Orleans	105	1917	10	27	AC						
KOMA	Ok! City	116	1856	8	42	Country						
<b><u>JOHN PRICE</u></b>												
KKRD-F	Wichita	87	1186	4	106	CHR						
KNEV-F	Reno	31	295	7	181	BTFI						
KHYV	Modesto	7	107	22	143	MOR						
KBEE-F	Modesto	75	765	3	143	BTFI						
KBUG	Salt Lake	64	982	10	38	Oldies						
KCPX-F	Salt Lake	119	2009	4	38	CHR						
WNVA	Wheeling	101	1207	1	197	Country						
HOVK-F	Wheeling	26	380	7	197	Country						
WEZL-F	Char, SC	103	1004	1	96	Country						
<b><u>RKO</u> (Robert Williamson)</b>												
WOR	NY	1241	17053	5	1	Talk						
WRKS-F	NY	1411	17553	2	1	Urban						
WRKO	Bost	341	4380	6	7	Talk						
WROR-F	Bost	332	6081	8	7	AC						
WGMX A/F	Wash	180	2597	13	9	Classical						
WAXY-F	Miami	207	3295	5	12	AC						
WFYR-F	Chi	344	6589	17	3	AC						
WHBQ	Memphis	65	1200	13	41	News/Talk						
KFRC	SF	348	8312	5	5	CHR						
KHJ	LA	88	2486	38	2	CHR						
KRTH-F	LA	494	9597	10	2	AC						
<b><u>REGIONAL</u></b>												
WGRD-F	Gr Rap	136	2239	3	74	CHR						
WXQT	Gr Rap	17	161	18	74	Oldies						
WPIC	Shar/Young					DID NOT SHOW						
WYFM-F	Shar/Young	113	2234	4	87	CHR						
WKOP	Bingh	15	284	9	161	Oldies						
WAAL-F	Bingh	67	862	3	161	AOR						
<b><u>REX</u> (Jim Slone)</b>												
KCUB	Tucson	70	773	4	80	Country						
KIIM-F	Tucson	54	704	6	80	Country						
KROD	El Paso	48	685	9	91	Oldies						
KLAQ-F	El Paso	97	1164	2	91	AOR						
KRUX-F	Lubbock	69	570	1	178	Country						
<b><u>RIVERS</u></b>												
WEDR-F	Miami	173	1584	9	12	Black						
WEAS	Savan	16	110	9	174	Gospel						
WEAS-F	Savan	99	750	2	174	Black						
KWAM	Memphis	46	528	14	41	Gospel						
KRNB-F	Memphis	106	1793	8	41	Black						
WGN	Atlanta					DID NOT SHOW						
<b><u>ROLLINS</u> (William Jaeger)</b>												
KDAY	LA	248	4055	28	2	Black						
WAMS	Wilm, DE	45	433	9	88	Country						
WRAP	Norfolk	73	1291	11	30	Black						
WCHS	Char, WV	44	790	7	152	MOR						
WBES-F	Char, WV	57	507	5	152	BTFI						
WBEE	Chi					DID NOT SHOW						
<b><u>SANDUSKY NEWSPAPERS</u> (Toney Brooks)</b>												
KJZZ	Seattle					DID NOT SHOW						
KL5Y-F	Seattle	147	2262	12	18(app)	AC						
KBPI-F	Denver	143	3156	8	21	AOR						
KDKB-F	Phoenix	262	3524	1	23	AOR						
KNUS	Denver	86	1391	15	21	News						
KEGL-F	Dall-FW	253	5047	10	10	AOR						
KL5I-F	Chi	137	1573	9	25	AC						
Others: KSLY, KUNA-F (San Luis Obispo)												
<b><u>SCONIX</u></b>												
KFKF	KC	13	203	22	25	Country						
KFKF-F	KC	170	2093	6	25	Country						
WLLR-F	Daven	108	1291	2	109	Country						
WTMA	Char, SC	36	624	10	96	CHR/AC						
WSSX-F	Char, SC	96	1115	2	96	CHR						
<b><u>SCRIPPS-HOWARD</u> (Dick Janssen)</b>												
WMC	Memphis	169	1835	4	41	Country						
WMC-F	Memphis	285	3788	1	41	CHR						
WBSB-F	Balt	310	4688	2	16	CHR						
KMEQ	Phoenix	16	335	26	23	BTFI						
KMEQ-F	Phoenix	175	2068	5	23	BTFI						
KUPL	Port, 0	16	389	22	26	??						
KUPL-F	Port, 0	95	1273	13	26	Country						
<b><u>SHAMROCK BROADCASTING</u> (Bill Clark)</b>												
KABL	SF	222	3293	17	5	BTFI						
KABL-F	SF	307	3655	6	5	BTFI						
KUDL-F	KC	146	2300	7	25	AC						
KMGC-F	Dallas	145	2713	14	10	AC						
WMMW-F	Detr	201	3094	15	6	Country						
WTKN	Pitts	128	1578	13	13	Talk						
WMSN-F	Pitts	266	3563	5	13	AC						
WFOX-F	Atl/Gaines					DID NOT SHOW						
<b><u>SHAMROCK COMM</u> (Bill Lynett)</b>												
WQFM-F	Milw	203	2237	3	24	AOR						
WDIZ-F	Orl	266	2452	1	49	AOR						
WEJL	Scranton	77	679	3	65	Nostalgia						
WEZX-F	Scranton	75	890	4	65	AOR						
WGRX-F	Balt/Westm	18	293	33	16	AOR						
<b><u>SKY/FOSTER</u> (Dennis Israel)</b>												
WGY	Sehen	275	3450	1	46	MOR						
WGMF-F	Sehen	162	2333	3	46	CHR						
WSIX	Nash	23	591	14	45	CHR						
WSIX-F	Nash	156	1845	5	45	Country						
KSKY	Dallas	34	460	25	10	Religion						
WTPA-F	Harris	149	1719	2	83	AOR						
WEZG	Syra	4	78	22	71	BTFI						
WEZG-F	Syra	44	582	10	71	BTFI						
WRIV	Long Is					DID NOT SHOW						
Others: KBCQ (Roswell, NM)												

		TSA	TSA	TSA	MKT			TSA	TSA	TSA	MKT		
		AOB	CHH	RANK	#	FORMAT		AOB	CHH	PARF	#	LOC/ST	
<b>STAUFFER</b> (Jerry Holley)							<b>SUSQUEHANNA</b> (Art Carlson)						
KRNT	Des M	38	797	9	113	MOR	WQBA	Miami	379	2768	4	12	Spanish
KRNO-F	Des M	54	1125	6	113	CHR	WQBA-F	Miami	162	2206	17	12	Spanish
WJWB	Topeka	52	771	3	230	MOR	WEIS	Orl	75	968	9	69	News/Talk
WJWB-F	Topeka	106	1299	1	230	CHR	WFOG-F	ST	185	2627	21	5	POP
KGNC	Amar	43	668	3	201	MOR	WHRB-F	Cinci	176	2629	6	22	AC
KGNC-F	Amar	52	615	1	201	BTFL	WPHG-F	Indy	169	1936	6	31	Country
Others: KGFF (Shawnee,OK)							WPHO	Afton	36	591	14	67	POP
<b>STERLING</b> (Cliff Hunter)							WRRB-F	Atl	167	2751	9	15	AC
KHIT	S. Jose	31	951	36	31	CHR	WARR	HE PA	98	1606	2	65	POP
KSJO-F	S. Jose	125	2398	13	31	AOR	WGBA	York	108	1266	6	93	POP
KASH	Eugene	10	229	11	140	Oldies	WGBA-F	York	110	1383	5	93	AC
KSND-F	Eugene	64	639	6	140	CHR	KLIF	Dall-FW	80	1163	18	10	Country
KJET	Sea	30	496	26	18(app)	CHR	KPLX-F	Dall-FW	363	6681	5	10	Country
KZOK-F	Sea	153	2376	11	18(app)	AOR	<b>SWAGGETT</b>						
KALE	Richland	11	266	9	226	AC	WHYH	Pensa	7	90	12	135	Religion
KLOK-F	Richland	90	807	1	226	CHR	WLUX	B. Rouge	33	183	8	89	Religion
KDKO	Denver	64	697	18	21	Black	WAME	Char, SC	16	131	23	36	Religion
Others: KBFW (Bellingham, WA)							KJ11-F	Orl City	32	538	12	62	Religion
							KJ11-F	Arkling/Dall	19	662	30	10	Religion
							Others: KJOJ-F (Conroe, TX); WJYH (Bowling Green, OH)						
<b>STONER</b> (Glenn Bell)							<b>TAFT</b> (Carl Wagner)						
KSO	Des M	125	1287	3	113	Country	WDAF	EC	360	6589	1	25	Country
KGGO-F	Des M	157	1655	2	113	AOR/CHR	KYYS-F	EC	172	2606	5	25	AOR
WGNT	Hunt, WV	56	714	4	122	Country	WKRC	Cinci	199	3168	4	22	MOR/AC
WANK-F	Hunt, WV	71	1140	3	122	AOR/CHR	WKRF-F	Cinci	290	4191	2	22	CHR
WNBF	Bingh	57	787	4	161	MOR	WTVN	Colum, O	226	3302	2	28	MOR
WHWF-F	Bingh	69	760	2	161	Country	WLVO-F	Colum, O	279	3102	1	28	AOR
KHAK	Ced Rap	14	178	10	208	Country	WDVF-F	Pitts	675	5649	2	13	AOR
KHAK-F	Ced Rap	78	848	2	208	Country	WSUN	Tampa	198	2988	5	20	Country
WINZ	Knox	8	306	13	78	CHR	WYNT-F	Tampa	327	3222	3	20	AOR
WINZ-F	Knox	219	2411	3	78	AOR/CHR	KEX	Port, 0	100	1874	11	26	MOR/Talk
WYRK-F	Buff	169	1761	3	29	Country	KKRZ-F	Port, 0	67	1481	15	26	CHR
WCMF-F	Roch	190	2151	3	37	AOR	<b>TICHENOR</b> (Mal Kasanoff)						
<b>STUART</b> (Dick Chapin)							KUNA	Cor Chr	58	536	5	124	Spanish
KFOR	Lincoln	28	526	5	192	MOR	KGBT	Mca-Brown	183	1465	1	87	Spanish
KFRX-F	Lincoln	80	937	1	192	CHR	KELT-F	Mca-Brown	46	586	6	87	Country
KWTO	Spr, MO	86	1269	3	179	Country	KCOR	San Ant	92	987	11	33	Spanish
KWTO-F	Spr, MO	173	1696	1	179	CHR	KQXT-F	San Ant	189	1839	2	33	BTFL
KOEL-F	Oel/Water	43	485	3	216	Country	<b>TRIBUNE CO.</b> (James Dowdle)						
Others: KOEL (Oelwein, IA)							WGN	Chi	1367	17578	1	3	MOR
							WICC	Bridge	116	1699	2	106	AC
							WPIX-F	NY	733	14621	17	1	AC
							KGNR	Sacra	84	1325	13	32	MOR/Talk
							KCTC-F	Sacra	196	2277	3	32	BTFL
<b>SUMMIT</b> (Allen Shaw)							<b>UNITED</b> (Gerald Hroblak)						
WCOA	Pensa	29	433	8	135	Nostalgia	WYST	Balt	21	343	32	16	MOR
WJLQ-F	Pensa	77	1096	1	135	CHR	WYST-F	Balt	135	2049	10	16	AC
WSJS	Win-Sal	61	943	9	44	News/Talk	WINX	Wash		DID NOT SHOW			
WTQR-F	Win-Sal	404	4106	1	44	Country	WDJY-F	Wash	139	2953	16	9	Black
WREC	Memphis	90	1352	11	41	Most	WBNX	NY		DID NOT SHOW			
WZXR-F	Memphis	240	2979	2	41	AOR	WJNO	Cleve	47	907	23	18	Black
KXKY	Okl C	8	231	16	42	Country	WRQC-F	Cleve	66	1787	19	18	CHR
KXKY-F	Okl C	172	1902	3	42	Country	KALI	LA	272	3052	25	2	Spanish
<b>SUNBELT</b> (C.T. Robinson)							KSOL-F	SF	432	5459	4	5	Black
KFYE-F	Fresno	129	1745	3	85	AC	<b>UNITY</b> (Eugene Jackson)						
KQEO	Albuq	27	617	11	100	Oldies	WDAS	Phila	129	2141	23	4	Black
KZZX-F	Albuq	60	1002	8	100	AC	WDAS-F	Phila	513	5820	7	4	Black
KVOR	Col Spg	30	536	8	127	News/Talk	WNRJ	NY	214	2959	34	1	Black
KSPZ-F	Col Spg	39	698	5	127	AC	KATZ	St. Lou	65	1130	15	14	Black
KGBB-F	Minn-SP	32	834	18	17	AC	WZEN-F	St. Lou	61	1053	16	14	Black
KRAB	Seattle						DID NOT SHOW						
<b>SURREY</b> (J. Kent Nichols)													
KATT	Okl C	13	376	15	42	AOR							
KATT-F	Okl C	187	1975	1	42	AOR							
KAIR	Tucson	39	557	9	80	MOR							
KJYK-F	Tucson	93	1085	2	80	BTFL							
KYKY-F	St. Lou	125	2356	11	14	AC							

	TSA	TSA	TSA	MKT									
	<u>AQH</u>	<u>CUME</u>	<u>RANK</u>	<u>#</u>	<u>FORMAT</u>		<u>AQH</u>	<u>CUME</u>	<u>RANK</u>	<u>#</u>	<u>FORMAT</u>		
<u>UNIVERSAL</u> (Howard Warshaw)						<u>WESTERN CITIES</u> (Rick Phalen)							
KEST	SF	25	411	46	5	Religion	KNST	Tucson	28	533	13	80	News/Talk
WGRT-F	Danv/Indy	13	187	18	31	Black	KRQQ-F	Tucson	127	1563	1	80	CHR
KCNN	KC	13	194	22	25	Religion	KZAP-F	Sacra	211	2597	2	32	AOR
KUXL	Minn-SP						KMJJ	L Vegas	18	440	15	90	Oldies
WCBW-F	Col,IL/STL	20	364	25	14	Religion	KLUC-F	L Vegas	104	1213	1	90	CHR
WYLO	Jack/Hadis	8	253	32	24	Religion	KZZP	Phoenix	14	637	27	23	CHR
Others: KPFC (Pasadena,CA); KMAX-F (Arcadia,CA)							KZZP-F	Phoenix	160	2969	6	23	CHR
WVXX-F (Highland Park,IL); WTHE (Mineola,NY)							KWS5-F	San Jose	214	3554	5	31	CHR
WARO (Canonsburg,PA)						<u>WESTINGHOUSE</u> (Dick Harris)							

<u>VIACOM</u>	(Norm Feuer)					
WMZQ-F	Wash	264	3795	9	9	Country
WLTH-F	NY	674	9997	20	1	AC
WRVR-F	Memphis	107	1800	7	41	AC
KIKK	Hous	50	990	22	8	Country
KIKK-F	Hous	391	4906	5	8	Country
WLAK-F	Chi	399	6765	14	3	AC

<u>WALTON</u>	(John Walton)					
KIDD	Sal-Sea	8	283	19	136	CHR
KNST-F	Sal-Sea	7	297	20	136	AOR
KDUW	Amar	35	470	6	201	Country
KBUY-F	Amar	26	399	8	201	Country
KYSN	Col Spg	11	255	14	127	Oldies
KKCS-F	Col Spg	54	579	4	127	Country

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

WIND	Chi	347	5071	16	3	Talk
KYW	Phila	699	12931	1	4	News
KFWB	LA	460	10219	12	2	News
WINS	NY	1253	24570	3	1	News
WBZ	Boston	656	9053	1	7	MOR
KDKA	Pitt	758	10130	1	13	MOR
KODA-F	Hous	504	5083	3	8	BTFL
KOAX-F	Dallas	177	2274	12	10	BTFL
KJQY-F	SD	251	2396	1	19	BTFL
KOST-F	Denver	291	3133	1	21	BTFL

WILKS-SCHWARTZ

WIXY	Spr,MA	35	393	10	89	Country
WAQY-F	Spr,MA	104	1728	2	89	AOR
WKFM-F	Fult/Syra	69	1119	7	71	CHR
WSNE-F	Taun/Prov	157	1921	5	34	AC
WEEX	Allen-Beth	17	307	16	70	Country
WQQQ-F	Allen-Beth	85	1189	5	70	CHR

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

WOODWARD

KLMS	Lincoln	24	328	8	192	AC
KFMQ-F	Lincoln	41	452	3	192	AOR
KPTL	Cor C/Reno	7	216	16	181	MOR
KKBC-F	Cor C/Reno	22	218	10	181	Country
WHBY	App-Osh	34	536	8	137	MOR
WAPL-F	App-Osh	71	1098	2	137	AOR

Others: KDTH, KFMD-F (Dubuque,IA)



INDIVIDUAL STATION AUDIENCE BREAKDOWNS

In this section the audience composition of over 700 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 in 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/CONTEMP	1984	122	8.5	14.5	9.8	25.5	56.4	69.6	4.9	44.9	55.1
	1983	---	8.4	15.1	9.1	23.5	63.3	71.8	4.7	43.8	56.2
	1982	---	8.4	15.0	9.3	23.6	58.0	71.3	5.1	42.5	57.5
AOR	1984	94	9.6	13.1	9.7	19.5	72.9	78.6	1.9	65.6	34.4
	1983	---	9.0	14.0	8.4	25.3	68.3	73.1	1.6	65.8	34.2
	1982	---	9.4	13.5	9.3	26.3	68.5	72.3	1.4	64.0	36.0
AC/OLD/SOFT	1984	90	8.1	15.6	6.8	3.9	59.9	86.9	9.2	41.2	58.8
	1983	---	8.0	15.7	6.2	4.4	61.2	86.3	9.3	41.2	58.8
	1982	---	8.2	15.4	6.3	5.1	60.4	83.6	12.3	42.1	57.9
BTFL/EZ	1984	76	11.4	11.0	12.7	0.6	9.7	36.4	63.0	40.1	59.9
	1983	---	11.0	11.4	11.1	0.8	14.9	39.2	60.0	40.2	59.8
	1982	---	10.6	11.9	9.9	0.7	14.7	39.9	59.4	40.0	60.0
MOR/VARIETY	1984	55	9.4	13.6	11.7	1.2	16.7	41.4	57.4	42.9	57.1
	1983	---	8.7	14.4	10.5	1.5	19.1	44.1	54.4	42.9	57.1
	1982	---	8.9	14.2	10.7	1.7	16.3	41.6	56.7	43.0	57.0
COUNTRY	1984	103	10.7	11.8	15.0	3.1	31.9	65.6	31.3	49.6	50.4
	1983	---	10.0	12.5	13.9	3.9	32.2	65.9	30.2	49.3	50.7
	1982	---	10.1	12.4	14.3	4.2	31.8	64.4	31.4	47.9	52.1
NEWS/TALK	1984	45	8.4	15.0	8.5	0.5	15.6	30.3	69.2	47.2	52.8
	1983	---	8.1	15.6	8.6	0.7	12.2	30.9	68.4	46.9	53.1
	1982	---	8.1	15.6	8.0	0.7	12.0	31.5	67.8	47.1	52.9
BLACK/URBAN	1984	56	11.0	11.4	10.5	18.1	54.7	71.8	10.1	44.8	55.2
	1983	---	11.0	11.5	9.8	18.0	56.6	72.9	9.9	44.3	55.7
	1982	---	11.3	11.1	10.8	19.1	55.9	71.6	9.3	43.7	56.3
NOSTALGIA	1984	33	11.3	11.1	11.6	0.3	4.1	18.5	82.2	43.1	56.9
	1983	---	10.6	11.8	11.0	0.4	6.2	23.8	75.8	45.4	54.6
	1982	---	10.6	11.9	9.1	0.3	6.1	25.7	74.0	43.9	56.1
RELIGION	1984	21	10.0	12.5	10.4	2.1	25.8	54.2	43.7	36.4	63.6
	1983	---	9.3	13.5	10.5	2.7	26.0	52.7	44.6	33.2	66.8
	1982	---	8.9	14.2	9.6	2.2	22.8	42.9	54.9	33.4	66.6
SPANISH	1984	16	12.4	10.1	14.2	4.8	37.3	63.3	31.9	37.7	62.3
	1983	---	14.5	8.8	14.7	3.4	36.3	63.3	33.3	42.6	57.4
	1982	---	15.6	8.2	24.1	2.5	32.6	60.1	37.4	39.4	61.6
CLASSICAL	1984	15	7.7	16.4	5.0	0.9	22.1	55.7	43.4	55.7	44.3
	1983	---	7.9	15.9	6.1	0.9	22.5	51.3	47.8	49.6	50.4
	1982	---	7.6	16.5	5.6	0.8	25.6	58.9	40.3	47.7	52.3

## TOP 40/CHR/CONTIMP

NATIONAL MEAN:		8.5	14.5	9.8	25.5	56.4	69.6	4.9	44.9	55.1
		TSL	T/O RAT10	% EXCL	% TEENS	% 18-34	% 18-49	% 50+	% M	% F
WHTZ	NY	8.7	14.4	9.2	31	47	64	5	46	54
WRBC	NY	6.2	20.2	3.0	4	44	78	18	55	45
WFLL	NY	6.8	18.5	3.0	20	61	76	4	36	64
KHLS	LA	9.7	13.0	6.8	16	65	79	5	51	49
KKRR	LA	6.7	18.9	4.2	34	52	63	3	48	52
ESDO-F	San Diego	8.0	15.7	8.8	25	65	72	3	52	48
WBBN-F	Chicago	6.0	21.0	5.2	44	40	48	8	37	63
WKYC-F	Chicago	7.5	16.7	5.7	9	62	83	8	45	55
WLS-A	Chicago	5.4	23.3	6.2	14	47	76	10	53	47
WGZY	Detroit	6.9	18.4	4.5	15	49	76	9	45	55
WHYT	Detroit	5.9	20.7	4.3	35	52	61	4	39	61
KTRC	San Fran	5.5	22.8	6.4	20	54	70	10	47	53
KYUU	San Fran	7.6	16.5	4.3	4	66	73	23	40	60
WCAU-F	Phila	6.6	19.1	7.0	35	37	53	12	41	59
WQQQ	Allen-Beth	9.0	13.9	6.7	19	54	72	9	43	57
WHIT	Boston	7.7	16.3	6.4	44	48	55	1	42	48
WKEN-F	Boston	10.4	12.1	10.4	21	60	74	5	39	61
WTIC-F	Hartford	7.9	15.9	7.1	18	54	70	12	41	59
WTRO-F	Prov	8.9	14.1	4.3	19	54	76	5	35	65
WAVA	Wash	6.7	18.3	5.8	35	52	64	1	45	55
WRQX	Wash	6.4	19.8	4.6	27	47	67	6	37	63
WTFI	Indy	5.8	12.5	14.5	32	55	67	1	45	55
WRSB	Balt	8.3	15.2	7.2	21	60	77	2	48	52
KHTR	St. Louis	7.9	15.9	10.4	34	54	65	1	29	71
WLOL	Minn	8.8	14.3	9.1	30	60	67	3	43	57
KRDK-F	Minn	5.8	21.8	2.1	39	55	60	1	53	47
WQXI-F	At lanta	8.6	14.6	8.4	9	73	88	3	42	58
WZLQ	Atlanta	8.1	15.6	10.4	37	37	58	5	43	57
WQYN-F	Buffalo	7.3	17.3	3.1	40	50	59	1	39	61
WRBQ	Cin	9.0	14.0	10.8	33	58	66	1	45	55
WGCI	Cleve	7.2	17.4	9.3	42	44	56	2	41	59
WAGT	Col. O	8.1	15.7	12.5	38	54	62	-	46	54
KAHN	Dallas	7.8	16.2	11.1	42	52	57	1	34	66
KFKE	Denver	8.7	14.4	9.2	48	46	50	2	50	50
KIMN	Denver	6.4	19.8	7.9	14	48	76	10	46	54
KERBQ-F	Houston	10.0	12.6	7.9	27	63	71	2	49	51
KRBL	KC	7.6	16.7	9.3	33	57	67	-	41	59
WHYI	Miami	8.4	14.5	6.6	25	52	70	5	44	56
WLNZ-F	Miami	8.2	15.3	6.5	26	48	66	8	47	53
WRTI	Milw	7.0	17.9	8.7	18	67	80	2	49	51
WEZB	New Orleans	8.7	14.5	9.3	26	50	63	11	40	60
WRZZ	Pitts	8.8	14.3	7.4	30	51	67	3	39	61
WHTX	Pitts	7.8	16.3	6.4	12	60	80	8	47	53
KZJK	Portland	9.8	12.9	14.3	47	40	53	-	56	44
KRNBQ	Seattle	6.6	19.0	9.9	28	60	72	-	39	61
KUBE	Seattle	8.7	14.4	7.2	12	73	85	3	59	41
WRBQ	Tampa	10.1	12.4	12.2	23	52	74	3	45	55
WZNE	Tampa	8.5	14.9	7.4	33	55	65	2	53	47
WLS	Louis	7.0	17.9	3.6	28	61	71	1	44	56
KZZT-F	Phoenix	6.6	19.1	6.5	43	35	52	5	41	59
KTFH	San Ant	8.9	14.2	9.2	16	53	75	9	53	47
WKXX	Birmingham	10.3	12.2	10.6	24	60	73	3	44	56
WBCY	Charlotte	7.5	16.9	7.7	9	75	90	1	44	56
WGTX	Dayton	10.1	12.4	9.8	53	34	44	3	41	59
WMC-F	Memphis	8.2	15.4	5.7	10	66	84	6	53	47
WFKX	Nashville	7.8	16.2	6.8	17	61	80	3	43	57
KJYO	Okl City	8.6	14.6	7.3	40	54	60	-	46	54
WDCC	Raleigh	10.7	11.7	15.2	24	63	72	4	51	49
WNVZ	Norfolk	9.9	12.8	15.6	36	46	63	1	53	47
WRJW	Orlando	8.4	14.9	9.4	11	62	79	10	53	47
WHLY	Orlando	9.0	14.0	6.7	25	57	69	6	43	57
WANS	Greenville	9.0	12.7	10.0	26	60	68	6	39	61
KJXX	Jakers	9.7	13.0	11.5	23	55	71	6	52	48
WKZW	Peoria	10.9	11.6	11.0	42	48	58	-	37	63
WZOK	Rockford	10.9	11.6	9.6	26	57	71	3	43	57

TOP 40/CHR/CONTEMP

NATIONAL MEAN:	8.5	14.5	9.8	25.5	56.4	69.6	4.9	44.9	55.1
	<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>
WNDU-F S. Bend	11.3	11.2	16.9	20	50	72	8	43	57
KIKI Daven-RI	9.3	13.5	9.3	18	64	82	0	43	57
KMSZ San Jose	8.1	15.5	5.6	34	53	64	2	45	55
KOSO Modesto	9.6	13.2	7.2	17	60	77	6	41	59
WSTW Wilm, DE	7.0	17.9	7.0	15	73	83	2	52	48
WRFY Reading	11.9	10.6	12.0	10	60	80	10	44	56
WERZ Ports-Dover	10.7	11.8	11.6	28	56	70	2	41	59
WKCI N. Haven	8.4	15.1	7.2	16	57	74	10	46	54
WKDD Akron	9.1	13.8	7.7	26	54	73	1	39	61
KHOO Waco	9.6	13.2	12.7	14	67	78	8	35	65
WGRD Gr Rapids	7.8	16.1	10.3	45	45	53	2	45	55
WLAN-F Lancaster	8.3	15.2	10.5	18	67	75	7	49	51
WKEE-F Huntington	8.5	14.8	10.3	23	55	71	6	41	59
WVAF Char, WV	11.0	11.5	10.4	12	65	86	2	42	58
WKFR Kalamazoo	10.1	12.4	8.8	21	70	79	-	39	61
WIVY Jkville	9.0	14.1	8.3	13	51	81	6	38	62
WGFN Albany	9.1	13.8	9.3	22	63	75	3	45	55
KNMQ Albuq	11.7	10.8	3.2	27	67	71	2	51	49
KHFI Austin	8.5	14.8	6.0	35	53	60	5	44	56
KYNO Fresno	8.8	14.3	10.1	22	56	73	5	46	54
KQMQ Hono	9.0	14.1	8.7	32	58	67	1	63	37
WOKI Knox	8.4	15.1	9.2	30	55	66	4	36	64
WVIC Lansing	10.5	12.0	11.5	26	65	74	-	46	54
KKYK L. Rock	10.2	12.3	16.1	19	60	76	5	38	62
WKRZ NE PA	8.8	14.3	9.5	19	52	70	11	51	49
KQRQ Omaha	10.0	12.7	11.6	35	50	65	-	36	64
WVRV Richmond	12.1	10.4	16.7	22	56	77	1	45	55
WPKY Roch	6.8	18.4	4.7	22	60	75	3	45	55
KRQQ Tucson	10.0	12.5	8.1	18	72	81	1	43	57
KEYN Wichita	11.1	11.4	8.8	18	61	80	2	49	51
KKRD Wichita	9.0	14.0	11.1	37	51	63	-	46	54
WHOT Young	9.6	13.1	7.2	22	63	74	4	51	49
WYFM Young	5.6	22.6	6.3	30	45	66	4	36	64
WFBG Altoona	9.8	12.9	17.7	15	39	67	18	44	56
WBBQ Augusta	11.8	10.6	15.5	19	56	73	8	50	50
WFMF Baton Rouge	10.4	12.1	21.6	26	57	70	4	44	56
KFXD Boise	9.7	13.0	12.4	24	65	76	-	57	43
WSSX Char, SC	11.0	11.5	16.0	34	55	63	3	43	57
WSKZ Chatta	11.0	11.5	19.0	36	53	63	1	57	43
KKFM Colo Spg	8.8	14.3	7.6	40	56	60	-	45	55
WNOK Col, SC	8.7	14.4	8.3	17	71	81	2	51	49
KZFM Corpus C	11.1	11.4	13.2	38	51	58	4	49	51
KZIO Duluth	8.6	14.6	8.8	39	53	58	3	39	61
WZYP Hunts	11.1	11.3	12.1	30	54	62	8	47	53
WIXX Green Bay	9.1	13.8	11.9	17	71	81	2	45	55
WNEE F Wayne	11.8	10.7	17.0	28	55	70	2	44	56
WCCX Erie	10.3	12.2	16.5	17	56	71	2	40	60
WQUT JC-Kings	12.4	10.1	26.2	25	60	71	4	51	49
KTDY Lafayette	11.1	11.3	7.4	18	61	76	6	37	63
KLUC Las Vegas	10.8	11.6	11.0	32	56	68	-	39	61
KFRX Lincoln	10.4	12.1	8.6	21	65	77	2	45	55
WMAZ Macon	12.1	10.4	16.4	15	56	75	10	44	56
WJLQ Pensa	9.4	13.4	11.0	14	75	85	1	55	45
WXLK Roanoke	13.2	9.5	23.3	21	60	74	5	41	59
KKRC S. Falls	9.3	13.6	18.5	37	59	63	-	53	47
KWTO Spring, MO	12.4	10.1	27.7	20	65	79	1	45	55
KFMW Water-CF	12.3	10.2	15.2	26	64	74	-	46	54

AOR

NATIONAL MEAN:	8.4	15.1	9.1	23.5	63.3	71.8	4.7	43.8	56.2
	<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>
WAPP NY	7.2	17.6	5.4	31	58	68	1	55	45
WNEW-F NY	8.9	14.1	6.4	9	76	84	7	67	33
KLOS LA	7.8	16.2	3.9	17	76	81	2	72	28
KMET LA	7.4	17.1	3.2	15	74	82	3	72	28
KGB S Diego	11.1	11.3	13.3	18	78	82	-	75	25

NATIONAL MEAN:		9.6	13.1	9.7	19.5	72.9	78.6	1.9	65.6	34.4
		<u>TSI</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>
WLUP	Chicago	7.5	16.7	2.5	10	76	83	7	62	38
WXRT	Chicago	8.5	14.8	4.6	3	86	93	4	64	36
WLLZ	Detroit	7.2	17.5	2.4	43	49	53	4	64	36
WRIF	Detroit	7.6	16.5	1.6	18	71	80	2	67	33
KFOG	San Fran	10.0	12.6	3.2	1	53	76	23	61	39
KRQR	San Fran	8.5	14.8	6.2	28	61	72	-	61	39
WTOQ	Phila	9.3	13.6	4.3	3	87	95	2	49	51
WMMR	Phila	9.0	14.0	5.3	15	79	83	2	67	33
WZZO	Allen-Beth	9.9	12.8	11.3	19	75	80	1	59	41
WBCN	Boston	12.6	10.0	9.8	9	88	90	1	73	27
WHCN	Hartford	7.8	16.1	6.9	26	67	74	-	60	40
WHJY	Prov	12.6	10.0	10.1	28	62	68	4	63	37
WVDC-F	Wash	6.7	18.9	4.0	19	72	81	-	66	34
WFBQ	Indy	10.6	11.9	14.9	24	70	74	2	70	30
WYYY	Balt	9.9	12.7	8.4	20	70	78	2	60	40
KSHE	ST. Louis	10.2	12.4	9.9	19	71	78	3	70	30
KQRS-F+	Minn	8.1	15.6	8.4	35	61	64	1	68	32
WKLS-F	Atlanta	9.9	12.7	9.1	23	73	76	1	69	31
WGRQ	Buffalo	7.7	16.5	2.2	31	66	68	1	67	33
WEBN	Cinci	9.5	13.3	7.7	16	73	82	1	70	30
WNMS	Cleve	10.9	11.6	9.9	16	72	81	3	67	33
WLVQ	Col, O	11.3	11.1	16.7	14	80	84	2	68	32
KZEW	Dallas	7.5	16.7	4.4	18	77	80	2	71	29
KAZY	Denver	7.2	17.6	4.6	14	81	83	3	63	37
KBCO	Denver	8.8	14.3	9.1	3	90	97	-	63	37
KBFI	Denver	5.7	22.0	2.7	24	64	74	2	46	54
KLOL	Houston	8.2	15.4	6.4	16	74	81	3	68	32
KSRH	Houston	9.6	13.1	5.7	25	71	74	1	67	33
KYYS	KC	8.5	14.8	7.0	21	73	77	2	71	29
WSHE	Miami	8.9	14.2	3.4	9	85	90	1	70	30
WQFM	Milw	11.5	11.0	12.4	36	62	64	-	58	42
WRNO	New Or	9.4	13.4	6.4	17	76	80	3	68	32
WDVE	Pitts	10.8	11.7	9.7	29	66	69	2	66	34
KGON	Portland	8.3	15.2	6.6	19	79	81	-	83	17
KINK	Portland	9.1	13.9	9.6	-	76	94	6	53	47
KISW	Seattle	8.9	14.2	4.5	21	76	79	-	59	41
KZOK	Seattle	7.0	18.1	4.6	20	76	78	2	74	26
WYWF	Tampa	13.0	9.7	11.3	20	73	79	1	71	29
WQMF	Louis	15.6	12.9	11.0	19	74	78	3	72	28
KDKB	Phoenix	8.8	14.3	6.1	18	74	82	-	52	48
KZAP	Sacra	10.3	12.2	10.2	17	78	83	-	63	37
KISS	San Ant	9.6	13.2	10.0	21	73	79	-	72	28
WAPI-F	Birming	10.9	11.6	10.7	23	63	69	8	50	50
WROQ	Charlotte	9.6	13.1	11.1	27	65	71	2	64	36
WTUE	Dayton	12.6	10.0	21.2	16	77	83	1	63	37
WZXR	Memphis	9.9	12.7	10.5	22	72	78	-	65	35
WKDF	Nash	9.4	13.4	16.9	20	73	80	-	64	36
KATT-F	Ok! City	11.8	10.7	8.5	24	73	76	-	71	29
KRSP-F	Salt Lake	9.5	13.3	8.5	29	67	70	1	61	39
WNOR-F	Norfolk	11.8	10.7	12.2	12	82	87	1	71	29
WTPA	Harris	11.4	11.0	16.7	25	71	75	-	73	27
WDIZ	Orlando	14.4	8.8	13.6	19	69	81	-	75	25
WKZL	Greensboro	10.5	12.1	9.5	23	70	77	-	68	32
WXLN	Daven-RI	8.3	15.1	12.0	35	61	65	-	66	34
WAAF	Worc	11.9	10.6	7.4	23	73	77	-	71	29
WAQY	Spr, MA	7.5	16.8	4.7	23	69	75	2	57	43
WPLR	N Haven	8.0	15.8	5.2	23	63	72	5	38	42
KZEL	Eugene	11.9	10.6	13.5	21	76	79	-	67	33
WLAV-F	Gr. Rapids	12.3	10.3	9.8	13	86	86	1	73	27
WLCL	Char, WV	12.3	10.3	17.3	26	66	71	3	60	40
WFYV	Jkville	14.0	9.0	21.4	24	70	74	2	69	31
WPYX	Albany	12.0	10.5	17.4	19	74	78	3	70	30
KFMG	Albuq	9.5	13.3	2.5	18	81	82	-	75	25
KLBJ-F	Austin	11.6	10.8	10.1	11	78	87	1	65	35
WVCK	Flint	13.6	9.3	15.7	23	70	76	1	60	40

AOR

NATIONAL MEAN:		8.4	15.1	9.1	23.5	63.3	71.8	4.7	43.8	56.2
		<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>
KKDJ	Fresno	13.1	9.6	12.9	16	75	84	-	59	41
KPOI	Hono	10.1	12.4	9.5	15	78	84	1	74	26
WIMZ	Knox	12.9	9.8	19.2	33	57	65	2	60	40
WEZK	NE PA	10.7	11.8	11.7	31	61	66	3	58	42
KEZO	Omaha	10.3	12.2	16.4	27	61	70	3	58	42
WRXL	Richmond	12.0	10.5	19.2	16	74	80	4	63	37
WCMF	Roch	11.1	11.3	12.5	22	73	76	2	68	32
KMBQ	Shreve	12.3	10.3	15.6	33	61	67	-	56	44
WIOT	Toledo	8.7	14.5	7.2	21	71	79	-	67	33
KWFM	Tucson	7.0	17.9	5.8	11	86	89	-	68	32
KMOD	Tulsa	10.1	12.4	13.1	20	75	78	2	61	39
KICT	Wichita	13.3	9.4	12.8	16	81	84	-	80	20
WAPL	Apple-Osh	9.1	13.8	9.4	15	85	85	-	68	32
WAAL	Bingh	9.9	12.7	18.9	20	71	80	-	69	31
KIDQ	Boise	13.0	9.7	18.5	26	71	74	-	72	28
KILO	Colo Spg	11.8	10.7	14.0	14	77	86	-	67	33
KGGO	Des Moines	11.3	11.2	10.0	21	72	77	2	61	39
WXKE	F. Wayne	10.7	11.8	14.4	13	80	85	2	67	33
KQWB-F	Fargo	11.3	11.2	14.3	17	77	83	-	60	40
KLAQ	El Paso	11.7	10.8	15.2	22	74	77	1	76	24
KFMQ	Lincoln	11.7	10.7	12.8	9	86	91	-	66	34
WIBA	Madison	8.3	15.2	6.3	22	72	78	-	58	42
WOUR	Utica	10.0	12.6	9.4	14	84	86	-	78	22
WKGR	West Palm	8.0	15.7	2.4	0	75	84	16	62	38

AC/OLDIES/SOFT ROCK

NATIONAL MEAN:		8.1	15.6	6.8	3.9	59.9	86.9	9.2	41.2	58.8
		<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	7.8	16.1	5.5	1	41	79	20	55	45
WLTH	NY	8.6	14.7	3.4	-	44	80	20	39	61
WYNY	NY	5.7	22.0	4.1	4	58	84	12	37	63
KFI	LA	5.5	22.8	7.0	2	50	80	18	40	60
KMGG	LA	5.3	23.9	3.2	3	65	91	6	42	58
KOST	LA	6.6	19.0	3.3	6	56	84	10	35	65
KFMB	S. Diego	6.4	19.8	5.0	4	63	87	9	37	63
WCLR	Chicago	7.6	16.5	4.0	3	49	83	14	38	62
WFYR	Chicago	6.6	19.1	4.3	5	56	91	4	49	51
WLAK	Chicago	7.6	16.7	4.2	4	42	72	24	38	62
WMJC	Detroit	6.0	21.0	4.1	6	60	84	10	48	52
WNIC	Detroit	6.9	18.2	3.3	3	68	90	7	40	60
WOMC	Detroit	8.6	14.6	4.8	2	61	89	9	37	63
KIOI	San Fran	5.9	21.5	4.7	3	58	88	9	50	50
WMGK	Phila	8.9	14.1	6.0	2	58	86	12	43	57
WSNI	Phila	8.2	15.5	2.9	4	57	82	14	37	63
WLEV	Allen-Beth	9.9	12.7	6.6	8	58	77	15	46	54
WMJX	Boston	7.0	18.0	1.6	5	71	91	4	45	55
WROR	Boston	6.7	18.7	4.8	11	57	80	9	38	62
WVBF	Boston	9.7	13.1	4.8	2	64	93	5	41	59
WIOF	Hartford	8.3	15.1	1.0	4	71	89	7	44	56
WLTF	Wash	7.4	17.0	7.3	2	59	91	7	46	54
WFGC+	Wash	5.3	21.3	4.5	8	61	86	6	38	62
WENS	Indy	8.5	14.8	8.5	3	65	94	3	38	62
KSD	St. Louis	8.7	14.5	8.1	4	61	89	7	39	61
KYKY	St. Louis	6.6	19.1	4.2	3	71	90	7	31	69
KSTP-F	Minn	10.0	12.6	13.0	2	56	90	8	45	55
WRMM	Atlanta	7.8	15.8	2.9	1	46	84	15	43	57
WSB-F	Atlanta	7.5	16.8	3.4	3	55	83	14	30	70
WBUF	Buffalo	9.8	12.9	8.8	2	57	89	9	45	55
WKBW	Buffalo	7.0	18.0	9.7	5	44	66	29	36	64
WLTT	Cinci	7.6	16.6	5.5	6	58	90	4	35	65
WRRM	Cinci	9.3	13.5	7.2	2	66	87	11	31	69
WLTF	Cleve	7.8	16.1	7.5	5	62	90	5	33	67
WNJI	Cleve	8.6	14.7	9.3	5	52	88	7	45	55
WSNY	Col, 0	9.0	14.0	7.1	4	63	85	11	38	62
KMGC	Dallas	6.6	19.0	5.0	4	70	94	2	34	66
KVIL-F	Dallas	11.0	11.5	12.8	4	50	81	15	33	67
KMJI	Denver	8.1	15.5	3.2	2	71	94	4	48	52
KFMK	Houston	7.7	16.4	7.5	1	70	96	3	44	56

AC/OLDIES/SOFT ROCK

NATIONAL MEAN:		8.4	15.1	9.1	23.5	63.3	71.8	4.7	43.8	56.2
		<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>
KRBE-F	Houston	8.9	14.2	8.6	3	60	89	8	52	48
KUDL	KC	7.7	16.5	4.5	7	58	86	5	41	59
WAIA	Miami	8.0	15.8	4.7	9	59	87	4	38	62
WAXY	Miami	8.4	15.1	4.8	2	75	95	3	55	45
WLVE	Miami	7.4	17.1	4.3	5	63	92	3	50	50
WNYX	Milw	7.7	16.4	6.9	3	63	90	7	32	68
WHYV	Pitts	7.7	16.3	8.7	9	53	80	11	32	68
WNSW	Pitts	9.6	13.2	4.8	3	54	86	11	40	60
KGW	Portland	7.3	17.2	18.1	4	44	77	19	40	60
KCNR-F	Portland	6.6	19.0	7.3	6	67	89	5	41	59
KEZX	Seattle	10.7	11.8	8.1	-	73	98	2	44	56
KLSI	Seattle	8.3	15.1	7.0	7	67	89	4	36	64
WJQJ	Tampa	9.1	13.8	9.1	2	50	80	18	45	55
WKJL	Louis	8.3	15.1	4.5	4	63	95	1	44	56
KKLT	Phoenix	7.4	17.0	3.8	4	26	88	8	29	71
KOOL-F	Phoenix	8.6	14.6	4.2	1	58	91	8	59	41
KXOA-F	Sacra	9.7	12.9	3.9	5	54	89	6	51	49
KTSA	San Ant	7.6	16.5	6.9	5	33	68	27	49	51
KLLS-F	San Ant	8.2	15.3	4.6	7	69	90	3	36	64
WRVR	Memphis	7.8	16.2	6.8	-	59	90	10	40	60
WLAC-F	Nash	8.9	14.1	9.2	5	71	91	4	45	55
KZBS	Ok! City	10.5	12.0	9.3	5	73	93	2	46	54
KLCY	Salt Lake	9.2	13.7	5.9	-	73	97	3	58	42
WRAL	Raleigh	7.8	16.1	7.8	3	65	88	9	40	60
WYYD	Raleigh	7.5	16.8	5.9	2	67	92	6	33	67
WLTJ	Norfolk	8.7	14.5	7.8	4	73	91	5	45	55
WSFM	Harris	12.7	9.9	7.0	7	72	90	3	54	46
WMAG	Greensboro	9.6	13.1	11.9	8	64	87	5	37	63
WFBC-F	Greenville	10.7	11.8	8.8	6	56	82	12	39	61
WROK	Rockford	10.0	12.6	15.0	2	34	59	39	43	57
WHYN-F	Spr, MA	8.4	15.0	9.0	5	32	64	31	43	57
WMAS-F	Spr, MA	9.1	13.9	7.3	3	53	78	19	38	72
WLHT	Gr. Rapids	8.4	15.1	6.5	7	84	93	-	26	74
WSBA-F	York	11.5	11.0	9.4	-	52	76	24	32	68
WNOM	Albany	9.7	13.0	5.8	4	64	96	-	36	64
KOB-F	Albuq	10.6	11.9	10.0	5	53	83	12	39	61
KEYI	Austin	9.3	13.5	11.3	-	80	97	3	40	60
KFYE	Fresno	7.1	17.8	4.9	-	70	100	-	49	51
WEZS	Richmond	10.4	12.1	9.3	3	67	93	4	37	63
WVOR	Roch	10.9	11.6	13.8	1	56	90	9	45	55
WYYY	Syra	9.5	13.3	7.9	9	70	87	4	42	58
WMHE	Toledo	8.2	15.4	5.6	3	71	94	3	40	60
KRAV	Tulsa	9.6	13.2	8.9	5	63	90	5	44	56
KBRA	Wichita	9.0	14.1	9.6	3	57	89	8	44	56
WQXY	Baton Rouge	9.6	13.1	12.3	6	52	72	22	41	59
KLYF	Des Moines	9.0	14.0	7.6	2	67	88	10	43	57
KYSR	El Paso	5.4	23.4	1.7	10	60	85	5	33	67
KKPL	Spokane	9.7	13.0	13.1	5	69	93	2	41	59
WRWF	West Palm	9.0	14.0	12.7	2	64	96	2	43	57
WFMQ	F Wayne	7.8	16.2	3.3	3	64	91	7	53	47

BEAUTIFUL MUSIC

NATIONAL MEAN:		11.4	11.0	12.7	0.6	9.7	36.4	63.0	40.1	59.9
		<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>
WPAT-F	NY	9.6	13.1	7.0	-	18	42	58	43	57
WRFM	NY	11.3	11.1	7.4	-	6	25	75	37	63
KBIG	LA	10.3	12.3	8.2	1	17	47	52	36	64
KJOI	LA	10.8	11.7	10.4	5	6	32	63	40	60
KJQY	S. Diego	13.2	9.5	13.0	-	17	47	53	46	54
WL00	Chicago	12.3	10.2	10.0	-	14	45	55	39	61
WJOI	Detroit	13.4	9.4	10.3	-	7	34	66	34	66
KABL-F	SF	9.4	13.3	8.6	-	7	34	66	43	57
KOIT-F	SF	9.8	12.8	4.1	-	14	53	47	43	57
WEAZ	Phila	11.6	10.8	9.5	1	10	30	69	37	63
WFMZ	Allen-Beth	15.1	8.3	20.7	1	8	27	72	35	65
WHUE-F	Boston	10.7	11.8	4.7	1	5	24	75	38	62
WJIB	Boston	9.7	13.0	13.6	-	8	30	70	44	56
WRCH	Hartford	11.3	11.2	7.5	-	14	43	57	44	56
WLKW-F	Prov	12.3	10.3	13.9	-	9	27	73	40	60

BEAUTIFUL MUSIC

NATIONAL MEAN:	11.4	11.0	12.7	0.6	9.7	36.4	63.0	40.1	59.9
	<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>
NGAY-F+ Wash	12.4	10.2	9.5	1	8	40	59	44	56
WXTZ Indy	12.1	10.4	15.0	2	15	38	40	35	65
WLIF Balt	12.6	10.0	10.3	1	16	45	54	43	57
KEZK St. Louis	8.6	14.7	5.5	1	13	34	65	36	64
WAYL Minn	10.1	12.5	11.0	-	17	45	55	39	61
WPCH Atlanta	10.5	12.0	7.4	1	18	39	60	36	64
WJYE Buffalo	10.1	12.4	9.8	1	13	40	59	45	55
WWEZ Cinci	9.4	13.4	8.2	1	12	32	67	36	64
WDOQ Cleve	11.7	10.7	13.3	-	8	34	66	41	59
WQAL Cleve	10.8	11.7	8.3	-	12	30	70	45	55
WBNS-F Col, O	13.4	9.4	14.7	-	12	34	66	36	64
KMEZ-F Dallas	10.6	11.9	13.0	1	12	42	57	43	57
KOSI Denver	12.0	10.5	11.2	2	21	48	50	39	61
KODA Houston	12.4	10.2	13.7	-	22	46	54	46	54
KMBR KC	12.7	9.9	11.2	-	25	53	47	37	63
WLYF-F Miami	12.8	9.8	20.6	1	8	27	72	43	57
WEZW Milw	11.7	10.8	7.3	-	15	37	63	34	66
WBYU New Or	11.6	10.8	11.5	-	11	40	60	30	70
WSHH Pitts	9.3	13.6	5.9	-	5	18	82	44	56
KXL-F Portland	12.0	10.5	21.5	1	8	39	60	36	64
KBRD Seattle	11.8	10.7	9.4	1	17	46	53	36	64
KSEA Seattle	9.0	14.0	10.3	1	7	32	67	36	64
WWBA Tampa	15.1	8.4	25.0	-	6	15	85	48	52
WVEZ Louis	11.8	10.7	11.8	-	11	36	64	39	61
KMEO Phoenix	11.0	11.5	9.2	1	6	15	84	39	61
KQYT Phoenix	11.7	10.8	13.2	-	9	33	67	39	61
KCTC Sacra	10.9	11.6	13.0	1	16	45	54	43	57
KQXT San Ant	12.3	10.3	13.2	1	17	43	56	33	67
WHIO-F Dayton	11.8	10.7	17.2	-	12	40	60	42	58
WZEZ Nash	13.1	9.6	17.9	1	7	45	54	43	57
KKNG Okl City	10.9	11.6	12.7	-	14	50	50	41	59
KSFI Salt Lake	11.9	10.6	9.8	-	19	55	45	43	57
WFOG Norfolk	13.6	9.2	22.4	1	11	34	65	42	58
WHP-F Harris	10.6	11.9	12.3	-	8	33	67	35	65
WGLD Greensboro	10.8	11.7	16.2	-	20	42	58	40	60
WSPA-F Greenville	10.8	11.7	10.4	-	10	30	70	38	62
WEZN Bridge	13.4	9.4	10.2	3	6	37	60	47	53
WSWT Peoria	10.8	11.7	11.0	-	19	45	55	34	66
KDUO River-SB	13.6	9.3	21.6	-	7	24	76	34	66
KRVR Daven-RI	11.3	11.2	14.3	2	11	40	48	43	57
WSRS-F Wore	11.8	10.6	12.5	-	8	25	75	39	61
WDUV Sara	15.4	8.2	20.7	1	2	8	91	45	55
WOOD-F Gr. Rapids	8.2	15.3	7.9	-	10	32	68	48	52
WNCE Lancaster	12.0	10.5	13.1	-	10	42	58	36	64
WWLV Daytona	13.4	9.4	23.4	-	9	23	77	43	57
WQLR Kalamazoo	10.0	12.6	6.8	-	19	33	67	30	70
WKTZ Jkville	14.7	8.6	24.3	1	2	23	76	37	63
WRON-F Albany	8.3	15.1	4.5	-	18	41	59	38	62
WEZK Knox	13.8	9.1	23.1	-	13	43	57	45	55
WEZO Roch	11.6	10.8	15.0	-	13	43	57	32	68
WLQR Toledo	11.3	11.2	9.1	2	18	42	56	36	64
KJYK Tucson	11.0	11.4	12.9	-	7	31	69	43	57
KBEZ Tulsa	13.0	9.7	12.7	2	5	35	63	39	61
WKBN Young	9.7	13.0	8.7	-	9	26	74	42	58
WXTC Char, SC	11.3	11.1	14.7	1	26	57	42	45	55
WCEZ Col, SC	12.7	9.9	15.0	-	16	40	60	47	53
KIOU Corpus Chr	16.0	7.9	18.3	-	13	43	57	47	53
WEZV F Wayne	13.3	9.5	6.9	-	21	50	50	43	57
KXTZ Las Vegas	13.2	9.5	18.8	-	8	42	58	45	55
WMEZ Pensa	10.9	11.5	21.7	2	8	29	69	38	62
WEAT West Palm	11.7	10.7	14.9	1	11	18	81	44	56

MOR/VARIETY

NATIONAL MEAN:		9.4	13.6	11.7	1.2	16.7	41.4	57.4	42.9	57.1
		<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	S. Diego	7.9	15.9	5.9	2	34	56	42	56	44
WGN	Chicago	10.0	12.6	8.7	1	11	33	66	38	52
WJR	Detroit	9.5	13.2	8.5	2	16	35	63	55	45
KNBR	SF	7.4	16.9	5.2	2	30	59	39	41	59
WIP	Phila	10.4	12.1	10.3	1	17	43	56	35	65
WBZ	Boston	9.5	13.2	9.3	1	13	41	58	41	59
WHDH	Boston	9.4	13.4	8.5	2	19	41	57	37	63
WTIC	Hartford	11.3	11.2	14.5	2	11	32	66	45	55
WMAL	Wash	10.4	12.1	10.1	1	8	38	61	41	59
WIBC	Indy	11.0	11.5	13.0	1	24	46	53	36	64
WBAL	Balt	11.0	11.5	9.5	1	4	20	79	38	62
WCCO	Minn	10.9	11.5	15.5	1	11	34	65	44	56
WSB	Atlanta	7.9	15.9	11.3	1	16	44	55	48	52
WBEN	Buffalo	8.4	15.0	7.7	1	11	37	62	45	55
WKRC	Cinci	8.9	14.2	9.6	3	22	52	45	42	58
WLW	Cinci	7.6	16.6	7.9	1	16	41	58	54	46
WTVN	Col, O	8.3	15.1	17.8	2	26	61	37	42	58
WISN	Milw	6.9	18.3	3.2	1	21	53	46	55	45
WTMJ	Milw	11.0	11.4	10.3	1	14	32	67	43	57
KEX	Portland	6.1	20.7	5.2	2	14	48	50	41	59
KOMO	Seattle	7.8	16.1	10.4	2	18	53	45	46	54
WFLA	Tampa	7.0	17.9	6.1	-	13	29	71	33	67
WHAS	Louis	7.5	16.8	8.4	2	27	57	41	46	54
KOY	Phoenix	7.8	16.2	9.3	2	25	67	31	50	50
WBT	Charlotte	8.3	15.2	11.2	1	28	65	34	44	56
WHIO	Dayton	8.7	14.5	7.4	2	12	32	66	50	50
KSL	Salt Lake	7.7	16.4	9.4	2	33	55	43	45	55
WPTF	Raleigh	7.6	16.6	6.8	2	20	39	59	50	50
WTAR	Norfolk	9.9	12.8	9.4	-	18	44	56	55	45
WHP	Harris	10.1	12.5	9.3	1	12	26	73	38	62
WICC	Bridge	8.7	14.5	9.2	4	16	51	45	44	56
WMBD	Peoria	11.6	10.8	10.0	2	10	23	75	42	58
WJBC	Bloom	13.2	9.6	18.3	-	25	42	58	37	63
WELI	N. Haven	11.7	10.8	14.7	1	9	28	71	31	69
WAKR	Akron	9.2	13.8	14.8	1	13	30	69	33	67
WOOD	Gr. Rapids	10.3	12.2	11.0	1	14	45	54	38	62
WSBA	York	11.8	10.7	8.7	1	22	52	47	47	53
WKZO	Kalamazoo	8.4	15.0	16.4	-	21	40	60	37	63
WGY	Albany	9.7	12.9	12.0	2	17	46	52	49	51
KSSK	Hono	10.9	11.6	20.0	1	28	60	39	50	50
KFAB	Omaha	12.0	10.5	20.3	-	10	31	69	40	60
WRVA	Richmond	10.5	12.0	17.3	-	15	38	62	41	59
WHAM	Roch	8.8	14.3	13.9	2	8	30	68	38	62
WSYR	Syra	8.8	14.3	18.4	-	6	20	80	40	60
WSPD	Toledo	10.5	12.0	14.0	-	5	25	75	39	61
KRMG	Tulsa	8.4	15.0	14.8	-	11	39	61	43	57
WKBN	Young	8.7	14.5	14.0	2	25	56	42	55	45
WNBK	Bingh	9.4	13.5	15.0	2	19	44	54	37	63
WMT	Ced Rapids	13.2	9.6	16.0	2	9	29	69	39	61
WIS	Col, SC	8.9	14.1	11.8	-	19	38	62	50	50
WOHO	F. Wayne	8.5	14.8	11.0	2	25	45	53	38	62
WIKY	Evans	19.4	6.5	29.5	-	8	38	62	30	70
WSGW	Saginaw	13.2	9.5	11.5	-	16	40	60	39	61
WIBX	Utica	11.6	10.9	13.4	1	7	29	70	39	61
WARM	NE PA	7.9	15.9	7.5	1	15	44	55	42	58



		COUNTRY								
NATIONAL MEAN:		10.7	11.8	15.0	3.1	31.9	65.6	31.3	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	8.1	15.6	5.1	3	25	54	43	58	42
KLAC	LA	7.3	17.3	8.6	1	22	57	41	53	47
KZLA-F	LA	15.2	15.2	10.5	2	25	66	32	49	51
KSON-F	S. Diego	9.6	13.1	11.2	1	40	78	21	68	32
WMAQ	Chicago	8.0	15.7	7.4	3	18	50	47	50	50
WUSN	Chicago	8.7	14.5	9.9	-	24	75	25	50	50
WCXI	Detroit	9.8	12.9	10.0	3	35	72	25	53	47
WMWH	Detroit	7.8	16.2	10.1	2	24	60	38	40	60
KSAN	SF	8.7	14.6	7.8	4	42	78	18	57	43
WXTU	Phila	12.9	9.8	8.2	1	27	63	36	56	44
WXKW	Allen-Beth	12.2	10.3	15.3	-	14	55	45	44	56
WMZQ	Wash	8.3	15.3	9.2	9	39	68	23	50	50
WFNS	Indy	10.1	12.5	9.5	3	29	74	23	56	44
WPOC	Balt	11.2	11.3	12.9	8	28	59	33	54	46
KUSA	St. Louis	7.9	15.9	9.5	2	32	64	34	53	47
WIL-F	St. Louis	10.1	12.4	12.0	2	30	68	30	45	55
KEYE	Minn	9.7	13.0	6.7	3	36	53	44	39	61
WKHX	Atlanta	11.7	10.8	18.5	3	39	76	21	54	46
WYRK	Buffalo	11.0	11.5	8.4	4	31	60	36	49	51
WKXF	Cinci	8.9	14.1	9.7	1	39	64	35	47	53
WKSX	Cleve	10.6	11.9	14.0	2	27	56	42	43	57
KPLS	Dallas-FW	8.6	14.7	13.6	5	47	86	9	53	47
KSCS	Dallas-FW	9.7	13.0	11.6	3	41	69	28	41	59
WBAP	Dallas-FW	9.0	14.0	10.9	2	21	50	48	55	45
KLZ	Denver	8.5	14.8	13.2	2	19	49	49	44	56
KYGO	Denver	9.9	12.7	11.0	2	33	71	27	49	51
KIKK-F	Houston	9.9	12.8	12.9	4	41	82	10	51	49
KILT-F	Houston	9.2	13.7	7.4	8	33	69	23	53	47
KFKF-F	KC	9.8	12.9	14.2	2	45	77	21	50	50
WDAF	KC	9.6	13.2	14.5	-	15	54	56	48	52
WBCS-F	Milw	8.5	14.8	13.3	3	26	70	27	50	50
WMIL	Milw	9.5	13.3	8.6	7	35	77	16	59	41
WNOE-F	New Or	9.1	13.9	13.1	2	39	71	27	58	42
KJIB	Portland	9.6	13.1	10.1	4	44	87	9	54	46
KMPS-F	Seattle	9.7	13.0	6.9	4	31	72	24	48	52
WSUN	Tampa	7.9	15.9	14.2	1	20	44	55	50	50
WQYK	Tampa	13.0	9.7	22.7	3	18	58	39	35	65
WAMZ	Louis	11.7	10.8	18.8	2	37	72	26	44	56
KNIX-F	Phoenix	11.1	11.4	10.5	3	28	62	35	52	48
KAER	Sacra	14.6	8.7	13.6	2	30	55	43	53	47
KRAK	Sacra	11.6	10.9	16.5	1	18	41	58	51	49
KKYX	San Ant	11.6	10.8	15.0	2	25	49	49	62	38
KAJA	San Ant	11.7	10.8	13.1	9	56	82	9	52	48
WZZK	Birmingham	11.5	11.0	24.4	8	27	62	30	47	53
WSOC-F	Charlotte	13.5	9.4	20.8	4	28	67	29	50	50
WGKX-F	Memphis	9.5	13.2	7.3	4	44	83	13	49	51
WMC	Memphis	12.9	9.8	21.4	2	15	47	51	44	56
WSM	Nash	8.6	14.6	15.9	1	5	44	55	53	47
WSM-F	Nash	10.8	11.6	18.2	2	44	83	15	50	50
WSIX-F	Nash	9.9	12.7	17.9	-	23	54	46	37	63
KXXY-F	OkI City	11.0	11.5	17.0	7	48	80	13	37	63
KKAT	Salt Lake	9.9	12.7	6.5	2	57	85	13	63	37
WCMS-F	Norfolk	11.8	10.7	18.4	1	31	60	39	47	53
WRKZ	Harris	12.7	9.9	18.1	8	34	71	21	59	41
WHOO-F	orlando	8.9	14.1	9.5	-	24	62	38	56	44
WKA	Orlando	12.2	10.4	17.0	6	41	75	19	50	50
WTQR	Greensboro	13.9	9.1	25.6	3	30	65	32	42	58
WESC-F	Greenville	13.3	9.5	13.3	4	26	66	30	49	51
WSSL-F+	Greenville	10.0	12.6	16.3	1	32	59	40	44	56
WXCL	Peoria	13.2	9.6	20.2	5	20	54	41	60	40
WLLR	Daven-RI	10.5	12.0	18.8	6	24	65	29	41	59
WOKQ	Ports-Dover	13.2	9.5	17.8	3	31	63	34	57	43
KUGN-F	Eugene	12.5	10.0	14.0	4	38	74	22	50	50
KCCY	Pueblo	14.4	8.7	15.7	5	55	78	17	43	57
KNFO	Waco	13.2	9.5	10.8	3	32	68	29	50	50

		COUNTRY								
NATIONAL MEAN:		10.7	11.8	15.0	3.1	31.9	65.6	31.3	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>ZM</u>	<u>ZF</u>
WCUZ-F	Gr. Rapids	10.0	12.5	15.5	3	40	76	31	45	55
WPCV	Lakeland	13.4	9.4	20.6	2	22	58	34	50	50
WWNC	Asheville	14.8	8.5	25.1	2	14	39	59	43	57
WTCR	Hunting	10.6	11.9	10.3	1	40	66	33	42	58
WQBE-F	Char, WV	11.9	10.6	20.7	-	28	67	33	48	52
WQLK	Jkville	10.5	12.0	16.2	7	30	66	27	40	60
KASE	Austin	11.9	10.6	20.0	4	36	82	14	46	54
WIVK	Knox	12.8	9.8	22.2	1	34	61	38	43	57
WITL	Lansing	10.9	11.6	19.6	-	14	52	48	35	55
KSSN	L. Rock	10.2	12.4	21.3	4	24	72	24	36	54
WKSJ	Mobile	14.2	8.9	26.8	3	38	71	26	53	47
WOW	Omaha	9.2	13.7	7.0	-	25	67	33	65	35
WCLR	Toledo	10.4	12.1	12.3	-	45	76	24	44	56
KCVB	Tucson	11.5	11.0	21.4	3	22	43	54	55	45
KVUU	Tulsa	11.9	10.6	23.6	2	13	38	60	55	45
KWEN	Tulsa	12.1	10.4	13.8	8	47	82	10	43	57
KFDI-F	Wichita	8.6	14.6	11.3	2	34	57	41	50	50
WQXK	Young	12.8	9.9	15.6	3	35	66	31	45	55
KMML	Amarillo	9.7	13.0	7.3	5	41	77	18	52	48
WYNK-F	Caton Rouge	13.1	9.6	16.9	6	36	63	31	49	51
KIZN	Boise	8.8	14.4	17.9	4	46	82	14	41	59
WEZL	Char, SC	13.6	9.3	27.6	1	26	64	35	54	46
WDDO	Chatta	9.2	13.7	8.0	6	35	67	27	49	51
KKCS	Colo Spg	11.7	10.8	15.7	6	51	87	7	43	57
WCOS	Col, SC	15.4	8.2	27.1	4	30	68	28	48	52
KSO	Des Moines	13.0	9.7	18.2	2	34	66	32	46	54
WBHP	Hunts	9.9	12.7	15.9	5	23	56	39	54	46
KFGO	Fargo	14.3	8.8	22.2	0	19	55	45	57	43
KHEY-F	El Paso	12.8	9.8	9.8	2	39	74	24	51	49
WMSI	Jackson	13.1	9.6	28.5	3	43	80	17	47	53
WXBQ	JC-Kings	11.8	10.6	20.7	4	34	70	26	47	53
WVLF-F	Lexing	10.9	11.5	20.6	1	39	77	22	53	47
KLTL	Lubbock	11.6	10.9	10.8	2	55	83	15	63	37
WPOR-F	Port, M	13.1	9.6	15.4	2	26	67	31	58	42
WCHY	Savannah	15.4	8.2	26.6	3	30	61	36	53	47
KTTS-F	Spring, MO	13.5	9.4	17.2	3	27	58	39	45	55
WIRK	West Palm	12.9	9.8	18.1	4	23	59	37	50	50
WVVA	Wheeling	10.0	12.6	15.0	-	21	53	47	45	55

		NEWS/TALK								
NATIONAL MEAN:		8.4	15.0	8.5	0.5	15.6	30.3	69.2	47.2	52.8
		<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>ZM</u>	<u>ZF</u>
WABC	NY	5.7	22.0	2.7	2	19	33	65	46	54
WCBS	NY	6.4	19.6	5.7	1	8	26	73	49	51
WINS	NY	6.5	19.3	7.1	2	15	37	61	41	59
WOR	NY	9.2	13.7	5.6	1	6	26	73	34	66
KABC	LA	10.8	11.7	9.4	1	11	33	66	45	55
KFWB	LA	5.8	21.7	9.5	-	11	31	69	52	48
KNX	LA	6.9	18.3	8.4	-	17	32	68	37	53
KSDO	S. Diego	9.5	13.2	8.7	-	13	34	66	50	50
WBBM	Chicago	6.7	18.9	6.4	-	10	30	70	57	43
WIND	Chicago	8.8	14.3	6.0	1	11	26	73	30	70
WNJ	Detroit	7.7	16.4	7.6	1	10	30	68	50	50
WXYZ	Detroit	12.4	10.2	8.8	-	11	27	73	37	63
KCBS	SF	7.6	16.5	8.0	-	12	33	67	49	51
KGO	SF	10.7	11.8	9.8	-	14	36	64	47	53
KYW	Phila	7.1	17.8	7.1	1	13	38	61	51	49
WCAU	Phila	8.0	15.7	2.4	2	14	35	63	57	43
WVDB-F	Phila	12.3	10.2	8.0	1	11	31	68	43	57
WEEI	Boston	7.5	16.8	7.6	1	11	24	75	57	43
WRKO	Boston	10.1	12.5	4.6	-	11	28	72	38	62
WPOP	Hartford	7.2	17.4	5.7	-	12	70	54	54	46
WEAN	Prov	8.1	15.6	4.6	-	10	27	73	40	60
WHJJ	Prov	13.4	9.4	9.2	-	7	24	76	45	55
WTOP	Wash	7.3	17.4	10.1	1	20	40	59	58	42
KNOX	St. Louis	11.3	11.2	15.1	1	12	33	66	47	53
WCNN	Atlanta	5.7	22.0	3.9	-	12	36	64	55	45

NEWS/TALK

NATIONAL MEAN:	8.4	15.0	8.5	0.5	15.6	30.3	69.2	47.2	52.8
	<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>
WKY Cinci	10.3	12.2	6.6	-	5	14	86	48	52
WJW Cleve	10.0	12.6	3.4	-	9	40	60	41	59
KRLD Dallas	8.5	14.9	12.0	-	13	32	68	52	48
KOA Denver	7.5	16.8	7.5	1	13	37	62	50	50
KPRC Houston	8.0	16.6	5.0	1	14	34	65	48	52
KTRH Houston	7.6	16.5	9.9	-	10	39	61	51	49
KCHO KC	9.1	13.9	9.4	-	17	37	63	52	48
WNWS Miami	8.0	15.7	7.0	-	8	24	76	44	56
WINZ-A Miami	8.3	15.2	9.5	2	4	15	83	41	59
KXL portland	7.8	16.1	15.7	-	9	35	65	42	58
KIRO Seattle	7.4	17.0	9.1	1	17	37	62	51	49
KTAR Phoenix	10.8	11.7	11.4	-	10	27	73	55	45
KFBK Sacra	11.1	11.4	8.4	-	13	25	75	54	46
WQAI San Ant	8.2	15.4	9.6	-	8	28	72	48	52
KTOK Okl City	12.3	10.2	19.0	1	15	28	71	48	52
WNLS Norfolk	9.9	12.8	8.6	-	8	38	62	60	40
WOC Daven-RI	9.7	13.0	13.7	-	2	23	77	37	63
KMJ Fresno	10.8	11.7	12.1	-	8	23	77	43	57
WBBW Young	12.5	10.1	9.9	-	1	9	91	37	63
WHO Des Moines	7.8	16.1	13.3	-	16	40	60	44	56

BLACK/URBAN

NATIONAL MEAN:	11.0	11.4	10.5	18.1	54.7	71.8	10.1	44.8	55.2
	<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>
WBLS NY	6.7	18.7	2.4	13	59	79	8	52	48
WKTU NY	6.4	19.6	2.5	17	58	71	12	43	57
WRKS NY	10.3	12.3	4.0	29	51	66	5	44	56
KDAY LA	7.9	16.0	7.1	43	41	50	7	48	52
KJLH LA	8.5	14.7	6.2	13	63	82	5	41	59
WBMX-F Chicago	8.9	14.2	4.2	25	53	71	4	50	50
WGCI-F Chicago	10.8	11.7	8.8	13	59	78	9	49	51
WDRQ Detroit	8.9	14.2	5.2	25	55	72	3	36	64
WJLB Detroit	9.5	13.3	3.4	26	53	66	8	46	54
KDIA SF	10.4	12.1	7.8	28	50	59	13	34	66
KSOL SF	10.1	12.5	6.2	20	63	70	10	49	51
WDAS-F Phila	11.3	11.2	11.4	11	57	78	11	42	58
WUSL Phila	10.6	11.9	4.5	27	57	67	6	38	62
WKYS Wash	10.7	11.7	6.7	11	63	81	8	47	53
WHUR Wash	9.8	12.8	2.9	8	60	84	8	43	57
WTLC Indy	14.3	8.8	24.3	13	55	72	15	50	50
WMIN-F Balt	9.4	13.4	1.0	19	58	75	6	45	55
WXYV Balt	10.7	11.8	5.7	15	56	77	8	46	54
KMJM St. Louis	11.4	11.0	9.9	24	51	68	8	42	58
WAOK Atlanta	9.7	13.0	9.4	9	22	45	46	51	49
WVEE Atlanta	11.6	10.9	17.6	12	61	78	10	47	53
WBLK Buffalo	9.1	13.8	8.0	13	51	72	15	41	59
WBLZ Cinci	10.9	11.6	11.5	24	56	70	6	48	52
WZAK Cleve	13.1	9.7	9.4	19	59	75	6	37	63
KKDA-F Dallas	14.2	8.9	14.2	20	51	69	1	42	58
KNOK Dallas	9.5	13.3	6.6	17	50	73	10	47	53
KMJQ Houston	13.5	9.3	12.1	17	60	73	10	46	54
WEDR Miami	13.8	9.1	12.4	12	59	83	5	53	47
WLUM Milw	8.6	14.6	6.0	30	55	67	3	31	69
WYLD-F New Or	15.1	8.4	18.1	16	50	77	7	43	57
WAMO-F Pitts	10.2	12.4	11.9	20	62	74	6	55	45
WLOU Louis	18.7	6.8	28.3	11	59	72	17	44	56
WENN Birming	15.3	8.2	8.2	15	54	73	12	45	55
WPEF Charlotte	15.0	8.4	24.4	18	62	76	6	48	52
WHRK Memphis	7.1	17.8	2.8	19	62	77	4	45	55
WLOK Memphis	9.5	13.2	7.9	6	38	75	19	40	60
WQQK Nash	11.5	11.0	7.3	12	55	83	5	48	52
WRAP Norfolk	7.0	18.0	5.3	29	46	67	4	39	61
WNYK Norfolk	8.4	14.9	4.9	14	69	83	3	54	46
WORL Orlando	12.5	10.1	12.0	15	49	68	17	46	54

BLACK/URBAN

NATIONAL MEAN:		11.0	11.4	10.5	18.1	54.7	71.8	10.1	44.8	55.2
		<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>
WQMG	Greensboro	15.0	8.5	7.7	15	64	76	9	54	46
WHYZ	Greenville	15.4	8.2	15.1	16	53	71	13	28	72
WJAX	Jkville	14.2	8.9	11.1	25	49	68	7	42	58
WFDQ	Jkville	11.4	11.0	13.4	23	37	57	10	34	66
KHYS	Beaumont	22.7	5.5	31.7	23	50	74	3	57	43
WBLX	Mobile	17.0	7.4	11.2	13	60	78	9	38	62
WFLZ	Richmond	11.7	10.8	4.4	23	51	64	13	46	54
KOKA	Shreve	9.5	13.3	7.2	20	51	65	15	43	57
WXOK	Baton Rouge	8.3	15.2	12.7	17	52	67	16	56	44
WJTT	Chatta	15.3	8.3	11.0	17	58	78	5	34	66
WWDW	Col, SC	13.2	9.5	12.7	13	63	84	3	56	44
WFXE	Col, GA	13.7	9.2	16.2	18	64	82	0	62	38
WIDO	Fayette	17.0	7.4	22.7	16	69	81	3	52	48
WJMI	Jackson	13.2	9.6	7.9	24	55	62	14	49	51
WJJS	Lynch	18.6	6.8	19.8	8	46	66	26	43	57
WBOP	Pensa	24.8	5.1	8.6	13	41	54	33	27	73

NOSTALGIA

NATIONAL MEAN:		11.3	11.1	11.6	0.3	4.1	18.5	82.2	43.1	56.9
		<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	NY	10.6	11.9	7.7	1	5	23	76	37	63
KMPC	LA	8.4	15.0	5.8	-	5	25	75	55	45
KPRZ	LA	10.6	11.9	6.2	-	2	18	82	45	55
KFPQ	S. Diego	12.7	9.9	11.4	-	6	25	75	51	49
WAIT	Chicago	9.1	13.9	3.0	-	6	26	74	50	50
WJJD	Chicago	9.2	13.7	6.5	-	2	18	82	54	46
KSFO	SF	7.6	16.7	5.3	2	14	40	58	50	50
WFEN	Phila	10.8	11.6	8.8	1	3	32	67	44	56
WXKS	Boston	17.4	7.2	4.6	-	7	25	75	51	49
WITB	Balt	12.1	10.4	12.2	1	3	15	84	52	48
WRTH	St. Louis	9.7	12.9	11.5	-	-	10	90	41	59
WECK	Buffalo	12.2	10.3	14.1	-	2	8	92	44	56
WBBG	Cleve	11.1	11.4	12.3	-	3	18	82	42	58
KEZW	Denver	10.3	12.2	10.2	-	4	17	83	39	61
KQUE	Houston	10.4	12.1	17.9	1	5	27	72	46	54
KJLA	KC	9.8	12.8	14.4	-	4	16	84	39	61
WLQY	Miami	14.5	8.7	14.2	-	2	5	95	36	64
WOKY	Milw	10.6	11.9	8.7	1	1	17	82	47	53
WJAS	Pitts	11.7	10.8	7.5	-	3	21	79	44	56
KIXI	Seattle	9.8	12.8	11.0	-	5	12	88	38	62
WLFW	Tampa	16.3	7.7	8.0	-	-	13	87	50	50
KXOA	Sacra	10.6	11.9	10.8	-	2	11	89	34	66
KLUB	Salt Lake	8.6	14.7	17.8	2	4	13	85	42	58
WCOT	Orlando	11.9	10.6	16.7	-	-	7	93	40	60
WSBT	S. Bend	12.2	10.3	11.5	-	4	16	84	47	53
WMAS	Spr, MA	16.4	7.7	17.9	-	10	22	78	42	58
WROD	Daytona	14.7	8.6	26.0	-	-	9	91	36	64
WEJL	NE PA	13.1	9.6	6.5	-	4	15	85	38	62
WNAK	NE PA	18.5	6.8	10.8	-	4	11	89	33	67
WLEE	Richmond	11.5	10.9	24.2	-	7	16	84	36	64
WYLF	Roch	12.0	10.5	12.3	-	9	24	76	36	64
KMRV	Des Moines	13.0	9.7	12.7	-	6	19	81	42	58
KORK	Las Vegas	14.8	8.5	13.7	-	2	35	65	42	58

RELIGION

NATIONAL MEAN:		10.0	12.5	10.4	2.1	25.8	54.2	43.7	36.4	63.6
		<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>
WWDJ	NY	9.8	12.8	1.2	1	16	68	31	27	73
KBRT	LA	10.3	12.3	16.8	1	12	69	30	30	70
WCFL	Chicago	5.9	21.5	2.5	-	13	33	67	43	57
WMUZ	Detroit	8.2	15.4	14.9	2	19	44	54	45	55
KEST	SF	7.7	16.4	8.5	-	4	48	52	56	44
WUST	Wash	15.9	7.9	3.3	-	15	40	60	7	93
WBGR	Balt	22.0	5.7	.2	5	24	64	31	16	84
WRBS	Balt	10.2	12.4	10.4	-	17	62	38	56	44
KSIV	St. Louis	8.9	12.7	4.1	-	5	33	67	52	48
WYZE	Atlanta	15.5	8.1	4.8	2	14	35	63	31	69

RELIGION

NATIONAL MEAN:		10.0	12.5	10.4	2.1	25.8	54.2	43.7	36.4	63.6
		<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>
KPBC	Dallas	12.9	9.8	7.0	3	62	86	11	28	72
KHCB	Houston	8.2	15.3	5.5	-	23	46	54	23	77
WPIT-F	Pitts	7.0	18.1	17.7	1	1	21	78	35	65
KCMS	Seattle	8.0	15.7	17.3	8	55	79	13	37	63
WAGG	Birmingham	18.7	6.7	9.2	3	21	37	60	32	68
WCRT	Birmingham	11.6	10.9	10.1	5	76	95	--	45	55
KWAM	Memphis	11.3	11.2	2.8	2	17	39	59	52	48
WDAC	Lancaster	9.7	13.0	17.2	-	32	56	44	24	76
WERM	Huntington	7.3	17.2	20.5	-	26	47	53	42	58
KCFO	Tulsa	11.3	11.2	27.2	9	67	91	--	38	62
WOAD	Jackson	15.6	8.1	16.5	3	22	46	51	45	55

SPANISH

NATIONAL MEAN:		12.4	10.1	14.2	4.8	37.3	63.3	31.9	37.7	62.3
		<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>
WADO	NY	15.5	8.1	18.9	4	17	48	48	45	55
WSKQ	NY	18.7	6.8	21.3	5	56	83	12	30	70
KTNQ	LA	9.9	12.7	4.9	-	56	77	23	43	57
KWKW	LA	14.0	9.0	17.2	-	27	59	41	41	59
KLVE-F	LA	8.7	14.5	4.8	3	56	85	12	30	70
WOJO	Chicago	18.7	6.7	17.8	5	51	84	11	59	41
KSSA	Dallas	7.2	17.4	3.3	17	57	78	5	37	63
KXYZ	Houston	12.0	10.5	7.1	14	61	73	3	33	67
WCMQ-F	Miami	11.0	11.5	9.0	4	33	68	28	41	59
WQBA-F	Miami	8.3	15.2	5.2	7	44	71	22	47	53
WRHC	Miami	16.4	7.7	14.7	3	4	22	75	41	59
KCOR	San Ant	11.8	10.7	24.4	1	22	54	45	24	76
KXEW	Tucson	18.7	6.7	33.8	2	42	70	28	28	72
KCCT	Corpus C	13.8	9.1	5.4	6	34	68	26	42	58
KAMA	El Paso	17.5	7.2	16.4	3	22	36	61	17	83
KGBT	McAllen	16.3	7.8	22.3	2	14	37	61	45	55

CLASSICAL

NATIONAL MEAN:		7.7	16.4	5.0	0.9	22.1	55.7	43.4	55.7	44.3
		<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>
WNCN	NY	7.3	17.3	2.5	-	16	49	51	61	39
WQXR+	NY	6.5	19.4	2.5	-	16	44	56	54	46
KFAC-F	LA	5.4	23.2	3.0	1	21	65	34	59	41
KFSD	San Diego	10.3	12.2	4.3	5	27	63	32	49	51
WFMT	Chicago	7.8	16.2	4.5	3	31	63	34	51	49
WORS	Detroit	7.9	15.9	4.1	-	20	44	56	53	47
KKHI-F+	SF	8.3	15.2	5.4	-	19	41	59	46	54
WFLN-F	Phila	7.3	17.2	4.7	1	21	64	35	47	53
WGHS+	Wash	8.7	14.4	6.6	1	23	60	39	49	51
WCLV	Cleve	7.0	17.9	5.9	-	21	64	36	49	51
WRR	Dallas	9.9	12.7	4.1	3	15	40	57	42	58
KVOD	Denver	7.5	16.8	3.1	-	26	74	26	46	54
KLEF	Houston	6.3	20.1	7.1	-	41	70	30	54	46
WTMI	Miami	11.4	11.0	12.0	-	9	27	73	61	39
KING-F	Seattle	7.8	16.1	5.7	1	25	68	31	58	42



SECTION D

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 1983 Revenue: \$14,500,000  
 CSI: 6.2 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 1984 edition of Duncan's Radio Market Guide. The figures are net and they do not include trades.

CSI stands for Consumer Spendable Income. The people of this market have an estimated 6.2 billion dollars to spend after taxes were deducted.

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	23.1

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 daytime
- 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.

If an AM station is broadcasting in stereo I placed an SI between the format and the network affiliation. I don't pretend that every AM station using stereo is so designated. Only those stations which indicate they are using stereo in SRDS are so designated in American Radio.

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		Transstar	SMN	Satellite Music

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. Finally the name of the station's general manager is listed.

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+): 60/545,000  
 CMSA Rank/Pop: Part of Cleveland CMSA  
 MSA Rank/Pop: 67/655,300  
 part of Cleveland ADI  
 Average Person Rating: 17.3  
 Market TSL: 22.9 hours

Stations: 27/7  
 Diaries: 1113/490:1/51.8%  
 Sample Target: 930  
 Standard Error: .586  
 % Below Line: 56.5  
 % Not Listed: 9.6

Est 1983 Revenue: \$8,700,000  
 CSI: 6.2 Bil  
 CSI HH: 26.3 M  
 Retail \$: 3.3 Bil  
 Pop per Station: 77,857

12+ METRO	1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82	
1.	WNMS-F	119/12.6	11.7	14.2	12.6	11.9
2.	WAKR	104/11.1	11.5	8.8	10.9	11.5
3.	WKDD-F	97/10.3	10.5	9.5	10.6	8.5
4.	WNJI-F	55/ 5.8	5.0	5.0	4.0	4.8
5.	WAEZ-F	51/ 5.4	5.7	4.0	4.5	4.6
6.	WWSL	47/ 5.0	4.7	6.6	5.7	6.9
	WGCL-F	47/ 5.0	5.9	5.4	5.4	5.6
8.	WNIR-F	40/ 4.3	4.1	4.6	3.6	2.9
	WLTF-F	40/ 4.3	2.3	2.9	3.9	3.5
10.	WKSX-F	36/ 3.8	2.6	2.6	3.2	1.7
	WDBN-F	36/ 3.8	4.1	2.4	4.0	4.6
12.						
13.						
14.						
15.						

12+ TSA	1/4/CUME
1.	WNMS-F 206/2300
2.	WKDD-F 134/2013
3.	WAKR 112/1620
4.	WGCL-F 93/1624
5.	WKSX-F 92/ 964
6.	WNJI-F 89/1105
	WOOS-F 89/1007
8.	WNBR-F 85/ 876
9.	WLTF-F 68/1040
10.	WAEZ-F 67/ 749
	WWSL 67/ 924
12.	
13.	
14.	
15.	

12+ METRO	CUME/	FAL	SPG	
METRO	CUME RATING	83	83	
1.	WAKR	1430/26.2	26.4	25.3
2.	WNMS-F	1381/25.3	21.6	23.5
3.	WKDD-F	1340/24.6	24.8	22.2
4.	WGCL-F	938/17.2	17.7	15.0
5.	WNJI-F	694/12.7	13.5	12.1
6.	WLTF-F	641/11.8	8.8	10.8
7.	WWSL	596/10.9	10.9	14.8
8.	WKSX-F	492/ 9.0	7.6	7.8
9.	WAEZ-F	481/ 8.8	9.3	10.1
10.	WNIR-F	434/ 8.0	8.6	8.0
11.				
12.				
13.				
14.				
15.				

12+ FM SHARE (NETRO): 73.44% (625 of 851) (SPG 83: 70.59%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PND	12+ EVE	SAT MID
1.	WKDD-F	1. WNMS-F	1. WNMS-F	1. WNMS-F	1. WKDD-F	1. WAKR	1. WAKR	1. WNMS-F	1. WNMS-F	1. WNMS-F
2.	WGCL-F	2. WKDD-F	2. WKDD-F	2. WKDD-F	2. WAEZ-F	2. WAEZ-F	2. WNMS-F	2. WAKR	2. WKDD-F	2. WKDD-F
3.	WNMS-F	3. WNJI-F	3. WNJI-F	3. WNJI-F	3. WWSL	3. WKDD-F	3. WKDD-F	3. WAKR	3. WAKR	3. WAKR
4.		4. WLTF-F	4. WLTF-F	4. WAKR	4. WAKR	4. WNIR-F	4. WSLR	4. WAEZ-F	4. WNJI-F	4. WAEZ-F
5.		5. WAKR	5. WAKR	5. WLTF-F	5. WWSL	5. WNIR-F	5. WNIR-F	5. WAEZ-F	5. WAEZ-F	5. WAEZ-F
1.	WNMS-F	1. WNMS-F	1. WKDD-F	1. WNJI-F	1. WNJI-F	1. WNMS-F	1. WNMS-F	1. WNMS-F	1. WNMS-F	1. WNMS-F
2.	WKDD-F	2. WKDD-F	2. WNMS-F	2. WKDD-F	2. WKDD-F	2. WKDD-F	2. WKDD-F	2. WKDD-F	2. WKDD-F	2. WAKR
3.	WZAK-F	3. WNJI-F	3. WNJI-F	3. WNMS-F	3. WAKR	3. WGCL-F	3. WNJI-F	3. WNJI-F	3. WNJI-F	3. WAKR
4.	WLTF-F	4. WLTF-F	4. WLTF-F	4. WLTF-F	4. WNMS-F	4. WAKR	4. WAKR	4. WAKR	4. WAKR	4. WAKR
5.		5. WAKR	5. WAKR	5. WLTF-F	5. WLTF-F	5. WLTF-F	5. WLTF-F	5. WLTF-F	5. WLTF-F	5. WKSX-F

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		147 (3)	147 (3)	17.3	WCUE 1150 Cuyahoga Falls 1.7/6.4
AOR		137 (2)	137 (2)	16.1	WHL0 640 Akron 1.6/5.1
AC/OLDIES/SOFT ROCK	14 (1)	95 (2)	109 (3)	12.8	WBBG 1260 Cleveland .6/2.6
NOR/VARIETY	132 (3)		132 (3)	15.5	WDNT-F 107.9 Cleveland .5/3.2
COUNTRY	50 (2)	44 (2)	94 (4)	11.0	WDOK-F 102.1 Cleveland 2.1/5.3
BLACK/URBAN		28 (2)	28 (2)	3.3	WGAR 1220 Cleveland 1.5/7.3
BTFL MUSIC		131 (5)	131 (5)	15.4	WHBC-F 94.1 Canton .6/1.4
NEWS/TALK	8 (1)	40 (1)	48 (2)	5.6	WHK 1420 Cleveland .3/2.2
NOSTALGIA	22 (2)		22 (2)	2.6	WHOT-F 101.1 Youngstown .3/1.1
RELIGION		3 (1)	3 (1)	0.4	WNJN 850 Cleveland .9/3.1
SPANISH					WOOS-F 106.9 Canton 1.9/4.6
CLASSICAL					WQAL-F 104.1 Cleveland 1.9/5.0
UNKNOWN/OTHERS			851 (27)		WQXK-F 105.1 Salem .9/2.2
					WT0F-F 98.1 Canton .3/2.4
					WNWE 1100 Cleveland 1.4/5.8
					WZAK-F 93.1 Cleveland 2.4/5.5

RADIO STATIONS

WAKR, 1590, 5 KW (DA-N), MOR, MBS, \$48.00 (Mc-Guild) Group One Fred Anthony  
 WCUE, 1150, 1 KW/500 W (DA-2), NOSTALGIA (A1 Ham) RKO II, \$ NA (Regional) (CUYAHOGA FALLS) Bob Winer  
 WHLO, 640, 1 KW/500 W (DA-1), MOR/NOST, CBS, \$23.00 (Market 4) Susquehanna Julie Dorff  
 WSLR, 1350, 5 KW (DA-1), COUNTRY, ABC-E, \$41.00\* (Katz) Welcome Dick Lumanello  
 WAEZ-F, 97.5, 13 KW @ 900, BTFL MUS (SRP), \$30.00 (Mc-Guild) Group One Fred Anthony  
 WKDD-F, 96.5, 50 KW @ 450, CHR, \$57.00\* (Katz) Welcome Dick Lumanello  
 WNIR-F, 100.1, 3 KW @ 300, TALK, ABC-E, \$20.00 (S. Katz) (KENT) Bill Klaus

Other ranked stations - See Cleveland or Canton

MISCELLANEOUS COMMENTS

WWSL/WKDD-F sold by Welcome to Albert Kaneb for \$8,900,000 (Blackburn)...That's a big price but these stations along with the Group One stations probably control over 75% of the billing in Akron...

ALBANY-SCHENECTADY-TROY

Arbitron Rank/Pop (12+): 50/679,900  
 CMSA Rank/Pop: 46/833,000  
 MSA Rank/Pop: 58/840,300  
 ADI # 52  
 Average Person Rating: 17.5  
 Market TSL: 23.0 hours

Stations: 22/22  
 Diaries: 1075/632:1/50.1%  
 Sample Target: 1020  
 Standard Error: .606  
 % Below Line: 0  
 % Not Listed: 9.6

Est 1983 Revenue: \$13,400,000  
 CSI: 8.3 Bil  
 CSI HH: 26.8 M  
 Retail \$: 4.4 Bil  
 Pop per Station: 30,905

12+ METRO	1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82
1. WGY	153/12.8	12.1	13.9	13.7	16.2
2. WPHYX-F	149/12.5	11.9	13.4	10.8	11.6
3. WGFN-F	112/ 9.4	6.0	4.9	5.1	3.8
4. WQBK	79/ 6.6	6.7	5.7	5.5	5.0
5. WNOM-F	78/ 6.5	5.3	4.3	4.0	4.4
6. WFLY-F	72/ 6.0	7.5	5.9	9.9	5.8
7. WROW-F	71/ 6.0	7.3	6.3	5.7	8.1
8. WPTR	64/ 5.4	5.7	5.0	4.7	3.3
9. WROW	60/ 5.0	7.3	8.5	7.0	9.8
10. WGNA-F	59/ 4.9	3.5	3.4	5.5	4.0
11. WTRY	47/ 3.9	4.1	5.8	6.3	5.9
12. WQBK-F	37/ 3.1	2.6	3.4	4.7	3.3
13. WABY	28/ 3.3	3.9	2.9	2.6	.5
14.					
15.					

12+ TSA 1/4/CUME	12+ METRO CUME/ METRO	CUME RATING	FAL 83	SPG 83
1. WGY	275/3450	1981/29.1	29.9	33.4
2. WPHYX-F	223/2420	1559/22.9	23.4	23.5
3. WGFN-F	162/2333	1543/22.7	21.1	17.8
4. WGNA-F	129/1291	1216/17.9	18.8	21.6
5. WROW-F	111/1594	1169/17.2	23.4	21.6
6. WFLY-F	97/1651	1102/16.2	15.8	17.0
7. WROW	95/1551	1074/15.8	12.4	13.9
8. WNOM-F	86/1191	1012/14.9	13.5	13.1
9. WQBK	83/ 841	826/12.1	9.8	10.9
10. WPTR	75/ 883	666/ 9.8	11.2	12.2
11. WTRY	64/1463	665/ 9.8	7.2	7.7
12. WQBK-F	47/ 697	578/ 8.5	8.0	10.0
13. WABY	29/ 501	494/ 7.3	7.7	6.6
14.				
15.				

12+ FM SHARE (METRO): 56.53% (610 of 1079) (SPG 83: 49.11%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WPHYX-F	1. WPHYX-F	1. WPHYX-F	1. WGY	1. WGY	1. WGY	1. WGY	1. WPHYX-F	1. WPHYX-F	1. WPHYX-F	1. WGFN-F
2. WGFN-F	2. WGFN-F	2. WGFN-F	2. WNOM-F	2. WNOM-F	2. WROW-F	2. WPHYX-F	2. WGFN-F	2. WGFN-F	2. WQBK	2. WPHYX-F
3. WFLY-F	3. WNOM-F	3. WNOM-F	3. WGFN-F	3. WGFN-F	3. WPTR	3. WGFN-F	3. WGY	3. WGY	3. WGY	3. WGY
4.	4. WFLY-F	4. WGY	4. WPHYX-F	4. WPHYX-F	4. WGNA-F	4. WROW	4. WROW-F	4. WNOM-F	4. WFLY-F	4. WGNA-F
5.	5. WQBK-F	5. WFLY-F	5. WPTR	5. WPTR	5. WQBK	5. WQBK	5. WQBK	5. WPTR	5. WGFN-F	5. WNOM-F
				6. WGNM-F	6. WROW	6. WROW-F	6. WQBK		6. WFLY-F	6. WFLY-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. WPHYX-F	1. WGFN-F	1. WNOM-F	1. WNOM-F	1. WNOM-F		1. WPHYX-F	1. WPHYX-F	1. WPHYX-F	1. WPHYX-F	1. WGY
2. WGFN-F	2. WPHYX-F	2. WGFN-F	2. WGFN-F	2. WGY		2. WGFN-F	2. WGFN-F	2. WGFN-F	2. WGFN-F	2. WPHYX-F
3. WFLY-F	3. WNOM-F	3. WGY	3. WGY	3. WGFN-F		3. WQBK-F	3. WGY	3. WNOM-F	3. WNOM-F	3. WGFN-F
4.	4. WFLY-F	4. WPHYX-F	4. WTRY	4. WROW-F		4. WNOM-F	4. WNOM-F	4. WQBK-F	4. WQBK-F	4. WNOM-F
5.	5. WGY	5. WFLY-F	5. WPHYX-F	5. WTRY		5. WFLY-F	5. WQBK-F	5. WQBK-F	5. WQBK-F	5. WPTR
	6. WTRY	6. WTRY								

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		184 (2)	184 (2)	17.1	WASM-F 102.3 Saratoga Spgs .8/2.4
AOR		186 (2)	186 (2)	17.2	WCSS 1490 Amsterdam .7/1.4
AC/OLDIES/SOFT ROCK	47 (1)	78 (1)	125 (2)	11.6	WHAZ 1330 Troy 1.0/1.8
MOR/VARIETY	220 (3)		220 (3)	20.4	WHRL-F 103.1 Albany .9/2.9
COUNTRY	69 (2)	64 (2)	133 (4)	12.3	WKAJ 900 Saratoga Spgs .6/1.5
BLACK/URBAN					WMVQ-F 97.7 Amsterdam .6/2.4
BTFL MUSIC		91 (3)	91 (3)	8.4	WSCG-F 93.5 Corinth .4/1.4
NEWS/TALK	79 (1)		79 (1)	7.3	WNCN 1460 Albany .4/2.5
NOSTALGIA	37 (2)		37 (2)	3.4	WWWD 1240 Schenectady .5/2.6
RELIGION	12 (1)		12 (1)	1.1	
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS	6 (1)	7 (1)	13 (2)	1.2	
			1079 (22)		

RADIO STATIONS

WABY, 1400, 1 KW/250 W	, NOSTALGIA (Al Ham)	ABC-E, \$16.00 (Selcom)		Bill Selwood
WGY, 810, 50 KW	, MOR	NBC,WSJ, \$130.00 (Christal)	Sky	Barbara Vardin
WHAZ, 1330, 1 KW (DAYS)	, RELIGION	, \$ 7.00 (Torbet)		John Linstra
WPTR, 1540, 50 KW (DA-1)	, COUNTRY	ABC-I, \$35.00 (Eastman)	DKM	Kevin Brower
WQBK, 1300, 5 KW (DA-2)	, TALK/NEWS	CBS, \$30.00 (HNWH)		Lawrence Barnet
WROW, 590, 5 KW/1 KW (DA-2), MOR		RKO II, \$65.00* (Blair)	JAG	Gene Mitchell
WTRY, 980, 5 KW (DA-N)	, CHR (Burk-Abr)	MBS, \$45.00* (Mc-Guild)	Scott	John Kelly
WFLY-F, 92.3, 13 KW @ 850, CHR		ABC-C, \$55.00* (Eastman)	DKM	Kevin Brower
WGFN-F, 99.5, 10 KW @ 930, CHR (Pollack)		Source, \$36.25 (Christal)	Sky	Barbara Vardin
WGNA-F, 107.7, 9 KW @ 980, COUNTRY		, \$38.50 (Torbet)		John Linstra
WHRL-F, 103.1, 1.5 KW @ 405, BTFL MUS		MBS, \$21.00 (----)		Bob Hill
WPHYX-F, 106.5, 12 KW @ 910, AOR (Burk-Abr)		ABC-R, \$68.00* (Mc-Guild)	Scott	John Kelly
WQBK-F, 103.9, 3 KW @ 300, CONTEMP/OLDIES		CBS-R, \$30.00 (HNWH)		Lawrence Barnet
WROW-F, 95.5, 9 KW @ 960, BTFL MUS		RKO II, \$53.00* (Blair)	JAG	Gene Mitchell
WNOM-F, 100.9, 3 KW @ 300, AC		RKO, \$27.00 (Selcom)		Bill Selwood

MISCELLANEOUS COMMENTS

WNCN sold for liabilities...good up books for WGFN and WWOM...

ALBUQUERQUE

Arbitron Rank/Pop (12+): 78/410,600  
 CHSA Rank/Pop: NA  
 MSA Rank/Pop: 100/446,900  
 ADI # 68  
 Average Person Rating: 17.4  
 Market TSL: 23.1 hours

Stations: 20/18  
 Diaries: 892/4601/56.5%  
 Sample Target: 740  
 Standard Error: .678  
 % Below Line: 12.9  
 % Not Listed: 8.4

Est 1983 Revenue: \$10,400,000  
 CSI: 3.7 Bill  
 CSI III: 22.1 M  
 Retail \$: 2.7 Bill  
 Pop per Station: 22,811

	FAL	SPG	FAL	SPG
12+ METRO 1/4/SHARE	83	83	82	82
1. KOB-F	100/14.0	13.8	12.8	10.2
2. KMNQ-F	75/10.5	1.8	---	---
3. KFMG-F	73/10.2	8.3	9.0	5.5
4. KKJY-F	58/ 8.1	8.0	8.4	9.3
5. KOB	50/ 7.0	10.9	10.3	9.3
6. KRST-F	48/ 6.7	7.3	7.4	7.3
7. KZZX-F	41/ 5.8	3.7	5.1	4.9
8. KRZY	39/ 5.5	3.3	3.4	3.8
9. KXWL-F	37/ 5.2	6.7	9.8	9.5
10. KZIA	26/ 3.6	5.5	2.6	3.6
11. KQEO	22/ 3.1	3.2	4.6	3.9
12. KRKE	19/ 2.7	2.1	2.9	4.3
13. KABQ	17/ 2.4	2.1	2.4	3.7
14. KHFM-F	15/ 2.1	3.2	3.1	5.6
15. KLSK-F	9/ 1.3	---	---	---

12+ TSA 1/4/CUME

1. KOB-F	124/1682
2. KMNQ-F	123/1340
3. KOB	108/1915
4. KFMG-F	101/1442
5. KKJY-F	77/ 891
6. KRST-F	77/1066
7. KXWL-F	67/1200
8. KZZX-F	60/1002
9. KRZY	43/ 460
10. KZIA	29/ 229
11. KQEO	27/ 617
12. KRKE	25/ 495
13. KHFM-F	23/ 366
14. KLSK-F	19/ 304
15. KABQ	18/ 201

12+ METRO CUME/  
NETRO CUME RATING

	FAL	SPG
12+ METRO CUME/ NETRO CUME RATING	83	83
1. KOB-F	1193/29.1	30.1
2. KOB	1020/24.8	26.7
3. KFMG-F	973/23.7	25.8
4. KMNQ-F	808/19.7	6.2
5. KXWL-F	747/18.2	20.1
6. KRST-F	713/17.4	14.8
7. KZZX-F	661/16.1	17.9
8. KKJY-F	619/15.1	16.1
9. KQEO	522/12.7	12.4
10. KRZY	375/ 9.1	7.9
11. KRKE	329/ 8.0	7.8
12. KHFM-F	271/ 6.6	6.7
13. KZIA	209/ 5.1	5.7
14. KABQ	196/ 4.8	5.8
15. KLSK-F	193/ 4.7	---

12+ FM SHARE (NETRO): 69.83% (456 of 653) (SPG 83: 62.86%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PND	12+ EVE	SAT MID
1. KMNQ-F	1. KFMG-F	1. KOB-F	1. KOB-F	1. KOB-F	1. KOB-F	1. KOB-F	1. KOB-F	1. KOB-F	1. KFMG-F	1. KMNQ-F
2. KXWL-F	2. KOB-F	2. KFMG-F	2. KRST-F	2. KRST-F	2. KRST-F	2. KOB	2. KMNQ-F	2. KMNQ-F	2. KMNQ-F	2. KFMG-F
3. KFMG-F	3. KMNQ-F	3. KMNQ-F	KZZX-F	3. KOB	3. KOB	3. KFMG-F	3. KFMG-F	3. KFMG-F	3. KXWL-F	3. KOB-F
4.	4. KRST-F	4. KRST-F	4. KOB	KZZX-F	4. KRZY	4. KMNQ-F	4. KKJY-F	4. KRST-F	4. KOB-F	4. KKJY-F
5.	5. KZZX-F	5. KZZX-F	5. KFMG-F	5. KKJY-F	5.	5. KRST-F	5. KRST-F	6. KZZX-F	5. KKJY-F	5. KRST-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. KMNQ-F	1. KOB-F	1. KOB-F	1. KOB-F	1. KOB-F	1. KFMG-F	1. KFMG-F	1. KFMG-F	1. KFMG-F	1. KOB-F
2. KOB-F	2. KMNQ-F	2. KMNQ-F	2. KRST-F	2. KRST-F	2. KMNQ-F	2. KMNQ-F	2. KOB-F	2. KOB-F	2. KFMG-F
3. KFMG-F	3. KRST-F	3. KRST-F	3. KZZX-F	3. KRZY	3.	3. KOB-F	3. KMNQ-F	3. KXWL-F	3. KOB
4.	4. KFMG-F	4. KZZX-F	4. KFMG-F	4. KKJY-F	4.	4. KXWL-F	4. KZZX-F	KZZX-F	KZZX-F
5.	5. KZZX-F	5. KFMG-F	5.	5. KOB	5.	5. KRST-F	5. KRST-F	5. KRST-F	5. KRST-F

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP	20 (2)	75 (1)	95 (3)	14.5	KAMX 1520 Albuquerque .1/2.5
AOR		110 (2)	110 (2)	16.8	KDAZ 730 Albuquerque .7/1.2
AC/OLDIES/SOFT ROCK	22 (1)	141 (2)	163 (3)	25.0	KKIM 1000 Albuquerque .7/2.4
MOR/VARIETY	50 (1)		50 (1)	7.7	KLTN 1240 Albuquerque .8/1.4
COUNTRY	39 (1)	48 (1)	87 (2)	13.3	KXKS 1190 Albuquerque 1.0/2.1
BLACK/URBAN					
BTFL MUSIC		58 (1)	58 (1)	8.9	
NEWS/TALK	26 (1)		26 (1)	4.0	
NOSTALGIA					
RELIGION	10 (2)		10 (2)	1.5	
SPANISH	30 (3)		30 (3)	4.6	
CLASSICAL		24 (2)	24 (2)	3.7	
UNKNOWN/OTHERS					

653 (20)

RADIO STATIONS

KADQ, 1350, 5 KW/500 W (DA-N), SPANISH	, \$39.25 (Eastman)		Frank Elders
KAMX, 1520, 1 KW (DAYS), CHR	, \$18.75 (----)		Tom Birk
KDAZ, 730, 1 KW (DAYS,DA), RELIGION	, \$15.00 (----)	Gensco	B. Gonzales
KKIM, 1000, 10 KW (DAYS), RELIG/COUNTRY	UPI, \$15.00 (A/D)		Doug Martin
KLTN, 1240, 1 KW/250 W, SPANISH	, \$22.25 (Lotus)		Don Tompkins
KOB, 770, 50 KW (DA-N), MOR	NBC-T,ABC-I, \$48.00 (Christal)	Hubbard	Art Schreiber
KQEO, 920, 1 KW/500 W (DA-N), OLDIES	RKO, \$30.00 (Eastman)	Sunbelt	Dave Simons
KRKE, 610, 5 KW (DA-N), CHR	CBS, \$17.00 (Katz)	Peoria Journal Star	Dave Ianni
KRZY, 1450, 1KW/250 W (DA-1), COUNTRY	, \$39.00 (Mc-Guild)		Doug Milligan
KXKS, 1190, 1 KW (DAYS), SPANISH	, \$14.00 (Caballero)		Rafael Rosales
KZIA, 1580, 10 KW (DAYS), TALK/NEWS	NBC,MBS, \$22.75 (Masla)		John Deme
KFMG-F, 107.9, 2 KW @ 4130, AOR (Pollack)	ABC-C, 24.00* (HNWH)	Gensco	Tom Birk
KHFM-F, 96.3, 2.5 KW @ 4110, CLASSICAL	, \$31.00 (CBDS)		Michael Langner
KKJY-F, 100.3, 22 KW @ 4110, BTFL MUS (Bonne)	, \$34.00* (Blair)	Dunn	
KOB-F, 93.3, 22 KW @ 4150, AC	, \$52.00* (Christal)	Hubbard	Art Schreiber
KRST-F, 92.3, 22 KW @ 4110, COUNTRY	, \$50.00 (Mc-Guild)		Doug Milligan
KXWL-F, 94.1, 22 KW @ 4130, AOR (Durk-Abr)	ADC-R,Source, \$51.00* (Katz)	Peoria Journal Star	Dave Ianni
KZZX-F, 99.5, 22 KW @ 4134, AC	, \$30.00 (Eastman)	Sunbelt	Dave Simons
KLSK-F, 104.1, 100 KW @ 1970, CLASS/JAZZ/AC	WSJ, \$14.00 (Roslin)	(SANTA FE)	Bill Sims
KMNQ-F, 105.9, 100 KW @ 1936, CHR	, \$20.00 (HNWH)	(SANTA FE)	Ron Sack

MISCELLANEOUS COMMENTS  
 KDEF went off the air during rating period because of financial problems...for the first time Santa Fe stations are having an impact on Albuquerque radio...KMNQ-F earned a 10.5...KLSK's share is small but its programming (a combination of classical, jazz and AC) is innovative and it hurt KHFM...

ALLENTOWN-BETHLEHEM-EASTON

Arbitron Rank/Pop (12+): 58/554,300

CMSA Rank/Pop: NA

MSA Rank/Pop: 70/644,600

Part of Philadelphia ADI

Average Person Rating: 18.1

Market TSL: 24.0 hours

Stations: 31/14

Diaries: 1027/540:1/57.9%

Sample Target: 920

Standard Error: .628

% Below Line: 14.3

% Not Listed: 8.4

Est 1983 Revenue: \$10,100,000

CSI: 6.5 Bil

CSI HH: 26.9 M

Retail \$: 3.4 Bil

Pop per Station: 39,593

	FAL	SPG	FAL	SPG
12+ METRO 1/4/SHARE	83	83	82	82
1. WFMZ-F	143/14.3	12.7	14.9	7.5 7.8
2. WLEV-F	115/11.5	8.2	11.0	11.6 11.6
3. WZZO-F	113/11.3	11.3	10.1	9.1 10.1
4. WXKN-F	77/ 7.7	9.6	10.5	11.4 10.0
5. WQQQ-F	72/ 7.2	8.2	5.0	8.6 9.2
6. WEST	65/ 6.5	7.6	3.7	5.5 5.7
7. WKAP	60/ 6.0	5.2	4.6	7.4 3.7
8. WAEB	57/ 5.7	5.4	7.9	6.8 8.3
9. WSAN	33/ 3.3	3.6	3.5	4.1 5.3
10. WYSP-F	23/ 2.3	1.6	2.9	2.3 1.3
11. WLSH	17/ 1.7	1.9	---	--- 1.1
12. KYW	15/ 1.5	2.0	1.9	2.1 1.8
WEEX	15/ 1.5	1.9	2.5	3.4 3.1
14.				
15.				

	12+ TSA 1/4/CUME	12+ METRO CUME/ METRO CUME RATING	FAL	SPG
			83	83
1. WFMZ-F	161/1463	1. WLEV-F	1461/26.4	22.3 28.3
2. WZZO-F	135/1798	2. WZZO-F	1442/26.0	22.3 23.8
3. WLEV-F	126/1663	3. WFMZ-F	1194/21.5	18.8 22.5
4. WXKN-F	108/1098	4. WAEB	1046/18.9	17.1 20.2
5. WEST	85/ 532	5. WQQQ-F	1003/18.1	20.5 13.7
6. WQQQ-F	85/1189	6. WXKN-F	796/14.4	17.8 19.2
7. WKAP	61/ 645	7. WKAP	626/11.3	10.9 13.6
8. WAEB	60/1092	8. WSAN	561/10.1	12.7 11.7
9. WSAN	34/ 578	9. WEST	482/ 8.7	9.0 6.6
10. WYSP-F	32/ 599	10. WYSP-F	446/ 8.0	6.7 7.2
11.		11.		
12.		12.		
13.		13.		
14.		14.		
15.		15.		

12+ FM SHARE (METRO): 67.68% (622 of 919) (SPG 83: 68.98%)

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

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		79 (3)	79 (3)	8.6	WGPA 1100 Bethlehem .9/1.5
AOR		149 (3)	149 (3)	16.2	WHOL 1600 Allentown .4/ .8
AC/OLDIES/SOFT ROCK	70 (3)	129 (3)	199 (6)	21.7	WRNJ 1000 Hackettstown,NJ .8/1.5
MOR/VARIETY	58 (3)		58 (3)	6.3	WABC 770 New York .4/2.5
COUNTRY	15 (1)	86 (3)	101 (4)	11.0	WBYO-F 107.5 Boyerstown .5/2.3
BLACK/URBAN		11 (1)	11 (1)	1.2	WCAU-F 98.1 Philadelphia .3/2.0
BTFM MUSIC		152 (2)	152 (2)	16.5	WEAZ-F 101.1 Philadelphia .9/4.0
NEWS/TALK	25 (3)	7 (1)	32 (4)	3.5	WFIL 560 Philadelphia .4/1.5
NOSTALGIA	125 (2)		125 (2)	13.6	WFLN-F 95.7 Philadelphia .4/1.5
RELIGION	4 (1)	5 (1)	9 (2)	1.0	WIXL-F 103.7 Newton, NJ .6/1.4
SPANISH					WKRZ-F 98.5 Wilkes-Barre .4/1.5
CLASSICAL		4 (1)	4 (1)	0.4	WMGF-F 102.9 Philadelphia 1.0/3.8
UNKNOWN/OTHERS					WMMR-F 93.3 Philadelphia 1.3/4.5
					WOR 710 New York .6/2.5
			919 (31)		WSNI-F 104.5 Philadelphia .4/1.4
					WUSL-F 98.9 Philadelphia 1.1/3.2
					WNDB-F 96.5 Philadelphia .7/1.8
					WXTU-F 92.5 Philadelphia .3/1.1

RADIO STATIONS

WAEB, 790, 1 KW (DA-2), AC	ABC-I, \$36.00 (Mc-Guild)	CRB	Mike Kirtner
WEEX, 1230, 1 KW/250 W, COUNTRY	MBS, \$23.00 (Torbet)	Wilkes-Schwartz	Jim Shea
WEST, 1400, 1 KW/250 W, NOST (Drake-Chen)	CBS, \$22.00 (Katz)	Sound Comm	Larry Roberts
WGPA, 1100, 250 W (DAYS), AC	\$12.00 (----)		Henry Chadwick
WHOL, 1600, 500 W (DAYS,DA), RELIGION	MBS, \$ 9.00 (----)		Carl Stuart
WKAP, 1320, 5 KW/1 KW (DA-2), NOST (Al Ham)	ABC-E, \$22.00 (Eastman)		Ron Sotak
WSAN, 1470, 5 KW (DA-N), AC ST	ABC-D,RK0, \$21.00 (----)	HGF	Gordon Oplinger
WLSH, 1410, 5 KW (DAYS,DA), MOR	\$ 7.00 (----)	(LANSFORD)	Bud Angst
WFMZ-F, 100.7, 17 KW @ 870, BTFM MUS (Bonne)	\$29.00* (Christal)		Richard Dean
WLEV-F, 96.1, 50 KW @ 500, CONTEMP/AC (Drake-Chen)	CBS-R, \$53.00 (Katz)	Sound Comm	Larry Roberts
WQQQ-F, 99.9, 50 KW @ 450, CHR	\$28.00* (Torbet)	Wilkes-Schwartz	Jim Shea
WXKN-F, 104.1, 50 KW @ 500, COUNTRY (Drake-Chen)	ABC-I, \$40.00 (Mc-Guild)	CRB	Mike Kirtner
WZZO-F, 95.1, 12 KW @ 630, AOR (Burk-Abr)	\$45.00 (Blair)	Holt	Art Holt

MISCELLANEOUS COMMENTS

WEEX, WQQQ-F sold to Northeast Radio for \$3,000,000 (Blackburn)...good increases for nostalgia stations... WLEV back to pre format change share levels...

ALTOONA

Arbitron Rank/Pop (12+): 167/114,000  
 CMA Rank/Pop: NA  
 MSA Rank/Pop: 248/136,800  
 ADI # 83 (with Johnstown)  
 Average Person Rating: 17.1  
 Market TSL: 22.5 hours

Stations: 14/10  
 Diaries: 657/174:1/57.0%  
 Sample Target: 550  
 Standard Error: .762  
 % Below Line: 7.6  
 % Not Listed: 5.1

Est 1983 Revenue: \$3,500,000  
 CSI: 1.1 Bil  
 CSI HH: \$20,431  
 Retail \$: .7 Bil  
 Pop per Station: 11,400

12+ METRO	1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82
1. WFBG	46/23.6	---	25.0	---	27.3
2. WFBG-F	29/14.9	---	10.6	---	13.9
3. WVAM	23/11.8	---	18.9	---	13.9
4. WPRR-F	21/10.8	---	8.9	---	7.2
5. WRTA	18/ 9.2	---	10.6	---	12.4
6. WKMC	15/ 7.7	---	7.8	---	3.6
7. WBXQ-F	10/ 5.1	---	3.3	---	3.6
8. WHPA-F	9/ 4.6	---	2.8	---	3.1
9. WTRN	5/ 2.6	---	---	---	2.1
10. WJSM-F	3/ 1.5	---	.6	---	2.1

12+ TSA 1/4/CUME	12+ METRO CUME/ METRO CUME RATING	FAL 83	SPG 83
1. WFBG-F	57/808	---	53.5
2. WFBG	53/790	---	30.0
3. WGMR-F	46/512	---	20.5
4. KBXQ-F	46/505	---	24.3
5. WDVE-F	42/403	---	31.1
6. WKYE-F	35/475	---	8.3
7. KVAM	25/353	---	10.7
8. WPRR-F	24/353	---	14.2
9. WKMC	19/171	---	---
WRTA	19/367	---	---
11.	11.	---	---
12.	12.	---	---
13.	13.	---	---
14.	14.	---	---
15.	15.	---	---

12+ FM SHARE (METRO): 42.16% (78 of 185) (SPG 83: 32.54%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WFBG	1. WFBG	1. WFBG	1. WFBG	1. WFBG	1. WFBG	1. WFBG	1. WFBG-F	1. WFBG	1. WFBG	1. WFBG
2. WPRR-F	2. WPRR-F	2. WPRR-F	2. WPRR-F	2. WPRR-F	2. WFBG-F	2. WFBG-F	2. WFBG	2. WFBG-F	2. WVAM	2. WFBG-F
WBXQ-F	3. WBXQ-F	3. WVAM	WVAM	WVAM	3. WKMC	3. WVAM	3. WVAM	3. WPRR-F	3. WPRR-F	3. WVAM
4.	4.	4.	4.	4.	4. WFBG-F	4. WRTA	4. WPRR-F	4. WRTA	4. WRTA	4. WPRR-F
5.	5.	5.	5.	5.	5.	5. WPRR-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. WFBG	1. WFBG	1. WFBG	1. WFBG	1. WFBG	1. WPRR-F	1. WFBG	1. WFBG	1. WFBG	1. WFBG
2. WPRR-F	2. WPRR-F	2. WPRR-F	2. WPRR-F	2. WPRR-F	2. WFBG	2. WPRR-F	2. WPRR-F	2. WPRR-F	2. WVAM
WBXQ-F	3. WFBG-F	3. WVAM	3. WVAM	3. WVAM	3. WBXQ-F	3.	3. WVAM	3. WVAM	3. WPRR-F
4.	4. WBXQ-F	4. WFBG-F	4. WFBG-F	4. WFBG-F	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	46 (1)	10 (1)	56 (2)	30.2	WGMR-F 101.1 Tyrone 1.0/4.5
AOR		22 (2)	22 (2)	11.9	
AC/OLDIES/SOFT ROCK		10 (2)	10 (2)	5.4	WDVE-F 102.5 Pittsburgh .5/3.5
MOR/VARIETY	23 (2)		23 (2)	12.4	WKYE-F 95.5 Johnstown .5/1.3
COUNTRY	23 (1)	2 (1)	25 (2)	13.5	WPNT-F 92.9 Pittsburgh 1.0/3.0
BLACK/URBAN					
BTFL MUSIC		31 (2)	31 (2)	16.8	
NEWS/TALK					
NOSTALGIA	15 (1)		15 (1)	8.1	
RELIGION		3 (1)	3 (1)	1.6	
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS					

185 (14)

RADIO STATIONS

WFBG, 1290, 5 KW/1 KW (DA-N), AC/CONTEMP	RKO, \$30.80 (HNWH)	Gilcom	Ed Giller
WRTA, 1240, 1 KW/250 W, MOR/TALK	ABC-I,ABC-T, \$17.00 (Weiss)		Dave Wolf
WVAM, 1430, 5 KW/1 KW (DA-N), COUNTRY	NBC,NBC-T, \$14.00 (Torbet)		Jim Drayton
WKMC, 1370, 5 KW (DAYS,DA), NOST (SMN)	NBC, \$12.00 (----)	(ROARING SPG)	Louis Maierhofer
WTRN, 1340, 1 KW/250 W, MOR	MBS, \$ 6.00 (Dome)	(TYRONE)	Bill Moses
WFBG-F, 98.1, 30 KW @ 1020, BTFL MUS (SRP)	CBS, \$30.80 (HNWH)	Gilcom	Ed Giller
WPRR-F, 100.1, 3 KW @ 30, AOR	Source, \$13.00 (Torbet)		Jim Drayton
WHPA-F, 104.9, 95 W @ 1417, AC (SMN)	NBC, \$12.00 (----)	(HOLLIDAYSBURG)	B. Maierhofer
WJSM-F, 92.7, 390 W @ 610, RELIGION	, \$ 3.50 (----)	(MARTINSBURG)	
WGMR-F, 101.1, 8 KW @ 1170, COUNTRY	MBS, \$ 7.50 (Dome)	(TYRONE)	Cary Simpson

Other ranked stations - See Pittsburgh and Johnstown

MISCELLANEOUS COMMENTS

78% of WRTA sold for \$909,000...

AMARILLO

Arbitron Rank/Pop (12+): 154/153,400  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 201/181,900  
 ADI # 114  
 Average Person Rating: 16.3  
 Market TSL: 22.0 hours

Stations: 13/13  
 Diaries: 636/241:1/44.3%  
 Sample Target: 550  
 Standard Error: .766  
 % Below Line: 0  
 % Not Listed: 8.4

Est 1983 Revenue: \$6,300,000  
 CSI: 2.1 Bil  
 CSI HH: \$29,615  
 Retail \$: 1.7 Bil  
 Pop per Station: 11,800

	FAL	SPG	FAL	SPG	
12+ METRO 1/4/SHARE	83	83	82	82	
1. KQIZ-F	39/15.6	---	16.0	---	10.4
2. KGNC-F	32/12.8	---	11.8	---	10.0
3. KPUR	24/ 9.6	---	5.5	---	7.5
4. KMML-F	22/ 8.8	---	9.7	---	10.0
5. KBUY-F	21/ 8.4	---	8.0	---	11.2
6. KIXZ	20/ 8.0	---	10.5	---	12.9
7. KD JW	18/ 7.2	---	8.0	---	8.7
8. KHBQ-F	17/ 6.8	---	6.8	---	6.6
9. KGNC	13/ 5.2	---	6.8	---	6.6
10. KWAS-F	11/ 4.4	---	2.5	---	.8
11. KHBJ	9/ 3.6	---	1.7	---	2.1
12. KZIP	3/ 1.2	---	1.7	---	2.1
13.					
14.					
15.					

12+ TSA 1/4/CUME	
1. KGNC-F	52/615
2. KQIZ-F	47/572
3. KGNC	43/668
4. KIXZ	36/501
KMML-F	36/493
6. KD JW	35/470
KPUR	35/526
8. KBUY-F	26/399
9. KHBQ-F	18/304
10. KWAS-F	14/221
11.	
12.	
13.	
14.	
15.	

12+ METRO CUME/ METRO CUME RATING	FAL 83	SPG 83	
1. KQIZ-F	422/27.5	---	29.5
2. KGNC-F	363/23.7	---	26.2
3. KPUR	329/21.4	---	19.9
4. KBUY-F	303/19.8	---	19.9
5. KMML-F	287/18.7	---	20.4
6. KIXZ	282/18.4	---	23.0
7. KHBQ-F	263/17.1	---	17.4
8. KGNC	260/16.9	---	19.3
9. KD JW	251/16.4	---	17.1
10. KWAS-F	179/11.7	---	8.2
11.			
12.			
13.			
14.			
15.			

12+ FM SHARE (METRO): 62.01% (142 of 229) (SPG 83: 59.36%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KQIZ-F	1. KQIZ-F	1. KQIZ-F	1. KMML-F	1. KGNC-F	1. KGNC-F	1. KGNC-F	1. KQIZ-F	1. KQIZ-F	1. KQIZ-F	1. KQIZ-F
2. KPUR	2. KPUR	2. KPUR	2. KGNC-F	2. KMML-F	2. KMML-F	2. KQIZ-F	2. KGNC-F	2. KGNC-F	2. KPUR	2. KPUR
3.	3. KHBQ-F	3. KMML-F	KQIZ-F	3. KQIZ-F	3. KIXZ	3. KMML-F	3. KBUY-F	3. KBUY-F	3. KHBQ-F	3. KIXZ
4.	4. KBUY-F	4. KBUY-F	4. KBUY-F	4. KBUY-F	KD JW	KPUR	4. KD JW	4. KPUR	4. KBUY-F	4. KGNC-F
5.	5.	KGNC-F	KPUR	5.	5.	5. KIXZ	KIXZ	5. KMML-F	5.	5.
						6. KGNC	KPUR			
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. KQIZ-F	1. KQIZ-F	1. KQIZ-F	1. KHBQ-F	1. KGNC-F	1. KQIZ-F	1. KQIZ-F	1. KQIZ-F	1. KQIZ-F	1. KQIZ-F	1. KQIZ-F
2. KPUR	2. KPUR	2. KPUR	KQIZ-F	2. KD JW	2.	2. KHBQ-F	2. KMML-F	2. KHBJ	KMML-F	
3.	3. KBUY-F	3. KBUY-F	3. KBUY-F	3. KBUY-F	3.	3. KPUR	3. KPUR	3. KPUR	3. KGNC-F	
4.	KHBQ-F	KD JW	4. KPUR	4. KBUY-F	4.	4.	4. KHBQ-F	4.	4.	
5.	5.	KGNC-F	5.	5.	5.	5.	5.	5.	5.	

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP	24 (1)	39 (1)	63 (2)	27.5	
AOR					
AC/OLDIES/SOFT ROCK	9 (1)	17 (1)	26 (2)	11.4	
MOR/VARIETY	13 (1)		13 (1)	5.7	
COUNTRY	38 (2)	43 (2)	81 (4)	35.4	
BLACK/URBAN					
BTFL MUSIC		32 (1)	32 (1)	14.0	
NEWS/TALK					
NOSTALGIA					
RELIGION		11 (1)	11 (1)	4.8	
SPANISH	3 (1)		3 (1)	1.3	
CLASSICAL					
UNKNOWN/OTHERS					
229 (12)					

RADIO STATIONS

KD JW, 1010, 5 KW/500 W (DA-2), COUNTRY	APR, \$17.00 (Torbet)	Walton	Mike Fox
KGNC, 710, 10 KW (DA-2), MOR	CBS, \$23.00 (Katz)	Stauffer	Royce Bodiford
KIXZ, 940, 5 KW/1 KW (DA-2), COUNTRY	ABC-I, \$21.00 (Blair)	Mel Tillis	Dick Haines
KPUR, 1440, 5 KW/1 KW (DA-N), CHR (Burk-Abr)	, \$15.00 (Mc-Guild)		Jay Speagle
KQIZ, 1360, 500 W (DAYS), CHR	, \$11.00 (Selcom)	Wiskes/Abaris	Browning Lloyd
KZIP, 1310, 1 KW (DAYS), SPANISH	, \$14.00 (Lotus)		Ken Williams
KHBJ, 1550, 1 KW (DAYS), OLDIES (Century 21)	ABC-E, \$10.50 (HNWH)	(CANYON)	Jack Aldridge
KBUY-F, 94.1, 54 KW @ 700, COUNTRY	APR, \$17.00 (Torbet)	Walton	Mike Fox
KGNC-F, 97.9, 100 KW @ 1285, BTFL MUS (Bonne)	CBS, \$23.00 (Katz)	Stauffer	Royce Bodiford
KMML-F, 98.7, 100 KW @ 480, COUNTRY	ABC-I, \$16.00 (Blair)	Wiskes/Abaris	Browning Lloyd
KWAS-F, 101.9, 100 KW @ 730, RELIGION	, \$ ? ? (----)	Good News	Gary Acker
KHBQ-F, 107.1, 3 KW @ 303, AC	, \$14.00 (HNWH)	(CANYON)	Jack Aldridge

MISCELLANEOUS COMMENTS

KZIP sold for \$270,000 (Jamar-Rice)...



ANCHORAGE

Arbitron Rank/Pop (12+): 150/157,600  
 CNSA Rank/Pop: NA  
 MSA Rank/Pop: 195/187,700  
 NO ADI  
 Average Person Rating: 16.9  
 Market TSL: 22.6 hours

Stations: 12/12  
 Diaries: 612/258:1/48.2%  
 Sample Target: 550  
 Standard Error: .789  
 % Below Line: 0  
 % Not Listed: 8.6

Est 1983 Revenue: \$5,800,000  
 CSI: 2.5 Bil  
 CSI HH: 38.0 M  
 Retail \$: 1.7 Bil  
 Pop per Station: 13,133

	12+ METRO	FAL SPG			
		1/4/SHARE	83	83	82 82
1. KHNL-F	46/17.3	14.9	15.7	19.1	---
2. KGOT-F	38/14.3	12.1	10.7	7.6	8.7
3. KYAK	32/12.0	11.3	9.6	9.7	8.3
4. KFQD	30/11.3	8.9	13.4	14.8	16.6
5. KKL-V	21/ 7.9	6.0	4.6	4.3	8.7
	KHAR	21/ 7.9	8.1	8.8	10.5 11.4
7. KENI	19/ 7.1	8.1	9.2	11.6	14.4
8. KNIK-F	16/ 6.0	6.5	8.0	6.9	8.3
9. KCMG-F	8/ 3.0	6.9	5.0	4.0	3.5
10. KBYR	6/ 2.3	2.4	1.1	2.9	1.7
11. KRKN-F	5/ 1.9	4.8	3.8	2.9	10.5
12. KTNX	1/ .4	.8	2.7	1.1	1.7
13.					
14.					
15.					

	12+ TSA	1/4/CUME	
		83	83
1. KHNL-F	47/460		
	KGOT-F	47/577	
3. KFQD	37/498		
4. KYAK	40/379		
5. KHAR	25/290		
6. KKL-V	23/263		
7. KENI	21/412		
8. KNIK-F	17/196		
9. KCMG-F	9/161		
10.			
11.			
12.			
13.			
14.			
15.			

	12+ METRO	CUME/		FAL	SPG
		METRO	CUME RATING		
1. KGOT-F	495/31.4	29.3	24.1		
2. KHNL-F	411/26.1	23.0	22.8		
3. KFQD	378/24.0	20.4	25.6		
4. KENI	352/22.3	23.4	26.0		
5. KYAK	292/18.5	18.7	17.5		
6. KHAR	267/16.9	17.4	18.6		
7. KKL-V	256/16.2	17.0	14.4		
8. KNIK-F	182/11.5	12.4	13.6		
9. KCMG-F	139/ 8.8	12.4	10.7		
10. KBYR	122/ 7.7	8.6	6.7		
11.					
12.					
13.					
14.					
15.					

12+ FM SHARE (METRO): 55.14% (134 of 243) (SPG 83: 51.44%)

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. KHNL-F	1. KHNL-F	1. KFQD	1. KYAK	1. KYAK	1. KFQD	1. KHNL-F	1. KHNL-F	1. KHNL-F	1. KGOT-F
2. KHNL-F	2. KGOT-F	2. WFQD	2. KYAK	2. KFQD	2. KHAR	2. KYAK	2. KGOT-F	2. KGOT-F	2. KGOT-F	2. KHNL-F
3.	3. KKL-V	3. KGOT-F	3. KKL-V	3. KKL-V	3. KFQD	3. KHNL-F	3. KYAK	3. KYAK	3.	3. KYAK
4.	4. KFQD	4. KYAK	4. KGOT-F	4. KGOT-F	4. KNIK-F	4. KGOT-F	4. KFQD	4. KFQD	4.	4. KHAR
5.	5.	5.	5. KHNL-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. KHNL-F	1. KHNL-F	1. KHNL-F	1. KKL-V	1. KYAK	1. KHNL-F	1. KHNL-F	1. KHNL-F	1. KHNL-F	1. KFQD
2. KGOT-F	2. KGOT-F	2. KGOT-F	2. KGOT-F	2. KFQD	2.	2.	2. KFQD	2. KENI	2. KYAK
3. KKL-V	3. KKL-V	3. KKL-V	3. KKL-V	3. KGOT-F	3.	3.	3. KYAK	3. KFQD	3. KHNL-F
4.	4. KFQD	4. KYAK	4.	4. KKL-V	4.	4.	4. KGOT-F	4. KKL-V	4. KNIK-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	19 (1)	38 (1)	57 (2)	23.5	
AOR		51 (2)	51 (2)	21.0	
AC/OLDIES/SOFT ROCK	37 (3)	21 (1)	58 (4)	23.9	
MOR/VARIETY					
COUNTRY	32 (1)	8 (1)	40 (2)	16.5	
BLACK/URBAN					
BTFL MUSIC	21 (1)	16 (1)	37 (2)	15.2	
NEWS/TALK					
NOSTALGIA					
RELIGION					
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS					
243 (12)					

RADIO STATIONS

KBYR, 700, 1 KW	, AC (Music Dir)	CBS, \$13.50	(Roslin)	Bill Walker
KENI, 550, 5 KW	, CHR	ABC-C, \$37.63	(Katz)	Gardmer Wilcox
KFQD, 750, 50 KW	, AC	, \$38.00	(Mc-Guild)	Roy Robinson
KHAR, 590, 5 KW	, BTFL MUS	, \$25.63	(Eastman)	Ron Clement
KTNX, 1080, 10 KW (DA-1)	, AC	ABC-E, \$25.75	(Unirep)	Dan Volz
KYAK, 650, 50 KW/25 KW (DA-2),	COUNTRY	MBS, \$26.50	(Weiss)	Don Ice
KCMG-F, 100.5, 25 KW @ 179,	COUNTRY (Radio Arts)	, \$12.00	(HNWH)	Howard Trickey
KGOT-F, 101.3, 26 KW @ -66,	CHR	MBS, \$13.00	(Weiss)	Don Ice
KKLV-F, 104.1, 25 KW @ 61,	AC	APR, \$20.00	(Eastman)	Ron Clement
KNIK-F, 105.3, 60 KW @ 260,	BTFL MUS (Bonne)	CBS, \$18.00	(Roslin)	Bill Walker
KRKN-F, 102.1, 25 KW @ 165,	AOR/JAZZ	, \$32.00	(----)	Joe Perry
KWHL-F, 106.5, 100 KW @ -99,	AOR (Pollack)	, \$29.75	(Mc-Guild)	Roy Robinson

MISCELLANEOUS COMMENTS

KENI sold for \$2,150,000 (Broadcast Properties West)...

APPLETON-OSHKOSH

Arbitron Rank/Pop (12+): 123/245,400  
 CMSA Rank/Pop: NA  
 NSA Rank/Pop: 137/295,800  
 Part of Green Bay ADI  
 Average Person Rating: 17.2  
 Market TSL: 22.7 hours

Stations: 23/13  
 Diaries: 694/3541/56.7%  
 Sample Target: 630  
 Standard Error: .753  
 % Below Line: 24.8  
 % Not Listed: 7.6

Est 1983 Revenue: \$4,900,000  
 CSI: 2.6 Bil  
 CSI HH: 25.1 M  
 Retail \$: 1.5 Bil  
 Pop per Station: 18,877

	FAL	SPG	FAL	SPG
12+ METRO	1/4/SHARE	83	83	82
1. WAPL-F	40/9.5	9.7	12.8	9.6
2. WIXX-F	38/9.0	8.7	7.2	9.1
3. WROE-F	37/8.7	10.8	10.0	8.9
4. WHBY	34/8.0	10.0	11.9	10.2
5. WKAU-F+	31/7.4	6.6	8.4	5.6
6. WAHC-F	28/6.6	4.2	.7	.5
7. WOSH-F	27/6.4	3.4	6.3	6.1
WNAM	27/6.4	9.2	6.7	8.4
9. WYNE	26/6.1	7.1	6.0	7.4
10. WGEE	17/4.0	2.9	2.6	3.8
11. WYTL	16/3.8	5.2	6.0	8.9
12. WCKK	14/3.3	1.3	1.4	1.0
13.				
14.				
15.				

	12+ TSA	1/4/CUME	12+ METRO	CUME/	FAL	SPG
				RATING	83	83
1. WIXX-F	134/1829		1. WIXX-F	647/26.4	28.2	27.1
2. WGEE	71/ 809		2. WKAU-F+	622/25.3	19.4	28.3
WAPL-F	71/1098		3. WAPL-F	552/22.5	20.2	25.9
4. WKAU-F+	61/1074		4. WHBY	513/20.9	23.3	23.2
5. WDUZ-F	54/ 657		5. WNAM	474/19.3	24.3	24.7
6. WROE-F	48/ 561		6. WAHC-F	427/17.4	9.9	3.5
7. WAHC-F	38/ 561		7. WROE-F	420/17.1	19.2	21.4
WHBY	34/ 536		8. WOSH-F	388/15.8	15.2	20.7
9. WCKK	34/ 193		9. WYNE	362/14.8	16.5	12.7
10. WNAM	32/ 559		10. WYTL	325/13.2	13.3	15.2
WOSH-F	32/ 521		11.			
12.			12.			
13.			13.			
14.			14.			
15.			15.			

12+ FN SHARE (METRO): 56.27% (220 of 391) (SPG 83: 55.05%)

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. WYNE	1. WYNE	1. WROE-F	1. WHBY	1. WROE-F	1. WAPL-F	1. WAPL-F	1. WAPL-F
2. WKAU-F+	2. WIXX-F	2. WIXX-F	2. WIXX-F	2. WHBY	2. WHBY	2. WROE-F	2. WAPL-F	2. WIXX-F	2. WIXX-F	2. WIXX-F
3. WAPL-F	3. WOSH-F	3. WKAU-F+	3. WAPL-F	3. WIXX-F	WYNE	3. WIXX-F	3. WHBY	3. WROE-F	3. WAHC-F	3. WROE-F
4. WIXX-F	4. WKAU-F+	4. WOSH-F	4. WNAM	4. WAPL-F	4. WGEE	4. WYNE	4. WNAM	4. WOSH-F	4. WOSH-F	4. WHBY
5. WOSH-F	5.	5.	5.	5. WHBY	5.	5. WKAU-F+	5.	5. WKAU-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. WAPL-F	1. WIXX-F	1. WIXX-F	1. WIXX-F	1. WYNE	1. WAPL-F	1. WAPL-F	1. WAPL-F	1. WAPL-F	1. WAPL-F
2. WAHC-F	2. WAPL-F	2. WKAU-F+	WYNE	2. WROE-F	2. WIXX-F	2. WIXX-F	2. WIXX-F	2. WOSH-F	2. WROE-F
WKAU-F+	3. WKAU-F+	3. WAPL-F	3. WNAM	3. WHBY	3. WKAU-F+	3. WOSH-F	3. WOSH-F	3. WIXX-F	WYNE
4. WAHC-F	5. WYNE	5. WOSH-F	4. WIXX-F	4. WIXX-F	4. WNAM	4. WNAM	4. WKAU-F+	4. WNAM	4. WIXX-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	7 (1)	90 (3)	97 (4)	24.9	WEMF-F 100.1	Neenah 1.4/5.0
AOR		40 (1)	40 (1)	10.3	WVMS 1570	Appleton 1.4/4.6
AC/OLDIES/SOFT ROCK	27 (1)	27 (1)	54 (2)	13.9	WBBM 780	Chicago .5/2.7
MOR/VARIETY	46 (4)		46 (4)	11.8	WCUB 980	Two Rivers 1.2/2.1
COUNTRY		12 (1)	74 (5)	19.0	WDUZ-F 98.5	Green Bay 1.9/5.8
BLACK/URBAN					WGN 720	Chicago .9/3.3
BTFL MUSIC		45 (2)	45 (2)	11.6	WISN 1130	Milwaukee .7/1.9
NEWS/TALK	2 (1)		2 (1)	0.5	WISS 1090	Berlin .7/2.0
NOSTALGIA	25 (3)		25 (3)	6.4	HNBK-F 93.5	New London 2.8/4.7
RELIGION		6 (1)	6 (1)	1.5	WTMJ 620	Milwaukee 1.2/4.6
SPANISH						
CLASSICAL						
UNKNOWN/OTHERS						

389 (23)

RADIO STATIONS

WCKK, 690, 250 W (DAYS,DA), NOSTALGIA (A1 Ham)	ABC-E, \$12.00 (Weiss)	Paul Vidmar
WHBY, 1230, 1 KW MOR	CBS, \$30.63 (Eastman)	Don Weir
WNAM, 1280, 5 KW/1 KW (DA-1), AC	ABC-I, \$14.00 (Masla)	D. Murphy
WVMS, 1570, 1 KW (DAYS), NOSTALGIA	MBS, \$ 9.00 (----)	Jim Bethke
WYNE, 1150, 5 KW (DA-2), COUNTRY	ABC-E, \$24.00 (Weiss)	(KIMBERLY)
WYTL, 1490, 1 KW/250 W, COUNTRY	NBC, \$25.00 (HNHW)	Midwest Family
WAHC-F, 96.7, 3 KW @ 293, CHR	, \$14.00 (Masla)	D. Murphy
WAPL-F, 105.7, 100 KW @ 500, AOR	, \$30.63 (Eastman)	Don Weir
WKAU-F+, 104.9, 1 KW @ 480, CHR	ABC-R, \$17.00 (Selcom)	Forward
WOSH-F, 103.9, 2.5 KW @ 355, AC (Radio Arts)	Source, \$28.00 (HNHW)	Midwest Family
WROE-F, 94.3, 3 KW @ 340, BTFL MUS (SRP)	, \$24.00 (----)	Phil Robbins
		Jim Bethke

Other ranked stations - See Green Bay

ASHEVILLE

Arbitron Rank/Pop (12+): 153/154,800  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 215/165,800  
 ADI # 36 (with Greenville & Spartanburg)  
 Average Person Rating: 18.5  
 Market TSL: 24.1 hours

Stations: 18/8  
 Diaries: 564/274:1/51.3%  
 Sample Target: 550  
 Standard Error: .843  
 % Below Line: 23.4  
 % Not Listed: 8.7

Est 1983 Revenue: \$3,100,000  
 CSI: 1.4 Bil  
 CSI HH: \$21,404  
 Retail \$: 1.0 Bil  
 Pop per Station: 19,350

12+ METRO 1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82	12+ TSA 1/4/CUME	12+ METRO CUME/ METRO CUME RATING	FAL 83	SPG 83	
1. WWNC	102/35.7	---	35.3	---	38.5	1. WWNC	868/56.1	---	61.0
2. WISE	39/13.6	---	13.6	---	18.9	2. WRLX-F	58/7.34	---	32.6
3. WRLX-F	26/9.1	---	12.1	---	12.3	3. WFBC-F	51/6.69	---	25.9
4. WFBC-F	18/6.3	---	7.4	---	5.7	4. WISE	39/5.08	---	21.8
5. WESC-F	14/4.9	---	1.1	---	.8	5. WESC-F	30/4.06	---	21.1
6. WSKY	11/3.8	---	4.4	---	4.9	6. WMIT-F	15/2.13	---	3.6
7. WROQ-F	9/3.1	---	.7	---	2.0	7. WSPA-F	13/1.70	---	12.4
8. WRAQ	8/2.8	---	5.1	---	1.2	8. WCKN-F	12/2.08	---	3.9
9. WMIT-F	7/2.4	---	.7	---	1.2	9. WSKY	11/2.22	---	3.1
10. WQUT-F	6/2.1	---	.4	---	---	WROQ-F	11/1.38	---	2.5
11.					11.				11.
12.					12.				12.
13.					13.				13.
14.					14.				14.
15.					15.				15.

12+ FM SHARE (METRO): 35.25% (92 of 261) (SPG 83: 30.24%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WISE	1. WISE	1. WWNC	1. WWNC	1. WWNC	1. WWNC	1. WWNC	1. WWNC	1. WWNC	1. WWNC	1. WWNC
2. WQUT-F	2. WWNC	2. WISE	2. WISE	2. WRLX-F	2. WRLX-F	2. WISE	2. WISE	2. WISE	2. WISE	2. WISE
3.	3. WFBC-F	3. WRLX-F	3. WRLX-F	3. WISE	3. WISE	3. WRLX-F	3. WRLX-F	3. WRLX-F	3. WFBC-F	3. WRLX-F
4.	4.	4. WFBC-F	4. WESC-F	4. WESC-F	4.	4.	4. WFBC-F	4.	4. WRLX-F	4. WFBC-F
5.	5.	5.	5. WFBC-F	5. WFBC-F	5.	5.	5.	5.	5.	5. WESC-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. WISE	1. WISE	1. WWNC	1. WWNC	1. WWNC		1. WISE	1. WISE	1. WWNC	1. WISE	1. WWNC
2. WFBC-F	2. WFBC-F	2. WISE	2. WISE	2. WRLX-F		2. WROQ-F	2. WWNC	2. WISE	2. WWNC	2. WISE
3.	3. WWNC	3. WFBC-F	3. WISE	3. WISE		3.	3. WROQ-F	3.	3.	3. WRLX-F
4.	4. WRLX-F	4. WRLX-F	4. WRLX-F	4. WFBC-F		4.	4.	4.	4.	4. WESC-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	39 (1)	8 (2)	47 (3)	18.0	WFGW 1010 Black Mountain 1.4/2.6
AOR		14 (3)	14 (3)	5.4	WMMH 1460 Marshall 1.0/3.4
AC/OLDIES/SOFT ROCK		18 (1)	18 (1)	6.9	WCKN-F 101.1 Greenville .7/3.0
MOR/VARIETY	19 (2)		19 (2)	7.3	WESC 660 Spartanburg .7/2.1
COUNTRY	107 (3)	15 (2)	122 (5)	46.7	WKIT-F 102.5 Hendersonville .3/4.1
BLACK/URBAN					WSPA-F 98.9 Spartanburg 1.4/2.1
BTFL MUSIC		30 (2)	30 (2)	11.5	WIMZ-F 103.5 Knoxville 1.0/3.1
NEWS/TALK					WOKI-F 100.3 Oak Ridge, TN .7/2.1
NOSTALGIA					
RELIGION	4 (1)	7 (1)	11 (2)	4.2	
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS					
			261 (18)		

RADIO STATIONS

WISE, 1310, 5 KW/1 KW (DA-N), CHR	WSJ,RKO, \$24.00* (Mc-Guild)	Eric Jorgenson
WRAQ, 1380, 5 KW/1 KW (DA-N), MOR/AC	UPI, \$ 7.00 (Carolina)	Garrett Alderfer
WSKY, 1230, 1 KW/250 W , MOR	CBS, \$ 8.00 (----)	Zeb Lee
WWNC, 570, 5 KW (DA-N) , COUNTRY	ABC-I, \$72.50 (Katz)	Sheldon Summerlin
WKIT-F, 102.5, 100 KW @ 332, COUNTRY	ABC-F, \$12.00 (Southern) (HENDESONVILLE)	Art Cooley
WRLX-F, 99.9, 53 KW @ 2624, BTFL MUS (TM)	, \$17.00 (Mc-Guild)	Eric Jorgenson
WHIT-F, 106.9, 36 KW @ 2000, RELIGION	ABC-I, \$ NA (----) (BLACK MOUNTAIN)	
WQUT-F - See Johnson City	WROQ-F - See Charlotte	
Other ranked stations - See Greenville, SC		

MISCELLANEOUS COMMENTS

WLOS-F sold by Wometco for \$1,750,000...WLOS changed calls to WRLX (13 Apr)...WWNC has over a 50 share in AMD...It will be interesting to see what the new owners of WRLX do with it...WWNC still has the highest share in the country...

ATLANTA

Arbitron Rank/Pop (12+): 17/2,724,400  
 CMSA Rank/Pop: 15/2,243,000  
 MSA Rank/Pop: 10/2,258,600  
 ADI # 16  
 Average Person Rating: 18.3  
 Market TSL: 24.0 hours

Stations: 26/26  
 Diaries: 1925/1781:1/54.6%  
 Sample Target: 1530  
 Standard Error: .473  
 % Below Line: 0  
 % Not Listed: 8.6

Est. 1983 Revenue: \$50,800,000  
 CSI: 21.7 Bil  
 CSI HH: 26.4 M  
 Retail \$: 12.5 Bil  
 Pop per Station: 104,785

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. WKHX-F	329/10.0	9.2	9.7	9.4	7.8	8.1	1. WZGC-F	440/6701	1. WZGC-F	4712/26.2	26.6	26.4
2. WZGC-F	302/ 9.2	10.0	9.7	10.2	9.5	12.6	2. WKHX-F	431/4644	2. WQXI-F	4368/24.3	23.2	22.5
3. WVEE-F	201/ 9.1	10.8	10.1	9.7	11.5	9.8	3. WQXI-F	348/5228	3. WSB	3572/19.9	20.4	26.7
4. WQXI-F	299/ 9.1	8.1	9.4	8.3	8.0	12.9	4. WVEE-F	326/3639	4. WKHX-F	3539/19.7	18.5	19.0
5. WPCF-F	230/ 7.0	7.3	8.6	6.8	7.5	5.0	5. WPCF-F	293/3580	5. WVEE-F	3273/18.2	17.3	17.1
6. WKLS-F	228/ 6.9	6.2	7.1	7.9	6.2	12.1	6. WKLS-F	291/3925	6. WKLS-F	2906/16.2	16.1	16.9
7. WSB	224/ 6.8	7.2	9.2	7.9	8.7	5.5	7. WSB	249/4091	7. WPCF-F	2753/15.3	16.9	17.1
8. WSB-F	157/ 4.8	4.9	5.6	5.9	4.1	4.8	8. WSB-F	178/3191	8. WSB-F	2635/14.7	15.4	16.2
9. WAOK	150/ 4.6	4.0	3.6	3.9	3.6	4.2	9. WRMM-F	167/2751	9. WRMM-F	2244/12.5	12.4	8.5
10. WRMM-F	142/ 4.3	4.6	3.4	4.2	4.8	5.4	10. WAOK	150/1963	10. WAOK	1951/10.9	11.0	10.2
11. WIGO	103/ 3.1	1.5	1.3	2.2	1.1	2.6	11. WIGO	103/1271	11. WGST	1712/ 9.5	12.7	10.5
12. WGST	94/ 2.9	3.9	3.3	2.8	4.0	2.0	12. WGST	96/1778	12. WCNN	1648/ 9.2	5.4	4.6
13. WPLO	87/ 2.6	2.9	2.9	3.6	4.1	1.9	13. WPLO	90/1564	13. WPLO	1380/ 7.7	8.4	9.8
14. WCNN	75/ 2.3	1.2	.8	1.5	3.6	1.5	14. WCNN	78/1746	14. WIGO	1271/ 7.1	4.9	5.9
15. WYZE	49/ 1.5	1.4	1.1	1.3	1.3	.4	15. WMLT-F	77/1014	15. WQXI	1011/ 5.6	7.1	7.2
16. WJYA+	48/ 1.5	2.2	1.0	1.6	.8	1.2	16.		16.			
17. WQXI	38/ 1.2	2.3	1.8	1.6	2.2	.9	17.		17.			
18. WMLT-F	35/ 1.1	.8	.3	---	---	1.0	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): 68.13% (2052 of 3012) (SPG 83: 70.76%)

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. WKHX-F	1. WKHX-F	1. WKHX-F	1. WQXI-F+	1. WKHX-F	1. WKHX-F	1. WZGC-F	1. WKHX-F
2. WKLS-F	2. WVEE-F	2. WKHX-F	2. WQXI-F	2. WQXI-F	2. WPCF-F	2. WSB	2. WQXI-F	2. WVEE-F	2. WVEE-F	2. WVEE-F
3. WVEE-F	3. WKLS-F	3. WVEE-F	3. WVEE-F	3. WVEE-F	3. WSB	3. WKHX-F	3. WPCF-F	3. WQXI-F	3. WSB	3. WZGC-F
4. WQXI-F	4. WKHX-F	4. WZGC-F	4. WZGC-F	4. WZGC-F	4. WZGC-F	4. WZGC-F	4. WVEE-F	4. WZGC-F	4. WKLS-F	4. WQXI-F
5. WIGO	5. WZGC-F	5. WKLS-F	5. WSB-F	5. WRMM-F	5. WVEE-F	5. WVEE-F	5. WZGC-F	5. WKLS-F+	5. WAOK	5. WPCF-F
6.	6. WSB-F	6. WSB-F	6. WRMM-F	6. WSB-F	6. WRMM-F	6. WKLS-F+	6. WKLS-F	6. WPCF-F	6. WKHX-F	6. WKLS-F
7.	7. WRMM-F	7. WRMM-F	7. WSB	7. WPCF-F	7. WAOK	7. WPCF-F	7. WSB-F	7. WQXI-F	7. WQXI-F	7. WSB-F
8.	8.	8.	8. WPCF-F	8. WSB	8.	8. WRMM-F	8. WRMM-F	8. WSB	8. WPCF-F	8. WIGO
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. WQXI-F	1. WQXI-F	1. WQXI-F	1. WQXI-F	1. WKHX-F	1. WKLS-F	1. WKLS-F	1. WKHX-F	1. WQXI-F	1. WKHX-F
2. WVEE-F	2. WVEE-F	2. WVEE-F	2. WVEE-F	2. WQXI-F	2. WVEE-F	2. WQXI-F	2. WKLS-F	2. WQXI-F	2. WQXI-F
3. WKLS-F	3. WSB-F	3. WKHX-F	3. WSB-F	3. WVEE-F	3. WKHX-F	3. WVEE-F	3. WQXI-F	3. WVEE-F	3. WVEE-F
4. WZGC-F	4. WZGC-F	4. WZGC-F	4. WKHX-F	4. WSB-F	4. WQXI-F	4. WKHX-F	4. WVEE-F	4. WKHX-F	4. WSB
5. WSB-F	5. WKLS-F	5. WSB-F	5. WRMM-F	5. WZGC-F	5. WZGC-F	5. WZGC-F	5. WZGC-F	5. WZGC-F	5. WZGC-F
6. WIGO	6. WKLS-F	6. WRMM-F	6. WZGC-F	6. WPCF-F	6.	6.	6. WSB	6. WSB-F	6. WKLS-F
7.	7. WIGO	7. WPCF-F	7. WIGO	7. WRMM-F	7.	7.	7. WRMM-F	7.	7. WRMM-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	FH	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING		
TOP 40/CHR/CONTEMP.		601 (2)	601 (2)	20.0	WAEC	860	.8/1.9
AOR	9 (1)	228 (1)	237 (2)	7.9	WCHK-F	105.5 Canton	.3/ .8
AC/OLDIES/SOFT ROCK	38 (1)	334 (3)	372 (4)	12.4	WGKA	1190	.7/1.4
MOR/VARIETY	224 (1)		224 (1)	7.4	WKLS	970	.3/1.4
COUNTRY	87 (1)	338 (2)	425 (3)	14.1	WTJH	1260 East Point	.6/ .7
BLACK/URBAN	253 (2)	301 (1)	554 (3)	18.4	WXLL	1310 Decatur	.6/1.1
BTFL MUSIC		230 (1)	230 (1)	7.6	WYNX	1550 Smyrna	.4/1.3
NEWS/TALK	169 (2)		169 (2)	5.6			
NOSTALGIA	28 (1)	20 (1)	48 (2)	1.6			
RELIGION	128 (5)		128 (5)	4.2			
SPANISH							
CLASSICAL	24 (1)		24 (1)	0.8			
UNKNOWN/OTHERS							
3012 (26)							

12+ ADI 1/4

RADIO STATIONS

AM STATIONS

WAEC, 860, 5 KW (DAYS)	, RELIGION	, \$ NA (----)			Don Stone	5. WPCF-F
WAOK, 1380, 5 KW (DA-N)	, BLACK	NBN, SBN, \$ 40.00 (Masla)		BENI	Dick Greener	6. WKLS-F
WCNN, 680, 25 KW/10 KW (DA-N)	, NEWS	CNN, \$ 50.00* (HNWH)			Charles Smithgall	7. WSB
WFOM, 1230, 1 KW/250 W	, RELIGION (Burk-Abr)	, \$ 12.00 (Bolton)		(MARIETTA)	Dick Hemphill	8. WSB-F
WGKA, 1190, 5 KW (DAYS)	, CLASSICAL	, \$ 35.00 (CMBS)			Eathel Holley	9. WRMM-F
WGST, 920, 5 KW/1 KW	, NEWS	CBS, MBS, WSJ, \$122.50 (Katz)		Meredith	John Lauer	10. WAOK
WGUN, 1010, 50 KW (DAYS)	, RELIGION	, \$ 15.50 (Stars)		Rivers	Ben Akerman	11. WIGO
WIGO, 1340, 1 KW/250 W	, BLACK	ABC-D, \$ 53.00 (Citimedia)		Brunson	Nell McElhane	12. WGST
WFLO, 590, 5 KW (DA-N)	, COUNTRY	RKO II, ABC-I, \$ 65.00* (Mc-Guild)		Plough/DKM	Rik Rogers	13. WCNN
WQXI, 790, 5 KW/1 KW (DA-N)	, OLDIES/AC	, \$ NM (Blair)		Jeff-Pilot	Gerald Blum	14. WJYA+
WSB, 750, 50 KW	, MOR	NBC, \$125.00* (Christal)		Cox	Michael Faherty	15. WCNN
WYZE, 1480, 5 KW	, RELIGION/GOSPEL	, \$ 10.00 (----)		Buck	Jim Swanger	

FM STATIONS

WJYA-F, 104.1, 100 KW @ 1080, NOSTALGIA (A1 Ham)	APR, \$ 47.50 (Weiss)	Williams (LA GRANGE)			Rick Ellis	1. WZGC-F
WKHX-F, 101.5, 100 KW @ 900, COUNTRY	, \$160.00* (Selcom)	Cap Cities (MARIETTA)			Norm Schrutt	2. WQXI-F
WKLS-F, 96.1, 100 KW @ 950, AOR (Burk-Abr)	ABC-R, \$140.00* (Masla)	Gulf			Dick Meeder	3. WKLS-F
WPCF-F, 94.9, 100 KW @ 890, BTFL MUS (SRP)	, \$175.00 (Katz)	Meredith			John Lauer	4. WVEE-F
WQXI-F, 94.1, 100 KW @ 914, CONTEMP	, \$230.00 (Blair)	Jeff-Pilot			Gerald Blum	5. WPCF-F
WRMM-F, 99.7, 100 KW @ 1000, AC	, \$110.00 (Eastman)	Susquehanna			Sandy Goldberg	6. WSB-F
WSB-F, 98.5, 100 KW @ 919, AC	CBS-R, \$120.00* (Christal)	Cox			Michael Faherty	7. WRMM-F
WVEE-F, 103.3, 100 KW @ 450, URBAN	RKO, \$140.00* (Mc-Guild)	Plough/DKM			Rik Rogers	8. WAOK
WZGC-F, 92.9, 100 KW @ 910, CHR	ABC-C, \$147.50 (Torbet)	First Media			Paul Nugent	9. WZGC-F
WFOX-F, 97.1, 100 KW @ 540, CHR	, \$ 17.00 (----)	Shamrock (GAINESVILLE)			Martin Sherry	10. WQXI
WYAY-F, 106.7, 100 KW @ 930, AC	, \$ NA (Katz)	Katz (GAINESVILLE)			Bob Backman	11. WQXI

ADI FM SHARE:

72.21%

CALL LETTER CHANGES

WMLT becomes WYAY (6/25)  
WJFY-F becomes WJYA-F (6/20)

FORMAT CHANGES

WYAY: from AC to Country (6/25)

STATION SALES

WJYA (Marietta): sold to Bob Williams for \$747,000  
WPLO/WVEE-F: from Plough to DKM for estimated \$18,400,000

MISCELLANEOUS COMMENTS

WYAY reported in rating book as WMLT...excellent FM country battle shaping up between Capital Cities, Shamrock (Disney), and Katz...WCNN shows good growth...drop in FM share...

ATLANTIC CITY

Arbitron Rank/Pop (12+): 147/170,400  
 CMA Rank/Pop: NA  
 MSA Rank/Pop: 142/287,500  
 Part of Philadelphia ADI  
 Average Person Rating: 16.7  
 Market TSL: 22.3 hours

Stations: 28/11  
 Diaries: 568/300:1/45.2%  
 Sample Target: 550  
 Standard Error: .840  
 % Below Line: 34.4  
 % Not Listed: 8.8

Est 1983 Revenue: \$5,300,000  
 CSI: 2.8 Bil  
 CSI HH: \$25,361  
 Retail \$: 1.9 Bil  
 Pop per Station: 15,491

12+ METRO	1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82
1. WAYV-F	31/10.9	---	10.9	---	9.0
2. WFPG-F	30/10.6	---	16.3	---	12.3
3. WMID	25/ 8.8	---	3.1	---	4.0
4. WMMR-F	19/ 6.7	---	7.5	---	6.0
5. WUSS	18/ 6.3	---	7.8	---	7.6
6. WMGM-F	17/ 6.0	---	6.4	---	6.0
7. WCAU-F	15/ 5.3	---	4.1	---	4.7
WRDR-F	13/ 4.6	---	2.4	---	3.0
9. WIIN	13/ 4.6	---	2.4	---	6.3
10. WUSL-F	11/ 3.9	---	3.1	---	1.7
11.					
12.					
13.					
14.					
15.					

12+ TSA	1/4/CUME	12+ METRO	CUME	RATING	FAL 83	SPG 83
1. WAYV-F	43/520	1. WAYV-F	418/24.5	23.5	23.0	
2. WFPG-F	36/391	2. WMID	306/18.0	11.4	16.0	
3. WMID	29/395	3. WFPG-F	304/17.8	24.9	23.3	
4. WMGM-F	26/388	4. WMGM-F	288/16.9	21.8	21.4	
5. WCAU-F	22/369	5. WIIN	282/16.5	11.9	17.6	
6. WMMR-F	21/328	6. WOND	270/15.8	19.1	20.2	
7. WUSS	19/184	7. WMMR-F	266/15.6	16.7	14.6	
8. WIIN	16/326	8. WCAU-F	244/14.3	13.4	14.0	
9. WSLT-F	15/208	9. WLQE-F	225/13.2	10.9	NA	
10. WLQE-F	14/275	10. WUSS	191/10.6	13.9	14.5	
		WRDR-F	14/166			
		WUSL-F	14/180			
13.						
14.						
15.						

12+ FM SHARE (METRO): 68.34% (177 of 259) (SPG 83: 72.28%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WAYV-F	1. WAYV-F	1. WAYV-F	1. WAYV-F	1. WAYV-F	1. WFPG-F	1. WMID	1. WFPG-F	1. WAYV-F	1. WAYV-F	1. WFPG-F
WMGM-F	2. WMMR-F	2. WMMR-F	2. WMGM-F	2. WUSL-F	2. WFPG-F	2. WAYV-F	2. WAYV-F	2. WFPG-F	2. WMMR-F	2. WAYV-F
WMMR-F	3. WMGM-F	3. WMGM-F	3. WMGM-F	3. WUSL-F	3. WMID	3. WFPG-F	3. WMID	3. WMGM-F	3. WMID	3. WMGM-F
4.	4.	4. WUSS	4.	4.	4. WRDR-F	4. WIIN	4. WMGM-F	4. WMMR-F	4. WIIN	4. WUSS
5.	5.	5. WUSL-F	5.	5.	5.	5.	5. WRDR-F	5.	5.	5. WMID
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. WAYV-F	1. WAYV-F	1. WAYV-F	1. WAYV-F	1. WAYV-F	1. WMMR-F	1. WAYV-F	1. WAYV-F	1. WAYV-F	1. WAYV-F	
WMMR-F	2. WMMR-F	2. WMGM-F	2. WUSL-F	2.	2. WMGM-F	2. WMMR-F	2. WMMR-F	2.	2. WFPG-F	
3. WMGM-F	3. WUSL-F	3. WUSL-F	3. WLQE-F	3.	3. WAYV-F	3.	3. WMGM-F	3.	3. WIIN	
4.	4.	4. WUSS	4.	4.	4.	4.	4.	4.	4.	
5.	5.	5. WUSL-F	5.	5.	5.	5.	5.	5.	5.	

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP	1 (1)	64 (4)	65 (5)	25.1	WIBG 1520 Ocean City .7/2.9
AOR		22 (2)	22 (2)	8.5	WLQE-F 99.3 Pleasantville 3.2/13.2
AC/OLDIES/SOFT ROCK	1 (1)	23 (5)	24 (6)	9.3	WOND 1400 Pleasantville 3.2/15.8
MOR/VARIETY	12 (2)		12 (2)	4.6	WSLT-F 106.3 Somers Point 1.1/5.4
COUNTRY	2 (1)		2 (1)	0.8	KYW 1060 Philadelphia .4/3.6
BLACK/URBAN	18 (1)	16 (2)	34 (3)	13.1	WCAU 1210 Philadelphia 3.2/7.7
BTFL MUSIC		48 (3)	48 (3)	18.5	WDAS-F 105.3 Philadelphia 1.8/3.7
NEWS/TALK	23 (3)	1 (1)	24 (4)	9.3	WEAZ-F 101.1 Philadelphia 1.8/4.7
NOSTALGIA	25 (1)		25 (1)	9.7	WFIL 560 Philadelphia .4/2.3
RELIGION					WFLN-F 95.7 Philadelphia 1.1/2.0
SPANISH					WIP 610 Philadelphia 1.1/3.2
CLASSICAL		3 (1)	3 (1)	1.2	WKSZ-F 100.3 Philadelphia .7/2.3
UNKNOWN/OTHERS					WMGK-F 102.9 Philadelphia 2.5/5.6
			259 (28)		WNBC 660 New York .4/2.0
					WSNI-F 104.5 Philadelphia .7/2.3
					WVDB-F 96.5 Philadelphia .4/2.1
					WWSH-F 106.1 Philadelphia .4/1.6
					WYSP-F 94.1 Philadelphia 1.1/5.3

RADIO STATIONS

WIBG, 1520, 1 KW (DAYS,DA), COUNTRY (MusicWorks) UPI, \$13.00 (Groskin) Neely Crowley  
 WIIN, 1450, 1 KW/250 W, TALK, CBS, \$18.50 (Selcom) Dennis Ryan  
 WMID, 1340, 1 KW/250 W, MOR/NOST (Klemm) NBC, \$ 9.50 (Masla) Harry Sparks  
 WOND, 1400, 1 KW/250 W, MOR, ABC-E, \$20.00\* (Mc-Guild) Dick Ireland  
 WUSS, 1490, 1 KW/250 W, BLACK, MBS,NBN, \$15.00 (S. Katz) John Hickman  
 WAYV-F, 95.1, 20 KW @ 300, CONTEMP/AC, \$22.00\* (HNWH) Violet Trofa  
 WFPG-F, 96.9, 50 KW @ 400, BTFL MUS (Bonne) CBS, \$27.00\* (Selcom) Dennis Ryan  
 WLQE-F, 99.3, 3 KW @ 290, AC/SOFT (Klemm) CBS-R, \$11.00 (Masla) Harry Sparks  
 WMGM-F, 103.7, 20 KW @ 200, CHR, ABC-E, \$23.00\* (Mc-Guild) Dick Ireland  
 WSLT-F, 106.3, 3 KW @ 326, AC (Century 21) UPI, \$19.00 (Groskin) Jeely Crowley  
 WRDR-F, 104.9, 3 KW @ 280, BTFL MUS, \$15.25 (----) (EGG HARBOR) Jim Rodio

Other ranked stations see Philadelphia

MISCELLANEOUS COMMENTS

Sharp drop in FM share...

AUGUSTA, GA

Arbitron Rank/Pop (12+): 109/284,600  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 117/361,200  
 ADI # 103  
 Average Person Rating: 18.2  
 Market TSL: 24.4 hours

Stations: 17/13  
 Diaries: 666/427:1/48.1%  
 Sample Target: 610  
 Standard Error: .841  
 % Below Line: 4.5  
 % Not Listed: 4.6

Est 1983 Revenue: \$4,400,000  
 CSI: 2.7 Bil  
 CSI III: \$22,105  
 Retail \$: 1.5 Bil  
 Pop per Station: 21,892

12+ METRO	1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82
1. WBBQ-F	133/25.7	---	21.7	---	20.7
2. WRDW	65/12.5	---	9.4	---	10.2
3. WKZK	45/ 8.7	---	6.8	---	---
4. WNEZ-F	44/ 8.5	---	7.2	---	5.5
5. WZZN-F	34/ 6.6	---	7.6	---	7.8
6. WGUS-F	30/ 5.8	---	14.5	---	9.2
7. WFMG-F	26/ 5.0	---	5.0	---	5.5
8. WMTZ-F	23/ 4.4	---	---	---	---
9. WTHB	23/ 4.4	---	4.6	---	9.4
10. WGAC	21/ 4.1	---	5.8	---	6.4
11. WBBQ	18/ 3.5	---	3.4	---	6.1
12. WGUS	8/ 1.5	---	3.4	---	3.3
13.					
14.					
15.					

12+ TSA	1/4/CUME	12+ METRO	CUME/	FAL	SPG
METRO	CUME	RATING	83	83	
1. WBBQ-F	195/2055	1. WBBQ-F	1416/49.8	---	45.8
2. WRDW	69/ 699	2. WZZN-F	643/22.6	---	25.0
3. WNEZ-F	49/ 414	3. WRDW	633/22.2	---	19.5
4. WKZK	46/ 306	4. WGUS-F	469/16.5	---	21.8
5. WZZN-F	34/ 687	5. WBBQ	460/16.2	---	13.9
6. WGUS-F	32/ 566	6. WFMG	398/14.0	---	16.2
7. WFMG-F	27/ 426	7. WMTZ-F	371/13.0	---	12.2
8. WGAC	24/ 389	8. WTHB	356/12.5	---	11.4
9. WTHB	24/ 373	9. WGAC	335/11.8	---	13.5
10. WMTZ-F	23/ 274	10. WKZK	301/10.6	---	8.3
11.		11.			
12.		12.			
13.		13.			
14.		14.			
15.		15.			

12+ FM SHARE (METRO): 63.16% (312 of 494) (SPG 83: 63.03%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WBBQ-F	1. WBBQ-F	1. WBBQ-F	1. WBBQ-F	1. WBBQ-F	1. WBBQ-F	1. WBBQ-F+	1. WBBQ-F	1. WBBQ-F+	1. WBBQ-F	1. WBBQ-F
2. WRDW	2. WRDW	2. WRDW	2. WRDW	2. WKZK	2. WNEZ-F	2. WRDW	2. WNEZ-F	2. WRDW	2. WRDW	2. WRDW
3.	3. WZZN-F	3. WZZN-F	3. WZZN-F	WRDW	3. WNEZ-F	3. WRDW	3. WNEZ-F	3. WNEZ-F	3. WZZN-F	3. WZZN-F
4.	4. WFMG-F	4.	4. WGUS-F	4. WGUS-F	4. WGAC	4. WGUS-F+	4. WZZN-F	4. WKZK	4. WFMG-F	4. WKZK
5.	5.	5.	5.	WZZN-F	WMTZ-F	5. WGAC	5. WKZK	5. WGUS-F+	5. WGUS-F	5. WNEZ-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. WBBQ-F	1. WBBQ-F	1. WBBQ-F	1. WBBQ-F	1. WBBQ-F	1. WBBQ-F	1. WBBQ-F	1. WBBQ-F	1. WBBQ-F	1. WBBQ-F
2. WRDW	2. WRDW	2. WRDW	2. WZZN-F	2. WKZK	2. WRDW	2. WRDW	2. WRDW	2. WRDW	2. WGUS-F
3.	3.	3. WZZN-F	3. WZZN-F	3. WZZN-F	3.	3. WFMG-F	3. WGUS-F	3.	3. WMTZ-F
4.	4.	4. WKZK	4. WKZK	4.	4.	4. WTHB	4. WFMG-F	4.	4. WRDW
5.	5.	5.	5.	5.	5.	5.	5. WMTZ-F	5.	5.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO	SHARE & CUME RATING
TOP 40/CHR/CONTEMP	18 (1)	159 (2)	178 (3)	35.6	WHGI 1050	Augusta .4/2.2
AOR					WCOS-F 97.9	Columbia, SC .6/1.7
AC/OLDIES/SOFT ROCK		34 (1)	34 (1)	6.9	WTHO-F 101.7	Thomson 1.0/2.0
MOR/VARIETY	21 (1)		21 (1)	4.2	WDDM-F 101.3	Sumter, SC 1.7/3.3
COUNTRY	8 (1)	61 (4)	69 (5)	13.9	WGGA-F 100.9	Waynesboro 1.0/4.9
BLACK/URBAN	88 (2)	9 (1)	97 (3)	19.6		
BTFL MUSIC		44 (1)	44 (1)	8.9		
NEWS/TALK						
NOSTALGIA						
RELIGION	47 (2)	5 (1)	52 (3)	10.5		
SPANISH						
CLASSICAL						
UNKNOWN/OTHERS						
495 (17)						

RADIO STATIONS

WBBQ, 1340, 1 KW	, CHR	ABC-C, \$42.15	(Eastman)	Ed Dunbar
WCKJ, 1230, 1 KW/250 W	, MOR/AC	, \$12.50	(Southern)	T. Gullett
WGAC, 580, 5 KW/1 KW (DA-N)	, MOR (Century 21)	CBS, \$17.00	(----)	Bob Rice
WGUS, 1380, 5 KW (DAYS)	, COUNTRY (Musicworks)	ABC-E, \$11.00*	(Mc-Guild)	Edith Buchanan
WHGI, 1050, 5 KW (DAYS)	, RELIGION	, \$ NA	(----)	Beasley Young
WKZK, 1600, 500 W (DAYS)	, GOSPEL	, \$12.00	(----)	Alvin McCottry
WRDW, 1480, 5 KW (DA-N)	, BLACK	NBC, \$22.00	(HNWH)	Terry Brown
WTHB, 1550, 5 KW (DAYS)	, BLACK (Drake-Chen)	SBN, \$12.00	(Torbet)	Walt Brumeloe
WBBQ-F, 104.3, 100 KW @ 1003	CHR	ABC-C, \$63.23	(Eastman)	Ed Dunbar
WFMG-F, 105.7, 50 KW @ 83	CHR	ABC-F, \$ NA	(Selcom)	Dave Vantrease
WGUS-F, 102.3, 3 KW @ 280	COUNTRY	ABC-E, \$30.00*	(Mc-Guild)	Edith Buchanan
WZZN-F, 103.1, 3 KW @ 300	CONT/AC (Drake-Chen)	ABC-F, RKO, \$17.00	(Torbet)	Walt Brumeloe
WNEZ-F, 93.3, 3 KW @ 300	BTFL MUS	MBS, \$10.00	(----)	Charles Hubbard
WMTZ-F, 94.3, 3 KW @ 300	COUNTRY	, \$ NA	(----)	(AIKEN, SC) (MARTINEZ)

MISCELLANEOUS COMMENTS

WFMG changed from AOR to CHR...WHGI/WYMX-F sold for \$1,840,000...WYMX changed calls to WFMG...WBBQ-F leads every table on this page...

AUSTIN

Arbitron Rank/Pop (12+): 63/507,300  
 CMSA Rank/Pop: NA  
 NSA Rank/Pop: 81/580,700  
 ADI # 85  
 Average Person Rating: 17.1  
 Market TSL: 22.6 hours

Stations: 20/14  
 Diaries: 775/749:1/47.6%  
 Sample Target: 800  
 Standard Error: .721  
 % Below Line: 4.9  
 % Not Listed: 14.9

Est 1983 Revenue: \$12,900,000  
 CSI: 5.7 Bil  
 CSI HH: 26.3 M  
 Retail \$: 3.6 Bil  
 Pop per Station: 36,236

	FAL	SPG	FAL	SPG
12+ METRO 1/4/SHARE	83	83	82	82
1. KLJB-F	125/14.4	9.9	11.3	10.3
2. KASE-F	110/12.7	16.1	16.2	14.2
3. KHFI-F	101/11.6	13.6	15.5	11.9
4. KEYI-F	83/ 9.6	7.3	5.6	6.4
5. KOKE-F	47/ 5.4	4.5	1.8	6.0
KVET	47/ 5.4	6.8	5.3	5.3
7. KLBJ	43/ 5.0	4.3	6.0	5.7
8. KPEZ-F	38/ 4.4	7.8	4.9	7.4
9. KNOW	37/ 4.3	3.8	5.1	6.9
10. KMMM	28/ 3.2	5.4	3.4	3.2
11. KTXZ	21/ 2.4	1.2	2.2	1.1
12.				
13.				
14.				
15.				

12+ TSA 1/4/CUME	12+ METRO CUME/	FAL	SPG
	METRO CUME RATING	83	83
1. KASE-F	158/1592	1. KHFI-F	1494/29.5
2. KLBJ-F	137/1519	2. KLBJ-F	1353/26.7
3. KHFI-F	115/1601	3. KASE-F	1164/22.9
4. KEYI-F	87/1226	4. KEYI-F	1122/22.1
5. KVET	50/ 633	5. KLBJ	763/15.0
6. KOKE-F	47/ 778	6. KOKE-F	740/14.6
7. KLBJ	47/ 857	7. KVET	586/11.6
8. KPEZ-F	38/ 539	8. KNOW	565/11.1
9. KNOW	37/ 610	9. KPEZ-F	535/10.5
10. KMMM	30/ 171	10. KTXZ	299/ 5.9
11. KTXZ	21/ 302	11.	
12.		12.	
13.		13.	
14.		14.	
15.		15.	

12+ FM SHARE (METRO): 71.31% (527 of 739) (SPG 83: 66.58%)

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. KLBJ-F	1. KLBJ-F	1. KASE-F	1. KASE-F	1. KASE-F	1. KASE-F	1. KLBJ-F	1. KASE-F	1. KLBJ-F	1. KASE-F
2. KLBJ-F	2. KEYI-F	2. KASE-F	2. KEYI-F	2. KEYI-F	2. KVET	2. KASE-F	2. KLBJ-F	2. KHFI-F	2. KLBJ-F	2. KLBJ-F
3. KNOW	3. KHFI-F	3. KEYI-F	3. KLBJ-F	3. KLBJ-F	3. KLBJ	3. KLBJ-F	3. KEYI-F	3. KHFI-F	3. KASE-F	3. KHFI-F
4.	4. KASE-F	4. KHFI-F	4. KHFI-F	4. KHFI-F	4. KPEZ-F	4. KEYI-F	4. KHFI-F	4. KEYI-F	4. KNOW	4. KEYI-F
5.	5. KOKE-F	5. KOKE-F	5. KOKE-F	5. KOKE-F	5. KEYI-F	5. KVET	5. KOKE-F	5. KOKE-F	5. KLBJ	5. KPEZ-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. KLBJ-F	1. KEYI-F	1. KEYI-F	1. KEYI-F	1. KASE-F	1. KLBJ-F	1. KLBJ-F	1. KLBJ-F	1. KLBJ-F	1. KLBJ-F
2. KHFI-F	2. KLBJ-F	2. KASE-F	2. KASE-F	KEYI-F	2. KHFI-F	2. KEYI-F	2. KASE-F	2. KEYI-F	2. KASE-F
3. KOKE-F	3. KHFI-F	3. KLBJ-F	3. KHFI-F	3. KHFI-F	3.	3. KHFI-F	3. KEYI-F	3. KOKE-F	3. KEYI-F
4. KEYI-F	4. KASE-F	4. KHFI-F	KLBJ-F	4. KOKE-F	4.	4. KASE-F	4. KHFI-F	4. KASE-F	4. KLBJ
5. KASE-F	5. KOKE-F	5. KOKE-F	5. KOKE-F	KLBJ-F	5.	KOKE-F	5. KOKE-F	5. KHFI-F	5. KHFI-F

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		104 (2)	104 (2)	14.1	KGIN-F 96.7 Georgetown .5/1.3
AOR		135 (3)	135 (3)	18.3	KIXL 970 Del Valle 1.2/3.3
AC/OLDIES/SOFT ROCK	31 (2)	134 (3)	165 (5)	22.3	KTAE 1260 Taylor 1.0/2.2
MOR/VARIETY					KISS-F 99.5 San Antonio .5/1.9
COUNTRY	47 (1)	110 (1)	157 (2)	21.2	KQXT-F 101.9 San Antonio .7/1.1
BLACK/URBAN	37 (1)		37 (1)	5.0	KTSA 550 San Antonio 1.2/4.0
BTFL MUSIC		44 (2)	44 (2)	6.0	KMTX-F 97.5 Waco .3/1.5
NEWS/TALK	50 (2)		50 (2)	6.8	KXZL-F 104.5 San Antonio .7/2.1
NOSTALGIA					WOAI 1200 San Antonio .8/2.8
RELIGION	10 (1)		10 (1)	1.4	
SPANISH	28 (1)		28 (1)	3.8	
CLASSICAL					
UNKNOWN/OTHERS	9 (1)		9 (1)	1.2	
			739 (20)		

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)	Ron Rogers
KASE-F, 100.7, 100 KW @ L300	COUNTRY	, \$110.00* (Katz)	Ron Rogers
KEYI-F, 103.7, 97 KW @ 585	AC	, \$75.00 (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	BTFL MUS (Bonne)	, \$45.00* (Mc-Guild)	Clear Channel
			Stan Webb

MISCELLANEOUS COMMENTS

Arbitron fell 25 diaries short of sample target... poor book for country...



BAKERSFIELD

Arbitron Rank/Pop (12+): 88/355,800  
 CHSA Rank/Pop: NA  
 MSA Rank/Pop: 105/422,000  
 ADI # 150  
 Average Person Rating: 16.7  
 Market TSL: 22.2 hours

Stations: 30/18  
 Diaries: 779/457:1/49.7%  
 Sample Target: 700  
 Standard Error: .727  
 % Below Line: 13.9  
 % Not Listed: 12.6

Est 1983 Revenue: \$8,200,000  
 CSI: 3.5 B11  
 CSI HH: 23.3 M  
 Retail \$: 2.6 B11  
 Pop per Station: 19,767

	FAL	SPG	FAL	SPG	
12+ METRO 1/4/SHARE	83	83	82	82	
1. KXXX-F	83/14.0	10.1	13.9	10.8	14.6
2. KGFM-F	64/10.8	6.7	9.2	6.3	5.7
3. KQXR-F	58/ 9.8	7.2	6.3	5.5	1.6
4. KUZZ	57/ 9.6	14.3	8.8	12.3	14.9
5. KWAC	36/ 6.1	4.0	8.3	6.8	5.9
6. KAFY	23/ 3.9	3.3	3.1	2.2	2.3
7. KGE0	22/ 3.7	5.5	5.9	5.6	8.5
8. KLYD	18/ 3.0	7.6	7.1	6.5	7.7
9. KLYD-F	13/ 2.2	.9	.5	2.0	2.8
KBOS-F	13/ 2.2	---	1.4	---	---
KMPC	13/ 2.2	1.7	1.2	.8	1.0
12.					
13.					
14.					
15.					

THIS MARKET'S  
 METRO AND TSA  
 ARE THE SAME.

12+ METRO CUME/ METRO CUME RATING	FAL	SPG	
83	83	83	
1. KXXX-F	1077/30.3	27.6	26.9
2. KQXR-F	757/21.3	16.7	13.9
3. KUZZ	724/20.3	25.0	20.7
4. KGFM-F	549/15.4	10.3	14.4
5. KWAC	379/10.7	8.3	8.2
6. KAFY	372/10.5	10.7	10.5
7. KGE0	317/ 8.9	12.3	14.4
8. KLYD	269/ 7.6	11.5	10.8
9. KLYD-F	257/ 7.2	3.8	2.7
10. KERN	224/ 6.3	8.4	12.1
11.			
12.			
13.			
14.			
15.			

12+ FM SHARE (METRO): 54.72% (284 of 519) (SPG 83: 44.06%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KXXX-F	1. KXXX-F	1. KXXX-F	1. KXXX-F	1. KXXX-F	1. KGFM-F	1. KUZZ	1. KGFM-F	1. KXXX-F	1. KXXX-F	1. KXXX-F
KQXR-F	2. KQXR-F	2. KUZZ	2. KUZZ	2. KUZZ	2. KUZZ	2. KXXX-F	2. KXXX-F	2. KGFM-F	2. KQXR-F	2. KQXR-F
3. KLYD	3. KWAC	3. KQXR-F	3. KQXR-F	3. KGFM-F	3. KXXX-F	3. KGFM-F	3. KUZZ	3. KUZZ	3. KGFM-F	3. KUZZ
4.	4. KUZZ	4. KWAC	KWAC	4. KWAC	4. KAFY	4. KQXR-F	4. KQXR-F	4. KQXR-F	4. KWAC	4. KGFM-F
5.	5.	5.	5.	5. KQXR-F	5.	5. KWAC	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. KXXX-F	1. KXXX-F	1. KXXX-F	1. KXXX-F	1. KUZZ	1. KXXX-F	1. KXXX-F	1. KXXX-F	1. KXXX-F	1. KXXX-F
2. KQXR-F	2. KQXR-F	2. KUZZ	2. KWAC	2. KGFM-F	2. KQXR-F	2. KQXR-F	2. KQXR-F	2. KXXX-F	2. KQXR-F
3. KLYD-F	KWAC	3. KWAC	3. KUZZ	3. KXXX-F	3. KUZZ	3. KUZZ	3. KUZZ	3. KWAC	3. KGE0
4.	4.	4. KQXR-F	KQXR-F	4. KWAC	4.	4. KGE0	4. KGE0	4. KGE0	KUZZ
5.	5.	5. KGFM-F	5.	5.	5.	5. KWAC	5.	5.	5.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP	18 (1)	99 (3)	117 (4)	22.5	KCHJ 1010 Delano .7/1.8
AOR		74 (3)	74 (3)	14.3	KERI 1180 Wasco .7/1.9
AC/OLDIES/SOFT ROCK	26 (2)	17 (2)	43 (4)	8.3	KERN 1410 1.9/6.3
MOR/VARIETY	25 (3)		25 (3)	4.8	KHIS 800 .7/1.4
COUNTRY	84 (3)	13 (2)	97 (5)	18.7	KHIS-F 96.5 1.5/4.1
BLACK/URBAN					KPMC 1560 1.9/6.1
BTFL MUSIC		67 (2)	67 (2)	12.9	KTPI-F 103.1 Tehachapi 1.5/2.6
NEWS/TALK	7 (2)		7 (2)	1.3	KVLI 1140 Lake Isabella 1.7/2.3
NOSTALGIA	24 (2)		24 (2)	4.6	KXEM 1590 McFarland 1.9/2.1
RELIGION	4 (1)	9 (1)	13 (2)	2.5	KBIG-F 104.3 Los Angeles .5/2.5
SPANISH	47 (2)		47 (2)	9.1	KFAC-F 92.3 Los Angeles .8/1.4
CLASSICAL		5 (1)	5 (1)	1.0	KFI 640 Los Angeles .7/3.2
UNKNOWN/OTHERS					KJUG-F 106.7 Tulare .7/1.2
			519 (30)		KKHR-F 93.1 Los Angeles .5/1.7
					KLOS-F 95.5 Los Angeles 1.2/3.3
					KMET-F 94.7 Los Angeles 1.5/4.2
					KMJ 580 Fresno .5/2.8
					KNX 1070 Los Angeles .7/2.5
					KOST-F 103.5 Los Angeles .7/1.8

RADIO STATIONS

KAFY, 530, 1 KW (DA-2), COUNTRY	ABC-D, \$21.25 (Blair)		
	Steve McGavren		
KERN, 1410, 1 KW	NOSTALGIA (Al Ham)ABC-C, \$21.00 (HNWH)	Joe Scott	
KGE0, 1230, 1 KW/250 W	, OLDIES	NBC, \$27.00 (Selcom)	Gary Conrad
KLYD, 1350, 1 KW (DAYS), CHR		, \$22.00 (Mc-Guild)	Alex Klein
KPMC, 1560, 10 KW (DA-1), VARIETY		MBS, CBS, \$17.00 (Masla)	Dan Spearre
KUZZ, 970, 1 KW (DA-2), COUNTRY		, \$34.00*	Mel Owens
KWAC, 1490, 1 KW/250 W, SPANISH		, \$17.50 (Eastman)	Ed Hopple
KGFM-F, 101.5, 5 KW @ 1280, BTFL MUS (Bonne)		, \$28.00 (Selcom)	Gary Conrad
KXXX-F, 107.9, 6 KW @ 1340, CHR		, \$26.00* (Katz)	Mel Owens
KLYD-F, 97.7, 3 KW @ 300, AC (?)		RKO, \$23.00 (Mc-Guild)	Alex Klein
KQXR-F, 94.1, 5 KW @ 1312, AOR		ABC-I, \$ ? ? (HNWH)	Joe Scott
			Brandon

MISCELLANEOUS COMMENTS

KWSO changed calls to KERI... KXEM operated at reduced power for most of rating period...Large increase in FM share...

BALTIMORE

Arbitron Rank/Pop (12+): 16/1,857,000  
 CMA Rank/Pop: 16/2,218,000  
 MSA Rank/Pop: 11/2,221,300  
 ADI # 21  
 Average Person Rating: 20.1  
 Market TSL: 26.3 hours

Stations: 35/22  
 Diaries: 1821/1020:1/48.6%  
 Sample Target: 1670  
 Standard Error: .522  
 % Below Line: 10.7  
 % Not Listed: 8.4

Est. 1983 Revenue: \$34,100,000  
 CSI: 19.5 Bil  
 CSI HH: 24.4 M  
 Retail \$: 11.6 Bil  
 Pop per Station: 84,409

12+ METRO	1/4/SHARE	WIN 84	FAL 83	SPG 83	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/ METRO CUME RATING	FAL 83	SPG 83	
1. WLIF-F	330/8.8	8.5	7.4	---	6.5	6.8	1. WBSB-F	4228/22.8	19.0	20.4
2. WBAL	300/8.0	9.7	9.0	---	8.0	9.3	2. WFBR	3557/19.2	15.3	17.9
3. WBSB-F	279/7.5	6.3	6.8	---	7.8	6.7	3. WBAL	3450/18.6	18.8	19.6
4. WIYY-F	258/6.9	6.2	6.5	---	6.9	7.6	4. WLIF-F	3305/17.8	15.2	14.5
5. WFBR	238/6.4	3.3	4.0	---	5.4	4.7	5. WIYY-F	3284/17.7	16.5	17.1
6. WPOC-F	232/6.2	6.7	6.4	---	5.8	6.9	6. WPOC-F	2612/14.1	13.3	14.3
7. WKYV-F	197/5.3	5.6	5.8	---	8.2	6.0	7. WMAR-F	2556/13.8	10.5	8.4
8. WTH	160/4.3	3.0	4.4	---	4.6	2.2	8. WKYV-F	2329/12.5	14.9	16.9
9. WCAO	155/4.1	3.3	2.9	---	4.1	4.1	9. WCAO	2009/10.8	10.0	12.6
10. WYST-F	133/3.6	4.0	4.2	---	2.7	3.6	10. WYST-F	2003/10.8	11.9	9.1
11. WMAR-F	128/3.4	3.1	2.8	---	2.4	4.8	11. WCBM	1893/10.2	13.5	8.9
12. WCBM	118/3.2	3.9	3.8	---	2.3	1.8	12. WTH	1670/ 9.0	7.0	9.6
13. WMIN-F	110/2.9	2.7	3.9	---	1.0	5.1	13. WMIN	1539/ 8.3	11.0	12.3
14. WWIN	98/2.6	4.1	3.6	---	4.3	1.4	14. WMIN-F	1475/ 7.9	8.2	3.6
15. WMD-CF	85/2.3	1.7	1.7	---	1.7	3.4	15. WQSR-F	1331/ 7.2	8.5	7.7
16. WBGR	80/2.1	1.6	.3	---	.4	2.5	16. WMD-CF	1256/ 6.8	5.5	6.4
17. WEBB	63/1.7	3.3	3.8	---	3.6	1.4	17. WRQX-F	1081/ 5.8	5.7	7.1
18.							18.			
19.							19.			
20.							20.			
21.							21.			
22.							22.			
23.							23.			
24.							24.			
25.							25.			

12+ FM SHARE (METRO): 62.32% (2134 of 3424) (SPG 83: 61.00%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WBSB-F	1. WIYY-F	1. WBSB-F	1. WBSB-F	1. WLIF-F	1. WLIF-F	1. WBAL	1. WLIF-F	1. WLIF-F	1. WFBR	1. WLIF-F
2. WIYY-F	2. WBSB-F	2. WIYY-F	2. WLIF-F	2. WPOC-F	2. WBAL	2. WLIF-F	2. WBSB-F	2. WBSB-F	2. WBAL	2. WPOC-F
3. WMAR-F	3. WKYV-F	3. WKYV-F	3. WPOC-F	3. WBSB-F	3. WPOC-F	3. WBSB-F	3. WIYY-F	3. WPOC-F	3. WIYY-F	3. WBSB-F
4. WKYV-F	4. WYST-F	4. WLIF-F	4. WCAO	4. WYST-F	4. WFBR	4. WIYY-F	4. WBAL	4. WBAL	4. WBSB-F	4. WIYY-F
5. WMIN	5. WPOC-F	5. WPOC-F	5. WYST-F	5. WCAO	5. WCAO	5. WPOC-F	5. WPOC-F	5. WIYY-F	5. WKYV-F	5. WKYV-F
6. WEBB	6. WMIN-F	6. WYST-F	6. WKYV-F	6. WFBR	6. WTH	6. WFBR	6. WTH	6. WFBR	6. WPOC-F	6. WBAL
7. WMIN-F	7. WMAR-F	7. WCAO	7. WFBR	7. WKYV-F	7. WCAO	7. WCAO	7. WKYV-F	7. WKYV-F	7. WMIN-F	7. WTH
8.	8. WCAO	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. WIYY-F	1. WBSB-F	1. WBSB-F	1. WBSB-F	1. WLIF-F	1. WIYY-F	1. WIYY-F	1. WIYY-F	1. WIYY-F	1. WPOC-F
2. WBSB-F	2. WIYY-F	2. WKYV-F	2. WYST-F	2. WBSB-F	2. WBSB-F	2. WBSB-F	2. WBSB-F	2. WBSB-F	2. WBSB-F
3. WKYV-F	3. WKYV-F	3. WIYY-F	3. WKYV-F	3. WPOC-F	3. WKYV-F	3. WKYV-F	3. WPOC-F	3. WPOC-F	3. WLIF-F
4. WMAR-F	4. WYST-F	4. WLIF-F	4. WMAR-F	4. WKYV-F	4. WMD-CF	4. WPOC-F	4. WLIF-F	4. WFBR	4. WFBR
5. WMIN-F	5. WLIF-F	5. WYST-F	5. WCAO	5. WYST-F	5. WMAR-F	5. WMD-CF	5. WKYV-F	5. WCAO	5. WIYY-F
6. WYST-F	6. WMIN-F	6. WCAO	6. WIYY-F	6. WCAO	6. WMIN	6. WFBR	6. WFBR	6. WYST-F	6. WYST-F
7.	7.	7. WPOC-F	7. WMIN-F	7. WFBR	7.	7.	7. WCAO	7. WKYV-F	7. WCAO
8.	8.	8.	8.	8.	8.	8.	8. WYST-F	8. WMIN-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/CONTENTP		543 (6)	543 (6)	15.9	WBMD 750 .6/2.5
AOR		382 (4)	382 (4)	11.2	WGRX-F 100.7 Westminster .5/1.2
AC/OLDIES/SOFT ROCK	238 (1)	175 (3)	413 (4)	12.1	WFIS-F 99.1 Annapolis .6/2.6
MOR/VARIETY	321 (2)		321 (2)	9.4	WQSR-F 105.7 Catonsville 1.2/7.2
COUNTRY	155 (1)	247 (2)	402 (3)	11.7	WNDS-F 95.1 .4/3.5
BLACK/URBAN	161 (2)	363 (4)	524 (6)	15.3	WYST 1010 .6/1.8
BTFL MUSIC	3 (1)	353 (2)	356 (3)	10.4	
NEWS/TALK	150 (2)		150 (2)	4.4	
NOSTALGIA	160 (1)		160 (1)	4.7	
RELIGION	103 (2)	52 (1)	155 (3)	4.5	
SPANISH					
CLASSICAL		18 (1)	18 (1)	0.5	
UNKNOWN/OTHERS					
			3424 (35)		

All stations below are in Washington:

WASH-F	.3/2.2	WLTT-F	.5/1.9
WAVA-F	.7/3.3	WMZQ-F	.4/1.4
WGAY-F+	.7/1.8	WPGC-F+	.6/3.1
WGMS-F+	.5/ .9	WRQX-F	1.4/5.8
WHUR-F	1.0/3.9	WTOP	.9/3.2
WKYS-F	.5/2.1		

12+ ADI 1/4

RADIO STATIONS

AM STATIONS

WBGR, 860, 1 KW (DAYS,DA)	, RELIGION/GOSPEL	UPI, \$ 18.00 (----)	Mortenson	Jim Honderson	4. WPOC-F
WBAL, 1090, 50 KW (DA-N)	, MOR	ABC-E, \$ 83.75 (Blair)	Hearst	David Barrett	6. WFBR
WBMD, 750, 1 KW (DAYS)	, RELIGION	, \$ 10.00 (----)		Carl Brenner	7. WXYV-F
WCAO, 600, 5 KW (DA-1)	, COUNTRY	RKO II, \$ 60.00 (Mc-Guild)	Plough	Bob Abernathy	8. WCAO
WCBM, 680, 10 KW/5 KW (DA-2)	, NEWS/TALK	ABC-T,ABC-I, \$103.75 (Katz)	Metromedia	Myron Laufer	9. WITH
WEBB, 1360, 5 KW (DAYS)	, BLACK	SBN, \$ 32.00 (Citi)	Brunson	Don Brooks	10. WYST-F
WFBR, 1300, 5 KW (DA-1)	, AC	NBC, \$ 86.25 (MMR)		Harry Shriver	11. WMAR-F
WHRF, 1520, 250 W (DAYS)	, MOR	ABC-E, \$ 25.00 (----)		Tom Gavin	12. WCBM
WITH, 1230, 1 KW/250 W	, NOSTALGIA (Al Ham)	MBS.WSJ. \$61.25 (HNWH)	BENI	Ron Stratton	13. WMIN-F
WJRO, 1590, 1 KW (DA-2)	, BTFL MUS	, \$ 8.50 (----)		George Dietrich	14. WMIN
WTOW, 1570, 5 KW (DAYS)	, RELIGION	, \$ 20.00 (----)	Jacor	Tom Lamprecht	15. WDCD-F
WWIN, 1400, 1 KW/250 W	, BLACK	NBN, \$ 38.00 (HNWH)			
WYST, 1010, 1 KW (DAYS)	, MOR (?)	RKO, \$ NA (Masla)	United	John Columbus	

12+ ADI CUME

FM STATIONS

WBSB-F, 104.3, 50 KW @ 422, CHR/ROCK	ABC-C, \$ 90.00* (Torbet)	Scripps-Howard	Jim Fox	1. WBSB-F
WYYY-F, 97.9, 11 KW @ 946, AOR (Burk-Abr)	ABC-R, \$ NM (Blair)	Hearst	David Barrett	2. WFBR
WLIF-F, 101.9, 14 KW @ 961, BTFL MUS (SRP)	, \$ 75.00 (Christal)	Island	George Toulas	3. WBAL
WMAR-F, 106.5, 29 KW @ 620, CHR	, \$ 62.50 (Katz)	Abell	Don Kelly	4. WLIF-F
WPOC-F, 93.1, 50 KW @ 870, COUNTRY	ABC-D, \$146.25 (Eastman)	Nationwide	Dave Fuellhart	5. WIVY-F
WQSR-F, 105.7, 50 KW @ 245, CHR	CBS-R, \$ NA (----)		Carl Brenner	6. WPOC-F
WRBS-F, 95.1, 50 KW @ 260, RELIGION	, \$ 13.00 (----)		Thomas Bissit	7. WMAR-F
WWIN-F, 95.9, 3 KW @ 300, BLACK	, \$ NA (HNWH)			8. WXYV-F
WXYV-F, 102.7, 50 KW @ 400, URBAN	, \$ 90.00* (Mc-Guild)	Plough	Bob Abernathy	9. NCAO
WYST-F, 92.3, 10 KW @ 560, AC	RKO, \$ 60.00* (Masla)	United	John Columbus	10. WYST-F
WGRX-F, 100.7, 50 KW @ 350, AOR (Sebastian)	, \$ 47.50 (Selcom)	Shamrock Comm	Ken Stevens	11. WCBM
			(WESTMINSTER)	12. WITH
				13. WMIN
				14. WMIN-F
				15. WQSR-F

Other ranked stations - See Washington

ADI FM SHARE:  
62.59%

CALL LETTER CHANGES

WAYE changed to WBGR  
WTTR changed to WGRX

FORMAT CHANGES

WTTR to AOR

STATION SALES

WCAO,WXYV-F: From Plough  
to DKM for estimated  
\$11,250,000

MISCELLANEOUS COMMENTS

Nice increases for WLIF...  
baseball book for WFBR...

BATON ROUGE

Arbitron Rank/Pop (12+): 73/433,600  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 89/525,700  
 ADI # 92  
 Average Person Rating: 16.4  
 Market TSL: 21.7 hours

Stations: 16/13  
 Diaries: 836/519:1/46.9%  
 Sample Target: 760  
 Standard Error: .711  
 % Below Line: 3.7  
 % Not Listed: 12.3

Est 1983 Revenue: \$10,000,000  
 CSI: 5.0 Bil  
 CSI HH: 28.0 M  
 Retail \$: 2.8 Bil  
 Pop per Station: 33,354

12+	METRO	1/4/SHARE	FAL	SPG	FAL	SPG
			83	83	82	82
1.	WFME-F	130/18.3	21.5	22.1	17.8	17.6
2.	WYNK-F	104/14.7	13.8	14.2	13.4	13.3
3.	WQXY-F	79/11.1	8.3	11.4	6.4	9.1
4.	WXOK	58/ 8.2	10.0	9.9	9.7	14.8
5.	KQXL-F	45/ 6.3	2.4	---	---	---
6.	WAFB-F	43/ 6.1	7.3	7.7	6.8	6.2
7.	WLUX	33/ 4.7	2.7	2.5	4.0	3.1
8.	WTKL	30/ 4.2	6.5	5.6	10.0	7.8
9.	WYNK	19/ 2.7	2.6	1.7	2.5	3.0
10.	WIBR	18/ 2.5	3.6	4.2	3.3	2.8
	WSLG	18/ 2.5	1.1	1.0	.7	2.1
12.	WJBO	13/ 1.8	4.1	3.5	4.2	3.4
13.						
14.						
15.						

12+	TSA	1/4/CUME	12+ METRO	CUME/	FAL	SPG
			METRO	CUME RATING	83	83
1.	WFME-F	199/2492	1.	WFME-F	1573/36.3	39.6 39.8
2.	WYNK-F	148/1610	2.	WQXY-F	1037/23.9	17.3 20.7
3.	WQXY-F	104/1403	3.	WYNK-F	998/23.0	26.3 24.7
4.	WAFB-F	93/1725	4.	WXOK	879/20.3	21.7 18.8
5.	WXOK	76/1138	5.	WAFB-F	846/19.5	23.0 24.6
6.	KQXL-F	61/ 724	6.	KQXL-F	541/12.5	5.0 ---
7.	WTKL	38/ 532	7.	WTKL	421/ 9.7	13.9 11.3
8.	WLUX	33/ 183	8.	WJBO	385/ 8.9	16.9 14.5
9.	WIBR	26/ 359	9.	WLCS	344/ 7.9	13.2 15.5
	WWL	26/ 411	10.	WIBR	285/ 6.6	9.4 12.4
11.			11.			
12.			12.			
13.			13.			
14.			14.			
15.			15.			

12+ FM SHARE (METRO): 66.72% (415 of 622) (SPG 83: 61.28%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1.	WFME-F	1. WFME-F	1. WYNK-F	1. WYNK-F	1. WYNK-F	1. WFME-F	1. WFME-F	1. WFME-F	1. WFME-F	1. WFME-F
2.	WXOK	2. WQXY-F	2. WYNK-F	2. WFME-F	2. WFME-F	2. WYNK-F	2. WYNK-F	2. WYNK-F	2. WYNK-F	2. WQXY-F
3.	KQXL-F	3. WYNK-F	3. WQXY-F	3. WQXY-F	3. WQXY-F	3. WQXY-F	3. WQXY-F	3. WQXY-F	3. WXOK	3. WYNK-F
4.	WYNK-F	4. WXOK	4. WXOK	4. WAFB-F	4. WXOK	4. WXOK	4.	4. KQXL-F	4. KQXL-F	4. KQXL-F
5.		5.	5.	5. WXOK	5. WAFB-F	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.	WFME-F	1. WFME-F	1. WFME-F	1. WFME-F	1. WFME-F	1. WFME-F	1. WFME-F	1. WYNK-F	1. WYNK-F
2.	WQXY-F	2. WQXY-F	2. WQXY-F	2. WQXY-F	2.	2. WXOK	2. WYNK-F	2. WXOK	2. WFME-F
3.	KQXL-F	3. KQXL-F	3. WYNK-F	3. WAFB-F	3.	3. WYNK-F	3. WXOK	3. WFME-F	3. WXOK
4.		4. WYNK-F	4. KQXL-F	4. WYNK-F	4.	4. WQXY-F	4. WQXY-F	4. WQXY-F	4. WQXY-F
5.		5. WAFB-F	5. WAFB-F	5. KQXL-F	5.	5.	5.	5.	5.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP	9 (1)	130 (1)	139 (2)	22.3	WLCS 910 Baton Rouge 1.3/7.9
AOR					WCKW-F 92.3 La Place 1.3/1.5
AC/OLDIES/SOFT ROCK	13 (1)	122 (2)	135 (3)	21.7	WLTS-F 105.3 Slidell .7/2.4
MOR/VARIETY					WWL 870 New Orleans 1.3/3.3
COUNTRY	55 (3)	104 (1)	159 (4)	25.6	
BLACK/URBAN	88 (2)	50 (2)	138 (4)	22.2	
BTFL MUSIC					
NEWS/TALK	9 (1)		9 (1)	1.4	
NOSTALGIA					
RELIGION	33 (1)		33 (1)	5.3	
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS		9 (1)	9 (1)	1.4	
			622 (16)		

RADIO STATIONS

WIBR, 1300, 5 KW/1 KW (DA-N), COUNTRY	NBC, \$ ? ? (Katz)	Bob Earle
WJBO, 1150, 5 KW (DA-1), AC	CBS,MBS, \$24.00 (Blair)	George Jenne
WLCS, 910, 1 KW (DA-1), CHR	, \$23.00* (Mc-Guild)	Central Texas
WLUX, 1550, 5 KW (DAYS), RELIGION	APR, \$ 9.00 (----)	Swaggert
WTKL, 1260, 1 KW (DAYS), BLACK	SBN, \$18.50 (Weiss)	John Marver
WXOK, 1460, 5 KW/1 KW (DA-N), BLACK	NBN, \$28.00 (HNWH)	Lew Carter
WYNK, 1380, 5 KW (DAYS,DA), COUNTRY	ABC-E, \$23.00 (Torbet)	Bob McGregor
WAFB-F, 98.1, 100 KW @ 1550, AC/CONTEMP	CBS-R, \$41.25 (Katz)	Manuel Broussard
WFME-F, 102.5, 100 KW @ 1360, CHR	ABC-F, \$53.00* (Blair)	Randy Rice
WQXY-F, 100.7, 100 KW @ 690, AC (Burk-Abr)	, \$27.00* (Mc-Guild)	Central Texas
WYNK-F, 101.5, 100 KW @ 403, COUNTRY	ABC-I, \$40.00 (Torbet)	Lew Campbell
KQXL-F, 106.3, 3 KW @ 300, BLACK	SBN, \$ 8.00 (Selcom)	Bob McGregor
		(NEW ROADS)
		Lee Clear

MISCELLANEOUS COMMENTS

WQXY-F changed from BTFL to AC...

BEAUMONT-PORT ARTHUR-ORANGE

Arbitron Rank/Pop (12+): 95/320,800  
 CMA Rank/Pop: NA  
 MSA Rank/Pop: 110/383,100  
 ADI # 121  
 Average Person Rating: 16.4  
 Market TSL: 22.2 hours

Stations: 19/15  
 Diaries: 807/398:1/46.9%  
 Sample Target: 700  
 Standard Error: .699  
 % Below Line: 6.6  
 % Not Listed: 10.5

Est 1983 Revenue: \$7,100,000  
 CSI: 4.2 Btl  
 CSI HHI: 29.3 M  
 Retail \$: 2.6 Btl  
 Pop per Station: 21,387

	FAL	SPG	FAL	SPG
12+ METRO	1/4/SHARE	83	83	82
1. KHYS-F	117/22.3	15.6	12.2	10.8
2. KYZR-F	59/11.2	8.8	9.1	12.4
3. KZZB-F	50/9.5	13.7	11.0	10.8
4. KWIC-F	44/8.4	1.3	2.3	1.9
5. KQXY-F	43/8.2	10.9	8.7	7.1
6. KAYD-F	37/7.0	8.8	8.4	8.1
7. KLVI	31/5.9	9.2	8.6	12.0
8. KIOC-F	28/5.3	5.8	3.6	4.4
9. KTRH	19/3.6	5.6	5.9	5.2
10. KKNY-F	8/1.5	3.4	6.1	6.6
KOGT	8/1.5	1.7	3.0	2.5
12.				
13.				
14.				
15.				

12+ TSA	1/4/CUME
1. KHYS-F	148/937
2. KYKR-F	73/825
3. KZZB-F	63/926
4. KQXY-F	59/579
5. KAYD-F	48/618
6. KLVI	47/645
7. KWIC-F	46/629
8. KIOC-F	34/638
9. KTRH	21/331
11.	
12.	
13.	
14.	
15.	

12+ METRO	CUME/	FAL	SPG
METRO	CUME	83	83
	RATING		
1. KZZB-F	754/23.5	26.1	21.0
2. KYKR-F	669/20.9	19.3	20.3
3. KHYS-F	649/20.2	18.0	17.8
4. KWIC-F	580/18.1	10.2	9.6
5. KAYD-F	515/16.1	18.3	16.4
6. KIOC-F	505/15.7	15.4	12.2
7. KQXY-F	470/14.7	20.4	16.5
8. KLVI	463/14.4	22.9	21.3
9. KTRH	273/8.5	10.2	12.6
10. KKNY-F	145/4.5	9.3	10.5
11.			
12.			
13.			
14.			
15.			

12+ FM SHARE (METRO): 83.33% (400 of 480) (SPG 83: 67.28%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KHYS-F	1. KHYS-F	1. KHYS-F	1. KHYS-F	1. KHYS-F	1. KYKR-F	1. KHYS-F	1. KHYS-F	1. KHYS-F	1. KHYS-F	1. KHYS-F
2. KZZB-F	2. KWIC-F	2. KYKR-F	2. KYKR-F	2. KYKR-F	2. KHYS-F	2. KYKR-F	2. KYKR-F	2. KYKR-F	2. KWIC-F	2. KYKR-F
3. KWIC-F	3. KZZB-F	3. KWIC-F	3. KAYD-F	3. KAYD-F	3. KQXY-F	3. KLVI	3. KQXY-F	3. KWIC-F	3. KZZB-F	3. KZZB-F
4.	4. KYKR-F	4. KZZB-F	4. KIOC-F	4. KIOC-F	4. KAYD-F	4. KZZB-F	4. KWIC-F	4. KZZB-F	4. KYKR-F	4. KAYD-F
5.	5. KIOC-F	5. KAYD-F	5. KZZB-F	5. KQXY-F	5. KLVI	5. KQXY-F	5. KZZB-F	5. KQXY-F	5. KQXY-F	5. KQXY-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. KZZB-F	1. KHYS-F	1. KHYS-F	1. KHYS-F	1. KHYS-F	1. KWIC-F	1. KHYS-F	1. KHYS-F	1. KHYS-F	1. KHYS-F	
2. KZZB-F	2. KZZB-F	2. KYKR-F	2. KYKR-F	2. KYKR-F	2. KHYS-F	2. KWIC-F	2. KWIC-F	2. KZZB-F	2. KYKR-F	
3. KWIC-F	3. KYKR-F	3. KZZB-F	3. KIOC-F	3. KAYD-F	3.	3.	3. KYKR-F	3. KWIC-F	3. KAYD-F	
4. KIOC-F	4. KIOC-F	4. KIOC-F	4. KZZB-F	4. KIOC-F	4.	4.	4. KZZB-F	4. KIOC-F	4. KIOC-F	
5.	5. KWIC-F	5. KAYD-F	5.	5. KQXY-F	5.	5.	5. KAYD-F	5. KAYD-F	6. KAYD-F	

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		50 (1)	50 (1)	10.4	KAYC 1450 Beaumont 1.1/3.6
AOR		47 (2)	47 (2)	9.8	KDLF 1150 Port Neches 1.0/3.3
AC/OLDIES/SOFT ROCK		36 (2)	36 (2)	7.5	KDVE 1510 Nederland 1.3/2.7
NOR/VARIETY	4 (1)		4 (1)	0.8	KOLE 1340 Port Arthur .8/3.5
COUNTRY	45 (3)	100 (4)	145 (7)	30.2	KMDX-F 101.7 Silsbee .4/1.2
BLACK/URBAN		124 (2)	124 (2)	25.8	KIRK-F 95.7 Houston .4/1.5
BTFM MUSIC		43 (1)	43 (1)	9.0	KLFL-F 101.1 Houston .6/2.7
NEWS/TALK	19 (1)		19 (1)	4.0	KMJQ-F 102.1 Houston 1.3/3.5
NOSTALGIA					
RELIGION	12 (2)		12 (2)	2.5	
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS					
480 (19)					

RADIO STATIONS

KAYC, 1450, 1 KW/250 W (DA-1), COUNTRY	RKO II, \$ NA (Eastman)	Long-Pride	Jerry Hinrikus
KIEZ, 1380, 1 KW (DAYS,DA), AC (Radio Arts)	, \$23.00 (----)		Don Durden
KLVI, 560, 5 KW (DA-N), COUNTRY	ABC-I, \$37.05 (Torbet)	Hicks	
KTRM, 990, 1 KW (DA-1), COUNTRY	, \$23.00 (Selcom)		Wayne Courtney
KDVE, 1510, 5 KW (DAYS,DA), RELIGION	, \$10.25 (----)	Central Texas (NEDERLAND)	Dan Hubbard
KOLE, 1340, 1 KW/250 W, AC	, \$13.00 (----)		Dale Palmer
KTXC, 1250, 5 KW/1 KW (DA-N), OLDIES	, \$25.00 (Mc-Guild)	Clear Channel	Jim Smith
KOGT, 1600, 1 KW (DA-N), COUNTRY	, \$11.00 (----)		Tom Carson
KAYD-F, 97.5, 50 KW @ 320, COUNTRY	, \$30.00* (Eastman)	Long-Pride	Jerry Hinrikus
KHYS-F, 98.5, 65 KW @ 485, URBAN (TM)	CBS-R, \$28.00* (Mc-Guild)	Clear Channel	Jim Smith
KIOC-F, 106.1, 100 KW @ 1060, AC	RKO, \$25.00 (Christal)		Gary Teaney
KQXY-F, 94.1, 69 KW @ 600, BTFM MUS (SRP)	NBC, \$24.00* (Mc-Guild)	Central Texas	
KWIC-F, 107.9, 100 KW @ 389, AOR/CHR	ABC-C, \$19.00 (----)		Don Durden
KZZB-F, 95.1, 100 KW @ 501, CHR	MBS, \$22.00 (Selcom)		Wayne Courtney
KKNY-F, 104.5, 100 KW @ 400, AC	, \$13.00 (----)		Dale Palmer
KYKR-F, 93.3, 100 KW @ 500, COUNTRY	, \$37.05 (Torbet)	Hicks	

MISCELLANEOUS COMMENTS

Enormous increase in FM share...KZOM-F changes calls to KKNY-F...KKNY-F changes from AOR to AC...KTRM from Black to Country...KWIC to AOR...huge share gains for KHYS and KWIC...

BILLINGS

Arbitron Rank/Pop (12+): 172/94,100  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 286/113,600  
 ADI # 167  
 Average Person Rating: 16.4  
 Market TSL: 22.5 hours

Stations: 9/9  
 Diaries: 541/174:1/55.0%  
 Sample Target: 550  
 Standard Error: .831  
 % Below Line: 0  
 % Not Listed: 7.1

Est 1983 Revenue: \$4,000,000  
 CSI: 1.0 Bil  
 CSI HH: \$24,097  
 Retail \$: 1.0 Bil  
 Pop per Station: 10,455

12+ METRO	1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82	
1.	KGHL	43/27.9	---	23.6	---	14.2
2.	KIDX-F	27/17.5	---	12.4	---	7.1
3.	KYYA-F	22/14.3	---	16.8	---	13.5
4.	KZLS-F	17/11.0	---	10.6	---	12.8
5.	KOOK	12/ 7.8	---	9.3	---	14.2
6.	KBIT-F	10/ 6.5	---	8.7	---	11.3
7.	KURL	7/ 4.5	---	5.0	---	5.0
8.	KOYN	4/ 2.6	---	3.7	---	7.1
9.	KLYC	1/ .6	---	---	---	.7
10.						
11.						
12.						
13.						
14.						
15.						

12+ TSA	1/4/CUME
1.	KGHL 82/667
2.	KIDX-F 28/316
3.	KYYA-F 25/328
4.	KOOK 21/377
5.	KZLS-F 18/231
6.	KBIT-F 10/173
	KURL 10/101
8.	KOYN 4/ 71
9.	KLYC 2/ 62
10.	
11.	
12.	
13.	
14.	
15.	

12+ METRO	CUME/ RATING	FAL 83	SPG 83
1.	KGHL 356/37.8	---	40.6
2.	KYYA-F 284/30.2	---	33.7
	KIDX-F 284/30.2	---	25.6
4.	KOOK 266/28.3	---	34.3
5.	KZLS-F 222/23.6	---	23.7
6.	KBIT-F 146/15.5	---	19.4
7.	KURL 68/ 7.2	---	7.2
8.	KOYN 57/ 6.1	---	8.7
9.	KLYC 48/ 5.1	---	---
10.			
11.			
12.			
13.			
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15.			

12+ FM SHARE (METRO): 53.15% (76 of 143) (SPG 83: 50.98%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1.	KYYA-F	1. KIDX-F	1. KIDX-F	1. KGHL	1. KGHL	1. KGHL	1. KGHL	1. KGHL	1. KIDX-F	1. KGHL
	KZLS-F	2. KYYA-F	2. KGHL	2. KIDX-F	2. KIDX-F	2.	2. KIDX-F	2. KIDX-F	2. KGHL	2. KIDX-F
3.		3. KGHL	3. KYYA-F	3. KYYA-F	3. KYYA-F	3.	3. KYYA-F	3. KYYA-F	3. KZLS-F	3. KYYA-F
4.		4. KZLS-F	4. KZLS-F	4. KOOK	4. KOOK	4.	4. KOOK	4. KZLS-F	4. KYYA-F	4. KZLS-F
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.	KYYA-F	1. KIDX-F	1. KIDX-F	1. KGHL	1. KZLS-F	1. KIDX-F	1. KGHL	1. KIDX-F	1. KGHL
2.	KZLS-F	2. KYYA-F	2. KGHL	2. KGHL	2. KZLS-F	2. KYYA-F	2. KIDX-F	2. KIDX-F	2. KIDX-F
	KIDX-F	3. KGHL	3. KYYA-F	3. KYYA-F	3.	3. KGHL	3. KYYA-F	3. KBIT-F	3. KYYA-F
4.		4.	4. KOOK	4.	4.	4. KZLS-F	4. KZLS-F	4. KGHL	4. KBIT-F
5.		5.	5.	5.	5.	5.	5.	5.	5.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		39 (2)	39 (2)	27.3	
AOR					
AC/OLDIES/SOFT ROCK	12 (1)	27 (1)	39 (2)	27.3	
MOR/VARIETY	4 (1)		4 (1)	2.8	
COUNTRY	44 (2)	10 (1)	54 (3)	37.8	
BLACK/URBAN					
BTFL MUSIC					
NEWS/TALK					
NOSTALGIA					
RELIGION	7 (1)		7 (1)	4.9	
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS					
143 (9)					

RADIO STATIONS

KGHL, 790, 5 KW (DA-N), COUNTRY (Drake-Chen)	ABC-I, \$29.25 (Eastman)	Hatch	Dick Elliott
KOOK, 970, 5 KW (DA-N), CONTEMP/AC <u>ST</u>	CBS, \$16.00 (Torbet)	Mesa	Dan Miller
KOYN, 910, 1 KW (DAYS), MOR	NBC, \$ 8.00 (----)		Carson Aasen
KURL, 730, 5 KW (DAYS), RELIGION (Century 21)	, \$ 4.75 (----)	Enterprise	Herm Elenbaas
KBIT-F, 102.9, 100 KW @ 500, COUNTRY	CBS-R, \$ NA (Torbet)	Mesa	Dan Miller
KIDX-F, 98.5, 50 KW @ 402, AC (Churchill)	Source, \$13.25 (Eastman)	Hatch	Dick Elliott
KYYA-F, 93.3, 100 KW @ 700, CHR	RKO, \$22.00 (Blair)	Meyer	Lamont Wallis
KZLS-F, 97.1, 35 KW @ 30, CHR (Drake-Chen)	, \$13.00 (Mc-Guild)		Jim Schaeffer

MISCELLANEOUS COMMENTS

KBMY was donated to a local college by Peoria Journal Star. The college sold it to owners of KZLS-F. It was off the air during rating period...KOOK-F changed calls to KBIT-F...

BINGHAMTON

Arbitron Rank/Pop (12+): 120/253,700  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 161/261,200  
 ADI # 135  
 Average Person Rating: 15.8  
 Market TSL: 21.1 hours

Stations: 14/9  
 Diaries: 822/309:1/57.0%  
 Sample Target: 700  
 Standard Error: .662  
 % Below Line: 4.9  
 % Not Listed: 13.4

Est 1983 Revenue: \$4,400,000  
 CSI: 2.3 B11  
 CSI HI: \$23,697  
 Retail \$: 1.4 B11  
 Pop per Station: 28,189

12+ METRO	1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82
1. WMRV-F	73/18.2	---	18.3	---	16.4
2. WDNF	57/14.2	---	15.1	---	13.8
3. WAAL-F	49/12.2	---	13.5	---	12.2
4. WHWK-F	42/10.4	---	9.2	---	12.5
5. WINR	39/ 9.7	---	7.3	---	3.6
6. WENE	35/ 8.7	---	6.2	---	8.6
7. WWWT-F	16/ 4.0	---	2.7	---	5.2
8. WKOP	15/ 3.7	---	5.4	---	8.6
9. WEDO	5/ 1.2	---	---	---	2.1
WKRZ-F	5/ 1.2	---	.5	---	1.0

12+ TSA 1/4/CUME	12+ METRO CUME/ METRO CUME RATING	FAL 83	SPG 83		
1. WMRV-F	84/1034	1. WMRV-F	888/35.0	---	33.2
2. WHWK-F	69/ 760	2. WDNF	768/30.3	---	30.7
3. WAAL-F	67/ 862	3. WAAL-F	624/24.6	---	25.7
4. WDNF	57/ 787	4. WHWK-F	428/16.9	---	22.4
5. WINR	51/ 504	5. WENE	404/15.9	---	17.2
6. WENE	36/ 428	6. WINR	395/15.6	---	15.3
7. WKXZ-F	20/ 144	7. WKOP	272/10.7	---	14.5
8. WWWT-F	18/ 291	8. WWWT-F	266/10.5	---	11.0
9. WKOP	15/ 284	9. WOKW-F	125/ 4.9	---	5.0
10. WOKW-F	8/ 188	10. WGDI-F	114/ 4.5	---	3.9

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12+ FM SHARE (METRO): 56.61% (197 of 348) (SPG 83: 57.27%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WAAL-F	1. WMRV-F	1. WMRV-F	1. WMRV-F	1. WMRV-F	1. WDNF	1. WDNF	1. WMRV-F	1. WMRV-F	1. WMRV-F	1. WMRV-F
2. WMRV-F	2. WAAL-F	2. WAAL-F	2. WHWK-F	2. WHWK-F	2. WMRV-F	2. WMRV-F	2. WDNF	2. WENE	2. WAAL-F	2. WAAL-F
3. WWWT-F	3.	3. WHWK-F	3. WAAL-F	3. WDNF	3. WHWK-F	3. WAAL-F	3. WINR	3. WAAL-F	3. WINR	WHWK-F
4.	4.	4. WDNF	WNDF	4. WAAL-F	4. WINR	4. WHWK-F	4. WAAL-F	4. WDNF	4. WDNF	4. WINR
5.	5.	5.	5.	5.	5.	5. WINR	5.	5.	5.	5. WDNF

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. WMRV-F	1. WMRV-F	1. WMRV-F	1. WMRV-F	1. WMRV-F	1. WAAL-F	1. WAAL-F	1. WAAL-F	1. WMRV-F	1. WMRV-F
2. WAAL-F	2. WAAL-F	2. WHWK-F	2. WAAL-F	2. WHWK-F	2. WMRV-F	2. WMRV-F	2. WAAL-F	2. WAAL-F	2. WAAL-F
3. WWWT-F	3.	3. WDNF	WHWK-F	WNDF	3.	3.	3. WHWK-F	3.	WHWK-F
4.	4.	4. WAAL-F	4.	4. WINR	4.	4.	4. WDNF	4.	4. WENE
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		97 (4)	97 (4)	27.9	WEZX-F 107.1 Scranton /7/1.2
AOR		52 (2)	52 (2)	14.9	WGDI-F 101.3 Scranton 1.0/4.5
AC/OLDIES/SOFT ROCK	15 (1)	4 (1)	19 (2)	5.5	WKXZ-F 93.9 Norwich /5/2.0
MOR/VARIETY	62 (2)		62 (2)	17.8	WOKW-F 99.9 Cortland /7/4.9
COUNTRY	35 (1)	42 (1)	77 (2)	22.1	
BLACK/URBAN					
BTFM MUSIC		2 (1)	2 (1)	0.6	
NEWS/TALK					
NOSTALGIA	39 (1)		39 (1)	11.2	
RELIGION					
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS					

RADIO STATIONS

WENE, 1430, 5 KW (DA-N)	COUNTRY (Drake-Chen)	ABC-E, \$20.00 (Masla)	Pat Parish
WINR, 680, 1 KW/500 W (DA-2)	NOSTALGIA (Al Ham)	RKO II, \$21.00 (Savalli)	Dave Mitchell
WKOP, 1360, 5 KW/500 W (DA-2)	OLDIES (Century 21)	ABC-E, \$14.00* (Torbet)	Tom Shiptenko
WBNF, 1290, 5 KW (DA-N)	MOR	CBS, \$24.00* (Mc-Guild)	Kitty Bocock
WAAL-F, 99.1, 7 KW @ 1090	AOR/CHR	RKO, \$28.00* (Torbet)	Tom Shiptenko
WHWK-F, 98.1, 10 KW @ 950	COUNTRY (TM)	, \$22.00* (Mc-Guild)	Suzanne McDonald
WMRV-F, 105.7, 35 KW @ 570	CONTEMP (Drake-Chen)	Source, \$21.00* (Masla)	Don Roberts
WKXZ-F, 93.9, 23 KW @ 680	BTFM MUS	UPI, \$14.50 (----)	Matt Cooney
WOKW-F, 99.9, 20 KW @ 730	CHR	RKO, \$ NA (----)	Bill McMartin
WWWT-F, 101.7, 1 KW @ 450	CHR	, \$ 9.00 (Market 4)	Frank Penny

Other ranked stations - See NE FA

MISCELLANEOUS COMMENTS

WQYT-F changed calls to WHWK-F in January and changed formats from BTFM to Country...WKOP changed from Country to Oldies...

BIRMINGHAM

Arbitron Rank/Pop (12+): 48/717,900  
 CMSA Rank/Pop: 43/890,000  
 MSA Rank/Pop: 51/906,500  
 ADI # 48  
 Average Person Rating: 18.8  
 Market TSL: 25.1 hours

Stations: 21/19  
 Diaries: 1197/600:1/52.8%  
 Sample Target: 1030  
 Standard Error: .600  
 % Below Line: 1.4  
 % Not Listed: 5.9

Est. 1983 Revenue: \$15,800,000  
 CSI: 7.1 Bil  
 CSI HH: 21.1 M  
 Retail \$: 4.4 Bil  
 Pop per Station: 37,784

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. WKXX-F	181/13.4	11.3	8.5	10.2	11.3	15.3	1. WZZK-F	297/3326	1. WKXX-F	2205/30.7	29.1	28.2
2. WENN-F	158/11.7	9.8	10.4	13.7	12.3	10.7	2. MKXX-F	258/3312	2. WZZK-F	1678/23.4	26.1	28.4
3. WZZK-F	153/11.3	12.3	12.5	14.1	16.6	10.9	3. WENN-F	208/1861	3. WENN-F	1300/18.1	17.7	19.6
4. WAPI-F	111/ 8.2	7.9	8.6	7.4	4.4	18.2	4. WAPI-F	172/2110	4. WAPI-F	1286/17.9	19.2	16.9
5. WAGG	97/ 7.2	4.2	5.1	3.4	4.0	5.0	5. WMJJ-F	118/1590	5. WMJJ-F	1131/15.8	14.9	21.6
6. WMJJ-F	93/ 6.9	4.9	7.4	4.9	5.9	6.6	6. WAGG	98/ 658	6. WVOK	887/12.4	10.2	8.3
7. WATV	79/ 5.9	7.6	6.3	7.7	7.3	1.5	7. WQEN-F	96/1283	7. WSGN	791/11.0	14.8	16.2
8. WSGN	74/ 5.5	3.0	3.8	3.7	5.0	4.8	8. WATV	80/ 707	8. WATV	698/ 9.7	11.8	11.5
9. WVOK	55/ 4.1	3.7	3.1	4.5	3.3	2.8	9. WVOK	79/1395	9. WAPI	693/ 9.7	14.4	16.9
10. WERC	42/ 3.1	4.8	3.4	3.6	3.0	2.2	10. WSGN	78/ 898	10. WAGG	653/ 9.1	8.6	9.4
11. WQUS-F	35/ 2.6	2.2	2.8	2.6	3.1	3.0	11. WDJC-F	56/ 999	11. WERC	614/ 8.6	14.1	10.5
WYDE	35/ 2.6	2.3	1.9	2.3	1.9	1.3	12. WQUS-F	49/ 701	12. WDJC-F	598/ 8.3	9.6	7.7
WDJC-F	35/ 2.6	2.8	2.5	3.1	2.1	3.9	13. WERC	42/ 643	13. WJLD	535/ 7.5	11.0	11.8
14. WAPI	30/ 2.2	3.1	1.4	2.7	2.7	2.2	14. WYDE	35/ 532	14. WYDE	499/ 7.0	7.1	7.7
15. WJLD	26/ 1.9	4.9	3.7	4.7	4.3	1.1	15. WHMA-F	35/ 557	15. WQUS-F	441/ 6.1	7.6	10.4
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): 61.97% (787 of 1270) (SPG 83: 57.46%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT NID
1. WKXX-F	1. WKXX-F	1. WKXX-F	1. WZZK-F	1. WZZK-F	1. WZZK-F	1. WZZK-F	1. WKXX-F	1. WKXX-F	1. WENN-F	1. WKXX-F
2. WAPI-F	2. WENN-F	2. WENN-F	2. WENN-F	2. WENN-F	2. WSGN	2. WKXX-F	2. WZZK-F	2. WENN-F	2. WKXX-F	2. WENN-F
3. WENN-F	3. WAPI-F	3. WMJJ-F	3. WMJJ-F	3. WMJJ-F	3. WAGG	3. WENN-F	3. WENN-F	3. WZZK-F	3. WZZK-F	3. WZZK-F
4. WZZK-F	4. WMJJ-F	4. WMJJ-F	4. WKXX-F	4. WKXX-F	4. WENN-F	4. WMJJ-F	4. WMJJ-F	4. WAPI-F	4. WAPI-F	4. WAPI-F
5. WATV	5. WZZK-F	5. WAPI-F	5. WAPI-F	5. WAPI-F	5. WMJJ-F	5. WAGG	5. WSGN	5. WMJJ-F	5. WDJC-F	5. WMJJ-F
6.	6.	6.	6.	6.	6. WATV	6. WAPI-F	6. WAPI-F	6. WAGG	6. WAPI	6. WSGN
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. WKXX-F	1. WKXX-F	1. WKXX-F	1. WKXX-F	1. WZZK-F	1. WKXX-F	1. WENN-F	1. WKXX-F	1. WENN-F	1. WZZK-F
2. WAPI-F	2. WENN-F	2. WENN-F	2. WMJJ-F	2. WENN-F	2. WENN-F	2. WKXX-F	2. WENN-F	2. WAPI-F	2. WENN-F
3. WENN-F	3. WAPI-F	3. WMJJ-F	3. WENN-F	3. WKXX-F	3. WAPI-F	3. WAPI-F	3. WZZK-F	3. WMJJ-F	3. WMJJ-F
4. WATV	4. WMJJ-F	4. WZZK-F	4. WZZK-F	4. WMJJ-F	4.	4. WMJJ-F	4. WAPI-F	4. WKXX-F	4. WKXX-F
5. WMJJ-F	5. WZZK-F	5. WAPI-F	5. WAPI-F	5. WAGG	5.	5. WZZK-F	5. WMJJ-F	5. WZZK-F	5. WAPI-F
6.	6.	6. WAGG	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		189 (2)	189 (2)	14.9	WCRT 1260 1.6/3.2
AOR		111 (1)	111 (1)	8.7	WTWG 1220 1.3/2.4
AC/OLDIES/SOFT ROCK	35 (1)	93 (1)	128 (2)	10.1	WWWB 1360 Jasper .4/1.2
MOR/VARIETY					WWWB-F 102.5 Jasper .2/1.2
COUNTRY		191 (3)	252 (5)	19.8	WQEN-F 103.7 Gadsden .6/2.9
BLACK/URBAN	105 (2)	158 (1)	263 (5)	20.7	WHMA-F 100.5 Anniston .7/2.5
BTFL MUSIC	18 (1)	10 (1)	28 (2)	2.2	
NEWS/TALK	42 (1)		42 (1)	3.3	
NOSTALGIA	104 (2)		104 (2)	8.2	
RELIGION	118 (2)	35 (1)	153 (3)	12.0	
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS					
				1270 (21)	

RADIO STATIONS

AM STATIONS

WAGG, 1320, 5 KW (DAYS,DA) , GOSPEL	NBN, \$29.00 (Selcom)	Kirk Balton
WAPI, 1070, 50 KW/5 KW (DA-N), MOST (Drake-Chen)	NBC-T,WSJ,NBC,CBS, \$20.00 (Torbet)	Bernie Barker
WATV, 900, 1 KW (DAYS) , BLACK ST	, \$28.00* (Weiss)	Joe Lackey
WCRT, 1260, 5 KW (DAYS) , RELIGION	, \$13.00 (----)	Ben Cleary
WERC, 960, 5 KW (DA-N) , NEWS/TALK	ABC-T,ABC-I, \$38.00* (Mc-Guild)	John Bomer
WJLD, 1400, 1 KW/250 W , BLACK	MBS, \$21.00 (Masla)	Dave Atchley
WSGN, 610, 5 KW/1 KW (DA-N), NOSTALGIA (Prime)	, \$30.13 (Eastman)	Warren Merrin
WVOK, 690, 50 KW (DAYS) , COUNTRY	RKO II, \$24.00 (Christal)	Jaco
WYDE, 850, 50 KW/1 KW (DA-2), OLDIES	, \$20.00 (Weiss)	Rish Wood

FM STATIONS

WAPI-F, 94.5, 100 KW @ 1214, AOR (Burk-Abr)	Source, \$60.00 (Torbet)	Bernie Barker
WDJC-F, 93.7, 100 KW @ 870, RELIGION	, \$26.00 (----)	Crawford
WENN-F, 107.7, 100 KW @ 640, BLACK	NBN, \$60.00* (Selcom)	Kirk Balton
WKXX-F, 106.9, 100 KW @ 1114, CHR	ABC-D, \$75.00* (Mc-Guild)	John Bomer
WMJJ-F, 96.5, 100 KW @ 900, AC	RKO, \$58.63 (Blair)	Ray Quinn
WQUS-F, 99.5, 100 KW @ 400, COUNTRY	, \$30.00 (Christal)	Jaco
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. WENN-F
4. WAPI-F
5. WMJJ-F
6. WAGG
7. WATV
8. WSGN
9. WVOK
10. WQEN-F
11. WDJC-F
12. WAAX
13. WQUS-F
14. WERC
15. WYDE

12+ ADI CUME

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

ADI FM SHARE:  
64.23%

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

MISCELLANEOUS COMMENTS

WRKK-F changed to WQUS-F

WSGN: from Oldies to Nostalgia

WERC/WKXX-F: from Mooney to Sillerman  
\$6,000,000 (est)

BLOOMINGTON, IL

Arbitron Rank/Pop (12+): 170/104,500  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 270/122,000  
 Part of Peoria ADI  
 Average Person Rating: 16.6  
 Market TSL: 21.7 hours

Stations: 14/4  
 Diaries: 601/174:1/57.3%  
 Sample Target: 550  
 Standard Error: .831  
 % Below Line: 26.1  
 % Not Listed: 11.6

Est 1983 Revenue: \$3,400,000  
 CSI: 1.3 Bil  
 CSI HH: 26.0 M  
 Retail \$: .7 Bil  
 Pop per Station: 26,125

12+ METRO	1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82
1. WJBC	60/34.7	34.1	36.5	36.1	40.8
2. WBNQ-F	34/19.7	18.5	21.8	19.0	16.1
3. WIHN-F	10/ 5.8	4.6	4.7	5.7	3.4
4. WMLA-F	9/ 5.2	6.9	7.6	5.7	6.3
WKZW-F	9/ 5.2	2.9	4.7	2.5	2.9
WLS	9/ 5.2	5.8	4.7	7.0	5.7
7. WWCY-F	7/ 4.0	4.0	5.3	5.1	7.5
8. WGN	4/ 2.3	1.2	.6	1.3	1.1
9. WMAQ	3/ 1.7	4.6	3.5	5.1	4.0
WPEO	3/ 1.7	1.2	---	---	.6

12+ TSA	1/4/CUME
1. WJBC	73/683
2. WBNQ-F	44/569
3. WGN	21/300
WLS	21/488
WKZW-F	21/310
6. WMAQ	20/373
7. WWCY-F	12/165
8. WIHN-F	10/149
WMLA-F	10/168
10. WSWT-F	9/148

12+ METRO	CUME/	FAL	SPG
METRO	CUME	RATING	83 83
1. WJBC	573/54.8	54.1	56.0
2. WBNQ-F	421/40.3	42.6	45.3
3. WLS	242/23.2	22.8	25.2
4. WKZW-F	166/15.9	14.7	15.4
5. WMLA-F	154/14.7	15.9	18.0
6. WIHN-F	144/13.8	10.7	10.7
7. WGN	125/12.0	8.5	7.8
8. WMAQ	107/10.2	12.2	9.9
9. WWCY-F	91/ 8.7	10.0	13.5
10. WSWT-F	60/ 5.7	8.7	5.3

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

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

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

12+ FM SHARE (METRO): 47.06% (72 of 153) (SPG 83: 50.63%)

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. WBNQ-F	1. WJBC	1. WJBC	1. WJBC	1. WJBC	1. WJBC	1. WJBC	1. WJBC	1. WJBC
2. WKZW-F	2. WJBC	2. WJBC	2. WBNQ-F	2. WBNQ-F	2.	2. WBNQ-F	2. WBNQ-F	2. WBNQ-F	2. WBNQ-F	2. WBNQ-F
3. WLS	3.	3.	3.	3.	3.	3. WLS	3. WIHN-F	3. WIHN-F	3.	3. WWCY-F
4.	4.	4.	4.	4.	4.	4. WMLA-F	4.	4. WMLA-F	4.	4. WKZW-F
5.	5.	5.	5.	5.	5.	5.	5.	5. WKZW-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. WBNQ-F	1. WBNQ-F	1. WJBC	1. WJBC	1. WJBC	1. WBNQ-F	1. WBNQ-F	1. WBNQ-F	1. WJBC	1. WJBC
2. WIHN-F	2. WJBC	2.	2. WIHN-F	2.	2.	2. WJBC	2. WJBC	2. WBNQ-F	2. WBNQ-F
WKZW-F	3. WIHN-F	3.	3.	3.	3.	3. WWCY-F	3. WWCY-F	3. 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	9 (1)	43 (2)	52 (3)	34.0	WBMM	780	Chicago .6/4.8
AOR		7 (1)	7 (1)	4.6	WDWS-F	97.5	Champaign .6/2.7
AC/OLDIES/SOFT ROCK	1 (1)	10 (1)	11 (2)	7.2	WIRL	1290	Peoria .6/1.7
MOR/VARIETY	64 (2)		64 (2)	41.8	WSWT-F	106.9	Peoria 1.2/5.7
COUNTRY	3 (1)	9 (1)	12 (2)	7.8			
BLACK/URBAN							
BTFL MUSIC		3 (2)	3 (2)	2.0			
NEWS/TALK	1 (1)		1 (1)	0.7			
NOSTALGIA							
RELIGION	3 (1)		3 (1)	2.0			
SPANISH							
CLASSICAL							
UNKNOWN/OTHERS							

153 (14)

RADIO STATIONS

WJBC, 1230, 1 KW/250 W	, MOR	ABC-I, \$42.00	(Mc-Guild)	Bloomington	Tim Ives
WRBA, 1440, 1 KW/500 W (DA-2), CONTEMP		CBS,MBS,RKO, \$14.50	(Masla)	Withers	Bob Bivans
WBNQ-F, 101.5, 50 KW @ 460, CHR			(\$26.00)	Bloomington	Craig Jacobus
WIHN-F, 96.7, 3 KW @ 300, AC		RKO, \$13.00	(----)		Bob Lane
WMLA-F, 92.7, 3 KW @ 300, COUNTRY		RKO, \$14.00	(Weiss)	Withers (LEROY)	Bruce Cox

Other ranked stations - See Peoria and Chicago

MISCELLANEOUS COMMENTS

WRBA sold to Withers for \$376,000...

**BOISE**

Arbitron Rank/Pop (12+): 132/226,700  
 CMA Rank/Pop: NA  
 MSA Rank/Pop: 195/187,700  
 ADI # 126  
 Average Person Rating: 15.6  
 Market TSL: 20.9 hours

Stations: 18/18  
 Diaries: 620/366:1/56.9%  
 Sample Target: 560  
 Standard Error: .774  
 % Below Line: 0  
 % Not Listed: 5.6

Est 1983 Revenue: \$5,400,000  
 CSI: 1.6 Bil  
 CSF HH: \$22,684  
 Retail \$: 1.3 Bil  
 Pop per Station: 12,594

12+	METRO	1/4/SHARE	FAL	SPG	FAL	SPG
			83	83	82	82
1.	KBOI	38/10.7	---	10.4	---	12.4
2.	KFXD-F	37/10.5	---	7.4	---	6.2
3.	KIDQ-F	34/ 9.6	---	9.0	---	11.0
4.	KGEM	31/ 8.8	---	7.6	---	6.8
5.	KBOI-F	30/ 8.5	---	6.3	---	7.6
6.	KIZN-F	28/ 7.9	---	12.5	---	6.8
7.	KIDO	25/ 7.1	---	7.4	---	8.7
8.	KBXL-F	22/ 6.2	---	4.9	---	4.5
9.	KNPA	20/ 5.6	---	---	---	---
10.	KBNY-F	17/ 4.8	---	4.9	---	2.0
11.	KFXD	14/ 4.0	---	4.6	---	5.4
12.	KBBK-F	11/ 3.1	---	6.8	---	11.8
13.						
14.						
15.						

12+	TSA	1/4/CUME
1.	KFXD-F	64/696
2.	KBOI	62/857
3.	KIDQ-F	59/481
4.	KIZN-F	51/628
5.	KBOI-F	41/590
6.	KGEM	37/513
7.	KIDO	32/392
8.	KBXL-F	29/310
9.	KNPA	22/326
10.	KBNY-F	18/309
11.	KFXD	15/359
12.	KBBK-F	14/363
13.		
14.		
15.		

12+	METRO	CUME/	FAL	SPG
		METRO CUME RATING	83	83
1.	KBOI	534/23.6	---	29.2
2.	KFXD-F	482/21.3	---	18.2
3.	KGEM	415/18.3	---	16.7
4.	KIZN-F	403/17.8	---	20.7
5.	KBOI-F	393/17.3	---	17.3
6.	KIDQ-F	330/14.6	---	18.8
7.	KIDO	300/13.2	---	17.8
8.	KNPA	277/12.2	---	---
9.	KFXD	269/11.9	---	17.2
10.	KBBK-F	266/11.7	---	15.7
11.	KBNY-F	240/10.6	---	12.4
12.	KBXL-F	230/10.1	---	11.8
13.				
14.				
15.				

12+ FM SHARE (METRO): 57.19% (191 of 334) (SPG 83: 61.95%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1.	KNPA	1. KFXD-F	1. KBOI	1. KBOI	1. KBOI	1. KBOI	1. KBOI	1. KIDQ-F	1. KIDQ-F	1. KFXD-F
2.	KIDQ-F	2. KIDQ-F	2. KFXD-F	2. KIZN-F	2. KIZN-F	2. KBOI-F	2. KGEM	2. KBOI-F	2. KBOI	2. KFXD-F
3.	KFXD-F	3. KBOI	3. KIDQ-F	3. KGEM	3. KBOI-F	3. KGEM	3. KFXD-F	3. KGEM	3. KFXD-F	3. KIZN-F
4.		4. KBNY-F	4. KIZN-F	4. KBOI-F	4. KGEM	4. KIDO	4. KIZN-F	4. KBOI-F	4. KBXL-F	4. KBOI-F
5.		5. KIZN-F	5.	5. KFXD-F	5.	5. KBOI-F	5.	5.	5. KNPA	5. KBOI

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.	KFXD-F	1. KFXD-F	1. KBOI	1. KBNY-F	1. KBOI	1. KIDQ-F	1. KIDQ-F	1. KFXD-F	1. KGEM
2.	KBOI	2. KBOI	2. KIZN-F	2. KBOI	2. KIZN-F	2. KFXD-F	2. KFXD-F	2. KIDQ-F	2. KBOI
3.	KIDQ-F	3. KBNY-F	3. KFXD-F	3. KIZN-F	3. KBOI-F	3.	3.	3. KFXD	3. KFXD-F
4.	KLCI-F	4. KIZN-F	4. KBOI-F	4.	4. KGEM	4.	4.	4. KGEM	4. KBOI-F
5.		5.	5.	5.	5.	5.	5.	5. KIZN-F	5. KIZN-F

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP	20 (1)	48 (2)	68 (3)	20.4	KBGN 1060 Caldwell 2.5/3.9
AOR		34 (1)	34 (1)	10.2	KJOT-F 105.1 Boise 2.0/6.7
AC/OLDIES/SOFT ROCK	14 (1)	22 (2)	36 (3)	10.8	KKIC 950 Boise .6/2.5
MOR/VARIETY	38 (1)		38 (1)	11.4	KLCI-F 103.1 Nampa 1.4/4.9
COUNTRY	33 (2)	35 (2)	68 (4)	20.4	KSPD 790 Boise .6/2.8
BLACK/URBAN					KTOX 740 Boise .6/3.2
BTFM MUSIC		52 (2)	52 (2)	15.6	
NEWS/TALK	2 (1)		2 (1)	0.6	
NOSTALGIA	25 (1)		25 (1)	7.5	
RELIGION	11 (2)		11 (2)	3.3	
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS					

334 (18)

**RADIO STATIONS**

KBOI, 670, 50 KW (DA-N), AC/MOR	NBC, \$22.00 (Katz)	Pacific Northwest	Al Vuylsteke
KFXD, 580, 5 KW (DA-N), OLDIES/AC	RKO II, \$14.00 (Torbet)	(NAMPA)	Tom Simmons
KGEM, 10 KW (DA-2), COUNTRY (Drake-Chen)	ABC-I, \$13.00 (Eastman)	Hatch	R. Weisenburger
KIDO, 630, 5 KW (DA-2), NOSTALGIA (Prime)	CBS, \$20.00* (Blair)	Sundance	Roy Dittman
KKIC, 950, 1 KW (DAYS), COUNTRY	ABC-E, \$10.00 (----)		
KSPD, 790, 1 KW (DAYS), RELIGION	MBS, \$ 8.00 (----)		
KTOX, 730, 500 W (DAYS), TALK	ABC-T, \$ NM (HNWH)	Constant	Bob Dobbs
KNPA, 1340, 1 KW/250 W, CHR	, \$ NA (Mc-Guild)	(NAMPA)	
KBBK-F, 92.3, 44 KW @ 2500, CHR	, \$16.00 (Roslin)		Burt Oliphant
KBOI-F, 97.9, 47 KW @ 2510, BTFM MUS (SRP)	, \$16.50 (Katz)	Pacific Northwest	Al Vuylsteke
KBNY-F, 96.9, 44 KW @ 2520, CONTEMP/AC	UPI, \$12.00 (Selcom)	(NAMPA)	Bruce Wetten
KBXL-F, 94.1, 40 KW @ 2500, BTFM MUS	, \$ 9.94 (Unirep)	(CALDWELL)	Nelson Watson
KFXD-F, 94.9, 46 KW @ 2520, CHR (Drake-Chen)	RKO, \$14.00 (Torbet)	(NAMPA)	Tom Simmons
KIDQ-F, 104.3, 43 KW @ 2574, AOR	, \$25.00* (Blair)	Sundance	Roy Dittman
KIZN-F, 93.1, 50 KW @ 2630, COUNTRY	, \$40.00* (HNWH)	Constant	Fred Constant
KJOT-F, 105.1, 43 KW @ 2574, COUNTRY (Drake-Chen)	ABC-I, \$15.00 (Eastman)	Hatch	R. Weisenburger
KLCI-F, 103.1, 3 KW @ ??, AC	, \$ ? ? (----)	(NAMPA)	

**MISCELLANEOUS COMMENTS** KQZQ-F changed calls to KLCI-F...KNPA in Caldwell (used to be KXTC) shows in Boise book for the first time...

BOSTON

Arbitron Rank/Pop (12+): 6/5,723,000  
 CMSA Rank/Pop: 7/3,988,000  
 MSA Rank/Pop: 6/3,651,900  
 ADI # 6  
 Average Person Rating: 19.5  
 Market TSL: 25.6 hours

Stations: 35/31  
 Diaries: 2173/1338:1/44.2%  
 Sample Target: 2110  
 Standard Error: .441  
 % Below Line: 3.7  
 % Not Listed: 9.3

Est. 1983 Revenue: \$70,000,000  
 CSI: 39.0 Bil  
 CSI HH: 29.2 M  
 Retail \$: 23.1 Bil  
 Pop per Station: 184,613

12+ METRO	1/4/SHARE	WIN 84	FAL 83	SUM 83	SPG 83	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/ METRO CUME RATING	FAL 83	SPG 83		
1. WBCN-F	510/9.0	8.2	7.8	7.2	6.6	10.6	1. WBZ	656/9053	1. WHTT-F	5787/19.9	22.2	19.8
2. WXKS-F	458/8.1	7.5	7.9	7.8	5.8	10.5	2. WBCN-F	629/6984	2. WBZ	5551/19.1	20.4	23.6
3. WBZ	420/7.4	8.3	7.6	7.0	9.8	8.1	3. WHTT-F	550/9011	3. WXKS-F	5532/19.0	19.6	16.4
4. WHDH	407/7.2	5.7	6.5	6.9	8.6	8.0	4. WXKS-F	544/7223	4. WHDH	5460/18.8	17.3	22.0
5. WHTT-F	355/6.3	7.6	7.0	8.1	6.9	8.1	5. WHDH	463/6524	5. WBCN-F	5086/17.5	17.3	16.2
6. WEEL	274/4.8	5.3	5.1	5.0	4.5	4.7	6. WRKO	341/4380	6. WEEL	4607/15.8	17.7	16.0
7. WRKO	264/4.7	4.1	4.3	3.6	3.5	4.1	7. WJIB-F	334/4503	7. WROR-F	4002/13.8	15.3	14.5
8. WJIB-F	261/4.6	4.8	5.5	4.1	3.8	4.1	8. WROR-F	332/6081	8. WMJX-F	3594/12.4	15.3	12.6
9. WVB-F	247/4.4	2.6	3.2	3.3	3.3	2.7	9. WEEL	303/5327	9. WJIB-F	3398/11.7	12.6	12.3
10. WROR-F	214/3.8	5.3	3.8	3.4	4.0	4.0	10. WVB-F	288/3989	10. WRKO	3295/11.3	11.5	10.9
11. WMJX-F	200/3.5	3.8	4.1	4.6	3.8	2.3	11. WAAF-F	285/4227	11. WVB-F	3225/11.1	9.7	10.6
12. WHUE-F	183/3.2	3.1	3.5	3.7	3.4	2.4	12. WHUE-F	256/3188	12. WCOZ-F	2763/ 9.5	11.8	15.0
13. WXKS	175/3.1	1.5	2.4	2.1	3.6	1.0	13. WHJY-F	253/3099	13. WHUE-F	2161/ 7.4	8.3	8.8
14. WSSH-F	129/2.3	2.8	3.6	4.0	2.9	2.8	14. WMJX-F	242/4380	14. WAAF-F	2012/ 6.9	5.7	4.6
15. WCOZ-F	123/2.2	2.3	3.3	3.4	4.8	2.5	15. WSSH-F	222/3433	15. WSSH-F	1970/ 6.8	8.6	7.2
16. WAAF-F	116/2.0	1.8	1.0	1.1	.8	2.0	16. WCOZ-F	189/4465	16. WXKS	1265/ 4.4	4.0	4.8
17. WILD	108/1.9	2.1	1.6	1.8	1.6	1.4	17. WXKS	181/1329	17. WCGY-F	1173/ 4.0	3.3	3.6
18. WBOS-F	79/1.4	1.4	1.0	.7	.8	1.2	18. WOKQ-F	144/1639	18. WCRB-F	1157/ 4.0	4.6	6.3
19. WCGY-F	67/1.2	1.3	1.1	1.2	1.1	1.2	19. WCGY-F	112/1784	19. WMRE	1140/ 3.9	4.1	3.7
20. WCRB-F	66/1.2	1.7	1.1	1.2	1.6	1.9	20. WILD	109/1102	20. WILD	1072/ 3.7	2.7	3.5
21. WMRE	64/1.1	1.0	1.9	1.6	1.4	.8	21. WBOS-F	107/1499	21. WBOS-F	994/ 3.4	2.9	5.2
22. WJDA	63/1.1	.5	.5	1.0	1.0	.6	22. WPLM-F	99/1327	22. WROL	855/ 2.9	2.7	3.9
23.							23.		23.			
24.							24.		24.			
25.							25.		25.			

12+ FM SHARE (METRO): 61.00% (3134 of 5138) (SPG 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. WHTT-F	1. WBCN-F	1. WBCN-F	1. WBCN-F	1. WBCN-F	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. WVB-F	2. WVB-F	2. WHDH	2. WHDH	2. WXKS-F	2. WXKS-F	2. WXKS-F	2. WBZ
3. WAAF-F	3. WHTT-F	3. WVB-F	3. WXKS-F	3. WBZ	3. WJIB-F	3. WEEL	3. WHDH	3. WHDH	3. WHTT-F	3. WHTT-F
4. WBCN-F	4. WVB-F	4. WHTT-F	4. WBZ	4. WHDH	4. WRKO	4. WBCN-F	4. WJIB-F	4. WHTT-F	4. WBCN-F	4. WHDH
5. WJIB-F	5. WMJX-F	5. WMJX-F	5. WHDH	5. WXKS-F	5. WHUE-F	5. WXKS-F	5. WBZ	5. WRKO	5. WRKO	5. WJIB-F
6. WROR-F	6. WROR-F	6. WROR-F	6. WROR-F	6. WROR-F	6. WEEL	6. WVB-F	6. WHTT-F	6. WHTT-F	6. WHDH	6. WROR-F
7. WCOZ-F	7. WBZ	7. WBZ	7. WMJX-F	7. WMJX-F	7. WXKS	7. WRKO	7. WROR-F	7. WJIB-F	7. WMJX-F	7. WRKO
8. WHDH	8. WHDH	8. WHDH	8. WHTT-F	8. WJIB-F	8. WXKS-F	8. WHTT-F	8. WVB-F	8. WVB-F	8. WJIB-F	8. WROL
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. WXKS-F	1. WXKS-F	1. WXKS-F	1. WVB-F	1. WHDH	1. WBCN-F	1. WBCN-F	1. WBCN-F	1. WBCN-F	1. WBCN-F
2. WHTT-F	2. WVB-F	2. WBCN-F	2. WBCN-F	2. WXKS-F	2. WXKS-F	2. WXKS-F	2. WXKS-F	2. WXKS-F	2. WBZ
3. WBCN-F	3. WVB-F	3. WBCN-F	3. WXKS-F	3. WVB-F	3. WHTT-F	3. WHTT-F	3. WVB-F	3. WVB-F	3. WVB-F
4. WMJX-F	4. WHTT-F	4. WHTT-F	4. WROR-F	4. WBZ	4. WMJX-F	4. WMJX-F	4. WMJX-F	4. WMJX-F	4. WXKS-F
5. WVB-F	5. WROR-F	5. WROR-F	5. WMJX-F	5. WROR-F	5. WAAF-F	5. WVB-F	5. WHTT-F	5.	5. WHDH
6. WCOZ-F	6. WMJX-F	6. WMJX-F	6. WHTT-F	6. WHTT-F	6. WCOZ-F	6. WCOZ-F	6. WBZ	6.	6. WROR-F
7. WROR-F	7. WCOZ-F	7. WHDH	7. WHDH	7. WMJX-F	7. WHDH	7. WAAF-F	7. WHDH	7.	7. WMJX-F
8.	8. WHDH	8. WBZ	8.	8. WJIB-F	8.	8. WCGY-F	8. WROR-F	8.	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		835 (3)	835 (3)	16.3	WCAP	980	Lowell	.6/1.6
AOR		643 (3)	643 (3)	12.5	WCCM	800	Lawrence	.6/1.3
AC/OLDIES/SOFT ROCK		1009 (7)	1009 (7)	19.6	WDLW	1330		.3/1.5
MOR/VARIETY	998 (7)		998 (7)	19.4	WESX	1230	Salem	.5/1.5
COUNTRY	18 (1)	112 (2)	130 (3)	2.5	WFNX-F	101.7	Lynn	.4/1.4
BLACK/URBAN	124 (2)		124 (2)	2.4	WHUE	1150		.7/2.2
BTFL MUSIC	42 (1)	444 (2)	486 (3)	9.5	WLYT-F	92.5	Haverhill	.5/1.5
NEWS/TALK	538 (2)		538 (2)	10.5	WNTN	1550	Newton	.3/1.0
NOSTALGIA	239 (2)	25 (1)	264 (3)	5.1	WROL	950		.8/2.9
RELIGION	45 (1)		45 (1)	0.9	WTPP	1060	Natick	.3/1.3
SPANISH					WOKQ-F	97.5	Dover, NH	.6/1.7
CLASSICAL		66 (1)	66 (1)	1.3	WPLM-F	99.1	Plymouth	.4/1.7
UNKNOWN/OTHERS					WHJY-F	94.1	Providence	.3/1.7
5138 (35)								

RADIO STATIONS

AM STATIONS	FM STATIONS	OTHER STATIONS	12+ ADI	1/4
WBZ, 1030, 50 KW (DA-1), MOR	ABC-E, \$268.13 (RAR)	Westinghouse	Bill Hartman	
WDLW, 1330, 5 KW (DA-2), COUNTRY	ABC-D, \$ 25.00 (----)	(WALTHAM)	Richard Bailey	
WEEL, 590, 5 KW (DA-1), NEWS	CBS, \$133.75 (CBS Spot)		Bill Kindler	
WEZE, 1260, 5 KW (DA-N), RELIGION	, \$ 20.00 (----)	Epperson	Ed Cochran	
WHDH, 850, 50 KW (DA-2), MOR	, \$245.00 (Blair)	Blair	Dave Croninger	
WHUE, 1150, 5 KW (DA-2), NEWS ST	CNN, \$ NA (Mc-Guild)		Doug Tanger	
WILD, 1090, 5 KW (DAYS), BLACK	SBN, \$ 40.00 (Masla)		Kendell Nash	
WMRE, 1510, 50 KW (DA-2), NOSTALGIA (Primetime)	WSJ,NBC,ABC-D, \$50.00 (Masla)		Don Sailors	
WRKO, 680, 50 KW (DA-2), TALK	MBS,RKO II,ABC-I, \$90.00* (Republic)	RKO	Dan Griffin	12. WHUE-F
WROL, 950, 5 KW (DAYS), RELIGION	, \$ NA (----)		Ken Carter	13. WJX-F
WXKS, 1430, 5 KW (DAYS), NOSTALGIA (Al Ham)	, \$60.00 (MMR)	Pyramid	Richard Balsbaugh	14. WSSH-F
				15. WXKS

FM STATIONS

WBCN-F, 104.1, 19 KW @ 742, AOR	, \$200.00* (Torbet)	Infinity	Tony Berardini	12+ ADI CUME
WBOS-F, 92.9, 50 KW @ 868, COUNTRY	, \$ 45.00* (----)		Jane Dunklee	1. WHTT-F
WCGY-F, 93.7, 50 KW @ 403, OLDIES	, \$ 29.00 (Masla)	Curt Gowdy	John Bassett	2. WBZ
WCOZ-F, 94.5, 8 KW @ 1050, CONTEMP/AC	, \$120.00* (Blair)	Blair		3. WXKS-F
WCRB-F, 102.5, 11 KW @ 920, CLASSICAL	, \$ 67.00 (----)		Ted Jones	4. WBCN-F
WHRB-F, 95.3, 3 KW @ 110, CLASSICAL/VARIETY	, \$17.50 (Roslin)		Annie Zakaria	5. WHDH
WHTT-F, 103.3, 12 KW @ 890, CHR	CBS-R, \$222.50 (CBS/FM)	CBS	David Austin	6. WROR-F
WHUE-F, 100.7, 50 KW @ 500, BTFL MUS (Churchill)	, \$ 95.00* (Mc-Guild)		Doug Tanger	7. WEEL
WJIB-F, 96.9, 9 KW @ 1010, BTFL MUS (Bonne)	, \$100.00 (Christal)	NBC	Charles Pickering	8. WJTB-F
WJX-F, 106.7, 12 KW @ 900, AC	, \$185.00 (Eastman)	Greater Media	Bill Campbell	9. WJX-F
WPLM-F, 99.1, 50 KW @ 430, NOSTALGIA	, \$ 25.00 (Kirby)	(PLYMOUTH)	Jane Day	10. WRKO
WROR-F, 98.5, 6 KW @ 1191, AC/CONTEMP	RKO, \$170.00 (Republic)	RKO	Joe Kelly	11. WAAF-F
WSSH-F, 99.5, 32 KW @ 600, AC	, \$100.00* (HNWH)		Arnold Lerner	12. WCOZ-F
WVBF-F, 105.7, 11 KW @ 954, AC	, \$105.00* (Mc-Guild)	Fairbanks	Ken Spitzer	13. WVBF-F
WXKS-F, 107.9, 21 KW @ 710, CHR	, \$255.00 (MMR)	Pyramid	Richard Balsbaugh	14. WSSH-F
WAAF-F, 107.3, 18 KW @ 760, AOR (Burk-Abr)	Source, \$120.00 (Katz)	Katz (WORCESTER)	Dick Reis	15. WHUE-F
WGIR-F, 101.1, 10 KW @ 920, AOR	, \$ 35.00 (Blair)	Knight (MANCHESTER,NH)	Bob Frisch	
WOKQ-F, 97.5, 50 KW @ 350, COUNTRY	, \$ 40.00* (Selcom)	Fuller-Jeffrey (DOVER,NH)	Martin Lessard	ADI FM SHARE:
WHJY-F - See Providence				67.17%

CALL LETTER CHANGES

None  
 WHUE-AM changing to news using CNN in June

FORMAT CHANGES

WHUE-AM changing to news using CNN in June

STATION SALES

WHUE A/F from GCC to Alex Tanger for \$4,590,000

MISCELLANEOUS COMMENTS

Fabulous book for WBCN which has no local competition in AOR... probably the most competitive AC market in the nation... big increase in FM share...

BRIDGEPORT

Arbitron Rank/Pop (12+): 91/337,300  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 106/414,100  
 Part of New York ADI  
 Average Person Rating: 18.8  
 Market TSL: 24.2 hours

Stations: 38/5  
 Diaries: 795/424:1/46.2%  
 Sample Target: 760  
 Standard Error: .354  
 % Below Line: 55.0  
 % Not Listed: 7.3

Est 1983 Revenue: \$6,200,000  
 CSI: 4.6 Bil  
 CSI HH: 32.3 M  
 Retail \$: 2.3 Bil  
 Pop per Station: 67,460

12+ METRO	1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82
1. WICC	105/16.6	17.9	18.9	13.2	15.4
2. WEZN-F	103/16.3	16.4	19.2	18.0	16.4
3. WKCI-F	62/ 9.8	7.5	5.7	7.2	5.9
4. WPLR-F	37/ 5.8	4.3	4.3	2.9	4.4
5. WNAB	34/ 5.4	4.3	4.9	6.0	6.4
6. WNBC	25/ 3.9	4.1	5.5	5.4	6.1
7. WCBS	19/ 3.0	4.1	3.5	2.3	4.3
8. WDJZ	18/ 2.8	2.4	1.8	2.3	3.6
9. WRKS-F	16/ 2.5	2.9	2.5	1.2	3.1
10. WHN	15/ 2.4	1.8	3.2	3.1	1.6
11.					
12.					
13.					
14.					
15.					

12+ TSA	1/4/CUME	12+ METRO	CUME	RATING	FAL 83	SPG 83
1. WEZN-F	172/1680	1. WICC	1519/45.1	44.9	44.5	
2. WICC	116/1699	2. WEZN-F	968/28.7	30.2	32.9	
3. WKCL-F	79/1041	3. WKCI-F	748/22.2	23.3	19.1	
4. WNBC	64/1348	4. WNBC	587/17.4	18.9	21.5	
5. WCBS	58/1112	5. WPLR-F	555/16.5	14.7	14.7	
6. WOR	47/ 568	6. WNAB	379/11.2	13.6	15.0	
7. WRKI-F	43/ 672	7. WCBS	354/10.5	16.4	13.4	
8. WPLR-F	41/ 653	8. WRKI-F	281/ 8.3	9.3	12.3	
9. WITZ-F	41/ 525	9. WAPP-F	251/ 7.5	8.1	10.2	
10. WHN	40/ 597	10. WPLJ-F	237/ 7.0	5.1	5.4	
11.		11.				
12.		12.				
13.		13.				
14.		14.				
15.		15.				

12+ FM SHARE (METRO): 56.39% (331 of 587) (SPG 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. WPLR-F	1. WKCI-F	1. WICC	1. WICC	1. WICC	1. WICC	1. WICC	1. WEZN-F	1. WEZN-F	1. WEZN-F	1. WEZN-F
2. WRKS-F	2. WPLR-F	2. WKCI-F	2. WKCI-F	2. WEZN-F	2. WEZN-F	2. WEZN-F	2. WICC	2. WICC	2. WICC	2. WICC
WKCI-F	3. WICC	3. WEZN-F	3. WEZN-F	3. WKCI-F	3.	3. WKCI-F	3. WKCI-F	3. WKCI-F	3. WKCI-F	3. WKCI-F
4. WAPP-F	4. WNBC	4. WPLR-F	4. WNBC	4. WNBC	4.	4. WNBC	4. WPLR-F	4. WPLR-F	4. WKCI-F	4. WPLR-F
5.	5.	5.	5.	5.	5.	5.	5.	5.	5.	5.

MON 18-24	MON 18-34	MON 18-49	MON 25-34	MON 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. WICC	1. WPLR-F	1. WPLR-F	1. WICC	1. WKCI-F	1. WICC
2.	2. WPLR-F	2. WICC	2. WICC	2. WKCI-F	2. WRKI-F	2. WKCI-F	2. WEZN-F	2. WICC	2. WEZN-F
3.	3. WICC	3. WEZN-F	3. WEZN-F	3. WKCI-F	3. WBLS-F	3. WICC	3. WKCI-F	3. WPLR-F	3. WKCI-F
4.	4. WRKS-F	4. WNBC	4. WNBC	4. WNBC	4.	4. WNBC	4. WPLR-F	4.	4. WNBC
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	25 (1)	76 (5)	101 (6)	17.2	WFIF 1500 Milford .6/1.4
AOR		68 (4)	68 (4)	11.6	WABC 770 New York .6/5.0
AC/OLDIES/SOFT ROCK	105 (1)	28 (5)	133 (6)	22.7	WADS 690 Ansonia 1.9/4.2
MOR/VARIETY	36 (2)	5 (1)	41 (3)	7.0	WALK-F 97.5 Patchogue, NY .8/3.0
COUNTRY	15 (1)		15 (1)	2.6	WAPP-F 103.5 New York 2.1/7.5
BLACK/URBAN		38 (4)	38 (4)	6.5	WAVZ 1300 New Haven .3/1.9
BTFL MUSIC		110 (3)	110 (3)	18.7	WBAB-F 102.3 Babylon, NY .6/3.0
NEWS/TALK	51 (6)		51 (6)	8.7	WBLI-F 106.1 Patchogue, NY .5/3.1
NOSTALGIA	20 (2)		20 (2)	3.4	WBLS-F 107.5 New York 1.9/5.1
RELIGION	4 (1)		4 (1)	0.7	WEBE-F 107.9 Westport, CT 1.9/6.1
SPANISH					WELI 960 New Haven .3/3.0
CLASSICAL		6 (2)	6 (2)	1.0	WHITZ-F 100.3 New York .5/2.1
UNKNOWN/OTHERS					WINS 1010 New York .3/3.4
			587 (38)		WKSS-F 95.7 Hartford .8/2.0
					WKTU-F 92.3 New York .8/3.4
					WLTH-F 106.7 New York .6/2.9
					WLYQ-F 95.9 Norwalk, CT .3/2.1
					WMCA 570 New York .8/2.4
					WNCN-F 104.3 New York .3/1.6
					WOR 710 New York 1.4/5.2
					WPXI-F 101.9 New York .5/4.1
					WPLJ-F 95.5 New York .9/7.0
					WQXR-F+ 96.3 New York .6/3.5
					WRFM-F 105.1 New York .3/2.2
					WRKI-F 95.1 Brookfield, CT 2.2/8.3
					WWYZ-F 92.5 Waterbury .6/2.1
					WYNY-F 97.1 New York .8/3.6
					WYRS-F 96.7 Stanford, CT .8/1.8

MISCELLANEOUS COMMENTS

WDJF-F changes calls to WEBE-F...also is now programming AC...

RADIO STATIONS

WDJZ, 1530, 5 KW (DAYS,DA)	, NOSTALGIA	APR, \$20.00	(S. Katz)		Frank Derak
WICC, 600, 1 KW/500 W (DA-2), AC/MOR		, \$69.38	(Christal)	Tribune Co.	Ray Gardella
WNAB, 1450, 1 KW/250 W (DA-1), MOR		MBS, \$30.00	(Roslin)		Harry Lawson
WADS, 690, 1 KW (DAYS,DA)	, TALK	APR, \$20.00	(---)		Ken Dawson (ANSONIA)
WEZN-F, 99.9, 25 KW @ 680, BTFL MUS		, \$137.50	(Katz)	Katz	Jim Morley
WRKI-F, 95.1, 50 KW @ 500, AOR (Burk-Abr)		Source, \$53.00	(Roslin)	Home News	Ron Tarsi (BROOKFIELD)
WEBE-F, 107.9, 50 KW @ 245, AC (?)		, \$ NA	(Roslin)		(WESTPORT)

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

BUFFALO

Arbitron Rank/Pop (12+): 32/1,020,400  
 CMSA Rank/Pop: 29/1,218,000  
 NSA Rank/Pop: Buff: 44/990,200  
 ADI # 33 N. Falls: 176/224,400  
 Average Person Rating: 17.0  
 Market TSL: 22.2 hours

Stations: 21/19  
 Diaries: 1572/649:1/59.5%  
 Sample Target: 1290  
 Standard Error: .510  
 % Below Line: 1.9  
 % Not Listed: 8.7

Est. 1983 Revenue: \$19,800,000  
 CSI: 9.9 Bil  
 CSI HH: 26.4 M  
 Retail \$: 6.1 Bil  
 Pop per Station: 53,705

12+ METRO	1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/RATING	FAL 83	SPG 83
1. WJYE-F	187/10.8	12.5	12.3	12.7	12.5	9.9	1. WJYE-F 204/2602	1. WBEN 2620/25.7	35.2	24.0
2. WBEN	175/10.1	10.8	9.9	9.8	10.6	9.0	2. WBEN 187/2804	2. WJYE-F 2325/22.8	23.3	23.9
3. WECK	126/ 7.3	6.9	6.2	4.6	4.7	6.1	3. WYRK-F 169/1761	3. WBEN-F 2109/20.7	21.0	21.9
4. WYRK-F	123/ 7.1	7.1	6.2	7.5	4.6	6.1	4. WBEN-F 153/3273	4. WPHD-F 2063/20.2	18.7	19.7
5. WBUF-F	115/ 6.6	7.0	4.7	3.2	1.4	8.2	5. WKBW 135/2281	5. WKBW 1983/19.4	20.5	24.9
6. WNY5-F	111/ 6.4	3.4	4.0	4.8	2.8	8.0	6. WBUF-F 127/1690	6. WNY5-F 1921/18.8	13.5	15.7
7. WKBW	110/ 6.4	5.1	7.2	5.2	9.7	4.7	7. WECK 126/1339	7. WGRQ-F 1662/16.3	14.2	15.0
8. WPHD-F	106/ 6.1	5.5	5.7	4.8	2.7	6.1	8. WPHD-F 120/2277	8. WGR 1588/15.6	20.8	24.7
9. WGRQ-F	101/ 5.8	4.1	4.4	5.5	7.7	8.2	9. WGRQ-F 119/2048	9. WBUF-F 1484/14.5	15.4	10.0
0. WBEN-F	72/ 4.2	5.4	6.1	5.7	8.3	4.2	10. WNY5-F 118/2062	10. WYSL 1419/13.9	10.6	11.1
WBLK-F	72/ 4.2	5.5	5.4	6.2	7.0	4.4	11. WGR 107/2169	11. WYRK-F 1410/13.8	17.0	13.6
WYSL	72/ 4.2	2.7	2.3	2.1	1.1	4.0	12. WBLK-F 72/1014	12. WECK 1301/12.7	13.1	11.2
3. WGR	71/ 4.1	5.8	7.3	8.0	7.3	3.9	13. WYSL 72/1474	13. WBLK-F 994/ 9.7	9.4	9.4
4. WRXT-F	41/ 2.4	3.2	2.5	2.0	2.8	2.6	14. WRXT-F 42/ 794	14. WRXT-F 748/ 7.3	9.0	8.5
5. WDCX-F	26/ 1.5	1.0	1.2	1.6	1.1	1.4	15. WDCX-F 32/ 471	15. WUWU-F 383/ 3.8	3.5	3.6
6.							16.	16.		
7.							17.	17.		
8.							18.	18.		
9.							19.	19.		
0.							20.	20.		
1.							21.	21.		
2.							22.	22.		
3.							23.	23.		
4.							24.	24.		
5.							25.	25.		

12+ FM SHARE (METRO): 62.20% (984 of 1582) SPG 83: 59.02%

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WNY5-F	1. WGRQ-F	1. WBUF-F	1. WBUF-F	1. WBUF-F	1. WJYE-F	1. WBEN	1. WJYE-F	1. WJYE-F	1. WNY5-F	1. WJYE-F
2. WPHD-F	2. WBUF-F	2. WJYE-F	2. WJYE-F	WJYE-F	2. WBEN	2. WKBW	2. WECK	2. WBUF-F	2. WGRQ-F	2. WECK
3. WGRQ-F	3. WPHD-F	3. WYRK-F	3. WKBW	3. WBEN	3. WYRK-F	3. WJYE-F	3. WYRK-F	3. WNY5-F+	3. WJYE-F	3. WBUF-F
4. WYSL	4. WNY5-F	4. WKBW	4. WYRK-F	4. WYRK-F	4. WECK	4. WBUF-F	4. WBUF-F	WECK	4. WPHD-F	4. WNY5-F
5.	5. WKBW	WPHD-F	5. WBEN	5. WKBW	5. WBUF-F	5. WPHD-F	5. WBEN	5. WBEN	5. WGR	5. WBEN
6.	6. WBEN-F	6. WGRQ-F	6. WNY5-F	6. WGR	6. WKBW	6. WYRK-F	6. WNY5-F	6. WYRK-F	6. WYSL	6. WYRK-F
7.	7. WYRK-F	7. WNY5-F	7. WGR	7. WNY5-F	7. WGR	7. WGR	7. WPHD-F	7. WGRQ-F	7. WECK	7. WGRQ-F
8.	8.	8.	WBLK-F	8.	8.	8. WECK	8. WKBW	8. WPHD-F	8. WBEN	8.
9.	9.	9.	9.	9.	9.	9.	9. WGRQ-F	9.	WYRK-F	9.
0.	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. WNY5-F	1. WBUF-F	1. WBUF-F	1. WBUF-F	1. WJYE-F	1. WGRQ-F	1. WGRQ-F	1. WGRQ-F	1. WBUF-F	1. WBUF-F
2. WYSL	2. WNY5-F	2. WKBW	2. WKBW	2. WBUF-F	2. WPHD-F	2. WPHD-F	WBUF-F	2. WKBW	2. WYRK-F
3. WGRQ-F	3. WKBW	3. WNY5-F	3. WNY5-F	3. WBEN	3.	3. WBUF-F	3. WYRK-F	3. WYRK-F	3. WJYE-F
4. WBUF-F	4. WPHD-F	4. WYRK-F	4. WBEN-F	4. WKBW	4.	4. WRXT-F	4. WJYE-F	4. WGRQ-F	4. WBEN
5. WPHD-F	5. WBEN-F	5. WJYE-F	WGR	5. WYRK-F	5.	5. WNY5-F	5. WYRK-F	5. WPHD-F	5. WKBW
6. WBEN-F	6. WYRK-F	6. WBEN	WPHD-F	6. WGR	6.	6. WKBW	6. WKBW	6. WNY5-F	6.
7.	7. WYSL	7. WBLK-F	WYRK-F	7. WNY5-F	7.	7.	7. WBEN	7. WBEN	7.
8.	WBLK-F	8.	WBLK-F	8.	8.	8.	8.	8.	8.
9.	WGRQ-F	9.	9.	9.	9.	9.	9.	9.	9.
0.	10.	10.	10.	10.	10.	10.	10.	10.	10.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP	83 (2)	183 (2)	266 (4)	16.8	WLVL 1340 Lockport .3/1.9
AOR		248 (3)	248 (3)	15.6	WNYS 1120 .6/2.5
AC/OLDIES/SOFT ROCK	110 (1)	115 (1)	225 (2)	14.2	WUFO 1080 Amherst .6/3.0
MOR/VARIETY	246 (2)	22 (1)	268 (3)	16.9	WXRL 1300 Lancaster .9/3.5
COUNTRY	16 (1)	123 (1)	139 (2)	8.8	WUWU-F 107.7 Wethersfield 1.3/3.8
BLACK/URBAN	11 (1)	72 (1)	83 (2)	5.2	CHRE-F 105.7 St. Catherines,ONT .5/1.5
BTFL MUSIC		195 (2)	195 (2)	12.3	
NEWS/TALK					
NOSTALGIA	132 (2)		132 (2)	8.3	
RELIGION		26 (1)	26 (1)	1.6	
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS					
				1582 (21)	

RADIO STATIONS

AM STATIONS

WBEN, 930, 5 KW (DA-N)	, MOR	NBC, \$85.00 (Eastman)	Larry Levite	12+ ADI 1/4
WECK, 1230, 1 KW/250 W	, NOSTALGIA (Al Ham)	ABC-I, \$40.00* (Weiss)	Chet Musialowski	1. WJYE-F
WGR, 550, 5 KW (DA-N)	, MOR/AC	ABC-E, \$75.00* (Katz)	Dick Aaron	2. WBEN
WHLA, 1270, 5 KW (DAYS,DA)	, COUNTRY (Musicworks)	, \$15.00 (Market 4)	(NIAGARA F) Paul Butler	3. WYRK-F
WJLL, 1440, 1 KW (DAYS)	, MOR	, \$10.50 (S. Katz)	(NIAGARA F) Bob Rogers	4. WBEN-F
WKBW, 1520, 50 KW (DA-1)	, AC	ABC-D, \$85.00 (Blair)	Cap Cities Frank Woodbeck	5. WKBW
WNYS, 1120, 1 KW (DAYS)	, CHR	ABC-C, \$ NA (Christal)	Associated Ron Rice	6. WBUF-F
WUFO, 1080, 1 KW (DAYS)	, BLACK	SBN, \$13.00 (Selcom)	Sheridan Joe Freeman	7. WECK
WXRL, 1300, 1 KW/2.5 KW (DA-2)	, COUNTRY	MBS, \$15.00 (----)	(LANCASTER) Louis Schriver	8. WPHD-F
WYSL, 1400, 1 KW/250 W	, CHR	, \$28.00 (CBS/FM)	Bob Howard	9. WGRQ-F
				10. WNYS-F
				11. WGR
				12. WBLK-F
				13. WYSL-F
				14. WRXT-F
				15. WJTN

FM STATIONS

WEEN-F, 102.9, 110 KW @ 1800, CHR (TM)	, \$ 76.25 (Eastman)	Larry Levite	
WBLK-F, 93.7, 50 KW @ 380, BLACK	ABC-F, \$35.00 (Selcom)	Frank Lorenz	12+ ADI CUMI
WBUF-F, 92.9, 91 KW @ 580, AC	, \$70.00* (Mc-Guild)	Larry White	1. WBEN-F
WDCX-F, 99.5, 17 KW @ 430, RELIGION	, \$20.00 (----)	Crawford Nevin Larson	2. WBEN
WGRQ-F, 96.9, 13 KW @ 890, AOR (Burk-Abr)	Source, \$50.00* (Katz)	Jim DiFiglia	3. WJYE-F
WJYE-F, 96.1, 50 KW @ 480, BTFL MUS (SRP)	, \$90.00* (MMR)	McCormick Chris Ackerman	4. WKBW
WNYS-F, 104.1, 50 KW @ 500, CHR	ABC-C, \$45.00* (Christal)	Associated Ron Rice	5. WPHD-F
WPHD-F, 103.3, 49 KW @ 423, AOR	CBS-R, \$45.00* (CBS/FM)	Bob Howard	6. WGR
WRXT-F, 98.5, 46 KW @ 380, AOR	, \$32.50 (HNNH) Porter (NIA FALLS)	Bruce Biette	7. WNYS-F
WYRK-F, 106.5, 50 KW @ 390, COUNTRY	, \$60.00* (Mc-Guild)	Stoner Al Fetch	8. WGRQ-F
			9. WYRK-F
			10. WBUF-F
			11. WYSL
			12. WECK
			13. WBLK-F
			14. WRXT-F
			15. WDCX-F

ADI FM SHARE  
60.74%

CALL LETTER CHANGES

WZIR becomes WRXT

FORMAT CHANGES

STATION SALES

WGR,WGRQ-F: From Taft to CRB for \$5,500,000 (Crisler)  
WBEN A/F: 83.7% sold to Larry Levite for \$4,423,960

MISCELLANEOUS COMMENTS

WYSL nearly doubles its share as an AM CHR...  
WNYS did the same as an FM CHR...WGRQ recovering but WGR takes a dive...  
WJYE down but still holds on to 12+ lead...



CANTON

Arbitron Rank/Pop (12+): 92/336,600  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 107/406,500  
 Part of Cleveland ADI  
 Average Person Rating: 15.7  
 Market TSL: 20.9 hours

Stations: 27/8  
 Diaries: 729/462:1/55.4%  
 Sample Target: 730  
 Standard Error: .695  
 % Below Line: 47.2  
 % Not Listed: 7.6

Est 1983 Revenue: \$6,000,000  
 CSI: 3.8 Bil  
 CSI III: 25.5 M  
 Retail \$: 2.1 Bil  
 Pop per Station: 42,075

12+ METRO	1/4/SHARE				FAL				SPG				12+ TSA	1/4/CUME		12+ METRO CUME/		FAL		SPG		
	83	83	82	82	83	83	82	82	83	83	82	82		METRO	CUME	RATING	83	83	83	83		
1. WHBC	80/15.2	17.3	16.1	16.8	15.1	1. WHBC	983/29.2	38.9	31.2	2. WHBC-F	80/ 886	710/21.1	20.6	12.4	3. WHBC-F	664/19.7	24.2	22.3	4. WMMS-F	575/17.1	12.5	18.6
2. WHBC-F	65/12.3	14.0	13.1	11.2	14.8	3. WHBC-F	70/ 829	5. WDJQ-F	58/ 925	6. WKDD-F	42/ 460	454/13.5	11.3	14.7	7. WQXX-F	330/ 9.8	12.1	10.8	8. WGLR	273/ 8.1	12.5	16.1
3. WOOS-F	56/10.6	9.3	7.2	5.3	5.4	4. WDJQ-F	58/ 925	5. WMSL-F	15/ 253	9. WDBN-F	18/ 297	269/ 8.0	6.7	6.1	10. WMJI-F	261/ 7.8	7.1	4.3				
4. WMMS-F	49/ 9.3	4.9	7.9	9.6	11.0	5. WMSL-F	57/ 651															
5. WDJQ-F	35/ 6.6	6.7	7.9	8.2	7.2																	
6. WKDD-F	26/ 4.9	4.5	5.6	5.5	4.5																	
7. WQXX-F	26/ 4.9	6.1	5.8	4.1	3.8																	
8. WMJI-F	22/ 4.2	2.4	1.7	2.0	1.4																	
9. WSLR	18/ 3.4	2.8	2.6	4.8	2.9																	
10. WAEZ-F	11/ 2.1	1.6	1.4	1.8	1.4																	
11.																						
12.																						
13.																						
14.																						
15.																						

12+ FM SHARE (METRO): 71.25% (347 of 487) (SPG 83: 64.55%)

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. WOOS-F	1. WHBC	1. WHBC	1. WHBC-F	1. WHBC-F	1. WHBC-F	1. WOOS-F	1. WOOS-F
2. WOOS-F	1. WMMS-F	2. WMMS-F	2. WHBC	2. WOOS-F	2. WHBC-F	2. WHBC-F	2. WHBC	2. WOOS-F	2. WHBC	2. WHBC-F
3. WMMS-F	3. WKDD-F	3. WDJQ-F	3. WMMS-F	3. WHBC-F	3.	3. WMMS-F	3. WOOS-F	3. WMMS-F	3. WMMS-F	3. WDJQ-F
4. WKDD-F	4. WDJQ-F	4. WDJQ-F	4. WQXX-F	4. WQXX-F	4.	4. WOOS-F	4. WMMS-F	4. WHBC	4. WKDD-F	4. WMMS-F
5.	5.	5.	5.	5.	5.	5. WDJQ-F	5.	5.	5.	5. WHBC

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO	SHARE	& CUME RATING
TOP 40/CHR/CONTEMP		74 (5)	74 (5)	15.2	WFAH	1310	Alliance .9/2.6
AOR		105 (2)	105 (2)	21.6	WINW	1520	Canton 1.1/2.5
AC/OLDIES/SOFT ROCK	8 (1)	29 (2)	37 (3)	7.6	WRCW	1060	Canton .9/2.3
MOR/VARIETY		108 (6)	108 (6)	22.2	WTOF-F	98.1	Canton .9/3.4
COUNTRY	18 (1)	41 (3)	59 (4)	12.1	WAKR	1590	Akron .4/3.2
BLACK/URBAN	6 (1)	9 (2)	15 (3)	3.1	WDBN-F	94.9	Medina 1.5/4.4
BTFL MUSIC		84 (3)	84 (3)	17.2	WDMT-F	107.9	Cleveland .8/1.8
NENS/TALK					WGAR	1220	Cleveland 1.5/8.1
NOSTALGIA					WGCL-F	98.5	Cleveland 1.7/6.3
RELIGION		5 (1)	5 (1)	1.0	WHLO	640	Akron 1.9/5.6
SPANISH					WHOT-F	101.1	Youngstown .4/2.1
CLASSICAL					WKSJ-F	99.5	Cleveland 2.1/3.5
UNKNOWN/OTHERS					WLTF-F	106.5	Cleveland 1.3/5.4
			487 (27)		WNQP-F	95.9	New Philadelphia 4.2/1.5
					WQKT-F	104.5	Wooster .8/4.0
					WWE	1100	Cleveland 1.1/6.2
					WZAK-F	93.1	Cleveland .9/3.1

RADIO STATIONS

WFAH, 1310, 1 KW (DAYS,DA), MOR	ABC-I, \$11.00 (HNWH)	(ALLIANCE)	Dick Elliott
WHBC, 1480, 5 KW (DA-N), MOR	ABC-E, \$71.72 (Christal)		Bill Chambers
WINW, 1520, 1 KW (DAYS,DA), BLACK (Drake-Chen)	ABC-C, \$10.00 (----)		
WNYN, 900, 500 W (DA-N), COUNTRY	, \$12.50 (----)		Charles Such
WRCW, 1060, 5 KW (DAYS,DA), MOR	, \$12.00 (----)		Ray Crowl
WTOF, 990, 250 W (DAYS,DA), MOR	, \$10.00 (Regional)	(MASSILLON)	George Shaheen
WDJQ-F, 92.5, 20 KW @ 500, CHR (TM)	, \$22.00 (HNWH)	(ALLIANCE)	Dick Elliott
WHBC-F, 94.1, 50 KW @ 380, BTFL MUS (Donne)	, \$33.47 (Christal)		Bill Chambers
WOOS-F, 106.9, 28 KW @ 341, AOR	, \$29.63 (Eastman)		Bob Kassi
WTOF-F, 98.1, 72 KW @ 570, RELIGION	, \$12.00 (----)	Mortenson	Tom Bishop

Other ranked stations - See Cleveland, Akron or Youngstown

MISCELLANEOUS COMMENTS

Is anybody alive in this market? Does radio in Canton really exist? This has to be America's most boring market... WNYN sold for \$223,000...

CASPER

Arbitron Rank/Pop (12+): 173/65,700  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 333/77,400  
 ADI # 180  
 Average Person Rating: 19.8  
 Market TSL: 26.5 hours

Stations: 6/6  
 Diaries: 530/124:1/48.6%  
 Sample Target: 550  
 Standard Error: .741  
 % Below Line: 0  
 % Not Listed: 4.6

Est 1983 Revenue: \$4,000,000  
 CSI: .9 Bil  
 CSI HH: \$31,527  
 Retail \$: .7 Bil  
 Pop per Station: 10,950

12+ METRO	1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82	
1.	KTRS-F	41/13.5	---	26.2	---	27.2
2.	KTWO	25/19.2	---	17.8	---	20.7
3.	KVOC	19/14.6	---	29.0	---	25.0
4.	KAWY-F	18/13.8	---	15.9	---	10.9
5.	KQLT-F	15/11.5	---	---	---	---
6.	KATI	6/ 4.6	---	2.8	---	7.6
7.						
8.						
9.						
10.						
11.						
12.						
13.						
14.						
15.						

12+ TSA	1/4/CUME	12+ METRO	CUME/	FAL	SPG
		METRO	CUME	83	83
			RATING		
1.	KTRS-F	52/434	303/46.1	---	39.9
2.	KTWO	35/448	262/39.9	---	41.5
3.	KVOC	23/243	214/32.6	---	42.6
4.	KAWY-F	19/220	158/24.0	---	23.6
5.	KQLT-F	16/166	149/22.7	---	---
6.	KATI	6/ 94	92/14.0	---	19.5
7.					
8.					
9.					
10.					
11.					
12.					
13.					
14.					
15.					

12+ FM SHARE (METRO): 59.70% (74 of 124) (SPG 83: 46.46%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1.	KTRS-F	1. KTRS-F	1. KTRS-F	1. KTRS-F	1. KTRS-F	1. KVOC	1. KTRS-F	1. KTRS-F	1. KTRS-F	1. KTRS-F
2.	KAWY-F	2. KAWY-F	2. KTWO	2. KTWO	2. KTWO	2. KTWO	2. KTWO	2. KTWO	2. KAWY-F	2. KAWY-F
3.	KTWO	3. KAWY-F	3. KAWY-F	3. KVOC	3. KVOC	3. KTRS-F	3. KQLT-F	3. KAWY-F	3. KTWO	3. KVOC
4.	4.	4.	4.	4.	4.	4.	4. KVOC	4.	4.	4. KTWO
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.	KTRS-F	1. KTRS-F	1. KTRS-F	1. KTRS-F	1. KAWY-F	1. KTRS-F	1. KTRS-F	1. KTRS-F	1. KTRS-F
2.	KAWY-F	2. KAWY-F	2. KTWO	2. KTWO	2. KTWO	2. KAWY-F	2. KAWY-F	2. KAWY-F	2. KTWO
3.	KTWO	3. KAWY-F	3. KAWY-F	3. KVOC	3.	3.	3. KTWO	3. KTWO	3. KVOC
4.	4.	4.	4.	4.	4.	4.	4. KVOC	4.	4. KQLT-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		41 (1)	41 (1)	33.1	
AOR		18 (1)	18 (1)	14.5	
AC/OLDIES/SOFT ROCK					
MOR/VARIETY	25 (1)		25 (1)	20.2	
COUNTRY	25 (2)		25 (2)	20.2	
BLACK/URBAN					
BTFL MUSIC		15 (1)	15 (1)	12.1	
NEWS/TALK					
NOSTALGIA					
RELIGION					
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS					

124 (6)

RADIO STATIONS

KATI, 1400, 1 KW/250 W, COUNTRY (Concept)	MBS, \$13.00 (Masla)	Tom Wiens
KTWO, 1030, 50 KW (DA-N), MOR	CBS, \$30.00 (Katz)	Bob Price
KVOC, 1230, 1 KW/250 W, COUNTRY	ABC-I, \$23.88 (Eastman)	Fred Hildebrand
KAWY-F, 94.5, 65 KW @ 1908, AOR/ROCK	, \$16.00 (Masla)	Tom Wiens
KQLT-F, 103.7, 59 KW @ 1909, BTFL MUS (Bonne)	, \$11.00 (Mc-Guild)	Dan Roberts
KTRS-F, 95.5, 94 KW @ 1965, CHR	, \$20.00 (Torbet)	Bill Hart

MISCELLANEOUS COMMENTS

KATI changed from AC to Country in August 84...KQLT is a new station which signed on in October 83...Arbitron missed sample target by about 4%...

CEDAR RAPIDS

Arbitron Rank/Pop (12+): 160/141,400  
 CNSA Rank/Pop: NA  
 MSA Rank/Pop: 208/171,500  
 Part of Waterloo ADI  
 Average Person Rating: 17.3  
 Market TSL: 22.6 hours

Stations: 12/10  
 Diaries: 591/239:1/59.8%  
 Sample Target: 575  
 Standard Error: .833  
 % Below Line: 1.3  
 % Not Listed: 4.9

Est 1983 Revenue: \$6,100,000  
 CSI: 1.7 Bil  
 CSI HH: \$26,440  
 Retail \$: 1.0 Bil  
 Pop per Station: 14,140

		FAL	SPG	FAL	SPG
12+ METRO	1/4/SHARE	83	83	82	82
1. WMT	55/22.5	---	23.1	---	25.0
2. KQCR-F	42/17.2	---	10.1	---	18.6
3. KHAK-F	31/12.7	---	11.3	---	11.4
4. WMT-F	26/10.7	---	8.9	---	9.1
5. KKRQ-F	21/ 8.6	---	7.3	---	.9
6. KCDR	20/ 8.2	---	6.5	---	3.2
7. KCRG	15/ 6.1	---	9.7	---	10.9
8. KHAK	10/ 4.1	---	5.3	---	1.8
9. KTOF-F	5/ 2.0	---	1.2	---	.9
10. KRFA-F	4/ 1.6	---	4.9	---	8.6
11.					
12.					
13.					
14.					
15.					

BIRCH	SHARE	12+ TSA	1/4/CUME
19.4	1. WMT	167/1609	
20.2	2. KHAK-F	78/ 848	
12.0	3. KQCR-F	62/ 876	
8.7	WMT-F	62/ 754	
16.1	5. KKRQ-F	54/ 677	
5.0	6. KRNA-F	40/ 625	
5.0	7. KCDR	24/ 221	
2.5	8. KCRG	22/ 564	
.8	9. WHO	18/ 317	
3.3	10. KHAK	14/ 178	
11.			
12.			
13.			
14.			
15.			

12+ METRO	CUME/	FAL	SPG
METRO	CUME RATING	83	83
1. WMT	530/37.5	---	36.9
2. KQCR-F	526/37.2	---	34.3
3. KCRG	367/26.0	---	33.1
4. WMT-F	339/24.0	---	21.6
5. KHAK-F	319/22.6	---	21.1
6. KKRQ-F	274/19.4	---	15.6
7. KCDR	183/12.9	---	13.0
8. KRNA-F	141/10.0	---	16.5
9. KHAK	127/ 9.0	---	11.8
10. KTOF-F	89/ 6.3	---	4.8
11.			
12.			
13.			
14.			
15.			

12+ FM SHARE (METRO): 55.60% (129 of 232) (SPG 83: 50.44%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KQCR-F	1. KQCR-F	1. KQCR-F	1. WMT-F	1. WMT-F	1. WMT	1. WMT	1. KQCR-F	1. KQCR-F	1. WMT	1. KQCR-F
2. KKRQ-F	2. WMT-F	2. WMT-F	2. KHAK-F	2. KHAK-F	2. KHAK-F	2. KQCR-F	2. WMT-F	2. WMT-F	2. KQCR-F	2. WMT
3. KHAK-F	3. KKRQ-F	3. KHAK-F	3. KQCR-F	3. WQCR-F	3. KCDR	3. KHAK-F	3. KHAK-F	3. KHAK-F	3. KHAK-F	3. KHAK-F
4.	4. KHAK-F	4. WMT	4. WMT	WMT	4. WMT-F	4. WMT-F	4. WMT	4. WMT	4.	4. KCDR
5.	5.	5. KKRQ-F	5.	5.	5.	5.	5.	5.	5.	KKRQ-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. KQCR-F	1. WQCR-F	1. KQCR-F	1. KQCR-F	1. KQCR-F	1. KKRQ-F	1. KKRQ-F	1. KKRQ-F	1. KCRG	1. KHAK-F
2. WMT-F	2. WMT-F	2. WMT-F	2. WMT-F	2. WMT	2. KQCR-F	2. KQCR-F	2. WMT-F	2. WMT-F	WMT-F
3. KHAK-F	3. KHAK-F	3. KHAK-F	3. KHAK-F	WMT-F	3.	3. KCRG	3. KHAK-F	3. KHAK	3. KCRG
4.	4.	4. WMT	4.	4. KHAK-F	4.	4. WMT-F	4. KQCR-F	4.	4. KHAK
5.	5.	5.	5.	5.	5.	5.	5.	5.	5.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTENT		46 (2)	46 (2)	19.8	WGN 720 Chicago .4/2.1
AOR		21 (1)	21 (1)	9.1	WHO 1040 Des Moines .8/3.5
AC/OLDIES/SOFT ROCK	15 (1)	26 (1)	41 (2)	17.7	
MOR/VARIETY	56 (2)		56 (2)	24.1	
COUNTRY	10 (1)	31 (1)	41 (2)	17.7	
BLUES/BBLAN					
ETHN MUSIC					
NEWS/TALK	2 (1)		2 (1)	0.9	
NEOTALGIA	20 (1)		20 (1)	8.6	
RELIGION		5 (1)	5 (1)	2.2	
SPANISH					
CLASSICAL					
UNRATED/OTHERS					
232 (12)					

LISTED STATIONS

WMT, 1450, 1 PM/250 W, NOST (Drake-Chen)	APR, \$12.00* (Christal)	Cowle	Bill Clymer
WMT, 1450, 5 PM (DAN)	ABC-E, \$21.00 (Torbet)	CR Gazette	Ed Lasco
WMT, 1450, 1 PM (DANE, PA), COUNTRY	RFO II, \$13.00* (Mc-Guild)	Stoner	Mary Quass
WMT, 1450, 5 PM (DAN)	CBS, \$40.00 (Fatz)	Cosmos	Larry Edwards
WMT-F, 101.1, 100 FM Q, 495, COUNTRY (TN)	RFO II, \$33.50 (Mc-Guild)	Stoner	Mary Quass
WMT-F, 100.7, 100 FM Q, 550, MOR	RFO, \$19.00 (Selcom)	T. Ingstad (IOWA CITY)	Mark Renier
WMT-F, 102.5, 100 FM Q, 550, CHR (Drake-Chen)	APR, \$32.50 (Christal)	Cowle	Bill Clymer
WMT-F, 99.4, 100 FM Q, 550, CHR	ABC, \$26.38 (Boelien)	(IOWA CITY)	Eliot Fuller
WMT-F, 99.4, 100 FM Q, 550, BELLEFON	MBS, \$ NA (---)		Jim Young
WMT-F, 99.4, 100 FM Q, 550, AC (Century 21)	APR, \$22.00* (Fatz)	Cosmos	Larry Edwards

WMT - See Waterloo

WMT - See Des Moines

UNRATED STATIONS

WMT, 1450, 1 PM/250 W, NOST (Drake-Chen)

CASPER

Arbitron Rank/Pop (12+): 173/65,700  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 333/77,400  
 ADI # 180  
 Average Person Rating: 19.8  
 Market TSL: 26.5 hours

Stations: 6/6  
 Diaries: 530/124:1/48.6%  
 Sample Target: 550  
 Standard Error: .741  
 % Below Line: 0  
 % Not Listed: 4.6

Est 1983 Revenue: \$4,000,000  
 CSI: .9 Bil  
 CSI HH: \$31,527  
 Retail \$: .7 Bil  
 Pop per Station: 10,950

12+ METRO	1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82
1. KTRS-F	41/13.5	---	26.2	---	27.2
2. KTWO	25/19.2	---	17.8	---	20.7
3. KVOC	19/14.6	---	29.0	---	25.0
4. KAWY-F	18/13.8	---	15.9	---	10.9
5. KQLT-F	15/11.5	---	---	---	---
6. KATI	6/ 4.6	---	2.8	---	7.6
7.					
8.					
9.					
10.					
11.					
12.					
13.					
14.					
15.					

12+ TSA	1/4/CUME	12+ METRO	CUME/	FAL	SPG
			METRO CUME RATING	83	83
1. KTRS-F	52/434	1. KTRS-F	303/46.1	---	39.9
2. KTWO	35/448	2. KTWO	262/39.9	---	41.5
3. KVOC	23/243	3. KVOC	214/32.6	---	42.6
4. KAWY-F	19/220	4. KAWY-F	158/24.0	---	23.6
5. KQLT-F	16/166	5. KQLT-F	149/22.7	---	---
6. KATI	6/ 94	6. KATI	92/14.0	---	19.5
7.		7.			
8.		8.			
9.		9.			
10.		10.			
11.		11.			
12.		12.			
13.		13.			
14.		14.			
15.		15.			

12+ FM SHARE (METRO): 59.70% (74 of 124) (SPG 83: 46.46%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KTRS-F	1. KTRS-F	1. KTRS-F	1. KTRS-F	1. KTRS-F	1. KVOC	1. KTRS-F	1. KTRS-F	1. KTRS-F	1. KTRS-F	1. KTRS-F
2. KAWY-F	2. KAWY-F	2. KTWO	2. KTWO	2. KTWO	2. KTWO	2. KTWO	2. KTWO	2. KTWO	2. KAWY-F	2. KAWY-F
3.	3. KTWO	3. KAWY-F	3. KVOC	3. KVOC	3. KTRS-F	3. KVOC	3. KQLT-F	3. KAWY-F	3. KTWO	3. KVOC
4.	4.	4.	4.	4.	4.	4.	4. KVOC	4.	4.	4. KTWO
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. KTRS-F	1. KTRS-F	1. KTRS-F	1. KTRS-F	1. KTRS-F	1. KAWY-F	1. KTRS-F	1. KTRS-F	1. KTRS-F	1. KTRS-F
2. KAWY-F	2. KAWY-F	2. KTWO	2. KTWO	2. KTWO	2. KTRS-F	2. KAWY-F	2. KAWY-F	2. KAWY-F	2. KTWO
3.	3. KTWO	3. KAWY-F	3. KAWY-F	3. KVOC	3.	3.	3. KTWO	3. KTWO	3. KVOC
4.	4.	4. KVOC	4. KAWY-F	4. KTWO	4.	4.	4. KVOC	4. KVOC	4. KQLT-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		41 (1)	41 (1)	33.1	
AOR		18 (1)	18 (1)	14.5	
AC/OLDIES/SOFT ROCK					
MOR/VARIETY	25 (1)		25 (1)	20.2	
COUNTRY	25 (2)		25 (2)	20.2	
BLACK/URBAN					
BTL MUSIC		15 (1)	15 (1)	12.1	
NEWS/TALK					
NOSTALGIA					
RELIGION					
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS					

124 (6)

RADIO STATIONS

KATI, 1400, 1 KW/250 W, COUNTRY (Concept)	MBS, \$13.00 (Masla)	Tom Wiens
KTWO, 1030, 50 KW (DA-N), MOR	CBS, \$30.00 (Katz)	Bob Price
KVOC, 1230, 1 KW/250 W, COUNTRY	ABC-I, \$23.88 (Eastman)	Fred Hildebrand
KAWY-F, 94.5, 65 KW @ 1908, AOR/ROCK	, \$16.00 (Masla)	Tom Wiens
KQLT-F, 103.7, 59 KW @ 1909, BTL MUS (Bonne)	, \$11.00 (Mc-Guild)	Dan Roberts
KTRS-F, 95.5, 94 KW @ 1965, CHR	, \$20.00 (Torbet)	Bill Hart

MISCELLANEOUS COMMENTS

KATI changed from AC to Country in August 84...KQLT is a new station which signed on in October 83...Arbitron missed sample target by about 4%...

CEDAR RAPIDS

Arbitron Rank/Pop (12+): 160/141,400  
 CNSA Rank/Pop: NA  
 MSA Rank/Pop: 208/171,500  
 Part of Waterloo ADI  
 Average Person Rating: 17.3  
 Market TSL: 22.6 hours

Stations: 12/10  
 Diaries: 591/239:1/59.8%  
 Sample Target: 575  
 Standard Error: .833  
 % Below Line: 1.3  
 % Not Listed: 4.9

Est 1983 Revenue: \$6,100,000  
 CSI: 1.7 Bil  
 CSI HH: \$26,440  
 Retail \$: 1.0 Bil  
 Pop per Station: 14,140

12+ METRO	1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82
1. WMT	55/22.5	---	23.1	---	25.0
2. KQCR-F	42/17.2	---	10.1	---	18.6
3. KHAK-F	31/12.7	---	11.3	---	11.4
4. WMT-F	26/10.7	---	8.9	---	9.1
5. KKRQ-F	21/ 8.6	---	7.3	---	9
6. KCDR	20/ 8.2	---	6.5	---	3.2
7. KCRG	15/ 6.1	---	9.7	---	10.9
8. KHAK	10/ 4.1	---	5.3	---	1.8
9. KTQF-F	5/ 2.0	---	1.2	---	.9
10. KRNA-F	4/ 1.6	---	4.9	---	8.6
11.					
12.					
13.					
14.					
15.					

BIRCH SHARE	12+ TSA 1/4/CUME
19.4	1. WMT 167/1609
20.2	2. KHAK-F 78/ 848
12.0	3. KQCR-F 62/ 876
8.7	WMT-F 62/ 754
16.1	5. KKRQ-F 54/ 677
5.0	6. KRNA-F 40/ 625
5.0	7. KCDR 24/ 221
2.5	8. KCRG 22/ 564
.8	9. WHO 18/ 317
3.3	10. KHAK 14/ 178
11.	
12.	
13.	
14.	
15.	

12+ METRO	CUME/	FAL 83	SPG 83
1. WMT	530/37.5	---	36.9
2. KQCR-F	526/37.2	---	34.3
3. KCRG	367/26.0	---	33.1
4. WMT-F	339/24.0	---	21.6
5. KHAK-F	319/22.6	---	21.1
6. KKRQ-F	274/19.4	---	15.6
7. KCDR	183/12.9	---	13.0
8. KRNA-F	141/10.0	---	16.5
9. KHAK	127/ 9.0	---	11.8
10. KTQF-F	89/ 6.3	---	4.8
11.			
12.			
13.			
14.			
15.			

12+ FH SHARE (METRO): 55.60% (129 of 232) (SPG 83: 50.44%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KQCR-F	1. KQCR-F	1. KQCR-F	1. WMT-F	1. WMT-F	1. WMT	1. WMT	1. KQCR-F	1. KQCR-F	1. WMT	1. KQCR-F
2. KKRQ-F	2. WMT-F	2. WMT-F	2. KHAK-F	2. KHAK-F	2. KHAK-F	2. KQCR-F	2. WMT-F	2. WMT-F	2. KQCR-F	2. WMT
3.	3. KKRQ-F	3. KHAK-F	3. KQCR-F	3. WQCR-F	3. KCDR	3. KHAK-F	3. KHAK-F	3. KHAK-F+	3.	3. KHAK-F
4.	4. KHAK-F	4. WMT	4. WMT	WMT	4. WMT-F	4. WMT-F	4. WMT	4. WMT	4.	4. KCDR
5.	5.	5. KKRQ-F	5.	5.	5.	5.	5.	5.	5.	KKRQ-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. KQCR-F	1. WQCR-F	1. KQCR-F	1. KQCR-F	1. KQCR-F	1. KKRQ-F	1. KKRQ-F	1. KKRQ-F	1. KCRG	1. KHAK-F	
2. WMT-F	2. WMT-F	2. WMT-F	2. WMT-F	2. WMT	2. KQCR-F	2. KQCR-F	2. WMT-F	2. WMT-F	WMT-F	
3. KHAK-F	3. KHAK-F	3. KHAK-F	3. KHAK-F	WMT-F	3. KCRG	3. KCRG	3. KHAK-F	3. KHAK	3. KHAK	
4.	4.	4. WMT	4.	4. KHAK-F	4. WMT-F	4. WMT-F	4. KQCR-F	4.	4. KHAK	
5.	5.	5.	5.	5.	5.	5.	5.	5.	5.	

FORMATS	AM	FH	TOTAL	%	OTHER RATED STATIONS/METRO	SHARE & CUME RATING
TOP 40/CHR/CONTEMP		46 (2)	46 (2)	19.8	WGN 720 Chicago	.4/2.1
ADP		21 (1)	21 (1)	9.1	WHO 1040 Des Moines	.8/3.5
AC/OLDIES/SOFT ROCK	15 (1)	26 (1)	41 (2)	17.7		
MOR/VARIETY	56 (2)		56 (2)	24.1		
COUNTRY	10 (1)	31 (1)	41 (2)	17.7		
BLACK/URBAN						
BFL MUSIC						
NEWS/TALK	2 (1)		2 (1)	0.9		
NOSTALGIA	20 (1)		20 (1)	8.6		
RELIGION		5 (1)	5 (1)	2.2		
SPANISH						
CLASSICAL						
UNFORMED/OTHERS						

232 (12)

RADIO STATIONS

FCBR, 1450, 1 PW/250 W	. NOST (Drake-Chen)	APR, \$12.00* (Christal)	Cowle	Bill Clymer
FCBR, 1600, 5 PW (DA-N)	. AC	ABC-E, \$21.00 (Torbet)	CR Gazette	Ed Lasco
FBFA, 1360, 1 PW (DAYS,DA), COUNTRY		RKO II, \$13.00* (Mc-Guild)	Stoner	Mary Quass
WMT, 1000, 5 PW (DA-N), MOR		CBS, \$40.00 (Katz)	Cosmos	Larry Edwards
FRAY-F, 98.1, 100 PW C 485, COUNTRY (TM)		RKO II, \$33.50 (Mc-Guild)	Stoner	Mary Quass
FRAY-F, 100.7, 100 PW C 850, ADP		RHO, \$19.00 (Selcom)	T. Ingstad (IOWA CITY)	Mark Renier
FRAY-F, 102.9, 100 PW C 350, CHR (Drake-Chen)		APR, \$32.50 (Christal)	Cowle	Bill Clymer
FRAY-F, 93.9, 100 PW C 500, CHR		APR, \$26.38 (Roslin)	(IOWA CITY)	Eliot Keller
FRAY-F, 104.5, 100 PW C 350, RELIGION		MBS, \$ NA (----)		Jim Young
FRAY-F, 96.5, 100 PW C 560, AC (Century 21)		, \$22.00* (Katz)	Cosmos	Larry Edwards

FRAY - See Waterloo

WHO - See Des Moines

REMARKS/COMMENTS

FRAY 104.5 for \$100,000...

CASPER

Arbitron Rank/Pop (12+): 173/65,700  
 CMA Rank/Pop: NA  
 MSA Rank/Pop: 333/77,400  
 ADI # 180  
 Average Person Rating: 19.8  
 Market TSL: 26.5 hours

Stations: 6/6  
 Diaries: 530/124:1/48.6%  
 Sample Target: 550  
 Standard Error: .741  
 % Below Line: 0  
 % Not Listed: 4.6

Est 1983 Revenue: \$4,000,000  
 CSI: .9 Bil  
 CSI HH: \$31,527  
 Retail \$: .7 Bil  
 Pop per Station: 10,950

12+ METRO	1/4/SHARE	FAL	SPG	FAL	SPG
		83	83	82	82
1. KTRS-F	41/13.5	---	26.2	---	27.2
2. KTWO	25/19.2	---	17.8	---	20.7
3. KVOC	19/14.6	---	29.0	---	25.0
4. KAWY-F	18/13.8	---	15.9	---	10.9
5. KQLT-F	15/11.5	---	---	---	---
6. KATI	6/ 4.6	---	2.8	---	7.6
7.					
8.					
9.					
10.					
11.					
12.					
13.					
14.					
15.					

12+ TSA	1/4/CUME	12+ METRO	CUME/	FAL	SPG
		METRO	CUME RATING	83	83
1. KTRS-F	52/434	1. KTRS-F	303/46.1	---	39.9
2. KTWO	35/448	2. KTWO	262/39.9	---	41.5
3. KVOC	23/243	3. KVOC	214/32.6	---	42.6
4. KAWY-F	19/220	4. KAWY-F	158/24.0	---	23.6
5. KQLT-F	16/166	5. KQLT-F	149/22.7	---	---
6. KATI	6/ 94	6. KATI	92/14.0	---	19.5
7.					
8.					
9.					
10.					
11.					
12.					
13.					
14.					
15.					

12+ FM SHARE (METRO): 59.70% (74 of 124) (SPG 83: 46.46%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KTRS-F	1. KTRS-F	1. KTRS-F	1. KTRS-F	1. KTRS-F	1. KVOC	1. KTRS-F	1. KTRS-F	1. KTRS-F	1. KTRS-F	1. KTRS-F
2. KAWY-F	2. KAWY-F	2. KTWO	2. KTWO	2. KTWO	2. KTWO	2. KTWO	2. KTWO	2. KTWO	2. KAWY-F	2. KAWY-F
3.	3. KTWO	3. KAWY-F	3. KVOC	3. KVOC	3. KTRS-F	3. KVOC	3. KQLT-F	3. KAWY-F	3. KTWO	3. KVOC
4.	4.	4.	4.	4.	4.	4.	4. KVOC	4.	4.	4. KTWO
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. KTRS-F	1. KTRS-F	1. KTRS-F	1. KTRS-F	1. KTRS-F	1. KAWY-F	1. KTRS-F	1. KTRS-F	1. KTRS-F	1. KTRS-F
2. KAWY-F	2. KAWY-F	2. KTWO	2. KTWO	2. KTWO	KTRS-F	2. KAWY-F	2. KAWY-F	2. KAWY-F	2. KTWO
3.	3. KTWO	3. KAWY-F	3. KAWY-F	3. KVOC	3.	3.	3. KTWO	3. KTWO	3. KVOC
4.	4.	4. KVOC	4.	4.	4.	4.	4. KVOC	4.	4. KQLT-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		41 (1)	41 (1)	33.1	
AOR		18 (1)	18 (1)	14.5	
AC/OLDIES/SOFT ROCK					
NOR/VARIETY	25 (1)		25 (1)	20.2	
COUNTRY	25 (2)		25 (2)	20.2	
BLACK/URBAN					
BTFM MUSIC		15 (1)	15 (1)	12.1	
NEWS/TALK					
NOSTALGIA					
RELIGION					
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS					

124 (6)

RADIO STATIONS

KATI, 1400, 1 KW/250 W, COUNTRY (Concept)	MBS, \$13.00 (Masla)		Tom Wiens
KTWO, 1030, 50 KW (DA-N), NOR	CBS, \$30.00 (Katz)	Harriscope	Bob Price
KVOC, 1230, 1 KW/250 W, COUNTRY	ABC-I, \$23.88 (Eastman)		Fred Hildebrand
KAWY-F, 94.5, 65 KW @ 1908, AOR/ROCK			Tom Wiens
KQLT-F, 103.7, 59 KW @ 1909, BTFM MUS (Bonne)			Dan Roberts
KTRS-F, 95.5, 94 KW @ 1965, CHR			Bill Hart

MISCELLANEOUS COMMENTS

KATI changed from AC to Country in August 84...KQLT is a new station which signed on in October 83...Arbitron missed sample target by about 4%...

CEDAR RAPIDS

Arbitron Rank/Pop (12+): 160/141,400  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 208/171,500  
 Part of Waterloo ADI  
 Average Person Rating: 17.3  
 Market TSL: 22.6 hours

Stations: 12/10  
 Diaries: 591/239:1/59.8%  
 Sample Target: 575  
 Standard Error: .833  
 % Below Line: 1.3  
 % Not Listed: 4.9

Est 1983 Revenue: \$6,100,000  
 CSI: 1.7 B11  
 CSI HH: \$26,440  
 Retail \$: 1.0 B11  
 Pop per Station: 14,140

	FAL	SPG	FAL	SPG	
12+ METRO 1/4/SHARE	83	83	82	82	
1. WMT	55/22.5	---	23.1	---	25.0
2. KQCR-F	42/17.2	---	10.1	---	18.6
3. KHAK-F	31/12.7	---	11.3	---	11.4
4. WMT-F	26/10.7	---	8.9	---	9.1
5. KKRQ-F	21/ 8.6	---	7.3	---	.9
6. KCDR	20/ 8.2	---	6.5	---	3.2
7. KCRG	15/ 6.1	---	9.7	---	10.9
8. KHAK	10/ 4.1	---	5.3	---	1.8
9. KTQF-F	5/ 2.0	---	1.2	---	.9
10. KRNA-F	4/ 1.6	---	4.9	---	8.6
11.					
12.					
13.					
14.					
15.					

BIRCH	12+ TSA 1/4/CUME
SHARE	
19.4	1. WMT 167/1609
20.2	2. KHAK-F 78/ 848
12.0	3. KQCR-F 62/ 876
8.7	WMT-F 62/ 754
16.1	5. KKRQ-F 54/ 677
5.0	6. KRNA-F 40/ 625
5.0	7. KCDR 24/ 221
2.5	8. KCRG 22/ 564
.8	9. WHO 18/ 317
3.3	10. KHAK 14/ 178
11.	
12.	
13.	
14.	
15.	

12+ METRO CUME/	FAL	SPG
METRO CUME RATING	83	83
1. WMT 530/37.5	---	36.9
2. KQCR-F 526/37.2	---	34.3
3. KCRG 367/26.0	---	33.1
4. WMT-F 339/24.0	---	21.6
5. KHAK-F 319/22.6	---	21.1
6. KKRQ-F 274/19.4	---	15.6
7. KCDR 183/12.9	---	13.0
8. KRNA-F 141/10.0	---	16.5
9. KHAK 127/ 9.0	---	11.8
10. KTQF-F 89/ 6.3	---	4.8
11.		
12.		
13.		
14.		
15.		

12+ FM SHARE (METRO): 55.60% (129 of 232) (SPG 83: 50.44%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KQCR-F	1. KQCR-F	1. KQCR-F	1. WMT-F	1. WMT-F	1. WMT	1. WMT	1. KQCR-F	1. KQCR-F	1. WMT	1. KQCR-F
2. KKRQ-F	2. WMT-F	2. WMT-F	2. KHAK-F	2. KHAK-F	2. KHAK-F	2. KQCR-F	2. WMT-F	2. WMT-F	2. KQCR-F	2. WMT
3.	3. KKRQ-F	3. KHAK-F	3. KQCR-F	3. WQCR-F	3. KCDR	3. KHAK-F	3. KHAK-F	3. KHAK-F+	3.	3. KHAK-F
4.	4. KHAK-F	4. WMT	4. WMT	4. WMT	4. WMT-F	4. WMT-F	4. WMT	4. WMT	4.	4. KCDR
5.	5.	5. KKRQ-F	5.	5.	5.	5.	5.	5.	5.	5. KKRQ-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. KQCR-F	1. WQCR-F	1. KQCR-F	1. KQCR-F	1. KQCR-F	1. KKRQ-F	1. KKRQ-F	1. KKRQ-F	1. KCRG	1. KHAK-F
2. WMT-F	2. WMT-F	2. WMT-F	2. WMT-F	2. WMT	2. KQCR-F	2. KQCR-F	2. WMT-F	2. WMT-F	WMT-F
3. KHAK-F	3. KHAK-F	3. KHAK-F	3. KHAK-F	WMT-F	3. KCRG	3. KCRG	3. KHAK-F	3. KHAK	3. KCRG
4.	4.	4. WMT	4.	4. KHAK-F	4.	WMT-F	4. KQCR-F	4.	4. KHAK
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		46 (2)	46 (2)	19.8	WGN 720 Chicago	.4/2.1
AOR		21 (1)	21 (1)	9.1	WHO 1040 Des Moines	.8/3.5
AC/OLDIES/SOFT ROCK	15 (1)	26 (1)	41 (2)	17.7		
MOR/VARIETY	56 (2)		56 (2)	24.1		
COUNTRY	10 (1)	31 (1)	41 (2)	17.7		
BLACK/URBAN						
BTFL MUSIC						
NEWS/TALK	2 (1)		2 (1)	0.9		
NOSTALGIA	20 (1)		20 (1)	8.6		
RELIGION		5 (1)	5 (1)	2.2		
SPANISH						
CLASSICAL						
UNKNOWN/OTHERS						
232 (12)						

RADIO STATIONS

KCDR, 1450, 1 KW/250 W	, NOST (Drake-Chen)	APR, \$12.00* (Christal)	Cowle	Bill Clymer
KCRG, 1600, 5 KW (DA-N)	, AC	ABC-E, \$21.00 (Torbet)	CR Gazette	Ed Lasco
KHAK, 1360, 1 KW (DAYS,DA), COUNTRY		RKO II, \$13.00* (Mc-Guild)	Stoner	Mary Quass
WMT, 600, 5 KW (DA-N), MOR		CBS, \$40.00 (Katz)	Cosmos	Larry Edwards
KHAK-F, 98.1, 100 KW @ 485, COUNTRY (TM)		RKO II, \$33.50 (Mc-Guild)	Stoner	Mary Quass
KKRQ-F, 100.7, 100 KW @ 850, AOR		RKO, \$19.00 (Selcom)	T. Ingstad (IOWA CITY)	Mark Renier
KQCR-F, 102.9, 100 KW @ 350, CHR (Drake-Chen)		APR, \$32.50 (Christal)	Cowle	Bill Clymer
KRNA-F, 93.9, 100 KW @ 590, CHR		APR, \$26.38 (Roslin)	(IOWA CITY)	Eliot Keller
KTQF-F, 104.5, 100 KW @ 550, RELIGION		MBS, \$ NA (----)		Jim Young
WMT-F, 96.5, 100 KW @ 540, AC (Century 21)		, \$22.00* (Katz)	Cosmos	Larry Edwards

KFMW - See Waterloo

WHO - See Des Moines

MISCELLANEOUS COMMENTS

KCDR sold for \$300,000...

CHARLESTON, SC

Arbitron Rank/Pop (12+): 82/374,900  
 CNSA Rank/Pop: NA  
 NSR Rank/Pop: 96/455,800  
 ADI # 111  
 Average Person Rating: 18.4  
 Market TSL: 24.6 hours

Stations: 19/16  
 Diaries: 750/500:1/46.7%  
 Sample Target: 700  
 Standard Error: .754  
 % Below Line: 3.0  
 % Not Listed: 7.8

Est 1983 Revenue: \$6,400,000  
 CSI: 3.2 Bil  
 CSI HH: 22.1 M  
 Retail \$: 1.9 Bil  
 Pop per Station: 23,431

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. WSSX-F	93/13.5	7.8	11.6	11.5	9.7	21.7	1. WSSX-F	1066/28.4	20.3	27.8
2. WEZL-F	91/13.2	14.3	12.7	13.2	12.3	12.0	2. WSSX-F	853/22.8	25.1	21.7
3. WNNZ-F	86/12.5	15.3	9.4	11.6	15.8	13.0	3. WEZL-F	845/22.5	24.8	28.4
4. WXTC-F	67/ 9.7	11.3	11.3	11.2	10.1	8.8	4. WXTC-F	742/19.8	17.9	18.3
5. WPAL	48/ 7.0	9.1	11.8	12.6	14.0	9.0	5. WTMA	590/15.7	15.0	18.9
6. WQIZ	44/ 6.4	5.4	4.2	6.3	4.8	2.7	6. WCSC	567/15.1	16.6	16.3
7. WTMA	35/ 5.1	2.7	5.9	4.0	5.4	3.9	7. WNDM-F	534/14.2	14.9	20.2
8. WCSC	31/ 4.5	5.1	4.9	7.2	6.9	4.9	8. WKQB-F	510/13.6	11.2	12.5
9. WKQB-F	30/ 4.4	3.4	3.5	2.5	3.8	5.3	9. WKTM-F	508/13.6	13.2	12.7
10. WWTM-F	25/ 3.6	3.7	6.1	4.7	5.5	4.5	10. WLWV-F	282/ 7.5	9.9	NA
11. WLWV-F	20/ 2.9	3.7	4.6	5.5	---	NA	11. WQIZ	277/ 7.4	5.0	NA
12. WGCA	16/ 2.3	4.1	3.2	2.9	1.8	1.2	12. WGCA	222/ 5.9	6.5	NA
13. WRCN	15/ 2.2	2.2	.7	.9	1.7	.7	13.	14.		
14.							14.			
15.							15.			

12+ FM SHARE (METRO): 68.77% (436 of 634) (SPG 83: 65.64%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AHD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WSSX-F	1. WNNZ-F	1. WNNZ-F	1. WEZL-F	1. WEZL-F	1. WEZL-F	1. WEZL-F	1. WSSX-F	1. WEZL-F	1. WNNZ-F	1. WSSX-F
2. WNNZ-F	2. WSSX-F	2. WSSX-F	2. WPAL	2. WXTC-F	2. WXTC-F	2. WSSX-F	2. WEZL-F	2. WSSX-F	2. WSSX-F	2. WNNZ-F
3.	3. WPAL	3. WEZI-F	3. WNNZ-F	3. WPAL	3.	3. WNNZ-F	3. WXTC-F	3. WNNZ-F	3. WEZL-F	3. WEZL-F
4.	4. WEZL-F	4. WPAL	4. WXTC-F	4. WNNZ-F	4.	4. WXTC-F	4. WNNZ-F	4. WXTC-F	4. WXTC-F	4. WPAL
5.	5. WKQB-F	5. WXTC-F	5. WSSX-F	5. WSSX-F	5.	5. WCSC	5.	5.	5.	5. WXTC-F

MON 18-24	MON 18-34	MON 18-49	MON 25-34	MON 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. WNNZ-F	1. WXTC-F	1. WNNZ-F	1. WNNZ-F	1. WNNZ-F	1. WPAL	1. WEZL-F
2. WNNZ-F	2. WNNZ-F	2. WNNZ-F	2. WPAL	2. WEZL-F	2. WSSX-F	2. WSSX-F	2. WEZL-F	2. WNNZ-F	2. WXTC-F
3. WKQB-F	3.	3. WEZL-F	3. WSSX-F	3. WPAL	3. WKQB-F	3. WPAL	3. WSSX-F	3. WEZL-F	3. WPAL
4. WTMA	4.	4. WXTC-F	4. WEZL-F	4. WNNZ-F	4. WTMA	4. WKQB-F	4. WPAL	4. WXTM-F	4. WNNZ-F
5.	5.	5. WPAL	5.	5. WSSX-F	5.	5. WKTM-F	5.	5. WSSX-F	5. WRCN

FORMATS	AM	FM	TOTAL	%	OTHER WAZED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP	35 (1)	123 (2)	158 (3)	24.9	WAZS 980 Summerville .3/2.1
AOR		25 (1)	25 (1)	3.9	WLNBF-F 94.3 Goose Creek .7/1.8
AC/OLDIES/SOFT ROCK	31 (1)		31 (1)	4.9	WKE 1340 Charleston 1.0/4.4
NOR/VARIETY	7 (1)		7 (1)	1.1	WCOS-F 97.9 Columbia .3/1.2
COUNTRY	2 (1)	98 (3)	100 (4)	15.8	WIGL-F 106.7 Orangeburg .7/1.8
BLACK/URBAN	92 (2)	118 (3)	210 (5)	33.1	WNDM-F 101.3 Sumter 1.7/4.6
BTFL MUSIC		67 (1)	67 (1)	10.6	
NEWS/TALK	15 (1)		15 (1)	2.4	
NOSTALGIA	16 (1)		16 (1)	2.5	
RELIGION					
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS		5 (1)	5 (1)	0.8	
			634 (19)		

RADIO STATIONS

WCSC, 1390, 5 KW (DA-N), AC	ABC-C, \$50.00*	(Mc-Guild)	Howard Keller
WGCA, 1450, 1 KW/250 W, NOST (Primetime)	ABC-I, \$26.50	(Masla)	Kevin O'Grady
WRCN, 910, 500 W (DAYS,DA), TALK/NEWS	ABC-T,CNN, \$17.00	(---)	Vance Brady
WKE, 1340, 1 KW/250 W, VARIETY	CBS, \$ 8.00	(---)	Harry Weaver
WPAL, 730, 1 KW (DAYS), BLACK	ABC-D,NBN, \$28.00	(Weiss)	Bill Saunders
WTMA, 1250, 5 KW/1 KW, AC/CONTEMP	MBS, \$33.75	(Katz)	C. Jones
WQIZ, 810, 5 KW (DAYS), BLACK/GOSPEL	SBN, \$14.00	(Selcom)	Scnnox (ST. GEORGE) Steve Judy
WEZL-F, 103.5, 100 KW @ 700, COUNTRY	NBC, \$64.50	(Blair)	John Price Buddy Barton
WKTM-F, 102.5, 100 KW @ 547, AOR	RKO, \$21.00*	(Eastman)	Carl Marroccci
WSSX-F, 95.1, 100 KW @ 350, CHR	, \$37.00	(Katz)	Scnnox Randy Odeneal
WNNZ-F, 93.5, 3 KW @ 510, BLACK	SDN, \$43.00	(HNWH)	Attaway (SUMMERVILLE) Ken Goodman
WXTC-F, 96.9, 100 KW @ 782, BTFL MUS (TM)	, \$60.00	(Mc-Guild)	Howard Keller
WKQB-F, 107.5, 100 KW @ 1049, CHR	, \$14.00	(Selcom)	(ST. GEORGE) Steve Judy
WLWV-F, 105.5, 3 KW @ 265, BLACK	, \$12.00	(Lazar)	(MONCKS CORNER) Clary Butler

MISCELLANEOUS COMMENTS

WSSX-F changed from AOR to CHR in December...WKTM-F is now AOR...WBER and WLWV-F (Moncks Corner) are now off the air because of financial problems...WGCA purchased WBJX-F (Goose Creek) and changed calls to WLNBF...WNNZ-F sold by Attaway for \$1,050,000...WKTM-F sold to Bahakel for \$2,840,000...WLWV sold for \$450,000 (Stan Raymond)...



CHARLESTON, WV

Arbitron Rank/Pop (12+): 133/226,100  
 CMA Rank/Pop: NA  
 MSA Rank/Pop: 152/272,400  
 ADI # 43 (with Huntington)  
 Average Person Rating: 16.9  
 Market TSL: 22.1 hours

Stations: 14/13  
 Diaries: 575/393:1/47.1%  
 Sample Target: 590  
 Standard Error: .843  
 % Below Line: 0.8  
 % Not Listed: 5.5

Est 1983 Revenue: \$6,200,000  
 CSI: 2.7 Bil  
 CSI HH: \$25,923  
 Retail \$: 1.8 Bil  
 Pop per Station: 17,392

12+ METRO	1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82	12+ TSA	1/4/CUME	12+ METRO	CUME/ RATING	FAL 83	SPG 83
1.	WKLC-F 58/15.1	---	11.7	---	11.7	1.	WQBE-F 117/1286	1.	WVAF-F 653/28.9	---	37.9
2.	WVAF-F 57/14.9	---	18.8	---	19.3	2.	WKLC-F 112/1192	2.	WKLC-F 595/26.3	---	20.9
3.	WVSR-F 46/12.0	---	8.1	---	2.9	3.	WVAF-F 88/1101	3.	WVSR-F 543/24.0	---	18.9
	WQBE-F 46/12.0	---	15.9	---	14.8	4.	WVSR-F 58/ 656	4.	WCHS 529/23.4	---	24.2
5.	WBES-F 41/10.7	---	9.4	---	6.0	5.	WQBE-F 57/ 507	5.	WQBE-F 489/21.6	---	25.4
6.	WCAW 40/10.4	---	8.6	---	13.8		WCAW 57/ 645	6.	WCAW 410/18.1	---	20.8
7.	WCHS 29/ 7.6	---	6.0	---	8.1	7.	WCHS 44/ 790	7.	WBES-F 333/14.7	---	14.5
8.	WTIP 12/ 3.1	---	4.2	---	4.4	8.	WEMM-F 28/ 471	8.	WQBE 169/ 7.5	---	15.1
9.	WKAZ 9/ 2.3	---	---	---	1.0	9.	WKAZ 12/ 184	9.	WTIP 157/ 6.9	---	10.3
10.	WSCW 8/ 2.1	---	1.6	---	.5	10.	WTIP 12/ 157	10.	WKAZ 141/ 6.2	---	---
11.						11.		11.			
12.						12.		12.			
13.						13.		13.			
14.						14.		14.			
15.						15.		15.			

12+ FM SHARE (METRO): 69.15% (251 of 363) (SPG 83: 69.53%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1.	WKLC-F 1.	WVAF-F 1.	WVAF-F 1.	WVAF-F 1.	WVAF-F 1.	WCAW 1.	WVAF-F 1.	WKLC-F 1.	WKLC-F 1.	WKLC-F 1.
2.	WVSR-F 2.	WVAF-F 2.	WKLC-F 2.	WQBE-F 2.	WQBE-F 2.	WCAW 2.	WCHS 2.	WKLC-F 2.	WVSR-F 2.	WVSR-F 2.
3.	WVAF-F 3.	WVSR-F 3.	WVSR-F 3.	WVSR-F 3.	WBES-F 3.	WQBE-F+ 3.	WBES-F 3.	WVAF-F 3.	WQBE-F 3.	WVSR-F 3.
4.	4.	4.	WQBE-F 4.	WKLC-F 4.	WKLC-F 4.	WCHS 4.	WVAF-F 4.	WQBE-F 4.	WBES-F 4.	WQBE-F 4.
5.	5.	5.	5.	5.	WBES-F 5.	WVAF-F 5.	WKLC-F 5.	WCAW 5.	5.	5.
					6.	WCAQ	WVSR-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.	WVSR-F 1.	WVAF-F 1.	WVAF-F 1.	WVAF-F 1.	WVAF-F 1.	1.	WKLC-F 1.	WKLC-F 1.	WKLC-F 1.	WQBE-F 1.
2.	WKLC-F 2.	WVSR-F 2.	WVSR-F 2.	WVSR-F 2.	WVSR-F 2.	2.	WVAF-F 2.	WVAF-F 2.	WVSR-F 2.	WVAF-F 2.
	WVAF-F 3.	WKLC-F 3.	WQBE-F 3.	WKLC-F 3.	WQBE-F 3.	3.	3.	WVSR-F 3.	WQBE-F 3.	WKLC-F 3.
4.	4.	4.	WQBE-F 4.	WKLC-F 4.	WBES-F 4.	4.	4.	4.	WVSR-F 4.	WCHS 4.
5.	5.	5.	5.	5.	WCAW 5.	5.	5.	5.	5.	5.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		103 (2)	103 (2)	28.5	WQBE 950 Charleston 1.3/7.5
AOR		58 (1)	58 (1)	16.1	WKV 1080 Hurricane .8/1.6
AC/OLDIES/SOFT ROCK	14 (2)		14 (2)	3.9	WXIT 1490 Charleston 1.6/4.3
MOR/VARIETY	29 (1)		29 (1)	8.0	WEMM-F 107.9 Huntington .8/4.3
COUNTRY	40 (1)	46 (1)	86 (2)	23.8	
BLACK/URBAN					
BTFL MUSIC		41 (1)	41 (1)	11.4	
NEWS/TALK					
NOSTALGIA	12 (1)		12 (1)	3.3	
RELIGION	14 (2)	3 (1)	17 (3)	4.7	
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS	3 (1)		3 (1)	0.8	
			361 (14)		

RADIO STATIONS

WCAW, 680, 50 KW/250 W (DA-N), COUNTRY (Klemm)	ABC-E, \$48.13 (Blair)	Capitol-Johnson	Paul Howard
WCHS, 580, 5 KW (DA-N), MOR	CBS,WSJ, \$37.75 (Selcom)	Rollins	Henry Goldman
WKAZ, 1300, 1 KW (DAYS), AC	, \$ NA (HNWH)		Lynn Martin
WQBE, 950, 5 KW/1 KM (DA-N), AC	ABC-I, \$41.63 (Mc-Guild)	Nininger	Bob Turley
WSCH, 1410, 5 KW (DAYS), RELIGION	MBS, \$ 9.00 (----)	CLW	Jim Bunn
WTIP, 1240, 1 KW/250 W (DA-1), NOSTALGIA (Al Ham)	NBC, \$20.00* (Eastman)	Beasley	T.K. Martin
WXIT, 1490, 1 KW/250 W, RELIGION	, \$ 7.50 (----)		Frank Blake
WBES-F, 96.1, 50 KW @ 830, BTFL MUS (TM)	CBS,WSJ, \$15.00 (Selcom)	Rollins	Mort Victorson
WKLC-F, 105.1, 50 KW @ 500, AOR (Burk-Abr)	Source, \$25.00* (HNWH)		Lynn Martin
WQBE-F, 97.5, 50 KW @ 500, COUNTRY	ABC-I, \$41.63 (Mc-Guild)	Nininger	Bob Turley
WVAF-F, 99.9, 50 KW @ 490, CONTEMP (Klemm)	ABC-F, \$48.13 (Blair)	Capitol-Johnson	Paul Howard
WVSR-F, 102.7, 50 KW @ 420, CHR	RKO, \$24.00* (Eastman)	Beasley	T.K. Martin

MISCELLANEOUS COMMENTS

WKAZ in Charleston changed calls to WQBE.. WGKV in St. Albans changed calls to WKAZ...WZTQ changed calls to WKV... Arbitron missed diary goal by 15 diaries...

CHARLOTTE

Arbitron Rank/Pop (12+): 39/845,000  
 CMSA Rank/Pop: 36/1,003,000  
 MSA Rank/Pop: 43/1,006,100  
 ADI # 32  
 Average Person Rating: 16.8  
 Market TSL: 22.7 hours

Stations: 30/26  
 Diaries: 1320/640:1/50.3%  
 Sample Target: 1130  
 Standard Error: .543  
 % Below Line: 2.9  
 % Not Listed: 8.0

Est. 1983 Revenue: \$16,700,000  
 CSI: 8.8 Bil  
 CSI HH: 24.1 M  
 Retail \$: 3.8 Bil  
 Pop per Station: 32,500

12+ METRO	1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82
1. WSOC-F	246/17.3	17.1	14.6	12.9	13.7
2. WPEG-F	153/10.8	10.8	9.5	11.8	8.0
3. WBT	109/ 7.7	10.7	11.6	12.9	11.3
4. WBCY-F	105/ 7.4	8.4	10.9	10.2	8.0
5. WROQ-F	102/ 7.2	8.2	8.4	8.5	10.7
6. WEZC-F	86/ 6.1	6.1	8.0	10.9	8.4
7. WJZR-F	76/ 5.4	2.7	---	---	---
8. WZXI-F	58/ 4.1	8.7	7.6	3.1	2.7
9. WLTV-F	53/ 3.7	3.2	3.3	3.9	3.5
10. WQCC	40/ 2.8	2.9	5.2	2.8	3.8
11. WLON	38/ 2.7	---	---	---	---
12. WGIV	32/ 2.3	3.4	3.2	3.4	6.9
13. WSOC	28/ 2.0	3.6	2.5	3.6	3.9
14.					
15.					
16.					
17.					
18.					
19.					
20.					
21.					
22.					
23.					
24.					
25.					

12+ TSA	1/4/CUME
1. WSOC-F	425/4172
2. WROQ-F	229/2616
3. WPEG-F	205/1831
4. WBCY-F	185/2911
5. WTQR-F	151/1720
6. WEZC-F	137/1921
7. WBT	131/2178
8. WJZR-F	99/1343
9. WZXI-F	87/1147
10. WFMX-F	76/ 763
11. WLTV-F	67/1352
12. WQCC	40/ 248
13. WLON	39/ 266
14.	
15.	
16.	
17.	
18.	
19.	
20.	
21.	
22.	
23.	
24.	
25.	

12+ METRO CUME/ METRO CUME RATING	FAL 83	SPG 83
1. WSOC-F	2303/27.3	27.2 27.0
2. WBCY-F	1775/21.0	23.4 25.0
3. WBT	1653/19.6	24.9 27.8
4. WROQ-F	1340/15.9	17.1 17.0
5. WPEG-F	1291/15.3	16.8 17.1
6. WEZC-F	1222/14.5	15.9 17.8
7. WJZR-F	1072/12.7	6.7 ---
8. WLTV-F	966/11.4	12.2 10.1
9. WZXI-F	712/ 8.4	12.4 16.2
10. WGIV	571/ 6.8	9.2 9.7
11. WSOC	503/ 6.0	9.4 8.9
12. WAYS	386/ 4.6	6.1 9.2
13. WTQR-F	285/ 3.4	--- ---
14.		
15.		
16.		
17.		
18.		
19.		
20.		
21.		
22.		
23.		
24.		
25.		

12+ FM SHARE (METRO): 71.1% (929 of 1305) (SPG 83: 67.17%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WJZR-F	1. WPEG-F	1. WSOC-F	1. WSOC-F	1. WSOC-F	1. WSOC-F	1. WSOC-F	1. WSOC-F	1. WSOC-F	1. WPEG-F	1. WSOC-F
2. WPEG-F	2. WBCY-F	2. WPEG-F	2. WPEG-F	2. WPEG-F	2. WBT	2. WBT	2. WPEG-F	2. WPEG-F	2. WSOC-F	2. WPEG-F
3. WROQ-F	3. WSOC-F	3. WBCY-F	3. WBT	3. WBT	3. WZXI-F	3. WBCY-F	3. WBT	3. WROQ-F	3. WBT	3. WROQ-F
4. WSOC-F	4. WROQ-F	4. WEZC-F	4. WEZC-F	4. WEZC-F	4. WEZC-F	4. WPEG-F	4. WEZC-F	4. WEZC-F	4. WROQ-F	4. WBCY-F
5. WBCY-F	5. WEZC-F	5. WROQ-F	5. WBCY-F	5. WBCY-F	5. WPEG-F	5. WROQ-F	5. WBCY-F	5. WBT	5. WJZR-F	5. WJZR-F
6.	6. WJZR-F	6. WBT	6.	6.	6.	6. WEZC-F	6. WROQ-F	6. WJZR-F	6. WEZC-F	6. WEZC-F
7.	WLTV-F	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. WPEG-F	1. WPEG-F	1. WSOC-F	1. WSOC-F	1. WSOC-F
2. WBCY-F	2. WPEG-F	2. WPEG-F	WSOC-F	2. WPEG-F	2. WROQ-F	2. WROQ-F	2. WPEG-F	2. WPEG-F	2. WBT
3. WROQ-F	3. WSOC-F	3. WBCY-F	3. WPEG-F	3. WEZC-F	3. WBCY-F	3. WBCY-F	3. WBCY-F	3. WROQ-F	3. WPEG-F
4. WJZR-F	4. WEZC-F	4. WEZC-F	4. WEZC-F	4. WBT	4.	4. WSOC-F	4. WBT	4. WBCY-F	4. WBCY-F
5. WEZC-F	5. WROQ-F	5. WBT	5. WBT	5. WBCY-F	5.	5. WEZC-F	5. WEZC-F	5. WEZC-F	5. WROQ-F
WSOC-F	6. WJZR-F	6.	6. WLTV-F	6.	6.	6. WLTV-F	6.	6. WBT	6. WEZC-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		188 (3)	188 (3)	14.4	WAAK 960 Dallas .4/1.3
AOR		107 (2)	107 (2)	8.2	WAME 1480 1.1/1.6
AC/OLDIES/SOFT ROCK	30 (3)	139 (2)	169 (5)	13.0	WAYS 610 .8/4.6
MOR/VARIETY	115 (2)		115 (2)	8.8	WGNC 1450 Gastonia .6/2.0
COUNTRY	59 (3)	271 (4)	330 (7)	25.3	WGSP 1310 1.3/1.5
BLACK/URBAN	72 (2)	153 (1)	225 (3)	17.2	WHVN 1240 .6/1.4
BTFL MUSIC		58 (1)	58 (1)	4.4	WIXE 1190 Monroe .8/1.7
NEWS/TALK	12 (1)		12 (1)	0.9	WRHI 1340 Rock Hill, SC .4/ .9
NOSTALGIA	28 (1)		28 (1)	2.1	WRKB 1460 Kannapolis 1.3/1.6
RELIGION	43 (3)	13 (1)	56 (4)	4.3	WSAT 1280 Salisbury 1.2/1.5
SPANISH					WSTP 1490 Salisbury .4/2.0
CLASSICAL					WRDX-F 106.5 Salisbury .4/1.1
UNKNOWN/OTHERS	17 (1)		17 (1)	1.3	WXIK-F 96.1 Shelby .5/2.0
			1305 (30)		WFMX-F 105.7 Statesville .4/1.2
					WKZL-F 107.5 Winston Salem .4/1.9
					WMIT-F 106.9 Black Mountain .9/2.2
					WTQR-F 104.1 Wins-Salem 1.0/3.4 12+ ADI 1/4

RADIO STATIONS

AM STATIONS

WAME, 1480, 5 KW (DA-2), RELIGION	APR, \$ 22.00 (----)	Swaggert	Jim Bell	1. WSOC-F
WAYS, 610, 5 KW/1 KW (DA-2), NEWS/TALK (Burk-Abr)	CBS,WSJ,NBC-T,ABC-T, \$30.00* (Eastman)	Swaggert	Sis Kaplan	2. WROQ-F
WBT, 1110, 50 KW (DA-N), MOR/AC	ABC-I, \$100.00* (Blair)	Jeff-Pilot	Bill Jennings	3. WPEG-F
WGIV, 1600, 1 KW/500 W (DA-N), BLACK	NBN, \$ 31.00 (Selcom)		Hal Harrill	4. WBCY-F
WGSP, 1310, 1 KW (DAYS,DA), OLDIES	ABC-D, \$ 34.00 (Selcom)		Dick Tomlinson	5. WEZC-F
WHVN, 1240, 1 KW/250 W (DA-1), RELIGION	NBC, \$ NA (----)	Buck	Tom Gentry	6. WBT
HQCC, 1540, 1 KW (DAYS), BLACK	, \$ NA (Savalli)		Wayne Hammond	7. WJZR-F
WSOC, 930, 5 KW/1 KW (DA-N), NOSTALGIA	MBS, \$ 30.00* (Christal)	Cox	Lee Morris	8. WZXI-F
WLON, 1050, 1 KW (DAYS), COUNTRY	, \$ 6.00 (Southern)	(LINCOLNTON)	Jack Brown	9. WLTV-F
WIRC, 630, 1 KW (DAYS), COUNTRY	, \$ 9.00 (Southern)	(HICKORY)	Jerry Oakley	10. WFMX-F
				11. WTQR-F
				12. WQCC
				13. WLON
				14. WSOC
				15. WIRC

FM STATIONS

WBCY-F, 107.9, 100 KW @ 980, CONTEMP	ABC-F, \$ 80.00* (Blair)	Jeff-Pilot	Bill Jennings	12+ ADI CUME
WEZC-F, 104.7, 100 KW @ 1240, AC (Burk-Abr)	, \$ 64.00 (MMR)	EZ	Gary Brobst	1. WSOC-F
WLTV-F, 96.9, 100 KW @ 1250, AC (Fairwest)	, \$ 52.50 (Katz)	Capitol-WRAL	Larry Rouse	2. WBCY-F
WPEG-F, 97.9, 50 KW @ 390, BLACK (Drake-Chen)	SBN, \$ 66.00* (HNWH)	(CONCORD)	Bill Rollins	3. WROQ-F
WROQ-F, 95.1, 100 KW @ 574, AOR (Burk-Abr)	RKO, \$ 70.00* (Eastman)		Sis Kaplan	4. WBT
WSOC-F, 103.7, 100 KW @ 1040, COUNTRY (TM)	MBS, \$110.00* (Christal)	Cox	Lee Morris	5. WEZC-F
WZXI-F, 101.9, 100 KW @ 870, BTFL MUS (Bonne)	, \$ 38.00 (Republic)	(GASTONIA)	Jerry McSwain	6. WPEG-F
WJZR-F, 99.7, 50 KW @ 320, CHR	, \$ NA (Selcom)	Downs	Paul Downs	7. WLTV-F
WFMX-F, 105.7, 100 KW @ 350, COUNTRY/GOSPEL	, \$ 6.50 (Southern)	(STATESVILLE)	J. Bonfield	8. WJZR-F
WXIK-F, 96.1, 100 KW @ 286, CHR	, \$ 12.00 (Southern)	(SHELBY)	Harold Watson	9. WZXI-F
WXRC-F, 95.7, 100 KW @ 330, CHR	, \$ 19.50 (Southern)	(HICKORY)	Jerry Oakley	10. WTQR-F
				11. WXRC-F
				12. WFMX-F
				13. WSOC
				14. WGIV
				15. WXIK-F

ADI FM SHARE:  
74.74%

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

MISCELLANEOUS COMMENTS

WGIV sold to Attaway  
for \$600,000 (Raymond)

Four additional counties were added to the Charlotte metro. This change added a number of stations to the market. It also drastically decreased "below-the-line" listening. Comparisons with data from past ratings books may not be valid. There are now 26 stations which are home to the metro. This compares with only 17 in Fall 83.

CHATTANOOGA

Arbitron Rank/Pop (12+): 84/364,200  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 101/441,900  
 ADI # 79  
 Average Person Rating: 17.3  
 Market TSL: 23.1 hours

Stations: 16/16  
 Diaries: 731/4981/42.5%  
 Sample Target: 740  
 Standard Error: .773  
 % Below Line: 0  
 % Not Listed: 7.3

Est 1983 Revenue: \$7,000,000  
 CSI: 3.5 Bil  
 CSI HH: 21.0 M  
 Retail \$: 2.1 Bil  
 Pop per Station: 22,763

12+ METRO	1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82	12+ TSA	1/4/CUME	12+ METRO	CUME/	FAL 83	SPG 83			
								METRO CUME RATING						
1.	WSKZ-F	87/13.8	12.7	14.7	12.1	15.3	1.	WSKZ-F	168/2091	1.	WSKZ-F	998/27.4	29.0	28.8
2.	WJTT-F	79/12.5	11.0	3.9	4.8	4.0	2.	WUSY-F	161/1578	2.	WDEF-F	803/22.0	22.9	24.8
3.	WJTT-F	78/12.4	8.7	9.5	10.1	10.8	3.	WDOD-F	114/1404	3.	WUSY-F	776/21.3	19.3	15.6
4.	WDEF-F	56/ 8.9	11.2	11.8	9.8	9.3	4.	WJTT-F	83/ 700	4.	WDOD-F	740/20.3	21.9	33.7
5.	WNOO	55/ 8.7	5.6	4.5	6.5	6.9	5.	WDEF-F	75/1006	5.	WJTT-F	644/17.7	14.7	14.5
6.	WDOD-F	54/ 8.6	9.4	18.4	12.3	10.9	6.	WNOO	55/ 506	6.	WDEF	616/16.9	18.4	21.4
7.	WDEF	42/ 6.7	8.7	9.8	9.5	11.6	7.	WDEF	43/ 650	7.	WDOD	577/15.8	16.0	16.3
8.	WDOD	37/ 5.9	5.8	5.2	6.5	4.8	8.	WDOD	42/ 642	8.	WNOO	506/13.9	9.9	9.6
9.	WGOW	27/ 4.3	4.3	5.2	3.5	5.5	9.	WOWE-F	30/ 332	9.	WGOW	487/13.4	12.2	13.6
10.	WDXB	15/ 2.4	2.1	2.1	1.5	1.0	10.	WGOW	28/ 532	10.	WDXB	255/ 7.0	6.8	6.3
	WOWE-F	15/ 2.4	3.0	3.1	4.5	1.0	11.			11.	WOWE-F	245/ 6.7	6.9	6.9
12.	WCHU-F	11/ 1.7	3.0	1.1	1.8	2.3	12.			12.	WFLI	194/ 5.3	8.8	7.6
13.							13.			13.				
14.							14.			14.				
15.							15.			15.				

12+ FM SHARE (METRO): 65.07% (380 of 584) (SPG 83: 66.27%)

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. WJTT-F	1. WUSY-F	1. WUSY-F	1. WDEF-F	1. WDEF-F	1. WUSY-F	1. WSKZ-F	1. WSKZ-F
2.	WJTT-F	2. WJTT-F	2. WUSY-F	2. WSKZ-F	2. WDOD-F	2. WDOD-F	2. WDOD-F	2. WJTT-F	2. WJTT-F	2. WNOO
3.	WUSY-F	3. WUSY-F	3. WSKZ-F	3. WJTT-F	3. WDEF-F	3. WUSY-F	3. WUSY-F	3. WSKZ-F	3. WUSY-F	3. WUSY-F
4.	4. WNOO	4. WNOO	4. WDOD-F	4. WDEF-F	4. WJTT-F	4. WDEF	4. WSKZ-F	4. WDOD-F	4. WDOD-F	4. WDOD-F
5.	5. WDOD-F	5. WNOO	5. WDOD-F	5. WSKZ-F	5. WDOD	5. WJTT-F	WDEF-F	5.	5. WDXB	WJTT-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.	WJTT-F	1. WJTT-F	1. WJTT-F	1. WUSY-F	1. WUSY-F	1. WSKZ-F	1. WSKZ-F	1. WSKZ-F	1. WSKZ-F
2.	WUSY-F	2. WUSY-F	2. WUSY-F	2. WJTT-F	2. WJTT-F	2. WJTT-F	2. WJTT-F	2. WUSY-F	2. WUSY-F
3.	WSKZ-F	3. WSKZ-F	3. WSKZ-F	3. WSKZ-F	3. WDEF-F	3. WOME-F	3. WNOO	3. WJTT-F	3. WDOD-F
4.	4. WGOW	4. WGOW	4. WDEF-F	4. WNOO	4. WDOD-F	WNOO	WUSY-F	4. WDOD-F	4. WGOW
5.	WNOO	WNOO	5.	5.	5.	5.	5.	5.	5.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO	SHARE & CUME RATING	
TOP 40/CHR/CONTEMP		87 (1)	87 (1)	14.9	WEPG	910 S. Pittsburgh	1.3/2.5
AOR		15 (1)	15 (1)	2.6	WFLI	1070 Lookout Mountain	1.4/5.3
AC/OLDIES/SOFT ROCK	27 (1)		27 (1)	4.6	WLFA	1590 Lafayette, GA	1.3/1.9
MOR/VARIETY	50 (2)		50 (2)	8.6	WZRA	1450 Chattanooga	.5/1.9
COUNTRY	60 (3)	133 (2)	193 (5)	33.0			
BLACK/URBAN	55 (1)	78 (1)	133 (2)	22.8			
BTFM MUSIC		56 (1)	56 (1)	9.6			
NEWS/TALK							
NOSTALGIA		11 (1)	11 (1)	1.9			
RELIGION	9 (1)		9 (1)	1.5			
SPANISH							
CLASSICAL							
UNKNOWN/OTHERS	3 (1)		3 (1)	.5			
				584 (16)			

RADIO STATIONS

WDEF, 1370, 5 KW (DA-N), MOR	WSJ, CBS, NBC-T, \$48.75	(Katz)	Park	Ben Cagle
WDOD, 1310, 5 KW (DA-N), COUNTRY	ABC-E, \$30.50	(Torbet)	Bahakel	
WFLI, 1070, 50 KW/1 KW (DA-2), RELIGION	ABC-C, \$16.00*	(Mc-Guild)	Benns (LOOKOUT MT.)	Bill Benns
WGOW, 1150, 5 KW/1 KW (DA-N), AC	\$42.00	(Eastman)	Bloomington	Don Newberg
WNOO, 1260, 5 KW (DAYS), BLACK	SBN, \$11.50	(Lazar)		Lee Henderson
WDXB, 1490, 1 KW/250 W, COUNTRY	\$10.00	(----)		
WCHU-F, 102.3, 3 KW @ 700, NOSTALGIA	\$18.00	(----)		Charles Dunn
WDEF-F, 92.3, 100 KW @ 895, BTFM MUS (Bonne)	\$40.00	(Katz)	Park	Ben Cagle
WDOD-F, 96.5, 100 KW @ 1010, COUNTRY	ABC-E, \$46.00*	(Torbet)	Bahakel	
WJTT-F, 94.3, 3 KW @ 325, BLACK	ABC-C, \$20.25	(Mc-Guild)	Benns (RED BANK)	Bill Benns
WONE-F, 105.5, 3 KW @ 270, AOR	Source, \$18.00	(----)	(ROSSVILLE, GA)	David King
WSKZ-F, 106.5, 100 KW @ 1076, CHR	\$58.63	(Eastman)	Bloomington	Don Newberg
WUSY-F, 100.7, 100 KW @ 360, COUNTRY	APR, RKI II, \$32.50	(HNWH)	(CLEVELAND)	Dave Coppack

MISCELLANEOUS COMMENTS

WZRA sold for \$550,000...Arbitron fell 9 diaries short of sample target...big shift in country listening to WUSY...

CHICAGO

Arbitron Rank/Pop (12+): 3/6,396,600  
 CNSA Rank/Pop: 3/7,974,000  
 MSA Rank/Pop: 3/6,051,700  
 ADI # 3  
 Average Person Rating: 18.8  
 Market TSL: 24.4 hours

Stations: 32/32  
 Diaries: 3144/2034:1/47.8%  
 Sample Target: 3040  
 Standard Error: .362  
 % Below Line: 0  
 % Not Listed: 7.9

Est. 1983 Revenue: \$129,400,000  
 CSI: 66.0 Bill  
 CSI HI: 29.8 M  
 Retail \$: 39.8 Bill  
 Pop per Station: 199,894

12+ METRO	1/4/SHARE	WIN 84	FAL 83	SUM 83	SPG 83	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/ METRO CUME RATING	FAL 83	SPG 83
1. WGN	1058/8.8	8.6	9.6	8.3	8.7	8.9	1. WGN 1367/17578	1. WGN 13289/20.8	20.2	19.7
2. WBCI-F	735/6.1	5.8	4.7	6.2	5.1	6.1	2. WMAQ 826/13333	2. WBBM-F 11722/18.3	19.1	16.7
3. WL00-F	675/5.6	5.8	5.3	5.9	5.4	2.6	3. WLS 758/16635	3. WBBM 10199/15.9	18.8	17.7
4. WBMX-F	582/4.8	4.8	4.9	5.8	4.3	5.6	4. WCCI-F 741/ 8749	4. WKQX-F 9177/14.3	11.2	11.5
5. WBBM-F	558/4.6	5.0	5.1	5.0	4.4	6.9	5. WL00-F 691/ 7105	5. WLS 9063/14.2	15.2	17.1
6. WKQX-F	549/4.6	4.3	3.0	4.1	2.7	4.3	6. WBBM 635/12773	6. WCCI-F 8596/13.4	12.4	11.6
7. WBBM	539/4.5	4.9	5.5	4.6	5.0	3.8	7. WBMX-F 608/ 8678	7. WLS-F 8558/13.4	14.9	13.7
8. WMAQ	495/4.1	2.9	3.6	4.3	3.3	5.3	8. WBBM-F 580/12359	8. WBMX-F 8251/12.9	12.3	12.1
9. WCLR-F	489/4.1	3.4	3.7	3.6	3.7	3.1	9. WKQX-F 554/ 9323	9. WCLR-F 8065/12.6	11.1	11.5
10. WLS-F	422/3.5	2.9	3.2	3.1	3.6	4.8	10. WCLR-F 499/ 8295	10. WMAQ 7754/12.1	11.9	12.0
11. WLUP-F	414/3.4	3.0	2.3	2.3	3.5	3.7	11. WLS-F 453/ 9329	11. WMET-F 7257/11.3	11.9	10.1
12. WNET-F	401/3.3	3.4	3.2	3.6	3.0	4.1	12. WLUP-F 443/ 7444	12. WLUP-F 6926/10.8	10.0	9.9
13. WLS	389/3.2	3.7	3.8	3.4	3.1	4.7	13. WNET-F 414/ 7579	13. WL00-F 6916/10.8	10.8	11.5
14. WLAK-F	386/3.2	3.9	3.7	2.6	2.4	2.9	14. WLAK-F 399/ 6765	14. WLAK-F 6439/10.1	10.3	6.7
15. WJJD	348/2.9	2.4	2.9	3.1	3.2	3.4	15. WJJD 386/ 5434	15. WFYR-F 6298/ 9.8	8.9	9.7
16. WFYR-F	330/2.7	3.0	3.1	3.1	2.7	3.0	16. WIND 347/ 5071	16. WJJD 4757/ 7.4	7.6	8.5
17. WNSN-F	324/2.7	2.7	2.6	2.5	2.1	2.7	17. WFYR-F 344/ 6589	17. WNSN-F 4697/ 7.3	7.3	6.0
18. WIND	323/2.7	3.3	4.2	3.4	4.3	3.3	18. WNSN-F 334/ 4900	18. WIND 4625/ 7.2	8.5	10.3
19. WXRT-F	293/2.4	3.2	2.7	3.5	3.4	3.8	19. WXRT-F 296/ 4462	19. WXRT-F 4343/ 6.8	6.8	6.8
20. WAIT	245/2.0	1.7	1.9	2.3	2.1	1.0	20. WAIT 271/ 3807	20. WAIT 3410/ 5.3	5.7	5.6
21. WOJO-F	237/2.0	2.5	2.5	1.7	2.8	.6	21. WOJO-F 237/ 1597	21. WJPC 3393/ 5.3	6.8	7.3
22. WJEZ-F	200/1.7	1.8	1.7	1.6	1.7	1.7	22. WJEZ-F 206/ 3382	22. WJEZ-F 3257/ 5.1	5.7	5.2
23. WFMT-F	188/1.6	1.5	1.3	1.2	1.9	2.3	23. WFMT-F 190/ 3196	23. WFMT-F 3054/ 4.8	4.6	4.8
24. WJPC	174/1.4	1.3	1.4	2.2	2.5	1.0	24. WJPC 177/ 3559	24. WCFL 2578/ 4.0	5.8	4.9
25. WCCI	145/1.2	.9	.9	1.6	1.4	1.8	25. WCCI 145/ 2248	25. WAGO-F 2230/ 3.5	2.8	3.1

12+ FM SHARE (METRO): 63.80% (7060 of 11065) (SPG 83: 59.52%)

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. WCCI-F	1. WCCI-F	1. WCCI-F	1. WCCI-F	1. WGN	1. WGN	1. WL00-F	1. WGN	1. WCCI-F	1. WBBM-F
2. WNET-F	2. WKQX-F	2. WKQX-F	2. WCLR-F	2. WGN	2. WL00-F	2. WLS+	2. WGN	2. WLS-F	2. WBMX-F	2. WBMX-F
3. WBMX-F	3. WLUP-F	3. WBMX-F	3. WGN	3. WCLR-F	3. WBBM	3. WBBM	3. WCLR-F	3. WCCI-F	3. WBBM-F	3. WGN
4. WCCI-F	4. WBBM-F	4. WCLR-F	4. WKQX-F	4. WL00-F	4. WMAQ	4. WCCI-F	4. WCCI-F	4. WL00-F	4. WGN	4. WCCI-F
5. WLS	5. WLS-F	5. WLS-F	5. WL00-F	5. WKQX-F	5. WJJD	5. WKQX-F	5. WKQX-F	5. WBBM-F	5. WNET-F	5. WL00-F
6. WKQX-F	6. WXRT-F	6. WGN	6. WLS-F	6. WLS-F	6. WCLR-F	6. WL00-F	6. WL00-F	6. WCLR-F	6. WMAQ	6. WMAQ
7. WLUP-F	7. WCLR-F	7. WLUP-F	7. WFYR-F	7. WFYR-F	7. WNSN-F	7. WMAQ	7. WMAQ	7. WKQX-F	7. WKQX-F	7. WKQX-F
8. WLS-F	8. WBBM-F	8. WL00-F	8. WLS	8. WNSN-F	8. WCCI-F	8. WBBM-F	8. WMAQ	8. WBBM-F	8. WL00-F	8. WLUP-F
9.	9. WNET-F	9. WFYR-F	9. WBMX-F	9. WMAQ	9. WLAK-F	9. WBMX-F	9. WLUP-F	9. WNET-F	9. WLUP-F	9. WCLR-F
10.	10. WFYR-F	10. WLS	10. WMAQ	10. WLS	10. WIND	10. WCLR-F	10. WJJD	10. WMAQ	10. WIND	10. WJJD

KOM 18-24	KOM 18-34	KOM 18-49	KOM 25-34	KOM 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. WBMX-F	1. WCCI-F	1. WCCI-F	1. WCCI-F	1. WCCI-F	1. WLUP-F	1. WCCI-F	1. WCCI-F	1. WCCI-F	1. WGN
2. WBBM-F	2. WKQX-F	2. WKQX-F	2. WKQX-F	2. WL00-F	2. WBMX-F	2. WLUP-F	2. WLS-F	2. WXRT-F	2. WCCI-F
3. WKQX-F	3. WBMX-F	3. WCLR-F	3. WCLR-F	3. WCLR-F	3. WKQX-F	3. WLS-F	3. WGN	3. WLS-F	3. WLS-F
4. WCCI-F	4. WCLR-F	4. WBMX-F	4. WLS-F	4. WKQX-F	4. WCCI-F	4. WXRT-F	4. WLUP-F	4. WLUP-F	4. WCLR-F
5. WCLR-F	5. WBBM-F	5. WL00-F	5. WFYR-F	5. WGN	5. WNET-F	5. WKQX-F	5. WBMX-F	5. WLS	5. WNSN-F
6. WNET-F	6. WLS-F	6. WLAK-F	6. WBBM-F	6. WLAK-F	6. WLS-F	6. WBMX-F	6. WKQX-F	6. WGN	6. WLS
7. WLAK-F	7. WLUP-F	7. WBBM-F	7. WLUP-F	7. WFYR-F	7. WXRT-F	7. WNET-F	7. WXRT-F	7. WKQX-F	7. WFYR-F
8. WLS-F	8. WLAK-F	8. WFYR-F	8. WBBM-F	8. WMAQ	8. WBBM-F	8. WLS	8. WLS	8. WFYR-F	8. WKQX-F
9. WLUP-F	9. WFYR-F	9. WLS-F	9. WLAK-F	9. WBMX-F	9. WLS	9. WGN	9. WCLR-F	9. WOJO-F	9. WMAQ
10. WXRT-F	10. WNET-F	10. WGN	10. WXRT-F	10. WLS	10. WLAK-F	10. WOJO-F	10. WFYR-F	10. WCLR-F	10. WBMX-F

CHATTANOOGA

Arbitron Rank/Pop (12+): 84/364,200  
 CMA Rank/Pop: NA  
 MSA Rank/Pop: 101/441,900  
 ADI # 79  
 Average Person Rating: 17.3  
 Market TSL: 23.1 hours

Stations: 16/16  
 Diaries: 731/498/1/42.5%  
 Sample Target: 740  
 Standard Error: .773  
 % Below Line: 0  
 % Not Listed: 7.3

Est 1983 Revenue: \$7,000,000  
 CSI: 3.5 Bil  
 CSI HH: 21.0 M  
 Retail \$: 2.1 Bil  
 Pop per Station: 22,763

12+ METRO	1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82	
1.	WSKZ-F	87/13.8	12.7	14.7	12.1	15.3
2.	WUSY-F	79/12.5	11.0	3.9	4.8	4.0
3.	WJTT-F	78/12.4	8.7	9.5	10.1	10.8
4.	WDEF-F	56/ 8.9	11.2	11.8	9.8	9.3
5.	WN00	55/ 8.7	5.6	4.5	6.5	6.9
6.	WDOD-F	54/ 8.6	9.4	18.4	12.3	10.9
7.	WDEF	42/ 6.7	8.7	9.8	9.5	11.6
8.	WDOD	37/ 5.9	5.8	5.2	6.5	4.8
9.	WGOW	27/ 4.3	4.3	5.2	3.5	5.5
10.	WDXB	15/ 2.4	2.1	2.1	1.5	1.0
	WOWE-F	15/ 2.4	3.0	3.1	4.5	1.0
12.	WCHU-F	11/ 1.7	3.0	1.1	1.8	2.3
13.						
14.						
15.						

12+ TSA	1/4/CUME
1.	WSKZ-F 168/2091
2.	WUSY-F 161/1578
3.	WDOD-F 114/1404
4.	WJTT-F 83/ 700
5.	WDEF-F 75/1006
6.	WN00 55/ 506
7.	WDEF 43/ 650
8.	WDOD 42/ 642
9.	WOWE-F 30/ 332
10.	WGOW 28/ 532
11.	
12.	
13.	
14.	
15.	

12+ METRO	CUME/ RATING	FAL 83	SPG 83
1.	WSKZ-F 998/27.4	29.0	28.8
2.	WDEF-F 803/22.0	22.9	24.8
3.	WUSY-F 776/21.3	19.3	15.6
4.	WDOD-F 740/20.3	21.9	33.7
5.	WJTT-F 644/17.7	14.7	14.5
6.	WDEF 616/16.9	18.4	21.4
7.	WDOD 577/15.8	16.0	16.3
8.	WN00 506/13.9	9.9	9.6
9.	WGOW 487/13.4	12.2	13.6
10.	WDXB 257/ 7.0	6.8	6.3
11.	WOWE-F 245/ 6.7	6.9	6.9
12.	WFLI 194/ 5.3	8.8	7.6
13.			
14.			
15.			

12+ FM SHARE (METRO): 65.07% (380 of 584) (SPG 83: 66.27%)

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. WJTT-F	1. WUSY-F	1. WUSY-F	1. WDEF-F	1. WDEF-F+	1. WUSY-F	1. WSKZ-F	1. WSKZ-F
2.	WJTT-F	2. WJTT-F	2. WUSY-F	2. WSKZ-F	2. WDOD-F	2. WDOD-F	2. WDOD-F+	2. WJTT-F	2. WJTT-F	2. WN00
3.	WUSY-F	3. WUSY-F	3. WSKZ-F	3. WJTT-F	3. WDEF-F	WUSY-F	3. WUSY-F	3. WSKZ-F	WUSY-F	3. WUSY-F
4.		4. WN00	4. WDOD-F	4. WDEF-F	4. WJTT-F	4. WDEF	4. WSKZ-F	4. WDOD-F	4. WDOD-F	4. WDOD-F
5.		5. WDOD-F	5. WN00	5. WDOD-F	5. WSKZ-F	5. WDOD	5. WJTT-F	WDEF-F	5. WDXB	WJTT-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.	WJTT-F	1. WJTT-F	1. WJTT-F	1. WUSY-F	1. WUSY-F	1. WSKZ-F	1. WSKZ-F	1. WSKZ-F	1. WSKZ-F
2.	WUSY-F	2. WUSY-F	2. WUSY-F	2. WJTT-F	2. WJTT-F	2. WJTT-F	2. WJTT-F	2. WUSY-F	2. WUSY-F
3.	WSKZ-F	3. WSKZ-F	3. WSKZ-F	3. WSKZ-F	3. WDEF-F	3. WNO0	3. WJTT-F	3. WDOD-F	WDOD-F
4.		4. WGOW	4. WDEF-F	4. WN00	4. WDOD-F	WN00	WUSY-F	4. WDOD-F	4. WGOW
5.		WN00	WN00	5.	WN00	5.	WDOD-F	5. WN00	5.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTENP		87 (1)	87 (1)	14.9	WEPG 910 S. Pittsburgh 1.3/2.5
AOR		15 (1)	15 (1)	2.6	WFLI 1070 Lookout Mountain 1.4/5.3
AC/OLDIES/SOFT ROCK	27 (1)		27 (1)	4.6	WFLA 1590 Lafayette, GA 1.3/1.9
MOR/VARIETY	50 (2)		50 (2)	8.6	WZRA 1450 Chattanooga .5/1.9
COUNTRY	60 (3)	133 (2)	193 (5)	33.0	
BLACK/URBAN	55 (1)	78 (1)	133 (2)	22.8	
BTFI MUSIC		56 (1)	56 (1)	9.6	
NEWS/TALK					
NOSTALGIA		11 (1)	11 (1)	1.9	
RELIGION	9 (1)		9 (1)	1.5	
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS	3 (1)		3 (1)	.5	
			584 (16)		

RADIO STATIONS

WDEF, 1370, 5 KW (DA-N), MOR	WSJ,CBS,NBC-T, \$48.75 (Katz)	Park	Ben Cagle
WDOD, 1310, 5 KW (DA-N), COUNTRY	ABC-E, \$30.50 (Torbet)	Bahakel	
WFLI, 1070, 50 KW/1 KW (DA-2), RELIGION	ABC-C, \$16.00* (Mc-Guild)	Benns (LOOKOUT MT.)	Bill Benns
WGOW, 1150, 5 KW/1 KW (DA-N), AC	\$42.00 (Eastman)	Bloomington	Don Newberg
WN00, 1260, 5 KW (DAYS), BLACK	SBN, \$11.50 (Lazar)		Lee Henderson
WDXB, 1490, 1 KW/250 W, COUNTRY	\$10.00 (----)		
WCHU-F, 102.3, 3 KW @ 700, NOSTALGIA	\$18.00 (----)		Charles Dunn
WDEF-F, 92.3, 100 KW @ 895, BTFI MUS (Bonne)	\$40.00 (Katz)	Park	Ben Cagle
WDOD-F, 96.5, 100 KW @ 1010, COUNTRY	ABC-E, \$46.00* (Torbet)	Bahakel	
WJTT-F, 94.3, 3 KW @ 325, BLACK	ABC-C, \$20.25 (Mc-Guild)	Benns (RED BANK)	Bill Benns
WOWE-F, 105.5, 3 KW @ 270, AOR	Source, \$18.00 (----)	(ROSSVILLE,GA)	David King
WSKZ-F, 106.5, 100 KW @ 1076, CHR	\$58.63 (Eastman)	Bloomington	Don Newberg
WUSY-F, 100.7, 100 KW @ 360, COUNTRY	APR,RKI II, \$32.50 (HNWH)	(CLEVELAND)	Dave Coppack

MISCELLANEOUS COMMENTS

WZRA sold for \$550,000...Arbitron fell 9 diaries short of sample target...big shift in country listening to WUSY...

CHICAGO

Arbitron Rank/Pop (12+): 3/6,396,600  
 CMSA Rank/Pop: 3/7,974,000  
 MSA Rank/Pop: 3/6,051,700  
 ADI # 3  
 Average Person Rating: 18.8  
 Market TSL: 24.4 hours

Stations: 32/32  
 Diaries: 3144/2034:1/47.8%  
 Sample Target: 3040  
 Standard Error: .362  
 % Below Line: 0  
 % Not Listed: 7.9

Est. 1983 Revenue: \$129,400,000  
 CSI: 66.0 Bil  
 CSI HI: 29.8 M  
 Retail \$: 39.8 Bil  
 Pop per Station: 199,894

12+ METRO	1/4/SHARE	WIN 84	FAL 83	SUM 83	SPG 83	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/ METRO CUME RATING	FAL 83	SPG 83
1. WGN	1058/8.8	8.6	9.6	8.3	8.7	8.9	1. WGN 1367/17578	1. WGN 13289/20.8	20.2	19.7
2. WBNI-F	735/6.1	5.8	4.7	6.2	5.1	6.1	2. WMAQ 826/13333	2. WBMM-F 11722/18.3	19.1	16.7
3. WLOO-F	675/5.6	5.8	5.3	5.9	5.4	2.6	3. WLS 758/16635	3. WBMM 10199/15.9	18.8	17.7
4. WBMX-F	582/4.8	4.8	4.9	5.8	4.3	5.6	4. WGCI-F 741/ 8749	4. WKQX-F 9177/14.3	11.2	11.5
5. WBMM-F	558/4.6	5.0	5.1	5.0	4.4	6.9	5. WLOO-F 691/ 7105	5. WLS 9063/14.2	15.2	17.1
6. WKQX-F	549/4.6	4.3	3.0	4.1	2.7	4.3	6. WBMM 635/12773	6. WGCI-F 8596/13.4	12.4	11.6
7. WBBM	539/4.5	4.9	5.5	4.6	5.0	3.8	7. WBMX-F 608/ 8678	7. WLS-F 8558/13.4	14.9	13.7
8. WMAQ	495/4.1	2.9	3.6	4.3	3.3	5.3	8. WBMM-F 580/12359	8. WBMX-F 8251/12.9	12.3	12.1
9. WCLR-F	489/4.1	3.4	3.7	3.6	3.7	3.1	9. WKQX-F 554/ 9323	9. WCLR-F 8065/12.6	11.1	11.5
10. WLS-F	422/3.5	2.9	3.2	3.1	3.6	4.8	10. WCLR-F 499/ 8295	10. WMAQ 7754/12.1	11.9	12.0
11. WLUP-F	414/3.4	3.0	2.3	2.3	3.5	3.7	11. WLS-F 453/ 9329	11. WMET-F 7257/11.3	11.9	10.1
12. WMET-F	401/3.3	3.4	3.2	3.6	3.0	4.1	12. WLUP-F 443/ 7444	12. WLUP-F 6926/10.8	10.0	9.9
13. WLS	389/3.2	3.7	3.8	3.4	3.1	4.7	13. WMET-F 414/ 7579	13. WLOO-F 6916/10.8	10.8	11.5
14. WLAK-F	386/3.2	3.9	3.7	2.6	2.4	2.9	14. WLAK-F 399/ 6765	14. WLAK-F 6439/10.1	10.3	6.7
15. WJJD	348/2.9	2.4	2.9	3.1	3.2	3.4	15. WJJD 386/ 5434	15. WFYR-F 6298/ 9.8	8.9	9.7
16. WFYR-F	330/2.7	3.0	3.1	3.1	2.7	3.0	16. WIND 347/ 5071	16. WJJD 4757/ 7.4	7.6	8.5
17. WUSN-F	324/2.7	2.7	2.6	2.5	2.1	2.7	17. WFYR-F 344/ 6589	17. WUSN-F 4697/ 7.3	7.3	6.0
18. WIND	323/2.7	3.3	4.2	3.4	4.3	3.3	18. WUSN-F 334/ 4900	18. WIND 4625/ 7.2	8.5	10.3
19. WXRT-F	293/2.4	3.2	2.7	3.5	3.4	3.8	19. WXRT-F 296/ 4462	19. WXRT-F 4343/ 6.8	6.8	6.8
20. WAIT	245/2.0	1.7	1.9	2.3	2.1	1.0	20. WAIT 271/ 3807	20. WAIT 3410/ 5.3	5.7	5.6
21. WOJO-F	237/2.0	2.5	2.5	1.7	2.8	1.6	21. WOJO-F 237/ 1597	21. WJPC 3393/ 5.3	6.8	7.3
22. WJEZ-F	200/1.7	1.8	1.7	1.6	1.7	1.7	22. WJEZ-F 206/ 3382	22. WJEZ-F 3257/ 5.1	5.7	5.2
23. WFMT-F	188/1.6	1.5	1.3	1.2	1.9	2.3	23. WFMT-F 190/ 3196	23. WFMT-F 3054/ 4.8	4.6	4.8
24. WJPC	174/1.4	1.3	1.4	2.2	2.5	1.0	24. WJPC 177/ 3559	24. WCLF 2578/ 4.0	5.8	4.9
25. WGCI	145/1.2	.9	.9	1.6	1.4	1.8	25. WGCI 145/ 2248	25. WAGO-F 2230/ 3.5	2.8	3.1

12+ FM SHARE (METRO): 63.80% (7060 of 11065) (SPG 83: 59.52%)

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

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

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP	389 (1)	1601 (4)	1990 (5)	18.0	WAGO-F 105.9 Elmwood Park .6/3.5
AOR		1108 (3)	1108 (3)	10.0	WAUR-F 107.9 Aurora .6/1.5
AC/OLDIES/SOFT ROCK		1274 (4)	1274 (4)	11.5	WCFL 1000 1.0/4.0
MOR/VARIETY	1108 (2)		1108 (2)	10.0	WJOL 1340 Joliet .4/1.1
COUNTRY	495 (1)	524 (2)	1019 (3)	9.2	WNIB-F 97.1 .8/3.4
BLACK/URBAN	438 (3)	1317 (2)	1755 (5)	15.9	WVON 1450 1.0/2.1
BTFL MUSIC		675 (1)	675 (1)	6.1	WYCA-F 92.3 Hammond .4/1.5
NEWS/TALK	862 (2)		862 (2)	7.8	
NOSTALGIA	593 (2)		593 (2)	5.4	
RELIGION	120 (1)	45 (1)	165 (2)	1.5	
SPANISH		237 (1)	237 (1)	2.1	
CLASSICAL		279 (2)	279 (2)	2.5	
UNKNOWN/OTHERS					

11065 (32)

12+ ADI 1/4

RADIO STATIONS

AM STATIONS

WAIT, 820, 5 KW/1 KW (DA-N), NOSTALGIA				, \$ 63.75 (Katz)	Century	Al Wilson	4. WBBM-F
WBBM, 780, 50 KW				CBS, \$210.00* (CBS Spot)	CBS	Gregg Peterson	5. WBMX-F
WCFL, 1000, 50 KW (DA-2), RELIGION				MBS, \$ 60.00* (----)		Keith Hallam	6. WBBM-F
WGCI, 1390, 5 KW (DA-2), BLACK				SBN, \$ 60.00* (Mc-Guild)	Gannett	Marv Dyson	7. WBBM
WGN, 720, 50 KW				ABC-I, \$265.00* (Christal)	Tribune Co.	Wayne Vriesman	8. WKQX-F
WIND, 560, 5 KW (DA-2), TALK/NEWS				ABC-E,WSJ, \$125.00* (Group W)	Westinghouse	David Graves	9. WLS
WJJD, 1160, 50 KW/10 KW (DA-2), NOSTALGIA (Al Ham)				, \$100.00* (MMR)	Plough/Infinity	Harvey Pearlman	10. WCLR-F
WJPC, 950, 1 KW/5 KW (DA-N), BLACK				NBN, \$101.00 (----)	Johnson	Charles Mootry	11. WLS-F
WLS, 890, 50 KW				ABC-C, \$210.00* (Blair)	ABC	John Gehron	12. WLUP-F
WMAQ, 670, 50 KW				NBC, \$175.00* (Eastman)	NBC	Tom Hoyt	13. WMET-F
WOPA, 1490, 1 KW/250 W				, \$ 36.00 (Caballero)		Sid Schneider	14. WLAK-F
WSBC, 1240, 1 KW/250 W				, \$ 24.00 (----)		Dan Lee	15. WJJD

FM STATIONS

WAGO-F, 105.9, 4 KW @ 1575, CHR				, \$ NA (Katz)	Cox		1. WGN
WBBM-F, 96.3, 6 KW @ 1174, CHR				CBS-R, \$160.00* (CBS/FM)	CBS	Brian Pussilano	2. WBBM-F
WBMX-F, 102.7, 6 KW @ 1170, BLACK				ABC-F, \$152.00 (Masla)		Kernie Anderson	3. WLS
WCLR-F, 101.9, 5 KW @ 1520, AC				, \$140.00* (Torbet)	Bonneville	Chet Redpath	4. WBBM
WFMT-F, 98.7, 16 KW @ 1167, CLASSICAL				, \$126.25 (CMBS)		Ray Noorstrand	5. WMAQ
WFYR-F, 103.5, 4 KW @ 1548, AC				RKO, \$135.00 (Republic)	RKO	Bernie Kuale	6. WKQX-F
WGCI-F, 107.5, 33 KW @ 600, URBAN				MBS, \$131.00* (Mc-Guild)	Gannett	Marv Dyson	7. WLS-F
WJEZ-F, 104.3, 19 KW @ 820, COUNTRY				RKO II, \$100.00* (MMR)	Plough/Infinity	Harvey Pearlman	8. WLS-F
WKQX-F, 101.1, 6 KW @ 1170, CHR				, \$169.38 (Eastman)	NBC	Jim Smith	9. WBBM-F
WLAK-F, 93.9, 5 KW @ 1581, SOFT AC				, \$170.00 (Christal)	Viacom	Mike Murphy	10. WCLR-F
WLOO-F, 100.3, 6 KW @ 1167, BTFL MUS (Bonne)				, \$246.25 (Katz)	Century	Harvey Wittenberg	11. WMET-F
WLS-F, 94.7, 6 KW @ 1170, CHR/AOR				ABC-R, \$175.00* (Blair)	ABC	John Gehron	12. WLUP-F
WLUP-F, 97.9, 6 KW @ 1170, AOR				, \$145.00* (MMR)	Heftel	Jim deCastro	13. WLUP-F
WMET-F, 95.5, 6 KW @ 1170, AOR				, \$150.00* (HNWH)	Doubleday	Bob Gould	12. WLOO-F
WNIB-F, 97.1, 6 KW @ 1196, CLASSICAL				, \$ 55.00 (----)		Sonia Florian	14. WLAK-F
WOJO-F, 105.1, 6 KW @ 1174, SPANISH				, \$ 62.00 (Lotus)		Athena Sofios	15. WFYR-F
WUSN-F, 99.5, 6 KW @ 1170, COUNTRY				ABC-D, \$110.00* (Selcom)	First Media	Drew Horowitz	
WXRT-F, 93.1, 7 KW @ 1310, AOR				, \$115.00* (Selcom)		Seth Mason	

ADI FM SHARE:  
62.00%

CALL LETTER CHANGES

WXFM-F changed to WAGO-F (April 2)  
WXOL becomes WVON after the  
original WVON changed to WGCI

FORMAT CHANGES

WAGO: from Jazz to CHR  
WCFL: from MOR to Relig  
WKQX is now classified  
as CHR  
WJEZ switched to Oldies  
after rating period

STATION SALES

WJJD, WJEZ-F: From Plough  
to Infinity for  
\$14,000,000 (Crisler)

MISCELLANEOUS COMMENTS

7% increase in FM Share...  
WLS-F is 60% male yet  
they are classified as  
CHR...Best book in some  
time for WKQX



CINCINNATI

Arbitron Rank/Pop (12+): 28/1,158,600  
 CNSA Rank/Pop: 22/1,672,000  
 MSA Rank/Pop: 29/1,404,000  
 ADI # 28  
 Average Person Rating: 17.7  
 Market TSL: 23.3 hours

Stations: 23/19  
 Diaries: 1541/752:1/56.5%  
 Sample Target: 1320  
 Standard Error: .506  
 % Below Line: 2.4  
 % Not Listed: 8.6

Est. 1983 Revenue: \$27,600,000  
 CSI: 13.7 Bil  
 CSI III: 26.8 M  
 Retail \$: 7.0 Bil  
 Pop per Station: 60,979

12+ METRO	1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82	BIRCH SHARE	12+ TSA	1/4/CUME	12+ METRO	CUME/RATING	FAL 83	SPG 83	
1.	WKRF-F	206/10.0	8.2	8.8	8.1	8.0	9.7	1. WLW	323/5220	1. WLW	3038/26.2	18.8	22.1
2.	WLW	183/ 8.9	5.4	7.5	5.8	10.2	7.9	2. WKRF-F	290/4191	2. WKRF-F	2883/24.9	21.4	24.4
3.	WKRC	179/ 8.7	7.9	5.6	8.6	8.2	9.6	3. WEBN-F	205/2825	3. WKRC	2543/21.9	23.6	17.7
4.	WEBN-F	165/ 8.0	7.2	8.8	9.5	9.8	8.5	4. WKRC	199/3168	4. WEBN-F	2192/18.9	19.4	21.7
5.	WRRM-F	161/ 7.9	6.6	6.2	7.1	6.2	8.2	5. WLLT-F	181/2825	5. WRRM-F	2171/18.7	16.0	16.0
6.	WWEZ-F	126/ 6.1	7.6	8.8	7.8	7.1	6.6	6. WRRM-F	174/2429	6. WLLT-F	1898/16.4	15.6	16.2
7.	WBLZ-F	116/ 5.7	5.7	3.7	5.1	3.9	6.2	7. WHIO-F	167/1997	7. WWEZ-F	1689/14.6	14.7	16.4
8.	WLLT-F	114/ 5.6	5.9	6.2	4.1	4.3	6.5	8. WWEZ-F	161/2203	8. WBLZ-F	1342/11.6	12.2	11.0
9.	WCKY	108/ 5.3	6.2	6.6	7.2	4.5	4.3	9. WUBE-F	150/1935	9. WSKS-F	1330/11.5	10.8	7.6
10.	WUBE-F	101/ 4.9	4.9	7.5	7.4	5.6	3.8	10. WBLZ-F	149/1986	10. WCKY	1316/11.4	14.3	13.1
11.	WKXF-F	87/ 4.2	4.2	3.0	3.2	1.9	4.5	11. WKXF-F	130/1805	11. WUBE-F	1249/10.8	11.1	13.6
12.	WSKS-F	74/ 3.6	4.5	2.7	2.1	2.4	6.5	12. WSKS-F	130/2362	12. WKXF-F	1231/10.6	9.8	9.5
13.	WCIN	56/ 2.7	4.1	2.3	3.6	4.4	2.1	13. WCKY	124/1544	13. WCIN	796/ 6.9	7.8	6.3
14.	WMLX	55/ 2.7	3.2	3.8	4.3	5.9	3.3	14. WDAO-F	96/1201	14. WSAI	672/ 5.8	8.0	9.0
15.	WSAI	34/ 1.7	2.0	2.1	1.5	2.9	1.0	15. WMLX	57/ 655	15. WMLX	627/ 5.4	5.7	7.9
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 (NETRO): 65.14% (1220 of 1873) (SPG 83: 66.24%)

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

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.	WKRF-F	1. WRRM-F	1. WRRM-F	1. WRRM-F	1. WEBN-F	1. WEBN-F	1. WEBN-F	1. WEBN-F	1. WEBN-F
2.	WRRM-F	2. WKRF-F	2. WKRF-F	2. WLLT-F	2. WKRF-F	2. WKRF-F	2. WKRF-F	2. WKRF-F	2. WLW
3.	WEBN-F	3. WLLT-F	3. WLLT-F	3. WKRF-F	3. WSKS-F	3. WSKS-F	3. WLW	3. WRRM-F	3. WKRC
4.	WLLT-F	4. WEBN-F	4. WKRC	4. WBLZ-F	4. WLLT-F	4. WRRM-F	4. WRRM-F	4. WBLZ-F	4. WRRM-F
5.	WBLZ-F	5. WBLZ-F	5. WBLZ-F	5. WEBN-F	5. WRRM-F	5. WBLZ-F	5. WKRC	5. WLLT-F	5. WLLT-F
6.	WUBE-F	6. WKRC	6. WEBN-F	6. WKRC	6. WKRF-F	6. WLW	6. WBLZ-F	6. WKRC	6. WKRF-F
7.		7. WUBE-F	7.	7.	7.	7.	7.	7.	7. WUBE-F
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		206 (1)	206 (1)	11.0	WHKK-F 100.9	Erlanger, KY	.4/1.5
AOR		239 (2)	239 (2)	12.7	WLYK-F 107.1	Milford	1.6/2.5
AC/OLDIES/SOFT ROCK		275 (2)	275 (2)	14.7	WNOP	740 Newport, KY	.9/2.7
MOR/VARIETY	372 (3)		372 (3)	19.8	WTSJ	1050	.4/1.3
COUNTRY	34 (1)	188 (2)	222 (3)	11.8	WCNW	1560 Fairfield	.3/ .9
BLACK/URBAN	56 (1)	134 (2)	190 (3)	10.1	WFPB	910 Middletown	.5/1.1
BTFL MUSIC		169 (3)	169 (3)	9.0	WDAO-F 107.7	Dayton	.9/2.9
NEWS/TALK	108 (1)		108 (1)	5.8	WHIO-F 99.1	Dayton	.5/1.6
NOSTALGIA	55 (1)		55 (1)	2.9			
RELIGION	14 (2)	9 (1)	23 (3)	1.2			
SPANISH							
CLASSICAL							
UNKNOWN/OTHERS	18 (1)		18 (1)	1.0			
			1877 (23)				

12+ ADI 1/4

RADIO STATIONS

AM STATIONS

WCIN, 1480, 5 KW/500 W (DA-2), BLACK	NBN, \$ 28.00 (Weiss)		Ken McDowell
WCKY, 1530, 50 KW (DA-N), NEWS/TALK	CBS,MBS,WSJ, \$67.50 (CBS Spot)	Federated	Phil McDonald
WKRC, 550, 5 KW/1 KW (DA-2), MOR/AC	ABC-E, \$ 77.00* (Katz)	Taft	John Soller
WLW, 700, 50 KW, MOR	NBC, \$ 70.00* (Eastman)		J. Martin
WMLX, 1230, 1 KW/250 W, NOSTALGIA (Primetime)	\$37.00 (Mc-Guild)	Plough/DKM	Terry Dean
WNOP, 740, 1 KW (DAYS,DA), JAZZ	\$ 30.00 (----)	(NEWPORT,KY)	J. Parker
WSAI, 1360, 5 KW (DA-N), COUNTRY	APR, \$ 45.00 (Christal)	Booth	Jim Wood
WTSJ, 1050, 1 KW (DAYS), RELIGION	\$ 13.00 (----)	Jacor	David Prince

FM STATIONS

WBLZ-F, 103.5, 50 KW @ 500, BLACK	SBN, \$ 70.00 (Masla)	BENI (HAMILTON)	Peter Eden
WEBN-F, 102.7, 31 KW @ 610, AOR (Pollack)	\$ 80.00* (Torbet)	Wood	Frank Wood
WHKK-F, 100.9, 3 KW @ 300, RELIGION	\$ 13.00 (----)	Mortenson (ERLANDER,KY)	
WKRQ-F, 101.9, 25 KW @ 660, CHR	ABC-F, \$100.00* (Katz)	Taft	Mark Hubbard
WXFX-F, 94.1, 32 KW @ 550, COUNTRY	\$ 45.00 (Christal)	Booth	Jim Wood
WLLT-F, 94.9, 27 KW @ 640, CONTEMP/AC	\$ 60.00* (HNWH)	Heftel (FAIRFIELD)	Ken Wolt
WLYK-F, 107.1, 3 KW @ 300, BTFL MUS (Bonne)	\$ 29.00 (Groskin)	Perry (MILFORD)	Perry Samuels
WRRM-F, 98.5, 15 KW @ 810, AC	\$ 70.00* (Blair)	Susquehanna	Gordon Obarski
WUBE-F, 105.1, 11 KW @ 920, COUNTRY	\$ 65.00 (Mc-Guild)	Plough/DKM	Terry Dean
WNEZ-F, 92.5, 11 KW @ 905, BTFL MUS (SRP)	\$ 88.00 (CBS Spot)	Federated	Phil McDonald
WSKS-F, 96.5, 15 KW @ 810, AOR	ABC-R, \$ 45.00* (Eastman)	(HAMILTON)	

12+ ADI CUME

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

ADI FM SHARE:

65.66%

CALL LETTER CHANGES

FORMAT CHANGES

WLYK-F changing to AC after the rating period

STATION SALES

WLYK-F sold by Perry Samuels for \$850,000

MISCELLANEOUS COMMENTS

WLW has their best book in two years...

WMLX, WUBE-F: from Plough to DKM for estimated \$8,800,000

CLEVELAND

Arbitron Rank/Pop (12+): 21/1,543,200  
 CMSA Rank/Pop: 11/2,808,000  
 MSA Rank/Pop: 18/1,854,600  
 ADI # 11 (with Akron)  
 Average Person Rating: 17.8  
 Market TSL: 23.6 hours

Stations: 26/23  
 Diaries: 1791/862:1/53.4%  
 Sample Target: 1570  
 Standard Error: .471  
 % Below Line: 1.9  
 % Not Listed: 6.1

Est. 1983 Revenue: \$33,300,000  
 CSI: 20.0 Bil  
 CSI III: \$8.6 M  
 Retail %: 9.4 Bil  
 Pop per Station: 67,096

12+ METRO	1/4/SHARE	WIN 84	FAL 83	SUM 83	SPG 83	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/ METRO CUME RATING	FAL 83	SPG 83
1. WMMS-F	286/10.4	10.0	10.2	8.9	8.2	11.6	1. WMMS-F 566/6793	1. WMMS-F 3318/21.5	20.9	19.5
2. WDOK-F	234/ 8.5	9.3	7.3	9.4	7.2	4.7	2. WGCL-F 374/6208	2. WGCL-F 3184/20.6	22.3	21.1
3. WZAK-F	200/ 7.3	7.1	5.3	5.2	4.5	6.7	3. WMJI-F 280/3965	3. WLTF-F 2681/17.4	14.5	14.1
4. WQAL-F	193/ 7.0	9.0	7.2	5.9	7.3	6.9	4. WDOK-F 275/3277	4. WDOK-F 2513/16.3	15.5	16.8
5. WGCL-F	183/ 6.7	6.6	8.1	9.8	7.3	9.7	5. WLTF-F 267/4170	5. WMJI-F 2463/16.0	17.5	18.6
6. WMJI-F	168/ 6.1	6.1	6.6	5.9	5.7	7.0	6. WQAL-F 247/3068	6. WQAL-F 2255/14.6	13.9	15.8
7. WLTF-F	167/ 6.1	4.9	4.7	4.7	4.1	5.7	7. WZAK-F 245/2550	7. WMWE 2027/13.1	9.3	15.5
8. WBBG	154/ 5.6	6.7	7.0	7.0	6.5	5.0	8. WKSU-F 216/2630	8. WZAK-F 1930/12.5	10.4	9.5
9. WJW	121/ 4.4	2.8	3.6	2.4	3.1	1.9	9. WBBG 176/2024	9. WERE 1896/12.3	12.5	13.0
10. WDMT-F	116/ 4.2	3.6	3.8	3.6	5.3	5.5	10. WKDD-F 164/2861	10. WDMT-F 1830/11.9	10.5	12.2
11. WKSU-F	109/ 4.0	4.8	4.5	2.6	4.5	3.6	11. WMWE 145/3487	11. WBBG 1752/11.4	13.5	13.5
12. WERE	99/ 3.6	4.5	4.2	3.8	3.9	3.3	12. WDMT-F 142/2290	12. WJW 1524/ 9.9	9.0	8.3
13. WMWE	88/ 3.2	1.8	1.9	4.9	4.6	3.5	13. WJW 137/1887	13. WRQC-F 1516/ 9.8	7.6	5.4
14. WGAR	85/ 3.1	3.4	3.1	3.5	3.7	2.2	14. WDBN-F 119/1255	14. WGAR 1489/ 9.6	11.5	12.2
15. WRQC-F	57/ 2.1	2.0	1.5	.9	1.3	3.3	15. WGAR 119/2363	15. WKSU-F 1297/ 8.4	9.2	10.1
16. WABQ	50/ 1.8	1.6	2.7	1.9	2.1	3.6	16. WERE 103/2037	16. WHK 980/ 6.4	16.5	11.0
17. WCLV-F	47/ 1.7	1.7	2.4	2.4	2.9	3.4	17. WSLR 77/1170	17. WJMO 907/ 5.9	6.0	8.0
18. WJMO	47/ 1.7	2.7	1.6	2.3	2.4	1.9	18. WAEZ-F 74/ 934	18. WCLV-F 841/ 5.4	6.4	6.8
19. WHK	41/ 1.5	2.2	3.8	3.9	3.5	1.7	19. WRQC-F 66/1787	19. WKDD-F 649/ 4.2	4.8	5.7
20. WDBN-F	38/ 1.4	.7	.8	1.6	.8	.6	20. WABQ 50/ 457	20. WABQ 457/ 3.0	3.6	4.5
21.							21.			
22.							22.			
23.							23.			
24.							24.			
25.							25.			

12+ FM SHARE (METRO): 71.17% (1834 of 2577) (SPG 83: 65.86%)

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. WMMS-F	1. WDOK-F	1. WMMS-F	1. WMMS-F	1. WMMS-F	1. WZAK-F	1. WMMS-F
2. WMMS-F	2. WZAK-F	2. WLTF-F	2. WMJI-F	2. WMJI-F	2. WQAL-F	2. WDOK-F	2. WDOK-F	2. WDOK-F	2. WMMS-F	2. WDOK-F
3. WZAK-F	3. WLTF-F	3. WZAK-F	3. WLTF-F	3. WLTF-F	3. WBBG	3. WQAL-F	3. WQAL-F	3. WLTF-F	3. WGCL-F	3. WQAL-F
4. WRQC-F	4. WMJI-F	4. WMJI-F	4. WZAK-F	4. WZAK-F	4. WKSU-F	4. WQAL-F	4. WMJI-F	4. WQAL-F	4. WMWE	4. WBBG
5. WDMT-F	5. WGCL-F	5. WGCL-F	5. WDOK-F	5. WDOK-F	5. WMJI-F	5. WZAK-F	5. WLTF-F	5. WMJI-F	5. WDOK-F	5. WZAK-F
6.	6. WDMT-F	6. WDMT-F	6. WDMT-F	6. WQAL-F	6. WJW	6. WGCL-F	6. WBBG	6. WBBG	6. WJW	6. WGCL-F
7.	7.	7. WDOK-F	7. WKSU-F	7. WKSU-F	7. WLTF-F	7. WMJI-F	7. WZAK-F	7. WZAK-F	7. WMJI-F	7. WLTF-F
8.	8.	8.	8.	8.	8.	8. WLTF-F	8.	8.	8.	8. WMJI-F
9.	9.	9.	9.	9.	9.	9. WERE	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10. WJW	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. WLTF-F	1. WLTF-F	1. WLTF-F	1. WZAK-F	1. WLTF-F	1. WMMS-F	1. WMMS-F	1. WMMS-F	1. WMMS-F	1. WMMS-F
WMMS-F	WZAK-F	2. WZAK-F	2. WLTF-F	2. WZAK-F	2.	2.	2. WMJI-F	2. WZAK-F	2. WMJI-F
3. WZAK-F	3. WMMS-F	3. WMJI-F	3. WMJI-F	3. WDOK-F	3.	3.	3. WZAK-F	3. WMJI-F	3. WDMT-F
4. WGCL-F	4. WMJI-F	4. WMMS-F	4. WMMS-F	4. WMJI-F	4.	4.	4. WDMT-F	4. WLTF-F	4. WLTF-F
5. WMJI-F	5. WGCL-F	5. WGCL-F	5. WGCL-F	5. WQAL-F	5.	5.	5. WLTF-F	5. WGAR	5. WGAR
6.	6. WDMT-F	6. WDOK-F	6. WDMT-F	6. WMMS-F	6.	6.	6. WGCL-F	6.	6. WKSU-F
7.	7. WRQC-F	7. WDMT-F	7.	7. WKSU-F	7.	7.	7. WGAR	7.	7. WZAK-F
8.	8.	8.	8.	8.	8.	8.	8.	8.	8. WDOK-F
9.	9.	9.	9.	9.	9.	9.	9.	9.	9. WMWE
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

COLUMBIA, SC

Arbitron Rank/Pop (12+): 86/357,700  
 CNSA Rank/Pop: NA  
 MSA Rank/Pop: 102/433,200  
 ADI # 90  
 Average Person Rating: 17.8  
 Market TSL: 23.8 hours

Stations: 15/13  
 Diaries: 794/451:1/50.9%  
 Sample Target: 720  
 Standard Error: .741  
 % Below Line: 1.7  
 % Not Listed: 8.5

Est 1983 Revenue: \$8,900,000  
 CSI: 3.6 Bil  
 CSI HH: 24.5 M  
 Retail \$: 2.1 Bil  
 Pop per Station: 29,515

		FAL	SPG	FAL	SPG
12+ METRO	1/4/SHARE	83	83	82	82
1. WCOS-F	130/20.4	18.0	15.5	16.0	14.2
2. WNOK-F	69/10.8	9.2	12.5	14.6	18.2
3. WNDM-F	68/10.7	11.6	5.9	8.8	10.0
4. WZLD-F	53/ 8.3	11.1	10.0	9.7	9.2
5. WCEZ-F	45/ 7.1	5.6	6.5	6.1	7.5
6. WSCQ-F	43/ 6.8	5.6	4.0	3.8	3.6
7. WIS	42/ 6.6	7.2	7.8	11.5	7.8
WOIC	42/ 6.6	7.9	11.9	11.1	13.8
9. WDPN-F	41/ 6.4	5.9	6.3	4.2	--
10. WQXL	16/ 2.5	1.5	3.1	.5	9.9
11. WLF	13/ 2.0	1.5	2.8	2.2	3.0
12.					
13.					
14.					
15.					

12+ TSA	1/4/CUME
1. WCOS-F	162/1519
2. WNDM-F	139/1295
3. WNOK-F	127/1640
4. WIGL-F	79/ 766
5. WIS	60/ 861
6. WZLD-F	53/ 811
7. WCEZ-F	51/ 527
8. WSCQ-F	48/ 675
9. WOIC	45/ 520
10. WDPN-F	44/ 621
11.	
12.	
13.	
14.	
15.	

12+ METRO CUME/	FAL	SPG
METRO CUME RATING	83	83
1. WCOS-F	1063/29.7	30.9 28.0
2. WNOK-F	997/27.9	24.7 36.1
3. WZLD-F	749/20.9	24.4 25.8
4. WNDM-F	647/18.1	20.9 18.3
5. WDPN-F	600/16.8	14.9 15.7
6. WIS	593/16.6	23.4 23.5
7. WSCQ-F	588/16.4	14.3 13.7
8. WOIC	508/14.2	15.8 23.3
9. WCEZ-F	447/12.5	15.8 12.3
10. WIGL-F	173/ 4.8	5.5 6.3
11.		
12.		
13.		
14.		
15.		

12+ FM SHARE (METRO): 78.87% (459 of 582) (SPG 83: 69.65%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WZLD-F	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. WCOS-F
2. WNOK-F	2. WNDM-F	2. WNDM-F	2. WNDM-F	2. WNDM-F	2. WCEZ-F	2. WNOK-F+	2. WCEZ-F	2. WNOK-F	2. WNDM-F	2. WNDM-F
3. WNDM-F	3. WCOS-F	3. WNOK-F	3. WSCQ-F	3. WSCQ-F	3. WOIC	3. WNDM-F	3. WNOK-F	3. WNDM-F	3. WNOK-F	3. WZLD-F
4. WDPN-F	4. WZLD-F	4. WSCQ-F	4. WNOK-F	4. WNOK-F	4. WSCQ-F	4. WIS	4. WNDM-F	4. WZLD-F	4. WZLD-F	4. WNOK-F
5.	5.	WZLD-F	5. WDPN-F	5.	5.	5. WSCQ-F	5. WOIC	5. WCEZ-F	5.	5. WDPN-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. WNOK-F	1. WNOK-F	1. WCOS-F	1. WCOS-F	1. WCOS-F	1. WNOK-F	1. WNOK-F	1. WCOS-F	1. WNDM-F	1. WCOS-F
2. WZLD-F	2. WNDM-F	2. WNOK-F	2. WNDM-F	2. WSCQ-F	2. WZLD-F	2. WNDM-F	2. WNDM-F	2. WCOS-F	2. WNDM-F
3. WNDM-F	3. WCOS-F	3. WNDM-F	3. WSCQ-F	3. WNDM-F	3. WNDM-F	3. WCOS-F	3. WNOK-F	3. WNOK-F	3. WNOK-F
4. WCOS-F	4. WZLD-F	4. WSCQ-F	4. WNOK-F	4. WCEZ-F	4. WCOS-F	4. WZLD-F	4. WZLD-F	4. WSCQ-F	4. WSCQ-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		129 (3)	129 (3)	22.2	WCOS 1400 Columbia .6/4.7
AOR					WNOK 1230 Columbia .9/3.7
AC/OLDIES/SOFT ROCK	6 (1)		6 (1)	8.4	WBBQ-F 104.3 Augusta, GA 1.1/3.8
MOR/VARIETY	42 (1)		42 (1)	7.2	WIGL-F 106.7 Orangeburg .5/4.8
COUNTRY	4 (1)	133 (2)	137 (3)	23.5	
BLACK/URBAN	42 (1)	109 (2)	151 (3)	25.9	
BTFL MUSIC		45 (1)	45 (1)	7.7	
NEWS/TALK					
NOSTALGIA					
RELIGION	16 (1)		16 (1)	2.7	
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS	13 (1)		13 (1)	2.2	
			582 (15)		

RADIO STATIONS

WCOS, 1400, 1 KW/250 W	, COUNTRY	ABC-I, \$ NA	(Mc-Guild)	Buck	Jake Bogan
WIS, 560, 5 KW (DA-N)	, MOR	NBC-T,CBS,MBS, \$44.00	(Christal)	Cosmos	Charles Jones
WLF, 620, 1 KW (DAYS, DA)	, ? ?	MBS, \$ 8.00	(----)		
WNOK, 1230, 1 KW/250 W	, OLDIES (Century 21)	ABC-C, \$ NA	(Blair)	Audubon	Bill McElveen
WOIC, 1320, 5 KW/2.5 KW (DA-N)	, BLACK	NBC, \$24.00	(Eastman)		Elliott Franks
WQXL, 1470, 5 KW (DAYS)	, RELIGION	SBN, \$ 7.25	(Busby)		John George
WCEZ-F, 93.5, 3 KW @ 300,	BTFL MUS (Bonne)	RRK II, \$35.00	(HNWH)	Limetree	Bob Simpkins
WCOS-F, 97.9, 50 KW @ 450,	COUNTRY	ABC-I, \$58.00*	(Mc-Guild)	Buck	Jake Bogan
WDPN-F, 103.1, 3 KW @ 300,	URBAN	, \$26.50	(Unirep)		Theron Snype
WIGL-F, 106.7, 100 KW @ 600,	COUNTRY	, \$23.00	(Eastman)	Keymarket (ORANGEBURG)	Tom Love
WNOK-F, 104.7, 100 KW @ 1014,	CHR (Century 21)	ABC-C, \$60.00	(Blair)	Audubon	Bill McElveen
WSCQ-F, 100.1, 2.4 KW @ 330,	AC (Drake-Chen)	CBS-R, \$20.00	(Southern)		Bill Benton
WZLD-F, 96.7, 3 KW @ 300,	CHR	ABC-F, \$37.50	(SeIcom)	Fidelity	Frank Baker
WNDM-F, 101.3, 100 KW @ 629,	BLACK	SBN, \$50.00	(HNWH)	(SUMTER)	Kevin Fleming

MISCELLANEOUS COMMENTS

WZLD-F sold by Liggett to Fidelity for \$1,500,000 (Raymond)...

COLUMBUS, GA

Arbitron Rank/Pop (12+): 138/195,900  
 CNSA Rank/Pop: NA  
 MSA Rank/Pop: 169/239,200  
 ADI # 112  
 Average Person Rating: 15.0  
 Market TSL: 21.0 hours

Stations: 12/11  
 Diaries: 647/303:1/47.7%  
 Sample Target: 560  
 Standard Error: .768  
 % Below Line: 2.5  
 % Not Listed: 6.5

Est 1983 Revenue: \$4,500,000  
 CSI: 1.9 B11  
 CSI III: \$23,159  
 Retail \$: 1.1 B11  
 Pop per Station: 17,809

12+ METRO 1/4/SHARE				12+ TSA 1/4/CUME						
	FAL	SPG	FAL	SPG		FAL	SPG			
	83	83	82	82		METRO CUME	METRO CUME RATING			
1. WFXE-F	67/22.8	---	18.5	---	19.7	1. WCGQ-F	125/1376	627/32.0	---	28.0
2. WCGQ-F	53/18.0	---	17.4	---	14.5	2. WVOC-F	112/1152	616/31.4	---	30.2
3. WOKS	37/12.6	---	13.8	---	16.2	3. WFXE-F	75/ 725	426/21.7	---	24.7
4. WVOC-F	34/11.6	---	11.2	---	7.7	4. WOKS	40/ 455	397/20.3	---	24.4
5. WEIZ-F	20/ 6.8	---	10.9	---	10.3	5. WJYA-F	36/ 377	349/17.8	---	24.3
6. WRGC	19/ 6.5	---	6.2	---	2.6	6. WEIZ-F	25/ 428	274/14.0	---	16.8
7. WPNX	17/ 5.8	---	7.6	---	8.8	7. WRGC	21/ 311	272/13.9	---	12.7
8. WDAK	14/ 4.8	---	6.2	---	8.8	8. WPNX	18/ 234	209/10.7	---	13.2
9.						9. WDAK	17/ 338	129/ 6.6	---	----
10.						10.				
11.						11.				
12.						12.				
13.						13.				
14.						14.				
15.						15.				

12+ FM SHARE (METRO): 66.91% (184 of 275) (SPG 83: 60.18%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WFXE-F	1. WFXE-F	1. WFXE-F	1. WFXE-F	1. WFXE-F	1. WVOC-F	1. WCGQ-F	1. WFXE-F	1. WFXE-F	1. WFXE-F	1. WFXE-F
2. WCGQ-F	2. WCGQ-F	2. WCGQ-F	2. WVOC-F	2. WVOC-F	2. WRGC	2. WFXE-F	2. WCGQ-F	2. WCGQ-F	2. WCGQ-F	2. WCGQ-F
3. WOKS	3. WVOC-F	3. WVOC-F	3. WCGQ-F	3. WCGQ-F	WOKS	3. WVOC-F	3. WVOC-F	3. WOKS	3. WOKS	3. WVOC-F
4.	4. WOKS	4. WOKS	4. WEIZ-F	4. WEIZ-F	4. WFXE-F	4. WOKS	4. WOKS	4. WVOC-F	4. WVOC-F	4. WOKS
5.	5.	5.	5.	5.	5.	5. WEIZ-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. WFXE-F	1. WFXE-F	1. WFXE-F	1. WVOC-F	1. WVOC-F	1. WFXE-F	1. WFXE-F	1. WFXE-F	1. WFXE-F	1. WFXE-F
2. WCGQ-F	2. WCGQ-F	2. WCGQ-F	2. WFXE-F	2. WEIZ-F	2. WCGQ-F	2. WCGQ-F	2. WCGQ-F	2. WCGQ-F	2. WCGQ-F
3. WOKS	3. WOKS	3. WVOC-F	3. WEIZ-F	WFXE-F	3. WOKS	3. WVOC-F	3. WVOC-F	3. WDAK	3. WVOC-F
4.	4. WVOC-F	4. WOKS	5. WCGQ-F	WOKS	4. WVOC-F	4. WOKS	4. WOKS	4. WVOC-F	4. WDAK
5.	5.	5. WEIZ-F	5.	5.	5.	5.	5.	5.	5.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		53 (1)	53 (1)	19.3	WHYD 1270 Columbus .7/2.3
AOR					WIZY 1580 Columbus .7/2.3
AC/OLDIES/SOFT ROCK	14 (1)	20 (1)	34 (2)	12.4	WVJF-F 93.3 Manchester 1.0/2.3
MOR/VARIETY					WJYA-F 104.1 Marietta 2.4/6.6
COUNTRY	17 (1)	37 (2)	54 (3)	19.6	
BLACK/URBAN	37 (1)	67 (1)	104 (2)	37.8	
BTFL MUSIC					
NEWS/TALK					
NOSTALGIA	19 (1)	7 (1)	26 (2)	9.5	
RELIGION	4 (2)		4 (2)	1.5	
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS					
275 (12)					

RADIO STATIONS

WDAK, 540, 5 KW/500 W (DA-N), OLDIES	ABC-I, \$18.00 (Masla)		
WHYD, 1270, 5 KW (DAYS), RELIGION	MBS, \$ 9.00 (----)	CLW	Allen Woodall
WIZY, 1580, 1 KW (DA-N), RELIGION	, \$ 6.00 (----)	Buck	Lowell White
WOKS, 1340, 1 KW/250 W, BLACK	NBN, SBN, \$20.00* (HNWH)		Jeff Nichols
WPNX, 1460, 5 KW/1 KW (DA-N), COUNTRY	MBS, \$18.00 (HNWH)		Ken Woodfin
WRGC, 1420, 5 KW (DA-N), NOST (TM)	CBS, \$ 7.00 (----)	McClure	Sid Kaminsky
			Joe McClure
WCGQ-F, 107.3, 100 KW @ 610, CHR	RKO, \$21.00 (Selcom)	McClure	Joe McClure
WEIZ-F, 100.1, 3 KW @ 300, AC (Drake-Chen)	ABC-E, \$16.00* (Masla)		Allen Woodall
WFXE-F, 104.9, 3 KW @ 300, URBAN (Drake-Chen)	ABC-F, \$24.00* (HNWH)		Ken Woodfin
WVOC-F, 102.9, 100 KW @ 1521, COUNTRY (Drake-Chen)	ABC-C, \$21.00 (Torbet)	Coleman	Mike Henson
WJYA - See Atlanta			

MISCELLANEOUS COMMENTS

WVOC-F sold by Bluegrass to Allett Coleman for \$2,000,000 (Richards)...WCLS chaged calls to WIZY...WQCK-F changed calls to WVJF-F...WDAK changed from Country to Oldies...

COLUMBUS, OH

Arbitron Rank/Pop (12+): 37/922,000  
 CMSA Rank/Pop: 28/1,267,000  
 MSA Rank/Pop: 34/1,266,700  
 ADI # 35  
 Average Person Rating: 16.8  
 Market TSL: 22.1 hours

Stations: 18/17  
 Diaries: 1355/680:1/57.4%  
 Sample Target: 1200  
 Standard Error: .528  
 % Below Line: 1.6  
 % Not Listed: 9.9

Est. 1983 Revenue: \$24,500,000  
 CSI: 12.0 Btl  
 CSI HH: 25.2 M  
 Retail \$: 6.1 Btl  
 Pop per Station: 54,235

		FAL	SPG	FAL	SPG
12+ METRO	1/4/SHARE	83	83	82	82
1. WLWQ-F	196/12.6	12.6	12.6	12.6	11.0
2. WBNS-F	173/11.2	11.0	10.4	6.9	7.4
3. WXGT-F	156/10.1	9.7	8.2	8.6	10.9
4. WTVN	133/ 8.6	10.6	9.0	11.2	9.3
5. WSNY-F	131/ 8.4	8.4	7.0	8.3	7.1
6. WVKO	110/ 7.1	7.7	9.1	7.0	4.5
7. WNCI-F	89/ 5.7	5.9	8.9	6.1	8.5
8. WRMZ-F	83/ 5.4	4.6	4.3	1.8	3.0
9. WMNI	67/ 4.3	3.6	3.2	6.5	5.1
10. WCOL	58/ 3.7	4.9	4.1	5.5	6.6
11. WHOK-F	50/ 3.7	2.6	3.0	4.1	3.3
12. WBNS	47/ 3.0	3.9	5.1	5.8	6.7
13. WBBY-F	23/ 1.5	1.5	2.5	2.0	1.4
14. WRFD	22/ 1.4	1.3	1.2	1.8	.5
WLW	22/ 1.4	.4	1.5	.6	1.5
16. WCKX-F	21/ 1.4	1.0	.6	.3	---
17.					
18.					
19.					
20.					
21.					
22.					
23.					
24.					
25.					

	12+ TSA	1/4/CUME	12+ METRO	CUME/	RATING	FAL	SPG
						83	83
1. WLWQ-F	279	/3102	1. WXGT-F	2448	/26.6	24.3	23.0
2. WTVN	226	/3302	2. WLWQ-F	2178	/23.6	21.6	23.7
WXGT-F	226	/3264	3. WTVN	2012	/21.8	28.2	21.0
4. WBNS-F	211	/2092	4. WSNY-F	1834	/19.9	19.6	20.5
5. WNCI-F	167	/3098	5. WNCI-F	1822	/19.8	20.6	25.4
6. WSNY-F	144	/2223	6. WBNS-F	1631	/17.7	19.6	17.6
7. WVKO	115	/1018	7. WRMZ-F	1025	/11.1	11.2	9.8
8. WRMZ-F	103	/1203	8. WVKO	990	/10.7	10.1	10.1
9. WHOK-F	94	/1237	9. WCOL	946	/10.3	11.5	11.0
10. WMNI	80	/1119	10. WBNS	942	/10.2	13.2	14.2
11. WLW	72	/1178	11. WMNI	874	/ 9.5	8.5	8.5
12. WCOL	61	/1001	12. WHOK-F	695	/ 7.5	6.3	7.5
13. WBNS	52	/1047	13. WBBY-F	468	/ 5.1	4.9	5.4
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): 66.45% (929 of 1398) (SPG 83: 63.42%)

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. WLWQ-F	1. WLWQ-F	1. WTVN	1. WSNY-F	1. WBNS-F	1. WTVN	1. WBNS-F	1. WBNS-F	1. WLWQ-F	1. WLWQ-F
2. WLWQ-F	2. WXGT-F	2. WSNY-F	2. WSNY-F	2. WTVN	2. WTVN	2. WLWQ-F	2. WLWQ-F	2. WLWQ-F	2. WXGT-F	2. WXGT-F
3. WVKO	3. WSNY-F	3. WXGT-F	3. WLWQ-F	3. WBNS-F	3. WSNY-F	3. WBNS-F	3. WSNY-F	3. WXGT-F	3. WSNY-F	3. WBNS-F
4.	4. WNCI-F	4. WTVN	4. WNCI-F	4. WLWQ-F	4. WMNI	4. WSNY-F	4. WXGT-F	4. WSNY-F	4. WBNS-F	4. WSNY-F
5.	5. WVKO	5. WNCI-F	5. WRMZ-F	5. WRMZ-F	5. WRMZ-F	5. WXGT-F	5. WTVN	5. WVKO	5. WTVN	5. WTVN
6.	6. WVKO	6. WBNS-F	6. WBNS-F	6. WVKO	6.	6. WRMZ-F	6. WTVN	6. WNCI-F	6. WNCI-F	6. WVKO
7.	7.	7.	7. WVKO	7. WNCI-F	7.	7.	7.	7.	7.	7.
8.	8.	8.	8. WXGT-F	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. WLWQ-F	1. WSNY-F	1. WSNY-F	1. WSNY-F	1. WSNY-F	1. WLWQ-F	1. WLWQ-F	1. WLWQ-F	1. WLWQ-F	1. WLWQ-F
2. WSNY-F	2. WLWQ-F	2. WXGT-F	2. WNCI-F	2. WBNS-F	2.	2.	2. WXGT-F	2. WXGT-F	2. WTVN
3. WXGT-F	3. WXGT-F	3. WLWQ-F	3. WVKO	3. WTVN	3.	3.	3. WSNY-F	3. WRMZ-F	3. WSNY-F
4. WVKO	4. WVKO	4. WNCI-F	4. WXGT-F	4. WNCI-F	4.	4.	4. WTVN	4. WNCI-F	4. WRMZ-F
5. WNCI-F	5. WNCI-F	5. WVKO	5. WTVN	5. WRMZ-F	5.	5.	5.	5. WSNY-F	5. WVKO
6.	6.	6. WTVN	WLWQ-F	6. WVKO	6.	6.	6.	6. WTVN	6. WBNS-F
7.	7.	7. WBNS-F	7. WRMZ-F	7. WXGT-F	7.	7.	7.	7. WVKO	7. WCOL
8.	8.	8.	8.	8.	8.	8.	8.	8. WCOL	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/CONTENT		156 (1)	156 (1)	11.2
AOR		196 (1)	196 (1)	14.0
AC/OLDIES/SOFT ROCK	58 (1)	220 (2)	278 (3)	19.9
MOR/VARIETY	212 (4)		212 (4)	15.2
COUNTRY	67 (1)	154 (3)	221 (4)	15.8
BLACK/URBAN	110 (1)	23 (1)	133 (2)	9.5
BTFL MUSIC		173 (1)	173 (1)	12.4
NEWS/TALK				
NOSTALGIA				
RELIGION	22 (1)		22 (1)	1.6
SPANISH				
CLASSICAL				
UNKNOWN/OTHERS		7 (1)	7 (1)	0.5
			1398 (18)	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WLOH	1320	Lancaster	.6/1.7
WNRE-F	107.1	Circleville	.5/1.5

RADIO STATIONS

AM STATIONS

WBNS, 1460, 5 KW/1 KW (DA-N)	, MOR
WCOL, 1230, 1 KW/250 W	, AC
WMNI, 920, 1 KW/500 W (DA-2)	, COUNTRY
WRFD, 880, 5 KW (DAYS,DA)	, RELIGION
WTVN, 610, 5 KW (DA-N)	, MOR/AC
WVOK, 1580, 1 KW (DAYS,DA)	, BLACK

ABC-I, \$ 50.25	(Blair)
CBS, \$ 44.00*	(Eastman)
MBS, \$ 38.00*	(Mc-Guild)
ABC-D, \$ NA	(Weiss)
ABC-E, \$115.00	(Katz)
NBN, \$ 40.00*	(MMR)

Colum Dispatch	Tom Stewart
Great Trails	Paul Wachsmith
	Mark Jividen
Epperson	
Taft	Perry Frey
Josephson	Steve Jobs

FM STATIONS

HBBY-F, 103.9, 2 KW @ 360, JAZZ
WBNS-F, 97.1, 26 KW @ 660, BTFL MUS
WHOK-F, 95.5, 50 KW @ 215, COUNTRY
WLVQ-F, 96.3, 18 KW @ 753, AOR (Burk-Abr)
WNCI-F, 97.9, 175 KW @ 565, AC
WRMZ-F, 99.7, 50 KW @ 542, COUNTRY
WSNY-F, 94.7, 50 KW @ 300, AC
WXGT-F, 92.3, 50 KW @ 311, CHR
WCKX-F, 106.3, 3 KW @ 300, COUNTRY
WMRN-F, 106.9, 25 KW @ 340, COUNTRY
WVVO-F, 93.7, 20 KW @ 370, AC

RKO II, \$ 20.00	(----
, \$ 59.25	(Blair)
APR, \$ 18.00	(Regional)
Source, \$ 95.00*	(Katz)
ABC-C, \$ 86.25	(Christal)
MBS, \$ 48.00*	(Mc-Guild)
, \$ 70.00*	(MMR)
CBS-R, \$ 78.00	(Eastman)
, \$ NA	(Regional)
, \$ 18.00	(----)
, \$ 18.00*	(Regional)

Colum Dispatch	Tom Stewart
(LANCASTER)	Stan Robinson
Taft	Tom Thon
Nationwide	Art Ortega
	Mark Jividen
Josaphson	Steve Jobs
Great Trails	Paul Wachsmith
(LONDON)	Joseph Bello
(MARION)	George Jachim
(MOUNT VERNON)	Steve Zelkowitz

WLV - See Cincinnati

12+ ADI 1/4

1. WLVQ-F
2. WXGT-F
3. WBNS-F
4. WTVN
5. WSNY-F
6. WNCI-F
7. WVOK
8. WRMZ-F
9. WHOK-F
10. WMNI
11. WCOL
12. WLW
13. WBNS
14. WRFD
15. WMRN-F

12+ ADI CUME

1. WXGT-F
2. WTVN
3. WLVQ-F
4. WNCI-F
5. WSNY-F
6. WBNS-F
7. WRMZ-F
8. WHOK-F
9. WMNI
10. WBNS
11. WVOK
12. WCOL
13. WLW
14. WRFD
15. WBBY-F

ADI FM SHARE:

67.07%

CALL LETTER CHANGES

WCOL: from Nostalgia to AC

FORMAT CHANGES

STATION SALES

MISCELLANEOUS COMMENTS

Four consecutive 12.6 shares for WLVQ...

CORPUS CHRISTI

Arbitron Rank/Pop (12+): 112/272,500  
 CNSA Rank/Pop: NA  
 MSA Rank/Pop: 124/337,600  
 ADI # 136  
 Average Person Rating: 18.9  
 Market TSL: 24.8 hours

Stations: 20/17  
 Diaries: 725/376:1/47.5%  
 Sample Target: 620  
 Standard Error: .806  
 % Below Line: 1.4  
 % Not Listed: 5.0

Est 1983 Revenue: \$6,400,000  
 CSI: 2.9 Bil  
 CSI HH: 26.3 M  
 Retail \$: 2.1 Bil  
 Pop per Station: 16,029

12+ METRO 1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82	12+ TSA 1/4/CUME	12+ METRO CUME/METRO CUME RATING	FAL 83	SPG 83
1. KZFM-F 76/14.8	5.5	6.1	5.8	9.7	1. KZFM-F 93/1051	1. KZFM-F 865/31.7	22.4	20.6
2. KNCN-F 58/11.3	10.1	12.6	14.3	10.7	2. KNCN-F 82/ 932	2. KNCN-F 629/23.1	22.2	27.0
3. KUNO 54/10.5	14.3	6.9	9.2	9.5	3. KOUL-F 65/ 636	3. KOUL-F 530/19.4	19.4	25.9
4. KCCT 53/10.3	11.0	9.3	9.2	9.0	4. KIOU-F 60/ 522	4. KUNO 504/18.5	19.7	14.4
5. KOUL-F 50/ 9.7	9.0	13.9	9.4	11.4	5. KUNO 58/ 536	5. KITE-F 503/18.5	24.1	19.6
6. KIOU-F 47/ 9.1	9.7	11.9	12.6	8.0	6. KCCT 55/ 581	6. KCCT 483/17.7	19.6	16.7
7. KBCE-F 31/ 6.0	4.0	3.0	---	---	7. KBCE-F 47/ 444	7. KEYS 394/14.5	17.6	19.4
8. KITE-F 24/ 4.7	10.5	9.5	8.2	5.2	8. KEXX-F 27/ 374	8. KIOU-F 371/13.6	16.4	19.7
9. KEYS 21/ 4.1	5.7	4.6	6.0	8.0	9. KKYX 25/ 305	9. KRYS 332/12.2	16.0	13.7
10. KROB-F+ 17/ 3.3	1.7	2.2	5.6	3.7	10. KITE-F 24/ 512	10. KBCE-F 288/10.6	10.9	7.5
11. KEXX-F 14/ 2.7	2.3	1.3	2.2	3.5	11.	11. KROB-F+ 263/ 9.7	8.9	8.2
12. KRYS 11/ 2.1	4.2	4.3	2.4	2.5	12.	12. KEXX-F 258/ 9.5	5.5	6.7
13.	2.7	2.2	3.1	3.2	13.	13.		
14.					14.	14.		
15.					15.	15.		

12+ FM SHARE (METRO): 64.42% (315 of 489) (SPG 83: 64.68%)

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. KOUL-F 1. KCCT 1. KUNO 1. KUNO 1. KZFM-F 1. KZFM-F 1. KZFM-F 1. KZFM-F										
2. KNCN-F 2. KNCN-F 2. KOUL-F 2. KCCT 2. KOUL-F 2. KIOU-F 2. KZFM-F 2. KOUL-F 2. KNCN-F 2. KNCN-F 2. KNCN-F										
3. 3. KOUL-F 3. KNCN-F 3. KBCE-F 3. KUNO KCCT 3. KIOU-F 3. KCCT 3. KCCT 3. KUNO 3. KCCT 3. KCCT										
4. 4. KCCT 4. KCCT 4. KCCT 4. KZFM-F 4. KBCE-F 4. KOUL-F 4. KCCT 4. KNCN-F 4. KOUL-F 4. 4. KOUL-F 4.										
5. 5. 5. KNCN-F 5. KIOU-F 5. KIOU-F 5. KIOU-F 5. KIOU-F 5. KIOU-F 5. KIOU-F 5. KIOU-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. KOUL-F 1. KOUL-F 1. KOUL-F 1. KZFM-F 1. KNCN-F 1. KNCN-F 1. KNCN-F 1. KCCT									
2. KNCN-F 2. KOUL-F 2. KZFM-F 2. KCCT 2. KCCT 2. KZFM-F 2. KZFM-F 2. KZFM-F 2. KZFM-F 2. KBCE-F									
3. KITE-F 3. KNCN-F 3. KCCT 3. KZFM-F 3. KUNO 3. 3. 3. KCCT 3. KCCT 3. KCCT 3. KOUL-F									
4. KOUL-F 4. KEXX-F 4. KUNO 4. KEYS 4. KIOU-F 4. 4. 4. 4. KBCE-F 4. KBCE-F 4. KBCE-F 4. KNCN-F									
5. KCCT 5. KNCN-F 5. KEXX-F 5. KZFM-F 5. 5. 5. 5. KOUL-F 5. KOUL-F 5. KOUL-F 5.									

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		100 (2)	100 (2)	20.4	KCTA 1030 Corpus Christi .4/2.8
AOR		58 (1)	58 (1)	11.9	KFLZ-F 107.1 Bishop .8/2.3
AC/OLDIES/SOFT ROCK	23 (2)		23 (2)	4.7	KIKN 1590 Sinton 1.7/7.2
MOR/VARIETY	11 (1)		11 (1)	2.2	
COUNTRY	18 (3)	92 (3)	110 (6)	22.5	KKYX 680 San Antonio .6/2.5
BLACK/URBAN					KTRH 740 Houston .4/1.1
BTFL MUSIC		47 (1)	47 (1)	9.6	KTSA 550 San Antonio .4/4.1
NEWS/TALK	2 (1)		2 (1)	0.4	
NOSTALGIA					
RELIGION	2 (1)		2 (1)	0.4	
SPANISH	107 (2)	4 (1)	111 (3)	22.7	
CLASSICAL					
UNKNOWN/OTHERS	11 (1)	14 (1)	25 (2)	5.1	
			489 (20)		

RADIO STATIONS

KCCT, 1150, 1 KW/500 W (DA-2), SPANISH, \$26.00* (Selcom), Manuel Davila
KCTA, 1030, 50 KW (DAYS,DA), RELIGION, APR, \$12.00 (----), Bob Trask
KEYS, 1440, 1 KW (DA-N), AC, RKO, \$24.00 (Torbet), Jim Sumpter
KRYS, 1360, 1 KW, MOR/AC, ABC-I, \$18.20 (Weiss), Gary Maricle
KSIX, 1230, 1 KW/250 W, ? ? MBS,CBS, \$12.00 (----), Vann Kennedy
KUNO, 1400, 1 KW/250 W, SPANISH, \$25.00 (Katz), Tichenor, Luis Munoz
KBCE-F, 99.1, 60 KW @ 1000, COUNTRY, \$18.20 (Weiss), Teticco, Gary Maricle
KEXX-F, 93.9, 100 KW @ 840, ? ? NBC, \$14.00 (----), Vann Kennedy
KIOU-F, 96.5, 100 KW @ 875, BTFL MUS (Bonne), \$42.25 (Selcom), Steve DeWalt
KITE-F, 105.5, 3 KW @ 360, CHR (Burk-Abr), \$20.00* (Eastman),
KNCN-F, 101.3, 100 KW @ 402, AOR, \$42.50 (HNWH), Tipple (SINTON), Bill McRae
KOUL-F, 103.7, 100 KW @ 310, COUNTRY, APR, \$70.50 (Mc-Guild), Bob Trask
KZFM-F, 95.5, 41 KW @ 390, CHR, \$25.00 (Torbet), Jim Sumpter
KROB-F+, 99.9, 100 KW @ 200, COUNTRY, \$ 5.00 (----), (ROBSTOWN), J. Gossage



DAVENPORT-ROCK ISLAND-MOLINE

Arbitron Rank/Pop (12+): 97/319,500  
 CNSA Rank/Pop: NA  
 NSA Rank/Pop: 109/388,600  
 ADI # 73  
 Average Person Rating: 16.4  
 Market TSL: 21.3 hours

Stations: 17/14  
 Diaries: 796/401:1/58.2%  
 Sample Target: 700  
 Standard Error: .693  
 % Below Line: 4.3  
 % Not Listed: 6.5

Est 1983 Revenue: \$7,300,000  
 CSI: 4.1 Bil  
 CSI HH: 28.6 M  
 Retail \$: 2.2 Bil  
 Pop per Station: 22,821

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. KIIK-F	83/15.9	12.2	17.2	13.7	8.3	17.5	1. KIIK-F 152/2128	1. KIIK-F	1124/35.2	31.0	36.7
2. WLLR-F	65/12.4	9.6	8.3	8.9	6.6	14.3	2. WLLR-F 108/1291	2. WLLR-F	816/25.5	22.0	25.9
3. KRVR-F	55/10.5	9.6	8.9	8.1	7.7	5.2	3. WLLP-F 102/1428	3. WLLR-F	780/24.4	18.5	17.9
4. WXL-P	54/10.3	13.3	12.3	13.1	13.2	18.5	4. KRVR-F 75/ 870	4. WHBF-F	639/20.0	18.1	22.7
5. WHBF	44/ 8.4	11.8	10.5	10.7	9.8	6.3	5. KWBF-F 58/ 901	5. KRVR-F	614/19.2	17.1	17.6
6. WOC	43/ 8.2	8.0	8.5	9.7	10.9	9.5	6. WHBF 51/ 741	6. WHBF	589/18.4	21.0	21.0
7. WHBF-F	37/ 7.1	7.5	7.6	6.7	6.6	4.8	7. WOC 51/ 648	7. KSTT	574/18.0	17.5	22.4
8. KSTT	25/ 4.8	4.5	7.1	5.6	10.4	4.2	8. WGN 37/ 582	8. WOC	561/17.6	17.5	22.4
9. WNRZ	19/ 3.6	4.1	3.6	4.6	5.1	6.0	9. WLS 28/ 786	9. WNRZ	352/11.0	13.0	12.4
10. KXRK	18/ 3.4	2.4	1.4	1.8	2.5	1.2	10. KSTT 27/ 655	10. WLS	229/ 7.2	6.2	7.5
11.							11.	11.			
12.							12.	12.			
13.							13.	13.			
14.							14.	14.			
15.							15.	15.			

12+ FM SHARE (METRO): 64.01% (313 of 489) (SPG 83: 59.53%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AM	12+ MID	12+ PM	12+ EVE	SAT MID
1. WXL-P	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. WXL-P	1. WLLR-F
2. KIIK-F	2. WXL-P	2. WLLR-F	2. WLLR-F	2. WLLR-F	2. KRVR-F	2. WHBF	2. KRVR-F	2. WLLR-F	2. KIIK-F	2. KIIK-F
3. KSTT	3. WHBF-F	3. WXL-P	3. WHBF-F	3. KRVR-F	3. WOC	3. WLLR-F	3. WLLR-F	3. KRVR-F	3. WLLR-F	3. KRVR-F
4. WLLR-F	4. WLLR-F	4. WHBF-F	4. KRVR-F	4. WHBF-F	4. WHBF	4. WOC	4. WOC	4. WXL-P	4. WOC	4. WXL-P
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. WLLR-F	1. KIIK-F	1. KIIK-F	1. KIIK-F	1. KIIK-F	1. WXL-P	1. KIIK-F	1. KIIK-F	1. KIIK-F	1. KIIK-F
2. KIIK-F	2. WLLR-F	2. WLLR-F	2. WLLR-F	2. WLLR-F	2. KIIK-F	2. WXL-P	2. WXL-P	2. WHBF-F	2. WLLR-F
3. WXL-P	3. WHBF-F	3. WHBF-F	3. WHBF-F	3. KRVR-F	3. WHBF	3. WHBF-F	3. WHBF-F	3. WXL-P	3. WHBF-F
4.	4. WXL-P	4. KRVR-F	4.	4. WHBF-F	4. WHBF-F	4. WLLR-F	4. WLLR-F	4. WLLR-F	4. KRVR-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	33 (2)	83 (1)	116 (3)	23.7	KFMH-F 99.7 Muscatine 1.3/4.4
AOR		61 (2)	61 (2)	12.4	WGEN-F 104.9 Geneseo, IL .8/3.2
AC/OLDIES/SOFT ROCK	19 (1)	49 (3)	68 (4)	13.9	WJRE-F 92.1 Kewanee, IL 1.5/2.3
MOR/VARIETY	16 (2)		16 (2)		WKEI 1450 Kewanee, IL 1.1/2.6
COUNTRY	47 (2)	65 (1)	112 (3)	22.9	WGN 720 Chicago 1.9/5.7
BLACK/URBAN					WLS 890 Chicago 1.5/7.2
BTFM MUSIC		55 (1)	55 (1)	11.2	WMAQ 670 Chicago .6/3.3
NEWS/TALK	43 (1)	43 (1)	86 (2)	17.6	
NOSTALGIA	18 (1)		18 (1)	3.7	
RELIGION					
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS					

489 (17)

RADIO STATIONS

KSTT, 1170, 1 KW (DA-2), AC/CONTEMP	ABC-C, \$30.00* (Katz)	Guy Gannett	Bill Adams
KXRK, 1580, 500 W (DAYS), NOSTALGIA	ABC-I, \$14.00 (P/W)		Bob Mooney
WHBF, 1270, 5 KW (DA-N), COUNTRY	CBS, \$31.50 (Mc-Guild)		Jack Bennett
WNRZ, 1230, 1 KW/250 W, OLDIES	ABC-E, \$ NA (Eastman)	Mid America	John Haggard
WOC, 1420, 5 KW (DA-2), NEWS/TALK (Klemm)	NBC,MBS,WSJ,NBC-T, \$39.00 (Blair)	Palmer	Jim Williams
WKEI, 1450, 500 W/250 W, MOR	ABC-D, \$12.00 (----)	(KEWANEE, IL)	Mark Halverson
KIIK-F, 103.7, 100 KW @ 1220, CONTEMP (Klemm)	ABC-D, \$40.00* (Blair)	Palmer	Jim Williams
KRVR-F, 106.5, 60 KW @ 190, BTFM MUS (Bonne)	, \$38.50 (Eastman)	Mid America	John Haggard
WHBF-F, 98.9, 39 KW @ 900, AC (TH)	CBS-R, \$28.50 (Mc-Guild)		Jack Bennett
WLLR-F, 101.3, 50 KW @ 500, COUNTRY	, \$27.00 (HNNH)	Sconnix	Larry Rosmilso
WXL-P, 96.9, 50 KW @ 500, AOR	Source, \$34.00* (Katz)	Guy Gannett	Bill Adams
WGEN-F, 104.9, 3 KW @ 300, AC (Bonne)	, \$11.75 (Nasla)	(GENESE0, IL)	Joe Lobatio

MISCELLANEOUS COMMENTS

WXL-P was off the air for about 2 days during rating period...Nice increases for WLLR-F...WNRZ sold by Mid America to Sconnix for \$400,000...

DAYTON

Arbitron Rank/Pop (12+): 49/679,900  
 CMSA Rank/Pop: 40/937,000  
 MSA Rank/Pop: 49/932,400  
 ADI # 49  
 Average Person Rating: 16.2  
 Market TSL: 21.8 hours

Stations: 24/16  
 Diaries: 1168/582:1/59.2%  
 Sample Target: 1040  
 Standard Error: .564  
 % Below Line: 11.8  
 % Not Listed: 6.7

Est. 1983 Revenue: \$14,500,000  
 CSI: 9.2 Bil  
 CSI HH: 26.3 M  
 Retail \$: 4.4 Bil  
 Pop per Station: 42,494

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.	WHIO-F	159/14.4	13.9	10.4	15.1	15.2	12.7	1.	WHIO-F	1698/24.9	23.2	20.4
2.	WTUE-F	150/13.6	12.4	12.6	13.3	14.4	20.3	2.	WHIO	1570/23.0	21.5	22.2
3.	WHIO	108/ 9.8	9.1	9.9	10.9	10.8	7.0	3.	WTUE-F	1500/22.0	25.6	24.0
4.	WONE	84/ 7.6	7.5	7.1	7.3	6.0	7.8	4.	WING	1121/16.4	17.6	19.1
5.	WGZ-F	73/ 6.6	4.8	6.4	3.9	4.4	7.6	5.	WONE	1064/15.6	17.5	16.6
6.	WDAO-F	71/ 6.4	5.8	5.8	5.9	6.6	9.0	6.	WGZ-F	907/13.3	9.3	8.5
7.	WING	60/ 5.4	5.4	5.5	6.9	6.1	4.1	7.	WDAO-F	805/11.8	10.5	12.0
8.	WYMJ-F	49/ 4.4	4.9	4.8	4.5	6.1	1.5	8.	WYMJ-F	753/11.0	12.8	15.6
9.	WVUD-F	43/ 3.9	5.4	4.4	3.9	2.8	3.8	9.	WVUD-F	742/10.9	14.6	15.3
10.	WAVI	40/ 3.6	2.5	6.7	5.3	5.2	2.6	10.	WLW	641/ 9.4	10.6	10.3
11.								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 (NETRO): 66.76% (687 of 1029) (SPG 83: 63.03%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1.	WGZ-F	1. WTUE-F	1. WHIO-F	1. WHIO-F	1. WHIO-F	1. WHIO	1. WHIO-F	1. WTUE-F	1. WTUE-F	1. WTUE-F
2.	WTUE-F	2.	2. WHIO-F	2. WTUE-F	2. WTUE-F	2. WHIO	2. WHIO-F	2. WTUE-F	2. WHIO-F	2. WHIO-F
3.	3.	3. WING	3. WING	3. WHIO	3. WONE	3. WTUE-F	3. WONE	3. WHIO	3. WHIO-F	3. WGTZ-F
4.	4.	4. WDAO-F	4. WONE	4. WING	4.	4. WONE	4. WHIO	4. WONE	4. WHIO	4. WONE
5.	5.	5. WONE	5. WDAO-F	WONE	5.	5. WING	5. WING	5. WGZ-F	5. WDAO-F	5. WHIO
6.	6.	WYMJ-F	6. WYMJ-F	6.	6.	6. WDAO-F	6. WDAO-F	6. WDAO-F	WLW	WDAO-F
7.	7.	7. WVUD-F	7. WHIO	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. WYMJ-F	1. WHIO-F	1. WTUE-F	1. WTUE-F	1. WTUE-F	1. WTUE-F	1. WHIO-F
2.	2.	2. WYMJ-F	2. WHIO-F	2. WTUE-F	2.	2.	2.	2.	2. WTUE-F
3.	3.	3. WVUD-F	3. WDAO-F	WVUD-F	3.	3.	3.	3.	3. WING
4.	4.	4. WGTZ-F	WYMJ-F	4. WING	4.	4.	4.	4.	4. WHIO
5.	5.	5. WDAO-F	5. WONE	5. WGZ-F	5.	5.	5.	5.	5. WVUD-F
6.	6.	WING	6. WING	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		134 (4)	134 (4)	13.0	WBZI-F 95.3 Xenia 1.9/4.7
AOR		173 (2)	173 (2)	16.8	WFCJ-F 93.7 Miamioburg 1.2/3.3
AC/OLDIES/SOFT ROCK	60 (1)	69 (2)	129 (3)	12.5	WMMX 1110 Xenia .5/1.5
MOR/VARIETY	146 (3)		146 (3)	14.2	WPFB-F 105.9 Middletown 1.0/5.3
COUNTRY	84 (1)	25 (2)	109 (3)	10.6	WPTW 1570 Piqua .6/1.7
BLACK/URBAN		94 (2)	94 (2)	9.1	WPTW-F 95.7 Piqua 1.3/2.6
BTFL MUSIC		165 (20)	165 (2)	16.0	WHLZ-F 103.5 Cincinnati 2.1/6.4
NEWS/TALK	40 (1)		40 (1)	3.9	WKRC 550 Cincinnati .5/2.1
NOSTALGIA					WKRQ-F 101.9 Cincinnati .6/3.2
RELIGION		13 (1)	13 (1)	1.3	WLLT-F 94.9 Cincinnati 1.8/5.2
SPANISH					WLW 700 Cincinnati 3.0/9.4
CLASSICAL					WSKS-F 96.5 Cincinnati 2.1/6.2
UNKNOWN/OTHERS	12 (2)	14 (1)	26 (3)	2.5	WUBE-F 105.1 Cincinnati .4/1.4
			1029 (24)		WWEZ-F 92.5 Cincinnati .5/1.5

12+ ADI 1/4

RADIO STATIONS

AM STATIONS

WAVI, 1210, 1 KW (DAYS), TALK	WSJ, ABC-E, \$27.00 (Eastman)	Joseph Whalen	4. WOHE
WHIO, 1290, 5 KW (DA-N), MOR (Burk-Abr)	CBS, NBC-T, \$65.75 (Christal)	Don Kidwell	5. WGTZ-F
WING, 1410, 5 KW (DA-N), AC ST	ABC-I, \$60.00* (Katz)	Cox	6. WDAO-F
WONE, 980, 5 KW (DA-N), COUNTRY	ABC-D, \$74.25 (Mc-Guild)	Great Trails Group One	7. WLW
WKBV, 1490, 1 KW/250 W, MOR	ABC-I, \$13.00 (Masla)	Central (RICHMOND, IN)	8. WING
		Bill Quigg	9. WYMJ-F
			10. WVUD-F

FM STATIONS

WBZI-F, 95.3, 3 KW @ 300, COUNTRY	RKO II, \$20.00 (----)	(XENIA)	Dick Moran	11. WAVI
WDAO-F, 107.7, 50 KW @ 420, BLACK	ABC-C, SBN, \$47.81 (Eastman)		Joseph Whalen	12. WSKS-F
WHIO-F, 99.1, 50 KW @ 1060, BTFL MUS (Bonne)	, \$70.00 (Christal)	Cox	Don Kidwell	13. WYMT-F
WGTZ-F, 92.9, 20 KW @ 373, CHR	MBS, \$61.00 (Katz)	Great Trails (EATON)	Walt Broadhurst	14. WBZI-F
WPFB-F, 105.9, 34 KW @ 593, CHR (TM)	MBS, \$27.00 (Roslin)	Braden (MIDDLETOWN)	Earl Francis	15. WBLZ-F
WTUE-F, 104.7, 50 KW @ 500, AOR (Burk-Abr)	, \$75.00* (Mc-Guild)	Group One	Don Schwartz	WKBV
WVUD-F, 99.9, 50 KW @ 500, CONTEMP/AC	CBS-R, \$30.00 (Masla)	Univ of Dayton	John Schaller	12+ ADI CUME
WYMJ-F, 103.9, 3 KW @ 300, AC	RKO, \$45.00 (Torbet)		Alan Gray	1. WHIO-F

Other ranked stations - See Cincinnati

ADI FM SHARE:

65.67%

CALL LETTER CHANGES

WJAI-F changed to WGTZ-F

FORMAT CHANGES

WGTZ-F: from Nostalgia to CHR

STATION SALES

MISCELLANEOUS COMMENTS



EL PASO

Arbitron Rank/Pop (12+): 77/412,100  
 CMA Rank/Pop: NA  
 MSA Rank/Pop: 91/512,800  
 ADI # 106  
 Average Person Rating: 19.0  
 Market TSL: 24.8 hours

Stations: 20/16  
 Diaries: 848/486:1/51.0%  
 Sample Target: 740  
 Standard Error: .746  
 % Below Line: 4.6  
 % Not Listed: 4.7

Est 1983 Revenue: \$9,400,000  
 CSI: 3.8 Bil  
 CSI HH: 24.6 M  
 Retail \$: 2.7 Bil  
 Pop per Station: 25,756

12+ METRO	1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82	
1. KHEY-F	89/11.4	6.8	9.9	7.9	7.5	
2. KAMZ-F	87/11.1	10.4	9.7	7.1	3.7	
	KLAQ-F	87/11.1	11.5	11.7	10.2	13.0
4. KAMA	78/10.0	9.6	5.2	6.7	8.5	
5. KTSM-F	69/ 8.8	7.4	4.2	4.2	3.4	
6. KSET-F	56/ 7.2	7.6	9.8	4.4	4.5	
7. KHEY	42/ 5.4	10.4	6.9	6.8	9.3	
8. KR0D	37/ 4.7	4.6	4.0	3.3	4.3	
9. KEZB-F	33/ 4.2	3.6	3.5	3.5	3.4	
10. KLOZ-F	32/ 4.1	3.7	5.3	4.2	5.1	
11. KFIM-F	30/ 3.8	3.9	4.2	6.3	3.5	
12. KTSM	28/ 3.6	3.3	3.7	5.2	2.4	
13. KYSR-F	20/ 2.6	3.2	4.6	5.4	8.5	
14.						
15.						

12+ TSA	1/4/CUME	
1. KHEY-F	104/1056	
2. KLAQ-F	97/1164	
3. KAMZ-F	96/1352	
4. KAMA	79/ 576	
5. KTSM-F	75/ 760	
6. KSET-F	63/1053	
7. KHEY	51/ 745	
	KFIM-F	51/1130
9. KR0D	48/ 685	
10. KEZB-F	40/ 914	
11.		
12.		
13.		
14.		
15.		

12+ METRO	CUME/	FAL	SPG
METRO	CUME RATING	83	83
1. KAMZ-F	1162/28.2	26.5	22.9
2. KLAQ-F	939/22.8	25.2	20.9
3. KSET-F	898/21.8	26.4	24.6
4. KHEY-F	874/21.2	19.1	20.9
5. KEZB-F	804/19.5	14.6	10.2
6. KFIM-F	736/17.9	16.4	14.0
7. KTSM-F	630/15.3	14.7	11.5
8. KHEY	596/14.5	19.0	19.1
9. KR0D	576/14.0	15.5	15.4
10. KAMA	562/13.6	14.3	10.8
11. KYSR-F	467/11.3	12.4	15.1
12. KLOZ-F	463/11.2	12.4	13.7
13. KTSM	372/ 9.0	9.6	10.5
14.			
15.			

12+ FM SHARE (METRO): 67.92% (506 of 745) (SPG 83: 67.14%)

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. KLAQ-F	1. KLAQ-F	1. KHEY-F	1. KHEY-F	1. KHEY-F	1. KHEY-F	1. KHEY-F	1. KHEY-F	1. KLAQ-F	1. KAMZ-F
2. KSET-F	2. KAMZ-F	2. KHEY-F	2. KAMZ-F	2. KAMZ-F	2. KTSM-F	2. KAMZ-F	2. KTSM-F	2. KAMZ-F	2. KAMZ-F	2. KLAQ-F
3. KLAQ-F	3. KHEY-F	3. KAMZ-F	3. KR0D	3. KTSM-F	3. KHEY	3. KLAQ-F	3. KAMA	3. KLAQ-F	3. KSET-F	3. KHEY-F
4. KFIM-F	4. KSET-F	4. KR0D	4. KTSM-F	4. KR0D	4. KAMA	4. KHEY	4. KAMZ-F	4. KAMA	4. KHEY-F	KAMA
5.	5. KEZB-F	5. KSET-F	5. KLOZ-F	5. KHEY	5. KAMZ-F	5. KSET-F	5. KLAQ-F	5. KSET-F	5.	5. KTSM-F
	6. KR0D									
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. KHEY-F	1. KHEY-F		1. KLAQ-F	1. KLAQ-F	1. KLAQ-F	1. KHEY-F	1. KHEY-F
2. KLAQ-F	2. KHEY-F	2. KHEY-F	2. KAMZ-F	2. KAMZ-F		2.	2.	2. KHEY-F	2. KR0D	2. KR0D
3. KAMA	3. KLAQ-F	3. KAMA	3. KAMA	3. KTSM-F		3.	3.	3. KAMZ-F	3. KAMZ-F	3. KAMZ-F
4. KEZB-F	4. KAMA	4. KLAQ-F	KR0D	4. KAMA		4.	4.	KR0D	4. KR0D	4. KTSM-F
	KHEY-F	5. KTSM-F	5.	5. KHEY		5.	5.	KSET-F	5.	5. KLAQ-F
										KLOZ-F

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO	SHARE	CUME RATING
TOP 40/CHR/CONTEMP	4 (1)	206 (4)	210 (5)	28.2	KELP 1590 El Paso	1.5/3.4	
AOR		87 (1)	87 (1)	11.7	KSET 1340 El Paso	.5/2.1	
AC/OLDIES/SOFT ROCK	44 (2)	20 (1)	64 (3)	8.6	KYSR 920 El Paso	.9/6.5	
MOR/VARIETY							
COUNTRY	42 (1)	121 (2)	163 (3)	21.9	XEJ 970 Juarez	1.4/3.8	
BLACK/URBAN					XHH-F 100.7 Juarez	.4/1.5	
BTFL MUSIC		69 (1)	69 (1)	9.3	XROK 800 Juarez	1.5/5.9	
NEWS/TALK	28 (1)		28 (1)	3.8	XZOL 860 Juarez	1.0/3.7	
NOSTALGIA							
RELIGION	12 (1)		12 (1)	1.6			
SPANISH	109 (4)	3 (1)	112 (5)	15.0			
CLASSICAL							
UNKNOWN/OTHERS							
		745 (20)					

RADIO STATIONS

KAMA, 1060, 10 KW (DAYS)	, SPANISH	, \$49.00 (Eastman)	Thrash	John Frankhouser
KHEY, 690, 10 KW (DA-2)	, COUNTRY (Burk-Abr) ABC-I,	\$90.00 (Katz)		Jim Phillips
KLSO, 1150, 1 KW (DAYS)	, AC (Concept)	, \$ NA (----)		
KELP, 1590, 1 KW (DAYS)	, RELIGION	, \$ --- (----)	Good News	Steve Williams
KR0D, 600, 5 KW (DA-N)	, OLDIES (Century 21)	, \$20.00 (HNWH)	Rex	Charles Cohn
KSET, 1340, 1 KW/250 W	, OFF AIR	, \$ NA (Torbet)	Dunn	Berkley Fraser
KTSM, 1380, 5 KW/500 W	, NEWS/TALK CBS,MBS,NBC,NBC-T,	\$17.00 (HNWH)		Karl Wyler
KYSR, 920, 1 KW/500 W (DA-N)	, MOR/AC	ABC-D, \$27.00 (Selcom)		Al Greenfield
XROK, 800, 150 KW	, SPANISH	, \$25.00 (Lotus)	(JUAREZ)	John Doran
KAMZ-F, 93.1, 30 KW @ 1190, CHR		, \$44.25 (Eastman)	Thrash	John Frankhouser
KEZB-F, 93.9, 100 KW @ 1210, CONTEMP		RKO, \$ NA (Christal)		Craig Parker
KFIM-F, 92.3, 100 KW @ 1860, CONTEMP/AC		, \$26.00 (Mc-Guild)		Ron Marks
KHEY-F, 96.3, 100 KW @ 1388, COUNTRY (Burk-Abr)		, \$90.00 (Katz)		Jim Phillips
KLAQ-F, 95.5, 88 KW @ 1390, AOR (Burk-Abr)		Source, \$32.00 (HNWH)	Rex	Charles Cohn
KLOZ-F, 102.1, 57 KW @ 1160, COUNTRY		RKO, \$35.00 (Blair)	Henson	
KSET-F, 94.7, 61 KW @ 940, CHR		, \$30.00* (Torbet)	Dunn	Berkley Fraser
KTSM-F, 99.9, 100 KW @ 1820, BTFL MUS (TM)		, \$24.00* (HNWH)		Karl Wyler
KYSR-F, 97.5, 60 KW @ 1080, AC		ABC-D, \$27.00* (Selcom)		Al Greenfield

ERIE

Arbitron Rank/Pop (12+): 129/233,800  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 146/283,800  
 ADI # 144  
 Average Person Rating: 16.0  
 Market TSL: 21.5 hours

Stations: 11/8  
 Diaries: 640/365:1/59.9%  
 Sample Target: 600  
 Standard Error: .758  
 % Below Line: 14.9  
 % Not Listed: 11.8

Est 1983 Revenue: \$3,800,000  
 CSI: 2.4 Bil  
 CSI HH: \$24,682  
 Retail \$: 1.3 Bil  
 Pop per Station: 29,225

12+ METRO	1/4/SHARE	FAL	SPG	FAL	SPG
		83	83	82	82
1. WCCK-F	87/23.3	---	26.4	---	25.8
2. WEYZ	41/11.0	---	7.4	---	9.8
3. WREO-F	38/10.2	---	.5	---	.5
4. WSEG-F	35/ 9.4	---	8.4	---	2.8
5. WJET	31/ 8.3	---	13.1	---	14.9
6. WLWU-F	30/ 8.0	---	10.4	---	13.4
7. WLKK	27/ 7.2	---	7.6	---	8.5
8. WRIE	27/ 7.2	---	7.6	---	9.0
9. WZPR-F	8/ 2.1	---	2.7	---	.5
10. WJR	3/ .8	---	.8	---	---
11.					
12.					
13.					
14.					
15.					

12+ TSA	1/4/CUME
1. WCCK-F	106/1382
2. WREO-F	85/ 708
3. WZPR-F	47/ 542
4. WEYZ	41/ 386
5. WSEG-F	37/ 712
6. WLWU-F	33/ 466
7. WJET	31/ 684
8. WLKK	27/ 345
9. WRIE	27/ 475
10.	
11.	
12.	
13.	
14.	
15.	

12+ METRO	CUME/	FAL	SPG
METRO	CUME RATING	83	83
1. WCCK-F	1064/45.5	---	48.9
2. WJET	684/29.3	---	31.8
3. WSEG-F	661/28.3	---	21.9
4. WRIE	475/20.3	---	22.6
5. WLWU-F	437/18.7	---	21.5
6. WEYZ	378/16.2	---	14.4
7. WLKK	338/14.5	---	15.4
8. WREO-F	256/10.9	---	2.2
9. WZPR-F	132/ 5.6	---	5.9
10.			
11.			
12.			
13.			
14.			
15.			

12+ FM SHARE (METRO): 60.79% (200 of 329) (SPG 83: 57.37%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WCCK-F	1. WCCK-F	1. WCCK-F	1. WCCK-F	1. WCCK-F	1. WREO-F	1. WCCK-F	1. WCCK-F	1. WCCK-F	1. WCCK-F	1. WCCK-F
2. WSEG-F	2. WSEG-F	2. WSEG-F	2. WJET	2. WLWU-F	2. WEYZ	2. WJET	2. WEYZ	2. WEYZ	2. WSEG-F	2. WEYZ
3. WJET	3. WLWU-F	3. WLWU-F	3. WLWU-F	3. WJET	WCCK-F	3. WLKK-F	3. WREO-F	3. WREO-F	3. WEYZ	3. WREO-F
4.	4. WJET	4. WJET	4. WRIE	4. WRIE	4. WLKK	4. WSEG-F	4. WLWU-F	4. WSEG-F	4. WJET	4. WSEG-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. WCCK-F	1. WCCK-F	1. WCCK-F	1. WCCK-F	1. WCCK-F	1. WCCK-F	1. WCCK-F	1. WCCK-F	1. WCCK-F	1. WCCK-F
2. WSEG-F	2. WSEG-F	2. WLWU-F	2. WJET	2. WLWU-F	2. WSEG-F	2. WSEG-F	2. WSEG-F	2. WSEG-F	2. WRIE
3. WLWU-F	3. WLWU-F	3. WSEG-F	3. WLWU-F	3. WJET	WLWU-F	3. WLWU-F	3. WLWU-F	3. WRIE	3. WSEG-F
4.	4. WJET	4. WJET	4.	4. WREO-F	4.	4.	4.	4. WLWU-F	4. WLKK
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		87 (1)	87 (1)	26.4	WHYP-F 100.9 North East .5/4.9
AOR		35 (1)	35 (1)	10.6	
AC/OLDIES/SOFT ROCK	31 (1)	30 (1)	61 (2)	18.5	
MOR/VARIETY	30 (2)		30 (2)	9.1	
COUNTRY	27 (1)	10 (2)	37 (3)	11.2	
BLACK/URBAN					
BTFL MUSIC		38 (1)	38 (1)	11.6	
NEWS/TALK					
NOSTALGIA	41 (1)		41 (1)	12.5	
RELIGION					
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS					
329 (11)					

RADIO STATIONS

WEYZ, 1450, 1 KW/250 W, NOSTALGIA (Al Ham)	CBS, \$11.00 (Katz)	Burbach	Larry Garrett
WJET, 1400, 1 KW/250 W, CONTEMP (White)	, \$17.13 (Blair)	Jet	John Kanzlus
WLKK, 1260, 5 KW (DA-2), COUNTRY	NBC, \$14.00* (Christal)	Goldman	Frank Nosal
WRIE, 1330, 5 KW (DA-2), MOR	ABC-E, \$22.00 (Mc-Guild)		F. Louis
WCCK-F, 103.7, 50 KW @ 500, CHR	RKO, \$45.00 (Katz)	Burbach	Larry Garrett
WLWU-F, 99.9, 10 KW @ 400, AC	, \$20.00* (Christal)	Goldman	Frank Nosal
WSEG-F, 102.3, 3 KW @ 300, AOR	MBS, \$15.00 (HMHW)		Guy Seggi
WREO-F, 97.1, 50 KW @ 500, BTFL MUS (TM)	UPI, \$16.50 (Regional)	(ASHTABULA, OH)	Chris Johnson
WZPR-F, 100.3, 10 KW @ 585, COUNTRY (TM)	, \$11.50 (Regional)	Regional (MEADVILLE)	Ron Tops

WJR - See Detroit

MISCELLANEOUS COMMENTS

WLKK, WLWU-F sold by Goldman to Bride for \$1,575,000...WRIE sold for \$490,000...

EUGENE-SPRINGFIELD

Arbitron Rank/Pop (12+): 126/235,700  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 140/291,600  
 ADI # 122  
 Average Person Rating: 16.9  
 Market TSL: 22.5 hours

Stations: 14/14  
 Diaries: 742/318:1/53.1%  
 Sample Target: 590  
 Standard Error: .736  
 % Below Line: 0  
 % Not Listed: 12.8%

Est 1983 Revenue: \$5,900,000  
 CSI: 2.4 Bil  
 CSI III: 21.7 M  
 Retail \$: 1.6 Bil  
 Pop per Station: 16,836

	FAL	SPG	FAL	SPG	
12+ METRO 1/4/SHARE	83	83	82	82	
1. KZEL-F	58/14.5	12.8	17.3	11.6	16.3
2. KUGN-F	50/12.5	10.6	11.7	10.0	7.6
3. KUGN	46/11.5	10.1	10.5	12.9	10.4
4. KPNW-F	40/10.0	10.6	13.7	11.6	8.9
5. KSND-F	34/ 8.5	10.3	7.1	11.9	12.5
6. KDUK-F	28/ 7.0	1.4	---	---	---
7. KEED	22/ 5.5	7.0	5.1	5.9	6.1
8. KPNW	20/ 5.0	4.7	5.1	6.7	6.1
9. KQDQ	15/ 3.8	6.1	3.4	3.8	6.4
10. KASH	10/ 2.5	3.1	3.2	4.3	3.3
11.					
12.					
13.					
14.					
15.					

12+ TSA 1/4/CUME

1. KZEL-F	75/894
2. KUGN-F	59/635
3. KPNW-F	55/598
4. KUGN	51/677
5. KDUK-F	47/569
6. KSND-F	44/639
7. KPNW	32/599
8. KEED	25/248
9. KQDQ	16/158
10. KYKN	11/155
11.	
12.	
13.	
14.	
15.	

12+ METRO CUME/  
METRO CUME RATING

	FAL	SPG	
12+ METRO CUME/ METRO CUME RATING	83	83	
1. KZEL-F	616/26.1	26.4	28.9
2. KUGN	614/26.1	28.0	24.9
3. KSND-F	510/21.6	23.5	19.4
4. KUGN-F	499/21.2	28.0	24.9
5. KPNW-F	443/18.8	16.2	22.2
6. KPNW	383/16.2	15.8	17.0
7. KDUK-F	377/16.0	3.2	---
8. KEED	219/ 9.3	11.8	11.8
9. KASH	216/ 9.2	12.9	11.6
10. KQDQ	148/ 6.3	6.3	6.7
11.			
12.			
13.			
14.			
15.			

12+ FM SHARE (METRO): 62.64% (218 of 348) (SPG 83: 61.36%)

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

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		34 (1)	34 (1)	9.8	KBMC-F 94.5
AOR		58 (1)	58 (1)	16.7	KNND 1400 Cottage Grove .5/1.1
AC/OLDIES/SOFT ROCK	10 (1)	28 (1)	38 (2)	10.9	KORE 1050 1.5/4.6
MOR/VARIETY	68 (3)		68 (3)	19.5	KYKN 1280 2.3/6.1
CGOUNTRY	22 (1)	50 (1)	72 (2)	20.7	
BLACK/URBAN					
BTFL MUSIC		40 (1)	40 (1)	11.5	
NEWS/TALK					
NOSTALGIA	15 (1)		15 (1)	4.3	
RELIGION	6 (1)	8 (1)	14 (2)	4.0	
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS	9 (1)		9 (1)	2.6	
			348 (14)		

RADIO STATIONS

KASH, 1600, 5 KW/1 KW (DA-N),	OLDIES	MBS, \$16.00*	(HNWH)	Sterling	Ken Lamarche
KEED, 1450, 1 KW/250 W	COUNTRY	RKO II, \$17.50	(Roslin)	Comm Pacific	
KORE, 1050, 1 KW (DAYS)	RELIGION	MBS, \$ 7.00	(---)		Ralph Petti
KPNW, 1120, 50 KW (DA-2)	MOR/AC (Drake-Chen)	ABC-I, \$30.00*	(Katz)	Pacific Northwest	Dave Woodward
KQDQ, 1320, 1 KW (DAYS)	NOSTALGIA (Al Ham)	NBC, \$12.00	(---)		John Detz
KUGN, 590, 5 KW/1 KW (DA-N),	MOR	CBS, \$20.00	(Torbet)		Chuck Chakel
KYKN, 1280, 5 KW/1 KW (DA-N),	?		(\$10.00 (Mc-Guild))	Constant	
KBMC-F, 94.5, 100 KW @ 813,	RELIGION		(\$ 7.10 (---))		Robert Ball
KDUK-F, 96.1, 100 KW @ 870,	AC		(\$28.00 (Mc-Guild))	Constant	
KPNW-F, 99.1, 100 KW @ 1490,	BTFL MUS (SRP)		(\$30.00 (Katz))	Pacific Northwest	Dave Woodward
KSND-F, 93.1, 100 KW @ 1800,	CHR		(\$30.00 (HNWH))	Sterling	Ken Lamarche
KUGN-F, 97.9, 100 KW @ 785,	COUNTRY		MBS, \$20.00 (Torbet)		Chuck Chakel
KZEL-F, 96.1, 100 KW @ 870,	AOR (Burk-Abr)		ABC-R, \$26.00 (Mc-Guild)		Mike Poppas

MISCELLANEOUS COMMENTS

KORE sold for \$177,500...KBDF changed calls to KYKN (3 April),,,good book for KDUK...

EVANSVILLE

Arbitron Rank/Pop (12+): 114/264,600  
 CMA Rank/Pop: NA  
 MSA Rank/Pop: 148/281,900  
 ADI # 88  
 Average Person Rating: 17.3  
 Market TSL: 24.1 hours

Stations: 15/14  
 Diaries: 659/402:1/52.8%  
 Sample Target: 630  
 Standard Error: .763  
 % Below Line: 2.1  
 % Not Listed: 5.0

Est 1983 Revenue: \$6,800,000  
 CSI: 2.2 Bi1  
 CSI HH: \$20,842  
 Retail \$: 1.6 Bi1  
 Pop per Station: 18,900

	FAL	SPG	FAL	SPG	
12+ METRO 1/4/SHARE	83	83	82	82	
1. WIKY-F	117/25.6	---	23.9	---	20.8
2. WSTO-F	65/14.2	---	9.8	---	1.7
3. WYNG-F	52/11.4	---	5.4	---	1.2
4. WKDQ-F	43/ 9.4	---	9.6	---	15.9
5. WROZ	40/ 8.8	---	13.5	---	8.5
6. WGBF	37/ 8.1	---	8.7	---	16.7
7. WHKC-F	24/ 5.3	---	4.1	---	3.9
8. WRAY-F+	15/ 3.3	---	2.6	---	3.9
9. WYER-F	13/ 2.8	---	3.9	---	2.7
10. WVHI	9/ 2.0	---	1.1	---	6.8
11.					
12.					
13.					
14.					
15.					

12+ TSA 1/4/CUME	12+ METRO CUME/ METRO CUME RATING	FAL 83	SPG 83
1. WSTO-F	191/1874	1.	36.8
2. WIKY-F	141/1122	2.	24.2
3. WKRF-F	76/ 780	3.	29.8
4. WYNG-F	65/ 592	4.	26.3
5. WKDQ-F	63/1112	5.	14.3
6. WGBF	40/ 604	6.	23.2
7. WROZ	40/ 400	7.	12.1
8. WHKC-F	34/ 538	8.	7.6
9. WYER-F	23/ 295	9.	11.8
10. WRAY-F+	16/ 252	10.	7.7
11.			
12.			
13.			
14.			
15.			

12+ FM SHARE (METRO): 77.42% (336 of 434) (SPG 83: 70.42%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+	12+ EVE	SAT MID
1. WHKC-F	1. WSTO-F	1. WSTO-F	1. WIKY-F	1. WIKY-F	1. WIKY-F	1. WIKY-F	1. WIKY-F	1. WIKY-F	1. WIKY-F	1. WIKY-F
2. WSTO-F	2. WKDQ-F	2. WIKY-F	2. WSTO-F	2. WYNG-F	2.	2. WSTO-F	2. WSTO-F	2. WSTO-F	2. WSTO-F	2. WSTO-F
3. WKDQ-F	3. WYNG-F	3. WYNG-F	3. WYNG-F	3. WSTO-F	3.	3. WYNG-F	3. WYNG-F	3. WYNG-F	3. WKDQ-F	3. WYNG-F
4.	4. WGBF	4. WKDQ-F	4. WGBF	4. WGBF	4.	4. WGBF	4. WROZ	4. WKDQ-F	4. WYNG-F	4. WKDQ-F
5.	5.	5.	5. WKDQ-F	5.	5.	5. WROZ	5.	5.	5.	5.
						6. WKDQ-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. WSTO-F	1. WSTO-F	1. WIKY-F	1. WSTO-F	1. WIKY-F		1. WSTO-F	1. WSTO-F	1. WSTO-F	1. WSTO-F	1. WSTO-F
2. WKDQ-F	2. WKDQ-F	2. WIKY-F	2. WYNG-F	2. WYNG-F		2. WYER-F	2. WYNG-F	2. WYNG-F	2. WGBF	2. WYNG-F
3.	3.	3. WKDQ-F	3. WIKY-F	3. WGBF		3. WYNG-F	3.	3. WKDQ-F	3. WYNG-F	3. WIKY-F
4.	4.	4. WYNG-F	4.	4. WKDQ-F		4. WKDQ-F	4.	4. WGBF	4. WKDQ-F	4. WGBF
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		132 (3)	132 (3)	30.4	WBWL-F 107.1 Boonville .4/2.0
AOR		13 (1)	13 (1)	3.0	WJWN 1180 Newburgh 1.1/1.4
AC/OLDIES/SOFT ROCK	37 (1)		37 (1)	8.5	WSON 860 Henderson, KY .7/4.0
MOR/VARIETY	14 (2)	117 (1)	131 (3)	30.2	
COUNTRY	43 (2)	61 (2)	104 (4)	24.0	
BLACK/URBAN					
BTFL MUSIC		2 (1)	2 (1)	0.5	
NEWS/TALK					
NOSTALGIA					
RELIGION					
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS	4 (1)	11 (1)	15 (2)	3.5	
			434 (15)		

RADIO STATIONS

WGBF, 1280, 5 KW/1 KW (DA-N), AC	ABC-C, \$22.50 (Mc-Guild)	Bill Bromley
WROZ, 1400, 1 KW/250 W, COUNTRY	, \$39.00 (Torbet)	Charles Blake
WSON, 860, 377 W (DAYS), COUNTRY (?)	RKO, \$10.00 (Selcom)	G. Riemenschneider
WVHI, 1330, 5 KW/1 KW (DA-N), MOR	, \$25.00 (----)	Wayne Geyer
WBKR-F, 92.5, 77 KW @ 427, COUNTRY	, \$57.50 (HNWH)	(OWENSBORO)
WHKC-F, 103.1, 3 KW @ 300, CHR	ABC-C, \$32.50 (Mc-Guild)	(HENDERSON)
WIKY-F, 104.1, 39 KW @ 580, MOR/BTFL**	, \$65.00 (Torbet)	South Central
WKDQ-F, 99.5, 50 KW @ 500, CONTEMP	RKO, \$33.00* (Selcom)	
WSTO-F, 96.1, 100 KW @ 1000, CHR (White)	ABC-F, \$23.75 (Masla)	(OWENSBORO)
WYNG-F, 105.3, 50 KW @ 480, COUNTRY (Drake-Chen)	RKO II, \$19.00 (Eastman)	Beasley
WRAY-F+, 98.1, 50 KW @ 420, ? ?	MBS, \$15.00 (RSR)	(PRINCETON)
WYER-F, 94.9, 50 KW @ 425, AOR	ABC-R, \$11.00 (Pates)	(MT. CARMEL, IL)
		Paul Daniel
		Bill Bromley
		Charles Blake
		G. Riemenschneider
		Wayne Geyer
		John Reiplinger
		Steve Lankford
		Dave Hurlbut

\*\* WIKY uses Bonneville BTFL MUS at night

MISCELLANEOUS COMMENTS

WVJS/WSTO-F (Owensboro) sold for \$3,000,000 (Kepper-Tupper)...



FARGO

Arbitron Rank/Pop (12+): 164/121,100  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 236/142,400  
 ADI # 108  
 Average Person Rating: 18.0  
 Market TSL: 23.5 hours

Stations: 10/9  
 Diaries: 608/199:1/59.5%  
 Sample Target: 550  
 Standard Error: .819  
 % Below Line: 2.2  
 % Not Listed: 17.9

Est 1983 Revenue: \$5,900,000  
 CSI: 1.4 Bil  
 CSI HH: \$27,190  
 Retail \$: .9 Bil  
 Pop per Station: 13,456

12+ METRO	1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82
1. KFGO	42/19.3	---	21.7	---	15.5
2. KQWB-F	30/13.8	---	17.1	---	23.2
3. WDAY	24/11.0	---	7.4	---	8.8
4. WDAY-F	22/10.1	---	17.1	---	9.3
5. KVOX-F	21/ 9.6	---	13.4	---	11.9
6. KQWB	16/ 7.3	---	8.3	---	12.9
7. KKIB-F	12/ 5.5	---	---	---	---
8. KVOX	11/ 5.0	---	3.7	---	6.7
9. KRRZ-F	9/ 4.1	---	---	---	---
10. KKWS-F	4/ 1.8	---	---	---	---
11.					
12.					
13.					
14.					
15.					

12+ TSA	1/4/CUME	12+ METRO	CUME	RATING	FAL 83	SPG 83
1. KFGO	107/1025	1. KFGO	370/30.6	---	36.0	
2. WDAY	49/ 716	2. KQWB-F	336/27.7	---	32.4	
3. KQWB-F	48/ 569	3. WDAY-F	333/27.5	---	39.6	
4. WDAY-F	36/ 602	4. WDAY	277/22.9	---	22.9	
5. KKIB-F	26/ 350	5. KVOX-F	255/21.1	---	24.1	
		6. KQWB	240/19.8	---	27.5	
		7. KRRZ-F	162/13.4	---	----	
		8. KKIB-F	138/11.4	---	----	
		9. KVOX	135/11.1	---	16.8	
		10. KKWS-F	67/ 5.5	---	----	
11.		11.				
12.		12.				
13.		13.				
14.		14.				
15.		15.				

12+ FM SHARE (METRO): 51.30% (98 of 191) (SPG 83: 54.59%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KKIB-F	1. KQWB-F	1. KQWB-F	1. KFGO	1. KFGO	1. KFGO	1. KFGO	1. KFGO	1. KFGO	1. KQWB-F	1. KFGO
2. KQWB-F	2. WDAY-F	2. KFGO	2. KVOX-F	2. KVOX-F	2. WDAY	2. WDAY	2. KQWB-F	2. KQWB-F	2. WDAY	2. KQWB-F
3. WDAY-F	3. KQWB	3. KVOX-F	3. KQWB	3. KQWB	3. KVOX-F	3. KVOX-F	3. KVOX-F	3. WDAY-F	3. WDAY-F	3. WDAY-F
4.	4. KVOX-F	4. WDAY-F	4.	4. WDAY	4.	4. KQWB-F	4. KQWB	4. KFGO	4. WDAY	4. WDAY
5.	5. KQWB	5. WDAY-F	5.	5.	5.	5.	5. WDAY-F	5.	5. KVOX-F	5. KVOX-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. WDAY-F	1. KQWB-F	1. KQWB-F	1. KQWB	1. KFGO	1. KQWB-F	1. KQWB-F	1. KQWB-F	1. KQWB	1. KFGO	
2. KQWB-F	WDAY-F	KVOX-F	2. KQWB-F	2. KVOX-F	2.	2. KQWB	KFGO	2. WDAY-F	2. KQWB	
3.	3. KQWB	WDAY-F	KRRZ-F	3. WDAY	3.	3. WDAY-F	3. KVOX-F	3. KFGO	KVOX-F	
4.	4.	4.	KVOX-F	4.	4.	4.	4.	4. KQWB-F	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		34 (2)	34 (2)	17.8	
AOR		30 (1)	30 (1)	15.7	
AC/OLDIES/SOFT ROCK	16 (1)	9 (1)	25 (2)	13.1	
MOR/VARIETY					
COUNTRY	66 (2)	25 (2)	91 (4)	47.6	
BLACK/URBAN					
BTFM MUSIC					
NEWS/TALK					
NOSTALGIA	11 (1)		11 (1)	5.8	
RELIGION					
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS					
			191 (10)		

RADIO STATIONS

KFGO, 790, 5 KW (DA-N), COUNTRY	ABC-E,ABC-I, \$50.00	(Blair)	Comm Prop	Bill Hoverson
KQWB, 1550, 10 KW/5 KW (DA-N), CONTEMP	RKO II, \$18.00	(Torbet)	Brill	Chuck Larsen
KVOX, 1280, 5 KW/1 KW (DA-N), NOST	CBS, \$20.75	(Mc-Guild)	Forward	Howard Hansen
WDAY, 970, 5 KW (DA-N), COUNTRY	NBC-T,MBS,NBC, \$28.75	(Katz)		Roger Greenley
KQWB-F, 98.7, 100 KW @ 465, AOR (Pollack)	RKO, \$21.00	(Torbet)	Brill	Chuck Larsen
KRRZ-F, 101.9, 100 KW @ ? ?, AC (?) (Century 21)	MBS, \$ NA	(Eastman)	Ingstad	
KVOX-F, 99.9, 100 KW @ 440, COUNTRY	CBS-R, \$20.75	(Mc-Guild)	Forward	Howard Hansen
WDAY-F, 93.7, 100 KW @ 1050, CHR	, \$34.50	(Katz)		Roger Greenley
KKIB-F, 104.9, 100 KW @ 713, CHR	, \$17.00	(Clifford)	(BRECKENRIDGE,MN)	D. Aamodt
KKWS-F, 105.9, 100 KW @ 564, COUNTRY	, \$15.00	(Clifford)	Ingstad (WADENA, MN)	Tom Ruffcorn

MISCELLANEOUS COMMENTS

KQWB A/F sold by Midwest to Brill for \$5,000,000 (Richards)...

FAYETTEVILLE, NC

Arbitron Rank/Pop (12+): 137/206,300  
 CMSA Rank/Pop: NA  
 NSA Rank/Pop: 163/256,600  
 Part of Raleigh ADI  
 Average Person Rating: 17.5  
 Market TSL: 23.1 hours

Stations: 14/8  
 Diaries: 618/334:1/48.8%  
 Sample Target: 550  
 Standard Error: .829  
 % Below Line: 28.2  
 % Not Listed: 8.3

Est 1983 Revenue: \$3,800,000  
 CSI: 2.0 Bil  
 CSI HH: \$23,873  
 Retail \$: 1.2 Bil  
 Pop per Station: 25,788

12+ METRO	1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82
1. WIDO-F	74/20.6	---	15.8	---	2.1
2. WQSM-F	59/16.4	---	19.0	---	19.9
3. WFNC	36/10.0	---	12.3	---	11.4
4. WDCG-F	30/ 8.3	---	2.7	---	---
5. WRAL-F	26/ 7.2	---	8.6	---	7.4
6. WQDR-F	23/ 6.4	---	10.7	---	9.8
7. WFAI	22/ 6.1	---	6.2	---	5.1
8. WIDU	18/ 5.0	---	3.2	---	14.6
9. WFLB	16/ 4.4	---	3.2	---	9.0
10. WSTS-F	10/ 2.8	---	1.1	---	2.9
11.					
12.					
13.					
14.					
15.					

12+ TSA	1/4/CUME	12+ METRO	CUME/	FAL	SPG
			METRO CUME	83	83
			RATING		
1. WQSM-F	115/1372	1. WQSM-F	786/38.1	---	41.8
2. WIDO-F	102/ 730	2. WIDO-F	547/26.5	---	27.5
3. WDCG-F	61/ 714	3. WRAL-F	475/23.0	---	23.7
WRAL-F	61/ 947	4. WDCG-F	431/20.9	---	10.6
5. WSTS-F	59/ 497	5. WFNC	390/18.9	---	24.3
6. WFNC	50/ 560	6. WQDR-F	330/16.0	---	20.8
7. WQDR-F	32/ 509	7. WFAI	275/13.3	---	12.9
8. WJSK-F	30/ 359	8. WFLB	227/11.0	---	15.2
9. WFAI	24/ 303	9. WIDU	214/10.4	---	8.5
10. WIDU	21/ 236	10. WSTS-F	126/ 6.1	---	5.6
11.		11.			
12.		12.			
13.		13.			
14.		14.			
15.		15.			

12+ FM SHARE (METRO): 70.00% (231 of 330) (SPG 83: 68.33%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WIDO-F	1. WIDO-F	1. WIDO-F	1. WIDO-F	1. WIDO-F	1. WFNC	1. WIDO-F	1. WIDO-F	1. WIDO-F	1. WIDO-F	1. WIDO-F
2. WDCG-F	2. WQSM-F	2. WQSM-F	2. WQSM-F	2. WQSM-F	2. WFAI	2. WFNC	2. WQSM-F	2. WQSM-F	2. WQSM-F	2. WQSM-F
3. WQSM-F	3.	3.	3. WRAL-F	3. WFNC	3. WQSM-F	3. WQSM-F	3. WFNC	3. WFNC	3. WDCG-F	3. WRAL-F
4.	4.	4.	4. WFNC	4. WRAL-F	4. WFLB	4. WRAL-F	4.	4. WRAL-F	4.	4. WQDR-F
5.	5.	5.	5.	5.	WIDO-F	5.	5.	5.	5.	5. WDCG-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. WQSM-F	1. WIDO-F	1. WIDO-F	1. WIDO-F	1. WIDO-F	1. WIDO-F	1. WIDO-F	1. WIDO-F	1. WIDO-F	1. WIDO-F
2. WIDO-F	2. WQSM-F	2. WQSM-F	2. WRAL-F	2. WQSM-F	2. WQSM-F	2. WQSM-F	2. WQSM-F	2. WQDR-F	2. WQSM-F
3.	3. WRAL-F	3.	3. WQSM-F	3. WRAL-F	3. WQDR-F	3. WQDR-F	3. WQDR-F	3. WQSM-F	3. WFNC
4.	4.	4.	4.	4. WFNC	4. WDCG-F	4.	4.	4.	4.
5.	5.	5.	5.	5. WIDU	5.	5.	5.	5.	5.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		89 (2)	89 (2)	27.0	WRZK 1450 Spring Lake .6/3.1
AOR	2 (1)	23 (1)	25 (2)	7.6	WJSK-F 102.3 Lumberton 1.7/2.5
AC/OLDIES/SOFT ROCK	16 (1)	29 (2)	45 (3)	13.6	WPTF 680 Raleigh 1.4/2.4
MOR/VARIETY	5 (1)		5 (1)	1.5	WYDF-F 96.1 Raleigh .8/4.9
COUNTRY	58 (2)	6 (1)	64 (3)	19.4	
BLACK/URBAN	18 (1)	74 (1)	92 (2)	27.9	
BTFM MUSIC					
NEWS/TALK					
NOSTALGIA					
RELIGION					
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS		10 (1)	10 (1)	3.0	
			330 (14)		

RADIO STATIONS

WFAI, 1230, 1 KW/250 W	, COUNTRY	MBS, \$15.00 (HNWH)	Beasley	Danny Highsmith
WFLB, 1490, 1 KW/250 W	, AC/CONTEMP	ABC-D, \$11.00 (Southern)	Gray	Stewart Thrower
WFNC, 940, 50 KW/1 KW (DA-N)	, COUNTRY (Century 21)	CBS, \$19.75 (Eastman)	Cape Fear	Victor Dawson
WIDU, 1600, 1 KW (DAYS)	, BLACK	SBN, \$11.00 (----)		W. Belche
WRZK, 1450, 1 KW/250 W	, AOR	, \$12.00 (Selcom)		Jeff Thompson
WQSM-F, 98.1, 100 KW @ 500, CHR (TM)		, \$37.00 (Eastman)	Cape Fear	Victor Dawson
WIDO-F, 103.1, 3 KW @ 325, BLACK		SBN, \$ NA (Carpenter)		Ted Michaud
WSTS-F, 96.5, 100 KW @ 650, ? ?		, \$12.00 (Savalli)	(LAURINBERG)	
WJSK-F, 102.3, 3 KW @ 270, COUNTRY		, \$ 6.00 (Southern)	(LUMBERTON)	Al Kahn

Other ranked stations - See Raleigh

MISCELLANEOUS COMMENTS

WFBS changed calls to WRZK...

**FLINT**

Arbitron Rank/Pop (12+): 76/415,100  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 98/453,200  
 ADI # 53 (with Saginaw)  
 Average Person Rating: 17.2  
 Market TSL: 22.6 hours

Stations: 26/10  
 Diaries: 793/523:1/46.2%  
 Sample Target: 810  
 Standard Error: .705  
 % Below Line: 35.1  
 % Not Listed: 9.3

Est 1983 Revenue: \$7,200,000  
 CSI: 4.7 B11  
 CSI III: 29.0 M  
 Retail \$: 3.0 B11  
 Pop per Station: 41,510

		FAL	SPG	FAL	SPG
12+ METRO	1/4/SHARE	83	83	82	82
1. WWCK-F	129/18.1	12.0	12.8	10.2	14.3
2. WDZZ-F	95/13.3	11.7	14.3	11.0	10.2
3. WJR	57/ 8.0	9.1	8.0	6.7	5.5
4. WTRX	56/ 7.9	8.3	7.9	8.0	10.0
5. WCRZ-F	53/ 7.4	6.0	7.2	8.0	7.1
6. WHNN-F	34/ 4.8	5.6	4.7	3.4	2.6
7. WFMK-F	30/ 4.2	4.1	4.3	6.2	5.0
8. WDFD	28/ 3.9	3.7	4.7	4.7	6.3
9. WKMF	25/ 3.5	2.7	4.4	5.2	4.3
10. WTAC	18/ 2.5	4.6	4.1	3.7	3.5
11.					
12.					
13.					
14.					
15.					

12+ TSA	1/4/CUME
1. WWCK-F	167/1766
2. WHNN-F	114/1616
3. WJR	110/1356
4. WDZZ-F	97/ 761
5. WKCF-F	94/1115
6. WIOG-F	87/1218
7. WGER-F	82/ 849
8. WCRZ-F	58/ 619
9. WTRX	58/ 932
10. WWNS-F	51/ 427
11. WDFD	34/ 743
12. WTAC	33/ 619
13. WFMK-F	32/ 607
14. WKMF	26/ 469
15.	

12+ METRO CUME/	FAL	SPG
METRO CUME RATING	83	83
1. WWCK-F	1199/28.9	27.2 25.7
2. WJR	926/22.3	19.6 18.4
3. WTRX	843/20.3	21.4 21.3
4. WDZZ-F	739/17.8	14.7 19.4
5. WHNN-F	589/14.2	14.9 13.0
6. WDFD	583/14.0	15.3 16.4
7. WFMK-F	555/13.4	12.6 14.3
8. WCRZ-F	549/13.2	14.8 15.3
9. WKMF	445/10.7	9.3 10.6
10. WTAC	379/ 9.1	11.5 10.1
11.		
12.		
13.		
14.		
15.		

12+ FM SHARE (METRO): 67.85% (439 of 647) (SPG 83: 62.61%)

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. WWCK-F	1. WWCK-F	1. WWCK-F	1. WWCK-F	1. WJR	1. WWCK-F	1. WWCK-F	1. WWCK-F	1. WWCK-F	1. WWCK-F
2. WDZZ-F	2. WDZZ-F	2. WDZZ-F	2. WDZZ-F	2. WDZZ-F	2. WCRZ-F	2. WDZZ-F	2. WDZZ-F	2. WDZZ-F	2. WJR	2. WDZZ-F
3. WTRX	3. WTRX	3. WTRX	3. WTRX	3. WTRX	3. WTRX	3. WTRX	3. WTRX	3. WCRZ-F	3. WDZZ-F	3. WTRX
4. 4. WHNN-F	4. WHNN-F	4. WHNN-F	4. WHNN-F	4. WJR	4. WKMF	4. WDFD	4. WCRZ-F	4. WJR	4. 4.	4. WFMK-F
5. 5. WFMK-F	5. WFMK-F	5. WFMK-F	5. WFMK-F	5. WCRZ-F	5. WCRZ-F	5. WCRZ-F	5. WHNN-F	5. WTRX	5. 5.	5. WCRZ-F
6. WJR						6. WJR				
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. WWCK-F	1. WWCK-F	1. WWCK-F	1. WWCK-F	1. WDZZ-F	1. WWCK-F	1. WWCK-F	1. WWCK-F	1. WWCK-F	1. WWCK-F	1. WWCK-F
2. WDZZ-F	2. WDZZ-F	2. WDZZ-F	2. WDZZ-F	2. WTRX	2. WDZZ-F	2. WDZZ-F	2. WDZZ-F	2. WDZZ-F	2. WJR	2. WDZZ-F
3. 3. WTRX	3. WTRX	3. WTRX	3. WTRX	4. WWCK-F	3. 3.	3. 3.	3. WTRX	3. WHNN-F	3. WDZZ-F	3. WDZZ-F
4. 4. WHNN-F	4. WHNN-F	4. WHNN-F	4. WHNN-F	4. WCRZ-F	4. 4.	4. 4.	4. WHNN-F	4. WFMK-F	4. WTRX	4. WTRX
5. 5. WFMK-F	5. WFMK-F	5. WFMK-F	5. WFMK-F	5. 5.	5. 5.	5. 5.	5. WJR	5. 5.	5. WHNN-F	5. WHNN-F

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		18 (2)	18 (2)	2.9	WFLT 1420 Flint 1.0/2.9
AOR		147 (4)	147 (4)	22.7	WOAP 1080 Owosso .7/2.6
AC/OLDIES/SOFT ROCK	60 (2)	71 (4)	131 (6)	20.2	WWMN 1570 Flint .6/1.7
MOR/VARIETY	90 (3)		90 (3)	13.9	WCZY-F 95.5 Detroit .7/1.4
COUNTRY	43 (2)	28 (2)	71 (4)	11.0	WDRQ-F 93.1 Detroit 1.0/3.9
BLACK/URBAN		108 (3)	108 (3)	16.7	WGER-F 102.5 Bay City 2.0/6.3
BTFL MUSIC		67 (2)	67 (2)	10.4	WIOG-F 106.3 Saginaw 1.8/4.0
NEWS/TALK	8 (1)		8 (1)	1.2	WITL-F 100.7 Lansing 2.0/2.3
NOSTALGIA	7 (1)		7 (1)	1.1	WJXQ-F 106.1 Jackson 1.5/3.4
RELIGION					WKCF-F 98.1 Saginaw 2.0/7.7
SPANISH					WLLZ-F 98.7 Detroit .4/2.5
CLASSICAL					WJJC-F 94.7 Detroit .6/1.4
UNKNOWN/OTHERS					WNIC-F 100.3 Detroit .4/1.2
					WRIF-F 101.1 Detroit .6/3.3
					WWJ 950 Detroit 1.1/3.4
					WWNS-F 107.1 Saginaw .8/3.7
			647 (26)		

**RADIO STATIONS**

WDFD, 910, 5 KW/1 KW (DA-N), MOR	CBS, \$25.00 (Blair)	Marvin Levey
WFLT, 1420, 500 W (DAYS,DA), NOST (Radio Arts)	MBS, \$21.00 (P/W)	Neal Nason
WKMF, 1470, 5 KW/1 KW (DA-2), COUNTRY	ABC-E, \$34.00 (Katz)	Beck-Ross
WTAC, 600, 1 KW/500 W (DA-1), COUNTRY	MBS, \$23.00 (Torbet)	Boyd Arnold
WTRX, 1330, 5 KW/1 KW (DA-2), AC	ABC-I, \$38.50 (Christal)	Ray Nelson
WGMZ, 1570, 1 KW (DAYS), AC	, \$18.00 (Mc-Guild)	Reams
WDZZ-F, 92.7, 3 KW @ 260, BLACK (Drake-Chen)	SBN, \$31.00 (HNWH)	Ron Shannon
WCRZ-F, 107.9, 50 KW @ 370, BTFL MUS (Bonne)	ABC-F, \$45.75 (Katz)	Beck-Ross
WWCK-F, 105.5, 2.3 KW @ 364, AOR (Burk-Abbr)	ABC-F, \$50.00 (Mc-Guild)	Reams
		Vern Merritt
		Boyd Arnold
		Ron Shannon

Other ranked stations - See Detroit or Saginaw or Lansing

**MISCELLANEOUS COMMENTS**

WGMZ-F changed calls to WCRZ-F on 15 June and changed formats from BTFL to AC...WWMN changed calls to WGMZ on 18 June and picked up BTFL format...Arbitron missed sample target by 17 diaries...one of the nation's best AOR markets and one of the poorest CHR markets...6 share increase for WWCK...

FT. WAYNE

Arbitron Rank/Pop (12+): 99/313,100  
 CMSA Rank/Pop: NA  
 NSA Rank/Pop: 118/359,000  
 ADI # 93  
 Average Person Rating: 18.1  
 Market TSL: 23.6 hours

Stations: 16/13  
 Diaries: 810/387:1/56.3%  
 Sample Target: 690  
 Standard Error: .712  
 % Below Line: 1.6  
 % Not Listed: 11.5

Est 1983 Revenue: \$7,000,000  
 CSI: 3.1 Bil  
 CSI HH: 23.6 M  
 Retail \$: 2.0 Bil  
 Pop per Station: 24,085

12+ METRO 1/4/SHARE		FAL 83	SPG 83	FAL 82	SPG 82	12+ TSA 1/4/CUME		12+ METRO CUME/ METRO CUME RATING		FAL 83	SPG 83			
1.	WMEE-F	120/21.2	17.3	16.0	14.1	12.9	1.	WMEE-F	267/2926	1.	WOWO	1409/45.0	47.0	47.1
2.	WOWO	95/16.8	20.2	17.2	19.4	25.0	2.	WOWO	216/3267	2.	WMEE-F	1282/40.9	37.3	37.6
3.	WQHK	77/13.6	11.0	10.1	11.2	15.6	3.	WQHK	100/ 973	3.	WQHK	710/22.7	19.8	21.1
4.	WEZV-F	58/10.2	9.7	11.9	11.5	12.3	4.	WFHQ-F	75/1218	4.	WXKE-F	611/19.5	21.0	22.4
5.	WXKE-F	52/ 9.2	11.0	13.1	10.0	6.8	5.	WEZV-F	69/ 645	5.	WEZV-F	549/17.5	19.2	21.9
6.	WFHQ-F	33/ 5.8	8.4	8.4	8.6	8.8	6.	WXKE-F	59/ 760	6.	WFHQ-F	533/17.0	20.9	23.6
7.	WAFX	28/ 4.9	4.2	6.7	3.3	2.9	7.	WAFX	29/ 320	7.	WAFX	274/ 8.8	9.0	10.8
8.	WGL	13/ 2.3	1.5	.7	.6	.6	8.	WJR	23/ 340	8.	WGL	228/ 7.3	6.3	5.1
9.	WKSJ-F	8/ 1.4	2.1	2.4	2.0	1.4	9.	WLW	17/ 469	9.	WKSJ-F	203/ 6.5	7.7	8.9
10.							10.	WKSJ-F	15/ 298	10.	WJR	112/ 3.6	---	2.0
11.							11.			11.				
12.							12.			12.				
13.							13.			13.				
14.							14.			14.				
15.							15.			15.				

12+ FM SHARE (METRO): 54.18% (272 of 502) (SPG 83: 58.14%)

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. WQHK	1. WOWO	1. WMEE-F	1. WMEE-F	1. WMEE-F	1. WMEE-F
2. WXKE-F	2. WXKE-F	2. WQHK	2. WQHK	2. WQHK	2. WOWO	2. WMEE-F	2. WEZV-F	2. WQHK	2. WXKE-F	2. WQHK
3. WQHK	3. WOWO	3. WXKE-F	3. WOWO	3. WOWO	3. WEZV-F	3. WQHK	3. WOWO	3. WQHK	3. WQHK	3. WOWO
4.	WQHK	4. WOWO	4. WEZV-F	4. WEZV-F	4. WMEE-F	4. WEZV-F	4. WQHK	4. WEZV-F	4. WOWO	4. WEZV-F
5.	5.	5.	5.	5.	5.	5. WXKE-F	5.	WXKE-F	5.	5. WXKE-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. WOWO	1. WXKE-F	1. WXKE-F	1. WMEE-F	1. WMEE-F	1. WQHK
2. WXKE-F	2. WOWO	2. WOWO	2. WOWO	2. WMEE-F	2. WMEE-F	2. WMEE-F	2. WQHK	2. WXKE-F	2. WMEE-F
3.	WXKE-F	WQHK	3. WFHQ-F	3. WQHK	3. WQHK	3.	3. WXKE-F	3. WOWO	3. WOWO
4.	4. WFHQ-F	4. WEZV-F	4. WEZV-F	4. WEZV-F	4.	4. WOWO	4. WOWO	4. WQHK	4. WXKE-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		120 (1)	120 (1)	23.9	WADM+	1540	Decatur		.9/2.0
AOR		52 (1)	52 (1)	10.3	WFCV	1090	Fort Wayne		.5/1.5
AC/OLDIES/SOFT ROCK		42 (2)	42 (2)	8.3	WIFF	1570	Auburn		.4/1.9
MOR/VARIETY	120 (6)	1 (1)	121 (7)	24.1	WGN	720	Chicago		.4/1.7
COUNTRY	79 (2)		79 (2)	15.7	WJR	760	Detroit		.7/3.6
BLACK/URBAN					WLW	700	Cincinnati		.4/2.0
BTFL MUSIC		58 (1)	58 (1)	11.5					
NEWS/TALK									
NOSTALGIA	28 (1)		28 (1)	5.6					
RELIGION	3 (1)		3 (1)	0.6					
SPANISH									
CLASSICAL									
UNKNOWN/OTHERS									
			503 (16)						

RADIO STATIONS

WAFX, 1450, 1 KW/250 W, NOSTALGIA (Al Ham)	CBS, \$16.00 (Roslin)	Don Shive
WFCV, 1090, 1 KW (DAYS), RELIGION	, \$12.00 (----)	Lynne Ford
WGL, 1250, 1 KW (DA-2), MOR	ABC-D, \$ NA (Weiss)	Frank Kovas
WOWO, 1190, 50 KW (DA-N), MOR	ABC-1, \$70.00* (Katz)	Bob Elliott
WQHK, 1380, 5 KW (DA-2), COUNTRY (Burk-Abr)	CBS, \$45.00 (Christal)	Bob Elliott
WEZV-F, 101.7, 3 KW @ 300, BTFL MUS (KalaMusic)	, \$26.00 (Masla)	Tom Scheithe
WFHQ-F, 95.1, 44 KW @ 680, AC/CONTEMP	RKO, \$41.25 (HNHW)	R. Vargo
WKSJ-F, 106.3, 3 KW @ 300, AC	RKO II, \$20.25 (Torbet)	Rudy Kramer
WMEE-F, 97.3, 48 KW @ 480, CHR (Burk-Abr)	ABC-C, \$56.50 (Christal)	Bob Elliott
WXKE-F, 103.9, 3 KW @ 250, AOR	Source, \$27.00 (Selcom)	Bob Taylor

MISCELLANEOUS COMMENTS

WOWO was not the 12+ leader for the first time...what is even more surprising is that WOWO did not lead the TSA either...it's not so much that WOWO lost the lead but WMEE-F took it..

FRESNO

Arbitron Rank/Pop (12+): 69/455,000  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 85/540,400  
 ADI # 63  
 Average Person Rating: 19.8  
 Market TSL: 26.1 hours

Stations: 26/23  
 Diaries: 870  
 Sample Target: 800  
 Standard Error: .726  
 % Below Line: 3.6  
 % Not Listed: 9.6

Est 1983 Revenue: \$11,200,000  
 CSI: 4.6 B11  
 CSI III: 24.2 M  
 Retail \$: 3.1 B11  
 Pop per Station: 19,783

	FAL	SPG	FAL	SPG
12+ NETRO 1/4/SHARE	83	83	82	82
1. KKDJ-F	91/10.1	10.9	10.9	4.8 5.5
2. KYNO-F	89/ 9.9	9.4	9.0	12.5 12.0
3. KMJ	74/ 8.2	9.0	8.0	12.2 9.3
4. KKNU-F	60/ 6.7	7.1	6.0	8.9 7.9
5. KMGX-F	55/ 6.1	3.8	7.9	1.7 1.5
6. KBOS-F	54/ 6.0	3.3	3.4	4.2 4.5
7. KLIP	48/ 5.3	1.0	---	---
8. KFYE-F	37/ 4.1	6.7	5.7	7.3 8.3
9. KFIG-F	36/ 4.0	5.1	6.1	6.3 5.5
KXEX	36/ 4.0	2.8	4.3	1.0 2.1
11. KYNO	31/ 3.4	2.0	2.0	2.2 3.7
12. KGST	30/ 3.3	4.2	3.6	3.9 4.6
13. KFRE	26/ 2.9	2.5	2.5	4.5 3.9
14. KMAK	25/ 2.8	4.7	4.7	5.5 4.8
15. KNAX-F	22/ 2.4	3.2	1.5	2.3 .8

12+ TSA 1/4/CUME	12+ METRO CUME/ METRO CUME RATING	FAL	SPG
		83	83
1. KBOS-F	158/1984	1.	KYNO-F 1273/28.0 23.6 25.1
2. KKDJ-F	147/1483	2.	KKDJ-F 874/19.2 19.3 17.6
3. KFYE-F	129/1745	3.	KMJ 866/19.0 19.7 17.9
4. KMJ	114/1430	4.	KBOS-F 851/18.7 11.2 13.4
5. KYNO-F	103/1496	5.	KMGX-F 841/18.5 14.2 18.3
6. KMGX-F	82/1284	6.	KFYE-F 657/14.4 17.4 19.9
7. KKNU-F	78/ 820	7.	KKNU-F 581/12.8 15.5 13.7
8. KFRE	51/1039	8.	KFIG-F 536/11.8 12.6 15.8
9. KLIP	48/ 131	9.	KYNO 470/10.3 7.3 7.4
10. KFIG-F	40/ 713	10.	KFRE 394/ 8.7 8.3 10.2
11. KXEX	37/ 217	11.	KMAK 314/ 6.9 10.8 8.9
12. KYNO	35/ 569	12.	KNAX-F 313/ 6.9 8.6 4.6
13. KMGX	35/ 497	13.	KARM 284/ 6.2 7.9 8.7
14. KMAK	34/ 368	14.	KGST 279/ 6.1 6.9 7.9
15. KGST	32/ 317	15.	KTED-F 241/ 5.3 2.0 5.5

12+ FN SHARE (METRO): 59.53% (484 of 813) (SPG 83: 65.56%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ FMD	12+ EVE	SAT MID
1. KYNO-F	1. KKDJ-F	1. KKDJ-F	1. KKDJ-F	1. KKDJ-F	1. KKNU-F	1. KMJ	1. KKDJ-F	1. KKDJ-F	1. KYNO-F	1. KKDJ-F
2. KMGX-F	2. KYNO-F	2. KYNO-F	2. KYNO-F	2. KYNO-F	2. KMJ	2. KYNO-F	2. KKNU-F	2. KKNU-F	2. KYNO-F	2. KYNO-F
3. KKDJ-F	3. KBOS-F	3. KBOS-F	3. KFYE-F	3. KFYE-F	3. KYNO	3. KKDJ-F	3. KYNO-F	3. KMGX-F	3. KMGX-F	3. KMJ
4. KBOS-F	4. KMGX-F	4. KFYE-F	4. KFIG-F	4. KFIG-F	4. KYNO-F	4. KFYE-F	4. KMJ	4. KKNU-F	4. KBOS-F	4. KBOS-F
5. KLIP	5. KFYE-F	5. KMGX-F	KLIP	5. KLIP	5. KFIF-F	5. KKNU-F	5. KBOS-F	5. KBOS-F	KMJ	5. KMGX-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. KYNO-F	1. KYNO-F	1. KYNO-F	1. KKDJ-F	1. KKDJ-F	1. KKDJ-F	1. KKDJ-F	1. KKDJ-F
2. KYNO-F	2. KYNO-F	2. KKDJ-F	2. KKDJ-F	2. KFIG-F	2. KYNO-F	2. KBOS-F	2. KYNO-F	2. KBOS-F	2. KYNO-F
3. KMGX-F	3. KMGX-F	KFYE-F	3. KGST	3. KFYE-F	3. KBOS-F	KYNO-F	3. KBOS-F	3. KYNO-F	3. KFYE-F
4. KBOS-F	4. KGST	4. KMGX-F	4. KFYE-F	KGST	KXEX	4. KMGX-F	4. KFYE-F	4. KFYE-F	4. KBOS-F
5.	5. KFYE-F	5. KGST	5. KFIG-F	KKDJ-F	5. KMGX-F	KXEX	5. KLIP	5. KLIP	5. KLIP

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		144 (2)	144 (2)	17.7	KARM 1430 Fresno 1.6/6.2
AOR		145 (2)	145 (2)	17.8	KFRY-F 101.9 Fresno .7/4.6
AC/OLDIES/SOFT ROCK	14 (1)	73 (2)	87 (3)	10.7	KIRV 1510 Fresno .7/2.0
MOR/VARIETY					KLTK-F 107.5 Hanford .6/2.5
COUNTRY	61 (3)	28 (2)	89 (5)	10.9	KOJY-F 98.9 Dinuba 1.1/3.7
BLACK/URBAN	51 (2)		51 (2)	6.3	KRDU 1130 Dinuba .6/3.7
BTFL MUSIC	11 (2)	70 (2)	81 (4)	10.0	KTED-F 96.7 Fowler 2.1/5.3
NEWS/TALK	90 (2)		90 (2)	11.1	KXTC 790 Clovis .6/2.3
NOSTALGIA	31 (1)		31 (1)	3.8	KCBS 740 San Francisco 1.8/2.8
RELIGION	5 (1)	19 (1)	24 (2)	3.0	KJOP 1240 Lemoore .3/1.4
SPANISH	66 (2)		66 (2)	8.1	KNGS 620 Hanford 1.1/3.9
CLASSICAL					
UNKNOWN/OTHERS		5 (1)	5 (1)	0.6	
813 (26)					

RADIO STATIONS

KARM, 1430, 5 KW (DA-1)	, AC/OLDIES	APR,WSJ, \$23.25	(Torbet)	Davis/Weaver
KBIF, 900, 1 KW (DAYS)	, RELIGION	, \$14.00	(---)	Cascade
KEAP, 980, 500 W (DAYS)	, COUNTRY	, \$10.00	(RSR)	Linda Lopez
KFRE, 940, 50 KW (DA-2)	, COUNTRY	ST ABC-I, \$42.50	(HNWH)	John Hooker
KGST, 1600, 5 KW (DA-N)	, SPANISH	, \$18.88	(Lotus)	Tal Jonz
KLIP, 1220, 250 W (DAYS)	, BLACK	SBN, \$ ? ?	(---)	Ben Gutierrez
KMAK, 1340, 1 KW/250 W	, COUNTRY	ABC-E, \$22.00*	(Mc-Guild)	(FOWLER)
KMJ, 580, 5 KW	, NEWS/TALK	CBS,NBC-T,ABC-T, \$40.50	(Katz)	Steve Miller
KXEX, 1550, 500 W (DAYS)	, SPANISH	, \$17.00	(Caballero)	Don Schrack
KXQR, 790, 500 W (DAYS,DA)	, BTFL MUS	, \$13.00	(Market 4)	John Sander
KYNO, 1300, 5 KW/1 KW (DA-N)	, NOST (Drake-Chen)	RKO II, \$ NA	(Christal)	Bill Dallas
KNGS, 620, 1 KW (DA-N)	, COUNTRY	ABC-E, \$17.90	(Weiss)	Sam Carter
KFIG-F, 101.1, 50 KW @ 352, AC		, \$35.75	(Torbet)	Al Loberk
KFRY-F, 101.9, 1.8 KW @ 1880, COUNTRY		, \$27.00*	(HNWH)	
KFYE-F, 93.7, 68 KW @ 1950, AC		, \$48.00	(Selcom)	
KKDJ-F, 105.9, 2.4 KW @ 1960, AOR (Burk-Abr)		ABC-R, \$43.00*	(Eastman)	Sunbelt
KKNU-F, 102.7, 50 KW @ 500, BTFL MUS (SRP)		, \$32.00*	(Blair)	
KMGX-F, 103.7, 50 KW @ 500, CHR		RKO, \$ NA	(CBS/FM)	(HANFORD)
KNAX-F, 97.9, 48 KW @ 310, COUNTRY		, \$25.00*	(Katz)	McClatchy
KYNO-F, 95.5, 50 KW @ 318, CHR (Drake-Chen)		, \$55.00	(Christal)	
KBOS-F, 94.9, 16 KW @ 850, AOR		ABC-C, \$ NA	(Mc-Guild)	(TULARE)

MISCELLANEOUS COMMENTS

KKNU-F sold by East-West FM to Spacecom for \$2,650,000 (Blackburn)...KXQR changed calls to KXTC on 1 May...

GRAND RAPIDS

Arbitron Rank/Pop (12+): 62/507,400  
 CNSA Rank/Pop: NA  
 MSA Rank/Pop: 74/614,300  
 ADI # 48 (with Kalamazoo)  
 Average Person Rating: 16.6  
 Market TSL: 24.4 hours

Stations: 32/20  
 Diaries: 1000/507:1/54.1%  
 Sample Target: 870  
 Standard Error: .618  
 % Below Line: 10.1  
 % Not Listed: 8.5

Est. 1983 Revenue: \$12,800,000  
 CSI: 5.4 Bil  
 CSI HH: 24.8 M  
 Retail \$: 3.3 Bil  
 Pop per Station: 25,370

12+ METRO	1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/ RATING	FAL 83	SPG 83
1. WLAV-F	99/11.8	9.5	14.2	12.3	14.3	15.5	1. WLAV-F 163/1883	1. WGRD-F 1238/24.4	21.8	24.2
2. WOOD	95/11.3	12.4	10.4	9.6	10.6	6.7	2. WCUZ-F 141/1650	2. WOOD 1159/22.8	23.9	24.9
3. WCUZ-F	78/ 9.3	12.5	13.4	11.5	7.5	8.0	3. WGRD-F 136/2239	3. WOOD-F 1056/20.8	24.3	22.6
4. WGRD-F	77/ 9.2	6.7	6.0	7.4	7.8	7.8	4. WOOD-F 135/2090	4. WLAV-F 1018/20.1	21.0	26.1
5. WOOD-F	69/ 8.2	11.5	8.8	11.7	13.7	9.0	5. WOOD 106/1400	5. WCUZ-F 976/19.2	19.4	25.5
6. WLHT-F	58/ 6.9	7.2	9.1	7.8	4.5	9.0	6. WMUS-F 80/ 927	6. WCUZ 918/18.1	13.3	14.0
7. WCUZ	53/ 6.3	4.8	3.6	3.4	4.5	4.9	7. WLHT-F 76/1170	7. WLHT-F 873/17.2	21.0	22.8
8. WJFM-F	32/ 3.8	5.2	6.7	6.1	6.6	4.9	8. WKZO 72/1241	8. WJFM-F 691/13.6	16.0	16.0
9. WKLQ-F	25/ 3.0	---	1.2	1.2	1.4	3.5	9. WJFM-F 65/1485	9. WKLQ-F 480/ 9.5	---	4.6
WMUS-F	25/ 3.0	3.0	.5	---	.9	4.6	10. WCUZ 54/1000	10. WFUR-F 431/ 8.5	9.4	10.6
11. WFUR-F	18/ 2.1	3.3	3.2	2.3	4.7	3.3	11. WQWQ-F 53/ 604	11. WMUS-F 381/ 7.5	7.8	2.3
12. WQWQ-F	15/ 1.8	1.0	.7	1.8	1.1	1.4	12. WCXT-F 51/ 597	12. WYXX-F 284/ 5.6	3.8	1.7
WXQT	15/ 1.8	1.6	1.5	4.1	3.1	1.1	13. WQLR-F 45/ 758	13. WLAV 274/ 5.4	6.3	5.9
14. WKWM	14/ 1.7	2.7	1.4	2.1	1.5	2.4	14. WKLQ-F 41/ 805	14. WKZO 223/ 4.4	---	2.4
WHTC	14/ 1.7	1.0	1.9	1.5	1.4	1.1	15. WFUR-F 29/ 597	15. WQWQ-F 217/ 4.3	5.0	3.9
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): 68.66% (528 of 769) (SPG 83: 74.10%)

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-F	1. WOOD	1. WCUZ-F+1	1. WLAV-F	1. WLAV-F	1. WLAV-F	1. WLAV-F
2. WLAV-F	2. WLHT-F	2. WCUZ-F	2. WOOD	2. WOOD	2. WCUZ-F	2. WOOD	2. WOOD	2. WOOD	2. WGRD-F	2. WCUZ-F
3.	3. WGRD-F	3. WLHT-F	3. WLAV-F	3. WLAV-F	3. WOOD-F	3. WOOD-F	3. WLHT-F	3. WCUZ-F	3. WOOD	3. WGRD-F
4.	4. WCUZ-F	4. WOOD	4. WLHT-F	4. WCUZ	4. WCUZ	4. WLAV-F	4. WCUZ-F	4. WGRD-F	4. WCUZ	4. WOOD
5.	5. WJFM-F	5. WGRD-F	5. WJFM-F	5. WLHT-F	5.	5. WGRD-F	5. WOOD-F	5. WOOD-F	5. WLHT-F	5. WLHT-F
6.	6. WKLQ-F	6. WJFM-F	6. WCUZ	6. WOOD-F	6.	6. WLHT-F	6. WGRD-F	6. WLHT-F	6. WCUZ-F	6. WOOD-F
7.	7.	7.	7.	7. WJFM-F	7.	7.	7.	7.	7. WOOD-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.

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. WCUZ-F	1. WLAV-F	1. WLAV-F	1. WLAV-F	1. WLAV-F	1. WOOD
2. WLAV-F	2. WLAV-F	2. WCUZ-F	2. WLAV-F	2. WOOD	2. WCUZ-F	2. WCUZ-F	2. WCUZ-F	2. WCUZ-F	2. WCUZ-F
3. WGRD-F	3. WGRD-F	3. WLAV-F	3. WJFM-F	3. WLHT-F	3.	3.	3. WOOD	3. WJFM-F	3. WLAV-F
4. WCUZ-F	4. WCUZ-F	4. WGRD-F	4. WJFM-F	4. WCUZ-F	4.	4.	4. WGRD-F	4. WLHT-F	4. WCUZ
5.	5. WJFM-F	5. WOOD	5. WGRD-F	5. WOOD-F	5.	5.	5. WCUZ	5. WCUZ	5. WOOD-F
6.	6. WKLQ-F	6. WJFM-F	6.	6. WCUZ	6.	6.	6. WLHT-F	6.	6. WLHT-F
7.	7.	7.	7.	7. WGRD-F	7.	7.	7.	7.	7. WJFM-F
8.	8.	8.	8.	8. WLAV-F	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		113 (3)	113 (3)	14.7	WFUR 1570 .4/2.5
AOR		105 (2)	105 (2)	13.7	WFUR-F 102.9 2.1/8.5
AC/OLDIES/SOFT ROCK	24 (2)	90 (2)	114 (4)	14.8	WGHN 1370 Grand Haven .8/1.6
MOR/VARIETY	126 (6)	1 (1)	127 (7)	16.5	WGHN-F 92.1 Grand Haven .1/1.6
COUNTRY	61 (4)	113 (4)	174 (8)	22.6	WLAV 1340 1.1/5.4
BLACK/URBAN	14 (1)		14 (1)	1.8	WMAX 1480 .6/1.7
BTFL MUSIC		88 (3)	88 (3)	11.4	WYXX-F 96.1 Holland 1.3/5.6
NEWS/TALK	8 (1)		8 (1)	1.0	WZND-F 99.3 Zeeland 1.0/3.1
NOSTALGIA					WCXT-F 105.3 Hart .7/2.4
RELIGION	8 (2)	18 (1)	26 (3)	3.4	WKZO 590 Kalamazoo .5/4.4
SPANISH					WMUS 1090 Muskegon .2/ .9
CLASSICAL					WPLB-F+ 107.3 Greenville .3/2.6
UNKNOWN/OTHERS					WQLR-F 106.5 Kalamazoo .5/2.8
			769 (32)		WBBM 780 Chicago 1.0/2.3
					WGN 720 Chicago .4/1.8
					WJR 760 Detroit .4/1.2
					WMAQ 670 Chicago .6/1.8 12+ ADI 1/4

RADIO STATIONS

AM STATIONS

WCUZ, 1230, 1 KW/250 W	COUNTRY (Burk-Abr)	CBS, \$ NM	(Christal)	Federated	Ron Dykstra	1. WLAV-F
WFUR, 1570, 1 KW (DAYS)	RELIGION	\$10.00	(Patt)	Kuiper	Bill Kuiper	2. WCUZ-F
WKRM, 1140, 5 KW (DAYS,DA)	BLACK	NBN, \$13.50	(Roberts)		Richard Culpepper	3. WGRD-F
WLAV, 1340, 1 KW/250 W	OLDIES	ABC-E,MBS, \$15.00*	(Blair)	Adams	Jack Markward	4. WOOD-F
WMAX, 1480, 5 KW (DAYS,DA)	RELIGION	\$12.00	(----)		Don Medford	5. WNNW-F
WOOD, 1300, 5 KW (DA-N)	MOR ST	NBC, \$64.00*	(Katz)	Grace	Mike Lareau	6. WKFR-F
WXQT, 1410, 1 KW (DAYS)	OLDIES (Drake-Chen)	ABC-I, \$18.00*	(Torbet)	Regional	Steve Cartwright	7. WOOD
WYGR, 1530, 500 W (DAYS)	RELIGION	\$12.00	(----)		Fred Jacob	8. WKZO
						9. WMUS-F
						10. WLHT-F
						11. WJFM-F
						12. WCUZ
						13. WJXQ-F
						14. WQWQ-F
						15. WQLR-F
						WCXT-F
WCUZ-F, 101.3, 50 KW @ 420	COUNTRY (Burk-Abr)	CBS, \$124.63	(Christal)	Federated	Ron Dykstra	12+ ADI CUME
WFUR-F, 102.9, 40 KW @ 500	RELIG/BTFL	\$17.00	(Patt)	Kuiper	Bill Kuiper	1. WGRD-F
WGRD-F, 97.9, 13 KW @ 590	CHR	ABC-C, \$35.00	(Torbet)	Regional	Steve Cartwright	2. WOOD-F
WJFM-F, 93.7, 320 KW @ 780	AC (TM)	MBS, \$42.50	(Mc-Guild)	Fetzer	Dave Myers	3. WLAV-F
WKLQ-F, 94.5, 50 KW @ 500	CONTEMP	\$ NA	(Eastman)	Bloomington	Richard Dills	4. WCUZ-F
					(HOLLAND)	5. WJFM-F
WLAV-F, 96.9, 50 KW @ 500	AOR (Burk-Abr)	ABC-R,Source, \$65.00*	(Blair)	Adams	John Shepard	6. WOOD
WLHT-F, 95.7, 50 KW @ 175	AC	\$41.00	(Selcom)	Liggett		7. WJFM-F
WOOD-F, 105.7, 265 KW @ 810	BTFL MUS (SRP)	\$80.00*	(Katz)	Grace	Mike Lareau	8. WOOD
WMUS-F, 106.9, 50 KW @ 480	COUNTRY	\$23.00	(Masla)	(MUSKEGON)	Tim Achterhoff	9. WKZO
WYXX-F, 96.1, 41 KW @ 295	CHR (Century 21)	MBS, \$ NA	(----)	(HOLLAND)		10. WKFR-F
WQWQ-F, 104.5, 50 KW @ 375	BTFL MUS (Bonne)	\$15.00	(Masla)	(MUSKEGON)	Fred Tascone	11. WLHT-F
WCXT-F, 105.3, 100 KW @ 650	AOR	\$18.00	(Mich Spot)	(HART)	Nancy Waters	12. WNNW-F
						13. WCUZ
						14. WMUS-F
						15. WQLR-F
						16. WKLQ-F
						17. WJXQ-F

Other ranked stations - See Kalamazoo

ADI FM SHARE:  
72.25%

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

MISCELLANEOUS COMMENTS

WJBL-F changed to WKLQ-F  
WTWN changed to WLAV  
WZZR-F changed to WLHT-F

WLAV: from Talk to Oldies  
WXQT: from Nostalgia to Oldies  
WKLQ-F: from BTFL/Relig to AC  
WLHT-F: from CHR to AC

WOOD A/F sold to Harvey  
Grace for around  
\$9,000,000 (Crisler)

Sharp drop in FM share...  
WLAV-F continues slide...

GREEN BAY

Arbitron Rank/Pop (12+): 158/147,500  
 CMA Rank/Pop: NA  
 MSA Rank/Pop: 203/179,300  
 ADI # 69  
 Average Person Rating: 16.7  
 Market TSL: 21.8 hours

Stations: 13/5  
 Diaries: 634/233:1/58.6%  
 Sample Target: 550  
 Standard Error: .783  
 % Below Line: 23.7  
 % Not Listed: 6.0

Est 1983 Revenue: \$4,900,000  
 CSI: 1.5 Bil  
 CSI HH: \$24,589  
 Retail \$: 1.0 Bil  
 Pop per Station: 29,500

12+ METRO	1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82	12+ TSA	1/4/CUME	12+ METRO	CUME/RATING	FAL 83	SPG 83			
1.	WIXX-F	48/19.5	---	17.1	---	17.4	1.	WIXX-F	183/2377	1.	WIXX-F	664/45.0	---	40.3
2.	WGEE	47/19.1	---	17.9	---	23.4	2.	WGEE	79/ 910	2.	WGEE	464/31.5	---	34.3
3.	WDUZ-F	36/14.6	---	15.9	---	14.2	3.	WAPL-F	71/1074	3.	WDUZ	395/26.8	---	28.7
4.	WKAU-F+	27/11.0	---	6.4	---	7.4	4.	WDUZ-F	67/ 840	4.	WNFL	376/25.5	---	31.4
5.	WDUZ	25/10.2	---	9.9	---	10.6	5.	WKAU-F+	62/1130	5.	WDUZ-F	359/24.3	---	28.1
6.	WNFL	21/ 8.5	---	14.7	---	9.6	6.	WCUB	59/ 484	6.	WKAU-F+	348/23.6	---	20.1
7.	WAPL-F	16/ 6.5	---	6.7	---	7.8	7.	WYNE	32/ 477	7.	WAPL-F	244/16.5	---	18.6
8.	WAUN-F	4/ 1.6	---	1.2	---	.9	8.	WNFL	30/ 485	8.	WAUN-F	53/ 3.6	---	2.9
9.	WDOR-F	3/ 1.2	---	---	---	---	9.	WDUZ	28/ 553	9.				
10.							10.	WAUN-F	19/ 250	10.				
11.							11.			11.				
12.							12.			12.				
13.							13.			13.				
14.							14.			14.				
15.							15.			15.				

12+ FM SHARE (METRO): 56.90% (132 of 232) (SPG 83: 51.48%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+	12+ EVE	SAT MID
1.	WKAU-F+	1. WIXX-F	1. WIXX-F	1. WIXX-F	1. WGEE	1. WGEE	1. WDUZ-F	1. WIXX-F	1. WIXX-F	1. WGEE
2.	WIXX-F	2. WKAU-F+	2. WGEE	2. WIXX-F	2. WIXX-F	2. WIXX-F	2. WIXX-F	2. WDUZ-F	2. WKAU-F	2. WIXX-F
3.	WAPL-F	3. WNFL	3. WNFL	3. WNFL	3. WNFL	3.	3. WNFL	3. WGEE	3. WGEE	3. WGEE
4.	4.	4. WAPL-F	4. WKAU-F+	4.	4.	4.	4. WDUZ-F	4.	4. WKAU-F	4. WAPL-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.	WIXX-F	1. WIXX-F	1. WIXX-F	1. WIXX-F	1. WGEE	1. WIXX-F	1. WIXX-F	1. WIXX-F	1. WIXX-F	1. WGEE
2.	WKAU-F+	2. WKAU-F+	2. WGEE	2. WNFL	2. WIXX-F	2. WKAU-F+	2. WAPL-F	2. WGEE	2. WNFL	2. WIXX-F
3.	3. WNFL	3. WNFL	3. WNFL	3. WGEE	3. WNFL	3. WAPL-F	3. WKAU-F+	3. WNFL	3. WNFL	3. WNFL
4.	4.	4.	4.	4.	4.	4.	4.	4.	4.	4.
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	3 (1)	72 (2)	75 (3)	32.2	WCUB 980 Two Rivers .8/2.4
AOR		16 (1)	16 (1)	6.9	WRVM-F 102.7 Suring .4/1.7
AC/OLDIES/SOFT ROCK	21 (1)	21 (1)	21 (1)	9.1	WYNE 1150 Kimberly .8/3.5
MOR/VARIETY	25 (1)	25 (1)	25 (1)	10.8	
COUNTRY	51 (3)	3 (1)	54 (4)	23.3	
BLACK/URBAN					
BTFMUSIC		36 (1)	36 (1)	15.5	
NEWS/TALK					
NOSTALGIA		4 (1)	4 (1)	1.7	
RELIGION		1 (1)	1 (1)	0.4	
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS					

232 (13)

RADIO STATIONS

WDUZ, 1400, 1 KW/250 W	, MOR	ABC-C, \$21.00*	(Mc-Guild)		
WGEE, 1360, 5 KW (DA-N)	, COUNTRY	ABC-D, \$31.00	(Blair)	Midwest Comm.	D.E. Wright
WNFL, 1440, 5 KW/500 W (DA-2)	, AC	RKO, \$41.50	(HNWH)	Comm. Prop.	Bob Clark
WCUB, 980, 5 KW (DA-2)	, COUNTRY	, \$24.40	(Weiss)	(TWO RIVERS)	Lee Davis
WDUZ-F, 98.5, 100 KW @ 1254	, BTFMUS (Bonne)	ABC-C, \$20.00*	(Mc-Guild)		
WIXX-F, 101.1, 100 KW @ 1828	, CHR (TM)	, \$48.00*	(Blair)	Midwest Comm.	D.E. Wright
WAUN-F, 92.7, 3 KW @ 300	, NOSTALGIA/POLKA	MBS, \$ 7.00	(----)	(KEWAUNEE)	Bill Zelinsky

Other ranked stations - See Appleton-Oshkosh



GREENSBORO-WINSTON SALEM-HIGH POINT

Arbitron Rank/Pop (12+): 47/721,500  
 CMA Rank/Pop: 44/869,000  
 NSA Rank/Pop: 56/880,400  
 ADI # 50  
 Average Person Rating: 17.9  
 Market TSL: 23.6 hours

Stations: 31/23  
 Diaries: 1135/636:1/45.0%  
 Sample Target: 1020  
 Standard Error: .600  
 % Below Line: 7.8  
 % Not Listed: 5.7

Est. 1983 Revenue: \$14,100,000  
 CSI: 7.7 B11  
 CSI HH: 23.7 M  
 Retail \$: 4.5 B11  
 Pop per Station: 31,370

		FAL	SPG	FAL	SPG	
12+ METRO	1/4/SHARE	83	83	82	82	
1.	WTQR-F	218/16.9	16.6	16.1	14.9	15.6
2.	WMAG-F	113/ 8.8	7.2	3.6	1.0	.5
3.	WGLD-F	106/ 8.2	6.4	7.1	8.3	7.4
4.	WQMG-F	105/ 8.1	8.5	9.2	8.8	7.8
5.	WKZL-F	88/ 6.8	6.5	3.4	6.1	9.2
	WSEZ-F	88/ 6.8	4.8	7.4	5.9	10.8
7.	WSJS	56/ 4.3	6.7	5.8	5.4	5.5
8.	WDCG-F	49/ 3.8	3.6	3.2	3.3	---
9.	WMFR	43/ 3.3	1.7	2.5	1.8	2.6
10.	WAIR	42/ 3.3	2.2	3.1	3.2	2.1
11.	WAAA	33/ 2.6	3.3	3.5	3.7	4.0
	WEAL	33/ 2.6	3.5	3.3	2.6	2.4
	WRQK-F	33/ 2.6	4.1	5.4	6.5	6.8
14.	WBIG	32/ 2.5	2.5	3.3	2.6	3.0
15.	WSMX	19/ 1.5	1.9	1.0	.9	.7
16.						
17.						
18.						
19.						
20.						
21.						
22.						
23.						
24.						
25.						

12+ TSA	1/4/CUME
1.	WTQR-F 404/4106
2.	WMAG-F 151/2095
3.	WGLD-F 140/1699
4.	WKZL-F 138/1726
5.	WQMG-F 137/1337
6.	WSEZ-F 115/1718
7.	WDCG-F 108/1467
8.	WFCM-F 65/ 876
9.	WSJS 61/ 943
10.	WFMX-F 62/ 680
11.	WSOC-F 59/ 796
12.	WRQK-F 52/1188
13.	WMFR 43/ 376
14.	WAIR 42/ 471
15.	WAAA 36/ 421
16.	
17.	
18.	
19.	
20.	
21.	
22.	
23.	
24.	
25.	

12+ METRO	CUME/ CUME RATING	FAL	SPG
83	83	82	82
1.	WTQR-F 1980/27.4	27.9	28.8
2.	WMAG-F 1480/20.5	16.8	9.2
3.	WSEZ-F 1242/17.2	13.9	19.1
4.	WGLD-F 1238/17.2	13.2	16.6
5.	WKZL-F 1061/14.7	13.5	14.1
6.	WQMG-F 888/12.3	12.0	14.0
7.	WSJS 882/12.2	16.1	16.4
8.	WRQK-F 761/10.5	12.4	16.4
9.	WDCG-F 681/ 9.4	7.6	6.5
10.	WAIR 471/ 6.5	6.5	6.3
11.	WCOG 419/ 5.8	3.4	3.7
12.	WBIG 413/ 5.7	7.7	7.1
13.	WAAA 387/ 5.4	5.8	5.8
14.	WMFR 376/ 5.2	4.6	4.7
15.	WEAL 330/ 4.6	5.5	7.1
16.			
17.			
18.			
19.			
20.			
21.			
22.			
23.			
24.			
25.			

12+ FM SHARE (METRO): 72.39% (881 of 1217) (SPG 83: 68.55%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1.	WKZL-F	1. WMAG-F	1. WTQR-F	1. WTQR-F	1. WTQR-F	1. WTQR-F	1. WTQR-F	1. WTQR-F	1. WTQR-F	1. WTQR-F
2.	WSEZ-F	2. WQMG-F	2. WMAG-F	2. WMAG-F	2. WGLD-F	2. WSJS	2. WGLD-F	2. WMAG-F	2. WQMG-F	2. WMAG-F
3.	WDCG-F	3. WTQR-F	3. WQMG-F	3. WQMG-F	3. WSJS	3. WMAG-F	3. WMAG-F	3. WGLD-F	3. WKZL-F	3. WGLD-F
4.	WQMG-F	4. WKZL-F	4. WKZL-F	4. WSEZ-F	4. WGLD-F	4. WMAG-F	4. WGLD-F	4. WQMG-F	4. WMAG-F	4. WSEZ-F
5.	WAIR	5. WSEZ-F	5. WSEZ-F	5. WGLD-F	5. WSEZ-F	5. WMFR	5. WMFR-F	5. WKZL-F	5. WQMG-F	5. WQMG-F
6.		6. WGLD-F	6. WGLD-F	6. WKZL-F	6. WKZL-F	6. WBIG	6. WQMG-F	6. WSEZ-F	6. WKZL-F	6. WGLD-F
7.		7.	7.	7.	7.	7. WQMG-F	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.

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. WMAG-F	1. WTQR-F	1. WMAG-F	1. WKZL-F	1. WKZL-F	1. WTQR-F	1. WQMG-F	1. WTQR-F
2.	WMAG-F	2. WQMG-F	2. WMAG-F	2. WTQR-F	2. WSEZ-F	2. WQMG-F	2. WKZL-F	2. WTQR-F	2. WQMG-F
3.	WDCG-F	3. WTQR-F	3. WQMG-F	3. WSEZ-F	3. WQMG-F	3. WTQR-F	3. WQMG-F	3. WKZL-F	3. WMAG-F
4.	WKZL-F	4. WSEZ-F	4. WSEZ-F	4. WGLD-F	4. WTQR-F	4. WSEZ-F	4. WMAG-F	4. WKZL-F	4. WKZL-F
5.		5. WKZL-F	5. WGLD-F	5. WAAA	5.	5. WMAG-F	5. WSEZ-F	5. WSEZ-F	5. WGLD-F
6.		6. WDCG-F	6. WKZL-F	6. WSMX	6.	6.	6. WGLD-F	6.	6. WSEZ-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		174 (4)	174 (4)	14.3	WBUY 1440 Lexington .8/1.8
AOR		94 (2)	94 (2)	7.7	WLXN-F 94.1 Lexington .7/1.4
AC/OLDIES/SOFT ROCK	26 (2)	113 (1)	139 (3)	11.4	WCOG 1320 Greensboro 1.4/5.8
MOR/VARIETY	57 (3)		57 (3)	4.7	WHPE-F 95.5 High Point 1.3/2.5
COUNTRY	23 (2)	241 (4)	264 (6)	21.7	WKEW 1400 Greensboro .6/1.5
BLACK/URBAN	108 (3)	114 (2)	222 (5)	18.2	WPET 950 Greensboro 1.2/2.3
BTFL MUSIC		106 (1)	106 (1)	8.7	WTNC 790 Thamasville 1.0/1.3
NEWS/TALK	56 (1)		56 (1)	4.6	WTOB 1380 Winston-Salem .8/3.0
NOSTALGIA	32 (1)		32 (1)	2.6	WWMO-F 102.1 Reidsville 1.0/3.5
RELIGION	34 (2)	39 (3)	73 (5)	6.0	WKBC-F 97.3 N. Wilkesboro .3/1.3
SPANISH					WPCM-F 101.1 Burlington .8/3.0
CLASSICAL					WBT 1110 Charlotte .3/ .8
UNKNOWN/OTHERS			1217 (31)		WFMX-F 105.7 Statesville .7/1.3
					WPEG-F 97.9 Concord .7/1.4
					WQDR-F 94.7 Raleigh .5/ .9
					WSOC-F 103.7 Charlotte .3/2.2

12+ ADI 1/4

RADIO STATIONS

AM STATIONS

WAAA, 980, 1 KW (DAYS)	, BLACK	NBN, \$19.00 (Weiss)	Mutter Evans	1. WTQR-F
WAIR, 1340, 1 KW/250 W	, BLACK	, \$18.00* (Torbet)	Nick Patella	2. WMAG-F
WBIG, 1470, 5 KW (DA-N)	, NOSTALGIA (Al Ham) (TM)	CBS, \$25.00 (Blair)	Stan Thomas	3. WGLD-F
WCOG, 1320, 5 KW/1 KW (DA-2)	, OLDIES	ABC-C, \$19.00 (Christal)	George Francis	4. WQMG-F
WEAL, 1510, 1 KW (DAYS)	, BLACK	SBN, \$15.00 (HNWH)	Morgan Poag	5. WKZL-F
WGOS, 1070, 1 KW (DAYS)	, AC	, \$ 8.00 (----)	Simon Ritchey	6. WSEZ-F
WKEN, 1400, 1 KW/250 W	, AC	ABC-I, \$19.00 (----)	Bill Mitchell	7. WDCG-F
WFR, 1230, 1 KW/250 W	, MOR/NEWS	ABC-E, ABC-I, \$15.00 (MMR)	Voyager	8. WSJS
WPET, 950, 500 W (DAYS)	, RELIGION	, \$17.00 (----)	George Francis	9. WPCM-F
WSJS, 600, 5 KW (DA-2)	, NEWS/TALK	NBC, NBC-T, WSJ, ABC-T, \$51.00 (Mc-Guild)	Summit	10. WRQK-F
WSMX, 1500, 10 KW (DAYS, DA)	, RELIGION	ABC-I, SBN, \$15.00 (----)	Roger Stockton	11. WAFR
WTOB, 1380, 5 KW/1 KW (DA-N), MOR		ABC-C, CBS, \$25.00 (Savalli)	John Woods	12. WAIR
				13. WAAA
				14. WEAL
				15. WBIG

FM STATIONS

WGLD-F, 100.3, 100 KW @ 400, BTFL MUS (SRP)	, \$54.00* (Christal)	Mann	Bernie Mann	1. WTQR-F
WHPE-F, 95.5, 100 KW @ 444, RELIGION	, \$ NA (----)		Ron Muffley	2. WMAG-F
WKZL-F, 107.5, 100 KW @ 500, AOR	ABC-R, \$65.00* (Katz)	Nationwide	Bill Weller	3. WSEZ-F
WMAG-F, 99.5, 100 KW @ 1500, AC (Fairwest)	ABC-E, \$105.00 (MMR)	Voyager	George Francis	4. WGLD-F
WQMG-F, 97.1, 100 KW @ 555, BLACK	CBS-R, \$49.00* (HNWH)		Morgan Poag	5. WKZL-F
WRQK-F, 98.7, 100 KW @ 814, CONTEMP	MBS, \$64.00 (Christal)	Robins Co		6. WDCG-F
WSEZ-F, 93.1, 100 KW @ 383, CHR (White)	RKO, \$48.00* (Torbet)		Nick Patella	7. WQMG-F
WTQR-F, 104.1, 100 KW @ 1420, COUNTRY (Drake-Chen)	, \$103.75 (Mc-Guild)	Summit	Roger Stockton	8. WRQK-F
WWMO-F, 102.1, 100 KW @ 770, RELIGION	, \$10.00 (----)	Beasley (REIDSVILLE)	Dave Salyers	9. WSJS
WPCM-F, 101.1, 100 KW @ 910, COUNTRY	, \$27.00 (Masla)	Audubon (BURLINGTON)	Buddy Poole	10. WPCM-F

Other ranked stations - See Raleigh or Charlotte

ADI FM SHARE:  
75.60Z

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

MISCELLANEOUS COMMENTS

WRQK: from Oldies/AC to a more contemporary format  
WCOG: from Contemp to Oldies

No CHR boom in this market yet...WMAG up over 5 share points in last year...

GREENVILLE-NEW BERN-WASHINGTON, NC

Arbitron Rank/Pop (12+): 125/240,100  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 314/94,100 (Greenville only)  
 ADI # 100  
 Average Person Rating: 15.6  
 Market TSL: 20.9 hours

Stations: 22/16  
 Diaries: 770/312:1/56.2%  
 Sample Target: 600  
 Standard Error: .725  
 % Below Line: 13.1  
 % Not Listed: 10.1

Est 1983 Revenue: NA  
 CSI: .7 B11\*  
 CSI III: \$22,788\*  
 Retail \$: .4 B11\*  
 Pop per Station: 15,006  
 \* Greenville only

12+ METRO	1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82	12+ TSA	1/4/CUME	12+ METRO CUME/	FAL 83	SPG 83	
								METRO CUME RATING			
1.	WQDW-F 68/18.2	---	19.0	---	15.8	1.	WRAL-F 137/1530	1.	WSFL-F 639/26.6	---	28.5
2.	WITN-F 48/12.8	---	9.7	---	12.2	2.	WITN-F 86/1512	2.	WITN-F 630/26.2	---	30.2
3.	WSFL-F 42/11.2	---	10.7	---	10.3	3.	WQDW-F 84/ 787	3.	WQDW-F 585/24.4	---	25.2
4.	WNCT-F 33/ 8.8	---	8.6	---	8.2	4.	WAZZ-F 73/ 824	4.	WAZZ-F 478/19.9	---	19.4
5.	WAZZ-F 13/ 8.3	---	10.2	---	9.0	5.	WNCT-F 65/ 901	5.	WNCT-F 368/15.3	---	16.3
6.	WRAL-F 19/ 5.1	---	1.9	---	4.1	6.	WSFL-F 61/ 980	6.	WRAL-F 299/12.5	---	7.8
7.	WELS 14/ 3.7	---	3.0	---	2.7	7.	WRNS-F 46/ 472	7.	WRNS-F 191/ 8.0	---	8.9
8.	WRNS-F 13/ 3.5	---	5.8	---	6.8	8.	WKTC-F 37/ 482	8.	WSEC-F 185/ 7.7	---	5.7
9.	WSEC-F 10/ 2.7	---	1.2	---	.5	9.	WZYC-F 29/ 308	9.	WRQI-F 159/ 6.6	---	6.7
10.	WRQR-F 9/ 2.4	---	1.9	---	2.4	10.	WQDR-F 28/ 411	10.	WKTC-F 158/ 6.6	---	7.3
11.						11.		11.			
12.						12.		12.			
13.						13.		13.			
14.						14.		14.			
15.						15.		15.			

12+ FM SHARE (METRO): 86.90% (292 of 336) (SPG 83: 82.72%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1.	WITN-F 1. WQDW-F	1. WQDW-F	1. WQDW-F	1. WQDW-F	1. WQDW-F	1. WQDW-F	1. WQDW-F	1. WQDW-F	1. WQDW-F	1. WQDW-F
	WQDW-F	2. WSFL-F	2. WSFL-F	2. WSFL-F	2. WSFL-F	2. WITN-F	2. WITN-F	2. WSFL-F	2. WITN-F	2. WITN-F
3.	WSFL-F	3. WITN-F	3. WITN-F	3. WITN-F	3. WITN-F	3. WITN-F	3. WITN-F	3. WITN-F	3. WITN-F	3. WITN-F
4.		4. WAZZ-F	4. WAZZ-F	4. WRAL-F	4. WITN-F	4. WRNS-F	4. WAZZ-F	4. WNCT-F	4. WNCT-F	4. WNCT-F
5.		5.	5.	5. WAZZ-F	5.	5.	5. WNCT-F	5.	5.	5. WSFL-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.	WQDW-F	1. WQDW-F	1. WQDW-F	1. WQDW-F	1. WQDW-F	1. WSFL-F	1. WSFL-F	1. WSFL-F	1. WITN-F
2.	WITN-F	2. WITN-F	2. WSFL-F	2. WRAL-F	2. WAZZ-F	2. WITN-F	2. WQDW-F	2. WITN-F	2. WSFL-F
	WSFL-F	WSFL-F	3. WITN-F	3. WITN-F	WRAL-F	3. WQDW-F	3. WITN-F	3. WRAL-F	3. WQDW-F
4.	WAZZ-F	4.	4. WAZZ-F	4.	4.	4. WAZZ-F	4.	4. WAZZ-F	4. WAZZ-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		113 (5)	113 (5)	33.6	WBZQ 1550 Greenville	1.1/1.5	
AOR		7 (2)	7 (2)	2.1	WTC 960 Kinston	.5/3.6	
AC/OLDIES/SOFT ROCK		19 (1)	19 (1)	5.7	WGHB 1250 Frammville	2.1/2.9	
MOR/VARIETY	5 (2)		5 (2)	1.5	WSP 1230 Kinston	.8/3.3	
					WITN 930 Washington	.8/3.3	
COUNTRY	22 (2)	50 (3)	72 (5)	21.4	WMSQ-F 104.9 Havelock	1.1/3.1	
BLACK/URBAN	4 (1)	70 (2)	74 (3)	22.0	WRNB 1490 New Bern	1.6/3.2	
BTFL MUSIC		33 (1)	33 (1)	9.8	WWMG 1380 New Bern	1.1/2.0	
NENS/TALK					WKTC-F 104.3 Tarboro	1.6/6.6	
NOSTALGIA					WOKN-F 102.3 Goldsboro	.5/3.0	
RELIGION	10 (2)		10 (2)	3.0	WQDR-F 94.7 Raleigh	.5/2.4	
SPANISH					WZYC-F 103.3 Beaufort	1.3/4.0	
CLASSICAL							
UNKNOWN/OTHERS	3 (1)		3 (1)	0.9			
			336 (22)				

RADIO STATIONS

WBZQ, 1550, 1 KW (DAYS)	, RELIGION	, \$ 7.00 (Savalli)	(GREENVILLE)	Jim McKenna
WNCT, 1070, 10 KW (DA-2)	, COUNTRY (SMN)	CBS, \$30.00 (Blair)	(GREENVILLE)	Joe Mule
WOOW, 1340, 1 KW/250 W	, MOR/AC	, \$ 8.50 (P/W)	(GREENVILLE)	Danny Jacobsen
WELS, 1010, 1 KW (DAYS)	, COUNTRY	, \$ 8.00 (----)	(KINSTON)	Jack Henkins
WRNB, 1490, 1 KW/250 W	, GOSPEL	NBC, \$ NA (----)	(NEW BERN)	Brent Hill
WWMG, 1380, 5 KW (DAYS)	, BLACK (Century 21)	RKO, \$ 7.00 (Lazar)	(NEW BERN)	Ed Seeger
WITN, 930, 5 KW/1 KW (DA-N)	, MOR	ABC-I, ABC-E, \$34.25 (Katz)	(WASHINGTON)	Bob Frowein
WWMG, 132G, 500 W (DAYS)	, NOSTALGIA (SMN)	, \$ 6.00 (P/W)	(WASHINGTON)	Gene Hodges
WITN-F, 93.3, 100 KW @ 1780,	CHR (TM)	ABC-F, \$34.25 (Katz)	(WASHINGTON)	Bob Frowein
WAZZ-F, 101.9, 100 KW @ 580,	COUNTRY (TM)	MBS, \$21.00* (----)	(NEW BERN)	Jack Quick
WSFL-F, 106.5, 100 KW @ 725,	CHR (Century 21)	RKO, \$20.00* (Masla)	(NEW BERN)	Ed Seeger
WNCT-F, 107.9, 100 KW @ 1700,	BTFL MUS (Bonne)	RKO II, \$30.00 (Blair)	(GREENVILLE)	Joe Mule
WQDW-F, 97.7, 3 KW @ 300,	BLACK (Drake-Chen)	SNB, \$25.00 (HNNH)	(KINSTON)	Jerry McKeown
WKTC-F, 104.3, 100 KW @ 285,	COUNTRY	, \$14.00 (T-N)	(TARBORO)	Bob Harper
WRNS-F, 95.1, 100 KW @ 285,	COUNTRY	, \$ 9.00 (T-N)	(KINSTON)	
WSEC-F, 103.7, 50 KW @ 400,	CHR (?)	, \$ 4.00 (----)	(WILLIAMSTON)	Bill Farrior
WRQR-F, 94.3, 3 KW @ 300,	CONTEMP	, \$ 9.00 (T-N)	(FARMVILLE)	Gene Gray
WZYC-F, 103.3, 100 KW @ ? ? ,	AOR (?)	UPI, CBS-R, \$ NA (Southern)	(BEAUFORT)	

MISCELLANEOUS COMMENTS WISF/WQDW-F (Kinston) sold for \$1,800,000 (Blackburn)...WBIC changed calls to WWMG...

GREENVILLE-SPARTANBURG, SC

Arbitron Rank/Pop (12+): 65/498,000  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 75/595,500  
 ADI # 39 (with Asheville)  
 Average Person Rating: 17.9  
 Market TSL: 23.8 hours

Stations: 26/21  
 Diaries: 1060/470:1/51.5%  
 Sample Target: 850  
 Standard Error: .617  
 % Below Line: 3.1  
 % Not Listed: 7.1

Est. 1983 Revenue: \$11,500,000  
 CSI: 4.7 Bil  
 CSI HH: 22.1 M  
 Retail \$: 2.7 Bil  
 Pop per Station: 23,714

		FAL	SPG	FAL	SPG
12+ METRO	1/4/SHARE	83	83	82	82
1. WESC-F	134/15.0	11.1	13.1	12.8	13.6
2. WFBC-F	126/14.1	10.2	10.4	10.2	9.7
3. WANS-F	91/10.2	9.9	7.7	7.6	9.5
4. WSSL-F+	76/ 8.5	9.6	12.3	9.0	5.3
5. WSPA-F	69/ 7.7	7.9	9.1	8.9	8.8
6. WHYZ	55/ 6.2	8.9	8.2	13.1	12.1
7. WCKN-F	53/ 5.9	7.7	6.9	5.9	4.4
8. WASC	48/ 5.4	5.2	4.2	4.4	5.4
9. WORD	33/ 3.7	3.8	2.7	1.7	2.9
10. WESC	30/ 3.4	3.7	3.4	2.3	3.2
11. WFBC	27/ 3.0	2.4	2.3	4.4	3.7
12. WSPA	21/ 2.4	2.6	2.4	3.0	3.9
13.					
14.					
15.					
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22.					
23.					
24.					
25.					

	12+ TSA	1/4/CUME	12+ METRO	CUME/ METRO	CUME RATING	FAL	SPG
						83	83
1. WESC-F	286	/2889	1. WFBC-F	1488	/29.9	31.8	25.7
2. WFBC-F	232	/2819	2. WESC-F	1274	/25.6	25.0	24.3
3. WSSL-F+	210	/2558	3. WANS-F	1158	/23.3	24.9	20.3
4. WANS-F	177	/2091	4. WSSL-F+	957	/19.2	17.5	20.3
5. WSPA-F	135	/1647	5. WCKN-F	868	/17.4	17.3	18.1
6. WCKN-F	134	/1826	6. WSPA-F	807	/16.2	16.7	18.6
7. WRLX-F	78	/1150	7. WFBC	520	/10.4	10.7	9.5
8. WHYZ	71	/677	8. WORD	519	/10.4	11.3	9.4
9. WASC	48	/305	9. WHYZ	449	/9.0	11.6	10.6
10. WBCY-F	41	/677	10. WESC	426	/8.6	9.0	11.4
11.			11. WSPA	322	/6.5	9.0	9.9
12.			12. WASC	305	/6.1	5.1	5.5
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): 69.93% (579 of 828) (SPG 83: 67.06%)

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. WFBC-F	1. WFBC-F	1. WFBC-F	1. WESC-F	1. WESC-F	1. WESC-F+	1. WESC-F	1. WESC-F+	1. WANS-F	1. WESC-F
2. WCKN-F	2. WANS-F	2. WESC-F	2. WESC-F	2. WFBC-F	2. WSPA-F	2. WFBC-F	2. WFBC-F	2. WFBC-F	2. WESC-F	2. WANS-F
3. WASC	3. WESC-F	3. WANS-F	3. WSSL-F+	3. WSSL-F+	3. WFBC-F	3. WSSL-F+	3. WSSL-F+	3. WANS-F	3. WCKN-F	3. WSSL-F+
4. WHYZ	4. WCKN-F	4. WSSL-F+	4. WANS-F	4. WANS-F	4. WSSL-F+	4. WSPA-F	4. WANS-F	4. WSSL-F	4. WFBC-F	4. WFBC-F
5. WFBC-F	5. WHYZ	5. WHYZ	5. WHYZ	5. WHYZ	5.	5. WANS-F	5.	5. WSPA-F	5. WSSL-F+	5. WCKN-F
6. WESC-F	6. WASC	6. WCKN-F	6.	6. WSPA-F	6.	6.	6.	6. WCKN-F	6.	6. WASC-F
7.	7. WSSL-F+	7.	7.	7.	7.	7.	7.	7.	7.	7. WSPA-F
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.	8. WHYZ
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. WFBC-F	1. WFBC-F	1. WFBC-F	1. WFBC-F	1. WFBC-F	1. WCKN-F	1. WFBC-F	1. WESC-F	1. WFBC-F	1. WESC-F
2. WANS-F	2. WANS-F	2. WESC-F	2. WANS-F	2. WESC-F	2. WANS-F	2. WESC-F	2. WFBC-F	2. WESC-F	2. WFBC-F
3. WASC	3. WHYZ	3. WANS-F	3. WHYZ	3. WHYZ	3. WESC-F	3. WCKN-F	3. WANS-F	3. WANS-F	3. WSSL-F+
4. WCKN-F	4. WASC	4. WHYZ	4. WSSL-F+	4. WSSL-F	4. WFBC-F	4. WANS-F	4. WCKN-F	4. WSSL-F+	4. WANS-F
5. WHYZ	5. WESC-F	5. WSSL-F+	5. WESC-F	5. WANS-F	5.	5.	5. WSSL-F+	5.	5.
6.	6. WSSL-F+	6. WASC	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	33 (1)	97 (2)	130 (3)	15.7	WCKI	1300	Groer	.3/1.5
AOR		53 (1)	53 (1)	6.4	WELP	1360	Easley	.3/1.1
AC/OLDIES/SOFT ROCK	27 (1)	126 (1)	153 (2)	18.5	WELP-F	103.9	Easley	.7/1.9
MOR/VARIETY	27 (2)		27 (2)	3.3	WFIS	1600	Fountain Inn	.4/.8
COUNTRY	51 (4)	211 (4)	262 (8)	31.6	WKDY	1400	Spartanburg	1.0/3.0
BLACK/URBAN	103 (2)	3 (1)	106 (3)	12.8	WMRB	1490	Greenville	.7/3.3
BTFL MUSIC		78 (2)	78 (2)	9.4	WMUU	1260	Greenville	.2/1.7
NEWS/TALK					WMUU-F	94.5	Greenville	.7/3.7
NOSTALGIA					WAGI-F	105.3	Gaffney	.3/1.3
RELIGION	8 (3)	5 (1)	13 (4)	1.6	WMIT-F	106.9	Black Mountain	.6/1.0
SPANISH					WRLX-F	99.9	Asheville	1.0/4.5
CLASSICAL					WBCY-F	107.9	Charlotte	.7/3.1
UNKNOWN/OTHERS					WPEG-F	97.9	Concord	.3/1.3

828 (26)

12+ ADI 1/4

RADIO STATIONS

AM STATIONS

WASC, 1530, 1 KW (DAYS)	, BLACK	ABC-C, NBN, \$13.00	(Weiss)	Jim Harrelson	1. WESC-F
WESC, 660, 10 KW (DAYS)	, COUNTRY (Klemm)	ABC-E, \$35.00*	(Blair)	John Davenport	2. WFBC-F
WFBC, 1330, 5 KW (DA-N)	, OLDIES (Drake-Chen)	NBC, NBC-T, \$ NM	(Katz) Multimedia	Bruce Buchanan	3. WSSL-F+
WHYZ, 1070, 50 KW (DAYS, DA)	, BLACK	SBN, ABC-C, \$32.00	(HNWH)	Tom Hooper	4. WANS-F
WKDY, 1400, 1 KW/250 W	, COUNTRY	, \$10.00	(Southern)	Beau Sanders	5. WCKN-F
WMRB, 1490, 1 KW/250 W	, MOR	MBS, \$13.00	(---	Irwin Bridges	6. WSPA-F
WMUU, 1260, 5 KW (DAYS)	, RELIGION	APR, \$12.00	(S. Katz)	Jim Dickson	7. WWNC
WORD, 910, 5 KW/1 KW (DA-2)	, CONTEMP	UPI, \$15.00	(Masla)	Tony Brooks	8. WRLX-F
WSPA, 950, 5 KW (DA-N)	, MOR	CBS, \$32.00*	(Mc-Guild)	Larry Cook	9. WHYZ
WSSL, 1440, 5 KW (DA-N)	, COUNTRY (TM)	RKO II, \$ NA	(Eastman)	Mike Steinhilper	10. WASC
					11. WESC
					12. WISE
					13. WBCY-F
					14. WORD
					15. WNGC-F

FM STATIONS

WANS-F, 107.3, 100 KW @ 1008, CHR	CHR	CBS-R, RKO, \$40.00*	(Torbet)	(ANDERSON)	Nick Frangias	
WCKN-F, 101.1, 100 KW @ 820, AOR	AOR	MBS, ABC-R, \$42.00	(Selcom)	(ANDERSON)	Bob Nations	12+ ADI CUME
WESC-F, 92.5, 100 KW @ 2000, COUNTRY (Klemm)	COUNTRY (Klemm)	ABC-E, \$54.00*	(Blair)		John Davenport	1. WESC-F
WFBC-F, 93.7, 100 KW @ 1840, CONTEMP/AC (Drake-Chen)	CONTEMP/AC (Drake-Chen)	ABC-E, \$91.50	(Katz)	Multimedia	Bruce Buchanan	2. WFBC-F
WMUU-F, 94.5, 100 KW @ 1200, BTFL/CLASS/RELIG	BTFL/CLASS/RELIG	APR, \$17.00	(S. Katz)		Jim Dickson	3. WSSL-F+
WSPA-F, 98.9, 100 KW @ 1910, BTFL MUS (SRP)	BTFL MUS (SRP)	, \$54.38	(Mc-Guild)	Spartan	Larry Alverson	4. WANS-F
WSSL-F, 100.5, 100 KW @ 1280, COUNTRY	COUNTRY	RKO II, \$58.50	(Eastman)	Keymarket	Mike Steinhilper	5. WCKN-F
						6. WSPA-F
						7. WRLX-F
						8. WWNC
						9. WHYZ
						10. WFBC
						11. WBCY-F
						12. WORD
						13. WESC
						14. WISE
						15. WNGC-F

ADI FM SHARE:

71.60%

CALL LETTER CHANGES

WLOS-F changed to WRLX-F  
(13 April)  
WGVL changed to WSSL

FORMAT CHANGES

WFBC: from "MOR" to Oldies  
WORD: reclassified as Conatemp  
WSSL: from News/Talk to Country

STATION SALES

MISCELLANEOUS COMMENTS

WSSL A/F simulcasted 100% during much, if not all, of the rating period. Another station in the market filed a complaint to the FCC about this but the FCC had granted some sort of waiver...big increase for WFBC-F...

HARRISBURG

Arbitron Rank/Pop (12+): 80/389,500  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 83/568,000  
 ADI # 46 (with Lancaster & York)  
 Average Person Rating: 17.9  
 Market TSL: 23.3 hours

Stations: 22/13  
 Diaries: 813/479:1/51.0%  
 Sample Target: 770  
 Standard Error: .725  
 % Below Line: 16.7  
 % Not Listed: 9.1

Est. 1983 Revenue: \$7,400,000  
 CSI: 5.7 Bil  
 CSI HH: 26.1 M  
 Retail \$: 2.5 Bil  
 Pop per Station: 29,962

12+ METRO	1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82
1. WTPA-F	79/11.4	10.3	11.4	13.7	9.5
2. WHP	74/10.6	12.3	9.4	11.2	12.7
3. WHP-F	72/10.3	12.4	12.6	9.1	11.7
4. WFSM-F	61/ 8.8	5.9	6.7	8.6	6.3
5. WRKZ-F	59/ 8.5	7.1	8.2	8.0	8.3
6. WKBO	43/ 6.2	7.3	6.7	5.3	5.7
7. WHYL-F+	42/ 6.1	8.6	6.1	7.2	6.3
8. WQXA-F	37/ 5.3	6.4	6.5	6.4	6.4
9. WHTF-F	31/ 4.5	2.6	1.2	1.3	1.8
10. WHTF-F	31/ 4.5	2.6	1.2	1.3	1.8
11. WHGB	29/ 4.2	1.8	4.4	3.5	2.8
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12+ TSA	1/4/CUME
1. WRKZ-F	228/2184
2. WTPA-F	149/1719
3. WNCE-F	139/1537
4. WQXA-F	113/1878
5. WSBA-F	110/1383
6. WHTF-F	95/1407
7. WHP-F	87/1171
8. WHP	83/1143
9. WLAN-F	73/1216
10. WFSM-F	66/ 696
11. WHYL-F+	52/ 494
12. WKBO	50/ 763
13. WDAC-F	45/ 634
14. WCMB	41/ 620
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12+ METRO	CUME/	FAL	SPG
METRO	CUME RATING	83	83
1. WHP	924/23.7	22.7	24.0
2. WTPA-F	872/22.4	20.8	20.9
3. WHP-F	856/22.0	22.3	23.0
4. WKBO	660/16.9	16.0	16.9
5. WFSM-F	604/15.5	14.7	17.1
6. WRKZ-F	585/15.0	15.4	13.8
7. WQXA-F	492/12.6	16.3	15.8
8. WHTF-F	434/11.1	9.3	3.1
9. WHYL-F+	415/10.7	13.2	12.0
10. WCMB	411/10.6	11.8	9.7
11. WHGB	315/ 8.1	9.8	14.0
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12+ FM SHARE (METRO): 65.56% (415 of 633) (SPG 83: 62.02%)

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. WFSM-F	1. WFSM-F	1. WHP-F	1. WHP	1. WTPA-F	1. WTPA-F	1. WTPA-F	1. WHP-F
2. WHTF-F	2. WFSM-F	2. WFSM-F	2. WRKZ-F	2. WRKZ-F	2. WHP	2. WHP-F	2. WFSM-F	2. WHP-F	2. WKBO	2. WTPA-F
3.	3. WQXA-F	3. WRKZ-F	3. WHYL-F+	3. WHYL-F+	3. WRKZ-F	3. WRKZ-F	3. WHP-F	3. WHP	3. WHP-F	3. WFSM-F
4.	4. WKBO	4. WKBO	4. WKBO	4. WHP-F	4. WHYL-F+	4. WTPA-F	4. WHP	4. WRKZ-F	4. WRKZ-F	4. WRKZ-F
5.	WRKZ-F	5. WQXA-F	5. WTPA-F	5. WKBO	5. WKBO	5. WKBO	5. WRKZ-F	5. WFSM-F	5. WFSM-F	5. WQXA-F
6.		WHYL-F	6. WHP-F	6. WTPA-F	6. WKBO	6. WCMB	6. WKBO	6. WQXA-F	6. WHTF-F	6. WHP
7.										
8.										
9.										
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WGH 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. WFSM-F	1. WFSM-F	1. WFSM-F	1. WHYL-F+	1. WTPA-F	1. WTPA-F	1. WTPA-F	1. WFSM-F	1. WRKZ-F
2. WTPA-F	2. WTPA-F	2. WKBO	2. WKBO	2. WHP-F	2.	2. WFSM-F	2. WFSM-F	2. WTPA-F	2. WFSM-F
3. WFSM-F	3. WQXA-F	3. WRKZ-F	3. WHYL-F+	3. WFSM-F	3.	3.	3. WRKZ-F	3. WRKZ-F	3. WTPA-F
4. WRKZ-F	4. WKBO	4. WHP-F	4. WRKZ-F	4. WKBO	4.	4.	4. WQXA-F	4. WKCD-F	4. WHYL-F+
5.	5.	5. WTPA-F	5. WTPA-F	5. WHP	5.	5.	5. WKBO	WKBO	5. WKBO
6.	6.	6. WQXA-F	6.	6. WRKZ-F	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.

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>	<u>OTHER RATED STATIONS/METRO SHARE &amp; CUME RATING</u>			
TOP 40/CHR/CONTEMP		75 (4)	75 (4)	11.8	WIOO	1000	Carlisle	1.3/2.7
AOR		81 (2)	81 (2)	14.4	WKCD-F	93.5	Mechanicburg	2.3/5.9
AC/OLDIES/SOFT ROCK	43 (1)	83 (3)	126 (4)	19.9	WQIN	1290	Lykens	1.6/3.3
MOR/VARIETY	94 (3)		94 (3)	14.8	WDAC-F	94.5	Lancaster	1.1/4.4
COUNTRY	52 (2)	81 (2)	133 (4)	21.0	WGCB-F	96.1	Red Lion	.3/2.2
BLACK/URBAN					WLAN-F	96.9	Lancaster	.6/1.9
BTFL MUSIC		85 (2)	85 (2)	13.4	WNCE-F	101.3	Lancaster	1.9/5.9
NEWS/TALK					WSBA-F	103.3	York	.9/3.5
NOSTALGIA	29 (2)		29 (2)	4.6	WYCR-F	98.5	York	.3/2.7
RELIGION		10 (2)	10 (2)	1.6	WQKX-F	94.1	Sunbury	.4/1.9
SPANISH								
CLASSICAL								
UNKNOWN/OTHERS								
			633 (22)					

12+ ADI 1/4

RADIO STATIONS

AM STATIONS

WCMB, 1460, 5 KW (DA-N), COUNTRY (Drake-Chen)	ABC-D, \$25.00* (Torbet)	McKenna	Brian Danzis
WHGB, 1400, 1 KW/250 W, NOSTALGIA	MBS, \$20.00 (Mc-Guild)	Scott	Mitchell Scott
WHP, 580, 5 KW (DA-N), MOR	CBS, \$89.00 (Katz)		Joe Higgins
WKBO, 1230, 1 KW/250 W, AC/OLDIES	NBC, \$28.00 (Blair)		John Dame
WHP-F, 97.3, 14 KW @ 840, BTFL MUS (Bonne)	, \$89.00 (Katz)		Nick Ungard
WHYL-F+, 102.3, 3 KW @ 300, COUNTRY	APR, \$25.00 (HNWH)	(CARLISLE)	Frank Kelley
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)	Paul Holsopple
WSFM-F, 99.3, 3 KW @ 300, AC	RKO II, \$35.00* (Torbet)	McKenna	Brian Danzio
WTPA-F, 104.1, 15 KW @ 950, AOR (Burk-Abr)	ABC-R, \$40.00* (Eastman)	Sky/Foster	Carol O'Leary

Other ranked stations - See Lancaster or York

12+ ADI CUME

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

ADI FM SHARE:

71.71%

CALL LETTER CHANGES

WFEC changes to WHGB

FORMAT CHANGES

WHGB: from Contemp to Nostalgia

STATION SALES

WTPA-F: from Sky to Keymarket for \$3,600,000 (Hepburn)

MISCELLANEOUS COMMENTS

HARTFORD

Arbitron Rank/Pop (12+): 40/826,300  
 CMSA Rank/Pop: 35/1,021,000  
 MSA Rank/Pop: 41/1,055,700  
 ADI # 22 (with New Haven)  
 Average Person Rating: 18.3  
 Market TSL: 23.8 hours

Stations: 27/18  
 Diaries: 1189/695:1/51.3%  
 Sample Target: 1120  
 Standard Error: .590  
 % Below Line: 11.3  
 % Not Listed: 8.9

Est. 1983 Revenue: \$15,700,000  
 CSI: 12.1 Bil  
 CSI HH: 31.0 M  
 Retail \$: 4.4 Bil  
 Pop per Station: 45,906

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. WTIC	292/19.3	21.1	19.7	21.1	21.7	21.8	1. WTIC	466/5418	1. WTIC	3266/39.5	42.3	41.8
2. WTIC-F	174/11.5	11.5	12.5	11.1	6.9	18.5	2. WTIC-F	285/4620	2. WTIC-F	2767/33.5	30.5	29.2
3. WRCH-F	117/ 7.7	8.6	11.6	6.4	7.5	6.7	3. WRCH-F	223/2538	3. WDRG-F	1595/19.3	18.3	17.4
4. WHCN-F	88/ 5.8	5.7	5.8	5.4	6.9	7.5	4. WHCN-F	178/3190	4. WHCN-F	1421/17.2	17.7	17.3
5. WIOF-F	73/ 4.8	3.3	4.3	3.1	3.9	2.8	5. WKSS-F	164/2137	5. WRCH-F	1305/15.8	17.1	22.8
6. WDRG-F	70/ 4.6	4.0	4.4	4.2	3.2	5.9	6. WKCI-F	162/2643	6. WPOP	1166/14.1	13.8	NA
7. WKSS-F	69/ 4.6	5.4	4.6	6.0	4.4	3.5	7. WDRG-F	156/3472	7. WCCC-F	1152/13.9	16.6	16.6
8. WPOP	67/ 4.4	3.5	2.9	3.8	5.0	2.9	8. WIOF-F	134/2153	8. WIOF-F	1102/13.3	12.7	13.9
9. WRCC	62/ 4.1	4.5	3.6	5.0	3.7	3.1	9. WCCC-F	124/2595	9. WKSS-F	1007/12.2	13.0	13.7
10. WCCC-F	57/ 3.8	4.1	4.4	5.9	5.0	5.4	10. WAQY-F	122/2251	10. WDRG	890/10.8	12.6	NA
11. WDRG	46/ 3.0	2.0	3.0	3.3	3.1	1.8	11. WHYN-F	94/1474	11. WRCC	825/10.0	8.8	NA
12. WNYZ-F	39/ 2.6	3.3	2.7	3.2	4.5	1.8	12. WMAS-F	93/1352	12. WNYZ-F	785/ 9.5	11.1	NA
13. WAQY-F	31/ 2.1	1.5	1.6	2.0	1.6	1.9	13. WNYZ-F	91/1714	13. WRCH-F	697/ 8.4	8.1	8.8
14. WMLB	30/ 2.0	.7	1.0	.7	1.5	.7	14. WNBC	90/1533	14. WPLR-F	675/ 8.2	7.0	6.8
15. WKND	26/ 1.7	2.5	2.2	2.0	3.3	1.6	15. WPOP	73/1300	15. WKCI-F	375/ 4.5	6.2	5.6
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): 57.41% (790 of 1376) (SPG 83: 60.90%)

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	1. WTIC	1. WTIC	1. WTIC	1. WTIC	1. WTIC	1. WTIC	1. WTIC
2. WHCN-F	2. WHCN-F	2. WTIC	2. WTIC-F	2. WTIC-F	2. WRCH-F	2. WRCH-F	2. WTIC-F	2. WRCH-F	2. WTIC-F	2. WTIC-F
3. WCCC-F	3. WIOF-F	3. WIOF-F	3. WDRG-F	3. WRCH-F	3. WKSS-F	3. WHCN-F	3. WTIC-F	3. WRCH-F	3. WHCN-F	3. WRCH-F
4. WDRG-F	4. WDRG-F	WHCN-F	WRCH-F	4. WDRG-F	4. WRCQ	4. WDRG	4. WKSS-F	4. WHCN-F	4. WCCC-F	4. WHCN-F
5. WAQY-F	5. WCCC-F	5. WDRG-F	5. WIOF-F	5. WIOF-F	5. WDRG	5. WDRG-F	5. WPOP	5. WKSS-F	5. WPOP	5. WIOF-F
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. WTIC-F	1. WTIC-F	1. WTIC-F	1. WTIC-F	1. WTIC	1. WHCN-F	1. WTIC-F	1. WTIC-F	1. WTIC-F	1. WTIC
2. WIOF-F	2. WIOF-F	2. WTIC	2. WNYZ-F	2. WTIC-F	2. WCCC-F	2. WHCN-F	2. WTIC	2. WTIC	2. WTIC-F
WKN-F	3. WHCN-F	3. WIOF-F	3. WDRG-F	3. WIOF-F	3. WTIC-F	3. WIOF-F	3. WHCN-F	3. WIOF-F	3. WRCH-F
4. WNYZ-F	4. WDRG-F	4. WDRG-F	4. WIOF-F	4. WDRG-F	4. WIOF-F	4. WCCC-F	4. WHCN-F	4. WDRG-F	4. WDRG-F
5.	5. WDRG-F	5. WHCN-F	5. WHCN-F	5. WDRG-F	5. WAQY-F	5. WTIC	5. WDRG-F	5. WHCN-F	5. WDRG
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	9 (1)	256 (3)	265 (4)	19.3	WBIS	1440	Bristol .4/1.1
AOR	2 (1)	198 (4)	200 (5)	14.6	WCCC	1290	Hartford .1/2.3
AC/OLDIES/SOFT ROCK	46 (1)	138 (4)	184 (5)	13.4	WKHT	1230	Manchester .5/2.9
MOR/VARIETY	306 (3)		306 (3)	22.3	WL VH-F	93.7	Hartford .8/1.1
COUNTRY	38 (2)		38 (2)	2.8	WRYM	840	New Britain 1.3/1.8
BLACK/URBAN	26 (1)		26 (1)	1.9	WCNX	1150	Middletown .5/ .9
BTFL MUSIC		186 (2)	186 (2)	13.5	WKCI-F	101.3	New Haven .8/4.5
NEWS/TALK	75 (2)		75 (2)	5.5	WPLR-F	99.1	New Haven 1.5/8.2
NOSTALGIA	62 (1)		62 (1)	4.5	WCBS	880	New York .5/2.3
RELIGION					WHYN	93.1	Springfield .9/2.8
SPANISH	19 (1)	12 (1)	31 (2)	2.3	WMAS-F	94.7	Springfield .9/2.8
CLASSICAL					WNBC	660	New York .6/3.2
UNKNOWN/OTHERS							
			1373 (27)				

RADIO STATIONS

AM STATIONS

WCCC, 1290, 500 W (DAYS)	, AOR	ABC-C, Source, \$ NA	(Selcom)	Sy Dresner	
WDRG, 1360, 5 KW (DA-N)	, AC/OLDIES	, \$ NA	(Mc-Guild)	Buckley	Dick Korsen
WKHT, 1230, 1 KW/250 W	, COUNTRY (Drake-Chen)	MBS, \$ 20.00	(P/W)		Jay Epstein
WKND, 1480, 500 W (DAYS,DA)	, BLACK	NBN, \$ NA	(Roslin)		John Catlett
WMLB, 1550, 1 KW (DAYS)	, COUNTRY	MBS, \$ 20.00	(NE Spot)		Phil Burgess
WPOP, 1410, 5 KW (DA-2)	, NEWS/TALK	CBS,WSJ, \$ 67.50	(Eastman)	Merv Griffin	Al Pellegrino
WRQC, 910, 5 KW (DA-2)	, NOSTALGIA	ABC-I, \$ 35.00	(Christal)		Dick Bremkamp
WRYM, 840, 1 KW (DAYS)	, SPANISH	, \$ 22.00	(Caballero)		Barry Kursman
WTIC, 1080, 50 KW (DA-N)	, MOR	NBC, \$375.00	(Katz)		Perry Ury

FM STATIONS

WCCC-F, 106.9, 23 KW @ 720, AOR	ABC-C, Source, \$ 45.00	(Selcom)	Sy Dresner	
WDRG-F, 102.9, 20 KW @ 810, CHR	, \$ 89.00	(Mc-Guild)	Buckley	Dick Korsen
WHCN-F, 105.9, 19 KW @ 740, AOR (Burk-Abr)	ABC-R, \$ 67.00	(Masla)	Beck-Ross	Bill Lee
WIOF-F, 104.1, 14 KW @ 835, AC	CBS-R, \$ 65.50	(Eastman)	Merv Griffin	Al Pellegrino
WKSS-F, 95.7, 16 KW @ 880, BTFL MUS (Churchill)	, \$ 57.50	(MMR)		Tim Montgomery
WL VH-F, 93.7, 21 KW @ 780, SPANISH	APR, \$ 19.00	(Lotus)		Jose Grimalt
WRCH-F, 100.5, 25 KW @ 720, BTFL MUS (SRP)	ABC-D, \$ 80.00	(Christal)		Dick Bremkamp
WTIC-F, 96.5, 20 KW @ 810, CHR	, \$106.25	(Katz)		Perry Ury
WNYZ-F, 92.5, 18 KW @ 860, AC	RKO, \$ 58.00*	(CBS/FM)	(WATERBURY)	Fred Erwin

Other ranked stations - See New Haven, Bridgeport, New York or Springfield

12+ ADI 1/4

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

12+ ADI CUME

1. WTIC
2. WTIC-F
3. WDRG-F
4. WKCI-F
5. WHCN-F
6. WPLR-F
7. WIOF-F
8. WRCH-F
9. WKSS-F
10. WCCC-F
11. WNYZ-F
12. WNBC
13. WELI
14. WBS
15. WPOP

ADI FM SHARE:

56.96%

CALL LETTER CHANGES

WINF changed to WKHT (15 April)

FORMAT CHANGES

STATION SALES

WKSS-F: Sold by Tanger  
\$3,400,000 (Blackburn)

MISCELLANEOUS COMMENTS

WTIC A/F down slightly but still control a third of the listening...

HONOLULU

Arbitron Rank/Pop (12+): 52/659,000  
 CHSA Rank/Pop: 47/782,000  
 MSA Rank/Pop: 60/799,400  
 NO ADI  
 Average Person Rating: 16.9  
 Market TSL: 22.9 hours

Stations: 22/22  
 Diaries: 1034/637:1/53.0%  
 Sample Target: 970  
 Standard Error: .610  
 % Below Line: 0  
 % Not Listed: 4.9

Est 1983 Revenue: \$12,900,000  
 CSI: 7.8 Bil  
 Sample HH: 31.0 M  
 Retail \$: 4.0 Bil  
 Pop per Station: 29,955

	FAL	SPG	FAL	SPG	
12+ NETRO 1/4/SHARE	83	83	82	82	
1. KULA-F	159/14.2	13.1	7.9	6.9	6.3
2. KSSK	130/11.6	19.1	9.0	8.1	10.1
3. KQMQ-F	110/ 9.8	5.9	9.9	8.7	8.1
4. KPOI-F	107/ 9.6	9.0	9.1	7.9	7.2
5. KIKI	86/ 7.7	4.3	7.1	8.3	9.2
6. KUMU-F	72/ 6.4	7.4	7.6	8.3	8.0
7. KORL	55/ 4.9	4.3	2.5	3.6	2.7
8. KHVH	51/ 4.6	4.0	5.2	5.0	4.4
9. KDEO	47/ 4.2	3.4	3.9	4.7	3.4
10. KCCN	45/ 4.0	5.0	5.4	4.6	8.6
11. KKUA	43/ 3.8	6.3	6.3	6.3	7.7
12. KMAI-F	42/ 3.8	3.6	6.0	5.6	4.8
13. KGU	35/ 3.1	2.2	2.4	4.7	1.7
14. KUMU	26/ 2.3	1.7	2.9	3.0	2.9
15.					

HONOLULU'S METRO  
 AND TSA ARE THE  
 SAME.

12+ METRO CUME/ NETRO CUME RATING	FAL	SPG	
83	83		
1. KULA-F	1937/29.4	29.0	18.4
2. KIKI	1448/22.0	17.0	25.7
3. KQMQ-F	1555/23.6	18.1	22.6
4. KSSK	1508/22.9	30.2	22.4
5. KPOI-F	1331/20.2	19.0	17.2
6. KKUA	1033/15.7	20.7	17.9
7. KUMU-F	791/12.0	13.2	15.0
8. KHVH	786/11.9	11.6	15.8
9. KCCN	739/11.2	10.8	11.3
10. KORL	555/ 8.4	8.0	6.9
11. KDEO	532/ 8.1	8.8	9.1
12. KMAI-F	472/ 7.2	9.7	12.1
13. KGU	447/ 6.8	8.1	7.6
14. KUMU	422/ 6.4	6.0	7.9
15.			

12+ FM SHARE (METRO): 47.27% (502 of 1062) (SPG 83: 44.04%)

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. KULA-F	1. KULA-F	1. KULA-F	1. KULA-F	1. KSSK	1. KSSK	1. KULA-F	1. KULA-F	1. KQMQ-F	1. KULA-F
2. KPOI-F	2. KPOI-F	2. KPOI-F	2. KSSK	2. KSSK	2. KUMU-F	2. KULA-F	2. KSSK	2. KQMQ-F	2. KULA-F	2. KPOI-F
3. KULA-F	3. KQMQ-F	3. KSSK	3. KUMU-F	3. KIKI	3. KORL	3. KIKI	3. KPOI-F	3. KSSK	3. KPOI-F	3. KQMQ-F
4. KIKI	4. KIKI	4. KQMQ-F	4. KIKI	4. KUMU-F	4. KULA-F	4. KQMQ-F	4. KQMQ-F	4. KQMQ-F	4. KIKI	4. KIKI
5.	5.	5. KIKI	5. KDEO	5. KDEO	5. KHVH	5. KUMU-F+ 5. KIKI	5. KUMU-F+ 5. KSSK	5. KUMU-F+ 5. KSSK	5. KUMU-F+ 5. KSSK	5. KUMU-F
						6. KPOI-F	6. KUMU-F	6. KIKI		6. KSSK

WON 18-24	WON 18-34	WON 18-49	WON 25-34	WON 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. KULA-F	1. KPOI-F	1. KPOI-F	1. KPOI-F	1. KULA-F	1. KULA-F
2. KPOI-F	2. KIKI	2. KSSK	2. KIKI	2. KSSK	2. KQMQ-F	2. KULA-F	2. KULA-F	2. KPOI-F	2. KSSK
3. KQMQ-F	3. KQMQ-F	3. KIKI	3. KMAI-F	3. KIKI	3. KULA-F	3. KQMQ-F	3. KQMQ-F	3. KQMQ-F	3. KUMU-F
4. KIKI	4. KPOI-F	4. KQMQ-F	4. KSSK	4. KMAI-F	4. KIKI	4.	4. KSSK	4. KDEO	4. KDEO
5.	5. KMAI-F	5. KPOI-F	5. KKUA	5. KKUA	5. KCCN	5.	5. KDEO	5. KIKI	5. KPOI-F

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP	86 (1)	269 (2)	355 (3)	33.4	KAIM 870 .4/2.0
AOR		107 (1)	107 (1)	10.1	KAIM-F 95.5 .2/1.4
AC/OLDIES/SOFT ROCK	43 (1)	42 (1)	85 (2)	8.0	KIFH 1040 .4/1.2
MOR/VARIETY	130 (1)		130 (1)	12.2	KISA 1540 .6/2.9
COUNTRY	47 (1)		47 (1)	4.4	KOHO 1170 1.3/2.6
BLACK/URBAN					KRTR-F 96.3 Kailua .9/5.0
BTFL MUSIC	26 (1)	72 (1)	98 (2)	9.2	KZHI 1080 .4/1.9
NEWS/TALK	90 (3)		90 (3)	8.5	KZOO 1210 .7/1.4
NOSTALGIA	55 (1)		55 (1)	5.2	
RELIGION	8 (2)	2 (1)	10 (3)	0.9	
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS	75 (4)	10 (1)	85 (5)	8.0	

MISCELLANEOUS COMMENTS

KIFH was KPOI and changed format from Contemp to Religion...KORL sold for \$790,000...  
 KSHO-F changed to KRTR-F...KSSK's 19.1 share last fall looks like a one book phenomenon...

1062 (22)

RADIO STATIONS

KAIM, 870, 50 KW (DA-2), RELIGION	\$10.00 (----)	Cliff Scott
KCCN, 1420, 5 KW, HAWAIIAN	\$17.00* (Weiss)	Ron Hope
KDEO, 940, 10 KW, COUNTRY (Drake-Chen)	MBS, \$ NA (Masla)	Ron Jacobs
KGU, 760, 10 KW, NEWS/TALK	CBS, ABC-T, \$17.00 (Blair)	Mark Hurch
KHVH, 990, 5 KW, NEWS/TALK	MBS, NBC, WSJ, ABC-E, \$38.25 (HNMW)	Larry Berger
KIFH, 1040, 10 KW, RELIGION	\$ NA (----)	Bob Lawson
KIKI, 830, 10 KW, CHR	\$30.00 (Katz)	Jeff Coelho
KISA, 1540, 5 KW (DA-2), FILIPINO	\$13.00 (Gillis)	Ricky Manayan
KKUA, 690, 10 KW, AC	APR, RKO, \$29.00 (Selcom)	Dennis Brown
KLEI, 1130, 10 KW, HAWAIIAN/BTFL	\$ 9.00 (----)	Lucille Cordeiro
KOHO, 1170, 5 KW, VARIOUS	\$13.10 (----)	Walt Soga
KORL, 650, 10 KW, NOSTALGIA	\$20.00 (----)	Chardell Kern
KSSK, 590, 5 KW, MOR	\$64.69 (Eastman)	Earl McDaniel
KZOO, 1210, 1 KW, JAPANESE/ETHNIC	\$10.00 (----)	Yoshio Sato
KUMU, 1500, 10 KW, BTFL MUS (Bonne)	\$32.00 (Torbet)	John Weiser
KMAI-F, 93.9, 100 KW @ -400, AC	\$31.00 (Katz)	Jeff Coelho
KPOI-F, 97.5, 83 KW @ -46, AOR (Burk-Abr)	\$32.00* (----)	T. Malijewski
KQMQ-F, 93.1, 54 KW @ -119, CHR/URBAN	APR, RKO, \$25.00 (Selcom)	Dennis Brown
KSHO-F, 96.3, 55 KW @ 2120, JAZZ	\$13.00 (Roslin)	Josh Violette
KULA-F, 92.3, 100 KW @ 1685, CONTEMP	\$64.69 (Eastman)	Earl McDaniel
KUMU-F, 94.7, 100 KW @ 78, BTFL MUS (Bonne)	\$32.00 (Torbet)	John Weiser

HOUSTON

Arbitron Rank/Pop (12+): 8/2,858,700  
 CNSA Rank/Pop: 8/3,458,000  
 MSA Rank/Pop: 9/2,961,000  
 ADI # 10  
 Average Person Rating: 18.9  
 Market TSL: 24.5 hours

Stations: 29/29  
 Diaries: 2034/1405:1/46.0%  
 Sample Target: 1890  
 Standard Error: .461  
 % Below Line: 0  
 % Not Listed: 7.4

Est. 1983 Revenue: \$74,200,000  
 CSI: 37.2 B11  
 CSI III: 34.5 M  
 Retail \$: 27.2 B11  
 Pop per Station: 98,576

12+ METRO	1/4/SHARE	WIN 84	FAL 83	SUM 83	SPG 83	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/ METRO CUME RATING	FAL 83	SPG 83
1. KKBQ-F	576/10.7	8.7	7.7	7.6	5.3	12.9	1. KKBQ-F 614/7803	1. KKBQ-F 7247/25.4	18.9	16.5
2. KMJQ-F	489/ 9.1	7.8	6.4	7.2	6.9	11.3	2. KMJQ-F 521/4974	2. KSRR-F 5226/18.3	14.7	15.9
3. KODA-F	456/ 8.4	7.0	6.7	7.0	7.5	4.9	3. KODA-F 504/5083	3. KLLOL-F 4857/17.0	14.2	14.1
4. KSRR-F	398/ 7.4	6.0	5.6	5.8	7.3	10.0	4. KSRR-F 421/5666	4. KODA-F 4652/16.3	14.9	15.9
5. KIKK-F	345/ 6.4	8.4	7.5	6.9	7.2	8.5	5. KIKK-F 391/4906	5. KMJQ-F 4556/15.9	15.1	15.0
6. KLLOL-F	315/ 5.8	5.8	4.9	4.6	4.9	6.4	6. KLLOL-F 377/5482	6. KIKK-F 4401/15.4	16.2	18.1
7. KILT-F	266/ 4.9	5.9	6.9	4.4	6.0	4.9	7. KILT-F 298/3954	7. KILT-F 3655/12.8	15.6	16.7
8. KRBE-F	256/ 4.7	3.7	4.0	5.0	4.9	4.4	8. KRBE-F 262/3842	8. KRBE-F 3635/12.7	12.5	16.1
9. KFMK-F	204/ 3.8	4.7	5.2	5.8	5.9	4.3	9. KTRH 234/3804	9. KFMK-F 3351/11.7	14.2	13.4
10. KTRH	191/ 3.5	5.2	4.1	5.9	4.5	3.9	10. KFMK-F 220/3634	10. KTRH 3152/11.0	12.6	11.8
11. KQUE-F	187/ 3.5	4.4	3.8	4.0	5.4	2.4	11. KQUE-F 196/2486	11. KLTR-F 2666/ 9.3	11.3	12.5
12. KLTR-F	173/ 3.2	4.8	4.7	6.0	4.2	3.1	12. KLTR-F 178/2757	12. KPRC 2606/ 9.1	12.3	10.1
13. KPRC	166/ 3.1	3.8	5.0	3.8	3.6	3.6	13. KPRC 174/2803	13. KQVE-F 2271/ 7.9	7.4	8.9
14. KYOK	143/ 2.6	.8	.6	.8	.7	1.3	14. KYOK 144/1908	14. KKBQ 2092/ 7.3	7.1	9.5
15. KKBQ	119/ 2.2	2.1	2.1	2.4	2.4	2.1	15. KKBQ 127/2255	15. KYOK 1891/ 6.6	3.8	3.8
16. KXYZ	99/ 1.8	.6	1.3	1.3	1.2	.5	16. KILT 101/1958	16. KILT 1781/ 6.2	7.4	8.0
17. KILT	94/ 1.7	2.6	2.1	2.2	2.9	1.5	17. KXYZ 100/1061	17. KLEF-F 1264/ 4.4	5.0	5.3
18. KCOH	74/ 1.4	1.1	1.2	2.0	.9	.8	18. KCOH 74/ 922	18. KXYZ 1036/ 3.6	NA	3.0
19. KLEF-F	63/ 1.2	1.5	1.9	1.8	1.8	2.4	19. KLEF-F 72/1359	19. KRBE 998/ 3.5	3.8	5.1
20. KLAT	54/ 1.0	2.0	1.5	1.5	1.1	.5	20. KLAT 54/ 817	20. KCOH 922/ 3.2	2.8	3.2
21.							21.	21.		
22.							22.	22.		
23.							23.	23.		
24.							24.	24.		
25.							25.	25.		

12+ FM SHARE (METRO): 76.89% (3842 of 4997) (SPG 83: 74.20%)

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. KKBQ-F	1. KKBQ-F	1. KIKK-F	1. KODA-F	1. KODA-F	1. KKBQ-F+	1. KODA-F	1. KMJQ-F	1. KKBQ-F	1. KMJQ-F
2. KSRR-F	2. KMJQ-F	2. KMJQ-F	2. KMJQ-F	2. KIKK-F	2. KIKK-F	2. KSRR-F	2. KKBQ-F	2. KKBQ-F	2. KMJQ-F	2. KKBQ-F
3. KMJQ-F	3. KSRR-F	3. KSRR-F	3. KODA-F	3. KMJQ-F	3. KQVE-F	3. KMJQ-F	3. KMJQ-F	3. KSRR-F	3. KSRR-F	3. KODA-F
4. KLLOL-F	4. KLLOL-F	4. KIKK-F	4. KKBQ-F	4. KRBE-F	4. KILT-F	4. KODA-F	4. KIKK-F	4. KLLOL-F	4. KLLOL-F	4. KLLOL-F
5.	5. KRBE-F	5. KLLOL-F	5. KRBE-F	5. KKBQ-F	5. KTRH	5. KIKK-F	5. KSRR-F	5. KODA-F	5. KODA-F	5. KSRR-F
6.	6. KFMK-F	6. KRBE-F	6. KFMK-F	6. KFMK-F	6. KMJQ-F	6. KRBE-F+	6. KRBE-F	6. KIKK-F	6. KIKK-F	6. KIKK-F
7.	7. KIKK-F	7. KODA-F	7. KILT-F	7. KILT-F	7. KRBE-F	7. KTRH	7. KLOL-F	7. KILT-F	7. KILT-F	7. KILT-F
8.	8. KLTR-F	8. KFMK-F	8. KLLOL-F	8. KLLOL-F	8. KPRC	8. KILT-F	8. KILT-F	8. KRBE-F	8. KRBE-F	8. KFMK-F
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. KKBQ-F	1. KKBQ-F	1. KMJQ-F	1. KODA-F	1. KSRR-F	1. KSRR-F	1. KKBQ-F	1. KKBQ-F	1. KODA-F
2. KMJQ-F	2. KMJQ-F	2. KMJQ-F	2. KFMK-F	2. KIKK-F	2. KKBQ-F	2. KKBQ-F	2. KLLOL-F	2. KIKK-F	2. KIKK-F
3. KSRR-F	3. KSRR-F	3. KIKK-F	3. KODA-F	3. KMJQ-F	3. KLOL-F	3. KLOL-F	3. KLOL-F	3. KMJQ-F	3. KRBE-F
4. KLLOL-F	4. KLLOL-F	4. KODA-F	4. KKBQ-F	4. KFMK-F	4. KMJQ-F	4. KMJQ-F	4. KMJQ-F	4. KRBE-F	4. KMJQ-F
5. KIKK-F	5. KLTR-F	5. KFMK-F	5. KLTR-F	5. KKBQ-F	5.	5.	5. KIKK-F	5. KRBE-F	5. KKBQ-F
6. KLTR-F	6. KIKK-F	6. KRBE-F	6. KRBE-F	6. KRBE-F	6.	6.	6. KRBE-F	6. KFMK-F	6. KLLOL-F
7. KXYZ	7. KRBE-F	7. KSRR-F	7. KSRR-F	7. KILT-F	7.	7.	7. KILT-F	7. KIKK-F	7. KILT-F
8. KRBE-F	KLLOL-F	8.	KIKK-F	8. KLTR-F	8.	8.	8. KODA-F	8. KODA-F	8. KFMK-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	119 (1)	576 (1)	695 (2)	13.9	KEYH 850 .6/1.6
AOR		713 (2)	713 (2)	14.3	KHCB-F 105.7 .5/1.4
AC/OLDIES/SOFT ROCK	98 (2)	633 (3)	731 (5)	14.6	KIKK 650 Pasadena .9/3.1
MOR/VARIETY					KJ0J-F 106.9 Conroe .4/1.6
COUNTRY	140 (2)	611 (2)	751 (4)	15.0	KLVL 1480 Pasadena .8/2.1
BLACK/URBAN	217 (2)	489 (1)	706 (3)	14.1	KNUZ 1230 1.0/2.2
BTFL MUSIC		456 (1)	456 (1)	9.1	KRBE 1070 .8/3.5
NEWS/TALK	357 (2)		357 (2)	7.1	KXXK-F 106.5 Galveston .5/1.4
NOSTALGIA		187 (1)	187 (1)	3.7	KGOL-F 107.5 Lake Jackson .8/2.4
RELIGION		86 (3)	86 (3)	1.7	
SPANISH	224 (4)		224 (4)	4.5	
CLASSICAL		63 (1)	63 (1)	1.3	
UNKNOWN/OTHERS		28 (1)	28 (1)	0.6	
			4997 (29)		

12+ ADI 1/4

RADIO STATIONS

AM STATIONS

KRUK, 1360, 1 KW (DA-2), COUNTRY	, \$ 22.00 (Riley)	(BAYTOWN)	Jim Swenson	4. KSRR-F
KCOH, 1430, 1 KW (DAYS), BLACK	SBN, \$ 42.00 (Roslin)		Mike Petrizzo	5. KIKK-F
KEYH, 850, 10 KW (DAYS, DA), SPANISH	, \$ 40.00* (Lotus)		Dave Armstrong	6. KL0L-F
KIKK, 650, 250 W (DAYS), COUNTRY	, \$ 96.50 (Torbet)	Viacom	Nick Trigony	7. KLTT-F
KILT, 610, 5 KW (DA-2), COUNTRY	, \$ 95.00* (Blair)	LIN	Dick Rosenfeld	8. KRBE-F
KKBQ, 790, 5 KW (DA-2), CHR ST	ABC-F, \$ 97.00* (Eastman)	Harte-Hanks	Pete Schulte	9. KTRH
KLAT, 1010, 5 KW/1 KW (DA-2), SPANISH ST	, \$ 96.00 (Caballero)		Ricardo Castillo	10. KFMM-F
KNUZ, 1230, 1 KW/250 W, OLDIES	ABC-D, \$ NA (Republic)		David Morris	11. KQUE-F
KPRC, 950, 5 KW (DA-N), NEWS/TALK	NBC, \$130.00* (CBS Spot)		George Stokes	12. KLTR-F
KRBE, 1070, 10 KW/5 KW (DA-2), AC	, \$ 55.00* (Katz)	Lake Huron	Bob Chandler	13. KPRC
KTRH, 740, 50 KW (DA-1), NEWS/TALK	WSJ, CBS, MBS, \$130.00* (Christal)		John Jones	14. KYOK
KYYZ, 1320, 5 KW (DA-N), SPANISH	, \$ 77.50 (Caballero)	Infinity	Hugo Cadelago	15. KKBQ
KYOK, 1590, 5 KW (DA-N), BLACK	, \$ 45.00 (Weiss)	All Pro	Don Rosette	
KYST, 920, 5 KW/1 KW (DA-N), SPANISH ST	, \$ 36.00 (P/W)	(TEXAS CITY)	Chet Wilke	

12+ ADI CUME

FM STATIONS

KFMM-F, 97.9, 100 KW @ 500, AC	, \$239.75 (Selcom)	First Media	Dan Mason	1. KKBQ-F
KGOL-F, 107.5, 100 KW @ 1000, RELIGION	UPI, \$ 37.50 (----)	(LAKE JACKSON)	Ed Mahoney	2. KSRR-F
KIKK-F, 95.7, 100 KW @ 995, COUNTRY	, \$195.00 (Torbet)	Viacom	Nick Trigony	3. KL0L-F
KILT-F, 100.3, 100 KW @ 790, COUNTRY	, \$172.50 (Blair)	LIN	Dick Rosenfeld	4. KODA-F
KKBQ-F, 92.5, 100 KW @ 1920, CHR	ABC-F, \$198.00* (Eastman)	Harte-Hanks	Pete Schulte	5. KIKK-F
KLFF-F, 94.5, 100 KW @ 1970, CLASSICAL	, \$ 90.00 (CMBS)	Entercom	Steve Shepard	6. KMJQ-F
KL0L-F, 101.1, 100 KW @ 1949, AOR (Burk-Abr)	Source, \$135.00* (Christal)		John Jones	7. KLTT-F
KLTR-F, 93.7, 100 KW @ 790, AC	CBS-R, \$110.00* (Masla)	Gulf	John Hiatt	8. KRBE-F
KMJQ-F, 102.1, 100 KW @ 790, URBAN	, \$145.00* (Mc-Guild)	Amaturo	Lillian Lang	9. KFMM-F
KODA-F, 99.1, 100 KW @ 790, BTFL MUS (Bonne)	, \$205.00 (RAR)	Westinghouse	Dave Pearlman	10. KTRH
KQUE-F, 102.9, 100 KW @ 104.9, NOSTALGIA	ABC-E, \$ 95.00* (Republic)		David Morris	11. KLTR-F
KRBE-F, 104.1, 100 KW @ 790, AC	, \$170.00* (Katz)	Lake Huron	John Dew	12. KPRC
KSRR-F, 96.5, 100 KW @ 2000, AOR (Pollack)	ABC-R, \$175.00* (HNWH)	ABC	Jeff Trumper	13. KQUE-F
				14. KKBQ
				15. KILT

ADI FM SHARE:

77.06%

CALL LETTER CHANGES

KRLY-F changes to KLTR-F

FORMAT CHANGES

KRBE-AM changing from AC to Oldies Rock this summer... KRBE-F will also change somewhat to a more contemporary version of AC... KLTR-F changing from Urban to AC

STATION SALES

MISCELLANEOUS COMMENTS

KGOL flagged for airing announcements concerning the Arbitron survey. The station responded that its "listeners were totally unaware that ratings meant anything to a Christian station...good book for AOR - it is probably caused by all the Detroit people who have moved down there...country listening way down...



<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>	<u>OTHER RATED STATIONS/METRO SHARE &amp; CUME RATING</u>
TOP 40/CHR/CONTEMP		81 (3)	81 (3)	22.0	WCAK-F 92.7 Catlettsburg, KY .8/5.0
AOR		53 (2)	53 (2)	14.4	WCMJ 1340 Ashland, KY .8/3.1
AC/OLDIES/SOFT ROCK					WITO-F 107.1 Ironton, OH 1.3/6.2
MOR/VARIETY	32 (4)		32 (4)	8.7	WLGC-F 105.5 Greenup, KY 1.8/6.8
COUNTRY	78 (4)	94 (5)	172 (9)	46.6	WNST 1600 Milton 1.3/.7
BLACK/URBAN					WNST-F 106.3 Milton 1.0/3.9
BTFL MUSIC		5 (1)	5 (1)	1.4	WVHY 1470 Huntington .5/2.4
NEWS/TALK					WBES-F 96.1 Charleston 1.3/1.8
NOSTALGIA					WPAY 1400 Portsmouth, OH 1.8/2.7
RELIGION	2 (1)	24 (2)	26 (3)	7.0	WPAY-F 104.1 Portsmouth, KY 1.3/8.7
SPANISH					WVAF-F 99.9 Charleston .8/1.8
CLASSICAL					WLW 700 Cincinnati .5/1.5
UNKNOWN/OTHERS					
			369 (22)		

RADIO STATIONS

AM STATIONS

WCHI, 1340, 1 KW/250 W	, MOR	ABC-D, \$ 8.00 (----)	(ASHLAND, KY)	W. Martin	12+ ADI 1/4
WGNT, 930, 5 KW/1 KW (DA-N)	, COUNTRY	ABC-E, \$28.00* (Torbet)	Stoner	Dick Wilson	1. WKLC-F
WHEZ, 1420, 5 KW/500 W (DA-N)	, MOR (Drake-Chen)	ABC-I, \$47.50 (Mc-Guild)	CRB	Mike Buxer	2. WKEE-F
WIRO, 1230, 1 KW/250 W	, MOR	MBS, \$ 8.00 (Regional)	(IRONTON, OH)	Ken Auble	3. WQBE-F
WKEE, 800, 5 KW (DAYS)	, COUNTRY	NBC, \$ NA (Katz)	Capitol-WRAL	Charles Hicks	4. WTCR-F
WXKV, 1080, 5 KW (DAYS,DA)	, COUNTRY	, \$ 9.00 (Dome)	(HURRICANE)	Jim Dumire	5. WVAF-F
WVHY, 1470, 5 KW (DAYS)	, RELIGION	, \$10.00 (----)		Ray Browning	6. WAMX-F
WLSI, 900, 5 KW (DAYS)	, COUNTRY	, \$ 9.00 (----)	(PIKEVILLE, KY)	Georgia Ward	7. WLSI
					8. WGNT
					9. WBES-F
					11. WWSR-F
					12. WQHY-F
					13. WEMM-F
					14. WCHS
					15. WXCC-F

FM STATIONS

WAMX-F, 93.7, 50 KW @ 463, AOR/ROCK	, \$28.00* (Torbet)	Stoner (ASHLAND)	Dick Wilson	
WEMM-F, 107.9, 50 KW @ 500, RELIGION	, \$14.00 (----)	Mortenson	Roger Manning	
WITO-F, 107.1, 3 KW @ 200, COUNTRY (BPI)	MBS, \$ 8.00 (Regional)	(IRONTON, OH)	Ken Auble	12+ ADI CUME
WKEE-F, 100.5, 53 KW @ 556, CHR (Pollack)	ABC-C, \$75.00 (Katz)	Capitol-WRAL	Charles Hicks	1. WKEE-F
WTCR-F, 103.3, 50 KW @ 490, COUNTRY (Drake-Chen)	ABC-I, \$47.50 (Mc-Guild)	CRB	Mike Buxer	2. WTCR-F
WCAK-F, 92.7, 3 KW @ 135, CONTEMP	CBS-R, \$ 8.00 (----)	(CATLETTSBURG, KY)	Mike Kilgore	3. WKLC-F
WPAY-F, 104.1, 100 KW @ 840, RELIGION/COUNTRY	, \$10.90 (Mid-Amer)	Braden (PORTSMOUTH,OH)	Lee Hammond	4. WQBE-F
WXCC-F, 96.5, 50 KW @ 500, COUNTRY	MBS, \$10.00 (----)	(WILLIAMSON)	Jan Evans	5. WAMX-F
WXIL-F, 95.1, 50 KW @ 500, CHR	, \$15.00 (----)	Burbach (PARKERSBURG,WV)	Larry Lewis	6. WVAF-F
				7. WCHS-F
				8. WEMM-F
				9. WPAY-F
				10. WGNT
				11. WQHY-F
				12. WXIL-F
				13. WWSR-F
				14. WCAW
				15. WXCC-F

ADI FM SHARE:  
71.78%

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

MISCELLANEOUS COMMENTS

WAMX had quite a few technical difficulties throughout the rating period...WKEE-F remains the 12+ leader but WTCR coming on strong...

HUNTSVILLE

Arbitron Rank/Pop (12+): 117/261,200  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 191/201,000  
 ADI # 91  
 Average Person Rating: 15.7  
 Market TSL: 21.1 hours

Stations: 23/16  
 Diaries: 721/362:1/51.8%  
 Sample Target: 630  
 Standard Error: .721  
 % Below Line: 16.6  
 % Not Listed: 10.7

Est 1983 Revenue: \$4,800,000  
 CSI: 1.7 Bil  
 CSI HH: \$24,103  
 Retail \$: 1.6 Bil  
 Pop per Station: 16,325

12+ METRO	1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82
1. WZYP-F	76/18.5	---	13.5	---	14.6
2. WRSA-F	40/ 9.7	---	8.7	---	6.2
3. WBHP	39/ 9.5	---	13.0	---	13.0
4. WAHR-F	27/ 6.6	---	6.7	---	5.3
5. WEUP	25/ 6.1	---	7.0	---	8.9
6. WQEN-F	21/ 5.1	---	4.3	---	3.2
7. WJMW	19/ 4.6	---	4.9	---	2.7
8. WAAY	17/ 4.1	---	5.2	---	7.8
9. WHOS	12/ 2.9	---	---	---	---
11. WAPI-F	11/ 2.7	---	2.2	---	2.5
11. WTAK	11/ 2.7	---	3.1	---	1.8
WNDA-F	10/ 2.4	---	.9	---	1.1
13. WDRM-F	10/ 2.4	---	2.0	---	---
14.					
15.					

12+ TSA	1/4/CUME
1. WZYP-F	133/1542
2. WRSA-F	59/ 750
3. WQEN-F	47/ 536
4. WAHR-F	41/ 677
5. WQLT-F	40/ 569
6. WBHP	39/ 524
7. WHOS	35/ 212
8. WQSB-F	34/ 440
9. WDRM-F	29/ 335
10. WEUP	29/ 372
11.	
12.	
13.	
14.	
15.	

12+ METRO	CUME/ RATING	FAL 83	SPG 83
1. WZYP-F	858/32.8	---	33.1
2. WBHP	497/19.0	---	23.7
3. WRSA-F	482/18.5	---	14.8
4. WAHR-F	461/17.6	---	21.7
5. WAAY	410/15.7	---	20.3
6. WEUP	334/12.8	---	11.5
7. WQEN-F	299/11.4	---	9.6
8. WNDA-F	201/ 7.7	---	4.8
9. WAPI-F	178/ 6.8	---	4.2
10. WQSB-F	176/ 6.7	---	10.1
11. WJMW	152/ 5.8	---	6.4
12. WFIX	135/ 5.2	---	7.2
13.			
14.			
15.			

12+ FM SHARE (METRO): 59.40% (218 of 367) (SPG 83: 51.22%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WZYP-F	1. WZYP-F	1. WZYP-F	1. WZYP-F	1. WZYP-F	1. WBHP	1. WZYP-F	1. WZYP-F	1. WZYP-F	1. WZYP-F	1. WZYP-F
2.	2. WAHR-F	2. WAHR-F	2. WBHP	2. WBHP	WRSA-F	2. WBHP	2. WBHP	2. WRSA-F	2.	2. WRSA-F
3.	3. WQEN-F	3. WBHP	3. WAHR-F	3. WAHR-F	3.	3. WRSA-F	3. WRSA-F	3. WBHP	3.	3. WQEN-F
4.	4. WAAY	4. WRSA-F	4. WRSA-F	4. WRSA-F	4.	4. WEUP	4. WAHR-F	4. WAHR-F	4.	4. WAHR-F
5.	5.	5.	5.	5.	5.	5.	5.	5.	5.	5. WBHP
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. WZYP-F	1. WZYP-F	1. WZYP-F	1. WZYP-F	1. WZYP-F	1. WZYP-F	1. WZYP-F	1. WZYP-F	1. WZYP-F	1. WBHP	
2. WQEN-F	2. WAHR-F	2. WAHR-F	2. WAHR-F	2. WBHP	2.	2.	2. WBHP	2. WAHR-F	WZYP-F	
3. WAHR-F	3. WQEN-F	3. WRSA-F	3. WAAY	WRSA-F	3.	3.	3. WAHR-F	3. WBHP	3. WTAK	
4.	4.	4. WBHP	4.	4. WRSA-F	4.	4.	4. WRSA-F	4.	4. WAHR-F	
5.	5.	5. WEUP	5.	5.	5.	5.	5.	5.	5.	

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP	17 (1)	99 (3)	116 (4)	31.6	WAVU 630 Albertville 1.2/2.9
AOR		11 (1)	11 (1)	3.0	WBSA 1300 Boaz 1.7/2.8
AC/OLDIES/SOFT ROCK	14 (2)	27 (1)	41 (3)	11.2	WFIX 1450 Huntsville /7/5.2
MOR/VARIETY	5 (1)		5 (1)	1.4	WQSB-F 105.1 Albertville 1.9/6.7
COUNTRY	69 (4)	29 (4)	98 (8)	26.7	WRAB 1380 Arab 1.2/1.5
BLACK/URBAN	25 (1)		25 (1)	6.8	WTNX-F 95.9 Guntersville 1.9/3.4
BTLF MUSIC		40 (1)	40 (1)	10.9	WBK 1090 Albertville 1.5/2.0
NEWS/TALK					WQLT-F 107.3 Florence .5/2.6
NOSTALGIA					WYQC-F 102.9 Murfreesboro, TN .5/1.6
RELIGION	19 (2)	10 (1)	29 (2)	7.9	WZZK-F 104.7 Birmingham .7/2.0
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS		2 (1)	2 (1)	0.5	
			367 (23)		

RADIO STATIONS

WAAY, 1550, 50 KW/500 W (DA-N), CHR ST	, \$17.50 (Masla)	Glenn Buxton
WABT, 1360, 500 W (DAYS,DA), COUNTRY	MBS, \$ 7.00 (----)	Wayne Steele
WBHP, 1230, 1 KW/250 W (DA-1), COUNTRY	ABC-I, \$52.50 (Katz)	W. Pollard
WEUP, 1600, 5 KW/500 W (DA-N), BLACK	SBN, \$20.00 (----)	Vida Garrett
WFIX, 1450, 1 KW/250 W, AC	NBC, \$10.50 (Smith)	J.B. Falt
WTAK, 1000, 10 KW (DAYS,DA), OLDIES	ABC-E, \$14.00 (Roslin)	David Driscoll
WJMW, 770, 10 KW/250 W (DA-N), COUNTRY	RKO II, \$ 7.00 (Selcom)	Bill Dunnivant
WHOS, 880, 1 KW (DAYS), COUNTRY/GOSPEL	ABC-E, \$12.50 (Masla)	J. Bramlett
WAHR-F, 99.1, 100 KW @ 540, CONTEMP/AC	ABC-F, \$14.00* (Weiss)	Arnold Hornbuckle
WNDA-F, 95.1, 50 KW @ 110, RELIGION	, \$ 9.00 (---)	Fred Wells
WZYP-F, 104.3, 100 KW @ 760, CHR	RKO, \$30.00* (Selcom)	Homer Dunnivant
WQSB-F, 105.1, 100 KW @ 320, COUNTRY	APR, \$ 7.25 (----)	Ben Kennamer
WRSA-F, 96.9, 100 KW @ 830, BTLF MUS	CRS, \$13.00* (----)	Paul Nielson
WTNX-F, 95.9, 3 KW @ 300, COUNTRY	AHC-F, \$ 5.00 (----)	Lavell Jackson
WQEN-F, 102.1, 100 KW @ 265, COUNTRY	, \$12.50 (Masla)	Don Fortunc
WQLT-F, 107.3, 100 KW @ 700, CONTEMP	ABC-F, \$23.00 (Terbet)	C. Hanson

WAPI, WQEN - See Birmingham

INDIANAPOLIS

Arbitron Rank/Pop (12+): 36/971,700  
 CMSA Rank/Pop: 31/1,182,000  
 NSA Rank/Pop: 36/1,182,000  
 ADI # 24  
 Average Person Rating: 17.4  
 Market TSL: 22.7 hours

Stations: 21/18  
 Diaries: 1654/587:1/49.4%  
 Sample Target: 1500  
 Standard Error: .490  
 % Below Line: 2.8  
 % Not Listed: 5.7

Est. 1983 Revenue: \$29,520,000  
 CSI: 10.9 Bil  
 CSI HH: 24.8 M  
 Retail \$: 6.9 Bil  
 Pop per Station: 53,983

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. WIBC	274/16.2	15.9	14.3	11.1	14.3	18.4	1. WZPL-F 356/4795	1. WZPL-F 3178/32.7	31.1	22.6
2. WZPL-F	255/15.1	14.6	9.6	8.7	6.1	21.0	2. WFBQ-F 331/3678	2. WIBC 3138/32.3	30.3	32.4
3. WXTZ-F	162/ 9.6	8.6	9.7	9.0	11.8	5.0	3. WIBC 314/3817	3. WFBQ-F 1924/19.8	16.8	18.4
4. WFBQ-F	162/ 9.6	6.9	9.1	7.4	8.8	11.4	4. WXTZ-F 241/2672	4. WXTZ-F 1683/17.3	18.2	17.6
5. WENS-F	113/ 6.7	6.0	7.7	10.5	8.1	6.1	5. WENS-F 159/2283	5. WENS-F 1669/17.2	17.8	18.6
6. WFMS-F	111/ 6.6	6.6	8.5	12.5	7.9	8.6	6. WFMS-F 149/1936	6. WNAP-F 1598/16.4	12.9	15.4
7. WTLC-F	101/ 6.0	7.7	9.7	9.2	11.0	7.6	7. WNAP-F 116/2322	7. WFMS-F 1383/14.2	15.1	17.1
8. WIRE	95/ 5.6	7.6	6.5	8.8	8.6	6.6	8. WTLC-F 110/1078	8. WIRE 1303/13.4	16.5	14.5
9. WNAP-F	80/ 4.7	3.9	5.6	5.8	5.2	5.4	9. WIRE 105/1435	9. WTLC-F 890/ 9.2	12.9	14.5
10. WMLF	49/ 2.9	3.6	2.0	2.2	3.4	1.5	10. WGTCT-F 83/1044	10. WNDE 833/ 8.6	7.4	8.8
11. WNDE	44/ 2.6	1.7	3.2	1.5	2.1	2.3	11. WMLF 63/ 848	11. WMLF 655/ 6.7	6.9	4.3
12. WGTCT-F	31/ 1.8	1.6	1.2	1.2	1.3	.8	12. WNDE 59/1138	12. WGTCT-F 363/ 3.7	3.8	3.1
13. WATI	27/ 1.6	1.1	1.5	2.1	2.6	.2	13. WATI 42/ 448	13. WATI 326/ 3.4	2.6	3.4
14. WXIR-F	24/ 1.4	1.0	.8	.5	.4	1.0	14. WLW 34/ 720	14. WXIR-F 267/ 2.7	2.6	2.1
15. WBRI	15/ .9	.7	1.1	.4	.5	.4	15. WXIR-F 24/ 276	15. WBRI 230/ 2.4	2.0	3.2
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): 66.50% (1060 of 1594) (SPG 83: 66.95%)

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. WZPL-F	1. WZPL-F	1. WIBC	1. WIBC	1. WIBC	1. WIBC	1. WZPL-F	1. WZPL-F	1. WZPL-F	1. WZPL-F
2. WFBQ-F	2. WFBQ-F	2. WIBC	2. WZPL-F	2. WZPL-F	2. WXTZ-F	2. WZPL-F	2. WIBC	2. WIBC	2. WFBQ-F	2. WIBC
3. WENS-F	3. WENS-F	3. WFBQ-F	3. WENS-F	3. WENS-F	3. WFMS-F	3. WIRE	3. WXTZ-F	3. WFBQ-F	3. WIBC	3. WFBQ-F
4. WIBC	4. WENS-F	4. WFMS-F	4. WFMS-F	4. WFMS-F	4. WIRE	4. WXTZ-F	4. WFBQ-F	4. WXTZ-F	4. WXTZ-F	4. WXTZ-F
5. WNAP-F	5. WFMS-F	5. WFBQ-F	5. WFBQ-F	5. WFBQ-F	5. WENS-F	5. WFBQ-F	5. WENS-F	5. WENS-F	5. WNAP-F	5. WFMS-F
6. WTLC-F	6. WTLC-F	6. WXTZ-F	6. WXTZ-F	6. WXTZ-F	6. WZPL-F	6. WFMS-F	6. WFMS-F	6. WFMS-F	6. WTLC-F	6. WTLC-F
7. W	7. W	7. WNAP-F	7. WTLC-F	7. WTLC-F	7. WMLF	7. WENS-F	7. WTLC-F	7. WTLC-F	7. WENS-F	7. WENS-F
8. W	8. W	8. W	8. W	8. W	8. W	8. W	8. W	8. W	8. W	8. W
9. W	9. W	9. W	9. W	9. W	9. W	9. W	9. W	9. W	9. W	9. W
10. W	10. W	10. W	10. W	10. W	10. W	10. W	10. W	10. W	10. W	10. W

KOM 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. WENS-F	1. WIBC	1. WFBQ-F	1. WFBQ-F	1. WFBQ-F	1. WFBQ-F	1. WIBC
2. WNAP-F	2. WENS-F	2. WIBC	2. WZPL-F	2. WZPL-F	2. WZPL-F	2. WZPL-F	2. WZPL-F	2. WZPL-F	2. WFMS-F
3. WENS-F	3. WIBC	3. WENS-F	3. WIBC	3. WXTZ-F	3. WTLC-F	3. WTLC-F	3. WIBC	3. WENS-F	3. WFBQ-F
4. WFBQ-F	4. WNAP-F	4. WXTZ-F	4. WNAP-F	4. WENS-F	4. WIBC	4. WIBC	4. WFMS-F	4. WTLC-F	4. WZPL-F
5. WTLC-F	5. WFBQ-F	5. WNAP-F	5. WFBQ-F	5. WFMS-F	5. WNAP-F	5. WNAP-F	5. WENS-F	5. WIBC	5. WENS-F
6. WFMS-F	6. WTLC-F	6. WFMS-F	6. WTLC-F	6. W	6. WENS-F	6. WENS-F	6. WTLC-F	6. WNAP-F	6. WTLC-F
7. WIBC	7. W	7. WFBQ-F	7. W	7. W	7. W	7. W	7. WFMS-F	7. W	7. W
8. W	8. W	8. W	8. W	8. W	8. W	8. W	8. W	8. W	8. W
9. W	9. W	9. W	9. W	9. W	9. W	9. W	9. W	9. W	9. W
10. W	10. W	10. W	10. W	10. W	10. W	10. W	10. W	10. W	10. W



FORMATS	AM	FM	TOTAL	Z	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP	5 (1)	335 (2)	340 (3)	21.3	WFBM 1110 Noblesville .3/1.4
AOR		162 (1)	162 (1)	10.2	WGRT-F 107.1 Danville .8/1.9
AC/OLDIES/SOFT ROCK	44 (1)	113 (1)	157 (2)	9.8	WGBK-F 102.3 Martinsville .5/1.8
MOR/VARIETY	288 (3)	8 (1)	296 (4)	18.6	WNTS 1590 Indianapolis .7/2.1
COUNTRY	95 (1)	142 (2)	237 (3)	14.9	WLS 890 Chicago .3/1.5
BLACK/URBAN		114 (2)	114 (2)	7.2	WLW 700 Chicago .5/1.8
BTFL MUSIC		162 (1)	162 (1)	10.2	
NEWS/TALK					
NOSTALGIA	76 (2)		76 (2)	4.8	
RELIGION	26 (2)	24 (1)	50 (3)	3.1	
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS					
1594 (21)					

RADIO STATIONS

AM STATIONS

WATI, 810, 250 W (DAYS), NOSTALGIA	ABC-D, \$ 19.00 (Masla)	Sarkes-Tarzian	Tom Tolar	12+ ADJ 1/4
WBRI, 1500, 5 KW (DAYS,DA), RELIGION	, \$ 18.00 (----)		Gary Arnold	1. WZPL-F
WFBM, 1110, 500 W (DAYS,DA), MOR/NOST	, \$ 13.00 (Pates)	(NOBLESVILLE)	Jim Mathis	2. WFBQ-F
WIBC, 1070, 50 KW/10 KW (DA-2), MOR	NBC-T, \$108.75 (Blair)	Blair	Roy Cooper	3. WIBC
WIRE, 1430, 5 KW (DA-N), COUNTRY	ABC-E,RKO, \$ 98.25 (Eastman)	Mid America	Tom Severino	4. WXTZ-F
WMLF, 1310, 5 KW/1 KW (DA-N), NOSTALGIA (Al Ham)	NBC, \$ 37.50 (Selcom)	Embriscia	Howdy Bell	5. WENS-F
WNDE, 1260, 5 KW (DA-N), OLDIES	ABC-I, \$ 45.00* (Katz)	Gulf	Dennis Rossman	6. WFMS-F
WNTS, 1590, 5 KW/500 W (DA-2), RELIGION	, \$ 19.00 (----)		Jack Marsella	7. WNAP-F
WLXW, 950, 5 KW (DAYS,DA), RELIGION	, \$ 10.00 (----)		Eddie Sears	8. WTLC-F
				9. WIFE
				10. WMDH-F
				11. WGTC-F
				12. WLBC-F
				13. WMLF
				14. WNDE
				15. WAZY-F

FM STATIONS

WENS-F, 97.1, 30 KW @ 679, AC	, \$ 95.00 (Christal)	Emmis	Christine Woodward	
WFBQ-F, 94.7, 52 KW @ 850, AOR (Burk-Abr)	Source, \$ 80.00 (Katz)	Gulf	Dennis Rossman	
WFBS-F, 95.5, 50 KW @ 500, COUNTRY	, \$ 87.13 (Torbet)	Susquehanna	Kevin Aufmann	12+ ADJ CUME
WNAP-F, 93.1, 13 KW @ 1022, CHR	, \$ 70.50 (Blair)	Blair	Roy Cooper	1. WZPL-F
WTLC-F, 105.7, 50 KW @ 445, BLACK	SBN,NBN, \$ 70.00* (Mc-Guild)	BENI	Al Hobbs	2. WIBC
WXTZ-F, 103.3, 18 KW @ 860, BTFL MUS (Bonne)	, \$108.08 (Eastman)	Mid America	Tom Severino	3. WFBQ-F
WZPL-F, 99.5, 50 KW @ 500, CHR	, \$100.00 (HNWH)	Heftel	Roger Ingram	4. WXTZ-F
WGTC-F, 92.3, 37 KW @ 1091, COUNTRY	, \$ 20.00 (Weiss)	Sarkes-Tarzian	R. Holben	5. WNAP-F
WGRT-F, 107.1, 3 KW @ 300, URBAN/GOSPEL	ABC-F,MBS, \$ 32.00 (Weiss)	Universal	Steve Ross	6. WENS-F
WXIR-F, 98.3, 3 KW @ 296, RELIGION	, \$ 18.00 (----)		(DANVILLE)	7. WFMS-F
WMDH-F, 102.5, 50 KW @ 355, COUNTRY	, \$ 17.25 (S. Katz)	(NEW CASTLE)	Gary Arnold	8. WIRE
WLBC-F, 104.1, 50 KW @ 500, CHR (Drake-Chen)	CBS-R, \$ 15.50 (Masla)	(MUNCIE)	Jack Craig	9. WLBC-F
WAZY-F, 96.5, 50 KW @ 500, CHR	ABC-C, \$ 17.50 (----)	(LAFAYETTE)	Roger Bauer	10. WNDE
				11. WTLC-F
				12. WGTC-F
				13. WMLF
				14. WMDH-F
				15. WAZY-F

ADI FM SHARE:

73.19%

CALL LETTER CHANGES

None

FORMAT CHANGES

WNAP-F: from AC to CHR

STATION SALES

WMLF sold to BENI

MISCELLANEOUS COMMENTS

WTPI-F (the old WIFE-F) will go on air in October with an AC format...superb books for WIBC and WZPL; both stations do well in nearly all demos...WTLC's decline is puzzling...

JACKSON, MS

Arbitron Rank/Pop (12+): 101/311,600  
 CMA Rank/Pop: NA  
 MSA Rank/Pop: 111/378,700  
 ADI # 86  
 Average Person Rating: 18.7  
 Market TSL: 24.5 hours

Stations: 16/14  
 Diaries: 848/367:1/51.9%  
 Sample Target: 700  
 Standard Error: .730  
 % Below Line: 5.2  
 % Not Listed: 3.4

Est 1983 Revenue: \$7,400,000  
 CSI: 3.0 Bil  
 CSI HH: \$23,071  
 Retail \$: 1.8 Bil  
 Pop per Station: 22,257

12+ METRO	1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82	12+ TSA	1/4/CUME	12+ METRO	CUME/	FAL	SPG
									RATING	83	83
1. WJMI-F	85/14.6	---	12.9	---	14.9	1. WMSI-F	218/2000	1. WJMI-F	813/26.1	---	27.2
2. WMSI-F	76/13.1	---	11.3	---	14.6	2. WJMI-F	164/1602	2. WKXI	754/24.2	---	25.8
3. WKXI	70/12.0	---	15.3	---	13.0	3. WLIN-F	79/ 934	3. WMSI-F	730/23.4	---	22.3
4. WOAD	67/11.5	---	1.2	---	1.0	4. WKXI	72/ 848	4. WTYX-F	687/22.0	---	23.9
5. WLIN-F	49/ 8.4	---	7.6	---	7.7	5. WTYX-F	68/1031	5. WLIN-F	544/17.5	---	15.9
6. WTYX-F	46/ 7.9	---	12.1	---	13.4	WOAD	68/ 548	6. WOAD	541/17.4	---	5.3
7. WYYN-F	34/ 5.8	---	.8	---	1.5	7. WYYN-F	65/ 849	7. WSLI	507/16.3	---	24.5
WSLI	34/ 5.8	---	9.1	---	7.9	8. WQMV-F	56/ 922	8. WQMV-F	446/14.3	---	2.8
9. WQMV-F	25/ 4.3	---	.4	---	---	9. WSLI	38/ 624	9. WJDX	411/13.2	---	23.8
10. WJDX	21/ 3.6	---	6.2	---	7.3	10. WJDX	36/ 636	10. WYYN-F	402/12.9	---	4.9
11. WZXQ-F	16/ 2.7	---	4.0	---	.8	11.		11. WOKJ	381/12.2	---	17.5
12. WOKJ	13/ 2.2	---	9.7	---	6.9	12.		12.			
13.						13.		13.			
14.						14.		14.			
15.						15.		15.			

12+ FM SHARE (METRO): 59.96% (337 of 562) (SPG 83: 51.54%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WJMI-F	1. WJMI-F	1. WMSI-F	1. WMSI-F	1. WMSI-F	1. WMSI-F	1. WMSI-F	1. WMSI-F	1. WMSI-F	1. WJMI-F	1. WJMI-F
2. WQMV-F	2. WMSI-F	2. WJMI-F	2. WKXI	2. WKXI	2. WLIN-F	2. WKXI	2. WJMI-F	2. WJMI-F	2. WKXI-F	2. WOAD
3. WTYX-F	3. WKXI	3. WKXI	3. WJMI-F	3. WJMI-F	3. WKXI	3. WJMI-F	3. WLIN-F	3. WKXI	3. WOAD	3. WMSI-F
4. WTYX-F	4. WTYX-F	4. WTYX-F	4. WOAD	4. WOAD	4. WOAD	4. WOAD	4. WOAD	4. WLIN-F	4. WMSI-F	4. WKXI
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		75 (3)	75 (3)	13.3	WHJT-F 93.5 Clinton .3/1.6
AOR		16 (1)	16 (1)	2.8	WJXN 1450 Jackson 1.2/4.2
AC/OLDIES/SOFT ROCK	21 (1)	36 (2)	57 (3)	10.1	WMGO 1370 Canton 2.2/5.1
MOR/VARIETY	34 (1)		34 (1)	6.0	KNOE-F 101.9 Monroe, LA .7/1.3
COUNTRY		76 (1)	76 (1)	13.5	
BLACK/URBAN	96 (3)	85 (1)	181 (5)	32.2	
BTFL MUSIC		49 (1)	49 (1)	8.7	
NEWS/TALK					
NOSTALGIA					
RELIGION	74 (2)		74 (2)	13.2	
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS					
			562 (16)		

RADIO STATIONS	Power	Frequency	Format	Notes	Station	Notes
WCCL	1590	5 KW/1 KW (DA-N)	AC/OLDIES	\$17.00 (----)	Keymarket	Larry Robinson
WJDX	620	5 KW/1 KW (DA-N)	CONTEMP/AC	ABC-D, \$ NM (Eastman)	Keymarket	Marshall Magee
WOAD	1400	1 KW/250 W	GOSEPEL/BLACK	MBS, \$11.00 (Midsouth)		Lee Hodges
WJXN	1450	1 KW/250 W	GOSEPEL	\$ 4.00 (----)		Rodger Omby
WKKE	1180	10 KW/5 KW (DA-2)	NOSTALGIA (Al Ham)	\$ 9.00 (----)	(PEARL)	
WKXI	1300	5 KW/1 KW	BLACK	SBN, \$28.00* (Blair)	TAB	Bob O'Brien
WOKJ	1550	50 KW/10 KW (DA-2)	BLACK	NBN, \$24.00 (Weiss)	Roden	Dick Lange
WSLI	930	5 KW (DA-N)	MOR	CBS, NBC, \$29.00 (Selcom)		Benny Springer
WJMI-F	99.7	100 KW @ 1060	BLACK	ABC-F, \$30.00 (Weiss)	Roden	Dick Lange
WLIN-F	95.5	100 KW @ 1069	BTFL MUS (SRP)	\$24.13 (Christal)		John Fletcher
WMSI-F	102.9	100 KW @ 1800	COUNTRY	ABC-E, \$59.06 (Eastman)	Keymarket	Marshall Magee
WTYX-F	94.7	100 KW @ 430	CHR	RKO, \$25.00* (Blair)	TAB	Bob O'Brien
WYYN-F	96.3	100 KW @ 1450	AC	CBS, NBC, \$29.00 (Selcom)		Benny Springer
WZXQ-F	101.7	3 KW @ 300	AOR	\$ 9.00 (----)	(CANTON)	Milt Rodgers
WQMV-F	98.7	56 KW @ 500	CHR	\$ NA (Savalli)	(VICKSBURG)	Kirk Sherwood

MISCELLANEOUS COMMENTS  
 WJQS sold for \$250,000...WKKE sold for \$348,000...WJQS changed calls to WOAD...WLY-F changed calls to WYYN-F...  
 WOAD changed to Gospel...WYYN-F changed formats from Country to AC...



JOHNSON CITY-KINGSFORT-BRISTOL

Arbitron Rank/Pop (12+): 81/376,500  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 99/450,600  
 ADI # 84  
 Average Person Rating: 16.2  
 Market TSL: 21.4 hours

Stations: 26/20  
 Diaries: 819/460:1/54.7%  
 Sample Target: 740  
 Standard Error: .675  
 % Below Line: 7.5  
 % Not Listed: 5.6

Est 1983 Revenue: \$7,300,000  
 CSI: 3.1 Bil  
 CSI HH: 18.8 M  
 Retail \$: 2.2 Bil  
 Pop per Station: 18,825

12+ METRO	1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82	12+ TSA 1/4/CUME	12+ METRO CUME/METRO CUME RATING	FAL 83	SPG 83		
1. WQUT-F	154/25.2	17.0	19.3	19.2	18.3	1. WQUT-F	218/2369	1. WQUT-F	1559/41.4	33.3	31.4
2. WXBQ-F	122/20.0	21.1	19.7	16.7	13.3	2. WXBQ-F	164/1904	2. WXBQ-F	1298/34.5	35.9	31.8
3. WJCN	58/ 9.5	8.1	10.4	7.9	8.7	3. WTFM-F	73/ 789	3. WTFM-F	576/15.3	12.2	16.6
4. WTFM-F	55/ 9.0	7.3	9.2	12.6	10.1	4. WJCN	58/ 576	4. WJCN	571/15.2	18.1	19.8
5. WIVK-F	18/ 3.0	1.7	.5	.3	3.6	5. WIVK-F	37/ 413	5. WFHG	394/10.5	10.5	10.7
6. WZXY-F	16/ 2.6	6.1	2.0	3.3	4.1	6. WOKI-F	25/ 483	6. WZXY-F	271/ 7.2	11.3	6.4
7. WFHG	14/ 2.3	2.5	4.0	4.5	4.8	7. WIMZ-F	21/ 315	7. WKIN	244/ 6.5	9.8	6.0
8. WZAP	13/ 2.1	2.4	1.5	2.0	1.5	8. WFHG	18/ 462	8. WZAP	198/ 5.3	3.7	4.5
9. WEMB	12/ 2.0	---	.7	.8	1.2	9. WMYU-F	17/ 256	9. WKPT	180/ 4.8	7.3	6.2
10. WKIN	10/ 1.6	4.1	1.7	1.7	2.9	10. WZAP	16/ 261	10. WETB	179/ 4.8	7.9	8.2
WMCH	10/ 1.6	2.4	1.7	2.0	.9	WZXY-F	16/ 285	11.			
WRGS	10/ 1.6	1.4	1.5	3.8	2.4	12.		12.			
WBB1	10/ 1.6	2.4	1.3	.8	1.0	13.		13.			
14.						14.		14.			
15.						15.		15.			

12+ FM SHARE (METRO): 69.44% (400 of 576) (SPG 83: 60.87%)

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. WQUT-F	1. WXBQ-F	1. WXBQ-F	1. WXBQ-F	1. WQUT-F	1. WXBQ-F	1. WQUT-F	1. WQUT-F	1. WQUT-F
2.	2. WXBQ-F	2. WXBQ-F	2. WQUT-F	2. WQUT-F	2. WJCN	2. WXBQ-F	2. WQUT-F	2. WXBQ-F	2. WXBQ-F	2. WXBQ-F
3.	3.	3. WJCN	3. WJCN	3. WJCN	3. WJCN	3. WTFM-F	3. WTFM-F	3. WTFM-F	3. WJCN	3.
4.	4.	4. WTFM-F	4. WTFM-F	4. WTFM-F	4. WQUT-F	4. WTFM-F	4. WJCN	4. WJCN	4. WJCN	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. WQUT-F	1. WQUT-F	1. WQUT-F	1. WQUT-F	1. WXBQ-F	1. WQUT-F	1. WQUT-F	1. WQUT-F	1. WQUT-F	1. WXBQ-F
2.	2. WXBQ-F	2. WXBQ-F	2. WXBQ-F	2. WQUT-F	2.	2. WXBQ-F	2. WXBQ-F	2. WXBQ-F	2. WQUT-F
3.	3.	3.	3.	3. WJCN	3.	3.	3.	3.	3. WJCN
4.	4.	4.	4.	4. WTFM-F	4.	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	21 (2)	161 (3)	182 (5)	31.6	WABN-F 92.7 Abingdon, VA .3/1.2
AOR		25 (2)	25 (2)	4.3	WBCV 1550 Bristol, VA .8/1.6
AC/OLDIES/SOFT ROCK		7 (2)	7 (2)	1.2	WBEJ 1240 Elizabethtown 1.5/2.9
MOR/VARIETY	23 (3)		23 (3)	4.0	WETB 790 Johnson City 1.1/4.8
COUNTRY	99 (5)	140 (2)	239 (7)	41.5	WJSO 1590 Jonesboro 1.3/4.4
BLACK/URBAN					WJSO-F 99.3 Elizabethtown 1.3/3.4
BTFM MUSIC		55 (1)	55 (1)	9.5	WKPT 1400 Kingsport .8/4.8
NEWS/TALK					WOPI 1490 Bristol .8/3.9
NOSTALGIA	5 (1)		5 (1)	0.9	WIKQ-F 94.9 Greenville .8/2.4
RELIGION	28 (3)	4 (1)	32 (4)	5.6	WIMZ-F 103.5 Knoxville 1.5/2.5
SPANISH					WMIT-F 106.9 Black Mountain, NC .7/3.0
CLASSICAL					WMYU-F 102.1 Sevierville .3/2.9
UNKNOWN/OTHERS		8 (1)	8 (1)	1.4	WOKI-F 100.3 Oak Ridge .8/2.0
			576 (26)		

RADIO STATIONS

WFHG, 980, 5 KW/1 KW (DA-N), CONTEMP/AC	ABC-D, \$16.00* (Mc-Guild)	Nininger (BRISTOL)	W. Nininger
WGOC, 1090, 1 KW (DAYS,DA), RELIGION	\$14.00 (----)	(KINGSFORT)	Phil Roberts
WJCN, 910, 5 KW/1 KW (DA-N), COUNTRY	CBS, \$25.00* (Katz)	Bloomington (JOHNSON CITY)	Ken Maness
WKIN, 1320, 5 KW/500 W (DA-N), COUNTRY (TM)	APR, \$16.00 (Torbet)	Bahakel (KINGSFORT)	T. Weinacht
WZAP, 690, 10 KW (DAYS), RELIGION	\$12.50 (Gates)	(BRISTOL)	R. Morris
WJSO, 1590, 5 KW (DA-N), MOR	\$17.00 (HNWH)	(JONESBORO)	Norm Thomas
WBB1, 1230, 1 KW/250 W, COUNTRY	\$ 5.50 (----)	(ABINGDON, VA)	R. Southern
WBEJ, 1240, 1 KW/250 W, COUNTRY	\$ 7.00 (----)	(ELIZABETHTON)	Clyde Roberts
WETB, 790, 5 KW (DAYS), CONTEMP	MBS, \$ 6.00 (----)	(JOHNSON CITY)	Art Kelsey
WKPT, 1400, 1 KW/250 W, MOR/AC	ABC-E, \$14.00 (Selcom)	Home News (KINGSFORT)	Dave Widener
WOPI, 1490, 1 KW/250 W, MOST (Al Ham)	RKO II, \$10.00 (----)	(BRISTOL, TN)	Paul Culp
WQUT-F, 101.5, 100 KW @ 1500, CHR/AOR	RKO, \$37.00* (Katz)	Bloomington (JOHNSON CITY)	Ken Maness
WTFM-F, 98.5, 100 KW @ 1260, BTFM MUS (Bonne)	ABC-E, \$20.00 (Selcom)	Home News (KINGSFORT)	George DeVault
WXBQ-F, 96.9, 67 KW @ 2240, COUNTRY	ABC-I, \$34.00* (Mc-Guild)	Nininger (BRISTOL, VA)	W. Nininger
WZXY-F, 104.9, 1 KW @ 475, AOR	Source, \$20.00* (Torbet)	Bahakel (KINGSFORT)	T. Weinacht
WIDD-F, 99.3, 3 KW @ 300, COUNTRY	\$12.50 (Bolton)	(ELIZABETHTON)	Gary Morse

JOHNSTOWN, PA

Arbitron Rank/Pop (12+): 135/220,800  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 160/264,800  
 ADI # 83 (with Altoona)  
 Average Person Rating: 17.9  
 Market TSL: 23.9 hours

Stations: 28/15  
 Diaries: 673/328:1/62.3%  
 Sample Target: 610  
 Standard Error: .776  
 % Below Line: 23.8  
 % Not Listed: 7.6

Est 1983 Revenue: \$3,300,000  
 CSI: 2.3 Bil  
 CSI HH: \$22,923  
 Retail \$: 1.1 Bil  
 Pop per Station: 14,720

12+ METRO 1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82	
1. WKYE-F	41/10.4	---	7.9	---	9.3
2. WJAC	40/10.1	---	10.6	---	9.6
3. WJNL-F	30/ 7.6	---	7.1	---	8.8
4. WDVE-F	28/ 7.1	---	4.8	---	5.8
5. WJNL	24/ 6.1	---	6.1	---	7.6
6. WBXQ-F	21/ 5.3	---	4.8	---	7.3
7. WCRO	21/ 5.3	---	6.6	---	6.1
8. WGLU-F	19/ 4.8	---	4.5	---	5.3
9. WVSC	19/ 4.8	---	3.4	---	4.8
10. WPNT-F	17/ 4.3	---	---	---	1.0
11. WIYQ-F	16/ 4.0	---	2.6	---	2.0
12. WWZE-F	15/ 3.8	---	2.4	---	2.8
13.					
14.					
15.					

12+ TSA 1/4/CUME	12+ METRO CUME/ METRO CUME RATING	FAL 83	SPG 83		
1. WDVE-F	68/535	1. WJNL-F	576/26.1	---	23.6
2. WJAC	48/564	2. WKYE-F	509/23.1	---	19.0
3. WKYE-F	46/628	3. WJAC	450/20.4	---	23.0
4. WBXQ-F	41/399	4. WJNL-F	374/16.9	---	23.4
5. WJNL-F	31/612	5. WCRO	366/16.6	---	19.7
6. WIYQ-F	30/263	6. WGLU-F	352/15.9	---	15.4
7. WPNT-F	28/232	7. WDVE-F	330/14.9	---	11.7
8. WJNL	24/380	8. WBXQ-F	285/12.9	---	11.8
9. WGLU-F	23/433	9. WVSC-F	177/ 8.0	---	NA
10. WCRO	21/387	10. WWZE-F	175/ 7.9	---	6.2
11. WVSC	19/143	11.			
12. KDKA	16/392	12.			
13.		13.			
14.		14.			
15.		15.			

12+ FM SHARE (METRO): 61.48% (225 of 366) (SPG 83: 54.49%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PND	12+ EVE	SAT MID
1. WBXQ-F	1. WDVE-F	1. WKYE-F	1. WKYE-F	1. WKYE-F	1. WJAC	1. WJAC	1. WKYE-F	1. WKYE-F	1. WDVE-F	1. WJAC
2. WDVE-F	2. WKYE-F	2. WDVE-F	2. WJAC	2. WJAC	2. WVSC	2. WJNL	2. WJAC	2. WJAC	2. WJAC	2. WKYE-F
3.	3. WGLU-F	3. WJAC	3. WJNL-F	3. WJNL-F	3. WJNL-F	3. WKYE-F	3. WJNL-F	3. WJNL-F	3. WJNL-F	3. WGLU-F
4.	4. WCRO	4. WJNL-F	4. WCRO	4. WCRO	4. WKYE-F	4. WJNL-F	4. WPNT-F	4. WCRO	4. WBXQ-F	4. WJNL-F
5.	5. WBXQ-F	5.	5.	5.	5.	5.	5.	5.	5. WKYE-F	5. WDVE-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. WGLU-F	1. WKYE-F	1. WKYE-F	1. WKYE-F	1. WKYE-F	1. WDVE-F	1. WDVE-F	1. WKYE-F	1. WKYE-F	1. WKYE-F
2. WKYE-F	2. WCRO	2. WJNL-F	2. WCRO	2. WJAC	2. WBXQ-F	2. WKYE-F	2. WKYE-F	2. WJAC	2. WJAC
3. WDVE-F	3. WDVE-F	3. WJAC	3. WJAC	3. WJNL-F	3.	3. WGLU-F	3. WGLU-F	3. WDVE-F	3. WGLU-F
4. WCRO	4. WJNL-F	4. WCRO	4.	4. WCRO	4.	4. WBXQ-F	4. WBXQ-F	4.	4. WCRO
5.	5. WGLU-F	5.	5.	5.	5.	5.	5. WJAC	5.	5.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP	28 (2)	32 (4)	60 (6)	16.4	WADJ 1330 Somerset 1.8/4.4
AOR		50 (3)	50 (3)	13.7	WAHQ 1400 Loretts 1.5/3.6
AC/OLDIES/SOFT ROCK	6 (1)	80 (3)	86 (4)	23.5	WNCC 950 Barnesboro 1.3/4.5
MOR/VARIETY	33 (3)		33 (3)	9.0	WVSC-F 97.7 Somerset 2.3/8.0
COUNTRY	74 (5)	23 (2)	97 (7)	26.5	WVBR 1350 Windber 1.5/5.4
BLACK/URBAN					KDKA 1020 Pittsburgh 1.0/5.0
BTFI MUSIC		22 (3)	22 (3)	6.0	WBZZ-F 93.7 Pittsburgh 1.5/4.3
NEWS/TALK					WEPP 1080 Pittsburgh 2.3/5.0
NOSTALGIA		18 (2)	18 (2)	4.9	WFBG-F 98.1 Altoona .5/5.0
RELIGION					WFRB 560 Frostburg, MD 1.8/3.4
SPANISH					WFRB-F 105.3 Frostburg, MD 1.8/4.6
CLASSICAL					WHTX-F 96.1 Pittsburgh .5/5.2
UNKNOWN/OTHERS					WKGO-F 106.1 Cumberland, MD .8/2.2
			366 (28)		WNUF-F 100.7 New Kensington .8/2.4
					WSSH-F 99.7 Pittsburgh .8/1.8
					WYDD-F 104.7 Pittsburgh .8/4.0

RADIO STATIONS

WCRO, 1230, 1 EW/250 W, CONTEMP	ABC-C, \$21.00 (Masla)	
WJAC, 850, 10 EW (DA-1), COUNTRY	, \$28.58 (Mc-Guild)	
WJNL, 1490, 1 EW/250 W, MOR	CBS, \$13.00 (Torbet)	Sandy Neri
WVSC, 990, 5 EW (DAYS), COUNTRY	ABC-I, \$ 9.00 (Regional)	(SOMERSET) Dick Adams
WGLU-F, 92.1, 166 W @ 1042, ROCK/AOR	Source, \$25.00 (Masla)	Ralph Lovett
WJNL-F, 96.5, 59 EW @ 100, AC	HKO, \$15.50 (Torbet)	Dick Elliott
WFYF-F, 95.5, 57 EW @ 1060, AC	, \$25.40 (Mc-Guild)	Sandy Neri
WBXQ-F, 96.3, 3 EW @ 925, CHR	ABC-F, \$22.50 (HRMH)	(CRESSON) Neil Hart
WGLU-F, 99.1, 50 EK @ 500, COUNTRY	MBS, \$ 7.00 (P/W)	(EBENSHURG)
WWZE-F, 101.7, 570 W @ 570, NOSTALGIA (Al Han)	, \$11.00 (P/W)	(CENTRAL CITY) Mary Fetseo

Other ranked stations - See Pittsburgh

MISCELLANEOUS COMMENTS

WCRO sold to Hamilton for \$210,000 (Chaney)...WJAC-F changed calls to WKYE-F...also WJAC-F drops BTFI for AC...

KALAMAZOO

Arbitron Rank/Pop (12+): 127/235,500  
 CHSA Rank/Pop: NA  
 MSA Rank/Pop: 180/215,000  
 ADI # 38 (with Grand Rapids)  
 Average Person Rating: 16.1  
 Market TSL: 21.4 hours

Stations: 20/9  
 Diaries: 664/355:1/50.2%  
 Sample Target: 610  
 Standard Error: .748  
 % Below Line: 35.2  
 % Not Listed: 12.2

Est 1983 Revenue: \$3,800,000  
 CSI: 2.0 Bil  
 CSI HH: 24.2 M  
 Retail \$: 1.6 Bil  
 Pop per Station: 21,167

	FAL	SPG	FAL	SPG
12+ METRO 1/4/SHARE	83	83	82	82
1. WKFR-F	56/14.8	15.6	11.5	7.8 12.8
2. WKZO	48/12.7	11.1	12.0	10.3 15.5
3. WNNW-F	36/ 9.5	7.8	8.7	7.3 5.6
4. WQLR-F	27/ 7.1	9.4	9.7	11.1 8.5
5. WKMI	26/ 6.9	4.9	8.5	5.7 7.5
6. WGRD-F	24/ 6.3	6.5	4.5	7.3 4.5
WOOD-F	24/ 6.3	5.1	4.2	5.7 5.1
8. WLAV-F	20/ 5.3	4.6	5.5	7.3 6.4
9. WJXQ-F	13/ 3.4	6.2	5.2	1.6 2.7
10. WJFM-F	12/ 3.2	3.0	5.5	5.9 6.1
11. WAOP-F	10/ 2.6	3.0	2.0	1.6 1.6
12.				
13.				
14.				
15.				

12+ TSA 1/4/CUME	12+ METRO CUME/	FAL	SPG
	METRO CUME RATING	83	83
1. WKFR-F	74/816	1. WKZO	718/30.5 26.2 29.7
2. WKZO	72/985	2. WKFR-F	697/29.6 32.0 29.5
3. WNNW-F	55/488	3. WKMI	401/17.0 15.8 21.6
4. WGRD-F	42/628	4. WGRD-F	372/15.8 21.4 14.7
5. WQLR-F	36/447	5. WQLR-F	340/14.4 17.5 20.1
6. WOOD-F	31/484	6. WNNW-F	337/14.3 16.1 17.4
7. WKMI	26/415	7. WOOD-F	315/13.4 13.2 13.7
WLAV-F	26/342	8. WJFM-F	310/13.2 15.0 13.7
9. WAOP-F	21/209	9. WLAV-F	261/11.1 11.5 13.6
10. WJFM-F	17/410	10. WJXQ-F	231/ 9.8 10.8 8.8
11. WJXQ-F	17/272	11.	
12.		12.	
13.		13.	
14.		14.	
15.		15.	

12+ FM SHARE (METRO): 69.28% (230 of 332) (SPG 83: 69.27%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ FMD	12+ EVE	SAT MID
1. WKFR-F	1. WKFR-F	1. WKFR-F	1. WKFR-F	1. WKFR-F	1. WKZO	1. WKZO	1. WKFR-F	1. WKFR-F	1. WKFR-F	1. WKFR-F
2. WGRD-F	2. WLAV-F	2. WNNW-F	2. WNNW-F	2. WNNW-F	2. WNNW-F	2. WKFR-F	2. WNNW-F	2. WKZO	2. WNNW-F	2. WNNW-F
3. WKMI	3. WKMI	3. WKMI	3. WKMI	3. WKZO	3. WQLR-F	3. WNNW-F	3. WKZO	3. WNNW-F	3. WGRD-F	3. WKZO
4. WLS	WGRD-F	4. WLAV-F	4. WKZO	4. WKMI	4. WOOD-F	4. WKMI	4. WQLR-F	4. WGRD-F	4. WKMI	4. WGRD-F
5.	5. WNNW-F	5. WKZO	5.	5. WQLR-F	5.	5. WQLR-F	5. WKMI	5. WQLR-F	5. WLAV-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. WKFR-F	1. WKFR-F	1. WKFR-F	1. WKFR-F	1. WKFR-F	1. WKFR-F	1. WKFR-F	1. WKFR-F	1. WKFR-F	1. WKMI
2. WGRD-F	2. WKMI	2. WKMI	2. WKMI	2. WKZO	2. WLAV-F	2. WLAV-F	2. WLAV-F	2. WLAV-F	WNNW-F
3. WNNW-F	3. WGRD-F	3. WNNW-F	3. WQLR-F	3. WNNW-F	3. WJXQ-F	3. WJXQ-F	3. WNNW-F	3.	3. WLAV-F
WLAV-F	4. WNNW-F	4. WKZO	4. WKZO	4. WQLR-F	4. WNNW-F	4. WNNW-F	4. WKZO	4.	4. WKMI
5.	5.	5.	WJFM-F	5.	5.	5.	5.	5.	WKZO

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP	7 (1)	80 (2)	87 (3)	26.2	WBUK 1560 Portage .8/1.5
AOR		33 (2)	33 (2)	9.9	WCSY-F 98.3 South Haven 1.3/3.3
AC/OLDIES/SOFT ROCK	26 (1)	17 (2)	43 (3)	13.0	WKPR 1420 Kalamazoo 1.1/3.0
NOR/VARIETY	51 (2)		51 (2)	15.4	WOAM 980 Otsego .8/2.3
COUNTRY	9 (2)	46 (2)	55 (4)	16.6	WBMM 780 Chicago .5/4.1
BLACK/URBAN					WGN 720 Chicago .8/5.0
BTFL MUSIC		51 (2)	51 (2)	15.4	WLS 890 Chicago 1.9/5.3
NEWS/TALK	2 (1)		2 (1)	0.6	WMAQ 670 Chicago 1.6/6.9
NOSTALGIA	3 (1)		3 (1)	0.9	WFRN-F 104.7 Elkhart .8/2.8
RELIGION	4 (1)	3 (1)	7 (2)	2.1	
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS					

332 (20)

RADIO STATIONS

WBUK, 1560, 1 KW (DAYS), COUNTRY	ABC-E, \$10.00 (----)	Carol Nehring
WKLZ, 1470, 500 W (DAYS,DA), NEWS	CNN, \$10.00 (Pates)	Ed Gainer
WKMI, 1360, 5 KW/1 KW (DA-N), AC	ABC-D, \$25.00 (----)	Bob Salmon
WKPR, 1420, 1 KW (DAYS,DA), RELIGION	, \$ 6.50 (----)	Bill 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) Dave Hicks
WNNW-F, 98.5, 50 KW @ 500, COUNTRY	ABC-E, \$41.25 (Christal)	(COLDWATER) Gary Mallernee
WQLR-F, 106.5, 33 KW @ 600, BTFL MUS (KalaMusic)	, \$27.00 (Masla)	Fairfield Steve Trivers
WAOP-F, 100.9, 3 KW @ 300, COUNTRY/AC	UPI, \$14.00 (Unirep)	(OTSEGO) Bob Brink

Other rated stations - See Grand Rapids

MISCELLANEOUS COMMENTS

WBUK went off the air in July...WKLZ changed to all news but did not show up in the book...

KANSAS CITY

Arbitron Rank/Pop (12+): 29/1,111,600  
 CMSA Rank/Pop: 25/1,454,000  
 MSA Rank/Pop: KC,MO: 50/917,900  
 ADI # 27 KC,KN: 86/529,800  
 Average Person Rating: 17.0  
 Market TSL: 22.5 hours

Stations: 25/23  
 Diaries: 1343/828:1/50.0%  
 Sample Target: 1290  
 Standard Error: .536  
 % Below Line: 0.8  
 % Not Listed: 5.3

Est. 1983 Revenue: \$26,200,000  
 CSI: 15.1 Bil  
 CSI HI: 27.5 M  
 Retail \$: 7.9 Bil  
 Pop per Station: 48,330

12+ METRO	1/4/SHARE	WIN 84	FAL 83	SPG 83
1. KMBR-F	182/9.7	9.8	7.0	--- 4.9
2. KBEQ-F	159/8.4	9.7	7.7	--- 8.6
3. KCMO	150/8.0	6.0	6.6	--- 8.6
4. WDAF	145/7.7	10.7	10.6	--- 10.9
5. KLSI-F	131/6.9	7.7	7.7	--- 7.0
6. KFKE-F	129/6.8	6.6	5.0	--- 6.1
7. KUDL-F	118/6.3	4.6	5.9	--- 5.2
8. KYYS-F	112/5.9	6.3	8.7	--- 6.0
9. KPRS-F	89/4.7	5.5	6.2	--- 5.7
10. KMBZ	86/4.6	3.7	2.9	--- 4.9
11. KJLA-F	82/4.3	4.8	4.9	--- 4.5
12. KCMO-F	70/3.7	3.5	3.1	--- 5.5
13. WHB	69/3.7	4.0	4.5	--- 4.1
14. KKCI-F	57/3.0	3.2	5.6	--- 3.8
15. KZZC-F	42/2.2	1.5	2.0	--- 2.9
16.				
17.				
18.				
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24.				
25.				

12+ TSA	1/4/CUME
1. WDAF	360/4589
2. KMBR-F	256/2458
3. KCMO	202/2979
4. KBEQ-F	191/3216
5. KYYS-F	172/2606
6. KFKE-F	170/2093
7. KUDL-F	146/2300
8. WHB	140/2612
9. KLSI-F	137/1573
10. KCMO-F	112/1479
11. KZZC-F	101/1942
12. KPRS-F	100/1176
13. KKCI-F	97/1790
14. KMBZ	90/1548
15. KJLA	89/1158
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25.	

12+ METRO	CUME/	FAL	SPG
METRO	CUME RATING	83	83
1. KBEQ-F	2651/23.8	21.4	22.8
2. KCMO	2080/18.7	18.8	23.4
3. KUDL-F	1942/17.5	14.8	16.0
4. WDAF	1913/17.2	20.8	22.4
5. KMBR-F	1810/16.3	14.5	12.6
6. KYYS-F	1660/14.9	16.5	15.2
7. KFKE-F	1659/14.9	14.6	14.7
8. KMBZ	1380/12.4	10.8	11.6
9. KLSI-F	1376/12.4	17.2	16.5
10. WHB	1366/12.3	14.5	16.8
11. KKCI-F	1146/10.3	13.9	11.8
12. KZZC-F	1121/10.1	8.1	10.4
13. KJLA	1052/ 9.5	10.2	8.2
14. KPRS-F	1048/ 9.4	9.5	8.7
15. KCMO-F	1018/ 9.2	9.1	13.6
16.			
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23.			
24.			
25.			

12+ FM SHARE (METRO): 64.89% (1159 of 1786) (SPG 83: 59.72%)

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. KBEQ-F	1. KLSI-F	1. KLSI-F	1. KLSI-F	1. KMBR-F	1. WDAF	1. KMBR-F	1. KMBR-F	1. KCMO	1. KMBR-F
2. KKCI-F	2. KLSI-F	2. KBEQ-F	2. KMBR-F	2. WMBR-F	2. WDAF	2. KMBR-F	2. KLSI-F	2. KBEQ-F	2. KBEQ-F	2. KBEQ-F
3. KYYS-F	3. KYYS-F	3. KUDL-F	3. KUDL-F	3. WDAF	3. KCMO	3. KFKE-F	3. WDAF	3. KYYS-F	3. KYYS-F	3. WDAF
4. KZZC-F	4. KUDL-F	4. KFKE-F	4. KFKE-F	4. KFKE-F	4. KCMO	4. KCMO	4. KUDL-F	4. KLSI-F	4. KMBR-F	4. KUDL-F
5. KPRS-F	5. KFKE-F	5. KMBR-F	5. WDAF	5. KUDL-F	5. KJLA	5. KLSI-F	5. KCMO	5. KFKE-F	5. KPRS-F	5. KFKE-F
6.	6. KPRS-F	6. KYYS-F	6. KBEQ-F	6. KCMO	6. KMBZ	6. KBEQ-F	6. KFKE-F	6. KUDL-F	6. KFKE-F	6. KYYS-F
7.	7. WHB	7. WDAF	7. KCMO	7. KBEQ-F	7. KCMO-F	7.	7. KBEQ-F	7. KYYS-F	7. KUDL-F	7. KJLA
8.	8.	8.	8.	8.	8. KLSI-F	8.	8. KJLA	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. KLSI-F	1. KLSI-F	1. KLSI-F	1. KLSI-F	1. KYYS-F	1. KYYS-F	1. KYYS-F	1. KYYS-F	1. KLSI-F
2. KUDL-F	2. KBEQ-F	2. KBEQ-F	2. KBEQ-F	2. KMBR-F	2. KBEQ-F	2. KBEQ-F	2. KLSI-F	2. KLSI-F	2. WDAF
3. KLSI-F	3. KUDL-F	3. KUDL-F	3. KUDL-F	3. KFKE-F	3. KFKE-F	3. KLSI-F	3. KFKE-F	3. KUDL-F	3. KMBR-F
4. KYYS-F	4. KFKE-F	4. KMBR-F	4. KFKE-F	4. WDAF	4. KKCI-F	4. KFKE-F	4. KBEQ-F	4. KCMO	4. KCMO
5. KMBR-F	5. KPRS-F	5. KFKE-F	5. KPRS-F	5. KUDL-F	5. WHB	5. KUDL-F	5. KUDL-F	5. KBEQ-F	5. KFKE-F
6.	6. KMBR-F	6. KPRS-F	6. WHB	6. KBEQ-F	6.	6. KKCI-F	6. WDAF	6. KFKE-F	6. KUDL-F
7.	7. KYYS-F	7. WDAF	7. KMBR-F	7. KPRS-F	7.	7.	7.	7. WHB	7. KYYS-F
8.	8.	8.	8.	8.	8.	8.	8.	8. KKCI-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	29 (1)	237 (4)	266 (5)	14.9	KBEA	1480	Mission, KS	.5/2.1
AOR		169 (2)	169 (2)	9.5	KCFX-F	100.7	Harrisonville, MO	1.5/6.9
AC/OLDIES/SOFT ROCK MOR/VARIETY	69 (1)	249 (2)	318 (3)	17.8	KCNW	1380	Fairway, KS	.6/1.7
					KCXL	1140	Liberty, MO	1.5/2.1
COUNTRY	163 (3)	199 (2)	362 (5)	20.3	KEXS	1090	Excelsior Spgs, MO	.4/1.6
BLACK/URBAN		89 (1)	89 (1)	5.0	KFKF	1340		.6/1.5
BTFL MUSIC		182 (1)	182 (1)	10.2	KPRT	1590		1.1/3.7
NEWS/TALK	245 (3)		245 (3)	13.7	KXTR-F	96.5		1.8/4.5
NOSTALGIA	82 (1)		82 (1)	4.6	KLZR-F	105.9	Lawrence, KS	.4/2.4
RELIGION	39 (3)		39 (3)	2.2	KFEQ	680	St. Joseph, MO	.3/1.4
SPANISH								
CLASSICAL		34 (1)	34 (1)	1.9				
UNKNOWN/OTHERS								
1786 (25)								

RADIO STATIONS

AM STATIONS

KBEA, 1480, 1 KW/500 W (DA-1), NEWS/TALK	MBS, CNN, ABC-I, RKO II, \$14.00 (P/W)	Bob Ingram	12+ ADI 1/4
KCCV, 1510, 10 KW (DAYS, DA), RELIGION	, \$ 19.00 (----) Bott	Rich Bott	1. WDAF
KCMO, 810, 50 KW/5 KW (DA-N), TALK/NEWS	MBS, CBS, NBC-T, WSJ, \$80.00 (MMR) Fairbanks	Dick Casper	2. KMBR-F
KCNW, 1380, 5 KW/500 W (DA-2), RELIGION	, \$ 14.00 (----) Universal	Andy Willoughby	3. KBEQ-F
KFKF, 1340, 1 KW/250 W, COUNTRY (SMN)	, \$ NA (Mc-Guild) Sconnix	Tom Bresnahan	4. KCMO
KJLA, 1190, 5 KW/250 W (DA-N), NOSTALGIA (Al Ham) ABC-I, \$ 20.00 (Weiss)		Chip Osborne	5. KFKF-F
KMBZ, 980, 5 KW (DA-N), NEWS	ABC-I, NBC-T, \$ 55.00* (Torbet) Bonneville	Russ Wood	6. KYYS-F
KPRT, 1590, 1 KW (DAYS), GOSPEL	MBS, \$ 40.00 (HNWH)	John Carter	7. KLSI-F
WDAF, 610, 5 KW, COUNTRY	ABC-E, \$105.00 (Katz) Taft	Tom Connolly	8. KUDL-F
WHB, 710, 10 KW/5 KW (DA-2), AC	NBC, \$ 75.00* (Blair) Storz	Skip Broussard	9. KCMO-F
			10. WHB
			11. KPRS-F
			12. KKCI-F
			13. KMBZ
			14. KJLA
			15. KZZC-F

FM STATIONS

KBEQ-F, 104.3, 50 KW @ 953, CHR	ABC-C, \$ 70.00 (HNWH) Capitol-Goodman	Gary Rodriguez	12+ ADI CUME
KCMO-F, 94.9, 100 KW @ 1057, COUNTRY	, \$ 55.00 (MMR) Fairbanks	Dick Casper	1. WDAF
KFKF-F, 94.1, 100 KW @ 465, COUNTRY	, \$ 56.25 (Mc-Guild) Sconnix	Tom Bresnahan	2. KBEQ-F
KKCI-F, 106.5, 100 KW @ 880, AOR (Pollack)	CBS-R, \$ 47.00* (CBS/FM)	Joe Schwartz	3. KCMO
KLSI-F, 93.3, 100 KW @ 428, AC (Fairwest)	ABC-D, \$ 72.00* (Selcom) Sandusky	Steve Dinkel	4. KMBR-F
KMBR-F, 99.7, 100 KW @ 950, BTFL MUS (Bonnie)	, \$ 65.00* (Torbet) Bonneville	Russ Wood	5. KYYS-F
KPRS-F, 103.3, 100 KW @ 450, BLACK	NBN, \$ 57.00 (HNWH)	John Carter	6. KUDL-F
KUDL-F, 98.1, 100 KW @ 550, AC	APR, \$ 62.50 (Christal) Shamrock	Ross Reagan	7. KFKF-F
KXTR-F, 96.5, 100 KW @ 546, CLASSICAL	RKO II, \$ 30.00 (CMBS)	Bob Ingram	8. WHB
KYYS-F, 102.1, 100 KW @ 940, AOR (Burk-Abz)	Source, \$ 74.00* (Katz) Taft	Mike Costello	9. KKCI-F
KZZC-F, 98.9, 100 KW @ 988, CHR	, \$ 36.00* (Eastman)	Mark Wodlinger (LEAVENWORTH)	10. KZZC-F
			11. KLSI-F
			12. KMBZ
			13. KCMO-F
			14. KPRS-F
			15. KJLA

ADI FM SHARE:

62.11%

CALL LETTER CHANGES

KKCI-A changed to KCXL-F (16 April)

FORMAT CHANGES

KMBZ: from MOR to News/Talk

STATION SALES

KKCI-AM sold by Golden East for \$280,000 (Chapman)

MISCELLANEOUS COMMENTS

WDAF fell out of double figures...big increase for KMBR...FM share up significantly...



**KNOXVILLE**

Arbitron Rank/Pop (12+): 75/421,300  
 CNSA Rank/Pop: NA  
 MSA Rank/Pop: 78/590,400  
 ADI # 58  
 Average Person Rating: 16.2  
 Market TSL: 21.5 hours

Stations: 15/15  
 Diaries: 825/511:1/47.5%  
 Sample Target: 780  
 Standard Error: .673  
 % Below Line: 0  
 % Not Listed: 10.2

Est 1983 Revenue: \$9,600,000  
 CSI: 4.8 B11  
 CSI HH: 21.9 M  
 Retail \$: 3.0 Bill  
 Pop per Station: 28,087

12+ METRO	1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82
1. WIVK-F	134/19.6	18.4	21.6	22.3	17.9
2. WIMZ-F	127/18.6	11.5	10.3	9.9	11.3
3. WEZK-F	108/15.8	14.8	11.8	13.2	13.6
4. WOKI-F	67/ 9.8	11.1	10.2	12.1	11.0
5. WMYU-F	48/ 7.0	8.7	9.4	9.3	10.1
6. WNOX	27/ 4.0	6.1	4.2	3.1	4.7
7. WHIG	23/ 3.4	4.9	5.0	6.9	6.4
8. WNKX-F	14/ 2.0	1.9	3.3	.7	1.5
9. WRJZ	13/ 1.9	3.9	6.4	5.2	6.7
10. WKGN	11/ 1.6	1.8	1.7	2.4	1.7
11. WITA	10/ 1.5	.7	.4	.6	.6
12.					
13.					
14.					
15.					

12+ TSA	1/4/CUME
1. WIVK-F	342/3114
2. WOKI-F	243/3158
3. WIMZ-F	219/2411
4. WEZK-F	163/1534
5. WMYU-F	100/1506
6. WHIG	42/ 591
7. WNOX	38/ 850
8. WRJZ	16/ 352
9. WNKX-F	14/ 168
10. WKGN	11/ 214
11. WITA	11/ 165
12.	
13.	
14.	
15.	

12+ METRO	CUME/	FAL 83	SPG 83
1. WIVK-F	1314/31.2	30.8	38.0
2. WIMZ-F	1243/29.5	23.5	21.4
3. WOKI-F	1013/24.0	26.7	24.6
4. WEZK-F	983/23.3	25.2	22.9
5. WMYU-F	810/19.2	23.0	20.4
6. WNOX	600/14.2	16.4	15.2
7. WHIG	342/ 8.1	14.2	13.1
8. WRJZ	258/ 6.1	14.6	16.3
9. WIMZ	257/ 6.1	4.1	4.7
10. WKGN	204/ 4.8	5.5	6.6
11.			
12.			
13.			
14.			
15.			

12+ FM SHARE (METRO): 81.24% (498 of 613) (SPG 83: 70.55%)

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. WIMZ-F	1. WIVK-F	1. WIVK-F	1. WEZK-F	1. WIVK-F	1. WEZK-F	1. WIMZ-F	1. WIMZ-F	1. WIVK-F
2. WOKI-F	2. WIVK-F	1. WIVK-F	2. WEZK-F	2. WEZK-F	2. WIVK-F	2. WIMZ-F+2	2. WIVK-F	2. WEZK-F	2. WIVK-F	2. WIMZ-F
3.	3. WOKI-F	3. WEZK-F	3. WIMZ-F	3. WIMZ-F	3.	3. WEZK-F	3. WIMZ-F	3. WIVK-F	3. WEZK-F	3. WEZK-F
4.	4. WMYU-F	4. WOKI-F	4. WMYU-F	4. WMYU-F	4.	4. WOKI-F	4. WMYU-F	4. WOKI-F	4. WOKI-F	4. WOKI-F
5.	5.	5. WMYU-F	5. WOKI-F	5. WOKI-F	5.	5. WMYU-F	5. WOKI-F	5. WMYU-F	5.	5. WMYU-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. 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. WOKI-F	2. WIVK-F	2. WIMZ-F	2. WIMZ-F	2. WIMZ-F	2.	2. WIVK-F	2. WIVK-F	2. WIVK-F	2. WEZK-F
3. WMYU-F	3. WOKI-F	3. WMYU-F	3. WMYU-F	3. WIMZ-F	3.	3. WOKI-F	3. WEZK-F	3. WMYU-F	3. WIMZ-F
4. WIVK-F	4. WMYU-F	4. WOKI-F	4. WOKI-F	4. WMYU-F	4.	4. WMYU-F	4. WOKI-F	4.	4. WMYU-F
5.	5.	5. WEZK-F	5.	5. WOKI-F	5.	5.	5. WMYU-F	5.	5. WNOX

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP	7 (1)	67 (1)	74 (2)	12.1	WBK 1430
AOR		127 (1)	127 (1)	20.7	WGAP 1400 Maryville
AC/OLDIES/SOFT ROCK	13 (1)	48 (1)	61 (2)	10.0	WIMZ 1240
MOR/VARIETY					WKXV 900
COUNTRY	58 (3)	148 (2)	206 (5)	33.6	
BLACK/URBAN	9 (1)		9 (1)	1.5	
BTFL MUSIC		108 (1)	108 (1)	17.6	
NEWS/TALK	11 (1)		11 (1)	1.8	
NOSTALGIA					
RELIGION	17 (2)		17 (2)	2.8	
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS					
613 (15)					

**RADIO STATIONS**

WBK, 1430, 1 KW (DAYS,DA), BLACK	SBN, \$12.50 (----)	Jerry Mason
WHIG, 850, 50 KW (DAYS,DA), COUNTRY	ABC-D, \$25.00 (Katz)	Dick Bobby Denton
WIMZ, 1240, 1 KW/250 W, CHR (TM)	, \$ NA (Blair)	Stoner Bruce Dodge
WITA, 1490, 1 KW/250 W, RELIGION	NBC, \$ 9.00 (----)	Dave Jones
WKGN, 1340, 1 KW/250 W, TALK/NEWS	APR,NBS, \$20.25 (----)	Sam Yacovazzi
WKXV, 900, 10 KW (DA-1), RELIGION	, \$ 8.00 (----)	Bob Lawson
WKXV, 990, 10 KW (DA-N), COUNTRY	ABC-C, \$35.00 (Christal)	Sanders Bobby Bohn
WRJZ, 620, 5 KW (DA-N), OLDIES	CDS, \$25.00* (Eastman)	
WEZK-F, 97.5, 100 KW @ 1250, BTFL MUS (Bonne)	, \$55.00* (Torbet)	South Central Carlos Kivett
WIMZ-F, 103.5, 100 KW @ 1720, AOR (Burk-Abr)	Source, \$50.00* (Blair)	Stoner Bruce Dodge
WIVK-F, 107.7, 100 KW @ 1970, COUNTRY	ABC-E, \$125.00 (Katz)	Dick Bobby Denton
WYU-F, 102.1, 100 KW @ 1000, AC	, \$40.00 (Mc-Guild)	Sun Group (SEVIERVILLE) Gary Downs
WRKX-F, 95.3, 3 KW @ 300, COUNTRY	RKO II, \$12.00 (Christal)	Sanders (CLINTON) Bobby Bohn
WOKI-F, 100.3, 100 KW @ 2000, CHR/ROCK	ABC-F, \$52.50 (Mc-Guild)	(OAK RIDGE) John Pirkle

**MISCELLANEOUS COMMENTS**

WKGN sold for \$475,000 (Reggie Martin)...WRJZ sold to Epperson-Atsinger for \$904,999...WIVK-A changes calls to WHIG... big increase for WIMZ-F as they mix CHR with AOR... WSEV, WMYU-F (Sevierville) sold by Mooney to Sillerman for \$2,700,000 (est)...

LAFAYETTE, LA

Arbitron Rank/Pop (12+): 148/169,600  
 CMSA Rank/Pop: NA  
 NSA Rank/Pop: 190/202,700  
 ADI # 112  
 Average Person Rating: 17.0  
 Market TSL: 22.5 hours

Stations: 17/6  
 Diaries: 630/269:1/47.8%  
 Sample Target: 550  
 Standard Error: .826  
 % Below Line: 41.7  
 % Not Listed: 8.0

Est 1983 Revenue: \$4,900,000  
 CSI: 1.8 Bil  
 CSI HH: \$26,358  
 Retail \$: 1.2 Bil  
 Pop per Station: 28,267

12+ METRO	1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82	12+ TSA 1/4/CUME	12+ METRO CUME/ METRO CUME RATING	FAL 83	SPG 83
1. KTDY	49/17.0	---	15.3	---	14.4	1. KTDY-F 71/1001	1. KTDY-F 554/32.7	---	33.6
2. KJCB	33/11.4	---	16.6	---	16.5	2. KSMB-F 71/ 793	2. KSMB-F 398/23.5	---	24.7
3. KSMB-F	30/10.4	---	12.7	---	13.4	3. KMDL-F 63/ 660	3. WAFB-F 325/19.2	---	15.7
4. KXKW	24/ 8.3	---	10.0	---	13.4	4. KRUF 54/ 423	4. KXKW 316/18.6	---	18.6
5. KRUF	21/ 7.3	---	1.3	---	.5	5. KJCB 45/ 459	5. KJCB 285/16.8	---	17.8
6. KTIZ-F	19/ 6.6	---	1.7	---	3.6	6. KTIZ-F 38/ 433	6. KMDL-F 248/14.6	---	20.4
7. KMDL-F	16/ 5.5	---	7.4	---	5.7	7. KXKW 35/ 432	7. KTIZ-F 246/14.5	---	6.6
8. KDEA-F	15/ 5.2	---	5.2	---	4.6	8. KDEA-F 34/ 418	8. KPFL 209/12.3	---	---
9. WAFB-F	14/ 4.8	---	4.8	---	2.1	9. WAFB-F 32/ 656	9. KRUF 198/11.7	---	3.0
10. KPFL	11/ 3.8	---	4.4	---	4.6	10. KASC-F 36/ 301	10. KDEA-F 196/11.6	---	11.1
11. KASC-F	10/ 3.5	---	4.8	---	1.5	11.	11. KVOL 183/10.8	---	22.3
12. KVOL	8/ 2.8	---	6.1	---	7.2	12.	12.	---	---
13.						13.	13.	---	---
14.						14.	14.	---	---
15.						15.	15.	---	---

12+ FM SHARE (METRO): 63.16% (168 of 266) (SPG 83: 58.88%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PHD	12+ EVE	SAT MID
1. KTDY-F	1. KTDY-F	1. KTDY-F	1. KTDY-F	1. KTDY-F	1. KJCB	1. KTDY-F	1. KTDY-F	1. KTDY-F	1. KJCB	1. KTDY-F
2. KJCB	2. KSMB-F	2. KSMB-F	2. KSMB-F	2. KJCB	2. KXKW	2. KSMB-F	2. KSMB-F	2. KJCB	2. KTIZ-F	2. KJCB
3. KSMB-F	3.	3. KJCB	KJCB	3. KSMB-F	3. KDEA-F	3. KXKW	3. KXKW	3. KSMB-F	3. KTDY-F	3. KRUF
4.	4.	4.	4.	4.	4. KTDY-F	4. KJCB	4.	4.	4. KSMB-F	4. KSMB-F
5.	5.	5.	5.	5.	5.	5.	5.	5.	5.	5. KXKW

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. KTDY-F	1. KTDY-F	1. KTDY-F	1. KTDY-F	1. KTDY-F	1. KTDY-F	1. KSMB-F	1. KSMB-F	1. KSMB-F	1. KSMB-F
2. KRUF	2. KJCB	2. KJCB	KRUF	2. KJCB	2. KTDY-F	2. KTDY-F	2. KTDY-F	2. KTDY-F	2. KTDY-F
3. KSMB-F	3.	3. KRUF	KTIZ-F	3. KRUF	3.	3.	3. KMDL-F	3. KJCB	3. KJCB
4. KJCB	4.	4. KTIZ-F	WAFB-F	4.	4.	4.	4. KJCB	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		53 (2)	53 (2)	19.9	KAJN-F 102.9 Crowley 1.4/4.5
AOR		30 (1)	30 (1)	11.3	KNIR 1360 New Iberia .3/2.9
AC/OLDIES/SOFT ROCK	8 (1)	20 (2)	28 (3)	10.5	WFMF-F 102.5 Baton Rouge 1.4/7.5
MOR/VARIETY	11 (1)		11 (1)	4.1	WQXY-F 100.7 Baton Rouge 2.1/3.7
COUNTRY	25 (2)	27 (3)	52 (5)	19.5	WYNK-F 101.5 Baton Rouge .3/3.9
BLACK/URBAN	54 (2)	19 (1)	73 (3)	27.4	
BTFL MUSIC		15 (1)	15 (1)	5.6	
NEWS/TALK					
NOSTALGIA					
RELIGION		4 (1)	4 (1)	1.5	
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS					
266 (17)					

RADIO STATIONS

KJCB, 770, 1 KW/500 W (DA-N), BLACK	SBN, \$23.00 (----)	Rick Darnell
KPFL, 1420, 1 KW/500 W (DA-N), MOR (Century 21) ABC-I, CBS, \$20.00 (Christal)		Ron Gomez
KVOL, 1330, 5 KW/1 KW (DA-N), CONTEMP/AC	NBC, \$17.00 (Mc-Guild)	Phil Rankin
KXKW, 1520, 10 KW/500 W (DA-1), COUNTRY	, \$24.00 (Blair)	Clark White
WRUF, 960, 1 KW (DAYS), BLACK (Century 21)	, \$ 7.50 (----)	Garland Bernard
KDEA-F, 99.1, 50 KW @ 441, BTFL MUS (KalaMusic)	, \$13.00 (Roslin)	Don Bonin
KMDL-F, 97.7, 3 KW @ 300, COUNTRY (Drake-Chen)	, \$11.00 (----)	Ernest Alexander
KSMB-F, 94.5, 56 KW @ 400, AOR	, \$33.50 (Blair)	Mike Mitchell
KTDY-F, 99.9, 100 KW @ 500, CHR (Century 21)	, \$26.00 (Christal)	Ron Gomez
KASC-F, 104.9, 3 KW @ 255, COUNTRY (Century 21)	, \$11.00 (----)	Garland Bernard
KTIZ-F, 96.9, 100 KW @ 1450, BLACK	CBS-R, \$16.50 (Katz)	Bill Lynch

Other ranked stations - See Baton Rouge

MISCELLANEOUS COMMENTS

25% increase in below-the-line listening...a county (St. Martin) was added to Lafayette's metro so use care when comparing this year's shares with those of past years...

LAKELAND, FL.

Arbitron Rank/Pop (12+): 105/297,300  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 121/347,800  
 Part of Tampa ADI  
 Average Person Rating: 18.9  
 Market TSL: 25.0 hours

Stations: 21/8  
 Diaries: 662/449:1/51.0%  
 Sample Target: 620  
 Standard Error: .805  
 % Below Line: 52.8  
 % Not Listed: 16.7

Est 1983 Revenue: \$4,400,000  
 CSI: 2.7 Bil  
 CSI HI: \$21,837  
 Retail \$: 2.1 Bil  
 Pop per Station: 37,168

12+ METRO	1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82	12+ TSA	1/4/CUME	12+ METRO	CUME/	FAL 83	SPG 83
1.	WPCV-F 72/12.8	---	13.7	---	12.9	1.	WPCV-F 86/846	1.	WRBQ-F 711/23.9	---	22.8
2.	WVFM-F 63/11.2	---	13.5	---	9.9	2.	WVFM-F 80/686	2.	WPCV-F 676/22.7	---	25.2
3.	WRBQ-F 53/ 9.4	---	8.8	---	10.6	3.	WRBQ-F 56/746	3.	WVFM-F 548/18.4	---	18.7
4.	WYNF-F 42/ 7.5	---	9.8	---	7.9	4.	WYNF-F 54/615	4.	WYNF-F 466/15.7	---	15.2
5.	WFLA-F 36/ 6.4	---	4.9	---	2.3	5.	WFLA-F 40/329	5.	WHLY-F 347/11.7	---	5.7
6.	WWAB 33/ 5.8	---	5.1	---	7.9	6.	WHLY-F 39/486	6.	WGTO 316/10.6	---	14.2
7.	WHLY-F 29/ 5.2	---	1.6	---	2.7	7.	WWAB 33/241	7.	WBJW-F 273/ 9.2	---	9.6
8.	WGTO 28/ 5.0	---	5.1	---	7.2	8.	WBJW-F 33/491	8.	WFLA-F 260/ 8.7	---	7.9
9.	WBJW-F 15/ 2.7	---	2.2	---	.5	9.	WGTO 29/359	9.	WWAB 241/ 8.1	---	7.4
10.	WIQI-F 14/ 2.5	---	1.8	---	1.6	10.	WWKA-F 27/327	10.	WQYK-F 185/ 6.2	---	8.9
	WJYO-F 14/ 2.5	---	2.2	---	1.6	11.		11.	WONN 174/ 5.9	---	8.0
12.						12.		12.			
13.						13.		13.			
14.						14.		14.			
15.						15.		15.			

12+ FM SHARE (METRO): 78.85% (369 of 468) (SPG 83: 74.83%)

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. WYNF-F	1. WPCV-F	1. WPCV-F	1. WPCV-F	1. WPCV-F	1. WPCV-F	1. WVFM-F	1. WPCV-F	1. WPCV-F	1. WPCV-F
2. WYNF-F	2. WRBQ-F	2. WRBQ-F	2. WRBQ-F	2. WGTO	2. WVFM-F	2. WVFM-F	2. WPCV-F	2. WRBQ-F	2. WGTO	2. WVFM-F
3. WHLY-F	3. WFLA-F	3. WYNF-F	3. WYNF-F	3. WRBQ-F	3. WGTO	3. WRBQ-F	3. WYNF-F	3. WVFM-F	3. WRBQ-F	3. WGTO
4. WPCV-F	4. WHLY-F	4. WWAB	4. WFLA-F	4. WVFM-F	4. WWAB	4. WGTO	4. WRBQ-F	4. WYNF-F	4. WVFM-F	4. WWAB
5.	5. WWAB	5.	WGTO	5.	5.	5. WYNF-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. WWAB	1. WRBQ-F	1. WPCV-F	1. WFLA-F	1. WPCV-F	1. WFLA-F	1. WYNF-F	1. WYNF-F	1. WYNF-F	1. WPCV-F
2. WRBQ-F	2. WWAB	2. WWAB	2. WPCV-F	2. WVFM-F	2. WRBQ-F	2. WFLA-F	2. WPCV-F	2. WFLA-F	2. WYNF-F
3. WYNF-F	3. WPCV-F	3. WRBQ-F	3. WRBQ-F	3. WGTO	3. WHLY-F	3. WRBQ-F	3. WRBQ-F	3. WRBQ-F	3. WGTO
4. WHLY-F	4. WFLA-F	4. WFLA-F	4. WWAB	4. WFLA-F	4. WYNF-F	4. WHLY-F	4. WFLA-F	4. WHLY-F	4. WRBQ-F
5.	5. WYNF-F	5.	5.	5.	5.	5.	5.	5.	5.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO	SHARE & CUME RATING
TOP 40/CHR/CONTEMP		97 (3)	97 (3)	20.5	WIPC 1280 Lake Wales	.5/1.8
AOR		47 (2)	47 (2)	10.0	WLKF 1430 Lakeland	.5/1.9
AC/OLDIES/SOFT ROCK	9 (1)	64 (3)	73 (4)	15.5	WONN 1230 Lakeland	1.6/5.9
MOR/VARIETY	3 (1)		3 (1)	0.6	WSIR 1490 Winter Haven	1.8/3.4
COUNTRY	31 (2)	95 (3)	126 (5)	26.8	WDIZ-F 100.3 Orlando	.9/2.6
BLACK/URBAN	43 (2)		43 (2)	9.1	WQYK-F 99.5 Tampa	2.3/6.2
BTFL MUSIC	3 (1)	69 (2)	72 (3)	15.3	WSUN 620 Tampa	.5/5.2
NEWS/TALK					WTMP 1150 Tampa	1.8/5.2
NOSTALGIA	10 (1)		10 (1)	2.1	WWBA-F 107.3 Tampa	1.1/3.6
RELIGION					WWKA-F 92.3 Orlando	1.2/5.4
SPANISH						
CLASSICAL						
UNKNOWN/OTHERS						

471 (21)

RADIO STATIONS

WLKF, 1430, 5 KW/1 KW	, AC	ABC-C, \$13.00	(----	Kelly	Tom Kennington
WONN, 1230, 1 KW/250 W	, OLDIES (Drake-Chen)	NBC, \$ NA	(HNWH)	Hall	Art Rowbotham
WWAB, 1330, 1 KW (DAYS)	, BLACK	NBN, \$ 8.00	(----		Dee Van
WGTO, 540, 50 KW/1 KW (DA-2)	, COUNTRY	ABC-E, \$19.00	(Christal)	Hubbard	Dick Bennick
WSIR, 1490, 1 KW/250 W	, NOSTALGIA (Al Ham)	CBS, \$10.00	(Weiss)		Mark Leopold
WPCV-F, 97.5, 100 KW @ 499	, COUNTRY (Drake-Chen)	NBC, \$28.00*	(HNWH)	Hall	Art Rowbotham
WVFM-F, 94.1, 100 KW @ 430	, BTFL MUS (Bonne)	, \$25.00	(Torbet)	Root	Duane McConnell

MISCELLANEOUS COMMENTS

WVFM-F sold to Root for \$3,100,000 (Reggie Martin)...WLKF sold by Kelly to Root for \$470,000...WQPD changes calls to WLKF...

LANCASTER

Arbitron Rank/Pop (12+): 100/312,600  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 112/374,100  
 ADI # 46 (with Harrisburg & York)  
 Average Person Rating: 17.7  
 Market TSL: 23.0 hours

Stations: 25/7  
 Diaries: 678/461:1/59.7%  
 Sample Target: 680  
 Standard Error: .784  
 % Below Line: 44.1  
 % Not Listed: 13.7

Est 1983 Revenue: \$4,000,000  
 CSI: 3.5 Bil  
 CSI HH: 26.3 M  
 Retail \$: 2.0 Bil  
 Pop per Station: 44,657

12+ METRO	1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82	12+ TSA	1/4/CUME	12+ METRO	CUME/ METRO CUME RATING	FAL 83	SPG 83			
1.	WIOV-F	77/13.9	12.3	12.7	6.8	5.4	1.	WRKZ-F	177/1713	1.	WLAN-F	911/29.1	26.5	30.9
2.	WNCE-F	69/12.5	13.4	10.7	13.4	14.8	2.	WNCE-F	134/1439	2.	WNCE-F	726/23.2	19.6	21.9
3.	WLAN-F	60/10.8	9.2	10.5	10.5	16.0	3.	WTPA-F	102/1186	3.	WIOV-F	632/20.2	23.6	21.7
4.	WRKZ-F	45/ 8.1	7.2	9.6	8.1	7.9	4.	WSBA	101/1151	4.	WRKZ-F	524/16.8	17.8	16.7
5.	WSBA-F	33/ 6.0	10.2	7.6	6.0	6.9	5.	WSBA-F	99/1264	5.	WSBA-F	465/14.9	17.6	14.4
6.	WDAC-F	25/ 4.5	4.2	6.1	7.3	6.0	6.	WIOV-F	98/ 851	6.	WQXA-F	409/13.1	11.3	13.2
7.	WHTF-F	22/ 4.0	1.9	.6	1.5	1.0	7.	WQXA-F	98/1607	7.	WDAC-F	326/10.4	11.1	12.3
	WQXA-F	22/ 4.0	3.2	4.4	5.3	5.4	8.	WHTF-F	74/1122	8.	WLAN	302/ 9.7	8.8	9.9
9.	WTPA-F	21/ 3.8	3.6	2.2	3.6	1.2	9.	WLAN-F	72/1189	9.	WHTF-F	286/ 9.1	5.9	3.0
	WSBA	21/ 3.8	3.6	3.5	2.4	3.5	10.	WHP-F	50/ 736	10.	WLPA	272/ 8.7	5.7	8.2
11.	WGSA	16/ 2.9	2.1	2.2	3.2	3.5	11.	WDAC-F	44/ 591	11.				
12.	WRFY-F	14/ 2.5	2.6	3.3	1.7	2.7	12.	WGSA	33/ 209	12.				
13.	WLPA	13/ 2.3	2.1	2.9	3.0	1.5	13.			13.				
14.							14.			14.				
15.							15.			15.				

12+ FM SHARE (METRO): 86.19% (412 of 478) (SPG 83: 85.07%)

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. WIOV-F	1. WIOV-F	1. WIOV-F	1. WIOV-F	1. WIOV-F	1. WNCE-F	1. WNCE-F	1. WNCE-F	1. WNCE-F
2. WHTF-F	2. WRKZ-F	2. WLAN-F	2. WNCE-F	2. WNCE-F	2. WNCE-F	2. WLAN-F	2. WIOV-F	2. WIOV-F	2. WLAN-F	2. WIOV-F
3. WIOV-F	3. WTPA-F	3. WRKZ-F	3. WRKZ-F	3. WRKZ-F	3. WRKZ-F	3. WNCE-F	3. WLAN-F	3. WLAN-F	3. WIOV-F	3. WRKZ-F
4.	4. WQXA-F	4. WNCE-F	4. WSBA-F	4. WSBA-F	4.	4. WRKZ-F	4. WRKZ-F	4. WRKZ-F	4. WHTF-F	4. WLAN-F
5.	5. WIOV-F	5. WSBA-F	5. WLAN-F	5. WLAN-F	5.	5. WSBA-F	5.	5.	5.	5. WQXA-F
	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. WIOV-F	1. WLAN-F	1. WNCE-F		1. WLAN-F	1. WLAN-F	1. WLAN-F	1. WLAN-F	1. WIOV-F
2. WIOV-F	2. WIOV-F	2. WLAN-F	2. WRKZ-F	2. WIOV-F		2. WTPA-F	2. WTPA-F	2. WIOV-F	2. WTPA-F	2. WRKZ-F
3. WQXA-F	3. WRKZ-F	3. WNCE-F	3. WDAC-F	3. WRKZ-F		3. WRKZ-F	3. WRKZ-F	3. WSBA-F	3. WQXA-F	3. WLAN-F
4.	4. WQXA-F	4. WRKZ-F	4. WSBA-F	4. WSBA-F		4. WHTF-F	4. WQXA-F	4. WRKZ-F	4. WRKZ-F	4. WSBA-F
5.	WSBA-F	5. WSBA-F	5.	5. WLAN-F		5.	5.	5. WTPA-F	5. WSBA-F	5. WNCE-F
				WDAC-F						

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		123 (5)	123 (5)	25.7	WLAN 1390 1.3/9.7
AOR		30 (4)	30 (4)	6.3	WHP-F 97.3 Harrisburg .4/1.9
AC/OLDIES/SOFT ROCK	7 (1)	35 (2)	42 (3)	8.8	WYCR-F 98.5 York .5/3.6
MOR/VARIETY	40 (3)	40 (3)	40 (3)	8.4	KYW 1060 Philadelphia .7/6.9
COUNTRY		122 (2)	122 (2)	25.5	WBYO-F 107.5 Boyerstown .5/2.3
BLACK/URBAN					WCAU 1210 Philadelphia .4/3.4
BTFL MUSIC		74 (3)	74 (3)	15.5	WCAU-F 98.1 Philadelphia .9/4.0
NEWS/TALK	6 (2)	6 (2)	6 (2)	1.3	WEEU 850 Reading .5/3.1
NOSTALGIA	13 (1)		13 (1)	2.7	WJBR-F 99.5 Wilmington, DE .5/2.3
RELIGION		28 (2)	28 (2)	5.9	WMGK-F 102.9 Philadelphia .4/2.1
SPANISH					WMMR-F 93.3 Philadelphia .4/2.9
CLASSICAL					WYSP-F 94.1 Philadelphia .7/3.1
UNKNOWN/OTHERS					
478 (25)					

RADIO STATIONS

WGSA, 1310, 5 KW (DAYS,DA) , MOR	ABC-E, \$14.00 (Masla)	(EPHRATA)	Sam Youse
WLAN, 1390, 5 KW/1 KW (DA-2), AC/MOR	ABC-C,MBS, \$ NA (HNWH)		Sam Altdoerffer
WLPA, 1490, 1 KW/250 W , NOSTALGIA (Drake-Chen)	NBC,WSJ, \$ NA (Christal)	Hall	Bill Baldwin
WDAC-F, 94.5, 50 KW @ 500, RELIGION	, \$14.15 (Savalli)		Paul Hollinger
WIOV-F, 105.1, 50 KW @ 500, COUNTRY	ABC-E, \$22.00 (Masla)	(EPHRATA)	Sam Youse
WLAN-F, 96.9, 50 KW @ 500, CHR	ABC-F, \$35.00* (HNWH)		Sam Altdoerffer
WNCE-F, 101.3, 50 KW @ 500, BTFL MUS (Bonne)	NBC, \$36.00* (Christal)	Hall	Bill Baldwin

Other ranked stations - See Harrisburg or York  
 WRFY - See Reading

MISCELLANEOUS COMMENTS

Almost 60% diary return...FM share is one of the highest in the nation...

LANSING

Arbitron Rank/Pop (12+): 79/394,800  
 CMA Rank/Pop: NA  
 MSA Rank/Pop: 103/427,000  
 ADI # 98  
 Average Person Rating: 17.0  
 Market TSL: 22.4 hours

Stations: 27/16  
 Diaries: 946/417:1/53.7%  
 Sample Target: 780  
 Standard Error: .634  
 % Below Line: 18.4  
 % Not Listed: 11.6

Est 1983 Revenue: \$7,400,000  
 CSI: 4.3 Bil  
 CSI III: 28.1 M  
 Retail \$: 2.6 Bil  
 Pop per Station: 24,675

12+ METRO	1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82
1. WVIC-F	126/18.8	13.2	13.0	8.0	6.9
2. WJXQ-F	74/11.0	7.2	7.2	9.7	12.3
3. WITL-F	66/ 9.9	11.6	10.1	10.5	12.2
4. WFMK-F	48/ 7.2	8.7	13.8	15.0	11.3
5. WJR	47/ 7.0	6.1	5.3	7.7	9.0
6. WJIM-F	34/ 5.1	6.0	7.2	8.5	5.5
7. WKLH-F	25/ 3.7	2.6	1.3	---	---
8. WILS-F	22/ 3.3	8.9	6.6	6.1	7.6
9. WJIM	18/ 2.7	1.8	2.1	2.6	1.6
10. WOOD-F	17/ 2.5	2.1	3.2	3.2	2.2
11. WMMQ-F	16/ 2.4	1.6	2.4	3.1	1.1
12. WCUZ-F	14/ 2.1	1.9	2.4	1.4	1.3
13. WIBM-F	13/ 1.9	2.4	.3	.3	---
14.					
15.					

12+ TSA 1/4/CUME	12+ METRO CUME/ METRO CUME RATING	FAL 83	SPG 83
1. WVIC-F	139/1722	30.7	29.6
2. WJXQ-F	105/1337	20.9	19.3
3. WITL-F	88/ 939	22.1	28.7
4. WJR	87/1171	20.3	19.1
5. WFMK-F	68/1256	14.9	13.2
6. WIDM-F	45/ 645	19.7	17.1
7. WJIM-F	42/ 491	15.4	12.6
8. WKLH-F	26/ 331	7.2	7.6
9. WOOD-F	24/ 328	5.9	4.4
10. WILS-F	22/ 534	6.8	10.4
11.		6.4	6.5
12.		5.9	6.3
13.			
14.			
15.			

12+ FM SHARE (METRO): 82.09% (486 of 592) (SPG 83: 84.35%)

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. WVIC-F	1. WVIC-F	1. WITL-F	1. WVIC-F+	1. WVIC-F	1. WVIC-F+	1. WVIC-F	1. WVIC-F
2. WJXQ-F	2. WJXQ-F	2. WJXQ-F	2. WJXQ-F	2. WITL-F	2. WJR	2. WITL-F	2. WITL-F	2. WJXQ-F	2. WJXQ-F	2. WJXQ-F
3.	3. WFMK-F	3. WFMK-F	3. WFMK-F	3. WFMK-F	3. WJIM-F	3. WJXQ-F	3. WJXQ-F	3. WITL-F	3. WJR	3. WITL-F
4.	4.	4. WITL-F	4. WJXQ-F	4. WJR	4. WVIC-F	4. WFMK-F	4. WFMK-F	4. WFMK-F	4.	4. WFMK-F
5.	5.	5.	5.	5. WJIM-F	5. WKLH-F	5. WJR	5. WJIM-F	5. WJIM-F	5.	5. WJR

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. WVIC-F	1. WVIC-F	1. WVIC-F	1. WVIC-F	1. WVIC-F	1. WVIC-F	1. WITL-F
2. WJXQ-F	2. WFMK-F	2. WFMK-F	2. WFMK-F	2. WITL-F	2. WJXQ-F	2. WJXQ-F	2. WJXQ-F	2. WJXQ-F	2. WVIC-F
3. WFMK-F	3. WJXQ-F	3. WJXQ-F	3. WILS-F	3. WFMK-F	3.	3.	3. WFMK-F	3. WFMK-F	3. WJR
4.	4.	4. WITL-F	4. WJXQ-F	4. WJR	4.	4.	4. WITL-F	4.	4. WJXQ-F
5.	5.	5. WILS-F	5.	5. WILS-F	5.	5.	5. WKLH-F	5.	5. WFMK-F

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP	8 (1)	126 (1)	134 (2)	22.6	WDTB 1170 Dimondale .6/1.6
AOR		85 (4)	85 (4)	14.4	MGWY 1390 Charlotte 1.3/1.8
AC/OLDIES/SOFT ROCK		110 (6)	110 (6)	18.6	WILS 1320 Lansing .6/4.5
MOR/VARIETY	65 (2)		65 (2)	11.0	WION 1430 Ionia 1.8/2.2
COUNTRY	16 (2)	107 (4)	123 (6)	20.8	WITL 1010 Lansing .6/4.2
BLACK/URBAN		2 (1)	2 (1)	0.3	WVIC 730 Lansing 1.2/4.3
BTFM MUSIC		56 (3)	56 (3)	9.5	WDRQ-F 93.1 Detroit .3/1.4
NEWS/TALK	4 (1)		4 (1)	0.7	NGER-F 102.5 Bay City .7/1.4
NOSTALGIA	4 (1)		4 (1)	0.7	WIQB-F 102.9 Ann Arbor .4/1.4
RELIGION	9 (1)		9 (1)	1.5	WJFM-F 93.7 Grand Rapids 1.0/1.8
SPANISH					WLAV-F 96.9 Grand Rapids .7/1.9
CLASSICAL					WLHT-F 95.7 Grand Rapids .6/1.1
UNKNOWN/OTHERS					WNWN-F 98.5 Coldwater .3/1.1
					WRIF-F 101.1 Detroit .4/3.1

RADIO STATIONS

WILS, 1320, 5 KW/1 KW (DA-2), NOSTALGIA (Drake-Chen)	CBS,MBS, \$15.50 (Masla)	Storz	Bruce Hendrickson
WITL, 1010, 500 W (DAYS), COUNTRY ST	RKO II, \$24.40 (Mc-Guild)	Midwest Family	Chuck Mefford
WJIM, 1240, 1 KW/250 W, MOR	NBC,NBC-T, \$12.38 (Market 4)		Jim Gross
WVIC, 730, 500 W (DAYS,DA), CONTEMP	UPI, \$13.00 (Blair)		Jeff Searpelli
WFMK-F, 99.1, 28 KW @ 600, AC/CONTEMP	ABC-F, \$53.00* (Selcom)	Liggett	Mary Lou Keenon
WILS-F, 101.7, 3 KW @ 180, AC	RRK, \$25.50 (Masla)	Storz	Bruce Hendrickson
WITL-F, 100.7, 55 KW @ 378, COUNTRY	RKO II, \$43.88 (Mc-Guild)	Midwest Family	Chuck Mefford
WJIM-F, 97.5, 28 KW @ 440, BTFM MUS (TM)	NBC, \$15.00 (Market 4)		Jim Gross
WVIC-F, 94.9, 49 KW @ 500, CHR	ABC-C, \$45.00* (Blair)		Jeff Searpelli
WIBM-F, 94.1, 50 KW @ 500, CONTEMP/AC	MBS, \$22.00 (Torbet)	Casciani (JACKSON)	Hal Payne
WJXQ-F, 106.1, 50 KW @ 500, AOR	, \$33.00 (Christal)	(JACKSON)	Denice Swanson
WKLH-F, 92.1, 3 KW @ 300, COUNTRY (Burk-Abr)	ABC-I, \$14.00 (Weiss)	(ST. JOHNS)	R. McLavay
WMMQ-F, 92.7, 2.6 KW @ 320, AC	CBS-R, \$12.25 (Unirep)	(CHARLOTTE)	Bob Ottaway

WOOD, WCUZ - See Grand Rapids

MISCELLANEOUS COMMENTS

WJXQ-F and WKHM in Jackson sold for \$2,965,000 (6/84, Chapman)...

LAS VEGAS

Arbitron Rank/Pop (12+): 70,446,200  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 90/514,200  
 ADI # 102  
 Average Person Rating: 17.8  
 Market TSL: 23.6 hours

Stations: 19/18  
 Diaries: 796/5611/47.5%  
 Sample Target: 710  
 Standard Error: .701  
 % Below Line: 0.8  
 % Not Listed: 17.2

Est 1983 Revenue: \$11,100,000  
 CSI: 4.9 Btl  
 CSI HH: 25.2 M  
 Retail \$: 3.9 Bll  
 Pop per Station: 24,789

12+ METRO	1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82	12+ TSA	1/4/CUME	12+ METRO CUME/	FAL 83	SPG 83	12+ METRO CUME/	FAL 83	SPG 83
1. KLUC-F	104/13.1	9.8	11.7	14.2	12.1	1. KLUC-F	104/1213	1. KLUC-F	1208/27.1	24.7	27.9	24.7	27.9
2. KOMP-F	74/ 9.3	11.3	12.6	11.4	10.4	2. KOMP-F	75/ 869	2. KOMP-F	864/19.4	21.7	19.4	21.7	19.4
3. KXTZ-F	71/ 8.9	9.0	10.4	7.2	6.5	3. KXTZ-F	74/ 697	3. KXTZ-F	676/15.2	17.2	18.6	17.2	18.6
4. KFMS-F	64/ 8.0	8.4	7.8	5.4	7.1	4. KFMS-F	65/ 623	4. KFMS-F	609/13.6	14.8	14.1	14.8	14.1
5. KORK	48/ 6.0	7.1	4.5	3.2	2.9	5. KORK	48/ 410	5. KORK	533/11.9	13.0	14.3	13.0	14.3
6. KVEG	38/ 4.8	3.6	5.8	6.4	8.7	6. KEER-F	47/ 569	6. KENO	495/11.1	12.5	9.2	12.5	9.2
7. KDWN	34/ 4.3	5.4	5.2	6.4	4.3	7. KVEG	38/ 510	7. KVEG	495/11.1	10.2	12.5	10.2	12.5
8. KENO	30/ 3.8	3.7	2.0	1.9	2.9	8. KDWN	34/ 556	8. KEER-F	471/10.6	10.2	11.3	10.2	11.3
9. KEER-F	29/ 3.6	5.2	5.4	6.0	8.1	9. KMZQ-F	33/ 336	9. KLAV	433/ 9.7	12.1	11.8	12.1	11.8
10. KRAM	28/ 3.5	5.0	3.9	5.4	5.5	10. KENO	30/ 498	10. KUDO-F	433/ 9.7	12.1	11.8	12.1	11.8
11. KMZQ-F	26/ 3.3	2.4	---	---	---	11. KITT-F	---	11. KITT-F	431/ 9.7	---	---	---	---
12. KUDO-F	24/ 3.0	3.6	4.9	6.5	6.1	12. KNUJ	---	12. KNUJ	420/ 9.4	12.3	15.1	12.3	15.1
13. KITT-F	21/ 2.6	---	---	---	---	13. KORK	---	13. KORK	410/ 9.2	11.6	11.8	11.6	11.8
14. KLAV	21/ 2.6	3.9	3.9	6.4	5.6	14. KRAM	---	14. KRAM	352/ 7.9	11.5	10.0	11.5	10.0
15. KMJJ	17/ 2.1	3.4	2.9	4.9	4.9	15. KMZQ-F	---	15. KMZQ-F	309/ 6.9	6.2	---	6.2	---

12+ FM SHARE (METRO): 64.18% (423 of 659) (SPG 83: 62.59%)

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. KLUC-F	1. KLUC-F	1. KFMS-F	1. KFMS-F	1. KXTZ-F	1. KLUC-F	1. KLUC-F	1. KLUC-F	1. KLUC-F	1. KLUC-F
2. KOMP-F	2. KOMP-F	2. KOMP-F	2. KLUC-F	2. KLUC-F	2. KORK	2. KXTZ-F	2. KXTZ-F	2. KOMP-F	2. KOMP-F	2. KFMS-F
3. 3.	3.	3. KFMS-F	3. KOMP-F	3. KXTZ-F	3. KFMS-F	3. KFMS-F	3. KOMP-F	3. KXTZ-F	3. KXTZ-F	3. KXTZ-F
4. 4.	4.	4. KXTZ-F	4. KXTZ-F	4. KOMP-F	4. KVEG	4. KOMP-F	4. KFMS-F	4. KFMS-F	4.	4. KOMP-F
5. 5.	5.	5.	5.	5. KORK	5.	5. KORK	5.	5.	5.	5. KVEG

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. KLUC-F	1. KLUC-F	1. KLUC-F	1. KOMP-F	1. KOMP-F	1. KLUC-F	1. KFMS-F
2. 2.	2.	2. KFMS-F	2. KFMS-F	2. KFMS-F	2.	2. KLUC-F	2. KLUC-F	2. KFMS-F	2. KOMP-F
3. 3.	3.	3. KENO	3. KMZQ-F	3. KXTZ-F	3.	3.	3. KFMS-F	3. KMZQ-F	3. KLUC-F
4. 4.	4.	4. KXTZ-F	4. KOMP-F	KORK	4.	4.	4.	KOMP-F	KXTZ-F
5. 5.	5.	5.	5.	5. KENO	5.	5.	5.	5.	5.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO	SHARE & CUME RATING
TOP 40/CHR/CONTEMP	21 (1)	125 (2)	146 (3)	22.2	KNUU 970 Las Vegas	1.6/6.4
AOR		74 (1)	74 (1)	11.2	KREL 1280 Henderson	.9/1.7
AC/OLDIES/SOFT ROCK	47 (1)	50 (2)	97 (4)	14.7	KRRI-F 105.5 Boulder City	.6/2.2
NOR/VARIETY					KZNS-F 94.3 Barstow	.6/1.9
COUNTRY	66 (2)	69 (2)	135 (4)	20.5		
BLACK/URBAN						
BTFL MUSIC		100 (2)	100 (2)	15.2		
NEWS/TALK	47 (2)		47 (2)	7.1		
NOSTALGIA	48 (1)		48 (1)	7.3		
RELIGION	7 (1)		7 (1)	1.1		
SPANISH						
CLASSICAL						
UNKNOWN/OTHERS		5 (1)	5 (1)	0.8		
			659 (19)			

RADIO STATIONS

KDWN, 720, 50 KW (DA-N), NEWS/TALK/MOR	, \$19.25 (Blair)		Dennis Hubbard
KENO, 1460, 5 KW/1 KW (DA-N), AC	, \$ NA (Christal)	Lotus	Nancy Reynolds
KLAV, 1230, 1 KW/250 W, CHR	, \$20.00* (Masa)		
KMJJ, 1140, 10 KW/2.5 KW (DA-N), AC/OLDIES	ABC-E, \$18.00 (Mc-Guild)	Western Cities	Keith Gerst
KNUU, 970, 5 KW/500 W (DA-2), NEWS/TALK	WSJ,CBS,MBS, \$16.38 (Weiss)		Joe McMurray
KORK, 920, 5 KW/500 W (DA-2), NOSTALGIA (Prime)	ABC-1, \$20.00* (Eastman)	Donrey	John Lego
KRAM, 1340, 1 KW/250 W, COUNTRY	, \$18.75 (Torbet)		Bill Berkey
KVEG, 1410, 5 KW (DA-2), COUNTRY	, \$24.00* (Katz)		Al Cohen
KREL, 1280, 5 KW (DAYS), RELIGION	ABC-T, \$10.00 (Unirep)	(HENDERSON)	
KEER-F, 97.1, 50 KW @ 1936, BTFL MUS (Bonne)	, \$22.00* (Eastman)	Donrey	John Lego
KFMS-F, 101.9, 100 KW @ 1110, COUNTRY	, \$31.00* (Katz)		Al Cohen
KLUC-F, 98.5, 25 KW @ 180, CHR	ABC-C, \$40.00* (Mc-Guild)	Western Cities	Keith Gerst
KOMP-F, 92.3, 100 KW @ 1520, AOR (Burk-Abr)	Source, \$30.00* (Christal)	Lotus	Nancy Reynolds
KUDO-F, 93.1, 50 KW @ 103, AC	CBS-R, \$21.00 (HNW)		Mary Naranicille
KXTZ-F, 94.1, 100 KW @ 1250, BTFL MUS (Churchill)	, \$27.00 (Selcom)	Parker (HENDERSON)	John Banoczi
KITT-F, 96.3, 100 KW @ ? ?, CHR	, \$ NA (-----)	(BOULDER CITY)	
KMZQ-F, 100.5, 98 KW @ 1180, AC	, \$27.00 (MMR)	(HENDERSON)	

MISCELLANEOUS COMMENTS

KXTZ-F sold to John Parker for \$1,800,000 (Hogan)...KV0V changes calls to KREL...

LEXINGTON

Arbitron Rank/Pop (12+): 111/274,800  
 CMA Rank/Pop: NA  
 MSA Rank/Pop: 126/330,500  
 ADI # 78  
 Average Person Rating: 15.2  
 Market TSL: 20.3 hours

Stations: 16/13  
 Diaries: 733/375:1/43.2%  
 Sample Target: 640  
 Standard Error: .693  
 % Below Line: 3.6  
 % Not Listed: 8.4

Est 1983 Revenue: \$7,800,000  
 CSI: 2.8 Bil  
 CSI HH: 22.8 M  
 Retail \$: 2.1 Bil  
 Pop per Station: 21,138

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. WVLF-F	77/18.4	17.5	16.0	15.9	7.8	18.3	1. WVLF-F 210/2266	1. WVLF-F	887/32.3	30.3 31.1
2. WLAP-F	57/13.6	10.6	17.4	16.4	18.2	13.9	2. WLAP-F 154/1923	2. WLAP-F	835/30.4	29.6 35.9
3. WKQQ-F	51/12.2	13.7	13.3	15.2	15.5	17.8	3. WKQQ-F 101/1313	3. WKQQ-F	648/23.6	26.1 25.9
4. WFMI-F	39/ 9.3	9.4	4.3	1.6	2.2	17.5	4. WFMI-F 58/ 755	4. WVLF	614/22.3	27.5 32.0
5. WVLF	33/ 7.9	9.9	12.6	11.5	15.8	6.3	5. WVLF 54/ 948	5. WFMI-F	540/19.7	20.1 14.9
6. WLAP	29/ 6.9	5.0	4.7	5.5	6.3	3.3	6. WLAP 36/ 672	6. WLAP	451/16.4	17.5 19.8
7. WNCN-F	23/ 5.5	7.1	5.2	6.0	1.5	4.6	7. WHAS 31/ 764	7. WTKC	339/12.3	12.8 17.0
8. WTKC	23/ 5.5	5.7	5.4	5.8	11.7	1.6	8. WTKC 30/ 404	8. WNCN-F	284/10.3	13.8 11.8
9. WBBE	16/ 3.8	5.0	5.0	2.3	1.2	1.4	9. WNCN-F 27/ 362	9. WHAS	178/ 6.5	5.2 5.9
10. WJMM-F	9/ 2.1	1.9	.9	1.4	2.2	2.2	10. WBBE 18/ 147	10. WJMM-F	150/ 5.5	7.2 4.1
11.							11.	11.		
12.							12.	12.		
13.							13.	13.		
14.							14.	14.		
15.							15.	15.		

12+ FM SHARE (METRO): 68.75% (264 of 384) (SPG 83: 65.51%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PND	12+ EVE	SAT MID
1. WFMI-F	1. WLAP-F	1. WVLF-F	1. WVLF-F	1. WVLF-F	1. WVLF-F	1. WVLF-F	1. WVLF-F	1. WVLF-F	1. WFMI-F	1. WVLF-F
2. WKQQ-F	2. WKQQ-F	2. WLAP-F	2. WLAP-F	2. WLAP-F	2. WVLF	2. WVLF	2. WLAP-F	2. WLAP-F	2. WKQQ-F	2. WKQQ-F
3. WLAP-F	3. WVLF-F	3. WKQQ-F	3. WVLF	3. WVLF	3. WNCN-F	3. WLAP-F	3. WKQQ-F	3. WKQQ-F	3. WLAP-F	3. WLAP-F
4. WFMI-F	4. WVLF	4. WTKC	4. WTKC	4. WTKC	4. WTKC	4. WLAP	4. WLAP	4. WFMI-F	4. WVLF-F	4. WFMI-F
5. 5.	5. 5.	5. WFMI-F	5. WKQQ-F	5. WKQQ-F	5. 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. WLAP-F	1. WLAP-F	1. WLAP-F	1. WLAP-F	1. WVLF-F	1. WKQQ-F	1. WKQQ-F	1. WVLF-F	1. WLAP-F	1. WVLF-F
2. WFMI-F	2. WKQQ-F	2. WVLF-F	2. WVLF-F	2. WLAP-F	2. WVLF-F	2. WVLF-F	2. WKQQ-F	2. WVLF-F	2. WTKC
3. WKQQ-F	3. WVLF-F	3. WKQQ-F	3. WVLF-F	3. WVLF-F	3. WLAP-F	3. WLAP-F	3. WLAP-F	3. WKQQ-F	3. WLAP-F
4. WVLF-F	4. WFMI-F	4. WFMI-F	4. WVLF	4. 4.	4. WFMI-F	4. 4.	4. WTKC	4. WTKC	4. WKQQ-F
5. 5.	5. 5.	5. WVLF	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		96 (2)	96 (2)	25.0	WAXU-F 103.1	Georgetown 1.9/4.3
AOR		51 (1)	51 (1)	13.3	WNVL 1250	Nicholasville .7/1.5
AC/OLDIES/SOFT ROCK	40 (2)		40 (2)	10.4	WRPZ 1440	Paris .5/1.3
MOR/VARIETY	36 (3)		36 (3)	9.4	WAKY 790	Louisville 1.7/2.0
COUNTRY	28 (3)	85 (2)	113 (5)	29.4	WHAS 840	Louisville 1.0/6.5
BLACK/URBAN					WLW 700	Cincinnati .7/3.0
BTFL MUSIC		23 (1)	23 (1)	6.0		
NEWS/TALK						
NOSTALGIA	16 (1)		16 (1)	4.2		
RELIGION		9 (1)	9 (1)	2.3		
SPANISH						
CLASSICAL						
UNKNOWN/OTHERS						

384 (16)

RADIO STATIONS

WPEL, 1580, 10 KW (DAYS,DA) , NOSTALGIA	MBS, \$22.00 (Savalli)	(GEORGETOWN)	Bob Johnson
WLAP, 630, 5 KW/1 KW (DA-2), AC (Klemm)	CBS,MBS, \$27.00 (Mc-Guild)		Jim Allison
WTEC, 1300, 2.5 KW/1 KW (DA-N), COUNTRY (TM)	NBC, \$20.38 (Weiss)		Phil Blake
WVLF, 590, 5 KW/1 KW (DA-2) , MOR/AC	ARC-I, \$33.00 (Torbet)	Bluegrass	Ralph Hacker
WFMI, 1380, 1KW (DAYS) , COUNTRY	, \$ 6.00 (----)	Cromwell (WINCHESTER)	Larry Trimmer
WFMI-F, 100.1, 1.2 KW @ 460, CHR	ABC-F, \$20.00* (Selcom)	Cromwell (WINCHESTER)	Larry Trimmer
WKQQ-F, 98.1, 100 KW @ 551, AOR	, \$47.00 (Christal)	Village	Keith Yarber
WLAP-F, 96.5, 100 KW @ 660, CHR (TM)	RKO, \$35.00 (Mc-Guild)		Jim Allison
WNCN-F, 96.7, 3 KW @ 300, BTFL MUS (KalaMusic)	, \$18.00 (HRWI)	(PARIS)	Howard Karlin
WVLF-F, 92.9, 100 KW @ 854, COUNTRY (Drake-Chen)	, \$44.00* (Torbet)	Bluegrass	Ralph Hacker
WJMM-F, 103.1, 3 KW @ 300, COUNTRY (Century 21)	MBS, \$13.00 (----)	(GEORGETOWN)	Bob Johnson

RELEVANT COMMENTS

WVLF-F sold by Fairfield to Lynn Martin for \$700,000 (Crisler)...

LINCOLN

Arbitron Rank/Pop (12+): 146/171,200  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 192/198,700  
 ADI # 89 (with Hastings and Kearney)  
 Average Person Rating: 17.0  
 Market TSL: 22.3 hours

Stations: 16/10  
 Diaries: 538/318:1/56.5%  
 Sample Target: 550  
 Standard Error: .847  
 % Below Line: 9.6  
 % Not Listed: 11.8

Est 1983 Revenue: \$6,700,000  
 CSI: 1.7 B11  
 CSI HH: \$21,847  
 Retail \$: 1.2 B11  
 Pop per Station: 17,120

	12+ METRO	1/4/SHARE	FAL		SPG	
			83	83	82	82
1. KFRX-F	48/16.5	---	9.1	---	12.5	
2. KFMQ-F	35/12.0	---	10.5	---	11.8	
KLIN-F	35/12.0	---	9.4	---	12.5	
4. KF0R	26/ 8.9	---	11.8	---	12.5	
5. KLIN	23/ 7.9	---	7.3	---	5.9	
6. KLMS	21/ 7.2	---	6.6	---	5.9	
7. KHAT-F	15/ 5.2	---	11.5	---	7.8	
KZKX-F	15/ 5.2	---	6.3	---	3.9	
9. KFAB	13/ 4.5	---	6.6	---	5.5	
10. KXSS-F	10/ 3.4	---	3.8	---	2.7	
11.						
12.						
13.						
14.						
15.						

	12+ TSA	1/4/CUME
2. KFAB	71/938	
3. KFMQ-F	41/452	
KLIN-F	41/453	
5. KF0R	28/526	
6. KLIN	26/345	
7. KZKX-F	25/316	
8. KLMS	24/328	
9. KEZO-F	17/285	
10. KHAT-F	16/248	
11.		
12.		
13.		
14.		
15.		

	12+ METRO	CUME/	FAL	SPG
1. KFRX-F	583/34.1	---	27.5	
2. KF0R	429/25.1	---	25.3	
3. KFMQ-F	376/22.0	---	25.0	
4. KLIN-F	366/21.4	---	20.4	
5. KLIN	316/18.5	---	20.7	
6. KLMS	275/16.1	---	17.1	
7. KFAB	267/15.6	---	19.0	
8. KHAT-F	242/14.1	---	21.3	
9. KXSS-F	193/11.3	---	8.1	
10. KZKX-F	167/ 9.8	---	13.9	
11.				
12.				
13.				
14.				
15.				

12+ FM SHARE (METRO): 65.40% (172 of 263) (SPG 83: 57.10%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KFRX-F	1. KFRX-F	1. KFRX-F	1. KFRX-F	1. KFRX-F	1. KLIN-F	1. KF0R	1. KFRX-F	1. KFRX-F	1. KFRX-F	1. KFRX-F
2. KFMQ-F	2. KFMQ-F	2. KFMQ-F	2. KLMS	2. KLIN-F	2. KLIN	2. KFRX-F	2. KLIN-F	2. KFMQ-F	2. KFMQ-F	2. KLIN-F
3.	3. KLMS	3. KLMS	3. KLIN-F	3. KLMS	3. KF0R	3. KLIN	3. KFMQ-F	3. KLIN-F	3. KLIN-F	3. KFMQ-F
4.	4. KHAT-F	4. KLIN-F	4. KFMQ-F	4. KF0R	4.	4. KLMS	4. KF0R	4.	4. KLIN	4. KF0R
5.	5.	5. KHAT-F	5.	5. KFMQ-F	5.	5. KFMQ-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. KFRX-F	1. KFRX-F	1. KFRX-F	1. KFRX-F	1. KFRX-F	1. KFMQ-F	1. KFMQ-F	1. KFMQ-F	1. KLMS	1. KLMS
2. KFMQ-F	2. KFMQ-F	2. KFMQ-F	2. KHAT-F	2. KLIN-F	2. KFRX-F	2. KFRX-F	2. KFRX-F	2. KFRX-F	2. KFRX-F
3.	3. KHAT-F	3. KLIN-F	3. KLIN-F	3. KHAT-F	3.	3. KLMS	3. KLMS	3. KFMQ-F	3. KFMQ-F
4.	4. KXSS-F	4. KHAT-F	KLMS	KF0R	4.	4.	4.	4. KGOR-F	KLIN-F
5.	5. KZKX-F	5.	KZKX-F	5.	5.	5.	5.	5.	5.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING				
TOP 40/CHR/CONTEMP		50 (2)	50 (2)	19.0	KECK	1530	Lincoln	1.4/5.8	
AOR		41 (2)	41 (2)	15.6	KEZO-F	92.3	Omaha	2.1/8.0	
AC/OLDIES/SOFT ROCK	24 (2)	21 (2)	45 (4)	17.1	KGOR-F	99.9	Omaha	2.1/6.3	
MOR/VARIETY	62 (3)		62 (3)	23.6	KOIL	1290	Omaha	1.0/3.3	
COUNTRY	5 (2)	25 (2)	30 (4)	11.4	KQKQ-F	98.5	Council Bluffs	.7/4.0	
BLACK/URBAN					WOW	590	Omaha	.3/5.7	
BTFL MUSIC		35 (1)	35 (1)	13.3					
NEWS/TALK									
NOSTALGIA									
RELIGION									
SPANISH									
CLASSICAL									
UNKNOWN/OTHERS									

263 (16)

RADIO STATIONS

KECK, 1530, 5 KW (DAYS,DA), COUNTRY	RKO II, \$20.00 (Savalli)	Don Tawzer
KF0R, 1240, 1 KW/250 W , MOR	ABC-1, \$27.75 (Mc-Guild)	Roger Larson
KLIN, 1400, 1 KW/250 W , MOR	CBS, \$21.50 (----)	Don Gill
KLMS, 1480, 5 KW/1 KW , AC ST	, \$21.25 (Eastman)	Bob McInerny
KFMQ-F, 101.9, 100 KW @ 275, ROCK/AOR	, \$22.50 (Eastman)	Bob McInerny
KFRX-F, 102.7, 100 KW @ 500, CHR	, \$18.00 (Mc-Guild)	Curt Peterson
KHAT-F, 106.3, 3 KW @ 145, AC (TH)	RKO, \$14.50 (Savalli)	Charles Huber
KLIN-F, 107.3, 100 KW @ 550, BTFL MUS (Bonne)	, \$27.00 (----)	Sandy Jackson
KXSS-F, 95.3, 3 KW @ 115, COUNTRY	MBS, \$17.00 (Masla)	Gem O'Brien
KZKX-F, 96.9, 100 KW @ 610, COUNTRY	ABC-D, \$13.00 (Weiss)	Don Cavaleri

MISCELLANEOUS COMMENTS

KECK, KHAT-F sold by Jim Treat for \$1,388,000 (Prikrlyl)...KBHL-F changed calls to KXSS-F...KSRD-F changed calls to KZKX-F...Arbitron missed sample target by about 2%...



LITTLE ROCK

Arbitron Rank/Pop (12+): 94/332,800  
 CMA Rank/Pop: NA  
 MSA Rank/Pop: 93/498,500  
 ADI # 54  
 Average Person Rating: 16.7  
 Market TSL: 22.0 hours

Stations: 17/16  
 Diaries: 763/436:1/57.2%  
 Sample Target: 700  
 Standard Error: .722  
 % Below Line: 6.2  
 % Not Listed: 4.5

Est 1983 Revenue: \$9,600,000  
 CSI: 4.2 Bil  
 CSI III: 23.1 M  
 Retail \$: 2.4 Bil  
 Pop per Station: 20,800

12+ METRO	1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82
1. KKYK-F	91/16.4	15.7	11.5	14.5	10.7
2. KSSN-F	68/12.3	12.9	11.8	13.9	18.0
3. KMJX-F	63/11.4	8.6	5.8	9.3	4.5
4. KARN	48/ 8.6	7.0	6.0	11.1	7.6
5. KEZQ-F	46/ 8.3	8.4	8.6	7.1	9.3
6. KLAZ	36/ 6.5	5.8	10.6	8.6	15.1
7. KWTDF-F	33/ 5.9	4.0	5.3	---	---
8. KLAZ-F	33/ 5.9	6.0	7.2	11.1	5.0
9. KAUL	26/ 4.7	7.2	3.3	1.4	3.5
10. KLRA	20/ 3.6	6.6	6.2	5.2	6.2
11. KLPQ-F	18/ 3.2	5.2	6.5	3.9	7.0
12. KAAZ	15/ 2.7	3.2	6.3	5.2	4.5
13.					
14.					
15.					

BIRCH SHARE	12+ TSA 1/4/CUME
17.8	1. KSSN-F 221/2757
12.3	2. KKYK-F 213/2928
12.8	3. KMJX-F 111/1263
5.4	4. KLAZ-F 100/1594
6.7	5. KEZQ-F 81/ 854
11.2	6. KARN 53/ 703
10.5	7. KLPQ-F 44/ 741
11.2	8. KLAZ 38/ 460
4.1	9. KWTDF-F 36/ 395
3.3	KAAY 36/ 710
3.4	11. KLRA 30/ 601
2.8	12. KAUL 26/ 284
13.	
14.	
15.	

12+ METRO	CUME/	FAL	SPG
METRO	CUME RATING	83	83
1. KKYK-F	1119/33.6	30.9	32.1
2. KSSN-F	840/25.2	23.9	25.6
3. KLAZ-F	612/18.4	15.3	21.6
4. KARN	549/16.5	17.7	17.1
5. KMJX-F	543/16.3	17.2	13.1
6. KEZQ-F	483/14.5	16.4	16.8
7. KLAZ	428/12.9	13.2	17.2
8. KLPQ-F	347/10.4	11.7	16.3
9. KLRA	335/10.1	17.2	16.0
10. KAAZ	329/ 9.9	13.2	14.4
11. KWTDF-F	298/ 9.0	9.0	5.3
12. KAUL	284/ 8.5	8.9	6.9
13.			
14.			
15.			

12+ FM SHARE (METRO): 66.42% (352 of 530) (SPG 83: 60.77%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ EVE	SAT MID	
1. KMJX-F	1. KKYK-F	1. KKYK-F	1. KKYK-F	1. KSSN-F	1. KSSN-F	1. KKYK-F	1. KSSN-F	1. KKYK-F	1. KMJX-F	1. KKYK-F
2. KKYK-F	2. KMJX-F	2. KSSN-F	2. KSSN-F	2. KKYK-F	2. KEZQ-F	2. KSSN-F	2. KKYK-F	2. KSSN-F	2. KKYK-F	2. KSSN-F
3.	3. KLAZ	3. KMJX-F	3.	3. KEZQ-F	3. KARN	3. KMJX-F	3. KEZQ-F	3. KARN	3. KARN	3. KMJX-F
4.	4. KLAZ-F	4. KLAZ	4.	4.	4. KAUL	4. KARN	4. KMJX-F	4. KEZQ-F	4. KSSN-F	4. KWTDF-F
5.	5. KWTDF-F	5. KLAZ-F	5.	5.	5. KKYK-F	5. KEZQ-F	5. KARN	5. KLAZ	5. KEZQ-F	5. KARN

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. KKYK-F	1. KKYK-F	1. KKYK-F	1. KMJX-F	1. KMJX-F	1. KMJX-F	1. KKYK-F	1. KSSN-F
2. KMJX-F	2. KLAZ	2. KSSN-F	2. KSSN-F	2. KSSN-F	2.	2. KKYK-F	2. KKYK-F	2. KEZQ-F	2. KKYK-F
3. KLAZ	3. KMJX-F	3. KLAZ	3. KLAZ	3. KEZQ-F	3.	3.	3. KSSN-F	3. KMJX-F	3. KEZQ-F
4. KLAZ-F	4. KLAZ-F	4. KEZQ-F	4.	4.	4.	4.	4.	4.	4. KARN
5.	5. KSSN-F	5. KLAZ-F	5.	5.	5.	5.	5.	5.	5. KLRA

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO	SHARE & CUME RATING
TOP 40/CHR/CONTEMP		91 (1)	91 (1)	17.2	KBOX 1150	1.1/4.5
AOR		63 (1)	63 (1)	11.9	KGKO 850	.4/1.3
AC/OLDIES/SOFT ROCK	15 (1)		15 (1)	2.8	KITA 1440	2.3/4.2
MOR/VARIETY					KMTL 760	1.4/2.7
COUNTRY	20 (1)	86 (2)	106 (3)	20.0	KSOH 1050	.7/2.0
BLACK/URBAN	36 (1)	66 (2)	102 (3)	19.2		
BTFM MUSIC		46 (1)	46 (1)	8.7		
NENS/TALK	48 (1)		48 (1)	9.1		
NOSTALGIA	34 (3)		34 (3)	6.4		
RELIGION	25 (3)		25 (3)	4.7		
SPANISH						
CLASSICAL						
UNKNOWN/OTHERS						

530 (17)

RADIO STATIONS

KAAY, 1090, 50 KW (DA-N)	, AC	ABC-C, RKO II, \$44.00*	(Katz)	Multimedia	Carl Evans
KARN, 920, 5 KW (DA-N)	, NEWS/TALK	CBS, \$47.00	(Blair)		Larry Wilson
KAUL, 1380, 5 KW/2.5 KW (DA-2)	, NOSTALGIA (Al Ham)	, \$16.00	(Roslin)		Monroe Looney
KBOX, 1150, 5 KW/1 KW (DA-N)	, NOSTALGIA (TM)	, \$16.00	(Selcom)		Wally Tucker
KLAZ, 1250, 1 KW/500 W (DA-N)	, BLACK	, \$ NA	(----)		Ron Curtis
KLRA, 1010, 10 KW/5 KW (DA-N)	, COUNTRY	, \$19.00	(Christal)	Signal	Pat Walsh
KSOH, 1050, 1 KW (DAYS)	, RELIGION	MBS, \$ 9.00	(----)		Diane McArthur
KEZQ-F, 100.3, 100 KW @ 295	, BTFL MUS (Bonne)	, \$47.50	(Selcom)		Wally Tucker
KKYK-F, 103.7, 100 KW @ 1510	, CHR	, \$62.50	(Blair)		Jim Grant
KLAZ-F, 98.5, 100 KW @ 880	, BLACK/URBAN	, \$38.00*	(----)		Ron Curtis
KLPQ-F, 94.1, 100 KW @ 770	, COUNTRY	, \$50.00*	(Katz)	Multimedia	Carl Evans
KMJX-F, 105.1, 100 KW @ 534	, AOR	ABC-R, \$21.50	(HNWH)	Firstcom	Richard Booth
KSSN-F, 95.7, 100 KW @ 1664	, COUNTRY	ABC-E, \$83.25	(Eastman)	(CONWAY)	Donald Alt
KWTDF-F, 106.3, 3 KW @ 290	, URBAN	MBS, \$26.00	(Roslin)	(LONOKE)	

MISCELLANEOUS COMMENTS

KITA sold for \$675,000...Multimedia/Signal sale still has not been completed...

LOS ANGELES

Arbitron Rank/Pop (12+): 2/8,197,800  
 CMSA Rank/Pop: 2/11,930,000  
 MSA Rank/Pop: 2/7,607,500  
 ADI # 2  
 Average Person Rating: 18.4  
 Market TSL: 24.2 hours

Stations: 43/41  
 Diaries: 3836/2137:1/40.2%  
 Sample Target: 3330  
 Standard Error: .334  
 % Below Line: 1.6  
 % Not Listed: 8.7

Est. 1983 Revenue: \$190,300,000  
 CSI: 86.1 Bil  
 CSI HH: 30.4 M  
 Retail \$: 44.3 Bil  
 Pop per Station: 199,946

12+ METRO	1/4/SHARE	WIN 84	FAL 83	SUM 83	SPG 83	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/METRO CUME RATING	FAL 83	SPG 83
1. KIIS-F	1463/9.7	7.8	8.1	7.6	6.0	10.5	1. KIIS-F 1704/21836	1. KIIS-F 18949/23.1	20.4	17.3
2. KABC	1144/7.6	5.7	5.2	7.4	7.6	7.3	2. KABC 1275/15171	2. KABC 13344/16.3	12.5	18.2
3. KBIG-F	655/4.3	4.1	5.0	4.3	6.1	2.4	3. KBIG-F 801/10009	3. KLOS-F 9558/11.7	11.2	12.8
4. KJOI-F	651/4.3	4.5	4.4	4.7	4.1	2.1	4. KLOS-F 754/12211	4. KFVB 9530/11.6	12.9	13.9
5. KLOS-F	590/3.9	3.3	3.6	4.3	4.1	5.7	5. KJOI-F 687/ 8528	5. KIQQ-F 9101/11.1	11.8	10.6
6. KMET-F	519/3.4	3.9	3.8	3.3	3.2	3.8	6. KMET-F 669/11328	6. KMET-F 8858/10.8	10.7	11.0
7. KNX	453/3.0	3.5	3.7	2.7	3.1	3.7	7. KNX 637/11604	7. KKHR-F 8309/10.1	6.2	5.7
8. KFVB	440/2.9	3.0	3.5	3.2	3.4	2.7	8. KMPC 564/ 8168	8. KNX 8275/10.1	12.3	11.6
9. KKHR-F	440/2.9	2.6	1.6	1.4	1.2	3.0	9. KKHR-F 509/ 9918	9. KBIG-F 8034/ 9.8	10.3	12.7
10. KMPC	433/2.9	3.2	2.8	3.3	2.8	1.9	10. KRTH-F 494/ 9597	10. KRTH-F 7946/ 9.7	9.9	10.7
11. KOST-F	403/2.7	3.5	2.7	2.3	2.6	1.9	11. KOST-F 479/ 9011	11. KOST-F 7650/ 9.3	8.5	8.6
12. KRTH-F	391/2.6	2.8	2.6	3.3	3.0	2.6	12. KFVB 460/10219	12. KJOI-F 7603/ 9.3	9.7	10.0
13. KPRZ	369/2.4	2.3	3.2	1.8	2.5	1.2	13. KFI 443/ 8870	13. KMPC 6499/ 7.9	8.8	9.6
14. KJLH-F	342/2.3	2.2	2.4	1.7	1.4	3.6	14. KIQQ-F 412/ 9937	14. KMGF-F 6345/ 7.7	7.5	5.2
15. KZLA-F	327/2.2	2.4	1.9	2.4	2.0	1.8	15. KPRZ 390/ 4593	15. KROQ-F 5338/ 6.5	7.6	11.3
16. KROQ-F	324/2.1	3.0	2.6	3.5	4.4	3.0	16. KLAC 356/ 6080	16. KLAC 5209/ 6.4	5.6	7.1
17. KRLA	306/2.0	2.1	1.8	2.3	1.7	1.7	17. KJLH-F 356/ 5197	17. KHYZ-F 5143/ 6.3	7.6	7.7
18. KLAC	301/2.0	1.6	1.6	1.8	2.0	2.5	18. KZLA-F 347/ 5445	18. KJLH-F 5041/ 6.1	6.0	4.5
19. KHTZ-F	295/2.0	1.7	2.1	2.2	2.3	1.8	19. KROQ-F 346/ 5750	19. KFI 4998/ 6.1	7.7	8.0
20. KALI	272/1.8	1.4	1.8	2.0	1.8	3.7	20. KRLA 334/ 5032	20. KZLA-F 4961/ 6.1	4.7	5.7
21. KWKK	268/1.8	1.3	2.1	1.3	1.7	1.6	21. KHTZ-F 304/ 5490	21. KRLA 4426/ 5.4	6.5	6.8
22. KTNQ	267/1.8	1.6	2.1	1.9	1.8	1.6	22. KMGF-F 294/ 6831	22. KPRZ 4386/ 5.4	5.6	5.6
23. KMGF-F	266/1.8	2.3	2.3	1.5	1.3	1.6	23. KTNQ 291/ 3744	23. KUTE-F 4316/ 5.3	7.2	6.9
24. KLVE-F	261/1.7	2.0	1.2	1.3	1.3	3.1	24. KLVE-F 279/ 4055	24. KDAY 3912/ 4.8	4.1	3.9
25. KDAY	244/1.6	1.6	1.3	1.0	1.1	1.3	25. KALI 272/ 3052	25. XTRA 3802/ 4.6	5.4	6.1

12+ FM SHARE (METRO): 60.74% (8381 of 13799) (SPG 83: 58.50%)

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. KABC	1. KIIS-F
2. KKHR-F	2. KLOS-F	2. KLOS-F	2. KABC	2. KABC	2. KBIG-F	2. KABC	2. KABC	2. KABC	2. KIIS-F	2. KABC
3. KIQQ-F	3. KMET-F	3. KMET-F	3. KRTH-F	3. KBIG-F	3. KJOI-F	3. KFVB	3. KBIG-F	3. KBIG-F	3. KLOS-F	3. KJOI-F
4. KDAY	4. KKHR-F	4. KABC	4. KBIG-F	4. KRTH-F	4. KMPC	4. KNX	4. KJOI-F	4. KLOS-F	4. KMPC	4. KLOS-F
5. KROQ-F	5. KOST-F	5. KRTH-F	5. KOST-F	5. KJOI-F	5. KIIS-F	5. KBIG-F	5. KLOS-F	5. KJOI-F	5. KKHR-F	5. KBIG-F
6. KLOS-F	6. KJLH-F	6. KOST-F	6. KMET-F	6. KOST-F	6. KPRZ	6. KJOI-F	6. KOST-F	6. KMET-F	6. KMET-F	6. KMET-F
7. KMET-F	7. KRTH-F	7. KBIG-F	7. KRLA	7. KRLA	7. KNX	7. KMET-F	7. KMET-F	7. KKHR-F	7. KIQQ-F	7. KKHR-F
8. XTRA	8. KROQ-F	8. KJLH-F	8. KHTZ-F	8. KZLA-F	8. KFVB	8. KMPC	8. KRTH-F	8. KNX	8. KJOI-F	8. KRTH-F
9.	9. KHYZ-F	9. KKHR-F	9. KJOI-F	9. KMET-F	9. KZLA-F	9. KLOS-F	9. KZLA-F+	9. KOST-F	9. KJLH-F	9. KIQQ-F
10.	10. KALI	10. KHTZ-F	KZLA-F	10. KHTZ-F	10. KRTH-F	10. KTNQ	10. KRLA	10. KIQQ-F	10. KFVB	10. KPRZ

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. KLOS-F	2. KOST-F	2. KOST-F	2. KRTH-F	2. KBIG-F	2. KLOS-F	2. KLOS-F	2. KLOS-F	2. KMET-F	2. KABC
3. KKHR-F	3. KJLH-F	3. KBIG-F	3. KOST-F	3. KABC	3. KMET-F	3. KMET-F	3. KMET-F	3. KLOS-F	3. KRTH-F
4. KJLH-F	4. KLOS-F	4. KHTZ-F	4. KALI	4. KJOI-F	4. KKHR-F	4. KROQ-F	4. KABC	4. KRTH-F	4. KMET-F
5. KOST-F	5. KALI	5. KJLH-F	5. KHTZ-F	5. KOST-F	5. KIQQ-F	5. KKHR-F	5. KRTH-F	5. KABC	5. KLOS-F
6. KMET-F	6. KHTZ-F	6. KABC	6. KLVE-F	6. KZLA-F	6. KROQ-F	6. KRTH-F	6. KRLA	6. KRLA	6. KRLA
7. KIQQ-F	7. KKHR-F	7. KLVE-F	7. KMGF-F	7. KLVE-F	7. KJLH-F	7. KIQQ-F	7. KKHR-F	7. KROQ-F	7. KBIG-F
8. KROQ-F	8. KMGF-F	8. KALI	8. KJLH-F	8. KRTH-F	8. KTNQ	8. KRLA	8. KROQ-F	8. KHTZ-F	8. KLAC
9. KMGF-F	9. KRTH-F	9. KMGF-F	9. KWKK	9. KHTZ-F	9. KDAY	9. KABC	9. KIQQ-F	9. KOST-F	9. KHTZ-F
10. KALI	10. KLVE-F	10. KKHR-F	10. KBIG-F	10. KALI	10. KOST-F	10. KJLH-F	KJLH-F	10. KBIG-F	10. KFVB

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP	230 (2)	2291 (3)	2521 (5)	18.3	KACE-F	103.9	Inglewood	1.3/4.1
AOR		1433 (3)	1433 (3)	10.4	KBRT	740	Avalon	.5/1.2
AC/OLDIES/SOFT ROCK	581 (3)	1434 (5)	2015 (8)	14.6	KFAC	1330		.2/1.1
MOR/VARIETY		222 (1)	222 (1)	1.6	KFAC-F	92.3		.9/3.8
COUNTRY	339 (2)	368 (2)	707 (4)	5.1	KFI	640		1.4/6.1
BLACK/URBAN	334 (2)	931 (4)	1265 (6)	9.2	KGJF	1230		.6/2.8
BTFL MUSIC		1306 (2)	1306 (2)	9.5	KHJ	930		.5/2.8
NEWS/TALK	2037 (3)		2037 (3)	14.8	KIEV	870	Glendale	.6/2.1
NOSTALGIA	802 (2)		802 (2)	5.8	KIKF-F	94.3	Garden Grove	.3/ .7
RELIGION	171 (2)		171 (2)	1.2	KKGO-F	105.1		1.3/3.7
SPANISH	888 (4)	261 (1)	1149 (5)	8.3	KNOB-F	97.9	Long Beach	1.5/3.1
CLASSICAL	36 (1)	135 (1)	171 (2)	1.2	KUTE-F	101.9	Glendale	1.3/5.3
UNKNOWN/OTHERS					KWIZ	1480	Santa Ana	.4/1.1
			13799 (43)		KWIZ-F	96.7	Santa Ana	.5/1.4
					KZLA	1540		.3/1.2
					XPRS	1090	Tijuana	.5/1.0
					XTRA	690	Tijuana	1.0/4.6
								12+ ADI 1/4

**RADIO STATIONS**

KABC, 790, 5 KW (DA-N)	, TALK/NEWS	ABC-I,ABC-T, \$300.00 (Katz)	ABC	George Green	1. KIIS-F
KALI, 1430, 5 KW (DA-2)	, SPANISH	\$ NA (Masla)	United	Raul Ortal	2. KABC
KDAY, 1580, 50 KW (DA-2)	, BLACK	NBN, \$ 90.00* (Weiss)	Rollins	Ed Kerby	3. KBIG-F
KFI, 640, 50 KW	, AC	ABC-E, \$180.00* (Christal)	Cox	Don Dalton	4. KLOS-F
KFWB, 980, 5 KW	, NEWS	NBC, \$240.00* (Group W)	Westingh	Frank Oxarart	5. KJOI-F
KGJF, 1230, 1 KW/250 W	, BLACK	SBN, \$ NA (Masla)	Inner City	Miriam Rogers	6. KNET-F
KHJ, 930, 5 KW (DA-N)	, CHR	\$ NA (Republic)	RKO	Ron Thompson	7. KNX
KIEV, 870, 5 KW (DAYS)	, RELIGION/TALK	UPI, \$ 60.00* (Roslin)	Bill Beaton		8. KNPC
KLAC, 570, 5 KW (DA-N)	, COUNTRY <u>ST</u>	ABC-D, \$130.00* (Eastman)	Metromed	Howard Bloom	9. KKHR-F
KMPC, 710, 50 KW/10 KW (DA-N)	, NOSTALGIA	\$170.00 (MMR)	Golden West	Bill Ward	10. KRTH-F
KNX, 1070, 50 KW	, NEWS	CBS, \$270.00 (CBS Spot)	CBS	George Nicholow	11. KOST-F
KPRZ, 1150, 5 KW (DA-N)	, NOSTALGIA (Al Ham)	MBS,WSJ, \$130.00 (Mc-Guild)	Gannett	Wally Clark	12. KFNB
KRLA, 1110, 50 KW/10 KW (DA-2)	, OLDIES	\$125.00* (HNWH)		Bert West	13. KIQQ-F
KTNQ, 1020, 50 KW (DA-2)	, SPANISH	\$ 75.00* (Caballero)		Elias Liberman	14. KFI
KWKW, 1300, 5 KW/1 KW (DA-2)	, SPANISH	\$ 63.00 (Lotus)	Lotus	Jose Cabrera	15. KPRZ
					12+ ADI CUME
KBIG-F, 104.3, 105 KW @ 2890	BTFL MUS (Bonne)	\$255.00* (Torbet)	Bonnevi	Jack Adamson	1. KIIS-F
KFAC-F, 92.3, 55 KW @ 2835	CLASSICAL	\$172.50 (Mc-Guild)		George Fritzingler	2. KABC
KGIL-F, 94.3, 3 KW @ -80	AC	\$ NA (HNWH)	Buckley	Stan Warwick	3. KLOS-F
KHTZ-F, 97.1, 55 KW @ 770	AC/CONTEMP	RKO II, \$200.00 (MMR)	Greater Med	Bob Moore	4. KNET-F
KIIS-F, 102.7, 8 KW @ 2790	CHR	ABC-C, \$325.00* (Mc-Guild)	Gannett	Wally Clark	5. KFWB
KIQQ-F, 100.3, 5 KW @ 3060	CHR	\$135.00 (Selcom)	Outlet	George Wilson	6. KNX
KJOI-F, 98.7, 75 KW @ 1833	BTFL MUS (Churchill)	\$205.00 (Selcom)		Gordon Mason	7. KBIG-F
KKGO-F, 105.1, 18 KW @ 2900	JAZZ	APR, \$ NA (Roslin)		Saul Levine	8. KIQQ-F
KKHR-F, 93.1, 54 KW @ 2870	CHR	CBS-R, \$105.00* (CBS/FM)	CBS	Bob Nelson	9. KKHR-F
KLOS-F, 95.5, 68 KW @ 2920	AOR (Pollack)	ABC-R, \$321.00 (Katz)	ABC	Bill Sommers	10. KRTH-F
KLVE-F, 107.5, 34 KW @ 2800	SPANISH	\$ NA (Caballero)		Elias Liberman	11. KOST-F
KNET-F, 94.7, 58 KW @ 2835	AOR (Burk-Abr)	Source, \$225.00* (Eastman)	Metromed	Howard Bloom	12. KJOI-F
KNMG-F, 105.9, 72 KW @ 770	AC	RKO, \$135.00* (HNWH)	Emmis	Tim Sullivan	13. KFI
KOST-F, 103.5, 13 KW @ 3100	AC	\$150.00* (Christal)	Cox	Don Dalton	14. KNPC
KPTH-F, 101.1, 58 KW @ 2930	AC/OLDIES	\$190.00* (Republic)	RKO	Allan Chlowitz	15. KNMG-F
KUTE-F, 101.9, .7 KW @ 2780	BLACK	SBN, \$100.00* (Masla)	Inner City	Harold Jackson	
KZLA-F, 93.9, 49 KW @ 720	COUNTRY	\$110.00* (Blair)	Cap Cities	Vern Ore	
KACE-F, 103.9, 1.6 KW @ 390	BLACK	\$ 46.00 (Weiss)	All Pro	Bill Shearer	ADI FM SHARE:
KJLH-F, 102.3, 3 KW @ 300	BLACK	\$ 55.00 (RSR)		J.B. Stone	61.57%
KMQQ-F, 106.7, 26 KW @ 1600	AOR	\$120.00* (HNWH)		Michael Brandt	

XTPA - See San Diego

**CALL LETTER CHANGES**

NOTE: KJLH remains CHR but designs a "commuter" format with frequent traffic reports and heavy info for drivers

**FORMAT CHANGES**

KRLA sold to Greater Media for \$9,500,000

**STATION SALES**

KRLA sold to Greater Media for \$9,500,000

**MISCELLANEOUS COMMENTS**

Tremendous book for KIIS-F; dominant in all demos under 54...good growth for KKHR-F... KABC had its usual baseball increase

LOUISVILLE

Arbitron Rank/Pop (12+): 45/750,500  
 CMSA Rank/Pop: 39/955,000  
 MSA Rank/Pop: 47/970,300  
 ADI # 14  
 Average Person Rating: 16.7  
 Market TSL: 22.1 hours

Stations: 19/19  
 Diaries: 1295/580:1/43.3%  
 Sample Target: 1200  
 Standard Error: .548  
 % Below Line: 4.6  
 % Not Listed: 0

Est. 1983 Revenue: \$15,500,000  
 CSI: 8.8 Bil  
 CSI HH: 24.6 M  
 Retail \$: 4.9 Bil  
 Pop per Station: 39,500

12+ METRO	1/4/SHARE	WIN	FAL	SPG	12+ TSA	1/4/CUME	12+ METRO	CUME/ METRO	CUME/ RATING	FAL	SPG
		84	83	83						83	83
1. WLOU	135/10.8	10.7	11.4	---	13.1	1. WQMF-F	231/2799	1. WHAS	2169/28.9	26.0	26.3
2. WQMF-F	131/10.5	9.7	10.0	---	8.1	2. WAMZ-F	229/2567	2. WQMF-F	1691/22.5	22.3	19.9
3. WAMZ-F	130/10.5	10.3	12.2	---	11.7	3. WHAS	217/3640	3. WLRS-F	1522/20.3	17.3	16.0
4. WHAS	129/10.3	12.2	9.7	---	8.6	4. WVEZ-F	137/1509	4. WAMZ-F	1402/18.7	22.4	20.5
5. WVEZ-F	113/ 9.0	9.4	8.6	---	8.5	WLOU	137/ 962	5. WJYL-F	1225/16.3	9.6	6.9
6. WLRS-F	85/ 6.8	4.0	4.3	---	4.5	6. WKJJ-F	100/1555	6. WVEZ-F	1209/16.1	15.0	17.6
7. WKJJ-F	73/ 5.8	6.3	5.9	---	5.6	WLRS-F	100/1799	7. WAVG	1180/15.7	15.5	20.2
8. WCII	72/ 5.8	5.5	6.2	---	4.7	8. WCII	83/1326	8. WKJJ-F	1103/14.7	15.2	18.3
WRKA-F	72/ 5.8	4.8	5.4	---	7.2	9. WJYL-F	82/1443	9. WCII	1082/14.4	12.7	14.3
10. WJYL-F	71/ 5.7	7.0	3.3	---	1.7	10. WRKA-F	73/ 956	10. WRKA-F	931/12.4	15.9	19.9
11. WAVG	61/ 4.9	5.3	4.3	---	7.7	11. WAVG	65/1338	11. WLOU	912/12.2	11.2	11.1
12. WAKY	45/ 3.6	3.2	4.4	---	4.4	12. WAKY	56/1129	12. WAKY	825/11.0	16.2	16.6
13. WXVW	29/ 2.3	1.9	2.8	---	2.6	13. WXVW	32/ 258	13. WXVW	408/ 5.4	5.1	NA
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): 57.29% (684 of 1194) (SPG 83: 51.39%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WJYL-F	1. WQMF-F	1. WQMF-F	1. WLOU	1. WAMZ-F	1. WVEZ-F	1. WHAS	1. WVEZ-F	1. WLOU	1. WLOU	1. WAMZ-F
2. WQMF-F	2. WLOU	2. WAMZ-F	WAMZ-F	2. WLOU	2. WAMZ-F	2. WQMF-F	WAMZ-F	2. WQMF-F	2. WQMF-F	2. WQMF-F
3. WLRS-F	3. WLRS-F	3. WLOU	3. WHAS	3. WHAS	3. WHAS	3. WAMZ-F	3. WHAS	3. WAMZ-F	3. WVEZ-F	3. WLOU
4. WLOU	4. WAMZ-F	4. WHAS	4. WRKA-F	4. WRKA-F	4. WCII	4. WLOU	4. WQMF-F	4. WVEZ-F	4. WJYL-F	4. WVEZ-F
5.	5. WKJJ-F	5. WKJJ-F	5. WKJJ-F	5. WKJJ-F	5. WRVG	5. WCII	5. WLOU	5. WLRS-F	5. WLRS-F	5. WJYL-F
6.	WRKA-F	6. WRKA-F	6. WQMF-F	6. WQMF-F	6.	6. WVEZ-F	6. WLRS-F	6. WHAS	6. WAMZ-F	6. WHAS
7.	7.	7. WLRS-F	7. WCII	7. WVEZ-F	7.	7. WAVG	7. WKJJ-F	7. WKJJ-F	7. WHAS	7. WKJJ-F
8.	8.	8.	8.	8.	8.	8.	8. WRKA-F	8.	8.	8. WLRS-F
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9. WRKA-F
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. WAMZ-F	1. WLOU	1. WAMZ-F	1. WLOU	1. WLOU	1. WQMF-F	1. WQMF-F	1. WQMF-F	1. WQMF-F	1. WAMZ-F
2. WLRS-F	2. WKJJ-F	2. WLOU	2. WRKA-F	2. WAMZ-F	2.	2.	2. WLOU	2. WLOU	2. WHAS
3. WLOU	WAMZ-F	3. WRKA-F	3. WKJJ-F	3. WHAS	3.	3.	3. WHAS	3. WAMZ-F	3. WLOU
4. WQMF-F	4. WLRS-F	4. WKJJ-F	4. WAMZ-F	4. WRKA-F	4.	4.	4. WAMZ-F	4. WRKA-F	WQMF-F
5.	5. WQMF-F	5. WHAS	5. WCII	5. WVEZ-F	5.	5.	5. WKJJ-F	5. WHAS	5. WRKA-F
6.	6.	6. WLRS-F	6. WLRS-F	6. WKJJ-F	6.	6.	6. WLRS-F	WAKY	6. WKJJ-F
7.	7.	7.	7. WHAS	7.	7.	7.	WRKA-F	7. WLRS-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		156 (2)	156 (2)	13.1	WDGS 1290 New Albany, IN .4/1.3
AOR		131 (1)	131 (1)	11.0	WFIA 900 1.3/3.5
AC/OLDIES/SOFT ROCK	45 (1)	145 (2)	190 (3)	15.9	WLLV 1240 .5/2.7
MOR/VARIETY	196 (3)		196 (3)	16.4	WDBS 1570 New Albany, IN .4/.8
COUNTRY	79 (2)	130 (1)	209 (3)	17.5	WTMT 620 .6/2.4
BLACK/URBAN	135 (1)		135 (1)	11.3	WXLN-F 103.9 .7/3.1
BTFL MUSIC		113 (1)	113 (1)	9.5	
NEWS/TALK					
NOSTALGIA	29 (1)		29 (1)	2.4	
RELIGION	21 (2)	9 (1)	30 (3)	2.5	
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS	5 (1)		5 (1)	0.4	
			1194 (5)		

12+ ADI 1/4

RADIO STATIONS

AM STATIONS	FM STATIONS	STATION SALES	MISCELLANEOUS COMMENTS
WAKY, 790, 5 KW/1 KW (DA-2), OLDIES	MBS, \$ 45.00 (Katz)	Multimedia	Joe McDevitt
WAVG, 970, 5 KW (DA-2), MOR	RKO II, NBC, NBC-T, \$ 43.00 (Eastman)	Henson	Ed Henson
WCII, 1080, 10 KW/1 KW (DA-2), COUNTRY	CBS, \$ 71.32 (MMR)	Great Trails	Tom Perryman
WFIA, 900, 1 KW (DAYS), RELIGION	\$ 14.00 (----)		Keith Whipple
WHAS, 840, 50 KW, MOR	ABC-I, \$106.25 (Christal)	Courier-Journal	Mike Crusham
WLLV, 1240, 1 KW/250 W, MOR (?)	WSJ, \$ 17.00 (Mc-Guild)		
WLou, 1350, 5 KW (DAYS), BLACK	NBN, \$ 50.00 (HNWH)	Johnson	Charles Mootry
WTMT, 620, 500 W (DAYS, DA), COUNTRY	\$ 17.00 (Masla)		Lee Stinson
WXVW, 1450, 1 KW/250 W, NOSTALGIA (Al Ham)	\$ 18.00 (Regional)		Charles Jenkins

FM STATIONS

WAMZ-F, 97.5, 100 KW @ 505, COUNTRY	ABC-E, \$121.88 (MMR)	Courier-Journal	Mike Crusham
WJYL-F, 101.7, 3 KW @ 300, CHR/URBAN	ABC-F, \$ 25.00 (HNWH)	Interurban	Rod Burbridge
WKJJ-F, 99.7, 20 KW @ 720, AC/CONTEMP	CBS-R, \$ 60.00 (MMR)	Great Trails	Tom Perryman
WLRS-F, 102.3, 3 KW @ 300, CHR	ABC-R, Source, \$ 50.00 (Eastman)	Henson	Ed Henson
WQMF-F, 95.7, 34 KW @ 580, AOR	\$ 61.00* (Torbet)	Wood	John Otting
WRKA-F, 103.1, 3 KW @ 300, AC	ABC-D, \$ 58.00 (Blair)	Capitol-Johnson	Joe Koetter
WVEZ-F, 106.9, 25 KW @ 670, BTFL MUS (SRP)	\$ 60.00 (Katz)	Multimedia	Joe McDevitt
WXLN-F, 103.9, 3 KW @ 300, RELIGION	ABC-C, \$ 20.00 (----)		Keith Whipple

12+ ADI CUME

ADI FM SHARE:

63.28%

CALL LETTER CHANGES

WJMN changes to WLLV

FORMAT CHANGES

WLLV: from Country to some kind of MOR

WLRS-F: from AOR to CHR

WJYL: from CHR to Urban/CHR (after rating period)

STATION SALES

WJYL-F: Sold to Interurban for \$630,000 (Blackburn)

WDGS (New Albany): Sold for \$385,000

The sale of WAKY, WVEZ-F is off

MISCELLANEOUS COMMENTS

Long time CBS affiliate WHAS changes to ABC-I... Rates in Louisville are apparently becoming stronger... WLRS made a good move when they changed from AOR to CHR; it helps to balance programming in the market...

LUBBOCK

Arbitron Rank/Pop (12+): 145/182,700  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 178/220,600  
 ADI # 134  
 Average Person Rating: 16.8  
 Market TSL: 22.5 hours

Stations: 15/15  
 Diaries: 583/313:1/52.5%  
 Sample Target: 550  
 Standard Error: .832  
 % Below Line: 0  
 % Not Listed: 6.5

Est 1983 Revenue: \$5,400,000  
 CSI: 2.1 Bil  
 CSI HH: 26.2 M  
 Retail \$: 1.7 Bil  
 Pop per Station: 12,180

12+ METRO	1/4/SHARE	FAL 83	SPG 82	FAL 82	SPG 82	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/ METRO CUME RATING	FAL 83	SPG 83
1. KLLF-F	47/15.3	16.7	16.5	17.1	16.6	14.4	1. KLLF-F 69/810	1. KSEL-F	573/31.4	32.5 28.8
2. KRLL-F	43/14.0	4.2	9.8	12.4	3.1	18.4	KRUX-F 69/570	2. KRLL-F	530/29.0	14.6 19.7
3. KFMY-F	38/12.4	12.2	17.2	8.1	12.1	18.4	3. KRLL-F 50/623	3. KLLF-F	511/28.0	31.3 33.1
4. KSEL-F	37/12.1	12.2	9.5	6.0	9.3	13.2	KSEL-F 50/826	4. KFMY-F	442/24.2	21.9 27.8
5. KTEZ-F	22/ 7.2	9.0	9.1	10.1	8.3	6.5	5. KFMY-F 49/620	5. KTEZ-F	269/14.7	16.9 15.2
6. KRUX-F	21/ 6.8	7.6	6.7	8.1	9.7	5.3	6. KFYO 40/542	6. KRUX-F	260/14.2	15.6 17.3
7. KFYO	15/ 4.9	6.9	6.0	6.7	4.8	4.5	7. KTEZ-F 37/464	7. KFYO	251/13.7	19.3 16.0
8. KLFB	13/ 4.2	4.9	4.2	5.7	4.8	.5	8. KRLL 18/146	8. KSEL	215/11.8	17.9 17.7
9. KJAK-F	10/ 3.3	1.0	.4	2.3	.7	2.6	KSEL 18/404	9. KEND	138/ 7.6	12.3 12.4
10. KEND	9/ 2.9	4.5	4.6	3.7	4.8	1.9	10. KLFB 14/137	10. KJAK-F	131/ 7.2	6.2 2.2
	KSEL 9/ 2.9	5.2	4.2	7.7	9.0	4.1	11.	11. KFMY-F	129/ 7.1	5.6 ---
12.							12.	12. KLFB	127/ 7.0	7.6 5.4
13.							13.	13.		
14.							14.	14.		
15.							15.	15.		

12+ FM SHARE (METRO): 75.96% (218 of 287) (SPG 83: 73.23%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KFMY-F	1. KRLL-F	1. KLLF-F	1. KLLF-F	1. KLLF-F	1. KLLF-F	1. KLLF-F	1. KLLF-F	1. KLLF-F	1. KFMY-F	1. KRLL-F
2. KRLL-F	2. KSEL-F	2. KRLL-F	2. KRLL-F	2. KRLL-F	2. KTEZ-F	2. KSEL-F	2. KRLL-F	2. KSEL-F	2. KRLL-F	2. KLLF-F
3. KSEL-F	3. KLLF-F	3. KSEL-F	KSEL-F	KSEL-F	3. KRUX-F	3. KRLL-F	3. KFMY-F	3. KFMY-F	3. KSEL-F	3. KFMY-F
4.	KFMY-F	4. KFMY-F	4. KRUX-F	4. KRUX-F	4. KFYO	4.	KSEL-F	4. KRLL-F	4. KLLF-F	4. KSEL-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. KRLL-F	1. KRLL-F	1. KRLL-F	1. KRLL-F	1. KRLL-F	1. KFMY-F	1. KFMY-F	1. KLLF-F	1. KSEL-F	1. KLLF-F
2. KFMY-F	2. KSEL-F	2. KLLF-F	2. KLLF-F	2. KLLF-F	2. KLLF-F	2. KSEL-F	2. KSEL-F	2. KLLF-F	2. KSEL-F
KSEL-F	3. KLLF-F	3. KSEL-F	3. KSEL-F	3. KRUX-F	KSEL-F	3. KLLF-F	3. KFMY-F	3. KRLL-F	3. KRLL-F
4. KLLF-F	4. KFMY-F	4. KRUX-F	4. KRUX-F	4. KSEL-F	4. KRLL-F	4. KRLL-F	4. KRLL-F	4. KFMY-F	4. KRUX-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	12 (2)	43 (1)	55 (3)	19.2	KCAS 1050 Slaton 2.0/2.8
AOR		38 (1)	38 (1)	13.2	KFMY 1340 Lubbock 1.6/7.1
AC/OLDIES/SOFT ROCK	9 (1)	37 (1)	46 (2)	16.0	KRLB 580 Lubbock 2.3/4.6
MOR/VARIETY					KTLK 1460 Lubbock 1.6/3.2
COUNTRY	24 (2)	68 (2)	92 (4)	23.1	
BLACK/URBAN					
BTFL MUSIC		22 (1)	22 (1)	7.7	
NEWS/TALK	5 (1)	5 (1)	5 (1)	1.7	
NOSTALGIA	6 (1)		6 (1)	2.1	
RELIGION		10 (1)	10 (1)	3.5	
SPANISH	13 (1)		13 (1)	4.5	
CLASSICAL					
UNKNOWN/OTHERS					

287 (15)

RADIO STATIONS

KEND, 1590, 1 KW (DA-2), COUNTRY	MBS, \$12.00* (Eastman)	Thrash	Jim Thompson
KFYO, 790, 5 KW/1 KW (DA-2), COUNTRY	CBS, \$12.88 (Torbet)	Seaton	Bob Clark
KLFB, 1420, 500 W (DA-2), SPANISH	, \$19.00 (Caballero)		Walt Ledesma
KRLB, 580, 500 W (DAYS, DA), CHR	APR, \$ 8.00 (Lotus)		Ed Wilkes
KSEL, 950, 5 KW/500 W (DA-2), AC	RKO, \$14.00 (Mc-Guild)	Harris	John Kreiger
KTLK, 1460, 1 KW (DAYS, DA), TALK	ABC-T, \$ NA (Roslin)		John Slaughter
KFMY, 1340, 1 KW/250 W, CHR	ABC-I, \$12.00 (Selcom)	So. Minnesota	Stacey Dailey
KFMY-F, 94.5, 100 KW @ 680, AOR (Burk-Abr)	Source, \$29.00 (Selcom)	So. Minnesota	Stacey Dailey
KLLF-F, 96.3, 100 KW @ 580, COUNTRY	APR, \$31.00* (Eastman)	Thrash	Jim Thompson
KRLL-F, 99.5, 46 KW @ 630, CHR	, \$16.00 (Lotus)		Ed Wilkes
KRUX-F, 102.5, 100 KW @ 750, COUNTRY	, \$18.00 (Katz)	Rex	Jim Arnold
KSEL-F, 93.7, 100 KW @ 736, CONTEMP/AC (Fairwest)	RKO, \$25.00* (Mc-Guild)	Harris	John Kreiger
KTEZ-F, 101.1, 100 KW @ 735, BTFL MUS (SRP)	, \$20.00* (Weiss)	Lotus	Milt Ledet
KJAK-F, 92.7, 3 KW @ 300, RELIGION	MBS, \$ 6.50 (----)	(SLATON)	Steve White

MISCELLANEOUS COMMENTS

KBBL changed calls to KFMY...

LYNCHBURG

Arbitron Rank/Pop (12+): 149/169,400  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 232/146,100  
 Part of Roanoke ADI  
 Average Person Rating: 18.5  
 Market TSL: 24.5 hours

Stations: 17/12  
 Diaries: 662/256:1/59.2%  
 Sample Target: 550  
 Standard Error: .813  
 % Below Line: 30.8  
 % Not Listed: 11.1

Est 1983 Revenue: \$2,800,000  
 CSI: 1.2 B11  
 CSI III: \$23,657  
 Retail \$: .9 B11  
 Pop per Station: 14,117

12+ METRO	1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82
1. WJJS-F	50/15.9	---	15.4	---	13.8
2. WCNV-F	40/12.7	---	11.0	---	9.4
3. WXLK-F	39/12.4	---	9.4	---	13.4
4. WPVF-F	33/10.5	---	10.7	---	9.7
5. WKZZ-F	24/ 7.6	---	2.7	---	1.0
6. WGOL-F	23/ 7.3	---	11.0	---	9.7
7. WLLL	15/ 4.8	---	6.4	---	4.7
8. WLVA	15/ 4.8	---	4.7	---	7.4
9. WLMG	8/ 2.5	---	2.3	---	.7
10. WSLQ-F	8/ 2.5	---	4.0	---	4.0
11.					
12.					
13.					
14.					
15.					

12+ TSA	1/4/CUME
1. WJJS-F	56/413
2. WCNV-F	52/424
3. WXLK-F	43/530
4. WPVF-F	33/327
5. WKZZ-F	25/304
6. WGOL-F	24/365
7. WLLL	15/154
8. WLVA	15/264
9. WLMG	8/ 51
10. WSLQ-F	8/149
11.	
12.	
13.	
14.	
15.	

12+ METRO	CUME/	FAL	SPG
TSA	CUME RATING	83	83
1. WXLK-F	470/27.7	---	24.6
2. WGOL-F	350/20.7	---	23.0
3. WJJS-F	338/20.0	---	19.9
4. WCNV-F	315/18.6	---	21.4
5. WPVF-F	309/18.2	---	17.0
6. WKZZ-F	299/17.7	---	8.3
7. WLVA	248/14.6	---	19.8
8. WLLL	150/ 8.9	---	11.3
9. WSLQ-F	132/ 7.8	---	11.4
10. WMOD	92/ 5.4	---	8.6
11.			
12.			
13.			
14.			
15.			

12+ FM SHARE (METRO): 80.65% (225 of 279) (SPG 83: 76.67%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WKZZ-F	1. WXLK-F	1. WJJS-F	1. WCNV-F	1. WCNV-F	1. WCNV-F	1. WCNV-F	1. WCNV-F	1. WXLK-F	1. WJJS-F	1. WJJS-F
2. WXLK-F	2. WJJS-F	2. WXLK-F	2. WJJS-F	2. WJJS-F	2. WPVF-F	2. WJJS-F	2. WJJS-F	2. WCNV-F	2. WXLK-F	2. WCNV-F
3. WGOL-F	3. WGOL-F	3. WCNV-F	3. WXLK-F	3. WXLK-F	3. WJJS-F	3. WXLK-F	3. WPVF-F	3. WJJS-F	3. WPVF-F	3. WPVF-F
4. WJJS-F	4. WKZZ-F	4. WGOL-F	4.	4. WPVF-F	4.	4. WPVF-F	4. WXLK-F	4. WPVF-F	4. WKZZ-F	4. WXLK-F
5.	WCNV-F	5. WKZZ-F	5.	5.	5.	5. WGOL-F	5. WKZZ-F	5. WGOL-F	5.	5. WKZZ-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. WXLK-F	1. WXLK-F	1. WJJS-F	1. WJJS-F	1. WCNV-F	1. WJJS-F	1. WXLK-F	1. WJJS-F	1. WXLK-F	1. WCNV-F
2. WJJS-F	WJJS-F	2. WCNV-F	2. WXLK-F	2. WJJS-F	2. WXLK-F	2. WJJS-F	2. WXLK-F	2. WGOL-F	2. WJJS-F
3. WKZZ-F	3.	WXLK-F	3. WCNV-F	3. WPVF-F	3. WCNV-F	3. WKZZ-F	3. WCNV-F	WJJS-F	3. WXLK-F
4. WGOL-F	4.	4. WGOL-F	4. WGOL-F	4. WXLK-F	4. WKZZ-F	4.	4.	4.	4.
5.	5.	5.	5.	5.	5.	5. WCNV-F	5.	5.	5.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		86 (3)	86 (3)	30.8	WBLT 1350 Bedford 1.3/4.4
AOR					WBRG 1050 Lynchburg .6/3.4
AC/OLDIES/SOFT ROCK		8 (1)	8 (1)	2.9	WKDE-F+ 105.5 Altavista .3/2.8
MOR/VARIETY	19 (2)		19 (2)	6.8	WTTX-F 107.1 Appomattox 1.3/3.1
COUNTRY	10 (2)	44 (3)	54 (5)	19.4	WMOD 1390 Lynchburg 2.2/5.4
BLACK/URBAN		50 (1)	50 (1)	17.9	WAGK-F 103.3 Danville 1.0/3.5
BTFL MUSIC		33 (1)	33 (1)	11.8	WSLC 610 Roanoke 1.0/2.6
NEWS/TALK	8 (1)		8 (1)	2.9	WSLQ-F 99.1 Roanoke 2.5/7.8
NOSTALGIA	15 (1)		15 (1)	5.4	
RELIGION	2 (1)		2 (1)	0.7	
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS		4 (1)	4 (1)	1.4	
			279 (17)		

RADIO STATIONS

WBRG, 1050, 1 KW (DAYS), RELIGION, \$ 7.00 (----)  
 WLMG, 1320, 1 KW (DAYS, DA), TALK, ABC-E, \$ 8.00 (Selcom)  
 WLLL, 930, 5 KW (DAYS), NOSTALGIA (A1 Ham) NBC, \$13.00 (Masla)  
 WLVA, 590, 1 KW (DA-2), MOR, ABC-I, \$14.15 (Weiss)  
 WMOD, 1390, 5 KW/1 KW (DA-N), COUNTRY, RKO II, \$12.00 (----)  
 WBLT, 1350, 1 KW (DAYS), VARIETY, \$ 6.25 (----)  
 WCNV-F, 107.9, 4 KW @ 1920, COUNTRY (Drake-Chen) MBS, \$14.00 (HNWH)  
 WGOL-F, 98.3, 3 KW @ 248, CHR (TM) Source, \$16.00 (Masla)  
 WJJS-F, 101.7, 3 KW @ 310, BLACK, ABC-F, \$15.00 (Selcom)  
 WKZZ-F, 100.1, 3 KW @ 155, CHR, RKO, \$12.00 (----)

Lois Daniel  
 Ray Bentley  
 Jim Shircliff  
 Gary Farrar  
 Wayne Campbell  
 J. Synan  
 Bill Neary  
 Jim Shircliff  
 Ray Bentley  
 Wayne Campbell

Other ranked stations - See Roanoke

MISCELLANEOUS COMMENTS

WLVA sold for \$709,500 (Chapman)...

MACON

Arbitron Rank/Pop (12+): 136/212,800  
 CHSA Rank/Pop: NA  
 MSA Rank/Pop: 153/270,900  
 ADI # 138  
 Average Person Rating: 18.1  
 Market TSL: 24.5 hours

Stations: 16/13  
 Diaries: 660/322:1/45.7%  
 Sample Target: 570  
 Standard Error: .775  
 % Below Line: 2.2  
 % Not Listed: 6.2

Est 1983 Revenue: \$4,900,000  
 CSI: 2.2 B11  
 CSI HH: \$22,764  
 Retail \$: 1.3 Bil  
 Pop per Station: 16,369

12+ METRO	1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82	
1.	WMAZ-F	73/19.0	---	17.0	---	16.0
2.	WPGA-F	53/13.8	---	6.7	---	11.3
3.	WDEN-F	49/12.7	---	15.9	---	14.0
4.	WIBB	48/12.5	---	12.8	---	12.4
5.	WMAZ	32/ 8.3	---	10.1	---	9.6
6.	WPEZ-F	27/ 7.0	---	9.5	---	9.1
7.	WDDO	25/ 6.5	---	6.4	---	9.4
8.	WQXM-F	11/ 2.9	---	.8	---	1.4
9.	WRBN-F	10/ 2.6	---	2.8	---	3.9
	WQBZ-F	10/ 2.6	---	3.4	---	2.2
11.						
12.						
13.						
14.						
15.						

12+ TSA	1/4/CUME
1.	WMAZ-F 128/1559
2.	WDEN-F 90/ 846
3.	WPGA-F 79/ 751
4.	WIBB 58/ 518
5.	WMAZ 44/ 620
6.	WPEZ-F 35/ 423
7.	WDDO 25/ 337
8.	WQBZ-F 17/ 347
	WQXM-F 17/ 195
10.	WFNE-F 15/ 194
11.	
12.	
13.	
14.	
15.	

12+ METRO	CUME/ METRO	CUME RATING	FAL 83	SPG 83
1.	WMAZ-F	760/35.7	---	42.7
2.	WPGA-F	482/22.7	---	12.6
3.	WDEN-F	461/21.7	---	23.8
4.	WMAZ	437/20.5	---	23.2
5.	WIBB	403/18.9	---	18.5
6.	WDDO	321/15.1	---	18.1
7.	WPEZ-F	308/14.5	---	22.0
8.	WRBN-F	195/ 9.2	---	7.7
9.	WQBZ-F	190/ 8.9	---	9.4
10.	WQXM-F+	132/ 6.2	---	3.2
11.				
12.				
13.				
14.				
15.				

12+ FM SHARE (METRO): 66.76% (241 of 361) (SPG 83: 63.50%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+	12+ EVE	SAT MID
1.	WPGA-F	1. WMAZ-F	1. WMAZ-F	1. WMAZ-F	1. WMAZ-F	1. WMAZ-F	1. WMAZ-F	1. WMAZ-F	1. WMAZ-F	1. WMAZ-F
2.	WMAZ-F	2. WPGA-F	2. WPGA-F	2. WPGA-F	2. WPGA-F	2. WPGA-F	2. WPGA-F	2. WPGA-F	2. WPGA-F	2. WPGA-F
3.	WIBB	3. WDEN-F	3. WDEN-F	3. WIBB	3. WIBB	3. WMAZ-F	3. WIBB	3. WPGA-F	3. WDEN-F	3. WDEN-F
4.	WQBZ-F	4. WIBB	4. WIBB	4. WPGA-F	4. WPEZ-F	4. WPGA-F	4. WPGA-F	4. WIBB	4. WMAZ	4. WIBB
5.		5.	5.	5.	5. WPGA-F	5. WPEZ-F	5. WIBB	5. WPEZ-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.	WMAZ-F	1. WMAZ-F	1. WMAZ-F	1. WMAZ-F	1. WPGA-F	1. WMAZ-F	1. WMAZ-F	1. WMAZ-F	1. WMAZ-F
2.	WPGA-F	2. WPGA-F	2. WPGA-F	2. WPGA-F	2. WMAZ-F	2. WPGA-F	2. WPGA-F	2. WPGA-F	2. WPGA-F
3.	WDDO	3.	3. WIBB	3. WPEZ-F	3. WIBB	3. WDEN-F	3. WDEN-F	3. WDDO	3.
4.	WIBB	4.	4. WPEZ-F	4.	4.	4. WIBB	4. WIBB	4. WIBB	4.
5.		5.	5.	5. WPGA-F	5.	5.	5.	5.	5.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		93 (3)	93 (3)	25.8	WBML 900 Macon 1.0/3.1
AOR		3 (1)	3 (1)	0.8	WPGA 980 Perry 1.6/2.3
AC/OLDIES/SOFT ROCK		27 (1)	27 (1)	7.5	WPTC 1500 Macon 1.3/2.8
NOR/VARIETY	32 (1)		32 (1)	8.9	WFNE-F 100.1 Forsyth .8/4.7
COUNTRY		49 (1)	49 (1)	13.6	WKLS-F 96.1 Atlanta .8/2.5
BLACK/URBAN	73 (2)	53 (1)	126 (3)	34.9	WPCH-F 94.9 Atlanta .5/2.0
BTFL MUSIC	6 (1)	13 (2)	19 (3)	5.3	
NEWS/TALK					
NOSTALGIA	5 (1)		5 (1)	1.4	
RELIGION	4 (1)	3 (1)	7 (2)	1.9	
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS					

361 (16)

RADIO STATIONS

WBML, 900, 250 W (DAYS)	, REILGION	ABC-I, \$ 8.00 (----)	Rogers	Ken Hammock
WDDO, 1240, 1 KW/250 W	, BLACK	, \$17.00 (SeIcom)		Wayne Sawyer
WIBB, 1280, 5 KW (DAYS)	, BLACK	SBN, \$30.00 (Weiss)		D. A. Haight
WMAZ, 940, 50 KW/10 KW (DA-N)	MOR	CBS, \$56.25 (Katz)	Multimedia	Fred Newton
WNEK, 1400, 1 KW/250 W	, CHR	, \$11.00 (P/W)		Al Lowe
WPTC, 1500, 1 KW (DAYS)	, NOSTALGIA	MBS, \$13.50 (Mc-Guild)		Thom Smith
WDEN-F, 105.3, 100 KW @ 800,	COUNTRY	MBS, \$45.00* (Mc-Guild)		Thom Smith
WMAZ-F, 99.1, 100 KW @ 662,	CHR (Drake-Chen)	CBS-R, \$60.50 (Katz)	Multimedia	Fred Newton
WPEZ-F, 107.9, 100 KW @ 700,	AC (Radio Arts)	NBC, \$30.00 (SeIcom)		Wayne Sawyer
WPGA-F, 100.9,	3 KW @ 200, BLACK	, \$10.00 (----)	(PERRY)	R. Cobb
WRBN-F, 101.7,	3 KW @ 205, CHR	MBS, \$ 8.25 (Bolton)	(WARNER ROBINS)	John Lynn
WQBZ-F, 106.3,	3 KW @ 415, CHR	, \$ 7.10 (Dora)	(FORT VALLEY)	Orlando Rodriguez
WQXM-F, 107.1, 850 W @ 500,	BTFL MUS (Donne)	, \$13.50 (----)	(GORDON)	R. Cobb
WFNE-F, 100.1,	3 K @ 300, RELIGION	, \$ 8.00 (----)	(FORSYTH)	Adner Tippett

MISCELLANEOUS COMMENTS

WIZY changed calls to WQXM...WIZY-F changed calls to WQXM-F...



**MADISON**

Arbitron Rank/Pop (12+): 107/285,700  
 CNSA Rank/Pop: NA  
 MSA Rank/Pop: 125/332,900  
 ADI # 101  
 Average Person Rating: 18.0  
 Market TSL: 23.6 hours

Stations: 17/11  
 Diaries: 725/394:1/62.2%  
 Sample Target: 660  
 Standard Error: .739  
 % Below Line: 10.0  
 % Not Listed: 21.8

Est 1983 Revenue: \$8,200,000  
 CSI: 3.3 Bil  
 CSI III: 26.0 M  
 Retail \$: 1.9 Bil  
 Pop per Station: 25,973

12+ METRO	1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82
1. WZEE-F	61/11.9	9.8	8.3	8.9	10.6
2. WIBA-F	58/11.3	10.8	8.5	10.6	11.6
3. WIBA	46/ 8.9	10.4	7.5	8.9	8.8
4. WMGN-F	40/ 7.8	5.9	5.5	8.5	6.7
5. WTSO	34/ 6.6	12.2	11.1	10.8	9.2
6. WQQM-F	33/ 6.4	7.3	6.7	5.1	6.7
7. WERU	30/ 5.8	4.7	8.3	6.1	10.4
8. WSJY-F	24/ 4.7	5.1	4.5	1.5	1.0
9. WHIT	19/ 3.7	3.3	5.3	6.1	4.4
10. WMAD-F	15/ 2.9	3.9	3.8	4.9	6.3
11. WNLT-F	15/ 2.9	4.5	3.6	7.4	6.9
12. WISM	11/ 2.1	3.1	3.0	4.7	4.7
13.					
14.					
15.					

12+ TSA	1/4/CUME
1. WZEE-F	111/1697
2. WIBA-F	99/1506
3. WSJY-F	70/ 705
4. WTSO	64/ 849
5. WMGN-F	58/ 861
6. WNLT-F	53/ 665
7. WIBA	49/ 804
8. WQQM-F	36/ 481
9. WHIT	35/ 217
10. WTMJ	34/ 622
11. WERU	33/ 259
12.	
13.	
14.	
15.	

12+ METRO	CUME/	FAL 83	SPG 83
1. WZEE-F	955/33.4	31.6	29.3
2. WIBA-F	879/30.8	32.1	31.0
3. WIBA	665/23.3	27.6	22.5
4. WMGN-F	548/19.2	20.5	22.3
5. WTSO	440/15.4	28.8	24.2
6. WQQM-F	419/14.7	17.0	16.4
7. WMAD-F	349/12.2	13.1	12.8
8. WISM	334/11.7	14.1	17.2
9. WNLT-F	265/ 9.3	13.5	16.2
10. WSJY-F	228/ 8.0	8.2	8.0
11. WERU	216/ 7.6	5.7	9.0
12. WHIT	183/ 6.4	9.0	10.0
13.			
14.			
15.			

12+ FM SHARE (METRO): 61.94% (249 of 402) (SPG 83: 50.87%)

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. WIBA-F	1. WMGN-F	1. WMGN-F	1. WIBA	1. WIBA	1. WIBA-F	1. WIBA-F	1. WZEE-F	1. WIBA-F
2. WIBA-F	2. WZEE-F	2. WZEE-F	2. WQQM-F	2. WQQM-F	WTSO	2. WZEE-F	2. WMGN-F	WZEE-F	2. WIBA-F	2. WZEE-F
3.	3. WMGN-F	3. WMGN-F	WZEE-F	3. WIBA	3. WERU	3. WIBA-F	3. WZEE-F	3. WMGN-F	3. WIBA	3. WTSO
4.	4.	4. WQQM-F	4. WIBA-F	4. WTSO	4. WQQM-F	4. WMGN-F	4. WTSO	4. WQQM-F	4.	4. WERU
5.	5.	5.	5.	WZEE-F	WSJY-F	5.	5.	5.	5.	5.
				6. WIBA-F						
				WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54		
1. WIBA-F	1. WIBA-F	1. WZEE-F	1. WMGN-F	1. WMGN-F	1. WIBA-F	1. WIBA-F	1. WIBA-F	1. WIBA-F	1. WIBA-F	1. WIBA
2. WZEE-F	2. WZEE-F	2. WMGN-F	2. WZEE-F	2. WQQM-F	2. WZEE-F	2. WZEE-F	2. WZEE-F	2. WMGN-F	2. WIBA-F	2. WIBA-F
3. WMGN-F	3. WMGN-F	3. WIBA-F	WZEE-F	3. WIBA-F	3. WMGN-F	3. WMGN-F	3. WMGN-F	3. WIBA	3. WZEE-F	3. WMGN-F
4.	4.	4. WQQM-F	4.	4. WTSO	4.	4.	4. WIBA	WZEE-F	4.	4. WZEE-F
5.	5.	5.	5.	WSJY-F	5.	5.	5.	5.	5.	5. WHIT
										WTSO

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP	3 (1)	61 (1)	64 (2)	15.9	WGN 720 Chicago .8/4.4
AOR		61 (2)	61 (2)	15.2	WLS 890 Chicago .6/3.7
AC/OLDIES/SOFT ROCK	30 (2)	70 (3)	100 (5)	24.9	WMAQ 670 Chicago .6/3.0
MOR/VARIETY	53 (3)		53 (3)	13.2	WQFM-F 93.3 Milwaukee .6/1.8
COUNTRY	37 (2)	33 (1)	70 (3)	17.4	WTMJ 620 Milwaukee .6/3.6
BLACK/URBAN					
BTLF MUSIC		24 (1)	24 (1)	6.0	
NEWS/TALK					
NOSTALGIA	30 (1)		30 (1)	7.5	
RELIGION					
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS					

402 (17)

**RADIO STATIONS**

WERU, 1190, 1 KW (DAYS,DA)	NOSTALGIA (Al Ham)	APR,NBC, \$20.00 (Christal)	Nancy McMahon
WHIT, 1550, 5 KW (DAYS)	OLDIES	ABC-E, \$23.00 (Selcom)	Jim Schmitz
WIBA, 1310, 5 KW (DA-N)	MOR	CBS, \$31.00 (Blair)	Des Moines Register
WISM, 1480, 5 KW (DA-2)	AC ST	ABC-D, \$21.88 (Mc-Guild)	Midwest Family
WTSO, 1070, 10 KW/5 KW (DA-2),	COUNTRY	APR, \$30.75 (Torbet)	Roger Russell
WIBA-F, 101.5, 50 KW @ 470, AOR		\$27.50 (Blair)	Des Moines Register
WMAD-F, 92.1, 1.7 KW @ 380, AC		\$17.00 (Selcom)	Jim Worthington
WMGN-F, 98.1, 38 KW @ 580, CONTEMP		Source, \$28.25 (Mc-Guild)	Midwest Family
WQQM-F, 106.3, 1.7 KW @ 380, COUNTRY		ABC-E, \$24.00 (Selcom)	McKenna
WZEE-F, 104.1, 6 KW @ 1120, CHR		RKO, \$33.00 (Torbet)	Jim Schmitz
WSJY-F, 107.3, 50 KW @ 500, BTLF MUS (Bonne)		ABC-C, \$15.50 (----)	Goetz (FT. ATKINSON)
WNLT-F, 94.9, 37 KW @ 1300, AC/OLDIES (Drake-Chen)		ABC-I, \$23.00 (HNWH)	(BARABOO)
			Roger Russell
			Vern Falk
			Tom Holter

**MISCELLANEOUS COMMENTS**

Extremely high listening levels to non-listed stations...non-commercial radio is very strong in Madison...WISM-F changed calls to WMGN-F...WZEE-F (Baraboo) changed calls to WNLT-F...major increase in FM share...WTSO finally drops sharply; they hung on for a long time...WMAD-F changed from AOR to AC...

MANCHESTER

Arbitron Rank/Pop (12+): 168/110,700  
 CMA Rank/Pop: NA  
 MSA Rank/Pop: 215/167,600  
 Part of Boston ADI  
 Average Person Rating: 16.2  
 Market TSL: 21.4 hours

Stations: 25/5  
 Diaries: 731/191:1/53.5%  
 Sample Target: 550  
 Standard Error: .742  
 % Below Line: 49.0  
 % Not Listed: 12.4

Est 1983 Revenue: \$4,900,000  
 CSI: 1.6 Bil  
 CSI HH: \$27,113  
 Retail \$: 1.1 Bil  
 Pop per Station: 22,140

		FAL	SPG	FAL	SPG	
12+	METRO 1/4/SHARE	83	83	82	82	
1.	WGIR-F	36/15.9	---	18.1	---	14.0
2.	WZID-F	30/13.3	---	15.5	---	14.8
3.	WSSH-F	17/ 7.5	---	6.3	---	3.7
4.	WHTT-F	16/ 7.1	---	4.4	---	1.2
5.	WGIR	15/ 6.6	---	7.0	---	9.1
6.	WFEA	11/ 4.9	---	7.7	---	8.2
7.	WBCN-F	10/ 4.4	---	4.1	---	2.9
8.	WBZ	9/ 4.0	---	3.0	---	4.1
	WKBR	9/ 4.0	---	5.2	---	9.1
10.	WOKQ-F	7/ 3.1	---	4.8	---	2.5
11.						
12.						
13.						
14.						
15.						

12+	TSA 1/4/CUME
1.	WGIR-F 93/1163
2.	WZID-F 58/ 570
3.	WHTT-F 38/ 554
4.	WSSH-F 37/ 567
5.	WOKQ-F 32/ 393
6.	WBZ 28/ 528
7.	WCOZ-F 24/ 300
8.	WBCN-F 23/ 339
9.	WFEA 22/ 396
	WGIR 22/ 449
11.	
12.	
13.	
14.	
15.	

12+ METRO CUME/	SPG
METRO CUME RATING	83
1.	WGIR-F 486/34.7 40.2
2.	WZID-F 289/20.7 24.5
3.	WGIR 287/20.5 24.4
4.	WHTT-F 246/17.6 13.6
5.	WSSH-F 228/16.3 14.0
6.	WFEA 220/15.7 22.8
7.	WKBR 174/12.4 21.5
8.	WBZ 173/12.4 12.4
9.	WOKQ-F 154/11.0 14.0
10.	WROR-F 148/10.6 9.4
11.	
12.	
13.	
14.	
15.	

12+ FM SHARE (METRO): 76.26% (151 of 198) (SPG 83: 70.54%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1.	WGIR-F	1. WGIR-F	1. WGIR-F	1. WSSH-F	1. WZID-F	1. WZID-F	1. WZID-F	1. WGIR-F	1. WGIR-F	1. WGIR-F
2.	WHTT-F	2.	2. WSSH-F	2. WSSH-F	2. WGIR-F	2. WSSH-F	2. WGIR-F	2. WZID-F	2. WHTT-F	2. WZID-F
3.	WAAF-F	3.	3. WBCN-F	3. WFEA	3. WZID-F	3. WGIR	3. WSSH-F	3. WHTT-F	3. WGIR	3. WSSH-F
4.		4.	4. WHTT-F	4. WZID-F	4. WFEA	4. WBZ	4. WFEA	4. WSSH-F	4.	4. WOKQ-F
5.		5.		5. WOKQ-F	5.	5.	5. WKBR	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.	WGIR-F	1. WGIR-F	1. WGIR-F	1. WSSH-F	1. WGIR-F	1. WGIR-F	1. WGIR-F	1. WGIR-F	1. WGIR-F
2.	WHTT-F	2.	2. WSSH-F	2. WSSH-F	2. WBCN-F	2. WBCN-F	2. WBCN-F	2. WBCN-F	2. WBCN-F
	WROR-F	3.	3.	3. WZID-F	3. WHTT-F	3.	3.	3.	3. WSSH-F
4.		4.	4.	4.	4.	4.	4.	4.	4.
5.		5.	5.	5.	5.	5.	5.	5.	5.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING				
TOP 40/CHR/CONTENTP		19 (2)	19 (2)	9.6	WAAF-F 107.3	Worcester		1.8/5.9	
AOR		51 (4)	51 (4)	25.8	WCGY-F 93.7	Lawrence		2.2/4.7	
AC/OLDIES/SOFT ROCK	11 (1)	40 (8)	51 (9)	25.8	WCOZ-F 94.5	Boston		1.8/6.4	
NOR/VARIETY	34		34 (4)	17.2	WHDH 850	Boston		.4/2.1	
COUNTRY		7 (1)	7 (1)	3.5	WHEB-F 100.3	Portsmouth		.4/2.1	
BLACK/URBAN					WHOM-F 94.9	Mt. Washington		.4/2.6	
BTFL MUSIC		34 (4)	34 (4)	17.2	WHUE-F 100.7	Boston		.4/3.3	
NEWS/TALK	2 (1)		2 (1)	1.0	WJIB-F 96.9	Boston		.9/4.4	
NOSTALGIA					WJYY-F 105.5	Concord		.4/2.1	
RELIGION					WLYT-F 92.5	Haverhill		1.3/4.1	
SPANISH					WMJX-F 106.7	Boston		1.3/3.5	
CLASSICAL					WRKO 680	Boston		.9/5.6	
UNKNOWN/OTHERS					WROR-F 98.5	Boston		2.7/10.6	
					WXKS-F 107.9	Boston		1.3/5.1	
					WXLO-F 104.5	Fitchburg, MA		.4/1.7	
			198 (25)						

RADIO STATIONS

WFEA, 1370, 5 KW (DA-2)	, AC	ABC-E, \$30.00 (Mc-Guild)	Ocean Coast	Jon VanHoogenstyn
WGIR, 610, 5 KW/1 KW (DA-2), MOR		NBC-T, \$25.00* (Blair)	Knight	Bob Frisch
WKBR, 1250, 5 KW (DA-2), MOR		CBS,MBS, \$18.00 (Roslin)		Charles Dent
WGIR-F, 101.1, 10 KW @ 920, AOR		, \$36.00* (Blair)	Knight	Bob Frisch
WZID-F, 95.7, 11 KW @ 930, BTFL MUS		, \$21.00 (Torbet)	Sunshine	

Other ranked stations - See Boston or Portsmouth

MISCELLANEOUS COMMENTS

WZID-F sold to Sunshine for \$2,750,000...WGIR-AM operated at reduced power for about 7 days during survey period... one of the highest shares in the country for AOR and AC...

McALLEN-BROWNSVILLE

Arbitron Rank/Pop (12+): 74/425,100  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: Mca: 132/311,100  
 ADI # 124 Browns: 172/228,400  
 Average Person Rating: 20.7  
 Market TSL: 27.0 hours

Stations: 19/16  
 Diaries: 887/479/1/50.9%  
 Sample Target: 710  
 Standard Error: .773  
 % Below Line: 1.7  
 % Not Listed: 6.7

Est 1983 Revenue: \$7,800,000  
 CSI: 3.0 Bil  
 CSI HH: 20.4 M  
 Retail \$: 2.7 Bil  
 Pop per Station: 26,569

	FAL	SPG	FAL	SPG
12+ METRO 1/4/SHARE	83	83	82	82
1. KGBT	177/20.1	21.6	23.9	24.1
2. KBFM-F	127/14.4	9.7	9.8	10.1
3. KRGV	120/13.6	10.4	10.0	11.7
4. KIWW-F	112/12.7	12.1	11.2	10.8
5. KRIX-F	44/ 5.0	8.6	9.6	6.3
6. KQXX-F	43/ 4.9	5.4	2.9	3.9
7. KELT-F	34/ 3.9	4.6	4.9	5.8
8. KVLY-F	33/ 3.8	5.1	3.3	2.6
9. KTXF-F	27/ 3.1	2.6	2.8	3.5
10. KBOR	17/ 1.9	.8	.9	2.7
KIRT	17/ 1.9	1.3	.9	1.3
12. KSX+	15/ 1.7	1.4	2.2	1.3
13.				
14.				
15.				

	12+ TSA 1/4/CUME	12+ METRO CUME/ METRO CUME RATING	FAL	SPG
1. KGBT	183/1465	1372/32.3	35.5	33.5
2. KBFM-F	135/1470	1365/32.1	28.4	31.4
3. KRGV	132/1536	1364/32.1	27.5	28.1
4. KIWW-F	115/1131	997/23.5	23.5	24.3
5. KRIX-F	47/ 698	664/15.6	17.0	22.1
6. KELT-F	46/ 586	480/11.3	11.0	9.3
7. KQXX-F	43/ 487	448/10.5	6.5	7.2
8. KTXF-F	34/ 356	435/10.2	14.0	14.6
9. KTXF-F	29/ 474	433/10.2	11.2	14.0
10. KSX+	22/ 408	332/ 7.8	8.6	8.2
11.		318/ 7.5	6.6	8.2
12.		271/ 6.4	9.0	8.9
13.				
14.				
15.				

12+ FM SHARE (METRO): 53.11% (436 of 821) (SPG 83: 52.42%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KBFM-F	1. KBFM-F	1. KBFM-F	1. KIWW-F	1. KIWW-F	1. KGBT	1. KGBT	1. KGBT	1. KGBT	1. KGBT	1. KGBT
2. KRGV	2. KRGV	2. KIWW-F	KGBT	2. KGBT	2. KIWW-F	2. KRGV	2. KBFM-F	2. KBFM-F	2. KBFM-F	2. KBFM-F
3. KRIX-F	3. KIWW-F	3. KRGV	3. KBFM-F	3. KBFM-F	3. KBFM-F	3. KRGV	3. KRGV	3. KRGV	3. KRGV	3. KRGV
4.	4.	4. KGBT	4. KRGV	4. KRGV	4. KVLY-F	KIWW-F	4. KIWW-F	4. KIWW-F	4. KIWW-F	4. KIWW-F
5.	5.	5.	5.	5.	5. KRGV	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. KRGV	1. KRGV	1. KRGV	1. KRGV	1. KIWW-F	1. KBFM-F	1. KBFM-F	1. KBFM-F	1. KBFM-F	1. KIWW-F
2. KBFM-F	2. KBFM-F	2. KBFM-F	2. KIWW-F	KGBT	2. KRIX-F	2. KIWW-F	2. KIWW-F	2. KIWW-F	2. KGBT
3. KIWW-F	3. KIWW-F	3. KIWW-F	3. KBFM-F	3. KRGV	3. KIWW-F	3. KRIX-F	3. KGBT	3. KGBT	3. KBFM-F
KQXX-F	4. KQXX-F	4. KGBT	4. KGBT	4. KBFM-F	4. KRGV	4. KRGV	4. KRGV	4. KRGV	4.
5.	5.	5.	5. KQXX-F	5.	5.	5.	5. KRIX-F	5.	5.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP	134 (2)	127 (1)	261 (3)	31.8	KGAR-F 106.3 Mercedes 1.6/6.4
AOR		44 (1)	44 (1)	5.4	KRIO 910 McAllen 1.6/10.2
AC/OLDIES/SOFT ROCK		14 (1)	14 (1)	1.7	KURV 710 Edinburg 1.5/4.4
MOR/VARIETY	17 (1)		17 (1)	2.1	KTRH 740 Houston .7/2.0
COUNTRY	13 (1)	63 (3)	76 (4)	9.3	XEMS 1490 Matamoros .6/2.0
BLACK/URBAN					XEMT ??? Matamoros .3/1.0
BTFL MUSIC		33 (1)	33 (1)	4.0	
NEWS/TALK	19 (2)		19 (2)	2.3	
NOSTALGIA					
RELIGION					
SPANISH	202 (4)	155 (2)	357 (6)	43.5	
CLASSICAL					
UNKNOWN/OTHERS					
			821 (19)		

RADIO STATIONS

KBOR, 1600, 1 KW (DA-1)	, AC	, \$14.50 (Selcom)	W. Sadler
KGBT, 1530, 50 KW/10 KW (DA-N)	, SPANISH	, \$95.00 (Katz)	Tony Solis
KRGV, 1290, 5 KW (DA-N)	, CHR	, \$22.00 (Blair)	Sylvia Hernandez
KRIO, 910, 5 KW (DA-2)	, AC/CONTEMP	, \$18.00 (HNWH)	Bill McRae
KURV, 710, 1 KW/250 W	, NEWS/TALK	MBS, ABC-T, \$16.00 (----)	Charlie Rankin
KSX, 1240, 1 KW/250 W	, COUNTRY	, \$11.25 (----)	Edgar Clinton
KBFM-F, 104.1, 100 KW @ 990	CHR	ABC-F, \$22.00 (Christal)	Central Texas
KELT-F, 94.5, 100 KW @ 800	COUNTRY (Drake-Chen)	, \$28.75 (Katz)	Tichenor
KGAR-F, 106.3, 3 KW @ 600	AC	, \$17.00 (----)	Bert Keyes
KIWW-F, 96.1, 100 KW @ 500	SPANISH	, \$19.00 (Mc-Guild)	Ernest Evans
KQXX-F, 98.5, 100 KW @ 1400	SPANISH	, \$26.00 (Eastman)	Raul Hernandez
KTXF-F, 100.3, 100 KW @ 500	COUNTRY	, \$22.75 (Eastman)	Gomez
KRFX-F, 99.5, 100 KW @ 480	AOR	ABC-R, \$19.00* (Masla)	Matt Trub
KVLY-F, 107.9, 100 KW @ 490	BTFL MUS (Bonne)	, \$16.00* (HNWH)	Bill McRae

NEDFORD-ASHLAND, OR

Arbitron Rank/Pop (12+): 165/118,800  
 CHSA Rank/Pop: NA  
 MSA Rank/Pop: 239/141,600  
 ADI # 152  
 Average Person Rating: 13.4  
 Market TSL: 18.7 hours

Stations: 14/10  
 Diaries: 638/186:1/52.4%  
 Sample Target: 550  
 Standard Error: .712  
 % Below Line: 6.3  
 % Not Listed: 10.7

Est 1983 Revenue: \$2,900,000  
 CSI: 1.0 Bil  
 CSI HH: \$18,883  
 Retail \$: .9 Bil  
 Pop per Station: 11,880

12+ METRO	1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82
1. KYJC	32/20.1	---	18.6	---	18.9
2. KCMX-F	27/17.0	---	10.3	---	6.6
3. KRWQ-F	18/11.3	---	7.7	---	7.1
4. KBOY-F	16/10.1	---	9.6	---	10.2
5. KMED	12/ 7.5	---	7.1	---	5.6
6. KCMX	8/ 5.0	---	6.4	---	4.6
KTMT-F	8/ 5.0	---	10.9	---	14.3
8. KDOV	6/ 3.8	---	4.5	---	3.1
9. KHUG	6/ 3.8	---	2.6	---	7.7
11.					
12.					
13.					
14.					
15.					

12+ TSA	1/4/CUME	12+ METRO	CUME/	FAL	SPG
		METRO	CUME RATING	83	83
1. KYJC	37/525	1. KYJC	425/35.8	---	38.8
2. KAJO	35/236	2. KBOY-F	291/24.5	---	23.7
3. KRWQ-F	31/315	3. KCMX-F	219/18.4	---	14.7
4. KCMX-F	27/241	4. KMED	208/17.5	---	17.4
5. KBOY-F	19/346	5. KRWQ-F	196/16.5	---	14.2
6. KTMT-F	16/249	6. KTMT-F	147/12.4	---	21.0
7. KFJF-F	16/215	7. KCMX	137/11.5	---	15.6
8. KMED	12/225	8. KHUG	134/11.3	---	9.5
9. KAGI	8/241	9. KDOV	98/ 8.2	---	8.8
KCMX-F	8/142	10. KRVC	74/ 6.2	---	9.5
11.		11.			
12.		12.			
13.		13.			
14.		14.			
15.		15.			

12+ FM SHARE (METRO): 50.00% (71 of 142) (SPG 83: 46.71%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PND	12+ EVE	SAT MID
1. KYJC	1. KYJC	1. KYJC	1. KYJC	1. KYJC	1. KCMX-F	1. KYJC	1. KYJC	1. KYJC	1. KYJC	1. KYJC
2. KBOY-F	2. KBOY-F	2. KBOY-F	2. KBOY-F	2. KRWQ-F	2. KYJC	2. KCMX-F	2. KCMX-F	2. KCMX	2. KCMX-F	2. KBOY-F
3. KRWQ-F	3. KRWQ-F	3. KRWQ-F	3. KMED	3. KBOY-F	3. KRWQ-F	3. KRWQ-F	3. KRWQ-F	3. KRWQ-F	KBOY-F	3. KCMX-F
4.	4.	4. KMED	KRWQ-F	4.	4.	4. KMED	4. KBOY-F	4.	4.	4. KRWQ-F
5.	5.	5.	5.	5.	5.	5. KCMX	5.	5.	5.	5.

WON 18-24	WON 18-34	WON 18-49	WON 25-34	WON 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. KYJC	1. KYJC	1. KYJC	1. KYJC	1. KYJC	1. KYJC	1. KYJC	1. KYJC	1. KYJC	1. KYJC
2. KRWQ-F	2. KCMX	2. KRWQ-F	2. KBOY-F	2. KCMX-F	2. KBOY-F	2. KBOY-F	2. KBOY-F	1. KMED	2. KRWQ-F
3. KBOY-F	KRWQ-F	KBOY-F	3.	KRWQ-F	3.	3. KMED	3. KMED	3. KBOY-F	3. KBOY-F
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	32 (1)	16 (1)	48 (2)	33.8	KRVC 730 Medford 1.3/6.2
AOR		2 (1)	2 (1)	1.4	KAGI 930 Grants Pass .6/2.4
AC/OLDIES/SOFT ROCK	1 (1)	8 (1)	9 (2)	6.3	KAJO 1270 Grants Pass 1.3/2.2
MOR/VARIETY	14 (2)		14 (2)	9.9	KFJF-F 96.9 Grants Pass 1.3/4.2
COUNTRY	14 (2)	18 (1)	32 (3)	22.5	KGO 810 San Francisco 1.3/4.0
BLACK/URBAN					
BTFL MUSIC		27 (1)	27 (1)	19.0	
NEWS/TALK	2 (1)		2 (1)	1.4	
NOSTALGIA					
RELIGION	6 (1)		6 (1)	4.2	
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS	2 (1)		2 (1)	1.4	
			142 (14)		

RADIO STATIONS

KCMX, 580, 1 KW (DA-2), COUNTRY	NBC, \$11.09 (Katz)	Pacific Northwest (ASHLAND)	Dick Bennick
KHUG, 1300, 5 KW (DA-2), COUNTRY	ABC-I, \$ 8.00 (Market 4)		Robin Lawson
KISD, 860, 1 KW (DAYS), MOR	, \$ 7.00 (P/W)		Craig Finley
KMED, 1440, 5 KW/1 KW (DA-N), MOR	MBS, \$14.00 (----)		Ric Hansen
KYJC, 610, 2.5 KW/1 KW (DA-2), CHR	ABC-C, \$14.00 (HNWH)	Matcco	Jerry Allen
KAJO, 1270, 5 KW (DAYS), MOR	APR, \$ 8.25 (----)	(GRANT'S PASS)	Jim Wilson
KAGI, 930, 5 KW/1 KW (DA-N), AC	ABC-I, \$11.00 (Masla)	(GRANT'S PASS)	
KBOY-F, 95.7, 100 KW @ ????, CHR	, \$12.75 (Mc-Guild)		Scott Crites
KRWQ-F, 100.3, 30 KW @ 985, COUNTRY	, \$10.00 (Tacher)	(GOLD HILL)	Duane Hill
KTMT-F, 93.7, 19 KW @ 3260, AC (Radio Arts)	CBS, \$15.00 (Selcom)		Dave Brover
KCMX-F, 101.9, 32 KW @ ????, BTFL MUS (SRP)	NBC, \$12.10 (Katz)	Pacific Northwest (ASHLAND)	Dick Bennick
KFJF-F, 96.9, 25 KW @ 565, CHR/AOR	RKO, \$11.00 (----)	(GRANT'S PASS)	Bill Miner

MISCELLANEOUS COMMENTS

KHUG sold for \$500,000...KBOY changed calls to KRVC...

MELBOURNE-TITUSVILLE-COCOA

Arbitron Rank/Pop (12+): 121/252,300  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 145/284,900  
 Part of Orlando ADI  
 Average Person Rating: 17.8  
 Market TSL: 23.7 hours

Stations: 19/13  
 Diaries: 544/464:1/47.6%  
 Sample Target: 580  
 Standard Error: .861  
 % Below Line: 39.6  
 % Not Listed: 7.8

Est 1983 Revenue: \$3,600,000  
 CSI: 2.5 Bil  
 CSI HH: \$22,969  
 Retail \$: 1.7 Bil  
 Pop per Station: 19,408

	FAL	SPG	FAL	SPG
12+ METRO 1/4/SHARE	83	83	82	82
1. WEZY-F	62/13.8	--- 10.9	---	4.5
2. WKKA-F	56/12.5	--- 8.5	---	6.7
3. WBJW-F	50/11.1	--- 8.7	---	.6
4. WDIZ-F	41/ 9.1	--- 7.0	---	12.8
5. WCKS-F	40/ 8.9	--- 10.4	---	18.4
6. WRKT-F+	31/ 6.9	--- 14.1	---	10.9
7. WMEL	29/ 6.5	--- 5.6	---	4.7
8. WJZX	20/ 4.5	---	.7	1.1
9. WYRL-F	17/ 3.8	---	4.1	10.3
10. WAMT	15/ 3.3	---	6.5	3.9
11. WVTI-F	12/ 2.7	---	4.4	4.2
12. WMMB	10/ 2.2	---	1.5	2.2
13.				
14.				
15.				

THE METRO AND  
 TSA ARE THE SAME.

12+ METRO CUME/ METRO CUME RATING	FAL	SPG
1. WBJW-F	698/27.7	--- 20.3
2. WCKS-F	627/24.9	--- 28.6
3. WEZY-F	476/18.9	--- 17.1
4. WDIZ-F	466/18.5	--- 15.8
5. WKKA-F	464/18.4	--- 16.5
6. WRKT-F+	370/14.7	--- 17.2
7. WMEL	330/13.1	--- 16.0
8. WAMT	217/ 8.6	--- 12.6
9. WVTI-F	181/ 7.2	--- 10.4
10. WJZX	176/ 7.0	--- 4.5
11. WYRL-F	151/ 6.0	--- 8.2
12. WJYO-F	149/ 5.9	--- 4.9
13. WMMB	146/ 5.8	--- 7.0
14.		
15.		

12+ FM SHARE (METRO): 76.57% (317 of 414) (SPG 83: 78.07%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WBJW-F	1. WBJW-F	1. WKKA-F	1. WKKA-F	1. WCKS-F	1. WEZY-F	1. WEZY-F+	1. WEZY-F+	1. WKKA-F	1. WEZY-F	1. WEZY-F+
2. WDIZ-F	2. WDIZ-F	2. WBJW-F	2. WCKS-F	2. WKKA-F	2. WKKA-F	2. WKKA-F	2. WKKA-F	2. WBJW-F	2. WBJW-F	2. WKKA-F
3.	3. WCKS-F	3. WCKS-F	3. WBJW-F	3. WBJW-F	3. WRKT-F+	3. WBJW-F	3. WCKS-F	3. WEZY-F+	3. WDIZ-F	3. WBJW-F
4.	4. WKKA-F	4. WDIZ-F	4. WRKT-F+	4. WRKT-F+	4. WRKT-F+	4. WCKS-F	4. WBJW-F	4. WDIZ-F	4. WKKA-F	4. WDIZ-F
5.	5.	5.	WEZY-F	5. WEZY-F	5.	5. WRKT-F+	5. WRKT-F+	5. WKKA-F	5. WCKS-F	5. WCKS-F
								WDIZ-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. WJZX	1. WBJW-F	1. WBJW-F	1. WCKS-F	1. WCKS-F		1. WDIZ-F	1. WDIZ-F	1. WKKA-F	1. WCKS-F	1. WKKA-F
	2. WCKS-F	2. WCKS-F	2. WBJW-F	2. WBJW-F		2. WBJW-F	2. WKKA-F	2. WDIZ-F	2. WKKA-F	2. WCKS-F
3. WYRL-F	3. WJZX	3. WKKA-F	3.	3. WEZY-F		3. WKKA-F	3. WBJW-F	3. WCKS-F	3. WDIZ-F	3. WVTI-F+
4. WDIZ-F	4. WYRL-F	4. WJZX	4.	4. WKKA-F		4.	4. WCKS-F	4. WBJW-F	4. WBJW-F	4. WDIZ-F
5.	5.	5. WYRL-F	5.	5.		5.	5.	5.	5.	5.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		56 (2)	56 (2)	13.5	WAJX-F 98.3 Titusville 1.3/3.6
ACR		41 (1)	41 (1)	9.9	WEZY 1350 Cocoa .7/2.8
AC/OLDIES/SOFT ROCK		61 (3)	61 (3)	14.7	WTAI 1560 Melbourne 1.1/2.0
MOR/VARIETY	35 (2)		35 (2)	8.5	WDDB 580 Orlando 1.3/2.6
COUNTRY	9 (1)	97 (4)	106 (5)	25.6	WH00-F 96.5 Orlando .4/2.1
BLACK/URBAN	20 (1)		20 (1)	4.8	WJYO-F 107.7 Orlando 2.0/5.9
BTFL MUSIC	3 (1)	62 (1)	65 (2)	15.7	
NEWS/TALK	5 (1)		5 (1)	1.2	
NOSTALGIA	25 (2)		25 (2)	6.0	
RELIGION					
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS					
414 (19)					

RADIO STATIONS

WAMT, 1060, 10 KW/5 KW (DA-2), NOSTALGIA (TM)	NBC, \$ 8.75 (Dora)	Ogden Newspapers	Sebastian Russo
WEZY, 1350, 1 KW (DA-N), BTFL MUS	, \$ NA (Roslin)		Jim Pride
WJZX, 860, 1 KW (DAYS), URBAN	, \$17.00 (Unirep)		Michael Fry
WMEL, 920, 5 KW/1 KW (DA-N), AC/MOR	CBS, \$12.50 (Masla)	Elyria Lorain	T.C. Weberling
WMMB, 1240, 1 KW/250 W, NOSTALGIA	MBS, \$10.50 (Savalli)		Fayrene Stevenson
WRKT, 1300, 5 KW/1 KW (DA-2), COUNTRY	ABC-I, \$ NA (HNWH)	Guy Gannett	Bob Clarke
WTAL, 1560, 5 KW (DAYS), TALK	ABC-T, \$10.00 (----)		Gary Hess
WMCB, 1510, 1 KW (DAYS), RELIGION	, \$ 5.00 (----)		Ray Kassis
WAJX-F, 98.3, 3 KW @ 234, CHR (TM)	, \$ 6.50 (Dora)	Ogden Newspapers	Sebastian Russo
WCKS-F, 101.1, 100 KW @ 500, AC	, \$32.00 (Masla)		Les Roberson
WEZY-F, 99.3, 3 KW @ 317, BTFL MUS (Bonne)	, \$16.00 (Roslin)		Jim Pride
WRKT-F, 104.1, 30 KW @ 165, COUNTRY	ABC-I, \$14.00* (HNWH)	Guy Gannett	Bob Clarke
WVTI-F, 107.1, 3 KW @ 300, AC	, \$16.00 (----)		Gary Hess
WYRL-F, 102.3, 3 KW @ 239, COUNTRY	MBS, \$13.50 (Savalli)		Fayrene Stevenson

MISCELLANEOUS COMMENTS

WTAI, WLLV-F sold for \$846,000 (Clark)...WLLV changed calls to WVTI...WKKO changed calls to WJZX...WCKS-F changed CHH to AC...sample target was missed by 6.2%...WVTI changed from BTFL to AC...

MEMPHIS

Arbitron Rank/Pop (12+): 43/763,700  
 CNSA Rank/Pop: 41/924,100  
 MSA Rank/Pop: 48/935,600  
 ADI # 38  
 Average Person Rating: 17.5  
 Market TSL: 23.5 hours

Stations: 17/17  
 Diaries: 1005/760:1/46.2%  
 Sample Target: 1070  
 Standard Error: .640  
 % Below Line: 0  
 % Not Listed: 4.0

Est. 1983 Revenue: \$16,400,000  
 CSI: 8.2 Bil  
 CSI HH: 24.6 M  
 Retail \$: 4.9 Bil  
 Pop per Station: 44,924

12+ METRO	1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82	
1.	WMC-F	143/10.7	9.6	10.4	9.5	10.2
2.	WZXR-F	134/10.0	8.6	11.5	7.1	10.7
3.	WMC	123/ 9.2	7.2	7.6	8.0	7.2
4.	WDIA	113/ 8.4	7.2	7.6	8.0	7.2
5.	WHRK-F	108/ 8.1	8.5	10.5	9.9	8.9
6.	WLOK	99/ 7.4	6.8	5.6	6.5	5.0
7.	KRNB-F	93/ 6.9	6.1	7.3	11.0	8.3
8.	WGKX-F	90/ 6.7	8.4	8.5	8.3	7.7
9.	WRVR-F	83/ 6.2	7.8	8.8	7.5	8.3
10.	WLVS-F	66/ 4.9	5.7	3.1	3.5	3.8
11.	WREC	58/ 4.3	4.3	5.4	5.6	4.9
12.	WKDJ	53/ 4.0	3.4	1.8	3.1	3.1
13.	WHBQ	42/ 3.1	3.2	2.2	2.0	2.1
14.	KWAM	41/ 3.1	2.3	2.7	1.3	3.8
15.						
16.						
17.						
18.						
19.						
20.						
21.						
22.						
23.						
24.						
25.						

12+ TSA	1/4/CUME
1.	WMC-F 285/3788
2.	WZXR-F 240/2979
3.	WGKX-F 182/2371
4.	WMC 169/1835
5.	WHRK-F 150/2617
6.	WDIA 149/2308
7.	WRVR-F 107/1800
8.	KRNB-F 106/1793
9.	WLOK 102/1338
10.	WKDJ 96/1558
11.	WREC 90/1352
12.	WLVS-F 78/1065
13.	WHBQ-F 65/1200
14.	KWAM 46/ 528
15.	
16.	
17.	
18.	
19.	
20.	
21.	
22.	
23.	
24.	
25.	

12+ METRO	CUME	CUME/RATING	FAL 83	SPG 83
1.	WMC-F	2196/28.8	27.3	25.5
2.	WHRK-F	1926/25.2	21.1	21.1
3.	WZXR-F	1703/22.3	18.4	18.7
4.	WDIA	1686/22.1	22.6	22.6
5.	KRNB-F	1466/19.2	18.8	16.8
6.	WRVR-F	1346/17.6	16.8	19.4
7.	WLOK	1311/17.2	16.9	16.5
8.	WMC	1206/15.8	19.9	18.6
9.	WGKX-F	1191/15.6	17.4	15.9
10.	WKDJ	951/12.5	12.2	6.9
11.	WLVS-F	905/11.9	11.0	8.7
12.	WHBQ	867/11.4	8.8	8.6
13.	WREC	864/11.3	11.2	12.4
14.	KWAM	459/ 6.0	4.8	NA
15.				
16.				
17.				
18.				
19.				
20.				
21.				
22.				
23.				
24.				
25.				

12+ FM SHARE (METRO): 55.75% (717 of 1286) (SPG 83: 62.14%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1.	WZXR-F	1. WZXR-F	1. WMC-F	1. WMC-F	1. WMC-F	1. WMC	1. WMC-F	1. WMC-F	1. WLOK	1. WZXR-F
2.	KRNB-F	2. WMC-F	2. WZXR-F	2. WLOK	2. WMC	2. WLVS-F	2. WMC	2. WZXR-F	2. WZXR-F	2. WMC-F
3.	WHRK-F	3. WHRK-F	3. WHRK-F	3. WRVR-F	3. WLOK	3. WLOK	3. WMC-F	3. WHRK-F	3. WHRK-F	3. WDIA
4.	WDIA	4. WDIA	4. WGKX-F	4. WMC	4. WRVR-F	4. WGKX-F	4. WDIA	4. WGKX-F	4. WMC	4. KRNB-F
5.	WMC-F	WRVR-F	WRVR-F	5. WZXR-F	5. WGKX-F	5. WREC	5. WREC	5. WLVS-F	5. WDIA	5. WMC-F
6.		6. KRNB-F	6. WLOK	6. WHRK-F	6. WZXR-F	6. WRVR-F	6. WGKX-F	6. WLOK	6. WGKX-F	6. WDIA
7.				7. WGKX-F						
8.										
9.										
10.										

KON 18-24	KON 18-34	KON 18-49	KON 25-34	KON 25-54	MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1.	WZXR-F	1. WMC-F	1. WMC-F	1. WMC-F	1. WZXR-F	1. WZXR-F	1. WZXR-F	1. WZXR-F	1. WMC-F
2.	WHRK-F	WHRK-F	2. WLOK	2. WHRK-F	2. WMC-F	2. WMC-F	2. WMC-F	2. WMC-F	2. WZXR-F
3.	WMC-F	3. WHRK-F	3. WHRK-F	3. WLOK	3. WGKX-F	3. WHRK-F	3. WGKX-F	3. WHRK-F	3. WMC
4.	WRVR-F	4. WRVR-F	4. WRVR-F	4. WDIA	4. WHRK-F	4. WDIA	4. KRNB-F	4. WRVR-F	4. WGKX-F
5.	KRNB-F	5. WLOK	5. WGKX-F	5. WDIA	5. KRNB-F	5. WGKX-F	5. WRVR-F	5. WDIA	5. WRVR-F
6.		6. WDIA	WDIA	6. WZXR-F	6. WDIA	6. KRNB-F	WDIA	6. KRNB-F	6. WLOK
7.				7. WGKX-F					7. WHRK-F
8.									
9.									
10.									

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING		
TOP 40/CHR/CONTEMP		143 (1)	143 (1)	11.1	WMQM	1480	.4/1.7
AOR		134 (1)	134 (1)	10.4	WMSO	630 Collierville	1.2/2.2
AC/OLDIES/SOFT ROCK		83 (1)	83 (1)	6.5	WVEE	1430 Germantown	1.3/3.1
MOR/VARIETY	16 (1)		16 (1)	1.2			
COUNTRY	123 (1)	90 (1)	213 (2)	16.6			
BLACK/URBAN	265 (3)	201 (2)	466 (5)	36.2			
BTFL MUSIC		66 (1)	66 (1)	5.1			
NEWS/TALK	60 (2)		60 (2)	4.7			
NOSTALGIA	58 (1)		58 (1)	4.5			
RELIGION	47 (2)		47 (2)	3.7			
SPANISH							
CLASSICAL							
UNKNOWN/OTHERS							
			1286 (17)				

12+ ADI 1/4

RADIO STATIONS

AM STATIONS

KSUD, 730, 250 W (DAYS), GOSPEL				\$ 9.00 (----)		Harold Sudbury	1. WMC-F
KNAM, 990, 10 KW (DAYS,DA), RELIGION				\$22.00 (Lotus)	Rivers	E. Bie	2. WZXR-F
WDIA, 1070, 50 KW/5 KW (DA-2), BLACK				APR,SBN, \$34.25 (HNNH)	BENI	Ernie Jackson	3. WGKX-F
WHBQ, 560, 5 KW/1 KW (DA-2), TALK/NEWS				RKO II,ABC-T, \$36.00 (Republic)	RKO	Lou Murray	4. WMC
WKDJ, 680, 10 KW/5 KW (DA-N), BLACK				NBC, \$33.00* (Katz)	Plough/DKM	Don Boyles	5. WHRK-F
WLOK, 1340, 1 KW/250 W, BLACK				NBN, \$38.00* (Masla)		H. Gilliam	6. WDIA
WMC, 790, 5 KW (DA-N), COUNTRY				ABC-I, \$70.00* (Blair)	Scripps-Howard	D. Asmundson	7. KRNB-F
WMPS, 1380, 2.5 KW/1 KW (DA-2), COUNTRY				ABC-E, \$30.00 (Bolton)	(MILLINGTON)		8. WLOK
WMQM, 1480, 5 KW (DAYS), RELIGION				UPI, \$ 7.00 (----)		Tom Muchmore	9. WRVR-F
WREC, 600, 5 KW (DA-N), NOSTALGIA (Al Ham)				MBS,CBS,WSJ, \$55.00* (Mc-Guild)	Summit	Bill Thomas	10. WREC
WVEE, 1430, 2.5 KW (DAYS), TALK				, \$ NA (Christal)		Betty Thornton	11. WKDJ

FM STATIONS

KRNB-F, 101.1, 100 KW @ 450, BLACK				\$38.00* (Stars)	Rivers	E. Bie	12+ ADI CUME
WGKX-F, 105.9, 100 KW @ 762, COUNTRY				\$85.00 (Eastman)	Firstcom	Craig Scott	1. WMC-F
WHRK-F, 97.1, 100 KW @ 530, URBAN				RKO, \$61.00* (Katz)	Plough/DKM	Don Boyles	2. WZXR-F
WLVS-F, 94.3, 3 KW @ 300, BTFL MUS (Churchill)				\$73.25 (Christal)		Betty Thornton	3. WHRK-F
WMC-F, 99.7, 300 KW @ 910, CHR				ABC-C, \$110.00* (Blair)	Scripps-Howard	Don Meyers	4. WGKX-F
WRVR-F, 104.5, 100 KW @ 750, AC				\$138.75 (Torbet)	Viacom	Terry Wood	5. WDIA
WZXR-F, 102.7, 100 KW @ 900, AOR (Burk-Abr)				Source, \$100.00 (Mc-Guild)	Summit	Bill Thomas	6. KRNB-F
							7. WRVR-F
							8. WMC
							9. WKDJ
							10. WLOK
							11. WREC
							12. WHBQ
							13. WLVS-F
							14. KWAM
							15. WKIR-F

ADI FM SHARE:  
60.78%

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

MISCELLANEOUS COMMENTS

WKDJ, WHRK-F: from Plough to DKM for estimated \$4,000,000

Arbitron fell 65 diaries short of sample target... sharp drop in FM share...

MIAMI - FT. LAUDERDALE

Arbitron Rank/Pop (12+): 11/2,544,800  
 CMSA Rank/Pop: 12/2,790,000  
 MSA Rank/Pop: Miami: 22/1,724,500  
 ADI # 13 FT. Lau: 39/1,126,800  
 Average Person Rating: 20.0  
 Market TSL: 26.2 hours

Stations: 33/31  
 Diaries: 2731/932:1/46.2%  
 Sample Target: 2510  
 Standard Error: .409  
 % Below Line: 0.9  
 % Not Listed: 5.7

Est. 1983 Revenue: \$66,000,000  
 CSI: 29.8 Bil  
 CSI HH: 26.1 M  
 Retail \$: 19.6 Bil  
 Pop per Station: 82,090

12+ METRO	1/4/SHARE	WIN 84	FAL 83	SPG 83	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/ METRO CUME RATING	FAL 83	SPG 83	
1. WHYI-F	427/8.4	8.3	7.4	---	7.9	14.1	1. WHYI-F 563/7846	1. WHYI-F 6394/25.1	24.1	23.6
2. WLYF-F	385/7.6	8.0	8.2	---	7.3	6.8	2. WLYF-F 421/4297	2. WINZ-F 5861/23.0	23.9	20.9
3. WINZ-F	382/7.5	6.7	7.2	---	5.6	9.5	3. WINZ-F 392/6267	3. WLYF-F 3785/14.9	15.2	14.9
4. WQBA	367/7.2	7.2	6.3	---	6.7	5.5	4. WQBA 379/2768	4. WAI A-F 2956/11.6	10.3	10.5
5. WINZ	194/3.8	4.3	3.1	---	3.6	4.5	5. WAXY-F 207/3295	5. WINZ 2943/11.6	11.7	13.4
6. WAXY-F	187/3.7	3.6	2.8	---	3.7	3.9	6. WINZ 202/3145	6. WAXY-F 2821/11.1	10.9	11.6
7. WAI A-F	187/3.7	3.3	3.2	---	3.3	1.6	7. WAI A-F 198/3170	7. WQBA 2721/10.7	9.5	10.0
8. WEDR-F	173/3.4	3.7	3.8	---	3.9	2.5	8. WSHE-F 177/2566	8. WLVE-F 2372/ 9.3	10.1	9.8
9. WRHC	159/3.1	3.5	3.7	---	3.3	3.4	9. WEDR-F 173/1584	9. WIOD 2369/ 9.3	14.0	11.4
10. WWJF-F	156/3.1	3.5	4.4	---	3.2	2.9	10. WIOD 172/2615	10. WNWS 2366/ 9.3	9.5	10.5
11. WSHE-F	155/3.0	3.4	3.0	---	3.3	3.9	11. WWJF-F 169/2010	11. WSHE-F 2202/ 8.7	9.0	10.1
12. WIOD	154/3.0	3.2	4.1	---	4.0	2.6	12. WNWS 166/2589	12. WQBA-F 2134/ 8.4	7.7	7.0
13. WNWS	151/3.0	4.3	4.2	---	4.1	5.5	13. WKQS-F 161/2127	13. WWJF-F 1859/ 7.3	9.0	7.7
14. WKQS-F	142/2.8	3.0	3.5	---	3.2	3.0	14. WEAT-F 161/1952	14. WKQS-F 1844/ 7.2	7.7	8.1
15. WQBA-F	140/2.7	2.5	3.0	---	3.4	3.0	15. WRHC 160/1233	15. WEZI-F 1713/ 6.7	4.9	8.8
16. WCMQ-F	140/2.7	3.3	4.0	---	3.6	2.9	16. WLVE-F 145/2515	16. WCBS 1633/ 6.4	6.6	6.7
17. WLVE-F	139/2.7	2.5	2.6	---	3.0	2.4	17. WQBA-F 142/2204	17. WCMQ-F 1605/ 6.3	7.9	6.9
18. WLQY	115/2.3	1.8	1.4	---	1.0	1.2	18. WTMI-F 140/1605	18. WEDR-F 1577/ 6.2	7.5	7.7
19. WTMI-F	113/2.2	2.5	1.9	---	1.4	1.7	19. WTMI-F 117/1328	19. WCKO-F 1417/ 5.6	7.7	7.1
20. WEZI-F	112/2.2	2.1	2.0	---	3.6	1.3	20. WKAT 116/1145	20. WTMI-F 1246/ 4.9	5.7	4.7
21. WFTL	101/2.0	1.0	.9	---	1.5	.8	21. WEZI-F 115/1766	21. WRHC 1221/ 4.8	5.1	5.5
22. WOCN	97/1.9	1.9	1.1	---	1.7	1.2	22. WLQY 115/1029	22. WQAM 1200/ 4.7	5.6	5.6
23. WKAT	97/1.9	1.1	.9	---	1.0	.7	23. WCKO-F 108/1855	23. WKAT 1083/ 4.3	3.0	3.4
24. WCKO-F	85/1.7	1.3	1.5	---	1.4	2.6	24. WFTL 101/ 833	24. WSUA 1001/ 3.9	4.2	4.2
25. WQAM	82/1.6	1.6	1.6	---	1.8	1.5	25. WOCN 97/ 967	25. WLQY 999/ 3.9	3.2	3.1

12+ FM SHARE (METRO): 61.34% (2946 of 4803) (SPG 83: 61.29%)

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. WHYI-F	1. WHYI-F	1. WHYI-F	1. WLYF-F	1. WQBA	1. WLYF-F	1. WHYI-F	1. WINZ-F	1. WHYI-F
2. WINZ-F	2. WINZ-F	2. WINZ-F	2. WINZ-F	2. WINZ-F	2. WQBA	2. WHYI-F	2. WQBA	2. WINZ-F	2. WHYI-F	2. WINZ-F
3. WAXY-F	3. WAXY-F	3. WAXY-F	3. WAXY-F	3. WQBA	3. WHYI-F	3. WLYF-F	3. WHYI-F	3. WLYF-F	3. WINZ	3. WLYF-F
4. WSHE-F	4. WAI A-F	4. WQBA	4. WQBA	4. WAXY-F	4. WWJF-F	4. WINZ-F	4. WINZ-F	4. WQBA	4. WQBA	4. WQBA
5. WAI A-F	5. WEDR-F	5. WAI A-F	5. WAI A-F	5. WLYF-F	5. WKQS-F	5. WIOD	5. WAXY-F	5. WAXY-F	5. WLYF-F	5. WAI A-F
6. WEDR-F	6. WSHE-F	6. WSHE-F	6. WLVE-F	6. WAI A-F	6. WIOD	6. WINZ	6. WWJF-F	6. WRHC	6. WCMQ-F	6. WEDR-F
7. WLVE-F	7. WQBA	7. WQBA	7. WEDR-F	7. WEDR-F	7. WCMQ-F	7. WAI A-F	7. WAI A-F	7. WAI A-F	7. WEDR-F	7. WAXY-F
8. WLVE-F	8. WLVE-F	8. WLVE-F	8. WLYF-F	8. WLVE-F	8. WNWS	8. WNWS	8. WRHC	8. WWJF-F	8. WSHE-F	8. WQBA-F
9. WQBA-F	9. WQBA-F	9. WQBA-F	9. WQBA-F	9. WQBA-F	9. WQBA-F	9. WQBA-F	9. WQBA-F	9. WQBA-F	9. WQBA-F	9. WQBA-F
10. WQBA-F	10. WQBA-F	10. WQBA-F	10. WQBA-F	10. WQBA-F	10. WQBA-F	10. WQBA-F	10. WQBA-F	10. WQBA-F	10. WQBA-F	10. WQBA-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. WHYI-F	1. WHYI-F	1. WHYI-F	1. WHYI-F	1. WSHE-F	1. WHYI-F	1. WHYI-F	1. WAXY-F	1. WHYI-F
2. WINZ-F	2. WINZ-F	2. WINZ-F	2. WINZ-F	2. WQBA	2. WHYI-F	2. WSHE-F	2. WINZ-F	2. WHYI-F	2. WINZ-F
3. WAI A-F	3. WAI A-F	3. WAI A-F	3. WAXY-F	3. WQBA	3. WINZ-F	3. WAXY-F	3. WAXY-F	3. WEDR-F	3. WAXY-F
4. WEDR-F	4. WAXY-F	4. WAXY-F	4. WAI A-F	4. WLYF-F	4. WAXY-F	4. WINZ-F	4. WSHE-F	4. WINZ-F	4. WEDR-F
5. WSHE-F	5. WLVE-F	5. WQBA	5. WLVE-F	5. WAI A-F	5. WEDR-F	5. WEDR-F	5. WEDR-F	5. WSHE-F	5. WQBA
6. WQBA-F	6. WEDR-F	6. WLVE-F	6. WKQS-F	6. WAXY-F	6. WCKO-F	6. WLVE-F	6. WLVE-F	6. WAI A-F	6. WLYF-F
7. WEDR-F	7. WEDR-F	7. WEDR-F	7. WQBA	7. WWJF-F	7. WLVE-F	7. WAI A-F	7. WAI A-F	7. WLVE-F	7. WAXY-F
8. WQBA-F	8. WQBA-F	8. WQBA-F	8. WLYF-F	8. WSHE-F	8. WAI A-F	8. WQBA-F	8. WQBA	8. WQBA-F	8. WAI A-F
9. WQBA-F	9. WQBA-F	9. WQBA-F	9. WQBA-F	9. WQBA-F	9. WQBA-F	9. WQBA-F	9. WQBA-F	9. WQBA-F	9. WQBA-F
10. WQBA-F	10. WQBA-F	10. WQBA-F	10. WQBA-F	10. WQBA-F	10. WQBA-F	10. WQBA-F	10. WQBA-F	10. WQBA-F	10. WQBA-F



FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		809 (2)	809 (2)	16.8	WBSS 980 Pompano Beach .4/1.3
AOR		240 (2)	240 (2)	5.0	WCMQ 1220 1.5/2.4
AC/OLDIES/SOFT ROCK	19 (1)	625 (4)	644 (5)	13.4	WGBS 710 1.3/6.4
MOR/VARIETY	101 (1)	156 (1)	257 (2)	5.4	WMDM 1490 Pompano Beach .8/2.7
COUNTRY	82 (1)	142 (1)	224 (2)	4.7	WRBD 1470 Pompano Beach .9/2.3
BLACK/URBAN	87 (2)	173 (1)	260 (3)	5.4	WSUA 1260 1.4/3.9
BTFL MUSIC		408 (2)	408 (2)	8.5	WEAT-F 104.5 West Palm Beach .5/1.7
NEWS/TALK	563 (4)		563 (4)	11.7	WSBR 740 Boca Raton .4/1.5
NOSTALGIA	234 (3)		234 (3)	4.9	
RELIGION					
SPANISH	771 (5)	280 (2)	1051 (7)	21.9	
CLASSICAL		113 (1)	113 (1)	2.4	
UNKNOWN/OTHERS					
4803 (33)					

12+ ADI 1/4

RADIO STATIONS

AM STATIONS

WCMQ, 1220, 1 KW (DAYS)	, SPANISH	, \$ NA	(MMR)	Herb Dolgoff	5. WINZ
WGBS, 710, 50 KW (DA-2)	, NEWS/TALK	MBS, ABC-E, \$ NA	(Blair)	Dennis Collins	6. WAXY-F
WINZ, 940, 50 KW/25 KW (DA-2)	, NEWS/TALK	CBS, \$105.00*	(Katz)	Guy Gannett	7. WAIA-F
WIOD, 610, 10 KW (DA-2)	, TALK	ABC-I, NBC-T, \$ 85.00*	(Christal)	Cox	8. WEDR-F
WKAT, 1360, 10 KW/1 KW	, NOSTALGIA (Primetime), \$ 45.00	(P/W)		Howard Premer	9. WRHC
WLQY, 1320, 5 KW (DA-2)	, NOSTALGIA (Al Ham) ABC-D, \$ NA	(Selcom)	Sunshine	Jeff Greenhawt	10. WLVE-F
WMBM, 1490, 1 KW/250 W	, BLACK (TM)	, \$ NA	(Masla)	Dean Goodman	
WNWS, 790, 25 KW (DA-2)	, TALK	WSJ, \$ 81.25	(Regional)	Neil Rockoff	11. WSHE-F
WOCN, 1450, 1 KW/250 W	, SPANISH NEWS/TALK	, \$ NA	(Lotus)	Carlos Fernandez	12. WIOD
WQAM, 560, 5 KW/1 KW	, COUNTRY	NBC, \$ NM	(Blair)	Storz	13. WNWS
WQBA, 1140, 10 KW/5 KW (DA-2)	, SPANISH	, \$112.50	(Eastman)	Susquehanna	14. WKQS-F
WRBB, 1470, 5 KW/2.5 KW (DA-1), BLACK		NBN, \$ 39.00	(Heiss)	Robert Bell	15. WLVE-F
WRHC, 1550, 10 KW/500 W (DA-2)	, SPANISH NEWS/TALK	, \$ 65.00	(Selcom)	Salvadore Lew	
WSUA, 1260, 5 KW (DA-2)	, SPANISH BTFL MUS	, \$ 32.00	(Caballero)	Julio Rumbaut	12+ ADI CUME
WVCC, 1080, 50 KW/10 KW (DA-2)	, RELIGION/ETHNIC	, \$ NA	(----)	Statewide	Tony Lupo

FM STATIONS

WAIA-F, 97.3, 98 KW @ 790, AC	, \$ 80.00*	(Christal)	Cox	Joel Day	4. WINZ
WAXY-F, 105.9, 100 KW @ 1049, OLDIES/AC	ARKO, \$ 88.00*	(Republic)	RKO	Doug Donoho	5. WAIA-F
WCKQ-F, 102.7, 100 KW @ 345, AOR	ABC-C, \$ 63.00	(Weiss)		John O'Neill	6. WAXY-F
WCMQ-F, 92.1, 3 KW @ 300, SPANISH (Burk-Abr)	, \$ 65.00*	(MMR)		Herb Dolgoff	7. WQBA
WEDR-F, 99.1, 70 KW @ 175, BLACK	NBN, \$ 62.00*	(Stars)	Rivers	Jerry Rushin	8. WIOD
WEZI-F, 105.1, 100 KW @ 600, AC (Burk-Abr)	, \$ 56.00*	(MMR)	EZ	Chuck Goldmark	9. WNWS
WHYI-F, 100.7, 100 KW @ 1000, CHR (Burk-Abr)	ABC-C, \$150.00*	(Mc-Guild)	Metroplex	David Ross	10. WLVE-F
WINZ-F, 94.9, 100 KW @ 650, CHR	, \$125.00*	(Katz)	Guy Gannett	Stan Cohen	11. WSHE-F
WKQS-F, 99.9, 100 KW @ 930, COUNTRY	RKO II, \$ 65.00*	(Selcom)	Sunshine	Jeff Greenhawt	12. WQBA-F
WLYF-F, 101.5, 100 KW @ 813, BTFL MUS (Bonne)	, \$120.00*	(Blair)	Jeff-Pilot	Dennis Collins	13. WJZF-F
WQBA-F, 107.5, 100 KW @ 500, SPANISH CONTEMP	, \$ 63.00*	(Eastman)	Susquehanna	George Hyde	14. WKQS-F
WSHE-F, 103.5, 100 KW @ 600, AOR (Burk-Abr) Source, ABC-R, \$ 80.00*	(Eastman)		TK	Jo Davidman	15. WEZI-F
WTMI-F, 93.1, 100 KW @ 480, CLASSICAL	, \$ 53.00	(CMBS)		Sam Rosenblatt	
WVCC-F, 106.7, 100 KW @ 980, SOFT AC/BTFL (SRPX)	, \$ 57.00*	(HNWH)	Amaturo	James Butler	
WLVE-F, 93.9, 100 KW @ 650, AC/CONTEMP	CBS-R, \$ 68.00*	(Masla)		Dean Goodman	ADI FM SHARE:

60.89%

CALL LETTER CHANGES

WWWL-F to WLVE-F

FORMAT CHANGES

STATION SALES

MISCELLANEOUS COMMENTS

WTMI-F sold for \$2,150,000  
 WLVE-F sold to Jim Gilmore for \$10,500,000 (Blackburn)  
 WNWS sold by Sudbrink to Rockoff for \$5,900,000  
 WOCN sold for \$2,190,000

WINZ-F giving WHYI-F a great fight...If WLVE-F is worth almost 11 million then WHYI must be worth nearly 25 million...

MILWAUKEE

Arbitron Rank/Pop (12+): 25/1,308,800  
 CMA Rank/Pop: 24/1,572,000  
 NSA Rank/Pop: 30/1,399,400  
 ADI # 29  
 Average Person Rating: 17.5  
 Market TSL: 23.0 hours

Stations: 33/28  
 Diaries: 1646/795:1/54.4%  
 Sample Target: 1350  
 Standard Error: .487  
 % Below Line: 2.8  
 % Not Listed: 7.3

Est. 1983 Revenue: \$26,800,000  
 CSI: 14.3 Bil  
 CSI HH: 27.7 M  
 Retail \$: 7.2 Bil  
 Pop per Station: 46,743

12+	METRO	1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82
1.	WTMJ	338/14.7	12.5	12.6	8.4	8.1
2.	WEZW-F	185/ 8.1	7.6	8.4	8.7	6.6
3.	WQFM-F	165/ 7.2	8.5	6.3	5.5	6.5
4.	WKTI-F	161/ 7.0	6.9	6.5	4.7	4.1
5.	WOKY	140/ 6.1	6.5	6.4	6.7	6.6
6.	WLUM-F	126/ 5.5	6.2	4.7	5.9	5.1
7.	WMYX-F	116/ 5.1	3.8	4.3	4.6	4.7
8.	WISN	112/ 4.9	4.2	4.8	8.6	8.0
9.	WMIL-F	109/ 4.8	4.9	4.7	3.7	2.4
10.	WBCS-F	106/ 4.6	4.9	4.8	4.2	8.5
11.	WZUU-F	70/ 3.1	3.1	3.3	5.3	4.6
	WNOV	70/ 3.1	2.8	3.0	1.4	1.8
13.	WEMP	67/ 2.9	1.6	1.0	1.3	1.1
14.	WMGF-F	63/ 2.7	1.6	2.8	3.3	2.4
15.	WLZZ	42/ 1.8	2.2	2.0	1.6	2.8
16.	WFMR-F	41/ 1.8	2.1	1.8	1.2	1.1
17.	WBTT-F	31/ 1.4	1.7	3.2	4.1	5.6
18.						
19.						
20.						
21.						
22.						
23.						
24.						
25.						

12+	TSA	1/4/CUME
1.	WTMJ	397/4834
2.	WEZW-F	211/2238
3.	WQFM-F	203/2237
4.	WKTI-F	173/3142
5.	WMIL-F	173/2020
6.	WOKY	147/1810
7.	WMYX-F	136/2206
8.	WLUM-F	127/1962
9.	WISN	125/2390
10.	WBCS-F	116/1727
11.	WZUU-F	88/2145
12.	WNOV	70/ 848
	WEMP	70/1315
14.	WMGF-F	69/1405
15.	WRKR-F	52/1397
16.		
17.		
18.		
19.		
20.		
21.		
22.		
23.		
24.		
25.		

12+ METRO	CUME/	FAL	SPG
METRO	CUME RATING	83	83
1.	WTMJ	3868/29.6	29.9 31.5
2.	WKTI-F	2887/22.1	21.2 21.3
3.	WISN	2054/15.4	14.7 18.0
4.	WEZW-F	2000/15.3	15.9 16.5
5.	WMYX-F	1905/14.6	13.0 13.8
6.	WLUM-F	1839/14.1	12.2 8.9
7.	WQFM-F	1810/13.8	16.5 16.0
8.	WZUU-F	1803/13.8	12.2 14.2
9.	WOKY	1660/12.7	14.5 14.7
10.	WBCS-F	1569/12.0	13.1 12.6
11.	WMIL-F	1453/11.1	12.2 11.3
12.	WMGF-F	1243/ 9.5	7.0 8.3
13.	WEMP	1209/ 9.2	6.4 5.9
14.	WBTT-F	1077/ 8.2	8.6 13.6
15.	WRKR-F	1001/ 7.6	9.1 8.0
16.			
17.			
18.			
19.			
20.			
21.			
22.			
23.			
24.			
25.			

12+ FM SHARE (METRO): 57.45% (1222 of 2127) (SPG 83: 58.03%)

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. WKTI-F	1. WKTI-F	1. WTMJ	1. WTMJ	1. WTMJ	1. WTMJ	1. WTMJ	1. WTMJ	1. WTMJ
2.	WLUM-F	2. WQFM-F	2. WTMJ	2. WMYX-F	2. WEZW-F	2. WEZW-F	2. WKTI-F	2. WEZW-F	2. WQFM-F	2. WEZW-F
3.	WKTI-F	3. WMYX-F	3. WQFM-F	3. WBCS-F	3. WBCS-F	3. WOKY	3. WISN	3. WMYX-F	3. WQFM-F	3. WOKY
4.	WZUU-F	4. WLUM-F	4. WMYX-F	4. WKTI-F	4. WMYX-F	4. WBCS-F	4. WBCS-F+ 4. WOKY	4. WOKY	4. WKTI-F	4. WQFM-F
5.	WNOV	5. WTMJ	5. WLUM-F	WMIL-F	5. WMIL-F	5. WISN	5. WOKY	5. WISN	5. WLUM-F	5. WEZW-F
6.		6. WMGF-F	6. WMIL-F	6. WEZW-F	6. WKTI-F	6. WMIL-F	6. WEZW-F	6. WQFM-F	6. WKTI-F	6. WMIL-F
7.		7. WNOV	7. WBCS-F	7. WLUM-F	7. WISN	7.	7. WQFM-F	7. WKTI-F	7. WMYX-F	7. WLUM-F
8.		8. WZUU-F	8.	8. WISN	8.	8.	8.	8.	8. WMIL-F	8.
9.		9. WMIL-F	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.	WKTI-F	1. WKTI-F	1. WMYX-F	1. WMYX-F	1. WTMJ	1. WQFM-F	1. WQFM-F	1. WQFM-F	1. WTMJ
2.	WQFM-F	2. WMYX-F	2. WKTI-F	2. WLUM-F	2. WEZW-F	2. WKTI-F	2. WKTI-F	2. WKTI-F	2. WISN
3.	WMYX-F	3. WLUM-F	3. WLUM-F	3. WKTI-F	3. WMYX-F	3. WLUM-F	3. WTMJ	3. WTMJ	3. WQFM-F
4.	WLUM-F	4. WQFM-F	4. WEZW-F	4. WTMJ	4. WBCS-F	4. WMIL-F	4. WZUU-F	4. WMIL-F	4. WEMP
5.	WMGF-F	5. WMGF-F	5. WTMJ	5. WNOV	5. WLUM-F	5. WZUU-F	5. WMIL-F	5. WBCS-F	5. WMYX-F
6.		6. WNOV	6. WQFM-F	6. WMGF-F	6. WMIL-F	6. WNOV	6. WMYX-F	6. WEMP	6. WZUU-F
7.		7. WEZW-F	7. WMGF-F	7. WEZW-F	7. WMGF-F	7. WLUM-F	7. WISN	7.	7. WMYX-F
8.		8. WTMJ	8.	8. WOKY	8.	8.	8.	8.	8. WEZW-F
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	11 (1)	285 (4)	296 (5)	13.9	WANA 1590 West Allis .8/2.2
AOR		165 (1)	165 (1)	7.8	WBGS 1340 .4/3.0
AC/OLDIES/SOFT ROCK	67 (1)	179 (2)	246 (3)	11.6	WBKV 1470 West Bend .4/ .9
MOR/VARIETY	491 (4)		491 (40)	23.1	WBKV-F 92.5 West Bend .6/2.9
COUNTRY	76 (5)	219 (3)	295 (8)	13.9	WGLB+ 1560 Port Washington .4/ .9
BLACK/URBAN	88 (2)	126 (1)	214 (3)	10.1	WRJN 1400 Racine 1.1/2.6
BTFL MUSIC		199 (2)	199 (2)	9.4	WRKR-F 100.7 Racine 1.0/7.6
NEWS/TALK	22 (2)		22 (2)	1.0	WTKM-F+ 104.9 Hartford .4/1.8
NOSTALGIA	140 (1)		140 (1)	6.6	WYLO 540 Jackson .3/1.9
RELIGION	8 (1)		8 (1)	0.4	WBBM 780 Chicago .6/3.5
SPANISH					WGN 720 Chicago .7/3.3
CLASSICAL		41 (1)	41 (1)	1.9	WIND 560 Chicago .4/1.8
UNKNOWN/OTHERS	2 (1)	8 (1)	10 (2)	0.5	WLS 890 Chicago .5/3.4
			2127 (33)		WMAQ 670 Chicago .5/2.9

RADIO STATIONS

AM STATIONS

WAWA, 1590, 1 KW (DAYS,DA) , BLACK	SBN, \$ 17.00 (Weiss)	All-Pro		12+ ADI 1/4
WBGS, 1340, 1 KW/250 W , COUNTRY	CBS, \$ NA (Torbet)	Great Trails	Dick Holcomb	1. WTNJ
WEMP, 1250, 5 KW (DA-2) , OLDIES	ABC-E, \$ NA (Blair)	LIN	Jack Lee	2. WEZW-F
WISN, 1130, 50 KW/10 KW (DA-N), MOR/AC	ABC-I, \$ 77.50 (Katz)	Hearst	Lee Dolnick	3. WQFM-F
WLZZ, 1290, 5 KW (DA-2) , COUNTRY	RKO, \$ 40.00* (Eastman)	Malrite	Steve Schram	4. WKTI-F
WNOV, 860, 250 W (DAYS,DA) , BLACK	NBN, \$ 25.00 (----)		Jerrel Jones	5. WMIL-F
WOLY, 920, 5 KW/1 KW (DA-2) , NOST (Primetime)	CBS, \$ 61.00* (Republic)	Sundance	Mike Jorgenson	6. WOKY
WTNJ, 620, 5 KW (DA-N) , MOR	NBC,WSJ, \$125.00 (Christal)	Milw. Journal	Steve Smith	7. WLUM-F
WTLO, 540, 250 W (DAYS,DA) , RELIGION	SBN, \$ 18.00 (Radio Spot)	Universal	Paul Ploener (JACKSON)	8. WISN
				9. WZUU-F
				10. WZUV-F
				11. WOLY-F
				12. WNOV
				13. WMGF-F
				14. WMTT-F
				15. WZZZ

FM STATIONS

WBGS-F, 102.9, 50 KW @ 440, COUNTRY	ABC-D, \$ 65.00* (Torbet)	Great Trails	Dick Holcomb	12+ ADI CUME
WBTT-F, 97.3, 12 KW @ 920, CHR	ABC-R, \$ 59.00* (Katz)	Hearst	Lee Dolnick	1. WTNJ
WEZW-F, 103.7, 20 KW @ 840, BTFL MUS (SRP)	, \$ 70.50 (Mc-Guild)	Multimedia	Bob Lind	2. WKTI-F
WFRW-F, 98.3, 3 KW @ 280, CLASSICAL	, \$ 45.00 (CMBS)		Al Rogers-Aslakson	3. WISN
WKTI-F, 94.5, 16 KW @ 911, CHR	ABC-C, \$ 75.00* (Christal)	Milw Journal	Steve Smith	4. WEZW-F
WLUM-F, 102.1, 50 KW @ 500, BLACK	CBS-R, \$ 40.00* (Weiss)	All-Pro		5. WZUU-F
WMGF-F, 96.5, 22 KW @ 810, AC	, \$ 45.00* (MMR)	Josephson	Tom Joerres	6. WQFM-F
WMIL-F, 106.1, 13 KW @ 976, COUNTRY	, \$ 72.00 (Republic)	Sundance	Mike Jorgenson	7. WTKY-F
WTKY-F, 99.1, 50 KW @ 486, AC	, \$ 55.00* (Blair)	LIN	Jack Lee	8. WMIL-F
WQFM-F, 93.3, 14 KW @ 940, AOR	, \$ 80.00* (Selcom)	Shamrock Comm	Ralph Barnes	9. WLUM-F
WRRR-F, 100.7, 50 KW @ 500, CHR	ABC-C, \$ 37.50 (ROslin)	Bdcast Mng	Joel Thrope (RACINE)	10. WOKY
WZUU-F, 95.7, 34 KW @ 610, CHR	RKO, \$ 55.00* (Eastman)	Malrite	Steve Schram	11. WBGS-F
				12. WMGF-F
				13. WEMP
				14. WMTT-F
				15. WRRR-F

ADI FM SHARE:

57.20%

CALL LETTER CHANGES

WMTT becomes WTTT  
WLEW-F becomes WTTT-F

FORMAT CHANGES

WLZZ: from oldies to country  
WEMP: from nostalgia to oldies  
WZUU-F: from AC to CHR

STATION SALES

MISCELLANEOUS COMMENTS

Both Sebastian and Pollack claim WQFM as a client...

MINNEAPOLIS- ST. PAUL

Arbitron Rank/Pop (12+): 17/1,815,300  
 CNSA Rank/Pop: 17/2,194,000  
 MSA Rank/Pop: 13/2,178,000  
 ADI # 14  
 Average Person Rating: 17.2  
 Market TSL: 22.6 hours

Stations: 19/19  
 Diaries: 1788/1015:1/54.6%  
 Sample Target: 1610  
 Standard Error: .467  
 % Below Line: 0  
 % Not Listed: 10.7

Est. 1983 Revenue: \$44,300,000  
 CSI: 23.1 Bil  
 CSI HH: 28.3 M  
 Retail \$: 14.0 Bil  
 Pop per Station: 95,542

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. WCCO	595/19.1	20.6	20.6	20.5	20.0	16.2	1. WCCO 887/10284	1. WCCO 6848/37.7	44.4	40.4
2. KSTP-F	353/11.3	10.8	10.3	12.4	12.2	10.7	2. KSTP-F 438/ 5541	2. WL0L-F 5028/27.7	21.5	25.5
3. WL0L-F	352/11.3	7.9	11.0	9.7	10.0	10.7	3. WL0L-F 411/ 5839	3. KSTP-F 4432/24.4	25.4	26.4
4. WAYL-F	219/ 7.0	7.2	7.4	4.6	3.2	4.2	4. KQRS-F+ 273/ 4025	4. KDWB-F 3512/19.3	17.1	16.9
5. KQRS-F+	196/ 6.2	5.0	5.7	6.5	5.1	7.9	5. WAYL-F 258/ 3194	5. KQRS-F+ 3060/16.9	14.5	19.2
6. KEYE-F	184/ 5.9	6.7	6.5	4.8	4.1	7.7	6. KEYE-F 241/ 3026	6. WAYL-F 2729/15.0	14.5	15.0
7. KDWB-F	161/ 5.2	5.0	5.8	4.9	6.0	9.4	7. KDWB-F 195/ 4273	7. KEYE-F 2388/13.2	15.5	15.7
8. WLTE-F	120/ 3.8	6.0	3.2	3.8	4.4	4.8	8. WDGY 171/ 2878	8. KSTP 2353/13.0	12.8	12.5
9. WDGY	114/ 3.7	4.4	4.7	5.5	8.5	4.8	9. WLTE-F 147/ 2675	9. WLTE-F 2043/11.3	19.7	11.9
10. KSTP	110/ 3.5	4.2	3.8	4.1	3.1	3.3	10. KSTP 132/ 2613	10. WDGY 1923/10.6	11.1	13.1
11. KJJO-F	85/ 2.7	2.2	1.4	1.8	2.0	3.3	11. KJJO-F 88/ 1272	11. KDWB 1290/ 7.1	7.3	10.1
12. KTCZ-F	75/ 2.4	.5	.8	1.1	1.1	3.4	12. KTCZ-F 76/ 1082	12. KJJO-F 1209/ 6.7	6.3	5.1
13. KLBB	52/ 1.7	1.8	1.4	.7	.6	.6	13. KDWB 60/ 1863	13. KTCZ-F 1061/ 5.8	2.4	2.7
14. WUTC	47/ 1.5	1.3	1.4	2.1	2.3	.9	14. KLBB 52/ 623	14. WUTC 832/ 4.6	5.0	5.4
15. KDWB	44/ 1.4	1.2	1.8	1.6	2.0	.6	15. WUTC 51/ 992	15. WGBB-F 748/ 4.1	6.5	5.8
16. KTCJ	37/ 1.2	---	---	---	---	.2	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): 62.80% (1751 of 2788) (SPG 83: 59.51%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WL0L-F	1. WL0L-F	1. KSTP-F	1. KSTP-F	1. KSTP-F	1. WCCO	1. WCCO	1. WCCO	1. WCCO	1. WCCO	1. WCCO
2. KQRS-F+	2. KSTP-F	2. WL0L-F	2. WCCO	2. WCCO	2. WAYL-F	2. KSTP-F	2. KSTP-F	2. WL0L-F	2. WL0L-F	2. KSTP-F
3. KDWB-F	3. KQRS-F+	3. WCCO	3. KEYE-F	3. KEYE-F	3. KSTP-F	3. WL0L-F	3. WAYL-F	3. KSTP-F	3. KQRS-F	3. WL0L-F
4.	4. KDWB-F	4. KEYE-F	4. WL0L-F	4. WL0L-F	4. KEYE-F	4. WAYL-F	4. WL0L-F	4. WAYL-F	4. KSTP	4. WAYL-F
5.	5. WLTE-F	5. KQRS-F+	5. WAYL-F	5. WAYL-F	5. WDGY	5. KEYE-F	5. KEYE-F	5. KQRS-F+	5. KDWB-F	5. KEYE-F
6.	6. KJJO-F	6. WLTE-F	6. WLTE-F	6. WDGY	6. KSTP	6. KQRS-F+	6. KQRS-F+	6. KEYE-F	6. KSTP-F	6. WLTE-F
7.	7.	7. WAYL-F	7. WDGY	7. WLTE-F	7. WL0L-F	7. KDWB-F	7. WLTE-F	7. KDWB-F	7. KEYE-F	7. KDWB-F
8.	8.	8.	8.	8.	8.	8.	8. KDWB-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. WL0L-F	1. WL0L-F	1. KSTP-F	1. KSTP-F	1. KSTP-F	1. WL0L-F	1. WL0L-F	1. KSTP-F	1. KSTP-F	1. WCCO
2. KSTP-F	KSTP-F	2. WL0L-F	2. WL0L-F	2. WCCO	2. KQRS-F+	2. KSTP-F	2. WCCO	2. KTCZ-F	2. KSTP-F
3. KDWB-F	3. WLTE-F	3. WCCO	3. WLTE-F	3. KEYE-F	3. KJJO-F	3. KQRS-F+	3. WL0L-F	3. WL0L-F	3. KEYE-F
4. WLTE-F	4. KEYE-F	4. KEYE-F	4. WCCO	4. WL0L-F	4. KSTP-F	4. KJJO-F	4. KQRS-F	4. WCCO	4. WL0L-F
5. KQRS-F+	5. KDWB-F	5. WLTE-F	5. KEYE-F	5. WAYL-F	5. KDWB-F	5. KDWB-F	5. KJJO-F	5. KQRS-F+	5. WAYL-F
6. KEYE-F	6. KQRS-F+	6. WAYL-F	6. KTCZ-F	6. WLTE-F	6.	6. KTCZ-F	6. KEYE-F	6. KJJO-F	6. KSTP
7.	7.	7.	7.	7.	7.	7.	7. KDWB-F	7. KDWB-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	44 (1)	513 (2)	557 (3)	20.0	KGBB-F 101.9 Anoka .8/4.1
AOR	20 (1)	251 (2)	271 (3)	9.7	WLLE 1220 Stillwater .6/1.5
AC/OLDIES/SOFT ROCK	47 (1)	584 (4)	631 (5)	22.6	
MOR/VARIETY	595 (1)		595 (1)	21.3	
COUNTRY	114 (1)	184 (1)	298 (2)	10.7	
BLACK/URBAN	37 (1)		37 (1)	1.3	
BTFL MUSIC		219 (1)	219 (1)	7.9	
NEWS/TALK	110 (1)		110 (1)	3.9	
NOSTALGIA	70 (2)		70 (2)	2.5	
RELIGION					
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS					
2788 (19)					

RADIO STATIONS

AM STATIONS

KDWB, 630, 5 KW/500 W (DA-2), CHR				\$ 42.00* (Mc-Guild)		Louis Buron	12+ ADI 1/4
KKSS, 980, 5 KW (DA-1), MOR				\$ NA (Republic)	Entercom		1. WCCO
KLBB, 1400, 1 KW/250 W				NOSTALGIA (Al Ham) ABC-D, \$40.00* (Torbet)	Malrite	Gary Swartz	2. KSTP-F
KQRS, 1440, 5 KW/500 W (DA-N), AOR (Pollack)				\$ 20.00 (Torbet)	McKenna	Mike Henderson	3. WL0L-F
KRSI, 950, 1 KW (DA-2), COUNTRY				\$ NA (Eastman)	Park	Mike Waggoner	4. KQRS-F+
KSTP, 1500, 50 KW (DA-N), NEWS/TALK				NBC-T,ABC-T,ABC-I,WSJ, \$51.00* (Christal)	Hubbard	Scott Meir	5. WAYL-F
KTCJ, 690, 500 W (DAYS,DA), JAZZ ST				\$ NA (MMR)	Parker	John Parker	6. KEYE-F
WCCO, 830, 50 KW, MOR				CBS, \$215.00 (CBS Spot)		Clayt Kaufman	7. KDWB-F
WDGY, 1130, 50 KW/25 KW (DA-2), COUNTRY				NBC, \$ 75.00* (Blair)	Storz	Dale Weber	8. WDGY
WUTC, 1280, 5 KW (DA-N), OLDIES				MBS, \$ 24.00 (Masla)		Charles Loufek	9. WLTE-F
							10. KSTP
							11. KJJO-F
							12. KTCZ-F
							13. KDWB
							14. KLBB
							15. WUTC

FM STATIONS

KDWB-F, 101.3, 50 KW @ 822, CHR				\$ 80.00* (Mc-Guild)	Doubleday	Louis Buron	12+ ADI CUME
KEYE-F, 102.1, 50 KW @ 822, COUNTRY				\$ 74.00* (Katz)	Malrite	Gary Swartz	1. WCCO
KGBB-F, 107.9, 57 KW @ 400, AC (Transtar)				\$ 30.00 (Blair)	Sunbelt	Doug Brown	2. WL0L-F
KJJO-F, 104.1, 53 KW @ 260, OLDIES				ABC-E, \$ 40.00 (Eastman)	Park	Mike Waggoner	3. KSTP-F
KQRS-F, 92.5, 50 KW @ 822, AOR (Pollack)				ABC-R, \$ 76.00 (Torbet)	McKenna	Mike Henderson	4. KDWB-F
KSTP-F, 94.5, 100 KW @ 1240, AC				\$ 135.00* (Christal)	Hubbard	John Mayasich	5. KQRS-F+
KTCZ-F, 97.1, 50 KW @ 150, AOR				\$ NA (MMR)	Parker	John Parker	6. WAYL-F
WAYL-F, 93.7, 50 KW @ 822, BTFL MUS				RKO, \$ 68.00* (Republic)	Entercom	Peg Dempsey	7. KEYE-F
WL0L-F, 99.5, 50 KW @ 844, CHR				\$ 120.00* (HNWH)	Emmis	Doyle Rose	8. WDGY
WLTE-F, 102.9, 100 KW @ 1304, AC				\$ 93.25 (Selcom)		Paul Stagg	9. WLTE-F
							10. KSTP
							11. KDWB
							12. KJJO-F
							13. KTCZ-F
							14. WUTC
							15. KGBB-F

ADI FM SHARE:  
59.68%

CALL LETTER CHANGES

KTNW-F changed to KGBB-F  
KGLD changed to KQRS  
KTCR-F changed to KTCZ-F  
KTCR changed to KTCJ

FORMAT CHANGES

KQRS-AM: from oldies to AOR  
KTCJ: from country to jazz  
KTCZ-F: from country to AOR

STATION SALES

WDGY: From Storz to Malrite for \$3,500,000 (Blackburn)  
KLBB: From Malrite to BENI for \$500,000 (LaRue)

MISCELLANEOUS COMMENTS

WL0L is eating up KDWB in the CHR battle... for the first time ever WCCO has less than a 20 share...it's too bad Sunbelt put Transtar on KGBB-F; it was previously an excellent jazz station...

MOBILE

Arbitron Rank/Pop (12+): 83/373,800  
 CMSA Rank/Pop: NA  
 NSA Rank/Pop: 95/462,000  
 ADI # 61  
 Average Person Rating: 20.1  
 Market TSL: 26.4 hours

Stations: 22/18  
 Diaries: 866/432:1/40.9%  
 Sample Target: 750  
 Standard Error: .761  
 % Below Line: 3.2  
 % Not Listed: 4.5

Est 1983 Revenue: \$7,200,000  
 CSI: 3.5 Bil  
 CSI HI: 21.6 M  
 Retail \$: 2.1 Bil  
 Pop per Station: 20,767

12+ METRO	1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82	12+ TSA	1/4/CUME	12+ METRO	CUME/ RATING	FAL 83	SPG 83
1. WKSJ-F	139/18.5	20.0	22.6	17.2	18.7	1. WBLX-F	181/1483	1. WKSJ-F	1235/33.0	38.0	40.7
2. WBLX-F	132/17.6	16.1	18.5	17.8	18.6	2. WABB-F	168/2192	2. WABB-F	1217/32.6	25.2	26.2
3. WABB-F	99/13.2	8.2	6.9	10.2	9.5	3. WKSJ-F	161/1563	3. WKRG-F	1055/28.2	29.1	30.1
4. WGOK	70/ 9.3	8.5	8.6	10.6	9.6	4. WKRG-F	81/1799	4. WBLX-F	977/26.1	24.4	25.4
5. WKRG-F	50/ 6.7	7.6	9.9	10.7	12.1	5. WGOK	71/ 561	5. WGOK	541/14.5	15.1	13.7
6. WKRG	34/ 4.5	6.4	6.6	6.6	5.7	6. WJLQ-F	66/ 954	6. WKRG	417/11.2	13.3	15.7
7. WLPR-F	32/ 4.3	8.8	6.3	5.3	4.7	7. WQWV-F	65/ 740	7. WDLT-F	372/10.0	5.8	8.5
8. WDLT-F	27/ 3.6	2.4	2.4	1.9	2.5	8. WMEZ-F	55/ 608	8. WLPR-F	347/ 9.3	16.2	12.6
9. WMOB	23/ 3.1	1.9	---	---	.9	9. WKRG	35/ 440	9. WABB	246/ 6.6	7.9	8.0
10. WMOO	19/ 2.5	.9	1.1	2.7	.9	10. WLPR-F	34/ 424	10. WMML	234/ 6.3	9.4	8.9
11. WMML	15/ 2.0	4.9	2.9	3.5	3.7	11. WPMO-F	27/ 344	11. WMOO	219/ 5.9	2.6	4.1
12. WABB	13/ 1.7	1.9	1.4	1.2	1.8	WDLT-F	27/ 386	12. WMOB	183/ 4.9	4.0	---
13. WMAX	11/ 1.5	1.5	.8	.8	1.2	13. WMOB	24/ 200	13. WZEV-F	174/ 4.7	7.0	6.7
14.						14.		14.			
15.						15.		15.			

12+ FM SHARE (METRO): 71.37% (511 of 716) (SPG 83: 73.79%)

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. WBLX-F	1. WBLX-F	1. WBLX-F
2. WBLX-F	2. WABB-F	2. WKSJ-F	2. WBLX-F	2. WBLX-F	2. WBLX-F	2. WBLX-F	2. WBLX-F	2. WKSJ-F+	2. WABB-F	2. WKSJ-F
3. WKRG-F	3. WKSJ-F	3. WABB-F	3.	3. WABB-F	3. WGOK	3. WABB-F+	3. WABB-F	3. WABB-F	3. WKSJ-F	3. WABB-F
4.	4. WKRG-F	4. WKRG-F	4.	4. WGOK	4. WLPR-F	4.	4. WGOK	4.	4. WKRG-F	4. WKRG-F
5.	5. WGOK	5. WGOK	5.	5. WDLT-F	5. WMOB	5.	5.	5.	5.	5. WGOK

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. WBLX-F	1. WKSJ-F	1. WABB-F	1. WABB-F	1. WKSJ-F	1. WKSJ-F	1. WKSJ-F
2. WABB-F	2. WABB-F	2. WKSJ-F	2. WKSJ-F	2. WBLX-F	2. WBLX-F	2. WBLX-F	2. WBLX-F	2. WBLX-F	2. WBLX-F
3. WKRG-F	3. WKSJ-F	3. WABB-F	3. WABB-F	3. WGOK	3. WKRG-F	3. WKSJ-F	3. WABB-F	3. WABB-F	3. WABB-F
4. WKSJ-F	4. WKRG-F	4. WKRG-F	4.	4. WABB-F	4. WKSJ-F	4.	4.	4.	4. WGOK
5.	5. WGOK	5. WGOK	5.	5.	5.	5.	5.	5.	5. WDLT-F

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		154 (3)	154 (3)	21.5	WABF 1220 Fairhope .5/1.4
AOR		9 (1)	9 (1)	1.3	WBCA 1110 Bay Minette .3/1.4
AC/OLDIES/SOFT ROCK	24 (2)	27 (1)	51 (3)	7.1	WHEP 1310 Foley 1.2/2.2
NOR/VARIETY	49 (4)		49 (4)	6.8	WKSJ 1270 Prichard .7/3.5
COUNTRY	20 (2)	150 (3)	170 (5)	23.7	WZEV-F 92.1 Fairhope 1.2/4.7
BLACK/URBAN	70 (1)	132 (1)	202 (2)	28.2	WJLQ-F 100.7 Pensacola .7/3.0
BTFL MUSIC		39 (2)	39 (2)	5.4	WMEZ-F 94.1 Pensacola .9/1.3
NEWS/TALK					WQWV-F 107.3 Pensacola .7/1.3
NOSTALGIA					WPMO-F 99.1 Pascagoula, MS .8/2.3
RELIGION	19 (1)		19 (1)	2.7	
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS	23 (1)		23 (1)	3.2	
			716 (22)		

RADIO STATIONS

WABB, 1480, 5 KW (DA-N)	, OLDIES	RKO II, ABC-I, NBC-T, \$ NM (Eastman)	Bernard Dittman
WGOK, 900, 1 KW (DAYS, DA)	, BLACK	SBN, \$15.00 (Roslin)	Dickie Roberts
WKAG, 710, 1 KW/500 W (DA-N), MOR		CBS, MBS, \$ NM (Katz)	Rocky Reich
WKSJ, 1270, 5 KW (DAYS)	, COUNTRY (Klemm)	ABC-E, \$ NA (Blair)	Capitol-Johnson
WMOB, 1360, 5 KW (DA, DAYS)	, ?	, \$ NA (----)	
WMOO, 1550, 50 KW (DAYS, DA)	, RELIGION	, \$13.00 (----)	Beasley
WMML, 1410, 5 KW (DA-N)	, COUNTRY	NBC, \$17.00 (Lotus)	Mel Tillis
WMAX, 840, 1 KW (DAYS)	, OLDIES	ABC-I, \$16.00 (Bolton)	Ken Stewart
WABB-F, 97.5, 100 KW @ 1050, CHR/AOR		ABC-F, \$41.63 (Eastman)	Bernard Dittman
WBLX-F, 92.9, 63 KW @ 470, BLACK		RKO, \$60.50 (HNWH)	Larry Williams
WDLT-F, 98.3, 3 KW @ 300, AC (Churchill)		CBS-R, \$23.00 (Masla)	
WKRG-F, 99.9 100 KW @ 850, CHR		, \$55.00 (Katz)	Rocky Reich
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 (----)	Alan Bishop
WPMO-F, 99.1, 100 KW @ 350, COUNTRY		, \$ NA (Torbet)	(PASCAGOULA, MS)

MISCELLANEOUS COMMENTS

WMOB sold for \$350,000...WMAX and 42% of WLPR-F sold for an estimated \$1,600,000...WZEV-F sold by Central Texas for \$75,000 (Blackburn) WMOB channel 11...WKSJ channel 11...WJLQ channel 11...WMLL channel 11...WDLT channel from Country to AC...

MODESTO

Arbitron Rank/Pop (12+): 124/242,100  
 CNSA Rank/Pop: NA  
 MSA Rank/Pop: 143/285,000  
 Part of Sacramento ADI  
 Average Person Rating: 17.2  
 Market TSL: 23.3 hours

Stations: 23/11  
 Diaries: 549/441:1/44.1%  
 Sample Target: 570  
 Standard Error: .845  
 % Below Line: 31.0  
 % Not Listed: 9.4

Est 1983 Revenue: \$5,400,000  
 CSI: 2.8 Bil  
 CSI III: 27.2 M  
 Retail \$: 1.6 Bil  
 Pop per Station: 22,009

12+ METRO	1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82
1. KOSO-F	53/12.7	13.1	11.9	10.4	11.1
2. KBEE-F	51/12.2	8.8	12.1	12.4	10.6
3. KFIV-F	40/ 9.6	12.0	9.5	6.7	8.3
4. KHOP-F	36/ 8.6	7.2	9.5	6.7	9.1
5. KMIX-F	25/ 6.0	7.5	6.7	6.5	4.9
6. KCBS	23/ 5.5	4.8	4.1	2.8	5.1
7. KTRB	22/ 5.3	5.3	7.2	8.0	7.4
8. KNDR	20/ 4.8	3.5	4.4	3.4	4.0
9. KRAK	19/ 4.6	2.1	3.6	3.9	3.1
10. KROY-F	12/ 2.9	---	---	---	---
11.					
12.					
13.					
14.					
15.					

12+ TSA	1/4/CUME	12+ METRO	CUME/RATING	FAL 83	SPG 83
1. KHOP-F	81/1387	1. KOSO-F	697/28.8	24.5	25.7
2. KOSO-F	79/1044	2. KHOP-F	544/22.5	21.4	20.4
3. KBEE-F	75/ 765	3. KBEE-F	491/20.3	15.4	19.1
4. KCBS	73/ 818	4. KFIV-F	490/20.2	20.2	19.4
5. KRAK	67/ 726	5. KMIX-F	311/12.8	10.9	11.6
6. KNBR	65/ 886	6. KTRB	296/12.2	12.6	14.9
7. KFIV-F	52/ 649	7. KNDR	280/11.6	8.9	11.0
8. KTRB	44/ 560	8. KCBS	259/10.7	14.6	11.5
9. KMYT-F	38/ 357	9. KRAK	258/10.7	8.6	10.3
10. KFYE-F	37/ 450	10. KFRC	176/ 7.3	7.4	7.8
11.		11.			
12.		12.			
13.		13.			
14.		14.			
15.		15.			

12+ FM SHARE (METRO): 66.14% (250 of 378) (SPG 83: 67.63%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PND	12+ EVE	SAT MID
1. KHOP-F	1. KOSO-F	1. KOSO-F	1. KOSO-F	1. KBEE-F	1. KBEE-F	1. KOSO-F	1. KBEE-F	1. KBEE-F	1. KOSO-F	1. KHOP-F
2. KOSO-F	2. KFIV-F	2. KFIV-F	2. KBEE-F	2. KOSO-F	2. KOSO-F	2. KBEE-F	2. KOSO-F	2. KFIV-F	2. KBEE-F	2. KBEE-F
3. KFIV-F	3. KHOP-F	3. KBEE-F	3. KHOP-F	3. KMIX-F	3. K. KTRB	3. KTRB	3. KFIV-F	3. KFIV-F	3. KBEE-F	3. KFIV-F
4. 4. KMIX-F	4. KHOP-F	4. KHOP-F	4. KMIX-F	4. KHOP-F	4. KCBS	4. KCBS	4. KHOP-F	4. 4. KHOP-F	4. 4. KHOP-F	4. KOSO-F
5. 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. 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. KOSO-F
2. KHOP-F	2. KHOP-F	2. KBEE-F	2. KHOP-F	2. KOSO-F	2. 2.	2. KOSO-F	2. KOSO-F	2. KFIV-F	2. KBEE-F
3. KFIV-F	3. KFIV-F	3. KHOP-F	3. KMIX-F	3. KHOP-F	3. 3.	3.	3. KBEE-F	3. KHOP-F	3. KFIV-F
4. 4. KMIX-F	4. KMIX-F	4. KMIX-F	4. KMIX-F	4. KMIX-F	4. 4.	4.	4. KMIX-F	4. KMIX-F	4. KMIX-F
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	4 (1)	109 (4)	113 (5)	29.9	KAMB-F 101.5 2.2/4.8
AOR		40 (1)	40 (1)	10.6	KCEY 1390 Turlock 1.9/4.0
AC/OLDIES/SOFT ROCK	11 (2)	5 (1)	16 (3)	4.2	KHYV 970 1.7/3.4
MOR/VARIETY	27 (2)		27 (2)	7.1	KLOC 920 Ceres 1.2/3.9
COUNTRY	46 (3)	25 (1)	71 (4)	18.8	KZUN 1360 1.2/5.0
BLACK/URBAN					KFRC 610 San Francisco 1.0/7.3
BTFM MUSIC		62 (2)	62 (2)	16.4	KFYE-F 93.7 Fresno 1.2/4.6
NEWS/TALK	31 (3)		31 (3)	8.2	KGO 810 San Francisco .5/2.0
NOSTALGIA	5 (1)		5 (1)	1.3	KMJ 580 Fresno 1.2/4.0
RELIGION		9 (1)	9 (1)	2.4	KMYT-F 97.5 Merced 2.6/4.2
SPANISH	5 (1)		5 (1)	1.3	KSFO 560 San Francisco 1.2/1.9
CLASSICAL					KMG 1230 Stockton .7/2.2
UNKNOWN/OTHERS					KYBB-F 100.9 Tracy 1.9/7.0

378 (23)

RADIO STATIONS

KCEY, 1390, 5 KW (DA-2)	, OLDIES	MBS, \$20.25 (Christal)	(TURLOCK)	Bud McMurray
KHYV, 970, 1 KW (DA-2)	, AC	, \$10.00 (Mc-Guild)	John Price	Tom Ehrmann
KLOC, 920, 500 W/2.5 KW (DA-2), SPANISH		, \$14.00 (Lotus)	(CERES)	Mike Sturtevant
KTRB, 860, 10 KW/1 KW (DA-2), COUNTRY (Radio Arts)	ABC-E, \$22.00 (Blair)			Dave Jacob
KZUN, 1360, 5 KW/1 KW (DA-2), COUNTRY	RKO II, \$ NA (NMR)		Comm. Pacific	Gary Halladay
KBEE-F, 103.3, 11 KW @ 150, BTFM MUS (SRP)	, \$22.00 (Mc-Guild)		John Price	Tom Ehrmann
KFIV-F, 102.3, 3 KW @ 300, AOR	RKO, \$21.00* (NMR)		Comm. Pacific	Gary Halladay
KHOP-F, 104.1, 50 KW @ 499, CHR	ABC-C, \$22.00 (Blair)			Dave Jacob
KMIX-F, 98.3, 1.6 KW @ 390, COUNTRY	, \$20.25 (Christal)	(TURLOCK)		Bud McMurray
KOSO-F, 93.1, 3 KW @ 1790, CHR	APR, \$32.50 (Selcom)	Spacecom (PATTERSON)		Rick Eytcheson
KROI-F, 96.7, 3 KW @ 320, AOR	, \$16.00 (Selcom)	(MERCED)		Maurice Hill

Other ranked stations - See Sacramento or San Francisco

MISCELLANEOUS COMMENTS

KFIV changed calls to KZUN...Arbitron did not meet its sample target...

MONTGOMERY

Arbitron Rank/Pop (12+): 128/234,300  
 CMSA Rank/Pop: NA  
 NSA Rank/Pop: 143/285,000  
 ADI # 119  
 Average Person Rating: 18.6  
 Market TSL: 24.3 hours

Stations: 15/13  
 Diaries: 766/306:1/54.7%  
 Sample Target: 580  
 Standard Error: .768  
 % Below Line: 2.0  
 % Not Listed: 6.2

Est 1983 Revenue: \$5,500,000  
 CSI: 2.3 Bil  
 CSI HH: \$23,452  
 Retail #: 1.4 Bil  
 Pop per Station: 18,046

12+ METRO	1/4/SHARE	FAL 83	SPG 82	FAL 82	SPG 82
1. WLMI-F	81/18.5	---	24.8	---	23.5
2. WHHY-F	73/16.7	---	13.2	---	10.7
3. WQIM-F	53/12.1	---	10.8	---	12.1
4. WREZ-F	37/ 8.5	---	5.8	---	8.4
5. WXVI	35/ 8.0	---	9.6	---	13.5
6. WBAM-F	31/ 7.1	---	5.5	---	5.3
7. WZTN	26/ 5.9	---	1.7	---	---
8. WHHY	23/ 5.3	---	7.9	---	8.1
9. WCOV	16/ 3.7	---	5.3	---	3.0
10. WBAM	10/ 2.3	---	3.1	---	4.0
11.					
12.					
13.					
14.					
15.					

BIRCH SHARE
22.7
26.5
13.7
6.1
4.8
10.9
1.9
1.6
2.6
.6

12+ TSA 1/4/CUME
1. WLMI-F 145/1495
2. WHHY-F 118/1681
3. WQIM-F 59/ 637
4. WBAM-F 48/ 826
5. WREZ-F 42/ 450
6. WXVI 36/ 444
7. WZTN 32/ 235
8. WBAM 28/ 390
9. WHHY 24/ 476
10. WTLS 16/ 130
WCOV 16/ 280

12+ METRO CUME/ METRO CUME RATING	FAL 83	SPG 83
1. WHHY-F 981/41.8	---	37.8
2. WLMI-F 748/31.9	---	34.6
3. WQIM-F 550/23.4	---	23.8
4. WBAM-F 508/21.7	---	21.6
5. WHHY 444/18.9	---	23.5
6. WXVI 430/18.3	---	18.9
7. WREZ-F 363/15.5	---	11.6
8. WCOV 234/10.0	---	12.2
9. WZTN 171/ 7.3	---	3.0
10. WBAM 147/ 6.3	---	8.0
11.		
12.		
13.		
14.		
15.		

12+ FM SHARE (METRO): 69.02% (283 of 410) (SPG 83: 67.29%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WHHY-F	1. WHHY-F	1. WLMI-F	1. WLMI-F	1. WLMI-F	1. WLMI-F	1. WHHY-F+	1. WLMI-F	1. WLMI-F	1. WLMI-F	1. WLMI-F
2. WQIM-F	2. WQIM-F	2. WHHY-F	2. WHHY-F	2. WHHY-F	2. WREZ-F	2. WLMI-F	2. WHHY-F	2. WHHY-F	2. WXVI	2. WHHY-F
3. WLMI-F	3. WLMI-F	3. WQIM-F	3. WQIM-F	3. WQIM-F	3. WHHY-F	3. WQIM-F	3. WREZ-F	3. WQIM-F	3. WQIM-F	3. WQIM-F
4. WBAM-F	4. WBAM-F	4. WBAM-F	4. WBAM-F	4. WBAM-F	4. WHHY	4. WREZ-F	4. WXVI	4. WBAM-F	4. WHHY-F	4. WREZ-F
5.	5.	5.	5.	5.	5. WXVI	5.	WBAM-F	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. WHHY-F	1. WHHY-F	1. WLMI-F	1. WHHY-F	1. WLMI-F	1. WHHY-F	1. WHHY-F	1. WLMI-F	1. WQIM-F	1. WLMI-F
2. WQIM-F	2. WQIM-F	WHHY-F	2. WBAM-F	2. WHHY-F	2. WQIM-F	2. WQIM-F	WHHY-F	2. WHHY-F	2. WLMI-F
3. WLMI-F	3. WLMI-F	3. WQIM-F	3. WLMI-F	3. WBAM-F	3. WBAM-F	3. WBAM-F	3. WQIM-F	3. WLMI-F	WHHY-F
4.	4. WBAM-F	4.	4. WQIM-F	4. WBAM-F	4.	4. WLMI-F	4.	4. WBAM-F	4.
5.	5.	5.	5.	5. WXVI	5.	5.	5.	5.	5.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		104 (2)	104 (2)	25.4	WLSQ 950 Montgomery 1.6/5.3
AOR	7 (1)	5 (1)	12 (2)	2.9	WNGY 800 Montgomery .7/3.4
AC/OLDIES/SOFT ROCK	23 (1)		23 (1)	5.6	WTLN 1300 Tallassee 1.6/2.9
MOR/VARIETY					WAPI-F 94.5 Birmingham 1.1/2.9
COUNTRY	17 (2)	81 (1)	98 (3)	23.9	WBIL-F 95.9 Tuskegee .7/3.0
BLACK/URBAN	35 (1)	56 (2)	91 (3)	22.2	
BTLF MUSIC		37 (1)	37 (1)	9.0	
NEWS/TALK					
NOSTALGIA	16 (1)		16 (1)	3.9	
RELIGION	29 (2)		29 (2)	7.1	
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS					

410 (15)

RADIO STATIONS

WBAM, 740, 50 KW (DAYS,DA) , COUNTRY	NBC, \$15.00* (Torbet)	Bob Brennan
WCOV, 1170, 10 KW/1 KW (DA-2), NOSTALGIA	CBS, \$13.00 (----)	Karl Richards
WHHY, 1440, 5 KW/1 KW (DA-N), AC	ABC-C, \$24.00* (Mc-Guild)	Bob Robinson
WLSQ, 950, 1 KW (DA-N) , CONTEMP/AOR	Source, \$16.00 (Masla)	Gene Moorhead
WNGY, 800, 1 KW (DAYS) , RELIGION	, \$ 7.00 (----)	June Phelps
WXVI, 1600, 5 KW/1 KW (DA-N), BLACK	SBN, \$28.00 (HNNH)	Wes Attaway
WZTN, 1000, 5 KW (DAYS,DA) , RELIGION	, \$10.00 (----)	Tom Percer
WBAM-F, 93.9, 100 KW @ 730, CONTEMP/AC	, \$17.00* (Torbet)	Bob Brennan
WHHY-F, 101.9, 100 KW @ 1050, CHR	ABC-C, \$45.50 (Mc-Guild)	Bob Robinson
WIGC-F, 105.7, 100 KW @ 1854, COUNTRY	, \$14.00 (Bolton)	Osborn Henley
WLMI-F, 92.3, 100 KW @ 700, COUNTRY	RKO II, \$35.00 (HNNH)	Don Markwell
WQIM-F, 95.3, 3 KW @ 230, BLACK (Drake-Chen)	NBN, \$22.00 (Selcom)	W. Huntsberry
WREZ-F, 103.3, 28 KW @ 290, BTLF MUS (SRP)	MBS, \$21.00 (Masla)	Gene Moorhead



NASHVILLE

Arbitron Rank/Pop (12+): 44/751,900  
 CMSA Rank/Pop: 45/865,000  
 MSA Rank/Pop: 55/890,600  
 ADI # 21  
 Average Person Rating: 17.2  
 Market TSL: 23.0 hours

Stations: 23/23  
 Diaries: 1114/675:1/50.5%  
 Sample Target: 1020  
 Standard Error: .621  
 % Below Line: 0  
 % Not Listed: 7.0

Est. 1983 Revenue: \$17,900,000  
 CSI: 7.5 Bil  
 CSI HH: 23.3 M  
 Retail \$: 4.8 Bil  
 Pop per Station: 32,691

12+ METRO 1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82
1. WKDF-F	123/9.5	11.7	12.9	12.8
2. WZEF-F	115/8.9	10.8	7.9	10.2
3. WSM-F	114/8.8	13.0	8.2	4.1
4. WLAC-F	110/8.5	6.4	4.6	2.8
5. WQKQ-F	94/7.3	5.8	5.4	3.0
6. WSIX-F	93/7.2	6.8	7.4	10.0
7. WWKX-F**	92/7.1	8.0	9.5	9.0
8. WVOL	86/6.7	5.0	4.6	6.1
9. WSM	79/6.1	5.1	5.0	5.9
10. WQKQ-F	79/6.1	.5	.9	1.3
11. WAMB	44/3.4	3.4	1.4	1.5
12. WLAC	42/3.3	4.0	5.3	6.8
13. WYHY-F	34/2.6	3.6	6.4	4.9
14. WSIX	21/1.6	2.0	3.2	2.9

12+ TSA 1/4/CUME	FAL 83	SPG 83
1. WSM-F	261/2607	
2. WKDF-F	246/2818	
3. WWKX-F**	188/2853	
4. WLAC-F	173/2430	
5. WSIX-F	156/1845	
6. WZEF-F	156/1503	
7. WSM	133/2191	
8. WZKS-F	125/1923	
9. WQKQ-F	94/1058	
10. WVOL	86/ 922	
11. WAMB	48/ 325	
12. WLAC	48/ 830	
13. WYHY-F	44/ 928	
14. WSIX	23/ 591	

12+ METRO CUME/ METRO CUME RATING	FAL 83	SPG 83
1. WKDF-F	1649/21.9	23.9
2. WLAC-F	1549/20.6	15.3
3. WWKX-F**	1486/19.8	21.3
4. WSM-F	1324/17.6	19.6
5. WZKS-F	1191/15.8	3.3
6. WSIX-F	1179/15.7	15.5
7. WSM	1157/15.4	15.6
8. WZEF-F	1106/14.7	18.1
9. WQKQ-F	1034/13.8	10.5
10. WVOL	922/12.3	11.4
11. WYHY-F	736/ 9.8	10.1
12. WLAC	720/ 9.6	12.2
13. WSIX	506/ 6.7	7.6
14. WAMB	247/ 3.3	3.5

\*\* Station determined by Arbitron to have engaged in diary promotional announcements.

12+ FM SHARE (METRO): 72.55% (872 of 1202) (SPG 83: 70.76%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WKDF-F	1. WKDF-F	1. WLAC-F	1. WSM-F	1. WSM-F	1. WZEF-F	1. WSIX-F	1. WZEF-F	1. WKDF-F	1. WKDF-F	1. WSM-F
2. WZKS-F	2. WLAC-F	2. WKDF-F	2. WLAC-F	2. WZEF-F	2. WSM-F	2. WKDF-F	2. WLAC-F	2. WSM-F	2. WVOL	2. WKDF-F
3. WWKX-F	3. WWKX-F	3. WSM-F	3. WZEF-F	3. WLAC-F	3. WSIX-F	3. WSM-F	3. WSM-F	3. WQKQ-F	3. WQKQ-F	3. WWKX-F
4. WQKQ-F	4. WQKQ-F	4. WQKQ-F	4. WQKQ-F	4. WSIX-F	4. WSM	4. WSM	4. WKDF-F	4. WLAC-F	4. WZKS-F	4. WLAC-F
5. WSM-F	5. WSM-F	5. WWKX-F	5. WKDF-F	5. WQKQ-F	5. WQKQ-F	5. WZEF-F	5. WSIX-F	5. WZEF-F	5. WSIX-F	5. WZEF-F
6. WVOL	6. WZKS-F	6. WVOL	6. WWKX-F	6. WWKX-F	6. WVOL	6. WLAC-F	6. WWKX-F	6. WWKX-F	6. WZEF-F	6. WQKQ-F
7. WVOL	7. WVOL	7. WZKS-F	7. WSIX-F	7. WKDF-F	7. WLAC-F	7. WSM	7. WSM	7. WSM	7. WSM	7. WSM
8. WSM	8. WSM	8. WSM	8. WSM	8. WSM	8. WLAC	8. WSM	8. WSM	8. WSM	8. WSM	8. WSM
9. WSM	9. WSM	9. WSM	9. WSM	9. WSM	9. WSM	9. WSM	9. WSM	9. WSM	9. WSM	9. WSM
10. WSM	10. WSM	10. WSM	10. WSM	10. WSM	10. WSM	10. WSM	10. WSM	10. WSM	10. WSM	10. WSM

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. WWKX-F	2. WWKX-F	2. WSM-F	2. WSM-F	2. WLAC-F	2. WLAC-F	2. WLAC-F	2. WSM-F	2. WSM-F	2. WKDF-F
3. WVOL	3. WKDF-F	3. WQKQ-F	3. WQKQ-F	3. WSIX-F	3. WQKQ-F	3. WSM-F	3. WLAC-F	3. WWKX-F	3. WZEF-F
4. WLAC-F	4. WVOL	4. WWKX-F	4. WVOL	4. WZEF-F	4. WZKS-F	4. WZKS-F	4. WQKQ-F	4. WZKS-F	4. WQKQ-F
5. WQKQ-F	5. WQKQ-F	5. WVOL	5. WWKX-F	5. WQKQ-F	5. WQKQ-F	5. WQKQ-F	5. WWKX-F	5. WLAC-F	5. WSM
6. WZKS-F	6. WSM-F	6. WKDF-F	6. WKDF-F	6. WVOL	6. WWKX-F	6. WWKX-F	6. WZKS-F	6. WZKS-F	6. WWKX-F
7. WZKS-F	7. WSIX-F	7. WSM	7. WSM	7. WWKX-F	7. WSM	7. WSM	7. WSM	7. WSM	7. WLAC-F
8. WSM	8. WSM	8. WSM	8. WSM	8. WSM	8. WSM	8. WSM	8. WSM	8. WSM	8. WSIX-F
9. WSM	9. WSM	9. WSM	9. WSM	9. WSM	9. WSM	9. WSM	9. WSM	9. WSM	9. WSM
10. WSM	10. WSM	10. WSM	10. WSM	10. WSM	10. WSM	10. WSM	10. WSM	10. WSM	10. WSM

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP		171 (2)	171 (2)	14.2	WCOR	900	Lebanon	.6/ .8
AOR		123 (1)	123 (1)	10.2	WDBL-F	94.3	Springfield	.4/ .8
AC/OLDIES/SOFT ROCK	9 (1)	144 (2)	153 (3)	12.7	WGNS	1450	Murfreesboro	.5/1.6
MOR/VARIETY	6 (1)		6 (1)	0.5	WJRB	1430	Madison	.5/2.0
COUNTRY	119 (5)	220 (3)	339 (8)	28.2	WJKZ-F	100.1	Franklin	1.0/2.0
BLACK/URBAN	104 (2)	99 (2)	203 (4)	16.9	WKDA	1240		.7/2.8
BTFL MUSIC		115 (1)	115 (1)	9.6	WMDB	880		1.4/3.0
NEWS/TALK	42 (1)		42 (1)	3.5	WMTS	810	Murfreesboro	.3/1.0
NOSTALGIA	44 (1)		44 (1)	3.7	WNAH	1360		.5/1.4
RELIGION	6 (1)		6 (1)	0.5				
SPANISH								
CLASSICAL								
UNKNOWN/OTHERS								

1202 (23)

12+ ADI 1/4

RADIO STATIONS

AM STATIONS

WAMB, 1170, 25 KW (DAYS)	, NOSTALGIA	MBS, \$21.00 (Roslin)		S. Walker
WKDA, 1240, 1 KW/250 W	, OLDIES	ABC-I, \$ NA (Katz)		Bill Byram
WLAC, 1510, 50 KW (DA-N)	, NEWS/TALK	CBS,WSJ, \$63.00 (Blair)	Dick Sudbrink	Vic Rumore
WNAH, 1360, 1 KW (DAYS)	, RELIGION	, \$15.00 (----)		Van Irwin
WNQM, 1300, 5 KW (DA-N)	, ? ? ?	, \$ 8.00 (----)		
WSIX, 980, 5 KW (DA-N)	, CHR	ABC-I, \$ NM (Eastman)	Sky	Cecil Thomas
WSM, 650, 50 KW	, COUNTRY <u>ST</u>	NBC, \$75.00* (Christal)	Gaylord	Tom Cassetty
WVOL, 1470, 5 KW/1 KW (DA-2)	, BLACK	NBN, \$38.00* (Selcom)		Karen Howard
WVGM, 1560, 10 KW (DAYS,DA)	, RELIGION	, \$11.00 (----)		Faye Lindsay

FM STATIONS

WKDF-F, 103.3, 100 KW @ 1220	AOR (Burk-Abr)	ABC-R, \$90.00* (Katz)	Dick	Bill Byram
WJKZ-F, 100.1, 3 KW @ 600	COUNTRY	RKO II,CBS-R, \$33.50 (Weiss)	Jaco	
WLAC-F, 105.9, 100 KW @ 1229	AC/CONTEMP (Fairwest)	, \$84.00 (Blair)	Sudbrink	Vic Rumore
NQKQ-F, 92.1, 1.5 KW @ 430	URBAN	, \$ NA (Selcom)		Karen Howard
WSIX-F, 97.9, 100 KW @ 1145	COUNTRY	ABC-I, \$85.50 (Eastman)	Sky	Cecil Thomas
NSM-F, 95.5, 100 KW @ 1280	COUNTRY	, \$85.00* (Christal)	Gaylord	Tom Cassetty
WWKX-F, 104.5, 100 KW @ 1050	CHR	, \$60.00* (MMR)	(GALLATIN)	Ron Bledsoe
WYHY-F, 107.5, 100 KW @ 730	AC	, \$35.00* (Mc-Guild)	Sungroup (LEBANON)	Mike Slenski
WZEZ-F, 92.9, 100 KW @ 650	BTFL MUS (Bonne)	, \$63.00* (Torbet)	South Central	Harry Stephenson
WZKS-F, 96.3, 100 KW @ ? ?	CHR	, \$ ? ? (Masla)		Ron Kempff
WGGG-F, 95.1, 100 KW @ 385	COUNTRY/GOSPEL	, \$ 7.00 (Regional)	(GLASGOW,KY)	Clovis Sadler
WKOA-F, 100.3, 100 KW @ 602	CHR	, \$15.00 (----)	(HOPKINSVILLE,KY)	Sam Buchanan
WBGY-F, 93.3, 100 KW @ 750	CHR	, \$11.00 (----)	(TULLAHOMA)	

ADI FM SHARE:

75.56%

CALL LETTER CHANGES

WMAK-F changed to WQKQ-F  
WKOS-F changed to WZKS-F

FORMAT CHANGES

WKDA: from AOR to Oldies (June 4)  
WZKS-F: to CHR  
WLAC-F: from Contemp to AC  
WSIX: from Country to CHR

STATION SALES

WWKX-F: sold for \$6,500,000 (Chapman)  
WYHY-F: from Mooney to Sillerman for \$3,300,000 (est)

MISCELLANEOUS COMMENTS

WYHY had technical problems for 7 days (scattered) during survey period...  
WZKS-F flagged because of a TV spot which ran just prior to the survey period. The spot said "It's ratings time, and you'll be seeing a lot of commercials for radio stations..."

NASSAU-SUFFOLK (Long Island)

Arbitron Rank/Pop (12+): 12/2,223,100  
 CHSA Rank/Pop: NA  
 MSA Rank/Pop: 9/2,617,800  
 Part of New York ADI  
 Average Person Rating: 18.5  
 Market TSL: 24.0 hours

Stations: 37/12  
 Diaries: 1232/1804 :1/47.8%  
 Sample Target: 1200  
 Standard Error: .571  
 % Below Line: NA  
 % Not Listed: NA

Est 1983 Revenue: NA  
 CSI: 32.4 Bil  
 CSI HH: 38.2 M  
 Retail \$: 14.3 Bil  
 Pop per Station: NA

12+ METRO	1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82
1. WBLI-F	306/7.4	5.2	6.9	5.8	5.7
2. WALK-F+	203/5.0	4.1	4.3	4.5	2.0
3. WHLI	153/3.7	3.5	3.2	3.9	3.9
4. WBAB-F	120/3.2	3.8	2.7	3.2	3.6
5. WAPP-F	125/3.0	4.0	5.0	3.9	2.9
6. WCTO-F	110/2.7	2.0	1.4	2.3	1.5
7. WLIR-F	71/1.7	1.9	2.2	1.9	1.2
8. WGSB	52/1.3	1.6	2.0	1.2	1.8
9. WLIX	52/1.3	.5	---	---	1.3
10. WKJY-F	47/1.1	2.0	2.1	1.4	1.8
11. WGBB	30/ .7	.8	.6	1.0	.8
12. WRCN-F	26/ .6	.5	1.0	.9	.7
13.					
14.					
15.					

12+ METRO	CUME/ METRO	CUME RATING	FAL 83	SPG 83
1. WBLI-F	3151/14.2	12.1	15.3	
2. WAPP-F	2691/12.1	13.4	15.0	
3. WALK-F+	2273/10.2	9.2	8.4	
4. WBAB-F	2195/ 9.9	10.0	11.3	
5. WHLI	1346/ 6.1	5.9	6.1	
6. WLIR-F	1157/ 5.2	5.7	6.9	
7. WCTO-F	1001/ 4.5	5.8	5.1	
8. WKJY-F	647/ 2.9	3.8	4.5	
9. WGSB	617/ 2.8	3.1	3.9	
10. WGBB	615/ 2.8	2.4	3.3	
11. WRCN-F	572/ 2.6	3.1	3.1	
12. WLIX	430/ 1.9	.9	---	
13.				
14.				
15.				

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

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WAPP-F	1. WBLI-F	1. WBLI-F	1. WBLI-F	1. WBLI-F	1. WHLI	1. WALK-F+	1. WBLI-F	1. WBLI-F	1. WBLI-F	1. WBLI-F
2. WBLI-F	2. WBAB-F	2. WALK-F+	2. WALK-F+	2. WALK-F+	2. WALK-F+	2. WBLI-F	2. WALK-F	2. WALK-F+	2. WAPP-F	2. WALK-F+
3. WBAB-F	3. WAPP-F	3. WBAB-F	3. WBAB-F	3. WHLI	3. WBLI-F	3. WBAB-F	3. WCTO-F	3. WBAB-F	3. WBAB-F	3. WHLI
4. WLIR-F	4. WLIR-F	4. WAPP-F	4. WHLI	4. WBAB-F	4. WCTO-F	4. WAPP-F	4. WHLI	4. WCTO-F	4. WALK-F	4. WBAB-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. WBLI-F	1. WBLI-F	1. WBLI-F	1. WBLI-F	1. WBLI-F	1. WAPP-F	1. WBLI-F	1. WBLI-F	1. WBAB-F	1. WBLI-F
2.	2. WLIR-F	2. WALK-F+	2. WALK-F+	2. WALK-F+	2. WBLI-F	2. WBAB-F	2. WBLI-F	2. WBLI-F	2. WALK-F+
3.	3. WALK-F+	3. WHLI	3. WBAB-F	3. WHLI	3. WBAB-F	3. WAPP-F	3. WALK-F+	3. WAPP-F	3. WBAB-F
4.	4. WBAB-F	4. WLIR-F	4. WAPP-F	4. WCTO-F	4. WLIR-F	4.	4. WAPP-F	4. WALK-F+	4. WAPP-F
5.	5.	5.	5.	5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

MISCELLANEOUS COMMENTS

WHLI, WKJY-F sold by Bob Williams for \$5,275,000 (Schutz)... Best book in years for WBLI-F... WALK-F+ is solid and steady

WABC	770	New York	1.3/6.4
WBLS-F	107.5	New York	1.5/4.9
WCBS	880	New York	4.2/14.7
WCBS-F	101.1	New York	2.2/8.1
WEZN-F	99.9	Bridgeport, CT	1.2/2.9
WHN	1050	New York	2.9/9.2
WHTZ-F	100.3	New York	7.5/21.7
WINS	1010	New York	3.5/13.8
WKSS-F	95.7	Hartford	.3/1.0
WKTU-F	92.3	New York	1.3/5.0
WLTV-F	106.7	New York	2.0/6.0
WMCA	570	New York	.6/2.9
WNBC	660	New York	3.9/13.5
WNCN-F	104.3	New York	.9/3.1
WNEW	1130	New York	1.8/5.6
WNEW-F	102.7	New York	3.0/8.2
WOR	710	New York	3.0/11.4
WPAT	930	New York	.4/2.1
WPAT-F	93.1	New York	2.1/5.9
WPIX-F	101.9	New York	2.3/9.1
WPLJ-F	95.5	New York	4.3/14.5
WQXR-F+	96.3	New York	1.3/4.3
WRFN-F	105.1	New York	4.4/7.6
WRKS-F	98.7	New York	2.4/6.6
WYNY-F	97.1	New York	2.7/10.6

RADIO STATIONS

WGBB, 1240, 1 KW/250 W	, MOR	\$20.00*	(----)	Ron Gold
WGCI, 1290, 5 KW/1 KW (DA-2)	, MOR/TALK	\$27.00	(Masla)	Andrew Pettit
WGSB, 740, 25 KW (DAYS,DA)	, MOR	\$40.00*	(Mc-Guild)	Greater Media
WHLI, 1160, 10 KW (DAYS,DA)	, NOST (Al Ham)	\$67.00	(Weiss)	Williams
				Phil Stumbo
WLIM, 1580, 10 KW (DAYS,DA)	, MOR	\$26.00	(S. Katz)	Jack Ellsworth
WLIX, 540, 250 W (DAYS)	, RELIGION	\$20.00*	(----)	David Swanson
WNYG, 1440, 1 KW (DAYS)	, NOSTALGIA	\$30.00	(----)	Sol Horenstein
WALE-F+, 97.5, 4.5 KW @ 530, MOR		\$65.00	(Weiss)	Island
WBAB-F, 102.3, 2.3 KW @ 34.4, ADR		\$59.00*	(----)	Alan Beck
WBLI-F, 106.1, 10 KW @ 500, CHR		\$85.00	(Masla)	Tony Michaels
WCTO-F, 94.3, 3 KW @ 300, BTFL MUS		\$43.00*	(Mc-Guild)	Beck-Ross
WKJY-F, 98.3, 3 KW @ 300, BTFL MUS (Bonne)		\$57.00	(Weiss)	Greater Media
WLIR-F, 92.7, 3 KW @ 300, ADR		\$75.00	(Masla)	Dick Scholem
WRCN-F, 103.9, 3 KW @ 466, ADR (Pollack)		\$ NA	(Unirep)	Williams
WAPP-F	- See New York			Bob Williams
				Elton Spitzer
				Dick Adrian

NEW HAVEN

Arbitron Rank/Pop (12+): 85/358,400  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 105/419,000  
 ADI # 22 (with Hartford)  
 Average Person Rating: 17.7  
 Market TSL: 23.1 hours

Stations: 34/7  
 Diaries: 826/434:1/49.9%  
 Sample Target: 770  
 Standard Error: .705  
 % Below Line: 43.8  
 % Not Listed: 10.4

Est 1983 Revenue: \$8,000,000  
 CSI: 4.5 Bil  
 CSI HH: 29.9 M  
 Retail \$: 2.3 Bil  
 Pop per Station: 51,200

12+ METRO	1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82	12+ TSA	1/4/CUME	12+ METRO	CUME/	FAL 83	SPG 83
									METRO CUME RATING		
1. WELI	102/16.1	13.9	14.6	13.8	15.5	1. WKCI-F	197/2695	1. WELI	1099/30.7	28.1	33.6
2. WKCI-F	68/10.7	9.4	10.6	9.6	8.6	2. WEZN-F	168/1733	2. WKCI-F	1026/28.6	24.3	25.5
3. WAVZ	51/ 8.0	6.5	7.5	8.4	6.4	3. WICC	118/1806	3. WPLR-F	678/18.9	18.6	18.6
4. WPLR-F	43/ 6.8	7.5	6.1	6.0	7.1	4. WELI	112/1366	4. WDRC-F	577/16.1	12.6	13.8
5. WEZN-F	40/ 6.3	8.9	5.9	6.3	5.1	5. WPLR-F	111/1818	5. WCBS	513/14.3	13.3	15.1
6. WNHC	34/ 5.4	5.0	6.1	8.1	6.0	6. WTIC	98/1025	6. WAVZ	512/14.3	14.6	14.6
7. WCBS	26/ 4.1	2.9	4.8	4.6	4.9	7. WKSS-F	73/ 780	7. WNBC	484/13.5	16.5	12.7
8. WHCN-F	24/ 3.8	3.6	4.2	3.7	4.8	8. WDRC-F	68/1362	8. WEZN-F	468/13.1	13.5	13.4
9. WDRC-F	24/ 3.8	3.1	3.0	3.3	2.2	9. WNBC	64/1350	9. WNHC	398/11.1	9.6	11.0
10. WNBC	20/ 3.1	5.5	3.5	3.4	3.1	10. WCBS	63/1099	10. WHCN-F	397/11.1	10.7	11.0
11.						11.		11.			
12.						12.		12.			
13.						13.		13.			
14.						14.		14.			
15.						15.		15.			

12+ FM SHARE (METRO): 51.49% (293 of 569) (SPG 83: 53.44%)

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. WELI	1. WELI	1. WELI	1. WELI	1. WELI	1. WELI	1. WELI
2. WPLR-F	2. WPLR-F	2. WPLR-F	2. WELI	2. WKCI-F	2. WAVZ	2. WKCI-F	2. WKCI-F	2. WKCI-F	2. WPLR-F	2. WKCI-F
3. WNHC	3. WHCN-F	3. WELI	3. WPLR-F	3. WPLR-F	3. WEZN-F	3. WAVZ	3. WAVZ	3. WPLR-F	3. WKCI-F	3. WPLR-F
4. WHCN-F	4. WDRC-F	4. WNHC	4. WNBC	4. WNBC	4. WKCI-F	4. WCBS	4. WPLR-F+	4. WNHC	4. WNHC	4. WAVZ-F
5.	5.	5. WDRC-F	5. WNHC	5. WNHC	5. WNHC	5. WNHC	5. WEZN-F	5. WEZN-F	5. WAVZ	5. WNHC
6. WPLR-F										

WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54	WOM 18-24	WOM 18-34	WOM 18-49	WOM 25-34	WOM 25-54
1. WKCI-F	1. WKCI-F	1. WKCI-F	1. WKCI-F	1. WELI	1. WKCI-F	1. WKCI-F	1. WKCI-F	1. WKCI-F	1. WELI
2. WDRC-F	2. WPLR-F	2. WELI	2. WNBC	2. WKCI-F	2. WPLR-F	2. WPLR-F	2. WPLR-F	2. WPLR-F	2. WKCI-F
3. WNHC	3. WNBC	3. WNHC	3. WPLR-F	3. WNHC	3. WHCN-F	3. WHCN-F	3. WHCN-F	3. WNYZ-F	3. WPLR-F
4. WPLR-F	4. WDRC-F	4. WNBC	4. WELI	4. WNBC	4. WDRC-F	4. WNYZ-F	4. WDRC-F	4. WNBC	4. WNYZ-F
5.	5.	5. WPLR-F	5.	5. WAVZ	5.	5. WDRC-F	5.	5.	5. WCBS

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO	SHARE & CUME RATING
TOP 40/CHR/CONTEMP	20 (1)	98 (3)	118 (4)	20.7	WSCR	1220 Hamden 1.1/1.8
AOR		71 (3)	71 (3)	12.5	WYBC-F	94.3 New Haven 2.4/5.7
AC/OLDIES/SOFT ROCK		29 (4)	29 (4)	5.1	WADS	690 Ansonia .3/1.3
MOR/VARIETY	114 (4)	1 (1)	115 (5)	20.2	WCCC-F	106.9 Hartford .6/3.5
COUNTRY	14 (2)		14 (2)	2.5	WIOF-F	104.1 Waterbury 1.7/6.8
BLACK/URBAN	34 (1)	12 (2)	46 (3)	8.1	WKSS-F	95.7 Hartford 2.7/6.0
BTFL MUSIC		65 (3)	65 (3)	11.4	WRCH-F	100.5 New Britain 1.3/4.7
NEWS/TALK	41 (6)		41 (6)	7.2	WTIC	1080 Hartford 1.1/6.4
NOSTALGIA	53 (2)		53 (2)	9.3	WTIC-F	96.5 Hartford .9/4.6
RELIGION					WNYZ-F	92.5 Waterbury 2.2/9.6
SPANISH					WABC	770 New York .5/3.9
CLASSICAL		2 (1)	2 (1)	0.4	WALK-F+	97.5 Long Island .4/3.3
UNKNOWN/OTHERS		15 (1)	15 (1)	2.6	WBL-S-F	107.5 New York 1.3/4.7
			569 (34)		WCBS-F	101.1 New York .3/1.4

**MISCELLANEOUS COMMENTS**

WELI sold by Broad Street to Clear Channel for an estimated \$4,900,000 (Blackburn)...Best book in over 2 years for WELI... Good book for consultants in this market; all their stations were up...

**RADIO STATIONS**

STATION	POWER	TIME	PROGRAM	OWNER	LOCATION	CONTACT
WAVZ	1,300	10 KW	(DA-N)	NOSTALGIA (Al Ham)	ABC-I, WSJ	\$44.00* (Mc-Guild) Eastern Howard McAnany
WELI	960	5 KW	(DA-N)	MOR (Burk-Abr)		\$74.00 (Blair) Broad Street Stan Shields
WNHC	1,340	1 KW	/250 W	BLACK	SBN	\$20.00 (Savalli) Starr Peter Starr
WSCR	1,220	1 KW	(DAYS,DA)	COUNTRY		\$15.00 (Christal) Starr Peter Starr
WKCI-F	101.3	10 KW	@ 1070	CHR (Burk-Abr)		\$70.00* (Mc-Guild) Eastern Howard McAnany
WPLR-F	99.1	14 KW	@ 950	AOR/CHR		\$77.50 (Christal) Starr Peter Starr
WYBC-F	94.3	1 KW	@ 122	PROG/JAZZ/VARIETY	SBN	\$18.00 (Smith) Phred Duorak

Other ranked stations - See Hartford, Bridgeport or New York

NEW ORLEANS

Arbitron Rank/Pop (12+): 34/1,013,100  
 CMSA Rank/Pop: 27/1,300,000  
 MSA Rank/Pop: 32/1,299,300  
 ADI # 34  
 Average Person Rating: 18.1  
 Market TSL: 24.4 hours

Stations: 18/18  
 Diaries: 1770/572:1/43.2Z  
 Sample Target: 1500  
 Standard Error: .485  
 % Below Line: 0  
 % Not Listed: 6.6

Est. 1983 Revenue: \$22,300,000  
 CSI: 13.4 B11  
 CSI III: 28.6 M  
 Retail \$: 6.6 B11  
 Pop per Station: 56,283

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. WYLD-F	274/14.9	14.1	13.2	12.9	6.4	15.4	1. WYLD-F	303/2712	1. WEZB-F	3108/30.7		28.8	26.4
2. WEZB-F	214/11.7	12.5	9.2	8.6	8.6	17.6	2. WEZB-F	298/4255	2. WYLD-F	2288/22.6		19.5	20.2
3. WRNO-F	134/ 7.3	6.5	8.8	8.1	8.5	8.3	3. WRNO-F	182/2493	3. WQUE-F	2221/21.9		13.8	17.0
4. WBYU-F	129/ 7.0	5.7	8.2	7.0	5.9	6.7	4. WBYU-F	165/1809	4. WRNO-F	1791/17.7		17.7	18.4
5. WQUE-F	118/ 6.4	4.2	4.6	4.7	4.5	7.1	5. WNOE-F	156/2185	5. WWL	1502/14.8		18.4	14.9
6. WAJY-F	109/ 5.9	5.3	6.7	6.1	5.0	5.4	6. WQUE-F	143/2708	6. WAJY-F	1444/14.3		12.9	15.9
7. WLTS-F	106/ 5.8	7.1	8.8	8.8	12.9	4.7	7. WLTS-F	142/1963	7. WBYU-F	1397/13.8		13.7	14.5
8. WBOK	97/ 5.3	5.2	3.8	2.9	3.2	4.7	8. WWL	136/2222	8. WLTS-F	1373/13.6		15.0	20.7
9. WNOE-F	97/ 5.3	6.6	4.4	5.5	6.8	5.9	9. WAJY-F	127/1782	9. WNOE-F	1347/13.3		13.0	13.1
10. WWL	89/ 4.9	4.9	4.1	4.6	4.8	4.6	10. WTIX	105/1917	10. WTIX	1132/11.2		13.5	16.2
11. WSMB	65/ 3.5	4.2	3.9	2.7	3.7	3.8	11. WBOK	104/1067	11. WBOK	973/ 9.6		10.5	12.5
12. WTIX	63/ 3.4	3.7	3.7	5.9	5.6	2.9	12. WNOE	84/1229	12. WNOE	798/ 7.9		7.5	8.3
13. WRNO	62/ 3.4	3.7	3.4	3.0	2.6	2.0	13. WSMB	72/ 779	13. WYLD	739/ 7.3		10.0	10.7
14. WYAT	48/ 2.6	2.2	2.3	4.0	3.3	1.2	14. WYLD	64/ 944	14. WSMB	703/ 6.9		7.6	8.4
WYLD	48/ 2.6	2.6	2.5	2.5	3.2	1.0	15. WYAT	55/ 542	15. WYAT	463/ 4.6		3.0	5.2
16. WWIW	30/ 1.6	2.1	2.4	1.1	2.3	1.3	16.		16.				
17. WQUE	15/ .8	1.1	3.1	3.2	4.4	.9	17.		17.				
18. WSHO	14/ .8	1.6	.6	1.2	2.0	1.5	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): 68.98% (1181 of 1712) (SPG 83: 67.94%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PND	12+ EVE	SAT MID
1. WEZB-F	1. WYLD-F	1. WYLD-F	1. WYLD-F	1. WYLD-F	1. WBYU-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. WEZB-F	2. WEZB-F	2. WYLD-F	2. WEZB-F	2. WEZB-F	2. WEZB-F	2. WEZB-F	2. WEZB-F
3. WLTS-F	3. WRNO-F	3. WRNO-F	3. WAJY-F	3. WAJY-F	3. WAJY-F	3. WQUE-F	3. WBYU-F	3. WRNO-F	3. WRNO-F	3. WBYU-F
4. WRNO-F	4. WQUE-F	4. WQUE-F	4. WQUE-F	4. WNOE-F	4. WNOE-F	4. WWL	4. WAJY-F	4. WQUE-F	4. WLTS-F	4. WQUE-F
5. WQUE-F	5. WLTS-F	5. WAJY-F	5. WNOE-F	5. WQUE-F	5. WBOK	5. WRNO-F	5. WRNO-F	5. WAJY-F	5.	5. WRNO-F
6.	6.	6. WNOE-F	6. WRNO-F	6.	6. WWL	6. WBYU-F	6. WNOE-F	6. WBYU-F	6.	6. WLTS-F
7.	7.	7. WLTS-F	7.	7.	7.	7. WBOK	7. WQUE-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. WYLD-F	1. WYLD-F	1. WYLD-F	1. WYLD-F	1. WYLD-F	1. WRNO-F	1. WRNO-F	1. WYLD-F	1. WRNO-F	1. WYLD-F
2. WEZB-F	2. WEZB-F	2. WEZB-F	2. WEZB-F	2. WEZB-F	2. WYLD-F	2. WYLD-F	2. WRNO-F	2. WYLD-F	2. WRNO-F
3. WLTS-F	3. WQUE-F	3. WQUE-F	3. WQUE-F	3. WQUE-F	3. WEZB-F	3. WEZB-F	3. WEZB-F	3. WEZB-F	3. WRNO-F
4. WQUE-F	4. WAJY-F	4. WAJY-F	4. WAJY-F	4. WBYU-F	4. WLTS-F	4. WQUE-F	4. WNOE-F	4. WNOE-F	4. WEZB-F
5. WRNO-F	5. WRNO-F	5. WLTS-F	5. WLTS-F	5. WQUE-F	5. WQUE-F	5. WNOE-F	5. WQUE-F	5. WQUE-F	5. WAJY-F
6.	6.	6.	6. WRNO-F	6.	6.	6. WLTS-F	6. WAJY-F	6.	6. WWL
7.	7.	7.	7.	7.	7.	7.	7. WLTS-F	7.	7. WQUE-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	15 (1)	332 (2)	347 (3)	20.3	NONE
AOR		134 (1)	134 (1)	7.8	
AC/OLDIES/SOFT ROCK MOR/VARIETY	111 (2)		111 (2)	6.5	
		109 (1)	109 (1)	6.4	
COUNTRY	62 (1)	97 (1)	159 (2)	9.3	
BLACK/URBAN	145 (2)	380 (2)	525 (4)	30.7	
BTFL MUSIC		129 (1)	129 (1)	7.5	
NEWS/TALK	154 (2)		154 (2)	9.0	
NOSTALGIA	30 (1)		30 (1)	1.8	
RELIGION	14 (1)		14 (1)	0.8	
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS					
				1712 (18)	

RADIO STATIONS

AM STATIONS

STATION	POWER	WEEKS	TYPE	PROGRAM	ADVERTISING	PERSONNEL	CUME RATING
KGLA	1540	500 W	(DAYS)	SPANISH	\$ 10.00 (Caballero)	Alberto Carrillo	12+ ADI 1/4
WBOK	1230	1 KW/250 W		BLACK	SBN, \$ 29.00 (----)		1. WYLD-F
WNOE	1060	50 KW/5 KW	(DA-2)	COUNTRY	ABC-E, \$ 33.00* (Mc-Guild)	Noe Eric Anderson	2. WEZB-F
WQUE	1280	5 KW	(DA-1)	CHR	\$ 23.10 (Eastman)	Broad Street Phil Zachary	3. WRNO-F
WSHO	800	1 KW	(DAYS,DA)	RELIGION	APR, \$ 22.00 (----)	Cascade Larry Alford	4. WBYU-F
WSMB	1350	5 KW	(DA-N)	TALK	CNN, \$ 57.00 (Roslin)	Rosalie Lockhart	5. WNOE-F
WTIX	690	10 KW/5 KW	(DA-2)	AC	NBC, \$ 69.00 (Blair)	Price Comm David Gerard	6. WQUE-F
WVOG	600	1 KW	(DAYS)	RELIGION	\$ 10.00 (----)	Noe Fred Westenberger	7. WAJY-F
WNIW	1450	1 KW/250 W		NOSTALGIA	ABC-D, \$ 23.00 (P/W)	Cascade Seymour Smith	8. WLTS-F
WWL	870	50 KW	(DA-1)	NEWS/TALK	WSJ,CBS, \$126.50 (Katz)	Loyola Univ J. Early	9. WWL
WYAT	990	1 KW	(DAYS)	OLDIES	NBN, \$ 22.00* (Selcom)	Phase II Ed Muniz	10. WBOK
WYLD	940	10 KW/500 W	(DA-2)	URBAN	\$ 27.00* (HNWH)	Inter-Urban Jim Hutchinson	11. WTIX
							12. WNOE
							13. WSMB
							14. WYLD
							15. WYAT

FM STATIONS

STATION	FREQ	POWER	WEEKS	TYPE	PROGRAM	ADVERTISING	PERSONNEL	CUME RATING
WAJY-F	101.9	100 KW	@ 825	MOR/BTFL (SRPX)	\$ NM (Katz)	Loyola Univ J. Early	12+ ADI CUME	
WBYU-F	95.7	100 KW	@ 600	BTFL MUS (Bonne)	\$ 59.38 (Christal)	Swanson	1. WEZB-F	
WEZB-F	97.1	100 KW	@ 511	CHR (Burk-Abr)	RKO, \$ 90.00* (Blair)	EZ Bob Reich	2. WQUE-F	
WNOE-F	101.1	100 KW	@ 440	COUNTRY	ABC-E, \$ 59.00* (Mc-Guild)	Noe Eric Anderson	3. WYLD-F	
WQUE-F	93.3	100 KW	@ 512	AC	\$ 42.00 (Eastman)	Broad Street Bill Stoeffhaas	4. WRNO-F	
WRNO-F	99.5	100 KW	@ 500	AOR	ABC-F, \$ 66.00 (MMR)	Inter-Urban Otto Goessi	5. WNOE-F	
WYLD-F	98.5	100 KW	@ 480	URBAN	\$ 91.00 (HNWH)	Inter-Urban Jim Hutchinson	6. WWL	
WLTS-F	105.3	100 KW	@ 407	AC/URBAN**	CBS-R, \$ 55.00 (Selcom)	Phase II Ed Muniz	7. WBYU-F	
							8. WTIX	
							9. WAJY-F	
							10. WLTS-F	
							11. WNOE	
							12. WYLD	
							13. WSMB	
							14. WFMF-F	
							15.	

\*\* Station was Urban for most of rating period

ADI FM SHARE:

69.50%

CALL LETTER CHANGES

WAIL changed to WLTS (28 May 84)

FORMAT CHANGES

WAIL: from Urban to AC (June 1)

WQUE-F: from AC to CHR (after book)

STATION SALES

WTIX: from Storz to Price Comm for \$3,000,000 (Blackburn)

WQUE A/F: From Broad Street to Clear Channel for an estimated \$6,800,000 (Blackburn)

MISCELLANEOUS COMMENTS

NEW YORK

Arbitron Rank/Pop (12+): 1/13,489,600  
 CNSA Rank/Pop: 1/17,589,000  
 MSA Rank/Pop: 1/8,064,500  
 ADI # 1  
 Average Person Rating: 19.9  
 Market TSL: 25.8 hours

Stations: 43/42  
 Diaries: 5935/2273:1/43.4%  
 Sample Target: 4000  
 Standard Error: .316  
 % Below Line: 0.4  
 % Not Listed: 9.1

Est. 1983 Revenue: \$180,000,000  
 CSI: 92.1 Bil  
 CSI III: 27.1 M  
 Retail \$: 44.8 Bil  
 Pop per Station: 321,180

12+ METRO	1/4/SHARE	WIN 84	FAL 83	SUM 83	SPG 83	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/METRO CUME RATING	FAL 83	SPG 83
1. WHTZ-F	1939/7.2	5.5	6.2	2.0	.9	9.6	1. WHTZ-F 1996/28902	1. WHTZ-F 27958/20.7	16.6	3.2
2. WRKS-F	1366/5.1	5.6	4.8	5.3	4.5	5.0	2. WRKS-F 1411/17553	2. WINS 23841/17.7	18.3	19.1
3. WINS	1234/4.6	4.6	4.5	4.4	4.8	4.3	3. WINS 1253/24570	3. WPLJ-F 22014/16.3	14.2	13.6
4. WPLJ-F	1188/4.4	4.1	3.5	4.0	4.1	5.0	4. WPLJ-F 1244/23512	4. WCBS 18844/14.0	14.7	16.9
5. WOR	1123/4.2	4.9	5.1	4.9	5.2	7.6	5. WOR 1241/17053	5. WKTU-F 17302/12.8	12.6	14.3
6. WRFM-F	991/3.7	3.8	3.7	3.8	4.9	1.8	6. WCBS 1112/21903	6. WRKS-F 16777/12.4	12.0	12.9
7. WPAT-F	974/3.6	4.0	3.3	3.1	3.8	1.9	7. WNBC 1028/20415	7. WNBC 16280/12.1	12.2	14.1
8. WCBS	962/3.6	4.6	3.8	4.5	4.3	2.4	8. WPAT-F 1026/13623	8. WOR 15409/11.4	12.2	12.6
9. WKTU-F	881/3.3	4.0	3.5	4.9	4.9	5.0	9. WRFM-F 1018/11655	9. WYNY-F 15317/11.4	12.3	14.1
10. WCBS-F	878/3.3	2.7	2.7	3.2	3.0	3.4	10. WKTU-F 913/17897	10. WABC 12524/11.3	10.1	12.2
11. WNEW	832/3.1	2.9	2.9	2.9	2.9	1.9	11. WCBS-F 906/14826	11. WCBS-F 14143/10.5	8.8	10.8
12. WNEW-F	824/3.1	2.6	2.3	2.1	2.1	3.8	12. WHN 903/14143	12. WPIX-F 13965/10.4	10.6	11.8
13. WNBC	806/3.0	2.9	3.0	3.6	3.1	2.7	13. WNEW 887/10809	13. WAPP-F 13629/10.1	11.5	10.3
14. WHN	776/2.9	2.3	1.9	2.8	2.4	2.6	14. WNEW-F 856/12217	14. WBSL-F 12963/ 9.6	10.5	13.0
WAPP-F	776/2.9	3.3	3.2	3.4	2.8	3.8	15. WAPP-F 824/14559	15. WPAT-F 12748/ 9.5	10.2	10.4
16. WPIX-F	715/2.7	2.9	3.4	3.5	3.6	2.4	16. WABC 779/17197	16. WHN 12102/ 9.0	7.0	8.8
17. WYNY-F	695/2.6	2.9	3.6	3.9	4.6	1.5	17. WPIX-F 733/14621	17. WNEW-F 11602/ 8.6	7.9	7.1
18. WABC	694/2.6	2.2	2.3	3.0	2.9	2.7	18. WYNY-F 724/16310	18. WRFM-F 11019/ 8.2	9.1	10.0
19. WBSL-F	693/2.6	3.7	3.3	4.7	5.2	2.7	19. WBSL-F 722/13614	19. WNEW 9928/ 7.4	7.8	7.0
20. WLTW-F	649/2.4	1.6	2.0	2.3	1.9	1.2	20. WLTW-F 674/ 9997	20. WLTW-F 9531/ 7.1	5.8	6.1
21. WADO	624/2.3	1.5	3.2	2.0	2.1	3.1	21. WADO 625/ 5093	21. WPAT 6906/ 5.1	5.5	6.8
22. WSKQ	552/2.1	1.2	.8	---	---	1.9	22. WSKQ 552/ 3746	22. WQXR-F 6102/ 4.5	5.2	5.8
23. WJIT	481/1.8	1.0	1.3	1.7	1.2	1.5	23. WJIT 481/ 3181	23. WMCA 6096/ 4.5	5.2	5.9
24. WPAT	442/1.6	1.5	1.3	1.8	2.2	.8	24. WPAT 448/ 7171	24. WADO 5061/ 3.8	5.2	3.4
25. WMCA	407/1.5	1.5	1.6	1.5	2.0	1.9	25. WMCA 441/ 6624	25. WNCN-F 4692/ 3.5	3.9	4.0

12+ FM SHARE (METRO): 58.73% (14319 of 24382) (SPG 83: 59.17%)

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. WHTZ-F	1. WHTZ-F	1. WRFM-F	1. WINS	1. WHTZ-F	1. WHTZ-F	1. WHTZ-F	1. WHTZ-F
2. WRKS-F	2. WPLJ-F	2. WPLJ-F	2. WPLJ-F	2. WPLJ-F	2. WINS	2. WHTZ-F	2. WRFM-F	2. WRKS-F	2. WRKS-F	2. WRKS-F
3. WAPP-F	3. WRKS-F	3. WRKS-F	3. WRKS-F	3. WPLJ-F	3. WNBC	3. WOR	3. WBSL-F	3. WPLJ-F	3. WPLJ-F	3. WOR
4. WPLJ-F	4. WNEW-F	4. WNEW-F	4. WNBC	4. WPLJ-F	4. WPAT-F	4. WOR	4. WPLJ-F	4. WPAT-F	4. WOR	4. WPLJ-F
5. WKTU-F	5. WKTU-F	5. WBSL-F	5. WRKS-F	5. WINS	5. WNEW	5. WNBC	5. WBSL-F	5. WNBC	5. WABC	5. WBSL-F
6. WNEW-F	6. WAPP-F	6. WNBC	6. WPIX-F	6. WRKS-F	6. WBSL-F	6. WRKS-F	6. WRKS-F	6. WRFM-F	6. WAPP-F	6. WKTU-F
7. WBSL-F	7. WBSL-F	7. WKTU-F	7. WYNY-F	7. WPIX-F	7. WBSL-F	7. WPLJ-F	7. WNEW	7. WKTU-F	7. WBSL-F	7. WPAT-F
8.	8. WYNY-F	8. WPIX-F	8. WLTW-F	8. WYNY-F	8. WHN	8. WRFM-F	8. WHN	8. WNEW-F	8. WKTU-F	8. WRFM-F
9.	9. WPIX-F	9. WYNY-F	9. WNEW-F	9. WPAT-F	9. WADO	9. WPAT-F	9. WINS	9. WNEW	9. WPAT-F	9. WNEW-F
10.	10. WNBC	10. WBSL-F	10. WINS	10. WLTW-F	10. WHTZ-F	10. WNEW	10. WNEW-F	10. WAPP-F	10. WNEW-F	10. WBSL-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. WPLJ-F	1. WHTZ-F	1. WHTZ-F	1. WHTZ-F	1. WHTZ-F	1. WHTZ-F	1. WNEW-F	1. WHTZ-F	1. WNEW-F	1. WHTZ-F
2. WHTZ-F	2. WPLJ-F	2. WPLJ-F	2. WPLJ-F	2. WPLJ-F	2. WRKS-F	2. WHTZ-F	2. WNEW-F	2. WHTZ-F	2. WNBC
3. WRKS-F	3. WRKS-F	3. WRKS-F	3. WSKQ	3. WPIX-F	3. WNEW-F	3. WRKS-F	3. WRKS-F	3. WPLJ-F	3. WBSL-F
4. WKTU-F	4. WKTU-F	4. WPIX	4. WPIX-F	4. WSKQ	4. WAPP-F	4. WPLJ-F	4. WBSL-F	4. WNBC	4. WNEW-F
5. WAPP-F	5. WPIX-F	5. WKTU-F	5. WRKS-F	5. WYNY-F	5. WPLJ-F	5. WAPP-F	5. WNBC	5. WAPP-F	5. WHN
6. WNEW-F	6. WYNY-F	6. WYNY-F	6. WYNY-F	6. WRKS-F	6. WBSL-F	6. WNBC	6. WPLJ-F	6. WBSL-F	6. WPLJ-F
7. WBSL-F	7. WSKQ	7. WKTU-F	7. WKTU-F	7. WINS	7. WKTU-F	7. WBSL-F	7. WAPP-F	7. WKTU-F	7. WINS
8. WPIX-F	8. WBSL-F	8. WBSL-F	8. WBSL-F	8. WLTW-F	8. WBSL-F	8. WBSL-F	8. WBSL-F	8. WYNY-F	8. WRKS-F
9. WYNY-F	9. WNEW-F	9. WSKQ	9. WLTW-F	9. WBSL-F	9. WBSL-F	9. WKTU-F	9. WKTU-F	9. WBSL-F	9. WPAT-F
10. WLTW-F	10. WAPP-F	10. WBSL-F	10. WBSL-F	10. WPAT-F	10. WNBC	10. WYNY-F	10. WYNY-F	10. WRKS-F	10. WBSL-F

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP	806 (1)	3441 (3)	4247 (4)	17.4	WALK-F+ 97.5 Patchogue .8/1.9
AOR		1904 (4)	1904 (4)	7.8	WBAB-F 102.3 Babylon .5/1.9
AC/OLDIES/SOFT ROCK		2937 (4)	2937 (4)	12.0	WBLL-F 106.1 Patchogue 1.2/2.5
MOR/VARIETY	113 (2)	187 (1)	300 (3)	1.2	WCTC 1450 New Brunswick .3/ .9
COUNTRY	776 (1)		776 (1)	3.2	WCTO-F 94.3 Smithtown .4/ .8
BLACK/URBAN	667 (3)	2940 (3)	3607 (6)	14.8	WFME-F 94.7 Newark .3/1.1
BTFL MUSIC	442 (1)	2282 (5)	2724 (6)	11.2	WHLI 1100 Hempstead .7/4.1
NEWS/TALK	4420 (5)		4420 (5)	18.1	WHUD-F 100.7 Peekskill .4/1.1
NOSTALGIA	1027 (2)		1027 (2)	4.2	WLIB 1190 New York .9/2.0
RELIGION	116 (1)	82 (1)	198 (2)	0.8	WLIR-F 92.7 Garden City .6/1.8
SPANISH	1657 (3)		1657 (3)	6.8	WNCN-F 104.3 New York 1.0/3.5
CLASSICAL	39 (1)	546 (2)	585 (3)	2.4	WNJR 1430 Newark .8/1.9
UNKNOWN/OTHERS					WQXR-F+ 96.3 New York 1.1/4.5
			24382 (43)		WWDJ 970 Hackensack .4/1.1
					WWRW 1600 New York .8/2.2
					WEZN-F 99.9 Bridgeport, CT .4/1.0

RADIO STATIONS

WABC, 770, 50 KW	, TALK	ABC-I, \$180.00*	(Blair)	ABC	Jim Haviland	12+ ADI 1/4
WADO, 1280, 5 KW (DA-1)	, SPANISH	, \$ 98.75	(----)		Nelson Lavergne	1. WHITZ-F
WCBS, 880, 50 KW	, NEWS	CBS, \$375.00	(CBS Spot)	CBS	Jim McQuade	2. WRKS-F
WHN, 1050, 50 KW (DA-1)	, COUNTRY	MBS, \$240.00*	(Selcom)	Mutual	Brian Moors	3. WINS
WINS, 1010, 50 KW (DA-1)	, NEWS	ABC-D, \$330.00*	(Group W)	Westinghou	John Waugaman	4. WPLJ-F
WJIT, 1480, 5 KW (DA-2)	, SPANISH	, \$107.50	(Caballero)	Infinity	Mel Karmazin	5. WOR
WLIB, 1190, 10 KW (DA,DAYS)	, BLACK NEWS/TALK	SBN, \$55.00	(Mc-Guild)	Inner City	Charles Warfield	6. WCBS
WNCA, 570, 5 KW (DA-1)	, TALK WSJ, APR, NBC-T,	\$125.00*	(Roslin)		Ellen Straus	7. WPAT-F
WNBC, 660, 50 KW	, CONTEMP/AC	NBC, \$452.50	(HNWH)	NBC	Randy Bongarten	8. WRFM-F
WNEW, 1130, 50 KW (DA-N)	, NOSTALGIA	, \$198.00	(Katz)	Metromedia	Liekie Callahan	9. WNBC
WOR, 710, 50 KW (DA-1)	, TALK ABC-E, RKO II,	\$220.00	(Republic)	RKO	Lee Simonson	10. WKTU-F
WPAT, 930, 5 KW (DA-2)	, BTFL MUS	, \$220.00	(Christal)	Cap Cities	Fred Weinhaus	11. WCBS-F
WSKQ, 620, 5 KW (DA-2)	, SPANISH	, \$ 85.00	(Caballero)			12. WNEW
WWDJ, 970, 5 KW (DA-2)	, RELIGION	, \$ 40.00	(----)		Joe Battaglia	13. WHN
WWRW, 1600, 5 KW (DA-2)	, GOSPEL/BLACK	NBN, \$ 93.13	(Weiss)	Unity	Vince Sanders	14. WNEW-F
						15. WAPP-F
WAPP-F, 103.5, 5.8 KW @ 1390, AOR		, \$225.00*	(MMR)	Doubleday	Pat McNally	12+ ADI CUME
WBLS-F, 107.5, 5.4 KW @ 1241, BLACK		ABC-F, SBN, \$356.88	(Mc-Guild)	Inner City	Charles Warfield	1. WHITZ-F
WCBS-F, 101.1, 7.3 KW @ 1300, OLDIES/AC		CBS-R, \$297.50	(CBS/FM)	CBS	Nancy Widman	2. WINS
WFME-F, 94.7, 36 KW @ 580, RELIGION		, \$ NA	(----)	Family	Art Thompson	3. WPLJ-F
WHITZ-F, 100.3, 7.8 KW @ 1220, CHR		, \$280.00*	(Eastman)	MaRITE	Dean Thacker	4. WCBS
WHUD-F, 100.7, 50 KW @ 500, BTFL MUS (Bonne)		, \$ 45.00	(Masla)			5. WNBC
WKTU-F, 92.3, 5.4 KW @ 1200, URBAN		, \$316.88	(Torbet)	Infinity	Mel Karmazin	(PEEKSKILL) 6. WKTU-F
WLTW-F, 106.7, 7.6 KW @ 1220, SOFT AC		, \$133.75	(Weiss)	Viacom	George Wolfson	7. WRKS-F
WNCN-F, 104.3, 7.6 KW @ 1220, CLASSICAL		WSJ, \$ 95.00	(Weiss)	GAF	Matt Field	8. WABC
WNEW-F, 102.7, 5.9 KW @ 1360, AOR		Source, \$206.88	(Katz)	Metromedia	Mike Koyiannis	9. WOR
WPAT-F, 93.1, 5.3 KW @ 1420, BTFL MUS		, \$220.00	(Christal)	Cap Cities	Fred Weinhaus	10. WYNY-F
WPIX-F, 101.9, 5.4 KW @ 1228, AC		, \$225.00*	(Christal)	Tribune Co.		11. WCBS-F
WPLJ-F, 95.5, 7.2 KW @ 1270, CHR		ABC-R, \$245.00*	(Blair)	ABC	Joe Parish	12. WAPP-F
WQXR-F, 96.3, 7.8 KW @ 1220, CLASSICAL		, \$147.50	(Mc-Guild)	NY Times	Warren Bodow	13. WPIX-F
WRFM-F, 105.1, 7.8 KW @ 1220, BTFL MUS (Bonne)		, \$200.00	(Torbet)	Bonneville	Mark Bench	14. WHN
WRKS-F, 98.7, 7.8 KW @ 1250, URBAN		RKO, \$230.00*	(Republic)	RKO	Barry Mayo	15. WPAT-F
WYNY-F, 97.1, 7.2 KW @ 1300, AC		, \$280.00*	(HNWH)	NBC	Harry Durands	
						ADI FM SHARE:
						58.62%

CALL LETTER CHANGES

WKHK-F becomes WLTW-F

FORMAT CHANGES

WLTW-F: from country to AC

STATION SALES

NONE

MISCELLANEOUS COMMENTS

Drop in FM share...WBLS-F in freefall...If women 25-34 is WSKQ's target audience they are doing a good job because almost 40% of their total audience is in that demo...WHITZ continues to be an amazing story...Steady increases for WNEW-F... WLTW-F back to pre-format change audience share...





FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		226 (2)	226 (2)	14.0	WCMS 1050 Norfolk 1.1/4.5
AOR		222 (2)	222 (2)	13.7	WCPK 1600 Chesapeake .7/1.7
AC/OLDIES/SOFT ROCK	51 (2)	179 (2)	230 (4)	14.2	WKEZ-F 94.1 Yorktown 1.4/2.7
MOR/VARIETY	95 (1)		95 (1)	5.9	WNOR 1230 Norfolk 1.2/3.9
COUNTRY	19 (1)	179 (2)	198 (3)	12.2	WTID-F 106.9 Suffolk 1.2/3.6
BLACK/URBAN	73 (2)	208 (2)	281 (4)	17.4	WTJZ 1270 Newport News 1.1/4.0
BTFL MUSIC		191 (1)	191 (1)	11.8	WXRI-F 105.3 Portsmouth 1.3/4.0
NEWS/TALK	52 (1)		52 (1)	3.2	
NOSTALGIA	32 (2)		32 (2)	2.0	
RELIGION	46 (1)	23 (1)	69 (2)	4.3	
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS		22 (1)	22 (1)	1.4	
			1618 (23)		

12+ ADI 1/4

RADIO STATIONS

AM STATIONS

WCMS, 1050, 5 KW (DAYS)	, COUNTRY	ABC-D, \$ NM	(Katz)	Marjorie Crump	5. WNVZ-F
WCPK, 1600, 5 KW (DAYS)	, BTFL MUS/NOST	NBC, \$ 15.00	(----)	Charles Payne	6. WLTY-F
WLPM, 1450, 1 KW/250 W	, MOR	, \$ NA	(MMR)	McCormick	7. WTAR
WNIS, 1350, 5 KW (DA-2)	, NEWS/TALK	NBC,NBC-T,ABC-T,WSJ, \$38.00*	(HNWH)	Sinclair	8. WOFI-F
WNOR, 1230, 1 KW/250 W	, OLDIES	, \$ NA	(Republic)	Josephson	9. WWDE-F
WNSY, 1310, 5 KW (DA-N)	, OLDIES	, \$ NA	(Blair)	Don Kidwell	10. WRAP
WPCE, 1400, 1 KW/250 W	, BLACK/GOSPEL	SBN, \$ 23.00	(Mc-Guild)	L.E. Willis	11. WSKS-F
WPEX, 1490, 1 KW/250 W	, COUNTRY	, \$ 15.00	(----)	Joe Schwartz	12. WNIS
WPMH, 1010, 5 KW (DAYS,DA)	, RELIGION	, \$ 7.50	(----)	Les Litchfield	13. WPCE
WRAP, 850, 5 KW/1 KW (DA-N)	, BLACK	NBN, \$ 40.00	(Selcom)	Rollins	14. WTID-F
WTAR, 790, 5 KW (DA-N)	, MOR	CBS, \$ 85.00*	(Christal)	Landmark	15. WNSY-F
WTJZ, 1270, 1 KW (DA-N)	, NOSTALGIA (A1 Ham)	, \$ 22.00	(Katz)	Abell	Paul Todd
WZAN, 1110, 50 KW (DAYS,DA)	, BLACK	, \$ NA	(Eastman)	Benns	Bill Benns

12+ ADI CUME

FM STATIONS

WCMS-F, 100.5, 50 KW @ 509, COUNTRY	ABC-E, \$137.75	(Katz)	Marjorie Crump	2. WNVZ-F
WFOG-F, 92.9, 50 KW @ 500, BTFL MUS (Bonne)	, \$ 75.00*	(MMR)	McCormick	3. WNOR-F
WKEZ-F, 94.1, 50 KW @ 500, COUNTRY	MBS, \$ 34.00*	(Eastman)	Bob LaFerme	4. WFOG-F
WLTY-F, 95.7, 40 KW @ 881, AC	, \$105.50	(Christal)	Landmark	5. WCMS-F
WMYK-F, 93.7, 100 KW @ 940, URBAN	Source, \$ 42.50	(Eastman)	Benns	6. WLTY-F
			(ELIZABETH CITY, NJ)	7. WOFI-F
WNOR-F, 98.7, 50 KW @ 549, AOR	ABC-R, \$ 75.00*	(Republic)	Josephson	8. WTAR
WNSY-F, 97.3, 74 KW @ 420, AOR (?)/OLDIES	, \$ NA	(Blair)		9. WRAP
WNVZ-F, 104.5, 50 KW @ 500, CHR	ABC-C, \$ 60.00	(Katz)	Abell	10. WWDE-F
WOFI-F, 102.9, 50 KW @ 500, BLACK	SBN, \$ 45.00	(Mc-Guild)		11. WQKS-F
WWDE-F, 101.3, 50 KW @ 380, AC	CBS-R, \$ 55.00	(CBS/FM)		12. WNSY-F
WXRI-F, 105.3, 50 KW @ 500, RELIGION	, \$ 35.00	(HNWH)	CBN	13. WNIS
WQKS-F, 96.5, 50 KW @ 440, CHR/URBAN	RKO II, \$ 25.00	(----)		14. WTID-F
WTID-F, 106.9, 100 KW @ 964, ? ? ?	, \$ ? ?	(----)		15. WNSY

ADI FM SHARE:

78.87%

CALL LETTER CHANGES

FORMAT CHANGES

WMYK/WZAM: from AOR to Urban

STATION SALES

WTID-F (Suffolk) sold to Sinclair for \$1,995,000...

MISCELLANEOUS COMMENTS

Big increas in FM share...

NORTHEAST PENNSYLVANIA (SCRANTON-WILKES BARRE)

Arbitron Rank/Pop (12+): 59/550,600  
 CNSA Rank/Pop: NA  
 NSA Rank/Pop: 65/737,500  
 ADI # 51  
 Average Person Rating: 18.5  
 Market TSL: 24.7 hours

Stations: 34/25  
 Diaries: 1093/504:1/55.7%  
 Sample Target: 930  
 Standard Error: .612  
 % Below Line: 7.6  
 % Not Listed: 8.6

Est 1983 Revenue: \$10,200,000  
 CSI: 6.0 Bil  
 CSI III: 21.0 M  
 Retail \$: 3.0 Bil  
 Pop per Station: 22,024

	FAL	SPG	FAL	SPG
12+ METRO	1/4/SHARE	83	82	82
1. WKRZ-F	105/10.3	11.7	11.2	8.6
2. WARM	75/ 7.4	8.3	9.9	8.7
3. WNAK	72/ 7.1	9.2	7.9	9.3
4. WEZX-F	70/ 6.9	6.6	6.0	7.3
5. WARD	58/ 5.7	4.8	6.6	3.3
6. WGBI-F	57/ 5.6	6.3	5.6	7.2
7. WEJL	53/ 5.2	8.0	6.0	2.6
8. WTLQ-F	48/ 4.7	.6	---	---
9. WILK	40/ 3.9	3.2	4.0	5.0
10. WVCD-F	38/ 3.7	3.2	4.2	3.8
11. WYZZ-F	33/ 3.2	4.7	2.9	3.5
12. WBAX	27/ 2.7	2.5	2.5	2.2
13. WGBI	25/ 2.5	1.8	2.0	2.8
14. WAZL	23/ 2.3	1.2	1.7	2.0
15. WICK	22/ 2.2	2.8	3.0	3.4

12+ TSA	1/4/CUME	12+ METRO	CUME/	FAL	SPG
			RATING	83	83
1. WKRZ-F	127/1906	1. WKRZ-F	1502/27.3	29.8	28.6
2. WARM	98/1404	2. WARM	1193/21.7	26.0	26.7
3. WEJL	77/ 679	3. WGBI-F	928/16.9	18.8	17.7
4. WNAK	75/ 512	4. WTLQ-F	842/15.3	1.1	---
WEZX-F	75/ 890	5. WEZX-F	826/15.0	15.3	14.7
6. WGBI-F	74/1213	6. WILK	760/13.8	15.3	15.5
7. WARD	58/ 357	7. WEJL	509/ 9.2	11.8	11.6
8. WTLQ-F	48/ 864	8. WYZZ-F	493/ 9.0	10.5	9.7
9. WYZZ-F	45/ 611	9. WNAK	491/ 8.9	11.3	11.0
WVCD-F	45/ 554	10. WVCD-F	399/ 7.2	7.0	8.9
11. WILK	40/ 811	11. WARD	348/ 6.3	6.6	9.4
12. WBAX	27/ 298	12. WGBI	322/ 5.8	7.4	7.7
13. WGBI	25/ 398	13. WBAX	293/ 5.3	5.8	7.7
WYZZ-F	25/ 340	14. WQEQ-F	286/ 5.2	4.4	5.1
15. WZZO-F	24/ 414	15. WAZL	276/ 5.0	4.4	5.5

12+ FM SHARE (METRO): 52.42% (487 of 929) (SPG 83: 46.53%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AHD	12+ MID	12+ PND	12+ EVE	SAT MID
1. WEZX-F	1. WKRZ-F	1. WKRZ-F	1. WKRZ-F	1. WKRZ-F	1. WARM	1. WARM	1. WKRZ-F	1. WKRZ-F	1. WEZX-F	1. WKRZ-F
2. WKRZ-F	2. WEZX-F	2. WEZX-F	2. WGBI-F	2. WARM	2. WNAK	2. WKRZ-F	2. WGBI-F	2. WKRZ-F	2. WTLQ-F	2. WEJL-F
3. WTLQ-F	3. WGBI-F	WGBI-F	3. WARM	3. WGBI-F	3. WARD	3. WEZX-F	3. WNAK	3. WGBI-F	3. WARM	3. WNAK
4.	4. WTLQ-F	4. WTLQ-F	4. WTLQ-F	4. WTLQ-F	4. WEJL	4. WNAK	4. WEZX-F	4. WBAX	4. WTLQ-F	4. WYZZ-F
5.	5. WILK	5. WARM	5. WEZX-F	5. WEZX-F	WKRZ-F	5. WGBI-F	WARD	5. WTLQ-F	5. WGBI-F	5. WTLQ-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. WKRZ-F	1. WKRZ-F	1. WKRZ-F	1. WKRZ-F	1. WKRZ-F	1. WEZX-F	1. WKRZ-F	1. WKRZ-F	1. WKRZ-F	1. WKRZ-F
2. WEZX-F	2. WGBI-F	2. WGBI-F	2. WGBI-F	2. WARM	2. WKRZ-F	2. WEZX-F	2. WKRZ-F	2. WTLQ-F	2. WARM
3. WTLQ-F	3. WEZX-F	3. WEZX-F	3. WEZX-F	3. WGBI-F	3. WGBI-F	3.	3. WGBI-F	3. WEZX-F	3. WTLQ-F
4. WGBI-F	4. WTLQ-F	4. WARM	4. WARM	4.	4. WILK	4.	4. WTLQ-F	4. WGBI-F	4. WGBI-F
5.	5.	WTLQ-F	WTLQ-F	5.	5.	5.	5. WARM	5.	5. WEZX-F

RADIO STATIONS

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO	SHARE & CUME RATING
TOP 40/CHR/CONTEMP		178 (5)	178 (5)	19.2	WBQW	1320 Scranton 1.3/4.2
AOR		99 (5)	99 (5)	10.7	WCBL	1440 Carbondale 1.1/3.1
AC/OLDIES/SOFT ROCK	40 (1)	94 (4)	134 (5)	14.4	WKRZ	1340 Wilkes-Barre .6/4.1
NOR/VARIETY	118 (4)		118 (4)	12.7	WLSF-F	94.3 Carbondale 1.6/2.4
COUNTRY	35 (2)	34 (3)	69 (5)	7.4	WNJW-F	92.1 Nanticoke .4/3.1
BLACK/URBAN					WQEQ-F	103.1 Freeland 1.8/5.2
BTFL MUSIC	33 (2)	82 (3)	115 (5)	12.4	WSBG-F	93.5 Stroudsburg 1.3/3.1
NEWS/TALK	58 (1)		58 (1)	6.2	WVPO	840 Stroudsburg .7/2.1
NOSTALGIA	158 (4)		158 (4)	17.0	WMDL-F	104.9 Scranton 1.4/4.4
RELIGION					WXPX	1300 W. Hazleton 1.0/1.7
SPANISH					WAAL-F	99.1 Binghamton .3/1.2
CLASSICAL					WAVT-F	101.9 Pottsville .4/1.2
UNKNOWN/OTHERS					WFNZ-F	100.7 Allentown 1.1/2.3
					WLEV-F	96.1 Easton .5/2.7
					WRRR-F	93.3 Philadelphia .7/1.4
					WQQQ-F	99.9 Easton .8/2.0
					WXKW-F	104.1 Allentown 1.4/3.7
					WYSP-F	94.1 Philadelphia .4/1.6
					WZZO-F	95.1 Bethlehem 1.5/4.5

MISCELLANEOUS COMMENTS

WKRZ A/F sold by Wilkes-Schwartz for \$5,000,000 (Blackburn)...

OKLAHOMA CITY

Arbitron Rank/Pop (12+): 46/734,000  
 CNSA Rank/Pop: 42/922,000  
 MSA Rank/Pop: 52/897,700  
 ADI # 40  
 Average Person Rating: 16.4  
 Market TSL: 22.7 hours

Stations: 18/18  
 Diaries: 985/745:1/37.3%  
 Sample Target: 1010  
 Standard Error: .612  
 % Below Line: 0  
 % Not Listed: 8.0

Est. 1983 Revenue: \$19,300,000  
 CSI: 9.7 Bil  
 CSI HH: 28.1 M  
 Retail \$: 5.3 Bil  
 Pop per Station: 40,778

12+ METRO	1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82	BIRCH SHARE	12+ TSA	1/4/CUME	12+ METRO	CUME/ RATING	FAL 83	SPG 83			
1.	KTOK	135/11.2	12.6	11.1	12.3	10.6	6.6	1.	KATT-F	187/1975	1.	KJYO-F	1443/19.7	20.0	19.5
2.	KATT-F	131/10.9	14.2	12.3	14.2	9.1	11.4	2.	KKNG-F	177/1874	2.	KATT-F	1396/19.0	22.2	20.6
3.	KXXY-F	118/ 9.8	7.8	7.5	5.5	6.0	10.5	3.	KXXY-F	172/1902	3.	KTOK	1383/18.8	22.2	19.5
4.	KKNG-F	112/ 9.3	10.4	10.0	9.9	5.7	7.3	4.	KTOK	154/1656	4.	KXXY-F	1356/18.5	16.0	11.5
5.	KZBS-F	107/ 8.9	7.6	7.3	3.9	5.9	9.3	5.	KJYO-F	134/1973	5.	KOFM-F	1340/18.3	13.8	17.4
6.	KEBC-F	100/ 8.3	6.6	8.5	9.9	14.7	8.9	6.	KEBC-F	127/1761	6.	KKNG-F	1296/17.7	16.2	17.4
7.	KJYO-F	99/ 8.2	8.0	9.0	2.1	1.7	12.5	7.	KZBS-F	122/1620	7.	KZBS-F	1281/17.5	15.1	14.8
8.	KLTE-F	73/ 6.0	5.4	3.7	4.6	5.8	4.1	8.	KOMA	116/1856	8.	KEBC-F	1242/16.9	16.9	18.7
9.	KOFM-F	66/ 5.5	3.7	5.6	7.0	5.1	6.2	9.	KOFM-F	112/2244	9.	KLTE-F	907/12.4	13.4	13.2
10.	KOMA	50/ 4.1	5.3	7.1	7.0	9.5	3.1	10.	KLTE-F	80/1032	10.	KOMA	841/11.5	13.9	16.5
11.	WKY	29/ 2.4	3.4	3.7	5.7	4.5	2.7	11.	WKY	47/1123	11.	WKY	653/ 8.9	11.8	12.5
	KAEZ-F	29/ 2.4	2.6	1.5	2.4	4.0	3.8	12.	KJIL-F	32/ 538	12.	KJIL-F	473/ 6.4	5.9	4.7
13.	KJIL-F	26/ 2.2	3.5	1.9	1.7	1.8	2.7	13.	KAEZ-F	30/ 369	13.	KAEZ-F	351/ 4.8	5.0	3.0
14.	KQCV	14/ 1.2	.5	.4	.5	.9	.4	14.	KQCV	18/ 178	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): 77.50% (861 of 1111) (SPG 83: 73.26%)

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. KEBC	1. KKNG-F	1. KTOK	1. KKNG-F	1. KATT-F+	1. KATT-F	1. KXXY-F
2.	KATT-F	2. KZBS-F	2. KATT-F	2. KEBC-F	2. KXXY-F	2. KEBC-F	2. KXXY-F+	2. KTOK	2. KJYO-F	2. KJYO-F	2. KZBS-F
3.		3. WLTE-F	3. KXXY-F	3. KLTE-F	3. KKNG-F	3. KTOK	3. KEBC-F	3. KATT-F	3. KTOK	3. KTOK	3. KATT-F
4.		4. KXXY-F	4. KLTE-F	4. KZBS-F	4. KLTE-F	4. KXXY-F	4. KATT-F+	4. KZBS-F	4. KZBS-F	4. KKNG-F	4. KKNG-F
5.		5. KJYO-F	5. KEBC-F	5. KKNG-F	5. KZBS-F	5.	5. KZBS-F	5. KEBC-F	5. KEBC-F	5. KZBS-F	5. KTOK
6.		6. KOFM-F	6. KJYO-F	6. KTOK	6. KTOK	6.	6. KKNG-F	6. KLTE-F	6. KLTE-F	6. KXXY-F	6. KOFM-F
7.		7.	7. KKNG-F	7.	7.	7.	7.	7. KXXY-F	7. KXXY-F	7.	7. KEBC-F
8.		8.	8. KOFM-F	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.	KATT-F	1. KZBS-F	1. KXXY-F	1. KLTE-F	1. KXXY-F	1. KATT-F	1. KATT-F	1. KATT-F	1. KLTE-F	1. KEBC-F
2.	KZBS-F	2. KLTE-F	2. KZBS-F	2. KZBS-F	2. KZBS-F	2. KZBS-F	2. KZBS-F	2. KZBS-F	2. KATT-F	2. KKNG-F
3.	KOFM-F	3. KOFM-F	3. KLTE-F	3. KOFM-F	3. KEBC-F	3. KJYO-F	3. KXXY-F	3. KEBC-F	3. KXXY-F	3. KLTE-F
4.	KJYO-F	4. KXXY-F	4. KOFM-F	4. KXXY-F	4. KKNG-F	4. KOFM-F	4. KLTE-F	4. KXXY-F	4. KTOK	4. KTOK
	KXXY-F	5. KJYO-F	5. KJYO-F	5. KEBC-F	5. KLTE-F	5. KXXY-F	5. KOFM-F	5. KLTE-F	5. KZBS-F	5. KXXY-F
6.	KLTE-F	6. KATT-F	6. KEBC-F	6. KJYO-F	6.	6.	6.	6.	6.	6. KATT-F
7.		7.	7.	7.	7.	7.	7.	7.	7.	7. KZBS-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.	10.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		165 (2)	165 (2)	14.9	KATT 1140 .6/3.3
AOR	7 (1)	131 (1)	138 (2)	12.4	KGFF 1450 Shawnee .3/2.0
AC/OLDIES/SOFT ROCK		180 (2)	180 (2)	16.2	KNOR 1400 Norman .4/2.0
MOR/VARIETY	5 (1)		5 (1)	0.4	KXXY 1340 .5/2.9
COUNTRY	89 (4)	218 (2)	307 (6)	27.6	
BLACK/URBAN		29 (1)	29 (1)	2.6	
BTFL MUSIC		112 (1)	112 (1)	10.1	
NEWS/TALK	135 (1)		135 (1)	12.2	
NOSTALGIA					
RELIGION	14 (1)	26 (1)	40 (2)	3.6	
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS					
1111 (18)					

RADIO STATIONS	AM STATIONS	FM STATIONS	12+ ADI 1/4
KATT, 1140, 1 PW (DAYS), AOR	Source, \$ NA (Selcom)	Surrey	1. KKNG-F
WYFE, 890, 1 PW (DAYS), AOR	\$ 8.60 (----)		2. KATT-F
WOMA, 1520, 50 PW (DA-N), COUNTRY	NBC, \$84.00 (Blair)	Price Comm.	3. KXXY-F
WQCV, 800, 250 W (DAYS), RELIGION	\$ 16.00 (----)	Bott	4. KTOK
WJMC, 1220, 250 W (DAYS,DA), RELIGION	\$ 8.00 (----)		5. KJYO-F
WJOP, 1090, 5 PW (DA-2), NEWS/TALK	ABC-I, \$85.00 (Blair)	Broad Street	6. KEBC-F
WXXY, 1340, 1 PW/250 W, COUNTRY	ABC-D, \$ NM (Mc-Guild)	Summit	7. KZBS-F
WFF, 930, 5 PW (DA-N), COUNTRY	CBS,WSJ, \$37.50 (Eastman)	Gaylord	8. KOFN-F
			9. KOMA
			10. KLTF-F
			11. WKY
			12. KLOR-F
			13. KWON-F
			14. KJIL-F
			15. KAEZ-F
WJZZ-F, 107.7, 100 PW @ 185, BLACK	\$ 35.00 (----)		Jim Miller
WJZZ-F, 109.5, 100 PW @ 598, AOR (Pollack)	Source, \$60.00 (Selcom)	Surrey	Paul Gleiser
WJZZ-F, 94.7, 100 PW @ 440, COUNTRY	ABC-E, \$63.75 (Torbet)		Dennis Rainwater
WJZZ-F, 104.9, 3 PW @ 300, RELIGION	APR, \$18.00 (----)	Swaggert	Tony Cavener
WJZZ-F, 102.7, 100 PW @ 1093, CHR (Burk-Abr)	\$ 55.00 (Blair)	Broad Street	Mark Schwartz
WJZZ-F, 97.7, 3 PW @ 300, BTFL MUS	\$ 23.13 (----)		Don Hodges
WJZZ-F, 92.5, 100 PW @ 900, BTFL MUS (Loune)	\$ 64.00 (Chirstal)	Swanson	Nike Nauman
WJZZ-F, 101.9, 100 PW @ 420, AC	\$ 56.00 (Masia)		Leonard Wheeler
WJZZ-F, 104.1, 100 PW @ 1425, CHR	ABC-C, \$ 58.75 (Kat)	Guy Gannett	Michael Colello
WJZZ-F, 94.1, 100 PW @ 1340, COUNTRY	\$ 77.50 (Mc-Guild)	Summit	Bill Kirkpatrick
WJZZ-F, 98.9, 100 PW @ 1253, AC (Fairwest)	\$ 60.00 (BNWH)		Bill Lacy
WJZZ-F, 99.3, 3 PW @ 300, AC	\$ 17.00 (----)	(PONCA CITY)	Stan Rivan
WJZZ-F, 101.1, 100 PW @ 1093, COUNTRY	\$ 20.00 (----)	(WOODWARD)	J. Williams
WJZZ-F, 99.7, 100 PW @ 835, AC	\$ 21.00 (Unirep)	(ALVA)	Larry Scalley
			11. KLTF-F
			12. KJIL-F
			13. KJIS-F
			14. LAZ-F
			15. JATT

ADI IN SHARE:  
76.66

STATION SALES	MISCELLANEOUS COMMENTS
WJZZ-F sold to Wheeler for \$3,000,000 (Crisler)	Station fell 25 shares short of target. Target only 2.5% cooperation rate...
WJZZ-F sold to Blair for \$3,000,000 (Blackburn)	
WJZZ-F sold to Broad Street to Clear Channel for \$12,000,000 (Blackburn)	

OMAHA

Arbitron Rank/Pop (124): 68/470,400  
 CMA Rank/Pop: NA  
 RMA Rank/Pop: 76/505,100  
 ADI # 70  
 Average Person Rating: 17.5  
 Market TSL: 22.6 hours

Stations: 17/14  
 Dates: 9/12/516:1/49.8Z  
 Sample Target: 870  
 Standard Error: .652  
 % Below Line: 2.2  
 % Not Listed: 6.8

Est 1983 Revenue: \$10,800,000  
 CSI: 5.8 B11  
 CSI HH: 26.1 M  
 Retail \$: 3.3 B11  
 Pop per Station: 33,571

12+ METRO 1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82	BIRCH SHARE	12+ 15A 1/4/CUME	12+ METRO CUME/METRO CUME RATING	FAL 83	SPG 83	
1. KFAB	16.9/20.6	77.4	24.0	23.9	22.7	18.5	1. KFAB	1771/37.6	52.7	42.4
2. KQO-F	12.7/15.5	14.3	17.1	14.7	12.0	22.1	2. KQO-F	1607/34.2	30.0	37.1
3. KEZO-F	10.0/12.2	9.8	12.2	11.6	11.6	22.8	3. KEZO-F	1221/26.0	20.5	20.7
4. KGO-F	8.4/10.2	7.4	7.9	7.2	7.4	7.6	4. KGO-F	1130/24.0	18.7	20.7
5. KQO-F	5.7/ 6.6	4.5	3.4	4.3	4.5	3.5	5. KQO-F	736/15.6	15.2	18.6
6. KOK	5.1/ 6.2	5.7	6.2	8.2	5.6	7.2	6. KFRX-F	699/14.9	16.6	19.2
7. KESY-F	4.8/ 5.8	7.0	5.2	7.3	8.2	2.3	7. WOF-F	621/13.2	13.2	14.6
8. KOIL	4.5/ 5.5	4.7	5.0	5.8	3.9	3.3	8. KMA	477/10.1	9.6	7.6
9. KBWH-F	2.5/ 3.0	1.5	---	---	---	4.0	9. KOIL	203/ 4.3	4.7	8.3
10. KEFM-F	1.5/ 1.8	1.0	---	---	---	NA	10. KESY-F	199/ 4.2	3.2	---
11. KYNN	1.1/ 1.3	2.7	3.0	3.2	4.3	.7	11. KLNG	175/ 3.7	2.6	5.2
12. KCRO	1.0/ 1.2	.5	1.8	1.4	1.7	NA	12. KEFM-F	173/ 3.7	2.9	---
13.							13.			
14.							14.			
15.							15.			

12+ 15A SHARE (METRO): 60.64% (463 of 766) (SPG 83: 51.96%)

12+ 15A	18-34	18-49	25-49	25-54	35-64	12+ AHD	12+ MID	12+ PMD	12+ EWL	SAT MID
1. KQO-F	1. KQO-F	1. KQO-F	1. KFAB	1. KFAB	1. KFAB	1. KFAB	1. KFAB	1. KQO-F	1. KQO-F	1. KFAB
2. KEZO-F	2. KEZO-F	2. KGO-F	2. KGO-F	2. KGO-F	2. KGO-F	2. KQO-F+	2. KGO-F	2. KFAB	2. KFAB	2. KQO-F
3.	3. KGO-F	3. KEZO-F	3. KQO-F	3. KQO-F	3. KESY-F	3. KEZO-F	3. KQO-F	3. KEZO-F	3. KEZO-F	3. KEZO-F
4.	4. KOIL	4. KFAB	4. KEZO-F	4. KEZO-F	4. KEZO-F	4. KGO-F	4. KEZO-F	4. KGO-F	4.	4. WOF-F
5.	5. WOF-F	5. KOIL	5. KOIL	5. KOIL	5. KGO-F	5. KOIL	5. WOF-F	5.	5.	5. KGO-F
							KESY-F			6. WOF
KOIL 18-24	KOIL 18-34	KOIL 18-49	KOIL 25-34	KOIL 25-54		MEN 18-24	MEN 18-34	MEN 18-49	MEN 25-34	MEN 25-54
1. KQO-F	1. KQO-F	1. KQO-F	1. KOIL	1. KFAB		1. KEZO-F	1. KEZO-F	1. KEZO-F	1. KGO-F	1. KFAB
2. KGO-F	2. KGO-F	2. KGO-F	2. KGO-F	2. KGO-F		2. WOF-F	2. KGO-F	2. KGO-F	2. KEZO-F	2. KEZO-F
3. KEZO-F	3. KEZO-F	3. KEZO-F	KEZO-F	KQO-F		3. KGO-F	3. KQO-F	3. KQO-F	3. KQO-F	3. WOF
4.	4. KOIL	4. KFAB	4. KQO-F	4. KOIL		4. KQO-F	4. WOF-F	4. KFAB	4. KOIL	4. KEZO-F
5.	5. KBWH-F	5. KOIL	5.	5. KESY-F		5.	5. KOIL	5. WOF	5.	5. KQO-F
							WOF-F			6. WOF-F

DEBITS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOT 40/CHR/CONTR		216 (3)	216 (3)	28.2	KLNG 1560 Council Bluffs .4/3.7
AOR		100 (1)	100 (1)	13.1	KOOL 1420 Omaha .9/3.8
AC/OIDIES/SOFT ROCK	45 (1)		45 (1)	5.9	KFRX-F 102.7 Lincoln .6/2.7
TOT/VARIETY	176 (2)		176 (2)	23.0	KMA 960 Shenandoah, IA .9/3.3
COUNTRY	62 (2)	59 (2)	121 (4)	15.8	KZKX-F 96.9 Seward .6/1.8
BLAC/BRBAK	3 (1)	25 (1)	28 (2)	3.7	
ETH MUSIC		63 (2)	63 (2)	8.2	
NEWS/TALK					
NOSTALGIA	7 (1)		7 (1)	0.9	
RELIGION	10 (1)		10 (1)	1.3	
SPANISH					
CLASSICAL					
UNKN/OTHERS					
			766 (17)		

RADIO STATIONS

KCRO, 660, 1 KW (DAYS), RELIGION, \$14.00 (----)	Smulyan	Bill Butler
KFAB, 1110, 50 KW (DA-N), MOR, NBC,NBC-T, \$158.75 (Christal)	May	Lyell Brenser
KLNG, 1560, 1 KW (DAYS,DA), BLACK, ABC-I, \$25.00 (----)		
KOIL, 1290, 5 KW (DA-N), AC, RKO, \$29.50 (Selcon)		Steven Brown
KOOL, 1420, 1 KW (DAYS,DA), NOSTALGIA, RKO II,MBS, \$15.00 (Nasla)		Robert Dean
KYNN, 1490, 1 KW/250 W, COUNTRY (Burk-Abr), MBS, \$36.25 (Blair)	Albimar	Jim Carter
WOF, 590, 5 KW, COUNTRY, ABC-I, \$35.50 (Torbet)	Great Empire	Ken Fearnow
KMA, 960, 5 KW (DA-N), MOR, \$58.38 (Katz)	May (SHENANDOAH, IA)	Carl Anderson
KBWH-F, 106.3, 3 KW @ 300, BLACK, \$37.00 (Nasla)	(BLAIR)	Jack Harris
KEFM-F, 96.1, 100 KW @ 265, BTFL MUS (SRP), \$32.63 (Mc-Guild)		Joe Baker
KESY-F, 104.5, 32 KW @ 285, BTFL MUS (TM), \$28.50 (Nasla)		Bob Dean
KEZO-F, 92.3, 100 KW @ 1210, AOR (Burk-Abr), ABC-R, \$82.50 (Blair)	Albimar	Jim Carter
KGO-F, 99.9, 115 KW @ 1227, AC/CONTEMP, \$45.00 <sup>02</sup> (Christal)	May	Ken Headrick
KQO-F, 98.5, 100 KW @ 510, CHR, \$59.00 <sup>02</sup> (Eastman)		
WOF-F, 94.1, 100 KW @ 510, COUNTRY, ABC-E, \$ NA (Torbet)	Great Empire	Ken Fearnow

MISCELLANEOUS COMMENTS

KOOL-AM sold by Woods to Lyle Nelson for \$650,000...

ORLANDO

Arbitron Rank/Pop (12+): 51/667,400  
 CMSA Rank/Pop: 49/762,000  
 NSA Rank/Pop: 62/767,100  
 ADI # 30 (with Daytona & Melbourne)  
 Average Person Rating: 17.5  
 Market TSL: 23.4 hours

Stations: 22/17  
 Diaries: 963/693:1/51.5%  
 Sample Target: 900  
 Standard Error: .649  
 % Below Line: 4.9  
 % Not Listed: 5.8

Est. 1983 Revenue: \$17,500,000  
 CSI: 7.1 Bil  
 CSI HH: 25.3 M  
 Retail \$: 4.9 Bil  
 Pop per Station: 39,259

		FAL				SPG				BIRCH	12+ METRO CUME/			FAL		SPG			
12+	METRO	1/4	SHARE	83	83	82	82	82	82	SHARE	12+	TSA	1/4	CUME	METRO	CUME	RATING	83	83
1.	WDIZ-F	127/10.9	9.6	5.4	11.4	10.8	11.6	11.6	1. WDIZ-F	266/2452	1.	WBJW-F	1867/28.0	27.5	30.9				
2.	WBJW-F	125/10.7	10.3	12.8	10.5	9.9	9.0	9.0	2.	WKKA-F	254/2581	2.	WHLY-F	1721/25.8	16.1	13.1			
3.	WHLY-F	123/10.5	4.6	4.6	5.2	7.6	12.2	12.2	3.	WBJW-F	237/3571	3.	WJYO-F	1326/19.9	19.9	19.8			
4.	WJYO-F	122/10.4	8.8	8.9	5.7	4.3	9.3	9.3	4.	WJYO-F	194/2246	4.	WKKA-F	1161/17.4	21.5	21.3			
5.	WKKA-F	112/ 9.6	10.0	11.0	9.9	11.1	13.8	13.8	5.	WHLY-F	191/2801	5.	WDIZ-F	1113/16.7	19.3	15.0			
6.	WORL	72/ 6.2	4.7	6.8	6.0	5.5	5.4	5.4	6.	WDBO	91/1305	6.	WDBO	969/14.5	16.9	13.2			
7.	WDBO	68/ 5.8	6.3	5.1	5.9	5.3	5.7	5.7	7.	WMLV-F	90/ 887	7.	WKIS	796/11.9	11.7	10.8			
8.	WCOT	60/ 5.1	7.2	6.0	1.7	2.5	3.0	3.0	8.	WVFM-F	82/ 840	8.	WORL	724/10.8	9.9	10.3			
9.	WKIS	58/ 5.0	4.5	4.0	5.4	6.3	4.2	4.2	9.	WKIS	75/ 948	9.	WHOO-F	705/10.6	15.8	15.0			
10.	WHOO-F	50/ 4.3	5.7	7.0	6.9	8.9	5.5	5.5	10.	WORL	73/ 729	10.	WCOT	635/ 9.5	12.6	11.2			
1.	WHOO	43/ 3.7	6.2	5.5	8.3	8.1	4.3	4.3	11.	WCOT	71/ 788	11.	WHOO	604/ 9.1	14.4	12.6			
2.	WLOQ-F	30/ 2.6	3.1	2.4	2.2	3.0	2.3	2.3	12.	WHOO-F	68/1089	12.	WDOQ-F	530/ 7.9	10.5	8.5			
3.	WOKB	22/ 1.9	2.8	3.7	3.6	3.2	1.8	1.8	13.	WELE-F	66/ 703	13.	WLOQ-F	524/ 7.9	7.8	7.9			
4.									14.			14.							
5.									15.			15.							
6.									16.			16.							
7.									17.			17.							
8.									18.			18.							
9.									19.			19.							
10.									20.			20.							
1.									21.			21.							
2.									22.			22.							
3.									23.			23.							
4.									24.			24.							
5.									25.			25.							

12+ FM SHARE (METRO): 68.69% (757 of 1102) (SPG 83: 63.42%)

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. WDIZ-F	1. WJYO-F	1. WJYO-F	1. WJYO-F	1. WBJW-F	1. WJYO-F	1. WHLY-F	1. WHLY-F	1. WKKA-F
2. WDIZ-F	2. WBJW-F	2. WBJW-F	2. WBJW-F	2. WKKA-F	2. WKKA-F	2. WJYO-F	2. WBJW-F	2. WDIZ-F	2. WBJW-F	2. WDIZ-F
3. WBJW-F	3. WHLY-F	3. WJYO-F	3. WKKA-F	3. WBJW-F	3. WDBO	3. WDIZ-F	3. WDIZ-F	3. WBJW-F	3. WDIZ-F	3. WHLY-F
4. WDOQ-F	4. WJYO-F	4. WHLY-F	4. WDIZ-F	4. WDIZ-F	4. WCOT	4. WKKA-F	4. WKKA-F	4. WJYO-F	4. WJYO-F	4. WBJW-F
5. WORL	5. WKKA-F	5. WKKA-F	5. WHLY-F	5. WHLY-F	5. WHOO-F	5. WHLY-F	5. WHLY-F	5. WKKA-F	5. WKKA-F	5. WJYO-F
6. 7.	6. WORL	6. 7.	6. WDBO	6. WDBO	6. 7.	6. WORL	6. WCOT	6. WORL	6. WORL	6. WDBO
7. 8.	7. 7.	7. 7.	7. 7.	7. 7.	7. 7.	7. WDBO	7. 7.	7. 7.	7. WDBO	7. 7.
8. 9.	8. 8.	8. 8.	8. 8.	8. 8.	8. 8.	8. 8.	8. 8.	8. 8.	8. 8.	8. 8.
9. 10.	9. 9.	9. 9.	9. 9.	9. 9.	9. 9.	9. 9.	9. 9.	9. 9.	9. 9.	9. 9.
10.	10. 10.	10. 10.	10. 10.	10. 10.	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. WHLY-F	1. WHLY-F	1. WJYO-F	1. WBJW-F	1. WJYO-F	1. WDIZ-F	1. WDIZ-F	1. WDIZ-F	1. WDIZ-F	1. WDIZ-F
2. WJYO-F	2. WJYO-F	2. WHLY-F	2. WJYO-F	2. WKKA-F	2. WHLY-F	2. WBJW-F	2. WBJW-F	2. WBJW-F	2. WKKA-F
3. WORL	3. WBJW-F	3. WBJW-F	3. WKKA-F	3. WBJW-F	3. WBJW-F	3. WHLY-F	3. WKKA-F	3. 3.	3. WBJW-F
4. WBJW-F	4. WKKA-F	4. WKKA-F	4. WHLY-F	4. WHLY-F	4. WKKA-F	4. WHLY-F	4. WHLY-F	4. 4.	4. WJYO-F
5. WKKA-F	5. WORL	5. WORL	5. 5.	5. WDBO	5. 5.	5. WJYO-F	5. WJYO-F	5. 5.	5. WDBO
6. 7.	6. WDIZ-F	6. WDIZ-F	6. 6.	6. 6.	6. 6.	6. WORL	6. WORL	6. 6.	6. WHLY-F
7. 8.	7. 7.	7. 7.	7. 7.	7. 7.	7. 7.	7. 7.	7. 7.	7. 7.	7. 7.
8. 9.	8. 8.	8. 8.	8. 8.	8. 8.	8. 8.	8. 8.	8. 8.	8. 8.	8. 8.
9. 10.	9. 9.	9. 9.	9. 9.	9. 9.	9. 9.	9. 9.	9. 9.	9. 9.	9. 9.
10.	10. 10.	10. 10.	10. 10.	10. 10.	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		269 (3)	269 (3)	24.4	WAJL	1440	Winter Park	.7/2.4
AOR		134 (2)	134 (2)	12.2	WREM	1190	Pine Castle	.9/1.3
AC/OLDIES/SOFT ROCK		152 (2)	152 (2)	13.8	WTLN-F+	95.3	Apopka	1.5/4.1
MOR/VARIETY	68 (1)		68 (1)	6.2	WDOQ-F	101.9	Daytona Beach	1.8/7.9
COUNTRY	43 (1)	166 (3)	209 (4)	19.0	WELE-F	105.9	Daytona Beach	.3/1.4
BLACK/URBAN	94 (2)		94 (2)	8.5	WWLV-F	94.5	Daytona Beach	.4/1.5
BTFL MUSIC		22 (2)	22 (2)	2.0	WVFM-F	94.1	Lakeland	1.5/3.0
NEWS/TALK					WYNF-F	94.9	Tampa	.6/1.2
NOSTALGIA	70 (2)		70 (2)	6.4				
RELIGION	12 (2)	14 (1)	26 (3)	2.4				
SPANISH								
CLASSICAL								
UNKNOWN/OTHERS								
				1102 (22)				

RADIO STATIONS

AM STATIONS

WAJL, 1440, 5 KW/1 KW (DA-N), RELIGION				, \$10.00 (----)			Albert Chubb	
WCOT, 950, 5 KW (DA-N), NOSTALGIA				ABC-E, \$45.94 (Blair)	Nationwide		Mickey Franko	
WDBO, 580, 5 KW (DA-N), MOR				CBS, \$ NM (Katz)	Katz		Garry Eaves	6. WWLV-F
WHOO, 990, 50 KW/5 KW (DA-N), COUNTRY				ABC-I, \$90.00* (Torbet)	Bluegrass		Max Rein	7. WDBO
WKIS, 740, 5 KW/1 KW (DA-1), NEWS/TALK				MBS, NBC, WSJ, \$54.00* (Eastman)	Susquehanna		Mike Gaier	8. WORL
WORL, 1270, 5 KW (DA-N), BLACK				, \$38.00* (HNWH)	Sudbrink		Willie Martin	9. WCOT
WOKB, 1600, 5 KW (DA-2), BLACK				NBN, \$33.00 (Masla)	(WINTER GARDEN)		Dan Markham	WKIS

FM STATIONS

WBJW-F, 105.1, 100 KW @ 1310, CHR				ABC-C, \$137.81 (Blair)	Nationwide		Mickey Franko	11. WHOO-F
WDIZ-F, 100.3, 100 KW @ 890, AOR (Burk-Abr)				Source, \$123.00 (Selcom)	Shamrock Comm		George Duffy	12. WDOQ-F
WHOO-F, 96.5, 100 KW @ 493, COUNTRY				, \$104.06 (Torbet)	Bluegrass		Max Rein	WELE-F
WJYO-F, 107.7, 100 KW @ 829, AC				, \$ 80.00* (HNWH)	Sudbrink		Harvey Tate	14. WEZY-F
WLOQ-F, 103.1, 3 KW @ 300, AC/JAZZ				WSJ, \$ NA (Weiss)			John Gross	15. WRDQ
WWKA-F, 92.3, 100 KW @ 1341, COUNTRY				, \$135.00* (Katz)	Katz		Bob Longwell	WHOO
WHLY-F, 106.7, 100 KW @ 799, CONTEMP				, \$ 48.50 (Christal)	Starr (LEESBURG)		Alan Rock	WHLY-F

Other stations - See Daytona Beach or Melbourne

12+ ADI 1/4

1. WDIZ-F
2. WWKA-F
3. WBJW-F
4. WJYO-F
5. WHLY-F
6. WWLV-F
7. WDBO
8. WORL
9. WCOT
11. WHOO-F
12. WDOQ-F
14. WEZY-F
15. WRDQ
- WHOO
- 12+ ADI CUME
1. WBJW-F
2. WWKA-F
3. WDIZ-F
4. WHLY-F
5. WJYO-F
6. WDBO
7. WDOQ-F
8. WHOO-F
9. WWLV-F
10. WKIS
11. WCOT
12. WORL
13. WHOO
14. WELE-F
15. WCKS-F

ADI FM SHARE:

74.94%

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

MISCELLANEOUS COMMENTS

WORL, WJYO-F: from Sudbrink to Metroplex for \$7,000,000

Bad country book for entire market...WHLY gains almost 6 share points...



**OXNARD-VENTURA**

Arbitron Rank/Pop (12+): 103/308,700  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 82/569,500  
 Part of LA ADI  
 Average Person Rating: 14.7  
 Market TSL: 19.9 hours

Stations: 35/12  
 Diaries: 875/353:1/43.8%  
 Sample Target: 700  
 Standard Error: .628  
 % Below Line: 48.6  
 % Not Listed: 6.4

Est 1983 Revenue: NA  
 CSI: 5.2 B11  
 CSI III: \$27,232  
 Retail \$: 2.7 B11  
 Pop per Station: 25,725

	FAL	SPG	FAL	SPG
12+ METRO 1/4/SHARE	83	83	82	82
1. KCAQ-F 50/11.0	---	7.0	---	4.0
2. KMYX-F 29/ 6.4	---	1.6	---	1.6
3. KHAY-F 27/ 6.0	---	6.9	---	6.0
4. KOXR 25/ 5.5	---	6.7	---	5.0
5. KIIS-F 23/ 5.1	---	3.5	---	3.0
6. KBBY-F 19/ 4.2	---	4.7	---	6.6
7. KBIG-F 18/ 4.0	---	4.6	---	3.6
8. KKHR-F 17/ 3.8	---	1.4	---	4.6
9. KNX 17/ 3.8	---	3.5	---	3.2
10. KMET-F 16/ 3.5	---	3.3	---	9.0

**12+ TSA 1/4/CUME**

1. KCAQ-F 73/1101
2. KRUZ-F 60/ 673
3. KLOS-F 50/ 810
4. KMET-F 46/ 776
KTVD-F 46/ 606
6. KIIS-F 34/ 543
KBIG-F 34/ 502
8. KHAY-F 33/ 598
9. KNX 32/ 838
KABC 32/ 463

**12+ METRO CUME/  
METRO CUME RATING**

FAL	SPG
83	83
1. KCAQ-F 702/22.7	
2. KBBY-F 421/13.6	
3. KHAY-F 402/13.0	
4. KLOS-F 334/10.8	
5. KIIS-F 328/10.6	
6. KNX 326/10.6	
7. KMET-F 301/ 9.8	
8. KOXR 294/ 9.5	
9. KMYX-F 283/ 9.2	
10. KKBZ-F 264/ 8.6	

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

12+ FN SHARE (METRO): 71.46% (303 of 424) (SPG 83: NA)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AND	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KCAQ-F	1. KCAQ-F	1. KCAQ-F	1. KCAQ-F	1. KCAQ-F	1. KHAY-F	1. KCAQ-F	1. KCAQ-F	1. KCAQ-F	1. KCAQ-F	1. KCAQ-F
2. KKHR-F	2. KMYX-F	2. KMYX-F	2. KOXR	2. KHAY-F	2. KBIG-F	2. KOXR	2. KHAY-F	2. KMYX-F	2. KMYX-F	2. KMYX-F
3. KMYX-F	3. KIIS-F	3. KOXR	3. KHAY-F	3. KOXR	3. KRUZ-F	3. KHAY-F	3. KOXR	3. KIIS-F	3. KMET-F	3. KHAY-F
4.	4. KLOS-F	4. KIIS-F	4. KBBY-F	4. KBBY-F	4. KMPC	4. KIIS-F	4. KMYX-F	4. KLOS-F	4. KKHR-F	4. KOXR
5.	5. KBBY-F	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. KCAQ-F	1. KCAQ-F	1. KCAQ-F	1. KCAQ-F	1. KCAQ-F	1. KMYX-F	1. KCAQ-F	1. KCAQ-F	1. KMET-F	1. KHAY-F
2. KMYX-F	2. KMYX-F	2. KIIS-F	2. KBBY-F	2. KOXR	2. KCAQ-F	2. KMYX-F	2. KMYX-F	2. KIIS-F	2. KCAQ-F
3. KIIS-F	3. KIIS-F	KOXR	3. KOXR	3. KHAY-F	KLOS-F	3. KLOS-F	3. 5 stat	KOXR	3. KBBY-F
4. KOXR	4. KOXR	4. KMYX-F	KZTR-F	4.	4. KKBZ-F	4. KMET-F	4. tied	KHAY-F	KMET-F
5.	5.	5.	5.	5.	5.	5.	5.	KCAQ-F	5.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP	3 (1)	112 (5)	115 (6)	27.1	KAAP 1400 Santa Paula 1.3/4.7
AOR		56 (5)	56 (5)	13.2	KACY 1520 Port Hueneme 1.3/4.6
AC/OLDIES/SOFT ROCK	17 (2)	20 (3)	37 (5)	8.7	KBQB 1590 Ventura 2.2/6.0
MOR/VARIETY					KDAR-F 98.3 Oxnard 2.2/6.4
COUNTRY	14 (2)	27 (1)	41 (3)	9.7	KKBZ-F 96.7 Santa Paula 2.9/8.6
BLACK/URBAN		40 (3)	40 (3)	9.4	KVEN 1450 Ventura 1.8/5.2
BTFL MUSIC		33 (2)	33 (2)	7.8	KZTR-F 95.9 Camarillo 2.4/7.9
NEWS/TALK	33 (3)	33 (3)	33 (3)	7.8	KABC 790 LA 1.8/4.6
NOSTALGIA	14 (1)	14 (1)	14 (1)	3.3	KFAC-F 92.3 LA .7/2.2
RELIGION		10 (1)	10 (1)	2.4	KFI 640 LA 2.4/7.7
SPANISH	28 (2)	2 (1)	30 (3)	7.1	KKGO-F 102.7 LA .9/2.6
CLASSICAL		3 (1)	3 (1)	0.7	KLAC 570 LA .9/2.2
UNKNOWN/OTHERS	12 (2)	12 (2)	12 (2)	2.8	KLOS-F 95.5 LA 3.3/10.8
			424 (35)		KLVE-F 107.5 LA .4/1.7

**RADIO STATIONS**

KACY, 1520, 50 KW/1 KW (DA-2), AC	MBS, \$24.00	(Mc-Guild) Harold Frank	Scott Brody
KBBQ, 1590, 5 KW (DA-1), COUNTRY (SMN)	NBC, \$24.00	(Katz) Scott Brody	Harold Frank
KOXR, 910, 5 KW/1 KW (DA-2), SPANISH	, \$19.00	(Lotus) Lotus	Terry Fahy
KVEN, 1450, 1 KW/250 W, NEWS/TALK	ABC-E, \$15.75	(Radio Time) David Loe	Daved Lee
KBBY-F, 95.1, 28 KW @ 315, CHR	Source, \$24.00	(Katz)	Scott Brody
KCAQ-F, 104.7, 2.8 KW @ 1580, CHR	\$22.00*	(Mc-Guild)	Harold Frank
KDAR-F, 98.3, 3 KW @ 240, RELIGION	MBS, \$11.00	(----)	Terry Fahy
KHAY-F, 100.7, 39 KW @ 1210, COUNTRY (Drake-Chen)	\$18.00	(Radio Time)	Daved Lee
KMYX-F, 105.5, 115 W @ 1260, URBAN (TM)	ABC-C, \$13.00	(Selcom)	Mike Thomas (OJAI)
KRUZ-F, 103.3, 105 KW @ 2980, BTFL MUS	\$26.00	(Katz)	Carl Schuele (SANTA BARB)
KTYD-F, 99.9 34 KW @ 2550, AOR	ABC-R, \$34.00	(Selcom)	Edd Hoyt (SANTA BARB)
KKBZ-F, 96.7, 3 KW @ ? ?, AOR	\$ NA	(Masla)	(SANTA PAULA)
KZTR-F, 95.9, 3 KW @ 296, AC	\$14.00	(Selcom)	Ken Cowan (CAMARILLO)

**MISCELLANEOUS COMMENTS**

First full Arbitron book for this market...trends are from Condensed reports for this market in 1982 and 1983... KOVA-F changed calls to KMYX-F...KKBZ changed calls to KAAP...

PENSACOLA

Arbitron Rank/Pop (12+): 122/251,200  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 135/303,000  
 Part of Mobile ADI  
 Average Person Rating: 17.6  
 Market TSL: 23.1 hours

Stations: 14/11  
 Diaries: 591/425:1/42.1%  
 Sample Target: 610  
 Standard Error: .851  
 % Below Line: 18.1  
 % Not Listed: 6.1

Est 1983 Revenue: \$5,400,000  
 CSI: 3.4 Bil  
 CSI HH: \$31,031  
 Retail \$: 1.3 Bil  
 Pop per Station: 22,836

12+ METRO	1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82
1. WBOP	68/15.4	---	14.9	---	10.4
2. WJLQ-F	59/13.4	---	11.3	---	10.4
3. WOMW-F	53/12.0	---	15.6	---	10.2
4. WMEZ-F	48/10.9	---	8.8	---	8.7
5. WABB-F	34/ 7.7	---	2.7	---	4.2
6. WTKX-F	30/ 6.8	---	5.6	---	12.0
7. WCOA	29/ 6.6	---	7.7	---	8.7
8. WXBM-F	27/ 6.1	---	6.8	---	8.7
9. WBLX-F	26/ 5.9	---	7.0	---	4.7
10. WKRG-F	15/ 3.4	---	5.4	---	5.1
11. WBSR	10/ 2.3	---	5.0	---	2.9
12.					
13.					
14.					
15.					

12+ TSA	1/4/CUME	12+ METRO	CUME/RATING	FAL 83	SPG 83
1. WJLQ-F	77/1096	1. WJLQ-F	793/31.6	---	27.8
2. WBOP	70/ 357	2. WOMW-F	640/25.5	---	26.2
3. WOMW-F	60/ 714	3. WABB-F	554/22.1	---	12.0
4. WTKX-F	60/ 849	4. WMEZ-F	553/22.0	---	19.9
5. WMEZ-F	57/ 702	5. WTKX-F	509/20.3	---	16.9
6. WABB-F	46/ 699	6. WCOA	428/17.0	---	17.9
7. WXBM-F	35/ 509	7. WKRG-F	392/15.6	---	16.0
8. WBLX-F	29/ 312	8. WXBM-F	359/14.3	---	17.1
9. WCOA	29/ 433	9. WBOP	346/13.8	---	15.7
10. WKRG-F	22/ 583	10. WBLX-F	255/10.2	---	10.7
11.		11. WBSR	194/ 7.7	---	12.5
12.		12.			
13.		13.			
14.		14.			
15.		15.			

12+ FM SHARE (METRO): 70.53% (292 of 414) (SPG 83: 67.31%)

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. WJLQ-F	1. WJLQ-F	1. WOMW-F	1. WOMW-F	1. WMEZ-F	1. WBOP	1. WMEZ-F	1. WJLQ-F	1. WJLQ-F	1. WBOP
2. WBOP	2. WBOP	2. WOMW-F	2. WJLQ-F	2. WOMW-F	2. WOMW-F	WJLQ-F	2. WJLQ-F	2. WOMW-F	2. WBLX-F	2. WJLQ-F
3. WJLQ-F	3. WTKX-F	3. WBOP	3. WBOP	3. WBOP	3. WBOP	WOMW-F	3. WOMW-F	3. WMEZ-F	3. WABB-F	3. WOMW-F
4. WBLX-F	4. WOMW-F	4. WTKX-F	4. WMEZ-F	4. WMEZ-F	4. WXBM-F	4. WCOA	4. WBOP	4. WBOP	4. WOMW-F	4. WTKX-F
5.	5.	5.	5.	5.	5.	5.	5.	5.	5.	5. WTKX-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. WBOP	1. WBOP	1. WBOP	1. WJLQ-F	1. WOMW-F	1. WTKX-F	1. WJLQ-F	1. WJLQ-F	1. WJLQ-F	1. WJLQ-F
2. WJLQ-F	2. WJLQ-F	2. WOMW-F	WBOP	2. WBOP	2. WJLQ-F	2. WTKX-F	2. WTKX-F	2. WOMW-F	2. WOMW-F
3.	3.	3. WJLQ-F	3.	3. WJLQ-F	3. WABB-F	3.	3. WOMW-F	3. WTKX-F	3. WBOP
4.	4.	4.	4.	4. WMEZ-F	4.	4.	4. WBOP	4. WBOP	4. WOMW-F
5.	5.	5.	5.	5.	5.	5.	5. WABB-F	5.	5. WXBM-F

FORNATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO	SHARE & CUME RATING
TOP 40/CHR/CONTEMP		108 (3)	108 (3)	26.1	WHYM 610 Pensacola	1.6/3.3
AOR		30 (1)	30 (1)	7.2	WVNY 1230 Pensacola	.9/3.6
AC/OLDIES/SOFT ROCK	10 (1)		10 (1)	2.4	WPFA 790 Pensacola	.9/2.9
MOR/VARIETY						
COUNTRY	4 (1)	80 (2)	84 (3)	20.3		
BLACK/URBAN	68 (1)	26 (1)	94 (2)	22.7		
BTFL MUSIC		48 (1)	48 (1)	11.6		
NEWS/TALK						
NOSTALGIA	29 (1)		29 (1)	7.0		
RELIGION	11 (2)		11 (2)	2.7		
SPANISH						
CLASSICAL						
UNKNOWN/OTHERS						

414 (14)

RADIO STATIONS

WBOP, 980, 1 KW (DAYS), BLACK	MBS,NBN, \$19.00 (Weiss)	Roden	Wayne Coleman
WBSR, 1450, 1 KW/250 W, AC	ABC-E, \$17.00 (Selcom)		H. Neuwirth
WCOA, 1370, 5 KW (DA-2), MOST (Drake-Chen)	CBS,MBS, \$20.00* (Mc-Guild)	Summit	Gordon Towne
WHYM, 610, 500 W (DAYS), RELIGION	APR, \$ 6.00 (----)	Swaggert	Bob Rogers
WVNY, 1230, 1 KW/250 W, COUNTRY	NBC, \$12.00 (Lotus)		Jack Kenney
WPFA, 790, 1 KW (DAYS,DA), RELIGION	, \$ 8.00 (----)		Don Schroeder
WJLQ-F, 100.7, 100 KW @ 500, CHR (Drake-Chen)	CBS-R, \$30.00* (Mc-Guild)	Summit	Gordon Towne
WMEZ-F, 94.1, 100 KW @ 320, BTFL MUS (SRP)	ABC-F, \$49.50 (Torbet)		Frederic Brewer
WOMW-F, 107.3, 100 KW @ 460, COUNTRY	ABC-C, \$29.00* (HNW)		Jim Colley
WTKX-F, 101.5, 100 KW @ 493, AOR	ABC-R, \$20.00 (Weiss)	Roden	Wayne Coleman
WXBM-F, 102.7, 100 KW @ 500, COUNTRY	ABC-I, \$16.50 (Selcom)	(MILTON)	Byrd Mapoles

Other ranked stations - See Mobile

MISCELLANEOUS COMMENTS

WBSR sold for \$600,000...WXBM-F (Milton) sold to Lou Mahacek for \$2,500,000...Arbitron fell about 3% short of sample target...

**PEORIA**

Arbitron Rank/Pop (12+): 104/305,200  
 CNSA Rank/Pop: NA  
 MSA Rank/Pop: 115/371,000  
 ADI # 99  
 Average Person Rating: 18.1  
 Market TSL: 23.4 hours

Stations: 18/12  
 Diaries: 731/418:1/56.1%  
 Sample Target: 700  
 Standard Error: .756  
 % Below Line: 9.35  
 % Not Listed: 8.9

Est 1983 Revenue: \$7,300,000  
 CSI: 4.0 Bil  
 CSI HH: 28.6 M  
 Retail \$: 2.2 Bil  
 Pop per Station: 25,433

12+ METRO	1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82
1. WKZW-F	93/16.8	14.4	14.9	16.2	14.2
2. WSWT-F	64/11.6	13.1	12.4	9.7	11.8
3. WMBD	61/11.0	10.0	13.4	12.2	11.4
4. WKCL	61/11.0	11.7	11.1	11.5	13.7
5. WWCT-F	41/ 7.4	7.9	8.5	12.5	9.9
6. WIRL	40/ 7.2	5.8	5.1	8.3	7.1
7. WTXR-F	26/ 4.7	3.1	4.7	2.8	1.1
8. WKQA-F	24/ 4.3	4.6	5.1	3.7	4.9
9. WGLO-F	21/ 3.8	4.4	2.6	3.7	2.6
10. WPEO	14/ 2.5	2.9	1.9	1.8	3.4
11.					
12.					
13.					
14.					
15.					

12+ TSA	1/4/CUME
1. WKZW-F	128/1560
2. WSWT-F	82/ 935
3. WJBC	68/ 666
4. WKCL	66/ 671
5. WMBD	63/ 704
6. WWCT-F	58/ 728
7. WIRL	45/ 681
8. WBNQ-F	45/ 629
9. WTXR-F	29/ 379
10. WGN	27/ 477
WLS	27/ 841
12.	
13.	
14.	
15.	

12+ METRO	CUME/	FAL 83	SPG 83
1. WKZW-F	1079/35.4	32.9	33.7
2. WSWT-F	688/22.5	23.0	23.3
3. WMBD	660/21.6	22.6	28.4
4. WIRL	594/19.5	21.2	20.3
5. WKCL	583/19.1	23.4	23.7
6. WWCT-F	519/17.0	17.8	17.0
7. WKQA-F	437/14.3	12.4	15.4
8. WLS	392/12.8	11.6	13.0
9. WTXR-F	336/11.0	9.3	9.0
10. WTAZ-F	217/ 7.1	3.8	7.0
WGLO-F	217/ 7.1	9.1	6.9

12+ FM SHARE (METRO): 56.75% (286 of 504) (SPG 83: 56.36%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+	12+ EVE	SAT MID
1. WKZW-F	1. WKZW-F	1. WKZW-F	1. WKZW-F	1. WKCL	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. WXCL	2. WIRL	WXCL	2. WXCL	2. WKZW-F	2. WSWT-F	2. WMBD	2. WXCL
3.	3. WIRL	3. WXCL	WIRL	3. WKZW-F	3. WMBD	3. WKZW-F	3. WXCL	3. WXCL	3. WSWT-F	3. WSWT-F
4.	WKQA-F	WIRL	4. WSWT-F	WSWT-F	4. WIRL	4. WSWT-F	4. WMBD	4. WMBD	4.	4. WMBD
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. WKZW-F	1. WKZW-F	1. WKZW-F	1. WKZW-F	1. WKZW-F	1. WWCT-F	1. WWCT-F	1. WWCT-F	1. WXCL	1. WXCL
2. WKQA-F	2. WKQA-F	2. WSWT-F	2. WIRL	2. WSWT-F	2. WKZW-F	2. WKZW-F	2. WXCL	2. WKZW-F	2. WIRL
3.	3. WSWT-F	3. WIRL	3. WKQA-F	3. WIRL	3.	3. WXCL	3. WKZW-F	WIRL	3. WSWT-F
4.	4. WSWT-F	4. WKQA-F	4. WWCT-F	4. WXCL	4.	4. WIRL	4. WIRL	4. WWCT-F	4. WKZW-F
5.	5.	5.	5.	5.	5.	5.	5.	5.	5. WTXR-F

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO	SHARE	CUME RATING
TOP 40/CHR/CONTEMP	12 (1)	102 (2)	114 (3)	22.6	WTAZ-F	102.3	Morton 1.4/7.1
AOR		41 (1)	41 (1)	8.1	WVLE	1140	Pekin .5/2.0
AC/OLDIES/SOFT ROCK	40 (1)	24 (1)	64 (2)	12.7	WBBM	780	Chicago .7/3.6
MOR/VARIETY	80 (3)	8 (1)	88 (4)	17.5	WBNQ-F	101.5	Bloomington 1.6/5.2
COUNTRY	65 (2)	26 (1)	91 (3)	18.1	WGN	720	Chicago 2.4/6.7
BLACK/URBAN					WJBC	1230	Bloomington 1.1/2.9
BTFL MUSIC	3 (1)	85 (2)	88 (3)	17.5	WLS	890	Chicago 2.2/12.8
NEWS/TALK	4 (1)		4 (1)	0.8	WMAQ	670	Chicago .7/4.8
NOSTALGIA							
RELIGION	14 (1)		14 (1)	2.8			
SPANISH							
CLASSICAL							
UNKNOWN/OTHERS							

504 (18)

**RADIO STATIONS**

WIRL, 1290, 5 KW (DA-2), AC (Klemm)	ABC-E, \$43.13 (Eastman)	Mid America	Ken Brown
WMBD, 1470, 5 KW (DA-2), MOR	CBS, \$38.13 (Katz)	Midwest TV	David McAley
WPEO, 1020, 1 KW , RELIGION	, \$12.00 (Market 4)	Manship	Dick Lewis
WGLO-F, 95.3, 560 W @ 660, BTFL MUS (Bonne)	NBC, \$16.00 (----)		Dick Lashbrook
WKQA-F, 104.9, 3 KW @ 265, CONTEMP/AC	ABC-F, \$21.00* (Blair)	Manship	Dick Lewis
WKZW-F, 93.3, 40 KW @ 548, CHR	, \$39.50 (Katz)	Midwest TV	Gene Robinson
WSWT-F, 106.9, 50 KW @ 450, BTFL MUS (Bonne)	, \$43.13 (Eastman)	Mid America	Howard Frederick
WTAZ-F, 102.3, 3 KW @ 300, MOR/VARIETY	NBC, \$ 9.00 (Lotus)	(MORTON)	Lynette Demanes
WTXR-F, 94.3, 3 KW @ 300, COUNTRY	, \$24.00* (Weiss)	(CHILLICOTHE)	Bill Bro
WWCT-F, 105.7, 36 KW @ 571, AOR	Source, \$26.00 (HNWH)		Bruce Foster

WJBC, WBNQ-F - See Bloomington Other ranked stations see Chicago

**MISCELLANEOUS COMMENTS**

Best book ever for WKZW-F...nice increases for WIRL

PHILADELPHIA

Arbitron Rank/Pop (12+): 5/3,943,700  
 CNSA Rank/Pop: 4/5,713,000  
 MSA Rank/Pop: 4/4,686,600  
 ADI # 4  
 Average Person Rating: 20.3  
 Market TSL: 26.3 hours

Stations: 30/25  
 Diaries: 2855/1381:1/49.6%  
 Sample Target: 2440  
 Standard Error: .393  
 % Below Line: 3.0  
 % Not Listed: 8.1

Est. 1983 Revenue: \$69,200,000  
 CSI: 49.0 Bil  
 CSI HH: 29.2 M  
 Retail \$: 23.1 Bil  
 Pop per Station: 157,748

12+ METRO	1/4/SHARE	WIN 84	FAL 83	SUM 83	SPG 83	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/ METRO CUME RATING	FAL 83	SPG 83
1. KYW	637/8.0	7.8	7.5	7.9	8.2	9.4	1. KYW 699/12931	1. KYW 11324/28.7	26.7	27.8
2. WEAZ-F	598/7.5	9.1	7.7	5.5	7.3	7.0	2. WEAZ-F 694/ 7798	2. WCAU-F 8429/21.4	21.2	20.8
3. WUSL-F	495/6.2	5.0	5.8	5.9	6.5	10.0	3. WMMR-F 641/ 9110	3. WCAU 7022/17.8	15.7	16.0
4. WDAS-F	459/5.7	6.7	6.8	6.4	5.5	7.4	4. WUSL-F 623/ 7332	4. WMGK-F 6510/16.5	18.4	18.8
5. WCAU	447/5.6	4.1	4.5	6.4	4.8	3.7	5. WCAU-F 588/11181	5. WEAZ-F 6486/16.4	17.2	16.8
6. WCAU-F	442/5.5	5.5	5.2	6.3	5.5	7.9	6. WCAU 516/ 8297	6. WMMR-F 6095/15.5	16.1	14.9
7. WMMR-F	436/5.5	4.7	5.2	4.8	4.2	5.8	7. WDAS-F 513/ 5820	7. WUSL-F 5873/14.9	15.1	13.7
8. WMGK-F	431/5.4	6.1	6.4	6.0	6.0	4.9	8. WMGK-F 512/ 8091	8. WYSP-F 5250/13.3	12.0	13.6
9. WIOQ-F	349/4.4	4.6	4.9	3.8	4.6	3.5	9. WYSP-F 463/ 7680	9. WDAS-F 5130/13.0	13.0	11.3
10. WWD-B-F	348/4.4	4.6	4.7	4.1	4.5	4.5	10. WWD-B-F 412/ 4322	10. WIOQ-F 4748/12.0	12.9	13.1
11. WPEN	345/4.3	5.5	4.5	6.0	6.3	3.7	11. WIOQ-F 389/ 5596	11. WWSH-F 4315/10.9	8.1	5.9
12. WYSP-F	327/4.1	4.1	3.5	4.2	4.6	6.0	12. WPEN 368/ 4419	12. WPEN 4008/10.2	10.5	13.1
13. WIP	266/3.3	3.7	3.4	3.8	4.1	2.7	13. WSNI-F 306/ 4788	13. WSNI-F 3971/10.1	11.1	10.7
14. WSNI-F	257/3.2	2.8	3.2	3.9	2.7	2.0	14. WIP 285/ 3665	14. WWD-B-F 3563/ 9.0	11.0	9.5
15. WWSH-F	227/2.8	2.7	2.1	1.8	1.8	2.7	15. WWSH-F 271/ 5209	15. WIP 3211/ 8.1	11.4	11.5
16. WXTU-F	204/2.6	.6	---	.4	.5	1.9	16. WXTU-F 242/ 2545	16. WFIL 2898/ 7.3	9.7	8.7
17. WKSZ-F	185/2.3	2.4	3.5	2.1	2.7	2.1	17. WKSZ-F 239/ 3528	17. WKSZ-F 2846/ 7.2	8.5	7.0
18. WHAT	163/2.0	1.8	1.5	1.7	1.3	.6	18. WFMZ-F 222/ 2059	18. WFLN-F 2344/ 5.9	6.2	6.2
19. WFIL	141/1.8	2.0	2.5	1.8	2.3	2.4	19. WJBR-F 189/ 2286	19. WHAT 2207/ 5.6	4.6	4.9
20. WFLN-F	136/1.7	1.6	1.7	1.7	1.7	1.4	20. WFIL 178/ 3704	20. WDAS 2074/ 5.3	5.4	5.9
21. WDAS	124/1.6	1.6	2.0	2.3	1.7	.4	21. WFLN-F 172/ 2861	21. WXTU-F 1999/ 5.1	---	3.3
22.							22.	22.		
23.							23.	23.		
24.							24.	24.		
25.							25.	25.		

12+ FM SHARE (METRO): 69.43% (5106 of 7354) (SPG 83: 65.54%)

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. WCAU	1. WEAZ-F
2. WUSL-F	2. WIOQ-F	2. WMMR-F	2. WDAS-F	2. KYW	2. KYN	2. WEAZ-F	2. WMGK-F	2. WCAU-F	2. WUSL-F	2. WCAU-F
3. WYSP-F	3. WUSL-F	3. WDAS-F	3. KYW	3. WDAS-F	3. WPEN	3. WIP	3. WMMR-F	3. WUSL-F	3. WDAS-F	3. WUSL-F
4. WMMR-F	4. WDAS-F	4. WIOQ-F	4. WIOQ-F	4. WEAZ-F	4. WCAU	4. WUSL-F	4. KYW	4. WCAU-F	4. WMMR-F	4. WMMR-F
5. WDAS-F	5. WMGK-F	WUSL-F	5. WSNI-F	5. WIOQ-F	5. WMGK-F	5. WPEN	5. WUSL-F	5. WMGK-F	5. WMMR-F	5. WDAS-F
6. WWSH-F	6. WYSP-F	6. KYW	6. WEAZ-F	6. WCAU	6. WWD-B-F	6. WCAU	6. WIOQ-F	6. WMMR-F	6. WYSP-F	6. WMGK-F
7.	7. WCAU-F	7. WCAU-F	7. WUSL-F	7. WSNI-F	7. WIP	7. WWD-B-F	7. WDAS-F	7. WCAU	7. WEAZ-F	7. KYW
8.	8. WSNI-F	8. WYSP-F	8. WCAU-F	8. WUSL-F	8. WDAS-F	8. WCAU-F	8. WPEN	8. WDAS-F	8. KYW	8. WPEN
9.	9. WWSH-F	9. WSNI-F	9. WCAU	9. WCAU-F	9. WXTU-F	9. WMGK-F	9. WWD-B-F	9. WIOQ-F	9. WWD-B-F	9. WYSP-F
10.	10.	10. WEAZ-F	10. WMMR-F	10. WMMR-F	10. WKSZ-F	10. WMMR-F	10. WCAU-F	10. WYSP-F	10. WMGK-F	10. WCAU

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. WUSL-F	1. WMGK-F	1. WMGK-F	1. WMGK-F	1. WMMR-F	1. WMMR-F	1. WMMR-F	1. WIOQ-F	1. KYW
2. WDAS-F	2. WMGK-F	2. WDAS-F	2. WIOQ-F	2. WDAS-F	2. WYSP-F	2. WIOQ-F	2. WMMR-F	2. WMMR-F	2. WMGK-F
3. WIOQ-F	3. WDAS-F	3. WUSL-F	3. WDAS-F	3. WEAZ-F	3. WUSL-F	3. WYSP-F	3. WDAS-F	3. WMGK-F	3. WCAU
4. WMMR-F	4. WIOQ-F	4. WIOQ-F	4. WUSL-F	4. KYW	4. WDAS-F	4. WYSP-F	4. WMGK-F	4. WYSP-F	4. WIOQ-F
5. WCAU-F	5. WCAU-F	5. WCAU-F	5. WSNI-F	5. WIOQ-F	5. WIOQ-F	5. WDAS-F	5. WYSP-F	5. WDAS-F	5. WEAZ-F
6. WYSP-F	6. WMMR-F	6. WSNI-F	6. WCAU-F	6. WUSL-F	6.	6.	6. KYW	6. KYW	6. WDAS-F
7. WMGK-F	7. WSNI-F	7. WWSH-F	7. WWSH-F	7. WSNI-F	7.	7.	7. WUSL-F	7. WUSL-F	7. WMMR-F
8. WSNI-F	8. WYSP-F	8. WMMR-F	8. WMMR-F	8. WCAU-F	8.	8.	8. WCAU	8. WSNI-F	8. WPEN
9.	9. WWSH-F	9. WEAZ-F	9.	9. WWSH-F	9.	9.	9.	9.	9. WSNI-F
10.	10.	10. KYW	10.	10. WIP	10.	10.	10.	10.	10.

<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>	<u>OTHER RATED STATIONS/METRO SHARE &amp; CUME RATING</u>			
40/CHR/CONTEMP	721 (4)	721 (4)	9.8	WFLN	900	.3/1.2	
OLDIES/SOFT ROCK	1112 (3)	1112 (3)	15.1	WIBF-F	103.9 Jonkintown	.3/1.5	
VARIETY	873 (3)	1036 (5)	14.1	WPGR	1540	.3/ .9	
COUNTRY	266 (1)	266 (1)	3.6	WZZD	990	.6/2.2	
CK/URBAN	31 (1)	204 (1)	2.35	WFMZ-F	100.7 Allentown	.5/1.1	
L MUSIC	287 (2)	954 (2)	12.41	WJBR-F	99.5 Wilmington	1.2/3.2	
S/TALK		738 (3)	738 (3)	10.0	WPST-F	97.5 Trenton	.4/2.5
NOSTALGIA	1084 (2)	348 (1)	1432 (3)	19.5	WSTW-F	93.7 Wilmington	.3/2.3
RELIGION	345 (1)	345 (1)	4.7	WTTM	920 Trenton	.4/1.2	
WISH	49 (1)	20 (1)	69 (2)	0.9			
CLASSICAL	23 (1)	136 (1)	159 (2)	2.2			
UNKNOWN/OTHERS							
		7354 (30)					

12+ ADI 1/4

<u>STATIONS</u>						
U, 1060, 50 KW (DA-1)	, NEWS	ABC-I, NBC, \$262.50	(RAR)	Westinghouse	Nelson Cohen	1. KYW
U, 1210, 50 KW	, TALK/NEWS	CBS, \$182.50	(CBS Spot)	CBS	Allen Serxner	2. WEAZ-F
S, 1480, 5 KW/1 KW (DA-2)	, BLACK	NBN, \$ 65.00*	(HNWH)	Unity	Cody Anderson	3. WUSL-F
L, 560, 5 KW (DA-2)	, OLDIES	RKO II, \$ 90.00*	(Blair)	LIN	Bruce Hoberg	4. WMMR-F
T, 1340, 1 KW/250 W	, BLACK	SBN, \$ 41.00	(Selcom)		Art Camiolo	5. WCAU-F
, 610, 5 KW (DA-1)	, MOR	ABC-D, \$170.63	(Katz)	Metromedia	Hal Smith	6. WDAS-F
N, 950, 5 KW (DA-N)	, NOSTALGIA	ABC-E, \$120.00*	(NMR)	Greater Media	Larry Wexler	7. WMGK-F
R, 1540, 50 KW (DAYS, DA)	, OLDIES	RKO, \$ NA	(Republic)	Associated	Mike Marder	8. WCAU
EL, 860, 10 KW (DAYS, DA)	, SPANISH/RELIGION	, \$ 23.00	(Baballero)		George Hopkins	9. WYSP-F
ED, 990, 50 KW/10 KW (DA-2)	, RELIGION	, \$ 27.00	(----)		Jenny Lee	10. WWDB-F
						11. WIOQ-F
						12. WPEN
						13. WSNI-F
						14. WIP
						15. WWSH-F

<u>STATIONS</u>						
U-F, 98.1, 13 KW @ 1000, CHR		CBS-R, \$206.25	(CBS/FM)	CBS	Vince Benedict	12+ ADI CUME
AS-F, 105.3, 4 KW @ 870, BLACK		, \$120.00*	(HNWH)	Unity	Cody Anderson	1. KYW
Z-F, 101.1, 13 KW @ 1010, BTFL MUS (SRP)		, \$231.25	(Mc-Guild)		Jim DeCaro	2. WCAU-F
N-F, 95.7, 50 KW @ 490, CLASSICAL		, \$ 75.00	(CMBS)	Outlet	Harry Haas	3. WMMR-F
Q-F, 102.1, 30 KW @ 650, AOR		, \$140.00*	(Mc-Guild)	(MEDIA)	Don Pettibone	4. WCAU
Z-F, 100.3, 35 KW @ 600, AC		, \$100.00*	(Christal)	Greater Media	Larry Wexler	5. WMGK-F
CK-F, 102.9, 50 KW @ 300, AC		, \$200.00*	(MMR)			6. WEAZ-F
CK-F, 93.3, 25 KW @ 670, AOR	Source,	\$160.63	(Katz)	Metromedia	Hal Smith	7. WYSP-F
I-F, 104.5, 13 KW @ 1008, AC	RKO,	\$ 98.00	(Republic)	Associated	Mike Marder	8. WUSL-F
SI-F, 98.9, 18 KW @ 830, URBAN	ABC-F,	\$115.00*	(Blair)	LIN	Bruce Hoberg	9. WDAS-F
UB-F, 96.5, 18 KW @ 850, TALK	ABC-I,	\$105.00*	(Selcom)		Art Camiolo	10. WIOQ-F
SH-F, 106.1, 23 KW @ 740, CHR	, \$ 85.00*	(Christal)		Cox	Bill Phippen	11. WWSH-F
TU-F, 92.5, 50 KW @ 500, COUNTRY	, \$ 75.00*	(Weiss)		Beasley	Dennis Dougherty	12. KSNI-F
SP-F, 94.1, 16 KW @ 900, AOR (Pollack)	ABC-R,	\$186.25	(Torbet)	Infinity	Richard Marks	13. WFIN
						14. WWDB-F
						15. WIP

ADI FM SHARE:  
71.56%

STATION CHANGES

FORMAT CHANGES

STATION SALES

MISCELLANEOUS COMMENTS

WAHT: sold for \$750,000

WXTU went from a no-show in Fall 83 to a 2.6 in this book...KYW back in the 12+ lead after two books in #2...

PHOENIX

Arbitron Rank/Pop (12+): 24/1,412,100  
 CMA Rank/Pop: 23/1,609,000  
 MSA Rank/Pop: 24/1,658,400  
 ADI # 25  
 Average Person Rating: 18.6  
 Market TSL: 24.5 hours

Stations: 27/26  
 Diaries: 1385/1020:1/50.4%  
 Sample Target: 1320  
 Standard Error: .543  
 % Below Line: 2.2  
 % Not Listed: 8.5

Est. 1983 Revenue: \$34,900,000  
 CSI: 15.4 Btl  
 CSI HH: 25.2 M  
 Retail \$: 8.8 Btl  
 Pop per Station: 54,312

12+ METRO	1/4/SHARE	WIN 84	FAL 83	SPG 83	BIRCH SHARE	12+ TSA	1/4/CUME	12+ METRO	CUME/ METRO CUME RATING	FAL 83	SPG 83	
1. KTAR	240/9.1	9.0	8.5	---	7.7	7.2	1. KDKB-F	262/3524	1. KTAR	2811/19.9	19.8	21.4
2. KQYT-F	211/8.0	8.5	7.3	---	6.7	6.8	2. KTAR	251/3005	2. KDKB-F	2783/19.7	17.5	23.6
3. KDKB-F	194/7.4	7.1	6.3	---	8.9	9.1	3. KQYT-F	244/2578	3. KZZP-F	2764/19.6	17.3	13.0
4. KNIX-F	187/7.1	6.9	7.6	---	7.4	9.3	4. KNIX-F	229/2625	4. KOPA-F	2637/18.7	15.9	15.8
5. KMEO-F	156/5.9	5.8	6.4	---	6.6	5.0	5. KMEO-F	175/2068	5. KKLT-F	2464/17.4	16.4	17.1
6. KZZP-F	145/5.5	6.7	4.3	---	3.4	6.7	6. KZZP-F	160/2969	6. KQYT-F	2269/16.1	13.1	14.1
KKLT-F	145/5.5	8.3	6.5	---	6.8	6.8	7. KUPD-F	158/2373	7. KNIX-F	2125/15.0	16.6	16.7
8. KUPD-F	142/5.4	4.4	3.7	---	4.5	7.9	8. KKLT-F	154/2601	8. KUPD-F	2099/14.9	15.8	19.9
9. KOOL-F	129/4.9	4.4	3.7	---	4.5	5.0	9. KOOL-F	138/2005	9. KOY	1975/14.0	15.7	14.2
10. KOY	122/4.6	3.9	5.5	---	4.5	4.7	10. KOY	131/2248	10. KOOL-F	1880/13.3	10.9	13.7
11. KOPA-F	117/4.5	5.8	5.3	---	5.0	5.3	11. KOPA-F	127/2840	11. KMEO-F	1791/12.7	13.8	15.8
12. KEZC-F	99/3.8	3.9	5.5	---	3.3	3.0	12. KEZC-F	102/1524	12. KEZC-F	1429/10.1	13.0	9.1
13. KLZI-F	85/3.2	.8	1.1	---	1.2	3.7	13. KLZI-F	88/1466	13. KLZI-F	1406/10.0	2.0	2.0
14. KLFF	77/2.9	2.5	3.1	---	2.7	2.3	14. KLFF	86/ 847	14. KJJJ	871/ 6.2	8.7	7.7
15. KUKQ	69/2.6	2.4	4.3	---	3.8	1.9	15. KUKQ	72/ 923	15. KUKQ	855/ 6.1	6.9	6.4
16. KHPEP-F	61/2.3	1.5	2.3	---	1.5	1.4	16. KHPEP-F	67/ 730	16. KNIX	820/ 5.8	5.9	6.5
17. KJJJ	52/2.0	1.6	2.3	---	1.5	1.9	17. KJJJ	59/ 933	17. KLFF	810/ 5.7	5.7	6.4
KSTM	52/2.0	2.1	1.6	---	2.1	2.3	18. KSTM-F	52/ 512	18. KHPEP-F	678/ 4.8	5.6	4.3
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): 68.89% (1723 of 2501) (SPG 83: 68.07%)

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. KDKB-F	1. KDKB-F	1. KKLT-F	1. KNIX-F	1. KTAR	1. KTAR	1. KQYT-F	1. KDKB-F	1. KTAR	1. KQYT-F
2. KUPD-F	2. KUPD-F	2. KKLT-F	2. KNIX-F	2. KKLT-F	2. KQYT-F	2. KNIX-F	2. KTAR	2. KQYT-F	2. KQYT-F	2. KKLT-F
3. KDKB-F	3. KKLT-F	3. KOOL-F	3. KOOL-F	3. KOOL-F	3. KNIX-F	3. KDKB-F	3. KDKB-F	3. KTAR	3. KDKB-F	3. KNIX-F
4. KOPA-F	4. KOOL-F	4. KNIX-F	4. KDKB-F	4. KQYT-F	4. KOY	4. KQYT-F	4. KNIX-F	4. KNIX-F	4. KMEO-F	4. KUPD-F
5.	5. KOPA-F	5. KUPD-F	5. KOY	KTAR	5. KMEO-F	5. KZZP-F	5. KKLT-F	5. KKLT-F	5. KDKB-F	5. KDKB-F
6.	6. KLZI-F	6. KOY	6. KQYT-F	6. KOY	6. KEZC-F	6. KOY	6. KMEO-F	6. KZZP-F	6. KUPD-F	6. KMEO-F
7.	7. KNIX-F	7. KOPA-F	7. KEZC-F	7. KDKB-F	7. KKLT-F	7. KUPD-F	7. KUPD-F	7. KMEO-F	7. KOY	7. KOPA-F
8.	8. KZZP-F	8. KLZI-F	8.	8.	8.	8.	8.	8.	8.	8. KTAR
9.	9.	9. KZZP-F	9.	9.	9.	9.	9.	9.	9.	9. KOOL-F
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10. KZZP-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. KDKB-F	1. KDKB-F	1. KKLT-F	1. KKLT-F	1. KKLT-F	1. KUPD-F	1. KDKB-F	1. KDKB-F	1. KDKB-F	1. KOOL-F
2. KOPA-F	2. KKLT-F	2. KDKB-F	2. KOOL-F	2. KQYT-F	2. KDKB-F	2. KUPD-F	2. KOOL-F	2. KOOL-F	2. KNIX-F
3. KUPD-F	3. KOPA-F	3. KNIX-F	3. KDKB-F	3. KNIX-F	3.	3. KOOL-F	3. KUPD-F	3. KSTM-F	3. KTAR
4. KZZP-F	4. KOOL-F	4. KOPA-F	4. KOPA-F	4. KOY	4.	4. KKLT-F	4. KNIX-F	4. KNIX-F	4. KOY
5. KLZI-F	5. KLZI-F	5. KLZI-F	5. KLZI-F	5. KOOL-F	5.	5. KNIX-F	5. KTAR	5. KUPD-F	5. KQYT-F
6. KKLT-F	6. KUPD-F	6. KOOL-F	6. KNIX-F	6. KEZC-F	6.	6. KOPA-F	6. KKLT-F	6. KKLT-F	6. KEZC-F
7.	7. KZZP-F	7. KOY	KOY	7. KDKB-F	7.	7. KLZI-F	7. KEZC-F	7.	7.
8.	8.	KZZP-F	8.	8.	8.	8. KZZP-F	8. KOY	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	Z	OTHER RATED STATIONS/METRO SHARE & CUME RATING		
P 40/CHR/CONTEMP	32 (2)	262 (2)	294 (4)	11.8	KFLR	1230	.9/2.3
R		388 (3)	388 (3)	15.5	KMEO	740	.6/2.3
/OLDIES/SOFT ROCK		359 (3)	359 (3)	14.4	KNIX	1580 Tempe	1.1/5.8
R/VARIETY	152 (2)		152 (2)	6.1	KOOL	960	1.1/4.2
COUNTRY	81 (2)	286 (2)	367 (4)	14.7	KOPA	1440 Scottsdale	.7/2.1
BLACK/URBAN	69 (1)		69 (1)	2.8	KPHX	1480	.8/2.0
R&B MUSIC	16 (1)	367 (2)	383 (3)	15.3	KRDS	1190 Tolleson	1.2/1.8
NEWS/TALK	240 (1)		240 (1)	9.6	KVVA	860	1.4/2.3
CLASSICAL	77 (1)		77 (1)	3.1	KZZP	1310 Mesa	.5/4.3
RELIGION	55 (2)		55 (2)	2.2			
SPANISH	56 (2)		56 (2)	2.2			
CLASSICAL		61 (1)	61 (1)	2.4			
UNKNOWN/OTHERS							
2501 (27)							

STATIONS		STATIONS		STATIONS		STATIONS		STATIONS	
1. KDKB-F	2. KTAR	3. KQYT-F	4. KNIX-F	5. KMEO-F	6. KZZP-F	7. KUPD-F	8. KKLTF	9. KOOL-F	10. KOY
11. KOPA-F	12. KEZC-F	13. KLZI-F	14. KLF	15. KUKQ	1. KDKB-F	2. KTAR	3. KZZP-F	4. KOPA-F	5. KKLTF
6. KQYT-F	7. KUPD-F	8. KKLTF	9. KOOL-F	10. KOY	11. KOPA-F	12. KEZC-F	13. KLZI-F	14. KLF	15. KUKQ
1. KDKB-F	2. KTAR	3. KZZP-F	4. KOPA-F	5. KKLTF	6. KQYT-F	7. KNIX-F	8. KUPD-F	9. KOY	10. KMEO-F
11. KOPA-F	12. KEZC-F	13. KLZI-F	14. KLF	15. KUKQ	1. KDKB-F	2. KTAR	3. KZZP-F	4. KOPA-F	5. KKLTF
6. KQYT-F	7. KNIX-F	8. KUPD-F	9. KOY	10. KMEO-F	11. KOPA-F	12. KEZC-F	13. KLZI-F	14. KLF	15. KUKQ

STATIONS	STATIONS	STATIONS	STATIONS	STATIONS
1. KDKB-F	2. KTAR	3. KZZP-F	4. KOPA-F	5. KKLTF
6. KQYT-F	7. KNIX-F	8. KUPD-F	9. KOY	10. KMEO-F
11. KOPA-F	12. KEZC-F	13. KLZI-F	14. KLF	15. KUKQ
1. KDKB-F	2. KTAR	3. KZZP-F	4. KOPA-F	5. KKLTF
6. KQYT-F	7. KNIX-F	8. KUPD-F	9. KOY	10. KMEO-F
11. KOPA-F	12. KEZC-F	13. KLZI-F	14. KLF	15. KUKQ

ADI FN SHARE :  
69.25%

FORMAT CHANGES	STATION SALES	MISCELLANEOUS COMMENTS
KLZI-F changed to KLF-F (20 March)	KBJQ: sold by Sandusky for \$185,000	

PITTSBURGH

Arbitron Rank/Pop (12+): 14/1,898,700  
 CNSA Rank/Pop: 13/2,403,000  
 MSA Rank/Pop: 12/2,182,900  
 ADI # 12  
 Average Person Rating: 19.0  
 Market TSL: 24.8 hours

Stations: 29/27  
 Diaries: 1944/977:1/56.1%  
 Sample Target: 1710  
 Standard Error: .466  
 % Below Line: 1.1  
 % Not Listed: 8.7

Est. 1983 Revenue: \$32,800,000  
 CSI: 21.4 Bil  
 CSI HH: 26.0 M  
 Retail \$: 11.0 Bil  
 Pop per Station: 70,322

12+ METRO	1/4/SHARE		WIN	FAL	SPG	BIRCH	12+ TSA	1/4/CUME		12+ METRO CUME/		FAL	SPG
	84	83	84	83	83			SHARE	83	83	RATING	83	83
1. KDKA	559/15.5	17.5	15.9	---	17.1	17.7	1. KDKA	758/10130	1. KDKA	7438/39.2	38.9	43.0	
2. WDVE-F	286/ 7.9	6.4	6.1	---	6.9	10.1	2. WDVE-F	475/ 5649	2. WBZZ-F	3813/20.1	19.7	20.2	
3. WBZZ-F	266/ 7.4	6.3	6.0	---	7.4	10.1	3. WBZZ-F	340/ 4955	3. WHTX-F	3575/18.8	18.3	18.4	
4. WHTX-F	220/ 6.1	5.1	4.9	---	4.8	5.7	4. WPNT-F	271/ 2904	4. WDVE-F	3335/17.6	17.5	16.9	
5. WWSW-F	206/ 5.7	4.5	4.4	---	6.3	4.0	5. WWSW-F	266/ 3563	5. WTAE	3046/16.0	23.3	16.5	
6. WAMO-F	198/ 5.5	5.1	5.3	---	5.6	6.4	6. WHTX-F	264/ 4422	6. WHYW-F	2749/14.5	15.2	13.7	
7. WTAE	170/ 4.7	5.8	7.6	---	5.9	3.0	7. WAMO-F	214/ 2766	7. WWSW-F	2712/14.3	15.7	17.1	
8. WHYW-F	169/ 4.7	4.4	5.1	---	4.2	4.0	8. WHYW-F	207/ 3204	8. WAMO-F	2448/12.9	11.0	12.3	
9. WSHH-F	164/ 4.5	5.3	4.6	---	5.5	4.2	9. WSHH-F	200/ 2617	9. WSHH-F	2224/11.7	12.2	13.0	
10. WPNT-F	162/ 4.5	4.7	5.5	---	4.8	2.9	10. WTAE	178/ 3298	10. WPNT-F	2005/10.6	11.3	11.3	
11. WJAS	149/ 4.1	4.1	4.8	---	4.5	2.8	11. WDSY-F	163/ 2248	11. WYDD-F	1763/ 9.3	9.1	7.1	
12. WTKN	124/ 3.4	3.8	3.0	---	3.1	2.9	12. WJAS	155/ 1706	12. WJAS	1608/ 8.5	10.6	10.5	
13. WYSY-F	117/ 3.2	3.3	3.8	---	2.3	2.9	13. WTKN	128/ 1578	13. KQV	1592/ 8.4	9.4	11.1	
14. KQV	102/ 2.8	3.4	2.6	---	3.1	3.2	14. WYDD-F	116/ 2428	14. WTKN	1523/ 8.0	7.8	8.9	
15. WYDD-F	81/ 2.2	2.7	2.1	---	1.5	3.2	15. KQV	104/ 1646	15. WDSY-F	1521/ 8.0	8.0	6.6	
16. WEEP	65/ 1.8	2.2	2.2	---	1.7	1.7	16. WEEP	101/ 1278	16. WEEP	760/ 4.0	4.1	4.9	
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): 60.89% (2008 of 3298) (SPG 83: 58.13%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WDVE-F	1. WDVE-F	1. WDVE-F	1. KDKA	1. KDKA	1. KDKA	1. KDKA	1. KDKA	1. KDKA	1. KDKA	1. KDKA
2. WBZZ-F	2. WBZZ-F	2. WBZZ-F	2. WWSW-F	2. WWSW-F	2. WJAS	2. WHTX-F	2. WWSW-F	2. WBZZ-F	2. WDVE-F	2. WDVE-F
3. WAMO-F	3. WHTX-F	3. WWSW-F	3. WHTX-F	3. WHTX-F	3. WSHH-F	3. WTAE	3. WDVE-F	3. WDVE-F	3. WBZZ-F	3. WBZZ-F
4. WHTX-F	4. WAMO-F	4. WHTX-F	4. WHYW-F	4. WTAE	4. WWSW-F	4. WDVE-F	4. WHTX-F	4. WHTX-F	4. WAMO-F	4. WSHH-F
5. WHYW-F	5. WWSW-F	5. KDKA	5. WBZZ-F	5. WHYW-F	5. WPNT-F	5. WBZZ-F	5. WBZZ-F	5. WAMO-F	5. WTAE	5. WHTX-F
6. WYDD-F	6. WHYW-F	6. WAMO-F	6. WTAE	6. WBZZ-F	6. WTKN	6. WWSW-F	6. WPNT-F	6. WWSW-F	6. WTKN	6. WJAS
7.	7. KDKA	7. WHYW-F	7. WDVE-F	7. WPNT-F	7. WDSY-F	7. WHYW-F	7. WSHH-F	7. WHYW-F	7. WHTX-F	7. WHYW-F
8.	8.	8.	8.	8.	8.	8. KQV	8.	8.	8.	8. WAMO-F
9.	9.	9.	9.	9.	9.	9. WAMO-F	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10. WTKN	10.	10.	10.	10.

KGM 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. HDVE-F	1. WBZZ-F	1. WWSW-F	1. WWSW-F	1. KDKA	1. HDVE-F	1. HDVE-F	1. HDVE-F	1. HDVE-F	1. KDKA
2. WBZZ-F	2. WHTX-F	2. WBZZ-F	2. WHTX-F	2. WWSW-F	2. WAMO-F	2. WAMO-F	2. WAMO-F	2. WHTX-F	2. WTAE
3. WHTX-F	3. WWSW-F	3. KDKA	3. WHYW-F	3. WHYW-F	3. WBZZ-F	3. WBZZ-F	3. WHTX-F	3. WTAE	3. WHTX-F
4. WAMO-F	4. HDVE-F	4. WHYW-F	4. WBZZ-F	4. WBZZ-F	4. WHTX-F	4. WHTX-F	4. WHTX-F	4. WAMO-F	4. HDVE-F
5. WHYW-F	5. WHYW-F	5. WHTX-F	5. KDKA	5. WHTX-F	5. WYDD-F	5. WWSW-F	5. KDKA	5. WWSW-F	5. WWSW-F
6. WWSW-F	6. WAMO-F	6. WDVE-F	6. WPNT-F	6. WPNT-F	6. WWSW-F	6. WWSW-F	6. WWSW-F	6. WBZZ-F	6. WBZZ-F
7. WYDD-F	7. KDKA	7. WAMO-F	7.	7. WTAE	7.	7. WYDD-F	7. WTAE	7. WBZZ-F	7. WAMO-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		500 (3)	500 (3)	15.2	WAMO 860 .7/1.8
AOR		367 (2)	367 (2)	11.1	WBVP 1230 Beaver Falls .5/1.6
AC/OLDIES/SOFT ROCK		387 (3)	387 (3)	11.7	WESA 940 Charleroi .4/1.3
MOR/VARIETY	760 (4)		760 (4)	23.0	WESA-F 98.3 Charleroi .4/1.8
COUNTRY	117 (4)	154 (3)	271 (1)	8.2	WHJB 620 Greensburg .6/2.2
BLACK/URBAN	26 (1)	198 (1)	224 (2)	6.8	WIXZ 1360 McKeesport .4/2.4
BTFL MUSIC		326 (2)	326 (2)	9.9	WNUF-F 100.7 New Kensington 1.2/3.6
NEWS/TALK	226 (20)		226 (2)	6.9	WPIT 730 .3/1.3
NOSTALGIA	149 (1)	43 (1)	192 (2)	5.8	WPIT-F 101.5 .9/3.1
RELIGION	12 (1)	33 (1)	45 (2)	1.4	WKWS-F 106.7 Beaver Falls .3/1.2
SPANISH					WYTK-F 95.3 Washington .4/.9
CLASSICAL					WASP 1130 Brownsville .4/1.0
UNKNOWN/OTHERS					WELA-F 104.3 E. Liverpool,OH .6/1.4
3298 (29)					

RADIO STATIONS

AM STATIONS

KDKA, 1020, 50 KW	, MOR	NBC, \$200.00 (RAR)
KQV, 1410, 5 KW (DA-2)	, NEWS	WSJ,CBS,MBS, \$ 45.00 (Christal)
WAMO, 860, 1 KW (DAYS,DA)	, BLACK	SBN, \$ NA (HNWH)
WEDO, 810, 1 KW (DAYS)	, NOSTALGIA	, \$ 13.00 (----)
WEEP, 1080, 50 KW (DAYS,DA)	, COUNTRY	ABC-I, \$ 54.00* (MMR)
WJAS, 1320, 5 KW (DA-N)	, NOSTALGIA (Al Ham)	ABC-D, \$50.00* (MMR)
WPIT, 730, 5 KW (DAYS)	, RELIGION	, \$ 20.00 (----)
WTAE, 1250, 5 KW (DA-N)	, MOR/AC	ABC-E,RKO II, \$150.00 (Katz)
WTKN, 970, 5 KW (DA-2)	, TALK	ABC-T,ABC-C, \$ 40.00* (Mc-Guild)

FM STATIONS

WAMO-F, 105.9, 72 KW @ 440,	BLACK	SBN, \$ 57.00* (HNWH)
WBZZ-F, 93.7, 41 KW @ 547,	CHR (Burk-Abr)	, \$ 85.00* (Blair)
WDSY-F, 107.9, 50 KW @ 500,	COUNTRY	ABC-I, \$ 67.50* (Republic)
WDVE-F, 102.5, 55 KW @ 820,	AOR (Burk-Abr)	Source, \$ 90.00* (Eastman)
WHTX-F, 96.1, 50 KW @ 500,	CHR	RKO, \$ 78.00* (Katz)
WHYN-F, 96.9, 15 KW @ 930,	AC	, \$ 70.00* (Christal)
WOKU-F, 107.1, 1 KW @ 450,	AC	MBS, \$ 14.50 (----)
WPIT-F, 101.5, 19 KW @ 520,	RELIGION	, \$ 20.00 (----)
WPNT-F, 92.9, 47 KW @ 890,	BTFL MUS (Bonne)	, \$ 60.00 (RAR)
WSHH-F, 99.7, 11 KW @ 930,	BTFL MUS (SRF)	, \$ 50.00 (MMR)
WKWS-F, 106.7, 47 KW @ 520,	AC	ABC-F, \$ NA (Market 4)
WWSN-F, 106.7, 47 KW @ 520,	AC	ABC-C, \$ 70.00* (Mc-Guild)
WYDD-F, 104.7, 50 KW @ 500,	AOR	ABC-R, \$ 45.00* (Masla)

		12+ ADI 1/4
Westinghouse	Rick Starr	1. KDKA
	Bob Dickey	2. WDVE-F
Sheridan	Glenn Mahone	3. WBZZ-F
	John James	4. WHTX-F
Entercom	Peter Casella	5. WWSW-F
		6. WPNT-F
BENI		7. WAMO-F
Associated	Mike Komichak	8. WHYW-F
Hearst	Ted Atkins	9. WSHH-F
Shamrock	Diane Sutter	10. WTAE
		11. WDSY-F
		12. WJAS
		13. WTKN
		14. WYDD-F
		15. KQV
		12+ ADI CUME
		1. KDKA
		2. WDVE-F
		3. WBZZ-F
		4. WHTX-F
		5. WWSW-F
		6. WTAE
		7. WHYW-F
		8. WAMO-F
		9. WPNT-F
		10. WSHH-F
		11. WYDD-F
		12. WDSY-F
		13. WJAS
		14. KQV
		15. WTKN
		ADI FM SHARE:
		61.90%

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

MISCELLANEOUS COMMENTS

WPNT-F is changing to Soft AC this summer

WJLY (Braddock) sold by Bennis for \$340,000



PORTLAND, OR

Arbitron Rank/Pop (12+): 31/1,087,200  
 CMSA Rank/Pop: 26/1,332,000  
 MSA Rank/Pop: 38/1,157,300  
 ADI # 23  
 Average Person Rating: 15.3  
 Market TSL: 20.8 hours

Stations: 27/26  
 Diaries: 1354/803:1/50.2%  
 Sample Target: 1230  
 Standard Error: .510  
 % Below Line: 0.7  
 % Not Listed: 6.8

Est. 1983 Revenue: \$28,200,000  
 CSI: 11.1 Bil  
 CSI III: 24.4 M  
 Retail \$: 7.6 Bil  
 Pop per Station: 41,815

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. KMJK-F	170/10.2	7.8	5.0	4.2	1.5	12.0	1. KMJK-F 194/2708	1. KGW 2249/20.7	20.0	24.7
2. KXL-F	142/ 8.5	5.1	5.7	6.3	4.9	4.2	2. KXL-F 193/2019	2. KMJK-F 2190/20.1	16.7	13.4
3. KGW	131/ 7.9	6.7	7.9	6.8	6.1	8.5	3. KGW 165/2960	3. KXL-F 1487/13.7	9.7	10.9
4. KINK-F	98/ 5.9	5.9	6.3	7.6	5.8	7.2	4. KINK-F 130/1831	4. KINK-F 1358/12.5	14.9	15.0
5. KGON-F	89/ 5.3	4.6	4.9	8.1	13.3	6.8	5. KGON-F 124/1941	5. KGON-F 1349/12.4	12.8	11.4
6. KYTE	88/ 5.3	1.4	2.7	3.1	3.3	4.1	6. KYTE 111/1089	6. KGNR-F 1328/12.2	16.1	17.9
7. KRCK-F	80/ 4.8	4.8	9.9	3.6	4.7	7.1	7. KWJJ 107/1790	7. KEX 1324/12.2	13.5	15.4
8. KKCW-F	76/ 4.6	---	---	---	---	4.1	8. KRCK-F 105/1647	8. KWJJ 1279/11.8	12.7	11.2
9. KWJJ	73/ 4.4	4.5	4.1	3.9	5.4	4.6	9. KJIB-F 103/1353	9. KRCK-F 1229/11.3	12.4	15.5
10. KGNR-F	70/ 4.2	6.3	7.5	5.6	6.6	4.1	10. KGNR-F 101/1816	10. KKCW-F 122/11.1	----	----
11. KJIB-F	68/ 4.1	7.0	4.3	4.1	2.7	4.2	11. KEX 100/1874	11. KRZF-F 1149/10.6	6.6	8.2
KUPL-F	68/ 4.1	8.8	6.9	6.9	7.4	3.0	12. KXL 98/1645	12. KXL 1063/ 9.8	9.9	8.6
13. KXL	66/ 4.0	3.4	3.4	4.8	2.7	3.4	13. KUPL-F 95/1273	13. KUPL-F 900/ 8.3	13.5	14.5
14. KEX	64/ 3.8	5.2	6.2	5.6	5.9	4.6	14. KKCW-F 89/1438	14. KJIB-F 896/ 8.2	12.9	8.6
15. KKRZ-F	51/ 3.1	1.8	2.5	3.1	2.2	4.3	15. KKRZ-F 67/1481	15. KYTE 850/ 7.8	4.0	7.3
16. KKEY	40/ 2.4	1.4	2.0	2.3	2.8	1.7	16.	16.		
17. KXXI	35/ 2.1	3.0	3.4	4.7	4.3	3.2	17.	17.		
KKSN	35/ 2.1	3.4	2.5	---	1.6	2.3	18.	18.		
19.							19.	19.		
20.							20.	20.		
21.							21.	21.		
22.							22.	22.		
23.							23.	23.		
24.							24.	24.		
25.							25.	25.		

12+ FN SHARE (METRO): 61.24% (951 of 1553) (SPG 83: 59.31%)

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. KGW	1. KGW	1. KGW	1. KXL-F	1. KGW	1. KXL-F	1. KMJK-F	1. KMJK-F	1. KMJK-F
2. KRCK-F	2. KGON-F	2. KINK-F	2. KINK-F	2. KINK-F	2. KGW	2. KMJK-F	2. KMJK-F	2. KGW	2. KGON-F	2. KXL-F
3. KGON-F	3. KMJK-F	3. KMJK-F	3. KXL-F	3. KXL-F	3. KYTE	3. KXL-F	3. KYTE	3. KXL-F	KXL	3. KGW
4.	4. KGW	4. KGON-F	4. KKCW-F	4. KKCW-F	4. KWJJ	4. KXL	4. KGW	4. KINK-F	KXL-F	4. KRCK-F
5.	5. KRCK-F	5. KKCW-F	5. KJIB-F	5. KJIB-F	KEX	5. KINK-F	5. KINK-F	5. KGON-F	5. KRCK-F	5. KGON-F
6.	6. KGNR-F	6. KGNR-F	6. KGNR-F	6. KGNR-F	6. KXL	6. KWJJ	6. KKCW-F	6. KYTE	6. KINK-F	6. KYTE
7.	7. KKCW-F	7. KJIB-F	KWJJ	7.	7.	7.	7. KWJJ	7. KRCK-F	7. KEX	7. KUPL-F
8.	8.	8. KRCK-F	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9. KXL-F	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10. KWJJ	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. KMJK-F	1. KGW	1. KGW	1. KGW	1. KGW	1. KGON-F	1. KGON-F	1. KGON-F	1. KINK-F	1. KGW
2. KKCW-F	2. KINK-F	2. KKCW-F	2. KINK-F	2. KXL-F	2. KMJK-F	2. KRCK-F	2. KINK-F	2. KGW	KINK-F
3. KGNR-F	3. KKCW-F	3. KINK-F	3. KKCW-F	3. KINK-F	3. KRCK-F	3. KMJK-F	3. KMJK-F	3. KKCW-F	3. KJIB-F
4. KKRZ-F	4. KGNR-F	4. KMJK-F	4. KGNR-F	4. KKCW-F	4.	4. KINK-F	4. KRCK-F	4. KRCK-F	4. KXL-F
5. KGW	5. KMJK-F	5. KGNR-F	5. KJIB-F	5. KGNR-F	5.	5.	5. KGW	5. KGON-F	5. KWJJ
KINK-F	6.	6. KXL-F	6. KUPL-F	6. KUPL-F	6.	6.	6. KJIB-F	6. KWJJ	6. KMJK-F
7.	7.	7.	7.	7. KWJJ	7.	7.	7. KWJJ	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		232 (3)	232 (3)	14.9	KAAR	1480	Vancouver, WA	.7/2.4
AOR		267 (3)	267 (3)	17.2	KCNR	1410		.7/1.6
AC/OLDIES/SOFT ROCK	154 (3)	146 (2)	300 (5)	19.3	KLIQ	1290	Lake Oswego	.4/1.5
MOR/VARIETY	64 (1)		64 (1)	4.1	KPDR	800		.5/2.1
COUNTRY	105 (4)	136 (2)	241 (6)	15.5	KRRD	1230	Gresham	.6/1.0
BLACK/URBAN					KUPL	1330		1.0/3.1
BTFL MUSIC		142 (1)	142 (1)	9.1	KVAN	1550	Vancouver, WA	.4/1.4
NEWS/TALK	112 (3)		112 (3)	7.2	KSKD-F	105.1	Salem	.7/3.2
NOSTALGIA	123 (2)		123 (2)	7.9				
RELIGION	9 (1)	28 (1)	37 (2)	2.4				
SPANISH								
CLASSICAL	35 (1)		35 (1)	2.3				
UNKNOWN/OTHERS								
				1553 (27)				

12+ ADI 1/4

RADIO STATIONS

AM STATIONS

KAAR, 1480, 1 KW (DA-1)	, OLDIES	ABC-D, \$ 28.00	(Roslin)			Al Emrich	
KCNR, 1410, 5 KW (DAYS)	, CONTEMP	ABC-C, \$ NA	(Christal)	Duffy		Tom Farley	
KEX, 1190, 50 KW (DA-1)	, MOR/TALK	ABC-I, \$ 78.80	(MMR)	Taft		Dave Milner	6. KYTE
KGW, 620, 5 KW (DA-N)	, AC	APR, \$122.50	(Blair)	King		Alan Mason	7. KJJJ
KKEY, 1150, 5 KW (DAYS, DA)	, TALK	MBS, \$ NA	(----)			Ralph Weagant	8. KRCK-F
KKSN, 910, 5 KW (DA-2)	, CLASSICAL/JAZZ	, \$ 45.50	(CMBS)			Bill Failing	9. KJIB-F
KLIQ, 1290, 5 KW (DA-2)	, TALK	ABC-T, \$ 40.00	(----)	Cascade		Fran Griffes	10. KCNR-F
KPDQ, 800, 1 KW (DAYS)	, RELIGION	, \$ 23.00	(----)			Robert Ball	11. KEX
KRRD, 1230, 1 KW/250 W	, COUNTRY	MBS, \$ 21.00	(----)	Comm Pacific		Don Coso	12. KXL
KUIK, 1360, 1 KW/5 KW (DA-N)	, COUNTRY	, \$ 16.00	(----)			Don McCoun	13. KUPL-F
KUPL, 1330, 5 KW (DA-1)	, ? ?	MBS, \$ 38.00	(Torbet)	Scripps-Howard		Bob Oxarart	14. KUPL-F
KVAN, 1550, 10 KW (DA-N)	, COUNTRY	, \$ 20.00	(Moore)	Capps		Ron Hughes	15. KKRZ-F
KWJJ, 1080, 50 KW/10 KW (DA-2)	, COUNTRY	ABC-E, \$ NA	(Eastman)	Park		Jay Justice	
KXL, 750, 50 KW/1 KW (DA-1)	, NEWS/TALK	NBC,WSJ,NBC-T, \$ 60.00*	(Mc-Guild)	Kaye-Smith		Ray Watson	12+ ADI CUME
KYTE, 970, 5 KW (DA-N)	, NOSTALGIA (Al Ham)	APR, \$ NA	(Selcom)	Henry		Bob Fauser	1. KGW
KYXI, 1520, 50 KW/10 KW (DA-1)	, NOSTALGIA (SMN)	CBS, \$ 35.00*	(HNWH)	Des Moines Register		Linn Harrison	2. KMJK-F

FM STATIONS

KCNR-F, 97.1, 100 KW @ 1200, AC/CONTEMP		, \$ 95.00	(Christal)	Duffy		Tom Farley	
KGON-F, 92.3, 100 KW @ 920, AOR (Burk-Abr)		, \$ 75.00*	(HNWH)	Des Moines Register		Linn Harrison	
KINK-F, 101.9, 100 KW @ 1611, AOR		, \$110.00	(Blair)	King		Stan Mark	6. KCNR-F
KJIB-F, 99.5, 100 KW @ 920, COUNTRY		ABC-E, \$106.88	(Eastman)	Park		Jay Justice	7. KJJJ
KKCW-F, 103.3, 100 KW @ 1654, AC		, \$ 41.00	(Masla)			John Tilson	8. KINK-F
KKRZ-F, 100.3, 100 KW @ 920, CHR (Burk-Abr)		ABC-F,RKO, \$ 49.00	(MMR)	Taft		Dave Crowl	9. KRCK-F
KMJK-F, 106.7, 100 KW @ 877, CHR		ABC-C,APR, \$ 68.00*	(Eastman)	Ives		Victor Ives	10. KXL
KPDQ-F, 93.7, 100 KW @ 940, RELIGION		, \$ 27.00	(----)			Robert Ball	11. KKRZ-F
KRCK-F, 101.1, 100 KW @ 1640, AOR		, \$ 75.00*	(Selcom)	Henry		Bob Fauser	12. KKC-F
KUPL-F, 98.5, 100 KW @ 1100, COUNTRY		ABC-D, \$ 62.40	(Torbet)	Scripps-Howard		Bob Oxarart	13. KJIB-F
KXL-F, 95.5, 100 KW @ 920, BTFL MUS (Bonne)		, \$ 65.00*	(Mc-Guild)	Kaye-Smith		Ray Watson	14. KUPL-F
KSKD-F, 105.1, 100 KW @ 1099, AOR		, \$ 25.00	(Weiss)	(SALEM)		Gary Fabos	15. KYTE

ADI FM SHARE:

60.97%

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

MISCELLANEOUS COMMENTS

KKRZ: from AC to CHR  
 KUPL-F: from BTFL to Country  
 KUPL-A: from Nostalgia to ?  
 KYXI: from News/Talk to Nostalgia  
 KYTE: from AC to Nostalgia

Major changes in this market...KUPL's change is a gutsy move...KKCW debuts with a good showing...very competitive market...a flat market; many stations with nearly equal shares...

PORTSMOUTH-DOVER-ROCHESTER, NH-ME

Arbitron Rank/Pop (12+): 108/285,400  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 139/292,500  
 Part of Boston ADI  
 Average Person Rating: 17.7  
 Market TSL: 23.6 hours

Stations: 30/8  
 Diaries: 767/372:1/49.6%  
 Sample Target: 680  
 Standard Error: .761  
 % Below Line: 58.0  
 % Not Listed: 10.1

Est 1983 Revenue: NA  
 CSI: 2.8 Bil  
 CSI III: \$26,654  
 Retail \$: 1.7 Bil  
 Pop per Station: 35,675

12+ METRO 1/4/SHARE

1. WOKQ-F 72/14.2
2. WERZ-F 57/11.3
3. WBZ 37/ 7.3
4. WSSH-F 27/ 5.3
5. WHEB-F 25/ 4.9
6. WGIR-F 22/ 4.3
7. WHOM-F 19/ 3.8
8. WBCN-F 19/ 3.8
9. WCGY-F 16/ 3.2
10. WLYT-F 16/ 3.2
11. WTSN 15/ 3.0
12. WHTT-F 15/ 3.0
- 13.
- 14.
- 15.

12+ TSA 1/4/CUME

1. WOKQ-F 76/788
2. WERZ-F 57/681
3. WBZ 41/664
4. WGIR-F 32/395
5. WHOM-F 31/353
6. WSSH-F 27/358
7. WPOR-F 27/331
8. WHEB-F 26/525
9. WCGY-F 21/163
10. WBCN-F 20/313
- 11.
- 12.
- 13.
- 14.
- 15.

12+ METRO CUME/  
METRO CUME RATING

1. WOKQ-F 687/24.1
2. WERZ-F 673/23.6
3. WBZ 526/18.4
4. WHEB-F 504/17.7
5. WSSH-F 354/12.4
6. WGIR-F 297/10.4
7. WTSN 282/ 9.9
8. WBCN-F 282/ 9.9
9. WHTT-F 275/ 9.6
10. WRKO 223/ 7.8
11. WHOM-F 223/ 7.8
- 12.
- 13.
- 14.
- 15.

12+ FM SHARE (METRO): 80.22% (365 of 455)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AND	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WERZ-F	1. WERZ-F	1. WOKQ-F	1. WOKQ-F	1. WOKQ-F	1. WOKQ-F	1. WOKQ-F	1. WOKQ-F	1. WOKQ-F	1. WOKQ-F	1. WOKQ-F
2. WGIR-F	2. WHEB-F	2. WERZ-F	2. WERZ-F	2. WERZ-F	2. WBZ	2. WERZ-F	2. WERZ-F	2. WERZ-F	2. WERZ-F	2. WERZ-F
3. WHTT-F	3. WOKQ-F	3. WHEB-F	3. WBZ	3. WBZ	3. WSSH-F	3. WBZ	3. WSSH-F	3. WBZ	WBZ	3. WGIR-F
4.	4. WBCN-F	4. WBCN-F	4. WSSH-F	4. WSSH-F	4.	4. WHEB-F	4.	4.	4. WBZ	4. WBZ
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. WERZ-F	1. WERZ-F	1. WERZ-F	1. WERZ-F	1. WOKQ-F	1. WERZ-F	1. WERZ-F	1. WOKQ-F	1. WERZ-F	1. WOKQ-F
2. WHEB-F	2. WGIR-F	2. WOKQ-F	2. WSSH-F	2. WSSH-F	2. WHEB-F	2. WHEB-F	2. WERZ-F	2. WERZ-F	2.
3. WGIR-F	3. WHEB-F	3. WSSH-F	3. WOKQ-F	3. WERZ-F	3. WBCN-F	3. WBCN-F	3. WHEB-F	3. WHEB-F	3.
4.	4. WOKQ-F	4. WLYT-F	4. WCGY-F	4. WBZ	4.	4. WOKQ-F	4. WBCN-F	4. WOKQ-F	4.
5.	5.	5.	5. WGIR-F	5.	5.	5.	5.	5.	5.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		81 (3)	81 (3)	17.8	WBBX 1380 Portsmouth .4/3.9
AOR		69 (4)	69 (4)	15.2	WHEB 750 Portsmouth 1.2/4.4
AC/OLDIES/SOFT ROCK	15 (1)	87 (7)	102 (8)	22.4	WVNH 930 Rochester 1.8/5.7
MOR/VARIETY	50 (4)		50 (4)	11.0	WXXZ-F 96.7 Rochester 1.0/2.8
COUNTRY		77 (2)	77 (2)	16.9	WAAF-F 107.3 Worcester .6/2.3
BLACK/URBAN					WCOZ-F 94.5 Boston 2.4/6.7
BTFL HUSIC		47 (5)	47 (5)	10.3	WCRB-F 102.5 Boston .8/1.8
NEWS/TALK	16 (2)		16 (2)	3.5	WEEI 590 Boston .6/3.0
NOSTALGIA	9 (1)		9 (1)	2.0	WGAN-F 102.9 Portland 1.0/4.0
RELIGION					WHDH 850 Boston 1.0/3.3
SPANISH					WHUE-F 100.7 Boston 1.2/3.0
CLASSICAL		4 (1)	4 (1)	0.9	WJIB-F 96.9 Boston .8/2.6
UNKNOWN/OTHERS			455 (30)		WNJX-F 106.7 Boston 1.0/3.0
					WPOR-F 101.9 Portland 1.0/2.9
					WRKO 680 Boston 2.6/7.8
					WROR-F 98.5 Boston 1.2/5.9
					WXXS-F 107.9 Boston 1.8/5.1
					WZID-F 95.7 Manchester 2.6/6.5

RADIO STATIONS

WBBX, 1380, 1 KW (DA-N), AC	ABC-D, \$13.00 (Market 4)		Rosanne Armstrong
WHEB, 750, 1 KW (DAYS), MOR	, \$20.00 (Blair)		Cliff Taylor
WTSN, 1270, 5 KW (DA-2), AC	ABC-C, \$19.00 (Torbet)	Knight	Jerome Lipman
WVNH, 930, 5 KW (DA-N), NOST/MOR	CBS, \$16.50 (----)		Marcia Nescot
WERZ-F, 107.1, 3 KW @ 356, CHR	, \$ NA (Torbet)	Porter (EXETER)	Jeff Lyon
WHEB-F, 100.3, 31 KW @ 140, AOR (Pollack)	, \$37.00 (Blair)	Knight	Cliff Taylor
WOKQ-F, 97.5, 50 KW @ 350, COUNTRY	, \$48.00 (Selcom)	Fuller-Jeffrey	Martin Lessard
WXXZ-F, 96.7, 3 KW @ 225, AC	CBS-R, \$17.50 (----)		Marcia Nescot
WLYT-F, 92.5, 50 KW @ 500, AC	WSJ, \$ NA (----)	(HAVERHILL, MA)	Jane Cole

Other ranked stations - See Boston, Manchester or Portland

MISCELLANEOUS COMMENTS

First full Arbitron book for this market

PROVIDENCE

Arbitron Rank/Pop (12+): 26/1,220,000  
 CNSA Rank/Pop: 34/1,089,000  
 NSA Rank/Pop: Prov: 57/868,000  
 ADI # 41 Pawtucket: 133/309,400  
 Average Person Rating: 19.7  
 Market TSL: 26.1 hours

Stations: 38/23  
 Diaries: 1562/781:1/52.8%  
 Sample Target: 1350  
 Standard Error: .526  
 % Below Line: 14.7  
 % Not Listed: 8.6

Est. 1983 Revenue: \$14,100,000  
 CSI: 7.5 Bil  
 CSI HH: 23.1 M  
 Retail \$: 4.5 Bil  
 Pop per Station: 53,043

	12+ METRO	1/4/SHARE		FAL		SPG		FAL		SPG	
		83	83	82	82	83	83	82	82		
1.	WPRO-F	241/10.0	9.3	9.4	9.4	9.2					
2.	WLKW-F	240/10.0	12.0	12.3	12.6	10.7					
3.	WHJY-F	237/ 9.9	7.3	8.5	8.9	10.4					
4.	WHJJ	162/ 6.7	6.1	4.3	3.2	4.9					
5.	WSNE-F	149/ 6.2	3.4	4.8	4.6	3.2					
6.	WPRO	124/ 5.2	6.2	6.3	7.0	7.6					
7.	WLKW	90/ 3.7	3.6	4.9	3.9	3.8					
8.	WEAN	82/ 3.4	2.8	3.9	5.9	4.6					
9.	WBRU-F	80/ 3.3	2.3	3.4	2.7	1.3					
10.	WERI-F	69/ 2.9	.5	.4	---	---					
11.	WEAN	60/ 2.5	1.7	2.8	4.1	2.9					
12.	WPJB-F	58/ 2.4	4.0	3.5	3.6	7.3					
13.	WMYS-F	55/ 2.3	4.5	3.4	2.9	2.2					
14.											
15.											
16.											
17.											
18.											
19.											
20.											
21.											
22.											
23.											
24.											
25.											

	12+ TSA	1/4/CUME	
		83	83
1.	WHJY-F	268/2812	
2.	WLKW-F	255/2594	
3.	WPRO-F	244/3685	
4.	WHJJ	162/1519	
5.	WSNE-F	157/1921	
6.	WERI-F	142/1601	
7.	WPRO	126/2480	
8.	WBZ	100/1500	
9.	WBRU-F	91/1316	
10.	WLKW	90/ 671	
11.	WEAN	83/1321	
12.	WMYS-F	78/1084	
13.	WHTT-F	72/1396	
14.			
15.			
16.			
17.			
18.			
19.			
20.			
21.			
22.			
23.			
24.			
25.			

	12+ METRO	CUME/RATING		FAL	SPG
		83	83		
1.	WPRO-F	3401/27.9		28.3	31.2
2.	WLKW-F	2463/20.2		22.5	25.2
3.	WPRO	2442/20.0		22.9	21.4
4.	WHJY-F	2367/19.4		20.0	23.3
5.	WSNE-F	1798/14.7		13.2	13.5
6.	WHJJ	1519/12.5		11.5	11.0
7.	WEAN	1279/10.5		12.9	10.7
8.	WPJB-F	1247/10.2		14.8	14.3
9.	WBRU-F	1228/10.1		8.6	12.8
10.	WHTT-F	894/ 7.3		8.9	4.9
11.	WERI-F	888/ 7.3		1.9	1.5
12.	WBZ	819/ 6.7		7.1	4.7
13.	WMYS-F	768/ 6.3		8.9	9.1
14.					
15.					
16.					
17.					
18.					
19.					
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21.					
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23.					
24.					
25.					

12+ FM SHARE (NETRO): 62.92% (1383 of 2198) (SPG 83: 62.48%)

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. WPRO-F	1. WPRO-F	1. WLKW-F	1. WPRO-F	1. WLKW-F	1. WHJY-F	1. WHJY-F	1. WLKW-F
2.	WPRO-F	2. WPRO-F	2. WHJY-F	2. WSNE-F	2. WSNE-F	2. WHJJ	2. WPRO-F	2. WHJY-F	2. WLKW-F	2. WLKW-F
3.	WERI-F	3. WSNE-F	3. WSNE-F	3. WHJY-F	3. WLKW-F	3. WPRO	3. WLKW-F	3. WSNE-F	3. WPRO-F	3. WPRO-F
4.	WHTT-F	4. WBRU-F	4. WPRO	4. WPRO	4. WHJY-F	4. WPRO-F	4. WHJY-F	4. WPRO-F	4. WHJJ	4. WSNE-F
5.	WBRU-F	5. WERI-F	5. WBRU-F	5. WLKW-F	5. WPRO	5. WSNE-F	5. WHJJ	5. WSNE-F	5. WSNE-F	5. WPRO
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.

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. WSNE-F
2.	WHJY-F	2. WSNE-F	2. WSNE-F	2. WSNE-F	2. WPRO-F	2. WPRO-F	2. WPRO-F	2. WSNE-F	2. WHJY-F
3.	WSNE-F	WHJY-F	3. WHJY-F	3. WHJY-F	3. WBRU-F	3. WBRU-F	3. WSNE-F	3. WBRU-F	3. WPRO-F
4.	WPJB-F	4. WMYS-F	4. WLKW-F	4. WMYS-F	4. WSNE-F	4. WSNE-F	4. WSNE-F	4. WBRU-F	4. WLKW-F
	WERI-F	5. WPJB-F	5. WPJB-F	5. WPRO	5. WERI-F	5. WPRO	5. WPRO	5. WPRO	5. WPRO
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		406 (4)	406 (4)	18.5	WADK 1540 Newport .6/1.0
AOR		359 (4)	359 (4)	16.3	WALE 1400 Fall River 1.6/2.8
AC/OLDIES/SOFT ROCK	138 (2)	308 (6)	446 (8)	20.3	NGNG 550 Pawtucket 1.4/4.7
MOR/VARIETY	141 (6)		141 (6)	6.4	WHIM 1110 1.7/3.9
COUNTRY	74 (2)	16 (2)	90 (4)	4.1	WKRI 1450 West Warwick .6/1.5
BLACK/URBAN					WNBH 1340 New Bedford .5/2.2
BTFL MUSIC		252 (2)	252 (2)	11.5	WNRI 1380 Woonsocket .4/1.4
NEWS/TALK	350 (5)		350 (5)	15.9	WPEP 1570 Taunton 1.4/1.3
NOSTALGIA	103 (2)	31 (2)	134 (3)	6.1	WRIB 1220 .4/1.3
RELIGION	9 (1)		9 (1)	0.4	WSAR 1480 Fall River .8/3.9
SPANISH					WAAP-F 107.3 Worcester .5/2.1
CLASSICAL		11 (1)	11 (1)	0.5	WBCN-F 104.1 Boston 1.2/4.5
UNKNOWN/OTHERS					WBOS-F 92.9 Boston .3/1.4
			2198 (38)		WBZ 1030 Boston 1.9/6.7
					WCAV-F 97.7 Brockton .3/1.1
					WCOZ-F 94.5 Boston .8/4.3
					WCRB-F 102.5 Boston .5/1.5
					WHDH 850 Boston .5/2.7
					WHTT-F 103.3 Boston 2.2/7.3
					WHUE-F 100.7 Boston .5/2.0
					WPLM-F 99.1 Plymouth 1.3/3.0
					WRKO 680 Boston .5/1.9
					WROR-F 98.5 Boston .5/2.9
					WVBF-F 105.7 Boston .6/2.2
					WXXS-F 107.9 Boston 1.7/6.0

RADIO STATIONS

AM STATIONS

WEAN, 790, 5 KW (DA-2), NEWS/TALK	CBS,WSJ, \$50.00* (Mc-Guild)	Prov Journal	David Garrison	10. WERI-F
WGNG, 550, 1 KW/500 W (DA-N), COUNTRY	RKO II, \$36.00 (Selcom)		Don Hysko	11. WPJB-F
WHIM, 5 KW (DAYS), COUNTRY	MBS, \$25.00 (MMR)		Dick Allen	12. WBSM-F
WHJJ, 920, 5 KW (DA-N), NEWS/TALK	ABC-E,NBC-T, \$50.00* (Katz)		Jan Karger	13. WMYA-F
WLKW, 990, 50 KW (DAYS, DA), NOSTALGIA	RKO II, \$35.00 (Christal)	JAG	Eugene Lombardi	14. WHTT-F
WPRO, 630, 5 KW (DA-N), MOR/AC	ABC-D,MBS, \$92.50 (Blair)	Cap Cities	Aaron Daniels	15. WBZ
WRCP, 1290, 5 KW/1 KW (DA-2), ETHNIC	, \$16.00 (----)		Antonio Costa	
WRIB, 1220, 1 KW (DAYS), RELIGION	, \$ 8.00 (----)		Arthur Tacker	12+ ADI CUME
WBSN, 1420, 5 KW/1 KW (DA-2), TALK	ABC-I,NBC-T, \$20.00 (Market 4)	(NEW BEDFORD)	George Grey	1. WPRO-F

FM STATIONS

WBRU-F, 95.5, 20 KW @ 546, AOR (Burk-Abr)	CBS-R,Source, \$66.25 (Eastman)		David Malm	4. WHJY-F
WERI-F, 103.7, 50 KW @ 500, CHR (Burk-Abr)	MBS, \$18.00* (Roslin)	(WESTERLY)	Phil Urso	5. WSNE-F
WHJY-F, 94.1, 50 KW @ 546, AOR (Pollack)	ABC-R, \$80.00* (Katz)		Jan Karger	6. WHJJ
WLKW-F, 101.5, 50 KW @ 500, BTFL MUS	RKO II, \$77.00 (Christal)	JAG	Eugene Lombardi	7. WPJB-F
WPJB-F, 105.1, 50 KW @ 500, AC	RKO, \$80.00 (Mc-Guild)	Prov Journal	Dave Garrison	8. WEAN
WPRO-F, 102.3, 50 KW @ 500, CHR	ABC-C, \$92.50 (Blair)	Cap Cities	Aaron Daniels	9. WBRU-F
WSNE-F, 93.3, 50 KW @ 619, AC/CONTEMP	, \$45.00* (Eastman)	Wilkes-Schwartz	Mike Schwartz	10. WERI-F
WNYA-F, 98.1, 50 KW @ 589, AC (Drake-Chen)	, \$29.00* (Christal)	Hall (NEW BEDFORD)	(TAUNTON)	11. WHTT-F
			Chris Lodge	12. WBZ
				13. WMYA-F
				14. WLKW
				15.

Other ranked stations - See Boston

ADI FM SHARE:  
62.61%

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

MISCELLANEOUS COMMENTS

First time in memory that  
WLKW-F didn't lead 12+

**PUEBLO**

Arbitron Rank/Pop (12+): 169/104,800  
 CHSA Rank/Pop: NA  
 MSA Rank/Pop: 168/239,900  
 ADI # 14 (with Colo Spgs)  
 Average Person Rating: 15.3  
 Market TSL: 20.5 hours

Stations: 17/10  
 Diaries: 677/155:1/56.1%  
 Sample Target: 550  
 Standard Error: .749  
 % Below Line: 35.5  
 % Not Listed: 3.1

Est 1983 Revenue: \$2,200,000  
 CSI: 1.1 B11  
 CSI HH: \$23,757  
 Retail \$: .7 B11  
 Pop per Station: 10,480

12+ METRO 1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82	12+ TSA 1/4/CUME	12+ METRO CUME/METRO CUME RATING	FAL 83	SPG 83
1. KCCY-F 38/23.8	---	15.1	---	12.1	1. KCCY-F 45/436	1. KCCY-F 332/31.7	---	27.8
2. KIL0-F 18/11.3	---	12.7	---	10.9	2. KIL0-F 32/330	2. KKFM-F 230/21.9	---	21.0
KIDN 18/11.3	---	12.7	---	10.9	3. KIDN 25/347	3. KIL0-F 224/21.4	---	23.4
4. KKFM-F 15/ 9.4	---	8.4	---	4.8	4. KKFM-F 24/335	4. KIDN 223/21.3	---	23.7
5. KRDO-F 14/ 8.8	---	5.4	---	5.5	5. KRDO-F 19/230	5. KCSJ 183/17.5	---	22.7
6. KCSJ 11/ 6.9	---	9.6	---	9.7	6. KCSJ 14/233	6. KDZA 171/16.3	---	21.3
7. KFEL 8/ 5.0	---	1.8	---	4.2	7. KOA 11/148	7. KRDO-F 160/15.3	---	12.1
KKMG-F 8/ 5.0	---	2.4	---	2.4	8. KFEL 10/ 88	8. KKMG-F 138/13.2	---	10.4
9. KDZA 5/ 3.1	---	7.2	---	6.1	9. KKM-F 8/168	9. KZLO-F 99/ 9.4	---	14.3
10. KRNX 4/ 2.5	---	1.8	---	2.4	10. KDZA 7/198	10. KSPZ-F 91/ 8.7	---	15.8
KAYK 4/ 2.5	---	---	---	---	11.	11.		
12.					12.	12.		
13.					13.	13.		
14.					14.	14.		
15.					15.	15.		

12+ FM SHARE (METRO): 66.45% (103 of 155) (SPG 83: 63.13%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KKFM-F 1. KCCY-F	1. KCCY-F	1. KCCY-F	1. KCCY-F	1. KCCY-F	1. KCCY-F	1. KCCY-F	1. KCCY-F	1. KCCY-F	1. KCCY-F	1. KCCY-F
2. KCCY-F 2. KIL0-F	2. KIL0-F	2. KIL0-F	2.	2.	2. KRDO-F	2. KCSJ	2. KRDO-F	2. KIL0-F	2. KKFM-F	2. KIL0-F
3. KIL0-F 3. KKFM-F	3. KKFM-F	3. KKFM-F	3.	3.	3. KIDN	3. KIDN	3. KIL0-F	3. KIDN	3. KIL0-F	3. KIDN
4. 4. KKMG-F	4. KIDN	4.	4.	4.	4. KCSJ	4. KKFM-F	4. KIDN	4. KRDO-F	4. KIDN	4. KKFM-F
5. 5.	5.	5.	5.	5.	5.	5.	5.	5.	5.	5. KRDO-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. KIL0-F 1. KCCY-F	1. KCCY-F	1. KCCY-F	1. KCCY-F	1. KCCY-F	1. KIL0-F	1. KCCY-F	1. KCCY-F	1. KCCY-F	1. KCCY-F
2. KCCY-F 2. KIL0-F	2.	2.	2.	2.	2. KCCY-F	2. KIL0-F	2. KIL0-F	2. KKFM-F	2.
3. KKFM-F 3. KKMG-F	3.	3.	3.	3.	3. KKFM-F	3. KKFM-F	3. KKFM-F	3.	3.
4. 4. KKFM-F	4.	4.	4.	4.	4.	4.	4.	4.	4.
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	5 (1)	18 (2)	23 (3)	14.8	KRMX-F 107.1 Pueblo .6/4.0
AOR		18 (1)	18 (1)	11.6	KZLO-F 100.7 Pueblo 1.9/9.4
AC/OLDIES/SOFT ROCK		13 (3)	13 (3)	8.4	KKCS-F 101.9 Colo Spgs .6/2.0
MOR/VARIETY					KOA 850 Denver 1.3/7.0
COUNTRY	18 (1)	39 (2)	58 (3)	37.4	KSPZ-F 92.9 Colo Spgs 1.3/8.7
BLACK/URBAN					KVUU-F 99.9 Pueblo 1.9/7.8
BTFL MUSIC		14 (1)	14 (1)	9.0	
NEWS/TALK	13 (2)		13 (2)	8.4	
NOSTALGIA	4 (1)		4 (1)	2.6	
RELIGION	8 (1)		8 (1)	5.2	
SPANISH	4 (1)	1 (1)	5 (2)	3.2	
CLASSICAL					
UNKNOWN/OTHERS					

155 (17)

**RADIO STATIONS**

KAYK, 1480, 1 KW (DAYS,DA)	, NOSTALGIA	, \$ 6.50 (McGuire)	Joyce Erway
KCSJ, 590, 1 KW (DA-1)	, NEWS/TALK	ABC-I, \$ 9.00 (Eastman)	Larry Roberts
KDZA, 1230, 1 KW/250 W	, AC	RKO, \$15.50 (Masla)	Tony Specola
KFEL 970, 1 KW	, RELIGION	UPI, \$ 6.00 (----)	Tom Fay
KIDN, 1350, 5 KW/1 KW (DA-N)	, COUNTRY	MBS, \$19.00 (Torbet)	Henry Reyes
KRMX, 690, 250 W (DAYS)	, SPANISH	MBS, \$16.00 (Caballero)	Andres Neidig
KCCY-F, 97.9, 100 KW @ 320,	COUNTRY	CBS-R, \$26.00 (Roslin)	Fuller-Jeffrey
KKMG-F, 98.9, 100 KW @ 600,	AC	, \$12.00 (----)	Michael John
KRMX-F, 107.1, 3 KW @ 77,	SPANISH	MBS, \$10.00 (----)	Harold Culbertson
KVUU-F, 99.9, 68 KW @ 2000,	AC	, \$15.00 (Mc-Guild)	Peoria Journal Star
KZLO-F, 100.7, 100 KW @ 800,	CHR (Century 21)	RKO, \$15.50 (Masla)	Bill Struck
			Tony Spicola

Other ranked stations - See Colorado Springs

**MISCELLANEOUS COMMENTS**

KYNR-F changed calls to KVUU-F and changed from BTFL to AC...



RALEIGH-DURHAM

Arbitron Rank/Pop (12+): 67/482,700  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 77/590,800  
 ADI # 37  
 Average Person Rating: 17.3  
 Market TSL: 22.8 hours

Stations: 18/13  
 Diaries: 912/529:1/44.5%  
 Sample Target: 820  
 Standard Error: .666  
 % Below Line: 9.4  
 % Not Listed: 16.0

Est. 1983 Revenue: \$15,900,000  
 CSI: 5.5 Bil  
 CSI HH: 25.5 M  
 Retail \$: 3.0 Bil  
 Pop per Station: 37,131

12+ METRO	1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82	12+ TSA	1/4/CUME	12+ METRO	CUME/	METRO	CUME	RATING	FAL 83	SPG 83
1.	WDCG-F	121/14.5	11.9	11.0	9.8	4.8	1.	WRAL-F	365/4801	1.	WDCG-F	1419/29.4	30.2	24.4
2.	WQDR-F	90/10.8	7.9	9.7	7.5	8.7	2.	WDCG-F	333/3853	2.	WRAL-F	1159/24.0	24.2	27.1
3.	WRAL-F	72/ 8.6	9.8	8.9	12.6	13.8	3.	WQDR-F	184/2508	3.	WPTF	1012/21.0	26.9	26.4
4.	WPTF	61/ 7.3	15.2	12.1	13.3	12.9	4.	WPTF	142/1974	4.	WQDR-F	988/20.7	22.7	20.2
5.	WDUR	58/ 6.9	5.4	4.6	5.4	5.7	5.	WDUR-F	111/ 833	5.	WYYD-F	874/18.1	16.1	21.3
6.	WYYD-F	52/ 6.2	6.5	8.8	8.8	8.2	6.	WPCM-F	95/1289	6.	WKIX	552/11.4	11.6	13.8
7.	WDNC	47/ 5.6	2.5	2.5	3.3	3.1	7.	WYYD-F	86/1703	7.	WDNC	543/11.2	9.4	8.6
8.	WKIX	41/ 4.9	4.1	4.4	5.9	8.0	8.	WDUR	59/ 517	8.	WDUR	495/10.3	9.8	10.5
9.	WSRC	34/ 4.1	2.4	1.7	2.6	3.5	9.	WNCT-F	58/ 748	9.	WPCM-F	422/ 8.7	5.0	7.1
10.	WPCM-F	33/ 4.0	2.5	2.9	---	.9	10.	WDNC	52/ 612	10.	WSRC	369/ 7.6	5.0	5.2
11.	WLLE	27/ 3.2	3.8	4.5	5.2	7.2	11.	WMAG-F	50/ 671	11.	WLLE	343/ 7.1	8.3	9.0
12.							12.	WKIX-F	49/ 704	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): 59.77% (419 of 701) (SPG 83: 57.41%)

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. WQDR-F	1. WDCG-F	1. WRAL-F	1. WRAL-F	1. WDNC	1. WDCG-F	1. WDCG-F	1. WDCG-F	1. WDCG-F
2.	WDUR	2. WDCG-F	2. WQDR-F	2. WDCG-F	2. WDCG-F	2. WPTF	2. WPTF	2. WQDR-F	2. WQDR-F	2. WQDR-F
3.		3. WRAL-F	3. WRAL-F	3. WYYD-F	3. WYYD-F	3. WPCM-F	3. WRAL-F	3. WYYD-F	3. WRAL-F	3. WRAL-F
4.		4. WYYD-F	4. WYYD-F	4. WQDR-F	4. WQDR-F	4. WKIX	4. WQDR-F	4. WRAL-F	4. WDUR	4. WPTF
5.		5. WDUR	5. WKIX	5. WDUR	5. WDUR	5. WRAL-F	5. WYYD-F	5. WDNC	5. WYYD-F	5. WRAL-F
6.		6.	6.	6.	6.	6.	6.	6.	6.	6. WDNC
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.

WGM 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. WDCG-F	1. WRAL-F	1. WRAL-F	1. WQDR-F	1. WQDR-F	1. WQDR-F	1. WQDR-F	1. WDCG-F
2.	WQDR-F	2. WQDR-F	2. WRAL-F	2. WYYD-F	2. WDCG-F	2. WDCG-F	2. WDCG-F	2. WDCG-F	2. WQDR-F
3.	WRAL-F	3. WRAL-F	3. WQDR-F	3. WQDR-F	3.	3. WRAL-F	3. WRAL-F	3. WRAL-F	3. WRAL-F
4.	WYYD-F	4. WYYD-F	4. WYYD-F	4. WDCG-F	4.	4. WDUR	4. WDUR	4. WDUR	4. WPTF
5.		5.	5.	5.	5.	5. WYYD-F	5. WYYD-F	5. WYYD-F	5. WYYD-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		121 (1)	121 (1)	17.3	WDBS-F 107.1 Durham 2.2/4.4
AOR		90 (1)	90 (1)	12.8	WPJL 1240 Raleigh .7/2.0
AC/OLDIES/SOFT ROCK		128 (3)	128 (3)	18.3	WTKI 1310 Durham 1.0/3.2
MOR/VARIETY	61 (1)		61 (1)	8.7	WIDO-F 103.1 Dunn .4/1.6
COUNTRY	49 (2)	33 (1)	82 (3)	11.7	WMAG-F 99.5 High Point .5/2.2
BLACK/URBAN	119 (3)	24 (20)	143 (5)	20.4	WNCT-F 107.9 Greenville, NC .6/1.6
BTFM MUSIC		23 (2)	23 (2)	3.3	WQMG-F 97.1 Greensboro 2.5/6.9
NENS/TALK					
NOSTALGIA	47 (1)		47 (1)	6.7	
RELIGION	6 (1)		6 (1)	0.9	
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS					
			701 (18)		

RADIO STATIONS

AM STATIONS

WDNC, 620, 5 KW/1 KW (DA-2), NOSTALGIA (Al Ham)	CBS, WSJ, NBC-T, \$20.50 (Blair)	Bill Alexander
WDUR, 1490, 1 KW/250 W, BLACK (Drake-Chen)	SBN, \$24.00* (Selcom)	Dick Glover
WKIX, 850, 10 KW/5 KW (DA-2), COUNTRY (Burk-Abr)	ABC-D, \$38.00* (Christal) Mann	Ed Weiss
WLEL, 570, 500 W (DAYS), BLACK	SBN, \$17.00 (Weiss)	Henry Monroe
WPJL, 1240, 1 KW/250 W, RELIGION	UPI, \$11.75 (Southern)	Bill Suttles
WPTF, 680, 50 KW (DA-N), MOR	ABC-E, NBC, \$72.75 (Mc-Guild)	David Berry
WRZR, 1550, 1 KW (DAYS), ? ?	, \$14.00 (Lotus)	Bob Bander
WSRC, 1410, 5 KW (DAYS, DA), BLACK (TM)	NBN, \$17.00 (HNWH)	James Mayes
WTKI, 1310, 5 KW/1 KW (DA-2), COUNTRY	MBS, \$ NA (----)	Harry Welch

FM STATIONS

WDBS-F, 107.1, 3 KW @ 295, BTFM MUS (Bonnie)	ABC-D, \$17.00 (----)	William Dix
WDCG-F, 105.1, 99 KW @ 1041, CHR	RKO, \$60.00* (Torbet)	Bill Alexander
WQDR-F, 94.7, 100 KW @ 1025, AOR	ABC-F, \$72.00 (Mc-Guild)	Laurel Smith
WRAL-F, 101.5, 100 KW @ 1900, AC (Fairwest)	, \$115.00 (Katz) Capitol	Bud Coggins
WYYD-F, 96.1, 98 KW @ 930, AC (Burk-Abr)	, \$74.00* (Christal) Mann	Ed Weiss

Other ranked stations - See Greensboro, Greenville, NC or Fayetteville

12+ ADI 1/4

1. WRAL-F
2. WDCG-F
3. WQDR-F
4. WPTF
5. WIDO-F
6. WQSM-F
7. WYYD-F
8. WDUR
9. WRSV-F
10. WPCM-F
11. WDNC
12. WKIX
13. WFNC
14. WSTS-F
15. WSRC

12+ ADI CUME

1. WRAL-F
2. WDCG-F
3. WQDR-F
4. WPTF
5. WYYD-F
6. WQSM-F
7. WIDO-F
8. WPCM-F
9. WKIX
10. WDNC
11. WFNC
12. WDUR
13. WTKI
14. WNCT-F
15. WRSC-F

ADI FM SHARE:

71.07%

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

MISCELLANEOUS COMMENTS

WDBS-F sold for \$709,500 (Chapman)

Lots of format holes on FM band...WDCG stays hot... WRAL-F is a fantastic TSA story...

READING

Arbitron Rank/Pop (12+): 113/271,900  
 MSA Rank/Pop: NA  
 MSA Rank/Pop: 130/316,500  
 Part of Philadelphia ADI  
 Average Person Rating: 17.0  
 Market TSL: 22.5 hours

Stations: 34/5  
 Diaries: 651/418:1/51.8%  
 Sample Target: 640  
 Standard Error: .760  
 % Below Line: 55.2  
 % Not Listed: 7.0

Est 1983 Revenue: \$3,600,000  
 CSI: 3.3 Bil  
 CSI HH: 25.9 M  
 Retail \$: 1.5 Bil  
 Pop per Station: 54,380

	FAL	SPG	FAL	SPG	
12+ METRO 1/4/SHARE	83	83	82	82	
1. WRFY-F	86/18.7	16.4	14.0	13.6	11.7
2. WEEU	51/11.1	11.8	11.0	9.4	15.4
3. WYSP-F	29/ 6.3	6.6	7.7	7.1	7.0
4. WHUM	26/ 5.6	6.0	7.3	8.2	10.0
5. WRW	22/ 4.8	7.6	10.4	14.3	7.8
6. WEAZ-F	20/ 4.3	4.6	4.4	4.0	3.5
7. WCAU-F	18/ 3.9	4.0	3.1	2.7	1.4
WIOV-F	18/ 3.9	4.4	2.5	2.2	1.2
WMRR-F	18/ 3.9	3.4	2.9	5.1	3.7
10. KYW	17/ 3.7	2.4	3.5	2.7	3.3
11.					
12.					
13.					
14.					
15.					

READING'S METRO AND  
 TSA ARE THE SAME

	12+ METRO CUME/ METRO CUME RATING	FAL	SPG
		83	83
1. WRFY-F	914/33.6	31.0	31.1
2. WEEU	677/24.9	30.5	31.2
3. WHUM	446/16.4	14.5	19.3
4. WYSP-F	391/14.4	17.7	14.9
5. WRW	355/13.1	15.7	18.7
6. KYW	331/12.2	13.4	16.0
7. WCAU-F	315/11.6	11.3	10.2
8. WMRR-F	257/ 9.5	10.2	8.4
9. WEAZ-F	250/ 9.2	11.2	10.1
10. WIOV-F	222/ 8.2	9.5	8.7
11.			
12.			
13.			
14.			
15.			

12+ FM SHARE (METRO): 69.61% (300 of 431) (SPG 83: 62.81%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AM	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WRFY-F	1. WRFY-F	1. WRFY-F	1. WRFY-F	1. WRFY-F	1. WEEU	1. WRFY-F	1. WRFY-F	1. WRFY-F	1. WRFY-F	1. WRFY-F
2. WCAU-F	2. WYSP-F	2. WYSP-F	2.	2. WEEU	2. WRFY-F	2. WEEU	2. WEEU	2. WYSP-F	2. WEEU	2. WRW
3.	3. WMRR-F	3. WMRR-F	3.	3. WIOV-F	3. WHUM	3. WHUM	3. WHUM	3. WEEU	3. WYSP-F	3. WEEU
4.	4.	4.	4.	4. WHUM	4.	4.	4. WEAZ-F	4. WRW	4.	4.
5.	5.	5.	5.	5.	5.	5.	WYSP-F	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. WRFY-F	1. WRFY-F	1. WRFY-F	1. WRFY-F	
2.	2.	2.	2.	2. WEEU	2. WRFY-F	2. WYSP-F	2. WYSP-F	2. WYSP-F	2.	
3.	3.	3.	3.	3. WHUM	3. WMRR-F	3. WMRR-F	3. WMRR-F	3. WMRR-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		118 (5)	118 (5)	27.4	WBYO-F 107.5 Boyerstown 1.7/5.8
AOR		50 (3)	50 (3)	11.6	WFIL 560 Philadelphia 1.1/6.5
AC/OLDIES/SOFT ROCK	5 (1)	25 (5)	30 (6)	7.0	WFLN-F 95.7 Philadelphia .9/3.0
MOR/VARIETY	61 (4)		61 (4)	14.2	WFMZ-F 100.7 Allentown 3.0/4.7
COUNTRY	26 (1)	36 (4)	62 (5)	14.4	WIP 610 Philadelphia 1.1/4.7
BLACK/URBAN		4 (1)	4 (1)	0.9	WJBR-F 99.5 Wilmington, DE 1.5/4.0
BTL MUSIC		51 (5)	51 (5)	11.8	WKSZ-F 100.3 Philadelphia .7/1.8
NEWS/TALK	17 (1)	4 (1)	21 (2)	4.9	WLBZ 1270 Lebanon .7/2.6
NOSTALGIA	22 (1)		22 (1)	5.1	WLEV-F 96.1 Easton .4/3.8
RELIGION		8 (1)	8 (1)	1.9	WMGK-F 102.9 Philadelphia 1.3/5.8
SPANISH					WNCE-F 101.3 Lancaster 1.3/2.9
CLASSICAL		4 (1)	4 (1)	0.9	WPAZ 1370 Pottstown .4/1.5
UNKNOWN/OTHEPS					WQQQ-F 99.9 Easton 1.3/2.7
			431 (34)		WQXA-F 105.7 York .4/1.8
					WRKZ-F 106.7 Hershey .9/2.0
					WSNI-F 104.5 Philadelphia 2.4/5.6
					WUFM-F 100.1 Lebanon .7/1.6
					WUSL-F 98.9 Philadelphia .9/3.2
					WVCD-F 97.9 Hazleton .9/2.2
					WVDB-F 96.5 Philadelphia .9/2.3
					WVSH-F 106.1 Philadelphia 1.3/3.9
					WXXV-F 104.1 Allentown 1.5/3.5
					WXTU-F 92.5 Philadelphia 1.5/5.3
					WZZO-F 95.1 Bethlehem .7/3.0

MISCELLANEOUS COMMENTS

Seven share point increase in FM Share...  
 Best look ever for WRFY

RADIO STATIONS

WEEU, 850, 1 KW (DA-R), MOR (Music Director)	ABC-F, \$30.00 (Mc-Guild)	Dick Schilpp
WHUM, 1240, 1 KW/250 W, COUNTRY	CBS, \$23.00* (Torbet)	Tom Hunt
WRW, 1340, 1 KW/250 W, NOSTALGIA (TM) ST	RKO II, \$25.50 (HNNH)	Tom Franco
WRFY-F, 102.5, 15 KW @ 820, CHR (TM)	RKO, \$39.75 (HNNH)	Tom Franco

Other ranked stations - See Philadelphia or Lancaster

RENO

Arbitron Rank/Pop (12+): 141/189,100  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 181/213,800  
 ADI # 25  
 Average Person Rating: 18.0  
 Market TSL: 24.1 hours

Stations: 16/15  
 Diaries: 561/337:1/45.3%  
 Sample Target: 560  
 Standard Error: .853  
 % Below Line: 0.7  
 % Not Listed: 10.0

Est 1983 Revenue: \$6,500,000  
 CSI: 2.4 Bil  
 CSI HH: 26.9 M  
 Retail \$: 2.0 Bil  
 Pop per Station: 12,607

	FAL	SPG	FAL	SPG	
12+ METRO 1/4/SHARE	83	83	82	82	
1. KOZZ-F	41/12.1	15.9	14.0	15.5	16.1
2. KSRN-F	33/ 9.7	7.2	7.2	6.7	11.6
3. KRNO-F	31/ 9.1	10.0	15.6	12.8	9.0
4. KHTX-F	30/ 8.8	5.9	.9	.6	---
5. KOLO	28/ 8.2	8.8	3.1	4.9	6.8
6. KCBN	23/ 6.8	5.0	7.8	8.5	7.7
7. KORY	20/ 5.9	4.4	6.5	6.7	3.9
8. KOH	19/ 5.6	7.5	7.2	7.6	9.4
9. KNEV-F	18/ 5.3	6.6	7.5	4.0	8.1
10. KONE	13/ 3.8	7.5	5.3	7.0	7.1
KROW	13/ 3.8	5.9	5.6	6.4	4.2
12. KNAA-F	11/ 3.2	1.9	---	---	---
13.					
14.					
15.					

12+ TSA 1/4/CUME	12+ METRO CUME/ METRO CUME RATING	FAL	SPG		
		83	83		
1. KOZZ-F	81/914	1. KOZZ-F	546/28.9	29.8	28.7
2. KSRN-F	54/374	2. KHTX-F	428/22.6	17.2	2.6
3. KRNO-F	51/589	3. KRNO-F	407/21.5	21.9	27.9
4. KHTX-F	42/631	4. KCBN	341/18.0	15.3	21.4
KROW	42/590	5. KOLO	315/16.7	17.3	11.9
6. KOLO	41/515	6. KOH	252/13.3	20.0	17.6
7. KNEV-F	31/295	7. KNAA-F	237/12.5	7.0	---
8. KOH	29/355	8. KROW	228/12.1	16.0	17.8
9. KCBN	23/352	9. KORY	212/11.2	11.8	16.7
10. KKBC-F	22/218	10. KONE	180/ 9.5	11.1	12.8
11.		KNEV-F	180/ 9.5	11.3	12.6
12.		12. KSRN-F	163/ 8.6	9.4	12.5
13.		13.			
14.		14.			
15.		15.			

12+ FM SHARE (METRO): 58.82% (180 of 306) (SPG 83: 55.25%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KCBN	1. KOZZ-F	1. KOZZ-F	1. KRNO-F	1. KRNO-F	1. KOLO	1. KOZZ-F	1. KOZZ-F	1. KOZZ-F	1. KOZZ-F	1. KOZZ-F
2. KOZZ-F	2. KHTX-F	2. KRNO-F	2. KOZZ-F	2. KOZZ-F	2. KSRN-F	2. KSRN-F	2. KSRN-F	2. KRNO-F	2. KCBN	2. KRNO-F
3.	3. KRNO-F	3. KHTX-F	3. KORY	3. KORY	3. KNEV-F	3. KOLO	3. KRNO-F	3. KSRN-F	KHTX-F	3. KOLO
4.	4. KCBN	4. KORY	4. KOLO	4. KOLO	4. KOH	4. KOH	4. KHTX-F	4. KHTX-F	KORY	4. KHTX-F
5.	5.	5. KOLO	5. KHTX-F	5. KHTX-F	KORY	5.	5. KOLO	5.	5.	5. KNAA-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. KHTX-F	1. KHTX-F	1. KHTX-F	1. KRNO-F	1. KRNO-F	1. KOZZ-F	1. KOZZ-F	1. KOZZ-F	1. KOZZ-F	1. KOZZ-F
2. KOZZ-F	KOZZ-F	KRNO-F	2. KOZZ-F	2. KOLO	2. KHTX-F	2. KHTX-F	2. KRNO-F	2. KRNO-F	2. KORY
3. KRNO-F	3. KRNO-F	3. KOZZ-F	3. KHTX-F	3. KORY	3.	3. KRNO-F	3. KHTX-F	3. KHTX-F	KRNO-F
4.	4.	4.	4.	4.	4.	4. KCBN	4. KORY	4.	4. KOLO
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	23 (1)	30 (1)	53 (2)	17.3	KBET 1340 Reno 2.4/6.8
AOR		41 (1)	41 (1)	13.4	KKBC-F 97.3 Carson City 2.6/6.5
AC/OLDIES/SOFT ROCK	33 (2)	49 (3)	82 (5)	26.8	KLKT-F 100.1 Incline Village 2.1/2.9
MOR/VARIETY	10 (2)	33 (1)	43 (3)	14.1	KPTL 1300 Carson City .6/2.7
COUNTRY	41 (2)	9 (1)	50 (3)	16.3	
BLACK/URBAN					
BTFL MUSIC		18 (1)	18 (1)	5.9	
NEWS/TALK	19 (1)		19 (1)	6.2	
NOSTALGIA					
RELIGION					
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS					

306 (16)

RADIO STATIONS

KBET, 1340, 1 KW/250 W	, MOR	APR, \$11.50	(Unirep)	Don Costa
KCBN, 1230, 1 KW/250 W	, CHR (Century 21)	RKO II, \$16.80	(Torbet)	Bob Ordenez
KOH, 630, 5 KW/1 KW (DA-N)	, NEWS/TALK	CBS,MBS, \$19.00	(Katz)	Ron Ostlund
KOLO, 920, 5 KW/1 KW (DA-N)	, COUNTRY	NBC, \$25.00	(Eastman)	John Rogers
KONE, 1450, 1 KW/250 W	, COUNTRY (Drake-Chen)	ABC-E, \$27.29	(Christal)	Dave Newman
KORY, 1270, 1 KW (DAYS)	, MOR/AC	, \$14.00	(Selcom)	Ed Crook
KROW, 780, 50 KW (DA-2)	, AC (SMN)	ST, \$17.50	(Mc-Guild)	John Price
KHTX-F, 103.7, 1 KW @ 2870, CHR		, \$13.00	(Katz)	(CARNELIAN BAY, CA)
KKBC-F, 97.3, 52 KW @ 2240, COUNTRY (Concept)		RKO, \$15.00	(Weiss)	Howard (CARSON CITY)
KNEV-F, 95.5, 60 KW @ 2250, BTFL MUS (SRP)		, \$17.00*	(Mc-Guild)	John Price
KOZZ-F, 105.7, 15.7 KW @ 2120, AOR (Burk-Abr)		Source, \$32.26	(Christal)	Lotus
KRNO-F, 106.9, 70 KW @ 2214, AC (Century 21)		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

KROI changed calls to KORY...KKBC-F operated at reduced power for 10 days during rating period...

RICHLAND-KENNEWICK-PASCO, WA

Arbitron Rank/Pop (12+): 162/132,500  
 CNSA Rank/Pop: NA  
 MSA Rank/Pop: 226/158,100  
 Part of Yakima ADI  
 Average Person Rating: 15.3  
 Market TSL: 20.4 hours

Stations: 11/8  
 Diaries: 678/195:1/52.4%  
 Sample Target: 550  
 Standard Error: .717  
 % Below Line: 6.4  
 % Not Listed: 14.8

Est 1983 Revenue: \$3,200,000  
 CSI: 1.7 B11  
 CSI III: \$29,143  
 Retail \$: .9 B11  
 Pop per Station: 16,562

12+ METRO	1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82
1. KIOK-F	55/27.1	---	27.1	---	12.1
2. KONA-F	28/13.8	---	8.9	---	13.6
3. KONA	27/13.3	---	15.3	---	18.4
4. KOTY	15/ 7.4	---	4.4	---	6.8
5. KORD	11/ 5.4	---	3.0	---	5.8
6. KALE	10/ 4.9	---	6.4	---	10.7
7. KZZK-F	9/ 4.4	---	6.9	---	11.2
8. KHWK-F	7/ 3.4	---	8.4	---	4.4
9.					
10.					
11.					
12.					
13.					
14.					
15.					

12+ TSA	1/4/CUME
1. KIOK-F	90/807
2. KONA	41/530
3. KONA-F	34/357
4. KORD	21/349
5. KUJ-F	20/303
6. KZZK-F	19/326
7. KPQ-F	17/155
8. KOTY	16/210
9. KALE	11/244
10. KHWK-F	11/211
11.	
12.	
13.	
14.	
15.	

12+ METRO	CUME	CUMF/ RATING	FAL 83	SPG 83
1. KIOK-F	497/37.5	---	34.8	
2. KONA	378/28.5	---	30.1	
3. KALE	222/16.8	---	21.4	
4. KONA-F	219/16.5	---	17.7	
5. KZZK-F	212/16.0	---	14.3	
6. KOTY	196/14.8	---	14.4	
7. KORD	192/14.5	---	14.3	
8. KHWK-F	165/12.5	---	16.6	
9.				
10.				
11.				
12.				
13.				
14.				
15.				

12+ FM SHARE (METRO): 61.27% (106 of 173) (SPG 83: 64.53%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KIOK-F	1. KIOK-F	1. KIOK-F	1. KIOK-F	1. KIOK-F	1. KONA	1. KIOK-F	1. KIOK-F	1. KIOK-F	1. KIOK-F	1. KIOK-F
2.	2.	2. KONA-F	2. KONA-F	2. KONA-F	2. KONA-F	2. KONA	2. KONA-F	2. KONA-F	2. KONA-F	2. KONA-F
3.	3.	3.	3. KONA	3. KONA	3. KOTY	3. KONA-F	3. KONA	3. KONA	3. KONA	3. KONA
4.	4.	4.	4.	4.	4.	4.	4.	4.	KORD	4. KOTY
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. KIOK-F	1. KIOK-F	1. KIOK-F	1. KIOK-F	1. KIOK-F	1. KIOK-F	1. KIOK-F	1. KIOK-F	1. KIOK-F	1. KIOK-F
2.	2.	2. KONA-F	2.	2. KONA-F	2.	2.	2.	2.	2. KONA
3.	3.	3. KZZK-F	3.	3. KONA	3.	3.	3.	3.	3. KONA-F
4.	4.	4.	4.	4.	4.	4.	4.	4.	4.
5.	5.	5.	5.	5.	5.	5.	5.	5.	5.

FORNATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO	SHARE & CUME RATING
TOP 40/CHR/CONTEMP		55 (1)	55 (1)	31.8	KLWJ	1090 Umatilla 2.0/2.1
AOR					KPQ-F	102.1 Wenatchee .5/2.8
AC/OLDIES/SOFT ROCK	10 (1)	15 (2)	25 (3)	14.5	KUJ-F	95.7 Walla Walla 3.0/10.4
MOR/VARIETY	27 (1)		27 (1)	15.6		
COUNTRY	26 (2)	7 (1)	33 (3)	19.1		
BLACK/URBAN						
BTFL MUSIC		29 (2)	29 (2)	16.8		
NEWS/TALK						
NOSTALGIA						
RELIGION						
SPANISH						
CLASSICAL						
UNKNOWN/OTHERS	4 (1)		4 (1)	2.3		
			173 (11)			

RADIO STATIONS

KALE, 960, 5 KW/1 KW (DA-N), AC	NBC, \$14.00 (HNWH)	Sterling	Ozzie Knudson
KONA, 610, 5 KW (DA-N), MOR	ABC-I, \$14.25 (Torbet)		Dean Mitchell
KORD, 870, 10 KW/250 W, COUNTRY	ABC-D, \$ 9.00 (S/R)		Gene Hamblin
KOTY, 1340, 1 KW/250 W, COUNTRY	ABC-E, \$ 9.38 (Blair)	Ives	Gary McCollum
KHWK-F, 106.3, 25 KW @ 160, COUNTRY (TM)	ABC-F, \$10.38 (Blair)	Ives	Gary McCollum
KIOK-F, 94.9, 100 KW @ 1250, CHR	\$21.00* (HNWH)	Sterling	Ozzie Knudson
KONA-F, 105.3, 100 KW @ 1180, BTFL MUS (TM)	CBS, \$10.60 (Torbet)		Dean Mitchell
KZZK-F, 102.7, 100 KW @ 1100, AC	ABC-C, \$ 9.00 (S/R)		Mike Ripley
KPQ-F, 102.1, 35 KW @ 2655, BTFL MUS	\$20.00 (Mc-Guild)	(WENATCHEE)	Jim Wallace
KUJ-F, 95.7, 100 KW @ ??, AC	\$18.00 (Selcom)	(WALLA WALLA)	

MISCELLANEOUS COMMENTS

KOTY, KHWK-F sold to Ives for \$945,000 (Exline)...

RICHMOND

Arbitron Rank/Pop (12+): 57/556,200  
 CNSA Rank/Pop: 48/773,000  
 MSA Rank/Pop: 61/784,100  
 ADI # 56  
 Average Person Rating: 18.0  
 Market TSL: 24.5 hours

Stations: 17/16  
 Diaries: 1076/517:1/58.9%  
 Sample Target: 910  
 Standard Error: .662  
 % Below Line: 7.1  
 % Not Listed: 6.0

Est 1983 Revenue: \$14,200,000  
 CSI: 7.5 Bil  
 CSI HH: 26.1 M  
 Retail \$: 4.6 Bil  
 Pop per Station: 34,763

	FAL	SPG	FAL	SPG
12+ METRO 1/4/SHARE	83	83	82	82
1. WRVQ-F	166/16.6	10.9	8.8	11.0
2. WRVA	155/15.5	14.1	18.6	16.0
3. WEZS-F	107/10.7	10.9	12.7	11.1
4. WPLZ-F	92/ 9.2	9.2	9.5	10.6
5. WRXL-F	87/ 8.7	7.2	7.6	6.8
6. WQKS-F	67/ 6.7	1.9	2.5	.4
7. WLEE	58/ 5.8	7.7	5.2	6.8
8. WTVR-F	52/ 5.2	9.5	7.5	8.1
9. WRNL	41/ 4.1	5.4	6.0	5.7
10. WANT	34/ 3.4	5.1	4.0	6.6
11. WFTH	30/ 3.0	2.1	3.3	3.0
12. WXGI	12/ 1.2	2.0	2.2	3.2
13.				
14.				
15.				

12+ TSA 1/4/CUME	12+ METRO CUME/ METRO CUME RATING	FAL	SPG
		83	83
1. WRVQ-F	244/2501	1. WRVA	1856/33.4
2. WRVA	192/2343	2. WRVQ-F	1731/31.1
3. WEZS-F	141/1777	3. WEZS-F	1293/23.2
4. WPLZ-F	130/1316	4. WPLZ-F	991/17.8
5. WRXL-F	129/1342	5. WRXL-F	917/16.5
6. WTVR-F	92/1232	6. WQKS-F	787/14.1
7. WQKS-F	89/1132	7. WTVR-F	776/14.0
8. WLEE	59/ 661	8. WANT	666/12.0
9. WRNL	46/ 773	9. WLEE	633/11.4
10. WANT	38/ 770	10. WRNL	583/10.5
11.		11. WFTH	286/ 5.1
12.		12. WKIE	271/ 4.9
13.		13.	
14.		14.	
15.		15.	

12+ FM SHARE (METRO): 61.72% (582 of 943) (SPG 83: 53.02%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WRVQ-F	1. WRVQ-F	1. WRVQ-F	1. WRVQ-F	1. WRVQ-F	1. WRVA	1. WRVA	1. WRVQ-F	1. WRVQ-F	1. WRVA	1. WRVQ-F
2. WQKS-F	2. WEZS-F	2. WEZS-F	2. WEZS-F	2. WEZS-F	2. WRVQ-F	2. WRVQ-F	2. WEZS-F	2. WRVA	2. WRVQ-F	2. WPLZ-F
3. WPLZ-F	3. WRXL-F	3. WRXL-F	3. WRVA	3. WRVA	3. WTVR-F	3. WEZS-F	3. WRVA	3. WPLZ-F	3. WPLZ-F	3. WEZS-F
4. WRXL-F	4. WPLZ-F	4. WPLZ-F	4. WRXL-F	4. WRXL-F	4. WEZS-F	4. WRXL-F	4. WRXL-F	4. WEZS-F	4. WEZS-F	WRVA
5.	5. WQKS-F	WRVA	5. WPLZ-F	5. WTVR-F	5. WLEE	5. WPLZ-F	5. WPLZ-F	5. WRXL-F	WRXL-F	5. WRXL-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. WEZS-F	1. WRVQ-F	1. WRVQ-F	1. WRVQ-F	1. WRVQ-F	1. WRXL-F	1. WRXL-F	1. WRVQ-F	1. WRXL-F	1. WRVQ-F
2. WRVQ-F	2. WEZS-F	2. WEZS-F	2. WEZS-F	2. WEZS-F	2. WRVQ-F	2. WRVQ-F	2. WRXL-F	WRVQ-F	2. WEZS-F
3. WPLZ-F	3. WRXL-F	3. WRVA	3. WRVA	3. WRVA	3. WPLZ-F	3. WPLZ-F	3. WEZS-F	3. WEZS-F	3. WRVA
4. WQKS-F	4. WRXL-F	4. WPLZ-F	4. WRXL-F	4. WRXL-F	4. WEZS-F	4. WEZS-F	4. WPLZ-F	4. WPLZ-F	4. WRXL-F
5.	5. WQKS-F	5. WRXL-F	5.	5.	5.	5.	5. WRVA	5.	5. WTVR-F

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		233 (2)	233 (2)	24.7	WDYL-F 92.1 Chester 1.1/1.7
AOR		87 (1)	87 (1)	9.2	WKIE 1540 Richmond .8/4.9
AC/OLDIES/SOFT ROCK		107 (1)	107 (1)	11.3	WPVA 1290 Colonial Heights .9/1.3
MOR/VARIETY	155 (1)		155 (1)	16.4	WRJY 1320 Richmond .9/2.5
COUNTRY	67 (4)	52 (1)	119 (5)	12.6	WTVR 1380 Richmond .5/3.3
BLACK/URBAN	42 (2)	92 (1)	134 (3)	14.2	
BTFL MUSIC	9 (1)		9 (1)	1.0	
NEWS/TALK					
NOSTALGIA	58 (1)		58 (1)	6.2	
RELIGION	30 (1)	11 (1)	41 (2)	4.3	
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS					

943 (17)

RADIO STATIONS

WANT, 990, 1 KW (DAYS), BLACK	NBN, \$48.00 (Masla)	Sinclair	Ben Miles
WRJY, 1320, 5 KW (DAYS, DA), BTFL MUS	MBS, \$15.00 (----)		John Hill
WKIE, 1540, 10 KW (DAYS, DA), BLACK	, \$26.00 (Weiss)		James Carter
WLEE, 1480, 5 KW (DA-2), NOSTALGIA (Al Ham)	ABC-D, MBS, \$24.00 (HNWH)	Gilcom	
WRNL, 910, 5 KW (DA-N), COUNTRY	ABC-I, \$50.00 (Katz)	Capitol-WRAL	Claire Shaffner
WRVA, 1140, 50 KW (DA-1), MOR	NBC, WSJ, \$89.00* (Eastman)	Harte-Hanks	Bob Jones
WTVR, 1380, 5 KW (DA-2), COUNTRY	CBS, \$ NA (MMR)	Park	Steve Newcombe
WXGI, 950, 5 KW (DAYS), COUNTRY	, \$ 9.00 (----)		Dave Wilburn
WEZS-F, 103.7, 74 KW @ 440, AC (Burk-Abr)	, \$75.00 (Blair)	EZ	Wanda Bottiger
WPLZ-F, 99.3, 2.5 KW @ 328, BLACK (TM)	RKO, \$65.00 (Mc-Guild)	(PETERSBURG)	Bill Bure
WRVQ-F, 94.5, 200 KW @ 355, CHR	RKO, \$70.00 (Eastman)	Harte-Hanks	Phil Goldman
WRXL-F, 102.1, 140 KW @ 320, AOR (Pollack)	ABC-R, \$70.00 (Katz)	Capitol-WRAL	Claire Shaffner
WTVR-F, 98.1, 50 KW @ 840, COUNTRY (Drake-Chen)	MBS, \$50.00* (MMR)	Park	Steve Newcombe

WQKS - See Norfolk

MISCELLANEOUS COMMENTS

WANT sold by Sinclair for \$900,000 (July)...WEET changes calls to WRJY...

RIVERSTIDE-SAN BERNARDINO-ONTARIO

Arbitron Rank/Pop (12+): 30/1,106,700  
 CNSA Rank/Pop: NA  
 MSA Rank/Pop: 23/1,671,300  
 Part of Los Angeles ADI  
 Average Person Rating: 19.4  
 Market TSL: 25.8 hours

Stations: 43/16  
 Diaries: 1119/989;1/47.0Z  
 Sample Target: 1200  
 Standard Error: .623  
 % Below Line: 62.2  
 % Not Listed: 12.3

Ent 1983 Revenue: \$18,000,000  
 CST: 14.4 Btl  
 CST III: 23.9 M  
 Retail \$: 9.0 Btl  
 Pop per Station: 69,169

	FAL	SPG	FAL	SPG		
12+ METRO 1/4/SHARE	83	83	82	82		
1. KIIS-F	187/8.7	8.2	5.0	5.2	3.0	
2. KDUO-F	126/5.9	6.7	6.0	5.3	5.3	
3. KFI	119/5.6	5.6	5.8	6.6	6.2	
4. KGGI-F	100/4.7	4.3	4.1	3.2	4.1	
5. KBIG-F	96/4.5	3.4	4.4	4.8	3.8	
6. KNX	86/4.0	3.2	3.3	3.5	3.0	
7. KMPC	77/3.6	2.3	2.3	1.0	1.2	
8. KABC	70/3.3	3.1	3.9	2.5	3.3	
9. KCAL-F	69/3.2	2.9	3.3	2.3	2.1	
10. KLOS-F	64/3.0	4.6	2.9	2.5	2.4	
11. KMET-F	59/2.8	4.5	4.0	4.1	4.7	
	59/2.8	1.9	4.8	2.4	3.3	
13. KQLH-F	51/2.4	2.5	3.0	3.4	1.8	
	KOST-F	51/2.4	2.4	2.1	2.1	3.7
15. KRTH-F	50/2.3	4.2	2.2	1.8	2.8	
	KOLA-F	50/2.3	3.3	2.3	3.6	3.7

12+ TSA 1/4/CUME	
1. KIIS-F	202/2167
2. KFI	153/2342
3. KDUO-F	144/1266
4. KBIG-F	106/1348
5. KGGI-F	101/1593
6. KNX	92/1226
7. KMPC	86/864
8. KABC	79/974
9. KLOS-F	75/1265
10. KCAL-F	70/844
11. KRTH-F	68/1031
12. KCKC	67/770
13. KMET-F	63/1116
14. KOST-F	57/969
15. KFXM	52/828

12+ METRO CUME/ METRO CUME RATING	FAL	SPG	
83	83	83	
1. KIIS-F	2080/18.8	19.7	13.6
2. KFI	1824/16.5	17.0	17.3
3. KGGI-F	1539/13.9	13.2	11.3
4. KBIG-F	1250/11.3	7.9	10.7
5. KDUO-F	1169/10.6	9.9	10.0
6. KOLA-F	1122/10.1	10.6	10.4
7. KLOS-F	1116/10.1	11.0	10.2
8. KNX	1085/9.8	10.8	10.3
9. KMET-F	1047/9.5	10.4	10.4
10. KRTH-F	879/7.9	9.4	9.2
11. KOST-F	870/7.9	7.4	7.1
12. KABC	841/7.6	7.3	7.8
13. KCAL-F	798/7.2	8.6	7.5
14. KMPC	764/6.9	6.0	6.7
15. KFXM	738/6.7	7.3	6.6

12+ FM SHARE (METRO): 62.04% (1167 of 1881) (SPG 83: 60.31%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ IMD	12+ EVE	SAT MID
1. KIIS-F	1. KIIS-F	1. KIIS-F	1. KIIS-F	1. KIIS-F	1. KDUO-F	1. KFI	1. KIIS-F	1. KIIS-F	1. KIIS-F	1. KIIS-F
2. KUTE-F	2. KGGI-F	2. KFI	2. KFI	2. KFI	2. KFI	2. KFI	2. KDUO-F	2. KGGI-F	2. KGGI-F	2. KDUO-F
	KOLA-F	3. KFI	3. KGGI-F	3. KGGI-F	3. KGGI-F	3. KBBG-F	3. KNX	3. KBIG-F	3. KABC	3. KBIG-F
4. KLOS-F	4. KCAL-F	4. KRTH-F	4. KBIG-F	4. KBIG-F	4. KBIG-F	4. KIIS-F	4. KDUO-F	4. KFI	4. KFI	4. KLOS-F
5. KGGI-F	5. KLOS-F	5. KLOS-F	5. KRTH-F	5. KDUO-F	5. KCKC	5. KGGI-F	5. KGGI-F	5. KGGI-F	5. KMET-F	5. KRTH-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. KCAL-F	1. KIIS-F	1. KIIS-F	1. KIIS-F	1. KIIS-F
2. KGGI-F	2. KGGI-F	2. KGGI-F	2. KOST-F	2. KDUO-F	2. KIIS-F	2. KCAL-F	2. KFI	2. KFI	2. KFI
3. KLOS-F	3. KFI	3. KFI	3. KGGI-F	3. KGGI-F	3. KMET-F	3. KMET-F	3. KCAL-F	3. KRTH-F	3. KBIG-F
4. KFI	4. KOST-F	4. KOST-F	4. KRTH-F	KFI	4. KLOS-F	4. KFI	KMET-F	4. KGGI-F	4. KGGI-F
5.	5. KLOS-F	5. KFXM	5. KFXM	KOST-F	5. KGGI-F	5. KGGI-F	5. KGGI-F	5. KMET-F	5. KRTH-F

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP	48 (1)	322 (4)	370 (5)	19.7	KBON-F 103.9 Lake Arrowhead .3/1.2
AOR		235 (5)	235 (5)	13.4	KCAL 1410 Redlands .9/2.5
AC/OLDIES/SOFT ROCK	175 (4)	175 (5)	350 (9)	18.6	KDIG 1240 San Bern. 1.3/4.3
MOR/VARIETY	18 (1)		18 (1)	1.0	KFXM 590 San Bern. 2.2/6.7
COUNTRY	114 (3)	78 (3)	192 (6)	10.2	KHSJ 1320 Hemet .8/1.6
BLACK/URBAN		65 (3)	65 (3)	3.5	KMEN 1290 San Bern. 1.1/4.3
BTFL MUSIC		232 (3)	232 (3)	12.3	KNSE 1510 Ontario 1.4/2.0
NEWS/TALK	195 (4)		195 (4)	10.4	KNIT-F 93.5 Ontario 2.1/4.9
NOSTALGIA	77 (1)		77 (1)	4.1	KPRO 1440 Riverside .9/3.3
RELIGION	24 (1)		24 (1)	1.3	KWDJ-F 92.7 Riverside .9/3.3
SPANISH	63 (3)	15 (1)	78 (4)	4.1	KBRT 740 Avalon 1.1/2.5
CLASSICAL		27 (1)	27 (1)	1.4	KFAC-F 92.3 LA 1.3/2.8
UNKNOWN/OTHERS			1881 (43)		KFWB 980 LA .9/4.8

MISCELLANEOUS COMMENTS

KFXM, KDUO-F sold to Henry for \$5,000,000 (Chapman)... Arbitron missed its sample target by 81 diaries; refunds are in order for KQLH-F which is the only subscriber in this market... KDUO-F switched from Century 21 to KalaMusic in May...

RADIO STATIONS

Other ranked stations - See Los Angeles
KCAL, 1410, 5 KW/1 KM (DA-N), SPANISH, \$25.00 (Lotus) Andy Jones
KCKC, 1350, 5 KW/500 W (DA-2), COUNTRY, ABC-I, \$29.00 (HNNH) Jim Markham
KDIG, 1240, 1 KW/250 W, COUNTRY, ABC-E, \$32.00 (Selcom)
KFXM, 590, 1 KW (DA-2), CHR, \$ NA (Torbet)
KMEN, 1290, 5 KW (DA-2), OLDIES, CBS, \$45.50 (Mc-Guild)
KPRO, 1440, 1 KW (DA-1), TALK, CBS,MBS, \$25.50 (Blair)
KCAL-F, 96.7, 3 KW @ 300, AOR, Source, \$ NA (Weiss)
KDUO-F, 97.5, 72 KW @ 1570, BTFL MUS (KalaMusic) \$45.00* (Torbet)
KGGI-F, 99.1, 2 KW @ 1560, CHR, CBS-R, \$41.00 (Mc-Guild)
KNTF-F, 93.5, 3 KW @ -165, COUNTRY (TM), \$23.00 (HNNH)
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, \$19.00 (Roslin)
Jim James
Al Anthony
Dex Allen
Jack Siegal
Fred Cote
Al Gordon

ROANOKE

Arbitron Rank/Pop (12+): 140/193,200  
 CNSA Rank/Pop: NA  
 MSA Rank/Pop: 173/227,400  
 ADI # 66 (with Lynchburg)  
 Average Person Rating: 16.0  
 Market TSL: 20.9 hours

Stations: 11/11  
 Diaries: 599/323:1/59.5%  
 Sample Target: 560  
 Standard Error: .776  
 % Below Line: 0  
 % Not Listed: 9.4

Est 1983 Revenue: \$5,200,000  
 CSI: 2.2 Bil  
 CSI HI: 25.5 M  
 Retail %: 1.6 Bil  
 Pop per Station: 17,564

	FAL	SPG	FAL	SPG	
12+ METRO 1/4/SHARE	83	83	82	82	
1. WXLK-F	99/32.0	26.3	29.1	23.8	21.4
2. WSLC	49/15.9	8.7	10.9	11.7	12.6
3. WPVF-F	41/13.3	19.5	14.0	15.5	14.5
4. WROV	24/ 7.8	6.0	7.1	11.1	13.2
5. WFIR	19/ 6.1	9.9	7.7	6.2	9.1
6. WSLQ-F	18/ 5.8	5.4	6.0	7.6	6.9
7. WTOY	17/ 5.5	9.0	8.3	8.2	8.8
8. WJLM-F	12/ 3.9	5.1	6.6	4.7	5.3
9. WKBA	4/ 1.3	2.1	1.7	2.9	1.3
10. WRIS	2/ .6	.6	1.4	.9	1.3
11. WSAY	2/ .6	.3	---	---	---
12.					
13.					
14.					
15.					

12+ TSA 1/4/CUME

1. WXLK-F	310/3326
2. WPVF-F	139/1435
3. WSLC	61/ 566
4. WSLQ-F	43/ 942
5. WROV	25/ 569
6. WFIR	21/ 478
7. WTOY	21/ 290
8. WJLM-F	15/ 313
9. WKBA	4/ 93
10. WSAY	3/ 40
11. WRIS	2/ 70
12.	
13.	
14.	
15.	

12+ METRO CUME/ METRO CUME RATING

	FAL	SPG	
12+ METRO CUME/ METRO CUME RATING	83	83	
1. WXLK-F	943/48.8	47.2	43.7
2. WROV	465/24.1	25.5	25.8
3. WPVF-F	431/22.3	27.8	22.3
4. WSLC	427/22.1	20.9	23.2
5. WFIR	394/20.4	25.7	20.6
6. WSLQ-F	284/14.7	17.2	15.6
7. WTOY	260/13.5	13.4	12.5
8. WJLM-F	231/12.0	10.2	15.3
9. WKBA	80/ 4.1	3.6	4.4
10. WRIS	70/ 3.6	3.2	4.4
11.			
12.			
13.			
14.			
15.			

12+ FM SHARE (METRO): 59.23% (170 of 287) (SPG 83: 60.37%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+	12+ EVE	SAT MID
1. WXLK-F	1. WXLK-F	1. WXLK-F	1. WXLK-F	1. WXLK-F	1. WSLC	1. WXLK-F	1. WXLK-F	1. WXLK-F	1. WXLK-F	1. WXLK-F
2.	2.	2. WSLC	2. WSLC	2. WSLC	2. WPVF-F	2. WSLC	2. WPVF-F	2. WSLC	2. WSLC	2. WSLC
3.	3.	3. WSLQ-F	3. WSLQ-F	3. WPVF-F	3. WXLK-F	3. WPVF-F	3. WSLC	3. WPVF-F	3. WPVF-F	3. WPVF-F
4.	4.	4. WROV	4. WROV	4. WROV	4. WROV	4. WFIR	4. WSLQ-F	4.	4. WFIR	4. WTOY
5.	5.	5.	5. WROV	5. WSLQ-F	5. WFIR	5. WROV	5. WROV	5.	5.	5. WROV

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. WSLQ-F	2. WSLC	2.	2.	2. WSLC	2. WSLQ-F	2. WSLC
3.	3.	3.	3. WTOY	3. WPVF-F	3.	3.	3. WSLQ-F	3. WROV	3. WPVF-F
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		99 (1)	99 (1)	34.5	
AOR					
AC/OLDIES/SOFT ROCK	24 (1)	18 (1)	42 (2)	14.6	
MOR/VARIETY	19 (1)		19 (1)	6.6	
COUNTRY	49 (1)	12 (1)	61 (2)	21.3	
BLACK/URBAN	17 (1)		17 (1)	5.9	
BTFM MUSIC		41 (1)	41 (1)	14.3	
NEWS/TALK					
NOSTALGIA					
RELIGION	6 (2)		6 (2)	2.1	
SPANISH					
CLASSICAL					
UNK/NOVN/OTHERS	2 (1)		2 (1)	0.7	
			287 (11)		

RADIO STATIONS

WFIR, 960, 5 KW (DA-N), MOR	CBS, \$24.00* (Mc-Guild)	Don Cuthrell
WKBA, 1550, 10 KW (DAYS,DA), RELIGION	, \$ 8.00 (----)	David Moran
WRIS, 1410, 5 KW (DAYS,DA), RELIGION	MBS, \$ 6.00 (----)	Lloyd Gouchenour
WROV, 1240, 1 KW/250 W, AC	ABC-C, \$29.50 (Eastman)	Burt Levine
WSAY, 1480, 5 KW (DAYS,DA), ? ?	ABC-I, \$ NA (----)	Earl Frye
WSLC, 610, 5 KW/1 KW (DA-2), COUNTRY	NBC, \$34.00* (Katz)	Herm Reavis
WTOY, 910, 1 KW (DAYS,DA), BLACK	SBN, \$15.00 (Selcom)	Ray Bentley
WJLM-F, 93.5, 3 KW @ -83, COUNTRY	ABC-E,SBN, \$11.75 (----)	Lloyd Gouchenour
WPVR-F, 94.9, 100 KW @ 1979, BTFM MUS (KalaMusic), \$38.00* (Mc-Guild)		Don Cuthrell
WSLQ-F, 99.1, 140 KW @ 1990, AC (Century 21)	ABC-R, \$42.00* (Katz)	Herm Reavis
WXLK-F, 92.3, 93 KW @ 2050, CHR	RKO, \$95.00* (Torbet)	Aylett Coleman
		Buck Wheeler
		Wheeler Coleman





ROCKFORD

Arbitron Rank/Pop (12+): 131/230,500  
 CHSA Rank/Pop: NA  
 NSA Rank/Pop: 149/281,600  
 ADI # 109  
 Average Person Rating: 16.3  
 Market TSL: 21.6 hours

Stations: 21/10  
 Diaries: 637/362:1/49.9%  
 Sample Target: 600  
 Standard Error: .760  
 % Below Line: 27.7  
 % Not Listed: 6.7

Est 1983 Revenue: \$4,800,000  
 CSI: 3.0 Bill  
 CSI HH: \$29,211  
 Retail \$: 1.4 Bill  
 Pop per Station: 23,050

12+ METRO	1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82
1. WZOK-F	76/20.3	---	20.7	---	18.0
2. WROK	64/17.1	---	16.5	---	19.4
3. WRNC-F	31/ 8.3	---	9.2	---	10.4
4. WYFE-F	28/ 7.5	---	6.7	---	9.6
5. WMAQ	24/ 6.4	---	5.3	---	7.6
6. WGN	22/ 5.9	---	5.9	---	8.4
7. WYBR-F	18/ 4.8	---	5.0	---	2.5
8. WKJN	15/ 4.0	---	4.5	---	3.4
9. WLS	13/ 3.5	---	4.5	---	4.2
10. WDBM	12/ 3.2	---	3.1	---	2.0
11.					
12.					
13.					
14.					
15.					

12+ TSA	1/4/CUME
1. WZOK-F	122/1461
2. WROK	68/ 889
3. WGN	61/ 799
4. WMAQ	45/ 938
5. WRNC-F	42/ 459
6. WYFE-F	41/ 668
7. WLS	34/ 945
8. WJVL-F	34/ 491
9. WSJV-F	26/ 413
10. WYBR-F	24/468
11.	
12.	
13.	
14.	
15.	

12+ METRO	CUME/	FAL	SPG
METRO	CUME RATING	83	83
1. WZOK-F	883/38.3	---	40.6
2. WROK	805/34.9	---	42.5
3. WYFE-F	479/20.8	---	17.8
4. WMAQ	395/17.1	---	15.9
5. WLS	375/16.3	---	16.6
6. WRNC-F	373/16.2	---	16.2
7. WGN	368/16.0	---	14.1
8. WYBR-F	308/13.4	---	NA
9. WDBM	233/10.1	---	11.3
10. WKJN	158/ 6.9	---	NA
11.			
12.			
13.			
14.			
15.			

12+ FM SHARE (METRO): 53.43% (187 of 350) (SPG 83: 51.19%)

TEENS	18-34	18-49	25-49	35-64	12+ AM	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WZOK-F	1. WZOK-F	1. WZOK-F	1. WROK	1. WROK	1. WROK	1. WROK	1. WZOK-F	1. WZOK-F	1. WZOK-F
2. WYFE-F	2. WROK	2. WROK	2. WZOK-F	2. WZOK-F	2. WRNC-F	2. WZOK-F	2. WROK	2. WYFE-F	2. WROK
3.	3. WYFE-F	3. WYFE-F	3. WYBR-F	3. WMAQ	3. WMAQ	3. WRNC-F	3. WRNC-F	3. WYFE-F	3. WROK
4.	4. WYBR-F	4. WYBR-F	4. WGN	4. WGN	4. WGN	4. WGN	4. WMAK	4. WRNC-F	4. WGN
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. WZOK-F	1. WZOK-F	1. WZOK-F	1. WZOK-F	1. WROK	1. WZOK-F	1. WZOK-F	1. WZOK-F	1. WZOK-F	1. WROK
2. WYFE-F	2. WROK	2. WROK	2. WROK	2. WZOK-F	2. WYFE-F	2. WYFE-F	2. WROK	2. WROK	2. WZOK-F
3. WROK	3. WYFE-F	3.	3. WYBR-F	3.	3.	3. WROK	3. WYFE-F	3. WYFE-F	3. WGN
4.	4. WYBR-F	4.	4.	4.	4.	4.	4. WGN	4.	4. WMAQ
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	13 (1)	80 (2)	93 (3)	26.6	WLJW-F+ 96.7	Loves Park 1.4/4.9
AOR		33 (2)	33 (2)	9.4	HQFL-F 100.9	Rockford 2.4/6.4
AC/OLDIES/SOFT ROCK	64 (1)	18 (1)	82 (2)	23.4	WXTA 1330	Rockford 1.9/3.6
MOR/VARIETY	22 (1)		22 (1)	6.3	WAIT 820	Chicago .5/2.6
COUNTRY	39 (2)	5 (1)	44 (3)	12.6	WBMX-F 102.7	Chicago .8/2.3
BLACK/URBAN		3 (1)	3 (1)	0.9	WDEK-F 92.5	DeKalb 1.3/4.3
BTFL MUSIC		35 (2)	35 (2)	10.0	WIND 560	Chicago .8/2.9
NEWS/TALK	15 (2)		15 (2)	4.3	WJVL-F 99.9	Janesville, WI 1.3/4.4
NOSTALGIA	9 (2)		9 (2)	2.6	HSJY-F 107.3	Ft. Atkinson, WI 1.1/3.4
RELIGION		9 (1)	9 (1)	2.6	WXXQ-F 98.5	Freeport 1.1/5.2
SPANISH						
CLASSICAL						
UNKNOWN/OTHERS	1 (1)	4 (1)	5 (2)	1.4		
			350 (21)			

RADIO STATIONS

WKJN, 1150, 1 KW (DAYS,DA) , COUNTRY	NBC, \$15.00 (HNWH)	Midwest Family	Duane Daniels
WROK, 1440, 5 KW/500 W (DA-D), AC	ABC-C, \$37.25 (Mc-Guild)		Dave Salisbury
WXTA, 1330, 1 KW (DAYS,DA) , NOSTALGIA (Drake-Chen)	ABC-L, \$ 6.53 (Masla)	Sentry	Dave Armstrong
WLJW-F, 96.7, 3 KW @ 234, VARIOUS	ABC-E, \$15.00 (Masla)		
WRNC-F, 103.1, 3 KW @ 300, BTFL MUSIC	, \$23.50 (S. Katz)		Bill Dommer
WYBR-F, 104.9, 3 KW @ 308, AC (Century 21)	RKO, \$15.22 (Masla)	Sentry	Dave Armstrong
WYFE-F, 95.3, 1 KW @ 515, AOR (Burk-Abr)	Source, \$21.00 (HNWH)	Midwest Family	Duane Daniels
WZOK-F, 97.5, 50 KW @ 235, CHR	ABC-C, \$38.00 (Mc-Guild)		Dave Salisbury
WJVL-F, 99.9, 20 KW @ 200, COUNTRY	, \$16.00 (----)	Gazette (JANESVILLE)	

WSJY - See Madison

WGN, WMAQ, WLS - See Chicago

MISCELLANEOUS COMMENTS

Will anyone ever challenge WROK/WZOK and the lock they have on this market?...little change in market - no one gained or lost much more than one share point...

**SACRAMENTO**

Arbitron Rank/Pop (12+): 33/1,019,000  
 CMSA Rank/Pop: 32/1,165,000  
 MSA Rank/Pop: 37/1,165,000  
 ADI # 20 (with Stockton & Modesto)  
 Average Person Rating: 18.7  
 Market TSL: 24.5 hours

Stations: 28/22  
 Diaries: 1108/920:1/48.6%  
 Sample Target: 1130  
 Standard Error: .610  
 % Below Line: 9.0  
 Not Listed: 9.3

Est. 1983 Revenue: \$26,000,000  
 CSI: 11.8 Bil  
 CSI HH: 25.8 M  
 Retail \$: 6.7 Bil  
 Pop per Station: 46,318

12+ METRO	1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82	BIRCH SHARE	12+ TSA	1/4/CUME	12+ METRO	CUME/RATING	FAL 83	SPG 83			
1.	KCTC-F	163/8.6	6.6	6.5	7.7	5.6	11.7	1.	KRAC	218/2489	1.	KSFM-F	2174/21.3	21.6	16.2
2.	KZAP-F	158/8.3	6.8	7.9	8.5	13.7	10.9	2.	KZAP-F	211/2577	2.	KXOA-F	1941/19.0	21.9	18.5
3.	KSFM-F	153/8.0	7.2	4.5	5.2	4.7	11.0	3.	KCTC-F	196/2272	3.	KZAP-F	1930/18.9	18.2	19.8
4.	KXOA-F	150/7.9	9.1	7.4	10.2	9.9	8.2	4.	KSFM-F	189/2931	4.	KCTC-F	1888/18.5	13.5	14.9
5.	KAER-F	140/7.3	6.8	6.3	5.7	3.1	5.6	5.	KXOA-F	185/2303	5.	KROY-F	1563/15.3	15.7	15.8
6.	KFBK	122/6.4	3.1	5.2	4.6	3.9	4.0	6.	KAER-F	156/1529	6.	KFBK	1388/13.6	12.2	13.3
7.	KRAK	120/6.3	6.3	6.7	4.8	5.6	8.7	7.	KFBK	143/1853	7.	KRAK	1308/12.8	14.7	14.6
8.	KGNR	80/4.2	5.0	4.2	4.6	4.2	2.6	8.	KROY-F	113/2076	8.	KGNR	1247/12.2	12.1	13.0
9.	KROY-F	73/3.8	4.6	4.8	5.1	3.3	6.9	9.	KNBR	108/1471	9.	KNOD-F	1225/12.0	15.5	15.8
10.	KSKK-F	67/3.5	6.8	8.2	5.5	5.8	2.4	10.	KGO	104/1186	10.	KAER-F	1211/11.9	14.0	12.3
	KHYL-F	67/3.5	3.3	3.1	3.0	3.3	2.3	11.	KHYL-F	101/1739	11.	KHYL-F	1196/11.7	11.2	10.7
12.	KXOA	65/3.4	2.3	4.8	5.3	3.9	2.5	12.	KSKK-F	94/1224	12.	KFRC	1082/10.6	8.9	11.8
13.	KNOD-F	64/3.4	5.3	4.9	3.3	2.4	6.0	13.	KGNR	84/1325	13.	KPOP-F	1027/10.1	7.6	9.7
14.	KPOP-F	47/2.5	3.2	3.7	3.3	3.1	2.6	14.	KFRC	82/1939	14.	KSKK-F	795/ 7.8	15.6	16.5
15.	KGO	45/2.4	2.7	1.6	1.5	2.2	1.7	15.	KNOD-F	76/1541	15.	KXOA	771/ 7.6	5.7	7.7
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): 64.39% (1112 of 1727) (SPG 83: 64.16%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID	
1.	KSFM-F	1. KZAP-F	1. KXOA-F	1. KXOA-F	1. KXOA-F	1. KCTC-F	1. KFBK	1. KCTC-F	1. KSFM-F	1. KZAP-F	1. KAER-F
2.	KZAP-F	2. KSFM-F	2. KZAP-F	2. KSFM-F	2. KAER-F	2. KAER-F	2. KCTC-F	2. KXOA-F	2. KZAP-F	2. KSFM-F	2. KZAP-F
3.	KPOP-F	3. KXOA-F	3. KSFM-F	3. KAER-F	3. KCTC-F	3. KRAC	3. KXOA-F	3. KZAP-F	3. KCTC-F	3. KFBK	3. KSFM-F
4.	KROY-F	4. KROY-F	4. KAER-F	4. KCTC-F	4. KSFM-F	4. KXOA-F	4. KGNR	4. KAER-F	4. KAER-F	4. KCTC-F	4. KCTC-F
5.	KNOD-F	5. KHYL-F	5. KCTC-F	5. KZAP-F	5. KZAP-F	5. KFBK	5. KSFM-F	5. KSFM-F	5. KXOA-F	5. KAER-F	5. KXOA-F
6.		6. KAER-F	6. KHYL-F	6. KHYL-F	6. KSKK-F	6. KGNR	6. KZAP-F	6. KRAC	6. KRAC	6. KRAC	6. KSKK-F
7.		7.	7.	7. KSKK-F	7. KHYL-F	7. KXOA	7. KAER-F	7. KFBK	7. KFBK	7. KFBK	7. KRAC
8.		8.	8.	8. KRAK	8. KRAK	8. KRAK	8. KRAK	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.	KZAP-F	1. KSFM-F	1. KSFM-F	1. KSFM-F	1. KXOA-F	1. KZAP-F	1. KZAP-F	1. KZAP-F	1. KXOA-F
2.	KSFM-F	2. KZAP-F	2. KXOA-F	2. KXOA-F	2. KSFM-F	2. KROY-F	2. KXOA-F	2. KXOA-F	2. KAER-F
3.	KXOA-F	3. KXOA-F	3. KZAP-F	3. KHYL-F	3. KAER-F	3. KXOQ-F	3. KROY-F	3. KSFM-F	3. KZAP-F
4.	KPOP-F	4. KHYL-F	4. KHYL-F	4. KSKK-F	4. KCTC-F	4. KSFM-F	4. KSFM-F	4. KAER-F	4. KCTC-F
5.		5. KNOD-F	5. KCTC-F	5. KNOD-F	5. KHYL-F	5.	5.	5. KROY-F	5. KAER-F
6.		6. KAER-F	6. KAER-F	6. KZAP-F	6. KSKK-F	6.	6.	6. KCTC-F	6. KSKK-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	44 (1)	264 (3)	308 (4)	17.8	KAHI	950	Auburn	.4/1.2
AOR		239 (3)	239 (3)	13.8	KEBR-F	100.5		.7/2.2
AC/OLDIES/SOFT ROCK	22 (2)	217 (2)	239 (4)	13.8	KENZ	1240		.7/2.7
MOR/VARIETY	165 (6)		165 (6)	9.6	KFIA	710	Carmichael	1.3/3.2
COUNTRY	120 (1)	207 (2)	327 (3)	18.9	KGMS	1380		1.0/4.3
BLACK/URBAN					KOWL	1490	Lake Tahoe	.4/1.3
BTFL MUSIC		163 (1)	163 (1)	9.4	KTHO	590	Tahoe Valley	.4/ .9
NEWS/TALK	167 (2)		167 (2)	9.7	KYLO-F	105.5	Davis	.4/1.2
NOSTALGIA	72 (2)		72 (2)	4.2	KFCR	610	San Francisco	2.3/10.6
RELIGION	25 (1)	22 (2)	47 (3)	2.7	KKIS	990	Pittsburgh	.4/1.2
SPANISH					KNBR	680	San Francisco	2.0/5.7
CLASSICAL					KOZZ-F	105.7	Reno	.4/1.1
UNKNOWN/OTHERS					KSFO-F	560	San Francisco	.6/1.8
1727 (28)								

RADIO STATIONS

AM STATIONS

KENZ, 1240, 1 KW/250 W	, AC	, \$23.00 (Selcom)	Mark Jonsson
KFBK, 1530, 50 KW (DA-N)	, NEWS/TALK	MBS,NBC,NBC-T,WSJ, \$66.25 (Katz)	McClatchy Paul Aaron
KFIA, 710, 10 KW/250 W (DA-2)	, RELIGION	, \$24.50 (----)	Tom Wallace
KGMS, 1380, 5 KW/1 KW (DA-2)	, MOR (Drake-Chen)	CBS, \$50.75 (MMR)	Alex Krisik
KGNR, 1320, 5 KW (DA-2)	, TALK/MOR	ABC-I,ABC-E, \$60.00* (Christal)	Tribune Co. Bob Hanley
KJAY, 1430, 500 W (DAYS,DA)	, RELIGION	, \$23.00 (----)	Jack Powell
KRAK, 1140, 50 KW (DA-1)	, COUNTRY	, \$115.88 (Eastman)	Affiliated John Winkle
KRCX, 1110, 5 KW/500 W (DA-2)	, SPANISH	, \$ NA (Lotus)	Fuller-Jeffrey Bill Cloutier
KXOA, 1470, 5 KW/1 KW (DA-2)	, NOSTALGIA (Al Ham)	ABC-D, \$ NM (Blair)	Brown Phil Melrose

FM STATIONS

KAER-F, 92.5, 115 KW @ 240, COUNTRY	, \$75.00 (Katz)	McClatchy Paul Aaron	12+ ADI CUME
KCTC-F, 96.1, 45 KW @ 520, BTFL MUS (KalaMusic)	, \$72.00* (Christal)	Tribune Co. Bob Henley	
KHYL-F, 101.1, 50 KW @ 465, AC/OLDIES	RKO II, \$45.00 (Weiss)	Empire (AUBURN) Ken Cunningham	1. KSFM-F
KPOP-F, 93.5, 3 KW @ 300, CHR	, \$40.00 (CBS/FM)	Fuller-Jeffrey Bill Courtier	2. KRAK
KROY-F, 96.9, 50 KW @ 540, AOR	, \$69.00 (Selcom)	Jonsson Mark Jonsson	3. KZAP-F
KSFM-F, 102.5, 50 KW @ 535, CHR	, \$91.13 (MMR)	Alex Krisick	4. KCTC-F
KSKK-F, 105.1, 50 KW @ 240, COUNTRY	, \$51.50 (Eastman)	Affiliated John Winkle	5. KXOA-F
KNOD-F, 106.5, 50 KW @ 310, CHR	CBS-R,RKO, \$66.25 (Masla)	Ed Stolz	6. KROY-F
KXOA-F, 107.9, 28 KW @ 420, AC	, \$110.00 (Blair)	Brown Phil Melrose	7. KFRC
KZAP-F, 98.5, 50 KW @ 495, AOR	, \$80.00 (Mc-Guild)	Western Cities Tom Weidle	8. KFBK
KEBR-F, 100.5, 115 KW @ 380, RELIGION	, \$ NA (----)	Family Carl Auel	9. KNBR
			10. KHYL-F
			11. KNOD-F
			12. KHOP-F
			13. KAER-F
			14. KGNR
			15. KXOA-F

Other ranked stations - See San Francisco or Stockton

ADI FM SHARE:  
63.50%

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

MISCELLANEOUS COMMENTS

KEWT-F changed to KSKK-F

KSKK-F: from BTFL to Country  
KNOD: reclassified as CHR  
KROY: changed to AC after rating period

Arbitron fell short of their sample target by 22 diaries...  
Both Pollack and Burkhart claim KZAP as a client...  
KCTC's big increases largely due to the old KENT getting out of BTFL format...

SAGINAW

Arbitron Rank/Pop (12+): 143/183,800  
 CNSA Rank/Pop: NA  
 MSA Rank/Pop: 104/426,600  
 ADI # 53 (with Flint)  
 Average Person Rating: 19.2  
 Market TSL: 25.1 hours

Stations: 14/11  
 Diaries: 624/295:1/60.6%  
 Sample Target: 55-  
 Standard Error: .821  
 % Below Line: 11.4  
 % Not Listed: 8.0

Est 1983 Revenue: \$6,200,000  
 CSI: 4.1 Bil  
 CSI III: \$27,438  
 Retail %: 2.0 Bil  
 Pop per Station: 16,709

12+ METRO	1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82
1. WSGW	62/17.6	---	15.9	---	16.9
2. WIOG-F	48/13.6	---	14.5	---	12.4
3. WWNS-F	44/12.5	---	9.4	---	11.9
4. WKCK-F	40/11.4	---	18.5	---	12.4
5. WGER-F	34/ 9.7	---	10.5	---	13.6
6. WHNN-F	33/ 9.4	---	8.0	---	9.0
7. WNCX-F	25/ 7.1	---	5.4	---	6.5
8. WFXZ-F	9/ 2.6	---	---	---	---
9. WSAM	7/ 2.0	---	4.0	---	6.2
WJR	7/ 2.0	---	1.7	---	1.1
11.					
12.					
13.					
14.					
15.					

12+ TSA	1/4/CUME	12+ METRO CUME/ METRO CUME RATING	FAL 83	SPG 83	
1. WKCK-F	177/1867	1. WIOG-F	673/36.6	---	37.4
2. WHNN-F	154/2150	2. WSGW	592/32.2	---	30.0
3. WJR	119/1530	3. WHNN-F	465/25.3	---	23.7
4. WKCK-F	113/1337	4. WKCK-F	432/23.5	---	26.6
5. WGER-F	104/1217	5. WGER-F	379/20.6	---	18.4
6. WIOG-F	103/1489	6. WCKX-F	272/14.8	---	12.1
7. WSGW	89/1092	7. WWNS-F	271/14.7	---	13.8
8. WFXZ-F	54/ 763	8. WSAM	225/12.2	---	16.8
9. WWNS-F	49/ 409	9. WFXZ-F	152/ 8.3	---	---
10. WTAC	37/ 652	10. WJR	127/ 6.9	---	7.5
11.		11.			
12.		12.			
13.		13.			
14.		14.			
15.		15.			

12+ FM SHARE (METRO): 71.91% (233 of 324) (SPG 83: 73.29%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WWNS-F	1. WIOG-F	1. WIOG-F	1. WIOG-F	1. WSGW	1. WSGW	1. WSGW	1. WSGW	1. WSGW	1. WSGW	1. WIOG-F
2. WIOG-F	2. WHNN-F	2. WHNN-F	2. WSGW	2. WHNN-F	2. WKCK-F	2. WKCK-F	2. WKCK-F	2. WIOG-F	2. WWNS-F	2. WKCK-F
3. WKCK-F	3. WWNS-F	3. WWNS-F	3. WWNS-F	3. WWNS-F	3. WGER-F	3. WIOG-F	3. WGER-F	3. WWNS-F	3. WIOG-F	3. WWNS-F
4. WFXZ-F	4. WKCK-F	4. WSGW	4. WIOG-F	4. WKCK-F	4. WHNN-F	4. WGER-F	4. WGER-F	4. WKCK-F	4. WKCK-F	4. WSGW
5.	5.	5.	5.	5. WKCK-F	5. WIOG-F	5.	5.	5.	5.	5.
6. WHNN-F	6. WHNN-F	6. WHNN-F	6. WHNN-F	6. WHNN-F	6. WHNN-F	6. WHNN-F	6. WHNN-F	6. WHNN-F	6. WHNN-F	6. WHNN-F
7. WSGW	7. WSGW	7. WSGW	7. WSGW	7. WSGW	7. WSGW	7. WSGW	7. WSGW	7. WSGW	7. WSGW	7. WSGW
8. WKCK-F	8. WKCK-F	8. WKCK-F	8. WKCK-F	8. WKCK-F	8. WKCK-F	8. WKCK-F	8. WKCK-F	8. WKCK-F	8. WKCK-F	8. WKCK-F
9. WGER-F	9. WGER-F	9. WGER-F	9. WGER-F	9. WGER-F	9. WGER-F	9. WGER-F	9. WGER-F	9. WGER-F	9. WGER-F	9. WGER-F
10. WIOG-F	10. WIOG-F	10. WIOG-F	10. WIOG-F	10. WIOG-F	10. WIOG-F	10. WIOG-F	10. WIOG-F	10. WIOG-F	10. WIOG-F	10. WIOG-F
11. WWNS-F	11. WWNS-F	11. WWNS-F	11. WWNS-F	11. WWNS-F	11. WWNS-F	11. WWNS-F	11. WWNS-F	11. WWNS-F	11. WWNS-F	11. WWNS-F
12. WFXZ-F	12. WFXZ-F	12. WFXZ-F	12. WFXZ-F	12. WFXZ-F	12. WFXZ-F	12. WFXZ-F	12. WFXZ-F	12. WFXZ-F	12. WFXZ-F	12. WFXZ-F
13. WSAM	13. WSAM	13. WSAM	13. WSAM	13. WSAM	13. WSAM	13. WSAM	13. WSAM	13. WSAM	13. WSAM	13. WSAM
14. WJR	14. WJR	14. WJR	14. WJR	14. WJR	14. WJR	14. WJR	14. WJR	14. WJR	14. WJR	14. WJR
15. WTAC	15. WTAC	15. WTAC	15. WTAC	15. WTAC	15. WTAC	15. WTAC	15. WTAC	15. WTAC	15. WTAC	15. WTAC

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		57 (2)	57 (2)	17.6	WBCM 1440 Bay City .3/3.6
AOR		25 (1)	25 (1)	7.7	WKMX 1210 Saginaw .9/4.5
AC/OLDIES/SOFT ROCK	10 (2)	33 (1)	43 (3)	13.3	WXOX 1250 Bay City 1.7/3.9
MOR/VARIETY	70 (3)		70 (3)	21.6	WTAC 600 Flint 1.4/5.3
COUNTRY	11 (2)	40 (1)	51 (3)	15.7	
BLACK/URBAN		44 (1)	44 (1)	13.6	
BTFM MUSIC		34 (1)	34 (1)	10.5	
NEWS/TALK					
NOSTALGIA					
RELIGION					
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS					

324 (14)

RADIO STATIONS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
WJNX, 1210, 10 KW (DAYS,DA)					(SAGINAW) Robert Dyer
WJNX, 1400, 1 KW/250 W					(SAGINAW) Ken MacDonald
WSGW, 790, 5 KW/1 KW (DA-2), MOR					(SAGINAW) John Casey
WXOX, 1250, 1 KW (DAYS)					(BAY CITY) Gene Ellerman
WGER-F, 102.5, 86 KW @ 860, BTFM MUS					(BAY CITY) Gale Sullivan
WIOG-F, 106.3, 3 KW @ 300, CHR (TH)					(SAGINAW) John Casey
WKCK-F, 98.1, 50 KW @ 353, COUNTRY					(SAGINAW) Ken MacDonald
WHNN-F, 96.1, 97 KW @ 435, CONTEMP/AC					(BAY CITY) Dan Stewart
WWNS-F, 107.1, 2 KW @ 360, BLACK					(SAGINAW) Joyce James
WFXZ-F, 100.9, 3 KW @ 300, CHR (Drake-Chen)					(PINCONNING) Bob Naismith

WKCK, WTAC - See Flint

WJR - See Detroit

ST. LOUIS

Arbitron Rank/Pop (12+): 13/1,946,400  
 CMA Rank/Pop: 14/2,377,000  
 MSA Rank/Pop: ST. L: 19/802,100  
 ADI # 18 East ST. L: 138/295,500  
 Average Person Rating: 17.6  
 Market TSL: 23.0 hours

Stations: 26/26  
 Diaries: 1850/1052:1/59.9%  
 Sample Target: 1740  
 Standard Error: .464  
 % Below Line: 0  
 % Not Listed: 5.8

Est. 1983 Revenue: \$41,500,000  
 CSI: 21.1 Bil  
 CSI HH: 27.5 M  
 Retail \$: 13.3 Bil  
 Pop per Station: 74,862

12+ METRO	1/4/SHARE	WIN 84	FAL 83	SPG 83	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/ METRO CUME RATING	FAL 83	SPG 83		
1. KMOX	693/20.2	20.6	20.6	---	20.9	1. KMOX	825/9567	1. KMOX	7754/39.8	40.4	41.6
2. KHTR-F	271/ 7.9	8.0	8.3	---	10.6	2. KHTR-F	351/5354	2. KHTR-F	4317/22.2	24.2	28.0
3. KSHE-F	245/ 7.2	5.6	7.0	---	5.5	3. WIL-F	294/3730	3. WKW-F	3250/16.7	18.6	15.8
4. WIL-F	233/ 6.8	6.3	6.3	---	6.2	4. KSHE-F	269/3503	4. KSHE-F	3032/15.6	13.9	14.2
5. KMJM-F	212/ 6.2	6.8	6.9	---	6.8	5. KUSA	245/3527	5. WIL-F	2910/15.0	14.8	14.2
6. KWK-F	202/ 5.9	5.9	5.9	---	4.9	6. KWK-F	236/3749	6. KSD-F	2820/14.5	12.5	14.9
7. KSD-F	194/ 5.7	4.7	5.4	---	5.8	7. KMJM-F	222/2536	7. KEZK-F	2799/14.4	17.2	15.9
8. KEZK-F	191/ 5.6	7.7	8.1	---	7.0	8. KSD-F	217/3146	8. KMJM-F	2338/12.0	12.6	13.0
9. WRTH	153/ 4.5	3.5	4.4	---	4.8	9. KEZK-F	213/3114	9. KUSA	2127/10.9	11.5	11.2
10. KUSA	134/ 3.9	3.9	3.5	---	4.4	10. WRTH	159/2120	10. KYKY-F	2118/10.9	11.2	9.9
11. KYKY-F	111/ 3.2	3.1	3.4	---	2.5	11. KYKY-F	125/2356	11. WRTH	1979/10.2	11.4	10.9
12. WIL	69/ 2.0	2.3	1.4	---	1.1	12. KXOK	72/1403	12. KADL-F	1572/ 8.1	8.2	7.5
13. KATZ	65/ 1.9	2.6	1.8	---	1.8	13. WIL	72/1313	13. WIL	1238/ 6.4	6.4	4.4
14. KADI-F	63/ 1.8	2.2	2.1	---	2.2	14. KADI-F	66/1689	14. KATZ	1116/ 5.7	5.9	5.9
15. WZEN-F	61/ 1.8	1.5	1.6	---	2.5	15. KATZ	65/1130	15. KXOK	1046/ 5.4	8.0	9.0
16. KXOK	58/ 1.7	2.0	1.9	---	1.9	16. WZEN-F	61/1053	16. WGLD	1033/ 5.3	NA	NA
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): 58.76% (1895 of 3225) (SPG 83: 59.04%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KHTR-F	1. KSHE-F	1. KMOX	1. KMOX	1. KMOX	1. KMOX	1. KMOX	1. KMOX	1. KMOX	1. KMOX	1. KMOX
2. KWK-F	2. KHTR-F	2. KSHE-F	2. WIL-F	2. WIL-F	2. WIL-F	2. KSD-F	2. KEZK-F	2. KHTR-F	2. KHTR-F	2. KHTR-F
3. KMJM-F	3. KWK-F	3. KHTR-F	3. KSD-F	3. KSD-F	3. KEZK-F	3. WIL-F	3. WIL-F	3. KSHE-F	3. KSHE-F	3. KSHE-F
4. KSHE-F	4. KSD-F	4. KSD-F	4. KHTR-F	4. KHTR-F	4. KUSA	4. KHTR-F	4. KSHE-F	4. WIL-F	4. KMJM-F	4. WIL-F
5.	5. KMJM-F	5. WIL-F	5. KMJM-F	5. KUSA	5. WRTH	5. KWK-F	5. KHTR-F	5. KWK-F	5. KWK-F	5. KMJM-F
6.	6. KMOX	6. KMJM-F	6. KUSA	6. KEZK-F	6. KSD-F	6. KMJM-F	6. KSD-F	6. KMJM-F	6. KSD-F	6. KEZK-F
7.	7. KYKY-F	7. KWK-F	7. KSHE-F	7. KSHE-F	7.	7. KSHE-F	7. WRTH	7. KEZK-F	7.	7. KWK-F
8.	8.	8. KYKY-F	8. KYKY-F	8. KYKY-F	8.	8.	8.	8.	8.	8. WRTH
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. KHTR-F	1. KHTR-F	1. KHTR-F	1. KHTR-F	1. KMOX	1. KSHE-F	1. KSHE-F	1. KSHE-F	1. KMOX	1. KMOX
2. KSD-F	2. KSD-F	2. KSD-F	2. KMJM-F	2. WIL-F	2. KWK-F	2. KWK-F	2. KWK-F	2. KSHE-F	2. WIL-F
3. KWK-F	3. KMJM-F	3. KMOX	3. KSD-F	3. KHTR-F	3. KHTR-F	3. KMOX	3. KWK-F	3. KSD-F	3. KSD-F
4. KSHE-F	4. KYKY-F	4. KMJM-F	4. KYKY-F	4. KSD-F	4. KMJM-F	4. KSD-F	4. WIL-F	4. KMJM-F	4. KSHE-F
5. KYKY-F	5. KWK-F	5. WIL-F	5. KMOX	5. KMJM-F	5. KSD-F	5. KMJM-F	5. KSD-F	5. KWK-F	5. KWK-F
6. KMJM-F	6. KSHE-F	6. KYKY-F	6. KUSA	6. KEZK-F	6. KHTR-F	6. KHTR-F	6. KMJM-F	6. WIL-F	6. KHTR-F
7.	7. WIL-F	7. KWK-F	7.	7. KUSA	7.	7. WIL-F	7. KHTR-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	%
TOP 40/CHR/CONTEMP		473 (2)	473 (2)	14.7
AOR		245 (1)	245 (1)	7.6
AC/OLDIES/SOFT ROCK MOR/VARIETY	37 (1)	414 (4)	451 (5)	14.0
COUNTRY	203 (2)	233 (1)	436 (3)	13.5
BLACK/URBAN	103 (2)	273 (2)	376 (4)	11.7
BTFL MUSIC		191 (1)	191 (1)	5.9
NEWS/TALK	751 (2)		751 (2)	23.3
NOSTALGIA	176 (2)		176 (2)	5.5
RELIGION	60 (30)	20 (1)	80 (4)	2.5
SPANISH				
CLASSICAL		19 (1)	19 (1)	0.6
UNKNOWN/OTHERS		27 (1)	27 (1)	0.8
			3225 (26)	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCFM-F	97.1	Florissant	1.3/3.8
KFUD-F	99.1	Clayton	.6/2.7
KGLD	1380		1.1/5.3
KIRL	1460	St. Charles	.6/1.4
KSIV	1320	Clayton	.6/1.4
KXEN	1010		.5/1.9
WCBW-F	104.9	Columbia, IL	.6/1.9
WESL	1490	East St. Louis	1.1/4.8
WEW	770		.7/2.6
MWRV-F	101.1	Belleville, IL	.8/3.0

RADIO STATIONS

AM STATIONS

KATZ, 1600, 5 KW (DA-N)	, BLACK	NBN, \$ NA	(Weiss)	Unity
KIRL, 1460, 5 KW/500 W (DA-2)	, RELIGION/JAZZ	, \$ 18.50	(Roberts)	
KMOX, 1120, 50 KW	, TALK/VARIETY	CBS, \$231.25	(CBS Spot)	CBS
KSIV, 1320, 5 KW (DAYS)	, RELIGION	, \$ 29.00	(----)	Bott
KUSA, 550, 5 KW (DA-N)	, COUNTRY	MBS, \$ 65.00*	(Torbet)	Gannett
KGLD, 1380, 5 KW/1 KW (DA-2)	, OLDIES	, \$ NA	(HNWH)	Robinson
KXEN, 1010, 50 KW (DAYS, DA)	, RELIGION	, \$ 12.00	(----)	
KXOK, 630, 5 KW (DA-2)	, TALK	NBC, NBC-T, ABC-T, \$ 60.00*	(Katz)	Storz
WESL, 1490, 1 KW/250 W	, BLACK ST	SBN, \$ NA	(Lazar)	
WEW, 770, 1 KW (DAYS)	, BIG BAND	ABC-D, \$ NA	(----)	
WIL, 1430, 5 KW (DA-2)	, COUNTRY	ABC-E, \$ NA	(Blair)	LIN
WRTH, 590, 1 KW (DA-2)	, NOSTALGIA (Al Ham)	WSJ, ABC-I, \$ 70.00*	(MMR)	Adams

FM STATIONS

KADI-F, 96.3, 100 KW @	650, CONTEMP/AC	Source, RKO, \$ 30.00*	(Selcom)	
KCFM-F, 97.1, 32 KW @	600, OLDIES (Drake-Chen)	ABC-D, \$ NA	(----)	
KEZK-F, 102.5, 100 KW @	500, BTFL MUS (Bonne)	, \$ 78.00	(MMR)	Adams
KFUD-F, 99.1, 100 KW @	557, CLASSICAL	WSJ, \$ NA	(CMBS)	Sutheran Church
KHTR-F, 103.3, 100 KW @	1212, CHR	CBS-R, \$173.75	(CBS/FM)	CBS
KMJM-F, 107.7 100 KW @	575, URBAN	, \$ 85.00*	(Mc-Guild)	Amaturo
KSD-F, 93.7, 100 KW @	850, AC	, \$110.00*	(Torbet)	Gannett
KSHE-F, 94.7, 100 KW @	500, AOR (Pollack)	, \$105.00*	(Katz)	Emmis
KWK-F, 106.5, 39 KW @	592, CHR/AOR	, \$111.94	(HNWH)	Robinson
KYKY-F, 98.1, 100 KW @	580, AC	, \$ 75.00*	(Christal)	Surrey
WIL-F, 92.3, 100 KW @	510, COUNTRY	, \$ 90.00*	(Blair)	LIN
WZEN-F, 100.3, 50 KW @	495, BLACK	NBN, \$ 60.00	(Weiss)	Unity

12+ ADI 1/4

1. KMOX
2. KHTR-F
3. WIL-F
4. KSHE-F
5. KWK-F
6. KMJM-F
7. KSD-F
8. KEZK-F
9. KUSA
10. WRTH
11. KYKY-F
12. WIL
13. KXOK
14. KADI-F
15. KATZ

12+ ADI CUME

1. KMOX
2. KHTR-F
3. KWK-F
4. WIL-F
5. KSHE-F
6. KSD-F
7. KEZK-F
8. KUSA
9. KMJM-F
10. KYKY-F
11. WRTH
12. KADI-F
13. WIL
14. KXOK
15. KGLD

ADI FM SHARE:

58.49%

CALL LETTER CHANGES

KWK changed to KGLD (1 June 84)  
KSD changed to KUSA

FORMAT CHANGES

KGLD from AOR to Oldies  
KWK-F from AOR to CHR

STATION SALES

MISCELLANEOUS COMMENTS

KMOX steady...KSHE recovers nicely...sharp drop for KEZK...KHTR burt somewhat by KWK...

SALINAS-SEASIDE-MONTEREY

Arbitron Rank/Pop (12+): 118/256,300  
 CMA Rank/Pop: NA  
 MSA Rank/Pop: 136/302,000  
 ADI # 110  
 Average Person Rating: 18.3  
 Market TSL: 24.1 hours

Stations: 25/15  
 Diaries: 692/370:1/49.3%  
 Sample Target: 620  
 Standard Error: .807  
 % Below Line: 35.6  
 % Not Listed: 15.6

Est 1983 Revenue: \$5,800,000  
 CSI: 2.9 Bil  
 CSI HH: 27.8 M  
 Retail \$: 1.7 Bil  
 Pop per Station: 17,087

	FAL	SPG	FAL	SPG
12+ METRO 1/4/SHARE	83	83	82	82
1. KNAV-F 44/9.4	8.2	6.4	5.8	6.0
2. KDON-F 42/9.0	8.2	8.6	9.4	8.2
3. KWSS-F 36/7.7	9.1	5.3	2.5	3.0
4. KGO 31/6.6	7.7	6.8	8.5	6.7
5. KBAY-F 28/6.0	3.2	4.6	3.9	2.0
6. KTM 26/5.5	7.1	9.3	8.3	4.7
7. KRAY-F 23/4.9	3.2	1.3	1.6	2.2
8. KCTY 20/4.3	7.3	6.8	3.9	6.5
9. KTM-F 19/4.1	2.7	6.2	8.5	7.9
10. KDON 18/3.8	2.1	.9	.7	1.7
11. KCBS 16/3.4	3.6	2.4	3.0	2.7
12. KMBY-F 15/3.2	2.3	1.3	1.6	4.5
13.				
14.				
15.				

	FAL	SPG
12+ METRO CUME/ METRO CUME RATING	83	83
1. KDON-F 78/1171	24.6	26.6
2. KWSS-F 74/1245	22.8	16.6
3. KGO 72/ 828	19.3	18.9
4. KBAY-F 61/ 598	14.4	15.9
5. KNAV-F 60/ 976	6.7	8.0
6. KMBY-F 36/ 324	11.9	23.3
7. KDON 30/ 353	13.0	15.3
KTOM 30/ 364	6.7	12.2
9. KSJO-F 29/ 341	10.6	8.6
10. KBOQ-F 25/ 300	7.6	6.4
11.		
12.		
13.		
14.		
15.		

12+ FM SHARE (METRO): 63.13% (250 of 396) (SPG 83: 55.64%)

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. KNAV-F	1. KDON-F	1. KNAV-F	1. KNAV-F	1. KTM	1. KWSS-F	1. KNAV-F	1. KDON-F	1. KDON-F	1. KDON-F
2. KWSS-F	2. KDON-F	2. KNAV-F	2. KDON-F	2. KDON-F	2. KBAY-F	2. KNAV-F	2. KDON-F	2. KNAV-F	2. KGO	2. KWSS-F
3.	3. KWSS-F	3. KWSS-F	3. KTM-F	3. KTM	3. KGO	3. KDON-F	3. KGO	3. KWSS-F	3. KRAY-F	3. KNAV-F
4.	4. KRAY-F	4. KMBY-F	4. KWSS-F	4. KBAY-F	4. KCTY	4. KGO	4. KBAY-F	4. KRAY-F	4. KWSS-F	4. KGO
5.	5. KMBY-F	5.	5.	5.	5.	5. KTM	5. KTM	KTOM, KGO5	5. KNAV-F	5. KRAY-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. KNAV-F	1. KNAV-F	1. KNAV-F	1. KNAV-F	1. KNAV-F		1. KWSS-F	1. KNAV-F	1. KNAV-F	1. KNAV-F	1. KNAV-F
2. KRAY-F	2. KWSS-F	2. KDON-F	2. KDON-F	2. KBAY-F		2. KSJO-F	2. KWSS-F	2. KDON-F	2. KDON-F	2. KDON-F
3. KDON-F	KDON-F	KWSS-F	KWSS-F	3. KTM		3. KDON-F	3. KDON-F	3. KWSS-F	KMBY-F	3. KTM
KWSS-F	4. KMBY-F	4. KRAY-F	4.	4. KWSS-F		KMBY-F	KMBY-F	4. KMBY-F	4. KWSS-F	KTOM-F
5.	5.	5.	5.	KDON-F		5.	5.	5.	5.	5.

FORMATS	AM	FM	TOTAL	%
TOP 40/CHR/CONTEMP	8 (1)	78 (2)	86 (3)	21.7
AOR		33 (4)	33 (4)	8.3
AC/OLDIES/SOFT ROCK	7 (1)	44 (1)	51 (2)	12.9
MOR/VARIETY	14 (2)		14 (2)	3.5
COUNTRY		22 (2)	48 (3)	12.1
BLACK/URBAN		4 (1)	4 (1)	1.0
BTLF MUSIC	3 (1)	28 (1)	31 (2)	7.8
NEWS/TALK	47 (2)		47 (2)	11.9
NOSTALGIA	18 (1)		18 (1)	4.5
RELIGION				
SPANISH	20 (1)	33 (2)	53 (3)	13.4
CLASSICAL		8 (1)	8 (1)	2.0
UNKNOWN/OTHERS	3 (1)		3 (1)	0.8

396 (25)

OTHER RATED STATIONS/METRO SHARE & CUME RATING		
KBOQ-F	92.7	Marina 1.7/6.1
KIDD	630	Monterey 1.7/10.9
KLFA-F	92.1	King City 2.1/2.7
KNRY	1240	Monterey 1.5/5.5
KOCN-F	104.9	Pacific Grove .6/1.8
KRKC	1490	King City 1.1/2.9
KWST-F	101.7	Carmel 1.5/6.7
KMEL-F	106.1	San Francisco .4/1.6
KNBR	680	San Francisco 1.9/4.3
KOMY	1340	Watsonville .6/3.6
KSCO	1080	Santa Cruz .6/3.4
KSJO-F	92.3	San Jose 1.9/4.8
KSOL-F	107.7	San Mateo .9/2.0

RADIO STATIONS

KCTY, 930, 1 KW (DAYS), SPANISH	, \$20.00* (Lotus)	Martin Kline
KDON, 1460, 5 KW (DA-1), NOSTALGIA (SMN)	NBC, \$15.00 (Katz)	Kerry Bogard
KNRY, 1240, 1 KW (DA-1), OLDIES	MBC, \$14.00 (Roslin)	Bill Beaton
KTOM, 1380, 5 KW (DA-2), COUNTRY	ABC-E, \$27.90 (MMR)	Community Service
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	, \$13.00 (Selcom)	Kerry Bogard
KRAY-F, 103.9, 3 KW @ 225, SPANISH	, \$20.00* (Lotus)	Martin Kline
KTOM-F, 100.7, 910 W @ 2575, COUNTRY	, \$18.60 (MMR)	Community Service
KWST-F, 101.7, 900 W @ 590, AOR	, \$15.00* (Torbet)	Charles Gardiner
KNAV-F, 96.9, 18 KW @ 2575, AC	APR, \$37.00 (HNWH)	Buckley
KOCN-F, 104.9, 950 W @ 550, COUNTRY	, \$10.00 (Masla)	Terry Gillingham
		Roger Powers

MISCELLANEOUS COMMENTS

KWYT-F changed calls to KTOM-F...



SALT LAKE CITY

Arbitron Rank/Pop (12+): 42/769,300  
 CMSA Rank/Pop: 38/970,000  
 MSA Rank/Pop: 45/972,800  
 ADI # 42  
 Average Person Rating: 16.9  
 Market TSL: 22.4 hours

Stations: 31/31  
 Diarics: 1048/73411/48.8%  
 Sample Target: 1020  
 Standard Error: .603  
 % Below Line: 0  
 % Not Listed: 7.1

Egt. 1983 Revenue: \$19,900,000  
 CSI: 7.9 Bil  
 CSI III: 24.7 M  
 Retail \$: 5.1 Bil  
 Pop per Station: 24,816

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. KSFI-F	141/10.8	11.5	11.3	10.2	10.7	8.2	1. KSFI-F	205/2249	1. KSL	1799/23.4	29.0	28.9
2. KRSP-F	116/ 8.9	9.9	8.2	7.0	5.8	14.4	2. KSL	180/2989	2. KRSP-F	1541/20.0	21.1	21.6
3. KSL	110/ 8.5	10.8	11.9	13.1	9.0	9.5	3. KRSP-F	162/2307	3. KSFI-F	1489/19.4	20.8	21.9
4. KCPX-F	94/ 7.2	3.8	6.0	6.3	7.6	7.3	4. KCPX-F	119/2009	4. KCPX-F	1468/19.1	13.6	15.5
5. KLCY-F	74/ 5.7	5.9	5.5	3.4	3.4	3.8	5. KLCY-F	100/1383	5. KALL	1026/13.3	15.1	13.8
6. KALL	69/ 5.3	4.8	4.9	4.9	3.8	4.9	6. KFMV-F	96/1686	6. KDAB-F	1013/13.2	11.5	11.5
7. KLUW	56/ 4.3	5.1	3.5	4.4	5.5	4.4	7. KLUW	92/1189	7. KLCY-F	1013/13.2	15.7	13.1
8. KKAT-F	53/ 4.1	.8	---	---	---	2.3	8. KSOP-F	88/1475	8. KFMV-F	894/11.6	12.2	10.5
9. KSOP-F	53/ 4.1	6.6	5.9	10.4	6.8	6.3	9. KALL	70/1102	9. KRSP	869/11.3	11.9	12.0
10. KBUG	51/ 3.9	3.3	2.6	3.2	3.2	3.4	10. KBUG	64/ 982	10. KSOP-F	854/11.1	15.2	12.1
11. KISN-F	48/ 3.7	4.7	5.2	3.8	4.6	4.3	11. KISN-F	64/1173	11. KISN-F	825/10.7	12.1	13.7
12. KDAB-F	42/ 3.2	3.2	2.6	4.5	4.0	3.8	12. KKAT-F	58/ 854	12. KLUW	825/10.7	11.5	10.1
13. KFMV-F	38/ 2.9	3.1	2.6	3.3	5.1	2.7	13. KDAB-F	50/1260	13. KBUG	791/10.3	11.9	11.2
14. KZAN-F	38/ 2.9	4.8	4.2	2.1	3.2	2.2	14. KRSP	47/1160	14. KKAT-F	673/ 8.7	2.0	---
15. KRSP	33/ 2.5	2.4	2.7	3.8	3.7	2.7	15. KZAN-F	46/ 823	15. KZAN-F	631/ 8.2	10.1	9.8
16.							16. KLRZ-F	46/ 920	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): 64.49% (779 of 1208) (SPG 83: 60.67%)

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. KRSP-F	1. KSFI-F	1. KSFI-F	1. KSFI-F	1. KSFI-F	1. KSFI-F	1. KSFI-F	1. KRSP-F	1. KRSP-F
2. KRSP-F	2. KLCY-F	2. KSFI-F	2. KLCY-F	2. KSL	2. KALL	2. KSL	2. KRSP-F	2. KCPX-F	2. KCPX-F	2. KSFI-F
3. KRSP	3. KCPX-F	3. KLCY-F	3. KALL	3. KALL	3. KSL	3. KALL	3. KSL	3. KRSP-F	3. KSFI-F	3. KSL
4. KBUG	4. KSL	4. KSL	4. KSL	4. KLCY-F	4. KLUW	4. KRSP-F	4. KLCY-F	4. KSL	4. KSL	4. KCPX-F
5. KDAB-F	5. KALL	5. KALL	5. KKAT-F	5. KKAT-F	5. KSOP-F	5. KCPX-F	5. KCPX-F	5. KCPX-F	5. KLCY-F	5. KLCY-F
6. KSL	6. KCPX	6. KCPX	6. KBUG	6. KSOP-F	6. KKAT-F	6. KLUW	6. KKAT-F	6. KALL	6. KALL	6. KBUG
7. 7.	7. 7.	7. 7.	7. 7.	7. 7.	7. 7.	7. KLCY-F	7. 7.	7. 7.	7. 7.	7. 7.
8. 8.	8. 8.	8. 8.	8. 8.	8. 8.	8. 8.	8. 8.	8. 8.	8. 8.	8. 8.	8. 8.
9. 9.	9. 9.	9. 9.	9. 9.	9. 9.	9. 9.	9. 9.	9. 9.	9. 9.	9. 9.	9. 9.
10. 10.	10. 10.	10. 10.	10. 10.	10. 10.	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. KRSP-F	1. KRSP-F	1. KSFI-F	1. KLCY-F	1. KSFI-F	1. KRSP-F	1. KRSP-F	1. KRSP-F	1. KLCY-F	1. KSFI-F
2. KDAB-F	2. KLCY-F	2. KRSP-F	2. KBUG	2. KSL	2. KCPX-F	2. KCPX-F	2. KLCY-F	2. KCPX-F	2. KSL
3. KCPX-F	3. KDAB-F	3. KLCY-F	3. KSL	3. KALL	3. KLCY-F	3. KLCY-F	3. KALL	3. KSL	3. KALL
4. KISN-F	4. KISN-F	4. KSL	4. KISN-F	4. KALL	4. 4.	4. KBUG	4. KCPX-F	4. KBUG	4. KLCY-F
5. KBUG	5. KBUG	5. KDAB-F	5. KKAT-F	5. KSOP-F	5. 5.	5. KSL	5. KSL	5. KRSP-F	5. KCPX-F
6. 6.	6. KCPX-F	6. KISN-F	6. KLRZ-F	6. KKAT-F	6. 6.	6. KKAT-F	6. KSFI	6. KKAT-F	6. KKAT-F
7. 7.	7. 7.	7. 7.	7. 7.	7. 7.	7. 7.	7. 7.	7. 7.	7. 7.	7. 7.
8. 8.	8. 8.	8. 8.	8. 8.	8. 8.	8. 8.	8. 8.	8. 8.	8. 8.	8. 8.
9. 9.	9. 9.	9. 9.	9. 9.	9. 9.	9. 9.	9. 9.	9. 9.	9. 9.	9. 9.
10. 10.	10. 10.	10. 10.	10. 10.	10. 10.	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)	222 (4)	255 (5)	21.1	KANN	1090	Ogden	.7/ .9
AOR		132 (2)	132 (2)	10.9	KCGL-F	105.5		1.2/3.4
AC/OLDIES/SOFT ROCK	51 (1)	103 (2)	154 (3)	12.7	KDYL	1280		1.6/5.5
MOR/VARIETY	179 (2)		179 (2)	14.8	KFAM	700		.5/1.9
COUNTRY	30 (2)	144 (3)	174 (5)	14.4	KJQN	1490	Ogden	.2/1.9
BLACK/URBAN					KJQN-F	95.5	Ogden	.6/1.8
BTFL MUSIC	6 (1)	141 (1)	147 (2)	12.2	KLO	1430	Ogden	.5/2.6
NEWS/TALK	45 (2)		45 (2)	3.7	KLRZ-F	94.9	Provo	2.2/7.5
NOSTALGIA	62 (2)		62 (2)	5.1	KRGO	1550	West Valley City	1.1/4.5
RELIGION	9 (1)		9 (1)	0.7	KRGO-F	107.9	Roy	.7/3.6
SPANISH					KSOP	1370		1.2/6.2
CLASSICAL	5 (1)	15 (1)	20 (2)	1.7	KSVN	730	Ogden	.5/1.3
UNKNOWN/OTHERS	9 (2)	22 (3)	31 (5)	2.6	KUUT-F	107.5	? ?	.4/2.3
			1208 (31)		KMHO	860		.4/1.9
					KMHO-F	93.3		1.2/4.2
					KZJO	630		1.8/3.1

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	Bennie Williams	5. KLCY-F
KBBX, 1600, 5 KW (DAYS)	RELIGION	, \$ 6.00 (----)		Schwartz	Richard Schwartz	6. KPMY-F
KBUG, 1320, 5 KW (DA-1)	OLDIES/AC	, \$ NM (Katz)		John Price	Terry Schmidt	7. KLUB
KDYL, 1280, 5 KW/500 W (DA-N)	NEWS/TALK	WSJ, APR,MBS,	\$22.00 (Blair)		Craig Hanson	8. KSOP-F
KFAM, 700, 50 KW/1 KW (DA-2)	BTFL MUSIC	UPI, \$30.50	(Unirep)		Dave Williams	9. KALL
KLAF, 1230, 1 KW/250 W	AC/CONTEMP	, \$14.00 (P/W)			Jay Gardner	10. KBUG
KLUB, 570, 5 KW (DA-1)	NOSTALGIA (Al Ham)	NBC, \$35.00*	(Mc-Guild)		F. Robinson	11. KISN-F
KRGO, 1550, 10 KW/500 W	COUNTRY	ABC-E, \$20.00	(Christal)		Gene Guthrie	12. KKAT-F
KRSP, 1060, 10 KW/1 KW (DA-N)	CHR	, \$26.00*	(Selcom)		Ralph Carlson	13. KDAB-F
KSL, 1160, 50 KW	MOR	CBS, \$75.00*	(Torbet)	Bonneville	Tom Glade	14. KRSP
KSOP, 1370, 5 KW/500 W (DA-N)	COUNTRY (Century 21)	, \$30.00 (MMR)			Greg Hilton	15. KZAN-F
KMHO, 860, 1 KW	CLASSICAL	ABC-D, \$12.00	(CMBS)		James Johns	
KZJO, 630, 1 KW/500 W (DA-2)	TALK	ABC-T, \$17.00	(----)		Starley Bush	

12+ ADI CUME

FM STATIONS

KCGL-F, 105.5, 500 W @ 650, AOR	, \$15.00 (----)	Schwartz	Richard Schwartz	2. KRSP-F
KCPX-F, 98.7, 27 KW @ 2932, CHR	, \$77.50 (Katz)	John Price	Terry Schmidt	3. KSFI-F
KFMY-F, 96.1, 55 KW @ 2620, CHR	, \$44.00* (Masla)	First Media (PROVO)	Gene Manning	4. KCPX-F
KISN-F, 97.1, 26 KW @ 3650, AC/CONTEMP	CBS-R, \$54.00* (Mc-Guild)		F. Robinson	5. KFMY-F
KLCY-F, 94.1, 24 KW @ 3030, AC (Fairwest)	RKO, \$50.75 (Eastman)	Hatch	Bennie Williams	6. KSOP-F
KRSP-F, 103.5, 19 KW @ 3650, AOR	, \$56.00* (Selcom)		Ralph Carlson	7. KLCY-F
KSFI-F, 100.3, 26 KW @ 3740, BTFL MUS (Bonne)	, \$60.00 (Blair)		Craig Hanson	8. KDAB-F
KSOP-F, 104.3, 25 KW @ 3650, COUNTRY (Century 21)	, \$55.00* (MMR)		Greg Hilton	9. KLUB
KMHO-F, 93.3, 26 KW @ 3900, CLASSICAL	, \$30.00 (CMBS)		James Johns	10. KISN-F
KDAB-F, 101.1, 25 KW @ 3740, CHR (TM)	, \$28.00 (Weiss)	(OGDEN)	Paul Droubay	11. KRSP
KZAN-F, 97.9, 26 KW @ 3770, COUNTRY	, \$23.00 (Christal)	(OGDEN)		12. KALL
KLRZ-F, 94.9, 48 KW @ 2780, CONTEMP/AC	, \$42.50 (Christal)	(PROVO)	B. Rhodes	13. KBUG
KKAT-F, 101.9, 28 KW @ 3742, COUNTRY	, \$20.00 (Weiss)	(OGDEN)	Terry McRight	14. KLRZ-F
				15. KKAT-F

ADI FM SHARE:

61.22%

CALL LETTER CHANGES

KQPD-F changes to KKAT-F

FORMAT CHANGES

KKAT-F: from BTFL to Country

STATION SALES

KMHO A/F sold to Dick Elliot for \$2,085,000 (Chapman)

MISCELLANEOUS COMMENTS

KUUT-F had numerous technical problems during survey period...KKAT-F is a new competitor in the market... KSL has poorest book in years...

SAN ANTONIO

Arbitron Rank/Pop (12+): 38/919,900  
 CMSA Rank/Pop: 33/1,135,000  
 MSA Rank/Pop: 40/1,122,100  
 ADI # 45  
 Average Person Rating: 18.1  
 Market TSL: 23.9 hours

Stations: 26/26  
 Diaries: 1339/687:1/48.4%  
 Sample Target: 1200  
 Standard Error: .595  
 % Below Line: 0  
 % Not Listed: 4.3

Est. 1983 Revenue: \$25,600,000  
 CSI: 10.1 B11  
 CSI HH: 26.4 M  
 Retail \$: 6.1 B11  
 Pop per Station: 35,381

12+ METRO	1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82	BIRCH	12+ TSA	1/4/CUME	12+ METRO	CUME/RATING	FAL 83	SPG 83			
1.	KTFM-F	159/9.5	9.3	6.1	7.3	9.0	10.5	1.	KKYY	275/2755	1.	KTFM-F	2257/24.5	22.7	19.1
2.	KQXT-F	141/8.5	7.9	10.2	6.3	6.5	5.6	2.	KQXT-F	189/1839	2.	KTSA	1670/18.2	20.4	24.4
3.	KXZL-F	123/7.4	8.0	8.2	2.3	1.7	10.5	3.	KTFM-F	171/2557	3.	KITY-F	1600/17.4	14.0	15.4
4.	KAJA-F	122/7.3	7.4	7.2	7.5	6.0	5.7	4.	KTSA	168/2824	4.	KXZL-F	1577/17.1	18.2	17.5
5.	KKYY	122/7.3	5.3	6.3	6.0	6.4	4.8	5.	KXZL-F	146/1961	5.	KQXT-F	1450/15.8	15.3	17.8
6.	KISS-F	105/6.3	6.0	5.9	12.2	11.1	8.5	6.	KAJA-F	129/1479	6.	KISS-F	1382/15.0	16.9	18.8
7.	KTSA	101/6.1	6.0	6.3	6.4	7.4	5.4	7.	KOAI	122/1768	7.	KKYY	1323/14.4	15.1	17.0
8.	KCOR	91/5.5	9.1	5.2	6.0	5.5	8.7	8.	KISS-F	119/1663	8.	KLLS-F	1317/14.3	14.4	15.2
9.	KITY-F	88/5.3	4.1	4.0	5.7	3.8	6.8	9.	KITY	98/1781	9.	KAJA-F	1316/14.3	15.7	16.6
10.	KLLS-F	86/5.2	4.9	5.9	5.4	4.6	6.0	10.	KLLS-F	98/1459	10.	WOAI	1156/12.6	12.4	14.6
11.	KBUC-F	75/4.5	4.6	4.4	4.6	4.2	3.4	11.	KCOR	92/ 987	11.	KCOR	971/10.6	12.2	10.8
12.	WOAI	75/4.5	5.0	7.3	5.2	5.4	3.2	12.	KBUC-F	79/1088	12.	KONO	922/10.0	12.5	12.7
13.	KONO	51/3.1	4.8	3.8	4.0	4.8	3.2	13.	KONO	58/1134	13.	KBUC-F	908/ 9.9	11.8	12.2
14.	KAPE	43/2.6	1.3	2.6	1.0	2.1	2.3	14.	KSAQ-F	46/ 783	14.	KSAQ-F	710/ 7.7	2.2	4.8
15.	KSAQ-F	38/2.3	.6	2.2	1.2	2.4	1.2	15.	KAPE	43/ 413	15.	KEDA	622/ 6.8	5.7	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): 60.00% (957 of 1595) (SPG 83: 58.59%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1.	KXZL-F	1. KTFM-F	1. KTFM-F	1. KTFM-F	1. KTFM-F	1. KQXT-F	1. KTFM-F	1. KQXT-F	1. KTFM-F	1. KTFM-F
2.	KITY-F	2. KISS-F	2. KAJA-F	2. KAJA-F	2. KQXT-F	2. KKYY	2. KTFM-F	2. KXZL-F	2. KTFM-F	2. KTFM-F
3.	KTFM-F	3. KXZL-F	3. KISS-F	3. KTSA	3. KAJA-F	3. KTSA	3. KTSA	3. KQXT-F	3. KQXT-F	3. KQXT-F
4.	KISS-F	4. KAJA-F	4. KLLS-F	4. KQXT-F	4. KKYY	4. KTFM-F	4. KAJA-F	4. KKYY	4. KISS-F	4. KKYY
5.	KAJA-F	5. KLLS-F	5. KXZL-F	5. KLLS-F	5. KLLS-F	5. KCOR	5. KLLS-F	5. KLLS-F	5. KAJA-F	5. KITY-F
6.		6. KITY-F	6. KTSA	6. KKYY	6.	6. KAJA-F	6. KQXT-F	6. WOAI	6. KISS-F	6. KKYY
7.		7.	7. KQXT-F	7. KCOR	7.	7. KBUC-F	7. KBUC-F	7. KXZL-F	7. KLLS-F	7. KAJA-F
8.		8.	8. KKYY	8.	8.	8.	8. KCOR	8. KTSA	8.	8. KTSA
9.		9.	9.	9.	9.	9.	9. WOAI	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.	KAJA-F	1. KTFM-F	1. KTFM-F	1. KTFM-F	1. KXZL-F	1. KISS-F	1. KISS-F	1. KTFM-F	1. KKYY
2.	KISS-F	2. KLLS-F	2. KAJA-F	2. KLLS-F	2. WISS-F	2. KXZL-F	2. KTFM-F	2. KISS-F	2. KTFM-F
3.	KLLS-F	3. KAJA-F	3. KLLS-F	3. KAJA-F	3. KTFM-F	3. KTFM-F	3. KXZL-F	3. KAJA-F	3. KAJA-F
4.	KTFM-F	4. KQXT-F	4. KQXT-F	4. KLLS-F	4. KAJA-F	4. KAJA-F	4. KAJA-F	4. KONO	4. KTSA
5.	KXZL-F	5.	5. KTSA	5. KQXT-F	5. KITY-F	5.	5. KKYY	5. KKYY	5. KONO
6.	KSAQ-F	6.	6. KCOR	6. KITY-F	6. KBUC-F	6.	6. KTSA	6. KXZL-F	6. KISS-F
7.	KITY-F	7.	7.	7.	7.	7.	7. KLLS-F	7. KLLS-F	7. KQXT-F
8.		8.	8.	8.	8.	8.	8.	8. KTSA	8. KLLS-F
9.		9.	9.	9.	9.	9.	9.	9.	9.
10.		10.	10.	10.	10.	10.	10.	10.	10.

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>	<u>OTHER RATED STATIONS/METRO SHARE &amp; CUME RATING</u>		
TOP 40/CHR/CONTEMP		285 (3)	285 (3)	17.9	KBUC	1310	1.6/4.0
AOR		240 (3)	240 (3)	15.0	KDRY	1100 Alamo Heights	.4/1.5
AC/OLDIES/SOFT ROCK	167 (3)	86 (1)	253 (4)	15.9	KEDA	1540	1.9/6.8
MOR/VARIETY	19 (1)		19 (1)	1.2	KESI-F	106.3 Terrell Hills	.7/3.9
COUNTRY	148 (2)	205 (3)	353 (5)	22.1	KFHM	1150	.7/1.7
BLACK/URBAN	43 (1)		43 (1)	2.7	KGNB	1420 New Braunfels	1.1/2.5
BTFL MUSIC		141 (1)	141 (1)	8.8	KLLS	930 Terrell Hills	.9/4.0
NEWS/TALK	75 (1)		75 (1)	4.7	KSLR	630	.8/2.3
NOSTALGIA	26 (1)		26 (1)	1.6	KWED	1580 Seguin	1.6/2.3
RELIGION	20 (2)		20 (2)	1.3	KWED-F	105.3 Seguin	.5/1.5
SPANISH	140 (4)		140 (4)	8.8	KXET	1250	.4/2.1
CLASSICAL							
UNKNOWN/OTHERS							
1595 (26)							

12+ ADI 1/4

RADIO STATIONS

AM STATIONS

KAPE, 1480, 500 W (DAYS,DA)	, BLACK	, \$31.00	(----		Sam Sitterle		1. KKYX
KBUC, 1310, 5 KW (DAYS,DA)	, COUNTRY	, \$ NA	(Eastman)	Tetco	Harrell Banks		2. KTFM-F
KCOR, 1350, 5 KW (DA-N)	, SPANISH	, \$96.50	(Katz)	Tichenor	Nathan Safir		3. KQXT-F
KDRY, 1100, 2.5 KW/1 KW (DA-N)	, RELIGION	, \$ 7.00	(----		Sam Morris		4. KTSA
KEDA, 1540, 5 KW/1 KW (DA-N)	, SPANISH	, \$27.00	(Selcom)		Manuel Davila		5. KXZL-F
KFHM, 1150, 1 KW (DAYS,DA)	, SPANISH	, \$14.50	(National)		Angel Toledo		6. KAJA-F
KKYX, 680, 50 KW/10 KW (DA-N)	, COUNTRY	ABC-D, \$75.00	(Christal)	Swanson	Bill Rohde		7. KISS-F
KLLS, 930, 5 KW/1 KW (DA-N)	, AC	MBS,UPI, \$ NA	(Selcom)	Southwestern	Jack Collins		8. WOAI
KONO, 860, 5 KW/1 KW (DA-N)	, AC/OLDIES (Klemm)	ABC-C,WSJ, \$45.00*	(MMR)		Jack Roth		9. KLLS-F
KTSA, 550, 5 KW (DA-N)	, AC/CHR	, \$90.00	(Blair)		Joe Ernest		10. KITY-F
KXET, 1250, 1 KW (DA-N)	, SPANISH	, \$31.00	(Lotus)	Lotus	Herman Escandon		11. KCOR
WOAI, 1200, 50 KW	, NEWS/TALK	CBS, \$71.00*	(CBS Spot)	Clear Channel	John Barger		12. KBUC-F

FM STATIONS

KAJA-F, 97.3, 100 KW @ 472, COUNTRY		, \$70.00*	(CBS/FM)	Clear Channel	John Barger		<u>12+ ADI CUME</u> 1. KTFM-F
KBUC-F, 107.5, 100 KW @ 408, COUNTRY		, \$45.00*	(Eastman)	Tetco	Harrell Banks		2. KTSA
KESI-F, 106.3, 3 KW @ 143, AOR		, \$41.25	(----		Sam Sitterle		3. KKYX
KISS-F, 99.5, 100 KW @ 570, AOR (Pollack)	Source,	\$80.00*	(Mc-Guild)	Capitol-WRAL	Jim Tiller		4. KXZL-F
KITY-F, 92.9, 100 KW @ 450, CHR (Klemm)	ABC-F,	\$52.00*	(MMR)		Jack Roth		5. KQXT-F
KLLS-F, 100.3, 100 KW @ 580, AC (Fairwest)		, \$60.00*	(Selcom)	Southwestern	Jack Collins		6. KITY-F
KQXT-F, 101.9, 100 KW @ 670, BTFL MUS (SRP)		, \$95.25	(Katz)	Tichenor	Nathan Safir		7. KISS-F
KSAQ-F, 96.1, 100 KW @ 480, CONTEMP	MBS,	\$ NA	(HNWH)		Hal Widsten		8. WOAI
KTFM-F, 102.7, 99 KW @ 670, CHR		, \$75.00*	(Blair)		Joe Ernest		9. KAJA-F
KXZL-F, 104.5, 100 KW @ 750, AOR		, \$65.75	(Torbet)	Lotus	Jay Levine		10. KLLS-F
							11. KONO
							12. KBUC-F
							13. KCOR
							14. KSAQ-F
							15. KEDA

ADI FM SHARE:

54.12%

CALL LETTER CHANGES

KSLR-F changes to KSAQ-F  
KVAR changes to KXET

FORMAT CHANGES

KSAQ-F: from Religion to  
Contemp

STATION SALES

KQXT-F: from Tichenor to  
Group W (Fischer;Holt)  
for \$6,000,000

MISCELLANEOUS COMMENTS

SAN DIEGO

Arbitron Rank/Pop (12+): 20/1,717,900  
 CMSA Rank/Pop: 19/1,962,000  
 MSA Rank/Pop: 14/1,997,700  
 ADI # 26  
 Average Person Rating: 17.3  
 Market TSL: 23.0 hours

Stations: 31/21  
 Diaries: 1560/1101:1/45.5%  
 Sample Target: 1520  
 Standard Error: .506  
 % Below Line: 20.8  
 % Not Listed: 5.7

Est. 1983 Revenue: \$45,000,000  
 CSI: 19.7 Bil  
 CSI HH: 26.5 M  
 Retail \$: 11.4 Bil  
 Pop per Station: 81,805

12+ METRO	1/4/SHARE	WIN 84	FAL 83	SUM 83	SPG 83	BIRCH SHARE	12+ METRO CUME/ METRO CUME RATING	FAL 83	SPG 83	
1. KJQY-F	251/8.4	7.3	8.7	8.4	8.6	9.3	1. KFMB	3762/21.9	13.0	21.1
2. KFMB	237/8.0	5.5	4.3	8.0	8.4	7.0	2. KSDO-F	3038/17.7	11.0	9.8
3. KGB-F	226/7.6	7.9	7.2	6.6	5.6	9.9	3. KGB-F	2557/14.9	15.0	15.8
4. KSDO-F	194/6.5	5.2	3.5	2.2	3.6	7.7	4. KFMB-F	2490/14.5	15.6	18.1
5. XHRM-F	163/5.5	4.1	3.8	2.5	3.0	4.0	5. KJQY-F	2396/13.9	15.5	16.3
6. KSDO	138/4.6	4.5	4.5	4.7	4.0	5.1	6. XTRA	2302/13.4	14.2	15.6
7. KFMB-F	126/4.2	4.7	5.1	5.7	5.3	4.5	7. XTRA-F	2080/12.1	13.0	15.6
8. XTRA-F	122/4.1	6.5	5.1	5.7	5.6	6.9	8. XHRM-F	1908/11.1	8.2	6.3
9. KPQP	119/4.0	4.4	3.1	2.3	1.4	4.5	9. KSDO	1821/10.6	13.8	10.2
10. KYXY-F	106/3.6	3.8	3.7	3.9	5.4	3.5	10. KBZT-F	1545/ 9.0	11.3	10.6
11. KLZZ-F	105/3.5	1.5	3.2	4.0	4.4	3.0	11. KYXY-F	1376/ 8.0	9.7	12.4
12. KBZT-F	87/2.9	3.6	4.4	4.2	3.9	3.3	12. KLZZ-F	1352/ 7.9	12.0	14.4
XTRA	87/2.9	3.8	2.7	4.4	4.3	2.4	13. KOGO	1342/ 7.8	7.6	9.1
14. KIFM-F	79/2.7	2.9	2.7	2.8	2.5	1.6	14. KIFM-F	1257/ 7.3	8.0	8.4
15. KFSD-F	78/2.6	2.5	4.8	2.9	2.9	2.8	15. KSON-F	1192/ 6.9	6.9	7.5
16. KEZL-F+	77/2.6	2.2	1.8	2.2	2.1	1.0	16. KPQP	1184/ 6.9	5.9	4.8
17. KCBQ	75/2.5	2.4	2.2	3.2	2.7	2.3	17. KNX	1103/ 6.4	7.7	7.4
18. KNLO	71/2.4	2.0	3.3	3.3	2.3	1.5	18. KNLO	1050/ 6.1	6.0	5.9
19. KCBQ-F	59/2.0	3.1	2.1	2.2	2.3	3.1	19. KCBQ	998/ 5.8	6.5	8.0
20.							20. KFSD-F	952/ 5.5	8.6	7.1
21.							21.			
22.							22.			
23.							23.			
24.							24.			
25.							25.			

SAN DIEGO'S METRO,  
 TSA, AND ADI ARE  
 THE SAME.

12+ FM SHARE (METRO): 66.06% (1853 of 2805) (SPG 83: 64.86%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KSDO-F	1. KGB-F	1. KGB-F	1. KFMB	1. KFMB	1. KJQY-F	1. KFMB	1. KJQY-F	1. KGB-F	1. KFMB	1. KJQY-F
2. KGB-F	2. KSDO-F	2. KSDO-F	2. KJQY-F	2. KJQY-F	2. KFMB	2. KGB-F	2. KJQY-F	2. KSDO-F	2. KSDO-F	2. KGB-F
3. XTRA	3. XHRM-F	3. KFMB	3. KFMB-F	3. KFMB-F	3. KPQP	3. KSDO	3. KSDO-F	3. KJQY-F	3. KJQY-F	3. XHRM-F
4. XHRM-F	4. KLZZ-F	4. XHRM-F	4. KYXY-F	4. KYXY-F	4. KSDO	4. KJQY-F	4. KYXY-F	4. XHRM-F	4. XHRM-F	4. KSDO-F
5. XTRA-F	5. XTRA-F	5. KJQY-F	5. KGB-F	5. KGB-F	5. KYXY-F	5. KSDO-F	5. KPQP	5. KFMB	5. KGB-F	5. KFMB
6.	6. KFMB	6. KFMB-F	6. KBZT-F	6. KBZT-F	6. KFSD-F	6. XHRM-F	6. KSDO	6. KFMB-F	6. KSDO	6. KLZZ-F
7.	7. KFMB-F	7. KLZZ-F	7. KSDO-F	7. KSDO-F	7. KEZL-F+	7. KYXY-F	7. KFMB-F	7. XTRA-F	7. XTRA-F	7. KPQP
8.	8. KBZT-F	8. XTRA-F	8. XHRM-F	8. KLZZ-F	8. KSON-F	8. KFMB-F	8. KFMB	8. KYXY-F	8. KIFM-F	8. KFMB-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. KSDO-F	1. KSDO-F	1. KFMB-F	1. KFMB-F	1. KJQY-F	1. KGB-F	1. KGB-F	1. KGB-F	1. KGB-F	1. KFMB
2. KGB-F	2. KFMB-F	2. KSDO-F	2. KBZT-F	2. KFMB	2. XHRM-F	2. KSDO-F	2. XHRM-F	2. KFMB	2. KJQY-F
3. XHRM-F	3. KLZZ-F	3. KJQY-F	3. KLZZ-F	3. KFMB-F	3. KSDO-F	3. XHRM-F	3. KFMB	3. KSDO-F	3. KGB-F
4. XTRA-F	4. KGB-F	4. KYXY-F	4. KSDO-F	4. KYXY-F	4. XTRA-F	4. XTRA-F	4. KSDO-F	4. KLZZ-F	4. KSON-F
5. KLZZ-F	5. XHRM-F	5. KFMB	5. KFMB	5. KSDO-F	5. KLZZ-F	5. KFMB	5. XTRA-F	5. KBZT-F	5. KSDO
6. KFMB-F	6. KBZT-F	6. XHRM-F	6. KYXY-F	6. KBZT-F	6.	6. KLZZ-F	6. KJQY-F	6. KIFM-F	6. KCBQ
7. XHZ-F	7. XTRA-F	7. KLZZ-F	7. XHRM-F	7. XHRM-F	7.	7. KIFM-F	7. KLZZ-F	7. XTRA-F	7. KFMB-F
8. KYXY-F	8. KYXY-F	8. KGB-F	8. KIFM-F	8. KLZZ-F	8.	8. KBZT-F	8. KSON-F	8. KJOY-F	8. KYXY-F
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>	<u>OTHER RATED STATIONS/METRO SHARE &amp; CUME RATING</u>
TOP 40/CHR/CONTEMP	87 (1)	299 (2)	386 (3)	13.8	KKOS-F 95.9 Carlsbad 1.0/2.1
AOR		415 (5)	415 (5)	14.8	KOGO 600 1.5/7.8
AC/OLDIES/SOFT ROCK	32 (1)	429 (5)	461 (6)	16.4	KSON 1240 .9/4.4
MOR/VARIETY	237 (1)		237 (1)	8.4	KABC 790 Los Angeles .6/2.1
COUNTRY	102 (2)	150 (2)	252 (4)	9.0	KBRT 740 Los Angeles 1.6/2.5
BLACK/URBAN		163 (1)	163 (1)	5.8	KFI 640 Los Angeles 1.1/3.8
BTFL MUSIC		251 (1)	251 (1)	8.9	KLKS-F 95.5 Los Angeles .7/1.7
NEWS/TALK	248 (4)		248 (4)	8.8	KMET-F 94.7 Los Angeles .4/1.3
NOSTALGIA	199 (3)	68 (1)	267 (4)	9.5	KNX 1070 Los Angeles 1.6/6.4
RELIGION	47 (1)		47 (1)	1.7	XHZ-F 90.3 Tijuana 1.2/5.6
SPANISH					
CLASSICAL		78 (1)	78 (1)	2.8	
UNKNOWN/OTHERS					
			<u>2805 (31)</u>		

RADIO STATIONS

AM STATIONS

KCBQ, 1170, 50 KW/5 KW (DA-2), COUNTRY	RKO II, \$ 40.00* (Republic)	Infinity	Peter Moore
KFMB, 760, 5 KW (DA-N), MOR	, \$ 85.00 (Mc-Guild)	Midwest TV	Paul Palmer
KMJC, 910, 5 KW (DA-2), RELIGION	, \$ 30.00 (Gates)		Dick Bartell
KMLO, 1000, 2.5 KW/250 W (DA-2), NOSTALGIA (Al Ham)	, \$ 52.00 (Roslin)		Gene Alfred
KOGO, 600, 5 KW (DA-1), TALK	APR, \$ 40.00* (Eastman)	Southwest	Don Walker
KPQP, 1360, 5 KW/1 KW, BIG BAND	ABC-E, \$ 34.00* (Katz)		Tom Baker
KSDO, 1130, 10 KW (DA-2), NEWS/TALK	CBS,NBC-T, \$ 80.00* (CBS Spot)	Gannett	Jim Price
KSON, 1240, 1 KW/250 W, COUNTRY	ABC-I, \$ 35.00* (Christal)		Don Nelson
XTRA, 690, 50 KW, CHR	, \$ 60.00* (MMR)	Noble	John Lynch (TIJUANA)

FM STATIONS

KBZT-F, 94.9, 2 KW @ 1850, AC/CONTEMP	, \$ 67.00 (Christal)	Alta	Mark DeBoskey
KCBQ-F, 105.3, 29 KW @ 620, COUNTRY	, \$ 40.00* (Republic)	Infinity	Peter Moore
KEZL-F, 102.1, 10 KW @ 980, NOSTALGIA	ABC-D, \$ NA (CBS/FM)		Larry Shusan
KFMB, 100.7, 30 KW @ 620, AC/CONTEMP	, \$ 70.00 (Mc-Guild)	Midwest TV	Paul Palmer
KFSD-F, 94.1, 100 KW @ 641, CLASSICAL	WSJ, \$ 70.00 (HNWH)	Lotus	Hal Rosenberg
KGB-F, 101.5, 50 KW @ 577, AOR	Source, \$ 78.00* (Katz)		Tom Baker
KIFM-F, 98.1, 28 KW @ 640, AC	CBS-R, \$ 44.00* (Selcom)		Bruce Walton
KJQY-F, 103.7, 36 KW @ 650, BTFL MUS (SRP)	, \$125.00* (RAR)	Westinghouse	Mike Burnette
KKOS-F, 95.9, 3 KW @ 305, AC (Churchill)	, \$ 47.00 (----)		John Oehrlein
KLZZ-F, 106.5, 50 KW @ 442, CONTEMP/AC (Fairwest)	, \$ 50.00* (Eastman)	SBI	Ernie Kovacs
KSDO-F, 102.9, 2 KW @ 1840, CHR	, \$ 55.00* (CBS Spot)	Gannett	Jim Price
KSON-F, 97.3, 50 KW @ 445, COUNTRY	MBS, \$ 38.00* (Christal)		Don Nelson
KYXY-F, 96.5, 30 KW @ 540, AC	, \$ 90.00* (Torbet)		Ed Denker (TIJUANA)
XHRM-F, 92.5, 50 KW @ 749, BLACK	SBN, \$ ? ? (Weiss)		John Lynch (TIJUANA)
XTRA-F, 91.1, 100 KW @ 1000, AOR	, \$ 65.00* (MMR)	Noble	John Lynch (TIJUANA)
XEZ-F, 90.3, 100 KW @ 1000, AOR	, \$ NA (Selcom)		(TIJUANA)

CALL LETTER CHANGES

KPRI changed to KLZZ

FORMAT CHANGES

KLZZ: from AOR to AC

STATION SALES

MISCELLANEOUS COMMENTS

KIFM loses appeal for its license; FCC will name interim and permanent operators...baseball book for KFMB...

SAN FRANCISCO

Arbitron Rank/Pop (12+): 4/4,625,300  
 CNSA Rank/Pop: 5/5,515,000  
 MSA Rank/Pop: SF:28/1,495,100 ADI # 5  
 Oak: 20/1,799,700 SJ: 31/1,454,700  
 Average Person Rating: 17.9  
 Market TSL: 23.9 hours

Station: 48/47  
 Diarates: 3678/1258:1/44.4Z  
 Sample Target: 2540  
 Standard Error: .365  
 % Below Line: 0.6  
 % Not Listed: 9.8

Est. 1983 Revenue: \$90,000,000  
 CS1: 43.9 B11  
 CSI III: J3.0 H  
 Retail \$: 20.2 B11  
 Pop per Station: 98,411

12+ METRO	1/4/SHARE	WIN 84	FAL 83	SUM 83	SPG 83	BIRCH/SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/METRO CUME RATING	FAL 83	SPG 83
1. KGO	718/8.7	7.4	8.7	7.5	8.6	9.9	1. KGO 907/10679	1. KGO 8485/18.3	19.1	18.5
2. KSOL-F	423/5.1	3.8	4.7	3.6	3.1	4.4	2. KNBR 466/ 7713	2. KFRC 6394/13.8	13.0	17.2
3. KCBS	354/4.3	5.8	6.8	5.3	5.1	4.2	3. KCBS 461/ 7282	3. KCBS 5848/12.6	18.4	16.5
4. KNBR	327/4.0	2.8	2.7	5.4	3.6	2.5	4. KSOL-F 432/ 5459	4. KNBR 5541/12.0	9.8	12.2
5. KYUU-F	298/3.6	3.5	2.8	2.4	3.2	5.4	5. KRQF 348/ 8312	5. KSOL-F 5291/11.4	9.9	7.4
6. KFRC	280/3.4	3.1	3.0	3.9	4.2	3.7	6. KABL-F 307/ 3655	6. KIOI-F 5036/10.9	11.3	10.6
7. KOIT-F	250/3.0	4.0	2.4	2.2	2.9	1.3	7. KYUU-F 307/ 5126	7. KYUU-F 4916/10.6	9.8	11.3
8. KSAN-F	250/3.0	3.8	3.6	2.9	4.1	5.2	8. KBAY-F 289/ 3225	8. KITS-F 4495/ 9.7	8.6	6.6
9. KABL-F	246/3.0	4.3	3.3	3.3	3.2	2.9	9. KSFO 274/ 4562	9. KSFO 4100/ 8.9	8.5	9.4
10. KSFO	246/3.0	2.6	3.0	4.2	3.2	1.9	10. KRQF 261/ 3316	10. KSAN-F 3639/ 7.9	8.4	9.4
11. KIOI-F	234/2.8	3.4	3.2	2.9	3.1	3.5	11. KOIT-F 260/ 3415	11. KRQR-F 3376/ 7.3	6.1	7.7
12. KNEW	229/2.8	2.7	2.9	3.1	2.7	4.3	12. KSAN-F 258/ 3763	12. KABL-F 3283/ 7.1	7.1	8.7
13. KRQR-F	228/2.8	2.4	2.2	2.2	2.2	3.0	13. KDIA 252/ 3038	13. KOIT-F 3204/ 6.9	6.4	7.1
14. KBAY-F	219/2.6	1.7	2.1	2.5	1.8	1.0	14. KIOI-F 236/ 5132	14. KABL 3095/ 6.7	6.3	8.6
15. KABL	214/2.6	2.6	2.3	2.0	3.1	2.7	15. KRQR-F 233/ 3630	15. KMEL-F 3092/ 6.7	7.0	9.4
16. KITS-F	199/2.4	2.3	2.1	2.5	2.0	2.2	16. KNEW 232/ 2920	16. KDIA 3022/ 6.5	6.3	7.2
17. KBLX-F	191/2.3	3.0	2.7	2.4	2.6	2.5	17. KABL 222/ 3293	17. KBLX-F 2980/ 6.4	6.8	6.4
18. KLOK-F	184/2.2	1.4	1.3	1.0	1.0	1.4	18. KWSS-F 214/ 3554	18. KLOK-F 2942/ 6.4	1.3	5.3
19. KFOG-F	176/2.1	1.9	1.9	1.6	.8	2.2	19. KITS-F 201/ 4551	19. KNEW 2759/ 6.0	6.6	6.9
20. KXHI-F*	165/2.0	1.8	1.7	1.8	1.6	1.2	20. KABL-F 196/ 3059	20. KMEL-F 3092/ 6.7	5.5	5.9
21. KOME-F	163/2.0	1.4	1.1	1.8	1.3	2.4	21. KFOG-F 185/ 2427	21. KOME-F 2501/ 5.4	1.1	5.6
22. KWSS-F	153/1.8	1.6	1.3	1.2	.9	2.2	22. KLOK-F 188/ 3015	22. KBAY-F 2464/ 5.3	5.1	5.0
23. KMEL-F	118/1.4	1.6	1.7	1.9	2.3	2.3	23. KXHI-F+ 172/ 2642	23. KWSS-F 2422/ 5.2	3.8	3.2
24. KQAK-F**	113/1.4	2.1	1.9	2.0	1.9	2.2	24. KOME-F 167/ 2576	24. KQAK-F** 2237/4.8	1.9	4.8
25. KLOK	108/1.3	1.1	1.2	1.2	1.4	1.3	25. KMEL-F 132/ 3305	25. KFOG-F 2220/ 4.8	5.6	4.2

12+ FM SHARE (METRO): 56.57% (4221 of 7462) (SPG 83: 55.52%)

\*\* Station was determined by Arbitron to have engaged in on-air survey or diary promotional activities.

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KITS	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. KYUU-F	2. KYUU-F	2. KYUU-F	2. KYUU-F	2. KCBS	2. KCBS	2. KSOL-F	2. KSOL-F	2. KNBR	2. KSOL-F
3. KDIA	3. KBLX-F	3. KGO	3. KNBR	3. KNBR	3. KOIT-F	3. KABL-F+	3. KCBS	3. KYUU-F	3. KSOL-F	3. KSAN-F
4. KRQR-F	4. KFRC	4. KIOI-F	4. KIOI-F	4. KSAN-F	4. KABL-F	4. KSFO	4. KOIT-F	4. KCBS	4. KFRC	4. KYUU-F
5. KFRC	5. KRQR-F	5. KFRC	5. KSAN-F	5. KIOI-F	5. KSFO	5. KSOL-F	5. KYUU-F	5. KFRC	5. KBLX-F	5. KNBR
6. KWSS-F	6. KIOI-F	6. KSAN-F	6. KOIT-F	6. KOIT-F	6. KNBR	6. KNBR	6. KABL-F	6. KNBR	6. KITS-F	6. KIOI-F
7. KOME-F	7. KDIA	7. KNBR	7. KBLX-F	7. KSOL-F	7. KBAY-F	7. KYUU-F	7. KBAY-F	7. KOIT-F	7. KRQR-F	7. KFRC
8. KSJO-F	8. KOME-F	8. KBLX-F	8. KFRC	8. KCBS	8. KNEW	8. KFRC	8. KABL	8. KABL	8. KFOG-F	8. KITS-F
9. KQAK-F	9. KSAN-F	9. KRQR-F	9. KLOK-F	9. KLOK-F	9. KABL	9. KNEW	9. KIOI-F	9. KRQR-F	9. KYUU-F	9. KDIA
10. KHTT	10. KNBR	10. KDIA	10. KCBS	10. KBLX-F	10. KSAN-F	10. KOIT-F+10.	10. KSAN-F	10. KBAY-F	10. KSFO	10. KABL-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. KSOL-F	1. KSOL-F	1. KYUU-F	1. KBLX-F	1. KYUU-F	1. KSOL-F	1. KSOL-F	1. KGO	1. KYUU-F	1. KGO
2. KYUU-F	2. KYUU-F	2. KSOL-F	2. KYUU-F	2. KGO	2. KOME-F	2. KRQR-F	2. KSOL-F	2. KNBR	2. KNBR
3. KITS-F	3. KBLX-F	3. KBLX-F	3. KDIA	3. KOIT-F	3. KRQR-F	3. KYUU-F	3. KNBR	3. KIOI-F	3. KSAN-F
4. KFRC	4. KDIA	4. KIOI-F	4. KFRC	4. KBLX-F	4. KFRC	4. KOME-F	4. KSAN-F	4. KSOL-F	4. KIOI-F
5. KDIA	5. KFRC	5. KFRC	5. KSOL-F	5. KIOI-F	5. KSJO-F	5. KIOI-F	5. KYUU-F	5. KFOG-F	5. KCBS
6. KBLX-F	6. KIOI-F	6. KDIA	6. KLOK-F	6. KLOK-F	6. KQAK-F	6. KFRC	6. KRQR-F	6. KRQR-F	6. KYUU-F
7. KOME-F	7. KITS-F	7. KGO	7. KIOI-F	7. KSAN-F	7. KYUU-F	7. KNBR	7. KIOI-F	7. KBLX-F	7. KSOL-F
8. KRQR-F	8. KLOK-F	8. KLOK-F	8. KGO	8. KBAY-F	8. KMEL-F	8. KSAN-F	8. KFRC	8. KGO	8. KFOG-F
9. KIOI-F	9. KRQR-F	9. KSAN-F	9. KSAN-F	9. KDIA	9. KSAN-F	9. KFOG-F	9. KOME-F	9. KSAN-F	9. KOIT-F
10. KMEL-F	10. KWSS-F	10. KOIT-F	10. KNBR	10. KFRC	10. KWSS-F	10. KBLX-F	10. KFOG-F	10. KLOK-F	10. KFRC

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING		
TOP 40/CHR/CONTEMP	311 (2)	752 (5)	1063 (8)	14.2	KARA-F 105.7	Santa Clara	.8/3.0
AOR		900 (6)	900 (6)	12.1	KEEN 1370	San Jose	.9/2.5
AC/OLDIES/SOFT ROCK	108 (1)	693 (6)	801 (7)	10.7	KEST 1450		.3/ .9
MOR/VARIETY	327 (1)		327 (1)	4.4	KEZR-F 106.5	San Jose	.9/2.8
COUNTRY	347 (3)	250 (1)	597 (4)	8.0	KFAX 1100		.4/1.4
BLACK/URBAN	284 (2)	702 (3)	986 (5)	13.2	KHTT 1500	San Jose	.4/2.0
BTFL MUSIC	245 (2)	715 (3)	960 (5)	12.9	KIQI 1010		.6/1.1
NEWS/TALK	1072 (2)		1072 (2)	14.4	KJAZ-F 92.7	Alameda	1.1/2.9
NOSTALGIA	342 (2)		342 (2)	4.6	KLIIV 1590	San Jose	1.2/2.5
RELIGION	56 (2)		56 (2)	0.8	KOFY 1050	San Mateo	.4/1.4
SPANISH	87 (2)		87 (2)	1.2	KOIT 1260		.4/2.6
CLASSICAL	62 (2)	209 (2)	271 (4)		KPEN-F 97.7	Los Altos	.4/1.8
UNKNOWN/OTHERS					KRE 1400	Berkeley	.4/1.6
			7462 (48)		KREO-F 92.9	Healdsburg	.8/2.1
					KSJO-F 92.3	San Jose	1.2/4.5
					KTIM-F 100.9	San Rafael	.3/1.0
					KYA-F 93.3		.9/3.9
					KZST-F 100.1	Santa Rosa	.4/1.1
					KRAK 1140	Sacra	.6/1.7

RADIO STATIONS

AM STATIONS

KABL, 960, 5 KW (DA-1), BTFL MUS (TM)				\$153.56 (Christal)	Shamrock	Bill Clark	1. KGO
KCBS, 740, 50 KW (DA-2), NEWS				CBS, \$203.75 (CBS Spot)	CBS	Ray Barnett	2. KSOL-F
KDIA, 1310, 5 KW (DA-N), BLACK				APR, SBN, \$ 65.00* (Selcom)	BENI	Earnest James	3. LCBS
KEST, 1450, 1 KW/250 W, RELIGION				\$ 37.50 (Univ)	Universal	Alan Schultz	4. KNBR
KFRC, 610, 5 KW, CHR				RKO, \$220.00* (Republic)	RKO	Pat Norman	5. KYUU-F
KGO, 810, 50 KW (DA-1), TALK/NEWS				ABC-I, \$240.00* (Blair)	ABC	Mike Luckoff	6. KABL-F
KNBR, 680, 50 KW, MOR/AC				NBC, \$145.00 (Mc-Guild)	NBC	Bill Dwyer	7. KFRC
KNEW, 910, 5 KW (DA-N), COUNTRY				ABC-E, \$ 95.00* (Katz)	Malrite	Steve Edwards	8. KOIT-F
KOIT, 1260, 5 KW/1 KW, BTFL MUS (Bonne)				\$ NA (Torbet)	Bonneville	Kari Johnson	9. KSNB-F
KRE, 1400, 1 KW/250 W, BLACK				\$ NA (HNWH)	Inner City	Harvey Stone	10. KSFO
KSFO, 560, 5 KW (DA-N), NOST/MOR				WSJ, MBS, \$ 80.00* (Eastman)	King	Ron Saito	11. KIOI-F
							12. KDIA
							13. KNEW
							14. KBAY-F
							15. KRQR-F

FM STATIONS

KABL-F, 98.1, 100 KW @ 940, BTFL MUS (TM)				\$153.56 (Christal)	Shamrock	Bill Clark	12+ ADI CUME
KBLX-F, 102.9, 7 KW @ 1285, BLACK				SBN, \$100.00* (HNWH)	Inner City	Harvey Stone	1. KGO
KDFC-F+, 102.1, 33 KW @ 1360, CLASSICAL				\$ 43.00 (Weiss)		Edward Davis	2. KFRC
KFOG-F, 104.5, 8 KW @ 1454, AOR (Burk-Abr)				Source, \$ NA (Selcom)	Susquehanna	Troy Salvadore	3. KCBS
KIOI-F, 101.3, 125 KW @ 1220, AC				ABC-C, \$130.00* (MMR)	Price Comm	Jack McSorley	4. KNBR
KITS-F, 105.3, 15 KW @ 1200, CHR				\$ 90.00* (Republic)	Entercom	Jerry McKenna	5. KSOL-F
KJAZ-F, 92.7, 2 KW @ 550, JAZZ				\$ NA (Roslin)		Ian Epstein	6. KIOI-F
KKHI-F+, 95.7, 9 KW @ 1473, CLASSICAL				\$ 70.00* (HNWH)	Buckley	Jim Hickey	7. KYUU-F
KLOK-F, 103.7, 8 KW @ 1470, AC				\$ NA (?)	Davis/Weaver		8. KITS-F
KMEL-F, 106.1, 69 KW @ 1290, AOR				\$125.00* (Christal)	Century	Rick Lee	9. KSFO
KOIT-F, 96.5, 33 KW @ 1410, BTFL MUS (Bonne)				\$135.00 (Torbet)	Bonneville	Kari Johnson	10. KSNB-F
KQAK-F, 98.9, 4 KW @ 1450, AOR				\$ 80.00* (Weiss)		Les Elias	11. KABL-F
KRQR-F, 97.3, 82 KW @ 1100, AOR				CBS-R, \$160.00 (CBS/FM)	CBS	George Sossen	12. KOIT-F
KSAN-F, 94.9, 35 KW @ 1290, COUNTRY				ABC-E, \$130.00* (Katz)	Malrite	Steve Edwards	13. KRQR-F
KSOL-F, 107.7, 5 KW @ 1590, URBAN				APR, \$120.00* (Masla)	United	Ken Shubat	14. KABL
KYA-F, 93.3, 31 KW @ 593, OLDIES/AC				RKO II, \$ NA (Eastman)	King	Ron Saito	15. KMEL-F
KYUU-F, 99.7, 45 KW @ 1240, CONTEMP/AC				\$150.00* (Mc-Guild)	NBC	John Hayes	

KRAK - See Sacramento

Other ranked stations - See San Jose

ADI FM SHARE:  
57.57%

CALL LETTER CHANGES

KIBE changed to KDFC  
KGO-F changed to KLOK-F  
KYA changed to KOIT

FORMAT CHANGES

KOIT: from oldies to BTFL  
KLOK-F: from Talk to AC

STATION SALES

KFAX: Sold to Salem Media  
KDIA: Sold by BENI for  
\$3,475,000

MISCELLANEOUS COMMENTS

KQAK-F was flagged because its AMD announcer discussed the ratings system on the air; the same announcer did the same thing in Fall 83...good baseball book for for KNBR even though it is the Giants they are covering...



SAN JOSE

Arbitron Rank/Pop (12+): 27/1,162,700  
 CNSA Rank/Pop: NA  
 NSA Rank/Pop: 31/1,354,700  
 Part of San Francisco ADI  
 Average Person Rating: 17.2  
 Market TSL: 23.0 hours

Stations: 42/14  
 Diaries: 1314/885:1/42.1%  
 Sample Target: 1200  
 Standard Error: .557  
 % Below Line: NA  
 % Not Listed: NA

Est 1983 Revenue: \$23,600,000  
 CSI: 17.3 Bil  
 CSI HH: 34.7 M  
 Retail \$: 8.8 Bil  
 Pop per Station: 83,050

12+ METRO 1/4/SHARE	WIN 84	FAL 83	SPG 83	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/ METRO CUME RATING	FAL 83	SPG 83
1. KBAY-F 160/8.0	5.0	6.4	4.5	3.1	1. KBAY-F 270/2886	1. KWSS-F 2095/18.0	13.1	11.5
2. KWSS-F 135/6.7	5.9	5.0	3.6	7.6	2. KMSS-F 206/3400	2. KOME-F 1591/13.7	11.3	12.6
3. KOME-F 98/4.9	3.9	3.2	3.7	3.8	3. KOME-F 155/2345	3. KBAY-F 1559/13.4	13.4	11.8
4. KSJO-F 84/4.2	4.1	3.3	7.3	5.8	4. KSJO-F 124/2550	4. KSJO-F 1502/12.9	11.3	18.4
5. KLIV 75/3.7	2.8	3.2	2.5	3.5	5. KLOK 102/2053	5. KLOK 1181/10.2	11.1	11.4
6. KLOK 69/3.4	2.7	3.3	3.5	2.2	6. KLIV 94/1154	6. KARA-F 1072/ 9.2	10.0	9.6
7. KEEN 65/3.2	2.1	2.9	3.6	4.0	7. KARA-F 73/1380	7. KEZR-F 1058/ 9.1	10.3	13.0
8. KEZR-F 62/3.1	3.4	3.4	4.7	2.9	8. KEEN 73/1110	8. KLIV 902/ 7.8	8.3	6.6
9. KARA-F 56/2.8	2.2	3.9	2.2	1.9	9. KEZR-F 70/1262	9. KEEN 806/ 6.9	6.6	6.4
10. KHTT 30/1.5	2.0	.9	.6	2.3	10. KDPC-F+ 60/1204	10. KHTT 713/ 6.1	5.4	2.9
11. KNTA 26/1.3	1.6	.8	1.4	NA	11. KPEN-F 35/ 831	11. KPEN-F 705/ 6.1	3.7	3.9
12. KPEN-F 24/1.2	1.5	.8	1.1	.9	12. KHTT 31/ 898	12. KDPC-F+ 482/ 4.1	5.5	4.2
13. KDPC-F+ 23/1.1	1.1	2.6	.9	1.4	13. KNTA 28/ 319	13. KNTA 265/ 2.3	2.6	3.7
14.					14.			
15.					15.			

NOTE: San Jose is part of the San Francisco metro. Only stations listed above the line in the rating book are ranked.

12+ FM SHARE (METRO): NA

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. KBAY-F	1. KBAY-F	1. KBAY-F	1. KBAY-F	1. KBAY-F	1. KBAY-F	1. KWSS-F	1. KBAY-F
2. KSJO-F	2. KMSS-F	2. KOME-F	2. KLOK	2. KLOK	2. KLOK	2. KMSS-F	2. KMSS-F	2. KMSS-F	2. KOME-F	2. KOME-F
3. KHTT	3. KSJO-F	3. KBAY-F	3. KWSS-F	3. KWSS-F	3. KLOK	3. KLOK	3. KOME-F	3. KOME-F	3. KSJO-F	3. KWSS-F
4. KOME-F	4. KEZR-F	4. KSJO-F	4. KARA-F	4. KARA-F	4. KEEN	4. KLIV	4. KLIV	4. KSJO-F	4. KBAY-F	4. KSJO-F
5.	5. KEEN	5. KLOK	5. KEZR-F	5. KEZR-F	5. KARA-F	KOME-F	5. KEEN	5. KLIV	5. KEEN	5. KEZR-F
KARA-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. KWSS-F	1. KWSS-F	1. KBAY-F	1. KWSS-F	1. KBAY-F		1. KOME-F	1. KOME-F	1. KOME-F	1. KOME-F	1. KBAY-F
2. KSJO-F	2. KEZR-F	2. KMSS-F	2. KEZR-F	2. KLOK		2. KSJO-F	2. KSJO-F	2. KWSS-F	2. KWSS-F	2. KLOK
3. KOME-F	3. KOME-F	3. KLOK	3. KARA-F	3. KWSS-F		3. KWSS-F	3. KWSS-F	3. KSJO-F	3. KLOK	3. KOME-F
4. KEEN	4. KEEN	4. KEEN	4. KEEN	4. KEEN		4. KEZR-F	4. KEZR-F	4. KBAY-F	4. KSJO-F	4. KWSS-F
5. KBAY-F	KSJO-F	5. KEZR-F	5. KBAY-F	5. KARA-F		5. KPEN-F	5. KARA-F	5.	5.	5. KARA-F

RADIO STATIONS

KAZA, 1290, 5 KW (DAYS,DA) , SPANISH , \$37.00 (Caballero)
KEEN, 1370, 5 KW (DA-2) , COUNTRY UPI, \$47.75 (MMR) Chris Snell
KHTT, 1500, 10 KW/5 KW (DA-2), CHR APR, \$31.00 (HNWH) Sterling Jack Chunn
KLIV, 1590, 5 KW (DA-N) , NOSTALGIA (Al Ham) , \$40.00* Selcom Vince Lopolo
KLOK, 1170, 50 KW/5 KW (DA-2), MOR/AC WSJ, \$77.25 (Katz)
KNTA, 1430, 1 KW (DA-1) , SPANISH , \$32.00 Davis-Weaver Bill Weaver
KARA-F, 105.7, 50 KW @ 500, AC/OLDIES , \$55.00* (Selcom) Empire Gene Hogan
KBAY-F, 100.3, 15 KW @ 2580, BTFL MUSIC , \$70.50 (MMR) Bob Kieve
KEZR-F, 106.5, 50 KW @ 430, AC , \$96.00 (Christal) Steve Snell
KOME-F, 98.5, 13 KW @ 880, AOR (Pollack) ABC-R, \$107.50 (Torbet) John Levitt
KPEN-F, 97.7, 3 KW @ 600, CHR (TM) APR, \$35.00 (Roslin) Infinity Dan Tapson
KSJO-F, 92.3, 50 KW @ 68, AOR (Sebastian) , \$115.00 (HNWH) Sterling Jack Chunn
KWSS-F, 94.5, 1.1 KW @ 2580, CHR , \$75.00* (Weiss) Western Cities Palmer Pyle

KDPC-F+ - See San Francisco  
 See San Francisco for other stations

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KABL .7/2.6
KABL-F .6/3.2
KBLX-F .7/3.8
KCBS 3.4/10.2
KDIA 4.2/2.0
KFAX .5/1.7
KFOG-F .7/3.0
KFCR 2.8/10.6
KGO 9.2/19.2
KIOI-F 2.4/10.8
KITS-F 1.6/7.7
KJAZ-F .4/1.0
KKHI-F+ 1.6/3.5
KLOK-F 1.3/5.2
KNEL-F .8/4.1
KNBR 2.6/9.7
KNEW 1.3/2.6
KOFY .5/1.5
KOIT .2/2.3
KOIT-F 2.7/6.7
KRQR-F .6/3.6
KSAN-F 3.8/8.6
KSFO .7/4.1
KSOL-F 4.1/8.4
KYA-F .5/2.0
KYUU-F 3.0/10.4
KQAK-F .8/3.8

MISCELLANEOUS COMMENTS

KPEN-F sold to Dove for \$2,500,000 (June)...Strong books for KBAY and KWSS...particularly KWSS which is becoming an important station in the Bay area...

SEATTLE-TACOMA

Arbitron Rank/Pop (12+): 15/1,863,600  
 CMSA Rank/Pop: 18/2,178,000  
 MSA Rank/Pop: Sea: 25/1,657,800  
 ADI # 15 Tac: 92/507,000  
 Average Person Rating: 17.0  
 Market TSL: 22.2 hours

Stations: 31/31  
 Diaries: 1665/1119:1/49.2%  
 Sample Target: 1570  
 Standard Error: .477  
 % Below Line: 0  
 % Not Listed: 6.7

Est. 1983 Revenue: \$53,300,000  
 CSI: 23.5 Bill  
 CSI HH: 28.9 M  
 Retail \$: 14.1 Bill  
 Pop per Station: 60,116

12+ METRO	1/4/SHARE	WIN 84	FAL 83	SPG 83	BIRCH SHARE	12+ TSA	1/4/CUME	12+ METRO	CUME/ METRO	CUME/ RATING	FAL 83	SPG 83
1.	KIRO	247/7.8	8.6	8.6	---	9.0	8.1	1.	KIRO	4208/22.6	25.4	23.5
2.	KOMO	207/6.5	7.7	5.5	---	5.4	5.2	2.	KOMO	3326/17.8	20.5	14.3
3.	KUBE-F	205/6.5	5.5	5.8	---	5.5	7.6	3.	KUBE-F	2959/15.9	12.0	12.1
4.	KBRD-F	195/6.2	5.8	5.9	---	6.4	3.5	4.	KNBQ-F	2334/12.5	11.0	10.9
5.	KSEA-F	151/4.8	4.6	5.3	---	6.0	5.3	5.	KPLZ-F	2163/11.6	5.6	8.1
6.	KISW-F	150/4.7	3.9	5.9	---	5.0	5.4	6.	KISW-F	2131/11.4	13.7	12.4
7.	KPLZ-F	149/4.7	3.7	1.7	---	3.0	6.2	7.	KSEA-F	2117/11.4	10.1	11.3
8.	KIXI	146/4.6	4.5	4.9	---	4.6	4.0	8.	KBRD-F	2079/11.2	11.4	10.6
9.	KLSY-F	133/4.2	4.5	3.8	---	3.5	4.0	9.	KLSY-F	2013/10.8	8.8	8.9
10.	KNBQ-F	123/3.9	4.7	4.4	---	3.4	6.3	10.	KJRW	1889/10.1	12.0	15.3
11.	KVI	107/3.4	1.7	2.1	---	3.2	3.0	11.	KIXI	1872/10.0	10.4	8.3
12.	KJR	106/3.3	2.7	2.8	---	3.4	2.3	12.	KZOK-F	1828/ 9.8	11.8	11.4
13.	KRPM-F	105/3.3	2.5	2.5	---	2.4	1.9	13.	KVI	1809/ 9.8	7.9	10.6
14.	KEZX-F	102/3.2	3.2	2.0	---	2.3	1.8	14.	KING-F	1466/ 7.9	9.1	8.7
15.	KZOK-F	101/3.2	3.7	4.3	---	5.0	5.4	15.	KJRW	1302/ 7.0	7.9	8.0
16.	KMPS-F	96/3.0	3.9	4.2	---	4.3	2.2	16.	KMPS-F	1245/ 6.7	8.3	9.3
17.	KING-F	91/2.9	3.4	3.8	---	4.0	3.7	17.	KEZX-F	1204/ 6.5	4.7	5.6
18.	KCMS-F	76/2.4	3.2	3.8	---	4.0	2.3	18.	KCMS-F	1195/ 6.4	6.3	4.8
19.	KMPS	70/2.2	2.6	2.9	---	2.1	1.5	19.	KRPM-F	1193/ 6.4	5.3	5.5
20.	KIXI-F	65/2.1	2.3	2.4	---	2.1	2.0	20.	KMPS	1152/ 6.2	6.4	7.3
21.								21.				
22.								22.				
23.								23.				
24.								24.				
25.								25.				

12+ FM SHARE (METRO): 60.00% (1773 of 2955) (SPG 83: 59.91%)

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. KUBE-F	1. KOMO	1. KIRO	1. KIRO	1. KBRD-F	1. KUBE-F	1. KVI	1. KIRO
2.	KNBQ-F	2. KISW-F	2. KISW-F	2. KOMO	2. KUBE-F	2. KOMO	2. KOMO	2. KOMO	2. KIRO	2. KISW-F	2. KLSY-F
3.	KISW-F	3. KLSY-F	3. KLSY-F	3. KEZX-F	3. KIRO	3. KBRD-F	3. KUBE-F	3. KUBE-F	3. KBRD-F	3. KPLZ-F	3. KUBE-F
4.	KUBE-F	4. KZOK-F	4. KOMO	4. KLSY-F	4. KBRD-F	4. KSEA-F	4. KJR	4. KIRO	4. KOMO	4. KBRD-F	4. KIXI
5.	KZOK-F	5. KNBQ-F	5. KEZX-F	5. KIRO	5. KLSY-F	5. KIXI	5. KBRD-F	5. KSEA-F	5. KIRO	5. KIRO	5. KBRD-F
6.		6. KEZX-F	6. KJR	6. KBRD-F	6. KEZX-F	6. KVI	6. KPLZ-F	6. KLSY-F	6. KISW-F	6. KUBE-F	6. KOMO
7.		7. KJR	7. KIRO	7. KMPS-F	7. KMPS-F	7. KING-F	7. KSEA-F	7. KIXI	7. KSEA-F	7. KNBQ-F	7. KISW-F
8.		8.	8.	8. KRPM-F	8. KRPM-F	8.	8.	8. KJR	8. KZOK-F	8. KZOK-F	8.
9.		9.	9.	9.	9.	9.	9.	9. KISW-F	9. KIXI	9.	9.
10.		10.	10.	10.	10.	10.	10.	10.	10. KLSY	10.	10.
									KNBQ-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.	KUBE-F	1. KLSY-F	1. KEZX-F	1. KOMO	1. KISW-F	1. KUBE-F	1. KUBE-F	1. KUBE-F	1. KUBE-F
2.	KSIW-F	2. KLSY-F	2. KLSY-F	2. KBRD-F	2. KZOK-F	2. KISW-F	2. KISW-F	2. KEZX-F	2. KIRO
3.	KNBQ-F	3. KOMO	3. KLSY-F	3. KLSY-F	3. KUBE-F	3. KZOK-F	3. KZOK-F	3. KIRO	3. KOMO
4.	KLSY-F	4. KNBQ-F	4. KEZX-F	4. KJR	4. KJR	4. KJR	4. KIRO	4. KISW-F	4. KING-F
5.	KPLZ-F	5. KEZX-F	5. KBRD-F	5. KIRO	5. KPLZ-F	5. KPLZ-F	5. KOMO	5. KOMO	5. KEZX-F
6.	KJR	6. KJR	6. KNBQ-F	6. KOMO	6. KIRO	6. KIRO	6. KJR	6. KNBQ-F	6. KBRD-F
	KZOK-F	7. KPLZ-F	7. KJR	7. KISW-F	7. KSEA-F	7. KEZX-F	7. KEZX-F	KOMO	7. KLSY-F
8.		8.	8.	8. KNBQ-F	8.	8.	8. KLSY-F	8. KPLZ-F	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	30 (1)	477 (3)	507 (4)	17.2	KCIS	630	Edmonds	.8/2.2
AOR		251 (2)	251 (2)	8.5	KING	1090		1.5/7.0
AC/OLDIES/SOFT ROCK	285 (5)	331 (4)	616 (9)	20.8	KJET	1590		.9/2.6
MOR/VARIETY	234 (2)		234 (2)	7.9	KJUN	1450	Puyallup	.6/1.2
COUNTRY	117 (3)	201 (2)	318 (5)	10.8	KKFX	1250		1.6/5.7
BLACK/URBAN	50 (1)		50 (1)	1.7	KKMI-F	96.5		1.0/5.1
BTFL MUSIC		346 (2)	346 (2)	11.7	KPMA	1400	Tacoma	.9/2.1
NEWS/TALK	294 (2)		294 (2)	9.9	KRKO	1380	Everett	.7/2.1
NOSTALGIA	146 (1)		146 (1)	4.9	KSPAL	1150		.5/1.9
RELIGION	26 (1)	76 (1)	102 (2)	3.5	KTAC	850	Tacoma	1.1/3.5
SPANISH					KWYZ	1230	Everett	.9/1.4
CLASSICAL		91 (1)	91 (1)	3.5				
UNKNOWN/OTHERS								
				2955 (31)				

12+ ADI 1/4

RADIO STATIONS

AM STATIONS

KBLE, 1050, 5 KW (DAYS)	, RELIGION	, \$ 21.00 (----)	George Wilson	1. KIRO
KCIS, 630, 5 KW/2.5 KW (DA-N)	, RELIGION	, \$ 28.00 (----)	Bob Powers	2. KBRD-F
KING, 1090, 50 KW (DA-2)	, NEWS	WSJ,NBC, \$ 44.00* (Blair)	King	3. KOMO
KIRO, 710, 50 KW (DA-N)	, NEWS	CBS,MBS, \$130.00* (Torbet)	Bonneville	4. KUBE-F
KIXI, 880, 50 KW/1 KW (DA-2)	, NOSTALGIA	, \$ 70.00* (Christal)		5. KISW-F
KJET, 1590, 5 KW (DA-N)	, ROCK	Source, \$ NA (HNWH)	Sterling	6. KPLZ-F
KJR, 950, 5 KW (DA-N)	, AC	RKO,ABC-D, \$ 83.13 (Eastman)	Metromedia	7. KSEA-F
KJZZ, 1540, 5 KW (DA-N)	, JAZZ	, \$ 45.00* (Selcom)	Sandusky	8. KIXI
KKFX, 1250, 5 KW (DA-N)	, URBAN	UPI, \$ NA (Weiss)		9. KRPM-F
KMPS, 1300, 5 KW (DA-N)	, COUNTRY	, \$ 55.00* (Eastman)	Affiliated	10. KNBQ-F
KONO, 1000, 50 KW (DA-N)	, MOR	ABC-I, \$167.50 (Katz)		11. KZOK-F
KVI, 570, 5 KW	, AC/OLDIES	MBS, \$ 48.00* (Mc-Guild)	Golden West	12. KLSY-F
KTAC, 850, 10 KW/1 KW (DA-2)	, CONTEMP/AC	ABC-D, \$ 40.00* (Masla)	Entercom	13. KMPS-F
			Harold Greenburg (TACOMA)	14. KEZX-F
				15. KJR

12+ ADI CUME

FM STATIONS

KBRD-F, 103.7, 100 KW @ 1675, BTFL MUS (Churchill)	, \$ 95.00* (Masla)	Entercom	Harold Greenburg (TACOMA)	1. KIRO
KCMS-F, 105.3, 115 KW @ 721, RELIGION (Burk-Abr)	UPI, \$ 28.00 (----)		Bob Powers	2. KOMO
KEZX-F, 98.9, 100 KW @ 1070, AC/OLDIES	ABC-E, \$ 58.00 (HNWH)	Park	Dave Lettrell	3. KUBE-F
KING-F, 98.1, 100 KW @ 850, CLASSICAL	WSJ, \$ 70.00* (Blair)	King	Bob Gallucci	4. KISW-F
KISW-F, 99.9, 100 KW @ 1200, AOR (Burk-Abr)	, \$ 95.00* (Mc-Guild)	Kaye-Smith	Steve West	5. KNBQ-F
KIXI-F, 95.7, 100 KW @ 1100, AC	, \$ 75.00* (Christal)		Dean Smith	6. KBRD-F
KLSY-F, 92.7, 100 KW @ 1100, AC (Fairwest)	CBS-R, \$ 80.00* (Selcom)	Sandusky	Dana Horner	7. KPLZ-F
KMPS-F, 94.1, 100 KW @ 1165, COUNTRY	, \$ 75.00* (Eastman)	Affiliated	Jim McGovern	8. KSEA-F
KNBQ-F, 97.3, 100 KW @ 700, CHR	, \$ 64.25 (Christal)	(TACOMA)	Jack Bankson	9. KZOK-F
KPLZ-F, 101.5, 100 KW @ 1200, CHR	, \$ 55.00* (Mc-Guild)	Golden West	J. Sweatte	10. KIXI
KJAB-F, 107.7, 63 KW @ 1200, ? ?	, \$ NA (----)	Sunbelt	Ralph Heyward	11. KJR
KRPM-F, 106.1, 100 KW @ 700, COUNTRY	APR, \$ 42.50 (Weiss)	(TACOMA)	Ray Court	12. KLSY-F
KSEA-F, 100.7, 100 KW @ 730, BTFL MUS (Bonne)	, \$ 85.00* (Torbet)	Bonneville	Bill Knudsen	13. KVI
KUBE-F, 93.3, 100 KW @ 1070, CHR	, \$100.00* (MNR)	First Media	Mike O'Shea	14. KING-F
KKMI-F, 96.5, 81 KW @ 1220, AC/CONTEMP	, \$ 50.00 (Christal)		Pat O'Day	15. KMPS-F
KZOK-F, 102.5, 100 KW @ 1165, AOR (Sebastian)	, \$ 70.00* (HNWH)	Sterling	Gale Johnson	ADI FM SHARE:
				61.60%

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

MISCELLANEOUS COMMENTS

KGDN becomes KCIS (15 June)  
 PYYX-F becomes KKMI-F (8 May)  
 KBIQ-F becomes KCMS-F

KVI: from AC to Oldies

KJR: from Metromedia to Ackerly for \$5,800,000 (Blackburn)

KRPM-F (Tacoma): sold to Highsmith for \$4,000,000 (Kalil)

All three FM CHR's are up significantly versus a year ago...

SHREVEPORT

Arbitron Rank/Pop (12+): 98/315,800  
 CHSA Rank/Pop: NA  
 MSA Rank/Pop: 123/342,800  
 ADI # 55  
 Average Person Rating: 16.6  
 Market TSL: 22.3 hours

Stations: 14/14  
 Diaries: 765/413:1/41.2%  
 Sample Target: 680  
 Standard Error: .730  
 % Below Line: 0  
 % Not Listed: 3.2

Est 1983 Revenue: \$9,900,000  
 CSI: 3.1 B11  
 CSI HH: 25.5 M  
 Retail \$: 2.2 B11  
 Pop per Station: 22,557

12+ METRO	1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82
1. KMBQ-F	64/12.2	10.6	8.8	5.6	10.9
2. KDKS-F	63/12.0	10.6	13.8	9.6	9.6
3. KCOZ-F	56/10.7	10.6	11.3	12.3	11.0
4. KOKA	55/10.5	11.9	11.3	15.9	13.3
KRMD-F	55/10.5	9.9	9.8	10.8	9.3
6. KCIJ	45/ 8.6	9.0	8.6	9.6	11.0
7. KVKI-F	42/ 8.0	9.0	2.5	2.7	1.2
8. KWKH	41/ 7.8	6.5	8.0	8.6	6.8
9. KEEL	35/ 6.7	6.7	9.2	7.3	7.5
10. KROK-F	27/ 5.1	5.2	6.3	5.6	6.5
11.					
12.					
13.					
14.					
15.					

12+ TSA	1/4/CUME	12+ METRO	CUME/ RATING	FAL 83	SPG 83
1. KRMD-F	108/1250	1. KOKA	733/23.2	24.0	22.6
2. KMBQ-F	96/1039	2. KMBQ-F	656/20.8	21.6	16.3
3. KWKH	87/1272	3. KRMD-F	637/20.2	19.3	20.6
4. KOKA	70/ 962	4. KDKS-F	636/20.1	21.2	20.8
5. KDKS-F	69/ 740	5. KWKH	603/19.1	18.0	16.4
6. KCOZ-F	63/ 596	6. KEEL	575/18.2	24.0	20.3
7. KCIJ	58/ 538	7. KCOZ-F	533/16.9	16.7	17.1
8. KEEL	48/1013	8. KROK-F	490/15.5	16.9	16.8
9. KVKI-F	44/ 509	9. KVKI-F	441/14.0	16.6	7.8
10. KROK-F	35/ 711	10. KCIJ	414/13.1	13.3	13.5
11.		11.			
12.		12.			
13.		13.			
14.		14.			
15.		15.			

12+ FM SHARE (METRO): 61.02% (310 of 508) (SPG 83: 55.89%)

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. KDKS-F	1. KRMD-F	1. KRMD-F	1. KRMD-F	1. KRMD-F	1. KCOZ-F	1. KMBQ-F	1. KDKS-F	1. KOKA
2. KOKA	2. KDKS-F	2. KMBQ-F	2. KDKS-F	2. KCOZ-F	2. KCOZ-F	2. KCIJ	2. KVKI-F	2. KDKS-F	2. KMBQ-F	2. KMBQ-F
3. KDKS-F	3. KOKA	3. KRMD-F	3. KVKI-F	3. KVKI-F	3. KWKH	3. KWKH	3. KDKS-F	3. KCOZ-F	3. KOKA	3. KDKS-F
4.	4. KVKI-F	4. KOKA	4. KCOZ-F	KCOZ-F	4. KDKS-F	4. KOKA	4. KMBQ-F	4. KRMD-F	4. KCOZ-F	4. KCOZ-F
5.	5. KROK-F	KVKI-F	5. KOKA	5. KOKA	KCIJ	5. KEEL	5. KRMD-F	5. KCIJ	5. KWKH	5. KRMD-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. KDKS-F	1. KDKS-F	1. KDKS-F	1. KRMD-F	1. KMBQ-F	1. KMBQ-F	1. KMBQ-F	1. KMBQ-F	1. KRMD-F
2. KDKS-F	2. KMBQ-F	2. KVKI-F	2. KVKI-F	2. KDKS-F	2. KROK-F	2. KROK	2. KRMD-F	2. KEEL	2. KMBQ-F
3. KOKA	3. KOKA	3. KOKA	3. KOKA	3. KOKA	3. KOKA	3. KOKA	3. KDKS-F	3. KOKA	3. KEEL
4.	4. KVKI-F	KRMD-F	4.	4. KVKI-F	4. KDKS-F	4. KEEL	4. KEEL	4. KDKS-F	4. KDKS-F
5.	5.	5. KMBQ-F	5.	KCIJ	KRMD-F	6. KRMD-F	KOKA	5.	5. KOKA

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		27 (1)	27 (1)	5.3	KASO 1240 Minden 1.3/1.1
AOR		64 (1)	64 (1)	12.6	KBCL 1070 Shreveport 1.5/3.1
AC/OLDIES/SOFT ROCK	35 (1)	42 (1)	77 (2)	15.2	KRMD 1340 Shreveport 1.3/6.9
MOR/VARIETY	7 (1)		7 (1)	1.4	KTAL-F 98.1 Shreveport .6/1.6
COUNTRY	48 (2)	58 (2)	106 (4)	20.9	
BLACK/URBAN	55 (1)	63 (1)	118 (2)	23.2	
BTFL MUSIC		56 (1)	56 (1)	11.0	
NEWS/TALK					
NOSTALGIA	8 (1)		8 (1)	1.6	
RELIGION	45 (1)		45 (1)	8.9	
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS					

508 (14)

RADIO STATIONS

KBCL, 1070, 250 W (DAYS)	, NOSTALGIA	, \$11.50 (----)	Larry Ryan
KCIJ, 980, 5 KW (DAYS)	, GOSPEL/BLACK	SBN, \$18.00* (Savalli)	Hal Sell
KEEL, 710, 50 KW/5 KW (DA-2), AC	ABC-I, \$37.00* (Mc-Guild)	Multimedia	Carl Hamilton
KFLO, 1300, 500 W (DAYS)	, RELIGION	, \$ 6.00 (----)	Tommy Moore
KJOE, 1480, 1 KW (DAYS)	, RELIGION	, \$10.00 (----)	Jim Perkins
KOKA, 1550, 10 KW/500 W (DA-N), BLACK	ABC-C, \$28.00* (Blair)		Jim Reeder
KRMD, 1340, 1 KW/250 W	, COUNTRY (Burk-Abr)	, \$17.00 (Katz)	Smockey Hyde
KWKH, 1130, 50 KW (DA-N)	, COUNTRY	ABC-E, \$29.00* (Torbet)	Gene Dickerson
KCOZ-F, 100.1, 3 KW @ 300, BTFL MUS (SRP)	, \$24.00* (Blair)		Jim Reeder
KDKS-F, 92.1, 3 KW @ 300, BLACK	NBN, \$23.00* (HNNH)	(BENTON)	Zylphia Orr
KMBQ-F, 93.7, 100 KW @ 350, AOR/CHR	ABC-F, \$38.00* (Mc-Guild)	Multimedia	Carl Hamilton
KRMD-F, 101.1, 100 KW @ L000, COUNTRY (Burk-Abr)	, \$35.00* (Katz)		Smockey Hyde
KROK-F, 94.5, 100 KW @ 400, CHR	RKO, \$23.00* (Torbet)	Great Empire	Gene Dickerson
KVKI-F, 96.5, 100 KW @ 265, AC/CONTEMP	MBS, \$20.00* (Eastman)		Billy Wilson

MISCELLANEOUS COMMENTS

KJOE sold for \$275,000 (Fischer)...

SIOUX FALLS

Arbitron Rank/Pop (12+): 171/95,500  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 288/113,100  
 ADI # 95  
 Average Person Rating: 15.9  
 Market TSL: 20.9 hours

Stations: 9/8  
 Diaries: 635/150:1/60.6%  
 Sample Target: 550  
 Standard Error: .753  
 % Below Line: 0.7  
 % Not Listed: 8.6

Est 1983 Revenue: \$4,200,000  
 CSI: 1.0 Bil  
 CSI III: \$23,358  
 Retail \$: .9 Bil  
 Pop per Station: 11,938

12+ METRO	1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82
1. KKRC-F	27/17.8	---	17.1	---	16.7
2. KSOO	24/15.8	---	13.9	---	16.0
3. KELO-F	23/15.1	---	13.3	---	8.3
4. KIOV-F	15/ 9.9	---	9.5	---	9.7
KXRB	15/ 9.9	---	10.8	---	9.7
6. KPAT-F	13/ 8.6	---	9.5	---	6.3
7. KELO	11/ 7.2	---	8.2	---	11.1
8. KYKC	10/ 6.6	---	10.1	---	11.1
9. WNAX	1/ .7	---	1.9	---	---
10.					
11.					
12.					
13.					
14.					
15.					

12+ TSA	1/4/CUME
1. WNAX	55/743
2. KXRB	47/501
3. KELO	41/767
4. KIOV-F	38/410
5. KELO-F	37/532
	KSOO 37/470
7. KKRC-F	33/457
8. KPAT-F	25/401
9. KYKC	16/204
10.	
11.	
12.	
13.	
14.	
15.	

12+ METRO	CUME/	FAL	SPG
	METRO CUME RATING	83	83
1. KKRC-F	367/38.4	---	31.2
2. KSOO	267/28.0	---	29.8
3. KELO-F	250/26.2	---	25.1
4. KELO	249/26.1	---	31.1
5. KPAT-F	221/23.1	---	21.9
6. KIOV-F	154/16.1	---	18.9
7. KYKC	147/15.4	---	19.5
8. KXRB	141/14.8	---	17.2
9. WNAX	59/ 6.2	---	7.7
10.			
11.			
12.			
13.			
14.			
15.			

12+ FM SHARE (METRO): 56.12% (78 of 139) (SPG 83: 51.32%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KKRC-F	1. KKRC-F	1. KKRC-F	1. KELO-F	1. KELO-F	1. KSOO	1. KSOO	1. KELO-F	1. KKRC-F	1. KKRC-F	1. KKRC-F
2.	2. KPAT-F	2. KELO-F	2. KIOV-F	2. KIOV-F	2. KKRC-F	2. KKRC-F	2. KELO-F	2. KSOO	2. KSOO	2. KSOO
3.	3. KELO	KIOV-F	KPAT-F	3. KPAT-F	3. KIOV-F	3. KELO-F	3. KSOO	3.	3.	3. KELO-F
4.	4.	KPAT-F	4. KKRC	4. KKRC-F	KXRB	4. KELO	4. KIOV-F	4.	4.	4. KPAT-F
5.	5.	5. KELO	5.	KXRB	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. KKRC-F	1. KKRC-F	1. KKRC-F	1. KELO-F	1. KELO-F	1. KKRC-F	1. KKRC-F	1. KKRC-F	1. KKRC-F	1. KELO-F
2. KPAT-F	2. KPAT-F	KELO-F	2. KPAT-F	2. KIOV-F	2.	2. KELO	2. KIOV-F	2. KELO	2. KIOV-F
3. KELO	3. KELO-F	KPAT-F	3.	KPAT-F	3.	3.	3. KELO	KELO-F	KKRC-F
KIOV-F	4.	4.	4.	4.	4.	4.	4.	KXRB	KXRB
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		27 (1)	27 (1)	19.4	
AOR					
AC/OLDIES/SOFT ROCK	11 (1)	13 (1)	24 (2)	17.3	
MOR/VARIETY	24 (1)		24 (1)	17.3	
COUNTRY	26 (3)	15 (1)	41 (4)	29.5	
BLACK/URBAN					
BTL MUSIC		23 (1)	23 (1)	16.5	
NEWS/TALK					
NOSTALGIA					
RELIGION					
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS					

139 (9)

RADIO STATIONS

KELO, 1320, 5 KW (DA-N)	, AC/CONTEMP											
KSOO, 1140, 10 KW/5 KW (DA-N)	, MOR		ABC-I, NBC-T,	\$19.00 (Torbet)								Jim Molohan
KXRB, 1000, 10 KW (DAYS, DA)	, COUNTRY			\$28.50 (Blair)								Joseph Henkin
KYKC, 1230, 1 KW/250 W	, COUNTRY			\$33.38 (Mc-Guild)								Don Jacobs
WNAX, 570, 5 KW (DA-N)	, COUNTRY			\$12.00 (Selcom)		So. Minn						Randy Holland
				\$45.00* (Katz)		Tom Ingstad						Randy Holland
						Park	(YANKTON)					Don Shore
KELO-F, 92.5, 100 KW @ 1911	, BTL MUS (Bonne)			\$17.00 (Torbet)								Jim Molohan
KIOV-F, 104.7, 100 KW @ 735	, COUNTRY			\$26.70 (Mc-Guild)		So. Minn						Don Jacobs
KKRC-F, 93.5, 3 KW @ 150	, CHR			\$15.50 (Selcom)		Tom Ingstad						Randy Holland
KPAT-F, 97.3, 60 KW @ 220	, CONTEMP/AC			\$20.00 (Blair)								Joseph Henkin

SOUTH BEND

Arbitron Rank/Pop (12+): 130/231,300  
 CMA Rank/Pop: NA  
 MSA Rank/Pop: 166/240,600  
 ADI # 80  
 Average Person Rating: 15.7  
 Market TSL: 21.1 hours

Stations: 19/11  
 Diaries: 620/373:1/48.8%  
 Sample Target: 610  
 Standard Error: .780  
 % Below Line: 11.8  
 % Not Listed: 6.6

Est 1983 Revenue: \$4,300,000  
 CSI: 2.1 Bill  
 CSI HH: \$23,418  
 Retail \$: 1.5 Bill  
 Pop per Station: 21,027

	FAL	SPG	FAL	SPG	
12+ NETRO 1/4/SHARE	83	83	82	82	
1. WNDU-F	96/26.4	---	22.7	---	24.4
2. WSBT	55/15.2	---	12.1	---	16.0
3. WYEZ-F	41/11.3	---	14.7	---	8.6
4. WAOR-F	31/ 8.5	---	6.2	---	4.8
5. WNDU	25/ 6.9	---	9.6	---	5.3
6. WXM-G	17/ 4.7	---	9.0	---	7.4
7. WNSN-F	11/ 3.0	---	4.1	---	5.1
8. WFRN-F**10/ 2.8	---	---	1.8	---	1.0
9. WGN	8/ 2.2	---	2.3	---	3.3
WLS	8/ 2.2	---	3.1	---	3.0
WMAQ	8/ 2.2	---	3.1	---	4.1

12+ TSA 1/4/CUME	12+ METRO CUME/ METRO CUME RATING	FAL	SPG		
		83	83		
1. WNDU-F	222/2560	1. WNDU-F	1079/46.6	---	45.1
2. WYEZ-F	79/ 851	2. WSBT	566/24.5	---	29.3
3. WAOR-F	61/ 833	3. WYEZ-F	458/19.8	---	25.2
4. WSBT	56/ 686	4. WNDU	417/18.0	---	20.2
5. WLS	54/1319	5. WAOR-F	359/15.5	---	12.1
6. WFRN-F**	49/ 577	6. WLS	306/13.2	---	15.9
7. WGN	45/ 619	7. WXM-G	255/11.0	---	18.8
8. WMAQ	38/ 631	8. WGN	219/ 9.5	---	7.0
9. WNSN-F	32/ 511	9. WMAQ	186/ 8.0	---	10.5
10. WNDU	30/ 463	10. WNSN-F	175/ 7.6	---	9.8
11.		11.			
12.		12.			
13.		13.			
14.		14.			
15.		15.			

\*\*Station was determined by Arbitron to have been engaged in on-air survey or diary promotional activities

12+ FM SHARE (METRO): 66.37% (225 of 339) (SPG 83: 64.21%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PND	12+ EVE	SAT MID
1. WNDU-F	1. WNDU-F	1. WNDU-F	1. WNDU-F	1. WNDU-F	1. WSBT	1. WNDU-F	1. WNDU-F	1. WNDU-F	1. WNDU-F	1. WNDU-F
2.	2. MAOR-F	2. MAOR-F	2. WYEZ-F	2. WNDU-F	2. WSBT	2. WSBT	2. WYEZ-F	2. WSBT	2. WYEZ-F	2. WSBT
3.	3. WXM-G	3. WYEZ-F	3. WNDU	3. WNDU	3. WYEZ-F	3. WYEZ-F	3. WSBT	3. WAOR-F	3. WAOR-F	3. WYEZ-F
4.	4.	4. WNDU	4.	4. WSBT	4. WNDU	4. WNDU	4. WAOR-F	4. WYEZ-F	4. WSBT	4. WAOR-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. WNDU-F	1. WNDU-F	1. WNDU-F	1. WNDU-F	1. WNDU-F	1. WAOR-F	1. WNDU-F	1. WNDU-F	1. WNDU-F	1. WNDU-F
2. WAOR-F	2.	2.	2.	2.	2. WNDU-F	2. WAOR-F	2. WAOR-F	2. WAOR-F	2. WNDU-F
WXM-G	3.	3.	3.	3.	3.	3.	3.	3.	WYEZ-F
4.	4.	4.	4.	4.	4.	4.	4.	4.	4. WSBT
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	8 (1)	98 (2)	106 (3)	31.3	WAMJ 1580 .8/3.9
AOR		33 (2)	33 (2)	9.7	WHME-F 103.1 1.7/3.5
AC/OLDIES/SOFT ROCK		28 (2)	28 (2)	8.3	WTCA 1050 Plymouth 1.1/2.5
MOR/VARIETY	12 (2)		12 (2)	3.5	WBBM 780 Chicago .8/6.4
COUNTRY	33 (2)	4 (1)	37 (3)	10.9	WBMX-F 102.7 Chicago 1.4/1.9
BLACK/URBAN		5 (1)	5 (1)	1.5	WKVI-F 99.3 Knox 1.1/2.1
BTFM MUSIC		41 (1)	41 (1)	12.1	WLS-F 94.7 Chicago .6/3.4
NEWS/TALK	6 (2)		6 (2)	1.8	WLUP-F 97.9 Chicago .6/2.0
NOSTALGIA	55 (1)		55 (1)	16.2	
RELIGION		16 (2)	16 (2)	4.7	
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS					

339 (19)

RADIO STATIONS

WAMJ, 1580, 1 KW (DAYS), NEWS/TALK  
 WNDU, 1490, 1 KW/250 W, COUNTRY (White)  
 WSBT, 960, 5 KW (DA-2), NOST/MOR

MBS, ABC-T, CNN, \$12.00 (---)	Mark Murray
ABC-I, \$30.94 (Mc-Guild)	Notre Dame Bob Nowicki
CBS, \$25.50 (Katz)	Schurz E. Smith
MBS, \$15.50 (Unirep)	(NILES, MI) Charles Frey
MBS, \$21.00 (HNWH)	(ELKHART) Ed Moore
, \$10.00 (---)	Peter Sumrall
, \$51.56 (Mc-Guild)	Notre Dame Bob Nowicki
, \$19.75 (Katz)	Schurz E. Smith
, \$30.00 (Masla)	Booth Vince Ford
NBC, \$32.25 (Christal)	Federated Peter Ferraro
	(ELKHART)

MISCELLANEOUS COMMENTS

WFRN-F was flagged for engaging in on-air survey/diary promotional announcements...WTHQ-F changed calls to WNSN-F on May 6, 1984...WNDU-F continues to gain strength; station more than doubles audience in TSA...WSBT strong as a full service nostalgia...AC's in trouble...WSBT is a mix between MOR and a Nostalgia. Their demographics more closely resemble those of a nostalgia station...

**SPOKANE**

Arbitron Rank/Pop (12+): 89/351,600  
 CHSA Rank/Pop: NA  
 MSA Rank/Pop: 117/357,200  
 ADI # 75  
 Average Person Rating: 17.0  
 Market TSL: 23.0 hours

Stations: 16/16  
 Diaries: 807/436:1/53.7%  
 Sample Target: 740  
 Standard Error: .691  
 % Below Line: 0  
 % Not Listed: 9.5

Est 1983 Revenue: \$8,100,000  
 CSI: 3.3 Bil  
 CSI HH: 24.0 M  
 Retail \$: 1.9 Bil  
 Pop per Station: 21,975

12+ METRO	1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82
1. KXLY-F	78/13.0	18.8	17.1	12.3	12.4
2. KDRK-F	72/12.0	10.2	6.4	8.1	11.0
3. KKPL-F	61/10.2	8.8	13.3	11.5	9.4
4. KEZE-F	52/ 8.7	6.4	5.6	8.3	12.9
5. KGA	48/ 8.0	5.8	6.2	7.5	8.2
6. KHQ-F	46/ 7.7	8.4	9.8	6.5	6.6
7. KREM-F	35/ 5.8	7.3	6.9	5.1	4.8
8. KXLY	34/ 5.7	4.9	3.1	3.2	3.2
9. KHQ	25/ 4.2	4.7	6.6	7.7	5.4
KJRB	25/ 4.2	5.1	5.2	7.9	7.4
11. KXXR	21/ 3.5	4.0	3.3	4.8	3.0
12. KGGP	13/ 2.2	1.6	2.3	1.6	---
13.					
14.					
15.					

12+ TSA	1/4/CUME
1. KDAK-F	120/1191
2. KXLY-F	115/1021
3. KKPL-F	77/1100
4. KGA	73/ 956
5. KEZE-F	69/ 828
6. KHQ-F	68/1125
7. KXLY	54/ 615
8. KHQ	46/ 655
9. KREM-F	44/ 797
10. KJRB	38/ 662
11.	
12.	
13.	
14.	
15.	

12+ METRO CUME/	FAL	SPG
METRO CUME RATING	83	82
1. KKPL-F	120/1911	21.8 31.2
2. KHQ-F	783/22.3	23.9 23.2
3. KXLY-F	698/19.9	24.8 21.3
4. KDRK-F	643/18.3	17.7 14.9
5. KEZE-F	641/18.2	14.2 13.6
6. KGA	565/16.1	17.1 16.5
7. KREM-F	557/15.8	19.0 21.0
8. KJRB	507/14.4	20.5 20.1
9. KXLY	459/13.1	15.4 11.2
10. KHQ	421/12.0	15.6 18.6
11. KLHT	220/ 6.3	7.8 7.4
12. KXXR	205/ 5.8	5.5 6.0
13.		
14.		
15.		

12+ FN SHARE (METRO): 64.94% (352 of 542) (SPG 83: 64.45%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AND	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KEZE-F	1. KKPL-F	1. KKPL-F	1. KDRK-F	1. KDRK-F	1. KDRK-F	1. KDRK-F	1. KXLY-F	1. KXLY-F	1. KXLY-F	1. KKPL-F
2. KHQ-F	2. KEZE-F	2. KDRK-F	2. KKPL-F	2. KKPL-F	2. KXLY-F	2. KXLY-F	2. KDRK-F	2. KDRK-F	2. KEZE-F	1. KDRK-F
3.	3. WREM-F	3. KEZE-F	3. KXLY-F	3. KXLY-F	3. KGA	3. KKPL-F	3. KKPL-F	3. KKPL-F	3. KHQ-F	3. KXLY-F
4.	4. KHQ-F	4. KREM-F	4. KREM-F	4. KGA	4. KHQ	4. KGA	4. KGA	4. KEZE-F	4. KDRK-F	4. KEZE-F
5.	5.	5. KHQ-F	5.	5.	5.	5. KXLY	5. KEZE-F	5.	5. KKPL-F	5. KHQ-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. KKPL-F	1. KKPL-F	1. KKPL-F	1. KKPL-F	1. KKPL-F	1. KEZE-F	1. KEZE-F	1. KDRK-F	1. KKPL-F	1. KDRK-F
2. KHQ-F	2. KREM-F	2. KDRK-F	2. KREM-F	2. KXLY-F	2. KHQ-F	2. KKPL-F	2. KEZE-F	2. KEZE-F	2. KKPL-F
3. KEZE-F	3. KHQ-F	3. KREM-F	3. KGGP	3. KDRK-F	3. KREM-F	3. KREM-F	3. KKPL-F	3. KREM-F	3. KGA
4. KREM-F	4. KEZE-F	4. KXLY-F	4. KJRB	4.	4. KDRK-F	4. KHQ-F	4. KREM-F	4.	4. KXLY-F
5.	5.	5. KHQ-F	5.	5.	5. KKPL-F	5.	5.	5.	5.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTENTP	25 (1)	54 (2)	79 (3)	14.6	KCDA-F 103.1 Cover D Alene, ID 1.3/2.8
AOR		87 (2)	87 (2)	16.1	KLHT 970 Spokane 1.5/6.3
AC/OLDIES/SOFT ROCK	22 (2)	61 (1)	83 (3)	15.3	KUDY 1280 Spokane .8/3.1
MOR/VARIETY	59 (2)		59 (2)	10.9	KVNI 1080 Cover D Alene, ID 1.7/4.5
COUNTRY	58 (2)	72 (1)	130 (3)	24.0	
BLACK/URBAN					
BTFL MUSIC		78 (1)	78 (1)	14.4	
NEWS/TALK					
NOSTALGIA	21 (1)		21 (1)	3.9	
RELIGION	5 (1)		5 (1)	0.9	
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS					

542 (16)

**RADIO STATIONS**

KCHO, 1380, 5 KW/2.5 KW (DA-2), COUNTRY	, \$12.00 (----)		Bud Miller
KGA, 1510, 50 KW (DA-N), RELIGION	ABC-I, \$35.50 (Eastman)	Comm. Pacific	Steve Cody
KGGK, 630, 1 KW (DAYS/DA), OLDIES	, \$13.00 (HMH)		Scott Christenson
KHQ, 590, 5 KW, MOR (Century 21)	NBC, \$24.00 (Katz)		J. Blair
KJRB, 790, 5 KW/1 KW (DA-N), CHR (BPI)	ABC-C, \$37.50 (Mc-Guild)	Kaye-Smith	Rod Krebs
KJHT, 970, 5 KW/1 KW (DA-N), AC	RKO II, \$17.50 (Blair)	King	Gary Taylor
KUDY, 1280, 5 KW (DAYS), RELIGION	APR, \$14.00 (----)	Cascade	Heide Bachman
KXLY, 920, 5 KW, MOR	CBS, \$ NA (Torbet)		Steve Herling
KXXR, 1550, 10 KW/2.5 KW (DA-N), NOSTALGIA (Al Ham)	ABC-E, \$12.00 (----)		Ed Kelley
KDFE-F, 93.7, 50 KW @ 2380, COUNTRY	RKO, \$31.07 (Eastman)	Comm. Pacific	Steve Cody
FEZE-F, 105.7, 100 KW @ 2000, AOR (BPI)	, \$37.50 (Mc-Guild)	Kaye-Smith	Rod Krebs
FM-F, 98.1, 96 KW @ 2030, CHR (TH)	, \$25.00 (Katz)		J. Blair
FM-F, 98.9, 100 KW @ 285, RELIGION	, \$15.00 (----)	Cascade	Heide Bachman
FM-F, 96.1, 100 KW @ 2080, AC	, \$44.00 (HMH)		Bill Hockett
FM-F, 92.9, 81 KW @ 2100, AOR	, \$28.00 (Blair)	King	Gary Taylor
FM-F, 99.9, 25 KW @ 3010, BTFL MUS (Churchill)	, \$37.00* (Torbet)		Steve Herling

**MISCELLANEOUS COMMENTS**

KGA, KDRK-F sold by Community Pacific to John Price for \$5,750,000...KLHT/KREM-F sold by King to Highsmith for \$1,200,000 (Kall)...KREM changed calls to KLHT...KXXR had significant signal problems during much of rating period...

SPRINGFIELD, MA

Arbitron Rank/Pop (12+): 66/494,500  
 CNA Rank/Pop: NA  
 MSA Rank/Pop: 89/525,200  
 ADI # 96  
 Average Person Rating: 19.2  
 Market TSL: 24.9 hours

Stations: 26/13  
 Diaries: 915/540:1/52.0%  
 Sample Target: 890  
 Standard Error: .682  
 % Below Line: 32.2  
 % Not Listed: 8.6

Est 1983 Revenue: \$8,300,000  
 CSI: 5.1 Bil  
 CSI HH: 27.3 M  
 Retail \$: 2.9 Bil  
 Pop per Station: 38,038

12+ METRO	1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82	12+ TSA	1/4/CUME	12+ METRO	CUME/METRO	FAL 83	SPG 83
1. WNAS	106/11.2	8.7	9.0	8.3	6.2	1. WNAS	107/ 816	1. WAQY-F	1413/28.6	25.7	24.6
2. WAQY-F	84/ 8.9	10.3	7.5	8.5	7.4	2. WAQY-F	104/1728	2. WHYN	1242/25.1	24.3	29.8
3. WHYN-F	81/ 8.5	12.1	13.0	12.1	11.1	3. WHYN-F	98/1397	3. WHYN-F	1216/24.6	30.1	32.2
4. WNAS-F	80/ 8.4	7.4	10.5	9.7	10.0	4. WTIC-F	94/1402	4. WNAS-F	1112/22.5	20.8	23.9
5. WHYN	79/ 8.3	7.8	9.9	7.6	9.7	5. WNAS-F	85/1199	5. WTIC-F	947/19.2	17.5	15.2
6. WTIC-F	65/ 6.9	4.8	4.0	3.3	3.4	6. WHYN	83/1306	6. WNAS	812/16.4	18.5	15.9
7. WRCH-F	58/ 6.1	5.6	4.4	4.6	3.8	7. WRCH-F	71/ 738	7. WCCF-F	715/14.5	14.0	13.1
8. WIXY	34/ 3.6	2.6	2.2	2.2	3.2	8. WTIC	59/ 837	8. WRCH-F	576/11.6	13.2	9.6
9. WCCF-F	33/ 3.5	3.3	2.8	3.2	4.0	9. WCCF-F	38/ 854	9. WAAF-F	539/10.9	9.2	9.0
10. WRFB	29/ 3.1	3.7	3.3	2.3	2.6	10. WIXY	35/ 393	10. WHCN-F	466/ 9.4	6.3	6.0
11. WTIC	25/ 2.6	3.7	4.0	3.7	3.4	11.		11.			
12. WHMP	24/ 2.5	1.6	2.1	4.0	2.5	12.		12.			
13. WHMP-F	24/ 2.5	3.1	.9	2.7	2.5	13.		13.			
14.						14.		14.			
15.						15.		15.			

12+ FM SHARE (NETRO): 60.05% (520 of 866) (SPG 83: 57.61%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WAQY-F	1. WAQY-F	1. WAQY-F	1. WHYN-F	1. WHYN-F	1. WNAS	1. WHYN	1. WNAS	1. WNAS	1. WAQY-F	1. WNAS
2. WTIC-F	2. WNAS-F	2. WNAS-F	2. WNAS-F	2. WNAS-F	2. WHYN-F	2. WNAS	2. WAQY-F	2. WAQY-F	2. WTIC-F	2. WTIC-F
3.	3. WTIC-F	3. WHYN-F	3. WHYN	3. WHYN	3. WHYN	3. WNAS-F	3. WHYN-F	3. WHYN-F	3. WNAS	3. WAQY-F
4.	4. WCCF-F	4. WTIC-F	4. WAQY-F	4. WNAS	4. WRCH-F	4. WHYN-F	4. WNAS-F	4. WNAS-F	4. WHYN	4. WHYN-F
5.	5. WHYN	5.	5. WNAS	5. WRCH-F	5. WNAS-F	5. WAQY-F	5. WTIC-F	5. WTIC-F	5. WHYN-F	5. WHYN
WOM 18-24										
1. WTIC-F	1. WNAS-F	1. WNAS-F	1. WNAS-F	1. WNAS-F	1. WNAS-F	1. WAQY-F	1. WAQY-F	1. WAQY-F	1. WAQY-F	1. WHYN-F
2. WAQY-F	2. WTIC-F	2. WTIC-F	2. WHYN-F	2. WHYN-F	2. WHYN-F	2. WCCF-F	2. WCCF-F	2. WHYN-F	2. WCCF-F	2. WHYN
3. WNAS-F	3. WAQY-F	3. WHYN	3. WHYN	3. WHYN	3. WHYN	3. WHCN-F	3. WCCF-F	3. WCCF-F	3. WHYN-F	3. WAQY-F
4.	4. WHYN	4. WAQY-F	4. WAQY-F	4. WNAS	4. WNAS	4. WTIC-F	4.	4. WHYN	4. WIXY	4. WNAS-F
5.	WHYN-F	WHYN-F	WTIC-F	5. WRCH-F	5. WRCH-F	5.	5.	5. WNAS-F	5.	5. WNAS

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO	SHARE & CUME	RATING
TOP 40/CHR/CONTEMP		98 (3)	98 (3)	11.3	WACE	730 Chicopee	1.2/3.2
AOR		154 (4)	154 (4)	17.8	WARE	1250 Ware	1.7/5.6
AC/OLDIES/SOFT ROCK	79 (1)	177 (5)	256 (6)	29.6	WLDM	1570 Westfield	.7/3.1
MOR/VARIETY	80 (5)		80 (5)	9.2	WSPR	1270 Springfield	1.3/7.8
COUNTRY	34 (1)		34 (1)	3.9	WAAF-F	107.3 Worcester	2.0/10.9
BLACK/URBAN					WBZ	1030 Boston	.3/1.8
BTFL MUSIC		91 (3)	91 (3)	10.5	WDRG-F	102.9 Hartford	.9/6.4
NEWS/TALK	36 (2)		36 (2)	4.2	WHCN-F	105.9 Hartford	1.9/9.4
NOSTALGIA	106 (1)		106 (1)	12.2	WIOF-F	104.1 Waterbury	.6/3.9
RELIGION	11 (1)		11 (1)	1.3	WKSS-F	95.7 Hartford	2.1/5.7
SPANISH					WRSI-F	95.3 Greenfield	.7/2.1
CLASSICAL					WRSR-F	96.1 Worcester	1.4/3.8
UNKNOWN/OTHERS					WWYZ-F	92.5 Waterbury	.3/2.8

866 (26)

RADIO STATIONS

WACE, 730, 5 KW (DAYS)	, RLEIGION	, \$ NA (----)	Ken Carter
WARE, 1250, 5 KW/2.5 KW (DA-N), MOR	, MOR	, \$13.00 (Kadetsky)	Dick Vaughan
WHMP, 1400, 1 KW/250 W	, MOR	ABC-I, \$ NA (Masla)	Sillerman-Morrow Joe Fennessey
WHYN, 560, 5 KW/1 KW (DA-N), AC	, AC	RKO, \$88.00 (Blair)	Affiliated Ron Dowling
WIXY, 1600, 5 KW/2.5 KW (DA-N), COUNTRY	, COUNTRY	CBS, \$20.00* (Eastman)	Wilkes-Schwartz
WLDM, 1570, 2.5 KW (DAYS), NEWS/TALK	, NEWS/TALK	CNN, \$16.00 (Selcom)	Curt Hahn
WNAS, 1450, 1 KW/250 W	, NOSTALGIA	MBS, \$43.00* (Mc-Guild)	Lappin Jay Jordan
WQXQ, 1490, 1 KW/250 W (DA-D), ? ?	, ? ?	, \$14.00 (----)	Sally Dabou
WRFB, 930, 500 W (DAYS), TALK ?	, TALK ?	, \$14.00 (RSCR)	(HOLYOKE)
WSPR, 1270, 5 KW/1 KW (DA-N), MOR	, 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 Joe Fennessey
WHYN-F, 93.1, 9 KW @ 970, AC		RKO II, \$88.00 (Blair)	Affiliated Ron Dowling
WNAS-F, 94.7, 50 KW @ 360, AC		, \$71.00 (Mc-Guild)	Lappin Jay Jordan

Other ranked stations - See Hartford and Worcester

MISCELLANEOUS COMMENTS

Tough book for AC in this market...good recovery for WNAS-AM...



SPRINGFIELD, MO

Arbitron Rank/Pop (12+): 143/183,800  
 CHSA Rank/Pop: NA  
 NSR Rank/Pop: 179/217,800  
 ADI # 82  
 Average Person Rating: 15.0  
 Market TSL: 19.8 hours

Stations: 11/11  
 Diaries: 607/303:1/58.1%  
 Sample Target: 550  
 Standard Error: .773  
 % Below Line: 0  
 % Not Listed: 1.8

Est 1983 Revenue: \$6,100,000  
 CSI: 1.7 B11  
 CSI HH: \$20,400  
 Retail \$: 1.4 B11  
 Pop per Station: 16,709

12+ METRO	1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82
1. KWTO-F	84/30.4	---	26.6	---	22.5
2. KTTS-F	64/23.2	---	21.9	---	21.1
3. KTTS	29/10.5	---	9.8	---	7.0
4. KWTO	28/10.1	---	10.4	---	12.3
5. KTXR-F	20/ 7.2	---	6.7	---	10.2
6. KGBX	18/ 6.5	---	6.7	---	13.3
7. KICK	8/ 2.9	---	1.3	---	1.8
8. KRFG-F	8/ 2.9	---	3.0	---	1.8
9. KLFJ	5/ 1.8	---	5.1	---	.7
10. KWFC-F	4/ 1.4	---	1.7	---	2.1
11. KLSM	3/ 1.1	---	4.0	---	3.9
12.					
13.					
14.					
15.					

12+ TSA	1/4/CUME	12+ METRO	CUME/RATING	FAL 83	SPG 83
1. KWTO-F	173/1696	1. KWTO-F	852/46.4	---	46.0
2. KTTS-F	139/1455	2. KTTS-F	599/32.6	---	33.8
3. KWTO	86/1269	3. KWTO	415/22.6	---	28.1
4. KTXR-F	51/ 726	4. KTTS	388/21.1	---	25.6
5. KTTS	36/ 551	5. KGBX	336/18.3	---	23.7
6. KGBX	24/ 434	6. KTXR-F	296/16.1	---	19.1
7. KRFG-F	11/ 136	7. KRFG-F	112/ 6.1	---	6.6
8. KICK	9/ 95	8. KWFC-F	92/ 5.0	---	6.0
9. KWFC-F	8/ 169	9. KLFJ	90/ 4.9	---	6.3
10. KLFJ	5/ 97	10. KLSM	81/ 4.4	---	6.2
		11. KICK	79/ 4.3	---	6.6
12.					
13.					
14.					
15.					

12+ FM SHARE (METRO): 66.42% (180 of 271) (SPG 83: 61.59%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KWTO-F	1. KWTO-F	1. KWTO-F	1. KWTO-F	1. KTTS-F	1. KTTS-F	1. KTTS-F	1. KWTO-F	1. KWTO-F	1. KWTO-F	1. KWTO-F
2.	2. KTTS-	2. KTTS-F	2. KTTS-F	KWTO-F	2. KWTO	2. KWTO-F	2. KTTS-F	2. KTTS-F	2. KTTS-F	2. KTTS-F
3.	3.	3.	3.	3.	3. KWTO-F	3. KWTO	3. KWTO	3. KWTO	3.	3. KTTS
4.	4.	4.	4.	4.	KTTS	4. KTTS	4. KTXR-F	KTTS	4.	4. KTXR-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. KWTO-F	1. KWTO-F	1. KWTO-F	1. KWTO-F	1. KTTS-F	1. KWTO-F	1. KWTO-F	1. KWTO-F	1. KWTO-F	1. KWTO-F
2.	2.	2. KTTS-F	2. KTTS-F	2. KWTO-F	2.	2.	2. KTTS-F	2.	2. KTTS-F
3.	3.	3. KGBX	3. KGBX	3. KGBX	3.	3.	3.	3.	3.
4.	4.	4. KWTO	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		84 (1)	84 (1)	31.0	
AOR		8 (1)	8 (1)	3.0	
AC/OLDIES/SOFT ROCK	8 (1)		8 (1)	3.0	
MOR/VARIETY	18 (1)		18 (1)	6.6	
COUNTRY	57 (2)	64 (1)	121 (3)	44.6	
BLACK/URBAN					
BTFL MUSIC		20 (1)	20 (1)	7.4	
NEWS/TALK					
NOSTALGIA	3 (1)		3 (1)	1.1	
RELIGION	5 (1)	4 (1)	9 (2)	3.3	
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS					
271 (11)					

RADIO STATIONS

KGBX, 1260, 5 KW (DA-N), MOR/AC	CBS, \$18.75 (HNWH)	Allan Thompson
KICK, 1340, 1 KW/250 W, OLDIES	RKO, \$11.00 (----)	Bob Kramer
KLFJ, 1550, 500 W (DAYS), RELIGION	, \$10.00 (----)	Barb Burrell
KLSM, 1060, 500 W (DAYS), NOSTALGIA (TM)	MBS, \$12.00 (----)	Larry Campbell
KTTS, 1400, 1 KW/250 W, COUNTRY	ABC-E, \$42.18 (Torbet)	Curt Brown
KWTO, 560, 5 KW (DA-N), COUNTRY	ABC-I, \$45.00* (Katz)	Kurt Boney
KTTS-F, 94.7, 100 KW @ 659, COUNTRY	ABC-E, \$42.18 (Torbet)	Curt Brown
KTXR-F, 101.5, 100 KW @ 1150, BTFL MUS (Bonne)	NBC, \$20.00 (----)	J. Meyer
KWFC-F, 97.3, 100 KW @ 480, RELIGION	, \$ 8.00 (----)	W. Askew
KWTO-F, 98.7, 100 KW @ 600, CHR	, \$47.00* (Katz)	Kurt Boney
KRFG-F, 93.5, 2.3 KW @ 330, AOR	, \$ 9.00 (----)	John Watkins

MISCELLANEOUS COMMENTS

KWFC-F sold for \$925,000...

STEBENVILLE

Arbitron Rank/Pop (12+): 161/134,500  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 217/163,600  
 ADI # 129 (with Wheeling)  
 Average Person Rating: 15.8  
 Market TSL: 20.6 hours

Stations: 24/4  
 Diaries: 581/231:1/57.0%  
 Sample Target: 550  
 Standard Error: .801  
 % Below Line: 68.8  
 % Not Listed: 6.1

Est 1983 Revenue: \$1,700,000  
 CSI: 1.6 Bil  
 CSI HH: \$26,105  
 Retail \$: .7 Bil  
 Pop per Station: 33,625

12+ METRO	1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82
1. WRKY-F	29/13.7	---	15.1	---	16.3
2. WSTV	20/ 9.4	---	9.8	---	14.9
3. WDVE-F	19/ 9.0	---	8.4	---	8.8
4. WVVA	16/ 7.5	---	11.1	---	11.2
5. WELA-F	13/ 6.1	---	4.4	---	5.6
6. KDKA	10/ 4.7	---	8.0	---	6.0
WPNT-F	10/ 4.7	---	3.1	---	2.3
8. WKWK-F	9/ 4.2	---	5.3	---	4.7
9. WAMO-F	8/ 3.8	---	4.0	---	3.7
WBZZ-F	8/ 3.8	---	4.0	---	2.3
11. WEIR	7/ 3.3	---	4.0	---	5.1
WSHH-F	7/ 3.3	---	2.7	---	1.9
WWSW-F	7/ 3.3	---	3.6	---	3.3
14.					
15.					

12+ TSA	1/4/CUME	12+ METRO	CUME/RATING	FAL 83	SPG 83
1. WRKY-F	30/497	1. WRKY-F	468/34.8	---	36.1
2. WVVA	22/341	2. WVVA	284/21.1	---	24.1
3. WSTV	20/268	3. WSTV	268/19.9	---	23.9
4. WELA-F	14/159	4. WDVE-F	254/18.9	---	17.4
5. KDKA	11/210	5. WEIR	214/15.9	---	16.2
6. WKWK-F	10/217	6. WKWK-F	189/14.1	---	13.0
WPNT-F	10/102	7. KDKA	188/14.0	---	21.9
8. WSHH-F	8/103	8. WELA-F	157/11.7	---	11.3
WOMP-F	8/181	9. WBZZ-F	141/10.5	---	10.0
WBZZ-F	8/141	10. WOMP-F	137/10.2	---	10.2
WAMO-F	8/ 93	11.			
12.		12.			
13.		13.			
14.		14.			
15.		15.			

12+ FM SHARE (METRO): 62.81% (125 of 199) (SPG 83: 60.37%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WRKY-F	1. WRKY-F	1. WRKY-F	1. WRKY-F	1. WRKY-F	1. WVVA	1. WSTV	1. WRKY-F	1. WRKY-F	1. WRKY-F	1. WRKY-F
2. WDVE-F	2. WDVE-F	2. WSTV	2. WELA-F	2. WELA-F	2. WSTV	2. WRKY-F	2. WSTV	2. WDVE-F	2. WDVE-F	2. WELA-F
3. WBZZ-F	3.	3. WKWK-F	3. WVVA	3. WVVA	3. WELA-F	3. WVVA	3. WVVA	3. WSTV	3. KDKA	3. WVVA
4.	4.	4.	4. WWSW-F	4.	4. WRKY-F	4. WDVE-F	4. WELA-F	4. WELA-F	4. WSTV	4. WDVE-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. WRKY-F	1. WRKY-F	1. WRKY-F	1. WRKY-F	1. WRKY-F	1. WDVE-F	1. WDVE-F	1. WRKY-F	1. WRKY-F	1. WRKY-F
2. WDVE-F	2. WDVE-F	2. WWSW-F	2. WWSW-F	2. WVVA	2. WRKY-F	2. WRKY-F	2. WDVE-F	2. WWSW-F	2. WELA-F
3. WAMO-F	3. WWSW-F	3. WVVA	3.	3. WELA-F	3. WBZZ-F	3. WKWK-F	3. WKWK-F	3.	3. WDVE-F
4.	4.	4. WAMO-F	4.	4. WWSW-F	4.	4.	4.	4.	4.
5.	5.	5. WDVE-F	5.	5.	5.	5.	5.	5.	5.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		46 (5)	46 (5)	23.1	WLIT 950 Steubenville 2.8/8.8
AOR		19 (1)	19 (1)	9.5	WDJQ-F 92.5 Alliance 1.4/4.2
AC/OLDIES/SOFT ROCK	6 (1)	16 (2)	22 (3)	11.1	WHOT-F 101.1 Youngstown .5/3.3
MOR/VARIETY	23 (3)		23 (3)	11.6	WKBN-F 98.9 Youngstown .5/1.7
COUNTRY	16 (1)	18 (3)	34 (4)	17.1	WKWK 1400 Wheeling 1.9/5.0
BLACK/URBAN		8 (1)	8 (1)	4.0	WOHI 1490 East Liverpool 2.8/4.5
BTFM MUSIC		18 (3)	18 (3)	9.0	WOMP 1290 Bellaire 1.4/2.4
NEWS/TALK	3 (1)	3 (1)	3 (1)	1.5	WOMP-F 100.5 Bellaire 2.4/10.2
NOSTALGIA	24 (2)		24 (2)	12.1	WOVK-F 98.7 Wheeling 1.9/5.1
RELIGION	2 (1)		2 (1)	1.0	WPIT 731 Pittsburgh .9/2.0
SPANISH					WQXK-F 105.1 Salem, OH .5/1.9
CLASSICAL					
UNKNOWN/OTHERS					

199 (24)

RADIO STATIONS

WEIR, 1430, 1 KW (DA-2), MOR	\$16.00 (Masla)	Gilcom	John Rambo
WLIT, 950, 1 KW (DAYS, DA), AC	NBC, \$11.00 (Regional)		Fred Staffilino
WSTV, 1340, 1 KW/250 W, MOR/NOST	MBS, \$29.00* (Mc-Guild)	Associated	Tom Day
WRKY-F, 103.5, 12 KW @ 880, CHR (TH)	RKO, \$33.00* (Mc-Guild)	Associated	Tom Day
WELA-F, 104.3, 50 KW @ 335, COUNTRY	, \$ 9.00 (Regional)	(E. LIVERPOOL)	Bernard Brobst

Other ranked stations - See Pittsburgh or Wheeling

TALLAHASSEE

Arbitron Rank/Pop (12+): 157/148,000  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 188/203,500  
 ADI # 127  
 Average Person Rating: 17.6  
 Market TSL: 23.6 hours

Stations: 12/9  
 Diaries: 550/269:1/48.4%  
 Sample Target: 550  
 Standard Error: .893  
 % Below Line: 6.5  
 % Not Listed: 11.5

Est 1983 Revenue: \$4,400,000  
 CSI: 1.7 B11  
 CSI HH: \$23,721  
 Retail \$: 1.2 B11  
 Pop per Station: 16,444

12+ METRO	1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82
1. WANN	49/18.8	---	20.2	---	21.3
2. WGLF-F	48/18.4	---	13.7	---	11.9
3. WNNX-F	33/12.6	---	10.3	---	---
4. WBGW-F	25/ 9.6	---	7.2	---	12.3
5. WTNT-F	21/ 8.0	---	3.4	---	7.1
6. WQWD-F	14/ 5.4	---	8.7	---	10.8
7. WTAL	12/ 4.6	---	4.6	---	3.4
8. WTNT	11/ 4.2	---	7.6	---	7.5
9. WWSF-F	10/ 3.8	---	3.0	---	---
10. WPAP-F	4/ 1.5	---	2.3	---	5.2
11.					
12.					
13.					
14.					
15.					

12+ TSA	1/4/CUME	12+ METRO	CUME/RATING	FAL 83	SPG 83
1. WGLF-F	70/1029	1. WGLF-F	602/40.7	---	40.1
2. WANN	69/ 451	2. WBGW-F	411/27.8	---	28.4
3. WTNT-F	48/ 637	3. WNNX-F	359/24.3	---	17.3
4. WNNX-F	36/ 392	4. WTNT-F	292/19.7	---	9.0
5. WBGW-F	36/ 629	5. WANN	289/19.5	---	20.9
6. WWSF-F	35/ 360	6. WQWD-F	263/17.8	---	21.7
7. WJAD-F	29/ 328	7. WTNT	213/14.4	---	19.7
8. WPAP-F	20/ 236	8. WWSF-F	155/10.5	---	8.7
9. WQWD-F	14/ 294	9. WTAL	121/ 8.2	---	10.0
10. WTAL	12/ 129	10. WPAP-F	119/ 8.0	---	8.2
	WTNT	12/ 232			
12.					
13.					
14.					
15.					

12+ FM SHARE (METRO): 67.53% (156 of 231) (SPG 83: 58.48%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WGLF-F	1. WGLF-F	1. WANN	1. WNNX-F	1. WANN	1. WNNX-F	1. WGLF-F	1. WGLF-F	1. WGLF-F	1. WGLF-F	1. WANN
2. WANN	2. WANN	2. WGLF-F	2. WANN	2. WANN	2. WANN	2. WANN	2. WANN	2. WANN	2. WWSF-F	2. WGLF-F
3. WBGW-F	3. WNNX-F	3. WNNX-F	3. WGLF-F	3. WGLF-F	3. WTNT-F	3. WNNX-F	3. WNNX-F	3. WNNX-F	3. WNNX-F	3. WNNX-F
4. 4. WNNX-F	4. WBGW-F	4. WBGW-F	4. WBGW-F	4. WBGW-F	4. WTAL	4. WBGW-F	4. WBGW-F	4. WBGW-F	4. 4.	4. WBGW-F
5. 5.	5. 5.	5. 5.	5. 5.	5. 5.	5. 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. WANN	1. WGLF-F	1. WGLF-F	1. WGLF-F	1. WNNX-F	1. WGLF-F	1. WGLF-F	1. WANN	1. WANN	1. WANN
2. WGLF-F	2. WANN	2. WANN	2. WBGW-F	2. WANN	2. WANN	2. WGLF-F	2. WGLF-F	2. WNNX-F	2. WNNX-F
3. 3.	3. WNNX-F	3. WNNX-F	3. WANN	3. WGLF-F	3. WQWD-F	3. WBGW-F	3. WBGW-F	3. WNNX-F	3. WBGW-F
4. 4.	4. WBGW-F	4. WBGW-F	4. WNNX-F	4. WBGW-F	4. 4.	4. WNNX-F	4. 4.	4. 4.	4. WGLF-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		49 (2)	49 (2)	21.2	WCVC 1330 Tallahassee 1.1/3.0
AOR		14 (1)	14 (1)	6.1	
AC/OLDIES/SOFT ROCK		25 (1)	25 (1)	10.8	WJAD-F 97.3 Bainbridge, GA .4/4.6
MOR/VARIETY	11 (1)		11 (1)	4.8	
COUNTRY		68 (4)	68 (4)	29.4	
BLACK/URBAN	49 (1)		49 (1)	21.2	
BTFL MUSIC					
NEWS/TALK					
NOSTALGIA	12 (1)		12 (1)	5.2	
RELIGION	3 (1)		3 (1)	1.3	
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS					
231 (12)					

RADIO STATIONS

WANN, 1070, 10 KW (DAYS), BLACK	SBN,NBN, \$30.38 (Blair)	Robert Badger
WKQE, 1410, 5 KW (DAYS), RELIGION	, \$ NA (Eastman)	Logan Birdsong
WTAL, 1450, 1 KW/250 W, NOSTALGIA (Al Ham)	ABC-E, \$11.00 (P/W)	Don Keyes
WTNT, 1270, 5 KW (DA-N), MOR/TALK	WSJ,CBS,MBS, \$27.25 (Katz)	Jack Lenz
WCVC, 1330, 5 KW (DAYS), RELIGION	, \$ 9.00 (----)	Bill Croos
WBGW-F, 98.9, 100 KW @ 365, AC (Burk-Abr)	ABC-C, \$20.00 (Eastman)	Logan Birdsong
WGLF-F, 104.1, 100 KW @ 440, CHR	ABC-F, \$30.38 (Blair)	Robert Badger
WNNX-F, 95.9, 3 KW @ 300, COUNTRY (TH)	, \$27.50 (Christal)	Dick Drury
WQWD-F, 103.1, 3 KW @ 300, AOR (?)	RKO, \$31.50 (Torbet)	Tom Kennington
WTNT-F, 94.9, 100 KW @ 840, COUNTRY (Drake-Chen)	, \$27.25 (Katz)	Jack Lenz
WHFL-F, 104.9, 3 KW @ 300, BTFL MUS (KalaMusic)	, \$ NA (HNNH)	
WJAD-F, 97.3, 100 KW @ 850, CHR	RKO, \$16.00 (Selcom)	Charles Rowe
WPAP-F, 92.5, 100 KW @ 1230, COUNTRY	, \$ NA (Mc-Guild)	Bo Bowman
WWSF-F, 101.7, 3 KW @ 300, COUNTRY	MBS, \$ 5.00 (Southern)	(QUINCY)

MISCELLANEOUS COMMENTS

WHFL-F went on the air in June...WCSN changed calls to WTNT-F...WTNT-AM changes from Country to MOR/Talk

TAMPA - ST. PETERSBURG

Arbitron Rank/Pop (12+): 22/1,507,600  
 CMSA Rank/Pop: 20/1,721,000  
 MSA Rank/Pop: 21/1,754,700  
 ADI # 14  
 Average Person Rating: 18.7  
 Market TSL: 25.0 hours

Stations: 23/21  
 Diaries: 1461/1032:1/49.4%  
 Sample Target: 1400  
 Standard Error: .528  
 % Below Line: 4.2  
 % Not Listed: 8.4

Est. 1983 Revenue: \$30,200,000  
 CSI: 15.4 Bil  
 CSI HH: 21.1 M  
 Retail \$: 10.1 Bil  
 Pop per Station: 71,790

12+ METRO	1/4/SHARE	WIN 84	FAL 83	SPG 83	12+ TSA	1/4/CUME	12+ METRO	CUME/ METRO CUME RATING	FAL 83	SPG 83
1. WWBA-F	379/13.5	15.1	14.8	--- 13.8	1. WWBA-F	432/3845	1. WRBQ-F	3919/26.0	28.0	26.8
2. WRBQ-F	315/11.2	11.1	11.7	--- 12.7	2. WRBQ-F	407/5184	2. WWBA-F	3171/21.0	21.1	19.4
3. WQYK-F	244/ 8.7	5.8	5.3	--- 8.0	3. WYNF-F	327/3222	3. WQYK-F	2370/15.7	11.4	13.2
4. WYNF-F	212/ 7.5	6.7	6.1	--- 5.6	4. WQYK-F	301/3148	4. WZNE-F	2349/15.6	14.7	11.5
5. WZNE-F	158/ 5.6	6.0	4.9	--- 3.3	5. WSUN	198/2988	5. WSUN	2135/14.2	11.1	13.4
6. WIQI-F	145/ 5.2	5.9	4.7	--- 4.7	6. WZNE-F	195/2957	6. WYNF-F	2052/13.6	12.3	13.4
7. WDAE	139/ 4.9	5.6	6.3	--- 6.2	7. WDUV-F	183/1913	7. WIQI-F	2005/13.3	11.5	10.7
8. WSUN	134/ 4.8	5.0	4.9	--- 5.2	8. WIQI-F	172/2350	8. WFLA	1610/10.7	10.9	12.1
9. WTMP	94/ 3.3	3.2	3.3	--- 4.0	9. WDAE	145/1624	9. WDAE	1516/10.1	13.8	13.0
10. WMGG-F	91/ 3.2	2.7	2.9	--- 2.9	10. WFLA-F	123/1536	10. WMGG-F	1397/ 9.3	8.4	10.8
11. WFLA	90/ 3.2	3.9	3.5	--- 3.5	11. WLFW	109/ 829	11. WPLP	993/ 6.6	6.8	7.0
12. WLFW	86/ 3.1	2.4	3.1	--- 2.3	12. WTMP	109/1110	12. WRBQ	952/ 6.3	5.3	7.3
13. WGUL-F+	85/ 3.0	2.7	2.3	--- 1.5	13. WAVE-F	108/1091	13. WTMP	872/ 5.8	7.4	7.2
14. WFLP	82/ 2.9	3.6	3.1	--- 3.2	14. WFLA	106/1939	14. WGUL-F+	763/ 5.1	3.2	1.6
15. WFLA-F	69/ 2.5	2.0	3.1	--- 3.5	15. WMGG-F	99/1715	15. WDUV-F	726/ 4.8	5.0	4.3
16.					16. WPLP	96/1216	16. WLFW	666/ 4.4	4.2	3.3
17.					17. WGUL-F+	90/ 854	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): 69.78% (1799 of 2578) (SPG 83: 65.30%)

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. WWBA-F
2. WZNE-F	2. WYNF-F	2. WYNF-F	2. WYK-F	2. WYK-F	2. WQYK-F	2. WWBA-F	2. WQYK-F	2. WRBQ-F	2. WWBA-F	2. WRBQ-F
3. WYNF-F	3. WZNE-F	3. WQYK-F	3. WIQI-F	3. WIQI-F	3. WDAE	3. WQYK-F	3. WRBQ-F	3. WQYK-F	3. WYNF-F	3. WQYK-F
4. WTMP	4. WIQI-F	4. WIQI-F	4. WYNF-F	4. WYNF-F	4. WRBQ-F	4. WSUN	4. WYNF-F	4. WYNF-F	4. WFLA	4. WYNF-F
5.	5. WMGG-F	5. WZNE-F	5. WMGG-F	5. WWBA-F	5. WSUN	5. WYNF-F	5. WIQI-F	5. WZNE-F	5. WZNE-F	5. WZNE-F
6.	6. WAVE-F	6. WMGG-F	6. WSUN	6. WMGG-F	6. WIQI-F	6. WDAE	6. WDAE	6. WIQI-F	6. WQYK-F	6. WSUN
7.	7. WQYK-F	7. WTMP	7. WWBA-F	7. WSUN	7. WLFW	7. WIQI-F	7. WSUN	7. WDAE	7. WDAE	7.
8.	8.	8.	8.	8.	8.	8.	8. WMGG-F	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9. WZNE-F	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10. WFLA-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. WRBQ-F	1. WRBQ-F	1. WRBQ-F	1. WRBQ-F	1. WQYK-F	1. WYNF-F	1. WYNF-F	1. WYNF-F	1. WYNF-F	1. WRBQ-F
2. WYNF-F	2. WYNF-F	2. WYNF-F	2. WIQI-F	2. WRBQ-F	2. WRBQ-F	2. WRBQ-F	2. WRBQ-F	2. WRBQ-F	2. WYNF-F
3. WZNE-F	3. WIQI-F	3. WIQI-F	3. WYNF-F	3. WIQI-F	3. WRBQ-F	3. WZNE-F	3. WZNE-F	3. WMGG-F	3. WQYK-F
4. WTMP	4. WZNE-F	4. WYNF-F	4. WZNE-F	4. WWBA-F	4.	4. WMGG-F	4. WQYK-F	4. WIQI-F	4. WIQI-F
5. WIQI-F	5. WTMP	5. WZNE-F	5. WMGG-F	5. WMGG-F	5.	5. WIQI-F	5. WIQI-F	5. WAVE-F	5. WMGG-F
6. WQYK-F	6. WQYK-F	6. WTMP	6. WFLA-F	6. WSUN	6.	6. WAVE-F	6. WMGG-F	6. WZNE-F	6. WZNE-F
7.	7. WAVE-F	7. WMGG-F	7. WAVE-F	7. WTMP	7.	7.	7.	7.	7.
8.	8.	8.	8. WRXB	8. WYNF-F	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	100 (2)	473 (2)	573 (4)	22.2	WFNN	1470	Dunedin .3/1.0
AOR		212 (1)	212 (1)	8.2	WRBQ	1380	1.7/6.3
AC/OLDIES/SOFT ROCK		366 (4)	366 (4)	14.2	WRXB	1590	1.8/2.5
NOR/VARIETY	101 (2)		101 (2)	3.9	WTAN	1340	.4/1.6
COUNTRY	134 (1)	244 (1)	378 (2)	14.7	WWTY-F	106.3	Holiday 1.0/2.1
BLACK/URBAN	94 (1)		94 (1)	3.6	WAVE-F	102.5	Sarasota 2.2/4.3
BTFL MUSIC		454 (3)	454 (3)	17.6	WDUV-F	103.3	Bradenton 1.6/4.8
NEWS/TALK	90 (2)		90 (2)	3.5			
NOSTALGIA	260 (3)	50 (1)	310 (4)	12.0			
RELIGION							
SPANISH							
CLASSICAL							
UNKNOWN/OTHERS							

2578 (23)

12+ ADI 1/4

RADIO STATIONS

AM STATIONS

WAMA, 860, 500 W (DA-1)	, SPANISH	, \$ 17.00	(Caballero)	Victor Lanz
WCBF, 1010, 50 KW (DAYS, DA)	, RELIGION	, \$ 13.00	(----)	Gore Wes Howard
WDAE, 1250, 5 KW (DA-N)	, NOSTALGIA (primetime)	ABC-I, \$66.00*	(Katz)	Taft Ed Sander
WFLA, 970, 5 KW (DA-N)	, MOR	NBC, \$ 60.00	(Blair)	Blair Al Brady Law
WFNN, 1470, 5 KW (DAYS)	, TALK/NEWS	ABC-T, \$ 20.00	(HNWH)	Gary Hess
WGUL, 1500, 250 W (DAYS)	, NOSTALGIA (Al Ham)	MBS, \$ NA	(Southern)	Ralph Johnson
WHBO, 1050, 250 W (DAYS)	, OLDIES	UPI, \$ NA	(----)	Charles Arton
WLFW, 680, 1 KW (DAYS)	, NOSTALGIA/BTFL	WSJ, \$ 35.00	(----)	Bill Dutcher
WFLP, 570, 1 KW (DA-2)	, TALK	CBS, MBS, \$ 38.00*	(P/W)	Guy Gannett
WRBQ, 1380, 5 KW (DA-N)	, CHR	ABC-F, \$ NA	(Eastman)	Harte Hanks
WSUN, 620, 5 KW (DA-N)	, COUNTRY	ABC-E, RKO II, \$ 78.75	(Mc-Guild)	Plough
WTAN, 1340, 1 KW/250 W	, MOR	ABC-D, \$ 20.00	(S. Katz)	
WYTM, 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	(----)	Paul Major

12+ ADI CUME

FM STATIONS

WFLA-F, 93.3, 100 KW @ 925, CONTEMP/AC	, \$ 52.50	(Blair)	Blair	Al Brady Law
WGUL-F, 105.5, 3 KW @ 300, NOSTALGIA	MBS, \$ NA	(Southern)		Ralph Johnson
WQYK-F, 100.7, 100 KW @ 503, AC	, \$ 76.00*	(Christal)	Gannett	Jay Cook
WMGG-F, 95.7, 100 KW @ 507, OLDIES/AC (Burk-Abr)	, \$ 66.00*	(Selcom)	Metroplex	Jon Pinch
WQYK-F, 99.5, 100 KW @ 550, COUNTRY	, \$ 75.00*	(Torbet)	Lake Huron	Rod Brosig
WRBQ-F, 104.7, 100 KW @ 555, CHR	ABC-F, \$125.00*	(Eastman)	Harte Hanks	Mike Osterhaut
WVBA-F, 107.3, 100 KW @ 649, BTFL MSU	WSJ, \$110.00*	(Republic)	Metromedia	Bill Burns
WYNF-F, 94.9, 100 KW @ 1460, AOR	ABC-R, \$ 79.00*	(Katz)	Taft	Dave Milner
WZNE-F, 97.9, 100 KW @ 639, CHR (Burk-Abr)	Source, \$ 60.00	(HNWH)	Plough	Gary Hines

WDUV, WAVE - See Sarasota

WVFM - See Lakeland

ADI FM SHARE:

71.70%

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

MISCELLANEOUS COMMENTS

WSRZ-F becomes WAVE-F  
WQJC-F changes back to WFLA-F

WFLA-F" from Country to AC

WPLP: sold to Guy Gannett  
for \$850,000

WZNE-F making inroads on  
WRBQ...

WSUN: from Plough to Taft  
for \$7,500,000

WDAE: from Taft to Gannett  
for \$5,700,000 (est)

WZNE-F: from Plough to DKM  
for an estimated \$8,600,000

TERRE HAUTE

Arbitron Rank/Pop (12+): 156/148,500  
 CMA Rank/Pop: NA  
 NSA Rank/Pop: 247/136,900  
 ADI # 123  
 Average Person Rating: 14.8  
 Market TSL: 20.0 hours

Stations: 15/10  
 Diaries: 635/234:1/59.1%  
 Sample Target: 550  
 Standard Error: .744  
 % Below Line: 3.4  
 % Not Listed: 7.7

Est 1983 Revenue: \$3,000,000  
 CSI: 1.1 Bil  
 CSI HH: \$20,692  
 Retail %: .9 Bil  
 Pop per Station: 14,859

12+ METRO	1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82	12+ TSA 1/4/CUME	12+ METRO CUME/METRO CUME RATING	FAL 83	SPG 83	
1.	WTHI-F	47/21.4	---	19.5	---	17.0	1. WPFR-F	542/36.5	---	30.9
2.	WPFR-F	46/20.9	---	13.6	---	18.8	2. WTHI-F	497/33.5	---	32.2
3.	WZZQ-F	28/12.7	---	7.6	---	9.2	3. WVTs-F	423/28.5	---	33.0
4.	WVTS-F	26/11.8	---	19.5	---	11.0	4. WZZQ-F	322/21.7	---	14.3
5.	WTHI	18/ 8.2	---	9.3	---	6.0	5. WBOW	300/20.2	---	30.8
6.	WBOW	17/ 7.7	---	9.3	---	11.9	6. WTHI	243/16.4	---	18.1
7.	WVFR-F	7/ 3.2	---	.8	---	---	7. WPFR	89/ 6.0	---	9.3
8.	WPFR	5/ 3.4	---	4.2	---	6.4	8. WVFR-F	86/ 5.8	---	3.8
9.	WACF-F	3/ 1.4	---	.4	---	.5	9. WACF-F	69/ 4.6	---	2.9
10.							10.			
11.							11.			
12.							12.			
13.							13.			
14.							14.			
15.							15.			

12+ FM SHARE (METRO): 78.33% (159 of 203) (SPG 83: 69.63%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID	
1.	WPFR-F	1. WPFR-F	1. WPFR-F	1. WTHI-F	1. WTHI-F	1. WTHI-F	1. WTHI-F	1. WTHI-F	1. WPFR-F	1. WPFR-F	1. WTHI-F
2.	WVTS-F	2. WZZQ-F	2. WZZQ-F	2. WPFR-F	2. WPFR-F	2. WTHI	2. WPFR-F	2. WPFR-F	2. WTHI-F	2. WZZQ-F	2. WPFR-F
3.	WZZQ-F	3. WVTs-F	3. WTHI-F	3. WVTs-F	3. WVTs-F	3. WBOW	3. WVTs-F	3. WZZQ-F	3. WZZQ-F	3. WTHI-F	3. WVTs-F
4.		4. WTHI-F	4. WVTs-F	4.	4. WBOW	4. WPFR-F	4. WZZQ-F	4. WVTs-F	4. WVTs-F	4. WVTs-F	4. WZZQ-F
5.		5.	5.	5.	5.	5.	5. WBOW	5.	5.	5.	5. WTHI

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.	WPFR-F	1. WPFR-F	1. WPFR-F	1. WPFR-F	1. WZZQ-F	1. WPFR-F	1. WPFR-F	1. WPFR-F	1. WTHI-F
2.	WZZQ-F	2. WVTs-F	2. WVTs-F	2. WVTs-F	2. WPFR-F	2. WZZQ-F	2. WZZQ-F	2. WTHI-F	2. WPFR-F
3.	WVTs-F	3. WZZQ-F	3. WTHI-F	3. WTHI-F	3.	3.	3. WTHI-F	3. WVTs-F	3. WBOW
4.		4.	4. WZZQ-F	4.	4.	4.	4. WVTs-F	4. WZZQ-F	4. WVTs-F
5.		5.	5.	5.	5.	5.	5.	5.	5.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP	1 (1)	72 (2)	73 (3)	36.0	WAXI-F 104.9 Rockville .5/4.0
AOR		28 (1)	28 (1)	13.8	WVNI 1550 Sullivan .5/ .8
AC/OLDIES/SOFT ROCK					WGN 720 Chicago .5/2.3
MOR/VARIETY	38 (5)		38 (5)	18.7	WIAI-F 99.1 Danville, IL .5/1.5
COUNTRY		52 (4)	52 (4)	25.6	WIBC 1070 Indianapolis .5/2.0
BLACK/URBAN					WLS 890 Chicago .5/3.7
BTFL MUSIC	5 (1)		5 (1)	2.5	
NENS/TALK					
NOSTALGIA					
RELIGION		7 (1)	7 (1)	3.4	
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS					

203 (15)

RADIO STATIONS

WBOW, 1230, 1 KW/250 W	, MOR/AC	ABC-I, \$12.25 (mc-Guild)	Contemp Media
WPFR, 1300, 500 W (DAYS)	, BTFL MUS	CBS, \$11.50 (Selcom)	Oak Ridge Boys
WTHI, 1480, 5 KW/1 KW (DA-2), NOSTALGIA/MOR		CBS, \$19.00* (Katz)	Jerry Scott Russ Arnold
WPFR-F, 102.7, 50 KW @ 500, CHR		ABC-F, \$26.00* (Selcom)	Oak Ridge Boys
WTHI-F, 50 KW @ 500, COUNTRY		CBS, \$29.00* (Katz)	Jerry Scott Russ Arnold
WVTS-F, 100.7, 50 KW @ 500, CHR (TM)		CBS-R, \$17.00 (Weiss)	Bob Rouse
WVFR-F, 105.5, 3 KW @ 300, RELIGION		, \$10.00 (----)	Howard Huey
WZZQ-F, 107.5, 26 KW @ 670, CHR/AOR		ABC-E, \$16.00 (Mc-Guild)	Contemp Media
WAXI-F, 104.9, 1.2 KW @ 440, COUNTRY/BTFL		, \$ 9.00 (----)	(ROCKVILLE)
WACF-F, 98.5, 50 KW @ 500, COUNTRY		ABC-E, \$ 9.00 (----)	(PARIS, IL)
			Bob Rouse William Brown

TOLEDO

Arbitron Rank/Pop (12+): 53/653,600  
 CMA Rank/Pop: NA  
 MSA Rank/Pop: 73/618,800  
 ADI # 60  
 Average Person Rating: 17.7  
 Market TSL: 23.3 hours

Stations: 26/14  
 Diaries: 1192/548:1/52.5%  
 Sample Target: 1010  
 Standard Error: .594  
 % Below Line: 17.4  
 % Not Listed: 9.0

Est 1983 Revenue: \$11,700,000  
 CSI: 6.4 B11  
 CSI HH: 27.9 M  
 Retail \$: 4.3 B11  
 Pop per Station: 46,686

		FAL	SPG	FAL	SPG
12+ METRO	1/4/SHARE	83	83	82	82
1. WLQR-F	130/11.3	9.0	8.3	10.9	11.2
2. NSPD	114/ 9.9	8.8	9.4	9.7	9.6
3. WIOT-F	105/ 9.1	10.3	12.2	11.7	13.6
4. WRQN-F	94/ 8.1	4.4	---	---	---
5. WKLR-F	87/ 7.5	9.2	8.0	8.5	7.3
6. WJR	76/ 6.6	5.9	5.0	5.3	6.7
7. WWM-F	70/ 6.1	5.2	7.8	6.5	3.4
8. WMHE-F	69/ 6.0	7.5	7.5	8.0	10.8
9. WTOP	54/ 4.7	5.2	6.0	6.0	4.5
10. WCWA	51/ 4.4	3.2	5.4	6.0	3.8
11. WVOI	29/ 2.5	3.3	1.3	1.7	2.3
12. WOHO	27/ 2.3	4.1	4.1	3.2	4.6
13. WTWR-F	26/ 2.3	2.3	1.3	.9	1.2
14.					
15.					

	12+ TSA	1/4/CUME	12+ METRO	CUME/	FAL	SPG
			METRO	CUME	83	83
1. WLQR-F	163	1806	1. WIOT-F	1527/23.4	24.4	25.9
2. WIOT-F	145	2068	2. WLQR-F	1455/22.3	16.7	17.6
3. WJR	122	1669	3. WSPD	1367/20.9	21.9	23.8
4. WSPD	120	1466	4. WRQN-F	1227/18.8	13.1	---
	WRQN-F	120/1546	5. WJR	1103/16.9	13.4	13.2
6. WKLR-F	111	1351	6. WMHE-F	1062/16.2	19.1	20.1
7. WMHE-F	99	1441	7. WKLR-F	1052/16.1	16.2	15.9
8. WWM-F	78	1067	8. WWM-F	965/14.8	17.8	17.4
9. WTOP	62	644	9. WCWA	635/ 9.7	8.5	9.9
10. WCWA	52	654	10. WOHO	609/ 9.3	12.9	12.9
11.			11. WTOP	506/ 7.7	7.2	8.1
12.			12. CKLW	441/ 6.7	9.2	11.0
13.			13. WTWR-F	405/ 6.2	6.5	5.3
14.			14.			
15.			15.			

12+ FM SHARE (METRO): 62.32% (655 of 1051) (SPG 83: 60.54%)

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. NIOT-F	1. NIOT-F	1. WWM-F	1. WKLR-F	1. WLQR-F	1. WSPD	1. WLQR-F	1. WLQR-F	1. WJR	1. WLQR-F
2. WIOT-F	2. WWM-F	2. WWM-F	2. WKLR-F	2. WLQR-F	2. WSPD	2. WLQR-F	2. WRQN-F	2. WIOT-F	2. WIOT-F	2. WRQN-F
3.	3. WMHE-F	3. WKLR-F	3. WLQR-F	3. WWM-F	3. WJR	3. WIOT-F	3. WMHE-F	3. WIOT-F	3. WSPD	3. WKLR-F
4.	4. WRQN-F	4. WMHE-F	4. WMHE-F	4. WJR	4. WKLR-F	4. WKLR-F	4. WIOT-F	4. WKLR-F	4. WRQN-F	4. WIOT-F
5.	5. WKLR-F	5. WRQN-F	5. WIOT-F	5. WMHE-F	5. WTOP	5. WJR	5. WWM-F	5. WSPD	5. WLQR-F	5. WWM-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. WRQN-F	1. WMHE-F	1. WMHE-F	1. WWM-F	1. WLQR-F	1. WIOT-F	1. WIOT-F	1. WIOT-F	1. WIOT-F	1. WKLR-F
2. WMHE-F	WRQN-F	WKLR-F	2. WKLR-F	2. WKLR-F	2.	2. WWM-F	2. WWM-F	2. WJR	2. WJR
3. WIOT-F	3. WWM-F	3. WRQN-F	3. WMHE-F	3. WWM-F	3.	3. WMHE-F	3. WJR	3. WMHE-F	3. WLQR-F
4. WKLR-F	WKLR-F	WWM-F	4. WRQN-F	4. WMHE-F	4.	4. WRQN-F	4. WKLR-F	4. WJR	4. WLQR-F
5. WLQR-F	5. WIOT-F	5. WLQR-F	5. WIOT-F	5. WSPD	5.	5. WJR	5. WMHE-F	5. WKLR-F	5. WWM-F

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		198 (4)	198 (4)	18.8	WFOB 1430 Fostoria .4/1.3
AOR		131 (3)	131 (3)	12.5	WJYM 730 Bowling Green .6/1.2
AC/OLDIES/SOFT ROCK	42 (2)	78 (3)	120 (5)	11.4	CKLW 800 Windsor 1.3/6.7
MOR/VARIETY	195 (3)		195 (3)	18.6	WCXI 1130 Detroit .7/1.3
COUNTRY	62 (2)	107 (3)	169 (5)	16.1	WCXI-F 92.3 Detroit .4/1.3
BLACK/URBAN	29 (1)	11 (1)	40 (2)	3.8	WHYT-F 96.3 Detroit .8/3.2
BTFL MUSIC		130 (1)	130 (1)	12.4	WJLB-F 97.9 Detroit 1.0/2.2
NEWS/TALK	10 (1)		10 (1)	1.0	WLLZ-F 98.7 Detroit 1.2/4.3
NOSTALGIA	51 (1)		51 (1)	4.9	WJMC-F 94.7 Detroit .3/1.4
RELIGION	7 (1)		7 (1)	0.7	WNIC-F 100.3 Detroit .3/1.5
SPANISH					WRIF-F 101.1 Detroit 1.0/4.5
CLASSICAL					WWJ 950 Detroit .9/2.0
UNKNOWN/OTHERS					WWW-F 106.7 Detroit 1.3/2.3

1051 (26)

RADIO STATIONS

WCWA, 1230, 1 KM/250 W	NOSTALGIA (Primetime)	MBS, \$25.00* (Mc-Guild)	Reams	Bob Lafferty
WOHO, 1470, 1 KM (DA-2)	AC/MOR	ABC-E, \$27.00* (Torbet)	Booth	Bill Niederman
WSPD, 1370, 5 KM (DA-N)	MOR ST	NBC, \$48.00 (Katz)		Jim White
WTOP, 1560, 5 KM (DAYS,DA)	COUNTRY	ABC-I, \$34.00* (Masla)	Booth	Clyde Roberts
WVOI, 1520, 1 KM (DA-2)	BLACK	SBN, \$16.00 (Lazar)	Jacor	Chuck Welch
WIOT-F, 104.7, 50 KW @ 620, AOR (Burk-Abr)		, \$65.00 (Mc-Guild)	Reams	Bob Lafferty
WKLR-F, 99.9, 50 KW @ 500, COUNTRY		ABC-E, \$44.00* (Masla)	Booth	Clyde Roberts
WLQR-F, 101.5, 15 KW @ 810, BTFL MUS (SRP)		, \$62.00 (Katz)		Tom Girocco
WMHE-F, 92.5, 50 KW @ 480, CONTEMP/AC		ABC-F, \$60.00 (Christal)		Ruth Ray
WWM-F, 105.5, 3 KW @ 340, AC		, \$28.00* (Torbet)		Bill Niederman
WRQN-F, 93.5, 3 KW @ 176, CHR		, \$17.00 (Weiss)	(BOWLING GREEN)	
WTWR-F, 98.3, 3 KW @ 300, CHR		MBS, \$18.00 (----)	(MONROE, MI)	Bruce Losnick

TOPEKA

Arbitron Rank/Pop (12+): 151/157,300  
 CMA Rank/Pop: NA  
 MSA Rank/Pop: 230/154,800  
 ADI # 145  
 Average Person Rating: 17.2  
 Market TSL: 22.9 hours

Stations: 17/8  
 Diaries: 641/245:1/49.9%  
 Sample Target: 550  
 Standard Error: .790  
 % Below Line: 22.6  
 % Not Listed: 10.3

Est 1983 Revenue: \$4,925,000  
 CSI: 1.5 Bill  
 CSI HH: \$25,338  
 Retail \$: 1.0 Bill  
 Pop per Station: 19,663

	FAL	SPG	FAL	SPG
12+ METRO	1/4/SHARE	83	83	82
1. KDVV-F	34/12.5	---	13.0	---
2. WIBW-F	33/12.2	---	3.8	---
3. KTPK-F	22/ 8.1	---	17.2	---
WIBW	22/ 8.1	---	6.5	---
5. KTOP	21/ 7.7	---	6.1	---
6. WREN	21/ 7.7	---	7.3	---
7. KYYS-F	19/ 7.0	---	5.3	---
KSKX	19/ 7.0	---	8.0	---
9. KMAJ-F	16/ 5.9	---	9.9	---
10. WDAF	12/ 4.4	---	1.9	---
11.				
12.				
13.				
14.				
15.				

12+ TSA	1/4/CUME	12+ METRO	CUME/	FAL	SPG
		METRO	CUME RATING	83	83
1. WIBW-F	106/1299	1. KDVV-F	421/26.8	---	26.9
2. WDAF	72/ 899	2. WIBW-F	411/26.1	---	19.3
3. WIBW	52/ 771	3. WIBW	319/20.3	---	21.0
4. KDVV-F	39/ 526	4. WREN	289/18.4	---	17.7
5. KTPK-F	33/ 405	5. KMAJ-F	259/16.5	---	17.7
6. KYYS-F	30/ 486	6. KTPK-F	252/16.0	---	26.9
7. KMAJ-F	24/ 351	7. KTOP	227/14.4	---	12.8
WREN	24/ 368	8. KSKX	224/14.2	---	17.3
9. KTOP	21/ 244	9. KYYS-F	217/13.8	---	12.0
KZZC-F	21/ 389	10. WDAF	185/11.8	---	11.6
11. KSKX	20/ 285	11.			
12.		12.			
13.		13.			
14.		14.			
15.		15.			

12+ FM SHARE (METRO): 57.20% (139 of 243) (SPG 83: 65.27%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KDVV-F	1. KDVV-F	1. KDVV-F	1. WIBW-F	1. WIBW-F	1. KTOP	1. KDVV-F	1. KDVV-F	1. KDVV-F	1. WIBW	1. WIBW-F
KYYS-F	2. WIBW-F	2. WIBW-F	2. KTPK-F	2. KTPK-F	2. KSKX	2. WIBW-F	2. WIBW-F	2. WIBW-F	2. WREN	2. KDVV-F
3. WIBW-F	3. KYYS-F	3. KTPK-F	3. WREN	3. KSKX	3. KTPK-F	3. KTPK-F	3. KTPK-F	3. KYYS-F	3. KDVV-F	3. KTOP
4.	4. KMAJ-F	4. KMAJ-F	4. KMAJ-F	4. KMAJ-F	4. WIBW	4. WIBW	4. KSKX	4. KTPK-F	4. KYYS-F	4. KYYS-F
5.	KTPK-F	5. KSKX	KDVV-F	WREN	5.	5. KSKX	5.	KSKX	5. WIBW-F	5. KTPK-F
		WREN	KSKX	6. KDVV-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. KDVV-F	1. KDVV-F	1. KDVV-F	1. WIBW-F	1. WIBW-F	1. KDVV-F	1. KDVV-F	1. WIBW-F	1. WIBW-F	1. WIBW-F
2. KYYS-F	2. WIBW-F	2. WIBW-F	2. KDVV-F	2. KTPK-F	2. WIBW-F	WIBW-F	2. KDVV-F	2. KMAJ-F	2. KSKX
3. WIBW-F	3. KYYS-F	3. KTPK-F	WREN	3. KSKX	3. KYYS-F	3. KYYS-F	3. KTPK-F	KTPK-F	KTPK-F
4.	4.	4. KMAJ-F	4.	4.	4.	4.	4.	WREN	4. KMAJ-F
5.	5.	5.	5.	5.	5.	5.	5.	5.	WREN

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO	SHARE & CUME RATING
TOP 40/CHR/CONTEMP		67 (2)	67 (2)	27.6	KCMO	810 Kansas City 3.0/6.3
AOR		29 (2)	29 (2)	11.9	KCMO-F	94.9 Kansas City .4/1.9
AC/OLDIES/SOFT ROCK	22 (2)	18 (2)	40 (4)	16.5	KLZR-F	105.7 Lawrence .7/3.8
MOR/VARIETY	43 (2)		43 (2)	17.7	KMBR-F	99.7 Kansas City .7/3.4
COUNTRY	31 (2)	23 (2)	54 (4)	22.2	KUDL-F	98.1 Kansas City .7/1.9
BLACK/URBAN					KZZC-F	98.9 Kansas City 3.0/9.5
BTFM MUSIC		2 (1)	2 (1)	0.8	WHB	710 Kansas City .4/2.7
NEWS/TALK	8 (1)		8 (1)	3.3		
NOSTALGIA						
RELIGION						
SPANISH						
CLASSICAL						
UNKNOWN/OTHERS						

243 (17)

RADIO STATIONS

KSKX, 1440, 5 KW/1 KW (DA-2), COUNTRY	ABC-I, \$16.00* (Torbet)	Fritz Reynolds
KTOP, 1490, 1 KW/250 W, MOR	MBS, \$17.50 (Blair)	Don Neer
WIBW, 580, 5 KW (DA-N), MOR	MBS, CBS, \$40.50 (Katz)	Dick Painter
WREN, 1250, 5 KW (DA-N), OLDIES/AC	RKO II, \$17.25 (Eastman)	Gary Dick
KDVV-F, 100.3, 100 KW @ 260, CHR	, \$26.00 (Blair)	Don Neer
KMAJ-F, 107.7, 100 KW @ 460, AC	ABC-I, \$25.00* (Torbet)	Fritz Reynolds
KTPK-F, 106.9, 100 KW @ 433, COUNTRY (Radio Arts)	, \$27.00* (HNWH)	Pat Powers
WIBW-F, 97.3, 100 KW @ 1217, CHR (White)	Source, \$15.50 (Katz)	Dick Painter



TUCSON

Arbitron Rank/Pop (12+): 64/498,300  
 CMA Rank/Pop: NA  
 NSA Rank/Pop: 80/580,800  
 ADI #: 87  
 Average Person Rating: 16.4  
 Market TSL: 12.0 hours

Stations: 17/17  
 Diaries: 886/562:1/55.2%  
 Sample Target: 790  
 Standard Error: .647  
 Below Line: 0  
 Not Listed: 8.7

Est 1983 Revenue: \$9,600,000  
 CSI: 5.2 Bil  
 CSI MH: 23.6 M  
 Retail \$: 3.0 Bil  
 Pop per Station: 29,312

12+ METRO	1/4/ASHARE	FAL 83	SFG 83	FAL 82	SFG 82
1. KRQQ-F	114/13.9	9.4	9.3	5.4	7.4
2. KJYK-F	87/10.5	5.7	11.9	8.4	12.6
3. KJYK-F	88/11.2	11.0	11.2	11.6	9.0
4. KJYK-F	43/7.7	8.4	6.7	6.3	7.9
5. KJYK-F	56/6.5	8.7	10.1	10.7	10.0
6. KJYK-F	51/6.2	1.8	3.2	2.6	3.3
7. KJYK-F	57/6.2	4.5	5.6	6.0	7.4
8. KJYK-F	47/5.7	4.4	6.0	7.0	3.7
9. KJYK-F	18/4.8	7.3	4.3	4.6	4.7
10. KJYK-F	33/4.8	5.1	6.0	5.6	6.1
11. KJYK-F	12/3.5	5.1	3.5	5.7	4.7
12. KJYK-F	12/3.5	4.1	3.6	4.1	4.9
13. KJYK-F	21/3.4	3.1	2.5	3.2	2.1
14. KJYK-F	18/3.2	1.6	2.2	1.4	2.3
15. KJYK-F	18/3.2	3.3	2.5	2.8	3.2

12+ TSA	1/4/CUME
1. KRQQ-F	127/1563
2. KJYK-F	93/1085
3. KJYK-F	71/877
4. KJYK-F	70/773
5. KJYK-F	57/1054
6. KJYK-F	54/704
7. KJYK-F	50/337
8. KJYK-F	47/692
9. KJYK-F	39/557
10. KJYK-F	38/639
KJYK-F	38/384
12. KJYK-F	34/795
13. KJYK-F	28/533
14. KJYK-F	18/250
15. KJYK-F	13/369

12+ METRO CUME/METRO	CUME/RATING	FAL 83	SFG 83
1. KRQQ-F	1425/28.6	25.6	26.8
2. KJYK-F	1002/20.1	24.5	24.6
3. KJYK-F	993/19.9	17.4	18.2
4. KJYK-F	791/15.9	18.6	18.8
5. KJYK-F	758/15.2	19.4	20.9
6. KJYK-F	692/13.9	13.4	16.2
7. KJYK-F	673/13.5	15.5	16.1
8. KJYK-F	651/13.1	6.2	7.0
9. KJYK-F	584/11.7	13.2	15.8
10. KJYK-F	557/11.2	16.9	12.3
11. KJYK-F	530/10.6	10.2	8.7
12. KJYK-F	352/7.1	10.1	7.5
13. KJYK-F	337/6.8	7.4	7.5
14. KJYK-F	309/6.2	8.0	5.2
15. KJYK-F	250/5.0	4.0	4.4

12+ BY GENDER (METRO): 56.7% (379 of 748) (SFG 83: 46.2%)

12+ MEN	12+ WOM	12+ MEN	12+ WOM	12+ MEN	12+ WOM	12+ MEN	12+ WOM	12+ MEN	12+ WOM	12+ MEN	12+ WOM
1. KRQQ-F	1. KRQQ-F	1. KRQQ-F	1. KRQQ-F	1. KRQQ-F	1. KRQQ-F	1. KRQQ-F	1. KRQQ-F	1. KRQQ-F	1. KRQQ-F	1. KRQQ-F	1. KRQQ-F
2. KJYK-F	2. KJYK-F	2. KJYK-F	2. KJYK-F	2. KJYK-F	2. KJYK-F	2. KJYK-F	2. KJYK-F	2. KJYK-F	2. KJYK-F	2. KJYK-F	2. KJYK-F
3. KJYK-F	3. KJYK-F	3. KJYK-F	3. KJYK-F	3. KJYK-F	3. KJYK-F	3. KJYK-F	3. KJYK-F	3. KJYK-F	3. KJYK-F	3. KJYK-F	3. KJYK-F
4. KJYK-F	4. KJYK-F	4. KJYK-F	4. KJYK-F	4. KJYK-F	4. KJYK-F	4. KJYK-F	4. KJYK-F	4. KJYK-F	4. KJYK-F	4. KJYK-F	4. KJYK-F
5. KJYK-F	5. KJYK-F	5. KJYK-F	5. KJYK-F	5. KJYK-F	5. KJYK-F	5. KJYK-F	5. KJYK-F	5. KJYK-F	5. KJYK-F	5. KJYK-F	5. KJYK-F
6. KJYK-F	6. KJYK-F	6. KJYK-F	6. KJYK-F	6. KJYK-F	6. KJYK-F	6. KJYK-F	6. KJYK-F	6. KJYK-F	6. KJYK-F	6. KJYK-F	6. KJYK-F
7. KJYK-F	7. KJYK-F	7. KJYK-F	7. KJYK-F	7. KJYK-F	7. KJYK-F	7. KJYK-F	7. KJYK-F	7. KJYK-F	7. KJYK-F	7. KJYK-F	7. KJYK-F
8. KJYK-F	8. KJYK-F	8. KJYK-F	8. KJYK-F	8. KJYK-F	8. KJYK-F	8. KJYK-F	8. KJYK-F	8. KJYK-F	8. KJYK-F	8. KJYK-F	8. KJYK-F
9. KJYK-F	9. KJYK-F	9. KJYK-F	9. KJYK-F	9. KJYK-F	9. KJYK-F	9. KJYK-F	9. KJYK-F	9. KJYK-F	9. KJYK-F	9. KJYK-F	9. KJYK-F
10. KJYK-F	10. KJYK-F	10. KJYK-F	10. KJYK-F	10. KJYK-F	10. KJYK-F	10. KJYK-F	10. KJYK-F	10. KJYK-F	10. KJYK-F	10. KJYK-F	10. KJYK-F
11. KJYK-F	11. KJYK-F	11. KJYK-F	11. KJYK-F	11. KJYK-F	11. KJYK-F	11. KJYK-F	11. KJYK-F	11. KJYK-F	11. KJYK-F	11. KJYK-F	11. KJYK-F
12. KJYK-F	12. KJYK-F	12. KJYK-F	12. KJYK-F	12. KJYK-F	12. KJYK-F	12. KJYK-F	12. KJYK-F	12. KJYK-F	12. KJYK-F	12. KJYK-F	12. KJYK-F
13. KJYK-F	13. KJYK-F	13. KJYK-F	13. KJYK-F	13. KJYK-F	13. KJYK-F	13. KJYK-F	13. KJYK-F	13. KJYK-F	13. KJYK-F	13. KJYK-F	13. KJYK-F
14. KJYK-F	14. KJYK-F	14. KJYK-F	14. KJYK-F	14. KJYK-F	14. KJYK-F	14. KJYK-F	14. KJYK-F	14. KJYK-F	14. KJYK-F	14. KJYK-F	14. KJYK-F
15. KJYK-F	15. KJYK-F	15. KJYK-F	15. KJYK-F	15. KJYK-F	15. KJYK-F	15. KJYK-F	15. KJYK-F	15. KJYK-F	15. KJYK-F	15. KJYK-F	15. KJYK-F

OTHER RATED STATIONS/METRO SHARE	6 CUME RATING
KJYK-F	92.1 Green Valley 1.0/1.8
KJYK-F	690 Tucson 1.0/3.3



UTICA-ROME

Arbitron Rank/Pop (12+): 115/264,200  
 CMA Rank/Pop: NA  
 MSA Rank/Pop: 131/315,000  
 ADI # 158  
 Average Person Rating: 17.0  
 Market TSL: 22.5 hours

Stations: 23/17  
 Diaries: 752/351:1/57.8%  
 Sample Target: 650  
 Standard Error: .718  
 % Below Line: 11.2  
 % Not Listed: 8.5

Est 1983 Revenue: \$4,800,000  
 CSI: 2.7 Bil  
 CSI III: \$23,411  
 Retail \$: 1.5 Bil  
 Pop per Station: 15,541

12+ METRO	1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82	BIRCH SHARE	12+ TSA	1/4/CUME	12+ METRO CUME/	FAL 83	SPG 83	
1. WIBX	73/16.3	---	14.5	---	14.0	13.9	1. WIBX	74/845	1. WIBX	793/30.0	---	30.6
2. WIBQ-F	48/10.7	---	13.0	---	8.9	7.1	2. WRCK-F	63/920	2. WRCK-F	714/27.0	---	26.6
3. WRCK-F	46/10.3	---	9.3	---	9.5	15.5	3. WKGW-F	53/734	3. WKGW-F	600/22.7	---	21.2
4. WKGW-F	40/ 8.9	---	7.1	---	5.3	8.1	4. WIBQ-F	52/516	4. WTLB	539/20.4	---	22.7
5. WOUR-F	37/ 8.3	---	6.9	---	10.4	12.3	5. WOUR-F	41/518	5. WOUR-F	467/17.7	---	20.6
6. WTLB	24/ 5.4	---	4.8	---	6.3	3.9	6. WTLB	28/568	6. WIBQ-F	466/17.6	---	25.8
7. WRUN	15/ 3.3	---	7.4	---	7.2	4.2	7. WRRD-F	26/319	7. WRUN	410/15.5	---	28.4
WADR	15/ 3.3	---	1.7	---	6.1	2.6	8. WGY	25/344	8. WUUU-F	235/ 8.9	---	3.2
9. WRRB-F	14/ 3.1	---	5.4	---	2.7	3.7	WYSR	25/314	9. WRRB-F	234/ 8.9	---	8.1
10. WUTQ	12/ 2.7	---	5.0	---	4.7	3.9	10. WRUN	17/444	10. WADR	180/ 6.8	---	5.2
WUUU-F	12/ 2.7	---	.6	---	---	5.8	WADR	17/213	11. WUTQ	161/ 6.1	---	6.3
12. WLFH	11/ 2.5	---	1.5	---	2.7	3.1	12.		12.			
13.									13.			
14.									14.			
15.									15.			

12+ FM SHARE (METRO): 56.59% (232 of 410) (SPG 83: 55.76%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WRCK-F	1. WOUR-F	1. WKGW-F	1. WKGW-F	1. WIBX-F	1. WIBX	1. WIBX	1. WIBX	1. WRCK-F	1. WRCK-F	1. WIBQ-F
2.	2. WKGW-F	2. WOUR-F	2. WIBX	2. WKGW-F	2. WIBQ-F	2. WIBQ-F	2. WIBQ-F	2. WRCK-F	2. WOUR-F	2. WRCK-F
3.	3. WRCK-F	3. WRCK-F	3. WRCK-F	3. WIBQ-F	3.	3. WKGW-F	3. WKGW-F	3. WIBQ-F	3. WIBX	3. WOUR-F
4.	4.	4. WIBX	4. WOUR-F	4. WTLB	4.	4. WTLB	4. WOUR-F	4. WOUR-F	4. WIBQ-F	4. WKGW-F
5.	5.	5.	WTLB	5. WRCK-F	5.	5.	5.	5. WOUR-F	5.	5. WIBX
				6. WOUR-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. WKGW-F	1. WKGW-F	1. WKGW-F	1. WKGW-F	1. WIBX		1. WOUR-F	1. WOUR-F	1. WOUR-F	1. WOUR-F	1. WIBX
2. WRCK-F	2. WRCK-F	2. WRCK-F	2. WRCK-F	2. WKGW-F		2.	2.	2. WRCK-F	2. WKGW-F	2. WOUR-F
3. WOUR-F	3. WOUR-F	3. WIBX	3. WUUU-F	3. WIBQ-F		3.	3.	WKGW-F	WRCK-F	WKGW-F
4.	4.	4.	4.	4.		4.	4.	4. WIBX	4.	4. WIBQ-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		52 (2)	52 (2)	12.7	WAES-F 93.5 Remson .9/4.6
AOR		40 (2)	40 (2)	9.8	WKAL 1450 Rome .7/4.5
AC/OLDIES/SOFT ROCK	24 (1)	61 (4)	85 (5)	20.7	WKAL-F 95.9 Rome 2.0/4.5
MOR/VARIETY	109 (5)		109 (5)	26.6	WMYL 1420 Herkimer 1.1/3.9
COUNTRY	38 (3)	14 (1)	52 (4)	12.7	WRNY 1350 Rome .4/1.4
BLACK/URBAN					WYUT-F 92.7 Herkimer 1.8/4.7
BTFM MUSIC		57 (2)	57 (2)	13.9	WAQX-F 95.3 Manlius .7/3.1
NEWS/TALK	2 (1)		2 (1)	0.5	WGY 810 Schenectady 1.8/5.6
NOSTALGIA	5 (1)	8 (1)	13 (2)	3.2	WNTQ-F 93.1 Syracuse 1.3/3.9
RELIGION					WYSR 570 Syracuse 2.2/5.1
SPANISH					WYYY-F 94.5 Syracuse 1.1/5.3
CLASSICAL					
UNKNOWN/OTHERS					

410 (23)

RADIO STATIONS

WIBX, 950, 5 KW (DA-1)	, MOR/VARIETY	CBS, \$35.50 (Eastman)	Bill Williamson
WKAL, 1450, 1 KW/250 W	, MOR/AC	MBS, \$ 9.00 (S. Katz)	Rod Hesse
WRNY, 1350, 500 W (DAYS)	, NEWS/TALK	ABC-I, \$ 8.00 (Masla)	Jack Moran
WRUN, 1150, 5 KW/1 KW (DA-2)	, MOR/AC	RKO II, \$28.00* (Katz)	Jim Shrigley
WTLB, 1310, 1 KW/500 W (DA-N)	, AC	ABC-D, \$27.00 (Mc-Guild)	Paul Dunn
WUTQ, 1550, 1 KW (DAYS)	, COUNTRY	ABC-E, \$13.00* (Selcom)	Jeff Chard
WADR, 1480, 5 KW (DAYS)	, COUNTRY	MBS, \$ 9.00 (----)	Larry Manuel
WIBQ-F, 98.7, 25 KW @ 660,	BTFM MUS	ABC-I, \$30.50 (Eastman)	Bill Williamson
WKAL-F, 95.9, 3 KW @ 105,	BTFM MUS	, \$ 9.00 (S. Katz)	Rod Hesse
WKGW-F, 104.3, 100 KW @ 500,	AC	RKO, \$28.00* (Katz)	Jim Shrigley
WOUR-F, 96.9, 16 KW @ 800,	AOR	ABC-F, \$23.00* (Selcom)	Jeff Chard
WRCK-F, 107.3, 50 KW @ 500,	CHR	ABC-C, \$27.00 (Mc-Guild)	Paul Dunn
WUUU-F, 102.5, 20 KW @ 650,	AC (Century 21)	CBS-R, \$21.00 (Masla)	Jack Moran
WYUT-F, 92.7, 3 KW @ 158,	NOSTALGIA (Al Ham)	, \$19.00 (Masla)	Elton Spitzer
WRRB, WYSR - See Syracuse		WGY - See Schenectady	

MISCELLANEOUS COMMENTS

WMMV changed calls to WMYL...

WACO

Arbitron Rank/Pop (12+): 155/150,600  
 CMA Rank/Pop: NA  
 MSA Rank/Pop: 204/177,000  
 ADI # 97  
 Average Person Rating: 14.3  
 Market TSL: 19.6 hours

Stations: 19/8  
 Diaries: 581/259:1/46.9%  
 Sample Target: 550  
 Standard Error: .756  
 % Below Line: 36.6  
 % Not Listed: 6.5

Est 1983 Revenue: \$3,400,000  
 CSI: 1.5 Bil  
 CSI HH: \$22,784  
 Retail \$: 1.2 Bil  
 Pop per Station: 18,825

12+ METRO	1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82
1. KNFO-F	37/17.1	---	10.5	---	8.1
2. KHOO-F	36/16.7	---	11.0	---	14.9
3. WACO	22/10.2	---	11.4	---	19.8
4. WBAP	18/ 8.3	---	5.9	---	5.0
5. KWTX-F	14/ 6.5	---	7.3	---	12.6
6. KAFM-F	12/ 5.6	---	1.8	---	.5
7. KMTX	9/ 4.2	---	12.3	---	12.2
8. KRQX	9/ 4.2	---	2.7	---	1.8
9. KLMT-F	7/ 3.2	---	1.8	---	---
10. KZEW-F	7/ 3.2	---	3.7	---	3.6

12+ TSA	1/4/CUME	12+ METRO	CUME/RATING	FAL 83	SPG 83
1. KIXS-F	71/788	1. KHOO-F	474/31.5	---	24.5
2. KWTX-F	57/888	2. KNFO-F	351/23.3	---	25.4
3. WBAP	49/715	3. WACO	325/21.6	---	24.9
4. KHOO-F	48/701	4. KWTX-F	310/20.6	---	22.0
5. KNFO-F	40/370	5. WBAP	255/16.9	---	12.8
6. WACO	28/415	6. KWTX	245/16.3	---	22.0
7. KAFM-F	17/213	7. KAFM-F	180/12.0	---	6.9
8. KRQX	16/256	8. KJNE-F	138/ 9.2	---	---
9. KKDA-F	15/183	9. KIXS-F	125/ 8.3	---	10.7
10. KMTX	13/333	10. KRQX	121/ 8.0	---	5.2
11.	KLMT-F 13/173	11.			
12.		12.			
13.		13.			
14.		14.			
15.		15.			

12+ FM SHARE (METRO): 67.33% (136 of 202) (SPG 83: 52.58%)

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. KHOO-F	1. KHOO-F	1. KNFO-F	1. KNFO-F	1. KNFO-F	1. KNFO-F	1. KNFO-F	1. KHOO-F	1. KHOO-F	1. KHOO-F
2. KHOO-F	2. KNFO-F	2. KNFO-F	2. KHOO-F	2. KHOO-F	2. WBAP	2. WACO	2. KHOO-F	2. KNFO-F	2. KNFO-F	2. KNFO-F
3.	3. WACO	3. WACO	3. KRQX	3. WBAP	3. WACO	3. WACO	3. WACO	3. WACO	3. KAFM-F	3. WACO
4.	KZEW-F	WBAP	4. KWTX-F	4. KRQX	4. KHOO-F	4. WBAP	4. WBAP	4. WBAP	4. WBAP	4. KAFM-F
5.	5.	5.	WBAP	5.	5.	5. KWTX-F	5.	5.	5. WACO	5. KJNE-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. KHOO-F	1. KHOO-F	1. KHOO-F	1. KHOO-F	1. KNFO-F	1. KHOO-F	1. KHOO-F	1. KNFO-F	1. KNFO-F	1. KNFO-F
2. KAFM-F	2. KNFO-F	2. KNFO-F	2. KNFO-F	1. KHOO-F	2. KZEW-F	2. KNFO-F	2. KHOO-F	2. KRQX	2. WBAP
3. KNFO-F	3. KAFM-F	3.	3.	3.	3.	KZEW-F	3. WBAP	3. WBAP	3. KRQX
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		52 (3)	52 (3)	25.7	KBBW 1010 Waco 1.4/5.2
AOR		10 (2)	10 (2)	5.0	KJNE-F 102.5 2.3/9.2
AC/OLDIES/SOFT ROCK	9 (1)	15 (2)	24 (3)	11.9	KRZI 1580 Waco .9/6.6
MOR/VARIETY					KIXS-F 93.3 Killeen 1.9/8.3
COUNTRY	49 (3)	42 (2)	91 (5)	45.0	KKDA-F 104.5 Dallas 2.3/4.4
BLACK/URBAN		12 (2)	12 (2)	5.9	KLUV-F 98.7 Dallas .5/2.7
BTFM MUSIC		5 (1)	5 (1)	2.5	KOAX-F 105.3 Dallas 2.3/3.1
NEWS/TALK	3 (1)		3 (1)	1.5	KRLD 1080 Dallas 1.4/8.0
NOSTALGIA	2 (1)		2 (1)	1.0	KTXQ-F 102.1 Dallas 1.4/2.9
RELIGION	3 (1)		3 (1)	1.5	
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS					

202 (19)

RADIO STATIONS

KBBW, 1010, 10 KW/2.5 KW (DA-2), RELIGION	APR, \$11.00 (----)	Boyce Lancaster
KRZI, 1580, 1 KW/500 W (DA-2), NOSTALGIA	APR, \$ NM (Market 4)	Carl Ray
KWTX, 1230, 1 KW/250 W, COUNTRY	MBS, \$26.00 (Mc-Guild)	Ron Crowder
WACO, 1460, 1 KW (DA-N), COUNTRY (Drake-Chen)	ABC-E, \$28.00* (Torbet)	Bob Weathers
KHOO-F, 99.9, 100 KW @ 460, CONTEMP (Drake-Chen)	ABC-I, \$27.00* (Torbet)	Harris
KNFO-F, 95.5, 10 KW @ 200, COUNTRY (TM)	\$25.00* (Selcom)	Bob Weathers
KWTX-F, 97.5, 71 KW @ 890, AC	MBS, \$22.00* (Mc-Guild)	Jerry Clemons
KIXS-F, 93.3, 100 KW @ 520, CHR	APR, \$23.00 (Selcom)	Ron Crowder
KLMT-F, 96.7, 3 KW @ 285, URBAN	\$13.00 (Masla)	Doub Raab
KJNE-F, 102.5, 1 KW @ ??, COUNTRY (?)	\$ 7.00 (Miller)	Jerry Garrison
		Rick Bailey

Other ranked stations - See Dallas

MISCELLANEOUS COMMENTS

Huge increase in FM share...KHBR-F changes calls to KJNE-F...

WASHINGTON, DC

Arbitron Rank/Pop (12+): 10/2,639,000  
 CHSA Rank/Pop: 9/3,339,000  
 MSA Rank/Pop: 7/3,298,700  
 ADI # 8  
 Average Person Rating: 18.4  
 Market TSL: 24.0 hours

Stations: 32/29  
 Diaries: 2212/1193:1/49.5%  
 Sample Target: 1960  
 Standard Error: .429  
 % Below Line: 2.2  
 % Not Listed: 10.0

Est. 1983 Revenue: \$74,200,000  
 CSI: 45.5 Bil  
 CSI HH: 37.1 M  
 Retail \$: 19.9 Bil  
 Pop per Station: 91,000

12+ METRO 1/4/SHARE	WIN 84	FAL 83	SUM 83	SPG 83	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/ METRO CUME RATING	FAL 83	SPG 83
1. WKYS-F 431/8.9	8.0	10.2	10.7	10.4	9.0	1. WGAY-F+ 478/5044	1. WRQX-F 5441/20.6	19.2	12.5
2. NGAY-F+ 418/8.6	9.1	9.1	7.9	7.3	7.8	2. WKYS-F 471/5524	2. WKYS-F 5064/19.2	19.9	20.5
3. WHUR-F 353/7.3	5.2	5.9	7.0	5.7	7.9	3. WHUR-F 384/5036	3. WAVA-F 4987/18.9	14.9	11.8
4. WMAL 349/7.2	9.4	8.0	7.7	7.2	6.1	4. WRQX-F 379/6902	4. WHUR-F 4526/17.2	17.3	15.4
5. WRQX-F 275/5.7	6.3	6.4	7.0	7.6	6.7	5. WMAL 372/4647	5. WGAY-F+ 4249/16.1	17.5	14.5
6. WAVA-F 273/5.6	4.3	4.3	3.6	3.2	6.6	6. WMDG-F 330/5573	6. WMAL 4224/16.0	20.6	17.4
7. WTOP 224/4.6	3.3	3.6	3.8	3.5	3.5	7. WAVA-F 317/6048	7. WMDG-F 3901/14.8	11.6	14.1
8. WLTT-F 224/4.6	4.4	4.1	4.7	4.8	4.3	8. WLTT-F 277/4473	8. WTOP 3893/14.8	13.6	14.0
9. WMDG-F 206/4.2	5.1	3.0	3.6	3.6	7.4	9. WMZQ-F 264/3795	9. WLTT-F 3817/14.5	14.5	14.2
10. WRQX-F 180/3.7	4.8	3.5	4.1	4.1	3.3	10. WTOP 258/4485	10. WPGC-F+ 3448/13.1	13.3	14.8
11. WPGC-F+ 162/3.3	3.5	3.5	3.5	3.4	4.1	11. WPKX-F 221/3181	11. WDJY-F 2753/10.4	10.5	11.9
12. WWRG 162/3.3	4.2	4.1	4.0	4.5	4.6	12. WPGC-F+ 199/4287	12. WMZQ-F 2747/10.4	9.2	9.9
13. WGMS-F+ 154/3.2	2.7	2.9	3.4	3.8	1.9	13. WGMS-F+ 180/2597	13. WASH-F 2713/10.3	10.9	10.6
14. WPKX-F 144/3.0	2.3	3.1	3.3	3.2	4.0	14. WWRG 174/1991	14. WPKX-F 2407/ 9.1	13.3	14.8
15. WMZQ-F 180/3.7	2.3	2.4	2.9	3.2	2.8	15. WXTR-F+ 153/2799	15. WXTR-F+ 2374/ 9.0	6.0	5.5
16. WXTR-F+ 126/2.6	2.7	2.0	2.1	1.5	1.6	16. WDJY-F 139/2953	16. WGMS-F+ 2219/ 8.4	9.1	9.5
17. WASH-F 105/2.2	2.3	3.8	3.0	3.4	4.2	17. WASH-F 126/3200	17. WWRG 1873/ 7.1	9.7	9.8
18. WYCB 81/1.7	2.0	2.5	2.4	1.9	1.0	18. WIYY-F 86/1148	18. WEZR-F 1443/ 5.5	5.3	5.6
19. WEZR-F 74/1.5	1.2	1.4	1.2	2.3	.8	19. WEZR-F 81/1624	19. WOL 1160/ 4.4	4.4	4.7
20. WHFS-F 52/1.2	1.7	.7	---	---	.8	20. WYCB 81/ 944	20. WYCB 944/ 3.6	5.2	4.1
21.						21.			
22.						22.			
23.						23.			
24.						24.			
25.						25.			

12+ FM SHARE (METRO): 75.47% (3302 of 4375) (SPG 83: 74.42%)

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. WKYS-F	1. WGAY-F+	1. WMAL	1. WGAY-F+	1. WGAY-F	1. WHUR-F	1. WKYS-F
2. WRQX-F	2. WHUR-F	2. WHUR-F	2. WHUR-F	2. WHUR-F	2. WMAL	2. WKYS-F	2. WKYS-F	2. WKYS-F	2. WKYS-F	2. WGAY-F
3. WRQX-F	3. WMDG-F	3. WLTT-F	3. WGAY-F+	3. WGAY-F+	3. WHUR-F	3. WGAY-F+	3. WMAL	3. WMAL	3. WAVA-F	3. WAVA-F
4. WDJY-F	4. WAVA-F	4. WRQX-F	4. WLTT-F	4. WLTT-F	4. WKYS-F	4. WTOP	4. WLTT-F	4. WHUR-F	4. WRQX-F	4. WHUR-F
5. WMDG-F	5. WLTT-F	5. WAVA-F	5. WMAL	5. WMAL	5. WGMS-F+	5. WRQX-F	5. WHUR-F	5. WAVA-F	5. WGAY-F	5. WLTT-F
6.	6. WRQX-F	6. WGAY-F+	6. WRQX-F	6. WRQX-F	6. WTOP	6. WJUR-F	6. WRQX-F	6. WRQX-F	6. WWRG	6. WRQX-F
7.	7. WPGC-F+	7. WMDG-F	7. WMZQ-F	7. WMZQ-F	7. WLTT-F	7. WMDG-F	7. WAVA-F	7. WMDG-F	7. WMDG-F	7. WMAL
8.	8. WXTR-F+	8. WPGC-F+	8. WPGC-F	8. WPGC-F	8. WMZQ-F	8. WMZQ-F	8. WMDG-F	8. WLTT-F	8. WTOP	8. WMZQ-F
9.	9. WMZQ-F	9. WMAL	9. WAVA-F	9. WAVA-F	9. WWRG	9.	9.	9.	9.	9.
10.	10.	10. WMZQ-F	10. WPKX-F	10. WPKX-F	10. WPKX-F	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. WKYS-F	1. WKYS-F	1. WKYS-F	1. WKYS-F	1. WKYS-F	1. WKYS-F	1. WKYS-F	1. WKYS-F	1. WKYS-F	1. WKYS-F
2. WHUR-F	2. WHUR-F	2. WHUR-F	2. WHUR-F	2. WHUR-F	2. WMDG-F	2. WMDG-F	2. WHUR-F	2. WHUR-F	2. WHUR-F
3. WRQX-F	3. WRQX-F	3. WRQX-F	3. WLTT-F	3. WLTT-F	3. WAVA-F	3. WHUR-F	3. WMDG-F	3. WMDG-F	3. WMDG-F
4. WAVA-F	4. WLTT-F	4. WLTT-F	4. WRQX-F	4. WMAL	4. WHUR-F	4. WAVA-F	4. WLTT-F	4. WLTT-F	4. WLTT-F
5. WMDG-F	5. WAVA-F	5. WGAY-F+	5. WPGC-F+	5. WLTT-F	5. WRQX-F	5. WLTT-F	5. WAVA-F	5. WAVA-F	5. WTOP
6. WLTT-F	6. WPGC-F+	6. WMDG-F	6. WAVA-F	6. WRQX-F	6. WASH-F	6. WRQX-F	6. WRQX-F	6. WMZQ-F	6. WMAL
7. WPGC-F+	7. WMDG-F	7. WPGC-F+	7. WXTR-F+	7. WPGC-F+	7. WLTT-F	7. WXTR-F+	7. WTOP	7. WRQX-F	7. WMZQ-F
8. WDJY-F	8. WXTR-F+	8. WMAL	8. WMZQ-F	8. WAVA-F	8. WDJY-F	8. WMZQ-F	8. WXTR-F+	8. WTOP	8. WMDG-F
9.	9.	9.	9.	9. WMZQ-F	9.	9.	9. WMZQ-F	9. WXTR-F+	9. WXTR-F+
10.	10.	10.	10.	10. WGMS-F+	10.	10.	10. WMAL	10. WPGC-F	10. WRQX-F

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		653 (3)	653 (3)	14.9	WEAM 1390 Arlington .3/1.5
AOR		281 (3)	281 (3)	6.4	WOL 1450 .9/4.4
AC/OLDIES/SOFT ROCK	25 (2)	561 (4)	586 (6)	13.4	WPKX 730 Alexandria .5/2.1
MOR/VARIETY	349 (1)		349 (1)	8.0	WTKS-F 102.3 Bethesda .6/2.3
COUNTRY	22 (1)	324 (2)	346 (3)	7.9	WUST 1120 1.1/1.6
BLACK/URBAN	44 (1)	917 (3)	961 (4)	22.0	WVDC 1260 .8/3.0
BTFL MUSIC	28 (1)	418 (2)	446 (3)	10.2	WFSI-F 107.9 Annapolis .5/1.7
NEWS/TALK	386 (2)		386 (2)	8.8	WYFF-F 97.9 Baltimore .4/1.1
NOSTALGIA	56 (2)		56 (2)	1.3	
RELIGION	134 (2)	23 (1)	157 (3)	3.6	
SPANISH					
CLASSICAL	29 (1)	125 (1)	154 (2)	3.5	
UNKNOWN/OTHERS					
4375 (32)					

RADIO STATIONS

AM STATIONS

WEEL, 1310, 5 KW/500 W (DA-2), NEWS/TALK				\$ 26.00 (Groskin)	Susann Daughety	12+ ADI 1/4
WFAX, 1220, 5 KW (DAYS), RELIGION				\$ 20.00 (----)	Mitchell Miller	1. KYS-F
WMAL, 630, 5 KW (DA-2), MOR ST			ABC-I, \$249.38 (Mc-Guild)		Andy Ockershausen	2. WGAY-F+
WMDO, 1540, 5 KW (DAYS,DA), SPANISH			\$ 40.00 (Lotus)		Allan Klamer	3. WMAL
WOL, 1450, 1 KW/250 W, BLACK			SBN, \$ 25.00 (----)		Catherine Hughes	4. WHUR-F
WRWC, 980, 5 KW (DA-N), NEWS/TALK		WSJ,NBC,NBC-T, \$76.88 (Eastman)				5. WRQX-F
WTOP, 1500, 50 KW (DA-2), NEWS			CBS, \$ 85.00* (CBS Spot)	Outlet	Michael Douglass	6. WAVA-F
WUST, 1120, 1 KW (DAYS), GOSPEL			NBN, \$ 23.00 (P/W)		Perry Walders	7. WLTT-F
WYCB, 1340, 1 KW/250 W, RELIGION/BLACK			SBN, \$ 40.00 (Lazar)		Lyle Wolinsky	8. WNDG-F
WVDC, 1260, 5 KW (DA-N), NOSTALGIA			\$ NA (Christal)		Goff Lebhar	9. WMZQ-F
						10. WTOP
						11. WPKX-F
						12. WPGC-F+
						13. WGMS-F+
						14. WRRC
						15. WXTR-F+

FM STATIONS

WASH-F, 97.1, 23 KW @ 690, CHR		RKO, \$148.13 (Katz)	Metromedia	Jim SMith		
WAVA-F, 105.1, 50 KW @ 500, CHR		ABC-R, \$125.00* (CBS/FM)	Doubleday	Alan Goodman		12+ ADI CUME
WDJY-F, 100.3, 40 KW @ 320, BLACK		SBN, \$ 70.00* (Masla)				1. WRQX-F
WEZR-F, 106.7, 50 KW @ 500, AC (Burk-Abr)		\$ 76.25 (Weiss)	EZ	Wyatt Thompson		2. WAVA-F
WGAY-F, 99.5, 21 KW @ 780, BTFL MUS		\$175.00* (MMR)	Greater Media	Ted Dorf		3. WKYS-F
WGMS-F+, 103.5, 20 KW @ 435, CLASSICAL		MBS, \$120.00 (Republic)	RKO	Jerry Lyman		4. WHUR-F
WHUR-F, 96.3, 24 KW @ 670, BLACK/JAZZ		\$125.00* (Weiss)	Howard Univ	Bob Taylor		5. WGAY-F+
WKYS-F, 93.9, 50 KW @ 485, URBAN		NBC, \$150.00* (Eastman)	NBC	Bart Walsh		6. WNDG-F
WLTT-F, 94.7, 21 KW @ 780, AC		\$125.00* (HMWH)	Gulf	Jim Keating		7. WMAL
WMZQ-F, 98.7, 50 KW @ 490, COUNTRY		\$ 85.00* (Christal)	Viacom	Brian Bieler		8. WLTT-F
WPGC-F+, 95.5, 50 KW @ 496, AC		ABC-C, \$147.00* (Torbet)	First Media	Jeanne Oates		9. WTOP
WPKX-F, 105.9, 50 KW @ 410, COUNTRY		APR, \$ 98.00* (Selcom)	Metroplex	Bill Sherard		10. WPGC-F+
WRQX-F, 107.3, 50 KW @ 410, CHR		ABC-R, \$199.38 (Blair)	ABC	Ernest Fears		11. WMZQ-F
WTKS-F, 102.3, 2 KW @ 340, BTFL MUS		\$ 40.00 (CBS Spot)	Outlet	Michael Douglass		12. WPKX-F
WVDC-F, 101.1, 50 KW @ 500, AOR (Burk-Abr)		RKO, \$ 85.00* (Christal)		Goff Lebhar		13. WASH-F
WXTR-F, 104.1, 50 KW @ 500, OLDIES/AC		\$ 76.88 (Masla)	(LA PLATA)	Bill Dalton		14. WDJY-F
WHFS-F, 99.1, 50 KW @ 390, AOR		\$ 40.00 (Masla)	(ANNAPOLIS)			15. WXTR-F+

ADI FM SHARE:  
78.15%

CALL LETTER CHANGES

WOOK changes to WDJY  
WRRC changes to WRWC

FORMAT CHANGES

STATION SALES

WRRC: from NBC to Greater Media for \$3,600,000  
WGAY: Sold by Greater Media for \$950,000

MISCELLANEOUS COMMENTS

WASH having no success with CHR as of yet...good growth for WAVA...

WATERLOO-CEDAR FALLS

Arbitron Rank/Pop (12+): 166/115,200  
 CNSA Rank/Pop: NA  
 MSA Rank/Pop: 216/164,300  
 ADI # 76 (with Cedar Rapids)  
 Average Person Rating: 17.1  
 Market TSL: 22.2 hours

Stations: 14/7  
 Diaries: 560/206:1/58.5%  
 Sample Target: 550  
 Standard Error: .826  
 % Below Line: 17.5  
 % Not Listed: 13.2

Est 1983 Revenue: \$3,100,000  
 CSI: 1.5 B11  
 CSI HH: \$25,686  
 Retail \$: .9 B11  
 Pop per Station: 16,457

12+ METRO	1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82
1.	KFMW-F 47/23.9	---	25.1	---	8.8
2.	KWLO 29/14.7	---	14.7	---	20.0
3.	KCFI 19/ 9.6	---	7.3	---	8.8
4.	KCNB-F 17/ 8.6	---	7.9	---	17.5
5.	KXEL 14/ 7.1	---	7.9	---	11.3
6.	KLEU 11/ 5.6	---	11.0	---	5.6
7.	KOEL-F 10/ 5.1	---	3.1	---	3.8
8.	WMT 9/ 4.6	---	2.6	---	1.9
9.	WHO 6/ 3.0	---	2.6	---	3.1
10.	KWAY-F 4/ 2.0	---	1.6	---	1.3
11.					
12.					
13.					
14.					
15.					

12+ TSA	1/4/CUME
1.	KFMW-F 72/887
2.	WMT 58/587
3.	KOEL-F 43/485
4.	KWLO 39/663
5.	KXEL 35/394
6.	KCNB-F 28/494
7.	WHO 27/345
8.	KLEU 21/191
9.	KCFI 19/268
10.	KQCR-F 11/219
11.	
12.	
13.	
14.	
15.	

12+ METRO	CUME/	FAL	SPG
METRO	CUME RATING	83	83
1.	KWLO 485/42.1	---	40.6
2.	KFMW-F 480/41.7	---	40.1
3.	KCNB-F 287/24.9	---	25.4
4.	KCFI 228/19.8	---	19.0
5.	KXEL 193/16.8	---	23.0
6.	KOEL-F 120/10.4	---	10.1
7.	WMT 117/10.2	---	10.7
8.	KLEU 103/ 8.9	---	9.9
9.	WHO 94/ 8.2	---	12.2
10.	KWAY-F 89/ 7.7	---	6.6
11.			
12.			
13.			
14.			
15.			

12+ FM SHARE (METRO): 48.54% (83 of 171) (SPG 83: 46.94%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1.	KFMW-F	1. KFMW-F	1. KWLO	1. KWLO	1. KWLO	1. KFMW-F	1. KFMW-F	1. KFMW-F	1. KFMW-F	1. KFMW-F
2.	2. KCNB-F	2. KWLO	2. KFMW-F	2. KFMW-F	2. KCFI	2. KWLO	2. KWLO	2. KWLO	2.	2. KWLO
3.	3. KWLO	3. KCNB-F	3. KCNB-F	3. KCFI	3.	3. KCFI	3. KCNB-F	3. KCNB-F	3.	3. KCFI
4.	4.	4. KCFI	4. KCFI	4. KCNB	4.	4. KXEL	4. KXEL	4. KXEL	4.	4. KCNB-F
5.	5.	5.	5.	5.	5.	5.	5. KCFI	5. KCFI	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.	KFMW-F	1. KFMW-F	1. KFMW-F	1. KWLO	1. KFMW-F	1. KFMW-F	1. KFMW-F	1. KWLO	1. KWLO
2.	2.	2. KWLO	2. KWLO	2. KFMW-F	2. KCNB-F	2. KWLO	2. KWLO	2. KFMW-F	2. KFMW-F
3.	3.	3.	3. KCNB-F	3.	3.	3. KCNB-F	3. KCNB-F	3. KCNB-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		68 (5)	68 (5)	39.8	KKRQ-F 100.7 Iowa City 1.0/3.0
AOR					KQCR-F 102.9 Cedar Rapids .5/5.8
AC/OLDIES/SOFT ROCK	29 (1)	1 (1)	30 (2)	17.5	KRNB-F 93.9 Iowa City .5/2.0
MOR/VARIETY	9 (1)		9 (1)	5.3	WMT-F 96.5 Cedar Rapids .5/3.0
COUNTRY	33 (2)	10 (1)	43 (3)	25.1	
BLACK/URBAN					
BTFL MUSIC		4 (1)	4 (1)	2.3	
NEWS/TALK	6 (1)		6 (1)	3.5	
NOSTALGIA	11 (1)		11 (1)	6.4	
RELIGION					
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS					
171 (14)					

RADIO STATIONS

KCFI, 1250, 500 W (DA-2), COUNTRY	MBS, \$12.00 (Unirep)	Ken Hamilton
KLEU, 850, 500 W (DAYS, DA), NOSTALGIA	ABC-E, \$11.00 (Lotus)	Tim Teeter
KWLO, 1330, 5 KW (DA-2), AC	APR, \$41.25 (Eastman)	Cliff Thompson
KXEL, 1540, 50 KW (DA-N), COUNTRY	ABC-I, \$30.00 (Torbet)	Fred Hendrickson
KCNB-F, 105.7, 100 KW @ 569, CHR (TM)	ABC-C, \$21.00 (Torbet)	Fred Hendrickson
KFMW-F, 107.9, 100 KW @ 1800, CHR	Source, \$41.25 (Eastman)	Cliff Thompson
KOEL-F, 92.3, 100 KW @ 370, COUNTRY (Musicworks)	, \$31.00 (Weiss)	Ray Leafstedt
KWAY-F, 99.3, 3 KW @ 180, BTFL MUS (TM)	, \$18.00 (Pates)	Ael Suhr

WHO - See Des Moines

Other ranked stations - See Cedar Rapids

WEST PALM BEACH

Arbitron Rank/Pop (12+): 56/582,900  
 CMA Rank/Pop: NA  
 MSA Rank/Pop: 72/637,700  
 ADI # 64  
 Average Person Rating: 18.9  
 Market TSL: 24.6 hours

Stations: 33/17  
 Diaries: 791/737/1/44.5%  
 Sample Target: 830  
 Standard Error: .725  
 % Below Line: 34.9  
 % Not Listed: 8.7

Est 1983 Revenue: \$10,300,000  
 CSI: 7.2 Bil  
 CSI HH: 27.4 M  
 Retail \$: 4.1 Bil  
 Pop per Station: 34,288

	FAL	SPG	FAL	SPG
12+ METRO 1/4/SHARE	83	83	82	82
1. WEAT-F	137/12.4	13.5	13.9	11.5 14.1
2. WHYI-F	135/12.2	8.8	5.7	5.1 4.5
3. WJNY-F	94/ 8.5	6.6	3.7	3.1 4.6
4. WIRK-F	83/ 7.5	8.4	6.7	9.4 12.3
5. WRMF-F	76/ 6.9	10.1	11.2	9.5 6.5
6. WJNO	71/ 6.4	6.0	4.5	6.3 4.1
7. WLYF-F	36/ 3.3	1.2	2.3	3.2 3.6
8. WPOM	34/ 3.1	5.1	4.6	6.8 4.7
9. WKGR-F	32/ 2.9	1.9	3.4	3.7 4.0
WPDR	32/ 2.9	1.9	3.4	3.7 3.2
11. WSDR	24/ 2.2	.8	1.8	1.8 1.4
12.				
13.				
14.				
15.				

	12+ TSA 1/4/CUME	12+ METRO CUME/	FAL	SPG
		METRO CUME RATING	83	83
1. WEAT-F	161/1802	1470/25.2	25.2	25.4
2. WHYI-F	138/1429	1397/24.0	19.3	18.1
3. WJNY-F	104/ 836	1067/18.3	21.9	21.7
4. WIRK-F	100/1025	4. WJNO	829/14.2	13.3 10.9
5. WRMF-F	93/1170	5. WIRK-F	811/13.9	13.6 13.4
6. WJNO	71/ 837	6. WJNY-F	752/12.9	13.1 7.3
7. WKGR-F	64/ 936	7. WKGR-F	503/ 8.6	9.1 14.7
8. WLYF-F	36/ 444	8. WAXY-F	475/ 8.1	6.0 5.5
9. WPOM	35/ 185	9. WLYF-F	444/ 7.6	5.0 7.6
10. WPDR	32/ 368	10. WCKO-F	442/ 7.6	6.7 6.3
11.		11. WNGS-F	374/ 6.4	6.8 6.1
12.		12. WPBR	363/ 6.2	5.3 7.1
13.		13.		
14.		14.		
15.		15.		

12+ FM SHARE (NETRO): 73.09% (736 of 1007) (SPG 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. WHYI-F	1. WHYI-F	1. WHYI-F	1. WRMF-F	1. WRMF-F	1. WJNY-F	1. WHYI-F	1. WEAT-F	1. WHYI-F	1. WHYI-F	1. WHYI-F
2. WRMF-F	2. WRMF-F	2. WRMF-F	2. WIRK-F	2. WIRK-F	2. WIRK-F	2. WEAT-F	2. WHYI-F	2. WEAT-F	2. WEAT-F	2. WEAT-F
3.	3.	3. WKGR-F	3. WIRK-F	3. WHYI-F	3. WEAT-F	3. WJNO	3. WJNY-F	3. WJNY-F	3. WJNO	3. WRMF-F
4.	4.	4. WPOM	4. WPOM	4. WEAT-F	4. WEAT-F	4. WJNO	4. WIRK-F	4. WIRK-F	4. WJNY-F	4. WJNY-F
5.	5.	5. WIRK-F	5. WKGR-F	5. WKGR-F	5. WKGR-F	5. WRMF-F	5. WRMF-F	WRMF-F	5. WIRK-F	5. 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. WHYI-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. WRMF-F	2. WHYI-F	2. WHYI-F	2. WIRK-F	2.	2. WRMF-F	2. WRMF-F	2. WKGR-F	2. WIRK-F
3.	3.	3. WIRK-F	3. WKGR-F	3. WHYI-F	3.	3. WKGR-F	3. WIRK-F	3. WIRK-F	3. WHYI-F
4.	4.	4. WPOM	4. WPOM	4. WPOM	4.	4. WIRK-F	4. WKGR-F	4. WEAT-F	4. WEAT-F
5.	5.	5. WJNY-F	5.	5. WJNY-F	5.	5. WSHE-F	5. WEAT-F	5.	5. WKGR-F

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		160 (3)	160 (3)	15.9	WCGY 850 West Palm .6/3.7
AOR		76 (3)	76 (3)	7.5	WDBF 1420 Delray Beach 1.1/3.0
AC/OLDIES/SOFT ROCK	8 (1)	107 (4)	115 (5)	11.4	WKAO 1510 Boynton Beach .4/1.0
MOR/VARIETY	7 (1)	13 (1)	20 (2)	2.0	WNGS-F 92.1 West Palm 1.8/6.4
COUNTRY	7 (1)	99 (2)	106 (3)	10.5	WPCK 1290 West Palm .6/2.2
BLACK/URBAN	54 (2)		54 (2)	5.4	WSWN 900 Belle Glade .8/1.3
BTFL MUSIC		173 (2)	173 (2)	17.2	WSWN-F 93.5 Belle Glade 1.0/1.8
NEWS/TALK	146 (6)		146 (6)	14.5	WVSI-F 96.7 Jupiter .3/1.4
NOSTALGIA	40 (3)	94 (1)	134 (4)	13.3	WAIA-F 97.3 Miami .8/3.7
RELIGION					WAXY-F 105.9 FT. Lauderdale 1.7/8.1
SPANISH					WBSS 980 Pompano Beach .7/2.2
CLASSICAL					WGBS 710 Miami .6/3.0
UNKNOWN/OTHERS	9 (1)	14 (2)	23 (3)	2.3	WINZ 940 Miami .7/2.8
			1007 (33)		WINZ-F 94.9 Miami .5/5.7
					WIOD 610 Miami 1.5/3.6
					WKQS-F 99.9 Boca Raton 1.5/4.8
					WLVE-F 93.9 Miami .3/2.2
					WNWS 790 Miami 1.1/3.4
					WRBD 1470 Pompano Beach 1.8/4.3
					WSHE-F 103.5 Fort Lau 1.9/6.0
					WNJF-F 106.7 Fort Lau 1.2/2.6

MISCELLANEOUS COMMENTS

WVSI (Jupiter) sold to Bob Taylor for \$650,000...WEAT-AM changed calls to WCGY...WIZD-F changed calls to WKGR...

RADIO STATIONS

WDBF, 1420, 5 KN/500 W (DA-2), NOSTALGIA	CBS, \$16.00 (Dora)	(DELRAY BEACH)	Victor Knight
WCGY, 850, 1 KN (DA-1), MOR	ABC-I, \$25.00* (Katz)	Curt Gowdy	Jim Connor
WJNO, 1230, 1 KN/250 W, NEWS/TALK	CBS,WSJ,NBC-T,ABC-E, \$42.50 (Blair)	Fairbanks	George Mills
WKAO, 1510, 1 KN (DAYS), NOSTALGIA	, \$16.00 (----)		Gary Lewis
WPBR, 1340, 1 KN/250 W, TALK/NEWS	MBS, \$21.00 (Savalli)	Price Comm.	Everett Aspinwall
WPCK, 1290, 5 KN (DA-N), COUNTRY	APR, \$ NA (Mc-Guild)		Jim Barnette
WPOM, 1600, 1 KN (DA-1), BLACK	SBN, \$23.00 (HNWH)		Rod Dore
WSDR, 740, 1 KN/500 W (DA-2), NOSTALGIA	ABC-E,SBN, \$34.50 (----)		Sam Cook Diggles
WEAT-F, 104.5, 100 KW @ 520, BTFL MUS (SRP)	, \$60.00 (Katz)	Curt Gowdy	Jim Connor
WIRK-F, 107.9, 100 KW @ 400, COUNTRY (Drake-Chen)	, \$50.00* (Mc-Guild)	Price Comm.	Jim Barnette
WNGS-F, 92.1, 2 KW @ 378, ROCK/JAZZ	Source, \$31.00 (Masla)		Bill Pearl
WJNY-F, 94.3, 1 KW @ 480, NOSTALGIA (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)	RKO, \$41.75 (HNWH)	(FORT PIERCE)	Garret Clancy

Other ranked stations - See Miami



WHEELING

Arbitron Rank/Pop (12+): 152/155,900  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 197/186,900  
 ADI # 129 (with Steubenville)  
 Average Person Rating: 17.2  
 Market TSL: 23.0 hours

Stations: 14/9  
 Diaries: 677/230:1/57.8%  
 Sample Target: 575  
 Standard Error: .758  
 % Below Line: 10.0  
 % Not Listed: 7.1

Est 1983 Revenue: \$4,900,000  
 CSI: 1.6 Btl  
 CSI HH: \$21,539  
 Retail \$: .9 Btl  
 Pop per station: 17,322

12+ METRO 1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82	12+ TSA 1/4/CUME	12+ METRO CUME/ METRO CUME RATING	FAL 83	SPG 83	
1. WOMP-F	59/22.0	---	15.4	---	7.0	1. WOMP-F	610/39.1	---	30.0
2. WWVA	47/17.5	---	20.8	---	29.6	2. WWVA	594/38.1	---	41.8
3. WKWK-F	26/ 9.7	---	8.5	---	11.5	3. WKWK-F	402/25.8	---	28.2
4. WKWK	25/ 9.3	---	13.5	---	6.6	4. WKWK	292/18.7	---	22.7
5. WOMP	22/ 8.2	---	4.6	---	7.0	5. WOVK-F	257/16.6	---	21.4
6. WANJ-F	18/ 6.7	---	11.9	---	15.2	6. WANJ-F	226/14.5	---	20.3
7. WOVK-F	18/ 6.7	---	9.2	---	9.5	7. WOMP	221/14.2	---	11.7
8. WANR	8/ 3.0	---	3.1	---	1.2	8. WDVE-F	126/ 8.1	---	5.2
9. WDVE-F	7/ 2.6	---	1.9	---	2.9	9. WRKY-F	119/ 7.6	---	4.6
10.						10. KDKA	111/ 7.1	---	8.1
11.						11.			
12.						12.			
13.						13.			
14.						14.			
15.						15.			

12+ FM SHARE (METRO): 56.63% (141 of 249) (SPG 83: 52.87%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+	12+ EVE	SAT MID
1. WOMP-F	1. WOMP-F	1. WOMP-F	1. WOMP-F	1. WWVA	1. WWVA	1. WWVA	1. WOMP-F	1. WOMP-F	1. WOMP-F	1. WOMP-F
2.	2. WKWK-F	2. WWVA	2. WWVA	2. WOMP-F	2. WKWK	2. WOMP-F	2. WWVA	2. WWVA	2.	2. WWVA
3.	3. WWVA	3. WKWK-F	3. WKWK-F	3. WKWK-F	3. WKWK-F	3. WOMP	3. WKWK-F	3. WKWK-F	3.	3. WKWK
4.	4. WANJ-F	4. WOVK-F	4. WOVK-F	4. WOVK-F	4. WOVK-F	4. WKWK-F	4. WKWK	4. WKWK	4.	4. WKWK-F
5.	5.	5. WANJ-F	5. WANJ-F	5. WANJ-F	5.	5. WKWK	5.	5. WANJ-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. WOMP-F	1. WOMP-F	1. WOMP-F	1. WOMP-F	1. WOMP-F	1. WOMP-F	1. WOMP-F	1. WOMP-F	1. WOMP-F	1. WWVA
2. WKWK-F	2. WKWK-F	2. WKWK-F	2. WKWK-F	2. WKWK-F	2. WKWK-F	2. WKWK-F	2. WWVA	2. WKWK-F	2. WOMP-F
3.	3.	3. WWVA	3. WWVA	3. WWVA	3.	3. WWVA	3.	3. WWVA	3.
4.	4.	4.	4. WANJ-F	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		67 (3)	67 (3)	26.9	WEIF 1370 Moundsville .4/1.9
AOR		7 (1)	7 (1)	2.8	KDKA 1020 Pittsburgh 1.9/7.1
AC/OLDIES/SOFT ROCK		44 (2)	44 (2)	17.7	WBZZ-F 93.7 Pittsburgh 1.1/4.2
MOR/VARIETY	5 (1)		5 (1)	2.0	WPNT-F 92.9 Pittsburgh 1.9/4.9
COUNTRY	48 (2)	18 (1)	66 (3)	26.5	WRKY-F 103.5 Steubenville 1.9/7.6
BLACK/URBAN					
BTFL MUSIC	8 (1)	5 (1)	13 (2)	5.2	
NEWS/TALK	22 (1)		22 (1)	8.8	
NOSTALGIA	25 (1)		25 (1)	10.0	
RELIGION					
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS					

249 (14)

RADIO STATIONS

WANR, 1600, 5 KW (DAYS), BTFL MUS		\$15.90	(S. Katz)		Tom Schlosser
WKWK, 1400, 1 KH/250 W, NOSTALGIA (Al Ham)	ABC-D,	\$ 8.50	(HNWH)		Rod Krol
WOMP, 1290, 1 KW (DAYS), TALK/NEWS	ABC-T,RKO II,	\$13.00	(Weiss)	Comm. Service	Bob Andre
WWVA, 1170, 50 KW (DA-N), COUNTRY	ABC-I,	\$67.50	(Eastman)	John Price	J. Felton
WANJ-F, 107.5, 11 KW @ 907, AC	MBS,	\$15.16	(S. Katz)		Tom Schlosser
WKWK-F, 97.3, 50 KW @ 470, CONTEMP/AC	ABC-C,	\$15.75	(HNWH)	Comm. Service	Rod Krol
WOMP-F, 100.5, 14 KW @ 550, CHR	RKO,	\$11.75	(Weiss)		Bob Andre
WOVK-F, 98.7, 50 KW @ 390, COUNTRY		\$37.50	(Eastman)	John Price	J. Felton

WRKY - See Steubenville

Others - See Pittsburgh

MISCELLANEOUS COMMENTS

WANR switched from CHR to BTFL in January...WANJ-F switched from BTFL to AC...WCPI-F changed calls to WOVK and formats to Country...

WICHITA

Arbitron Rank/Pop (12+): 90/350,700  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 106/417,300  
 ADI # 59  
 Average Person Rating: 16.6  
 Market TSL: 22.7 hours

Stations: 15/14  
 Diaries: 792/443:1/52.2%  
 Sample Target: 720  
 Standard Error: .693  
 % Below Line: 5.9  
 % Not Listed: 6.9

Est 1983 Revenue: \$12,500,000  
 CSI: 4.3 Bil  
 CSI HH: 26.7 M  
 Retail \$: 2.6 Bil  
 Pop per Station: 25,050

12+ METRO	1/4/SHARE	FAL 83	SPG 82	FAL 82	SPG 82	BIRCH SHARE	12+ TSA 1/4/CUME	12+ METRO CUME/METRO CUME RATING	FAL 83	SPG 83
1. KEYN-F	84/14.4	13.1	18.5	15.9	15.3	17.2	1. KEYN-F 103/1253	1. KEYN-F 955/27.2	29.5	33.1
2. KICT-F	67/11.5	9.0	9.2	8.3	10.1	9.9	2. KFDF-F 95/1314	2. KFDF-F 892/25.4	23.0	20.9
3. KFDF-F	61/10.5	10.3	10.7	7.0	8.2	12.0	3. KFDF 93/1127	3. KKRD-F 828/23.6	17.5	12.5
4. KKRD-F	59/10.1	7.3	4.0	7.2	7.4	11.3	4. KKRD-F 87/1186	4. KFDF 654/18.6	20.2	22.1
5. KFDF	55/ 9.4	10.8	11.1	9.4	7.2	10.4	5. KICT-F 79/ 824	5. KICT-F 633/18.0	17.4	15.1
6. KBRA-F	37/ 6.3	5.4	5.4	5.2	10.5	5.3	6. KOEZ-F 66/ 663	6. KFDF 522/14.9	22.0	18.4
KFH	37/ 6.3	9.8	7.4	9.8	9.6	5.9	7. KFDF 61/ 881	7. KBRA-F 520/14.8	12.6	11.7
8. KAKZ	32/ 5.5	7.3	9.7	10.9	10.3	4.4	8. KBRA-F 38/ 550	8. KAKZ 446/12.7	13.1	18.6
KOEZ-F	32/ 5.5	5.9	5.0	7.6	.9	5.3	9. KAKZ 35/ 547	9. KOEZ-F 363/10.4	11.5	10.6
10. KQAM	23/ 3.9	4.1	4.2	3.7	5.5	3.2	10. KSKU-F 29/ 436	10. KQAM 361/10.3	10.4	11.3
11. KBUZ-F	19/ 3.3	1.0	.5	.6	1.0	3.6	KQAM 29/ 439	11. KLEO 348/ 9.9	12.1	8.7
12. KLEO	15/ 2.6	3.1	1.7	.7	---	2.4	12. KBUZ-F 21/ 366	12. KBUZ-F 257/ 7.3	4.0	2.6
13.								13.		
14.								14.		
15.								15.		

12+ FM SHARE (METRO): 68.32% (371 of 543) (SPG 83: 61.60%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KKRD-F	1. KICT-F	1. KEYN-F	1. KEYN-F	1. KEYN-F	1. KFDF	1. KFDF-F	1. KEYN-F	1. KEYN-F	1. KBUZ-F	1. KKRD-F
2. KEYN-F	2. KEYN-F	2. KICT-F	2. KFDF-F	2. KFDF-F	2. KFDF-F	2. KEYN-F	2. KICT-F	2. KICT-F	2. KICT-F	2. KFDF-F
3. KICT-F	3. KKRD-F	3. KKRD-F	3. KKRD-F	3. KKRD-F	3. KFDF	3. KEYN-F	3. KFDF-F	3. KKRD-F	3. KEYN-F	3. KFDF
4. KBUZ-F	4. KFDF-F	4. KFDF-F	4. KBRA-F	4. KBRA-F	4. KBRA-F	4. KKRD-F	4. KKRD-F	4. KFDF-F	4. KKRD-F	4. KEYN-F
5. KBRA-F	5. KBRA-F	5. KBRA-F	5. KQAM	5. KQAM	5. KFDF	5. KFDF	5. KFDF	5. KBRA-F	5. KLEO	5. 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. KEYN-F	1. KICT-F	1. KICT-F	1. KICT-F	1. KICT-F	1. KICT-F
2. KICT-F	2. KKRD-F	2. KKRD-F	2. KKRD-F	2. KFDF-F	2. KEYN-F	2. KEYN-F	2. KEYN-F	2. KEYN-F	2. KFDF-F
3. KBRA-F	3. KBRA-F	3. KBRA-F	3. KICT-F	3. KKRD-F	3.	3. KKRD-F	3. KFDF-F	3. KFDF-F	3. KEYN-F
4. KKRD-F	4. KICT-F	4. KFDF-F	4. KFDF-F	4. KBRA-F	4.	4. KFDF-F	4. KKRD-F	4. KKRD-F	4. KFDF
5. KBRA-F	5. KFDF-F	5. KQAM	5.	5. KQAM	5.	5. KBRA-F	5. KBRA-F	5.	5. KBRA-F

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		162 (3)	162 (3)	29.8	KAKZ-F 95.9 Derby 2.1/5.8
AOR		67 (1)	67 (1)	12.3	KOYZ 1360 El Dorado .5/1.3
AC/OLDIES/SOFT ROCK	38 (2)	49 (2)	87 (4)	16.0	KSGL 900 Wichita 1.2/2.7
MOR/VARIETY					
COUNTRY	95 (3)	61 (1)	156 (4)	28.7	
BLACK/URBAN					
BTFM MUSIC		32 (1)	32 (1)	5.9	
NEWS/TALK					
NOSTALGIA	32 (1)		32 (1)	5.9	
RELIGION	7 (1)		7 (1)	1.3	
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS					
			543 (15)		

RADIO STATIONS

KAKZ, 1240, 1 KW/250 W	NOSTALGIA (Al Ham)	MBS, \$27.50	(Blair)	David Lyons
KFDF, 1070, 10 KW/1 KW (DA-N), COUNTRY		ABC-E, \$40.00*	(Torbet)	Mike Oatman
KFH, 1330, 5 KW (DA-N), COUNTRY		CBS, MBS, \$47.00	(Eastman)	Barry Gaston
KLEO, 1480, 5 KW/1 KW (DA-2), AC		ABC-C, ABC-I, \$19.00	(Christal)	Cliff Shank
KQAM, 1410, 5 KW/1 KW (DA-N), OLDIES		RKO, \$20.00	(Mc-Guild)	Ken Clifford
KSGL, 900, 250 W (DAYS), RELIGION		, \$ 7.00	(---)	Ed Toles
KAKZ-F, 95.9, 1.2 KW @ 480, AC (Radio Arts)		, \$ NA	(Blair)	David Lyons
KBRA-F, 97.9, 85 KW @ 420, AC (Fairwest)		MBS, \$35.25	(Eastman)	Barry Gaston
KEYN-F, 103.7, 100 KW @ 860, CHR		RKO, \$50.00*	(Mc-Guild)	Ken Clifford
KFDF-F, 101.3, 100 KW @ 1130, COUNTRY		ABC-E, \$43.00*	(Torbet)	Mike Oatman
KICT-F, 95.1, 100 KW @ 970, AOR		, \$51.25	(Katz)	Jim Eddens
KKRD-F, 107.3, 100 KW @ 884, CHR (Drake-Chen)		CBS-R, \$29.25	(HNWH)	Buc Weatherby
KOEZ-F, 92.3, 100 KW @ 650, BTFM MUS (SRF)		, \$16.00	(----)	Gordon Anderson
KSKU-F, 102.1, 100 KW @ 550, CHR		, \$18.00	(Christal)	Cliff Shank
KBUZ-F, 106.5, 100 KW @ 465, CHR/URBAN		, \$10.00	(----)	Gary Violet

MISCELLANEOUS COMMENTS

KKRD from AC to CHR...

WILMINGTON, DE

Arbitron Rank/Pop (12+): 71/441,700  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 88/529,700  
 Part of Philadelphia ADI  
 Average Person Rating: 18.6  
 Market TSL: 24.2 hours

Stations: 32/7  
 Diaries: 900/491:1/52.1%  
 Sample Target: 830  
 Standard Error: .679  
 % Below Line: 63.8  
 % Not Listed: 8.9

Est 1983 Revenue: \$6,700,000  
 CSI: 5.5 Bil  
 CSI III: 29.1 Bil  
 Retail \$: 2.8 Bil  
 Pop per Station: 63,100

12+ METRO	1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82
1. WMMR-F	72/8.8	6.9	7.9	8.9	8.8
2. WJBR-F	66/8.0	9.3	8.0	10.6	11.0
3. WDEL	60/7.3	8.9	8.6	8.4	9.9
4. WSTW-F	59/7.2	9.4	9.8	8.9	10.3
5. WUSL-F	58/7.1	3.8	4.3	3.7	3.8
6. WAMS	45/5.5	5.0	3.9	3.0	2.8
7. WCAU-F	36/4.4	4.7	4.3	3.8	4.8
8. WYSP-F	34/4.1	4.0	4.5	4.9	4.7
9. WDSD-F	32/3.9	3.7	4.1	2.9	1.3
10. WKSZ-F	29/3.5	2.9	3.8	.4	---
11. WMGK-F	26/3.2	2.9	3.8	4.2	4.0
12. WPOC-F	20/2.4	2.1	1.0	1.0	1.2
13. WILM	19/2.3	2.5	3.4	4.3	3.5
WDAS-F	19/2.3	3.4	2.5	3.0	3.7
WEAZ-F	19/2.3	2.1	2.5	1.3	2.0
WIOQ-F	19/2.3	2.2	5.1	2.7	2.7

12+ TSA 1/4/CUME	12+ METRO CUME/RATING	FAL 83	SPG 83
1. WMMR-F	97/1239	1. WSTW-F	1057/23.9
2. WSTW-F	84/1363	2. WMMR-F	956/21.6
3. WJBR-F	76/788	3. WDEL	827/18.7
4. WUSL-F	75/718	4. WCAU-F	759/17.2
5. WDEL	61/904	5. WYSP-F	677/15.3
6. WDSD-F	59/629	6. WJBR-F	640/14.5
7. WCAU-F	52/1104	7. WUSL-F	549/12.4
8. WYSP-F	50/979	8. WMGK-F	431/9.8
9. WAMS	45/433	9. WAMS	408/9.2
10. WMGK-F	35/701	10. WILM	395/8.9
11.		11.	
12.		12.	
13.		13.	
14.		14.	
15.		15.	

12+ FM SHARE (METRO): 74.33% (556 of 748) (SPG 83: 72.87%)

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. WMMR-F	1. WSTW-F	1. WSTW-F	1. WJBR-F	1. WDEL	1. WJBR-F	1. WMMR-F	1. WMMR-F	1. WMMR-F
2. WMMR-F	2. WSTW-F	2. WSTW-F	2. WMMR-F	2. WAMS	2. WAMS	2. WSTW-F	2. WMMR-F	2. WSTW-F	2. WUSL-F	2. WJBR-F
3. WUSL-F	3. WUSL-F	3. WUSL-F	3. WUSL-F	3. WMMR-F	3. WDEL	3. WMMR-F	3. WSTW-F	3. WUSL-F	3. WCAU-F	3. WUSL-F
4. WYSP-F	4. WYSP-F	4. WAMS	4. WAMS	4. WJBR-F	4.	4. WJBR-F	4. WUSL-F	4. WJBR-F	4. WJBR-F	4. WSTW-F
5. WSTW-F	5.	5. WMGK-F	5. WMGK-F	5.	5.	5. WAMS	5. WDEL	5. WDEL	5. WSTW-F	5. WAMS

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. WMMR-F	1. WUSL-F	1. WSTW-F	1. WMMR-F	1. WJBR-F	1. WMMR-F	1. WMMR-F	1. WMMR-F	1. WMMR-F	1. WMMR-F
2. WUSL-F	2. WSTW-F	2. WUSL-F	2. WSTW-F	2. WSTW-F	2. WUSL-F	2. WSTW-F	2. WSTW-F	2. WSTW-F	2. WSTW-F
3. WSTW-F	3. WMMR-F	3. WMMR-F	3. WUSL-F	3. WKSZ-F	3. WSTW-F	3. WUSL-F	3. WUSL-F	3. WUSL-F	3. WAMS
4. WYSP-F	4.	4. WMGK-F	4. WYSP-F	4. WMGK-F	4. WYSP-F	4. WYSP-F	4. WYSP-F	4. WYSP-F	4. WDSD-F
5.	5.	5.	5.	5. WDEL	5.	5.	5.	5.	5. WUSL-F

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO	SHARE & CUME RATING
TOP 40/CHR/CONTEMP		117 (4)	117 (4)	15.6	WJBR	1290 Wilmington 1.8/4.6
AOR		128 (4)	128 (4)	17.1	WJIC	1510 Salem, NJ .9/1.7
AC/OLDIES/SOFT ROCK	4 (1)	64 (3)	64 (3)	9.1	KYW	1060 Philadelphia .6/5.0
MOR/VARIETY	75 (4)		75 (4)	10.0	WASA	1330 Havre de Grace, MD .7/1.5
COUNTRY	52 (2)	59 (3)	111 (5)	14.8	WBAL	1090 Baltimore .6/1.2
BLACK/URBAN		77 (2)	77 (2)	10.3	WBSB-F	104.3 Baltimore .7/3.0
BTFL MUSIC		85 (2)	85 (2)	11.4	WCAU	1210 Philadelphia 1.5/5.8
NEWS/TALK	36 (3)	15 (1)	51 (4)	6.8	WFIL	560 Philadelphia .5/2.1
NOSTALGIA	25 (2)		25 (2)	3.3	WFIL-F	95.7 Philadelphia 1.3/3.6
RELIGION					WIP	610 Philadelphia .5/2.6
SPANISH					WYYY-F	97.9 Philadelphia .4/1.4
CLASSICAL		11 (1)	11 (1)	1.5	WPEN	950 Philadelphia 1.2/4.5
UNKNOWN/OTHERS					WSNI-F	104.5 Philadelphia 1.1/3.1
			748 (32)		WVDB-F	96.5 Philadelphia 1.8/4.2
					WWSH-F	106.1 Philadelphia 1.9/5.1
					WXTU-F	92.5 Philadelphia .9/2.0

RADIO STATIONS

WAMS, 1380, 5 KW/1 KW (DA-2), COUNTRY (Radio Arts)	ST	ABC-D, \$22.50 (Selcom)	Rollins	Steve Courtin
WDEL, 1150, 5 KW (DA-2), MOR		NBC, NBC-T, \$32.00* (Eastman)		Bob Taylor
WILM, 1450, 1 KW/250 W, NEWS/TALK		WSJ, CBS, MBS, \$20.00* (Savalli)		Sally Hawkins
WJBR, 1290, 1 KW (DAYS), NOSTALGIA		\$18.48 (----)		John Reynolds
WNRK, 1260, 1 KW (DAYS, DA), MOR/AC		\$ 9.40 (Smith)	(NEWARK)	Al Campagnone
WJBR-F, 99.5, 50 KW @ 500, BTFL MUS (Donne)		\$47.60 (----)		John Reynolds
WSTW-F, 93.7, 50 KW @ 460, CHR		\$49.00* (Eastman)		Bob Taylor
WDSD-F, 94.7, 50 KW @ 400, COUNTRY		MBS, \$24.19 (Hasla)	Hartstone-Dickstein	(DOVER)
				Steve Wodlinger

WPOC - See Baltimore

Other stations - See Philadelphia

WILMINGTON, NC

Arbitron Rank/Pop (12+): 163/123,900  
 CMA Rank/Pop: NA  
 MSA Rank/Pop: 292/109,400  
 ADI # 151  
 Average Person Rating: 16.7  
 Market TSL: 22.2 hours

Stations: 12/10  
 Diaries: 564/220:1/48.0%  
 Sample Target: 550  
 Standard Error: .844  
 % Below Line: 3.2  
 % Not Listed: 9.2

Est 1983 Revenue: \$2,800,000  
 CSI: .9 Bil  
 CSI HH: \$21,352  
 Retail \$: .8 Bil  
 Pop per Station: 12,390

12+ METRO	1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82
1. WHSL-F	35/16.9	---	15.7	---	14.0
2. WQQQ-F	28/13.5	---	12.4	---	12.4
3. WWIL	27/13.0	---	14.6	---	16.7
4. WJYW-F	22/10.6	---	---	---	2.7
5. WGNI-F	19/ 9.2	---	18.0	---	12.4
6. WVBS-F	17/ 8.2	---	7.3	---	11.8
7. WAAV	11/ 5.3	---	5.6	---	6.5
8. WDDZ-F	9/ 4.3	---	3.4	---	1.6
9. WMFD	8/ 3.9	---	2.2	---	4.3
10. WBMS	6/ 2.9	---	7.3	---	9.7
11.					
12.					
13.					
14.					
15.					

12+ TSA	1/4/CUME	12+ METRO	CUME/	FAL	SPG
		METRO CUME RATING		83	83
1. WHSL-F	41/485	1. WHSL-F	344/27.8	---	29.4
2. WQQQ-F	41/356	2. WGNI-F	343/27.7	---	35.7
3. WWIL	31/268	3. WVBS-F	284/22.9	---	23.3
4. WVBS-F	31/504	4. WQQQ-F	259/20.9	---	20.3
5. WGNI-F	25/430	5. WWIL	251/20.3	---	19.3
6. WJYW-F	24/238	6. WJYW-F	225/18.2	---	----
7. WAAV	12/135	7. WMFD	180/14.5	---	13.3
8. WDDZ-F	10/112	8. WAAV	110/ 8.9	---	10.2
9. WMFD	9/203	9. WBMS	84/ 6.8	---	12.2
10. WBMS	6/ 92	10. WDDZ-F	74/ 6.0	---	7.1
11.		11.			
12.		12.			
13.		13.			
14.		14.			
15.		15.			

12+ FM SHARE (METRO): 72.34% (136 of 188) (SPG 83: 63.35%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AND	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WHSL-F	1. WHSL-F	1. WHSL-F	1. WQQQ-F	1. WQQQ-F	1. WJYW-F	1. WHSL-F	1. WQQQ-F	1. WHSL-F	1. WHSL-F	1. WQQQ-F
2.	2. WWIL	2. WQQQ-F	2. WHSL-F	2. WHSL-F	2. WQQQ-F	2. WWIL	2. WHSL-F	2. WQQQ-F	2. WQQQ-F	2. WWIL
3.	3. WGNI-F	3. WWIL	3. WVBS-F	3. WVBS-F	3. WWIL	3. WQQQ-F	3. WJYW-F	3. WJYW-F	3. WWIL	3. WHSL-F
4.	4. WVBS-F	4. WVBS-F	4. WWIL	4. WGNI-F	4. WAAV	4. WGNI-F	4.	4. WGNI-F	4. WJYW-F	4. WJYW-F
5.	5.	5. WGNI-F	5. WWIL	5. WWIL	5.	5.	5.	5.	5.	5. WGNI-F
WOM 18-24										
1. WHSL-F	1. WHSL-F	1. WHSL-F	1. WHSL-F	1. WQQQ-F	1. WQQQ-F	1. WHSL-F	1. WHSL-F	1. WHSL-F	1. WHSL-F	1. WQQQ-F
2. WGNI-F	2. WGNI-F	2. WGNI-F	WGNI-F	2. WGNI-F	2. WGNI-F	2. WWIL	2. WWIL	2. WQQQ-F	2. WQQQ-F	2. WHSL-F
3. WWIL	3.	3. WWIL	3. WVBS-F	3. WVBS-F	3. WVBS-F	3. WGNI-F	3. WQQQ-F	3. WQQQ-F	3. WVBS-F	3. WVBS-F
4.	4.	4.	4. WVBS-F	4. WJYW-F	4. WJYW-F	4.	4.	4. WVBS-F	4.	4.
5.	5.	5.	5.	5. WVBS-F	5. WVBS-F	5.	5.	5.	5.	5.
MEN 18-24										
1. WHSL-F	1. WHSL-F	1. WHSL-F	1. WHSL-F	1. WHSL-F	1. WHSL-F	1. WHSL-F	1. WHSL-F	1. WHSL-F	1. WHSL-F	1. WQQQ-F
2. WGNI-F	2. WGNI-F	2. WGNI-F	WGNI-F	2. WGNI-F	2. WGNI-F	2. WWIL	2. WWIL	2. WQQQ-F	2. WQQQ-F	2. WHSL-F
3. WWIL	3.	3. WWIL	3. WVBS-F	3. WVBS-F	3. WVBS-F	3. WGNI-F	3. WQQQ-F	3. WQQQ-F	3. WVBS-F	3. WVBS-F
4.	4.	4.	4. WVBS-F	4. WJYW-F	4. WJYW-F	4.	4.	4. WVBS-F	4.	4.
5.	5.	5.	5.	5. WVBS-F	5. WVBS-F	5.	5.	5.	5.	5.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		41 (3)	41 (3)	21.8	WNNB-F 105.5 Myrtle Beach, SC .5/2.0
AOR		35 (1)	35 (1)	18.6	WXQR-F 105.5 Jacksonville, NC 2.4/5.2
AC/OLDIES/SOFT ROCK	8 (1)	1 (1)	9 (2)	4.8	
MOR/VARIETY					
COUNTRY	11 (1)	37 (2)	48 (3)	25.5	
BLACK/URBAN	33 (2)		33 (2)	17.6	
BTFL MUSIC		22 (1)	22 (1)	11.7	
NEWS/TALK					
NOSTALGIA					
RELIGION					
SPANISH					
CLASSICAL					
UNKNOWN/OTHERS					
188 (12)					

RADIO STATIONS

WBMS, 1340, 1 KW/250 W	, BLACK	, \$ 9.70 (----)	Brunson	Sterling Holt
WAAV, 980, 5 KW (DAYS)	, COUNTRY	NBC, \$ 8.00* (Katz)	Cape Fear	Hannah Dawson
WMFD, 630, 1 KW (DA-2)	, AC	CBS,MBS, \$ 9.50 (Southern)	Village	Beverly Holt
WWIL, 1490, 1 KW/250 W (DA-1), BLACK		SBN, \$11.00 (----)		
WGNI-F, 102.7, 100 KW @ 440, CONTEMP (Drake-Chen)		, \$14.00 (Katz)	Cape Fear	Hannah Dawson
WHSL-F, 97.3, 100 KW @ 560, AOR		ABC-F, \$12.00 (----)		
WVBS-F, 99.9, 100 KW @ 480, CHR		RKO, \$10.00 (Carolina)	(BURGAW)	Jim Eblin
WQQQ-F, 100.9, 2 KW @ 370, COUNTRY (TN)		, \$13.00* (----)	Village	Beverly Holt
WJYW-F, 107.1, 3 KW @ 300, BTFL MUS (SRP)		, \$14.50 (HNWH)	(Southport)	David Rawley
WDDZ-F, 93.5, 3 KW @ 300, COUNTRY		, \$ 7.00 (----)	(SHALLOTTE)	Gary Branson

MISCELLANEOUS COMMENTS

WHSL-F sold by Jefferson-Pilot for \$1,000,000...WWIL sold by Jefferson-Pilot for \$450,000...WKLM: sale to Cape Fear announced for \$200,000...WAAV sold by Cape Fear to Brunson for \$230,000...WAAV changed calls to WBMS...WKLM then changed its calls to WAAV...these changes were made on 3 May...

**WORCESTER**

Arbitron Rank/Pop (12+): 96/320,500  
 CNSA Rank/Pop: NA  
 MSA Rank/Pop: 110/378,800  
 Part of Boston ADI  
 Average Person Rating: 19.5  
 Market TSL: 25.4 hours

Stations: 29/6  
 Diaries: 749/614:1/45.6Z  
 Sample Target: 720  
 Standard Error: .753  
 % Below Line: 46.6  
 % Not Listed: 7.0

Est 1983 Revenue: \$7,200,000  
 CSI: 3.9 Bil  
 CSI HHI: 29.3 M  
 Retail \$: 2.1 Bil  
 Pop per Station: 53,417

	FAL	SPG	FAL	SPG
12+ METRO 1/4/SHARE	83	83	82	82
1. WAAF-F	84/13.4	10.2	8.7	10.2
2. WSRF-F	79/12.6	15.1	13.0	13.9
3. WTAG	60/ 9.6	9.5	13.0	10.8
4. WHIT-F	44/ 7.0	7.5	6.3	5.1
WROR-F	44/ 7.0	3.6	5.8	8.1
6. WFTQ	41/ 6.5	8.0	6.7	4.9
7. WBZ	38/ 6.1	3.3	6.0	4.4
8. WNEB	31/ 5.0	9.8	4.2	4.6
9. WORC	16/ 2.6	3.8	2.7	2.4
10. WSSH-F	14/ 2.2	2.2	3.7	1.7
11.				
12.				
13.				
14.				
15.				

12+ TSA 1/4/CUME	12+ METRO CUME/ METRO CUME RATING	FAL 83	SPG 83
1. WAAF-F	138/1657	1. WAAF-F	890/27.8
2. WSRF-F	124/1286	2. WSRF-F	841/26.2
3. WBZ	81/1110	3. WTAG	781/24.4
4. WHIT-F	72/1098	4. WHIT-F	633/19.8
WTAG	72/ 969	5. WFTQ	571/17.8
6. WROR-F	66/ 892	6. WROR-F	527/16.4
7. WFTQ	42/ 602	7. WBZ	492/15.4
8. WXLO-F	41/ 434	8. WNEB	373/11.6
9. WSSH-F	31/ 398	9. WORC	328/10.2
WNEB	31/ 382	10. WBCN-F	234/ 7.3
11.		11.	
12.		12.	
13.		13.	
14.		14.	
15.		15.	

12+ FM SHARE (METRO): 65.98% (384 of 582) (SPG 83: 63.20%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+	12+ EVE	SAT MID
1. WAAF-F	1. WAAF-F	1. WAAF-F	1. WFTQ	1. WFTQ	1. WSRF-F	1. WTAG	1. WSRF-F	1. WAAF-F	1. WAAF-F	1. WAAF-F
WHIT-F	2. WROR-F	2. WROR-F	2. WAAF-F	2. WAAF-F	2. WTAG	2. WSRF-F	2. WAAF-F	2. WSRF-F	2. WTAG	2. WSRF-F
3. 3. WFTQ	3. WFTQ	3. WFTQ	3. WROR-F	WROR-F	WBZ	3. WAAF-F	3. WROR-F	3. WHIT-F	3. WHIT-F	3. WHIT-F
4. 4. WHIT-F	4. WHIT-F	4. WBZ	4. WSRF-F	4. WFTQ	4. WFTQ	4. WFTQ	4. WFTQ	4. WFTQ	4. WBZ	4. WROR-F
5. 5. 5.	5. 5.	5. 5.	5. 5.	5. 5.	5. 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. WAAF-F	1. WAAF-F	1. WROR-F	1. WFTQ	1. WFTQ	1. WAAF-F	1. WAAF-F	1. WAAF-F	1. WAAF-F	1. WAAF-F
2. WHIT-F	2. WROR-F	2. WAAF-F	2. WROR-F	2. WSRF-F	2. 2.	2. 2.	2. 2.	2. WFTQ	2. WSRF-F
WROR-F	3. WFTQ	WFTQ	3. WAAF-F	3. WROR-F	3. 3.	3. 3.	3. 3.	3. WROR-F	WBZ
4. WXS-F	4. WHIT-F	4. WHIT-F	4. 4.	4. 4.	4. 4.	4. 4.	4. 4.	4. WXLO-F	4. WROR-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	16 (1)	58 (4)	76 (5)	13.1	WBCN-F 104.1 Boston 2.1/7.3
AOR		106 (3)	106 (3)	18.2	WBOS-F 92.9 Brookline 1.4/3.5
AC/OLDIES/SOFT ROCK	41 (1)	99 (8)	140 (9)	24.1	WCGY-F 93.7 Lawrence 1.3/3.4
MOR/VARIETY	105 (3)		105 (3)	18.0	WCOZ-F 94.5 Boston 1.1/6.6
COUNTRY		21 (2)	21 (2)	3.6	WCRB-F 102.5 Boston .6/3.0
BLACK/URBAN					WERI-F 103.7 Westerly, RI .5/1.7
BTFL MUSIC		96 (4)	96 (4)	16.5	WESO 970 Southbridge 1.1/2.7
NEWS/TALK	5 (1)		5 (1)	0.9	WHJY-F 94.1 Providence 1.4/4.9
NOSTALGIA	31 (1)		31 (1)	5.3	WHUE-F 100.7 Boston 1.8/5.2
RELIGION					WJIB-F 96.9 Boston .6/4.0
SPANISH					WLKW-F 101.5 Providence .3/1.6
CLASSICAL		4 (1)	4 (1)	0.7	WMJX-F 106.7 Boston .8/3.9
UNKNOWN/OTHERS					WPJB-F 105.1 Providence .5/3.1
			582 (29)		WQVR-F 100.1 Southbridge 1.9/4.6
					WRKO 680 Boston .8/1.6
					WSNE-F 93.3 Taunton .3/1.7
					WVBF-F 105.7 Framingham 1.1/3.4
					WXS-F 107.9 Medford 1.3/4.7
					WXLO-F 104.5 Fitchburg 1.9/6.0

RADIO STATIONS

RADIO STATIONS

WFTQ, 1440, 5 KW (DA-2)	, AC	ABC-I, \$57.50	(Katz)	Katz	Richard Reis
WNEB, 1230, 1 KW/250 W	, NOSTALGIA (A1 Ham)	CBS, \$28.00	(Weiss)		Harold Segal
WORC, 1310, 5 KW/1 KW (DA-2),	CHR	ABC-E, \$19.00	(P/W)		Dick Smith
WTAG, 580, 5 KW (DA-2)	, MOR	NBC,NBC-T, \$40.50	(Mc-Guild)	Worc. Telegram	Richard Wright
WAAF-F, 107.3, 18 KW @ 760,	AOR (Burk-Abr)	Source, \$170.00	(Katz)	Katz	Richard Reis
WSRF-F, 96.1, 25 KW @ 650,	BTFL MUS	, \$70.00*	(Blair)	Knigh	John Flynn
WXLO-F, 104.5, 50 KW @ 500,	AC (?)	, \$ NA	(Mc-Guild)	Dan River	(FITCHBURG)

Other ranked stations - See Boston

MISCELLANEOUS COMMENTS

WORC sold to Arnold Lerner for \$641,000 (Meador)...

YAKIMA

Arbitron Rank/Pop (12+): 159/147,000  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 202/180,400  
 ADI # 120 (with Tri Cities)  
 Average Person Rating: 14.1  
 Market TSL: 19.4 hours

Stations: 16/14  
 Diaries: 617/238:1/51.5%  
 Sample Target: 550  
 Standard Error: .732  
 % Below Line: 6.6  
 % Not Listed: 13.0

Est 1983 Revenue: \$3,300,000  
 CSI: 1.5 Bil  
 CSI HH: \$21,883  
 Retail \$: .9 Bil  
 Pop per Station: 10,500

12+ METRO	1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82
1.	KFFM-F 28/13.5	---	11.5	---	11.0
	KXDD-F 28/13.5	---	12.3	---	8.0
3.	KIT 27/13.0	---	15.8	---	18.3
4.	KATS-F 19/ 9.1	---	12.3	---	9.9
5.	KUTI 18/ 8.7	---	15.8	---	21.7
6.	KYXE 14/ 6.7	---	---	---	---
7.	KIOK-F 11/ 5.3	---	1.2	---	1.1
8.	KMMX 10/ 4.8	---	5.8	---	5.7
	KRSE-F 10/ 4.8	---	3.1	---	.8
10.	KBBO 9/ 4.3	---	4.2	---	4.6
11.					
12.					
13.					
14.					
15.					

12+ TSA	1/4/CUME	12+ METRO CUME/ METRO CUME RATING	FAL 83	SPG 83
1.	KFFM-F 28/421	1. KFFM-F 415/28.2	---	27.6
	KXDD-F 28/311	2. KIT 380/25.9	---	29.9
3.	KIT 27/384	3. KXDD-F 301/20.5	---	21.7
4.	KUTI 21/227	4. KMMX 230/15.6	---	19.3
5.	KATS-F 19/230	5. KATS-F 224/15.2	---	21.4
6.	KYXE 17/181	6. KUTI 203/13.8	---	22.7
7.	KMMX 11/235	7. KYXE 163/11.1	---	---
	KRSE-F 11/120	8. KBBO 137/ 9.3	---	8.3
	KIOK-F 11/112	9. KRSE-F 120/ 8.2	---	7.8
10.	KBBO 9/141	10. KIOK-F 104/ 7.1	---	3.5
11.				
12.				
13.				
14.				
15.				

12+ FM SHARE (METRO): 54.70% (99 of 181) (SPG 83: 47.79%)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1.	KFFM-F	1. KXDD-F	1. KXDD-F	1. KXDD-F	1. KXDD-F	1. KIT	1. KXDD-F	1. KFFM-F	1. KFFM-F	1. KFFM-F
2.	KIOK-F	2. KFFM-F	2. KFFM-F	2. KFFM-F	2. KIT	2. KXDD-F	2. KIT	2. KXDD-F	2. KATS-F	2. KXDD-F
3.	KATS-F	3. KXDD-F	3. KATS-F	3. KIT	3. KIT	3. KFFM-F	3. KFFM-F	3. KIT	3. KIT	3. KIT
4.		4. KIT	4. KMMX	4. KUTI	4. KYXE	4. KYXE	4.	4.	4. KIOK-F	4. KATS-F
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.	KFFM-F	1. KFFM-F	1. KFFM-F	1. KFFM-F	1. KATS-F	1. KATS-F	1. KATS-F	1. KXDD-F	1. KXDD-F
2.	KXDD-F	2. KXDD-F	2. KXDD-F	2. KFFM-F	2.	2. KFFM-F	2. KXDD-F	2. KFFM-F	2. KFFM-F
3.		3. KMMX	3. KIT	3. KIT	3.	3. KXDD-F	3. KFFM-F	3. KATS-F	KIT
4.		4. KATS-F	4. KMMX	4. KUTI	4.	4.	4.	4.	4.
5.		5.	5.	5.	5.	5.	5.	5.	5.

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		39 (2)	39 (2)	21.5	KENE 1490 Toppenish .5/3.4
AOR		19 (1)	19 (1)	10.5	KENE-F 92.7 Toppenish 1.0/2.2
AC/OLDIES/SOFT ROCK	10 (1)		10 (1)	5.5	KREW 1210 Sunnyside .5/4.1
NOR/VARIETY	29 (3)		29 (3)	16.0	KREW-F 96.7 Sunnyside .5/2.1
COUNTRY	34 (3)	29 (2)	63 (6)	34.8	KVGM 930 Yakima .5/1.7
BLACK/URBAN					KARY 1310 Prosser .5/1.7
BTFL MUSIC		10 (1)	10 (1)	5.5	
NEWS/TALK					
NOSTALGIA					
RELIGION	9 (1)		9 (1)	5.0	
SPANISH		2 (1)	2 (1)	1.1	
CLASSICAL					
UNKNOWN/OTHERS					
			181 (16)		

RADIO STATIONS

KBBO, 1390, 1 KW/500 W (DA-N), RELIGION	UPI, \$ 8.00 (----)	Pete Fretwell
KIT, 1280, 5 KW/1 KW, MOR	ABC-I, \$13.50 (Katz)	Jack Goetz
KMMX, 1460, 5 KW (DA-N), AC	NBC, \$10.50 (Torbet)	Gary Myhre
KUTI, 980, 5 KW (DAYS), COUNTRY	ABC-E, \$13.50 (Blair)	Norm Anglin
KVGM, 930, 1 KW (DAYS), MOR	, \$ 9.00 (Sand-Glenn)	J. McDaniel
KYXE, 1020, 10 KW/500 W (DA-2), COUNTRY	ABC-D, \$ NA (Tacher)	(SELAH)
KATS-F, 94.5, 75 KW @ 910, AOR	ABC-R, \$14.00 (Katz)	Jack Goetz
KFFM-F, 107.3, 100 KW @ 970, CHR (Century 21)	Source, \$11.50 (Torbet)	Gary Myhre
KRSE-F, 98.3, 760 W @ 560, BTFL MUS (Churchill)	, \$11.00 (----)	Pete Fretwell
KXDD-F, 104.1, 61 KW @ 840, COUNTRY (TM)	ABC-C, \$11.75 (Blair)	Norm Anglin

KIOK - See Richland

MISCELLANEOUS COMMENTS

KUTI, KXDD-F sold to Ives for \$1,155,000 (Exline)...21% decline in listening levels for Yakima...KYXE is a new station...

YORK

Arbitron Rank/Pop (12+): 93/333,800  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 108/394,900  
 ADI # 46 (with Harrisburg & Lancaster)  
 Average Person Rating: 19.1  
 Market TSL: 24.7 hours

Stations: 30/11  
 Diaries: 760/439:1/62.0Z  
 Sample Target: 690  
 Standard Error: .747  
 % Below Line: 42.0  
 % Not Listed: 5.3

Est 1983 Revenue: \$7,900,000  
 CSI: 3.6 Bil  
 CSI III: 25.1 M  
 Retail %: 1.8 Bil  
 Pop per Station: 30,345

12+ METRO	1/4/SHARE	FAL 83	SPG 83	FAL 82	SPG 82
1. WSBA	86/13.5	9.0	8.7	11.8	13.7
2. WRKZ-F	78/12.3	11.7	9.8	11.4	9.0
3. WSBA-F	63/ 9.9	7.9	5.2	7.2	7.8
4. WNCE-F	47/ 7.4	11.1	8.3	6.8	5.1
5. WQXA-F	45/ 7.1	7.3	12.2	10.8	9.6
6. WHTF-F	41/ 6.4	5.9	2.2	.9	2.3
7. WTPA-F	35/ 5.5	6.2	9.0	6.8	5.5
WYCR-F	35/ 5.5	6.7	7.5	6.9	11.2
9. WNOW	28/ 4.4	4.8	5.4	5.4	3.9
10. WHVR	14/ 2.2	2.4	2.1	.9	3.2
11.					
12.					
13.					
14.					
15.					

12+ TSA	1/4/CUME	12+ METRO	CUME/RATING	FAL 83	SPG 83
1. WRKZ-F	228/2184	1. WSBA	921/27.6	21.5	21.6
2. WTPA-F	149/1719	2. WRKZ-F	768/23.0	20.7	18.6
3. WNCE-F	139/1537	3. WQXA-F	694/20.8	20.9	31.2
4. WQXA-F	113/1878	4. WSBA-F	691/20.7	17.6	17.5
5. WSBA-F	110/1383	5. WHTF-F	627/18.8	14.7	5.3
6. WSBA	108/1246	6. WYCR-F	587/17.6	17.8	24.4
7. WIOV-F	98/ 854	7. WNCE-F	469/14.1	15.5	15.9
8. WHTF-F	95/1407	8. WTPA-F	440/13.2	11.7	16.0
9. WHP-F	87/1171	9. WOYK	288/ 8.6	6.2	5.5
10. WHP	83/1143	10. WNOW	273/ 8.2	7.3	9.1
11.		11. WHVR	268/ 8.0	7.7	7.6
12.		12.			
13.		13.			
14.		14.			
15.		15.			

12+ FM SHARE (METRO): 71.59% (431 of 602) (SPG 83: 77.62%)

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. WSBA-F	1. WRKZ-F	1. WRKZ-F	1. WRKZ-F	1. WRKZ-F	1. WSBA	1. WSBA	1. WSBA	1. WHTF-F	1. WRKZ-F
2. WTPA-F	2. WQXA-F	2. WSBA-F	2. WSBA	2. WSBA-F	2. WSBA	2. WRKZ-F	2. WRKZ-F	2. WSBA-F	2. WTPA-F	2. WSBA
3. WBSB-F	3. WTPA-F	3. WSBA	WSBA-F	3. WSBA	3. WNCE-F	3. WSBA-F	3. WRKZ-F	3. WRKZ-F	3. WRKZ-F	3. WNCE-F
WYCR-F	4. WRKZ-F	4. WQXA-F	4. WQXA-F	4. WQXA-F	4. WSBA-F	4. WQXA-F	4. WNCE-F	4. WNCE-F	4. WSBA	4. WHTF-F
5. WYCR-F	5. WTPA-F	5. WYCR-F	5. WYCR-F	5. WNCE-F	5.	5.	5.	5. WHTF-F	5. WSBA-F	5. WTPA-F
6. WHTF-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. WSBA-F	1. WSBA-F	1. WSBA-F	1. WSBA-F	1. WSBA-F		1. WTPA-F	1. WTPA-F	1. WRKZ-F	1. WRKZ-F	1. WRKZ-F
2. WTPA-F	2. WQXA-F	2. WSBA	2. WQXA-F	2. WRKZ-F		2. WHTF-F	2. WYCR-F	2. WSBA	2. WYCR-F	2. WSBA
3. WQXA-F	3. WHTF-F	WRKZ-F	3. WRKZ-F	3. WSBA		3. WSBA	WRKZ-F	3. WTPA-F	3. WQXA-F	3. WSBA-F
WHTF-F	WRKZ-F	4. WQXA-F	4. WSBA	4. WNCE-F		4.	4. WQXA-F	4. WQXA-F	4. WQXA-F	4. WQXA-F
5. WSBA	5. WSBA	5. WYCR-F	5. WYCR-F	5. WQXA-F		5.	WHTF-F	5. WSBA-F	5.	5. WYCR-F
WYCR-F										

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		105 (4)	105 (4)	17.4	WGCB-F 96.1 Red Lion .9/3.4
AOR		73 (3)	73 (3)	12.1	WGCT 1320 Gettysburg 1.9/5.0
AC/OLDIES/SOFT ROCK	16 (2)	66 (2)	82 (4)	13.6	WCTY-F 107.7 Gettysburg 1.1/2.3
MOR/VARIETY	120 (5)		120 (5)	19.9	WOYK 1350 York 1.9/8.6
COUNTRY	35 (2)	96 (3)	131 (5)	21.8	WCMB 1460 Harrisburg 1.1/3.6
BLACK/URBAN		6 (1)	6 (1)	1.0	WDAC-F 94.5 Lancaster .8/1.9
BTFM MUSIC		71 (5)	71 (5)	11.8	WHP 580 Harrisburg .9/2.1
NEWS/TALK					WHP-F 97.3 Harrisburg 1.3/4.9
NOSTALGIA					WIOV-F 105.1 Ephrata 1.3/3.6
RELIGION		14 (3)	14 (3)	2.3	WKBO 1230 Harrisburg .6/2.1
SPANISH					WLAN-F 96.9 Lancaster .9/4.0
CLASSICAL					WSFM-F 99.3 Harrisburg .5/1.9
UNKNOWN/OTHERS			602 (30)		WBAL 1090 Baltimore .3/2.5
					WBSB-F 104.3 Baltimore 2.0/5.1
					WFR-F 99.9 Frederick, MD .8/2.8
					WYY-F 97.9 Baltimore .5/2.3
					WPOC-F 93.1 Baltimore 1.6/5.1
					WRBS-F 95.1 Baltimore .5/1.5
					WMD-F 104.7 Hagerstown .6/2.8
					WXYV-F 102.7 Baltimore .9/3.4

RADIO STATIONS

STATION	POWER	CLASS	TIME	STATION	POWER	CLASS	TIME
WNOW, 1250, 1 KW (MAY)		COUNTRY	ST	ABC-I, \$ NA		(NMR)	Central Penn
WOYK, 1350, 5 KW/1 KW		OLDIES/AC		MBS, \$23.25		(S. Katz)	Barry Bruce
WSBA, 910, 5 KW/1 KW (DA-2), MOR				\$56.00		(Eastman)	Michael Leash
WHVR, 1280, 5 KW/500 W (DA-2), MOR				\$ NA		(HNWH)	Chris Huber
WQXA-F, 105.7, 46 KW @ 520, CONTEMP						(HANOVER)	John Bare
WSBA-F, 103.3, 12 KW @ 750, AC				ABC-C, \$41.00*		(NMR)	Barry Bruce
WYCR-F, 98.5, 11 KW @ 930, AOR/CHR				\$45.00*		(Eastman)	Chris Huber
WHTF-F, 92.7, 3 KW @ 700, CHR				Source, \$28.00*		(HNWH)	John Lawrence
				\$26.00		(----)	Doug George

MISCELLANEOUS COMMENTS

Great book for both Susquehanna stations...between WSBA and WSBA-F they are up almost 10 share points versus a year ago...large drop in FM's share...

YOUNGSTOWN

Arbitron Rank/Pop (12+): 72/437,300  
 CMSA Rank/Pop: NA  
 MSA Rank/Pop: 87/529,600  
 ADI # 81  
 Average Person Rating: 16.4  
 Market TSL: 21.9 hours

Stations: 23/13  
 Diaries: 986/444:1/53.5%  
 Sample Target: 850  
 Standard Error: .607  
 % Below Line: 15.5  
 % Not Listed:

Est 1983 Revenue: \$6,300,000  
 CSI: 4.9 B11  
 CSI III: 25.0 M  
 Retail \$: 2.6 B11  
 Pop per Station: 33,638

	FAL	SPG	FAL	SPG	
12+ METRO 1/4/SHARE	83	83	82	82	
1. WHOT-F	96/13.4	7.2	8.0	7.1	9.3
2. WBBW	81/11.3	11.2	10.9	12.9	11.2
3. WQXK-F	79/11.0	10.2	8.0	9.4	8.2
4. WKBN-F	77/10.7	12.8	9.9	11.2	10.1
5. WKBN	52/ 7.2	7.4	8.2	7.6	8.6
6. WYFM-F	47/ 6.5	9.1	10.7	7.3	8.1
7. WFML	44/ 6.1	6.5	6.3	4.8	6.7
8. WHOT	30/ 4.2	6.0	6.9	7.9	7.8
9. WUJI-F	22/ 3.1	2.0	1.6	1.3	.6
10. WMSF-F	22/ 3.1	3.4	4.0	2.6	2.6
11.					
12.					
13.					
14.					
15.					

12+ TSA 1/4/CUME	12+ METRO CUME/ METRO CUME RATING	FAL	SPG
		83	83
1. WHOT-F	164/2173	1256/28.7	19.7 19.3
2. WKBN-F	151/1847	1063/24.3	28.7 28.4
3. WQXK-F	118/1216	1002/22.9	25.7 22.6
4. WYFM-F	113/2234	817/18.7	18.9 21.3
5. WBBW	89/ 896	780/17.8	16.9 14.3
6. WKBN	83/1295	756/17.3	22.5 20.8
7. WMSF-F	65/1086	702/16.1	17.9 16.0
8. WFML	62/ 833	600/13.7	22.8 24.5
9. WUJI-F	44/ 520	448/10.2	7.5 7.8
10. WDFE-F	41/ 508	344/ 7.8	8.7 8.1
11.			
12.			
13.			
14.			
15.			

12+ FM SHARE (METRO): 62.80% (417 of 664) (SPG 83: 56.97%)

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. WQXK-F	1. WKBN-F	1. WHOT-F+	1. WBBW	1. WHOT-F	1. WHOT-F	1. WHOT-F
2. WYFM-F	2. WQXK-F	2. WQXK-F	2. WQXK-F	2. WHOT-F	2. WQXK-F	2. WBBW	2. WHOT-F	2. WKBN-F	2. WFML	2. WQXK-F
3.	3. WYFM-F	3. WYFM-F	3. WKBN	3. WKBN	3. WBBW	3. WQXK-F	3. WKBN-F	3. WQXK-F	3. WKBN	3. WBBW
4.	4. WMSF-F	4. WKBN	4. WYFM-F	4. WKBN-F	4. WKBN	4. WKBN-F	4. WQXK-F	4. WKBN	4. WQXK-F	4. WKBN-F
5.	5. WHOT	5. WHOT	5. WKBN-F	5. WYFM-F	5. WFML	5. WKBN	5.	WBBW	5. WKBN-F	5. WYFM-F
		6. WKBN-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. WQXK-F
2. WYFM-F	2. WQXK-F	2. WQXK-F	2. WQXK-F	2. WHOT-F		2. WMSF-F	2. WQXK-F	2. WQXK-F	2. WQXK-F	2. WHOT-F
3.	3. WYFM-F	3. WYFM-F	3. WYFM-F	3. WKBN-F		3. WQXK-F	3. WMSF-F	3. WKBN	3. WMSF-F	3. WKBN
4. WHOT	4. WDNT-F	4. WHOT	4. WUJI-F	4. WYFM-F		4.	4. WKBN	4. WMSF-F	4. WYFM-F	4. WKBN-F
5.	5. WQXK-F	5. WKBN	5. WHOT	5. WKBN		5.	5.	5.	5.	5. WUJI-F
		6. WDNT-F								

FORMATS	AM	FM	TOTAL	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP	30 (1)	161 (5)	191 (6)	28.8	WGFT 1500 Youngstown .7/1.2
AOR		32 (2)	32 (2)	4.8	WMGZ-F 95.9 Sharpsville,PA 1.3/3.4
AC/OLDIES/SOFT ROCK		41 (3)	41 (3)	6.2	WNIO 1540 Niles 1.8/4.2
NOR/VARIETY	118 (4)		118 (4)	17.8	WQOD-F 93.3 Youngstown 1.4/4.8
COUNTRY	13 (1)	82 (2)	95 (3)	14.3	WRRO 1440 Warren 2.5/7.9
BLACK/URBAN		20 (1)	20 (1)	3.0	WDJQ-F 92.5 Alliance .6/2.2
BTFL MUSIC		77 (1)	77 (1)	11.6	WDMT-F 107.9 Cleveland 2.8/6.6
NEWS/TALK	81 (1)	4 (1)	85 (2)	12.8	WDVE-F 102.5 Pittsburgh 1.4/2.5
NOSTALGIA					WELA-F 104.3 E. Liverpool .4/1.3
RELIGION	5 (1)		5 (1)	0.8	WGCL-F 98.5 Cleveland .8/4.4
SPANISH					WKDD-F 96.5 Akron 1.1/4.8
CLASSICAL					WNIR-F 100.1 Kent .6/1.0
UNKNOWN/OTHERS					WWWE 1100 Cleveland .6/3.4

664 (23)

HADIO STATIONS

WBBW, 1240, 1 KW/250 W	, TALK/NEWS	ABC-E, MBS, \$31.05	(Mc-Guild)	John Cherpack
WFML, 1390, 5 KW (DA-N)	, MOR/NOST	NBC, \$24.00	(Unirep)	John Grdic
WGFT, 1500, 500 W (DAYS,DA)	, RELIGION	, \$15.00	(----	Kathleen Koledin
WHOT, 1330, 500 W/1 KW (DA-2)	, CONTEMP (White)	, \$30.00*	(Blair)	Myron Jones
WKBN, 570, 5 KW (DA-N)	, MOR	CBS, \$53.00	(Katz)	Bill Fleckenstein
WNIO, 1540, 500 W (DAYS,DA)	, COUNTRY	MBS, \$13.00	(----	J.D. Williamson
WRRO, 1440, 5 KW (DA-N)	, MOR (Century 21)	ABC-I, MBS, \$16.00	(----	(NILES)
WPTC, 790, 1 KW (DAYS)	, MOR	, \$24.00	(Torbet)	(WARREN)
				Glenn Lewis
				George Rossi
WKBN-F, 98.9, 9 KW @ 1370, BTFL MUS (SRP)		, \$53.00	(Katz)	J.D. Williamson
WHOT-F, 101.1, 16 KW @ 710, CHR/AOR (White)		, \$45.00*	(Blair)	Myron Jones
WQOD-F, 93.3, 50 KW @ 280, AC		MBS, \$ NA	(----	Bill Fleckenstein
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	(Torbet)	Regional (SHARON)
				John Cherpack
				Ben Varishone
				George Rossi

Other ranked stations - See Cleveland

MISCELLANEOUS COMMENTS

WSRD-F changes calls to WHOT-F and format to CHR...