

AMERICAN RADIO

Small Market Edition 1987



James H. Duncan, Jr.

AMERICAN RADIO
1987 SMALL MARKET EDITION

Compiled and edited by:

JAMES H. DUNCAN, JR.
DUNCAN'S AMERICAN RADIO, INC.
BOX 2966
KALAMAZOO, MICHIGAN 49003

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I N T R O D U C T I O N

I am pleased to present the fourth edition of American Radio - Small Market Edition. This book is designed to complement the primary edition of American Radio by providing expanded coverage of over 125 smaller radio markets in the United States.

The Small Market Edition is issued every September.

Your support of my 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 this address:

James H. Duncan, Jr.
Duncan's American Radio, Inc.
Box 2966
Kalamazoo, Michigan 49003
(616) 342-1356

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

Special thanks to Tom Duncan for his excellent help in the preparation of this edition.

I N D E X

SECTION A: Arbitron Condensed Radio Market Reports

A-1 Leading stations in Arbitron Condensed Markets

Aberdeen, WA	Ft. Smith, AR	Owensboro, KY
Abilene, TX	Ft. Walton Beach, FL	Palm Springs, FL
Albany, GA	Frederick, MD	Parkersburg, WV
Albany-Carvall-Leb, OR	Gainesville, FL	Pascagoula, MS
Alexandria, LA	Grand Forks, ND	Poughkeepsie, NY
Augusta-Waterville, ME	Grand Junction, CO	Rapid City, SD
Bangor, ME	Great Falls, MT	Reading, PA
Battle Creek, MI	Hagerstown, MD	Redding, CA
Beckley, WV	Ithaca, NY	Rochester, MN
Big Spring, TX	Joplin, MO	St. Cloud, MN
Biloxi-Gulfport, MS	Killeen-Temple, TX	San Angelo, TX
Bismarck, ND	La Crosse, WI	Santa Barbara, CA
Boulder, CO	Lafayette, IN	Santa Fe, NM
Bozeman, MT	Lake Charles, LA	Santa Rosa, CA
Burlington, VT	Laurel-Hattiesburg, MS	Sioux City, IA
Cape Cod, MA	Lawton, OK	Springfield, IL
Cape May, NJ	Longview-Marshall, TX	Stamford-Norwalk, CT
Charlottesville, VA	Lufkin-Nacogdoches, TX	Staunton-Waynesboro, VA
Cheyenne, WY	Medford-Ashland, OR	Texarkana, TX
Chico, CA	Meridian, MS	Trenton, NJ
Columbia, MO	Minot, ND	Tri-Cities, WA
Danbury, CT	Monmouth-Ocean, NJ	Tuscaloosa, AL
Danville, IL	Monroe, LA	Tyler, TX
Dothan, AL	Morristown, NJ	Victoria, TX
Dubuque, IA	Muskegon, MI	Waterbury, CT
Eau Claire, WI	Naples-Marcos Island, FL	Watertown, NY
Fayetteville-Springdale, AR	New Bedford-Fall River, MA	Wichita Falls, TX
Ft. Meyers, FL	Northwest Michigan	Williamsport, PA
Ft. Pierce, FL	Odessa-Midland, TX	Yakima, WA

SECTION B: Birch Non-monthly Reports

Brattleboro, VT	Ocala, FL	Santa Maria, CA
Cheshire, NH	Paducah, KY	Sierra Vista, AZ
Corning-Elmira, NY	Russell/Bowling Green, KY	Valdosta, GA
Lee/Whiteside Counties, IL	Salem, OR	Yuma, AZ
Manitowoc County, WI	Salina, KS	
Moses Lake, WA		Eastern Long Island, NY

SECTION C: Birch Canadian Markets

Toronto

LEADING STATIONS IN ARBITRON CONDENSED MARKETS*

<u>STATION</u>	<u>MARKET</u>	<u>SHARE</u>	<u>FORMAT</u>	<u>GROUP OWNER</u>
1. KBST	Big Spring, TX	42.9	Country	
2. WJIZ-F	Albany, GA	37.2	Black	Silver Star
3. WSTO-F	Owensboro, KY	33.9	CHR	
4. KCJB	Minot, ND	32.9	Country	
5. KIXY-F	San Angelo, TX	32.5	CHR	
6. KUUB-F	Bozeman, MT	32.2	CHR	
7. WTNV-F	Watertown, NY	32.1	CHR	
8. KLAW-F	Lawton, OK	30.9	Country	
9. WBKR-F	Owensboro, KY	30.6	Country	
10. KRRV-F	Alexandria, LA	28.6	Country	
11. WXIL-F	Parkersburg, WV	28.5	CHR	Burbach
12. KYYY-F	Bismarck, ND	28.0	CHR	Meyer
13. KDUX-F	Aberdeen, WA	27.8	CHR	
KLUR-F	Wichita Falls, TX	27.8	Country	
KVIC-F	Victoria, TX	27.8	CHR	Mayes
16. WAXX-F	Eau Claire, WI	27.4	Country	
17. KJCS-F	Lufkin-Nacog., TX	26.7	Country	
WAZY-F	Lafayette, IN	26.7	CHR	
19. WCIR-F	Beckley, WV	26.6	Contemp	
20. WKDW	Staunton, VA	26.3	Country	
21. WOKK-F	Meridian, MS	26.0	Country	New South
22. WYZB-F	Fort Walton Beach, FL	25.8	CHR (?)	
23. KAAK-F	Great Falls, MT	25.7	Contemp	
24. WTVY-F	Dothan, AL	25.5	Contemp	
KMGZ-F	Lawton, OK	25.5	CHR	
26. WFSY-F	Panama City, FL	25.4	AC	Woodfin
WSNX-F	Muskegon, MI	25.4	CHR	Goodrich
28. WILQ-F	Williamsport, PA	25.1	Country	
29. KGGG-F	Rapid City, SD	25.0	CHR	
30. KEAN-F	Abilene, TX	24.7	Country	Sun Group
31. WTNJ	Beckley, WV	24.5	Country	
32. KGLI-F	Sioux City, IA	24.4	AC	
33. WNWN-F	Battle Creek, MI	24.3	Country	
34. WPAP-F	Panama City, FL	23.9	Country	
35. WQRC-F	Cape Cod, MA	23.3	BTFL/EZ	
36. WJDQ-F	Meridian, MS	23.1	CHR	
KIOK	Richland, WA	23.1	CHR	SRO
38. WKMX-F	Dothan, AL	23.0	CHR	
39. WLXR-F	La Crosse, WI	22.8	CHR	Vaughn
40. KYEA-F	Monroe, LA	22.5	Black	
41. KBIU-F	Lake Charles, LA	22.4	CHR	
42. WJLS	Beckley, WV	22.3	Country	
WMUS-F	Muskegon, MI	22.3	Country	
44. KNIN-F	Wichita Falls, TX	22.2	CHR	
45. KFMZ-F	Columbia, MO	22.0	AOR	Contemporary Media
46. WZKX-F	Biloxi, MS	21.7	CHR	
WORJ-F	Dothan, AL	21.7	Black	
48. KTMT-F	Medford, OR	21.4	CHR	
49. KLYV-F	Dubuque, IA	21.3	CHR	Communication Properties
50. WFFF-F	Williamsport, PA	21.1	CHR	

* Based on Metro Share, 12+, 1/4 HR AVG, Mon-Sun, 6A-MID.

SECTION A

ARBITRON CONDENSED RADIO MARKET REPORTS

Arbitron completely redesigned its "Condensed" report this year so we have also had to change our format. Arbitron no longer includes total week cume or 1/4 HR AVG for the TSA (Mon-Sun, 6A-Mid). They also dropped the total week metro cume figure but we were able to compute that by using the cume rating.

The daypart and demo breakdowns differ also because of the changes Arbitron made.

We have added a 12+ Cume Rating (current and trend) which should be helpful.

Our presentation of 1/4/SHARE, Metro Cume and Cume Rating differs somewhat from past editions. You now read all the way across the page for each station - from left to right. The stations are still ranked by 1/4 HR AVG. Now, however, the cume and cume rating for the station is on the same line.

Otherwise the methodology is the same as that in the Spring 87 edition of American Radio. For more information see pages B1-B4 in that edition.



ABERDEEN, WA

MSA Rank/Pop: NA
 ARB Rank/Pop: 256/54,000
 Market TSL: 18.2 hours
 Average Person Ratings: 13.3

Diaries: 254/213:1
 Sample Target: 25.0
 % Below Line: 29.3
 % Not Listed: 19.4

Retail \$: .32 Bil
 FM Share: 60.34%
 Stations: 12/E

12+ METRO	1/4/SHARE	FAL 86	SPG 86	FAL 85	SPG 85	METRO CUME	METRO CUME S87	RATING S86	RATING S85
1. KDUX-F	20/27.8	24.2	17.4	16.9	24.3	220	40.7	28.8	35.0
2. KXRO	13/18.1	21.0	13.0	15.6	10.8	189	35.0	32.8	24.9
3. KAYO	6/ 8.3	8.1	5.8	9.1	8.1	98	18.1	16.1	17.8
4. KPLZ-F	4/ 5.6	1.6	---	---	1.4	41	7.6	---	4.2
KRPM-F	4/ 5.6	3.2	7.2	1.3	8.1	54	10.0	9.4	9.9
6. KIRO	3/ 4.2	---	4.3	2.6	2.7	41	7.6	5.5	7.5
7. KBRD-F	2/ 2.8	4.8	1.4	7.8	4.1	36	6.7	9.4	12.3
KMNT-F	2/ 2.8	---	---	---	---	31	5.7	---	---
9.									
10.									

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>
1. KDUX-F	1. KXRO	1. KDUX-F	1. KDUX-F>
2. KXRO	2. KDUX-F	2. KXRO	2. KPLZ-F
3. KAYO	3. KAYO	3. KBRD-F	3. KXRO
4. KIRO	4. KBRD-F	4. KAYO	KRPM-F
5.	5.	5.	5.

<u>ADULTS 18-34</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35-64</u>
1. KDUX-F>	1. KDUX-F	1. KDUX-F
2. KXRO >	2. KXRO >	2. KXRO
3. KAYO	3. KAYO	3. KRPM-F
KPLZ-F	KMNT-F	4. KBRD-F
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAYO-F	1450	Aberdeen	1.4/9.1
KGHO-F	95.3	Hoquiam	1.4/7.4
KMGI-F	107.7	Seattle	1.4/5.2
KOMO	1000	Seattle	1.4/6.1

RADIO STATIONS

KAYO, 1450, 1 KW	, COUNTRY	ABC-E,\$12.00	(Torbet)	Jim Servino
KXRO, 1320, 5 KW/1 KW (DA-N), MOR		UPI,\$17.00	(Mc-Guild)	Steve Levold
KAYO-F, 99.3, 3 KW @ -17, ? ?		,\$ 9.00	(Torbet)	Jim Servino
KDUX-F, 104.7, 48 KW @ 360, CHR		,\$22.00	(Mc-Guild)	Steve Levold
KGHO-F, 95.3, 1.1 KW @ 750, RELIGION		,\$ 9.00	(---)	(HOQUIAM) Jim Planck
KMNT-F, 102.9, 29 KW @ 1057, COUNTRY		,\$12.00	(HNWH)	(CENTRALIA) Ted Chytil

Other ranked stations - See Seattle in Spring 87 edition of American Radio

ABILENE, TX

MSA Rank/Pop: 275/127,500
 ARB Rank/Pop: 199/127,600
 Market TSL: 21.2 hours
 Average Person Ratings: 15.5

Diaries: 439/291:1
 Sample Target: 310
 % Below Line: 1.3
 % Not Listed: 19.7

Retail \$: 1.22 Bil
 FM Share: 88.05%
 Stations: 12/11

12+ METRO	1/4/SHARE	SPG 86	SPG 85	METRO CUME	METRO CUME RATING S87	S86	S85
1. KEAN-F	49/24.7	28.9	21.2	461	36.1	38.2	35.4
2. KEYJ-F	26/13.1	8.5	20.1	330	25.9	19.0	28.4
3. KWZD-F	24/12.1	---	---	213	16.7	---	---
4. KORQ-F	19/ 9.6	16.9	20.1	339	26.6	31.8	33.8
5. KFQX-F	11/ 5.6	6.0	1.1	210	16.5	22.0	3.8
6. KFQX	7/ 3.5	8.5	7.8	166	13.0	14.6	17.3
KORQ	7/ 3.5	3.5	.6	144	11.3	8.6	8.5
8. KTLC-F	5/ 2.5	10.4	8.9	158	12.4	14.6	15.9
9. KVRP-F	4/ 2.0	1.0	1.1	45	3.5	6.7	5.2
10. KKSL	3/ 1.5	1.0	---	32	2.5	3.6	3.2

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>
1. KEAN-F>	1. KEAN-F>	1. KEAN-F>	1. KEYJ-F
2. KORQ-F	2. KWZD-F	2. KEYJ-F	2. KEAN-F>
KWZD-F	3. KEYJ-F	3. KWZD-F	3. KFQX-F
4. KEYJ-F	KORQ-F	4. KORQ-F	4. KORQ-F
5.	5.	5.	5.

<u>ADULTS 18-34</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35-64</u>
1. KEAN-F>	1. KEAN-F>	1. KEAN-F>
2. KEYJ-F	2. KWZD-F	2. KWZD-F>
3. KORQ-F	3. KORQ-F>	3. KORQ-F
4. KFQX-F	4. KEYJ-F	4.
KWZD-F	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KEAN	1280	Abilene	1.0/5.0
KZEW-F	97.9	Dallas	1.0/2.9

RADIO STATIONS

KFQX, 1470, 5 KW/1 Kw (DA-N), MOR/NOST	ABC-I, \$12.00*	(Mc-Guild)	Bill Fox
KKSL, 1560, 500 W (DAYS,DA) , ? ?	,\$ 8.00	(Masla)	L. Mynatt
KORQ, 3140, 1 KW (DA-1) , AC	,\$14.00*	(HNWH)	Adams-Shelton Dave Martin
KEAN-F+, 105.1, 100 KW @ 808, COUNTRY	,\$25.00*	(Mc-Guild)	Sun Group Lou Murray
KEYJ-F , 107.9, 100 KW @ 670, CONTEMP	,\$18.00*	(Masla)	
KFQX-F , 102.3, 3 KW @ 300, CHR	,\$17.00	(Mc-Guild)	Bill Fox
KORQ-F , 100.7, 100 KW @ 1260, AC	US 1, \$ NA	(HNWH)	Adams-Shelton Dave Martin
KTLC-F , 99.3, .7 KW @ 625, BTFL/EZ	CBS, \$ NA	(Roslin)	(TYE) Dan Walters
KVRP-F , 95.5, 100 KW @ 529, COUNTRY	APR, \$ NA	(Banner)	(HASKELL) Gary Barrett
KWZD-F , 103.7, 100 KW @ ??, ? ?	,\$?	(---)	(HAMLIN)

ALBANY, GA

MSA Rank/Pop: 298/119,000
 ARB Rank/Pop: 234/93,000
 Market TSL: 19.3 hours
 Average Person Ratings: 14.7

Diaries: 325/286:1
 Sample Target: 270
 % Below Line: 3.1
 % Not Listed: 5.8

Retail \$: .72 Bil
 FM Share: 89.15%
 Stations: 12/10

12+ METRO	1/4/SHARE	SPG 86	SPG 85	METRO CUME	METRO CUME RATING S87	S86	S85
1. WJIZ-F	51/37.2	42.6	33.8	365	39.2	42.4	42.4
2. WJAD-F	24/17.5	12.1	4.4	327	35.2	29.2	21.6
3. WKAK-F	14/10.2	12.8	14.4	199	21.4	22.5	27.0
4. WSGY-F	10/ 7.3	5.0	1.3	207	22.3	18.2	9.3
5. WGPC-F	7/ 5.1	4.3	7.5	113	12.2	9.9	10.8
6. WAZE-F	5/ 3.6	7.8	10.0	104	11.2	13.8	27.2
WGOP	5/ 3.6	.7	1.3	81	8.7	6.3	6.2
8. WALG	4/ 2.9	1.4	3.8	83	8.9	8.1	11.6
WQDE	4/ 2.9	7.1	10.0	88	9.5	12.4	24.5
10.							

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>
1. WJIZ-F>	1. WJIZ-F>	1. WJIZ-F>	1. WJIZ-F>
2. WJAD-F	2. WJAD-F	2. WJAD-F	2. WJAD-F>
3. WKAK-F>	3. WKAK-F>	3. WKAK-F>	3.
4. WALG	4. WSGY-F	4. WSGY-F	4.
5.	5.	5.	5.

<u>ADULTS 18-34</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35-64</u>
1. WJIZ-F>	1. WJIZ-F>	1. WJIZ-F>
2. WJAD-F	2. WJAD-F	2. WKAK-F>
3. WSGY-F>	3. WKAK-F	3. WGPC-F
4. WKAK-F	4. WSGY-F	WJAD-F
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGPC	1450 Albany	.7/4.5
WNKS-F	102.9 Columbus	1.5/6.1
WOFF-F	105.5 Camilla	1.5/6.6

RADIO STATIONS

WALG, 1590, 5 KW/1 KW (DA-2), MOR	ABC-I, \$14.00* (Masla)		Mark Shor
WGOP, 960, 5 KW (DAYS, DA) , ? ?	MBS, \$ NA (HNWH)	Silver Star	Don Karnes
WQDE, 1250, 1 KW (DAYS) , BLACK	NBN, \$11.00 (Dora)		W. Lhamon
WAZE-F, 92.1, 3 KW @ 300, AC	, \$ 7.00 (Roslin)	(DAWSON)	J. Thacker
WGPC-F, 104.5, 43 KW @ 140, BTFL/EZ (?)	CBS-R, \$12.00 (Southern)		L. George
WJAD-F, 97.3, 100 KW @ 1200, CHR	US 1, \$19.00 (Roslin)		Charles Rowe
WJIZ-F, 96.3, 100 KW @ 1000, BLACK	SBN, \$21.00 (HNWH)	Silver Star	Don Karnes
WKAK-F, 101.7, 3 KW @ 300, COUNTRY	ABC-E, \$15.00* (Masla)		Mark Shor
WSGY-F, 100.3, 100 KW @ 1400, AC	, \$16.00* (---)	(TIFTON)	M. Levine

ALBANY - CORVALLIS - LEBANON, OR

MSA Rank/Pop: NA
 ARB Rank/Pop: 195/130,700
 Market TSL: 16.5 hours
 Average Person Ratings: 12.2

Diaries: 431/303:1
 Sample Target: 340
 % Below Line: 41.7
 % Not Listed: 17.0

Retail \$: .74 Bil
 FM Share: 78.78%
 Stations: 24/10

12+ METRO	1/4/SHARE	SPG 86	SPG 85	METRO CUME	METRO S87	CUME S86	RATING S85
1. KRKT-F	22/13.8	12.8	11.3	208	15.9	16.7	17.2
2. KXYQ-F	17/10.7	9.6	1.7	233	17.8	13.2	8.2
3. KIQY-F	15/ 9.4	10.2	4.5	213	16.3	18.2	12.4
4. KEJO-F	8/ 5.0	5.9	7.3	193	14.8	12.8	14.8
KFAT-F	8/ 5.0	9.1	10.2	124	9.5	16.9	9.7
6. KGAL	7/ 4.4	1.6	2.8	208	15.9	9.7	13.0
7. KRKT	6/ 3.8	2.7	5.1	84	6.4	4.9	8.2
KPNW-F	6/ 3.8	5.9	6.8	101	7.7	8.3	5.2
9. KEX	5/ 3.1	1.6	---	58	4.4	4.2	---
KMGE-F	5/ 3.1	---	---	64	4.9	---	---
KXL-F	5/ 3.1	.5	1.7	37	2.8	2.2	3.0

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>
1. KRKT-F	1. KRKT-F	1. KXYQ-F	1. KXYQ-F
2. KXYQ-F	2. KIQY-F	2. KRKT-F	2. KIQY-F
3. KIQY-F	3. KXYQ-F	3. KIQY-F	KRKT-F
4. KGAL	4. KEJO-F	4. KGAL	4. KGAL
5.	KFAT-F	5.	5.
	KPNW-F		

<u>ADULTS 18-34</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35-64</u>
1. KXYQ-F	1. KRKT-F>	1. KRKT-F>
KIQY-F	2. KXYQ-F	2. KFAT-F
3. KRKT-F	KEJO-F	KPNW-F
4. KEJO-F	4. KIQY-F	4. KRKT
5.	KPNW-F	KXL-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KFIR	1370	Sweet Home	2.5/4.1	KKRZ-F	100.3	Portland	.6/4.6
KFLY	1240	Corvallis	2.5/7.1	KSND-F	93.1	Springfield	1.9/6.5
KHPE-F	107.9	Albany	1.3/4.6	KUGN-F	97.9	Eugene	.6/3.2
KLOO	990	Albany	.6/4.7	KXL	95.5	Portland	.6/4.7
				KYTE-F	101.1	Portland	.6/2.4
KDUK-F	104.7	Eugene	1.3/5.0	KZEL-F	96.1	Eugene	2.5/6.4
KGON-F	93.3	Portland	.6/4.4				
KINK-F	101.9	Portland	1.9/4.8				

RADIO STATIONS

KGAL, 920, 1 KW (DA-N)	, OLDIES	SMN,\$ 8.00 (MMR)	(LEBANON) C. Eads
KEJO-F, 101.5, 28 KW @ 250, SOFT AC	ABC-F,\$12.00 (Radio Time)	(CORVALLIS) Bob Holt	
KFAT-F, 106.1, 100 KW @ 1140, COUNTRY	CBS,\$13.00 (Sand-Glenn)	(CORVALLIS) L. Blair	
KIQY-F, 103.7, 53 KW @ 380, CHR	, \$12.00 (Tacher)	(LEBANON) C. Eads	
KRKT-F+, 99.9, 100 KW @ 1075, COUNTRY	ABC-I,\$18.00 (Mc-Guild)	(ALBANY) G. Grossman	

Other ranked stations - See Eugene or Portland in Spring 87 edition of American Radio

ALEXANDRIA, LA

MSA Rank/Pop: 258/139,200
 ARB Rank/Pop: 194/130,900
 Market TSL: 19.8 hours
 Average Person Ratings: 14.4

Diaries: 422/310:1
 Sample Target: 320
 % Below Line: 0
 % Not Listed: 7.4

Retail \$: .73 Bil
 FM Share: 81.71%
 Stations: 9/9

12+ METRO	1/4/SHARE	SPG 86	SPG 85	METRO CUME	METRO S87	CUME S86	RATING S85
1. KRRV-F	54/28.6	26.3	17.9	490	37.4	33.4	30.5
2. KBCE-F	39/20.6	16.6	11.8	315	24.1	23.6	22.7
3. KQID-F	23/12.2	12.7	25.0	315	24.1	25.9	30.1
4. KZMZ-F	20/10.6	12.2	17.5	247	18.9	22.2	31.1
5. KALB	14/ 7.4	9.3	8.5	195	14.9	15.4	17.8
6. KWDF	8/ 4.2	---	---	48	3.7	---	---
7. KISY-F	7/ 3.7	10.7	3.8	137	10.5	21.5	15.1
8. KSYL	6/ 3.2	.5	2.4	120	9.2	7.9	9.7
9. KDBS	4/ 2.1	2.0	5.2	81	6.2	5.9	7.4
10.							

12+ AMD

1. KRRV-F>
2. KBCE-F
3. KALB
4. KQID-F
- 5.

12+ MID

1. KRRV-F>
2. KBCE-F
3. KQID-F
4. KZMZ-F
- 5.

12+ PMD

1. KRRV-F>
2. KBCE-F
3. KQID-F
4. KZMZ-F
- 5.

12+ EVE

1. KBCE-F
2. KRRV-F
3. KQID-F
- KZMZ-F
- 5.

ADULTS 18-34

1. KBCE-F
2. KRRV-F
3. KZMZ-F>
4. KQID-F
- 5.

ADULTS 25-54

1. KRRV-F>
2. KBCE-F>
3. KZMZ-F
4. KISY-F
- KQID-F

ADULTS 35-64

1. KRRV-F>
2. KBCE-F>
3. KWDF
4. KALB
- KQID-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

None

RADIO STATIONS

KALB, 580, 5 KW/1 KW (DA-N), COUNTRY	\$21.00 (Katz)	B. Lynch
KDBS, 1410, 1 KW (DAYS), RELIGION	ABC-C, \$12.00 (Masla)	J. Karst
KSYL, 970, 1 KW (DA-N), MOR	SMN, \$ NA (Torbet)	T. Thompson
KWDF, 840, 1 KW (DAYS), ? ?	\$ NA (---)	
KBCE-F, 102.3, 3 KW @ 310, BLACK	SBN, \$14.00 (HNWH)	G. Lewis
KISY-F, 98.3, 800 W @ 456, AC	MBS, \$ NA (HNWH)	R. Cavaness
KQID-F, 93.1, 100 KW @ 1540, CHR	ABC-C, \$ NA (Torbet)	T. Thompson
KRRV-F, 100.3, 100 KW @ 574, COUNTRY	ABC-E, \$21.60 (Masla)	H. Lazarone
KZMZ-F, 96.9, 100 KW @ 1450, CHR (?)	CBS-R, \$17.00 (Katz)	B. Lynch

AUGUSTA - WATERVILLE, ME

MSA Rank/Pop: NA
 ARB Rank/Pop: 230/96,300
 Market TSL: 17.6 hours
 Average Person Ratings: 13.2

Diaries: 298/323:1
 Sample Target: 280
 % Below Line: 46.8
 % Not Listed: 12.6

Retail \$: .75 Bil
 FM Share: 99.1%
 Stations: 15/5

12+ METRO	1/4/SHARE	SPG 86	SPG 85	METRO CUME	METRO CUME RATING S87	S86	S85
1. WABK-F	23/18.1	15.8	15.2	310	32.2	32.5	35.2
2. WKCG-F	15/11.8	14.3	13.8	165	17.1	21.1	23.5
WMME-F	15/11.8	8.3	1.4	257	26.7	15.9	13.1
4. WIGY-F	13/10.2	17.3	19.3	237	24.6	31.1	33.7
5. WHOM-F	9/ 7.1	6.8	11.0	145	15.1	15.7	16.5
6. WAYU-F	6/ 4.7	---	---	81	8.4	---	---
WBLM-F	6/ 4.7	3.0	5.5	166	17.2	9.0	15.3
WVFX-F	6/ 4.7	---	---	76	7.9	---	---
9. WTVL-F	5/ 3.9	3.0	.7	150	15.6	12.0	5.5
10. WQCB-F	4/ 3.1	1.5	---	84	8.7	5.6	---

12+ AMD

1. WABK-F>
2. WMME-F
3. WKCG-F
4. WIGY-F
- 5.

12+ MID

1. WABK-F
2. WKCG-F>
3. WIGY-F
4. WMME-F
- 5.

12+ PMD

1. WABK-F
2. WMME-F
3. WIGY-F
4. WKCG-F
- 5.

12+ EVE

1. WMME-F
2. WIGY-F
3. WABK-F
- WTVL-F
- WBLM-F

ADULTS 18-34

1. WABK-F
- WMME-F
- WIGY-F>
4. WKCG-F
- WBLM-F

ADULTS 25-54

1. WABK-F>
2. WKCG-F
3. WMME-F
- WAYU-F
- 5.

ADULTS 35-64

1. WABK-F
2. WKCG-F
3. WHOM-F
4. WMME-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WMME	1400	Augusta	---/1.5
WTVL	1490	Waterville	.8/5.2
WKZS-F	99.9	Auburn	1.6/9.8
WTHT-F	102.9	Portland	1.6/8.0
WTOS-F	105.1	Skowhegan	2.4/6.6
WYOU-F	97.1	Bangor	.8/4.2

RADIO STATIONS

WABK-F, 104.3, 50 KW @ 400, CONTEMP	,\$22.00 (Masla)	(GARDINER) Dick Walsh
WKCG-F, 101.3, 50 KW @ 315, COUNTRY	,\$17.00 (NE Spot)	(AUGUSTA) J. Bent
WMME-F, 92.3, 50 KW @ 500, CHR	,\$16.00 (Christal)	(AUGUSTA) Jim Mann
WTVL-F, 98.5, 50 KW @ 373, AC	,\$13.00 (---)	(WATERVILLE) Dave Brown

Other ranked stations - See Bangor in this edition or Portland in Spring 87 edition of American Radio

BANGOR, ME

MSA Rank/Pop: 336/84,300
 ARB Rank/Pop: 250/67,600
 Market TSL: 18.4 hours
 Average Person Ratings: 14.1

Diaries: 295/229:1
 Sample Target: 250
 % Below Line: 2.4
 % Not Listed: 11.6

Retail \$: .52 Bil
 FM Share: 84.52%
 Stations: 10/9

12+ METRO	1/4/SHARE	SPG 86	SPG 85	METRO CUME	METRO S87	CUME S86	RATING S85
1. WAFX-F	15/15.8	12.0	---	164	24.3	28.1	---
2. WPBC-F	14/14.7	9.0	9.6	139	20.6	17.1	20.7
WWMJ-F	14/14.7	8.0	14.9	154	22.8	18.3	24.6
4. WABI	9/ 9.5	14.0	5.3	123	18.2	25.0	22.1
WYOU-F	9/ 9.5	9.0	17.0	112	16.6	16.9	23.1
6. WKSQ-F	8/ 8.4	12.0	5.3	155	22.9	26.7	13.9
WQCB-F	8/ 8.4	6.0	---	106	15.7	13.3	---
8. WZON	4/ 4.2	5.0	12.8	110	16.3	18.0	32.1
9.							
10.							

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>
1. WPBC-F	1. WWMJ-F	1. WWMJ-F	1. WAFX-F
2. WABI	2. WPBC-F	2. WAFX-F	2. WZON
3. WWMJ-F	3. WAFX-F>	3. WPBC-F	3. WKSQ-F
4. WAFX-F	4. WYOU-F	4. WQCB-F	WWMJ-F
5.	5.	5.	5.

<u>ADULTS 18-34</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35-64</u>
1. WAFX-F	1. WWMJ-F>	1. WPBC-F>
WWMJ-F>	2. WPBC-F	2. WABI
3. WKSQ-F	WQCB-F	WQCB-F
4.	4. WABI	4. WWMJ-F
5.	5.	WYOU-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGUY 1200 Brewer	---/ 1.2
WGUY-F 100.9 Brewer	1.1/10.9
WTOS-F 105.1 Skowhegan	2.1/ 6.1

RADIO STATIONS

WABI, 910, 5 KW (DA-N), MOR	ABC-I, \$15.00* (Torbet)	Community	G. Gonyar
WZON, 620, 5 KW (DA-N), AC	NBC, \$13.00* (Masla)		C. Spruce
WGUY-F, 100.9, 1 KW @ 484, ??	ABC-R, \$12.00 (Savalli)	(ELLSWORTH)	
WKSQ-F, 94.5, 50 KW @ 430, CHR	, \$26.00 (Roslin)		M. Osborne
WPBC-F, 92.9, 15 KW @ 781, BTFL/EZ	, \$23.00* (Masla)	(BREWER)	J. Goff
WQCB-F, 106.5, 11 KW @ 1080, COUNTRY	SMN, \$15.00 (Roslin)		K. Dolley
WAFX-F, 104.7, 11 KW @ 1080, CONTEMP	, \$29.00* (Republic)	(ELLSWORTH)	B. Darling
WWMJ-F, 95.7, 12 KW @ 1029, AC	CBS-R, \$24.00* (HNWH)		H. Dudman
WYOU-F, 97.1, 5 KW @ 1228, COUNTRY	ABC-E, \$19.00* (Torbet)	Community	G. Gonyar

BATTLE CREEK, MI

MSA Rank/Pop: 262/136,800
 ARB Rank/Pop: 210/112,700
 Market TSL: 20.0 hours
 Average Person Ratings: 15.0

Diaries: 327/345:1
 Sample Target: 310
 % Below Line: 68.3
 % Not Listed: 16.0

Retail \$: .73 Bil
 FM Share: 78.87%
 Stations: 14/4

12+ METRO	1/4/SHARE	SPG	SPG	METRO	METRO CUME RATING		
		86	85	CUME	S87	S86	S85
1. WNWN-F	41/24.3	21.2	18.8	319	28.3	35.3	27.1
2. WKFR-F	22/13.0	11.7	15.0	243	21.6	26.9	25.2
3. WBCK	21/12.4	12.3	15.0	336	28.7	29.1	32.9
4. WMJC-F	15/ 8.9	8.9	1.9	216	19.2	19.8	7.1
5. WJXQ-F	12/ 7.1	11.7	15.0	243	21.6	26.9	25.2
6. WKNR	7/ 4.1	1.7	3.8	141	12.5	9.8	12.2
7. WVIC-F	5/ 3.0	2.8	3.8	106	9.4	10.6	8.4
8.							
9.							
10.							

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>
1. WBCK	1. WNWN-F>	1. WNWN-F>	1. WKFR-F>
WNWN-F	2. WKFR-F	2. WKFR-F	2. WJXQ-F
3. WKFR-F	3. WMJC-F	3. WMJC-F	3. WNWN-F
4. WKNR	4. WBCK	4. WBCK	4. WBCK
5. WJXQ-F	5.	5.	WMJC-F

<u>ADULTS 18-34</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35-64</u>
1. WKFR-F	1. WNWN-F>	1. WNWN-F>
2. WMJC-F	2. WMJC-F	2. WBCK >
3. WNWN-F	3. WKFR-F	3. WMJC-F
4. WJXQ-F	4. WBCK	4.
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WELL-F	104.9	Marshall	1.2/4.3
WIBM-F	94.1	Jackson	2.4/8.1
WJR	760	Detroit	.6/3.2
WKZO	590	Kalamazoo	.6/2.6
WMMQ-F	92.7	Charlotte	1.8/6.5
WOOD-F	105.7	Grand Rapids	2.4/8.5
WQLR-F	106.5	Kalamazoo	2.4/9.2

RADIO STATIONS

WBCK, 930, 5 KW/1 KW (DA-2), MOR NBC, \$18.00* (Masla)
 WKNR, 1400, 1 KW (DA-1), OLDIES US 2, \$15.00* (Eastman)

WMJC-F, 95.3, 3 KW @ 270, AC NBC, US 2, \$22.00* (Republic) Liggett John Lander

Other ranked stations - See Kalamazoo, Grand Rapids or Lansing in Spring 87 edition of
American Radio

BECKLEY, WV

MSA Rank/Pop: NA
 ARB Rank/Pop: 249/71,200
 Market TSL: 18.2 hours
 Average Person Ratings: 13.2

Diaries: 326/218:1
 Sample Target: 250
 % Below Line: 3.0
 % Not Listed: 7.4

Retail \$: .49 Bil
 FM Share: 72.41%
 Stations: 11/6

12+ METRO	1/4/SHARE	SPG 86	SPG 85	METRO CUME	METRO S87	CUME S86	RATING S85
1. WCIR-F	25/26.6	21.9	33.0	293	41.2	35.1	46.6
2. WTNJ-F	23/24.5	13.2	16.5	248	34.8	22.9	31.6
3. WJLS	21/22.3	31.6	16.5	242	34.0	44.0	31.6
4. WBKW-F	7/ 7.4	7.0	6.1	99	13.9	13.1	13.0
5. WWRN	3/ 3.2	4.4	2.6	103	14.5	14.2	15.2
6.							
7.							
8.							
9.							
10.							

12+ AMD

1. WTNJ-F
2. WJLS
3. WCIR-F
- 4.
- 5.

12+ MID

1. WTNJ-F
2. WCIR-F
3. WJLS
- 4.
- 5.

12+ PMD

1. WCIR-F
2. WJLS
3. WTNJ-F
- 4.
- 5.

12+ EVE

1. WCIR-F>
2. WJLS >
3. WTNJ-F>
- 4.
- 5.

ADULTS 18-34

1. WTNJ-F
2. WCIR-F>
3. WJLS
- 4.
- 5.

ADULTS 25-54

1. WCIR-F
2. WTNJ-F
3. WJLS >
- 4.
- 5.

ADULTS 35-64

1. WJLS
2. WCIR-F
- WTNJ-F>
4. WBKW-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCIR	1070	Beckley	---/ 2.5
WOAY-F	94.1	Oak Hill	1.1/12.5
WBES-F	96.1	Charleston	1.1/ 3.4
WHAJ-F	104.5	Bluefield	1.1/10.7
WKLC-F	105.1	St. Albans	2.1/ 4.5
WQBE-F	97.5	Charleston	2.1/ 4.6
WVAF-F	99.9	Charleston	1.1/ 3.5

RADIO STATIONS

WJLS, 560, 5 KW/500 W (DA-N), COUNTRY	CBS, \$12.00 (Savalli)	N. Smith
WWRN, 620, 1 KW/500 W (DA-N), MOR/AC	ABC-C, \$ 9.00 (Katz)	A. Martine
WBKW-F, 99.5, 34 KW @ 1050, GOSPEL/RELIG	MBS, \$ 7.00 (Regional)	N. Smith
WCIR-F, 103.7, 5 KW @ 1485, CONTEMP	NBC, \$18.00* (S. Katz)	R. Southern
WOAY-F, 94.1, 26 KW @ 650, CHR (?)	, \$ 9.00 (Masla)	(OAK HILL) L. Thomas
WTNJ-F, 105.9, 50 KW @ 500, COUNTRY	ABC-E, \$19.00* (---)	A. Gonzales

BIG SPRING, TX

MSA Rank/Pop: NA
 ARB Rank/Pop: 259/28,800
 Market TSL: 13.1 hours
 Average Person Ratings: 9.7

Diaries: 292/99:1
 Sample Target: 250
 % Below Line: 26.9
 % Not Listed: 3.6

Retail \$: .27 Bil
 FM Share: 34.62%
 Stations: 6/4

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		86	85		S87	S86	S85
1. KBST	12/42.9	33.3	27.3	143	49.7	46.3	44.4
2. KBYG	4/14.3	13.3	15.2	72	25.0	24.6	28.0
KBAT-F	4/14.3	6.7	---	52	18.1	9.7	---
4. KNFM-F	3/10.7	3.3	6.1	52	18.1	11.9	11.9
5. KWKI-F	2/ 7.1	13.3	12.1	62	21.5	21.6	22.0
6. KWKI	1/ 3.6	10.0	3.0	22	7.6	16.8	19.0
7.							
8.							
9.							
10.							

12+ AMD

1. KBST >
2. KBYG >
3. KWKI-F
- 4.
- 5.

12+ MID

1. KBST >
2. KBAT-F
3. KBYG
- 4.
- 5.

12+ PMD

1. KBST >
2. KBAT-F>
3. KBYG-F
- KNFM-F
- 5.

12+ EVE

1. KBST
2. KBAT-F>
- 3.
- 4.
- 5.

ADULTS 18-34

1. KBAT-F
2. KBST
3. KWKI-F
- 4.
- 5.

ADULTS 25-54

1. KBST >
2. KBYG >
3. KWKI-F
- KNFM-F
- 5.

ADULTS 35-64

1. KBST >
2. KBYG >
3. KWKI-F
- KNFM-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

None

RADIO STATIONS

KBST, 1490, 1 KW	, CONTEMP	ABC-E,\$16.00	(Riley)	D. Wrinkle
KBYG, 1400, 1 KW	, COUNTRY	CBS,Trans,\$ 7.00	(---)	R. Taylor
KWKI, 1270, 1 KW (DAYS)	, AC	Trans,\$ NA	(Miller)	D. Ziebell
 KWKI-F, 95.3, 2 KW @ 300, AC		MBS,\$11.00	(Miller)	D. Ziebell

BILOXI - GULFPORT, MS

MSA Rank/Pop: 202/202,800
 ARB Rank/Pop: 171/162,500
 Market TSL: 21.1 hours
 Average Person Ratings: 15.6

Diaries: 507/320:1
 Sample Target: 370
 % Below Line: 25.9
 % Not Listed: 13.0

Retail \$: 1.0 Bil
 FM Share: 79.55%
 Stations: 19/9

12+ METRO	1/4/SHARE	SPG 86	SPG 85	METRO CUME	METRO S87	CUME S86	RATING S85
1. WZKX-F	55/21.7	6.9	8.9	549	33.8	23.6	18.6
2. WQID-F	32/12.6	17.9	24.0	512	31.5	42.7	37.0
3. WVMI	19/ 7.5	5.7	9.8	224	13.8	12.8	17.5
4. WGCM-F	16/ 6.3	10.3	6.7	197	12.1	13.2	13.4
WQFX-F	16/ 6.3	11.1	10.2	242	14.9	19.4	14.8
6. WPMO-F	13/ 5.1	3.8	1.3	180	11.1	7.1	4.7
7. WXLS-F	10/ 4.0	---	---	226	13.9	---	---
8. WROA	9/ 3.6	5.0	3.6	106	6.5	8.6	9.1
9. WLTS-F	3/ 3.2	7.6	2.7	52	3.2	7.6	2.7
10. WRNO-F	7/ 2.8	2.3	1.3	115	7.1	7.6	4.4

12+ AMD

1. WZKX-F>
2. WQID-F
3. WQFX-F
4. WVMI
- 5.

12+ MID

1. WZKX-F>
2. WQID-F
3. WVMI
4. WGCM-F
- WQFX-F

12+ PMD

1. WZKX-F>
2. WQID-F
3. WVMI
4. WGCM-F
- WXLS-F

12+ EVE

1. WZKX-F>
2. WQID-F>
- 3.
- 4.
- 5.

ADULTS 18-34

1. WZKX-F>
2. WQID-F>
3. WQFX-F
4. WXLS-F
- 5.

ADULTS 25-54

1. WZKX-F>
2. WQID-F
3. WGCM-F
- WVMI
- 5.

ADULTS 35-64

1. WVMI >
2. WGCM-F
3. WQID-F
- WZKX-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBND	1490	Biloxi	1.2/4.1	WNOE-F	101.1	New Orleans	2.0/6.3
WGCM	1240	Gulfport	1.2/6.6	WPMO	1580	Pascagoula	---/1.5
WAJY-F	101.9	New Orleans	1.2/1.9	WQUE-F	93.3	New Orleans	.8/3.0
WBLX-F	92.9	Mobile	1.2/3.0	WTIX	690	New Orleans	7.4/2.4
WBYU-F	95.7	New Orleans	2.0/3.8	WWL	870	New Orleans	2.0/6.1

RADIO STATIONS

WROA, 1390, 5 KW (DA-2)	, MOR	US 2,\$14.00 (Masla)	M. Dowdy
WVMI, 570, 5 KW/1 KW (DA-2),	COUNTRY	ABC-E,\$20.00* (Mc-Guild)	New South W. Vowell
WGCM-F, 102.3, 3 KW @ 300,	COUNTRY	ABC-D,\$18.00* (Torbet)	Holt
WQFX-F, 96.7, 3 KW @ 245,	BLACK	MBS,SMN,\$20.00* (Roslin)	D. Steere
WQID-F, 93.7, 100 KW @ 400,	CHR	ABC-F,\$27.00* (Mc-Guild)	W. Vowell
WXLS-F, 107.1, 2 KW @ 400,	AC (?)	,\$13.00 (Torbet)	
WZKX-F, 107.9, 100 KW @ 1460,	CHR	,\$25.00 (Masla)	M. Dowdy

WPMO - See Pascagoula

Other ranked stations - See New Orleans in Spring 87 edition of American Radio

BISMARCK, ND

MSA Rank/Pop: 332/88,000
 ARB Rank/Pop: 247/75,100
 Market TSL: 20.9 hours
 Average Person Ratings: 15.7

Diaries: 321/234:1
 Sample Target: 250
 % Below Line: 0
 % Not Listed: 10.2

Retail \$: .60 Bil
 FM Share: 65.09%
 Stations: 7/7

12+ METRO	1/4/SHARE	SPG 86	SPG 85	METRO CUME	METRO S87	CUME S86	RATING S85
1. KYYY-F	33/28.0	26.5	25.0	315	41.9	44.0	41.8
2. KFYZ	18/15.3	22.7	24.2	305	40.6	53.2	50.7
3. KQDY-F	17/14.4	9.1	20.8	184	24.5	20.4	27.8
4. KBYZ-F	15/12.7	14.4	---	214	28.5	28.2	---
5. KLXX	11/ 9.3	9.8	1.7	105	14.0	18.6	13.7
6. KBMR	8/ 6.8	5.3	18.3	132	17.6	13.0	23.7
7. KNDR-F	4/ 3.4	4.5	2.5	59	7.9	7.7	6.5
8.							
9.							
10.							

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>
1. KYYY-F	1. KYYY-F>	1. KYYY-F>	1. KYYY-F>
2. KFYZ >	2. KBYZ-F	2. KQDY-F	2. KBYZ-F>
3. KLXX	3. KQDY-F	3. KBYZ-F>	3. KQDY-F
KQDY-F	4. KFYZ	4. KFYZ	4. KLXX
5.	5.	5.	5.

<u>ADULTS 18-34</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35-64</u>
1. KYYY-F>	1. KYYY-F	1. KFYZ
2. KBYZ-F>	2. KFYZ	2. KQDY-F
3. KFYZ	3. KQDY-F	3. KLXX
KQDY-F	4. KBYZ-F	4. KBMR
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

None

RADIO STATIONS

KBMR, 1130, 50 KW (DAYS,DA)	, COUNTRY	NBC,\$15.00* (Mc-Guild)		A. Anderson
KFYZ, 550, 5 KW (DA-N)	, AC	ABC-I,\$27.00* (Banner)	Meyer	Bob Bitz
KLXX, 1270, 1 KW/250 W (DA-1), AC		,\$10.00* (Torbet)		J. Odney
KBYZ-F, 96.5, 100 KW @ 1000, CONTEMP		US 1,\$16.00* (Torbet)		J. Odney
KNDR-F, 104.7, 100 KW @ 290, RELIGION		,\$ 6.00 (---)	(MANDAN)	S. Winzenburg
KQDY-F, 94.5, 100 KW @ 1090, COUNTRY		ABC-E,\$21.00* (Mc-Guild)		A. Anderson
KYYY-F, 92.9, 100 KW @ 1180, CHR		ABC-C,\$30.00* (Banner)	Meyer	B. Bitz

BOULDER, CO

MSA Rank/Pop: 193/216,200
 ARB Rank/Pop: 156/190,100
 Market TSL: 20.4 hours
 Average Person Ratings: 15.7

Diaries: 453/420:1
 Sample Target: 380
 % Below Line: 68.3
 % Not Listed: 12.1

Retail \$: 1.52 Bil
 FM Share: 79.38%
 Stations: 25/5

12+ METRO	1/4/SHARE	SPG 86	SPG 85	METRO CUME	METRO CUME RATING S87	S86	S85
1. KBCO-F	49/16.4	14.8	12.2	538	28.3	26.1	28.4
2. KOSI-F	23/ 7.7	6.2	11.7	300	15.8	16.4	20.2
3. KOA	22/ 7.4	4.5	5.7	295	15.5	16.6	15.0
4. KOAQ-F	19/ 6.4	3.8	4.8	279	14.7	14.9	16.1
5. KBPI-F	18/ 6.0	7.2	8.6	346	18.2	17.6	21.4
6. KYGO-F	16/ 5.4	4.5	5.4	258	13.6	10.6	14.6
7. KHIH-F	15/ 5.0	.7	1.6	295	15.5	3.5	5.6
8. KRXY-F	14/ 4.7	1.4	2.9	202	10.6	6.1	10.7
9. KAZY-F	12/ 4.0	4.5	3.2	156	8.2	9.4	11.8
10. KQKS-F	11/ 3.7	---	---	167	8.8	---	---

12+ AMD

1. KBCO-F>
2. KOA
3. KOAQ-F
4. KHOW
- 5.

12+ MID

1. KBCO-F>
2. KOAQ-F
3. KOSI-F
4. KOA
- 5.

12+ PMD

1. KBCO-F>
2. KOSI-F
3. KOA
4. KYGO-F
- 5.

12+ EVE

1. KBCO-F
2. KBPI-F
3. KAZY-F
4. KOA
- 5.

ADULTS 18-34

1. KBCO-F>
2. KOAQ-F
3. KBPI-F
4. KHIH-F
- 5.

ADULTS 25-54

1. KBCO-F>
2. KOSI-F
3. KHIH-F
4. KOAQ-F
- 5.

ADULTS 35-64

1. KOSI-F
2. KOA
3. KYGO-F
4. KHOW
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBCO 1190 Boulder 1.3/3.5
 KBOL 1490 Boulder 1.3/6.8

See Denver for more information about the following:

KADX-F	.7/1.9	KNUS	.3/1.9
KBRQ-F	.3/3.3	KRZN	.7/3.4
KEZW	1.7/3.4	KSYY-F	2.0/8.0
KHOW	3.4/9.3	KTCL-F	1.7/6.4
KIMN	1.3/8.1	KVOD-F	2.3/7.4
KLZ	1.3/6.4	KYBG	.7/3.6
KMJI-F	2.0/7.9		

RADIO STATIONS

For all ranked stations - See Denver in Spring 87 edition of American Radio

BOZEMAN, MT

MSA Rank/Pop: NA
 ARB Rank/Pop: 258/42,600
 Market TSL: 18.0 hours
 Average Person Ratings: 13.8

Diaries: 261/163:1
 Sample Target: 250
 % Below Line: 0
 % Not Listed: 13.6

Retail \$: .33 Bil
 FM Share: 56.86%
 Stations: 7/7

12+ METRO	1/4/SHARE	SPG 86	SPG 85	METRO CUME	METRO CUME S87	RATING S86	RATING S85
1. KUUB-F	19/32.2	---	---	167	39.2	---	---
2. KBOZ	9/15.3	13.0	16.7	142	33.3	25.3	30.8
3. KBMN	8/13.6	11.1	10.0	76	17.8	18.6	26.6
KBOZ-F	8/13.6	37.0	25.0	151	35.4	52.5	44.0
5. KXXL	3/ 5.1	7.4	15.0	70	16.4	15.7	25.9
6. KGVW	2/ 3.4	9.3	3.3	41	9.6	9.9	7.0
KGWV-F	2/ 3.4	---	---	27	6.3	---	---
8.							
9.							
10.							

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>
1. KBOZ	1. KUUB-F>	1. KUUB-F>	1. KUUB-F>
2. KUUB-F	2. KBMN	2. KBOZ-F	2.
3. KBMN	3. KBOZ	3. KBOZ	3.
4. KBOZ-F	4. KBOZ-F	4. KBMN	4.
5.	5.	KXXL	5.

<u>ADULTS 18-34</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35-64</u>
1. KUUB-F>	1. KBOZ	1. KBMN
2. KBOZ-F>	KUUB-F>	KBOZ >
3.	3. KBMN	3. KXXL >
4.	KBOZ-F	4.
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

None

RADIO STATIONS

KBMN, 1230, 1 KW	, BTFL/EZ	ABC-I, \$15.00	(Eastman)	L. Kehl
KBOZ, 1090, 5 KW (DA-N)	, COUNTRY	NBC, \$14.00	(Moore)	Citadel
KGWV, 640, 10 KW (DAYS)	, RELIGION	MBS, \$ 7.00	(---)	Enterprise (BELGRADE)
KXXL, 1450, 1 KW	, COUNTRY	APR, \$ 9.00*	(Market 4)	M. Brashear
				J. Bronken
KBOZ-F, 93.7, 100 KW @ 248	, CHR	NBC, CBS-R, \$14.00	(Moore)	Citadel
KGWV-F, 96.7, 3 KW @ 195	, ? ?	MBS, \$ 7.00	(---)	(BELGRADE)
KUUB-F, 95.1, 100 KW @ 780	, CHR	ABC-C, \$16.00	(---)	J. Brandt
				T. Bitts

BURLINGTON, VT

MSA Rank/Pop: 287/123,800
 ARB Rank/Pop: 215/107,800
 Market TSL: 21.3 hours
 Average Person Ratings: 16.0

Diaries: 327/330:1
 Sample Target: 290
 % Below Line: 6.6
 % Not Listed: 12.7

Retail \$: .98 Bil
 FM Share: 72.85%
 Stations: 12/9

12+ METRO	1/4/SHARE	FAL 86	SPG 86	FAL 85	SPG 85	METRO CUME	METRO CUME S87	RATING S86	S85
1. WXXX-F	35/20.2	14.9	21.0	23.9	28.4	431	40.0	46.4	40.2
2. WIZN-F	28/16.2	12.2	3.1	8.4	5.1	264	24.5	9.9	12.4
3. WEZF-F	22/12.7	9.9	8.6	12.9	11.4	249	23.1	19.7	23.6
4. WJOY	16/ 9.2	7.2	8.0	8.4	8.5	172	16.0	11.4	16.2
5. WQCR-F	14/ 8.1	7.7	10.5	8.4	9.1	241	22.4	28.0	25.4
6. WVMT	13/ 7.5	5.5	4.3	6.5	5.7	204	13.9	15.1	19.2
7. WDOT	7/ 4.0	6.6	9.9	4.5	6.3	103	9.6	15.7	14.4
8. WKDR	5/ 2.9	2.2	1.9	1.9	1.1	49	4.5	4.0	4.6
9. WLFE-F	4/ 2.3	5.5	5.6	1.3	2.8	84	7.8	9.1	7.0
10.									

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>
1. WXXX-F>	1. WXXX-F	1. WIZN-F	1. WIZN-F
2. WJOY	2. WIZN-F	2. WXXX-F	2. WXXX-F
3. WIZN-F	3. WEZF-F>	3. WEZF-F>	3. WEZF-F
4. WEZF-F	4. WJOY	4. WQCR-F	4. WJOY
5.	5.	5.	5.

<u>ADULTS 18-34</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35-64</u>
1. WIZN-F	1. WXXX-F>	1. WEZF-F>
2. WXXX-F>	2. WEZF-F	2. WXXX-F
3. WQCR-F	3. WIZN-F	3. WDOT
4. WEZF-F	WVMT	4. WVMT
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WKLZ-F	92.1	Port Henry	1.2/7.1
CHOM-F	97.7	Montreal	1.7/5.3
WGFB-F	99.9	Plattsburgh	1.2/8.2

RADIO STATIONS

WDOT, 1390, 5 KW (DA-1), COUNTRY	ABC-E, \$10.00	(Savalli)	W. Hunter
WJOY, 1230, 1 KW, NOSTALGIA	CBS, \$15.00*	(Christal) Hall	P. Battaini
WVMT, 620, 5 KW (DA-2), MOR	NBC, \$16.00*	(Mc-Guild) Goldman	P. Goldman
WKDR, 1070, 5 KW (DAYS), TALK	ABC-I, ABC-T, \$ NA	(NE Spot) (PLATTSBURGH, NY)	R. Black
WEZF-F, 92.9, 36 KW @ 2700, SOFT AC	Trans, \$ NA	(Banner) Knight	T. Pierce
WIZN-F, 106.3, .7 KW @ 496, AOR	, \$15.00	(Roslin) (VERGENNES)	A. LaVigne
WLFE-F, 102.3, 440 W @ 800, COUNTRY	MBS, \$14.00	(S. Katz) (ST. ALBANS)	D. Kimmel
WQCR-F, 98.9, 50 KW @ 310, CHR	, \$ NA	(Christal) Hall	P. Battaini
WXXX-F, 95.3, 3 KW @ 225, CONTEMP	, \$ NA	(HNWH) Metronet	T. Lavin

CAPE COD, MA

MSA Rank/Pop: NA
 ARB Rank/Pop: 178/154,800
 Market TSL: 22.2 hours
 Average Person Ratings: 16.9

Diaries: 409/378:1
 Sample Target: 340
 % Below Line: 30.0
 % Not Listed: 17.2

Retail \$: 1.71 Bil
 FM Share: 88.94%
 Stations: 25/10

12+ METRO	1/4/SHARE	FAL 86	SPG 86	FAL 85	SPG 85	METRO CUME	METRO S87	CUME S86	RATING S85
1. WQRC-F	61/23.3	21.0	21.5	20.8	19.1	574	37.1	31.4	33.0
2. WCOD-F	22/ 8.4	3.1	6.6	5.2	8.1	325	21.0	20.7	21.5
WKPE-F	22/ 8.4	11.8	11.8	8.2	11.0	303	19.6	21.5	25.8
WPXC-F	22/ 8.4	---	---	---	---	262	16.9	---	---
5. WRKO	14/ 5.3	4.2	5.9	1.9	2.6	178	11.5	9.9	7.9
6. WHJY-F	10/ 3.8	2.3	3.5	7.1	5.5	125	8.1	8.9	9.8
7. WFCC-F	9/ 3.4	---	---	---	---	139	9.0	---	---
8. WBCN-F	7/ 2.7	4.6	4.8	1.9	3.2	101	6.5	9.4	9.6
WPLM-F	7/ 2.7	4.2	3.8	3.7	4.9	194	12.5	12.5	13.2
10. WCIB-F	6/ 2.3	8.4	5.2	7.8	9.7	234	15.1	19.9	21.6
WOCB	6/ 2.3	1.5	1.7	3.0	2.9	105	6.8	6.6	7.8
WXJY-F	6/ 2.3	2.7	2.4	3.0	2.9	98	6.3	7.0	6.9
WEEI	6/ 2.3	2.7	1.4	5.2	1.6	122	7.9	7.7	7.3

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WQRC-F>	1. WQRC-F>	1. WQRC-F	1. WQRC-F
2. WPXC-F	2. WPXC-F	2. WPXC-F	2. WKPE-F
3. WCOD-F	3. WKPE-F	3. WKPE-F	3. WPLM-F
4. WKPE-F	4. WCOD-F	4. WCOD-F	4. WZOU-F
			WCOD-F

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WPXC-F	1. WPXC-F	1. WQRC-F>
2. WKPE-F	2. WCOD-F	2. WCOD-F
3. WCOD-F	3. WQRC-F	3. WRKO
4. WBCN-F	4. WKPE-F	4. WPXC-F
WHJY-F		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WMVY-F	92.7	Tisbury	1.9/3.7	WMJX-F	106.7	Boston	.4/4.0
WOCB-F	94.9	W. Yarmouth	1.1/5.9	WMYS-F	98.1	New Bedford	.8/5.2
WBOS-F	92.9	Brookline	.8/3.3	WPLM	1390	Plymouth	.8/2.4
WHDH	850	Boston	1.1/3.0	WPRO-F	92.3	Providence	.4/4.1
WJIB-F	96.9	Boston	.4/4.3	WROR-F	98.5	Boston	.4/4.1
				WZOU-F	94.5	Boston	1.9/4.2

RADIO STATIONS

WOCB, 1240, 1 KW, MOR/EZ/TALK CBS,NBC-T,\$18.00* (Kettell) (W. YARMOUTH) C. Dunn

WCIB-F, 101.9, 50 KW @ 280, AC ABC-D,\$27.00* (Katz) Justice (FALMOUTH) P. Seccareccio

WCOD-F, 106.1, 50 KW @ 450, AC APR,\$36.00* (Banner) (HYANNIS) P. Levesque

WFCC-F, 107.5, 50 KW @ 300, CLASSICAL APR,\$ NA (CMBS) (CHATHAM) J. Ryan

WKPE-F, 104.7, 50 KW @ 500, CHR , \$43.00 (Mc-Guild) Roth (ORLEANS) D. Weinfeld

WPXC-F, 102.9, 3 KW @ 300, OLDSIES/CLASSIC , \$30.00* (Kadetsky) (HYANNIS) A. Makkay

WQRC-F, 99.9, 50 KW @ 378, BTFL/VARIETY UPI,\$51.00* (Torbet) (BARNSTABLE) G. Bone

WXJY-F, 96.3, 50 KW @ 205, CONTEMP Trans,\$22.00* (Mc-Guild) (NANTUCKET) B. Harris

Other ranked stations - See Boston in Spring 87 edition of American Radio

CAPE MAY, NJ

MSA Rank/Pop: NA
 ARB Rank/Pop: 237/84,300
 Market TSL: 24.1 hours
 Average Person Ratings: 18.0

Diaries: 256/329:1
 Sample Target: 250
 % Below Line: 50.4
 % Not Listed: 12.5

Retail \$: .75 Bil
 FM Share: 82.71%
 Stations: 20/7

12+ METRO	1/4/SHARE	SPG 86	SPG 85	METRO CUME	METRO CUME S87	RATING S86	S85
1. WZXL-F	25/16.4	3.6	8.1	189	22.4	7.8	16.0
2. WWOC-F	20/13.2	13.9	11.0	161	19.1	19.9	22.5
3. WMID	14/ 9.2	4.4	5.1	109	12.9	8.2	9.4
4. WBNJ-F	9/ 5.9	8.0	---	124	14.7	13.6	---
WAYV-F	9/ 5.9	2.9	2.9	85	10.1	7.8	9.1
WMMR-F	9/ 5.9	8.0	8.1	136	16.1	14.6	14.9
7. WFPG-F	7/ 4.6	6.6	4.4	127	15.1	9.3	14.2
WLQE-F	7/ 4.6	.7	---	70	8.3	4.0	---
WMGM-F	7/ 4.6	8.8	13.2	131	15.5	17.4	19.7
10.							

12+ AMD

1. WZXL-F
2. WWOC-F
3. WMID
4. WBNJ-F
- WIP

ADULTS 18-34

1. WZXL-F>
2. WAYV-F
- WMMR-F
4. WLQE-F
- WMGM-F

12+ MID

1. WWOC-F
2. WZXL-F
3. WBNJ-F
- WMID
- 5.

ADULTS 25-54

1. WZXL-F
2. WBJN-F
- WLQE-F
4. WWOC-F
- WAYV-F
- WMMR-F

12+ PMD

1. WZXL-F
2. WWOC-F
3. WAYV-F
4. WMID
- WMMR-F

ADULTS 35-64

1. WWOC-F
2. WMID
3. WBJN-F
4. WZXL-F
- 5.

12+ EVE

1. WZXL-F
2. WWOC-F
- WMID
4. WAYV-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCMC	1230	Wildwood	2.0/8.4	WEAZ-F	101.1	Philadelphia	2.0/5.7
WDVR-F	98.3	Ocean City	2.0/8.3	WIP	610	Philadelphia	2.0/4.6
WSJL-F	102.3	Cape may	2.0/5.2	WMGK-F	102.9	Philadelphia	.7/5.7
WSLT-F	106.3	Ocean City	2.0/8.8	WUSL-F	98.9	Philadelphia	1.3/3.9
KYW	1060	Philadelphia	.7/7.0				
WCAU	1210	Philadelphia	1.3/5.3				
WDSF-F	94.7	Dover	1.3/4.6				

RADIO STATIONS

WCMC, 1230, 1 KW , NOSTALGIA SMN,\$13.00 (Roslin) J. Gallagher

WBNJ-F, 105.5, 3 KW @ 300, SOFT AC , \$16.00 (---) R. McBride

WWOC-F, 94.3, 3 KW @ 300, BTFL/EZ APR, \$16.00 (Roslin) (AVALON) L. Keene

WZXL-F, 100.7, 38 KW @ 330, CHR , \$23.00 (Roslin) (WILDWOOD) J. Gallagher

Other ranked stations - See Philadelphia or Atlantic City in Spring 87 American Radio

CHARLOTTESVILLE, VA

MSA Rank/Pop: 296/119,800
 ARB Rank/Pop: 218/105,800
 Market TSL: 16.3 hours
 Average Person Ratings: 12.3

Diaries: 363/291:1
 Sample Target: 290
 % Below Line: 10.1
 % Not Listed: 23.8

Retail \$: .84 Bil
 FM Share: 58.59%
 Stations: 12/8

12+ METRO	1/4/SHARE	SPG 86	SPG 85	METRO CUME	METRO CUME RATING S87	S86	S85
1. WWWV-F	24/18.5	14.2	15.2	161	36.4	35.0	29.9
2. WINA	22/16.9	19.4	14.5	311	29.4	30.0	27.9
3. WQMC-F	15/11.5	9.7	9.0	174	16.4	16.0	16.9
4. WKAV	11/ 8.5	11.2	9.0	113	10.7	12.8	13.3
5. WCHV	8/ 6.2	5.2	17.9	196	18.5	18.9	29.6
6. WJLT-F	4/ 3.1	6.7	6.2	117	11.1	13.8	10.0
WUVA-F	4/ 3.1	2.2	2.1	167	15.8	15.3	16.2
8.							
9.							
10.							

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>
1. WINA	1. WINA	1. WWWV-F>	1. WINA
2. WWWV-F>	WWWV-F	2. WINA	2. WWWV-F
3. WQMC-F	3. WQMC-F	3. WQMC-F	3. WQMC-F>
4. WCHV	4. WKAV	4. WKAV	4.
5.	5.	5.	5.

<u>ADULTS 18-34</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35-64</u>
1. WWWV-F>	1. WINA	1. WQMC-F
2. WINA >	2. WWWV-F>	2. WINA
3.	3. WQMC-F	3. WKAV >
4.	4. WKAV	4.
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WLSA-F 105.5 Louisa	.8/6.2
WEZS-F 103.7 Richmond	.8/5.6
WRXL-F 102.1 Richmond	.8/3.1

RADIO STATIONS

WCHV, 1260, 5 KW/2.5 KW (DA-2), MOR	ABC-D, \$33.00 (Masla)	M. Ludgate
WINA, 1070, 5 KW (DA-N)	CBS, \$21.00 (Market 4)	C. Rosse
WKAV, 1400, 1 KW	MBS, \$14.00 (---)	M. Wilson
WJLT-F, 102.3, 2 KW @ 400, AC	NBC, \$14.00 (Savalli)	(CROZET) Joe Beail
WQMC-F, 95.3, 3 KW @ 190, BTFL/EZ	CBS, \$20.00 (Market 4)	C. Rosse
WUVA-F, 92.7, 220 W @ 900, AOR	, \$10.00 (---)	W. Lamb
WWWV-F, 97.5, 50 KW @ 450, CHR	, \$33.00 (Masla)	M. Ludgate

WRVQ-F - See Richmond in Spring 87 edition of American Radio
 WYYD-F - See Roanoke in Spring 87 edition of American Radio

CHEYENNE, WY

MSA Rank/Pop: 345/73,300
 ARB Rank/Pop: 255/60,300
 Market TSL: 21.3 hours
 Average Person Ratings: 15.9

Diaries: 280/215:1
 Sample Target: 250
 % Below Line: 4.8
 % Not Listed: 13.5

Retail \$: .54 Eil
 FM Share: 68.67%
 Stations: 11/8

12+ METRO	1/4/SHARE	SPG 86	SPG 85	METRO CUME	METRO S87	CUME S86	RATING S85
1. KFBQ-F	20/20.8	11.2	4.1	234	38.8	28.5	20.4
2. KKAZ-F	16/16.7	15.7	21.6	196	32.5	31.8	38.6
3. KFBC	11/11.5	15.7	10.3	119	19.7	24.3	20.6
KLEN-F	11/11.5	12.4	13.4	105	17.4	24.1	22.7
5. KUUY	9/ 9.4	7.9	12.4	117	19.4	19.4	19.1
6. KRQU-F	6/ 6.3	5.6	6.2	79	13.1	12.4	14.4
7. KCGY-F	3/ 3.1	1.1	4.1	72	11.9	10.6	10.7
KRAE	3/ 3.1	2.2	4.1	46	7.6	5.2	9.2
9.							
10.							

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>
1. KFBC	1. KKAZ-F	1. KFBQ-F	1. KFBQ-F>
2. KFBQ-F	2. KFBQ-F	2. KKAZ-F	2. KKAZ-F
3. KLEN-F	3. KLEN-F	3. KLEN-F	3. KRQU-F
4. KKAZ-F	4. KUUY	4. KFBC	4. KLEN-F
5.	5.	5.	5.

<u>ADULTS 18-34</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35-64</u>
1. KFBQ-F>	1. KKAZ-F	1. KLEN-F
2. KKAZ-F>	2. KFBQ-F	2. KUUY
3. KRQU-F	3. KLEN-F	3. KFBC
4. KFBC	KUUY	KKAZ-F
5.	5.	KRAE

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KLZ	560	Denver	1.0/4.0
KOA	850	Denver	2.1/8.0
KTCL-F	93.3	Ft. Collins	1.0/5.1

RADIO STATIONS

KFBC, 1240, 1 KW	, MOR	ABC-I, NBC-T, \$15.00*	(Eastman)	K. Jones
KRAE, 1480, 1 KW (DAYS)	, NOST	US 2, US 1, \$ 7.00	(---)	T. Bauman
KUUY, 870, 10 KW/1 KW (DA-N)	, COUNTRY	NBC, \$13.00*	(Torbet)	W. Boller
KSHY, 1370, 1 KW (DAYS)	, RELIGION	, \$ 6.00	(---)	J. Hull
KCGY-F, 95.1, 100 KW @ 1070,	COUNTRY	, \$12.00	(Eastman)	Gowdy (LARAMIE)
KFBQ-F, 97.9, 100 KW @ 580,	CHR	ABC-C, \$22.00	(Eastman)	J. Shideler
KKAZ-F, 100.7, 100 KW @ 490,	AC	CBS-R, \$24.00*	(Torbet)	
KLEN-F, 106.3, 3 KW @ -4,	BTFL/EZ	, \$11.00	(Masla)	P. Noble
KRQU-F, 102.9, 100 KW @ 1220,	AOR	Source, \$13.00	(Moore)	(LARAMIE) K. Keating

CHICO, CA

MSA Rank/Pop: 231/166,500
 ARB Rank/Pop: 185/146,100
 Market TSL: 20.7 hours
 Average Person Ratings: 15.4

Diaries: 373/392:1
 Sample Target: 330
 % Below Line: 33.5
 % Not Listed: 15.1

Retail \$: .93 Bil
 FM Share: 73.30%
 Stations: 22/11

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		86	85		S87	S86	S85
1. KPAY-F	21/9.3	9.3	10.6	317	21.7	17.3	18.6
2. KHSL	20/8.9	7.5	4.8	216	14.8	13.4	13.6
3. KRFD-F	17/7.6	9.3	13.0	294	20.1	18.3	19.3
4. KFMF-F	15/6.7	7.5	5.8	191	13.1	15.9	19.0
KNVR-F	15/6.7	9.3	10.6	259	17.7	19.5	19.9
KRIJ-F	15/6.7	4.8	5.3	218	14.9	6.7	9.5
7. KALF-F	14/6.2	---	1.9	169	11.6	---	4.0
8. KCTC-F	12/5.3	3.1	1.4	99	6.8	10.0	4.5
9. KGO	8/3.6	6.2	3.4	105	7.2	12.8	8.1
KXOA-F	8/3.6	1.3	---	96	6.6	6.1	---
11. KEWE-F	7/3.1	4.0	1.9	112	7.7	9.9	5.0
KPAY	7/3.1	6.2	6.8	152	10.4	21.0	19.9
13. KEWQ	6/2.7	---	2.4	58	4.0	---	4.2

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>
1. KHSL	1. KPAY-F	1. KPAY-F	1. KRFD-F
2. KRIJ-F	2. KHSL	2. KNVR-F	2. KRIJ-F
3. KPAY-F	3. KRFD-F	KRFD-F	3. KNVR-F
4. KRFD-F	KALF-F	4. KFMF-F	4. KFMF-F

<u>ADULTS 18-34</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35-64</u>
1. KNVR-F	1. KPAY-F	1. KHSL
KRFD-F	2. KFMF-F	2. KPAY-F
3. KALF-F	3. KALF-F	3. KCTC-F
4. KPAY-F	4. KHSL	4. KRIJ-F
	KNVR-F	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KORV	1340	Oroville	.4/3.7	KRAK	1140	Sacramento	.9/3.7
KRFD	1410	Marysville	1.3/1.5	KRAK-F	105.1	Sacramento	.4/3.2
				KSFM-F	102.5	Woodland	.9/5.5
KFBK	1530	Sacramento	1.8/7.6	KSHA-F	104.3	Redding	2.2/3.2
KNCQ-F	97.3	Redding	1.8/2.9	KTMX-F	107.5	Colusa	1.8/7.0

RADIO STATIONS

KEWQ, 930, 500 W (DAYS) , RELIGION , \$ 6.00 (Sand-Glenn) (PARADISE) R. Warkentin
 KHSL, 1290, 5 KW (DA-N) , NEWS/TALK CBS, \$11.00 (Torbet) D. Shore
 KPAY, 1060, 10 KW (DA-2) , MOR MBS, \$14.00* (Katz)
 KEWE-F, 97.7, 3 KW @ 140, NOSTALGIA ABC-E, \$11.00 (Sand-Glenn) (OROVILLE) V. Vecker
 KFMF-F, 93.7, 15 KW @ 290, AOR , \$20.00 (Radio West) Fuller-Jeffrey J. Kragel
 KNVR-F, 96.7, 3 KW @ 282, CHR , \$16.00 (Masla) D. Reichert
 KPAY-F, 95.1, 8 KW @ 1170, BTFL/EZ , \$17.00* (Katz)
 KRFD-F, 99.9, 50 KW @ ?? , CHR Source, \$18.00 (Mc-Guild) (MARYSVILLE) J. Leary
 KRIJ-F, 92.7, 3 KW @ 300, COUNTRY , \$11.00 (Gillis) (PARADISE) J. Flood

KALF - See Redding KGO - See San Francisco KXOA-F, KCTC-F - See Sacramento

COLUMBIA, MO

MSA Rank/Pop: 312/108,600
 ARB Rank/Pop: 233/94,300
 Market TSL: 17.8 hours
 Average Person Ratings: 13.5

Diaries: 298/316:1
 Sample Target: 270
 % Below Line: 10.8
 % Not Listed: 24.5

Retail \$: .56 Bil
 FM Share: 79.41%
 Stations: 9/7

12+ METRO	1/4/SHARE	SPG 86	SPG 85	METRO CUME	METRO S87	CUME S86	RATING S85
1. KFMZ-F	28/22.0	20.0	12.1	371	39.3	39.6	35.8
2. KCMQ-F	24/18.9	12.3	23.5	330	35.0	29.5	46.0
3. KARO-F	17/13.4	19.2	10.1	295	31.3	32.4	20.6
4. KFRU	13/10.2	13.8	8.7	230	24.4	24.1	22.9
5. KWWR-F	8/ 6.3	8.5	4.0	124	13.1	13.2	9.8
6. KTGR	7/ 5.5	3.8	11.4	99	10.5	11.5	11.5
7. KRES-F	3/ 2.4	2.3	---	70	7.4	7.9	---
8.							
9.							
10.							

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>
1. KFMZ-F	1. KFMZ-F	1. KFMZ-F	1. KFMZ-F
2. KCMQ-F	2. KCMQ-F	2. KCMQ-F	2. KCMQ-F
3. KFRU	3. KARO-F	3. KARO-F	3. KARO-F
4. KARO-F	4. KFRU	4. KFRU	4. KFRU
5.	5.	5.	KWWR-F

<u>ADULTS 18-34</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35-64</u>
1. KFMZ-F	1. KFMZ-F	1. KFRU
2. KCMQ-F	2. KARO-F	2. KARO-F
3. KARO-F	KCMQ-F	KCMQ-F
4. KFRU	4. KFRU	KTGR-F
5.	5.	KWWR-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KFAL 900 Fulton .8/3.9
 KTXF-F 106.9 Jefferson City .8/9.3

RADIO STATIONS

KFRU, 1400, 1 KW , TALK ABC-I, \$17.00* (MMR) B. Weaver
 KTGR, 1580, 250 W (DAYS) , COUNTRY US 2, \$11.00* (---) B. Early

KARO-F, 101.7, 3 KW @ 300, AC , \$16.00* (Roslin) D. Lynch
 KCMQ-F, 96.7, 3 KW @ 150, CHR ABC-F, US 1, \$20.00 (Gray) J. Ott
 KFMZ-F, 98.3, 2.6 KW @ 350, AOR/CHR ABC-R, \$22.00 (Torbet) Contemp Media S. Boltz

KRES-F, 104.7, 100 KW @ 1019, COUNTRY ABC-E, \$ NA (Mc-Guild) (MOBERLY) J. Shepherd
 KWWR-F, 95.7, 100 KW @ 992, COUNTRY UPI, \$18.00 (---) (MEXICO) J. Johnson

DANBURY, CT

MSA Rank/Pop: 213/184,500
 ARB Rank/Pop: 176/157,300
 Market TSL: 19.5 hours
 Average Person Ratings: 15.1

Diaries: 499/315:1
 Sample Target: 350
 % Below Line: 59.0
 % Not Listed: 16.0

Retail \$: 1.43 Bil
 FM Share: 66.00%
 Stations: 26/5

12+ METRO	1/4/SHARE	FAL	SPG	FAL	SPG	METRO CUME	METRO CUME RATING		
		86	86	85	85		S87	S86	S85
1. WRKI-F	29/12.2	9.1	10.6	12.9	14.3	371	23.6	26.1	30.1
2. WKCI-F	24/10.1	11.9	10.3	7.8	7.2	381	24.2	20.4	20.4
3. WDAQ-F	20/ 8.4	7.4	7.0	6.6	6.4	315	20.0	15.4	13.6
4. WEZN-F	19/ 8.0	12.3	5.9	8.6	6.4	300	19.1	20.5	18.5
5. WLAD	18/ 7.6	6.3	9.2	11.3	9.2	340	21.6	18.7	15.9
6. WEBE-F	13/ 5.5	3.5	4.4	5.9	4.4	179	11.4	12.1	13.2
7. WOR	10/ 4.2	2.5	7.0	3.5	2.0	124	7.9	11.0	7.9
8. WINE	9/ 3.8	2.8	5.1	6.6	4.8	167	10.6	14.5	14.7
9. WCBS	8/ 3.4	6.0	3.3	4.3	6.0	263	16.7	15.3	16.1
10. WDRC-F	7/ 2.9	.4	.4	---	.4	115	7.3	3.8	6.3

12+ AMD

1. WLAD
2. WRKI-F
3. WKCI-F
4. WEZN-F

12+ MID

1. WRKI-F
2. WDAQ-F
3. WKCI-F
4. WEZN-F

12+ PMD

1. WRKI-F
2. WKCI-F
3. WDAQ-F
4. WEZN-F

12+ EVE

1. WRKI-F
2. WKCI-F
3. WEZN-F
4. WDRC-F

ADULTS 18-34

1. WRKI-F>
2. WKCI-F
3. WEBE-F
4. WDAQ-F

ADULTS 25-54

1. WRKI-F
2. WDAQ-F
3. WEBE-F
4. WKCI-F

ADULTS 35-64

1. WEZN-F
2. WDAQ-F
3. WLAD
4. WKCI-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WREF	850	Ridgefield	2.5/6.4	WNBC	660	New York	1.3/9.0
WABC	770	New York	2.5/8.3	WNEW-F	102.7	New York	.4/2.0
WCBS-F	880	New York	.4/2.4	WPLJ-F	95.5	New York	.4/2.4
WHN	1050	New York	1.3/6.6	WPLR-F	99.1	New Haven	.4/5.4
WHTZ-F	100.3	Newark	.4/2.2	WQHT-F	103.5	Lake Success	.8/3.1
WHUD-F	100.7	Peekskill	1.3/4.0	WRKS-F	98.7	New York	.4/2.4
WIOF-F	104.1	Waterbury	.8/2.6	WSPK-F	104.7	Poughkeepsie	.4/4.2
				WTIC	1080	Hartford	2.1/4.4
				WXRK-F	92.3	New York	.4/2.7

RADIO STATIONS

WINE, 940, 1 KW (DAYS) , MOR CBS-R, \$27.00 (Katz) Home News J. Principi
 WLAD, 800, 1 KW/286 W , MOR , \$ NA (Christal) I. Goldstein

WDAQ-F, 98.3, 1.3 KW @ 460, SOFT AC , \$ NA (Christal) I. Goldstein
 WRKI-F, 95.1, 50 KW @ 500, AOR Source, \$73.00 (Katz) Home News J. Fullan

Other ranked stations - See New York, Bridgeport or Hartford in Spring 87 edition of American Radio

DANVILLE, IL

MSA Rank/Pop: NA
 ARB Rank/Pop: 245/76,700
 Market TSL: 16.9 hours
 Average Person Ratings: 12.8

Diaries: 336/228:1
 Sample Target: 260
 % Below Line: 32.2
 % Not Listed: 11.2

Retail \$: .54 Bil
 FM Share: 68.97%
 Stations: 15/6

12+ METRO	1/4/SHARE	SPG	SPG	METRO CUME	METRO CUME RATING		
		86	85		S87	S86	S85
1. WDNL-F	20/20.4	17.2	22.9	331	43.2	33.8	42.9
2. WIAI-F	18/18.4	25.0	19.3	232	30.2	32.3	26.3
3. WDAN	8/ 8.2	6.0	9.2	125	16.3	15.4	20.9
WITY	8/ 8.2	11.2	7.3	180	23.5	20.7	20.2
5. WAZY-F	5/ 5.1	5.2	4.6	94	12.3	12.0	15.5
WLS	5/ 5.1	1.7	1.8	96	12.5	9.4	13.7
7. WCDV-F	4/ 4.1	1.7	.9	69	9.0	5.9	3.1
WDWS-F	4/ 4.1	10.3	7.3	104	13.6	11.3	9.3
9. WGN	3/ 3.1	1.7	3.7	81	10.6	5.6	9.4
WLRW-F	3/ 3.1	---	---	99	12.9	---	---
WZZQ-F	3/ 3.1	1.7	2.8	45	5.9	4.0	4.0

12+ AMD

1. WIAI-F
2. WDNL-F
3. WITY
4. WDAN

12+ MID

1. WDNL-F
2. WIAI-F
3. WLS
4. WITY

12+ PMD

1. WDNL-F
2. WIAI-F
3. WDAN
4. WDWS-F

12+ EVE

1. WDNL-F>
2. WLRW-F
3. WDAN
- WIAI-F

ADULTS 18-34

1. WDNL-F>
2. WIAI-F
3. WZZQ-F
4. WAZY-F
- WPXN-F

ADULTS 25-54

1. WDNL-F
2. WIAI-F>
3. WCDV-F
- WLS

ADULTS 35-64

1. WIAI-F
2. WDAN
3. WCDV-F
- WITY
- WLS

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WHPO-F	100.9	Hoopeston	1.0/10.0
WBBM	780	Chicago	2.0/ 6.5
WMAQ	670	Chicago	1.0/ 7.0
WPXN-F	104.9	Paxton	2.0/ 3.4

RADIO STATIONS

WDAN, 1490, 1 KW	, MOR/AC	US 2,\$21.00 (Masla)	K. Mason
WITY, 980, 1 KW (DA-2)	, MOR	ABC-I,\$21.00 (Unirep)	A. Thomann
WCDV-F, 103.1,	3 KW @ 300, SOFT AC	ABC-D,\$12.00 (Market 4)	(COVINGTON, IN) G. Green
WDNL-F, 102.1,	11 KW @ 380, CHR	US 1,\$21.00 (Masla)	K. Mason
WIAI-F, 99.1,	50 KW @ 500, COUNTRY	APR,UPI,\$27.00 (HNWH)	R. Marlin

WZZQ-F - See Terre Haute in Spring 87 edition of American Radio
 WGN, WLS - See Chicago in Spring 87 edition of American Radio
 WAZY - See Lafayette, IN, in Spring 87 edition of American Radio

DOTHAN, AL

MSA Rank/Pop: 284/124,500
 ARB Rank/Pop: 220/103,700
 Market TSL: 21.2 hours
 Average Person Ratings: 15.5

Diaries: 388/267:1
 Sample Target: 290
 % Below Line: 2.7
 % Not Listed: 7.4

Retail \$: .79 Bil
 FM Share: 91.95%
 Stations: 12/10

12+ METRO	1/4/SHARE	SPG 86	SPG 85	METRO CUME	METRO S87	CUME S86	RATING S85
1. WTVY-F	41/25.5	19.1	17.1	420	40.5	29.2	28.6
2. WKMX-F	37/23.0	20.8	21.8	415	40.0	34.2	37.5
3. WORJ-F	35/21.7	8.7	5.3	195	18.8	15.2	8.8
4. WOOF-F	11/ 6.8	12.1	10.0	259	25.0	24.2	23.0
5. WLHQ-F	7/ 4.3	8.7	5.9	175	16.9	17.9	18.9
6. WAYD	4/ 2.5	---	---	26	2.5	---	---
WOOF	4/ 2.5	5.2	4.7	79	7.6	9.4	8.0
8. WWNT	3/ 1.9	1.7	2.9	53	5.1	5.3	4.2
WRJM-F	3/ 1.9	2.9	10.0	81	7.8	7.0	13.1
10.							

12+ AMD

1. WTVY-F>
2. WKMX-F>
3. WORJ-F
4. WOOF-F
- 5.

12+ MID

1. WTVY-F>
2. WKMX-F>
3. WORJ-F
4. WOOF-F
- 5.

12+ PMD

1. WORJ-F
2. WTVY-F
3. WKMX-F
- 4.
- 5.

12+ EVE

1. WORJ-F
2. WKMX-F>
3. WTVY-F
- 4.
- 5.

ADULTS 18-34

1. WORJ-F
2. WKMX-F>
3. WTVY-F>
4. WOOF-F
- 5.

ADULTS 25-54

1. WTVY-F>
2. WORJ-F>
3. WKMX-F
4. WOOF-F
- 5.

ADULTS 35-64

1. WTVY-F>
2. WORJ-F
3. WKMX-F
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WOAB-F	104.9	Ozark	1.2/1.8
WOZK	900	Ozark	.6/3.8
WPAP-F	92.5	Panama City	.6/3.7

RADIO STATIONS

WAYD, 1200, 10 KW (DAYS)	, RELIGION	,\$ 5.00 (---)	(OZARK)	H. Smith
WOOF, 560, 5 KW (DAYS)	, OLDIES	US 2,\$ 9.00 (S. Katz)		A. Simpson
WKMX-F, 106.7, 100 KW @ 1119, CHR	ABC-C,\$ NA (HNWH)	(ENTERPRISE)		T. Duffie
WLHQ-F, 96.9, 100 KW @ 295, CONTEMP	,\$12.00 (---)	(ENTERPRISE)		D. Kirkland
WOOF-F, 99.7, 100 KW @ 1021, AC	US 2,\$13.00 (S. Katz)			A. Simpson
WORJ-F, 103.9, 3 KW @ 300, BLACK	NBN,\$ 9.00 (HNWH)		(OZARK)	S. McGowan
WTVY-F, 95.5, 100 KW @ 1078, COUNTRY	ABC-D,\$20.00* (Mc-Guild)			C. Bence

WRJM - See Montgomery in Spring 87 edition of American Radio

DUBUQUE, IA

MSA Rank/Pop: 330/89,600
 ARB Rank/Pop: 190/137,300
 Market TSL: 23.3 hours
 Average Person Ratings: 17.8

Diaries: 416/330:1
 Sample Target: 340
 % Below Line: 12.4
 % Not Listed: 13.9

Retail \$: .79 Bil
 FM Share: 57.14%
 Stations: 16/8

12+ METRO	1/4/SHARE	SPG 86	SPG 85	METRO CUME	METRO S87	CUME S86	RATING S85
1. KLYV-F	52/21.3	19.3	16.7	518	37.7	38.1	34.8
2. KDTH	40/16.4	15.9	20.0	445	32.4	30.2	31.7
3. KATF-F	39/16.0	8.0	12.9	483	35.2	22.9	27.8
4. WDBQ	23/ 9.4	8.7	12.5	313	22.8	27.2	32.3
5. KXXK-F	19/ 7.8	9.1	7.1	249	18.1	15.1	20.1
6. WGLR	7/ 2.9	5.3	1.7	88	6.4	4.9	6.2
WLS	7/ 2.9	---	1.3	45	3.3	---	7.3
8. WGN	5/ 2.0	1.9	1.7	76	5.5	5.8	4.1
WMT	5/ 2.0	2.7	4.6	93	6.8	8.8	11.1
10.							

12+ AMD

1. KDTH
2. KLYV-F>
3. WDBQ
4. KATF-F
- 5.

12+ MID

1. KATF-F
2. KDTH
3. KLYV-F
4. WDBQ
- 5.

12+ PMD

1. KLYV-F
2. KATF-F
3. KDTH
4. WDBQ
5. KXXK-F

12+ EVE

1. KLYV-F>
2. KDTH
3. KATF
4. KXXK-F
- 5.

ADULTS 18-34

1. KLYV-F
2. KATF-F>
- 3.
- 4.
- 5.

ADULTS 25-54

1. KATF-F>
2. KLYV-F
3. WDBQ
4. KDTH
- KXXK-F

ADULTS 35-64

1. KDTH >
2. WDBQ
3. KATF-F
4. KXXK-F
5. KLYV-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAXL-F	97.7	Lancaster	.4/5.1	WILV-F	94.9	Baraboo	.8/2.5
WTOQ	1590	Platteville	1.2/5.8	WIZM-F	93.3	La Crosse	1.2/3.9
KFMW-F	107.9	Waterloo	.4/3.1	WPRE-F	94.3	Prair DuChn	.8/2.3
WEKZ-F	93.7	Monroe	.4/3.4	WPRE	980	Prair DuChn	---/ .4

RADIO STATIONS

KDTH, 1370, 5 KW (DA-N), MOR/TALK	MBS,NBC,NBC-T,\$18.00* (HNWH)	Woodward	D. Ryan
WDBQ, 1490, 1 KW, MOR/AC	ABC-D,\$16.00 (Banner)	Comm. Prop.	K. Kelly
WGLR, 1280, 500 W (DAYS), COUNTRY	,\$ 7.00 (---)	(LANCASTER, WI)	B. Peterson
KATF-F, 92.9, 100 KW @ 450, AC	US 1,\$20.00* (HNWH)	Woodward	D. Ryan
KLYV-F, 105.3, 50 KW @ 340, CHR	,\$17.00 (Banner)	Comm. Prop.	K. Kelly
KXXK-F, 102.3, 2.4 KW @ 410, COUNTRY	,\$15.00 (Eastman)	Marcom	D. Fortune

Other ranked stations - See Chicago or Cedar Rapids in Spring 87 edition of American Radio

EAU CLAIRE, WI

MSA Rank/Pop: 260/138,200
 ARB Rank/Pop: 207/114,600
 Market TSL: 20.6 hours
 Average Person Ratings: 15.3

Diaries: 377/304:1
 Sample Target: 300
 % Below Line: 2.4
 % Not Listed: 5.7

Retail \$: .81 Bil
 FM Share: 79.39%
 Stations: 11/8

12+ METRO	1/4/SHARE	SPG	SPG	METRO CUME	METRO CUME RATING		
		86	85		S87	S86	S85
1. WAXX-F	48/27.4	33.2	23.8	456	39.8	39.2	39.3
2. WIAL-F	34/19.4	10.0	13.3	433	37.8	28.4	34.2
3. WBIZ-F	30/17.1	20.5	16.7	372	32.5	41.4	38.0
4. WAYY	16/ 9.1	7.9	9.0	162	14.1	15.2	13.4
5. WEAQ	15/ 8.6	8.9	12.9	182	15.9	19.2	22.8
6. WWIB-F	9/ 5.1	2.6	5.2	121	10.6	5.1	8.8
7. WCFW-F	7/ 4.0	3.7	5.2	96	8.4	6.8	9.3
8.							
9.							
10.							

12+ AMD

1. WAXX-F>
2. WIAL-F
3. WBIZ-F
4. WEAQ
- 5.

12+ MID

1. WAXX-F>
2. WIAL-F>
3. WBIZ-F
4. WAYY
- 5.

12+ PMD

1. WAXX-F>
2. WBIZ-F
- WIAL-F
- 4.
- 5.

12+ EVE

1. WAXX-F
2. WBIZ-F
3. WIAL-F
- 4.
- 5.

ADULTS 18-34

1. WIAL-F>
2. WBIZ-F
3. WAXX-F
4. WAYY
- 5.

ADULTS 25-54

1. WAXX-F
2. WIAL-F
3. WAYY >
4. WBIZ-F
- 5.

ADULTS 35-64

1. WAXX-F>
2. WIAL-F
3. WAYY
- WBIZ-F
- WCFW-F
- WEAQ

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WOGO	680	Hallie	1.1/2.5
KQRS-F	92.5	Golden Valley	1.1/3.1
WCCO	830	Minneapolis	.6/3.7
WLTE-F	102.9	Minneapolis	.6/3.7

RADIO STATIONS

WAYY, 1150, 5 KW (DAYS)	, MOR	ABC-I, \$18.00* (Katz)	K. Jones
WEAQ, 790, 5 KW (DA-N)	, MOR	NBC, \$13.00 (---)	S. Dickoff
WAXX-F, 104.5, 100 KW @ 1830, COUNTRY		ABC-I, \$40.00* (Katz)	K. Jones
WBIZ-F, 100.7, 100 KW @ 740, CHR		ABC-C, \$18.00* (Christal) Sage	J. Schnacke
WCFW-F, 106.5, 3 KW @ 300, ? ?		CNN, \$10.00 (---)	R. Bushland
WIAL-F, 94.1, 84 KW @ 351, AC		, \$19.00 (---)	S. Dickoff
WWIB-F, 103.7, 100 KW @ 708, RELIGION/?		UPI, \$13.00 (---)	W. Steward
		(LADYSMITH)	

FAYETTEVILLE - SPRINGDALE, AZ

MSA Rank/Pop: 313/105,800
 ARB Rank/Pop: 169/169,100
 Market TSL: 19.7 hours
 Average Person Ratings: 14.9

Diaries: 400/423:1
 Sample Target: 370
 % Below Line: 2.2
 % Not Listed: 7.9

Retail \$: .98 Bil
 FM Share: 87.93%
 Stations: 15/13

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		86	85		S87	S86	S85
1. KKIX-F	49/19.4	22.7	18.3	480	28.4	34.7	30.4
2. KEZA-F	35/13.9	10.0	13.4	431	25.5	20.4	19.5
3. KMCK-F	32/12.7	8.2	12.2	450	26.6	25.7	27.8
4. KKEG-F	30/11.9	4.1	11.1	374	22.1	15.2	23.1
5. KCIZ	28/11.1	7.8	5.0	475	28.1	20.4	18.9
6. KAMO-F	22/ 8.7	6.3	6.9	200	11.8	11.9	12.9
7. KFAY	12/ 4.8	5.6	4.6	145	8.6	9.9	6.8
8.							
9.							
10.							

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>
1. KKIX-F>	1. KKIX-F	1. KKIX-F	1. KMCK-F
2. KMCK-F	2. KEZA-F>	2. KMCK-F	2. KKEG-F
3. KEZA-F	3. KAMO-F	3. KKEG-F	3. KKIX-F
4. KKEG-F	4. KCIZ-F	4. KCIZ-F	4. KCIZ-F
5.	KKEG-F	5.	5.

<u>ADULTS 18-34</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35-64</u>
1. KKEG-F	1. KKIX-F>	1. KKIX-F>
2. KMCK-F	2. KMCK-F	2. KEZA-F>
3. KCIZ-F	3. KEZA-F	3. KAMO-F
4. KKIX-F	KKEG-F	4.
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAMO	1390	Rogers	1.2/3.9	KISR-F	93.7	Ft. Smith	1.2/6.4
KBCV-F	98.3	Bentonville	1.2/4.0				
KBRS	1340	Springdale	2.0/7.2	KVLT-F	106.1	Owasso	.8/3.0
KQXK	1590	Springdale	.8/4.2				
KUOA	1290	Siloam Springs	1.6/2.1				
KURM	790	Rogers	.8/7.1				

RADIO STATIONS

KFAY, 1030, 10 KW/1 KW (DA-2), ? ?	APR, \$14.00*	(Banner)	C. Norman
KBRS, 1340, 1 KW	, MOR	ABC-I, \$ 9.00 (Market 4) Donrey (SPRINGDALE)	R. Richard
KAMO-F, 94.3, 3 KW @ 300, COUNTRY	CBS, \$10.00	(---)	(ROGERS) H. Graves
KCIZ-F, 104.9, 1 KW @ 496, CHR	, \$12.00	(---)	(SPRINGDALE) J. Furman
KEZA-F, 107.9, 100 KW @ 1259, BTFL/EZ	, \$26.00	(Christal)	J. Patton
KKEG-F, 92.1, 3 KW @ 300, AOR	APR, \$18.00	(Banner)	C. Norman
KKIX-F, 103.9, 3 KW @ 300, COUNTRY	, \$40.00*	(Katz)	D. Whitman
KMCK-F, 105.7, 100 KW @ 415, CHR	, \$20.00	(Torbet)	(SILOAM SPRINGS) J. Smith

FT. MYERS, FL

MSA Rank/Pop: 158/275,700
 ARB Rank/Pop: 133/241,700
 Market TSL: 23.9 hours
 Average Person Ratings: 17.9

Diaries: 430/562:1
 Sample Target: 400
 % Below Line: 6.4
 % Not Listed: 10.4

Retail \$: 1.75 Bil
 FM Share: 75.52%
 Stations: 15/13

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		86	85		S87	S86	S85
1. WCVU-F	79/18.2	18.8	15.0	708	29.3	29.8	25.9
2. WINK-F	46/10.6	19.8	20.3	537	22.2	24.6	31.4
3. WRXK-F	44/10.2	1.2	2.0	372	15.4	3.1	5.9
4. WDCQ	40/ 9.2	5.0	---	329	13.6	10.0	---
5. WQEZ-F	38/ 8.8	7.9	10.8	433	17.9	19.7	18.2
6. WINK	30/ 6.9	7.9	8.8	365	15.1	16.8	12.6
7. WHEW-F	26/ 6.0	6.7	4.8	343	14.2	13.3	8.7
8. WRCC-F	25/ 5.8	8.6	9.0	353	14.6	18.4	17.3
9. WSOR-F	16/ 3.7	5.0	5.5	215	8.9	9.7	11.7
10. WKII	15/ 3.5	---	---	63	2.6	---	---

12+ AMD

1. WCVU-F
2. WINK
3. WQEZ-F
4. WRXK-F
- 5.

12+ MID

1. WCVU-F>
2. WQEZ-F
3. WDCQ
4. WRXK-F
- 5.

12+ PMD

1. WCVU-F>
2. WINK-F
3. WRXK-F
4. WQEZ-F
5. WDCQ

12+ EVE

1. WINK-F
2. WCVU-F
3. WINK
4. WRXK-F
- 5.

ADULTS 18-34

1. WRXK-F>
2. WQEZ-F
3. WINK-F
4. WDCQ
- 5.

ADULTS 25-54

1. WDCQ >
2. WQEZ-F
3. WRXK-F
4. WRCC-F
5. WINK-F>

ADULTS 35-64

1. WCVU-F
2. WDCQ
3. WHEW-F
4. WRCC-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WKZY	770	Ft. Myers	1.4/4.2	WIXI-F	105.5	Naples Park	2.3/5.0
WMYR	1410	Ft. Myers	.7/3.1				
WOJ	1440	Lehigh Acres	.2/1.0				
WOJ-F	107.1	Lehigh Acres	2.1/7.6				

RADIO STATIONS

WDCQ, 1200, 10 KW/1 KW (DA-N)	,AC	ABC-D,\$28.00*(---)	(PINE ISLAND)	J. Collins
WINK, 1240, 1 KW	,NOST	CBS,NBC-T,\$24.00*(Mc-Guild)		J. Schwartzel
WKII, 1090, 4.8 KW/2.5 KW (DA-1),NOST		SMN,\$10.00 (---)	PORT CHARLOTTE)	H. Kneller
WCVU-F, 94.5, 100 KW @ 689,BTFL/EZ		,\$55.00 (Christal)	Palmer (NAPLES)	J. Eddens
WHEW-F, 101.9, 71 KW @ 207,COUNTRY		,\$37.00 (---)		R. Hecksher
WINK-F, 96.9, 100 KW @ 833,CHR		,\$46.00*(Mc-Guild)		J. Schwartzel
WOJ-F, 107.1, 3 KW @ 300,AOR (?)		Source,\$ NA (Eastman)	(LEHIGH ACRES)	R. Dwyer
WQEZ-F, 99.3, 3 KW @ 300,SOFT AC		APR,\$ NA (Katz)	Justice	Bob Frisch
WRCC-F, 103.9, 3 KW @ 300,AC		,\$20.00*(HNWH)	(CAPE CORAL)	G. Clancy
WRXK-F, 96.1, 100 KW @ 494,AOR		Source,\$ NA (Banner)	Beasley (BONITA SPGS)	B. Beasley
WSOR-F, 95.3, 3 KW @ 300,RELIGION		,\$10.00 (---)		B. Simon

FT. PIERCE, FL

MSA Rank/Pop: 199/208,600
 ARB Rank/Pop: 164/178,300
 Market TSL: 22.1 hours
 Average Person Ratings: 16.1

Diaries: 379/470:1
 Sample Target: 350
 % Below Line: 25.1
 % Not Listed: 13.9

Retail \$: 1.26 Bil
 FM Share: 86.23%
 Stations: 16/10

12+ METRO	1/4/SHARE	SPG 86	SPG 85	METRO CUME	METRO S87	CUME S86	RATING S85
1. WOVV-F	57/19.9	18.5	15.3	640	35.9	29.3	32.9
2. WRIT-F	33/11.5	9.2	13.5	303	17.0	15.6	18.4
3. WKGR-F	20/ 7.0	5.7	6.6	264	14.8	16.6	10.7
4. WRMF-F	19/ 6.6	9.2	5.9	242	13.6	19.2	8.8
5. WHLG-F	18/ 6.3	9.2	4.2	241	13.5	12.3	11.3
WEAT-F	18/ 6.3	4.5	7.3	189	10.6	12.6	16.6
7. WCXL-F	17/ 5.9	1.9	---	175	9.8	8.9	---
8. WIRA	14/ 4.9	6.1	5.2	109	6.1	11.0	11.0
9. WAVW-F	12/ 4.2	2.9	3.5	162	9.1	8.5	8.4
WSTU	12/ 4.2	2.2	4.9	168	9.4	7.7	13.6

12+ AMD

1. WOVV-F>
2. WRIT-F
3. WRMF-F
4. WEAT-F
- 5.

12+ MID

1. WOVV-F
2. WRIT-F>
3. WCXL-F
WHLG-F
- 5.

12+ PMD

1. WOVV-F>
2. WRIT-F
3. WKGR-F
4. WRMF-F
- 5.

12+ EVE

1. WOVV-F>
2. WIRA >
3. WEAT-F
4. WRIT-F
- 5.

ADULTS 18-34

1. WOVV-F>
2. WKGR-F
3. WRMF-F
4. WAVW-F
- 5.

ADULTS 25-54

1. WOVV-F
2. WKGR-F
3. WCXL-F
4. WRMF-F
- 5.

ADULTS 35-64

1. WRIT-F
2. WOVV-F
3. WCXL-F
4. WHLG-F
WIRK-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDKC	1330	Ft. Pierce	3.1/7.5	WEAT	850	West Palm Beach	.3/1.1
WGYL-F	93.5	Vero Beach	1.7/3.6	WIRK-F	107.9	West Palm Beach	3.8/8.7
WPSL	1590	Port St. Lucie	2.8/5.0	WNJY-F	94.3	Riviera Beach	1.0/3.0

RADIO STATIONS

WDKC, 1330, 1 KW/500 W (DA-N), COUNTRY	ABC-E,\$12.00* (Masla)	J. Chaplin
WIRA, 1400, 1 KW, NOSTALGIA	NBC,\$16.00* (Mc-Guild)	J.F.X. Davis
WSTU, 1450, 1 KW, MOR	ABC-I,\$10.00* (---)	(STUART) G. Glascock
WAVW-F, 105.5, 3 KW @ 300, COUNTRY	APR,\$20.00 (Roslin)	(VERO BEACH) B. Crigger
WCXL-F, 101.7, 1.4 KW @ 450, ? AC ?	,\$ NA (---)	(VERO BEACH)
WHLG-F, 102.3, 3 KW @ 300, BTFL/EZ	UPI,\$ NA (---)	(STUART) G. Glascock
WOVV-F, 95.5, 100 KW @ 518, CHR	US 2,\$34.00 (Mc-Guild)	J.F.X. Davis
WRIT-F, 92.7, 3 KW @ 300, BTFL/EZ	APR,\$24.00 (---)	(STUART) F. Nettare

Other ranked stations - See West Palm Beach in Spring 87 edition of American Radio

FT. SMITH, AR

MSA Rank/Pop: 223/173,200
 ARB Rank/Pop: 184/147,300
 Market TSL: 18.1 hours
 Average Person Ratings: 13.1

Diaries: 461/319:1
 Sample Target: 370
 % Below Line: 12.1
 % Not Listed: 9.8

Retail \$: .85 Bil
 FM Share: 90.22%
 Stations: 16/14

12+ METRO	1/4/SHARE	SPG 86	SPG 85	METRO CUME	METRO S87	CUME S86	RATING S85
1. KZBB-F	40/20.7	16.2	8.7	496	33.7	28.2	18.4
2. KISR-F	35/18.1	18.6	21.7	465	31.6	29.6	36.2
3. KTCS-F	25/13.0	19.5	17.4	284	19.3	28.4	25.5
4. KEZA-F	20/10.4	8.1	11.1	193	13.1	13.8	13.2
5. KAJJ-F	12/ 6.2	2.4	5.8	159	10.8	6.6	14.5
6. KMAG	7/ 3.6	1.9	1.0	155	10.5	6.6	6.1
7. KFDF	6/ 3.1	4.8	3.4	72	4.9	4.8	5.0
KLSZ-F	6/ 3.1	1.0	3.9	94	6.4	5.9	10.3
9. KFPW	5/ 2.6	3.8	7.2	56	3.8	10.5	9.0
10.							

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>
1. KZBB-F	1. KZBB-F	1. KZBB-F	1. KZBB-F
2. KISR-F	2. KISR-F	2. KISR-F>	2. KISR-F>
3. KTCS-F>	3. KTCS-F	3. KEZA-F	3. KFDF
4.	4. KEZA-F	4. KTCS-F	4. KTCS-F
5.	5.	5.	KEZA-F

<u>ADULTS 18-34</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35-64</u>
1. KISR-F	1. KZBB-F	1. KEZA-F
2. KZBB-F>	2. KTCS-F	2. KTCS-F>
3. KTCS-F	3. KISR-F	3. KAJJ-F>
4. KLSZ-F	4. KEZA-F	4. KZBB-F
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KACJ 1510 Greenwood	---/1.0	KLSZ 1060 Van Buren	---/ .7
KBBQ-F 100.9 Ft. Smith	2.1/7.7	KTCS 99.9 Ft. Smith	2.1/4.2
KFSA 950 Ft. Smith	.5/7.6	KWHN 1320 Ft. Smith	---/1.6
KINB-F 107.3 Poteau	1.0/5.8		
KKID 1560 Sallisaw	.5/1.0	KRLQ-F 97.1 Muskogee	.5/2.8
KKID-F 95.9 Sallisaw	2.6/7.6		

RADIO STATIONS

KFDF, 1580, 1 KW/500 W	, RELIGION	,\$ 7.00 (---)	(VAN BUREN)	J. Domerese
KFPW, 1230, 1 KW	, NOSTALGIA	SMN,\$ 7.00 (Unirep)		G. Brown
KAJJ-F, 106.3, 1 KW @ 300,	COUNTRY	CBS,\$11.00 (Roslin)	(GREENWOOD)	K. Black
KISR-F, 93.7, 100 KW @ 1250,	CHR	ABC-F,\$25.00 (---)		F. Baker
KKID-F, 95.9, 3 KW @ 300,	COUNTRY	,\$ 9.00 (---)	(SALLISAW)	T. Deinaree
KLSZ-F, 102.3, 3 KW @ 295,	AC	,\$12.00 (---)	(VAN BUREN)	L. Ruth
KTCS-F, 99.9, 36 KW @ 225,	COUNTRY	,\$12.00 (---)		
KMAG-F, 99.1, 100 KW @ 2000,	BTFL/EZ (?)	MBS,\$ NA (Savalli)		V. Burrough
KZBB-F, 97.9, 100 KW @ 2000,	CHR	US 1,\$ NA (Mc-Guild)	(POTEAU, OK)	R. Collar

KEZA-F - See Fayetteville

FT. WALTON BEACH, FL

MSA Rank/Pop: 263/136,500
 ARB Rank/Pop: 211/112,200
 Market TSL: 18.5 hours
 Average Person Ratings: 13.8

Diaries: 376/298:1
 Sample Target: 280
 % Below Line: 37.9
 % Not Listed: 9.7

Retail \$: .85 Bil
 FM Share: 95.00%
 Stations: 14/7

12+ METRO	1/4/SHARE	SPG 86	SPG 85	METRO CUME	METRO S87	CUME S86	RATING S85
1. WYZB-F	40/25.8	2.4	---	452	37.9	6.8	---
2. WFTW-F	16/10.3	16.5	10.9	273	24.3	34.1	26.0
WTKX-F	16/10.3	10.6	16.3	229	20.4	24.2	30.9
4. WMEZ-F	15/ 9.7	5.3	7.5	156	13.9	12.5	13.6
5. WMMK-F	13/ 8.4	12.5	19.7	168	15.0	19.6	26.0
6. WWAV-F	8/ 5.2	10.0	.7	112	10.0	14.9	2.8
7. WBLX-F	6/ 3.9	6.5	1.4	57	5.1	7.6	3.6
WJLQ-F	6/ 3.9	5.3	10.9	111	9.9	13.8	22.0
9. WNUF	5/ 3.2	2.4	6.1	73	6.5	10.1	13.6
10.							

12+ AMD

1. WYZB-F>
2. WMMK-F
3. WFTW-F
4. WTKX-F
- 5.

12+ MID

1. WYZB-F>
2. WFTW-F
3. WMEZ-F
4. WTKX-F
- 5.

12+ PMD

1. WYZB-F>
2. WMEZ-F
3. WFTW-F
4. WWAV-F
- WTKX-F

12+ EVE

1. WYZB-F
2. WFTW-F
3. WTKX-F>
- 4.
- 5.

ADULTS 18-34

1. WYZB-F>
2. WTKX-F
3. WFTW-F>
- 4.
- 5.

ADULTS 25-54

1. WYZB-F>
2. WMMK-F
- WTKX-F
4. WWAV-F
- 5.

ADULTS 35-64

1. WYZB-F
2. WMMK-F>
3. WMEZ-F
4. WWAV-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAAZ-F	104.9	Crestview	.3/1.9
WFTW	1260	Ft. Walton Beach	---/2.4
WJSB	1050	Crestview	1.3/4.4
WIZD-F	104.1	Atmore	.2/1.3
WKMX-F	106.7	Enterprise	.4/2.6
WXBM-F	102.7	Milton	.4/2.6

RADIO STATIONS

WNUF, 1400, 1 kW	, AC (?)	UPI, \$ 9.00	(Masla)	D. VanBuskirk
WFTW-F, 99.3, 3 KW @ 209,	CHR	APR, \$18.00	(Dora)	Z. Rowley
WMMK-F, 92.1, 3 KW @ 294,	COUNTRY	NBC, \$15.00*	(Roslin)	J. Evans
WWAV-F, 102.3, 3 KW @ 300,	SOFT AC	Trans, \$ NA	(---)	(DESTIN)
WYZB-F, 105.5, 3 KW @ 300,	CHR (?)	, \$ NA	(---)	(MARY ESTER)

Other ranked stations - See Pensacola and Mobile in Spring 87 edition of American Radio

FREDERICK, MD

MSA Rank/Pop: NA
 ARB Rank/Pop: 214/110,000
 Market TSL: 21.9 hours
 Average Person Ratings: 16.0

Diaries: 454/242:1
 Sample Target: 290
 % Below Line: 53.5
 % Not Listed: 18.2

Retail \$: .74 Bil
 FM Share: 72.92%
 Stations: 22/5

12+ METRO	1/4/SHARE	SPG 86	SPG 85	METRO CUME	METRO CUME RATING S87	S86	S85
1. WFMD	29/16.5	15.6	18.4	348	31.6	31.1	28.8
2. WFRE-F	19/10.8	9.8	8.9	157	14.3	16.0	16.4
3. WMZQ-F	13/ 7.4	4.4	8.9	149	13.5	13.5	17.4
4. WZYQ-F	12/ 6.8	9.8	10.6	238	21.6	23.5	28.5
5. WWDC-F	10/ 5.7	3.4	5.6	129	11.7	11.0	9.8
6. WRQX-F	9/ 5.1	2.0	3.4	147	13.4	6.8	13.3
7. WAVA-F	7/ 4.0	3.9	2.2	128	11.6	8.8	12.3
WPOC-F	7/ 4.0	2.9	3.4	90	8.2	12.2	10.4
9. WZYQ	6/ 3.4	.5	---	53	4.8	3.5	2.4
10. WUSQ-F	5/ 2.8	1.5	1.7	48	4.4	3.4	4.1

12+ AMD

1. WFMD >
2. WFRE-F
3. WZYQ-F
4. WMZQ-F
- 5.

12+ MID

1. WFRE-F
2. WFMD
3. WMZQ-F
4. WZYQ-F
- WZYQ
- WRQX-F

12+ PMD

1. WFMD
2. WMZQ-F
3. WFRE-F
4. WZYQ-F
- 5.

12+ EVE

1. WFMD
2. WZYQ-F
3. WFRE-F
- WZYQ
- WRQX-F

ADULTS 18-34

1. WWDC-F
2. WFMD
- WZYQ-F
- WMZQ-F
- 5.

ADULTS 25-54

1. WFMD
2. WMZQ-F
3. WFRE-F
4. WZYQ-F
- 5.

ADULTS 35-64

1. WFMD
2. WFRE-F
3. WMZQ-F
4. WPOC-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WTHU	1450	Thurmond	.6/4.2	WKYS-F	93.9	Washington	.6/4.8
WARX-F	106.9	Hagerstown	1.7/7.5	WLTT-F	94.7	Bethesda	2.3/8.1
WASH-F	97.1	Washington	2.3/4.9	WMAL	630	Washington	1.1/3.7
WCXR-F	105.9	Woodbridge	1.1/6.5	WTOP	1500	Washington	.6/2.7
WGRX-F	100.7	Westminster	1.7/8.0	WYCR-F	98.5	York	.6/3.5
WGTY-F	107.7	Gettysburg	.6/2.3				
WIYY-F	97.9	Baltimore	2.3/3.6				

RADIO STATIONS

WFMD, 930, 5 KW/1 KW (DA-2), MOR	CBS,\$	NA	(---)	Gibbons	F. Veihmeyer
WZYQ, 820, 5 KW/500 W (DA-N), COUNTRY	ABC-E,\$	NA	(Unirep)		T. McCanner
WFRE-F, 99.9, 9 KW @ 1100, BTFL/EZ	,\$	NA	(---)	Gibbons	F. Veihmeyer
WZYQ-F, 103.9, .4 KW @ 912, CHR	ABC-C,\$	NA	(Unirep)		T. McCanner

Other ranked stations - See Washington in Spring 87 edition of American Radio

GAINESVILLE, FL

MSA Rank/Pop: 203/200,000
 ARB Rank/Pop: 181/149,000
 Market TSL: 20.4 hours
 Average Person Ratings: 14.6

Diaries: 397/375:1
 Sample Target: 340
 % Below Line: 13.7
 % Not Listed: 19.7

Retail \$: 1.07 Bil
 FM Share: 80.00%
 Stations: 14/12

12+ METRO	1/4/SHARE	FAL 86	SPG 86	FAL 85	SPG 85	METRO CUME	METRO S87	CUME S86	RATING S85
1. WRUF-F	35/16.1	14.7	10.9	16.7	15.5	451	30.3	30.0	37.4
2. WKTK-F	33/15.1	14.2	6.8	---	---	405	27.2	15.7	---
3. WYKS-F	19/ 8.7	9.5	12.7	10.5	12.9	365	24.5	34.8	39.4
4. WLUS	17/ 7.8	4.7	6.8	5.7	8.6	101	6.8	10.5	14.4
5. WNFI-F	15/ 6.9	8.1	8.6	7.7	12.4	292	19.6	27.3	28.9
6. WYGC-F	10/ 4.6	6.6	7.7	11.0	12.0	192	12.9	16.8	21.4
7. WAPE-F	9/ 4.1	6.6	---	.5	---	189	12.7	---	---
8. WRUF	8/ 3.7	6.2	6.8	6.2	6.0	209	14.0	14.4	16.2
9. WGGG-F	7/ 3.2	2.8	5.9	4.8	---	176	11.8	20.7	---
WLLO-F	7/ 3.2	2.4	.5	1.9	---	83	5.6	1.9	---

12+ AMD

1. WKTK-F
2. WRUF-F
3. WYGC-F
- WYKS-F
- 5.

12+ MID

1. WKTK-F>
2. WRUF-F>
3. WLUS
4. WYKS-F
- 5.

12+ PMD

1. WRUF-F
2. WKTK-F>
3. WYKS-F
- WNFI-F
- 5.

12+ EVE

1. WRUF-F
2. WKTK-F>
3. WYGC-F
4. WNFI-F
- 5.

ADULTS 18-34

1. WRUF-F>
2. WKTK-F>
3. WYKS-F
4. WNFI-F
- 5.

ADULTS 25-54

1. WKTK-F
2. WRUF-F>
3. WYGC-F
- 4.
- 5.

ADULTS 35-64

1. WKTK-F
2. WLUS
3. WRUF-F
4. WYGC-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDVH	1390	Gainesville	2.3/4.1
WGGG	1230	Gainesville	2.3/6.4
WKAE-F	104.9	High Springs	1.4/4.5
WMMZ-F	93.7	Ocala	2.8/ .9

RADIO STATIONS

WDVH, 1390, 5 KW (DAYS)	, COUNTRY	SMN,\$11.00* (HNWH)	Sunshine	D. Paustian
WGGG, 1230, 1 KW	, AC	Trans,\$ NA (Masla)		S. Sullivan
WLUS, 980, 5 KW (DAYS)	, NOSTALGIA	CNN,\$17.00* (Roslin)		L. Edwards
WRUF, 850, 5 KW (DA-N)	, MOR	CBS,\$13.00* (Smith)	Univ. of Fla.	J. Geason
WGGG-F, 97.7, 3 KW @ 300,	AC	Trans,\$16.00* (Masla)		S. Sullivan
WKTK-F, 98.5, 100 KW @ 1330,	AC	,\$20.00* (---)	(CRYSTAL RIVER)	G. Granger
WLLO-F, 92.1, 1 KW @ 525,	BTFL/EZ	,\$12.00 (---)	(WILLISTON)	J. Naiman
WRUF-F, 103.7, 100 KW @ 768,	AOR	Source,\$30.00* (Smith)	Univ. of Fla.	J. Geason
WYGC-F, 100.9, 3 KW @ 300,	COUNTRY	ABC-E,\$15.00* (Mc-Guild)		S. Eastwood
WYKS-F, 105.5, 3 KW @ 300,	COUNTRY	US 1,\$31.00* (HNWH)	Sunshine	D. Paustian

WNFI-F - See Daytona Beach in Spring 87 edition of American Radio
 WAPE-F - See Jacksonville in Spring 87 edition of American Radio

GRAND FORKS, ND

MSA Rank/Pop: 347/64,900
 ARB Rank/Pop: 236/85,600
 Market TSL: 18.2 hours
 Average Person Ratings: 13.8

Diaries: 289/296:1
 Sample Target: 260
 % Below Line: 8.9
 % Not Listed: 14.4

Retail \$: .65 Bil
 FM Share: 70.30%
 Stations: 14/11

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		86	85		S87	S86	S85
1. KKXL-F	21/17.8	10.9	25.7	250	29.2	32.2	43.4
2. KQHT-F	15/12.7	16.3	---	166	19.4	27.9	---
3. KNOX	14/11.9	10.9	10.5	210	24.5	24.0	24.5
4. KYCK-F	11/ 9.3	9.3	7.9	168	19.6	20.4	18.1
5. KZLT-F	9/ 7.6	7.0	4.6	176	20.6	14.7	12.8
6. KNOX-F	7/ 5.9	4.7	8.6	140	16.4	11.8	25.9
7. KROX	5/ 4.2	4.7	6.6	51	6.0	11.6	11.1
KFGO	5/ 4.2	3.1	5.3	76	8.9	7.4	10.3
9.							
10.							

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>
1. KNOX >	1. KQHT-F	1. KKXL-F	1. KKXL-F>
2. KKXL-F	2. KKXL-F	2. KQHT-F	2. KNOX
3. KQHT-F	3. KYCK-F	3. KYCK-F	3. KNOX-F
4. KYCK-F	4. KNOX	4. KNOX-F	KQHT-F
5.	5.	KZLT-F	5.

<u>ADULTS 18-34</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35-64</u>
1. KKXL-F	1. KKXL-F	1. KNOX >
2. KQHT-F>	KNOX	2. KYCK-F
3. KNOX-F	3. KZLT-F	3. KROX
4. KYCK-F	4. KYCK-F	KZLT-F
KZLT-F	5.	KFGO

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KJKJ-F	107.5	Grand Forks	2.5/9.2	KFGO-F	790	Fargo	2.5/3.6
KKCQ	1480	Fosston	2.5/2.0	WDAY-F	93.7	Fargo	.8/8.1
KKDQ-F	107.1	Fosston	.8/1.3				
KKXL	1440	Grand Forks	2.5/8.9				

RADIO STATIONS

KKXL, 1440, 1 KW/500 W (DA-N), ? ?	US 2,\$10.00* (---)	Vaughn	D. Cariveau
KNOX, 1310, 5 KW (DA-N), MOR/AC	ABC-E,\$16.00* (Katz)	Ingstad	L. Morrissey
KROX, 1260, 1 KW (DA-N), MOR	MBS,\$11.00* (Jones)	(CROOKSTON)	D. Jorstad
KJKJ-F, 107.5, 100 KW @ 488, CLASSIC AOR	,\$12.00 (---)		J. Hoberg
KKXL-F, 92.9, 100 KW @ 210, CHR	,\$22.00* (---)	Vaughn	D. Cariveau
KNOX-F, 94.7, 100 KW @ 300, AOR	ABC-E,\$15.00* (Katz)	Ingstad	L. Morrissey
KQHT-F, 96.1, 100 KW @ 500, CHR	,\$ NA (Torbet)	(CROOKSTON, MN)	C. Scott
KYCK-F, 97.1, 100 KW @ 403, COUNTRY	ABC-D,\$19.00* (HNWH)	(CROOKSTON, MN)	M. Leighton
KZLT-F, 104.3, 100 KW @ 500, AC	CNN,\$17.00* (---)		D. Sanden

GRAND JUNCTION, CO

MSA Rank/Pop: NA
 ARB Rank/Pop: 244/78,800
 Market TSL: 19.8 hours
 Average Person Ratings: 14.7

Diaries: 265/297:1
 Sample Target: 250
 % Below Line: 5.1
 % Not Listed: 15.5

Retail \$: .75 Bil
 FM Share: 66.33%
 Stations: 9/8

12+ METRO	1/4/SHARE	SPG 86	SPG 85	METRO CUME	METRO CUME RATING		
					S87	S86	S85
1. KSTR-F	23/19.8	10.2	7.9	273	34.6	28.5	26.7
2. KEKB-F	19/16.4	10.2	10.5	223	28.3	18.2	16.3
3. KQIL	18/15.5	17.2	23.7	226	28.7	27.4	35.3
4. KSTR	11/ 9.5	9.4	2.6	114	14.5	18.4	13.7
5. KLDR-F	7/ 6.0	6.3	6.1	102	12.9	12.1	15.2
6. KVEE-F	6/ 5.2	7.8	9.6	90	11.4	14.5	15.2
7. KQIX-F	5/ 4.3	15.6	14.0	131	16.6	24.0	31.4
KWWS-F	5/ 4.3	---	---	40	5.1	---	---
9. KEXO	4/ 3.4	7.8	10.5	112	14.2	20.5	18.3
10.							

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>
1. KQIL	1. KSTR-F>	1. KSTR-F	1. KSTR-F
KSTR-F	2. KQIL	2. KQIL	2. KEKB
3. KEKB-F	3. KEKB-F	3. KEKB-F	3. KLDR-F
4.	4. KSTR	KSTR	4.
5.	5.	5.	5.

<u>ADULTS 18-34</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35-64</u>
1. KSTR-F>	1. KEKB >	1. KQIL
2. KEKB	2. KSTR	2. KEKB >
KSTR	KSTR-F	3.
4.	4. KQIL	4.
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KVEE 1100 Grand Junction ---/7.0

RADIO STATIONS

KEXO, 1230, 1 KW	, NOSTALGIA	ABC-I, \$ NA	(HNWH)		R. DeRose
KQIL, 1370, 1 KW	, COUNTRY	NBC, \$ NA	(Torbet)	Mesa	J. TerLouw
KSTR, 620, 5 KW (DAYS)	, MOR	, \$17.00*	(Mc-Guild)		J. Larson
KEKB-F, 99.9, 79 KW @ 1385,	COUNTRY	, \$24.00*	(Masla)		D. Maynard
KLDR-F, 95.1, 100 KW @ 969,	CHR	, \$15.00*	(HNWH)		R. DeRose
KQIX-F, 93.1, 26 KW @ 1027,	AC	, \$22.00*	(Torbet)	Mesa	J. TerLouw
KSTR-F, 96.1, 100 KW @ 1679,	CHR	, \$24.00*	(Mc-Guild)	(MONTROSE)	P. Ralston
KVEE-F, 92.3, 30 KW @ 1385,	BTFL/EZ	CBS, \$16.00	(Radio West)		J. Hendrick
KWWS-F, 105.3, 60 KW @ 530, ? ?		, \$ NA	(Eastman)	(RIFLE)	S. Hughes

GREAT FALLS, MT

MSA Rank/Pop: 338/81,700
 ARB Rank/Pop: 251/66,200
 Market TSL: 22.2 hours
 Average Person Ratings: 16.5

Diaries: 258/256:1
 Sample Target: 250
 % Below Line: 1.0
 % Not Listed: 6.4

Retail \$: .48 Bil
 FM Share: 67.64%
 Stations: 9/8

12+ METRO	1/4/SHARE	SPG 86	SPG 85	METRO CUME	METRO CUME RATING S87	S86	S85
1. KAAK-F	28/25.7	9.9	21.6	221	33.4	21.4	33.2
2. KMON-F	20/18.3	22.0	18.0	238	36.0	36.3	28.8
3. KMON	13/11.9	12.1	13.5	157	23.7	26.6	34.1
4. KLFM-F	10/ 9.2	13.2	14.4	135	20.4	21.1	23.9
KOOZ-F	10/ 9.2	11.0	4.5	102	15.4	17.6	15.9
KQDI	10/ 9.2	13.2	5.4	131	19.8	22.4	15.2
7. KEIN	8/ 7.3	4.4	12.6	112	16.9	15.6	23.0
8.							
9.							
10.							

12+ AMD

1. KAAK-F>
2. KMON
3. KEIN
4. KMON-F
- 5.

12+ MID

1. KAAK-F>
2. KMON-F
3. KMON >
4. KOOZ-F
- 5.

12+ PMD

1. KAAK-F>
2. KMON-F>
3. KMON
4. KQDI
- 5.

12+ EVE

1. KMON-F>
2. KAAK-F>
- 3.
- 4.
- 5.

ADULTS 18-34

1. KAAK-F>
2. KMON-F>
3. KQDI
4. KLFM-F
KOOZ-F

ADULTS 25-54

1. KAAK-F>
2. KQDI
3. KOOZ-F
4. KLFM-F
KMON-F

ADULTS 35-64

1. KEIN
KMON
3. KAAK-F
KLFM-F
KOOZ-F
KQDI

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KXGF 1400 Great Falls 1.8/3.6
 KZMT-F 101.1 Helena .9/4.8

RADIO STATIONS

KEIN, 1310, 5 KW/1 KW	, COUNTRY	ABC-D,\$ NA (Masla)	H. Balfanz
KMON, 560, 5 KW (DA-N)	, COUNTRY	ABC-I,\$19.00* (Mc-Guild)	W. McShay
KQDI, 1450, 1 KW	, OLDIES	US 2,\$15.00* (Republic)	B. Lockhart
KAAK-F, 98.9, 100 KW @ 500,	AC/CONTEMP	,\$ NA (Torbet)	D. Stilli
KLFM-F, 92.9, 100 KW @ 500,	COUNTRY	ABC-D,\$ NA (Masla)	H. Balfanz
KMON-F, 94.5, 36 KW @ 470,	CHR	US 1,\$20.00* (Mc-Guild)	W. McShay
KOOZ-F, 106.3, 100 KW @ 300,	BTFL/EZ	,\$16.00* (Republic)	B. Lockhart

HAGERSTOWN - CHAMBERSBURG - WAYNESBORO

MSA Rank/Pop: 310/112,100 (Hagerstown only)	Diaries: 499/392:1	Retail \$: 1.17 Bil
ARB Rank/Pop: 154/195,700	Sample Target: 400	FM Share: 83.27%
Market TSL: 22.1 hours	% Below Line: 18.2	Stations: 21/15
Average Person Ratings: 16.4	% Not Listed: 16.2	

12+ METRO	1/4/SHARE	SPG 86	SPG 85	METRO CUME	METRO CUME RATING		
					S87	S86	S85
1. WAYZ-F	41/12.8	5.2	7.8	386	19.7	13.2	14.9
2. WIKZ-F	39/12.1	10.8	12.9	440	22.5	20.5	22.9
3. WQCM-F	34/10.6	9.2	5.4	386	19.7	16.9	16.7
4. WWMD-F	24/ 7.5	4.9	7.5	247	12.6	10.0	12.7
5. WYII-F	17/ 5.3	7.7	11.7	254	13.0	13.4	19.0
6. WJEJ	16/ 5.0	3.7	5.4	264	13.5	10.3	12.8
7. WGLL-F	14/ 4.4	4.0	4.5	184	9.4	10.4	10.0
WFRE	14/ 4.4	2.8	5.1	194	9.9	7.2	10.3
WWDC-F	14/ 4.4	4.0	---	178	9.1	5.8	---
10. WCHA	11/ 3.4	6.8	5.1	200	10.2	5.0	3.2

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>
1. WIKZ-F	1. WAYZ-F	1. WAYZ-F	1. WAYZ-F
2. WAYZ-F	2. WWMD-F	2. WIKZ-F	2. WQCM-F
3. WQCM-F	3. WIKZ-F	3. WQCM-F	3. WIKZ-F
4. WJEJ	WQCM-F	4. WWMD-F	4. WYII-F
5.	5.	5.	5.

<u>ADULTS 18-34</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35-64</u>
1. WIKZ-F>	1. WAYZ-F	1. WAYZ-F
2. WQCM-F	2. WIKZ-F	2. WWMD-F
3. WWDC-F	3. WQCM-F	3. WYII-F
WAYZ-F	4. WWMD-F	4. WJEJ
5.	5.	WQCM-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WARK 1490 Hagerstown	1.2/5.3	WGRX-F 100.7 Westminster	2.5/ 3.6
WARX-F 106.9 Hagerstown	1.2/4.2	WINC-F 92.5 Winchester	.6/ 1.8
WAYZ 1380 Waynesboro	1.2/4.1	WKMZ-F 97.5 Martinsburg	2.2/10.0
WCBG 1590 Chambersburg	.3/2.6	WMZQ-F 98.7 Washington	1.2/ 2.5
WEEO 1130 Waynesboro	.9/3.2		
WHAG 1410 Halfway	1.9/4.5		
WKSL-F 94.3 Greencastle	.6/4.1		

RADIO STATIONS

WCHA, 800, 1 KW/196 W	, COUNTRY	, \$10.00* (---)	(CHAMBERSBURG) T. Boock
WHAG, 1410, 1 KW (DAYS,DA)	, ? ?	ABC-I, \$ 9.00 (Dome)	(HALFWAY) K. All
WJEJ, 1240, 1 KW	, MOR	CBS, \$11.00 (---)	(HAGERSTOWN) J. Staub
WAYZ-F, 101.5, 50 KW @ 480,	COUNTRY	APR, \$17.00* (---)	Verstandig (WAYNESBORO) M. Martin
WGLL-F, 92.1, 3 KW @ 300,	AC	ABC-D, \$17.00 (---)	(MERCERSBURG) P. Low
WIKZ-F, 95.1, 50 KW @ 480,	CHR	, \$22.00 (---)	(CHAMBERSBURG) T. Boock
WQCM-F, 96.7, 3 KW @ 165,	CHR	ABC-F, \$17.00* (Dome)	(HALFWAY) K. Albright
WWMD-F, 104.7, 75 KW @ 1320,	BTFL/EZ	, \$13.00* (---)	(HAGERSTOWN) J. Staub
WYII-F, 95.9, 3 KW @ 300,	COUNTRY	NBC, \$14.00* (Market 4)	(WILLIAMSPORT) K. Smith

ITHACA, NY

MSA Rank/Pop: NA
 ARB Rank/Pop: 242/79,300
 Market TSL: 17.5 hours
 Average Person Ratings: 13.6

Diaries: 289/274:1
 Sample Target: 250
 % Below Line: 20.3
 % Not Listed: 26.9

Retail \$: .44 Bil
 FM Share: 77.22%
 Stations: 10/6

12+ METRO	1/4/SHARE	SPG 86	SPG 85	METRO CUME	METRO S87	CUME S86	RATING S85
1. WQNY-F	15/13.9	21.8	6.5	240	30.3	39.3	18.3
2. WOKW-F	13/12.0	9.1	14.5	213	26.9	21.5	30.4
3. WPCX-F	12/11.1	10.9	13.0	143	18.0	14.3	20.2
4. WHCU	11/10.2	5.5	6.5	170	21.4	11.9	13.8
WVBR-F	11/10.2	7.3	12.3	193	24.3	26.7	36.0
6. WHCU-F	8/ 7.4	4.5	7.2	158	19.9	16.8	22.8
7. WTKO	5/ 4.6	10.9	12.3	170	21.4	28.0	28.7
8.							
9.							
10.							

12+ AMD

1. WHCU
2. WQNY-F
3. WOKW-F
4. WPCX-F
- 5.

12+ MID

1. WQNY-F
2. WHCU
3. WVBR-F
- WPCX-F
- 5.

12+ PMD

1. WQNY-F
2. WHCU
- WPCX-F
4. WOKW-F
- 5.

12+ EVE

1. WHCU
- WHCU-F
- WOKW-F
- WVBR-F
- WQNY-F

ADULTS 18-34

1. WQNY-F>
2. WOKW-F
3. WHCU-F
- WVBR-F
- 5.

ADULTS 25-54

1. WQNY-F
2. WPCX-F
3. WOKW-F
4. WVBR-F
- 5.

ADULTS 35-64

1. WPCX-F>
2. WHCU
- 3.
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WKRT 920 Cortland 1.9/7.3
 WNTQ-F 93.1 Syracuse .9/5.0
 WZSH-F 95.1 S. Bristol .9/2.5

RADIO STATIONS

WHCU, 870, 5 KW/1 KW (DA-2), MOR CBS, \$11.00 (Christal)
 WTKO, 1470, 5 KW/500 W (DA-2), MOR ABC-I, ABC-E, \$12.00* (---)

WHCU-F, 97.3, 26 KW @ 730, AC (?) Trans, \$13.00* (Christal)
 WOKW-F, 99.9, 20 KW @ 730, CHR, \$16.00* (Katz) (CORTLAND) D. Gerard
 WQNY-F, 103.7, 12 KW @ 878, AC/CONTEMP, \$16.00 (Roslin) J. Roberts
 WVBR-F, 93.5, 3 KW @ 250, CHR, NBC, \$12.00 (S. Katz) D. Friedland
 WPCX-F, 106.9, 45 KW @ 530, COUNTRY, \$ NA (Market 4) Scott (AUBURN) R. DuCayne

JOPLIN, MO

MSA Rank/Pop: 266/134,300
 ARB Rank/Pop: 212/112,100
 Market TSL: 19.2 hours
 Average Person Ratings: 13.8

Diaries: 405/277:1
 Sample Target: 300
 % Below Line: 6.0
 % Not Listed: 13.5

Retail \$: .83 Bil
 FM Share: 70.15%
 Stations: 17/13

12+ METRO	1/4/SHARE	SPG 86	SPG 85	METRO CUME	METRO CUME RATING S87	S86	S85
1. KKUZ-F	27/17.4	13.2	15.4	307	27.4	27.8	26.5
2. KSYN-F	21/13.5	19.4	16.0	309	27.6	28.6	19.8
3. KIXQ-F	15/ 9.7	4.9	---	140	12.5	9.3	---
4. KKOW-F	12/ 7.7	5.6	5.1	148	13.2	7.4	9.8
5. KFSB	10/ 6.5	1.4	7.7	168	15.0	10.5	17.4
KKOW	10/ 6.5	6.9	4.5	126	11.2	10.4	15.2
7. KRGK-F	9/ 5.8	1.4	3.8	126	11.2	5.0	9.7
8. KBLT	6/ 3.9	8.3	7.1	120	10.7	12.4	10.3
9.							
10.							

12+ AMD

1. KKUZ-F
2. KIXQ-F
3. KSYN-F
4. KBTN
KFSB

12+ MID

1. KKUZ-F>
2. KIXQ-F
3. KKOW-F
4. KRGK-F
KSYN-F

12+ PMD

1. KKUZ-F>
2. KSYN-F
3. KKOW-F
4. KFSB
KIXQ-F

12+ EVE

1. KSYN-F>
2. KKUZ-F>
- 3.
- 4.
- 5.

ADULTS 18-34

1. KKUZ-F>
2. KSYN-F
3. KKOW-F
4. KIXQ-F
- 5.

ADULTS 25-54

1. KKUZ-F>
2. KIXQ-F
KKOW-F
4. KFSB
- 5.

ADULTS 35-64

1. KFSB
2. KIXQ-F
KRGK-F
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBTN	1420	Neosho	2.6/ 9.0	KTTS-F	94.7	Springfield	.6/2.6
KDMO	1490	Carthage	2.6/ 4.8	KVLT-F	106.1	Owasso	.6/2.1
KKLL	1100	Webb City	1.3/ 4.2				
KSSC	1230	Joplin	1.3/ 2.6	KWTO	560	Springfield	2.6/4.2
WMBH	1450	Joplin	2.6/10.4	KWTO-F	98.7	Springfield	1.3/2.9

RADIO STATIONS

KFSB, 1310, 5 KW/1 KW (DA-2), AC	ABC-E,\$12.00 (Roslin)	J. David
KKOW, 860, 10 KW/5 KW (DA-N), COUNTRY	CBS,\$ NA (Mc-Guild) (PITTSBURG, KS)	R. Freeman
WMBH, 1450, 1 KW, COUNTRY	,\$10.00* (Banner)	G. Exline
KBLT-F, 107.1, 3 KW @ 300, COUNTRY	,\$12.00 (---) (3AXTER SPRINGS)	T. Schulte
KIXQ-F, 94.3, 1 KW @ 520, COUNTRY	,\$13.00* (---) (WEBB CITY)	R. Chegwin
KKOW-F, 96.9, 100 KW @ 390, AOR	Source,\$ NA (Mc-Guild) (PITTSBURG, KS)	
KKUZ-F, 102.5, 100 KW @ 440, CHR	US 1,\$16.00 (Banner)	G. Exline
KRGK-F, 104.9, 3 KW @ 155, BTFL/EZ	ABC-D,\$ 9.00 (---) (CARTHAGE)	C. Beyer
KSYN-F, 92.5, 100 KW @ 430, CHR	ABC-R,\$15.00* (S. Katz)	W. Neal

KILLEEN - TEMPLE, TX

MSA Rank/Pop: 181/229,400
 ARB Rank/Pop: 157/190,000
 Market TSL: 21.5 hours
 Average Person Ratings: 15.5

Diaries: 441/431:1
 Sample Target: 390
 % Below Line: 45.9
 % Not Listed: 16.3

Retail \$: 1.07 Bil
 FM Share: 83.33%
 Stations: 15/7

12+ METRO	1/4/SHARE	SPG	SPG	METRO CUME	METRO CUME RATING		
		86	85		S87	S86	S85
1. KOOV-F	53/18.0	9.2	10.7	519	27.3	17.0	16.7
2. KBTS-F	51/17.3	11.0	13.9	663	34.9	28.2	34.8
3. KTQN-F	34/11.6	19.9	16.0	486	25.6	35.4	32.2
4. KNFO-F	17/ 5.8	3.4	2.1	222	11.7	6.6	3.2
5. KIIZ	16/ 5.4	6.5	8.3	152	8.0	5.4	12.2
6. KLBJ-F	13/ 4.4	1.4	1.8	154	8.1	3.9	5.9
7. KTON	12/ 4.1	4.1	2.4	120	6.3	7.7	5.1
8. KWTX-F	10/ 3.4	4.1	8.3	277	14.6	14.1	21.4
9. KASE-F	9/ 3.1	1.4	3.3	175	9.2	4.8	8.4
10. WBAP	8/ 2.7	4.1	4.5	141	7.4	9.5	8.6
11. KPLE-F	7/ 2.4	5.8	9.2	137	7.2	9.3	14.3

12+ AMD

1. KOOV-F>
2. KBTS-F
3. KTQN-F
4. KNFO-F
- 5.

12+ MID

1. KOOV-F
2. KBTS-F
3. KTQN-F
4. KTON
- KNFO-F

12+ PMD

1. KOOV-F
2. KBTS-F
3. KTQN-F
4. KIIZ
- 5.

12+ EVE

1. KBTS-F
2. KTQN-F
3. KOOV-F
4. KASE-F
- KNFO-F

ADULTS 18-34

1. KBTS-F>
2. KTQN-F
3. KOOV-F
4. KIIZ
- 5.

ADULTS 25-54

1. KOOV-F
2. KTQN-F
3. KBTS-F
4. KIIZ
- 5.

ADULTS 35-64

1. KOOV-F>
2. KTQN-F
3. KASE-F
- KNFO-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KPEP-F	98.3	Gatesville	2.0/4.1
KTEM	1400	Temple	1.7/5.9
KHOO-F	99.9	Waco	1.0/4.7
KJNE-F	102.5	Hillsboro	.7/3.2

RADIO STATIONS

KIIZ, 1050, 250 W (DAYS), BLACK APR, \$10.00* (Republic)
 KTON, 940, 1 KW (DAYS, DA), OLDIES/MOR ABC-I, \$12.00* (HNWH)

KOOV-F, 103.1, 3 KW @ 300, COUNTRY ABC-E, \$16.00 (Riley) (COPPERAS COVE) G. Christie
 KPLE-F, 104.9, 3 KW @ 300, COUNTRY, \$10.00* (---) G. Franz
 KTQN-F, 106.3, 3 KW @ 300, CHR ABC-I, \$19.00* (HNWH)

Other ranked stations - See Waco, Austin or Dallas in Spring 87 edition of American Radio

LA CROSSE, WI

MSA Rank/Pop: 327/93,500
 ARB Rank/Pop: 243/79,100
 Market TSL: 20.9 hours
 Average Person Ratings: 15.5

Diaries: 324/244:1
 Sample Target: 250
 % Below Line: 3.6
 % Not Listed: 8.9

Retail \$: .60 Bil
 FM Share: 65.18%
 Stations: 11/9

12+ METRO	1/4/SHARE	SPG 86	SPG 85	METRO CUME	METRO CUME RATING S87	S86	S85
1. WLXR-F	28/22.8	22.1	25.4	318	40.2	44.2	39.9
2. WIZM-F	22/17.9	13.6	19.8	319	40.3	35.1	37.1
WKTY	22/17.9	17.1	15.9	256	32.4	33.5	32.2
4. WSPL-F	11/ 8.9	11.4	8.7	160	20.2	23.9	18.3
5. WLXR	9/ 7.3	5.7	4.8	113	14.3	16.9	17.0
6. WIZM	7/ 5.7	5.0	4.8	114	14.4	17.1	20.0
7. WQJY-F	5/ 4.1	2.9	7.9	74	9.4	12.5	20.7
8. WKBH-F	3/ 2.4	4.3	1.6	94	11.9	9.2	4.2
WCOW-F	3/ 2.4	1.4	3.2	67	8.5	6.6	10.1
10.							

12+ AMD

1. WKTY
- WLXR-F
3. WIZM-F>
4. WSPL-F
5. WIZM

12+ MID

1. WLXR-F
2. WIZM-F
3. WKTY
4. WSPL-F
- 5.

12+ PMD

1. WLXR-F
2. WIZM-F>
3. WKTY
4. WSPL-F
- 5.

12+ EVE

1. WLXR-F>
2. WIZM-F
3. WKTY
4. WIZM
- 5.

ADULTS 18-34

1. WIZM-F
2. WLXR-F>
3. WSPL-F>
4. WKTY
- 5.

ADULTS 25-54

1. WLXR-F
2. WSPL-F
3. WIZM-F
4. WKTY
- 5.

ADULTS 35-64

1. WKTY >
2. WLXR-F
3. WSPL-F
4. WIZM
- WLXR

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WKBH	1570	Holmen	.8/5.7
WAXX-F	104.5	Eau Claire	.8/3.7
WCOW	1290	Sparta	---/1.1

RADIO STATIONS

WIZM, 1410, 5 KW (DA-2)	, MOR/TALK	ABC-T, NBC-T, \$16.00*	(Masla)	Midwest Family	D. Record
WKTY, 580, 5 KW/1 KW (DA-2)	, COUNTRY	ABC-I, \$21.00*	(Katz)	May	P. St. John
WLXR, 1490, 1 KW	, COUNTRY (?)	CBS-R, \$19.00	(Roslin)	Vaughn	K. Gephart
WIZM-F, 93.3, 100 KW @ 1000	, CHR	MBS, NBC, \$24.00*	(Masla)	Midwest Family	D. Record
WKBH-F, 105.5, 3 KW @ 300	, COUNTRY	, \$ NA	(Roslin)	(TREMPEALEAU)	
WLXR-F, 104.9, 1.4 KW @ 430	, CHR	, \$26.00*	(Roslin)	Vaughn	K. Gephart
WQJY-F, 100.1, 1.8 KW @ 400	, ? ?	US 2, \$11.00	(Roslin)	(W. SALEM)	T. O'Neal
WSPL-F, 95.9, 3 KW @ 300	, SOFT AC	ABC-E, \$17.00*	(Katz)	May	P. St. John
WCOW-F, 97.1, 100 KW @ 634	, COUNTRY	MBS, \$ 9.00	(Walton)	(SPARTA)	J. Rice

LAFAYETTE, IN

MSA Rank/Pop: 284/124,500
 ARB Rank/Pop: 219/104,800
 Market TSL: 20.4 hours
 Average Person Ratings: 15.4

Diaries: 348/301:1
 Sample Target: 290
 % Below Line: 22.5
 % Not Listed: 11.8

Retail \$: .75 Bil
 FM Share: 77.46%
 Stations: 11/6

12+ METRO	1/4/SHARE	FAL 86	SPG 86	FAL 85	SPG 85	METRO CUME	METRO CUME RATING S87	S86	S85
1. WAZY-F	43/26.7	27.6	25.3	21.4	21.8	433	41.3	47.0	37.3
2. WASK	23/14.3	17.1	13.0	10.3	12.2	287	27.4	23.6	27.8
WFBQ-F	23/14.3	8.1	3.4	4.1	6.1	228	21.8	13.6	14.4
4. WASK-F	21/13.0	12.2	18.5	19.3	12.9	263	25.1	25.2	22.5
5. WXUS-F	13/ 8.1	5.7	13.0	9.0	12.9	219	20.9	23.5	28.1
6. WCFY	5/ 3.1	3.3	6.2	2.1	4.1	57	5.4	5.3	7.2
WKJM-F	5/ 3.1	6.5	3.4	6.9	5.4	112	10.7	11.2	17.3
WSHW-F	5/ 3.1	.8	.7	2.8	3.4	102	9.7	9.5	8.4
9.									
10.									

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>
1. WASK	1. WAZY-F	1. WAZY-F>	1. WAZY-F
2. WAZY-F	2. WASK	2. WFBQ-F	2. WFBQ-F
3. WASK-F	3. WASK-F	3. WASK-F	3. WASK-F
4. WFBQ-F	WXUS-F	4. WXUS-F	4. WASK
5.	5.	5.	WCFY

<u>ADULTS 18-34</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35-64</u>
1. WAZY-F>	1. WAZY-F	1. WASK
2. WFBQ-F	2. WASK	2. WASK-F
3. WASK-F	3. WXUS-F	3. WAZY-F
WXUS-F	4. WASK-F	4. WXUS-F
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGN	720	Chicago	.6/5.0
WIBC	1070	Indianapolis	.6/4.2
WLS	890	Chicago	1.2/9.7

RADIO STATIONS

WASK, 1450, 1 KW	, MOR	NBC, \$24.00 (Masla)	Duchossois	H. Youart
WCFY, 1410, 1 KW (DAYS, DA)	, RELIGION	, \$ 7.00 (---)		S. Speheger
WASK-F, 105.3, 50 KW @ 375,	COUNTRY	ABC-E, \$24.00 (Masla)	Duchossois	H. Youart
WAZY-F, 96.5, 50 KW @ 500,	CHR	ABC-C, \$30.00* (Christal)		R. Bauer
WKJM-F, 95.3, 1.2 KW @ 520,	SOFT AC	, \$13.00* (Roslin)	(MONTICELLO)	L. Dawson
WXUS-F, 93.5, 3 KW @ 215,	AC	APR, \$16.00* (Katz)		E. McCart
WSHW-F, 99.7, 50 KW @ 460,	AC	, \$19.00 (Regional)	(FRANKFORT)	V. Kasper
WFBQ-F - See Indianapolis in Spring 87 edition of <u>American Radio</u>				

LAKE CHARLES, LA

MSA Rank/Pop: 218/176,300
 ARB Rank/Pop: 187/142,600
 Market TSL: 21.5 hours
 Average Person Ratings: 15.4

Diaries: 421/339:1
 Sample Target: 340
 % Below Line: 19.9
 % Not Listed: 5.9

Retail \$: 1.04 Bil
 FM Share: 82.52%
 Stations: 14/7

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		86	85		S87	S86	S85
1. KBIU-F	49/22.4	21.4	23.1	496	34.8	30.7	32.4
2. KYKZ-F	33/15.1	13.2	7.6	328	23.0	17.2	12.4
3. KXZZ	27/12.3	11.8	6.7	230	16.1	15.0	14.2
4. KHCA-F	21/11.9	7.3	8.0	332	23.3	18.5	18.1
5. KTQQ-F	24/11.0	15.9	13.8	252	17.7	24.2	24.8
6. KHYS-F	15/ 6.8	4.5	8.9	193	13.5	12.0	13.1
7.							
8.							
9.							
10.							

12+ AMD

1. KBIU-F>
2. KYKZ-F
3. KHLA-F
4. KTQQ-F
- 5.

12+ MID

1. KBIU-F
2. KYKZ-F
3. KHLA-F
4. KTQQ-F
- 5.

12+ PMD

1. KBIU-F>
2. KYKZ-F
3. KHLA-F
4. KTQQ-F
- 5.

12+ EVE

1. KBIU-F
- KXZZ
3. KYKZ-F
4. KTQQ-F
- 5.

ADULTS 18-34

1. KBIU-F>
2. KHLA-F
3. KXZZ
- KYKZ-F
- 5.

ADULTS 25-54

1. KYKZ-F
2. KBIU-F
- KHLA-F
4. KTQQ-F
- 5.

ADULTS 35-64

1. KYKZ-F>
2. KHLA-F
- KTQQ-F
4. KXZZ
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAOK	1400	Lake Charles	1.4/6.0	KKMY-F	104.5	Orange	.9/4.0
KEZM	1310	Sulphur	1.4/3.1	KLVI	560	Beaumont	1.4/4.2
KAJN-F	102.9	Crowley	2.7/5.8	KQXY-F	94.1	Beaumont	3.2/5.6
KIOC-F	106.1	Orange	1.8/6.9	KWIC-F	107.9	Beaumont	1.8/3.2

RADIO STATIONS

KXZZ, 1580, 1 KW (DA-2)	, BLACK	, \$14.00* (Katz)	D. Johnson
KBIU-F, 103.7, 100 KW @ 471, CHR		, \$28.00* (Katz)	D. Johnson
KHLA-F, 99.5, 100 KW @ 400, AC		US 1, \$18.00 (Republic)	G. Swift
KTQQ-F, 100.9, 3 KW @ 300, COUNTRY		US 2, \$15.00 (Christal)	J. Trahan
KYKZ-F, 96.1, 100 KW @ 427, COUNTRY		ABC-I, \$16.00 (Torbet)	J. Rodriguez

KHYS-F - See Beaumont in Spring 87 edition of American Radio

LAUREL - HATTIESBURG, MS

MSA Rank/Pop: NA
 ARB Rank/Pop: 193/132,000
 Market TSL: 20.9 hours
 Average Person Ratings: 15.0

Diaries: 395/334:1
 Sample Target: 330
 % Below Line: 8.0
 % Not Listed: 17.7

Retail \$: .94 Bil
 FM Share: 83.44%
 Stations: 13/12

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		86	85		S87	S86	S85
1. WNSL-F	31/15.7	20.8	---	467	35.4	40.8	---
2. WJMG-F	23/11.6	8.5	---	220	16.7	16.4	---
3. WHSY-F	17/ 8.6	7.5	---	293	22.2	22.8	---
4. WHER-F	16/ 8.1	9.0	---	223	16.9	18.4	---
5. WQIS	13/ 6.6	8.5	---	153	11.6	11.2	---
WZKX-F	13/ 6.6	---	---	180	13.6	---	---
7. WBBN-F	12/ 6.1	5.7	---	162	12.3	9.3	---
8. WKNZ-F	11/ 5.6	4.7	---	125	9.5	7.8	---
9. WBSJ-F	7/ 3.5	5.7	---	139	10.5	9.7	---
10.							

12+ AMD

1. WNSL-F>
2. WHER-F
- WJMG-F
4. WHSY-F
- 5.

12+ MID

1. WNSL-F
2. WHER-F>
3. WJMG-F
4. WHSY-F
- 5.

12+ PMD

1. WNSL-F
2. WJMG-F
3. WHER-F
4. WZKX-F
- 5.

12+ EVE

1. WJMG-F
2. WNSL-F
3. WHSY-F
4. WZKX-F
- 5.

ADULTS 18-34

1. WNSL-F>
2. WJMG-F
3. WHSY-F
4. WZKX-F
- 5.

ADULTS 25-54

1. WNSL-F
2. WHER-F
3. WBBN-F
- WJMG-F
- 5.

ADULTS 35-64

1. WHER-F>
2. WBBN-F
- WKNZ-F
- WNSL-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBKH	950	Hattiesburg	2.0/4.2
WFOR	1400	Hattiesburg	2.0/6.1
WMFM-F	106.3	Petal	3.0/5.9
WORV	1580	Hattiesburg	3.0/5.9

RADIO STATIONS

WQIS, 890, 10 KW (DAYS)	, BLACK	ABC-F, \$ 8.00 (HNWH)	B. Holladay
WBBN-F, 95.9, 1 KW @ 546, COUNTRY		, \$10.00 (---)	(TAYLORSVILLE) R. Blakeney
WBSJ-F, 102.3, 3 KW @ 300, COUNTRY		ABC-E, \$ 7.00 (Dora)	(ELLISVILLE) H. Knotts
WHER-F, 103.7, 100 KW @ 266, BTFL/EZ		NBC, \$ 9.00 (Savalli)	J. Furr
WHSY-F, 104.5, 100 KW @ 714, CHR		ABC-C, \$10.00 (Masla)	T. Tibbett
WJMG-F, 92.1, 3 KW @ 300, BLACK		SBN, \$ 9.00 (Dora)	V. Floyd
WKNZ-F, 101.7, 3 KW @ 300, COUNTRY		US 1, \$11.00 (Mid-South)	(COLLINS) T. Lowery
WNSL-F, 100.3, 100 KW @ 1050, CHR		ABC-F, \$15.00 (HNWH)	B. Holladay

WZKX-F - See Biloxi

LAWTON, OK

MSA Rank/Pop: 300/116,500
 ARB Rank/Pop: 232/94,400
 Market TSL: 21.3 hours
 Average Person Ratings: 15.8

Diaries: 380/248:1
 Sample Target: 290
 % Below Line: 15.8
 % Not Listed: 10.7

Retail \$: .60 Bil
 FM Share: 87.97%
 Stations: 12/5

12+ METRO	1/4/SHARE	SPG	SPG	METRO CUME	METRO CUME RATING		
		86	85		S87	S86	S85
1. KLAW-F	46/30.9	32.4	30.5	383	40.6	37.5	35.6
2. KMGZ-F	38/25.5	25.0	21.9	414	43.9	35.2	42.3
3. KRLG-F	17/11.4	13.0	14.1	279	29.6	24.9	37.7
4. KSWO	10/ 6.7	12.0	7.0	177	18.8	19.5	22.8
5. KNIN-F	8/ 5.4	.9	---	121	12.8	8.0	---
6.							
7.							
8.							
9.							
10.							

12+ AMD

1. KLAW-F
2. KMGZ-F>
3. KRLG-F
4. KSWO
- 5.

12+ MID

1. KLAW-F
2. KMGZ-F>
3. KRLG-F
- 4.
- 5.

12+ PMD

1. KLAW-F>
2. KMGZ-F>
3. KRLG-F>
- 4.
- 5.

12+ EVE

1. KLAW-F
2. KMGZ-F>
3. KRLG-F
- 4.
- 5.

ADULTS 18-34

1. KMGZ-F
2. KLAW-F>
3. KRLG-F
- 4.
- 5.

ADULTS 25-54

1. KLAW-F>
2. KMGZ-F>
3. KRLG-F>
- 4.
- 5.

ADULTS 35-64

1. KLAW-F>
2. KMGZ-F
3. KRLG-F
- KSWO
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCCO	1050	Lawton	.7/5.4
KATT-F	100.5	Oklahoma City	2.0/3.3
KKQV-F	103.3	Wichita Falls	2.0/6.5
KLLF	1290	Wichita Falls	1.3/2.5
KLTE-F	101.9	Oklahoma City	.7/2.6
KOMA	1520	Oklahoma City	2.0/3.3

RADIO STATIONS

KSWO, 1380, 1 KW (DA-2) , COUNTRY SMN,\$ 8.00 (Riley) R. Kirby

KLAW-F, 101.5, 100 KW @ 590, COUNTRY ABC-E,\$20.00 (Katz) B. Shoemate
 KMGZ-F, 95.3, 3 KW @ 300, CHR US 1,\$16.00 (Masla) F. Morton
 KRLG-F, 98.1, 100 KW @ 202, AC , \$10.00 (HNWH) M. Russell

KNIN - See Wichita Falls

LONGVIEW - MARSHALL, TX

MSA Rank/Pop: 221/174,500
 ARB Rank/Pop: 188/141,800
 Market TSL: 20.4 hours
 Average Person Ratings: 15.4

Diaries: 499/284:1
 Sample Target: 330
 % Below Line: 36.0
 % Not Listed: 15.1

Retail \$: 1.27 Bil
 FM Share: 82.26%
 Stations: 20/10

12+ METRO	1/4/SHARE	SPG 86	SPG 85	METRO CUME	METRO S87	CUME S86	RATING S85
1. KYKX-F	42/19.2	15.0	18.3	430	30.3	24.9	26.5
2. KTUX-F	20/ 9.1	11.1	8.3	312	22.0	24.2	14.2
3. KNUE-F	16/ 7.3	5.8	7.1	193	13.6	13.1	11.8
4. KKTX-F	15/ 6.8	6.8	6.7	216	15.2	14.9	20.4
5. KTAL-F	14/ 6.4	2.9	1.7	146	10.3	2.8	5.4
6. KFRO	13/ 5.9	7.2	6.3	179	12.6	17.2	20.3
7. KMHT-F	11/ 5.0	1.9	1.3	138	9.7	6.5	5.1
8. KOOI-F	10/ 4.6	1.0	2.9	92	6.5	4.1	4.4
9. KAEZ-F	7/ 3.2	1.9	3.3	128	9.0	5.3	5.2
KTYL-F	7/ 3.2	2.9	5.8	155	10.9	8.7	12.7

12+ AMD

1. KYKX-F>
2. KNUE-F
3. KTUX-F
4. KMHT-F
- 5.

12+ MID

1. KYKX-F>
2. KTUX-F
3. KNUE-F
4. KTAL-F
5. KKTX-F

12+ PMD

1. KYKX-F>
2. KTUX-F
3. KKTX-F
4. KNUE-F
- KTAL-F

12+ EVE

1. KFRO
2. KTUX-F>
3. KTAL-F
4. KKTX-F
- 5.

ADULTS 18-34

1. KYKX-F
2. KTAL-F
3. KTUX-F
4. KKTX-F
- 5.

ADULTS 25-54

1. KYKX-F>
2. KMHT-F
3. KTUX-F
- KNUE-F
- 5.

ADULTS 35-64

1. KYKX-F>
2. KMHT-F
3. KNUE-F
4. KFRO
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAAW	1280	Longview	.9/2.2	KRMD-F	101.1	Shreveport	1.8/5.6
KCUL	1410	Marshall	2.3/3.9	KVKI-F	96.5	Shreveport	.5/2.3
KEES	1430	Gladewater	.9/5.6	KWKH	1130	Shreveport	1.8/4.2
KMHT	1450	Marshall	.9/2.8	KZEY	690	Tyler	1.4/4.6
KEEL	710	Shreveport	.9/2.5				
KITT-F	93.7	Shreveport	2.7/9.4				
KRMD	1340	Shreveport	---/1.8				

RADIO STATIONS

KFRO, 1370, 1 KW (DA-N) , MOR ABC-I,\$12.00* (Miller) J. Curtis

KAEZ-F, 95.3, 2 KW @ 400, BTFL/EZ , \$13.00 (Miller) (GILMER) J. Curtis

KKTX-F, 95.9, 1 KW @ 513, CHR , \$18.00 (Target) (KILGORE) R. Monroe

KMHT-F, 103.9, 3 KW @ 300, BLACK , \$12.00 (Miller) P. Adcock

KYKX-F, 105.7, 100 KW @ 1005, COUNTRY , \$28.00* (Mc-Guild) Sun Group

KTUX-F - See Shreveport in Spring 87 edition of American Radio

Other ranked stations - See Tyler, TX

LUFKIN - NACOGDOCHES, TX

MSA Rank/Pop: NA
 ARB Rank/Pop: 222/103,300
 Market TSL: 21.6 hours
 Average Person Ratings: 15.6

Diaries: 349/296:1
 Sample Target: 280
 % Below Line: 13.3
 % Not Listed: 16.1

Retail \$: .63 Bil
 FM Share: 89.63%
 Stations: 12/9

12+ METRO	1/4/SHARE	SPG 86	SPG 85	METRO CUME	METRO CUME RATING S87	S86	S85
1. KJCS-F	43/26.7	26.0	28.9	408	39.5	37.0	43.8
2. KAFX-F	32/19.9	19.2	11.4	351	34.0	30.8	22.5
3. KYKS-F	24/14.9	19.9	16.8	345	33.4	32.6	29.6
4. KSFA	8/ 5.0	.7	5.4	77	7.5	5.3	8.8
KMJQ-F	8/ 5.0	---	3.4	62	6.0	---	5.6
6. KNUE-F	5/ 3.1	1.4	1.3	32	3.1	5.4	4.1
KOOI-F	5/ 3.1	4.1	---	81	7.8	5.3	---
8. KDEY-F	4/ 2.5	6.2	5.4	56	5.4	12.0	9.7
9.							
10.							

12+ AMD

1. KJCS-F>
2. KYKS-F
3. KAFX-F>
- 4.
- 5.

12+ MID

1. KJCS-F>
2. KAFX-F
3. KYKS-F
- 4.
- 5.

12+ PMD

1. KJCS-F
2. KAFX-F
3. KYKS-F>
- 4.
- 5.

12+ EVE

1. KAFX-F>
2. KJCS-F>
3. KMJQ-F>
4. KYKS-F
- 5.

ADULTS 18-34

1. KAFX-F>
2. KJCS-F
3. KYKS-F>
- 4.
- 5.

ADULTS 25-54

1. KJCS-F>
2. KYKS-F>
3. KAFX-F
- 4.
- 5.

ADULTS 35-64

1. KJCS-F>
2. KYKS-F>
3. KSFA
4. KAFX-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAFX	1260	Diboll	.6/4.0
KEEE	1230	Nacogdoches	1.2/9.6
KNOW	1420	Lufkin	1.2/3.8
KRBA	1340	Lufkin	.6/7.4

RADIO STATIONS

KSFA, 860, 1 KW/500 W (DA-N), COUNTRY	APR, \$ 9.00 (---)	B. Dunn
KAFX-F, 95.5, 100 KW @ 569, CONTEMP	,\$18.00* (Christal)	(DIBOLL) Tom Love
KDEY-F, 99.3, 2 KW @ 360, AOR	,\$ 9.00 (Target)	D. Yates
KJCS-F, 103.3, 100 KW @ ??, COUNTRY	,\$17.00 (---)	J. Rucker
KYKS-F, 105.1, 100 KW @ 660, AC/COUNTRY (?)	APR, \$19.00 (Eastman)	L. Gunter

KNUE, KOOI - See Tyler, TX

KMJQ - See Houston in Spring 87 edition of American Radio

MEDFORD - ASHLAND, OR

MSA Rank/Pop: 257/139,200
 ARB Rank/Pop: 205/116,400
 Market TSL: 18.1 hours
 Average Person Ratings: 12.5

Diaries: 368/316:1
 Sample Target: 310
 % Below Line: 1.6
 % Not Listed: 15.9

Retail \$: .76 Bil
 FM Share: 75.41%
 Stations: 12/11

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		86	85		S87	S86	S85
1. KTMT-F	31/21.4	27.8	12.8	416	35.7	37.1	26.1
2. KCMX-F	19/13.1	11.8	15.7	208	17.9	20.6	22.8
KRWQ-F	19/13.1	10.1	6.4	168	14.4	9.4	13.6
4. KBOY-F	12/ 8.3	4.7	9.3	166	14.3	15.6	27.9
KYJC	12/ 8.3	8.3	12.2	270	23.2	22.5	25.2
6. KBGG-F	8/ 5.5	4.1	---	169	14.5	6.6	---
7. KCMX	7/ 4.8	7.7	5.2	94	8.1	10.0	16.5
8. KDOV	5/ 3.4	4.7	2.9	88	7.6	8.5	8.0
9. KFMJ-F	3/ 2.1	2.4	.6	54	4.6	4.0	4.7
10.							

12+ AMD

1. KTMT-F>
2. KYJC
3. KRWQ-F
4. KCMX-F
- 5.

12+ MID

1. KTMT-F
2. KCMX-F
3. KRWQ-F>
4. KBGG-F
- 5.

12+ PMD

1. KTMT-F>
2. KRWQ-F
3. KCMX-F
4. KBOY-F
- 5.

12+ EVE

1. KTMT-F>
2. KCMX-F
3. KRWQ-F
4. KGO
- 5.

ADULTS 18-34

1. KTMT-F>
2. KBOY-F>
3. KRWQ-F
4. KBGG-F
- 5.

ADULTS 25-54

1. KRWQ-F
2. KCMX-F
- KTMT-F
4. KYJC
- 5.

ADULTS 35-64

1. KCMX-F>
2. KRWQ-F
3. KYJC
4. KCMX
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KMED	1440	Medford	1.4/4.3
KMFR	880	Phoenix	1.4/9.5
KGO	810	San Francisco	1.4/4.9

RADIO STATIONS

KCMX, 580, 1 KW (DA-N)	COUNTRY	MBS,\$11.00 (Katz)	R. Vsetecka
KDOV, 1230, 1 KW	RELIGION	NBC,\$ 6.00 (---)	P. Atkinson
KYJC, 610, 5 KW (DA-2)	AC	ABC-C,\$16.00* (HNWH)	J. Allen
KBGG-F, 102.7, 100 KW @ 1976, AC		,\$10.00* (---)	(CAVE JUNCTION) J. Melton
KBOY-F, 95.3, 100 KW @ 935, AC		,\$14.00 (Mc-Guild)	P. Schroeder
KCMX-F, 101.9, 31 KW @ 1457, BTFL/EZ		MBS,\$15.00 (Katz)	R. Vsetecka
KRWQ-F, 100.3, 30 KW @ 985, COUNTRY		APR,\$14.00 (Radio West)	(GOLD HILL) D. Hill
KTMT-F, 93.7, 19 KW @ 3260, CHR		ABC-R,\$22.00* (Torbet)	R. Johnson
KFMJ-F, 96.9, 25 KW @ 2178, AC/CHR/AOR		US 1,\$10.00 (HNWH)	(GRANTS PASS) W. Miner

MERIDIAN, MS

MSA Rank/Pop: NA
 ARB Rank/Pop: 251/66,200
 Market TSL: 21.0 hours
 Average Person Ratings: 15.7

Diaries: 331/200:1
 Sample Target: 250
 % Below Line: 4.3
 % Not Listed: 11.5

Retail \$: .48 Bil
 FM Share: 67.39%
 Stations: 8/6

12+ METRO	1/4/SHARE	SPG 86	SPG 85	METRO CUME	METRO CUME RATING S87	S86	S85
1. WOKK-F	27/26.0	27.2	26.1	238	36.0	32.5	33.8
2. WJDQ-F	24/23.1	25.0	22.5	205	31.0	37.8	37.5
3. WALT	17/16.3	16.3	24.3	154	23.3	26.4	28.6
4. WMOX	11/10.6	10.9	9.9	157	23.7	22.9	24.5
5. WQIC-F	7/ 6.7	---	---	120	18.1	---	---
6.							
7.							
8.							
9.							
10.							

12+ AMD

1. WOKK-F>
2. WJDQ-F
3. WMOX
4. WALT
- 5.

12+ MID

1. WOKK-F>
2. WJDQ-F>
3. WALT
- 4.
- 5.

12+ PMD

1. WOKK-F
2. WJDQ-F>
3. WALT >
4. WQIC-F
- 5.

12+ EVE

1. WJDQ-F>
2. WALT
3. WMOX
- WOKK-F
- 5.

ADULTS 18-34

1. WJDQ-F>
2. WOKK-F
3. WALT
4. WQIC-F
- 5.

ADULTS 25-54

1. WOKK-F>
2. WJDQ-F
3. WALT >
4. WQIC-F
- 5.

ADULTS 35-64

1. WOKK-F>
2. WALT
3. WJDQ-F
4. WMOX
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WJDQ	1240	Marion	---/ 2.4
WMDN	1450	Meridian	1.9/10.9
WHER-F	103.7	Hattiesburg	2.9/10.0
WNSL-F	100.3	Laurel	1.0/ 6.0

RADIO STATIONS

WALT, 910, 5 KW/1 KW	, BLACK	ABC-E,\$11.00 (Mc-Guild)	New South	K. Rainey
WMOX, 1010, 10 KW/1 KW (DA-2),	COUNTRY	US 2,\$15.00 (Savalli)		E. Smith
WJDQ-F, 101.3, 100 KW @ 580,	CHR	ABC-C,\$21.00 (Masla)		M. Partridge
WOKK-F, 97.1, 100 KW @ 330,	COUNTRY	ABC-E,\$23.00 (Mc-Guild)	New South	K. Rainey
WQIC-F, 103.1, 3 KW @ 300,	BLACK	SBN,\$13.00 (Republic)		L. Torgerson

MINOT, ND

MSA Rank/Pop: NA
 ARB Rank/Pop: 257/49,300
 Market TSL: 20.7 hours
 Average Person Ratings: 16.0

Diaries: 309/160:1
 Sample Target: 250
 % Below Line: 1.3
 % Not Listed: 1.3

Retail \$: .45 Bil
 FM Share: 58.97%
 Stations: 8/7

12+ METRO	1/4/SHARE	SPG 86	SPG 85	METRO CUME	METRO S87	CUME S86	RATING S85
1. KCJB	26/32.9	26.0	28.8	192	38.9	39.5	43.8
2. KHHT-F	15/19.0	26.0	17.8	183	37.1	40.3	31.0
3. KBQQ-F	11/13.9	12.3	13.7	148	30.0	23.1	29.1
4. KIZZ-F	10/12.7	13.7	23.3	131	26.6	26.4	35.7
5. KZPR-F	10/12.7	11.0	---	124	25.2	21.1	---
6. KRRZ	3/ 3.8	1.4	1.4	65	13.2	8.9	13.4
7. KHRT	2/ 2.5	2.7	4.1	42	8.5	9.1	7.4
8.							
9.							
10.							

12+ AMD

- KCJB >
- KHHT-F
- KBQQ-F
- KZPR-F
-

12+ MID

- KCJB >
- KHHT-F
- KBQQ-F
- KIZZ-F
-

12+ PMD

- KCJB >
- KHHT-F
- KZPR-F
- KIZZ-F
- KBQQ-F

12+ EVE

- KHHT-F >
- KCJB >
- KBQQ-F
- KRRZ
-

ADULTS 18-34

- KHHT-F
- KBQQ-F >
- KIZZ-F
- KZPR-F
-

ADULTS 25-54

- KCJB
- KZPR-F
- KBQQ-F
- KIZZ-F
-

ADULTS 35-64

- KCJB >
- KZPR-F >
- KHHT-F
- KIZZ-F
- KBQQ-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KTYN 1430 Minot ---/3.7

RADIO STATIONS

KCJB, 910, 5 KW/1 KW (DA-2), COUNTRY	CBS, \$36.00* (Katz)	R. Romine
KHRT, 1320, 2.5 KW (DAYS), RELIGION	ABC-I, \$ 5.00 (---)	R. Leavitt
KRRZ, 1390, 5 KW/1 KW, OLDIES	, \$ 9.00* (Torbet)	C. Ferguson
KHHT-F, 97.1, 50 KW @ 830, CHR	, \$32.00* (Katz)	R. Romine
KIZZ-F, 93.7, 100 KW @ 600, CONTEMP	ABC-C, \$25.00* (Banner)	Meyer T. Fleck
KBQQ-F, 99.9, 100 KW @ 500, AC	, \$19.00* (Torbet)	D. Hoberg
KZPR-F, 105.3, 100 KW @ 579, COUNTRY	, \$ NA (Torbet)	C. Ferguson

MONMOUTH - OCEAN, NJ

MSA Rank/Pop: NA
 ARB Rank/Pop: 44/805,100
 Market TSL: 23.8 hours
 Average Person Ratings: 17.9

Diaries: 596/1350:1
 Sample Target: 400
 % Below Line: 75.7
 % Not Listed: 11.8

Retail \$: 6.0 Bil
 FM Share: 73.31%
 Stations: 30/6

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		86	85		S87	S86	S85
1. WPLJ-F	110/7.6	2.9	4.1	1425	17.7	14.9	17.9
2. WOR	95/6.6	7.6	3.7	1240	15.4	13.7	9.6
3. WNEW-F	92/6.4	7.4	3.9	1006	12.5	13.6	10.8
4. WADB-F	90/6.2	3.6	3.5	1014	12.6	9.6	8.1
5. WOBN-F	83/5.7	6.1	6.1	1248	15.5	13.7	15.2
WPAT-F	83/5.7	4.3	5.5	886	11.0	10.4	10.2
7. WXRK-F	16/1.1	1.7	.7	411	5.1	6.5	5.1
8. WCBS	53/3.7	3.2	3.3	1103	13.7	14.8	11.8
9. WCBS-F	52/3.6	3.5	3.4	660	8.2	9.6	11.9
10. WMJY-F	47/3.3	1.4	1.6	491	6.1	6.7	5.7
WHTZ-F	47/3.3	5.0	4.4	757	9.4	13.2	13.8
12. WJLK-F	44/3.0	4.1	3.4	837	10.4	10.3	11.8

12+ AMD

- WOR
- WXRK-F
- WADB-F
- WOBN-F

12+ MID

- WNEW-F
- WADB-F
- WPAT-F
- WPLJ-F

12+ PMD

- WPLJ-F
- WOBN-F
- WPAT-F
- WNEW-F

12+ EVE

- WPLJ-F
- WHTZ-F
- WADB-F
- WABC

ADULTS 18-34

- WNEW-F
- WXRK-F
- WPLJ-F
- WMJY-F

ADULTS 25-54

- WOBN-F
- WNEW-F
- WPLJ-F
- WXRK-F

ADULTS 35-64

- WOBN-F
- WPAT-F
- WCBS-F
- WOR

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WJLK	94.3	Asbury Park	1.3/ 4.5	WMCA	570	New York	.9/3.2
WJRZ-F	100.1	Manahawkin	1.9/ 8.5	WMGQ-F	98.3	New Brunswick	1.5/2.6
				WMMR-F	93.3	Philadelphia	2.6/5.5
WABC	770	New York	2.8/11.1	WNBC	660	New York	2.1/7.6
WFPG-F	96.9	Atlantic City	.8/ 2.4	WNEW	1130	New York	1.7/4.5
WHLI	1100	Hempstead	1.5/ 1.8	WNSR-F	105.1	New York	1.6/7.0
WHN	1050	New York	2.5/ 7.9	WPAT	930	Paterson	.6/2.7
WLTW-F	106.7	New York	2.3/ 8.5	WPIX-F	101.9	New York	1.0/3.3
				WQHT-F	103.5	Lake Success	.9/3.2
				WRKS-F	98.7	New York	.8/3.3
				WYNY-F	97.1	New York	1.1/5.1

RADIO STATIONS

WJLK, 1310, 2.5 KW/1 KW (DA-D), OLDIES , \$ NA (Masla) Asbury Press (ASBURY PARK) J. Dziuba

WADB-F, 95.9, 3 KW @ 300, BTFL/EZ , \$22.00 (Christal) (POINT PLEASANT) A. Brown

WJLK-F, 94.3, 3 KW @ 300, CHR , \$40.00* (Masla) Asbury Press (ASBURY PARK) J. Dziuba

WJRZ-F, 100.1, 3 KW @ 300, CHR ABC-C, \$23.00* (Masla) (MANAHAWKIN) J. Knox

WMJY-F, 107.1, 3 KW @ 300, AC , \$35.00* (Radio West) (LONG BRANCH) C. DeProspro

WOBN-F, 92.7, 3 KW @ 300, AC , \$45.00* (---) (TOMS RIVER) B. Levy

Other ranked stations - See New York in Spring 87 edition of American Radio

MONROE, LA

MSA Rank/Pop: 250/143,100
 ARB Rank/Pop: 206/116,300
 Market TSL: 23.7 hours
 Average Person Ratings: 16.4

Diaries: 388/300:1
 Sample Target: 310
 % Below Line: 2.8
 % Not Listed: 6.8

Retail \$: .79 Bil
 FM Share: 81.46%
 Stations: 12/10

12+ METRO	1/4/SHARE	SPG	SPG	METRO CUME	METRO CUME RATING		
		86	85		S87	S86	S85
1. KYEA-F	43/22.5	23.5	27.9	329	28.3	23.7	28.4
2. KJLO-F	35/18.3	12.7	8.1	299	25.7	19.8	13.3
3. KNAN-F	34/17.8	22.9	10.2	409	35.2	36.4	23.0
4. KNOE-F	21/11.0	13.3	21.3	302	26.0	26.4	43.9
5. KNOE	11/ 5.8	9.0	10.2	190	16.3	21.9	22.7
6. KMBS	9/ 4.7	3.6	3.6	76	6.5	5.9	5.7
7. KXLA	8/ 4.2	1.8	---	66	5.7	5.6	---
8. KWEZ	5/ 2.6	3.0	1.0	66	5.7	8.8	8.9
KXKZ-F	5/ 2.6	1.8	4.1	88	7.6	6.2	10.3

10.

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>
1. KNAN-F	1. KJLO-F	1. KJLO-F	1. KYEA-F>
2. KJLO-F	2. KNAN-F	2. KYEA-F	2. KNAN-F>
3. KYEA-F>	3. KYEA-F	3. KNAN-F	3. KNOE-F
4. KNOE-F	4. KNOE-F	4. KNOE-F	4. KJLO-F
5.	5.	5.	5.

<u>ADULTS 18-34</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35-64</u>
1. KYEA-F	1. KJLO-F	1. KJLO >
2. KNAN-F>	2. KYEA-F>	2. KYEA-F
3. KNOE-F	3. KNAN-F	3. KNAN-F
4. KJLO-F	4. KXLA	4. KNOE
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KTRY-F	94.3	Bastrop	1.0/3.9
KCTO-F	103.1	Columbia	2.1/2.8
KQID-F	93.1	Alexandria	.5/2.5

RADIO STATIONS

KMBS, 1310, 1 KW (DAYS)	, NOSTALGIA	,\$12.00 (---)	C. Morgan
KNOE, 540, 5 KW/1 KW (DA-N)	, COUNTRY	ABC-E,\$20.00* (Mc-Guild)	Noe J. Noe
KWEZ, 1440, 5 KW/1 KW (DA-N)	, BLACK	NBC,\$10.00* (HNWH)	New South S. Stephenson
KXLA, 990, 1 KW/250 W (DA-1)	, BLACK	SBN,\$10.00* (Mas1a)	(RAYVILLE) J. Moore
KJLO-F, 104.1, 100 KW @ 850	, COUNTRY	ABC-E,\$25.00* (HNWH)	New South S. Stephenson
KNAN-F, 106.1, 100 KW @ 480	, CHR	SMN,\$28.00* (Banner)	R. Reynolds
KNOE-F, 101.9, 100 KW @ 1650	, CONTEMP	ABC-F,\$23.00* (Mc-Guild)	Noe J. Noe
KXKZ-F, 107.5, 100 KW @ 500	, COUNTRY	APR,\$12.00* (---)	(RUSTIN) D. Hollingsworth
KYEA-F, 98.3, 3 KW @ 300	, BLACK	,\$22.00 (---)	C. Morgan

MORRISTOWN, NJ

MSA Rank/Pop: NA
 ARB Rank/Pop: 94/360,400
 Market TSL: 22.4 hours
 Average Person Ratings: 17.2

Diaries: 480/751:1
 Sample Target: 400
 % Below Line: 90.9
 % Not Listed: 9.9

Retail \$: 3.0 Bil
 FM Share: 72.04%
 Stations: 26/3

12+ METRO	1/4/SHARE	SPG 86	SPG 85	METRO CUME	METRO CUME RATING S87	S86	S85
1. WHTZ-F	58/9.4	6.7	8.5	869	24.1	21.0	20.6
2. WOR	56/9.0	4.5	5.2	562	15.6	12.9	12.7
3. WNEW-F	48/7.8	4.5	5.6	732	20.3	15.0	14.9
4. WPAT-F	47/7.6	10.3	9.4	440	12.2	15.2	10.8
5. WPLJ-F	44/7.1	11.0	9.2	883	24.5	31.1	26.1
6. WLTV-F	37/6.0	4.3	3.1	562	15.6	11.1	9.9
7. WCBS-F	33/5.3	4.1	2.7	414	11.5	11.3	11.4
WXRK-F	33/5.3	7.7	1.1	497	13.8	16.4	6.0
9. WYNY-F	24/3.9	4.6	4.0	469	13.0	15.0	11.7
10. WDHA-F	23/3.7	3.6	3.7	396	11.0	13.8	11.2

12+ AMD

1. WOR
2. WHTZ-F
3. WXRK-F
4. WNEW-F
- 5.

12+ MID

1. WHTZ-F
2. WPAT-F
3. WLTV-F
WNEW-F
- 5.

12+ PMD

1. WHTZ-F
2. WNEW-F
3. WPAT-F
4. WPLJ-F
- 5.

12+ EVE

1. WHTZ-F
2. WPLJ-F
3. WNEW-F
4. WPAT-F
- 5.

ADULTS 18-34

1. WNEW-F
2. WHTZ-F
3. WXRK-F
4. WPLJ-F
- 5.

ADULTS 25-54

1. WCBS-F
- WHTZ-F
- WNEW-F
4. WLTV-F
- 5.

ADULTS 35-64

1. WPAT-F
2. WCBS-F
- WLTV-F
4. WOR
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WMTR	1250	Morristown	1.9/ 9.4	WMMR-F	93.3	Philadelphia	1.0/2.3
WXMC	1310	Parsipp. Hills	2.6/ 3.1	WNBC	660	New York	2.9/8.6
WABC	770	New York	2.9/10.8	WNCN-F	104.3	New York	1.6/4.1
WCBS	880	New York	1.6/ 8.2	WNEW	1130	New York	1.3/3.6
WFME-F	94.7	Newark	.3/ 2.5	WNSR-F	105.1	New York	2.3/8.2
WHN	1050	New York	1.0/ 5.8	WPAT	930	Paterson	.5/4.1
WINS	1010	New York	1.5/ 8.5	WPIX-F	101.9	New York	2.1/6.9
				WQHT-F	103.5	Lake Success	.6/3.7
				WQXR-F	96.3	New York	1.0/3.5

RADIO STATIONS

WMTR, 1250, 5 KW/1 KW (DA-2), MOR APR, \$57.00 (Groskin) (MORRISTOWN) P. Arnow
 WXMC, 1310, 1 KW (DAYS,DA), ? ? , \$? (Roslin) (PARSIPP. HILLS) E. Paige

WDHA-F, 105.5, 3 KW @ 300, AOR , \$62.00 (Groskin) (DOVER) R. Linder

Other ranked stations - See New York in Spring 87 edition of American Radio

MUSKEGON, MI

MSA Rank/Pop: 237/156,600
 ARB Rank/Pop: 201/126,200
 Market TSL: 20.7 hours
 Average Person Ratings: 15.6

Diaries: 489/258:1
 Sample Target: 350
 % Below Line: 12.3
 % Not Listed: 9.1

Retail \$: .74 Bil
 FM Share: 88.83%
 Stations: 17/10

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		86	85		S87	S86	S85
1. WSNY-F	50/25.4	10.3	14.1	526	41.7	19.0	26.6
2. WMUS-F	44/22.3	19.0	21.5	435	34.5	27.7	35.8
3. WQWQ-F	21/10.7	7.6	1.6	220	17.4	16.6	5.0
4. WKBZ	13/ 6.6	15.2	13.6	217	17.2	25.8	26.2
5. WCXT-F	9/ 4.6	6.0	6.3	127	10.1	9.9	10.4
WKLQ-F	9/ 4.6	12.0	4.2	156	12.4	19.5	10.8
7. WAVX-F	7/ 3.6	.5	2.6	148	11.7	6.5	9.9
8. WKBZ-F	6/ 3.0	4.3	11.5	135	10.7	10.5	26.7
9.							
10.							

12+ AMD

1. WMUS-F
2. WSNX-F>
3. WKBZ
4. WQWQ-F
- 5.

12+ MID

1. WSNX-F
2. WMUS-F
3. WQWQ-F
- 4.
- 5.

12+ PMD

1. WSNX-F
2. WMUS-F>
3. WQWQ-F
- 4.
- 5.

12+ EVE

1. WSNX-F>
2. WMUS-F>
3. WCXT-F
4. WQWQ-F
- 5.

ADULTS 18-34

1. WSNX-F>
2. WCXT-F
- WMUS-F
4. WKLQ-F
- 5.

ADULTS 25-54

1. WSNX-F
2. WMUS-F>
3. WQWQ-F
4. WAVX-F
- 5.

ADULTS 35-64

1. WMUS-F>
2. WQWQ-F
3. WSNX-F
4. WKBZ-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WKJR	1520	Muskegon Heights	1.0/6.3	WCUZ-F	101.3	Grand Rapids	1.0/3.0
WMUS	1090	Muskegon	2.0/8.5	WFUR-F	102.9	Grand Rapids	.5/2.9
WTRV	1600	Muskegon	.5/4.6	WLAV-F	96.9	Grand Rapids	2.0/6.5
				WLHT-F	95.7	Grand Rapids	1.0/4.0
				WOOD-F	105.7	Grand Rapids	1.0/4.0
				WYXX-F	96.1	Holland	1.0/5.9

RADIO STATIONS

WKBZ, 850, 1 KW (DA-1) , MOR MBS,ABC-I,\$ NA (Roslin) Reams
 WAVX-F, 98.3, 2.6 KW @ 321, AC , \$15.00* (Torbet) Dave Myers
 WKBZ-F, 95.3, 3 KW @ 300, ? ? MBS,ABC-I,\$ NA (Roslin) Reams (WHITEHALL)
 WCXT-F, 105.3, 100 KW @ 650, AOR , \$17.00 (Masla) N. Waters
 WMUS-F, 106.9, 50 KW @ 480, COUNTRY , \$40.00* (HNWH) T. Achterhoff
 WQWQ-F, 101.7, 3 KW @ 300, BTFL/EZ , \$15.00 (Masla) Kuiper R. Peterman
 WSNX-F, 104.5, 50 KW @ 360, CHR , \$31.00* (Christal) Goodrich

WKLQ - See Grand Rapids in Spring 87 edition of American Radio

NAPLES - MARCO ISLAND, FL

MSA Rank/Pop: 290/122,200
 ARB Rank/Pop: 216/106,300
 Market TSL: 21.2 hours
 Average Person Ratings: 15.6

Diaries: 284/342:1
 Sample Target: 280
 % Below Line: 54.1
 % Not Listed: 12.0

Retail \$: 1.0 Bil
 FM Share: 86.30%
 Stations: 11/5

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		86	85		S87	S86	S85
1. WCVU-F	33/19.9	22.6	27.3	385	36.2	32.8	44.2
2. WRXK-F	20/12.0	.6	3.7	198	21.1	5.1	12.3
	WNOG 20/12.0	14.3	13.0	198	18.6	23.6	23.6
4. WSGL-F	19/11.4	14.9	9.9	224	21.1	20.4	15.6
5. WINK-F	14/ 8.4	9.5	5.6	193	18.2	23.3	20.0
6. WRGI-F	11/ 6.6	11.3	16.1	249	23.4	21.5	29.6
7. WIXI-F	10/ 6.0	---	---	144	13.5	---	---
8. WIKX-F	7/ 4.2	1.2	1.9	54	9.5	6.4	5.1
9. WHEW-F	6/ 3.6	---	---	63	5.9	---	---
10. WSOR-F	5/ 3.0	---	---	50	4.7	---	---

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>
1. WNOG	1. WCVU-F>	1. WCVU-F	1. WCVU-F
2. WCVU-F	2. WSGL-F	2. WRXK-F	2. WINK-F
3. WSGL-F	3. WRXK-F	3. WSGL-F	3. WNOG
WRXK-F	4. WIXI-F	4. WINK-F	4. WRXK-F
5.	WNOG	5.	5.

<u>ADULTS 18-34</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35-64</u>
1. WRXK-F>	1. WSGL-F	1. WCVU-F>
2. WRGI-F	2. WRXK-F	2. WSGL-F
3. WSGL-F	3. WCVU-F	3. WNOG
WINK-F	4. WRGI-F	4. WIXI-F
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WQEZ-F 99.3 Ft. Meyers .6/3.1

RADIO STATIONS

WNOG, 1270, 5 KW/2.5 KW (DA-N), TALK MBS,CBS, ABC-T,NBC-T,\$23.00 (Christal) Palmer J. Eddens

WIKX-F, 98.3, 1 KW @ 555, COUNTRY SMN,\$15.00* (---) (IMMOKALEE) B. Umberger
 WIXI-F, 105.5, 1 KW @ 573, NOSTALGIA SMN,\$16.00* (Torbet)
 WRGI-F, 93.5, 3 KW @ 300, AC US 1,\$20.00 (Roslin) A. Arkelian
 WSGL-F, 103.1, 2 KW @ 384, COUNTRY , \$21.00 (Banner) J. Norman

Other ranked stations - See Ft. Meyers

NEW BEDFORD - FALL RIVER, MA

MSA Rank/Pop: 99/478,900 (County)
 ARB Rank/Pop: 83/413,300
 Market TSL: 22.8 hours
 Average Person Ratings: 17.3

Diaries: 486/850:1
 Sample Target: 400
 % Below Line: 68.3
 % Not Listed: 7.6

Retail \$: 3.4 Bil
 FM Share: 69.35%
 Stations: 38/8

12+ METRO	1/4/SHARE	FAL 86	SPG 86	FAL 85	SPG 85	METRO CUME	METRO CUME S87	RATING S86	RATING S85
1. WPRO-F	65/9.1	9.5	6.7	4.9	7.9	1054	25.5	20.2	25.8
2. WMYS-F	63/8.8	4.1	7.3	8.6	7.0	620	15.0	14.0	14.9
3. WLKW-F	61/8.6	6.4	6.6	9.7	8.2	715	17.3	15.6	16.2
4. WHJY-F	60/8.4	10.2	9.3	10.8	9.8	893	21.6	21.2	20.4
5. WBSM	44/6.2	6.3	3.7	5.9	8.2	471	11.4	7.6	11.2
6. WSNE-F	32/4.5	2.2	2.6	3.1	3.4	430	10.4	10.1	12.4
7. WBZ	32/4.5	5.3	4.2	2.8	1.9	310	7.5	9.9	8.6
WNGH	25/3.5	3.1	.7	1.6	3.2	417	10.1	3.8	9.9
9. WBRU-F	24/3.4	1.2	.8	3.4	1.4	372	9.0	5.1	6.0
10. WWLI-F	22/3.1	3.8	4.9	2.8	1.9	422	10.2	11.7	9.7
11. WARA	18/2.5	.5	1.4	3.2	1.8	174	4.2	4.1	5.4
12. WROR-F	15/2.1	1.0	1.7	.4	1.4	244	5.9	4.2	5.0

12+ AMD

1. WMYS-F
2. WBSM
3. WPRO-F
4. WHJY-F

12+ MID

1. WMYS-F
2. WLKW-F
3. WHJY-F
- WPRO-F

12+ PMD

1. WHJY-F
2. WMYS-F
3. WPRO-F
4. WLKW-F

12+ EVE

1. WHJY-F
2. WLKW-F
3. WBZ
4. WPRO-F

ADULTS 18-34

1. WHJY-F
2. WPRO-F
3. WMYS-F>
4. WSNE-F

ADULTS 25-54

1. WMYS-F
2. WPRO-F
3. WHJY-F
4. WSNE-F

ADULTS 35-64

1. WLKW-F
2. WMYS-F
3. WBSM
4. WBZ

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WALE	1400	Fall River	1.7/4.7
WPEP	1570	Taunton	1.4/3.3
WSAR	1480	Fall River	.7/5.3

See Boston for more information about the following:

WCAV-F	97.9	Brockton	.7/1.8
WCIB-F	101.9	Falmouth	.8/2.1

WAAF-F	1.0/3.0	WHDH	.7/2.8	WROL	.6/1.9
WBCN-F	1.8/5.5	WJIB-F	.8/3.5	WVBF-F	.7/2.3
WBOS-F	1.5/2.3	WMJX-F	.6/2.1	WXKS-F	2.1/8.6
WCRB-F	.8/2.1	WPLM-F	1.1/3.3	WZLX-F	1.4/4.1
WEEI	.4/1.9	WRKQ	.8/3.2	WZOU-F	2.0/7.7

See Providence for more information about the following stations:

WHIM	1.0/3.8	WWAZ	1.7/2.9
WHJJ	1.1/4.7	WWRX-F	.7/3.6
WPRO	1.4/9.2		

RADIO STATIONS

WARA, 1320, 5 KW (DA-2), MOR, CNN, \$22.00 (Roslin), P. Ottmar
 WBSM, 1420, 5 KW/1 KW (DA-1), TALK, NBC, NBC-T, \$32.00* (Christal), Sage, D. Shackett
 WNBH, 1340, 1 KW, SOFT AC/OLDIES, ABC-E, \$ NA (Torbet), C. Lodge

Other ranked stations - See Boston or Providence in Spring 87 edition of American Radio

NORTHWEST MICHIGAN
(Traverse City - Petoskey - Charlevoix)

MSA Rank/Pop: NA
 ARB Rank/Pop: 225/100,700
 Market TSL: 24.4 hours
 Average Person Ratings: 18.6

Diaries: 322/313:1
 Sample Target: 290
 % Below Line: 1.3
 % Not Listed: 17.1

Retail \$: .79 Bil
 FM Share: 93.55%
 Stations: 14/13

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		86	85		S87	S86	S85
1. WKHQ-F	34/18.2	19.9	16.9	379	37.6	36.8	38.7
2. WCCW-F	20/10.7	3.3	1.1	193	18.8	9.6	6.2
WTCM-F	20/10.7	13.9	11.8	190	18.9	18.6	20.8
4. WJML-F	16/ 8.6	9.9	10.1	222	22.0	17.8	22.1
5. WKLT-F	15/ 8.0	14.6	6.2	182	18.1	18.8	14.7
WMBN-F	15/ 8.0	9.9	12.9	185	18.4	16.5	16.4
7. WKPK-F	10/ 5.3	2.6	3.4	214	21.3	15.6	14.5
8. WCCW	8/ 4.3	1.3	1.7	66	6.6	4.9	6.6
9. WMKC-F	6/ 3.2	2.0	4.5	76	7.5	8.1	6.5
10. WCLX-F	4/ 2.1	3.3	5.1	55	5.5	5.1	5.7

12+ AMD

1. WKHQ-F>
2. WCCW-F
3. WJML-F
4. WTCM-F
5. WMBN-F

12+ MID

1. WKHQ-F
2. WCCW-F
3. WTCM-F
4. WJML-F
5. WMBN-F

12+ PMD

1. WKHQ-F>
2. WTCM-F
3. WCCW-F
- WKLT-F
- 5.

12+ EVE

1. WKHQ-F>
2. WKLT-F
3. WMBN-F
4. WKPK-F
- 5.

ADULTS 18-34

1. WKHQ-F>
2. WKLT-F
3. WKPK-F
4. WCCW-F
- 5.

ADULTS 25-54

1. WCCW-F
2. WKHQ-F
3. WTCM-F
4. WJML-F
- 5.

ADULTS 35-64

1. WTCM-F>
2. WCCW-F
3. WMBN-F
4. WJML-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WJML	1110	Petoskey	---/ .7	WQLZ-F	105.1	Cheboygan	1.1/7.0
WKHQ	1270	Charlevoix	---/1.9				
WKLT	1420	Kalkaska	---/ .3				
WLDR-F	101.9	Traverse City	1.6/7.6				
WTCM	580	Traverse City	.5/6.5				
WVPZ	1340	Petoskey	.5/3.6				

RADIO STATIONS

WCCW-F,	92.1,	3 KW @	251,	AC	ABC-E,\$14.00	(S. Katz)	(TRAVERSE CITY) T. Jones
WCLX-F,	93.5,	1 KW @	460,	COUNTRY	ABC-I,\$ 9.00	(---)	(BOYNE CITY) B. Rich
WJML-F,	98.9,	100 KW @	800,	CONTEMP	, \$18.00*	(HNWH)	(PETOSKEY) D. Williams
WKHQ-F,	105.9,	100 KW @	922,	CHR	ABC-C,\$20.00	(Mc-Guild)	Mid. Family (CHARLEVOIX) T. Moore
WKLT-F,	97.7,	1 KW @	500,	AOR	Source,\$15.00	(Patt)	(KALKASKA) C. Poet
WKPK-F,	106.7,	100 KW @	570,	CHR	US 1,\$12.00	(Mich. Spot)	(GAYLORD) J. DeGroot
WLDR-F,	101.9,	50 KW @	590,	SOFT AC	, \$13.00	(Masla)	(TRAVERSE CITY) D. Wiitala
WMBN-F,	96.3,	100 KW @	980,	BTFL/EZ	MBS,\$16.00	(Christal)	MacDonald (PETOSKEY) P. MacDonald
WMKC-F,	102.9,	100 KW @	370,	COUNTRY	CBS,\$13.00	(Patt)	(ST. IGNACE) T. Ahlborn
WTCM-F,	103.5,	100 KW @	1000,	COUNTRY	NBC,\$25.00	(Katz)	(TRAVERSE CITY) R. Biederman

ODESSA - MIDLAND, TX

MSA Rank/Pop: Midland - 278/126,700	Diaries: 493/424:1	Retail \$: 2.5 Bil
Odessa - 238/156,200	Sample Target: 380	FM Share: 84.18%
ARB Rank/Pop: 148/208,800	% Below Line: 0	Stations: 14/14
Market TSL: 21.8 hours	% Not Listed: 3.7	
Average Person Ratings: 15.7		

12+ METRO	1/4/SHARE	SPG 86	SPG 85	METRO CUME	METRO S87	CUME S86	RATING S85
1. KODM-F	55/16.8	16.9	10.2	491	23.5	31.7	19.1
2. KWES-F	47/14.3	12.0	18.9	610	29.2	25.8	30.6
3. KNFM-F	42/12.8	13.5	13.7	499	23.9	19.2	21.7
4. KBAT-F	41/12.5	6.6	4.7	309	14.8	14.7	10.1
5. KGEE-F	29/ 8.8	4.3	4.1	278	13.3	11.5	10.3
6. KWMJ-F	28/ 8.5	9.2	6.4	338	16.2	16.0	14.0
7. KQIP-F	20/ 6.1	5.4	4.9	251	12.0	10.7	12.3
8. KCRS	12/ 3.7	2.3	3.8	198	9.5	8.8	12.6
KJJT	12/ 3.7	7.2	5.5	129	6.2	9.4	7.9
10. KOYL	8/ 2.4	---	2.6	79	3.8	---	3.7

12+ AMD

1. KODM-F
2. KNFM-F
3. KWES-F
4. KWMJ-F
- 5.

12+ MID

1. KODM-F
2. KNFM-F
3. KBAT-F
4. KWES-F
- 5.

12+ PMD

1. KODM-F
2. KBAT-F
3. KWES-F
4. KNFM-F
- 5.

12+ EVE

1. KWES-F>
2. KBAT-F
- KODM-F
4. KQIP-F
- 5.

ADULTS 18-34

1. KODM-F
2. KBAT-F>
3. KWES-F
4. KGEE-F
- 5.

ADULTS 25-54

1. KODM-F
2. KNFM-F
3. KBAT-F
- KGEE-F
- 5.

ADULTS 35-64

1. KNFM-F
2. KWMJ-F
3. KODM-F>
4. KCRS
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KJBC	1150	Midland	2.1/2.3
KMND	1510	Midland	1.2/2.3
KUFO-F	104.7	Lamesa	1.2/3.1
KWEL	1070	Midland	2.1/3.0

RADIO STATIONS

KCRS, 550, 5 KW/1 KW (DA-2), MOR	UPI, \$15.00* (Mc-Guild)	Mayes (MIDLAND)	P. Humes
KJJT, 1000, 250 W (DAYS), SPANISH	,\$13.00 (Caballero)	(ODESSA)	W. Valasquez
KOYL, 1310, 1 KW (DAYS), COUNTRY	,\$10.00* (---)	(ODESSA)	F. Hall
KBAT-F, 93.3, 100 KW @ 500, AOR	,\$19.00* (Katz)	(MIDLAND)	B. Hicks
KGEE-F, 99.9, 100 KW @ 500, ? ?	,\$ NA (Republic)	(MONAHANS)	R. Driver
KNFM-F, 92.3, 100 KW @ 490, COUNTRY	ABC-E, \$22.00* (Banner)	Bakcor (MIDLAND)	B. Bunch
KODM-F, 97.9, 100 KW @ 380, AC	,\$27.00* (HNWH)	(ODESSA)	B. Gruber
KQIP-F, 96.9, 100 KW @ 500, AC	SMN, \$16.00* (Torbet)	(ODESSA)	R. Elsner
KWES-F, 102.1, 100 KW @ 970, CHR	,\$23.00* (Christal)	(MONAHANS)	M. Deardorff
KWMJ-F, 103.3, 100 KW @ 923, BTFL/EZ	,\$20.00* (Mc-Guild)	Mayes (MIDLAND)	P. Humes

OWENSBORO, KY

MSA Rank/Pop: 331/88,800
 ARB Rank/Pop: 248/71,900
 Market TSL: 23.0 hours
 Average Person Ratings: 16.8

Diaries: 402/179:1
 Sample Target: 250
 % Below Line: 49.6
 % Not Listed: 6.6

Retail \$: .58 Bil
 FM Share: 82.30%
 Stations: 6/3

12+ METRO	1/4/SHARE	SPG 86	SPG 85	METRO CUME	METRO CUME RATING S87	S86	S85
1. WSTO-F	41/33.9	30.4	37.4	346	48.1	50.6	53.4
2. WBKR-F	37/30.6	36.5	30.3	337	46.9	44.3	45.9
3. WVJS	16/13.2	8.7	14.1	231	32.1	31.0	30.3
4. WKDQ-F	8/ 6.6	2.6	4.0	116	16.1	14.8	20.1
5. WIKY-F	7/ 5.8	7.0	5.1	80	11.1	13.8	11.9
6. WOMI	4/ 3.3	5.2	4.0	87	12.1	13.3	9.9
7.							
8.							
9.							
10.							

12+ AMD

1. WBKR-F>
2. WSTO-F
3. WVJS
- 4.
- 5.

12+ MID

1. WSTO-F
2. WBKR-F>
3. WVJS
- 4.
- 5.

12+ PMD

1. WSTO-F
2. WBKR-F>
- 3.
- 4.
- 5.

12+ EVE

1. WSTO-F>
2. WBKR-F>
- 3.
- 4.
- 5.

ADULTS 18-34

1. WSTO-F>
2. WBKR-F>
3. WVJS >
- 4.
- 5.

ADULTS 25-54

1. WBKR-F>
2. WSTO-F
3. WVJS
- 4.
- 5.

ADULTS 35-64

1. WBKR-F>
2. WSTO-F
3. WVJS
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WIKY 1400 Evansville ---/1.7

RADIO STATIONS

WOMI, 1490, 1 KW , MOR
 WVJS, 1420, 5 KW/1 KW (DA-2), AC

NBC, \$18.00* (HNWH)
 ABC-C, \$23.00 (Mas1a)

P. Daniel
 R. Wettstain

Other ranked stations - See Evansville in Spring 87 edition of American Radio

PALM SPRINGS, CA

MSA Rank/Pop: NA
 ARB Rank/Pop: 192/133,400
 Market TSL: 21.5 hours
 Average Person Ratings: 15.7

Diaries: 370/361:1
 Sample Target: 300
 % Below Line: 2.2
 % Not Listed: 13.3

Retail \$: .91 Bil
 FM Share: 81.32%
 Stations: 16/14

12+ METRO	1/4/SHARE	FAL	SPG	FAL	SPG	METRO CUME	METRO CUME RATING		
		86	86	85	85		S87	S86	S85
1. KPSI-F	41/19.5	21.9	9.8	6.8	18.7	443	33.2	26.6	32.7
2. KDES-F	31/14.8	14.9	22.9	26.1	24.2	461	34.6	39.1	39.0
3. KWXY-F	28/13.3	13.6	9.8	11.1	6.0	240	18.0	15.8	13.9
4. KPLM-F	17/ 8.1	4.8	3.3	2.4	4.4	228	17.1	9.5	7.9
5. KCHV-F	11/ 5.2	1.8	3.3	1.0	---	143	10.7	5.2	---
6. KEZN-F	10/ 4.8	3.9	6.5	5.8	6.0	125	9.4	14.5	12.3
7. KPSI	9/ 4.3	3.9	2.8	4.3	3.8	80	6.0	7.3	9.0
8. KCMJ	5/ 3.8	7.0	1.9	7.7	1.6	113	8.5	5.9	6.6
9. KVIM	7/ 3.3	4.4	7.9	4.8	3.8	97	7.3	13.6	6.7
10. KCMJ-F	6/ 2.9	2.2	1.4	3.9	4.4	160	12.0	5.1	7.7

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>
1. KPSI-F	1. KPSI-F	1. KPSI-F	1. KDES-F
2. KWXY-F	2. KWXY-F	2. KDES-F	2. KPSI-F
3. KDES-F	3. KDES-F	3. KWXY-F	3. KWXY-F
4. KPLM-F	4. KPLM-F	4. KPLM-F	4. KCHV-F
5.	5.	5.	5.

<u>ADULTS 18-34</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35-64</u>
1. KPSI-F>	1. KPSI-F	1. KWXY-F
2. KDES-F	2. KDES-F	2. KPLM-F
3. KCHV-F	3. KPLM-F	3. KDES-F
4. KCMJ-F	4. KCHV	4. KPSI-F
KVIM	KWXY-F	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KKAM	920	Palm Springs	1.4/6.1	KLOS-F	95.5	Los Angeles	1.0/4.9
KNWZ	1270	Palm Desert	1.0/4.0	KRTH-F	101.1	Los Angeles	1.0/5.9
KUNA	1400	Indio	1.0/5.3				
KWXY	1340	Cathedral City	1.4/5.8				

RADIO STATIONS

KCMJ, 1140, 10 KW/2.5 KW (DA-N), COUNTRY	CBS, \$14.00* (HNWH)	S. Kiner
KPSI, 1450, 1 KW, TALK	ABC-I, \$17.00* (Christal)	R. Supple
KVIM, 970, 5 KW/1 KW, SPANISH	\$12.00* (Lotus)	(COACHELLA) S. Gorges
KCHV-F, 93.7, 50 KW @ 252, NOST/TALK	,\$14.00 (Radio West)	(COACHELLA) R. Osterberg
KCMJ-F, 92.7, 3 KW @ 300, AC	,\$16.00* (HNWH)	(INDIO) S. Kiner
KDES-F, 104.7, 42 KW @ 540, CHR	,\$38.00 (Mc-Guild)	J. Tourtelot
KEZN-F, 103.1, .6 KW @ 590, BTFL/EZ	,\$21.00* (Torbet)	L. Ward
KPLM-F, 106.1, 50 KW @ 392, NOST (?)	,\$17.00 (Katz)	J. Keye
KPSI-F, 100.9, 3 KW @ 300, CHR	,\$ NA (Christal)	R. Supple
KWXY-F, 98.5, 50 KW @ 500, BTFL/EZ	,\$25.00 (Eastman)	G. Barnett

PANAMA CITY, FL

MSA Rank/Pop: 304/114,300
 ARB Rank/Pop: 229/96,400
 Market TSL: 19.6 hours
 Average Person Ratings: 14.3

Diaries: 304/317:1
 Sample Target: 260
 % Below Line: 0
 % Not Listed: 9.4

Retail \$: .75 Bil
 FM Share: 83.20%
 Stations: 9/9

12+ METRO	1/4/SHARE	SPG 86	SPG 85	METRO CUME	METRO CUME RATING S87	S86	S85
1. WFSY-F	35/25.4	15.7	14.4	328	34.0	23.2	23.8
2. WPAP-F	33/23.9	27.9	23.1	344	35.7	39.6	37.4
3. WPFM-F	23/16.7	20.7	24.4	318	33.0	32.0	45.0
4. WGNE	12/ 8.7	5.7	5.6	122	12.7	17.0	18.5
5. WPCF	6/ 4.3	.7	8.8	50	5.2	6.2	8.2
WVBM-F	6/ 4.3	---	---	53	5.5	---	---
7.							
8.							
9.							
10.							

12+ AMD

1. WFSY-F
2. WPAP-F>
3. WPFM-F>
4. WGNE
- 5.

12+ MID

1. WFSY-F>
2. WPAP-F>
3. WGNE
4. WPFM-F
- 5.

12+ PMD

1. WFSY-F>
2. WPAP-F
3. WPFM-F
4. WGNE
- 5.

12+ EVE

1. WPAP-F
2. WPFM-F
3. WFSY-F>
- 4.
- 5.

ADULTS 18-34

1. WFSY-F>
2. WPFM-F
3. WPAP-F>
- 4.
- 5.

ADULTS 25-54

1. WFSY-F
2. WPAP-F>
3. WPFM-F
- 4.
- 5.

ADULTS 35-64

1. WPAP-F
2. WFSY-F
3. WGNE >
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WJST-F	94.5	Port St. Joe	2.2/ 9.2
WLTG	1430	Panama City	2.2/ 7.3
WLVV-F	106.3	Panama City	2.9/10.7

RADIO STATIONS

WGNE, 590, 5 KW/2.5 KW (DA-2), OLDIES	ABC-I, \$12.00* (Torbet) Woodfin	F. Lindholm
WPCF, 1290, 500 W (DAYS), RELIGION	, \$ 5.00 (---)	K. Winstanley
WFSY-F, 98.5, 100 KW @ 268, AC	ABC-D, \$25.00* (Torbet) Woodfin	F. Lindholm
WJST-F, 94.5, 100 KW @ 430, COUNTRY	APR, \$14.00* (HNWH) (PORT ST. JOE)	N. McChristian
WLVV-F, 106.3, 3 KW @ 300, SOFT AC	, \$17.00* (Banner)	J. Broaddus
WPAP-F, 92.5, 100 KW @ 1230, COUNTRY	, \$24.00* (Mc-Guild)	B. Bowman
WPFM-F, 107.9, 100 KW @ 840, CHR	, \$21.00* (Christal)	
WVBM-F, 95.9, 3 KW @ 300, BLACK	SBN, \$13.00* (Masla) (SPRINGFIELD)	M. Battle

PARKERSBURG - MARIETTA, WV-OH

MSA Rank/Pop: 236/157,000
 ARB Rank/Pop: 196/130,600
 Market TSL: 18.5 hours
 Average Person Ratings: 12.6

Diaries: 370/353:1
 Sample Target: 330
 % Below Line: 0
 % Not Listed: 10.9

Retail \$: .91 Bil
 FM Share: 78.91%
 Stations: 10/10

12+ METRO	1/4/SHARE	SPG 86	SPG 85	METRO CUME	METRO CUME RATING S87	S86	S85
1. WXIL-F	47/28.5	28.8	27.0	555	42.5	38.1	41.7
2. WXXK-F	24/14.5	13.5	7.7	308	23.6	20.8	15.8
3. WNUS-F	21/12.7	18.3	20.9	345	26.4	29.7	29.6
4. WKYG	14/ 8.5	7.7	10.7	212	16.2	17.1	24.4
5. WEYQ-F	12/ 7.3	1.9	5.1	165	12.6	17.1	24.4
WMGP-F	12/ 7.3	6.3	7.7	172	13.2	12.4	15.3
7. WADC	10/ 6.1	7.7	11.2	121	9.3	8.6	15.0
8. WLTP	4/ 2.4	1.0	.5	78	6.0	5.0	7.9
9.							
10.							

12+ AMD

1. WXIL-F>
2. WXXK-F
3. WNUS-F
4. WKYG
- 5.

12+ MID

1. WXIL-F
2. WNUS-F
3. WXXK-F
4. WKYG
- 5.

12+ PMD

1. WXIL-F>
2. WNUS-F
3. WXXK-F
4. WEYQ-F
- 5.

12+ EVE

1. WXIL-F>
2. WXXK-F
3. WMGP-F
4. WEYQ-F
- 5.

ADULTS 18-34

1. WXIL-F>
2. WXXK-F
3. WNUS-F
4. WMGP-F
- 5.

ADULTS 25-54

1. WXIL-F
2. WXXK-F>
3. WNUS-F
4. WEYQ-F
- WMGP-F

ADULTS 35-64

1. WXXK-F
2. WNUS-F
3. WXIL-F
4. WEYQ-F
- WKYG

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBRJ 910 Marietta .6/4.5
 WMOA 1490 Marietta 1.2/4.3

RADIO STATIONS

WADC, 1050, 5 KW/143 W , NOSTALGIA , \$12.00 (Dora) (PARKERSBURG) D. Milhoan
 WKYG, 1230, 1 KW (DA-1) , COUNTRY ABC-C, \$14.00* (Mc-Guild) Jacor (PARKERSBURG) J. Beard
 WLTP, 1450, 1 KW , MOR Trans, \$10.00* (Dome) Somerset (PARKERSBURG) R. Glaser
 WMOA, 1490, 1 KW , BTFL/EZ CBS, \$ 7.00 (Regional) (MARIETTA) J. Wharff

WEYQ-F, 94.3, 3 KW @ 200, AC US 2, CBS-R, \$10.00 (Savalli) (MARIETTA) G. Siegfried
 WXXK-F, 103.1, .7 KW @ 550, COUNTRY , \$20.00* (Mc-Guild) Jacor (PARKERSBURG) J. Beard
 WMGP-F, 99.3, 3 KW @ 210, AC , \$12.00* (---) (PARKERSBURG) D. Milhoan
 WNUS-F, 107.1, 1.8 KW @ 370, COUNTRY ABC-D, \$17.00* (Dome) Somerset (BELPRE) R. Glaser
 WXIL-F, 95.1, 50 KW @ 500, CHR , \$23.00* (Katz) Burbach (PARKERSBURG) K. McCall

PASCAGOULA - MOSS POINT, MS

MSA Rank/Pop: 282/125,300
 ARB Rank/Pop: 227/98,900
 Market TSL: 20.0 hours
 Average Person Ratings: 15.3

Diaries: 353/280:1
 Sample Target: 280
 % Below Line: 50.3
 % Not Listed: 7.9

Retail \$: .57 Bil
 FM Share: 95.68%
 Stations: 18/5

12+ METRO	1/4/SHARE	SPG 86	SPG 85	METRO CUME	METRO CUME S87	METRO CUME S86	METRO CUME S85
1. WPMO-F	30/19.9	17.3	8.9	297	30.0	28.1	23.8
2. WQID-F	25/16.6	20.9	19.6	334	33.8	35.5	36.2
3. WABB-F	15/ 9.9	3.6	8.2	203	20.5	10.2	16.3
4. WGUD-F	12/ 7.9	2.9	5.1	177	17.9	9.5	14.9
WBLX-F	12/ 7.9	8.6	4.4	136	13.8	14.6	12.7
6. WKKY-F	11/ 7.3	10.8	6.3	151	15.3	16.0	17.4
7. WOSM-F	9/ 6.0	2.9	5.1	119	12.0	9.8	12.8
8. WZKX-F	7/ 4.6	1.4	1.9	132	13.3	6.9	5.7
9.							
10.							

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>
1. WPMO-F	1. WPMO-F>	1. WPMO-F	1. WQID-F
2. WQID-F	2. WQID-F>	2. WQID-F>	2. WBLX-F
3. WABB-F	3. WGUD-F	3. WGUD-F	3. WKKY-F
4. WGUD-F	WABB-F	4. WBLX-F	WABB-F
5.	5.	5.	5.

<u>ADULTS 18-34</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35-64</u>
1. WQID-F>	1. WPMO-F>	1. WPMO-F>
2. WPMO-F	2. WQID-F	2. WGUD-F
3. WABB-F	3. WGUD-F	WOSM-F
WBLX-F	4. WOSM-F	4. WQID-F
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGUD	1460	Pascagoula	.7/3.3	WQFX-F	96.7	Gulfport	1.3/5.5
WPMO	1580	Pascagoula	---/2.4	WTIX	690	New Orleans	.7/3.9
WAVH-F	96.1	Mobile	.7/2.5	WVMI	570	Biloxi	2.0/6.7
WIZD-F	104.1	Atmore	1.3/5.9	WWL	870	New Orleans	.7/6.7
WKRK-F	99.9	Mobile	2.0/7.7	WZKX-F	107.1	Gulfport	1.3/5.5
WKSJ-F	94.9	Mobile	1.3/4.0				

RADIO STATIONS

WGUD-F, 106.3, 2.4 KW @ 350, COUNTRY	, \$14.00 (Masla)	G. Murphey
WKKY-F, 104.9, 3 KW @ 223, CHR	ABC-R, \$11.00 (Masla)	S. Farnham
WOSM-F, 103.1, 3 KW @ 300, GOSPEL	, \$ 4.00 (---)	(OCEAN SPGS) M. Cooper
WPMO-F, 99.1, 100 KW @ 386, COUNTRY	ABC-I, \$33.00 (Durpetti)	So. Starr B. Rall

Other ranked stations - See Biloxi in this edition or Mobile in Spring 87 American Radio

POUGHKEEPSIE, NY

MSA Rank/Pop: 168/256,500
 ARB Rank/Pop: 144/219,200
 Market TSL: 22.3 hours
 Average Person Ratings: 17.2

Diaries: 486/451:1
 Sample Target: 400
 % Below Line: 36.4
 % Not Listed: 12.2

Retail \$: 1.4 Bil
 FM Share: 72.59%
 Stations: 26/9

12+ METRO	1/4/SHARE	SPG 86	SPG 85	METRO CUME	METRO S87	CUME S86	RATING S85
1. WPDH-F	62/16.4	15.1	10.8	620	28.3	24.6	23.4
2. WSPK-F	51/13.5	13.4	14.2	701	32.0	27.1	31.8
3. WHUD-F	44/11.6	15.8	15.2	563	25.7	27.4	23.5
4. WKIP	30/ 7.9	6.4	5.4	287	13.1	13.7	15.0
5. WCZX-F	22/ 5.8	3.7	3.9	292	13.3	11.3	11.7
6. WEOK	13/ 3.4	2.2	1.5	186	8.5	5.7	8.2
7. WHVW	11/ 2.9	2.7	4.6	110	5.0	5.5	5.9
8. WABC	9/ 2.4	2.0	2.9	173	7.9	9.2	5.7
9. WGNV-F	8/ 2.1	2.0	3.2	149	6.8	4.1	10.6
WHN	8/ 2.1	2.5	2.0	169	7.7	9.4	8.4

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>
1. WPDH-F	1. WPDH-F	1. WPDH-F	1. WPDH-F
2. WHUD-F	2. WHUD-F	2. WSPK-F	2. WSPK-F>
3. WSPK-F	3. WSPK-F	3. WHUD-F>	3. WHUD-F
4. WKIP	4. WCZX-F	4. WKIP	4. WKIP
5.	WKIP	5.	5.

<u>ADULTS 18-34</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35-64</u>
1. WPDH-F>	1. WPDH-F	1. WHUD-F>
2. WSPK-F>	2. WSPK-F	2. WCZX-F
3. WCZX-F	3. WHUD-F	3. WHVW
4.	4.	WKIP
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBNR	1260	Beacon	1.9/7.3	WNEW-F	102.7	New York	1.1/2.4
WMJV-F	105.5	Patterson	1.9/4.7	WOR	710	New York	1.1/4.1
WCBS	880	New York	1.6/8.2	WQHT-F	103.5	New York	.8/3.1
WDST-F	100.1	Woodstock	1.3/3.3	WQXR-F+	96.3	New York	1.6/3.6
WELV-F	99.3	Ellenville	.8/3.0	WRKI-F	95.1	Brookfield, CT	1.3/4.1
WGNA-F	107.7	Albany	1.6/2.5	WRKS-F	98.7	New York	1.3/5.9
WLTW-F	106.7	New York	.5/2.6	WROW-F	95.5	Albany	1.1/2.4
WNBC	660	New York	.8/4.0	WXRK-F	92.3	New York	1.1/3.5

RADIO STATIONS

WEOK, 1390, 5 KW (DAYS,DA), MOR	ABC-D,\$21.00* (---)	M. Harris
WHVW, 950, 500 W (DAYS), NOSTALGIA	ABC-E,\$25.00 (---)	(HYDE PARK) L. Kinney
WKIP, 1450, 1 KW (DA-1), MOR	ABC-I,\$27.00 (Mas1a)	S. Berner
WCZX-F, 97.7, 3 KW @ 300, CLASSIC HIT	,\$29.00* (Mas1a)	(HYDE PARK) H. Gregor
WGNV-F, 103.1, 3 KW @ 300, AC	,\$20.00* (---)	K. Guglielmi
WPDH-F, 101.5, 50 KW @ 500, AOR	ABC-R,\$38.00* (---)	M. Harris
WSPK-F, 104.7, 50 KW @ 500, CHR	ABC-C,\$33.00 (Radio West)	R. Lessner

Other ranked stations - See New York in Spring 87 edition of American Radio

RAPID CITY, SD

MSA Rank/Pop: 342/76,400
 ARB Rank/Pop: 239/79,700
 Market TSL: 18.9 hours
 Average Person Ratings: 14.6

Diaries: 344/232:1
 Sample Target: 250
 % Below Line: 1.9
 % Not Listed: 7.8

Retail \$: .67 Bil
 FM Share: 60.75%
 Stations: 10/9

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		86	85		S87	S86	S85
1. KGGG-F	29/25.0	20.5	14.3	342	42.9	37.0	29.0
2. KIMM	16/13.8	13.2	19.3	154	19.3	19.4	27.9
3. KSQY-F	13/11.2	7.3	6.4	136	17.1	11.3	12.1
4. KKLS-F	12/10.3	11.3	13.6	170	21.3	24.6	34.5
5. KOTA	11/ 9.5	7.9	13.6	204	25.6	25.1	26.0
6. KKLS	9/ 7.8	7.3	6.4	123	15.4	15.3	18.1
7. KTOQ	6/ 5.2	7.9	11.4	121	15.2	21.3	20.2
8. KRCS-F	4/ 3.4	3.3	4.3	64	8.0	9.8	9.3
9. KEZV-F	5/ 4.3	6.6	---	138	17.3	17.2	---
10.							

12+ AMD

1. KGGG-F>
2. KOTA
3. KIMM
4. KSQY-F
- 5.

12+ MID

1. KGGG-F>
2. KIMM
- KSQY-F
4. KKLS-F
- 5.

12+ PMD

1. KGGG-F>
2. KKLS-F
- KSQY-F
4. KIMM
- KOTA

12+ EVE

1. KGGG-F>
2. KKLS-F
3. KOTA
- KSQY-F
- 5.

ADULTS 18-34

1. KGGG-F>
2. KSQY-F
3. KKLS-F>
- 4.
- 5.

ADULTS 25-54

1. KGGG-F
2. KIMM
3. KKLS-F
4. KSQY-F
- 5.

ADULTS 35-64

1. KIMM >
2. KGGG-F
- KKLS-F
- KOTA
- KTOQ

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KSLT-F 107.3 Spearfish 1.7/6.0

RADIO STATIONS

KIMM, 1150, 5 KW (DAYS)	, COUNTRY	ABC-E,\$24.00	(Christal)	Ingstad	R. Hanson
KKLS, 920, 5 KW (DAYS,DA)	, AC	US 2,\$15.00	(Mc-Guild)	So. Minn.	K. Tilkens
KOTA, 1380, 5 KW (DA-N)	, MOR	CBS,MBS,NBC-T,\$14.00	(Katz)		W. Duhamel
KTOQ, 1340, 1 KW	, COUNTRY	NBC,\$12.00	(Masla)		T. Kearns

KEZV-F, 101.1, 100 KW @ 1606,	SOFT AC/BTFL	APR,\$ 8.00	(---)	(SPEARFISH)	J. Boyer
KGGG-F, 100.3, 100 KW @ 450,	CHR	ABC-R,\$28.00*	(Christal)	Ingstad	R. Hanson
KKLS-F, 93.9, 100 KW @ 650,	CONTEMP	NBC,Source,\$20.00	(Mc-Guild)	So. Minn.	K. Tilkens
KRCS-F, 93.1, 100 KW @ 1060,	COUNTRY	, \$16.00	(Masla)	(STURGIS)	D. Caldwell
KSQY-F, 95.1, 100 KW @ 1707,	AOR	ABC-E,\$14.00	(Torbet)	(DEADWOOD)	J. Krebsbach

READING, PA

MSA Rank/Pop: 143/318,500
 ARB Rank/Pop: 126/276,700
 Market TSL: 22.7 hours
 Average Person Ratings: 17.1

Diaries: 510/543:1
 Sample Target: 400
 % Below Line: 58.0
 % Not Listed: 7.4

Retail \$: 2.0 Bil
 FM Share: 75.80%
 Stations: 28/5

12+ METRO	1/4/SHARE	FAL 86	SPG 86	FAL 85	SPG 85	METRO CUME	METRO S87	CUME S86	RATING S85
1. WRFY-F	77/16.3	18.5	17.9	17.1	18.0	932	33.7	33.5	33.8
2. WEEU	38/ 8.0	10.0	13.9	13.0	8.5	606	21.9	27.9	25.6
3. WMMR-F	37/ 7.8	5.7	5.1	4.9	4.1	379	13.7	13.4	10.7
4. WRW	31/ 6.6	5.5	6.9	8.2	6.2	393	14.2	12.2	13.7
WIOV-F	31/ 6.6	4.1	5.2	4.3	2.3	321	11.6	11.9	7.5
6. WAGO	27/ 5.7	5.9	8.5	4.7	5.6	321	11.6	16.7	16.3
WYSP-F	27/ 5.7	4.8	5.8	7.8	5.1	401	14.5	14.9	10.4
8. WEAZ-F	22/ 4.7	4.6	6.9	4.5	6.0	243	8.8	12.3	10.2
9. WXTU-F	17/ 3.6	2.5	1.1	2.5	1.9	205	7.4	4.4	4.4
10. WKSZ-F	12/ 2.5	1.6	---	1.0	1.3	141	5.1	---	4.1
WSNI-F	12/ 2.5	5.0	2.2	3.5	2.1	213	7.7	7.7	6.7
12. WBYO-F	11/ 2.3	2.5	1.3	.8	2.1	147	5.3	6.0	4.9

12+ AMD

1. WRFY-F
2. WEEU
3. WAGO
4. WIOV-F
- 5.

12+ MID

1. WRFY-F>
2. WEEU
3. WMMR-F
4. WRW
- 5.

12+ PMD

1. WRFY-F
2. WMMR-F
3. WIOV-F
4. WAGO
- 5.

12+ EVE

1. WRFY-F
2. WEEU
3. WMMR-F
4. WYSP-F
- 5.

ADULTS 18-34

1. WRFY-F
2. WMMR-F
3. WYSP-F
4. WIOV-F
- 5.

ADULTS 25-54

1. WRFY-F
2. WIOV-F
3. WYSP-F
4. WAGO
- 5.

ADULTS 35-64

1. WRFY-F
2. WEEU
- WIOV-F
4. WAGO
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAEB-F 104.1 Allentown	.4/3.8	See Philadelphia for more information about the following:
WDAC-F 94.5 Lancaster	1.5/3.5	
WFMZ-F 100.7 Allentown	1.9/5.2	
WHP-F 97.3 Harrisburg	1.5/3.3	KYW 1.7/11.4 WIOQ-F .4/3.3
WNCE-F 101.3 Lancaster	1.5/4.3	WCAU .4/ 2.5 WMGK-F 1.3/4.5
WQQQ-F 99.9 Easton	.8/4.4	WCAU-F 1.5/ 6.3 WUSL-F 1.9/5.7
WZZO-F 95.1 Bethlehem	1.5/5.1	WEGX-F 1.9/ 6.4 WWDB-F 1.5/4.6
		WFLN-F .6/ 4.2

RADIO STATIONS

WAGO, 1240, 1 KW	, OLDIES	MBS, \$ NA (HNWH)	Brill	J. Weinlein
WEEU, 850, 1 KW (DA-N)	, MOR	ABC-E, \$ NA (Mc-Guild)		R. Schilpp
WRW, 1340, 1 KW	, NOSTALGIA	CBS, \$ NA (Torbet)		T. Franco
WBYO-F, 107.5, 30 KW @ 610, RELIGION	APR, \$15.00 (---)	(BOYERTOWN)		D. Hendricks
WRFY-F, 102.5, 15 KW @ 820, CONTEMP	US 1, \$ NA (Torbet)			T. Franco

Other ranked stations - See Philadelphia or Lancaster in Spring 87 edition of American Radio

REDDING, CA

MSA Rank/Pop: 267/134,000
 ARB Rank/Pop: 213/110,800
 Market TSL: 24.6 hours
 Average Person Ratings: 17.4

Diaries: 307/361:1
 Sample Target: 290
 % Below Line: 7.4
 % Not Listed: 16.1

Retail \$: .77 Bil
 FM Share: 72.83%
 Stations: 13/12

12+ METRO	1/4/SHARE	SPG 86	SPG 85	METRO CUME	METRO S87	CUME S86	RATING S85
1. KEWB-F	35/18.1	12.4	20.4	321	29.0	26.2	29.6
2. KNCQ-F	25/13.0	10.3	---	205	18.5	11.8	---
3. KQMS	20/10.4	8.2	11.0	176	15.9	21.6	23.5
4. KARZ-F	15/ 7.8	13.4	2.1	168	15.2	23.6	6.7
5. KHTE	12/ 6.2	6.2	7.9	160	14.4	15.0	21.3
KFMF-F	12/ 6.2	---	---	76	6.9	---	---
7. KDJQ-F	10/ 5.2	2.1	---	57	5.1	4.5	---
KVIP-F	10/ 5.2	3.6	2.1	62	5.6	10.2	6.6
9. KSHA-F	8/ 4.1	7.2	8.9	148	13.4	18.7	24.7
10. KPAK	7/ 3.6	11.9	13.1	160	14.4	20.8	22.5

12+ AMD

1. KQMS
2. KEWB-F
3. KNCQ-F
4. KARZ-F
- 5.

12+ MID

1. KEWB-F
2. KNCQ-F
3. KARZ-F
4. KVIP-F
- 5.

12+ PMD

1. KEWB-F
2. KNCQ-F
3. KFMF-F
4. KQMS
- 5.

12+ EVE

1. KEWB-F
2. KNCQ-F
3. KVIP-F
4. KDJQ-F
- 5.

ADULTS 18-34

1. KEWB-F
2. KDJQ-F
3. KARZ-F
- KNCQ-F
- 5.

ADULTS 25-54

1. KNCQ-F
2. KARZ-F
3. KFMF-F
4. KEWB-F
- 5.

ADULTS 35-64

1. KNCQ-F
2. KVIP-F
3. KARZ-F
- KQMS
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KALF-F 95.7 Red Bluff 1.6/4.9
 KRDG 1330 Redding 1.0/6.5

RADIO STATIONS

KHTE, 600, 5 KW/1 KW (DA-2), OLDIES	US 1,\$13.00 (Christal)	J. Martin
KPAK, 1230, 1 KW (DA-1), COUNTRY	ABC-E,\$14.00* (Eastman)	R. Rigler
KQMS, 1400, 1 KW, MOR	NBC,\$16.00* (Torbet)	I. Fust
KALF-F, 95.7, 7 KW @ 1265, COUNTRY (?)	ABC-D,\$ NA (HNWH)	(RED BLUFF) G. Katz
KARZ-F, 106.1, 100 KW @ ??, OLDIES	,\$16.00 (Christal)	(BURNEY) M. Martin
KDJQ-F, 102.7, 12 KW @ 1277, AC	,\$13.00 (Durpetti)	S. Marriott
KEWB-F, 94.3, 3 KW @ 300, CHR	,\$22.00 (Radio West)	(ANDERSON) B. Breck
KNCQ-F, 97.3, 100 KW @ ??, ??	,\$19.00* (Durpetti)	
KSHA-F, 104.3, 100 KW @ 1560, AC	,\$14.00 (Mc-Guild)	I. Fust
KVIP-F, 98.1, 30 KW @ 1710, RELIGION	,\$ NA (---)	E. Hash

KFMF - See Chico

ROCHESTER, MN

MSA Rank/Pop: 323/98,300
 ARB Rank/Pop: 239/79,700
 Market TSL: 17.2 hours
 Average Person Ratings: 12.5

Diaries: 315/253:1
 Sample Target: 250
 % Below Line: 19.0
 % Not Listed: 16.0

Retail \$: .81 Bil
 FM Share: 73.81%
 Stations: 12/7

12+ METRO	1/4/SHARE	SPG	SPG	METRO CUME	METRO CUME RATING		
		86	85		S87	S86	S85
1. KROC-F	21/21.0	16.3	19.4	293	36.8	33.3	31.5
2. KROC	13/13.0	6.1	12.2	170	21.3	15.9	26.5
3. KRCH-F	12/12.0	13.3	20.4	239	30.0	34.9	33.3
4. KNXR-F	9/ 9.0	13.3	11.2	143	17.9	19.4	19.3
5. KWEB	8/ 8.0	7.1	5.1	173	21.7	23.1	19.0
6. KAUS-F	5/ 5.0	7.1	3.1	93	11.7	7.8	9.8
WCCO	5/ 5.0	8.2	2.0	64	8.0	17.7	12.5
8. KWVK-F	4/ 4.0	4.1	8.2	99	12.4	10.8	13.4
9.							
10.							

12+ AMD

1. KROC-F
2. KROC
3. KWEB >
4. KNXR-F
- 5.

12+ MID

1. KROC-F
2. KNXR-F
3. KRCH-F
- KROC
- 5.

12+ PMD

1. KROC-F
2. KRCH-F
3. KNXR-F
4. KROC
- KWEB

12+ EVE

1. KROC-F>
2. KROC
3. KRCH-F
4. WCCO
- 5.

ADULTS 18-34

1. KROC-F>
2. KRCH-F>
3. KROC
- 4.
- 5.

ADULTS 25-54

1. KROC-F
2. KRCH-F
- KROC
4. KWEB
- 5.

ADULTS 35-64

1. KNXR-F
2. KROC
3. KWEB
4. KWVK-F
- KROC-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KOLM	1520	Rochester	1.0/2.4
KJJO-F	104.1	St. Louis Park	3.0/4.3
KQRS-F	92.5	Golden Valley	2.0/4.5
WLTE-F	102.9	Minneapolis	1.0/6.5

RADIO STATIONS

KROC, 1340, 1 KW	, MOR	NBC,\$22.00* (Torbet)	So. Minn.	G. Gentling
KWEB, 1270, 5 KW/1 KW (DA-2), AC		ABC-I,\$20.00* (HNWH)		J. Giebel
KNXR-F, 97.5, 100 KW @ 1055, BTFL/EZ		ABC-E,\$15.00 (Market 4)		T. Jones
KWVK-F, 96.7, 3 KW @ 300, COUNTRY		MBS,\$13.00 (Mc-Guild)		H. Bill
KRCH-F, 101.7, .7 KW @ 560, CONTEMP		ABC-F,\$25.00* (HNWH)		J. Giebel
KROC-F, 106.9, 100 KW @ 1110, CHR		Source,\$29.00 (Torbet)	So. Minn.	G. Gentling
KAUS-F, 99.9, 100 KW @ 1000, COUNTRY		,\$26.00 (Masla)	(AUSTIN)	P. Nolan

WCCO - See Minneapolis in Spring 87 edition of American Radio

ST. CLOUD, MN

MSA Rank/Pop: 220/175,600
 ARB Rank/Pop: 186/143,700
 Market TSL: 21.6 hours
 Average Person Ratings: 16.5

Diaries: 371/387:1
 Sample Target: 340
 % Below Line: 42.0
 % Not Listed: 13.5

Retail \$: 1.4 Bil
 FM Share: 65.37%
 Stations: 19/7

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		86	85		S87	S86	S85
1. KCLD-F	39/16.5	17.0	17.6	435	30.3	35.4	39.2
2. KASM	26/11.0	8.5	10.2	174	12.1	11.5	12.7
3. WWJO-F	21/ 8.9	8.5	11.8	267	18.6	19.5	21.6
4. WCCO	20/ 8.4	10.6	8.2	285	19.8	23.6	25.8
5. WJON	16/ 6.8	8.9	7.8	269	18.7	18.7	22.9
6. KQRS-F	13/ 5.5	6.8	5.9	193	13.4	16.6	19.8
7. WHMH-F	10/ 4.2	3.8	2.0	139	9.7	10.5	11.1
8. KSTP-F	8/ 3.4	6.0	3.9	147	10.2	15.0	12.0
WLTE-F	8/ 3.4	2.1	2.4	134	9.3	7.9	7.1
10. KMGK-F	7/ 3.0	.9	.4	80	5.6	2.8	2.8

12+ AMD

1. KCLD-F
2. KASM
- WJON
4. WWJO-F
- 5.

12+ MID

1. KCLD-F>
2. WJON
3. WCCO
4. KASM
- 5.

12+ PMD

1. KCLD-F
2. KASM
3. WCCO
4. WJON
- 5.

12+ EVE

1. KCLD-F>
2. WWJO-F
3. WCCO
4. KDWB-F
- 5.

ADULTS 18-34

1. KCLD-F>
2. KQRS-F
3. WHMH-F
4. WWJO-F
- 5.

ADULTS 25-54

1. KCLD-F
2. WWJO-F
3. KASM
4. KMGK-F
- WJON
- KQRS-F

ADULTS 35-64

1. KASM
2. WWJO-F
3. WCCO
4. WJON
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KNSI	1450	St. Cloud	1.7/6.8	KLIZ-F	107.5	Brainerd	1.7/3.4
WVAL	660	Sauk Rapids	1.3/5.1	KQIC-F	102.5	Willmar	1.3/4.7
KDWB-F	101.3	Richfield	2.5/5.4	WAYL-F	93.7	Minneapolis	1.7/6.1
KEEY-F	102.1	St. Paul	2.1/6.7	WDGY	1130	Minneapolis	.8/2.7
				WL0L-F	99.5	Minneapolis	2.5/9.7

RADIO STATIONS

KASM, 1150, 2.5 KW (DAYS) , COUNTRY , \$11.00 (---) (ALBANY) B. Gretsch
 WJON, 1240, 1 KW , MOR ABC-E, \$18.00* (---) A. Hilger

KCLD-F, 104.7, 100 KW @ 500, CHR , \$34.00* (Roslin) C. Johnson
 WHMH-F, 101.7, 3 KW @ 297, AOR US 1, Source, \$14.00 (Evans) (SAUK RAPIDS) H. Hoppe
 WWJO-F, 98.1, 100 KW @ 420, COUNTRY ABC-E, \$27.00* (---) A. Hilger

Other ranked stations - See Minneapolis in Spring 87 edition of American Radio

SAN ANGELO, TX

MSA Rank/Pop: 320/100,200
 ARB Rank/Pop: 238/81,300
 Market TSL: 21.9 hours
 Average Person Ratings: 15.1

Diaries: 306/266:1
 Sample Target: 250
 % Below Line: 0
 % Not Listed: 7.3

Retail \$: .71 Bil
 FM Share: 84.21%
 Stations: 10/10

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		86	85		S87	S86	S85
1. KIXY-F	40/32.5	27.3	36.0	359	44.2	40.3	49.9
2. KGKL-F	25/20.3	21.9	17.1	292	35.9	36.0	24.5
3. KYSD-F	10/ 8.1	1.6	1.8	724	8.9	8.7	9.6
4. KELI-F	9/ 7.3	---	---	129	15.9	---	---
KSJT-F	9/ 7.3	5.5	---	82	10.1	5.8	---
6. KTEO	8/ 6.5	9.4	7.2	85	10.5	12.1	16.7
7. KBIL	5/ 4.1	1.6	6.3	45	5.5	4.8	11.9
8. KQSA	4/ 3.3	3.1	9.9	64	7.9	9.1	15.0
9. KBIL-F	3/ 2.4	8.6	7.2	119	14.6	20.6	24.8
10.							

12+ AMD

1. KIXY-F
2. KGKL-F>
3. KYSD-F
4. KELI-F
- 5.

12+ MID

1. KIXY-F>
2. KGKL-F>
3. KYSD-F>
4. KSJT-F
- 5.

12+ PMD

1. KIXY-F>
2. KGKL-F>
3. KELI-F
- KYSD-F
- 5.

12+ EVE

1. KIXY-F>
2. KGKL-F>
3. KYSD-F
4. KSJT-F
- KTEO

ADULTS 18-34

1. KIXY-F>
2. KGKL-F>
3. KYSD-F>
- 4.
- 5.

ADULTS 25-54

1. KIXY-F
2. KGKL-F>
3. KSJT-F
4. KYSD-F
- 5.

ADULTS 35-64

1. KGKL-F
2. KSJT-F
3. KELI-F
- KIXY-F
- KTEO

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KGKL 960 San Angelo .8/10.6

RADIO STATIONS

KBIL, 1420, 1 KW/184 W	, COUNTRY	,\$10.00 (Banner)	M. Harlan
KQSA, 1260, 1 KW (DAYS)	, NOSTALGIA	MBS,\$13.00* (Torbet)	W. Foster
KTEO, 1340, 1 KW	, COUNTRY	,\$14.00* (Busby)	B. Bobbitt
KBIL-F, 92.9, 100 KW @ 729, ? ?		,\$10.00 (Banner)	S. Everett
KELI-F, 98.7, 100 KW @ 1290, BTFL		APR,\$14.00* (Masla)	G. Thomas
KGKL-F, 97.5, 100 KW @ 64, COUNTRY		ABC-E,\$17.00 (Katz)	A. Lewis
KIXY-F, 94.7, 100 KW @ 446, CHR		,\$30.00* (Torbet)	W. Foster
KSJT-F, 107.5, 100 KW @ 656, SPANISH		,\$14.00 (Lotus)	
KYSD-F, 93.9, 100 KW @ 415, AC		,\$17.00* (Busby)	B. Bobbitt

SANTA BARBARA, CA

MSA Rank/Pop: 135/337,200 (w/Lompoc &	Diaries: 474/338:1	Retail \$: 1.5 Bil
ARB Rank/Pop: 173/160,400 Santa Maria)	Sample Target: 360	FM Share: 69.27%
Market TSL: 19.1 hours	% Below Line: 22.0	Stations: 20/11
Average Person Ratings: 14.7	% Not Listed: 13.1	

12+ METRO	1/4/SHARE	FAL 86	SPG 86	FAL 85	SPG 85	METRO CUME	METRO CUME S87	RATING S86	S85
1. KRUZ-F	25/10.6	14.3	14.3	13.8	13.2	289	18.0	21.6	21.5
2. KHTY-F	24/10.2	7.4	10.0	8.7	5.3	394	24.6	25.5	16.6
KMGQ-F	24/10.2	10.4	10.0	9.1	10.3	326	20.3	18.5	24.5
4. KTYD-F	21/ 8.9	12.1	12.2	11.5	11.5	464	28.9	28.7	26.1
5. KDB-F	20/ 8.5	9.1	7.0	5.5	8.2	281	17.5	16.4	15.6
6. KTMS	18/ 7.6	7.8	10.0	7.5	9.1	314	19.6	18.4	20.6
7. KIST	12/ 5.1	6.5	5.7	1.6	2.9	209	13.0	11.3	13.7
8. KCAQ-F	9/ 3.8	4.3	3.0	6.7	6.2	201	12.5	14.9	17.1
KNX	9/ 3.8	3.5	3.9	5.5	2.9	175	10.9	11.0	14.7
KTRO	9/ 3.8	---	.4	---	2.1	71	4.4	3.5	2.4

12+ AMD

1. KHTY-F
- KTMS
3. KMGQ-F
4. KTYD-F
- 5.

12+ MID

1. KRUZ-F
2. KMGQ-F
3. KHTY-F
4. KDB-F
- KTYD-F

12+ PMD

1. KMGQ-F
2. KRUZ-F
3. KHTY-F
4. KTYD-F
- 5.

12+ EVE

1. KTMS
2. KHTY-F
3. KMGQ-F
4. KDB-F
- 5.

ADULTS 18-34

1. KTYD-F
2. KHTY-F
3. KMGQ-F
4. KTRO
- 5.

ADULTS 25-54

1. KMGQ-F
2. KTYD-F
3. KDB-F
- KRUZ-F
- 5.

ADULTS 35-64

1. KRUZ-F>
2. KDB-F
3. KMGQ-F
4. KTMS
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBLS	990	Santa Barbara	2.5/6.4	KRTH-F	101.1	Los Angeles	.4/5.5
KDB	1490	Santa Barbara	1.3/2.7	KTWV-F	94.7	Los Angeles	.8/2.7
KESP	1290	Santa Barbara	2.1/3.2	XTRA	690	Tijuana	.4/2.4
KGFT-F	101.7	Carpinteria	.8/3.0				
KHAY-F	100.7	Ventura	1.7/4.8				
KIIS-F	1150	Los Angeles	1.3/2.8				
KKGO-F	105.1	Los Angeles	.8/2.6				

RADIO STATIONS

KIST, 1340, 1 KW	, OLDIES	MBS, \$15.00* (Torbet)	P. Wardlaw
KTMS, 1250, 2.5 KW/1 KW (DA-1), TALK	NBC, ABC-T, \$20.00* (Durpetti)		M. Morehouse
KDB-F, 93.7, 13 KW @ 870, CLASSICAL	, \$32.00 (HNWH)		B. Scott
KHTY-F, 97.5, 16 KW @ 2900, CHR	Source, \$28.00* (Durpetti)		M. Morehouse
KMGQ-F, 106.3, .4 KW @ 879, AC	, \$29.00* (Torbet)	(GOLETA)	P. Wardlaw
KRUZ-F, 103.3, 105 KW @ 2980, BTFL/EZ	, \$40.00* (Katz)		C. Schuele
KTYD-F, 99.9, 34 KW @ 550, AOR	, \$43.00 (Mc-Guild)	Home News	A. Reimer

Other ranked stations - See Oxnard or Los Angeles in Spring 87 edition of American Radio

SANTA FE, NM

MSA Rank/Pop: 315/104,000
 ARB Rank/Pop: 235/86,200
 Market TSL: 24.0 hours
 Average Person Ratings: 17.7

Diaries: 356/242:1
 Sample Target: 260
 % Below Line: 65.0
 % Not Listed: 6.5

Retail \$: .67 Bil
 FM Share: 74.83%
 Stations: 20/7

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		86	85		S87	S86	S85
1. KNMQ-F	17/11.1	11.9	14.8	245	28.4	32.2	30.6
2. KNYN-F	16/10.5	4.4	5.6	122	14.2	10.9	13.4
3. KDCE	12/ 7.8	4.4	1.4	82	9.5	10.5	6.7
KFMG-F	12/ 7.8	9.6	13.4	116	13.5	20.3	20.5
5. KKOB-F	11/ 7.2	4.4	4.9	187	21.7	18.3	17.4
6. KHFM-F	10/ 6.5	3.7	2.8	99	11.5	8.6	8.0
7. KIVA-F	8/ 5.2	10.4	---	164	19.0	22.9	---
8. KAFE	7/ 4.6	2.2	2.8	65	7.5	8.5	7.1
KTRC	7/ 4.6	5.9	7.0	123	14.3	11.9	17.9

10.

12+ AMD

1. KTRC
KNMQ-F
3. KNYN-F
4. KKOB-F
5. KFMG-F

12+ MID

1. KNYN-F
2. KNMQ-F
3. KHFM-F
4. KTRC
- 5.

12+ PMD

1. KNYN-F
2. KNMQ-F
3. KFMG-F
4. KKOB-F
- 5.

12+ EVE

1. KFMG-F
KNMQ-F
3. KKOB-F
4. KNYN-F
- 5.

ADULTS 18-34

1. KNYN-F>
2. KFMG-F
3. KNMQ-F
4. KKOB-F
- 5.

ADULTS 25-54

1. KNYN-F
2. KNMQ-F
3. KKOB-F
4. KAFE
KFMG-F

ADULTS 35-64

1. KDCE
2. KHFM-F
3. KNMQ-F
4. KAFE
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBOM-F	107.1	Santa Fe	.7/ 4.2	KKOB	770	Albuquerque	2.0/11.9
KRSN	1490	Los Alamos	2.6/ 6.1	KKSS-F	97.3	Santa Fe	2.6/ 8.2
KVSF	1260	Santa Fe	2.0/11.8				
KKBR-F	98.5	Los Alamos	2.6/ 8.5	KLSK-F	104.1	Santa Fe	3.3/13.9
KKJY-F	100.3	Albuquerque	3.3/15.7	KMGA-F	99.5	Albuquerque	3.3/12.9
				KRST-F	92.3	Albuquerque	3.3/ 9.5
				KZRR-F	94.1	Albuquerque	3.0/ 5.7

RADIO STATIONS

KAFE, 810, 5 KW (DAYS) , TALK CBS, \$13.00 (Masla) Bill Sims
 KDCE, 970, 1 KW (DAYS) , SPANISH UPI, \$10.00 (Lotus)
 KTRC, 1400, 1 KW , NOSTALGIA ABC-I, \$12.00 (Eastman) B. Hanrahan
 KVSF, 1260, 5 KW/1 KW (DA-1), MOR/AC NBC, US 2, \$16.00 (---) A. Sena

KNYN-F, 95.5, 100 KW @ 280, COUNTRY , \$20.00 (---)

Other ranked stations - See Albuquerque in Spring 87 edition of American Radio

SANTA ROSA, CA

MSA Rank/Pop: 134/340,500
 ARB Rank/Pop: 119/291,700
 Market TSL: 23.7 hours
 Average Person Ratings: 17.8

Diaries: 422/691:1
 Sample Target: 400
 % Below Line: 60.1
 % Not Listed: 11.6

Retail \$: 2.0 Bil
 FM Share: 54.90%
 Stations: 30/8

12+ METRO	1/4/SHARE	FAL 86	SPG 86	FAL 85	SPG 85	METRO CUME	METRO S87	CUME S86	RATING S85
1. KZST-F	57/11.0	12.0	11.7	8.5	10.3	709	24.3	22.8	21.4
2. KGO	38/ 7.3	8.7	8.4	9.5	7.6	513	17.6	15.4	19.8
3. KNEW	34/ 6.6	4.3	6.2	5.4	12.2	370	12.7	12.3	17.8
4. KREO-F	33/ 6.4	6.5	7.9	8.7	8.4	522	17.9	19.5	21.4
5. KCBS	27/ 5.2	5.4	7.1	5.2	5.0	496	17.0	17.2	13.8
6. KMGG-F	24/ 4.6	3.3	3.3	---	---	353	12.1	9.2	---
7. KFRC	23/ 4.4	4.8	2.0	2.9	3.2	341	11.7	8.0	11.6
KNBR	23/ 4.4	2.6	3.3	2.9	4.4	417	14.3	12.1	12.7
9. KRPQ-F	21/ 4.0	2.6	1.8	---	---	198	6.8	5.2	---
KVRE-F	21/ 4.0	2.0	1.3	4.6	4.2	222	7.6	5.8	7.7

12+ AMD

1. KGO
2. KZST-F
3. KCBS
4. KNEW

12+ MID

1. KZST-F
2. KNEW
3. KRPQ-F
4. KGO

12+ PMD

1. KZST-F
2. KREO-F
3. KNEW
4. KMGG-F

12+ EVE

1. KNBR
2. KZST-F
3. KREO-F
4. KGO

ADULTS 18-34

1. KZST-F
2. KREO-F
3. KMGG-F
4. KRPQ-F

ADULTS 25-54

1. KZST-F
2. KNEW
3. KMGG-F
4. KRPQ-F
5. KVRE-F

ADULTS 35-64

1. KNEW
2. KZST-F
3. KFRC
4. KGO

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KPLS	1150	Santa Rosa	1.9/4.3	KIOI-F	101.3	San Francisco	1.0/3.2
KSRO	1350	Santa Rosa	2.3/8.7	KITS-F	105.3	San Francisco	1.5/2.9
KTOB	1490	Petaluma	1.0/3.8	KKHI	1550	San Francisco	.2/1.1
KABL	960	Oakland	3.7/8.2	KKHI-F	95.7	San Francisco	1.0/3.7
KABL-F	98.1	San Francisco	3.9/8.8	KMEL-F	106.1	San Francisco	1.9/7.1
KBLX	1400	Berkeley	.4/ .8	KOIT	1260	San Francisco	.2/ .7
KBLX-F	102.9	Berkeley	.6/2.1	KOIT-F	96.5	San Francisco	1.3/3.4
KDFC	1220	San Francisco	.4/1.3	KRQR-F	97.3	San Francisco	3.3/9.4
KDFC-F	102.1	San Francisco	1.3/2.9	KSAN-F	94.9	San Francisco	1.0/4.7
				KSFO	560	San Francisco	1.9/6.7
				KYA-F	93.3	San Francisco	1.7/5.1

RADIO STATIONS

KSRO, 1350, 5 KW (DA-N) , MOR ABC-D, \$18.00* (Torbet) F. McLaurin

KMGG-F, 97.7, 250 W @ 1111, AC , \$28.00* (Republic) Liggett C. Strangl

KREO-F, 92.9, 2.3 KW @ ?? , CHR , \$31.00* (Torbet) F. McLaurin

KRPQ-F, 104.9, 340 W @ 915, COUNTRY , \$20.00* (---) (ROHNERT PARK) R. Castro

KVRE-F, 101.7, 3 KW @ 300, AOR , \$22.00* (HNWH) J. Detz

KZST-F, 100.1, 3 KW @ 240, AC , \$35.00 (Torbet) G. Zlot

Other ranked stations - See San Francisco in Spring 87 edition of American Radio

SIOUX CITY, IA

MSA Rank/Pop: 299/117,400
 ARB Rank/Pop: 231/96,000
 Market TSL: 19.2 hours
 Average Person Ratings: 14.1

Diaries: 343/280:1
 Sample Target: 290
 % Below Line: 1.7
 % Not Listed: 10.4

Retail \$: .70 Bil
 FM Share: 57.02%
 Stations: 8/6

12+ METRO	1/4/SHARE	SPG 86	SPG 85	METRO CUME	METRO CUME RATING S87	S86	S85
1. KGLI-F	33/24.4	20.1	20.2	385	40.1	35.0	32.7
2. KSEZ-F	27/20.0	21.9	19.6	316	32.9	39.7	37.3
3. KSCJ	19/14.1	12.4	14.1	270	28.1	28.5	27.4
4. KMNS	16/11.9	12.4	9.8	176	18.3	23.2	20.4
5. KWSL	15/11.1	9.5	9.8	183	19.1	21.3	16.8
6. KZZL-F	9/ 6.7	11.8	15.3	168	17.5	23.0	25.2
7.							
8.							
9.							
10.							

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>
1. KGLI-F	1. KSEZ-F	1. KGLI-F	1. KGLI-F>
2. KSCJ	2. KGLI-F	2. KSEZ-F>	2. KSEZ-F>
3. KMNS	3. KWSL	3. KWSL	3.
4. KSEZ-F	4. KSCJ	4. KMNS	4.
5.	5.	5.	5.

<u>ADULTS 18-34</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35-64</u>
1. KGLI-F>	1. KGLI-F	1. KMNS >
2. KSEZ-F>	2. KSEZ-F	2. KSCJ
3. KWSL	3. KMNS	3. KSEZ-F
4.	4. KWSL	4. KWSL
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WNAX 570 Yankton .7/3.8
 WOW 590 Omaha .7/6.4

RADIO STATIONS

KMNS, 620, 1 KW (DA-2)	, COUNTRY	MBS,\$13.00* (Christal)	Sage	J. Schnacke
KSCJ, 1360, 5 KW (DA-N)	, MOR	ABC-I,\$17.00* (Mas1a)		L. Magnuson
KWSL, 1470, 5 KW (DA-2)	, ? ?	US 2,\$13.00* (Torbet)		K. Kjeldseth
KGLI-F, 95.5, 100 KW @ 898, AC		US 1,\$24.00* (Torbet)		T. Mann
KSEZ-F, 97.9, 62 KW @ 280, CHR		ABC-F,\$21.00* (Christal)	Sage	J. Schnacke
KZZL-F, 99.5, 100 KW @ 794, BTFL/EZ		,\$16.00* (Roslin)	(LEMARS)	P. Olson

SPRINGFIELD, IL

MSA Rank/Pop: 210/191,800
 ARB Rank/Pop: 170/163,100
 Market TSL: 22.3 hours
 Average Person Ratings: 17.1

Diaries: 437/439:1
 Sample Target: 370
 % Below Line: 6.6
 % Not Listed: 7.9

Retail \$: 1.15 Bil
 FM Share: 71.21%
 Stations: 12/9

12+ METRO	1/4/SHARE	SPG 86	SPG 85	METRO CUME	METRO CUME RATING S87	S86	S85
1. WYMG-F	50/17.9	8.9	---	457	28.4	15.2	---
2. WFMB-F	48/17.2	11.4	13.3	429	26.3	20.8	21.1
3. WDRB-F	33/11.8	16.4	20.0	419	25.7	30.5	36.1
4. WTAX	25/ 9.0	12.9	14.4	395	24.2	25.9	26.3
WVEM-F	25/ 9.0	8.6	7.4	215	13.2	13.1	12.5
6. WNNS-F	24/ 8.6	10.7	10.5	421	25.8	21.4	24.6
7. WMAY	22/ 7.9	7.9	7.4	271	16.6	16.9	18.8
8. WCVS	10/ 3.6	5.0	6.0	223	13.7	15.3	17.0
KMOX	10/ 3.6	3.9	2.8	145	8.9	9.1	9.4
10. WGN	4/ 1.4	.4	1.1	90	5.5	4.1	4.2

12+ AMD

1. WFMB-F
2. WTAX
3. WYMG-F
4. WDRB-F
 WMAY

12+ MID

1. WYMG-F
2. WFMB-F
3. WDRB-F
4. WNNS-F
- 5.

12+ PMD

1. WYMG-F
2. WFMB-F
3. WDRB-F
4. WVEM-F
- 5.

12+ EVE

1. WYMG-F
2. WDRB-F
3. WTAX
4. WFMB-F
 KMOX

ADULTS 18-34

1. WYMG-F>
2. WDRB-F
3. WNNS-F
4. WFMB-F
- 5.

ADULTS 25-54

1. WFMB-F
2. WYMG-F
3. WNNS-F
4. WDRB-F
- 5.

ADULTS 35-64

1. WFMB-F>
2. WVEM-F
3. WMAY
4. WTAX
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WRVI-F	96.7	Virden	1.1/3.7
WLS	890	Chicago	1.1/3.6

RADIO STATIONS

WCVS, 1450, 1 KW	,MOR	ABC-D,\$18.00*(Mc-Guild)	Eastern	G. Neuhoff
WMAY, 970, 1 KW/500 W (DA-2)	,COUNTRY	NBC,NBC-T,\$ NA (HNWH)	Mid. Family	T. Kushak
WTAX, 1240, 1 KW	,MOR	CBS,MBS,\$ NA (Christal)	Sage	S. Harbison

WDBR-F, 103.7, 50 KW @ 318,CHR	,\$ NA (Christal)	Sage	S. Harbison
WFMB-F, 104.5, 43 KW @ 427,COUNTRY	ABC-I,\$ NA (Mc-Guild)	Eastern	G. Neuhoff
WNNS-F, 98.7, 50 KW @ 500,AC	US 1,\$ NA (HNWH)	Mid. Family	T. Kushak
WVEM-F, 101.9, 50 KW @ 300,BTFL/EZ	ABC-E,\$19.00 (Masla)		D. Menghini
WYMG-F, 100.5, 50 KW @ 500,AOR	,\$27.00*(Katz)	Saga (JACKSONVILLE)	J. Qjesenbery

STAMFORD - NORWALK, CT

MSA Rank/Pop: NA
 ARB Rank/Pop: 125/278,700
 Market TSL: 20.3 hours
 Average Person Ratings: 15.8

Diaries: 385/724:1
 Sample Target: 400
 % Below Line: 73.5
 % Not Listed: 10.0

Retail \$: 2.6 Bil
 FM Share: 65.66%
 Stations: 31/7

12+ METRO	1/4/SHARE	FAL 86	SPG 86	FAL 85	SPG 85	METRO CUME	METRO S87	CUME S86	RATING S85
1. WSTC	32/7.3	7.5	3.9	4.3	7.4	379	13.6	11.8	13.3
2. WEZN-F	28/6.4	8.7	6.9	9.4	6.9	454	16.3	15.8	20.7
3. WNEW-F	26/5.9	4.7	3.0	2.2	3.8	371	13.3	7.3	8.2
4. WCBS	22/5.0	5.9	4.9	5.8	6.5	399	14.3	19.3	23.0
5. WXRK-F	20/4.5	5.6	5.1	2.7	1.3	410	14.7	10.1	4.9
6. WNCN-F	19/4.3	4.0	4.4	4.0	1.7	309	11.1	8.1	5.6
7. WHTZ-F	18/4.1	3.5	7.2	4.5	3.4	326	11.7	15.5	13.2
8. WLYQ-F	17/3.9	4.9	5.1	4.7	4.0	362	13.0	15.0	12.2
WHN	17/3.9	1.4	3.5	1.1	3.6	206	7.4	8.8	8.6
WLIR-F	17/3.9	3.5	1.6	1.6	2.7	209	7.5	4.0	4.0
11. WMMM	14/3.2	.5	.7	2.0	1.1	84	3.0	2.0	2.8
12. WNLK	13/3.0	2.1	3.9	2.5	3.8	276	9.9	8.7	10.8
WRKS-F	20/4.5	5.6	5.1	2.7	1.3	162	5.8	6.5	8.9

12+ AMD

1. WXRK-F
2. WSTC
3. WNLK
WCBS

12+ MID

1. WSTC
2. WNEW-F
3. WEZN-F
4. WHN

12+ PMD

1. WNEW-F
2. WEZN-F
3. WNCN-F
4. WSTC

12+ EVE

1. WLIR-F
2. WHTZ-F
WNCN-F
4. WNEW-F

ADULTS 18-34

1. WNEW-F
2. WXRK-F
3. WHTZ-F
4. WLIR-F
WNSR-F

ADULTS 25-54

1. WNEW-F
2. WLYQ-F
3. WXRK-F
WCBS-F

ADULTS 35-64

1. WEZN-F
2. WSTC
3. WCBS
4. WNCN-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WEBE-F	107.9	Westport	2.3/12.4	WLTW-F	106.7	New York	2.0/7.2
WGCH	1490	Greenwich	1.6/ 5.9	WNBC	660	New York	2.7/9.7
WJAZ-F	96.7	Stamford	2.7/ 8.8	WNEW	1130	New York	.9/2.7
WABC	770	New York	1.1/ 4.7	WNSR-F	105.1	New York	2.5/4.7
WBAB-F	102.3	Babylon	1.4/ 5.7	WOR	710	New York	1.1/4.7
WBLS-F	107.5	New York	1.6/ 3.9	WPAT-F	93.1	Paterson	2.0/4.6
WCBS-F	101.1	New York	2.7/ 7.9	WPLJ-F	95.5	New York	1.4/9.3
WINS	1010	New York	1.1/ 7.8	WQHT-F	103.5	Lake Success	2.0/6.3
				WQXR	1560	New York	---/ .9
				WQXR-F	96.3	New York	.7/2.8
				WRKI-F	95.1	Brookfield	1.8/5.4

RADIO STATIONS

WGCH, 1490, 1 KW	, MOR	NBC, \$30.00 (Masla)	D. Jackson
WMMM, 1260, 1 KW (DAYS, DA)	, MOR	, \$24.00 (Unirep)	G. Flamm
WNLK, 1350, 1 KW/500 W (DA-N)	, AC	ABC-E, \$40.00* (Christal)	Hanson
WSTC, 1400, 1 KW	, MOR	ABC-I, \$90.00 (Katz)	Chase
WJAZ-F, 96.7, 3 KW @ 300, JAZZ		, \$38.00* (Katz)	Chase
WLYQ-F, 95.9, 3 KW @ 300, AC		, \$50.00 (Christal)	Hanson

Other ranked stations - See New York or Bridgeport in Spring 87 edition of American Radio

STAUNTON - WAYNESBORO, VA

MSA Rank/Pop: NA
 ARB Rank/Pop: 241/79,600
 Market TSL: 18.8 hours
 Average Person Ratings: 14.3

Diaries: 332/240:1
 Sample Target: 250
 % Below Line: 14.1
 % Not Listed: 13.2

Retail \$: .51 Bil
 FM Share: 39.39%
 Stations: 13/8

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		86	85		S87	S86	S85
1. WKDW	30/26.3	23.3	21.5	298	37.4	29.0	31.0
2. WSGM-F	22/19.3	18.6	22.3	309	38.8	35.6	36.0
3. WANV	10/ 8.8	6.2	5.4	148	18.6	15.1	14.4
4. WTON	8/ 7.0	5.4	10.8	168	21.1	21.4	29.6
5. WANV-F	5/ 4.4	8.5	3.8	96	12.1	17.0	8.6
WQPO-F	5/ 4.4	3.9	3.1	121	15.2	9.0	10.6
WSVA	5/ 4.4	3.9	4.6	63	7.9	9.6	11.0
WWWV-F	5/ 4.4	3.1	3.1	64	8.0	8.6	10.5
9. WAYB	4/ 3.5	1.6	.8	62	7.8	9.6	12.3
10.							

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>
1. WKDW >	1. WKDW >	1. WKDW >	1. WSGM-F
2. WSGM-F>	2. WSGM-F>	2. WSGM-F	2. WKDW-F>
3. WTON	3. WANV	3. WANV	3. WQPO-F
4. WANV	4. WQPO-F	4.	4. WANV-F
5.	5.	5.	5.

<u>ADULTS 18-34</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35-64</u>
1. WSGM-F>	1. WKDW-F>	1. WKDW-F>
2. WKDW-F>	2. WSGM-F>	2. WANV-F>
3. WQPO-F	3. WANV	3. WSGM-F
WWWV-F	4. WWWV-F	4. WTON
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WNLR	1150	Churchville	.9/5.8
WHBS	1360	Harrisonburg	1.8/4.3
WTUR-F	98.1	Richmond	.9/4.0
WXLK-F	92.3	Roanoke	.9/4.5

RADIO STATIONS

WANV, 970,	5 KW/1 KW (DA-2),	COUNTRY	SMN,US 2,\$11.00	(---)	C. Rogers
WAYB, 1490,	1 KW	, MOR	MBS,APR,\$ 9.00	(---)	F. Ayers
WKDW, 900,	2.5 KW/128 W	, COUNTRY	APR,\$12.00	(---)	N. Brooks
WTON, 1240,	1 KW	, VARIETY	ABC-E,\$ 9.00	(Dora)	Ogden C. Neer
WSVA, 550,	5 KW/1 KW (DA-N),	TALK	,\$26.00*	(---)	(HARRISONBURG) L. Davis
WANV-F, 99.7,	50 KW @ ?? ,	BTFL (?)	US 2,\$10.00	(---)	C. Rogers
WQPO-F, 100.7,	50 KW @ ?? ,	AC	APR,\$24.00*	(---)	(HARRISONBURG) L. Davis
WSGM-F, 93.5,	3 KW @ 300,	CHR	APR,\$10.00	(---)	Ogden N. Brooks

WWWV - See Charlottesville

TEXARKANA, TX

MSA Rank/Pop: 295/120,200
 ARB Rank/Pop: 228/98,700
 Market TSL: 14.9 hours
 Average Person Ratings: 11.2

Diaries: 327/302:1
 Sample Target: 280
 % Below Line: 25.0
 % Not Listed: 13.5

Retail \$: .73 Bil
 FM Share: 68.75%
 Stations: 14/10

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		86	85		S87	S86	S85
1. KTWN-F	17/15.3	9.8	9.2	193	19.6	16.8	16.4
2. KADO	16/14.4	6.7	7.7	207	21.0	13.9	15.5
3. KCMC	11/ 9.9	17.1	6.9	153	15.5	25.2	16.3
4. KTAL-F	10/ 9.0	8.5	6.9	164	16.6	13.5	9.7
5. KLLI-F	9/ 8.1	6.7	---	172	17.4	18.5	---
KRMD-F	9/ 8.1	4.9	9.2	175	17.7	15.5	12.8
7. KXAR-F	5/ 4.5	7.3	13.1	107	10.8	10.3	16.4
8. KMLA-F	4/ 3.6	4.3	3.8	112	11.3	10.1	9.2
KOSY-F	4/ 3.6	4.9	10.0	154	15.6	14.0	24.9

10.

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>
1. KTWN-F	1. KTWN-F>	1. KRMD-F	1. KXAR-F
2. KCMC	2. KADO	2. KADO	KTAL-F
3. KADO	3. KCMC	KCMC	3. KADO
4. KLLI-F	4. KLLI-F	4. KLLI-F	KLLI-F
5.	KTAL-F	5.	KTWN-F

<u>ADULTS 18-34</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35-64</u>
1. KTAL-F	1. KTWN-F	1. KTWN-F
2. KADO	2. KRMD-F	2. KRMD-F
KLLI-F	3. KADO	3. KADO
4. KTWN-F	4. KLLI-F	4.
5.	KTAL-F	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KOSY	790	Texarkana	.9/5.3	KITT-F	93.7	Shreveport	1.8/4.3
KPYN-F	99.3	Atlanta	2.7/4.4	KRMD	1340	Shreveport	---/ .3
KTFS	1400	Texarkana	1.8/6.4	KTUX-F	98.9	Carthage	2.7/9.0

RADIO STATIONS

KADO, 940, 2.5 KW (DAYS) , BLACK	ABC-C,\$13.00 (Lazar)	J. Bell
KCMC, 740, 1 KW (DA-1) , COUNTRY	MBS,\$14.00 (Masla)	D. Davis
KLLI-F, 95.9, 3 KW @ 300, AC	,\$12.00 (Riley)	
KMLA-F, 103.9, 3 KW @ 300, COUNTRY	,\$10.00 (---)	(TEXARKANA) G. Leach
KOSY-F, 102.5, 94 KW @ 235, CHR	,\$12.00 (Savalli)	J. Smith
KPYN-F, 99.3, 3 KW @ 220, BTFL/EZ	,\$ 9.00* (Riley)	(ATLANTA) D. Wommack
KTWN-F, 107.1, 14 KW @ 490, COUNTRY	ABC-E,\$14.00 (Roberts)	J. Bell
KXAR-F, 101.7, 3 KW @ 300, BLACK	SBN,\$ 8.00 (Masla)	(HOPE) J. Mason

Other ranked stations - See Shreveport in Spring 87 edition of American Radio

TRENTON, NJ

MSA Rank/Pop: 144/317,100
 ARB Rank/Pop: 130/266,800
 Market TSL: 20.7 hours
 Average Person Ratings: 15.8

Diaries: 416/641:1
 Sample Target: 400
 % Below Line: 64.5
 % Not Listed: 17.8

Retail \$: 2.1 Bil
 FM Share: 71.47%
 Stations: 28/5

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		86	85		S87	S86	S85
1. WPST-F	35/8.3	7.9	6.6	710	26.6	20.8	24.3
2. WBUD	31/7.3	5.1	6.2	334	12.5	11.6	13.4
3. WUSL-F	27/6.4	9.2	7.0	227	8.5	12.8	12.7
4. WHWH	25/5.9	3.3	5.6	291	10.9	8.9	13.7
5. WKXW-F	24/5.7	6.6	3.5	403	15.1	14.4	13.1
6. WDAS-F	20/4.7	6.6	4.6	157	5.9	11.1	12.7
WEAZ-F	20/4.7	4.2	2.9	272	10.2	8.0	6.9
WMMR-F	20/4.7	7.7	9.3	323	12.1	17.4	19.2
9. WYSP-F	15/3.6	2.4	2.1	267	10.0	6.9	10.7
10. WXTU-F	13/3.1	1.1	---	155	5.8	4.5	---

12+ AMD

1. WBUD
2. WPST-F
3. WHWH
4. WKXW-F
- 5.

12+ MID

1. WPST-F
2. WDAS-F
3. WBUD
4. WHWH
- WEAZ-F

12+ PMD

1. WPST-F
2. WBUD
3. WKXW-F
4. WEAZ-F
- 5.

12+ EVE

1. WPST-F
2. WMMR-F
3. WHWH
4. WUSL-F
- 5.

ADULTS 18-34

1. WUSL-F
2. WMMR-F
3. WPST-F
4. WYSP-F
- 5.

ADULTS 25-54

1. WKXW-F
2. WPST-F
3. WDAS-F
4. WSNI-F
- WIOQ-F

ADULTS 35-64

1. WDAS-F
2. WPST-F
3. WKXW-F
4. WXTU-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WTTM	920	Trenton	1.9/7.2	WIOQ-F	102.1	Philadelphia	2.8/3.3
WBLS-F	107.5	New York	.7/3.1	WMGK-F	102.9	Philadelphia	1.4/5.5
WCAU	1210	Philadelphia	2.4/6.1	WNBC	660	New York	1.2/4.7
WCAU-F	98.1	Philadelphia	1.7/6.8	WNEW-F	102.7	New York	.5/2.2
WCBS	880	New York	.7/5.0	WOR	710	New York	2.1/8.4
WEGX-F	106.1	Philadelphia	1.7/5.0	WPAT-F	93.1	Paterson	.7/3.4
WFIL	560	Philadelphia	1.9/8.9	WPLJ-F	95.5	New York	.7/7.0
				WRKS-F	98.7	New York	1.7/5.1
				WSNI-F	104.5	Philadelphia	2.6/8.7
				WWDB-F	96.5	Philadelphia	1.9/3.8
				WXRK-F	92.3	New York	1.2/3.7

RADIO STATIONS

WBUD, 1260, 5 KW/1 KW (DA-1), MOR NBC, \$25.00 (---) T. Watts
 WHWH, 1350, 5 KW (DA-2), MOR ABC-E, NBC-T, \$35.00* (Masla) Nassau (PRINCETON) J. Morris

WKXW-F, 101.5, 18 KW @ 868, AC, \$43.00* (S. Katz) T. Watts
 WPST-F, 97.5, 50 KW @ 450, CHR, \$55.00* (Masla) Nassau J. Morris

Other ranked stations - See New York or Philadelphia in Spring 87 edition of American Radio

TRI-CITIES, WA
(Richland - Kennewick - Pasco)

MSA Rank/Pop: 244/148,100
 ARB Rank/Pop: 208/113,800
 Market TSL: 18.8 hours
 Average Person Ratings: 14.1

Diaries: 526/216:1
 Sample Target: 330
 % Below Line: 13.3
 % Not Listed: 15.6

Retail \$: .79 Bil
 FM Share: 75.56%
 Stations: 14/10

12+ METRO	1/4/SHARE	SPG	SPG	METRO CUME	METRO CUME RATING		
		86	85		S87	S86	S85
1. KIOK-F	37/23.1	17.6	23.2	395	34.7	30.4	36.7
2. KONA-F	17/10.6	9.6	9.6	198	17.4	18.0	22.6
3. KONA	17/10.6	9.6	9.6	249	21.9	22.0	28.5
4. KZZK-F	13/ 8.1	8.5	14.1	211	18.5	18.7	23.6
5. KEYW-F	12/ 7.5	---	---	150	13.2	---	---
6. KNLT-F	10/ 6.3	5.9	4.0	220	19.3	18.5	13.0
7. KORD	8/ 5.0	9.0	4.0	130	11.4	15.3	9.1
8.							
9.							
10.							

12+ AMD

1. KIOK-F
2. KONA >
3. KONA-F
4. KZZK-F
- 5.

12+ MID

1. KIOK-F
2. KONA-F
3. KONA
4. KEYW-F
- 5.

12+ PMD

1. KIOK-F>
2. KONA-F
3. KZZK-F
4. KONA
- 5.

12+ EVE

1. KIOK-F>
2. KONA-F
3. KZZK-F
- 4.
- 5.

ADULTS 18-34

1. KIOK-F>
2. KZZK-F
3. KNLT-F
4. KEYW-F
- 5.

ADULTS 25-54

1. KIOK-F
2. KEYW-F
3. KONA-F
4. KONA
- KNLT-F

ADULTS 35-64

1. KONA-F>
2. KONA
3. KEYW-F
4. KORD
- KAFR-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KACA-F	101.7	Prosser	.6/ 2.5	KAFR-F	97.1	Walla Walla	3.8/3.1
KALE	960	Richland	2.5/13.9	KPQ-F	102.1	Wenatchee	.6/2.9
KOTY	1340	Kennewick	1.3/ 9.0	KWHT-F	103.5	Pendleton	.6/2.1
KOTY-F	106.5	Richland	2.5/ 7.8				

RADIO STATIONS

KALE, 960, 5 KW/1 KW (DA-N), AC	NBC, \$13.00* (HNWH)	SRO	O. Knedson
KONA, 610, 5 KW (DA-2), MOR	ABC-I, \$13.00 (Torbet)		D. Mitchell
KORD, 870, 10 KW/250 W, COUNTRY	ABC-D, \$11.00 (MMR)		G. Hamblin
KEYW-F, 98.3, 3 KW @ 200, OLDIES	, \$11.00 (Republic)		R. McDowell
KIOK-F, 94.9, 100 KW @ 1250, CHR	, \$28.00* (HNWH)	SRO	O. Knudson
KONA-F, 105.3, 100 KW @ 1180, BTFL/EZ	CBS, \$16.00 (Torbet)		D. Mitchell
KOTY-F, 106.5, 25 KW @ -44, ? ?	MBS, \$11.00 (Christal)		J. Iles
KZZK-F, 102.7, 100 KW @ 1100, CHR	ABC-C, \$13.00* (MMR)		G. Hamblin
KNLT-F, 95.7, 100 KW @ ??, AC	, \$10.00 (Tacher)	(WALLA WALLA)	K. Albridge

TUSCALOOSA, AL

MSA Rank/Pop: 256/139,900
 ARB Rank/Pop: 204/119,800
 Market TSL: 19.5 hours
 Average Person Ratings: 14.3

Diaries: 399/300:1
 Sample Target: 310
 % Below Line: 26.3
 % Not Listed: 8.8

Retail \$: .73 Bil
 FM Share: 78.20%
 Stations: 17/9

12+ METRO	1/4/SHARE	SPG 86	SPG 85	METRO CUME	METRO CUME RATING S87	S86	S85
1. WTUG-F	33/19.3	19.5	15.3	260	21.7	23.5	22.7
2. WFFX-F	27/15.8	15.5	15.3	416	34.7	33.2	35.5
3. WZZK-F	19/11.1	8.0	8.4	286	23.9	16.8	17.4
4. WTSK	15/ 8.8	5.7	14.4	158	13.2	10.2	17.2
5. WACT-F	13/ 7.6	12.6	7.4	206	17.2	17.9	17.3
6. WAPI-F	10/ 5.8	6.9	7.4	170	14.2	14.8	15.3
7. WACT	8/ 4.7	3.4	4.5	99	8.3	8.5	11.6
WZBQ-F	8/ 4.7	---	---	190	15.9	---	---
9. WRLX	5/ 2.9	5.7	4.0	78	6.5	7.0	12.1
10.							

12+ AMD

1. WFFX-F
2. WTUG-F
3. WZZK-F
4. WACT-F
WTSK

12+ MID

1. WFFX-F>
2. WTUG-F
3. WZZK-F
- 4.
- 5.

12+ PMD

1. WTUG-F
2. WFFX-F>
3. WZZK-F
- 4.
- 5.

12+ EVE

1. WTUG-F>
2. WZZK-F
3. WAPI-F
4. WACT-F
WFFX-F

ADULTS 18-34

1. WFFX-F
2. WTUG-F>
3. WAPI-F
WZZK-F
- 5.

ADULTS 25-54

1. WTUG-F
2. WFFX-F
3. WZZK-F>
- 4.
- 5.

ADULTS 35-64

1. WZZK-F
2. WTUG-F
3. WFFX-F
4. WACT-F
WTSK

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WNPT	1280	Tuscaloosa	2.3/7.6	WKXX-F	106.9	Birmingham	1.2/8.3
WZBQ	102.5	Jasper	1.2/4.8	WMJJ-F	96.5	Birmingham	1.2/4.4
WDJC-F	93.7	Birmingham	.6/5.0	WURT-F	101.7	Gordo	2.3/4.8
WENN-F	107.7	Birmingham	1.8/9.2	WZZK	610	Birmingham	---/2.3

RADIO STATIONS

WACT, 1420, 5 KW (DAYS)	, COUNTRY	APR, \$ NA	(Roslin)	C. Price
WRLX, 1230, 1 KW	, BTFL/EZ	,\$10.00*	(Eastman)	G. O'Rear
WTSK, 790, 5 KW (DAYS)	, RELIGION/GOSPEL	,\$12.00	(Masla)	J. Shaw
WACT-F, 105.5, 3 KW @ 300,	COUNTRY	APR, \$12.00	(Roslin)	C. Price
WFFX-F, 95.7, 100 KW @ 500,	AC	,\$35.00*	(Eastman)	G. O'Rear
WTUG-F, 92.7, 3 KW @ 300,	BLACK	SBN, \$23.00*	(Masla)	
WZBQ-F, 102.5, 13 KW @ ? , ? ?		ABC-I, \$10.00*	(---)	(JASPER)

Other ranked stations - See Birmingham in Spring 87 edition of American Radio

TYLER, TX

MSA Rank/Pop: 243/150,600
 ARB Rank/Pop: 200/127,200
 Market TSL: 21.5 hours
 Average Person Ratings: 16.0

Diaries: 387/329:1
 Sample Target: 310
 % Below Line: 12.2
 % Not Listed: 7.8

Retail \$: .94 Bil
 FM Share: 64.89%
 Stations: 14/9

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		86	85		S87	S86	S85
1. KZEY	40/19.6	14.9	14.6	280	22.0	20.1	19.7
2. KTYL-F	34/16.7	11.2	11.5	365	28.7	25.3	26.8
3. KNUE-F	27/13.2	10.7	11.1	287	22.6	20.3	21.6
4. KEYP-F	20/ 9.8	14.4	13.3	295	23.2	23.5	27.2
5. KOOI-F	19/ 9.3	17.2	9.3	215	16.9	15.5	14.8
6. KTBB	15/ 7.4	5.6	9.7	268	21.1	20.5	25.3
7. KYKX-F	9/ 4.4	.9	3.1	128	10.1	5.4	6.5
8. KKDA-F	7/ 3.4	5.6	4.9	81	6.4	11.1	8.9
9. KROZ-F	5/ 2.5	4.2	7.1	139	10.9	10.6	17.0
KRLD	5/ 2.5	.9	2.7	78	6.1	5.3	3.7

12+ AMD

1. KTYL-F
2. KZEY
3. KTBB
4. KNUE-F
- 5.

12+ MID

1. KTYL-F
2. KZEY
3. KNUE-F
4. KOOI-F
- 5.

12+ PMD

1. KTYL-F
- KZEY
3. KNUE-F
4. KEYP-F
- 5.

12+ EVE

1. KEYP-F
2. KTYL-F
3. KNUE-F
4. KOOI-F
- KKDA-F

ADULTS 18-34

1. KZEY
2. KTYL-F
3. KNUE-F
4. KEYP-F
- 5.

ADULTS 25-54

1. KTYL-F>
2. KZEY
3. KNUE-F
4. KTBB
- 5.

ADULTS 35-64

1. KNUE-F
2. KOOI-F
- KTYL-F
4. KZEY
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KDOK	1490	Tyler	.5/3.2
KTYL	1330	Tyler	2.0/5.3
KEGL-F	97.1	Fort Worth	.5/2.9
WBAP	820	Fort Worth	.5/3.8

RADIO STATIONS

KTBB, 600, 5 KW/2.5 KW (DA-2), MOR/AC	NBC-T,ABC-I,\$17.00* (Banner)	D. Chaney
KZEY, 690, 1 KW/250 W (DA-2), BLACK	SBN,\$18.00* (HNWH)	M. Walker
KEYP-F, 99.3, 3 KW @ 300, CHR	,\$20.00 (Masla)	W. Fritsch
KNUE-F, 101.5, 100 KW @ 1074, COUNTRY	,\$28.00* (Banner)	D. Chaney
KOOI-F, 106.5, 100 KW @ 1468, BTFL/EZ	ABC-E,\$18.00* (Republic)	D. Waller
KROZ-F, 92.1, 3 KW @ 280, COUNTRY	,\$14.00* (HNWH)	M. Walker
KTYL-F, 93.1, 100 KW @ 375, AC	ABC-C,\$24.00* (---)	A. Drake

KYKX - See Longview

KRLD, KKDA - See Dallas in Spring 87 edition of American Radio

VICTORIA, TX

MSA Rank/Pop: 341/76,500
 ARB Rank/Pop: 253/62,700
 Market TSL: 17.6 hours
 Average Person Ratings: 12.6

Diaries: 309/203:1
 Sample Target: 250
 % Below Line: 12.1
 % Not Listed: 16.5

Retail \$: .58 Bil
 FM Share: 81.82%
 Stations: 9/6

12+ METRO	1/4/SHARE	SPG 86	SPG 85	METRO CUME	METRO S87	CUME S86	RATING S85
1. KVIC-F	22/27.8	23.0	37.6	288	45.9	46.1	57.3
2. KZEU-F	16/20.3	17.0	10.9	183	29.2	28.0	21.8
3. KKBH-F	7/ 8.9	7.0	---	136	21.7	23.1	---
4. KAMG	5/ 6.3	5.0	5.0	94	15.0	11.6	17.4
KNAL	5/ 6.3	11.0	12.9	105	16.7	23.5	32.5
KMJQ-F	5/ 6.3	---	5.9	29	4.6	---	7.1
7. KTXN-F	3/ 3.8	4.0	5.0	62	9.9	9.9	12.0
8.							
9.							
10.							

12+ AMD

1. KZEU-F
2. KVIC-F>
3. KNAL >
- 4.
- 5.

12+ MID

1. KVIC-F
2. KZEU-F>
3. KAMG
- 4.
- 5.

12+ PMD

1. KVIC-F>
2. KZEU-F>
3. KKBH-F
- 4.
- 5.

12+ EVE

1. KVIC-F
2. KZEU-F
3. KMJQ-F>
4. KKBH-F
- 5.

ADULTS 18-34

1. KVIC-F>
2. KKBH-F
3. KZEU-F>
- 4.
- 5.

ADULTS 25-54

1. KVIC-F
2. KZEU-F>
3. KAMG-F
4. KKBH-F
- 5.

ADULTS 35-64

1. KZEU-F>
2. KVIC-F>
3. KAMG-F
4. KNAL
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KGUL 1560 Port Lavaca 2.5/7.3
 KOUL-F 103.7 Sinton 1.3/3.3

RADIO STATIONS

KAMG, 1340, 1 KW	, OLDIES	ABC-D, \$12.00*	(Mc-Guild)	Mayes	R. Woodman
KNAL, 1410, 500 W (DA-N)	, COUNTRY	, \$12.00*	(Riley)		R. Martin
KGUL, 1560, 500 W (DAYS)	, SPANISH	, \$11.00	(---)	(PORT LAVACA)	J. Muse
KKBH-F, 93.3, 100 KW @ 750, CHR		, \$14.00*	(Target)	(PORT LAVACA)	P. Robbins
KTXN-F, 98.7, 100 KW @ 347, BTFL/EZ		CNN, \$11.00	(Masla)		D. Freed
KVIC-F, 95.1, 100 KW @ 500, CHR		, \$24.00	(Mc-Guild)	Mayes	R. Woodman
KZEU-F, 107.9, 100 KW @ 362, COUNTRY		, \$15.00	(---)		H. Smith

KMJQ - See Houston in Spring 87 edition of American Radio

WATERBURY, CT

MSA Rank/Pop: 197/210,300
 ARB Rank/Pop: 161/181,100
 Market TSL: 24.2 hours
 Average Person Ratings: 18.2

Diaries: 403/449:1
 Sample Target: 400
 % Below Line: 74.2
 % Not Listed: 11.8

Retail \$: NA
 FM Share: NA
 Stations: 20/3

12+ METRO	1/4/SHARE	SPG 86	SPG 85	METRO CUME	METRO CUME RATING S87	S86	S85
1. WDRC-F	32/9.7	5.3	3.4	362	20.0	16.7	17.5
2. WATR	29/8.8	8.1	10.4	304	16.8	18.3	23.6
WKCI-F	21/6.4	7.8	11.0	447	24.7	23.8	31.9
4. WKSS-F	25/7.6	9.1	7.9	362	20.0	18.9	19.2
5. WPLR-F	23/7.0	3.4	2.7	284	15.7	14.8	12.5
6. WIOF-F	21/6.4	8.1	4.3	351	19.4	19.5	14.9
7. WEZN-F	19/5.8	9.4	5.2	217	12.0	14.3	9.6
8. WRCH-F	16/4.8	5.9	6.7	188	10.4	14.0	11.8
9. WQQW	15/4.5	3.4	6.1	150	8.3	10.4	8.8
10. WTIC	14/4.2	5.0	5.8	259	14.3	16.8	18.4
11. WWCO	13/3.9	1.9	6.1	141	7.8	10.0	15.5
WRKI-F	13/3.9	1.3	3.4	185	10.2	7.5	7.1
WTIC-F	13/3.9	4.7	4.9	246	13.6	12.6	15.2

12+ AMD

1. WDRC-F
2. WATR
3. WKCI-F
4. WTIC
- 5.

12+ MID

1. WATR
2. WKCI-F
3. WPLR-F
4. WDRC-F
- 5.

12+ PMD

1. WKCI-F
2. WKSS-F
3. WDRC-F
4. WPLR-F
- 5.

12+ EVE

1. WKSS-F
2. WIOF-F
3. WKCI-F
WPLR-F
- 5.

ADULTS 18-34

1. WPLR-F
2. WDRC-F
- WKCI-F
- WKSS-F
- 5.

ADULTS 25-54

1. WDRC-F
2. WKCI-F
3. WIOF-F
4. WWCO
- 5.

ADULTS 35-64

1. WDRC-F
2. WIOF-F
3. WATR
4. WEZN-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBLS-F	107.5	New York	2.5/ .3
WCBS	880	New York	.3/5.2
WDAQ-F	98.3	Danbury	.3/2.5
WEBE-F	107.9	Westport	.6/3.9
WHCN-F	105.9	Hartford	3.6/9.9
WNBC	660	New York	.9/3.0
WWYZ-F	92.5	Waterbury	2.7/8.6

RADIO STATIONS

WATR, 1320, 5 KW/1 KW (DA-2), MOR	CBS, \$35.00* (Banner)	F. Erwin
WQQW, 1590, 5 KW (DA-1)	, NOSTALGIA APR, \$28.00* (Kettell)	M. Pite
WWCO, 1240, 1 KW	, AC/MOR ABC-E, \$26.00* (Masla)	S. Brownstein

Other ranked stations - See Hartford, Bridgeport or New Haven in Spring 87 edition of American Radio

WATERTOWN, NY

MSA Rank/Pop: NA
 ARB Rank/Pop: 246/76,500
 Market TSL: 23.9 hours
 Average Person Ratings: 17.9

Diaries: 257/298:1
 Sample Target: 250
 % Below Line: 3.3
 % Not Listed: 11.7

Retail \$: .51 Bil
 FM Share: 68.60%
 Stations: 9/6

12+ METRO	1/4/SHARE	SPG 86	SPG 85	METRO CUME	METRO CUME RATING S87	S86	S85
1. WTNF-F	44/32.1	---	---	356	46.5	---	---
2. WTNF	28/20.4	30.3	29.8	310	40.5	50.5	58.5
3. WNCQ-F	26/19.0	18.0	21.4	201	26.3	26.6	23.9
4. WTOJ-F	10/ 7.3	17.2	13.0	187	24.4	34.0	29.1
5. WOTT	6/ 4.4	4.9	3.8	88	11.5	13.2	13.7
6. WATN	3/ 2.2	7.4	4.6	80	10.5	15.0	18.1
7.							
8.							
9.							
10.							

12+ AMD

1. WTNF
2. WTNF-F
3. WNCQ-F>
- 4.
- 5.

ADULTS 18-34

1. WTNF-F>
2. WTNF
3. WTOJ-F
4. WNCQ-F
- 5.

12+ MID

1. WTNF-F
2. WTNF
3. WNCQ-F>
- 4.
- 5.

ADULTS 25-54

1. WTNF-F
2. WTNF
3. WNCQ-F>
4. WTOJ-F
- 5.

12+ PMD

1. WTNF-F>
2. WNCQ-F
3. WTNF >
4. WTOJ-F
- 5.

ADULTS 35-64

1. WTNF
2. WNCQ-F
- WTNF-F
- 4.
- 5.

12+ EVE

1. WTNF-F>
2. WNCQ-F
3. WTNF
4. WTOJ-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

CFLY-F 98.3 Kingston .7/6.3
 WSCP 1070 Sandy Creek .7/2.5
 WSCP-F 101.7 Pulaski 1.5/1.0

RADIO STATIONS

WATN, 1240, 1 KW	, COUNTRY	,\$ 8.00 (Roslin)	J. Brosk
WOTT, 1410, 5 KW/1 KW (DA-N)	, AC	,\$10.00 (S. Katz)	J. Graham
WTNF, 790, 1 KW (DA-N)	, MOR	CBS,US 1,\$30.00* (Torbet)	D. Alexander
WNCQ-F, 97.5,	41 KW @ 285, COUNTRY	,\$16.00* (S. Katz)	J. Graham
WTNF-F, 93.5,	3 KW @ 300, CHR	,\$25.00* (Torbet)	D. Alexander
WTOJ-F, 103.1,	3 KW @ 300, AC	,\$11.00 (Roslin)	(CARTHAGE) J. Riley

WICHITA FALLS, TX

MSA Rank/Pop: 280/125,900
 ARB Rank/Pop: 220/103,700
 Market TSL: 19.8 hours
 Average Person Ratings: 13.9

Diaries: 411/252:1
 Sample Target: 300
 % Below Line: 5.4
 % Not Listed: 10.4

Retail \$: .91 Bil
 FM Share: 84.50%
 Stations: 11/7

12+ METRO	1/4/SHARE	SPG 86	SPG 85	METRO CUME	METRO CUME RATING S87	S86	S85
1. KLUR-F	40/27.8	38.1	29.1	414	39.9	48.5	41.1
2. KNIN-F	32/22.2	17.0	20.1	417	40.2	31.2	38.2
3. KTLT-F	19/13.2	9.5	10.6	283	27.3	24.2	22.2
4. KKQV-F	17/11.8	12.9	10.1	307	29.6	24.1	27.8
5. KGTM	7/ 4.9	5.4	8.9	94	9.1	16.6	16.7
6. KWFT	5/ 3.5	6.8	5.6	100	9.6	11.8	13.2
7.							
8.							
9.							
10.							

12+ AMD

1. KLUR-F>
2. KNIN-F
3. KTLT-F
4. KKQV-F
- 5.

ADULTS 18-34

1. KNIN-F
2. KLUR-F
3. KKQV-F
4. KTLT-F
- 5.

12+ MID

1. KLUR-F>
2. KNIN-F
3. KTLT-F
4. KKQV-F
- 5.

ADULTS 25-54

1. KLUR-F
2. KNIN-F
3. KTLT-F>
4. KKQV-F
- 5.

12+ PMD

1. KLUR-F
2. KNIN-F>
3. KKQV-F
4. KTLT-F
- 5.

ADULTS 35-64

1. KLUR-F>
2. KTLT-F
3. KNIN-F
- 4.
- 5.

12+ EVE

1. KNIN-F>
2. KLUR-F
3. KKQV-F
4. KTLT-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KLLF	1290	Wichita Falls	1.4/4.1
KKDA-F	104.5	Dallas	.7/2.8
KKLD	570	Dallas	.7/2.8
KRLD	1080	Dallas	.7/2.4
WBAP	820	Fort Worth	2.8/6.0

RADIO STATIONS

KGTM, 990, 10 KW/1 KW (DA-2), COUNTRY	,\$15.00* (Banner)	D. Hargrove
KWFT, 620, 5 KW (DA-N), MOR	CBS,\$14.00 (Torbet)	D. Whan
KKQV-F, 103.3, 100 KW @ 440, CHR	,\$19.00* (Mc-Guild)	T. Carter
KLUR-F, 99.9, 100 KW @ 820, COUNTRY	ABC-I,\$33.00* (Katz)	S. Beard
KNIN-F, 92.9, 100 KW @ 1012, CHR	ABC-C,\$26.00* (Banner)	D. Hargrove
KTLT-F, 106.3, 3 KW @ 300, AC	US 2,\$17.00* (Christal)	A. Maxwell

WILLIAMSPORT, PA

MSA Rank/Pop: 301/116,100
 ARB Rank/Pop: 226/99,200
 Market TSL: 22.8 hours
 Average Person Ratings: 17.2

Diaries: 341/291:1
 Sample Target: 290
 % Below Line: 2.0
 % Not Listed: 11.1

Retail \$: .61 Bil
 FM Share: 71.05%
 Stations: 14/12

12+ METRO	1/4/SHARE	SPG 86	SPG 85	METRO CUME	METRO CUME RATING S87	S86	S85
1. WILQ-F	43/25.1	27.3	20.6	380	38.3	35.0	29.5
2. WFXX-F	36/21.1	18.8	12.9	354	35.7	33.2	24.2
3. WLYC	22/12.9	8.5	11.8	199	20.1	9.6	17.6
4. WKSJ-F	18/10.5	7.9	8.2	244	24.6	16.9	20.0
5. WWPA	14/ 8.2	9.7	12.4	181	18.2	22.4	24.4
6. WRAK	5/ 2.9	3.6	4.1	107	10.8	8.9	14.7
7. WWZU-F	4/ 2.3	---	---	52	5.2	---	---
8.							
9.							
10.							

<u>12+AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>
1. WILQ-F>	1. WILQ-F	1. WFXX-F	1. WFXX-F>
2. WFXX-F	2. WFXX-F	2. WILQ-F>	2. WILQ-F>
3. WLYC	3. WLYC	3. WLYC	3. WKSJ-F
4. WKSJ-F	4. WKSJ-F	4. WKSJ-F	4. WRAK
5.	5.	5.	5.

<u>ADULTS 18-34</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35-64</u>
1. WFXX-F>	1. WILQ-F>	1. WILQ-F>
2. WKSJ-F	2. WFXX-F	2. WLYC >
3. WILQ-F>	3. WKSJ-F>	3. WWPA
4.	4.	4. WFXX-F
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBUG	1190	Hugesville	.6/3.1	WHLM	550	Bloomsburg	---/ .8
WFXX	1450	S. Williamsport	1.2/5.5	WHLM-F	106.5	Bloomsburg	.6/2.9
WHTO-F	103.9	Muncy	.6/4.0	WOEZ-F	100.9	Milton	1.2/4.0
WJSA	1600	Jersey Shore	---/1.6				
WJSA-F	93.5	Jersey Shore	1.2/2.8				
WYRS-F	97.7	Jersey Shore	.6/6.5				

RADIO STATIONS

WLYC, 1050, 1 KW (DAYS)	, NOSTALGIA	ABC-I, \$19.00 (Roslin)	B. Cunnion
WRAK, 1400, 1 KW (DA-1)	, MOR	SMN, \$10.00 (Torbet)	G. Gilbert
WWPA, 1340, 1 KW	, AC	CBS, \$11.00 (Smith)	W. Ott
WFXX-F, 99.3, 105 W @ 1280, CHR		ABC-F, \$24.00 (Masla)	W. Diggins
WILQ-F, 105.1, 3.8 KW @ 1300, COUNTRY		ABC-I, \$26.00 (Roslin)	B. Cunnion
WKSJ-F, 102.7, ? KW @ 1270, AC		,\$14.00* (Torbet)	G. Gilbert
WWZU-F, 92.1, 3 KW @ 225, AOR		,\$ 8.00 (Pates)	(LOCK HAVEN) J. Lipez

YAKIMA, WA

MSA Rank/Pop: 215/183,000
 ARB Rank/Pop: 183/147,700
 Market TSL: 21.2 hours
 Average Person Ratings: 15.8

Diaries: 472/313:1
 Sample Target: 350
 % Below Line: 3.5
 % Not Listed: 13.7

Retail \$: .89 Bil
 FM Share: 64.18%
 Stations: 19/14

12+ METRO	1/4/SHARE	SPG 86	SPG 85	METRO CUME	METRO CUME S87	METRO CUME S86	METRO CUME S85
1. KXDD-F	31/13.3	13.0	14.1	244	16.5	18.4	22.9
2. KFFM-F	24/10.3	6.5	10.2	357	24.2	15.0	23.0
3. KIT	21/ 9.0	7.4	11.8	329	22.3	21.1	26.1
4. KATS-F	20/ 8.6	10.0	8.2	258	17.5	16.7	13.1
5. KRSE-F	19/ 8.2	7.4	7.8	186	12.6	10.7	12.4
6. KZHR-F	18/ 7.7	9.1	7.8	258	17.5	18.8	11.0
7. KUTI	16/ 6.9	12.6	6.3	222	15.0	20.3	18.6
8. KBBO	12/ 5.2	5.2	4.3	192	13.0	8.8	10.0
9. KMWX	11/ 4.7	4.8	6.3	160	10.8	13.8	19.5
10. KRKN-F	8/ 3.4	---	---	62	4.2	---	---

12+ AMD

- KIT
- KXDD-F
- KFFM-F>
- KATS-F
-

12+ MID

- KXDD-F
- KRSE-F
- KUTI
- KATS-F
- KFFM-F

12+ PMD

- KXDD-F>
- KFFM-F
- KRSE-F
- KZHR-F
- KATS-F

12+ EVE

- KFFM-F
- KATS-F
- KZHR-F
- KIT
-

ADULTS 18-34

- KATS-F
- KFFM-F
- KXDD-F
-
-

ADULTS 25-54

- KXDD-F>
- KFFM-F
- KMWX
- KIT
-

ADULTS 35-64

- KXDD-F
- KIT
- KRSE-F
- KUTI
-

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KIHS-F	99.3	Yakima	.9/6.6	KBRD-F	103.7	Tacoma	.4/2.6
KREW	1210	Sunnyside	2.1/5.7	KGO	810	San Francisco	.4/2.0
KREW-F	96.7	Sunnyside	.4/3.0	KIOK-F	94.9	Ricland	.9/4.1
KYXE	1020	Selah	1.7/6.3	KONA-F	105.3	Kennewick	.4/2.0
				KPQ-F	102.1	Wenatchee	.9/3.2

RADIO STATIONS

KBBO, 1390, 5 KW/500 W (DA-2), RELIGION	UPI, \$10.00* (Banner)	P. Fretwell
KIT, 1280, 5 KW/1 KW, MOR	ABC-I, \$24.00 (Mc-Guild)	J. Goetz
KMWX, 1460, 5 KW (DA-N), AC	NBC, \$10.00* (Torbet)	G. Myhre
KUTI, 980, 5 KW/500 W (DA-N), COUNTRY	ABC-E, \$19.00* (Christal)	N. Anglin
KATS-F, 94.5, 100 KW @ 850, AOR	ABC-R, \$18.00* (Mc-Guild)	J. Goetz
KFFM-F, 107.3, 100 KW @ 904, CHR	Source, \$21.00* (Torbet)	G. Myhre
KRKN-F, 96.9, 3 KW @ -772, ? ?	SMN, \$ NA (---)	(NACHES)
KRSE-F, 98.3, 760 W @ 560, BTFL/EZ	, \$15.00* (Banner)	P. Fretwell
KXDD-F, 104.1, 61 KW @ 840, COUNTRY	ABC-D, \$25.00* (Christal)	N. Anglin
KZHR-F, 92.7, 3 KW @ 25, CHR	, \$12.00 (Radio West) (TOPPENISH)	C. Lalande

SECTION B

BIRCH NON-MONTHLY MARKETS
(12+ Share and 12+ Cume Rating)

BRATTLEBORO, VT (Fall 1986)

1.	W TSA-F	14.4/22.6	96.7, 3 KW @ 300, AC	NBC,\$ NA (HNWH)	
2.	WHDQ-F	12.6/19.1	106.1, 10 KW @ 1068, CHR	ABC-C,\$ NA (Queen)	(CLAREMONT)
3.	WAAF-F	9.2/16.3	See Worcester in Spring 87 edition of American Radio		
4.	WBFL-F	8.5/20.8	107.1, 1 KW @ 530, COUNTRY	US 1,\$10.00 (---)	(BELLOW FALLS)
5.	W TSA	8.4/23.6	1450, 1 KW , COUNTRY	NBC,\$ NA (HNWH)	
6.	WKVT-F	7.1/19.1	92.7, 3 KW @ 300, AC	CBS-R,\$16.00 (Kadetsky)	

CHESHIRE, NH (Winter 1987)

1.	WKNE-F	20.7/44.2	103.7, 42 KW @ 550, CHR	,\$23.00 (Kadetsky)	(KEENE)
2.	WAAF-F	13.8/20.1	See Worcester in Spring 87 edition of American Radio		
3.	WKBK	9.6/24.1	1220, 1 KW (DAYS), AC	ABC-C,\$11.00 (Savalli)	(KEENE)
4.	WSSH-F	6.5/ 9.3	See Boston in Spring 87 edition of American Radio		
5.	WKNE	5.8/18.8	1290, 5 KW (DA-1), AC	,\$16.00 (Kadetsky)	(KEENE)

CORNING - ELMIRA, NY (Fall 1986)

1.	WL VY-F	10.8/23.1	94.3, 1 KW @ 480, CHR	,\$18.00 (Torbet)	
2.	WZKZ-F	10.5/20.9	106.1, 50 KW @ 500, CONTEMP	MBS,\$17.00 (Roslin)	
3.	WQIX-F	8.7/14.8	100.9, 3 KW @ 245, ??	,\$ NA (?)	(HORSEHEAD)
4.	WENY	7.9/16.6	1230, 1 KW , MOR	NBC,NBC-T,\$13.00 (Mc-Guild)	
5.	WKPQ-F	7.6/11.6	105.3, 8 KW @ 560, AC	,\$16.00 (Regional)	(HORNELL)
6.	WNGZ-F	6.9/10.8	104.9, 3 KW @ 300, AOR (?)	,\$ NA (HNWH)	(MONTOUR)

LEE/WHITESIDE COUNTIES, IL (Fall 1986)

1.	W XLP-F	16.2/24.0	See Davenport in Spring 87 edition of American Radio		
2.	WSDR	13.5/36.2	1240, 500 W/1 KW , MOR	,\$ NA (Masla)	(STERLING)
3.	KI IK-F	11.9/25.2	See Davenport in Spring 87 edition of American Radio		
4.	WLLR-F	9.1/18.2	See Davenport in Spring 87 edition of American Radio		

MANITOWOC COUNTY, WI (Fall 1986)

1.	WOMT	23.9/45.4	1240, 1 KW , MOR	CBS,\$17.00 (Masla)	
2.	WCUB	20.4/31.5	980, 5 KW (DA-2), COUNTRY	,\$30.00 (Katz)	
3.	WIXX-F	19.9/38.4	See Green Bay in Spring 87 edition of American Radio		

MOSES LAKE, WA (Fall 1986)

1.	KWIQ-F	23.1/29.5	100.3, 100 KW @ 310 , COUNTRY	MBS,\$10.00 (Market 4)	
2.	KWWW-F	17.5/21.1	96.7, 250 W @ 1040 , CHR	SMN,\$12.00 (Market 4)	(QUINCY)
3.	KWIQ	12.1/13.5	1020, 2.5 KW/500 W (DA-D), ??	SMN,\$ 9.00 (Market 4)	
4.	KI OK-F	10.0/23.7	See Tri-Cities in this edition		
5.	KBSN	8.6/29.5	1470, 5 KW/1 KW (DA-2), MOR	ABC-I,\$ 7.00 (Savalli)	

OCALA, FL (Fall 1986)

1.	WNFI-F	15.2/23.9	See Daytona Beach in Spring 87 edition of American Radio		
2.	WMFQ-F	12.5/16.2	92.7, 3 KW @ 300, BTFL	,\$19.00 (Roslin)	
3.	WMOP	8.4/15.9	900, 5 KW (DAYS), OLDIES	ABC-D,\$16.00 (Roslin)	
4.	WKTK-F	6.8/16.9	98.5, 100 KW @ 1330, AC	,\$ NA (---)	(CRYSTAL RIVER)

PADUCAH, KY (Fall 1986)

1.	WKYQ-F	30.2/44.5	93.3, 89 KW @ 440 , COUNTRY	ABC-I,\$30.00 (Mc-Guild)	
2.	WDDJ-F	21.4/36.7	96.9, 100 KW @ 340 , CHR	,\$21.00 (Crystal)	
3.	WRIK-F	11.3/24.3	98.3, 1.3 KW @ 456 , CHR	,\$ 9.00 (---)	(METROPOLIS, IL)
4.	WKYX	6.9/15.3	570, 1 KW/500 W (DA-2), CONTEMP	ABC-C,\$22.00*(Mc-Guild)	

RUSSELL/BOWLING GREEN, KY (Fall 1986)

1. WKDF-F 20.5/29.0 See Nashville in Spring 87 edition of American Radio
2. WBVR-F 14.0/24.8 101.1, 100 KW @ 1047, COUNTRY , \$30.00 (---) Keymarket
3. WWKX-F 11.4/28.1 See Nashville in Spring 87 edition of American Radio

SALEM, OR (Fall 1986)

1. KXYQ-F 17.5/27.5
2. KINK-F 8.3/11.9
3. KUPL-F 6.3/ 9.4 See Portland, OR for information about all stations
- KGON-F 6.3/13.7
5. KXL-F 5.3/ 9.6

SALINA, KS (Winter 1987)

1. KSKG-F 25.2/35.4 99.9, 100 KW @ 565, CHR ABC-F, \$25.00 (Masla)
2. KSAL 25.1/45.1 1150, 5 KW (DA-N), MOR NBC-T, ABC-I, \$29.00 (Banner)
3. KYEZ-F 13.6/31.0 93.7, 100 KW @ 500, COUNTRY , \$25.00 (Banner)
4. KSAJ-F 6.4/11.1 NO DATA AVAILABLE

SANTA MARIA/LOMPOC, CA (Fall 1986)

1. KSNI-F 16.3/16.5 102.5, 17 KW @ 770, COUNTRY , \$ NA (Torbet)
2. KRQK-F 16.0/27.1 100.9, .5 KW @ 800, CONTEMP , \$ NA (MMR)
3. KXFM-F 9.3/22.2 99.1, 2.5 KW @ 2000, CHR , \$18.00 (HNWH)
4. KRUZ-F 7.6/13.5 See Santa Barbara in this edition
5. KZOZ-F 6.3/14.3 93.3, 30 KW @ 1470, ? ? , \$ NA (Republic) (SAN LUIS OBISPO)

SIERRA VISTA, AZ (Fall 1986)

1. KZMK-F 22.1/37.5 92.1, .5 KW @ 2000 , CHR , \$14.00 (---) (BISBEE)
2. KTAZ-F 19.5/39.9 100.9, 3 KW @ 300 , ? ? , \$ 7.00 (---)
3. KTAN 15.1/27.6 1420, 1 KW/500 W (DA-N), COUNTRY , \$ 7.00 (---)

VALDOSTA, GA (Winter 1987)

1. WLGA-F 29.9/47.1 95.9, 3 KW @ 300 , CONTEMP , \$16.00 (---)
2. WGOV 17.8/29.9 950, 5 KW/1 KW (DA-N), BLACK , \$10.00 (---) Rivers
3. WAAC-F 14.0/23.0 92.9, 100 KW @ 509 , COUNTRY ABC-E, \$14.00 (---)
4. WJEM 9.9/13.5 1150, 5 KW (DAYS, DA) , COUNTRY , \$10.00 (Roslin)
5. WZLS-F 8.7/20.8 96.7, 3 KW @ 300 , ? ? , \$ NA (---)

YUMA, AZ (Fall 1986)

1. KJOK-F 29.0/40.0 93.1, 100 KW @ 80, CHR , \$22.00 (Radio West)
2. KYXI-F 23.4/30.3 100.9, 3 KW @ 274, AC , \$ NA (HNWH)
3. KTTI-F 19.6/32.9 95.1, 25 KW @ 99, COUNTRY , \$21.00*(Torbet)
4. KBLU 12.1/29.8 560, 1 KW (DA-2), MOR CBS, \$20.00*(Torbet)

EASTERN LONG ISLAND (Winter 1987)

1. WRCN-F 12.4/13.4 See Nassau-Suffolk in Spring 87 edition of American Radio
2. WALK-F 9.3/13.4 See Nassau-Suffolk in Spring 87 edition of American Radio
- WPLR-F 9.3/16.5 See New Haven in Spring 87 edition of American Radio
4. WBAZ-F 7.0/12.2 101.7, 3 KW @ 231, BTFL/EZ , \$18.00 (Savalli) (SOUTHOLD)
- WRIV 7.0/ 9.1 1390, 1 KW (DAYS), MOR , \$26.00 (Roslin) (RIVERHEAD)
6. WLNG-F 6.2/13.1 92.1, 3 KW @ 300, CONTEMP , \$12.00 (Market 4)(SAG HARBOR)

SECTION C

TORONTO, ONTARIO

12+ AQH/SHARE	WIN 87	FAL 86	SUM 86	SPG 86	12+ CUME/CUME RATING	TEENS
1. CFRB 589/13.3	14.2	14.1	12.1	13.9	1. CHUM-F 6717/25.2	1. CFTR 46.0
2. CHUM-F 438/ 9.9	9.6	9.0	9.3	9.4	2. CFRB 5478/20.5	2. CILQ-F 14.9
3. CKFM-F 409/ 9.2	5.7	8.7	7.7	8.3	3. CFTR 4898/18.4	3. CFNY-F 14.0
4. CILQ-F 395/ 8.9	9.3	7.9	9.3	9.2	4. CILQ-F 4813/18.0	4. CHUM-F 7.7
5. CFTR 364/ 8.2	8.2	9.4	6.9	7.0	5. CKFM-F 4270/16.0	
6. CJCL 325/ 7.3	6.7	5.1	7.7	5.7	6. CHUM 3800/14.2	
7. CFNY-F 260/ 5.9	6.5	5.5	5.2	5.5	7. CFNY-F 3556/13.3	
8. CHUM 243/ 5.5	4.9	5.9	5.7	3.8	8. CJCL 3319/12.4	
9. CHFI-F 220/ 5.0	5.0	4.9	4.4	4.5	9. CHFI-F 2916/10.9	
10. CBL 205/ 4.6	5.0	3.8	4.7	5.1	10. CBL 2250/ 8.4	ADULTS 18-34
11. CFGM 155/ 3.5	3.4	3.3	4.6	5.7	11. CBL-F 2123/ 8.0	1. CHUM-F 18.5
12. CKEY 120/ 2.7	3.0	3.7	3.8	5.1	12. CFGM 1811/ 6.8	2. CILQ-F 17.8
13. CBL-F 116/ 2.6	3.2	2.9	3.1	2.6	13. CKEY 1791/ 6.7	3. CKFM-F 11.9
14. CKO-F 80/ 1.8	1.5	1.8	1.3	1.9	14. CKO-F 1309/ 4.9	4. CFNY-F 11.4
						5. CHUM 8.2

MEN 18-34

1. CILQ-F 26.2
2. CHUM-F 16.5
3. CFNY-F 14.0
4. CKFM-F 8.1
5. CHUM 7.5

MEN 18-49

1. CILQ-F 19.0
2. CHUM-F 14.6
3. CKFM-F 10.3
4. CFNY-F 9.4
5. CHUM 6.2

MEN 25-54

1. CHUM-F 14.2
2. CKFM-F 11.8
3. CILQ-F 10.0
4. CFRB 7.4
5. CFNY-F 6.4

ADULTS 18-49

1. CHUM-F 14.3
2. CKFM-F 12.8
3. CILQ-F 12.2
4. CFNY-F 7.5
5. CHFI-F 7.2
CHUM 7.2

WOMEN 18-34

1. CHUM-F 20.9
2. CKFM-F 16.3
3. CFTR 10.1
4. CHUM 9.1
5. CFNY-F 8.3

WOMEN 18-49

1. CKFM-F 15.4
2. CHUM-F 14.0
3. CHFI-F 10.8
4. CHUM 8.3
5. CFTR 8.2

WOMEN 25-54

1. CKFM-F 13.5
2. CHFI-F 10.9
3. CFRB 9.9
4. CHUM-F 9.0
5. CHUM 7.7

ADULTS 25-54

1. CKFM-F 12.7
2. CHUM-F 11.6
3. CFRB 8.7
4. CHFI-F 7.1
5. CHUM 6.9

12+ AMD

1. CFRB 16.6
2. CHUM-F 10.0
3. CKFM-F 9.5
4. CFTR 7.7
5. CBL 6.8

12+ MID

1. CFRB 13.9
2. CKFM-F 11.7
3. CHUM-F 11.5
4. CJCL 7.7
5. CILQ-F 7.6

12+ PMD

1. CFRB 13.3
2. CKFM-F 10.4
3. CILQ-F 10.2
4. CHUM-F 9.1
5. CFTR 8.9

12+ EVE

1. CILQ-F 11.8
2. CHUM-F 11.0
3. CFTR 10.5
4. CFRB 9.7
5. CFNY-F 8.9

RADIO STATIONS

CBL , 740, 50 KW,
 CFGM, 1320, 50 KW,
 CFRB, 1010, 50 KW,
 CFTR, 680, 50 KW,
 CHUM, 1050, 50 KW,
 CJCL, 1430, 50 KW,
 CKEY, 590, 50 KW,

VARIOUS
 COUNTRY
 MOR/TALK
 CONTEMP
 AC
 NOSTALGIA
 OLDIES

K. Lack
 G. Slaight
 P. Shurman
 A. Viner
 J. Waters
 D. Ackhurst
 M. Mangialardo

CBC
 Rogers
 Telemedia

CBL-F , 94.1, 38 KW @
 CFNY-F, 102.1, 35 KW @
 CHFI-F, 98.1, 44 KW @
 CHUM-F, 104.5, 40 KW @
 CILQ-F, 107.1, 40 KW @
 CKFM-F, 99.9, 40 KW @
 CKO-F , 99.1, 100 KW @

, VARIOUS
 , CONTEMP
 , AC
 , AOR
 , AOR
 , AC
 , NEWS

K. Lack
 W. Hutton
 J. Sward
 D. Roman
 G. Slaight
 J. Mackey
 S. Stewart

CBC
 Seikirk
 Rogers





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