

AMERICAN RADIO

Summer 1988 Supplement



James H. Duncan, Jr.

AMERICAN RADIO
SUMMER 1988 SUPPLEMENT

(Arbitron Rating Period: 23 June - 14 September)

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

I am pleased to present the third edition of American Radio - Summer 1988 Supplement. This book is designed to supplement the primary editions of American Radio by providing updated summaries of the 78 markets which Arbitron surveys on a quarterly basis.

The "Summer Supplement" is issued every November.

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:

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Every effort has been made to make this book as accurate as 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.

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INDIVIDUAL MARKET REPORTS
(in alphabetical order)

Albany-Schenectady	Fresno	Milwaukee	Sacramento
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Austin	Greenville	Nassau-Suffolk	Salt Lake City
Baltimore	Harrisburg	New Orleans	San Antonio
Baton Rouge	Hartford	New York	San Diego
Birmingham	Honolulu	Norfolk	San Francisco
Boston	Houston	Oklahoma City	San Jose
Buffalo	Indianapolis	Omaha	Seattle-Tacoma
Charlotte	Jacksonville	Orlando	Springfield, MA
Chattanooga	Kansas City	Philadelphia	Syracuse
Chicago	Knoxville	Phoenix	Tampa-St. Petersburg
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Denver	Memphis	Riverside-SB	Wilkes Barre-Scranton
Detroit	Miami-Ft. Lauderdale	Rochester	York
El Paso			Youngstown

Unfortunately, the Birch data which we usually show in this book was not available in time for us to include it in this issue.

I am certain that it will be included in the Fall American Radio Book.

ALBANY - SCHENECTADY - TROY

Arbitron Rank/Pop (12+): 53/722,300

MSA Rank/Pop: 50/844,000
ADI # 52

Average Person Ratings: 15.2
Market TSL: 20.25 hours

Stations: 25/22
Diaries: 1082/563:1/52.3%
Sample Target: 1060
% Below Line: 2.3
% Not Listed: 12.1

1987 Revenue: \$17,500,000
HH Inc.: \$35,494
Retail \$: 5.8 Bil
Pop per Station: 32,832
#1 Biller: WGY \$3,500,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% Conversion	Birch Share	Birch AQH	Birch Cume
1. WPYX-F (AOR)	129/11.7	12.4	11.3	10.6	13.0	11.5	198/2520	1793/24.8	23.6	25.9	101			WPYX-F
2. WGY (MOR)	116/10.6	10.0	11.8	14.1	9.4	11.6	159/2332	1750/24.2	25.5	22.6	88			WGY
3. WROW-F (EZ)	93/ 3.5	11.5	10.7	9.0	10.5	9.9	137/1485	1111/15.4	17.1	18.0	85			WROW-F
4. WFLY-F (CHR)	81/ 7.4	9.4	7.8	8.6	8.7	8.3	97/1776	1437/19.9	22.1	24.5	80			WFLY-F
5. WKLI-F (AC)	65/ 5.9	4.9	7.1	5.8	6.0	5.9	73/ 995	940/13.0	13.7	14.5	171			WKLI-F
6. WGNA-F (C)	64/ 5.8	5.3	6.1	6.3	4.6	5.9	192/1648	960/11.9	11.8	10.0	145			WGNA-F
7. WTRY (?)	60/ 5.5	5.5	5.1	7.0	5.2	5.8	63/1046	940/13.0	12.6	12.2	160			WTRY
8. WQBK (T)	58/ 5.3	6.2	5.3	5.8	5.4	5.7	60/ 715	675/ 9.3	10.4	10.4	38			WQBK
9. WGFM-F (CHR)	54/ 4.9	4.4	6.8	6.1	7.1	5.6	77/1682	1247/17.3	20.5	23.3	80			WGFM-F
10. WQBK-F (AOR)	46/ 4.2	4.5	3.9	3.8	3.8	4.1	48/ 950	753/10.4	12.0	11.2	107			WQBK-F
11. WABY (BB)	44/ 4.0	2.7	2.3	2.5	1.2	2.9	44/ 471	458/ 6.3	4.9	3.5	33			WABY
12. WROW (MOR)	21/ 1.9	2.7	3.1	3.3	3.9	2.8	25/ 719	600/ 3.3	8.2	10.9	58			WROW
13. WPTR (N/T)	18/ 1.6	2.8	2.4	1.9	1.6	2.2	21/ 579	496/ 6.9	6.5	6.8	100			WPTR
14. WVKZ-F (?)	17/ 1.6	1.2	.9	.4	.6	1.0	25/ 346	297/ 4.1	3.9	1.6	0			WVKZ-F

12+ FM SHARE (METRO): 64.55% (621 of 962) (SUM 87: 65.99%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WFLY-F>>>1. WPYX-F>>>1. WPYX-F>	1. WPYX-F>>>1. WPYX-F>	1. WPYX-F>	1. WPYX-F	1. WPYX-F	1. WGY	1. WPYX-F<	1. WPYX-F>	1. WPYX-F	1. WGY	1. WGY
2. WPYX-F	2. WQBK-F	2. WKLI-F	2. WKLI-F	2. WKLI-F	2. WROW-F>	2. WGY >	2. WKLI-F<	2. WGY	2. WFLY-F<	2. WQBK-F
3. WGFM-F	3. WFLY-F	3. WTRY	3. WTRY	3. WGY	3. WQBK	3. WROW-F	3. WROW-F	3. WROW-F	3. WPYX-F	3. WGNA-F
4. WGY	4. WQBK-F	4. WFLY-F	4. WGY	4. WTRY	4. WABY	4. WGNA-F	4. WGY	4. WFLY-F	4. WGFM-F	4. WPYX-F
5. WQBK-F	5. WKLI-F	5. WGY	5. WGNA-F	5. WGNA-F	5. WGNA-F<	5. WFLY-F	5. WFLY-F	5. WGNA-F<	5. WROW-F	5. WROW-F
6. WVKZ-F	6. WGNA-F	6. WGFM-F	6. WFLY-F	6. WROW-F	6. WTRY	6. WQBK-F	6. WKLI-F	6. WQBK	6. WQBK	6. WQBK
	7. WTRY	7. WGNA-F	7. WROW-F	7. WFLY-F	7. WKLI-F	7. WQBK	7. WGNA-F	7. WTRY	7. WGNA-F	7. WGNA-F
		8. WQBK-F	8. WQBK-F	9. WGFM-F		8. WKLI-F	8. WQBK <	8. WQBK-F	8. WQBK-F	8. WQBK-F
						9. WABY	9. WTRY	9. WGFM-F		
						10. WGFM-F	10. WABY	<10. WQBK		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WFLY-F	1. WPYX-F	1. WPYX-F	1. WKLI-F	1. WGY <	1. WPYX-F>>>1. WPYX-F>>>1. WPYX-F>>>1. WPYX-F>>>1. WPYX-F>	2. WQBK-F>	2. WQBK-F>>>2. WQBK-F>	2. WTRY <	2. WTRY
2. WGFM-F	2. WFLY-F	2. WGNA-F	2. WFLY-F	2. WKLI-F	2. WQBK-F	3. WGFM-F	3. WGFM-F	3. WQBK-F	3. WKLI-F
3. WPYX-F>>>3. WGFM-F	3. WKLI-F	3. WKLI-F	3. WPYX-F	3. WGNA-F<	3. WQBK-F	4. WQX-F	4. WQX-F	4. WKLI-F	4. WGNA-F
4. WQBK-F	4. WKLI-F	4. WFLY-F	4. WGY <	4. WROW-F	4. WFLY-F	5. WKLI-F	5. WKLI-F	5. WGNA-F	5. WGY
5. WKLI-F	5. WGNA-F	5. WGFM-F	5. WGFM-F	5. WTRY <	5. WFLY-F	6. WFLY-F	6. WFLY-F	6. WGY	6. WQBK-F
6. WQBK-F	6. WVKZ-F	6. WGY	6. WGNA-F	6. WFLY-F	6. WTRY	7. WTRY	7. WTRY		
	7. WGY	7. WQBK-F	7. WROW-F	7. WPYX-F					
	8. WQBK-F								

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WACS-F	103.5	Cobleskill	1.2/2.3
WCKL	560	Catskill	.5/1.4
WCSS	1490	Amsterdam	.8/ .9
WEQX-F	102.7	Manchester	1.2/2.8
WHAZ	1330	Troy	.5/2.0
WHRL-F	103.1	Albany	.8/2.5
WNYJ-F	98.3	Rotterdam	.8/3.9
WQY-F	102.3	Sarasota	1.0/2.9
WENU-F	101.7	Hudson Falls	.9/1.2
WPDH-F	101.5	Poughkeepsie	.7/1.7
WWSG	1450	Glens Falls	.4/ .8

RADIO STATIONS

WABY, 1400, 1 KW	, NOSTALGIA	SMN, \$ 16.00* (Durpetti)	Premier
WGY, 810, 50 KW	, MOR	NBC, \$115.00 (Eastman)	Empire State
WPTR, 1540, 50 KW (DA-1)	, NEWS/TALK	US 2, ABC-C, \$ 40.00 (Katz)	
WQBK, 1300, 5 KW (DA-2)	, TALK	CBS, ABC-T, \$ 40.00* (HNWH)	
WROW, 590, 5 KW/1 KW (DA-2)	, MOR	ABC-I, \$ 38.00* (Christal)	Radio Terrace
WTRY, 980, 5 KW (DA-N)	, OLDIES	MBS, ABC-O, \$ 52.00* (Mc-Guild)	Merv Griffin
WFLY-F, 92.3, 13 KW @ 850, CHR		ABC-C, \$ 90.00 (Katz)	
WGFM-F, 99.5, 14 KW @ 930, CHR		Source, \$ 70.00 (Eastman)	Empire State
WGNA-F, 107.7, 13 KW @ 980, COUNTRY		ABC-E, \$ 60.00* (Republic)	Barnstable
WHRL-F, 103.1, 1 KW @ 400, BTFL/EZ (?)		MBS, \$ 17.00 (---)	
WKLI-F, 100.9, 3 KW @ 300, AC		US 1, \$ 66.00* (Durpetti)	Premier
WPYX-F, 106.5, 16 KW @ 910, AOR		ABC-R, \$ 83.00* (Mc-Guild)	Merv Griffin
WQBK-F, 103.9, 3 KW @ 300, CLASSIC AOR		CBS-R, \$ 32.00* (HNWH)	
WROW-F, 95.5, 12 KW @ 1020, BTFL/EZ		, \$ 61.00* (Christal)	Radio Terrace

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ALLENTOWN - BETHLEHEM

Arbitron Rank/Pop (12+): 60/563,700

MSA Rank/Pop: 73/657,300
Philadelphia ADI
Average Person Ratings: 13.0
Market TSL: 23.75 hours

Stations: 34/14
Diaries: 1017/554:1/55.0%
Sample Target: 930
% Below Line: 18.0
% Not Listed: 9.6

1987 Revenue: \$13,800,000
HH Inc.: \$32,916
Retail \$: 4.4 Bil
Pop per Station: 40,264
#1 Biller: WLEV-F \$2,500,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ METRO		SPG 88	SUM 87	% Conversion	Birch Share	Birch AQH	Birch Cume
							1/4/CUME	CUME/CUME RATING						
1. WAE3-F (CHR)	142/14.0	9.1	9.0	6.6	7.5	9.7	155/1326	1593/23.3	21.0	17.7	105			WAE3-F
2. WFMZ-F (EZ)	136/13.4	12.6	12.3	13.4	12.8	12.9	150/1297	1094/19.4	22.4	17.8	83			WFMZ-F
3. WZZO-F (AOR)	109/10.7	10.7	9.8	12.4	11.5	10.9	128/1644	1323/23.5	23.3	23.2	100			WZZO-F
4. WLEV-F (AC)	80/ 7.9	11.8	9.2	10.9	11.1	10.0	91/1331	1139/20.2	23.4	24.4	166			WLEV-F
5. WQQQ-F (CHR)	73/ 7.2	8.7	9.9	8.5	9.8	8.6	104/1723	1399/24.8	23.1	26.8	93			WQQQ-F
6. WAE3 (AC)	57/ 5.6	5.2	6.2	5.7	4.9	5.7	58/ 551	538/11.3	11.9	13.7	91			WAE3
7. WKAP (BB)	52/ 5.1	4.5	6.2	4.7	7.4	5.1	52/ 479	463/ 8.2	6.8	11.7	31			WKAP
8. WEST (BB)	37/ 3.6	3.2	4.2	5.6	2.2	4.1	39/ 357	343/ 6.1	5.6	4.2	22			WEST
9. WXXW (C)	31/ 3.1	4.5	3.5	4.4	4.2	3.9	32/ 368	353/ 6.3	7.2	6.8	95			WXXW
10. WYSP-F (AOR)	24/ 2.4	2.9	2.9	2.2	3.4	2.6	38/ 657	453/ 8.0	9.7	8.1	100			WYSP-F

12+ FM SHARE (METRO): 74.05% (679 of 917) (SUM 87: 71.07%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WAE3-F>>1. WAE3-F	1. WAE3-F	1. WAE3-F	1. WAE3-F	1. WAE3-F	1. WFMZ-F>>1. WFMZ-F	1. WFMZ-F	1. WAE3-F	1. WAE3-F	1. WAE3-F	1. WAE3-F
2. WQQQ-F	2. WZZO-F	2. WZZO-F>	2. WLEV-F	2. WLEV-F	2. WKAP	2. WAE3-F	2. WFMZ-F	2. WFMZ-F	2. WZZO-F	2. WZZO-F
3. WZZO-F>>3. WLEV-F	3. WLEV-F	3. WLEV-F>	3. WZZO-F	3. WZZO-F	3. WAE3	3. WZZO-F	3. WZZO-F	3. WZZO-F>	3. WQQQ-F	3. WFMZ-F
4. WAE3	4. WQQQ-F	4. WQQQ-F	4. WFMZ-F	4. WFMZ-F	4. WLEV-F	4. WAE3	4. WLEV-F	4. WLEV-F	4. WFMZ-F	4. WAE3-F
5.	5. WYSP-F	5. WFMZ-F>>5. WQQQ-F>	5. WQQQ-F>	5. WQQQ-F	5. WEST	5. WLEV-F	5. WQQQ-F	5. WQQQ-F	5. WAE3	5. WLEV-F
	6. WMMR-F	6. WYSP-F	6. WAE3	6. WAE3	6. WAE3-F	6. WQQQ-F	6. WAE3	6. WKAP	6. WLEV-F	6. WQQQ-F
	7. WFMZ-F	7. WAE3	7. WXXW	7. WXXW	7. WXXW	7. WKAP	7. WKAP	7. WAE3	7. WXXW	7. WXXW
	8. WABC	8. WMMR-F	8. WMMR-F	8. WMMR-F	8. WZZO-F	8. WEST	8. WEST	8. WEST	8. WYSP-F	8. WYSP-F
	9. WEAZ-F	9. WXXW	9. WYSP-F	9. WYSP-F	9. WQQQ-F>	9. WYSP-F	9. WXXW	9. WXXW	9. WKAP	9. WKAP
	10. WYNY-F	10. WIOV-F	10. WYNY-F	10. WYNY-F	10. WEAZ-F	10. WXXW	10. WEAZ-F	10. WYSP-F	10. WEST	10. WEST

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WAE3-F>>1. WAE3-F	1. WAE3-F	1. WAE3-F	1. WAE3-F	1. WAE3-F	1. WZZO-F>>1. WZZO-F	1. WZZO-F	1. WAE3-F>>1. WZZO-F	1. WZZO-F	1. WZZO-F
2. WZZO-F>	2. WLEV-F	2. WLEV-F	2. WLEV-F	2. WLEV-F	2. WAE3-F	2. WAE3-F>>	2. WZZO-F	2. WAE3-F	2. WAE3-F
3. WQQQ-F>>3. WZZO-F	3. WLEV-F	3. WQQQ-F	3. WFMZ-F	3. WFMZ-F	3. WYSP-F	3. WYSP-F	3. WYSP-F	3. WLEV-F	3. WLEV-F
4. WFMZ-F	4. WQQQ-F>>4. WZZO-F	4. WQQQ-F	4. WQQQ-F	4. WQQQ-F	4. WQQQ-F	4. WQQQ-F	4. WMMR-F	4. WYSP-F	4. WFMZ-F
	5. WFMZ-F	5. WFMZ-F	5. WZZO-F	5. WAE3	5. WLEV-F	5. WMMR-F	5. WQQQ-F	5. WQQQ-F	5. WQQQ-F
	6. WEAZ-F	6. WMMR-F	6. WAE3	6. WAE3	6. WMMR-F	6. WLEV-F	6. WLEV-F	6. WFMZ-F	6. WAE3
	7. WYSP-F	7. WEAZ-F	7. WAE3	7. WXXW-F	7. WXXW	7. WABC	7. WABC	7. WMMR-F	7. WYSP-F
	8. WAE3	8. WEST	8. WEAZ-F	8. WKAP	8. WYNY-F	8. WNEW-F	8. WSBG-F	8. WYNY-F	8. WMMR-F
	9. WYSP-F	9. WEAZ-F	9. WMMR-F	9. WXTU-F	9. WYNY-F	9. WNEW-F	9. WNEW-F	9. WAE3	9. WYNY-F
	10. WEST	10. WXTU-F	10. WYNY-F	10. WYNY-F				10. WXXW	10. WXXW

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WEEX	1230	Easton	1.0/3.5	WKRZ-F	98.5	Wilkes-Barre	.4/1.6
WGPA	1100	Bethlehem	.6/1.2	WMGK-F	102.9	Philadelphia	.5/2.2
WLSH	1410	Lansford	.8/1.3	WMMR-F	93.3	Philadelphia	1.7/5.4
WRJN	1000	Hacketstown	.6/1.6	WNEW-F	102.7	New York	.4/1.1
WYNS	1160	Lehighton	.5/1.0	WQGL-F	98.1	Philadelphia	.6/1.5
				WOR	710	New York	.4/2.0
KYW	1060	Philadelphia	1.2/5.4	WSBG-F	93.5	Stroudsburg	.3/1.4
WABC	770	New York	.5/1.4	WUSL-F	98.9	Philadelphia	.5/1.6
WBYO-F	107.5	Boyertown	.9/2.3	WDBB-F	96.5	Philadelphia	.3/1.3
WEAZ-F	101.1	Philadelphia	1.8/2.9	WXRK-F	92.3	New York	.3/1.3
WFIL	560	Philadelphia	.5/2.0	WXTU-F	92.5	Philadelphia	1.0/3.7
WFLN-F	95.7	Philadelphia	.5/1.5	WYNY-F	97.1	New York	1.2/2.2
WIOV-F	105.1	Ephrata	1.1/1.0				

RADIO STATIONS

WAE3, 790,	1 KW	, AC	CBS,ABC-I,\$ 30.00	(Katz)	CRB
WEEX, 1230,	1 KW	, TALK	MBS,ABC-T,\$ 17.00*	(Eatman)	Wilks-Schwartz
WEST, 1400,	1 KW	, NOSTALGIA	CBS,\$ 22.00*	(Mc-Guild)	Eastern
WKRZ, 1320,	5 KW/1 KW (DA-2)	, NOSTALGIA	SMN,APR,\$ 20.00	(Dome)	
WXXW, 1470,	5 KW (DA-2)	, COUNTRY	NBC,\$ 16.00*	(---)	
WAE3-F, 104.1,	50 KW @ 500,	CHR	,\$ 48.00*	(Katz)	CRB
WFMZ-F, 100.7,	13 KW @ 870,	BTFL/EZ	,\$ 50.00*	(Christal)	
WLEV-F, 96.1,	50 KW @ 500,	AC	,\$ 62.00*	(Mc-Guild)	Eastern
WQQQ-F, 99.9,	50 KW @ 450,	CHR	,\$ 55.00*	(Eastman)	Wilks-Schwartz
WZZO-F, 95.1,	12 KW @ 630,	AOR	,\$ 59.00*	(Banner)	

Other ranked stations - See Philadelphia

American Radio Summer 1988 Supplement, Copyright 1988

ATLANTA

Arbitron Rank/Pop (12+): 13/2,117,200
 MSA Rank/Pop: 11/2,611,500
 Average Person Ratings: 15.6
 Market TSL: 22.0 hours

Stations: 20/19
 Diaries: 2025/1046:1/48.9%
 Sample Target: 1690
 % Below Line: 0.6
 % Not Listed: 10.7

1987 Revenue: \$98,900,000
 HH Inc.: \$36,517
 Retail \$: 21.1 Bil
 Pop per Station: 111,432
 #1 Biller: WQXI A/F \$12,600,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WKLS-F (AOR)	355/10.1	9.9	7.9	7.6	9.5	3.9	471/5198	4105/19.4	18.4	17.5	94				WKLS-F
2. WSB-F (AC)	349/ 9.9	3.0	8.4	6.9	6.1	8.3	394/5082	4310/20.4	19.1	17.7	130				WSB-F
3. WVEE-F (B/U)	349/ 9.7	10.2	10.5	9.4	10.5	10.0	388/4195	3592/17.0	16.7	16.7	91				WVEE-F
4. WPCH-F (EZ)	283/ 9.0	7.9	8.1	8.9	8.9	9.2	325/4317	3580/16.9	16.6	18.8	89				WPCH-F
5. WSB (MOR)	257/ 7.3	7.4	7.1	8.6	8.4	7.6	279/4220	3769/17.8	17.3	19.6	68				WSB
5. WZGC-F (CHR)	203/ 5.9	6.4	5.4	5.5	6.9	5.8	265/4490	3599/17.0	18.3	18.2	69				WZGC-F
7. WKHX-F (C)	203/ 5.8	6.5	7.8	6.7	4.9	5.7	274/3784	2740/12.9	13.7	12.7	103				WKHX-F
8. WYAY-F (C)	199/ 5.7	5.4	5.7	5.0	4.9	5.5	311/3945	2660/12.6	12.8	11.1	111				WYAY-F
9. WAPW-F (CHR)	193/ 5.5	5.3	5.4	6.1	5.6	5.7	248/4195	3196/15.1	14.7	14.6	65				WAPW-F
10. WQXI-F (AC)	151/ 4.3	5.4	5.2	6.1	5.6	5.3	162/2936	2632/12.7	15.1	16.4	149				WQXI-F
11. WFOX-F (AC)	143/ 4.1	4.8	4.3	4.6	4.9	4.5	225/3825	2775/13.1	13.4	13.1	149				WFOX-F
12. WGST (N/T)	123/ 3.5	3.5	3.5	2.6	3.4	3.3	124/1876	1944/ 3.7	9.1	3.6	69				WGST
13. WEKS-F (B)	102/ 2.9	2.5	3.2	3.5	2.2	3.0	120/2234	1354/ 9.8	8.0	7.7	83				WEKS-F
14. WAOK (B)	101/ 2.9	3.3	3.2	4.3	2.7	3.6	101/1267	1225/ 5.8	5.9	5.8	103				WAOK
15.															
16.															
17.															
18.															
19.															
20.															
21.															
22.															
23.															
24.															
25.															

12+ FM SHARE (METRO): 81.46% (2558 of 3140) (SUM 87: 80.03%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WAPW-F	1. WKLS-F	1. WKLS-F	1. WSB-F	1. WSB-F>	1. WPCH-F	1. WSB	1. WSB-F	1. WKLS-F	1. WVEE-F	1. WVEE-F
2. WVEE-F	2. WVEE-F	WSB-F	2. WKLS-F	2. WKLS-F	2. WSB >	2. WSB-F	2. WKLS-F<	2. WSB-F	2. WKLS-F	2. WSB
3. WZGC-F	3. WSB-F>	3. WVEE-F	3. WVEE-F	3. WVEE-F	3. WSB-F	3. WKLS-F<	3. WPCH-F	3. WVEE-F	3. WSB-F<	3. WSB-F
4. WKLS-F>>	4. WZGC-F	4. WZGC-F	4. WQXI-F	4. WPCH-F	4. WYAY-F	4. WVEE-F	4. WVEE-F	4. WPCH-F	4. WSB	4. WKLS-F
5. WEKS-F	5. WAPW-F	5. WQXI-F	5. WFOX-F	5. WQXI-F<	5. WKHK-F	5. WPCH-F<	5. WSB	5. WZGC-F	5. WZGC-F	5. WPCH-F
6.	6. WQXI-F	6. WFOX-F	6. WPCH-F	6. WYAY-F	6. WGST	6. WKHX-F<	6. WZGC-F<	6. WYAY-F<	6. WAPW-F	6. WKHK-F
7.	7. WFOX-F	WKHX-F	7. WKHX-F	7. WFOX-F<	7. WVEE-F	7. WYAY-F	7. WKHX-F	7. WAPW-F	7. WPCH-F	7. WYAY-F
8.	8. WEKS-F	8. WAPW-F	8. WYAY-F	8. WKHX-F	8. WAOK	9. WGST <	8. WAPW-F	8. WKHX-F	8. WQXI-F	8. WZGC-F
9.	9.	9. WYAY-F	9. WZGC-F	9. WSB	9. WFOX-F	9. WZGC-F	9. WYAY-F<	9. WFOX-F	9. WEKS-F	9. WEKS-F
10.	10.	10. WPCH-F	10. WAPW-F	10. WZGC-F	10. WQXI-F	10. WAPW-F<	10. WFOX-F	10.	10.	10. WGST

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WVEE-F	1. WSB-F	1. WSB-F>	1. WSB-F>	1. WSB-F>	1. WKLS-F>>	1. WKLS-F>>	1. WKLS-F>>	1. WKLS-F>	1. WKLS-F>
2. WKLS-F<	2. WVEE-F	2. WVEE-F	2. WVEE-F>	2. WVEE-F	2. WVEE-F	2. WVEE-F>	2. WVEE-F	2. WVEE-F	2. WSB-F
3. WSB-F<	3. WKLS-F	3. WQXI-F	3. WKLS-F	3. WPCH-F	3. WSB-F	3. WSB-F	3. WSB-F>	3. WSB-F>	3. WVEE-F
4. WZGC-F<	4. WAPW-F	4. WKLS-F	4. WZGC-F	4. WQXI-F	4. WAPW-F	4. WZGC-F	4. WQXI-F	4. WKHK-F	4. WYAY-F
5. WAPW-F	5. WZGC-F>	5. WAPW-F	5. WAPW-F	5. WFOX-F	5. WKHK-F	5. WQXI-F	5. WFOX-F	5. WFOX-F	5. WKHK-F
6. WEKS-F	6. WQXI-F	6. WFOX-F	6. WQXI-F	6. WKHK-F	6. WSB-F	6. WAPW-F<	5. WSB	6. WZGC-F	6. WPCH-F
7.	7. WFOX-F	7. WZGC-F	7. WPCH-F	7. WYAY-F	7.	7. WFOX-F	7.	7. WQXI-F	7. WSB <
8.	8. WEKS-F	8.	8. WFOX-F	8. WZGC-F	8.	8. WKHK-F	8.	8. WYAY-F	8. WFOX-F
9.	9. WYAY-F	9.	9. WKHK-F	9. WKLS-F	9.	9. WEKS-F	9.	9. WSB	9.
10.	10. WKHK-F	10.	10. WYAY-F	10. WAPW-F	10.	WSB	10.	10. WPCH-F	10.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCNN	630	N. Atlanta	.9/2.7
WGUN	1010	Atlanta	.3/1.1
WJGA-F	92.1	Jackson	.4/ .9
WPBD	640	Atlanta	1.1/1.7
WQXI	790	Atlanta	.6/1.9
WVFJ-F	93.3	Manchester	.5/1.3

RADIO STATIONS

AM STATIONS

WAEC, 860, 5 KW (DAYS)	, RELIGION	, \$ 22.00	(---)	Forus
WAOK, 1380, 5 KW	, BLACK	NBN,NBC, \$ 60.00	(Mc-Guild)	Summit
WCNN, 680, 50 KW/10 KW (DA-1)	, NOSTALGIA	US 2,CNN, \$ 42.00	(HNWH)	
WGKA, 1190, 10 KW (DAYS)	, CLASSICAL	, \$ 40.00	(CBS)	
WGST, 920, 5 KW/1 KW	, NEWS/TALK	ABC-I,MBS, \$ 75.00	(Eastman)	Jacor
WGUN, 1010, 50 KW (DAYS)	, GOSPEL	, \$ 21.00	(---)	Rivers
WIGO, 1340, 1 KW	, BLACK	, \$ 45.00	(---)	
WKHX, 590, 5 KW (DA-N)	, COUNTRY	, \$ NA	(Republic)	Cap Cities/ABC
WQXI, 790, 5 KW/1 KW (DA-N)	, OLDIES	, \$ NA	(Banner)	Jeff-Pilot
WSB, 750, 50 KW	, MOR/TALK	APR,ABC-T, \$190.00	(Christal)	Cox
WYZE, 1480, 5 KW (DAYS)	, BLACK/GOSPEL	, \$ 16.00	(---)	Buck

FM STATIONS

WAPW, 97.7, 100 KW @ 1000, CHR	, \$120.00	(Eastman)	Susquehanna	
WEKS, 104.1, 60 KW @ 1220, BLACK	CBS-R, \$ 70.00	(Durpetti)	Zapis	(GAINESVILLE)
WFOX, 97.1, 100 KW @ 1566, AC	, \$135.00	(MMR)	Shamrock	
WKHX, 101.5, 100 KW @ 900, COUNTRY	, \$175.00	(Republic)	Cap Cities/ABC	
WKLS, 96.1, 100 KW @ 950, AOR	ABC-R, \$190.00	(Katz)	Great American	
WPCH, 94.9, 100 KW @ 968, BTFL/EZ	, \$170.00	(Eastman)	Jacor	
WQXI, 94.1, 100 KW @ 914, AC/CONTEMP	, \$178.00	(Banner)	Jeff-Pilot	
WSB, 98.5, 100 KW @ 919, AC	, \$176.00	(Christal)	Cox	
WVEE, 103.3, 100 KW @ 1022, URBAN	US 1, \$175.00	(Mc-Guild)	Summit	
WYAY, 106.7, 100 KW @ 1400, COUNTRY	, \$160.00	(MMR)	New City	(GAINESVILLE)
WZGC, 92.9, 100 KW @ 910, CHR	, \$140.00	(HNWH)	Cook Inlet	

AUSTIN

Arbitron Rank/Pop (12+): 53/625,500
 MSA Rank/Pop: 66/756,700
 ADI # 71
 Average Person Ratings: 15.6
 Market TSL: 21.25 hours

Stations: 18/15
 Diaries: 915/634:1/53.2%
 Sample Target: 880
 % Below Line: 7.0
 % Not Listed: 16.8

1987 Revenue: \$23,400,000
 HH Inc.: \$34,055
 Retail \$: 5.0 Bil
 Pop per Station: 41,700,000
 #1 Biller: KASE-F \$4,700,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% Conversion	Birch Share	Birch AQH	Birch Cume
1. KASE-F (C)	123/12.6	15.9	14.4	13.5	15.3	14.1	186/2128	1419/22.7	24.6	24.9	94			KASE-F
2. KLBJ-F (AOR)	98/10.1	10.2	8.8	7.6	7.1	9.2	119/1663	1347/21.5	20.7	19.1	109			KLBJ-F
3. KHFI-F (CHR)	92/ 9.5	7.2	8.2	6.8	6.0	7.9	95/1467	1427/22.8	21.0	18.7	59			KHFI-F
KKMJ-F (AC)	92/ 9.5	10.0	10.5	11.1	8.6	10.2	99/1458	1340/21.4	20.1	19.1	141			KKMJ-F
5. KBTS-F (CHR)	78/ 3.0	10.6	8.5	7.1	9.3	8.6	133/2179	1456/23.3	23.9	21.7	65			KBTS-F
6. KLBJ (N/T)	52/ 5.3	5.1	4.6	4.7	6.6	4.9	54/ 950	399/14.4	13.3	13.7	89			KLBJ
7. KEYI A/F (AC)	45/ 4.6	3.3	4.5	5.8	6.7	4.6	55/1099	932/14.9	12.1	19.2	146			KEYI A/F
8. KQFX-F (O)	42/ 4.3	4.0	3.9	4.3	.8	4.1	48/ 881	802/12.8	14.6	3.4	151			KQFX-F
9. KPEZ-F (AOR)	40/ 4.1	3.6	5.8	4.2	6.1	4.4	40/ 690	690/11.0	11.9	14.3	141			KPEZ-F
10. KOKE (EZ)	29/ 3.0	4.2	2.9	2.7	3.5	3.2	30/ 371	346/ 5.5	5.5	6.9	53			KOKE
11. WOAI (N/T)	28/ 2.9	.8	.6	1.9	.8	1.6	39/ 431	220/ 3.5	2.7	2.9	17			WOAI
12. KVET (C)	27/ 2.8	3.1	4.2	4.5	3.4	3.7	28/ 567	552/ 8.8	5.5	8.5	79			KVET
13. KAPT-F (CHR)	26/ 2.7	2.6	3.5	3.5	4.7	3.1	31/ 573	491/ 7.8	10.8	11.4	141			KAPT-F
14. KSAH (SP)	25/ 2.6	---	.5	.8	---	1.0	29/ 213	190/ 3.0	---	---	85			KSAH

12+ FM SHARE (METRO): 78.02% (632 of 810) (SUM 87: 78.49%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KHFI-F>	1. KLBJ-F>	1. KASE-F<	1. KKMJ-F	1. KKMJ-F	1. KASE-F	1. KASE-F	1. KASE-F	1. KASE-F>	1. KHFI-F	1. KKMJ-F<
2. KBTS-F>>	2. KASE-F	2. KLBJ-F	2. KASE-F<	2. KASE-F	2. KKMJ-F	2. KKMJ-F	2. KLBJ-F	2. KKMJ-F<	2. KLBJ-F<	2. KBTS-F
3.	3. KHFI-F	3. KKMJ-F	3. KLBJ-F	3. KLBJ-F>	3. KLBJ-F>	3. KLBJ	3. KBTS-F	3. KLBJ-F	3. KASE-F	KLBJ-F
4.	4. KBTS-F	4. KHFI-F	4.	4. KEYI-F+<	4. KOKE	4. KLBJ-F<	4. KKMJ-F	4. KHFI-F	4. KBTS-F	4.
5.	5. KKMJ-F	5. KBTS-F	5.	5. KQFX-F	5.	5. KHFI-F	5. KHFI-F	5. KBTS-F	5. KKMJ-F	5.
	6. KPEZ-F					6. KBTS-F				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KHFI-F	1. KASE-F<	1. KLBJ-F	1. KASE-F	1. KKMJ-F	1. KLBJ-F>	1. KLBJ-F>>	1. KLBJ-F>	1. KLBJ-F	1. KLBJ-F
2. KASE-F>	2. KHFI-F	2. KKMJ-F	2. KKMJ-F	2. KASE-F>	2. KASE-F	2. KASE-F<	2. KPEZ-F>	2. KASE-F	2. KKMJ-F
3. KBTS-F>	3. KLBJ-F	3. KASE-F	3. KHFI-F	3. KLBJ-F	3. KBTS-F	3. KPEZ-F<	3. KQFX-F	3. KKMJ-F	3. KASE-F
4. KLBJ-F	4. KBTS-F	4. KQFX-F	4. KBTS-F	4. KEYI-F+	4. KHFI-F>	4. KHFI-F	4. KHFI-F	4. KPEZ-F	4. KPEZ-F
5. KKMJ-F	5. KKMJ-F>	5. KHFI-F	5. KLBJ-F	5. KBTS-F	5. KSAH	5. KBTS-F	5. KBTS-F	5. KHFI-F	5. KQFX-F
	6. KEYI-F+	6. KBTS-F	KEYI-F+			6. KQFX-F		6. KBTS-F	KQFX-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KIXL	970	DelValle	.4/2.8
KTXZ	1560	W. Lake Hills	.5/2.2
KONO	860	San Antonio	.4/ .7

RADIO STATIONS

KELG, 1440, 500 W (DA-2)	, HISPANIC	,\$ 17.00 (Lotus)	Encore
KIXL, 970, 1 KW (DAYS,DA)	, RELIGION	,\$ 10.00 (Christal)	
KLBJ, 590, 5 KW/1 KW (DA-N)	, NEWS/TALK	CBS,MBS,\$ 46.00 (Eastman)	
KOKE, 1370, 5 KW/500 W (DA-2)	, BTFL/EZ	,\$ 27.00 (K & P)	
KVET, 1300, 5 KW/1 KW (DA-2)	, COUNTRY	ABC-I,\$ 40.00 (Katz)	
KAPT-F, 94.7, 100 KW @ 1154, CONTEMP		,\$ 34.00 (---)	(LULING)
KASE-F, 100.7, 100 KW @ 1190, COUNTRY		,\$100.00 (Katz)	
KBTS-F, 93.3, 100 KW @ 1983, CHR		,\$ 70.00 (Christal)	Genesis
KEYI-F, 103.5, 100 KW @ 1250, AC		,\$ 60.00 (Torbet)	Degree
KHFI-F, 98.3, 1.3 KW @ 418, CHR		ABC-C,\$ 67.00 (Republic)	Encore
KKMJ-F, 95.5, 100 KW @ 1000, AC		,\$ 82.00 (CBS)	Keymarket
KLBJ-F, 93.7, 1057, AOR		,\$ 76.00 (Eastman)	
KPEZ-F, 102.3, 3 KW @ 300, CLASSIC ROCK		,\$ 58.00 (HNWH)	Clear Channel
KQFX-F, 96.5, 29 KW @ 653, OLDIES		ABC-R,\$ 36.00 (Banner)	Capitol-Johnson
			(GEORGETOWN)

BALTIMORE

Arbitron Rank/Pop (12+): 17/1,953,100
 MSA Rank/Pop: 15/2,290,000
 ADI # 22
 Average Person Ratings: 17.5
 Market TSL: 23.25 hours

Stations: 32/19
 Diaries: 1953/100:1/48.6%
 Sample Target: 1700
 % Below Line: 13.7
 % Not Listed: 10.2

1987 Revenue: \$59,300,000
 HH Inc.: \$34,570
 Retail \$: 15.1 Bil
 Pop per Station: 102,795
 #1 Biller: WBSB-F \$9,000,000

12+ METRO	1/4/SHARE	SPG					4 Book Avg.	12+ TSA		12+ METRO		SPG 88	SUM 87	%	25-54 Conversion	Birch Share	Birch AQH	Birch Cume
		88	WIN 88	FAL 87	SUM 87	1/4/CUME		CUME/CUME RATING										
1. WBSB-F (CHR)	296/8.6	7.3	6.9	8.0	8.9	7.7	324/4618	4087/20.9	19.6	22.6			102				WBSB-F	
2. WBAL (N/T)	234/8.3	8.8	7.3	6.3	7.8	7.7	298/3998	3796/19.4	19.8	16.7			66				WBAL	
3. WXYV-F (3/U)	274/8.0	6.8	5.7	8.7	7.4	7.3	288/2378	2787/14.3	14.5	14.9			99				WXYV-F	
4. WLIF-F (EZ)	255/7.4	9.2	9.6	9.8	8.9	9.0	274/3304	2988/15.3	16.7	16.8			84				WLIF-F	
5. WPOC-F (C)	218/6.4	4.9	5.3	6.6	6.6	5.8	236/3069	2648/13.6	12.7	12.0			123				WPOC-F	
6. WMMX-F (AC)	169/4.9	5.3	6.4	4.4	4.1	5.3	176/2964	2323/14.5	16.0	13.8			120				WMMX-F	
7. WIYY-F (AOR)	152/4.4	4.7	5.5	4.6	5.6	4.8	169/3105	2335/14.5	13.7	13.8			100				WIYY-F	
8. WFBR (O)	138/4.0	3.9	3.0	3.4	3.2	3.6	139/1579	1545/7.9	7.5	7.6			70				WFBR	
9. WQSR-F (O)	137/4.0	3.9	3.6	3.4	2.8	3.7	139/2211	2113/10.8	9.8	8.4			155				WQSR-F	
10. WBGR (R/G)	113/3.3	2.6	2.3	2.5	2.3	2.7	113/1037	1037/5.3	5.0	4.0			88				WBGR	
11. WGHT-F (J/B)	107/3.1	3.0	3.7	3.0	2.4	3.2	107/2047	2047/10.5	8.8	7.3			94				WGHT-F	
12. WGRX-F (AOR)	95/2.8	2.8	3.4	2.7	1.9	2.9	131/2085	1614/8.3	9.2	6.0			114				WGRX-F	
13. WYST-F (AC)	95/2.8	2.6	3.5	2.5	2.5	2.9	96/1687	1636/8.4	8.1	9.2			136				WYST-F	
14. WCAO (C)	85/2.5	2.6	2.5	2.3	2.2	2.5	88/1260	1151/5.9	6.1	6.8			80				WCAO	
15. WWDC-F (AOR)	82/2.4	2.7	2.4	2.9	2.1	2.6	117/2362	1842/9.4	9.6	8.2			100				WWDC-F	
16. WWIN (B)	67/2.0	1.7	1.9	1.5	3.0	1.9	67/1216	1216/6.2	5.4	8.0			110				WWIN	
17. WJTH (BB)	66/1.9	2.8	2.4	2.1	2.7	2.3	68/908	901/4.6	5.4	5.0			21				WJTH	
18. WHFS-F (AOR)	62/1.8	1.3	1.5	1.6	1.3	1.6	66/908	799/4.1	4.2	3.7			117				WHFS-F	
19. WRQX-F (CHR)	60/1.8	1.3	1.1	1.9	1.6	1.5	61/1479	1359/7.0	5.3	6.4			39				WRQX-F	
20.																		
21.																		
22.																		
23.																		
24.																		
25.																		

12+ FM SHARE (METRO): 72.14% (2219 of 3076) (SUM 87: 68.72%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WBSB-F	1. WBSB-F	1. WBSB-F	1. WBSB-F	1. WBSB-F	1. WBAL	1. WBAL	> 1. WLIF-F	1. WBSB-F	1. WBAL	1. WFBR <
2. WXYV-F	2. WXYV-F	2. WXYV-F	2. WXYV-F	2. WPOC-F	2. WLIF-F	2. WBSB-F	> 2. WBSB-F	2. WLIF-F	2. WXYV-F	2. WBAL
3. WIYY-F	3. WIYY-F	3. WPOC-F	3. WPOC-F	3. WXYV-F	3. WPOC-F	3. WXYV-F	3. WXYV-F	3. WXYV-F	3. WBSB-F	3. WBSB-F <
4. WGHT-F	4. WMMX-F	4. WMMX-F	4. WQSR-F	4. WLIF-F	4. WFBR	> 4. WLIF-F	4. WPOC-F	4. WPOC-F	4. WFBR	4. WXYV-F <
5. WRQX-F	5. WGRX-F	5. WQSR-F	5. WMMX-F	5. WQSR-F	5. WXYV-F	< 5. WPOC-F	5. WBAL	5. WMMX-F	5. WGHT-F	5. WPOC-F
6.	6. WWDC-F	6. WIYY-F	6. WLIF-F	6. WMMX-F	6. WBGR	6. WIYY-F	6. WQSR-F	6. WBAL	< 6. WLIF-F	6.
7.	7. WGHT-F	7. WLIF-F	7. WIYY-F	7. WBAL	WBSB-F	7. WMMX-F	< 7. WMMX-F	7. WIYY-F	7. WMMX-F	7.
8.	8.	8.	8. WBAL	8. WIYY-F	8. WQSR-F	8. WWDC-F	8. WIYY-F	8. WFBR	8.	8.
9.	9.	9.	9. WYST-F	9.	9.	9. WQSR-F	9. WFBR	9. WQSR-F	9.	9.
10.	10.	10.	10.	10.	10.	WBGR	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WXYV-F	1. WBSB-F	1. WBSB-F	1. WBSB-F	1. WBSB-F	1. WBSB-F	1. WIYY-F	1. WIYY-F	1. WXYV-F	1. WPOC-F
2. WBSB-F	2. WXYV-F	2. WMMX-F	2. WXYV-F	2. WMMX-F	2. WWDC-F	2. WXYV-F	2. WXYV-F	2. WIYY-F	2. WXYV-F
3. WIYY-F	3. WMMX-F	3. WXYV-F	3. WMMX-F	3. WLIF-F	3. WIYY-F	3. WWDC-F	3. WGRX-F	3. WBSB-F	3. WIYY-F
4. WMMX-F	4. WIYY-F	4. WQSR-F	4. WLIF-F	4. WPOC-F	4. WMMX-F	4. WBSB-F	4. WWDC-F	4. WPOC-F	4. WQSR-F
5. WGRX-F	5. WGHT-F	5. WYST-F	5. WPOC-F	5. WXYV-F	WXYV-F	5. WGRX-F	5. WBSB-F	5. WQSR-F	5. WBAL
6. WRQX-F	6. WGRX-F	6. WQSR-F	6. WQSR-F	6. WQSR-F	6. WGRX-F	6. WMMX-F	6. WHFS-F	6. WWDC-F	6. WBSB-F
7. WGHT-F	7. WQSR-F	7. WGRX-F	7. WYST-F	7. WYST-F	7. WGHT-F	7. WGHT-F	7. WBAL	7. WGRX-F	7. WLIF-F
8.	8.	8. WPOC-F	8.	8. WBAL	8.	8.	WGHT-F	8. WMMX-F	8.
9.	9.	9.	9.	9. WBGR	9.	9.	WPOC-F	9. WBAL	9.
10.	10.	10.	10.	10.	10.	10.	WMMX-F	10.	10.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WEBB	1360	Baltimore	1.2/5.4
WRBS-F	95.1	Baltimore	.9/2.6
WYST	1010	Baltimore	1.0/2.3
WASH-F	97.1	washington	.5/2.2
WAVA-F	105.1	Washington	.4/2.5
WGAY-F	99.5	Washington	.8/1.6
WHUR-F	96.3	Washington	1.4/5.2
WKYS-F	93.9	Washington	.5/1.9
WLTT-F	94.7	Bethesda	.3/1.3
WMZQ-F	98.7	Washington	.5/1.9
WPGC-F	95.5	Morningside	1.0/5.3
WTOP	1500	Washington	.8/3.9

RADIO STATIONS

AM STATIONS

WBAL, 1090,	50 KW (DA-N)	, NEWS/TALK	ABC-E, \$105.00	(HNWH)	Hearst
WBGR, 860,	2.5 KW/100 W (DA-1)	, RELIG/GOSPEL	UPI, \$ 40.00	(Roslin)	Mortenson
WCAO, 600,	5 KW (DA-1)	, COUNTRY	NBC, \$ 70.00	(Mc-Guild)	Summit
WCBM, 680,	10 KW/5 KW (DA-2)	, SILENT	ABC-T, ABC-I, \$ NA	(---	Resort
WEBB, 1360,	5 KW/1.7 KW (DA-1)	, BLACK	SBN, \$ 35.00	(Roslin)	
WFBR, 1300,	5 KW (DA-1)	, OLDIES	CBS, \$ 65.00	(Republic)	JAG
WITH, 1230,	1 KW	, NOSTALGIA	MBS, \$ 40.00	(Groskin)	
WWIN, 1400,	1 KW	, BLACK	, \$ 38.00	(MMR)	Ragan Henry
WYST, 1010,	1 KW (DAYS)	, OLDIES	APR, \$ 31.00	(MMR)	United

FM STATIONS

WBSB, 104.3,	50 KW @ 400,	CHR	ABC-C, \$150.00	(Banner)	Scripps-Howard
WGHT, 95.9,	3 KW @ 300,	URBAN/CHR	, \$ 68.00	(MMR)	Ragan Henry
WGRX, 100.7,	20 KW @ 715,	CLASSIC AOR	ABC-F, \$ 60.00	(Durpetti)	Shamrock-Lynett
WIYY, 97.9,	11 KW @ 950,	AOR	ABC-R, \$100.00	(HNWH)	Hearst
WLIF, 101.9,	14 KW @ 961,	BTFLEZ	, \$140.00	(Christal)	JAG
WPOC, 93.1,	16 KW @ 870,	COUNTRY	ABC-D, \$135.00	(Eastman)	Nationwide
WQSR, 105.7,	50 KW @ 245,	OLDIES	CBS, US 1, \$ 60.00	(Banner)	
WRBS, 95.1,	50 KW @ 500,	RELIGION	, \$ 20.00	(---	
WMMX, 106.5,	29 KW @ 620,	AC	, \$105.00	(Katz)	Capitol-Goodman
WXYV, 102.7,	50 KW @ 400,	BLACK/URBAN	, \$110.00	(Mc-Guild)	Summit
WYST, 92.3,	10 KW @ 709,	AC	APR, \$ 75.00	(MMR)	United

Other ranked stations - See Washington

BATON ROUGE

Arbitron Rank/Pop (12+): 73/450,100
 MSA Rank/Pop: 91/562,000
 Average Person Ratings: 14.6
 Market TSL: 19.75 hours

Stations: 20/15
 Diaries: 903/498:1/52.0%
 Sample Target: 820
 % Below Line: 9.7
 % Not Listed: 7.8

1987 Revenue: \$11,100,000
 HH Inc.: \$31,027
 Retail \$: 3.4 Bil
 Pop per Station: 30,007
 #1 Biller: WFMF-F \$2,500,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume
1. WYNK A/F (C)	96/14.6	18.3	13.8	10.8	11.0	14.4	195/2224	1148/25.5	26.6	23.7	109			WYNK A/F
2. KQXL-F (B)	92/14.0	11.5	10.9	9.9	8.5	11.6	139/1211	900/20.0	18.6	15.9	104			KQXL-F
3. WXOK (B)	84/12.8	9.1	10.1	12.4	9.8	11.1	94/1046	972/19.4	16.2	21.1	80			WXOK
4. WFMF-F (CHR)	62/ 9.4	9.5	11.1	10.8	11.5	10.2	90/1917	1164/25.9	26.1	30.2	74			WFMF-F
5. WGGZ-F (CHR)	60/ 9.1	9.1	12.0	9.9	11.0	10.0	130/2317	1068/23.7	23.8	27.2	82			WGGZ-F
6. WKJN-F (C)	49/ 7.4	5.7	9.3	6.7	6.9	7.3	104/1424	700/15.6	13.8	14.5	101			WKJN-F
7. WTGE A/F (AOR/CHR)	42/ 6.4	4.7	4.8	5.5	6.8	5.4	63/ 978	671/14.9	11.7	15.7	144			WTGE A/F
8. WCKW-F (AOR)	27/ 4.1	5.1	3.7	2.4	1.7	3.8	54/ 771	347/ 7.7	9.1	4.8	156			WCKW-F
9. WJBO (N/T)	20/ 3.0	3.7	4.5	6.2	5.6	4.4	22/ 409	390/ 8.7	9.4	11.1	113			WJBO
10. WXLT-F (O)	15/ 2.3	3.3	2.6	1.2	---	2.4	21/ 359	266/ 5.9	5.4	---	157			WXLT-F
11. KJEA-F (EZ)	15/ 2.3	3.5	2.5	3.3	2.6	2.9	58/ 732	215/ 4.8	5.5	4.0	48			KJEA-F
12. WTKL (EZ/MOR)	10/ 1.5	1.0	1.1	2.1	2.4	1.4	10/ 166	166/ 3.7	3.6	5.9	40			WTKL
13.														
14.														
15.														

12+ FM SHARE (METRO): 77.43% (470 of 607) (SUM 87: 70.01%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WGGZ-F	1. KQXL-F	1. KQXL-F<	1. KQXL-F	1. WYNK-F+	1. WYNK-F+>>	1. WYNK-F+	1. WYNK-F+	1. KQKL-F	1. KQKL-F>>	1. WXOK
2. KQXL-F	2. WXOK	2. WYNK-F+	WYNK-F+	2. KQXL-F	2. WKJN-F	2. KQXL-F<	2. WXOK	2. WYNK-F+	2. WXOK	2. KQXL-F>
3. WFMF-F	3. WFMF-F	3. WXOK	3. WXOK	3. WXOK	3. WXOK	3. WXOK	3. WGGZ-F	3. WFMF-F	3. WGGZ-F>	WYNK-F
4. WXOK	4. WYNK-F+	4. WFMF-F	4. WTGE-F+	4. WTGE-F+	4. KQXL-F	4. WFMF-F	4. WFMF-F	4. WGGZ-F	4. WFMF-F	4. WGGZ-F
5.	5. WTGE-F+	5. WGGZ-F	5. WGGZ-F	5. WGGZ-F	5.	5. WGGZ-F	5. WTGE-F+	5. WXOK	5. WKJN-F	5.
	6. WCKW-F	6. WTGE-F+	6. WFMK-F	WKJN-F	7. WFMF-F	6. WKJN-F	6. KQKL-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WFMF-F	1. KQXL-F	1. KQXL-F	1. KQXL-F	1. KQXL-F	1. WXOK	1. KQKL-F	1. KQXL-F>	1. WYNK-F+	1. WYNK-F+
2. KQXL-F	2. WXOK	2. WXOK	2. WXOK	2. WXOK	2. KQXL-F	2. WYNK-F+	2. WYNK-F+	2. KQXL-F	2. KQXL-F
3. WXOK	3. WFMF-F	3. WGGZ-F	3. WYNK-F+	WYNK-F+	3. WXOK	3. WTGE-F+	3. WXOK	3. WTGE-F+	3. WTGE-F+
4. WYNK-F+>	4. WGGZ-F	4. WTGE-F+	4. WFMF-F	4. WTGE-F+	4. WGGZ-F	4. WFMF-F	WCKW-F	4. WFMF-F	4. WKJN-F
5. WGGZ-F	5. WYNK-F+	5. WFMF-F>	5. WGGZ-F	5. WGGZ-F	5. WYNK-F+>	5. WTGE-F+	5. WXOK	WGGZ-F	5. WXOK
	6. WTGE-F+	6. WYNK-F+	6. WTGE-F+	6. WFMF-F	6. WTGE-F+	6. WGGZ-F	6. WFMF-F	WTGE-F+	6. WCKW-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WIBR	1300	Baton Rouge	.9/3.7
WLUX	1550	Baton Rouge	1.1/4.0
WQCK-F	92.7	Clinton	.8/2.8
WQUE-F	93.3	New Orleans	.9/3.3
WWL	870	New Orleans	.8/2.3
WYLD-F	98.5	New Orleans	.9/2.2

RADIO STATIONS

WIBR, 1300,	5 KW/1 KW (DA-N)	, OLDIES	, \$ 20.00 (Katz)
WJBO, 1150,	5 KW (DA-1)	, TALK	CBS,NBC-T, \$ 23.00 (HNWH)
WLUX, 1550,	5 KW (DAYS)	, RELIGION	UPI, \$ 10.00 (---)
WTKL, 1260,	1 KW (DAYS)	, EZ/MOR	NBN,ABC-C, \$ 13.00 (---)
WXOK, 1460,	5 KW/1 KW (DA-N)	, BLACK	NBC, \$ 31.00 (Torbet)
WFMF-F, 102.5,	100 KW @ 560,	CHR	, \$ 62.00 (HNWH)
WGGZ-F, 98.1,	100 KW @ 1550,	CHR	ABC-C,CBS-R, \$ 60.00 (Katz)
WTGE-F, 100.7,	100 KW @ 690,	AOR/CHR	, \$ 43.00 (Christal)
WYNK-F, 101.5,	100 KW @ 1283,	COUNTRY	ABC-E, \$ 71.00 (Katz)
KQXL-F, 106.3,	3 KW @ 300,	BLACK	SBN,ABC-F, \$ 33.00 (K & P)
WKJN-F, 103.3,	100 KW @ 1045,	COUNTRY	, \$ 47.00 (Torbet)
WXLT-F, 94.1,	100 KW @ ??,	OLDIES	, \$ NA (Southern)

BIRMINGHAM

Arbitron Rank/Pop (12+): 51/763,100
 MSA Rank/Pop: 56/927,000
 ADI # 49
 Average Person Ratings: 16.1
 Market TSL: 21.75 hours

Stations: 26/22
 Diaries: 1317/579:1/53.2%
 Sample Target: 1080
 % Below Line: 3.0
 % Not Listed: 6.8

1987 Revenue: \$23,000,000
 HH Inc.: \$27,914
 Retail \$: 5.1 Bil
 Pop per Station: 34,686
 #1 Biller: WZZK A/F \$5,500,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% Conversion	Birch Share	Birch AQH	Birch Cume
1. WZZK A/F (C)	178/14.5	14.8	16.6	17.1	18.0	15.8	58/ 987	400/ 5.2	27.9	29.4	123			WZZK A/F
2. WAPI-F (CHR)	144/11.7	9.8	9.1	10.1	11.0	10.2	244/3379	2063/27.0	23.1	23.9	79			WAPI-F
3. WMJJ-F (AC)	137/11.2	13.8	11.6	10.9	8.0	11.9	176/2118	1575/20.6	24.3	20.4	137			WMJJ-F
4. WENN-F (B)	123/10.0	10.9	10.7	9.2	9.8	10.2	148/1622	1296/17.0	16.8	18.1	99			WENN-F
5. WKXX-F (U/CHR)	122/ 9.9	10.0	10.8	9.9	12.6	10.2	155/2092	1596/20.9	19.8	23.3	74			WKXX-F
6. WERC (N/T)	68/ 5.5	5.6	4.7	5.9	4.6	5.4	70/ 937	881/11.5	10.6	10.5	84			WERC
7. WATV (B)	61/ 5.0	4.1	5.5	3.5	3.9	4.5	61/ 714	714/ 9.4	7.9	8.3	110			WATV
8. WLTB-F (AC)	51/ 4.2	3.8	4.2	3.9	3.9	4.0	73/1099	858/11.2	11.7	10.0	138			WLTB-F
9. WAPI (BB)	44/ 3.6	2.7	3.2	5.3	4.1	3.7	62/ 717	586/ 7.7	7.8	8.0	31			WAPI
10. WJLD (B)	36/ 2.9	2.6	2.8	2.4	1.9	2.7	37/ 500	478/ 6.3	6.8	5.5	107			WJLD
11. WAGG (R/G)	29/ 2.4	3.3	3.6	3.9	5.1	3.3	31/ 362	356/ 4.7	4.5	6.9	83			WAGG
WDJC-F (R/G)	29/ 2.4	2.4	2.4	1.6	2.6	2.2	49/1123	614/ 8.0	7.8	7.9	133			WDJC-F

12+ FM SHARE (METRO): 71.15% (814 of 1144) (SUM 87: 72.47%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WAPI-F>>>1. WMJJ-F	1. WMJJ-F	1. WMJJ-F	1. WMJJ-F	1. WZZK-F+	1. WZZK-F+	1. WZZK-F+	1. WZZK-F+	1. WZZK-F+	1. WZZK-F+	1. WZZK-F+
2. WENN-F	2. WAPI-F<	2. WZZK-F+	WZZK-F+	2. WMJJ-F	2. WATV >	2. WAPI-F	2. WMJJ-F	2. WAPI-F	2. WKXX-F	2. WERC
3. WKXX-F	3. WKXX-F	3. WAPI-F	3. WENN-F<	3. WENN-F	3. WMJJ-F	3. WERC	3. WAPI-F	WMJJ-F	3. WAPI-F	3. WENN-F<
4.	4. WENN-F>	4. WKXX-F	4. WAPI-F	4. WAPI-F	4. WAPI-F<	WMJJ-F	4. WKXX-F	4. WKXX-F	4. WZZK-F+	4. WMJJ-F<
5.	5. WZZK-F+	5. WENN-F	5. WKXX-F	5. WKXX-F	5. WENN-F	5. WKXX-F	5. WENN-F	5. WENN-F	5. WMJJ-F	5. WAPI-F
					6. WERC					6. WKXX-F
					WVOK					
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WKXX-F	1. WKXX-F	1. WMJJ-F>	1. WZZK-F+<	1. WZZK-F+>		1. WKXX-F	1. WMJJ-F	1. WMJJ-F	1. WMJJ-F	1. WMJJ-F<
2. WAPI-F>>>	2. WAPI-F	2. WENN-F	2. WMJJ-F	2. WMJJ-F>		2. WAPI-F	2. WAPI-F	2. WAPI-F	2. WZZK-F+	2. WZZK-F+>
3. WMJJ-F	WMJJ-F<	3. WAPI-F	3. WKXX-F	3. WENN-F		3. WMJJ-F	3. WENN-F	3. WENN-F	3. WAPI-F	3. WENN-F<
4. WENN-F>	4. WENN-F>>>	4. WKXX-F	4. WAPI-F	4. WAPI-F		4. WENN-F>>>	4. WKXX-F>	4. WZZK-F+	4. WENN-F	4. WAPI-F
5. WZZK-F+	5. WZZK-F	5. WZZK-F+	5. WENN-F	5. WKXX-F		5. WZZK-F+	5. WZZK-F+	5. WKXX-F>>>	5. WKXX-F	5. WKXX-F
	6. WATV	6. WLTB-F						6. WERC		6. WLTB-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WARF	1240	Jasper	.8/1.1
WFFN-F	92.9	Cordova	.4/ .9
WAYE	1220	Birmingham	1.9/2.9
WCRL	1570	Oneonta	.3/ .7
WCRT	1260	Birmingham	1.1/2.7
WFHK	1430	Pell City	.3/ .6
WKLD-F	97.7	Oneonta	.3/1.4
WVOK	690	Birmingham	1.4/6.3
WYDE	850	Birmingham	.5/2.5
WQEN-F	103.7	Gadsden	.6/2.7
WRS-A-F	96.9	Decatur	.6/1.5
WZBQ-F	102.5	Jasper	1.6/5.2

RADIO STATIONS

WAGG, 1320, 5 KW (DAYS)	, GOSPEL	NBN,\$ 30.00	(HNWH)
WAPI, 1070, 50 KW/5 KW (DA-N)	, NOSTALGIA	NBC,\$ 29.00	(Christal) Dittman
WATV, 900, 1 KW/165 W	, BLACK	ABC-E,\$ 30.00	(Roslin)
WAYE, 1220, 1 KW/75 W	, GOSPEL	,\$ 15.00	(---) Willis
WCRT, 1260, 5 KW/41 W	, OLDIES	CNN,Trans,\$ 16.00	(---)
WERC, 960, 5 KW (DA-N)	, NEWS/TALK	,\$ 44.00	(Mc-Guild) Sun Group
WJLD, 1400, 1 KW	, BLACK	MBS,SBN,\$ 22.00	(---)
WVOK, 690, 50 KW/30 W	, COUNTRY	CBS,\$ 16.00	(Eastman) Signature
WYDE, 850, 50 KW/1 KW (DA-2)	, RELIGION	,\$ 15.00	(---)
WAPI-F, 94.5, 100 KW @ 1214, CHR/AOR		ABC-C,\$ 75.00	(Christal) Dittman
WDJC-F, 93.7, 100 KW @ 984, RELIGION		,\$ 22.00	(---) Crawford
WENN-F, 107.7, 100 KW @ 640, BLACK		NBN,\$ 60.00	(HNW)
WKXX-F, 106.9, 100 KW @ 1114, URBAN/CHR		ABC-D,\$ 55.00	(Mc-Guild) Sun Group
WLTB-F, 99.5, 100 KW @ 870, SOFT AC		,\$ 41.00	(Eastman) Signature
WMJJ-F, 96.5, 100 KW @ 892, AC		,\$ 95.00	(Banner) Capitol-Johnson
WZZK-F, 104.7, 100 KW @ 1300, COUNTRY		,\$130.00	(Katz) New City

BOSTON

Arbitron Rank/Pop (12+): 7/3,183,800

Stations: 36/30
Diaries: 2286/1393:1/39.6%
Sample Target: 2170
% Below Line: 4.8
% Not Listed: 11.7

1987 Revenue: \$104,300,000
HH Inc.: \$41,506
Retail \$: 31.8 Bil
Pop per Station: 106,127
#1 Biller: WBCN-F \$16,000,000

MSA Rank/Pop: 6/3,730,000
ADI # 6
Average Person Ratings: 18.0
Market TSL: 23.75 hours

12+ METRO	1/4/SHARE	SPG				4 Book Avg.	12+ METRO		SPG		% Conversion	Birch			
		88	WIN 88	FAL 87	SUM 87		CUME/CUME	RATING	88	SUM 87		25-54	Share	AQH	
1. WXKS-F (CHR)	409/7.1	8.6	6.5	7.0	8.1	7.3	473/7214	5876/18.5	20.8	18.6	86				WXKS-F
2. WRKO (T)	406/7.1	7.7	6.7	6.9	6.4	7.1	512/6298	5149/16.2	17.3	14.9	72				WRKO
3. WBZ (MOR)	367/6.4	6.6	7.1	7.3	7.1	6.9	491/6662	4693/14.7	16.2	17.6	70				WBZ
4. WZOU-F (CHR)	353/6.1	5.8	5.4	5.2	4.3	5.6	496/7161	5180/16.3	16.3	12.1	51				WZOU-F
5. WBCN-F (AOR)	344/6.0	6.6	7.2	7.2	7.3	6.8	426/6909	4992/15.7	15.1	19.6	113				WBCN-F
WJIB-F (EZ)	344/5.0	4.9	6.1	6.1	6.3	5.7	384/4487	3723/11.7	11.1	13.9	72				WJIB-F
7. WEEI (N)	246/4.3	4.2	4.1	4.1	4.9	4.5	264/4787	4305/13.5	16.8	14.7	60				WEEI
9. WODS-F (O)	231/4.0	4.5	4.8	4.8	1.5	4.1	398/6553	3936/12.4	12.5	5.6	150				WODS-F
WSSH-F (AC)	231/4.0	4.3	4.3	4.3	4.4	4.3	337/4648	3232/10.3	10.1	11.7	138				WSSH-F
10. WHDH (T)	225/3.9	4.4	5.8	5.8	4.6	4.8	239/4168	3803/11.9	11.9	13.6	82				WHDH
11. WZLX-F (AOR)	223/3.9	2.5	3.4	3.4	4.0	3.6	307/4522	3355/10.5	9.2	11.5	151				WZLX-F
12. WMJX-F (AC)	221/3.8	3.5	3.0	3.0	2.9	3.3	249/4238	3583/11.3	9.9	10.8	145				WMJX-F
13. WROR-F (AC)	174/3.0	3.6	3.5	3.5	4.2	3.3	244/4585	3205/10.1	11.0	14.0	160				WROR-F
14. WVBF-F (AC)	155/2.7	2.6	2.6	2.6	2.7	2.7	194/2783	2321/ 7.3	7.0	7.9	173				WVBF-F
15. WILD (3)	132/2.3	2.4	1.6	1.6	2.8	2.3	132/1018	1012/ 3.2	3.5	4.0	117				WILD
16. WAAF-F (AOR)	124/2.2	1.6	1.9	1.9	1.9	1.9	291/4703	2382/ 7.5	5.6	7.6	59				WAAF-F
17. WBOS-F (C)	121/2.1	3.3	2.1	2.1	1.9	2.5	187/2816	1681/ 5.3	8.3	5.5	148				WBOS-F
18. WCGY-F (AOR)	117/2.0	1.4	.9	.9	.4	1.3	190/2836	1685/ 5.3	4.3	2.1	65				WCGY-F
19. WPLM-F (3B)	76/1.3	1.2	1.2	1.2	1.6	1.1	108/1883	1165/ 3.7	3.5	3.9	62				WPLM-F
20. WCRB-F (CL)	74/1.3	1.3	1.8	1.8	1.8	1.5	114/2356	1565/ 4.9	4.4	5.0	100				WCRB-F

12+ FM SHARE (METRO): 67.28% (3411 of 5070) (SUM 87: 64.16%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WZOU-F>>>1. WBCN-F	1. WBCN-F<	1. WBCN-F<	1. WBCN-F	1. WBCN-F	1. WBZ <	1. WBZ	1. WJIB-F	1. WRKO	1. WBZ	1. WBZ >>
2. WXKS-F>>>2. WXKS-F>	2. WXKS-F>	2. WXKS-F>	2. WXKS-F<	2. WXKS-F<	2. WRKO	2. WXKS-F	2. WBCN-F	2. WBCN-F	2. WRKO	2. WHDH >>
3. WODS-F	3. WZLX-F	3. WZLX-F	3. WZLX-F<	3. WODS-F<	3. WJIB-F	3. WEEI	3. WRKO	3. WXKS-F	3. WZOU-F	3. WEEI
4. WILD	4. WZOU-F	4. WMJX-F	4. WODS-F	4. WZLX-F	4. WEEI <	4. WRKO <	4. WXKS-F	4. WJIB-F	4. WHDH <	4. WRKO
5. WHOB-F	5. WMJX-F	5. WODS-F	5. WMJX-F	5. WMJX-F	5. WHDH	5. WBCN-F	WZOU-F	WZOU-F	5. WXKS-F	5. WXKS-F<
6. WCGY-F	6. WAAF-F	WZOU-F	6. WVBF-F	WSSH-F	6. WSSH-F	6. WHDH	6. WSSH-F	6. WSSH-F	6. WBCN-F	6. WJIB-F
7. WBCN-F	7. WCGY-F	7. WSSH-F	7. WROR-F	7. WRKO	7. WODS-F	7. WJIB	7. WMJX-F	7. WODS-F	7. WJIB-F	7. WMJX-F<
8. WAAF-F	8. WVBF-F<	8. WROR-F	WSSH-F	8. WROR-F	8. WROR	8. WZOU-F<	8. WZLX-F<	WZLX-F	8. WMJX-F	8. WBCN-F
9. WROR-F	9. WILD	9. WVBF-F	9. WRKO-F	WVBF-F	9. WMJX-F	9. WROR-F	9. WODS-F	9. WMJX-F	9. WAAF-F<	9. WZOU-F
10. WFNX-F	WODS-F	10. WAAF-F	10. WBZ	10. WBZ	10. WBOS-F	10. WVBF-F	10. WBZ	10. WBZ	10. WODS-F	10. WZOU-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WXKS-F>>>1. WXKS-F>>>1. WXKS-F	1. WXKS-F>	1. WXKS-F	1. WXKS-F>	1. WXKS-F<	1. WBCN-F>	1. WBCN-F>	1. WBCN-F>	1. WBCN-F>	1. WBCN-F
2. WZOU-F	2. WBCN-F	2. WVBF-F	2. WMJX-F	2. WSSH-F	2. WAAF-F	2. WZLX-F	2. WZLX-F>	2. WZLX-F	2. WZLX-F
3. WBCN-F	3. WZOU-F<	3. WBCN-F	3. WSSH-F	3. WMJX-F	3. WZOU-F	3. WAAF-F<	3. WXKS-F	3. WXKS-F	3. WODS-F
4. WMJX-F	4. WMJX-F	4. WMJX-F	WZOU-F<	4. WVBF-F	4. WCGY-F	4. WXKS-F	4. WMJX-F	4. WODS-F	4. WRKO
5. WILD	5. WVBF-F	5. WZLX-F	5. WBCN-F	5. WODS-F	5. WXKS-F	5. WCGY-F	WODS-F	5. WRKO	5. WROR-F
6. WSSH-F	6. WSSH-F>	6. WSSH-F	6. WVBF-F	6. WBZ <	6. WZLX-F	6. WZOU-F	WRKO	WAAF-F	6. WXKS-F
7. WCGY-F	7. WZLX-F	7. WZOU-F	7. WODS-F	7. WJIB-F<	7. WRKO	7. WRKO	7. WFNX-F	7. WZOU-F	7. WMJX-F
8. WZLX-F	8. WILD	8. WODS-F	3. WROR-F	8. WROR-F	8. WMJX-F	8. WMJX-F	8. WCGY-F	8. WCGY-F	8. WEEI
9. WODS-F	9. WODS-F	9. WROR-F	9. WZLX-F	9. WBCN-F	9. WLYT-F	9. WFNX-F	WILD	9. WROR-F	9. WSSH-F<
	WAAF-F	10. WROR-F	10. WILD	10. WBZ	10. WROR-F	10. WODS-F	WAAF-F	10. WMJX-F	10. WBZ

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCAP	980	Lowell	.5/1.5
WCCM	800	Lawrence	.6/1.0
WDLW	1330	Boston	.3/.8
WESX	250	Salem	.5/1.3
WFXN-F	101.7	Lynn	1.2/4.1
WJDA	1300	Quincy	.5/1.0
WLYT-F	92.5	Haverhill	.4/1.2
WMEX	1150	Boston	.7/1.7
WROL	950	Boston	.6/2.1
WSSH	1510	Boston	.2/1.1
WXKS	1430	Everett	1.0/2.6
WHOB-F	106.3	Nashua	.5/1.2
WOKQ-F	97.5	Dover	.3/.9
WXLO-F	104.5	Fitchburg	.3/1.5
WHJY-F	94.1	Providence	.6/2.4
WPRO-F	92.3	Providence	.3/1.4

RADIO STATIONS

AM STATIONS

WBZ, 1030, 50 KW (DA-1)	, MOR	ABC-I, \$240.00	(Group W)	Westinghouse
WEEI, 590, 5 KW (DA-1)	, NEWS	CBS, \$105.00	(CBS)	
WEZE, 1260, 5 KW (DA-N)	, RELIGION	, \$ 20.00	(---)	
WHDH, 850, 50 KW (DA-2)	, TALK	, \$195.00	(Durpetti)	Sconnix
WILD, 1090, 5 KW (DAYS)	, BLACK	SBN, \$ 40.00	(Roslin)	
WKOX, 1200, 10 KW/1 KW (DA-2)	, MOR	, \$ 30.00	(---)	Fairbanks
WMEX, 1150, 5 KW (DA-2)	, OLDIES	ABC-E, \$ 37.00	(Mc-Guild)	Greater Media
WRKO, 680, 50 KW (DA-2)	, TALK	MBS, US 2, \$170.00	(Republic)	RKO
WROL, 950, 5 KW (DAYS)	, RELIGION	, \$ 20.00	(---)	
WSSH, 1510, 50 KW/5 KW (DA-2)	, SOFT AC	Trans, \$ NA	(HNWH)	Noble
WUNR, 1600, 5 KW (DA-1)	, ETHNIC	, \$ 22.00	(Caballero)	
WXKS, 1430, 5 KW/1 KW (DA-N)	, NOSTALGIA	, \$ 45.00	(MMR)	Pyramid

FM STATIONS

WBCN, 104.1, 19 KW @ 742, AOR		, \$350.00	(Torbet)	Infinity
WBOS, 92.9, 17 KW @ 860, COUNTRY		ABC-D, \$128.00	(Durpetti)	Sconnix
WCRB, 102.5, 11 KW @ 920, CLASSICAL		, \$ 95.00	(---)	
WCGY, 93.7, 50 KW @ 430, CLASSIC ROCK		, \$ 65.00	(K & P)	Curt Gowdy
WFXN, 101.7, 3 KW @ 170, AOR		, \$ 60.00	(---)	
WHRB, 95.3, 3 KW @ 110, CLASS/JAZZ		, \$ 25.00	(---)	
WJIB, 96.9, 12 KW @ 1010, BTFL/EZ		, \$160.00	(Mc-Guild)	Emmis
WMJX, 106.7, 12 KW @ 720, AC		, \$140.00	(Mc-Guild)	Greater Media
WODS, 103.3, 16 KW @ 890, OLDIES		CBS-R, \$144.00	(CBS)	CBS
WPLM, 99.1, 50 KW @ 430, NOSTALGIA		, \$ 40.00	(---)	(PLYMOUTH)
WROR, 98.5, 8 KW @ 1191, AC		US 1, \$166.00	(Republic)	RKO
WSSH, 99.5, 32 KW @ 600, SOFT AC		, \$142.00	(HNWH)	Noble
WVBF, 105.7, 14 KW @ 954, AC		, \$130.00	(Banner)	Fairbanks
WXKS, 107.9, 23 KW @ 719, CHR		, \$250.00	(MMR)	Pyramid
WZLX, 100.7, 50 KW @ 500, CLASSIC AOR		, \$155.00	(Christal)	Cook Inlet
WZOU, 94.5, 8 KW @ 1050, CHR		, \$152.00	(Eastman)	Ardman

WAAF - See Worcester

BUFFALO - NIAGARA FALLS

Arbitron Rank/Pop (12+): 38/999,700

Stations: 24/22
Diaries: 1299/770:1/54.3%
Sample Target: 1290
% Below Line: 1.6
% Not Listed: 9.5

1987 Revenue: \$25,800,000
HH Inc.: \$33,379
Retail \$: 6.8 Bil
Pop per Station: 45,441
#1 Biller: WBEN \$3,500,000

MSA Rank/Pop: Buffalo - 51/951,500
ADI # 38 Niagara Falls - 198/212,400
Average Person Ratings: 16.5
Market TSL: 22.0 hours

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% Conversion	Birch Share	Birch AQH	Birch Cume
1. WKSE-F (CHR)	186/11.3	10.2	8.6	8.2	7.5	9.6	202/2778	2525/25.3	24.6	18.0	70			WKSE-F
2. WBEN (MOR)	159/ 9.6	8.5	10.0	11.8	8.8	10.0	171/2421	2145/21.5	21.1	22.4	83			WBEN
3. WYRK-F (C)	145/ 8.8	7.7	9.0	7.0	9.0	8.1	186/1865	1497/15.0	15.7	13.7	150			WYRK-F
4. WPHD-F (O)	125/ 7.6	4.7	5.7	5.4	6.2	5.9	126/2097	1964/19.6	16.3	20.0	88			WPHD-F
5. WJYE-F (EZ)	111/ 6.7	6.6	10.4	8.6	9.3	8.1	123/1685	1521/15.2	16.7	18.3	51			WJYE-F
6. WBUF-F (AC)	109/ 6.6	9.3	6.5	6.2	7.7	7.2	135/1902	1572/15.7	17.0	18.0	69			WBUF-F
7. WBLK-F (B)	99/ 6.0	6.3	4.5	6.5	4.3	5.8	104/ 981	954/ 9.5	9.8	9.5	97			WBLK-F
WECK (BB)	99/ 6.0	5.0	5.1	6.3	5.0	5.6	99/1098	1064/10.6	9.0	10.2	40			WECK
9. WMJQ-F (CHR)	94/ 5.7	5.7	3.6	4.7	3.6	4.9	179/3177	1990/19.9	20.7	16.6	114			WMJQ-F
10. WHTT-F (AOR)	90/ 5.5	8.7	7.5	8.0	9.1	7.4	113/2189	2005/20.1	19.4	21.7	151			WHTT-F
11. WGR (MOR)	70/ 4.2	3.1	3.2	4.1	3.8	3.7	92/1528	1257/12.6	12.1	13.5	138			WGR
12. WRLT-F (AOR)	36/ 2.2	4.3	3.6	2.6	4.7	3.2	40/ 837	758/ 7.6	10.8	11.0	155			WRLT-F
13. WBYR-F (AOR)	32/ 1.9	1.8	1.9	1.5	1.7	1.8	40/ 867	637/ 6.4	7.0	7.9	121			WBYR-F
14. WUFO (B/G)	24/ 1.5	1.4	.9	1.4	1.0	1.3	24/ 331	320/ 3.2	2.3	2.7	120			WUFO
15. WWKB (O)	18/ 1.1	3.3	4.1	3.7	3.2	3.1	22/ 675	621/ 6.2	12.0	12.9	91			WWKB

12+ FM SHARE (METRO): 71.25% (1063 of 1492) (SUM 87: 71.82%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WKSE-F>>>1. WPHD-F	1. WPHD-F<	1. WYRK-F<	1. WYRK-F>	1. WBEN	1. WBEN >	1. WKSE-F	1. WKSE-F	1. WKSE-F	1. WKSE-F	1. WBEN >
2. WBLK-F	2. WKSE-F<	2. WYRK-F	2. WYRK-F	2. WYRK-F	2. WYRK-F<	2. WJYE-F	2. WYRK-F	2. WYRK-F	2. WYRK-F	2. WHTT-F
3. WPHD-F	3. WMJQ-F	3. WBUF-F	3. WHTT-F	3. WJYE-F	3. WKSE-F	3. WBUF-F<	3. WPHD-F<	3. WPHD-F<	3. WPHD-F<	3. WPHD-F
4. WMJQ-F	4. WHTT-F	4. WYRK-F	4. WKSE-F	4. WBEN <	4. WECK >	4. WPHD-F	4. WBEN <	4. WBEN <	4. WBEN <	4. WYRK-F
5.	5. WBLK-F	5. WHTT-F	5. WPHD-F	5. WKSE-F	5. WBUF-F	5. WMJQ-F	5. WBEN <	5. WBEN <	5. WBLK-F	5.
	6. WBUF-F	6. WMJQ-F	6. WPHD-F	6. WPHD-F	6. WGR	6. WBUF-F	6. WYRK-F	6. WJYE-F	6. WHTT-F	
	7. WBLK-F	7. WBLK-F	7. WBLK-F	7. WMJQ-F	7. WMJQ-F	7. WHTT-F	7. WPHD-F<	7. WBLK-F	7. WWKB	
		8. WGR	8. WBLK-F	8. WGR	8. WGR	8. WGR	8. WMJQ-F	8. WECK <	8. WJYE-F	
		9. WBLK-F	9. WGR	9. WGR	9. WGR	9. WHTT-F	9. WHTT-F	9. WHTT-F	9. WMJQ-F	
								10. WMJQ-F	10. WBUF-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WKSE-F	1. WKSE-F	1. WBUF-F	1. WKSE-F	1. WBUF-F	1. WPHD-F>>>1. WPHD-F>	1. WPHD-F	1. WPHD-F	1. WPHD-F	1. WYRK-F>
2. WPHD-F>	2. WPHD-F	2. WKSE-F	2. WBUF-F>	2. WKSE-F<	2. WKSE-F	2. WHTT-F	2. WHTT-F	2. WHTT-F	2. WHTT-F
3. WBLK-F<	3. WBUF-F<	3. WHTT-F	3. WPHD-F	3. WYRK-F	3. WMJQ-F>	3. WHTT-F	3. WMJQ-F>	3. WYRK	3. WBEN
4. WMJQ-F	4. WMJQ-F	4. WPHD-F	4. WBLK-F	4. WBEN	4. WBLK-F	4. WBLK-F	4. WBLK-F	4. WMJQ-F>	4. WPHD-F
5. WBUF-F	5. WBLK-F	5. WMJQ-F	5. WMJQ-F	5. WBLK-F	5. WHTT-F	5. WKSE-F	5. WKSE-F	5. WKSE-F	5. WMJQ-F
6. WHTT-F	6. WHTT-F	6. WBLK-F>	6. WYRK-F	6. WGR	6. WBUF-F	6. WYRK-F	6. WBYR-F	6. WBLK-F	6. WBUF-F
		7. WGR	7. WHTT-F	7. WHTT-F	7. WBYR-F	7. WYRK-F	7. WKSE-F	7. WBUF-F	7. WGR
		8. WBEN	8. WGR	8. WMJQ-F	8. WYRK-F	8. WYRK-F	8. WRLT	8. WBEN	8. WBLK-F
		9. WYRK-F							

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDCX-F	99.5	Buffalo	.7/2.5	WLVL	1340	Lockport	.4/1.3
WGKT	1400	Buffalo	.6/2.2	WXRL	1300	Lancaster	1.0/3.6
WHLD	1270	Niagara Falls	.3/2.2				
WHTT	1120	Buffalo	.8/3.0	CFNY-F	102.1	Brampton	1.0/2.7
WJL	1440	Niagara Falls	.5/1.7	CILO-F	107.1	Toronto	.4/1.6

RADIO STATIONS

WBEN, 930, 5 KW (DA-N)	, MOR	NBC,\$ 80.00	(Eastman)
WECK, 1230, 1 KW	, NOSTALGIA	CBS,\$ 41.00	(Roslin)
WGR, 550, 5 KW (DA-N)	, MOR/AC	ABC-E,\$ 45.00	(Katz)
WHTT, 1120, 1 KW (DAYS)	, CLASSIC AOR	,\$ NA	(MMR)
WUFO, 1080, 1 KW (DAYS)	, BLACK/GOSPEL	SBN,\$ 16.00	(---)
WWKB, 1520, 50 KW (DA-1)	, OLDIES	ABC-D,\$ 45.00	(HNWH)
WXRL, 1300, 1 KW/2.5 KW (DA-2)	, COUNTRY	MBS,\$ 18.00	(---)
WBLK-F, 93.7, 50 KW @ 400, BLACK		CBS-R,\$ 44.00	(Durpetti)
WBUF-F, 92.9, 91 KW @ 580, AC		,\$ 72.00	(Mc-Guild)
WDCX-F, 99.5, 17 KW @ 430, RELIGION		,\$ 21.00	(---)
WHTT-F, 104.1, 50 KW @ 500, CLASSIC AOR		,\$ 64.00	(MMR)
WJYE-F, 96.1, 50 KW @ 480, BTFL/EZ		,\$ 70.00	(Christal)
WKSE-F, 98.5, 46 KW @ 380, CHR		ABC-R,\$ 57.00	(HNWH)
WMJQ-F, 102.5, 110 KW @ 1347, CHR		ABC-R,\$ 51.00	(Eastman)
WPHD-F, 103.3, 49 KW @ 423, AOR		CBS-R,\$ 49.00	(CBS)
WGR-F, 96.9, 13 KW @ 890, AOR		ABC-E,\$ 43.00	(Katz)
WYRK-F, 106.5, 50 KW @ 390, COUNTRY		,\$ 63.00	(Mc-Guild)
WBYR-F, 107.7, 14 KW @ 650, AOR		Source,\$ 32.00	(Torbet)
			Pyramid
			Sheridan
			Price
			(LANCASTER)
			Lincoln
			Crawford
			Pyramid
			Price
			Stoner
			(WETHERSFIELD)

CHARLOTTE

Arbitron Rank/Pop (12+): 41/895,400

Stations: 26/20
Diaries: 1159/773:1/50.9%
Sample Target: 1130
% Below Line: 4.7
% Not Listed: 10.9

1987 Revenue: \$27,100,000
HH Inc.: \$31,563
Retail \$: 7.7 Bil
Pop per Station: 44,770
#1 Biller: WEZC-F \$4,700,000

MSA Rank/Pop: 44/1,080,000
ADI # 31
Average Person Ratings: 16.3
Market TSL: 21.75 hours

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ 1/4/CUME	TSA CUME/CUME	SPG 88	SUM 87	% Conversion	Birch Share	Birch AQH	Birch Cume
1. WSOC-F (C)	215/14.7	13.7	14.4	12.1	10.8	13.7	358/3913	2253/25.2	26.7	22.0	103			WSOC-F
2. WCKZ-F (U/CHR)	138/ 9.4	9.9	6.6	3.3	3.4	9.3	210/2582	1667/18.6	18.7	9.1	76			WCKZ-F
WPEG-F (B)	138/ 9.4	8.3	10.5	14.2	13.7	10.6	168/1707	1436/16.0	17.1	17.2	110			WPEG-F
4. WRFX-F (AOR)	111/ 7.6	8.6	5.8	8.1	7.7	7.5	177/2278	1512/16.9	16.0	14.7	112			WRFX-F
5. WLVK-F (C)	109/ 7.5	5.9	6.9	6.7	7.3	6.8	198/2063	1161/13.0	12.7	13.3	105			WLVK-F
6. WROQ-F (CHR)	87/ 6.0	5.2	5.1	6.3	8.4	5.7	196/3023	1492/16.7	12.8	18.9	65			WROQ-F
WEZC-F (AC)	87/ 6.0	6.2	7.6	6.2	7.2	6.5	154/2266	1420/15.9	13.7	15.6	132			WEZC-F
8. WBT (MOR)	75/ 5.1	6.7	5.8	7.0	7.1	6.2	97/1566	1196/13.4	13.5	15.7	92			WBT
9. WBCY-F (CHR)	70/ 4.8	5.9	5.9	6.5	5.3	5.8	145/2794	1452/16.2	15.0	16.1	88			WBCY-F
10. WWMG-F (AC)	69/ 4.7	5.8	4.2	5.2	5.1	5.0	111/1603	1048/11.7	10.3	10.7	160			WWMG-F
11. WRLX-F (EZ)	64/ 4.4	3.4	4.1	3.6	.5	3.9	131/1294	798/ 8.9	8.0	.8	95			WRLX-F

12+ FM SHARE (METRO): 89.10% (1161 of 1303) (SUM 87: 85.29%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WCKZ-F+>1. WRFX-F	1. WSOC-F	1. WSOC-F	1. WSOC-F	1. WSOC-F	1. WSOC-F	>1. WSOC-F	>1. WSOC-F	>1. WSOC-F	>1. WSOC-F	1. WPEG-F
2. WROQ-F	2. WCKZ-F	2. WRFX-F	2. WPEG-F	2. WPEG-F	2. WLVK-F	2. WRFX-F	2. WCKZ-F	2. WCKZ-F	2. WCKZ-F	2. WCKZ-F
3. WPEG-F	3. WPEG-F	3. WPEG-F	3. WRFX-F	3. WRFX-F	3. WBT	3. WPEG-F	3. WRFX-F	3. WLVK-F	3. WSOC-F	3. WLVK-F
4. WBCY-F	4. WSOC-F	4. WCKZ-F	4. WEZC-F	4. WEZC-F	4. WRLX-F	4. WBT	4. WLVK-F	4. WRFX-F	4. WROQ-F	4. WRFX-F
5. WROQ-F	5. WEZC-F	5. WLVK-F	5. WLVK-F	5. WLVK-F	5. WPEG-F	5. WPEG-F	5. WEZC-F	5. WPEG-F	5. WBT	5. WROQ-F
	6. WLVK-F	6. WLVK-F	6. WWMG-F	6. WWMG-F	6. WEZC-F	6. WEZC-F	6. WPEG-F	6. WROQ-F	6. WRFX-F	6. WCKZ-F
	7. WCKZ-F	7. WCKZ-F	7. WCKZ-F	7. WCKZ-F	7. WCKZ-F	7. WCKZ-F	7. WROQ-F			7. WWMG-F
	8. WEZC-F									8. WBT

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WCKZ-F	1. WPEG-F	1. WPEG-F	1. WSOC-F	1. WSOC-F	1. WRFX-F	1. WRFX-F	1. WRFX-F	1. WRFX-F	1. WSOC-F
2. WPEG-F	2. WCKZ-F	2. WSOC-F	2. WPEG-F	2. WEZC-F	2. WCKZ-F	2. WCKZ-F	2. WPEG-F	2. WSOC-F	2. WRFX-F
3. WBCY-F	3. WSOC-F	3. WEZC-F	3. WEZC-F	3. WPEG-F	3. WROQ-F	3. WPEG-F	3. WWMG-F	3. WCKZ-F	3. WPEG-F
	4. WEZC-F	4. WCKZ-F	4. WCKZ-F	4. WCKZ-F	4. WSOC-F	4. WROQ-F	4. WCKZ-F	4. WPEG-F	4. WLVK-F
	5. WRFX-F	5. WRFX-F	5. WBCY-F	5. WLVK-F	5. WPEG-F	5. WSOC-F	5. WLVK-F	5. WWMG-F	5. WWMG-F
	6. WEZC-F	6. WBCY-F	6. WWMG-F	6. WLVK-F	6. WBCY-F	6. WWMG-F	6. WSOC-F	6. WLVK-F	6. WCKZ-F
	7. WRFX-F	7. WBCY-F	7. WWMG-F	7. WRLX-F		7. WLVK-F	7. WROQ-F	WROQ-F	
	8. WLVK-F	8. WLVK-F							

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAES 610 Charlotte	.1/ .7	WFMX-F 105.7 Statesville	1.0/1.5
WAME 1480 Charlotte	.8/1.1	WXRC-F 95.7 Hickory	.8/3.3
WGIV 1600 Charlotte	1.0/3.9	WKZL-F 107.5 Winston-Salem	.3/ .9
WHVN 1240 Charlotte	.3/2.1	WMIT-F 106.9 Black Mountain	.9/2.6
WIXE 1190 Monroe	1.3/1.3	WOJY-F 100.3 High Point	.3/1.3
WQCC 1540 Charlotte	.5/1.3	WSPA-F 98.9 Spartanburg	.8/2.0
WRDX-F 106.5 Salisbury	.8/2.9		
WSOC 930 Charlotte	.4/1.6		

RADIO STATIONS

WAES, 610, 5 KW/1 KW (DA-2)	, OLDIES	,\$ NA (Republic)	Adams
WAME, 1480, 5 KW (DA-2)	, RELIGION	,\$ 15.00 (---)	Swaggert
WBT, 1110, 50 KW (DA-N)	, MOR/AC	MBS,NBC,\$ 80.00 (Banner)	Jeff-Pilot
WGIV, 1600, 1 KW (DA-2)	, BLACK	NBN,\$ 26.00 (HNWH)	
WGSP, 1310, 1 KW (DAYS,DA)	, ? ?	,\$ 16.00 (---)	
WHVN, 1240, 1 KW (DA-1)	, RELIGION	NBC,ABC-I,\$ NA (---)	Buck
WQCC, 1540, 1 KW (DAYS)	, GOSPEL	,\$ NA (Savalli)	
WSOC, 930, 5 KW/1 KW (DA-N)	, COUNTRY	,\$ NA (Christal)	Cox
WBCY-F, 107.9, 97 KW @ 970, CHR		,\$ 71.00 (Banner)	Jeff-Pilot
WEZC-F, 104.7, 100 KW @ 1230, AC		,\$109.00 (MMR)	EZ
WLVK-F, 96.9, 100 KW @ 1554, COUNTRY		ABC-I,\$ 65.00 (Torbet)	Capitol-Johnson
WROQ-F, 95.1, 100 KW @ 570, CHR		US 1,\$ 60.00 (Republic)	Adams
WSOC-F, 103.7, 100 KW @ 1040, COUNTRY		,\$120.00 (Christal)	Cox
WCKZ-F, 101.9, 100 KW @ 870, URBAN/CHR		US 2,\$ 50.00 (Durpetti)	Beasley
WPEG-F, 97.9, 50 KW @ 390, BLACK		CBS-R,\$ 70.00 (HNWH)	Broadcast Partners
WRFX-F, 99.7, 100 KW @ 1044, AOR		,\$ 56.00 (Mc-Guild)	Metroplex
WWMG-F, 96.1, 100 KW @ 1745, AC/OLDIES		,\$ 45.00 (Katz)	Voyager
WXRC-F, 95.7, 100 KW @ 1275, AOR		ABC-R,\$ 30.00 (Southern)	(HICKORY)
WRLX-F, 102.9, 31 KW @ 1535, BTFL/EZ		,\$ 28.00 (CBS)	Keymarket

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CHATTANOOGA

Arbitron Rank/Pop (12+): 96/356,800
 MSA Rank/Pop: 109/433,000
 Average Person Ratings: 14.3
 Market TSL: 19.5 hours

Stations: 15/14
 Diaries: 949/376:1/56.4%
 Sample Target: 760
 % Below Line: 0.4
 % Not Listed: 11.8

1987 Revenue: \$11,200,000
 HH Inc.: \$27,241
 Retail \$: 2.9 Bil
 Pop per Station: 25,486
 #1 Biller: WSKZ-F, WUSY-F \$2,100,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% Conversion	Birch Share	Birch AQH	Birch Cume
1. WSKZ-F (CHR)	102/20.0	18.4	16.0	19.2	18.8	18.4	172/2072	1065/29.8	33.4	33.9	67			WSKZ-F
2. WUSY-F (C)	54/10.6	13.5	14.2	11.6	14.2	12.5	101/1438	691/19.4	23.0	21.1	133			WUSY-F
3. WDEF-F (EZ)	53/10.4	10.8	11.0	10.3	10.7	10.6	69/ 944	742/20.8	20.8	24.6	92			WDEF-F
4. WJTT-F (B)	48/ 9.4	8.4	7.9	4.6	6.0	7.6	56/ 574	477/13.4	11.4	11.9	122			WJTT-F
5. WOOD-F (C)	47/ 9.2	10.3	9.4	8.0	8.2	9.2	67/ 918	575/16.1	18.1	19.5	109			WOOD-F
6. WLMX-F (AC)	40/ 7.9	7.6	9.7	14.3	10.6	9.9	40/ 723	707/19.8	19.1	22.4	151			WLMX-F
7. WNOO (B/G)	24/ 4.7	4.2	2.5	5.5	3.8	4.2	24/ 275	275/ 7.7	6.8	5.3	94			WNOO
8. WDEF (MOR)	21/ 4.1	4.2	6.1	3.6	5.5	4.5	21/ 353	337/ 9.4	9.4	9.5	63			WDEF
9. WOOD (C)	18/ 3.5	2.0	3.1	2.3	2.0	2.7	19/ 277	263/ 7.4	7.1	7.8	31			WOOD
10. WYVY-F (AC/U)	17/ 3.3	5.1	3.6	3.5	4.2	3.9	18/ 432	324/ 9.1	11.5	7.4	133			WYVY-F
11.														
12.														
13.														
14.														
15.														

12+ FM SHARE (METRO): 80.85% (363 of 449) (SUM 87: 82.32%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WSKZ-F>>>1. WSKZ-F>>>1. WSKZ-F>>>1. WSKZ-F	1. WSKZ-F>>>1. WSKZ-F>>>1. WSKZ-F>>>1. WSKZ-F	1. WSKZ-F>>>1. WSKZ-F>>>1. WSKZ-F>>>1. WSKZ-F	1. WSKZ-F>>>1. WSKZ-F>>>1. WSKZ-F>>>1. WSKZ-F	1. WSKZ-F>>>1. WSKZ-F>>>1. WSKZ-F>>>1. WSKZ-F	1. WSKZ-F>>>1. WSKZ-F>>>1. WSKZ-F>>>1. WSKZ-F	1. WSKZ-F>>>1. WSKZ-F>>>1. WSKZ-F>>>1. WSKZ-F	1. WSKZ-F>>>1. WSKZ-F>>>1. WSKZ-F>>>1. WSKZ-F	1. WSKZ-F>>>1. WSKZ-F>>>1. WSKZ-F>>>1. WSKZ-F	1. WSKZ-F>>>1. WSKZ-F>>>1. WSKZ-F>>>1. WSKZ-F	1. WSKZ-F>>>1. WSKZ-F>>>1. WSKZ-F>>>1. WSKZ-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WSKZ-F>>>1. WSKZ-F>>>1. WSKZ-F>>>1. WSKZ-F	1. WSKZ-F>>>1. WSKZ-F>>>1. WSKZ-F>>>1. WSKZ-F	1. WSKZ-F>>>1. WSKZ-F>>>1. WSKZ-F>>>1. WSKZ-F	1. WSKZ-F>>>1. WSKZ-F>>>1. WSKZ-F>>>1. WSKZ-F	1. WSKZ-F>>>1. WSKZ-F>>>1. WSKZ-F>>>1. WSKZ-F	1. WSKZ-F>>>1. WSKZ-F>>>1. WSKZ-F>>>1. WSKZ-F	1. WSKZ-F>>>1. WSKZ-F>>>1. WSKZ-F>>>1. WSKZ-F	1. WSKZ-F>>>1. WSKZ-F>>>1. WSKZ-F>>>1. WSKZ-F	1. WSKZ-F>>>1. WSKZ-F>>>1. WSKZ-F>>>1. WSKZ-F	1. WSKZ-F>>>1. WSKZ-F>>>1. WSKZ-F>>>1. WSKZ-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDXB	1490	Chattanooga	1.6/3.2
WEPG	910	S. Pittsburg	.8/1.1
WGOW	1150	Chattanooga	1.4/4.7
WQCH	1590	Lafayette	.8/2.0
WKLS-F	96.1	Atlanta	.4/1.1

RADIO STATIONS

WDEF, 1370, 5 KW (DA-N), MOR, CBS,NBC,\$ 35.00 (Katz), Park
 WOOD, 1310, 5 KW (DA-N), COUNTRY, ABC-E,\$ 24.00 (Banner), Bahakel
 WFLI, 1070, 50 KW/1 KW (DA-2), RELIGION, ABC-I,\$ 12.00 (---), Bahakel
 WGOW, 1150, 5 KW/1 KW (DA-N), AC, \$ 25.00 (Christal), Bloomington
 WNOO, 1260, 5 KW (DAYS), BLACK, SBN,\$ 15.00 (K & P), Bloomington

WDEF-F, 92.3, 100 KW @ 895, BTFL/EZ, ABC-D,\$ 46.00 (Katz), Park
 WOOD-F, 96.5, 100 KW @ 1080, COUNTRY, ABC-E,\$ 48.00 (Banner), Bahakel
 WJTT-F, 94.3, 3 KW @ 300, BLACK, CBS-R,\$ 30.00 (HNWH), Bahakel
 WLMX-F, 105.5, 3 KW @ 300, AC, \$ 52.00 (Republic), (ROSSVILLE, GA)
 WSKZ-F, 106.5, 100 KW @ 1076, CHR, \$ 78.00 (Christal), Bloomington
 WUSY-F, 100.7, 100 KW @ 500, COUNTRY, MBS,\$ 55.00 (Mc-Guild), Colonial
 WYVY-F, 102.3, 3 KW @ 285, OLDIES/URBAN, \$ 26.00 (K & P), (CLEVELAND)

CHICAGO

Arbitron Rank/Pop (12+): 3/6,692,400
 MSA Rank/Pop: 3/8,140,000
 AOI # 3
 Average Person Ratings: 18.2
 Market TSL: 24.25 hours

Stations: 36/36
 Diaries: 3402/1967:1/50.5%
 Sample Target: 3120
 % Below Line: 0
 % Not Listed: 10.5

1987 Revenue: \$192,000,000
 HH Inc.: \$38,507
 Retail \$: 51.2 Bil
 Pop per Station: 185,900
 #1 Biller: WGN \$31,000,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume
1. WGN (T)	1217/10.0	9.0	9.2	9.0	9.7	9.1	1452/17323	13715/20.5	19.8	21.0	61			WGN
2. WGCI-F (B/U)	932/ 7.7	9.2	9.2	8.0	8.2	8.5	934/ 9759	9696/14.5	15.5	16.8	101			WGCI-F
3. WBBM (N)	650/ 5.4	5.7	6.3	6.3	6.3	5.9	724/13561	11666/17.4	18.0	18.3	74			WBBM
4. WXEZ A/F (EZ)	644/ 5.3	4.9	5.0	5.6	5.6	5.2	667/ 7539	7283/10.9	10.8	12.0	74			WXEZ A/F
5. WLUP-F (AOR)	543/ 4.5	5.0	4.1	4.5	3.6	4.5	555/ 8593	9339/12.5	13.2	11.5	107			WLUP-F
6. WYTZ-F (CHR)	491/ 4.0	3.5	3.8	3.9	3.5	3.8	519/ 9273	8708/13.0	12.3	12.7	58			WYTZ-F
7. WBMX-F (B/U)	468/ 3.9	3.0	4.3	4.5	5.1	3.9	472/ 7647	7539/11.3	10.4	14.4	90			WBMX-F
8. WCKG-F (AOR)	463/ 3.8	4.4	2.6	3.4	3.7	3.6	494/ 7262	6761/10.1	11.6	9.0	100			WCKG-F
9. WJMK-F (O)	451/ 3.7	3.7	3.4	2.7	2.9	3.4	484/ 9251	7637/11.4	10.8	8.8	141			WJMK-F
10. WBBM-F (CHR)	391/ 3.2	3.7	4.2	3.9	4.1	3.8	398/ 9812	9516/14.2	14.9	15.9	69			WBBM-F
11. WKQX-F (AC)	380/ 3.1	3.0	2.0	2.5	2.9	2.7	384/ 8228	8063/12.0	10.8	11.4	126			WKQX-F
12. WLAK-F (AC)	373/ 3.1	4.1	3.5	3.7	3.3	3.6	376/ 5996	5916/ 8.8	10.0	10.3	132			WLAK-F
13. WLUP (T)	354/ 2.9	2.3	2.6	2.1	1.9	2.5	378/ 4349	3946/ 5.9	6.1	5.5	169			WLUP
14. WCLR-F (AC)	330/ 2.7	3.4	3.4	3.0	2.7	3.1	335/ 5670	5554/ 8.3	9.5	9.1	156			WCLR-F
15. WUSN-F (C)	290/ 2.4	2.8	2.6	2.6	2.6	2.6	315/ 4942	4575/ 6.8	6.9	6.7	133			WUSN-F
16. WFYR-F (AC/O)	289/ 2.4	2.1	2.2	2.0	2.9	2.2	301/ 5856	5496/ 8.2	8.9	9.9	154			WFYR-F
17. WXRT-F (AOR)	274/ 2.3	2.5	2.2	2.5	2.4	2.4	286/ 3878	3742/ 5.6	6.1	5.8	139			WXRT-F
18. WNUA-F (J/NA)	253/ 2.1	1.8	1.5	1.8	1.2	1.8	255/ 3923	3879/ 5.8	5.7	4.9	162			WNUA-F
19. WYON (B/U)	244/ 2.0	1.5	2.0	1.6	1.2	1.8	244/ 1540	1540/ 2.3	1.3	1.7	90			WYON
20. WLS (AC)	235/ 1.9	1.7	1.7	1.8	2.2	1.8	309/ 5494	3696/ 5.5	5.4	7.6	142			WLS
21. WJJD (BB)	228/ 1.9	2.7	3.2	3.3	2.7	2.8	237/ 3362	3159/ 4.7	5.6	4.8	42			WJJD
22. WMAQ (N)	203/ 1.7	1.6	1.1	1.4	1.9	1.5	237/ 6438	5111/ 7.6	7.6	7.8	76			WMAQ
23. WNIB-F (CL)	161/ 1.3	.9	1.2	1.4	.8	1.2	161/ 2925	2906/ 4.3	3.0	3.4	92			WNIB-F
24. WOJO-F (SP)	152/ 1.3	1.4	2.0	1.1	1.1	1.5	152/ 1963	1963/ 2.9	3.0	2.3	115			WOJO-F
25. WFMT-F (CL)	151/ 1.2	.8	1.3	2.0	1.1	1.3	151/ 2818	2752/ 4.1	3.4	4.0	92			WFMT-F

12+ FM SHARE (METRO): 68.33% (7430 of 10873) (SUM 87: 68.12%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WYTZ-F	1. WGCI-F	1. WGCI-F	1. WGCI-F	1. WGCI-F	1. WGN >	1. WGN >>	1. WGN	1. WGCI-F	1. WGCI-F	1. WGN >
2. WGCI-F	2. WLUP-F	2. WLUP-F	2. WJMK-F	2. WGN	2. WXEZ-AF	2. WBBM	2. WGCI-F	2. WGN	2. WGN <	2. WBBM >
3. WBBM-F	3. WCKG-F	3. WCKG-F	3. WLUP-F	3. WJMK-F	3. WBBM	3. WBBM	3. WLUP-F	3. WLUP	3. WBMX-F	3. WGCI-F
4. WBMX-F	4. WBMX-F	4. WJMK-F	4. WLUP-F	4. WLUP-F	4. WJMK-F	4. WGCI-F	4. WJMK-F	4. WCKG-F	4. WBBM	4. WBMX-F
5. WJMK-F	5. WKQX-F	5. WBMX-F	5. WGN	5. WLUP-F	5. WGCI-F	5. WXEZ-F	5. WCKG-F	5. WYTZ-F	5. WCKG-F	5. WXEZ-F
6. WKQX-F	6. WLUP-F	6. WLUP	6. WCKG-F	6. WCLR-F	6. WJJD	6. WYTZ-F	6. WBBM	6. WXEZ-F	6. WYTZ-F	6. WCKG-F
7. WCKG-F	7. WXRT-F	7. WGN	7. WCLR-F	7. WLAK-F	7. WLAK-F	7. WLAK-F	7. WYTZ-F	7. WBBM	7. WBBM-F	7. WJMK-F
8. WLUP-F	8. WYTZ-F	8. WKQX-F	8. WKQX-F	8. WBBM	8. WUSN-F	8. WJMK-F	8. WLAK-F	8. WJMK-F	8. WLUP-F	8. WLUP-F
9. WJJD-F	9. WBBM-F	9. WYTZ-F	9. WLAK-F	9. WXEZ-AF	9. WYON	9. WJJD	9. WLUP-F	9. WLUP-F	9. WMAQ	9. WUSN-F
10. WCLR-F	10. WCLR-F	10. WCLR-F	10. WFYR-F	10. WCKG-F	10. WLS	10. WBBM-F	10. WLUP	10. WBMX-F	10. WXEZ-F	10. WYON
							11. WLAK-F		11. WLAK-F	
									12. WJMK-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WGCI-F	1. WGCI-F	1. WGCI-F	1. WGCI-F	1. WGCI-F	1. WCKG-F	1. WLUP-F	1. WLUP-F	1. WLUP-F	1. WLUP-F
2. WYTZ-F	2. WBMX-F	2. WCLR-F	2. WBMX-F	2. WLAK-F	2. WLUP-F	2. WCKG-F	2. WLUP	2. WGCI-F	2. WGCI-F
3. WBMX-F	3. WKQX-F	3. WKQX-F	3. WKQX-F	3. WGN	3. WGCI-F	3. WGCI-F	3. WGCI-F	3. WCKG-F	3. WGN
4. WLUP-F	4. WLUP-F	4. WBMX-F	4. WLAK-F	4. WCLR-F	4. WBMX-F	4. WLUP	4. WLUP	4. WLUP	4. WLUP-F
5. WBBM-F	5. WYTZ-F	5. WLAK-F	5. WCLR-F	5. WKQX-F	5. WYTZ-F	5. WXRT-F	5. WXRT-F	5. WJMK-F	5. WJMK-F
6. WKQX-F	6. WCKG-F	6. WLUP-F	6. WYTZ-F	6. WXEZ-AF	6. WXRT-F	6. WBMX-F	6. WBMX-F	6. WXRT-F	6. WCKG-F
7. WCKG-F	7. WCLR-F	7. WCKG-F	7. WLUP-F	7. WJMK-F	7. WBBM-F	7. WJMK-F	7. WJMK-F	7. WGN	7. WBBM
8. WLAK-F	8. WLAK-F	8. WNUA-F	8. WJMK-F	8. WBMX-F	8. WJMK-F	8. WYTZ-F	8. WKQX-F	8. WBMX-F	8. WXRT-F
9. WFYR-F	9. WBBM-F	9. WFYR-F	9. WGN	9. WFYR-F	9. WKQX-F	9. WBBM-F	9. WGN	9. WBBM	9. WFYR-F
10. WFMT-F	10. WFYR-F	10. WJMK-F	10. WBBM-F	10. WUSN-F	10. WLUP	10. WKQX-F	10. WBBM	10. WFYR-F	10. WNUA-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBUS-F	99.9	Kankakee	.3/1.6
WGCI	1390	Chicago	.4/1.9
WIND	560	Chicago	.7/1.9
WJOB	1230	Hammond	.5/1.0
WJPC	950	Chicago	.3/1.8
WJZQ-F	95.1	Kenosha	.7/2.0
WLNR-F	106.3	Lansing	1.1/2.8
WTWV-F	106.7	Des Plaines	.5/1.1
WYCA-F	93.9	Hammond	.4/1.0
WYSY-F	107.9	Aurora	.8/2.6

RADIO STATIONS

AM STATIONS

WBBM, 780, 50 KW	, NEWS	CBS, \$220.00	(CBS)	CBS
WGCI, 1390, 5 KW (DA-2)	, URBAN	, \$ NA	(Mc-Guild)	Gannett
WGN, 720, 50 KW	, VARIETY/TALK	ABC-I, \$310.00	(Christal)	Tribune Co.
WIND, 560, 5 KW (DA-2)	, HISPANIC	, \$ 75.00	(Katz Hisp.)	Tichenor
WJJD, 1160, 50 KW/4 KW (DA-2)	, NOSTALGIA	US 2, \$125.00	(Katz)	Infinity
WJPC, 950, 1 KW/5 KW (DA-N)	, BLACK	, \$ 65.00	(---)	Johnson Prod.
WLS, 890, 50 KW	, AC	ABC-C, \$145.00	(Banner)	Cap Cities/ABC
WLUP, 1000, 50 KW (DA-2)	, TALK/AOR	MBS, \$100.00	(MMR)	Evergreen
WMAQ, 670, 50 KW	, NEWS	APR, NBC, \$125.00	(Group W)	Westinghouse
WSBC, 1240, 1 KW	, ETHNIC	, \$ 21.00	(---)	
WVON, 1450, 1 KW	, BLACK	, \$ 50.00	(Roslin)	
WXEZ, 820, 5 KW/1 KW (DA-N)	, EZ	MBS, \$ NA	(Republic)	Century

FM STATIONS

WBBM, 96.3, 6 KW @ 1174, CHR	CBS-R, \$145.00	(CBS)	CBS
WCKG, 105.9, 4 KW @ 1575, CLASSIC AOR	, \$143.00	(Katz)	Cox
WCLR, 101.9, 4 KW @ 1560, AC	, \$172.00	(Mc-Guild)	Bonneville
WFMT, 98.7, 16 KW @ 1167, CLASSICAL	, \$125.00	(CMBS)	
WFYR, 103.5, 4 KW @ 1548, AC/OLDIES	US 1, \$130.00	(Republic)	RKO
WGCI, 107.5, 33 KW @ 600, URBAN	, \$200.00	(Mc-Guild)	Gannett
WJMK, 104.3, 4 KW @ 1575, OLDIES	US 2, \$166.00	(Katz)	Infinity
WKQX, 101.1, 6 KW @ 1170, CONTEMP/AC	Source, \$158.00	(Eastman)	Emmis
WLAK, 93.9, 5 KW @ 1581, SOFT AC	, \$172.00	(Christal)	Viacom
WLUP, 97.9, 6 KW @ 1170, AOR	, \$21.000	(MMR)	Statewide
WNIB, 97.1, 8 KW @ 1196, CLASSICAL	, \$ 95.00	(CMBS)	
WNUA, 95.5, 6 KW @ 1170, JAZZ/NEW AGE	, \$105.00	(Durpetti)	Pyramid
WUSN, 99.5, 6 KW @ 1170, COUNTRY	ABC-D, \$160.00	(Torbet)	Cook Inlet
WXEZ, 100.3, 6 KW @ 1167, BTFL/EZ	ABC-E, \$195.00	(Republic)	Century
WXRT, 93.1, 7 KW @ 1310, AOR	, \$165.00	(CBS)	
WYTZ, 94.7, 4 KW @ 1535, CHR	ABC-R, \$151.00	(Banner)	Cap Cities/ABC
WBMX, 102.7, 6 KW @ 1170, BLACK	ABC-F, \$156.00	(Durpetti)	Broadcast Partners
WQJO, 105.1, 6 KW @ 1174, SPANICH	, \$ 85.00	(Katz Hisp.)	Tichenor
WTWV, 106.7, 50 KW @ 330, JAZZ/NEW AGE	SMN, \$ 60.00	(Roslin)	(DES PLAINES)

CINCINNATI

Arbitron Rank/Pop (12+): 30/1,162,700
 MSA Rank/Pop: 31/1,690,000
 ADI # 29
 Average Person Ratings: 16.5
 Market TSL: 22.0 hours

Stations: 26/22
 Diaries: 1477/787:1/54.1%
 Sample Target: 1340
 % Below Line: 2.5
 % Not Listed: 8.1

1987 Revenue: \$45,700,000
 HH Inc.: \$33,116
 Retail \$: 10.8 Bil
 Pop per Station: 52,850
 #1 Biller: WLW \$8,300,000

12+ METRO	1/4/SHARE	SPG 8E	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% Conversion	Birch Share	Birch AQH	Birch Cume	
1. WEBN-F (AOR)	223/11.6	13.6	12.4	11.9	16.7	12.4	295/4057	3024/26.0	24.1	27.4	91				WEBN-F
2. WLW (MOR)	218/11.4	12.3	6.9	9.7	13.4	10.1	310/4672	3223/27.7	27.8	31.4	100				WLW
3. WKRQ-F (CHR)	197/10.3	9.9	9.2	9.5	7.8	9.7	273/3872	2883/24.8	24.3	23.2	82				WKRQ-F
4. WWEZ-F (EZ)	157/ 8.2	7.5	9.6	8.8	9.2	8.5	195/2256	1778/15.3	14.4	16.6	62				WWEZ-F
5. WKRC (MOR)	113/ 5.9	6.9	8.1	8.0	6.1	7.2	132/2251	1819/15.6	15.2	16.6	103				WKRC
6. WRRM-F (AC)	99/ 5.2	3.9	5.6	5.3	4.2	5.0	134/1969	1603/13.8	11.7	11.6	150				WRRM-F
7. WBLZ-F (B)	92/ 4.8	3.3	4.5	4.4	3.4	4.3	110/1205	1025/ 8.8	10.1	9.8	98				WBLZ-F
8. WOFX-F (AC)	84/ 4.4	3.0	4.6	2.8	3.3	3.7	126/1885	1206/10.4	9.0	9.9	127				WOFX-F
9. WUBE-F (C)	81/ 4.2	5.7	4.8	5.3	5.3	5.0	115/1878	1254/10.8	10.3	10.7	119				WUBE-F
10. WCKY (N/T)	77/ 4.0	4.8	5.8	4.9	6.0	4.9	86/1230	993/ 8.5	8.8	11.7	43				WCKY
11. WWNK-F (AC)	75/ 3.9	4.6	3.4	3.4	2.2	3.8	90/1790	1429/12.3	12.0	8.7	95				WWNK-F
12. WIZF-F (B)	69/ 3.6	3.1	3.2	3.7	2.4	3.4	70/ 750	730/ 6.3	6.6	5.3	83				WIZF-F
13. WBVE-F (C)	68/ 3.5	3.4	4.2	3.8	3.8	3.7	128/1646	890/ 7.7	7.2	9.3	131				WBVE-F
14. WMLX (?)	30/ 1.6	1.0	1.6	.8	.7	1.3	31/ 232	193/ 1.7	2.1	1.7	50				WMLX
15. WJOJ-F (AC)	27/ 1.4	1.8	1.2	1.7	1.7	1.5	27/ 533	507/ 4.4	5.2	4.8	171				WJOJ-F
16.															
17.															
18.															
19.															
20.															
21.															
22.															
23.															
24.															
25.															

12+ FM SHARE (METRO): 70.47% (1241 of 1761) (SUM 87: 67.46%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WKRQ-F>>1.	WEBN-F>	1. WEBN-F>	1. WEBN-F<	1. WLW	1. WLW	1. WEBN-F	1. WEBN-F<	1. WEBN-F	1. WLW	>>1. WEBN-F
2. WEBN-F	2. WKRQ-F>	2. WKRQ-F	2. WLW	2. WEBN-F	2. WVEZ-F	2. WKRQ-F<	2. WKRQ-F	2. WKRQ-F	2. WEBN-F	2. WCKY
3. WBLZ-F	3. WOFX-F	3. WLW	3. WKRQ-F	3. WKRQ-F	3. WKRC	3. WKRC	< 3. WVEZ-F	3. WVEZ-F	3. WKRQ-F>	3. WVEZ-F
4. WIZF-F	4. WRRM-F	4. WRRM-F	4. WRRM-F	4. WRRM-F	4. WCKY	4. WLW	4. WLW	< 4. WLW	4. WBLZ-F	4. WKRQ-F
5.	5. WWNK-F<	5. WOFX-F	5. WKRC	5. WKRC	5. WUBE-F	5. WVEZ-F	5. WRRM-F<	5. WRRM-F	5. WIZF-F	5. WLW
6.	6. WIZF-F<	6. WBLZ-F<	WOFX-F	6. WOFX-F	6.	6. WCKY	6. WKRC	6. WWNK-F	6. WVEZ-F	6.
7.	7. WLW	7. WWNK-F	7. WBLZ-F	7. WVEZ-F	7.	7. WUBE-F	7. WOFX-F	7. WKRC	7. WCKY	7.
8.	8. WBLZ-F	8.	8. WUBE-F	8. WUBE-F	8.	8. WRRM-F<	8. WWNK-F	8. WBLZ-F<	8. WOFX-F	8.
9.	9.	9.	WWEZ-F	9.	9.	9. WOFX-F	9.	9. WOFX-F	9.	9.
10.	10.	10.	10. WBVE-F	10.	10.	10. WWNK-F	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WKRQ-F	1. WKRQ-F	1. WOFX-F<	1. WKRQ-F>	1. WKRQ-F	1. WEBN-F>>	1. WEBN-F>>	1. WEBN-F>>	1. WEBN-F>>	1. WLW
2. WEBN-F>	2. WEBN-F	2. WRRM-F<	2. WEBN-F<	2. WRRM-F	2. WKRQ-F>	2. WKRQ-F>	2. WLW	> 2. WLW	2. WEBN-F>>
3. WWNK-F	3. WOFX-F	3. WKRQ-F<	3. WRRM-F	3. WOFX-F	3. WOFX-F>>	3. WLW	3. WKRQ-F	3. WKRQ-F	3. WKRC
4. WIZF-F	4. WRRM-F	4. WEBN-F>	4. WOFX-F	4. WEBN-F	4. WLW	4. WOFX-F	4. WBVE-F	4. WOFX-F	4. WKRQ-F
5. WBLZ-F	5. WWNK-F<	5. WBLZ-F	5. WBLZ-F	5. WLW	5. WWNK-F	5. WBVE-F	5. WRRM-F	5. WRRM-F	5. WRRM-F
6. WOFX-F	6. WBLZ-F	6. WIZF-F	WWNK-F	6. WVEZ-F	6. WBLZ-F	6. WRRM-F	6. WOFX-F	6. WKRC	6. WBVE-F
7. WRRM-F	WIZF-F	7.	7. WIZF-F	7. WKRC	WBVE-F	7. WIZF-F	7. WIZF-F	7. WBVE-F	WUBE-F
8.	8.	8.	8.	8.	8.	8. WWNK-F	WKRC	8. WUBE-F	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAKW-F	93.3	Cincinnati	.7/2.4
WCIN	1480	Cincinnati	1.3/3.5
WDJO	1230	Cincinnati	.5/1.5
WNOP	740	Newport	1.2/1.7
WSAI	1360	Cincinnati	.8/3.5
WSCH-F	99.3	Aurora	.6/ .9
WTSJ	1050	Cincinnati	.5/1.4
WGTZ-F	92.9	Eaton	.4/1.7
WHIO-F	99.1	Dayton	.6/3.1
WPFB-F	105.9	Middleton	.5/1.1
WTUE-F	104.7	Dayton	.8/2.2

RADIO STATIONS

AM STATIONS

WCIN, 1480, 5 KW/500 W (DA-2)	, CLASSICAL	NBN,SBN,\$ 25.00	(Roslin)		
WCKY, 1530, 50 KW (DA-N)	, NEWS/TALK	CBS,NBC,\$ 62.00	(CBS)	Federated	
WDJO, 1230, 1 KW	, OLDIES	US 2,\$ 28.00	(Mc-Guild)	American	
WKRC, 550, 5 KW/1 KW (DA-2)	, MOR/AC	ABC-E,\$ 90.00	(Katz)	Great American	
WLW, 700, 50 KW	, MOR	ABC-I,\$ 92.00	(Eastman)	Jacor	
WNOP, 740, 1 KW (DAYS,DA)	, JAZZ/VARIETY	, \$ 20.00	(---)		(NEWPORT, KY)
WTSJ, 1050, 1 KW/278	, RELIGION	, \$ 20.00	(---)		
WWNK, 1360, 5 KW (DA-N)	, OLDIES	, \$ 28.00	(MMR)	Booth	

FM STATIONS

WBLZ, 103.5, 19 KW @ 790, BLACK		, \$ 65.00	(Republic)	Dalton	(HAMILTON)
WBVE, 96.5, 20 KW @ 810, COUNTRY		ABC-D,\$ 50.00	(Durpetti)	Reams	(HAMILTON)
WEBN, 102.7, 17 KW @ 876, AOR		, \$103.00	(Eastman)	Jacor	
WIZF, 100.9, 1 KW @ 466, BLACK		, \$ 35.00	(Torbet)	Interurban	(ERLANGER, KY)
WLLT, 94.9, 27 KW @ 650, AC		, \$ 57.00	(Republic)	Hoker	(FAIRFIELD)
WJOJ, 107.1, 3 KW @ 300, AC		, \$ 36.00	(---)		(MILFORD)
WKRQ, 101.9, 16 KW @ 880, CHR		ABC-F,\$107.00	(Katz)	Great American	
WRRM, 98.5, 15 KW @ 810, AC		, \$ 85.00	(Banner)	Susquehanna	
WUBE, 105.1, 14 KW @ 920, COUNTRY		, \$ 74.00	(Mc-Guild)	American	
WWEZ, 92.5, 11 KW @ 905, BTFL/EZ		, \$ 70.00	(CBS)	Federated	
WWNK, 94.1, 32 KW @ 550, AC		, \$ 52.00	(MMR)	Booth	

***** F O R M A T C O D E S *****

* CHR - Contemporary Hit Radio, Top 40, Contemporary	T - Talk
* AC - Adult Contemporary	N - News
* O - Oldies (1955 to near 1988)	SP - Hispanic/Spanish
* B - Black (audience predominantly Black - over 75%)	BB - Big Band, Nostalgia
* U - Urban (majority of audience is non-white although a large segment is white)	M - Middle of Road (MOR), Full Service, Variety
* EZ - EZ Listening, Beautiful Music	J/NA - Jazz and New Age
* AOR - Album Oriented Rock, also includes Classic Rock	R - Religion, Christian, Christian Music
* CL - Classical	G - Gospel
* C - Country	E - Ethnic
	? - Others or Unknown

CLEVELAND

Arbitron Rank/Pop (12+): 21/1,764,200
 MSA Rank/Pop: 24/1,840,000
 Average Person Ratings: 17.0
 Market TSL: 22.5 hours

Stations: 28/23
 Diaries: 1699/1038:1/51.8%
 Sample Target: 1640
 % Below Line: 3.4
 % Not Listed: 8.5

1987 Revenue: \$44,300,000
 HH Inc.: \$33,340
 Retail \$: 13.4 Bil
 Pop per Station: 76,704
 #1 Biller: WMMS-F \$9,000,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% Conversion	Birch Share	Birch AQH	Birch Cume
1. WMMS-F (AOR)	305/10.2	10.0	12.4	12.5	11.7	11.3	393/6449	4456/25.3	25.0	26.5	98			WMMS-F
2. WLTF-F (AC)	249/ 8.3	7.4	6.3	7.4	6.5	7.4	286/4543	3398/19.3	18.3	17.2	142			WLTF-F
3. WZAK-F (B)	226/ 7.5	7.0	8.0	8.9	9.8	7.9	252/2497	2186/12.4	11.6	12.6	91			WZAK-F
4. WQAL-F (EZ)	225/ 7.5	8.9	11.4	10.1	9.3	9.5	271/3279	2536/14.4	16.8	16.8	83			WQAL-F
5. WMJI A/F (AC)	218/ 7.3	8.8	7.3	9.0	11.3	8.1	296/4937	3515/19.9	20.1	22.4	166			WMJI A/F
6. WWWE (N/T)	209/ 7.0	8.2	4.7	5.3	6.4	6.3	271/4306	3301/18.7	21.4	15.8	73			WWWE
7. WDOK-F (AC)	189/ 6.3	4.7	5.1	6.8	4.4	5.7	244/3678	2753/15.6	13.7	13.1	111			WDOK-F
8. WNCX-F (AOR)	153/ 5.3	6.2	4.8	4.8	4.7	5.3	199/3087	2198/12.5	14.1	12.8	109			WNCX-F
9. WGAR-F (C)	146/ 4.9	5.5	6.1	4.7	4.0	5.3	205/2942	1986/11.3	11.1	9.8	122			WGAR-F
10. WRMR (BB)	143/ 4.8	3.1	2.9	1.1	1.1	3.0	166/1832	1335/ 7.6	6.5	3.2	31			WRMR
11. WRQC-F (CHR)	101/ 3.4	2.0	2.7	2.7	3.1	2.7	103/2069	2015/11.4	9.1	10.7	59			WRQC-F
12. WERE (N/T)	99/ 3.3	3.1	4.4	3.7	2.9	3.6	100/1697	1596/ 9.0	9.5	9.0	45			WERE
13. WPHR-F (CHR)	84/ 2.8	2.6	1.9	1.6	2.0	2.2	171/3009	1629/ 9.2	9.5	7.1	54			WPHR-F
14. WNWV-F (J/NA)	77/ 2.6	3.5	2.5	1.0	1.1	2.4	97/1594	1089/ 5.2	8.3	3.3	123			WNWV-F
15. WCLV-F (CL)	48/ 1.6	1.3	1.8	2.1	1.4	1.8	65/1120	787/ 4.5	6.6	5.7	94			WCLV-F
16. WABQ (G)	43/ 1.4	1.3	1.0	1.5	1.9	1.3	43/ 474	474/ 2.7	3.3	2.8	129			WABQ
17. WJMO (B)	43/ 1.4	1.1	1.5	1.5	1.8	1.4	43/ 904	904/ 5.1	4.4	4.8	121			WJMO
18. WKDD-F (CHR)	36/ 1.2	.7	.7	.6	1.2	.8	164/2959	798/ 4.5	4.2	5.2	100			WKDD-F
19. WHK (O)	34/ 1.1	.8	.6	.8	1.1	.8	36/ 773	628/ 3.6	2.5	3.7	155			WHK
20.														
21.														
22.														
23.														
24.														
25.														

12+ FM SHARE (METRO): 75.99% (2086 of 2745) (SUM 87: 76.67%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WRQC-F	1. WMMS-F>	1. WMMS-F	1. WMJI-F+	1. WMJI-F+	1. WQAL-F	1. WMMS-F	1. WLTF-F	1. WMMS-F	1. WWWE	1. WWWE
2. WPHR-F	2. WZAK-F	2. WLTF-F	2. WLTF-F	2. WLTF-F	2. WWWE	2. WMJI-F+	2. WQAL-F	2. WLTF-F	2. WZAK-F	2. WZAK-F
3. WMMS-F	3. WLTF-F	3. WMJI-F+	3. WMMS-F	3. WMMS-F	3. WRMP-F	3. WQAL-F	3. WMMS-F	3. WZAK-F	3. WMMS-F	3. WQAL-F
4. WZAK-F	4. WNCX-F	4. WZAK-F	4. WZAK-F	4. WDOK-F	4. WDOK-F	4. WLTF-F	4. WDOK-F	4. WQAL-F	4. WLTF-F	4. WMMS-F
5. WLTF-F	5. WMJI-F+	5. WNCX-F	5. WDOK-F	5. WZAK-F	5. WGAR-F	5. WWWE	5. WMJI-F	5. WRDZ-F	5. WNCX-F	5. WMJI-F
6.	6. WDOK-F	6. WNCX-F	6. WQAL-F	6. WMJI-F	6. WDOK-F	6. WWWE	6. WNCX-F	6. WDOK-F	6. WQAL-F	6. WERE
7.	7.	7. WGAR-F	7. WGAR-F	7. WMMS-F	7. WLTF-F	7. WZAK-F	7. WNCX-F	7. WDOK-F	7. WQAL-F	7.
8.	8.	8. WWWE	8. WWWE	8. WNCX-F	8. WERE	8. WGAR-F	8. WZAK-F	8. WRMR	8. WRQC-F	8.
9.	9.	9.	9. WQAL-F	9.	9.	9.	9. WGAR-F	9. WGAR-F	9. WERE	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10. WGAR-F	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WMMS-F	1. WMMS-F	1. WLTF-F	1. WLTF-F	1. WLTF-F	1. WMMS-F>	1. WNCX-F	1. WNCX-F	1. WMMS-F	1. WMMS-F
2. WZAK-F	2. WLTF-F	2. WMJI-F+	2. WMMS-F	2. WMJI-F+	2. WNCX-F	2. WMMS-F	2. WMMS-F>	2. WNCX-F	2. WMJI-F+
3. WLTF-F	3. WZAK-F	3. WMMS-F	3. WMJI-F+	3. WMMS-F	3. WZAK-F	3. WZAK-F	3. WZAK-F	3. WZAK-F	3. WNCX-F
4. WNCX-F	4. WMJI-F+	4. WZAK-F	4. WZAK-F	4. WDOK-F	4. WLTF-F	4. WLTF-F	4. WLTF-F	4. WLTF-F	4. WWWE
5. WPHR-F	5. WNCX-F	5. WDOK-F	5. WDOK-F	5. WZAK-F	5. WRQC-F	5. WMJI-F+	5. WMJI-F+	5. WMJI-F+	5. WLTF-F
6. WRQC-F	6. WDOK-F	6. WNCX-F	6. WGAR-F	6. WQAL-F	6.	6. WWWE	6. WWWE	6. WWWE	6. WGAR-F
7. WDOK-F	7. WRQC-F	7.	7.	7. WGAR-F	7.	7.	7. WNWV-F	7. WGAR-F	7. WQAL-F
8. WMJI-F+	8.	8.	8.	8.	8.	8.	8.	8. WDOK-F	8. WDOK-F
9.	9.	9.	9.	9.	9.	9.	9.	9.	9. WZAK-F
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WELW	1330	Willoughby	.5/1.2
WEOL	930	Elyria	.5/1.6
WGAR	1220	Cleveland	.6/2.6
WJTB	1040	N. Ridgeville	.3/ .9
WONE-F	97.5	Akron	.8/2.9
WQMX-F	94.9	Medina	.3/1.6
CKLW	800	Windsor	.4/1.4
WJR	760	Detroit	.3/1.2

RADIO STATIONS

AM STATIONS

WABQ, 1540, 1 KW (DAYS)	, GOSPEL	NBN, \$ 20.00	(---	
WERE, 1300, 5 KW (DA-1)	, NEWS/TALK	CBS, MBS, \$ 58.00	(Banner)	Metroplex
WGAR, 1220, 50 KW (DA-N)	, COUNTRY	ABC-E, \$ NA	(HNWH)	Nationwide
WHK, 1420, 5 KW (DA-N)	, OLDIES	NBC, \$ 38.00	(Katz)	Malrite
WJMO, 1490, 1 KW	, BLACK	NBN, SBN, \$ 39.00	(MMR)	United
WRMR, 850, 10 KW/5 KW (DA-2)	, NOSTALGIA	APR, \$ 43.00	(Christal)	Booth
WWWE, 1100, 50 KW	, NEWS/TALK	CNN, ABC-I, \$ 80.00	(Eastman)	

FM STATIONS

WCLV, 95.5, 31 KW @ 600, CLASSICAL		, \$ 58.00	(CMBS)	
WDOK, 102.1, 9 KW @ 1000, SOFT AC		, \$ 80.00	(Eastman)	
WGAR, 99.5, 50 KW @ 500, COUNTRY		ABC-E, \$ 86.00	(HNWH)	Nationwide
WLTF, 106.5, 11 KW @ 1060, AC		APR, \$110.00	(Christal)	Booth
WMJI, 105.7, 27 KW @ 900, AC		, \$115.00	(Eastman)	Jacor
WMMS, 100.7, 34 KW @ 600, AOR/CHR		Source, \$154.00	(Katz)	Malrite
WNCX, 98.5, 16 KW @ 960, CLASSIC ROCK		ABC-F, \$ 75.00	(Banner)	Metroplex
WNWV, 107.3, 50 KW @ 466, JAZZ/NEW AGE		SMN, \$ 50.00	(Torbet)	(ELYRIA)
WPHR, 107.9, 16 KW @ 892, CHR		US 1, ABC-C, \$ 59.00	(Republic)	Ardman
WQAL, 104.1, 11 KW @ 1060, BTFL/EZ		, \$100.00	(Christal)	ML Media
WRQC, 92.3, 27 KW @ 234, CHR		ABC-C, ABC-R, \$ 57.00	(MMR)	United
WZAK, 93.1, 28 KW @ 620, BLACK		CBS-R, \$ 87.00	(Durpetti)	Zapis

COLUMBUS, OH

Arbitron Rank/Pop (12+): 34/1,077,900

Stations: 22/20
Diaries: 1400/770:1/54.2%
Sample Target: 1280
% Below Line: 2.7
% Not Listed: 11.1

1987 Revenue: \$34,100,000
HH Inc.: \$32,109
Retail \$: 9.2 Bil
Pop per Station: 53,895
#1 Biller: WLVQ-F \$6,500,000

MSA Rank/Pop: 36/1,300,000
ADI # 33
Average Person Ratings: 15.6
Market TSL: 21.0 hours

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume
1. WNCI-F (CHR)	202/12.0	11.4	10.0	9.8	10.6	10.8	284/4193	2974/27.6	25.6	24.0	82			WNCI-F
2. WLVQ-F (AOR)	154/ 9.2	7.9	8.9	9.5	11.9	8.9	187/2592	2112/19.6	16.8	21.2	108			WLVQ-F
3. WSNY-F (AC)	148/ 8.8	12.1	8.9	8.7	6.8	9.6	167/2432	2206/20.5	24.1	18.5	141			WSNY-F
4. WBNS-F (EZ)	145/ 8.6	9.2	9.8	10.9	10.7	9.6	162/2058	1690/15.7	18.1	18.5	69			WBNS-F
5. WTVN (MOR)	134/ 8.0	10.1	9.3	9.8	7.6	9.3	177/2568	1810/16.8	19.3	16.5	105			WTVN
6. WXGT-F (CHR)	118/ 7.0	6.3	9.2	3.0	8.3	7.8	147/2772	2078/19.3	20.0	20.7	60			WXGT-F
7. WMGG-F (O)	103/ 6.1	5.9	4.6	4.6	3.6	5.3	108/1336	1236/11.5	12.6	10.3	107			WMGG-F
8. WHOK-F (C)	85/ 5.1	5.3	4.9	4.8	4.4	5.0	135/1519	1102/10.2	9.9	8.8	116			WHOK-F
9. WVKO (B)	75/ 4.5	2.5	2.1	2.7	1.9	3.0	75/ 929	918/ 8.5	6.7	6.1	118			WVKO
10. WCOL (BB)	44/ 2.6	3.0	2.6	1.5	2.5	2.4	44/ 674	666/ 6.2	6.5	5.4	46			WCOL
11. WMNI (C)	41/ 2.4	2.8	3.2	3.8	3.4	3.1	43/ 614	555/ 5.1	5.3	4.8	96			WMNI
12. WCKX-F (B)	40/ 2.4	2.3	3.2	1.7	2.7	2.4	40/ 479	479/ 4.4	5.1	4.8	104			WCKX-F
13. WBBY-F (J)	37/ 2.2	1.9	2.7	2.1	1.8	2.2	37/ 623	587/ 5.4	6.0	4.9	145			WBBY-F
14. WXLE-F (O)	33/ 2.0	1.1	1.2	1.8	1.8	1.5	36/ 698	608/ 5.6	4.6	6.1	180			WXLE-F

12+ FM SHARE (METRO): 73.18% (1094 of 1495) (SUM 87: 74.62%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WXGT-F	1. WNCI-F	1. WNCI-F	1. WSNY-F	1. WSNY-F	1. WBNS-F	1. WTVN	1. WNCI-F	1. WNCI-F	1. WNCI-F	1. WNCI-F
2. WNCI-F	>>2. WLVQ-F	2. WLVQ-F	2. WLVQ-F	2. WLVQ-F	2. WTVN	> 2. WNCI-F	2. WSNY-F	2. WLVQ-F	2. WLVQ-F	2. WBNS-F
3. WLVQ-F	> 3. WMGG-F	3. WSNY-F	3. WNCI-F	3. WNCI-F	3. WSNY-F	3. WSNY-F	3. WBNS-F	3. WBNS-F	3. WXGT-F	3. WLVQ-F
4. WVKO	4. WSNY-F	4. WMGG-F	4. WTVN	4. WTVN	4. WHOK-F	4. WLVQ-F	4. WLVQ-F	4. WSNY-F	4. WBNS-F	4. WTVN
5.	5. WXGT-F	5. WXGT-F	5. WMGG-F	5.	5. WCOL	5. WBNS-F	5. WMGG-F	5. WXGT-F	5. WTVN	5.
		6. WTVN	6. WVKO		WNCI-F	6. WXGT-F	6. WTVN	6. WMGG-F	6. WSNY-F	6. WNCI-F
		7. WVKO	7. WXGT-F			7. WMGG-F	7. WXGT-F	7. WTVN	7. WVKO	
		8. WHOK-F	8. WBNS-F			8. WHOK-F	8. WHOK-F	8. WHOK-F	8. WMGG-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WNCI-F	>>1. WNCI-F	1. WSNY-F	1. WNCI-F	1. WSNY-F	1. WLVQ-F	1. WLVQ-F	1. WLVQ-F	1. WLVQ-F	1. WLVQ-F
2. WXGT-F	2. WSNY-F	2. WNCI-F	2. WSNY-F	2. WNCI-F	2. WNCI-F	2. WMGG-F	2. WMGG-F	2. WNCI-F	2. WMGG-F
3. WSNY-F	3. WXGT-F	3. WLVQ-F	3. WLVQ-F	3. WTVN	3. WMGG-F	3. WNCI-F	3. WNCI-F	3. WMGG-F	WNCI-F
4. WMGG-F	4. WLVQ-F	4. WMGG-F	4. WXGT-F	4. WLVQ-F	4. WXGT-F	>>4. WXGT-F	4. WSNY-F	4. WSNY-F	4. WSNY-F
5. WLVQ-F	5. WMGG-F	WVKO	5. WTVN	< 5. WBNS-F	5.	5. WSNY-F	5. WTVN	5. WTVN	< 5. WTVN
6. WHOK-F	6. WVKO	6. WXGT-F	6. WVKO	7. WHOK-F		6. WTVN	6. WVKO	6. WXGT-F	6. WHOK-F
	WVKO						WXGT-F		7. WBNS-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBNS	1460	Columbus		1.7/4.8	WQIO-F	93.7	Mt. Vernon		.8/1.8
WCLT	1430	Newark		.5/1.5					
WCLT-F	100.3	Newark		1.0/2.2	WLW	700	Cincinnati		1.7/3.9
WHTH	790	Heath		.8/1.9					
WLOH	1320	Lancaster		.4/1.2					
WRFD	880	Columbus		1.2/2.3					

RADIO STATIONS

WBNS, 1460,	5 KW/1 KW (DA-N)	, MOR	ABC-I, \$ 41.00	(Banner)	Columbus Dispatch
WCOL, 1230,	1 KW	, NOSTALGIA	CBS, SMN, \$ 30.00	(Christal)	Great Trails
WMNI, 920,	1 KW/500 W (DA-2)	, COUNTRY	MBS, \$ 38.00	(Torbet)	
WRFD, 880,	5 KW (DAYS)	, RELIGION	CNN, \$ 20.00	(---)	Salem
WTVN, 610,	5 KW (DA-N)	, MOR/AC	ABC-E, \$115.00	(Katz)	Great America
WVKO, 1580,	1 KW/250 W (DA-2)	, BLACK	SBN, \$ 34.00	(Mc-Guild)	Saga
WBBY-F, 103.9,	2.7 KW @ 360,	JAZZ	US 2, \$ 30.00	(Torbet)	
WBNS-F, 97.1,	26 KW @ 660,	BTFL/EZ	, \$ 71.00	(Banner)	Columbus Dispatch
WCKX-F, 106.3,	3 KW @ 328,	BLACK	NBN, \$ 29.00	(Roslin)	
WLVQ-F, 96.3,	18 KW @ 753,	AOR	Source, \$100.00	(Katz)	Great American
WMGG-F, 99.7,	50 KW @ 500,	CLASSIC ROCK	MBS, \$ 62.00	(Torbet)	
WNCI-F, 97.9,	175 KW @ 565,	CHR	ABC-C, \$109.00	(MMR)	Nationwide
WSNY-F, 94.7,	22 KW @ 753,	AC	, \$104.00	(Mc-Guild)	Saga
WXGT-F, 92.3,	18 KW @ 753,	CHR	CBS-R, \$ 70.00	(Christal)	Great Trails
WHOK-F, 95.5,	50 KW @ 215,	COUNTRY	APR, \$ 39.00	(Christal)	(LANCASTER)
WZZT-F, 103.1,	1.5 KW @ 455,	BLACK	MBS, \$ 34.00	(K & P)	

WLW - See Cincinnati

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DALLAS - FORT WORTH

Arbitron Rank/Pop (12+): 8/3,062,600
 MSA Rank/Pop: Dallas - 13/420,800
 ADI # 8 Fort Worth - 39/1,271,100
 Average Person Ratings: 17.1
 Market TSL: 22.5 hours

Stations: 30/30
 Diaries: 2254/1359:1/51.6%
 Sample Target: 2200
 % Below Line: 0
 % Not Listed: 6.9

1987 Revenue: \$116,500,000
 HH Inc.: \$36,977
 Retail \$: 28.0 Bil
 Pop per Station: 102,087
 #1 Biller: KVIL A/F \$18,000,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% Conversion	Birch Share	Birch AQH	Birch Cume
1. KKDA-F (B)	360/6.9	8.0	8.7	8.6	10.6	8.1	393/4141	3700/12.1	11.8	13.2	65			KKDA-F
2. KVIL A/F (AC)	359/6.9	10.0	8.1	9.3	8.1	8.6	369/4912	4688/15.3	20.4	16.1	125			KVIL A/F
3. KPLX-F (C)	351/6.7	7.0	7.8	7.4	6.9	7.2	418/5689	4744/15.5	14.3	15.2	112			KPLX-F
4. WBAP (C)	334/6.4	6.7	5.3	5.3	5.2	5.9	601/7549	4676/15.3	15.5	13.7	88			WBAP
5. KHYI-F (CHR)	327/6.3	5.3	5.6	4.9	4.1	5.5	350/5292	4912/16.0	14.8	12.3	52			KHYI-F
6. KSCS-F (C)	326/6.2	6.2	4.2	4.1	5.8	5.2	406/5057	4204/13.7	14.3	12.9	121			KSCS-F
7. KMEZ A/F (EZ)	300/5.7	5.3	5.6	6.0	6.3	5.7	319/3647	3366/11.0	9.6	15.2	63			KMEZ A/F
8. KRLD (N/T)	279/5.3	4.9	5.8	6.6	5.6	5.7	358/6276	4918/16.1	16.0	16.1	83			KRLD
9. KEGL-F (CHR)	256/4.9	5.0	5.3	6.2	4.6	5.4	308/6009	4935/16.1	16.6	16.3	59			KEGL-F
10. KLUV-F (AC)	249/4.8	2.9	3.3	3.6	3.6	3.7	267/3660	3246/10.6	9.2	9.6	133			KLUV-F
11. KTXQ-F (AOR)	223/4.3	4.0	4.6	3.7	3.9	4.2	255/4271	3696/12.1	11.2	11.9	72			KTXQ-F
12. KLIF (T)	147/2.8	2.3	2.0	2.2	1.7	2.3	153/1917	1759/ 5.7	5.8	5.1	96			KLIF
13. KQZY-F (AC)	143/2.7	3.4	3.7	3.3	3.3	3.3	151/2586	2389/ 7.8	9.0	8.5	122			KQZY-F
14. KMGC-F (AC)	136/2.6	2.9	2.0	2.4	3.0	2.5	138/2642	2506/ 8.2	9.8	9.0	135			KMGC-F
14. KZPS-F (O)	136/2.6	3.0	2.0	1.5	2.4	2.3	148/2718	2344/ 7.7	8.4	7.7	142			KZPS-F
16. KZEW-F (AOR)	128/2.4	2.0	2.4	3.0	2.8	2.5	189/3705	3035/ 9.9	9.0	8.8	117			KZEW-F
17. KDZL-F (B)	123/2.4	1.5	2.1	1.6	1.4	1.9	123/1660	1619/ 5.3	4.5	5.3	129			KDZL-F
18. KOAI-F (J/NA)	118/2.3	2.5	2.7	2.8	2.2	2.6	121/2213	2115/ 6.9	7.2	9.1	148			KOAI-F
19. KOJO-F (R/G)	94/1.8	2.3	1.8	2.9	2.4	2.2	129/2105	1551/ 5.1	4.8	5.2	117			KOJO-F
20. KHVN (R/G)	88/1.7	2.0	3.2	1.6	2.9	2.1	90/ 764	740/ 2.4	3.7	3.3	129			KHVN
21. KKDA (B)	84/1.6	.6	.4	.5	.7	.8	84/ 874	849/ 2.8	2.3	1.5	125			KKDA
22. KESS (SP)	83/1.6	1.8	1.5	1.3	1.3	1.7	83/ 945	937/ 3.1	2.3	2.9	106			KESS
23. WRR-F (CL)	68/1.3	1.0	1.6	1.2	1.2	1.3	71/1319	1215/ 4.0	3.1	3.7	115			WRR-F
24.														
25.														

12+ FM SHARE (METRO): 76.19% (3708 of 4867) (SUM 87: 77.58%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT	
1. KHYI-F>>1. KKDA-F	1. KVIL-F+<1. KVIL-F+<1. KVIL-F+<1. KMEZ-F+>1. WBAP	1. KVIL-F+<1. KPLX-F	2. KPLX-F<2. KPLX-F	2. KPLX-F<2. KPLX-F	2. WBAP	2. KVIL-F+>2. KPLX-F	2. KPLX-F<2. KPLX-F	2. KPLX-F<2. WBAP	1. KKDA-F	1. KKDA-F	1. KRLD
2. KEGL-F<2. KTXQ-F<3. KKDA-F>>3. KVIL-F+<3. KKDA-F	3. KSCS-F<3. KSCS-F	3. KSCS-F<3. KSCS-F	3. KSCS-F<3. KSCS-F	3. KRLD	3. KRLD	3. KRLD <3. KMEZ-F+>3. KVIL-F+>3. KHYI-F	3. KHYI-F	3. KHYI-F	3. KHYI-F	3. KHYI-F	3. KPLX-F
4. KTXQ-F	4. KHYI-F	4. KSCS-F	4. KLUV-F	4. KLUV-F	4. KPLX-F	4. KPLX-F	4. KHYI-F	4. KHYI-F	4. KHYI-F	4. KHYI-F	4. KRLD <4. KVIL-F
5.	5. KEGL-F	5. KLUV-F	5. KKDA-F	5. WBAP	5. KVIL-F+>5. KSCS-F	5. KSCS-F	5. KSCS-F	5. KSCS-F	5. KLUV-F	5. KEGL-F	5. KKDA-F
6.	6. KPLX-F<6. KHYI-F	6. KHYI-F	6. KZPS	6. KKDA-F<6. KSCS-F	6. KKDA-F	6. KKDA-F	6. KLUV-F	6. KLUV-F	6. KLUV-F	6. KLUV-F	6. KLUV-F
7.	7. KSCS-F	7. KTXQ-F	7.	7. KRLD	7.	7. KHYI-F	7. KKDA-F	7. KKDA-F	7. KMEZ-F+>7. KDZL-F<7.	7. KDZL-F<7.	7. KDZL-F<7.
8.	8.	8.	8.	8.	8.	8. KEGL-F	8. WBAP	8. KEGL-F	8. KEGL-F	8. KEGL-F	8. KEGL-F
9.	9.	9.	9.	9.	9.	9. KMEZ-F+>9.	9.	9.	9.	9.	9. KPLX-F
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KHYI-F<1. KHYI-F	1. KVIL-F+>1. KVIL-F+<1. KVIL-F+<1. KVIL-F+<1. KTXQ-F	1. KVIL-F+>1. KPLX-F	2. KPLX-F	2. KPLX-F	1. KTXQ-F	1. KTXQ-F>2. KKDA-F	1. WBAP	1. KTXQ-F	1. WBAP
2. KEGL-F	2. KKDA-F	2. KPLX-F	2. KPLX-F	2. KPLX-F	2. KKDA-F	2. KKDA-F	2. KTXQ-F	2. KTXQ-F	2. KTXQ-F
3. KKDA-F	3. KEGL-F	3. KSCS-F	3. KSCS-F	3. KSCS-F	3. KHYI-F	3. KVIL-F+>3. KZPS-F	3. KZPS-F	3. WBAP	3. KVIL-F+>3. WBAP
4. KPLX-F	4. KPLX-F	4. KHYI-F	4. KKDA-F	4. KLUV-F	4. KVIL-F+>4. WBAP	4. WBAP	4. KVIL-F+>4. KKDA-F	4. KKDA-F	4. KRLD <4. KRLD
5. KSCS-F	5. KVIL-F+>5. KKDA-F	5. KKDA-F	5. KHYI-F	5. KKDA-F	5. KEGL-F	5. KZEW-F	5. KSCS-F	5. KSCS-F	5. KSCS-F
6. KVIL-F+>6. KSCS-F	6. KSCS-F	6. KLUV-F	6. KLUV-F	6. KQZY-F	6. KZEW-F	6. KZEW-F	6. KZEW-F	6. KLUV-F	6. KLUV-F
7. KTXQ-F	7.	7. KQZY-F	7. KEGL-F	7. KMEZ-F+>7. KPLX-F	7. KPLX-F	7. KSCS-F	7. KDZL-F	7. KPLX-F	7. KPLX-F
8.	8.	8. KEGL-F	8.	8.	8.	8. KEGL-F	8. KLUV-F	8. KRLD	8. KRLD
9.	9.	9. KMGC-F	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAAM	1310	Dallas	.9/2.4
KFJZ	870	Fort Worth	.6/1.1
KLDD	570	Dallas	.7/2.8
KSSA	1600	Plano	.3/ .9
KZRK-F	94.5	Gainesville	.5/1.7

RADIO STATIONS

AM STATIONS

KAAM, 1310, 5 KW (DA-N)	, NOSTALGIA	, \$ 45.00 (Durpetti)	Bonneville
KESS, 1270, 5 KW (DA-1)	, HISPANIC	, \$ 51.00 (Caballero)	
KFJZ, 870, 500 W (DAYS, DA)	, NOSTALGIA	, \$ 40.00 (---)	
KKDA, 730, 500 W (DAYS)	, BLACK	APR, \$ NA (Katz)	
KHVN, 970, 1 KW/270 W	, GOSPEL	NBN, \$ 49.00 (K & P)	
KLDD, 570, 5 KW (DA-2)	, OLDIES	US 1, \$ 50.00 (MMR)	Anchor
KLIF, 1190, 50 KW/5 KW (DA-2)	, TALK	NBC, \$ 82.00 (Eastman)	Susquehanna
KPBC, 1040, 1 KW (DAYS)	, RELIGION	, \$ 45.00 (---)	Crawford
KRLD, 1080, 50 KW (DA-N)	, NEWS	CBS, \$190.00 (Katz)	Metropolitan
KSKY, 660, 10 KW/500 W (DA-N)	, RELIGION	, \$ 25.00 (---)	Broadcast Partner
KSVZ, 1540, 50 KW/1 KW (DA-2)	, RELIGION	, \$ 30.00 (---)	
KWJS, 1360, 5 KW/1 KW (DA-2)	, RELIGION	, \$ 35.00 (---)	Marsh
WBAP, 820, 50 KW	, COUNTRY	ABC-I, \$185.00 (Banner)	Cap Cities/ABC

FM STATIONS

KDLZ, 107.5, 100 KW @ 450, BLACK	US 1, \$100.00 (K & P)	
KEGL, 97.1, 98 KW @ 1460, CHR	ABC-C, \$160.00 (Torbet)	Sandusky
KHYI, 94.9, 33 KW @ 1509, CHR	, \$132.00 (Christal)	Statewide
KKDA, 104.5, 100 KW @ 1535, BLACK/URBAN	APR, \$170.00 (Katz)	
KLUV, 98.7, 100 KW @ 1585, OLDIES	US 2, \$133.00 (Republic)	TK
KMEZ, 100.3, 100 KW @ 1280, BTFLEZ	, \$160.00 (Mc-Guild)	Summit
KMGC, 102.9, 100 KW @ 1572, AC	, \$130.00 (Christal)	Shamrock
KOJO, 94.1, 100 KW @ 1585, RELIGION/CC	ABC-F, \$103.00 (HNWH)	
KOAI, 106.1, 100 KW @ 1585, JAZZ/NEW AGE	, \$125.00 (HNWH)	Gannett
KPLX, 99.5, 100 KW @ 1680, COUNTRY	APR, \$205.00 (Eastman)	Susquehanna
KQZY, 105.3, 100 KW @ 1560, SOFT AC	, \$124.00 (Group W)	Westinghouse
KSCS, 96.3, 100 KW @ 1680, COUNTRY	, \$157.00 (Banner)	Cap Cities/ABC
KTXX, 102.1, 100 KW @ 1420, AOR	ABC-R, \$151.00 (CBS)	CBS
KVIL, 103.7, 100 KW @ 1470, AC	, \$350.00 (Torbet)	Infinity
KZEW, 97.9, 100 KW @ 1680, CLASSIC ROCK	Source, \$143.00 (MMR)	Anchor
KZPS, 92.5, 100 KW @ 1685, OLDIES	, \$100.00 (Durpetti)	Bonneville
WRR, 101.1, 100 KW @ 1510, CLASSICAL	, \$ 75.00 (CMBS)	City of Dallas

DAYTON

Arbitron Rank/Pop (12+): 46/798,400
 MSA Rank/Pop: 54/928,000
 ADI # 48
 Average Person Ratings: 15.4
 Market TSL: 20.75 hours

Stations: 22/17
 Diaries: 1174/680:1/56.2%
 Sample Target: 1110
 % Below Line: 16.7
 % Not Listed: 8.6

1987 Revenue: \$21,300,000
 HH Inc.: \$33,262
 Retail \$: 5.9 Bil
 Pop per Station: 46,965
 #1 Biller: WHIO \$3,200,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% Conversion	Birch Share	Birch AQH	Birch Cume
1. WTUE-F (AOR)	173/14.1	12.8	13.4	13.0	12.4	13.3	216/2251	1779/22.3	21.4	21.3	95			WTUE-F
2. WGTZ-F (CHR)	129/10.5	10.2	11.2	10.2	12.1	10.5	180/2760	1832/22.9	24.3	28.4	90			WGTZ-F
3. WHIO-F (EZ)	122/10.0	12.8	11.8	10.8	13.2	11.4	168/2143	1556/19.5	23.5	20.9	68			WHIO-F
4. WHIO (MOR)	113/ 9.2	9.7	8.5	8.5	9.2	9.0	119/1528	1411/17.7	16.7	18.3	59			WHIO
5. WVUD-F (AC)	77/ 6.3	3.7	4.5	2.7	3.3	4.3	91/1063	928/11.6	10.0	8.6	159			WVUD-F
5. WONE (C)	74/ 6.0	5.9	5.4	6.7	6.2	6.0	92/1218	902/11.3	10.1	12.0	110			WONE
7. WWSN-F (AC)	73/ 6.0	5.4	6.0	6.9	5.3	6.1	79/1156	1000/12.5	13.1	12.5	162			WWSN-F
8. WLW (MOR)	61/ 5.0	5.7	2.5	4.3	5.0	4.4	181/2678	933/11.7	12.3	13.0	92			WLW
9. WBVE-F (C)	54/ 4.4	2.6	4.0	3.5	3.0	3.6	113/1426	658/ 9.2	7.6	7.6	141			WBVE-F
10. WBLZ-F (B)	56/ 4.6	4.2	3.2	4.3	3.1	4.1	73/ 870	686/ 8.6	8.4	7.0	100			WBLZ-F
11. WYMJ-F (AC)	38/ 3.1	4.4	4.3	5.4	4.7	4.3	41/1106	1007/12.6	14.6	15.0	81			WYMJ-F
12. WDAO (B)	29/ 2.4	3.2	3.4	3.6	2.0	3.2	29/ 324	324/ 4.1	4.5	4.1	79			WDAO
13. WING (O)	28/ 2.3	2.4	2.3	2.5	2.3	2.4	30/ 611	528/ 6.6	6.4	7.5	161			WING

12+ FM SHARE (METRO): 71.52% (801 of 1120) (SUM 87: 70.75%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WGTZ-F>	1. WTUE-F>>	1. WTUE-F>	1. WTUE-F	1. WTUE-F	1. WHIO-F	1. WHIO	1. WHIO-F	1. WTUE-F>	1. WTUE-F	1. WHIO >
2. WTUE-F>>	2. WGTZ-F	2. WGTZ-F	2. WVUD-F<	2. WVUD-F<	2. WHIO	2. WTUE-F	2. WTUE-F>	2. WHIO-F<	2. WGTZ-F	2. WGTZ-F
3. WYMJ-F	3. WWSN-F	3. WWSN-F<	3. WWSN-F<	3. WWSN-F<	3. WONE >	3. WHIO-F	3. WGTZ-F<	3. WGTZ-F	3. WHIO >>	3. WONE
4.	4. WVUD-F	4. WVUD-F>	4. WGTZ-F<	4. WGTZ-F>	4. WVUD-F	4. WGTZ-F	4. WVUD-F	4. WWSN-F<	4. WWSN-F<	4. WLW
5.	5. WYMJ-F	5. WHIO-F	5. WHIO-F	5. WHIO-F<	5. WWSN-F	5. WONE	5. WWSN-F<	5. WVUD-F<	5. WHIO-F	5. WWSN-F
			6. WONE	6. WONE	6. WTUE-F	6. WVUD-F	6. WONE	6. WONE >>	6. WVUD-F	
				7. WHIO	7. WGTZ-F	7. WWSN-F	7. WHIO	7. WYMJ-F		
				8. WING	8. WDAO		8. WYMJ-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WGTZ-F	1. WTUE-F	1. WTUE-F>	1. WTUE-F	1. WTUE-F	1. WTUE-F>>	1. WTUE-F>>	1. WTUE-F>>	1. WTUE-F>>	1. WTUE-F>
WTUE-F>	2. WGTZ-F	2. WGTZ-F	2. WGTZ-F	2. WWSN-F<	2. WGTZ-F>	2. WGTZ-F	2. WGTZ-F	2. WGTZ-F	2. WVUD-F
3. WBLZ-F>	3. WWSN-F	3. WWSN-F>	3. WWSN-F	3. WGTZ-F	3. WYMJ-F	3. WVUD-F	3. WVUD-F	3. WVUD-F	3. WWSN-F
4. WHIO-F	4. WVUD-F>	4. WVUD-F	4. WVUD-F	4. WVUD-F	4. WLW	WWSN-F	4. WWSN-F	4. WWSN-F	4. WGTZ-F
5. WVUD-F	5. WHIO-F	5. WBLZ-F	5. WHIO-F>	5. WONE	5. WBVE-F>	5. WYMJ-F	5. WBLZ-F>	5. WHIO	5. WHIO
WKSJ-F	6. WYMJ-F	6. WBVE-F	6. WONE	6. WHIO-F>>	6. WWSN-F		6. WBVE-F	6. WYMJ-F	6. WHIO-F
7. WWSN-F	7. WKSJ-F	7. WYMJ-F		7. WING	WBLZ-F		7. WLW	7. WHIO-F	7. WONE-F
WYMJ-F									8. WING

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAZU-F	102.9	Springfield	.7/2.6
WBLV	1600	Springfield	.7/2.3
WFCJ-F	93.7	Miamisburg	.8/3.4
WIZE	1340	Springfield	.4/2.1
WKSJ-F	101.7	Urbana	1.2/1.4
WPFJ-F	105.9	Middletown	1.1/2.6
WPTW-F	95.7	Piqua	1.3/2.3
WIMT-F	102.1	Lima	.8/1.4
WOFX-F	94.9	Fairfield	.5/1.7

RADIO STATIONS

WDAO, 1210, 1 KW (DAYS) , BLACK
 WHIO, 1290, 5 KW (DA-N) , MOR
 WING, 1410, 5 KW (DA-N) , OLDIES
 WONE, 980, 5 KW (DA-N) , COUNTRY

SBN, \$ 30.00 (Eastman)
 CBS, \$ 70.00 (Torbet)
 MBS, ABC-I, \$ 32.00 (Katz)
 MBS, ABC-D, \$ 50.00 (Mc-Guild)

Cox
 Great Trails
 Summit

WHIO-F, 99.1, 50 KW @ 1060, BTFL/EZ
 WTUE-F, 104.7, 50 KW @ 780, AOR
 WVUD-F, 99.9, 50 KW @ 500, SOFT AC
 WWSN-F, 107.7, 50 KW @ 420, AC
 WYMJ-F, 103.9, 1.5 KW @ 528, AC
 WGTZ-F, 92.9, 40 KW @ 590, CHR
 WFCJ-F, 93.7, 50 KW @ 492, RELIGION
 WPFJ-F, 105.9, 34 KW @ 590, COUNTRY (?)

, \$ 80.00 (Torbet)
 , \$ 83.00 (Mc-Guild)
 CBS-R, \$ 36.00 (Republic)
 , \$ 64.00 (Eastman)
 US 1, \$ 43.00 (Banner)
 , \$ 70.00 (Katz)
 APR, \$ 13.00 (---)
 MBS, \$ 19.00 (---)

Cox
 Summit
 University of Dayton
 Stoner
 Malkan
 Great Trails
 (MIAMISBURG)
 (MIDDLETOWN)

DENVER

Arbitron Rank/Pop (12+): 24/1,570,700
 MSA Rank/Pop: 27/1,890,000
 ADI # 19
 Average Person Ratings: 17.3
 Market TSL: 23.0 hours

Stations: 30/30
 Diaries: 1562/1006:1/51.2%
 Sample Target: 1490
 % Below Line: 0
 % Not Listed: 9.9

1987 Revenue: \$59,100,000
 HH Inc.: \$36,329
 Retail \$: 14.6 Bill
 Pop per Station: 52,357
 #1 Biller: KOA \$7,300,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume
1. KBCO A/F (AOR)	239/8.8	6.0	8.1	7.2	7.9	7.5	254/2703	2314/14.7	13.2	14.0	133			KBCO A/F
2. KRXY A/F (CHR)	194/7.1	8.0	6.9	7.6	9.2	7.4	196/3299	3082/19.6	19.6	22.1	89			KRXY A/F
3. KXKL-F (O)	192/7.1	6.9	4.5	4.8	2.7	5.8	227/2820	2346/14.9	12.9	6.2	138			KXKL-F
4. KOSI-F (EZ)	185/6.8	7.2	6.6	7.8	8.9	7.1	221/2658	2279/14.5	14.9	16.6	71			KOSI-F
5. KAZY-F (AOR)	176/6.5	6.0	6.3	5.8	5.5	6.2	241/2787	2159/13.7	12.3	13.7	82			KAZY-F
6. KBPI-F (AOR)	164/6.0	6.2	7.7	5.2	5.9	6.3	182/2806	2510/16.0	14.9	17.5	63			KBPI-F
7. KOA (N/T)	161/5.9	6.6	6.9	7.4	6.5	6.7	244/3930	2713/17.3	17.9	17.0	68			KOA
8. KQKS-F (CHR)	127/4.7	3.5	2.9	1.7	1.3	3.2	139/2246	1957/12.5	11.3	4.5	38			KQKS-F
9. KYGO-F (C)	115/4.2	5.9	5.5	5.8	3.8	4.1	160/2041	1601/10.2	12.5	9.7	17			KYGO-F
10. KMJI-F (AC)	114/4.2	5.7	5.4	4.4	5.5	4.9	130/1990	1807/11.5	12.8	14.6	143			KMJI-F
11. KOAQ-F (AC)	111/4.1	3.6	4.1	3.1	4.0	3.7	141/2697	2212/14.1	13.2	13.6	137			KOAQ-F
12. KVOD-F (CL)	94/3.5	2.2	3.2	3.0	1.6	3.0	109/1483	1383/ 8.8	5.5	5.9	91			KVOD-F
13. KHOW (MOR)	81/3.0	2.7	2.5	3.4	3.5	2.9	99/1570	1277/ 8.1	7.2	8.4	117			KHOW
14. KLZ (C)	77/2.8	3.3	3.6	3.5	4.3	3.3	112/1370	902/ 5.7	6.8	9.4	100			KLZ
15. KEZW (BB)	55/2.0	2.0	2.6	2.1	2.1	2.2	57/ 720	634/ 4.0	4.1	4.7	20			KEZW
16. KHIH-F (J/NA)	50/1.8	2.2	1.8	2.5	2.0	2.1	50/ 904	865/ 5.5	6.7	6.1	161			KHIH-F
17. KSYF-F (AC)	46/1.7	2.9	2.8	3.3	2.2	2.7	48/ 790	751/ 4.8	7.0	7.1	147			KSYF-F
18. KBPI (T)	45/1.7	1.9	2.8	2.4	3.1	2.2	48/ 904	830/ 5.3	5.5	7.9	94			KBPI
19.														
20.														
21.														
22.														
23.														
24.														
25.														

12+ FM SHARE (METRO): 74.49% (1822 of 2446) (SUM 87: 72.82%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KQKS-F>>>1. KBCO-F<	1. KBCO-F	1. KBCO-F	1. KBCO-F+	1. KBCO-F+	1. KOSI-F	1. KBCO-F+	1. KBCO-F+	1. KBCO-F+	1. KBPI-F<	1. KOA
2. KRXY-F+	2. KAZY-F	2. KXKL-F	2. KXKL-F	2. KXKL-F	2. KOA	2. KOA	2. KXKL-F	2. KRXY-F+	2. KRXY-F+	2. KBCO-F
3. KBPI-F>>>3. KRXY-F+	3. KAZY-F	3. KXKL-F	3. KRXY-F+	3. KRXY-F+	3. KXKL-F<	3. KRXY-F+	3. KAZY-F<	3. KXKL-F	3. KBCO-F+	3. KOSI-F<
4.	4. KBPI-F	4. KRXY-F+	4. KMJI-F	4. KMJI-F	4. KVOD-F	4. KOSI-F	4. KOSI-F	4. KAZY-F	4. KAZY-F	4. KRXY-F
5.	5. KXKL-F	5. KBPI-F	5. KOAQ-F	5. KOAQ-F	5. KHOW	5. KXKL-F<	5. KOAQ-F	5. KOSI-F	5. KQKS-F	5. KAZY-F
6.	6. KMJI-F	6. KMJI-F	6. KAZY-F	6. KAZY-F	6. KLZ	6. KHOW	6. KRXY-F+	6. KBPI-F	6. KOSI-F	6. K3PI-F
7.	7.	7. KOAQ-F	7.	7. KYGO-F+	7. KBCO-F+	7. KBPI-F	7. KBPI-F	7.	7. KOA	7. KLZ
8.	8.	8.	8.	8.	8.	8. KAZY-F	8. KMJI-F<	8.	8. KXKL-F	8.
9.	9.	9.	9.	9.	9.	9.	9. KQKS-F	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10. KYGO-F	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KBCO-F+	1. KBCO-F+	1. KBCO-F+	1. KXKL-F	1. KXKL-F	1. KAZY-F>>>1. KAZY-F	1. KBCO-F+	>1. KBCO-F+	1. KBCO-F+	1. KBCO-F+
2. KRXY-F+	2. KRXY-F+	2. KXKL-F<	2. KBCO-F+	2. KMJI-F<	2. KBPI-F>>2. KBCO-F+	2. KAZY-F>	2. KAZY-F>	2. KAZY-F	2. KXKL-F
3. KQKS-F	3. KXKL-F	3. KMJI-F	3. KRXY-F+	3. KBCO-F+	3. KRXY-F+>3. KBPI-F	3. KRXY-F	3. KRXY-F	3. KBPI-F<	3. KAZY-F>
4. KBPI-F>	4. KMJI-F	4. KRXY-F+	4. KMJI-F	4. KRXY-F+	4. KBCO-F+	4. KRXY-F+	4. KBPI-F	4. KXKL-F	4. KOAQ-F
5. KXKL-F	5. KOAQ-F	5. KOAQ-F>	5. KOAQ-F	5. KYGO-F	KDZR	5. KXKL-F	5. KXKL-F	5. KRXY-F+	5. KRXY-F
6. KAZY-F	6. KBPI-F	6. KAZY-F	6.	6. KOAQ-F	6. KQKS-F	6.	6. KMJI-F	6.	6. KBPI-F
7.	7. KAZY-F	7. KBPI-F	7.	7. KOSI-F	7. KXKL-F	7.	KOAQ-F	7.	7.
8.	8. KQKS-F	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KADX-F	92.1	Castle Rock	.5/2.1
KBNO	1220	Denver	.6/1.5
KDEN	1340	Denver	.6/3.3
KDKO	1510	Littleton	1.1/2.4
KDZR	1390	Denver	1.1/1.9
KRZN	1150	Englewood	1.1/4.4
KTCL-F	93.3	Ft. Collins	1.2/2.7
KXKL	1280	Denver	.5/2.4
KYBG	1090	Aurora	.6/2.6
KYGO	950	Denver	1.0/2.7

RADIO STATIONS

AM STATIONS

KBNO, 1220, 1 KW	, HISPANIC	, \$ 30.00	(Lotus)	
KDEN, 1340, 1 KW	, TALK	MBS,ABC-E, \$ 35.00	(Savalli)	
KDKO, 1510, 10 KW/1 KW (DA-1)	, BLACK	, \$ 42.00	(Banner)	SRO
KEZW, 1430, 5 KW (DA-N)	, NOSTALGIA	SMN, \$ 46.00	(Group W)	Westinghouse
KHOW, 630, 5 KW (DA-N)	, MOR	MBS, \$ 88.00	(Republic)	Legacy
KLZ, 560, 5 KW (DA-1)	, COUNTRY	ABC-I, \$ 70.00	(Mc-Guild)	Summit
KBPI, 710, 5 KW (DA-N)	, AOR	NBC, \$ 65.00	(Durpetti)	Sandusky
KOA, 850, 50 KW	, NEWS/TALK	CBS,ABC-I, \$125.00	(Eastman)	Jacor
KQXI, 1550, 10 KW (DAYS)	, RELIGION	, \$ 15.00	(---)	Mid-America
KRKS, 990, 5 KW/390 W (DA-N)	, RELIGION	, \$ 12.00	(---)	
KRZN, 1150, 5 KW/1 KW (DA-2)	, OLDIES	, \$ 37.00	(Christal)	Genesis
KLSC, 1090, 50 KW 500 W (DA-2)	, ? ?	, \$ 30.00	(---)	Century
KXKL, 1280, 5 KW (DA-2)	, OLDIES	MBS, \$ NA	(Durpetti)	Shamrock
KYGO, 950, 5 KW (DA-N)	, COUNTRY	US 1, \$ NA	(Banner)	Jeff-Pilot

FM STATIONS

KAZY, 106.7, 100 KW @ 987, AOR	ABC-R, \$ 88.00	(Mc-Guild)	Summit	
KBCO, 97.3, 100 KW @ 1541, AOR	, \$169.00	(MMR)	Noble	(BOULDER)
KBPI, 105.9, 100 KW @ 900, AOR	Source, \$105.00	(Durpetti)	Sandusky	
KHIH, 94.7, 100 KW @ 990, JAZZ/NEW AGE	, \$ 57.00	(Banner)	SRO	(BOULDER)
KMJI, 100.3, 100 KW @ 500, AC	, \$110.00	(Christal)	Genesis	
KOAQ, 103.5, 100 KW @ 1061, AC	ABC-E, \$ 83.00	(Eastman)	Jacor	
KOST, 101.1, 100 KW @ 790, BTFL/EZ	, \$109.00	(Group W)	Westinghouse	
KQKS, 104.3, 100 KW @ 980, CHR	, \$ 50.00	(HNWH)	Western Cities	(LONGMONT)
KRXY, 107.5, 100 KW @ 670, CHR	ABC-F, \$107.00	(Katz)	Cap Cities/ABC	
KSYY, 95.7, 100 KW @ 725, SOFT AC	MBS, Trans, \$ 81.00	(Republic)	Legacy	
KVOD, 99.5, 100 KW @ 380, CLASSICAL	, \$ 89.00	(MMR)	Henry	
KXKL, 105.1, 100 KW @ 1200, OLDIES	MBS, \$ 78.00	(Durpetti)	Shamrock	
KYGO, 98.5, 100 KW @ 720, COUNTRY	, \$ 94.00	(Banner)	Jeff-Pilot	
KADX, 92.1, 720 W @ 620, JAZZ	APR, \$ 36.00	(HNWH)	Century	(CASTLE ROCK)

DETROIT

Arbitron Rank/Pop (12+): 6/3,576,200

MSA Rank/Pop: 5/4,640,000
ADI # 7

Average Person Ratings: 17.8
Market TSL: 23.5 hours

Stations: 34/27
Diaries: 2356/1518:1/50.2%
Sample Target: 2310
% Below Line: 7.0
% Not Listed: 7.4

1987 Revenue: \$96,000,000
HH Inc.: \$35,744
Retail \$: 31.1 Bill
Pop per Station: 132,452
#1 Biller: WJR \$13,600,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% Conversion	25-54 Share	Birch AQH	Birch Cume
1. WJR (MOR)	787/12.4	10.6	10.0	10.8	13.7	11.0	1046/13475	9898/27.7	24.1	28.6	75			WJR
2. WJLB-F (B)	498/ 7.8	7.9	8.5	8.6	7.8	8.2	514/ 5790	5519/15.4	14.2	14.2	87			WJLB-F
3. WHYT-F (EZ)	340/ 5.3	5.8	5.9	6.2	5.4	5.8	346/ 4451	4139/11.6	12.5	12.1	75			WHYT-F
4. WJOI-F (CHR)	326/ 5.1	4.6	4.9	4.7	4.8	3.9	366/ 7360	6703/18.7	18.0	17.4	91			WJOI-F
5. WWJ (N/T)	310/ 4.9	4.3	4.7	4.9	4.8	4.7	324/ 5353	4947/13.8	15.1	13.0	69			WWJ
6. WNIC-F (AC)	304/ 4.8	3.9	3.6	4.1	3.8	4.1	316/ 5475	5069/14.2	13.2	12.1	123			WNIC-F
7. WWW-F (C)	288/ 4.5	4.1	4.0	4.1	4.1	4.2	311/ 3871	3573/10.0	9.9	9.6	124			WWW-F
8. WCZY-F (CHR)	255/ 4.0	4.6	5.5	4.3	4.7	4.6	275/ 6996	6212/17.4	18.1	18.3	103			WCZY-F
9. WLLZ-F (AOR)	243/ 3.8	4.9	4.6	4.5	4.6	4.5	259/ 5024	4632/13.0	13.6	12.9	100			WLLZ-F
10. WXYT (T)	206/ 3.2	3.2	3.1	4.0	3.5	3.4	212/ 2585	2502/ 7.0	7.3	8.5	59			WXYT
11. CKLW (BB)	204/ 3.2	4.6	3.6	3.2	3.6	3.7	251/ 3784	3077/ 8.6	9.0	8.4	38			CKLW
WOMC-F (AC)	204/ 3.2	2.6	2.9	4.0	3.8	2.7	217/ 3742	3512/ 9.8	7.8	10.0	141			WOMC-F
13. WDFX-F (CHR)	199/ 3.1	3.4	2.8	2.4	1.8	2.4	203/ 4338	4085/11.4	12.7	8.4	45			WDFX-F
14. WKSG-F (O)	198/ 3.1	2.0	1.9	2.3	2.1	2.3	193/ 2866	2834/ 7.9	6.6	6.6	155			WKSG-F
15. WCSX-F (AOR)	193/ 3.0	3.3	4.7	3.7	3.8	3.8	214/ 4283	3766/10.5	10.6	11.8	137			WCSX-F
16. WRIF-F (AOR)	192/ 3.0	3.4	3.4	3.9	3.9	3.4	231/ 5568	4698/13.1	13.6	13.6	103			WRIF-F
17. WLTI-F (AC)	157/ 2.5	2.6	2.8	3.3	2.7	2.8	177/ 2676	2407/ 6.7	6.7	6.2	132			WLTI-F
18. WGPR-F (B)	106/ 1.7	1.5	1.1	1.3	1.3	1.4	109/ 1948	1864/ 5.2	5.8	4.5	118			WGPR-F
WJZZ-F (J)	106/ 1.7	2.1	1.5	2.1	1.8	1.9	113/ 2114	1906/ 5.3	7.0	5.8	141			WJZZ-F
20. CKMR-F (AC/O)	94/ 1.5	.9	1.0	1.2	1.1	1.2	108/ 2442	2076/ 5.8	4.1	4.3	147			CKMR-F
21. WQBH (B)	87/ 1.4	1.0	1.2	1.0	1.3	1.2	87/ 1079	1079/ 3.0	3.1	3.0	107			WQBH
22. WCXI (C)	81/ 1.3	1.8	1.3	1.3	1.6	1.4	109/ 1447	1213/ 3.4	5.3	3.6	85			WCXI
23. WQRS-F (CL)	75/ 1.2	1.5	1.9	1.5	1.6	1.5	79/ 1670	1462/ 4.1	4.3	4.8	125			WQRS-F
24. WМУZ-F (R)	69/ 1.1	.8	1.2	.7	.7	1.0	72/ 1379	1261/ 3.5	2.7	3.2	136			WMUZ-F
25. WCHB (B/R)	67/ 1.1	.9	.9	1.1	1.1	1.0	67/ 1074	1074/ 3.0	3.0	2.4	145			WCHB

12+ FM SHARE (METRO): 68.30% (4027 of 5896) (SUM 87: 65.55%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WJLB-F	1. WJLB-F	1. WJLB-F	1. WJR	1. WJR	1. WJR	>>1. WJR	> 1. WJR	< 1. WJR	>>1. WJR	
2. WHYT-F	2. WHYT-F	2. WJR	2. WJLB-F	2. WJLB-F	2. WWJ	2. WWJ	2. WJOI-F	2. WJLB-F	2. WJLB-F	2. WJLB-F
3. WDFX-F	3. WLLZ-F	3. WNIC-F	3. WNIC-F	3. WNIC-F	3. WJOI-F	3. WJLB-F	3. WJLB-F	3. WHYT-F	3. WNIC-F	3. WNIC-F
4. WCZY-F	4. WNIC-F	4. WHYT-F	4. WHYT-F	4. WWW-F	4. CKLW	4. WCZY-F	4. WWW-F	4. WWW-F	4. WHYT-F	4. WWJ
5. WLLZ-F	5. WCZY-F	5. WLLZ-F	5. WKSG-F	5. WHYT-F	5. WWW-F	5. WNIC-F	5. WHYT-F	5. WJOI-F	5. WDFX-F	5. WGPR-F
6. WIQG-F	6. WCSX-F	6. WCZY-F	6. WWW-F	6. WKSG-F	6. WXYT-F	6. WLLZ-F	6. WNIC-F	6. WWJ	6. WCLZ-F	6. WXYT-F
7. WNIC-F	7. WRIF-F	7. WCSX-F	7. WOMC-F	7. WOMC-F	7. WJLB-F	7. WWW-F	7. WWJ	7. WCZY-F	7. WXYT-F	7. CKLW
8. WRIF-F	8. WKSG-F	8. WKSG-F	8. WCSX-F	8. WCSX-F	8. WNIC-F	8. WHYT-F	8. WKSG-F	8. WDFX-F	8. WJOI-F	8. WWW-F
9. WJR	9. WOMC-F	9. WWW-F	9. WCZY-F	9. WCZY-F	9. WLTI-F	9. WJOI-F	9. WLTI-F	9. WLLZ-F	9. WGPR-F	9. WLLZ-F
10. WJLB-F	10. WDFX-F	10. WOMC-F	10. WLLZ-F	10. WJOI-F	10. WJLB-F	10. WXYT	10. CKLW	10. WNIC-F	10. WRIF-F	10. WJZZ-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WJLB-F	1. WJLB-F	1. WNIC-F	1. WJLB-F	1. WNIC-F	1. WJLB-F	1. WLLZ-F	1. WLLZ-F	1. WJLB-F	1. WJR
2. WHYT-F	2. WHYT-F	2. WHYT-F	2. WNIC-F	2. WJLB-F	2. WLLZ-F	2. WJLB-F	2. WCSX-F	2. WLLZ-F	2. WJLB-F
3. WCZY-F	3. WNIC-F	3. WJLB-F	3. WHYT-F	3. WJR	3. WRIF-F	3. WRIF-F	3. WRIF-F	3. WJR	3. WLLZ-F
4. WDFX-F	4. WCZY-F	4. WOMC-F	4. WCZY-F	4. WHYT-F	4. WCSX-F	4. WCSX-F	4. WJR	4. WRIF-F	4. WKSG-F
5. WNIC-F	5. WOMC-F	5. WCZY-F	5. WJR	5. WWW-F	5. WHYT-F	5. WJLB-F	5. WJLB-F	5. WCSX-F	5. WWW-F
6. WLLZ-F	6. WCSX-F	6. WKSG-F	6. WLTI-F	6. WOMC-F	6. WHYT-F	6. WWW-F	6. WWW-F	6. WKSG-F	6. WCSX-F
7. WLTI-F	7. WDFX-F	7. WCSX-F	7. WOMC-F	7. WJOI-F	7. WNIC-F	7. WJR	7. WKSG-F	7. WWW-F	7. WRIF-F
8. WGPR-F	8. WKSG-F	8. WWW-F	8. WKSG-F	8. WLTI-F	8. WWW-F	8. WCZY-F	8. WCZY-F	8. WCSX-F	8. WWJ
9. WCSX-F	9. WLLZ-F	9. WGPR-F	9. WWW-F	9. WCZY-F	9. WCZY-F	9. WKSG-F	9. WHYT-F	9. WHYT-F	9. WCZY-F
10. WKSG-F	10. WLTI-F	10. WLTI-F	10. WDFX-F	10. WKSG-F	10. WOMC-F	10. WNIC-F	10. WVAE-F	10. WNIC-F	10. WNIC-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WEXL	1340	Royal Oak	.4/1.5
WHND	560	Monroe	.7/2.2
WMTG	1310	Dearborn	.9/2.4
WVAE-F	92.3	Detroit	1.1/4.5
CJOM-F	88.7	Windsor	.5/3.3
WCRZ-F	107.9	Flint	.3/.7
WIOG-F	102.5	Bay City	.6/1.6
WKKO-F	99.9	Toledo	.4/.6

RADIO STATIONS

AM STATIONS

WCXI, 1130, 50 KW/10 KW (DA-2)	, COUNTRY	APR, \$ 70.00	(Christal)	Shamrock	
WHND, 560, 500 W (DAYS, DA)	, OLDIES	US 1, \$ NA	(Mc-Guild)	:&mjgm& pmPva	(MONROE)
WJR, 760, 50 KW	, MOR/VARIETY	ABC-1, \$225.00	(Katz)	Cap Cities/ABC	
WMTG, 1310, 5 KW (DA-2)	, OLDIES	SMN, \$ 40.00	(Durpetti)	Fairmont	
WQBH, 1400, 1 KW	, BLACK	, \$ 56.00	(Patt)		
WJW, 950, 5 KW (DA-N)	, NEWS	CBS, \$155.00	(Eastman)	Federal	
WXYT, 1270, 5 KW	, TALK	MBS, NBC, \$100.00	(Roslin)		
WCAR, 1090, 250 W/500 W (DA-2)	, ETHNIC	, \$ 23.00	(---)	Wolpin	(LIVONIA)
WCHB, 1440, 1 KW	, BLACK/GOSPEL	NBN, \$ 43.00	(Torbet)		(INKSTER)
CKLW, 800, 50 KW (DA-2)	, NOSTALGIA	, \$ 75.00	(Republic)		(WINDSOR, ONT)

FM STATIONS

WCSX, 94.7, 10 KW @ 950, CLASSIC ROCK		US 1, \$105.00	(Mc-Guild)	Greater Media	
WCZY, 95.5, 100 KW @ 430, CHR		, \$154.00	(HNWH)	Broadcast Partners	
WDTX, 99.5, 21 KW @ 754, CONTEMP		CBS-R, \$ 93.00	(Torbet)	Hoker	
WGPR, 107.5, 50 KW @ 360, BLACK		SBN, \$ 60.00	(Lazar)	Cap Cities/ABC	
WHYT, 96.3, 20 KW @ 780, CHR		ABC-C, \$158.00	(Katz)	Booth	
WJLB, 97.9, 50 KW @ 490, BLACK		, \$160.00	(MMR)	Federal	
WJOI, 97.1, 12 KW @ 802, BTFL/EZ		, \$147.00	(Eastman)		
WJZZ, 105.9, 20 KW @ 724, JAZZ		, \$ 78.00	(Torbet)		
WKSG, 102.7, 50 KW @ 500, OLDIES		ABC-E, \$ 97.00	(Roslin)	Ragan Henry	
WLLZ, 98.7, 50 KW @ 480, AOR		ABC-F, \$150.00	(Banner)	Legacy	
WLTJ, 93.1, 20 KW @ 500, SOFT AC		, \$109.00	(CBS)	Viacom	
WMUZ, 103.5, 50 KW @ 500, RELIGION		, \$ 40.00	(---)	Crawford	
WNIC, 100.3, 50 KW @ 400, AC		, \$163.00	(Durpetti)	Fairmont	
WOMC, 104.3, 190 KW @ 416, AC		US 2, \$152.00	(Republic)	Infinity	
WQRS, 105.1, 18 KW @ 782, CLASSICAL		, \$ 90.00	(CMBS)	Marlin	
WRIF, 101.1, 27 KW @ 880, AOR		ABC-R, \$128.00	(Republic)	Great American	
WVAE, 92.3, 21 KW @ 742, JAZZ/NEW AGE		, \$ 88.00	(Roslin)		
WVWW, 106.7, 61 KW @ 508, COUNTRY		APR, \$143.00	(Christal)	Shamrock	
CKLW, 93.9, 100 KW @ 700, AC/OLDIES		, \$ 60.00	(Republic)		(WINDSOR, ONT)

EL PASO

Arbitron Rank/Pop (12+): 79/437,000
 MSA Rank/Pop: 88/567,000
 Average Person Ratings: 17.6
 Market TSL: 23.75 hours

Stations: 18/17
 Diaries: 851/514:1/54.4%
 Sample Target: 800
 % Below Line: 0.7
 % Not Listed: 6.1

1987 Revenue: \$11,500,000
 HH Inc.: \$28,241
 Retail \$: 2.7 Bil
 Pop per Station: 25,706
 #1 Biller: KHEY A/F \$3,000,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume
1. KLAQ-F (AOR)	123/16.0	10.6	10.3	11.4	11.6	12.1	167/1630	1166/26.7	20.6	22.5	86			KLAQ-F
2. KPRR-F (CHR)	90/11.7	13.1	8.6	6.1	7.1	9.9	93/1097	1061/24.3	23.9	17.7	46			KPRR-F
3. KEZB-F (CHR)	71/ 9.2	8.7	10.3	10.0	14.2	9.6	84/1401	1189/27.2	25.2	31.5	74			KEZB-F
4. KHEY-F (C)	65/ 8.4	10.0	10.5	9.3	7.2	9.6	80/1037	784/17.9	21.4	18.8	127			KHEY-F
5. KBNA A/F (SP)	63/ 8.2	8.4	8.7	8.0	5.7	8.3	66/ 836	781/17.9	15.4	13.0	120			KBNA A/F
6. KAMA (SP)	51/ 6.6	5.1	6.7	9.1	6.0	6.9	55/ 609	526/12.0	11.7	11.9	95			KAMA
7. KAMZ-F (CHR)	47/ 6.1	5.9	6.8	7.0	7.7	6.5	47/1030	959/21.9	18.6	24.0	107			KAMZ-F
8. KOFX-F (AL/SP)	47/ 6.1	5.1	3.4	5.3	6.3	5.0	50/ 761	619/14.2	13.8	15.5	146			KOFX-F
9. KTSM-F (N/T)	38/ 4.9	6.5	6.4	7.0	6.3	6.2	55/ 689	564/12.9	11.8	14.0	82			KTSM-F
10. KR0D (O)	32/ 4.2	2.6	2.4	2.6	3.0	3.0	33/ 509	427/ 9.8	8.0	9.5	121			KR0D
11. KLTO-F (AC)	29/ 3.8	3.7	4.9	5.7	5.2	4.5	42/ 602	479/11.0	12.8	13.5	161			KLTO-F
12.														
13.														
14.														
15.														

12+ FM SHARE (METRO): 78.42% (567 of 723) (SUM 87: 78.93%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KPRR-F>>>1. KLAQ-F>>>1. KLAQ-F>>>1. KLAQ-F>>1. KLAQ-F	2. KPRR-F	2. KPRR-F	2. KBNA-F+	2. KHEY-F	2. KAMA	1. KBNA-F+<1. KLAQ-F	1. KLAQ-F>	1. KLAQ-F>	1. KPRR-F	1. KLAQ-F
2. KEZB-F>	3. KEZB-F	3. KHEY-F<	3. KOFX-F	3. KBNA-F+	3. KHEY-F	2. KHEY-F	2. KHEY-F	2. KPRR-F	2. KLQ-F>	2. KPRR-F
3. KLAQ-F	4. KHEY-F	4. KBNA-F	4. KHEY-F>	4. KOFX-F	4. KTSM-F	3. KBNA-F+	3. KPRR-F<	3. KEZB-F	3. KEZB-F	3. KHEY-F
4.	5. KAMZ-F	5. KEZB-F<	5. KEZB-F	5. KEZB-F	5.	4. KAMA	4. KEZB-F	4. KHEY-F	4. KBNA-F+	4. KHEY
5.	6. KOFX-F	6. KOFX-F	6. KAMZ-F	6. KAMZ-F	6. KAMZ-F	5. KEZB-F	5. KOFX-F	5. KAMZ-F<	5. KHEY-F	5.
			KLTO-F	7. KAMA	7. KAMA	6. KPRR-F	6. KBNA-F+	6. KBNA-F+	6. KAMZ-F	6. KAMZ-F
				8. KLTO-F	8. KOFX-F	7. KAMZ-F	7. KAMA	7. KAMA	7. KAMA	7. KAMA
						8. KOFX-F	8. KAMZ-F	8. KAMZ-F	8. KAMZ-F	8. KAMZ-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KLAQ-F	1. KLAQ-F	1. KOFX-F	1. KBNA-F+	1. KBNA-F+	1. KLAQ-F>>>1. KLAQ-F>>>1. KLAQ-F>>>1. KLAQ-F>>>1. KLAQ-F	2. KPRR-F>	2. KEZB-F	2. KHEY-F	2. KEZB-F
2. KPRR-F>>>2. KPRR-F	2. KHEY-F	2. KHEY-F	2. KLAQ-F	2. KHEY-F	3. KEZB-F>	3. KPRR-F	3. KOFX-F	3. KEZB-F	3. KHEY-F
3. KAMZ-F	3. KAMZ-F	3. KLAQ-F	3. KPRR-F	3. KOFX-F	4. KHEY-F	4.	4. KAMZ-F	4. KOFX-F	4. KBNA-F+
4. KEZB-F	4. KHEY-F	4. KAMZ-F	4. KHEY-F	4. KAMZ-F	5.	5.	5. KHEY-F	5. KPRR-F	5. KAMA
5. KHEY-F	5. KEZB-F	5. KEZB-F	5. KAMZ-F	5. KPRR-F					
6. KBNA-F+	6. KOFX-F	6. KBNA-F+	6. KOFX-F	6. KAMA					
		KPRR-F		7. KLAQ-F					
				KTSM-F					

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KELP	1590	El Paso	.5/1.7
KEZB	1150	El Paso	.6/2.1
KVIV	1340	El Paso	1.0/3.1
XROK	800	Ciudad Juarez	.6/3.1

RADIO STATIONS

KAMA, 750, 10 KW/1 KW (DA-2)	, HISPANIC	, \$ 33.00 (Caballero)	Pinnacle
KBNA, 920, 1 KW/500 W (DA-N)	, HISPANIC	, \$ NA (Katz Hisp.)	Tichenor
KHEY, 690, 10 KW (DA-2)	, COUNTRY	ABC-I, \$ 35.00 (Katz)	
KR0D, 600, 5 KW (DA-N)	, AC	CBS-R, \$ 22.00 (HNWH)	
KTSM, 1380, 5 KW/500 W	, TALK/NEWS	CBS, NBC, \$ 25.00 (HNWH)	
KVIV, 1340, 1 KW	, HISPANIC	, \$ 19.00 (Lotus)	
KAMZ-F, 93.1, 30 KW @ 1190, CHR		, \$ 44.00 (Eastman)	Pinnacle
KBNA-F, 97.5, 60 KW @ 1080, HISPANIC		, \$ 30.00 (Katz Hisp.)	Tichenor
KEZB-F, 93.9, 100 KW @ 1210, CHR		ABC-F, \$ 52.00 (Christal)	
KHEY-F, 96.3, 100 KW @ 1388, COUNTRY		, \$ 70.00 (Katz)	
KLAQ-F, 95.5, 88 KW @ 1390, AOR		Source, \$ 57.00 (HNWH)	
KLTO-F, 94.7, 91 KW @ 1080, AC		, \$ 34.00 (Republic)	
KOFX-F, 92.3, 100 KW @ 1860, AC/HISPANIC		US 1, \$ 28.00 (Mc-Guild)	
KPRR-F, 102.1, 100 KW @ 1190, CHR		US 2, \$ 32.00 (Banner)	
KTSM-F, 99.9, 100 KW @ 1820, BTFL/EZ		CBS, NBC, \$ 31.00 (HNWH)	

FRESNO

Arbitron Rank/Pop (12+): 73/485,100

MSA Rank/Pop: 82/597,000

Average Person Ratings: 14.3
Market TSL: 19.5

Stations: 26/25
Diaries: 861/563:1/44.2%
Sample Target: 840
% Below Line: 0.7
% Not Listed: 13.4

1987 Revenue: \$17,400,000
HH Inc.: \$33,709
Retail \$: 3.4 Bill
Pop per Station: 19,404
#1 Biller: KMJ \$2,200,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume
1. KMGX-F (CHR)	64/9.2	9.0	9.9	8.4	9.0	9.1	99/1297	936/19.3	19.0	20.9	65			KMGX-F
2. KMJ (N/T)	61/8.8	9.5	10.0	8.4	8.5	9.2	103/1400	825/17.0	17.0	16.0	72			KMJ
3. KKDJ-F (AOR)	53/7.7	7.6	6.6	6.9	5.9	7.2	89/1070	614/12.7	13.8	12.8	99			KKDJ-F
4. KFSO-F (AC)	49/7.1	5.9	4.5	1.8	1.7	4.8	84/1044	662/13.6	11.9	6.3	158			KFSO-F
5. KDJY-F (EZ)	47/6.8	6.4	6.8	7.8	7.6	7.0	83/1030	534/11.0	11.7	11.1	84			KDJY-F
6. KYNO-F (CHR)	43/6.2	5.3	7.6	7.8	6.5	6.7	53/1037	855/17.6	16.5	19.9	42			KYNO-F
7. KNAX-F (C)	38/5.5	5.9	6.7	6.7	9.1	6.2	49/ 695	538/11.1	11.4	14.0	153			KNAX-F
8. KBOS-F (CHR)	31/4.5	5.7	6.8	5.4	3.2	5.6	78/1411	643/13.3	15.9	13.2	29			KBOS-F
9. KFIG A/F (AC)	30/4.3	4.6	4.8	4.4	4.9	4.5	36/ 810	698/14.4	13.8	14.0	116			KFIG A/F
10. KFRE-F (C)	23/3.3	2.7	3.3	3.4	4.4	3.2	72/ 941	383/ 7.9	8.1	7.5	127			KFRE-F
11. KGST (SP)	22/3.2	5.0	2.4	4.7	2.9	3.8	24/ 408	325/ 6.7	5.3	5.6	116			KGST
12. KCLQ-F (AOR)	20/2.9	4.6	2.5	3.5	3.9	3.4	52/ 640	339/ 7.0	10.2	10.4	152			KCLQ-F
KXEX (SP)	20/2.9	.6	1.2	2.7	5.2	1.9	26/ 409	337/ 6.9	2.5	5.9	128			KXEX
14. KFRE (C)	16/2.3	2.4	3.6	4.0	2.0	3.1	36/ 626	233/ 4.8	5.5	5.1	113			KFRE
KFYE-F (AC)	16/2.3	2.3	2.3	2.1	3.0	2.3	53/ 845	361/ 7.4	8.2	10.8	135			KFYE-F
16. KTHT-F (AC)	11/1.6	2.5	1.6	2.7	3.1	2.1	17/ 471	317/ 6.5	8.5	8.6	144			KTHT-F

12+ FM SHARE (METRO): 72.29% (433 of 599) (SUM 87: 70.18%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KMGX-F>	1. KKDJ-F	1. KKDJ-F<	1. KFSO-F>	1. KFSO-F	1. KMJ	1. KMJ >	1. KOJY-F	1. KKDJ-F	1. KMGX-F	1. KMJ
2. KYNO-F>>	2. KMGX-F>	2. KFSO-F	2. KKDJ-F<	2. KNAX-F	2. KOJY-F>	2. KMGX-F	2. KFSO-F	2. KMGX-F	2. KMJ	2. KMGX-F
3. KKDJ-F	3. KFSO-F	3. KMGX-F	3. KNAX-F	3. KKDJ-F	3. KNAX-F	3. KKDJ-F	3. KMGX-F	3. KFSO-F	3. KYNO-F	3. KXEX
4. KFIG-F+	4. KFIG-F+	4. KNAX-F	4. KMGX-F	4. KMJ	4. KFSO-F	4. KNAX-F<	4. KMJ	4. KYNO-F	4. KKDJ-F	4.
5.	5. KBOS-F	5. KFIG-F+	5. KFIG-F+	5. KMGX-F	5.	5. KFSO-F	5. KKDJ-F	5. KOJY-F	5.	5.
	KCLQ-F	KYNO-F	6. KCLQ-F	6. KOJY-F		6. KOJY-F	6. KFIG-F+	6. KMJ		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KMGX-F>	1. KMGX-F	1. KFIG-F+	1. KMGX-F	1. KNAX-F>	1. KKDJ-F>>	1. KKDJ-F>>	1. KKDJ-F>	1. KKDJ-F	1. KFSO-F>
2. KBOS-F>	2. KFIG-F+	2. KMGX-F	2. KNAX-F	2. KFSO-F	2. KBOS-F	2. KMGX-F	2. KFSO-F	2. KFSO-F	2. KKDJ-F>
3. KYNO-F	KYNO-F	3. KFSO-F	3. KFIG-F+	KOJY-F	3. KYNO-F	3. KCLQ-F>	3. KCLQ-F	3. KMGX-F	3. KMJ
4. KFIG-F+	4. KBOS	KNAX-F	KFSO-F	4. KFIG-F+	4. KMGX-F	KFSO-F	KMGX-F>	4. KCLQ-F	4. KMGX-F
5. KFYE-F	5. KFSO-F	KYNO-F	KYNO-F	5. KMGX-F	5. KXEX	5. KBOS-F	5. KFIG-F+	5. KNAX-F	5. KNAX-F
KKDJ-F	KFYE-F	6. KCLQ-F			6. KFIG-F+				
	KNAX-F	KFRE-F							
		KFYE-F							
		KKDJ-F							

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KEAP 980 Fresno	1.0/1.9	KSEQ-F 97.1 Visalia	.6/1.4
KEZL-F 96.7 Fowler	1.0/1.8	KXTC 790 Clovis	.6/1.9
KIRV 1510 Fresno	1.0/1.8	KYNO 1300 Fresno	1.0/4.5
KKAM 1340 Fresno	1.4/3.6		
KRDU 1130 Dinuba	.7/1.7	KCBS 740 San Francisco	.6/1.3

RADIO STATIONS

KFRE, 940, 50 KW (DA-2)	, COUNTRY	ABC-D, \$ 32.00	(HNWH)	
KGST, 1600, 5 KW (DA-N)	, HISPANIC	, \$ 21.00	(Lotus)	
KMAK, 1340, 1 KW	, TALK	CBS, MBS, \$ 20.00	(Torbet)	
KMJ, 580, 5 KW	, NEWS/TALK	ABC-I, \$ 56.00	(Katz)	Henry
KXEX, 1550, 5 KW/2.5 KW (DA-2)	, HISPANIC	, \$ 23.00	(Caballero)	
KYNO, 1300, 5 KW/1 KW (DA-N)	, OLDIES	US 2, \$ 21.0	(Banner)	Brown
KFIG-F, 101.1, 50 KW @ 310, AC		APR, \$ 45.00	(Eastman)	
KFRE-F, 101.9, 2 KW @ 1870, COUNTRY		, \$ 39.00	(HNWH)	Group III
KFYE-F, 93.7, 68 KW @ 1912, AC		, \$ 39.00	(Mc-Guild)	Henry
KKDJ-F, 105.9, 2 KW @ 1960, AOR		, \$ 50.00	(Durpetti)	
KNAX-F, 97.9, 48 KW @ 312, COUNTRY		ABC-E, \$ 43.00	(Katz)	First Sierra
KOJY-F, 98.9, 19 KW @ 820, BTFL/EZ		, \$ 37.00	(MMR)	(DINUBA)
KTHT-F, 102.7, 50 KW @ 500, SOFT AC		, \$ 30.00	(Christal)	
KYNO-F, 95.7, 21 KW @ 764, CHR		, \$ 60.00	(Banner)	Brown
KBOS-F, 94.9, 16 KW @ 847, CHR		ABC-F, \$ 39.00	(Torbet)	
KCLQ-F, 107.5, 19 KW @ 790, CLASSIC ROCK		, \$ 37.00	(Republic)	Liggett
KFSO-F, 92.9, 19 KW @ 820, OLDIES		US 1, CBS-R, \$ 40.00	(CBS)	Americom
KMGX-F, 103.7, 50 KW @ 500, CHR		, \$ 54.00	(Christal)	Olympic
KEZL-F, 96.7, 3 KW @ 316, EZ (?)		, \$ 22.00	(Roslin)	(FOWLER)

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GRAND RAPIDS

Arbitron Rank/Pop (12+): 64/525,900
 MSA Rank/Pop: 71/22,200,000
 ADI # 39 (w/Kalamazoo)
 Average Person Ratings: 14.4
 Market TSL: 19.0

Stations: 26/17
 Diaries: 927/567:1/52.4%
 Sample Target: 890
 % Below Line: 14.4
 % Not Listed: 12.4

1987 Revenue: \$22,200,000
 HH Inc.: \$35,153
 Retail \$: 4.5 Bil
 Pop per Station: 30,935
 #1 Biller: WCUZ-A/F \$4,100,000

12+ METRO	1/4/SHARE	SPG	WIN	FAL	SUM	4 Book	12+ TSA	12+ METRO CUME/CUME	SPG	SUM	%	Birch	Birch	Birch
		88	88	87	87	Avg.	1/4/CUME	RATING	88	87	25-54 Conversion	Share	AQH	Cume
1. WOOD-F (EZ)	81/10.7	7.1	10.7	9.9	8.2	9.6	130/1824	965/18.3	19.4	20.9	69			WOOD-F
2. WJFM-F (O)	66/ 9.7	3.3	2.4	2.6	2.9	4.3	124/1723	915/17.4	9.4	10.1	134			WJFM-F
3. WCUZ-F (C)	63/ 8.3	6.1	6.8	8.6	8.4	7.5	102/1489	930/17.7	14.4	17.2	153			WCUZ-F
4. WKLQ-F (CHR)	58/ 7.7	11.8	8.8	8.8	10.3	9.3	81/1698	1106/21.0	28.2	26.1	75			WKLQ-F
5. WLHT-F (AC)	50/ 6.6	9.0	8.9	8.3	6.3	8.2	56/1081	853/16.2	18.2	14.9	144			WLHT-F
6. WLAV-F (AOR)	49/ 6.5	7.8	10.0	11.5	9.7	9.0	74/1453	900/17.1	18.0	19.6	114			WLAV-F
7. WGRD-F (CHR)	47/ 6.2	7.8	5.0	6.7	5.7	6.4	91/1803	1074/20.4	23.6	20.3	68			WGRD-F
8. WOOD (MOR)	42/ 5.6	7.3	8.0	7.3	8.4	7.1	48/ 773	669/12.7	16.0	16.2	61			WOOD
9. WCUZ (C)	40/ 5.3	3.6	4.5	3.6	4.6	4.3	41/ 711	634/12.1	10.2	13.4	55			WCUZ
10. WSNX-F (CHR)	38/ 5.0	4.9	2.9	2.7	3.7	3.9	111/1394	713/13.6	10.5	10.8	38			WSNX-F
11. WMUS-F (C)	35/ 4.6	4.1	5.4	3.6	4.2	4.4	101/1162	469/ 8.9	9.2	9.7	115			WMUS-F
12. WYXX-F (AC)	17/ 2.2	1.8	1.9	3.3	2.1	2.3	22/ 478	312/ 5.9	6.4	7.1	182			WYXX-F
13. WLAV (O)	16/ 2.1	2.1	.9	1.3	1.3	1.6	17/ 276	258/ 4.9	5.1	4.7	176			WLAV
14. WFUR-F (R/G)	11/ 1.5	2.7	3.0	3.3	3.3	2.6	25/ 666	368/ 7.0	6.5	8.4	87			WFUR-F

12+ FM SHARE (METRO): 80.51% (533 of 662) (SUM 87: 77.20%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WKLQ-F>	1. WJFM-F>	1. WJFM-F	1. WJFM-F<	1. WCUZ-F	1. WOOD-F>	1. WOOD-F	1. WOOD-F	1. WOOD-F	1. WCUZ-F	1. WOOD
2. WGRD-F>	2. WLAV-F	2. WLHT-F<	2. WCUZ-F	2. WJFM-F	2. WCUZ-F	2. WCUZ-F	2. WJFM-F	2. WLAV-F	2. WLAV-F	2. WCUZ-F
3. WSNX-F+	3. WKLQ-F	3. WLAV-F<	3. WLHT-F	3. WLHT-F	3. WOOD	3. WOOD	3. WCUZ-F	3. WLAV-F	3. WGRD-F<	3. WLAV-F
4.	4. WLHT-F	4. WCUZ-F	4. WLAV-F	4. WOOD-F	4. WCUZ	4. WJFM-F	4. WKLQ-F	4. WCUZ-F	4. WKLQ-F	WOOD-F
5.	5. WSNX-F+	5. WKLQ-F	5. WKLQ-F	5. WKLQ-F	5.	5. WKLQ-F	5. WLHT-F	5. WKLQ-F	5. WOOD	5. WFUR-F
	6. WGRD-F					6. WLHT-F	6. WLAV-F	6. WLHT-F	6. WJFM-F	6. WJFM-F
										WSNX-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WSNX-F+	1. WLHT-F>	1. WLHT-F	1. WLHT-F>	1. WCUZ-F<	1. WJFM-F	1. WJFM-F	1. WJFM-F>	1. WJFM-F	1. WJFM-F
2. WKLQ-F	2. WJFM-F	2. WJFM-F>	2. WCUZ-F	2. WLHT-F	2. WLAV-F	2. WLAV-F>>	2. WLAV-F>	2. WLAV-F>	2. WCUZ-F
3. WGRD-F	WKLQ-F	3. WCUZ-F	3. WJFM-F	3. WOOD-F	3. WMUS-F	3. WKLQ-F	3. WKLQ-F	3. WCUZ-F	3. WLAV-F>
4. WLHT-F>	4. WSNX-F+	WKLQ-F	4. WKLQ-F	4. WJFM-F>	4. WSNX-F+	4. WGRD-F	4. WGRD-F	4. WMUS-F	4. WKLQ-F
5. WJFM-F	5. WGRD-F	WLAV-F	5. WGRD-F	5. WKLQ-F	5. WGRD-F	5. WSNX-F+	5. WCUZ-F	5. WKLQ-F	5. WLHT-F
6. WOOD-F		6. WMUS-F+	WOOD-F	WLAV-F	6. WLHT-F	6. WLAV	6. WLHT-F	6. WLAV	6. WLAV
				WMUS-F	WKTH				

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFUR	1570	Grand Rapids	.1/1.5
WHTC	1450	Holland	.9/2.6
WJQK	99.3	Zeeland	.5/2.0
WKTH	1410	Grand Rapids	1.2/1.7
WKWM	1140	Kentwood	.8/1.8
WEVS-F	92.7	Saugatuck	.5/1.4
WKZO	590	Kalamazoo	.7/2.9
WLCS-F	98.3	N. Muskegon	.5/1.9
WPLB-F	107.3	Greenville	.8/1.6
WBBM	780	Chicago	.4/1.1

RADIO STATIONS

WCUZ, 1230, 1 KW, COUNTRY
 WFUR, 1570, 1 KW, RELIGION
 WKTH, 1410, 1 KW (DAYS), OLDIES
 WKWM, 1140, 5 KW (DAYS, DA), BLACK
 WLAV, 1340, 1 KW, OLDIES
 WMAX, 1480, 5 KW (DA-N), RELIGION
 WOOD, 1300, 5 KW (DA-N), MOR

WCUZ-F, 101.3, 50 KW @ 420, COUNTRY
 WFUR-F, 102.9, 48 KW @ 510, RELIGION
 WGRD-F, 97.9, 30 KW @ 590, CHR
 WJFM-F, 93.7, 320 KW @ 780, OLDIES
 WKLQ-F, 94.5, 50 KW @ 500, CHR
 WLAV-F, 96.9, 50 KW @ 500, AOR
 WLHT-F, 95.7, 41 KW @ 554, AC
 WOOD-F, 105.7, 265 KW @ 810, BTFL/EZ
 WYXX-F, 96.1, 50 KW @ 420, SOFT AC
 WMUS-F, 106.9, 50 KW @ 480, COUNTRY
 WSNX-F, 104.5, 50 KW @ 360, CHR

ABC-I, \$ 30.00 (Christal) Federated
 , \$ 10.00 (Patt) Kuiper
 SMN, \$ 17.00 (Durpetti) Regional
 SBN, \$ 16.00 (Patt)
 Trans, \$ 17.00 (MMR) Adams
 , \$ 10.00 (---)
 NBC, \$ 61.00 (Katz) United Artists

ABC-E, \$ 66.00 (Christal) Federated
 , \$ 15.00 (Patt) Kuiper
 ABC-C, \$ 44.00 (Durpetti)
 CBS-R, \$ 28.00 (Mc-Guild)
 , \$ 56.00 (Eastman) Bloomington (HOLLAND)
 Source, \$ 70.00 (MMR) Adams
 , \$ 63.00 (Republic) Liggett
 NBC, \$ 73.00 (Katz) United Artists
 , \$ 24.00 (Patt) (HOLLAND)
 , \$ 40.00 (HNWH) (MUSKEGON)
 , \$ 32.00 (Christal) Goodrich (MUSKEGON)

GREENSBORO - WINSTON SALEM

Arbitron Rank/Pop (12+): 50/768,100
 MSA Rank/Pop: 57/916,000
 AOI # 50
 Average Person Ratings: 17.0
 Market TSL: 22.75 hours

Stations: 31/26
 Diaries: 1105/695:1/52.3%
 Sample Target: 1070
 % Below Line: 3.5
 % Not Listed: 9.7
 1987 Revenue: \$19,200,000
 HH Inc.: \$31,060
 Retail \$: 6.3 Bill
 Pop per Station: 29,542
 #1 Biller: WTQR-F \$4,100,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume
1. WTQR-F (C)	237/18.1	17.5	18.6	14.8	17.4	17.3	404/4218	2234/29.1	27.0	29.0	112			WTQR-F
2. WKRR-F (AOR)	129/ 9.9	13.3	7.4	8.6	9.4	9.8	174/1840	1247/16.2	17.3	14.8	103			WKRR-F
3. WQMG-F (B)	104/ 7.9	4.6	5.4	7.8	6.9	6.4	139/1308	844/11.0	10.6	10.6	94			WQMG-F
4. WMAG-F (AC)	103/ 7.9	6.7	6.5	8.5	6.2	7.4	162/1812	1271/16.5	15.8	16.4	154			WMAG-F
5. WKZL-F (CHR)	95/ 7.3	7.1	6.2	6.0	6.2	6.7	142/2091	1384/18.0	17.0	16.3	92			WKZL-F
6. WKSI-F (CHR)	77/ 5.9	4.5	5.5	4.9	7.1	5.2	139/2226	1324/17.2	16.6	19.3	58			WKSI-F
7. WBIG-F (C)	57/ 4.4	5.0	4.9	6.9	2.9	5.3	103/1495	772/10.1	12.8	7.9	98			WBIG-F
8. WOJY-F (AC)	56/ 4.3	5.2	5.3	4.1	6.3	4.7	77/1400	841/10.9	12.2	13.9	112			WOJY-F
9. WSJS (MOR)	48/ 3.7	4.5	5.6	4.7	5.5	4.6	49/ 828	805/10.5	10.3	12.2	68			WSJS
10. WMFR (BB)	35/ 2.7	1.9	1.7	1.8	1.7	2.0	35/ 337	337/ 4.4	3.3	3.3	52			WMFR
WAAA (B)	35/ 2.7	2.5	3.0	2.2	2.6	2.6	35/ 386	386/ 5.0	4.1	3.7	81			WAAA
12. WWMY-F (EZ)	32/ 2.4	1.7	1.8	1.4	2.9	1.8	41/ 577	395/ 5.1	5.2	3.9	75			WWMY-F

12+ FM SHARE (METRO): 83.84% (991 of 1182) (SUM 87: 79.11%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WKSI-F>>1. WKRR-F	1. WTQR-F	1. WTQR-F	1. WTQR-F	1. WTQR-F	1. WTQR-F>>1. WTQR-F>>1. WTQR-F	1. WTQR-F	1. WTQR-F	1. WTQR-F	1. WQMG-F	1. WTQR-F
2. WKZL-F	2. WQMG-F	2. WKRR-F	2. WMAG-F	2. WMAG-F	2. WMAG-F	2. WKRR-F	2. WKRR-F	2. WKRR-F	2. WTQR-F	2. WKRR-F
3. WKRR-F	3. WKZL-F<	3. WQMG-F<	3. WKRR-F>	3. WKRR-F	3. WSJS	3. WMAG-F	3. WMAG-F	3. WMAG-F	3. WKSI-F	3. WQMG-F
4. WQMG-F	4. WTQR-F>	4. WMAG-F	4. WQMG-F	4. WQMG-F	4. WBIG-F	4. WKZL-F<	4. WKZL-F	4. WKZL-F	4. WKRR-F	4. WSJS
5. WTQR-F	5. WMAG-F	5. WKZL-F	5. WKZL-F	5. WKZL-F	5. WMFR	5. WSJS	5. WOJY-F	5. WQMG-F	5.	5. WKSI-F<
6. WKSI-F					6. WOJY-F		6. WQMG-F	6. WKSI-F		6. WMAG-F
					WWMY-F					7. WWGL-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WQMG-F>	1. WKRR-F	1. WKRR-F>	1. WTQR-F>	1. WTQR-F>	1. WKRR-F>	1. WKRR-F>	1. WKRR-F>	1. WTQR-F	1. WTQR-F>>
2. WKRR-F	2. WQMG-F	2. WTQR-F	2. WMAG-F	2. WMAG-F	2. WKZL-F>	2. WKZL-F<	2. WQMG-F	2. WKRR-F>	2. WKRR-F
3. WKSI-F	3. WTQR-F	3. WQMG-F<	3. WKRR-F<	3. WKRR-F	3. WQMG-F	3. WQMG-F	3. WKZL-F	3. WKZL-F<	3. WMAG-F>
4. WOJY-F	4. WKSI-F	4. WMAG-F	4. WQMG-F	4. WOJY-F	4. WTQR-F>>4. WTQR-F	4. WTQR-F	4. WTQR-F>	4. WQMG-F	4. WQMG-F
5. WTQR-F	WOJY-F	5. WKZL-F	5. WOJY-F	5. WQMG-F	5. WKSI-F	5.	5. WMAG-F	5. WMAG-F	5. WKZL-F
6. WKZL-F	6. WKZL-F	6. WOJY-F	6. WKSI-F	6. WKZL-F	WPEG-F				
7. WAAA	7. WMAG-F		WKZL-F						

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WEAL	1510	Greensboro		1.7/2.9	WTNC	790	Thomasville		.7/1.8
WHPE-F	95.5	High Point		.8/2.6	WTOB	1380	Winston-Salem		.5/1.8
WKEW	1400	Greensboro		.5/1.8	WWGL-F	94.1	Lexington		.8/2.3
WKXR	1260	Asheboro		.5/1.1					
WLXN	1440	Lexington		.3/1.1	WDCG-F	105.1	Durham		1.0/4.9
WMQX	1340	Winston-Salem		.2/ .7	WFMX-F	105.7	Statesville		.8/2.4
WPCM-F	101.1	Burlington		.5/2.3	WPEG-F	97.9	Concord		.5/1.4
WSGH	1040	Lewisville		.5/1.1	WRDX-F	106.5	Salisbury		.5/2.0
WSMX	1500	Winston-Salem		.8/1.7	WRLX-F	102.9	Hickory		.3/ .9
WTHP-F	98.3	Thomasville		.4/2.0					

RADIO STATIONS

WAAA, 980, 1 KW (DAYS)	, BLACK	NBN, \$ 21.00	(---	
WEAL, 1510, 1 KW	, BLACK	SBN, \$ 15.00	(HNWH)	
WMFR, 1230, 1 KW	, NOSTALGIA	ABC-E,ABC-I, \$ 20.00	(MMR)	Voyager
WPET, 950, 500 W (DAYS)	, RELIGION	\$ 12.00	(Eastman)	Bahakel
WSJS, 600, 5 KW (DA-2)	, MOR	MBS,NBC, \$ 63.00	(Mc-Guild)	Newmarket
WTNC, 790, 1 KW (DAYS)	, GOSPEL	\$ 6.00	(Southern)	(THOMASVILLE)
WGLD, 1320, 5 KW (DA-2)	, OLDIES	\$ NA	(Christal)	Mann
WBIG-F, 102.1, 61 KW @ 1160	COUNTRY	\$ 46.00	(HNWH)	Beasley
WHPE-F, 95.5, 100 KW @ 440	RELIGION	\$ 14.00	(---	(REIDSVILLE)
WKRR-F, 92.3, 100 KW @ 127.6	CLASSIC ROCK	\$ 78.00	(Republic)	Dick
WKSI-F, 98.7, 100 KW @ 814	CHR	\$ 62.00	(Eastman)	Bahakel
WKZL-F, 107.5, 100 KW @ 500	CHR	ABC-R, \$ 70.00	(Katz)	Nationwide
WMAG-F, 99.5, 100 KW @ 1500	AC	\$ 76.00	(MMR)	Voyager
WMQX-F, 93.1, 100 KW @ 1050	AC	\$ 39.00	(Durpetti)	
WOJY-F, 100.3, 100 KW @ 1049	SOFT AC	\$ 61.00	(Christal)	Mann
WQMG-F, 97.1, 100 KW @ 555	BLACK	CBS-R, \$ 59.00	(HNWH)	
WTQR-F, 104.1, 100 KW @ 1420	COUNTRY	\$130.00	(Mc-Guild)	Newmarket
WWMY-F, 94.5, 27 KW @ ??	, BTFL	\$ NA	(Katz)	(EDEN)

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GREENVILLE - SPARTANBURG

Arbitron Rank/Pop (12+): 67/515,400

Stations: 25/20
Diaries: 908/568:1/53.3%
Sample Target: 880
% Below Line: 11.8
% Not Listed: 11.3

1987 Revenue: \$17,500,000
HH Inc.: \$27,214
Retail \$: 4.0 Bil
Pop per Station: 25,770
#1 Biller: WFBC A/F \$5,500,000

MSA Rank/Pop: 83/623,000
ADI # 36 (w/Asheville)
Average Person Ratings: 15.7
Market TSL: 21.25 hours

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	CUME/CUME RATING	SPG 88	SUM 87	% Conversion	Birch Share	Birch AQH	Birch Cume
1. WESC A/F (C)	92/11.4	14.0	14.9	14.8	15.1	13.8	252/2977	1133/22.0	23.0	22.8	106			WESC A/F
2. WANS-F (CHR)	76/ 9.4	10.4	10.7	6.2	8.5	9.2	181/2272	1043/20.2	22.3	22.5	56			WANS-F
3. WFBC-F (AC)	71/ 8.8	9.2	6.6	10.4	13.0	8.8	115/1933	1172/22.7	21.7	23.9	133			WFBC-F
4. WSSL-F (C)	63/ 7.8	11.7	7.8	9.0	7.3	9.1	152/2189	898/17.4	18.8	15.8	112			WSSL-F
5. WSPA-F (EZ)	60/ 7.4	6.4	9.5	8.0	8.3	7.8	138/1667	795/15.4	12.8	13.8	77			WSPA-F
6. WLWZ-F (B)	54/ 6.7	8.0	9.1	1.1	1.3	6.2	64/ 556	472/ 9.2	10.5	4.3	109			WLWZ-F
7. WMYI-F (AC)	51/ 6.3	3.6	5.4	6.8	3.3	5.5	124/1826	722/14.0	14.0	9.0	148			WMYI-F
8. WCKN-F (AOR)	50/ 6.2	5.0	5.0	4.2	6.0	5.1	60/ 867	481/ 9.3	10.7	19.0	121			WCKN-F
9. WCKZ-F (B)	43/ 5.3	5.4	2.3	---	---	3.3	75/ 796	415/ 8.1	6.6	---	79			WCKZ-F
10. WHYZ (B)	31/ 3.8	3.9	2.3	6.5	8.0	4.1	43/ 423	317/ 6.2	6.2	11.4	111			WHYZ
11. WFBC (MOR)	18/ 2.2	1.5	1.2	1.5	1.6	1.6	21/ 369	256/ 5.0	4.7	4.2	82			WFBC
12. WSPA (MOR)	17/ 2.1	2.8	1.7	2.6	2.0	2.3	20/ 398	324/ 6.3	6.4	5.3	52			WSPA

12+ FM SHARE (METRO): 86.23% (620 of 719) (SUM 87: 78.16%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT	
1. WANS-F>>1. WANS-F>	1. WANS-F	1. WFBC-F	1. WESC-F+	1. WESC-F+	1. WESC-F+	1. WESC-F+	1. WESC-F+	1. WSSL-F	1. WANS-F<	1. WANS-F	1. WESC-F<
2. WLWZ-F>2. WCKN-F	2. WFBC-F	2. WESC-F+	2. WFBC-F	2. WSPA-F	2. WSPA-F	2. WFBC-F	2. WANS-F	2. WESC-F+	2. WCKZ-F	2. WCKZ-F	2. WCKZ-F
3. WCKZ-F+3. WFBC-F	3. WESC-F+	3. WMYI-F	3. WMYI-F	3. WFBC-F	3. WFBC-F	3. WSSL-F	3. WESC-F+	3. WLWZ-F	3. WLWZ-F	3. WLWZ-F	3. WFBC-F
4. WHYZ-F	4. WMYI-F	4. WCKN-F<	4. WSSL-F+	4. WSSL-F+	4. WSSL-F+	4. WANS-F	4. WMYI-F	4. WMYI-F	4. WSPA-F	4. WSPA-F	4. WLWZ-F
5. WCKN-F	5. WSSL-F+	5. WCKN-F	5. WSSL-F+	5. WCKN-F	5. WCKN-F	5. WSPA-F	5. WSPA-F	5. WSSL-F+	5. WESC-F+	5. WESC-F+	5. WSPA-F
6. WCKZ-F	6. WLWZ-F	6. WLWZ-F	6. WLWZ-F	6. WLWZ-F	6. WLWZ-F	6. WMYI-F	6. WCKN-F	6. WCKN-F	6. WSSL-F	6. WSSL-F	6. WSSL-F
						7. WLWZ-F	7. WFBC-F	7. WSPA-F	7. WFBC-F	7. WFBC-F	7. WFBC-F
						8. WFBC-F	8. WFBC-F	8. WFBC-F	8. WFBC-F	8. WFBC-F	8. WFBC-F
						9. WCKZ-F	9. WCKZ-F	9. WCKZ-F	9. WCKZ-F	9. WCKZ-F	9. WCKZ-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WANS-F>>1. WANS-F>	1. WMYI-F	1. WFBC-F	1. WFBC-F	1. WFBC-F	1. WANS-F>>1. WCKN-F	1. WCKN-F	1. WCKN-F	1. WCKN-F	1. WESC-F+
2. WLWZ-F	2. WMYI-F	2. WFBC-F	2. WMYI-F	2. WMYI-F	2. WCKZ-F+	2. WANS-F	2. WSSL-F+	2. WESC-F+	2. WCKN-F
3. WCKZ-F+3. WFBC-F	3. WANS-F	3. WANS-F	3. WANS-F	3. WESC-F+	3. WCKN-F	3. WSSL-F+	3. WFBC-F	3. WSSL-F+	3. WSSL-F+
4. WHYZ-F	4. WCKZ-F+	4. WBBO-F	4. WLWZ-F	4. WLWZ-F	4. WSSL-F+	4. WFBC-F	4. WMYI-F	4. WANS-F	4. WFBC-F
5. WCKN-F	5. WLWZ-F	5. WCKN-F	5. WESC-F+	5. WSPA-F	5. WCKN-F	5. WMYI-F	5. WANS-F	5. WFBC-F	5. WMYI-F
6. WMYI-F	6. WCKZ-F	6. WCKZ-F	6. WCKZ-F+	6. WSSL-F+	6. WFBC-F	6. WCKZ-F+	6. WLWZ-F	6. WMYI-F	6. WLWZ-F
7. WSSL-F+	7. WHYZ-F	7. WHYZ-F	7. WHYZ-F	7. WSSL-F+				7. WCKZ-F+	7. WANS-F
8. WBCY-F								8. WLWZ-F	8. WLWZ-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WASC	1530	Spartanburg	1.8/3.1
WBBO-F	93.3	Forest City	1.4/4.0
WKDY	1400	Spartanburg	.4/1.6
WMUU-F	94.5	Greenville	1.7/4.7
WORD	910	Spartanburg	.6/3.6
WPJM	800	Greer	.4/1.4
WKSF-F	99.9	Asheville	1.8/5.0
WBCY-F	107.9	Charlotte	2.6/7.3
WWMG-F	96.1	Shelby	.7/2.6

RADIO STATIONS

WASC, 1530, 1 KW (DAYS), BLACK
WFBC, 1330, 5 KW (DA-N), MOR/TALK
WHYZ, 1070, 50 KW (DAYS,DA), BLACK
WORD, 910, 5 KW/1 KW (DA-2), AC
WSPA, 950, 5 KW (DA-N), MOR

NBN,ABC-C,\$ 15.00 (---)
NBC,\$ 17.00 (Katz) Multimedia
SBN,ABC-C,\$ 25.00 (HNWH)
UPI,\$ 14.00 (---)
CBS,\$ 24.00 (Mc-Guild)

WANS-F, 107.3, 100 KW @ 1008, CHR/AOR
WCKN-F, 101.1, 100 KW @ 994, CHR
WESC-F, 92.5, 100 KW @ 2000, COUNTRY
WFBC-F, 93.7, 100 KW @ 1840, AC
WMUU-F, 94.5, 100 KW @ 1200, BTFL/EZ
WMYI-F, 102.5, 35 KW @ 3117, AC
WSPA-F, 98.9, 100 KW @ 1910, BTFL/EZ
WSSL-F, 100.5, 100 KW @ 1280, COUNTRY
WLWZ-F, 103.9, 3 KW @ 328, BLACK

ABC-R,\$ 44.00 (Christal) Degree (ANDERSON)
ABC-E,\$ 40.00 (Durpetti) (ANDERSON)
ABC-E,\$ 76.00 (Banner)
APR,\$ 80.00 (Katz) Multimedia
APR,\$ 16.00 (---)
(\$ 45.00 (Republic) AmCom
(\$ 52.00 (Mc-Guild)
MBS,\$ 54.00 (Torbet) Sterling (GRAY COURT)
(\$ 33.00 (HNWH) (EASLEY)

WCKZ - See Charlotte

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HARRISBURG

Arbitron Rank/Pop (12+): 72/490,900

Stations: 28/17
Diaries: 961/511:1/52.6%
Sample Target: 880
% Below Line: 27.4
% Not Listed: 10.2

1987 Revenue: \$12,000,000
HH Inc.: \$33,463
Retail \$: 4.5 Bil
Pop per Station: 28,876
#1 Biller: WNNK-F \$4,100,000

MSA Rank/Pop: 37/584,000

ADI # 45 (w/York & Lancaster)

Average Person Ratings: 16.4

Market TSL: 21.75 hours

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume
1. WNNK-F (CHR)	139/17.3	21.7	19.5	20.2	20.7	19.7	158/2031	1675/34.1	36.3	35.7	112			WNNK-F
2. WRKZ-F (C)	63/ 7.8	8.0	8.1	6.6	11.0	7.6	170/1709	631/13.9	16.0	16.8	119			WRKZ-F
3. WNCE-F (EZ)	62/ 7.7	5.0	5.6	5.3	3.8	5.9	170/1731	617/12.6	12.1	9.3	43			WNCE-F
4. WIMX-F (AC)	48/ 6.0	5.5	2.9	3.7	3.6	4.5	56/1045	893/18.2	15.2	10.3	130			WIMX-F
WTPA-F (AOR)	48/ 6.0	6.7	5.4	3.3	5.1	5.4	65/ 912	556/11.3	11.0	11.5	88			WTPA-F
5. WHP-F (AC)	47/ 5.8	5.1	7.1	7.1	4.8	6.3	49/ 938	699/14.2	12.7	12.8	143			WHP-F
7. WHP (MOR)	45/ 5.6	6.1	7.7	7.7	6.5	6.8	51/ 751	625/12.7	13.2	13.7	59			WHP
8. WHYL A/F (C)	41/ 5.0	3.9	6.0	4.8	3.6	4.9	47/ 543	479/ 9.8	9.2	9.2	120			WHYL A/F
9. WQXA-F (CHR)	38/ 4.7	3.1	3.5	3.8	4.8	3.8	120/1866	690/14.1	12.8	14.0	91			WQXA-F
10. WLBR (MOR)	27/ 3.4	2.5	2.3	3.5	2.2	2.9	27/ 441	421/ 8.6	6.8	5.3	88			WLBR
11. WHTF-F (AOR)	23/ 2.9	1.6	3.2	3.8	3.6	2.9	60/1000	287/ 5.8	6.4	9.1	97			WHTF-F
12. WCMB (O)	19/ 2.4	3.2	2.6	3.9	1.9	3.0	25/ 426	337/ 6.9	7.4	6.8	138			WCMB
13. WDAC-F (R)	18/ 2.2	1.2	1.3	2.6	1.9	1.8	58/ 660	211/ 4.3	3.2	4.3	91			WDAC-F

12+ FM SHARE (METRO): 82.43% (596 of 723) (SUM 87: 79.35%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT	
1. WNNK-F>>>1.	WNNK-F>>>1.	WNNK-F>>>1.	WNNK-F>>>1.	WNNK-F>>>1.	WNNK-F>>>1.	WNCE-F	1. WNNK-F>>>1.	WNNK-F>	1. WNNK-F>>>1.	WNNK-F>	1. WLBR
2. WQXA-F>>>2.	WTPA-F>	2. WTPA-F	2. WIMX-F<	2. WRKZ-F	2. WRKZ-F	2. WHP	2. WNCE-F	2. WNCE-F	2. WQXA-F	2. WRKZ-F	2. WRKZ-F
3. WIKZ-F	3. WIMX-F	3. WIMX-F	3. WHP-F	3. WHP-F	3. WHP	3. WRKZ-F	3. WRKZ-F	3. WRKZ-F	3. WNCE-F>	3. WNNK-F	3. WNNK-F
4. WTPA-F	4. WHTF-F	4. WHP-F<	4. WRKZ-F	4. WIMX-F	4. WNNK-F	4. WHP-F	4. WTPA-F	4. WIMX-F	4. WTPA-F	4. WTPA-F	4. WTPA-F
5.	5. WHP-F	5. WRKZ-F	5. WHYL-F	5. WHYL-F+	5. WHP-F<	5. WLBR <	5. WHP-F	5. WTPA-F	5. WRKZ-F	5. WRKZ-F	5. WRKZ-F
	6. WQXA-F		6. WTPA-F	6. WHYL-F+	6. WNCE-F	WIMX-F	6. WHP-F	6. WHP-F	6. WHP-F	6. WHP-F	6. WHP-F
								7. WQXA-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WNNK-F>>>1.	WNNK-F>>>1.	WNNK-F>>>1.	WNNK-F>>>1.	WNNK-F>>>1.	1. WTPA-F>>>1.	WNNK-F	1. WNNK-F>>>1.	WNNK-F	1. WNNK-F
2. WIMX-F	2. WIMX-F>	2. WIMX-F	2. WIMX-F	2. WRKZ-F	2. WNNK-F	2. WTPA-F>>>2.	WTPA-F>	2. WTPA-F>>>2.	WRKZ-F
3. WTPA-F	3. WQXA-F	3. WHP-F	3. WHP-F	3. WHP-F	3. WGRX-F>>>3.	WHTF-F	3. WHTF-F	3. WHYL-F	3. WIMX-F
4. WHTF-F	4. WHP-F	4. WQXA-F	4. WRKZ-F	4. WIMX-F	4. WHTF-F	4.	4. WHP-F	4. WIMX-F	4. WHP-F
5.	5. WTPA-F	5.	5. WQXA-F	5. WQXA-F	5.	5.	5. WIMX-F	5. WHTF-F	5. WHYL-F
	6. WHTF-F		6. WNCE-F				6. WRFY-F		6. WTPA-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAHT	1510	Anville	.5/1.8
WCTX-F	92.1	Palmyra	.5/2.6
WHGB	1400	Harrisburg	1.2/3.3
WKBO	1230	Harrisburg	1.4/4.6
WMSP-F	94.9	Harrisburg	1.1/3.5
WUFM-F	100.1	Lebanon	.6/2.3
WWII	720	Shirmanstown	.6/1.9
WARM-F	103.3	York	.6/4.1
WLAN	96.9	Lancaster	1.2/3.5
WYCR-F	98.5	York	.6/3.9
WGRX-F	100.7	Westminster	1.6/5.1
WIKZ-F	95.1	Chambersburg	1.1/1.4
WQKX-F	94.1	Sunbury	1.1/3.8
WRFY-F	102.5	Reading	.7/1.5

RADIO STATIONS

WCMB, 1460, 5 KW (DA-N)	, OLDIES	NBC,NBC-T,\$ 23.00	(Eastman)	McKenna
WHGB, 1400, 1 KW	, NOSTALGIA	SMN,\$ 18.00	(Mc-Guild)	Scott
WHP, 580, 5 KW (DA-N)	, MOR	CBS,\$ 58.00	(Katz)	Commonwealth
WKBO, 1230, 1 KW	, OLDIES	SMN,\$ 21.00	(Banner)	
WLBR, 1270, 5 KW/1 KW (DA-2)	, MOR	ABC-I,\$ 19.00	(K & P)	(LEBANON)
WHP-F, 97.3, 14 KW @ 840,	SOFT AC	ABC-D,\$ 55.00	(Katz)	Commonwealth
WHYL-F, 102.3, 3 KW @ 328,	COUNTRY	APR,\$ 34.00	(HNWH)	
WIMX-F, 99.3, 3 KW @ 328,	AC	US 1,\$ 32.00	(Eastman)	McKenna
WMSP-F, 94.9, 50 KW @ 700,	CLASSICAL	,\$ NA	(---)	Barnstable
WNNK-F, 104.1, 22 KW @ 726,	CHR	APR,\$ 80.00	(Christal)	Keymarket
WRKZ-F, 106.7, 50 KW @ 500,	COUNTRY	ABC-E,\$ 62.00	(Mc-Guild)	Eastern
WTPA-F, 93.5, 3 KW @ 300,	AOR	ABC-R,\$ 31.00	(Republic)	

Other ranked stations - See York or Lancaster

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HARTFORD

Arbitron Rank/Pop (12+): 40/915,000
 MSA Rank/Pop: 43/1,110,000
 ADI # 23 (w/New Haven)
 Average Person Ratings: 16.3
 Market TSL: 21.75 hours

Stations: 24/15
 Diaries: 1172/781:1/44.9%
 Sample Target: 1170
 % Below Line: 9.4
 % Not Listed: 11.3

1987 Revenue: \$33,200,000
 HH Inc.: \$41,923
 Retail \$: 9.1 Bil
 Pop per Station: 61,000
 #1 Biller: WTIC \$9,000,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume
1. WTIC (MOR)	278/18.6	19.1	18.8	19.8	18.4	19.1	395/4399	3053/33.4	34.2	33.9	73			WTIC
2. WTIC-F (CHR)	206/13.8	13.9	14.6	14.8	13.7	14.3	303/4981	2874/31.4	31.4	31.6	96			WTIC-F
3. WRCH-F (EZ)	149/10.0	11.8	9.9	9.3	8.3	10.3	298/3343	1742/19.0	20.9	17.4	59			WRCH-F
4. WHCN-F (AOR)	102/ 6.8	7.0	6.2	4.9	4.9	6.2	158/2774	1478/16.2	17.5	13.9	107			WHCN-F
5. WDRC-F (O)	90/ 5.0	6.9	7.9	8.8	5.7	7.4	206/3230	1612/17.6	18.1	16.1	167			WDRC-F
6. WKSS-F (CHR)	85/ 5.7	5.6	4.6	5.0	6.0	5.2	143/2970	1515/16.6	18.1	19.0	98			WKSS-F
7. WCCC A/F (AOR)	57/ 3.9	3.7	5.4	4.4	5.0	4.4	83/2032	1229/13.4	14.2	13.3	126			WCCC A/F
8. WRCQ (BB)	56/ 3.8	2.5	3.8	3.5	5.2	3.4	67/ 767	624/ 6.8	6.9	10.2	18			WRCQ
9. WIOF-F (AC)	54/ 3.6	5.8	4.6	4.0	5.9	4.5	110/2044	955/10.4	15.4	15.7	164			WIOF-F
10. WPOP (N/T)	45/ 3.0	2.0	2.8	2.9	3.4	2.7	49/ 951	826/ 9.0	8.6	12.3	97			WPOP
11. WDRC (O)	43/ 2.9	2.0	2.5	1.8	2.6	2.3	45/ 666	558/ 6.1	6.4	7.0	176			WDRC
12. WAQY-F (AOR)	30/ 2.0	1.4	2.1	1.4	1.0	1.7	91/1687	581/ 6.3	7.0	5.0	115			WAQY-F
13.														
14.														
15.														

12+ FM SHARE (METRO): 64.88% (859 of 1324) (SUM 87: 63.81%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WTIC-F>>>1. WTIC-F>	1. WTIC-F>	1. WTIC-F>	1. WTIC-F>	1. WTIC <	1. WTIC >>>1. WTIC >>>1. WTIC >>>1. WTIC-F	1. WTIC-F	1. WTIC-F	1. WTIC-F	1. WTIC >>>1. WTIC >>>1. WTIC >>>1. WTIC >>>	1. WTIC >>>1. WTIC >>>1. WTIC >>>1. WTIC >>>
2. WKSS-F	2. WHCN-F>	2. WHCN-F>	2. WTIC <	2. WTIC-F	2. WRCH-F>>>2. WTIC-F	2. WTIC	2. WTIC <	2. WTIC <	2. WTIC-F	2. WPOP
3. WHCN-F	3. WDRC-F<	3. WDRC-F	3. WDRC-F	3. WDRC-F	3. WTIC-F	3. WRCH-F>	3. WRCH-F>	3. WRCH-F>	3. WRCH-F	3. WTIC-F
4.	4. WKSS-F	4. WTIC	4. WHCN-F	4. WIOF-F	4.	4. WHCN-F	4. WDRC-F<	4. WHCN-F	4. WHCN-F	4.
5.	5. WCCC-F+	5. WKSS-F	5. WKSS-F	5. WRCH-F	5.	5. WDRC-F	5. WHCN-F	5. WDRC-F	5. WDRC-F	5.
	6. WIOF-F	6. WCCC-F+		6. WKSS-F		6. WKSS-F	6. WKSS-F	6. WKSS-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WTIC-F>>>1. WTIC-F>>>1. WTIC-F	1. WTIC-F>>>1. WTIC-F	1. WTIC-F	1. WTIC-F>>>1. WTIC-F	1. WTIC-F	1. WHCN-F>>>1. WHCN-F>>>1. WHCN-F>	1. WHCN-F>	1. WHCN-F>	1. WHCN-F>	1. WTIC
2. WHCN-F	2. WDRC-F	2. WDRC-F	2. WDRC-F	2. WTIC	2. WKSS-F	2. WTIC-F	2. WDRC-F	2. WTIC-F	2. WHCN-F
3. WKSS-F>	3. WHCN-F<	3. WKCI-F>	3. WTIC <	3. WDRC-F>	3. WTIC-F	3. WKSS-F	3. WTIC-F	3. WTIC <	3. WTIC-F
4. WIOF-F	4. WIOF-F	4. WIOF-F	4. WKSS-F	4. WRCH-F	4. WCCC-F+	4. WCCC-F+	4. WCCC-F+	4. WDRC-F	4. WDRC-F
5. WCCC-F+	5. WKSS-F	5. WHCN-F	5. WIOF-F	5. WIOF-F	5. WDRC-F	5. WKSS-F	5. WKSS-F	5. WCCC-F+	5. WCCC-F+
	6. WKSS-F	6. WKSS-F			WPLR-F		WTIC	6. WKSS-F	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WILI-F	98.3	Willimant	.3/1.0
WKHT	1230	Manchester	.5/1.9
WKND	1480	Windsor	1.1/1.7
WKCI-F	101.3	Hamden	1.2/6.3
WPLR-F	99.1	New Haven	1.3/6.3
WVYZ-F	92.5	Waterbury	1.2/4.9
WAAF-F	107.3	Worcester	.3/2.4
WHYN-F	93.1	Springfield	.6/2.8
WMAS-F	94.7	Springfield	.6/1.5
WHBC	660	New York	.6/2.0
WVRX-F	103.7	Westerly	.4/1.1

RADIO STATIONS

WDRC, 1360, 5 KW (DA-N)	, OLDIES	, \$ 36.00 (Mc-Guild)	Buckley
WKHT, 1230, 1 KW	, COUNTRY	MBS, \$ 21.00 (Roslin)	Sage
WKND, 1480, 500 W (DAYS, DA)	, BLACK	NBN, \$ 20.00 (Roslin)	
WPOP, 1410, 5 KW (DA-2)	, NEWS/TALK	CBS, \$ 50.00 (Eastman)	Merv Griffin
WRCQ, 910, 5 KW (DA-2)	, NOTALGIA	ABC-T, ABC-E, \$ 41.00 (Banner)	
WRYM, 840, 1 KW (DAYS)	, HISPANIC	, \$ 22.00 (Caballero)	
WTIC, 1080, 50 KW (DA-N)	, MOR	NBC, \$192.00 (Katz)	Chase
WCCC-F, 106.9, 23 KW @ 720, AOR	Source, ABC-C, \$ 51.00 (Durpetti)		
WDRC-F, 102.9, 20 KW @ 810, OLDIES	, \$ 70.00 (Mc-Guild)		Buckley
WHCN-F, 105.9, 16 KW @ 870, AOR	ABC-R, \$ 61.00 (Christal)		Beck-Ross
WIOF-F, 104.1, 18 KW @ 835, AC	CBS-R, \$ 67.00 (Eastman)		Merv Griffin (WATERBURY)
WKSS-F, 95.7, 17 KW @ 880, CHR	APR, \$ 59.00 (MMR)		Precision
WLWH-F, 93.7, 21 KW @ 780, HISPANIC	APR, \$ 30.00 (---)		Sage
WRCH-F, 100.5, 8 KW @ 1250, BTFL/EZ	ABC-D, \$ 80.00 (Banner)		
WTIC-F, 96.5, 20 KW @ 810, CHR	, \$145.00 (Katz)		Chase
WVYZ-F, 92.5, 18 KW @ 860, COUNTRY	US 2, \$ 46.00 (Banner)		(WATERBURY)

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HONOLULU

Arbitron Rank/Pop (12+): 55/686,500

Stations: 21/21
Diaries: 1091/629:1/53.1%
Sample Target: 1010
% Below Line: 0
% Not Listed: 6.8

1987 Revenue: \$16,500,000
HH Inc.: \$41,840
Retail \$: 5.5 Bil
Pop per Station: 32,690
#1 Biller: KSSK \$4,000,000

MSA Rank/Pop: 62/837,000
ADI # None
Average Person Ratings: 16.8
Market TSL: 22.5 hours

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume
1. KQMQ A/F (CHR)	183/16.3	14.2	14.2	14.4	16.4	14.8	2347/34.2	35.7	35.8	91				KQMQ A/F
2. KUMU A/F (EZ)	134/11.6	9.9	10.0	12.6	10.4	11.0	1523/22.2	19.7	22.4	105				KUMU A/F
3. KSSK (MOR)	132/11.5	12.5	11.2	13.0	13.4	12.1	1543/22.5	23.0	25.5	130				KSSK
4. KMAI-F (CHR)	119/10.3	8.3	9.0	4.9	6.6	8.1	1553/22.6	19.7	19.5	55				KMAI-F
5. KPOI-F (AOR)	82/ 7.1	6.4	6.3	8.7	7.5	7.1	1202/17.5	14.8	16.5	125				KPOI-F
6. KRTR-F (AC)	68/ 5.9	8.4	7.3	6.6	5.7	7.1	962/14.0	17.5	15.8	125				KRTR-F
7. KXPW-F (AC)	58/ 5.0	5.0	6.3	9.5	9.8	6.5	1194/17.4	16.9	23.9	102				KXPW-F
8. KIKI-F (O)	51/ 4.4	6.2	5.8	5.2	4.7	5.4	704/10.3	14.7	12.1	173				KIKI-F
9. KCCN (ETH)	45/ 3.9	3.9	5.5	4.4	4.0	4.4	675/ 9.8	9.7	10.9	115				KCCN
10. KHVH (N/T)	44/ 3.8	4.1	4.0	3.8	4.0	3.9	724/10.5	11.5	11.5	66				KHVH
11. KHHH-F (J/NA)	32/ 2.8	---	---	---	---	---	359/ 5.2	---	---	161				KHHH-F
12. KGU (T)	31/ 2.7	3.6	3.7	4.8	3.5	3.7	431/ 6.3	7.1	8.7	30				KGU
13. KDEO (C)	22/ 1.9	2.7	3.1	2.2	2.0	2.5	327/ 4.8	6.0	5.2	132				KDEO
14. KOHO (?)	21/ 1.8	1.2	1.1	1.1	1.2	1.3	153/ 2.2	2.6	2.0	28				KOHO
15. KNDI (?)	16/ 1.4	1.7	.8	1.3	.6	1.3	167/ 2.4	2.2	1.2	57				KNDI

Honolulu's Metro and TSA are the same.

12+ FM SHARE (METRO): 63.34% (679 of 1072) (SUM 87: 55.78%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KMAI-F>>>	1. KQMQ-F>>>	1. KQMQ-F>>	1. KQMQ-F>	1. KSSK <	1. KSSK	1. KSSK	1. KQMQ-F+	1. KQMQ-F+	1. KMAI-F	1. KHVH
2. KQMQ-F>>>	2. KPOI-F	2. KSSK	2. KSSK >	2. KQMQ-F+	2. KUMU-F+	2. KQMQ-F+	2. KUMU-F+	2. KMAI-F<	2. KQMQ-F+	2. KGU >
3.	3. KMAI-F>	3. KPOI-F	3. KPOI-F	3. KUMU-F+	3. KQMQ-F+	3. KUMU-F	3. KSSK >	3. KUMU-F+	3. KUMU-F+	3. KUMU-F
4.	4. KRTR-F	4. KMAI-F	4. KUMU-F+	4. KPOI-F	4. KHVH	4. KMAI-F	4. KMAI-F	4. KSSK	4. KXPW-F	4. KSSK
5.	KXPW-F	5. KUMU-F+	5. KIKI-F	5. KIKI-F<	5.	5. KPOI-F	5. KPOI-F	5. KPOI-F	5. KPOI-F	5. KMAI-F
	6. KUMU-F+	6. KRTR-F		6. KRTR-F		6. KRTR-F			6. KGU	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KQMQ-F>>>	1. KQMQ-F>>>	1. KQMQ-F>>>	1. KQMQ-F>>>	1. KQMQ-F>	1. KQMQ-F+	1. KPOI-F	1. KPOI-F>>	1. KPOI-F<	1. KPOI-F
2. KMAI-F>	2. KMAI-F	2. KXPW-F	2. KSSK	2. KSSK	2. KMAI-F>	2. KQMQ-F+	2. KQMQ-F+	2. KQMQ-F+	2. KSSK
3. KRTR-F	3. KXPW-F	3. KSSK	3. KMAI-F	3. KUMU-F+	3. KPOI-F	3. KMAI-F>	3. KIKI-F>	3. KSSK	3. KQMQ-F+
4. KXPW-F	4. KRTR-F	4. KMAI-F	4. KUMU-F+	4. KMAI-F	4. KUMU-F+	4. KIKI-F	4. KRTR-F	4. KUMU-F+	4. KUMU-F+
5. KUMU-F+	5. KUMU-F+	KRTR-F	5. KRTR-F	KRTR-F	5. KXPW-F	5. KRTR-F	5. KMAI-F	5. KMAI-F<	5. KIKI-F
		6. KUMU-F+	KXPW-F	6. KXPW-F			6. KHHH-F	6. KIKI-F	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAIM-F	95.5	Honolulu	.3/2.0
KLNI	1380	Pearl City	1.0/2.7
KWAI	1080	Honolulu	.3/1.5
KZ00	1210	Honolulu	.8/1.9

RADIO STATIONS

KCCN, 1420, 5 KW	, ETHNIC	,\$ 25.00	(Roslin)
KDEO, 940, 10 KW	, COUNTRY	MBS,\$ 23.00	(---)
KGU, 760, 10 KW	, TALK	CBS,ABC-T,\$ 28.00	(Banner)
KHVH, 990, 5 KW	, NEWS/TALK	NBC,ABC-I,\$ 40.00	(HNWH)
KIKI, 830, 10 KW	, OLDIES	,\$ 30.00	(Katz)
KSSK, 590, 5 KW	, MOR	,\$ 95.00	(Eastman)
KAIM-F, 95.5, 100 KW @ 421, RELIGION		,\$ 10.00	(---)
KMAI-F, 93.9, 100 KW @ 421, CHR		,\$ 52.00	(Katz)
KPOI-F, 97.5, 83 KW @ 46, AOR		,\$ 45.00	(Republic)
KQMQ-F, 93.1, 54 KW @ -119, CHR		,\$ 66.00	(Christal)
KRTR-F, 96.3, 75 KW @ 2120, AC		,\$ 40.00	(Torbet)
KUMU-F, 94.7, 100 KW @ 500, BTFL/EZ		,\$ 46.00	(Torbet)
KXPW-F, 92.3, 100 KW @ 1685, AC/CONTEMP		,\$ 56.00	(Eastman)
KHHH-F, 98.5, 100 KW @ 280, JAZZ/NEW AGE		,\$ NA	(HNWH)

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HOUSTON

Arbitron Rank/Pop (12+): 10/2,997,900

Stations: 30/30
Diaries: 2220/1350:1/46.4%
Sample Target: 2030
% Below Line: 0
% Not Listed: 8.5

1987 Revenue: \$100,300,000
HH Inc.: \$36,984
Retail \$: 26.3 Bil
Pop per Station: 99,930
#1 Biller: KIKK A/F \$12,000,000

MSA Rank/Pop: 8/3,710,000
ADI # 10

Average Person Ratings: 17.4
Market TSL: 23.0 hours

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. KMJQ-F (B/U)	483/9.3	8.8	8.5	7.8	10.3	8.6	529/4631	4011/13.4	13.7	15.9	85				KMJQ-F
2. KIKK-F (C)	365/7.0	8.1	6.9	8.3	7.3	7.6	409/5002	4451/14.8	17.3	15.9	111				KIKK-F
3. KKBQ A/F (CHR)	361/6.9	6.7	7.6	6.5	7.5	6.9	395/6730	6225/20.8	19.5	21.6	75				KKBQ A/F
4. KTRH (N/T)	336/6.5	6.2	5.4	4.9	6.9	5.8	418/5856	5055/16.9	16.3	18.1	77				KTRH
5. KILT-F (C)	321/6.2	6.7	6.0	5.9	6.0	6.2	419/5275	4399/14.7	16.1	14.0	118				KILT-F
6. KRBE-F (CHR)	313/6.0	8.4	7.9	6.4	7.2	7.2	354/5845	5109/17.0	20.4	21.2	52				KRBE-F
7. KLLOL-F (AOR)	300/5.8	5.9	5.6	6.2	5.6	5.9	314/4419	3960/13.2	13.5	13.7	79				KLLOL-F
8. KODA-F (EZ)	256/4.9	5.2	5.2	5.7	5.5	5.3	278/4073	3808/12.7	11.9	12.5	92				KODA-F
9. KFMM-F (AC)	227/4.4	3.8	4.2	4.9	4.9	4.3	286/3302	2986/10.0	9.1	11.4	132				KFMM-F
10. KQUE-F (BB)	199/3.8	3.4	3.2	4.2	3.9	3.7	201/2194	2115/ 7.1	6.6	8.2	82				KQUE-F
11. KZFX-F (AOR)	198/3.8	3.7	3.7	4.8	3.8	4.0	204/3092	2934/ 9.8	9.8	10.2	139				KZFX-F
12. KLTR-F (AC)	196/3.8	3.3	4.5	2.8	2.5	3.6	212/3373	3150/10.5	10.5	9.1	134				KLTR-F
13. KPRC (T)	172/3.3	2.4	3.1	3.1	2.2	3.0	176/2798	2652/ 8.8	7.9	8.0	76				KPRC
14. KLDE-F (O)	169/3.2	3.4	2.2	1.8	2.7	2.7	181/3046	2754/ 9.2	8.8	5.8	156				KLDE-F
15. KKHT-F (AC)	145/2.8	2.8	3.2	4.2	2.6	3.3	149/2847	2749/ 9.2	7.1	9.8	146				KKHT-F
16. KLAT (SP)	133/2.6	2.1	1.9	3.1	.8	2.4	133/1142	1142/ 3.8	3.2	2.9	96				KLAT
17. KYOK (B)	80/1.5	.9	1.7	1.7	1.4	1.5	80/ 958	958/ 3.2	2.5	3.9	153				KYOK
18. KXYZ (SP)	77/1.5	1.1	1.7	1.0	1.7	1.3	77/ 863	863/ 2.9	2.1	2.9	100				KXYZ
19. KHCB-F (?)	74/1.4	1.0	1.0	.9	1.0	1.1	78/1039	987/ 3.3	2.9	2.6	129				KHCB-F
20. KILT (C)	66/1.3	.8	.9	.7	.9	.9	72/1213	1018/ 3.4	2.8	3.1	85				KILT
21.															
22.															
23.															
24.															
25.															

12+ FM SHARE (METRO): 77.53% (3692 of 4762) (SUM 87: 79.51%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KKBQ-F+	1. KMJQ-F	1. KMJQ-F	1. KMJQ-F	1. KMJQ-F	1. KTRH	1. KTRH	1. KMJQ-F	1. KMJQ-F	1. KMJQ-F	1. KTRH
2. KRBE-F	2. KLLOL-F	2. KIKK-F	2. KIKK-F	2. KIKK-F	2. KODA-F	2. KKBQ-F+<	2. KIKK-F	2. KIKK-F	2. KTRH	2. KMJQ-F
3. KMJQ-F	3. KKBQ-F+	3. KLLOL-F	3. KILT-F	3. KILT-F	3. KIKK-F	3. KILT-F	3. KILT-F	3. KKBQ-F+	3. KRBE-F	3. KILT-F
4.	4. KRBE-F	4. KKBQ-F+	4. KFMM-F	4. KFMM-F	4. KILT-F	4. KIKK-F	4. KKBQ-F+	4. KRBE-F	4. KKBQ-F+	4. KIKK-F
5.	5. KZFX-F	5. KILT-F	5. KZFX-F	5. KZFX-F	5. KQUE-F	5. KLLOL-F	5. KODA-F	5. KILT-F	5. KLLOL-F	5.
6.	6. KIKK-F	6. KFMM-F	6. KKBQ-F+	6. KKBQ-F+	6. KPRC	6. KFMM-F	6. KQUE-F	6. KLLOL-F	6. KIKK-F	6.
7.	7.	7. KRBE-F	7.	7. KLTR-F	7.	7. KMJQ-F	7. KRBE-F	7. KODA-F	7. KODA-F	7.
8.	8.	8. KZFX-F	8.	8. KLDE-F	8.	8. KRBE-F	8. KLTR-F	8. KFMM-F	8. KPRC	8.
9.	9.	9.	9.	9.	9.	9. KODA-F	9. KFMM-F	9. KTRH	9.	9.
10.	10.	10.	10.	10.	10.	10. KPRC	10.	10. KZFX-F	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KMJQ-F	1. KMJQ-F	1. KMJQ-F	1. KMJQ-F	1. KIKK-F	1. KLLOL-F	1. KLLOL-F	1. KLLOL-F	1. KLLOL-F	1. KMJQ-F
2. KRBE-F	2. KKBQ-F+	2. KKBQ-F+	2. KKBQ-F+	2. KMJQ-F	2. KMJQ-F	2. KMJQ-F	2. KMJQ-F	2. KMJQ-F	2. KIKK-F
3. KKBQ-F+	3. KRBE-F	3. KKHT-F	3. KIKK-F	3. KILT-F	3. KRBE-F	3. KZFX-F	3. KZFX-F	3. KIKK-F	3. KILT-F
4. KIKK-F	4. KIKK-F	4. KLTR-F	4. KLTR-F	4. KKBQ-F	4. KKBQ-F+	4. KRBE-F	4. KIKK-F	4. KZFX-F	4. KZFX-F
5. KLLOL-F	5. KLTR-F	5. KZFX-F	5. KILT-F	5. KLTR-F	5. KILT-F	5. KKHT-F	5. KFMM-F	5. KILT-F	5. KLLOL-F
6. KLTR-F	6.	6. KIKK-F	6. KRBE-F	6. KFMM-F	6. KIKK-F	6. KIKK-F	6. KILT-F	6. KFMM-F	6. KTRH-F
7.	7.	7. KRBE-F	7.	7.	7.	7. KILT-F	7.	7.	7. KFMM-F
8.	8.	8.	8.	8.	8.	8. KFMM-F	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCOH	1430	Houston	.8/2.3
KEYH	850	Houston	1.1/1.4
KIKK	650	Pasadena	.5/1.3
KJ0J-F	106.9	Conroe	.5/1.6
KKZR	1070	Houston	.6/1.2
KQQK-F	106.5	Galveston	.8/3.0
KRTS-F	92.1	Seabrook	.5/1.6
KTEK	1110	Alvin	.4/ .7
KYST	920	Texas City	.4/1.3

RADIO STATIONS

AM STATIONS

KCOH, 1430, 1 KW (DAYS)	, BLACK	SBN,NBN,\$ 57.00	(Roslin)	
KEYH, 850, 10 KW (DAYS,DA)	, HISPANIC	, \$ 47.00	(Caballero)	
KIKK, 650, 250 W (DAYS)	, COUNTRY	, \$ 43.00	(Torbet)	Viacom
KILT, 610, 5 KW (DA-2)	, COUNTRY	, \$ 40.00	(Banner)	Legacy
KKBQ, 790, 5 KW (DA-2)	, CHR	ABC-F,\$ NA	(Mc-Guild)	Gannett
KKZR, 1070, 10 KW/5 KW (DA-2)	, AOR	SMN,\$ 35.00	(Katz)	Susquehanna
KLAT, 1010, 5 KW (DA-2)	, HISPANIC	, \$ 80.00	(Katz Hisp.)	Tichenor
KLVL, 1480, 1 KW/500 W (DA-N)	, HISPANIC	, \$ 30.00	(---)	
KNUZ, 1230, 1 KW	, OLDIES	ABC-D,\$ 39.00	(Eastman)	
KPRC, 950, 5 KW (DA-N)	, NEWS/TALK	CBS,\$110.00	(Eastman)	
KTRH, 740, 50 KW (DA-1)	, NEWS	MBS,ABC-I,\$164.00	(CBS)	Rusk
KXYZ, 1320, 5 KW (DA-N)	, HISPANIC	, \$ 70.00	(Caballero)	Infinity
KYOK, 1590, 5 KW (DA-N)	, BLACK	SMN,ABC-C,\$ 57.00	(---)	

FM STATIONS

KFMK, 97.9, 100 KW @ 2010, AC		, \$190.00	(MMR)	Cook Inlet
KIKK, 95.7, 100 KW @ 1920, COUNTRY		, \$210.00	(Torbet)	Viacom
KILT, 100.3, 100 KW @ 1920, COUNTRY		, \$175.00	(Banner)	Legacy
KKBQ, 92.9, 100 KW @ 1920, CHR		ABC-F,\$195.00	(Mc-Guild)	Gannett
KKHI, 96.5, 100 KW @ 2000, AC		ABC-R,\$150.00	(Republic)	Emmis
KLDE, 94.5, 100 KW @ 1970, OLDIES		Trans,\$100.00	(Durpetti)	Entercom
KL0L, 101.1, 97 KW @ 1949, AOR		Source,\$170.00	(CBS)	Rusk
KLTR, 93.7, 100 KW @ 1779, AC		CBS-R,\$165.00	(CBS)	CBS
KMJQ, 102.1, 100 KW @ 1720, URBAN/BLACK		, \$202.00	(Christal)	Noble
KODA, 99.1, 100 KW @ 1920, BTFL/EZ		, \$181.00	(Group W)	Westinghouse
KQUE, 102.9, 100 KW @ 1049, NOSTALGIA		ABC-E,\$120.00	(Eastman)	
KRBE, 104.1, 100 KW @ 1920, CHR		, \$190.00	(Katz)	Susquehanna
KRTS, 92.1, 3 KW @ 300, CLASSICAL		, \$ 69.00	(CMBS)	(SEABROOK)
KZFX, 107.5, 100 KW @ 2000, CLASSIC ROCK		, \$145.00	(Republic)	Shamrock
KQQK, 106.5, 100 KW @ 750, HISPANIC		, \$ 60.00	(MMR)	(GALVESTON)

JACKSONVILLE

Arbitron Rank/Pop (12+): 52/726,100

Stations: 21/20
Diaries: 1019/713:1/49.9%
Sample Target: 1000
% Below Line: 1.7
% Not Listed: 15.7

1987 Revenue: \$19,200,000
HH Inc.: \$30,862
Retail \$: 5.6 Bill
Pop per Station: 36,305
#1 Biller: WAPE A/F \$3,800,000

MSA Rank/Pop: 59/861,000
ADI # 57
Average Person Ratings: 15.4
Market TSL: 21.0 hours

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% Conversion	Birch Share	Birch AQH	Birch Cume
1. WAPE A/F (CHR)	192/17.2	18.7	16.1	20.5	21.8	18.1	236/2950	2385/32.8	31.3	33.7	81			WAPE A/F
2. WQIK-F (C)	117/10.5	10.9	8.5	10.5	8.6	10.1	135/1662	1240/17.1	18.5	16.7	123			WQIK-F
3. WFYV-F (AOR)	115/10.3	7.5	7.8	9.6	7.9	8.8	120/1302	1221/16.8	13.0	14.6	102			WFYV-F
4. WIVY-F (AC)	95/ 9.5	6.2	7.9	6.7	4.8	7.3	99/1350	1262/17.4	16.3	16.2	145			WIVY-F
5. WPDQ-F (B)	83/ 7.4	5.8	3.9	4.0	2.5	5.3	88/ 885	831/11.4	11.3	7.2	70			WPDQ-F
6. WAIV-F (AC)	75/ 6.7	8.7	6.9	7.8	7.6	7.5	92/1367	1185/16.3	20.0	19.3	133			WAIV-F
7. WCRJ-F (C)	47/ 4.2	7.1	5.5	3.8	5.6	5.2	55/ 848	724/10.0	12.4	9.9	114			WCRJ-F
9. WEJZ-F (EZ)	46/ 4.1	3.4	6.4	4.0	3.3	4.5	50/ 759	659/ 9.1	9.1	6.9	110			WEJZ-F
9. WOKV (N/T)	45/ 4.0	3.0	3.6	3.5	2.5	3.5	45/ 524	524/ 7.2	7.3	5.7	120			WOKV
10. WZAZ (B)	27/ 2.4	2.3	2.6	3.4	3.3	2.7	27/ 338	338/ 4.7	4.9	5.9	100			WZAZ

12+ FM SHARE (METRO): 83.30% (783 of 940) (SUM 87: 77.54%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WAPE-F+>>1. WFYV-F<	1. WAPE-F+	1. WAPE-F+	1. WAPE-F+	1. WAPE-F+	1. WQIK-F>	1. WAPE-F+	1. WAPE-F+>	1. WAPE-F>	1. WAPE-F+>	1. WPDQ-F<
2. WPDQ-F>>	2. WAPE-F+>>	2. WFYV-F	2. WIVY-F	2. WQIK-F<	2. WIVY-F	2. WQIK-F	2. WQIK-F	2. WFYV-F<	2. WPDQ-F	2. WQIK-F
3.	3. WPDQ-F	3. WIVY-F	3. WQIK-F	3. WIVY-F	3. WAIV-F	3. WFYV-F	3. WQIK-F	3. WQIK-F	3. WQIK-F	3. WIVY-F
4.	4. WIVY-F	4. WQIK-F	4. WFYV-F	4. WFYV-F	4. WAIV-F	4. WIVY-F	4. WAIV-F	4. WIVY-F	4. WIVY-F	4. WFYV-F
5.	5. WAIV-F	5. WQIK-F	5. WAIV-F	5. WAIV-F	5. WEJZ-F	5. WAIV-F	5. WIVY-F	5. WPDQ-F	5. WPDQ-F	5. WPDQ-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WAPE-F+	1. WAPE-F+>	1. WAPE-F+>	1. WAPE-F+>	1. WAPE-F+	1. WAPE-F+>	1. WFYV-F>	1. WFYV-F>>	1. WFYV-F	1. WFYV-F
2. WFYV-F	2. WFYV-F	2. WIVY-F	2. WQIK-F	2. WQIK-F	2. WFYV-F	2. WAPE-F+>	2. WAPE-F+<	2. WAPE-F+	2. WIVY-F
3. WPDQ-F>	3. WIVY-F<	3. WFYV-F	3. WIVY-F	3. WIVY-F	3. WPDQ-F>>	3. WPDQ-F>	3. WIVY-F	3. WIVY-F	3. WAPE-F+
4. WIVY-F	4. WPDQ-F	4. WPDQ-F	4. WFYV-F	4. WAIV-F>	4. WAIV-F	4. WIVY-F	4. WOKV	4. WQIK-F	4. WQIK-F>
5. WAIV-F	5. WQIK-F	5. WAIV-F	5. WAIV-F	5. WFYV-F	5.	5. WAIV-F	5. WPDQ-F	5. WPDQ-F<	5. WAIV-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCGL	1360	Jacksonville	1.1/1.4
WFOY	1240	St. Augustine	.7/1.2
WJAX	1220	Jacksonville	.4/2.2
WQIK	1320	Jacksonville	1.1/2.2
WROS	1050	Jacksonville	.7/1.5
WRXJ	930	Jacksonville	.6/2.5
WSOS-F	105.5	St. Augustine	.4/1.1
WSVE	1280	Jacksonville	1.4/2.3
WVOJ	970	Jacksonville	.8/2.5
WNFI-F	99.9	Palatka	1.4/4.7

RADIO STATIONS

WCGL, 1360, 5 KW (DA-N)	, GOSPEL	SBN, \$ 20.00	(K & P)	
WFYV, 1460, 5 KW (DA-N)	, ADR	, \$ 18.00	(Mc-Guild)	Metroplex
WJAX, 1220, 1 KW/44 W	, NOSTALGIA	, \$ 14.00	(---)	Jones College
WOKV, 600, 5 KW (DA-N)	, NEWS/TALK	CBS, ABC-T, \$ 33.00	(MMR)	EZ
WZAZ, 1400, 1 KW	, BLACK	SBN, \$ 25.00	(Roslin)	
WAIV-F, 96.9, 100 KW @ 935, AC		, \$ 85.00	(MMR)	EZ
WAPE-F, 95.1, 100 KW @ 860, CHR		, \$100.00	(Christal)	Statewide
WCRJ-F, 107.3, 100 KW @ 350, CDUNTRY		, \$ 59.00	(Katz)	Hoker
WEJZ-F, 96.1, 100 KW @ 830, BTFL/EZ		, \$ 53.00	(Christal)	ML Media
WFYV-F, 104.5, 100 KW @ 700, AOR		NBC, \$ 80.00	(Mc-Guild)	Metroplex
WIVY-F, 102.9, 100 KW @ 984, AC		APR, \$ 74.00	(Torbet)	Taylor
WQIK-F, 99.1, 100 KW @ 1049, COUNTRY		ABC-E, \$ 82.00	(Eastman)	Jacor
WPDQ-F, 92.7, 3 KW @ 300, BLACK		NBN, SBN, \$ 32.00	(Republic)	Willis (GREEN COVE)

KANSAS CITY

Arbitron Rank/Pop (12+): 27/1,254,500

Stations: 24/23
Diaries: 1418/892:1/53.3%
Sample Target: 1360
% Below Line: 0.9
% Not Listed: 6.0

1987 Revenue: \$39,200,000
HH Inc.: \$36,363
Retail \$: 11.7 Bil
Pop per Station: 54,978
#1 Biller: WDAF \$4,900,000

MSA Rank/Pop: 23/1,540,000
ADI # 28
Average Person Ratings: 15.5
Market TSL: 20.75 hours

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WDAF (C)	238/12.1	12.9	12.6	12.8	8.0	12.6	424/4580	2572/20.3	21.5	19.1	102				WDAF
2. KYYS-F (AOR)	166/ 8.5	9.1	9.4	9.2	8.3	9.1	235/3098	2234/17.7	18.5	18.5	93				KYYS-F
3. KBEQ A/F (CHR)	149/ 7.6	7.9	9.5	9.8	9.8	8.7	198/3428	2705/21.4	23.6	23.0	61				KBEQ A/F
4. KMBZ (MOR)	129/ 6.6	6.7	3.3	5.0	8.1	5.4	139/2081	1934/15.3	18.1	20.7	61				KMBZ
5. KCMO (N/T)	125/ 6.4	5.5	7.0	7.6	8.2	6.6	176/2580	1808/14.3	13.6	17.0	92				KCMO
7. KRPS-F (B)	125/ 6.4	5.9	6.7	7.6	5.6	6.7	126/1467	1445/11.4	8.8	8.6	83				KRPS-F
7. KFKF-F (C)	124/ 5.4	7.9	9.5	7.2	5.5	7.8	163/2150	1688/13.3	17.5	14.6	91				KFKF-F
8. KMBR-F (EZ)	121/ 6.2	5.4	7.2	7.1	6.0	6.5	159/1979	1450/11.5	11.4	12.5	95				KMBR-F
9. KUDL-F (AC)	101/ 5.1	3.2	4.0	3.1	3.9	3.9	105/1653	1463/11.6	9.1	10.9	157				KUDL-F
10. KCPW-F (CHR)	97/ 4.9	5.7	5.1	3.4	5.6	4.8	113/2330	1770/14.0	15.8	14.8	108				KCPW-F
11. KLSI-F (AC)	94/ 4.8	4.6	4.2	3.3	4.6	4.2	102/1550	1317/10.4	11.6	11.1	154				KLSI-F
12. KCFX-F (AOR)	90/ 4.6	5.3	5.2	3.9	5.3	4.8	113/1899	1478/11.7	12.7	12.0	124				KCFX-F
13. WHB (O)	72/ 3.7	2.7	2.4	3.4	2.7	3.1	108/1748	1148/ 9.1	8.7	8.5	157				WHB
14. KXXR-F (AC)	55/ 2.8	1.1	.6	.9	.8	1.4	72/1300	1081/ 8.5	4.2	4.0	71				KXXR-F
15. KJLA (BB)	44/ 2.2	2.4	2.1	2.6	3.0	2.3	48/ 757	687/ 5.4	6.5	6.2	23				KJLA
16. KCWV-F (J/NA)	35/ 1.8	1.3	1.5	1.2	2.4	1.5	41/ 834	721/ 5.7	4.0	4.9	161				KCWV-F
17. KXTR-F (CL)	24/ 1.2	1.2	1.6	1.6	1.9	1.4	33/ 576	465/ 3.7	3.9	4.8	125				KXTR-F
18.															
19.															
20.															
21.															
22.															
23.															
24.															
25.															

12+ FM SHARE (METRO): 59.94% (1107 of 1847) (SUM 87: 63.00%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KBEQ-F+>>	1. KYYS-F>	1. KYYS-F	1. WDAF	1. WDAF >	1. WDAF >	1. WDAF >>	1. WDAF	1. WDAF	1. KMBZ-F>	1. WDAF
2. KPRS-F	2. KCFX-F	2. WDAF	2. KYYS-F<	2. KUDL-F<	2. KMBZ	2. KYYS-F	2. KYYS-F	2. KYYS-F	2. KBEQ-F+	2. KMBZ-F
3. KYYS-F	3. KPRS-F	3. KUDL-F	3. KUDL-F	3. KYYS-F	3. KCMO <	3. KCMO	3. KFKF-F+	3. KBEQ-F+	3. KYYS-F	3. KPRS-F
4. KCPW-F	4. KBEQ-F+	4. KPRS-F<	4. KLSI-F	4. KLSI-F	4. KMBR-F	4. KMBR-F	4. KCMO	4. KFKF-F+	4. KPRS-F	4. KCMO
5.	5. KCPW-F	5. KFKF-F+	5. KLFX-F	5. KCMO <	5. KFKF-F+	5. KFKF-F+	KMBR-F	5. KCMO	5. KCMO	5. KCFX-F
6.	6. KLSI-F	6. KBEQ-F<	WHB	KFKF-F+	6. KUDL-F	6. KBEQ-F<	6. KPRS-F	6. KLSI-F	6.	KYYS-F
7.	7. KFKF-F+	7. KLFX-F	7. KFKF-F+	KMBR-F	7.	7. KUDL-F	7. KLSI-F	KMBR-F	7.	7. KFKF-F
8.	8. KUDL-F	KLSI-F	8.	8.	8.	8.	8.	8.	8.	KMBR-F
9.	WDAF	9.	9.	9.	9.	9.	9.	9.	9.	KUDL-F
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KBEQ-F+>>	1. KBEQ-F+	1. KLSI-F>	1. KUDL-F	1. WDAF >	1. KYYS-F>>	1. KYYS-F>>	1. KYYS-F>>	1. KYYS-F>	1. KYYS-F
2. KPRS-F	2. KLSI-F	2. KUDL-F	WDAF	2. KLSI-F	2. KCFX-F	2. KCFX-F>	2. KCFX-F	2. KCFX-F	2. WDAF
3. KYYS-F	3. KCPW-F	3. WDAF	3. KBEQ-F+	3. KUDL-F	3. KPRS-F<	3. KPRS-F	3. KPRS-F	3. KFKF-F+	3. KCMO
4. KFKF-F+	4. KPRS-F	4. KCPW-F	KLSI-F	4. KMBR-F	4. KFKF-F+	4. KCPW-F	4. WDAF-F	KPRS-F	4. KCFX-F
5. KCPW-F	5. KUDL-F	5. KBEQ-F+	5. KPRS-F	5. KBEQ-F+<	5. KBEQ-F+	KFKF-F+	5. KCPW-F	5. WDAF	5. KUDL-F
6. KXXR-F	6. KYYS-F	6. KCFX-F	6. KFKF-F+	6. KFKF-F+	6. KXXR-F	6. WDAF	6. KCMO	6. KCMO <	6. KFKF-F+<
7. KUDL-F	7. KFKF-F+	7. KYYS-F	7. KCPW-F	WHB	7. KCPW-F	7. KBEQ-F+	7. KUDL-F	7. KCPW-F	7. KPRS-F
8.	8.	8.	8.	8.	8.	8.	8.	8.	WHB
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCCV	1510	Independence	.6/1.8
KCNW	1380	Fairway	.6/1.7
KPRT	1590	Kansas City	.9/2.5
KLZR-F	105.9	Lawrence	.9/2.4

RADIO STATIONS

AM STATIONS

KCCV, 1510,	10 KW (DAYS)	, RELIGION	,\$ 18.00	(---)	Bott	(INDEPENDENCE)
KCMO, 810,	50 KW/5 KW (DA-N)	, TALK/NEWS	MBS,ABC-I,\$ 80.00	(Mc-Guild)	Gannett	
KFKF, 1340,	1 KW	, COUNTRY	,\$ NA	(HNWH)	Sconnix	
KJLA, 1190,	5 KW/250 W (DA-N)	, NOSTALGIA	MBS,\$ 35.00	(Roslin)		
KMBZ, 980,	5 KW (DA-2)	, MOR/TALK	NBC,\$ 70.00	(Durpetti)	Bonneville	
KPRT, 1590,	1 KW	, GOSPEL	MBS,\$ 22.00	(Republic)		
WDAF, 610,	5 KW	, COUNTRY	ABC-E,\$110.00	(Katz)	Great American	
WHB, 710,	10 KW/5 KW (DA-2)	, OLDIES	APR,\$ 53.00	(Christal)	Shamrock	
KCNW, 1380,	2.5 KW	, RELIGION	,\$ 20.00	(---)	Universal	

FM STATIONS

KBEQ, 104.3,	100 KW @ 984,	CHR	ABC-C,\$ 86.00	(Banner)	Noble	
KCFX, 100.7,	100 KW @ 846,	CLASSIC ROCK	US 1,\$ 50.00	(MMR)	Hoker	
KCPW, 94.9,	100 KW @ 1057,	CHR	,\$ 55.00	(Mc-Guild)	Gannett	
KFKF, 94.1,	100 KW @ 987,	COUNTRY	,\$ 71.00	(HNWH)	Sconnix	
KLST, 93.3,	100 KW @ 1056,	AC	CNN,\$ 62.00	(Eastman)	Sandusky	
KMBR, 99.7,	100 KW @ 950,	BTFL/EZ	,\$ 70.00	(Durpetti)	Bonneville	
KPRS, 103.3,	100 KW @ 450,	BLACK	NBN,\$ 52.00	(Republic)		
KUDL, 98.1,	100 KW @ 550,	AC	APR,\$ 67.00	(Christal)	Shamrock	
KXTR, 96.5,	100 KW @ 1100,	CLASSICAL	US 2,\$ 39.00	(CMBS)		
KXXR, 106.5,	100 KW @ 850,	AC	,\$ 35.00	(Torbet)	Olympic	
KYY5, 102.1,	100 KW @ 1013,	AOR	Source,\$ 85.00	(Katz)	Great American	
KCWV, 98.9,	100 KW @ 990,	JAZZ/NEW AGE	SMN,\$ 40.00	(CBS)	Ragan Henry	(LEAVENWORTH, KS)

***** FORMAT CODES *****

* CHR - Contemporary Hit Radio, Top 40, Contemporary	T - Talk
* AC - Adult Contemporary	N - News
* O - Oldies (1955 to near 1988)	SP - Hispanic/Spanish
* B - Black (audience predominantly Black - over 75%)	BB - Big Band, Nostalgia
* U - Urban (majority of audience is non-white although a large segment is white)	M - Middle of Road (MOR), Full Service, Variety
* EZ - EZ Listening, Beautiful Music	J/NA - Jazz and New Age
* AOR - Album Oriented Rock, also includes Classic Rock	R - Religion, Christian, Christian Music
* CL - Classical	G - Gospel
* C - Country	E - Ethnic
	? - Others or Unknown

LANSING

Arbitron Rank/Pop (12+): 99/353,100
 MSA Rank/Pop: 110/430,000
 ADI # 105
 Average Person Ratings: 15.6
 Market TSL: 20.75 hours

Stations: 18/15
 Diaries: 808/437:1/50.6%
 Sample Target: 780
 % Below Line: 8.2
 % Not Listed: 15.6

1987 Revenue: \$12,000,000
 HH Inc.: \$35,080
 Retail \$: 3.0 Bil
 Pop per Station: 23,540
 #1 Biller: WVIC A/F \$3,200,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume
1. WVIC-F (CHR)	118/21.5	21.6	19.3	19.5	18.7	20.5	188/2231	1395/39.5	35.8	41.7	88			WVIC-F
2. WITL-F (C)	87/15.8	15.5	15.2	15.1	13.8	15.4	140/1460	895/25.3	26.1	21.4	113			WITL-F
3. WFMK-F (AC)	41/ 7.5	5.9	8.3	5.1	5.9	6.7	55/ 927	663/18.8	13.7	20.6	125			WFMK-F
4. WJIM-F (EZ)	31/ 5.6	6.4	8.5	7.6	8.2	7.0	53/ 704	496/14.0	12.9	13.4	88			WJIM-F
WJR (MOR)	31/ 5.6	4.5	4.1	6.7	8.0	5.2	98/1270	429/12.1	13.0	14.1	113			WJR
6. WLNZ-F (CHR)	29/ 5.3	5.3	4.9	3.0	4.4	4.6	34/ 518	514/14.6	12.7	11.5	40			WLNZ-F
7. WMMQ-F (AOR)	26/ 4.7	4.1	4.2	4.6	5.8	4.4	30/ 648	517/14.6	11.2	17.9	140			WMMQ-F
WIBM-F (O)	26/ 4.7	5.2	4.1	5.8	5.8	5.0	60/ 966	431/12.2	14.4	14.9	170			WIBM-F
9. WJXQ-F (AOR)	25/ 4.5	5.2	4.6	4.7	4.5	4.8	55/ 917	414/11.7	12.1	15.0	109			WJXQ-F
10. WILS-F (AC)	16/ 2.9	2.5	4.4	4.4	2.8	3.6	16/ 390	374/10.6	8.4	11.3	53			WILS-F
11. WILS (B)	11/ 2.0	2.1	2.5	3.3	.5	2.5	16/ 166	155/ 4.4	4.4	2.6	85			WILS
12.														
13.														
14.														
15.														

12+ FM SHARE (METRO): 87.50% (406 of 464) (SUM 87: 84.37%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT	
1. WVIC-F>>>1. WVIC-F>>>1. WVIC-F>>>1. WVIC-F>	1. WVIC-F>>>1. WVIC-F>>>1. WVIC-F>>>1. WVIC-F>	1. WVIC-F>>>1. WVIC-F>>>1. WVIC-F>>>1. WVIC-F>	1. WVIC-F>>>1. WVIC-F>>>1. WVIC-F>>>1. WVIC-F>	1. WVIC-F>>>1. WVIC-F>>>1. WVIC-F>>>1. WVIC-F>	1. WVIC-F>>>1. WVIC-F>>>1. WVIC-F>>>1. WVIC-F>	1. WITL-F>>>1. WVIC-F>>>1. WVIC-F>>>1. WVIC-F>	1. WVIC-F>>>1. WVIC-F>>>1. WVIC-F>>>1. WVIC-F>	1. WVIC-F>>>1. WVIC-F>>>1. WVIC-F>>>1. WVIC-F>	1. WVIC-F>>>1. WVIC-F>>>1. WVIC-F>>>1. WVIC-F>	1. WVIC-F>>>1. WVIC-F>>>1. WVIC-F>>>1. WVIC-F>	1. WVIC-F>>>1. WVIC-F>>>1. WVIC-F>>>1. WVIC-F>
2. WLNZ-F>>>2. WITL-F>>>2. WITL-F>>>2. WITL-F>	2. WLNZ-F>>>2. WITL-F>>>2. WITL-F>>>2. WITL-F>	2. WLNZ-F>>>2. WITL-F>>>2. WITL-F>>>2. WITL-F>	2. WLNZ-F>>>2. WITL-F>>>2. WITL-F>>>2. WITL-F>	2. WLNZ-F>>>2. WITL-F>>>2. WITL-F>>>2. WITL-F>	2. WLNZ-F>>>2. WITL-F>>>2. WITL-F>>>2. WITL-F>	2. WJIM-F>>>2. WITL-F>>>2. WITL-F>>>2. WITL-F>	2. WITL-F>>>2. WITL-F>>>2. WITL-F>>>2. WITL-F>	2. WITL-F>>>2. WITL-F>>>2. WITL-F>>>2. WITL-F>	2. WITL-F>>>2. WITL-F>>>2. WITL-F>>>2. WITL-F>	2. WITL-F>>>2. WITL-F>>>2. WITL-F>>>2. WITL-F>	2. WITL-F>>>2. WITL-F>>>2. WITL-F>>>2. WITL-F>
3. WILS-F>>>3. WJXQ-F>>>3. WFMK-F>>>3. WFMK-F>	3. WILS-F>>>3. WJXQ-F>>>3. WFMK-F>>>3. WFMK-F>	3. WILS-F>>>3. WJXQ-F>>>3. WFMK-F>>>3. WFMK-F>	3. WILS-F>>>3. WJXQ-F>>>3. WFMK-F>>>3. WFMK-F>	3. WILS-F>>>3. WJXQ-F>>>3. WFMK-F>>>3. WFMK-F>	3. WILS-F>>>3. WJXQ-F>>>3. WFMK-F>>>3. WFMK-F>	3. WJR >>>3. WJR >>>3. WJR >>>3. WJR >>>	3. WJR >>>3. WJR >>>3. WJR >>>3. WJR >>>	3. WFMK-F>>>3. WFMK-F>>>3. WFMK-F>>>3. WFMK-F>	3. WFMK-F>>>3. WFMK-F>>>3. WFMK-F>>>3. WFMK-F>	3. WFMK-F>>>3. WFMK-F>>>3. WFMK-F>>>3. WFMK-F>	3. WFMK-F>>>3. WFMK-F>>>3. WFMK-F>>>3. WFMK-F>
4. WITL-F>>>4. WFMK-F>>>4. WIBM-F>>>4. WIBM-F>	4. WITL-F>>>4. WFMK-F>>>4. WIBM-F>>>4. WIBM-F>	4. WITL-F>>>4. WFMK-F>>>4. WIBM-F>>>4. WIBM-F>	4. WITL-F>>>4. WFMK-F>>>4. WIBM-F>>>4. WIBM-F>	4. WITL-F>>>4. WFMK-F>>>4. WIBM-F>>>4. WIBM-F>	4. WITL-F>>>4. WFMK-F>>>4. WIBM-F>>>4. WIBM-F>	4. WFMK-F>>>4. WFMK-F>>>4. WFMK-F>>>4. WFMK-F>	4. WFMK-F>>>4. WFMK-F>>>4. WFMK-F>>>4. WFMK-F>	4. WJIM-F>>>4. WJIM-F>>>4. WJIM-F>>>4. WJIM-F>	4. WJIM-F>>>4. WJIM-F>>>4. WJIM-F>>>4. WJIM-F>	4. WJIM-F>>>4. WJIM-F>>>4. WJIM-F>>>4. WJIM-F>	4. WLNZ-F>>>4. WLNZ-F>>>4. WLNZ-F>>>4. WLNZ-F>
5. WMMQ-F>>>5. WJXQ-F>>>5. WMMQ-F>>>5. WMMQ-F>	5. WMMQ-F>>>5. WJXQ-F>>>5. WMMQ-F>>>5. WMMQ-F>	5. WMMQ-F>>>5. WJXQ-F>>>5. WMMQ-F>>>5. WMMQ-F>	5. WMMQ-F>>>5. WJXQ-F>>>5. WMMQ-F>>>5. WMMQ-F>	5. WMMQ-F>>>5. WJXQ-F>>>5. WMMQ-F>>>5. WMMQ-F>	5. WMMQ-F>>>5. WJXQ-F>>>5. WMMQ-F>>>5. WMMQ-F>	5. WVIC-F>>>5. WVIC-F>>>5. WVIC-F>>>5. WVIC-F>	5. WVIC-F>>>5. WVIC-F>>>5. WVIC-F>>>5. WVIC-F>	5. WIBM-F>>>5. WIBM-F>>>5. WIBM-F>>>5. WIBM-F>	5. WIBM-F>>>5. WIBM-F>>>5. WIBM-F>>>5. WIBM-F>	5. WIBM-F>>>5. WIBM-F>>>5. WIBM-F>>>5. WIBM-F>	5. WJXQ-F>>>5. WJXQ-F>>>5. WJXQ-F>>>5. WJXQ-F>
6. WIBM-F>>>6. WMMQ-F>>>6. WJXQ-F>>>6. WJR	6. WIBM-F>>>6. WMMQ-F>>>6. WJXQ-F>>>6. WJR	6. WIBM-F>>>6. WMMQ-F>>>6. WJXQ-F>>>6. WJR	6. WIBM-F>>>6. WMMQ-F>>>6. WJXQ-F>>>6. WJR	6. WIBM-F>>>6. WMMQ-F>>>6. WJXQ-F>>>6. WJR	6. WIBM-F>>>6. WMMQ-F>>>6. WJXQ-F>>>6. WJR			6. WLNZ-F>>>6. WLNZ-F>>>6. WLNZ-F>>>6. WLNZ-F>	6. WLNZ-F>>>6. WLNZ-F>>>6. WLNZ-F>>>6. WLNZ-F>	6. WLNZ-F>>>6. WLNZ-F>>>6. WLNZ-F>>>6. WLNZ-F>	6. WJR

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WVIC-F>>>1. WVIC-F>>>1. WVIC-F>>>1. WVIC-F>	1. WVIC-F>>>1. WVIC-F>>>1. WVIC-F>>>1. WVIC-F>	1. WVIC-F>>>1. WVIC-F>>>1. WVIC-F>>>1. WVIC-F>	1. WVIC-F>>>1. WVIC-F>>>1. WVIC-F>>>1. WVIC-F>	1. WVIC-F>>>1. WVIC-F>>>1. WVIC-F>>>1. WVIC-F>	1. WVIC-F>>>1. WVIC-F>>>1. WVIC-F>>>1. WVIC-F>	1. WVIC-F>>>1. WVIC-F>>>1. WVIC-F>>>1. WVIC-F>	1. WVIC-F>>>1. WVIC-F>>>1. WVIC-F>>>1. WVIC-F>	1. WVIC-F>>>1. WVIC-F>>>1. WVIC-F>>>1. WVIC-F>	1. WVIC-F>>>1. WVIC-F>>>1. WVIC-F>>>1. WVIC-F>
2. WLNZ-F>>>2. WFMK-F>>>2. WFMK-F>>>2. WVIC-F>	2. WLNZ-F>>>2. WFMK-F>>>2. WFMK-F>>>2. WVIC-F>	2. WLNZ-F>>>2. WFMK-F>>>2. WFMK-F>>>2. WVIC-F>	2. WLNZ-F>>>2. WFMK-F>>>2. WFMK-F>>>2. WVIC-F>	2. WLNZ-F>>>2. WFMK-F>>>2. WFMK-F>>>2. WVIC-F>	2. WLNZ-F>>>2. WFMK-F>>>2. WFMK-F>>>2. WVIC-F>	2. WJXQ-F>>>2. WJXQ-F>>>2. WMMQ-F>>>2. WITL-F>	2. WJXQ-F>>>2. WJXQ-F>>>2. WMMQ-F>>>2. WITL-F>	2. WITL-F>>>2. WITL-F>>>2. WITL-F>>>2. WITL-F>	2. WITL-F>>>2. WITL-F>>>2. WITL-F>>>2. WITL-F>
3. WFMK-F>>>3. WITL-F>>>3. WIBM-F>>>3. WFMK-F>	3. WFMK-F>>>3. WITL-F>>>3. WIBM-F>>>3. WFMK-F>	3. WFMK-F>>>3. WITL-F>>>3. WIBM-F>>>3. WFMK-F>	3. WFMK-F>>>3. WITL-F>>>3. WIBM-F>>>3. WFMK-F>	3. WFMK-F>>>3. WITL-F>>>3. WIBM-F>>>3. WFMK-F>	3. WFMK-F>>>3. WITL-F>>>3. WIBM-F>>>3. WFMK-F>	3. WITL-F>>>3. WITL-F>>>3. WITL-F>>>3. WITL-F>	3. WITL-F>>>3. WITL-F>>>3. WITL-F>>>3. WITL-F>	3. WJXQ-F>>>3. WJXQ-F>>>3. WMMQ-F>>>4. WFMK-F>	3. WMMQ-F>>>3. WMMQ-F>>>3. WMMQ-F>>>3. WMMQ-F>
4. WLNZ-F>>>4. WILT-F>>>4. WIBM-F>>>4. WIBM-F>	4. WLNZ-F>>>4. WILT-F>>>4. WIBM-F>>>4. WIBM-F>	4. WLNZ-F>>>4. WILT-F>>>4. WIBM-F>>>4. WIBM-F>	4. WLNZ-F>>>4. WILT-F>>>4. WIBM-F>>>4. WIBM-F>	4. WLNZ-F>>>4. WILT-F>>>4. WIBM-F>>>4. WIBM-F>	4. WLNZ-F>>>4. WILT-F>>>4. WIBM-F>>>4. WIBM-F>	4. WITL-F>>>4. WITL-F>>>4. WITL-F>>>4. WITL-F>	4. WITL-F>>>4. WITL-F>>>4. WITL-F>>>4. WITL-F>	4. WJXQ-F>>>4. WJXQ-F>>>4. WJXQ-F>>>4. WJXQ-F>	4. WFMK-F>>>4. WFMK-F>>>4. WFMK-F>>>4. WFMK-F>
5. WILS-F>>>5. WIBM-F>>>5. WJXQ-F>>>5. WLNZ-F>	5. WILS-F>>>5. WIBM-F>>>5. WJXQ-F>>>5. WLNZ-F>	5. WILS-F>>>5. WIBM-F>>>5. WJXQ-F>>>5. WLNZ-F>	5. WILS-F>>>5. WIBM-F>>>5. WJXQ-F>>>5. WLNZ-F>	5. WILS-F>>>5. WIBM-F>>>5. WJXQ-F>>>5. WLNZ-F>	5. WILS-F>>>5. WIBM-F>>>5. WJXQ-F>>>5. WLNZ-F>	5. WVIC-F>>>5. WVIC-F>>>5. WVIC-F>>>5. WVIC-F>	5. WVIC-F>>>5. WVIC-F>>>5. WVIC-F>>>5. WVIC-F>	5. WIBM-F>>>5. WIBM-F>>>5. WIBM-F>>>5. WIBM-F>	5. WIBM-F>>>5. WIBM-F>>>5. WIBM-F>>>5. WIBM-F>
6. WILS-F>>>6. WJXQ-F>>>6. WJXQ-F>>>6. WJR	6. WILS-F>>>6. WJXQ-F>>>6. WJXQ-F>>>6. WJR	6. WILS-F>>>6. WJXQ-F>>>6. WJXQ-F>>>6. WJR	6. WILS-F>>>6. WJXQ-F>>>6. WJXQ-F>>>6. WJR	6. WILS-F>>>6. WJXQ-F>>>6. WJXQ-F>>>6. WJR	6. WILS-F>>>6. WJXQ-F>>>6. WJXQ-F>>>6. WJR			6. WLNZ-F>>>6. WLNZ-F>>>6. WLNZ-F>>>6. WLNZ-F>	6. WJXQ-F>>>6. WJXQ-F>>>6. WJXQ-F>>>6. WJXQ-F>

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WITL	1010	Lansing	.9/3.2
WJIM	1240	Lansing	.4/2.9
WVIC	730	East Lansing	.5/1.0
WXLA	1180	Dimondale	1.1/1.9
WIOG-F	102.5	Bay City	.4/3.5
WOOD-F	105.7	Grand Rapids	.9/4.4

RADIO STATIONS

WILS, 1320, 5 KW/1 KW (DA-2) , BLACK CBS, \$ 14.00 (Banner)
 WJIM, 1240, 1 KW , BTFL NBC, \$ 13.00 (Torbet) Leicinger
 WXLA, 1180, 1 KW (DAYS,DA) , BLACK , \$ 14.00 (Patt)

WFMK-F, 99.1, 28 KW @ 600, AC , \$ 41.00 (Republic) Liggett
 WIBM-F, 94.1, 50 KW @ 500, OLDIES US 2, \$ 30.00 (Christal) (JACKSON)
 WILS-F, 101.7, 3 KW @ 180, AC CBS, \$ 28.00 (Banner)
 WITL-F, 100.7, 27 KW @ 680, COUNTRY ABC-E, \$ 51.00 (Mc-Guild) Midwest Family
 WJIM-F, 97.5, 28 KW @ 440, BTFL/EZ NBC, \$ 30.00 (Torbet) Leicinger
 WJXQ-F, 106.1, 50 KW @ 500, AOR ABC-C, \$ 26.00 (Christal)
 WLNZ-F, 92.1, 3 KW @ 300, CHR , \$ 22.00 (MMR) (JACKSON)
 WMMQ-F, 92.7, 1.5 KW @ 466, CLASSIC AOR Source, \$ 29.00 (HNWH) (ST. JOHN'S)
 WVIC-F, 94.9, 49 KW @ 500, CHR , \$ 68.00 (Katz) Goodrich (CHARLOTTE)

WJR - See Detroit WIOG-F - See Saginaw

American Radio Summer 1988 Supplement, Copyright 1988

LAS VEGAS

Arbitron Rank/Pop (12+): 74/479,900

Stations: 19/18
Diaries: 334/575:1/52.0%
Sample Target: 820
% Below Line: 0.9
% Not Listed: 15.4

1937 Revenue: \$17,600,000
HH Inc.: \$30,679
Retail \$: 4.7 Bil
Pop per Station: 26,661
#1 Biller: KLUC-F/KRSR \$2,500,000

MSA Rank/Pop: 85/575,000
ADI # 94

Average Person Ratings: 15.7
Market TSL: 21.0 hours

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% Conversion	Birch Share	Birch AQH	Birch Cume	
1. KFMS A/F (C)	96/12.7	10.9	10.9	9.5	10.2	11.0	97/ 938	901/18.8	16.7	13.0	113				KFMS A/F
2. KLUC-F (CHR)	82/10.9	10.6	10.7	11.3	12.3	10.9	82/1183	1133/24.7	27.1	27.1	63				KLUC-F
3. KKLZ-F (AOR)	70/ 9.3	7.1	8.6	4.7	5.7	7.4	70/ 759	759/15.8	14.1	12.4	142				KKLZ-F
4. KXTZ-F (EZ)	69/ 9.2	11.0	13.1	9.6	13.0	10.7	74/ 776	712/14.8	16.3	17.3	57				KXTZ-F
5. KYRK-F (U/CHR)	47/ 6.2	9.0	5.3	8.2	4.8	6.9	47/ 836	810/16.9	22.8	16.2	42				KYRK-F
6. KOMP-F (AOR)	45/ 6.0	4.8	4.4	7.1	9.1	5.6	49/ 576	625/13.0	13.1	16.8	118				KOMP-F
7. KMZQ-F (AC)	36/ 4.8	6.1	4.9	6.0	8.1	5.5	37/ 571	555/11.6	13.8	16.2	138				KMZQ-F
8. KORK (BB)	33/ 4.4	5.2	2.7	5.9	4.0	4.6	33/ 392	366/ 7.6	8.3	6.9	43				KROK
9. KDWN (T)	24/ 3.2	2.1	3.7	3.9	2.7	3.2	29/ 433	358/ 7.5	7.3	7.1	66				KDWN
10. KLSQ-F (O)	23/ 3.1	3.3	3.4	3.3	2.2	3.3	23/ 488	488/10.2	8.6	7.2	113				KLSQ-F
11. KENO (O)	20/ 2.7	2.4	1.8	2.2	1.6	2.3	20/ 274	274/ 5.7	7.6	5.7	148				KENO
12. KMTW (B)	16/ 2.1	2.0	1.4	.7	1.2	1.6	16/ 174	172/ 3.6	5.6	4.3	167				KMTW
KNUU (T)	16/ 2.1	2.0	3.0	3.3	2.9	2.6	16/ 308	304/ 6.3	7.3	7.1	100				KNUU
KRLV-F (AC)	16/ 2.1	3.1	3.5	1.7	---	2.6	16/ 380	380/ 7.9	6.7	---	181				KRLV-F
KRRI-F (O)	16/ 2.1	1.8	2.1	1.8	2.5	2.0	16/ 318	318/ 6.6	6.5	5.5	181				KRRI-F
KEYV-F (J/NA)	14/ 1.9	1.8	3.9	2.4	2.5	2.5	14/ 259	246/ 5.1	4.9	6.8	174				KLEV-F

12+ FM SHARE (METRO): 80.06% (510 of 637) (SUM 87: 82.43%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KLUC-F>>1. KKLZ-F	1. KKLZ-F	1. KKLZ-F	1. KKLZ-F	1. KFMS-F+	1. KXTZ-F<	1. KFMS-F	1. KFMS-F	1. KLUC-F	1. KLUC-F>	1. KFMS-F>
2. KYRK-F>>2. KLUC-F	2. KFMS-F+	2. KFMS-F+	2. KFMS-F+	2. KKLZ-F>	2. KFMS-F+	2. KKLZ-F	2. KXTZ-F<	2. KFMS-F	2. KFMS-F	2. KXTZ-F
3.	3. KOMP-F	3. KLUC-F	3. KLUC-F	3. KOMP-F	3. KORK >	3. KLUC-F	3. KKLZ-F	3. KXTZ-F	3. KXTZ-F<	3. KLUC-F
4.	4. KFMS-F+	4. KOMP-F	KMZQ-F	4. KLUC-F	4. KDWN	4. KXTZ-F>	4. KLUC-F	4. KKLZ-F	4. KYRK-F	4.
5.	5. KYRK-F	5. KMZQ-F	KOMP-F	5. KMZQ-F	5. KKLZ-F	5. KOMP-F	5. KOMP-F	5. KYRK-F	5. KOMP-F	5.
		6. KYRK-F				6. KMZQ-F<	6. KYRK-F	6. KOMP-F	6. KKLZ-F	
						7. KYRK-F	7. KMZQ-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KLUC-F>	1. KLUC-F	1. KMZQ-F	1. KLUC-F	1. KFMS-F+	1. KLUC-F	1. KKLZ-F	1. KKLZ-F>	1. KKLZ-F	1. KKLZ-F<
2. KKLZ-F	2. KKLZ-F	2. KKLZ-F>	2. KFMS-F+	2. KLUC-F	2. KYRK-F	2. KOMP-F	2. KOMP-F	2. KFMS-F+	2. KFMS-F+
3. KYRK-F	3. KMZQ-F	3. KLUC-F	KKLZ-F	KMZQ-F	3. KFMS-F+	3. KFMS-F+	3. KFMS-F+	3. KOMP-F	3. KOMP-F
4. KOMP-F	4. KOMP-F	4. KENO	4. KMZQ-F>	4. KXTZ-F	4. KOMP-F	4. KLUC-F	4.	4. KLUC-F	4. KLUC-F
5. KLSQ-F	KYRK-F	KFMS-F+	5. KLSQ-F	5. KKLZ-F	5. KRSR	5. KYRK-F	5.	5. KYRK-F	5.
6. KFMS-F+	6. KLSQ-F	KLSQ-F	KOMP-F	KYRK-F					

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KRSR	1140	N. Las Vegas	1.1/2.6
KLVV-F	107.5	Pahrump	.8/2.1

RADIO STATIONS

KDWN, 720, 50 KW (DA-N)	, TALK	,\$ 22.00	(Roslin)	
KENO, 1460, 5 KW/1 KW (DA-N)	, OLDIES	,\$ 17.00	(Christal)	Lotus
KRSR, 1140, 10 KW/2.5 KW (DA-N)	, CHR/AOR	,\$ 16.00	(Mc-Guild)	Nationwide
KNUU, 970, 5 KW/500 W (DA-2)	, TALK	CBS,MBS,\$ 15.00	(---	
KORK, 920, 5 KW/500 W (DA-N)	, NOSTALGIA	ACB-I,\$ 25.00	(MMR)	Anchor
KMTW, 1340, 1 KW	, BLACK	SMN,\$ 16.00	(Banner)	Medina
KEYV-F, 93.1, 50 KW @ 103,	JAZZ/NEW AGE	,\$ 30.00	(HNWH)	
KFMS-F, 101.9, 100 KW @ 1110,	COUNTRY	,\$ 47.00	(Katz)	
KKLZ-F, 96.3, 100 KW @ 1170,	CLASSIC AOR	,\$ 34.00	(Banner)	Medina
KLSQ-F, 95.5, 100 KW @ 1120,	OLDIES	,\$ 27.00	(Torbet)	
KLUC-F, 98.5, 100 KW @ 1180,	CHR	ABC-C,\$ 61.00	(Mc-Guild)	Nationwide
KMZQ-F, 100.5, 98 KW @ 1180,	AC	,\$ 44.00	(Republic)	Olympic
KOMP-F, 92.3, 100 KW @ 1520,	AOR	,\$ 40.00	(Christal)	Lotus
KRRI-F, 105.5, 120 W @ 1477,	OLDIES	MBS,\$ 21.00	(Torbet)	
KXTZ-F, 94.1, 100 KW @ 1210,	BTFL/EZ	,\$ 45.00	(Durpetti)	Parker
KYRK-F, 97.1, 50 KW @ 1950,	CHR/URBAN	ABC-E,\$ 35.00	(MMR)	Anchor
KRLV-F, 106.3, 100 KW @ 1155,	SOFT AC	,\$ 26.00	(Eastman)	

LOS ANGELES

Arbitron Rank/Pop (12+): 2/8,604,700

Stations: 47/47
Diaries: 3314/2665:1/41.2%
Sample Target: 3440
% Below Line: 0
% Not Listed: 8.7

1987 Revenue: \$293,600,000
HH Inc.: \$37,900
Retail \$: 80.0 Bil
Pop per Station: 187,911
#1 Biller: KIIS A/F \$29,000,000

MSA Rank/Pop: 2/11,300,000
AOI # 2
Average Person Ratings: 13.0
Market TSL: 23.75 hours

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% Conversion	Birch Share	Birch AQH	Birch Cume
1. KPWR-F (U/CHR)	1185/7.4	7.4	7.1	7.5	6.6	7.4	1292/17509	15931/18.0	18.6	16.6	66			KPWR-F
2. KIIS A/F (U/CHR)	1096/6.9	6.5	6.8	7.2	6.5	6.9	1272/21880	18883/21.4	20.0	20.9	103			KIIS A/F
3. KABC (T)	907/5.7	6.2	5.8	5.5	5.8	5.8	992/12775	11457/13.0	13.3	13.5	74			KABC
4. KOST-F (AC)	789/5.0	4.6	5.3	4.5	4.9	4.9	908/13503	11735/13.3	12.9	12.8	114			KOST-F
5. KLOS-F (AOR)	686/4.3	4.3	3.6	3.8	3.0	4.0	1020/12216	8729/ 9.9	10.9	8.7	102			KLOS-F
6. KBIG-F (AC)	670/4.2	3.4	3.3	4.0	4.3	3.7	768/10490	8673/ 9.8	8.8	10.8	114			KBIG-F
7. KJOI-F (EZ)	645/4.1	4.2	3.9	4.3	4.5	4.1	693/ 8234	7535/ 8.5	9.6	9.8	76			KJOI-F
8. KROQ-F (AOR)	546/3.4	3.4	3.4	3.7	4.3	3.5	615/10520	9082/10.3	9.8	11.8	53			KROQ-F
9. KFNB (N)	523/3.3	2.7	3.3	4.2	2.6	3.4	545/11934	11246/12.7	11.6	12.0	70			KFNB
10. KLSX-F (AOR)	495/3.1	2.7	3.0	3.6	3.0	3.1	525/ 7546	6776/ 7.7	8.8	8.4	148			KLSX-F
11. KRTH-F (O)	489/3.1	3.7	3.3	3.7	3.3	3.5	675/13212	10230/11.6	11.9	11.4	143			KRTH-F
12. KNX (N)	487/3.1	2.9	3.0	3.2	2.8	3.1	604/13230	10481/11.9	11.1	10.6	77			KNX
13. KTWV-F (J/NA)	483/3.0	1.7	2.4	2.3	2.7	2.4	547/ 8932	7792/ 8.8	6.7	7.3	153			KTWV-F
14. KLVE-F (SP)	433/2.7	3.1	2.8	2.5	2.8	2.8	447/ 4925	4614/ 5.2	5.8	6.0	119			KLVE-F
15. KTNQ (SP)	424/2.7	4.2	3.0	3.0	2.3	3.2	443/ 4312	4040/ 4.6	6.2	4.1	107			KTNQ
16. KIQQ-F (AC)	413/2.6	2.4	2.5	2.8	2.7	2.6	453/ 9138	7153/ 8.1	7.0	7.2	142			KIQQ-F
17. KZLA-F (C)	329/2.1	2.1	2.4	2.1	2.5	2.2	371/ 5108	4526/ 5.1	4.6	6.0	119			KZLA-F
18. KMPC (BB)	319/2.0	2.4	2.7	2.5	2.8	2.4	409/ 6963	5685/ 6.4	6.7	8.0	50			KMPC
19. KJLH-F (B/U)	254/1.6	1.6	2.3	1.8	2.2	1.8	254/ 4678	4672/ 5.3	5.4	5.3	106			KJLH-F
20. KDAY (B/U)	252/1.6	1.5	1.7	1.5	1.5	1.6	253/ 3512	3482/ 3.9	4.2	4.0	19			KDAY
21. KSKQ (SP)	249/1.6	1.4	.9	.9	.7	1.2	249/ 2260	2253/ 2.6	2.6	2.0	88			KSKQ
22. KKG-D (J)	244/1.5	1.0	1.2	1.0	1.0	1.2	259/ 4114	3816/ 4.3	3.8	3.9	140			KKG-D
23. KWKW (SP)	237/1.5	1.9	1.8	1.0	1.2	1.6	237/ 2341	2327/ 2.6	3.4	2.9	120			KWKW
24. KFAC-F (CL)	220/1.4	1.4	1.4	1.6	1.7	1.5	244/ 4968	4442/ 5.0	5.1	5.4	100			KFAC-F
25. KFI (T)	219/1.4	1.4	1.2	1.3	1.4	1.3	316/ 5941	4090/ 4.6	5.2	5.5	114			KFI
26. KRLA (O)	214/1.3	1.3	1.3	1.1	1.2	1.3	236/ 3761	3388/ 3.8	4.3	4.9	108			KRLA
27. KNX-F (AOR)	213/1.3	1.3	1.9	1.3	1.6	1.5	252/ 5384	4374/ 5.0	5.5	5.0	146			KNX-F
28. KACE-F (B)	156/1.0	.9	1.0	.9	.8	1.0	174/ 3166	3054/ 3.5	3.1	2.9	100			KACE-F
KLAC (C)	156/1.0	1.6	1.2	1.4	1.0	1.3	185/ 2961	2561/ 2.9	5.8	2.9	110			KLAC

12+ FM SHARE (METRO): 68.40% (9939 of 14531) (SUM 87: 69.04%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KPWR-F >	1. KPWR-F	1. KIIS-F+	1. KIIS-F+	>1. KIIS-F+	1. KABC >	1. KIIS-F+	1. KPWR-F	1. KPWR-F	1. KABC	1. KABC >
2. KIIS-F+	2. KIIS-F+	2. KPWR-F	2. KOST-F	<2. KOST-F	2. KJOI-F	2. KABC	2. KIIS-F+	2. KIIS-F+	2. KPWR-F	2. KFNB >
3. KROQ-F	3. KLOS-F	3. KLOS-F	3. KPWR-F	3. KPWR-F	3. KFNB	3. KPWR-F	3. KJOI-F	3. KBIG-F	3. KOST-F	3. KIIS-F
4. KDAY	4. KOST-F	4. KOST-F	4. KLSX-F	4. KBIG-F	4. KNX	4. KLOS-F	4. KBIG-F	4. KBIG-F	4. KIIS-F+	KNX
5.	5. KROQ-F	5. KLSX-F	5. KRTH-F	5. KLSX-F	5. KBIG-F	5. KFNB	5. KOST-F	5. KLOS-F	5. KROQ-F	5. KOST-F
6.	6. KLSX-F	6. KBIG-F	6. KLOS-F	6. KRTH-F	6. KOST-F	6. KNX	6. KLOS-F	6. KJOI-F	6. KNX	6. KTNQ-F
7.	7. KBIG-F	7. KRTH-F	7. KBIG-F	7. KTWV-F	7. KIIS-F+	7. KTNQ-F	7. KABC	7. KMPC	7. KPWR-F	7. KPWR-F
8.	8. KLVE-F	8. KTWV-F	8. KTWV-F	8. KLOS-F	8. KMPC	8. KOST-F	8. KLSX-F	8. KROQ-F	8. KLSX-F	8. KIQQ-F
9.	9. KRTH-F	9. KROQ-F	9. KABC	9. KABC	9. KRTH-F	9. KBIG-F	9. KTWV-F	9. KRTH-F	9. KLOS-F	9. KLOS-F
10.	10. KTWV-F	10. KABC	10. KIQQ-F	10. KIQQ-F	10. KTWV-F	10. KJOI-F	10. KRTH	10. KTWV-F	10.	10. KJOI-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KPWR-F	1. KIIS-F+	1. KIIS-F+	1. KIIS-F+	1. KIIS-F+	1. KLOS-F	1. KLOS-F	1. KLOS-F	1. KLOS-F	1. KIIS-F+
2. KIIS-F+	>2. KPWR-F	2. KOST-F	2. KPWR-F	2. KOST-F	2. KPWR-F	2. KPWR-F	2. KLSX-F	2. KPWR-F	<2. KLOS-F
3. KOST-F	3. KOST-F	3. KBIG-F	3. KOST-F	3. KBIG-F	3. KROQ-F	3. KIIS-F+	3. KIIS-F+	3. KIIS-F+	3. KLSX-F
4. KROQ-F	>4. KBIG-F	4. KPWR-F	4. KBIG-F	>4. KPWR-F	4. KIIS-F+	4. KLSX-F	4. KPWR-F	4. KLSX-F	4. KABC
5. KBIG-F	5. KLOS-F	5. KRTH-F	5. KRTH-F	5. KIQQ-F	5. KLSX-F	5. KROQ-F	5. KLVE-F	5. KROQ-F	5. KPWR-F
6. KLOS-F	KROQ-F	6. KTWV-F	6. KIQQ-F	6. KRTH-F	6. KNAC-F	6. KLVE-F	6. KTWV-F	6. KABC	6. KTWV-F
7. KJLH-F	7. KJLH-F	7. KLVE-F	7. KTWV-F	7. KTWV-F	7. KDAY	7. KOST-F	7. KTNQ-F	7. KRTH-F	7. KRTH-F
8. KDAY	8. KLVE-F	8. KIQQ-F	8. KLVE-F	8. KJOI-F	8. KOST-F	8. KTWV-F	8. KOST-F	8. KTWV-F	8. KOST-F
9. KLVE-F	KRTH-F	9. KLOS-F	9. KLOS-F	9. KLVE-F	9. KACE-F	9. KRTH-F	9. KRTH-F	9. KOST-F	9. KLVE-F
10. KIQQ-F	10. KIQQ-F	10. KJLH-F	10. KJLH-F	10. KABC	10. KBIG-F	10. KTNQ	KROQ-F	10. KLVE-F	KNX

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KALI	1430	San Gabriel	.6/1.8
KBRT	740	Avalon	.3/1.7
KFAC	92.3	Los Angeles	.3/1.3
KFSG-F	96.3	Los Angeles	.3/ .9
KGFJ	1230	Los Angeles	.9/1.9
KGIL	1260	San Fernando	.4/1.2
KGRB	900	West Covina	.4/1.8
KIEV	870	Colendale	.3/2.0
KIKF-F	94.3	Garden Grove	.4/ .3
KKLA-F	99.5	Los Angeles	.6/1.7
KMAX-F	107.1	Arcadia	.3/1.2
KMPC-F	101.9	Glendale	.4/2.0
KRTH	930	Los Angeles	.9/3.5
KSKQ-F	97.9	Long Beach	.6/2.3
KYMS-F	106.3	Santa Ana	.3/ .8

RADIO STATIONS

AM STATIONS

KABC, 790, 5 KW (DA-N)	, TALK	ABC-T,ABC-I,\$400.00	(Katz)	Cap Cities/ABC	
KALI, 1430, 5 KW (DA-2)	, HISPANIC	, \$ 78.00	(MMR)	United	(SAN GABRIEL)
KBRT, 740, 10 KW (DAYS,DA)	, RELIGION	, \$ 50.00	(---)		(AVALON)
KDAY, 1580, 50 KW (DA-2)	, BLACK	NBN,\$100.00	(Roslin)	Heritage	(SANTA MONICA)
KFI, 640, 50 KW	, TALK	MBS,\$160.00	(Christal)	Cox	
KFWB, 980, 5 KW	, NEWS	UPI,NBC,\$300.00	(Group W)	Westinghouse	
KGFJ, 1230, 1 KW	, BLACK OLDIES	SMN,SBN,\$ 70.00	(Roslin)		
KLAC, 570, 5 KW (DA-N)	, COUNTRY	ABC-D,\$125.00	(Eastman)	Malrite	
KMPC, 710, 50 KW/10 KW (DA-N)	, NOSTALGIA	, \$275.00	(Durpetti)	Golden West	
KNX, 1070, 50 KW	, NEWS	CBS,\$330.00	(CBS)	CBS	
KRLA, 1110, 50 KW/10 KW (DA-2)	, OLDIES	, \$110.00	(MMR)	Greater Media	
KRTH, 930, 5 KW (DA-N)	, OLDIES	US 1,\$ NA	(Republic)	RKO	
KSKQ, 1540, 50 KW/10 KW (DA-2)	, HISPANIC	, \$ 90.00	(SBS)	Spanish Broadcasting	
KTNQ, 1020, 50 KW (DA-2)	, HISPANIC	, \$160.00	(Caballero)	Heftel	
KWKW, 1300, 5 KW/1 KW (DA-2)	, HISPANIC	, \$ 90.00	(Lotus)	Lotus	

FM STATIONS

KACE, 103.9, 1.6 KW @ 390, BLACK		APR,\$ 70.00	(K & P)	All Pro	(INGLEWOOD)
KBIG, 104.3, 105 KW @ 2890, BTFL/EZ		, \$270.00	(CBS)	Bonneville	
KFAC, 92.3, 43 KW @ 2835, CLASSICAL		, \$200.00	(Mc-Guild)		
KFSG, 96.3, 54 KW @ 480, RELIGION		APR,\$ 40.00	(---)		
KIIS, 102.7, 8 KW @ 2790, CHR		, \$550.00	(Mc-Guild)	Gannett	
KGIL, 94.3, 3 KW @ -180, AC		, \$ 45.00	(HNWH)	Buckley	(SAN FERNANDO)
KIQQ, 100.3, 5 KW @ 3060, SOFT AC		Trans,\$205.00	(HNWH)	Outlet	
KJLH, 102.3, 3 KW @ 300, BLACK		, \$119.00	(Roslin)		(COMPTON)
KJOI, 98.7, 75 KW @ 1180, BTFL/EZ		, \$280.00	(Banner)	Legacy to Command	
KKGO, 105.1, 18 KW @ 2900, JAZZ		APR,\$110.00	(CMBS)		
KLOS, 95.5, 63 KW @ 3129, AOR		ABC-R,\$310.00	(Katz)	Cap Cities/ABC	
KLSX, 97.1, 55 KW @ 770, CLASSIC AOR		, \$300.00	(MMR)	Greater Media	
KLVE, 107.5, 30 KW @ 2800, HISPANIC		, \$160.00	(Caballero)	Heftel	
KMAX, 107.1, 3 KW @ ??, ETHNIC/RELIGION		, \$ 40.00	(---)		(ARCADIA)
KMPC, 101.9, 25 KW @ 2848, AOR		, \$100.00	(Durpetti)	Golden West	(GLENDALE)
KNX, 93.1, 28 KW @ 3496, AOR		CBS-R,\$145.00	(CBS)	CBS	
KNAC, 105.5, 2 KW @ 400, AOR		ABC-F,\$110.00	(---)		
KOST, 103.5, 13 KW @ 3100, AC		, \$390.00	(Christal)	Cox	
KPWR, 105.9, 72 KW @ 770, CHR/URBAN		, \$415.00	(HNWH)	Emmis	
KRTH, 101.1, 51 KW @ 3130, OLDIES		US 2,\$355.00	(Republic)	RKO	
KROQ, 106.7, 6 KW @ 1388, AOR		, \$340.00	(Torbet)	Infinity	
KSKQ, 97.9, 79 KW @ 420, HISPANIC		, \$ 75.00	(SBS)	Spanish Broadcasting	
KTWV, 94.7, 58 KW @ 2952, JAZZ/NEW AGE		SMN,Source,\$250.00	(Banner)	Metropolitan to Legacy	
KZLA, 93.9, 49 KW @ 720, COUNTRY		, \$225.00	(Eastman)	Malrite	

LOUISVILLE

Arbitron Rank/Pop (12+): 47/795,800
 MSA Rank/Pop: 43/971,000
 ADI # 47
 Average Person Ratings: 17.7
 Market TSL: 19.0

Stations: 17/17
 Diaries: 1316/605:1/53.1%
 Sample Target: 1200
 % Below Line: 0
 % Not Listed: 7.4

1987 Revenue: \$22,300,000
 HH Inc.: \$30,919
 Retail \$: 6.2 Bil
 Pop per Station: 46,812
 #1 Biller: WHAS \$6,000,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% Conversion	Birch Share	Birch AQH	Birch Cume
1. WAMZ-F (C)	200/17.8	16.1	16.7	14.3	16.6	16.2	269/3016	2044/25.7	27.1	25.8	121			WAMZ-F
2. WHAS (MOR)	196/17.5	15.4	17.7	16.1	13.0	16.7	263/3277	2365/29.7	32.2	30.1	93			WHAS
3. WQMF-F (AOR)	107/ 9.5	8.9	9.2	8.8	8.8	9.1	156/2223	1570/19.7	17.8	18.5	95			WQMF-F
4. WDJX-F (CHR)	91/ 8.1	10.9	9.1	9.3	9.5	9.4	138/2415	1665/20.9	23.6	21.3	74			WDJX-F
5. WVEZ-F (AC)	77/ 6.9	6.9	6.1	8.5	9.0	7.1	88/1383	1195/15.0	16.8	17.2	117			WVEZ-F
6. WLRS-F (CHR)	74/ 6.6	5.8	5.3	6.3	5.9	6.0	76/1611	1458/18.3	18.9	20.6	76			WLRS-F
7. WJYL-F (B)	53/ 4.7	5.9	4.7	4.1	6.1	4.9	64/ 805	672/ 8.4	10.6	8.8	91			WJYL-F
8. WRKA-F (AC)	48/ 4.3	6.6	5.1	7.9	6.3	6.0	48/1061	1039/13.1	17.8	15.8	156			WRKA-F
9. WLOU (B)	39/ 3.5	3.2	4.0	4.5	3.2	3.8	40/ 540	521/ 6.5	7.6	8.1	109			WLOU
10. WJYL-F (B)	53/ 4.7	5.9	4.7	4.1	6.1	4.9	64/ 805	672/ 8.4	10.6	8.8	91			WJYL-F
11. WXVW (BB)	34/ 3.0	2.5	2.4	2.6	3.2	2.6	34/ 389	382/ 4.8	5.0	6.7	17			WXVW
12. WCII (O)	29/ 2.6	1.7	1.5	2.5	1.2	2.1	31/ 569	536/ 6.7	5.8	4.5	154			WCII
13. WXLN-F (R)	17/ 1.5	.8	1.1	1.6	1.1	1.3	17/ 415	363/ 4.6	3.1	3.5	147			WXLN-F
14.														
15.														

12+ FM SHARE (METRO): 64.20% (667 of 1039) (SUM 87: 67.86%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WDJX-F>>>1. WQMF-F>	1. WAMZ-F	1. WAMZ-F	1. WAMZ-F	1. WAMZ-F	1. WHAS	1. WHAS >>>1. WAMZ-F	1. WAMZ-F	1. WAMZ-F	1. WAMZ-F	1. WHAS
2. WLRS-F	2. WAMZ-F	2. WQMF-F	2. WHAS	2. WHAS	2. WHAS	2. WAMZ-F>>2. WAMZ-F	2. WHAS	2. WHAS	2. WHAS	2. WAVG <
3. WQMF-F	3. WDJX-F<	3. WHAS	3. WQMF-F	3. WQMF-F	3. WQMF-F	3. WVEZ-F	3. WQMF-F	3. WQMF-F	3. WDJX-F<	3. WLRS-F
4. WJYL-F	4. WLRS-F	4. WDJX-F<	4. WVEZ-F	4. WVEZ-F	4. WVEZ-F	4. WDJX-F	4. WDJX-F	4. WDJX-F	4. WQMF-F	4. WDJX-F
5.	5. WJYL-F	5. WLRS-F	5. WRKA-F	5. WRKA-F	5.	5. WVEZ-F	5. WVEZ-F	5. WLRS-F	5. WLRS-F	5.
6. WHAS	6. WHAS	6. WVEZ-F	6. WDJX-F	6. WDJX-F	6. WDJX-F	6. WLRS-F	6. WLRS-F	6. WVEZ-F	6. WJYL-F	6. WJYL-F
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WQMF-F	1. WAMZ-F	1. WAMZ-F	1. WAMZ-F	1. WAMZ-F		1. WQMF-F>>>1. WQMF-F>>>1. WQMF-F>>>1. WQMF-F	1. WQMF-F	1. WQMF-F	1. WAMZ-F	1. WAMZ-F>
2. WDJX-F	2. WAMZ-F	2. WHAS	2. WHAS	2. WHAS		2. WLRS-F	2. WAMZ-F	2. WAMZ-F	2. WAMZ-F	2. WQMF-F
3. WJYL-F	3. WJYL-F	3. WDJX-F	3. WDJX-F	3. WVEZ-F		3. WAMZ-F	3. WLRS-F	3. WHAS	3. WHAS	3. WHAS >>
4. WLRS-F	4. WQMF-F	4. WRKA-F	4. WVEZ-F	4. WRKA-F		4. WJYL-F	4. WHAS	4. WLRS-F	4. WLRS-F	4. WVEZ-F
5. WAMZ-F>>>5. WLRS-F	5. WLRS-F	5. WJYL-F	5. WJYL-F	5. WDJX-F		5. WDJX-F	5. WDJX-F	5. WRKA-F	5. WRKA-F	5. WCII
6. WVEZ-F	6. WVEZ-F	6. WVEZ-F	6. WDJX-F	6. WJYL-F			WRKA-F	6. WVEZ-F	6. WVEZ-F	6. WRKA-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCND	940	Shelbyville	.8/ .8
WFIA	900	Louisville	.8/2.4
WTMT	620	Louisville	1.2/4.2
WVEZ	790	Louisville	.4/2.8

RADIO STATIONS

WAVG, 970, 5 KW (DA-2)	, MOR	NBC,US 2,\$ 34.00	(MMR)	Radio One
WCII, 1080, 10 KW/1 KW (DA-2)	, OLDIES	SMN,\$ 22.00	(Republic)	Stoner
WHAS, 840, 50 KW	, MOR	ABC-I,\$120.00	(Christal)	Clear Channel
WLOU, 1350, 5 KW/500 W (DA-N)	, BLACK	SBN,\$ 29.00	(MMR)	Johnson
WTMT, 620, 500 W (DA-2)	, COUNTRY	,\$ 13.00	(---)	
WXVW, 1450, 1 KW	, NOSTALGIA	SMN,\$ 26.00	(K & P)	
WAMZ-F, 97.5, 100 KW @ 505, COUNTRY		,\$ 90.00	(Christal)	Clear Channel
WDJX-F, 99.7, 24 KW @ 720, CHR		ABC-F,\$ 50.00	(Republic)	Stoner
WJYL-F, 101.7, 3 KW @ 300, BLACK		,\$ 32.00	(Banner)	Media Capital
WLRS-F, 102.3, 3 KW @ 300, CHR		ABC-R,\$ 44.00	(MMR)	Radio One
WQMF-F, 95.7, 34 KW @ 580, AOR		Source,\$ 54.00	(Eastman)	
WRKA-F, 103.1, 3 KW @ 300, AC		,\$ 51.00	(Banner)	Capitol-Johnson
WVEZ-F, 106.9, 24 KW @ 670, SOFT AC		,\$ 47.00	(Katz)	Federal
WXLN-F, 103.9, 3 KW @ 300, RELIGION		ABC-C,\$ 16.00	(---)	

McALLEN - BROWNSVILLE

Arbitron Rank/Pop (12+): 76/467,600
 MSA Rank/Pop: McAllen - 125/371,500
 ADI # 115 Brownsville - 168/259,900
 Average Person Ratings: 19.8
 Market TSL: 26.75 hours

Stations: 20/19
 Diaries: 732/639:1/46.7%
 Sample Target: 810
 % Below Line: 0.6
 % Not Listed: 5.6

1987 Revenue: \$10,500,000
 HH Inc.: \$23,900
 Retail \$: 3.3 Bil
 Pop per Station: 24,611
 #1 Biller: KGBT \$1,800,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume
1. KGBT (SP)	169/18.3	20.6	19.4	15.2	11.2	18.4	182/1343	1202/25.7	30.4	20.1	78			KGBT
2. KBFM-F (CHR)	157/17.0	15.0	11.2	14.0	15.6	14.3	171/1639	1505/32.2	30.9	32.4	68			KBFM-F
3. KIWW-F (SP)	90/ 9.7	8.2	8.9	8.6	7.6	8.9	95/1085	983/21.0	20.6	16.3	125			KIWW-F
4. KTXF-F (C)	84/ 9.1	9.2	8.2	7.8	9.0	8.6	84/ 972	851/18.2	17.7	16.9	114			KTXF-F
5. KELT-F (AC)	76/ 8.2	6.9	5.7	7.0	7.8	7.0	88/ 985	906/19.4	16.3	17.8	156			KELT-F
6. KRIX-F (AOR)	54/ 5.8	3.7	5.1	5.6	6.1	5.1	55/ 686	651/13.9	9.7	13.0	64			KRIX-F
7. KQXX-F (SP)	46/ 5.0	4.6	7.1	5.2	6.2	5.5	46/ 556	538/11.5	11.8	11.9	154			KQXX-F
8. KVLY-F (EZ)	45/ 4.9	4.2	4.8	4.8	5.5	4.7	51/ 399	360/ 7.7	7.2	9.8	80			KVLY-F
9. KIRT (SP)	33/ 3.6	3.7	5.2	2.7	3.6	3.8	35/ 421	400/ 8.6	8.7	6.6	97			KIRT
10. KBOR (SP)	32/ 3.5	2.9	3.1	1.9	1.3	2.9	32/ 255	255/ 5.5	6.8	3.8	106			KBOR
11. KRGE (CHR)	24/ 2.6	4.6	4.8	6.4	6.6	4.6	29/ 618	563/12.0	15.5	17.2	81			KRGE
12. KJAV-F (R/G)	16/ 1.7	1.8	2.3	2.1	2.3	2.0	16/ 130	130/ 2.8	2.5	2.1	112			KJAV-F
13. KURV (T)	14/ 1.5	1.2	1.0	2.5	2.8	1.6	14/ 206	206/ 4.4	4.2	4.1	127			KURV
14.														
15.														

12+ FM SHARE (METRO): 66.86% (583 of 872) (SUM 87: 63.38%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KBFM-F>>1. KBFM-F>	1. KBFM-F>	1. KBFM-F>	1. KELT-F	1. KGBT	1. KGBT >>1. KGBT >	1. KGBT >	1. KGBT <	1. KBFM-F>	1. KBFM-F>	1. KGBT <
2. KRIX-F>	2. KELT-F	2. KELT-F	2. KIWW-F	2. KELT-F	2. KIWW-F	2. KBFM-F>	2. KBFM-F>	2. KBFM-F>>	2. KGBT	2. KIWW-F
3. KTXF-F	3. KTXF-F	3. KIWW-F	3. KBFM-F	3. KIWW-F	3. KVLY-F	3. KIWW-F	3. KIWW-F	3. KELT-F	3. KIWW-F	3. KBFM-F
4.	4. KIWW-F	4. KTXF-F	4. KTXF-F	4. KBFM-F	4. KQXX-F	4. KTXF-F	4. KELT-F	KTXF-F	4. KTXF-F	4. KTXF-F
5.	5. KRIX-F	5. KGBT	5. KGBT	5. KTXF-F	5. KTXF-F+	5. KELT-F	5. KRIX-F<	5. KIWW-F	5. KQXX-F	5. KQXX-F
							6. KVLY-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KBFM-F>>1. KTXF-F	1. KTXF-F	1. KTXF-F	1. KBFM-F<	1. KGBT	1. KBFM-F>	1. KBFM-F>	1. KELT-F	1. KBFM-F>	1. KBFM-F
2. KTXF-F	2. KBFM-F	2. KELT-F	2. KTXF-F	2. KIWW-F	2. KRIX-F>>	2. KELT-F	2. KBFM-F>	2. KELT-F	KELT-F
3. KELT-F	3. KELT-F	3. KIWW-F	3. KIWW-F<	3. KTXF-F	3. KIWW-F	KRIX-F>	3. KRIX-F	3. KIWW-F	3. KGBT
4. KIWW-F	4. KIWW-F	4. KBFM-F	4. KELT-F>	4. KELT-F	4. KTXF-F	4. KIWW-F	4. KGBT	KRIX-F	4. KIWW-F
5.	5.	5. KGBT	5. KGBT	5. KBFM-F	5. KELT-F	5. KGBT	5. KIWW-F	5. KGBT	5. KQXX-F
		KQXX-F			KRGE	6. KQXX-F			

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KGAR-F	106.3	Mercedes	.4/1.7
KITM-F	105.5	Mission	.6/2.2
KRIO	910	McAllen	.8/3.4
KTRH	740	Houston	.5/1.6

RADIO STATIONS

KBOR, 1600, 1 KW (DA-1)	, HISPANIC	, \$ 20.00 (Lotus)	
KGBT, 1530, 50 KW (DA-N)	, HISPANIC	, \$ 70.00 (Katz Hisp.)	Tichenor
KIRT, 1580, 1 KW/300 W	, HISPANIC	, \$ 22.00 (Caballero)	Gomez
KRGE, 1290, 5 KW (DA-2)	, CHR	US 1, \$ 27.00 (Banner)	Daytona
KURV, 710, 1 KW (DA-1)	, TALK	NBC-T, ABC-T, \$ 14.00 (Miller)	
KBFM-F, 104.1, 100 KW @ 990, CHR		ABC-F, \$ 43.00 (Republic)	Encore
KELT-F, 94.5, 100 KW @ 1154, AC		, \$ 40.00 (Katz)	
KIWW-F, 96.1, 100 KW @ 540, HISPANIC		, \$ 30.00 (Mc-Guild)	Tichenor
KQXX-F, 98.5, 100 KW @ ??, HISPANIC		, \$ 25.00 (Caballero)	Gomez
KRIX-F, 99.5, 100 KW @ 480, AOR		, \$ 24.00 (Banner)	Daytona
KTXF-F, 100.3, 100 KW @ 500, COUNTRY		ABC-E, \$ 37.00 (Christal)	
KVLY-F, 107.9, 100 KW @ 490, BTFL/EZ		, \$ 25.00 (HNWH)	Tippie

MEMPHIS

Arbitron Rank/Pop (12+): 42/868,300

MSA Rank/Pop: 50/969,000

Average Person Ratings: 15.8
Market TSL: 21.5 hours

Stations: 20/20
Diaries: 1208/719:1/49.9%
Sample Target: 1160
% Below Line: 0
% Not Listed: 6.6

1987 Revenue: \$24,000,000
HH Inc.: \$29,448
Retail \$: 7.1 Bil
Pop per Station: 43,415
#1 Biller: WMC-F, WRVR A/F \$4,200,000

12+ METRO	1/4/SHARE	SPG 98	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% Conversion	Birch Share	Birch AQH	Birch Cume
1. WHRK-F (B)	191/13.9	11.8	12.2	14.0	13.5	13.0	246/2644	2055/23.7	23.8	26.7	94			WHRK-F
2. KRNB-F (B)	150/10.9	9.4	10.6	8.4	9.2	9.8	179/2077	1757/20.2	19.1	20.4	86			KRNB-F
3. WMC-F (CHR)	127/ 9.2	12.8	10.5	9.1	11.2	10.4	202/3184	2186/25.2	25.4	28.0	97			WMC-F
4. WGKX-F (C)	125/ 9.1	9.9	9.3	9.0	9.6	9.3	180/2413	1722/19.8	20.4	18.2	125			WGKX-F
5. WEGR-F (AOR)	111/ 8.1	4.9	5.2	5.4	5.2	5.9	142/1539	1159/13.3	10.5	12.5	101			WEGR-F
6. WRVR-F (AC)	93/ 7.1	7.1	8.3	6.7	8.0	7.3	112/1942	1531/17.6	18.3	18.6	155			WRVR-F
7. WDIA (B)	84/ 5.1	5.2	5.6	5.7	5.3	5.7	108/1651	1313/15.1	15.5	13.7	116			WDIA
8. WLOK (B)	76/ 5.5	6.3	5.3	6.8	6.3	4.7	76/ 850	850/ 9.8	11.0	11.8	73			WLOK
9. WEZI-F (EZ)	62/ 4.5	4.4	6.6	6.2	5.7	5.4	62/ 878	834/ 9.6	10.2	11.6	98			WEZI-F
10. WMC (C)	51/ 3.7	2.8	2.7	3.9	3.3	3.3	53/ 785	645/ 7.4	7.7	7.6	70			WMC
11. WHBQ (N/T)	44/ 3.2	3.2	4.9	2.9	4.6	3.6	52/ 387	712/ 8.2	8.0	9.8	81			WHBQ
12. KMPZ-F (AOR)	33/ 2.4	2.4	3.4	4.0	4.3	3.1	58/1379	832/ 9.6	8.5	9.0	71			KMPZ-F
13. WREC (BB)	29/ 2.1	2.7	2.0	2.5	3.0	2.3	44/ 871	658/ 7.6	7.5	8.2	71			WREC
14. KFTH-F (?)	28/ 2.0	1.4	2.3	1.7	.7	1.9	28/ 468	468/ 5.4	4.1	2.6	95			KFTH-F
15. WRVR (D)	20/ 1.5	2.1	.8	1.2	2.2	1.4	34/ 562	390/ 4.5	5.9	6.4	120			WRVR

12+ FM SHARE (METRO): 72.51% (931 of 1284) (SUM 87: 70.42%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KRNB-F	1. WHRK-F	1. WHRK-F	1. WHRK-F	1. WHRK-F	1. WLOK	1. WGKX-F	1. WHRK-F	1. WHRK-F	1. WHRK-F	1. WDIA
2. WHRK-F	2. WEGR-F	2. KRNB-F	2. WRVR-F	2. WGKX-F	2. WHRK-F	2. WHRK-F	2. WGKX-F	2. KRNB-F	2. KRNB-F	2. WEGR-F
3. WMC-F	3. KRNB-F	3. WEGR-F	3. WGKX	3. WRVR-F	3. WEZI-F	3. KRNB-F	3. WMC-F	3. WGKX-F	3. WMC-F	3. KRNB-F
4. KMPZ-F	4. WMC-F	4. WMC-F	4. KRNB-F	4. KRNB-F	4. WDIA	4. WEGR-F	4. KRNB-F	4. WMC-F	4. WEGR-F	4. WHRK-F
5.	5. WGKX-F	5. WGKX-F	5. WMC-F	5. WMC-F	5. WMC	5. WMC-F	5. WEGR-F	5. WEGR-F	5. WEGR-F	5. WGKX-F
	6. WRVR-F	6. WRVR-F	6. WEGR-F	6. WEGR-F	6. WRVR-F	6. WDIA	6. WRVR-F	6. WRVR-F	6. WLOK	6. WLOK

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WHRK-F	1. WHRK-F	1. KRNB-F	1. WHRK-F	1. WGKX-F	1. WEGR-F	1. WEGR-F	1. WEGR-F	1. WHRK-F	1. WHRK-F
2. KRNB-F	2. KRNB-F	2. WHRK-F	2. WMC-F	2. WHRK-F	2. WHRK-F	2. WHRK-F	2. WHRK-F	2. WEGR-F	2. WEGR-F
3. WMC-F	3. WMC-F	3. WMC-F	3. KRNB-F	3. WRVR-F	3. KRNB-F	3. KRNB-F	3. WRVR-F	3. KRNB-F	3. WGKX-F
4. WEGR-F	4. WGKX-F	4. WRVR-F	4. WGKX-F	4. WMC-F	4. WMC-F	4. WMC-F	4. KRNB-F	4. WMC-F	4. WRVR-F
5. WGKX-F	5. WRVR-F	5. WGKX-F	5. WRVR-F	5. KRNB-F	5. WGKX-F	5. WGKX-F	5. WGKX-F	5. WGKX-F	5. KRNB-F
	6. WEGR-F	6. WEGR-F	6. WDIA	6. WDIA		6. WRVR-F	6. WRVR-F	6. WRVR-F	6. WMC-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KHLS-F	96.3	Blytheville	.4/1.1
KSUD	730	W. Memphis	.6/1.6
KWAM	990	Memphis	.7/3.7
WCRV	640	Collierville	1.2/3.0
WXSS	1030	Memphis	1.1/3.2

RADIO STATIONS

KWAM, 990, 10 KW/87 W (DA-2)	, GOSPEL	, \$ 20.00	(Republic)	Rivers
WDIA, 1070, 50 KW/5 KW (DA-2)	, BLACK	APR, SBN, \$ 36.00	(Katz)	Ragan Henry
WHBQ, 560, 5 KW/1 KW (DA-1)	, NEWS/TALK	US 1, US 2, \$ 41.00	(Republic)	RKO
WLOK, 1340, 1 KW (DA-1)	, BLACK/GOSPEL	SBN, NBN, \$ 30.00	(K & P)	
WMC, 790, 5 KW (DA-N)	, COUNTRY	NBC, ABC-I, \$ 43.00	(Banner)	Scripps-Howard
WRVR, 600, 5 KW (DA-N)	, NOSTALGIA	CBS, \$ 32.00	(Mc-Guild)	New Market
WXSS, 1030, 50 KW/1 KW (DA-2)	, BLACK	SMN, NBN, \$ 28.00	(Bolton)	
WRVR, 690, 10 KW/5 KW (DA-N)	, OLDIES	Trans, \$ NA	(Christal)	Keymarket
KRNB-F, 101.1, 100 KW @ 347,	BLACK	APR-F, \$ 50.00	(Republic)	Rivers
KMPZ-F, 98.1, 100 KW @ 715,	AOR	, \$ 40.00	(Torbet)	Dittman (OSCEOLA, AR)
WEGR-F, 102.7, 100 KW @ 970,	AOR	1, \$ 47.00	(Mc-Guild)	New Market
WEZI-F, 94.3, 3 KW @ 300,	BTFL/EZ	, \$ 40.00	(Christal)	Ardman
WGKX-F, 105.9, 100 KW @ 762,	COUNTRY	, \$ 90.00	(HNWH)	Barnstable
WHRK-F, 97.1, 100 KW @ 530,	BLACK	NBC, \$ 78.00	(Katz)	Ragan Henry
WMC-F, 99.7, 300 KW @ 910,	CHR	ABC-C, \$ 94.00	(Banner)	Scripps-Howard
WRVR-F, 104.5, 100 KW @ 750,	AC	, \$ 89.00	(Christal)	Keymarket

MIAMI - FORT LAUDERDALE

Arbitron Rank/Pop (12+): 11/2,595,900

Stations: 39/35
Diaries: 2518/1031:1/41.7%
Sample Target: 2510
% Below Line: 3.0
% Not Listed: 7.0

1987 Revenue: \$96,000,000
HH Inc.: \$32,950
Retail \$: 24.5 Bil
Pop per Station: 74,169
#1 Biller: WQBA A/F \$8,100,000

MSA Rank/Pop: Miami - 22/1,784,600
ADI # 16 Fort Lauderdale - 42/1,159,400
Average Person Ratings: 19.2
Market TSL: 25.5 hours

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WLYF-F (EZ)	395/7.9	8.7	8.5	8.5	7.0	8.4	420/4304	3878/14.9	15.0	16.4	65				WLYF-F
2. WPOW-F (CHR/U)	281/5.6	4.6	4.3	5.7	5.0	5.1	315/4022	3549/13.7	11.8	13.0	64				WPOW-F
3. WQBA (SP)	267/5.4	4.8	4.2	5.4	6.5	5.0	85/1420	1395/ 5.4	7.1	8.9	76				WQBA
4. WNWS (T)	240/4.8	3.7	3.4	3.5	3.3	3.9	258/2664	2394/ 9.2	8.5	9.3	42				WNWS
5. WEDR-F (B)	223/4.5	5.8	5.0	5.3	3.9	5.2	226/1930	1878/ 7.2	8.6	7.5	113				WEDR-F
6. WMXJ-F (O)	213/4.3	4.2	4.4	3.7	2.5	4.2	244/3356	2785/10.7	11.0	8.0	177				WMXJ-F
7. WGTR-F (AOR)	203/4.1	3.9	3.0	3.4	3.2	3.6	231/2992	2584/10.0	9.2	8.3	129				WGTR-F
8. WIOD (T)	199/4.0	3.2	4.1	3.6	2.9	3.7	229/3367	2988/11.5	9.7	10.5	83				WIOD
9. WCMQ-F (SP)	198/4.0	3.7	4.6	5.3	4.2	4.4	198/2042	2037/ 7.8	7.5	7.6	128				WCMQ-F
10. WHYI-F (CHR)	193/3.9	4.3	4.2	3.8	3.3	4.1	233/4768	3891/15.0	14.8	14.0	105				WHYI-F
11. WJQY-F (AC)	156/3.1	4.0	4.0	4.2	4.7	3.8	162/2099	1898/ 7.3	10.1	10.7	126				WJQY-F
12. WAXY-F (AC)	151/3.0	3.4	3.1	4.2	4.5	3.4	170/2960	2579/ 9.9	10.7	13.5	113				WAXY-F
13. WTMI-F (CL)	150/3.0	2.8	2.8	2.5	2.5	2.8	160/2366	2103/ 8.1	6.9	6.7	73				WTMI-F
14. WHQT-F (U/CHR)	145/2.9	2.6	2.9	2.6	3.2	2.8	173/3872	3357/12.9	10.2	11.8	72				WHQT-F
14. WLVE-F (AC)	145/2.9	2.5	3.3	2.8	3.2	2.9	167/2669	2378/ 9.2	9.2	10.7	155				WLVE-F
16. WINZ (N/T)	138/2.8	3.7	3.2	3.9	5.0	3.4	143/2287	2170/ 8.4	8.4	11.8	54				WINZ
17. WAQI (SP)	137/2.7	3.3	3.1	3.6	3.4	3.2	144/1552	1444/ 5.6	5.8	6.6	78				WAQI
18. WKIS-F (C)	124/2.5	3.3	4.0	3.0	3.1	3.2	145/2683	2389/ 9.2	8.7	7.4	128				WKIS-F
19. WZTA-F (AOR)	119/2.4	2.2	2.4	2.0	1.4	2.3	148/2331	1924/ 7.4	7.5	6.6	146				WZTA-F
20. WSHE-F (AOR)	94/1.9	2.1	1.7	1.7	2.6	1.9	123/2601	2025/ 7.8	7.6	9.0	100				WSHE-F
21. WXDJ-F (J/NA)	87/1.7	1.4	1.9	2.1	.5	1.8	91/1473	1432/ 5.5	4.7	1.2	165				WXDJ-F
22. WQBA-F (SP)	84/1.7	2.1	2.2	2.1	2.1	2.0	85/1420	1395/ 5.4	6.1	5.0	153				WQBA-F
23. WEAT A/F (EZ)	84/1.6	1.4	1.6	.9	1.1	1.4	235/2728	1201/ 4.6	3.7	3.7	50				WEAT A/F
24. WRHC (SP)	79/1.6	1.0	1.5	1.0	1.4	1.3	79/ 913	905/ 3.5	2.5	3.3	75				WRHC
25. WCMQ (SP)	67/1.3	.9	1.6	1.7	1.5	1.4	67/ 723	723/ 2.8	2.8	2.9	138				WCMQ

12+ FM SHARE (METRO): 66.08% (3064 of 4637) (SUM 87: 62.79%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WPOW-F >>	1. WGTR-F >	1. WGTR-F <	1. WMXJ-F	1. WMXJ-F	1. WLYF-F >	1. WQBA	1. WLYF-F	1. WLYF-F	1. WPOW-F	1. WNWS >>
2. WHQT-F <	2. WPOW-F	2. WMXJ-F	2. WGTR-F	2. WGTR-F	2. WQBA	2. WLYF-F	2. WMXJ-F	2. WPOW-F	2. WEDR-F	2. WLYF-F >
3. WHYI-F	3. WEDR-F	3. WEDR-F	3. WEDR-F	3. WCMQ-F	3. WNWS	3. WIOD <	3. WPOW-F	3. WQBA	3. WNWS	3. WEDR-F
4. WEDR-F	4. WAXY-F	4. WPOW-F	4. WCMQ-F <	WEDR-F	4. WIOD	4. WZTA-F	4. WNWS	4. WMXJ-F	4. WLYF-F <	4. WINZ
5.	5. WHYI-F	5. WHYI-F	5. WLVE-F	WLYF-F	5. WCMQ-F	5. WNWS	5. WQBA	5. WGTR-F <	5. WQBA	5. WHYI-F
6.	6. WLVE-F <	6. WAXY-F	6. WHYI-F	6. WLVE-F	6. WMXJ-F	6. WCMQ-F <	6. WGTR-F	6. WIOD	6. WHQT-F	6. WIOD
7.	7. WMXJ-F <	7. WLVE-F	WLYF-F	7. WHYI-F	7. WTMI-F	7. WHYI-F <	7. WCMQ-F	7. WNWS	7. WAXY-F <	7.
8.	8. WZTA-F	8. WJQY-F	8. WJQY-F <	WQBA	8. WAQI	8. WINZ	8. WJQY-F	8. WEDR-F	8. WGTR-F <	8.
9.	9. WHQT-F <	9.	9. WPOW-F	9.	9. WINZ	9.	9.	9. WNYI-F	9. WHYI-F	9.
10.	10. WSHE-F	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WPOW-F >	1. WEDR-F	1. WEDR-F	1. WEDR-F <	1. WMXJ-F	1. WGTR-F >	1. WGTR-F >	1. WGTR-F >	1. WGTR-F	1. WMXJ-F
2. WAXY-F	2. WAXY-F	2. WHYI-F	2. WMXJ-F	2. WCMQ-F	2. WPOW-F >	2. WPOW-F	2. WPOW-F	2. WMXJ-F	2. WGTR-F
3. WEDR-F	3. WPOW-F	3. WLVE-F	3. WJQY-F <	3. WJQY-F	3. WEDR-F	3. WEDR-F	3. WEDR-F	3. WPOW-F	3. WEDR-F
4. WHYI-F	4. WHYI-F	4. WGTR-F	4. WAXY-F	4. WLVE-F	4. WSHE-F	4. WZTA-F	4. WZTA-F	4. WEDR-F	4. WLYF-F
5. WGTR-F	5. WGTR-F	5. WAXY-F	5. WHYI-F	5. WHYI-F	5. WAXY-F	5. WSHE-F	5. WMXJ-F	5. WZTA-F	5. WZTA-F
6. WHQT-F	6. WLVE-F	6. WMXJ-F	6. WCMQ-F	WLYF-F	6. WHQT-F	6. WHQT-F	6. WSHE-F	6. WSHE-F	6. WPOW-F
7. WJQY-F	7. WJQY-F	7. WJQY-F	7. WLVE-F	7. WEDR-F <	7. WHYI-F	7. WMXJ-F	7. WHQT-F	7. WLYF-F	7. WIOD
8. WSHE-F	8.	8.	8. WPOW-F	8.	8.	8.	8. WLVE-F	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAVS	1170	Davie	.5/ .8
WEXY	1520	Wilton Manors	.5/1.0
WFTL	1400	Ft. Lauderdale	1.4/3.3
WKAT	1360	N. Miami	.5/1.4
WMBM	1490	Miami Beach	1.1/2.6
WOCN	1450	Miami	.6/1.9
WQAM	560	Miami	.8/3.2
WRBD	1470	Pompano Beach	.6/1.8
WSUA	1260	Miami	1.2/2.7
WVCG	1080	Coral Gables	.6/2.3
WNNN	980	Pompano Beach	.3/1.6
WKM-F	97.9	W. Palm Beach	.7/2.1
WSBR	740	Boca Raton	.4/1.5

RADIO STATIONS

AM STATIONS

WAQI, 710, 50 KW (DA-2)	, HISPANIC NEWS/TALK	,\$ 62.00	(Katz Hisp.)	
WCMQ, 1210, 25 KW/2.5 KW (DA-2)	, HISPANIC MOR	,\$ 52.00	(SBS)	Spanish Broadcasting
WINZ, 940, 50 KW/25 KW (DA-N)	, NEWS/TALK	CBS,\$ 99.00	(Katz)	Guy Gannett
WIOD, 610, 10 KW (DA-2)	, TALK	ABC-T,ABC-I,\$100.00	(Christal)	Cox
WFTL, 1400, 1 KW	, NOSTALGIA	APR,\$ 39.00	(Southern)	
WKAT, 1360, 10 KW/1 KW	, ETHNIC/BARTER	MBS,\$ 29.00	(Savalli)	
WMBM, 1490, 1 KW	, GOSPEL	NBN,\$ 31.00	(K & P)	
WNWS, 790, 25 KW	, TALK/NEWS	ABC-E,\$ 80.00	(Banner)	Jeff-Pilot
WOCN, 1450, 1 KW (DA-2)	, HISPANIC	,\$ 35.00	(Lotus)	
WQAM, 560, 5 KW/1 KW	, COUNTRY	NBC,\$ 38.00	(HNWH)	Sunshine Wireless
WQBA, 1140, 50 KW/10 KW (DA-2)	, HISPANIC	,\$135.00	(Eastman)	Susquehanna
WRHC, 1550, 10 KW/500 W (DA-2)	, HISPANIC	,\$ 50.00	(Lotus)	
WSUA, 1260, 5 KW (DA-2)	, HISPANIC	,\$ 45.00	(Caballero)	
WVCG, 1060, 50 KW/20 KW (DA-2)	, ? ?	,\$ 32.00	(---)	Statewide
WNNN, 980, 5 KW/1 KW (DA-3)	, TALK	,\$ 36.00	(---)	(POMPANO BEACH)

FM STATIONS

WAXY, 105.9, 100 KW @ 1049, AC/OLDIES	US 1,\$141.00	(Republic)	RKO
WCMQ, 92.3, 41 KW @ 300, HISPANIC AC	,\$ 77.00	(SBS)	Spanish Broadcasting
WEDR, 99.1, 70 KW @ 175, BLACK	CBS-R,\$ 80.00	(---)	Rivers
WGTR, 97.3, 98 KW @ 790, AOR	,\$ 78.00	(Christal)	Cox
WHQT, 105.1, 100 KW @ 600, CHR/URBAN	,\$100.00	(MMR)	EZ
WHYI, 100.7, 100 KW @ 1000, CHR	,\$134.00	(Mc-Guild)	Metroplex
WJQY, 106.7, 100 KW @ 1024, SOFT AC	,\$131.00	(Katz)	Tak
WKIS, 99.9, 100 KW @ 986, COUNTRY	US 2,\$ 86.00	(HNWH)	Sunshine Wireless
WLVE, 93.9, 100 KW @ 1006, AC/JAZZ	,\$100.00	(Torbet)	Gilmore
WLYF, 101.5, 100 KW @ 813, BTFL/EZ	,\$123.00	(Banner)	Jeff-Pilot
WMXJ, 102.7, 100 KW @ 1006, OLDIES	,\$114.00	(Durpetti)	Sconnix
WPOW, 96.5, 100 KW @ 1006, CHR/URBAN	ABC-C,\$ 84.00	(HNWH)	Beasley
WQBA, 107.5, 100 KW @ 500, HISPANIC AC	,\$ 60.00	(Eastman)	Susquehanna
WTHM, 98.3, 1 KW @ 462, BLACK	,\$ 40.00	(K & P)	(GOULDS)
WTMI, 93.1, 96 KW @ 1006, CLASSICAL	,\$ 80.00	(CMBS)	Marlin
WXDJ, 95.7, 100 KW @ 982, JAZZ/NEW AGE	SMN,\$ 74.00	(CBS)	(HOMESTEAD)
WZTA, 94.9, 96 KW @ 1010, CLASSIC AOR	,\$ 70.00	(Katz)	Guy Gannett
WSHE, 103.5, 100 KW @ 1006, AOR	,\$ 90.00	(Eastman)	TK

MILWAUKEE

Arbitron Rank/Pop (12+): 26/1,297,900

Stations: 26/23
 Diaries: 1458/890:1/55.8%
 Sample Target: 1420
 % Below Line: 2.2
 % Not Listed: 8.0

1987 Revenue: \$32,600,000
 HH Inc.: \$34,659
 Retail \$: 8.7 Bil
 Pop per Station: 56,430
 #1 Biller: WTMJ \$6,300,000

MSA Rank/Pop: 32/1,400,000
 ADI # 30
 Average Person Ratings: 17.1
 Market TSL: 22.75 hours

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/RATING	SPG 88	SJM 87	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WTMJ (MOR)	309/14.0	13.2	12.1	12.9	15.1	13.1	372/4240	3541/27.3	28.3	31.6	70				WTMJ
2. WKTI-F (CHR)	207/ 9.4	9.9	10.4	9.5	7.5	9.8	234/3987	3392/26.1	26.8	24.7	102				WKTI-F
3. WKLH-F (AOR)	199/ 9.0	8.6	5.9	8.3	5.9	8.0	220/2774	2403/18.5	19.3	15.0	149				WKLH-F
4. WMIL-F (C)	155/ 7.0	8.0	7.5	6.7	5.5	7.3	215/2596	2003/15.4	14.0	11.3	121				WMIL-F
5. WEZW-F (EZ)	154/ 7.0	6.3	7.5	8.4	7.1	7.3	199/2330	1980/15.3	15.3	15.4	93				WEZW-F
6. WLZR-F (AOR)	143/ 6.5	6.8	5.7	2.2	2.6	5.3	171/2346	1919/14.8	13.2	6.8	60				WLZR-F
7. WOKY (BB)	141/ 6.4	5.8	7.9	6.8	6.9	6.7	156/1739	1594/12.3	11.6	13.1	39				WOKY
8. WLUM-F (B)	106/ 4.8	6.7	6.5	5.9	6.7	6.0	121/1860	1726/13.3	13.6	12.8	75				WLUM-F
9. WLTQ-F (AC)	105/ 4.7	5.5	3.4	5.0	4.0	4.7	114/1815	1637/12.6	12.4	10.6	160				WLTQ-F
10. WMYX-F (AC)	86/ 3.9	2.5	3.0	4.8	4.4	3.6	105/1692	1422/11.0	8.7	12.4	144				WMYX-F
11. WISN (N/T)	72/ 3.3	2.7	3.0	2.3	3.3	2.8	77/1237	1084/ 8.4	10.8	10.5	64				WISN
12. WQFM-F (AOR)	66/ 3.0	3.7	4.1	5.4	7.6	4.1	90/1934	1345/10.4	12.4	15.1	73				WQFM-F
13. WEMP (O)	53/ 2.4	2.2	2.1	2.2	2.4	2.2	56/1001	936/ 7.2	8.0	7.5	183				WEMP
14. WFMR-F (CL)	41/ 1.9	1.6	3.3	1.9	1.6	2.2	41/ 591	591/ 4.6	4.9	4.6	95				WFMR-F
15. WZTR-F (AC)	34/ 1.5	1.6	2.0	2.0	1.2	1.8	38/1082	995/ 7.7	6.9	5.3	133				WZTR-F
16. WNOV (B)	33/ 1.5	1.2	1.1	1.6	1.9	1.4	33/ 411	395/ 3.0	3.7	3.9	100				WNOV
17. WBZN-F (J/NA)	29/ 1.3	1.2	2.0	1.3	2.0	1.5	37/ 767	573/ 4.4	5.2	9.4	192				WBZN-F
18.															
19.															
20.															
21.															
22.															
23.															
24.															
25.															

12+ FM SHARE (METRO): 66.85% (1362 of 2037) (SUM 87: 62.49%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WKTI-F>>	1. WKLH-F>	1. WKLH-F	1. WKLH-F>	1. WKLH-F>	1. WTMJ >>	1. WTMJ	1. WKLH-F	1. WTMJ	1. WTMJ >>	1. WTMJ >
2. WLUM-F	2. WKTI-F	2. WKTI-F	2. WKTI-F	2. WTMJ <	2. WOKY	2. WKTI-F>	2. WTMJ	2. WKTI-F	2. WLUM-F<	2. WKTI-F
3. WLZR-F+>>	3. WLZR-F+	3. WLZK-F+	3. WTMJ	3. WKTI-F	3. WEZW-F	3. WKLH-F	3. WEZW-F	3. WKLH-F	3. WLZR-F<	3. WLZR-F<
4. WTMJ-F	4. WLUM-F	4. WMIL-F	4. WMIL-F<	4. WMIL-F	4. WMIL-F>	4. WMIL-F	4. WKTI-F	4. WMIL-F<	4. WKTI-F	4. WLZR-F
5.	5. WQFM-F	WTMJ	5. WLTQ-F	5. WLTQ-F	5. WISN <	5. WOKY	5. WMIL-F	5. WLZR-F	5. WMYX-F	5. WKLH-F<
6.	6. WMYX-F	6. WLTQ-F	6. WMYX-F	6. WEZW-F	6. WLTQ-F	6. WEZW-F	6. WOKY	6. WEZW-F	6.	6. WOKY
7.	7.	7. WMYX-F	7.	7. WMYX-F	7.	7. WLZR-F	7. WLZR-F<	7. WLTQ-F	7.	7.
8.	8.	8.	8.	8.	8.	8. WISN	8. WLTQ-F	8. WOKY	8.	8.
9.	9.	9.	9.	9.	9.	9. WLUM-F	9. WMYX-F	9. WMYX-F<	9.	9.
10.	10.	10.	10.	10.	10.	10. WLTQ-F	10.	10. WLUM-F	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WKTI-F	1. WKTI-F<	1. WKLH-F	1. WKTI-F	1. WKTI-F	1. WLZR-F>	1. WKLH-F	1. WKLH-F>>	1. WKLH-F>	1. WKLH-F>
2. WLZR-F+	2. WKLH-F	2. WKTI-F>	2. WKLH-F	2. WTMJ	2. WKLH-F>	2. WLZR-F+>	2. WLZR-F<	2. WLZR-F+	2. WTMJ
3. WLUM-F>	3. WLUM-F	3. WMYX-F	3. WMIL-F<	3. WKLH-F	3. WQFM-F	3. WKTI-F	3. WKTI-F>	3. WKTI-F	3. WMIL-F
4. WKLH-F	4. WMYX-F	4. WLTQ-F	4. WMYX-F	4. WMIL-F	4. WKTI-F>	4. WQFM-F>	4. WMIL-F	4. WTMJ	4. WKTI-F
5. WQFM-F	5. WLZR-F+	5. WLUM-F	5. WLTQ-F<	5. WLTQ-F	5. WLUM-F>	5. WLUM-F	5. WQFM-F	5. WMIL-F	5. WLTQ-F
6. WMYX-F	6. WLTQ-F	6. WTMJ	6. WLUM-F	6. WEZW-F	6. WEZW-F	6. WMIL-F	6. WTMJ	6. WQFM-F<	6. WLZR-F+
7. WMIL-F	7. WMIL-F	7. WMIL-F	WTMJ	7. WMYX-F	7.	7. WLTQ-F	7. WLTQ-F	7. WLTQ-F	7. WEMP
8.	8. WZTR-F	8.	8.	8.	8.	8.	8. WMYX-F	8.	8.
9.	9. WQFM-F	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.



MINNEAPOLIS - ST. PAUL

Arbitron Rank/Pop (12+): 18/1,936,500
 MSA Rank/Pop: 14/2,340,000
 ADI # 13
 Average Person Ratings: 16.1
 Market TSL: 21.25

Stations: 17/17
 Diaries: 1783/1086:1/55.8%
 Sample Target: 1660
 % Below Line: 0
 % Not Listed: 11.4

1987 Revenue: \$63,000,000
 HH Inc.: \$38,799
 Retail \$: 18.4 Bil
 Pop per Station: 113,912
 #1 Biller: WCCO \$19,000,000

12+ METRO	1/4/SHARE	SPG 88	W/N 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume
1. WCCO (MOR)	695/22.3	16.6	16.9	19.4	19.3	18.8	977/11320	8055/41.6	35.3	39.0	72			WCCO
2. KQRS A/F (AOR)	295/ 9.5	11.7	7.9	10.2	8.6	9.8	343/ 4919	4113/21.2	23.0	20.4	106			KQRS A/F
3. KSTP-F (AC)	234/ 7.5	9.0	9.4	8.3	8.7	8.6	286/ 4333	3558/18.4	19.5	21.5	155			KSTP-F
4. KDWB-F (CHR)	212/ 6.8	4.7	5.1	5.2	6.5	5.5	251/ 4477	3854/19.9	17.1	20.6	50			KDWB-F
5. WAYL-F (EZ)	196/ 6.3	4.6	5.5	5.8	5.4	5.6	219/ 3311	2858/14.8	10.9	13.1	113			WAYL-F
6. KEEY-F (C)	193/ 6.2	6.2	7.4	6.3	6.6	6.5	227/ 3419	2875/14.8	14.1	15.0	127			KEEY-F
7. WLOL-F (CHR)	186/ 6.0	9.4	8.3	8.0	7.0	7.9	218/ 4766	4180/21.6	24.3	23.7	87			WLOL-F
8. WLTE-F (AC)	170/ 5.5	5.8	5.9	4.7	5.2	5.5	216/ 3709	2902/15.0	17.9	15.3	124			WLTE-F
9. KJJO-F (AOR)	138/ 4.4	5.3	4.0	6.6	5.4	5.1	208/ 2608	2067/10.7	12.2	13.3	45			KJJO-F
10. KTCZ-F (J/AOR)	124/ 4.0	4.3	4.1	4.0	3.9	4.1	131/ 2094	1983/10.2	10.7	8.6	165			KTCZ-F
11. KSTP (N/T)	81/ 2.6	3.0	4.2	2.6	2.7	3.1	88/ 1664	1496/ 7.7	9.0	7.2	92			KSTP
12. KDWB (O)	57/ 1.8	2.7	2.1	2.0	2.2	2.2	60/ 1350	1242/ 6.4	6.7	7.5	150			KDWB
13. KMGK-F (O)	48/ 1.5	1.4	1.7	2.2	2.3	1.7	68/ 1268	1029/ 5.3	6.1	7.8	173			KMGK-F
14. WAYL (EZ)	46/ 1.5	.4	.5	.4	.3	.7	49/ 653	591/ 3.1	2.0	2.2	27			WAYL
WDGY (C)	46/ 1.5	1.6	1.9	2.0	1.6	1.8	58/ 1554	1215/ 6.3	5.7	5.5	93			WDGY
16.														
17.														
18.														
19.														
20.														
21.														
22.														
23.														
24.														
25.														

12+ FM SHARE (METRO): 64.37% (1778 of 2762) (SUM 87: 67.63%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KDWB-F>>>1. KQRS-F+>>>1. KQRS-F+>>1. WCCO	1. WCCO >	1. WCCO >>>1. WCCO >>>1. WCCO >	1. WCCO >>>1. WCCO >>>1. WCCO >>>1. WCCO >>>	1. WCCO >>>1. WCCO >>>1. WCCO >>>1. WCCO >>>	1. WCCO >>>1. WCCO >>>1. WCCO >>>1. WCCO >>>	1. WCCO >>>1. WCCO >>>1. WCCO >>>1. WCCO >>>	1. WCCO >>>1. WCCO >>>1. WCCO >>>1. WCCO >>>	1. WCCO >>>1. WCCO >>>1. WCCO >>>1. WCCO >>>	1. WCCO >>>1. WCCO >>>1. WCCO >>>1. WCCO >>>	1. WCCO >>>1. WCCO >>>1. WCCO >>>1. WCCO >>>
2. KJJO-F>>>2. WLOL-F<	2. WCCO	2. KSTP-F	2. KSTP-F	2. KSTP-F	2. KSTP-F	2. KQRS-F+	2. KQRS-F+	2. KQRS-F+	2. KDWB-F	2. KSTP-F
3. WLOL-F	3. KDWB-F	3. KSTP-F	3. KQRS-F+>3. KQRS-F+	3. KQRS-F+	3. WAYL-F<	3. KSTP-F>	3. WAYL-F	3. KSTP-F	3. KQRS-F+	3. KEEY-F<
4. KQRS-F	4. KSTP-F	4. WAYL-F<	4. KEEY-F<	4. KEEY-F	4. KEEY-F	4. WLOL-F	4. KSTP-F	4. KJWB-F	4. WLOL-F	4. KSTP
5.	5. KTCZ-F	5. KEEY-F	5. WAYL-F	5. WAYL-F	5. WLTE-F	5. WAYL-F	5. WLTE-F	5. KEEY-F	5. KEEY-F<	5.
6.	6. WAYL-F<	6. KDWB-F	6. KTCZ-F	6. WLTE-F<	6.	6. KEEY-F	6. KEEY-F<	6. WAYL-F	6. KJJO-F	6.
7.	7. KJJO-F<	7. WLOL-F	7. WLTE-F	7. KTCZ-F	7.	7. KDWB-F	7. KDWB-F	7. WLTE-F<	7.	7.
8.	8. KEEY-F	8. WLTE-F	8. WLOL-F	8.	8.	8.	8. WLOL-F	8. WLOL-F	8.	8.
9.	9. WLTE-F	9. KTCZ-F	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KDWB-F>	1. KDWB-F	1. KSTP-F	1. KSTP-F>	1. WCCO	1. KQRS-F+	1. KQRS-F+>>>1. KQRS-F	1. KQRS-F	1. KQRS-F+>>1. WCCO	1. WCCO >
2. KQRS-F+	2. KSTP-F	2. KEEY-F	2. WLTE-F	2. KSTP-F	2. KJJO-F	2. KJJO-F	2. KTCZ-F	2. WCCO >	2. KQRS-F+>
3. WLTE-F<	3. WLOL-F	3. WLOL-F	3. WCCO	3. KEEY-F	3. WLOL-F	3. KTCZ-F	3. WCCO	3. KSTP-F	3. KSTP-F
4. WLOL-F	4. WLTE-F	4. WLTE-F	4. KEEY-F<	4. WLTE-F	4. KDWB-F	4. WLOL-F	4. KSTP-F	4. WAYL-F	4. KTCZ-F
5. WAYL-F	5. KQRS-F+	5. KTCZ-F	5. KDWB-F	5. WAYL-F	5. WAYL-F	5. WCCO	5. WLOL-F	5. KTCZ-F	5. WAYL-F
6. KJJO-F	6. KEEY-F	6. WAYL-F	6. WAYL-F	6. KTCZ-F	6. KEEY-F	6. KSTP-F	6. WAYL-F	6. KJJO-F	6. KEEY-F
KSTP-F	7. WAYL-F	7. KDWB-F	7. WLOL-F	7. WLOL-F	7. KTCZ-F	7. WAYL-F	7. WAYL-F	7. WLOL-F	7. WLTE-F<
8. KEEY-F	8.	8. KQRS-F+	8. KQRS-F+	8.	8. WCCO	8. KDWB-F	8. KDWB-F	8. KEEY-F	8. WLOL-F
9.	9.	9. WCCO	9.	9.	9.	9.	9. KEEY-F	9. KDWB-F	9.
10.	10.	10.	10.	10.	10.	10.	10. WLTE-F	10.	10.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

NONE

RADIO STATIONS

AM STATIONS

KDWB, 630,	5 KW/500 W (DA-2)	, OLDIES	, \$ NA	(Banner)	Legacy
KLBB, 1400,	1 KW	, NOSTALGIA	CNN,ABC-D, \$ 34.00	(Roslin)	
KSNE, 1260,	5 KW (DA-N)	, MOR	, \$ 19.00	(Roslin)	
KSTP, 1500,	50 KW (DA-N)	, NEWS/TALK	ABC-T,ABC-I, \$ 52.00	(Mc-Guild)	Hubbard
KTCJ, 690,	500 W (DAYS,DA)	, JAZZ	, \$ 23.00	(Durpetti)	Parker
KUXL, 1570,	2.5 KW/300 W	, RELIGION	, \$ 20.00	(---)	Marsh
WCCO, 830,	50 KW	, MOR	CBS, \$268.00	(CBS)	
WOGY, 1130,	50 KW/25 KW (DA-2)	, COUNTRY	MBS, \$ 47.00	(Katz)	Malrite

FM STATIONS

KDWB, 101.3,	50 KW @ 822,	CHR	, \$ 95.00	(Banner)	Legacy
KEEY, 102.1,	50 KW @ 842,	COUNTRY	, \$115.00	(Katz)	Malrite
KJJO, 104.1,	100 KW @ 1050,	AOR	CBS-R, \$ 53.00	(Republic)	Park
KQRS, 92.5,	50 KW @ 822,	AOR	ABC-R, \$150.00	(Katz)	Cap Cities/ABC
KQQL, 107.9,	100 KW @ 1080,	OLDIES	Trans, \$ 47.00	(Republic)	Trumper
KSTP, 94.5,	100 KW @ 1250,	AC	, \$200.00	(Mc-Guild)	Hubbard
KTCZ, 97.1,	100 KW @ 285,	ECLECTIC/AOR	, \$ 64.00	(Durpetti)	Parker
WAYL, 93.7,	100 KW @ 820,	BTFL/EZ	, \$ 72.00	(Durpetti)	Entercom
WLOL, 99.5,	50 KW @ 844,	CHR	, \$125.00	(HNWH)	Emmis
WLTE, 102.9,	100 KW @ 1304,	AC	, \$ 79.00	(CBS)	

NASHVILLE

Arbitron Rank/Pop (12+): 48/736,200

Stations: 20/20
Diaries: 1208/651:1/50.8%
Sample Target: 1080
% Below Line: 0
% Not Listed: 9.1

1987 Revenue: \$30,300,000
HH Inc.: \$32,753
Retail \$: 6.7 Bil
Pop per Station: 39,310
#1 Biller: WSM A/F \$6,500,000

MSA Rank/Pop: 53/946,000
ADI # 32
Average Person Ratings: 14.7
Market TSL: 20.25 hours

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume
1. WYHY-F (CHR)	148/12.8	13.2	11.0	10.4	10.7	11.9	231/3167	2061/26.2	27.0	22.5	66			WYHY-F
2. WSM-F (C)	118/10.2	10.0	12.2	9.1	10.2	10.4	236/2817	1488/18.9	19.8	22.1	105			WSM-F
3. WSIX-F (C)	105/ 9.2	10.8	10.2	10.5	5.1	10.2	140/2022	1390/17.7	20.0	13.7	117			WSIX-F
WZEZ-F (EZ)	106/ 9.2	7.4	10.1	10.2	7.8	9.2	130/1590	1162/14.8	16.0	13.5	66			WZEZ-F
5. WQK-F (B)	95/ 8.2	6.7	5.4	6.5	7.6	6.7	98/ 963	855/10.9	11.6	11.7	91			WQK-F
6. WKDF-F (AOR)	93/ 8.0	9.1	8.5	11.3	12.5	9.2	193/2802	1354/17.2	20.5	24.6	88			WKDF-F
7. WLAC-F (AC)	83/ 7.2	6.8	6.0	7.0	6.5	6.8	147/2482	1374/17.5	17.4	17.5	124			WLAC-F
8. WSM (C)	71/ 6.1	6.0	5.6	3.9	5.5	5.4	113/1624	865/11.0	16.2	14.6	80			WSM
9. WGF-F (AOR)	69/ 6.0	6.5	5.5	6.4	6.4	6.1	96/1617	1083/13.8	15.7	18.4	128			WGF-F
10. WRMX-F (AC)	46/ 4.0	4.8	2.9	3.3	4.1	3.8	59/1132	788/10.0	10.8	10.1	175			WRMX-F
11. WVOL (B)	38/ 3.3	2.4	3.1	2.2	2.6	2.8	38/ 557	547/ 7.0	4.5	5.5	109			WVOL
12. WLAC (T/R)	23/ 2.0	3.1	2.8	4.1	2.9	3.0	24/ 453	398/ 5.1	7.9	8.2	75			WLAC
13. WMDB (B)	16/ 1.4	.7	1.4	1.0	2.1	1.1	16/ 375	375/ 4.8	1.8	4.4	71			WMDB
14. WWRB-F (AOR/CHR)	13/ 1.1	.7	1.5	.7	.9	1.0	13/ 354	354/ 4.5	3.3	3.3	91			WWRB-F
15. WAMB (BB)	10/ .9	.9	1.0	1.6	2.1	1.1	10/ 176	165/ 1.0	2.5	4.5	78			WAMB

12+ FM SHARE (METRO): 83.84% (882 of 1052) (SUM 87: 78.54%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WYHY-F>>>1. WKDF-F	1. WYHY-F	1. WYHY-F	1. WSM-F<	1. WSIX-F<	1. WZEZ-F	1. WSIX-F	1. WZEZ-F	1. WYHY-F	1. WYHY-F	1. WQK-F
2. WKDF-F	WQK-F	2. WKDF-F	2. WSIX-F	2. WSM-F	2. WSM-F	2. WYHY-F	2. WSM-F<	2. WSM-F	2. WQK-F>	2. WSM
3. WLAC-F	3. WYHY-F	WQK-F	3. WLAC-F	3. WLAC-F	3. WSIX-F	3. WSM-F	3. WYHY-F	3. WSIX-F	3. WKDF-F	3. WSM-F
4. WQK-F	4. WGF-F<	4. WSIX-F	4. WYHY-F<	4. WYHY-F	4. WSM	4. WZEZ-F	4. WSIX-F	4. WGF-F	4. WLAC-F	4.
5.	5. WLAC-F	5. WLAC-F	5. WGF-F	5. WGF-F	5.	5. WKDF-F<	5. WLAC-F	5. WKDF-F	5. WSM-F	5.
		6. WQK-F	6. WQK-F<	6. WQK-F		6. WSM	6. WKDF-F	6. WZEZ-F		
		7. WGF-F	7. WRMX-F	7. WKDF		7. WLAC-F	7. WGF-F	7. WQK-F		
			8. WKDF-F	WRMX						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WYHY-F	1. WYHY-F	1. WLAC-F>	1. WYHY-F	1. WSM-F	1. WKDF-F	1. WKDF-F<	1. WGF-F	1. WKDF-F	1. WSIX-F
2. WKDF-F	2. WQK-F<	2. WQK-F	2. WLAC-F	WYHY-F<	2. WQK-F	2. WQK-F	WKDF-F	2. WGF-F	2. WGF-F
3. WQK-F>	3. WKDF-F	WRMX-F	3. WSM-F<	3. WLAC-F	WYHY-F>	3. WGF-F	WQK-F>>	WQK-F	3. WSM-F
4. WLAC-F	4. WLAC-F>	4. WKDF-F	4. WQK-F	4. WSIX-F	4. WGF-F	WYHY-F>	4. WRMX-F	4. WSIX-F	4. WKDF-F
5. WGF-F	5. WGF-F	WYHY-F	5. WKDF-F<	5. WRMX-F	5. WSIX-F	5. WSIX-F	WSIX-F	5. WYHY-F	5. WQK-F
6. WSIX-F	6. WSM-F	6. WGF-F	6. WSIX-F>	6. WQK-F	6. WLAC-F		WYHY-F	6. WSM-F	6. WLAC-F
		7. WSM-F	7. WRMX-F	7. WZEZ-F			7. WLAC-F	7. WLAC-F	7. WRMX-F
		8. WSIX-F							

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDBL-F	94.3	Springfield	.4/2.0
WKDA	1240	Nashville	.6/2.4
WSIX	980	Nashville	.4/2.4

RADIO STATIONS

WAMB, 1160,	50 KW/1 KW (DA-N)	, NOSTALGIA	MBS,\$ 20.00	(Roslin)
WKDA, 1240,	1 KW	, OLDIES	ABC-R,ABC-I,\$ 20.00	(Katz)
WLAC, 1510,	50 KW (DA-N)	, NEWS/TALK/RELIG	CBS,\$ 47.00	(Durpetti)
WMDB, 880,	2.5 KW (DAYS,DA)	, BLACK	,\$ 17.00	(---)
WSIX, 980,	5 KW (DA-N)	, MOR	ABC-I,\$ 31.00	(Mc-Guild)
WSM, 650,	50 KW	, COUNTRY	NBC,\$ 55.00	(Christal)
WVOL, 1470,	5 KW/1 KW (DA-2)	, BLACK	NBN,\$ 27.00	(Republic)

WKDF-F, 103.3,	100 KW @ 1220, AOR	ABC-R,ABC-E,\$103.00	(Katz)	Dick
WLAC-F, 105.9,	100 KW @ 1229, AC	,\$110.00	(Durpetti)	Fairmont
WQK-F, 92.1,	1.5 KW @ 430, BLACK	,\$ 45.00	(Republic)	
WSIX-F, 97.9,	100 KW @ 1145, COUNTRY	,\$ 74.00	(Mc-Guild)	Hicks
WSM-F, 95.5,	100 KW @ 1280, COUNTRY	,\$100.00	(Christal)	
WRMX-F, 96.3,	100 KW @ 840, AC/OLDIES	,\$ 40.00	(Torbet)	Signature (MURFREESBORO)
WYHY-F, 107.5,	100 KW @ 710, CHR	US 2,\$ 70.00	(Eastman)	Jacor (LEBANON)
WZEZ-F, 92.9,	100 KW @ 1053, BTFL/EZ	,\$ 60.00	(Durpetti)	South Central
WGF-F, 104.5,	49 KW @ 1050, CLASSIC ROCK	ABC-F,\$ 50.00	(Banner)	Capitol-Johnson (GALLATIN)

American Radio Summer 1988 Supplement, Copyright 1988

NASSAU - SUFFOLK (Long Island)

Arbitron Rank/Pop (12+): 12/2,244,600

MSA Rank/Pop: 10/2,655,700

New York ADI

Average Person Ratings: 18.4

Market TSL: 24.0

Stations: 40/13
Diaries: 1631/1376:1/43.3%
Sample Target: 1650
% Below Line: NA
% Not Listed: NA

1987 Revenue: NA
HH Inc.: \$48,492
Retail \$: 20.1 Bil
Pop per Station: 172,662
#1 Biller: NA

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume
1. WALK A/F (AC)	266/6.4	6.2	7.0	6.1	6.3	6.4		3459/15.4	15.2	13.6	145			WALK A/F
2. WBLI-F (CHR)	229/5.5	5.3	4.7	4.9	5.1	5.1		3213/14.3	12.9	13.0	129			WBLI-F
3. WBAB-F (AOR)	176/4.3	5.5	4.6	5.5	5.1	5.0		2904/12.9	15.2	13.6	86			WBAB-F
4. WHLI (BB)	135/3.3	2.8	5.1	5.2	3.5	4.1		1065/ 4.7	4.2	5.7	33			WHLI
5. WQHT-F (U/CHR)	135/3.3	3.5	3.7	3.0	3.6	3.4		2361/10.5	11.2	9.0	48			WQHT-F
6. WGSM (MOR)	112/2.7	1.5	2.0	2.4	2.3	2.2		765/ 3.4	2.7	3.5	44			WGSM
7. WKJY-F (AC)	92/2.2	2.5	2.8	1.5	2.3	2.3		1455/ 6.5	6.3	5.1	100			WKJY-F
8. WCTO-F (EZ)	78/1.9	1.9	1.5	2.7	1.8	2.0		1019/ 4.5	4.0	5.0	105			WCTO-F
9. WDRE-F (AOR)	58/1.4	2.0	1.8	1.6	1.8	1.7		1100/ 4.9	5.4	5.4	93			WDRE-F
10. WRCN-F (AOR)	29/ .7	.7	.3	.7	.8	.6		459/ 2.0	2.4	2.6	71			WRCN-F
WBAZ-F (AC)	29/ .7	.3	.7	.4	.4	.5		412/ 1.8	1.4	1.0	143			WBAZ-F
12. WBAB (AOR)	9/ .2	.4	.3	---	.3	.2		222/ 1.0	2.2	1.7	100			WBAB

12+ FM SHARE (METRO): NA (SUM 87: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WQHT-F>	1. WBAB-F	1. WALK-F+	1. WALK-F+	1. WALK-F+	1. WALK-F+	1. WALK-F>	1. WALK-F	1. WBLI-F	1. WBAB-F<	1. WALK-F
2. WBLI-F	2. WBLI-F	2. WBLI-F	2. WBLI-F	2. WBLI-F	2. WHLI-F	2. WBLI-F	2. WBLI-F	2. WALK-F	2. WQHT-F	2. WBAB-F>
3. WBAB-F	3. WQHT-F<	3. WBAB-F	3. WBAB-F	3. WBAB-F	3. WGSM	3. WBAB-F	3. WBAB-F	3. WBAB-F	3. WBLI-F	3. WQHT-F<
4. WALK-F+	4. WALK-F+	4. WQHT-F	4.	4. WKJY-F	4. WBLI-F	4. WHLI	4. WQHT-F	4. WQHT-F	4. WALK-F	4. WBLI-F<
5.	5. WDRE-F	5.	5.	5. WCTO-F	5. WCTO-F	5. WGSM	5. WHLI	5. WKJY-F	5.	5. WKJY-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WQHT-F>	1. WBLI-F>	1. WBLI-F>	1. WBLI-F	1. WALK-F+<	1. WBAB-F>>	1. WBAB-F>>	1. WBAB-F>	1. WALK-F+<	1. WALK-F+>
2. WBLI-F	2. WQHT-F	2. WALK-F+	2. WALK-F+	2. WBLI-F	2. WQHT-F	2. WALK-F+	2. WALK-F+	2. WBAB-F	2. WBLI-F
3. WBAB-F	3. WBAB-F	3. WBAB-F	3. WQHT-F	3. WBAB-F	3. WBLI-F	WBLI-F	3. WBLI-F	3. WBLI-F	3. WBAB-F
4. WDRE-F	4. WALK-F+	4. WKJY-F	4. WBAB-F	4. WKJY-F	4. WALK-F+	4. WDRE-F	4. WDRE-F	4. WDRE-F	4.
5. WALK-F+	5. WKJY-F	5. WQHT-F	5. WKJY-F	5. WCTO-F	5. WDRE-F	5. WQHT-F	5. WQHT-F	WQHT-F	5.
6. WKJY-F		6. WDRE-F							

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WABC 770 New York	2.8/ 8.9	WNCN-F 104.3 New York	1.2/ 4.4
WBLS-F 107.5 New York	1.1/ 3.7	WNEW 1130 New York	.8/ 2.8
WCBS 880 New York	3.3/13.2	WNEW-F 102.7 New York	3.9/10.1
WCBS-F 101.1 New York	3.9/11.9	WNSR-F 105.1 New York	4.1/ 9.7
WEZN-F 99.9 Bridgeport	1.5/ 5.0	WOR 710 New York	2.8/ 9.2
WFAN 1050 New York	2.1/ 8.7	WPAT 930 Paterson	.4/ 1.9
WFME-F 94.7 Newark	.4/ .8	WPAT-F 93.1 Paterson	2.6/ 5.6
WHTZ-F 100.3 Newark	6.1/19.2	WPLR-F 99.1 New Haven	.8/ 2.3
WINS 1010 New York	2.3/11.5	WQCD-F 101.9 New York	.8/ 3.6
WJAZ-F 96.7 Stamford	.3/ 1.5	WQXR-F 96.3 New York	.9/ 3.1
WLTW-F 106.7 New York	3.6/ 8.5	WRKS-F 98.7 New York	1.1/ 4.2
WMCA 570 New York	.6/ 2.5	WUPR-F 95.5 New York	3.8/15.4
WNBC 660 New York	1.5/ 6.2	WXRK-F 92.3 New York	4.1/12.3
		WYNY-F 97.1 New York	2.4/ 6.0

RADIO STATIONS

WGSM, 740, 25 KW (DAYS,DA)	, MOR	,\$ 55.00 (Roslin)	Greater Media
WHLI, 1100, 10 KW (DAYS,DA)	, NOSTALGIA	,\$ 67.00 (Katz)	Barnstable
WLIM, 1580,	, NOSTALGIA	,\$ 29.00 (K & P)	
WALK-F, 97.5, 45 KW @ 530, AC		,\$135.00 (Durpetti)	American
WBAB-F, 102.3, 3 KW @ 268, AOR		,\$130.00 (MMR)	Noble
WBLI-F, 106.1, 10 KW @ 500, CHR		,\$109.00 (Katz)	Beck-Ross
WCTO-F, 94.3, 3 KW @ 300, BTFL/EZ		,\$ 70.00 (Roslin)	Greater Media
WKJY-F, 98.3, 3 KW @ 330, SOFT AC		Trans,\$ 59.00 (Katz)	Barnstable
WRCN-F, 103.9, 1.5 KW @ 466, AOR		,\$ 50.00 (---)	
WDRE-F, 92.7, 3 KW @ 300, AOR		,\$ 60.00 (Katz)	
WLNG-F, 92.1, 3 KW @ 305, AC		,\$ 12.00 (Market 4)	

NEW ORLEANS

Arbitron Rank/Pop (12+): 32/1,097,500
 MSA Rank/Pop: 34/1,360,000
 ADI # 35
 Average Person Ratings: 16.3
 Market TSL: 22.0 hours

Stations: 20/19
 Diaries: 1576/696:1/45.4%
 Sample Target: 1500
 % Below Line: 0.4
 % Not Listed: 8.8

1987 Revenue: \$25,900,000
 HH Inc.: \$29,286
 Retail \$: 8.8 Bil
 Pop per Station: 57,763
 #1 Biller: WEZB-F \$4,600,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% Conversion	Birch Share	Birch AQH	Birch Cume
1. WQUE A/F (U/CHR)	235/13.1	15.6	15.0	15.6	12.4	14.8	260/3667	3111/28.3	29.0	25.5	95			WQUE A/F
2. WEZB-F (CHR)	205/11.5	11.2	8.8	10.0	9.7	10.4	248/3713	3011/27.4	26.3	24.1	85			WEZB-F
3. WYLD-F (B)	168/ 9.4	7.9	10.8	9.0	11.5	9.3	177/2191	1870/17.0	16.8	18.5	95			WYLD-F
4. WBYU-F (C)	153/ 8.6	6.2	7.9	9.9	7.7	8.2	174/1787	1525/13.9	12.7	13.8	91			WBYU-F
5. WWL (N/T)	125/ 7.0	6.3	6.1	5.1	5.8	6.1	165/2820	2070/18.9	15.5	17.3	103			WWL
6. WLMG-F (AC)	113/ 6.3	6.4	4.9	2.8	3.5	5.1	140/2081	1817/16.6	14.5	9.4	133			WLMG-F
7. WLTS-F (AC)	105/ 5.9	6.2	5.9	7.3	8.1	6.3	136/2205	1750/15.9	16.3	17.0	136			WLTS-F
8. WCKW-F (AOR)	84/ 4.7	4.6	4.0	3.1	4.6	4.1	101/1523	1148/10.5	9.8	8.8	130			WCKW-F
9. WNOE-F (C)	77/ 4.3	3.8	5.0	4.7	4.8	4.5	97/1532	1162/10.6	11.4	10.1	116			WNOE-F
10. WRNO-F (AOR)	74/ 4.1	4.3	5.5	5.6	5.2	4.9	97/2043	1608/14.7	13.6	15.0	95			WRNO-F
11. WBOK (B/G)	69/ 3.9	4.2	4.2	4.4	4.5	4.2	70/ 708	670/ 6.1	5.4	6.5	77			WBOK
12. WYLD (B)	54/ 3.0	3.1	1.0	.8	1.4	2.0	63/ 874	791/ 7.2	6.4	3.6	37			WYLD
13. WSMB (T)	42/ 2.4	4.3	3.7	3.1	3.8	3.4	47/ 632	537/ 4.9	5.7	6.3	33			WSMB
14. KHAA-F (R)	28/ 1.6	1.0	1.3	.5	---	1.1	37/ 499	310/ 2.8	2.7	---	113			KHAA-F
WWIW (BB)	28/ 1.6	1.9	1.6	1.9	2.1	1.8	30/ 466	434/ 4.0	5.4	5.5	56			WWIW
16.														
17.														
18.														
19.														
20.														
21.														
22.														
23.														
24.														
25.														

12+ FM SHARE (METRO): 75.92% (1236 of 1628) (SUM 87: 74.81%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WQUE-F+	1. WEZB-F<	1. WQUE-F+	1. WQUE-F+	1. WQUE-F+	1. WBYU-F	1. WEZB-F	1. WQUE-F+	1. WQUE-F+	1. WYLD-F	1. WYLD-F
2. WEZB-F	2. WQUE-F+	2. WEZB-F	2. WEZB-F	2. WEZB-F	2. WWL >	2. WQUE-F+	2. WBYU-F	2. WEZB-F	2. WQUE-F+	2. WSMB
3. WYLD	3. WYLD-F	3. WYLD-F	3. WYLD-F	3. WYLD-F	3. WQUE-F+	3. WWL	3. WEZB-F	3. WBYU-F	3. WEZB-F>	3. WQUE-F
4. WYLD-F	4. WCKW-F	4. WLTS-F<	4. WLMG-F	4. WLMG-F	4. WNOE-F	4. WBYU-F	4. WLMG-F	4. WYLD-F	4. WBYU-F	4. WBOK
5.	5. WLTS-F<	5. WLMG-F	5. WLTS-F	5. WLTS-F	5. WBOK	5. WLMG-F	5. WLTS-F	5. WWL <	5. WLMG-F	5.
6.	6. WLMG-F	6. WCKW-F	6. WCKW-F	6. WBYU-F	6. WIMG-F	6. WWL	6. WLTS-F	6. WLTS-F	6. WSMB <	6.
7.	7. WRNO-F	7. WRNO-F	7. WWL	7. WWL	7. WYLD-F	7.	7.	7.	7.	7.
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WEZB-F	1. WQUE-F+<	1. WQUE-F+	1. WQUE-F+	1. WQUE-F+	1. WEZB-F	1. WEZB-F	1. WCKW-F	1. WQUE-F+	1. WQUE-F+
2. WYLD-F	2. WEZB-F	2. WLTS-F	2. WEZB-F	2. WLTS-F	2. WQUE-F+<	2. WCKW-F<	2. WQUE-F+<	2. WEZB-F	2. WWL
3. WQUE-F+>	3. WYLD-F	3. WEZB-F	3. WYLD-F	3. WEZB-F	3. WYLD-F	3. WQUE-F+	3. WEZB-F<	3. WYLD-F<	3. WCKW-F
4. WLTS-F>	4. WLTS-F	4. WLMG-F	4. WLTS-F	4. WYLD-F<	4. WRNO-F	4. WYLD-F>	4. WYLD-F	4. WCKW-F	4. WEZB-F
5. WLMG-F	5. WLMG-F	5. WYLD-F>	5. WLMG-F	5. WLMG-F	5. WCKW-F>	5. WRNO-F	5. WLMG-F	5. WLMG-F	5. WYLD-F
6. WRNO-F	6. WCKW-F	6. WBOK	6. WBYU-F	6. WBYU-F	6. WYLD	6. WLMG-F	6. WRNO-F	6. WWL	6. WLMG-F
7. WBYU-F	7. WRNO-F	7. WCKW-F	7. WRNO-F	7. WBOK	7.	7.	7. WLTS-F	7. WRNO-F	7. WBYU-F
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WNOE	1060	New Orleans	.8/3.3
WTIX	690	New Orleans	.7/4.4
WYAT	990	New Orleans	1.9/3.7
WKJN-F	103.3	Hammond	.4/2.2

RADIO STATIONS

AM STATIONS

WBOK, 1230, 1 KW	, BLACK/GOSPEL	SBN, \$ 25.00	(Republic)	Willis
WNOE, 1060, 50 KW/5 KW (DA-2)	, COUNTRY	ABC-E, \$ 23.00	(Mc-Guild)	
WSHO, 800, 1 KW (DAYS, DA)	, RELIGION	, \$ 19.00	(---)	
WSMB, 1350, 5 KW (DA-N)	, TALK	MBS, ABC-I, \$ 27.00	(Smith)	
WTIX, 690, 10 KW/5 KW (DA-2)	, OLDIES	MBS, NBC, \$ 30.00	(Mc-Guild)	
WWIW, 1450, 1 KW	, NOSTALGIA	SMN, \$ 28.00	(Savalli)	
WWL, 870, 50 KW (DA-1)	, NEWS/TALK	CBS, \$ 60.00	(Katz)	Loyola University
WYAT, 990, 250 W	, OLDIES	CBS-R, \$ 20.00	(Durpetti)	
WYLD, 940, 10 KW/500 W (DA-2)	, BLACK	, \$ 23.00	(Banner)	Interurban

FM STATIONS

WQXY, 95.7, 100 KW @ 580, COUNTRY	, \$ 55.00	(Christal)	Stoner
WCKW, 92.3, 100 KW @ ??, CLASSIC AOR	ABC-D, \$ 35.00	(Republic)	
WEZB, 97.1, 100 KW @ 511, CHR	US 1, \$ 97.00	(MMR)	EZ
WLMG, 101.9, 100 KW @ 825, AC	, \$ 50.00	(Katz)	Loyola University
WLTS, 105.3, 100 KW @ 925, AC	CBS-R, \$ 60.00	(Durpetti)	
WNOE, 101.1, 100 KW @ 440, COUNTRY	ABC-E, \$ 50.00	(Mc-Guild)	
WQUE, 93.3, 100 KW @ 512, CHR/URBAN	, \$ 79.00	(HNWH)	Clear Channel
WRNO, 99.5, 100 KW @ 1049, AOR	ABC-F, ABC-R, \$ 53.00	(MMR)	
WYLD, 98.5, 100 KW @ 480, BLACK	, \$ 54.00	(Banner)	Interurban

NEW YORK

Arbitron Rank/Pop (12+): 1/14/053,600

Stations: 51/45
Diaries: 5266/2669:1/41.4%
Sample Target: 4000
% Below Line: 0.4
% Not Listed: 8.6

1987 Revenue: \$275,000,000
HH Inc.: \$37,400
Retail \$: 100.1 Bill
Pop per Station: 312,302
#1 Biller: WINS \$23,000,000

MSA Rank/Pop: 1/15,300,000
AOI # 1
Average Person Ratings: 18.5
Market TSL: 24.25 hours

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume
1. WHTZ-F (CHR)	1617/6.2	6.0	6.2	6.0	6.2	6.1	1632/24878	24192/17.2	17.6	17.8	79			WHTZ-F
2. WPAT A/F (EZ)	1467/5.7	5.5	6.1	6.0	6.1	5.8	1529/18837	17841/12.7	12.5	11.6	58			WPAT A/F
3. WWPR-F (CHR)	1214/4.7	4.2	4.1	4.7	4.8	4.4	1306/22558	20893/14.9	15.2	16.8	100			WWPR-F
4. WQHT-F (U/CHR)	1168/4.5	4.1	4.6	3.7	4.3	4.2	1195/16768	16085/11.4	11.0	11.4	62			WQHT-F
5. WNEW-F (AOR)	1146/4.4	3.6	3.5	3.3	4.0	3.7	1201/16027	15089/10.7	10.4	10.9	136			WNEW-F
6. WOR (T)	1120/4.3	4.6	3.9	4.5	4.5	4.3	1231/15935	14138/10.1	11.0	10.7	42			WOR
7. WINS (N)	1119/4.3	4.0	4.9	5.0	4.5	4.6	1129/23929	23562/16.8	17.6	18.2	84			WINS
8. WRKS-F (B/U)	1082/4.2	4.6	4.0	4.6	4.6	4.4	1138/13797	13248/9.4	9.3	11.1	81			WRKS-F
9. WCBS-F (O)	1059/4.1	4.2	4.3	3.6	3.8	4.1	1106/17429	16285/11.6	11.8	12.0	159			WCBS-F
10. WBLS-F (B/U)	1051/4.0	4.0	4.6	4.1	4.8	4.2	1074/14247	14002/10.0	9.8	11.8	113			WBLS-F
11. WLTW-F (AC)	981/3.8	4.5	4.6	4.7	4.3	4.4	995/13995	13577/9.7	11.9	10.5	129			WLTW-F
12. WXRK-F (AOR)	970/3.7	3.5	3.5	2.8	3.7	3.4	1036/17266	16335/11.6	11.1	10.8	130			WXRK-F
13. WABC (T)	907/3.5	3.5	2.6	2.4	2.9	3.0	1051/17200	14745/10.5	10.9	11.1	77			WABC
14. WCBS (N)	903/3.5	3.1	3.4	3.2	3.1	3.3	1049/19341	16216/11.5	12.4	12.4	71			WCBS
15. WNSR-F (AC)	715/2.7	2.9	2.8	2.9	2.8	2.8	726/12380	12009/8.5	10.1	8.7	148			WNSR-F
16. WFAN (T)	660/2.5	2.0	1.0	1.2	2.3	1.7	721/13106	11876/8.5	7.7	8.6	100			WFAN
17. WYNY-F (C)	577/2.2	2.5	3.0	2.7	1.9	2.6	658/10192	8917/6.3	7.4	5.8	114			WYNY-F
18. WKDM (SP)	466/1.8	1.0	1.2	1.2	.6	1.3	470/3817	3750/2.7	1.5	1.6	161			WKDM
19. WADO (SP)	390/1.5	2.0	1.4	2.4	1.8	1.8	390/3991	3991/2.8	3.1	2.5	93			WADO
20. WNCN-F (CL)	352/1.4	1.3	1.6	1.3	1.4	1.4	357/6456	6286/4.5	4.4	4.9	100			WNCN-F
22. WSKQ (SP)	352/1.4	1.9	1.3	1.2	.8	1.5	365/3145	3032/2.2	3.0	1.7	121			WSKQ
23. WQXR-F (CL)	351/1.3	1.4	1.4	1.2	1.5	1.3	367/6642	6177/4.4	4.7	4.8	62			WQXR-F
24. WWRL (R/G)	320/1.2	1.3	1.1	1.0	.8	1.2	326/3322	3293/2.3	2.2	2.4	125			WWRL
24. WNEW (BB)	308/1.2	1.6	1.6	2.0	1.9	1.6	316/5332	5054/3.6	3.8	5.7	67			WNEW
25. WLIB (B/U)	303/1.2	1.9	.7	1.1	1.1	1.2	303/3535	3535/2.5	3.3	2.4	125			WLIB
26. WJIT (SP)	289/1.1	1.0	.6	.9	.5	.9	299/2762	2649/1.9	1.4	.9	145			WJIT
27. WALK A/F (AC)	285/1.1	1.1	1.1	.9	1.1	1.1	294/4101	3855/2.7	2.7	2.4	145			WALK A/F
28. WNBC (AC)	270/1.0	1.2	1.0	1.3	1.3	1.1	343/7989	6287/4.5	5.2	6.2	150			WNBC
WQCD-F (AC)	270/1.0	1.2	1.3	1.4	1.6	1.2	274/5680	5446/3.9	5.0	5.3	150			WQCD-F

12+ FM SHARE (METRO): 64.37% (15319 of 23798) (SUM 87: 66.49%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WHTZ-F	1. WNEW-F	1. WNEW-F	1. WCBS-F	1. WCBS-F	1. WPAT-AF	1. WINS	1. WPAT-AF	1. WPAT-AF	1. WFAN	1. WBLS-F
2. WQHT-F	2. WHTZ-F	2. WHTZ-F	2. WNEW-F	2. WNEW-F	2. WOR	2. WXRK-F	2. WHTZ-F	2. WHTZ-F	2. WBLS-F	2. WINS
3. WRKS-F	3. WQHT-F	3. WWPR-F	3. WHTZ-F	3. WHTZ-F	3. WINS	3. WOR	3. WLTW-F	3. WABC	3. WRKS-F	3. WOR
4. WWPR-F	4. WWPR-F	4. WCBS-F	4. WWPR-F	4. WLTW-F	4. WCBS-F	4. WHTZ-F	4. WNEW-F	4. WNEW-F	4. WQHT-F	4. WCBS-F
5. WBLS-F	5. WXRK-F	5. WXRK-F	5. WXRK-F	5. WXRK-F	5. WCBS-F	5. WCBS	5. WQHT-F	5. WWPR-F	5. WHTZ-F	5. WRKS-F
6. WBLS-F	6. WRKS-F	6. WBLS-F	6. WLTW-F	6. WWPR-F	6. WABC	6. WPAT-AF	6. WQHT-F	6. WABC	6. WABC	6. WABC
7. WBLS-F	7. WQHT-F	7. WQHT-F	7. WBLS-F	7. WBLS-F	7. WLTW-F	7. WWPR-F	7. WCBS-F	7. WLTW-F	7. WWPR-F	7. WLTW-F
8. WLTW-F	8. WRKS-F	8. WRKS-F	8. WNSR-F	8. WNSR-F	8. WFAN	8. WNEW-F	8. WNSR-F	8. WRKS-F	8. WPAT-AF	8. WWRL
9. WNSR-F	9. WNSR-F	9. WLTW-F	9. WRKS-F	9. WINS	9. WYNY-F	9. WRKS-F	9. WRKS-F	9. WCBS-F	9. WNEW-F	9. WQHT-F
10. WCBS-F	10. WNSR-F	10. WNSR-F	10. WINS	10. WRKS-F	10. WBLS-F	10. WCBS-F	10. WABC	10. WOR	10. WCBS-F	10. WFAN

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WHTZ-F	1. WHTZ-F	1. WWPR-F	1. WHTZ-F	1. WCBS-F	1. WNEW-F	1. WNEW-F	1. WNEW-F	1. WNEW-F	1. WNEW-F
2. WQHT-F	2. WQHT-F	2. WHTZ-F	2. WWPR-F	2. WLTW-F	2. WXRK-F	2. WXRK-F	2. WXRK-F	2. WXRK-F	2. WCBS-F
3. WRKS-F	3. WWPR-F	3. WNEW-F	3. WQHT-F	3. WWPR-F	3. WQHT-F	3. WHTZ-F	3. WHTZ-F	3. WHTZ-F	3. WXRK-F
4. WWPR-F	4. WRKS-F	4. WQHT-F	4. WCBS-F	4. WHTZ-F	4. WHTZ-F	4. WRKS-F	4. WBLS-F	4. WCBS-F	4. WHTZ-F
5. WBLS-F	5. WNEW-F	5. WRKS-F	5. WRKS-F	5. WBLS-F	5. WRKS-F	5. WQHT-F	5. WWPR-F	5. WBLS-F	5. WBLS-F
6. WNSR-F	6. WBLS-F	6. WLTW-F	6. WBLS-F	6. WNSR-F	6. WWPR-F	6. WWPR-F	6. WRKS-F	6. WWPR-F	6. WLTW-F
7. WNEW-F	7. WNSR-F	7. WNSR-F	7. WNSR-F	7. WNEW-F	7. WBLS-F	7. WBLS-F	7. WLTW-F	7. WRKS-F	7. WWPR-F
8. WXRK-F	8. WXRK-F	8. WXRK-F	8. WLTW-F	8. WINS	8. WBAB-F	8. WBAB-F	8. WFAN-F	8. WQHT-F	8. WFAN
9. WLTW-F	9. WLTW-F	9. WBLS-F	9. WNEW-F	9. WRKS-F	9. WKDM	9. WFAN	9. WCBS-F	9. WLTW-F	9. WNSR-F
10. WDRE-F	10. WCBS-F	10. WCBS-F	10. WXRK-F	10. WPAT-AF	10. WNSR-F	10. WNSR-F	10. WQHT-F	10. WNSR-F	10. WABC

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBAB-F	102.3	Babylon	.8/2.4
WBLI-F	106.1	Patchogue	.9/2.4
WCTO-F	94.3	Smithtown	.3/ .7
WDRE-F	92.7	Garden City	.7/2.2
WEVD-F	97.9	New York	.4/1.3
WFME-F	94.7	Newark	.7/1.5
WGSM	740	Huntington	.4/ .5
WHLI	1100	Hempstead	.6/1.1
WHUD-F	100.7	Peekskill	.7/1.4
WKJY-F	98.3	Hempstead	.5/1.3
WNJR	1430	Newark	.3/ .9
WWDJ	970	Hackensack	.3/1.2
WEZN-F	99.9	Bridgeport	.3/1.5

RADIO STATIONS

AM STATIONS

WABC, 770, 50 KW	, TALK	ABC-I, \$235.00	(Banner)	Cap Cities/ABC
WADO, 1280, 5 KW (DA-1)	, HISPANIC	, \$140.00	(---)	
WCBS, 880, 50 KW	, NEWS	CBS, \$370.00	(CBS)	CBS
WFAN, 1050, 50 KW (DA-1)	, SPORTS	ABC-D, \$175.00	(Eastman)	Spanish Broadcast
WINS, 1010, 50 KW (DA-1)	, NEWS	, \$410.00	(Group W)	Westinghouse
WJIT, 1480, 5 KW (DA-2)	, HISPANIC	, \$ 90.00	(Caballero)	Infinity
WKDM, 1380, 5 KW (DA-1)	, HISPANIC	, \$ 95.00	(Katz Hisp.)	United
WLIB, 1190, 10 KW (DAYS, DA)	, BLACK NEWS/TALK	SBN, \$ 87.00	(Mc-Guild)	Inner City
WMCA, 570, 5 KW (DA-1)	, TALK	APR, MBS, \$105.00	(Roslin)	Federal
WFAN, 660, 50 KW	, AC	NBC, \$200.00	(HNWH)	Emmis
WNEW, 1130, 50 KW (DA-N)	, NOSTALGIA	, \$185.00	(Katz)	Westwood One/Legacy
WOR, 710, 50 KW (DA-1)	, TALK	US 2, ABC-E, \$315.00	(Republic)	RKO
WPAT, 930, 5 KW (DA-2)	, BTFL/EZ	, \$ NA	(Katz)	Park
WQXR, 1560, 50 KW (DA-2)	, CLASSICAL	, \$ NA	(Mc-Guild)	NY Times
WSKQ, 620, 5 KW (DA-2)	, HISPANIC	, \$120.00	(SBS)	
WWDJ, 970, 5 KW (DA-2)	, RELIGION	NBN, \$ 45.00	(---)	
WWRL, 1600, 5 KW (DA-2)	, GOSPEL	, \$ 80.00	(Roslin)	Unity

FM STATIONS

WBLS, 107.5, 5.4 KW @ 1241,	BLACK	ABC-F, \$320.00	(Mc-Guild)	Inner City
WCBS, 101.1, 4.6 KW @ 1300,	OLDIES	CBS-R, \$345.00	(CBS)	CBS
WEVD, 97.9, 7.6 KW @ 1220,	NOSTALGIA/ETHNIC	, \$ 80.00	(Groskin)	
WFME, 94.7, 38 KW @ 570,	RELIGION	, \$ NA	(---)	Family (NEWARK)
WHTZ, 100.3, 7.8 KW @ 1220,	CHR	, \$420.00	(Christal)	Malrite
WHUD, 100.7, 50 KW @ 500,	BTFL/EZ	, \$105.00	(Katz)	
WLTW, 106.7, 7.6 KW @ 1220,	SOFT AC	, \$365.00	(MMR)	Viacom (PEEKSKILL)
WNCR, 104.3, 7.6 KW @ 1220,	CLASSICAL	APR, \$165.00	(CMBS)	GAF
WNEW, 102.7, 7.8 KW @ 1220,	AOR	Source, \$305.00	(Katz)	Metropolitan to Legacy
WNSR, 105.1, 7.8 KW @ 1220,	SOFT AC	, \$245.00	(Mc-Guild)	Bonneville
WPAT, 93.1, 5.3 KW @ 1420,	BTFL/EZ	, \$250.00	(Katz)	Park
WQDS, 101.9, 5.3 KW @ 1420,	JAZZ	, \$180.00	(Christal)	Tribune
WYNY, 103.5, 5.8 KW @ 1390,	COUNTRY	, \$255.00	(Eastman)	Westwood One
WQXR, 96.3, 7.8 KW @ 1220,	CLASSICAL	, \$165.00	(Mc-Guild)	NY Times
WRKS, 98.7, 7.8 KW @ 1250,	BLACK/URBAN	US 1, \$305.00	(Republic)	RKO
WWPR, 95.5, 7.2 KW @ 1335,	CHR	ABC-R, \$380.00	(Banner)	Cap Cities/ABC
WXRK, 92.3, 5.4 KW @ 1200,	CLASSIC AOR	, \$300.00	(Torbet)	Infinity
WQHT, 97.1, 7.2 KW @ 1300,	CHR/URBAN	, \$230.00	(HNWH)	Emmis

NORFOLK

Arbitron Rank/Pop (12+): 33/1,088,200
 MSA Rank/Pop: 33/1,330,000
 ADI # 43
 Average Person Ratings: 16.7
 Market TSL: 22.0 hours

Stations: 25/24
 Diaries: 1312/829:1/50.79%
 Sample Target: 1230
 % Below Line: 0.6
 % Not Listed: 6.8

1987 Revenue: \$30,400,000
 HH Inc.: \$34,450
 Retail \$: 8.2 Bil
 Pop per Station: 45,342
 #1 Biller: WNOR A/F \$4,800,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume
1. WNOR A/F (AOR)	201/11.1	10.9	9.0	9.0	12.5	10.0	229/2353	2029/18.6	20.4	18.8	98			WNOR A/F
2. WFOG-F (EZ)	180/ 9.9	9.1	10.2	7.5	8.7	9.2	203/1972	1693/15.6	15.7	14.1	76			WFOG-F
3. WOWI-F (B)	154/ 8.5	6.3	6.6	6.2	6.3	6.9	185/2082	1687/15.5	13.0	14.6	124			WOWI-F
4. WCMS A/F (C)	140/ 7.7	8.1	9.7	9.9	9.1	8.9	171/2021	1709/15.7	15.7	16.7	116			WCMS A/F
5. WNVZ-F (CHR)	122/ 6.7	6.8	10.0	8.9	8.0	8.1	135/2433	2114/19.4	18.6	22.0	72			WNVZ-F
6. WGH-F (CHR)	109/ 6.0	6.6	5.9	6.5	5.0	6.3	125/2060	1697/15.6	16.7	14.7	48			WGH-F
7. WMYK-F (B/U)	106/ 5.8	5.0	6.2	6.6	7.3	5.9	152/2012	1598/14.7	11.5	14.8	91			WMYK-F
8. WWDE-F (AC)	98/ 5.4	5.0	5.1	6.6	5.8	5.5	106/1641	1518/13.9	12.3	12.6	133			WWDE-F
9. WLTY-F (AC)	87/ 4.8	6.1	4.3	4.5	4.8	4.9	102/1671	1388/12.8	14.4	11.9	129			WLTY-F
10. WTAR (MOR)	82/ 4.5	3.5	3.5	3.2	5.7	3.7	87/1208	1133/10.4	10.5	12.7	120			WTAR
11. WRAP (B)	70/ 3.9	3.4	2.6	3.5	4.0	3.4	75/ 938	841/ 7.7	9.2	10.5	36			WRAP
12. WJQI-F (AC)	62/ 3.4	4.1	3.6	4.5	3.5	3.9	68/1042	980/ 9.0	9.0	7.3	159			WJQI-F
13. WNIS (N/T)	54/ 3.0	2.1	1.8	2.4	2.2	2.3	57/ 681	665/ 6.1	4.7	5.2	70			WNIS
14. WPCE (R/G)	50/ 2.8	3.7	3.9	3.1	2.6	3.4	55/ 615	545/ 5.0	7.7	7.0	96			WPCE
15. WSKX-F (C)	50/ 2.8	2.0	2.3	2.6	2.0	2.4	88/1090	656/ 6.0	4.8	5.3	121			WSKX-F
16. WXRI-F (R/G)	31/ 1.7	2.4	1.7	2.4	1.0	2.1	35/ 633	533/ 4.9	5.9	2.6	118			WXRI-F

12+ FM SHARE (METRO): 82.03% (1388 of 1692) (SUM 87: 82.77%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WNVZ-F<	1. WNOR-F+>	1. WNOR-F+>	1. WNOR-F+	1. WNOR-F+	1. WFOG-F>	1. WNOR-F	1. WNOR-F+	1. WNOR-F+	1. WOWI-F>	1. WOWI-F>>
2. WGH-F	2. WOWI-F	2. WOWI-F	2. WOWI-F	2. WOWI-F	2. WCMS-F+	2. WFOG-F	2. WFOG-F	2. WFOG-F	2. WNOR-F+<	2. WFOG-F<
3. WMYK-F	3. WGH-F	3. WCMS-F+	3. WCMS-F+	3. WCMS-F+	3. WTAR	3. WCMS-F	3. WCMS-F	3. WFOG-F	3. WNIS	3. WNIS
4. WRAP	4. WNVZ-F	4. WWDE-F	4. WWDE-F	4. WFOG-F	4. WOWI-F	4. WNVZ-F	4. WOWI-F	4. WGH-F	4. WMYK-F	4. WNOR-F
5. WNOR-F+	5. WWDE-F	5. WNVZ-F<	5. WLTY-F	5. WWDE-F	5. WNIS	5. WWDE-F	5. WNVZ-F	5. WMYK-F	5. WNVZ-F	5. WMYK-F
6. WOV-F	6. WMYK-F	6. WLTY-F	6. WFOG-F	6. WLTY-F	6. WOV-F	6. WOV-F	6. WLTY-F	6. WOV-F	6. WGH-F	6. WGH-F
7. WLTY-F	7. WMYK-F	7. WMYK-F<	7. WTAR	7. WTAR	7. WTAR	7. WTAR	7. WTAR	7. WWOE-F	7. WWOE-F	7. WWOE-F
8. WGH-F	8. WJQI-F+	8. WMYK-F	8. WMYK-F	8. WMYK-F	8. WMYK-F	8. WMYK-F	8. WMYK-F	8. WMYK-F	8. WMYK-F	8. WMYK-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WNOR-F	1. WOWI-F<	1. WWDE-F	1. WOWI-F	1. WOWI-F<	1. WNOR-F+>>	1. WNOR-F+>>	1. WNOR-F+>>	1. WNOR-F+>>	1. WNOR-F+
2. WOWI-F	2. WWDE-F	2. WOWI-F>	2. WWDE-F	2. WWDE-F	2. WGH-F	2. WGH-F	2. WOWI-F>	2. WOWI-F>	2. WOWI-F
3. WGH-F	3. WNOR-F+	3. WLTY-F	3. WCMS-F+	3. WCMS-F+	3. WNVZ-F	3. WOWI-F	3. WCMS-F+	3. WCMS-F+	3. WCMS-F+
4. WWDE-F	4. WLTY-F	4. WMYK-F	4. WNOR-F	4. WFOG-F	4. WMYK-F	4. WNVZ-F	4. WLTY-F	4. WGH-F	4. WFOG-F
5. WNVZ-F	5. WMYK-F	5. WNOR-F+	5. WLTY-F<	5. WLTY-F	5. WCMS-F+	5. WMYK-F	5. WNVZ-F	5. WNVZ-F	5. WTAR
6. WLTY-F	6. WNVZ-F	6. WNVZ-F	6. WMYK-F	6. WJQI-F+	6. WOWI-F	6. WCMS-F+	6. WMYK-F	6. WMYK-F<	6. WLTY-F
7. WMYK-F	7. WGH-F	7. WGH-F	7. WNVZ-F	7. WMYK-F	7. WLTY-F	7. WLTY-F	7. WLTY-F	7. WLTY-F	7. WLTY-F
8. WCMS-F+	8. WCMS-F+	8. WJQI-F+	8. WNOR-F	8. WNOR-F	8. WNOR-F	8. WNOR-F	8. WNOR-F	8. WNOR-F	8. WNOR-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGH	1310	Newport News	.7/1.7
WKEZ-F	94.1	Yorktown	1.3/2.6
WTJZ	1270	Newport News	.5/1.4
WZAM	1110	Norfolk	.8/2.3

RADIO STATIONS

WGH, 1310, 5 KW (DA-N)	CHR	ABC-F, \$ NA	(Banner)	Susquehanna
WNIS, 850, 5 KW/1 KW (DA-2)	NEWS/TALK	NBC, ABC-T, \$ 40.00	(Roslin)	Sinclair
WPCE, 1400, 1 KW	GOSPEL	SBN, \$ 27.00	(Mc-Guild)	Willis
WRAP, 1350, 5 KW (DA-2)	BLACK	NBN, \$ 35.00	(---)	
WTAR, 790, 5 KW (DA-1)	OLDIES/MOR	CBS, \$ 43.00	(Christal)	Landmark
WCMS-F, 100.5, 50 KW @ 500	COUNTRY	ABC-E, \$ 93.00	(Katz)	
WFOG-F, 92.9, 50 KW @ 480	BTF/EZ	, \$ 70.00	(MMR)	JAG
WGH -F, 97.3, 74 KW @ 415	CHR	ABC -E, \$ 50.00	(Banner)	Susquehanna
WJQI-F, 94.9, 50 KW @ 536	SOFT AC	, \$ 45.00	(Torbet)	Coleman
WKEZ-F, 94.1, 50 KW @ 500	COUNTRY	US 2, \$ 39.00	(Roslin)	Eure
WLTY-F, 95.7, 40 KW @ 881	AC	, \$ 69.00	(Christal)	Landmark
WMYK-F, 93.7, 100 KW @ 940	URBAN	, \$ 47.00	(Eastman)	(ELIZABETH CITY)
WNOR-F, 98.7, 50 KW @ 500	AOR	Source, \$104.00	(Mc-Guild)	Saga
WNVZ-F, 104.5, 50 KW @ 480	CHR	, \$ 70.00	(Republic)	Capitol-Goodmon
WOWI-F, 102.9, 50 KW @ 500	BLACK	SBN, \$ 54.00	(Mc-Guild)	Willis
WSKX-F, 106.9, 100 KW @ 964	COUNTRY	, \$ 39.00	(CBS)	Downs
WWDE-F, 101.3, 50 KW @ 500	AC	CBS-R, \$ 75.00	(Eastman)	Edens
WXRI-F, 105.3, 50 KW @ 500	RELIGION	, \$ 37.00	(K & P)	CBN
WOFM-F, 92.1, 2 KW @ 420	? ?	, \$ NA	(---)	

OKLAHOMA CITY

Arbitron Rank/Pop (12+): 41/325,400

MSA Rank/Pop: 16/795,000

Average Person Ratings: 15.7

Market TSL: 21.25 hours

Stations: 17/17
Diaries: 1113/742:1/50.2%
Sample Target: 1080
% Below Line: 0
% Not Listed: 7.9

1987 Revenue: \$21,200,000
HH Inc.: \$31,351
Retail \$: 8.2 Bil
Pop per Station: 48,553
#1 Biller: KXXY A/F \$3,800,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% Conversion	Birch Share	Birch AQH	Birch Cume
1. KXXY A/F (A)	162/12.6	14.3	13.9	13.4	11.9	13.6	209/2686	1855/22.5	22.8	21.4	110			KXXY A/F
2. KJYO-F (C4P)	146/11.3	12.7	12.7	13.4	16.1	12.5	205/2674	1933/23.4	25.0	28.4	71			KJYO-F
3. KATT-F (AOR)	103/ 3.4	10.0	8.1	7.6	12.5	8.5	152/2093	1371/16.6	20.5	21.7	77			KATT-F
4. KKNG-F (EZ)	101/ 7.8	4.9	9.0	7.4	7.6	7.3	113/1555	1230/14.9	13.2	14.9	77			KKNG-F
5. KRXO-F (AOR)	89/ 6.9	5.9	6.4	6.7	2.9	6.5	101/1435	1232/14.9	12.8	6.9	138			KRXO-F
6. KMGL-F (AC)	36/ 6.7	5.8	4.4	4.6	3.2	5.4	101/1338	1007/12.2	12.8	10.0	131			KMGL-F
7. KTOK (N/T)	33/ 6.4	6.5	6.2	7.6	7.4	6.7	97/1492	1255/15.2	15.0	16.5	70			KTOK
8. KPRW (B)	31/ 6.3	7.2	3.2	3.3	4.5	5.0	85/ 561	501/ 6.1	5.7	5.4	76			KPRW
9. KEBC-F (C)	30/ 6.2	6.2	4.9	5.5	4.6	5.7	129/1619	1017/12.3	12.1	14.8	123			KEBC-F
10. KLTE-F (AC)	29/ 6.0	3.2	4.5	4.0	4.2	4.4	94/1307	1097/13.3	11.2	13.8	145			KLTE-F
11. KZBS-F (AC)	60/ 4.6	4.9	4.3	5.7	6.2	4.9	73/1395	1173/14.2	13.9	16.0	89			KZBS-F
12. WKY (C)	49/ 3.8	3.5	3.6	4.8	3.5	3.9	83/1357	758/ 9.2	9.3	10.8	108			WKY
13. KOMA (D)	32/ 2.5	4.0	4.8	3.3	3.9	3.7	56/ 814	520/ 6.3	8.9	8.6	56			KOMA

12+ FM SHARE (METRO): 77.41% (922 of 1191) (SUM 87: 75.50%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KJYO-F>>1. KATT-F	1. KXXY-F+	1. KXXY-F+	1. KXXY-F+	1. KXXY-F+	1. KXXY-F+	1. KXXY-F+	1. KXXY-F	1. KJYO-F	1. KJYO-F>	1. KXXY-F<
2. KPRW	2. KJYO-F	2. KATT-F	2. KRXO-F	2. KRXO-F	2. KRXO-F	2. KRXO-F	2. KTOK	2. KJYO-F	2. KXXY-F+	2. KXXY-F+
3. KXXY-F+	3. KRXO-F	3. KJYO-F	3. KMGL-F	3. KMGL-F	3. KMGL-F	3. KMGL-F	3. KJYO-F	3. KATT-F	3. KATT-F	3. KPRW
4. KATT-F	4. KLTE-F	4. KRXO-F	4. KLTE-F	4. KLTE-F	4. KLTE-F	4. KEBC-F	4. KEBC-F	4. KMGL-F	4. KMGL-F<	4. KATT-F
5. KZBS-F	5. KMGL-F	5. KMGL-F	5. KJYO-F	5. KJYO-F	5. KJYO-F	5. WXY	5. KATT-F<	5. KLTE-F	5. KLTE-F	5. KRXO-F<
6. KZBS-F	6. KLTE-F	6. KLTE-F	6. KEBC-F	6. KEBC-F	6. KEBC-F	6. KMGL-F	6. KKNG-F<	6. KRXO-F	6. KRXO-F	6. KKNG-F
7. KPRW	7. KATT-F	7. KATT-F	7. KATT-F	7. KATT-F	7. KATT-F	7. KATT-F	7. KRXO-F	7. KEBC-F	7. KEBC-F	7. KEBC-F
8. KXXY-F+										

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KJYO-F>	1. KJYO-F>	1. KLTE-F	1. KJYO-F	1. KXXY-F+	1. KATT-F>>1. KATT-F	1. KRXO-F>>1. KATT-F	1. KRXO-F>>1. KATT-F	1. KRXO-F	1. KRXO-F
2. KPRW	2. KLTE-F	2. KJYO-F	2. KXXY-F+	2. KLTE-F	2. KJYO-F	2. KRXO-F>	2. KATT-F	2. KRXO-F	2. KXXY-F+
3. KZBS-F	3. KZBS-F	3. KXXY-F+	3. KLTE-F	3. KMGL-F	3. KMGL-F	3. KJYO-F	3. KJYO-F	3. KXXY-F+	3. KEBC-F
4. KATT-F	4. KXXY-F+	4. KMGL-F	4. KMGL-F	4. KJYO-F	4. KZBS-F	4. KMGL-F	4. KEBC-F	4. KEBC-F	4. KATT-F
5. KRXO-F	5. KMGL-F	5. KZBS-F	5. KZBS-F	5. KKNG-F	5. KPRW	5. KLTE-F	5. KLTE-F	5. KJYO-F	5. KMGL-F
6. KMGL-F	6. KPRW	6. KATT-F	6. KPRW	6. KZBS-F	6. KLTE-F	6. KEBC-F	6. KMGL-F	6. KMGL-F	6. KJYO-F
7. KXXY-F+	7. KATT-F								

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KGFF	1450	Shawnee	.5/ .9
KJIL-F	104.9	Bethany	1.1/3.9
KQCV	800	Oklahoma City	1.2/2.0

RADIO STATIONS

KOMA, 1520, 50 KW (DA-N)	, OLDIES	NBC, \$ 37.00 (Durpetti)	Diamond
KPRW, 1140, 1 KW (DAYS)	, BLACK	SBN, \$ 26.00 (Banner)	Surrey
KQCV, 800, 250 W (DAYS)	, RELIGION	, \$ 17.00 (---)	Bott
KTOK, 1000, 5 KW (DA-2)	, NEWS/TALK	ABC-I, \$ 59.00 (Banner)	Clear Channel
WKY, 930, 5 KW (DA-N)	, COUNTRY	ABC-E, \$ 38.00 (Christal)	Gaylord
KATT-F, 109.5, 100 KW @ 1200, AOR		Surrey, \$ 70.00 (Banner)	Surrey
KEBC-F, 94.7, 100 KW @ 550, COUNTRY		MBS, \$ 39.00 (Eastman)	Independence
KJIL-F, 104.9, 100 KW @ 300, RELIGION		, \$ 20.00 (---)	Swaggert
KJYO-F, 102.7, 100 KW @ 1003, CHR		, \$ 55.00 (HNWH)	Clear Channel
KKNG-F, 92.5, 95 KW @ 900, BTFL/EZ		, \$ 51.00 (Christal)	New City
KLTE-F, 101.9, 100 KW @ 475, AC		, \$ 43.00 (Katz)	Mel Wheeler
KMGL-F, 104.1, 100 KW @ 1425, SOFT AC		US 1, Trans, \$ 40.00 (Katz)	Renda
KRXO-F, 107.7, 100 KW @ 1027, CLASSIC ROCK		, \$ 47.00 (Durpetti)	Diamond
KXXY-F, 96.1, 100 KW @ 1167, COUNTRY		MBS, \$ 90.00 (Mc-Guild)	New Market
KZBS-F, 98.9, 100 KW @ 1108, CHR		APR, \$ 56.00 (Katz)	

OMAHA

Arbitron Rank/Pop (12+): 69/502,500
 MSA Rank/Pop: 73/620,000
 Average Person Ratings: 15.6
 Market TSL: 20.25 hours

Stations: 17/14
 Diaries: 832/604:1/54.7%
 Sample Target: 870
 % Below Line: 2.7
 % Not Listed: 8.6

1987 Revenue: \$17,300,000
 HH Inc.: \$36,712
 Retail \$: 4.4 Bil
 Pop per Station: 35,893
 #1 Biller: KFAB \$5,000,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	CUME/CUME RATING	SPG 88	SUM 87	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume
1. KFAB (MOR)	115/14.8	16.1	17.0	22.3	20.4	17.6	207/2842	1553/30.9	29.8	32.5	68			KFAB
2. KEZO A/F (AOR)	115/14.7	17.7	15.4	14.7	14.7	15.6	156/1793	1305/26.0	27.3	25.7	92			KEZO A/F
3. KQKQ-F (CHR)	91/11.6	10.4	12.1	10.4	9.1	11.1	102/1815	1543/30.7	29.2	26.5	91			KQKQ-F
4. KGOR-F (CHR)	87/11.1	11.9	10.8	9.1	11.2	10.7	120/2146	1508/30.0	27.7	30.2	96			KGOR-F
5. KOIL (O)	52/ 6.6	4.7	4.8	3.0	4.4	4.8	53/ 743	701/14.0	12.0	11.4	170			KOIL
6. KEFM-F (AC)	51/ 6.5	5.4	7.8	6.4	6.8	6.5	63/1121	842/16.8	13.6	19.2	154			KEFM-F
7. KESY A/F (EZ)	43/ 6.1	7.4	8.7	9.8	8.7	8.0	56/ 838	674/13.4	15.2	16.1	66			KESY A/F
8. WOW-F (C)	45/ 5.7	7.5	6.1	7.0	7.9	6.6	51/ 833	578/11.5	14.3	16.8	144			WOW-F
9. WOW (C)	44/ 5.6	4.3	4.4	6.5	5.3	5.2	76/1280	577/11.5	10.6	13.9	71			WOW
10. KOMJ-F (AC)	25/ 3.3	3.5	---	---	---	1.7	47/ 682	491/ 9.8	7.5	---	155			KOMJ-F
11. KKAR (N/T)	13/ 1.7	1.6	.9	.8	.6	1.3	17/ 349	291/ 5.8	4.6	2.9	71			KKAR
12.														
13.														
14.														
15.														

12+ FM SHARE (METRO): 67.04% (480 of 716) (SUM 87: 65.16%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KGOR-F	1. KEZO-F>>>1.	KEZO-F>>1.	KEZO-F+>1.	KEZO-F+>1.	KFAB >>>1.	KFAB >	1. KEZO-F>>1.	KEZO-F+>1.	KFAB	1. KFAB >
2. KQKQ-F	2. KQKQ-F	2. KQKQ-F	2. KOIL	2. KOIL	2. KESY-F+	2. KEZO-F+	2. KFAB	2. KFAB	2. KEZO-F+	2. KQKQ-F<
3. KEZO-F>>>3.	KFAB	3. KGOR-F	3. KQKQ-F	3. KGOR-F<	3. WOW	3. KQKQ-F<	3. KQKQ-F<	3. KQKQ-F	3. KGOR-F	3. KEZO-F
4.	4. KEFM-F>	4. KOIL <	4. KGOR-F<	4. KQKQ-F	4. KOIL	4. KGOR-F	4. KGOR-F	4. KGOR-F	4. KGOR-F	4. KQKQ-F>>4.
5.	5. KOIL	5. KEFM-F>	5. KEFM-F	5. KEFM-F	5. WOW-F	5. WOW-F	5. WOW-F	5. KOIL	5. KEFM-F	5. KGOR-F
	6. WOW-F				KFAB	6. KEFM-F	6. KESY-F+			KOIL

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KGOR-F	1. KGOR-F	1. KGOR-F	1. KGOR-F	1. KGOR-F	1. KEZO-F>>>1.	KEZO-F>>>1.	KEZO-F>>>1.	KEZO-F>>>1.	KEZO-F>
2. KQKQ-F>	2. KQKQ-F	2. KQKQ-F	2. KQKQ-F	2. KEFM-F<	2. KQKQ-F>>>2.	KQKQ-F>>>2.	KOIL	2. KOIL	2. KOIL >
3. KEFM-F	3. KEZO-F+	3. KEZO-F+	3. KEFM-F	3. KQKQ-F	3.	3. KGOR-F	3. KGOR-F	3. KQKQ-F>	3. KFAB
	4. KEFM-F>>>4.	KEFM-F>	4. KEZO-F+>4.	KFAB	4.	KOIL	4. KQKQ-F	4. KGOR-F	4. KQKQ-F
5. KOMJ-F	5. KOMJ-F	5. KOMJ-F	5. KOMJ-F	5. WOW-F	5.	5. WOW-F>	5. KEFM-F	5. KEFM-F	5. WOW-F
		6. KOIL	WOW-F	6. KEZO-F+		6. KEFM-F	6. KFAB	KFAB	6. KEFM-F
		WOW-F				KFAB		WOW-F	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBWH-F	106.3	Blair	1.1/2.7
KFMQ-F	101.9	Lincoln	.8/4.3
KMA	960	Shenandoah	1.1/1.7
KZKX-F	96.9	Seward	.5/2.5

RADIO STATIONS

KCRO, 660, 1 KW	, RELIGION	,\$ 12.00	(--)
KFAB, 1110, 50 KW (DA-N)	, MOR	NBC,\$106.00	(Christal)
KKAR, 1180, 5 KW/1 KW (DA-2)	, NEWS/TALK	MBS,CBS,\$ 20.00	(Eastman)
KOIL, 1290, 5 KW (DA-N)	, OLDIES	US 2,\$ 27.00	(Torbet)
WOW, 590, 5 KW	, COUNTRY	ABC-I,\$ 40.00	(Torbet)
			Great Empire
KEFM-F, 96.1, 100 KW @ 1442,	SOFT AC	,\$ 42.00	(Mc-Guild)
KESY-F, 104.5, 100 KW @ 1085,	BTFL/EZ	,\$ 40.00	(Mc-Guild)
KEZO-F, 92.3, 100 KW @ 1210,	AOR	,\$ 62.00	(Katz)
KGOR-F, 99.9, 115 KW @ 1227,	CHR	Source,\$ 55.00	(Christal)
KQKQ-F, 98.5, 100 KW @ 1099,	CHR	ABC-F,\$ 57.00	(Eastman)
WOW-F, 94.1, 100 KW @ 510,	COUNTRY	ABC-E,\$ 45.00	(Torbet)
KOMJ-F, 103.7, 100 KW @ 440,	AC	,\$ NA	(---)
			Great Empire
			(ATLANTIC, IA)

ORLANDO

Arbitron Rank/Pop (12+): 43/758,100

MSA Rank/Pop: 55/925,000

AUI # 27

Average Person Ratings: 17.1

Market TSL: 23.25 hours

Stations: 22/19
Diaries: 1957/731:1/48.5%
Sample Target: 1010
% Below Line: 2.3
% Not Listed: 6.3

1987 Revenue: \$38,000,000
HH Inc.: \$31,813
Retail \$: 7.3 Bill
Pop per Station: 40,689
#1 Biller: WKKA-F \$5,100,000

12+ METRO	1/4/SHARE	SPG 88	WTH 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% Conversion	Birch Share	Birch AQH	Birch Cume
1. WJHM-F (P/U)	153/12.0	7.0	3.0	3.1	2.8	6.3	289/2011	1153/14.9	12.0	7.9	98			WJHM-F
2. WKKA-F (C)	143/10.6	10.0	13.4	12.1	9.3	11.5	289/2385	1384/17.9	18.5	15.8	97			WKKA-F
3. WSTF-F (AC)	125/9.0	9.7	9.7	9.8	5.7	9.1	180/2543	1309/16.9	19.6	17.5	144			WSTF-F
4. WSSP-F (EZ)	103/7.8	7.1	9.1	8.2	12.2	8.1	246/2805	1157/15.0	15.6	20.0	54			WSSP-F
5. WOCL-F (C)	107/7.7	7.9	4.0	3.5	4.4	5.8	203/2485	1164/15.1	15.9	10.7	165			WOCL-F
6. WDIZ-F (CHR)	100/7.6	7.4	7.0	6.8	6.3	7.2	234/2376	1200/15.5	15.3	15.4	91			WDIZ-F
7. WBJW A/F (CHR)	99/6.8	6.7	9.9	10.4	10.3	8.2	255/3570	1677/21.7	22.1	28.9	75			WBJW A/F
8. WDBO (MOR)	77/5.8	8.0	6.1	5.5	6.7	6.4	106/1396	1050/13.6	15.8	16.2	78			WDBO
9. WHTQ-F (AOR)	75/5.7	4.0	4.0	3.7	4.7	4.4	174/1999	971/12.6	9.8	10.0	96			WHTQ-F
10. WJYO-F (AC)	71/5.4	4.3	4.9	6.1	7.6	5.2	99/1913	965/12.5	10.9	14.5	129			WJYO-F
11. WCAT-F (CHR)	51/3.9	4.7	5.9	5.2	7.5	4.9	85/1999	1201/15.5	15.4	22.5	54			WCAT-F
12. WLOQ-F (J)	44/3.3	1.6	3.2	3.2	2.8	2.8	76/974	711/9.2	5.4	7.8	152			WLOQ-F
13. WNNZ (N/T)	35/2.7	3.3	4.3	3.9	3.7	3.6	45/663	577/7.5	9.1	9.9	85			WNNZ
14.														
15.														

12+ FM SHARE (METRO): 87.47% (1082 of 1237) (SUM 87: 81.20%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WJHM-F >	1. WJHM-F	1. WJHM-F	1. WOCL-F <	1. WOCL-F	1. WKKA-F	1. WKKA-F	1. WKKA-F	1. WJHM-F	1. WJHM-F >	1. WDBO
2. WBJW-F >	2. WDIZ-F	2. WSTF-F	2. WJHM-F <	2. WJHM-F <	2. WSSP-F	2. WSTF-F <	2. WJHM-F	2. WKKA-F	2. WDBO >	2. WKKA-F
3. WCAT-F	3. WSTF-F	3. WOCL-F	3. WSTF-F	3. WSTF-F	3. WOCL-F	3. WJHM-F <	3. WSTF-F	3. WDIZ-F <	3. WDIZ-F	3. WJHM-F
4. WHTQ-F	4. WHTQ-F	4. WDIZ-F	4. WKKA-F	4. WKKA-F >	4. WDBO	4. WOCL-F	4. WSSP-F <	4. WSTF-F <	4. WBJW-F <	4. WDIZ-F
5. WDIZ-F	5. WBJW-F >	5. WKKA-F	5. WDIZ-F	5. WDIZ-F	5. WJYO-F	5. WSSP-F <	5. WOCL-F	5. WOCL-F	5. WSTF-F	5. WBJW-F
		6. WBJW-F <		6. WJYO-F		6. WBJW-F	6. WJYO-F	6. WSSP-F	6. WSTF-F	6. WLOQ-F
		7. WHTQ-F				7. WDIZ-F		7. WDIZ-F		7. WSSP-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WJHM-F	1. WJHM-F	1. WJHM-F <	1. WJHM-F	1. WJHM-F	1. WDIZ-F	1. WDIZ-F	1. WDIZ-F	1. WDIZ-F	1. WOCL-F
2. WBJW-F >	2. WSTF-F	2. WSTF-F >	2. WSTF-F	2. WSTF-F	2. WJHM-F	2. WJHM-F	2. WHTQ-F	2. WJHM-F	2. WKKA-F
3. WCAT-F	3. WBJW-F >	3. WBJW-F >	3. WOCL-F	3. WOCL-F	3. WBJW-F	3. WHTQ-F >	3. WJHM-F	3. WOCL-F	3. WDIZ-F
4. WDIZ-F	4. WOCL-F	4. WKKA-F	4. WJYO-F	4. WJYO-F	4. WOCL-F	4. WSTF-F	4. WSTF-F	4. WHTQ-F <	4. WSTF-F
5. WSTF-F >	5. WDIZ-F	5. WOCL-F	5. WBJW-F >	5. WKKA-F	5. WKKA-F	5. WBJW-F >	5. WLOQ-F >	5. WSTF-F	5. WJHM-F
6. WOCL-F	6. WCAT-F	6. WJYO-F	6. WKKA-F					6. WSTF-F	6. WHTQ-F
	7. WJYO-F							7. WKKA-F	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAJL	1190	Pinestate	.3/ .9
WORL	1270	Orlando	.8/3.9
WPRD	1440	Winter Park	1.2/2.7
WTLN-F	95.3	Apopha	1.1/2.5
WXXO	1600	Winter Garden	.9/2.8
WWLV-F	94.5	Daytona Beach	1.1/2.5
WPCV-F	97.5	Winter Haven	.8/2.2
WYNF-F	94.9	Tampa	.4/1.4

RADIO STATIONS

WDBO, 580, 5 KW (DA-N), MOR
 WJHM, 990, 50 KW/5 KW (DA-2), COUNTRY
 WHTQ, 1140, 4 KW (DAYS), HISPANIC
 WORL, 1270, 5 KW (DA-N), BLACK
 WPRD, 1440, 5 KW/1 KW (DA-N), NOSTALGIA
 WNNZ, 740, 5 KW/1 KW (DA-N), NEWS/TALK

ABC-I, \$ 64.00 (Katz) New City
 \$ 24.00 (Eastman) TK
 \$ 15.00 (Lotus)
 CBS-R, \$ 33.00 (HNWH)
 Trans, \$ 12.00 (---)
 MBS, NBC, \$ 50.00 (Christal) Guy Gannett

\$ 114.00 (Banner) Nationwide
 \$ 78.00 (Durpetti) Southern Starr
 \$ 85.00 (MMR) Shamrock-Lynett
 \$ 58.00 (Eastman) TK
 \$ 80.00 (Mc-Guild) Metroplex
 \$ 44.00 (Banner)
 \$ 120.00 (Katz) New City
 \$ 52.00 (Christal) American
 \$ 40.00 (CBS) Beasley
 \$ 77.00 (Christal) Guy Gannett
 \$ 90.00 (Republic) Capitol-Goodmon

(DE LAND)
 (DAYTONA BEACH)
 (COCOA BEACH)
 (COCOA BEACH)

PHILADELPHIA

Arbitron Rank/Pop (12+): 5/4,059,800
 MSA Rank/Pop: 4/4,840,000
 ADI # 4
 Average Person Ratings: 18.7
 Market TSL: 24.5 hours

Stations: 30/24
 Diaries: 2509/1618:1/46.7%
 Sample Target: 2440
 % Below Line: 3.1
 % Not Listed: 8.8

1987 Revenue: \$115,600,000
 HH Inc.: \$35,793
 Retail \$: 33.3 Bil
 Pop per Station: 169,150
 #1 Biller: WMMR-F \$14,600,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% Conversion	Birch Share	Birch AQH	Birch Cume
1. WMMR-F (AOR)	607/3.0	7.8	7.7	8.1	8.1	7.9	876/11696	8056/19.8	19.5	19.8	103			WMMR-F
2. WUSL-F (B/U)	540/7.1	8.2	7.1	7.8	7.8	7.6	600/ 5848	5242/12.9	14.7	14.7	76			WUSL-F
3. KYW (N)	518/6.8	6.9	7.3	8.0	7.2	7.3	568/11654	10348/25.5	26.8	28.9	82			KYW
4. WEGX-F (CHR)	509/6.7	7.0	6.5	4.8	3.3	6.3	579/ 9296	7592/18.7	13.6	11.5	67			WEGX-F
5. WPEN (8B)	503/6.6	6.3	5.9	4.6	4.2	5.9	524/ 4975	4723/11.6	10.6	9.6	29			WPEN
6. WEAZ-F (EZ)	445/5.9	6.1	7.6	7.4	6.5	6.8	553/ 7230	5752/14.2	14.6	15.6	78			WEAZ-F
7. WYSP-F (AOR)	443/5.8	4.8	4.7	4.6	4.0	5.0	577/ 9033	6760/16.7	14.6	13.9	123			WYSP-F
8. WSNI-F (AC)	349/4.6	3.4	2.8	3.3	3.7	3.5	378/ 5924	5036/12.4	10.3	12.0	141			WSNI-F
9. WWDB-F (T)	347/4.6	4.4	5.3	5.2	5.1	4.9	410/ 4561	3599/ 8.9	8.7	9.9	72			WWDB-F
10. WXTU-F (C)	342/4.5	4.3	4.6	3.5	4.6	4.2	464/ 5233	3728/ 9.2	9.1	8.5	131			WXTU-F
11. WKSZ-F (AC)	339/4.5	5.5	5.4	5.8	5.0	5.3	376/ 5696	4782/11.8	13.9	14.2	142			WKSZ-F
12. WMGK-F (AC)	312/4.1	4.1	4.5	4.7	4.1	4.4	357/ 5900	4671/11.5	12.9	13.2	154			WMGK-F
13. WDAS-F (B)	270/3.6	3.5	3.6	3.9	4.0	3.7	308/ 3876	3655/ 9.0	9.2	9.9	114			WDAS-F
14. WCAU (N/T)	261/3.4	4.1	2.6	2.9	3.7	3.3	310/ 6071	5212/12.8	13.7	13.1	56			WCAU
15. WOGL-F (O)	174/2.3	3.0	3.0	3.5	3.4	3.0	249/ 5549	3907/ 9.6	10.3	13.9	157			WOGL-F
16. WIOQ-F (O)	172/2.3	2.5	2.5	2.4	2.3	2.4	220/ 4371	3562/ 8.8	9.0	9.4	161			WIOQ-F
17. WFLN-F (CL)	166/2.2	1.7	2.1	1.9	2.0	2.0	208/ 3135	2600/ 6.4	6.1	5.2	114			WFLN-F
18. WIP (I)	118/1.6	1.0	1.1	1.5	1.7	1.3	138/ 2524	2309/ 5.7	4.7	6.0	88			WIP
19. WDAS (B)	83/1.1	1.2	1.0	1.2	1.2	1.1	84/ 1453	1373/ 3.4	4.2	3.4	82			WDAS-F
20. WHAT (BB)	69/ .9	1.0	1.0	.9	1.0	1.0	69/ 1018	1018/ 2.5	2.6	2.3	89			WHAT
21.														
22.														
23.														
24.														
25.														

12+ FM SHARE (METRO): 75.18% (5210 of 6930) (SUM 87: 74.14%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WEGX-F	1. WMMR-F	1. WMMR-F	1. WMMR-F	1. WMMR-F	1. WPEN	1. KYW	> 1. WMMR-F	1. WMMR-F	1. WUSL-F	> 1. KYW
2. WUSL-F	>>2. WUSL-F	2. WYSP-F	2. WYSP-F	2. WYSP-F	2. KYW	2. WMMR-F	< 2. WEAZ-F	2. WEGX-F	2. WEGX-F	2. WWDB-F
3. WMMR-F	3. WYSP-F	3. WUSL-F	3. WMGX-F	3. WSNI-F	3. WEAZ-F	3. WYSP-F	3. WPEN	3. WPEN	3. WMMR-F	3. WCAU
4. WYSP-F	4. WEGX-F	4. WEGX-F	4. WSNI-F	4. WMGX-F	4. WWDB-F	4. WPEN	4. WEGX-F	4. WUSL-F	4. WWDB	4. WIP
5. WDAS-F	5. WSNI-F	5. WSNI-F	5. WUSL-F	5. WKSZ-F	5. WXTU-F	5. WUSL-F	5. WUSL-F	5. WEAZ-F	5. WCAU	5. WPEN
6.	6. WDAS-F	6. WMGX-F	6. WKSZ-F	6. WXTU-F	6. WKSZ-F	6. WEAZ-F	6. WKSZ-F	6. WWDB-F	6. WDAS-F	6. WUSL-F
7.	7. WMGX-F	7. WDAS-F	7. WXTU-F	7. KYW	7. WCAU	7. WEGX-F	7. WSNI-F	7. WYSP-F	7. WPEN	7. WSNI-F
8.	8.	8. WKSZ-F	8. KYW	8. WUSL-F	8. WSNI-F	8. WSNI-F	8. WYSP-F	8. WSNI-F	8. KYW	8. WDAS-F
9.	9.	9. WXTU-F	9. WEGX-F	9. WEAZ-F	9. WMGX-F	9. WXTU-F	9. WKSZ-F	9. WKSZ-F	9. WYSP-F	9. WYSP-F
10.	10.	10. KYW	10. WDAS-F	10. WEGX-F	10.	10. WWDB-F	10. WXTU-F	10. WXTU-F	10. WEAZ-F	10. WMMR-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WEGX-F	1. WEGX-F	1. WUSL-F	1. WUSL-F	1. WKSZ-F	1. WMMR-F	>>>1. WMMR-F	1. WMMR-F	1. WMMR-F	1. WMMR-F
2. WUSL-F	2. WUSL-F	2. WSNI-F	2. WEGX-F	2. WSNI-F	2. WUSL-F	2. WYSP-F	> 2. WYSP-F	>>2. WYSP-F	2. WYSP-F
3. WSNI-F	3. WSNI-F	3. WMMR-F	3. WSNI-F	3. WMGX-F	3. WYSP-F	3. WUSL-F	3. WUSL-F	3. WUSL-F	3. WXTU-F
4. WMMR-F	4. WMMR-F	4. WEGX-F	4. WMMR-F	4. WUSL-F	4. WEGX-F	4. WEGX-F	4. WMGX-F	4. WEGX-F	4. KYW
5. WYSP-F	5. WYSP-F	5. WMGX-F	5. WMGX-F	5. WEGX-F	5. WDAS-F	5. WDAS-F	5. WDAS-F	5. WXTU-F	5. WMGX-F
6. WDAS-F	6. WDAS-F	6. WDAS-F	6. WKSZ-F	6. WEAZ-F	6. WMGX-F	6. WMGX-F	6. WEGX-F	6. WMGX-F	6. WSNI-F
7. WMGX-F	7. WYSP-F	7. WYSP-F	7. WDAS-F	7. WMMR-F	7.	7. WXTU-F	7. WXTU-F	7. KYW	< WWDB-F
8. WEAZ-F	8. WKSZ-F	8. WKSZ-F	8. WYSP-F	8. KYW	8.	8.	8. KYW	8. WDAS-F	8. WUSL-F
9.	9. WIOQ-F	9. WIOQ-F	9. WIOQ-F	9. WXTU-F	9.	9.	9. WIOQ-F	9. WSNI-F	9. WOGL-F
10.	10.	10.	WXTU-F	10.	10.	10.	10.	10. WOGL-F	10.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFIL	560	Philadelphia	.6/2.9
WNAP	1110	Norristown	.5/1.0
WPGR	1540	Philadelphia	.4/ .8
WZZD	990	Philadelphia	.4/1.6
WFMZ-F	100.7	Allentown	.5/ .9
WJBR-F	99.5	Wilmington	.5/1.9
WKXW-F	101.5	Trenton	.3/1.1
WPST-F	97.5	Trenton	.9/3.8
WSTW-F	93.7	Wilmington	.4/3.0
WOR	710	New York	.3/1.1

RADIO STATIONS

AM STATIONS

KYW , 1060, 50 KW (DA-1)	, NEWS	NBC, \$290.00	(Group W)	Westinghouse
WCAU, 1210, 50 KW	, TALK/NEWS	CBS, \$155.00	(CBS)	CBS
WDAS, 1480, 5 KW/1 KW (DA-2)	, BLACK	NBN, \$ 50.00	(HNWH)	Unity
WDVT, 900, 1 KW (DAYS, DA)	, TALK	, \$ 37.00	(---)	
WFIL, 560, 5 KW (DA-2)	, OLDIES	, \$ 54.00	(Mc-Guild)	
WHAT, 1340, 1 KW	, NOSTALGIA	SBN, \$ 46.00	(---)	
WIP , 610, 5 KW (DA-1)	, SPORTS	ABC-E, MBS, \$ 85.00	(Katz)	
WPEN, 950, 5 KW (DA-N)	, NOSTALGIA	US 2, \$145.00	(MMR)	Greater Media
WPGR, 1540, 50 KW (DAYS, DA)	, OLDIES	US 1, \$ 50.00	(Durpetti)	Pyramid
WTEL, 860, 10 KW (DAYS, DA)	, HISPANIC	, \$ 32.00	(Caballero)	Beasley
WZZD, 990, 50 KW/10 KW (DA-2)	, RELIGION	, \$ 31.00	(---)	

FM STATIONS

WDAS, 105.3, 3 KW @ 870, BLACK	, \$ 95.00	(HNWH)	Unity
WEAZ, 101.1, 13 KW @ 1010, EZ	, \$250.00	(Mc-Guild)	
WEGX, 106.1, 23 KW @ 740, CHR	ABC-C, \$175.00	(Christal)	Malrite
WFLN, 95.7, 50 KW @ 490, CLASSICAL	, \$ 95.00	(CMBS)	Marlin
WIOQ, 102.1, 30 KW @ 650, OLDIES	, \$110.00	(Mc-Guild)	Outlet
WKSZ, 100.3, 35 KW @ 600, SOFT AC	, \$158.00	(HNWH)	(MEDIA)
WMGK, 102.9, 9 KW @ 1140, AC	, \$215.00	(MMR)	Greater Media
WMMR, 93.9, 25 KW @ 670, AOR	Source, \$320.00	(Katz)	Metropolitan to Legacy
WUGL, 98.1, 13 KW @ 1000, OLDIES	CBS-R, \$140.00	(CBS)	CBS
WSNI, 104.5, 13 KW @ 873, AC	US 1, \$170.00	(Durpetti)	Pyramid
WUSL, 98.9, 18 KW @ 830, URBAN/BLACK	ABC-F, \$185.00	(Eastman)	Tak
WWDB, 96.5, 50 KW @ 500, TALK	ABC-I, \$100.00	(Republic)	Panache
WXTU, 92.5, 16 KW @ 900, COUNTRY	MBS, \$145.00	(Durpetti)	Beasley
WYSP, 94.1, 16 KW @ 900, CLASSIC AOR	ABC-R, \$160.00	(Torbet)	Infinity

***** F O R M A T C O D E S *****

* CHR - Contemporary Hit Radio, Top 40, Contemporary	T - Talk
* AC - Adult Contemporary	N - News
* O - Oldies (1955 to near 1988)	SP - Hispanic/Spanish
* B - Black (audience predominantly Black - over 75%)	BB - Big Band, Nostalgia
* U - Urban (majority of audience is non-white although a large segment is white)	M - Middle of Road (MOR), Full Service, Variety
* EZ - EZ Listening, Beautiful Music	J/NA - Jazz and New Age
* AOR - Album Oriented Rock, also includes Classic Rock	R - Religion, Christian, Christian Music
* CL - Classical	G - Gospel
* C - Country	E - Ethnic
	? - Others or Unknown

PHOENIX

Arbitron Rank/Pop (12+): 23/1,625,000

Stations: 31/31
 Diaries: 1458/1115:1/52.2%
 Sample Target: 1460
 % Below Line: 0
 % Not Listed: 5.5

1987 Revenue: \$65,500,000
 HH Inc.: \$32,627
 Retail \$: 13.5 Bil
 Pop per Station: 52,419
 #1 Biller: KNIX A/F \$10,700,000

MSA Rank/Pop: 20/1,960,000

ADI # 21

Average Person Ratings: 16.8

Market TSL: 22.5 hours

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME	RATING	SPG 88	SUM 87	% Conversion	25-54	Birch Share	Birch AQH	Birch Cume	
1. KNIX A/F (C)	316/11.6	13.0	14.1	17.4	14.1	14.0	413/4705	3712/22.8	24.3	24.7	124	124					KNIX A/F
2. KZZP A/F (CHR)	292/10.7	9.5	11.1	10.6	12.6	10.5	305/4047	3800/23.4	23.8	25.4	68	68					KZZP A/F
3. KTAR (N/T)	281/10.3	10.5	10.2	6.3	7.5	9.3	290/3447	3202/19.7	21.1	17.5	85	85					KTAR
4. KMEQ A/F (EZ)	267/ 9.8	9.5	11.5	13.2	12.7	11.0	274/3053	2828/17.4	18.0	19.8	55	55					KMEQ A/F
5. KUPD-F (AOR)	200/ 7.3	7.0	6.2	6.7	6.1	6.8	214/2613	2425/14.9	15.3	14.1	70	70					KUPD-F
6. KKLT-F (AC)	124/ 4.6	4.4	3.4	3.9	2.6	4.1	140/2050	1850/11.4	12.6	10.1	124	124					KKLT-F
7. KSLX-F (AOR)	113/ 4.2	4.5	3.9	3.8	3.9	4.1	113/1575	1547/ 9.5	10.7	10.6	150	150					KSLX-F
8. KOY-F (CHR)	112/ 4.1	3.8	3.2	3.1	1.9	3.6	33/ 855	814/ 5.0	13.3	8.2	98	98					KOY-F
9. KFYI (N/T)	111/ 4.1	4.3	3.2	2.8	2.0	3.6	117/1396	1279/ 7.9	9.9	6.5	93	93					KFYI
10. KDKB-F (AOR)	107/ 3.9	4.3	4.1	3.1	4.0	3.9	133/2264	1970/12.1	12.6	11.2	105	105					KDKB-F
11. KKFR-F (CHR)	91/ 3.3	2.8	3.6	3.0	2.9	3.2	106/2105	1780/11.0	10.8	11.9	76	76					KKFR-F
12. KAMJ A/F (AC)	88/ 3.3	3.3	3.0	4.6	3.7	3.6	88/1468	1401/ 8.6	10.4	9.2	158	158					KAMJ A/F
13. KOOL-F (O)	75/ 2.8	4.1	3.7	2.7	4.2	3.3	100/1561	1415/ 8.7	10.2	10.7	164	164					KOOL-F
14. KESZ-F (AC)	55/ 2.0	2.6	2.9	2.1	2.6	2.4	56/1109	1066/ 6.6	7.6	8.9	150	150					KESZ-F
15. KOOL (O)	47/ 1.7	2.4	2.4	2.5	2.1	2.3	64/ 629	510/ 3.1	3.8	4.7	182	182					KOOL
16. KLFF (BB)	46/ 1.7	1.7	1.5	2.6	1.6	1.9	50/ 624	572/ 3.5	3.4	4.0	18	18					KLFF
17. KPHX (SP)	45/ 1.7	---	---	---	2.1	0.4	45/ 277	277/ 1.7	---	1.8	65	65					KPHX
18. KGRX-F (J/NA)	39/ 1.4	1.1	.9	1.2	.9	1.2	40/ 727	697/ 4.3	2.8	3.0	171	171					KGRX-F
19. KOY (MOR)	33/ 1.2	1.5	1.1	1.2	1.9	1.3	33/ 855	814/ 5.0	5.2	6.4	100	100					KOY
20.																	
21.																	
22.																	
23.																	
24.																	
25.																	

12+ FM SHARE (METRO): 73.11% (1881 of 2573) (SUM 87: 75.46%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KZZP-F+>>1.	1. KZZP-F+	1. KNIX-F+	1. KNIX-F+>1.	1. KNIX-F+>1.	1. KMEQ-F+	1. KTAR	1. KNIX-F+	1. KNIX-F+	1. KZZP-F+	1. KTAR >
2. KUPD-F	2. KUPD-F>	2. KZZP-F+	2. KZZP-F+	2. KTAR	2. KTAR	2. KNIX-F+	2. KTAR	2. KZZP-F+	2. KUPD-F	2. KNIX-F
3. KOY-F>	3. KSLX-F	3. KUPD-F>	3. KTAR	3. KZZP-F+	3. KNIX-F+>>3.	3. KZZP-F+	3. KMEQ-F+	3. KMEQ-F+	3. KMEQ-F+	3. KFYI
4. KKFR-F	4. KDKB-F	4. KKLT-F	4. KSLX-F	4. KSLX-F	4. KFYI	4. KMEQ-F+	4. KZZP-F>	4. KTAR	4. KTAR	4. KKLT-F
5.	5. KNIX-F+	5. KSLX-F	5. KKLT-F	5. KKLT-F	5.	5. KUPD-F	5. KUPD-F	5. KUPD-F	5. KNIX-F+	5. KZZP-F
6.	6. KKLT-F	6. KDKB-F	6. KUPD-F	6. KMEQ-F+	6.	6.	6. KKLT-F	6.	6. KFYI	6. KMEQ-F
7.	7. KKFR-F	7. KTAR	7. KAMJ-F+<7.	7. KAMJ-F+	7.	7.	7.	7.	7.	7. KUPD-F
8.	8.	8.	8. KOOL-F	8. KUPD-F	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KZZP-F+>1.	1. KZZP-F+>1.	1. KZZP-F+	1. KZZP-F+	1. KNIX-F+>	1. KUPD-F>	1. KUPD-F>	1. KSLX-F	1. KNIX-F+	1. KNIX-F+
2. KUPD-F	2. KKLT-F	2. KKLT-F	2. KNIX-F+	2. KMEQ-F+	2. KZZP-F+<2.	2. KZZP-F+	2. KUPD-F	2. KUPD-F	2. KTAR >
3. KKLT-F	3. KUPD-F	3. KAMJ-F+	3. KKLT-F>	3. KKLT-F	3. KDKB-F>	3. KSLX-F	3. KZZP-F+	3. KZZP-F+	3. KSLX-F
4. KNIX-F+	4. KNIX-F+	4. KOY-F<	4. KAMJ-F+	4. KAMJ-F+	4. KKFR-F	4. KDKB-F	4. KNIX-F+	4. KSLX-F<	4. KZZP-F+>
5. KDKB-F	5. KOY-F	5. KNIX-F+	5. KUPD-F	5. KZZP-F+	5. KSLX-F>	5. KNIX-F+>5.	5. KTAR	5. KDKB-F	5. KUPD-F
6. KKFR-F+	6. KAMJ-F+	6. KESZ-F	6. KOY-F<	6. KOY-F	6. KKLT-F	6. KTAR	6. KDKB-F	6. KTAR	6.
KOY-F	KKFR-F	7. KKFR-F	7. KMEQ-F+	7. KTAR	KNIX-F+	7. KKFR-F	7.	7.	7.
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KMLE-F	107.9	Chandler	.4/1.9
KONC-F	106.3	Sun City	.8/2.4
KOPA	1440	Scottsdale	.5/.9
KQEZ-F	103.9	Coolidge	.3/.6
KRDS	1190	Tolleson	.7/1.4
KSUN	1400	Phoenix	.8/1.3
KUKQ	1060	Tempe	.3/1.2
KVVA	860	Phoenix	1.0/1.7

RADIO STATIONS

AM STATIONS

KASA, 1540, 10 KW (DAYS,DA)	, RELIGION	,\$ 11.00	(---)	Ostrander-Wilson
KFYI, 910, 5 KW (DA-N)	, TALK/NEWS	CBS,NBC-T,\$ 60.00	(Republic)	
KLFF, 1360, 5 KW/1 KW (DA-N)	, NOSTALGIA	ABC-D,\$ 34.00	(---)	
KOOL, 960, 5 KW (DA-N)	, OLDIES	CBS-R,\$ 41.00	(HNWH)	Adams
KOY, 550, 5 KW/1 KW	, MOR	ABC-E,\$ 60.00	(Eastman)	Edens
KPHX, 1480, 1 KW/500 W (DA-2)	, HISPANIC	,\$ 28.00	(Caballero)	
KRDS, 1190, 5 KW/250 W (DA-2)	, RELIGION	,\$ 22.00	(---)	Interstate
KTAR, 620, 5 KW (DA-N)	, NEWS/TALK	ABC-I,\$175.00	(CBS)	Pulitzer
KUKQ, 1060, 5 KW/500 W (DA-N)	, COUNTRY	,\$ 30.00	(Banner)	
KVVA, 860, 1 KW (DA-N)	, HISPANIC	,\$ 21.00	(Lotus)	
KXEG, 1010, 5 KW/250 W (DA-2)	, RELIGION	,\$ 11.00	(---)	Mid-America Gospel

FM STATIONS

KAMJ, 101.5, 100 KW @ 1740, SOFT AC	,\$ 75.00	(Durpetti)	EZ
KDKB, 93.3, 100 KW @ 1480, AOR	,\$ 68.00	(Christal)	Sandusky
YESZ, 99.9, 100 KW @ 1670, AC	,\$ 84.00	(Christal)	
KGRX, 100.3, 90 KW @ 2047, JAZZ/NEW AGE	,\$ 41.00	(Torbet)	Daytona (GLOBE)
KKFR, 92.3, 100 KW @ 1600, CHR	,\$ 56.00	(Republic)	
KKLT, 98.7, 115 KW @ 1650, AC	,\$ 93.00	(CBS)	Pulitzer
KMEO, 96.9, 100 KW @ 1556, BTFL/EZ	,\$108.00	(Group W)	Westinghouse
KMLE, 107.9, 100 KW @ 1000, COUNTRY	,\$ 25.00	(---)	Shamrock (CHANDLER)
KNIX, 102.5, 100 KW @ 1610, COUNTRY	,\$180.00	(Katz)	Buck Owens
KONC, 106.3, 2 KW @ 400, CLASSICAL	ABC-D,\$ 35.00	(CMBS)	(SUN CITY)
KOOL, 94.5, 100 KW @ 1620, OLDIES	CBS-R,\$ 74.00	(HNWH)	Adams
KOY, 95.5, 100 KW @ 1550, CHR	,\$ 57.00	(Eastman)	Edens
KSLX, 100.7, 100 KW @ 1847, CLASSIC AOR	,\$ 88.00	(MMR)	Cook Inlet
KUPD, 97.9, 100 KW @ 1620, AOR	,\$ 95.00	(Banner)	
KVVA, 107.1, 2 KW @ 405, HISPANIC	,\$ 37.00	(Lotus)	(APACHE JUNCTION)
KZZP, 104.7, 100 KW @ 1550, CHR	,\$160.00	(Mc-Guild)	Nationwide

PITTSBURGH

Arbitron Rank/Pop (12+): 16/1,936,400

Stations: 30/29
Diaries: 1823/1090:1/52.6%
Sample Target: 1760
% Below Line: 0.4
% Not Listed: 7.8

1987 Revenue: \$47,400,000
HH Inc.: \$31,461
Retail \$: 13.0 Bil
Pop per Station: 68,497
#1 Biller: KDKA \$9,700,000

MSA Rank/Pop: 13/2,140,000
ADI # 17
Average Person Ratings: 18.4
Market TSL: 24.5 hours

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume
1. KDKA (MOR)	617/16.9	15.4	13.2	14.3	13.9	15.0	727/8683	6878/34.6	33.6	31.8	68			KC<A
2. WBZZ-F (CHR)	380/10.4	10.3	9.7	11.3	11.6	10.4	456/5976	4739/23.9	27.0	26.0	100			WBZZ-F
3. WSHH-F (EZ)	281/ 7.7	7.4	10.3	8.2	8.1	8.4	310/3557	2976/15.0	14.7	15.7	70			WSHH-F
4. WOVE-F (AOR)	234/ 6.4	5.4	5.7	5.6	7.3	5.8	396/5262	3247/16.3	16.6	17.7	114			WOVE-F
5. WAMO-F (B)	229/ 6.3	6.2	5.6	5.2	5.6	5.8	243/2629	2323/11.7	10.3	10.6	90			WAMO-F
6. WWSW-F (J)	206/ 5.6	5.4	5.8	3.4	4.2	5.1	252/3546	2596/13.1	13.0	12.3	166			WWSW-F
7. WMYG-F (AOR)	203/ 5.5	6.4	5.4	5.5	5.3	5.7	240/3029	2374/12.0	14.4	12.9	109			WMYG-F
8. WLTJ-F (AC)	175/ 4.8	3.0	4.0	3.1	3.2	3.7	199/2396	1891/ 9.5	8.5	9.2	148			WLTJ-F
9. WHTX-F (AC)	171/ 4.7	3.8	3.6	4.9	3.7	4.3	180/2564	2270/11.4	10.8	13.0	172			WHTX-F
10. WDSY-F (C)	136/ 3.7	3.5	4.1	4.2	4.6	3.9	201/2446	1688/ 9.5	7.7	8.9	119			WDSY-F
11. WTAE (T)	130/ 3.6	4.0	3.2	3.6	2.0	3.6	136/2616	2421/12.2	11.2	10.5	81			WTAE
12. WYDD-F (CHR)	107/ 2.9	2.0	3.1	2.2	2.0	2.6	138/2781	2160/10.9	9.0	10.4	103			WYDD-F
13. WJAS (BB)	106/ 2.9	3.8	3.6	3.2	3.8	3.4	110/1397	1361/ 6.9	7.9	8.7	31			WJAS
14. KQV (N/T)	70/ 1.9	2.9	2.9	2.2	2.0	2.5	72/1397	1347/ 6.8	8.2	6.6	58			KQV
15. WEEP (O)	42/ 1.1	1.2	1.4	2.8	1.9	1.6	54/ 955	644/ 3.2	3.2	4.1	136			WEEP
16.														
17.														
18.														
19.														
20.														
21.														
22.														
23.														
24.														
25.														

12+ FM SHARE (METRO): 66.86% (2254 of 3371) (SUM 87: 65.19%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WBZZ-F>>>1. WBZZ-F	1. WBZZ-F>	1. WBZZ-F>	1. WBZZ-F>	1. KDKA	1. KDKA >>>1. KDKA >>>1. WBZZ-F	1. KDKA >>>1. WBZZ-F	1. KDKA >>>1. WBZZ-F	1. KDKA >>>1. WBZZ-F	1. KDKA >>>1. WBZZ-F	>>>1. KDKA >>>1. WBZZ-F
2. WAMO-F	2. WMYG-F<	2. WOVE-F	2. WWSW-F	2. WBZZ-F	2. WSHH-F>	2. WBZZ-F>	2. WSHH-F	2. WBZZ-F	2. WAMO-F<	2. WAMO-F
3. WOVE-F>>>3. WOVE-F	3. WMYG-F<	3. WMYG-F<	3. KDKA	3. WWSW-F	3. WWSW-F	3. WHTX-F<	3. KDKA	3. WOVE-F<	3. WBZZ-F	3. WWSW-F<
4. WYDD-F	4. WAMO-F	4. WWSW-F	4. WOVE-F	4. WHTX-F	4. WLTJ-F	4. WSHH-F	4. WOVE-F<	4. WSHH-F	4. WOVE-F	4. WSHH-F
5. WHTX-F	5. WAMO-F	5. WAMO-F	5. WHTX-F	5. WOVE-F<	5. WTAE <	5. WMYG-F	5. WWSW-F	5. WAMO-F	5. WWSW-F	5. WWSW-F
6. WWSW-F	6. WWSW-F	6. KDKA	6. WMYG-F<	6. WLTJ-F	6. WBZZ-F	6. WOVE-F	6. WLTJ-F<	6. WMYG-F	6. WMYG-F	6. WTAE
7. WYDD-F	7. WHTX-F	7. WHTX-F	7. WLTJ-F	7. WMYG-F	7. WWSW-F	7. WWSW-F	7. WMYG-F	7. WWSW-F	7. WWSW-F	7. WWSW-F
8. KDKA	8. KDKA	8. WLTJ-F	8. WAMO-F	8. WAMO-F	8. WAMO-F	8. WLTJ-F	8. WHTX-F	8. WLTJ-F	8. WLTJ-F	8. WLTJ-F
9. WWSW-F	9. WWSW-F	9. WWSW-F	9. WWSW-F	9. WWSW-F	9. WWSW-F	9. WWSW-F	9. WWSW-F	9. WWSW-F	9. WWSW-F	9. WWSW-F
10. WWSW-F	10. WWSW-F	10. WWSW-F	10. WWSW-F	10. WWSW-F	10. WWSW-F	10. WWSW-F	10. WWSW-F	10. WWSW-F	10. WWSW-F	10. WWSW-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WBZZ-F>>>1. WBZZ-F	1. WBZZ-F>	1. WBZZ-F>	1. WBZZ-F>	1. WBZZ-F	1. WAMO-F>	1. WOVE-F	1. WOVE-F	1. WOVE-F	1. KDKA
2. WAMO-F	2. WMYG-F	2. WMYG-F	2. WWSW-F	2. KDKA	2. WOVE-F>	2. WMYG-F	2. WMYG-F>	2. WMYG-F	2. WWSW-F
3. WMYG-F<	3. WAMO-F	3. WWSW-F	3. WAMO-F>	3. WLTJ-F<	3. WBZZ-F	3. WAMO-F	3. WBZZ-F	3. WBZZ-F	3. WOVE-F
4. WOVE-F	4. WOVE-F	4. WHTX-F	4. WHTX-F	4. WWSW-F	4. WYDD-F	4. WBZZ-F>	4. WHTX-F	4. WWSW-F<	4. WAMO-F
5. WYDD-F>	5. WLTJ-F<	5. WLTJ-F	5. KDKA	5. WHTX-F	5. WDSY-F	5. WHTX-F	5. KDKA	5. WAMO-F	5. WBZZ-F
6. WLTJ-F	6. WYDD-F	6. WOVE-F	6. WLTJ-F	6. WAMO-F	6. WWSW-F	6. WWSW-F<	6. WWSW-F	6. KDKA	6. WDSY-F
7. WDSY-F	7. WWSW-F	7. WAMO-F	7. WMYG-F	7. WSHH-F	7. WMYG-F	7. WYDD-F<	7. WAMO-F	7. WAMO-F	7. WAMO-F
8. WHTX-F	8. WHTX-F	8. KDKA	8. WOVE-F	8. WOVE-F	8. WLTJ-F	8. KDKA	8. WYDD-F	8. WYDD-F	8. WYDD-F
9. WWSW-F	9. WWSW-F	9. WYDD-F	9. WYDD-F	9. WYDD-F	9. KDKA	9. KDKA	9. WDSY-F	9. WDSY-F	9. WDSY-F
10. WWSW-F	10. WWSW-F	10. WWSW-F	10. WWSW-F	10. WWSW-F	10. KDKA	10. WXP-F	10. WXP-F	10. WXP-F	10. WXP-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAMO	860	Pittsburgh	.5/1.2
WASP	1130	Brownsville	.4/1.0
WBVP	1230	Beaver Falls	.4/1.2
WEDO	810	McKeesport	.3/1.7
WHJB	620	Greensburg	.3/2.0
WIXZ	1360	McKeesport	.6/1.7
WMBS	590	Uniontown	1.1/2.4
WMXP-F	100.7	New Kensington	.7/2.4
WPIT-F	105.1	Pittsburgh	.8/3.3
WPQR-F	99.3	Uniontown	.4/1.2
WSSZ-F	107.1	Greensburg	.4/1.1
WWKS-F	106.7	Beaver Falls	.3/1.4
WWSW	970	Pittsburgh	.5/2.6
WYTK-F	95.3	Washington	.6/ .9
WKYE-F	95.5	Johnston	.4/ .6

RADIO STATIONS

AM STATIONS

KDKA, 1020,	50 KW	, MOR	NBC, \$185.00	(Group W)	Westinghouse
KQV, 1410,	5 KW (DA-2)	, NEWS	CBS, US 2, \$ 40.00	(---)	
WAMO, 860,	1 KW (DAYS, DA)	, BLACK	SBN, \$ NA	(HNWH)	Sheridan
WEPP, 1080,	50 KW (DAYS, DA)	, OLDIES	ABC-D, \$ 33.00	(Republic)	Entercom
WJAS, 1320,	5 KW (DA-N)	, NOSTALGIA	UPI, \$ 46.00	(MMR)	Renda
WMBS, 590,	1 KW (DA-N)	, VARIETY	CBS, \$ 13.00	(Regional)	(UNIONTOWN)
WPIT, 730,	5 KW (DAYS)	, RELIGION/GOSPEL	, \$ 25.00	(---)	Pyramid
WTAE, 1250,	5 KW (DA-N)	, TALK/NEWS	US 2, ABC-E, \$ 65.00	(Katz)	Hearst
WWSW, 970,	5 KW (DA-2)	, OLDIES	ABC-I, ABC-D, \$ NA	(Mc-Guild)	Shamrock

FM STATIONS

WAMO, 105.9,	72 KW @ 440,	BLACK	SBN, \$ 55.00	(HNWH)	Sheridan
WBZZ, 93.7,	41 KW @ 547,	CHR	, \$137.00	(Banner)	EZ
WDSY, 107.9,	50 KW @ 500,	COUNTRY	ABC-I, \$ 50.00	(Republic)	Entercom
WDVE, 102.9,	55 KW @ 820,	AOR	Source, \$107.00	(Christal)	Great American
WHTX, 96.1,	50 KW @ 500,	AC	ABC-E, \$ 89.00	(Katz)	Hearst
WLTJ, 92.9,	47 KW @ 890,	SOFT AC	, \$ 51.00	(CBS)	
WMYG, 96.9,	15 KW @ 930,	CLASSIC ROCK	, \$ 61.00	(MMR)	
WPIT, 101.5,	48 KW @ 505,	RELIGION	, \$ 25.00	(---)	Pyramid
WSHH, 99.7,	11 KW @ 930,	BTFL/EZ	, \$ 78.00	(MMR)	Renda
WWKS, 106.7,	50 KW @ 500,	AC	ABC-F, \$ 25.00	(Dome)	(BEAVER FALLS)
WWSW, 94.5,	50 KW @ 810,	OLDIES	ABC-D, \$100.00	(Mc-Guild)	Shamrock
WYDD, 104.7,	50 KW @ 500,	CHR	ABC-F, \$ 41.00	(Roslin)	Salem
WMXP, 100.7,	20 KW @ 500,	AC	, \$ 32.00	(---)	Signature

PORTLAND, OR

Arbitron Rank/Pop (12+): 25/1,319,900

MSA Rank/Pop: 41/1,370,000

Average Person Ratings: 14.9
Market TSL: 20.0 hours

Stations: 25/24
Diaries: 1503/878:1/53.3%
Sample Target: 1420
% Below Line: 0.6
% Not Listed: 8.9

1987 Revenue: \$40,000,000
HH Inc.: \$32,454
Retail \$: 9.5 Bill
Pop per Station: 54,996
#1 Biller: KINK-F \$4,700,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. KKRZ-F (CHR)	183/9.3	9.1	10.8	8.0	9.8	9.3	202/3298	2984/22.6	20.9	22.0	85				KKRZ-F
2. KUPL-F (C)	159/8.1	5.7	6.4	5.9	6.7	6.5	175/1702	1417/10.7	10.6	12.1	101				KUPL-F
3. KXYQ-F (CHR)	153/8.0	5.6	6.7	5.3	5.1	6.4	219/2907	2217/16.8	13.3	12.1	51				KXYQ-F
4. KXL (N/T)	143/7.3	6.9	5.9	7.9	5.0	7.0	150/2103	1927/14.6	13.2	11.6	48				KXL
5. KINK-F (AOR)	142/7.2	6.5	6.9	6.9	6.5	6.9	158/2036	1849/14.0	13.1	13.1	151				KINK-F
6. KKCW-F (AC)	118/6.0	7.2	4.4	4.6	6.3	5.6	143/2018	1769/13.4	14.8	15.0	143				KKCW-F
7. KXL-F (EZ)	113/5.7	4.9	5.4	5.9	5.6	5.5	131/1900	1617/12.3	9.5	10.9	75				KXL-F
8. KEX (MOR)	112/5.7	6.3	7.6	5.7	5.1	6.3	123/2039	1725/13.1	13.2	12.0	88				KEX
9. KMJK-F (AOR)	102/5.2	5.2	4.2	5.1	3.8	4.9	113/1567	1377/10.4	10.8	12.3	140				KMJK-F
10. KGON-F (AOR)	99/5.0	5.0	4.5	5.6	7.3	5.0	113/1684	1476/11.2	13.0	14.5	104				KGON-F
11. KKSJ-F (O)	76/3.9	4.7	4.5	2.4	2.9	3.9	92/1525	1329/10.1	10.5	7.4	156				KKSJ-F
12. KYTE-F (CL)	74/3.8	3.1	2.8	5.3	3.0	3.8	88/1340	1150/8.7	8.3	8.9	105				KYTE-F
13. KYTE (BB)	72/3.7	4.1	5.1	3.6	4.4	4.1	74/ 917	889/ 6.7	6.5	8.1	27				KYTE
14. KWJJ-F (C)	46/2.3	3.4	3.1	3.5	3.7	3.1	59/1112	873/ 6.6	7.6	7.9	126				KWJJ-F
15. KGW (AC)	35/1.8	3.1	4.1	4.9	4.0	3.5	56/1416	1145/ 8.7	12.1	12.5	139				KGW
16.															
17.															
18.															
19.															
20.															
21.															
22.															
23.															
24.															
25.															

12+ FM SHARE (METRO): 73.09% (1309 of 1791) (SUM 87: 69.55%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KXYQ-F	1. KINK-F	1. KINK-F	1. KINK-F	1. KINK-F	1. KXL	1. KXL	1. KKRZ-F	1. KKRZ-F	1. KXYQ-F	1. KXL
2. KKRZ-F	2. KKRZ-F	2. KKRZ-F	2. KKCW-F	2. KKCW-F	2. KXL-F	2. KKRZ-F	2. KUPL-F	2. KXYQ-F	2. KKRZ-F	2. KEX
3.	KXYQ-F	3. KXYQ-F	3. KKRZ-F	3. KUPL-F	3. KUPL-F	3. KUPL-F	3. KKCW	3. KUPL-F	3. KINK-F	3. KXL-F
4.	4. KGON-F	4. KKCW-F	4. KMJK-F	4. KKRZ-F	4. KEX	4. KEX	4. KINK-F	4. KKCW	4. KGON-F	4. KXYQ-F
5.	5. KMJK-F	5. KUPL-F	5. KUPL-F	5. KMJK-F	5. KYTE	5. KINK-F	5. KMJK-F	5. KINK-F	5. KXL	5. KUPL-F
6.	6. KUPL-F	6. KMJK-F	6. KKSJ-F	6. KKSJ-F	6.	6. KKCW-F	6. KXYQ-F	6. KGON-F	6. KEX	6.
7.	7. KKCW-F	7. KGON-F	7. KGON-F	7. KGON-F	7.	7.	7. KXL	7. KXL	7. KUPL-F	7.
8.	8.	8.	8.	8. KEX	8.	8.	8. KXL-F	8. KMJK-F	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KKRZ-F	1. KKRZ-F	1. KINK-F	1. KKCW-F	1. KKCW-F	1. KXYQ-F	1. KXYQ-F	1. KINK-F	1. KGON-F	1. KINK-F
2. KXYQ-F	2. KINK-F	2. KKCW-F	2. KKRZ-F	2. KINK-F	2. KGON-F	2. KGON-F	2. KMJK-F	2. KMJK-F	2. KMJK-F
3. KINK-F	3. KKCW-F	3. KKRZ-F	3. KINK-F	3. KKRZ-F	3. KKRZ-F	3. KMJK-F	3. KGON-F	3. KXYQ-F	3. KUPL-F
4. KUPL-F	4. KXYQ-F	4. KXYQ-F	4. KXYQ-F	4. KUPL-F	4. KMJK-F	4. KINK-F	4. KKRZ-F	4. KINK-F	4. KGON-F
5. KKCW-F	5. KUPL-F	5. KMJK-F	5. KUPL-F	5. KKSJ-F	5. KUPL-F	5. KKRZ-F	5. KUPL-F	5. KUPL-F	5. KKRZ-F
6. KMJK-F	6. KMJK-F	6.	6. KKSJ-F	6. KEX	6.	6. KUPL-F	6. KXYQ-F	6. KKRZ-F	6.
7. KEX	7.	7.	7.	7. KXL-F	7.	7.	7.	7.	7.
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBMS	1480	Vancouver	.5/1.3
KKEY	1150	Portland	1.0/2.4
KKSN	910	Vancouver	.7/2.0
KPDQ-F	93.7	Portland	1.5/5.2
KSGO	1520	Oregon City	1.3/3.8
KUPL	1330	Portland	1.3/3.2
KVIX	1290	Lake Oswego	.6/2.1
KWBY	940	Woodburn	.5/ .6
KWJJ	1080	Portland	.9/3.4
KFAT-F	106.1	Corvallis	.5/1.3

RADIO STATIONS

AM STATIONS

KEX , 1190, 50 KW (DA-1)	, MOR	ABC-I, \$ 86.00	(Katz)	Great American
KSW , 620, 5 KW (DA-N)	, OLDIES	APR, \$ 81.00	(MMR)	King
KKEY, 1150, 5 KW (DAYS,DA)	, RELIGION	MBS, \$ 26.00	(---)	
KKSN, 910, 5 KW (DA-2)	, OLDIES	, \$ 30.00	(Republic)	Heritage
KKUL, 1410, 5 KW (DAYS)	, ? ?	, \$ NA	(---)	
KPDQ, 800, 1 KW (DAYS,DA)	, RELIGION	, \$ 25.00	(---)	Salem
KSGO, 1520, 50 KW/10 KW (DA-1)	, OLDIES	, \$ 31.00	(HNWH)	Ackerly
KUIK, 1360, 5 KW (DA-N)	, VARIETY	, \$ 20.00	(---)	
KUPL, 1330, 5 KW (DA-1)	, COUNTRY	APR, \$ NA	(Banner)	Scripps-Howard
KWJJ, 1080, 50 KW/10 KW (DA-2)	, COUNTRY	ABC-E, \$ 35.00	(Republic)	Park
KXL , 750, 50 KW/10 KW (DA-1)	, NEWS/TALK	NBC, \$ 72.00	(Mc-Guild)	Alexander
KYTE, 970, 5 KW (DA-1)	, NOSTALGIA	CBS, \$ 39.00	(Christal)	Henry

FM STATIONS

KGON, 92.3, 100 KW @ 920, AOR	, \$ 87.00	(HNWH)	Ackerly
KINK, 101.9, 100 KW @ 1611, AOR	, \$101.00	(MMR)	King
KKCW, 103.3, 100 KW @ 1654, AC	, \$ 74.00	(Durpetti)	Trumper
KKSN, 97.1, 100 KW @ 980, OLDIES	, \$ 55.00	(Republic)	Heritage
KKRZ, 100.3, 100 KW @ 920, CHR	ABC-F, \$ 84.00	(Katz)	Great American
KMJK, 106.7, 100 KW @ 877, CLASSIC ROCK	Source, \$ 51.00	(Christal)	
KPDQ, 93.7, 100 KW @ 247, RELIGION	, \$ 24.00	(---)	Salem
KUPL, 98.5, 100 KW @ 1100, COUNTRY	APR, \$ 65.00	(Banner)	Scripps-Howard
KWJJ, 99.5, 100 KW @ 920, COUNTRY	ABC-E, \$ 48.00	(Republic)	Park
KXL , 95.5, 100 KW @ 920, BTFL/EZ	, \$ 60.00	(Mc-Guild)	Alexander
KXYO, 105.1, 100 KW @ 1099, CHR	ABC-C, \$ 53.00	(Banner)	Daytona
KYTE, 101.1, 100 KW @ 635, CLASSICAL	, \$ 50.00	(Christal)	Henry

(SALEM)

RALEIGH - DURHAM

Arbitron Rank/Pop (12+): 61/553,100

MSA Rank/Pop: 70/661,000

AD1 # 35
Average Person Ratings: 15.8
Market TSL: 21.0 hours

Stations: 23/20
Diaries: 936/596:1/48.9%
Sample Target: 890
% Below Line: 4.4
% Not Listed: 15.0

1987 Revenue: \$24,300,000
HH Inc.: \$34,512
Retail \$: 4.5 Bil
Pop per Station: 27,905
#1 Biller: WRAL-F \$5,000,000

12+ METRO	1/4/SHARE	SPG					4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME		SPG 88	SUM 87	% Conversion	Birch Share	Birch AQH	Birch Cume
		88	88	87	87	87			RATING	RATING						
1. WRDU-F (AOR)	96/10.9	10.7	8.3	6.5	10.9	9.1	190/1896	1095/19.6	19.6	19.8		87			WRDU-F	
2. WDCG-F (CHR)	91/10.3	9.0	9.4	6.7	7.8	8.9	156/2412	1312/23.5	23.1	22.1		88			WDCG-F	
3. WPTF (N/T)	80/ 9.0	6.5	8.2	8.9	8.1	8.2	140/1645	992/17.8	14.5	17.0		68			WPTF	
4. WRAL-F (AC)	65/ 7.5	6.5	9.4	9.9	7.9	8.3	182/2668	969/17.4	16.7	21.1		147			WRAL-F	
5. WQOK-F (B)	63/ 7.1	6.5	6.4	7.4	7.3	6.9	142/1498	776/13.9	11.5	12.4		94			WQOK-F	
6. WFXC-F (B)	54/ 6.1	7.0	9.2	3.1	4.0	6.4	65/ 751	634/11.4	13.3	12.0		82			WFXC-F	
7. WQDR-F (C)	53/ 5.0	7.3	7.4	9.1	8.2	7.5	131/1856	596/10.7	13.8	14.3		103			WQDR-F	
9. WYLT-F (AC)	50/ 5.7	4.2	3.6	6.3	4.1	5.0	78/1213	771/13.8	10.1	12.5		140			WYLT-F	
9. WDNC (BB)	23/ 2.6	2.4	2.5	3.3	2.3	2.7	29/ 393	325/ 5.8	6.0	6.7		35			WDNC	
10. WTRG-F (AC)	22/ 2.5	5.2	3.9	3.7	3.3	3.8	75/1240	557/10.0	13.8	11.6		104			WTRG-F	
11. WZZU-F (CHR)	21/ 2.4	3.2	2.8	4.1	5.2	3.1	72/1525	627/11.2	12.5	16.1		46			WZZU-F	
12. WDUH (B)	19/ 2.1	3.6	3.6	3.2	2.6	3.1	19/ 170	170/ 3.0	5.6	4.4		114			WDUR	
14. WLLE (B)	19/ 2.1	2.7	2.8	2.5	3.3	2.5	19/ 402	375/ 6.7	4.9	6.1		81			WLLE	

12+ FM SHARE (METRO): 74.17% (557 of 751) (SUM 87: 74.48%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WDCG-F >>> 1. WRDU-F	1. WRDU-F > 1. WRDU-F	1. WRAL-F > 1. WRAL-F	1. WRAL-F > 1. WRAL-F	1. WRAL-F > 1. WRAL-F	1. WPTF >>> 1. WPTF	1. WDCG-F < 1. WRDU-F	1. WRDU-F < 1. WRDU-F	1. WRDU-F < 1. WRDU-F	1. WRDU-F < 1. WRDU-F	1. WQOK-F < 1. WQOK-F
2. WZZU-F > 2. WDCG-F	2. WDCG-F > 2. WDCG-F	2. WRDU-F > 2. WRDU-F	2. WRDU-F > 2. WRDU-F	2. WRDU-F > 2. WRDU-F	2. WRAL-F > 2. WRDU-F	2. WRDU-F > 2. WRDU-F	2. WDCG-F > 2. WDCG-F	2. WDCG-F > 2. WDCG-F	2. WFXC-F < 2. WDCG-F	2. WDCG-F > 2. WDCG-F
3. WFXC-F > 3. WQOK-F	3. WQOK-F > 3. WRAL-F	3. WRAL-F > 3. WDCG-F	3. WDCG-F > 3. WDCG-F	3. WDCG-F > 3. WDCG-F	3. WQDR-F > 3. WRAL-F	3. WRAL-F > 3. WQOK-F	3. WQOK-F > 3. WPTF	3. WPTF > 3. WPTF	3. WDCG-F > 3. WPTF	3. WPTF > 3. WPTF
4. WQOK-F > 4. WFXC-F	4. WQOK-F > 4. WQOK-F	4. WQOK-F > 4. WYLT-F	4. WYLT-F > 4. WYLT-F	4. WYLT-F > 4. WYLT-F	4. WYLT-F > 4. WYLT-F	4. WDCG-F > 4. WDCG-F	4. WPTF > 4. WRAL-F	4. WRAL-F < 4. WQOK-F	4. WQOK-F > 4. WRDU-F	4. WRDU-F > 4. WRDU-F
5. WRAL-F > 5. WRAL-F	5. WRAL-F > 5. WFXC-F	5. WFXC-F > 5. WQOK-F	5. WQOK-F > 5. WQOK-F	5. WQOK-F > 5. WQOK-F	5. WDNC > 5. WQDR-F	5. WQDR-F > 5. WRAL-F	5. WRAL-F > 5. WQOK-F	5. WQOK-F > 5. WPTF	5. WPTF > 5. WPTF	5. WRXC-F > 5. WRXC-F
			6. WQDR-F	6. WQDR-F	6. WQDR-F	6. WQOK-F	6. WYLT-F	6. WYLT-F	6. WYLT-F	6. WYLT-F
			7. WPTF	7. WPTF	7. WPTF	7. WQDR-F	7. WQDR-F	7. WQDR-F	7. WQDR-F	7. WQDR-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WRDU-F >>> 1. WRDU-F	1. WRDU-F > 1. WRDU-F	1. WRAL-F > 1. WDCG-F	1. WDCG-F > 1. WRAL-F	1. WRAL-F > 1. WRAL-F	1. WRDU-F >>> 1. WRDU-F	1. WRDU-F >>> 1. WRDU-F	1. WRDU-F > 1. WRDU-F	1. WRDU-F > 1. WRDU-F	1. WRDU-F > 1. WRDU-F
2. WDCG-F > 2. WDCG-F	2. WDCG-F > 2. WDCG-F	2. WDCG-F > 2. WDCG-F	2. WDCG-F > 2. WDCG-F	2. WDCG-F > 2. WDCG-F	2. WFXC-F > 2. WDCG-F	2. WDCG-F > 2. WDCG-F	2. WDCG-F > 2. WDCG-F	2. WDCG-F > 2. WDCG-F	2. WDCG-F > 2. WDCG-F
3. WQOK-F > 3. WQOK-F	3. WQOK-F > 3. WQOK-F	3. WQOK-F > 3. WQOK-F	3. WRAL-F > 3. WYLT-F	3. WYLT-F > 3. WYLT-F	3. WDCG-F > 3. WQOK-F	3. WQOK-F > 3. WQOK-F	3. WQOK-F > 3. WQOK-F	3. WQOK-F > 3. WQOK-F	3. WQOK-F > 3. WQOK-F
4. WFXC-F > 4. WFXC-F	4. WFXC-F > 4. WFXC-F	4. WFXC-F > 4. WQOK-F	4. WQOK-F > 4. WQOK-F	4. WQOK-F > 4. WQOK-F	4. WQOK-F > 4. WFXC-F	4. WFXC-F > 4. WYLT-F	4. WYLT-F > 4. WFXC-F	4. WFXC-F > 4. WFXC-F	4. WPTF > 4. WPTF
5. WTRG-F > 5. WFXC-F	5. WFXC-F > 5. WQDR-F	5. WQDR-F > 5. WYLT-F	5. WYLT-F > 5. WQDR-F	5. WQDR-F > 5. WQDR-F	5. WQDR-F > 5. WQDR-F	5. WQDR-F > 5. WQDR-F	5. WQDR-F > 5. WQDR-F	5. WRAL-F > 5. WRAL-F	5. WQOK-F > 5. WQOK-F
								6. WQDR-F	6. WQDR-F
								7. WYLT-F	7. WYLT-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAZZ-F	103.9	Fuquay-Varina	.9/2.7
WCLY	1550	Raleigh	1.0/2.1
WKIX	850	Raleigh	1.5/4.9
WPJL	1240	Raleigh	.8/1.3
WSRC	1410	Durham	1.4/2.8
WTIK	1310	Durham	.7/1.6
WYRN	1480	Louisburg	.7/1.1
WKRR-F	92.3	Asheboro	.9/3.4
WMAG-F	99.5	High Point	.5/2.0
WPCM-F	101.1	Burlington	2.4/4.9

RADIO STATIONS

WCLY, 1550, 1 KW	, BLACK	NBN, \$ 16.00	(K & P)
WDNC, 62G, 5 KW/1 KW (DA-2)	, NOSTALGIA	CBS, \$ 27.00	(Republic)
WDUR, 149G, 1 KW	, BLACK	NBN, ABC-R, \$ 24.00	(Eastman)
WKIX, 850, 10 KW/5 KW (DA-N)	, OLDIES	US 2, \$ 22.00	(Mc-Guild)
WLLE, 570, 500 W (DAYS)	, BLACK	SBN, \$ 20.00	(K & P)
WPTF, 68G, 50 KW (DA-N)	, TALK/MOR	NBC, ABC-I, \$ 73.00	(Mc-Guild)
WPTK, 1310, 5 KW/1 KW (DA-1)	, COUNTRY	MBS, \$ 17.00	(---)
WDCG-F, 95.1, 99 KW @ 1141, CHR		ABC-F, \$ 65.00	(Republic)
WFXC-F, 107.1, 3 KW @ 300, BLACK		, \$ 46.00	(Eastman)
WQDR-F, 94.7, 100 KW @ 1025, COUNTRY		ABC-E, \$ 64.00	(Mc-Guild)
WRAL-F, 101.5, 100 KW @ 1900, AC		, \$105.00	(Katz)
WRDU-F, 106.1, 100 KW @ 1350, AOR		Source, \$ 81.00	(MMR)
WYLT-F, 96.1, 98 KW @ 930, SOFT AC		, \$ 55.00	(Mc-Guild)
WZZU-F, 93.9, 100 KW @ 1811, CHR		, \$ 50.00	(Torbet)
WTRG-F, 100.7, 100 KW @ 1968, AC		, \$ 57.00	(Banner)
WQOK-F, 97.5, 100 KW @ 1020, BLACK		ABC-C, \$ 40.00	(HNWH)
			Pinnacle
			Durham Life
			Capitol-Goodmon
			Voyager
			Metroplex
			Village
			Capitol-Johnson
			Joyner
			(S. BOSTON, VA)

RICHMOND

Arbitron Rank/Pop (12+): 54/690,300
 MSA Rank/Pop: 63/824,000
 ADI # 62
 Average Person Ratings: 15.1
 Market TSL: 20.0 hours

Stations: 20/19
 Diaries: 1104/625:1/57.2%
 Sample Target: 1020
 % Below Line: 0.5
 % Not Listed: 10.1

1987 Revenue: \$24,200,000
 HH Inc.: \$35,205
 Retail \$: 5.7 Bil
 Pop per Station: 36,332
 #1 Biller: WRVA \$5,300,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% Conversion	Birch Share	Birch AQH	Birch Cume
1. WRVQ-F (CHR)	143/14.2	14.5	13.2	12.1	13.3	13.5	184/2584	2034/29.5	29.3	29.8	102			WRVQ-F
2. WRXL-F (AOR)	145/13.9	10.8	13.2	13.2	12.2	12.8	160/1868	1553/22.6	20.6	22.5	117			WRXL-F
3. WRVA (MOR)	122/11.7	12.7	14.6	13.3	12.4	13.1	129/1769	1615/23.4	25.5	25.0	61			WRVA
4. WCDX-F (B)	96/ 9.2	9.5	6.3	3.8	2.5	7.2	100/1036	985/14.3	14.8	10.0	107			WCDX-F
5. WMBX-F (AC)	91/ 8.7	8.6	7.9	6.8	9.0	8.0	109/1692	1466/21.2	19.1	20.9	146			WMBX-F
6. WPLZ-F (B)	80/ 7.7	8.6	9.5	12.2	14.5	9.5	88/1389	1243/18.0	17.0	20.4	100			WPLZ-F
7. WTVR-F (EZ)	54/ 5.2	7.0	5.5	6.4	5.5	6.0	70/1190	876/12.7	15.2	11.9	94			WTVR-F
8. WQSF-F (EZ)	44/ 4.2	3.9	6.3	5.2	4.4	4.9	63/ 739	588/ 8.5	9.4	11.3	105			WQSF-F
9. WKHK-F (C)	34/ 3.3	2.7	2.9	4.3	1.4	3.3	39/ 555	475/ 6.9	7.8	4.4	106			WKHK-F
10. WLEE (BB)	30/ 2.9	2.1	2.8	2.2	2.1	2.5	30/ 372	346/ 5.0	4.3	5.5	14			WLEE
11. WKIE (B)	19/ 1.8	1.5	1.3	2.7	3.9	1.8	37/ 398	332/ 4.8	4.7	6.3	0			WKIE
12. WRNL (O)	14/ 1.3	1.8	2.1	1.2	2.6	1.6	15/ 327	298/ 4.3	6.0	6.3	139			WRNL
13. WANT (B)	13/ 1.2	1.2	.7	2.1	1.4	1.3	13/ 374	362/ 5.2	4.8	5.4	100			WANT
14.														
15.														

12+ FM SHARE (METRO): 75.88% (711 of 937) (SUM 87: 68.91%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WRVQ-F	1. WRXL-F >>> 1. WRXL-F	1. WRVQ-F	1. WRVQ-F	1. WRVQ-F	1. WRVQ-F	1. WRVQ-F	1. WRVQ-F	1. WRVQ-F	1. WRVQ-F	1. WRVQ-F
2. WCDX-F	2. WRVQ-F	2. WRVQ-F	2. WRVQ-F	2. WRVQ-F	2. WRVQ-F	2. WRVQ-F	2. WRVQ-F	2. WRVQ-F	2. WRVQ-F	2. WRVQ-F
3. WRXL-F	3. WCDX-F	3. WMBX-F	3. WMBX-F	3. WMBX-F	3. WMBX-F	3. WMBX-F	3. WMBX-F	3. WMBX-F	3. WMBX-F	3. WMBX-F
4. WKIE >	4. WMBX-F	4. WCDX-F	4. WCDX-F	4. WCDX-F	4. WCDX-F	4. WCDX-F	4. WCDX-F	4. WCDX-F	4. WCDX-F	4. WCDX-F
5. WPLZ-F	5. WPLZ-F	5. WPLZ-F >	5. WPLZ-F	5. WPLZ-F	5. WPLZ-F	5. WPLZ-F	5. WPLZ-F	5. WPLZ-F	5. WPLZ-F	5. WPLZ-F
		6. WRVA	6. WRVA >	6. WPLZ-F	6. WLEE	6. WPLZ-F		6. WPLZ-F	6. WMBX-F >	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WRVQ-F >	1. WRVQ-F	1. WRXL-F	1. WRVQ-F	1. WRVQ-F	1. WRXL-F >>> 1. WRXL-F >>> 1. WRXL-F >>> 1. WRXL-F >>> 1. WRXL-F	1. WRVQ-F	1. WRVQ-F	1. WRVQ-F	1. WRVQ-F
2. WCDX-F	WRXL-F	2. WMBX-F	2. WMBX-F	2. WMBX-F	2. WRVQ-F	2. WRVQ-F	2. WRVQ-F	2. WRVQ-F	2. WRVQ-F
3. WRXL-F	3. WCDX-F <	WRVQ-F	3. WRXL-F <	3. WRXL-F	3. WPLZ-F	3. WCDX-F	3. WCDX-F <	3. WPLZ-F	3. WMBX-F
4. WMBX-F	4. WMBX-F	4. WCDX-F >	4. WCDX-F >	4. WCDX-F	4. WCDX-F	WPLZ-F	4. WRVQ-F	4. WCDX-F	4. WPLZ-F
5. WPLZ-F >>>	5. WPLZ-F	5. WPLZ-F	5. WPLZ-F	5. WRVA	5.	5. WMBX-F	5. WPLZ-F	5. WMBX-F >	5. WCDX-F
6. WTVR-F			6. WRVA	6. WPLZ-F				6. WRVA	6. WTVR-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDYL-F	92.1	Chester	.5/2.8
WPTH	1590	Richmond	1.1/2.1
WPLZ	1240	Petersburg	.6/2.7
WPVA	1290	Col. Heights	.6/1.6
WVMX-F	106.5	Richmond	.9/3.1
WXGI	950	Richmond	.5/1.1
WOWI-F	102.9	Norfolk	.5/1.5

RADIO STATIONS

WANT, 990, 1 KW/	, BLACK	NBN, \$ 15.00	(---)	
WPTH, 1590, 5 KW (DAYS)	, GOSPEL	, \$ 15.00	(---)	Willis
WKIE, 1540, 10 KW (DAYS, DA)	, BLACK	, \$ 18.00	(Roslin)	
WLEE, 1480, 5 KW (DA-2)	, NOSTALGIA	CBS, \$ 29.00	(HNWH)	Gilcom
WRNL, 910, 5 KW (DA-N)	, OLDIES	UPI, \$ NA	(Katz)	Capitol-Goodman
WRVA, 1140, 50 KW (DA-1)	, MOR	NBC, \$109.00	(Eastman)	Edens
WTVR, 1380, 5 KW (DA-2)	, COUNTRY	ABC-E, \$ NA	(Christal)	Park
WCDX-F, 92.7, 3 KW @ 300,	BLACK	, \$ 37.00	(Torbet)	Sinclair
WEZS-F, 103.7, 20 KW @ 750,	AC	, \$ 86.00	(MMR)	Ragan Henry
WKHK-F, 95.3, 1.6 KW @ 400,	COUNTRY	, \$ 35.00	(HNWH)	Brill
WRVQ-F, 94.5, 200 KW @ 355,	CHR	ABC-C, \$ 97.00	(Eastman)	Edens
WRXL-F, 102.1, 140 KW @ 320,	AOR	, \$ 85.00	(Katz)	Capitol-Goodman
WTVR-F, 98.1, 50 KW @ 840,	EZ	ABC-E, \$ 53.00	(Christal)	Park
WQSF-F, 96.5, 50 KW @ 500,	BTFL/EZ	, \$ 45.00	(HNWH)	
WRFK-F, 106.5, 50 KW @ 240,	AC	, \$ NA	(---)	Sold to Daytona
WDYL-F, 92.1, 3 KW @ 300,	RELIGION	UPI, \$ 15.00	(---)	
WPLZ-F, 99.3, 3 KW @ 328,	BLACK	US 1, \$ 70.00	(Mc-Guild)	

RIVERSIDE - SAN BERNARDINO

Aquisition Rank (Pop 12+): 19/9/8,900
 MSA Rank/Pop: 19/2,060,000
 Los Angeles ADI
 Average Person Ratings: 16.5
 Market TSL: 22.9 hours

Stations: 46/16
 Diaries: 1356/722:1/50.2%
 Sample Target: 1280
 % Below Line: 55.4
 % Not Listed: 11.1

1987 Revenue: \$14,000,000
 HH Inc.: \$33,611
 Retail \$: 12.2 Bil
 Pop per Station: 61,181
 #1 Biller: KGGI-F \$3,000,000

12+ METRO	1/4/SHAPE	SPG	WIN	FAL	SUM	4 Book	12+ TSA	12+ METRO CUME/CUME	SPG	SUM	%	Birch	Birch	Birch
		88	88	87	87	Avg.	1/4/CUME	RATING	88	87	25-54 Conversion	Share	AQH	Cume
1. KGGI-F (CHR)	144/3.9	6.3	7.4	7.0	8.5	7.4	156/2301	1988/20.3	17.6	19.2	91			KGGI-F
2. KRTH-F (O)	126/6.5	5.4	4.8	5.0	7.4	5.4	123/1968	1506/15.4	13.1	14.8	153			KRTH-F
3. KDUO-F (F)	91/5.6	8.1	8.1	7.3	8.3	7.3	149/1603	973/ 9.9	15.1	12.2	45			KDUO-F
4. KLOS-F (DR)	91/5.6	5.1	5.9	4.2	3.6	5.2	167/1779	1026/10.5	11.1	8.9	127			KLOS-F
5. KCKC (O)	87/5.1	4.3	2.6	2.8	2.5	3.7	83/ 544	522/ 5.3	6.2	5.6	80			KCKC
6. KIIS-F (CHR)	73/4.8	6.0	6.0	6.2	6.4	5.8	146/2524	1460/14.9	15.9	15.9	100			KIIS-F
7. KCAL-F (ADR)	54/3.6	4.5	4.1	5.7	2.9	4.5	93/1275	868/ 8.9	9.8	7.4	72			KCAL-F
8. KOST-F (AC)	52/3.6	4.1	4.1	3.6	3.1	3.9	86/1416	871/ 8.9	10.1	9.0	131			KOST-F
9. KFI (F)	52/3.2	3.2	2.8	3.7	3.2	3.2	76/1331	387/ 9.1	8.2	9.5	116			KFI
10. KNX (F)	45/2.8	3.2	3.2	2.6	3.3	3.0	64/1493	896/ 9.2	9.4	8.8	46			KNX
11. KABC (F)	41/2.5	2.3	2.0	2.3	1.6	2.3	59/ 887	600/ 6.1	5.3	5.4	68			KABC
12. KFAM (F)	37/2.3	2.4	2.2	1.3	2.5	2.1	42/ 585	513/ 5.2	5.0	4.7	74			KFXM
13. KWDJ-F (C)	37/2.2	1.7	2.1	1.0	.9	1.8	35/ 404	390/ 4.0	4.0	2.5	127			KWDJ-F
14. KMPC (DR)	34/2.1	.4	.7	1.1	1.6	1.1	52/ 626	431/ 4.4	2.0	4.4	67			KMPC
15. KPWR-F (1/4)	34/2.1	2.0	2.7	2.3	2.1	2.3	50/1067	793/ 8.1	7.0	5.6	67			KPWR-F

12+ FM SHARE (METRO): 69.56% (1001 of 1439) (SUM 87: 75.40%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KGGI-F>>	1. KLOS-F	1. KRTH-F	1. KRTH-F	1. KRTH-F	1. KDUO-F	1. KGGI-F	1. KGGI-F	1. KGGI-F	1. KGGI-F>	1. KGGI-F
2. KIIS-F>>	2. KGGI-F	2. KGGI-F	2. KGGI-F<	2. KGGI-F<	2. KCKC	2. KLOS-F<	2. KRTH-F	2. KRTH-F	2. KDUO-F	2. KNX
3. KPWR-F	3. KIIS-F+<	3. KLOS-F	3. KLOS-F	3. KLOS-F	3. KRTH-F	3. KRTH-F<	3. KLOS-F	3. KLOS-F	3. KIIS-F+	3. KBON-F<
4.	4. KRTH-F	4. KIIS-F+	4. KIIS-F+	4. KIIS-F+	4. KFI	4. KCKC	4. KDUO-F	4. KLOS-F	4. KDUO-F	4. KDUO-F<
5.	5. KCAL-F	5. KCAL-F	5. KCAL-F	5. KOST-F	5. KGGI-F	5. KDUO-F<	5. KCKC	5. KCKC	5. KRTH-F	5. KRTH-F<
					KNX	6. KIIS-F+	6. KIIS-F+	6. KIIS-F+	6. KOST-F	6. KCKC <
						7. KNX <	7. KOST-F	7. KCAL-F<	7. KCKC	7. KLOS-F
						8. KFI	8. KFI	8. KOST-F	8. KABC	
						9. KOST-F	9. KCAL-F	9. KFI	9. KCAL-F	
						10. KABC	10. KFXM		KMEN	
									KNX	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KGGI-F>	1. KGGI-F	1. KGGI-F	1. KGGI-F	1. KGGI-F	1. KLOS-F>	1. KLOS-F	1. KLOS-F>	1. KLOS-F	1. KRTH-F
2. KOST-F	2. KIIS-F+	2. KRTH-F	2. KRTH-F	2. KRTH-F	2. KGGI-F	2. KGGI-F	2. KCAL-F	2. KRTH-F	2. KLOS-F
3. KIIS-F+	3. KRTH-F	3. KIIS-F+	3. KIIS-F+	3. KIIS-F+	3. KROQ-F	3. KCAL-F	3. KRTH-F	3. KGGI-F	3. KGGI-F
4. KCAL-F	4. KOST-F	4. KLOS-F	4. KOST-F	4. KOST-F	4. KCAL-F	4. KIIS-F+	4. KGGI-F	4. KCAL-F	4. KCAL-F
5. KOLA-F	5. KLOS-F	5. KOST-F	5. KCAL-F	5. KCKC	KIIS-F+	KRTH-F	KIIS-F+	5. KIIS-F+	5. KFI
6. KRTH-F	6. KCAL-F	6. KBIG			KPWR-F				
KZLA-F	7. KOLA-F								

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KRON-F	105.5	Lake Arrowhead	.8/3.5	KFWB	980	Los Angeles	.3/3.1
KCAL	1410	Redlands	1.9/3.4	KIQQ-F	100.3	Los Angeles	1.4/4.8
KDIF	1440	Riverside	1.2/2.2	KJOI-F	98.7	Los Angeles	.3/2.2
KHSJ	1370	Hemet	1.0/2.2	KLAC	570	Los Angeles	1.2/2.7
KHYE-F	135.7	Hemet	1.3/2.2	KLSX-F	97.1	Los Angeles	.8/2.7
KLFE	1240	San Bernardino	.3/1.1	KLVE-F	107.5	Los Angeles	.6/1.5
KMEN	1290	San Bernardino	1.4/3.5	KMPC-F	101.9	Glendale	.3/ .9
KNTF-F	93.5	Ontario	1.5/4.0	KNAC-F	105.5	Long Beach	.4/1.6
KOLA-F	99.9	San Bernardino	1.6/9.4	KNX-F	93.1	Los Angeles	1.2/4.7
KQLH-F	95.1	San Bernardino	1.0/2.9	KRLA	1110	Pasadena	.6/2.2
				KROQ-F	106.7	Pasadena	1.8/4.7
KBIG-F	104.3	Los Angeles	2.0/5.9	KKGO-F	105.1	Los Angeles	.5/1.9
KBRT	740	Avalon	.4/1.6	KTNQ	1020	Los Angeles	.6/1.7
KIAC-F	92.3	Los Angeles	.4/1.9	KTWV-F	94.7	Los Angeles	1.5/4.6
				KZLA-F	93.9	Los Angeles	1.7/3.2

RADIO STATIONS

KCAL, 1410	5 KW @ 300	(DA-N)	, HISPANIC	, \$ 19.00	(Lotus)
KCKC, 1350	5 KW @ 300	(DA-2)	, COUNTRY	ABC-I, \$ 34.00	(HNWH)
KDIF, 1440	1 KW (DA-1)		, HISPANIC	, \$ 18.00	(Katz Hisp.)
KFXM, 540	1 KW (DA-2)		, NOSTALGIA	ABC-E, ABC-D, \$ 25.00	(Katz)
KMEN, 1290	5 KW (DA-2)		, OLDIES/AC	, \$ 18.00	(Mc-Guild)
					Henry American
KCAL-F, 96.7	3 KW @ 300	AOR		CBS-R, \$ 42.00	(Torbet)
KQHO-F, 97.5	72 KW @ 1530	BTFL/EZ		ABC-D, \$ 61.00	(Katz)
KGGI-F, 99.1	3 KW @ 1530	CHR		, \$ 83.00	(Mc-Guild)
KNTF-F, 93.5	3 KW @ 155	COUNTRY		, \$ 37.00	(---)
KOLA-F, 99.9	31 KW @ 1630	CHR		ABC-R, \$ 41.00	(Banner)
KQLH-F, 95.1	50 KW @ ??	SOFT AC		MBS, \$ 40.00	(Torbet)
KWDJ-F, 92.7	3 KW @ 300	COUNTRY		MBS, \$ 30.00	(Gillis)

Other ranked stations - See Los Angeles

American Radio Summer 1988 Supplement, Copyright 1988

ROCHESTER

Arbitron Rank/Pop (12+): 43/930,200
 MSA Rank/Pop: 47/995,000
 ADI # 72
 Average Person Ratings: 15.6
 Market TSL: 21.0 hours

Stations: 18/15
 Diaries: 1229/676:1/49.3%
 Sample Target: 1130
 % Below Line: 2.1
 % Not Listed: 12.5

1987 Revenue: \$23,000,000
 HH Inc.: \$38,832
 Retail \$: 6.3 Bil
 Pop per Station: 55,347
 #1 Biller: WVOR-F \$5,200,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ 1/4/CUME	TSA CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WCMF-F (AOR)	214/16.5	16.0	15.2	13.7	14.0	15.4	251/2419	2100/25.3	27.1	25.5	83					WCMF-F
2. WPXY A/F (CHR)	133/14.5	13.4	14.9	14.4	15.8	14.3	210/2883	2504/30.2	30.3	31.8	76					WPXY A/F
3. WHAM (MOR)	115/ 8.9	10.7	8.7	8.2	8.7	9.1	129/1884	1636/19.7	21.4	19.3	84					WHAM
4. WVOR-F (AC)	106/ 9.2	9.6	9.4	11.1	9.1	9.6	111/1918	1769/21.3	24.0	24.6	146					WVOR-F
5. WBEE-F (C)	102/ 7.9	11.3	7.7	8.4	8.8	8.8	124/1261	1061/12.8	16.4	13.7	122					WBEE-F
6. WKLY-F (O)	91/ 7.0	4.0	4.5	5.8	4.8	5.3	101/1646	1436/17.3	13.9	15.6	154					WKLY-F
7. WRMM-F (AC)	89/ 6.9	6.1	6.4	6.0	6.8	6.4	96/1665	1495/18.0	16.0	18.6	116					WRMM-F
8. WZSH-F (EZ)	81/ 6.2	6.4	6.9	8.0	5.8	6.9	103/1256	1037/12.5	13.6	11.4	61					WZSH-F
9. WDKX-F (B)	60/ 4.6	3.9	5.9	3.9	5.3	4.6	60/ 806	801/ 9.6	7.5	9.9	96					WDKX-F
10. WEZO (AC)	29/ 2.2	2.9	3.2	2.7	2.9	2.8	29/ 510	495/ 6.0	7.3	6.6	55					WEZO
11. WBBF (C)	13/ 1.0	.9	1.2	1.1	1.8	1.1	13/ 376	376/ 4.5	5.0	5.0	120					WBBF
12.																
13.																
14.																
15.																

12+ FM SHARE (METRO): 83.91% (954 of 1137) (SUM 87: 82.88%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WPXY-F+>>1. WCMF-F>>1. WCMF-F>	1. WCMF-F	1. WCMF-F	1. WCMF-F	1. WCMF-F	1. WHAM >	1. WCMF-F	1. WCMF-F	1. WCMF-F	1. WPXY-F+	1. WHAM
2. WCMF-F>	2. WPXY-F+>2. WPXY-F+	2. WVOR-F	2. WKLY-F>	2. WVOR-F	2. WZSH-F	2. WPXY-F+	2. WPXY-F+>2. WPXY-F+>2. WCMF-F	2. WCMF-F	2. WCMF-F	2. WCMF-F
3. WDKX-F	3. WVOR-F	3. WVOR-F	3. WKLY-F>	3. WPXY-F+	3. WBEE-F	3. WHAM	3. WVOR-F	3. WVOR-F	3. WHAM >>3. WPXY-F	3. WPXY-F
4.	4. WKLY-F	4. WKLY-F>	4. WPXY-F+	4. WKLY-F	4. WVOR-F	4. WVOR-F	4. WKLY-F<	4. WBEE-F	4. WBEE-F<	4. WBEE-F
5.	5. WRMM-F	5. WRMM-F	5. WBEE-F	5. WBEE-F	5. WRMM-F	5. WBEE-F	5. WRMM-F	5. WRMM-F	5. WKLY-F	5. WRMM-F<
	6. WBEE-F	6. WBEE-F	6. WRMM-F	6. WRMM-F	6. WKLY-F	6. WRMM-F	6. WBEE-F<	6. WHAM	6. WRMM-F	6. WVOR-F
			7. WHAM	7. WHAM			7. WHAM	7. WZSH-F	7. WVOR-F	7. WDKX-F
							8. WZSH-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WPXY-F+<1. WPXY-F+	1. WVOR-F	1. WPXY-F+	1. WVOR-F	1. WVOR-F	1. WCMF-F>>1. WCMF-F>>1. WCMF-F>>1. WCMF-F>>1. WCMF-F>	2. WPXY-F+>2. WPXY-F+>2. WPXY-F+>2. WPXY-F+>2. WPXY-F+	3. WVOR-F	3. WVOR-F	3. WVOR-F
2. WCMF-F	2. WKLY-F	2. WCMF-F	2. WKLY-F	2. WKLY-F	2. WPXY-F+>2. WPXY-F+>2. WPXY-F+>2. WPXY-F+>2. WPXY-F+	3. WVOR-F	3. WVOR-F	3. WVOR-F	3. WPXY-F
3. WRMM-F	3. WKLY-F	3. WPXY-F+	3. WKLY-F<	3. WPXY-F+	3. WVOR-F	3. WVOR-F	3. WVOR-F	3. WVOR-F	3. WPXY-F
4. WKLY-F	4. WVOR-F	4. WBEE-F	4. WVOR-F	4. WBEE-F	4. WDKX-F	4. WBEE-F	4. WBEE-F	4. WKLY-F	4. WKLY-F
5. WVOR-F	5. WRMM-F	5. WCMF-F	5. WRMM-F	5. WRMM-F	5. WKLY-F	5.	5. WKLY-F	5. WBEE-F	5. WBEE-F
	6. WRMM-F	6. WRMM-F	6. WRMM-F	6. WRMM-F	6. WKLY-F		6. WHAM	6. WHAM	6. WHAM
	7. WDKX-F	7. WDKX-F	7. WDKX-F	7. WDKX-F	7. WDKX-F				

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGVA	1240	Geneva	.5/ .9
WWWG	1460	Rochester	.5/3.0
WYSL	1030	Avon	.8/2.0
CFMX-F	103.1	Cobourg	.8/1.7
WBYP-F	107.7	Weathersfield	.6/1.7
WPCX-F	106.9	Auburn	.4/1.5

RADIO STATIONS

WBBF, 950, 1 KW (CA-2)	, COUNTRY	US 2, \$ 25.00 (Katz)	Heritage
WHAM, 1180, 50 KW	, MOR	CBS, NBC-T, \$ 59.00 (Mc-Guild)	Lincoln
WNYR, 990, 5 KW/2.5 KW (DA-2)	, NOSTALGIA	ABC-I, \$ 23.00 (HNWH)	Atlantic Ventures
WWWG, 1460, 5 KW (DA-N)	, RELIGION	, \$ 12.00 (---)	Brandon
WBEE-F, 92.5, 50 KW @ 500	COUNTRY	US 2, \$ 52.00 (Katz)	Heritage
WCMF-F, 96.5, 50 KW @ 457	AOR	, \$ 95.00 (Torbet)	Stoner
WDKX-F, 103.9, 1 KW @ 530	BLACK	NBN, \$ 35.00 (Roslin)	
WKLY-F, 98.9, 37 KW @ 560	OLDIES	, \$ 47.00 (Durpetti)	
WPXY-F, 97.9, 50 KW @ 456	CHR	, \$ 75.00 (MMR)	
WRMM-F, 101.3, 27 KW @ 637	SOFT AC	ABC-E, \$ 61.00 (HNWH)	Atlantic Ventures
WVOR-F, 100.5, 50 KW @ 490	AC	, \$104.00 (Mc-Guild)	
WZSH-F, 95.1, 11 KW @ 993	BTFL/EZ	, \$ 39.00 (Torbet)	(BRISTOL CENTER)

SACRAMENTO

Arbitron Rank/Pop (12+): 31/1,113,800

Stations: 30/22
Diaries: 1266/880:1/51.3%
Sample Target: 1240
% Below Line: 7.4
% Not Listed: 10.6

1987 Revenue: \$42,900,000
HH Inc.: \$35,054
Retail \$: 9.4 Bil
Pop per Station: 50,627
#1 Biller: KRAK A/F \$8,000,000

MSA Rank/Pop: 35/1,330,000
ADI # 20
Average Person Ratings: 16.1
Market TSL: 21.5 hours

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume
1. KARK-F (C)	161/9.0	5.5	7.5	8.0	6.9	7.5	196/2358	1857/16.7	14.2	14.1	114			KRAK-F
2. KFBK (M/T)	157/9.8	7.8	8.9	8.3	9.5	8.5	235/2747	1931/17.3	17.6	18.5	75			KFBK
3. KCTC-F (EZ)	135/7.5	8.7	11.4	10.1	7.9	9.4	200/2028	1565/14.1	16.0	14.3	79			KCTC-F
4. KXOA-F (AC)	121/6.8	6.9	8.1	8.0	8.2	7.5	160/2008	1687/15.1	15.8	17.6	157			KXOA-F
5. KZAP-F (AOR)	111/6.2	7.3	7.0	7.2	8.8	6.9	151/2248	1549/13.9	15.7	17.3	116			KZAP-F
6. KRXQ-F (AOR)	104/5.8	5.8	6.7	4.1	4.0	5.6	104/1345	1319/11.8	11.9	9.2	64			KRXQ-F
7. KFSM-F (CHR)	101/5.6	6.2	5.1	6.4	7.2	5.8	180/3016	2229/20.0	18.4	21.4	79			KFSM-F
8. KROY-F (CHR)	94/5.3	5.4	4.0	4.7	4.6	4.9	120/2071	1689/15.2	15.1	13.4	70			KROY-F
9. KQPT-F (J)	77/4.3	2.7	--	1.1	.4	2.0	84/1094	989/ 8.9	5.7	1.7	163			KQPT-F
10. KHYL-F (O)	75/4.2	4.1	2.7	2.2	3.1	3.3	80/1413	1209/10.9	10.6	11.7	148			KHYL-F
11. KRAK (C)	63/3.5	3.4	3.4	3.1	2.9	3.4	135/1822	882/ 7.9	7.7	7.2	129			KRAK
12. KWOD-F (CHR)	63/3.5	4.6	6.5	6.2	6.1	5.2	83/2040	1623/14.6	15.5	15.4	43			KWOD-F
13. KAER-F (AC)	53/3.0	3.1	3.7	3.0	3.9	3.2	58/1155	965/ 8.7	9.6	9.9	143			KAER-F
14. KXOA (BB)	44/2.5	2.8	1.9	2.1	2.8	2.3	50/ 654	627/ 5.6	5.9	5.2	36			KXOA
15. KNBR (MOR)	37/2.1	1.6	.7	1.3	2.8	1.4	83/1975	685/ 6.2	4.7	6.9	114			KNBR

12+ FM SHARE (METRO): 69.75% (1116 of 1600) (SUM 87: 72.39%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KROY-F	1. KZAP-F	1. KZAP-F<	1. KXOA-F	1. KXOA-F<	1. KFBK	1. KFBK >	1. KRAK-F	1. KRAK-F	1. KRAK-F	1. KFBK <
2. KWOD-F	2. KRXQ-F	2. KXOA-F	2. KRAK-F	2. KRAK-F	2. KCTC-F	2. KRAK-F	2. KFBK	2. KCTC-F	2. KCTC-F	2. KCTC-F
3. KFSM-F	3. KXOA-F	3. KRAK-F	3. KZAP-F	3. KZAP-F	3. KRAK-F>	3. KCTC-F	3. KCTC-F	3. KXOA-F	3. KRXQ-F	3. KRAK-F
4. KRXQ-F>	4. KFSM-F	4. KRXQ-F	4. KQPT-F	4. KQPT-F	4. KXOA-F	4. KXOA-F	4. KXOA-F	4. KZAP-F	4. KFSM-F	4. KRXQ-F
5.	5. KRAK-F<	5. KFSM-F	5. KHYL-F	5. KFBK	5. KRAK	5. KFSM-F	5. KZAP-F	5. KFBK	5. KROY-F	5. KRAK
	6. KQPT-F	6. KQPT-F	6. KFBK	6. KHYL-F	6. KZAP-F<	6. KHYL-F<	6. KRXQ-F	6. KRXQ-F	6. KXOA-F	
	7. KROY-F	7. KHYL-F	7. KCTC-F	7. KCTC-F	7. KROY-F	7. KRXQ-F<	7. KROY-F	7. KROY-F	7. KNBR	
			KFSM-F		8. KRAK	8. KFSM-F<	8. KFSM-F	8. KZAP-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KRXQ-F<	1. KXOA-F	1. KXOA-F	1. KXOA-F	1. KXOA-F	1. KRXQ-F>>	1. KZAP-F	1. KZAP-F	1. KZAP-F>	1. KZAP-F
2. KFSM-F	2. KRAK-F<	2. KHYL-F	2. KRAK-F	2. KRAK-F	KZAP-F	2. KRXQ-F>	2. KQPT-F	2. KRXQ-F	2. KRAK-F
3. KWOD-F	3. KFSM-F	3. KRAK-F	3. KFSM-F	3. KCTC-F	3. KFSM-F	3. KQPT-F	3. KRXQ-F	3. KRXQ-F	3. KFBK-F
4. KROY-F	4. KHYL-F	4. KQPT-F	4. KHYL-F	4. KHYL-F	4. KROY-F	4. KFSM-F	KXOA-F	KRAK-F	4. KQPT-F
5. KRAK-F	5. KROY-F	5. KAER-F	5. KQPT-F	5. KQPT-F	5. KWOD-F	5. KRAK-F	5. KRAK-F	5. KFBK	5. KXOA-F
6. KAER-F	6. KRXQ-F	6. KROY-F	6. KROY-F	6. KFSM-F	6. KHYL-F	6. KXOA-F	KXOA-F	6. KHYL-F<	6. KHYL-F
	7. KAER-F	KFSM-F	7. KAER-F	7. KFBK-F	7. KROY-F	7. KROY-F	7. KROY-F	7. KFSM-F	7. KRXQ-F
	8. KQPT-F		KCTC-F	8. KAER-F	8. KHYL-F	8. KHYL-F	8. KXOA-F	8. KXOA-F	8. KCTC-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KFIA	710	Carmichael	.9/2.8	KCBS	740	San Francisco	.6/2.3
KGNR	1320	Sacramento	1.5/5.4	KFRC	610	San Francisco	.7/2.0
KJAY	1430	Sacramento	.3/ .7	KFYE-F	93.7	Fresno	.4/1.2
KKSA	1030	Folsom	.5/1.7	KGO	810	San Francisco	1.8/3.9
KRCX	1110	Roseville	1.2/ .8	KMEL-F	106.1	San Francisco	.3/2.0
KSAC	1240	Sacramento	.9/2.2	KRQR-F	97.3	San Francisco	.4/1.4
KSMJ	1390	Sacramento	1.1/2.8	KSFO	560	San Francisco	.3/1.4
KYLD-F	105.5	Davis	.3/2.3				

RADIO STATIONS

KFBK, 1530, 50 KW (DA-2)	, NEWS	APR, NBC, \$ 98.00	(Group W)	Westinghouse
KFIA, 710, 10 KW/250 W (DA-2)	, RELIGION	CNN, \$ 24.00	(---)	
KGNR, 1320, 5 KW (DA-2)	, OLDIES	CBS, \$ 34.00	(Christal)	Tribune Co.
KRAK, 1140, 50 KW (DA-2)	, COUNTRY	, \$ 75.00	(Durpetti)	EZ
KRCX, 1110, 5 KW/500 W	, HISPANIC	, \$ 40.00	(Lotus)	Fuller-Jeffrey
KSAC, 1240, 1 KW	, CLASSICAL	, \$ 36.00	(CMBS)	
KSMJ, 1390, 5 KW (DA-2)	, OLDIES	SMN, \$ 34.00	(MMR)	Genesis
KXOA, 1470, 5 KW/1 KW (DA-2)	, NOSTALGIA	APR, \$ 37.00	(Banner)	Brown
KAER-F, 92.5, 50 KW @ 449,	SOFT AC	, \$ 49.00	(Group W)	Westinghouse
KCTC-F, 96.1, 50 KW @ 476,	BTFL/EZ	, \$ 85.00	(Christal)	Tribune Co.
KQPT-F, 100.5, 115 KW @ 380,	JAZZ/NEW AGE	Source, \$ 37.00	(Republic)	Duchoissois
KRAK-F, 105.1, 50 KW @ 500,	COUNTRY	, \$100.00	(Durpetti)	EZ
KROY-F, 96.9, 50 KW @ 500,	CHR	US 1, Source, \$ 55.00	(HNWH)	
KRXQ-F, 93.7, 25 KW @ 324,	AOR	, \$ 61.00	(Torbet)	Fuller-Jeffrey
KWOOD-F, 106.5, 50 KW @ 310,	CHR	ABC-F, CBS-R, \$ 57.00	(CBS)	
KXOA-F, 107.9, 50 KW @ 420,	AC	, \$125.00	(Banner)	Brown
KZAP-F, 98.5, 50 KW @ 495,	AOR	, \$ 96.00	(Mc-Guild)	Nationwide
KFSM-F, 102.5, 50 KW @ 500,	CHR	, \$ 94.00	(MMR)	Genesis
KHYL-F, 101.1, 36 KW @ 567,	OLDIES	, \$ 40.00	(Torbet)	Parker

(WOODLAND)
(AUBURN)

ST. LOUIS

Arbitron Rank/Pop (12+): 15/2,028,000

Stations: 29/29
Diaries: 1848/1097:1/56.6%
Sample Target: 1740
% Below Line: 0
% Not Listed: 4.9

1987 Revenue: \$60,000,000
HH Inc.: \$35,349
Retail \$: 17.2 Bil
Pop per Station: 69,931
#1 Biller: KMOX \$18,400,000

MSA Rank/Pop: 12/2,460,000

ADI # 18

Average Person Ratings: 17.1

Market TSL: 22.75 hours

12+ METRO	1/4/SHARE	SPG 88	WIN 38	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% Conversion	Birch Share	Birch AQH	Birch Cume
1. KMOX (T)	814/23.5	25.0	21.3	22.1	25.5	23.0	911/9372	8176/40.3	43.9	45.0	71			KMOX
2. KSHE-F (AOR)	342/ 9.9	9.5	13.0	9.9	10.6	9.8	409/4961	4162/20.5	19.7	21.7	101			KSHE-F
3. KEZK-F (EZ)	243/ 7.0	6.0	5.9	7.1	7.2	6.8	262/3271	2995/14.8	14.4	14.9	94			KEZK-F
4. KMJM-F (B)	195/ 5.6	6.4	7.0	8.2	5.7	6.8	197/2330	2224/11.0	11.2	10.3	102			KMJM-F
5. KSD-F (AOR)	194/ 5.6	5.3	5.3	3.8	3.3	5.0	203/2946	2704/13.3	14.5	10.7	134			KSD-F
6. KHTR-F (CHR)	187/ 5.4	4.8	6.0	4.9	5.9	5.3	224/4102	3386/16.7	18.2	19.7	98			KHTR-F
7. WIL-F (C)	183/ 5.3	6.2	5.4	4.2	4.5	5.3	248/3222	2615/12.9	12.9	10.1	125			WIL-F
8. WKBQ-F (CHR)	129/ 3.7	3.2	3.0	3.0	3.3	3.2	139/2557	2353/11.6	11.6	11.9	54			WKBQ-F
9. WKXX-F (C)	103/ 3.0	2.1	1.8	1.7	2.0	2.2	107/1509	1382/ 6.8	6.5	5.8	140			WKXX-F
10. KYKY-F (AC)	102/ 2.9	4.0	5.0	3.9	4.5	4.0	106/2306	2251/11.1	11.8	13.3	145			KYKY-F
11. KRJY-F (AC)	88/ 2.5	3.7	2.0	3.2	1.8	2.9	92/1529	1440/ 7.1	10.2	6.4	168			KRJY-F
12. WKLL (BB)	80/ 2.3	1.7	2.7	3.3	1.8	2.5	82/1046	993/ 4.9	5.1	5.3	39			WKLL
13. KATZ-F (B)	62/ 1.8	1.0	1.9	1.2	1.8	1.3	62/1074	1074/ 5.3	4.6	5.9	133			KATZ-F
14. KSTZ-F (AC)	60/ 1.7	1.3	.9	---	---	1.0	79/1540	1237/ 6.1	4.7	---	59			KSTZ-F
15. KUSA (C)	58/ 1.7	1.8	1.6	1.8	2.3	1.7	110/2067	1206/ 5.9	4.7	6.9	153			KUSA
16. KATZ (B)	57/ 1.6	1.9	2.2	2.1	1.2	2.0	57/ 837	837/ 4.1	4.9	4.2	113			KATZ
17. WMRY-F (AOR)	52/ 1.5	2.3	2.0	2.6	1.8	2.1	52/1127	1110/ 5.5	6.4	7.3	120			WMRY-F
18. KGLD (O)	51/ 1.5	1.8	1.0	2.0	1.3	1.6	58/1179	1091/ 5.4	6.7	4.5	173			KGLD
19.														
20.														
21.														
22.														
23.														
24.														
25.														

12+ FM SHARE (METRO): 62.14% (2052 of 3302) (SUM 87: 59.89%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KHTR-F	1. KSHE-F>	1. KSHE-F	1. KMOX >	1. KMOX >	1. KMOX >>	1. KMOX >>	1. KMOX >	1. KMOX >	1. KMOX >>	1. KMOX >>
2. WKBQ-F	2. KSD-F>	2. KMOX >	2. KSHE-F	2. KSHE-F>	2. KEZK-F>>	2. KSHE-F	2. KSHE-F	2. KSHE-F	2. KSHE-F	2. KSHE-F>
3. KSHE-F	3. KMJM-F	3. KSD-F	3. KSD-F	3. KSD-F	3. WIL-F	3. KEZK-F	3. KEZK-F>	3. KEZK-F	3. KMJM-F>	3. KMJM-F>
4. KMJM-F	4. KHTR-F<	4. KMJM-F	4. WIL-F<	4. KEZK-F	4. WKLL	4. KSD-F	4. WIL-F	4. KHTR-F	4. KHTR-F	4. KHTR-F
5.	5. KMOX	5. KHTR-F	5. KMJM-F	5. WIL-F	5. WKXX-F	5. WIL-F	5. WIL-F	5. KSD-F	5. WKBQ-F	5. KEZK-F<
6.	6. WKBQ-F<	6. WIL-F	6. KHTR-F	6. KMJM-F	6.	6. KHTR-F	6. KHTR-F	6. KHTR-F	6. KHTR-F	6. KSD-F
7.	7. WIL-F	7. KYKY-F	7. KEZK-F	7. KHTR-F	7.	7. WKXX-F<	7.	7. KMJM-F	7. KSD-F	7. KATZ-F
8.	8. KYKY-F	8. KEZK-F	8.	8.	8.	8. KMJM-F	8.	8.	8.	8. WKLL
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KMJM-F	1. KMJM-F>	1. KSD-F	1. KMOX	1. KMOX	1. KSHE-F>>	1. KSHE-F>	1. KSHE-F>>	1. KSHE-F>	1. KMOX >
2. WKBQ-F	2. KSHE-F	2. KSHE-F	2. KMJM-F	2. KEZK-F	2. KSD-F>>	2. KSD-F>>	2. KSD-F	2. KMOX	2. KSHE-F>
3. KHTR-F	3. KHTR-F	3. KHTR-F	3. KHTR-F	3. WIL-F	3. KMJM-F	3. KMOX	3. KMOX >	3. KSD-F>>	3. KSD-F
4. KSTZ-F	4. KSD-F	4. KMJM-F	4. KSHE-F	4. KHTR-F	4. KHTR-F	4. KMJM-F	4. KMJM-F	4. KMJM-F	4. WIL-F
5. KSHE-F	5. KYKY-F	5. KYKY-F	5. KYKY-F<	5. KMJM-F	5. WKBQ-F	5. WIL-F	5. WIL-F	5. WIL-F	5. KMJM-F
6. KMJM-F	6. WKBQ-F	6. WIL-F	6. KSD-F<	6. KSD-F	6. WMRY-F	6. WMRY-F	6. WCBW-F	6. KHTR-F	6. KEZK-F<
7. KMOX	7. KMOX	7. KMOX	7. WIL-F	7. KSHE-F	7. KMOX	7. KHTR-F	7.	7.	7. WKXX-F
8. WKXX-F	8. KSTZ-F	8.	8.	8.	8.	8.	8.	8.	8. KHTR-F
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KFOU-F	99.1	Clayton	1.1/3.5
KIRL	1460	St. Charles	.3/1.8
KLTH-F	97.1	Florissant	1.0/3.6
KSIV	1320	Clayton	.6/1.2
KSTL	690	St. Louis	.4/1.2
KXOK	630	St. Louis	.6/2.2
WCBW-F	104.9	Columbia	1.2/3.1
WESL	1490	East St. Louis	1.2/2.4
WEW	770	St. Louis	.8/1.7
WGNU	920	Granite City	.4/1.3
WIL	1430	St. Louis	1.1/3.0

RADIO STATIONS

AM STATIONS

KATZ, 1600, 5 KW (DA-M)	, BLACK	NBN, \$ 42.00 (Roslin)	Interurban
KGLO, 1380, 5 KW/1 KW (DA-2)	, OLDIES	ABC-D, \$ 38.00 (Republic)	Chase
KMOX, 1120, 50 KW	, TALK	CBS, \$335.00 (CBS)	CBS
KSIV, 1320, 5 KW/125 W	, RELIGION	, \$ 18.00 (---)	Bott
KSTL, 690, 1 KW (DAYS)	, RELIGION	, \$ 14.00 (---)	
KJSA, 550, 5 KW (DA-N)	, COUNTRY	ABC-I, \$ 52.00 (Mc-Guild)	Gannett
KXEN, 1010, 50 KW (DAYS, DA)	, RELIGION	, \$ 12.00 (---)	Mid America Gospel
KXOK, 630, 5 KW (DA-2)	, TALK	MBS, ABC-T, \$ 35.00 (HNWH)	
WESL, 1490, 1 KW/250 W (DA-1)	, BLACK	SBN, \$ 24.00 (---)	
WEW, 770, 1 KW (DAYS)	, NOSTALGIA	, \$ 24.00 (---)	
WIL, 1430, 5 KW (DA-2)	, COUNTRY	ABC-E, \$ NA (Banner)	Heritage
WKLL, 590, 1 KW (DA-1)	, NOSTALGIA	NBC, \$ 50.00 (MMR)	Adams

FM STATIONS

KRJY, 96.3, 100 KW @ 650, SOFT AC	ABC-F, \$ 53.00 (Banner)		
KATZ, 100.3, 50 KW @ 495, BLACK	NBN, \$ 37.00 (Roslin)	Interurban	(ALTON, IL)
KEZK, 102.5, 100 KW @ 500, BTFL/EZ	, \$ 90.00 (MMR)	Adams	
KFUO, 99.1, 100 KW @ 557, CLASSICAL	, \$ 45.00 (CMBS)		
KHTR, 103.3, 100 KW @ 1212, CHR	CBS-R, \$ 73.00 (CBS)	CBS	
KLTH, 97.1, 100 KW @ 560, AC/JAZZ/NEW AGE	SMN, \$ 43.00 (HNWH)		
KMJM, 107.7, 100 KW @ 1019, URBAN	, \$ 90.00 (Christal)	Noble	
KSD, 93.7, 100 KW @ 850, CLASSIC ROCK	, \$ 85.00 (Mc-Guild)	Gannett	
KSHE, 94.7, 100 KW @ 1019, AOR	, \$155.00 (Katz)	Emmis	
KYKY, 98.1, 100 KW @ 580, AC	, \$118.00 (MMR)	EZ	
WCBW, 104.9, 3 KW @ 235, RELIGION	, \$ 20.00 (---)	Universal	
WIL, 92.3, 97 KW @ 900, COUNTRY	ABC-E, \$ 68.00 (Banner)	Heritage	
WKBQ, 106.5, 39 KW @ 592, CHR	, \$ 62.00 (Republic)	Chase	
WKKX, 104.1, 50 KW @ 500, COUNTRY	, \$ 43.00 (Republic)		(JERSEYVILLE, IL)
WMRV, 101.1, 50 KW @ 320, AOR	, \$ 51.00 (Torbet)		

SALINAS - MONTEREY - SANTA CRUZ

Arbitron Rank/Pop (12+): 75/473,800

MSA Rank/Pop: Salinas-Monterey - 136/344,600

ADI # 103 Santa Cruz - NA

Average Person Ratings: 16.3

Market TSL: 22.25 hours

Stations: 37/22

Diaries: 943/502:1/48.4%

Sample Target: 860

% Below Line: 40.5

% Not Listed: 12.9

1987 Revenue: \$11,000,000

HH Inc.: \$38,420

Retail \$: 3.4 Bil

Pop per Station: 21,536

#1 Biller: KWAV-F \$1,800,000

12+ METRO	1/4/SHARE	SPG 88	WIH 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% Conversion	Birch Share	Birch AQH	Birch Cume
1. KDON-F (CHR)	71/9.2	9.9	8.8	6.8	6.6	8.4	72/1058	1038/21.9	20.8	20.2	66			<DON-F
2. KWSS-F (CHR)	68/8.8	7.3	6.9	7.8	10.3	7.7	68/ 962	948/20.0	18.7	24.0	78			KWSS-F
3. KGO (T)	58/7.5	7.6	8.3	6.8	6.9	7.5	60/ 767	715/15.1	16.5	15.9	68			<GO
4. KTOM-F (C)	34/4.4	3.4	4.0	4.8	5.8	4.2	34/ 399	399/ 8.4	8.9	9.6	134			<TOM-F
5. KMBY-F (AOR)	32/4.2	4.2	5.8	4.9	4.7	4.8	32/ 468	460/ 9.7	11.4	11.3	121			KMBY-F
6. KBAY-F (EZ)	31/4.0	5.3	3.8	7.0	6.8	5.0	36/ 500	463/ 9.8	10.0	13.6	65			KBAY-F
7. KNBR (MOR)	27/3.5	2.1	1.1	1.9	2.3	2.2	30/ 432	399/ 3.4	7.8	7.5	89			KNBR
KTGE (SP)	27/3.5	2.2	2.9	2.5	1.6	2.8	28/ 237	231/ 4.9	4.3	1.8	154			KTGE
KLFA-F (SP)	27/3.5	2.7	1.9	2.5	3.8	2.7	27/ 181	181/ 3.8	2.7	2.4	82			KLFA-F
10. KCBS (N/T)	26/3.4	4.4	2.5	2.8	2.6	3.3	26/ 457	439/ 9.3	10.6	9.3	82			KCBS
11. KCTY (SP)	24/3.1	5.7	4.2	3.5	1.9	4.1	24/ 290	290/ 6.1	6.6	3.3	100			KCTY
12. KOCN-F (AC)	23/3.0	3.3	3.3	4.9	3.4	3.6	23/ 339	339/ 7.2	9.3	7.3	127			KOCN-F
KWAV-F (AC)	23/3.0	3.9	4.2	4.3	4.1	3.9	23/ 574	559/11.8	13.1	14.2	143			KWAV-F
14. KBOQ-F (CC)	19/2.5	2.2	3.2	3.6	4.1	2.9	19/ 275	275/ 5.8	6.6	8.7	112			KBOQ-F
KPIG-F (?)	19/2.5	1.8	1.5	---	---	1.5	19/ 239	239/ 5.0	4.6	---	172			KPIG-F

12+ FM SHARE (METRO): 65.13% (437 of 671) (SUM 87: 71.12%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KDON-F	1. KWSS-F	1. KDON-F	1. KWSS-F	1. KWSS-F	1. KGO >	1. KGO <	1. KDON-F	1. KDON-F	1. KDON-F	1. KGO >>
2. KWSS-F>>	2. KDON-F	2. KWSS-F	2. KDON-F	2. KDON-F<	2. KBAY-F	2. KWSS-F	2. KWSS-F	2. KWSS-F>	2. KGO	2. KLFA-F
3. KLFA-F	3. KMBY-F	3. KMBY-F	3. KTGE	3. KTOM-F	3. KTOM-F<	3. KDON-F>	3. KGO	3. KTOM-F	3. KLFA-F	3. KDON-F
4. KTGE	4. KTGE	4. KMBY-F	4. KTGE	4. KTGE	4. KCBS	4. KBAY-F<	4. KTOM-F	4. KGO	4. KWSS-F	4. KOCN-F
5. KPIG-F	5. KTOM-F	5. KTOM-F	5. KMBY-F	5. KMBY-F	5. KBOQ-F	5. KTGE	5. KTGE	5. KNBR	5. KNBR	5. KNBR
	KNBR	6. KLFA-F	6. KWAV-F	KGO	6. KXDC-F+	6. KCBS	KBAY-F<	6. KMBY-F	6. KMBY-F	KWSS-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KDON-F>	1. KDON-F	1. KWSS-F	1. KDON-F	1. KWSS-F	1. KDON-F	1. KWSS-F	1. KMBY-F	1. KWSS-F	1. KWSS-F
2. KWSS-F	2. KWSS-F>>	2. KDON-F	2. KWSS-F>	2. KDON-F	KWSS-F	2. KMBY-F	KWSS-F	2. KDON-F	2. KMBY-F
3. KLFA-F	3. KMBY-F	KMBY-F	3. KLFA-F	3. KTGE	3. KMBY-F	3. KDON-F>	3. KPIG-F	3. KMBY-F	KPIG-F
4. KCTY-F	4. KLTA-F	4. KTGE	4. KTGE	4. KTOM-F	4. KMEL-F	4. KNBR	4. KTGE	4. KNBR	4. KNBR
KOCN-F	KTGE	KWAV-F	5. KTOM-F	5. KBOQ-F	KNBR	5. KPIG-F	5. KDON-F	5. KCTY	5. KDON-F
KMEL-F	KWAV-F	6. KLFA-F	KWAV-F	KWAV-F	6. KCTY	6. KCTY	KTOM-F	KPIG-F	6. KTGE

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KDON	1460	Salinas	1.3/2.1	KABL-F	98.1	San Francisco	1.0/1.2
KHIP-F	93.5	Hollister	1.8/6.2	KATD	95.3	Los Gatos	.5/2.4
KKMC	880	Gonzales	.6/2.3	KAZA	1290	Gilroy	1.0/2.4
KLRS-F	99.1	Santa Cruz	1.3/4.8	KFRC	610	San Francisco	.5/1.3
KNZS	1540	Capitola	1.2/3.7	KIOI-F	101.3	San Francisco	.5/1.3
KOMY	1340	Watsonville	.6/4.1	KLOX	1170	San Jose	.4/2.0
KRAY-F	103.9	Salinas	1.0/5.0	KMEL-F	106.1	San Francisco	1.6/4.0
KRKC	1490	King City	.4/1.3	KOME-F	98.5	San Jose	1.0/3.3
KSCO	1080	Santa Cruz	.9/2.8	KSFO	560	San Francisco	.4/1.1
KTOM	1380	Salinas	1.4/5.3	KSJO	92.3	San Jose	1.0/3.0
KXDC	630	Monterey	.6/2.2				
KXDC-F	101.7	Monterey	1.7/3.1				

RADIO STATIONS

KCTY, 980,	1 KW/480 W (DA-1)	, HISPANIC	,\$ 26.00	(Lotus)			
KDON, 1460,	5 KW (DA-1)	, HISPANIC (?)	SMN,\$ 15.00	(Katz)	Henry		
KOMY, 1340,	1 KW	, NOSTALGIA	MBS,\$ 12.00	(Radio Time)		(WATSONVILLE)	
KSCO, 1080,	10 KW/5 KW (DA-2)	, MOR	,\$ 16.00	(Mc-Guild)	Fuller-Jeffrey		
KTGE, 1570,		, HISPANIC	,\$ 17.00	(Katz Hisp.)			
KTOM, 1380,	5 KW (DA-2)	, COUNTRY	ABC-E,\$ 20.00	(MMR)	Comm. Pacific		
KBOQ-F, 92.7,	1 KW @ 570,	CLASSICAL	,\$ 24.00	(Durpetti)		(MARINA)	
KDON-F, 102.5,	19 KW @ 2270,	CHR	,\$ 37.00	(Katz)	Henry		
KHIP-F, 93.5,	3 KW @ ??,	CLASSIC ROCK	,\$ NA	(Eastman)		(HOLLISTER)	
KLFA-F, 93.9,	6 KW @ 700,	HISPANIC	,\$ 20.00	(Caballero)		(KING CITY)	
KLRS-F, 99.1,	1 KW @ 2890,	NEW AGE	,\$ 28.00	(Mc-Guild)	Fuller-Jeffrey		
KMBY-F, 107.1,	1 KW @ 1570,	AOR	,\$ 31.00	(Banner)			
KOCN-F, 104.9,	1 KW @ 550,	AC	MBS,\$ 22.00	(Torbet)			
KRAY-F, 103.9,	3 KW @ 165,	HISPANIC	,\$ 26.00	(Lotus)			
KTOM-F, 100.7,	1 KW @ 2575,	COUNTRY	ABC-E,\$ 30.00	(MMR)	Comm. Pacific		
KWAV-F, 96.9,	18 KW @ 2575,	AC	APR,\$ 43.00	(HNWH)	Buckley		
KXDC-F, 101.7,	1 KW @ 590,	BTFL/EZ	,\$ 15.00	(Christal)	Woods		

American Radio Summer 1988 Supplement, Copyright 1988

SALT LAKE CITY

Arbitron Rank/Pop (12+): 37/1,000,400
 MA Rank/Pop: 45/1,060,000
 Average Person Ratings: 14.8
 Market TSL: 19.5

Stations: 29/29
 Diaries: 1291/775:1/57.4%
 Sample Target: 1240
 % Below Line: 0
 % Not Listed: 6.3

1997 Revenue: \$26,000,000
 HH Inc.: \$30,695
 Retail \$: 5.9 Bil
 Pop per Station: 34,497
 #1 Biller: KSL \$5,200,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume
1. KKAT-F (C)	168/11.4	9.0	9.9	10.8	8.5	10.0	189/2205	1996/20.0	17.6	17.4	107			KKAT-F
2. KISN-F (CHR)	133/ 9.3	10.6	7.8	7.2	8.5	8.7	165/3246	2833/28.3	26.1	21.9	83			KISN-F
3. KCPX-F (CHR)	122/ 8.3	9.3	8.4	7.8	6.6	8.5	151/2524	2244/22.4	22.9	17.3	52			KCPX-F
4. KSOP-F A/F (C)	122/ 8.2	6.1	5.2	6.8	6.2	6.6	143/1823	1497/15.0	12.7	14.1	115			KSOP A/F
5. KRSP-F (AOR)	112/ 7.6	8.9	7.3	6.9	9.6	7.8	132/2157	1945/19.4	19.9	20.6	87			KRSP-F
6. KSL (MOR)	109/ 7.4	7.2	7.9	9.3	7.3	8.0	132/2743	2237/22.4	20.0	22.3	109			KSL
7. KSFI-F (EZ)	103/ 7.0	7.9	9.3	11.0	8.5	8.9	126/2102	1596/16.0	16.7	19.3	80			KSFI-F
8. KMGR A/F (AC)	56/ 3.8	4.5	5.1	3.2	3.8	4.2	57/ 398	879/ 8.8	10.2	8.0	139			KMGR A/F
9. KLZX-F (AOR)	50/ 3.4	2.5	2.2	1.7	1.8	2.5	50/ 843	828/ 8.3	6.6	6.2	156			KLZX-F
10. KLCY-F (AC)	47/ 3.2	3.6	3.7	5.0	4.5	3.9	61/ 972	312/ 8.1	8.9	10.9	131			KLCY-F
11. KJQN-F (AOR)	42/ 2.8	1.4	.4	---	.5	1.2	42/ 633	602/ 6.0	3.1	2.1	36			KJQN-F
12. KALL (A)	35/ 2.4	2.1	3.9	3.3	3.3	2.9	37/ 867	837/ 8.4	7.5	8.8	104			KALL
13. KBER-F (AOR)	32/ 2.2	2.6	3.4	2.1	3.0	2.6	34/ 759	691/ 6.9	7.8	6.6	100			KBER-F
14. KFMV A/F (CHR)	31/ 2.1	1.3	1.6	1.7	2.3	1.7	31/ 703	703/ 7.0	6.0	8.5	100			KFMV A/F
15. KTKK (T)	27/ 1.8	2.8	2.5	1.6	2.7	2.2	29/ 426	420/ 4.2	4.6	6.0	78			KTKK
16. KDAB-F (J)	26/ 1.8	2.1	3.0	2.0	1.7	2.2	26/ 567	546/ 5.5	5.6	5.4	133			KDAB-F
17. KZAN-F (AOR)	25/ 1.7	.9	.8	1.3	2.2	1.2	26/ 535	469/ 4.7	4.7	5.6	100			KZAN-F
18. KRSP (AOR)	25/ 1.7	1.0	.6	1.2	1.2	1.1	26/ 609	594/ 5.9	3.7	4.0	147			KRSP
19.														
20.														
21.														
22.														
23.														
24.														
25.														

12+ FM SHARE (METRO): 78.67% (1088 of 1383) (SUM 87: 75.03%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KCPX-F	1. KKAT-F	1. KKAT-F	1. KKAT-F	1. KSFI-F	1. KSL	1. KKAT-F	1. KKAT-F	1. KCPX-F	1. KSL	1. KSL
2. KISN-F	2. KRSP-F	2. KISN-F	2. KSOP-F	2. KSOP-F	2. KSL	2. KKAT-F	2. KISN-F	2. KCPX-F	2. KKAT-F	2. KKAT-F
3. KJQN-F	3. KISN-F	3. KRSP-F	3. KISN-F	3. KSL	3. KSOP-F	3. KISN-F	3. KSFI-F	3. KISN-F	3. KISN-F	3. KSOP-F
4. KRSP-F	4. KCPX-F	4. KSOP-F	4. KSL	4. KISN-F	4. KKAT-F	4. KRSP-F	4. KSOP-F	4. KSOP-F	4. KSOP-F	4. KISN-F
5. KKAT-F	5.	5. KCPX-F	5. KRSP-F	5. KRSP-F	5.	5. KSOP-F	5. KRSP-F	5. KRSP-F	5. KRSP-F	5. KCPX-F
6.	6.	6. KSL	6. KLZX-F	6. KSFI-F	6.	6. KSFI-F	6. KCPX-F	6. KSFI-F	6. KSL	6. KRSP-F
7.	7.	7.	7.	7.	7.	7.	7.	7. KSL	7. KSFI-F	7. KSFI-F
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 25-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KISN-F	1. KISN-F	1. KISN-F	1. KKAT-F	1. KKAT-F	1. KRSP-F	1. KRSP-F	1. KKAT-F	1. KKAT-F	1. KKAT-F
2. KKAT-F	2. KKAT-F	2. KKAT-F	2. KISN-F	2. KSOP-F	2. KCPX-F	2. KKAT-F	2. KRSP-F	2. KRSP-F	2. KSOP-F
3. KCPX-F	3. KCPX-F	3. KMGR-F	3. KCPX-F	3. KSL	3. KKAT-F	3. KISN-F	3. KISN-F	3. KSOP-F	3. KRSP-F
4. KRSP-F	4. KRSP-F	4. KSOP-F	4. KMGR-F	4. KMGR-F	4. KISN-F	4. KCPX-F	4. KLZX-F	4. KISN-F	4. KSL
5. KSFI-F	5. KMGR-F	5. KCPX-F	5. KSOP-F	5. KISN-F	5. KJQN-F	5. KSOP-F	5. KSOP-F	5. KCPX-F	5. KISN-F
6. KRSP-F	6. KRSP-F	6. KSL	6. KRSP-F	6.	6. KSOP-F	6.	6. KSL	6. KLZX-F	6. KLZX-F
7.	7. KLCY-F	7.	7.	7.	7.	7.	7.	7.	7.
8.	8. KRSP-F	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KLO	1430	Ogden	.9/2.0
KLUB	570	Salt Lake City	.4/1.4
KSOS-F	106.9	Brigham	.9/2.4
KTOU-F	94.9	Provo	.4/1.4
KJTR	860	Salt Lake City	1.0/4.0
KZQQ	1550	W. Valley City	.8/1.3

RADIO STATIONS

AM STATIONS

KALL, 910, 5 KW/1 KW (DA-N)	, AC	MBS, \$ 45.00 (Eastman)	Hatch
KBBX, 1600, 5 KW/1 KW (DA-N)	, RELIGION	, \$ 8.00 (---)	Mid America Gospel
KCPX, 1320, 5 KW (DA-1)	, OLDIES/AC	CBS, \$ 21.00 (Katz)	John Price
KDYL, 1280, 5 KW/500 W (DA-N)	, NOSTALGIA	SMN, \$ 24.00 (CBS)	
KLUB, 570, 5 KW (DA-1)	, NOST/MOR	NBC, \$ 29.00 (Mc-Guild)	
KRSP, 1060, 10 KW/1 KW (DA-N)	, OLDIES	ABC-D, \$ 20.00 (Durpetti)	
KSL, 1160, 50 KW	, MOR	CBS, \$106.00 (MMR)	Bonneville
KTKK, 630, 1 KW/500 W (DA-2)	, TALK	ABC-T, \$ 31.00 (---)	
KUTR, 860, 50 KW (DAYS)	, AC	, \$ 20.00 (Durpetti)	Citadel

FM STATIONS

KCGL, 105.5, 500 W @ 650, RELIGION	, \$ 12.00 (---)	Mid America Gospel	
KCPX, 98.7, 27 KW @ 2930, CHR	, \$ 60.00 (Katz)	John Price	(PROVO)
KFMY, 96.1, 55 KW @ 2620, CHR	, \$ 30.00 (HNWH)	Cook Inlet	
KISN, 97.1, 26 KW @ 3650, CHR	, \$ 59.00 (Mc-Guild)		(OGDEN)
KKAT, 101.9, 26 KW @ 3740, COUNTRY	, \$ 65.00 (Banner)	Brown	
KLCY, 94.1, 24 KW @ 3030, AC	US 1, ABC-C, \$ 56.00 (Eastman)	Hatch	
KLZX, 93.3, 26 KW @ 3734, CLASSIC ROCK	, \$ 40.00 (Banner)	Citadel	
KMGR, 107.5, 46 KW @ 2796, SOFT AC	, \$ 44.00 (Torbet)	Bingham	(OREM)
KRSP, 103.5, 28 KW @ 3630, AOR	ABC-R, \$ 58.00 (Durpetti)		
KSFI, 100.3, 26 KW @ 3740, BTFL/EZ	, \$ 80.00 (CBS)		
KSOP, 104.3, 25 KW @ 3650, COUNTRY	, \$ 52.00 (MMR)		
KZAN, 97.9, 26 KW @ 3770, AOR	, \$ 27.00 (Christal)		(OGDEN)
KDAB, 101.1, 25 KW @ 3740, JAZZ/NEW AGE	US 2, \$ 32.00 (HNWH)	Albimar	(OGDEN)
KBER, 106.5, ___ KW @ ??, AOR	Source, \$ 23.00 (Torbet)		(SPANISH FORK)

SAN ANTONIO

Arbitron Rank/Pop (12+): 35/1,018,000

MSA Rank/Pop: 38/1,280,000

ADI # 42

Average Person Ratings: 17.8

Market TSL: 23.75 hours

Stations: 29/29

Diaries: 1197/850:1/47.5%

Sample Target: 1200

% Below Line: 0

% Not Listed: 6.3

1987 Revenue: \$37,000,000

HH Inc.: \$31,204

Retail \$: 7.6 Bil

Pop per Station: 35,103

#1 Biller: WOAI \$4,500,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% Conversion	Birch Share	Birch AQH	Birch Cume	
1. KITY-F (CHR)	167/9.2	9.1	8.0	7.7	6.5	8.5	196/2275	2020/19.8	19.3	17.6	53				KITY-F
2. KTFM-F (U/CHR)	123/6.8	8.0	8.2	8.0	8.8	7.8	131/2107	1915/18.8	22.3	23.6	91				KTFM-F
3. WOAI (N/T)	115/6.4	4.6	5.6	6.2	4.5	5.7	170/2259	1509/14.8	13.1	10.7	88				WOAI
4. KCOR (SP)	109/6.0	8.4	4.9	9.7	5.6	7.3	109/793	782/7.7	9.4	8.2	88				KCOR
5. KCYY-F (C)	105/5.8	7.7	6.6	4.4	2.8	6.1	146/1644	1337/13.1	15.2	8.1	138				KCYY-F
6. KISS-F (AOR)	101/5.6	6.9	7.6	8.4	8.6	7.1	125/1756	1456/14.3	15.8	16.3	80				KISS-F
7. KSMG-F (AC)	92/5.1	3.6	2.8	3.1	3.4	3.7	112/1559	1338/13.1	10.3	10.8	137				KSMG-F
8. KQXT-F (EZ)	86/4.8	8.6	8.3	7.7	6.3	7.4	115/1450	1174/11.5	15.7	15.1	77				KQXT-F
9. KAJA-F (C)	84/4.6	4.4	5.5	5.2	6.8	4.9	114/1356	1073/10.5	13.6	15.7	120				KAJA-F
10. KKYX (C)	78/4.3	2.9	2.6	3.8	2.9	3.4	168/1914	909/8.9	8.2	7.4	81				KKYX
11. KONO (O)	75/4.1	4.2	5.2	2.5	4.1	4.0	91/1295	1096/10.8	10.2	10.7	161				KONO
12. KSAQ A/F (CHR)	70/3.9	2.9	3.3	3.4	4.2	3.4	89/1532	1311/12.9	12.4	10.7	49				KSAQ A/F
13. KMMX-F (AC)	68/3.8	4.9	5.4	4.6	4.1	4.7	71/1105	1002/9.8	12.8	9.8	145				KMMX-F
14. KZEP-F (AOR)	59/3.3	3.8	4.1	3.0	3.9	3.6	61/982	941/9.2	9.1	8.3	136				KZEP-F
15. KZVE-F (SP)	57/3.2	4.4	3.3	2.9	5.9	3.5	85/1166	884/8.7	10.7	11.5	100				KZVE-F
16. KEDA (SP)	49/2.7	2.3	3.3	2.5	2.9	2.7	49/635	623/6.1	5.7	6.2	111				KEDA
17. KTSA (MOR)	37/2.0	1.4	3.2	2.8	2.8	2.4	61/1098	664/6.5	8.1	9.6	105				KTSA
18.															
19.															
20.															
21.															
22.															
23.															
24.															
25.															

12+ FM SHARE (METRO): 60.94% (1033 of 1695) (SUM 87: 59.17%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KITY-F>>1. KITY-F	1. KITY-F	1. KITY-F<	1. KCYY-F<	1. KCYY-F	1. WOAI	1. WOAI	1. KITY-F	1. KITY-F	1. KITY-F>	1. KTSA
2. KTFM-F	2. KISS-F	2. KTFM-F<	2. KSMG-F	2. KSMG-F	2. KCOR	2. KCOR	2. WOAI <	2. KTFM-F	2. KISS-F	2. KITY-F
3. KSAQ-F+	3. KTFM-F	3. KCYY-F	3. KTFM-F	3. KONO	3. KQXT-F	3. KITY-F	3. KSMG-F	3. WOAI	3. KTFM-F	3. WOAI
4. KISS-F	4. KCYY-F	4. KISS-F	4. KONO	4. KTFM-F	4. KKYX	4. KKYX	4. KTFM-F	4. KCYY-F	4. KQXT-F	4. KSMG-F
5.	KMMX-F	5. KSMG-F	5. KMMX-F	5. WOAI <	5. KCYY-F	5. KTFM-F<	5. KCYY-F	5. KISS-F	5.	5.
6.	6. KSAQ-F+	6. KAJA-F	6. KAJA-F	6. KAJA-F	6. KONO	6. KCYY-F	6. KCOR <	6. KCOR <	6. KSAQ-F+	6.
7.	KSMG-F	KMMX-F<	7. KISS-F	KMMX-F	7. KAJA-F	7. KAJA-F<	7. KAJA-F	7. KQXT-F	7.	7.
8.	8. KAJA-F	8. KONO	KITY-F	8.	8. KZVE-F<	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KITY-F>>1. KITY-F>	1. KITY-F	1. KITY-F	1. KITY-F	1. KCYY-F	1. KISS-F>>1. KISS-F>	1. KISS-F>	1. KISS-F<	1. KISS-F>	1. KONO
2. KTFM-F	2. KTFM-F	2. KTFM-F	2. KTFM-F<	2. KSMG-F	2. KSAQ-F+	2. KZEP-F	2. KMMX-F	2. KZEP-F	2. KZEP-F
3. KCYY-F	3. KAJA-F	3. KSMG-F	3. KCYY-F	3. KCOR-F	3. KITY-F>	3. KSAQ-F+<	3. KONO	3. KISS-F	3. KISS-F
4. KAJA-F>	KCYY-F	4. KMMX-F	4. KSMG-F<	4. KTFM-F	4. KTFM-F	4. KITY-F	4. KCYY-F	4. KTFM-F	4. KCYY-F
5. KSAQ-F+	5. KSMG-F	5. KAJA-F	5. KAJA-F	5. KAJA-F<	5. KZEP-F	5. KMMX-F	5. KSMG-F	5. KCYY-F	5. KMMX-F
6. KCHL	6. KMMX-F	6. KCYY-F	6. KCOR-F	6. KITY-F	6.	KTFM-F	6. KTFM-F	6. KMMX-F	6. WOAI
7.	7.	7. KCOR	7. KMMX-F	7. KONO	7.	7. KCYY-F	7. KONO	7. KSMG-F	7. KSMG-F
8.	8.	8. KISS-F	8.	8.	8.	8. KSMG-F	8.	8. KSAQ-F+	8. KTFM-F
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCHL	1480	San Antonio	1.2/2.2
KDRY	1100	Alamo Heights	.8/1.8
KFAN-F	101.1	Fredericksburg	1.8/4.3
KFHM	1160	San Antonio	1.7/2.1
KGNB	1420	New Braunfels	.6/1.6
KRIA	930	Terrill Hills	.7/2.1
KSAH	720	Universal City	1.1/2.4
KSCR	630	San Antonio	1.8/3.9
KWED	1580	Sequin	.8/1.8
KXET	1250	San Antonio	.6/2.5
KXTN	1310	San Antonio	1.2/3.5

RADIO STATIONS

AM STATIONS

KCOR, 1350,	5 KW (DA-N)	, HISPANIC	,\$ 63.00	(Katz Hisp.)	Tichenor
KDRY, 1100,	5 KW/1 KW (DA-N)	, RELIGION	,\$ 11.00	(---)	
KEDA, 1540,	5 KW/1 KW (DA-N)	, HISPANIC	,\$ 37.00	(Caballero)	
KFHM, 1160,	10 KW/1 KW (DA-2)	, HISPANIC	,\$ 19.00	(Roslin)	
KKYX, 680,	50 KW/10 KW (DA-N)	, COUNTRY	ABC-I, \$ 47.00	(Katz)	New City
KCHL, 1480,	2.5 KW (DAYS,DA)	, OLDIES	SMN, \$ 21.00	(Group W)	
KONO, 860,	5 KW/1 KW	, OLDIES	NBC, \$ 40.00	(Christal)	Genesis
KRIA, 930,	5 KW/1 KW (DA-N)	, HISPANIC	,\$ 28.00	(Lotus)	
KSAH, 720,	10 KW/1 KW (DA-2)	, HISPANIC	,\$ 20.00	(Caballero)	
KSLR, 630,	5 KW (DA-2)	, RELIGION	,\$ 18.00	(---)	
KTSA, 550,	5 KW (DA-N)	, MOR	,\$ 42.00	(Banner)	
KXET, 1250,	1 KW (DA-N)	, HISPANIC	,\$ 30.00	(Lotus)	Lotus
WOAI, 1200,	50 KW	, NEWS/TALK	CBS, \$ 84.00	(HNWH)	Clear Channel

FM STATIONS

KAJA, 97.3,	100 KW @ 472,	COUNTRY	,\$ 75.00	(HNWH)	Clear Channel
KZVE, 107.5,	100 KW @ 1535,	HISPANIC	,\$ 51.00	(Republic)	TK
KCYY, 100.3,	100 KW @ 580,	COUNTRY	,\$ 66.00	(Katz)	New City
KISS, 99.5,	100 KW @ 576,	AOR	ABC-R, \$ 69.00	(MMR)	Adams
KITY, 92.9,	100 KW @ 1020,	CHR	,\$ 59.00	(Christal)	Genesis
KMMX, 106.7,	100 KW @ 1030,	AC	,\$ 58.00	(Group W)	
KQXT, 101.9,	100 KW @ 700,	BTFL/EZ	,\$ 58.00	(Group W)	Westinghouse
KSAQ, 96.1,	100 KW @ 480,	CHR	US 1,CBS-R, \$ 43.00	(Eastman)	Inner City
KTFM, 102.7,	100 KW @ 670,	URBAN/CHR	,\$ 81.00	(Banner)	
KSMG, 105.3,	100 KW @ 1240,	OLDIES	,\$ 60.00	(Mc-Guild)	Rusk
KZEP, 104.5,	100 KW @ 750,	CLASSIC AOR	MBS, \$ 44.00	(Torbet)	Lotus

***** F O R M A T C O D E S *****

* CHR - Contemporary Hit Radio, Top 40, Contemporary	T - Talk
* AC - Adult Contemporary	N - News
* O - Oldies (1955 to near 1988)	SP - Hispanic/Spanish
* B - Black (audience predominantly Black - over 75%)	BB - Big Band, Nostalgia
* U - Urban (majority of audience is non-white although a large segment is white)	M - Middle of Road (MOR), Full Service, Variety
* EZ - EZ Listening, Beautiful Music	J/NA - Jazz and New Age
* AOR - Album Oriented Rock, also includes Classic Rock	R - Religion, Christian, Christian Music
* CL - Classical	G - Gospel
* C - Country	E - Ethnic
	? - Others or Unknown

SAH DIEGO

Arbitron Rank/Pop (12+): 19/1,901,900

Stations: 32/27
Diaries: 1964/968:1/46.1%
Sample Target: 1610
% Below Line: 4.2
% Not Listed: 8.2

1987 Revenue: \$66,900,000
HH Inc.: \$39,167
Retail \$: 16.0 Bill
Pop per Station: 70,441
#1 Biller: KFMB \$10,000,000

MSA Rank/Pop: 15/2,260,000
ADI # 25
Average Person Ratings: 17.2
Market TSL: 22.75 hours

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% Conversion	Birch Share	Birch AQH	Birch Cume
1. KKLQ A/F (CHR)	289/8.9	7.4	7.2	7.3	4.3	7.7		3952/20.8	18.3	14.6	70			KKLQ A/F
2. KGB-F (AOR)	240/7.4	9.0	6.3	7.0	7.5	7.4		3139/16.5	15.8	16.3	85			KGB-F
3. KFMB (MOR)	231/7.1	7.0	5.3	4.8	6.0	6.1		3264/17.2	15.5	14.7	87			KFMB
4. KJQY-F (EZ)	224/6.9	6.8	7.9	8.5	8.2	7.5		2388/12.6	13.7	15.5	60			KJQY-F
5. KSDO (N/T)	223/6.8	7.3	8.1	6.1	5.7	7.1		2658/14.0	14.9	12.1	71			KSDO
6. KFMB-F (AC)	204/5.3	6.1	7.8	7.3	7.0	6.9		3966/20.9	19.2	21.1	116			KFMB-F
7. KSON-F (C)	189/5.8	3.7	4.8	5.8	5.9	5.0		2265/11.9	10.1	12.2	147			KSON-F
9. KYXY-F (AC)	175/5.4	3.1	3.4	3.6	3.3	3.9		2222/11.7	9.2	8.8	126			KYXY-F
9. XTRA-F (AOR)	169/5.2	5.2	5.4	4.9	5.5	5.2		2941/15.5	15.0	15.5	63			XTRA-F
10. KIFM-F (J/NA)	152/4.7	3.4	4.7	2.9	3.9	3.9		2039/10.7	8.1	10.3	151			KIFM-F
11. KCBQ A/F (O)	133/4.1	3.5	2.8	3.0	2.4	3.4		2225/11.7	4.4	3.2	122			KCBQ A/F
12. KPOP (88)	92/2.8	4.9	3.1	3.4	3.7	3.6		1295/ 6.8	8.5	6.8	36			KPOP
13. KFSD-F (CL)	88/2.7	1.9	2.8	3.2	2.8	2.7		1351/ 7.1	5.1	7.3	104			KFSD-F
14. KKYF-F (AC)	85/2.6	1.6	2.2	2.2	2.4	2.2		1621/ 8.5	6.2	7.7	155			KKYF-F
15. KGMG-F (O)	74/2.3	1.6	1.5	2.0	2.1	1.9		1110/ 5.8	5.9	5.4	174			KGMG-F
16. XHRM-F (B/U)	73/2.2	3.2	2.8	4.1	3.0	3.1		1368/ 7.2	7.2	9.8	64			XHRM-F
17. KNX (N)	55/1.7	1.6	1.6	1.9	1.3	1.7		1150/ 6.0	5.4	5.0	59			KNX
19. KSWV-F (J/NA)	49/1.5	2.0	2.1	1.5	3.8	1.8		1191/ 6.3	5.5	13.0	147			KSWV-F
19. XHTZ-F (AOR)	36/1.1	1.8	1.4	1.0	1.3	1.3		1232/ 6.5	5.4	4.4	100			XHTZ-F
20. XTRA (O)	34/1.0	1.4	1.0	2.1	1.5	1.4		996/ 5.2	5.9	6.4	160			XTRA

NOTE: San Diego's Metro and TSA are the same.

12+ FM SHARE (METRO): 73.54% (2201 of 2993) (SUM 87: 76.62%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KKLQ-AF>>1. KGB-F	1. KGB-F	1. KSON-F	1. KSON-F	1. KSON-F	1. KJQY-F	1. KSDO	1. KJQY-F	1. KKLQ-F	1. KFMB	> 1. KSDO >>
2. XTRA-F>	2. KKLQ-AF	2. KKLQ-AF	2. KFMB-F	2. KFMB-F	2. KFMB-F	2. KGB	< 2. KGB	< 2. KGB	2. KKLQ-F	< 2. KYXY-F
3. KFMB-F	3. KFMB-F	3. KFMB-F	3. KIFM-F	3. KIFM-F	3. KFMB	> 3. KFMB	3. KKLQ	3. KFMB	< 3. XTRA-F	3. KJQY-F
4. XHRM-F	4. XTRA-F	4. KSON-F	4. KGB-F	4. KYXY-F	4. KSON-F	4. KFMB-F	4. KSDO	4. KJQY-F	4. KSON-F	4. KFMB-F
5. KGB-F	5. KSON-F	5. KIFM-F	5. KYXY-F	5. KGB-F	5. KYXY-F	5. KKLQ-F	5. KYXY-F	5. KSON-F	5. KGB-F	5. KPOP <
6.	6. KIFM-F	6. KYXY-F	6. KKLQ-AF	6. KFMB	6. KPOP	6. KYXY-F	6. KFMB-F	6. KFMB-F	6. KIFM-F	6. KNX <
7.	7. KYXY-F	7. XTRA-F	7. KFMB	7. KKLQ-AF	7. KFSD-F	7. KJQY-F	7. KSON-F	7. KYXY-F	7. XTRA-F	7. KKLQ-F <
8.	8. KCBQ-AF	8. KFMB	8. KCBQ-AF	8. KCBQ-AF	8. KIFM-F	8. KSON-F	8. XTRA-F	8. XTRA-F	8. KJQY-F	8. KGB-F
9.	9. KKYF-F	9. KCBQ-AF	9. KSDO	9. KSDO	9. KCBQ-AF	9. XTRA-F	9. KIFM-F	9. KSDO	9. XHRM-F	9. KABC <
10.	10. KFMB	10. KKYF-F	10. KGMG-F	10. KJQY-F	10. KFMB-F	10. KCBQ-F	10. KCBQ-F	10. KIFM-F	10. KSDO	10. KFMB

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KKLQ-F>>1. KKLQ-AF	1. KSON-F	1. KKLQ-AF	1. KIFM-F	1. KIFM-F	1. KGB-F>>	1. KGB-F>>	1. KGB-F>>	1. KGB-F>	1. KGB-F
2. KGB-F>	2. KFMB-F	2. KFMB-F	2. KFMB-F	2. KFMB-F	2. XTRA-F	2. KKLQ-AF	2. KSON-F	2. KKLQ-AF	2. KSON-F
3. KFMB-F	3. KSON-F	3. KIFM-F	3. KSON-F	3. KSON-F	3. KKLQ-F>	3. XTRA-F	3. KFMB-F	3. XTRA-F	3. KKLQ-AF
4. XTRA-F>	4. KGB-F	4. KYXY-F	4. KIFM-F	4. KYXY-F	4. KFMB	4. KFMB-F	4. KKLQ-F+	4. KFMB	4. KFMB
5. KKYF-F	5. KIFM-F	5. KKLQ-F	5. KYXY-F	5. KJQY-F	5. KIFM-F	5. KFMB	5. XTRA-F	5. XTRA-F	5. KSDO <
6.	6. KYXY-F	6. KKYF-F	6. KKYF-F	6. KFMB	6. KFMB-F	6. KIFM-F	6. KGMG-F	6. KFMB-F	6. KFMB-F
7. XHRM-F	7. XTRA-F	7. KCBQ-F+	7. KGB-F	7. KKLQ-AF	7. KYXY-F	7. KYXY-F	7. KCBQ-F+	7. KIFM-F	7. KIFM-F
8. KYXY-F	8. KKYF-F	8. KGB-F	9. KFMB	8. KKYF-F	8. KCBQ-F+	8. KCBQ-AF	8. KYXY-F	8. KYXY-F	8. KCBQ-AF
9.	9. KCBQ-AF	9. XTRA-F	9. KCBQ-AF	9. KCBQ-AF	9.	9. KSON-F	9.	9. KCBQ-AF	9. KYXY-F
10.	10. XHRM-F	10.	10. XTRA-F	10. KGMG-F	10.	10. KGMG-F	10.	10. KSDO	10. XTRA-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KKOS-F	95.9	Carlsbad	.6/2.1
KOWA	1450	Escondido	.4/ .9
KOWF-F	92.1	Escondido	.5/1.7
KSON	1240	San Diego	.9/2.8
KVSD	1000	Vista	.6/2.6
XHKY-F	95.7	Tijuana	.4/ .8
KABC	790	Los Angeles	.5/1.4
KFI	640	Los Angeles	.4/1.8
KPWR-F	105.9	Los Angeles	.5/1.7
XEMO	860	Tijuana	.8/1.2

RADIO STATIONS

AM STATIONS

KCBQ, 1170,	50 KW/1.5 KW (DA-2),	OLDIES	CBS-R, \$ NA	(Republic)	Eric/Chandler
KFMB, 760,	5 KW (DA-N)	, MOR	CBS, \$190.00	(Mc-Guild)	Midwest TV
KKLQ, 600,	5 KW (DA-1)	, CHR	APR, MBS, \$ NA	(Eastman)	Edens
KMJC, 910,	5 KW (DA-2)	, RELIGION	, \$ 23.00	(---)	
KPOP, 1360,	5 KW/1 KW	, NOSTALGIA	NBC, \$ 42.00	(Katz)	Brown
KSDO, 1130,	10 KW (DA-2)	, NEWS/TALK	ABC-I, \$126.00	(Durpetti)	Gannett
KSON, 1240,	1 KW	, COUNTRY	MBS, \$ NA	(Banner)	Jeff-Pilot
KVSD, 1000,	2.5 KW/500 W (DA-2)	, TALK	ABC-D, \$ 27.00	(---)	
XTRA, 690,	50 KW (DA-2)	, OLDIES	, \$ 44.00	(MMR)	Noble

FM STATIONS

KCBQ, 105.3,	29 KW @ 620,	OLDIES	CBS-R, \$ 73.00	(Republic)	Eric/Chandler
KFMB, 100.7,	30 KW @ 620,	CONTEMP	, \$140.00	(Mc-Guild)	Midwest TV
KFSD, 94.1,	100 KW @ 641,	CLASSICAL	, \$ 65.00	(HNWH)	Lotus
KGB, 101.5,	50 KW @ 577,	AOR	, \$157.00	(Katz)	Brown
KGMG, 102.1,	2 KW @ 346,	OLDIES	MBS, \$ 40.00	(Banner)	(OCEANSIDE)
KIFM, 98.1,	28 KW @ 640,	JAZZ	, \$ 75.00	(CBS)	
KJQY, 103.7,	36 KW @ 650,	BTFL/EZ	, \$ 90.00	(Group W)	Westinghouse
KKLQ, 106.5,	50 KW @ 442,	CHR	, \$ 80.00	(Eastman)	Edens
KKOS, 95.9,	3 KW @ 305,	AC	, \$ 40.00	(---)	
KKYY, 94.9,	22 KW @ 701,	AC	, \$ 61.00	(Christal)	Sandusky
KSON, 97.3,	50 KW @ 465,	COUNTRY	, \$ 98.00	(Banner)	Jeff-Pilot
KSWV, 102.9,	2 KW @ 1840,	JAZZ/NEW AGE	SMN, \$ 57.00	(Durpetti)	Gannett
KYXY, 96.5,	41 KW @ 540,	AC	, \$ 70.00	(HNWH)	
XTRA, 91.1,	100 KW @ 1000,	AOR	, \$ 97.00	(MMR)	Noble
XHRM, 92.5,	50 KW @ 600,	URBAN	, \$ 48.00	(K & P)	(TIJUANA)
XHIT, 90.3,	100 KW @ 1000,	AOR (?)	, \$ 36.00	(Torbet)	(TIJUANA)

SAN FRANCISCO

Arbitron Rank/Pop (12+): 4/4,879,800
 MSA Rank/Pop: San Francisco - 29/1,608,700
 ADI # 5 Oakland - 21/1,960,900
 Average Person Ratings: 16.4
 Market TSL: 21.75 hours

Stations: 52/50
 Diaries: 3438/1419:1/43.0%
 Sample Target: 2650
 % Below Line: 1.4
 % Not Listed: 9.9

1987 Revenue: \$148,400,000
 HH Inc.: \$41,900
 Retail \$: 35.6 Bill
 Pop per Station: 97,596
 #1 Biller: KGO \$20,000,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume
1. KGO (T)	570/7.1	8.4	6.8	8.0	8.7	7.6	710/9968	7978/16.3	17.3	17.3	48			KGO
2. KMEL-F (CHR)	464/5.8	5.7	5.1	4.9	4.9	5.6	491/7754	7184/14.7	14.6	13.5	52			KMEL-F
3. KABL A/F (EZ)	448/5.6	6.2	5.9	4.8	4.0	5.6	485/5656	5350/11.0	10.7	9.6	54			KABL A/F
4. KCBS (N/T)	378/4.7	5.4	4.7	5.4	5.6	5.1	473/8441	6912/14.2	15.4	15.6	43			KCBS
5. KNBR (MOR)	342/4.3	3.6	2.1	3.1	5.2	3.3	473/8795	6406/13.1	11.4	14.5	149			KNBR
6. KIOI-F (AC)	318/4.0	3.6	3.5	2.7	2.5	3.5	330/6343	5921/12.1	11.4	9.6	125			KIOI-F
7. KFRC (BB)	269/3.4	2.8	4.3	3.3	3.6	3.5	302/4741	4195/ 8.6	8.4	9.3	76			KFRC
8. KOIT A/F (AC)	268/3.4	4.5	3.2	3.8	3.5	3.7	275/4898	4640/ 9.5	11.6	9.5	115			KOIT A/F
9. KSOL-F (B/U)	265/3.3	3.7	4.4	4.7	4.1	4.0	271/4696	4633/ 9.5	10.1	10.8	145			KSOL-F
10. KSFO (O)	251/3.1	2.4	1.7	1.4	2.2	2.2	275/5582	4951/10.1	8.8	8.6	161			KSFO
11. KYUU-F (CHR)	219/2.7	2.7	2.3	2.8	2.4	2.6	228/4906	4307/ 9.9	9.2	9.5	89			KYUU-F
12. KRQR-F (AOR)	207/2.6	2.9	2.5	1.7	2.2	2.4	217/3961	3692/ 7.6	8.1	6.4	115			KRQR-F
13. KBLX A/F (U/AC)	198/2.5	1.9	2.4	2.9	2.1	2.4	203/3537	3420/ 7.0	6.4	6.9	136			KBLX A/F
14. KITS-F (CHR)	193/2.4	2.8	3.3	3.0	3.2	2.9	194/3023	2999/ 6.1	6.4	7.9	54			KITS-F
15. KSAN-F (C)	185/2.3	2.9	3.2	3.4	3.2	3.0	193/3391	3207/ 6.6	7.8	8.2	117			KSAN-F
16. KKSF-F (J/NA)	175/2.2	2.4	2.4	2.7	1.6	2.4	181/2780	2634/ 5.4	5.7	6.4	195			KKSF-F
17. KFOG-F (AOR)	165/2.1	1.7	2.2	2.1	1.7	2.0	167/3271	3185/ 6.5	5.8	6.4	171			KFOG-F
18. KDFC A/F (CL)	159/1.9	2.4	2.4	1.9	2.0	2.2	172/3535	3261/ 6.7	6.4	6.9	137			KDFC A/F
19. KKHI A/F (CL)	139/1.7	1.8	1.2	1.3	1.6	1.5	142/2826	2698/ 5.5	5.4	5.2	106			KKHI A/F
20. KBAY-F (EZ)	137/1.7	2.0	2.8	1.8	2.0	2.1	170/2515	2036/ 4.2	4.6	4.7	71			KBAY-F
21. KOME-F (AOR)	132/1.7	1.4	1.5	1.1	1.5	1.4	143/2819	2559/ 5.2	4.7	4.6	94			KOME-F
22. KSJO-F (AOR)	129/1.6	1.2	1.3	.8	1.0	1.2	141/2476	2243/ 4.6	4.1	3.4	56			KSJO-F
23. KNEW (C)	125/1.6	1.4	1.5	1.4	1.9	1.5	128/2095	2008/ 4.1	3.8	5.1	75			KNEW
24. KHQT-F (CHR)	111/1.4	1.5	.6	.9	.8	1.1	112/1636	1598/ 3.3	3.8	2.1	93			KHQT-F
25. KDIA (B)	108/1.3	.9	1.3	1.3	1.1	1.2	108/1616	1609/ 3.3	2.7	2.5	131			KDIA
26. KYA-F (O)	101/1.3	1.1	1.4	1.4	1.5	1.3	110/2526	2353/ 4.8	5.6	5.8	127			KYA-F
27. KIQI (SP)	98/1.2	1.0	1.1	1.1	.8	1.1	102/1276	1154/ 2.4	2.0	1.3	83			KIQI

12+ FM SHARE (METRO): 61.56% (4441 of 7214) (SUM 87: 59.10%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KMEL-F>>1.	KMEL-F	1. KMEL-F<	1. KIOI-F	1. KGO	1. KGO	1. KGO	1. KGO	< 1. KGO	< 1. KMEL-F	1. KGO >>
2. KSOL-F	2. KIOI-F	2. KIOI-F	2. KGO	2. KIOI-F	2. KABL-F+	2. KCBS	2. KABL-F+	2. KMEL-F	2. KNBR	2. KNBR >
3. KHQT-F>	3. KSOL-F	3. KGO	3. KOIT-F+	3. KNBR	3. KCBS	3. KABL-F+	3. KABL-F+	3. KMEL-F	3. KABL-F+	3. KGO
4. KITS-F	4. KRQR-F	4. KOIT-F+	4. KNBR	4. KOIT-F+	4. KFRC	4. KMEL-F	4. KIOI-F	4. KIOI-F<	4. KSFO	4. KBLX-F
5. KYUU-F	5. KITS-F	5. KSOL-F<	5. KABL-F+	5. KABL-F+	5. KNBR	5. KNBR	5. KCBS	5. KCBS	5. KSOL-F	5. KMEL-F
6.	6. KYUU-F<	6. KNBR <	KMEL-F	6. KBLX-F+	6. KSFO	6. KIOI-F	6. KOIT-F+	6. KNBR <	6. KABL-F+	6. KSOL-F
7.	7. KFOG-F<	7. KRQR-F	7. KSFO	7. KMEL-F	7. KOIT-F+	7. KOIT-F+	7. KFRC	7. KOIT-F+	7. KBLX-F+	7.
8.	8. KBLX-F+<	8. KBLX-F+	8. KKSF-F	KSFO	8. KDFC-F+	8. KYUU-F	8. KSOL-F	8. KSOL-F	8. KITS-F	8.
9.	9. KOME-F	9. KYUU-F	9. KRQR-F	9. KKSF-F	9. KKHI-F+	9. KITS-F<	9.	9. KYUU-F<	9. KIOI-F	9.
10.	10. KSJO-F	10. KKSF-F	10.	10. KCBS	10. KBAY-F	10. KFRC	10.	10. KFRC	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KMEL-F>	1. KIOI-F<	1. KIOI-F>	1. KIOI-F	1. KABL-F+<	1. KMEL-F	1. KMEL-F	1. KRQR-F	1. KMEL-F	1. KGO
2. KIOI-F>	2. KMEL-F>	2. KSOL-F	2. KMEL-F	2. KIOI-F	2. KITS-F	2. KRQR-F	2. KMEL-F	2. KGO <	2. KNBR
3. KITS-F	3. KSOL-F	3. KMEL-F<	3. KOIT-F+	3. KOIT-F+	3. KOME-F	3. KITS-F	3. KIOI-F	3. KRQR-F	3. KIOI-F
4. KSOL-F	4. KYUU-F<	4. KYUU-F	4. KABL-F+	4. KGO	4. KSJO-F	KOME-F	4. KNBR <	4. KIOI-F<	4. KKSF-F
5. KYUU-F	5. KBLX-F+	5. KOIT-F+	5. KBLX-F+	5. KBLX-F+	5. KRQR-F	5. KSOL-F	5. KFOG-F<	5. KNBR	KRQR-F
6. KRQR-F	6. KOIT-F+	6. KKSF-F	KSOL-F	6. KNBR	6. KSOL-F	6. KSJO-F	6. KSOL-F	6. KITS-F	6. KMEL-F
7. KHQT-F	7. KFOG-F	7. KNBR	KYUU-F	7. KYUU-F	7. KIOI-F	7. KIOI-F	7. KYA-F	7. KKSF-F<	7. KSFO
8. KSAN-F	8. KITS-F	8. KSAN-F	8. KGO	8. KSFO	8. KYUU-F<	8. KFOG-F	8. KGO	8. KOME-F<	8. KOIT-F
9. KWSS-F	9. KKSF-F	9. KSFO	9. KNBR	KSOL-F	9. KFOG-F	9. KKSF-F	9. KOME-F	9. KSOL-F	KCBS
10.	10.	10.	10.	10. KMEL-F	10. KKSF-F	KNBR	10. KKSF-F	10. KSJO-F	10. KFOG-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KARA-F	105.7	Santa Clara	1.1/3.3
KATD-F	95.3	Los Gatos	.6/2.9
KBRG-F	104.9	Fremont	1.1/2.2
KEEN	1370	San Jose	.7/1.6
KEZR-F	106.5	San Jose	.9/2.8
KFAX	1100	San Francisco	.7/2.1
KJAZ-F	92.7	Alameda	1.0/3.4
KKIQ-F	101.7	Livermore	.3/ .7
KLIV	1590	San Jose	.5/1.7
KLOK	1170	San Jose	.5/2.2
KMGG-F	97.7	Monte Rio	.5/ .8
KOFY	1050	San Mateo	1.1/3.5
KOFY-F	98.9	San Francisco	.8/2.6
KREO-F	92.9	Hearlidsburg	.3/ .9
KWSS-F	94.5	Gilroy	.7/3.6
KZST-F	100.1	Santa Rosa	.4/1.3
KRAK	1140	Sacramento	.6/1.1
KSFM-F	102.5	Woodland	.6/1.4

RADIO STATIONS

AM STATIONS

KABL, 960, 5 KW (DA-1)	, BTFL/EZ	, \$ NA	(Christal)	Shamrock
KCBS, 740, 50 KW (DA-2)	, NEWS	CBS, \$260.00	(CBS)	CBS
KDIA, 1310, 5 KW (DA-1)	, BLACK	, \$ 60.00	(---)	Ragan Henry
KEST, 1450, 1 KW	, GOSPEL/ETHNIC	, \$ 36.00	(---)	Universal
KFAX, 1100, 50 KW (DA-1)	, RELIGION	, \$ 25.00	(---)	Salem
KFRC, 610, 5 KW	, NOSTALGIA	MBS, US 1, \$ 40.00	(Republic)	RKO
KGO, 810, 50 KW (DA-1)	, TALK	ABC-I, \$345.00	(Banner)	Cap Cities/ABC
KIQI, 1010, 10 KW/500 W (DA-1)	, HISPANIC	, \$ 60.00	(Caballero)	
KNBR, 680, 50 KW	, MOR/AC	NBC, \$205.00	(Mc-Guild)	NBC
KNEW, 910, 5 KW (DA-N)	, COUNTRY	, \$ 80.00	(Katz)	Malrite
KOFY, 1050, 1 KW/500 W (DA-N)	, OLDIES	, \$ 50.00	(Roslin)	
KSFO, 560, 5 KW (DA-N)	, OLDIES	US 2, \$100.00	(MMR)	King

FM STATIONS

KABL, 98.1, 100 KW @ 940,	BTFL/EZ	, \$165.00	(Christal)	Shamrock
KBLX, 102.9, 7 KW @ 1285,	URBAN/AC/JAZZ	, \$158.00	(HNWH)	Inner City
KDFC, 102.1, 33 KW @ 1050,	CLASSICAL	, \$ 70.00	(CMBS)	
KFOG, 104.5, 8 KW @ 1454,	AOR	Source, \$121.00	(Eastman)	Susquehanna
KIOI, 101.3, 125 KW @ 1220,	AC	, \$126.00	(Durpetti)	Fairmont
KITS, 105.3, 15 KW @ 1200,	CHR	ABC-F, \$104.00	(Republic)	Entercom
KJAZ, 92.7, 2 KW @ 550,	JAZZ	, \$ 80.00	(Roslin)	
KKHI, 95.7, 9 KW @ 1473,	CLASSICAL	, \$ 83.00	(HNWH)	Buckley
KKSF, 103.7, 8 KW @ 1470,	JAZZ/NEW AGE	, \$100.00	(Banner)	Brown
KMEL, 106.1, 69 KW @ 1240,	CHR/URBAN	, \$160.00	(Christal)	Century
KOFY, 98.9, 6 KW @ 1350,	CHR	, \$ 87.00	(Roslin)	
KOIT, 96.5, 33 KW @ 1410,	SOFT AC	, \$134.00	(Torbet)	Bonneville
KRQR, 97.3, 82 KW @ 1100,	AOR	CBS-R, \$115.00	(CBS)	CBS
KSAN, 94.9, 35 KW @ 1290,	COUNTRY	, \$173.00	(Katz)	Malrite
KSOL, 107.7, 9 KW @ 1590,	BLACK	APR, \$148.00	(MMR)	United
KYR, 93.3, 31 KW @ 593,	OLDIES	US 2, \$ 90.00	(MMR)	King
KYUU, 99.7, 45 KW @ 1240,	CHR	, \$175.00	(Mc-Guild)	Emmis

SAN JOSE

Arbitron Rank/Pop (12+): 29/1,187,900
 MSA Rank/Pop: 30/1,420,000
 San Francisco ADI
 Average Person Ratings: 15.8
 Market TSL: 20.75 hours

Stations: 48/16
 Diaries: 1354/877:1/41.2%
 Sample Target: 1400
 % Below Line: 56.4
 % Not Listed: 5.4

1987 Revenue: \$27,300,000
 HH Inc.: \$46,360
 Retail \$: 11.0 Bill
 Pop per Station: 74,244
 #1 Biller: KOME-F \$4,100,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume
1. KHQT-F (CHR)	106/5.6	6.0	2.5	3.2	2.9	4.3	115/1603	1376/11.6	13.5	6.4	55			KHQT-F
2. KSJO-F (AOR)	100/5.3	3.1	4.5	2.8	2.3	3.9	138/2195	1548/13.0	10.5	8.9	98			KSJO-F
3. KBAY-F (EZ)	84/4.5	6.8	9.7	4.7	5.6	3.7	158/2310	1369/11.5	13.0	12.5	91			KBAY-F
4. KOME-F (AOR)	77/4.1	3.8	4.6	3.0	4.1	3.9	132/2538	1539/13.0	11.6	11.6	93			KOME-F
5. KARA-F (AC)	72/3.8	3.0	3.9	3.8	3.0	3.6	84/1635	1356/11.4	9.4	9.8	150			KARA-F
6. KEZR-F (AC)	64/3.4	2.7	2.3	1.7	2.4	2.5	75/1440	1194/10.1	7.9	7.6	129			KEZR-F
7. KEEN (C)	51/2.7	1.7	1.7	3.0	2.7	2.3	60/ 807	633/ 5.3	4.5	4.5	96			KEEN
8. KWSS-F (CHR)	50/2.7	4.9	6.5	6.4	5.7	5.1	127/2754	1562/13.1	15.0	19.4	70			KWSS-F
9. KATD-F (CHR)	44/2.3	2.2	3.2	3.5	3.0	2.8	50/1483	1280/10.8	8.2	11.8	83			KATD-F
10. KLIV (BB)	32/1.7	1.4	1.4	1.9	1.9	1.6	34/ 746	598/ 5.0	3.5	4.0	41			KLIV

12+ FM SHARE (METRO): NA

(SUM 87: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KHQT-F>>>1. KSJO-F	1. KSJO-F	1. KARA-F	1. KARA-F	1. KARA-F	1. KBAY-F	1. KSJO-F>	1. KARA-F<	1. KHQT-F<	1. KHQT-F>	1. KEZR-F
2. KWSS-F	2. KOME-F	2. KOME-F	2. KSJO-F	2. KSJO-F	2. KEEN	2. KBAY-F	2. KSJO-F<	2. KSJO-F	2. KOME-F	2. KEEN
3. KATD-F	3. KARA-F	3. KARA-F	3. KOME-F	3. KEZR-F	3. KEZR-F	3. KHQT-F	3. KBAY-F	3. KOME-F	3. KSJO-F	3. KOME-F
4. KSJO-F	4. KHQT-F	4. KHQT-F	4. KEZR-F	4. KBAY-F	4. KLIV	4. KOME-F	4. KHQT-F	4. KBAY-F	4. KBAY-F	4.
5. KOME-F	5. KEZR-F	5. KEZR-F	5. KHQT-F	5. KOME-F	5. KARA-F	5. KARA-F	5. KOME-F	5. KEZR-F<	5. KATD-F	5.
6. KWSS-F	6. KWSS-F	6. KBAY-F	6. KBAY-F	6. KEEN	6. KEZR-F	6. KEZR-F	6. KARA-F	6. KEZR-F	6. KEZR-F	
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54	
1. KHQT-F	1. KARA-F	1. KARA-F>	1. KEZR-F	1. KARA-F	1. KSJO-F	1. KSJO-F	1. KSJO-F	1. KSJO-F>	1. KSJO-F	
2. KWSS-F	2. KHQT-F	2. KEZR-F	2. KARA-F	KEZR-F	2. KOME-F>>>2. KOME-F>>>2. KOME-F>	2. KOME-F	2. KOME-F	2. KARA-F	2. KARA-F	
3. KATD-F	3. KEZR-F	3. KOME-F	3. KHQT-F	3. KBAY-F	3. KHQT-F	3. KARA-F	3. KARA-F	3. KARA-F	3. KOME-F	
4. KEZR-F	4. KWSS-F	KSJO-F	4. KWSS-F	4. KATD-F	4. KEZR-F	4. KHQT-F	4. KHQT-F	4. KHQT-F	4. KBAY-F	
5. KSJO-F	5. KSJO-F	5. KWSS-F	5. KBAY-F	5. KHQT-F	KATD-F	5. KEZR-F	5. KEZR-F	5. KEZR-F	5. KHQT-F	
6. KATD-F	6. KATD-F	6. KATD-F	6. KATD-F	6. KATD-F	6. KEEN-F	6. KEZR-F	6. KEZR-F	6. KEZR-F	6. KEZR-F	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KDON-F 102.5 Salinas .5/1.3
 KLRS-F 99.1 Santa Cruz 1.2/3.0

See San Francisco for more information about the following:

KAZA	.7/1.4	KFAX	.8/2.5
KDFC	.6/1.8	KFOG-F	1.1/3.9
KDFC-F	1.3/4.4	KFRC	1.5/5.2
KHTT	.6/2.7	KIQI	.5/1.2
KLIV	1.7/5.0	KKHI	.1/ .5
KLOK	1.0/4.6	KKHI-F	1.1/3.8
KNTA	.8/1.7	KKSF-F	1.3/3.0
		KNEW	.7/1.9
KABL	.3/1.7	KOFY	1.1/3.3
KABL-F	1.1/2.7	KOFY-F	.4/1.2
KBLX	---/ .1	KRQR-F	.6/4.1
KBLX-F	1.9/5.0	KSFO	1.8/6.5
KEAR-F	.4/1.2	KYA-F	1.0/3.4

RADIO STATIONS

KAZA, 1290, 5 KW (DAYS,DA)	, HISPANIC	,\$ 40.00	(Caballero)	(GILROY)
KEEN, 1370, 5 KW (DA-2)	, COUNTRY	UPI,\$ 48.00	(MMR)	
KHTT, 1500, 10 KW/5 KW (DA-1)	, OLDIES	APR,\$ 25.00	(Katz)	Narragansett
KLIV, 1590, 5 KW (DA-N)	, NOSTALGIA	,\$ 40.00	(Eastman)	Empire
KLOK, 1170, 50 KW/5 KW (DA-2)	, MOR/AC	,\$ 46.00	(Katz)	
KNTA, 1430, 1 KW (DA-1)	, HISPANIC	,\$ 38.00	(Lotus)	Tamarack
KARA-F, 105.7, 50 KW @ 500, AC		,\$ 75.00	(Eastman)	Empire
KATD-F, 95.3, 375 W @ 860, CHR		,\$ 53.00	(Durpetti)	
KBAY-F, 100.3, 15 KW @ 2580, BTFL/EZ		,\$ 81.00	(MMR)	
KEZR-F, 106.5, 50 KW @ 430, AC		,\$ 60.00	(Christal)	
KHQT-F, 97.7, 1.6 KW @ 875, CHR		,\$ 51.00	(Republic)	
KOME-F, 98.5, 13 KW @ 880, AOR		,\$100.00	(Torbet)	Infinity
KSJO-F, 92.3, 50 KW @ 369, AOR		ABC-R,\$ 80.00	(Katz)	Narragansett
KWSS-F, 94.5, 1 KW @ 2580, CHR		,\$ 88.00	(Mc-Guild)	Nationwide (GILROY)

Other ranked stations - See San Francisco

American Radio Summer 1988 Supplement, Copyright 1988

SEATTLE - TACOMA

Arbitron Rank/Pop (12+): 14/2,088,600
 MSA Rank/Pop: Seattle - 26/1,763,600
 ADI #15 Tacoma - 92/535,900
 Average Person Ratings: 15.9
 Market TSL: 21.25 hours

Stations: 33/33
 Diaries: 1847/1131:1/50.9%
 Sample Target: 1780
 % Below Line: 0
 % Not Listed: 6.9

1987 Revenue: \$67,600,000
 HH Inc.: \$35,634
 Retail \$: 16.3 Bil
 Pop per Station: 63,291
 #1 Biller: KIRO \$18,000,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SJM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% Conversion	25-54	Birch Share	Birch AQH	Birch Cume
1. KIRO (H/T)	351/10.6	10.4	8.9	11.3	8.7	10.3	384/5686	5084/24.3	22.8	22.8	79				KIRO
2. KUBE-F (CHR)	303/ 9.1	7.9	9.4	6.3	6.6	8.2	318/4796	4504/21.6	19.5	16.7	74				KUBE-F
3. KPLZ-F (CHR)	211/ 6.3	7.7	5.5	5.5	6.0	6.3	262/3927	3231/15.5	17.5	15.0	41				KPLZ-F
4. KMPS A/F (C)	199/ 6.0	5.4	4.6	5.9	4.4	5.5	230/3052	2472/11.8	11.4	8.8	110				KMPS A/F
5. KISW-F (AOR)	190/ 5.7	4.8	4.7	3.8	5.1	4.8	219/2887	2545/12.2	12.4	10.2	96				KISW-F
6. KOMO (MOR)	155/ 4.7	4.7	5.5	5.4	5.9	5.1	181/3259	2714/13.0	13.9	15.1	87				KOMO
7. KIXI (BB)	153/ 4.6	4.1	3.6	3.8	3.7	4.0	163/2002	1769/ 3.5	8.7	8.1	67				KIXI
8. KBRD-F (EZ)	138/ 4.2	3.8	6.1	4.2	5.9	4.6	193/2085	1534/ 7.3	7.2	10.2	91				KBRD-F
9. KBSG-F (O)	131/ 3.9	3.3	1.9	3.1	3.4	3.1	156/2558	2163/10.4	10.1	9.5	149				KBSG-F
10. KING-F (CL)	131/ 3.9	2.4	2.4	3.4	3.2	3.0	140/1984	1816/ 8.7	6.5	7.9	82				KING-F
11. KXRX-F (AOR)	124/ 3.7	4.3	4.5	4.6	4.9	4.3	131/2262	2040/ 9.8	10.1	9.3	130				KXRX-F
12. KSEA-F (EZ)	114/ 3.4	3.3	3.9	4.2	3.9	3.7	131/1837	1636/ 7.8	7.4	7.7	94				KSEA-F
13. KRPM A/F (C)	111/ 3.4	2.2	2.7	4.4	3.3	3.2	152/1779	1393/ 6.7	5.1	5.8	109				KRPM A/F
14. KMGI-F (AC)	111/ 3.3	3.3	3.9	2.4	3.0	3.2	121/1932	1730/ 8.3	7.7	7.6	176				KMGI-F
15. KNUA-F (J/NA)	89/ 2.7	1.5	1.7	2.3	1.3	2.1	102/1432	1251/ 6.0	5.1	5.0	156				KNUA-F
16. KZOK-F (AOR)	83/ 2.5	2.8	3.2	3.0	3.3	2.9	86/1690	1549/ 7.4	7.9	9.0	132				KZOK-F
17. KING (N/T)	74/ 2.2	1.8	2.0	1.7	2.1	1.9	80/1366	1154/ 5.5	5.2	6.6	41				KING
18. KLSY A/F (AC)	70/ 2.1	2.7	3.9	3.3	2.8	3.0	74/1691	1555/ 7.4	8.5	8.8	143				KLSY A/F
19. KVI (O)	63/ 1.9	2.6	2.2	2.5	2.6	2.3	72/1644	1455/ 7.0	7.3	8.8	147				KVI
20. KLTX-F (AC)	63/ 1.9	1.8	2.6	2.4	2.7	2.2	64/1413	1362/ 6.5	6.4	6.8	132				KLTX-F
21. KJR (AC)	45/ 1.4	2.1	2.3	2.3	1.7	2.0	50/ 938	832/ 4.0	6.3	6.0	157				KJR
22. KEZX A/F (J)	39/ 1.2	1.9	1.9	2.4	1.9	1.9	52/ 970	742/ 3.6	4.5	5.0	167				KEZX A/F
23. KCMS-F (R/G)	36/ 1.1	2.3	2.1	1.7	1.7	1.8	44/ 917	790/ 3.8	4.1	3.8	145				KCMS-F
24.															
25.															

12+ FM SHARE (METRO): 67.09% (2077 of 3096) (SUM 87: 67.36%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KPLZ-F>>1. KUBE-F	1. KISW-F>	1. KUBE-F>	1. KIRO	1. KIRO	1. KIRO >	1. KIRO >	1. KUBE-F	1. KIRO	1. KIRO >	1. KIRO >>
2. KUBE-F>>2. KISW-F	2. KISW-F>	2. KISW-F	2. KUBE-F	2. KUBE-F<	2. KIXI <	2. KUBE-F	2. KIRO	2. KUBE-F>	2. KPLZ-F	2. KISW-F
3. KISW-F	3. KPLZ-F	3. KIRO	3. KMPX-F+<	3. KMPS-F+	3. KMPX-F+	3. KMPS-F+	3. KMPS-F+	3. KISW-F<	3. KUBE-F	3. KPLZ-F<
4.	4. KXRX-F	4. KMPX-F+	4. KMGI-F	4. KBSG-F	4. KOMO <	4. KOMO	4. KISW-F	4. KPLZ-F	4. KISW-F>	4. KMPS-F<
5.	5. KMGI-F	KPLZ-F	5. KISW-F<	KMGI-F	5. KBRD-F	5. KISW-F<	5. KPLZ-F	5. KMPS-F+	5. KING-F	5. KUBE-F<
6.	6. KIRO	6. KXRX-F<	6. KBSG-F	6. KISW-F	6. KING-F	6. KPLZ-F	6. KIXI	6. KOMO	6. KING	6. KOMO <
7.	7. KZOK-F	7. KBSG-F<	7. KXRX-F	7. KXRX-F	7. KSEA-F	7. KXRX-F	7. KBRD-F	7. KBSG-F	7. KBRD-F	7. KING
8.	8. KNVA-F	8. KMGI-F	8.	8. KNUA-F	8.	8. KIXI	8. KOMO	8. KBRD-F	KIXI	8.
9.	9.	9.	9.	9. KOMO	9.	9.	9.	9. KIXI	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KUBE-F>>1. KUBE-F>>1. KMGI-F	1. KUBE-F>>1. KUBE-F	1. KUBE-F>>1. KUBE-F	1. KUBE-F>>1. KUBE-F	1. KUBE-F	1. KUBE-F	1. KISW-F>	1. KISW-F>	1. KISW-F	1. KIRO
2. KPLZ-F>	2. KMGI-F	2. KUBE-F>	2. KMGI-F<	2. KMGI-F	2. KISW-F	2. KUBE-F	2. KXRX-F	2. KIRO	2. KISW-F
3. KISW-F>	KPLZ-F	3. KISW-F	3. KMPS-F+	3. KMPS-F+	3. KPLZ-F>>3. KXRX-F	3. KIRO	3. KIRO	3. KUBE-F	3. KXRX-F
4. KXRX-F	4. KISW-F	4. KIRO	4. KPLZ-F	4. KBSG-F	4. KIRO	4. KIRO <	4. KNUA-F	4. KXRX-F	4. KMPS-F+
5. KLTX-F	5. KXRX-F	5. KLSY-F+	5. KBSG-F	5. KIRO	5. KXRX-F	5. KPLZ-F	5. KUBE-F	5. KBSG-F	5. KNUA-F
6. KMPS-F+	6. KLSY-F+	6. KBSG-F	6. KISW-F	6. KBRD-F	6. KZOK-F	6. KZOK-F	6. KZOK-F	6. KPLZ-F	6. KBSG-F<
7.	7.	KZOK-F	7. KIRO <	7. KING-F	7. KBSG-F	7. KNUA-F	7.	7. KZOK-F	7. KUBE-F
8.	8.	8.	8. KLSY-F+	8.	8.	8.	8.	8.	8. KZOK-F
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCIS	630	Edmonds	.7/1.9
KGNW	820	Burien	.7/1.8
KJET	1590	Seattle	.7/1.3
KKFX	1250	Seattle	.5/1.9
KRIZ	1420	Renton	.5/ .9
KTAC	850	Tacoma	.4/1.1

RADIO STATIONS

AM STATIONS

KBLE, 1050,	5 KW/453 W	, RELIGION	, \$ 27.00	(---)	Ostrander-Wilson
KCIS, 630,	5 KW/2.5 KW (DA-2)	, RELIGION	UPI, \$ 41.00	(---)	
KEZX, 1150,	5 KW (DA-N)	, JAZZ/VARIOUS	, \$ NA	(Republic)	Park
KING, 1090,	50 KW (DA-2)	, NEWS/TALK	NBC, \$ 56.00	(MMR)	King
KIRO, 710,	50 KW (DA-N)	, NEWS/TALK	CBS, \$278.00	(Torbet)	Bonneville
KIXI, 980,	50 KW/1 KW (DA-2)	, NOSTALGIA	, \$ 52.00	(Christal)	Noble
KQUL, 1590,	5 KW (DA-2)	, OLDIES	Source, \$ 34.00	(Torbet)	SRO
KJR, 950,	5 KW (DA-N)	, AC	, \$ 59.00	(HNWH)	Ackerly
KKFX, 1250,	5 KW (DA-N)	, BLACK	APR, \$ 36.00	(Roslin)	
KOMO, 1000,	50 KW (DA-N)	, MOR	ABC-I, \$160.00	(Katz)	
KVI, 570,	5 KW	, OLDIES	, \$ 51.00	(Durpetti)	Golden West

FM STATIONS

KBSG, 97.3,	100 KW @ 700,	OLDIES	, \$ 60.00	(Torbet)	Viacom
KCMS, 105.3,	115 KW @ 740,	RELIGION	UPI, \$ 48.00	(---)	
KEZX, 98.9,	100 KW @ 1070,	AOR/JAZZ	ABC-E, \$ 64.00	(Republic)	Park
KING, 98.1,	100 KW @ 850,	CLASSICAL	, \$ 72.00	(MMR)	King
KISW, 99.9,	100 KW @ 1150,	AOR	, \$119.00	(Mc-Guild)	Nationwide
KLSY, 92.5,	100 KW @ 1100,	AC	, \$ 82.00	(Banner)	Sandusky
KLTX, 95.7,	100 KW @ 1150,	AC	, \$ 61.00	(HNWH)	Ackerly
KMGI, 107.7,	100 KW @ 1194,	SOFT AC	, \$ 62.00	(Republic)	Noble
KMPS, 94.1,	100 KW @ 1170,	COUNTRY	APR, \$110.00	(Mc-Guild)	EZ
KNUA, 106.9,	100 KW @ 819,	JAZZ/NEW AGE	ABC-R, \$ 55.00	(HNWH)	Gannett
KPLZ, 101.5,	100 KW @ 1150,	CHR	, \$ 83.00	(Durpetti)	Golden West
KSEA, 100.7,	100 KW @ 736,	BTFL/EZ	, \$ 79.00	(Torbet)	Bonneville
KRPM, 106.1,	100 KW @ 700,	COUNTRY	, \$ 66.00	(Christal)	Heritage
KUBE, 93.3,	100 KW @ 1291,	CHR	, \$135.00	(MMR)	Cook Inlet
KXRX, 96.5,	100 KW @ 1223,	AOR	, \$ 75.00	(Katz)	Shamrock
KZOK, 102.5,	100 KW @ 1170,	CLASSIC ROCK	, \$ 72.00	(Torbet)	SRO
KBRD, 103.7,	100 KW @ 1620,	BTFL/EZ	, \$ 74.00	(CBS)	Entercom

SPRINGFIELD, MA

Arbitron Rank/Pop (12+): 71/501,200
 MSA Rank/Pop: 96/590,000
 ADI # 108
 Average Person Ratings: 16.5
 Market TSL: 21.75 hours

Stations: 26/13
 Diaries: 967/518:1/46.5%
 Sample Target: 890
 % Below Line: 43.4
 % Not Listed: 13.8

1987 Revenue: \$10,800,000
 HH Inc.: \$33,206
 Retail \$: 4.5 Bil
 Pop per Station: 38,554
 #1 Biller: WHYN A/F \$2,800,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% Conversion	Birch Share	Birch AQH	Birch Cume
1. WHYN-F (AC)	79/9.5	7.0	8.5	10.6	8.5	8.9	86/1325	1189/23.7	20.3	20.2	117			WHYN-F
2. WTIC-F (CHR)	76/9.2	9.0	9.3	7.1	8.7	8.7	78/1172	1139/22.7	20.4	23.0	72			WTIC-F
3. WMAS-F (AC)	75/9.1	9.8	9.0	8.6	11.5	9.1	78/1131	1073/21.4	18.6	20.5	156			WMAS-F
4. WRCH-F (EZ)	74/8.9	10.0	9.4	9.0	8.9	9.3	78/787	748/14.9	15.8	16.3	65			WRCH-F
5. WAQY-F (AOR)	60/7.2	10.3	7.7	10.0	8.2	8.8	67/1175	1048/20.9	21.9	20.9	114			WAQY-F
6. WMAS (BB)	52/6.3	7.1	7.3	8.3	6.9	7.3	52/512	509/10.2	11.6	12.4	29			WMAS
7. WHYN (MOR)	46/5.6	8.6	7.1	6.6	7.1	7.0	46/718	718/14.3	18.5	18.5	113			WHYN
8. WAAF-F (AOR)	41/5.0	2.0	1.5	2.4	3.3	2.7	45/622	557/11.1	8.3	8.2	100			WAAF-F
9. WDRC-F (O)	39/4.7	2.8	3.4	3.2	3.8	3.5	40/497	474/9.5	10.6	8.2	185			WDRC-F
10. WKSS-F (CHR)	20/2.4	1.1	1.1	1.7	1.3	1.6	20/476	476/9.5	5.5	7.1	54			WKSS-F
WNNZ (O)	20/2.4	2.2	2.5	3.0	1.2	2.5	20/317	285/5.7	6.6	4.0	121			WNNZ
12. WIXY (C)	18/2.2	1.7	1.3	1.2	1.6	1.6	19/234	271/5.4	3.7	5.1	155			WIXY
13. WHMP-F (CHR)	17/2.1	1.9	2.5	2.3	2.0	2.2	20/486	429/8.6	5.3	6.9	52			WHMP-F
WTIC (MOR)	17/2.1	2.7	2.9	2.5	2.1	2.6	17/358	348/6.9	6.8	7.9	38			WTIC

12+ FM SHARE (METRO): 72.97% (521 of 714) (SUM 87: 68.83%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WTIC-F >>> 1. WAQY-F	1. WHYN-F <	1. WMAS-F <	1. WMAS-F <	1. WMAS-F <	1. WRCH-F >	1. WMAS-F <	1. WMAS-F <	1. WHYN-F <	1. WHYN-F <	1. WAQY-F <
2. WAAF-F <	2. WTIC-F <	2. WMAS-F <	2. WHYN-F <	2. WHYN-F <	2. WMAS <	2. WTIC-F <	2. WRCH-F <	2. WRCH-F <	2. WTIC-F <	2. WHYN-F <
3. WHMP-F <	3. WHYN-F <	3. WAQY-F <	3. WAQY-F <	3. WDRC-F <	3. WHYN <	3. WRCH-F <	3. WHYN-F <	3. WTIC-F <	3. WHYN <	3. WTIC <
4. WAQY-F <	4. WMAS-F <	WTIC-F <	WDRC-F <	4. WAQY-F <	4. WHYN-F <	4. WHYN-F <	4. WAQY-F <	4. WMAS-F <	4. WAQY-F <	4. WMAS <
5. WKSS-F <	5. WAAF-F <	5. WDRC-F <	5. WTIC-F <	5. WTIC-F <	5. WMAS-F <	5. WMAS <	5. WMAS <	5. WTIC-F <	5. WAAF-F <	5. WDRC-F <
6. WHYN-F <	6. WDRC-F <	6. WAAF-F <	6. WAAF-F <	6. WHYN <	6. WDRC-F <	6. WAQY-F <	6. WMAS <	6. WMAS <	6. WHMP-F <	6. WTIC-F <

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WHYN-F >	1. WTIC-F <	1. WMAS-F >>> 1. WMAS-F <	1. WMAS-F <	1. WMAS-F >	1. WAQY-F >>> 1. WAQY-F >>> 1. WAQY-F >>> 1. WAQY-F >	1. WAQY-F >>> 1. WAQY-F >>> 1. WAQY-F >>> 1. WAQY-F >	1. WAQY-F >>> 1. WAQY-F >>> 1. WAQY-F >>> 1. WAQY-F >	1. WAQY-F >>> 1. WAQY-F >>> 1. WAQY-F >>> 1. WAQY-F >	1. WAQY-F >
2. WAAF-F <	2. WTIC-F <	2. WHYN-F <	2. WHYN-F <	2. WHYN-F <	2. WAAF-F <	2. WAAF-F <	2. WMAS-F <	2. WHYN-F <	2. WDRC-F <
3. WAQY-F <	3. WHYN-F <	WTIC-F <	3. WHYN-F >	3. WTIC-F <	3. WHYN-F <	3. WHYN-F <	3. WAAF-F <	3. WAAF-F <	3. WMAS-F <
4. WKSS-F <	4. WAQY-F <	4. WDRC-F <	4. WAQY-F <	4. WRCH-F <	4. WTIC-F <	4. WDRC-F <	4. WHYN-F <	4. WDRC-F <	4. WHYN <
5. WAAF-F <	5. WAAF-F <	5. WAQY-F <	5. WAQY-F <	5. WDRC-F <	5. WNNZ <	5. WMAS-F <	5. WDRC-F >	5. WMAS-F <	5. WHYN <
6. WTIC-F <	6. WDRC-F <	WAAF-F <	5. WAAF-F <	6. WAQY-F <	WCCC-AF <	WTIC-F <	6. WTIC-F <	6. WHYN <	6. WAAF-F <

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WACE	730	Chicopee	.5/2.6
WARE	1250	Ware	.4/1.5
WHMP	1400	Northampton	1.1/3.5
WREB	930	Holyoke	1.6/3.5
WSPR	1270	Springfield	1.0/5.0
WBZ	1030	Boston	.4/1.8
WCCC	1290	Hartford	---/.2
WCCC-F	106.9	Hartford	1.3/7.8
WHCN-F	105.9	Hartford	1.3/6.2
WIOF-F	104.1	Waterbury	.5/2.5
WSRS-F	96.1	Worcester	1.3/3.4
WVYZ-F	92.5	Waterbury	.4/1.1

RADIO STATIONS

WHMP, 1400, 1 KW	, MOR	NBC, \$ 18.00	(K & P)
WHYN, 560, 5 KW/1 KW (DA-1)	, MOR/AC	ABC-I, \$ 33.00	(Mc-Guild)
WIXY, 1600, 5 KW/2.5 KW (DA-1)	, COUNTRY	CBS, \$ 16.00	(Katz)
WMAS, 1450, 1 KW	, NOSTALGIA	MBS, \$ 29.00	(Banner)
WNNZ, 640, 50 KW (DA-2)	, OLDIES	US 2, \$ 17.00	(Katz)
WREB, 930, 500 W (DAYS)	, TALK	, \$ 13.00	(---)
WAQY-F, 102.1, 27 KW @ 650, AOR		ABC-F, \$ 54.00	(Katz) Sunshine
WHMP-F, 99.3, 3 KW @ 300, CHR		, \$ 24.00	(K & P)
WHYN-F, 93.1, 12 KW @ 1000, AC		, \$ 60.00	(Mc-Guild) Wilks-Schwartz
WMAS-F, 94.7, 50 KW @ 360, AC		, \$ 58.00	(Banner) Lapin

SYRACUSE

Arbitron Rank/Pop (12+): 62/544,500
 MSN Rank/Pop: 74/657,000
 ADI # 67
 Average Person Ratings: 15.4
 Market TSL: 20.75 hours

Stations: 27/21
 Diaries: 987/552:1/53.5%
 Sample Target: 920
 % Below Line: 4.8
 % Not Listed: 12.3

1987 Revenue: \$15,000,000
 HH Inc.: \$36,884
 Retail \$: 4.0 Bil
 Pop per Station: 25,929
 #1 Biller: WYYY-F \$4,300,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume
1. WYYY-F (AC)	144/17.2	15.2	13.7	13.5	17.5	14.9	159/2056	1721/31.6	31.8	32.2	149			WYYY-F
2. WSYR (MOR)	97/11.6	12.2	13.7	11.8	11.7	12.3	106/1537	1285/23.6	23.2	24.8	62			WSYR
3. WNTQ-F (CHR)	99/10.6	12.8	13.6	13.2	11.8	12.6	121/1691	1288/23.7	26.4	25.0	79			WNTQ-F
4. WSEY A/F (J)	60/7.2	5.8	5.7	3.9	5.3	5.7	64/905	774/14.2	14.5	13.1	167			WSEY A/F
5. WKFM-F (AOR)	56/6.7	5.2	5.7	7.0	4.8	6.2	65/1058	755/13.9	12.9	15.0	113			WKFM-F
6. WRHP-F (EZ)	47/5.6	2.9	5.8	5.7	6.2	5.0	58/701	539/9.9	7.7	13.7	55			WRHP-F
7. WAQX-F (AOR)	44/5.3	9.0	5.6	7.1	8.3	6.8	54/984	859/15.8	18.1	16.5	77			WAQX-F
8. WEZG-F (EZ)	40/4.8	6.5	9.2	7.2	7.5	6.7	40/545	512/9.4	12.1	14.1	60			WEZG-F
9. WHEN (MOR)	34/4.1	5.6	3.5	4.0	4.5	4.3	56/955	772/14.2	14.3	14.2	117			WHEN
10. WXRA (?)	23/2.8	.9	1.0	1.4	1.2	1.5	23/263	237/4.4	3.0	3.3	25			WXRA
11. WSCP A/F (C)	21/2.5	3.3	1.4	1.8	1.8	2.3	27/239	165/3.0	3.5	2.5	124			WSCP A/F
12. WMHR-F (R/S)	14/1.7	1.2	1.1	2.2	.8	1.6	22/260	150/2.8	3.1	2.9	100			WMHR-F
14. WNDR (BB)	14/1.7	2.2	1.6	1.7	2.4	1.8	18/360	312/5.7	5.3	6.2	141			WNDR

12+ FM SHARE (METRO): 74.35% (545 of 733) (SUM 87: 74.81%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT	
1. WNTQ-F >>> 1. WYYY-F >>> 1. WYYY-F >>> 1. WYYY-F >>> 1. WYYY-F >>> 1. WSYR >	1. WYYY-F >>> 1. WYYY-F >>> 1. WYYY-F >>> 1. WYYY-F >>> 1. WYYY-F >>> 1. WYYY-F >	1. WYYY-F >>> 1. WYYY-F >>> 1. WYYY-F >>> 1. WYYY-F >>> 1. WYYY-F >>> 1. WYYY-F >	1. WYYY-F >>> 1. WYYY-F >>> 1. WYYY-F >>> 1. WYYY-F >>> 1. WYYY-F >>> 1. WYYY-F >	1. WYYY-F >>> 1. WYYY-F >>> 1. WYYY-F >>> 1. WYYY-F >>> 1. WYYY-F >>> 1. WYYY-F >	1. WYYY-F >>> 1. WYYY-F >>> 1. WYYY-F >>> 1. WYYY-F >>> 1. WYYY-F >>> 1. WYYY-F >	1. WYYY-F >>> 1. WYYY-F >>> 1. WYYY-F >>> 1. WYYY-F >>> 1. WYYY-F >>> 1. WYYY-F >	1. WYYY-F >>> 1. WYYY-F >>> 1. WYYY-F >>> 1. WYYY-F >>> 1. WYYY-F >>> 1. WYYY-F >	1. WYYY-F >>> 1. WYYY-F >>> 1. WYYY-F >>> 1. WYYY-F >>> 1. WYYY-F >>> 1. WYYY-F >	1. WYYY-F >>> 1. WYYY-F >>> 1. WYYY-F >>> 1. WYYY-F >>> 1. WYYY-F >>> 1. WYYY-F >	1. WYYY-F >>> 1. WYYY-F >>> 1. WYYY-F >>> 1. WYYY-F >>> 1. WYYY-F >>> 1. WYYY-F >	1. WYYY-F >>> 1. WYYY-F >>> 1. WYYY-F >>> 1. WYYY-F >>> 1. WYYY-F >>> 1. WYYY-F >

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54	
1. WYYY-F >>> 1. WYYY-F >>> 1. WYYY-F >>> 1. WYYY-F >>> 1. WYYY-F >>> 1. WNTQ-F	1. WYYY-F >>> 1. WYYY-F >>> 1. WYYY-F >>> 1. WYYY-F >>> 1. WYYY-F >>> 1. WNTQ-F	1. WYYY-F >>> 1. WYYY-F >>> 1. WYYY-F >>> 1. WYYY-F >>> 1. WYYY-F >>> 1. WNTQ-F	1. WYYY-F >>> 1. WYYY-F >>> 1. WYYY-F >>> 1. WYYY-F >>> 1. WYYY-F >>> 1. WNTQ-F	1. WYYY-F >>> 1. WYYY-F >>> 1. WYYY-F >>> 1. WYYY-F >>> 1. WYYY-F >>> 1. WNTQ-F	1. WNTQ-F 1. WYYY-F > 1. WYYY-F > 1. WYYY-F > 1. WYYY-F > 1. WNTQ-F	1. WYYY-F > 1. WYYY-F > 1. WYYY-F > 1. WYYY-F > 1. WYYY-F > 1. WNTQ-F	1. WYYY-F > 1. WYYY-F > 1. WYYY-F > 1. WYYY-F > 1. WYYY-F > 1. WNTQ-F	1. WYYY-F > 1. WYYY-F > 1. WYYY-F > 1. WYYY-F > 1. WYYY-F > 1. WNTQ-F	1. WYYY-F > 1. WYYY-F > 1. WYYY-F > 1. WYYY-F > 1. WYYY-F > 1. WNTQ-F	1. WYYY-F > 1. WYYY-F > 1. WYYY-F > 1. WYYY-F > 1. WYYY-F > 1. WNTQ-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WSGO	1440	Oswego	.5/ .9
WSIV	1540	E. Syracuse	.2/1.0
WOIV-F	105.1	De Ruyter	.5/1.5
WFRG-F	96.1	Rome	1.2/2.3
WKLY-F	98.9	Rochester	.5/1.6
WOUR-F	96.9	Utica	1.3/5.3
WPX-F	106.9	Auburn	.4/2.3
WRCK-F	107.3	Utica	.5/2.6
WUUU-F	102.5	Rome	.4/1.2

RADIO STATIONS

WHEN, 620, 5 KW/1 KW (DA-N)	, AC/MOR	ABC-E, \$ 48.00 (Banner)	Park
WNDR, 1260, 5 KW (DA-N)	, NOSTALGIA	CBS, MBS, \$ 17.00 (Mc-Guild)	Osborn
WSYR, 570, 5 KW (DA-2)	, MOR	NBC, \$ 75.00 (Katz)	New City
WAQX-F, 95.7, 3 KW @ 300, AOR		ABC-R, \$ 45.00 (MMR)	Atlantic Ventures
WEZG-F, 100.9, 3 KW @ 165, BTFL/EZ		, \$ 31.00 (Durpetti)	
WKFM-F, 104.7, 50 KW @ 500, CLASSIC ROCK		Source, \$ 33.00 (Christal)	Wilks-Schwartz
WMHR-F, 102.9, 20 KW @ 780, RELIGION		, \$ 8.00 (---)	
WNTQ-F, 93.1, 97 KW @ 660, CHR		, \$ 50.00 (Mc-Guild)	Osborn
WRHP-F, 107.9, 50 KW @ 500, BTFL/EZ		A3C-D, \$ 40.00 (Banner)	Park
WSEY-F, 92.1, 3 KW @ 300, OLDIES		, \$ 30.00 (HNWH)	Buckley
WYYY-F, 94.5, 100 KW @ 650, AC		, \$100.00 (Katz)	New City
WSCP-F, 101.7, 3 KW @ 300, COUNTRY		, \$ NA (---)	(BALDWINVILLE) (PULASKI)

TAMPA - ST. PETERSBURG

Arbitron Rank/Pop (12+): 22/1,701,000
 MSA Rank/Pop: 22/1,960,000
 ADI # 14
 Average Person Ratings: 16.7
 Market TSL: 22.25 hours

Stations: 28/23
 Diaries: 1501/1133:1/51.5%
 Sample Target: 1530
 % Below Line: 10.4
 % Not Listed: 10.1

1987 Revenue: \$52,000,000
 HH Inc.: \$29,007
 Retail \$: 13.3 Bil
 Pop per Station: 73,956
 #1 Biller: WRBQ A/F \$16,500,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume
1. WRBQ-F (CHR)	457/16.1	16.7	16.6	14.5	16.9	16.0	556/6411	5168/30.4	30.0	30.0	104			WRBQ-F
2. WYNF-F (AOR)	209/ 7.4	7.0	5.9	4.8	6.5	6.3	319/3405	2393/14.1	12.4	13.9	118			WYNF-F
3. WQYK A/F (C)	195/ 6.9	8.0	8.7	8.0	5.3	7.9	235/2500	2079/12.2	13.3	11.3	132			WQYK A/F
4. WWRM-F (EZ)	168/ 5.9	9.6	10.5	10.8	10.3	9.2	195/3088	2613/15.4	15.9	17.4	83			WWRM-F
5. WNLT-F (AC)	167/ 5.9	4.0	5.2	4.0	3.9	4.8	186/2555	2183/12.8	11.1	9.9	122			WNLT-F
6. WDUV-F (EZ)	164/ 5.8	3.0	3.0	3.2	2.6	3.8	280/2789	1697/10.0	8.3	6.2	33			WDUV-F
7. WUSA-F (AC)	162/ 5.7	6.0	5.2	4.8	5.0	5.4	169/2391	2180/12.8	12.8	11.6	191			WUSA-F
8. WFLA (T)	133/ 4.7	5.9	4.4	5.1	3.7	5.0	185/2190	1758/10.3	10.0	9.6	38			WFLA
9. WKRL-F (AOR)	109/ 3.8	4.0	3.3	3.2	4.8	3.7	131/2147	1728/10.2	8.7	10.0	176			WKRL-F
10. WGUL A/F (BB)	105/ 3.7	3.3	3.2	5.2	3.4	3.9	105/1368	1368/ 8.0	6.8	7.0	16			WGUL A/F
11. WDAE (BB)	105/ 3.7	2.1	2.9	2.2	3.7	2.7	105/1045	1045/ 6.1	4.6	7.0	35			WDAE
12. WFLZ-F (AC)	83/ 2.9	4.6	4.7	4.1	3.9	4.1	166/2365	1501/ 8.8	11.7	7.9	128			WFLZ-F
13. WSUN (C)	67/ 2.4	3.7	3.4	2.7	3.3	3.1	78/1413	1022/ 6.0	7.3	7.5	88			WSUN
14. WTMP (B)	64/ 2.3	2.3	1.9	1.7	2.0	2.0	64/ 786	766/ 4.5	2.8	5.1	78			WTMP
15. WTKN (T)	51/ 1.8	1.1	2.6	3.7	3.4	2.3	84/ 906	689/ 4.1	4.2	7.3	39			WTKN
16. WLFF (BB)	45/ 1.6	.4	.5	.6	.6	.8	47/ 412	389/ 2.3	1.4	1.6	0			WLFF
17. WHVE-F (J/NA)	45/ 1.6	2.0	1.8	2.2	1.7	1.9	62/1328	826/ 4.9	5.6	4.8	188			WHVE-F
18. WHBO (O)	39/ 1.4	1.0	1.3	.9	2.1	1.2	39/ 491	451/ 2.7	2.1	3.0	136			WHBO
19.														
20.														
21.														
22.														
23.														
24.														
25.														

12+ FM SHARE (METRO): 76.09% (1941 of 2551) (SUM 97: 73.27%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WRBQ-F>>>1.	WRBQ-F>>>1.	WRBQ-F>>>1.	WRBQ-F>>>1.	WRBQ-F>>>1.	WRBQ-F>>>1.	WRBQ-F>>>1.	WRBQ-F>>>1.	WRBQ-F>>>1.	WRBQ-F>>>1.	WRBQ-F>>>1.
2.	WYNF-F>>2.	WYNF-F>>2.	WYNF-F>>2.	WYNF-F>>2.	WYNF-F>>2.	WYNF-F>>2.	WYNF-F>>2.	WYNF-F>>2.	WYNF-F>>2.	WYNF-F>>2.
3.	WNLT-F>>3.	WNLT-F>>3.	WNLT-F>>3.	WNLT-F>>3.	WNLT-F>>3.	WNLT-F>>3.	WNLT-F>>3.	WNLT-F>>3.	WNLT-F>>3.	WNLT-F>>3.
4.	WQYK-F+>4.	WQYK-F+>4.	WQYK-F+>4.	WQYK-F+>4.	WQYK-F+>4.	WQYK-F+>4.	WQYK-F+>4.	WQYK-F+>4.	WQYK-F+>4.	WQYK-F+>4.
5.	WUSA-F>>5.	WUSA-F>>5.	WUSA-F>>5.	WUSA-F>>5.	WUSA-F>>5.	WUSA-F>>5.	WUSA-F>>5.	WUSA-F>>5.	WUSA-F>>5.	WUSA-F>>5.
6.	WKRL-F>>6.	WKRL-F>>6.	WKRL-F>>6.	WKRL-F>>6.	WKRL-F>>6.	WKRL-F>>6.	WKRL-F>>6.	WKRL-F>>6.	WKRL-F>>6.	WKRL-F>>6.
7.	WDAE>>7.	WDAE>>7.	WDAE>>7.	WDAE>>7.	WDAE>>7.	WDAE>>7.	WDAE>>7.	WDAE>>7.	WDAE>>7.	WDAE>>7.
8.	WDUV-F>>8.	WDUV-F>>8.	WDUV-F>>8.	WDUV-F>>8.	WDUV-F>>8.	WDUV-F>>8.	WDUV-F>>8.	WDUV-F>>8.	WDUV-F>>8.	WDUV-F>>8.
9.	WFLA>>9.	WFLA>>9.	WFLA>>9.	WFLA>>9.	WFLA>>9.	WFLA>>9.	WFLA>>9.	WFLA>>9.	WFLA>>9.	WFLA>>9.
10.	WWRM-F>>10.	WWRM-F>>10.	WWRM-F>>10.	WWRM-F>>10.	WWRM-F>>10.	WWRM-F>>10.	WWRM-F>>10.	WWRM-F>>10.	WWRM-F>>10.	WWRM-F>>10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WRBQ-F>>>1.	WRBQ-F>>>1.	WUSA-F<>1.	WRBQ-F>>>1.	WRBQ-F>>>1.	WRBQ-F>>>1.	WRBQ-F>>>1.	WRBQ-F>>>1.	WRBQ-F>>>1.	WRBQ-F>>>1.
2. WYNF-F>>2.	WYNF-F>>2.	WYNF-F>>2.	WYNF-F>>2.	WYNF-F>>2.	WYNF-F>>2.	WYNF-F>>2.	WYNF-F>>2.	WYNF-F>>2.	WYNF-F>>2.
3. WNLT-F>>3.	WNLT-F>>3.	WNLT-F>>3.	WNLT-F>>3.	WNLT-F>>3.	WNLT-F>>3.	WNLT-F>>3.	WNLT-F>>3.	WNLT-F>>3.	WNLT-F>>3.
4. WQYK-F+>4.	WQYK-F+>4.	WQYK-F+>4.	WQYK-F+>4.	WQYK-F+>4.	WQYK-F+>4.	WQYK-F+>4.	WQYK-F+>4.	WQYK-F+>4.	WQYK-F+>4.
5. WUSA-F>>5.	WUSA-F>>5.	WUSA-F>>5.	WUSA-F>>5.	WUSA-F>>5.	WUSA-F>>5.	WUSA-F>>5.	WUSA-F>>5.	WUSA-F>>5.	WUSA-F>>5.
6. WKRL-F>>6.	WKRL-F>>6.	WKRL-F>>6.	WKRL-F>>6.	WKRL-F>>6.	WKRL-F>>6.	WKRL-F>>6.	WKRL-F>>6.	WKRL-F>>6.	WKRL-F>>6.
7. WDAE>>7.	WDAE>>7.	WDAE>>7.	WDAE>>7.	WDAE>>7.	WDAE>>7.	WDAE>>7.	WDAE>>7.	WDAE>>7.	WDAE>>7.
8. WDUV-F>>8.	WDUV-F>>8.	WDUV-F>>8.	WDUV-F>>8.	WDUV-F>>8.	WDUV-F>>8.	WDUV-F>>8.	WDUV-F>>8.	WDUV-F>>8.	WDUV-F>>8.
9. WFLA>>9.	WFLA>>9.	WFLA>>9.	WFLA>>9.	WFLA>>9.	WFLA>>9.	WFLA>>9.	WFLA>>9.	WFLA>>9.	WFLA>>9.
10. WWRM-F>>10.	WWRM-F>>10.	WWRM-F>>10.	WWRM-F>>10.	WWRM-F>>10.	WWRM-F>>10.	WWRM-F>>10.	WWRM-F>>10.	WWRM-F>>10.	WWRM-F>>10.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAMA	1550	Tampa	.9/ .9
WLVU-F	106.3	Holiday	1.0/2.9
WRBQ	1380	St. Petersburg	.5/3.4
WRXB	1590	St. Petersburg	1.1/2.2
WXCR-F	92.1	Safety Harbor	1.0/3.1
WPCV-F	97.5	Winter Haven	.4/1.4
WCAT-F	106.7	Leesburg	.8/1.8
WMMZ-F	93.7	Ocala	.8/1.6

RADIO STATIONS

AM STATIONS

WAMA, 1550, 10 KW (DAYS)	, HISPANIC	UPI, \$ 25.00	(Caballero)	
WDAE, 1250, 5 KW (DA-N)	, NOSTALGIA	ABC-I, \$ 58.00	(Mc-Guild)	Gannett
WFLA, 970, 5 KW (DA-2)	, TALK	NBC, \$ 46.00	(Durpetti)	Jacor
WHBO, 1040, 5 KW (DAYS)	, OLDIES	, \$ 40.00	(Mc-Guild)	Metroplex
WLFF, 680, 1 KW (DAYS)	, NOSTALGIA	, \$ 27.00	(Christal)	Century
WQBN, 1300, 5 KW/1 KW (DA-2)	, HISPANIC	, \$ 19.00	(Katz Hisp.)	
WRBQ, 1380, 5 KW (DA-N)	, CHR	ABC-F, \$ NA	(Eastman)	Edens
WRXB, 1590, 5 KW/1 KW (DA-2)	, BLACK	NBN, \$ 25.00	(Lazar)	
WSUN, 620, 10 KW (DA-N)	, COUNTRY	CBS, ABC-E, \$ 72.00	(CBS)	CBS
WTAN, 1340, 1 KW (DA-1)	, MOR	, \$ 22.00	(---)	
WTKN, 570, 5 KW/10 KW (DA-2)	, TALK/NEWS	CBS, MBS, \$ 51.00	(HNWH)	Susquehanna
WTMP, 1150, 5 KW/2.5 KW (DA-2)	, BLACK	SBN, \$ 33.00	(HNWH)	

FM STATIONS

WFLZ, 93.3, 100 KW @ 940, AC	, \$ 60.00	(Durpetti)	Jacor
WGUL, 105.5, 3 KW @ 300, NOSTALGIA	MBS, \$ 42.00	(Roslin)	Marcocci
WKRL, 97.9, 100 KW @ 639, CLASSIC ROCK	Source, \$ 78.00	(Christal)	Sandusky
WNLN, 95.7, 100 KW @ 650, AC	, \$ 70.00	(Mc-Guild)	Metroplex
WQYK, 99.5, 100 KW @ 550, COUNTRY	, \$110.00	(Katz)	Infinity
WRBQ, 104.7, 100 KW @ 555, CHR	ABC-F, \$280.00	(Eastman)	Edens
WUSA, 100.7, 100 KW @ 630, AC	, \$104.00	(Mc-Guild)	Gannett
WWBA, 107.3, 100 KW @ 649, BTFL/EZ	, \$101.00	(Republic)	Cox
WXCR, 92.1, 2 KW @ 400, CLASSICAL	UPI, \$ 40.00	(CMBS)	Entercom
WYNF, 94.9, 100 KW @ 1360, AOR	ABC-R, \$ 88.00	(CBS)	CBS
WHVE, 102.5, 100 KW @ 570, JAZZ/NEW AGE/AC	, \$ 46.00	(HNWH)	Susquehanna (SARASOTA)

WDUV - See Sarasota

TOLEDO

Arbitron Rank/Pop (12+): 70/502,300
 MSA Rank/Pop: 31/614,000
 ADI # 64
 Average Person Ratings: 15.4
 Market TSL: 20.5 hours

Stations: 22/12
 Diaries: 1130/445:1/53.0%
 Sample Target: 1010
 % Below Line: 17.5
 % Not Listed: 12.1

1987 Revenue: \$14,400,000
 HH Inc.: \$32,816
 Retail \$: 4.9 Bil
 Pop per Station: 41,853
 #1 Biller: WMHE-F \$3,000,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume
1. WMHE-F (CHR)	34/10.8	11.0	15.4	15.3	13.3	13.1	159/2454	1402/27.9	31.0	35.2	107			WMHE-F
2. WKKO-F (C)	82/10.6	14.4	9.5	10.0	8.5	11.1	128/1354	885/17.6	21.5	17.2	136			WKKO-F
3. WIOT-F (AOR)	30/10.3	9.6	8.8	9.7	10.0	9.6	137/1985	1221/24.3	21.2	21.3	116			WIOT-F
4. WLQR-F (EZ)	63/ 9.1	11.5	9.8	10.2	12.1	9.9	88/1203	822/16.4	13.8	19.4	77			WLQR-F
5. WRQN-F (CHR)	56/ 7.2	5.7	6.3	5.2	5.0	6.1	74/1274	971/19.3	18.5	17.3	50			WRQN-F
WSPD (MOR)	56/ 7.2	6.2	8.3	6.5	7.6	7.1	61/ 948	810/16.1	16.3	18.4	50			WSPD
7. WWMM-F (AC)	48/ 6.2	8.7	6.2	7.9	6.3	7.3	73/1058	788/15.7	18.9	17.8	158			WWMM-F
8. WJR (MOR)	43/ 5.5	4.2	4.0	6.9	7.2	5.2	110/1647	675/13.4	12.3	16.3	71			WJR
9. WVOI (B)	42/ 5.4	3.9	3.2	4.3	3.8	4.2	42/ 380	380/ 7.6	7.0	7.5	124			WVOI
10. CKLW (BB)	33/ 4.3	3.1	3.8	2.7	3.6	3.5	70/ 899	420/ 8.4	7.5	8.5	49			CKLW
11. WTOD (C)	23/ 3.0	4.8	4.8	4.7	3.4	4.3	25/ 489	398/ 7.9	11.2	8.0	77			WTOD
12. WCWA (O)	22/ 2.8	3.4	3.8	2.7	3.2	3.2	29/ 430	354/ 7.0	8.5	8.5	175			WCWA
13.														
14.														
15.														

12+ FM SHARE (METRO): 67.40% (459 of 681) (SUM 87: 66.44%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WRQN-F >>> 1. WIOT-F	1. WIOT-F <	1. WIOT-F <	1. WKKO-F <	1. WKKO-F <	1. WKKO-F <	1. WKKO-F <	1. WMHE-F <	1. WIOT-F <	1. WIOT-F <	1. WSPD >>
2. WMHE-F >	2. WMHE-F >	2. WMHE-F >	2. WIOT-F >	2. WIOT-F >	2. WLQR-F >	2. WMHE-F >	2. WKKO-F >	WMHE-F >	2. WJR >	2. WIOT-F <
3. WIOT-F >	3. WRQN-F >	3. WKKO-F >	3. WMHE-F >	3. WMHE-F >	3. WSPD >	3. WSPD >	3. WIOT-F >	3. WKKO-F >	3. WMHE-F <	3. WVOI <
4.	4. WWMM-F >	4. WWMM-F >	4. WWMM-F >	4. WWMM-F >	4. WJR >	4. WLQR-F >	4. WRQN-F >	4. WRQN-F >	4. WRQN-F <	4. WKKO-F >
5.	5. WKKO-F >	5. WRQN-F >	5. WVOI >	5. WVOI >	5. CKLW >	5. WIOT-F >	5. WWMM-F >	5. WLQR-F >	5. WSPD >	5.
								6. WWMM-F >	6. WVOI >	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WMHE-F >	1. WMHE-F >	1. WMHE-F >	1. WMHE-F >	1. WKKO-F >	1. WIOT-F >>>	1. WIOT-F >>>	1. WIOT-F >>>	1. WIOT-F >	1. WIOT-F >
2. WRQN-F >	2. WIOT-F >	2. WIOT-F >	2. WKKO-F <	2. WMHE-F >	2. WMHE-F >	2. WMHE-F >	2. WKKO-F >	2. WMHE-F >	2. WKKO-F >
3. WIOT-F >>>	3. WWMM-F >	3. WWMM-F >>>	3. WIOT-F >	3. WIOT-F >	3. WVOI >	3. WKKO-F >	3. WMHE-F >	3. WKKO-F >	3. WWMM-F >
4. WWMM-F >	WRQN-F >	4. WKKO-F >	4. WWMM-F >	4. WWMM-F >	4. WRQN-F >	4. WRQN-F >	WWMM-F >	4. WWMM-F >	4. WMHE-F >
WKKO-F >	5. WKKO-F >	5. WRQN-F >	5. WRQN-F >	5. WLQR-F >	5.	5. WWMM-F >	5. WRQN-F >	5. WVOI >	5. WCWA >
			6. WLQR-F >	6. WVOI >		WVOI >			WVOI >
									WJR >

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WOHO	1470	Toledo	.4/2.6
WTWR-F	98.3	Monroe	.4/1.5
CKMR-F	93.9	Windsor	.6/3.6
WHMQ-F	100.5	Findlay	.4/ .9
WHYT-F	96.3	Detroit	.6/1.9
WIOB-F	102.9	Ann Arbor	.4/3.2
WJLB-F	97.9	Detroit	1.0/2.7
WJZZ-F	105.9	Detroit	.5/1.2
WLLZ-F	98.7	Detroit	.5/3.0
WRIF-F	101.1	Detroit	1.4/5.5

RADIO STATIONS

WCWA, 1230, 1 KW	, OLDIES	MBS, CBS, \$ 20.00	(Mc-Guild)	Reams
WOHO, 1470, 1 KW (DA-2)	, AC/OLDIES	, \$ 17.00	(Durpetti)	
WSPD, 1370, 5 KW (DA-N)	, MOR	NBC, \$ 50.00	(Katz)	Commonwealth
WTOD, 1560, 5 KW (DAYS, DA)	, COUNTRY	ABC-I, \$ 31.00	(MMR)	Booth
WVOI, 1520, 1 KW (DA-2)	, BLACK	SBN, \$ 19.00	(Roslin)	
WIOT-F, 104.7, 37 KW @ 655, AOR		Source, \$ 60.00	(Mc-Guild)	Reams
WKKO-F, 99.9, 50 KW @ 500, COUNTRY		ABC-E, \$ 46.00	(MMR)	Booth
WLQR-F, 101.5, 15 KW @ 810, BTFL/EZ		, \$ 50.00	(Katz)	Commonwealth
WMHE-F, 92.5, 50 KW @ 480, CHR		ABC-F, \$ 74.00	(Christal)	Noble
WRQN-F, 93.5, 3 KW @ 300, CHR		, \$ 25.00	(Republic)	
WWMM-F, 105.5, 2.7 KW @ 300, AC		, \$ 43.00	(Durpetti)	

(BOWLING GREEN)

TUCSON

Arbitron Rank/Pop (12+): 65/522,700
 MSA Rank/Pop: 79/626,000
 ADI # 83
 Average Person Ratings: 16.5
 Market TSL: 22.5 hours

Stations: 23/20
 Diaries: 958/546:1/57.0%
 Sample Target: 880
 % Below Line: 3.8
 % Not Listed: 10.7

1987 Revenue: \$16,000,000
 HH Inc.: \$27,740
 Retail \$: 3.7 Bil
 Pop per Station: 26,135
 #1 Biller: KRQQ-F \$2,000,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% Conversion	Birch Share	Birch AQH	Birch Cume
1. KRQQ-F (CHR)	193/22.4	20.5	19.3	15.8	11.2	19.5	230/2093	1772/33.9	34.6	26.0	62			KRQQ-F
2. KIIM-F (C)	88/10.2	11.2	10.4	8.5	11.3	10.1	105/1145	1005/19.2	19.6	19.6	137			KIIM-F
3. KLPX-F (AOR)	76/ 8.8	7.6	8.7	9.2	7.6	8.6	86/ 991	882/16.9	19.2	18.1	125			KLPX-F
4. KWFM-F (AC)	72/ 8.4	9.0	9.2	9.5	11.2	9.0	74/1063	1027/19.6	19.0	23.5	142			KWFM-F
5. KJYK-F (EZ)	71/ 8.2	9.5	10.4	12.6	12.0	10.2	74/ 925	851/16.3	14.9	22.6	70			KJYK-F
6. KNST (N/T)	26/ 3.0	3.7	3.6	4.0	4.3	3.6	26/ 469	409/ 7.8	8.2	10.8	97			KNST
7. KAIR (C)	23/ 2.7	2.4	2.2	2.7	2.6	2.5	23/ 328	328/ 6.3	6.4	8.1	167			KAIR
8. KCUB (C)	21/ 2.4	3.7	3.5	4.2	4.6	3.5	21/ 352	352/ 6.7	8.5	9.1	71			KCUB
9. KAWV-F (J/NA)	19/ 2.2	1.4	.9	---	---	1.1	19/ 314	296/ 5.7	3.7	---	295			KAWV-F
KGVV (BB)	19/ 2.2	1.9	2.8	2.5	3.2	2.4	22/ 181	164/ 3.1	3.9	4.4	0			KGVV
11. KXEW (SP)	18/ 2.1	2.5	2.1	1.8	1.9	2.1	18/ 164	164/ 3.1	4.7	4.0	148			KXEW
12. KTKT (AC)	16/ 1.9	1.2	1.6	1.6	1.7	1.6	22/ 350	283/ 5.4	4.0	5.5	137			KTKT
KQTL (SP)	16/ 1.9	1.4	2.8	.8	3.3	1.7	16/ 133	103/ 2.0	2.5	5.0	89			KQTL
14. KTUC (T)	15/ 1.7	1.8	1.2	2.7	1.5	1.9	15/ 296	296/ 5.7	6.0	4.9	41			KTUC
KVOI (R)	15/ 1.7	.9	1.6	.6	.7	1.2	15/ 147	131/ 2.5	2.2	2.7	141			KVOI
16. KCEE (O)	14/ 1.6	2.2	1.2	1.6	3.1	1.7	24/ 422	254/ 4.9	4.5	7.6	150			KCEE

12+ FM SHARE (METRO): 72.60% (559 of 770) (SUM 87: 66.96%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KRQQ-F>>>1. KRQQ-F>>>1. KRQQ-F>	1. KRQQ-F>	1. KRQQ-F>	1. KIIM-F<	1. KIIM-F<	1. KJYK-F>	1. KRQQ-F>	1. KRQQ-F>	1. KRQQ-F>>>1. KRQQ-F>>>1. KRQQ-F<	1. KRQQ-F>	1. KRQQ-F<
2. 2. KLPX-F>	2. KLPX-F>	2. KLPX-F>	2. KRQQ-F>	2. KRQQ-F>	2. KIIM-F>	2. KIIM-F>	2. KIIM-F>	2. KIIM-F>	2. KIIM-F>	2. KIIM-F>
3. 3. KWFM-F>	3. KIIM-F<	3. KWFM-F>	3. KWFM-F>	3. KWFM-F>	3. KRQQ-F>	3. KWFM-F<	3. KLPX-F<	3. KLPX-F>	3. KLPX-F>	KNST
4. 4. KIIM-F>	4. KWFM-F>	4. KWFM-F>	4. KLPX-F>	4. KLPX-F>	4. KWFM-F>	4. KCPX-F>	4. KJYK-F>	4. KWFM-F>	4. KWFM-F>	4. 4.
5. 5. KUPD-F>	5. 5.	5. 5.	5. 5.	5. 5.	5. KNST	5. KJYK-F>	5. KWFM-F>	5. KJYK-F>	5. KJYK-F>	5. 5.
						6. KNST				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KRQQ-F>>>1. KRQQ-F>>>1. KRQQ-F>	1. KRQQ-F>	1. KRQQ-F>	1. KRQQ-F>>>1. KRQQ-F>	1. KRQQ-F>	1. KRQQ-F>>>1. KRQQ-F>	1. KLPX-F>>>1. KRQQ-F>	1. KLPX-F>>>1. KRQQ-F>	1. KLPX-F>	1. KLPX-F>
2. KLPX-F>	2. KWFM-F>	2. KWFM-F>	2. KWFM-F>	2. KIIM-F>	2. KLPX-F>	2. KLPX-F>>>2. KIIM-F>	2. KLPX-F>>>2. KIIM-F>	2. KIIM-F>	2. KIIM-F>
3. KWFM-F>	3. KLPX-F>	3. KIIM-F>	3. KIIM-F>	3. KWFM-F>	3. KUPD-F>	3. KIIM-F>	3. KRQQ-F>	3. KIIM-F>	3. KWFM-F>
4. KIIM-F>	4. KIIM-F>	4. KXEW>	4. KLPX-F>	4. KJYK-F>	4. KIIM-F>	4. KWFM-F>	4. KWFM-F>	4. KWFM-F>	4. KWFM-F>>>4. KRQQ-F>
5. KUPD-F>	5. KXEW>	5. KLPX-F>	5. 5.	5. KXEW>	5. KWFM-F>	5. KUPD-F>	5. KUPD-F>	5. KAIR>	5. KAIR>
		6. KAWV-F>			6. KFXX-F>	6. KAWV-F>			

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KFXX-F	92.1	Green Valley	1.2/4.7
KMMR	1330	Tucson	1.5/2.9
KXMG-F	98.3	Marana	.3/1.2
KNIX-F	102.5	Phoenix	.2/1.6
KUPD-F	97.9	Tempe	2.9/6.3

RADIO STATIONS

KAIR, 1490, 1 KW (DA-1)	, OLDIES	NBC, \$ 21.00	(Christal)	Duchossois
KCEE, 790, 5 KW/500 W (DA-2)	, OLDIES	SMN, \$ 18.00	(MMR)	American
KCUB, 1290, 1 KW	, COUNTRY	, \$ 36.00	(Katz)	
KGVV, 1080, 1 KW (DAYS)	, NOSTALGIA	APR, \$ 17.00	(---	(GREEN VALLEY)
KJMM, 580, 5 KW/500 W (DA-2)	, NEW AGE/JAZZ	, \$ 14.00	(---	
KMRR, 1330, 2 KW/5 KW (DA-2)	, NOSTALGIA	SMN, \$ 14.00	(Republic)	
KNST, 940, 1 KW/250 W	, TALK/NEWS	MBS,ABC-I, \$ 28.00	(Mc-Guild)	Nationwide
KQTL, 1210, 10 KW/500 W (DA-2)	, HISPANIC	, \$ 16.00	(Caballero)	
KTKT, 990, 10 KW/1 KW (DA-N)	, SOFT AC	UPI,Trans, \$ 17.00	(HNWH)	Lotus
KTUC, 1400, 1 KW	, TALK/NEWS	CBS,CNN, \$ 20.00	(Roslin)	
KTZR, 1450, 1 KW	, AOR	, \$ 15.00	(K & P)	
WVOI, 690, 250 W (DAYS)	, RELIGION	, \$ 10.00	(---	
KXEW, 1600, 1 KW (DA-N)	, HISPANIC	, \$ 21.00	(Lotus)	
KAWV-F, 103.1, .6 KW @ 610, JAZZ/NEW AGE (?)		, \$ 13.00	(Republic)	(ORACLE)
KFXX-F, 92.1, 2 KW @ 445, URBAN/CHR		, \$ 17.00	(K & P)	(GREEN VALLEY)
KIIM-F, 99.5, 96 KW @ 2000, COUNTRY		, \$ 41.00	(Katz)	
KJYK-F, 94.9, 97 KW @ 1952, BTFL/EZ		, \$ 43.00	(Christal)	Duchossois
KLPX-F, 96.1, 93 KW @ 505, AOR		, \$ 34.00	(HNWH)	Lotus
KROQ-F, 93.7, 100 KW @ 2362, CHR		, \$ 60.00	(Mc-Guild)	Nationwide
KWFM-F, 92.9, 93 KW @ 2036, AC		CBS-R, \$ 44.00	(MMR)	American
KXMG-F, 98.3, 3 KW @ 300, HISPANIC		, \$ 14.00	(---	(MARANA)

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TULSA

Arbitron Rank/Pop (12+): 57/643,300

Stations: 20/20
Diaries: 1069/606:1/51.9%
Sample Target: 970
% Below Line: 0
% Not Listed: 8.9

1987 Revenue: \$18,000,000
HH Inc.: \$30,604
Retail \$: 4.7 Bil
Pop per Station: 32,415
#1 Biller: KWEN-F \$2,800,000

MSA Rank/Pop: 67/757,000

ADI # 54

Average Person Ratings: 14.7

Market TSL: 19.5

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% Conversion	25-54	Birch Share	Birch AQH	Birch Cume
1. KMOD-F (AOR)	116/12.2	13.1	12.5	13.8	14.9	12.9	154/1814	1393/21.5	22.1	20.8	98				KMOD-F
2. KRMG (MOR)	96/10.1	9.4	8.7	10.2	9.0	9.6	113/1567	1170/18.0	20.3	20.9	101				KRMG
3. KAYI-F (CHR)	93/ 9.8	10.4	10.1	9.0	10.2	9.8	155/1844	1284/19.8	21.8	21.1	59				KAYI-F
4. KBEZ-F (EZ)	86/ 9.1	3.2	3.8	7.8	7.9	8.5	154/1548	1045/16.1	16.3	15.6	76				KBEZ-F
KWEN-F (C)	86/ 9.1	12.1	12.9	12.8	10.3	11.7	117/1561	1117/17.2	22.6	21.9	135				KWEN-F
5. KVOO (C)	82/ 8.6	9.7	8.4	7.4	9.1	8.5	116/1570	1009/15.6	14.8	17.9	83				KVOO
7. KMYZ-F (CHR)	53/ 5.6	6.1	5.7	4.4	3.6	5.5	82/1574	1082/16.7	17.1	13.6	77				KMYZ-F
8. KRAV-F (AC)	48/ 5.1	5.6	6.7	6.8	5.7	6.1	56/ 939	742/11.4	15.2	16.6	135				KRAV-F
9. KVOO-F (C)	42/ 4.4	2.3	1.3	1.4	1.8	2.4	54/ 946	596/ 9.2	7.0	6.0	89				KVOO-F
10. KQMJ-F (AC)	38/ 4.0	3.0	2.6	3.2	2.2	3.2	56/ 846	660/10.2	8.0	7.9	168				KQMJ-F
11. KVL T-F (AC)	34/ 3.6	2.7	2.9	3.7	4.1	3.2	47/ 915	659/10.2	8.5	9.2	133				KVL T-F
12. KTFX-F (C)	30/ 3.2	3.2	4.7	4.7	5.2	4.0	59/ 832	488/ 7.5	10.9	11.5	116				KTFX-F
13. KCMA-F (CL)	16/ 1.7	1.0	1.2	.9	1.6	1.2	17/ 184	169/ 2.6	2.9	3.2	112				KCMA-F
14.															
15.															

12+ FM SHARE (METRO): 75.49% (653 of 865) (SUM 87: 65.16%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MIO	12+ PMD	12+ EVE	OVERNIGHT
1. KAYI-F>>>1. KMOD-F>>>1. KMOD-F>	1. KMOD-F>	1. KMOD-F>	1. KMOD-F>	1. KWEN-F<	1. KBEZ-F<	1. KRMG	1. KBEZ-F	1. KMOD-F>	1. KAYI-F<	1. KRMG
2. KMOD-F	2. KAYI-F	2. KWEN-F	2. KWEN-F	2. KMOD-F	2. KRMG	2. KWEN-F	2. KAYI-F	2. KMOD-F	2. KMOD-F>	2. KVOO <
3. KMYZ-F+	3. KMYZ-F+	3. KAYI-F	3. KRMG	3. KRMG	3. KVOO	3. KVOO	3. KWEN-F<	3. KWEN-F	3. KWEN-F	3. KWEN-F
4.	4. KWEN-F	4. KQMJ-F	4. KQMJ-F	4. KVOO	4. KWEN-F	4. KMOD-F	4. KRMG-F<	4. KRMG	4. KRMG	4.
5.	5. KRAV-F	5. KMYZ-F+	5. KRAV-F	5. KBEZ-F	5.	5. KBEZ-F	5. KVOO	5. KBEZ-F	5. KWEN-F	5.
	6. KQMJ-F	6. KRAV-F	6. KAYI-F<	6. KRAV-F<		6. KAYI-F	6. KAYI-F	6. KVOO	6. KBEZ-F	
	7. KVOO-F	7. KQMJ-F	7. KBEZ-F	7. KQMJ-F				7. KMYZ-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KMOD-F>	1. KMOD-F>	1. KQMJ-F	1. KWEN-F	1. KWEN-F	1. KMOD-F>>>1. KMOD-F>>>1. KMOD-F>>>1. KMOD-F>>>1. KMOD-F>	1. KMOD-F>>>1. KMOD-F>>>1. KMOD-F>>>1. KMOD-F>>>1. KMOD-F>	1. KMOD-F>>>1. KMOD-F>>>1. KMOD-F>>>1. KMOD-F>>>1. KMOD-F>	1. KMOD-F>>>1. KMOD-F>>>1. KMOD-F>>>1. KMOD-F>>>1. KMOD-F>	1. KMOD-F>>>1. KMOD-F>>>1. KMOD-F>>>1. KMOD-F>>>1. KMOD-F>
2. KMYZ-F+	2. KAYI-F<	2. KRAV-F	2. KMOD-F	2. KQMJ-F	2. KAYI-F	2. KAYI-F	2. KRMG >	2. KWEN-F	2. KRMG
3. KVOO-F	3. KMYZ-F+	3. KMOD-F	3. KAYI-F	3. KAYI-F	3. KMYZ-F+>3. KRMG	3. KWEN-F	3. KWEN-F	3. KRMG	3. KWEN-F
4. KAYI-F	4. KRAV-F	4. KWEN-F	4. KMYZ-F+	4. KBEZ-F	4. KWEN-F>	4. KAYI-F	4. KAYI-F	4. KAYI-F	4. KVOO
5.	5. KWEN-F	5. KAYI-F	5. KQMJ-F	5. KRAV-F<	5. KTFX-F	5. KMYZ-F+	5. KRAV-F	5. KMYZ-F+	5. KVL T-F
	6. KQMJ-F	6. KMYZ-F+	6. KRAV-F	6. KRMG			6. KVL T-F	6. KVOO	6. KBEZ-F
	7. KVOO-F	7. KTFX-F							7. KRAV-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAKC	1300	Tulsa	.5/2.5
KCFO	970	Tulsa	.9/2.5
KGTO	1050	Tulsa	.4/1.1
KWPR	1270	Claremore	.5/1.0
KXOJ	1550	Sapulpa	1.2/2.5
KXOJ-F	100.9	Sapulpa	1.2/3.0

RADIO STATIONS

KAKC, 1300, 5 KW/1 KW (DA-2)	, OLDIES	, \$ 15.00 (HNWH)	Clear Channel
KCFO, 970, 2.5 KW/1 KW (DA-2)	, RELIGION	, \$ 12.00 (---)	Salem
KGTO, 1050, 1 KW (DAYS,DA)	, OLDIES	US 1, \$ 15.00 (Torbet)	
KRMG, 740, 50 KW/25 KW (DA-2)	, MOR	ABC-1, \$ 54.00 (Katz)	New City
KSKS, 1430, 5 KW (DA-N)	, COUNTRY	, \$ 16.00 (Durpetti)	Federated
KVOO, 1170, 50 KW (DA-N)	, COUNTRY	CNN, \$ 52.00 (Mc-Guild)	
KAYI-F, 106.9, 100 KW @ 1010, CHR		ABC-F, \$ 68.00 (Katz)	Narragansett (MUSKOGEE)
KBEZ-F, 92.9, 100 KW @ 680, BTFL/EZ		ABC-D, \$ 53.00 (Republic)	ML Partners
KCMA-F, 92.1, 3 KW @ 300, CLASSICAL		, \$ 21.00 (CMBS)	
KMOD-F, 97.5, 100 KW @ 1330, AOR		, \$ 62.00 (HNWH)	Clear Channel
KQMJ-F, 99.5, 100 KW @ 984, AC		, \$ 30.00 (Christal)	Swanson
KRAV-F, 96.5, 100 KW @ 1329, AC		, \$ 58.00 (Torbet)	
KTFX-F, 103.3, 100 KW @ 1280, COUNTRY		, \$ 42.00 (MMR)	
KUSO-F, 98.5, 100 KW @ 650, COUNTRY		, \$ 26.00 (Mc-Guild)	
KWEN-F, 95.5, 100 KW @ 1328, COUNTRY		APR, \$ 77.00 (Katz)	New City
KMYZ-F, 104.5, 78 KW @ 1300, CHR		ABC-R, \$ 31.00 (Eastman)	Shamrock-Lynett (PRYOR)
KVL T-F, 106.1, 100 KW @ 1315, AC		, \$ 32.00 (Durpetti)	Federated (OWASSO)

American Radio Summer 1988 Supplement, Copyright 1988

WASHINGTON, DC

Arbitron Rank/Pop (12+): 9/3,006,900
 MSA Rank/Pop: 7/3,580,000
 ADI # 9
 Average Person Ratings: 17.2
 Market TSL: 22.75 hours

Stations: 33/31
 Diaries: 2050/1467:1/49.6%
 Sample Target: 2050
 % Below Line: 2.8
 % Not Listed: 11.4

1987 Revenue: \$126,000,000
 HH Inc.: \$46,665
 Retail \$: 28.6 Bil
 Pop per Station: 96,997
 #1 Biller: WMAL \$14,000,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% Conversion	Birch Share	Birch AQH	Birch Cume
1. WMZQ A/F (C)	395/7.6	7.3	5.7	7.3	5.4	7.0	457/5261	4299/14.3	15.5	11.8	121			WMZQ A/F
2. WGAY-F (EZ)	311/6.0	6.6	8.1	7.4	6.7	7.0	338/3986	3507/11.7	14.7	13.6	77			WGAY-F
3. WWDC-F (AOR)	296/5.7	5.1	5.1	5.6	4.7	5.4	405/6625	4658/15.5	16.8	12.9	104			WWDC-F
4. WKYS-F (B/U)	234/5.5	6.4	6.2	6.5	5.1	6.2	300/3981	3631/12.1	12.8	12.8	111			WKYS-F
5. WPGC A/F (U/CHR)	269/5.2	5.8	4.7	5.1	4.5	5.2	328/4687	3870/12.9	13.2	11.5	75			WPGC A/F
6. WAVA-F (CHR)	268/5.2	4.8	5.2	4.5	6.1	4.9	307/5470	4627/15.4	16.8	18.6	73			WAVA-F
7. WHUR-F (B/U)	268/5.2	5.3	5.2	5.0	5.3	5.2	289/4139	3694/12.3	12.4	14.2	108			WHUR-F
8. WMAL (MOR)	246/4.7	5.3	6.2	6.5	6.6	5.7	270/3942	3650/12.1	14.3	14.2	79			WMAL
9. WCXR-F (AOR)	236/4.6	3.9	3.4	4.0	3.8	4.0	274/4640	4104/13.6	12.7	11.2	104			WCXR-F
10. WRQX-F (CHR)	227/4.4	3.8	3.8	4.3	4.8	4.1	284/5174	3919/13.0	13.5	15.3	73			WRQX-F
11. WTOP (N)	212/4.1	3.8	4.4	4.7	4.3	4.3	240/5234	4550/15.1	15.4	13.8	95			WTOP
12. WWRC (T)	199/3.8	2.4	2.3	2.3	2.1	2.7	212/2350	2178/ 7.2	6.7	5.7	66			WWRC
13. WXTR-F (O)	167/3.2	3.2	2.7	2.3	3.0	2.9	217/3561	3007/10.0	11.3	9.0	150			WXTR-F
14. WLTT-F (AC)	156/3.0	3.1	3.6	3.4	3.0	3.3	168/3313	3036/10.1	10.7	9.5	140			WLTT-F
15. WDJY-F (B/U)	129/2.5	3.4	3.9	3.6	5.7	3.4	144/2640	2365/ 7.9	9.1	10.9	56			WDJY-F
16. WGMS A/F (CL)	126/2.4	3.1	3.3	2.7	2.3	2.9	134/2418	2259/ 7.5	8.4	7.5	96			WGMS A/F
17. WASH-F (AC)	125/2.4	3.0	2.5	2.9	2.6	2.7	147/3047	2595/ 8.6	7.9	8.3	150			WASH-F
18. WBMW-F (AOR)	124/2.4	1.5	1.7	1.7	1.3	1.8	129/2305	2171/ 7.2	4.5	5.4	158			WBMW-F
19. WOL (B)	122/2.4	2.2	1.5	1.7	1.5	2.0	122/1187	1161/ 3.9	2.9	4.2	108			WOL
20. WHFS-F (A)	73/1.4	1.6	1.7	.9	1.5	1.4	102/1506	1141/ 3.8	4.4	3.9	129			WHFS-F

12+ FM SHARE (METRO): 79.07% (3630 of 4591) (SUM 87: 78.11%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WRQX-F	1. WWDC-F	1. WMZQ-F+	1. WMZQ-F+	1. WMZQ-F+	>1. WGAY-F	1. WMZQ-F+	<1. WMZQ-F+	1. WMZQ-F+	1. WHUR-F	1. WWRC
2. WAVA-F	2. WCXR-F	2. WWDC-F	2. WWDC-F	2. WKYS-F	2. WMZQ-F+	2. WMAL	2. WGAY-F	2. WGAY-F	2. WKYS-F	2. WMZQ-F
3. WPGC-F+	3. WKYS-F	3. WKYS-F	3. WKYS-F	3. WWDC-F	3. WMAL	3. WTOP	3. WWDC-F	3. WWDC-F	3. WRQX-F	3. WTOP
4. WDJY-F	4. WPGC-F+	<4. WHUR-F	4. WHUR-F	4. WHUR-F	4. WTOP	4. WWDC-F	4. WPGC-F+	4. WPGC-F+	4. WWRC	4. WKYS-F
5. WWDC-F	5. WHUR-F	5. WCXR-F	5. WCXR-F	5. WCXR-F	5. WGMS-F+	5. WKYS-F	5. WAVA-F	5. WAVA-F	5. WPGC-F+	5. WHUR-F
6. WMZQ-F+	6. WAVA-F	6. WPGC-F+	6. WXTR-F	6. WXTR-F	6. WWRC	6. WAVA-F	6. WCXR-F	6. WCXR-F	6. WMZQ-F+	6. WMZQ-F
7. WMZQ-F+	7. WAVA-F	7. WLTT-F	7. WLTT-F	7. WLTT-F	7. WKYS-F	7. WGAY-F	7. WHUR-F	7. WHUR-F	7. WMAL	7. WAVA-F
8. WLTT-F	8. WLTT-F	8. WAVA-F	8. WAVA-F	8. WLTT-F	8. WHUR-F	8. WPGC-F+	8. WLTT-F	8. WRQX-F	8. WGAY-F	8. WLTT-F
9. WRQX-F	9. WXTR-F	9. WPGC-F+	9. WPGC-F+	9. WPGC-F	9. WXTR-F	9. WCXR-F	9. WKYS-F	9. WKYS-F	9. WWDC-F	9. WRQX-F
10. WMZQ-F+	10. WXTR-F	10. WRQX-F	10. WBMW-F	10. WAVA-F	10. WASH-F	10. WWRC	10. WLTT-F	10. WLTT-F	10. WCXR-F	10. WXTR-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WAVA-F	1. WKYS-F	1. WKYS-F	1. WKYS-F	1. WMZQ-F+	1. WWDC-F	1. WWDC-F	1. WWDC-F	1. WWDC-F	1. WMZQ-F+
2. WPGC-F+	2. WAVA-F	2. WCXR-F	2. WMZQ-F+	2. WKYS-F	2. WPGC-F+	2. WCXR-F	2. WCXR-F	2. WMZQ-F+	2. WWDC-F
3. WHUR-F	3. WHUR-F	3. WAVA-F	3. WHUR-F	3. WHUR-F	3. WKYS-F	3. WPGC-F+	3. WHUR-F	3. WCXR-F	3. WHUR-F
4. WKYS-F	4. WCXR-F	4. WHUR-F	4. WAVA-F	4. WLTT-F	4. WLXR-F	4. WHUR-F	4. WMZQ-F+	4. WKYS-F	4. WCXR-F
5. WRQX-F	5. WPGC-F+	5. WLTT-F	5. WPGC-F+	5. WGAY-F	5. WAVA-F	5. WKYS-F	5. WPGC-F+	5. WHUR-F	5. WXTR-F
6. WCXR-F	6. WLTT-F	6. WPGC-F+	6. WLTT-F	6. WXTR-F	6. WHUR-F	6. WMZQ-F+	6. WAVA-F	6. WPGC-F	6. WKYS-F
7. WLTT-F	7. WMZQ-F+	7. WMZQ-F+	7. WRQX-F	7. WASH-F	7. WMZQ-F+	7. WAVA-F	7. WKYS-F	7. WAVA-F	7. WGAY-F
8. WDJY-F	8. WWDC-F	8. WXTR-F	8. WCXR-F	8. WCXR-F	8. WDJY-F	8. WRQX-F	8. WXTR-F	8. WXTR-F	8. WBMW-F
9. WWDC-F	9. WRQX-F	9. WWDC-F	9. WASH-F	9. WAVA-F	9. WRQX-F	9. WHFS-F	9. WBMW-F	9. WTOP	9. WPGC-F
10. WMZQ-F+	10. WXTR-F	10. WBMW-F	10. WWDC-F	10. WMAL	10. WRQX-F	10. WHFS-F	10. WHFS-F	10. WBMW-F	10. WAVA-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCPT	730	Alexandria	.5/1.5
WFRE-F	99.9	Frederick	.4/.9
WMJR-F	107.7	Warrenton	.3/.9
WMMJ-F	102.3	Bethesda	.7/3.4
WUST	1120	Washington	.3/1.1
WWDC	1260	Washington	.9/2.3
WYCB	1340	Washington	1.0/2.8
WZYQ-F	103.9	Braddock Heights	.3/1.4
WFLS-F	93.3	Fredericksburg	.6/1.2
WFSI-F	107.9	Annapolis	.3/1.0
WGRX-F	100.7	Westminster	.4/1.0
WIYY-F	97.9	Baltimore	.4/1.7
WLIF-F	101.9	Baltimore	.4/.9
WPOC-F	93.1	Baltimore	.3/1.3

RADIO STATIONS

AM STATIONS

WCPT, 730,	5 KW/20 W (DA-1)	, BLACK	SMN, \$ NA	(Mc-Guild)	Legacy
WDCT, 1310,	5 KW/500 W (DA-2)	, RELIGION	, \$ 34.00	(---	
WFAX, 1220,	5 KW (DAYS)	, RELIGION	, \$ 20.00	(---	
WMAL, 630,	5 KW (DA-2)	, MOR	ABC-I, \$200.00	(Katz)	Cap Cities/ABC
WMDO, 1540,	5 KW (DAYS)	, HISPANIC	, \$ 45.00	(Lotus)	Lotus
WNTR, 1050,	1 KW/500 W	, TALK	, \$ 30.00	(---	
WOL, 1450,	1 KW	, BLACK	NBN, \$ 47.00	(K & P)	
WTOP, 1500,	50 KW (DA-2)	, NEWS	MBS, CBS, \$175.00	(HNWH)	Outlet
WUST, 1120,	1 KW (DAYS)	, GOSPEL	NBN, \$ 25.00	(---	
WWDC, 1260,	5 KW (DA-2)	, NOSTALGIA	US 2, \$ 51.00	(Christal)	
WWRC, 980,	5 KW (DA-N)	, TALK	MBS, NBC, \$ 78.00	(MMR)	Greater Media
WYCB, 1340,	1 KW	, GOSPEL	SBN, \$ 41.00	(---	

FM STATIONS

WASH, 97.1,	23 KW @ 690,	SOFT AC	Trans, \$ 88.00	(HNWH)	Outlet
WAVA, 105.1,	50 KW @ 500,	CHR	, \$160.00	(HNWH)	Emmis
WJFK, 106.7,	23 KW @ 731,	CLASSIC ROCK	ABC-R, \$ 85.00	(Torbet)	Infinity
WCXR, 105.9,	50 KW @ 500,	CLASSIC ROCK	, \$135.00	(Mc-Guild)	Legacy
WDJY, 100.3,	40 KW @ 333,	BLACK	APR, \$ 80.00	(Mc-Guild)	United
WGAY, 99.5,	21 KW @ 780,	BTFL/EZ	, \$210.00	(MMR)	Greater Media
WGMS, 103.5,	47 KW @ 510,	CLASSICAL	MBS, \$150.00	(Republic)	RKO
WHUR, 96.3,	24 KW @ 669,	BLACK	, \$106.00	(Durpetti)	Howard University
WKYS, 93.9,	50 KW @ 485,	BLACK/URBAN	, \$206.00	(Eastman)	NBC to Albimar
WLTT, 94.7,	21 KW @ 780,	AC	, \$168.00	(CBS)	CBS
WMMJ, 102.3,	1 KW @ 480,	? ?	, \$ 51.00	(K & P)	
WMZQ, 98.7,	50 KW @ 490,	COUNTRY	, \$209.00	(Christal)	Viacom
WPGC, 95.5,	50 KW @ 500,	URBAN/CHR	, \$125.00	(Banner)	Cook Inlet
WRQX, 107.3,	50 KW @ 410,	CHR	ABC-C, \$146.00	(Katz)	Cap Cities/ABC
WWDC, 101.1,	23 KW @ 760,	AOR	US 1, \$203.00	(Christal)	
WXTR, 104.1,	50 KW @ 500,	OLDIEA	, \$ 76.00	(Mc-Guild)	Ragan Henry
WHFS, 99.1,	47 KW @ 390,	AOR	APR, MBS, \$ 54.00	(Republic)	Duchoissois
					(LA PLATA)
					(ANNAPOLIS)

WEST PALM BEACH

Arbitron Rank/Pop (12+): 50/684,500
 MSA Rank/Pop: 65/784,000
 ADI # 53
 Average Person Ratings: 17.5
 Market TSL: 23.5 hours

Stations: 31/15
 Diaries: 925/740:1/39.0%
 Sample Target: 940
 % Below Line: 32.5
 % Not Listed: 12.7

1987 Revenue: \$18,500,000
 HH Inc.: \$36,567
 Retail \$: 6.7 Bil
 Pop per Station: 45,633
 #1 Biller: WRMF-F \$5,000,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% Conversion	Birch Share	Birch AQH	Birch Cume
1. WEAT A/F (EZ)	149/12.4	12.0	14.6	12.9	14.3	13.0	255/2634	1483/21.7	22.5	22.9	35			WEAT A/F
2. WJNO (N/T)	114/ 9.5	5.7	7.9	5.9	5.4	7.3	129/1171	1012/14.8	11.8	10.3	73			WJNO
3. WRMF-F (AC)	106/ 8.8	7.0	8.4	8.9	7.8	8.3	158/1850	1215/17.8	16.3	15.7	182			WRMF-F
4. WIRK-F (C)	60/ 5.0	3.8	6.2	5.2	7.3	5.1	62/ 686	631/ 9.2	8.7	11.2	122			WIRK-F
WNJY-F (BE)	50/ 5.0	4.1	6.1	4.6	4.8	5.0	64/ 683	529/ 7.7	9.0	9.4	20			WNJY-F
5. WKGR-F (AOR)	43/ 4.0	2.9	1.8	2.6	2.9	2.8	56/ 946	653/ 9.5	8.7	7.4	148			WKGR-F
7. WOVV-F (CHR)	41/ 3.4	4.9	2.3	1.6	---	3.1	72/1120	841/12.3	10.6	---	79			WOVV-F
8. WHYI-F (CHR)	37/ 3.1	4.4	3.1	5.1	5.7	3.9	150/2715	867/12.7	13.4	14.4	142			WHYI-F
9. WNGS-F (AC)	34/ 2.8	3.0	3.1	2.6	3.5	2.9	34/ 492	492/ 7.2	6.7	6.8	163			WNGS-F
10. WPOW-F (CHR/U)	32/ 2.7	2.3	2.4	3.1	1.7	2.6	137/1736	451/ 6.6	6.8	6.6	48			WPOW-F
11. WMXJ-F (O)	30/ 2.5	3.4	3.7	3.7	2.8	3.3	156/2093	559/ 3.2	9.3	7.3	192			WMXJ-F
12. WPBR (T)	29/ 2.4	1.2	2.1	2.0	1.2	1.9	29/ 479	479/ 7.0	3.9	3.5	46			WPBR
13. WGTR-F (AOR)	27/ 2.3	2.4	3.2	1.8	1.6	2.4	157/1916	408/ 5.0	4.6	4.8	165			WGTR-F
WHQT-F (J/CHR)	27/ 2.3	3.1	2.9	1.8	3.7	2.5	78/1720	517/ 7.6	8.7	8.5	35			WHQT-F
WSHE-F (AOR)	27/ 2.3	3.2	1.4	2.1	3.8	2.3	91/1714	538/ 7.9	6.5	9.2	135			WSHE-F
WZTA-F (AOR)	27/ 2.3	1.5	1.4	1.5	.8	1.7	96/1436	408/ 6.0	4.1	3.1	191			WZTA-F

12+ FM SHARE (METRO): 75.14% (786 of 1046) (SUM 87: 76.76%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WHQT-F >	1. WRMF-F >	1. WRMF-F >	1. WRMF-F >	1. WRMF-F >	1. WEAT-F >	1. WJNO	1. WEAT-F >	1. WEAT-F >	1. WJNO	1. WJNO >
2. WPOW-F	2. WKGR-F	2. WKGR-F >	2. WKGR-F	2. WJNO	2. WJNO >	2. WEAT-F >	2. WRMF-F	2. WRMF-F	2. WEAT-F >	2. WPBR
3. WOVV-F	3. WOVV-F	3. WJNO	3. WJNO	3. WIRK-F	3. WJNO >	3. WRMF-F >	3. WJNO	3. WJNO >	3. WRMF-F	3. WPOM
4. WHYI-F	4. WGTR-F <	4. WOVV-F	4. WMXJ-F	4. WKGR-F	4. WIRK-F	4. WNJY-F <	4. WNJY-F	4. WIRK-F	4. WHQT-F	4. WEAT-F
5. WYFX	5. WZTA-F	WHYI-F	5. WHYI-F	5. WEAT-F	5. WRMF-F	5. WIRK-F	5. WKGR-F	5. WKGR-F	5. WOVV-F	5.
6. WPOW-F	6. WPOW-F		WZTA-F	WNGS-F						
7. WSHE-F	7. WSHE-F			WHYI-F						
				WZTA-F						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WOVV-F	1. WRMF-F >	1. WRMF-F >	1. WRMF-F >	1. WRMF-F >	1. WKGR-F	1. WKGR-F	1. WRMF-F	1. WRMF-F	1. WRMF-F >
2. WRMF-F >	2. WOVV-F >	2. WHYI-F	2. WOVV-F	2. WEAT-F >	2. WPOW-F >	2. WRMF-F	2. WZTA-F	2. WKGR-F	2. WJNO
3. WPBR	3. WHYI-F	3. WOVV-F	3. WHYI-F	WNGS-F	3. WOVV-F	3. WZTA-F	3. WGTR-F	3. WJNO	3. WIRK-F
4. WJNO	4. WKGR-F	4. WKGR-F	4. WNGS-F	WHYI-F	4. WSHE-F	4. WGTR-F	4. WKGR-F	4. WZTA-F	4. WKGR-F
WGTR-F	5. WGTR-F	5. WAXY-F	WMXJ-F	WMXJ-F	5. WHQT-F	5. WPOW-F	5. WJNO	5. WGTR-F	5. WZTA-F
					WKIS-F	6. WSHE-F	WSHE-F	WSHE-F	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDBF	1420	Delray Beach	1.3/3.0	WJQY-F	106.7	Fort Lauderdale	.4/2.9
WPSG	1290	West Palm Beach	.4/1.2	WKIS-F	99.9	Boca Raton	1.7/4.3
WPOM	1600	Riviera Beach	1.8/4.3	WLVE-F	93.9	Miami Beach	1.5/4.3
WSBR	740	Boca Raton	.7/3.2	WLYF-F	101.5	Miami	1.7/5.5
WYFX	1040	Boynton Beach	1.3/3.9	WNWS	790	South Miami	1.3/4.0
				WTMI-F	93.1	Miami	.8/3.5
WAXY-F	105.9	Fort Lauderdale	1.7/5.5				
WINZ	940	Miami	.3/1.6				
WIOD	610	Miami	1.8/4.7				

RADIO STATIONS

WDBF, 1420,	5 KW/500 W (DA-1)	, NOSTALGIA	CBS, \$ 12.00	(Dora)		
WJNO, 1230,	1 KW	, NEWS/TALK	CBS, ABC-E, \$ 53.00	(Banner)	Fairbanks	
WPBR, 1340,	1 KW	, TALK	MBS, CNN, \$ 23.00	(Savalli)		
WPOM, 1600,	1 KW (DA-1)	, BLACK	ABC-D, \$ 31.00	(Republic)		
WYFX, 1040,	10 KW/i KW (DA-2)	, BLACK	SBN, \$ 17.00	(---		
WEAT-F, 104.3,	56 KW @ 1250,	BTFL/EZ		\$ 72.00	(Katz)	Taylor
WIRK-F, 107.9,	100 KW @ 400,	COUNTRY		\$ 56.00	(HNWH)	Price
WKGR-F, 98.7,	100 KW @ 1500,	AOR		\$ 44.00	(HNWH)	(FORT PIERCE)
WNGS-F, 92.1,	2 KW @ 378,	AC		\$ 30.00	(Eastman)	
WNJY-F, 94.3,	1 KW @ 480,	NOSTALGIA		\$ 36.00	(Republic)	Lappin
WRMF-F, 97.9,	100 KW @ 1350,	AC		\$101.00	(Banner)	Fairbanks

WILKES BARRE - SCRANTON

Arbitron Rank/Pop (12+): 56/625,400

Stations: 36/26
Diaries: 1025/610:1/55.9%
Sample Target: 1000
% Below Line: 8.8
% Not Listed: 11.8

1987 Revenue: \$13,600,000
HH Inc.: \$27,627
Retail \$: 4.4 Bil
Pop per Station: 24,054
#1 Biller: WKRZ A/F \$2,300,000

MSA Rank/Pop: 69/734,000

ADI # 51

Average Person Ratings: 16.4

Market TSL: 22.25 hours

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WKRZ-F (CHR)	151/14.7	12.3	13.9	11.5	10.6	13.1	184/2438	2036/32.6	30.5	29.0	107				WKRZ-F
2. WEZX-F (AOR)	93/ 9.0	9.7	6.9	10.8	8.0	9.1	97/ 977	931/14.9	14.3	13.3	119				WEZX-F
3. WARM (MOR)	74/ 7.2	7.2	5.2	6.4	7.2	6.5	91/1192	1009/16.1	17.8	18.5	61				WARM
4. WWSH-F (EZ)	53/ 5.2	4.3	3.1	4.7	5.2	4.3	73/ 804	621/ 9.9	9.2	9.0	73				WWSH-F
5. WTLQ-F (CHR)	51/ 5.0	3.2	3.9	5.5	6.2	4.4	51/ 907	893/14.3	11.2	16.7	76				WTLQ-F
6. WNAK (BB)	50/ 4.9	5.3	7.3	4.3	6.4	5.5	50/ 555	555/ 8.9	8.7	9.0	47				WNAK
7. WGBI-F (AC)	49/ 4.8	5.9	4.6	6.3	6.2	5.4	61/1005	823/13.2	11.8	17.3	140				WGBI-F
8. WMGS-F (AC)	46/ 4.5	6.4	5.0	4.7	4.7	5.2	48/ 808	740/11.8	12.6	12.8	127				WMGS-F
9. WEJL (BB)	29/ 2.8	2.6	5.9	4.8	5.1	4.0	30/ 449	424/ 6.8	6.2	7.1	36				WEJL
10. WARD (T)	27/ 2.6	2.0	1.5	2.5	1.5	2.2	27/ 322	322/ 5.1	4.3	4.1	31				WARD
11. WBAX (BB)	22/ 2.1	1.3	4.1	1.2	2.0	2.2	22/ 283	270/ 4.3	3.5	5.3	48				WBAX
12. WICK (EZ)	21/ 2.0	1.6	1.2	1.1	1.6	1.5	21/ 264	264/ 4.2	3.3	3.4	20				WICK
WQQQ-F (CHR)	21/ 2.0	1.1	1.2	.6	1.6	1.2	30/ 449	229/ 3.7	3.7	3.1	105				WQQQ-F
14. WHLM-F (CHR)	18/ 1.8	2.9	2.8	3.0	2.6	2.6	34/ 496	260/ 4.2	5.8	5.6	128				WHLM-F
WILK (MOR)	18/ 1.8	1.8	1.4	2.7	2.3	1.9	20/ 377	338/ 5.4	7.7	7.5	128				WILK

12+ FM SHARE (METRO): 66.81% (606 of 907) (SUM 87: 63.56%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WKRZ-F>>>1. WKRZ-F	1. WKRZ-F>>>1. WKRZ-F	1. WKRZ-F>>>1. WKRZ-F	1. WKRZ-F>>>1. WKRZ-F	1. WKRZ-F>>>1. WKRZ-F	1. WARM	1. WKRZ-F<	1. WKRZ-F>	1. WKRZ-F>	1. WKRZ-F>	1. WKRZ-F<
2. WTLQ-F>>>2. WEZX-F>>>2. WEZX-F>>>2. WEZX-F>	2. WEZX-F>>>2. WEZX-F>>>2. WEZX-F>	2. WEZX-F>>>2. WEZX-F>>>2. WEZX-F>	2. WEZX-F>>>2. WEZX-F>>>2. WEZX-F>	2. WEZX-F>>>2. WEZX-F>>>2. WEZX-F>	2. WWSH-F	2. WARM	2. WEZX-F	2. WEZX-F>	2. WEZX-F>	2. WARM
3. WQQQ-F>>>3. WTLQ-F	3. WGBI-F	3. WGBI-F	3. WGBI-F	3. WGBI-F	3. WNAK	3. WEZX-F>	3. WWSH-F	3. WWSH-F	3. WTLQ-F	3.
4. WEZX-F	4. WGBI-F	4. WMGS-F	4. WMGS-F	4. WMGS-F	4. WKRZ-F	4. WNAK	4. WMGS-F	4. WARM	4. WARM	4.
5.	5. WMGS-F	WTLQ-F	5. WARM	5.	5.	5. WGBI-F	5. WARM <	5. WTLQ-F	5.	5.
						6. WMGS-F	6. WGBI-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WKRZ-F>>>1. WKRZ-F>>>1. WKRZ-F>>>1. WKRZ-F>>>1. WKRZ-F>>>	1. WKRZ-F>>>1. WKRZ-F>>>1. WKRZ-F>>>1. WKRZ-F>>>1. WKRZ-F>>>	1. WKRZ-F>>>1. WKRZ-F>>>1. WKRZ-F>>>1. WKRZ-F>>>1. WKRZ-F>>>	1. WKRZ-F>>>1. WKRZ-F>>>1. WKRZ-F>>>1. WKRZ-F>>>1. WKRZ-F>>>	1. WKRZ-F>>>1. WKRZ-F>>>1. WKRZ-F>>>1. WKRZ-F>>>1. WKRZ-F>>>	1. WKRZ-F	1. WEZX-F	1. WEZX-F>>>1. WEZX-F	1. WKRZ-F>>>2. WKRZ-F>>>2. WKRZ-F>>>	1. WEZX-F
2. WEZX-F>	2. WEZX-F>	2. WMGS-F	2. WEZX-F	2. WGBI-F	2. WEZX-F>>>2. WKRZ-F>>>2. WKRZ-F>>>	2. WWSH-F	2. WWSH-F	2. WWSH-F	2. WTLQ-F
3. WTLQ-F>>>3. WTLQ-F	3. WGBI-F	3. WMGS-F	3. WGBI-F	3. WMGS-F>	3. WTLQ-F	3. WNAK	3. WGBI-F	3. WGBI-F	3. WARM
4. WMGS-F	4. WMGS-F	4. WEZX-F	4. WGBI-F	4. WEZX-F	4.	4. WTLQ-F	4. WMGS-F	4. WARM	4. WGBI-F
5.	5. WGBI-F	5. WTLQ-F	5. WTLQ-F	WWSH-F	5.	5.	5.	5. WTLQ-F	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAZL 1550 Pittston	.8/2.3	WABC 770 New York	.6/1.5
WCNR 930 Bloomsburg	.6/2.0	WAEB-F 104.1 Allentown	.6/1.6
WEAY-F 92.1 Naticoke	1.7/4.5	WFMZ-F 100.7 Allentown	.6/1.3
WEMR 1460 Tunkhannock	.5/1.1	WILQ-F 105.1 Williamsport	1.0/2.4
WGBI 910 Scranton	1.4/5.8	WKSJ-F 102.7 Williamsport	.6/1.2
WHCM 550 Bloomsburg	.5/1.6	WXTU-F 92.5 Philadelphia	.7/1.5
WPLJ 1340 Wilkes-Barre	.5/1.2	WYSP-F 94.1 Philadelphia	.5/1.4
WQEQ-F 103.1 Freeland	1.0/2.5	WZZO-F 95.1 Bethlehem	.8/3.6
WSBG-F 93.5 Stroudsburg	1.6/3.6		
WSCB 1320 Scranton	1.1/4.1		
WSDG-F 94.3 Carbondale	1.3/2.7		
WWLD-F 104.9 Scranton	1.5/4.4		

RADIO STATIONS

WARD, 1550, 10 KW/500 W (DA-2)	, TALK	APR, ABC-T, \$ 12.00	(Savalli)	
WARM, 590, 5 KW (DA-2)	, MOR	NBC, \$ 50.00	(Eastman)	Susquehanna
WBAX, 1240, 1 KW	, NOSTALGIA	CNN, \$ 17.00	(---)	
WEJL, 630, 500 W	, NOSTALGIA	ABC-I, \$ 20.00	(Christal)	Shamrock-Lynett
WGBI, 910, 1 KW/500 W	, COUNTRY	CBS, \$ 15.00	(Torbet)	
WICK, 1400, 1 KW	, BTFL/EZ	ABC-D, \$ 14.00	(K & P)	
WILK, 980, 5 KW/1 KW (DA-2)	, MOR/TALK	MBS, ABC-E, \$ 18.00	(Mc-Guild)	
WNAK, 730, 1 KW/36 W (DA-1)	, NOSTALGIA	NBC, \$ 26.00	(---)	
WPLJ, 1340, 1 KW	, COUNTRY	, \$ 13.00	(Katz)	Osborn
WEZX-F, 107.1, 125 W @ 1270, AOR		ABC-R, \$ 35.00	(Christal)	Shamrock-Lynett
WGBI-F, 101.3, 7 KW @ 1110, AC		CBS-R, \$ 30.00	(Torbet)	
WKRZ-F, 98.5, 8 KW @ 1172, CHR		, \$ 60.00	(Katz)	Osborn
WMGS-F, 92.9, 9 KW @ 1060, AC		, \$ 35.00	(Eastman)	Susquehanna
WTLQ-F, 102.3, 3 KW @ 71, CHR		ABC-C, \$ 22.00	(Mc-Guild)	(PITTSTON)
WWDL-F, 104.9, 1.6 KW @ 1093, SOFT AC		ABC-D, \$ 16.00	(K & P)	
WHLM-F, 106.5, 37 KW @ 597, AC		US 2, \$ 17.00	(Banner)	(BLOOMSBURG)
WWSH-F, 97.9, 24 KW @ 660, BTFL/EZ		, \$ 20.00	(---)	(HAZLETON)

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YORK

Arbitron Rank/Pop (12+): 104/332,500

Stations: 25/10
Diaries: 756/427:1/59.7%
Sample Target: 730
% Below Line: 37.3
% Not Listed: 10.4

1987 Revenue: \$11,000,000
HH Inc.: \$31,680
Retail \$: 2.1 Bil
Pop per Station: 33,250
#1 Biller: WSBA-F \$2,800,000

MSA Rank/Pop: 114/400,000

ADI # 45 (w/Harrisburg & Lancaster)

Average Person Ratings: 15.9

Market TSL: 21.0 hours

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume
1. WQXA-F (CHR)	70/13.2	8.0	8.3	10.1	12.0	9.9	117/1825	850/25.6	24.2	27.7	94			WQXA-F
2. WARM-F (AC)	55/10.4	8.6	10.2	12.1	9.5	10.3	115/1520	670/20.2	18.7	18.7	145			WARM-F
3. WYCR-F (CHR)	49/ 9.2	11.0	8.2	7.2	6.1	8.9	67/1201	689/20.7	24.4	17.0	76			WYCR-F
4. WRKZ-F (C)	45/ 8.5	11.5	8.7	9.6	10.0	9.6	156/1571	534/16.1	19.7	18.3	122			WRKZ-F
5. WSBA (MOR)	41/ 7.7	10.6	7.8	7.2	6.4	8.3	54/ 834	639/19.2	18.3	15.4	78			WSBA
6. WNCE-F (EZ)	34/ 6.4	8.4	8.3	7.4	7.7	7.6	170/1731	435/13.1	13.7	13.8	105			WNCE-F
7. WGTY-F (C)	25/ 4.7	2.1	5.9	5.5	3.0	4.6	26/ 315	266/ 8.0	6.8	6.1	115			WGTY-F
8. WGRX-F (AOR)	24/ 4.5	5.6	3.2	3.9	3.8	4.3	38/ 590	294/ 8.8	9.7	6.8	104			WGRX-F
9. WHTF-F (AOR)	24/ 4.5	4.4	4.0	2.4	5.2	3.8	60/1000	319/ 9.6	9.8	7.6	111			WHTF-F
10. WHVR (MOR)	15/ 2.8	.7	.9	1.7	.7	1.5	17/ 207	194/ 5.8	3.7	3.7	25			WHVR
11.														
12.														
13.														
14.														
15.														

12+ FM SHARE (METRO): 81.47% (387 of 475) (SUM 87: 81.52%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WYCR-F	1. WQXA-F	1. WQXA-F	1. WARM-F	1. WARM-F	1. WSBA	1. WQXA-F	1. WARM-F	1. WARM-F	1. WQXA-F	1. WQSA-F
2. WQXA-F	>2. WARM-F	>2. WARM-F	>2. WQXA-F	>2. WQXA-F	WRKZ-F	2. WARM-F	2. WQXA-F	2. WQXA-F	2. WYCR-F	2. WSBA
3. WGRX-F	3. WYCR-F	3. WYCR-F	3. WRKZ-F	3. WRKZ-F	3. WNCE-F	3. WSBA	>3. WNCE-F	3. WYCR-F	3. WRKZ-F	WRKZ-F
4.	4. WGRX-F	4. WRKZ-F	4. WYCR-F	4. WYCR-F	4. WARM-F	4. WYCR-F	4. WYCR-F	4. WRKZ-F	4. WARM-F	4.
5.	5. WHTF-F	5. WHTF-F	5. WSBA	5. WNCE-F	5. WQXA-F	5. WRKZ-F	5. WRKZ-F	5. WSBA	5. WGTY-F	5.
				6. WSBA		6. WNCE-F			WSBA	
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WQXA-F	>>1. WARM-F	1. WARM-F	>>1. WARM-F	1. WARM-F		1. WQXA-F	1. WQXA-F	1. WQXA-F	1. WQXA-F	1. WARM-F
2. WYCR-F	2. WQXA-F	2. WQXA-F	2. WQXA-F	>2. WQXA-F		2. WYCR-F	2. WYCR-F	2. WARM-F	2. WARM-F	2. WSBA
3. WARM-F	>3. WYCR-F	3. WGTY-F	3. WYCR-F	3. WRKZ-F		3. WHTF-F	WGRX-F	3. WGRX-F	3. WHTF-F	3. WRKZ-F
4. WGRX-F	4. WGRX-F	WYCR-F	4. WRKZ-F	4. WNCE-F		4. WNNK-F	4. WARM-F	4. WHTF-F	WYCR-F	4. WHTF-F
5.	5. WRKZ-F	WNCE-F	5. WSBA	5. WYCR-F		WGRX-F	WHTF-F	WYCR-F	5. WGRX-F	5. WYCR-F
		WRKZ-F	WNCE-F	6. WSBA				6. WGTY-F	6. WRKZ-F	
		WGRX-F								

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGET	1320	Gettysburg	.9/3.0
WOYK	1350	York	2.3/3.4
WXKU	1250	York	.4/2.1
WCMB	1460	Harrisburg	.8/2.4
WDAC-F	94.5	Lancaster	1.1/3.4
WHP	580	Harrisburg	.8/2.2
WIMX-F	99.3	Harrisburg	.9/1.8
WIOV-F	105.1	Ephrata	1.3/2.7
WLAN-F	96.9	Lancaster	.9/6.0
WNNK-F	104.1	Harrisburg	2.1/7.4
WTPA-F	93.5	Mechanicsburg	1.1/4.3
WBAL	1090	Baltimore	.9/2.4
WFRE-F	99.9	Frederick	1.3/2.8
WPOC-F	93.1	Baltimore	1.7/4.2
WWMF-F	104.7	Hagerstown	.9/2.2

RADIO STATIONS

WOYK, 1350,	5 KW/1 KW (DA-2)	, NOSTALGIA	MBS, \$ 14.00	(Republic)	
WSBA, 910,	5 KW/1 KW (DA-2)	, MOR	, \$ 49.00	(Eastman)	Susquehanna
WXKU, 1250,	1 KW (DAYS)	, COUNTRY	ABC-I, \$ 13.00	(Katz)	
WARM-F, 103.3,	6 KW @ 1310, AC		, \$ 60.00	(Eastman)	Susquehanna
WHTF-F, 92.7,	3 KW @ 300, AOR		Source, \$ 36.00	(Banner)	
WGTY-F, 107.7,	10 KW @ 350, COUNTRY		MBS, \$ 19.00	(---	(GETTYSBURG)
WQXA-F, 105.7,	50 KW @ 500, CHR		ABC-C, \$ 56.00	(Katz)	
WYCR-F, 98.5,	11 KW @ 930, CHR		, \$ 30.00	(HNWH)	

Other ranked stations - See Harrisburg, Lancaster or Baltimore

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YOUNGSTOWN

Arbitron Rank/Pop (12+): 31/426,600
 MSA Rank/Pop: 96/514,000
 ADI # 88
 Average Person Ratings: 16.9
 Market TSL: 22.5 hours

Stations: 26/14
 Diaries: 873/489:1/56.1%
 Sample Target: 850
 % Below Line: 13.2
 % Not Listed: 10.8

1987 Revenue: \$10,900,000
 HH Inc.: \$31,666
 Retail \$: 3.1 Bil
 Pop per Station: 30,471
 #1 Biller: WHOT A/F \$2,700,000

12+ METRO	1/4/SHARE	SPG 88	WIN 88	FAL 87	SUM 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	SUM 87	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume
1. WHOT-F (CHR)	96/13.3	15.5	16.0	15.6	18.2	15.1	153/2253	1398/32.8	33.9	37.3	109			WHOT-F
2. WNCB-F (AOR)	68/ 9.4	3.5	---	---	---	3.2	90/ 844	673/15.9	7.4	---	99			WNCB-F
3. WKBN (MOR)	65/ 9.0	9.2	11.8	9.3	9.0	9.8	80/1098	843/19.9	20.4	21.1	58			WKBN
4. WQXK-F (C)	59/ 8.2	10.9	7.8	8.6	7.6	8.9	105/1215	702/16.5	17.6	15.5	113			WQXK-F
5. WKBN-F (EZ)	56/ 7.8	9.3	10.6	8.6	8.3	9.1	88/1313	757/17.7	19.8	20.1	71			WKBN-F
6. WBBG-F (AC)	55/ 7.6	2.0	2.7	3.5	2.6	4.0	59/ 743	649/15.2	6.3	5.4	170			WBBG-F
7. WYFM-F (AC)	52/ 7.2	9.8	10.1	9.0	11.5	9.0	121/1513	805/18.9	22.1	22.9	153			WYFM-F
8. WBBW (T)	38/ 5.3	5.5	5.5	5.7	6.6	5.5	46/ 685	596/14.0	12.3	15.4	30			WBBW
9. WFMJ (BB)	23/ 3.2	3.2	1.8	3.4	3.2	2.9	29/ 556	445/10.4	9.8	11.5	59			WFMJ
10. WMGZ-F (CHR)	13/ 2.5	5.3	3.9	4.2	3.2	4.0	30/ 640	399/ 9.4	14.1	11.2	64			WMGZ-F
11. WRRO (MOR)	12/ 1.7	1.5	1.8	2.6	2.9	1.9	12/ 253	253/ 5.9	4.1	7.8	129			WRRO
12.														
13.														
14.														
15.														

12+ FM SHARE (METRO): 74.84% (482 of 644) (SUM 87: 69.56%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WHOT-F >>> 1. WNCB-F	1. WHOT-F	1. WBBG-F	1. WHOT-F	1. WBBG-F	1. WKBN	1. WHOT-F	1. WHOT-F <	1. WHOT-F	1. WKBN	1. WQXK-F
2. WMGZ-F > 2. WBBG-F	2. WNCB-F	2. WBBG-F	2. WHOT-F	2. WBBG-F	2. WKBN-F	2. WKBN >	2. WKBN	2. WNCB-F	2. WHOT-F	2. WKBN
3. WNCB-F > 3. WBBG-F	3. WBBG-F	3. WBBG-F	3. WYFM-F	3. WYFM-F	3. WQXK-F	3. WYFM-F <	3. WNCB-F	3. WKBN-F	3. WNCB-F	3. WFMJ <
4. WBBG-F	4. WYFM-F	4. WYFM-F >	4. WNCB-F	4. WNCB-F	4. WBBW	4. WBBW	4. WBBG-F	4. WQXK-F	4. WQXK-F >	4. WNCB-F
5.	5.	5. WQXK-F	5. WQXK-F	5. WQXK-F	5. WHOT-F	5. WBBG-F	5. WYFM-F	5. WBBG-F	5. WFMJ	5. WKBN-F
					6. WBBG-F	6. WKBN-F	6. WKBN-F <	6. WYFM-F	6. WBBG-F	
					7. WQXK-F	7. WQXK-F	7. WQXK-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WHOT-F >>> 1. WHOT-F >>> 1. WHOT-F >	1. WHOT-F >	1. WHOT-F >	1. WHOT-F >	1. WHOT-F >	1. WNCB-F >>> 1. WNCB-F >>> 1. WNCB-F >>> 1. WNCB-F >	1. WNCB-F >>> 1. WNCB-F >>> 1. WNCB-F >>> 1. WNCB-F >	1. WNCB-F >>> 1. WNCB-F >>> 1. WNCB-F >>> 1. WNCB-F >	1. WNCB-F >	1. WNCB-F >
2. WNCB-F >	2. WBBG-F	2. WBBG-F	2. WYFM-F	2. WYFM-F	2. WHOT-F >	2. WHOT-F >	2. WHOT-F >	2. WBBG-F	2. WBBG-F >
3. WMGZ-F	3. WYFM-F	3. WYFM-F >>> 3. WBBG-F >	3. WBBG-F >	3. WBBG-F	3. WMS-F	3. WBBG-F	3. WBBG-F	3. WHOT-F	3. WHOT-F
4. WYFM-F	4. WNCB-F	4. WQXK-F	4. WQXK-F	4. WQXK-F	4. WQXK-F	4. WYFM-F	4. WYFM-F	4. WYFM-F	4. WQXK-F
5. WQXK-F	5. WMGZ-F	5. WNCB-F	5. WNCB-F	5. WKBN-F	5. WBBG-F	5. WQXK-F	5. WQXK-F	5. WQXK-F	5. WYFM-F
	WQXK-F	WNCB-F	6. WKBN	6. WKBN	6. WKBN-F	6. WKBN-F	6. WKBN-F	6. WBBG-F	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGFT	1500	Youngstown	.4/2.8
WHOT	1330	Campbell	1.4/4.0
WWIZ-F	103.9	Mercer	.6/2.4
WDJQ-F	92.5	Alliance	.6/2.5
WDOK-F	102.1	Cleveland	.8/1.7
WDVE-F	102.5	Pittsburg	1.2/4.2
WHBC-F	94.1	Canton	.7/1.3
WMMS-F	100.7	Cleveland	1.5/2.6
WONE-F	97.5	Akron	.8/3.7
WPHR-F	107.9	Cleveland	1.5/7.9
WRMR-F	850	Cleveland	.4/1.1
WRQK-F	106.9	Canton	.7/1.2
WTOF-F	98.1	Canton	.8/3.1
WWWE	1100	Cleveland	1.1/4.5

RADIO STATIONS

WBBW, 1240, 1 KW	, TALK	ABC-T, ABC-E, \$ 30.00	(Christal)	Hartstone-Dickstein
WFMJ, 1390, 5 KW (DA-N)	, NOSTALGIA	NBC, \$ 19.00	(Unirep)	
WHOT, 1330, 500 W/1 KW (DA-2)	, CHR	, \$ NA	(Eastman)	Myron Jones
WKBN, 570, 5 KW (DA-N)	, MOR	CBS, \$ 39.00	(Katz)	
WRRO, 1440, 5 KW (DA-N)	, MOR	ABC-I, \$ 14.00	(Regional)	(WARREN)
WHOT-F, 101.1, 16 KW @ 710, CHR		, \$ 65.00	(Eastman)	Myron Jones
WKBN-F, 98.9, 5 KW @ 1370, BTF/L/EZ		, \$ 48.00	(Katz)	
WMGZ-F, 95.9, 3 KW @ 165, CHR		, \$ 23.00	(K & P)	(SHARPSVILLE, PA)
WQOD-F, 93.3, 50 KW @ 280, SOFT AC		MBS, \$ 25.00	(Christal)	Hartstone-Dickstein
WQXK-F, 105.1, 88 KW @ 430, COUNTRY		ABC-D, \$ 40.00	(Mc-Guild)	Lincoln
WYFM-F, 102.9, 26 KW @ 455, AC		ABC-C, \$ 38.00	(Durpetti)	Regional
WNCB-F, 106.1, 3 KW @ 300, AOR		, \$ NA	(---)	(SHARON, PA) (NILES)

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