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AMERICAN RADIO  
SPRING 1989 REPORT

(Arbitron Rating Period: 30 March 1989 - 21 June 1989)

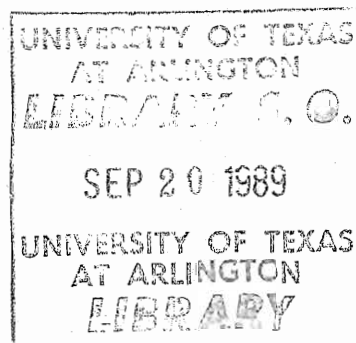
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AUGUST 1989

VOLUME XIV, NUMBER 1  
ISSN 0738-8675



## INTRODUCTION

This is the 15th year American Radio has been published. Your support of this work is sincerely appreciated. Please feel free to make comments or suggestions at any time. I can be reached at the following address:

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Any corrections made by Arbitron to earlier published reports are included if they are received by 20 August, 1989.

Work on this edition was completed on August 30, 1989. Mailing will begin on September 5, 1989. If your copy is defective in any way, let me know and I will promptly mail another copy to you.

## NOTE AND COMMENTS

### "AMERICAN RADIO" FINALLY COMPUTERIZES . . . STEPS INTO 20TH CENTURY . . . JUST IN TIME FOR THE 21ST CENTURY

Believe it or not, this issue of American Radio was almost completely done on our new computer system. Yes, after 15 years of doing the book on yellow legal pads I, along with Beth Barnhorst and Patti Mallender, processed this issue electronically. It has not been an easy transition for me. There have been several bugs that we had to overcome, but I believe this will eventually allow us to issue an improved product. I also believe that we will get the books out sooner even though this issue is two or three days later than last year's.

You may find a few typos or weird things in this issue. I think we will be able to work these out of the system.

### GROUP RANKINGS

We were not able to complete the group rankings in time to put them in this edition. The group rankings were the only section for which we did not have a program completed. We will be sending out the entire group rankings during September to all of you, so please look for it.

### FM SHARE

After a one year hiatus the FM share of audience once again is growing. As of the Spring of 1989 the FM share was 73.438%. In the Spring of 1988 that share was 71.376%.

### LEADING STATIONS BY FORMAT

	<u>1/4 HOUR AVERAGE</u>	<u>METRO SHARE</u>
CHR/TOP 40	WHTZ-F New York	KTRS-F Casper
AOR/CLASSIC	WNEW-F New York	KQWB-F Fargo
AC/SOFT ROCK/OLDIES	WLTW-F New York	KCIX-F Boise
BTFL MUSIC/EZ	WPAT AF New York	WDUV-F Sarasota
BLACK/URBAN	WRKS-F New York	WEAS-F Savannah
COUNTRY	WYNY-F New York	WIVK AF Knoxville
NEWS/TALK	WINS New York	KMOX St. Louis
MOR/VARIETY	WJR Detroit	WJBC Bloomington
NOSTALGIA	WNEW New York	WEYZ Erie
HISPANIC	WSKQ-F New York	KGBT Mc-Allen
RELIGION/GOSPEL	WWRC New York	WDAC-F Lancaster
CLASSICAL	WNCN-F New York	KING-F Seattle
JAZZ/NAC	WQCD-F New York	KQPT-F Sacramento

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CLASSICAL	WNCN-F New York	KING-F Seattle
JAZZ/NAC	WQCD-F New York	KQPT-F Sacramento

### LEADING STATIONS

WHTZ-F in New York was once again the most-listened-to station in the U.S. (1/4 Hr. Avg.) Stations in the top 100 making impressive gains include WLTW, WCBS-F, KOST, WNSR, KQLZ, WFAN, WQCD, WVAZ, WYTZ, WNEW, WHQT, WDAI, WKQX, KILT, KTWV, WAPW, KODJ, WSB-F, WIOQ, KFI, WSHH.

### ACHIEVEMENT AWARDS

In the past I have chosen the recipients of my "Achievement Awards" after the Spring books were issued. I have decided to publish these awards in the Fall edition of American Radio. I am doing this for two reasons:

A. I will have latest year revenue figures in and that will help me with my choices.

B. I do not want my choices to influence the voting for the NAB's brand new "Marconi" awards. Also I do not want my little awards to get lost in the shuffle. So look for them in February.

### OTHER LEADERS

12+ Metro Share:	KTRS-F Casper
12+ TSA Cume:	WINS New York
Metro Cume Rating:	KTRS-F Casper
FM Market Share:	Lancaster, PA (94.57%)

### FORMAT CODES

CHR	- Contemporary Hit Radio, Top 40, Contemporary
AC	- Adult Contemporary
O	- Oldies (1955 to 1987)
B	- Black (audience predominantly Black -- over 75%)
U	- Urban (majority of audience is non-white although a relatively large segment is white)
EZ	- Easy Listening, Beautiful Music
AOR	- Album Oriented Rock, also includes Classic Rock
CL	- Classical
C	- Country
T	- Talk
N	- News
SP	- Hispanic/Spanish
BB	- Big Band, Nostalgia
M	- Middle of the Road (MOR), Full Service, Variety
J/NA	- Jazz, New Age
R	- Religion, Christian, Christian Music
G	- Gospel
E	- Ethnic
??	- Others or Unknown

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SECTION B: INDIVIDUAL MARKET REPORTS

B1-B4 Definitions, Clarifications and Explanations

Individual Market Reports for these markets in alphabetical order:

Akron	Denver	Manchester	San Francisco
Albany-Schenectady	Des Moines	McAllen-Brownsville	San Jose
Albuquerque	Detroit	Melbourne-Titus-Cocoa	Sarasota-Bradenton
Allen-Bethlehem	Duluth	Memphis	Savannah
Altoona	El Paso	Miami-Ft. Lauderdale	Seattle-Tacoma
Amarillo	Erie	Milwaukee	Shreveport
Anchorage	Eugene	Minneapolis-St. Paul	Sioux Falls
Ann Arbor	Evansville	Mobile	South Bend
Appleton-Oshkosh	Fargo	Modesto	Spokane
Asheville	Fayetteville, NC	Montgomery	Springfield, MA
Atlanta	Flint	Nashville	Springfield, MO
Atlantic City	Ft. Wayne	Nassau-Suffolk	Steubenville
Augusta, GA	Fresno	New Haven	Stockton
Austin	Grand Rapids	New Orleans	Syracuse
Bakersfield	Green Bay	New York	Tallahassee
Baltimore	Greensboro-WS	Norfolk	Tampa-St. Pete
Baton Rouge	Greenville, NC	Oklahoma City	Terre Haute
Beaumont	Greenville-Spart	Omaha	Toledo
Billings	Harrisburg	Orlando	Topeka
Binghamton	Hartford	Oxnard-Ventura	Tucson
Birmingham	Honolulu	Pensacola	Tulsa
Bloomington, IL	Houston	Peoria	Utica-Rome
Boise	Huntington, WV	Philadelphia	Waco
Boston	Huntsville	Phoenix	Washington
Bridgeport	Indianapolis	Pittsburgh	Waterloo-CF
Buffalo	Jackson, MS	Portland, ME	West Palm Beach
Canton	Jacksonville	Portland, OR	Wheeling
Casper	John City-Kingsport	Portsmouth-Dover, NH	Wichita
Cedar Rapids	Johnstown	Providence	Wilkes Barre/Scranton
Charleston, SC	Kalamazoo	Pueblo	Wilmington, DE
Charleston, WV	Kansas City	Raleigh	Wilmington, NC
Charlotte	Knoxville	Reno	Worcester
Chattanooga	Lafayette, LA	Richmond	York
Chicago	Lakeland	Riverside-San Bern	Youngstown
Cincinnati	Lancaster	Roanoke-Lynchburg	
Cleveland	Lansing	Rochester	
Colorado Springs	Las Vegas	Rockford	
Columbia	Lexington	Sacramento	
Columbus, GA	Lincoln	Saginaw-Bay City-Midland	
Columbus, OH	Little Rock	St. Louis	
Corpus Christi	Los Angeles	Salisbury-OC, MD	
Dallas-Ft. Worth	Louisville	Salinas-Seaside	
Davenport-Moline	Lubbock	Salt Lake City	
Dayton	Macon	San Antonio	
Daytona Beach	Madison	San Diego	



METRO SHARE LEADERS AND MAJOR SHARE CHANGES

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

The period covered for the share changes is Spring 1988 to Spring 1989. I am convinced that year-to-year comparisons are more accurate and valid than "last book" comparisons.

MARKET	12+ LEADER/FORMAT	LARGEST SHARE GAINER	LARGEST SHARE LOSER
Akron	WKDD-F, 9.1, CHR	WPHR-F, +4.2, CHR	WMMS-F, -3.9, AOR
Albany-Schenectedy-Troy	WPYX-F, 10.2, AOR	WGNA-F, +4.1, C	WFLY-F, -2.3, CHR
Albuquerque	KRST-F, 13.3, C	KRST-F, +6.2, C	KFMG-AF, -5.2, AOR
Allentown-Bethlehem	WLEV-F, 13.5, AC	WAEB-F, +1.8, CHR	WKAP, -2.5, BB
Altoona	WPRR-F, 14.9, CHR	WVAM, +2.4, C	WFBG, -10.1, MOR
Amarillo	KQIZ-F, 14.8, CHR	KQIZ-F, +6.2, CHR	KDJW-AF, -7.3, C
Anchorage	KPXR-F, 11.8, CHR	KEAG-F, +6.4, AC	KGOT-F, -5.8, CHR
Ann Arbor	WJR, 12.0, MOR	WQRS-F, +2.0, CL	WRIF-F, -4.5, AOR
Appleton-Oshkosh	WAPL-F, 16.0, AOR	WAGV-F, +4.5, CHR	WYNE, -4.6, C
Asheville	WWNC, 19.6, C	WMYI-F, +9.4, AC	WWNC, -22.2, C
Atlanta	WVEE-F, 9.9, B	WAPW-F, +3.6, CHR	WKLS-F, -4.1, AOR
Atlantic City	WAYV-F, 14.4, AC	WMGM-F, +3.5, CHR	WMID, -3.2, BB
Augusta	WBBQ-AF, 25.3, CHR	WRXR-F, +4.5, AOR	WBBQ-F, -2.8, CHR
Austin	KASE-F, 13.4, C	KGSR-F, +2.4, J/NA	KOKE, -2.9, EZ
Bakersfield	KUZZ-AF, 18.4, C	KKXX-F, +12.2, CHR	KUZZ-AF, -8.5, C
Baltimore	WBAL, 9.6, N/T	WMMX-F, +2.0, AC	WFBR, -2.5, AC
Baton Rouge	WYNK-AF, 14.8, C	WIYY-F, +2.0, AOR	WYNK-AF, -3.5, C
Beaumont	KHYS-F, 12.6, B	KHOM-F, +4.2, AC	
Billings	KZLS-F, 15.8, CHR	WNDC, +4.2, REL	KZZB-F, -4.5, CHR
		KAYD-F, +3.8, C	KGHL, -13.4, C
		KOHZ-F, +8.8, EZ	
Binghamton	WAAL-F, 19.5, CHR	WKGB-F, +6.0, AOR	WAAL-F, -3.6, CHR
Birmingham	WZZK-AF, 18.7, C	WZRR-F, +4.4, AOR	WMJJ-F, -3.4, AC
Bloomington	WJBC, 26.1, MOR	WSWT-F, +2.9, EZ	WJBC, -3.9, MOR
Boise	KCIX-F, 19.6, AC	KLCI-F, +5.6, AOR	KFXD, -5.9, REL
Boston	WXKS-F, 7.7, CHR	WJIB-F, +1.4, EZ	WBOS-F, -2.0, AOR
Bridgeport	WEZN-F, 16.6, AC	WEZN-F, +2.7, AC	WICC, -7.1, MOR
Buffalo-Niagara Falls	WJYE-F, 11.2, EZ	WGR -F, +5.1, AOR	WHTT-F, -3.5, AC
Canton	WHBC-F, 14.7, EZ	WONE-F, +2.3, AOR	WRQK-F, -2.2, AOR
Casper	KTRS-F, 48.9, ?	KTRS-F, +11.3, ?	KVOC, -8.7, C
Cedar Rapids	KHAK-AF, 17.3, C	KRNA-F, +2.2, AOR	KQCR-F, -5.2, CHR
Charleston, SC	WEZL-F, 11.2, C	WMGL-F, +3.4, B	WKQB-F, -2.9, CHR
Charleston, WV	WQBE-F, 19.4, C	WBES-F, +6.6, EZ	WVNS-F, -5.2, AC
Charlotte	WSOC-F, 14.4, C	WPEG-F, +2.3, B	WWMG-F, -2.2, AC
Chattanooga	WSKZ-F, 19.2, CHR	WSGC-F, +3.6, AC	WYVY-F, -4.0, B
Chicago	WGN, 9.1, N/T	WVAZ-F, +1.7, B	WGCT-F, -3.0, B
Cincinnati	WLW, 12.0, MOR	WOPX-F, +3.0, AC	WEBN-F, -3.4, AOR
Cleveland	WMMS-F, 10.7, AOR	WDOK-F, +1.9, AC	WWWE, -3.6, N/T
Colorado Springs	KVUU-F, 9.8, AC	KATM-F, +7.5, CHR	KIKX-F, -9.2, CHR
Columbia, SC	WDM-F, 15.7, B	WTQB-F, +2.0, AC	WDM-F, -3.2, B
Columbus, GA	WGSY-F, 15.3, AC	WAGH-F, +7.6, B	WNKS-F, -5.8, CHR
Columbus, OH	WNCI-F, 16.0, CHR	WNCI-F, +4.6, CHR	WTVN, -3.1, MOR
Corpus Christi	KZFM-F, 13.0, CHR	KEYS, +4.1, AC	KLTG-F, -4.3, AC
Dallas-Ft. Worth	KVIL-AF, 8.6, AC	KMEZ-F, +2.5, EZ	KKDA-F, -2.1, B
Davenport-Ri-Moline	WPXR-F, 16.4, CHR	WPXR-F, +6.1, CHR	KUUL-F, -4.5, AC
Dayton	WTUE-F, 9.2, AOR	WAZU-F, +6.5, AOR	WHKO-F, -4.4, C
Daytona Beach	WWLV-F, 13.6, EZ	WJHM-F, +7.2, B	WIDZ-F, -3.6, AOR
Denver	KBCO-AF, 8.2, AOR	KBCO-AF, +2.3, AOR	KBPI-F, -2.7, AOR
Des Moines	KGGO-F, 17.0, AOR	KJFY-F, +7.1, C	KSO, -5.7, C
Detroit	WJR, 9.9, MOR	WLTJ-F, +1.1, AC	CKLW, -1.4, BB
Duluth	KZIO-F, 9.7, CHR	WAKX-F, +5.8, AC	WAVC-F, -7.5, C
El Paso	KPRR-F, 14.4, CHR	KTSM-F, +1.8, EZ	KEZB-AF, -4.1, CHR
			KEZB-F, -4.1, CHR
Erie	WJET-F, 24.5, CHR	WRIE, +3.7, AC	WCCK-F, -9.2, AOR
Eugene	KUGN-F, 16.6, C	KUGN-F, +3.1, C	KSND-F, -3.5, CHR
Evansville	WSTO-F, 22.1, CHR	WGBF-F, +5.7, AOR	WSTO-F, -9.4, CHR
Fargo	KQWB-F, 18.5, AOR	KQWB-F, +3.6, AOR	KVOC, -3.1, C
Fayetteville, NC	WKML-F, 17.8, C	WKML-F, +7.7, C	WDKS-F, -6.3, B
Flint	WCRZ-F, 14.9, AC	WFLT, +2.6, REL	WIOG-F, -5.9, CHR
Fort Wayne	WMEE-F, 23.4, CHR	WBYY-F, +9.6, AC	WEZV-F, -4.0, EZ
Fresno	KOJY-F, 8.8, EZ	KBOS-F, +2.4, CHR	KMGX-F, -3.9, CHR
Grand Rapids	WOOD-F, 11.4, EZ	WOOD-F, +4.3, EZ	WKLQ-F, -7.4, CHR
Green Bay	WIXX-F, 25.3, CHR	WAPL-F, +3.4, AOR	WDUZ, -3.6, MOR
Greensboro-WS	WTQR-F, 15.9, C	WJMH-F, +6.5, B	WKRR-F, -4.1, AOR
Greenville, NC	WIKS-F, 16.9, B	WHITE-F, +3.2, ?	WIKS-F, -7.6, B
Greenville-Spartanburg	WANS-F, 10.4, CHR	WMYI-F, +5.8, AC	WESC-F, -3.4, C
Harrisburg	WNNK-F, 19.0, CHR	WNCE-F, +2.4, EZ	WNNK-F, -2.7, CHR
Hartford	WTIC, 15.9, MOR	WYFZ-F, +5.4, C	WTIC, -3.2, MOR
Honolulu	KMQM-AF, 13.6, CHR	KUMU-AF, +3.2, EZ	KSSK, -3.3, MOR

MARKET	12+ LEADER/FORMAT	LARGEST SHARE GAINER	LARGEST SHARE LOSER
Houston	KMJQ-F, 9.1, B	KILT-F, +1.5, C	KRBE-F, -2.9, CHR
Huntington, WV	WTCR-AF, 29.6, C	WTCR-F, +5.2, C	WKEE-F, -8.8, CHR
Huntsville	WDRM-AF, 22.4, C	WDRM-AF, +7.2, C	WBHP, -4.2, C
Indianapolis	WFBQ-F, 15.6, AOR	WDRM-F, +7.2, C	WZPL-F, -2.5, CHR
Jackson	WJMI-F, 16.6, B	WKLR-F, +4.2, AC	WOAD, -5.0, REL
Jacksonville	WAPE-AF, 14.1, CHR	WMJW-F, +5.4, AC	WAPE-F, -4.6, CHR
John City-Kingsport	WQUT-F, 20.6, CHR	WEJZ-F, +2.9, AC	WQUT-F, -4.6, CHR
Johnstown	WGLU-F, 13.9, CHR	WKPT, +2.1, EZ	WBXQ-F, -5.1, AC
Kalamazoo	WKFR-F, 19.4, CHR	WGLU-F, +10.0, CHR	WNWN-F, -4.4, C
Kansas City	WDAF, 15.5, C	WRKR-F, +15.6, AOR	KYYS-F, -4.4, AOR
		KXXR-F, +5.6, AOR	
Knoxville	WIVK-AF, 34.2, C	WMYU-F, +5.0, AC	WIMZ-AF, -4.8, AOR
			WIMZ-F, -4.8, AOR
Lafayette, LA	KSMB-F, 18.6, CHR	WYNK-AF, +5.4, C	KSMB-F, -8.1, CHR
		WYNK-F, +5.4, C	
Lakeland	WPCV-F, 14.1, C	WFLZ-F, +3.3, AC	WRBQ-AF, -4.5, CHR
			WRBQ-F, -4.5, CHR
Lancaster	WLAN-F, 12.3, CHR	WDAC-F, +1.4, REL	WNCE-F, -2.2, EZ
Lansing	WITL-F, 17.5, C	WITL-F, +2.0, C	WVIC-F, -5.4, CHR
		WFMK-F, +2.0, AC	
Las Vegas	KFMS-AF, 11.3, C	KUDA-F, +4.7, AC	KYRK-F, -2.7, CHR
Lexington	WVLK-F, 19.9, C	WCKU-F, +9.1, B	WLFX-F, -8.3, CHR
Lincoln	KFRX-F, 12.7, CHR	KTGL-F, +6.8, AOR	KEZG-F, -5.1, AC
Little Rock	KSSN-F, 20.7, C	KIPR-F, +7.2, B	KZOU-F, -4.8, CHR
Los Angeles	KPWR-F, 7.1, CHR	KQLZ-F, +1.9, CHR	KTNQ, -1.7, SP
Louisville	WAMZ-F, 16.3, C	WLOU, +3.9, B	WHAS, -3.2, MOR
Lubbock	KLLL-F, 18.9, C	KZII-F, +6.4, CHR	KRLB-F, -15.6, CHR
Macon	WDEN-AF, 20.9, C	WDEN-AF, +6.0, C	WAYS-F, -12.5, CHR
Madison	WZEE-F, 17.1, CHR	WOLX-F, +5.0, AC	WHIT, -3.1, AC
Manchester	WGIR-F, 11.3, AOR	WHOB-F, +8.7, CHR	WZOU-F, -4.2, CHR
Mcallen-Brownsville	KBFM-F, 19.7, CHR	KBFM-F, +4.7, CHR	WGBT, -8.8, SP
Melbourne-Titusville-Cocoa	WSPP-F, 20.1, EZ	WOCL-F, +3.8, AC	WBJW-F, -7.3, CHR
Memphis	WHRK-F, 13.1, B	WDIA, +4.2, B	WMC-F, -6.7, CHR
Miami-Ft. Lauderdale	WHQT-F, 9.0, B	WHQT-F, +6.4, B	WEDR-F, -4.4, B
Milwaukee	WTMJ, 12.3, MOR	WZTR-F, +2.8, AC	WKLH-F, -2.5, AOR
Minneapolis-St. Paul	WCCO, 16.4, MOR	KQQL-F, +3.1, AC	KQRS-AF, -3.1, AOR
			KQRS-F, -3.1, AOR
Mobile	WKSJ-AF, 18.3, C	WGCX-F, +1.8, AOR	WABB-F, -5.8, CHR
Modesto	KHOP-F, 13.9, CHR	KHOP-F, +6.7, CHR	KFIV-F, -3.7, CHR
Montgomery	WLWI-F, 17.2, C	WSYA-F, +6.6, AC	WBAM-F, -4.1, CHR
Nashville	WYHY-F, 13.8, CHR	WVOL, +1.7, B	WSM, -1.9, C
Nassau-Suffolk	WALK-AF, 8.1, AC	WALK-F, +2.0, AC	WBAB-F, -1.6, AOR
New Haven	WKCI-F, 13.3, CHR	WEBE-F, +1.8, AC	WRCH-F, -1.7, EZ
New Orleans	WEZB-F, 12.4, CHR	WBYU, +3.5, BB	WQUE-AF, -5.3, B
New York	WHTZ-F, 6.0, CHR	WSKQ-F, +2.4, SP	WPAT-AF, -1.3, EZ
Norfolk	WAFX-F, 11.7, AOR	WAFX-F, +9.7, AOR	WNOR-AF, -4.4, AOR
Oklahoma City	KXXY-AF, 15.0, C	KKNG-F, +2.9, EZ	KPRW, -3.9, B
Omaha	KQKQ-F, 15.0, CHR	KQKQ-F, +4.6, CHR	KGOR-F, -5.0, AC
Orlando	WKKA-F, 9.7, C	WHTQ-F, +4.1, AOR	WXXO, -2.9, REL
Oxnard-Ventura	KCAQ-F, 11.1, CHR	KCAQ-F, +4.4, CHR	KMYX-F, -5.6, C
Pensacola	WOWW-F, 10.7, C	WAVH-F, +6.3, AC	WBLX-F, -4.0, B
Peoria	WNCT-F, 15.8, AOR	WMBD, +2.0, MOR	WIRL, -2.5, AC
Philadelphia	KYW, 7.1, N/T	WIOQ-F, +2.3, CHR	WUSL-F, -1.3, B
Phoenix	KNIX-AF, 12.2, C	KMLE-F, +2.9, C	KMEO-AF, -2.9, EZ
Pittsburgh	KDKA, 14.1, MOR	WSHH-F, +2.0, EZ	WMTG-F, -2.0, AOR
Portland, ME	WPOR-AF, 16.6, C	WVGX-F, +4.1, AC	WTHT-F, -5.5, CHR
Portland, OR	KKRZ-F, 8.9, CHR	KKSN, +1.5, BB	KYTE, -3.1, CL
Portsmouth-Dover-Rochester, nh	WOKQ-F, 9.1, C	WHOB-F, +2.6, CHR	WHEB-AF, -4.6, AOR
			WHEB-F, -4.6, AOR
Providence	WPRO-F, 12.8, CHR	WWKX-F, +4.1, B	WPRO-F, -4.0, CHR
Pueblo	KCCY-F, 14.3, C	KRYT-F, +9.3, AC	KKMG-F, -8.6, CHR
Raleigh	WRDU-F, 10.1, AOR	WRAL-F, +1.6, AC	WFXC-F, -1.2, B
Reno	KWNZ-F, 11.7, CHR	KSXY-F, +3.5, AC	KRZQ-F, -2.8, AOR
Richmond	WRVA, 14.7, MOR	WKHK-F, +6.6, C	WRVQ-F, -5.1, CHR
Riverside-San Bernardino	KDUO-F, 8.2, EZ	KQLZ-F, +5.5, CHR	KIIS-F, -2.7, CHR
Roanoke-Lynchburg	WXLK-F, 15.0, CHR	WROV-F, +8.2, AOR	WXLK-F, -7.2, CHR
Rochester	WCMF-F, 17.4, AOR	WDKX-F, +2.3, B	WBEE-F, -2.4, C
Rockford	WZOK-F, 18.0, CHR	WKMQ-F, +12.5, AC	WZOK-F, -5.0, CHR
Sacramento	KFBK, 9.3, N/T	KFBK, +1.5, N/T	KROY-F, -2.3, CHR
		KRAK-F, +1.5, C	
Saginaw-Bay City-Midland	WIOG-F, 24.1, CHR	WTLZ-F, +6.1, B	WIOG-F, -9.7, CHR
Salinas-Monterey-Santa Cruz	KDON-F, 11.2, CHR	KDON-F, +2.3, CHR	KCTY, -2.6, SP
Salisbury-Oc, MD	WKHI-F, 12.5, CHR	WKHI-F, +3.4, CHR	WLWV-F, -2.1, AC
Salt Lake City	KKAT-F, 9.3, C	KSOP-F, +2.4, C	KRSP-F, -3.6, AOR
		KBER-F, +2.4, AOR	
San Antonio	KCYF-F, 8.4, C	KSMG-F, +2.8, AC	KQXT-F, -3.9, EZ

MARKET	12+ LEADER/FORMAT	LARGEST SHARE GAINER	LARGEST SHARE LOSER
San Diego	KGB -F, 8.8, AOR	KSON-AF, +2.6, C	KPOP, -2.4, N/T
San Francisco	KGO, 7.0, N/T	KFRC, +.7, BB	KABL-AF, -1.7, EZ
		KYA -F, +.6, AC	KABL-F, -1.7, EZ
San Jose	KBAY-F, 6.6, EZ	KARA-F, +2.2, AC	KHQT-F, -1.9, CHR
Sarasota-Bradenton	WUV-F, 22.2, EZ	WFLZ-F, +3.3, N/T	WRBQ-F, -2.3, CHR
Savannah	WEAS-F, 18.3, B	WEAS-F, +4.3, B	WZAT-F, -7.4, CHR
Seattle-Tacoma	KIRO, 9.6, N/T	KLTX-F, +1.5, AC	KIXI, -1.3, BB
Shreveport	KRMD-AF, 13.8, C	KEEL, +5.4, BB	KDKS-F, -6.2, B
Sioux Falls	KELO, 12.8, AC	KXRB, +3.9, C	KKRC-F, -7.5, CHR
South Bend	WSBT, 17.5, MOR	WSBT, +3.7, MOR	WNDU, -3.4, C
Spokane	KZZU-F, 15.6, CHR	KKZX-F, +3.7, AOR	KEZE-F, -3.1, AOR
Springfield, MA	WHYN-F, 11.5, AC	WHYN-F, +4.5, AC	WRCH-F, -2.8, EZ
Springfield, MO	KWTO-F, 26.7, CHR	KLTO-F, +4.9, ?	KTTS-F, -4.0, C
St. Louis	KMOX, 21.2, N/T	WKQB-F, +2.9, CHR	KMOX, -3.8, N/T
Steubenville	WOMP-F, 12.6, CHR	WEEL-F, +5.1, EZ	WSTV, -4.9, N/T
Stockton	KHOP-F, 10.4, CHR	KHOP-F, +6.3, CHR	KCBS, -3.4, N/T
Syracuse	WNTQ-F, 13.9, CHR	WRHP-F, +3.6, EZ	WEZG-F, -3.8, EZ
Tallahassee	WGLF-F, 16.0, AOR	WGLF-F, +7.2, AOR	WANM, -11.6, B
Tampa-St. Petersburg	WRBQ-AF, 15.1, CHR	WUV-F, +3.7, EZ	WRBQ-F, -2.1, CHR
		WTHI-F, +3.7, C	WWRM-F, -2.1, AC
Terre Haute	WTHI-F, 26.2, C	WTHI-F, +3.7, C	WPRS, -2.7, MOR
Toledo	WIOT-F, 12.9, AOR	WRQN-F, +5.6, CHR	WKKO-F, -4.8, C
Topeka	KMAJ-F, 17.7, AC	KMAJ-F, +5.4, AC	KTOP, -4.3, BB
Tucson	KRQQ-F, 21.5, CHR	KMRR, +2.8, BB	KIIM-F, -4.3, C
Tulsa	KWEN-F, 11.7, C	KVOO-F, +2.4, C	KMOD-F, -2.5, AOR
		WFRG-AF, +14.0, C	KVOO, -2.5, C
Utica-Rome	WFRG-AF, 15.5, C	WFRG-AF, +14.0, C	WNYZ-F, -7.0, CHR
Waco	KWTX-F, 19.5, CHR	KWTX-F, +3.7, CHR	WBAP, -3.8, C
Washington	WPGC-F, 6.4, CHR	WMMJ-F, +1.7, B	WHUR-F, -1.6, B
Waterloo-Cedar Falls	KFMW-F, 19.2, CHR	KOEL-F, +6.3, C	KWLO, -3.7, AC
West Palm Beach	WEAT-AF, 17.5, EZ	WEAT-F, +5.8, EZ	WMXG-F, -2.6, AC
Wheeling	WOMP-F, 23.6, CHR	WEEL-F, +3.3, EZ	WOMP-F, -5.5, CHR
Wichita	KKRD-F, 15.0, CHR	KNSS, +2.6, N/T	KFH, -4.8, AC
Wilkes Barre-Scranton	WKRZ-F, 13.3, CHR	WNAK, +3.4, BB	WGBI-F, -3.0, AC
Wilmington, DE	WSTW-F, 9.2, CHR	WXTU-F, +2.6, C	WEAZ-F, -3.8, EZ
Wilmington, NC	WVBS-F, 14.2, CHR	WSFM-F, +7.8, AOR	WMFD-AF, -8.3, CHR
Worcester	WAAF-F, 14.9, AOR	WODS-F, +4.7, AC	WTAG, -3.3, MOR
York	WYCR-F, 12.8, CHR	WGTY-F, +3.5, C	WSBA, -5.0, MOR
Youngstown	WHOT-AF, 14.6, CHR	WBBG-F, +6.7, AC	WYFM-F, -4.9, AC

NATIONAL FM SHARE\*

SPG 89	73.438%	SPG 82	58.870%
FAL 88	71.904%	FAL 81	58.651%
SPG 88	71.376%	SPG 81	57.353%
FAL 87	70.605%	OCT/NOV 80	56.116%
SPG 87	71.835%	APR/MAY 80	54.254%
FAL 86	69.655%	OCT/NOV 79	53.627%
SPG 86	68.791%	APR/MAY 79	50.887%
FAL 85	67.109%	OCT/NOV 78	50.698%
SPG 85	66.549%	APR/MAY 78	47.638%
FAL 84	65.032%	OCT/NOV 77	46.501%
SPG 84	64.290%	APR/MAY 77	44.428%
FAL 83	63.058%	OCT/NOV 76	43.818%
SPG 83	62.291%	APR/MAY 76	40.886%
FAL 82	60.571%		

FM GROWTH RATE

APR/MAY 76 TO APR/MAY 77:	3.542%
APR/MAY 77 TO APR/MAY 78:	3.210%
APR/MAY 78 TO APR/MAY 79:	3.249%
APR/MAY 79 TO APR/MAY 80:	3.367%
APR/MAY 80 TO SPG 81:	3.099%
SPG 81 TO SPG 82:	1.517%
SPG 82 TO SPG 83:	3.421%
SPG 83 TO SPG 84:	1.999%
SPG 84 TO SPG 85:	2.259%
SPG 85 TO SPG 86:	2.242%
SPG 86 TO SPG 87:	3.044%
SPG 87 TO SPG 88:	-0.459%
SPG 88 TO SPG 89:	2.062%

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

STATION TRADING ACTIVITY

(6 February 1989 - 22 August 1989)

Below are the major station sales announced in the last six months. Remember that these are announced sales and that these transactions may not have closed. In fact, some may never close. (E) = estimate.

<u>STATION</u>	<u>MARKET</u>	<u>GROUP OWNERS</u>	<u>PRICE</u>	<u>BROKER</u>
KCKC, KBON-F	Riverside, San Bern.		\$ 5,000,000	(Hogan-Feldman)
WBBE, WMGB-F	Georgetown (Lexington)	Sold by Audubon	1,830,000	(Sailors)
WITH	Baltimore		1,740,000	
WTAC	Flint	Sold to Hal Gore	325,000	
WTRX	Flint		225,000	(Auction)
KVEG	Las Vegas		325,000	
KSRO, KREO-F	Santa Rosa, CA	Sold to Fuller-Jeffrey	5,000,000	(Blackburn)
KENI A/F	Anchorage		1,200,000 (83%)	
WYCG-F	Gainesville, FL	From New South to Polacek	2,187,000	(MVP)
WYNG-F	Evansville	From Beasley to Pinnacle		
WYAV-F	Myrtle Beach	From Beasley to Pinnacle		
WFTC, WRNS-F	Greenville-New Bern, NC	From Beasley to Pinnacle		
			\$18,600,000	(Americom)
KVAN, KMJK-F	Portland	Sold to Fairmont	7,650,000	(LaRue)
WEAN	Providence		1,050,000	
WTMA	Charleston, SC	Sold by Faircom	575,000	
KSFA, KTBC-F	Nacogdoches, TX		300,000	
WFBR, WLIF-F	Baltimore	From JAG to Infinity	32,000,000	
WFOG-F	Norfolk	From JAG to Sunshine Wireless	8,000,000	
KQDI A/F	Great Falls, MT		290,000	(Exline)
WBEM	Windber, PA (Johnstown)		187,000	
KHEZ-F	Caldwell (Boise)	Sold to John Price	700,000	
WWSO, WIQI-F	Quincy FL (Tallahassee)		1,750,000	(Richards)
WHTT-F	Portland, ME	From Taylor to Fuller-Jeff.	4,500,000	
KKAL, KZOZ-F	San Luis Obispo	Sold to Brandon	2,000,000	(Grandy)
KALI	Los Angeles	From United to TA/Shaw		
KSOL-F	San Francisco	From United to TA/Shaw		
WINX	Washington	From United to TA/Shaw		
WDJY-F	Washington	From United to TA/Shaw		
WKDM	New York	From United to TA/Shaw		
WYST A/F	Baltimore	From United to TA/Shaw		
WJMO, WRQC-F	Cleveland	From United to TA/Shaw		
			\$ 75,000,000	(Americom)
WBYO-F	Boyertown, PA	Sold to Legend (Larry Patrick)	3,300,000	
WOCN	Miami		55,000 + debt	
KLNG	Council Bluffs, IA		250,000	(Chapman)
WGLI	Babylon (Long Island)	Sold to owners of WADO	350,000	
KATI	Casper	Donated to Univ. of Wyoming		
WJBO, WFME-F	Baton Rouge	Sold to George Jenne	9,091,000	(Comm. Equity)
KMCK-F	Fayetteville, AR	Sold to Harvey Tate	1,451,000	(Fischer)
WJBX	Bridgeport		550,000	
WDLW	Waltham (Boston)		1,150,000	
KTOZ	Springfield, MO		310,000	
WDIG	Steubenville		116,000	
KHVN (970) and KMEZ (1480)	Dallas-Fort Worth	Stations swapped by Gilmore and Summit		
WEKS-F	La Grange (Atlanta)	From Zapis to NewCity	15,000,000	(Americom;MVP)
KFTQ, WAAF-F	Worcester (Boston)	From NewCity to Zapis	15,000,000	(MVP; Americom)
WKLL, KEZK-F	St. Louis	From Adams to Channel One	14,700,000	
KSTZ-F	St. Gene. (St. Louis)	From Channel One to Adams	6,500,000	
KJMM	Tucson		1,050,000	
WPDQ-F	Green Cove (Jacksonville)		1,440,000	
KRLV-F	Las Vegas		4,100,000	
KRPN-F	Roy (Salt Lake)	Sold to Bonneville	1,250,000	
KOSY A/F	Texarkana		1,100,000	(Chapman)
WQOK-F	S. Boston (Raleigh)	From Joyner to Ragan Henry	7,400,000	(Foreman)
KJZY-F	Denton (Dallas)	Sold to Broadcast House	5,800,000	(Moore)
KZRK-F	Denton (Dallas)		3,300,000	(Chapman)
WNYM	New York	Sold by Salem	13,000,000	
WHYS	Ft. Meyers		450,000	
WFOY, WUVU-F	St. Augustine, FL	Sold to Sage	3,530,000	(Peterson)
WTCB-F	Columbia, SC	From Keymarket to Bloomington	5,500,000	(Comm. Equity)
KTKL-F	Casper	Sold to Rivers	375,000	
KNBR	San Francisco	From NBC to Susquehanna	20,300,000	
WOOJ-F	Lehigh Acres (Ft. Meyers)		5,000,000	(Chaisson)
WJYE-F	Buffalo	From Speed-O-Print to Williams	6,000,000	(Schutz)
WNVZ-F	Norfolk	From Capitol (Goodman) to Wilkes-Schwartz	7,500,000	

<u>STATION</u>	<u>MARKET</u>	<u>GROUP OWNER</u>	<u>PRICE</u>	<u>BROKER</u>
WINW, WRQK-F	Canton			
WHLY-F	Orlando	From Southern Starr to Taylor	3,600,000	(Stevens)
WAPE-AM	Jacksonville	From Evergreen to Genesis (Maduri)	12,000,000 875,000	
WREN	Topeka	Sold to UNO	375,000	
WALE	Fall River, MA		650,000	(New England)
WHFB A/F	Benton Harbor, MI	From Wincom to Independence	4,560,000	(Chaisson)
KVOX A/F	Fargo/Moorhead	Sold by Ogden Newspapers	1,600,000	(Marshall)
KWTO A/F	Springfield, MO	From Summit to Cole	5,200,000	(Mahlman)
WFIG, WWDM-F	Sunter, SC (Columbia)	35% interest	3,700,000	(Marshall)
WMCA	New York	From Federal to Salem	14,600,000	
WWL, WLMG-F	New Orleans	Sold to Keymarket	13,100,000	(Crisler)
KZOK-F	Seattle	From Adams to Fisher	16,800,000	
KQUL	Seattle	From Adams to Fisher	1,200,000	
KTSS	Davenport		70,000	
KFRU	Columbia, MO		525,000	
WWIL	Wilmington, NC		179,000	
WKKO/WSSH	Boston	Sale to Merv Griffin (CANCELLED)	39,000,000	(Blackburn)
KRZN/KJIM	Denver area	Genesis swapping for KJIM plus paying about \$1.5 million		
WAVW-F	Vero Beach, FL		4,650,000	(MVP)
WMPX	St. Andrews (Columbia, SC)	From Signature to Bawm	5,000,000	(Fischer)
KJRB/KEZE-F	Spokane	From Alexander to Apollo	3,000,000	
WNEW-F	New York	From Legacy to Westinghouse		
KTWV-F	Los Angeles	From Legacy to Westinghouse		
WMMR-F	Philadelphia	From Legacy to Westinghouse		
WLLZ-F	Detroit	From Legacy to Westinghouse		
WCPT/WCXR F	Washington	From Legacy to Westinghouse		
KILT A/F	Houston	From Legacy to Westinghouse		
KDWB A/F	Minneapolis-St. Paul	From Legacy to Westinghouse	17,200,000	
			\$382,000,000	(Americom)
WJDX and WMSI-F	Jackson, MS	From Sterling to Capstar		
WSSL, A/F	Greenville, SC	From Sterling to Capstar		
			\$ 24,000,000	(Stevens)
WAAY	Huntsville		300,000	
WECK	Buffalo		600,000	
KNZS, KMBY-F	Salinas, CA	From Frankhouser to Steve Adams, Jr.	3,600,000	(Kalil)
WILK	Wilkes Barre	Sold to Keymarket	750,000	(Comm. Equity)
WNJY-F	Rotterdam (Albany)		2,900,000	(Kozacko- Horton)
WMQX A/F	Greensboro-WS	Sold to Ralph Guild	7,000,000	
KCWV-F	Kansa City	Sold to Journal Co.	6,000,000	(Sherwood)
WNAV	Annapolis	Sold by Duchossois	1,625,000	
WWMY-F	Eden (Greensboro)	Sold by Speed-O-Print	3,500,000	(Foreman)
WHGB	Harrisburg	From Great Scott to Keymarket	250,000	
WNOO, WYVY-F	Chattanooga		2,000,000	(Sailors)
KVEE A/F	Grand Junction, CO		520,000	
WLNZ-F	St. Johns (Lansing)		690,000	
WOWI-F	Norfolk	From Wilkes to Ragan Henry	8,300,000	(Foreman)
WYMJ-F	Beavercreek (Dayton)		3,000,000	
WAXY-F	Miami	From RKO to Ackerly	21,000,000	(Stevens)
KODA-F	Houston	From Westinghouse to Sillerman	22,000,000	
KJQY-F	San Diego	From Westinghouse to Sillerman	15,000,000	
WRRR, WYBR-F	Rockford	Sold by Communications Partners	1,350,000	(Blackburn)
KUUY, KKAZ-F	Cheyenne		1,000,000	
WTNZ-F	Clinton (Knoxville)		400,000	
WFIA, WXLN-F	Louisville		2,100,000	(Tornberg)
WNLK, WGMX-F	Norwalk, CT	Sold to CRB	5,000,000	(Blackburn)
KMNY	Pomona, CA	Sold to Spectrum	7,500,000	
WGKT, WPHD-F	Buffalo	Sold to Metroplex/Robinson	6,400,000	(Americom)
WWRL	New York	50% sold by Unity	2,000,000	
WHAT	Philadelphia		1,650,000	(Chapman)
WAKR, WONE-F	Akron	From Summit to Ragan Henry	9,000,000	(LaRue)
KJOJ-F	Conroe (Houston?)	From Swaggert to Ragan Henry	9,000,000	(Sailors and Crisler)
WYCB	Washington		3,000,000	
WBVR-F	Russellville, KY	From Target to Keymarket	5,250,000	
WQXL	Columbia, SC		136,000	
WFIL	Philadelphia	Sold to Douglas	6,500,000	(Crisler and Americom)
KHUM-F	Ottawa (Topeka)	Sold by Arrow	1,800,000	

STATION	MARKET	GROUP OWNER	PRICE	BROKER
KRIA	San Antonio	Sold to Adams	750,000	(Fischer)
WRAP	Norfolk	Sold to Ragan Henry	400,000	(Capstone)
WXTR-F	La Plata (Washington)	From Ragan Henry to Heifetz	33,000,000	(Kalil)
WZEW-F	Fairhope (Mobile)		750,000	
KLFF, KONC-F	Glendale (Phoenix)		2,300,000	
WRXJ, WCRJ-F	Jacksonville	From Hoker to Ragan Henry	8,600,000	(MVP)
KUGN A/F	Eugene		4,200,000	
KDWB A/F	Minneapolis	From Legacy to Midcontinent	17,700,000	
KVKI A/F	Shreveport	From Shreveport to Waldron		
KBFM	McAllen	From Shreveport to Waldron	7,000,000	(Americom)
KHJJ, KKZZ-F	Lancaster, CA	Sold to Eric Chandler	3,600,000	(MVP)
WSTC, WJAZ-F	Stanford, CT	From Chase to Forrest-Brody	8,700,000	(Mahlman)
WYOM	Wilkes-Barre	From Keymarket to Gore	125,000	(Comm.Equity)
KCBQ A/F	San Diego	From Eric/Chandler to Adams	23,500,000	(Grandy)
KATD-F	San Jose	Sold to Crown	5,000,000	
KLZS-F	Wichita	Sold by Nancy Kassenbaum	2,850,000	(Chapman)
WDKS-F	Dunn, NC	Sold by Landsman	2,000,000	(Blackburn)
WGFT	Youngstown		280,000	
WSIC, WFMX-F	Statesville, NC	Sold to Adventure	3,750,000	(Marshall)
KGEE-F	Monahans (Odessa-Midland)		1,260,000	(Mitchell)
KJQN A/F	Ogden		825,000	
KFOX A/F	Merkel (Abilene, TX)	Sold to Phil Motta	950,000	(Thoben-Van Huss)
KORG, KEZY-F	Anaheim	From Sullivan to ML/WIN	15,125,000	(MVP)
KQLH-F	Riverside-San Bernadino	Sold to Keymarket	7,700,000	(Americom)
WL VH-F	Hartford	From Sage to First City	7,600,000	(Blackburn)
WOWW-F	Pensacola	From Colonial to Sun Group	5,000,000	
WAMT	Titusville	Sold by Sage	420,000	
KUDA-F	Pahrump (Las Vegas)	From EZ to Americom (Quinn)	4,000,000	(Richards)
WQSF-F	Williamsburg (Richmond)	From Understein to Keymarket	3,000,000	(MVP)
WJLT A/F	Crozet, VA	Sold by Elting	1,360,000	(Chapman)
WCMB, WIMX-F	Harrisburg, PA	Sold by McKenna	4,900,000	
WHDL, WOLN-F	Olean	Sold to Arrow	1,000,000	(Kozacko-Horton)
KIZN A/F	Boise	From Constant to Pacific Telecom		
KQLO, KWNZ-F	Reno	From Constant to Pacific Telecom		
KDUK, KLCX-F	Eugene	From Constant to Pacific Telecom	9,900,000	
WCOS A/F	Columbia	From GHB to Ragan Henry	12,500,000	(LaRue)
KMYX-F	Oxnard (Ojai)	Sold to Eric/Chandler	1,800,000	(Exline)
WMGR, WJAD-F	Albany, GA	Sold to Waldron	3,000,000	(LaRue)
WNOE A/F	New Orleans	Sold to New Market	7,250,000	(Americom)
KRKX	Billings	Sold to Sunbrook	102,000	
KFOR, KFRX-F	Lincoln	From Summit to Arrow	6,600,000	(Crisler & Mahlman)
KJUL-F	Las Vegas	Sold to Ragan Henry	4,200,000	(Sailors & Peterson)
KWIC A/F	Beaumont		3,900,000	
WL VK-F	Charlotte (Stateville)	From Capitol (Johnson) to Trumper	8,000,000	(Blackburn)
WQBA A/F	Miami	From Susquehanna to WADO/Tichenor	28,000,000 (E)	(Crisler & Hepburn)
WRAW, WRFY-F	Reading	Sold to Ragan Henry	18,500,000	(Blackburn)
WILN-F	Panama City	50% sold	600,000	
WNVL, WCKU-F	Lexington (Nicholasville)		1,050,000	
WKIX, WYLT-F	Raleigh	From Metroplex to Universal	7,700,000	(Mahlman)
KOIL, KOMJ-F	Omaha	Sold to Ovation	5,750,000	(Kalil)
WRHD, WRCN-F	Long Island		5,200,000	(Mahlman)
KSGL	Wichita	59%	533,000	
WKAJ, WQQY-F	Saratoga Springs, NY		2,250,000	(New England)
KQIL, KQIZ-F	Grand Junction, CO		1,300,000	(Kalil)
KCCV	Kansas City	From Bott to Ragan Henry	700,000	(Capstone)
WXSS	Memphis	Sold to Willis	780,000	
KAYC, KAYD-F	Beaumont		1,500,000 (E)	
WMXB-F	Richmond	From Ragan Henry to Radio Ventures	23,500,000	(Chapman)
KZTR A/F	Oxnard	From Golden Bear to Adams	5,200,000	(Americom)
KZZB A/F	Beaumont	Sold to Design Media	2,100,000	(Blackburn)
WNWC, WKSF-F	Asheville	From Heritage (Polacek) to Radio Ventures	25,500,000	
WTOP, WASH-F	Washington	From Outlet to Chase	74,000,000 (E)	
KRZN	Denver (Engelwood)	Sold by Sudbrink	400,000	
KVIV	El Paso		450,000	

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

STATION	MARKET	SHARE	GROUP FORMAT OWNER	EST 1988 REVENUE	STATION	MARKET	SHARE	GROUP FORMAT OWNER	EST 1988 REVENUE
1. KTRS-F	Casper	48.9	CHR -----	825,000	KTTS-F	Springfie	17.6	C Grt Empire	3,500,000
2. WIVK-AF	Knoxville	34.2	C Dick	5,200,000	51. WEAT-AF	West Palm	17.5	EZ Taylor	2,800,000
3. WTCR-AF	Huntingto	29.6	C CRB	1,800,000	WITL-F	Lansing	17.5	C -----	2,300,000
4. KWTO-F	Springfie	26.7	CHR Cole	2,400,000	WSBT	South Ben	17.5	MOR -----	1,000,000
5. WTHI-F	Terre Hau	26.2	C -----	NA	54. WCMF-F	Rochester	17.4	AOR Stoner	4,400,000
6. WJBC	Bloomingt	26.1	MOR Bloomingt	2,200,000	55. KHAK-AF	Cedar Rpd	17.3	C -----	1,400,000
7. WBBQ-AF	Augusta	25.3	CHR -----	3,300,000	56. WLWI-F	Montgomer	17.2	C Colonial	2,700,000
WIXX-F	Green Bay	25.3	CHR Midwest	2,500,000	57. WZEE-F	Madison	17.1	CHR Midcontnt	2,300,000
9. WJET-F	Erie	24.5	CHR Jet	1,250,000	58. KGGO-F	Des Moines	17.0	AOR Stoner	2,500,000
10. WIOG-F	Saginaw-B	24.1	CHR Booth	3,500,000	KVOC	Casper	17.0	C -----	425,000
11. WOMP-F	Wheeling	23.6	CHR -----	2,100,000	60. WIKS-F	Greenville	16.9	B -----	NA
12. WMEE-F	Fort Wayn	23.4	CHR Federated	3,400,000	61. KRLB-F	Lubbock	16.7	CHR Dowe	2,800,000
13. WDRM-AF	Huntsvill	22.4	C -----	2,000,000	62. WZLN-F	Brdgeport	16.6	AC NewCity	4,400,000
14. WDUV-F	Sarasota	22.2	EZ -----	2,500,000	WJMI-F	Jackson	16.6	B Holt	1,900,000
15. WSTO-F	Evansvill	22.1	CHR -----	1,900,000	KUGN-F	Eugene	16.6	C -----	NA
16. KRQQ-F	Tucson	21.5	CHR Nationwide	2,900,000	WPOR-AF	Portland	16.6	C -----	2,500,000
17. KMOX	St. Louis	21.2	N/T CBS	20,500,000	66. WCCO	Minneapol	16.4	MOR -----	20,000,000
18. WDEN-AF	Macon	20.9	C Magic	2,000,000	WFXR-F	Davenport	16.4	CHR Roth	850,000
19. KSSN-F	Little Ro	20.7	C SthrnSkies	3,700,000	WMT	Cedar Rpd	16.4	MOR -----	1,800,000
20. WQUT-F	John City	20.6	CHR Bloomingt	2,100,000	69. WAMZ-F	Louisvill	16.3	C Clear Chnl	3,800,000
21. WVLK-F	Lexington	19.9	C Bluegrass	2,400,000	70. WVIC-F	Lansing	16.2	CHR Goodrich	3,000,000
					WYNG-F	Evansvill	16.2	C Pinnacle	1,500,000
22. KBFM-F	Mc-Brown	19.7	CHR Encore	1,400,000	72. WLAP-F	Lexington	16.1	CHR Trumper	2,300,000
23. KCIX-F	Boise	19.6	AC -----	1,700,000	73. WNCI-F	Columbus,	16.0	CHR Nationwide	6,100,000
WUNC	Asheville	19.6	C Hrtge(Pola)	2,200,000	WAPL-F	Appleton	16.0	AOR Woodward	2,000,000
25. WAAL-F	Binghamto	19.5	CHR Regional	1,400,000	WGLF-F	Tallahass	16.0	AOR -----	925,000
KWTX-F	Waco	19.5	CHR -----	NA	76. WTIC	Hartford	15.9	MOR Chase	10,000,000
27. WQBE-F	Chrlston	19.4	C Nininger	1,700,000	WTQR-F	Greensbor	15.9	C NewMarket	4,400,000
WKFR-F	Kalamazoo	19.4	CHR -----	2,400,000	WKMQ-F	Rockford	15.9	AC MdwstFmly	900,000
29. WZYP-F	Huntsvill	19.3	CHR -----	2,000,000	WNBF	Binghamto	15.9	MOR Stoner	1,300,000
WIKY-F	Evansvill	19.3	MOR So. Central	2,500,000	80. WWCT-F	Peoria	15.8	AOR -----	1,050,000
31. WSKZ-F	Chtnooga	19.2	CHR Bloomingt	2,400,000	WNDU-F	South Ben	15.8	CHR -----	1,600,000
KFMW-F	Waterloo	19.2	CHR Park	900,000	KZLS-F	Billings	15.8	CHR -----	600,000
33. WNNK-F	Harrisbur	19.0	CHR Keymarket	4,900,000	83. WWDM-F	Columbia	15.7	B -----	2,100,000
WXBQ-F	John City	19.0	C Nininger	1,600,000	WMSI-F	Jackson	15.7	C -----	2,800,000
WBNQ-F	Bloomingt	19.0	CHR Bloomingt	1,600,000	85. WFBQ-F	Indy	15.6	AOR GrtAmerican	8,200,000
36. KLLL-F	Lubbock	18.9	C Pinnacle	1,700,000	KZZU-F	Spokane	15.6	CHR Olympia	1,600,000
37. WZZK-AF	Brmngham	18.7	C NewCity	6,000,000	WRKR-F	Kalamazoo	15.6	AOR -----	(new station)
WKEE-F	Huntingto	18.7	CHR -----	1,700,000	88. WDAF	Knsas Cty	15.5	C GrtAmerican	5,300,000
39. KSMB-F	Lafayette	18.6	CHR -----	1,700,000	WFRG-AF	Utica-Rom	15.5	C Arrow	600,000
40. KQWB-F	Fargo	18.5	AOR Brill	750,000	90. WCOS-F	Columbia,	15.4	C -----	2,900,000
41. KUZZ-AF	Bkrsfield	18.4	C Buck Owens	2,700,000	WCHY-F	Savannah	15.4	C Roth	1,700,000
42. WKSJ-AF	Mobile	18.3	C Captl(Jnsn)	3,800,000	92. WDJX-AF	Louisvill	15.3	CHR Stoner	1,900,000
WEAS-F	Savannah	18.3	B Rivers	1,100,000	WGSY-F	Columbus,	15.3	AC Woodfin	800,000
44. WKSF-F	Asheville	18.1	CHR Hrtge(Pola)	1,600,000	94. WBLX-F	Mobile	15.2	B Beasley	1,800,000
45. WZOK-F	Rockford	18.0	CHR -----	2,100,000	95. WRBQ-AF	Tampa-St.	15.1	CHR Edens	18,500,000
WDAY-F	Fargo	18.0	CHR -----	950,000	WAYS-F	Macon	15.1	CHR Multimedia	2,400,000
47. WKML-F	Faytvill	17.8	C Beasley	1,800,000	WHWK-F	Binghamto	15.1	C Stoner	1,400,000
48. KMAJ-F	Topeka	17.7	AC -----	NA	WZZQ-F	Terre Hau	15.1	AOR ContmpMedia	NA
49. WZFX-F	Faytvill	17.6	B Joyner	1,500,000	99. KXXY-AF	Oklahoma	15.0	C NewMarket	4,400,000

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

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

STATION	MARKET	1/4 HOUR AVG.	FORMAT	GROUP OWNER	SPG '88 RANK	ESTIMATED 1988 REVENUE
1. WHTZ-F	New York	1718	CHR	Malrite	1	20,500,000
2. WPAT-AF	New York	1640	EZ	Park	2	12,500,000
3. WLTW-F	New York	1501	AC	Viacom	8	19,300,000
4. WCBS-F	New York	1419	AC	CBS	10	17,900,000
5. WGN	Chicago	1389	N/T	Tribune Co.	6	33,300,000
6. WINS	New York	1308	N/T	Westinghouse	15	22,500,000
7. KPWR-F	Los Angeles	1278	CHR	Emmis	4	24,500,000
8. WNEW-F	New York	1249	AOR	Legacy	19	16,100,000
9. KOST-F	Los Angeles	1184	AC	Cox	23	23,000,000
10. WRKS-F	New York	1168	B	Summit	7	12,600,000
11. WQHT-F	New York	1153	CHR	Emmis	11	12,000,000
12. WOR	New York	1143	N/T	Buckley (P)	3	17,400,000
13. KIIS-AF	Los Angeles	1031	CHR	Gannett	5	29,000,000
14. WXRK-F	New York	1024	AOR	Infinity	18	14,400,000
15. WABC	New York	1001	N/T	Cap Cities/ABC	17	13,400,000
16. WNSR-F	New York	988	AC	Bonneville	30	13,100,000
17. WCBS	New York	955	N/T	CBS	20	18,000,000
18. WPLJ-F	New York	954	CHR	Cap Cities/ABC	9	16,000,000
KABC	Los Angeles	954	N/T	Cap Cities/ABC	17	33,000,000
20. KQLZ-F	Los Angeles	941	CHR	Westwood One	81	9,200,000
21. WJR	Detroit	922	MOR	Cap Cities/ABC	21	20,000,000
22. KMOX	St. Louis	884	N/T	CBS	16	20,500,000
23. WCCO	Minneapolis-St. Paul	847	MOR	-----	25	20,000,000
24. KLOS-F	Los Angeles	836	AOR	Cap Cities/ABC	22	17,300,000
25. KBIG-F	Los Angeles	828	AC	Bonneville	34	14,300,000
26. WBLS-F	New York	813	B	Inner City	12	13,600,000
27. WGCI-F	Chicago	798	B	Gannett	13	17,800,000
28. WFAN	New York	792	N/T	Emmis	45	10,600,000
29. WMMR-F	Philadelphia	783	AOR	Legacy	26	14,900,000
30. KGO	San Francisco	739	N/T	Cap Cities/ABC	24	19,500,000
KJOI-F	Los Angeles	739	EZ	Command	32	10,400,000
32. WBBM	Chicago	726	N/T	CBS	29	19,000,000
33. KNX	Los Angeles	707	N/T	CBS	37	18,800,000
34. KRTH-F	Los Angeles	706	AC	Beasley	27	21,300,000
35. WQCD-F	New York	703	J/NA	Tribune Co.	141	4,500,000
36. WYNY-F	New York	702	C	Westwood One	28	9,000,000
37. WUSL-F	Philadelphia	667	B	Tak	31	9,700,000
38. WSKQ-F	New York	654	SP	SBS	NA	NA
39. KDKA	Pittsburgh	650	MOR	Westinghouse	35	9,000,000
40. WEAZ-F	Philadelphia	646	EZ	-----	41	7,500,000
41. WBAP	Dallas-Ft. Worth	635	C	Cap Cities/ABC	47	10,800,000
42. WLUP-F	Chicago	623	AOR	Evergreen	39	13,000,000
43. KYW	Philadelphia	609	N/T	Westinghouse	42	14,000,000
44. WVAZ-F	Chicago	605	B	Broadcast Partners	111	5,000,000
45. WYTZ-F	Chicago	582	CHR	Cap Cities/ABC	86	6,300,000
46. WXEZ-AF	Chicago	579	EZ	Century	42	9,500,000
47. WEGX-F	Philadelphia	563	CHR	Malrite	36	7,000,000
48. WRBQ-AF	Tampa-St. Petersburg	557	CHR	Edens	40	18,500,000
49. WNEW	New York	556	BB	Westwood One/Legacy	88	7,400,000
50. WHQT-F	Miami-Ft. Lauderdale	553	B	EZ	432	3,400,000
51. WCKG-F	Chicago	552	AOR	Cox	48	7,000,000
52. KMJQ-F	Houston	548	B	Noble	56	10,500,000
53. WXKS-F	Boston	538	CHR	Pyramid	44	14,900,000
54. WZOU-F	Boston	532	CHR	Ardman	76	5,800,000
55. WDAF	Kansas City	530	C	Great American	79	5,300,000
WBBM-F	Chicago	530	CHR	CBS	77	6,000,000
57. KMEL-F	San Francisco	527	CHR	Century	59	8,800,000
WJLB-F	Detroit	527	B	Booth	49	10,200,000
59. KMPC	Los Angeles	526	BB	Golden West	80	12,800,000
60. WKQX-F	Chicago	523	AC	Emmis	115	5,900,000
61. KFWB	Los Angeles	518	N/T	Westinghouse	68	15,500,000
62. WLYF-F	Miami-Ft. Lauderdale	513	EZ	Jefferson-Pilot	73	5,300,000
KVIL-AF	Dallas-Ft. Worth	513	AC	Infinity	54	19,000,000
64. KILT-F	Houston	499	C	Legacy	94	9,000,000
65. WPEN	Philadelphia	496	BB	Greater Media	57	6,300,000
66. KTWV-F	Los Angeles	493	J/NA	Legacy	145	11,300,000
67. WYSP-F	Philadelphia	490	AOR	Infinity	51(T)	7,300,000
68. WRKO	Boston	489	N/T	Atlantic	51(T)	9,000,000
69. WAPW-F	Atlanta	483	CHR	Susquehanna	156	5,500,000
70. WFBQ-F	Indianapolis	477	AOR	Great American	66	8,200,000
71. WBZ	Boston	473	MOR	Westinghouse	55	12,000,000
72. WXTU-F	Philadelphia	470	C	Beasley	83	5,700,000
73. KCBS	San Francisco	466	N/T	CBS	46	14,500,000
74. KODJ-F	Los Angeles	465	AC	CBS	232	3,900,000
75. WBZZ-F	Pittsburgh	464	CHR	EZ	70	7,500,000
76. KROQ-F	Los Angeles	459	AOR	Infinity	38	13,500,000
77. WSB -F	Atlanta	453	AC	Cox	143	10,700,000



STATION	MARKET	1/4 HOUR AVG.	FORMAT	GROUP OWNER	SPG '88 RANK	1988 REVENUE					
78. WMSM-F	Cleveland	449	AOR	Malrite	81	8,600,000					
79. WIOQ-F	Philadelphia	446	CHR	EZ	242	2,800,000					
80. KPLX-F	Dallas-Ft. Worth	442	C	Cap Cities/ABC	97	11,000,000					
81. KSHE-F	St. Louis	439	AOR	Emmis	70	7,700,000					
82. KTNQ	Los Angeles	432	SP	Heftel	33	9,600,000					
83. KFI	Los Angeles	431	N/T	Cox	129	4,000,000					
84. WIVK-AF	Knoxville	429	C	Dick	84	5,200,000					
KNIX-AF	Phoenix	429	C	Buck Owens	78	11,600,000					
87. KLOL-F	Houston	427	AOR	Rusk	128	6,500,000					
88. KOIT-AF	San Francisco	425	AC	Bonneville	105	8,100,000					
WJIB-F	Boston	425	EZ	Emmis	138	3,400,000					
90. WSHH-F	Pittsburgh	423	EZ	Renda	141	3,000,000					
91. WKSZ-F	Philadelphia	422	AC	-----	62	8,500,000					
92. KABL-AF	San Francisco	421	EZ	Shamrock (Disney)	50	6,600,000					
WBCN-F	Boston	421	AOR	Infinity	67	16,700,000					
94. KSCS-F	Dallas-Ft. Worth	420	C	Cap Cities/ABC	121	6,900,000					
WVEE-F	Atlanta	420	B	Summit	87	11,000,000					
96. KIKK-F	Houston	415	C	Viacom	75	12,000,000					
WWDB-F	Philadelphia	415	N/T	Panache	101	3,900,000					
98. KNBR	San Francisco	414	MOR	Susquehanna	91	13,800,000					
99. WMGK-F	Philadelphia	410	AC	Greater Media	120	8,300,000					
100. WJJD	Chicago	407	BB	Infinity	131	3,800,000					
101. KKDA-F	Dallas Ft	405	WLIF-F	Baltimore	332	201. WXYV-F	Baltimore	282	WFLN-F	Philadelp	251
102. WJMK-F	Chicago	404	152. WFOX-F	Atlanta	330	WPOC-F	Baltimore	282	252. KLAC	Los Angel	249
103. WMZQ-AF	Washington	398	153. KEZK-F	St. Louis	327	KFAC-F	Los Angel	282	253. WYNK-AF	Btn Rouge	248
WLIT-F	Chicago	398	154. WDAS-F	Philadelp	325	204. WAFX-F	Norfolk	281	WIL -F	St. Louis	248
105. WPCH-F	Atlanta	396	155. WKRO-F	Cincinnati	321	WHYI-F	Miami-ft.	281	KMEZ-F	Dallas Ft	248
106. WKHX-F	Atlanta	392	156. WPRO-F	Providenc	319	206. WPOW-F	Miami-ft.	280	WXYT	Detroit	248
107. WTQR-F	Greensbor	390	WDFX-F	Detroit	319	WEBN-F	Cincinnati	280	257. WXLK-F	Roanoke-1	247
108. WPGC-F	Washington	387	WSB	Atlanta	319	208. WEZN-F	NewYork	279	WASH-F	Washington	247
109. WNCN-F	NewYork	385	159. WLS	Chicago	318	WNIC-F	Detroit	279	259. WZGC-F	Atlanta	246
110. KIRO	Seattle-t	384	WKLS-F	Atlanta	318	210. WDOK-F	Cleveland	278	260. KQQL-F	Minneapol	244
WODS-F	Boston	384	161. WAVA-F	Washington	317	211. WWRM-F	Tampa-st.	277	261. WQUE-AF	NewOrlean	243
112. WJOI-F	Detroit	382	162. WHUD-F	NewYork	316	KXKL-F	Denver	277	WBSB-F	Baltimore	243
113. WLW	Cincinnati	381	163. WNJ	Detroit	312	KXKL-AF	Denver	277	KXXX-F	San Franc	243
114. WDUV-F	Tampa-st.	380	164. WEAT-AF	West palm	309	214. WMMX-F	Baltimore	276	264. WLKW-F	Boston	242
115. WDFE-F	Pittsburg	379	WWW-F	Detroit	309	KZZP-F	Phoenix	276	265. WLKW-F	Providenc	241
116. WIOG-F	Saginaw-b	375	WZLX-F	Boston	309	KZZP-AF	Phoenix	276	266. KFBL	Sacrament	240
KJLH-F	Los Angel	375	167. WCAU	Philadelp	307	WKJY-F	NewYork	276	WQBA	Miami-ft.	240
118. KFRC	San Franc	374	WMJX-F	Boston	307	218. WEZB-F	NewOrlean	274	WIBC	Indy	240
119. WQXR-F	NewYork	372	169. WMXJ-F	Miami-ft.	306	WNRL	NewYork	274	WNYZ-F	Hartford	240
120. KKIQ-AF	Houston	371	WFMS-F	Indy	306	220. WNDM-F	Columbia,	272	WROE-F	Boston	240
KTRH	Houston	371	171. KPLZ-F	Seattle-t	304	KEEY-F	Minneapolis	272	WPYX-F	ALBANY	240
KZLA-F	Los Angel	371	WCZY-F	Detroit	304	WZPL-F	Indy	272	272. KRAX-F	Sacrament	239
WUSN-F	Chicago	371	173. WSSP-F	Orlando	303	223. KRQB-F	San Franc	270	KOMO	Seattle-t	239
124. KWKW	Los Angel	368	WML	Washington	303	224. KKBQ-F	St. Louis	269	274. WCMS-AF	Norfolk	238
125. WBAL	Baltimore	359	WHDH	Boston	303	KOA	Denver	269	WZAK-F	Cleveland	238
126. WGAY-F	Washington	357	176. WSM -F	Nashville	302	226. WDJX-AF	Louisvill	268	KKGO-AF	Los Angel	238
127. WYNF-F	Tampa-st.	355	177. WTKA-F	Orlando	301	WQAL-F	Cleveland	268	277. KITS-F	San Franc	237
128. WALK-AF	NewYork	354	178. WLLZ-F	Detroit	300	228. WOKI-F	Knoxville	267	278. WEEI	Boston	236
WQGL-F	Philadelp	354	WYAY-F	Atlanta	300	KDWB-F	Minneapolis	267	279. KFAB	Omaha	235
130. WADO	NewYork	351	180. WRCH-F	Hartford	299	230. KUBE-F	Seattle-t	265	WROW-F	ALBANY	235
WXRT-F	Chicago	351	WNUA-F	Chicago	299	WNDC-F	Washington	265	281. KBRD-F	Seattle-t	234
132. WNCI-F	Columbus,	350	182. WCSX-F	Detroit	298	KHYI-F	Dallas Ft	265	KRQO-F	Tucson	234
WNSW-F	Pittsburg	350	183. KSNF-F	San Franc	297	233. WKTI-F	Milwaukee	264	KLTR-F	Houston	234
134. WTIC	Hartford	349	184. KSSN-F	Little ro	295	234. WHJY-F	Providenc	263	KTAR	Phoenix	234
135. KLVE-F	Los Angel	347	185. WMJI-F	Cleveland	294	WMAQ	Chicago	263	285. KLOU-F	St. Louis	233
136. KQRS-AF	Minneapolis	345	186. WLTF-F	Cleveland	292	236. WLYF-F	West palm	262	KSOL-F	San Franc	233
KLXS-F	Los Angel	345	187. WAMZ-F	Louisvill	291	WHJY-F	Boston	262	KUPD-F	Phoenix	233
WSSH-F	Boston	345	KRLD	Dallas Ft	291	238. WIYY-F	Baltimore	261	288. WVLK-F	Lexington	232
139. WSOC-F	Charlotte	344	WRIF-F	Detroit	291	239. WHRK-F	Memphis	260	KMPS-AF	Seattle-t	232
140. WZTK-AF	Brnngham	343	190. WRQX-F	Washington	290	WLTJ-F	Detroit	260	290. WAMO-F	Pittsburg	231
141. KODA-F	Houston	342	WNCX-F	Cleveland	290	241. KDAY	Los Angel	259	291. WBLI-F	NewYork	229
142. KIOI-F	San Franc	339	KEGL-F	Dallas Ft	290	WFYR-F	Chicago	259	292. KSFO	San Franc	227
WTIC-F	Hartford	339	WLIB	NewYork	290	WGNA-F	ALBANY	259	KAZY-F	Denver	227
144. WTMJ	Milwaukee	337	194. WCMF-F	Rochester	289	244. WSNI-F	Philadelp	257	294. KQUE-F	Houston	226
WTMX-F	Chicago	337	195. WQYK-F	Tampa-st.	288	245. CKLW	Detroit	256	295. WHTQ-F	Orlando	225
WLUP	Chicago	337	196. WHYY-F	Detroit	287	KBCO-AF	Denver	256	KMJM-F	St. Louis	225
147. WLTE-F	Minneapolis	335	197. KCCY-AF	Oklahoma	286	247. WKDF-F	Nashville	254	297. WJHM-F	Orlando	224
148. WTHY-F	Nashville	334	WIOD	Miami-ft.	286	248. WTOP	Washington	252	WGAR-F	Cleveland	224
KRBF-F	Houston	334	199. WLOL-F	Minneapolis	284	WCXR-F	Washington	252	299. WESC-F	Greenville	221
150. KSTP-F	Minneapolis	332	200. WKYS-F	Washington	283	250. KJMZ-F	Dallas Ft	251	WPHR-F	Cleveland	221

	WBLI-F	Nassau	221		WSNY-F	Columbus,	203		WNCE-F	Harrisbur	187		WDIA	Memphis	174	
	WKLK-F	Indy	221		KBLX-F	San Franc	203		WNNK-F	Harrisbur	187		KYYS-F	Knsas Cty	174	
	WOJO-F	Chicago	221	353.	WHO	Des moine	202		WRMF-F	Miami-ft.	187		KMBR-F	Knsas Cty	174	
304.	KASE-F	Austin	220		WJQY-F	Miami-ft.	202		WLWQ-F	Columbus,	187		KRAK	San Franc	174	
	WJYE-F	Buffalo-n	220	355.	WBAB-F	Nassau	201	405.	WHOT-AF	Youngstow	186	455.	WMXJ-F	West palm	173	
	KRXY-F	Denver	220	356.	WLW	Dayton	200		KFKF-AF	Knsas Cty	186		KZPS-F	Dallas Ft	173	
	KRXY-AF	Denver	220		KFMK-F	Houston	200		WLTT-F	Washingto	186		WJZZ-F	Detroit	173	
308.	WDSY-F	Pittsburg	219		KDFC-AF	San Franc	200		KGGI-F	Riverside	186		WVOR-F	Cincinnati	173	
309.	WMSI-F	Jackson	217	359.	WRMF-F	West palm	199	410.	KFCG-F	San Franc	185	459.	WIXX-F	Green bay	172	
	KBAY-F	San Franc	217		WMJQ-F	Buffalo-n	199		WDRE-F	NewYork	186		WKRZ-F	Wilkes ba	172	
	KACE-F	Los Angel	217		KKSF-F	San Franc	199		410.	KKCW-F	Portland,	185		WBUF-F	Buffalo-n	172
312.	KBEQ-AF	Knsas Cty	216	362.	WXTR-F	Washingto	198		WEKS-F	Atlanta	185	462.	WHOF-F	Columbus,	171	
	KSD -F	St. louis	216		KDUO-F	Riverside	198	413.	WJMI-F	Jackson	184	463.	KSFM-F	Sacrament	170	
314.	WHUR-F	Washingto	215	364.	WKIS-F	Miami-ft.	197		WPXY-F	Rochester	184		WVOR-F	Rochester	170	
	KTXQ-F	Dallas Ft	215		WSKQ	NewYork	197		WRMR	Cleveland	184		WITL-F	Lansing	170	
316.	WCKZ-AF	Charlotte	214	366.	WMIY-F	Greenville	196		WPXY-AF	Rochester	184		WQXF-F	Cincinnati	170	
	WMIL-F	Milwaukee	214		KISW-F	Seattle-t	196	417.	KCMO	Knsas Cty	183	467.	WQUT-F	John city	169	
	WDRC-F	Hartford	214		WUSA-F	Tampa-st.	196	418.	KXYQ-F	Portland,	182		KLYX-F	Dallas Ft	169	
319.	WQIK-F	Jacksonvi	213		WKDD-F	Cleveland	196		WOCL-F	Orlando	182		WROQ-F	Charlotte	169	
	WAMH-F	Greensbor	213		WWWE	Cleveland	196		WIOT-F	Toledo	182		WLVK-F	Charlotte	169	
	WBAB-F	NewYork	213	371.	WRVA	Richmond	195	421.	KCTC-F	Sacrament	181		KBTS-F	Austin	169	
	KYGO-F	Denver	213		WHAS	Louisvill	195		KKHT-F	Houston	181		WVLI-F	Providenc	169	
323.	WKCI-F	New haven	212		WIOG-F	Detroit	195		KQZY-F	Dallas Ft	181		WVBF-F	Boston	169	
	WGR -F	Buffalo-n	212	374.	KKRZ-F	Portland,	194		KQLZ-F	Riverside	181	474.	WLAP-F	Lexington	168	
325.	WENN-F	Brmngham	211		WBJW-AF	Orlando	194		WKCI-F	Hartford	181		WKML-F	Faytville	168	
	KOSI-F	Denver	211		KOME-F	San Franc	194	426.	WAPL-F	Green bay	180		WTRG-F	Raleigh	168	
327.	KKYX	San anton	210	377.	WPEG-F	Charlotte	193		WRDU-F	Raleigh	180		WMJJ-F	Brmngham	168	
	WFOG-F	Norfolk	210		KOAI-F	Dallas Ft	193		KSFM-F	San Franc	180		WHKO-F	Dayton	168	
	WCTR-F	Miami-ft.	210	379.	KBFM-F	MC-BROWN	191	429.	WNNK-F	York	179		WTVN	Columbus,	168	
	WCMQ-F	Miami-ft.	210		WAPE-AF	Jacksonvi	191		WLTS-F	NewOrlean	179		KXXR-F	Knsas Cty	168	
	WAQI	Miami-ft.	210		WAXY-F	Miami-ft.	191		WRKZ-F	Harrisbur	179		WLUM-F	Milwaukee	168	
	WLTJ-F	Pittsburg	210		KNAC-F	Los Angel	191		WMYG-F	Pittsburg	179	482.	KUPL-F	Portland,	167	
333.	WSKZ-F	Chtnooga	209		KQKS-F	Denver	191	433.	WEZN-F	New haven	178		WEGR-F	Memphis	167	
	WFLZ-F	Tampa-st.	209		WFMT-F	Chicago	191		KQKQ-F	Omaha	178		KJJO-F	Minneapolis	167	
	WAAF-F	Boston	209	385.	WXBQ-F	John city	190		KOME-F	San jose	178	485.	WQBE-F	Christon	166	
336.	WRAL-F	Raleigh	208		WSTF-F	Orlando	190		KKHI-AF	San Franc	178		KWEN-F	Tulsa	166	
	WYLD-F	NewOrlean	208	387.	WYRK-F	Buffalo-n	189	437.	WANS-F	Greenville	177		WNVZ-F	Norfolk	166	
	KBAY-F	San jose	208		KYKY-F	St. louis	189		WLZR-AF	Milwaukee	177		WRVQ-F	Richmond	166	
339.	KCYY-F	San anton	206		KZFX-F	Houston	189		KRLA	Los Angel	177		WGMS-AF	Washingto	166	
	WNLT-F	Tampa-st.	206		WOMC-F	Detroit	189	440.	WNDU-F	South ben	176		KWSS-F	San Franc	166	
341.	WMEE-F	Fort wayn	205		WPLM-F	Boston	189		WRKZ-F	York	176		KKLT-F	Phoenix	166	
	WGKX-F	Memphis	205		WPLM-AF	Boston	189		KXRX-F	Seattle-t	176		KRTH	Los Angel	166	
	WKRR-F	Greensbor	205		WGY	ALBANY	189		WINZ	Miami-ft.	176	493.	WFLA	Tampa-st.	165	
	KLUV-F	Dallas Ft	205	394.	WHQT-F	West palm	188		KKAT-F	Salt lake	176		KLDE-F	Houston	165	
	WMCA	NewYork	205		KMOD-F	Tulsa	188		KSKQ	Los Angel	176	495.	KJYO-F	Oklahoma	164	
346.	WBLX-F	Mobile	204		WKSE-F	Buffalo-n	188	446.	WSSL-F	Greenville	175		WKLH-F	Milwaukee	164	
	WCOS-F	Columbia,	204		WFMZ-F	Philadelp	188		KSOP-AF	Salt lake	175		WFME-F	NewYork	164	
348.	WBBO-AF	Augusta	203		WWEZ-F	Cincinnati	188		WOKY	Milwaukee	175		WHCN-F	Hartford	164	
	KMEO-AF	Phoenix	203	399.	WSTO-F	Evansvill	187	449.	KSMB-F	Lafayette	174	499.	WTCR-AF	Huntingto	163	
	WSIX-F	Nashville	203		WNCE-F	York	187		WDEN-AF	Macon	174		WIP	Philadelp	163	

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

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

1. WINS	NewYork	27917	51. WCKG-F	Chicago	8426	101. KIKK-F	Houston	5731
2. WHTZ-F	NewYork	26051	52. KMPC	Los Angel	8311	102. WRIF-F	Detroit	5729
3. WPLJ-F	NewYork	21236	53. KODJ-F	Los Angel	8208	103. WWJ	Detroit	5727
4. KIIS-AF	Los Angel	21183	54. KNBR	San Franc	8167	104. KSCS-F	Dallas Ft	5676
5. WCBS-F	NewYork	21076	55. KFI	Los Angel	8005	105. WDFX-F	Detroit	5653
6. WCBS	NewYork	19695	56. WXKS-F	Boston	7993	106. WRQX-F	Washingto	5634
7. WLTW-F	NewYork	19383	57. WBAP	Dallas Ft	7874	107. KZLA-F	Los Angel	5599
8. WPAT-AF	NewYork	19131	58. WNEW	NewYork	7858	108. KJLH-F	Los Angel	5572
9. KPWR-F	Los Angel	18248	59. WIOQ-F	Philadelp	7801	109. WLLZ-F	Detroit	5565
10. KOST-F	Los Angel	17589	60. KLSX-F	Los Angel	7755	110. WTOP	Washingto	5542
11. WGN	Chicago	17053	61. WJMK-F	Chicago	7746	111. KFRC	San Franc	5518
12. WNEW-F	NewYork	16904	62. KROQ-F	Los Angel	7724	112. KEGL-F	Dallas Ft	5497
13. WFAN	NewYork	16590	63. WXEZ-AF	Chicago	7463	113. WLOL-F	Minneapol	5449
14. WXRK-F	NewYork	16286	64. WUSL-F	Philadelp	7291	114. KLOL-F	Houston	5431
15. WQHT-F	NewYork	15959	65. WVAZ-F	Chicago	7118	115. KRLD	Dallas Ft	5414
16. WNSR-F	NewYork	15915	66. WBZ	Boston	7078	116. WNIC-F	Detroit	5404
17. WABC	NewYork	15305	67. WQXR-F	NewYork	6975	117. KSHE-F	St. louis	5389
18. WRKS-F	NewYork	15285	68. WCZY-F	Detroit	6966	118. KFAC-F	Los Angel	5362
19. KNX	Los Angel	15052	69. KOIT-AF	San Franc	6891	119. KABL-AF	San Franc	5340
20. WBBM	Chicago	14849	70. WNCN-F	NewYork	6810	120. KVIL-AF	Dallas Ft	5323
21. KQLZ-F	Los Angel	14510	71. WMAQ	Chicago	6784	121. WSNI-F	Philadelp	5244
22. WOR	NewYork	14337	72. WMGK-F	Philadelp	6758	122. WUSN-F	Chicago	5243
23. WBLS-F	NewYork	13685	73. WHYT-F	Detroit	6749	123. KXXX-F	San Franc	5242
24. KABC	Los Angel	13265	74. WODS-F	Boston	6726	124. WMJX-F	Boston	5202
25. KLOS-F	Los Angel	12481	75. WRBQ-AF	Tampa-st.	6677	125. KSFO	San Franc	5194
26. KRTH-F	Los Angel	12328	76. KKIQ-AF	Houston	6675	126. WLIT-F	Chicago	5182
27. KFWB	Los Angel	12310	77. WBZZ-F	Pittsburg	6659	127. KQRS-AF	Minneapol	5161
28. KYW	Philadelp	12295	78. KRBE-F	Houston	6427	128. WKLS-F	Atlanta	5131
29. WJR	Detroit	12055	79. WBCN-F	Boston	6373	129. WLW	Cincinnati	5124
30. KBIG-F	Los Angel	11800	80. WXTU-F	Philadelp	6372	130. WLTF-F	Cleveland	5086
31. WMMR-F	Philadelp	11126	81. KILT-F	Houston	6273	131. WJIB-F	Boston	5072
32. WYNY-F	NewYork	10949	82. WCAU	Philadelp	6245	132. WZLX-F	Boston	5057
33. WQCD-F	NewYork	10678	83. KTRH	Houston	6146	133. WHQT-F	Miami-ft.	5053
34. WCCO	Minneapol	10638	84. KIRO	Seattle-t	6112	134. WROR-F	Boston	5025
35. KGO	San Franc	10582	85. WAVA-F	Washingto	6098	135. WDAF	Knsas Cty	5013
36. WBBM-F	Chicago	10554	86. WLS	Chicago	6052	136. WDVE-F	Pittsburg	5011
37. WEGX-F	Philadelp	10212	87. WRKO	Boston	6002	137. WPGC-F	Washingto	4990
38. WYTZ-F	Chicago	10002	88. WLUP	Chicago	5999	138. WNUA-F	Chicago	4986
39. KMOX	St. louis	9349	89. WSB -F	Atlanta	5998	139. WSSH-F	Boston	4974
40. KJOI-F	Los Angel	9266	90. WOGL-F	Philadelp	5977	140. KHYI-F	Dallas Ft	4966
41. WKQX-F	Chicago	9210	91. WFYR-F	Chicago	5899	141. WBAL	Baltimore	4936
42. WLUP-F	Chicago	9177	92. WAPW-F	Atlanta	5884	142. WFOX-F	Atlanta	4924
43. WGCI-F	Chicago	9119	93. WKSZ-F	Philadelp	5864	143. KLVE-F	Los Angel	4915
44. KTWW-F	Los Angel	8981	94. WMSM-F	Cleveland	5858	144. WMZQ-AF	Washingto	4891
45. KCBS	San Franc	8944	95. WWDC-F	Washingto	5827	145. KTNQ	Los Angel	4882
46. WYSP-F	Philadelp	8861	96. KIOI-F	San Franc	5783	146. WFBQ-F	Indy	4877
47. WEAZ-F	Philadelp	8679	97. KLAC	Los Angel	5772	147. WWDB-F	Philadelp	4865
48. KMEL-F	San Franc	8573	98. WJLB-F	Detroit	5770	148. WTIC-F	Hartford	4860
49. WZOU-F	Boston	8441	99. KPLX-F	Dallas Ft	5762	149. WMCA	NewYork	4849
50. KDKA	Pittsburg	8435	100. WTMX-F	Chicago	5733	150. KPLZ-F	Seattle-t	4836

\*Based on 12+ TSA Cume, Broadcast Week

151.	WGAY-F	Washingto	4806	201.	KOMO	Seattle-t	4008	251.	KKHT-F	Houston	3480
	WCSX-F	Detroit	4806	202.	WIVK-AF	Knoxville	3983	252.	WEBN-F	Cincinnati	3464
153.	WPEN	Philadelp	4766	203.	WBSB-F	Baltimore	3971	253.	WQUE-AF	NewOrlean	3435
	WSKQ-F	NewYork	4766	204.	KTXQ-F	Dallas Ft	3970	254.	WNXC-F	Cleveland	3422
155.	WJJD	Chicago	4731	205.	WFLN-F	Philadelp	3962	255.	WDRC-F	Hartford	3420
156.	WSB	Atlanta	4724	206.	WASH-F	Washingto	3951	256.	WKSS-F	Hartford	3407
157.	WLYF-F	Miami-ft.	4719	207.	KJMZ-F	Dallas Ft	3933	257.	KSD -F	St. louis	3375
158.	KRQR-F	San Franc	4699	208.	KXKL-AF	Denver	3918		KTAR	Phoenix	3375
159.	KMJQ-F	Houston	4692	209.	WZZK-AF	Brmngham	3917	259.	KRKY-AF	Denver	3370
160.	WEEL	Boston	4677		WLIB	NewYork	3917	260.	WIOD	Miami-ft.	3369
				211.	WYHY-F	Nashville	3891	261.	KLXK-F	Minneapolis	3365
161.	KDWB-F	Minneapolis	4653	212.	WPOW-F	Miami-ft.	3890	262.	WWRL	NewYork	3354
162.	WHYI-F	Miami-ft.	4636	213.	WIOG-F	Saginaw-b	3886	263.	WDUV-F	Tampa-st.	3346
163.	WJOI-F	Detroit	4582	214.	WAAP-F	Boston	3840		WIYY-F	Baltimore	3346
164.	WMJI-F	Cleveland	4572	215.	WBJW-AF	Orlando	3837	265.	WSM -F	Nashville	3341
165.	WPCH-F	Atlanta	4569	216.	WIP	Philadelp	3824		KQQL-F	Minneapolis	3341
166.	KSOL-F	San Franc	4563	217.	WPHR-F	Cleveland	3819	267.	KBXL-F	San Franc	3320
167.	KNIX-AF	Phoenix	4561	218.	WDOK-F	Cleveland	3810	268.	KSPM-F	San Franc	3307
168.	KKDA-F	Dallas Ft	4558	219.	WHUR-F	Washingto	3807	269.	WAXY-F	Miami-ft.	3290
169.	WKHX-F	Atlanta	4552	220.	KDAY	Los Angel	3806	270.	WQAL-F	Cleveland	3289
170.	KUBE-F	Seattle-t	4530					271.	WNIB-F	Chicago	3288
171.	WNCI-F	Columbus,	4529	221.	WYNF-F	Tampa-st.	3803	272.	WWKA-F	Orlando	3286
172.	WXRT-F	Chicago	4519	222.	KLOU-F	St. louis	3802	273.	WBLI-F	NewYork	3262
173.	WWSW-F	Pittsburg	4505	223.	WMXJ-F	Miami-ft.	3799	274.	WEAT-AF	West palm	3251
174.	WLTE-F	Minneapolis	4482	224.	WWWE	Cleveland	3796	275.	WOKI-F	Knoxville	3236
175.	WKRQ-F	Cincinnati	4472	225.	WZGC-F	Atlanta	3788	276.	WADO	NewYork	3235
176.	KSAN-F	San Franc	4455	226.	WQXI-AF	Atlanta	3764	277.	KQKS-F	Denver	3225
177.	WCXR-F	Washingto	4444	227.	KDFC-AF	San Franc	3760	278.	WBAB-F	Nassau	3217
178.	WSHH-F	Pittsburg	4427	228.	WOMC-F	Detroit	3758	279.	WKDD-F	Cleveland	3214
179.	WALK-AF	NewYork	4349	229.	KFOG-F	San Franc	3749	280.	WIL -F	St. louis	3201
180.	KOA	Denver	4345	230.	WYAY-F	Atlanta	3716				
				231.	KITS-F	San Franc	3701	281.	WMJQ-F	Buffalo-n	3199
181.	WTIC	Hartford	4341	232.	KEZK-F	St. louis	3692	282.	KRTH	Los Angel	3185
182.	KSTP-F	Minneapolis	4311	233.	WEZB-F	NewOrlean	3690		KNAC-F	Los Angel	3185
183.	KRLA	Los Angel	4293	234.	KLTR-F	Houston	3666	284.	WDJX-AF	Louisvill	3178
184.	WKBQ-F	St. louis	4262	235.	WWMX-F	Baltimore	3657	285.	KKRZ-F	Portland,	3170
185.	WDAS-F	Philadelp	4258	236.	WFMT-F	Chicago	3656	286.	WGTR-F	Miami-ft.	3163
186.	WTMJ	Milwaukee	4249	237.	WBAB-F	NewYork	3642	287.	KPMK-F	Houston	3161
187.	WEZN-F	NewYork	4246	238.	WHUD-F	NewYork	3631	288.	KWSS-F	San Franc	3149
188.	WVEE-F	Atlanta	4241	239.	WXTR-F	Washingto	3581	289.	KYKY-F	St. louis	3145
189.	KZZP-AF	Phoenix	4200	240.	KKSF-F	San Franc	3571	290.	WFMS-F	Indy	3139
190.	KKGO-AF	Los Angel	4195					291.	KZPS-F	Dallas Ft	3136
191.	WPRO-F	Providenc	4183	241.	WSOC-F	Charlotte	3568	292.	KZFX-F	Houston	3115
192.	WLTI-F	Detroit	4165	242.	WLTT-F	Washingto	3563	293.	WHAS	Louisvill	3112
193.	WHDH	Boston	4159	243.	WLIF-F	Baltimore	3541	294.	KEEY-F	Minneapolis	3103
194.	KODA-F	Houston	4153	244.	KLUV-F	Dallas Ft	3537	295.	WDRE-F	NewYork	3095
195.	WZPL-F	Indy	4123	245.	WKYS-F	Washingto	3524	296.	WAMZ-F	Louisvill	3087
196.	WMAL	Washingto	4110	246.	KBEQ-AF	Knsas Cty	3521	297.	KSPM-F	Sacrament	3075
197.	WWRM-F	Tampa-st.	4057	247.	KWKW	Los Angel	3516	298.	KSSN-F	Little ro	3070
198.	WWWV-F	Detroit	4035	248.	WRCH-F	Hartford	3498		WQYK-F	Tampa-st.	3070
199.	WTQR-F	Greensbor	4024	249.	KLDE-F	Houston	3496	300.	KYA -F	San Franc	3069
200.	WKTI-F	Milwaukee	4023		KACE-F	Los Angel	3496		CKLW	Detroit	3069
								302.	WKLR-F	Indy	3059
								303.	WPOC-F	Baltimore	3058
								304.	WXYT	Detroit	3057
								305.	KOY -F	Phoenix	3045
								306.	WHJY-F	Boston	3041
								307.	WXYV-F	Baltimore	3033
								308.	WKDF-F	Nashville	3025
								309.	WBLI-F	Nassau	3018
								310.	WKSE-F	Buffalo	3005

AMERICA'S LEADING STATIONS - METRO CUME RATING\* (30.0+)

1. KTRS-F Casper	59.3	51. KWTX-F Waco	33.1
2. WIXX-F Green Bay	49.0	52. WWSR-F Charleston, WV	33.0
3. WIVK-AF Knoxville	47.5	53. KYIA-F Billings	32.9
4. WBBQ-AF Augusta	46.7	WKCI-F New Haven	32.9
5. WMEE-F Fort Wayne	45.1	55. WLWI-F Montgomery	32.8
6. WBNQ-F Bloomington	44.1	56. WHHY-AF Montgomery	32.7
7. WOMP-F Wheeling	42.1	KZFM-F Corpus Christi	32.7
WJBC Bloomington	42.1	58. KCCY-F Pueblo	32.6
9. WIOG-F Saginaw-Bay City-Mid	41.9	WKRZ-F Wilkes Barre-Scranto	32.6
10. WAAL-F Binghamton	41.4	60. WEZN-F Bridgeport	32.5
11. KWTO-F Springfield, MO	41.2	61. WGLF-F Tallahassee	32.3
12. WJET-F Erie	41.1	62. KZLS-F Billings	32.2
13. WTCR-AF Huntington, WV	41.0	63. WQSM-F Fayetteville, NC	32.0
14. KBFM-F Mcallen-Brownsville	40.3	64. WRBQ-AF Tampa-St. Petersburg	31.8
15. WSTO-F Evansville	40.0	65. WCOS-F Columbia, SC	31.6
16. KMOX St. Louis	39.9	WPRR-F Altoona	31.6
17. WTHI-F Terre Haute	39.8	67. WYYY-F Syracuse	31.4
18. KRLB-F Lubbock	39.5	68. KZZU-F Spokane	31.2
WKFR-F Kalamazoo	39.5	KQIZ-F Amarillo	31.2
20. KPMW-F Waterloo-Cedar Falls	39.4	WAYV-F Atlantic City	31.2
21. KSMB-F Lafayette, LA	38.6	WROK Rockford	31.2
22. WZEE-F Madison	38.4	WPRO-F Providence	31.2
23. WNNK-F Harrisburg	38.3	73. WIOG-F Flint	31.1
24. WCCO Minneapolis-St. Paul	38.1	WSSP-F Melbourne-Titusville	31.1
25. WWNC Asheville	38.0	75. WNCI-F Columbus, OH	30.8
26. WDAY-F Fargo	37.6	76. WZZK-AF Birmingham	30.7
KOKZ-F Waterloo-Cedar Falls	37.6	WNTQ-F Syracuse	30.7
WIKY-F Evansville	37.6	WTIC-F Hartford	30.7
29. WWIC-F Lansing	37.5	79. WSKZ-F Chattanooga	30.5
30. WNDU-F South Bend	37.4	80. WKSJ-AF Mobile	30.3
31. WZOK-F Rockford	37.2	WVBS-F Wilmington, NC	30.3
32. WQUT-F John City-Kingsport	37.0	82. WQBE-F Charleston, WV	30.2
KRQQ-F Tucson	37.0	WGIR-F Manchester	30.2
34. KQMQ-AF Honolulu	36.9	84. WCRZ-F Flint	30.1
35. KSSN-F Little Rock	36.7	85. WDEN-AF Macon	30.0
36. KQKQ-F Omaha	36.6	WZFX-F Fayetteville, NC	30.0
37. WKSF-F Asheville	36.2	WICC Bridgeport	30.0
38. WZYP-F Huntsville	34.7		
WPXR-F Davenport-Ri-Moline	34.7		
40. WAYS-F Macon	34.5		
41. WKEE-F Huntington, WV	34.4		
42. WLAP-F Lexington	34.1		
43. WXLK-F Roanoke-Lynchburg	34.0		
44. KTTS-F Springfield, MO	33.9		
45. WHOT-AF Youngstown	33.8		
KUZZ-AF Bakersfield	33.8		
47. WKZW-F Peoria	33.7		
KDKA Pittsburgh	33.7		
49. WTIC Hartford	33.6		
50. WVLR-F Lexington	33.2		

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

AMERICA'S LEADING STATIONS BY FORMAT\*

1/4 HOUR AVERAGE

TOP 40/CHR/CONTEMP			MOR/VARIETY			BLACK/URBAN		
1. WHTZ-F	NewYork	1652	17. WLLZ-F	Detroit	276	1. WRKS-F	NewYork	1129
2. KPWR-F	Los Angel	1184	18. WDVE-F	Pittsburg	264	2. WBLS-F	NewYork	789
3. WQHT-F	NewYork	1097	WCSX-F	Detroit	264	3. WGGI-F	Chicago	787
4. WPLJ-F	NewYork	865	20. KRQR-F	San Franc	258	4. WVAZ-F	Chicago	597
5. KIIS-AF	Los Angel	863	21. WCMF-F	Rochester	257	5. WUSL-F	Philadelp	548
6. KQLZ-F	Los Angel	721	22. WRIF-F	Detroit	254	6. KMJQ-F	Houston	500
7. WYZZ-F	Chicago	560	23. WYYY-F	Baltimore	243	7. WJLB-F	Detroit	497
8. WBBM-F	Chicago	520	24. KBCO-AF	Denver	242	8. WHQT-F	Miami-ft.	487
9. WRBQ-AF	Tampa-st.	490	25. WAFX-F	Norfolk	240	9. WVVE-F	Atlanta	388
10. WEGX-F	Philadelp	484	WHJY-F	Providenc	240	10. KJLH-F	Los Angel	365
11. KMEL-F	San Franc	479	27. WNCX-F	Cleveland	238	11. KKDA-F	Dallas Ft	338
12. WXKS-F	Boston	459	28. KITS-F	San Franc	232	12. WDAS-F	Philadelp	300
13. WZOU-F	Boston	394	29. WKLS-F	Atlanta	225	13. WLIB	NewYork	286
14. WIOQ-F	Philadelp	385	30. WZGC-F	Atlanta	224	14. WXYV-F	Baltimore	277
15. WBZZ-F	Pittsburg	365	31. WYNF-F	Tampa-st.	221	15. WKYS-F	Washington	271
WAPW-F	Atlanta	365	32. WEBN-F	Cincinnati	220	16. KDAY	Los Angel	256
17. KKBB-AF	Houston	363	33. KUPD-F	Phoenix	219	17. WJMY-F	Dallas Ft	247
18. WPGC-F	Washington	346	34. WZLX-F	Boston	214	18. KSOL-F	San Franc	227
19. WPRO-F	Providenc	315	35. WBAB-F	NewYork	204	19. KACE-F	Los Angel	217
20. KKLO-AF	SanDiego	307	36. WWDG-F	Washington	203	20. KMJM-F	St. louis	212
21. KRBE-F	Houston	301	KTXQ-F	Dallas Ft	203	21. WQUE-AF	NewOrlean	209
22. WDFX-F	Detroit	300	38. WCXR-F	Washington	202	22. WZAK-F	Cleveland	208
23. WNCI-F	Columbus,	285	39. WBAB-F	Nassau	201	23. WAMO-F	Pittsburg	205
WCZY-F	Detroit	285	AC/OLDIES/SOFT ROCK			24. WHRK-F	Memphis	201
25. WPOW-F	Miami-ft.	268	1. WLTW-F	NewYork	1465	25. WHUR-F	Washington	200
26. WHYI-F	Detroit	254	2. WCB3-F	NewYork	1382	26. WYLD-F	NewOrlean	189
27. KEGL-F	Dallas Ft	253	3. KOST-F	Los Angel	1012	27. WPEG-F	Charlotte	166
28. WHYI-F	Miami-ft.	252	4. WNSR-F	NewYork	969	28. WJMH-F	Greensbor	161
WAVA-F	Washington	252	5. KBIG-F	Los Angel	715	29. WMMJ-F	Washington	155
30. WEZB-F	NewOrlean	250	6. KRTH-F	Los Angel	519	30. WOWI-F	Norfolk	149
31. KUBE-F	Seattle-t	249	7. WKQX-F	Chicago	510	WLUM-F	Milwaukee	149
32. WLOL-F	Minneapolis	248	8. KVIL-AF	Dallas Ft	491	KKDA	Dallas Ft	149
33. WTKI-F	Milwaukee	247	9. KOIT-AF	San Franc	416	33. WDTA	Memphis	144
34. KPLZ-F	Seattle-t	246	10. WLIT-F	Chicago	384	34. WCDX-F	Richmond	141
35. KHYY-F	Dallas Ft	245	11. WSB -F	Atlanta	376	35. WENN-F	Birmingham	139
36. KDWB-F	Minneapolis	240	12. WKSZ-F	Philadelp	363	36. KGFJ	Los Angel	137
37. WTIC-F	Hartford	237	13. WMGK-F	Philadelp	362	37. WLTC-F	Indy	124
38. KXXJ-F	San Franc	236	14. WJMK-F	Chicago	361	WEXS-F	Atlanta	124
39. WKBQ-F	St. louis	229	15. WALK-AF	NewYork	339	39. WLLD	Boston	123
40. WKRQ-F	Cincinnati	228	16. KIOI-F	San Franc	335	40. WIKS-F	Greenville	122
41. WRQX-F	Washington	227	17. KODJ-F	Los Angel	329	41. WJFY-F	Washington	122
42. KZZP-AF	Phoenix	225	18. WTMX-F	Chicago	325	42. KTFM-F	San anton	116
43. WBLI-F	NewYork	222	19. WLTF-F	Cleveland	293	43. WMYK-F	Norfolk	115
44. WBLI-F	Nassau	221	20. WMJX-F	Boston	281	44. KPRS-F	Kansas Cty	115
45. WBSB-F	Baltimore	216	21. WMXJ-F	Miami-ft.	276	45. WWDM-F	Columbia,	112
46. KRQQ-F	Tucson	208	WKJY-F	NewYork	276	WJHM-F	Orlando	112
47. KRXY-AF	Denver	205	23. KSTP-F	Minneapolis	271	47. WVON	Chicago	111
AOR/CLASSIC			24. WWSW-F	Pittsburg	269	48. XHRM-F	SanDiego	110
1. WNEW-F	NewYork	1164	25. WMMX-F	Baltimore	266	WAOK	Atlanta	110
2. WXRK-F	NewYork	931	26. WLTE-F	Minneapolis	265	BEAUTIFUL/EASY		
3. KLOS-F	Los Angel	626	27. WFYR-F	Chicago	257	1. WPAT-AF	NewYork	1164
4. WLUP-F	Chicago	609	28. WUGL-F	Philadelp	253	2. KJOI-F	Los Angel	676
5. WMMR-F	Philadelp	551	29. WNIC-F	Detroit	251	3. WXEZ-AF	Chicago	567
6. WCKQ-F	Chicago	516	30. WLTI-F	Detroit	250	4. WEAZ-F	Philadelp	523
7. KROQ-F	Los Angel	390	31. WWRM-F	Tampa-st.	243	5. WLYF-F	Miami-ft.	471
8. KLOL-F	Houston	383	32. WSSH-F	Boston	236	6. KABL-AF	San Franc	382
9. KSHE-F	St. louis	363	33. WSN1-F	Philadelp	231	7. WJIB-F	Boston	377
10. WYSP-F	Philadelp	356	34. KLTR-F	Houston	230	8. WJOI-F	Detroit	365
11. WMMS-F	Cleveland	350	35. WMJI-F	Cleveland	225	9. WSHH-F	Pittsburg	350
12. WBCN-F	Boston	348	36. KXKL-AF	Denver	224	10. KODA-F	Houston	325
13. WXRT-F	Chicago	343	37. WODS-F	Boston	219	11. WGYA-F	Washington	321
14. KGB -F	SanDiego	308	38. WASH-F	Washington	216	12. WPCF-F	Atlanta	316
15. KQRS-AF	Minneapolis	301	39. WDOK-F	Cleveland	215	13. WLIF-F	Baltimore	313
16. KLSX-F	Los Angel	294	40. KSFO	San Franc	209	14. KEZK-F	St. louis	302
			41. WLS	Chicago	205	15. WLKW-F	Providenc	236
			42. WFOX-F	Atlanta	204	16. KJQY-F	SanDiego	231
						17. KMEZ-F	Dallas Ft	227

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

18. WQAL-F	Cleveland	226	NOSTALGIA			12. KSKQ-F	Los Angel	160
19. WDUV-F	Tampa-st.	217	-----			KALI	Los Angel	160
20. WEAT-AF	West palm	215				14. WQBA-F	Miami-ft.	148
21. WJYE-F	Buffalo-n	200	1. WNEW	NewYork	534	15. WIND	Chicago	122
22. KMEO-AF	Phoenix	190	2. WPEN	Philadelp	464	16. WKDM	NewYork	119
23. KOSI-F	Denver	186	3. KMPC	Los Angel	424	17. KGBT	MC-BROWN	109
24. WFOG-F	Norfolk	185	4. WJJD	Chicago	383	18. KIQI	San Franc	101
25. KBAY-F	San Franc	175	5. KPRC	San Franc	301	19. KCOR	San anton	100
26. KUMU-AF	Honolulu	169	6. CKLW	Detroit	212	WJIT	NewYork	100
27. KBRD-F	Seattle-t	168	7. KQUE-F	Houston	209	21. WCMQ	Miami-ft.	99
28. KDUO-F	Riverside	165	8. WOKY	Milwaukee	164	22. KXYZ	Houston	82
29. WRCH-F	Hartford	157	9. WRMR	Cleveland	148	23. KIWW-F	MC-BROWN	81
30. KCTC-F	Sacrament	154	10. WHLI	NewYork	133	24. WTAQ	Chicago	80
31. WWEZ-F	Cincinnati	152	11. WPLM-AF	Boston	129	25. KMAX-F	Los Angel	76
32. WHUD-F	NewYork	150	12. WDAE	Tampa-st.	126	26. KBRG-F	San Franc	72
			WXKS	Boston	126	27. WSUA	Miami-ft.	66
			14. WGUL-AF	Tampa-st.	122	28. KZVE-F	San anton	59
			WHLI	Nassau	122	KXTN	San anton	59
			16. WJAS	Pittsburg	116	30. KBNA-AF	El paso	57
			17. WBYU	NewOrlean	109	31. KEDA	San anton	53
			18. WECK	Buffalo-n	103			
			19. WNAX	Wilkes ba	100	CLASSICAL		
			20. KIXI	Seattle-t	98	-----		
			21. KAAM	Dallas Ft	94	1. WNCN-F	NewYork	370
			22. KLBB	Minneapolis	93	2. WQXR-F	NewYork	337
			23. KOY	Phoenix	84	3. KFAC-F	Los Angel	242
			24. WFTL	Miami-ft.	78	4. KDFC-AF	San Franc	199
			25. KEZW	Denver	71	5. WFMT-F	Chicago	184
						6. WFLN-F	Philadelp	182
			RELIGION/GOSPEL			7. KKHI-AF	San Franc	174
			-----			8. WNIB-F	Chicago	148
			1. WWRL	NewYork	274	9. WGMS-AF	Washington	146
			2. KLTJ-F	Dallas Ft	160	10. KING-F	Seattle-t	132
			3. WFME-F	NewYork	148	11. WQRS-F	Detroit	120
			4. KKLA-F	Los Angel	107	12. WCRB-F	Boston	113
			5. KHVN	Dallas Ft	100	13. WTMI-F	Miami-ft.	106
			6. WBOK	NewOrlean	95	14. KVOD-F	Denver	97
			7. WLOK	Memphis	86	15. KFSD-F	SanDiego	92
			8. WWDJ	NewYork	85	16. WQXR	NewYork	81
			9. WBGR	Baltimore	76	17. WRR -F	Dallas Ft	80
			10. WMBM	Miami-ft.	73	18. WCLV-F	Cleveland	68
			11. WYCB	Washington	70	19. KFUF-F	St. louis	59
			12. KHCB-F	Houston	66	20. WXCR-F	Tampa-st.	55
			13. KYMS-F	Los Angel	56			
			WMUZ-F	Detroit	56	JAZZ/NEW AGE		
			15. KCMS-F	Seattle-t	55	-----		
			16. KFAX	San Franc	52	1. WQCD-F	NewYork	686
			17. WPCE	Norfolk	49	2. KTWV-F	Los Angel	424
			18. WDAC-F	Lancaster	47	3. WNUA-F	Chicago	289
			19. WROL	Boston	46	4. KKGO-AF	Los Angel	208
			20. WHAT	Philadelp	45	5. KKSF-F	San Franc	196
			21. WYCA-F	Chicago	44	6. KBLX-F	San Franc	194
			22. WRBS-F	Baltimore	43	7. KOAI-F	Dallas Ft	186
			23. WPIT-F	Pittsburg	40	8. WJZZ-F	Detroit	164
						9. KIFM-F	SanDiego	108
			SPANISH			10. WHVE-F	Tampa-st.	98
			-----			11. WXDJ-F	Miami-ft.	93
			1. WSKQ-F	NewYork	653	12. KNUA-F	Seattle-t	89
			2. KTNQ	Los Angel	412	13. WVAE-F	Detroit	88
			3. KWKW	Los Angel	363	14. KHIH-F	Denver	83
			4. WADO	NewYork	336	15. KQPT-F	Sacrament	80
			5. KLVE-F	Los Angel	301	16. WNWV-F	Cleveland	78
			6. WQBA	Miami-ft.	237			
			7. WOJO-F	Chicago	221			
			8. WCMQ-F	Miami-ft.	209			
			9. WAQI	Miami-ft.	205			
			10. WSKQ	NewYork	197			
			11. KSKQ	Los Angel	174			

## NEWS/TALK

1. WINS	NewYork	1294
2. WGN	Chicago	1157
3. WOR	NewYork	1027
4. WABC	NewYork	871
5. KABC	Los Angel	869
6. WCBS	NewYork	835
7. KMOX	St. louis	793
8. WBBM	Chicago	680
9. WFAN	NewYork	679
10. KGO	San Franc	596
11. KYW	Philadelp	563
12. KNX	Los Angel	549
13. KFNB	Los Angel	494
14. KCBS	San Franc	397
15. WRKO	Boston	390
16. WWDB-F	Philadelp	353
17. WBAL	Baltimore	349
18. KIRO	Seattle-t	341
19. WLUP	Chicago	317
20. KTRH	Houston	316
21. WWJ	Detroit	302
22. KFI	Los Angel	292
23. WHDH	Boston	276
24. WCAU	Philadelp	269
25. WIOD	Miami-ft.	253
26. KRLD	Dallas Ft	248
WXYT	Detroit	248
28. KTAR	Phoenix	225
29. WMAQ	Chicago	224
30. WTOP	Washington	219
31. WEEI	Boston	216
32. KSDO	SanDiego	209
33. WMCA	NewYork	199
34. KOA	Denver	184
35. KFBK	Sacrament	180
36. WINZ	Miami-ft.	171
37. KLIF	Dallas Ft	152
38. WWWE	Cleveland	149
39. WIP	Philadelp	146
40. WTAE	Pittsburg	145
41. WFLA	Tampa-st.	138
42. WWRC	Washington	135
43. WNWS	Miami-ft.	134
44. KXL	Portland,	133
KCMO	Knsas Cty	133
WGST	Atlanta	133
47. WHJJ	Providenc	129
48. KPRC	Houston	128
49. WPRO	Providenc	123
50. WOAI	San anton	116

AMERICA'S LEADING STATIONS BY FORMAT\*

METRO SHARE

COUNTRY

TOP 40/CHR/CONTEMP

1. KTRS-F Casper 48.9	15. KEZO-AF Omaha 13.1	33. WBGM-F Tallahass 10.4	
2. KWTO-F Springfie 26.7	16. WIOT-F Toledo 12.9	WARM-F York 10.4	
3. WBBQ-AF Augusta 25.3	17. WAFX-F Norfolk 11.7	WMJF-F Brmngham 10.4	1. WIVK-AF Knoxville 34.2
WIXX-F Green Bay 25.3	18. WCCK-F Erie 11.5	36. WIHN-F Bloomingt 10.3	2. WTCR-AF Huntingto 29.6
5. WJET-F Erie 24.5	19. KRNA-F Cedar Rpd 11.4	37. WMGI-F Terre Hau 10.1	3. WTHI-F Terre Hau 26.2
3. WIOG-F Saginaw-B 24.1	20. WGIR-F Mancheste 11.3	38. WOHQ-F Salisbury 9.9	4. WDRM-AF Huntsvill 22.4
7. WOMP-F Wheeling 23.6	21. KDJK-F Modesto 11.2	39. WARM-F Lancaster 9.8	5. WDNF-AF Macon 20.9
8. WMEE-F Fort Wayn 23.4	22. WXLP-F Davenport 11.1	KVUU-F Colorado 9.8	6. KSSN-F Little Ro 20.7
9. WSTO-F Evansvill 22.1	WZZO-F Allentown 11.1	41. WBYP-F Fort Wayn 9.6	7. WVLF-F Lexington 19.9
10. KRQO-F Tucson 21.5	24. KWHL-F Anchorage 11.0	WNSN-F South Ben 9.6	8. WWNC Asheville 19.6
11. WQUT-F John City 20.6	25. WIBA-F Madison 10.9	WSB -F Atlanta 9.6	9. WQBE-F Chrliston 19.4
12. KBEM-F Mc-Brown 19.7	26. KFMQ-F Lincoln 10.8	44. KLTA-F Fargo 9.4	10. WXBQ-F John City 19.0
13. KWTX-F Waco 19.5	27. WIMZ-AF Knoxville 10.7	WMIY-F Asheville 9.4	11. KLLL-F Lubbock 18.9
WAAL-F Binghamto 19.5	WMKDF-F Nashville 10.7	WMYI-F Greenville 9.4	12. WZZK-AF Brmngham 18.7
15. WKFR-F Kalamazoo 19.4	WMMS-F Cleveland 10.7	47. KLDZ-F Lincoln 9.3	13. KUZZ-AF Bkrsfield 18.4
16. WZYP-F Huntsvill 19.3	30. KFMX-F Lubbock 10.6	KRYT-F Pueblo 9.3	14. WKSJ-AF Mobile 18.3
17. KFMW-F Waterloo 19.2	KMOD-F Tulsa 10.6	49. KISC-F Spokane 9.2	15. WKML-F Faytville 17.8
WSKZ-F Chtnooga 19.2	32. WMFX-F Columbia 10.4	WMAS-F Springfie 9.2	16. KTTS-F Springfie 17.6
19. WBNO-F Bloomingt 19.0	33. KJOT-F Boise 10.2	51. WAHR-F Huntsvill 9.1	17. WITL-F Lansing 17.5
WNNK-F Harrisbur 19.0	WEBN-F Cincinnat 10.2	WRVR-F Memphis 9.1	18. KHAK-AF Cedar Rpd 17.3
21. WKEE-F Huntingto 18.7	WPYX-F Albany 10.2	53. WAKX-F Duluth 9.0	19. WLLW-F Montgomer 17.2
22. KSMB-F Lafayette 18.6	36. WRDU-F Raleigh 10.1	WFBC-F Greenville 9.0	20. KVOC Casper 17.0
23. WKSF-F Asheville 18.1	37. WBLM-F Portland 9.9	WLTF-F Cleveland 9.0	21. WPOR-AF Portland 16.6
24. WDAY-F Fargo 18.0	WRXL-F Richmond 9.9		KUGN-F Eugene 16.6
WZOK-F Rockford 18.0	KLAQ-F El Paso 9.9	MOR/ VARIETY	23. WAMZ-F Louisville 16.3
26. WZEE-F Madison 17.1	40. WKLC-F Chrliston 9.8		24. WYNG-F Evansvill 16.2
27. KRLB-F Lubbock 16.7	WAQY-F Springfie 9.8	1. WJBC Bloomingt 26.1	25. WTQS-F Greensbor 15.9
28. WPXR-F Davenport 16.4	WHJY-F Providenc 9.8	2. WKYF-F Evansvill 19.3	26. WMSI-F Jackson 15.7
29. WVIC-F Lansing 16.2	43. KSHE-F St. Louis 9.7	3. WSBT South Ben 17.5	27. WFRG-AF Utica-Rom 15.5
30. WLPF-F Lexington 16.1	44. WLVO-F Columbus 9.6	4. WMT Cedar Rpd 16.4	WDAF Ksasn Cty 15.5
31. WNCI-F Columbus 16.0	45. WHTQ-F Melbourne 9.4	WCCO Minneapol 16.4	29. WCHY-F Savannah 15.4
32. KZLS-F Billings 15.8	WGR -F Buffalo 9.4	6. WNNB Binghamto 15.9	WCOS-F Columbia 15.4
WNDU-F South Ben 15.8	47. WKRR-F Greensbor 9.2	WTIC Hartford 15.9	31. HHWK-F Binghamto 15.1
34. KZUZ-F Spokane 15.6	WTUE-F Dayton 9.2	8. WRVA Richmond 14.7	32. KXXY-AF Oklahoma 15.0
35. WDJX-AF Louisville 15.3	AC/OLDIES/SOFT ROCK	9. KFAB Omaha 14.3	33. WYNK-AF Btn Rouge 14.8
36. WRBQ-AF Tampa-St. 15.1		10. KDKA Pittsburg 14.1	KMML-F Amarillo 14.8
WAYS-F Macon 15.1	1. KCIX-F Boise 19.6	11. WROK Rockford 12.8	35. WRNS-F Greenville 14.6
38. WXLK-F Roanoke 15.0	2. KMAJ-F Topeka 17.7	12. WIBC Indy 12.4	36. WYYD-F Roanoke 14.5
KOKZ-F Waterloo 15.0	3. WEZN-F Brdgeport 16.6	13. WTMJ Milwaukee 12.3	37. WSOC-F Charlotte 14.4
KKRD-F Wichita 15.0	4. WKMQ-F Rockford 15.9	14. WHAS Louisvill 12.2	38. KCCY-F Pueblo 14.3
KQKQ-F Omaha 15.0	5. WGSY-F Columbus 15.3	15. WJR Ann Arbor 12.0	39. WPCV-F Lakeland 14.1
42. WHHY-AF Montgomer 14.9	6. WCRZ-F Flint 14.9	WLW Cincinnati 12.0	40. KOEL-F Waterloo 14.0
WPRR-F Altoona 14.9	7. WTFM-F John City 14.6	17. WHO Des Moine 11.9	41. KRMD-AF Shrevepor 13.8
KKZM-F Peoria 14.9	8. WAYV-F Atlantic 14.4	18. WHBC Canton 11.6	43. KTXF-F Mc-Brown 13.4
45. KQIZ-F Amarillo 14.8	9. WSYA-F Montgomer 14.3	19. KFOR Lincoln 11.4	KASE-F Austin 13.4
46. WHOT-AF Youngstow 14.6	10. WMYU-F Knoxville 13.7	20. KSOO Sioux Fal 11.3	45. KTPK-F Topeka 13.3
47. KPRR-F El Paso 14.4	11. WXKC-F Erie 13.5	21. WSYR Syracuse 10.8	KRST-F Albuquerque 13.3
48. WVSR-F Chrliston 14.3	WLEV-F Allentown 13.5	22. WSWG Saginaw 10.6	47. KGHL Billings 12.9
49. WVBS-F Wilmingto 14.2	13. KELO Sioux Fal 12.8	23. KKOB Albuquerque 10.5	48. KOUL-F Corpus Ch 12.8
50. WAPE-AF Jacksonvi 14.1	14. WAJI-F Fort Wayn 12.5	24. WMBD Peoria 10.4	49. WWVA Wheeling 12.6
	15. WKYE-F Johnstown 12.3	25. WICC Brdgeport 10.3	WOVK-F Wheeling 12.6
	16. WRVC-F Huntingto 12.0	26. WELI New Haven 10.2	WUSY-F Chtnooga 12.6
AOR/CLASSIC	17. WKDQ-F Evansvill 11.9	27. WDUZ Green Bay 9.9	52. KJZY-AF Des Moine 12.5
	KXUS-F Springfie 11.9	WJR Detroit 9.9	53. WTNT-F Tallahass 12.3
1. KQWB-F Fargo 18.5	19. WYYY-F Syracuse 11.8	29. WGY Albany 9.7	54. KNIX-AF Phoenix 12.2
2. WCMF-F Rochester 17.4	20. KIDX-F Billings 11.7	30. WDAY Fargo 9.4	WLLR-F Davenport 12.2
3. KGGO-F Des Moine 17.0	21. WRMF-F West Palm 11.5	31. WKZO Kalamazoo 9.3	WQIK-F Jacksonvi 12.2
4. WAPL-F Appleton 16.0	WHYN-F Springfie 11.5	KRMG Tulsa 9.3	57. KWEN-F Tulsa 11.7
WGLF-F Tallahass 16.0	23. WHNN-F Saginaw 11.1	33. KSSK Honolulu 9.2	KCTR-F Billings 11.7
6. WWCT-F Peoria 15.8	24. WVOR-F Rochester 11.0	34. KBOI Boise 8.9	59. KFGO Fargo 11.6
7. WRKR-F Kalamazoo 15.6	25. WMT -F Cedar Rpd 10.9	35. WOWO-AF Fort Wayn 8.8	61. KHEY-F El Paso 11.6
WFBQ-F Indy 15.6	28. WMRV-F Binghamto 10.7	WHIO Dayton 8.8	62. KTWO Casper 11.4
9. WZZQ-F Terre Hau 15.1	27. WSNY-F Columbus 10.8	37. KDAL Duluth 8.7	62. KFMS-AF Las Vegas 11.3
10. WAAF-F Worcester 14.9	30. WMGX-F Portland 10.5	WHAM Rochester 8.7	KXRB Sioux Fal 11.3
11. WAPL-F Green Bay 14.3	WZNY-F Augusta 10.5	39. KUGN Eugene 8.5	WWQO-F Wilmingto 11.3
12. WKQO-F Lexington 14.0	WLMX-F Chtnooga 10.5	40. WHYN Springfie 8.3	WFGS-F Indy 11.3
13. WOUR-F Utica-Rom 13.7		41. WKBN Youngstow 8.0	66. WEZL-F Chrliston 11.2
14. WSPM-F Wilmingto 13.4			

\*Based on 12+ Metro Share, Broadcast week.



BLACK/URBAN

Table listing radio stations under BLACK/URBAN with call letters, city, and signal strength.

Table listing radio stations with call letters, city, and signal strength.

Table listing radio stations under RELIGION/GOSPEL with call letters, city, and signal strength.

Table listing radio stations with call letters, city, and signal strength.

NEWS/TALK

Table listing radio stations under NEWS/TALK with call letters, city, and signal strength.

Table listing radio stations with call letters, city, and signal strength.

JAZZ/NEW AGE

Table listing radio stations under JAZZ/NEW AGE with call letters, city, and signal strength.

BEAUTIFUL/EASY

Table listing radio stations under BEAUTIFUL/EASY with call letters, city, and signal strength.

NOSTALGIA

Table listing radio stations under NOSTALGIA with call letters, city, and signal strength.

SPANISH

Table listing radio stations under SPANISH with call letters, city, and signal strength.

CLASSICAL

Table listing radio stations under CLASSICAL with call letters, city, and signal strength.

MARKETS WITH HIGHEST AND LOWEST PERCENTAGE OF FM LISTENING\*

HIGHEST		LOWEST	
1. Lancaster	94.57%	1. Sioux Falls	49.55%
2. Lakeland	93.72%	2. Duluth	61.26%
3. Augusta	91.89%	3. Stockton	61.28%
4. Evansville	91.56%	4. Kansas City	62.02%
5. Lansing	90.30%	5. Honolulu	62.02%
6. Greenville, NC	89.43%	6. San Antonio	62.25%
7. Huntington, WV	88.62%	7. Bloomington	62.50%
8. Greenville-Spartanburg	88.45%	8. Asheville	62.55%
9. Knoxville	88.19%	9. Rockford	62.87%
10. Melbourne-Titusville-Cocoa	87.66%	10. Chicago	64.23%

\* FM share of total listening, 12+ Metro, 1/4 Hour AVG, Broadcast Week.

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

HIGHEST		LOWEST	
1. Miami-Ft. Lauderdale	20.4	1. Wichita	14.5
2. Sioux Falls	20.2	2. Huntsville	14.8
3. Youngstown	19.6	3. Waco	15.5
4. New York	19.6	4. Eugene	15.6
5. Providence	19.5	5. Casper	15.7
6. Mcallen-Brownsville	19.5	6. Columbus, GA	15.7
7. Phoenix	19.4	7. Erie	15.7
8. Philadelphia	19.4	8. Jacksonville	15.7
9. Jackson	19.4	9. Louisville	15.7
10. Appleton-Oshkosh	19.3	10. Peoria	15.7

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

MEAN APR FOR ALL RATED MARKETS

SPG 89	17.53		
SPG 88	16.47	SPG 81	15.42
SPG 87	16.73	A/M 80	15.42
SPG 86	17.10	A/M 79	15.62
SPG 85	17.32	A/M 78	15.42
SPG 84	17.50	A/M 77	15.40
SPG 83	17.33	A/M 76	15.74
SPG 82	16.04		

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

1. Ann Arbor	64.5%	11. Flint	31.5%
2. Daytona Beach	59.3%	12. Pensacola	31.3%
3. Bridgeport	57.9%	13. Atlantic City	31.2%
4. Akron	53.7%	14. Wilmington, DE	26.5%
5. Portsmouth-Dover-Rochester, nh	52.8%	15. Green Bay	23.8%
6. Riverside-San Bernardino	52.2%	16. Worcester	22.1%
7. Lakeland	50.2%	17. Bloomington	21.7%
8. New Haven	45.3%	18. Harrisburg	21.1%
9. Canton	45.0%	19. Appleton-Oshkosh	20.4%
10. Lancaster	39.5%	20. Manchester	20.0%

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

STATION FORMAT AND FORMAT LISTENERSHIP\*

	AM	FM	TOTAL	%
AC/OLDIES/SOFT ROCK	340,100 (155)	3,998,700 (424)	4,338,800 (579)	18.59
TOP 40/CHR/CONTEMP	18,000 ( 16)	3,711,100 (297)	3,729,100 (313)	15.98
AOR/CLASSIC	20,100 ( 23)	2,985,200 (249)	3,005,300 (272)	12.88
COUNTRY	489,200 (193)	2,036,200 (243)	2,525,400 (436)	10.82
NEWS/TALK	2,284,200 (160)	52,100 ( 3)	2,336,300 (163)	10.01
BLACK/URBAN	408,600 ( 99)	1,539,400 ( 94)	1,948,000 (193)	8.35
BEAUTIFUL/EASY	101,600 ( 24)	1,584,300 (138)	1,685,900 (162)	7.22
MOR/VARIETY	1,062,500 (176)	8,900 ( 5)	1,071,400 (181)	4.59
NOSTALGIA	654,800 (123)	55,600 ( 9)	710,400 (132)	3.04
SPANISH	436,500 ( 75)	235,900 ( 29)	672,400 (104)	2.88
RELIGION/GOSPEL	274,500 (173)	153,800 ( 64)	428,300 (237)	1.84
JAZZ/NEW AGE	3,700 ( 3)	395,500 ( 43)	399,200 ( 46)	1.71
CLASSICAL	20,600 ( 8)	324,600 ( 31)	345,200 ( 39)	1.48
UNKNOWN/OTHERS	83,700 ( 52)	60,500 ( 45)	144,200 ( 97)	0.62
	6,198,100 (1280)	17,141,800 (1674)	23,339,900 (2954)	

\* Based on 12+ Metro, 1.4 HR AVG, Broadcast Week. Every station reported in the metro is included. Simulcast facilities count as two stations. Figures in paranthesis are the number if stations programming that format. FIGURES NOT IN 100's.

FORMAT PERCENTAGES - AM AND FM BANDS - FORMAT SHARE TRENDS

	AM	FM	COMBINED	SPG 88	SPG 87	SPG 86	SPG 85	SPG 84	SPG 83	SPG 82	SPG 81
AC/OLDIES/SOFT ROCK	5.49%	23.33%	18.59%	17.76%	16.84%	16.16%	15.91%	13.62%	11.65%	-	-
TOP 40/CHR/CONTEMP	0.29%	21.65%	15.98%	14.63%	15.55%	14.96%	17.74%	16.87%	-	-	-
AOR/CLASSIC	0.32%	17.41%	12.88%	12.80%	12.54%	14.13%	10.71%	10.76%	-	-	-
COUNTRY	7.89%	11.88%	10.82%	10.73%	10.66%	10.89%	11.19%	11.79%	12.63%	12.57%	12.12%
NEWS/TALK	36.85%	0.30%	10.01%	9.75%	8.93%	8.68%	8.77%	8.61%	9.32%	9.35%	9.13%
BLACK/URBAN	6.59%	8.98%	8.35%	10.33%	10.38%	9.73%	8.53%	10.12%	10.52%	11.67%	9.07%
BEAUTIFUL/EASY	1.64%	9.24%	7.22%	7.67%	8.37%	8.85%	10.05%	11.02%	11.30%	11.76%	14.61%
MOR/VARIETY	17.14%	0.05%	4.59%	5.27%	6.39%	6.56%	7.02%	7.31%	7.60%	-	-
NOSTALGIA	10.56%	0.32%	3.04%	2.88%	3.17%	3.74%	4.02%	4.13%	4.56%	3.63%	2.04%
SPANISH	7.04%	1.38%	2.88%	3.12%	2.81%	2.66%	2.31%	2.56%	2.32%	2.29%	2.12%
RELIGION/GOSPEL	4.43%	0.90%	1.84%	1.91%	1.65%	1.77%	2.00%	1.76%	1.64%	1.44%	1.23%
JAZZ/NEW AGE	0.06%	2.31%	1.71%	1.28%	0.87%	-	-	-	-	-	-
CLASSICAL	0.33%	1.89%	1.48%	1.32%	1.41%	1.31%	1.37%	1.20%	1.39%	1.25%	1.30%
UNKNOWN/OTHERS	1.35%	0.35%	0.62%	0.55%	0.43%	0.56%	0.38%	0.24%	0.42%	0.41%	0.47%

CHANGES SINCE SPRING 1988

	Changes in Format Share			Change in 1/4 HR Totals	Change in # of Stations (89 vs. 88)
	Since 1988	Since 1985	Since 1980		
AC/OLDIES/SOFT ROCK	+ 4.1%	+ 16.3%	NA	+ 9.3%	-20 (- 3.3%)
TOP 40/CHR/CONTEMP	+ 9.5%	- 9.6%	NA	+14.0%	+ 3 (+ 1.0%)
AOR/CLASSIC	+ 0.6%	+ 10.4%	NA	+ 5.1%	+17 (+ 6.7%)
COUNTRY	+ 0.9%	- 3.2%	- 5.6%	+ 5.3%	-18 (- 4.0%)
NEWS/TALK	+ 2.8%	+ 14.3%	+ 3.5%	+ 7.2%	+28 (+20.7%)
BLACK/URBAN	- 19.2%	- 2.1%	- 14.4%	-15.7%	-16 (- 7.7%)
BEAUTIFUL/EASY	- 5.7%	- 28.1%	- 53.6%	- 1.7%	-15 (- 8.5%)
MOR/VARIETY	- 12.9%	- 34.6%	NA	- 9.0%	-28 (-13.4%)
NOSTALGIA	+ 0.6%	- 24.1%	NM	+10.2%	- 1 (- 0.8%)
SPANISH	- 7.6%	+ 24.6%	+ 42.6%	- 3.6%	+19 (+22.4%)
RELIGION/GOSPEL	- 3.7%	- 8.0%	+ 48.4%	+ 0.4%	+18 (+ 8.2%)
JAZZ/NEW AGE	+ 33.6%	NA	NA	+39.2%	+ 0 (+ 0.0%)
CLASSICAL	+ 12.1%	+ 8.0%	+ 3.9%	+17.2%	+ 2 (+ 5.4%)
UNKNOWN/OTHERS	+ 14.5%	+ 65.8%	NM	+17.7%	-14 (-12.6%)

BEST MARKETS FOR VARIOUS FORMATS

<u>TOP 40/CHR/CONTEMP</u>		<u>AOR/CLASSIC</u>		<u>AC/OLDIES/SOFT ROCK</u>		<u>MOR/VARIETY</u>	
(National Average: 15.98%)		(National Average: 12.88%)		(National Average: 18.59%)		(National Average: 4.59%)	
1. Waterloo-Cedar	41.8%	1. Ann Arbor	25.9%	1. Nassau-Suffolk	33.3%	1. Bloomington	31.6%
2. Wheeling	37.4%	2. Worcester	25.1%	Bridgeport	33.3%	2. Evansville	24.0%
3. Lubbock	33.2%	3. Lincoln	23.2%	3. Reno	33.1%	3. Lincoln	20.4%
4. Steubenville	32.8%	4. Denver	22.4%	4. Boise	30.3%	4. Binghamton	20.1%
5. Billings	32.0%	5. Nassau-Suffolk	21.9%	5. Springfield, MA	30.3%	5. South Bend	20.0%
6. Springfield, MO	30.3%	6. Norfolk	21.0%	6. Johnstown	29.5%	6. Des Moines	19.5%
7. Bloomington	30.3%	7. Manchester	20.9%	7. Lincoln	29.1%	7. Cedar Rapids	19.5%
8. Honolulu	29.9%	8. Fargo	20.9%	8. Minneapolis-St.	28.2%	8. Minneapolis-St.	19.0%
9. South Bend	29.7%	9. Rochester	20.9%	9. Topeka	26.9%	9. Ann Arbor	18.5%
10. Erie	29.3%	10. Cleveland	20.8%	10. Atlantic City	26.6%	10. Hartford	18.5%
<u>COUNTRY</u>		<u>BLACK/URBAN</u>		<u>BEAUTIFUL/EASY</u>		<u>NEWS/TALK</u>	
(National Average: 10.82%)		(National Average: 8.35%)		(National Average: 7.22%)		(National Average: 10.01%)	
1. Knoxville	39.0%	1. Columbus, GA	37.1%	1. Sarasota-Bradén	27.1%	1. St. Louis	23.9%
2. John City-Kings	38.7%	2. Memphis	32.9%	2. West Palm Beach	24.0%	2. Chicago	21.1%
3. Huntington, WV	38.4%	3. Savannah	32.5%	3. Melbourne-Titus	23.6%	3. New York	20.1%
4. Huntsville	36.1%	4. Mobile	30.4%	4. Daytona Beach	19.7%	4. Philadelphia	18.7%
5. Lubbock	35.4%	5. Montgomery	30.2%	5. Lakeland	18.8%	5. Boston	17.3%
6. Terre Haute	34.9%	6. Fayetteville, N	26.5%	6. Manchester	17.5%	6. Providence	16.5%
7. Asheville	34.0%	7. Lafayette, LA	26.4%	7. Allentown-Bethl	17.1%	7. Los Angeles	15.1%
8. Billings	33.3%	8. Jackson	26.2%	8. Canton	16.7%	8. Pueblo	14.7%
9. Sioux Falls	32.9%	9. Charleston, SC	26.1%	9. Altoona	15.9%	9. Baltimore	14.1%
10. Topeka	32.1%	10. Birmingham	25.8%	10. Albany-Schenect	15.7%	10. Seattle-Tacoma	13.9%
<u>NOSTALGIA</u>		<u>RELIGION/GOSPEL</u>		<u>SPANISH</u>		<u>CLASSICAL</u>	
(National Average: 3.04%)		(National Average: 1.84%)		(National Average: 2.88%)		(National Average: 1.48%)	
1. Wilkes Barre-SC	15.7%	1. Jackson	10.9%	1. Mcallen-Brownsv	40.4%	1. San Francisco	4.8%
2. Erie	12.5%	2. Lancaster	10.2%	2. Miami-Ft. Laude	20.1%	2. Seattle-Tacoma	4.2%
3. Atlantic City	11.8%	3. Memphis	9.9%	3. El Paso	16.6%	3. Ann Arbor	3.7%
4. Waco	11.3%	4. Asheville	9.4%	4. San Antonio	16.1%	4. Denver	3.6%
5. Tampa-St. Peter	9.5%	5. Macon	8.8%	5. Corpus Christi	15.9%	5. Albuquerque	3.5%
6. Shreveport	9.2%	6. Birmingham	8.7%	6. Fresno	15.6%	6. Salinas-Montere	3.4%
7. Nassau-Suffolk	8.5%	7. Fayetteville, N	8.4%	7. Bakersfield	12.5%	7. Anchorage	3.3%
8. Utica-Rome	8.0%	8. Beaumont	7.8%	8. Salinas-Montere	12.4%	8. New York	3.2%
9. Johnstown	7.8%	9. Shreveport	7.2%	9. Los Angeles	10.8%	9. Washington	3.2%
10. Sarasota-Bradén	7.7%	10. New Orleans	7.0%	10. Oxnard-Ventura	10.7%	10. San Jose	3.1%
<u>JAZZ/NEW AGE</u>							
(National Average: 1.71%)							
1. San Francisco	5.8%						
2. San Diego	5.5%						
3. Sacramento	4.7%						
4. Seattle-Tacoma	4.5%						
5. Anchorage	4.3%						
6. Orlando	4.2%						
7. Los Angeles	4.2%						
8. Detroit	4.1%						
9. Sarasota-Bradén	3.8%						
10. Las Vegas	3.5%						

RADIO REPS AND THEIR LEADING STATIONS

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

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

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

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

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

	(7)	(6)	(5)	(4)	(3)	(2)	(1)	S89	S88	S87	S86
	1-	11-	21-	51-	76-	101-		TOT	TOT	TOT	TOT
	10	20	50	75	100	150	150+				
1. Katz	11	12	23	13	16	21	8	104	(107)	(95)	(90)
2. Mc-Guild	7	10	16	10	9	11	14	77	(76)	(87)	(71)
3. Christal	9	6	17	10	6	13	3	64	(64)	(57)	(56)
4. Banner	6	4	8	6	7	9	6	46	(43)	(45)	(52)
5. Eastman	6	2	11	5	6	10	4	44	(48)	(51)	(50)
6. MMR	8	4	12	9	2	1	--	36	(36)	(29)	(27)
7. HNWH	3	5	7	1	3	10	1	30	(39)	(40)	(34)
8. Torbet	5	2	3	1	2	5	7	25	(24)	(35)	(33)
9. Republic	5	--	2	7	3	4	--	21	(22)	(12)	(13)
10. CBS	10	3	5	1	--	--	--	19	(13)	(14)	(16)
11. Durpetti	1	3	6	2	3	1	1	17	(20)	(15)	(16)
12. Group-W	3	3	2	--	--	--	--	8	(9)	(9)	(--)

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

	1-	11-	21-	51-	76-	101-		S89	S88	S87	S86
	10	20	50	75	100	150	150+	TOT	TOT	TOT	TOT
1. Katz	3	1	7	8	6	14	8	47	(49)	(52)	(47)
2. Mc-Guild	--	1	3	2	6	4	14	30	(30)	(27)	(23)
3. Christal	2	--	6	3	4	5	3	23	(20)	(21)	(18)
4. Eastman	--	--	3	2	2	5	4	16	(21)	(22)	(24)
5. Banner	1	--	1	2	1	4	6	15	(13)	(15)	(17)
6. Torbet	3	1	--	--	--	3	7	14	(11)	(16)	(13)

HNWH, MMR -- 3 stations  
 Durpetti; CBS; Group W -- 2 stations

**INDIVIDUAL STATION AUDIENCE BREAKDOWNS**

In this section the audience composition of almost 850 stations is examined. This total equals nearly 10% of all commercial radio stations in the United States. The following information is included for each station:

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

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

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

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

**PERCENT 12-24, 54-54, 55+:** As of Spring 1987, we have changed the ages covered in this breakdown. You may recall that in previous editions, the cells were Teens, 18-34, 18-49, and 50+. The changes were made for two reasons. First of all, the new Arbitron rating books make it easier to calculate these cells. Secondly, I think the new cells better reflect those which readers are most interested.

This figure is simply the percentage of a station's total audience (12+ Metro AQH, Broadcast Week) which lies in these demographic cells.

**PERCENT MALE/FEMALE (%M, %F):** The methodology is the same as that for 12-24, 25-54, etc.

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

		STAT	TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
<u>CHR/CONTEMP</u>	1989	136	9.0	14.1	11.4	52.9	42.8	4.3	41.2	58.9
	1988	123	9.0	14.0	12.8	55.1	42.3	2.6	41.1	56.1
	1987	-	9.0	14.0	12.8	56.9	42.4	.7	43.9	56.1
	1986	-	8.6	14.6	11.2	-	-	-	42.6	57.4
	1985	-	8.8	14.4	10.2	-	-	-	43.7	56.3
<u>AOR/CLASSIC</u>	1989	114	8.3	15.2	9.0	37.3	60.4	2.3	67.3	32.7
	1988	100	9.5	13.3	10.5	43.3	54.7	2.0	68.1	31.9
	1987	-	9.5	13.3	9.8	47.2	50.8	2.2	66.8	33.2
	1986	-	9.1	13.7	11.1	-	-	-	67.0	33.0
	1985	-	9.8	12.9	9.9	-	-	-	67.7	32.3
<u>AC/SOFT/OLDIES</u>	1989	128	7.9	15.9	7.2	15.4	75.5	9.1	40.6	59.4
	1988	115	8.6	14.7	8.5	17.6	72.5	7.5	40.4	59.6
	1987	-	8.1	15.2	8.2	-	-	-	42.5	58.0
	1986	-	8.8	14.3	8.1	-	-	-	41.5	58.5
	1985	-	8.5	14.8	7.4	-	-	-	41.1	58.9
<u>BTFL/EZ</u>	1989	63	11.1	11.4	15.6	3.8	40.8	55.4	38.4	61.6
	1988	64	11.2	11.3	16.9	2.8	37.9	59.3	39.1	60.9
	1987	-	11.5	11.0	16.4	3.4	40.1	56.5	40.3	59.7
	1986	-	11.7	10.7	14.4	-	-	-	39.0	61.0
	1985	-	11.8	10.7	13.7	-	-	-	39.0	61.0
<u>MOR/VARIETY</u>	1989	61	9.4	13.6	12.4	2.9	42.8	54.3	42.8	57.2
	1988	56	9.8	12.9	14.2	3.1	41.0	55.9	41.4	58.6
	1987	-	9.6	13.2	13.2	4.1	44.1	52.8	43.2	56.8
	1986	-	9.6	13.1	12.4	-	-	-	44.2	55.8
	1985	-	9.6	13.2	12.4	-	-	-	42.5	57.5
<u>COUNTRY</u>	1989	114	11.2	11.2	19.4	12.0	63.5	24.5	49.3	50.7
	1988	103	11.0	11.5	19.5	13.1	63.2	23.7	48.2	51.8
	1987	-	11.0	11.5	18.8	13.2	62.0	24.7	47.8	52.2
	1986	-	11.1	11.3	18.0	-	-	-	50.3	49.7
	1985	-	10.8	11.8	15.9	-	-	-	48.8	51.2
<u>NEWS/TALK</u>	1989	52	8.1	15.6	8.2	3.2	41.5	55.3	50.4	49.6
	1988	51	8.5	15.0	9.3	2.8	39.6	57.6	48.2	51.8
	1987	-	8.1	15.3	9.1	3.0	38.6	58.4	48.4	51.6
	1986	-	8.1	15.2	8.8	-	-	-	47.5	52.5
	1985	-	8.3	15.1	8.6	-	-	-	47.2	52.8
<u>BLACK/URBAN</u>	1989	49	10.8	11.7	12.6	42.5	52.0	5.5	46.8	53.2
	1988	48	11.4	11.1	14.8	45.6	49.7	4.7	45.9	54.1
	1987	-	11.9	10.6	13.6	47.2	47.2	5.6	45.0	55.0
	1986	-	11.7	10.7	12.3	-	-	-	45.0	55.0
	1985	-	11.3	11.2	11.1	-	-	-	46.3	53.7
<u>NOSTALGIA</u>	1989	25	10.8	11.6	13.6	0.8	18.9	80.3	44.3	54.7
	1988	21	10.7	11.9	14.7	1.0	20.7	78.3	41.2	58.8
	1987	-	10.9	11.6	13.8	1.1	22.8	76.1	43.4	55.6
	1986	-	11.9	10.6	14.1	-	-	-	46.0	54.0
	1985	-	10.9	11.6	12.8	-	-	-	-	-

	<u>STAT</u>	<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>%12-24</u>	<u>%25-54</u>	<u>% 55+</u>	<u>% M</u>	<u>% F</u>	
<u>RELIGION/GOSPEL</u>	1989	20	7.7	16.2	10.8	8.9	58.8	67.7	33.2	66.8
	1988	21	8.3	15.1	11.8	11.0	54.1	34.9	31.7	68.3
	1987	-	8.9	14.2	14.3	10.8	53.1	36.1	32.2	67.8
	1986	-	8.9	14.2	10.0	-	-	-	30.9	69.1
	1985	-	8.5	14.9	8.8	-	-	-	36.3	63.7
<u>CLASSICAL</u>	1989	20	7.1	17.7	5.0	2.9	51.7	45.4	49.1	50.9
	1988	19	7.1	17.6	6.5	4.4	51.3	44.3	52.1	47.9
	1987	-	7.2	17.4	5.7	3.4	51.5	45.1	49.7	50.3
	1986	-	7.6	16.7	6.3	-	-	-	52.5	47.5
	1985	-	7.7	16.2	6.8	-	-	-	50.6	49.4
<u>JAZZ/NAC</u>	1989	23	7.6	16.5	5.1	10.0	82.1	7.9	54.7	45.3
	1988	21	7.4	16.9	4.8	8.8	84.0	7.2	58.7	41.3
	1987	14	6.9	18.3	5.7	9.4	80.3	10.3	54.2	45.8

CHR/TOP 40/CONTEMP

National Mean:		9.0	14.1	11.4	52.9	42.8	4.3	41.2	58.8
		ISL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
WKDD	Acron	9.6	13.1	9	38	60	2	45	55
WFLY	Albany	7.7	16.3	12	51	48	1	40	60
WAEB-F	Allen-Beth	9.7	13.0	9	45	53	2	40	60
KQIZ	Amarillo	9.8	12.9	13	56	37	7	40	60
KGOT	Anch	8.3	15.1	7	52	48	0	48	52
WAPW	Atlanta	9.8	12.9	15	65	35	0	41	59
WAYV	Atlantic City	11.0	11.5	11	34	56	10	36	64
WBBQ	Augusta	11.8	10.6	14	28	53	19	39	61
KBYS	Austin	8.9	14.1	11	61	38	1	41	59
WBSB	Baltimore	7.6	16.5	11	49	46	5	41	59
WGGZ	Baton Rouge	6.9	18.1	8	59	40	1	47	53
WAAL	Bingh	9.6	13.1	15	46	49	5	44	56
WAPI-F	Birm	8.1	15.5	10	66	30	4	52	48
WBNQ	Bloom	9.5	13.3	9	66	34	0	44	56
WXKS-F	Boston	9.0	14.0	7	50	48	2	38	62
WZOU	Boston	8.3	15.2	13	70	27	3	58	42
WKSE	Buff	8.3	15.2	10	60	38	2	33	67
KTRS	Casper	16.3	7.7	50	40	60	0	53	47
WSKZ	Chatt	13.5	9.3	24	62	38	0	48	52
WBBM-F	Chicago	6.5	19.5	6	64	34	2	47	53
WYTZ	Chicago	7.4	16.9	10	70	28	2	45	55
WKRQ	Cincinnati	9.0	13.9	10	53	47	0	36	64
KIKX	Colo Spg	6.3	20.1	6	51	48	1	46	54
WNOK	Colum SC	7.7	16.3	4	65	35	0	65	35
WNCI	Colum OH	11.7	11.7	15	46	53	1	39	61
WXGT	Colum OH	5.9	21.4	7	68	30	2	41	59
KHYI	Dallas	6.6	19.1	7	59	41	0	58	42
KEGL	Dallas	6.7	18.9	4	67	33	0	51	49
WPXR	Daven RI	10.4	12.1	20	62	36	2	35	65
WGTZ	Dayton	7.3	17.2	17	53	46	1	34	66
KRXY A/F	Denver	8.9	14.2	10	59	40	1	45	55
KQKS	Denver	7.7	16.5	8	77	21	2	49	51
KRNQ	Des Moines	8.2	15.4	19	58	39	3	38	62
WHYT	Detroit	5.3	23.9	5	55	43	2	34	66
WCZY	Detroit	5.6	22.3	5	37	60	3	33	67
KPRR	El Paso	11.9	10.6	14	76	24	0	51	49
WJET	Erie	11.8	10.7	20	56	38	6	40	60
WDAY-F	Fargo	11.2	11.2	13	59	41	0	48	52
WQSM	Fayette	9.8	12.8	11	47	48	5	41	59
WMEE	Ft. Wayne	10.8	11.6	18	51	46	3	41	59
KMGX	Fesno	6.6	19.1	4	58	42	0	44	56
WIXX	Green Bay	11.5	11.0	18	49	42	2	38	62
WKZL	Greens WS	7.9	16.0	7	52	47	1	42	58
WANS	Green SC	12.3	10.3	14	65	34	1	61	39
WNNK	Harris	10.7	11.8	16	38	54	8	36	64
WTIC-F	Hart	10.0	12.6	11	41	55	4	38	62
KKBQ-F	Houston	7.2	17.5	7	58	40	2	38	62
KRBE-F	Houston	6.6	19.0	4	64	35	1	53	47
KKHT	Houston	6.6	19.1	4	60	38	2	50	50
WKEE-F	Hunt WV	10.9	11.6	20	67	29	4	39	61
WZYP	Hunts AL	10.4	12.1	21	51	48	1	46	54
WZPL	Indy	7.9	15.9	13	65	35	0	30	70
WAPE-F	Jacksonville	9.9	12.7	18	55	41	4	45	55
WQUT	JC-King	11.2	11.3	18	47	49	3	42	58
WKFR	Kalamazoo	9.7	12.9	21	58	39	3	38	62
KBEQ	Kansas City	7.7	12.3	10	53	46	1	45	55
KXXR	Kansas City	10.4	12.1	9	61	27	12	47	53
KSMB	Lafayette LA	10.7	11.8	14	52	48	0	42	58
WLAN-F	Lanc	9.0	14.0	12	35	58	7	42	58
WVIC A/F	Lansing	9.3	13.5	13	54	45	1	39	61



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45.8	54.2	10.3	80.3	9.4	5.7	18.3	6.9
41.3	58.7	7.2	84.0	8.8	4.8	16.9	7.4
45.3	54.7	7.9	82.1	10.0	5.1	16.5	7.6
49.4	50.6	-	-	-	6.8	16.2	7.7
47.5	52.5	-	-	-	6.3	16.7	7.6
17.4	17.4	17.4	17.4	17.4	17.4	17.4	17.2

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49.4	50.6	-	-	-	6.8	16.2	7.7
47.5	52.5	-	-	-	6.3	16.7	7.6
45.3	54.7	7.9	82.1	10.0	5.1	16.5	7.6
41.3	58.7	7.2	84.0	8.8	4.8	16.9	7.4
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**TIME SPENT LISTENING (TSL):** This figure shows the amount of time which an average listener spends with a given station. The total is given in hours instead of 1/4 hours.

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

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This figure is simply the percentage of a station's total audience (12+ Metro AQH, Broadcast Week) which lies in these demographic cells.

**PERCENT MALE/FEMALE (%M, %F):** The methodology is the same as that for 12-24, 25-54, etc.

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

	STAT	TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F	
<b>CHR/CONTEMP</b>	1989	136	9.0	14.1	11.4	52.9	42.8	4.3	41.2	58.9
	1988	123	9.0	14.0	12.8	55.1	42.3	2.6	41.1	56.1
	1987	-	9.0	14.0	12.8	56.9	42.4	.7	43.9	56.1
	1986	-	8.6	14.6	11.2	-	-	-	42.6	57.4
	1985	-	8.8	14.4	10.2	-	-	-	43.7	56.3
<b>AOR/CLASSIC</b>	1989	114	8.3	15.2	9.0	37.3	60.4	2.3	67.3	32.7
	1988	100	9.5	13.3	10.5	43.3	54.7	2.0	68.1	31.9
	1987	-	9.5	13.3	9.8	47.2	50.8	2.2	66.8	33.2
	1986	-	9.1	13.7	11.1	-	-	-	67.0	33.0
	1985	-	9.8	12.9	9.9	-	-	-	67.7	32.3
<b>AC/SOFT/OLDIES</b>	1989	128	7.9	15.9	7.2	15.4	75.5	9.1	40.6	59.4
	1988	115	8.6	14.7	8.5	17.6	72.5	7.5	40.4	59.6
	1987	-	8.1	15.2	8.2	-	-	-	42.5	58.0
	1986	-	8.8	14.3	8.1	-	-	-	41.5	58.5
	1985	-	8.5	14.8	7.4	-	-	-	41.1	58.9
<b>BTFL/EZ</b>	1989	63	11.1	11.4	15.6	3.8	40.8	55.4	38.4	61.6
	1988	64	11.2	11.3	16.9	2.8	37.9	59.3	39.1	60.9
	1987	-	11.5	11.0	16.4	3.4	40.1	56.5	40.3	59.7
	1986	-	11.7	10.7	14.4	-	-	-	39.0	61.0
	1985	-	11.8	10.7	13.7	-	-	-	39.0	61.0
<b>MOR/VARIETY</b>	1989	61	9.4	13.6	12.4	2.9	42.8	54.3	42.8	57.2
	1988	56	9.8	12.9	14.2	3.1	41.0	55.9	41.4	58.6
	1987	-	9.6	13.2	13.2	4.1	44.1	52.8	43.2	56.8
	1986	-	9.6	13.1	12.4	-	-	-	44.2	55.8
	1985	-	9.6	13.2	12.4	-	-	-	42.5	57.5
<b>COUNTRY</b>	1989	114	11.2	11.2	19.4	12.0	63.5	24.5	49.3	50.7
	1988	103	11.0	11.5	19.5	13.1	63.2	23.7	48.2	51.8
	1987	-	11.0	11.5	18.8	13.2	62.0	24.7	47.8	52.2
	1986	-	11.1	11.3	18.0	-	-	-	50.3	49.7
	1985	-	10.8	11.8	15.9	-	-	-	48.8	51.2
<b>NEWS/TALK</b>	1989	52	8.1	15.6	8.2	3.2	41.5	55.3	50.4	49.6
	1988	51	8.5	15.0	9.3	2.8	39.6	57.6	48.2	51.8
	1987	-	8.1	15.3	9.1	3.0	38.6	58.4	48.4	51.6
	1986	-	8.1	15.2	8.8	-	-	-	47.5	52.5
	1985	-	8.3	15.1	8.6	-	-	-	47.2	52.8
<b>BLACK/URBAN</b>	1989	49	10.8	11.7	12.6	42.5	52.0	5.5	46.8	53.2
	1988	48	11.4	11.1	14.8	45.6	49.7	4.7	45.9	54.1
	1987	-	11.9	10.6	13.6	47.2	47.2	5.6	45.0	55.0
	1986	-	11.7	10.7	12.3	-	-	-	45.0	55.0
	1985	-	11.3	11.2	11.1	-	-	-	46.3	53.7
<b>NOSTALGIA</b>	1989	25	10.8	11.6	13.6	0.8	18.9	80.3	44.3	54.7
	1988	21	10.7	11.9	14.7	1.0	20.7	78.3	41.2	58.8
	1987	-	10.9	11.6	13.8	1.1	22.8	76.1	43.4	55.6
	1986	-	11.9	10.6	14.1	-	-	-	46.0	54.0
	1985	-	10.9	11.6	12.8	-	-	-	-	-

		STAT	TSL	T/O RATIO	% EXCL	%12-24	%25-54	% 55+	% M	% F
RELIGION/GOSPEL	1989	20	7.7	16.2	10.8	8.9	58.8	67.7	33.2	66.8
	1988	21	8.3	15.1	11.8	11.0	54.1	34.9	31.7	68.3
	1987	-	8.9	14.2	14.3	10.8	53.1	36.1	32.2	67.8
	1986	-	8.9	14.2	10.0	-	-	-	30.9	69.1
	1985	-	8.5	14.9	8.8	-	-	-	36.3	63.7
CLASSICAL	1989	20	7.1	17.7	5.0	2.9	51.7	45.4	49.1	50.9
	1988	19	7.1	17.6	6.5	4.4	51.3	44.3	52.1	47.9
	1987	-	7.2	17.4	5.7	3.4	51.5	45.1	49.7	50.3
	1986	-	7.6	16.7	6.3	-	-	-	52.5	47.5
	1985	-	7.7	16.2	6.8	-	-	-	50.6	49.4
JAZZ/NAC	1989	23	7.6	16.5	5.1	10.0	82.1	7.9	54.7	45.3
	1988	21	7.4	16.9	4.8	8.8	84.0	7.2	58.7	41.3
	1987	14	6.9	18.3	5.7	9.4	80.3	10.3	54.2	45.8

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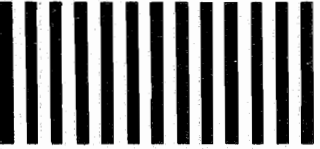


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CHR/TOP 40/CONTEMP

National Mean:		9.0	14.1	11.4	52.9	42.8	4.3	41.2	58.8
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
WKDD	Acron	9.6	13.1	9	38	60	2	45	55
WFLY	Albany	7.7	16.3	12	51	48	1	40	60
WAEB-F	Allen-Beth	9.7	13.0	9	45	53	2	40	60
KQIZ	Amarillo	9.8	12.9	13	56	37	7	40	60
KGOT	Anch	8.3	15.1	7	52	48	0	48	52
WAPW	Atlanta	9.8	12.9	15	65	35	0	41	59
WAYV	Atlantic City	11.0	11.5	11	34	56	10	36	64
WBBQ	Augusta	11.8	10.6	14	28	53	19	39	61
KBYS	Austin	8.9	14.1	11	61	38	1	41	59
WBSB	Baltimore	7.6	16.5	11	49	46	5	41	59
WGGZ	Baton Rouge	6.9	18.1	8	59	40	1	47	53
WAAL	Bingh	9.6	13.1	15	46	49	5	44	56
WAPI-F	Birm	8.1	15.5	10	66	30	4	52	48
WBNQ	Bloom	9.5	13.3	9	66	34	0	44	56
WXKS-F	Boston	9.0	14.0	7	50	48	2	38	62
WZOU	Boston	8.3	15.2	13	70	27	3	58	42
WKSE	Buff	8.3	15.2	10	60	38	2	33	67
KTRS	Casper	16.3	7.7	50	40	60	0	53	47
WSKZ	Chatt	13.5	9.3	24	62	38	0	48	52
WBBM-F	Chicago	6.5	19.5	6	64	34	2	47	53
WYTZ	Chicago	7.4	16.9	10	70	28	2	45	55
WKRQ	Cincinnati	9.0	13.9	10	53	47	0	36	64
KIKX	Colo Spg	6.3	20.1	6	51	48	1	46	54
WNOK	Colum SC	7.7	16.3	4	65	35	0	65	35
WNCI	Colum OH	11.7	11.7	15	46	53	1	39	61
WXGT	Colum OH	5.9	21.4	7	68	30	2	41	59
KHYI	Dallas	6.6	19.1	7	59	41	0	58	42
KEGL	Dallas	6.7	18.9	4	67	33	0	51	49
WPXR	Daven RI	10.4	12.1	20	62	36	2	35	65
WGTZ	Dayton	7.3	17.2	17	53	46	1	34	66
KRXY A/F	Denver	8.9	14.2	10	59	40	1	45	55
KQKS	Denver	7.7	16.5	8	77	21	2	49	51
KRNQ	Des Moines	8.2	15.4	19	58	39	3	38	62
WHYT	Detroit	5.3	23.9	5	55	43	2	34	66
WCZY	Detroit	5.6	22.3	5	37	60	3	33	67
KPRR	El Paso	11.9	10.6	14	76	24	0	51	49
WJET	Erie	11.8	10.7	20	56	38	6	40	60
WDAY-F	Fargo	11.2	11.2	13	59	41	0	48	52
WQSM	Fayette	9.8	12.8	11	47	48	5	41	59
WMEE	Ft. Wayne	10.8	11.6	18	51	46	3	41	59
KMGX	Fesno	6.6	19.1	4	58	42	0	44	56
WIXX	Green Bay	11.5	11.0	18	49	42	2	38	62
WKZL	Greens WS	7.9	16.0	7	52	47	1	42	58
WANS	Green SC	12.3	10.3	14	65	34	1	61	39
WNNK	Harris	10.7	11.8	16	38	54	8	36	64
WTIC-F	Hart	10.0	12.6	11	41	55	4	38	62
KKBQ-F	Houston	7.2	17.5	7	58	40	2	38	62
KRBE-F	Houston	6.6	19.0	4	64	35	1	53	47
KKHT	Houston	6.6	19.1	4	60	38	2	50	50
WKEE-F	Hunt WV	10.9	11.6	20	67	29	4	39	61
WZYP	Hunts AL	10.4	12.1	21	51	48	1	46	54
WZPL	Indy	7.9	15.9	13	65	35	0	30	70
WAPE-F	Jacksonville	9.9	12.7	18	55	41	4	45	55
WQUT	JC-King	11.2	11.3	18	47	49	3	42	58
WKFR	Kalamazoo	9.7	12.9	21	58	39	3	38	62
KBEQ	Kansas City	7.7	12.3	10	53	46	1	45	55
KXXR	Kansas City	10.4	12.1	9	61	27	12	47	53
KSMB	Lafayette LA	10.7	11.8	14	52	48	0	42	58
WLAN-F	Lanc	9.0	14.0	12	35	58	7	42	58
WVIC A/F	Lansing	9.3	13.5	13	54	45	1	39	61

CHR/TOP 40/CONTEMP

Continued

ational Mean:

		9.0	14.1	11.4	52.9	42.8	4.3	41.2	58.8
		<u>ISL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>% M</u>	<u>% F</u>
UC	LV	9.2	13.6	13	54	43	3	32	68
AP-F	Lexington	10.0	12.5	6	39	59	2	39	61
ILI	Long Island	9.2	13.7	10	35	60	5	25	75
JX	Louisville	10.4	12.1	17	59	39	2	37	63
PWR	LA	9.1	13.9	8	58	39	3	44	56
IIS-F	LA	6.0	21.1	5	45	52	3	38	62
QLZ	LA	8.0	15.8	5	55	44	1	59	41
AYS	Macon	9.8	12.9	16	37	50	13	51	49
ZEE	Madison	9.9	12.8	16	59	30	11	33	64
3FM	McAllen	12.0	10.5	21	61	36	3	41	59
MC-F	Memphis	6.9	18.3	6	30	69	1	44	56
HQT	Miami	14.3	8.8	18	46	52	2	47	53
POW	Miami	9.5	13.3	7	59	37	4	50	50
HYI	Miami	8.2	15.4	9	40	50	10	47	53
KTI	Milwaukee	8.7	14.5	9	40	58	2	29	71
LOL	Minn-SP	6.6	19.2	3	59	40	1	45	55
DWB-F	Minn-SP	7.5	16.9	4	66	30	4	37	63
ABB-F	Mobile	9.8	12.8	14	54	45	1	53	47
YHY	Nashville	11.1	11.4	15	65	31	4	43	57
KCI	New Haven	8.9	14.2	14	44	46	10	39	61
IEZB	New Orleans	10.2	12.4	14	52	47	1	32	68
IHTZ	NY	8.4	15.1	9	53	45	2	40	60
IPLJ	NY	5.6	22.4	4	48	50	2	40	60
IQHT	NY	9.3	13.5	7	48	48	4	50	50
INVZ	Norfolk	8.4	15.0	13	53	43	4	46	54
IGH	Norfolk	6.8	18.7	5	72	24	4	36	64
CJYO	Oklahoma City	7.6	16.6	10	63	36	1	46	54
KQKQ	Omaha	8.9	14.2	14	54	45	1	37	63
WBJW A/F	Orlando	6.5	19.5	8	55	40	5	35	65
KCAQ	Oxnard	9.8	12.8	13	73	27	0	37	63
WKZW	Peoria	8.7	14.4	18	56	41	3	43	57
WEGX	Philadelphia	7.2	17.4	7	55	41	4	42	58
WIOQ	Philadelphia	7.5	16.9	5	66	32	2	42	58
KZZP	Phoenix	8.3	15.1	12	64	35	1	39	61
WBZZ	Pittsburgh	9.0	14.1	11	41	56	3	36	64
KKRZ	Port O	8.0	15.8	14	67	33	0	40	60
WERZ	Ports NH	7.8	16.1	5	29	67	4	38	62
WPRO-F	Providence	10.1	12.5	11	46	50	4	36	64
WRVQ	Richmond	8.5	14.8	12	39	60	1	45	55
KGGI	River-SB	9.1	13.8	10	47	46	7	48	52
WXLK	Roanoke	9.8	12.9	16	34	60	6	46	54
WPXY A/F	Rochester	9.0	14.0	12	58	41	1	37	63
WZOK	Rock	10.1	12.5	17	50	47	3	35	65
KSFM	Sacramento	7.5	16.7	7	47	50	3	45	55
WIOG	Sag-BC	13.1	9.6	22	44	54	2	46	54
WKBQ	St. Louis	7.9	16.0	11	77	22	1	29	71
KDON-F	Sal-Mont	8.8	14.2	9	61	33	6	41	59
KCPX-F	Salt Lake	6.4	19.7	8	63	37	0	39	61
KITY	San Antonio	8.3	15.2	10	69	31	0	51	49
KTFM	San Antonio	6.7	18.9	8	54	43	3	46	54
KKLQ A/F	San Diego	8.7	14.4	9	54	44	1	48	52
KFMB-F	San Diego	6.8	18.7	6	26	71	3	47	53
KMEL	SF	7.9	15.9	7	62	35	3	50	50
KXXX	SF	5.9	21.3	6	64	31	4	43	57
KITS	SF	8.1	15.5	5	46	53	1	65	35
KPLZ	Seattle	7.4	17.0	13	75	24	1	64	36
KUBE	Seattle	7.5	16.8	8	51	49	0	33	67
WNDU-F	South Bend	9.4	13.3	10	55	40	5	51	49
KZZU-F	Spokane	10.3	12.2	21	56	42	2	39	61
KWTO-F	Springfield MO	13.8	9.1	27	67	33	0	44	56

CHR/TOP 40/CONTEMP

Continued

National Mean:		9.0	14.1	11.4	52.9	42.8	4.3	41.2	58.8
		<u>ISL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>% M</u>	<u>% F</u>
WNTQ	Syracuse	10.2	12.4	9	54	43	3	35	65
WRBQ A/F	Tampa	11.0	11.4	16	42	52	6	38	62
WMHE	Toledo	6.6	19.2	6	45	51	4	30	70
KRQQ	Tucson	13.0	9.7	28	58	37	5	40	60
KAYI	Tulsa	9.2	13.7	11	73	27	0	49	51
WAVA	Washington	6.3	20.1	7	56	43	1	48	52
WPGC	Washington	10.3	12.2	9	47	52	1	47	53
WRQX	Washington	6.5	19.3	7	62	35	3	37	63
KFMW	Water-CF	10.7	11.8	14	54	45	0	33	67
WOMP-F	Wheeling	11.8	10.7	23	58	40	2	36	64
KKRD	Wichita	9.4	13.4	14	63	37	0	43	57
WKRZ	WB/Soran	9.5	13.3	10	44	49	7	40	60
WSTW	Wilm DE	8.7	14.5	4	27	70	3	40	60
WHOT-F	Young	10.7	11.8	16	40	54	6	40	60

AOR/CLASSIC

National Mean:		8.3	15.2	9.0	37.3	60.4	2.3	67.3	32.7
		<u>ISL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>% M</u>	<u>% F</u>
WPYX	Albany	9.9	12.7	11	37	61	2	66	34
KZRR	Albuquerque	8.7	14.5	8	36	64	0	67	33
WZZO	Allen-Beth	11.6	10.9	10	40	60	0	66	34
KWHL	Anch	12.7	9.9	9	37	63	0	63	37
WIQB	Ann Arbor	6.4	19.6	6	36	64	0	59	41
WAPL	Apple-Osh	13.5	9.3	15	43	57	0	68	32
WKLS	Atlanta	7.7	16.3	8	39	60	1	66	34
KLBJ-F	Austin	8.2	15.4	3	33	63	4	67	33
WIYY	Baltimore	10.2	12.4	7	37	61	2	69	31
WZRR	Birm	12.1	10.4	12	35	65	0	65	35
WBCN	Boston	9.0	14.1	5	44	53	3	66	34
WZLX	Boston	7.4	17.1	3	34	63	3	53	57
WGR-F	Buffalo	12.1	10.4	15	50	49	1	74	26
WAVF	Char SC	11.5	11.0	8	43	57	0	85	15
WKLC	Char WV	10.4	12.2	13	48	49	3	74	26
WRFX	Charlotte	10.5	12.0	12	27	73	0	64	36
WCKG	Chicago	8.4	15.0	2	38	62	0	70	30
WLUP-F	Chicago	8.7	9.0	3	35	64	1	59	41
WXRT	Chicago	9.9	12.7	3	21	76	3	73	27
WEBN	Cincinnati	10.1	12.5	10	44	54	2	66	34
WMMS	Cleveland	10.7	11.7	8	33	64	3	60	40
WNCX	Cleveland	11.8	10.7	5	30	69	1	79	21
KILO	Colo Spg	7.8	19.5	6	38	62	0	75	25
WLVO	Columbus OH	10.2	12.4	9	37	63	0	70	30
KTXQ	Dallas	7.2	17.5	4	35	62	3	70	30
KZEW	Dallas	7.0	17.9	4	43	57	0	85	15
WXLP	Daven RI	10.7	11.7	13	51	49	0	67	33
WTUE	Dayton	10.0	12.7	9	31	67	2	69	31
KBCO-F	Denver	12.5	10.1	7	16	84	0	61	39
KBPI	Denver	5.8	21.6	2	52	45	3	51	49
KAZY	Denver	10.2	12.4	8	43	57	0	81	19
KGGO	Des Moines	13.0	9.7	22	43	56	1	70	30
WLLZ	Detroit	6.9	18.3	5	44	55	1	78	22
WRIF	Detroit	6.7	18.7	3	36	63	1	76	24
WCSX	Detroit	7.9	16.0	3	18	80	2	73	27
KLAQ	El Paso	10.1	12.5	16	47	53	0	78	22
WXKE	Ft. Wayne	9.7	13.0	13	54	46	0	71	29
KKDJ	Fresno	8.7	14.6	11	44	56	0	61	39
WLAV-F	Grand Rapids	9.3	13.6	6	42	58	0	67	33
WKRR	Greens WS	12.3	10.3	13	45	53	2	68	32

AOR/CLASSIC      Continued

ial Mean:	8.3	15.2	9.0	37.3	60.4	2.3	67.3	32.7
	<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>% M</u>	<u>% F</u>
Hart	8.0	15.8	4	34	63	3	71	29
Houston	7.7	16.3	3	17	83	0	61	39
Houston	9.8	12.8	6	29	70	1	78	22
Indy	12.8	9.8	16	34	65	1	69	31
Jkville	11.3	11.1	14	27	72	1	77	23
Kalamazoo	11.9	10.6	12	18	80	2	64	36
Kansas City	7.5	16.7	2	36	63	1	72	28
A/F Knoxville	9.3	13.6	19	25	65	10	60	40
LV	9.4	13.4	6	29	71	0	73	27
Lexington	10.9	11.5	8	40	60	0	74	26
Lincoln	9.0	14.0	4	37	63	0	76	24
Long Island	7.9	16.0	4	38	59	3	67	33
LA	8.4	15.0	3	24	75	1	79	21
LA	5.5	23.0	2	18	79	3	70	30
LA	7.4	17.0	5	68	32	0	61	39
Louisville	9.9	12.7	15	42	57	1	61	39
F Madison	8.6	14.6	7	43	53	4	62	38
Memphis	12.9	9.7	18	31	69	0	75	25
Miami	8.4	15.0	4	33	67	0	70	30
A/F Milwaukee	7.7	16.4	4	64	36	0	69	31
Milwaukee	8.2	15.4	7	25	74	1	59	41
Milwaukee	6.9	18.4	4	45	50	5	72	28
A/F Minn-SP	8.8	14.3	3	40	58	2	73	27
Minn-SP	7.7	16.3	6	17	83	0	55	45
Modesto	13.1	9.6	14	38	62	0	78	22
Nashville	11.3	11.2	13	38	60	2	62	38
F NY	9.3	13.5	9	24	70	6	60	40
NY	7.8	16.2	5	36	63	1	43	57
F Norfolk	9.9	12.7	9	60	38	2	76	24
Norfolk	14.2	8.9	8	34	66	0	67	33
Oklahoma City	9.4	13.4	12	43	57	0	77	23
F Omaha	11.9	10.6	13	35	62	3	72	28
Orlando	7.3	17.3	5	34	63	3	78	22
Orlando	11.3	11.1	11	46	53	1	65	35
Peoria	12.2	10.4	16	44	55	1	67	33
Philadelphia	8.9	14.2	5	29	68	3	66	34
Philadelphia	7.2	17.5	2	32	68	0	69	31
Phoenix	6.0	21.0	4	30	65	5	68	32
Phoenix	10.7	11.8	9	57	40	3	68	32
Pittsburgh	9.8	12.8	7	47	52	1	74	26
Pittsburgh	9.2	13.7	6	30	69	1	70	30
Port M	9.2	13.6	10	48	51	1	57	43
Port O	8.9	14.2	39	8	90	2	51	49
Port O	10.4	12.1	8	39	58	3	83	17
F Ports NH	8.1	15.6	5	41	54	5	59	41
Providence	12.4	10.2	13	52	45	3	75	25
Raleigh	10.3	12.2	12	35	63	2	72	28
Richmond	10.8	11.7	15	35	65	0	63	37
F Roanoke	13.9	9.1	19	26	74	0	64	36
Rochester	13.5	9.3	15	50	49	1	67	33
Sacramento	8.9	14.2	10	60	40	0	64	36
Sacramento	8.7	14.4	19	11	85	4	74	26
St. Louis	10.5	12.0	14	46	52	2	66	34
St. Louis	7.9	15.9	4	28	71	1	61	39
San Antonio	7.6	16.6	8	52	46	2	66	34
San Diego	12.3	10.3	10	39	61	0	73	27
SF	7.6	16.6	7	32	68	0	75	25
SF	6.1	20.4	2	17	83	0	63	37
San Jose	8.2	15.4	6	37	63	0	64	36
Seattle	8.6	14.7	7	45	55	0	79	21



AOR/CLASSIC Continued

National Mean:		8.3	15.2	9.0	37.3	60.4	2.3	67.3	32.7
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>% M</u>	<u>% F</u>
KXRX	Seattle	8.8	14.4	2	28	71	1	76	24
WAQX-F	Syracuse	9.4	13.4	11	58	41	1	69	31
WYNF	Tampa	11.6	10.9	9	45	53	2	70	30
WKRL	Tampa	8.3	15.2	10	34	64	2	73	27
WZZQ	Terre Haute	11.3	11.2	19	52	46	2	64	36
WIOT	Toledo	11.9	10.6	10	48	52	0	73	27
KMOD	Tulsa	12.2	10.3	17	34	66	0	69	31
WOUR	Utica	13.4	9.4	12	38	60	2	73	27
WWDC-F	Washington	5.9	21.5	6	42	56	2	74	26
WCXR	Washington	6.7	18.9	6	31	68	1	59	41
KICT	Wichita	8.7	14.5	8	41	59	0	55	45
WEZX	WB/Scrán	11.3	11.2	13	39	58	3	74	26
WAAF	Worc	11.6	10.9	18	56	42	2	68	32

AC/SOFT/OLDIES

National Mean:		7.9	15.9	7.2	15.4	75.5	9.1	40.6	59.4
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>% M</u>	<u>% F</u>
WKLI	Albany	8.8	14.3	7	24	71	5	31	69
KKOB-F	Albuquerque	7.3	17.3	5	24	66	10	35	65
WLEV	Allen-Beth	10.9	11.6	9	9	79	12	45	55
KEAG	Anch	9.5	13.2	12	5	95	0	50	50
WSB-F	Atlanta	9.5	13.3	9	22	73	5	36	64
WFOX	Atlanta	7.4	16.9	6	8	89	3	52	48
WQXI-F	Atlanta	4.7	26.8	2	19	73	8	51	49
WZNY	Augusta	9.2	13.8	14	15	81	4	40	60
KKMJ	Austin	9.0	14.0	9	13	78	9	30	70
WMMX	Baltimore	9.8	12.9	6	17	78	5	43	57
WMJJ	Birm	11.2	11.3	16	13	82	5	34	66
KCIX	Boise	15.2	8.3	15	11	85	4	40	60
WODS	Boston	6.6	19.0	8	14	78	8	42	58
WSSH-F	Boston	8.7	14.5	7	9	77	14	32	68
WMJX	Boston	7.9	15.9	3	23	72	5	29	71
WROR	Boston	6.0	21.0	6	9	81	10	46	54
WEBE	Bridge	9.1	13.9	5	13	78	9	32	68
WEZN	Bridge	12.1	10.4	11	4	59	37	38	62
WBUF	Buffalo	11.4	11.1	8	10	76	14	36	64
WXTC	Char SC	10.3	12.3	12	10	85	5	51	49
WLMZ	Chatt	10.4	12.1	10	16	84	0	44	56
WLIT	Chicago	9.8	12.8	5	9	76	15	38	62
WJMK	Chicago	6.5	19.3	7	11	79	10	52	48
WKQX	Chicago	7.1	17.7	4	25	69	6	36	64
WTMX	Chicago	7.4	16.9	4	10	83	7	37	63
WFYR	Chicago	5.7	22.2	3	19	79	2	47	53
WWNK-F	Cincinnati	8.7	14.5	7	34	62	4	24	76
WRRM	Cincinnati	10.0	12.6	4	27	67	6	32	68
WLTF	Cleveland	9.9	12.8	9	22	65	23	32	68
WMJI	Cleveland	8.5	14.9	6	14	77	9	50	50
WSNY	Colum OH	9.3	13.6	9	16	80	4	40	60
KVIL A/F	Dallas	12.5	10.1	12	7	77	16	29	71
KLUV	Dallas	7.1	17.7	7	14	85	1	46	54
KQZY	Dallas	8.0	15.7	6	20	69	11	30	70
KZPS	Dallas	7.0	17.9	4	18	80	2	70	30
KMGC	Dallas	7.0	18.0	5	23	70	7	66	34
WWSN	Dayton	9.2	13.7	7	18	68	14	39	61
KXKL A/F	Denver	9.1	13.8	11	12	85	3	48	52
KMJI	Denver	8.1	15.6	4	8	92	0	36	64
KLYF	Des Moines	9.0	13.9	10	3	97	0	33	67

AC/SOFT/OLDIES      Continued

National Mean:		7.9	15.9	7.2	15.4	75.5	9.1	40.6	59.4
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>% M</u>	<u>% F</u>
WNIC	Detroit	6.5	19.5	4	25	60	15	34	66
WOMC	Detroit	6.2	20.3	6	13	79	8	36	64
WLTJ	Detroit	7.9	15.9	4	12	71	17	31	69
WKSG	Detroit	6.8	18.5	5	14	86	0	50	50
WXKC	Erie	9.0	14.0	10	6	84	10	49	51
WCRZ	Flint	10.8	11.6	10	11	85	4	40	60
WAJI	Ft. Wayne	9.3	13.5	6	23	50	27	30	70
KFSO	Fresno	8.8	14.4	14	8	88	4	65	35
WLHT	Grand Rapids	9.9	12.7	7	16	82	2	31	69
WMAG	Greens-WS	9.2	13.8	14	17	83	0	38	62
WFBC-F	Green SC	9.4	13.4	10	8	61	32	38	62
WMYI-F	Green SC	10.3	12.2	14	24	75	1	42	58
WIOF	Hart	9.1	13.9	5	19	75	6	26	74
WDRC-F	Hart	7.9	16.0	7	13	81	6	52	48
KLTR	Houston	8.0	15.7	4	10	83	7	46	54
KLDE	Houston	6.0	21.2	4	7	91	2	53	47
WENS	Indy	8.5	14.9	6	30	62	8	35	65
WKLR	Indy	9.7	12.9	9	9	88	3	52	48
WAIV	Jkville	7.5	16.7	16	21	71	8	44	56
WIVY	Jkville	7.1	17.7	8	18	77	5	36	64
WTFM	JC-King	10.0	12.6	16	18	74	8	46	54
KUDL	Kansas City	7.9	15.9	8	18	75	7	56	44
KLSI	Kansas City	9.0	14.0	5	14	80	6	35	65
WMYU	Knox	9.8	12.8	12	16	76	8	40	60
WFMK	Lansing	8.6	14.6	5	25	75	0	28	72
KMZQ	LV	8.3	15.2	9	28	70	2	36	64
WALK A/F	Long Island	12.4	10.2	10	10	76	14	40	60
KOST	LA	8.6	14.7	5	24	64	12	30	70
KBIG	LA	9.2	13.8	8	15	69	16	32	68
KRTH	LA	7.0	17.9	5	13	80	7	56	44
WVEZ	Louisville	7.8	16.1	7	11	69	20	36	64
WGMN	Madison	8.8	14.4	6	26	72	2	29	71
WRVR-F	Memphis	10.7	11.8	10	7	86	7	41	59
WMXJ	Miami	10.4	12.1	9	9	86	5	58	42
WAXY	Miami	7.4	17.0	6	17	75	8	40	60
WLVE	Miami	7.9	15.9	3	15	79	6	35	65
WJQY	Miami	9.3	13.5	8	8	65	27	33	67
WMYX	Milwaukee	7.8	16.1	1	31	67	2	35	65
WZTR	Milwaukee	8.1	15.6	6	15	85	0	48	52
KSTP-F	Minn-SP	9.9	12.7	7	13	80	7	38	62
KLXK	Minn-SP	5.7	22.2	6	19	76	5	49	41
WLAC-F	Nashville	9.2	13.7	8	23	67	10	37	63
WLTS	New Orleans	11.1	13.4	7	10	85	5	29	71
WCBS-F	NY	8.6	14.6	7	8	83	9	53	47
WLTW	NY	9.9	12.7	6	11	69	20	30	70
WNSR	NY	7.9	16.0	4	16	75	9	43	57
WLTJ	Norfolk	8.0	15.8	12	25	72	3	60	40
WSTF	Orlando	10.8	11.7	8	15	76	9	40	60
WKSZ	Philadelphia	9.3	13.5	6	8	66	26	43	57
WMGK	Philadelphia	8.0	15.8	4	13	74	13	38	62
WOGL	Philadelphia	7.3	17.2	4	9	83	8	58	42
WSNI	Philadelphia	6.6	19.1	6	18	70	12	34	66
KKLT	Phoenix	8.2	15.4	7	14	70	16	30	70
KOOL-F	Phoenix	6.1	20.6	6	10	87	3	59	41
WLTJ	Pittsburgh	9.8	12.8	5	16	72	12	35	65
WWSW	Pittsburgh	9.9	12.7	8	9	82	9	50	50
KKCW	Port O	9.0	14.0	12	18	77	5	43	57
WWLI	Providence	11.3	11.2	12	4	81	15	36	64
WRAL	Raleigh	8.8	14.3	6	13	75	12	25	75
WSLQ	Roanoke	5.4	23.3	3	24	76	0	46	54

**BTFL/EZ Continued**

National Mean:		11.1	11.4	15.6	3.8	40.8	55.4	38.4	61.6
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>% M</u>	<u>% F</u>
WNCE	Lanc	11.2	11.2	14	5	40	55	38	62
KXTZ	LV	11.9	10.6	25	6	41	53	53	47
KEZQ-F	Little Rock	10.8	11.7	20	0	53	47	38	62
KJOI	LA	9.9	12.7	10	2	38	60	34	66
WZID	Manchester	11.6	10.9	15	12	57	31	36	64
WLYF	Miami	13.8	9.1	22	2	28	70	40	60
WEZW	Milwaukee	10.4	12.1	7	2	36	62	39	61
KBEE	Modesto	13.6	9.3	26	4	28	68	33	67
WZEZ	Nashville	10.4	12.1	16	4	53	43	42	58
WPAT A/F	NY	10.8	11.7	10	2	26	72	43	57
WFOG	Norfolk	12.8	9.8	19	2	47	51	44	56
KKNG	Oklahoma City	10.4	12.1	18	1	53	46	42	58
KESY	Omaha	13.0	9.7	15	4	37	59	43	57
WSSP	Orlando	12.8	9.8	17	1	33	66	38	62
WMEZ	Pnesa	10.4	12.1	13	6	44	50	42	58
WSWT	Peoria	10.6	11.9	14	5	39	56	34	66
WEAZ	Philadelphia	9.5	13.3	6	10	60	30	42	58
KMEO A/F	Phoenix	9.7	13.0	14	1	29	70	33	67
WSHH	Pittsburgh	12.2	10.3	14	1	29	70	41	59
KXL-F	Port O	9.1	13.9	14	2	40	58	37	63
WLKW	Providence	14.0	9.0	19	1	28	71	33	67
WTVR-F	Richmond	10.2	12.3	13	3	37	60	40	60
KDUO	River-SB	13.9	9.0	22	1	37	62	45	55
KCTC	Sacramento	12.1	10.4	20	1	50	49	40	60
WGER	Sag-BC	9.4	13.5	9	0	51	49	42	58
KEZK	St. Louis	11.8	10.7	10	4	43	53	38	62
KSFI	Salt Lake	8.0	15.7	10	14	45	41	36	64
KQXT	San Antonio	8.5	14.8	8	5	42	53	28	72
KJQY	San Diego	11.0	11.4	11	2	49	49	48	52
KABL A/F	SF	9.8	12.8	9	1	34	65	34	66
KBAY	San Jose	10.1	12.5	7	2	60	38	36	64
WDUV	Sarasota	15.2	8.3	31	4	7	89	37	63
KBRD	Seattle	10.3	12.2	7	4	42	54	35	65
KBEZ	Tulsa	10.1	12.4	19	0	56	44	33	67
WGAY	Washington	9.5	13.2	11	4	45	51	35	65
WEAT A/F	W. Palm	13.6	9.2	31	0	14	86	35	65
WSRS	Worc	10.3	12.3	15	7	40	53	33	67
WKBN-F	Young	11.7	10.7	10	3	58	39	36	64

**MOR/VARIETY**

National Mean:		9.4	13.6	12.4	2.9	42.8	54.3	42.8	57.2
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>% M</u>	<u>% F</u>
WAKR	Akron	7.1	17.9	11	2	29	69	38	62
WGY	Albany	9.3	13.5	13	3	38	59	33	67
KKOB	Albuquerque	10.7	11.8	17	3	56	41	45	55
WFBG	Altoona	6.2	20.4	9	14	56	30	50	50
WHBY	Apple-Osh	6.2	20.2	2	0	57	43	50	50
WSB	Atlanta	8.5	14.9	10	2	43	55	46	54
WNBF	Bingh	12.6	10.0	18	5	23	72	33	67
WJBC	Bloom	13.7	9.2	22	2	40	58	31	69
WBZ	Boston	8.7	14.5	10	2	39	59	34	66
WICC	Bridge	8.1	15.5	10	6	56	38	36	64
WBEN	Buffalo	8.8	14.3	9	1	43	56	44	56
WHBC	Canton	11.6	10.8	10	1	42	57	39	61
WMT	Cedar Rapids	12.8	9.8	20	0	24	76	39	61
WBT	Charlotte	10.0	12.6	16	2	37	61	45	55
WGN	Chicago	10.9	11.4	10	2	37	61	43	57

MOR/VARIETY Continued

National Mean:		9.4	13.6	12.4	2.9	42.8	54.3	42.8	57.2
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>% M</u>	<u>% F</u>
WKRC	Cincinnati	8.1	15.6	8	5	40	55	39	61
WLW	Cincinnati	9.4	13.5	9	6	54	40	61	39
WTVN	Colum OH	8.9	14.2	15	4	66	28	44	56
WHO	Des Moines	10.7	11.8	13	3	41	56	48	52
WJR	Detroit	9.5	13.3	11	3	41	57	48	52
WIKY-F	Evansville	11.6	10.9	19	1	47	52	33	67
WOWO	Ft. Wayne	8.0	15.7	11	2	51	47	50	50
WOOD	Grand Rapids	10.6	11.8	15	2	44	54	36	64
WHP	Harris	8.9	14.2	15	2	30	68	42	58
WTIC	Hart	10.7	11.8	12	3	35	62	40	60
KSSK	Hono	10.3	12.3	19	5	77	18	47	53
WIBC	Indy	11.7	10.7	20	3	41	56	40	60
WKZO	Kalamazoo	7.6	16.8	7	4	44	52	44	56
KMBZ	Kansas City	7.5	16.8	7	8	36	56	55	45
WVLK	Lexington	9.4	13.5	14	0	53	47	39	61
KFOR	Lincoln	10.3	12.3	14	0	49	51	46	54
WHAS	Louisville	8.6	14.7	16	4	57	39	44	56
WIBA	Madison	6.9	18.2	9	3	53	44	55	45
WTMJ	Milwaukee	10.4	12.0	6	2	37	61	45	55
WCCO	Minn-SP	9.8	12.8	11	3	39	58	51	49
WELI	New Haven	11.1	11.4	13	3	36	61	32	68
KFAB	Omaha	10.7	11.7	23	1	32	67	40	60
WDBO	Orlando	11.6	10.8	11	1	31	68	39	61
WMBD	Peoria	9.0	14.1	11	2	39	59	40	60
KDKA	Pittsburgh	9.9	12.7	9	3	37	60	41	59
KEX	Port O	9.4	13.3	14	3	63	34	44	56
WPTF	Raleigh	9.8	12.9	9	1	38	61	39	61
WRVA	Richmond	12.8	9.8	20	5	42	53	41	59
WHAM	Roch	9.6	13.1	10	1	35	64	50	50
WROK	Rockford	8.6	14.7	15	4	46	50	40	60
WSGW	Sag-BC	12.5	10.1	15	7	47	46	47	53
KSL	Salt Lake	6.2	20.2	7	9	50	41	54	46
KFMB	San Diego	8.4	15.1	8	6	61	33	60	40
KNBR	SF	6.3	19.9	4	7	52	41	56	44
KOMO	Seattle	7.9	15.9	10	2	52	46	39	61
WSBT	South Bend	14.3	8.8	19	0	37	63	39	61
WSTV	Steuben	11.3	11.1	13	0	35	65	28	72
WSYR	Syracuse	10.4	12.1	13	1	37	62	43	57
WSPD	Toledo	8.0	15.7	8	0	20	80	30	70
KRMG	Tulsa	10.2	12.4	19	3	46	51	51	49
WMAL	Washington	9.2	13.7	10	0	35	65	42	58
WARM	WB/Scranton	7.8	16.1	10	5	44	51	38	62
WDEL	Wilm DE	9.9	12.7	13	2	29	69	42	58
WTAG	Worc	7.6	16.7	13	0	27	63	44	56
WSBA	York	9.1	13.8	10	0	51	49	36	64
WKBN	Young	11.4	11.1	9	4	33	63	45	55

COUNTRY

National Mean:		11.2	11.2	19.4	12.0	63.5	24.5	49.3	50.7
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>% M</u>	<u>% F</u>
KRST	Albuquerque	13.3	9.5	17	12	72	16	47	53
WWNC	Ashville	11.1	11.4	23	2	38	60	41	59
WKHX	Atlanta	11.4	11.0	21	17	68	15	44	56
WYAY	Atlanta	9.8	12.9	18	19	71	10	47	53
KASE	Austin	12.1	10.4	21	21	69	10	49	51
KUZZ A/F	Bakers	12.3	10.3	17	16	64	20	51	49
WPOC	Baltimore	12.3	10.2	22	15	53	32	49	51
WYNK A/F	Baton Rouge	12.6	10.0	20	10	64	26	44	56
KCTR A/F	Billings	14.7	8.6	19	10	75	15	40	60
WZZK A/F	Birm	12.7	9.9	31	16	61	13	51	49

COUNTRY Continued

National Mean:		11.2	11.2	19.4	12.0	63.5	24.5	49.3	50.7
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>% M</u>	<u>% F</u>
WYRK	Buffalo	11.1	11.3	21	7	59	32	45	55
WEZL	Char SC	13.0	9.7	26	11	56	33	59	41
WQBE-F	Char WV	13.7	9.2	29	8	62	30	49	51
WSOC-F	Charlotte	13.9	9.1	23	16	50	34	46	54
WLVK	Charlotte	9.1	13.9	9	16	68	16	43	57
WUSY	Chatt	11.0	11.4	21	13	68	19	43	57
WUSN	Chicago	8.8	14.4	11	5	66	29	47	53
WUBE	Cincinnati	10.1	12.5	14	11	61	28	51	49
WGAR-F	Cleveland	11.1	11.4	17	8	64	28	45	55
KKCS A/F	Colo Spg	10.5	12.0	15	23	67	10	41	59
WCOS-F	Colum SC	11.7	10.8	22	17	59	24	52	48
KOUL	Corpus C	10.6	11.8	13	17	70	13	50	50
KSCS	Dallas	9.8	12.9	13	16	69	15	65	35
KPLX	Dallas	10.1	12.5	15	14	68	18	63	37
WBAP	Dallas	9.6	13.1	11	3	55	42	57	43
WLLR	Daven RI	12.5	10.1	21	13	58	29	48	52
WHKO	Dayton	9.8	12.8	11	15	58	27	36	64
KYGO-F	Denver	11.5	10.9	12	15	75	10	54	46
KJJY A/F	Des Moines	13.4	8.4	18	13	70	17	48	52
WWWW	Detroit	10.0	12.6	16	7	54	39	44	56
KHEY-F	El Paso	11.7	10.8	11	17	69	14	48	52
KUGN-F	Eugene	14.5	8.7	27	9	61	30	48	52
WYNG	Evansville	13.8	9.1	17	12	65	23	54	46
KFGO	Fargo	10.2	12.3	14	4	52	44	52	48
KFRE-F	Fresno	9.8	12.9	25	14	56	30	47	53
WCUZ-F	Grand Rapids	8.8	14.4	15	6	87	7	54	46
WTQR	Greens-WS	13.1	9.6	25	11	65	24	49	51
WESC-F	Green SC	9.7	12.9	21	14	57	29	47	53
WRKZ	Harris	11.5	11.0	15	0	63	37	52	48
KDEO	Hono	13.9	9.1	16	23	64	13	45	55
KIKK-F	Houston	8.9	14.2	10	16	65	19	48	52
KILT-F	Houston	10.4	12.1	13	15	70	15	51	49
WTCR A/F	Hunt WV	14.4	8.7	25	11	61	28	45	55
WDRM	Hunt AL	14.5	8.7	27	10	65	25	45	55
WBHP	Hunts AL	9.4	13.4	20	30	67	3	36	64
WFMS	Indy	12.8	9.8	20	11	59	30	46	54
WMSI	Jackson MS	14.0	9.0	29	10	69	21	47	53
WQIK-F	Jkville	12.4	10.1	32	6	66	28	59	41
WXBQ	JC-King	12.8	9.8	25	10	71	19	45	55
WDAF	Kansas City	14.0	9.0	26	2	54	44	50	50
KFKF-F	Kansas City	10.3	12.3	12	15	74	11	46	54
WIVK A/F	Knox	15.2	8.3	28	11	53	36	45	55
WPCV	Lake	10.7	10.5	33	14	69	17	58	42
WITL	Lansing	15.4	8.2	24	12	68	20	46	54
KFMS A/F	LV	13.0	9.7	26	5	69	26	52	48
WVLK-F	Lexington	12.8	9.9	25	16	59	25	52	48
KSSN	Little Rock	12.2	10.3	30	23	61	26	48	52
KZLA	LA	8.4	15.0	13	8	69	23	51	49
WAMZ	Louisville	12.0	10.5	23	10	68	22	51	49
KLLL-F	Lubbock	14.0	9.0	21	16	66	18	45	55
WDEN-F	Macon	15.9	7.9	38	18	58	24	45	55
KTXF	McAllen	14.1	8.9	16	31	56	13	42	58
WGKX	Memphis	10.7	11.7	23	13	66	21	53	47
WKIS	Miami	8.9	14.2	18	5	64	31	56	44
WMIL	Milwaukee	10.4	12.1	17	8	72	20	49	51
KEEY	Minn-SP	10.9	11.5	11	20	62	18	50	50
WKSJ-F	Mobile	13.9	9.1	25	8	55	37	43	57
KMIX-F	Modesto	10.3	12.3	11	11	72	17	53	47
WLWI	Mont AL	12.1	10.4	27	3	67	30	40	60
WSM-F	Nash	10.8	11.7	24	11	59	30	46	54

**COUNTRY** Continued

National Mean:		11.2	11.2	19.4	12.0	63.5	24.5	49.3	50.7
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>% M</u>	<u>% F</u>
WSIX-F	Nash	10.5	12.0	19	12	60	28	43	57
WYNY	NY	8.1	15.5	9	5	69	26	43	57
WCMS-F	Norfolk	13.2	9.5	23	11	63	26	55	45
KXXY A/F	Oklahoma City	11.7	10.8	22	20	62	18	41	59
WOW-F	Omaha	11.7	10.8	12	5	69	26	55	45
WWKA	Orlando	12.7	9.9	30	13	61	26	53	47
WOWW	Pensa	15.6	9.0	19	13	59	28	48	52
WXTU	Philadelphia	9.3	13.5	11	7	58	35	46	54
KNIX A/F	Phoenix	11.9	10.6	22	8	60	32	53	47
WDSY	Pittsburgh	11.1	11.4	10	17	60	23	51	49
WPOR A/F	Port M	14.3	8.8	32	6	54	40	53	47
KUPL-F	Port O	12.5	10.1	18	7	63	30	47	53
WOKQ	Ports NH	9.9	12.7	16	8	57	35	50	50
KCCY	Pueblo	9.6	13.2	18	12	64	24	50	50
WQDR	Raleigh	10.5	12.1	15	15	61	24	53	47
WYYD	Roanoke	14.6	8.6	30	10	55	35	48	52
WBEE	Roch	12.1	10.4	20	10	61	29	40	60
KRAK-F	Sacramento	10.5	12.1	17	16	70	14	56	44
WKCC	Sag-BC	10.5	12.0	13	8	68	24	53	47
WIL-F	St. Louis	10.4	12.2	16	7	67	26	49	51
KKAT	Salt Lake	10.2	12.4	14	27	67	6	41	59
KCY	San Antonio	9.8	12.8	15	19	68	13	48	52
KAJA	San Antonio	9.6	13.1	11	26	64	10	39	61
KSON-F	San Diego	10.7	11.8	12	12	67	21	54	46
KSAN	SF	8.5	14.8	9	10	78	12	57	43
WCHY	Savannah	16.6	7.6	35	7	78	15	54	46
KMPS A/F	Seattle	10.2	12.3	11	14	60	76	49	51
KRPM A/F	Seattle	8.5	14.9	15	16	68	16	48	52
KRMD A/F	Shreve	10.3	12.2	21	15	62	23	39	61
KDRK	Spokane	10.2	12.3	19	18	64	18	46	54
KTTS-F	Spg MO	11.1	11.4	23	10	65	25	45	55
WQYK A/F	Tampa	12.6	10.0	21	2	56	42	52	48
WTHI-F	Terre Haute	14.2	8.9	28	7	52	41	42	58
WKKO	Toledo	11.0	11.5	17	7	68	25	45	55
KTPK	Topeka	11.7	10.8	17	15	60	25	57	43
KIIM	Tucson	11.1	11.4	21	5	65	30	42	58
KVOO	Tulsa	9.3	13.5	22	10	66	24	55	45
KWEN-F	Tulsa	9.7	13.0	15	14	64	22	50	50
WMZQ A/F	Washington	10.3	12.2	15	8	68	24	47	53
WIRK	W. Palm	11.6	10.9	19	8	75	17	73	27
WWVA	Wheeling	9.9	12.7	22	0	38	62	45	55
KFDI-F	Wichita	8.7	14.6	19	6	56	38	49	51
KZSN	Wichita	10.4	12.2	17	23	60	17	42	58
WQXK	Young	15.2	8.3	20	9	63	28	43	57

**NEWS/TALK**

National Mean:		8.1	15.6	8.2	3.2	41.5	55.3	50.4	49.6
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>% M</u>	<u>% F</u>
WNIR-F	Akron	10.5	11.9	8	6	44	50	43	57
WGST	Atlanta	7.4	17.0	6	9	53	38	59	41
WBAL	Baltimore	9.4	13.4	9	5	34	61	50	50
WERC	Birm	10.5	12.0	12	1	48	51	62	38
WRKO	Boston	10.5	12.0	6	3	41	56	49	51
WEEI	Boston	6.6	19.1	7	1	32	67	54	46
WHDH	Boston	9.4	13.4	4	2	32	66	39	61
WBBM	Chicago	6.5	19.4	7	2	41	57	53	47
WMAQ	Chicago	5.0	25.3	3	5	40	55	61	39
WLUP-A	Chicago	7.3	17.3	2	28	65	7	71	29

**NEWS/TALK**      Continued

National Mean:		8.1	15.6	8.2	3.2	41.5	55.3	50.4	49.6
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>% M</u>	<u>% F</u>
WCKY	Cincinnati	9.6	13.1	9	1	32	67	40	60
WWWE	Cleveland	7.1	17.9	4	6	54	40	66	34
KRLD	Dallas	7.1	17.8	10	2	42	56	41	59
KLIF	Dallas	9.5	13.3	5	2	56	42	68	32
WHIO	Dayton	9.1	13.9	14	4	58	38	42	58
KOA	Denver	7.7	16.4	7	4	50	46	52	48
WWJ	Detroit	7.1	17.6	8	2	31	67	52	48
WXYT	Detroit	10.4	12.1	9	4	39	57	40	60
KMJ	Fresno	10.9	11.5	17	2	43	55	46	54
KTRH	Houston	7.6	16.7	10	3	49	48	60	40
KPRC	Houston	7.8	16.1	3	3	49	48	47	53
KCMO	Kansas City	8.9	14.2	8	3	51	46	56	44
KABC	LA	9.5	13.3	5	4	35	61	45	55
KNX	LA	5.9	21.5	5	3	47	50	58	42
KFWB	LA	5.5	23.1	8	2	36	62	44	56
WIOD	Miami	11.0	11.4	4	9	47	44	60	40
WNWS	Miami	9.2	13.8	7	0	26	74	40	60
WINZ	Miami	8.5	14.9	10	0	21	79	38	62
WISN	Milwaukee	8.2	15.3	4	1	34	65	43	57
WWL	New Orleans	8.1	15.5	11	2	61	37	56	44
WABC	NY	8.2	15.4	5	3	34	63	50	50
WCBS	NY	6.2	20.3	5	1	42	57	46	54
WINS	NY	5.9	21.2	7	3	41	56	46	54
WOR	NY	10.1	12.4	6	0	24	76	28	72
KTOK	Oklahoma City	10.0	12.6	18	0	26	74	46	54
KYW	Philadelphia	6.4	19.6	7	3	38	59	46	54
WCAU	Philadelphia	6.5	19.5	4	2	35	63	58	42
KTAR	Phoenix	13.2	14.0	11	2	38	60	54	46
WTAE	Pittsburgh	7.7	16.4	4	1	43	66	54	46
KXL	Port O	8.7	14.4	11	3	36	61	44	56
KOH	Reno	10.1	12.5	16	0	69	31	58	42
KFBK	Sacramento	10.7	11.8	12	4	39	57	55	45
KMOX	St. Louis	12.3	10.3	16	2	33	65	43	57
WOAI	San Antonio	10.1	12.5	13	0	30	70	55	45
KSDO	San Diego	10.3	12.3	8	1	42	57	51	49
KGO	SF	8.9	14.2	9	2	53	45	46	54
KCBS	SF	6.7	18.9	8	4	41	55	51	49
KIRO	Seattle	8.0	15.8	11	6	42	52	57	43
WFLA	Tampa	10.1	12.5	12	2	47	51	58	42
WTOP	Washington	5.7	22.1	5	6	60	34	52	48
WWRC	Washington	8.3	15.2	7	4	33	63	40	60
WJNO	W. Palm	8.5	14.9	10	0	21	79	50	50

**BLACK/URBAN**

National Mean:		10.8	11.7	12.6	42.5	52.0	5.5	46.8	53.2
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>% M</u>	<u>% F</u>
WVEE	Atlanta	12.8	9.8	15	36	60	4	69	31
WXYV	Baltimore	12.0	10.5	14	41	56	3	48	52
KOXL	Baton Rouge	13.2	9.6	18	42	55	3	55	45
KHYS	Beaumont	13.7	9.2	25	44	50	6	37	63
WENN	Birm	10.9	11.6	7	34	52	14	41	59
WWWZ	Char SC	10.3	12.2	11	43	54	3	50	50
WPEG	Charlotte	13.2	9.5	20	32	65	3	49	51
WGCI-F	Chicago	11.1	11.4	14	41	50	9	48	52
WVAZ	Chicago	12.7	9.9	12	20	75	5	37	63
WBLZ	Cincinnati	8.0	15.7	11	52	45	3	42	58

**BLACK/URBAN**      Continued

National Mean:		10.8	11.7	12.6	42.5	52.0	5.5	46.8	53.2
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>% M</u>	<u>% F</u>
WZAK	Cleveland	12.4	10.1	18	49	47	4	39	61
WDM	Colum SC	15.2	8.3	19	39	54	7	46	54
WFXE	Colum GA	8.8	14.4	9	33	60	7	53	47
KKDA-F	Dallas	11.1	11.4	10	52	44	4	57	43
KJMZ-F	Dallas	8.4	15.1	3	65	35	0	46	54
WJLB	Detroit	11.7	10.7	11	46	52	2	40	60
WZFX	Fayette NC	13.5	9.3	16	40	58	2	58	42
WDZZ	Flint	13.0	9.7	21	35	54	11	37	63
WQMG	Greens-WS	9.3	13.6	6	41	55	4	49	51
WLWZ	Green SC	14.9	8.5	33	46	49	5	52	48
WIKS	Green NC	13.1	9.6	29	49	42	9	53	47
KMJQ	Houston	14.8	8.5	15	46	51	3	48	52
WTLC	Indy	12.5	10.1	18	25	69	6	43	57
WJMI	Jackson MS	14.0	9.0	12	42	53	5	48	52
KJLH	LA	8.5	14.8	8	42	57	1	42	58
WHRK	Memphis	11.3	11.1	12	54	36	0	52	48
KRNB	Memphis	7.3	17.2	2	58	38	4	49	51
WEDR	Miami	7.8	16.2	4	29	67	4	41	59
WBLX	Mobile	15.6	8.1	15	45	50	5	50	50
WQQK	Nashville	10.7	11.8	17	38	58	4	50	50
WQUE A/F	New Orleans	9.4	13.4	8	44	50	6	55	45
WYLD-F	New Orleans	11.4	11.0	11	42	50	8	49	51
WRKS	NY	9.8	12.8	8	52	44	4	40	60
WBLS	NY	7.5	16.7	6	34	59	7	45	55
WOWI	Norfolk	11.1	11.4	14	37	57	6	53	47
WJHM	Orlando	11.6	10.9	9	55	43	2	52	48
WUSL	Philadelphia	11.8	10.7	12	49	46	5	43	57
WDAS-F	Philadelphia	10.0	12.6	5	33	60	7	41	59
WAMO-F	Pittsburgh	11.6	10.8	23	46	48	6	49	51
WFXC	Raleigh	8.0	15.7	11	48	51	1	47	53
WCDX	Richmond	14.6	8.6	20	51	44	5	44	56
KMJM	St. Louis	12.7	9.9	16	50	46	4	40	60
KSOL	SF	6.5	19.5	5	54	42	4	40	60
WEAS	Savannah	16.0	7.9	19	44	47	9	48	52
KDKS	Shreveport	11.7	10.8	20	43	47	10	39	61
WANM	Talla	19.1	6.6	10	41	48	11	50	50
WHUR	Washington	7.1	17.8	3	16	64	20	55	45
WDJY	Washington	6.6	19.1	5	65	35	0	36	64
WKYS	Washington	10.2	12.4	5	20	74	6	38	62

**HISPANIC**

National Mean:		10.8	11.6	14.0	12.7	61.5	25.8	44.2	55.8
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>% M</u>	<u>% F</u>
KXKS	Albuquerque	11.6	10.9	13	14	43	43	57	43
WOJO	Chicago	12.6	10.0	18	24	60	16	51	49
WIND	Chicago	10.1	12.5	12	22	63	15	59	41
KUNO	Corpus C	15.3	8.3	31	0	40	60	40	60
KESS	Dallas	8.4	15.0	11	11	71	18	33	67
KBNA A/F	El Paso	12.7	12.8	12	14	67	19	38	62
KAMA	El Paso	12.0	10.5	11	11	48	41	36	64
KLAT	Houston	7.4	17.1	13	10	79	11	21	79
KXYZ	Houston	10.3	12.3	15	21	69	10	33	67
KLVE	LA	8.9	14.2	7	26	70	4	49	51
KTNQ	LA	11.4	11.0	14	17	69	14	59	41
KWKW	LA	13.3	9.5	12	8	78	14	55	45
KSKQ-F	LA	9.0	14.0	11	13	60	27	41	59
KGBT	McAllen	12.1	10.4	19	6	45	49	37	63
KIWW-F	McAllen	10.8	11.6	11	15	70	15	43	57



**HISPANIC**      Continued

National Mean:		10.8	11.6	14.0	12.7	61.5	25.8	44.2	55.8
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>% M</u>	<u>% F</u>
KBOR	McAllen	11.5	10.9	19	13	54	33	46	54
WAQI	Miami	16.9	7.4	15	5	44	51	43	57
WQBA	Miami	14.3	8.8	13	0	26	74	37	63
WCMQ-F	Miami	11.1	11.4	10	7	72	21	39	61
WADO	NY	13.6	9.3	16	3	60	37	36	64
WSKQ-F	NY	17.4	7.2	18	16	81	3	47	53
WKDM	NY	7.7	16.3	7	13	80	7	27	73
WJIT	NY	7.2	17.6	11	19	60	21	41	59
KOXR	Oxnard	12.3	10.2	12	8	78	14	73	27
KCTY	Sal-Mont	9.3	13.6	9	30	64	6	58	42
KCOR	San Antonio	16.1	7.8	23	5	48	47	49	51

**CLASSICAL**

National Mean:		7.1	17.7	5.0	2.9	51.7	45.4	49.1	50.9
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>% M</u>	<u>% F</u>
KLEF	Anch	6.8	18.4	3	0	100	0	70	30
WCRB	Boston	7.6	16.6	5	4	68	28	62	38
WFMT	Chicago	6.7	18.9	2	2	54	44	52	48
WNIB	Chicago	5.8	21.9	1	4	38	58	52	48
WCLV	Cleveland	8.2	15.3	10	2	40	58	36	64
WRR	Dallas	7.1	17.9	6	7	69	24	42	58
KVOD	Denver	9.0	13.9	6	0	44	66	49	51
WQRS	Detroit	8.2	15.4	5	1	46	53	48	52
KFAC	LA	6.7	18.9	4	7	48	45	56	44
WTMI	Miami	7.0	17.9	12	0	35	65	50	50
WQXR	NY	6.6	19.0	6	1	38	61	49	51
WNCN	NY	7.2	17.5	3	3	62	35	53	47
WFLN	Philadelphia	7.6	16.5	5	2	54	44	48	52
KBOQ	Sal-Sea	8.2	15.4	2	8	41	51	38	62
KFSD	San Diego	8.5	14.9	3	3	53	44	43	57
KKHI A/F	SF	7.9	15.9	7	3	36	61	53	47
KDFC A/F	SF	6.9	18.2	3	9	51	40	51	49
KING-F	Seattle	8.8	14.4	4	6	52	42	55	45
WXCR	Tampa	9.9	12.7	7	0	35	65	35	65
WGMS A/F	Washington	7.4	16.9	5	1	70	29	40	60

**NOSTALGIA**

National Mean:		10.8	11.6	13.6	0.8	18.9	80.3	44.3	54.7
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>% M</u>	<u>% F</u>
WITH	Baltimore	8.8	14.3	5	0	15	85	57	43
WECK	Buffalo	13.5	9.4	14	0	7	93	40	60
WJJD	Chicago	10.9	11.5	11	1	21	78	42	58
WRMR	Cleveland	9.8	12.8	10	1	17	82	44	56
KEZW	Denver	11.4	11.0	18	0	12	88	45	55
CKLW	Detroit	11.3	11.2	11	1	15	84	49	51
WEYZ	Erie	11.7	10.8	14	0	15	85	47	53
KQUE	Houston	11.8	10.7	11	1	40	59	43	57
KJLA	Kansas City	8.3	15.3	6	0	20	80	45	55
WHLI	Long Island	15.6	8.1	6	0	16	84	50	50
KMPC	LA	7.9	15.9	6	3	34	63	51	49
WOKY	Milwaukee	11.6	10.9	11	3	19	78	41	59
WAVZ	New Haven	11.9	10.5	16	0	15	85	55	45
WBYU	New Orleans	14.3	8.8	26	0	27	73	40	60
WNEW	NY	9.1	13.8	9	1	28	71	46	54
WPEN	Philadelphia	13.5	9.4	10	0	11	89	40	60
KOY	Phoenix	7.8	16.2	8	0	28	72	45	55
WJAS	Pittsburgh	10.3	12.3	16	0	23	77	45	55
WYNZ	Port M	10.8	11.6	31	5	20	75	48	52

**NOSTALGIA**      Continued

National Mean:		10.8	11.6	13.6	0.8	18.9	80.3	44.3	54.7
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>% M</u>	<u>% F</u>
KFRC	SF	8.3	15.3	11	3	32	65	41	59
KIXI	Seattle	8.9	14.2	12	0	20	80	37	63
WMAS	Spg MA	11.2	11.2	19	0	10	90	37	63
WGUL A/F	Tampa	11.8	10.7	18	0	10	90	46	54
WDAE	Tampa	15.9	7.9	26	0	10	90	36	64
WNAK	WB/Scrán	21.3	5.9	14	1	8	91	37	63

**RELIGION/GOSPEL**

National Mean:		7.7	16.2	10.8	8.9	58.8	67.7	33.2	66.8
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>% M</u>	<u>% F</u>
WBGR	Baltimore	9.9	12.8	6	10	50	40	31	69
WDJC	Birm	7.2	17.6	22	6	75	19	32	68
WROL	Boston	6.8	18.4	2	2	28	70	39	61
KHVN	Dallas	12.0	10.5	12	13	59	28	25	75
KOJO	Dallas	9.2	13.7	24	25	71	3	22	78
WUZZ	Detroit	7.0	17.9	12	4	76	20	38	62
WFUR-F	Grand Rapids	5.9	21.3	6	5	40	55	37	63
WEMM	Hunt, WV	9.1	13.8	22	0	65	35	40	60
WDAC	Lanc	12.6	10.0	19	9	50	41	32	68
WJMM	Lexington	5.8	21.8	5	0	66	34	33	67
WLOK	Memphis	11.8	10.6	6	10	59	31	37	63
WBOK	New Orleans	16.1	7.8	20	14	41	45	22	78
WWDJ	NY	7.6	16.5	6	26	54	20	13	87
WFME	NY	7.1	17.8	4	10	49	41	45	55
WZZD	Philadephia	4.0	31.8	0	10	72	18	35	65
WPIT-F	Pittsburgh	8.3	15.2	13	0	83	17	28	72
KPDQ-F	Port O	7.7	16.5	10	6	64	30	41	59
KFAX	SF	6.1	20.7	4	10	39	51	33	67
KCMS-F	Seattle	7.0	18.0	11	16	78	6	38	62
WYCB	Washington	11.2	11.2	12	1	56	37	42	58

**JASS/NAC**

National Mean:		7.6	16.5	5.1	10.0	82.1	7.9	54.7	45.3
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>% M</u>	<u>% F</u>
KLSK	Albuq/SF	7.2	17.4	3	12	88	0	50	50
KNIK	Anch	7.9	15.9	9	38	62	0	62	38
WNUA	Chicago	7.7	16.4	4	7	84	9	57	43
WNWV	Cincinnati	6.8	18.9	4	6	76	18	43	57
KOAI	Dallas	8.5	14.9	5	11	84	5	66	34
KHIH	Denver	9.3	13.6	6	13	86	1	57	43
WJZZ	Detroit	7.9	15.9	4	9	76	15	54	46
WVAE	Detroit	7.3	17.3	3	21	74	5	49	51
KTWV	LA	6.9	18.3	5	4	83	13	27	73
KKGO	LA	7.8	16.2	1	4	67	29	78	22
WXDJ	Miami	8.3	15.3	5	7	81	12	60	40
WBZN A/F	Milwaukee	7.9	16.0	7	12	80	8	48	52
WQCD	NY	8.4	15.0	5	6	91	3	58	42
WLOQ	Orlando	8.8	14.3	6	15	83	2	46	54
KGRX	Phoenix	7.4	17.1	4	13	86	1	55	45
KKCY	Port O	6.6	19.1	9	3	83	14	49	51
KQPT	Sacramento	7.6	16.5	4	5	89	6	57	43
KSWV	San Diego	6.1	20.5	7	13	73	14	45	55
KIFM	San Diego	6.4	20.0	3	10	86	4	62	38
KKSF	SF	7.0	18.1	5	7	90	3	58	42
KBLX	SF	7.7	16.3	2	7	86	7	54	46
KNVA	Seattle	10.3	12.2	11	1	95	4	57	43
WHVE	Tampa	9.5	13.3	6	7	85	8	67	33

## SECTION B

### INDIVIDUAL MARKET REPORTS

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

#### DEFINITIONS, CLARIFICATIONS AND EXPLANATIONS

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

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

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

The Arbitron rank is the 12+ population of the Arbitron metro survey area. The rank number (49 in this case) is the ranking among the 270 Arbitron Standard radio markets.

The MSA (metropolitan Statistical Area) rank is shown along with the total estimated population. Where the market has been split into two or more MSA's all of the MSA's are listed.

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

The ARP is the Average Person Rating. The ARP indicated the percentage of the 12+ population which is using radio from 6 am-midnight, Mon-Sun (the Broadcast Week). The ARP is roughly comparable to television's Persons Viewing Television (PVT) figures.

The market TSL shows the "Time Spent Listening" by the average radio listener in the market. In this case, the average listener spends 24.5 hours listening to radio.

Stations: 27/20  
Diaries: 701/730:1/53.5%  
Sample Target: 647  
% Below Line: 3.3  
% Not Listed: 8.6

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

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

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

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

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

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

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

Est. 1988 Revenue: \$14,500,000  
HH Income: \$25,700  
Retail \$: 3.5 Bil  
Pop Per Station: 25,600  
#1 Biller: WAAA \$2,000,000

The revenue estimates are based upon calculations made in the 1989 edition of Duncan's Radio Market Guide. The figures are gross and they do not include trades.

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

Total retail sales in the market are estimated at 3.5 billion dollars.

The data comes from Sales & Marketing Management and they are dated 1 October, 1988.

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

The #1 Biller shows the station I believe is the leading biller in the market and its estimated 1988 gross revenue. This data is extracted from the 1989 edition of Duncan's Radio Market Guide.

12+METRO	1/4/SHARE	WIN FAL SUM SPR 4				AVG.	12+ TSA	12+ METRO		FAL SPR	% 25-54			
		89	88	88	88			CUME/CUME	RATING		CON-VERSION	BIRCH SHARE	BURCH AQH	BIRCH CUME
1. WAAA-F (AC)	513/10.0	8.1	9.3	8.1	7.5	8.9	527/6596	6262/20.4	19.6	16.3	133	7.8	457	4209

All of the figures in this section are based upon the Broadcast Week (Mon-Sun, 6 am-midnight). The audience figures are in hundreds. The ratings and shares are always percentages.

Next to the station's calls is a format code. The legend for this code is as follows:

- CHR - Contemporary Hit Radio, Top 40, Contemporary
- AC - Adult Contemporary
- O - Oldies (1955 to 1987)
- B - Black (audience predominatly black -- over 75%)
- U - Urban (majority of audience is non-white although a large segment is white)
- EZ - Easy Listening, Beautiful Music
- AOR - Album Oriented Rock, also includes Classic Rock
- CL - Classical
- C - Country
- T - Talk
- N - News
- SP - Hispanic/Spanish
- BB - Big Band/Nostalgia
- M - Middle of the Road (MOR), Full Service, Variety
- J/NA - Jazz, New Age
- R - Religion, Christian, Christian Music
- G - Gospel
- E - Ethnic
- ?? - Other, Unknown

Then reading from left to right: WAAA has 51,300 listeners per quarter hour in the metro. This earns the station 10.0% share of audience during the latest rating period. Historical shares follow along with a four-book average for those markets with quarterly measurement.

Next is the TSA 1/4 Hour Average and Weekly cume. Then the Metro Cume and Cume Rating is shown. WAAA's cume rating is 20.4%. This means that 20.4% of this market's population (12+) listens to WAAA for five minutes or more during a given week. Historical cume ratings follow.

The 25-54% Conversion shows the ratio between each station's 25-54 share and its 12+ share. WAAA's 25-54 share is 133% of its 12+ share. This figure shows each station's ability to convert its total share (12+) into the shares of what is currently the most sought after demo.

Next is the Latest Birch audience data for each station.

12+ METRO SHARE (METRO): 76.96% (3732 of 4849) (Spg. 88: 76.10%)

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

#### DEMOGRAPHIC AND DAYPART RANKINGS

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

- TEENS: Ages 12-17, Mon-Sun, 6A-MID, Metro
- 18-34: Adults 18-34, Mon-Sun, 6A-MID, Metro
- 18-49: Adults 18-49, Mon-Sun, 6A-MID, Metro
- 25-49: Adults 25-49, Mon-Sun, 6A-MID, Metro
- 25-54: Adults 25-54, Mon-Sun, 6A-MID, Metro
- 35+ : Adults 35+, Mon-Sun, 6A-MID, Metro
- 12+ AMD: Total persons, 12+, Mon-Fri, Metro, 6A-MID
- 12+ MID: Total persons, 12+, Mon-Fri, Metro, 10A-3P
- 12+ PMD: Total persons, 12+, Mon-Fri, Metro, 3P-7P
- 12+ EVE: Total persons, 12+, Mon-Fri, Metro, 7P-MID
- OVERNIGHT: Total persons, 12+, Mon-Sun, 12MID-6A
  
- WOM 18-24: Women 18-24, Mon-Sun, 6A-MID, Metro
- WOM 18-34: Women 18-34, Mon-Sun, 6A-MID, Metro
- WOM 18-49: Women 18-49, Mon-Sun, 6A-MID, Metro
- WOM 25-34: Women 25-34, Mon-Sun, 6A-MID, Metro
- WOM 25-54: Women 25-54, Mon-Sun, 6A-MID, Metro
  
- MEN 18-24: Men 18-24, Mon-Sun, 6A-MID, Metro
- MEN 18-34: Men 18-34, Mon-Sun, 6A-MID, Metro
- MEN 18-49: Men 18-49, Mon-Sun, 6A-MID, Metro
- MEN 25-34: Men 25-34, Mon-Sun, 6A-MID, Metro
- MEN 25-54: Men 25-54, Mon-Sun, 6A-MID, Metro

NOTE: If a station's call letters are followed by a > symbol it means there is a very large difference between that station and the station following it in the ranking. The >> means that there is a huge difference between the marked station and the next ranked station. The difference is around 10 share points or the marked station has twice as much audience. Conversely, the < symbol means that the two ranked stations are very close in share.

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>	<u>SPR 87</u> <u>%</u>
Country	153 (3)	176 (2)	329 (5)	13.9	14.1

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

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

CAPSULE STATION DESCRIPTIONS

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

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

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

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

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

WAAA-F programs a CHR format.

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

ABC-C	ABC	Contemporary	APR	Associated Press Radio
ABC-D	ABC	Direction	CBS	CBS
ABC-I	ABC	Information	CBS-R	CBS Radio Radio
ABC-F	ABC	FM	MBS	Mutual
ABC-E	ABC	Entertainment	NBC	NBC
ABC-R	ABC	Rock	NBC-T	NBC Talk
ABC-T	ABC	Talk	Source	NBC Source
NBN	National Black		US 1	US 1
SBN	Sheridan		US 2	US 2
UPI	United Press International		WSJ	Wall Street Journal
Trans	Transtar		SMN	Satellite Music Network

Spot rates are now calculated in just one way: my estimate of each station's average unit rate. The unit rate estimate is what I project is the average rate for all spots run on the station. This estimate is usually derived by taking the station's gross billings and working backwards with a formula based on spots per hour, the percentage of inventory sold and other factors.

Following the spot rate, the station's national representative can be found in the parenthesis. Next is the group ownership if there is any. Finally, in the Spring edition only, the name of the station's general manager.

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

- CALL LETTER CHANGES: The old calls and new calls for stations which have changed calls since the last issue of American Radio. The date of the change is listed if it is available.
- FORMAT CHANGES: This table should probably be called "major format changes." It is nearly impossible to track down every subtle change in format for every station. I hope to list the major changes at major stations since the previous edition of American Radio.
- STATION SALES: This section lists the proposed sales in each market. These sales do not necessarily close. If I know the brokers involved, they are also listed. In some cases, I had to estimate the sale price.
- MISCELLANEOUS COMMENTS: These are various comments and observations which come to my mind as I process the data for each market.

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

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AKRON

Arbitron Rank/Pop (12+): 64/536,600

Stations: 27/7

1988 Revenue: \$13,100,000

MSA Rank/Pop: 76/643,100

Diaries: 965/556:1/56.7%

HH Inc.: \$32,062

Cleveland ADI

Sample Target: 930

Retail \$: 4.3 Bil

Average Person Ratings: 18.5

% Below Line: 14.0

Pop per Station: 76,657

Market TSL: 24.5 hours

% Not Listed: 11.9

#1 Biller: WKDD-F \$3,600,000

12+ METRO	1/4/SHARE	FAL		SPG		4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion	Birch Share	Birch AQH	Birch Cume	
		88	88	87	87										
1. WKDD-F (CHR)	90/ 9.1	8.4	11.3	10.3	11.5	----	158/2314	1180/22.0	23.8	24.6	108	9.9	91	1498	WKDD-F
2. WONE-F (AOR)	72/ 7.3	6.6	6.8	6.2	5.0	----	112/1318	753/14.0	16.0	11.0	125	6.7	61	1004	WONE-F
3. WLTF-F (AC)	61/ 6.1	4.2	4.7	5.1	4.9	----	91/1106	745/13.9	12.6	12.9	149	5.3	49	512	WLTF-F
4. WMMS-F (AOR)	58/ 5.8	8.7	8.6	7.1	9.7	----	121/1691	972/18.1	23.9	24.1	107	8.5	78	1211	WMMS-F
5. WPHR-F (CHR)	56/ 5.6	2.9	1.9	2.3	1.4	----	72/1193	868/16.2	9.6	4.9	32	6.2	57	910	WPHR-F
WAKR (MOR)	56/ 5.6	6.7	7.5	7.6	9.3	----	58/1081	1000/18.6	20.6	22.8	52	6.0	55	963	WAKR
7. WNIR-F (N/T)	53/ 5.3	6.9	6.7	4.3	6.4	----	81/817	633/11.8	10.9	10.6	75	6.1	56	558	WNIR-F
8. WMJI-F (AC)	46/ 4.6	4.6	6.5	5.6	6.0	----	71/1263	749/14.0	15.4	16.6	161	4.7	43	563	WMJI-F
9. WDOK-F (AC)	45/ 4.5	3.8	4.4	3.3	3.6	----	64/942	620/11.6	9.8	8.6	138	2.8	26	423	WDOK-F
10. WHBC-F (EZ)	41/ 4.1	3.6	1.2	2.1	1.0	----	135/1324	362/ 6.7	3.6	2.9	54	2.2	20	275	WHBC-F
11. WQMX-F (AC)	34/ 3.4	2.5	3.2	4.1	4.3	----	68/806	406/ 7.6	8.7	9.2	132	1.4	13	235	WQMX-F
12. WQAL-F (EZ)	32/ 3.2	2.9	2.3	2.6	4.5	----	37/490	398/ 7.4	6.6	9.2	56	1.4	13	245	WQAL-F
13. WNCX-F (AOR)	29/ 2.9	2.2	2.3	1.6	2.7	----	41/746	517/ 9.6	8.5	8.5	107	4.1	38	439	WNCX-F
14. WGAR-F (C)	26/ 2.6	3.7	2.9	2.6	2.2	----	46/638	422/ 7.9	7.7	6.1	127	4.3	39	553	WGAR-F
15. WSLR (C)	25/ 2.5	3.4	2.6	2.9	2.3	----	31/437	348/ 6.5	5.1	6.2	80	3.6	33	444	WSLR

12+ FM SHARE (METRO): 82.38% (720 of 874) (SPG 88: 80.76%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPHR-F>>	1 WONE-F<	1 WKDD-F	1 WKDD-F	1 WKDD-F	1 WAKR	1 WKDD-F	1 WONE-F<	1 WKDD-F>	1 WPHR-F>	1 WAKR >
2 WKDD-F>>	2 WKDD-F>	2 WONE-F>	2 WONE-F	2 WLTF-F	2 WNIR-F	2 WAKR	2 WKDD-F	2 WONE-F	2 WKDD-F	2 WNIR-F>
3 WMMS-F>	3 WMMS-F	3 WMMS-F	3 WLTF-F	WONE-F	3 WHBC-F	3 WMMS-F	3 WLTF-F	3 WLTF-F<	3 WONE-F	3 WMJI-F
4 WZAK-F>	4 WLTF-F	WLTF-F>	4 WMJI-F	4 WMJI-F	4 WDOK-F<	4 WONE-F	WNIR-F	4 WPHR-F	4 WAKR	4 WHK
5 WMJI-F	5 WPHR-F	5 WMJI-F	5 WMMS-F	5 WMMS-F	5 WQAL-F	5 WMJI-F	5 WMMS-F	5 WMMS-F	5 WLTF-F	WKDD-F
6		6 WDOK-F	WDOK-F	WMJI-F<	6 WLTF-F	6	6 WNIR-F<	6	6 WLTF-F	6
7		7	7	7 WLTF-F	7	7	7 WDOK-F	7	7	7

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 WKDD-F>	1 WKDD-F>	1 WKDD-F	1 WKDD-F<	1 WLTF-F	1 WONE-F	1 WONE-F>	1 WONE-F	1 WONE-F>	1 WONE-F
2 WPHR-F	2 WLTF-F	2 WLTF-F	2 WLTF-F>	2 WKDD-F	2 WPHR-F	2 WKDD-F	2 WKDD-F>	2 WKDD-F	2 WKDD-F
WMMS-F	3 WONE-F	3 WONE-F	3 WONE-F<	3 WDOK-F	3 WNCX-F	3 WMMS-F	3 WMMS-F>	3 WMMS-F	3 WMJI-F
4 WONE-F	4 WMMS-F	4 WMMS-F	4 WDOK-F	4 WQMX-F	4 WMMS-F	4 WNCX-F	4 WNCX-F	4 WMJI-F	4 WMMS-F
5 WQMX-F	5 WQMX-F	5 WQMX-F	WQMX-F	WONE-F	5 WKDD-F	5 WPHR-F	WMJI-F	5 WNCX-F	5 WWWE
6 WLTF-F	6 WPHR-F	6	6 WMMS-F	6 WMJI-F	6	6 WRQK-F	6 WRQK-F	6	6 WLTF-F
7	7	7	7 WMMS-F	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 88 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		149 ( 3)	149 ( 3)	17.0	15.7	WHLO 640 Akron/Cleveland 1.1/3.1
AOR/CLASSIC		175 ( 4)	175 ( 4)	20.0	22.3	
AC/OLDIES/SOFT ROCK		186 ( 4)	186 ( 4)	21.3	20.3	WCLV-F 95.5 Cleveland 1.1/3.1
MOR/VARIETY	59 ( 2)		59 ( 2)	6.8	8.3	WGAR 1220 Cleveland 0.4/2.3
COUNTRY	29 ( 2)	48 ( 2)	77 ( 4)	8.8	9.1	WHBC 1480 Canton 0.3/1.1
BLACK/URBAN		14 ( 1)	14 ( 1)	1.6	2.7	WHK 1420 Cleveland 0.9/1.3
BEAUTIFUL/EASY		73 ( 2)	73 ( 2)	8.4	7.5	WHOT-F 101.1 Youngstown 0.3/1.8
NEWS/TALK	33 ( 2)	53 ( 1)	86 ( 3)	9.8	11.3	WNWV-F 107.3 Elyria/Clevlnd 1.1/4.4
NOSTALGIA	22 ( 1)		22 ( 1)	2.5		WQXK-F 105.1 Salem/Youngstwn 2.2/4.9
RELIGION/GOSPEL	11 ( 1)		11 ( 1)	1.3	0.5	WRMR 850 Cleveland 2.2/5.4
SPANISH						WRQK-F 106.9 Canton/Akron 1.6/5.3
CLASSICAL		11 ( 1)	11 ( 1)	1.3	1.0	WWWE 1100 Cleveland 2.4/10.6
JAZZ/NEW AGE		11 ( 1)	11 ( 1)	1.3	1.3	WZAK-F 93.1 Cleveland 1.4/3.9
UNKNOWN/OTHERS						
	154 ( 8)	720 (19)	874 (27)			

RADIO STATIONS

WAKR, 1590, 5 KW (DA-N), MOR	MBS, \$ 50.00 (Mc-Guild)	Summit	Fred Anthony
WHLO, 640, 5 KW/500 W (DA-2), RELIGION	ABC D, \$ 14.00 (---)	Mortenson	Gary Meeks
WSLR, 1350, 5 KW (DA-1), COUNTRY	ABC E, \$ 28.00 (Katz)	Barnstable	Dick Lumenello
WKDD-F, 95.6, 50 KW @ 450, CHR	, \$ 75.00 (Katz)	Barnstable	Dick Lumenello
WNIR-F, 100.1, 3 KW @ 333, TALK	CBS, \$ 34.00 (K & P)	(KENT)	Bill Klaus
WONE-F, 97.5, 13 KW @ 890, AOR	, \$ 58.00 (Mc-Guild)	Summit	Fred Anthony
WQMX-F, 94.9, 16 KW @ 880, AC	, \$ 38.00 (Banner)	(MEDINA)	Gordon Stenback

OTHER RANKED STATIONS -- See Cleveland or Canton

MISCELLANEOUS COMMENTS: WAKR, WONE-F, sold by Summit to Ragan Henry for \$13,000 (La Rue)...

ALBANY-SCHENECTEDY-TROY

Arbitron Rank/Pop (12+): 54/721,000

Stations: 30/26  
Diaries: 1083/666:1/55.2%  
Sample Target: 1060  
% Below Line: 2.0  
% Not Listed: 11.3

1988 Revenue: \$20,000,000  
HH Inc.: \$35,494  
Retail \$: 6.0 Bill  
Pop per Station: 27,730  
#1 Biller: WGY \$3,800,000

MSA Rank/Pop: 60/848,100  
ADI # 50  
Average Person Ratings: 18.3  
Market TSL: 23.75 hours

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WPYX-F (AOR)	134/10.2	8.9	10.6	11.7	12.4	10.4	240/2848	1701/23.6	24.2	23.6	125	13.3	156	2038	WPYX-F
2. WGY (MOR)	127/ 9.7	9.3	8.9	10.6	10.0	9.6	189/2607	1716/23.8	22.6	25.5	75	6.9	81	1383	WGY
3. WROW-F (EZ)	124/ 9.4	9.9	10.7	8.5	11.5	9.6	235/1761	1175/16.3	18.3	17.1	50	6.3	74	999	WROW-F
WGNA-F (C)	124/ 9.4	10.1	8.0	5.8	5.3	8.3	259/2436	1165/16.2	13.3	11.8	124	8.4	98	965	WGNA-F
5. WFLY-F (CHR)	93/ 7.1	8.6	7.6	7.4	9.4	7.7	134/2168	1516/21.0	19.6	22.1	94	13.4	157	1843	WFLY-F
6. WKLI-F (AC)	79/ 6.0	6.1	6.6	5.9	4.9	6.2	79/1189	1133/15.7	16.8	13.7	142	5.6	66	854	WKLI-F
7. WGY -F (CHR)	63/ 4.8	4.0	5.0	4.9	4.4	4.7	108/2103	1368/19.0	19.6	20.5	108	5.9	69	1684	WGY -F
8. WQBK-F (AOR)	56/ 4.3	5.3	4.8	4.2	4.6	4.7	60/1058	929/12.9	13.7	12.0	121	5.6	66	894	WQBK-F
9. WQBK (N/T)	52/ 4.0	4.8	4.6	5.3	6.2	4.7	53/587	581/ 8.1	9.2	10.4	57	4.9	58	567	WQBK
10. WTRY (AC)	46/ 3.5	3.6	3.7	5.5	5.5	4.1	48/864	733/10.2	11.8	12.6	151	2.8	33	704	WTRY
11. WABY (BB)	41/ 3.1	2.4	2.5	4.0	2.7	3.0	41/423	423/ 5.9	4.5	4.9	16	2.1	25	345	WABY
12. WROW (EZ)	36/ 2.7	2.1	2.2	1.9	2.7	2.2	38/617	568/ 7.9	6.9	8.2	52	1.8	21	324	WROW
13. WVKZ-F (AOR)	27/ 2.1	1.4	2.7	1.6	1.2	2.0	28/574	482/ 6.7	5.9	3.9	38	2.4	28	672	WVKZ-F
14. WNYJ-F (AC)	25/ 1.9	2.1	1.8	0.8	1.2	1.6	27/527	433/ 6.0	5.5	4.1	184	2.0	23	376	WNYJ-F
15. WHRL-F (EZ)	23/ 1.7	1.4	1.0	0.8	0.4	1.2	24/379	313/ 4.3	4.1	2.1	153	2.0	24	255	WHRL-F
16. WPTR (N/T)	13/ 1.0	1.0	1.3	1.6	2.8	1.2	14/439	377/ 5.2	5.2	6.5	80	0.9	10	315	WPTR
17.															
18.															
19.															
20.															
		12+ FM SHARE (METRO): 70.35% (821 of 1167) (SPG 88: 63.99%)													

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 WROW-F<	1 WGY	1 WPYX-F<	1 WPYX-F<	1 WGY >	1 WGY >>
2 WGY -F>	2 WKLI-F	2 WGNA-F<	2 WGNA-F	2 WGNA-F>	2 WGY >	2 WPYX-F>	2 WROW-F<	2 WROW-F	2 WGNA-F	2 WGNA-F>
3 WPYX-F>	3 WFLY-F	3 WKLI-F	3 WKLI-F	3 WKLI-F	3 WGNA-F>	3 WROW-F	3 WGNA-F>	3 WGNA-F>	3 WFLY-F	3 WKLI-F
4 WVKZ-F	4 WGNA-F	4 WFLY-F	4 WFLY-F	4 WGY	4 WQBK	4 WGNA-F	4 WGY	4 WGY	4 WPYX-F	4 WPYX-F
5 WQBK-F	5 WQBK-F	5 WQBK-F<	5 WGY	5 WFLY-F	5 WABY	5 WFLY-F	5 WKLI-F	5 WFLY-F	5 WROW-F<	5 WQBK <
6 WGNA-F>>	6	6 WGY -F<	6 WQBK-F<	6	6 WROW	6	6	6 WKLI-F	6 WKLI-F	6 WROW-F
7	7	7 WGY	7 WGY -F	7	7	7	7	7	7	7 WPTR
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 WKLI-F	1 WKLI-F	1 WPYX-F	1 WKLI-F	1 WKLI-F	1 WPYX-F>>	1 WPYX-F>>	1 WPYX-F>>	1 WPYX-F>>	1 WPYX-F	
2 WPYX-8	2 WPYX-F	WKLI-F	2 WPYX-F	2 WGNA-F	2 WVKZ-F>	2 WQBK-F	2 WGNA-F	2 WGNA-F	2 WGNA-F>	
3 WFLY-F	3 WFLY-F>	3 WFLY-F>>	3 WFLY-F	3 WPYX-F	3 WQBK-F	3 WGNA-F	3 WQBK-F>	3 WQBK-F	3 WQBK-F	
4 WGNA-F>	4 WGNA-F	4 WQBK-F	4 WGNA-F	4 WGY	WFLY-F>	4 WVKZ-F>	4 WKLI-F	4 WFLY-F	4 WKLI-F	
5 WGY -F	5 WQBK-F	WGNA-F	5 WGY	5 WFLY-F	5 WGY -F	5 WKLI-F	5 WHRL-F	5 WGY -F	5 WGY -F	
6 WQBK-F>>	6 WGY -F	6 WTRY	6 WGY -F<	6 WTRY <	6 WKLI-F	6 WGY -F	WGY -F	6 WKLI-F	WGY	
7	7	7	7 WTRY	7 WROW-F	7	7	7 WGY	7	7 WFLY-F	

FORMATS	AM	FM	TOTAL	%	SPG 88 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		162 ( 3)	162 ( 3)	13.9	15.7	WCKL 560 Catskill 0.4/1.1
AOR/CLASSIC		235 ( 5)	235 ( 5)	20.1	21.2	WEQX-F 102.7 Manchester 0.9/3.8
AC/OLDIES/SOFT ROCK	46 ( 1)	125 ( 5)	171 ( 6)	14.7	13.7	WGNA 1460 Albany/Troy 0.7/2.1
MOR/VARIETY	137 ( 3)		137 ( 3)	11.7	16.4	WHAZ 1330 Troy 0.6/1.6
COUNTRY	9 ( 1)	135 ( 2)	144 ( 3)	12.3	9.3	WKAJ 900 Saratoga Sprngs 0.4/0.8
BLACK/URBAN						WKOL-F 97.7 Amsterdam 0.6/2.8
BEAUTIFUL/EASY	36 ( 1)	147 ( 2)	183 ( 3)	15.7	13.6	WQY-F 102.3 Saratoga spring 0.5/1.9
NEWS/TALK	69 ( 3)		69 ( 3)	5.9	7.1	WSCG-F 93.5 Corinth/GlnFls 0.8/1.1
NOSTALGIA	41 ( 1)		41 ( 1)	3.5	3.0	WSHQ-F 103.5 Coblskl/Schnctd 0.5/1.8
RELIGION/GOSPEL	8 ( 1)	10 ( 1)	18 ( 2)	1.5		WSSV-F 101.3 Stillwater 0.5/2.2
SPANISH						
CLASSICAL						WAYI-F 107.1 Glens Fall/Hdsn 0.5/1.2
JAZZ/NEW AGE						WCZX-F 97.7 Hyde Park/Pghkp 0.5/0.7
UNKNOWN/OTHERS		7 ( 1)	7 ( 1)	0.6		WFAN 660 New York 0.3/0.8
						WJIV-F 101.9 Cherry Valley 0.8/2.2
	346 (11)	821 (19)	1167 (30)			



**RADIO STATIONS**

WABY, 1400, 1 KW	, NOSTALGIA	SMN, \$ 17.00 (Durpetti)	Premiere	Bob Ausfeld
WGY, 810, 50 KW	, MOR	NBC, \$ 85.00 (Eastman)	Empire	Jeff Clark
WPTR, 1540, 50 KW (DA-1)	, NEWS/TALK	US 2, ABC C, \$ 26.00 (Torbet)		John Kelly
WQBK, 1300, 5 KW (DA-2)	, TALK	CBS, ABC T, \$ 30.00 (HNWH)		Richard Berkson
WROW, 590, 5 KW/1 KW (DA-2)	, COMBINATION WITH WROW-F			
WTRY, 980, 5 KW (DA-N)	, OLDIES	MBS, ABC D, \$ 37.00 (Mc-Guild)	Merv Griffin	Carol Reilly
WFLY-F, 92.3, 17 KW @ 890, CHR		ABC C, \$ 55.00 (Torbet)		John Kelly
WGNA-F, 107.7, 13 KW @ 980, COUNTRY		ABC E, \$ 51.00 (Republic)	Barnstable	Ed O'Conner
WGY-F, 99.5, 15 KW @ 930, CHR		SOURCE, \$ 47.00 (Eastman)	Empire	Jeff Clark
WHRL-F, 103.1, 1 KW @ 400, CHR		MBS, \$ 18.00 (---)		Robert Hill
WKLI-F, 100.9, 3 KW @ 300, AC		US 1, \$ 60.00 (Durpetti)	Premiere	Bob Ausfeld
WNYJ-F, 98.3, 3 KW @ 328, AC		TRNSTR, \$ 23.00 (HNWH)		Bruce Lyons
WPYX-F, 106.5, 15 KW @ 902, AOR		ABC R, \$ 85.00 (Mc-Guild)	Merv Griffin	Carol Reilly
WQBK-F, 103.9, 3 KW @ 300, CLASSIC AOR		RADRAD, \$ 33.00 (HNWH)		Richard Berkson
WROW-F, 95.5, 13 KW @ 1020, BTFL/EZ		, \$ 46.00 (Christal)	Radio Terrace	Jake Russell
WVKZ-F, 96.7, 3 KW @ 328, CHR/AOR		SMN, SOURCE, \$ 24.00 (Banner)		Jim Walsh

**MISCELLANEOUS COMMENTS:** WNJY-F (Rotterdam) sold for \$2,900,000 (Kozacko-Horton)... WROW-AM now classified as BTFL/EZ

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ALBUQUERQUE

Arbitron Rank/Pop (12+): 30/444,800  
 MSA Rank/Pop: 101/487,500  
 ADI # 55  
 Average Person Ratings: 18.5  
 Market TSL: 24.25 hours

Stations: 28/27  
 Diaries: 873/510:1/53.5%  
 Sample Target: 800  
 % Below Line: 0.4  
 % Not Listed: 9.9

1988 Revenue: \$17,800,000  
 HH Inc.: \$29,141  
 Retail \$: 3.3 Bil  
 Pop per Station: 16,474  
 #1 Biller: KKOB \$3,700,000

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KRST-F (C)	109/13.3	9.4	10.9	9.9	7.1	----	139/1509	1031/23.2	18.7	17.4	126	10.7	91	1016	KRST-F
2. KKOB (MOR)	86/10.5	10.4	11.3	11.1	12.7	----	108/1527	1013/22.8	25.3	26.2	98	6.8	58	901	KKOB
3. KZRR-AF (AOR)	63/ 7.7	7.2	8.2	7.1	6.9	----	106/1262	865/19.4	18.2	14.5	108	9.6	80	936	KZRR-AF
4. KKOB-F (AC)	62/ 7.5	12.0	11.0	13.1	11.0	----	81/1397	1073/24.1	23.5	23.1	117	10.5	89	1206	KKOB-F
5. KNMQ-F (CHR)	48/ 5.8	2.9	3.2	4.8	6.2	----	64/965	629/14.1	12.1	17.5	52	5.8	49	768	KNMQ-F
6. KKJY-F (EZ)	45/ 5.5	7.5	5.5	5.6	5.6	----	60/784	533/12.0	14.5	13.7	78	3.4	29	362	KKJY-F
7. KKSS-F (CHR)	42/ 5.1	7.1	6.9	7.1	4.1	----	57/881	664/14.9	14.8	12.6	55	9.4	80	792	KKSS-F
8. KZKL-F (O)	37/ 4.5	1.0	0.5	1.1	0.9	----	45/577	516/11.6	2.1	4.2	158	3.3	28	444	KZKL-F
9. KMGA-F (AC)	32/ 3.9	3.0	3.5	2.6	2.8	----	40/582	384/ 8.6	8.9	10.5	149	0.8	7	243	KMGA-F
10. KFMG-AF (AOR)	31/ 3.7	5.8	6.6	6.0	8.9	----	46/940	581/13.1	15.0	16.3	41	3.6	29	746	KFMG-AF
11. KABQ (SP)	28/ 3.4	0.8	0.9	1.3	2.5	----	33/335	256/ 5.8	3.0	3.5	62	2.2	19	159	KABQ
12. KIVA-F (CHR)	27/ 3.3	3.3	3.3	4.6	3.9	----	47/949	588/13.2	11.6	12.2	39	6.4	54	752	KIVA-F
13. KHFM-F (CL)	26/ 3.2	2.7	2.2	2.8	2.3	----	35/531	364/ 8.2	7.5	5.7	106	2.7	23	336	KHFM-F
14. KLSK-F (J/NA)	16/ 1.9	2.2	2.4	2.2	1.9	----	25/395	279/ 6.3	7.5	5.4	158	1.4	12	227	KLSK-F
15. KKBR-F (O)	15/ 1.8	1.6	1.3	----	1.3	----	44/633	275/ 6.2	4.3	3.9	167	2.5	21	250	KKBR-F
16. KDEF (BB)	11/ 1.3	2.9	2.7	2.2	2.3	----	11/196	196/ 4.4	5.4	5.1	15	2.2	19	150	KDEF
17.															
18.															
19.															
20.															

12+ FM SHARE (METRO): 76.38% (566 of 741) (SPG 88: 72.61%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KNMQ-F>	1 KRST-F>	1 KRST-F>	1 KRST-F>	1 KRST-F>	1 KKOB >	1 KKOB >	1 KRST-F>	1 KRST-F	1 KKOB	1 KRST-F
2 KKSS-F	2 KKOB-F<	2 KZRR-AF<	2 KKOB <	2 KKOB	2 KRST-F>	2 KRST-F>	2 KKOB-F	2 KKOB-F	2 KZRR-AF	KKOB >
3 KIVA-F	3 KZRR-AF>	3 KKOB-F	3 KKOB-F<	3 KKOB-F	3 KKJY-F	3 KKOB-F	KKOB	3 KKOB	KKSS-F	3 KMGA-F>>
4 KZRR-AF>>>4	4 KFMG-AF	4 KKOB	4 KZRR-AF	4 KZRR-AF	4 KABQ >	4 KZRR-AF>	4 KZRR-AF<	4 KZRR-AF	4 KNMQ-F	4 KZRR-F
5	5 KKSS-F<	5 KZKL-F	5 KZKL-F	5 KZKL-F	5 KKOB-F	5 KNMQ-F<	5 KKJY-F	5 KKJY-F<	5 KRST-F	KHFM-F
6	6 KZKL-F	6 KMGA-F	6 KMGA-F	6 KMGA-F	6	6 KABQ	6	6 KNMQ-F	6	6
								7 KKSS-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 KKOB-F>	1 KRST-F<	1 KRST-F>	1 KRST-F	1 KRST-F>	1 KFMG-AF	1 KZRR-AF	1 KRST-F	1 KRST-F	1 KRST-F>
2 KKSS-F	2 KKOB-F>	2 KKOB-F>	2 KKOB-F	2 KKOB <	2 KZRR-AF>	KRST-F>	2 KZRR-AF	2 KZRR-AF>	2 KZRR-AF
3 KFMG-AF	3 KMGA-F	3 KMGA-F	3 KMGA-F	3 KKOB-F	3 KKSS-F>	3 KFMG-AF	3 KZKL-F	3 KZKL-F	3 KKOB <
4 KNMQ-F	4 KZRR-AF	4 KZRR-AF	4 KKOB	4 KKOB	4 KNMQ-F	4 KZKL-F	4 KKOB-F>>	4 KKOB-F	4 KZKL-F
KMGA-F	KNMQ-F	5 KNMQ-F	5	5 KKJY-F	KRST-F	5 KKOB-F	5	KKOB	5 KKOB-F
KIVA-F	6	6	6	6	6	6 KKSS-F	6	6 KFMG-AF	6

FORMATS	AM	FM	TOTAL	%	SPG 88	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		117 ( 3)	117 ( 3)	15.8	7.1		KALY 1240 Los Ranchos 0.4/1.4
AOR/CLASSIC	14 ( 3)	88 ( 2)	102 ( 5)	13.8	16.0		KIDI-F 103.3 Albuquerque 0.7/1.1
AC/OLDIES/SOFT ROCK	8 ( 1)	156 ( 5)	164 ( 6)	22.1	19.8		KKIM 1000 Albuquerque 0.4/1.2
MOR/VARIETY	86 ( 1)		86 ( 1)	11.6	12.2		KMYI-F 107.1 Armijo/Albuq 1.2/4.6
COUNTRY	9 ( 1)	112 ( 2)	121 ( 3)	16.3	14.5		KNUS 1580 Albuquerque 0.7/2.2
BLACK/URBAN					7.5		KQEO 920 Albuquerque 1.0/4.9
BEAUTIFUL/EASY		45 ( 1)	45 ( 1)	6.1	5.9		KRZY 1450 Albuquerque 1.1/4.4
NEWS/TALK	6 ( 1)		6 ( 1)	0.8	1.5		KXKS 1190 Albuquerque/SF 0.9/1.7
NOSTALGIA	11 ( 1)		11 ( 1)	1.5	2.9		KZRQ 1310 Corrales/Albuq 1.0/2.8
RELIGION/GOSPEL	3 ( 1)		3 ( 1)	0.4	0.4		
SPANISH	38 ( 3)	6 ( 1)	44 ( 4)	5.9	6.6		KNYN-F 95.5 Santa Fe/Albuq 0.4/1.8
CLASSICAL		26 ( 1)	26 ( 1)	3.5	2.4		
JAZZ/NEW AGE		16 ( 1)	16 ( 1)	2.2	2.6		
UNKNOWN/OTHERS					0.6		
	175 (12)	566 (16)	741 (28)				

RADIO STATIONS

KABQ, 1350, 5 KW/500 W (DA-2), HISPANIC	, \$ 18.00 (Caballero)		Ed Gomez
KDEF, 1150, 5 KW/500 W (DA-N), NOSTALGIA	, \$ 17.00 (---)		Dave Ianni
KKOB, 770, 50 KW (DA-N), MOR	ABC I, \$ 68.00 (Mc-Guild)	Fairmont	Art Schreiber
KQEO, 920, 1 KW/500 W (DA-N), OLDIES	ABC E, \$ 17.00 (Banner)	Penn	Christine Thomas
KRZY, 1450, 1 KW (DA-1), COUNTRY	MBS, \$ 25.00 (Katz)	Commonwealth	Cindy Weiner
KXKS, 1190, 10 KW (DAYS), HISPANIC	CRC, UPI, \$ 20.00 (Caballero)		Kelly Cunningham
KFMG-F, 107.9, 22 KW @ 4130, AOR	ABC R, \$ 34.00 (HNWH)	Coastal	Jeff Guier
KHEM-F, 96.3, 20 KW @ 4110, CLASSICAL	, \$ 26.00 (CMBS)		Michael Langer
KIDI-F, 103.3, 22 KW @ 4069, HISPANIC	, \$ 21.00 (Katz Hisp.)		Loretta Salazar
KIVA-F, 105.1, 100 KW @ 1973, CHR	, \$ 27.00 (Banner)	First Cities (SANTA FE)	Howard Johnson
KKBR-F, 98.5, 100 KW @ 1781, OLDIES	, \$ 24.00 (Torbet)	(LOS ALAMOS)	Lance Armer
KKJY-F, 100.3, 20 KW @ 4110, BTFL/EZ	, \$ 20.00 (Torbet)		---
KKOB-F, 93.3, 21 KW @ 4150, AC	, \$ 75.00 (Mc-Guild)	Fairmont	Art Schreiber
KKSS-F, 97.3, 100 KW @ 1700, CHR/URBAN	, \$ 30.00 (Eastman)	SunGroup (SANTA FE)	Art Sammel
KLSK-F, 104.1, 100 KW @ 1876, JAZZ/NAC	, \$ 30.00 (K & P)	(SANTA FE)	Gary Boal
KMGA-F, 99.5, 20 KW @ 4134, SOFT AC	US 2, \$ 27.00 (Banner)	Penn	Christine Thomas
KMYI-F, 107.1, 50 KW @ 463, AC	, \$ 20.00 (Roslin)	(ARMIJO)	Dave Ianni
KNMQ-F, 105.9, 100 KW @ 1936, CHR	ABC C, \$ 34.00 (Christal)	(SANTA FE)	Steven Humphries
KRST-F, 92.3, 23 KW @ 4110, COUNTRY	, \$ 60.00 (Katz)	Commonwealth	Cindy Weiner
KZKL-F, 101.7, 3 KW @ 98, OLDIES	CBS, \$ 18.00 (Christal)	(RIO RANCHO)	Craig Parker
KZRR-F, 94.1, 22 KW @ 4130, AOR	SOURCE, \$ 50.00 (Republic)	Anchor	Milt McConnell

MISCELLANEOUS COMMENTS: KZIA-F changed to KZKL-F (Jan.)... KZKL-F changes from TALK to OLDIES (Jan.)

ALLENTOWN-BETHLEHEM

Arbitron Rank/Pop (12+): 61/567,100

Stations: 28/13  
Diaries: 1008/563:1/57.0%  
Sample Target: 930  
% Below Line: 9.8  
% Not Listed: 11.6

1988 Revenue: \$15,000,000  
HH Inc.: \$32,916  
Retail \$: 4.6 Bil  
Pop per Station: 43,623  
#1 Biller: WLEV-F \$3,500,000

MSA Rank/Pop: 73/665,100  
Philadelphia ADI  
Average Person Ratings: 18.9  
Market TSL: 25.25 hours

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion	Birch Share	Birch AQH	Birch Cume	
1. WLEV-F (AC)	145/13.5	11.0	10.9	7.9	11.8	10.8	158/1908	1679/29.6	23.6	23.4	150	8.2	79	970	WLEV-F
2. WFMZ-F (EZ)	138/12.8	14.6	16.0	13.4	12.6	14.2	146/1317	1150/20.3	24.3	22.4	77	9.3	90	874	WFMZ-F
3. WZZO-F (AOR)	119/11.1	12.2	11.1	10.7	10.7	11.3	149/1690	1297/22.9	23.3	23.3	112	14.7	142	1387	WZZO-F
4. WAEB-F (CHR)	117/10.9	10.8	9.8	14.0	9.1	11.4	130/1731	1516/26.7	25.8	21.0	97	13.0	126	1505	WAEB-F
5. WQQQ-F (CHR)	72/ 6.7	5.9	5.2	7.2	8.7	6.3	108/1795	1370/24.2	17.5	23.1	101	8.3	80	1204	WQQQ-F
6. WAEB (AC)	59/ 5.5	4.6	6.3	5.6	5.2	5.5	59/803	797/14.1	13.5	11.9	89	4.6	45	487	WAEB
7. WEST (BB)	45/ 4.2	2.9	3.6	3.6	3.2	3.6	46/472	463/ 8.2	6.0	5.6	12	3.8	37	372	WEST
8. WXKW (C)	32/ 3.0	3.4	3.4	3.1	4.5	3.2	34/453	421/ 7.4	7.3	7.2	70	3.4	33	325	WXKW
9. WXTU-F (C)	30/ 2.8	1.4	1.1	1.0	2.3	1.6	48/596	390/ 6.9	2.9	5.9	132	1.7	16	257	WXTU-F
10. WEAZ-F (EZ)	24/ 2.2	1.2	0.8	1.8	0.7	1.5	36/332	204/ 3.6	3.8	3.0	95	2.1	20	296	WEAZ-F
11. WKAP (BB)	22/ 2.0	4.5	3.2	5.1	4.5	3.7	22/396	396/ 7.0	7.3	6.8	15	3.5	34	379	WKAP
12. WYSP-F (AOR)	21/ 2.0	2.9	2.6	2.4	2.9	2.5	33/683	431/ 7.6	8.0	9.7	140	2.6	25	447	WYSP-F
13.															
14.															
15.															

12+ FM SHARE (METRO): 78.19% (742 of 949) (SPG 88: 72.37%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAEB-F>>	1 WZZO-F	1 WLEV-F	1 WLEV-F>	1 WLEV-F>	1 WFMZ-F>	1 WLEV-F	1 WLEV-F	1 WFMZ-F	1 WZZO-F	1 WLEV-F
2 WQQQ-F>	2 WAEB-F	2 WZZO-F	2 WZZO-F	2 WZZO-F	2 WLEV-F>	2 WFMZ-F	2 WFMZ-F	2 WLEV-F	2 WAEB-F>	2 KYW
3 WZZO-F>>	3 WLEV-F>	3 WAEB-F>	3 WAEB-F>	3 WAEB-F	3 WAEB	3 WZZO-F<	3 WZZO-F	3 WAEB-F	3 WQQQ-F	WFMZ-F
4	4 WQQQ-F	4 WQQQ-F	4 WFMZ-F<	4 WFMZ-F>	4 WEST	4 WAEB-F	4 WAEB-F>	4 WZZO-F>	4 WFMZ-F>	4 WZZO-F
5	5	5 WFMZ-F>>	5 WQQQ-F	5 WQQQ-F	5	5 WAEB	5 WQQQ-F	5 WQQQ-F	5 WLEV-F	WQQQ-F
6	6	6	6	6	6	6	6 WAEB	6	6 WAEB	6

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 WAEB-F>>	1 WAEB-F	1 WLEV-F	1 WLEV-F>	1 WLEV-F>	1 WZZO-F>>	1 WZZO-F>>	1 WZZO-F>	1 WZZO-F>	1 WLEV-F
2 WZZO-F>	2 WLEV-F	2 WAEB-F>	2 WAEB-F>	2 WAEB-F	2 WAEB-F>>	2 WAEB-F	2 WLEV-F>	2 WLEV-F>	2 WZZO-F>
3 WQQQ-F>	3 WZZO-F	3 WZZO-F>	3 WQQQ-F<	3 WFMZ-F	3 WQQQ-F>	3 WLEV-F>	3 WAEB-F	3 WAEB-F>	3 WAEB-F
4 WLEV-F>	4 WQQQ-F>>	4 WQQQ-F>>	4 WZZO-F	4 WZZO-F	4 WYSP-F	4 WYSP-F	4 WYSP-F>>	4 WYSP-F<	4 WFMZ-F>
5 WFMZ-F>>	5	5	5 WFMZ-F>>	5 WQQQ-F	5 WXTU-F	5	5	5 WQQQ-F	5 WYSP-F
6	6	6	6	6	6 WEAZ-F	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 88 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		197 (4)	197 (4)	20.8	20.6	WEEX 1230 Easton 0.5/3.4
AOR/CLASSIC		150 (3)	150 (3)	15.8	16.3	WLSH 1410 Lansford 0.4/1.4
AC/OLDIES/SOFT ROCK	75 (4)	174 (4)	249 (8)	26.2	21.4	WRNJ 1000 Hackettstown 0.5/1.6
MOR/VARIETY	4 (1)		4 (1)	0.4	3.3	WYNS 1160 Lehighton 0.6/2.3
COUNTRY	32 (1)	30 (1)	62 (2)	6.5	8.0	
BLACK/URBAN					1.5	KYW 1060 Philadelphia 0.9/4.4
BEAUTIFUL/EASY		162 (2)	162 (2)	17.1	14.8	WABC 770 New York 0.7/2.7
NEWS/TALK	29 (3)	6 (1)	35 (4)	3.7	3.6	WBYO-F 107.5 Boyertown 0.8/2.2
NOSTALGIA	67 (2)		67 (2)	7.1	8.6	WFLN-F 95.7 Philadelphia 1.3/3.5
RELIGION/GOSPEL		9 (1)	9 (1)	0.9		WIOQ-F 102.1 Philadelphia 0.5/1.6
SPANISH						WKSZ-F 100.3 Media 0.4/1.2
CLASSICAL		14 (1)	14 (1)	1.5	1.0	WMGK-F 102.9 Philadelphia 0.6/2.8
JAZZ/NEW AGE						WMMR-F 93.3 Philadelphia 0.9/4.1
UNKNOWN/OTHERS					0.8	WUGL-F 98.1 Philadelphia 1.8/4.2
	207 (11)	742 (17)	949 (28)			WOR 710 New York 1.0/2.5
						WPLJ-F 95.5 New York 0.3/2.6
						WWDB-F 96.5 Philadelphia 0.6/1.2

RADIO STATIONS

WAEB, 790, 1 KW (DA-2)	, AC	ABC I, CBS, \$ 30.00 (Katz)	CRB	Jeff Frank
WEEX, 1230, 1 KW (DA-2)	, OLDIES	MBS, SMN, \$ 14.00 (Eastman)	Roth	---
WEST, 1400, 1 KW	, NOSTALGIA	CBS, \$ 20.00 (Mc-Guild)	Zimmerman	Mike McGann
WKAP, 1320, 5 KW/1 KW (DA-2)	, NOSTALGIA	SMN, APR, \$ 18.00 (Banner)	Holt	Dave Messics
WXKW, 1470, 5 KW (DA-N)	, COUNTRY	NBC, ABC I, \$ 16.00 (Republic)		---
WAEB-F, 104.1, 50 KW @ 500, CHR		, \$ 49.00 (Katz)	CRB	Jeff Frank
WFMZ-F, 100.7, 13 KW @ 870, BTFL/EZ		, \$ 46.00 (Christal)		---
WLEV-F, 96.1, 50 KW @ 500, AC		, \$ 70.00 (Mc-Guild)	Zimmerman	Mike McGann
WQQQ-F, 99.9, 50 KW @ 450, CHR		, \$ 54.00 (Eastman)	Roth	---
WZZO-F, 95.1, 30 KW @ 600, AOR		, \$ 58.00 (Banner)	Holt	Tom Harpster

OTHER RANKED STATIONS -- See Philadelphia

MISCELLANEOUS COMMENTS: WEEX changes from TALK to OLDIES...

ALTOONA

Arbitron Rank/Pop (12+): 217/111,000  
 MSA Rank/Pop: 272/132,000  
 ADI #87 (w/Johnstown)  
 Average Person Ratings: 16.9  
 Market TSL: 22.5 hours

Stations: 16/11  
 Diaries: 578/192:1/62.0%  
 Sample Target: 550  
 % Below Line: 5.3  
 % Not Listed: 19.7

1988 Revenue: \$4,200,000  
 III Inc.: \$26,599  
 Retail \$: 0.9 Bil  
 Pop per Station: 10,090  
 #1 Biller: WFBG \$1,000,000

12+ METRO	1/4/SHARE	FAL		SPG		4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	%		Conversion	Birch Share	Birch AQH	Birch Cume
		88	88	87	87				88	88				
1. WPRR-F (CHR)	28/14.9	----	12.5	----	18.1	----	33/419	351/31.6	32.4	32.8	91			WPRR-F
2. WFBG-F (EZ)	24/12.8	----	15.9	----	16.4	----	66/835	272/24.5	23.7	25.3	49			WFBG-F
3. WVAM (C)	20/10.6	----	18.2	----	8.2	----	20/258	250/22.5	25.9	16.3	118			WVAM
4. WALY-F (AC)	15/ 8.0	----	11.4	----	7.6	----	23/316	230/20.7	27.2	18.0	144			WALY-F
5. WFBG (MOR)	14/ 7.4	----	12.5	----	17.5	----	16/346	285/25.7	30.6	37.7	112			WFBG
6. WHPA-F (AC)	13/ 6.9	----	6.8	----	7.6	----	16/249	195/17.6	17.6	18.1	181			WHPA-F
7. WRTA (MOR)	11/ 5.9	----	5.7	----	9.4	----	11/204	183/16.5	14.9	17.3	88			WRTA
8. WKMC (BB)	8/ 4.3	----	3.4	----	4.1	----	9/163	121/10.9	8.4	8.9	23			WKMC
9.														
10.														

12+ FM SHARE (METRO): 64.24% (97 of 151) (SPG 88: 57.32%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPRR-F>>	1 WPRR-F>>	1 WPRR-F>	1 WPRR-F	1 WPRR-F	1 WVAM	1 WPRR-F	1 WFBG-F	1 WPRR-F	1 WPRR-F>	1 WRTA >
2 WALY-F	2 WALY-F	2 WALY-F	2 WVAM	2 WVAM	WFBG-F>	2 WVAM	2 WPRR-F	2 WFBG-F	2 WVAM	2 WGRM-F>
3	3 WHPA-F>	3 WHPA-F	WHPA-F	WHPA-F	3 WRTA	3 WFBG	3 WVAM	3 WVAM	3 WRTA	3 WFBG-F
4	4 WFBG	4 WVAM	WALY-F	4 WALY-F	4 WFBG	4 WFBG-F	4 WALY-F	4 WHPA-F	4 WHPA-F	4
5	5 WFBG-F>>	WFBG	5 WFBG	5	5 WKMC	5 WALY-F	5 WFBG	5 WKMC	WFBG-F	5

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 WPRR-F>>	1 WPRR-F>>	1 WPRR-F	1 WPRR-F>	1 WPRR-F>	1 WPRR-F>>	1 WPRR-F>>	1 WPRR-F	1 WPRR-F>	1 WVAM
2 WFBG-F	2 WALY-F>	WALY-F	2 WALY-F>	2 WVAM	2 WFBG >>	2 WHPA-F	WHPA-F>	2 WVAM	WHPA-F
WALY-F>>	3 WHPA-F>	3 WHPA-F>	3 WHPA-F	WHPA-F	3	WFBG	3 WALY-F>>	WFBG	3 WPRR-F
4	4 WFBG-F>	4 WFBG	WFBG-F>	WALY-F	4	WALY-F>	4	4 WHPA-F	WALY-F
5	5 WFBG >>	5	5 WVAM	5	5	5 WLAK-F	5	WALY-F	5 WFBG
			WFBG >>			WIIYQ-F>>			

FORMATS	AM	FM	TOTAL	%	SPG 88 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		30 ( 2)	30 ( 2)	19.9	17.7	WGMR-F 101.1 Tyrone/St.Colge 2.7/5.4
AOR/CLASSIC		2 ( 2)	2 ( 2)	1.3	1.8	WJSM-F 92.7 Martinsburg 1.1/2.5
AC/OLDIES/SOFT ROCK		32 ( 3)	32 ( 3)	21.2	19.5	WTRN 1340 Tyrone 0.5/5.0
MOR/VARIETY	26 ( 3)		26 ( 3)	17.2	13.4	
COUNTRY	20 ( 1)	5 ( 1)	25 ( 2)	16.6	20.7	WBXQ-F 94.3 Cresson 1.1/8.4
BLACK/URBAN						WDVE-F 102.5 Pittsburgh 0.5/2.0
BEAUTIFUL/EASY		24 ( 1)	24 ( 1)	15.9	17.1	WIIYQ-F 99.1 Ebensburg/Jnsth 2.1/8.2
NEWS/TALK					6.1	WLAK-F 103.5 Huntingdon 1.1/3.1
NOSTALGIA	8 ( 1)		8 ( 1)	5.3	3.7	WMYG-F 96.9 Braddock 0.5/1.9
RELIGION/GOSPEL		2 ( 1)	2 ( 1)	1.3		
SPANISH						
CLASSICAL						
JAZZ/NEW AGE						
UNKNOWN/OTHERS		2 ( 1)	2 ( 1)	1.3		
	54 ( 5)	97 ( 11)	151 ( 16)			

RADIO STATIONS

WFBG, 1290, 5 KW/1 KW (DA-N), MOR/AC ABC I, US 2, \$ 30.00 (Eastman) Empire Dick DiAndrea  
 WKMC, 1370, 5 KW/38 W (DA-1), NOSTALGIA SMN, \$ 12.00 (Roslin) (ROARING SPRING) Don Snyder  
 WRTA, 1240, 1 KW, TALK/MOR TALKNT, SUN, \$ 19.00 (---) David Wolf  
 WVAM, 1430, 5 KW/1 KW (DA-N), COUNTRY RADRAD, \$ 18.00 (Torbet) Jerry Hudkins

WALY-F, 103.9, .3 KW @ 984, AC APR, \$ 18.00 (K & P) Bill McKay  
 WFBG-F, 98.1, 30 KW @ 1000, BTFL/EZ CBS, ABC I, \$ 26.00 (Eastman) Empire Dick DiAndrea  
 WHPA-F, 104.9, .1 KW @ 1417, AC SMN, \$ 14.00 (Roslin) (HOLLIDAYSBURG) Don Snyder  
 WPRR-F, 100.1, 3 KW @ 17, CHR RADRAD, \$ 27.00 (Torbet) Jerry Hudkins

MISCELLANEOUS COMMENTS: WVAM, WPRR-F sold for \$1,600,000. WKMC, WHPA-F (Hollidaysburg) sold for \$1,300,000.

AMARILLO

Arbitron Rank/Pop (12+): 176/161,400  
 MSA Rank/Pop: 205/196,700  
 Average Person Ratings: 16.4  
 Market TSL: 22.0 hours

Stations: 14/14  
 Diaries: 564/286:1/52.2%  
 Sample Target: 550  
 % Below Line: 0.0  
 % Not Listed: 14.8

1988 Revenue: \$5,800,000  
 HH Inc.: \$32,146  
 Retail \$: 1.5 Bil  
 Pop per Station: 11,528  
 #1 Biller: KIXZ/KMML-F \$1,200,000

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume
1. KQIZ-F (CHR)	39/14.8	----	13.5	----	8.6	----	70/841	504/31.2	25.6	21.2	62	18.7	50	514
KMML-F (C)	39/14.8	----	9.9	----	14.7	----	74/782	433/26.8	22.1	24.0	124	16.4	44	470
3. KLSF-F (AC)	22/ 8.3	----	9.1	----	13.5	----	28/374	265/16.4	22.2	22.9	102	9.3	25	275
4. KMLT-F (AC)	21/ 8.0	----	9.9	----	10.2	----	39/505	282/17.5	17.7	18.3	115	9.7	26	256
5. KGNC (N/T)	20/ 7.6	----	7.9	----	2.9	----	37/610	326/20.2	18.2	11.9	61	5.2	14	207
KAKS-F (CHR)	20/ 7.6	----	10.3	----	8.6	----	39/455	325/20.1	21.1	17.0	68	7.5	20	293
7. KDJW-AF (C)	15/ 5.7	----	8.8	----	13.0	----	20/421	283/17.5	16.2	22.9	116	5.9	10	199
8. KHWK-F (AOR)	12/ 4.5	----	3.2	----	4.1	----	13/204	178/11.0	7.1	7.6	131	10.1	27	267
9. KPUR (O)	11/ 4.2	----	5.6	----	2.0	----	14/209	155/ 9.6	5.9	6.3	171	2.2	6	81
10. KIXZ (C)	10/ 3.8	----	4.8	----	6.9	----	19/355	197/12.2	12.0	14.4	87	1.5	4	139
11. KZIP (SP)	6/ 2.3	----	-----	-----	2.0	----	9/82	65/ 4.0	0.0	2.6	113	1.1	3	59
KESE-F (C)	6/ 2.3	----	5.2	----	2.0	----	6/95	76/ 4.7	10.5	5.4	113	0.7	2	70
13. KAKS (AC)	4/ 1.5	----	1.6	----	2.0	----	4/54	45/ 2.8	3.6	4.3	173	0.4	1	17

12+ FM SHARE (METRO): 75.56% (170 of 225) (SPG 88: 74.46%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KQIZ-F>>	1 KQIZ-F	1 KMML-F	1 KMML-F>	1 KMML-F>	1 KMML-F>	1 KMML-F	1 KMML-F>	1 KQIZ-F<	1 KQIZ-F>>	1 KLSF-F
2 KAKS-F>>	2 KMML-F	2 KQIZ-F	2 KQIZ-F	2 KQIZ-F	2 KGNC	2 KQIZ-F	2 KQIZ-F	2 KMML-F>	2 KMML-F	KGNC
3	KLSF-F	3 KLSF-F>	3 KMLT-F	KMLT-F	3 KDJW-AF	3 KGNC >	3 KLSF-F>	3 KAKS-F	KAKS-F	3 KMLT-F
4	4 KAKS-F	4 KMLT-F	4 KLSF-F	4 KLSF-F	4 KMLT-F	4 KMLT-F	4 KMLT-F	4 KMLT-F	4 KLSF-F	4 KQIZ-F
5	5 KHWK-F	KAKS-F	5 KPUR	5 KPUR	5 KIXZ	5 KDJW-AF	KGNC <	KLSF-F	5 KGNC	KMML-F
6	6	6	6	6	6	6 KLSF-F	6 KDJW-AF<	6 KGNC	6	6

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 KQIZ-F	1 KLSF-F	1 KMLT-F	1 KMML-F	1 KMML-F>	1 KQIZ-F	1 KHWK-F	1 KHWK-F>	1 KMML-F>	1 KMML-F>
2 KLSF-F>	2 KQIZ-F	2 KMML-F	KQIZ-F	2 KMLT-F	2 KAKS-F>	2 KQIZ-F	2 KMML-F	2 KQIZ-F	2 KDJW-AF
3 KMML-F	3 KMML-F	KLSF-F	3 KLSF-F	3 KQIZ-F	3 KLSF-F>	3 KMML-F	3 KAKS	3 KHWK-F	KHWK-F
KAKS-F>	4 KMLT-F	4 KAKS-F	4 KMLT-F	KLSF-F	4 KMML-F	4 KAKS-F	4 KQIZ-F	4 KLSF-F	4 KPUR
5 KZIP	KAKS-F>	5 KQIZ-F	5 KAKS-F	5	5 KHWK-F>>	5 KLSF-F	KPUR	5	5
6	6	6	6	6	6	6	KGNC	6	6

FORMATS	AM	FM	TOTAL	%	SPG 88	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		59 ( 2)	59 ( 2)	26.2	26.0	
AOR/CLASSIC		12 ( 1)	12 ( 1)	5.3	10.8	
AC/OLDIES/SOFT ROCK	15 ( 2)	43 ( 2)	58 ( 4)	25.8	28.1	
MOR/VARIETY						
COUNTRY	14 ( 2)	56 ( 3)	70 ( 5)	31.1	25.5	
BLACK/URBAN						
BEAUTIFUL/EASY						
NEWS/TALK	20 ( 1)		20 ( 1)	8.9	8.7	
NOSTALGIA						
RELIGION/GOSPEL						
SPANISH	6 ( 1)		6 ( 1)	2.7		
CLASSICAL						
JAZZ/NEW AGE						
UNKNOWN/OTHERS					0.9	
	55 ( 6)	170 ( 8)	225 ( 14)			

RADIO STATIONS

KAKS, 1550, 1 KW (DAYS)	, OLDIES	, \$ 13.00 (HNWH)	(CANYON)	Jack Auldridge
KDJW, 1010, 5 KW/500 W (DA-2)	, SIMULCAST WITH KDJW-F			
KGNC, 710, 10 KW (DA-2)	, NEWS/TALK	CBS, ABC T, \$ 20.00 (Katz)	Stauffer	Bob Russell
KIXZ, 940, 5 KW/1 KW (DA-2)	, COUNTRY	ABC I, \$ 17.00 (Banner)		Richard Haines
KPUR, 1440, 5 KW/1 KW (DA-2)	, OLDIES	CNN, TRNSTR, \$ 13.00 (Republic)		A. Lair
KZIP, 1310, 1 KW (DAYS)	, HISPANIC	, \$ 10.00 (Lotus)		George Veloz
KAKS-F, 107.9, 100 KW @ 600, CHR	US 1, \$ 20.00 (HNWH)			Jack Auldridge
KDJW-F, 94.1, 100 KW @ 690, COUNTRY	NBC, MBS, \$ 24.00 (Torbet)			Dugg Collins
KESE-F, 101.9, 100 KW @ 730, COUNTRY	, \$ 16.00 (---)			Phil Kappler
KHWK-F, 107.1, 3 KW @ 300, AOR	, \$ 15.00 (Republic)		(CANYON)	---
KLSF-F, 96.5, 100 KW @ 669, AC	, \$ 27.00 (Banner)	Bakke		Mike Fox
KMLT-F, 97.9, 100 KW @ 1285, SOFT AC	, \$ 23.00 (Katz)	Stauffer		Bob Russell
KMML-F, 98.7, 100 KW @ 480, COUNTRY	ABC I, \$ 27.00 (Banner)			Richard Haines
KQIZ-F, 93.1, 100 KW @ 700, CHR	, \$ 24.00 (Mc-Guild)	First Sierra		Doug Stalker

MISCELLANEOUS COMMENTS: KATP-F to KHWK-F (Oct. 88)

ANCHORAGE

Arbitron Rank/Pop (12+): 157/185,200

Stations: 18/18  
Diaries: 514/360:1/46.5%  
Sample Target: 550  
% Below Line: 0.0  
% Not Listed: 12.1

1988 Revenue: \$8,100,000  
HH Inc.: \$43,680  
Retail \$: 2.6 Bil  
Pop per Station: 10,288  
#1 Biller: KGOT-F \$1,300,000

MSA Rank/Pop: 185/231,700

No ADI

Average Person Ratings: 18.7

Market TSL: 25.25 hours

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion	25-54	Birch Share	Birch AQH	Birch Cume	
1. KPXR-F (CHR)	41/11.8	8.1	7.8	11.4	7.4	9.8	55/624	500/27.0	21.1	20.4	57	12.3	40	432	KPXR-F	
2. KWHL-F (AOR)	38/11.0	12.8	14.3	11.1	13.3	12.3	40/456	376/20.3	19.9	21.7	91	11.3	37	404	KWHL-F	
3. KGOT-F (CHR)	36/10.4	12.8	13.3	20.4	16.2	14.2	39/620	545/29.4	32.9	27.2	68	14.1	46	528	KGOT-F	
4. KASH-F (C)	30/ 8.7	5.2	6.1	4.5	8.3	6.1	31/346	309/16.7	11.9	12.4	125	8.3	27	334	KASH-F	
5. KENI (N/T)	25/ 7.2	3.8	4.8	3.8	3.2	4.9	27/305	258/13.9	9.7	12.0	88	3.4	11	148	KENI	
6. KEAG-F (O)	22/ 6.4	9.3	9.2	0.0	0.0	6.2	28/361	291/15.7	17.4	0.0	138	5.8	19	318	KEAG-F	
7. KFQD (AC)	21/ 6.1	5.5	5.4	6.2	8.8	5.8	30/365	236/12.7	14.6	18.2	138	4.0	13	191	KFQD	
8. KHAR (EZ)	14/ 4.0	2.3	3.4	4.5	3.8	3.5	17/199	157/ 8.5	8.8	8.0	63	3.4	11	103	KHAR	
9. KNIK-F (J/NA)	13/ 3.8	5.5	6.1	3.5	5.9	4.7	13/215	207/11.2	11.8	11.2	87	4.0	13	216	KNIK-F	
10. KYAK (C)	11/ 3.2	4.9	6.1	7.3	5.0	5.4	18/222	147/ 7.9	12.1	12.6	131	5.2	17	180	KYAK	
KENI-F (AC)	11/ 3.2	2.3	3.4	3.8	4.7	3.2	11/200	188/10.2	11.3	10.5	144	1.2	4	141	KENI-F	
12. KLEF-F (CL)	10/ 2.9	6.1	0.0	0.0	0.0	2.3	14/217	184/ 9.9	0.0	0.0	145	4.6	15	149	KLEF-F	
KKLV-F (AC)	10/ 2.9	3.5	2.7	4.5	5.3	3.4	13/256	206/11.1	9.7	12.1	131	1.8	6	126	KKLV-F	
14. KYMG-F (AC)	6/ 1.7	0.0	0.0	0.0	0.0	0.4	10/157	130/ 7.0	0.0	0.0	100	0.6	2	64	KYMG-F	
KKSD (BB)	6/ 1.7	2.3	1.0	1.0	1.5	1.5	6/74	62/ 3.3	4.5	2.8	124	2.1	7	64	KKSD	

12+ FM SHARE (METRO): 72.70% (221 of 304) (SPG 88: 72.35%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPXR-F>>	1 KWHL-F	1 KWHL-F	1 KWHL-F	1 KASH-F	1 KENI	1 KWHL-F<	1 KWHL-F<	1 KGOT-F	1 KPXR-F	1 KWHL-F>
2 KGOT-F>>	2 KGOT-F	2 KPXR-F	2 KASH-F<	2 KWHL-F	2 KASH-F>	2 KPXR-F	2 KGOT-F	2 KPXR-F	2 KENI	2 KENI >
3 KWHL-F>>	3 KPXR-F>>	KGOT-F	3 KEAG-F	3 KEAG-F	3 KHAR	3 KGOT-F	3 KPXR-F	3 KWHL-F	3 KWHL-F	3 KASH-F>
4	4 KFQD	4 KASH-F	4 KFQD	4 KFQD	4 KEAG-F	4 KASH-F	4 KASH-F	4 KASH-F	4 KGOT-F>	4 KPXR-F
5	KASH-F	5 KEAG-F	5 KGOT-F	5 KGOT-F	5 KFQD	5 KFQD	5 KEAG-F	5 KEAG-F	5 KASH-F	5 KFQD
6	6	6 KFQD	6 KPXR-F	6	6	6 KENI	6	6	6	6 KEAG-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 KPXR-F	1 KGOT-F	1 KGOT-F>	1 KPXR-F	1 KASH-F	1 KPXR-F	1 KWHL-F>>	1 KWHL-F>>	1 KWHL-F>	1 KWHL-F
KGOT-F	2 KPXR-F	2 KWHL-F	2 KGOT-F	2 KPXR-F	2 KWHL-F	2 KGOT-F	2 KGOT-F	2 KGOT-F	2 KASH-F
3 KWHL-F>	3 KWHL-F>	KPXR-F	3 KWHL-F	3 KEAG-F	KGOT-F>>	3 KPXR-F>	3 KASH-F	3 KASH-F	3 KFQD
4 KNIK-F>	4 KFQD	KFQD	4 KASH-F	4 KGOT-F	4 KNIK-F>>	4 KASH-F	4	4 KPXR-F	4 KEAG-F
5 KYMG-F>>	5 KENI-F	KENI-F	5 KEAG-F	KFQD	5 KENI	5	5	KFQD	5 KENI
6	KEAG-F	6 KEAG-F	6 KFQD	6 KWHL-F	6	6	6	KEAG-F	6

SPG 88

FORMATS	AM	FM	TOTAL	%	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP		77 ( 2)	77 ( 2)	25.3	23.5	KBYR	700	Anchorage	0.9/6.4
AOR/CLASSIC		38 ( 1)	38 ( 1)	12.5	15.9	KCPA	1020	Eagle River	0.9/4.3
AC/OLDIES/SOFT ROCK	24 ( 2)	53 ( 5)	77 ( 7)	25.3	28.4	KXDZ-F	103.1	Anchorage/Wasil	1.2/4.1
MOR/VARIETY									
COUNTRY	11 ( 1)	30 ( 1)	41 ( 2)	13.5	14.8				
BLACK/URBAN									
BEAUTIFUL/EASY	14 ( 1)		14 ( 1)	4.6	3.8				
NEWS/TALK	25 ( 1)		25 ( 1)	8.2	5.3				
NOSTALGIA	6 ( 1)		6 ( 1)	2.0					
RELIGION/GOSPEL	3 ( 1)		3 ( 1)	1.0	1.5				
SPANISH									
CLASSICAL		10 ( 1)	10 ( 1)	3.3					
JAZZ/NEW AGE		13 ( 1)	13 ( 1)	4.3	6.8				
UNKNOWN/OTHERS									
	83 ( 7)	221 ( 11)	304 ( 18)						

RADIO STATIONS

KBYR, 700, 10 KW	, OLDIES	CBS, \$	11.00 (Roslin)	Ron Moore
KENI, 550, 5 KW (DA-1)	, TALK/NEWS	ABC I, NBC, \$	17.00 (Katz)	John Ruby
KFQD, 750, 50 KW	, AC	, \$	31.00 (Mc-Guild)	Roy Robinson
KHAR, 590, 5 KW (DA-1)	, BTFL/EZ	, \$	14.00 (Tacher)	Ron Clement
KKSD, 1080, 10 KW (DA-1)	, NOSTALGIA	SMN, ABC E, \$	11.00 (MMR)	Dennis Bookey
KYAK, 650, 50 KW (DA-1)	, COUNTRY	MBS, \$	20.00 (Christal)	Gary Donovan
KASH-F, 107.5, 100 KW @ -300,	COUNTRY	ABC E, \$	22.00 (MMR)	Comm. Pacific
KEAG-F, 97.3, 100 KW @ 590,	OLDIES	, \$	20.00 (Republic)	Dennis Bookey
KENI-F, 100.5, 25 KW @ 179,	AC	ABC I, NBC, \$	17.00 (Katz)	Jack Frost
KGOT-F, 101.3, 26 KW @ -70,	CHR	MBS, \$	34.00 (Christal)	John Ruby
KKLV-F, 104.1, 55 KW @ 61,	AC	APR, \$	15.00 (Tacher)	Gary Donovan
KLEF-F, 98.1, 25 KW @ -85,	CLASSICAL	, \$	18.00 (CMBS)	Patricia Harpel
KNIK-F, 105.3, 60 KW @ 260,	JAZZ/NAC	CBS, \$	15.00 (Roslin)	Ron Goodfellow
KPXR-F, 102.1, 25 KW @ 165,	CHR	, \$	31.00 (Katz)	Ron Moore
KWHL-F, 106.5, 50 KW @ -99,	AOR	, \$	34.00 (Mc-Guild)	Don Nordin
KXDZ-F, 103.1, 3 KW @ -150,	AC	TRNSTR, \$	13.00 (---)	Roy Robinson
KYMG-F, 98.9, 100 KW @ 500,	AC	APR, \$	15.00 (Republic)	Bill Lawrence

MISCELLANEOUS COMMENTS: KENI A/F (83%) sold for \$1,200,000.

ANN ARBOR

Arbitron Rank/Pop (12+): 143/230,400

Stations: 23/4  
Diaries: 661349 :1/55.5%  
Sample Target: 610  
% Below Line: 19.4  
% Not Listed: 24.2

1988 Revenue: NA  
HH Inc.: NA  
Retail \$: 1.9 Bil  
Pop per Station: 57,600  
#1 Biller: NA

MSA Rank/Pop: 161/270,500

Detroit ADI

Average Person Ratings: 17.0

Market TSL: 22.25 hours

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WJR (MOR)	47/12.0	----	13.5	----	12.9	----	47/606	606/26.3	29.5	26.5	79	13.5	55	569	WJR
2. WIQB-F (AOR)	28/ 7.1	----	7.8	----	8.7	----	28/548	548/23.8	22.9	23.6	115	12.1	49	591	WIQB-F
3. WCSX-F (AOR)	23/ 5.9	----	5.7	----	7.6	----	23/392	392/17.0	16.1	15.3	115	4.8	19	355	WCSX-F
4. WJLB-F (B)	18/ 4.6	----	2.4	----	4.2	----	18/235	235/10.2	7.8	10.7	89	6.0	25	337	WJLB-F
WHYT-F (CHR)	18/ 4.6	----	7.5	----	4.5	----	18/431	431/18.7	19.9	15.5	89	5.9	24	445	WHYT-F
6. WWW-F (C)	16/ 4.1	----	3.6	----	3.4	----	16/256	256/11.1	8.9	10.9	110	4.5	18	248	WWW-F
WNIC-F (AC)	16/ 4.1	----	4.2	----	3.9	----	16/315	315/13.7	14.4	13.2	144	2.5	10	215	WNIC-F
8. WLLZ-F (AOR)	14/ 3.6	----	4.2	----	4.5	----	14/278	278/12.1	12.5	14.1	50	7.7	31	353	WLLZ-F
9. WDFX-F (CHR)	13/ 3.3	----	1.8	----	1.4	----	13/284	284/12.3	8.1	8.3	27	3.2	13	234	WDFX-F
10. WRIF-F (AOR)	12/ 3.1	----	4.2	----	7.6	----	12/400	400/17.4	17.1	21.3	87	9.6	39	437	WRIF-F

12+ FM SHARE (METRO): 78.45% (233 of 297) (SPG 88: 73.55%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WDFX-F	1 WIQB-F	1 WIQB-F	1 WIQB-F	1 WJR	1 WJR	>> 1 WJR	>> 1 WJR	1 WJR	1 WJR	> 1 WJR
2 WHYT-F>	2 WCSX-F>	2 WCSX-F>	2 WCSX-F	2 WIQB-F	2	2 WJLB-F	2 WIQB-F	2 WIQB-F	2 WIQB-F	2 WAAM >
3 WJLB-F>>	3 WLLZ-F	3 WJR	3 WJR	3 WCSX-F	3	WIQB-F	3 WCSX-F	3 WCSX-F	3 WJLB-F	3 WJLB-F
4	4 WRIF-F	4 WNIC-F	4 WNIC-F	4 WNIC-F	4	4 WNIC-F	4 WLLZ-F<	4 WHYT-F	WCSX-F	4 WCSX-F>>
5	5 WNIC-F	5	5	5	5	5 WCSX-F	5 WHYT-F	5	5 WDFX-F	5

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 WIQB-F	1 WNIC-F	1 WJLB-F	1 WJR >	1 WLLZ-F>	1 WCSX-F	1 WCSX-F	1 WCSX-F	1 WIQB-F
WIQB-F>	2 WJLB-F>	WIQB-F>	WIQB-F	2 WJLB-F	2 WCSX-F	2 WIQB-F	2 WIQB-F	WIQB-F>	2 WJR
3 WRIF-F	3 WCSX-F	3 WJR	3 WHYT-F	3 WHYT-F	3 WIQB-F	3 WLLZ-F>	3 WNIC-F>	3 WLLZ-F	WCSX-F>
WLLZ-F	4	WJLB-F	4 WJR	WIQB-F	4 WRIF-F	4 WRIF-F	4 WRIF-F	4 WNIC-F	4 WNIC-F
WHYT-F	5	WCZY-F	5	5	WDFX-F>>	WNIC-F	WLT-F	5	5
WCSX-F	6	WCSX-F	6	6	6	6	WJR	6	6

FORMATS	AM	FM	TOTAL	%	SPG 88 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		42 ( 3)	42 ( 3)	14.1	17.8	WAAM 1600 Ann Arbor/Ypsil 2.0/8.4
AOR/CLASSIC		77 ( 4)	77 ( 4)	25.9	27.2	WAMX-F 107.1 Ann Arbor 1.3/3.6
AC/OLDIES/SOFT ROCK		50 ( 5)	50 ( 5)	16.8	14.1	WWCM 990 Ypsilanti 0.8/1.7
MOR/VARIETY	55 ( 2)		55 ( 2)	18.5	18.8	
COUNTRY	2 ( 1)	16 ( 1)	18 ( 2)	6.1	7.2	CKMR-F 93.9 Windsor 2.3/6.9
BLACK/URBAN		18 ( 1)	18 ( 1)	6.1	2.9	WCXI 1130 Detroit 0.5/2.6
BEAUTIFUL/EASY		11 ( 1)	11 ( 1)	3.7	3.3	WCZY-F 95.5 Detroit 2.8/16.3
NEWS/TALK	4 ( 1)		4 ( 1)	1.3	1.4	WJOI-F 97.1 Detroit 2.8/5.8
NOSTALGIA					2.5	WJZZ-F 105.9 Detroit 1.3/6.1
RELIGION/GOSPEL	3 ( 1)		3 ( 1)	1.0		WLT-F 93.1 Detroit 2.3/6.7
SPANISH						WOMC-F 104.3 Detroit 2.8/8.6
CLASSICAL		11 ( 1)	11 ( 1)	3.7	2.9	WQRS-F 105.1 Detroit 2.8/7.0
JAZZ/NEW AGE		8 ( 2)	8 ( 2)	2.7	1.8	WVAE-F 92.3 Detroit 0.8/3.8
UNKNOWN/OTHERS						WWJ 950 Detroit 1.0/6.8
	64 ( 5)	233 ( 18)	297 ( 23)			

RADIO STATIONS

WAAM, 1600, 5 KW (DA-2), MOR, ABC E, NBC, \$ 12.00 (---)

WAMX-F, 107.1, 3 KW @ 260, AC, \$ 15.00 (Mich. Spart.)

WIQB-F, 102.9, 49 KW @ 500, AOR, ABC F, \$ 50.00 (Mc-Guild), Domino's Pizza, Jim Baughn, Mike Solan

OTHER RANKED STATIONS -- See Detroit

MISCELLANEOUS COMMENTS: WPAG-F changes calls to WAMX-F (Apr.)  
WAMX-F changes from BTFL to AC (Apr.)  
WAHC-F changes calls to WUSW-F (March)



APPLETON-OSHKOSH

Arbitron Rank/Pop (12+): 133/256,100

Stations: 22/13

1988 Revenue: \$7,300,000

MSA Rank/Pop: 149/313,100

Diaries: 604/424:1/57.5%

III Inc.: \$33,022

Green Bay ADI

Sample Target: 630

Retail \$: 1.8 Bil

Average Person Ratings: 19.3

% Below Line: 20.4

Pop per Station: 19,700

Market TSL: 24.75 hours

% Not Listed: 14.6

#1 Biller: WAPL-F \$2,000,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ T'SA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WAPL-F (AOR)	79/16.0	12.0	15.2	14.8	14.3	14.5	157/1604	735/28.7	28.7	27.6	109	21.0	92	928	WAPL-F
2. WIXX-F (CHR)	44/ 8.9	12.7	11.8	9.5	11.9	10.7	153/2141	766/29.9	31.8	28.2	109	13.7	60	842	WIXX-F
3. WMGV-F (CHR)	42/ 8.5	10.4	7.1	6.3	4.0	8.1	67/954	615/24.0	18.6	14.2	78	10.7	47	572	WMGV-F
4. WROE-F (EZ)	33/ 6.7	7.1	9.1	9.0	10.1	8.0	37/473	419/16.4	15.0	18.8	99	4.3	19	257	WROE-F
5. WUSW-F (C)	24/ 4.9	4.7	4.2	4.8	2.1	4.7	28/351	266/10.4	8.7	6.0	159	4.3	19	200	WUSW-F
6. WYNE (C)	23/ 4.7	3.8	5.2	5.0	9.3	4.7	26/317	266/10.4	10.5	15.1	132	4.6	20	202	WYNE
7. WRJQ (BB)	22/ 4.5	4.0	2.5	4.0	1.1	3.8	29/274	182/ 7.1	4.4	3.3	36	2.1	9	103	WRJQ
8. WNAM (AC)	21/ 4.3	1.8	2.2	4.5	4.0	3.2	29/447	334/13.0	10.3	11.4	100	3.4	15	262	WNAM
9. WKFX-F (O)	19/ 3.8	3.1	4.9	4.5	4.5	4.1	32/569	314/12.3	12.8	14.6	195	3.4	15	198	WKFX-F
10. WDUZ-F (EZ)	18/ 3.6	2.2	3.9	2.3	3.7	3.0	58/862	231/ 9.0	7.3	7.5	86	3.0	13	149	WDUZ-F
11. WHBY (MOR)	18/ 3.6	7.6	5.4	8.5	6.3	6.3	18/415	363/14.2	15.2	16.8	108	7.3	32	497	WHBY
12. WOSH (MOR)	17/ 3.4	5.1	3.9	4.3	3.2	4.2	17/257	232/ 9.1	10.8	8.6	47	3.0	13	227	WOSH
13. WGEE (C)	16/ 3.2	1.8	2.2	2.5	1.9	2.4	54/674	205/ 8.0	7.8	8.4	38	1.8	8	162	WGEE
14.															
15.															

12+ FM SHARE (METRO): 65.40% (276 of 422) (SPG 88: 67.31%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WMGV-F	1 WAPL-F>>	1 WAPL-F>>	1 WAPL-F>	1 WAPL-F>	1 WROE-F>	1 WAPL-F>	1 WAPL-F>>	1 WAPL-F>	1 WAPL-F>	1 WAPL-F>>
2 WIXX-F>>	2 WMGV-F	2 WIXX-F	2 WIXX-F	2 WIXX-F	2 WRJQ	2 WIXX-F	2 WROE-F	2 WIXX-F	2 WIXX-F<	2 WOZZ-F
3	3 WIXX-F>>	3 WMGV-F	3 WKFX-F	3 WUSW-F	3 WYNE	3 WMGV-F	3 WIXX-F	3 WMGV-F	3 WMGV-F	3 WIXX-F
4	4	4	4 WMGV-F	4 WKFX-F	4 WOSH	4 WROE-F<	4 WNAM	4 WROE-F	4 WHBY	4 WMGV-F
5	5	5	5 WUSW-F	5	5	5 WYNE	5 WMGV-F	5	5	5
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 WAPL-F>>	1 WAPL-F>	1 WMGV-F	1 WAPL-F	1 WIXX-F		1 WAPL-F>>	1 WAPL-F>>	1 WAPL-F>>	1 WAPL-F>>	1 WAPL-F>>
2 WMGV-F>	2 WMGV-F>	2 WAPL-F	2 WMGV-F	2 WROE-F		2 WMGV-F>	2 WIXX-F	2 WIXX-F>	2 WIXX-F	2 WUSW-F
3 WIXX-F>>	3 WIXX-F>>	3 WIXX-F>	3 WIXX-F>	3 WMGV-F		3 WRJQ	3 WMGV-F>	3 WUSW-F	3 WKFX-F	3 WKFX-F
4	4	4 WUSW-F	4 WROE-F	4 WAPL-F		4	4 WUSW-F	4 WKFX-F	4 WMGV-F	4 WIXX-F
5	5	5 WROE-F	5 WYNE	5		5	5 WKFX-F	5	5 WUSW-F	5

FORMATS	AM	FM	TOTAL	%	SPG 88	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		86 ( 2)	86 ( 2)	20.4	13.2	WEMI-F 100.1 Neenah-Menasha 0.8/5.7
AOR/CLASSIC		79 ( 1)	79 ( 1)	18.7	17.0	WMBE 1530 Chilton 1.8/2.0
AC/OLDIES/SOFT ROCK	31 ( 2)	24 ( 3)	55 ( 5)	13.0	22.8	WQWM 1050 Kaukauna 2.0/7.5
MOR/VARIETY	43 ( 3)		43 ( 3)	10.2	11.5	
COUNTRY	39 ( 2)	24 ( 1)	63 ( 3)	14.9	15.1	
BLACK/URBAN						
0.6/5.4						
BEAUTIFUL/EASY		51 ( 2)	51 ( 2)	12.1	14.6	WFON-F 107.1 Fond Du Lac 0.6/5.4
NEWS/TALK	2 ( 1)		2 ( 1)	0.5		WGN 720 Chicago 0.4/2.8
NOSTALGIA	31 ( 2)		31 ( 2)	7.3	3.3	WMGU-F 104.9 Stevens Point 0.4/1.6
RELIGION/GOSPEL		4 ( 1)	4 ( 1)	0.9	2.5	WOZZ-F 93.5 New London 1.2/2.0
SPANISH						WTMJ 620 Milwaukee 1.6/4.0
CLASSICAL						WYCO-F 107.9 Wausau 0.4/3.2
JAZZ/NEW AGE						
UNKNOWN/OTHERS		8 ( 2)	8 ( 2)	1.9		
	146 (10)	276 (12)	422 (22)			

RADIO STATIONS

WHBY, 1230, 1 KW	MOR	CBS, \$ 25.00 (Eastman)	Woodward	Susan Knaack
WMBE, 1530, 250 W (DAYS)	NOSTALGIA	, \$ 6.00 (---)	(CHILTON)	Bob Art
WNAM, 1280, 5 KW/1 KW (DA-1)	AC	ABC I, \$ 16.00 (K & P)		Jim Schuh
WOSH, 1490, 1 KW	MOR	NBC, \$ 17.00 (HNWH)	Midwest Family	Bill Mann
WQWM, 1050, 1 KW/500 W (DA-2)	OLDIES	, \$ 13.00 (Katz)		John Nehmer
WRJQ, 1570, 1 KW/331 W	NOSTALGIA	, \$ 13.00 (---)		---
WYNE, 1150, 5 KW (DA-2)	COUNTRY	ABC E, \$ 19.00 (Republic)	Fox Valley	Jim Hodges
WAPL-F, 105.7, 100 KW @ 410, AOR		, \$ 46.00 (Eastman)	Woodward	Susan Knaack
WKFX-F, 104.9, 1 KW @ 480, OLDIES		ABC R, \$ 19.00 (Katz)	WinCom	Craig Eckert
WMGV-F, 103.9, 3 KW @ 330, CHR		SOURCE, \$ 23.00 (HNWH)	Midwest Family	Bill Mann
WROE-F, 94.3, 3 KW @ 330, BTFL/EZ		APR, \$ 21.00 (Republic)	Fox Valley	Jim Hodges
WUSW-F, 96.7, 3 KW @ 293, COUNTRY		ABC I, \$ 15.00 (K & P)		Jim Schuh

OTHER RANKED STATIONS -- See Green Bay

ASHEVILLE

Arbitron Rank/Pop (12+): 176/161,400  
 MSA Rank/Pop: 226/172,900  
 Greenville ADI  
 Average Person Ratings: 17.1  
 Market TSL: 22.5 hours

Stations: 15/8  
 Diaries: 575/281:1/56.5%  
 Sample Target: 550  
 % Below Line: 1.8  
 % Not Listed: 14.9

1988 Revenue: \$5,000,000  
 HH Inc.: \$27,399  
 Retail \$: 1.4 Bil  
 Pop per Station: 20,175  
 #1 Biller: WWNC \$2,200,000

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume
1. WWNC (C)	54/19.6	----	27.4	----	41.8	----	62/803	613/38.0	43.0	52.9	72			WWNC
2. WKSF-F (CHR)	50/18.1	----	20.7	----	24.1	----	89/1247	585/36.2	37.6	37.4	82			WKSF-F
3. WMYI-F (AC)	26/ 9.4	----	10.8	----	-----	----	53/705	324/20.1	21.5	0.0	188			WMYI-F
4. WESC-F (C)	25/ 9.1	----	7.1	----	4.7	----	58/809	278/17.2	13.3	12.9	124			WESC-F
5. WISE (MOR)	18/ 6.5	----	2.9	----	2.2	----	19/232	190/11.8	7.6	9.1	66			WISE
6. WSPA-F (EZ)	16/ 5.8	----	6.6	----	4.3	----	31/409	152/ 9.4	9.1	7.8	74			WSPA-F
7. WTOO (REL)	12/ 4.3	----	1.7	----	2.2	----	12/126	108/ 6.7	7.0	8.2	116			WTOO
8. WMIT-AF (REL)	10/ 3.7	----	0.4	----	1.8	----	26/399	188/11.6	4.5	5.6	76			WMIT-AF
9. WXRC-F (AOR)	9/ 3.3	----	2.9	----	1.3	----	29/229	67/ 4.2	3.6	3.7	106			WXRC-F
10. WCKZ-F (B)	7/ 2.5	----	-----	----	-----	----	19/216	52/ 3.2	0.0	0.0	112			WCKZ-F

12+ FM SHARE (METRO): 62.55% (147 of 235) (SPG 88: 59.80%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKSF-F>>	1 WKSF-F>>	1 WKSF-F>	1 WMYI-F	1 WMYI-F	1 WWNC >>	1 WWNC >>	1 WWNC	1 WKSF-F	1 WKSF-F>>	1 WKSF-F
2	2 WMYI-F>	2 WMYI-F>	2 WKSF-F>	2 WKSF-F	2 WESC-F	2 WKSF-F>	2 WKSF-F	2 WWNC	2 WWNC	2 WWNC >
3	3 WESC-F	3 WESC-F	3 WWNC	3 WWNC	WISE	3 WMYI-F	3 WMYI-F	3 WMYI-F	3 WESC-F>	3 WESC-F
4	4	4 WWNC	4 WESC-F	4 WESC-F>>	4 WSPA-F	4 WESC-F	4 WESC-F	4 WESC-F	4 WMYI-F	4

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 WKSF-F>>	1 WKSF-F>>	1 WKSF-F>	1 WKSF-F>	1 WMYI-F	1 WKSF-F>>	1 WKSF-F>>	1 WXRC-F	1 WKSF-F>	1 WMYI-F
2 WESC-F	2 WMYI-F>	2 WMYI-F>>	2 WMYI-F>	WKSF-F	2	2 WXRC-F	WMYI-F	2 WMYI-F	2 WESC-F>
3	3 WESC-F	3 WCKZ-F	3 WWNC	3 WWNC >>	3	3 WMYI-F	3 WKSF-F>	WESC-F>	3 WWNC
4	4	WWNC	4	4	4	4 WESC-F>>	4 WESC-F	4 WXRC-F	WKSF-F>
								WWNC >>	5 WXRC-F

FORMATS	AM	FM	TOTAL	%	SPG 88 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		50 ( 1)	50 ( 1)	21.3	24.5	WHBK 1460 Marshall 0.4/1.5
AOR/CLASSIC		9 ( 1)	9 ( 1)	3.8	3.4	WSKY 1230 Asheville 0.7/8.1
AC/OLDIES/SOFT ROCK		29 ( 2)	29 ( 2)	12.3	15.7	
MOR/VARIETY	20 ( 2)		20 ( 2)	8.5	7.4	WBBO-F 93.3 Forest City 0.7/3.0
COUNTRY	55 ( 2)	25 ( 1)	80 ( 3)	34.0	40.7	WBIG 1450 Gastonia/Chrlt
BLACK/URBAN		7 ( 1)	7 ( 1)	3.0		WESC 660 Greenville
BEAUTIFUL/EASY		16 ( 1)	16 ( 1)	6.8	7.8	WFBC-F 93.7 Greenville 1.1/4.1
NEWS/TALK						
NOSTALGIA						
RELIGION/GOSPEL	13 ( 2)	9 ( 1)	22 ( 3)	9.4	0.5	
SPANISH						
CLASSICAL						
JAZZ/NEW AGE		2 ( 1)	2 ( 1)	0.9		
UNKNOWN/OTHERS						
	88 ( 6)	147 ( 9)	235 (15)			

RADIO STATIONS

WISE, 1310, 5 KW/1KW (DA-N)	, AC/MOR	SMN, \$ 14.00 (---	
WTOO, 1380, 5 KW/1 KW (DA-N)	, GOSPEL	MBS, \$ 9.00 (---	R. Madrazo
WWNC, 570, 5 KW (DA-N)	, COUNTRY	ABC I, \$ 50.00 (Katz)	Wayne Lisenbee
			Dick Cullom
WKSF-F, 99.9, 48 KW @ 2672, CHR		, \$ 40.00 (Katz)	Heritage-Polacek
WMIT-F, 106.9, 36 KW @ 3050, RELIGION		ABC I, \$ 15.00 (---	Dick Cullom
			Edna Edwards

OTHER RANKED STATIONS -- See Greenville, SC and Charlotte

MISCELLANEOUS COMMENTS: WWNC, WKSF-F sold by Heritage (Polacek) to Radio Ventures for \$25,500,000...

ATLANTA

Arbitron Rank/Pop (12+): 13/2,117,200

MSA Rank/Pop: 11/2,611,500

Average Person Ratings: 17.6

Market TSL: 23.00 hours

Stations: 20/19  
Diaries: 1832/1156:1/51.5%  
Sample Target: 1690  
% Below Line: 0.3  
% Not Listed: 10.9

1988 Revenue: \$107,000,000  
HH Inc.: \$36,517  
Retail \$: 23.0 Bil  
Pop per Station: 111,431  
#1 Biller: WAOK/WVEE-F \$12,600,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion	Birch Share	Birch AQH	Birch Cume	
1. WVEE-F (B)	388/ 9.9	8.8	7.8	9.7	10.2	9.1	420/4241	3805/17.1	16.6	16.7	100	10.9	471	4707	WVEE-F
2. WSB -F (AC)	376/ 9.6	9.2	10.4	9.9	8.0	9.8	453/5998	4992/22.5	23.6	19.1	121	8.6	373	4207	WSB -F
3. WAPW-F (CHR)	365/ 9.4	8.9	7.8	5.5	5.8	7.9	483/5884	4705/21.2	16.6	14.7	56	10.9	471	5075	WAPW-F
4. WPCH-F (EZ)	316/ 8.1	9.9	7.6	8.0	7.9	8.4	396/4569	3753/16.9	16.1	16.6	89	6.1	262	2831	WPCH-F
5. WKHX-F (C)	302/ 7.7	7.7	6.4	5.8	6.6	6.9	392/4552	3327/15.0	12.8	13.7	112	5.8	251	3637	WKHX-F
6. WSB (MOR)	286/ 7.3	6.4	7.4	7.3	7.4	7.1	319/4724	4262/19.2	20.0	17.3	71	5.6	240	3084	WSB
7. WKLS-F (AOR)	225/ 5.8	6.4	8.3	10.1	9.9	7.7	318/5131	3659/16.5	17.5	18.4	100	8.8	379	4298	WKLS-F
8. WZGC-F (AOR)	224/ 5.7	4.9	5.5	5.9	6.4	5.5	246/3788	3301/14.9	17.7	18.3	142	6.9	297	3067	WZGC-F
9. WFOX-F (O)	204/ 5.2	5.3	4.2	4.1	4.8	4.7	330/4924	3457/15.6	15.0	13.4	148	6.7	290	3812	WFOX-F
10. WYAY-F (C)	195/ 5.0	4.4	5.8	5.7	5.4	5.2	300/3716	2516/11.3	12.4	12.8	116	6.1	264	2389	WYAY-F
11. WGST (N/T)	133/ 3.4	2.5	2.5	3.5	3.5	3.0	134/2284	2262/10.2	8.7	9.1	85	2.7	117	1689	WGST
12. WQXI-AF (AC)	128/ 3.3	5.2	4.3	4.9	5.9	4.4	144/3764	3430/15.5	15.2	15.1	124	3.7	154	2760	WQXI-AF
13. WEKS-F (B)	124/ 3.2	2.8	2.4	2.9	2.5	2.8	185/2437	2023/ 9.1	8.2	8.0	75	4.8	206	2501	WEKS-F
14. WAOK (B)	110/ 2.8	3.1	2.9	2.9	3.8	2.9	113/1541	1511/ 6.8	5.3	5.9	86	3.0	128	1071	WAOK

12+ FM SHARE (METRO): 82.16% (2856 of 3476) (SPG 88: 81.84%)

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

FORMATS	AM	FM	TOTAL	%	SPG 88 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP		365 ( 1)	365 ( 1)	10.5	13.5	WCNN	680	No. Atlanta	0.7/4.5
AOR/CLASSIC		449 ( 2)	449 ( 2)	12.9	11.0	WGUN	1010	Atlanta	0.4/1.2
AC/OLDIES/SOFT ROCK	4 ( 1)	704 ( 3)	708 ( 4)	20.4	20.6	WIGO	1340	Atlanta	0.6/1.6
MOR/VARIETY	286 ( 1)		286 ( 1)	8.2	8.2	WPBD	640	Atlanta	0.5/1.3
COUNTRY		497 ( 2)	497 ( 2)	14.3	14.0				
BLACK/URBAN	135 ( 2)	512 ( 2)	647 ( 4)	18.6	18.3	WVFJ-F	93.3	Manchester	0.3/1.3
BEAUTIFUL/EASY		316 ( 1)	316 ( 1)	9.1	8.8				
NEWS/TALK	162 ( 2)		162 ( 2)	4.7	3.9				
NOSTALGIA					3.9				
RELIGION/GOSPEL	15 ( 1)	13 ( 1)	28 ( 2)	0.8	0.4				
SPANISH									
CLASSICAL					0.4				
JAZZ/NEW AGE									
UNKNOWN/OTHERS	18 ( 1)		18 ( 1)	0.5	0.3				
	620 ( 8)	2856 (12)	3476 (20)						

AM STATIONS

WAOK, 1380, 5 KW	, BLACK	NBN, NBC, \$ 60.00 (Mc-Guild)	Summit	---
WCNN, 680, 50 KW/10 KW (DA-N)	, NEWS/TALK	CNN, NBC, \$ 42.00 (HNWH)		Bob Jackson
WGST, 640, 50 KW/1 KW (DA-2)	, NEWS/TALK	ABC I, NBS, \$ 80.00 (Eastman)	Jacor	John Lauer
WGUN, 1010, 50 KW (DAYS)	, GOSPEL	, \$ 21.00 (---)	Rivers	Randy Johnson
WGKA, 1190, 10 KW (DAYS)	, CLASSICAL	, \$ 36.00 (CMBS)		Diane Watson
WIGO, 1340, 1 KW (DA-1)	, BLACK	SBN, \$ 40.00 (---)		Vern Catron
WKHX, 590, 5 KW (DA-N)	, BASIC SIMULCAST WITH WKHX-F			
WNIV, 970, 5 KW (DAYS, DA)	, RELIGION	, \$ 20.00 (---)		Bruce Maduri
WQXI, 790, 5 KW/1 KW (DA-N)	, SIMULCAST WITH WQXI-F			
WSB, 750, 50 KW	, MOR/TALK	ABC T, APR, \$ 190.00 (Christal)	Cox	Bob Neil
WYZE, 1480, 5 KW (DAYS)	, GOSPEL	, \$ 18.00 (---)	GHB	Jim Swanger

FM STATIONS

WAPW, 99.7, 100 KW @ 1000, CHR	, \$ 154.00 (Durpetti)	Susquehanna	Bill Phippen
WFOX, 97.1, 97 KW @ 1566, OLDIES	, \$ 145.00 (MMR)	Shamrock	Eddie Esserman
WKHX, 101.5, 99 KW @ 950, COUNTRY	, \$ 175.00 (Republic)	Cap Cities/ABC	Vern Ore
WKLS, 96.1, 99 KW @ 950, AOR	, \$ 170.00 (Katz)	Great American	Tom Connully
WPCH, 94.9, 99 KW @ 986, BTFL/EZ	, \$ 165.00 (Eastman)	Jacor	John Lauer
WQXI, 94.1, 100 KW @ 914, AC	, \$ 170.00 (Banner)	Jeff-Pilot	Gerald Blu
WSB, 98.5, 100 KW @ 920, AC	, \$ 213.00 (Christal)	Cox	Bob Neil
WVEE, 103.3, 100 KW @ 1022, BLACK	SOURCE, \$ 200.00 (Mc-Guild)	Summit	---
WYAY, 106.7, 99 KW @ 1400, COUNTRY	, \$ 195.00 (MMR)	NewCity (GAINESVILLE)	Bob Green
WYAI, 104.1, 60 KW @ 1200, COUNTRY (BASIC SIMULCAST WITH WYAY-F)			
WZGC, 92.9, 99 KW @ 910, CLASSIC AOR	, \$ 147.00 (HNWH)	Cook Inlet	Paul Nugent

CALL LETTER CHANGES

WEKS-F changes to WYAI-F (July)

FORMAT CHANGES

WYAI-F: From BLACK to COUNTRY (July)

STATION SALES

WEKS (LaGrange) sold by Zapis to NewCity for \$ 15,000,000 (Americom; MVP)

MISCELLANEOUS COMMENTS:

Barrow County added to metro and Bartow County was deleted...  
WGST moved to 640 in June...WYAI-F is now silumcasting with WYAY-F.

ATLANTIC CITY

Arbitron Rank/Pop (12+): 165/180,300

Stations: 29/10  
Diaries: 696/259:1/47.4%  
Sample Target: 550  
% Below Line: 17.1  
% Not Listed: 15.0

1988 Revenue: \$7,300,000  
HH Inc.: \$31,094  
Retail \$: 2.8 Bil  
Pop per Station: 18,030  
#1 Biller: NA

MSA Rank/Pop: 151/304,300

Philadelphia ADI

Average Person Ratings: 18.9

Market TSL: 24.75 hours

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume
1. WAYV-F (AC)	49/14.4	13.3	17.7	----	13.4	----	51/610	563/31.2	33.7	29.0	122			WAYV-F
2. WFPG-F (EZ)	30/ 8.8	12.3	14.2	----	10.6	----	42/468	359/19.9	19.1	18.8	85			WFPG-F
3. WMGM-F (CHR)	26/ 7.6	8.3	6.3	----	4.1	----	33/500	351/19.5	13.3	13.8	116			WMGM-F
4. WMID (BB)	21/ 6.2	7.7	7.9	----	9.4	----	28/262	195/10.8	11.2	14.2	31			WMID
5. WUSS (B)	19/ 5.6	4.6	1.3	----	6.9	----	19/195	188/10.4	2.9	11.9	146			WUSS
6. WMMR-F (AOR)	18/ 5.3	4.0	6.3	----	7.5	----	26/385	272/15.1	13.4	16.2	119			WMMR-F
7. WZXL-F (AOR)	15/ 4.4	4.6	2.8	----	1.6	----	38/437	207/11.5	7.2	5.0	114			WZXL-F
WXTU-F (C)	15/ 4.4	4.3	3.8	----	3.8	----	16/165	151/ 8.4	8.0	5.9	130			WXTU-F
9. WRDR-F (BB)	13/ 3.8	2.5	4.4	----	5.0	----	14/200	138/ 7.7	7.8	5.8	34			WRDR-F
WMID-F (AC)	13/ 3.8	5.6	3.2	----	5.6	----	15/232	209/11.6	10.0	12.8	116			WMID-F

12+ FM SHARE (METRO): 79.93% (231 of 289) (SPG 88: 81.31%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WMGM-F	1 WAYV-F>>	1 WAYV-F>>	1 WAYV-F>>	1 WAYV-F>>	1 WFPG-F>	1 WAYV-F>	1 WAYV-F>	1 WAYV-F>	1 WMID	1 WMID
WAYV-F>>	2 WMMR-F	2 WMGM-F	2 WMGM-F	2 WMGM-F	2 WMID	2 WFPG-F	2 WFPG-F>	2 WFPG-F	2 WAYV-F>	2 WAYV-F
3 WBSS-F>>	WMGM-F	3 WMMR-F	3 WMMR-F	3 WUSS	3 WAYV-F>	3 WMMR-F	3 WMGM-F	3 WMGM-F	3 WMGM-F	3 WUSS
4	4 WZXL-F>	4 WZXL-F	WUSS	4 WFPG-F	4 WRDR-F	4 WMGM-F	4 WMMR-F	4 WZXL-F	4 WMID-F	4 WMID-F>>
5	5 WUSS	5 WUSS	5	5 WMMR-F	5	5	5 WZXL-F	5 WMMR-F	5	5

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 WAYV-F	1 WAYV-F>>	1 WAYV-F>>	1 WAYV-F>>	1 WAYV-F>>	1 WAYV-F	1 WMMR-F	1 WMMR-F	1 WAYV-F	1 WAYV-F
2 WMGM-F>>	2 WMGM-F>	2 WUSS	2 WMGM-F>	2 WUSS	2 WMMR-F>	WAYV-F	2 WZXL-F	2 WMMR-F>	2 WMMR-F>
3 WZXL-F	3 WZXL-F	3 WMGM-F>	3 WUSS	WMGM-F>	3 WZXL-F	3 WZXL-F>	WMGM-F	3 WZXL-F	3 WXTU-F
WMMR-F>>	WUSS >	4 WZXL-F	4 WZXL-F	4 WFPG-F	WIOQ-F>	4 WMGM-F	WAYV-F>>	4 WMGM-F	WMGM-F
5	5 WMMR-F	WMID-F>>	WMID-F	5 WMID-F	5 WUSL-F	5 WIOQ-F	5	5 WUSS	WFPG-F

FORMATS	AM	FM	TOTAL	%	SPG 88 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		45 ( 5)	45 ( 5)	15.6	29.1	WFPG 1450 Atlantic City 1.8/7.4
AOR/CLASSIC		36 ( 3)	36 ( 3)	12.5	11.8	WOND 1400 Pleasntvl/AtlCt 1.2/5.7
AC/OLDIES/SOFT ROCK	4 ( 1)	73 ( 6)	77 ( 7)	26.6	10.4	WTYO 1580 Hammonton 0.6/1.6
MOR/VARIETY	2 ( 1)		2 ( 1)	0.7		
COUNTRY		15 ( 1)	15 ( 1)	5.2	4.2	KYW 1060 Philadelphia 0.3/3.3
BLACK/URBAN	19 ( 1)	9 ( 1)	28 ( 2)	9.7	5.2	WBSS-F 97.3 Millville/Vnlnd 2.1/7.6
BEAUTIFUL/EASY	6 ( 1)	34 ( 2)	40 ( 3)	13.8	18.0	WCAU 1210 Philadelphia 0.9/5.8
NEWS/TALK	6 ( 3)	3 ( 1)	9 ( 4)	3.1	8.0	WEAZ-F 101.1 Philadelphia 1.2/4.0
NOSTALGIA	21 ( 1)	13 ( 1)	34 ( 2)	11.8	13.5	WEGX-F 106.1 Philadelphia 0.3/2.7
RELIGION/GOSPEL						WFLN-F 95.7 Philadelphia 0.9/4.0
SPANISH						WIOQ-F 102.1 Philadelphia 1.8/4.7
CLASSICAL		3 ( 1)	3 ( 1)	1.0		WIP 610 Philadelphia 0.6/2.9
JAZZ/NEW AGE						WKSZ-F 100.3 Media 0.6/3.3
UNKNOWN/OTHERS						WKTU-F 98.3 Ocean City 1.5/5.5
	58 ( 8)	231 (21)	289 (29)			WMGK-F 102.9 Philadelphia 0.6/3.3
						WUGL-F 98.1 Philadelphia 1.8/5.8
						WVLT-F 106.3 Ocean Cty/Smrs 0.3/2.8
						WUSL-F 98.9 Philadelphia 2.6/8.7
						WVDB-F 96.5 Philadelphia 0.9/2.7
						WYSP-F 94.1 Philadelphia 0.9/5.8

RADIO STATIONS

WFPG, 1450, 1 KW	, BASIC SIMULCAST WITH WFPG-F		
WMID, 1340, 1 KW	, NOSTALGIA	NBC, TALKNT, \$ 22.00 (Republic)	Bill Musser
WMID, 1400, 1 KW	, OLDIES	ABC, MBS, \$ 14.00 (Mc-Guild)	Dick Irland
WOND, 1490, 1 KW/250 W	, BLACK	NBN, MBS, \$ 16.00 (K & P)	Warren Only
WAYV-F, 95.1, 50 KW @ 330, CHR		, \$ 42.00 (Katz)	Vi Trofa
WFPG-F, 96.9, 50 KW @ 400, BTFL/EZ		, \$ 31.00 (Eastman)	Hartstone-Dickstein
WMGM-F, 103.7, 50 KW @ 395, CHR		, \$ 24.00 (Mc-Guild)	Dick Irland
WMID-F, 99.3, 3 KW @ 290, AC		, \$ 19.00 (Republic)	Bill Musser
WRDR-F, 104.9, 3 KW @ 280, NOSTALGIA		APR, \$ 14.00 (---)	(EGG HARBOR) John DeMasi
WZXL-F, 100.7, 38 KW @ 330, AOR		, \$ 16.00 (Durpetti)	(WILDWOOD) Ray Martin

OTHER RANKED STATIONS -- See Philadelphia

AUGUSTA

Arbitron Rank/Pop (12+): 107/328,400  
 MSA Rank/Pop: 113/404,900  
 ADI # 107  
 Average Person Ratings: 17.3  
 Market TSL: 23.0 hours

Stations: 88/15  
 Diaries: 718/457:1/48.1%  
 Sample Target: 690  
 % Below Line: 2.1  
 % Not Listed: 9.0

1988 Revenue: \$8,700,000  
 HH Inc.: \$30,191  
 Retail \$: 2.4 Bil  
 Pop per Station: 21,893  
 #1 Biller: WBBQ-AF \$3,300,000

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WBBQ-AF (CHR)	144/25.3	----	28.6	----	27.8	----	203/2152	1533/46.7	45.2	48.3	94	29.8	185	1806	WBBQ-AF
2. WFXA-F (B)	78/13.7	----	11.6	----	13.8	----	86/830	697/21.2	22.2	24.3	91	14.1	89	881	WFXA-F
3. WZNY-F (AC)	60/10.5	----	12.4	----	12.6	----	79/1073	826/25.2	27.0	25.6	146	10.3	65	700	WZNY-F
4. WRXR-F (AOR)	50/ 8.8	----	6.0	----	4.3	----	54/568	490/14.9	12.0	7.9	91	11.1	70	659	WRXR-F
5. WKXC-F (C)	46/ 8.1	----	3.1	----	5.4	----	60/700	515/15.7	10.1	11.0	126	7.4	47	575	WKXC-F
6. WGUS-F (C)	32/ 5.6	----	5.6	----	7.1	----	35/451	438/13.3	15.0	15.6	96	3.5	22	335	WGUS-F
7. WCNA-F (EZ)	25/ 4.4	----	2.3	----	2.1	----	28/293	269/ 8.2	4.2	3.8	86	1.3	8	126	WCNA-F
8. WMTZ-F (O)	19/ 3.3	----	3.1	----	2.2	----	19/330	321/ 9.8	7.1	6.4	176	1.9	12	184	WMTZ-F
9. WGAC (MOR)	15/ 2.6	----	3.7	----	3.6	----	15/214	214/ 6.5	6.2	7.5	23	0.8	5	141	WGAC
10. WKZK (REL)	14/ 2.5	----	3.5	----	4.7	----	15/154	142/ 4.3	4.8	5.8	104	2.7	17	115	WKZK
11. WRDW-F (B)	12/ 2.1	----	6.4	----	1.0	----	25/326	181/ 5.5	13.3	5.1	76	3.8	24	288	WRDW-F
12.															
13.															
14.															
15.															

12+ FM SHARE (METRO): 91.89% (476 of 518) (SPG 88: 88.37%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBBQ-AF	1 WBBQ-AF	1 WBBQ-AF>	1 WBBQ-AF>	1 WBBQ-AF>	1 WBBQ-AF>	1 WBBQ-AF>>	1 WBBQ-AF>>	1 WBBQ-AF>>	1 WFXA-F	1 WKXC-F>
2 WFXA-F>>	2 WFXA-F	2 WFXA-F	2 WZNY-F	2 WZNY-F	2 WZNY-F	2 WZNY-F<	2 WZNY-F	2 WFXA-F	2 WBBQ-AF>	2 WBBQ-F
3 WRXR-F>>	3 WRXR-F>	3 WZNY-F	3 WFXA-F>	3 WFXA-F	3 WKXC-F>	3 WFXA-F>	3 WFXA-F	3 WZNY-F	3 WRXR-F	3 WZNY-F
4	4 WZNY-F>	4 WRXR-F>	4 WKXC-F	4 WKXC-F	4 WKXC-F	4 WCNA-F	4 WKXC-F	4 WRXR-F	4 WRXR-F>	4 WKXC-F>
5	5 WGUS-F	5 WKXC-F	5 WRXR-F	5 WRXR-F	5	5	5 WGUS-F	5 WKXC-F	5 WZNY-F	5
									6 WRDW-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 WBBQ-AF>>>	1 WBBQ-AF>>>	1 WBBQ-AF>>>	1 WBBQ-AF>>>	1 WBBQ-AF>		1 WRXR-F>>>	1 WRXR-F	1 WFXA-F	1 WBBQ-AF	1 WBBQ-AF>
2 WFXA-F>	2 WFXA-F>	2 WFXA-F>	2 WZNY-F	2 WZNY-F		2 WFXA-F	2 WFXA-F	2 WBBQ-AF	2 WRXR-F	2 WZNY-F
3 WZNY-F>	3 WZNY-F>	3 WRXR-F	3 WFXA-F>>	3 WFXA-F>		3 WBBQ-AF>>>	3 WBBQ-AF>>>	3 WRXR-F>	3 WFXA-F	3 WFXA-F
4 WRXR-F	4 WRXR-F>	4 WZNY-F>	4 WKXC-F	4 WKXC-F		4	4 WZNY-F	4 WZNY-F>	4 WZNY-F>	4 WKXC-F
WGUS-F	5 WGUS-F	5 WKXC-F	5 WRXR-F	5		5	5	5 WGUS-F	5 WKXC-F	5 WRXR-F

FORMATS	AM	FM	TOTAL	%	SPG 88	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP	7 ( 1)	140 ( 2)	147 ( 3)	28.4	31.3		WFAM 1050 Augusta 0.5/1.7
AOR/CLASSIC		50 ( 1)	50 ( 1)	9.7	6.8		WRDW 1480 Augusta 0.5/3.3
AC/OLDIES/SOFT ROCK		79 ( 2)	79 ( 2)	15.3	13.5		WTHO-F 101.7 Thomson 0.9/2.2
MOR/VARIETY	15 ( 1)		15 ( 1)	2.9	4.0		
COUNTRY		87 ( 4)	87 ( 4)	16.8	12.7		WCOS-F 97.9 Columbia 0.7/2.2
BLACK/URBAN	3 ( 1)	95 ( 3)	98 ( 4)	18.9	20.9		WNOK-F 104.7 Columbia 0.5/1.9
BEAUTIFUL/EASY		25 ( 1)	25 ( 1)	4.8	5.9		WDM-F 101.3 Sumter 0.9/2.1
NEWS/TALK							
NOSTALGIA					1.1		
RELIGION/GOSPEL	17 ( 2)		17 ( 2)	3.3	3.8		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	42 ( 5)	476 (13)	518 (18)				

RADIO STATIONS

WGAC, 580, 5 KW/1 KW (DA-N), MOR	CBS, \$ 14.00 (Republic)	Warren Watkins
WKZK, 1600, 500 W (DAYS), GOSPEL	SBN, \$ 12.00 (Dora)	Alvin McCottry
WBBQ-F, 104.3, 100 KW @ 1003, CHR	ABC C, \$ 77.00 (Eastman)	E. Florie
WCNA-F, 98.3, 1 KW @ 484, BTFL/EZ	APR, \$ 14.00 (---)	---
WFXA-F, 103.1, 3 KW @ 300, BLACK	CBS, ABC I, \$ 25.00 (Katz)	Randy Sheffield
WGUS-F, 102.3, 3 KW @ 265, COUNTRY	US 2, \$ 27.00 (Mc-Guild)	Charles Young
WKXC-F, 99.5, 50 KW @ 300, COUNTRY	MBS, \$ 21.00 (---)	Coni Sanson
WMTZ-F, 94.3, 3 KW @ 300, OLDIES	, \$ 14.00 (K & P)	Bill Berry
WRDW-F, 96.7, 3 KW @ 500, BLACK	, \$ 9.00 (HNWH)	Carl Burroughs
WRXR-F, 96.3, 15 KW @ 300, AOR	ABC R, \$ 20.00 (HNWH)	Tom Ptak
WZNY-F, 105.7, 66 KW @ 1150, AC	APR, \$ 50.00 (Christal)	Chris Pellegrino

MISCELLANEOUS COMMENTS: WNEZ-F changes calls to WKXC-F (Aug. 88)...WKXC-F changes from BTFL to COUNTRY (Aug.88)...  
 WMTZ-F changes from COUNTRY to OLDIES.

AUSTIN

Arbitron Rank/Pop (12+): 58/630,500

Stations: 20/17  
Diaries: 902/699:1/51.5%  
Sample Target: 880  
% Below Line: 2.5  
% Not Listed: 19.0

1988 Revenue: \$22,100,000  
HH Inc.: \$34,055  
Retail \$: 5.3 Bil  
Pop per Station: 37,088  
#1 Biller: KASE-F \$4,400,000

MSA Rank/Pop: 66/764,500  
ADI # 70

Average Person Ratings: 17.0  
Market TSL: 22.50 hours

12+ METRO	1/4/SHARE	WIN	FAL	SUM	SPG	4 Book	12+ TSA	12+ METRO	FAL	SPG	%	Birch	Birch	Birch	
		89	88	88	88	Avg.	1/4/CUME	CUME/CUME	88	88	25-54	Conversion	Share	AQH	
1. KASE-F (C)	143/13.4	13.4	14.9	12.6	15.9	13.6	220/2131	1489/23.6	24.0	24.6	115	13.7	144	1466	KASE-F
2. KBTS-F (CHR)	118/11.0	9.4	9.1	8.0	10.6	9.4	169/2346	1667/26.4	21.8	23.9	66	12.8	135	1916	KBTS-F
3. KLBJ-F (AOR)	93/ 8.7	9.6	9.9	10.1	10.2	9.6	121/1736	1432/22.7	23.9	20.7	108	11.7	123	2035	KLBJ-F
4. KKMJ-F (AC)	77/ 7.2	9.4	8.9	9.5	10.0	8.8	81/1182	1081/17.1	20.3	20.1	131	5.8	61	1151	KKMJ-F
5. KHFI-F (CHR)	75/ 7.0	6.3	5.4	9.5	7.2	7.1	75/1327	1313/20.8	17.5	21.0	47	9.4	99	1584	KHFI-F
6. KEYI-F (AC)	59/ 5.5	6.4	6.8	4.2	3.2	5.7	68/988	850/13.5	17.0	11.7	142	4.0	42	748	KEYI-F
7. KPEZ-F (AOR)	48/ 4.5	2.4	3.5	4.1	3.6	3.6	49/853	844/13.4	13.6	11.9	113	5.0	53	931	KPEZ-F
8. KQFX-F (O)	47/ 4.4	3.2	4.5	4.3	4.0	4.1	48/778	711/11.3	15.4	14.6	130	3.8	40	611	KQFX-F
9. KLBJ (N/T)	46/ 4.3	4.5	5.3	5.3	5.1	4.9	53/1003	847/13.4	14.5	13.3	70	4.2	44	880	KLBJ
10. KGSF-F (J/NA)	26/ 2.4	0.0	0.0	0.0	0.0	0.6	29/455	433/ 6.9	0.0	0.0	125	0.0	0	0	KGSF-F
11. KVET (C)	25/ 2.3	2.7	2.4	2.8	3.1	2.5	31/573	488/ 7.7	6.9	5.5	61	1.1	12	314	KVET
KLTD-F (O)	25/ 2.3	3.0	0.0	0.0	0.0	1.3	65/994	497/ 7.9	0.0	0.0	152	2.6	27	507	KLTD-F
13. KSAH (SP)	14/ 1.3	0.0	0.0	2.6	0.0	1.0	14/142	142/ 2.3	0.0	0.0	46	0.2	2	68	KSAH
KTXZ (SP)	14/ 1.3	1.4	0.7	0.5	2.6	1.0	14/112	112/ 1.8	2.5	2.8	162	1.0	11	143	KTXZ
KOKE (EZ)	14/ 1.3	1.6	2.2	3.0	4.2	2.0	17/310	252/ 4.0	2.9	5.5	62	1.3	14	273	KOKE
KAPT-F (EZ)	14/ 1.3	4.1	2.9	2.7	2.6	2.8	22/523	433/ 6.9	6.9	10.8	108	1.1	12	256	KAPT-F

12+ FM SHARE (METRO): 84.08% (729 of 867) (SPG 88: 79.34%)

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

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 KBTS-F>	1 KBTS-F	1 KBTS-F	1 KASE-F	1 KASE-F	1 KBTS-F	1 KLBJ-F	1 KLBJ-F	1 KLBJ-F<	1 KASE-F<
2 KHFI-F	2 KASE-F>	KASE-F>	2 KBTS-F	2 KKMJ-F>	2 KHFI-F<	2 KASE-F	2 KASE-F	2 KASE-F>	2 KLBJ-F>
3 KLBJ-F>	3 KLBJ-F	3 KLBJ-F	3 KKMJ-F	3 KBTS-F	3 KLBJ-F	3 KBTS-F	3 KPEZ-F>	3 KBTS-F	3 KPEZ-F
KASE-F>	4 KHFI-F	KEYI-F	4 KEYI-F	4 KEYI-F	4 KASE-F>>	4 KPEZ-F	4 KQFX-F	4 KPEZ-F	4 KEYI-F
5 KQFX-F	5 KEYI-F	5 KKMJ-F	5 KLBJ-F	5	5	5 KHFI-F	KEYI-F	5 KHFI-F	5 KQFX-F
KPEZ-F	6 KKMJ-F	6	6	6	6	6	KBTS-F	KEYI-F	6

FORMATS	AM	FM	TOTAL	%	SPG 88	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP		193 ( 2)	193 ( 2)	22.3	23.9		KIXL 970	DelValle/Austin		1.1/3.7
AOR/CLASSIC		145 ( 3)	145 ( 3)	16.7	16.9		KMOW 1490	Austin		0.4/1.9
AC/OLDIES/SOFT ROCK		208 ( 4)	208 ( 4)	24.0	20.2					
MOR/VARIETY					1.0		KISS-F 99.5	San Antonio		0.4/2.1
COUNTRY	25 ( 1)	143 ( 1)	168 ( 2)	19.4	22.1		WOAI 1200	San Antonio		0.8/3.2
BLACK/URBAN										
BEAUTIFUL/EASY	14 ( 1)	14 ( 1)	28 ( 2)	3.2	4.9					
NEWS/TALK	55 ( 2)		55 ( 2)	6.3	6.8					
NOSTALGIA										
RELIGION/GOSPEL	12 ( 1)		12 ( 1)	1.4	1.0					
SPANISH	28 ( 2)		28 ( 2)	3.2	3.1					
CLASSICAL										
JAZZ/NEW AGE		26 ( 1)	26 ( 1)	3.0						
UNKNOWN/OTHERS	4 ( 1)		4 ( 1)	0.5						
	138 ( 8)	729 (12)	867 (20)							

RADIO STATIONS

KIXL, 970, 1 KW	, GOSPEL/BLACK	, \$ 10.00 (Republic)	Gene Bender
KLBJ, 590, 5 KW/1 KW (DA-N)	, NEWS/TALK	CBS, MBS, \$ 40.00 (Eastman)	E.A.W. Smith
KOKE, 1370, 5 KW/500 W (DA-2)	, BTFL/EZ	, \$ 18.00 (K & P)	Jim Ray
KTXZ, 1560, 2.5 KW (DA-2)	, HISPANIC	US 2, \$ 12.00 (Katz Hisp.)	Joe Morales
KVET, 1300, 5 KW/1 KW (DA-2)	, COUNTRY	ABC I, \$ 31.00 (Katz)	Ron Rogers
KAPT-F, 94.7, 97 KW @ 1154,	BTFL/EZ	, \$ 23.00 (Durpetti)	(LULING) Mark Grubbs
KASE-F, 100.7, 100 KW @ 1190,	COUNTRY	, \$ 100.00 (Katz)	Ron Rogers
KBTS-F, 93.3, 93 KW @ 1983,	CHR	, \$ 60.00 (Christal)	Genesis/Booth Gayle Shaw
KEYI-F, 103.5, 90 KW @ 1260,	AC	, \$ 50.00 (Republic)	Degree Mike Scott
KGSR-F, 107.1, 3 KW @ 300,	JAZZ/NAC	, \$ 25.00 (Mc-Guild)	Beta (BASTROP) Brian Beasley
KHFI-F, 98.3, 1 KW @ 420,	CHR	, \$ 48.00 (Republic)	Encore Chris Wegmann
KKMJ-F, 95.5, 100 KW @ 1000,	AC	, \$ 83.00 (CBS)	Keymarket Johnny Andrews
KLBJ-F, 93.7, 97 KW @ 1057,	AOR	, \$ 75.00 (Eastman)	E.A.W. Smith
KLTD-F, 99.1, 19 KW @ 300,	OLDIES	TRNSTR, \$ 25.00 (Torbet)	Shamrock-Lynett (LAMPASAS) ---
KPEZ-F, 102.3, 3 KW @ 300,	CLASSIC AOR	, \$ 39.00 (Christal)	Clear Channel Natalie Conner
KQFX-F, 96.7, 28 KW @ 300,	OLDIES	SOURCE, \$ 32.00 (Banner)	Capitol-Johnson (GEORGETOWN) Greg Hale

MISCELLANEOUS COMMENTS: KSSR-F changes calls to KGSR-F (Apr.)



BAKERSFIELD

Arbitron Rank/Pop (12+): 87/352,400

Stations: 22/19  
Diaries: 811/435:1/49.3%  
Sample Target: 740  
% Below Line: 3.0  
% Not Listed: 13.4

1988 Revenue: \$13,000,000  
HH Inc.: \$34,984  
Retail \$: 3.2 Bil  
Pop per Station: 18,547  
#1 Biller: KUZZ-AF \$2,700,000

MSA Rank/Pop: 93/522,300  
ADI # 144

Average Person Ratings: 17.8

Market TSL: 24.0 hours

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume
1. KUZZ-AF (C)	116/18.4	18.0	15.4	24.1	26.9	19.0	124/1234	1193/33.8	23.4	0.0	115			KUZZ-AF
2. KKXX-F (CHR)	83/13.2	11.9	6.7	0.0	1.0	7.9	83/1006	983/27.9	20.6	2.7	89			KKXX-F
3. KKBB-F (AOR)	56/ 8.9	8.0	5.2	1.1	4.5	5.8	56/500	500/14.2	9.5	7.7	106			KKBB-F
4. KWAC (SP)	45/ 7.2	4.5	3.4	6.5	3.5	5.4	45/317	317/ 9.0	4.6	4.5	79			KWAC
5. KGFM-F (EZ)	43/ 6.8	8.0	6.8	6.3	7.1	7.0	43/457	440/12.5	11.9	13.6	93			KGFM-F
6. KERN (MOR)	39/ 6.2	5.0	4.6	4.7	2.6	5.1	40/448	420/11.9	10.9	8.0	110			KERN
7. KQXR-F (CHR)	30/ 4.8	6.2	9.6	7.9	8.2	7.1	35/675	620/17.6	24.4	20.1	83			KQXR-F
8. KLLY-F (AC)	30/ 4.8	4.5	3.3	4.5	4.2	4.3	30/405	401/11.4	8.2	10.8	142			KLLY-F
9. KGEO (O)	22/ 3.5	5.0	5.0	2.1	4.0	3.9	22/385	380/10.8	7.4	10.4	137			KGEO
10. KAFY (SP)	17/ 2.7	2.4	2.0	5.3	2.3	3.1	17/226	226/ 6.4	3.7	4.2	104			KAFY
11. KIWI-F (CL)	13/ 2.1	1.4	1.5	2.3	2.7	1.8	13/181	170/ 4.8	4.7	5.0	110			KIWI-F
12. KBOS-F (CHR)	11/ 1.7	2.4	2.1	2.6	2.3	2.2	11/212	203/ 5.8	4.7	4.2	53			KBOS-F
13.														
14.														
15.														

12+ FM SHARE (METRO): 64.59% (352 of 545) (SPG 88: 59.27%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKXX-F>>	1 KUZZ-AF	1 KUZZ-AF>	1 KUZZ-AF>	1 KUZZ-AF>	1 KUZZ-AF>	1 KUZZ-AF>	1 KUZZ-AF>	1 KUZZ-AF>	1 KKXX-F>	1 KKBB-F
2 KQXR-F>	2 KKXX-F	2 KKXX-F	2 KKXX-F	2 KKXX-F	2 KGFM-F	2 KKXX-F>	2 KKXX-F>	2 KKXX-F	2 KUZZ-AF	2 KUZZ-F
3 KBOS-F>	3 KKBB-F>	3 KKBB-F>	3 KKBB-F>	3 KKBB-F>	3 KERN	3 KERN	3 KWAC <	3 KKBB-F>	3 KKBB-F>>	3 KLLY-F
4	4 KLLY-F	4 KLLY-F	4 KLLY-F	4 KLLY-F	4 KWAC	4 KWAC	4 KGFM-F	4	4	4 KWAC
5	5	5	5	5	KERN	5 KKXX-F	5	5	5	5 KKXX-F
6	6	6	6	6	6 KGFM-F	6	6	6	6	6
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 KKXX-F>>	1 KUZZ-AF	1 KUZZ-AF>	1 KUZZ-AF<	1 KUZZ-AF>		1 KKBB-F	1 KUZZ-AF>	1 KUZZ-AF>>	1 KUZZ-AF	1 KUZZ-AF>
2 KUZZ-AF	2 KKXX-F	2 KLLY-F>	2 KKXX-F>	2 KKXX-F>		2 KUZZ-AF	2 KKBB-F	2 KKXX-F	2 KKBB-F>	2 KKBB-F
3 KKBB-F	3 KLLY-F	3 KKXX-F	3 KLLY-F	3 KLLY-F		3 KKXX-F>>	3 KKXX-F>>	3 KKBB-F	3 KKXX-F>	3 KERN
4 KWAC	4 KKBB-F	4 KKBB-F>	4 KKBB-F	4 KGFM-F		4 KWAC	4 KWAC	4 KERN	4 KERN	4 KKXX-F
5 KQXR-F	5 KWAC	5 KWAC	5 KGFM-F	5 KWAC		5 KQXR-F	5 KERN	5	5	5
6 KLLY-F	6 KQXR-F	6 KQXR-F>>	6	6 KKBB-F		6	6 KQXR-F	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 88	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		129 ( 4)	129 ( 4)	23.7	23.3		KDNO-F 98.5 Delano 0.3/1.6
AOR/CLASSIC		56 ( 1)	56 ( 1)	10.3	7.1		KERI 1180 Wasco 1.3/3.1
AC/OLDIES/SOFT ROCK	22 ( 1)	37 ( 3)	59 ( 4)	10.8	13.6		KHIS-F 96.5 Bakersfield 0.6/4.1
MOR/VARIETY	42 ( 2)		42 ( 2)	7.7	8.0		KKRV-F 102.3 Kernville 0.6/1.5
COUNTRY	48 ( 1)	68 ( 1)	116 ( 2)	21.3	19.5		KPMC 1560 Bakersfield 0.5/3.3
BLACK/URBAN							KVLI 1140 Lake Isabella 0.8/1.5
BEAUTIFUL/EASY		43 ( 1)	43 ( 1)	7.9	8.0		KXEM 1590 McFarland/Bkrsf 1.0/3.0
NEWS/TALK					4.4		
NOSTALGIA					3.6		
RELIGION/GOSPEL	8 ( 1)	6 ( 2)	14 ( 3)	2.6	2.5		KFSO-F 92.9 Visalia 0.5/1.6
SPANISH	68 ( 3)		68 ( 3)	12.5	7.3		KIIS-F 102.7 Los Angeles 0.8/1.6
CLASSICAL		13 ( 1)	13 ( 1)	2.4	1.7		
JAZZ/NEW AGE							
UNKNOWN/OTHERS	5 ( 1)		5 ( 1)	0.9	1.0		
	193 ( 9)	352 (13)	545 (22)				

RADIO STATIONS

KAFY, 970, 1 KW	, HISPANIC	UPI, \$ 20.00 (Caballero)	Mary Barro
KERN, 1410, 1 KW	, MOR	ABC I, ABC T, \$ 23.00 (Christal)	Terry Dorsey
KGEO, 1230, 1 KW	, OLDIES	RADRAD, \$ 16.00 (Mc-Guild)	Gary Conard
KUZZ, 550, 5 KW (DA-2)	, SEE KUZZ-F		
KWAC, 1490, 1 KW	, HISPANIC	, \$ 30.00 (Lotus)	Ed Hopple
KGFM-F, 101.5, 5 KW @ 1280, BTFE/EZ		, \$ 30.00 (Mc-Guild)	Gary Conard
KIWI-F, 92.1, 3 KW @ 269, CLASSICAL		, \$ 18.00 (CMBS)	Bob Duffy
KKBB-F, 97.7, 3 KW @ 300, AOR		, \$ 28.00 (Republic)	---
KKXX-F, 105.3, 36 KW @ 580, CHR		, \$ 26.00 (Banner)	(SHAFTER)
KLLY-F, 95.3, 2 KW @ 394, AC		APR, \$ 20.00 (HNWH)	(DELANO)
KQXR-F, 94.1, 5 KW @ 1312, CHR		ABC E, \$ 30.00 (Christal)	Buckley
KUZZ-F, 107.9, 6 KW @ 1340, COUNTRY		, \$ 53.00 (Katz)	Brandon
			Buck Owens

BALTIMORE

Arbitron Rank/Pop (12+): 17/1,975,900  
 MSA Rank/Pop: 15/2,323,900  
 ADI # 22  
 Average Person Ratings: 18.3  
 Market TSL: 24.0 hours

Stations: 35/20  
 Diaries: 1944/1016:1/51.1%  
 Sample Target: 1700  
 % Below Line: 17.1  
 % Not Listed: 7.1

1988 Revenue: \$60,200,000  
 HH Inc.: \$34,570  
 Retail \$: 16.5 Bil  
 Pop per Station: 98,795  
 #1 Biller: WBAL \$9,600,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion	Birch Share	Birch AQH	Birch Cume
1. WBAL (N/T)	349/ 9.6	7.0	5.9	8.3	8.8	7.7	359/4936	4689/23.7	16.8	19.8	64	6.9	268	3529
2. WLIF-F (EZ)	313/ 8.6	9.9	8.7	7.4	9.2	8.6	332/3541	3307/16.7	16.6	16.7	70	6.2	240	2312
3. WXYV-F (B)	277/ 7.6	6.6	8.7	8.0	6.8	7.7	282/3033	2915/14.8	16.0	14.5	101	12.2	475	3591
4. WWMX-F (AC)	266/ 7.3	7.1	7.0	4.9	5.3	6.6	276/3657	3434/17.4	16.9	16.0	142	6.5	254	2763
5. WIYY-F (AOR)	243/ 6.7	6.3	4.7	4.4	4.7	5.5	261/3346	3006/15.2	13.0	13.7	113	6.6	257	2972
6. WPOC-F (C)	237/ 6.5	7.4	5.8	6.4	4.9	6.5	282/3058	2421/12.3	12.6	12.7	97	5.9	228	2122
7. WBSB-F (CHR)	216/ 6.0	5.7	6.0	8.6	7.3	6.6	243/3971	3569/18.1	18.1	19.6	83	7.1	276	3592
8. WQSR-F (O)	101/ 2.8	3.4	3.7	4.0	3.9	3.5	112/2170	1997/10.1	10.0	9.8	164	3.1	120	1511
9. WCBM (N/T)	95/ 2.6	4.3	2.3	0.0	0.6	2.3	96/1109	1087/ 5.5	3.8	2.9	54	3.2	126	974
10. WYST-F (AC)	85/ 2.3	2.8	2.8	2.8	2.6	2.7	86/1708	1684/ 8.5	9.0	8.1	157	1.6	62	1158
11. WHFS-F (AOR)	83/ 2.3	2.2	2.3	1.8	1.3	2.2	87/1363	1291/ 6.5	4.4	4.2	135	2.4	94	1054
12. WBGR (REL)	76/ 2.1	2.4	2.4	3.3	2.6	2.5	76/969	969/ 4.9	5.0	5.0	95	2.6	102	663
13. WGRX-F (AOR)	73/ 2.0	2.5	2.7	2.8	2.8	2.5	125/2211	1550/ 7.8	7.7	9.2	125	3.0	118	1487
14. WPGC-F (CHR)	71/ 2.0	1.6	1.4	1.0	1.1	1.5	79/1559	1433/ 7.3	6.1	4.1	100	1.5	60	1124
WWIN-F (CHR/U)	71/ 2.0	1.8	2.7	3.1	3.0	2.4	73/1555	1548/ 7.8	9.9	8.8	80	0.0	0	0
16. WWIN (B)	61/ 1.7	1.8	2.1	2.0	1.7	1.9	61/1047	1047/ 5.3	5.6	5.4	141	2.1	81	871
17. WWDC-F (AOR)	58/ 1.6	2.3	2.5	2.4	2.7	2.2	73/1763	1470/ 7.4	8.5	9.6	131	2.1	82	1123
18. WITH (BB)	56/ 1.5	1.4	2.1	1.9	2.8	1.7	56/799	799/ 4.0	4.7	5.4	27	1.0	40	560
WCAO (C)	56/ 1.5	2.6	3.0	2.5	2.6	2.4	58/901	868/ 4.4	6.7	6.1	87	1.9	75	984
20. WHUR-F (B)	51/ 1.4	1.2	1.7	1.4	2.0	1.4	54/944	872/ 4.4	5.3	6.2	143	1.4	55	886
21. WFBR (O)	50/ 1.4	1.3	1.3	4.0	3.9	2.0	51/871	854/ 4.3	5.1	7.5	86	1.0	40	558
22.														
23.														
24.														
25.														

12+ FM SHARE (METRO): 74.24% (2501 of 3369) (SPG 88: 70.64%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBSB-F	1 WIYY-F	1 WWMX-F<	1 WWMX-F	1 WWMX-F>	1 WBAL	1 WBAL >	1 WLIF-F	1 WLIF-F	1 WBAL >	1 WXYV-F>>
2 WXYV-F>>	2 WXYV-F	2 WIYY-F	2 WIYY-F<	2 WXYV-F<	2 WLIF-F>	2 WLIF-F<	2 WWMX-F	2 WWMX-F	2 WXYV-F>	2 WBAL >>
3	3 WWMX-F>	3 WXYV-F>	3 WXYV-F>	3 WIYY-F	3 WPOC-F>	3 WPOC-F	3 WIYY-F<	3 WXYV-F<	3 WBSB-F	3 WLIF-F
4	4 WBSB-F	4 WBSB-F	4 WPOC-F	4 WPOC-F<	4 WWMX-F	4 WXYV-F<	4 WBAL	4 WIYY-F	4 WIYY-F	4 WCBM <
5	5	5 WPOC-F	5 WBSB-F	5 WBAL <	5 WCBM	5 WWMX-F<	5 WXYV-F<	5 WPOC-F	5 WWMX-F	5 WIYY-F
6	6	6 WBAL	6 WBAL <	6 WLIF-F	6	6 WIYY-F	6 WPOC-F>	6 WBSB-F<	6	6 WWMX-F
7	7	7 WQSR-F	7 WQSR-F	7	7	7 WBSB-F	7 WBSB-F	7 WBAL >>	7	7 WBSB-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 WXYV-F<	1 WWMX-F	1 WWMX-F>	1 WWMX-F	1 WWMX-F>	1 WIYY-F>	1 WIYY-F>	1 WIYY-F>	1 WIYY-F>	1 WIYY-F
2 WBSB-F>	2 WXYV-F>	2 WXYV-F>	2 WXYV-F	2 WXYV-F	2 WXYV-F>	2 WXYV-F>	2 WXYV-F	2 WXYV-F	2 WWMX-F
3 WIYY-F<	3 WBSB-F	3 WIYY-F	3 WBSB-F>	3 WLIF-F	3 WBSB-F>	3 WWMX-F	3 WWMX-F	3 WWMX-F	3 WBAL
4 WWMX-F>>	4 WIYY-F>	4 WBSB-F	4 WIYY-F	4 WPOC-F	4 WWMX-F<	4 WBSB-F<	4 WHFS-F	4 WBAL	4 WXYV-F
5 WRQX-F	5 WPOC-F	5 WPOC-F	5 WPOC-F	5 WBSB-F	5 WWIN-F	5 WHFS-F	5 WBAL <	5 WPOC-F	5 WPOC-F
6 WWIN-F	6	6	6 WLIF-F	6 WYST-F	6 WWDC-F	6	6 WGRX-F	6 WBSB-F	6 WLIF-F<
WPOC-F	7	7	7	7	7	7	7	7	7 WQSR-F

FORMATS	AM	FM	TOTAL	%	SPG 88	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		434 ( 5)	434 ( 5)	12.9	10.2		WEBB 1360 Baltimore 1.3/5.0
AOR/CLASSIC		470 ( 5)	470 ( 5)	14.0	12.7		WRBS-F 95.1 Baltimore 1.2/3.0
AC/OLDIES/SOFT ROCK	83 ( 2)	602 ( 5)	685 ( 7)	20.3	14.7		WYST 1010 Baltimore 0.9/2.1
MOR/VARIETY	13 ( 1)		13 ( 1)	0.4	4.3		
COUNTRY	56 ( 1)	254 ( 2)	310 ( 3)	9.2	9.0		WASH-F 97.1 Washington 0.8/2.4
BLACK/URBAN	109 ( 2)	344 ( 3)	453 ( 5)	13.4	18.9		WAVA-F 105.1 Arlington/Wash 0.8/3.2
BEAUTIFUL/EASY		334 ( 2)	334 ( 2)	9.9	11.1		WCXR-F 105.9 Woodbridge/Wash 0.4/0.7
NEWS/TALK	475 ( 3)		475 ( 3)	14.1	11.4		WGAY-F 99.5 Washington 0.6/2.1
NOSTALGIA	56 ( 1)		56 ( 1)	1.7	3.1		WKYS-F 93.9 Washington 0.4/1.7
RELIGION/GOSPEL	76 ( 1)	43 ( 1)	119 ( 2)	3.5	4.2		WMAL 630 Washington 0.4/0.8
SPANISH							WMZQ 1390 Arlington
CLASSICAL					0.3		WMZQ-F 98.7 Washington 0.5/1.4
JAZZ/NEW AGE							
UNKNOWN/OTHERS		20 ( 1)	20 ( 1)	0.6			
		868 (11)	2501 (24)	3369 (35)			

AM STATIONS

WBAL, 1090, 50 KW (DA-N) , NEWS/TA2K	ABC E, \$ 130.00 (HNWH)	Hearst	Dave Barrett
WBGR, 860, 2.5 KW/100 W(DA-1), RELIG/GOSPEL	NBN, \$ 45.00 (Roslin)	Mortenson	Sam Beasley
WCAO, 600, 5 KW (DA-1) , COUNTRY	NBC, \$ 60.00 (Mc-Guild)	Summit	Roy Deutschman
WCBM, 680, 10 KW/5 KW (DA-2), TALK	ACB I, ABC T, \$ 45.00 (Katz)		Bud Paras
WEBB, 1360, 5 KW/1.7 KW(DA-1),BLACK	SBN, \$ 35.00 (Roslin)		Dorothy Brunson
WFBR, 1300, 5 KW (DA-1) , OLDIES	CBS, \$ 47.00 (Christal)	Infinity	Winnie Brugman
WITH, 1230, 1 KW , NOSTALGIA	MBS, \$ 40.00 (---)		Jim McCotter
WWIN, 1400, 1 KW , BLACK	, \$ 34.00 (Durpetti)	Ragan Henry	---
WYST, 1010, 1 KW (DAYS) , OLDIES	APR, \$ 30.00 (MMR)	United	John Columbus

FM STATIONS

WBSB, 104.3, 50 KW @ 420, CHR	ABC C, \$ 160.00 (Banner)	Scripps-Howard	Jim Fox
WGRX, 100.7, 16 KW @ 858, CLASSIC AOR	ABC F, \$ 54.00 (Durpetti)	Shamrock-Lynett (WESTINSTER)	
			Dwight Dingle
WIYY, 97.9, 13 KW @ 946, AOR	ABC R, \$ 100.00 (HNWH)	Hearst	Dave Barrett
WLIF, 101.9, 13 KW @ 961, BTFL/EZ	, \$ 144.00 (Christal)	Infinity	Winnie Brugman
WPOC, 93.1, 16 KW @ 870, COUNTRY	ABC D, \$ 136.00 (Banner)	Nationwide	Dave Fuelhart
WQSR, 105.7, 50 KW @ 500, OLDIES	CBS US 1, \$ 80.00 (MMR)	Sconnix	---
WRBS, 95.1, 50 KW @ 500, RELIGION	, \$ 20.00 (---)		J. Bisset
WWIN, 95.9, 3 KW @ 300, CHR/URBAN	, \$ 130.00 (Durpetti)	Ragan Henry	---
WWIN, 106.5, 7 KW @ 1182, AC	, \$ 130.00 (Katz)	Capitol-Goodman	Stu Frankel
WXYV, 102.7, 50 KW @ 400, BLACK	, \$ 127.00 (Mc-Guild)	Summit	Roy Deutschman
WYST, 92.3, 10 KW @ 550, AC	APR, \$ 70.00 (MMR)	United	John Columbus

CALL LETTER CHANGES

WGHT-F changes to WWIN-F (May)

FORMAT CHANGES

STATION SALES

WITH sold for \$1,740,000  
 WFBR, WLIF-F sold by JAG  
 to Infinity for  
 \$22,000,000...WYST AF sold  
 by United to TA/Shaw for  
 \$\_\_\_\_\_ (Americom).

BATON ROUGE

Arbitron Rank/Pop (12+): 78/445,500  
 MSA Rank/Pop: 92/545,200  
 ADI # 93  
 Average Person Ratings: 17.0  
 Market TSL: 22.50 hours

Stations: 20/15  
 Diaries: 911/489:1/48.7%  
 Sample Target: 820  
 % Below Line: 10.2  
 % Not Listed: 8.2

1988 Revenue: \$11,800,000  
 HH Inc.: \$31,027  
 Retail \$: 3.7 Bil  
 Pop per Station: 29,700  
 #1 Biller: WYNK-AF \$2,600,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion	Birch Share	Birch AQH	Birch Cume	
1. WYNK-AF (C)	112/14.8	12.7	13.8	14.6	18.3	14.0	248/2668	1116/25.1	27.0	26.3	114	11.9	97	1035	WYNK-AF
2. KQXL-F (B)	102/13.5	11.3	13.1	14.0	11.5	13.0	138/1298	977/21.9	21.3	18.6	96	15.3	126	1310	KQXL-F
3. WFMP-F (CHR)	93/12.3	10.5	11.2	9.4	9.5	10.9	140/1884	1104/24.8	27.3	26.1	61	12.4	102	1550	WFMP-F
4. WXOK (B)	62/ 8.2	7.8	10.1	12.8	9.1	9.7	64/860	771/17.3	17.8	16.2	70	7.2	59	638	WXOK
5. WGGZ-F (CHR)	52/ 6.9	7.4	8.9	9.1	9.1	8.1	114/2145	943/21.2	23.2	23.8	72	10.5	86	1406	WGGZ-F
6. WKJN-F (C)	51/ 6.7	7.0	6.7	7.4	5.7	6.9	107/1345	670/15.0	14.6	13.8	99	6.3	52	597	WKJN-F
7. WJBO (N/T)	36/ 4.7	4.8	3.8	3.0	3.7	4.1	44/634	521/11.7	11.5	9.4	96	3.6	30	446	WJBO
8. WTGE-F (AC)	33/ 4.4	7.3	2.7	6.2	4.7	5.2	42/735	559/12.5	9.8	11.7	139	5.4	44	666	WTGE-F
9. KHOM-F (AC)	32/ 4.2	4.3	1.8	0.0	0.0	2.6	82/1016	439/ 9.9	3.6	0.0	169	5.0	41	376	KHOM-F
WNDC (REL)	32/ 4.2	2.1	0.0	0.2	0.0	1.6	34/341	296/ 6.6	0.0	0.4	112	2.7	22	224	WNDC
11. WXLT-F (AOR)	24/ 3.2	2.2	2.0	2.3	3.3	2.4	29/482	365/ 8.2	5.6	5.4	141	1.7	14	274	WXLT-F
12. WCKW-F (AOR)	22/ 2.9	2.8	4.3	4.1	5.1	3.5	80/926	296/ 6.6	9.5	9.1	155	3.3	27	359	WCKW-F
13. KDEA-F (EZ)	14/ 1.8	3.4	3.9	2.3	3.5	2.8	40/647	233/ 5.2	6.3	5.5	106	1.3	11	199	KDEA-F
14.															
15.															

12+ FM SHARE (METRO): 78.16% (544 of 696) (SPG 88: 77.55%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WGGZ-F	1 WFMP-F	1 KQXL-F<	1 WYNK-AF	1 WYNK-AF	1 WYNK-AF>>	1 WYNK-AF>	1 WYNK-AF<	1 WYNK-AF	1 KQXL-F>	1 KQXL-F>>
WFMP-F	KQXL-F>	2 WFMP-F	2 KQXL-F>	2 KQXL-F>	2 WXOK	2 WFMP-F	2 WFMP-F	2 KQXL-F	2 WFMP-F	2 WYNK-F
3 KQXL-F>>	3 WYNK-AF	3 WYNK-AF>	3 WFMP-F	3 WFMP-F	3 WKJN-F	3 KQXL-F	3 KQXL-F>	3 WFMP-F>	3 WYNK-AF	3 WXOK
4 WXOK	4 WGGZ-F>	4 WGGZ-F	4 KHOM-F	4 KHOM-F	4 WJBO <	4 WKJN-F	4 WXOK	4 WGGZ-F	4 WGGZ-F	4 WFMP-F
5 WYNK-AF	5 WTGE-F<	5 WTGE-F	5 WKJN-F	5 WKJN-F	5 WXOK	5 KHOM-F	5 WGGZ-F	5 WNDC	5 WNDC	5 WXLT-F
6	6 WXOK	6	6	6 WTGE-F	6 KQXL-F	6 WGGZ-F	6	6 WKJN-F	6	6
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 WFMP-F>>	1 WFMP-F	1 KQXL-F>	1 WYNK-AF	1 WYNK-AF>	1 WFMP-F>>	1 KQXL-F	1 KQXL-F<	1 KQXL-F	1 WYNK-AF
2 KQXL-F>	2 KQXL-F>	2 WYNK-AF	WFMP-F	2 KQXL-F	2 KQXL-F>>	2 WFMP-F>	2 WYNK-AF>	2 WFMP-F	2 KQXL-F>
3 WGGZ-F>	3 WYNK-AF	3 WFMP-F>	3 KQXL-F>	3 WFMP-F	3 WGGZ-F>	3 WYNK-AF	3 WTGE-F	3 WYNK-AF>	3 WCKW-F
4 WYNK-AF	4 WGGZ-F>	4 WKJN-F	4 WGGZ-F	4 WKJN-F	4 WXOK >	4 WGGZ-F	4 WFMP-F	4 WTGE-F	4 KHOM-F
WXOK	5 WXOK	WGGZ-F	5	5 KHOM-F	5 WKJN-F	5 WTGE-F	5 WCKW-F	5 WCKW-F	5 WTGE-F
6 WTGE-F	6 WKJN-F	6 WXLT-F	6	6	6	6 WXOK	6 WNDC	6 WGGZ-F	6

FORMATS	AM	FM	TOTAL	%	SPG 88	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		145 ( 2)	145 ( 2)	20.8	20.2		WKJN 1300 Baton Rouge 0.4/1.8
AOR/CLASSIC		46 ( 2)	46 ( 2)	6.6	5.6		WLUX 1550 Baton Rouge 0.4/1.6
AC/OLDIES/SOFT ROCK		65 ( 2)	65 ( 2)	9.3	9.9		WQCK-F 92.7 Clinton 1.1/2.9
MOR/VARIETY							WTKL 1260 Baton Rouge 1.1/2.9
COUNTRY	6 ( 2)	160 ( 2)	166 ( 4)	23.9	26.1		
BLACK/URBAN	62 ( 1)	106 ( 2)	168 ( 3)	24.1	24.9		
BEAUTIFUL/EASY	8 ( 1)	14 ( 1)	22 ( 2)	3.2	4.9		
NEWS/TALK	41 ( 2)		41 ( 2)	5.9	4.8		
NOSTALGIA							
RELIGION/GOSPEL	35 ( 2)	8 ( 1)	43 ( 3)	6.2	3.6		WWL 870 New Orleans 0.7/2.2
SPANISH							WYLD-F 98.5 New Orleans 0.5/1.3
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	152 ( 8)	544 (12)	696 (20)				

RADIO STATIONS

WJBO, 1150, 5 KW (DA-1)	, TALK	CBS, TALKNT, \$ 24.00 (HNWH)	
WNDC, 910, 1 KW (DA-1)	, GOSPEL	, \$ 10.00 (Republic)	George Jenne
WTKL, 1260, 1 KW (DAYS)	, BTFL/EZ	, \$ 13.00 (---)	Jim Thompson
WXOK, 1460, 5 KW/1 KW (DA-3)	, BLACK	NBC, \$ 26.00 (Torbet)	Louis Bathen
			Letita Jackson
KQXL-F, 106.5, 50 KW @ 300, BLACK		SBN, ABC F, \$ 35.00 (Banner)	(NEW ROADS)
WFMP-F, 102.5, 85 KW @ 1200, CHR		, \$ 56.00 (HNWH)	Peter Moncrieffe
WGGZ-F, 98.1, 95 KW @ 1550, CHR		RADRAD, ABC C, \$ 50.00 (Katz)	George Jenne
WKJN-F, 103.3, 100 KW @ 1045, COUNTRY		MBS, \$ 44.00 (Christal)	(HAMMOND)
			Mervyn Rhys
			Don Nelson
WQCK-F, 92.7, 3 KW @ 300, RELIGION		, \$ 9.00 (---)	(CLINTON)
WTGE-F, 100.7, 95 KW @ 690, AC		, \$ 37.00 (Republic)	---
WXLT-F, 94.1, 100 KW @ 980, AOR		, \$ 10.00 (Southern)	(MACOMB, MS)
WYNK-F, 101.5, 100 KW @ 1550, COUNTRY		ABC E, \$ 63.00 (Katz)	Narragansett
			Jim Thompson
			Susan Dowdy
			John Peroyea

MISCELLANEOUS COMMENTS: WTGE changes calls to WNDC (March)...WNDC changes to GOSPEL (March)...  
 WJBO, WFMP-F sold to George Jenne for \$9,100,000 (Comm. Equity).

BEAUMONT

Arbitron Rank/Pop (12+): 110/310,900

Stations: 21/16  
Diaries: 852/365:1/53.7%  
Sample Target: 710  
% Below Line: 7.6  
% Not Listed: 9.9

1988 Revenue: \$7,700,000  
HH Inc.: \$33,427  
Retail \$: 2.7 Bil  
Pop per Station: 19,431  
#1 Biller: KYKR-F \$1,300,000

MSA Rank/Pop: 126/366,100  
ADI # 137

Average Person Ratings: 16.6  
Market TSL: 22.5 hours

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. KHYS-F (B)	65/12.6	10.5	16.6	12.9	15.0	13.1	78/788	600/19.3	17.1	17.6	94	17.9	92	716	KHYS-F
2. KYKR-F (C)	55/10.7	10.5	9.6	12.5	13.4	10.8	60/802	687/22.1	20.1	23.4	110	10.1	52	645	KYKR-F
3. KAYD-F (C)	54/10.5	10.5	9.8	6.8	6.7	9.4	67/725	585/18.8	15.9	12.1	102	11.5	59	591	KAYD-F
4. KQXY-F (EZ)	38/ 7.4	7.4	5.0	7.0	6.9	6.7	54/652	483/15.5	11.5	13.8	77	3.1	16	291	KQNY-F
KIOC-F (CHR)	38/ 7.4	5.2	11.0	7.6	4.9	7.8	49/801	564/18.1	18.9	13.9	58	7.6	39	539	KIOC-F
6. KZZB-F (CHR)	34/ 6.6	6.4	7.3	13.3	11.1	8.4	42/920	815/25.8	23.1	23.5	97	9.2	47	866	KZZB-F
KWIC-F (AOR)	34/ 6.6	5.4	4.6	4.4	7.7	5.3	37/415	362/11.6	11.3	12.6	145	8.0	41	509	KWIC-F
8. KKM-F (AC)	29/ 5.6	7.0	6.4	6.4	5.5	6.3	37/640	515/16.6	15.6	9.9	154	7.2	37	536	KKMY-F
9. KALO (REL)	28/ 5.4	6.4	4.0	3.0	2.4	4.7	36/337	241/ 7.8	7.7	5.3	113	3.9	20	211	KALO
10. KTRH (N/T)	22/ 4.3	4.1	2.3	3.0	2.2	3.4	23/325	277/ 8.9	7.4	7.1	67	2.1	11	268	KTRH
11. KLVI (C)	21/ 4.1	5.2	6.7	7.6	4.5	5.9	35/473	348/11.2	16.0	12.0	78	4.5	23	393	KLVI
12.															
13.															
14.															
15.															

12+ FM SHARE (METRO): 78.23% (363 of 464) (SPG 88: 79.75%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KIOC-F	1 KHYS-F	1 KHYS-F>	1 KHYS-F	1 KYKR-F	1 KYKR-F	1 KYKR-F	1 KYKR-F	1 KHYS-F>	1 KHYS-F>	1 KYKR-F<
KHYS-F>>	2 KWIC-F	2 KAYD-F<	2 KWIC-F<	KHYS-F	2 KQXY-F	2 KHYS-F<	2 KHYS-F<	2 KYKR-F<	2 KAYD-F	2 KLVI
3 KZZB-F>>	3 KAYD-F	3 KWIC-F<	3 KYKR-F	3 KAYD-F	3 KAYD-F>	3 KAYD-F	3 KQXY-F	3 KAYD-F	3 KYKR-F	KAYD-F
4	4 KIOC-F	4 KYKR-F	4 KAYD-F	4 KWIC-F	4 KTRH <	4 KALO	4 KAYD-F	4 KIOC-F	4 KIOC-F	4 KHYS-F>>
5	5 KZZB-F	5	5 KKM-F	5 KKM-F	5 KALO	5 KQXY-F	5	5 KZZB-F	5	5
								KWIC-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 KHYS-F>	1 KHYS-F>	1 KHYS-F>	1 KHYS-F	1 KYKR-F		1 KAYD-F	1 KWIC-F	1 KWIC-F>>	1 KWIC-F	1 KWIC-F
2 KIOC-F>	2 KZZB-F	2 KKM-F	2 KYKR-F	2 KHYS-F		2 KHYS-F	2 KHYS-F	2 KHYS-F>	KAYD-F	2 KAYD-F
3 KZZB-F>	3 KWIC-F	3 KZZB-F	3 KKM-F	3 KKM-F		3 KIOC-F	3 KAYD-F	3 KIOC-F	3 KHYS-F>	3 KHYS-F>
4 KWIC-F	KKM-F	KWIC-F	4 KZZB-F	4 KAYD-F		4 KYKR-F	4 KIOC-F	KAYD-F	4 KIOC-F	4 KYKR-F
KAYD-F	KIOC-F	KAYD-F	5 KAYD-F	5 KQXY-F		5 KLOL-F	5	5 KKM-F	5 KYKR-F	5 KKM-F
	KAYD-F					KWIC-F				KALO

FORMATS	AM	FM	TOTAL	%	SPG 88	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP		72 ( 2)	72 ( 2)	15.5	20.0	KAYC	1450	Beaumont	1.2/2.6
AOR/CLASSIC		38 ( 2)	38 ( 2)	8.2	5.4	KDLF	1150	Port Neches	1.2/1.7
AC/OLDIES/SOFT ROCK	13 ( 2)	31 ( 2)	44 ( 4)	9.5	6.9	KOGT	1600	Orange	0.8/1.2
MOR/VARIETY						KOLE	1340	Port Arthur	1.4/1.8
COUNTRY	25 ( 2)	109 ( 2)	134 ( 4)	28.9	29.9	KQXY	1510	Nederland	0.8/2.8
BLACK/URBAN		73 ( 2)	73 ( 2)	15.7	23.6	KTFA-F	92.1	Groves	0.4/3.2
BEAUTIFUL/EASY	4 ( 1)	38 ( 1)	42 ( 2)	9.1	5.4	KZZB	990	Beaumont/PtArth	
NEWS/TALK	25 ( 2)		25 ( 2)	5.4	2.5				
NOSTALGIA					0.8	KFMK-F	97.9	Houston	0.4/1.9
RELIGION/GOSPEL	34 ( 2)	2 ( 1)	36 ( 3)	7.8	4.0	KLOL-F	101.1	Houston	0.8/3.2
SPANISH						KMJQ-F	102.1	Clear Lake City	1.6/4.3
CLASSICAL						KPRC	950	Houston	0.6/1.5
JAZZ/NEW AGE									
UNKNOWN/OTHERS					1.5				
	101 ( 9)	363 (12)	464 (21)						

RADIO STATIONS

KALO, 1250, 5 KW/1 KW (DA-N)	, BLACK	, \$ 17.00 (Katz)	Clear Channel	Dale Matteson
KLVI, 560, 5 KW (DA-N)	, COUNTRY	ABC I, \$ 30.00 (Katz)	Hicks	Tom Boggess
KAYD-F, 97.5, 100 KW @ 500,	COUNTRY	, \$ 34.00 (Banner)		---
KHYS-F, 98.5, 100 KW @ ?	BLACK	RADRAD, \$ 40.00 (Katz)	Clear Channel	Dale Matteson
KIOC-F, 106.1, 100 KW @ 1060,	CHR	, \$ 26.00 (Banner)		Ken Stephens
KKMY-F, 104.5, 100 KW @ 440,	AC	, \$ 30.00 (Eastman)	UNO	Ed Morris
KQXY-F, 94.1, 100 KW @ 647,	BTFL/EZ	, \$ 27.00 (Christal)		Gary Teaney
KTFA-F, 92.1, 3 KW @ 300,	RELIGION	, \$ 15.00 (---)		Ralph McBride
KWIC-F, 107.9, 100 KW @ 392,	AOR	ABC R, \$ 26.00 (Banner)		Charles Pyle
KYKR-F, 93.3, 100 KW @ 414,	COUNTRY	, \$ 47.00 (Katz)	Hicks	Tom Boggess
KZZB-F, 95.1, 100 KW @ 414,	CHR	, \$ 40.00 (Christal)		Jerry Condra

MISCELLANEOUS COMMENTS: KDVE changes calls to KQXY (June)...KDVE changes to BTFL/EZ (June)...  
KWIC A/F sold for \$3,900,000...KAYC, KAYD-F sold for \$1,500,000 (E)...  
KZZB A/F sold to Design Media for \$2,100,000 (Blackburn).

**BILLINGS**

Arbitron Rank/Pop (12+): 229/98,700

Stations: 11/11  
Diaries: 524/188:1/52.2%  
Sample Target: 550  
% Below Line: 0.0  
% Not Listed: 10.5

1988 Revenue: \$4,100,000  
HH Inc.: \$29,212  
Retail \$: 1.0 Bil  
Pop per Station: 8,972  
#1 Biller: KGHL \$1,100,000

MSA Rank/Pop: 294/120,500  
ADI # 16 (w/ Hardin)  
Average Person Ratings: 17.3  
Market TSL: 23.00 hours

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KZLS-F (CHR)	27/15.8	----	15.7	----	10.2	----	28/339	318/32.2	27.1	25.2	72	15.8	26	334	KZLS-F
2. KYYA-F (CHR)	22/12.9	----	14.4	----	22.2	----	29/396	325/32.9	34.6	41.6	96	17.6	29	394	KYYA-F
KGHL (C)	22/12.9	----	22.2	----	26.3	----	61/542	254/25.7	29.3	37.6	88	12.7	21	266	KGHL
4. KIDX-F (AC)	20/11.7	----	9.2	----	10.8	----	21/227	193/19.6	20.0	23.0	122	9.7	16	158	KIDX-F
KCTR-F (C)	20/11.7	----	6.5	----	7.2	----	22/233	172/17.4	16.2	15.0	122	17.6	29	206	KCTR-F
6. KOHZ-F (EZ)	15/ 8.8	----	7.2	----	-----	----	15/170	168/17.0	11.3	0.0	76	4.8	8	128	KOHZ-F
7. KCTR (C)	9/ 5.3	----	2.6	----	1.2	----	14/218	127/12.9	8.3	8.7	72	3.0	5	88	KCTR
8. KKUL-F (O)	7/ 4.1	----	1.3	----	-----	----	12/157	117/11.9	7.4	0.0	139	2.4	4	33	KKUL-F
9. KURL (REL)	5/ 2.9	----	3.3	----	3.6	----	6/117	87/ 8.8	6.9	11.0	100	3.6	6	130	KURL
10. KUUS (O)	4/ 2.3	----	5.2	----	10.8	----	4/104	90/ 9.1	10.8	12.7	165	1.2	2	50	KUUS
11. KBLG (T)	2/ 1.2	----	3.3	----	3.0	----	4/113	100/10.1	7.8	5.8	158	3.6	6	78	KBLG
12.															
13.															
14.															
15.															

12+ FM SHARE (METRO): 72.55% (111 of 153) (SPG 88: 58.87%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZLS-F>>	1 KZLS-F	1 KZLS-F	1 KIDX-F	1 KIDX-F	1 KGHL	1 KGHL	1 KGHL	1 KZLS-F	1 KZLS-F>>	1 KYYA-F
2 KYYA-F>>	2 KYYA-F	2 KYYA-F	KCTR-F	KCTR-F	2 KOHZ-F	2 KZLS-F	2 KIDX-F	2 KIDX-F	2 KYYA-F	KURL
3	3 KIDX-F	KIDX-F	3 KZLS-F	3 KYYA-F	3 KCTR-F>	3 KYYA-F	3 KZLS-F<	3 KCTR-F<	KIDX-F>	KKUL-F
4	4 KCTR-F	4 KCTR-F	KYYA-F	4 KZLS-F	4 KIDX-F	4 KCTR-F	4 KYYA-F	4 KYYA-F	4 KOHZ-F	KCTR >>
5	5	5	5 KGHL	KGHL	5	5 KOHZ-F	KCTR-F	KGHL	KCTR-F	5

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 KZLS-F	1 KZLS-F	1 KCTR-F	1 KZLS-F	1 KIDX-F	1 KZLS-F>>	1 KZLS-F>	1 KZLS-F	1 KZLS-F	1 KIDX-F
KYYA-F>>	KYYA-F	2 KZLS-F	2 KYYA-F	KCTR-F	2 KYYA-F>>	2 KYYA-F	KYYA-F	2 KYYA-F	KGHL
3 KIDX-F	3 KCTR-F	KYYA-F	KIDX-F	3 KZLS-F	3 KIDX-F	3 KIDX-F>	KIDX-F>>	KIDX-F	KCTR-F
KGHL	4 KIDX-F>	KIDX-F>>	KCTR-F	KYYA-F	KCTR	4 KCTR	4	4 KCTR-F	4 KYYA-F
KCTR-F>>	5 KGHL >>	5	5	5	5	5	5	5 KGHL	5 KZLS-F

FORMATS	AM	FM	TOTAL	%	SPG 88 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		49 ( 2)	49 ( 2)	32.0	32.6	
AOR/CLASSIC					5.7	
AC/OLDIES/SOFT ROCK	4 ( 1)	27 ( 2)	31 ( 3)	20.3	13.5	
MOR/VARIETY						
COUNTRY	31 ( 2)	20 ( 1)	51 ( 3)	33.3	36.9	
BLACK/URBAN						
BEAUTIFUL/EASY		15 ( 1)	15 ( 1)	9.8	7.8	
NEWS/TALK	2 ( 1)		2 ( 1)	1.3		
NOSTALGIA						
RELIGION/GOSPEL	5 ( 1)		5 ( 1)	3.3	3.5	
SPANISH						
CLASSICAL						
JAZZ/NEW AGE						
UNKNOWN/OTHERS						
	42 ( 5)	111 ( 6)	153 ( 11)			

**RADIO STATIONS**

KBLG, 910, 1 KW/64 W	, TALK	CBS, ABC T, \$ 8.00 (---)		Tom Erickson
KCTR, 970, 5 KW (DA-N)	, COUNTRY	NBC, \$ N/A (Christal)	Citadel	Keith Tilkens
KGHL, 790, 5 KW (DA-N)	, COUNTRY	ABC I, \$ 25.00 (Eastman)		Dick Elliott
KURL, 730, 5 KW/235 W	, RELIGION	, \$ 7.00 (---)	Enterprise	Herm Elenbaas
KUUS, 1240, 1 KW	, OLDIES	ABC D, \$ 7.00 (Mc-Guild)		Ray McLain
KCTR-F, 102.9, 100 KW @ 500,	COUNTRY	NBC, \$ 18.00 (Christal)	Citadel	Keith Tilkens
KIDX-F, 98.5, 85 KW @ 402,	AC	, \$ 16.00 (Eastman)		Dick Elliott
KKUL-F, 95.5, 100 KW @ -15,	OLDIES	TRNSTR, \$ 10.00 (Republic)	(HARDIN)	---
KOHZ-F, 103.7, 100 KW @ 489,	BTFL/EZ	ABC E, \$ 13.00 (Banner)		Dan Miller
KYYA-F, 93.3, 100 KW @ 700,	CHR	ABC C, \$ 20.00 (Banner)	Meyer	Ron Jones
KZLS-F, 97.1, 35 KW @ 293,	CHR	ABC F, \$ 17.00 (Mc-Guild)		Ray McLain

**MISCELLANEOUS COMMENTS:** KBSR-F changes calls to KKUL-F (March)...KBSR-F changes to OLDIES (March)...  
KRXK sold to Sunbrook for \$102,000.

BINGHAMTON

Arbitron Rank/Pop (12+): 144/244,600  
 MSA Rank/Pop: 166/261,700  
 ADI # 136  
 Average Person Ratings: 16.2  
 Market TSL: 21.5 hours

Stations: 14/13  
 Diaries: 766/319:1/60.8%  
 Sample Target: 700  
 % Below Line: 1.1  
 % Not Listed: 13.7

1988 Revenue: \$6,700,000  
 HH Inc.: \$35,340  
 Retail \$: 1.7 Bil  
 Pop per Station: 18,815  
 #1 Biller: WMRV-F \$1,500,000

12+ METRO	1/4/SHARE	FAL		SPG		4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	%		Conversion	Birch Share	Birch AQH	Birch Cume
		88	88	87	87				25-54	88				
1. WAAL-F (CHR)	71/19.5	----	23.9	----	23.1	----	130/1663	929/41.4	41.9	40.6	96			WAAL-F
2. WMBF (MOR)	58/15.9	----	15.2	----	16.8	----	60/641	582/25.9	23.7	28.0	46			WMBF
3. WHWK-F (C)	55/15.1	----	15.2	----	13.8	----	102/901	530/23.6	20.8	23.4	117			WHWK-F
4. WMRV-F (AC)	39/10.7	----	12.1	----	14.0	----	44/648	548/24.4	29.1	30.0	150			WMRV-F
5. WKGB-F (AOR)	22/ 6.0	----	----	----	----	----	24/348	279/12.4	0.0	0.0	122			WKGB-F
6. WINR (BB)	20/ 5.5	----	9.1	----	4.4	----	21/305	271/12.1	15.5	12.1	38			WINR
7. WQXT-F (AOR)	13/ 3.6	----	4.2	----	3.0	----	13/291	246/11.0	9.2	6.6	131			WQXT-F
8. WRSF (O)	10/ 2.7	----	4.5	----	5.0	----	11/204	180/ 8.0	10.1	11.0	152			WRSF
9. WENE (?)	10/ 2.7	----	2.1	----	4.4	----	10/258	248/11.0	11.3	12.1	115			WENE

12+ FM SHARE (METRO): 67.52% (212 of 314) (SPG 88: 63.92%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAAL-F>>	1 WAAL-F>>	1 WAAL-F>	1 WAAL-F	1 WAAL-F	1 WMBF	1 WMBF	1 WAAL-F	1 WAAL-F	1 WAAL-F>>	1 WMBF
2	2 WKGB-F	2 WMRV-F	2 WMRV-F	2 WHWK-F	2 WHWK-F>>	2 WAAL-F	2 WHWK-F	2 WHWK-F>	2 WHWK-F<	2 WHWK-F>
3	3 WMRV-F>	3 WHWK-F>	3 WHWK-F>	3 WMRV-F>>	3 WMRV-F	3 WHWK-F>	3 WMBF	3 WMBF <	3 WMBF	3 WAAL-F
4	4 WHWK-F	4 WKGB-F	4 WKGB-F	4 WMBF	4 WMBF	4 WMRV-F>>	4 WMRV-F>>	4 WMRV-F	4 WKGB-F>	4
5	5	5	5 WMBF	5 WKGB-F	5 WAAL-F>>	5	5	5	5 WMRV-F	5

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 WAAL-F>>	1 WAAL-F>>	1 WMRV-F	1 WAAL-F>	1 WMRV-F	1 WKGB-F>	1 WAAL-F	1 WAAL-F>	1 WAAL-F	1 WAAL-F	1 WAAL-F<
2 WMBF	2 WMRV-F>	2 WAAL-F>	2 WMRV-F	2 WAAL-F	2 WAAL-F>	2 WKGB-F>>	2 WKGB-F>	2 WKGB-F	2 WKGB-F	2 WHWK-F>
3 WMRV-F	3 WHWK-F>	3 WHWK-F>	3 WHWK-F>	3 WHWK-F>>	3 WMRV-F>	3 WMRV-F	3 WHWK-F>	3 WMRV-F	3 WMRV-F	3 WMRV-F
4 WHWK-F>>	4 WQXT-F	4 WQXT-F	4 WMBF	4 WMBF	4 WQXT-F>>	4 WHWK-F	4 WMRV-F	4 WHWK-F	4 WHWK-F	4 WKGB-F
5	5 WMBF	5 WKGB-F	5	5	5	5 WQXT-F	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 88	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		71 ( 1)	71 ( 1)	22.6		WEBO 1330 Owego 0.8/2.9
AOR/CLASSIC		35 ( 2)	35 ( 2)	11.1		WMXW-F 103.3 Binghamton 1.9/2.1
AC/OLDIES/SOFT ROCK	10 ( 1)	39 ( 1)	49 ( 2)	15.6		
MOR/VARIETY	62 ( 3)	1 ( 1)	63 ( 4)	20.1		WNYP-F 99.9 Cortland 1.1/3.1
COUNTRY		55 ( 1)	55 ( 1)	17.5		
BLACK/URBAN						
BEAUTIFUL/EASY						
NEWS/TALK						
NOSTALGIA	20 ( 1)		20 ( 1)	6.4		
RELIGION/GOSPEL						
SPANISH						
CLASSICAL						
JAZZ/NEW AGE						
UNKNOWN/OTHERS	10 ( 1)	11 ( 2)	21 ( 3)	6.7		
	102 ( 6)	212 ( 8)	314 ( 14)			

RADIO STATIONS

WENE, 1430, 5 KW (DA-N), ?	ABC E, \$ 13.00 (HNWH)	Command	---
WINR, 680, 1 KW/500 W (DA-2), NOST/MOR	CBS, \$ 15.00 (K & P)		Mary Lou Dimmick
WMBF, 1290, 5 KW (DA-N), MOR	NBC, \$ 30.00 (Katz)	Stoner	Roger Conklin
WRSF, 1360, 5 KW/500 W (DA-2), OLDIES	US 2, \$ 13.00 (Durpetti)	Regional	George Rossi
WAAL-F, 99.1, 7 KW @ 1090, CHR	ABC F, \$ 36.00 (Durpetti)	Regional	George Rossi
WHWK-F, 98.1, 10 KW @ 950, COUNTRY	, \$ 32.00 (Katz)	Stoner	Roger Conklin
WKGB-F, 92.5, 1 KW @ 531, AOR	, \$ N/A (---)		(SUSQUEHANNA, PA)
WMRV-F, 105.7, 35 KW @ 570, AC	, \$ 30.00 (HNWH)	Command	Pat Parish
WQXT-F, 101.7, 1 KW @ 450, AOR/OLDIES	, \$ 12.00 (Torbet)		(OWEGO) Tom Shiptenko

BIRMINGHAM

Arbitron Rank/Pop (12+): 51/767,600  
 MSA Rank/Pop: 56/921,000  
 Average Person Ratings: 16.5  
 Market TSL: 22.25 hours

Stations: 25/22  
 Diaries: 1225/627:1/55.7%  
 Sample Target: 1080  
 % Below Line: 2.3  
 % Not Listed: 7.6

1988 Revenue: \$24,800,000  
 HH Inc.: \$27,914  
 Retail \$: 5.3 Bil  
 Pop per Station: 34,890  
 #1 Biller: WZZK-AF \$6,000,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WZZK-AF (C)	238/18.7	17.5	14.7	14.5	14.8	16.4	343/3917	2354/30.7	27.1	27.9	117	16.2	190	2100	WZZK-AF
2. WENN-F (B)	139/11.0	10.5	9.4	10.0	10.9	10.2	211/2311	1614/21.0	18.0	16.8	98	11.1	145	1831	WENN-F
3. WMJJ-F (AC)	132/10.4	8.3	12.5	11.2	13.8	10.6	168/1970	1489/19.4	22.9	24.3	153	7.5	98	1293	WMJJ-F
4. WZRR-F (AOR)	104/ 8.2	10.4	4.2	4.2	3.8	6.8	143/1565	1085/14.1	11.7	11.7	121	13.9	182	1611	WZRR-F
5. WAPI-F (CHR)	93/ 7.3	8.4	9.0	11.7	9.8	9.1	156/2443	1445/18.8	21.4	23.1	56	11.9	156	1812	WAPI-F
6. WKXX-F (B)	90/ 7.1	7.3	8.0	9.9	10.0	8.1	115/2021	1630/21.2	21.7	19.8	73	10.4	136	1963	WKXX-F
7. WERC (N/T)	71/ 5.6	3.6	4.9	5.5	5.6	4.9	72/897	855/11.1	12.6	10.6	93	3.4	44	610	WERC
8. WATV (B)	51/ 4.0	3.7	4.8	5.0	4.1	4.4	52/806	768/10.0	8.7	7.9	60	3.1	40	585	WATV
9. WAPI (BB)	47/ 3.7	4.5	5.3	3.6	2.7	4.3	57/694	649/ 8.5	11.3	7.8	43	2.3	30	443	WAPI
10. WAGG (REL)	37/ 2.9	2.7	5.0	2.4	3.3	3.3	38/452	446/ 5.8	7.7	4.5	83	1.7	22	220	WAGG
11. WDJC-F (REL)	36/ 2.8	2.9	3.5	2.4	2.4	2.9	51/1151	634/ 8.3	9.7	7.8	143	3.1	41	644	WDJC-F
12. WJLD (B)	22/ 1.7	2.8	1.8	2.9	2.6	2.3	22/581	560/ 7.3	6.1	6.8	124	2.6	34	583	WJLD

12+ FM SHARE (METRO): 73.70% (863 of 1171) (SPG 88: 73.95%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAPI-F	1 WZZK-AF	1 WZZK-AF	1 WZZK-AF	1 WZZK-AF	1 WZZK-AF	1 WZZK-AF	1 WZZK-AF	1 WZZK-AF	1 WENN-F	1 WZZK-F
2 WENN-F	2 WZRR-F	2 WMJJ-F	2 WMJJ-F	2 WMJJ-F	2 WERC	2 WMJJ-F	2 WMJJ-F	2 WMJJ-F	2 WKXX-F	2 WERC
3 WKXX-F	3 WMJJ-F	3 WZRR-F	3 WZRR-F	3 WZRR-F	3 WENN-F	3 WMJJ-F	3 WENN-F	3 WZRR-F	3 WENN-F	3 WZZK-AF
4	4 WENN-F	4 WENN-F	4 WENN-F	4 WZRR-F	4 WENN-F	4 WERC	4 WKXX-F	4 WZRR-F	4 WAPI-F	4 WKXX-F
5	5 WKXX-F	5 WKXX-F	5 WKXX-F	5 WKXX-F	5	5 WZRR-F	5 WAPI-F	5 WAPI-F	5 WZRR-F	5 WMJJ-F
6	6 WAPI-F	6 WAPI-F	6	6 WERC	6	6 WAPI-F	6 WERC	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 88	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP		93 (1)	93 (1)	7.9	12.5	WAYE	1220	Birmingham	0.8/3.1
AOR/CLASSIC		104 (1)	104 (1)	8.9		WCRL	1570	Oneonta	0.5/1.1
AC/OLDIES/SOFT ROCK	13 (1)	145 (2)	158 (3)	13.5	20.4	WCRT	1260	Birmingham	1.0/2.4
MOR/VARIETY						WFFN-F	92.9	Cordova	0.8/1.1
COUNTRY	32 (3)	245 (3)	277 (6)	23.7	17.8	WPHK	1430	Pell City	0.3/1.1
BLACK/URBAN	73 (2)	229 (2)	302 (4)	25.8	30.2	WKLD-F	97.7	Oneonta	0.4/1.0
BEAUTIFUL/EASY		6 (1)	6 (1)	0.5	0.4	WLPH	1480	Irondale	1.1/1.1
NEWS/TALK	71 (1)		71 (1)	6.1	6.2	WVOK	690	Birmingham	0.9/4.7
NOSTALGIA	47 (1)		47 (1)	4.0	2.9	WYDE	850	Birmingham	0.4/2.4
RELIGION/GOSPEL	66 (4)	36 (1)	102 (5)	8.7	8.7				
SPANISH						WHMA-F	100.5	Anniston/Gasden	0.8/1.7
CLASSICAL						WRSB-F	96.9	Decatur/Huntsvle	0.5/0.9
JAZZ/NEW AGE						WZBQ	1150	Tuscaloosa	
UNKNOWN/OTHERS	6 (1)	5 (1)	11 (2)	0.9	0.9	WZBQ-F	102.5	Jasper	1.0/4.3
	308 (13)	863 (12)	1171 (25)						

RADIO STATIONS

WAGG, 1320, 5 KW		GOSPEL	NBN, \$ 30.00 (HNWH)		Kirkwood Balton
WAPI, 1070, 50 KW/5 KW (DA-N)		NOSTALGIA	NBC, \$ 29.00 (Christal)	Dittman	Bernie Barker
WATV, 900, 1 KW		BLACK	ABC E, \$ 30.00 (Roslin)		Erskine Fausch
WAYE, 1220, 1 KW (DAYS)		RELIGION		Willis	Alvin McCottry
WCRT, 1260, 5 KW/41 W		OLDIES	CNN, TRNSTR, \$ 16.00 (Banner)		Allan Woodall
WERC, 960, 5 KW (DA-N)		NEWS/TALK		Sungroup	Rice Baxter
WJLD, 1400, 1 KW		BLACK	MBC, SBN, \$ 21.00 (---)		Gary Richardson
WVOK, 690, 50 KW/30 W		COUNTRY	CBS, \$ 17.00 (Republic)	Dick	Michael Hammond
WZZK, 610, 5 KW/1 KW (DA-N)		SIMULCAST WITH WZZK-F			
WAPI-F, 94.5, 98 KW @ 1214, CHR			ABC C, \$ 80.00 (Christal)	Dittman	Bernie Barker
WDJC-F, 93.7, 99 KW @ 984, RELIGION				Crawford	
WENN-F, 107.7, 100 KW @ 640, BLACK			NBN, \$ 57.00 (HNWH)		
WKXX-F, 106.9, 99 KW @ 1114, URBAN/CHR			ABC D, \$ 59.00 (Mc-Guild)	Sungroup	Kirkwood Balton
WMJJ-F, 96.5, 100 KW @ 1026, AC				Capitol-Johnson	Rice Baxter
WZRR-F, 99.5, 100 KW @ 869, CLASSIC AOR				Dick	Bill Stoeffhaas
WZZK-F, 104.7, 100 KW @ 1300, COUNTRY				NewCity	Michael Hammond
					Jerdan Bullard



BLOOMINGTON

Arbitron Rank/Pop (12+): 223/105,300  
 MSA Rank/Pop: 292/123,700  
 Peoria ADI  
 Average Person Ratings: 17.5  
 Market TSL: 22.5 hours

Stations: 13/5  
 Diaries: 613/172:1 /57.8%  
 Sample Target: 550  
 % Below Line: 2.2  
 % Not Listed: 17.4

1988 Revenue: \$4,700,000  
 HH Inc.: \$36,179  
 Retail \$: 0.9 Bil  
 Pop per Station: 21,060  
 #1 Biller: WJBC \$2,200,000

12+ METRO	1/4/SHARE	FAL		SPG		4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME		% 25-54 Conversion		Birch Share	Birch AQH	Birch Cume
		88	88	87	87			FAL	SPG	FAL	SPG			
1. WJBC (MOR)	48/26.1	----	33.8	----	30.0	----	60/564	443/42.1	46.4	45.8	88			WJBC
2. WBNQ-F (CHR)	35/19.0	----	25.0	----	21.3	----	49/688	464/44.1	45.2	49.9	73			WBNQ-F
3. WIHN-F (AC)	19/10.3	----	6.3	----	8.1	----	22/281	241/22.9	17.2	17.1	134			WIHN-F
4. WKZW-F (CHR)	11/ 6.0	----	5.0	----	4.4	----	25/469	273/25.9	20.5	21.7	57			WKZW-F
5. WMLA-AF (C)	10/ 5.4	----	5.6	----	8.1	----	13/211	151/14.3	13.9	16.4	106			WMLA-AF
WWCT-F (AOR)	10/ 5.4	----	6.3	----	6.9	----	19/291	189/17.9	14.4	15.4	85			WWCT-F
WSWT-F (EZ)	10/ 5.4	----	2.5	----	2.5	----	17/221	134/12.7	7.2	9.3	128			WSWT-F
8. WGN (N/T)	5/ 2.7	----	1.9	----	1.9	----	17/300	100/ 9.5	10.7	8.0	41			WGN
9.														
10.														

12+ FM SHARE (METRO): 62.50% (95 of 152) (SPG 88: 0.00%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKZW-F	1 WBNQ-F>>	1 WBNQ-F>>	1 WJBC	1 WJBC >	1 WJBC >>	1 WJBC >>	1 WJBC	1 WJBC	1 WJBC	1 WJBC >>
WBNQ-F	2 WIHN-F>	2 WIHN-F	2 WIHN-F	2 WIHN-F	2	2 WBNQ-F>>	2 WBNQ-F	2 WBNQ-F>	2 WBNQ-F>>	2 WMLA-F
3	3 WWCT-F>	3 WJBC >	WBNQ-F>>	WBNQ-F>>	3	3 WIHN-F	3 WIHN-F>>	3 WIHN-F>	3 WKZW-F	3 WBNQ-F>>
4	4 WKZW-F	4 WWCT-F	4 WSWT-F	4 WSWT-F	4	4	4	4 WKZW-F	4 WWCT-F	4
5	5	5 WKZW-F	5	5	5	5	5	5	5 WMLA-AF	5
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 WBNQ-F>>	1 WBNQ-F>>	1 WBNQ-F>>	1 WBNQ-F>>	1 WJBC >>		1 WBNQ-F>>	1 WBNQ-F>>	1 WIHN-F	1 WBNQ-F	1 WJBC
2 WIHN-F>	2 WIHN-F>	2 WIHN-F>	2 WJBC	2 WBNQ-F>		2 WWCT-F	2 WIHN-F	WBNQ-F	2 WIHN-F>	WIHN-F>
3 WWCT-F	3 WWCT-F	3 WSWT-F	3 WIHN-F>	3 WSWT-F		WIHN-F>	3 WWCT-F>>	3 WWCT-F>	3 WJBC	3 WBNQ-F>
WKZW-F>>	WKZW-F	WJBC	4 WKZW-F	WIHN-F>>		4 WKZW-F>	4 WKZW-F	4 WJBC	4 WWCT-F>>	4 WMLA-AF
5	5 WJBC	5	5	5		5	5	5	5	WWCT-F

FORMATS	AM	FM	TOTAL	%	SPG 88 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		46 ( 2)	46 ( 2)	30.3		
AOR/CLASSIC		10 ( 1)	10 ( 1)	6.6		WGCY-F 106.3 Gibson City 0.5/1.5
AC/OLDIES/SOFT ROCK	1 ( 1)	19 ( 1)	20 ( 2)	13.2		WLS 890 Chicago 0.5/5.2
MOR/VARIETY	48 ( 1)		48 ( 1)	31.6		WPEO 1020 Peoria 0.5/1.1
COUNTRY	2 ( 1)	9 ( 2)	11 ( 3)	7.2		WZRO-F 98.3 Farmer Cty/Chmp 0.5/2.1
BLACK/URBAN						
BEAUTIFUL/EASY		11 ( 2)	11 ( 2)	7.2		
NEWS/TALK	5 ( 1)		5 ( 1)	3.3		
NOSTALGIA						
RELIGION/GOSPEL	1 ( 1)		1 ( 1)	0.7		
SPANISH						
CLASSICAL						
JAZZ/NEW AGE						
UNKNOWN/OTHERS						
	57 ( 5)	95 ( 8)	152 ( 13)			

RADIO STATIONS

WJBC, 1230, 1 KW	, MOR	ABC I, \$ 54.00 (Mc-Guild)	Bloomington	Richard Johnson
WBNQ-F, 101.5, 50 KW @ 460, CHR		, \$ 34.00 (Mc-Guild)	Bloomington	Richard Johnson
WIHN-F, 96.7, 3 KW @ 300, AC		US 2, \$ 20.00 (---)		Paul Chasteen
WMLA-F, 92.7, 3 KW @ 300, COUNTRY		ABC D, \$ 11.00 (---)	Keister (LEROY)	Jeff Hancock

WGN - See Chicago; OTHER RANKED STATIONS - See Peoria

BOISE

Arbitron Rank/Pop (12+): 137/238,900  
 MSA Rank/Pop: 206/195,900  
 ADI # 139  
 Average Person Ratings: 16.5  
 Market TSL: 22.25 hours

Stations: 19/19  
 Diaries: 710/336:1/55.7%  
 Sample Target: 600  
 % Below Line: 0.0  
 % Not Listed: 6.9

1988 Revenue: \$7,200,000  
 HH Inc.: \$31,943  
 Retail \$: 1.8 Bill  
 Pop per Station: 12,573  
 #1 Biller: KCIX-F \$1,700,000

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. KCIX-F (AC)	77/19.6	----	16.3	----	16.3	----	93/775	637/26.7	24.5	22.6	141	15.3	54	620	KCIX-F
2. KJOT-F (AOR)	40/10.2	----	9.7	----	11.4	----	57/618	480/20.1	18.7	18.8	103	13.1	46	460	KJOT-F
3. KFXD-F (CHR)	37/ 9.4	----	10.0	----	7.2	----	44/680	518/21.7	22.7	18.0	40	12.2	43	515	KFXD-F
4. KBOI (MOR)	35/ 8.9	----	11.4	----	10.0	----	59/767	486/20.3	22.0	22.3	122	10.8	38	404	KBOI
5. KIZN-AF (C)	27/ 6.9	----	6.3	----	4.7	----	43/682	384/16.1	11.0	12.4	97	5.7	20	409	KIZN-AF
6. KQFC-F (C)	24/ 6.1	----	4.3	----	5.3	----	32/439	306/12.8	8.9	8.7	69	5.1	18	129	KQFC-F
7. KLCI-F (AOR)	22/ 5.6	----	2.9	----	-----	----	25/382	332/13.9	8.3	0.0	120	4.0	14	254	KLCI-F
8. KIDO (N/T)	21/ 5.3	----	5.1	----	5.3	----	28/375	308/12.9	12.9	13.4	72	6.0	21	347	KIDO
9. KHEZ-F (EZ)	20/ 5.1	----	5.7	----	0.6	----	24/292	212/ 8.9	8.4	2.7	75	4.5	16	238	KHEZ-F
10. KLTB-F (AC)	16/ 4.1	----	3.7	----	7.2	----	24/377	277/11.6	10.4	14.7	132	4.5	16	175	KLTB-F
11. KGEM (O)	12/ 3.1	----	3.1	----	3.3	----	17/240	195/ 8.2	9.0	8.8	81	1.4	5	119	KGEM
12. KIYS-F (CHR)	11/ 2.8	----	4.9	----	4.4	----	12/251	204/ 8.5	14.7	15.7	29	4.8	17	355	KIYS-F
13. KBXL-F (EZ)	8/ 2.0	----	4.9	----	7.8	----	17/239	161/ 6.7	9.2	9.7	85	1.7	6	165	KBXL-F
14.															
15.															

12+ FM SHARE (METRO): 76.78% (281 of 366) (SPG 88: 73.41%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KFXD-F>>	1 KCIX-F>	1 KCIX-F>>	1 KCIX-F>>	1 KCIX-F>>	1 KCIX-F>	1 KCIX-F>	1 KCIX-F>>	1 KCIX-F>	1 KCIX-F>	1 KCIX-F<
2	2 KJOT-F>	2 KJOT-F>	2 KJOT-F>	2 KBOI <	2 KBOI <	2 KBOI >	2 KJOT-F	2 KJOT-F	2 KFXD-F>	2 KIDO >>
3	3 KLCI-F	3 KBOI	3 KBOI >	3 KJOT-F>	3 KIDO	3 KFXD-F<	3 KBOI <	3 KFXD-F	3 KJOT-F	3 KIZN-F
4	4 KFXD-F	4 KLCI-F	4 KLCI-F	4 KIZN-AF<	4 KQFC-F<	4 KJOT-F	4 KLCI-F<	4 KBOI	4 KIDO	4 KJOT-F
5	5	5 KFXD-F	5	KLCI-F	5 KIZN-AF	5 KIZN-AF	5 KIZN-AF	5 KIZN-AF	5 KLTB-F	5
					6 KHEZ-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 KCIX-F	1 KCIX-F>>	1 KCIX-F>>	1 KCIX-F>>	1 KCIX-F>>		1 KJOT-F>>	1 KJOT-F>	1 KJOT-F	1 KCIX-F	1 KCIX-F>
2 KFXD-F>	2 KJOT-F	2 KLTB-F	2 KIZN-AF	2 KIZN-AF		2 KFXD-F>	2 KCIX-F>	KCIX-F>>	2 KJOT-F>	2 KJOT-F
3 KJOT-F	KFXD-F	KLCI-F	KFXD-F	KBOI		3 KLCI-F>	3 KLCI-F>	3 KLCI-F>	3 KBOI	3 KBOI >
4 KIZN-AF	4 KLCI-F	4 KJOT-F	4 KJOT-F	4 KLTB-F		4 KIYS-F	4 KFXD-F	4 KBOI >>	4 KLCI-F	4 KLCI-F
5	5 KIZN-AF	5	KBOI	5		5	KBOI >>	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 88	OTHER RATED STATIONS/METRO SHARE & CUME RATING				
TOP 40/CHR/CONTEMP		48 ( 2)	48 ( 2)	13.1	15.7	KBGN	1060	Caldwell/Boise		0.5/3.1
AOR/CLASSIC		62 ( 2)	62 ( 2)	16.9	10.3	KCID	1490	Caldwell/Nampa		0.8/2.1
AC/OLDIES/SOFT ROCK	18 ( 2)	93 ( 2)	111 ( 4)	30.3	25.4	KFXD	580	Nampa		0.5/2.1
MOR/VARIETY	35 ( 1)		35 ( 1)	9.6	12.1	KSGR	1340	Nampa/Boise		1.5/5.6
COUNTRY	1 ( 1)	50 ( 2)	51 ( 3)	13.9	14.5	KSPD	790	Boise		0.8/3.1
BLACK/URBAN										
BEAUTIFUL/EASY		28 ( 2)	28 ( 2)	7.7	11.2					
NEWS/TALK	21 ( 1)		21 ( 1)	5.7	5.4					
NOSTALGIA					1.8					
RELIGION/GOSPEL	7 ( 3)		7 ( 3)	1.9	2.7					
SPANISH										
CLASSICAL										
JAZZ/NEW AGE										
UNKNOWN/OTHERS	3 ( 1)		3 ( 1)	0.8	0.9					
	85 ( 9)	281 (10)	366 (19)							

RADIO STATIONS

KBOI, 670, 50 KW (DA-N)	, MOR/AC	MBS, \$ 24.00 (Katz)	Pacific NW	Al Vuylskeke
KGEM, 1140, 10 KW (DA-2)	, OLDIES	ABC I, \$ 14.00 (MMR)		R. Weisenburger
KIDO, 630, 5 KW (DA-2)	, NEWS/TALK	NBC, \$ 16.00 (Christal)	Sundance	Curt Peterson
KSGR, 1340, 1 KW	, OLDIES	US 2, \$ 13.00 (Mc-Guild)	(NAMPA)	Kip Guth
KBXL-F, 94.1, 40 KW @ 2500	BTFL/EZ	, \$ 12.00 (---)	(CALDWELL)	Nels Wilson
KCIX-F, 105.9, 49 KW @ 2700	AC	APR, \$ 40.00 (Mc-Guild)		Kip Guth
KFXD-F, 94.9, 46 KW @ 2520	CHR	, \$ 23.00 (Roslin)	(NAMPA)	David Obenauf
KHEZ-F, 103.3, 54 KW @ 2525	BTFL/EZ	, \$ 10.00 (HNWH)	(CALDWELL)	Ken Stice
KIYS-F, 92.3, 44 KW @ 2500	CHR	ABC F, \$ 15.00 (Torbet)		Brian Harm
KIZN-F, 93.1, 50 KW @ 2630	COUNTRY	, \$ 20.00 (Banner)		Bob Cross
KJOT-F, 105.1, 43 KW @ 2570	AOR	ABC R, \$ 25.00 (MMR)		R. Weisenburger
KLCI-F, 96.9, 44 KW @ 2520	AOR (?)	, \$ 14.00 (---)	(NAMPA)	Jeff Langan
KLTB-F, 104.3, 52 KW @ 2574	SOFT AC	NBC, \$ 20.00 (Christal)	Sundance	Curt Peterson
KQFC-F, 97.9, 47 KW @ 2510	COUNTRY	, \$ 19.00 (Katz)	Pacific NW	Al Vuylsteke

MISCELLANEOUS COMMENTS: KHEZ-F (Caldwell) sold to John Price for \$700,000...KIZN A/F sold by Constant to Pacific Telecom for \$\_\_\_\_\_.

BOSTON

Arbitron Rank/Pop (12+): 7/3,176,000

Stations: 37/30

1988 Revenue: \$114,000,000

MSA Rank/Pop: 6/3,719,500

Diaries: 2271/1399:1/41.6%

HH Inc.: \$41,506

ADI # 6

Sample Target: 2170

Retail \$: 33.2 Bil

Average Person Ratings: 18.9

% Below Line: 3.6

Pop per Station: 105,866

Market TSL: 24.50 hours

% Not Listed: 12.0

#1 Biller: WBCN-F \$16,700,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WXKS-F (CHR)	459/ 7.7	7.1	5.9	7.1	8.6	6.9	538/7993	6442/20.3	18.7	20.8	96	9.7	555	6765	WXKS-F
2. WZOU-F (CHR)	394/ 6.6	5.7	5.0	6.1	5.8	5.8	532/8441	5970/18.8	15.1	16.3	53	7.7	441	6438	WZOU-F
3. WRKO (N/T)	390/ 6.5	7.7	7.2	7.1	7.7	7.1	489/6002	4697/14.8	14.2	17.3	82	7.0	400	4008	WRKO
4. WJIB-F (EZ)	377/ 6.3	5.4	5.4	6.0	4.9	5.8	425/5072	4235/13.3	10.7	11.1	73	4.7	267	2345	WJIB-F
5. WBZ (MOR)	352/ 5.9	6.6	7.4	6.4	6.6	6.6	473/7078	5087/16.0	16.3	16.2	76	6.0	346	3880	WBZ
6. WBCN-F (AOR)	348/ 5.8	5.1	4.8	6.0	6.6	5.4	421/6373	4896/15.4	15.7	15.1	105	7.1	408	5039	WBCN-F
7. WMJX-F (AC)	281/ 4.7	3.7	3.6	3.8	3.5	3.9	307/5202	4461/14.0	11.1	9.9	143	2.6	150	2508	WMJX-F
8. WHDH (T)	276/ 4.6	4.4	5.2	3.9	4.4	4.5	303/4159	3695/11.6	15.5	11.9	65	3.6	207	2718	WHDH
9. WSSH-F (AC)	236/ 3.9	4.3	3.6	4.0	4.3	4.0	345/4974	3420/10.8	10.5	10.1	154	3.4	197	2539	WSSH-F
10. WODS-F (O)	219/ 3.7	4.7	5.2	4.0	4.5	4.4	384/6726	4157/13.1	14.2	12.5	154	4.3	248	3150	WODS-F
11. WEEI (N)	216/ 3.6	4.0	4.2	4.3	4.2	4.0	236/4677	4116/13.0	14.3	16.8	64	3.5	198	3325	WEEI
12. WZLX-F (AOR)	214/ 3.6	4.2	4.8	3.9	2.5	4.1	309/5057	3658/11.5	11.7	9.2	125	4.0	226	3676	WZLX-F
13. WROR-F (AC)	178/ 3.0	3.1	3.2	3.0	3.6	3.1	240/5025	3740/11.8	11.5	11.0	163	3.4	195	3161	WROR-F
14. WVBF-F (AC)	142/ 2.4	2.4	2.5	2.7	2.6	2.5	169/2786	2275/ 7.2	7.1	7.0	158	2.1	120	1729	WVBF-F
15. WFNX-F (AOR)	129/ 2.2	1.8	1.4	1.2	1.6	1.6	135/2206	2027/ 6.4	4.5	4.6	118	1.8	104	1758	WFNX-F
16. WPLM-AF (BB)	129/ 2.1	0.8	1.1	1.3	1.3	1.3	189/2800	1968/ 6.2	3.4	3.5	33	1.6	84	1020	WPLM-AF
17. WXKS (BB)	126/ 2.1	1.0	1.3	1.0	1.6	1.3	132/1326	1298/ 4.1	3.1	3.0	33	0.7	42	510	WXKS
18. WILD (B)	123/ 2.1	2.4	2.6	2.3	2.4	2.3	124/1064	1056/ 3.3	3.2	3.5	95	1.8	104	1350	WILD
19. WCRB-F (CL)	113/ 1.9	2.5	1.8	1.3	1.3	1.9	147/2662	1874/ 5.9	5.5	4.4	132	1.2	70	1490	WCRB-F
20. WCGY-F (AOR)	83/ 1.4	1.9	1.5	2.0	1.4	1.7	123/2642	1767/ 5.6	4.4	4.3	121	2.5	141	2043	WCGY-F
21. WBOS-F (AOR)	75/ 1.3	2.4	2.4	2.1	3.3	2.0	106/2299	1691/ 5.3	5.7	8.3	131	3.0	173	1861	WBOS-F
22.															
23.															
24.															
25.															

12+ FM SHARE (METRO): 68.63% (3620 of 5275) (SPG 88: 66.21%)

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

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

FORMATS	AM	FM	TOTAL	%	SPG 88 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP		879 ( 3)	879 ( 3)	16.7	16.6	WBOQ-F	104.9	Gloucester	0.4/1.1
AOR/CLASSIC		937 ( 7)	937 ( 7)	17.8	15.8	WCAP	980	Lowell	0.5/1.3
AC/OLDIES/SOFT ROCK	18 ( 1)	1093 ( 7)	1111 ( 8)	21.1	22.1	WCAV-F	97.7	Brockton	0.3/1.2
MOR/VARIETY	391 ( 3)		391 ( 3)	7.4	13.2	WESX	1230	Salem	0.3/1.1
COUNTRY		68 ( 2)	68 ( 2)	1.3	4.2	WEZE	1260	Boston	0.4/1.5
BLACK/URBAN	123 ( 1)		123 ( 1)	2.3	2.7	WJDA	1300	Quincy	0.3/1.1
BEAUTIFUL/EASY		393 ( 2)	393 ( 2)	7.5	5.5	WMEX	1150	Boston	0.3/1.6
NEWS/TALK	911 ( 4)		911 ( 4)	17.3	13.5	WROL	950	Boston	0.8/2.7
NOSTALGIA	140 ( 2)	115 ( 1)	255 ( 3)	4.8	3.2				
RELIGION/GOSPEL	72 ( 2)		72 ( 2)	1.4	1.8	WAAF-F	107.3	Worcester/Bostn	0.9/5.4
SPANISH						WHJY-F	94.1	Providence	0.5/2.2
CLASSICAL		135 ( 2)	135 ( 2)	2.6	1.5	WHOB-F	106.3	Nashua	0.4/1.4
JAZZ/NEW AGE						WLKW-F	101.5	Providence	0.3/1.1
UNKNOWN/OTHERS						WMYS-F	98.1	New Bedfrd/Prvd	0.3/0.7
	1655 (13)	3620 (24)	5275 (37)			WOKQ-F	97.5	Dover/Portsmth	0.8/1.9
						WXLO-F	104.5	Fitchburg	0.3/1.2

AM STATIONS

WBZ, 1030, 50 KW (DA-1), MOR	NBC, \$ 230.00 (Group W)	Westinghouse	John Irwin
WEEI, 590, 5 KW (DA-1), NEWS	CBS, \$ 135.00 (CBS)		Michael Wheeler
WHDH, 850, 50 KW (DA-2), TALK	NBC, TLKNT, \$ 173.00 (Durpetti)		David Recher
WILD, 1090, 5 KW (DAYS), BLACK	SBN, \$ 42.00 (Roslin)		Kendell Nash
WMEX, 1150, 5 KW (DA-2), OLDIES	ABC E, \$ 35.00 (Mc-Guild)	Greater Media	Peter Smyth
WRKO, 680, 50 KW (DA-2), TALK	MBS, \$ 180.00 (Republic)	Atlantic Ventures	Dan Griffin
WROL, 950, 5 KW (DAYS), RELIGION	\$ 21.00 (---)		Ken Carter
WXKS, 1430, 5 KW/1 KW(DA-N), NOSTALGIA	\$ N/A (MMR)	Pyramid	John Madison
WUNR, 1600, 5 KW (DA-1), HISPANIC/ETHNIC	\$ 32.00 (Caballero)		Steve Lalli

FM STATIONS

WBCN, 104.1, 19 KW @ 742, AOR	\$ 345.00 (Torbet)	Infinity	Tony Berardino
WBOS, 92.9, 17 KW @ 860, CL.AOR/VARIOUS	NBC, \$ 90.00 (Katz)	Ackerly	Mary Cashman
WCGY, 93.7, 50 KW @ 430, CLASSIC AOR	\$ 65.00 (K & P)	Curt Gowdy	James Murphy
WCRB, 102.5, 15 KW @ 920, CLASSICAL	\$ 95.00 (CMBS)		Lynn Nathanson
WFNX, 101.7, 1.6 KW @ 465, AOR	\$ 69.00 (---)		David Crowley
WJIB, 96.9, 12 KW @ 1010, BTFL/EZ	\$ 110.00 (Mc-Guild)	Emmis	Mark Renier
WMJX, 106.7, 12 KW @ 720, AC	\$ 142.00 (Mc-Guild)	Greater Media	Peter Smyth
WODS, 103.3, 16 KW @ 890, OLDIES	RADRAD, \$ 140.00 (CBS)	CBS	John Gehron
WPLM, 99.1, 50 KW @ 430, NOSTALGIA	\$ 42.00 (---)	(PLYMOUTH)	Jane Day
WROR, 98.5, 8 KW @ 1191, AC	US 1, \$ 165.00 (Republic)	Atlantic Ventures	Dan Griffin
WSSH, 99.5, 32 KW @ 600, SOFT AC	\$ 190.00 (HNWH)	Noble	Jennifer McCarn
WVBF, 105.7, 14 KW @ 954, AC	\$ 130.00 (Banner)	Fairbanks	Ken Spitzer
WXKS, 107.9, 24 KW @ 719, CHR	\$ 300.00 (MMR)	Pyramid	John Madison
WZLX, 100.7, 50 KW @ 500, CLASSIC AOR	\$ 150.00 (Christal)	Cook Inlet	Jerry Charm
WZOU, 94.5, 8 KW @ 1050, CHR	\$ 165.00 (Eastman)	Ardman	Alan Chartrand

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

WBOS-F changes from COUNTRY to ECLECTIC AOR.

WDKW (Waltham) sold for \$1,150,000...WKKO/WSSH-F sold to Merv Griffin (CANCELLED) for \$39,000,000 (Blackburn).

BRIDGEPORT

Arbitron Rank/Pop (12+): 91/378,900  
 MSA Rank/Pop: 107/444,600  
 New York ADI  
 Average Person Ratings: 18.8  
 Market TSL: 25.0 hours

Stations: 41/5  
 Diaries: 829/457:1/54.4  
 Sample Target: 760  
 % Below Line: 16.6  
 % Not Listed: 13.2

1988 Revenue: \$23,100,000  
 HH Inc.: \$54,102  
 Retail \$: 8.9 Bil  
 Pop per Station: 75,780  
 #1 Biller: WEBE-F \$5,000,000

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume
1. WEZN-F (AC)	118/16.6	14.7	13.5	13.4	13.9	----	118/1232	1232/32.5	23.9	26.5	111			WEZN-F
2. WICC (MOR)	73/10.3	10.7	13.3	15.5	17.4	----	73/1135	1135/30.0	33.4	37.9	105			WICC
3. WKCI-F (CHR)	66/ 9.3	7.7	9.3	10.1	8.8	----	66/936	936/24.7	24.7	24.4	74			WKCI-F
4. WEBE-F (AC)	61/ 8.6	8.9	10.5	10.4	8.0	----	61/849	849/22.4	22.2	19.6	148			WEBE-F
5. WPLR-F (AOR)	50/ 7.0	8.4	9.2	7.7	7.7	----	50/761	761/20.1	17.8	18.3	101			WPLR-F
6. WRKI-F (AOR)	22/ 3.1	2.0	2.0	1.5	2.2	----	22/337	337/ 8.9	8.4	8.1	155			WRKI-F
7. WFAN (N/T)	21/ 2.9	1.3	1.3	0.3	1.0	----	21/376	376/ 9.9	3.7	4.1	145			WFAN
8. WCBS (N/T)	19/ 2.7	2.8	3.3	3.9	3.9	----	19/454	454/12.0	12.0	13.9	78			WCBS
9. WQHT-F (CHR)	17/ 2.4	1.2	2.0	1.8	2.4	----	17/204	204/ 5.4	7.1	5.2	13			WQHT-F
10. WDRC-F (AC)	14/ 2.0	1.3	3.1	1.7	2.4	----	14/269	269/ 7.1	7.5	6.8	145			WDRC-F
11. WYNY-F (C)	12/ 1.7	2.1	2.7	1.1	----	----	12/215	215/ 5.7	6.4	0.0	65			WYNY-F
WYVZ-F (C)	12/ 1.7	0.7	----	----	----	----	12/204	204/ 5.4	0.0	0.0	112			WYVZ-F

12+ FM SHARE (METRO): 71.68% (443 of 618) (SPG 88: 68.67%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKCI-F>>	1 WPLR-F	1 WEZN-F	1 WEZN-F	1 WEZN-F>	1 WEZN-F>	1 WICC	1 WEZN-F>	1 WEZN-F>	1 WKCI-F<	1 WPLR-F
2	2 WEBE-F	2 WEBE-F	2 WEBE-F>	2 WEBE-F	2 WICC >>	2 WEZN-F>	2 WEBE-F>	2 WEBE-F	2 WICC <	2 WICC
3	3 WKCI-F	3 WPLR-F	3 WICC	3 WICC >	3	3 WEBE-F<	3 WKCI-F	3 WKCI-F<	3 WPLR-F>	3 WCBS
4	4 WEZN-F	4 WKCI-F	4 WPLR-F<	4 WPLR-F<	4	4 WKCI-F	4 WPLR-F	4 WPLR-F<	4 WEZN-F	WEZN-F>>
5	5 WRKI-F	5 WICC	5 WKCI-F	5 WKCI-F	5	5	5 WICC	5 WICC	5	5

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 WKCI-F>	1 WEBE-F	1 WEBE-F>	1 WEZN-F	1 WEZN-F>	1 WPLR-F>>	1 WPLR-F>>	1 WPLR-F>	1 WPLR-F>	1 WEZN-F>
2 WQHT-F>	2 WKCI-F	2 WEZN-F>	2 WEBE-F	2 WEBE-F	2 WQHT-F	2 WRKI-F	2 WRKI-F	2 WEZN-F	2 WPLR-F
3 WEBE-F>	3 WEZN-F>	3 WKCI-F	3 WKCI-F>	3 WICC >	3 WKCI-F>	3 WEBE-F	3 WEBE-F>	3 WEBE-F	3 WEBE-F
4 WPLR-F	4 WPLR-F	4 WPLR-F>	4 WICC >	4 WKCI-F>>	4 WRKI-F	4 WKCI-F>	4 WEZN-F	4 WRKI-F	4 WICC
WEZN-F	5 WQHT-F	5 WRKI-F	5 WPLR-F	5	WICC >>	5 WEZN-F	5 WFAN	WICC	5 WFAN
									6 WRKI-F

FORMATS	AM	FM	TOTAL	%	SPG 88 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		101 ( 6)	101 ( 6)	16.3	11.9	WADS 690 Ansonia 0.8/3.4
AOR/CLASSIC		83 ( 5)	83 ( 5)	13.4	13.6	WCUM 1450 Bridgeport 0.6/1.6
AC/OLDIES/SOFT ROCK		206 ( 6)	206 ( 6)	33.3	21.2	WDJZ 1530 Bridgeport 0.7/1.5
MOR/VARIETY	77 ( 3)		77 ( 3)	12.5	15.5	
COUNTRY		24 ( 2)	24 ( 2)	3.9	3.0	WABC 770 New York 1.1/4.4
BLACK/URBAN		12 ( 2)	12 ( 2)	1.9	6.0	WALK 1370 Patchogue
BEAUTIFUL/EASY		10 ( 3)	10 ( 3)	1.6	15.0	WALK-F 97.5 Patchogue 0.6/4.9
NEWS/TALK	68 ( 6)		68 ( 6)	11.0	10.1	WAVZ 1300 New Haven 0.7/1.9
NOSTALGIA	18 ( 4)		18 ( 4)	2.9	2.5	WBAB-F 102.3 Babylon 0.3/1.4
RELIGION/GOSPEL						WBLI-F 106.1 Patchogue 0.7/3.3
SPANISH						WBLS-F 107.5 New York 0.4/1.2
CLASSICAL						WCFS 1260 Westport 1.1/1.6
JAZZ/NEW AGE		7 ( 1)	7 ( 1)	1.1	1.1	WCTO-F 94.3 Smithtown 0.4/0.9
UNKNOWN/OTHERS	12 ( 2)		12 ( 2)	1.9		WELI 960 New Haven 0.3/2.2
	175 (15)	443 (25)	618 (40)			WGMX-F 95.9 Norwalk/Stamfor 0.8/2.9
						WGSM 740 Huntington 0.8/1.4
						WHTZ-F 100.3 Newark/New York 0.8/3.9
						WINS 1010 New York 0.4/3.3
						WJAZ-F 96.7 Stamford 1.0/3.2
						WKSS-F 95.7 Hartford-Meridn 0.3/2.0
						WLTW-F 106.7 New York 0.4/1.8
						WNEW 1130 New York 0.3/1.4
						WNEW-F 102.7 New York 0.4/3.1
						WOF 710 New York 1.5/5.1
						WPAT-F 93.1 Paterson 0.4/1.0
						WPLJ-F 95.5 New York 0.7/4.3
						WPCB-F 100.5 New Britain/Hrt 0.6/1.9
						WPYS-F 98.7 New York 1.3/4.9
						WTIC 1020 Hartford 0.3/1.8
						WXPY-F 92.3 New York 0.8/3.3

**RADIO STATIONS**

WADS, 690, 1 KW	, TALK	APR, \$ 15.00 (---)	Ken Dawson
WCUM, 1450, 1 KW	, ??	, \$ 15.00 (---)	---
WDJZ, 1530, 5 KW (DAYS, DA)	, NOSTALGIA	APR, \$ 20.00 (K & P)	Russ Knight
WICC, 600, 1 KW/500 W (DA-2)	, MOR	, \$ 80.00 (Banner)	Vince Gremona
		ML/WIN	
WEZN-F, 99.9, 25 KW @ 680,	SOFT AC	, \$ 93.00 (Katz)	NewCity Jim Morley
WEBE-F, 107.9, 50 KW @ 383,	AC	, \$ 109.00 (Banner)	ML/WIN (WESTPORT) Vince Gremona
WRKI-F, 95.1, 50 KW @ 500,	AOR	, \$ 75.00 (Eastman)	Home News (BROOKFIELD) John Fullam
WGMX-F, 95.9, 3 KW @ 300,	AC	, \$ 45.00 (Christal)	Hanson (NORWALK) Michael Hanson

OTHER RANKED STATIONS -- See New York, Hartford, or New Haven

MISCELLANEOUS COMMENTS: WJBX changes calls to WCUM (April) ...WJBX sold for \$550,000.

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BUFFALO-NIAGARA FALLS

Arbitron Rank/Pop (12+): 39/995,600  
 MSA Rank/Pop: Buffalo: 54/951,900  
 Niagara Falls: 197/214,900  
 Average Person Ratings: 18.0  
 Market TSL: 23.50 hours

Stations: 24/20  
 Diaries: 1387/718:1/57.9%  
 Sample Target: 1290  
 % Below Line: 2.5  
 % Not Listed: 9.2  
 1988 Revenue: \$27,500,000  
 IHH Inc.: \$33,379  
 Retail \$: 7.2 Bill  
 Pop per Station: 49,780  
 #1 Biller: WBEN \$4,000,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion	Birch Share	Birch AQH	Birch Cume	
1. WJYE-F (EZ)	200/11.2	9.3	9.7	6.7	6.6	9.2	220/2601	2339/23.5	21.3	16.7	96	7.8	135	1773	WJYE-F
2. WKSE-F (CHR)	170/ 9.5	11.0	9.2	11.3	10.2	10.3	188/3005	2577/25.9	26.1	24.6	78	17.2	297	3315	WKSE-F
3. WGR -F (AOR)	169/ 9.4	7.4	6.0	2.2	4.3	6.3	212/2264	1755/17.6	15.1	10.8	102	8.7	151	1767	WGR -F
4. WBUF-I (AC)	154/ 8.6	6.8	8.9	6.6	9.3	7.7	172/1859	1709/17.2	16.1	17.0	157	6.8	117	1137	WBUF-F
5. WYRK-F (C)	152/ 8.5	10.0	10.7	8.8	7.7	9.5	189/2029	1722/17.3	17.4	15.7	118	7.6	132	1164	WYRK-F
6. WBEN (MOR)	142/ 7.9	9.1	10.8	9.6	8.5	9.4	152/2218	2033/20.4	31.5	21.1	90	6.1	105	1563	WBEN
7. WECK (BB)	103/ 5.8	5.7	5.7	6.0	5.0	5.8	105/1026	964/ 9.7	10.1	9.0	14	4.7	81	841	WECK
8. WBLK-F (B)	102/ 5.7	4.8	6.6	6.0	6.3	5.8	104/1032	1005/10.1	10.1	9.8	107	6.9	120	1269	WBLK-F
9. WHTT-F (O)	93/ 5.2	5.2	4.4	5.5	8.7	5.1	102/1616	1421/14.3	14.8	19.4	138	4.4	76	1256	WHTT-F
10. WMJQ-F (CHR)	76/ 4.2	4.5	5.1	5.7	5.7	4.9	199/3199	1815/18.2	18.0	20.7	98	5.5	96	1902	WMJQ-F
11. WPHD-F (AOR)	52/ 2.9	3.7	3.4	7.6	4.7	4.4	54/1371	1286/12.9	13.3	16.3	128	3.8	65	1401	WPHD-F
12. WWKB (N/T)	31/ 1.7	1.2	1.6	1.1	3.3	1.4	42/625	523/ 5.3	6.4	12.0	94	1.8	32	657	WWKB
13. WGR (MOR)	29/ 1.6	4.2	3.0	4.2	3.1	3.3	33/1149	933/ 9.4	13.3	12.1	106	1.7	29	692	WGR
14. WDCX-F (REL)	27/ 1.5	1.0	1.0	0.7	1.2	1.0	34/484	396/ 4.0	3.5	3.6	73	1.8	31	492	WDCX-F
15. WGKT (O)	23/ 1.3	1.2	1.0	0.6	0.3	1.0	23/382	382/ 3.8	3.7	1.8	185	0.9	15	274	WGKT

12+ FM SHARE (METRO): 75.82% (1232 of 1625) (SPG 88: 73.92%)

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

FORMATS	AM	FM	TOTAL	%	SPG 88 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		246 ( 2)	246 ( 2)	15.1	17.8	WBMW-F 107.7 Weathersfield 0.6/2.7
AOR/CLASSIC		234 ( 3)	234 ( 3)	14.4	18.3	WHTT 1120 Buffalo 0.4/1.0
AC/OLDIES/SOFT ROCK	30 ( 2)	247 ( 2)	277 ( 4)	17.0	18.4	WLVL 1340 Lockport 0.6/2.2
MOR/VARIETY	182 ( 3)		182 ( 3)	11.2	13.0	WUFO 1080 Amherst 0.9/1.9
COUNTRY	12 ( 1)	152 ( 1)	164 ( 2)	10.1	9.2	WXRL 1300 Lancaster/Buffl 0.7/2.9
BLACK/URBAN	16 ( 1)	102 ( 1)	118 ( 2)	7.3	8.4	
BEAUTIFUL/EASY		200 ( 1)	200 ( 1)	12.3	7.2	
NEWS/TALK	31 ( 1)		31 ( 1)	1.9		CFNY-F 102.1 Brampton ON 0.7/2.7
NOSTALGIA	103 ( 1)		103 ( 1)	6.3	5.5	CHTZ-F 97.7 St. Catharines 0.4/1.9
RELIGION/GOSPEL		27 ( 1)	27 ( 1)	1.7	1.3	CHUM-F 104.5 Toronto 0.3/1.2
SPANISH						CJFT 530 Ft. Erie ON 1.1/3.0
CLASSICAL						
JAZZ/NEW AGE		11 ( 1)	11 ( 1)	0.7		
UNKNOWN/OTHERS	19 ( 1)	13 ( 2)	32 ( 3)	2.0	0.9	
	393 (10)	1232 (14)	1625 (24)			

AM STATIONS

WBEN, 930, 5 KW (DA-N)	, MOR	CBS, \$ 80.00 (Eastman)	Larry Levite
WECK, 1230, 1 KW	, NOSTALGIA	CBS, \$ 31.00 (Roslin)	---
WGKT, 1400, 1 KW	, OLDIES	, \$ 20.00 (CBS)	---
WGR, 550, 5 KW (DA-N)	, MOR	ABC E, \$ 42.00 (Katz)	Charles Banta
WUFO, 1080, 1 KW (DAYS)	, BLACK	SBN, \$ 16.00 (---)	Joe Freeman
WWKB, 1520, 50 KW (DA-1)	, BUSINESS NEWS	, \$ 40.00 (HNWH)	Jim Meltzer

FM STATIONS

WBLK, 93.7, 50 KW @ 400, BLACK	RADRAD, \$ 40.00 (Durpetti)		Freddie Patrick
WBMW, 107.7, 13 KW @ 650, JAZZ/NAC	SMN, US 1, \$ 38.00 (Torbet)	(WETHERSFIELD)	John Casciani
WBUF, 92.9, 91 KW @ 580, AC	, \$ 90.00 (Mc-Guild)	Lincoln	Larry White
WDCX, 99.5, 110 KW @ 640, RELIGION	, \$ 21.00 (---)	Crawford	Nevin Larson
WGR, 96.9, 13 KW @ 890, AOR	, \$ 66.00 (Katz)		Charles Banta
WHTT, 104.1, 50 KW @ 500, OLDIES	, \$ 62.00 (MMR)	Pyramid	Ron Rice
WJYE, 96.1, 50 KW @ 480, EZ/SOFT AC	, \$ 64.00 (Christal)		Chris Ackerman
WKSE, 98.5, 45 KW @ 380, CHR	ABC R, \$ 66.00 (HNWH)	Price	Jim Meltzer
WMJQ, 102.5, 105 KW @ 1347, CHR	SOURCE, \$ 50.00 (Eastman)		Greg Mazurowski
WPHD, 103.3, 49 KW @ 340, CLASSIC AOR	RADRAD, \$ 47.00 (CBS)	Metroplex	---
WYRK, 106.5, 50 KW @ 390, COUNTRY	, \$ 70.00 (Mc-Guild)	Stoner	Kitty Bocock

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

WHTT changes from CLASSIC AOR to OLDIES (June)

WJYE sold by Speed-0-Print to Williams for \$6,000,000. (Schutz)..WECK sold for \$600,000...WGKT, WPHD-F sold to Metroplex for \$6,400,000 (Americom).



CHARLESTON, SC

Stations: 23/20  
 1988 Revenue: \$11,700,000  
 HH Inc: \$27,882  
 Retail: \$: 3.1 Bill  
 Pop per Station: 20,365  
 #1 Biller: WZL-F \$2,300,000

Arbitron Rank/Pop (12+): 30/407,300  
 MSA Rank/Pop: 98/501,200  
 ADI # 110  
 Average Person Ratings: 18.2  
 Market TSL: 24.25 hours

12+ METRO	1/4/SHARE	FAL	SPG	88	87	87	Avg.	1/4/CUME	CUME/CUME	RATING	88	88	Conversion	Share	ADH	Cume
12+ METRO																

12+ FM SHARE (METRO): 83.21% (565 of 655) (SPG 88: 79.17%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WZL-F	1. WZL-F	1. WZL-F	1. WZL-F	1. WZL-F	1. WZL-F	1. WZL-F	1. WZL-F	1. WZL-F	1. WZL-F	1. WZL-F
2. WKQB-F	2. WKQB-F	2. WKQB-F	2. WKQB-F	2. WKQB-F	2. WKQB-F	2. WKQB-F	2. WKQB-F	2. WKQB-F	2. WKQB-F	2. WKQB-F
3. WMMZ-F	3. WMMZ-F	3. WMMZ-F	3. WMMZ-F	3. WMMZ-F	3. WMMZ-F	3. WMMZ-F	3. WMMZ-F	3. WMMZ-F	3. WMMZ-F	3. WMMZ-F
4. WMLT-F	4. WMLT-F	4. WMLT-F	4. WMLT-F	4. WMLT-F	4. WMLT-F	4. WMLT-F	4. WMLT-F	4. WMLT-F	4. WMLT-F	4. WMLT-F
5. WMLT-F	5. WMLT-F	5. WMLT-F	5. WMLT-F	5. WMLT-F	5. WMLT-F	5. WMLT-F	5. WMLT-F	5. WMLT-F	5. WMLT-F	5. WMLT-F
6. WMLT-F	6. WMLT-F	6. WMLT-F	6. WMLT-F	6. WMLT-F	6. WMLT-F	6. WMLT-F	6. WMLT-F	6. WMLT-F	6. WMLT-F	6. WMLT-F

FORMATS	AM	FM	TOTAL	%	%	SPG 88
TOP 40/CHR/CONTEMP	114 (2)	67 (2)	174 (2)	17.0	17.0	17.0
AOR/CLASSIC	16 (1)	114 (4)	130 (5)	19.8	18.3	6.2
AC/OLDS/OFT ROCK	16 (1)	114 (4)	130 (5)	19.8	18.3	10.2
MOR/VARIETY	96 (2)	96 (2)	192 (4)	29.1	26.1	14.7
COUNTRY	56 (2)	115 (3)	171 (5)	26.1	30.8	16.0
BLACK/URBAN	6 (1)	36 (1)	42 (2)	6.4	4.3	2.3
BEATFUL/EASY	9 (2)	9 (2)	18 (4)	2.7	2.3	2.3
NEWS/TALK	23 (2)	23 (2)	46 (8)	7.0	5.0	3.5
CLASSICAL	0	0	0	0.0	0.0	0.0
JAZZ/NEW AGE	0	0	0	0.0	0.0	0.0
UNKNOWN/OTHERS	0	0	0	0.0	0.0	0.0

STATION	SPG 88	AM	FM	TOTAL	%	%
WKCN 910	17.0	114 (2)	67 (2)	174 (2)	17.0	17.0
WKYC 1340	6.2	16 (1)	114 (4)	130 (5)	19.8	18.3
WQIZ 810	10.2	16 (1)	114 (4)	130 (5)	19.8	18.3
WYMA 1250	14.7	96 (2)	96 (2)	192 (4)	29.1	26.1
WYBB-F 98.1	16.0	56 (2)	115 (3)	171 (5)	26.1	30.8
WZL-F 101.3	2.3	9 (2)	9 (2)	18 (4)	2.7	2.3
WHLZ-F 92.5	2.3	9 (2)	9 (2)	18 (4)	2.7	2.3
WHTK-F 99.7	2.3	9 (2)	9 (2)	18 (4)	2.7	2.3
WMDM-F 101.3	2.3	9 (2)	9 (2)	18 (4)	2.7	2.3
Sumter	2.3	9 (2)	9 (2)	18 (4)	2.7	2.3

OTHER RATED STATIONS/METRO SHARE & CUME RATING

CHARLESTON, WV

Arbitron Rank/Pop (12+): 145/221,600

MSA Rank/Pop: 166/261,700

ADI # 53 (w/Huntington)

Average Person Ratings: 17.0

Market TSL: 23.25 hours

Stations: 15/13  
Diaries: 654/339:1/60.8%  
Sample Target: 610  
% Below Line: 1.6  
% Not Listed: 11.9

1988 Revenue: \$8,400,000  
HH Inc.: \$28,887  
Retail \$: 1.9 Bil  
Pop per Station: 17,046  
#1 Biller: WQBE-AF \$1,700,000

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume
1. WQBE-F (C)	73/19.4	----	19.9	----	18.3	----	166/1459	670/30.2	24.9	26.1	118			WQBE-F
2. WWSR-F (CHR)	54/14.3	----	15.5	----	15.9	----	79/1148	731/33.0	26.6	29.4	76			WWSR-F
3. WKLC-F (AOR)	37/ 9.8	----	9.9	----	11.3	----	91/1126	454/20.3	20.4	21.0	91			WKLC-F
4. WVAF-F (AC)	33/ 8.8	----	16.1	----	13.6	----	47/717	458/20.7	27.1	29.8	107			WVAF-F
5. WBES-F (EZ)	25/ 6.6	----	-----	----	-----	----	25/190	185/ 8.3	0.0	0.0	23			WBES-F
6. WCAW (C)	23/ 6.1	----	7.5	----	8.7	----	24/365	292/13.2	14.0	15.9	97			WCAW
7. WVNS-F (AC)	22/ 5.8	----	4.7	----	11.0	----	37/476	245/11.1	10.2	14.8	171			WVNS-F
8. WLZT-F (AC)	20/ 5.3	----	2.5	----	2.0	----	34/426	264/11.9	10.4	6.4	168			WLZT-F
9. WCHS (MOR)	17/ 4.5	----	7.5	----	6.4	----	20/363	284/12.8	16.9	17.6	100			WCHS
10. WSCW (REL)	8/ 2.1	----	-----	----	-----	----	8/72	63/ 2.8	0.0	0.0	95			WSCW
WJYP-F (REL)	8/ 2.1	----	1.6	----	0.9	----	9/128	105/ 4.7	4.6	3.6	71			WJYP-F

12+ FM SHARE (METRO): 83.73% (278 of 332) (SPG 88: 79.12%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WWSR-F>>	1 WWSR-F	1 WQBE-F<	1 WQBE-F>	1 WQBE-F>>	1 WQBE-F>>	1 WQBE-F>>	1 WQBE-F	1 WQBE-F	1 WWSR-F	1 WQBE-F>
2 WVAF-F>	2 WKLC-F>	2 WWSR-F	2 WWSR-F	2 WWSR-F	2 WBES-F	2 WWSR-F	2 WWSR-F>	2 WWSR-F	WQBE-F	2 WKLC-F>
3	3 WQBE-F	3 WKLC-F	3 WVNS-F	3 WVNS-F	3 WCAW	3 WVAF-F	3 WVAF-F	3 WKLC-F>	3 WKLC-F>>	3 WCHS >>
4	4 WVAF-F	4 WVAF-F	4 WVAF-F	4 WVAF-F	4 WVNS-F	4 WKLC-F	4 WKLC-F<	4 WVAF-F	4 WBES-F	4
5	5	5	5	5	5 WCHS	5	5 WBES-F	5 WBES-F	5	5

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 WWSR-F>>	1 WWSR-F>>	1 WWSR-F>>	1 WWSR-F>	1 WQBE-F>	1 WKLC-F>>	1 WKLC-F>>	1 WQBE-F	1 WKLC-F	1 WQBE-F>>
2 WKLC-F>	2 WVAF-F	2 WVAF-F	2 WQBE-F>	2 WWSR-F>	2 WWSR-F	2 WQBE-F	WKLC-F>	2 WQBE-F>	2 WKLC-F>
3 WVAF-F>	3 WQBE-F	WLZT-F	3 WVAF-F	3 WVNS-F	3 WVAF-F>	3 WWSR-F>	3 WWSR-F>	3 WVAF-F	3 WVNS-F
4 WQBE-F>>	4 WKLC-F	4 WQBE-F>	4 WVNS-F	4 WVAF-F	4 WQBE-F>>	4 WVAF-F>>	4 WVAF-F	4 WWSR-F	4 WVAF-F
5	5 WLZT-F>>	5 WKLC-F	5 WLZT-F	5 WLZT-F>>	5	5	5	5	5 WLZT-F

FORMATS	AM	FM	TOTAL	%	SPG 88	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		57 ( 2)	57 ( 2)	17.2	16.8	WKAZ 1300 St. Albans
AOR/CLASSIC		37 ( 1)	37 ( 1)	11.1	10.8	WQBE 950 Charleston 1.1/4.4
AC/OLDIES/SOFT ROCK		75 ( 3)	75 ( 3)	22.6	24.9	WVKV 1080 Hurricane 0.5/1.4
MOR/VARIETY	17 ( 1)		17 ( 1)	5.1	8.1	WWSR 1240 Charleston
COUNTRY	27 ( 2)	73 ( 1)	100 ( 3)	30.1	32.7	
BLACK/URBAN						WCIR 1070 Beckley
BEAUTIFUL/EASY		25 ( 1)	25 ( 1)	7.5	2.0	WCIR-F 103.7 Beckley 0.8/2.6
NEWS/TALK						WEMM-F 107.9 Huntington 0.8/3.9
NOSTALGIA						
RELIGION/GOSPEL	10 ( 2)	11 ( 2)	21 ( 4)	6.3	1.7	
SPANISH						
CLASSICAL						
JAZZ/NEW AGE						
UNKNOWN/OTHERS					3.0	
	54 ( 5)	278 (10)	332 (15)			

RADIO STATIONS

WCAW, 680, 50 KW/250 W (DA-N), COUNTRY	NBC, MBS, \$ 20.00 (Banner)	Capitol-Johnson	---
WCHS, 580, 5 KW (DA-N), MOR	CBS, \$ 21.00 (Torbet)		Jim Nesbit
WQBE, 950, 5 KW/1 KW (DA-N), SEE WQBE-F			
WSCW, 1410, 5 KW (DAYS), RELIGION	, \$ 10.00 (---)	CLW	Jamie Caldwell
WBES-F, 94.5, 3 KW @ 330, BTFE/EZ	, \$ 18.00 (K & P)	(DUNBAR)	Mort Victorson
WKLC-F, 105.1, 3 KW @ 1665, AOR	SOURCE, ABC R, \$ 24.00 (HNWH)	Martin	---
WLZT-F, 107.3, 23 KW @ 640, AC	, \$ 20.00 (---)	(MIAMI)	Richard Findley
WQBE-F, 97.5, 50 KW @ 500, COUNTRY	ABC I, \$ 42.00 (Mc-Guild)	Nininger	Bob Turley
WVAF-F, 99.9, 50 KW @ 490, AC	ABC F, \$ 37.00 (Banner)	Capitol-Johnson	---
WVNS-F, 96.1, 50 KW @ 360, SOFT AC	ABC D, \$ 23.00 (Torbet)		Jim Nesbit
WWSR-F, 102.7, 50 KW @ 420, CHR	US 1, \$ 36.00 (Katz)	Ardman	Jack Alix

MISCELLANEOUS COMMENTS: WTIP changes calls to WWSR (Dec. 88)...WWSR changes to CHR...

CHARLOTTE

Arbitron Rank/Pop (12+): 41/909,600

Stations: 26/19  
Diaries: 1162/783:1/48.4%  
Sample Target: 1130  
% Below Line: 3.7  
% Not Listed: 11.9

1988 Revenue: \$30,400,000  
HH Inc.: \$31,563  
Retail \$: 8.0 Bil  
Pop per Station: 47,873  
#1 Biller: WSOC-AF \$5,200,000

MSA Rank/Pop: 44/1,092,800

ADI # 31

Average Person Ratings: 17.2

Market TSL: 22.50 hours

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WSOC-F (C)	225/14.4	12.7	15.6	14.7	13.7	14.4	344/3568	2037/22.4	26.6	26.7	89	14.5	269	2230 WSOC-F	
2. WPEG-F (B)	166/10.6	10.7	9.9	9.4	8.3	10.1	193/1871	1582/17.4	16.1	17.1	116	13.2	244	2175 WPEG-F	
3. WCKZ-AF (CHR)	133/ 8.5	8.3	8.5	9.4	9.9	8.7	214/2734	1782/19.6	17.4	18.7	76	8.9	163	1791 WCKZ-AF	
4. WRFX-F (AOR)	113/ 7.2	7.3	6.9	7.6	8.6	7.3	160/2007	1360/15.0	13.4	16.0	131	8.4	155	1801 WRFX-F	
WMXC-F (AC)	113/ 7.2	5.7	4.6	6.0	6.2	5.9	152/2355	1477/16.2	12.9	13.7	132	4.4	82	1088 WMXC-F	
7. WBT (MOR)	113/ 7.2	5.8	6.0	5.1	6.7	6.0	130/1760	1424/15.7	16.4	13.5	65	3.5	65	968 WBT	
7. WLVK-F (C)	83/ 5.3	6.1	5.6	7.5	5.9	6.1	169/2205	1154/12.7	13.1	12.7	121	8.1	150	1186 WLVK-F	
WEZC-F (EZ)	83/ 5.3	5.8	5.7	4.4	3.4	5.3	131/1384	832/ 9.1	11.0	8.0	77	4.9	90	1114 WEZC-F	
9. WROQ-F (CHR)	77/ 4.9	5.3	4.7	6.0	5.2	5.2	169/2499	1190/13.1	16.2	12.8	94	8.2	151	1323 WROQ-F	
10. WBCY-F (CHR)	59/ 3.8	5.0	4.7	4.8	5.9	4.6	150/2498	1281/14.1	16.4	15.0	58	3.4	63	1317 WBCY-F	
11. WWMG-F (AC)	57/ 3.6	3.9	4.8	4.7	5.8	4.3	103/1673	997/11.0	11.3	10.3	164	3.1	58	918 WWMG-F	
12. WRDX-F (AC)	21/ 1.3	1.1	1.3	0.8	0.4	1.1	34/479	281/ 3.1	4.0	2.1	169	0.6	12	226 WRDX-F	
13. WGIV (B)	20/ 1.3	0.9	1.4	1.0	1.4	1.1	20/322	316/ 3.5	3.8	3.8	123	0.9	17	328 WGIV	
14.															
15.	12+ FM SHARE (METRO):	86.19%	(1186 of 1376)			(SPG 88:	85.51%)								

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

FORMATS	AM	FM	TOTAL	%	SPG 88	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		279 ( 4)	279 ( 4)	20.3	12.5	WAES	610 Charlotte 0.8/2.1
AOR/CLASSIC		131 ( 3)	131 ( 3)	9.5	10.8	WAME	1480 Charlotte 0.4/1.5
AC/OLDIES/SOFT ROCK		191 ( 3)	191 ( 3)	13.9	14.0	WGSP	1310 Charlotte 1.0/1.7
MOR/VARIETY	125 ( 3)		125 ( 3)	9.1	8.1	WLON	1050 Lincolnton 0.3/1.2
COUNTRY	9 ( 1)	315 ( 3)	324 ( 4)	23.5	23.1	WSOC	930 Charlotte 0.6/3.1
BLACK/URBAN	20 ( 1)	174 ( 2)	194 ( 3)	14.1	22.2	WSTP	1490 Salisbury 0.4/1.0
BEAUTIFUL/EASY		83 ( 1)	83 ( 1)	6.0	4.4		
NEWS/TALK						WFGW	1010 Black Mountain 0.1/0.0
NOSTALGIA	12 ( 1)		12 ( 1)	0.9		WPMX-F	105.7 Statesville 0.4/1.2
RELIGION/GOSPEL	24 ( 3)	13 ( 1)	37 ( 4)	2.7	4.4	WKRR-F	92.3 Asheboro/Grnsbr 0.5/1.5
SPANISH						WKSI-F	98.7 Greensboro/W-S 0.6/1.5
CLASSICAL						WMIT-F	106.9 Black Mountain 0.8/3.5
JAZZ/NEW AGE						WWDM-F	101.3 Sumter 0.5/1.4
UNKNOWN/OTHERS					0.4	WXRC-F	95.7 Hickory 0.6/2.6
	190 ( 9)	1186 (17)	1376 (26)				

RADIO STATIONS

WBT , 1110, 50 KW (DA-N)	, MOR	MBS, NBC, \$ 78.00 (Banner)	Jeff-Pilot	Tony Renaud
WGIV, 1600, 1 KW (DA-2)	, BLACK	NBN, \$ 25.00 (HNWH)	Broadcasting Partners	Chester Williams
WBCY-F, 107.9, 97 KW @ 1962, CHR		, \$ 55.00 (Banner)	Jeff-Pilot	Tony Renaud
WCKZ-F, 101.9, 100 KW @ 1000, CHR/URBAN		US 2, \$ 45.00 (Durpetti)	Beasley	Dave Chandler
WEZC-F, 102.9, 100 KW @ 1545, BTFL/EZ		, \$ 42.00 (CBS)	Keymarket (HICKORY)	Patrick Foy
WLVK-F, 96.9, 100 KW @ 1554, COUNTRY		ABC E, \$ 58.00 (Republic)	Capitol-Johnson (STATESVILLE)	Mike Buxser
WMXV-F, 104.7, 100 KW @ 1230, AC		, \$ 95.00 (MMR)	EZ	Jake Gurley
WPEG-F, 97.9, 50 KW @ 400, BLACK		RADRAD, \$ 64.00 (HNWH)	Broadcasting Part. (CONCORD)	Chester Williams
WRFX-F, 99.7, 100 KW @ 1044, AOR		, \$ 80.00 (Mc-Guild)	Pyramid (KANNAPOLIS)	Peter Handy
WROQ-F, 95.1, 100 KW @ 1000, CHR		US 1, \$ 50.00 (Republic)		---
WSOC-F, 103.7, 100 KW @ 1003, AC		, \$ 106.00 (Christal)	Cox	Gregg Lindner
WWMG-F, 96.1, 100 KW @ 1738, AC/OLDIES		, \$ 51.00 (Eastman)	Voyager	(SHELBY) Tom Hunt
WXRC-F, 95.7, 100 KW @ 1276, AOR		ABC R, \$ 25.00 (---)		(HICKORY) Jerry Oakley

MISCELLANEOUS COMMENTS: WRKX changes calls to WEZC (March)...WEZC changes to WMXC (March)...  
WLVK-F (Statesville) sold by Capitol (Johnson) to Trumper for \$8,000,000 (Blackburn).

CHATTANOOGA

Arbitron Rank/Pop (12+): 96/357,300  
 MSA Rank/Pop: 110/427,200  
 Average Person Ratings: 17.0  
 Market TSL: 22.75 hours

Stations: 15/15  
 Diaries: 879/406:1/54.1%  
 Sample Target: 760  
 % Below Line: 0.0  
 % Not Listed: 13.1

1988 Revenue: \$11,900,000  
 HH Inc.: \$27,241  
 Retail \$: 3.2 Bill  
 Pop per Station: 23,820  
 #1 Biller: WSKZ-F \$2,400,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WSKZ-F (CHR)	117/19.2	15.0	17.9	20.0	18.4	18.0	209/2181	1088/30.5	31.9	33.4	67	22.5	144	1390	WSKZ-F
2. WUSY-F (C)	77/12.6	12.9	14.0	10.6	13.5	12.5	161/1762	880/24.6	21.3	23.0	125	11.1	71	826	WUSY-F
3. WLMX-F (AC)	64/10.5	12.4	8.6	7.9	7.6	9.9	73/873	772/21.6	19.8	19.1	150	9.5	61	650	WLMX-F
4. WDEF-F (EZ)	63/10.3	12.9	13.4	10.4	10.8	11.8	75/939	742/20.8	21.6	20.8	78	8.0	51	682	WDEF-F
5. WDOD-F (C)	57/ 9.4	8.5	7.8	9.2	10.3	8.7	81/1201	677/18.9	17.4	18.1	120	8.1	52	606	WDOD-F
6. WJTT-F (B)	48/ 7.9	8.2	8.8	9.4	8.4	8.6	50/405	386/10.8	12.7	11.4	94	10.5	67	627	WJTT-F
7. WDEF (MOR)	23/ 3.8	4.4	3.1	4.1	4.2	3.8	24/327	304/ 8.5	9.9	9.4	39	3.8	24	285	WDEF
8. WSGC-F (O)	22/ 3.6	0.7	---	---	---	1.1	30/383	303/ 8.5	0.0	0.0	150	3.6	23	412	WSGC-F
9. WNOO (B)	21/ 3.4	3.1	3.9	4.7	4.2	3.8	22/267	246/ 6.9	6.4	6.8	106	3.6	23	294	WNOO
10. WDOD (C)	14/ 2.3	2.2	1.8	3.5	2.0	2.5	14/286	225/ 6.3	5.5	7.1	52	1.4	9	251	WDOD
11. WYVY-F (B)	7/ 1.1	2.7	2.1	3.3	5.1	2.3	7/196	191/ 5.3	8.3	11.5	136	1.3	8	231	WYVY-F
12.															
13.															
14.															
15.															

12+ FM SHARE (METRO): 86.01% (455 of 529) (SPG 88: 83.62%)

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 WLMX-F	1 WUSY-F	1 WDEF-F	1 WDEF-F	1 WSKZ-F<	1 WSKZ-F>	1 WSKZ-F>	1 WSKZ-F>
2	2 WLMX-F	2 WLMX-F	2 WUSY-F	2 WLMX-F	2 WUSY-F>	2 WSKZ-F	2 WLMX-F	2 WUSY-F	2 WJTT-F	2 WUSY-F
3	3 WJTT-F	3 WUSY-F	3 WSKZ-F	3 WSKZ-F	3 WDOD-F	3 WUSY-F	3 WUSY-F	3 WLMX-F	3 WUSY-F>	3 WJTT-F<
4	4 WUSY-F	4 WJTT-F<	4 WDOD-F	4 WDOD-F>	4 WLMX-F	4 WLMX-F<	4 WDOD-F<	4 WDOD-F	4 WDOD-F	4 WDOD-F
5	5 WDOD-F>	5 WDOD-F	5 WJTT-F	5 WDEF-F	5 WDEF	5 WDOD-F	5 WDEF-F	5 WDEF-F<	5 WDEF-F	5 WDEF-F>>
6	6 WSGC-F	6	6	6 WJTT-F	6	6	6	6 WJTT-F	6	6

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 WUSY-F	1 WSKZ-F	1 WUSY-F	1 WSKZ-F>>	1 WSKZ-F>>	1 WSKZ-F>	1 WSKZ-F>	1 WUSY-F
2 WJTT-F>>	2 WJTT-F	2 WLMX-F	2 WLMX-F	2 WLMX-F	2 WJTT-F>	2 WDOD-F	2 WDOD-F	2 WLMX-F	2 WLMX-F
3 WLMX-F>	3 WLMX-F<	3 WSKZ-F	3 WUSY-F	3 WSKZ-F	3 WLMX-F	3 WLMX-F	3 WLMX-F>	3 WDOD-F<	3 WDOD-F
4 WUSY-F	4 WUSY-F>>	4 WJTT-F>	4 WJTT-F>	4 WDEF-F	4 WDOD-F>	4 WJTT-F	4 WUSY-F	4 WUSY-F>	4 WSKZ-F>
5	5 WSGC-F	5 WDEF-F	5 WDEF-F	5 WJTT-F	5 WUSY-F	5 WUSY-F	5 WSGC-F	5 WSGC-F	5 WSGC-F
6	6 WDOD-F	6	6 WDOD-F	6 WDOD-F>>	6 WSGC-F	6 WSGC-F>>	6 WJTT-F>>	6 WJTT-F	6

FORMATS	AM	FM	TOTAL	%	SPG 88 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		117 ( 1)	117 ( 1)	22.1	20.8	WEPG 910 S Pittsburg 0.3/1.3
AOR/CLASSIC						WFLI 1070 Lookout Mountn 1.0/5.0
AC/OLDIES/SOFT ROCK		86 ( 2)	86 ( 2)	16.3	16.0	WGOW 1150 Chattanooga 0.7/5.9
MOR/VARIETY	23 ( 1)		23 ( 1)	4.3	4.8	WLMX 980 Rossville/Chtng
COUNTRY	16 ( 2)	134 ( 2)	150 ( 4)	28.4	29.7	WMOC 1450 Chattanooga 0.7/1.9
BLACK/URBAN	21 ( 1)	55 ( 2)	76 ( 3)	14.4	14.3	
BEAUTIFUL/EASY		63 ( 1)	63 ( 1)	11.9	12.2	
NEWS/TALK	4 ( 1)		4 ( 1)	0.8		
NOSTALGIA						
RELIGION/GOSPEL	10 ( 2)		10 ( 2)	1.9	1.1	
SPANISH						
CLASSICAL						
JAZZ/NEW AGE						
UNKNOWN/OTHERS					1.1	
	74 ( 7)	455 ( 8)	529 ( 15)			

MISCELLANEOUS COMMENTS: WNOO, WYVY-F sold for \$2,000,000 (Sailors)...

CHICAGO

Arbitron Rank/Pop (12+): 3/6,704,600

Stations: 39/39

1988 Revenue: \$207,500,000

MSA Rank/Pop: 3/8,150,000

Diaries: 3295/2035:1/50.1%

HH Inc.: \$38,507

ADI # 3

Sample Target: 3120

Retail \$: 56.3 Bil

Average Person Ratings: 19.0

% Below Line: 0.0

Pop per Station: 171,912

Market TSL: 24.45 hours

% Not Listed: 11.2

#1 Biller: WGN \$33,300,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WGN (T)	1157/ 9.1	9.5	8.6	10.0	9.0	9.3	1389/17053	13315/19.9	21.2	19.8	68	8.6	1055	10913	WGN
2. WGCI-F (B)	787/ 6.2	7.4	6.7	7.7	9.2	7.0	798/9119	8968/13.4	14.3	15.5	94	11.3	1384	12028	WGCI-F
3. WBBM (N)	680/ 5.3	4.8	6.0	5.4	5.7	5.4	726/14849	13158/19.6	18.8	18.0	77	4.7	571	8323	WBBM
4. WLUP-F (AOR)	609/ 4.8	4.8	4.3	4.5	5.0	4.6	623/9177	8788/13.1	13.3	13.2	119	5.3	649	8212	WLUP-F
5. WVAZ-F (B)	597/ 4.7	6.0	4.2	3.9	3.0	4.7	605/7118	6928/10.3	11.3	10.4	138	5.8	707	6182	WVAZ-F
6. WXEZ-AF (EZ)	567/ 4.5	5.2	6.1	5.3	5.2	5.3	579/7463	7137/10.6	12.5	0.0	69	2.7	318	3647	WXEZ-AF
7. WYTZ-F (CHR)	560/ 4.4	3.6	4.0	4.0	3.5	4.0	582/10002	9474/14.1	14.3	12.3	50	5.1	624	10779	WYTZ-F
8. WBBM-F (CHR)	520/ 4.1	3.8	3.2	3.2	3.7	3.6	530/10554	10140/15.1	15.3	14.9	61	5.1	629	10586	WBBM-F
9. WCKG-F (AOR)	516/ 4.1	4.0	4.3	3.8	4.4	4.1	552/8426	7784/11.6	12.3	11.6	112	4.6	565	7666	WCKG-F
10. WKQX-F (AC)	510/ 4.0	3.1	4.1	3.1	3.0	3.6	523/9210	9013/13.4	13.8	10.8	127	3.5	426	6524	WKQX-F
11. WLIT-F (AC)	384/ 3.0	3.6	3.2	3.1	4.1	3.2	398/5182	4929/ 7.4	10.5	10.0	140	2.0	240	2706	WLIT-F
12. WJJD (BB)	383/ 3.0	2.7	2.3	1.9	2.7	2.5	407/4731	4409/ 6.6	5.1	5.6	37	2.0	240	2316	WJJD
13. WJMK-F (AC)	361/ 2.8	3.4	4.2	3.7	3.7	3.5	404/7746	6961/10.4	13.8	10.8	150	2.5	302	5463	WJMK-F
14. WXRT-F (AOR)	343/ 2.7	2.7	2.4	2.3	2.5	2.5	351/4519	4349/ 6.5	6.4	6.1	141	3.7	457	4699	WXRT-F
15. WUSN-F (C)	342/ 2.7	3.4	3.0	2.4	2.8	2.9	371/5243	4915/ 7.3	8.0	6.9	122	3.6	441	4230	WUSN-F
16. WTMX-F (AC)	325/ 2.6	2.7	3.0	2.7	3.4	2.8	337/5733	5499/ 8.2	10.2	9.5	150	1.8	223	3221	WTMX-F
17. WLUP (N/T)	317/ 2.5	3.1	2.8	2.9	2.3	2.8	337/5999	5488/ 8.2	6.3	6.1	120	3.3	402	4809	WLUP
18. WNUA-F (J/NA)	289/ 2.3	1.3	2.5	2.1	1.8	2.0	299/4986	4736/ 7.1	6.2	5.7	152	2.0	247	3934	WNUA-F
19. WFYR-F (O)	257/ 2.0	1.9	1.8	2.4	2.1	2.0	259/5899	5700/ 8.5	8.9	8.9	145	2.4	298	4787	WFYR-F
20. WMAQ (N/T)	224/ 1.8	1.6	1.4	1.7	1.6	1.6	263/6784	5663/ 8.4	6.6	7.6	72	1.1	138	3688	WMAQ
21. WOJO-F (SP)	221/ 1.7	1.6	1.2	1.3	1.4	1.5	221/2210	2210/ 3.3	3.1	3.0	112	1.1	131	2052	WOJO-F
22. WLS (AC)	205/ 1.6	1.6	1.6	1.9	1.7	1.7	318/6052	3791/ 5.7	5.5	5.4	125	1.1	138	2967	WLS
23. WFMT-F (CL)	184/ 1.4	1.2	1.3	1.2	0.8	1.3	191/3656	3471/ 5.2	4.7	3.4	100	1.2	145	3004	WFMT-F
24. WNIB-F (CL)	148/ 1.2	1.3	1.4	1.3	0.9	1.3	150/3288	3238/ 4.8	4.1	3.0	67	0.6	75	1720	WNIB-F
25. WIND (SP)	122/ 1.0	0.5	0.8	0.7	1.1	0.8	131/1644	1522/ 2.3	2.0	2.0	110	1.1	135	1533	WIND

12+ FM SHARE (METRO): 64.23% (7254 of 11293) (SPG 88: 70.14%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WYTZ-F>	1 WLUP-F	1 WLUP-F	1 WVAZ-F	1 WVAZ-F	1 WGN >	1 WGN >	1 WGN	1 WGCI-F	1 WGCI-F	1 WGN >>
2 WBBM-F<	2 WCKG-F	2 WGCI-F<	2 WLUP-F<	2 WGN	2 WBBM	2 WBBM	2 WXEZ-AF	2 WGN	2 WGN	2 WGCI-F
3 WGCI-F>>	3 WGCI-F>	3 WVAZ-F	3 WGCI-F	3 WGCI-F<	3 WXEZ-AF>	3 WLUP-F>	3 WVAZ-F	3 WLUP <	3 WYTZ-F	3 WBBM >>
4	4 WVAZ-F<	4 WCKG-F	4 WKQX-F	4 WLUP-F	4 WJJD	4 WGCI-F	4 WLUP-F	4 WYTZ-F<	4 WVAZ-F	4 WVAZ-F>>
5	5 WBBM-F<	5 WKQX-F	5 WGN	5 WKQX-F	5 WVAZ-F	5 WKQX-F	WCKG-F	5 WCKG-F	5 WBBM-F	5 WXEZ-F>>
6	6 WXRT-F	6 WBBM-F<	WCKG-F	6 WCKG-F	6 WGCI-F	6 WYTZ-F	6 WGCI-F<	6 WXEZ-AF	6 WBBM >	6 WLUP-F>>
7	7 WKQX-F<	7 WXRT-F	7 WJMK-F<	7 WLIT-F	7 WUSN-F	7 WBBM-F	7 WKQX-F<	7 WLUP-F	7 WCKG-F	7 WMAQ
8	8 WYTZ-F	WGN	8 WLIT-F	WJMK-F<	WLIT-F	8 WVAZ-F	8 WLIT-F	WBBM-F	8 WKQX-F	8 WJJD
9	9 WLUP	9 WLIT-F<	9 WXRT-F<	9 WBBM	WKQX-F<	WJJD	9 WBBM <	WBBM	9 WXEZ-AF	9 WCKG-F
10	10 WTMX-F	10 WYTZ-F	10 WTMX-F	10 WTMX-F	10 WJMK-F	10 WXEZ-AF	10 WTMX-F	10 WVAZ-F	WLUP-F	WBBM-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 WVAZ-F	1 WVAZ-F	1 WVAZ-F	1 WLUP-F	1 WCKG-F<	1 WCKG-F	1 WLUP-F<	1 WCKG-F<
2 WBBM-F	2 WVAZ-F	2 WLUP-F	2 WGCI-F	2 WKQX-F<	2 WCKG-F>	2 WLUP-F>	2 WLUP-F	2 WCKG-F	2 WLUP-F<
3 WYTZ-F	3 WLUP-F	WGCI-F	3 WKQX-F	3 WGN <	3 WGCI-F<	3 WGCI-F<	3 WXRT-F	3 WGCI-F	3 WGN
4	4 WKQX-F	4 WKQX-F	4 WLUP-F	4 WGCI-F	4 WYTZ-F<	4 WXRT-F	4 WGCI-F	4 WXRT-F	4 WXRT-F
5 WLUP-F	5 WBBM-F<	5 WTMX-F	5 WLIT-F<	5 WLUP-F<	5 WLUP	5 WLUP	5 WLUP	5 WLUP <	5 WGCI-F<
6 WKQX-F	6 WYTZ-F	6 WYTZ-F<	6 WBBM-F<	6 WLIT-F	WBBM-F>	6 WBBM-F>	6 WNUA-F	6 WVAZ-F	6 WVAZ-F
7 WCKG-F>	7 WCKG-F	7 WXRT-F	7 WTMX-F<	7 WTMX-F	7 WXRT-F>	7 WYTZ-F	7 WVAZ-F	7 WGN	7 WBBM
8 WLIT-F	8 WTMX-F	WLIT-F	8 WYTZ-F	8 WXEZ-AF	8 WOJO-F	8 WVAZ-F<	8 WTMX-F	8 WKQX-F	8 WJMK-F
9 WYLL-F	9 WLIT-F	9 WFYR-F	9 WGN	9 WJMK-F	9 WKQX-F>	9 WNUA-F	9 WLIT-F	WJMK-F	9 WLUP
10 WTMX-F	10 WXRT-F	WCKG-F	10 WCKG-F	10 WUSN-F	10 WVAZ-F	10 WKQX-F	WBBM-F	WBBM-F	10 WKQX-F

FORMATS					SPG 88		OTHER RATED STATIONS/METRO SHARE & CUME RATING	
	AM	FM	TOTAL	%	%			
TOP 40/CHR/CONTEMP		1164 ( 4)	1164 ( 4)	10.3	10.8	WBUS-F 99.9	KANKAKEE	0.4/1.3
AOR/CLASSIC		1468 ( 3)	1468 ( 3)	13.0	13.0	WGCI 1390	CHICAGO	0.6/2.6
AC/OLDIES/SOFT ROCK	205 ( 1)	1893 ( 6)	2098 ( 7)	18.6	19.4	WJKL-F 94.3	ELGIN	0.3/1.2
MOR/VARIETY	55 ( 1)		55 ( 1)	0.5	10.3	WJOB 1230	HAMMOND	0.4/0.9
COUNTRY		342 ( 1)	342 ( 1)	3.0	3.7	WJOL 1340	JOLIET	0.3/0.5
BLACK/URBAN	209 ( 3)	1427 ( 3)	1636 ( 6)	14.5	17.3	WJPC 950	CHICAGO	0.2/1.0
BEAUTIFUL/EASY	567 ( 1)		567 ( 2)	5.0	5.9	WJZQ-F 95.1	KENOSHA	0.3/1.4
NEWS/TALK	2378 ( 4)		2378 ( 4)	21.1	10.1	WLNR-F 106.3	LANSING/CHICAGO	0.3/1.9
NOSTALGIA	383 ( 1)	35 ( 1)	418 ( 2)	3.7	2.9	WTAQ 1300	LA GRANGE	0.6/1.4
RELIGION/GOSPEL		44 ( 1)	44 ( 1)	0.4	0.4	WVON 1450	CHICAGO	0.9/1.4
SPANISH	202 ( 2)	221 ( 1)	423 ( 3)	3.7	2.9	WYCA-F 92.3	HAMMOND	0.3/1.3
CLASSICAL		332 ( 2)	332 ( 2)	2.9	2.8	WYLL-F 106.7	DES PLAINES/CHI	0.3/1.1
JAZZ/NEW AGE		289 ( 1)	289 ( 1)	2.6		WYSY-F 107.9	AURORA	0.4/1.8
UNKNOWN/OTHERS	40 ( 1)	39 ( 1)	79 ( 2)	0.7	0.4			
	4039 (14)	7254 (25)	11293 (39)					

RADIO STATIONS

WBBM, 780, 50 KW	, NEWS	CBS, \$ 235.00 (CBS)	CBS	Wayne Jefferson
WGCI, 1390, 5 KW (DA-2)	, BLACK	, \$ N/A (Mc-Guild)	Gannett	Marv Dyson
WGN, 720, 50 KW	, TALK/VARIETY	ABC 1, \$ 300.00 (Christal)	Tribune Co.	Dan Fabian
WIND, 560, 5 KW (DA-2)	, HISPANIC	, \$ 75.00 (Katz Hisp)	Tichenor	Chuck Brooks
WJJD, 1160, 50 KW/4 KW (DA-2)	, NOSTALGIA	US 2, \$ 125.00 (Katz)	Infinity	Harvey Pearlman
WJPC, 950, 1 KW/5 KW (DA-N)	, BLACK	NBN, \$ 45.00 (---)		Linda Johnson-Rice
WLS, 890, 50 KW	, AC/TALK	ABC C, \$ 105.00 (Banner)		Tom Tradup
WLUP, 1000, 50 KW (DA-2)	, TALK/AOR	, \$ 115.00 (MMR)	Evergreen	Larry Wert
WMAQ, 670, 50 KW	, NEWS	NBC APR, \$ 125.00 (Group W)	Westinghouse	---
WSBC, 1240, 1 KW	, REL./ETHNIC	25.00 (---)		Roy Bellavia
WVON, 1450, 1 KW	, BLACK TALK	MBS, \$ 50.00 (Roslin)		Hoyett Owens
WXEZ, 820, 5 KW/1 KW (DA-N)	, BTFL/EZ	MBS, \$ N/A (Republic)	Century	Jim Haviland

FM STATIONS

WBBM, 96.3, 6.2 KW @ 1174, CHR		RADRAD, \$ 140.00 (CBS)	CBS	Tom Matheson
WCKG, 105.9, 4.2 KW @ 1575, CLASSIC AOR		, \$ 150.00 (Katz)	Cox	Marc Morgan
WFMT, 98.7, 16 KW @ 1167, CLASSICAL		, \$ 120.00 (HNWH)		Roy Nordstrand
WFYRM 103.5, 4 KW @ 1548, OLDIES		, \$ 124.00 (Republic)	Summit	Kelly Seaton
WGCI, 107.5, 33 KW @ 600, BLACK		, \$ 200.00 (Mc-Guild)	Gannett	Marv Dyson
WJMK, 104.3, 4 KW @ 1575, OLDIES		US 2, \$ 170.00 (Katz)	Infinity	Harvey Pearlman
WKQX, 101.1, 6 KW @ 1170, AC/CONTEMPORARY		SOURCE, \$ 165.00 (HNWH)	Emmis	Chuck Hillier
WLIT, 93.9, 5 KW @ 1581, SOFT AC		, \$ 172.00 (Christal)	Viacom	Michael Murphy
WLUP, 97.9, 6 KW @ 1174, CHR		RADRAD, \$ 200.00 (MMR)	Evergreen	Lawrence Wert
WNIB, 97.1, 8 KW @ 1196, CLASSICAL		, \$ 100.00 (CMBS)		Sonia Florian
WNUA, 95.5, 8 KW @ 1170, JAZZ/NAC		, \$ 125.00 (Durpetti)	Pyramid	Michael Donavan
WOJO, 105.1, 6 KW @ 1174, HISPANIC		, \$ 98.00 (Katz Hisp.)	Tichenor	Chuck Brooks
WTMX, 101.9, 4 KW @ 1560, AC		, \$ 163.00 (Mc-Guild)	Bonneville	Chet Redpath
WUSN, 99.5, 6 KW @ 1170, COUNTRY		US 2, \$ 160.00 (MMR)	Cook Inlet	Carl Hamilton
WVAZ, 102.7, 6 KW @ 1170, BLACK AC		ABC F, \$ 140.00 (Durpetti)	Broadcasting Partners	Barry Mayo
WXEZ, 100.3, 6 KW @ 1167, BTFL/EZ		MBS, \$ 175.00 (Republic)	Century	Jim Haviland
WXRT, 93.1, 7 KW @ 1310, AOR		, \$ 153.00 (CBS)		Seth Mason
WYTTZ, 94.7, 4 KW @ 1535, CHR		ABC R, \$ 158.00 (Banner)	Cap Cities/ABC	

CALL LETTER CHANGES

WLAK changes to WLIT (Jan)  
WCLR changes to WTMX (Feb)

FORMAT CHANGES

STATION SALES

CINCINNATI

Arbitron Rank/Pop (12+): 30/1,165,500  
 MSA Rank/Pop: 31/1,427,200  
 ADI # 30  
 Average Person Ratings: 18.4  
 Market TSL: 24.0 hours

Stations: 24/21  
 Diaries: 1495/780:1/53.9%  
 Sample Target: 1340  
 % Below Line: 1.4  
 % Not Listed: 7.7

1988 Revenue: \$49,200,000  
 HH Inc.: \$33,116  
 Retail \$: 12.0 Bil  
 Pop per Station: 55,500  
 #1 Biller: WLW \$10,000,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cum
1. WLW (MOR)	258/12.0	8.8	8.5	11.4	12.3	10.2	381/5124	3471/29.8	25.2	27.8	104	9.2	179	1862 WLW
2. WKRC-F (CHR)	228/10.6	9.4	9.2	10.3	9.9	9.9	321/4472	3176/27.3	24.6	24.3	91	12.2	237	2125 WKRC-F
3. WEBN-F (AOR)	220/10.2	11.9	10.7	11.6	13.6	11.1	280/3464	2756/23.6	23.5	24.1	106	14.9	289	2827 WEBN-F
4. WVEZ-F (EZ) **	152/ 7.1	9.2	9.0	8.2	7.5	8.4	188/2020	1577/13.5	16.4	14.4	55	5.5	107	796 WVEZ-F
5. WNNK-F (AC)	134/ 6.2	6.6	5.6	3.9	4.6	5.6	173/2542	1942/16.7	13.5	12.0	119	7.0	136	1043 WNNK-F
6. WRRM-F (AC)	131/ 6.1	5.3	6.1	5.2	3.9	5.7	147/1857	1652/14.2	14.6	11.7	133	2.5	48	545 WRRM-F
7. WOFX-F (O)	129/ 6.0	4.6	5.5	4.4	3.0	5.1	170/2216	1622/13.9	15.5	9.0	133	4.8	93	1048 WOFX-F
8. WKRC (MOR)	108/ 5.0	6.6	4.6	5.9	6.9	5.5	123/2126	1690/14.5	19.4	15.2	78	3.6	70	610 WKRC
9. WUBE-F (C)	103/ 4.8	4.6	6.4	4.2	5.7	5.0	149/2107	1291/11.1	12.1	10.3	115	7.1	137	919 WUBE-F
10. WBLZ-F (B)	93/ 4.3	3.9	3.7	4.8	3.3	4.2	106/1774	1464/12.6	9.7	10.1	88	6.9	140	1584 WBLZ-F
11. WIZF-F (B)	87/ 4.0	3.5	3.1	3.6	3.1	3.5	91/1044	973/ 8.3	6.8	6.6	98	5.0	97	781 WIZF-F
12. WCKY (N/T)	82/ 3.8	4.9	5.7	4.0	4.8	4.6	93/1208	1072/ 9.2	11.8	8.8	61	3.3	65	609 WCKY
13. WBVE-F (C)	61/ 2.8	2.7	2.7	3.5	3.4	2.9	136/1765	851/ 7.3	7.5	7.2	139	1.9	39	577 WBVE-F
14.														
15.														

\*\*STATION DETERMINED TO HAVE ENGAGED IN A SPECIAL STATION ACTIVITY

12+ FM SHARE (METRO): 71.57% (1420 of 1984) (SPG 88: 0.00%)

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

FORMATS	AM	FM	TOTAL	%	SPG 88	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		241 ( 2)	241 ( 2)	12.1	11.4		WAKW-F 93.3 Cincinnati 1.3/3.4
AOR/CLASSIC		220 ( 1)	220 ( 1)	11.1	15.7		WCIN 1480 Cincinnati 0.4/1.8
AC/OLDIES/SOFT ROCK	43 ( 2)	394 ( 3)	437 ( 5)	22.0	16.8		WDJO 1230 Cincinnati 0.8/2.2
MOR/VARIETY	366 ( 2)		366 ( 2)	18.4	21.1		WMLX 1180 Florence 1.9/2.5
COUNTRY		181 ( 4)	181 ( 4)	9.1	10.0		WNOP 740 Newport 0.6/1.8
BLACK/URBAN		180 ( 2)	180 ( 2)	9.1	8.2		WRBZ-F 107.1 Milford 1.1/3.8
BEAUTIFUL/EASY		152 ( 1)	152 ( 1)	7.7	9.1		WSAI 1360 Cincinnati 1.2/4.3
NEWS/TALK	82 ( 1)		82 ( 1)	4.1	5.3		WTSJ 1050 Cincinnati 0.5/1.2
NOSTALGIA	40 ( 1)		40 ( 1)	2.0			
RELIGION/GOSPEL	11 ( 1)	29 ( 1)	40 ( 2)	2.0	0.3		WGTZ-F 92.9 Eaton 0.6/1.9
SPANISH							WHKO-F 99.1 Dayton/Sprgfld 0.4/1.3
CLASSICAL	9 ( 1)		9 ( 1)	0.5			WFFB-F 105.9 Middletown 0.4/1.5
JAZZ/NEW AGE	13 ( 1)	23 ( 1)	36 ( 2)	1.8	0.5		
UNKNOWN/OTHERS					1.5		
	564 ( 9)	1420 (15)	1984 (24)				

AM STATIONS

WABQ, 1540, 1 KW (DAYS)	, RELIGION	NBN, \$ 20.00 (---)		Michael Gallagher
WERE, 1300, 5 KW (DA-1)	, TALK	CBS, MBS, \$ 52.00 (Banner)	Metroplex	Steve Joos
WGAR, 1220, 50 KW (DA-N)	, COUNTRY	ABC E, \$ N/A (HNWH)	Nationwide	John Blassingame
WHK, 1420, 5 KW (DA-N)	, BUSINESS NEWS	NBC, TALKNT, \$ 37.00 (Katz)	Malrite	Chuck Bortnick
WJMO, 1490, 1 KW	, BLACK	NBN, SBN, \$ 34.00 (MMR)	United	Curtis Shaw
WRMR, 850, 10 KW/5 KW (DA-2)	, NOSTALGIA	APR, \$ 44.00 (Christal)	Booth	Roger Turner
WWWE, 1100, 50 KW	, NEWS/TALK	ABC I, CNN, \$ 80.00 (Eastman)		Harvey Simms

FM STATIONS

WCLV, 95.5, 31 KW @ 625, CLASSICAL	, \$ 59.00 (HNWH)		C.K. Patrick
WDOK, 102.1, 12 KW @ 850, SOFT AC	, \$ 78.00 (Republic)		Marianne Johnson
WGAR, 99.5, 50 KW @ 500, COUNTRY	ABC E, \$ 84.00 (HNWH)	Nationwide	John Blassingame
WLTF, 106.5, 11 KW @ 1060, AC	APR, \$ 117.00 (Christal)	Booth	Roger Turner
WMJI, 105.7, 27 KW @ 900, AC	, \$ 105.00 (Eastman)	Jacor	Phil Levine
WMMS, 100.7, 34 KW @ 600, AOR	SOURCE, NBC, \$ 165.00 (Katz)	Malrite	Chuck Bortnick
WNCX, 98.5, 16 KW @ 960, CLASSIC AOR	ABC F, RADRAD, \$ 75.00 (Banner)	Metroplex	Steve Joos
WNWV, 107.3, 50 KW @ 466, JAZZ/NAC	SMN, \$ 58.00 (Torbet)	(ELYRIA)	Gary Kneisley
WPHR, 107.9, 70 KW @ 385, CHR	SOURCE, US 1, \$ 57.00 (Republic)	Ardman	Mark Heiden
WQAL, 104.1, 11 KW @ 1060, BTFL/EZ	, \$ 102.00 (Christal)	ML/WIN	Mark Biviano
WRQC, 92.3, 27 KW @ 234, CHR	ABC R, ABC F, \$ 45.00 (MMR)	United	Shannon Lange
WZAK, 93.1, 27 KW @ 620, BLACK	RADRAD, \$ 81.00 (Durpetti)	Zapis	Xen Zapis

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

WJMO, WRQC-F sold by  
 United to TA/Shaw for  
 \$\_\_\_\_\_ (Americom).



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 COLORADO SPRINGS  
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Arbitron Rank/Pop (12+):  
 MSA Rank/Pop:  
 ADI #100 (w/Pueblo)  
 Average Person Ratings: 17.3  
 Market TSL: 23.25 hours

Stations: 20/15  
 Diaries: 674/ :1/55.0%  
 Sample Target: 660  
 % Below Line: 0.7  
 % Not Listed: 11.9

1988 Revenue: \$10,800,000  
 HH Inc.: \$31,898  
 Retail \$: 2.6 Bil  
 Pop per Station: 26,407  
 #1 Biller: \$1,700,000

12+ METRO	1/4/SHARE	FAL		SPG		4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
		88	88	87	87										
1. KVUU-F (AC)	55/ 9.8	8.1	8.2	6.3	7.9	----	68/899	691/21.3	20.2	20.7	123	6.4	40	536	KVUU-F
2. KKCS-AF (C)	47/ 8.4	7.8	10.3	11.6	8.1	----	62/802	562/16.9	18.8	17.3	106	11.5	68	473	KKCS-AF
3. KATM-F (CHR)	42/ 7.5	4.8	4.8	----	----	----	58/852	625/19.3	9.8	0.0	43	6.4	40	634	KATM-F
4. KKM-F (CHR)	40/ 7.1	5.2	----	----	----	----	53/671	420/12.9	0.0	0.0	56	10.0	62	578	KKM-F
KKFM-F (AOR)	40/ 7.1	6.5	5.2	7.0	8.2	----	61/758	518/16.0	13.6	13.0	130	8.5	53	548	KKFM-F
6. KRDO-F (EZ)	35/ 6.2	8.9	9.9	7.0	8.2	----	64/812	513/15.8	17.7	16.6	97	5.9	37	390	KRDO-F
7. KILO-F (AOR)	34/ 6.1	9.6	11.1	13.3	8.2	----	70/884	548/16.9	19.5	19.8	98	11.6	72	725	KILO-F
8. KIKX-F (CHR)	33/ 5.9	7.8	11.5	16.6	15.1	----	59/906	664/20.5	24.3	26.2	78	6.9	43	633	KIKX-F
9. KVOR (N/T)	29/ 5.2	4.3	3.8	5.5	5.0	----	29/504	494/15.2	10.9	12.1	62	3.4	21	259	KVOR
KSPZ-F (AC)	29/ 5.2	4.3	5.6	6.5	9.0	----	32/562	476/14.7	12.4	16.8	121	2.6	16	292	KSPZ-F
11. KKLI-F (AC)	23/ 4.1	4.8	3.4	3.5	0.8	----	27/381	351/10.8	7.6	2.4	134	2.7	17	238	KKLI-F
12. KRDO (MOR)	20/ 3.6	2.4	3.6	1.4	2.1	----	23/343	306/ 9.4	10.8	7.2	128	3.1	19	314	KRDO
13. KOA (N/T)	17/ 3.0	3.3	2.6	3.7	3.1	----	38/545	325/10.0	9.2	9.3	97	3.1	19	324	KOA
14. KSSS (C)	16/ 2.9	4.8	4.0	3.3	7.5	----	18/317	276/ 8.5	10.6	12.7	100	4.0	25	270	KSSS
15. KRYT-F (?)	14/ 2.5	0.6	----	----	----	----	47/410	98/ 3.0	0.0	0.0	148				KRYT-F

12+ FM SHARE (METRO): 81.58% (403 of 494) (SPG 88: 78.48%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KATM-F	1 KKFM-F	1 KVUU-F	1 KVUU-F	1 KVUU-F	1 KRDO-F	1 KVOR <	1 KVUU-F>	1 KVUU-F	1 KKM-F	1 KVOR
2 KKM-F	2 KATM-F	2 KKFM-F	2 KKFM-F	2 KKFM-F	2 KVUU-F	2 KKCS-AF	2 KRDO-F	2 KKCS-AF	2 KATM-F	2 KKM-F
3 KIKX-F>>	3 KKM-F	3 KKCS-AF	3 KKCS-AF	3 KKCS-AF	3 KKCS-AF	3 KVUU-F	3 KATM-F	3 KKCS-AF	3 KKCS-AF	3 KKCS-F
4	4 KILO-F	4 KATM-F	4 KSPZ-F	4 KSPZ-F	4 KVOR	4 KATM-F	4 KKFM-F	4 KKFM-F	4 KIKX-F	4 KATM-F
5	5 KVUU-F	KILO-F	KILO-F	5 KRDO-F	5	5 KKFM-F	5 KATM-F	5 KKM-F	5 KVUU-F	5 KKFM-F
6	6 KKCS-AF	6 KKM-F	6	KILO-F	6	6	6 KILO-F	6	6	6

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 KKM-F	1 KVUU-F	1 KKFM-F	1 KVUU-F	1 KVUU-F	1 KATM-F	1 KKFM-F	1 KKFM-F	1 KKFM-F	1 KKFM-F
2 KKCS-AF	2 KKCS-AF	2 KVUU-F	2 KKCS-AF	2 KKCS-AF	2 KKM-F	2 KILO-F	2 KILO-F	2 KILO-F	2 KVUU-F
3 KATM-F	3 KKM-F	3 KSPZ-F	3 KKLI-F	3 KSPZ-F	KKFM-F	3 KATM-F	3 KKM-F	3 KATM-F	3 KILO-F
4 KVUU-F	4 KATM-F	4 KKCS-AF	4 KSPZ-F	KKLI-F	KILO-F	4 KKM-F	4 KKCS-AF	4 KVUU-F	4 KKCS-AF
5 KIKX-F	5 KKFM-F	KKLI-F	KKM-F	5 KRDO-F	5 KIKX-F	5 KVUU-F	KVUU-F	5 KKM-F	5 KOA
6	KIKX-F	KILO-F	6 KIKX-F	6 KKFM-F	6	6 KKCS-AF	6 KATM-F	6 KKCS-AF	KRDO-F
	7 KSPZ-F	KIKX-F	7 KATM-F	7	7	7	7	7	KKM-F

FORMATS	AM	FM	TOTAL	%	SPG 88	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		115 ( 3)	115 ( 3)	23.3	18.2		KBZE-F 105.5 Security/Co Spg 1.6/1.8
AOR/CLASSIC		74 ( 2)	74 ( 2)	15.0	18.2		KCMN 1530 Co Spgs/Pueblo 0.7/3.0
AC/OLDIES/SOFT ROCK		116 ( 4)	116 ( 4)	23.5	23.3		KWYD 1580 Colorado Sprngs 0.5/1.6
MOR/VARIETY	22 ( 2)		22 ( 2)	4.5			
COUNTRY	16 ( 1)	47 ( 1)	63 ( 2)	12.8	15.9		KHOW 630 Denver 0.4/2.2
BLACK/URBAN							KVOD-F 99.5 Denver/Boulder 0.4/1.8
BEAUTIFUL/EASY		35 ( 1)	35 ( 1)	7.1	11.0		
NEWS/TALK	46 ( 2)		46 ( 2)	9.3	7.2		
NOSTALGIA	4 ( 1)		4 ( 1)	0.8	2.0		
RELIGION/GOSPEL	3 ( 1)		3 ( 1)	0.6	3.6		
SPANISH							
CLASSICAL		2 ( 1)	2 ( 1)	0.4	0.7		
JAZZ/NEW AGE							
UNKNOWN/OTHERS		14 ( 1)	14 ( 1)	2.8			
	91 ( 7)	403 (13)	494 (20)				

RADIO STATIONS

KCMN, 1530, 1 KW (DAYS)	NOSTALGIA	CNN, \$ 15.00 (K & P)	Ed Rankin
KRDO, 1240, 1 KW (DA-1)	OLDIES	\$ 14.00 (HNWH)	Neil Klocksiem
KSSS, 740, 1 KW/250 W (DA-2)	COUNTRY	ABC I, \$ 23.00 (Mc-Guild)	Mike Ginsburg
KVOR, 1300, 5 KW/1 KW	NEWS/TALK	ABC T, TALKNT, \$ 26.00 (Katz)	Ken Gaines
		\$ 44.00 (Mc-Guild)	First Sierra
KIKX-F, 102.7, 100 KW @ 2080, CHR		\$ 48.00 (Republic)	Bahakel
KILO-F, 93.9, 83 KW @ 2110, AOR		\$ 37.00 (Torbet)	
KKCS-F, 101.9, 79 KW @ 2220, COUNTRY		ABC F, \$ 34.00 (Christal)	Citadel
KKFM-F, 96.5, 72 KW @ 2300, CLASSIC AOR		\$ 22.00 (Torbet)	Tippie
KKLI-F, 106.3, 71 KW @ 2022, SOFT AC		\$ 29.00 (Durpetti)	(PUEBLO)
KKM-F, 98.9, 70 KW @ 2200, CHR		\$ 30.00 (HNWH)	
KRDO-F, 95.1, 96 KW @ 2010, BTFE/EZ		\$ 36.00 (Katz)	Perm
KSPZ-F, 92.9, 72 KW @ 2130, AC		ABC E, \$ 48.00 (Mc-Guild)	Lakoduk (PUEBLO)
KVUU-F, 96.9, 87 KW @ 2220, AC			Mike Ginsburg

KOA - See Denver; KATM, KRYT - See Pueblo

MISCELLANEOUS COMMENTS: KWYD changes calls to KBZE (Apr.)...KBZE changes from RELIGION to OLDIES/AC.

COLUMBIA, SC

Arbitron Rank/Pop (12+): 93/375,200  
 MSA Rank/Pop: 105/455,400  
 Average Person Ratings: 19.0  
 Market TSL: 25.0 hours

Stations: 17/16  
 Diaries: 781/480:1/55.3%  
 Sample Target: 750  
 % Below Line: 0.3  
 % Not Listed: 11.4

1988 Revenue: \$12,700,000  
 HH Inc.: \$32,843  
 Retail \$: 2.9 Bil  
 Pop per Station: 23,450  
 #1 Biller: WCOS-AF \$2,900,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WWDM-F (B)	112/15.7	15.2	18.7	18.9	18.9	17.1	272/1996	929/24.8	23.7	22.5	94	20.1	150	1127	WWDM-F
2. WCOS-F (C)	110/15.4	16.5	19.5	16.6	17.8	17.0	204/2016	1187/31.6	30.5	28.2	104	16.2	121	1132	WCOS-F
3. WMFX-F (AOR)	74/10.4	7.4	6.0	4.9	9.5	7.2	75/883	778/20.7	14.9	16.8	111	8.4	63	724	WMFX-F
4. WNOK-F (CHR)	52/ 7.3	10.1	8.8	7.8	8.4	8.5	102/1567	846/22.5	25.3	24.4	60	11.9	89	980	WNOK-F
5. WCEZ-F (EZ)	49/ 6.9	7.7	5.4	8.4	6.8	7.1	53/557	495/13.2	8.6	12.7	96	3.2	24	270	WCEZ-F
6. WTCB-F (AC)	47/ 6.6	6.4	5.0	4.1	4.6	5.5	77/923	538/14.3	12.2	14.3	145	6.8	51	555	WTCB-F
7. WVOC (N/T)	39/ 5.5	5.4	5.8	4.6	4.6	5.3	43/681	610/16.3	12.9	13.3	62	3.5	26	399	WVOC
8. WSCQ-F (AC)	28/ 3.9	5.1	6.0	5.6	5.2	5.2	28/426	417/11.1	13.5	12.5	138	4.6	34	462	WSCQ-F
9. WOIC (B)	26/ 3.6	3.6	3.5	5.7	4.3	4.1	28/408	394/10.5	10.5	10.6	75	2.4	18	238	WOIC
10. WOMG-F (O)	24/ 3.4	1.3	1.9	4.9	5.3	2.9	25/418	375/10.0	10.5	15.1	159	2.7	20	402	WOMG-F
11. WTGH (REL)	23/ 3.2	2.8	3.3	4.1	1.6	3.3	24/301	272/ 7.2	6.6	3.7	78	2.5	19	181	WTGH
12. WYYS-F (CHR)	21/ 2.9	3.4	3.1	0.0	1.0	2.3	21/505	469/12.5	9.0	7.8	41	4.2	31	405	WYYS-F
13.															
14.															
15.	12+ FM SHARE (METRO):		82.91%		(524 of 632)		(SPG 88:	83.99%)							

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WWDM-F	1 WWDM-F	1 WWDM-F	1 WWDM-F	1 WCOS-F	1 WCOS-F>>	1 WWDM-F<	1 WCOS-F	1 WCOS-F	1 WWDM-F>	1 WCOS-F
2 WNOK-F>>	2 WMFX-F>	2 WCOS-F<	2 WCOS-F	2 WWDM-F	2 WVOC	2 WCOS-F>	2 WWDM-F	2 WWDM-F	2 WCOS-F	2 WWDM-F
3 WYYS-F	3 WNOK-F	3 WMFX-F>	3 WMFX-F	3 WMFX-F	3 WCEZ-F	3 WMFX-F	3 WMFX-F	3 WMFX-F>	3 WNOK-F	3 WVOC >>
4 WMFX-F>>	WCOS-F	4 WTCB-F	4 WTCB-F>	4 WTCB-F>	4 WWDM-F>	4 WTCB-F	4 WCEZ-F	4 WNOK-F	4 WMFX-F	4
5	5 WTCB-F	5 WNOK-F	5 WCEZ-F	5 WCEZ-F	5 WTCB-F	5 WVOC	5 WTCB-F	5 WCEZ-F<	5 WVOC	5
6	6	6 WCEZ-F	6	6	6	WNOK-F	6	6 WTCB-F	6 WYYS-F	6

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 WWDM-F>	1 WWDM-F>	1 WWDM-F	1 WWDM-F>	1 WCOS-F<	1 WMFX-F	1 WMFX-F	1 WMFX-F	1 WMFX-F	1 WCOS-F
2 WNOK-F>	2 WMFX-F	WTCB-F	2 WCOS-F	2 WWDM-F	2 WWDM-F	2 WWDM-F>	2 WWDM-F>>	2 WWDM-F<	2 WWDM-F
3 WMFX-F>	3 WTCB-F	3 WMFX-F>	3 WTCB-F	3 WTCB-F>	3 WCOS-F	3 WCOS-F	3 WCEZ-F>	3 WCOS-F>>	3 WMFX-F>>
4 WQXL	4 WNOK-F	4 WCOS-F>	4 WMFX-F	4 WSCQ-F	4 WNOK-F>	4 WNOK-F	4 WODE	4 WNOK-F	4 WCEZ-F
WCOS-F	5 WCOS-F	5 WSCQ-F	5 WSCQ-F	5 WMFX-F	5 WYYS-F	5 WCEZ-F	WCOS-F	5 WTCB-F	5 WTCB-F
6	6	WNOK-F	6 WNOK-F	6	6 WTCB-F>>	6	6 WOMG-F	6 WCEZ-F	6 WOMG-F

FORMATS	AM	FM	TOTAL	%	SPG 88	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		73 ( 2)	73 ( 2)	11.6	13.4		WCOS 1400 Columbia 0.3/1.9
AOR/CLASSIC		74 ( 1)	74 ( 1)	11.7	9.1		WKWQ-F 95.3 Batesburg/Clmba 0.7/4.5
AC/OLDIES/SOFT ROCK	7 ( 1)	101 ( 4)	108 ( 5)	17.1	12.0		WODE 1230 Columbia 1.0/2.2
MOR/VARIETY							WQXL 1470 Columbia 1.5/2.6
COUNTRY	2 ( 1)	110 ( 1)	112 ( 2)	17.7	22.5		
BLACK/URBAN	26 ( 1)	117 ( 2)	143 ( 3)	22.6	26.3		WZNY-F 105.7 Augusta/Aiken 0.3/1.7
BEAUTIFUL/EASY		49 ( 1)	49 ( 1)	7.8	5.9		
NEWS/TALK	39 ( 1)		39 ( 1)	6.2	6.4		
NOSTALGIA							
RELIGION/GOSPEL	34 ( 2)		34 ( 2)	5.4	3.6		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS					0.7		
	108 ( 6)	524 (11)	632 (17)				

RADIO STATIONS

WOIC, 1320, 5 KW/2.5 KW (DA-N), BLACK	MBS, \$ 26.00 (---)	John Price	Dale McCaskill
WTGH, 620, 1 KW/125 W (DA-1), RELIGION	SBN, \$ 12.00 (---)		Isaac Heyward
WVOC, 560, 5 KW (DA-N), NEWS/TALK	CBS, \$ 26.00 (Banner)		Jack Lovelady
WCEZ-F, 93.5, 3 KW @ 300, BTFL/EZ	NBC, \$ 38.00 (Banner)		Jack Lovelady
WCOS-F, 97.9, 100 KW @ 985, COUNTRY	ABC I, \$ 75.00 (Mc-Guild)	GHB	Jake Boker
WMFX-F, 102.3, 3 KW @ 322, AOR	, \$ 40.00 (Durpetti)	Signature	Chuck Dunaway
WNOK-F, 104.7, 100 KW @ 1004, CHR	ABC R, \$ 55.00 (Katz)	Audubon	Fleetwood Gruver
WOMG-F, 103.1, 3 KW @ 300, OLDIES	MBS, \$ 27.00 (Banner)	John Price	Dale McCaskill
WSCQ-F, 100.1, 3 KW @ 330, SOFT AC	RADRAD, \$ 37.00 (Republic)		Bill Benton
WTCB-F, 106.7, 100 KW @ 580, AC	APR, \$ 44.00 (Christal)	Bloomington (ORANGEBURG)	
WWDM-F, 101.3, 100 KW @ 1322, BLACK	US 1, \$ 52.00 (HNWH)	(SUMTER)	John Marshall
WYYS-F, 96.7, 2 KW @ 400, CHR	, \$ 25.00 (---)		Ken Watts

MISCELLANEOUS COMMENTS: WPRH changes calls to WOMG (Apr)...WOMG changes from CONTEMP. to OLDIES...WTCB sold by Keymarket to Bloomington for \$5,500,000 (Comm. Equity)...WFIG, WWDM-F (Sumter) 35% sold for \$3,700,000 (Marshall)...WMFX-F (St. Andrews) sold to Baum by Signature for \$5,000,000 (Fischer)...WQXL sold for \$136,000...WCOS A/F sold by GHB to Ragan Henry for \$12,500,000 (LaRue)...

COLUMBUS, GA

Arbitron Rank/Pop (12+): 151/208,000

Stations: 12/8  
Diaries: 659/316:1/52.2%  
Sample Target: 560  
% Below Line: 5.2  
% Not Listed: 13.5

1988 Revenue: \$7,400,000  
HH Inc.: \$27,955  
Retail \$: 1.5 Bil  
Pop per Station: 26,000  
#1 Biller: WNKS-F \$1,500,000

MSA Rank/Pop: 173/254,700

ADI # 115

Average Person Ratings: 15.7

Market TSL: 21.25 hours

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume
1. WGSY-F (AC)	50/15.3	----	7.5	----	8.6	----	59/722	511/24.6	16.9	20.3	152			WGSY-F
2. WSTH-F (C)	45/13.8	----	11.9	----	9.9	----	153/1294	485/23.3	16.5	13.7	103			WSTH-F
3. WCGQ-F (CHR)	39/11.9	----	14.8	----	14.2	----	73/1078	531/25.5	31.6	27.9	67			WCGQ-F
4. WFXE-F (B)	36/11.0	----	16.4	----	16.6	----	42/637	518/24.9	28.9	25.7	108			WFXE-F
5. WOKS (B)	35/10.7	----	12.3	----	13.6	----	37/388	357/17.2	17.4	19.8	101			WOKS
6. WAGH-F (B)	25/ 7.6	----	----	----	----	----	28/415	363/17.5	0.0	0.0	83			WAGH-F
7. WNKS-F (CHR)	20/ 6.1	----	11.3	----	11.9	----	65/988	418/20.1	23.3	21.6	74			WNKS-F
8. WRCG (BB)	16/ 4.9	----	7.5	----	5.0	----	17/247	225/10.8	9.4	10.1	69			WRCG

12+ FM SHARE (METRO): 81.98% (232 of 283) (SPG 88: 72.69%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WCGQ-F>>	1 WCGQ-F	1 WGSY-F>	1 WGSY-F>>	1 WGSY-F>	1 WSTH-F<	1 WGSY-F	1 WGSY-F	1 WGSY-F	1 WFXE-F	1 WGSY-F
2 WAGH-F	2 WGSY-F	2 WCGQ-F	2 WFXE-F	2 WSTH-F	2 WOKS	2 WSTH-F	2 WSTH-F	2 WFXE-F<	2 WCGQ-F	2 WFXE-F
3 WNKS-F	3 WFXE-F	3 WFXE-F	3 WSTH-F	3 WFXE-F	3 WGSY-F>	3 WCGQ-F	3 WOKS	3 WSTH-F	3 WGSY-F	WAGH-F>>
4 WCGQ-F	4 WSTH-F	4 WSTH-F	4 WOKS	4 WOKS >	4 WRCG	4 WFXE-F	4 WCGQ-F>	4 WCGQ-F>	4 WOKS	4
5 WGSY-F>>	WAGH-F	5 WAGH-F	WCGQ-F	5 WCGQ-F	5 WFXE-F>>	5	5 WFXE-F	5 WAGH-F	WAGH-F	5

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 WSTH-F	1 WGSY-F>	1 WGSY-F>>	1 WGSY-F>>	1 WGSY-F>	1 WCGQ-F>>	1 WCGQ-F>	1 WGSY-F	1 WGSY-F	1 WGSY-F>
WNKS-F	2 WSTH-F	2 WSTH-F	2 WSTH-F	2 WSTH-F>	2 WAGH-F>	2 WFXE-F	WFXE-F>>	WCGQ-F	2 WFXE-F
WFXE-F>	3 WFXE-F	3 WFXE-F	3 WFXE-F	3 WOKS	3 WSTH-F	3 WAGH-F	3 WCGQ-F>	3 WFXE-F>	3 WOKS
4 WCGQ-F	4 WCGQ-F	WCGQ-F	WCGQ-F>	WFXE-F	WNKS-F	4 WGSY-F	4 WEKS-F	4 WAGH-F	4 WSTH-F>
WAGH-F>	WAGH-F	WAGH-F>>	5 WNKS-F	WCGQ-F	WFXE-F>	5 WSTH-F	WSTH-F	5 WSTH-F	5 WCGQ-F
6 WGSY-F>>			WAGH-F			WNKS-F	WOKS		WAGH-F

FORMATS	AM	FM	TOTAL	%	SPG 88 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP AOR/CLASSIC		59 ( 2)	59 ( 2)	20.8	16.0	WSTH 540 Columbus
AC/OLDIES/SOFT ROCK MOR/VARIETY		50 ( 1)	50 ( 1)	17.7	9.9	WEKS-F 104.1 LaGrange 1.5/8.3
COUNTRY		45 ( 1)	45 ( 1)	15.9	29.4	WJIZ-F 96.3 Albany 1.2/2.6
BLACK/URBAN	35 ( 1)	70 ( 4)	105 ( 5)	37.1	35.2	WPCH-F 94.9 Atlanta 0.9/2.1
BEAUTIFUL/EASY NEWS/TALK		3 ( 1)	3 ( 1)	1.1		WVFJ-F 93.3 Manchester 1.5/3.8
NOSTALGIA	16 ( 1)		16 ( 1)	5.7	8.2	
RELIGION/GOSPEL		5 ( 1)	5 ( 1)	1.8	1.4	
SPANISH CLASSICAL						
JAZZ/NEW AGE						
UNKNOWN/OTHERS						
	51 ( 2)	232 (10)	283 (12)			

RADIO STATIONS

WOKS, 1340, 1 KW (DA-1)	BLACK	SBN, NBN, \$ 19.00 (Katz)	Davis	Greg Davis
WRCG, 1420, 5 KW (DA-N)	NOSTALGIA	CBS, \$ 14.00 (Christal)		Joe McClure
WAGH-F, 98.3, 3 KW @ 233,	BLACK	\$ 20.00 (---)	(FORT MITCHELL)	Art Angell
WCGQ-F, 107.3, 100 KW @ 1011,	CHR	ABC C, \$ 29.00 (Christal)		Joe McClure
WFXE-F, 104.9, 3 KW @ 300,	BLACK	ABC F, \$ 33.00 (Katz)	Davis	Greg Davis
WGSY-F, 100.1, 3 KW @ 300,	AC	\$ 35.00 (Torbet)	Woodfin	Ken Woodfin
WNKS-F, 102.9, 100 KW @ 1521,	CHR	ABC R, \$ 36.00 (Mc-Guild)		Jim Martin
WSTH-F, 106.1, 100 KW @ 800,	COUNTRY	ABC E, \$ 30.00 (Mc-Guild)	(ALEXANDER CITY)	Glenn Burton

MISCELLANEOUS COMMENTS: WDAK changes calls to WSTH (Nov. 88)...WDAK changes from OLDIES to AC (Nov. 88)...

COLUMBUS, OH

Arbitron Rank/Pop (12+): 33/1,088,000

MSA Rank/Pop: 35/1,320,300

Average Person Ratings: 16.4

Market TSL: 21.75 hours

Stations: 21/18

Diaries: 1408/773:1/55.9%

Sample Target: 1280

% Below Line: 2.8

% Not Listed: 13.1

1988 Revenue: \$38,500,000

HH Inc.: \$32,109

Retail \$: 9.8 Bil

Pop per Station: 60,444

#1 Biller: WLQ-F \$7,000,000

12+ METRO	1/4/SHARE	WIN	FAL	SUM	SPG	4 Book	12+ TSA	12+ METRO	FAL	SPG	%	Birch	Birch	Birch	
		89	88	88	88	Avg.	1/4/CUME	CUME/CUME	88	88	25-54	Share	AQH	Cume	
1. WNCI-F (CHR)	285/16.0	13.6	12.4	12.0	11.4	13.5	350/4529	3346/30.8	26.8	25.6	91	16.9	322	4128	WNCI-F
2. WSNY-F (AC)	192/10.8	10.3	11.1	8.8	12.1	10.3	203/2792	2605/23.9	22.0	24.1	138	8.5	162	2017	WSNY-F
3. WLQ-F (AOR)	171/ 9.6	9.1	9.8	9.2	7.9	9.4	187/2526	2114/19.4	21.1	16.8	108	12.0	229	2259	WLQ-F
4. WBNS-F (EZ)	135/ 7.6	8.0	8.1	8.6	9.2	8.1	160/2176	1835/16.9	17.6	18.1	76	4.9	94	1685	WBNS-F
5. WTVN (MOR)	125/ 7.0	6.8	8.3	8.0	10.1	7.5	168/2434	1772/16.3	19.4	19.3	113	5.9	113	1510	WTVN
6. WHOK-F (C)	100/ 5.6	6.6	4.3	5.1	5.3	5.4	171/1905	1091/10.0	10.3	9.9	129	3.6	69	1107	WHOK-F
7. WXGT-F (CHR)	97/ 5.4	6.5	5.9	7.0	6.8	6.2	110/2455	2079/19.1	20.3	20.0	54	7.1	135	2176	WXGT-F
8. WMGG-F (AOR)	93/ 5.2	4.1	5.0	6.1	5.9	5.1	102/1786	1630/15.0	14.8	12.6	106	7.5	142	1892	WMGG-F
9. WVKO (B)	70/ 3.9	4.4	4.1	4.5	2.5	4.2	70/711	711/ 6.5	7.3	6.7	115	4.4	84	1220	WVKO
10. WMNI (C)	47/ 2.6	2.7	2.5	2.4	2.8	2.5	48/571	562/ 5.2	5.2	5.3	65	2.9	56	923	WMNI
11. WBBY-F (J/NA)	37/ 2.1	1.5	1.8	2.2	1.9	1.9	37/725	674/ 6.2	6.0	6.0	95	2.7	52	811	WBBY-F
12. WLW (MOR)	36/ 2.0	1.3	1.8	1.7	2.6	1.7	87/1370	670/ 6.2	5.5	6.7	75	2.6	49	587	WLW
13. WXLE-F (O)	35/ 2.0	2.6	2.1	2.0	1.1	2.2	44/840	696/ 6.4	5.9	4.6	155	1.5	28	648	WXLE-F
14. WCOL (BB)	34/ 1.9	3.5	3.3	2.6	3.0	2.8	34/645	639/ 5.9	7.1	6.5	37	3.3	62	829	WCOL
15. WRPD (REL)	21/ 1.2	1.2	1.3	1.2	1.2	1.2	25/399	279/ 2.6	4.3	3.4	100	1.0	20	357	WRPD

12+ FM SHARE (METRO): 76.71% (1189 of 1550) (SPG 88: 72.51%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNCI-F>>	1 WNCI-F	1 WNCI-F	1 WNCI-F<	1 WSNY-F<	1 WBNS-F	1 WNCI-F>	1 WNCI-F	1 WNCI-F>	1 WNCI-F>	1 WBNS-F<
2 WXGT-F>>	2 WLQ-F>	2 WSNY-F	2 WSNY-F>	2 WNCI-F>	2 WTVN	2 WSNY-F<	2 WSNY-F	2 WSNY-F	2 WSNY-F	2 WNCI-F
3	3 WSNY-F	3 WLQ-F>	3 WLQ-F>	3 WLQ-F	3 WSNY-F>	3 WTVN	3 WLQ-F	3 WLQ-F>	3 WLQ-F	3 WLQ-F
4	4 WMGG-F>	4 WMGG-F	4 WTVN	4 WTVN	4 WHOK-F<	4 WLQ-F>	4 WBNS-F>	4 WBNS-F	4 WXGT-F	4 WSNY-F
5	5 WXGT-F	5	5 WMGG-F	5 WHOK-F	5 WNCI-F	5 WBNS-F	5 WTVN	5 WTVN	5 WMGG-F	5 WHOK-F<
6	6	6	6 WHOK-F	6	6	6 WHOK-F	6 WMGG-F	6 WMGG-F	6	6 WTVN

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 WNCI-F>	1 WNCI-F>	1 WNCI-F<	1 WLQ-F<	1 WLQ-F>	1 WLQ-F>	1 WLQ-F	1 WLQ-F
2 WLQ-F	2 WSNY-F	2 WSNY-F>	2 WSNY-F>	2 WSNY-F>>	2 WNCI-F>	2 WNCI-F>	2 WNCI-F	2 WNCI-F	2 WSNY-F
3 WXGT-F	3 WLQ-F>	3 WLQ-F>	3 WLQ-F>	3 WTVN	3 WMGG-F>	3 WMGG-F	3 WMGG-F	3 WSNY-F	3 WNCI-F
4 WSNY-F	4 WXGT-F	4 WVKO	4 WTVN	4 WBNS-F>	4 WXGT-F	4 WSNY-F>	4 WSNY-F>	4 WMGG-F>	4 WHOK-F
WMGG-F>>	5 WMGG-F	5 WMGG-F	5 WXGT-F	5 WLQ-F	5 WSNY-F>>	5 WXGT-F<	5 WHOK-F	5 WHOK-F	5 WMGG-F
6	6 WVKO	6 WXGT-F	6	6	6	6 WHOK-F	6 WVKO >>	6	6 WTVN

FORMATS	AM	FM	TOTAL	%	SPG 88	OTHER RATED STATIONS/METRO SHARE & CUME RATING
BOP 40/CHR/CONTEMP		389 ( 3)	389 ( 3)	25.1	20.4	WBNS 1460 Columbus 1.0/4.4
AOR/CLASSIC		264 ( 2)	264 ( 2)	17.0	15.5	WCKX-F 106.3 London/Columbus 1.0/3.6
AC/OLDIES/SOFT ROCK	10 ( 1)	239 ( 3)	249 ( 4)	16.1	14.4	WCLT-F 100.3 Newark 0.7/2.6
MOR/VARIETY	179 ( 3)		179 ( 3)	11.5	16.2	WLOH 1320 Lancaster 0.6/1.4
COUNTRY	47 ( 1)	107 ( 2)	154 ( 3)	9.9	9.7	
BLACK/URBAN	70 ( 1)	18 ( 1)	88 ( 2)	5.7	6.7	WLW 700 Cincinnati 2.0/6.2
BEAUTIFUL/EASY NEWS/TALK		135 ( 1)	135 ( 1)	8.7	10.3	WVRN-F 106.9 Marion 0.4/1.0
NOSTALGIA	34 ( 1)		34 ( 1)	2.2	3.3	WQIO-F 93.7 Mt. Vernon 0.4/1.8
RELIGION/GOSPEL	21 ( 1)		21 ( 1)	1.4	1.3	
SPANISH						
CLASSICAL						
JAZZ/NEW AGE		37 ( 1)	37 ( 1)	2.4	2.1	
UNKNOWN/OTHERS						
	361 ( 8)	1189 (13)	1550 (21)			

AM STATIONS

WBNS, 1460, 5 KW/1 KW (DA-N) , MOR  
 WCOL, 1230, 1 KW , NOSTALGIA  
 WNMI, 920, 1 KW/500 W (DA-2), COUNTRY  
 WRFD, 880, 9 KW (DAYS, DA) , RELIGION  
 WTVN, 610, 5 KW (DA-N) , MOR  
 WVKO, 1580, 1 KW/250 W (DA-2), BLACK

ABC I, APR, \$ 35.00 (Banner)  
 SMN, CBS, \$ 30.00 (Christal)  
 MBS, NBC, \$ 33.00 (Torbet)  
 CNN, \$ 20.00 (---)  
 ABC E, \$ 115.00 (Katz)  
 SBN, \$ 34.00 (Mc-Guild)

Columbus Dispatch Tom Stewart  
 Great Trails Randall Rahe  
 Mark Jividen  
 Bill Caridas  
 Salem Perry Frey  
 Great American Al Fetch  
 Saga

FM STATIONS

WBBY, 103.9, 2.7 KW @ 360, JAZZ  
 WBNS, 97.1, 36 KW @ 660, BTFL/EZ  
 WCKX, 106.3, 3 KW @ 328, BLACK  
 WHOK, 95.5, 50 KW @ 492, COUNTRY  
 WLWQ, 96.3, 18 KW @ 753, AOR  
 WMGG, 99.7, 50 KW @ 500, CLASSIC AOR  
 WNCI, 97.9, 175 KW @ 565, CHR  
 WSNY, 94.7, 22 KW @ 753, AC  
 WXGT, 92.3, 22 KW @ 753, CHR  
 WXLE, 103.1, 1.5 KW @ 455, OLDIES

US 2, \$ 32.00 (---)  
 , \$ 70.00 (Banner)  
 NBN, \$ 30.00 (Roslin)  
 APR, \$ 46.00 (Christal)  
 , \$ 143.00 (Katz)  
 , \$ 62.00 (Torbet)  
 APR, \$ 144.00 (MMR)  
 , \$ 134.00 (Mc-Guild)  
 RADRAD, \$ 70.00 (Christal)  
 ABC F, MBS, \$ 31.00 (Durpetti)

Jim Pidcock  
 Columbus Dispatch Tom Stewart  
 (LONDON) Jack Harris  
 Bill France  
 Great American Tom Thon  
 Mark Jividen  
 Nationwide Dan Morris  
 Saga Al Fetch  
 Great Trails Randall Rahe  
 Ragen Henry (LANCASTER)Christine Graves

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

CORPUS CHRISTI

Arbitron Rank/Pop (12+): 123/290,200  
 MSA Rank/Pop: 128/363,900  
 ADI # 123  
 Average Person Ratings: 17.7  
 Market TSL: 23.5 hours

Stations: 19/18  
 Diaries: 708/410:1/52.4%  
 Sample Target: 650  
 % Below Line: 0.4  
 % Not Listed: 10.9

1988 Revenue: \$7,500,000  
 HH Inc.: \$31,129  
 Retail \$: 2.4 Bil  
 Pop per Station: 16,122  
 #1 Biller: KOUL-F \$1,400,000

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KZFM-F (CHR)	67/13.0	14.5	15.1	14.5	14.5	----	109/1375	950/32.7	30.6	34.2	71	15.6	82	1185	KZFM-F
2. KOUL-F (C)	66/12.8	14.9	16.9	13.0	12.4	----	99/1140	782/26.9	30.8	22.2	123	16.8	88	886	KOUL-F
3. KUNO (SP)	48/ 9.3	7.4	8.2	11.1	7.7	----	55/451	396/13.6	12.4	10.8	73	6.5	34	444	KUNO
4. KNCN-F (AOR)	44/ 8.6	9.3	10.5	7.5	11.6	----	60/626	469/16.2	18.0	20.3	107	9.5	50	632	KNCN-F
5. KRYS-F (C)	39/ 7.6	8.2	8.2	8.1	9.3	----	62/982	589/20.3	17.9	18.1	112	11.8	62	672	KRYS-F
6. KJKC-F (CHR)	36/ 7.0	6.3	6.2	7.5	8.1	----	37/573	510/17.6	15.9	22.4	34	7.3	38	645	KJKC-F
7. KEYS (O)	29/ 5.6	3.5	5.8	3.8	1.5	----	30/387	334/11.5	13.0	7.4	146	3.6	19	263	KEYS
8. KMXR-F (AC)	27/ 5.3	4.5	1.9	3.2	4.4	----	32/562	445/15.3	8.5	10.9	142	2.1	11	225	KMXR-F
9. KCCT (SP)	19/ 3.7	4.1	7.0	6.0	3.9	----	22/394	281/ 9.7	12.0	10.8	111	3.1	16	321	KCCT
10. KLTG-F (AC)	16/ 3.1	6.5	3.9	3.4	7.4	----	20/530	426/14.7	10.8	10.9	132	3.1	16	250	KLTG-F
11. KWVS-F (AC)	14/ 2.7	-----	-----	-----	-----	----	14/193	180/ 6.2	0.0	0.0	152	2.1	11	148	KWVS-F
KDAE (EZ)	14/ 2.7	2.0	2.3	2.4	0.4	----	15/144	134/ 4.6	3.6	1.6	52	1.7	9	131	KDAE
13. KSIX (EZ)	12/ 2.3	2.6	1.4	2.4	2.7	----	13/233	194/ 6.7	5.0	5.3	61	0.8	4	125	KSIX
14. KRYS (C)	9/ 1.8	2.6	1.2	1.7	1.9	----	12/231	189/ 6.5	5.1	7.0	94	2.1	11	187	KRYS
15. KCTA (REL)	7/ 1.4	1.7	1.2	3.0	1.5	----	11/153	118/ 4.1	4.9	3.8	143	1.7	9	124	KCTA

12+ FM SHARE (METRO): 69.21% (317 of 458) (SPG 88: 69.04%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZFM-F	1 KNCN-F	1 KOUL-F	1 KOUL-F>	1 KOUL-F>	1 KUNO	1 KOUL-F<	1 KOUL-F>	1 KZFM-F<	1 KZFM-F>	1 KUNO
2 KJKC-F>>	2 KZFM-F<	2 KZFM-F	2 KNCN-F	2 KZFM-F	2 KOUL-F>	2 KUNO	2 KZFM-F	2 KOUL-F>	2 KNCN-F	2 KNCN-F
3	3 KOUL-F>	3 KNCN-F	3 KZFM-F	3 KNCN-F	3 KEYS	3 KZFM-F	3 KNCN-F	3 KJKC-F	3 KRYS-F	3 KRYS-F
4	4 KRYS-F	4 KRYS-F	4 KRYS-F	4 KRYS-F	4 KRYS-F	4 KRYS-F	4 KRYS-F	4 KRYS-F	4 KUNO	4 KJKC-F
5	5 KMXR-F	5	5 KEYS	5 KEYS	KCCT	5 KNCN-F	5 KUNO	5 KMXR-F	5 KOUL-F	5 KZFM-F
6	6	6	6 KMXR-F	6 KMXR-F	6	KEYS	6 KMXR-F	6 KJKC-F	6 KRYS-F	6

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 KZFM-F	1 KOUL-F<	1 KOUL-F	1 KOUL-F<	1 KOUL-F>	1 KNCN-F	1 KNCN-F>>	1 KNCN-F>>	1 KNCN-F	1 KOUL-F
2 KJKC-F	2 KZFM-F	2 KMXR-F>	2 KZFM-F>	2 KZFM-F	2 KZFM-F>>	2 KZFM-F	2 KOUL-F>	2 KOUL-F>	2 KNCN-F>
3 KRYS-F	3 KRYS-F	3 KZFM-F	3 KRYS-F>	3 KUNO	3 KOUL-F	3 KOUL-F>	3 KRYS-F	3 KZFM-F>	3 KZFM-F
4 KOUL-F>	4 KMXR-F	4 KRYS-F	4 KMXR-F	KRYS-F	KJKC-F>>	4 KRYS-F	4 KZFM-F	4 KRYS-F	KRYS-F
5 KNCN-F	5 KNCN-F	KNCN-F	5 KJKC-F	KEYS	5	5	5 KMXR-F	5	5 KEYS
6	KJKC-F	6	KEYS	6 KMXR-F	6	6	KEYS	6	6 KMXR-F

FORMATS	AM	FM	TOTAL	%	SPG 88 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		103 ( 2)	103 ( 2)	22.5	22.9	KKHQ-F 98.3 Odem/CorpusChrs 1.2/4.4
AOR/CLASSIC		44 ( 1)	44 ( 1)	9.6	11.4	
AC/OLDIES/SOFT ROCK	29 ( 1)	57 ( 3)	86 ( 4)	18.8	12.5	KSJL 760 San Antonio 0.4/1.6
MOR/VARIETY						
COUNTRY	10 ( 2)	107 ( 3)	117 ( 5)	25.5	30.1	
BLACK/URBAN						
BEAUTIFUL/EASY	26 ( 2)		26 ( 2)	5.7	4.0	
NEWS/TALK					0.4	
NOSTALGIA						
RELIGION/GOSPEL	7 ( 1)		7 ( 1)	1.5	1.3	
SPANISH	67 ( 2)	6 ( 1)	73 ( 3)	15.9	17.4	
CLASSICAL						
JAZZ/NEW AGE						
UNKNOWN/OTHERS	2 ( 1)		2 ( 1)	0.4		
	141 ( 9)	317 ( 10)	458 ( 19)			

RADIO STATIONS

KCCT, 1150, 1 KW/500 W (DA-2)	HISPANIC	CRC, \$ 20.00 (Caballero)	Manuel Davila
KCTA, 1030, 50 KW (DAYS)	RELIGION	APR, \$ 12.00 (---)	Bob Trask
KDAE, 1590, 1 KW/500 W (DA-2)	EZ	, \$ 13.00 (Mc-Guild)	Steve DeWalt
KEYS, 1440, 1 KW (DA-N)	OLDIES	CNN, \$ 18.00 (Banner)	Larry Safir
KRYS, 1360, 1 KW	COUNTRY	ABC I, \$ N/A (Durpetti)	Don Hibbitts
KSIX, 1230, 1 KW	BTFL/EZ	CBS, MBS, \$ 14.00 (---)	Vann Kennedy
KUNO, 1400, 1 KW	HISPANIC	, \$ 29.00 (Katz Hisp.)	Luis Munoz
KJKC-F, 105.5, 3 KW @ 300, CHR		ABC C, \$ 24.00 (Christal)	Jon Cohen
KKHQ-F, 98.3, 3 KW @ 300, HISPANIC		, \$ 17.00 (Lotus)	Lynn Poynor
KLTG-F, 96.5, 100 KW @ 870, SOFT AC		, \$ 23.00 (Mc-Guild)	Steve DeWalt
KMXR-F, 93.9, 100 KW @ 900, AC/OLDIES		, \$ --- (Christal)	Thom Smith
KNCN-F, 101.3, 100 KW @ 380, AOR		, \$ 30.00 (Torbet)	John Marion
KRYS-F, 99.1, 100 KW @ 880, COUNTRY		, \$ 31.00 (Durpetti)	Don Hibbitts
KWVS-F, 97.7, 3 KW @ 150, AC		, \$ 15.00 (Republic)	---
KZFM-F, 95.5, 100 KW @ 690, CHR		, \$ 35.00 (Banner)	Larry Safir
KOUL-F, 103.7, 100 KW @ 950, COUNTRY		APR, \$ 40.00 (Mc-Guild)	Bob Trask

MISCELLANEOUS COMMENTS: KSTE-F changes calls to KMXR-F (Apr.)...KWVS changes from ? to AC (Jan)...KDUV-F changes calls KWVS-F (Jan)...KWVS changes from ? to AC (Jan).

DALLAS-Ft. WORTH

Arbitron Rank/Pop (12+): 8/3,111,900

Stations: 31/31

1988 Revenue: \$121,200,000

MSA Rank/Pop: Dallas: 12/2,477,400

Diaries: 2244/1387:1/51.2%

HH Inc.: \$36,977

ADI # 8 Ft. Worth: 37/1,306,800

Sample Target: 2200

Retail \$: 28.2 Bil

Average Person Ratings: 18.3

% Below Line: 0.0

Pop per Station: 100,383

Market TSL: 24.00 hours

% Not Listed: 6.4

#1 Biller: KVIL-AF \$19,000,000

12+ METRO	1/4/SHARE	WIN				FAL				SUM				SPG				4 Book		12+ TSA		12+ METRO		%		Birch Share	Birch AQH	Birch Cume	
		89	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88				
1. KVIL-AF (AC)	491/ 8.6	9.3	8.3	6.9	10.0	8.3	513/5323	4957/15.9	16.8	20.4	130	8.5	493	4558	KVIL-AF														
2. KPLX-F (C)	414/ 7.3	6.6	6.5	6.7	7.0	6.8	442/5762	5175/16.6	14.2	14.3	114	7.1	428	4192	KPLX-F														
3. KSCS-F (C)	391/ 6.9	6.7	7.4	6.2	6.2	6.8	420/5676	5050/16.2	16.4	14.3	116	8.3	499	4631	KSCS-F														
4. WBAP (C)	375/ 6.6	5.1	6.2	6.4	6.7	6.1	635/7874	4915/15.8	14.3	15.5	94	5.5	330	3640	WBAP														
5. KKDA-F (B)	338/ 5.9	8.5	7.2	6.9	8.0	7.1	405/4558	3852/12.4	14.0	11.8	75	8.5	513	5029	KKDA-F														
6. KEGL-F (CHR) **	253/ 4.4	4.5	4.5	4.9	5.0	4.6	290/5497	4784/15.4	16.0	16.6	59	5.6	334	5127	KEGL-F														
7. KRLD (N)	248/ 4.3	4.8	5.9	5.3	4.9	5.1	291/5414	4426/14.2	20.6	16.0	74	4.1	245	3862	KRLD														
8. KJMZ-F (B)	247/ 4.3	3.4	4.7	5.6	5.1	4.5	251/3933	3725/12.0	10.0	9.3	60	6.1	366	4264	KJMZ-F														
9. KHYI-F (CHR)	245/ 4.3	4.8	5.0	6.3	5.3	5.1	265/4966	4689/15.1	15.1	14.8	67	5.8	347	5199	KHYI-F														
10. KMEZ-F (EZ)	227/ 4.0	4.4	1.6	2.4	1.5	3.1	248/2890	2607/ 8.4	5.9	4.5	60	2.2	135	1956	KMEZ-F														
11. KTXQ-F (AOR)	203/ 3.6	3.6	3.4	4.3	4.0	3.7	215/3970	3550/11.4	11.3	11.2	108	4.0	242	3080	KTXQ-F														
12. KOAI-F (J/NA)	186/ 3.3	2.3	2.6	2.3	2.5	2.6	193/2937	2772/ 8.9	8.0	7.2	142	2.8	166	2167	KOAI-F														
13. KLUV-F (O)	175/ 3.1	3.8	3.4	4.8	2.9	3.8	205/3537	3092/ 9.9	10.1	9.2	145	2.5	151	2273	KLUV-F														
14. KLTU-F (REL)	160/ 2.8	2.4	2.7	1.8	2.3	2.4	169/2536	2199/ 7.1	6.3	4.8	121	3.9	232	1792	KLTU-F														
15. KQZY-F (AC)	157/ 2.8	3.7	2.8	2.7	3.4	3.0	181/2708	2467/ 7.9	8.2	9.0	118	2.5	148	1543	KQZY-F														
16. KZPS-F (O)	153/ 2.7	2.4	2.7	2.6	3.0	2.6	173/3136	2732/ 8.8	8.6	8.4	137	2.7	162	2135	KZPS-F														
17. KLIF (T)	152/ 2.7	2.6	3.3	2.8	2.3	2.8	160/2162	2025/ 6.5	8.5	5.8	93	1.9	115	1577	KLIF														
18. KKDA (B)	149/ 2.6	1.7	1.7	1.6	0.6	1.9	151/1358	1308/ 4.2	3.6	2.3	119	1.4	86	1069	KKDA														
19. KMGC-F (AC)	134/ 2.3	2.3	2.5	2.6	2.9	2.4	138/2510	2412/ 7.8	8.2	9.8	122	2.3	141	2167	KMGC-F														
20. KZEW-F (AOR)	126/ 2.2	2.4	2.6	2.4	2.0	2.4	146/2587	2252/ 7.2	9.6	9.0	95	2.6	158	2258	KZEW-F														
21. KHVN (REL)	100/ 1.8	2.5	1.9	1.7	2.0	2.0	107/1069	1051/ 3.4	3.6	3.7	100	0.9	54	738	KHVN														
22. KAAM (BB)	94/ 1.6	0.9	1.3	0.9	1.7	1.2	95/1045	1011/ 3.2	3.1	2.8	25	1.0	63	940	KAAM														
23. WRR -F (CL)	80/ 1.4	1.7	1.4	1.3	1.0	1.5	88/1547	1428/ 4.6	3.9	3.1	121	1.5	89	1271	WRR -F														
24. KZRK-F (AOR)	80/ 1.4	0.7	0.5	0.7	0.8	102/1144	924/ 3.0	2.2	1.9	29	2.3	141	1559	KZRK-F															
25. KESS (SP)	40/ 0.7	1.5	1.0	1.6	1.8	1.2	40/599	599/ 1.9	2.6	2.3	114	0.6	35	697	KESS														

\*\*STATION DETERMINED TO HAVE ENGAGED IN A SPECIAL STATION ACTIVITY

12+ FM SHARE (METRO): 76.05% (4064 of 5344) (SPG 88: 76.96%)

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-AF	1 KVIL-AF	1 KVIL-AF	1 KVIL-AF	1 KVIL-AF	1 KVIL-AF	1 KVIL-AF	1 WBAP	1 WBAP
2 KEGL-F	2 KVIL-AF	2 KPLX-F	2 KPLX-F	2 KPLX-F	2 WBAP	2 KSCS-F	2 KPLX-F	2 KSCS-F	2 KKDA-F	2 KPLX-F
3 KJMZ-F	3 KTXQ-F	3 KSCS-F	3 KSCS-F	3 KSCS-F	3 KPLX-F	3 WBAP	3 KSCS-F	3 KPLX-F	3 KJMZ-F	3 KSCS-F
4 KKDA-F	4 KEGL-F	4 KKDA-F	4 WBAP	4 WBAP	4 KSCS-F	4 KPLX-F	4 WBAP	4 WBAP	4 KEGL-F	4 KKDA-F
5	5 KJMZ-F	5 KTXQ-F	5 KOAI-F	5 KOAI-F	5 KRLD	5 KKDA-F	5 KMEZ-F	5 KKDA-F	5 KHYI-F	5 KVIL-F
6	6 KSCS-F	6 KJMZ-F	6 KLUV-F	6 KLUV-F	6 KMEZ-F	6 KRLD	6	6 KHYI-F	6 KPLX-F	6 KRLD
7	7 KPLX-F	7 KEGL-F	7 KKDA-F	7 KKDA-F	7 KLIF	7	7	7 KEGL-F	7 KVIL-AF	7
8	8 KLTU-F	8 WBAP	8 KTXQ-F	8	8	8	8	8	8	8
9	9	9 KOAI-F	9 KZPS-F	9	9	9	9	9	9	9
10	10	10 KLUV-F	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 KJMZ-F	1 KVIL-AF	1 KVIL-AF	1 KVIL-AF	1 KVIL-AF	1 KKDA-F	1 KKDA-F	1 KTXQ-F	1 KKDA-F	1 WBAP
2 KEGL-F	2 KPLX-F	2 KPLX-F	2 KPLX-F	2 KPLX-F	2 KZEW-F	2 KTXQ-F	2 KKDA-F	2 KTXQ-F	2 KSCS-F
3 KKDA-F	3 KSCS-F	3 KSCS-F	3 KSCS-F	3 KSCS-F	3 KTXQ-F	3 KZEW-F	3 WBAP	3 WBAP	3 KVIL-AF
4 KHYI-F	4 KKDA-F	4 KLTU-F	4 KKDA-F	4 KLUV-F	4 KEGL-F	4 KEGL-F	4 KSCS-F	4 KSCS-F	4 KPLX-F
5 KPLX-F	5 KJMZ-F	5 KKDA-F	5 KLTU-F	5 KQZY-F	5 KZRK-F	5 KJMZ-F	5 KZPS-F	5 KOAI-F	5 KOAI-F
6 KSCS-F	6 KEGL-F	6	6 KJMZ-F	6 KLTU-F	6 KJMZ-F	6 KZPS-F	6 KOAI-F	6 KPLX-F	6 KTXQ-F
7 KLTU-F	7 KLTU-F	7	7	7 KKDA-F	7	7	7	7 KVIL-AF	7 KVIL-AF
8 KVIL-AF	8 KHYI-F	8	8	8	8	8 KSCS-F	8 KZEW-F	8 KZEW-F	8
9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10

FORMATS	AM	FM	TOTAL	%	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP		498 ( 2)	498 ( 2)	9.3	10.9	KFJZ	870	Ft. Worth/Dalls	0.5/1.2
AOR/CLASSIC		409 ( 3)	409 ( 3)	7.7	7.1	KJZY-F	99.1	Denton/Dallas	0.3/1.1
AC/OLDIES/SOFT ROCK	43 ( 2)	1097 ( 5)	1140 ( 7)	21.3	24.6	KLDD	570	Dallas	0.5/2.4
MOR/VARIETY						KMEZ	1480	Dallas	0.2/0.7
COUNTRY	375 ( 1)	805 ( 2)	1180 ( 3)	22.1	21.2	KSSA	1600	Plano	0.6/1.5
BLACK/URBAN	149 ( 1)	585 ( 2)	734 ( 3)	13.7	10.8				
BEAUTIFUL/EASY	12 ( 1)	227 ( 1)	239 ( 2)	4.5	5.6				
NEWS/TALK	400 ( 2)		400 ( 2)	7.5	7.6				
NOSTALGIA	125 ( 2)		125 ( 2)	2.3	1.8				
RELIGION/GOSPEL	100 ( 1)	160 ( 1)	260 ( 2)	4.9	4.9				
SPANISH	76 ( 2)		76 ( 2)	1.4	1.9				
CLASSICAL		80 ( 1)	80 ( 1)	1.5	1.0				
JAZZ/NEW AGE		186 ( 1)	186 ( 1)	3.5	2.7				
UNKNOWN/OTHERS		17 ( 1)	17 ( 1)	0.3					
	1280 (12)	4064 (19)	5344 (31)						

AM STATIONS

KAAM, 1310, 5 KW (DA-N)	, NOSTALGIA	, \$ 45.00 (Durpetti)	Bonneville	Tom Glade
KESS, 1270, 5 KW (DA-1)	, HISPANIC	, \$ 53.00 (Caballero)		Mike Bradley
KHVN, 970, 1 KW/270 W	, GOSPEL	NBN, \$ 45.00 (Mc-Guild)	Gilmore	John Butler
KKDA, 730, 500 W (DAYS)	, BLACK	APR, \$ N/A (Katz)		Hymen Childs
KLDD, 570, 5 KW (DA-2)	, OLDIES	US 1, \$ 43.00 (MMR)	Anchor	David McNamee
KLIF, 1190, 50 KW/5 KW (DA-2)	, TALK	NBC, \$ 75.00 (Eastman)	Susquehanna	Dan Halyburton
KNRB, 1360, 5 KW/1 KW (DA-2)	, RELIGION	CBN, \$ 32.00 (----)	Marsh	
KRLD, 1080, 50 KW (DA-N)	, NEWS	CBS, \$ 205.00 (CBS)	Command	Michael Ewing
KPBC, 1040, 1 KW (DAYS, DA)	, RELIGION	, \$ 43.00 (----)	Crawford	Bill MacCormick
KSKY, 660, 10 KW/500 W (DA-N)	, RELIGION	, \$ 25.00 (---)	Broadcasting Partners	Dena Collins
			WBAP, WBAP 820, 50 KW	, COUNTRY
ABC I, \$ 190.00 (Banner)	Cap Cities/ABC	John Hare		

FM STATIONS

KHYI, 94.9, 33 KW @ 1509, CHR	, \$ 130.00 (MMR)	Evergreen	Dave Spence
KJMZ, 100.3, 89 KW @ 1280, BLACK	US 1, \$ 110.00 (Mc-Guild)	Summit	Jim Stanton
KKDA, 104.5, 98 KW @ 1585, BLACK	APR, \$ 178.00 (Katz)		Hymen Childs
KEGL, 97.1, 97 KW @ 1460, CHR	ABC C, \$ 154.00 (Torbet)	Sandusky	Ed Woodka
KLTY, 94.1, 100 KW @ 1585, RELIGION	ABC F, \$ 96.00 (HNWH)		Chuck Gratner
KLUV, 98.7, 98 KW @ 1585, OLDIES	US 2, \$ 117.00 (MMR)	TK	Gil Rozzo
KMEZ, 107.5, 25 KW @ 1264, BTFL/EZ	US 2, \$ 118.00 (Mc-Guild)	Gilmore	John Butler
KMGC, 102.9, 100 KW @ 1572, SOFT AC/JAZZ	, \$ 116.00 (Christal)	Shamrock	Ross Reagan
KOAI, 106.1, 100 KW @ 1585, JAZZ/NAC	, \$ 95.00 (HNWH)	Gannett	Gaiyla Sihan
KPLX, 99.5, 100 KW @ 1680, COUNTRY	APR, \$ 235.00 (Eastman)	Susquehanna	Dan Halyburton
KQZY, 105.3, 100 KW @ 1560, SOFT AC	, \$ 115.00 (Group W)	Westinghouse	Jerry Rhoades
KSCS, 96.3, 99 KW @ 1680, COUNTRY	, \$ 153.00 (Banner)	Cap Cities/ABC	Victor Sansone
KTXQ, 102.1, 100 KW @ 1420, AOR	ABC R, \$ 146.00 (CBS)	CBS	Clint Culp
KVIL, 103.7, 100 KW @ 1550, AC	, \$ 375.00 (Torbet)	Infinity	Jerry Bobo
KZEW, 97.9, 99 KW @ 1680, AOR	SOURCE, \$ 100.00 (MMR)	Anchor	David McNamee
KZPS, 92.5, 96 KW @ 1685, OLDIES	, \$ 100.00 (Durpetti)		Tom Glade
KZRK, 94.5, 100 KW @ 1111, AOR	SMN, \$ 60.00 (Roslin)	(DENTON)	Dennis Grandcolas
WRR, 101.1, 98 KW @ 1510, CLASSICAL	, \$ 70.00 (CMBS)	City of Dallas	Maurice Loewenthal

CALL LETTER CHANGES

KOJO changes to KLTY (Apr.)

FORMAT CHANGES

STATION SALES

KHVN (970) and KMEZ (1480) swapped by Gilmore and Summit...KJZY-F (Denton) sold to Broadcast House for \$5,800,000 (Moore)...KZRK-F (Denton) sold for \$3,300,000 (Chapman).



DAVENPORT-RI-MOLINE

Arbitron Rank/Pop (12+): 144/314,500  
 MSA Rank/Pop: 127/366,000  
 ADI # 80  
 Average Person Ratings: 17.5  
 Market TSL: 23.25 hours

Stations: 16/14  
 Diaries: 704/447:1/55.2%  
 Sample Target: 720  
 % Below Line: 1.9  
 % Not Listed: 10.7

1988 Revenue: \$8,500,000  
 HH Inc.: \$34,787  
 Retail \$: 2.4 Bil  
 Pop per Station: 22,464  
 #1 Biller: WLLR-F \$1,750,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume
1. WPXR-F (CHR)	87/16.4	16.9	14.5	17.3	10.3	16.3	145/1849	1051/34.7	28.2	23.0	69	21.4	113	1099
2. WLLR-F (C)	65/12.2	15.5	15.3	11.3	11.1	13.6	138/1368	654/21.6	24.3	20.2	110	14.4	76	723
3. WXLN-F (AOR)	59/11.1	13.2	16.1	9.9	8.3	12.6	107/1076	693/22.8	24.2	18.2	92	18.8	99	944
4. KUUL-F (O)	57/10.7	6.6	6.6	11.7	15.2	8.9	108/1388	650/21.4	21.3	35.9	138	7.6	40	565
5. WOC (N/T)	53/10.0	6.2	8.2	11.1	9.0	8.9	57/689	603/19.9	14.3	16.9	64	6.6	35	506
6. KRVR-F (EZ)	45/ 8.5	9.3	9.8	7.6	7.5	8.8	65/792	577/19.0	15.7	16.2	104	5.3	28	387
7. KLIO-F (AC)	39/ 7.3	5.2	6.2	6.8	4.7	6.4	75/941	443/14.6	15.1	13.3	140	6.3	33	436
8. WKBF (C)	19/ 3.6	5.4	5.2	4.9	5.5	4.8	29/377	265/ 8.7	11.3	12.0	50	3.2	17	200
9. WMRZ (O)	16/ 3.0	2.1	2.8	2.7	1.7	2.7	18/298	264/ 8.7	7.3	6.3	190	1.3	7	221
10. KFMH-F (AOR)	11/ 2.1	1.2	2.2	2.3	2.1	2.0	19/314	185/ 6.1	6.4	5.7	152	2.1	11	230

12+ FM SHARE (METRO): 78.32% (372 of 475) (SPG 88: 77.78%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPXR-F>>	1 WPXR-F<	1 WPXR-F	1 KUUL-F	1 KUUL-F	1 WOC	1 WPXR-F	1 WLLR-F	1 WPXR-F	1 WPXR-F>>	1 WLLR-F
2	2 WXLN-F>	2 WXLN-F<	2 WLLR-F<	2 WLLR-F	2 WLLR-F	2 WOC	2 WOC	2 KUUL-F	2 KUUL-F<	2 WPXR-F
3	3 KUUL-F	3 KUUL-F	3 WPXR-F	3 WPXR-F	3 KRVR-F>	3 WLLR-F	3 WPXR-F<	3 WXLN-F<	3 WLLR-F	3 WOC
4	4 KLIO-F	4 WLLR-F	4 WXLN-F	4 WXLN-F	4 KUUL-F>	4 WXLN-F	4 WXLN-F<	4 WLLR-F>	4 WOC	4 KRVR-F
5	5 WLLR-F>>	5 KLIO-F	5 KLIO-F	KLIO-F	5 WKBF	5 KUUL-F	5 KUUL-F	5 KLIO-F<	5 WXLN-F	5 WXLN-F
6	6	6	6	6	6	6 KRVR-F	6 KRVR-F	6 KRVR-F	6 KRVR-F	6 KUUL-F
7	7	7	7	7	7	7	7 KLIO-F>>	7 WOC >>	7	7

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 WPXR-F>>	1 WPXR-F>>	1 WPXR-F>	1 WPXR-F>	1 WLLR-F<	1 WXLN-F>>	1 WXLN-F>>	1 WXLN-F	1 WXLN-F	1 KUUL-F
2 WXLN-F	2 WXLN-F	2 WXLN-F	2 KUUL-F	2 WPXR-F	2 WPXR-F	2 WPXR-F<	2 KUUL-F	2 KUUL-F>	2 WXLN-F
3 KLIO-F>	3 KLIO-F	KUUL-F	3 WLLR-F	KUUL-F>	3 KUUL-F>	3 KUUL-F>	3 WPXR-F>	3 WPXR-F	3 WLLR-F
4 KUUL-F>	4 KUUL-F	KLIO-F	4 KLIO-F	4 KRVR-F	4 WLLR-F	4 WLLR-F	4 WMRZ	4 WLLR-F	4 KLIO-F
5 WLLR-F>>	5 WLLR-F>>	5 WLLR-F>>	5 WXLN-F	KLIO-F	5 KLIO-F	KLIO-F	KLIO-F	5 KLIO-F	5
6	6	6	6	6 WXLN-F	6	6	KFMH-F	6	6
							7 WLLR-F		

FORMATS	AM	FM	TOTAL	%	SPG 88	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		87 ( 1)	87 ( 1)	18.3	15.9	KBQC-F 93.5 Bettendorf 1.5/4.3
AOR/CLASSIC		70 ( 2)	70 ( 2)	14.7	20.0	WKEI 1450 Keweenaw 0.8/2.0
AC/OLDIES/SOFT ROCK	16 ( 1)	96 ( 2)	112 ( 3)	23.6	18.3	
MOR/VARIETY	7 ( 2)		7 ( 2)	1.5	1.5	WGN 720 Chicago 1.3/4.3
COUNTRY	20 ( 2)	66 ( 2)	86 ( 4)	18.1	22.9	WMT 600 Cedar Rapids 0.6/2.3
BLACK/URBAN						
BEAUTIFUL/EASY		45 ( 1)	45 ( 1)	9.5	10.7	
NEWS/TALK	60 ( 2)		60 ( 2)	12.6	10.7	
NOSTALGIA						
RELIGION/GOSPEL		8 ( 1)	8 ( 1)	1.7		
SPANISH						
CLASSICAL						
JAZZ/NEW AGE						
UNKNOWN/OTHERS						

103 ( 7) 372 ( 9) 475 (16)

RADIO STATIONS

WKBF, 1270, 5 KW (DA-N)	COUNTRY	CBS, \$ 19.00 (Mc-Guild)	Bill Adams
WMRZ, 1230, 1 KW	OLDIES	\$ 18.00 (HNWH)	Larry Rosmilso
WOC, 1420, 5 KW (DA-2)	NEWS/TALK	NBC, ABC T, \$ 34.00 (Christal)	Jim Ohara
KFMH-F, 99.7, 50 KW @ 470, AOR		\$ 16.00 (---)	(MUSCATINE) John Flambo
KLIO-F, 96.1, 100 KW @ 988, AC		US 1, \$ 25.00 (Eastman)	Bill Roth
KRVR-F, 106.5, 60 KW @ 210, EZ		\$ 24.00 (Christal)	Jim Glasman
KUUL-F, 103.7, 100 KW @ 1220, OLDIES		US 2, \$ 33.00 (Christal)	Vicki Palmer
WLLR-F, 101.3, 50 KW @ 500, COUNTRY		\$ 42.00 (HNWH)	Larry Rosmilso
WPXR-F, 98.9, 39 KW @ 900, CHR		ABC R, \$ 35.00 (Mc-Guild)	Bill Adams
WXLN-F, 96.9, 50 KW @ 500, AOR		\$ 35.00 (Katz)	Jeff Scarpelli

MISCELLANEOUS COMMENTS: KIIK-F changes calls to KUUL-F (May)...KUUL-F changes from AC to OLDIES.  
 KTSS sold for \$70,000.

Arbitron Rank/Pop (12+): 48/802,200  
 MSA Rank/Pop: 55/935,200  
 ADI # 49  
 Average Person Ratings: 16.2  
 Market TSL: 21.5 hours

Stations: 22/16  
 Diaries: 1190/674:1/56.1%  
 Sample Target: 1110  
 % Below Line: 15.9  
 % Not Listed: 13.5

1988 Revenue: \$22,700,000  
 HH Inc.: \$33,262  
 Retail \$: 6.4 Bil  
 Pop per Station: 50,137  
 #1 Biller: WHIO \$3,500,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WTUE-F (AOR)	120/ 9.2	12.1	14.7	14.1	12.8	12.5	158/2111	1518/18.9	24.8	21.4	128	13.7	173	1993	WTUE-F
2. WHIO (MOR)	115/ 8.8	8.4	8.1	9.2	9.7	8.6	118/1749	1594/19.9	16.6	16.7	69	8.2	103	1528	WHIO
3. WHKO-F (C)	109/ 8.4	9.0	9.1	10.0	12.8	9.1	168/2184	1397/17.4	20.7	23.5	110	8.7	109	1295	WHKO-F
4. WGTZ-F (CHR)	95/ 7.3	8.6	11.0	10.5	10.2	9.4	155/2566	1636/20.4	44.2	43.2	88	9.5	120	1610	WGTZ-F
WAZU-F (AOR)	95/ 7.3	3.7	0.7	0.7	0.8	3.1	128/1635	1152/14.4	3.5	2.4	75	8.3	104	952	WAZU-F
6. WWSN-F (AC)	85/ 6.5	7.3	8.7	6.0	5.4	7.1	94/1365	1165/14.5	16.3	13.1	149	3.3	42	739	WWSN-F
7. WVUD-F (AC)	79/ 6.1	5.8	5.6	6.3	3.7	5.9	93/1329	1137/14.2	13.1	10.0	151	2.5	32	639	WVUD-F
8. WBLZ-F (B)	73/ 5.6	3.2	3.7	4.6	4.2	4.3	85/1005	707/ 8.8	8.4	8.4	77	9.3	117	1064	WBLZ-F
9. WLK (MOR)	64/ 4.9	3.7	4.2	5.0	5.7	4.4	200/2879	997/12.4	10.3	12.3	78	3.7	46	769	WLK
10. WONE (C)	61/ 4.7	4.7	4.3	6.0	5.9	4.9	79/1085	828/10.3	10.8	10.1	79	4.1	51	712	WONE
11. WYMJ-F (CHR)	38/ 2.9	3.6	4.4	3.1	4.4	3.5	40/796	754/ 9.4	14.3	14.6	83	4.8	60	1138	WYMJ-F
12. WCLR-F (EZ)	35/ 2.7	1.0	2.3	1.3	1.1	1.8	46/568	434/ 5.4	3.8	2.6	33	1.6	20	207	WCLR-F
13. WING (O)	30/ 2.3	3.1	3.5	2.3	2.4	2.8	31/662	587/ 7.3	10.2	6.4	161	2.3	29	583	WING
14. WBVE-F (C)	29/ 2.2	4.6	3.9	4.4	2.6	3.8	93/1302	550/ 6.9	10.0	7.6	127	2.1	26	494	WBVE-F
15.															

12+ FM SHARE (METRO): 73.03% (823 of 1127) (SPG 88: 67.54%)

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 >	1 WHIO >	1 WTUE-F<	1 WTUE-F	1 WHIO	1 WHIO >
2 WBLZ-F>	2 WAZU-F>	2 WAZU-F	2 WWSN-F	2 WWSN-F	2 WHKO-F>	2 WTUE-F	2 WHKO-F	2 WHKO-F	2 WLW <	2 WAZU-F<
3 WTUE-F	3 WBLZ-F	3 WWSN-F	3 WHKO-F	3 WVUD-F	3 WONE <	3 WGTZ-F	3 WVUD-F<	3 WAZU-F	3 WAZU-F	3 WBLZ-F>
4 WAZU-F	WWSN-F	4 WHKO-F	4 WVUD-F	4 WHKO-F>	4 WVUD-F	4 WHKO-F	4 WWSN-F	4 WGTZ-F	4 WBLZ-F	4 WONE >
5	5 WGTZ-F	5 WGTZ-F	5 WGTZ-F	5 WGTZ-F	5 WLW	5 WWSN-F<	5 WHIO	5 WWSN-F	5 WGTZ-F	5 WGTZ-F
6	6 WHKO-F	6	6	6 WHIO	6	6 WONE <	6 WAZU-F	6	6 WTUE-F	6
						7 WVUD-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 WBLZ-F	1 WBLZ-F	1 WTUE-F	1 WWSN-F<	1 WHKO-F	1 WAZU-F>>	1 WTUE-F<	1 WTUE-F>>	1 WTUE-F	1 WTUE-F>>
2 WAZU-F	WTUE-F	2 WWSN-F	2 WHKO-F	2 WWSN-F	2 WTUE-F>>	2 WAZU-F>>	2 WAZU-F>>	2 WAZU-F>>	2 WVUD-F
3 WGTZ-F	3 WWSN-F	3 WBLZ-F	3 WGTZ-F	3 WVUD-F	3 WBLZ-F	3 WWSN-F	3 WWSN-F>	3 WWSN-F	3 WAZU-F
4 WTUE-F	4 WAZU-F	4 WHKO-F	4 WBLZ-F	4 WGTZ-F	4 WYMJ-F	4 WLW	4 WOFX-F	4 WVUD-F	4 WWSN-F
5 WYMJ-F	5 WGTZ-F	5 WGTZ-F	WTUE-F	5 WTUE-F	WGTZ-F	WBLZ-F	5 WLW	5 WGTZ-F	5 WLW
6 WWSN-F	6 WHKO-F	6 WVUD-F	6 WVUD-F	6 WHIO <	6 WHKO-F	6	6	6	WHIO
7 WHKO-F	WAZU-F>>		7 WBLZ-F						

FORMATS	AM	FM	TOTAL	%	SPG 88 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		133 ( 2)	133 ( 2)	11.8	11.3	WDAO 1210 Dayton 1.9/4.2
AOR/CLASSIC		215 ( 2)	215 ( 2)	19.1	14.6	WFCJ-F 93.7 Miamisburg/Datn 0.8/2.7
AC/OLDIES/SOFT ROCK	30 ( 1)	180 ( 3)	210 ( 4)	18.6	19.7	WKSJ-F 101.7 Urbana 0.5/1.4
MOR/VARIETY	179 ( 2)		179 ( 2)	15.9	18.0	WPFB 910 Middletown 0.7/1.8
COUNTRY	61 ( 1)	151 ( 4)	212 ( 5)	18.8	10.4	WPFB-F 105.9 Middletown 0.5/2.4
BLACK/URBAN	25 ( 1)	73 ( 1)	98 ( 2)	8.7	8.2	
BEAUTIFUL/EASY NEWS/TALK		60 ( 3)	60 ( 3)	5.3	14.2	
NOSTALGIA					2.3	WBNS-F 97.1 Columbus 0.4/1.4
RELIGION/GOSPEL	9 ( 1)	11 ( 1)	20 ( 2)	1.8	0.8	WOFX-F 94.9 Fairfield 1.2/4.3
SPANISH						WWEZ-F 92.5 Cincinnati 1.5/2.6
CLASSICAL						
JAZZ/NEW AGE						
UNKNOWN/OTHERS					0.5	
	304 ( 6)	823 (16)	1127 (22)			

RADIO STATIONS

WDAO, 1210, 1 KW (DAYS)	BLACK	SBN, \$ 28.00 (---	
WHIO, 1290, 5 KW (DA-N)	MOR/TALK	CBS, \$ 71.00 (Durpetti)	
WING, 1410, 5 KW (DA-N)	OLDIES	NBC, CBS, \$ 30.00 (Katz)	Cox
WONE, 980, 5 KW (DA-N)	COUNTRY	ABC D, ABC I, \$ 45.00 (Mc-Guild)	Great Trails Summitt
			Jim Johnson Sam Yacvazzu Dave Leonard Don Schwartz
WAZU-F, 102.9, 50 KW @ 493, AOR		ABC F, \$ 44.00 (Christal)	Osborn (SPRINGFIELD)
WCLR-F, 95.7, 50 KW @ 476, BTFL/EZ		, \$ 18.00 (Regional)	(PIQUA)
WFCJ-F, 93.7, 50 KW @ 492, RELIGION		APR, \$ 15.00 (---	(MIAMISBURG)
WGTZ-F, 92.9, 40 KW @ 590, CHR		, \$ 74.00 (Katz)	Great Trails
WHKO-F, 99.1, 50 KW @ 1060, COUNTRY		, \$ 65.00 (Durpetti)	Cox
			Pat Rosiello Joanna Hill Clair Miller Dave Leonard Sam Yacovazzu
WPFB-F, 105.9, 34 KW @ 590, COUNTRY		US 2, \$ 20.00 (Roslin)	(MIDDLETOWN)
WTUE-F, 104.7, 50 KW @ 500, AOR		, \$ 77.00 (Mc-Guild)	Summit
WVUD-F, 99.9, 50 KW @ 500, AC		ABC E, \$ 41.00 (Republic)	University of Dayton
WWSN-F, 107.7, 50 KW @ 420, AC		, \$ 70.00 (Eastman)	Stoner
WYMJ-F, 103.9, 1.5 KW @ 528, CHR		US 1, \$ 40.00 (Banner)	
			Doug Braden Don Schwartz Mike McGough Bruce Dodge Alan Grey

MISCELLANEOUS COMMENTS: WHIO-F changes calls to WHKO-F (March)...WHKO changes from BTFL to COUNTRY...WYMJ-F (Bearcreek) sold for \$3,000,000...

DAYTONA BEACH

Arbitron Rank/Pop (12+): 123/302,200

Stations: 22/10  
Diaries: 728/415:1/50.3%  
Sample Target: 630  
% Below Line: 59.3  
% Not Listed: 12.1

1988 Revenue: \$NA  
HH Inc.: \$NA  
Retail \$: NA  
Pop per Station: 30,220  
#1 Biller: NA

MSA Rank/Pop: 138/339,300

Orlando ADI

Average Person Ratings: 17.0

Market TSL: 23.75 hours

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion	Birch Share	Birch AQH	Birch Cume
1. WWLV-F (EZ)	70/13.6	13.9	12.0	16.6	15.5	14.0	82/698	617/20.4	19.9	24.9	49			WWLV-F
2. WJHM-F (B)	52/10.1	9.1	8.7	2.8	2.9	7.7	52/438	423/14.0	12.6	10.6	104			WJHM-F
3. WWKA-F (C)	51/ 9.9	11.2	11.2	10.7	13.3	10.8	52/535	512/16.9	19.8	17.5	133			WWKA-F
4. WOCL-F (AC)	38/ 7.4	7.4	8.3	4.8	4.0	7.0	41/443	415/13.7	12.1	10.6	172			WOCL-F
5. WHTQ-F (AOR)	31/ 6.0	2.7	4.1	2.2	2.7	3.8	33/377	340/11.3	8.0	8.2	95			WHTQ-F
6. WBJW-AF (CHR)	29/ 5.7	6.6	5.1	10.3	7.4	6.9	31/507	482/15.9	14.4	17.3	77			WBJW-AF
7. WJYO-F (AC)	26/ 5.1	5.3	6.7	3.7	5.4	5.2	28/398	373/12.3	12.4	13.7	173			WJYO-F
8. WDIZ-F (AOR)	22/ 4.3	5.7	6.9	5.9	7.9	5.7	22/394	358/11.8	14.6	11.6	102			WDIZ-F
9. WNDB (T)	21/ 4.1	4.2	3.1	2.4	4.0	3.4	21/213	213/ 7.0	9.6	7.7	63			WNDB
10. WROD (BB)	20/ 3.9	7.0	3.5	5.3	7.2	4.9	20/282	278/ 9.2	7.2	11.0	23			WROD

12+ FM SHARE (METRO): 84.48% (381 of 451) (SPG 88: 83.55%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBJW-AF>>1	WJHM-F>	1 WJHM-F	1 WOCL-F	1 WWKA-F<	1 WWLV-F>	1 WWLV-F	1 WWLV-F>	1 WWLV-F	1 WJHM-F>	1 WJHM-F
2 WJHM-F	2 WHTQ-F>	2 WOCL-F	2 WWKA-F<	2 WOCL-F	2 WWKA-F>	2 WWKA-F	2 WWKA-F>	2 WWKA-F<	2 WWLV-F	2 WHTQ-F
3 WNFI-F>>	3 WDIZ-F	3 WHTQ-F<	3 WJHM-F	3 WJHM-F	3 WOCL-F	3 WJHM-F	3 WOCL-F	3 WJHM-F	3 WHTQ-F	3 WWKA-F
4	4 WOCL-F	4 WWKA-F	4 WJYO-F	4 WJYO-F	4 WROD	4 WOCL-F	4 WJHM-F>	4 WOCL-F	4 WBJW-AF	WSBB >
5	5	5	5	5	WNDB	5 WBJW-AF	5 WJYO-F	5 WHTQ-F	5 WNDB	5 WNDB

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 WOCL-F	1 WJHM-F	1 WHTQ-F	1 WHTQ-F	1 WHTQ-F	1 WWKA-F>
2 WSTF-F	2 WOCL-F	2 WJYO-F>	2 WOCL-F>	2 WJHM-F	WHTQ-F>	2 WJHM-F	2 WOCL-F	2 WJHM-F<	2 WOCL-F
WOCL-F>	3 WBJW-AF	3 WBJW-AF	3 WJYO-F	3 WJYO-F	3 WDIZ-F>>	3 WDIZ-F>	3 WWKA-F	3 WWKA-F	3 WHTQ-F
4 WBJW-AF	WJYO-F	WOCL-F>	4 WBJW-AF	4 WWKA-F	4 WWKA-F>	4 WWKA-F	WDIZ-F	4 WDIZ-F	4 WJHM-F
WHTQ-F	5 WSTF-F	5 WWKA-F	5 WWKA-F	5 WWLV-F	5	5 WOCL-F	5	5 WOCL-F	5 WDIZ-F
6	6	WSTF-F	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 88	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		44 ( 2)	44 ( 2)	9.8	13.7	WELE 1380 Ormond Beach 0.4/2.3
AOR/CLASSIC		53 ( 2)	53 ( 2)	11.8	12.0	WGNE-F 98.1 Titusville 1.0/4.0
AC/OLDIES/SOFT ROCK		83 ( 3)	83 ( 3)	18.4	19.4	WMFJ 1450 Daytona Beach 0.4/2.7
MOR/VARIETY	9 ( 1)		9 ( 1)	2.0	1.5	WNFI-F 99.9 Palatka 2.9/10.3
COUNTRY	2 ( 1)	56 ( 2)	58 ( 3)	12.9	14.3	WPUL 1590 S. Daytona 1.4/3.8
BLACK/URBAN		52 ( 1)	52 ( 1)	11.5	9.4	WSBB 1230 New Smyra Bch 0.4/3.0
BEAUTIFUL/EASY		89 ( 2)	89 ( 2)	19.7	16.9	WXVQ 1490 DeLand 0.6/2.0
NEWS/TALK	25 ( 2)		25 ( 2)	5.5	4.3	
NOSTALGIA	22 ( 2)		22 ( 2)	4.9	6.8	WBJW 950 Orlando
RELIGION/GOSPEL	2 ( 1)		2 ( 1)	0.4	1.7	WDBO 580 Orlando 1.8/3.7
SPANISH						WLOQ-F 103.1 Winter Park 0.8/2.3
CLASSICAL						WSSP-F 104.1 Cocoa Beach 3.7/8.1
JAZZ/NEW AGE		4 ( 1)	4 ( 1)	0.9		WSTF-F 101.1 Cocoa Beach 3.7/9.5
UNKNOWN/OTHERS	10 ( 2)		10 ( 2)	2.2		WNNZ 740 Orlando 0.8/2.2
	70 ( 9)	381 (13)	451 (22)			

RADIO STATIONS

WNDB, 1150, 1 KW (DA-N)	, TALK	CBS, ABC T, \$ 20.00 (Eastman)	Root	Jim Underwood
WPUL, 1590, 1 KW (DAYS)	, "	SMN, SBN, \$ 12.00 (---)		
WROD, 1340, 1 KW	, NOSTALGIA	US 2, \$ 17.00 (K & P)		Anthony Welch
WNFI-F, 99.9, 100 KW @ 1249, CHR		ABC C, \$ 56.00 (Katz)	Heritage-Polacek	Tom Panucci
WWLV-F, 94.5, 100 KW @ 1249, BTFL/EZ		IND, \$ 50.00 (Eastman)	Root	Jim Underwood

OTHER RANKED STATIONS -- See Orlando

MISCELLANEOUS COMMENTS: WZIP changes calls to WPUL (Sept.88).

DENVER

Arbitron Rank/Pop (12+): 24/1,582,800  
 MSA Rank/Pop: 27/1,664,300  
 ADI # 19  
 Average Person Ratings: 18.5  
 Market TSL: 24.00 hours

Stations: 30/30  
 Diaries: 1610/983:1/51.1%  
 Sample Target: 1490  
 % Below Line: 0.0  
 % Not Listed: 9.3

1988 Revenue: \$63,800,000  
 HH Inc.: \$36,329  
 Retail \$: 14.6 Bil  
 Pop per Station: 52,760  
 #1 Biller: KOA \$8,500,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KBCO-AF (AOR)	242/ 8.2	7.5	8.3	8.8	5.9	8.2	256/2651	2434/15.3	15.4	13.2	137	7.5	210	2218	KBCO-AF
2. KXKL-AF (O)	224/ 7.6	7.6	6.8	7.6	7.7	7.4	277/3918	3085/19.4	17.0	14.0	141	5.9	167	2674	KXKL-AF
3. KRXY-AF (CHR)	205/ 7.0	7.0	5.8	7.1	8.0	6.7	220/3370	2916/18.3	18.2	19.6	66	10.3	281	3476	KRXY-AF
4. KYGO-F (C)	193/ 6.5	6.9	5.0	4.2	5.9	5.7	213/2493	2108/13.2	11.5	12.5	125	5.6	162	1881	KYGO-F
5. KOSI-F (EZ)	186/ 6.3	6.3	7.2	6.8	7.2	6.7	211/2653	2278/14.3	14.3	14.9	78	3.9	111	1494	KOSI-F
6. KAZY-F (AOR)	185/ 6.3	5.4	5.8	6.5	6.0	6.0	227/2752	2290/14.4	14.7	12.3	92	7.2	208	2093	KAZY-F
7. KOA (N/T)	184/ 6.2	6.4	7.9	5.9	6.6	6.6	269/4345	3019/19.0	23.1	17.9	82	4.6	132	2103	KOA
8. KQKS-F (CHR)	145/ 4.9	5.5	4.8	4.7	3.5	5.0	191/3225	2388/15.0	12.6	11.3	37	7.3	210	2681	KQKS-F
9. KMJI-F (AC)	125/ 4.2	4.7	4.4	4.2	5.7	4.4	145/2219	1956/12.3	12.1	12.8	150	4.9	140	1179	KMJI-F
10. KRFX-F (O)	117/ 4.0	3.6	2.7	4.1	3.6	3.6	131/2399	2042/12.8	12.1	13.2	130	2.3	65	1677	KRFX-F
11. KBPI-F (AOR)	103/ 3.5	5.1	5.2	6.0	6.2	4.9	130/2790	2229/14.0	16.0	14.9	74	7.0	201	2159	KBPI-F
12. KVOD-F (CL)	97/ 3.3	4.2	3.2	3.5	2.2	3.5	100/1422	1351/ 8.5	8.8	5.5	73	2.0	57	603	KVOD-F
13. KHOW (MOR)	94/ 3.2	2.4	2.7	3.0	2.7	2.8	111/1469	1167/ 7.3	8.8	7.2	116	2.4	68	1023	KHOW
14. KHIH-F (J/NA)	83/ 2.8	2.5	3.2	1.8	2.2	2.6	83/1203	1129/ 7.1	8.0	6.7	139	3.6	102	1067	KHIH-F
15. KSYF-F (AC)	79/ 2.7	2.0	1.8	1.7	2.9	2.0	88/1580	1397/ 8.8	5.0	7.0	115	1.9	54	938	KSYF-F
16. KEZW (BB)	71/ 2.4	3.4	1.9	2.0	2.0	2.4	76/850	783/ 4.9	4.7	4.1	21	1.1	31	604	KEZW
17. KLZ (C)	58/ 2.0	2.2	2.4	2.8	3.3	2.3	101/1538	942/ 5.9	6.3	6.8	85	2.8	80	926	KLZ
18. KYGO (C)	44/ 1.5	1.5	1.7	1.0	1.1	1.4	49/619	551/ 3.5	3.5	5.5	73	0.9	5	78	KYGO
19. KDKO (B)	39/ 1.3	1.5	1.2	1.1	1.7	1.3	39/521	500/ 3.1	2.6	4.1	69	2.7	77	620	KDKO
20. KZRZ-F (AOR)	35/ 1.2	1.4	0.9	0.5	0.7	1.0	35/563	537/ 3.4	2.5	1.9	50	2.1	59	539	KZRZ-F
KTCL-F (AOR)	35/ 1.2	1.2	1.6	1.2	1.4	1.3	55/775	579/ 3.6	3.6	3.6	117	1.0	28	450	KTCL-F
22.															
23.															
24.															
25.															

12+ FM SHARE (METRO): 75.57% (2020 of 2673) (SPG 88: 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-AF	1 KBCO-AF	1 KBCO-AF	1 KBCO-AF<	1 KOSI-F	1 KOA	1 KBCO-AF	1 KBCO-AF	1 KRXY-AF	1 KOA >>
2 KRXY-AF>>	2 KAZY-F	2 KXKL-AF	2 KXKL-AF	2 KXKL-AF	2 KOA	2 KXKL-AF<	2 KOSI-F	2 KRXY-AF	2 KQKS-F	2 KYGO-F
3	3 KRXY-AF>	3 KAZY-F	3 KYGO-F	3 KYGO-F	3 KYGO-F	3 KBCO-AF<	3 KYGO-F<	3 KXKL-AF	3 KAZY-F<	3 KHOW
4	4 KXKL-AF	4 KYGO-F	4 KMJI-F	4 KMJI-F	4 KYGO-F	4 KRXY-AF	4 KXKL-AF<	4 KYGO-F<	4 KBCO-AF	4 KXKL-F
5	5 KBPI-F	5 KRXY-AF	5 KAZY-F	5 KAZY-F	5 KVOD-F	5 KYGO-F	5 KAZY-F	5 KOSI-F<	5 KXKL-AF<	5 KAZY-F
6	6 KYGO-F	6 KMJI-F	6 KRFX-F	6 KRFX-F<	6 KHOW	6 KAZY-F	6 KOA <	6 KAZY-F	6 KOA	6 KOSI-F
7	7	7 KRFX-F	7	7 KOA	7 KEZW	7 KMJI-F<	7 KRXY-AF	7 KQKS-F	7 KYGO-F	7
8	8	8	8	8	8 KHOW <	8 KHOW <	8 KOA	8 KOSI-F	8 KRFX-F	8
						9 KOSI-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 KRXY-AF>	1 KBCO-AF	1 KBCO-AF	1 KXKL-AF	1 KXKL-AF	1 KAZY-F	1 KAZY-F	1 KBCO-AF	1 KBCO-AF	1 KBCO-AF>
2 KBCO-AF	2 KRXY-AF	2 KXKL-AF	2 KBCO-AF	2 KBCO-AF<	2 KRXY-AF>	2 KBCO-AF>	2 KAZY-F>>	2 KAZY-F>	2 KXKL-AF<
3 KBPI-F	3 KXKL-AF	3 KMJI-F	3 KRXY-AF	3 KMJI-F	3 KBPI-F<	3 KRXY-AF	3 KXKL-AF	3 KXKL-AF<	3 KAZY-F
4 KQKS-F	4 KMJI-F	4 KRXY-AF	4 KMJI-F	4 KYGO-F	4 KQKS-F>	4 KBPI-F<	4 KRFX-F<	4 KYGO-F	4 KYGO-F>
5 KAZY-F>	5 KBPI-F	5 KYGO-F	5 KYGO-F>	5 KOSI-F	5 KZRZ-F	5 KYGO-F	5 KYGO-F	5 KRXY-AF	5 KRFX-F<
6 KSYF-F	6 KYGO-F	6 KRFX-F	6 KOSI-F<	6 KRXY-AF	6 KBCO-AF	6 KXKL-AF<	6 KHIH-F	6 KRFX-F	6 KOA
7 KRFX-F	7 KRFX-F	7	7 KRFX-F	7	7 KYGO-F>>	7 KRFX-F	7 KMJI-F	7	7 KHIH-F
8 KHIH-F	8 KQKS-F								8 KMJI-F

FORMATS	AM	FM	TOTAL	%	SPG 88	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
					%				
TOP 40/CHR/CONTEMP	6 ( 1)	344 ( 2)	350 ( 3)	13.1	12.5	KBNO	1220	Denver	0.3/0.6
AOR/CLASSIC	18 ( 1)	582 ( 5)	600 ( 6)	22.4	21.2	KBXG	710	Denver	1.0/3.3
AC/OLDIES/SOFT ROCK	43 ( 2)	535 ( 4)	578 ( 6)	21.6	23.3	KDEN	1340	Denver	1.1/3.6
MOR/VARIETY	94 ( 1)		94 ( 1)	3.5	3.0	KRKS	990	Denver	0.3/1.1
COUNTRY	102 ( 2)	193 ( 1)	295 ( 3)	11.0	11.1	KRZN	1150	Englewood	1.1/3.4
BLACK/URBAN	39 ( 1)		39 ( 1)	1.5	1.8	KYBG	1090	Aurora	0.5/2.8
BEAUTIFUL/EASY		186 ( 1)	186 ( 1)	7.0	7.8				
NEWS/TALK	247 ( 3)		247 ( 3)	9.2	10.4				
NOSTALGIA	71 ( 1)		71 ( 1)	2.7	2.2				
RELIGION/GOSPEL	10 ( 1)		10 ( 1)	0.4					
SPANISH	8 ( 1)		8 ( 1)	0.3	1.2				
CLASSICAL		97 ( 1)	97 ( 1)	3.6	2.4				
JAZZ/NEW AGE		83 ( 1)	83 ( 1)	3.1	3.2				
UNKNOWN/OTHERS	15 ( 1)		15 ( 1)	0.6					
	653 (15)	2020 (15)	2673 (30)						

AM STATIONS

KBXG, 710, 5 KW (DA-1)	, TALK	CNN, \$ N/A (Banner)	Sandusky	Kip Gilbert
KDEN, 1340, 1 KW	, TALK	ABC C, MBS, \$ 35.00 (Savalli)		Doug Stephens
KDDO, 1510, 10 KW/1 KW (DA-1)	, BLACK	, \$ 40.00 (---)		Keith James
KEZW, 1430, 5 KW (DA-N)	, NOSTALGIA	SMN, \$ 45.00 (Torbet)		Joe Davidman
KHOW, 630, 5 KW (DA-N)	, MOR	MBS, NBC, \$ 78.00 (Republic)	Legacy	Steve Kenney
KLTT, 800, 1 KW (DAYS, DA)	, RELIGION	\$ 18.00 (---)	Mortenson	Judy Schmidt
KLZ, 560, 5 KW (DA-1)	, COUNTRY	ABC I, \$ 70.00 (Mc-Guild)	Summit	Bill Struck
KOA, 850, 50 KW	, NEWS/TALK	ABC I, ABC E, \$140.00 (Eastman)	Jacor	Lee Larson
KQXI, 1550, 10 KW (DAYS)	, RELIGION	, \$ 25.00 (---)		George Spicer
KRZN, 1150, 5 KW/1 KW (DA-2)	, OLDIES	, \$ 37.00 (Christal)	Genesis/Booth	Craig McKee
KYGO, 950, 5 KW (DA-N)	, COUNTRY	US 2, \$ N/A (CBS)	Jeff-Pilot	Bob Call

FM STATIONS

KAZY, 106.7, 100 KW @ 987, AOR	ABC R, \$ 90.00 (Mc-Guild)	Summit	Bill Struck
KBCO, 97.3, 88 KW @ 1541, AOR	, \$170.00 (MMR)	Noble (BOULDER)	Roy Skibitsky
KBPI, 105.9, 100 KW @ 1433, AOR	SOURCE, \$100.00 (Banner)	Sandusky	Kip Gilbert
KHHH, 94.7, 30 KW @ 984, JAZZ/NAC	SMN, \$ 70.00 (Banner)	Adams (BOULDER)	Keith James
KMJI, 100.3, 100 KW @ 350, AC	, \$100.00 (Christal)	Genesis/Booth	Craig McKee
KOSI, 101.1, 100 KW @ 1624, BTFL/EZ	, \$ 95.00 (Torbet)		Joseph Davidman
KQKS, 104.3, 28 KW @ 1400, CHR	, \$ 71.00 (HNWH)	Western Cities (LONGMONT)	
KRFX, 103.5, 100 KW @ 1061, OLDIES	CBS, \$ 80.00 (Eastman)	Jacor	Bob Visotky
KRXY, 107.5, 91 KW @ 1149, CHR	, \$109.00 (Katz)	Cap Cities/ABC	Joe Parish
KSYY, 95.7, 100 KW @ 725, SOFT AC	, \$ 81.00 (Republic)	Legacy	Steve Keerny
KTCL, 93.3, 100 KW @ 1330, AOR	MBS, \$ 40.00 (Mc-Guild)	(FT. COLLINS)	Steve Haskell
KVOD, 99.5, 100 KW @ 300, CLASSICAL	, \$ 75.00 (Katz)	Henry	Pam Kenny
KXKL, 105.1, 100 KW @ 1150, OLDIES	MBS, \$137.00 (Durpetti)	Shamrock	Marty Loughman
KYGO, 98.5, 100 KW @ 700, COUNTRY	US 2, \$112.00 (CBS)	Jeff-Pilot	Bob Call
KZRZ, 92.1, .8 KW @ 610, AOR	, \$ 35.00 (Banner)	Century (CASTLE ROCK)	Ron Jamison

CALL LETTER CHANGES

KOAQ changes to KRFX (Jan)  
KBPI changes to KBXG (March)

FORMAT CHANGES

STATION SALES

Genesis swapped KRZN for KJIM plus paid about \$1,500,000...WRZN (Engolwood) sold by Sudbrink for \$400,000.

DES MOINES

Arbitron Rank/Pop (12+): 110/318,300  
 MSA Rank/Pop: 122/384,100  
 Average Person Ratings: 16.8  
 Market TSL: 22.25 hours

Stations: 13/13  
 Diaries: 672/474:1/49.9%  
 Sample Target: 710  
 % Below Line: 0.0  
 % Not Listed: 8.2

1988 Revenue: \$12,400,000  
 HH Inc.: \$33,588  
 Retail \$: 2.9 Bill  
 Pop per Station: 24,484  
 #1 Biller: WHO \$3,100,000

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KGGO-F (AOR)	91/17.0	14.9	21.5	16.4	19.8	----	132/1521	884/27.8	28.7	29.8	99	19.0	99	1020	KGGO-F
2. KJJY-AF (C)	67/12.5	9.5	8.7	9.4	9.4	----	89/991	628/19.7	12.8	12.0	126	9.2	47	467	KJJY-AF
3. WHO (MOR)	64/11.9	11.1	10.0	11.5	8.3	----	202/2595	757/23.8	21.1	19.5	72	11.5	60	677	WHO
4. KRNO-F (CHR)	60/11.2	11.1	10.0	10.4	8.3	----	142/2063	921/28.9	25.8	24.5	68	15.2	79	1087	KRNO-F
5. KDMG-F (O)	43/ 8.0	6.1	1.1	5.1	3.7	----	82/1015	563/17.7	4.6	9.1	131	7.9	41	552	KDMG-F
6. KLYF-F (AC)	39/ 7.3	8.8	12.4	8.0	10.6	----	95/1139	544/17.1	19.8	21.2	171	6.5	34	570	KLYF-F
7. KRNT (MOR)	32/ 6.0	5.3	6.1	4.7	4.4	----	39/626	483/15.2	12.8	14.7	33	4.0	21	360	KRNT
8. KIOA (O)	30/ 5.6	8.6	4.6	5.5	7.1	----	72/1100	543/17.1	14.1	15.6	146	5.0	26	449	KIOA
9. KEZT-F (EZ)	28/ 5.2	4.0	4.3	2.9	2.9	----	44/588	307/ 9.6	8.3	6.1	108	4.6	24	299	KEZT-F
10. KDWZ-F (CHR)	18/ 3.4	4.8	5.7	7.2	6.9	----	29/771	454/14.3	13.0	18.4	59	6.5	31	563	KDWZ-F
11. KSO (C)	14/ 2.6	6.9	6.1	8.6	8.3	----	19/395	259/ 8.1	11.7	17.7	77	2.7	14	220	KSO
12.															
13.															
14.															
15.															

12+ FM SHARE (METRO): 70.12% (345 of 492) (SPG 88: 66.98%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KRNO-F	1 KGGO-F>>	1 KGGO-F>	1 KGGO-F	1 KGGO-F<	1 WHO	1 WHO <	1 KGGO-F>	1 KGGO-F>	1 WHO	1 WHO
2 KGGO-F>>	2 KRNO-F	2 KJJY-AF	2 KJJY-AF	2 KJJY-AF	2 KJJY-AF>	2 KGGO-F	2 KJJY-AF	2 KJJY-AF	2 KRNO-F	2 KJJY-F
3 KDWZ-F>>	3 KDMG-F>	3 KRNO-F	3 KLYF-F	3 KLYF-F	3 KRNT >	3 KJJY-AF	3 KDMG-F	3 KRNO-F<	3 KGGO-F	3 KRNT
4	4 KJJY-AF	4 KDMG-F	4 KDMG-F	4 KDMG-F	4 KEZT-F	4 KRNO-F	4 WHO <	4 KDMG-F	4 KJJY-AF	4 KGGO-F>
5	5 KLYF-F	5 KLYF-F	5	5	5 KLYF-F	5 KLYF-F	5 KRNO-F	5 KLYF-F	5	5
6	6	6	6	6	6	6	6 KLYF-F<	6 WHO	6	6
							7 KEZT-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 KRNO-F>>	1 KRNO-F	1 KGGO-F	1 KRNO-F	1 KLYF-F<		1 KGGO-F>>	1 KGGO-F>>	1 KGGO-F>>	1 KGGO-F>>	1 KGGO-F>
2 KGGO-F	2 KGGO-F>	2 KLYF-F>	2 KJJY-AF	2 KJJY-AF		2 KRNO-F	2 KDMG-F>	2 KDMG-F	2 KJJY-AF	2 KJJY-AF>
3 KEZT-F>	3 KLYF-F	3 KDMG-F	KLYF-F	3 KGGO-F		KDMG-F>	3 KJJY-AF	3 KJJY-AF>	KDMG-F>	3 WHO
4 KJJY-AF	4 KDMG-F>	4 KRNO-F	KGGO-F	4 KDMG-F		4 KJJY-AF>>	4 KRNO-F	4 KLYF-F	4 WHO	4 KDMG-F
5 KDWZ-F	5 KJJY-AF	5 KJJY-AF	5 KDMG-F	5 KRNO-F		5	5 KIOA	KIOA	KRNO-F	5 KIOA
6 KDMG-F>>	6 KEZT-F	6	6	6 KIOA		6	6	6	6	6 KLYF-F

FORMATS	AM	FM	TOTAL	%	SPG 88 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		78 ( 2)	78 ( 2)	15.9	17.9	KWKY 1150 Des Moines 1.1/4.7
AOR/CLASSIC		91 ( 1)	91 ( 1)	18.5	23.3	
AC/OLDIES/SOFT ROCK	30 ( 1)	82 ( 2)	112 ( 3)	22.8	19.6	
MOR/VARIETY	96 ( 2)		96 ( 2)	19.5	17.5	
COUNTRY	15 ( 2)	66 ( 1)	81 ( 3)	16.5	12.5	
BLACK/URBAN						
BEAUTIFUL/EASY NEWS/TALK		28 ( 1)	28 ( 1)	5.7	4.7	
NOSTALGIA					3.5	
RELIGION/GOSPEL	6 ( 1)		6 ( 1)	1.2	0.9	
SPANISH						
CLASSICAL						
JAZZ/NEW AGE						
UNKNOWN/OTHERS						

RADIO STATIONS

KIOA, 940, 10 KW/5 KW (DA-2), OLDIES	ABC E, \$ 27.00 (Banner)	Midwest	Miles Knuteson
KRNT, 1350, 5 KW (DA-N), MOR	CBS, \$ 27.00 (Katz)	Saga	Gary Voss
KSO, 1460, 5 KW (DA-N), COUNTRY	MBS, \$ 20.00 (Eastman)	Stoner	Peter McLane
WHO, 1040, 50 KW, VARIETY/TALK	ABC I, \$ 64.00 (Christal)	Palmer	Steve Shannon
KDMG-F, 103.3, 100 KW @ 800, OLDIES	US 1, \$ 28.00 (Roslin)	Beta (PELLA)	Paul Garvin
KDWZ-F, 93.3, 100 KW @ 1063, CHR	, \$ 32.00 (Banner)	Midwest	Miles Knuteson
KEZT-F, 104.1, 100 KW @ 1026, BTFL/EZ	, \$ 20.00 (K & P)	(AMES)	Bob Bunce
KGGO-F, 94.9, 100 KW @ 1059, AOR	SOURCE, \$ 61.00 (Eastman)	Stoner	Peter McLane
KJJY-F, 92.5, 50 KW @ 300, COUNTRY	, \$ 34.00 (Mc-Guild)	Fuller-Jeffrey (ANKENY)	Michael McCoy
KLYF-F, 100.3, 100 KW @ 1700, SOFT AC	US 2, \$ 45.00 (Christal)	Palmer	Chuck Jewell
KRNO-F, 102.5, 100 KW @ 1248, CHR	ABC F, \$ 40.00 (Katz)	Saga	Gary Voss
KDMI-F, 97.3, 100 KW @ 500, RELIGION	, \$ 7.00 (---)		Maxine Bruinekoo

MISCELLANEOUS COMMENTS: KIOA now classified as OLDIES.

DETROIT

Arbitron Rank/Pop (12+): 6/3,570,000  
 MSA Rank/Pop: 5/4,346,200  
 Average Person Ratings: 18.7  
 Market TSL: 24.25 hours

Stations: 33/30  
 Diaries: 2474/1443:1/52.6%  
 Sample Target: 2310  
 % Below Line: 1.2  
 % Not Listed: 7.5

1988 Revenue: \$103,000,000  
 HH Inc.: \$35,744  
 Retail \$: 37.9 Bil  
 Pop per Station: 119,000  
 #1 Biller: WJR \$20,000,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WJR (MOR)	664/ 9.9	9.6	9.0	12.4	10.6	10.2	922/12055	8800/24.6	23.4	24.1	78	8.3	612	7753	WJR
2. WJLB-F (B)	497/ 7.4	6.9	7.0	7.8	7.9	7.3	527/5770	5342/15.0	14.2	14.2	97	9.6	705	6671	WJLB-F
3. WJOI-F (EZ)	365/ 5.5	5.5	4.7	5.1	5.8	5.2	382/4582	4374/12.3	10.5	12.5	71	3.2	233	3090	WJOI-F
4. WWJ (N)	302/ 4.5	4.6	5.1	4.9	4.3	4.8	312/5727	5327/14.9	14.6	15.1	60	2.9	213	4128	WWJ
5. WDFX-F (CHR)	300/ 4.5	4.1	5.4	3.1	3.4	4.3	319/5653	5309/14.9	14.7	12.7	31	6.1	450	6536	WDFX-F
6. WWW-F (C)	289/ 4.3	5.2	4.7	4.5	4.1	4.7	309/4035	3637/10.2	11.7	9.9	107	4.7	343	3135	WWW-F
7. WCZY-F (CHR)	285/ 4.3	4.0	4.4	4.0	4.6	4.2	304/6966	6357/17.8	16.4	18.1	112	4.2	310	6139	WCZY-F
8. WLLZ-F (AOR)	276/ 4.1	4.7	3.8	3.8	4.9	4.1	300/5565	5055/14.2	13.2	13.6	105	5.8	430	6292	WLLZ-F
9. WCSX-F (AOR)	264/ 3.9	3.3	3.4	3.0	3.3	3.4	298/4806	4236/11.9	11.3	10.6	156	3.9	289	4558	WCSX-F
10. WRIF-F (AOR)	254/ 3.8	3.5	3.6	3.0	3.4	3.5	291/5729	4758/13.3	13.2	13.6	118	4.5	330	4656	WRIF-F
WHYT-F (CHR)	254/ 3.8	4.4	3.4	5.3	4.6	4.2	287/6749	6075/17.0	15.4	18.0	82	5.0	368	8305	WHYT-F
12. WNIC-F (AC)	251/ 3.8	4.0	4.9	4.8	3.9	4.4	279/5404	4889/13.7	13.1	13.2	129	4.9	363	4983	WNIC-F
13. WLTI-F (AC)	250/ 3.7	3.5	2.6	2.5	2.6	3.1	260/4165	3966/11.1	7.8	6.7	138	2.3	171	2345	WLTI-F
14. WXYT (T)	248/ 3.7	3.4	3.1	3.2	3.2	3.3	248/3057	2996/ 8.4	7.3	7.3	73	3.0	222	2785	WXYT
15. CKLW (BB)	212/ 3.2	3.2	3.3	3.2	4.6	3.2	256/3069	2368/ 6.6	8.9	9.0	28	2.2	162	1810	CKLW
16. WOMC-F (AC)	171/ 2.6	3.6	4.4	3.2	2.6	3.5	189/3758	3463/ 9.7	11.3	7.8	146	4.0	292	3345	WOMC-F
17. WJZZ-F (J/NA)	164/ 2.5	2.1	1.7	1.7	2.1	2.0	173/2868	2611/ 7.3	6.3	7.0	140	3.9	285	3211	WJZZ-F
18. WKSG-F (O)	138/ 2.1	2.2	3.4	3.1	2.0	2.7	143/2611	2557/ 7.2	8.1	6.6	162	2.4	177	2517	WKSG-F
19. CKMR-F (O)	129/ 1.9	1.6	2.1	1.5	0.9	1.8	151/2477	1994/ 5.6	6.1	4.1	163	1.6	116	1845	CKMR-F
20. WQRS-F (CL)	120/ 1.8	1.8	1.5	1.2	1.5	1.6	130/2083	1846/ 5.2	4.8	4.3	83	2.0	145	2059	WQRS-F
21. WGPR-F (B)	107/ 1.6	1.5	1.1	1.7	1.5	1.5	113/2688	2539/ 7.1	5.0	5.8	87	1.9	138	2506	WGPR-F
22. WMTG (O)	100/ 1.5	1.0	1.3	0.9	1.1	1.2	101/1378	1367/ 3.8	2.8	2.6	160	0.6	45	640	WMTG
23. WCXI (C)	97/ 1.5	1.8	1.3	1.3	1.8	1.5	109/1752	1537/ 4.3	4.3	5.3	87	1.9	139	1352	WCXI
24. WVAE-F (J/NA)	88/ 1.3	1.4	1.3	1.1	1.6	1.3	93/1653	1525/ 4.3	4.0	5.7	138	1.0	76	1060	WVAE-F
25. WQBH (B)	74/ 1.1	1.0	1.0	1.4	1.0	1.1	74/1346	1333/ 3.7	3.6	3.1	109	0.4	33	751	WQBH

12+ FM SHARE (METRO): 70.16% (4338 of 6183) (SPG 88: 69.34%)

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

FORMATS	AM	FM	TOTAL	%	SPG 88	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
-----	--	--	-----	-	-	-----	-----	-----	-----
TOP 40/CHR/CONTEMP		919 ( 6)	919 ( 6)	14.9	15.6	WCAR	1090	Livonia	0.4/1.1
AOR/CLASSIC		794 ( 3)	794 ( 3)	12.8	12.8	WCHB	1440	Inkster	1.0/3.4
AC/OLDIES/SOFT ROCK	130 ( 2)	939 ( 5)	1069 ( 7)	17.3	15.0	WEXL	1340	Royal Oak	0.3/1.5
MOR/VARIETY	664 ( 1)		664 ( 1)	10.7	11.5	WHND	560	Monroe/Detroit	0.4/1.6
COUNTRY	97 ( 1)	289 ( 1)	386 ( 2)	6.2	6.8	WMUZ-F	103.5	Detroit	0.8/2.8
BLACK/URBAN	144 ( 2)	604 ( 2)	748 ( 4)	12.1	12.3				
BEAUTIFUL/EASY		365 ( 1)	365 ( 1)	5.9	6.3	CJOM-F	88.7	Windsor	0.4/3.2
NEWS/TALK	550 ( 2)		550 ( 2)	8.9	8.2	WIOG-F	102.5	Bay City/Flint	0.4/1.2
NOSTALGIA	212 ( 1)		212 ( 1)	3.4	5.0	WTWR-F	98.3	Monroe/Toledo	0.4/1.1
RELIGION/GOSPEL	23 ( 1)	56 ( 1)	79 ( 2)	1.3	0.8				
SPANISH									
CLASSICAL		120 ( 1)	120 ( 1)	1.9	1.6				
JAZZ/NEW AGE		252 ( 2)	252 ( 2)	4.1	4.1				
UNKNOWN/OTHERS	25 ( 1)		25 ( 1)	0.4					
	1845 (11)	4338 (22)	6183 (33)						

AM STATIONS

WCHB, 1440, 1 KW	, GOSPEL	NBN, \$ 38.00 (Torbet)	Wendell Cox
WCXI, 1130, 50 KW/10 KW (DA-2)	, COUNTRY	APR, \$ 65.00 (Christal)	Phil Lamka
WHND, 560, 500 W (DAYS, DA)	, OLDIES	US 1, \$ N/A (Mc-Guild)	Greater Media (MONROE) Tom Bender
WJR, 760, 50 KW	, MOR/VARIETY	ABC I, \$ 235.00 (Katz)	Cap Cities/ABC Jim Long
WMTG, 1310, 5 KW (DA-2)	, OLDIES	SMN, \$ N/A (Mc-Guild)	Fairmont Joe Bacarella
WQBH, 1400, 1 KW	, BLACK	, \$ 48.00 (Patt)	---
WWJ, 950, 5 KW (DA-N)	, NEWS	CBS, \$ 157.00 (CBS)	CBS Rod Zimmerman
WXYT, 1270, 5 KW (DA-N)	, TALK	NBC, MBS, \$ 90.00 (Roslin)	Fritz Charles Fritz
CKLW, 800, 50 KW (DA-2)	, NOSTALGIA	, \$ 76.00 (Banner)	(WINDSOR ONT.) Terry Coles

FM STATIONS

WCSX, 94.7, 10 KW @ 950, CLASSIC AOR	US 1, \$ 109.00 (Mc-Guild)	Greater Media	Tom Bender
WXZY, 95.5, 100 KW @ 430, CHR	, \$ 138.00 (HNWH)	Broadcasting Partners	Betty Pazdernik
WDFX, 99.5, 21 KW @ 745, CHR	SOURCE, \$ 99.00 (MMR)	Hoker	Paul Jacobs
WGPR, 107.5, 50 KW @ 360, BLACK	SBN, \$ 60.00 (Lazar)		George Mathews
WHYT, 96.3, 20 KW @ 780, CHR	ABC C, \$ 150.00 (Katz)	Cap Cities/ABC	John Cravens
WJLB, 97.9, 50 KW @ 490, BLACK	, \$ 167.00 (MMR)	Booth/Genesis	Verna Green
WJOI, 97.1, 12 KW @ 802, BTFL/EZ	, \$ 137.00 (CBS)	CBS	Rod Zimmerman
WJZZ, 105.9, 20 KW @ 724, JAZZ	, \$ 80.00 (---)		Robert Bell-Bass
WKSG, 102.7, 50 KW @ 500, OLDIES	TRNSTR, \$ 90.00 (Durpetti)	Ragan Henry	John Patton
WLLZ, 98.7, 50 KW @ 480, AOR	MBS, NBC, \$ 150.00 (Banner)	Legacy	Kevin Smith
WLT1, 93.1, 26 KW @ 600, SOFT AC	, \$ 106.00 (Christal)	Viacom	Terry Wood
WMUZ, 103.5, 50 KW @ 500, RELIGION	, \$ 40.00 (---)	Crawford	Frank Franeiosi
WNIC, 100.3, 50 KW @ 400, AC	, \$ 161.00 (Mc-Guild)	Fairmont	Joe Bacarella
WOMC, 104.3, 190 KW @ 416, AC	US 2, \$ 140.00 (Republic)	Infinity	Elaine Baker
WQRS, 105.1, 18 KW @ 782, CLASSICAL	, \$ 80.00 (CMBS)	Marlin	Lorraine Golden
WRIF, 101.1, 27 KW @ 880, AOR	ABC R, \$ 117.00 (Republic)	Great American	Bob Schutt
WVAE, 92.3, 21 KW @ 742, JAZZ/NAC	, \$ 81.00 (Roslin)	Fritz	Charles Fritz
WWWW, 106.7, 61 KW @ 508, COUNTRY	APR, \$ 150.00 (Christal)	Shamrock	Phil Lamka
CKMR, 93.9, 100 KW @ 700, OLDIES	, \$ 62.00 (Banner)	(WINDSOR, ONT)	Terry Coles

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES



DULUTH

Arbitron Rank/Pop (12+): 153/204,800  
 MSA Rank/Pop: 181/236,900  
 ADI # 126  
 Average Person Ratings: 19.1  
 Market TSL: 24.75 hours

Stations: 18/18  
 Diaries: 582/352:1/60.0%  
 Sample Target: 600  
 % Below Line: 0.0  
 % Not Listed: 14.8

1988 Revenue: \$6,200,000  
 HH Inc.: \$29,753  
 Retail \$: 1.6 Bil  
 Pop per Station: 11,377  
 #1 Biller: NA

12+ METRO	1/4/SHARE	FAL		SPG		4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion	Birch Share	Birch AQH	Birch Cume	
		88	87	88	87										
1. KZIO-F (CHR)	38/ 9.7	----	8.3	----	8.6	----	56/626	461/22.5	18.4	17.9	73	20.5	54	531	KZIO-F
2. WAKX-F (O)	35/ 9.0	----	5.0	----	3.2	----	44/512	399/19.5	12.9	12.9	174	6.1	16	275	WAKX-F
3. WTBX-F (CHR)	34/ 8.7	----	5.5	----	8.0	----	45/512	313/15.3	12.8	13.7	76				WTBX-F
4. KDAL (MOR)	34/ 8.7	----	11.0	----	10.3	----	48/618	411/20.1	22.7	19.6	82	9.5	25	291	KDAL
5. WKKQ (C)	31/ 7.9	----	8.0	----	7.1	----	48/406	253/12.4	15.2	12.2	38				WKKQ
6. KQDS-AF (AOR)	29/ 7.4	----	9.6	----	10.6	----	39/557	389/19.0	21.5	20.5	123	16.3	43	431	KQDS-AF
7. KDAL-F (AC)	25/ 6.4	----	7.7	----	8.6	----	34/493	353/17.2	18.1	16.2	159	9.5	25	276	KDAL-F
8. WAVC-F (C)	17/ 4.3	----	5.5	----	11.8	----	36/536	283/13.8	14.7	21.4	142	8.0	21	302	WAVC-F
9. WDSM (C)	16/ 4.1	----	6.1	----	3.8	----	25/345	208/10.2	13.7	10.5	61	6.4	17	235	WDSM
10. WCDK-F (C)	14/ 3.6	----	3.9	----	0.6	----	18/200	122/ 6.0	8.1	2.5	169				WCDK-F
11. WEVE-AF (AC)	13/ 3.4	----	3.3	----	3.2	----	14/270	230/11.2	7.1	7.4	121				WEVE-AF
12. KXTP (BB)	13/ 3.3	----	3.9	----	3.5	----	13/230	197/ 9.6	9.0	9.1	30	4.9	13	77	KXTP
13. WHLB (BB)	12/ 3.1	----	3.0	----	2.7	----	12/137	137/ 6.7	5.1	7.5	81				WHLB
14. WEBC (MOR)	10/ 2.6	----	4.4	----	5.0	----	18/401	271/13.2	16.3	15.7	115	4.5	12	217	WEBC
15.															

12+ FM SHARE (METRO): 61.26% (204 of 333) (SPG 88: 55.18%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZIO-F>>	1 KQDS-AF	1 WAKX-F	1 WAKX-F>	1 WAKX-F>	1 WKKQ	1 WAKX-F<	1 WAKX-F	1 WTBX-F	1 WTBX-F	1 KQDS-F
2 WTBX-F>>	2 WAKX-F	2 KQDS-AF	2 KDAL-F	2 KDAL-F	KDAL >	2 KDAL	2 WKKQ	2 KQDS-AF	2 KZIO-F	2 KZIO-F>
3	3 WTBX-F	3 WTBX-F<	3 KQDS-AF	3 KQDS-AF	3 KDAL-F	3 KZIO-F	3 KQDS-AF<	KZIO-F<	3 KDAL	3 WEBC
4	4 KZIO-F>>	4 KZIO-F	4 WTBX-F	4 KZIO-F	4 WDSM	4 WKKQ	4 KDAL-F	4 WKKQ	4 WEBC	4 WEVE-F
5	5	5 KDAL-F	5	KDAL	5 KXTP	5 WTBX-F	5 KDAL	5 WAKX-F	5 KQDS-AF	5 WAVC-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 KZIO-F>	1 WTBX-F	1 WAKX-F	1 KDAL-F	1 KDAL-F>		1 WTBX-F>	1 KQDS-AF>	1 KQDS-AF	1 WAKX-F	1 WAKX-F>
2 KQDS-AF	2 WAKX-F	2 WTBX-F>	2 WTBX-F	2 WTBX-F		2 KQDS-AF	2 WAKX-F>	WAKX-F>>	2 KQDS-AF>	2 KQDS-AF>
3 WTBX-F>>	KZIO-F>	3 KDAL-F	3 KZIO-F	WAKX-F>		3 KZIO-F>>	3 WTBX-F	3 KZIO-F	3 WTBX-F	3 KDAL >
4 WDSM	4 KQDS-AF	4 WCDK-F>	4 WAKX-F>	4 WAVC-F		4	4 KZIO-F>>	4	KZIO-F>	4 WCDK-F
WAKX-F	KDAL-F	5 WEVE-AF	5 KQDS-AF	KZIO-F		5	5	5	5 KDAL	KZIO-F
KDAL-F	6	KZIO-F	6 WAVC-F	6		6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 88 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		72 ( 2)	72 ( 2)	21.6	15.2	WELY 1450 Ely 1.0/2.4
AOR/CLASSIC		29 ( 1)	29 ( 1)	8.7	11.3	WMFG 1240 Hibbing/Vrginia 1.0/4.4
AC/OLDIES/SOFT ROCK	1 ( 1)	72 ( 3)	73 ( 4)	21.9	14.0	WMFG-F 106.3 Hibbing/Vrginia
MOR/VARIETY	52 ( 4)		52 ( 4)	15.6	22.9	WJJC 850 Duluth 1.0/3.0
COUNTRY	47 ( 2)	31 ( 2)	78 ( 4)	23.4	25.9	
BLACK/URBAN						
BEAUTIFUL/EASY						
NEWS/TALK						
NOSTALGIA	25 ( 2)		25 ( 2)	7.5	4.3	
RELIGION/GOSPEL	4 ( 1)		4 ( 1)	1.2	0.6	
SPANISH						
CLASSICAL						
JAZZ/NEW AGE						
UNKNOWN/OTHERS					5.8	
	129 (10)	204 ( 8)	333 (18)			

RADIO STATIONS

KDAL, 610, 5 KW (DA-N)	MOR	CBS, \$ 25.00 (Katz)	John Snee
KXTP, 970, 1 KW	NOSTALGIA	ABC D, \$ 12.00 (K & P)	Lew Latto
WDSM, 710, 10 KW/1 KW (DA-N)	COUNTRY	NBC, \$ 17.00 (Torbet)	Pat McNulty
WEBC, 560, 5 KW (DA-N)	MOR	ABC E, US 2, \$ 16.00 (Mc-Guild)	Jerry Gutensohn
WHLB, 1400, 1 KW	NOSTALGIA	MBS, \$ 9.00 (---)	John Snidarich
WKKQ, 650, 10 KW/500 W (DA-N)	COUNTRY	ABC D, \$ 10.00 (Banner)	David Acaley
			(VIRGINIA)
			(HIBBING)
KDAL-F, 95.7, 100 KW @ 730, AC		\$ 28.00 (Katz)	John Snee
KQDS-F, 94.9, 100 KW @ 730, AOR		\$ 22.00 (HWH)	Chuck Poet
KZIO-F, 102.5, 100 KW @ 600, CHR		ABC C, \$ 26.00 (Torbet)	Pat McNulty
WAKX-F, 98.9, 100 KW @ 600, OLDIES		\$ 23.00 (K & P)	Lew Latto
WAVC-F, 105.1, 100 KW @ 790, COUNTRY		\$ 20.00 (Mc-Guild)	Jerry Gutensohn
WCDK-F, 99.9, 100 KW @ 800, COUNTRY		MBS, \$ 9.00 (---)	Grey Saylor
WEVE-F, 97.9, 71 KW @ 550, AC		ABC E, \$ 10.00 (K & P)	Jerry Sylvester
WTBX-F, 93.9, 100 KW @ 546, CHR		\$ 15.00 (Banner)	David Acaley
			(VIRGINIA)
			(EVELETH)
			(HIBBING)

EL PASO

Arbitron Rank/Pop (12+): 80/443,600  
 MSA Rank/Pop: 88/569,700  
 ADI # 103  
 Average Person Ratings: 18.7  
 Market TSL: 24.75 hours

Stations: 22/17  
 Diaries: 958/463:1/55.2%  
 Sample Target: 800  
 % Below Line: 2.9  
 % Not Listed: 9.5

1988 Revenue: \$12,400,000  
 HH Inc.: \$28,241  
 Retail \$: 2.8 Bil  
 Pop per Station: 26,094  
 #1 Biller: KHEY-AF \$3,100,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion	Birch Share	Birch AQH	Birch Cume	
1. KPRR-F (CHR)	119/14.4	13.4	12.0	11.7	13.1	12.9	121/1319	1256/28.3	23.9	23.9	42	18.3	161	1350	KPRR-F
2. KHEY-F (C)	96/11.6	10.4	11.2	8.4	10.0	10.4	116/1348	1033/23.3	24.5	21.4	128	11.4	100	953	KHEY-F
3. KLAQ-F (AOR)	82/ 9.9	10.8	10.9	16.0	10.6	11.9	99/1273	1025/23.1	21.7	20.6	99	18.7	165	1335	KLAQ-F
4. KTSM-F (EZ)	69/ 8.3	6.7	5.9	4.9	6.5	6.4	92/1000	753/17.0	12.5	11.8	83	4.5	40	689	KTSM-F
5. KBNA-AF (SP)	57/ 6.9	7.6	8.9	8.2	8.4	7.9	60/815	731/16.5	17.7	0.0	122	6.0	37	453	KBNA-AF
6. KOFX-F (AC)	56/ 6.8	4.2	4.4	6.1	5.1	5.4	70/744	563/12.7	13.2	13.8	144	3.9	34	306	KOFX-F
7. KLTO-F (AC)	42/ 5.1	5.9	5.6	3.8	3.7	5.1	42/754	738/16.6	14.0	12.8	153	4.2	37	448	KLTO-F
8. KAMA (SP)	40/ 4.8	4.9	4.8	6.6	5.1	5.3	47/480	421/ 9.5	9.9	11.7	87	6.1	54	605	KAMA
9. KAMZ-F (AC)	39/ 4.7	7.1	4.8	6.1	5.9	5.7	41/878	798/18.0	16.4	18.6	104	4.9	43	731	KAMZ-F
10. KEZB-AF (CHR)	38/ 4.6	4.3	6.2	9.2	8.7	6.1	46/1162	994/22.0	22.9	25.2	67	5.3	47	887	KEZB-AF
11. KHEY (C)	24/ 2.9	2.5	2.8	3.0	2.4	2.8	28/528	441/ 9.9	9.0	7.9	93	3.2	28	253	KHEY
12. KTSM (N/T)	20/ 2.4	3.1	3.8	2.9	3.5	3.0	20/349	328/ 7.4	9.4	7.9	67	3.1	27	325	KTSM
13. KROD (O)	16/ 1.9	3.9	4.4	4.2	2.6	3.6	28/447	334/ 7.5	8.2	8.0	163	2.6	23	344	KROD
14.															
15.															

12+ FM SHARE (METRO): 81.04% (607 of 749) (SPG 88: 74.73%)

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 KHEY-F	1 KHEY-F>	1 KTSM-F	1 KPRR-F	1 KHEY-F<	1 KPRR-F	1 KPRR-F>>	1 KLAQ-F
2 KEZB-AF	2 KPRR-F>	2 KHEY-F	2 KOFX-F	2 KOFX-F	2 KHEY-F>	2 KHEY-F	2 KTSM-F	2 KHEY-F	2 KLAQ-F	2 KOFX-F>>
	3 KHEY-F<	3 KPRR-F	KLAQ-F	KLAQ-F	3 KAMA	3 KLAQ-F	3 KLAQ-F	3 KHEY-F>	3 KHEY-F	
4	4 KOFX-F	4 KOFX-F>	4 KBNA-AF	4 KBNA-AF	4 KBNA-AF	4 KPRR-F	4 KTSM-F	4 KAMZ-F	4 KPRR-F	
5	5	5 KBNA-AF	5 KLTO-F	5 KLTO-F	5 KHEY	5 KTSM-F<	5 KOFX-F	5 KOFX-F<	5 KTSM-F<	5 KROD
6	6	6	6	6	6	6 KOFX-F	6 KBNA-AF	6 KLTO-F	6 KEZB-AF	6 KTSM-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 KPRR-F>>	1 KPRR-F	1 KHEY-F	1 KHEY-F	1 KHEY-F>	1 KPRR-F	1 KLAQ-F>>	1 KLAQ-F>>	1 KLAQ-F>	1 KLAQ-F<
2 KHEY-F	2 KHEY-F>	2 KBNA-AF	2 KPRR-F	2 KLTO-F	2 KLAQ-F>>	2 KPRR-F	2 KOFX-F>	2 KPRR-F	2 KHEY-F
3 KEZB-AF	3 KBNA-AF<	3 KOFX-F	3 KLTO-F	3 KBNA-AF	3 KOFX-F	3 KOFX-F>	3 KHEY-F	3 KOFX-F	3 KOFX-F>
4 KLAQ-F>	4 KLTO-F	4 KLTO-F	4 KBNA-AF	4 KTSM-F	4 KEZB-AF	4 KHEY-F	4 KPRR-F	4 KHEY-F>>	4 KBNA-AF
5 KLTO-F	5 KAMZ-F	5 KAMZ-F	5 KOFX-F	5 KOFX-F	5	5 KEZB-AF	5 KBNA-AF	5	5
KAMZ-F	6	6	KAMZ-F	6	6	6	6 KLTO-F	6	6

FORMATS	AM	FM	TOTAL	%	SPG 88	OTHER RATED STATIONS/METRO SHARE & CUME RATING				
TOP 40/CHR/CONTEMP		157 ( 2)	157 ( 2)	21.0	29.8	KELP	1590	El Paso		1.7/3.7
AOR/CLASSIC		82 ( 1)	82 ( 1)	10.9	11.3	KPAS-F	103.1	Fabens/El Paso		1.2/2.3
AC/OLDIES/SOFT ROCK	16 ( 1)	137 ( 3)	153 ( 4)	20.4	12.2	KVIV	1340	El Paso		0.4/2.0
MOR/VARIETY										
COUNTRY	24 ( 1)	96 ( 1)	120 ( 2)	16.0	13.3	XEFV	1000	Ciudad Juarez		0.5/1.0
BLACK/URBAN						XEJ	970	Ciudad Juarez		0.8/3.0
BEAUTIFUL/EASY		69 ( 1)	69 ( 1)	9.2	7.0	XHIM-F	105.1	Ciudad Juarez		0.6/1.6
NEWS/TALK	20 ( 1)		20 ( 1)	2.7	3.7	XHNZ-F	107.5	Ciudad Juarez		0.6/2.5
NOSTALGIA						XROK	800	Ciudad Juarez		0.4/0.4
RELIGION/GOSPEL	14 ( 1)	10 ( 1)	24 ( 2)	3.2	1.5					
SPANISH	68 ( 6)	56 ( 3)	124 ( 9)	16.6	20.5					
CLASSICAL										
JAZZ/NEW AGE										
UNKNOWN/OTHERS					0.8					

RADIO STATIONS

KAMA, 750,	10 KW/1 KW (DA-2),	HISPANIC		\$ 33.00 (Caballero)	Pinnacle	Buddy Howell
KBNA, 920,	1 KW/500 W (DA-N),	SIMULCAST WITH KBNA-F				
KHEY, 690,	10 KW (DA-2),	COUNTRY	ABC I, \$	N/A (Katz)		Gary Ackers
KROD, 600,	5 KW (DA-2),	OLDIES	ABC E, \$	18.00 (HNWH)		Charles Cohn
KTSM, 1380,	5 KW/500 W	TALK/NEWS	NBC, CBS, \$	20.00 (HNWH)		Jack Rye
KAMZ-F, 93.1,	30 KW @ 1190, AC		\$	31.00 (Eastman)	Pinnacle	Buddy Howell
KBNA-F, 97.5,	60 KW @ 1080, HISPANIC		\$	40.00 (Kalz Hisp.)	Tichenor	Dan Wilson
KEZB-F, 93.9,	96 KW @ 1210, CHR		ABC F, \$	34.00 (Christal)		John Wagner
KHEY-F, 96.3,	88 KW @ 1388, COUNTRY		\$	70.00 (Katz)		Jim Phillips
KLAQ-F, 95.5,	100 KW @ 1390, AOR		ABC R, \$	50.00 (HNWH)		Charles Cohn
KLTO-F, 94.7,	61 KW @ 1080, AC		\$	29.00 (Republic)		---
KOFX-F, 92.3,	100 KW @ 1860, AC		US 1, \$	30.00 (Mc-Guild)		Leo Robertson
KPRR-F, 102.1,	100 KW @ 1190, CHR		US 2, \$	41.00 (Torbet)		Dick Lewis
KTSM-F, 99.9,	100 KW @ 1800, BTFL/EZ		NBC, CBS, \$	30.00 (HNWH)		Jack Rye

MISCELLANEOUS COMMENTS: KVIV sold for \$450,000.

ERIE

Arbitron Rank/Pop (12+): 139/231,700

MSA Rank/Pop: 158/279,900

Average Person Ratings: 15.7  
Market TSL: 21.75 hours

Stations: 10/9  
Diaries: 678/342:1/56.7%  
Sample Target: 610  
% Below Line: 0.0  
% Not Listed: 16.5

1988 Revenue: \$5,500,000  
HH Inc.: \$31,386  
Retail \$: 1.7 Bil  
Pop per Station: 25,744  
#1 Biller: WXKC-F \$1,600,000

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion	25-54	Birch Share	Birch AQH	Birch Cume
1. WJET-F (CHR)	89/24.5	23.8	24.1	----	20.9	----	90/998	953/41.1	40.6	42.5	76				WJET-F
2. WXKC-F (AC)	49/13.5	17.3	17.2	----	16.2	----	58/843	685/29.6	33.1	32.6	165				WXKC-F
3. WCKK-F (AOR)	42/11.5	14.8	14.2	----	20.7	----	46/878	690/29.8	30.0	41.0	125				WCKK-F
4. WEYZ (BB)	38/10.4	7.7	9.0	----	8.1	----	39/417	410/17.7	15.1	14.2	31				WEYZ
5. WZPR-F (C)	22/ 6.0	5.8	3.5	----	5.2	----	81/645	224/ 9.7	7.7	8.1	123				WZPR-F
6. WRIE (AC)	21/ 5.8	2.7	5.5	----	2.1	----	27/432	391/16.9	11.7	9.6	155				WRIE
7. WREO-F (EZ)	17/ 4.7	7.4	6.1	----	4.5	----	38/476	258/11.1	12.5	11.3	34				WREO-F
8. WLKK (C)	16/ 4.4	3.6	3.2	----	1.8	----	16/221	214/ 9.2	7.7	5.8	98				WLKK
9. WCTL-F (REL)	8/ 2.2	1.1	1.7	----	----	----	11/185	104/ 4.5	3.5	0.0	95				WCTL-F

12+ FM SHARE (METRO): 75.33% (229 of 304) (SPG 88: 76.55%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJET-F>>	1 WJET-F>>	1 WJET-F>	1 WXKC-F	1 WXKC-F	1 WEYZ	1 WJET-F>>	1 WJET-F	1 WJET-F>	1 WJET-F>>	1 WJET-F>>
2	2 WCKK-F>	2 WCKK-F>	2 WJET-F>	2 WJET-F>	2 WXKC-F	2 WXKC-F	2 WXKC-F>	2 WXKC-F>	2 WXKC-F	2 WXKC-F
3	3 WXKC-F>>	3 WCKK-F>>	3 WCKK-F>	3 WCKK-F>	3 WJET-F	3 WCKK-F	3 WCKK-F	3 WEYZ <	3 WCKK-F	3 WEYZ
4	4	4	4 WRIE	4 WRIE	4 WZPR-F	4 WEYZ	WCKK-F	4 WCKK-F>	4 WEYZ	WCKK-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 WJET-F>>	1 WJET-F>>	1 WJET-F	1 WJET-F>>	1 WJET-F	1 WJET-F	1 WJET-F	1 WXKC-F	1 WJET-F	1 WXKC-F>
2 WXKC-F>	2 WXKC-F	2 WXKC-F	2 WXKC-F>	2 WXKC-F>	2 WCKK-F>>	2 WCKK-F>>	WCKK-F	2 WCKK-F	2 WCKK-F
3 WCKK-F>>	3 WCKK-F>>	WCKK-F>>	3 WCKK-F>>	3 WCKK-F	3 WREO-F	3 WXKC-F>>	3 WJET-F>>	3 WXKC-F>	3 WJET-F>
4	4	4	4	4	WCTL-F>>	4 WRIE	4 WRIE >	4 WRIE	4 WRIE

FORMATS	AM	FM	TOTAL	%	SPG 88 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		89 ( 1)	89 ( 1)	29.3	43.0	WYJ-F 97.9 Edinboro/ERIE 0.5/1.9
AOR/CLASSIC		42 ( 1)	42 ( 1)	13.8		
AC/OLDIES/SOFT ROCK	21 ( 1)	51 ( 2)	72 ( 3)	23.7	28.7	
MOR/VARIETY						
COUNTRY	16 ( 1)	22 ( 1)	38 ( 2)	12.5	9.4	
BLACK/URBAN						
BEAUTIFUL/EASY		17 ( 1)	17 ( 1)	5.6	6.8	
NEWS/TALK						
NOSTALGIA	38 ( 1)		38 ( 1)	12.5	10.1	
RELIGION/GOSPEL		8 ( 1)	8 ( 1)	2.6	2.0	
SPANISH						
CLASSICAL						
JAZZ/NEW AGE						
UNKNOWN/OTHERS						
	75 ( 3)	229 ( 7)	304 (10)			

RADIO STATIONS

WEYZ, 1450, 5 KW (DA-2)	, NOSTALGIA	ABC I, \$ 20.00 (Katz)	Burbach	Howard Nemenz
WLKK, 1400, 1 KW	, COUNTRY	SMN, \$ 10.00 (Roslin)		R. Wiley
WRIE, 1260, 5 KW (DA-2)	, OLDIES (?)	SMN, \$ 14.00 (Christal)		Don Kelly
WCKK-F, 103.7, 50 KW @ 500, CLASSIC AOR (?)		ABC D, \$ 35.00 (Katz)	Burbach	Howard Nemenz
WCTL-F, 106.3, 3 KW @ 300, RELIGION		, \$ 4.00 (---)	(UNION CITY)	Bill Baker
WJET-F, 102.3, 470 W @ 670, CHR		, \$ 30.00 (Banner)	Myson Jones	John Kanzius
WXKC-F, 99.9, 10 KW @ 400, AC		, \$ 39.00 (Torbet)		Don Kelly
WZPR-F, 100.3, 20 KW @ 585, COUNTRY		ABC E, \$ 19.00 (---)	(MEADVILLE)	Gary Gunton
WREO-F, 97.1, 50 KW @ 500, BTFL/EZ		UPI, \$ 17.00 (Dome)	(ASHTABULA, OH)	Betty Layport

MISCELLANEOUS COMMENTS: WHDZ changes calls to WRIE (March)...WLKK sold for \$283,000.

EUGENE

Arbitron Rank/Pop (12+): 145/220,400  
 MSA Rank/Pop: 165/262,100  
 ADI # 116  
 Average Person Ratings: 15.6  
 Market TSL: 20.5 hours

Stations: 15/13  
 Diaries: 608/363:1/54.9%  
 Sample Target: 620  
 % Below Line: 1.5  
 % Not Listed: 23.0

1988 Revenue: \$6,100,000  
 HH Inc.: \$26,881  
 Retail \$: 1.6 Bil  
 Pop per Station: 16,953  
 #1 Biller: NA

12+ METRO	1/4/SHARE	FAL		SPG		4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
		88	88	87	87										
1. KUGN-F (C)	57/16.6	8.4	13.8	14.7	13.5	----	68/561	497/22.5	21.1	21.7	104	13.9	48	417	KUGN-F
2. KSND-F (CHR)	31/ 9.0	11.1	12.1	13.3	12.5	----	41/604	527/23.9	26.5	25.0	43	15.9	55	577	KSND-F
3. KUGN (MOR)	29/ 8.5	9.9	9.5	10.2	9.4	----	33/521	458/20.8	22.3	20.5	87	9.8	34	463	KUGN
KMGE-F (AC)	29/ 8.5	7.5	8.2	6.8	10.1	----	32/531	450/20.4	19.1	20.3	121	7.8	27	338	KMGE-F
5. KZEL-F (AOR)	25/ 7.3	9.6	8.9	4.4	6.6	----	30/596	447/20.3	17.5	16.1	101	9.5	33	487	KZEL-F
6. KPNW-F (AC)	24/ 7.0	8.4	9.5	7.8	10.1	----	44/531	317/14.4	17.5	17.0	134	4.9	17	270	KPNW-F
7. KLCX-F (AOR)	22/ 6.4	3.0	4.9	4.1	4.2	----	40/419	254/11.5	9.6	16.2	108	5.8	20	301	KLCX-F
8. KPNW (MOR)	16/ 4.7	5.7	5.6	5.1	6.3	----	28/461	256/11.6	12.4	16.7	126	3.8	13	239	KPNW
9. KDUK (BB)	10/ 2.9	3.0	2.6	3.4	4.5	----	13/192	148/ 6.7	6.4	6.0	34	1.7	6	87	KDUK
10. KKXO (O)	5/ 1.5	1.8	1.3	3.1	1.0	----	5/120	120/ 5.4	5.1	3.0	133	1.4	5	55	KKXO

12+ FM SHARE (METRO): 74.62% (197 of 264) (SPG 88: 72.17%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KSND-F>>	1 KUGN-F	1 KUGN-F>	1 KUGN-F>	1 KUGN-F>	1 KUGN-F>	1 KUGN-F	1 KUGN-F>	1 KUGN-F>	1 KUGN-F	1 KUGN <
2	2 KZEL-F	2 KMGE-F	2 KMGE-F	2 KMGE-F	2 KUGN >	2 KUGN >	2 KMGE-F	2 KSND-F	2 KSND-F	2 KUGN-F>>
3	KLCX-F	3 KZEL-F	3 KPNW-F	3 KPNW-F	3 KPNW-F	3 KSND-F	3 KPNW-F	3 KMGE-F	3 KUGN >	3 KLCX-F
4	4 KSND-F	4 KLCX-F	4 KZEL-F	4 KZEL-F	4 KPNW	4 KMGE-F	4 KUGN	4 KZEL-F	4 KZEL-F	4
5	KMGE-F>>	5 KSND-F	5 KLCX-F	KUGN	5	5	5	5	KLCX-F	5

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 KSND-F	1 KMGE-F>	1 KMGE-F	1 KMGE-F	1 KUGN-F<	1 KSND-F	1 KLCX-F	1 KLCX-F	1 KUGN-F>	1 KUGN-F>
2 KMGE-F>	2 KSND-F	2 KUGN-F>	2 KUGN-F>	2 KMGE-F>	2 KZEL-F	2 KZEL-F	2 KUGN-F	2 KLCX-F	2 KLCX-F
3 KLCX-F>	3 KUGN-F	3 KZEL-F	3 KSND-F	3 KPNW-F	3 KLCX-F>	3 KUGN-F>	3 KZEL-F>	3 KZEL-F>	3 KZEL-F
4 KZEL-F>>	4 KZEL-F	4 KUGN	4 KPNW-F	4 KUGN	4 KUGN-F>>	4 KSND-F>	4 KPNW-F	4 KSND-F	4 KPNW-F
5	5	KSND-F	5	5	5	5 KPNW-F	5	5 KPNW-F	5

FORMATS	AM	FM	TOTAL	%	SPG 88 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		33 ( 2)	33 ( 2)	12.5	14.9	KEED 1600 Eugene 0.9/5.2
AOR/CLASSIC		47 ( 2)	47 ( 2)	17.8	18.5	KORE 1050 Springfield/Eug 1.2/4.8
AC/OLDIES/SOFT ROCK	5 ( 1)	57 ( 3)	62 ( 4)	23.5	21.8	KZAM-F 95.3 Creswell/Eugene 1.2/5.0
MOR/VARIETY	45 ( 2)		45 ( 2)	17.0	18.5	
COUNTRY	3 ( 1)	60 ( 2)	63 ( 3)	23.9	21.8	KFAT-F 106.1 Corvallis 0.9/2.4
BLACK/URBAN						KXYQ-F 105.1 Salem/Portland 0.6/2.2
BEAUTIFUL/EASY						
NEWS/TALK						
NOSTALGIA	10 ( 1)		10 ( 1)	3.8	3.2	
RELIGION/GOSPEL	4 ( 1)		4 ( 1)	1.5	1.2	
SPANISH						
CLASSICAL						
JAZZ/NEW AGE						
UNKNOWN/OTHERS						
	67 ( 6)	197 ( 9)	264 (15)			

RADIO STATIONS

KDUK, 1280, 5 KW/1 KW (DA-N)	NOSTALGIA	\$ 13.00 (Banner)	
KKXO, 1450, 1 KW	OLDIES	TRNSTR, \$ 11.00 (Eastman)	G. Lorenzon
KPNW, 1120, 50 KW (DA-1)	MOR/AC	ABC I, \$ 20.00 (Katz)	Bob Oxarart
KUGN, 590, 5 KW/1 KW (DA-N)	MOR	CBS, MBS, \$ 28.00 (Torbet)	Pacific NW Dave Woodward Chuck Chackel
KLCX-F, 104.7, 100 KW @ 1703	CLASSIC ROCK	\$ 20.00 (Banner)	(FLORENCE)
KMGE-F, 94.5, 100 KW @ 813	AC	\$ 28.00 (Eastman)	G. Lorenzon
KPNW-F, 99.1, 100 KW @ 1645	SOFT AC	\$ 27.00 (Katz)	Bob Oxarart
KSND-F, 93.1, 100 KW @ 850	CHR	\$ 34.00 (MMR)	Pacific NW Comm. Pacific Mike Groshong
KUGN-F, 97.9, 100 KW @ 785	COUNTRY	MBS, \$ 38.00 (Torbet)	Chuck Chackel
KZAM-F, 95.3, 1.6 KW @ 400	OLDIES	\$ 14.00 (HNWH)	Steve Sandman
KZEL-F, 96.1, 100 KW @ 870	AOR	NBC, SOURCE, \$ 25.00 (Christal)	Dan Gittings

MISCELLANEOUS COMMENTS: KDUK, KLCX-F sold by Constant to Pacific Telecom for \$\_\_\_\_\_...KUGN A/F sold for \$4,200,000.

EVANSVILLE

Arbitron Rank/Pop (12+): 139/234,300

Stations: 11/9  
Diaries: 608/385:1/52.5%  
Sample Target: 630  
% Below Line: 1.0  
% Not Listed: 9.8

1988 Revenue: \$9,900,000  
HH Inc.: \$31,544  
Retail \$: 2.2 Bil  
Pop per Station: 26,033  
#1 Biller: WIKY-AF \$2,500,000

MSA Rank/Pop: 156/283,200

ADI # 91

Average Person Ratings: 17.9

Market TSL: 23.25 hours

12+ METRO	1/4/SHARE	FAL				SPG				4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	% Conversion			Birch Share	Birch AQH	Birch Cume
		88	88	87	87	88	88	87	87				25-54	88	88			
1. WSTO-F (CHR)	93/22.1	----	19.9	----	31.5	----	187/1999	937/40.0	40.7	44.7	76						WSTO-F	
2. WIKY-F (MOR)	81/19.3	----	24.8	----	25.5	----	113/1273	881/37.6	34.5	34.3	84						WIKY-F	
3. WYNG-F (C)	68/16.2	----	14.5	----	12.9	----	81/812	619/26.4	25.5	21.0	117						WYNG-F	
4. WKDQ-F (AC)	50/11.9	----	13.7	----	8.3	----	93/1173	628/26.8	25.8	22.8	148						WKDQ-F	
5. WGBF-AF (AOR)	31/ 7.4	----	8.8	----	3.2	----	33/423	328/14.0	14.0	3.5	109						WGBF-AF	
6. WBKR-F (C)	25/ 6.0	----	6.7	----	5.4	----	114/1410	383/16.3	14.2	10.5	115						WBKR-F	
7. WSON (BB)	11/ 2.6	----	1.3	----	1.1	----	13/206	146/ 6.2	4.4	3.2	15						WSON	
8. WIKY (MOR)	10/ 2.4	----	2.1	----	3.0	----	10/172	164/ 7.0	6.9	7.6	87						WIKY	
9.																		
10.																		

12+ FM SHARE (METRO): 91.56% (347 of 379) (SPG 88: 93.15%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WSTO-F>>	1 WSTO-F>>	1 WSTO-F>	1 WKDQ-F<	1 WYNG-F	1 WIKY-F	1 WIKY-F	1 WIKY-F	1 WSTO-F>	1 WSTO-F>>	1 WSTO-F>>
2	2 WGBF-AF	2 WKDQ-F	2 WSTO-F	2 WKDQ-F<	2 WYNG-F>>	2 WSTO-F	2 WSTO-F<	2 WIKY-F	2 WIKY-F<	2 WYNG-F>
3	3 WKDQ-F>	3 WYNG-F>	3 WYNG-F	3 WSTO-F<	3 WKDQ-F	3 WYNG-F>	3 WYNG-F	3 WYNG-F	3 WYNG-F	3 WIKY-F
4	4 WYNG-F	4 WGBF-AF	4 WIKY-F>	4 WIKY-F>>	4 WBKR-F	4 WKDQ-F	4 WKDQ-F	4 WKDQ-F>	4 WKDQ-F<	4 WKDQ-F
5	5 WIKY-F	5 WIKY-F	5 WGBF-AF	5 WGBF-AF	5 WSTO-F	5	5	5 WGBF-AF	5 WGBF-AF	5 WBKR-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 WSTO-F>>	1 WSTO-F>>	1 WSTO-F	1 WSTO-F>>	1 WIKY-F	1 WSTO-F	1 WSTO-F	1 WGBF-AF	1 WSTO-F	1 WYNG-F
2 WYNG-F	2 WKDQ-F	2 WKDQ-F	2 WKDQ-F	2 WYNG-F<	2 WGBF-AF>>	2 WGBF-AF>>	WSTO-F	2 WGBF-AF	2 WKDQ-F<
3 WKDQ-F	3 WYNG-F	3 WIKY-F	3 WYNG-F	3 WKDQ-F<	3 WYNG-F>>	3 WKDQ-F>	3 WKDQ-F>>	3 WYNG-F	3 WSTO-F>
4 WGBF-AF>>	4 WIKY-F	4 WYNG-F	4 WIKY-F	4 WSTO-F>>	4 WBKR-F	4 WYNG-F	4 WIKY-F	4 WKDQ-F>	4 WGBF-AF
5	5	5	5	5 WBKR-F>>	5	5 WIKY-F>>	5	5 WIKY-F	5 WIKY-F>>

FORMATS	AM		FM		TOTAL		%		OTHER RATED STATIONS/METRO SHARE & CUME RATING
	---	---	---	---	---	---	---		
TOP 40/CHR/CONTEMP			93 ( 1)		93 ( 1)	24.5	21.1	WVHI 1330	Evansville 1.4/4.1
AOR/CLASSIC	5 ( 1)		26 ( 1)		31 ( 2)	8.2	9.3		
AC/OLDIES/SOFT ROCK			50 ( 1)		50 ( 1)	13.2	14.5	WRUL-F 97.3	Carmi 1.0/3.0
MOR/VARIETY	10 ( 1)		81 ( 1)		91 ( 2)	24.0	28.5		
COUNTRY			97 ( 3)		97 ( 3)	25.6	23.0		
BLACK/URBAN									
BEAUTIFUL/EASY									
NEWS/TALK									
NOSTALGIA	11 ( 1)				11 ( 1)	2.9	1.4		
RELIGION/GOSPEL	6 ( 1)				6 ( 1)	1.6	1.6		
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS							0.5		
	32 ( 4)		347 ( 7)		379 ( 11)				

RADIO STATIONS

WGBF, 1280, 5 KW/1 KW (DA-N) , SEE WGBF-F  
WIKY, 1400, 1 KW , SEE WIKY-F  
WSON, 860, 500 W , NOSTALGIA

SMN, \$ 13.00 (Regional) (HENDERSON, KY) ---

WGBF-F, 103.1, 3 KW @ 300, AOR  
WIKY-F, 104.1, 39 KW @ 580, MOR/EZ\*\*  
WKDQ-F, 99.5, 100 KW @ 500, AC  
WSTO-F, 96.1, 100 KW @ 1000, CHR  
WYNG-F, 105.3, 50 KW @ 500, COUNTRY

ABC R, SOURCE, \$ 20.00 (Katz) (HENDERSON, KY)  
MBS, \$ 68.00 (Christal) South Central  
ABC I, \$ 33.00 (Mc-Guild) (HENDERSON, KY)  
ABC F, \$ 52.00 (Republic) (OWENSBORO, KY)  
US 2, \$ 40.00 (HNWH) Beasley

Larry Aiken  
Charles Blake  
John Gush  
Ray Wettstein  
John Reiplinger

WBKR-F, 92.5, 100 KW @ 1101, COUNTRY

NBC, \$ 30.00 (HNWH) (OWENSBORO, KY)

Dave Murray

\*\*WIKY programs EZ at night MISCELLANEOUS COMMENTS: WYNG sold by Beasley to Pinnacle for \$\_\_\_\_\_ (Americom).

FARGO

Arbitron Rank/Pop (12+): 204/125,600  
 MSA Rank/Pop: 250/145,600  
 Average Person Ratings: 18.6  
 Market TSL: 24.0 hours

Stations: 10/9  
 Diaries: 595/211:1/58.8%  
 Sample Target: 550  
 % Below Line: 1.3  
 % Not Listed: 11.6

1988 Revenue: \$6,300,000  
 HH Inc.: \$33,299  
 Retail \$: 1.1 Bil  
 Pop per Station: 13,955  
 #1 Biller: KFGO-AF \$1,600,000

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. KQWB-F (AOR)	43/18.5	----	13.3	----	14.9	----	57/613	345/27.5	22.8	27.3	83	17.0	38	393	KQWB-F
2. WDAY-F (CHR)	42/18.0	----	17.0	----	17.9	----	64/864	472/37.6	35.5	36.0	81	21.4	48	478	WDAY-F
3. KFGO (C)	27/11.6	----	12.2	----	14.4	----	79/863	332/26.4	23.0	27.1	103	12.5	28	284	KFGO
4. KVOX-F (C)	25/10.7	----	12.8	----	11.4	----	33/452	274/21.8	22.1	23.3	120	8.5	19	261	KVOX-F
5. WDAY (MOR)	22/ 9.4	----	13.8	----	10.0	----	43/687	312/24.8	25.5	23.8	100	8.9	20	291	WDAY
KLTA-F (AC)	22/ 9.4	----	11.2	----	11.9	----	27/464	296/23.6	23.6	22.3	146	8.5	19	252	KLTA-F
7. KFGO-F (AC)	12/ 5.2	----	5.3	----	5.5	----	18/346	204/16.2	13.6	14.2	131	6.7	15	224	KFGO-F
8. KQWB (AC)	9/ 3.9	----	4.3	----	4.5	----	11/236	148/11.8	12.9	12.7	174	3.6	8	138	KQWB
9.															
10.															

12+ FM SHARE (METRO): 69.90% (144 of 206) (SPG 88: 64.20%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WDAY-F>>	1 KQWB-F	1 KQWB-F	1 KQWB-F	1 KQWB-F<	1 KFGO >	1 WDAY-F<	1 KQWB-F	1 KQWB-F	1 KQWB-F>	1 WDAY-F
2 KQWB-F>>	2 WDAY-F>>	2 WDAY-F>	2 WDAY-F	2 WDAY-F	2 WDAY	2 KFGO <	2 WDAY-F	2 WDAY-F>	2 WDAY-F>	KQWB-F>
3	3 KLTA-F>	3 KLTA-F	KLTA-F	3 KLTA-F	3 KVOX-F>	3 WDAY	3 KVOX-F	3 KVOX-F	3 KFGO	3 WDAY
4	4 KVOX-F>>	4 KVOX-F>	4 KVOX-F	4 KVOX-F	4 KFGO-F	4 KQWB-F	4 KLTA-F	4 KLTA-F	4 WDAY	KFGO-F>>
5	5	5 KFGO	5 KFGO	5 KFGO	5	5 KVOX-F	5 KFGO	5 KFGO	5 KVOX-F	5

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 WDAY-F	1 WDAY-F>	1 KLTA-F>>	1 WDAY-F	1 KLTA-F	1 KQWB-F>>	1 KQWB-F>>	1 KQWB-F>>	1 KQWB-F>>	1 KQWB-F>
2 KQWB-F>>	2 KQWB-F	2 WDAY-F>	2 KLTA-F	2 KVOX-F	2 WDAY-F>>	2 WDAY-F>>	2 WDAY-F>>	2 WDAY-F>	2 WDAY-F
3 KVOX-F	KLTA-F>>	3 KQWB-F>	3 KQWB-F	3 WDAY-F	3 KVOX-F>	3 KVOX-F	3 KVOX-F	3 KVOX-F	3 KFGO
KLTA-F>>	4 KVOX-F>>	4 WDAY	4 KVOX-F	4 WDAY	4 KLTA-F>>	4 KLTA-F	KQWB	4 KLTA-F	4 KVOX-F
5	5	KVOX-F	5	KFGO-F	5	5 KQWB >>	KLTA-F>>	5 KFGO	5 KLTA-F

FORMATS	AM	FM	TOTAL	%	SPG 88	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING				
TOP 40/CHR/CONTEMP		42 ( 1)	42 ( 1)	20.4	18.2		KVOX	1280	Moorhead/Fargo		0.4/5.3
AOR/CLASSIC		43 ( 1)	43 ( 1)	20.9	14.2						
AC/OLDIES/SOFT ROCK	9 ( 1)	34 ( 2)	43 ( 3)	20.9	17.0		KJKK	1090	Fergus Falls		1.3/1.4
MOR/VARIETY	22 ( 1)		22 ( 1)	10.7							
COUNTRY	28 ( 2)	25 ( 1)	53 ( 3)	25.7	44.9						
BLACK/URBAN											
BEAUTIFUL/EASY					5.7						
NEWS/TALK											
NOSTALGIA	3 ( 1)		3 ( 1)	1.5							
RELIGION/GOSPEL											
SPANISH											
CLASSICAL											
JAZZ/NEW AGE											
UNKNOWN/OTHERS											
	62 ( 5)	144 ( 5)	206 ( 10)								

RADIO STATIONS

KFGO, 790, 5 KW (DA-N)	, COUNTRY	ABC I, ABC E, \$ 44.00 (CBS)	
KQWB, 1550, 10 KW/5 KW (DA-N)	, AC/OLDIES	US 1, \$ 13.00 (HNWH)	Richard Voight
KVOX, 1280, 5 KW/1 KW (DA-N)	, SEE KVOX-F		Jim Lakoduk
WDAY, 970, 5 KW (DA-N)	, MOR	NBC, MBS, \$ 24.00 (Katz)	Roger Greenley
KFGO-F, 101.9, 100 KW @ 866,	SOFT AC	ABC E, \$ 19.00 (CBS)	
KLTA-F, 105.1, 100 KW @ 710,	AC	, \$ 24.00 (Christal)	Ingstad
KQWB-F, 98.7, 100 KW @ 465,	AOR	US 2, \$ 21.00 (HNWH)	Brill
KVOX-F, 99.9, 100 KW @ 440,	COUNTRY	ABC D, \$ 25.00 (Mc-Guild)	
WDAY-F, 93.7, 100 KW @ 1050,	CHR	, \$ 26.00 (Katz)	Roger Greenley

MISCELLANEOUS COMMENTS: KQWB-AM reclassified as OLDIES...KRG0-F changes from BTFL to SOFT AC...KVOX A/F sold for \$1,600,000 (Marshall).

FAYETTEVILLE, NC

Arbitron Rank/Pop (12+): 120/296,300

MSA Rank/Pop: 164/262,600  
Raleigh ADI

Average Person Ratings: 18.2  
Market TSL: 24.0 hours

Stations: 21/11  
Diaries: 847/350:1/55.7%  
Sample Target: 690  
% Below Line: 7.6  
% Not Listed: 13.9

1988 Revenue: \$6,900,000  
HH Inc.: \$29,826  
Retail \$: 1.6 Bil  
Pop per Station: 26,936  
#1 Biller: WQSM-F \$2,100,000

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion	Birch Share	Birch AQH	Birch Cume
1. WKML-F (C)	96/17.8	----	12.2	----	10.1	----	168/1355	778/26.3	24.6	18.4	115	11.8	88	664
2. WZFX-F (B)	95/17.6	----	17.5	----	17.8	----	157/1447	888/30.0	27.9	28.7	105	26.4	197	1458
3. WQSM-F (CHR)	74/13.7	----	14.8	----	15.2	----	103/1296	949/32.0	32.0	31.9	88	14.1	105	1133
4. WDKS-F (B)	28/ 5.2	----	6.1	----	11.5	----	35/570	424/14.3	13.5	18.9	77	6.7	50	650
5. WFNC (MOR)	23/ 4.3	----	6.3	----	6.3	----	24/381	333/11.2	10.8	13.2	102	2.5	19	189
6. WIDU (REL)	22/ 4.1	----	5.1	----	5.7	----	22/228	228/ 7.7	7.7	8.0	115	2.3	17	261
7. WSTS-F (REL)	17/ 3.2	----	4.3	----	4.9	----	64/646	235/ 7.9	9.3	8.6	116	2.9	22	349
8. WZNS-F (AC)	14/ 2.6	----	3.3	----	0.9	----	37/426	228/ 7.7	7.7	4.1	131	0.5	4	80
9. WKRR-F (AOR)	14/ 2.6	----	2.4	----	2.6	----	21/314	184/ 6.2	6.0	6.6	65	4.7	35	235
10. WRAL-F (AC)	13/ 2.4	----	4.9	----	6.6	----	38/525	266/ 9.0	10.6	18.1	142	3.2	24	301
WFAI (BB)	13/ 2.4	----	1.0	----	1.1	----	13/145	145/ 4.9	2.8	5.1	42	1.5	11	126
12.														
13.														
14.														
15.														

12+ FM SHARE (METRO): 86.42% (401 of 464) (SPG 88: 84.26%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WQSM-F	1 WZFX-F	1 WZFX-F	1 WKML-F	1 WKML-F	1 WKML-F>	1 WKML-F	1 WKML-F	1 WKML-F<	1 WZFX-F>>	1 WZFX-F
2 WZFX-F>>	2 WKML-F	2 WKML-F	2 WZFX-F>	2 WZFX-F>	2 WZFX-F>	2 WZFX-F	2 WZFX-F	2 WZFX-F	2 WQSM-F	2 WDKS-F>
3 WDCG-F	3 WQSM-F>>	3 WQSM-F>>	3 WQSM-F>>	3 WQSM-F>>	3 WQSM-F	3 WQSM-F>	3 WQSM-F>>	3 WQSM-F>>	3 WKML-F>	3 WKML-F
4 WDKS-F	4 WDKS-F	4 WDKS-F	4	4	4 WFNC	4 WFNC >	4 WDKS-F	4	4 WDKS-F	4 WRAL-F
5	5	5	5	5	5	5 WIDU	5	5	5	5 WSTS-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 WZFX-F>	1 WZFX-F	1 WZFX-F	1 WZFX-F	1 WKML-F		1 WZFX-F	1 WZFX-F	1 WZFX-F	1 WZFX-F	1 WZFX-F
2 WQSM-F	2 WQSM-F>	2 WQSM-F>	2 WQSM-F>	2 WQSM-F		2 WQSM-F	2 WKML-F>	2 WKML-F>>	2 WKML-F>	2 WKML-F>>
3 WKML-F	3 WKML-F>	3 WKML-F>	3 WKML-F>	3 WZFX-F>>		3 WKML-F>	3 WQSM-F>	3 WQSM-F>	3 WQSM-F>	3 WQSM-F>
4 WDKS-F>>	4 WDKS-F>>	4 WZNS-F	4 WDKS-F	4 WIDU		4 WKRR-F>	4 WDKS-F	4 WIDU	4 WKRR-F	4 WFNC
5 WYLT-F>>	5	5 WDKS-F	5	5		5 WDKS-F	5 WKRR-F	5 WDKS-F	5 WDKS-F	5

FORMATS	AM	FM	TOTAL	%	SPG 88 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		91 ( 3)	91 ( 3)	19.6	19.1	WJSK-F 102.3 Lumberton 0.6/2.4
AOR/CLASSIC		28 ( 3)	28 ( 3)	6.0	6.8	WYRU 1160 Red Springs 0.6/1.1
AC/OLDIES/SOFT ROCK		39 ( 4)	39 ( 4)	8.4	12.6	WYZF-F 100.9 Fairmont/Lmbrtn 1.5/3.4
MOR/VARIETY	25 ( 2)		25 ( 2)	5.4	6.8	
COUNTRY		103 ( 3)	103 ( 3)	22.2	16.4	WDCG-F 105.1 Durham/Raleigh 1.9/7.5
BLACK/URBAN		123 ( 2)	123 ( 2)	26.5	25.5	WPTF 680 Raleigh/Durham 0.4/1.3
BEAUTIFUL/EASY						WQDR-F 94.7 Raleigh 0.7/3.8
NEWS/TALK					0.4	WRDU-F 106.1 Wilson 1.1/4.8
NOSTALGIA	13 ( 1)		13 ( 1)	2.8	1.1	WTRG-F 100.7 Rocky Mount 0.6/3.1
RELIGION/GOSPEL	22 ( 1)	17 ( 1)	39 ( 2)	8.4	10.9	WYLT-F 96.1 Raleigh 1.7/4.6
SPANISH						WZZU-F 93.9 Burlington 1.3/4.7
CLASSICAL						
JAZZ/NEW AGE						
UNKNOWN/OTHERS	3 ( 1)		3 ( 1)	0.6	0.4	
	63 ( 5)	401 (16)	464 (21)			

RADIO STATIONS

WFAI, 1230, 1 KW	, NOSTALGIA	MBS, \$ 12.00 (Mc-Guild)	Beasley	Danny Highsmith
WFNC, 640, 10 KW/1 KW (DA-N)	, MOR	CBS, \$ 18.00 (Eastman)	Cape Fear	John Dawson
WIDU, 1600, 1 KW (DAYS)	, GOSPEL	, \$ 10.00 (Roslin)		Wes Cookman
WDKS-F, 103.1, 3 KW @ 325,	BLACK	ABC F, SBN, \$ 19.00 (K & P)	(DUNN)	Vonneva Carter
WKML-F, 95.7, 100 KW @ 1064,	COUNTRY	, \$ 40.00 (Mc-Guild)	Beasley (LUMBERTON)	Danny Highsmith
WQSM-F, 98.1, 100 KW @ 500,	CHR	, \$ 50.00 (Eastman)	Cape Fear	Hannah Gage
WSTS-F, 96.5, 100 KW @ 850,	RELIGION	NBC, US 1, \$ 14.00 (Southern)	Durham Life (LAURINBERG)	Sid Proctor
WZFX-F, 99.1, 100 KW @ 1000,	BLACK	SBN, \$ 35.00 (HNWH)	Joyner (WHITEVILLE)	Larry Williams

OTHER RANKED STATIONS -- See Raleigh

MISCELLANEOUS COMMENTS: WDKS-F (Dunn) sold by Landsman for \$2,000,000 (Blackburn).

FLINT

Abitron Rank/Pop (12+): 100/351,600

MSA Rank/Pop: 108/436,100

ADI #80 (w/ Saginaw)  
Average Person Ratings: 17.3  
Market TSL: 22.75 hours

Stations: 24/10  
Diaries: 940/374:1/56.6%  
Sample Target: 810  
% Below Line: 7.4  
% Not Listed: 12.6

1988 Revenue: \$9,900,000  
HH Inc.: \$30,820  
Retail \$: 3.3 Bil  
Pop per Station: 35,160  
#1 Biller: WCRZ-F \$2,900,000

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WCRZ-F (AC)	91/14.9	14.4	13.1	13.2	15.5	----	101/1184	1060/30.1	25.0	28.9	154	11.7	78	800	WCRZ-F
2. WIOG-F (CHR)	79/13.0	20.2	22.3	19.3	18.9	----	126/1686	1095/31.1	35.0	32.5	104	17.7	118	1253	WIOG-F
3. WDZZ-F (B)	77/12.6	12.7	17.4	13.4	16.0	----	77/747	747/21.2	22.0	21.0	95	16.8	112	838	WDZZ-F
4. WWCK-F (CHR)	61/10.0	5.7	5.6	6.3	7.5	----	84/1039	855/24.3	15.8	18.8	65	13.6	91	983	WWCK-F
5. WJR (MOR)	46/ 7.5	5.0	6.0	8.0	7.8	----	68/966	689/19.6	16.0	17.1	87	3.9	26	421	WJR
6. WKMF (C)	36/ 5.9	4.8	4.0	3.4	5.2	----	36/296	286/ 8.1	8.8	10.8	105	3.6	24	290	WKMF
WPDF (MOR)	36/ 5.9	6.7	4.5	6.3	4.8	----	38/451	430/12.2	9.5	9.4	31	4.8	32	281	WPDF
8. WKCQ-F (C)	22/ 3.6	2.7	2.9	4.2	3.0	----	47/485	301/ 8.6	8.7	8.1	122	2.2	15	222	WKCQ-F
9. WFLT (REL)	16/ 2.6	2.5	1.3	1.3	----	----	16/180	180/ 5.1	2.6	0.0	81	1.6	11	106	WFLT
10. WDLZ (MOR)	13/ 2.1	3.7	3.8	4.0	3.9	----	18/391	354/10.1	12.0	12.2	124				WDLZ

12+ FM SHARE (METRO): 70.73% (377 of 533) (SPG 88: 76.92%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WWCK-F>>	1 WIOG-F	1 WCRZ-F>	1 WCRZ-F>>	1 WCRZ-F>	1 WCRZ-F	1 WCRZ-F	1 WCRZ-F>	1 WCRZ-F	1 WDZZ-F>	1 WFLT >
2 WIOG-F	2 WCRZ-F	2 WIOG-F	2 WIOG-F	2 WIOG-F	2 WJR	2 WIOG-F>	2 WIOG-F>	2 WDZZ-F	2 WCRZ-F<	2 WJR
3 WDZZ-F>>	3 WDZZ-F<	3 WDZZ-F	3 WDZZ-F>	3 WDZZ-F	3 WPDF	3 WWCK-F<	3 WDZZ-F	3 WIOG-F	3 WIOG-F<	3 WDZZ-F
4	4 WWCK-F>>	4 WWCK-F>>	4 WWCK-F	4	4 WDZZ-F	4 WDZZ-F	4 WWCK-F	4 WWCK-F	4 WWCK-F<	4 WIOG-F
5	5	5	5	5	5 WKMF	5 WJR	5	5	5 WJR >>	5 WCRZ-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 WWCK-F	1 WCRZ-F	1 WCRZ-F>>	1 WCRZ-F>	1 WCRZ-F>>	1 WIOG-F>	1 WIOG-F>	1 WIOG-F	1 WCRZ-F	1 WCRZ-F>
2 WDZZ-F	2 WIOG-F	2 WIOG-F	2 WDZZ-F<	2 WIOG-F	2 WWCK-F	2 WDZZ-F	2 WCRZ-F	2 WIOG-F>	2 WIOG-F
3 WIOG-F>	WWCK-F<	3 WDZZ-F	3 WIOG-F	3 WDZZ-F>	3 WDZZ-F	WCRZ-F	3 WDZZ-F>	3 WDZZ-F>	3 WDZZ-F
4 WCRZ-F	4 WDZZ-F>>	4 WWCK-F>>	4 WWCK-F>>	4 WWCK-F	4 WRIF-F	4 WWCK-F>>	4 WWCK-F	4 WWCK-F	4 WJR
5	5	5	5	5	5 WCRZ-F>>	5	5	5 WJR	5

FORMATS	AM	FM	TOTAL	%	SPG 88	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		140 ( 2)	140 ( 2)	26.3	24.9		WACY 1160 Fenton/Flint 0.3/1.1
AOR/CLASSIC		17 ( 3)	17 ( 3)	3.2	7.9		WGMZ-F 101.7 Tuscola 1.0/3.7
AC/OLDIES/SOFT ROCK		98 ( 3)	98 ( 3)	18.4	17.2		WTAC 600 Flint/Saginaw 0.5/3.0
MOR/VARIETY	97 ( 4)		97 ( 4)	18.2	16.0		WWCK 1570 Flint
COUNTRY	36 ( 1)	26 ( 2)	62 ( 3)	11.6	7.7		
BLACK/URBAN		86 ( 3)	86 ( 3)	16.1	21.9		WCSX-F 94.7 Birmingham 1.0/3.6
BEAUTIFUL/EASY		8 ( 2)	8 ( 2)	1.5	3.0		WHNN-F 96.1 Bay City/Flint 0.8/5.8
NEWS/TALK	4 ( 1)		4 ( 1)	0.8			WITL-F 100.7 Lansing 0.7/2.3
NOSTALGIA							WJLB-F 97.9 Detroit 0.3/1.5
RELIGION/GOSPEL	19 ( 2)		19 ( 2)	3.6	1.4		WJOI-F 97.1 Detroit 0.3/1.6
SPANISH							WJZZ-F 105.9 Detroit 0.3/1.6
CLASSICAL							WKQZ-F 93.3 Midland/Saginaw 0.7/1.4
JAZZ/NEW AGE		2 ( 1)	2 ( 1)	0.4			WNIC-F 100.3 Dearborn/Detrtr 0.3/2.1
UNKNOWN/OTHERS							WRIF-F 101.1 Detroit 1.1/3.0
	156 ( 8)	377 (16)	533 (24)				WTLZ-F 107.1 Saginaw 1.1/4.9
							WWJ 950 Detroit 0.7/5.3

RADIO STATIONS

WDLZ, 1330, 5 KW/1 KW (DA-2), MOR	SUN, \$ 15.00 (Christal)	---
WPDF, 910, 5 KW/1 KW (DA-N), MOR	CBS, \$ 19.00 (HNWH)	---
WFLT, 1420, 500 W/144 W, RELIGION	MBS, \$ 13.00 (P/W)	Richard Sharman
WKMF, 1470, 5 KW/1 KW (DA-N), COUNTRY	US 2, \$ 26.00 (Katz)	John Risher
WCRZ-F, 107.9, 50 KW @ 370, AC	US 1, \$ 65.00 (Katz)	Faircom
WDZZ-F, 92.7, 3 KW @ 260, BLACK	, \$ 42.00 (HNWH)	Faircom
WWCK-F, 105.5, 3 KW @ 330, CHR	NBC, \$ 25.00 (Eastman)	John Risher

OTHER RANKED STATIONS -- See Detroit or Saginaw

MISCELLANEOUS COMMENTS: WTRX changes calls to WDLZ (May)...WWCK-F changes from AOR to CHR...WTAC sold to Hal Gore for \$325,000...WTRX sold for \$225,000 (Auction).



FORT WAYNE

Arbitron Rank/Pop (12+): 124/289,200

MSA Rank/Pop: 131/360,500  
ADI # 99

Average Person Ratings: 16.6  
Market TSL: 22.00 hours

Stations: 16/13  
Diaries: 714/405:1/57.3%  
Sample Target: 690  
% Below Line: 3.1  
% Not Listed: 11.1

1988 Revenue: \$11,200,000  
HH Inc.: \$32,703  
Retail \$: 2.5 Bil  
Pop per Station: 22,246  
#1 Biller: WMEE-F \$3,400,000

12+ METRO	1/4/SHARE	FAL				SPG				4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME		% Conversion			Birch Share	Birch AQH	Birch Cume
		88	88	87	87	88	88	87	87			FAL 88	SPG 88	25-54	Birch	Birch			
1. WMEE-F (CHR)	112/23.4	28.8	24.6	26.2	25.2	----	205/2638	1303/45.1	47.6	41.9	81							WMEE-F	
2. WAJI-F (AC)	60/12.5	18.3	19.1	15.2	11.7	----	126/1518	810/28.0	31.0	25.4	137							WAJI-F	
3. WBYR-F (O)	46/ 9.6	-----	-----	-----	-----	----	105/1390	677/23.4	0.0	0.0	149							WBYR-F	
4. WOWO-AF (MOR)	42/ 8.8	9.0	7.2	10.8	11.7	----	122/1870	685/23.7	22.5	32.0	92							WOWO-AF	
5. WXKE-F (AOR)	37/ 7.7	9.7	8.3	7.0	11.2	----	38/553	482/16.7	18.4	18.5	86							WXKE-F	
6. WBTU-F (C)	32/ 6.7	6.1	6.8	6.5	6.1	----	105/1500	515/17.8	15.4	12.9	127							WBTU-F	
7. WEZV-F (EZ)	28/ 5.8	6.7	8.5	7.4	9.8	----	41/553	406/14.0	17.0	17.5	67							WEZV-F	
8. WQHK (C)	25/ 5.2	4.2	8.1	7.6	7.2	----	33/540	384/13.3	15.4	14.4	96							WQHK	
9. WGL (N/T)	16/ 3.3	1.9	1.9	2.7	3.3	----	20/319	279/ 9.6	5.7	7.3	70							WGL	

12+ FM SHARE (METRO): 76.06% (324 of 426) (SPG 88: 79.87%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WMEE-F>>	1 WMEE-F>>	1 WMEE-F>	1 WMEE-F	1 WMEE-F	1 WOWO-AF>	1 WMEE-F>>	1 WMEE-F>	1 WMEE-F>>	1 WMEE-F>>	1 WMEE-F>
2 WXKE-F	2 WAJI-F<	2 WAJI-F	2 WAJI-F	2 WAJI-F	2 WMEE-F	2 WAJI-F	2 WAJI-F>	2 WAJI-F	2 WAJI-F>	2 WOWO
3	3 WBYR-F	3 WBYR-F	3 WBYR-F	3 WBYR-F	3 WAJI-F	3 WOWO-AF>	3 WBYR-F	3 WBYR-F	3 WBYR-F	3 WBYR-F
4	4 WXKE-F>>	4 WXKE-F	4	4	4 WEZV-F	4 WBYR-F	4 WXKE-F	4 WXKE-F	4 WXKE-F	4 WAJI-F
5	5	5	5	5	5	5	5	5	5	5

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 WMEE-F>>	1 WMEE-F>>	1 WMEE-F	1 WMEE-F>	1 WMEE-F	1 WMEE-F>>	1 WMEE-F>>	1 WMEE-F	1 WMEE-F	1 WBYR-F
2 WAJI-F>>	2 WAJI-F>	WAJI-F	2 WAJI-F>>	WAJI-F>>	2 WXKE-F>>	2 WXKE-F<	2 WBYR-F	2 WBYR-F	2 WMEE-F>
3 WXKE-F>>	3 WBYR-F>	3 WBYR-F>>	3 WBYR-F	3 WBYR-F	3 WBYR-F>>	3 WBYR-F>	3 WXKE-F	3 WXKE-F	3 WAJI-F
4	4 WXKE-F	4	4 WBTU-F	4 WBTU-F	4	4 WAJI-F>>	4 WAJI-F>>	4 WAJI-F>	4 WOWO-AF
5	5	5	5	5	5	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 88 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP		112 ( 1)	112 ( 1)	26.3	28.4	WEZR	1450	Fort Wayne	1.3/4.8
AOR/CLASSIC		37 ( 1)	37 ( 1)	8.7	11.4	WIFF	1570	Auburn	0.8/1.2
AC/OLDIES/SOFT ROCK	6 ( 1)	106 ( 2)	112 ( 3)	26.3	22.1	WIFF-F	105.5	Auburn	0.6/3.0
MOR/VARIETY	50 ( 3)	4 ( 2)	54 ( 5)	12.7	8.3				
COUNTRY	25 ( 1)	32 ( 1)	57 ( 2)	13.4	17.3	CKLW	800	Windsor	1.0/2.8
BLACK/URBAN						WLW	700	Cincinnati	1.0/2.8
BEAUTIFUL/EASY		33 ( 2)	33 ( 2)	7.7	9.8	WMRI-F	106.9	Marion	1.0/3.5
NEWS/TALK	16 ( 1)		16 ( 1)	3.8	2.2				
NOSTALGIA	5 ( 1)		5 ( 1)	1.2	0.4				
RELIGION/GOSPEL									
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS									
	102 ( 7)	324 ( 9)	426 (16)						

RADIO STATIONS

WEZR, 1450, 1 KW	, OLDIES	IND, \$ 12.00 (Banner)	Fairfield	Tom Scheithe
WGL, 1250, 1 KW (DA-2)	, NEWS/TALK	ABC T, CNN, \$ 14.00 (---)		Frank Kovas
WOWO, 1190, 50 KW (DA-N)	, MOR	ABC I, \$ 45.00 (Mc-Guild)	Price	Joe Buys
WQHK, 1380, 5 KW (DA-2)	, COUNTRY	ABC I, \$ 23.00 (Christal)	Federated	Bob Elliott
WAJI-F, 95.1, 39 KW @ 680, AC		IND, \$ 58.00 (Republic)	Sarkes Tarzian	Candace Wendling
WBTU-F, 93.3, 50 KW @ 469, COUNTRY		ABC E, MBS, \$ 26.00 (Torbet)	(KENDALLVILLE)	John Henry
WBYR-F, 98.9, 50 KW @ 450, OLDIES		IND, \$ 25.00 (Eastman)	(VAN WERT, OH)	C. Cage Caggiano
WEZV-F, 101.7, 3 KW @ 300, BTFL/EZ		IND, \$ 26.00 (Banner)	Fairfield	Tom Scheithe
WMEE-F, 97.3, 48 KW @ 480, CHR		ABC C, \$ 75.00 (Christal)	Federated	Bob Elliott
WOWO-F, 103.1, 3 KW @ 300, -- SEE WOWO-AM				
WXKE-F, 103.9, 3 KW @ 250, AOR		SOURCE, \$ 25.00 (HNWH)		Bob Taylor

FRESNO

Arbitron Rank/Pop (12+): 73/494,600

Stations: 29/25  
Diaries: 847/584:1/51.5%  
Sample Target: 840  
% Below Line: 1.4  
% Not Listed: 13.6

1988 Revenue: \$18,000,000  
HH Inc.: \$33,709  
Retail \$: 3.5 Bil  
Pop per Station: 19,784  
#1 Biller: KMJ \$2,700,000

MSA Rank/Pop: 82/611,000  
ADI # 62  
Average Person Ratings: 18.3  
Market TSL: 24.5 hours

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. KOJY-F (EZ)	80/ 8.8	6.1	8.8	6.8	6.4	7.6	116/1323	614/12.4	14.9	11.7	61	3.6	29	576	KOJY-F
2. KBOS-F (CHR)	73/ 8.1	7.5	5.9	4.5	5.7	6.5	161/1978	948/19.2	17.8	15.9	72	10.6	84	1169	KBOS-F
3. KMJ (N/T)	69/ 7.6	11.6	9.3	8.8	9.5	9.3	131/1612	796/16.1	18.5	17.0	76	7.2	57	781	KMJ
4. KNAX-F (C)	51/ 5.6	7.0	4.9	5.5	5.9	5.8	62/722	583/11.8	11.6	11.4	120	9.2	73	580	KNAX-F
5. KKDJ-F (AOR)	50/ 5.5	8.3	6.1	7.7	7.6	6.9	90/1170	728/14.7	13.6	13.8	102	11.7	93	832	KKDJ-F
6. KMGX-F (CHR)	46/ 5.1	5.9	7.0	9.2	9.0	6.8	69/1191	880/17.8	20.1	19.0	75	7.4	59	1157	KMGX-F
7. KFSO-F (O)	45/ 5.0	5.4	6.4	7.1	5.9	6.0	80/1226	648/13.1	13.8	11.9	158	5.2	41	483	KFSO-F
8. KYNO-F (CHR)	43/ 4.8	4.6	5.2	6.2	5.3	5.2	56/1147	833/16.8	15.3	16.5	67	5.8	46	1038	KYNO-F
9. KGST (SP)	41/ 4.5	2.5	3.6	3.2	5.0	3.5	41/307	307/ 6.2	6.0	5.3	138	0.9	7	142	KGST
10. KPRE (C)	36/ 4.0	3.0	3.2	2.3	2.4	3.1	81/1083	463/ 9.4	6.4	5.5	100	3.5	28	268	KPRE
11. KFIG-F (AC)	32/ 3.5	3.9	4.0	3.9	4.2	3.8	37/633	604/12.2	14.8	13.8	143	3.4	27	544	KFIG-F
12. KOQO-F (SP)	27/ 3.0	3.4	2.9	3.3	2.7	3.2	35/415	312/ 6.3	6.9	8.1	107	1.6	13	284	KOQO-F
13. KOQO (SP)	26/ 2.9	0.4	1.0	0.6	2.0	1.2	26/219	219/ 4.4	2.4	3.8	138	0.3	2	57	KOQO
14. KFYE-F (AC)	26/ 2.9	3.3	3.7	2.3	2.3	3.0	49/901	408/ 8.2	10.3	8.2	138	1.5	12	244	KFYE-F
15. KXEX (SP)	20/ 2.2	1.6	2.3	2.9	0.6	2.3	20/287	287/ 5.8	4.3	2.5	91	0.9	7	110	KXEX
16. KEZL-F (AC)	20/ 2.2	1.2	1.2	1.0	0.6	1.4	23/292	247/ 5.0	4.8	3.2	164	2.4	19	215	KEZL-F
17. KCLQ-F (AOR)	20/ 2.2	3.3	1.7	2.9	4.6	2.5	71/793	359/ 7.3	6.6	10.2	164	3.0	24	307	KCLQ-F
18. KTHT-F (AC)	16/ 1.8	2.0	2.0	1.6	2.5	1.9	20/479	334/ 6.8	7.1	8.5	133	1.0	8	146	KTHT-F
19.															
20.															

12+ FM SHARE (METRO): 70.20% (549 of 782) (SPG 88: 70.13%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBOS-F>>	1 KBOS-F	1 KBOS-F	1 KFSO-F	1 KFSO-F	1 KOJY-F	1 KMJ >	1 KOJY-F>	1 KOJY-F	1 KBOS-F>	1 KMJ >>
2 KYNO-F	2 KKDJ-F	2 KKDJ-F	2 KNAX-F	2 KNAX-F	2 KMJ >	2 KOJY-F<	2 KMJ <	2 KBOS-F>	2 KMGX-F<	2 KXEX
KMGX-F>>	3 KMGX-F	3 KNAX-F	3 KKDJ-F	3 KGST	3 KGST	3 KNAX-F<	3 KNAX-F<	3 KKDJ-F	3 KMJ	3 KKDJ-F
4	4 KFSO-F	4 KBOS-F	4 KBOS-F	4 KMJ	4 KNAX-F	4 KBOS-F	4 KFSO-F	4 KNAX-F	4 KYNO-F	4 KGST
5	5	5 KMGX-F	5 KMJ	5 KBOS-F<	5 KPRE	5	5	5 KBOS-F<	5 KMJ <	5 KOJY-F
6	6	6	6 KFIG-F	6 KKDJ-F<	6	6	6 KGST <	6 KYNO-F	6 KKDJ-F	6 KPRE
7	7	7	7	7 KOJY-F	7	7	7 KKDJ-F	7 KFSO-F<	7	7

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 KBOS-F	1 KBOS-F>	1 KBOS-F	1 KBOS-F	1 KGST >	1 KKDJ-F>	1 KBOS-F<	1 KFSO-F	1 KKDJ-F	1 KFSO-F
2 KYNO-F>	2 KMGX-F	2 KMGX-F	2 KMGX-F	2 KFIG-F	2 KBOS-F	2 KKDJ-F>	2 KBOS-F	2 KNAX-F	2 KNAX-F
3 KMGX-F	3 KKDJ-F	3 KKDJ-F	3 KKDJ-F	3 KOJY-F	3 KNAX-F	3 KFSO-F	3 KCLQ-F	3 KFSO-F<	3 KBOS-F
4 KKDJ-F>	4 KYNO-F	4 KFIG-F	4 KFIG-F	4 KNAX-F	4 KMGX-F	4 KNAX-F	4 KOQO	4 KBOS-F>	4 KKDJ-F
5	5 KOQO-F	5	5 KNAX-F	5 KMJ	5	5 KMGX-F	5 KKDJ-F	5 KOQO	5 KOQO
6	6	6	6	6 KFSO-F	6	6	6	6	6 KMJ

FORMATS	AM	FM	TOTAL	%	SPG 88 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		162 ( 3)	162 ( 3)	20.7	22.2	KEAP 980 Fresno 0.9/2.0
AOR/CLASSIC		70 ( 2)	70 ( 2)	9.0	13.5	KFIG 1430 Fresno 0.1/2.6
AC/OLDIES/SOFT ROCK	1 ( 1)	144 ( 6)	145 ( 7)	18.5	19.2	KKAM 1340 Fresno 1.2/3.5
MOR/VARIETY	3 ( 1)		3 ( 1)	0.4	0.4	KRDU 1130 Dinuba 0.4/2.1
COUNTRY	36 ( 1)	58 ( 3)	94 ( 4)	12.0	12.5	KSEQ-F 97.1 Visalia 0.6/2.4
BLACK/URBAN	22 ( 2)		22 ( 2)	2.8		KXMX-F 92.1 Madera 0.9/3.0
BEAUTIFUL/EASY		80 ( 1)	80 ( 1)	10.2	7.7	KYNO 1300 Fresno 1.2/4.4
NEWS/TALK	72 ( 2)		72 ( 2)	9.2	12.3	
NOSTALGIA	8 ( 1)		8 ( 1)	1.0	2.2	KFIY 1270 Tulare 0.3/1.2
RELIGION/GOSPEL	4 ( 1)		4 ( 1)	0.5	2.0	KJUG-F 106.7 Tulare 0.3/1.7
SPANISH	87 ( 3)	35 ( 2)	122 ( 5)	15.6	6.2	KNBR 680 San Francisco 0.3/1.4
CLASSICAL						KUBB-F 96.3 Mariposa 0.4/1.3
JAZZ/NEW AGE						
UNKNOWN/OTHERS					1.8	
	233 (12)	549 (17)	782 (29)			

**RADIO STATIONS**

KFRE, 940, 50 KW (DA-2) , COUNTRY  
 KGST, 1600, 5 KW (DA-N) , HISPANIC  
 KKAM, 1340, 1 KW , BLACK  
 KMJ , 580, 5 KW , NEWS/TALK  
 KOQO, 790, 500W (DAYS,DA) , HISPANIC  
 KXEX, 1550, 5 KW/2.5 KW(DA-2), HISPANIC  
 KYNO, 1300, 5 KW/1 KW (DA-N) , OLDIES

KBOS-F, 94.9, 16 KW @ 847, CHR  
 KCLQ-F, 107.5, 18 KW @ 790, CLASSIC AOR  
 KEZI-F, 96.7, 25 KW @ 300, SOFT AC  
 KFIG-F, 101.1, 50 KW @ 310, AC  
 KFSO-F, 92.9, 10 KW @ 800, OLDIES  
 KPYE-F, 93.7, 68 KW @ 1912, AC

KKDJ-F, 105.9, 2 KW @ 1960, AOR  
 KMGX-F, 103.7, 50 KW @ 500, CHR  
 KNAX-F, 97.9, 48 KW @ 290, COUNTRY  
 KOJY-F, 98.9, 19 KW @ 820, BTFL/EZ  
 KOQO-F, 101.9, 2 KW @ 1870, HISPANIC  
 KTHT-F, 102.7, 50 KW @ 500, SOFT AC  
 KYNO-F, 95.7, 18 KW @ 850, CHR

ABC D, \$ 30.00 (HNWH)  
 , \$ 24.00 (Lotus)  
 CBS, \$ 20.00 (CBS)  
 TALKNT, \$ 53.00 (Katz)  
 CRC, \$ 21.00 (Caballero)  
 , \$ 23.00 (SBS)  
 SMN, \$ 19.00 (Banner)

ABC E, \$ 37.00 (CBS)  
 , \$ 31.00 (Republic)  
 , \$ 22.00 (K & P)  
 , \$ 40.00 (Eastman)  
 US 1, \$ 40.00 (CBS)  
 , \$ 32.00 (Katz)

, \$ 48.00 (Durpetti)  
 , \$ 38.00 (Christal)  
 ABC E, \$ 40.00 (HNWH)  
 , \$ 35.00 (MMR)  
 CRC, \$ 27.00 (Caballer)  
 , \$ 30.00 (Christal)  
 SMN, \$ 42.00 (Banner)

First Sierra  
 Lotus  
 Henry  
 Group III  
 Brown

(TULARE)  
 Liggett (HANFORD)  
 (FOWLER)  
 Americom (VISALIA)  
 Henry

Olympia (HANFORD)  
 First Sierra  
 Group III  
 Brown

Al Grosby  
 Dan Crotty  
 Ed Prince  
 Al Smith  
 ---  
 John Sonder  
 Trini Amador

Ed Prince  
 Bob Sieloff  
 Bill Donohue  
 Phil Davis  
 Karl Crass  
 Al Smith

Wallace Heuser  
 Jim Votaw  
 Al Grosby  
 Scott Mosely  
 ---  
 Brian Dicker  
 Trini Amador

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GRAND RAPIDS

Arbitron Rank/Pop (12+): 66/535,200  
 MSA Rank/Pop: 71/669,000  
 ADI #37 (w/Kalamazoo)  
 Average Person Ratings: 16.2  
 Market TSL: 21.25 hours

Stations: 23/16  
 Diaries: 897/597:1/57.7%  
 Sample Target: 890  
 % Below Line: 2.3  
 % Not Listed: 18.3

1988 Revenue: \$23,600,000  
 HH Inc.: \$35,153  
 Retail \$: 4.7 Bil  
 Pop per Station: 33,450  
 #1 Biller: WLAV-F \$3,700,000

12+ METRO	1/4/SHARE	WIN				SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion			Birch Share	Birch AQH	Birch Cume
		89	88	88	88							25-54	Birch	Birch			
1. WOOD-F (EZ)	99/11.4	7.8	8.7	10.7	7.1	9.6	162/2140	1200/22.4	18.5	19.4	78	7.5	71	967	WOOD-F		
2. WGRD-F (CHR)	72/ 8.3	7.7	8.7	6.2	7.8	7.7	117/2217	1251/23.4	24.0	23.6	54	10.0	95	1470	WGRD-F		
3. WLAV-F (AOR)	69/ 7.9	7.7	7.8	6.5	7.8	7.5	83/1244	937/17.5	15.3	18.0	105	11.6	110	971	WLAV-F		
4. WLHT-F (AC)	67/ 7.7	7.9	7.3	6.6	9.0	7.4	79/1060	850/15.9	16.9	18.2	151	5.7	54	594	WLHT-F		
5. WOOD (MOR)	64/ 7.4	7.2	6.3	5.6	7.3	6.6	68/879	758/14.2	17.7	16.0	78	6.5	62	663	WOOD		
6. WCUZ-F (C)	61/ 7.0	8.0	6.9	8.3	6.1	7.6	109/1478	878/16.4	16.1	14.4	157	7.4	70	769	WCUZ-F		
7. WMUS-F (C)	42/ 4.8	5.5	3.1	4.6	4.1	4.5	119/1416	641/12.0	9.2	9.2	104	4.4	42	602	WMUS-F		
8. WKLQ-F (CHR)	38/ 4.4	8.0	7.1	7.7	11.8	6.8	63/1688	1031/19.3	22.3	28.2	84	8.9	84	1558	WKLQ-F		
9. WSNX-F (CHR)	32/ 3.7	5.0	4.7	5.0	4.9	4.6	110/1722	839/15.7	13.0	10.5	68	4.4	42	757	WSNX-F		
WJFM-F (O)	32/ 3.7	6.2	8.3	8.7	3.3	6.7	79/1427	660/12.3	17.7	9.4	122	6.0	57	622	WJFM-F		
11. WCUZ (C)	27/ 3.1	2.7	3.3	5.3	3.6	3.6	29/532	455/ 8.5	9.1	10.2	100	1.4	13	344	WCUZ		
12. WFUR-F (REL)	20/ 2.3	2.9	2.2	1.5	2.7	2.2	25/620	426/ 8.0	6.9	6.5	74	2.6	25	405	WFUR-F		
13. WYXX-F (AC)	18/ 2.1	2.4	2.6	2.2	1.8	2.3	29/455	332/ 6.2	7.2	6.4	157	0.7	7	245	WYXX-F		
14. WKWM (B)	15/ 1.7	1.3	0.7	0.8	1.5	1.1	18/173	129/ 2.4	1.3	1.9	135	3.3	31	337	WKWM		

12+ FM SHARE (METRO): 80.25% (569 of 709) (SPG 88: 79.38%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WGRD-F>>	1 WLAV-F>	1 WLHT-F	1 WLHT-F	1 WLHT-F	1 WOOD-F>	1 WOOD-F>	1 WOOD-F>	1 WOOD-F<	1 WGRD-F>	1 WOOD-F
2 WKLQ-F>	2 WLHT-F<	WLAV-F	2 WCUZ-F	2 WCUZ-F	2 WOOD >	2 WCUZ-F	2 WLHT-F	2 WLAV-F	2 WLAV-F	2 WSNX-F>
3 WSNX-F>>	3 WGRD-F>	3 WCUZ-F	3 WLAV-F	3 WOOD-F	3 WCUZ-F>	3 WOOD	3 WCUZ-F<	3 WGRD-F	3 WOOD	3 WOOD
4	4 WJFM-F	4 WGRD-F	4 WOOD-F>	4 WLAV-F>	4 WLHT-F	4 WGRD-F	4 WLAV-F	4 WLHT-F	4 WKLQ-F	4 WCUZ-F
5	5 WCUZ-F	5 WOOD-F	5 WJFM-F	5 WOOD	5 WMUS-F	5 WLHT-F	5 WGRD-F<	5 WOOD	5 WSNX-F	5
6	6	6	WGRD-F	6 WMUS-F	6 WFUR-F	6 WLAV-F	6 WOOD	6 WCUZ-F	7 WLHT-F<	6
									8 WMUS-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 WGRD-F>	1 WLHT-F	1 WLHT-F>>	1 WLHT-F>	1 WLHT-F	1 WLAV-F>>	1 WLAV-F>>	1 WLAV-F	1 WLAV-F>	1 WCUZ-F
2 WLHT-F	2 WGRD-F	2 WLAV-F	2 WGRD-F	2 WOOD-F>	2 WGRD-F>	2 WJFM-F	2 WCUZ-F>	2 WCUZ-F>	2 WLAV-F>
3 WLAV-F>	3 WLAV-F>	3 WGRD-F	3 WOOD-F	3 WCUZ-F	3 WSNX-F	3 WGRD-F	3 WJFM-F>	3 WLHT-F<	3 WLHT-F>
4 WSNX-F	4 WSNX-F	4 WOOD-F	4 WLAV-F	4 WOOD	WJFM-F	WCUZ-F	4 WLHT-F	4 WJFM-F	4 WJFM-F
5 WKLQ-F	5 WKLQ-F	5	WCUZ-F	5 WLAV-F	5 WKTH	5	5	5 WJFM-F	5 WMUS-F
6	6	6	6	6 WGRD-F	6	6	6	6	6

FORMATS	AM		FM		TOTAL	%	SPG 88	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING		
	--	--	--	--							
TOP 40/CHR/CONTEMP			142 ( 3)		142 ( 3)	20.0	28.1	WFUR	1570	Grand Rapids	0.5/1.9
AOR/CLASSIC			69 ( 1)		69 ( 1)	9.7	8.9	WHTC	1450	Holland	1.2/2.8
AC/OLDIES/SOFT ROCK	10 ( 1)		121 ( 4)		131 ( 5)	18.5	19.6	WJQK-F	99.3	Zeeland/Holland	1.0/3.3
MOR/VARIETY	74 ( 2)				74 ( 2)	10.4	11.2	WKTH	1410	Grand Rapids	1.2/3.2
COUNTRY	28 ( 2)		109 ( 3)		137 ( 5)	19.3	16.9				
BLACK/URBAN	15 ( 1)				15 ( 1)	2.1	1.7	WBBM	780	Chicago	0.5/1.4
BEAUTIFUL/EASY			99 ( 1)		99 ( 1)	14.0	8.7	WEVS-F	92.7	Saugatuck	0.5/2.1
NEWS/TALK	9 ( 2)				9 ( 2)	1.3	0.4	WGN	720	Chicago	0.6/1.8
NOSTALGIA								WMUS	1090	Muskegon/Gr.Rpd	0.1/0.8
RELIGION/GOSPEL	4 ( 1)		29 ( 2)		33 ( 3)	4.7	3.6	WPLB-F	107.3	Greenville	0.7/2.0
SPANISH											
CLASSICAL											
JAZZ/NEW AGE											
UNKNOWN/OTHERS							1.0				
			140 ( 9)		569 ( 14)						
					709 ( 23)						

**RADIO STATIONS**

WCUZ, 1230, 1 KW	, SEE WCUZ-F				
WFUR, 1570, 1 KW	, RELIGION		\$ 10.00 (Patt)	Kuiper	Bill Kuiper
WKWM, 1140, 5 KW (DAYS, DA)	, BLACK	SBN, \$	16.00 (Patt)		Richard Culpepper
WOOD, 1300, 5 KW (DA-N)	, MOR	NBC, \$	55.00 (Katz)	United Artists	Jim White
WCUZ-F, 101.3, 50 KW @ 420, COUNTRY		ABC I, \$	75.00 (Christal)	Federated	Ron Dykstra
WFUR-F, 102.9, 48 KW @ 510, RELIGION		, \$	15.00 (Patt)	Kuiper	Bill Kuiper
WGRD-F, 97.9, 13 KW @ 590, CHR		ABC C, \$	35.00 (Durpetti)	Regional	Dave Nelson
WJFM-F, 93.7, 320 KW @ 780, OLDSIES		CBS, \$	31.00 (Mc-Guild)		Jack Swart
WKLQ-F, 94.5, 50 KW @ 500, CHR		ABC F, \$	50.00 (Eastman)	Bloomington (HOLLAND)	Bart Brandmiller
WLAV-F, 96.9, 50 KW @ 500, AOR		SOURCE, \$	70.00 (MMR)	Adams	Dennis Lemon
WLHT-F, 95.7, 41 KW @ 554, AC		, \$	65.00 (Republic)	Liggett	Phil Catlett
WOOD-F, 105.7, 265 KW @ 810, BTFL/EZ		, \$	61.00 (Katz)	United Artists	Jim White
WYXX-F, 96.1, 50 KW @ 420, SOFT AC		, \$	24.00 (Patt)	(HOLLAND)	---
WMUS-F, 106.9, 50 KW @ 480, COUNTRY		ABC D, \$	36.00 (HNWH)	(MUSKEGON)	Tim Achterhoff
WPLB-F, 107.3, 50 KW @ 500, COUNTRY		UPI, MBS, \$	14.00 (Patt)	Goodrich (GREENVILLE)	---
WSNX-F, 104.5, 50 KW @ 360, CHR		, \$	33.00 (Banner)	Goodrich (MUSKEGON)	Jeff Scarpelli

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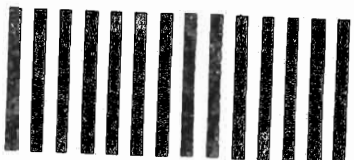


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GREEN BAY

Arbitron Rank/Pop (12+): 183/154,700

MSA Rank/Pop: 209/190,800

ADI #66 (w/Appleton)  
Average Person Ratings: 17.6  
Market TSL: 23.25 hours

Stations: 16/6  
Diaries: 599/258:1/61.8%  
Sample Target: 550  
% Below Line: 5.5  
% Not Listed: 9.5

1988 Revenue: \$7,500,000  
HH Inc.: \$32,082  
Retail \$: 1.3 Bil  
Pop per Station: 25,783  
#1 Biller: WIXX-F \$2,500,000

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WIXX-F (CHR)	69/25.3	----	29.0	----	22.8	----	172/2258	758/49.0	48.7	43.9	92	30.3	82	850	WIXX-F
2. WAPL-F (AOR)	39/14.3	----	12.2	----	10.9	----	180/1713	433/28.0	25.2	22.2	96	18.8	51	445	WAPL-F
3. WDUZ (MOR)	27/ 9.9	----	7.3	----	13.5	----	29/459	367/23.7	18.0	25.9	138	6.6	18	277	WDUZ
4. WDUZ-F (EZ)	25/ 9.2	----	11.4	----	12.7	----	77/1078	359/23.2	27.2	24.8	82	13.3	36	360	WDUZ-F
5. WGEE (C)	23/ 8.4	----	13.1	----	11.2	----	57/710	318/20.6	23.5	24.8	65	10.3	28	336	WGEE
6. WJLW-F (C)	20/ 7.3	----	7.3	----	5.2	----	28/380	247/16.0	12.1	13.0	132	5.2	14	240	WJLW-F
7. WNFL (AC)	18/ 6.6	----	8.2	----	6.7	----	26/425	317/20.5	21.4	22.0	114	5.2	14	258	WNFL
8. WKFX-F (AC)	11/ 4.0	----	1.6	----	3.4	----	36/616	197/12.7	6.6	16.4	170	1.1	3	55	WKFX-F
9.															
10.															

12+ FM SHARE (METRO): 67.61% (167 of 247) (SPG 88: 67.67%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIXX-F>>	1 WIXX-F	1 WIXX-F>	1 WIXX-F>>	1 WIXX-F>	1 WDUZ-F	1 WIXX-F>>	1 WIXX-F>	1 WIXX-F>>	1 WIXX-F>>	1 WAPL-F>
2	2 WAPL-F>>	2 WAPL-F>	2 WAPL-F>	2 WAPL-F	2 WGEE	2 WDUZ <	2 WAPL-F	2 WAPL-F>	2 WAPL-F>	2 WJLW-F
3	3	3 WDUZ	3 WDUZ	3 WDUZ	3 WDUZ	3 WAPL-F	3 WDUZ	3 WDUZ	3 WNFL >	3 WIXX-F>
4	4	4	4	4	4 WJLW-F	4 WGEE	4 WDUZ-F>	4 WDUZ-F<	4 WGEE	4 WGEE
5	5	5	5	5	5 WIXX-F	5 WDUZ-F	5 WGEE	5 WJLW-F	5	5

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 WIXX-F>>	1 WIXX-F>>	1 WIXX-F>>	1 WIXX-F>>	1 WIXX-F>>	1 WAPL-F>>	1 WAPL-F>>	1 WAPL-F>	1 WAPL-F	1 WAPL-F
2 WAPL-F>>	2 WAPL-F>	2 WNFL >	2 WAPL-F>	2 WJLW-F	2 WIXX-F>>	2 WIXX-F>>	2 WIXX-F>	2 WIXX-F>	2 WIXX-F>
3	3 WNFL >>	3 WAPL-F>	3 WNFL	3 WDUZ	3 WJLW-F	3 WDUZ >	3 WDUZ >>	3 WDUZ >	3 WDUZ >>
4	4	4 WJLW-F	4 WDUZ	4 WNFL	4	4 WNFL >	4 WNFL	4 WNFL	4 WJLW-F
5	5	5 WDUZ >>	5	5 WDUZ-F	5	5 WJLW-F>	5	5 WJLW-F	5

FORMATS	AM	FM	TOTAL	%	SPG 88	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP		69 ( 1)	69 ( 1)	27.9	30.6				
AOR/CLASSIC		39 ( 1)	39 ( 1)	15.8	12.9	WAUN-F	92.7	Kewaunee	1.1/2.8
AC/OLDIES/SOFT ROCK	20 ( 2)	11 ( 1)	31 ( 3)	12.6	12.9	WBBM	780	Chicago	0.4/1.9
MOR/VARIETY	33 ( 4)		33 ( 4)	13.4	7.8	WCUB	980	Two Rivers	0.4/2.5
COUNTRY	24 ( 2)	20 ( 1)	44 ( 3)	17.8	21.6	WGN	720	Chicago	0.7/1.8
BLACK/URBAN						WHBY	1230	Appleton	0.4/2.2
BEAUTIFUL/EASY		25 ( 1)	25 ( 1)	10.1	12.1	WNAM	1280	Neenah-Menasha	1.1/3.3
NEWS/TALK	3 ( 2)		3 ( 2)	1.2		WQWM	1050	Kaukauna	0.7/3.4
NOSTALGIA					2.2	WTMJ	620	Milwaukee	0.7/2.5
RELIGION/GOSPEL									
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS		3 ( 1)	3 ( 1)	1.2					
	80 (10)	167 ( 6)	247 (16)						

RADIO STATIONS

WDUZ, 1400, 1 KW	, MOR	ABC E, \$ 23.00 (Mc-Guild)	Mike Watts
WGEE, 1360, 5 KW (DA-N)	, COUNTRY	ABC D, \$ 25.00 (Banner)	D.E. Wright
WNFL, 1440, 5 KW/1 KW (DA-2)	, AC	NBC, \$ 21.00 (Katz)	Craig Eckert
			Midwest WinCom
WDUZ-F, 98.5, 100 KW @ 500,	BTFL/EZ	ABC E, \$ 22.00 (Mc-Guild)	Mike Watts
WIXX-F, 101.1, 100 KW @ 1080,	CHR	, \$ 53.00 (Banner)	D.E. Wright
WJLW-F, 95.9, 3 KW @ 308,	COUNTRY	SMN, MBS, \$ 16.00 (K & P)	Jack LeDuc

OTHER RANKED STATIONS -- See Appleton-Oshkosh

GREENSBORO-WS

Arbitron Rank/Pop (12+): 50/771,900

Stations: 31/23  
Diaries: 1204/641:1/56.2%  
Sample Target: 1070  
% Below Line: 5.1  
% Not Listed: 8.4

1988 Revenue: \$21,600,000  
HH Inc.: \$31,060  
Retail \$: 6.5 Bil  
Pop per Station: 33,560  
#1 Biller: WTQR-F \$4,400,000

MSA Rank/Pop: 57/913,600

ADI # 47

Average Person Ratings: 18.1

Market TSL: 24.00 hours

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion	Birch Share	Birch AQH	Birch Cume	
1. WTQR-F (C)	221/15.9	15.1	16.8	18.1	17.5	16.5	390/4024	2120/27.5	25.6	27.0	116	18.2	243	2079	WTQR-F
2. WJMH-F (B)	161/11.5	7.6	3.8	4.4	5.0	6.8	213/2248	1460/18.9	9.8	12.8	102	13.9	186	1801	WJMH-F
3. WKRR-F (AOR)	128/ 9.2	8.1	8.3	9.9	13.3	8.9	205/2031	1312/17.0	17.3	17.3	98	13.6	182	1505	WKRR-F
4. WKZL-F (CHR)	81/ 5.8	5.5	6.2	7.3	7.1	6.2	104/1864	1292/16.7	17.1	17.0	86	5.9	79	1195	WKZL-F
5. WMAG-F (AC)	80/ 5.7	5.5	6.8	7.9	6.7	6.5	150/1740	1101/14.3	15.2	15.8	130	4.9	66	835	WMAG-F
6. WSJS (MOR)	67/ 4.8	5.1	5.0	3.7	4.5	4.7	71/833	794/10.3	12.1	10.3	81	2.8	38	725	WSJS
7. WMQX-F (O)	59/ 4.2	4.8	3.1	2.0	1.7	3.5	121/1619	808/10.5	10.4	6.8	148	4.0	54	685	WMQX-F
8. WQMG-F (B)	56/ 4.0	4.1	8.9	7.9	4.6	6.2	103/1301	760/ 9.8	12.7	10.6	100	3.1	41	694	WQMG-F
9. WWWB-F (AC)	54/ 3.9	4.4	3.1	4.3	5.2	3.9	86/1483	898/11.6	10.3	12.2	126	2.0	27	602	WWWB-F
10. WKSI-F (CHR)	54/ 3.9	3.9	5.4	5.9	4.5	4.8	108/1839	1064/13.8	16.0	16.6	46	6.4	86	1010	WKSI-F
11. WMFR (BB)	37/ 2.7	2.0	2.5	2.7	1.9	2.5	37/365	348/ 4.5	4.3	3.3	48	2.4	32	357	WMFR
12. WWMY-F (EZ)	33/ 2.4	3.2	2.3	2.4	1.7	2.6	54/620	428/ 5.5	5.3	5.2	50	1.8	24	233	WWMY-F
13. WHPE-F (REL)	31/ 2.2	2.0	1.5	0.8	1.1	1.6	51/517	324/ 4.2	3.8	3.8	68	1.3	18	290	WHPE-F
14. WPCM-F (C)	28/ 2.0	1.1	1.2	0.5	1.0	1.2	92/1174	487/ 6.3	4.4	3.4	120	2.5	33	239	WPCM-F
15. WEAL (B)	25/ 1.8	1.1	1.4	1.7	1.9	1.5	27/233	216/ 2.8	2.9	3.5	100	1.1	15	198	WEAL

12+ FM SHARE (METRO): 84.34% (1077 of 1277) (SPG 88: 84.03%)

TEENS 18-34 18-49 25-49 25-54 35+ 12+ AMD 12+ MID 12+ PMD 12+ EVE OVERNIGHT

1 WJMH-F	1 WJMH-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 WJMH-F>	1 WTQR-F<
2 WKZL-F	2 WKRR-F>	2 WJMH-F	2 WJMH-F	2 WJMH-F	2 WSJS >	2 WKRR-F	2 WJMH-F	2 WJMH-F	2 WJMH-F	2 WKRR-F	2 WMFR >
3 WKSI-F>>	3 WTQR-F	3 WKRR-F>	3 WKRR-F	3 WKRR-F	3 WMAG-F<	3 WSJS	3 WKRR-F>	3 WKRR-F>	3 WTQR-F>	3 WTQR-F>	3 WSJS
4	4 WKZL-F	4 WMAG-F	4 WMAG-F	4 WMAG-F	4 WMQX-F	WJMH-F	4 WMQX-F<	4 WMAG-F	4 WKZL-F	4 WKZL-F	4 WJMH-F<
5	5 WQMG-F	5 WKZL-F	5 WMQX-F	5 WMQX-F	5 WMFR	5 WMAG-F	5 WMAG-F	5 WKZL-F	5 WSJS	5 WKZL-F	5 WKZL-F
6	6 WMAG-F	6	6	6	6	6	6	6	6	6	6

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 WKRR-F	1 WJMH-F>	1 WJMH-F>	1 WTQR-F	1 WTQR-F>	1 WKRR-F	1 WKRR-F	1 WKRR-F>	1 WKRR-F	1 WTQR-F>
2 WJMH-F	2 WKRR-F	2 WTQR-F	2 WJMH-F>	2 WJMH-F>	2 WJMH-F>>	2 WJMH-F>	2 WJMH-F	2 WTQR-F	2 WKRR-F
3 WKSI-F>	3 WTQR-F	3 WKZL-F	3 WMAG-F	3 WMAG-F>	3 WKZL-F	3 WTQR-F	3 WTQR-F>	3 WJMH-F>>	3 WJMH-F>
4 WQMG-F	4 WMAG-F	4 WMAG-F	4 WKRR-F	4 WKZL-F	4 WTQR-F	4 WKZL-F	4 WWWB-F	4 WMQX-F	4 WMQX-F
5 WMAG-F	5 WKZL-F	5 WKRR-F	5 WKZL-F	5 WWWB-F	5 WQMG-F>>	5 WQMG-F	5 WKZL-F	5	5 WMAG-F
6	6	6 WWWB-F	6	6	6	6	6 WMAG-F	6	6

SPG 88

FORMATS	AM	FM	TOTAL	%	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP		154 ( 5)	154 ( 5)	12.1	14.1	WAAA	980	Winston-Salem	1.4/3.3
AOR/CLASSIC		128 ( 1)	128 ( 1)	10.0	15.0	WKEW	1400	Greensboro	0.8/2.4
AC/OLDIES/SOFT ROCK		216 ( 4)	216 ( 4)	16.9	17.9	WLXN	1440	Lexington	0.6/1.3
MOR/VARIETY	86 ( 3)		86 ( 3)	6.7	6.6	WMQX	1340	Winston-Salem	
COUNTRY		263 ( 3)	263 ( 3)	20.6	27.7	WPET	950	Greensboro	0.4/1.3
BLACK/URBAN	45 ( 2)	222 ( 3)	267 ( 5)	20.9	11.1	WSMX	1500	Winston-Salem	0.6/1.2
BEAUTIFUL/EASY		38 ( 2)	38 ( 2)	3.0	1.9	WTNC	790	Thomasville	0.7/1.4
NEWS/TALK						WTOB	1380	Winston-Salem	0.6/1.4
NOSTALGIA	45 ( 2)		45 ( 2)	3.5	2.1	WVGL-F	94.1	Lexington/WS	1.4/3.3
RELIGION/GOSPEL	24 ( 3)	51 ( 2)	75 ( 5)	5.9	3.1				
SPANISH						WDCG-F	105.1	Durham/Raleigh	0.4/3.4
CLASSICAL						WEZC-F	102.9	Hickory	0.4/1.2
JAZZ/NEW AGE						WFMX-F	105.7	Statesville	1.0/4.3
UNKNOWN/OTHERS		5 ( 1)	5 ( 1)	0.4	0.5	WMXC-F	104.7	Charlotte	1.6/4.7
	200 (10)	1077 (21)	1277 (31)			WPEG-F	97.9	Concord	0.4/1.0
						WRDX-F	106.5	Salisbury/Chrlt	0.4/1.3
						WROQ-F	95.1	Charlotte	0.7/2.2

**RADIO STATIONS**

WAAA, 980, 1 KW  
 WEAL, 1510, 1 KW (DAYS)  
 WMFR, 1230, 1 KW  
 WSJS, 600, 5 KW (DA-2)  
 , BLACK  
 , BLACK  
 , NOSTALGIA  
 , MOR  
 WHPE-F, 95.5, 100 KW @ 440, RELIGION  
 WJMH-F, 102.1, 61 KW @ 1160, URBAN/CHR  
 WKRR-F, 92.3, 100 KW @ 1276, CLASSIC AOR  
 WKSI-F, 98.7, 100 KW @ 800, CHR  
 WKZL-F, 107.5, 100 KW @ 500, CHR  
 WMAG-F, 99.5, 100 KW @ 1500, AC  
 WMQX-F, 93.1, 100 KW @ 1050, OLDIES  
 WPCM-F, 101.1, 100 KW @ 1176, COUNTRY  
 WQMG-F, 97.1, 100 KW @ 550, BLACK  
 WTQR-F, 104.1, 100 KW @ 1420, COUNTRY  
 WWMY-F, 94.5, 100 KW @ 1000, BTFL/EZ  
 WWWB-F, 100.3, 100 KW @ 1049, AC

WZZU-F 93.9 Burlington

0.3/1.

NBN, \$ 17.00 (---)  
 SBN, \$ 15.00 (HNWH)  
 ABC I, APR, \$ 25.00 (MMR)  
 NBC, MBS, \$ 49.00 (Mc-Guild)  
 , \$ 14.00 (---)  
 , \$ 50.00 (HNWH)  
 , \$ 68.00 (MMR)  
 , \$ 47.00 (Republic)  
 ABC R, \$ 55.00 (Katz)  
 , \$ 75.00 (MMR)  
 , \$ 40.00 (Durpetti)  
 MBS, \$ N/A (---)  
 RADRAD, \$ 43.00 (HNWH)  
 MBS, \$ 95.00 (Mc-Guild)  
 , \$ 25.00 (Katz)  
 US 2, \$ 44.00 (Mc-Guild)

Voyager  
 New Market

Beasley (REIDSVILLE)  
 Dick  
 Bahakel  
 Nationwide

Voyager  
 (BURLINGTON)

New Market  
 (EDEN)

Mutter Evan  
 Nancy Cooper  
 Dick Harlow  
 Pete Schulte

Jud Mast  
 Roger Stockt  
 Allen Dick  
 Sanders Hicke  
 Jennifer Grin

Dick Harlow  
 Jeff Silver

Nancy Cooper  
 Pete Schulte

Ed Weiss

**MISCELLANEOUS COMMENTS:**

WBIG-F changes calls to WJMH (Jan.)...WOJY-F changes calls to WWWB-F (Apr.)...WWMY-F (Eden) sold by Speed-O-Print for \$3,500,000 (Foreman)...WMQX A/F sold to Ralph Guild for \$7,000,000.

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GREENVILLE, NC

Arbitron Rank/Pop (12+): 84/416,800

Stations: 29/22  
Diaries: 961/434:1/59.7%  
Sample Target: 790  
% Below Line: 6.9  
% Not Listed: 12.1

1988 Revenue: NA  
HH Inc.: NA  
Retail \$: 0.0 Bil  
Pop per Station: 18,945  
#1 Biller: NA

MSA Rank/Pop: NA  
ADI # 102  
Average Person Ratings: 17.3  
Market TSL: 23.0 hours

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion	25-54	Birch Share	Birch AQH	Birch Cume
1. WIKS-F (B)	122/16.9	19.6	23.1	24.9	24.5	----	144/1565	1177/28.2	27.5	28.2	83				WIKS-F
2. WRNS-F (C)	105/14.6	15.0	14.4	16.1	12.4	----	153/1448	1012/24.3	23.2	18.3	121				WRNS-F
3. WDLX-F (CHR)	79/11.0	9.6	11.6	9.5	12.4	----	115/1651	933/22.4	22.0	24.3	71				WDLX-F
4. WSFL-AF (AC)	53/ 7.3	6.2	7.8	5.6	5.7	----	57/717	629/15.0	18.0	14.9	142				WSFL-AF
5. WNCT-F (EZ)	44/ 6.1	7.9	5.8	8.7	6.3	----	71/860	488/11.7	11.1	13.2	74				WNCT-F
6. WZYC-F (AOR)	34/ 4.7	8.2	7.0	4.3	6.9	----	36/664	536/12.9	13.4	13.7	77				WZYC-F
7. WRCM-F (?)	25/ 3.5	3.9	2.0	1.9	1.8	----	32/415	355/ 8.5	5.0	2.9	120				WRCM-F
8. WHITE-F (?)	23/ 3.2	2.9	-----	-----	-----	----	36/426	277/ 6.6	0.0	0.0	53				WHITE-F
9. WGTM (REL)	15/ 2.1	1.9	1.4	1.1	1.9	----	24/307	136/ 3.3	3.0	2.9	81				WGTM
WOOW (B)	15/ 2.1	0.6	-----	-----	-----	----	15/162	162/ 3.9	0.0	0.0	133				WOOW

12+ FM SHARE (METRO): 89.43% (567 of 634) (SPG 88: 95.02%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIKS-F	1 WIKS-F>	1 WIKS-F	1 WRNS-F	1 WRNS-F	1 WRNS-F>	1 WRNS-F	1 WRNS-F	1 WIKS-F	1 WIKS-F>>	1 WRNS-F
WDLX-F>>	2 WDLX-F<	2 WRNS-F	2 WIKS-F	2 WIKS-F>	2 WNCT-F	WIKS-F>	2 WIKS-F>	2 WRNS-F	2 WRNS-F<	2 WIKS-F>>
3 WHITE-F>>	3 WRNS-F	3 WDLX-F	3 WSFL-AF>	3 WSFL-AF>	3 WIKS-F	3 WDLX-F	3 WDLX-F	3 WDLX-F>	3 WDLX-F>	3 WHITE-F>
4	4 WSFL-AF	4 WSFL-AF	4 WDLX-F>>	4 WDLX-F	4	4 WSFL-AF>	4 WSFL-AF<	4 WNCT-F<	4 WHITE-F	4 WGTM >
5	5	5	5	5	5	5	5 WNCT-F	5 WSFL-AF	5	5 WDLX-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 WIKS-F	1 WIKS-F	1 WSFL-AF	1 WIKS-F	1 WRNS-F>	1 WIKS-F	1 WIKS-F>	1 WIKS-F>	1 WIKS-F	1 WRNS-F
2 WDLX-F>>	2 WDLX-F	WIKS-F	2 WDLX-F<	2 WIKS-F	2 WRNS-F<	2 WRNS-F	2 WRNS-F	2 WRNS-F>	2 WIKS-F>
3 WSFL-AF>	3 WSFL-AF>	3 WRNS-F	3 WRNS-F	3 WSFL-AF	3 WDLX-F<	3 WZYC-F	3 WRDU-F	3 WZYC-F	3 WSFL-AF>
4 WRNS-F	4 WRNS-F>>	4 WDLX-F>	4 WSFL-AF>>	4 WDLX-F>	4 WZYC-F>>	4 WDLX-F	4 WZYC-F	WDLX-F	4 WRDU-F
WHITE-F	5	5 WOOW >>	5	5 WNCT-F	5	5	5 WSFL-AF	5 WSFL-AF	5 WZYC-F

FORMATS	AM	FM	TOTAL	%	SPG 88	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		83 ( 2)	83 ( 2)	13.1	13.9		WBRE-F 98.3 Washington/Grnv 0.7/1.9
AOR/CLASSIC		62 ( 3)	62 ( 3)	9.8	14.1		WELS 1010 Kinston 0.7/2.0
AC/OLDIES/SOFT ROCK	1 ( 1)	85 ( 6)	86 ( 7)	13.6	12.9		WFTC 960 Kinston 0.7/1.9
MOR/VARIETY	9 ( 2)		9 ( 2)	1.4	3.6		WJCV 1290 Jacksonville 1.0/1.3
COUNTRY	16 ( 3)	116 ( 3)	132 ( 6)	20.8	21.3		WJNC 1240 Jacksonville 0.4/2.1
BLACK/URBAN	15 ( 1)	129 ( 2)	144 ( 3)	22.7	26.8		WKCP-F 97.7 Kinston 0.7/2.7
BEAUTIFUL/EASY		44 ( 1)	44 ( 1)	6.9	6.5		WLAS 910 Jacksonville 0.8/1.8
NEWS/TALK							WLOJ 1490 New Bern 0.6/1.1
NOSTALGIA							WMBL 740 Morehead City
RELIGION/GOSPEL	26 ( 3)		26 ( 3)	4.1			WRHT-F 96.3 Morehead City 0.7/3.1
SPANISH							WROR-F 94.3 Farmville/Grnv1 0.6/2.8
CLASSICAL							WRRF 930 Washington 0.8/2.1
JAZZ/NEW AGE							WXQR-F 105.5 Jacksonville 1.9/3.7
UNKNOWN/OTHERS		48 ( 2)	48 ( 2)	7.6	0.9		WKTC-F 96.9 Tarboro/Rky Mnt 0.8/3.3
	67 (10)	567 (19)	634 (29)				WOKN-F 102.3 Goldsboro/Wilsn 1.0/1.8
							WRAL-F 101.5 Raleigh 0.7/3.9
							WRDU-F 106.1 Wilson 1.9/4.5
							WTRG-F 100.7 Rky Mount/Raleg 1.9/5.7
							WVBS-F 99.9 Burgaw 0.6/2.3

RADIO STATIONS

WOOW, 1340, 1 KW (DA-1)	, BLACK/GOSPEL	IND, \$	9.00 (Southern)	(GREENVILLE)	---
WGTM, 590, 5 KW (DA-2)	, GOSPEL	UPI, \$	8.00 (Midsouth)	(WILSON)	Thomas Ward
WDLX-F, 93.3, 100 KW @ 1800, CHR		ABC F, \$	30.00 (Banner)	(WASHINGTON)	C. Potts
WHITE-F, 103.7, 50 KW @ 400, ??		IND, \$	N/A (Mc-Guild)	(WILLIAMSTON)	---
WIKS-F, 101.9, 100 KW @ 1020, BLACK		ABC C, \$	36.00 (HNWH)	(NEW BERN)	Mike Binkley
WNCT-F, 107.9, 100 KW @ 1800, BTFL/EZ		ABC E, CBS, \$	22.00 (Katz)	Park (GREENVILLE)	Scott Cherney
WRCM-F, 98.7, 100 KW @ 1015, ??		MBS, \$	16.00 (Eastman)	(JACKSONVILLE)	Tom Walker
WRNS-F, 95.1, 100 KW @ 1500, COUNTRY		IND, \$	38.00 (Mc-Guild)	(KINSTON)	Webster James
WSFL-F, 106.5, 100 KW @ 915, AC		US 1, \$	20.00 (Eastman)	Caravelle (NEW BERN)	Jerry McKeown
WXQR-F, 105.3, 3 KW @ 275, AOR		SOURCE, ABC F, \$	14.00 (T-N)	(JACKSONVILLE)	Bill Waldron
WZYC-F, 103.3, 100 KW @ 600, AOR		ABC R, \$	17.00 (Mc-Guild)	(NEWPORT)	Phil Martin

MISCELLANEOUS COMMENTS: WFTC, WRNS-F sold by Beasley to Pinnacle for \$\_\_\_\_\_ (Americom).

GREENVILLE-SPARTANBURG

Arbitron Rank/Pop (12+): 68/517,000  
 MSA Rank/Pop: 80/618,600  
 ADI #36 (w/Asheville)  
 Average Person Ratings: 17.3  
 Market TSL: 22.75 hours

Stations: 26/19  
 Diaries: 932/555:1/51.5%  
 Sample Target: 880  
 % Below Line: 8.9  
 % Not Listed: 12.1

1988 Revenue: \$19,200,000  
 HH Inc.: \$27,214  
 Retail \$: 4.1 Bil  
 Pop per Station: 27,210  
 #1 Biller: WFSC-AF \$4,700,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume		
1. WANS-F (CHR)	93/10.4	11.8	11.2	9.4	10.4	10.7	177/2074	955/18.5	23.8	22.3	65	13.3	1331	477	WANS-F	
2. WMYI-F (AC)	84/ 9.4	8.6	5.0	6.3	3.6	7.3	196/2435	1024/19.8	15.1	14.0	143	8.7	87	973	WMYI-F	
3. WESC-F (C)	83/ 9.3	12.4	12.0	10.5	12.7	11.1	221/2783	1073/20.8	22.1	22.1	108	11.1	111	1210	WESC-F	
4. WFBC-F (AC)	81/ 9.0	8.7	8.7	8.8	9.2	8.8	119/1764	1086/21.0	22.9	21.7	116	8.1	81	1002	WFBC-F	
5. WSSL-F (C)	75/ 8.4	8.1	10.5	7.8	11.7	8.7	175/2370	1013/19.6	21.9	19.9	104	6.9	69	788	WSSL-F	
6. WLWZ-F (B)	70/ 7.8	5.4	5.3	6.7	8.0	6.3	89/784	593/11.5	11.1	10.5	92	8.4	84	671	WLWZ-F	
7. WSPA-F (EZ)	65/ 7.3	8.3	8.1	7.4	6.4	7.8	143/1640	758/14.7	14.7	12.8	75	5.0	50	700	WSPA-F	
8. WCKN-F (AOR)	37/ 4.1	5.2	4.5	6.2	5.0	5.0	95/1185	530/10.3	14.0	10.7	134	8.2	82	717	WCKN-F	
9. WCKZ-AF (CHR)	34/ 3.8	4.7	2.7	5.3	5.4	4.1	61/730	430/ 8.3	5.9	6.6	0	7.8	78	515	WCKZ-AF	
10. WFBC (N/T)	22/ 2.5	1.6	1.9	2.2	1.5	2.0	27/346	283/ 5.5	5.1	4.7	104	1.1	11	236	WFBC	
11. WSPA (MOR)	21/ 2.3	3.4	2.0	2.1	2.8	2.5	22/335	301/ 5.8	6.8	6.4	91	1.3	13	254	WSPA	
12. WBBO-F (J/NA)	19/ 2.1	1.3	1.6	1.4	1.1	1.6	35/562	288/ 5.6	3.2	2.6	171	1.6	16	275	WBBO-F	
13. WHYZ (B)	12/ 1.3	2.4	4.1	3.8	3.9	2.9	12/170	142/ 2.7	6.4	6.2	85	1.6	16	229	WHYZ	
14.																
15.	12+ FM SHARE (METRO):		88.45%			(697 of 788)		(SPG 88:	84.09%)							

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 WMYI-F	1 WMYI-F>	1 WMYI-F	1 WESC-F	1 WESC-F	1 WMYI-F	1 WANS-F	1 WANS-F>	1 WSSL-F
2 WCKZ-AF	2 WMYI-F>	2 WANS-F>	2 WFBC-F	2 WFBC-F<	2 WSPA-F	2 WFBC-F	2 WANS-F<	2 WMYI-F	2 WLWZ-F	WESC-F
3 WLWZ-F>	3 WLWZ-F>	3 WSSL-F	3 WESC-F	3 WESC-F	3 WMYI-F	3 WMYI-F	3 WSSL-F<	3 WCKZ-AF	3 WCKZ-AF	3 WFBC-F<
4	4 WSSL-F	4 WSSL-F<	4 WSSL-F	4 WSSL-F	4 WSSL-F>	4 WSSL-F	4 WSSL-F	4 WESC-F	4 WFBC-F	4 WLWZ-F
5	5 WCKN-F	5 WESC-F<	5 WANS-F<	5 WLWZ-F	5 WMYI-F>	5 WMYI-F	5 WSPA-F	5 WFBC-F<	5 WMYI-F	5
6	6 WFBC-F	6 WFBC-F	6 WLWZ-F	6 WANS-F	6	6	6 WESC-F	6 WLWZ-F	6 WSPA-F	6
7	7	7	7 WCKN-F	7	7	7	7	7 WSPA-F	7	7

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 WMYI-F	1 WMYI-F	1 WMYI-F>	1 WMYI-F	1 WANS-F>>	1 WANS-F>>	1 WANS-F	1 WANS-F>	1 WMYI-F
2 WMYI-F>	2 WANS-F>	2 WLWZ-F	2 WFBC-F	2 WFBC-F	2 WLWZ-F>>	2 WMYI-F<	2 WMYI-F>	2 WMYI-F	2 WESC-F
3 WSSL-F>	3 WLWZ-F	3 WANS-F	3 WANS-F	3 WESC-F	3 WSSL-F>	3 WLWZ-F>	3 WCKN-F>	3 WLWZ-F	3 WSSL-F
4 WLWZ-F	4 WFBC-F	4 WFBC-F	4 WSSL-F	4 WSSL-F	4 WCKZ-AF	4 WCKN-F	4 WSSL-F	4 WSSL-F	4 WFBC-F
5 WFBC-F	5 WSSL-F	5 WCKN-F	5 WESC-F	5 WLWZ-F	5 WMYI-F	5 WSSL-F>	5 WLWZ-F	5 WESC-F	5 WANS-F
6 WESC-F	6 WCKN-F	6	6 WLWZ-F	6	6 WESC-F	6 WESC-F	6 WFBC-F	6	6 WLWZ-F

FORMATS	AM	FM	TOTAL	%	SPG 88	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		57 ( 4)	57 ( 4)	7.2	13.7		WASC 1530 Spartanburg 1.0/2.7
AOR/CLASSIC		37 ( 1)	37 ( 1)	4.7	5.5		WBBR 1580 Travelers Rst. 0.4/1.3
AC/OLDIES/SOFT ROCK		174 ( 3)	174 ( 3)	22.1	14.6		WESC 660 Greenville 0.9/3.1
MOR/VARIETY	21 ( 1)		21 ( 1)	2.7	6.7		WKDY 1400 Spartanburg 0.9/2.4
COUNTRY	16 ( 2)	167 ( 3)	183 ( 5)	23.2	28.5		WMUU 1260 Greenville 0.4/2.0
BLACK/URBAN	21 ( 2)	70 ( 1)	91 ( 3)	11.5	20.3		WMUU-F 94.5 Greenville 1.1/4.1
BEAUTIFUL/EASY		75 ( 2)	75 ( 2)	9.5	8.1		WORD 910 Spartanburg 0.3/1.0
NEWS/TALK	22 ( 1)		22 ( 1)	2.8			
NOSTALGIA					1.4		WAGI-F 105.3 Gaffney 1.0/2.0
RELIGION/GOSPEL	8 ( 2)		8 ( 2)	1.0			WBCY-F 107.9 Charlotte 1.2/4.7
SPANISH							WBPM-F 98.1 Seneca 0.6/0.9
CLASSICAL							WBIG 1450 Gastonia/Chrltt
JAZZ/NEW AGE		19 ( 1)	19 ( 1)	2.4	1.2		WWMG-F 96.1 Shelby 1.0/2.3
UNKNOWN/OTHERS	3 ( 1)	5 ( 1)	8 ( 2)	1.0			WKSF-F 99.9 Asheville/Grnvl 0.7/3.8
	91 ( 9)	604 (16)	788 (25)				WROQ-F 95.1 Charlotte 0.7/2.6

RADIO STATIONS

WASC, 1530, 1 KW	BLACK	ABC C, NBN, \$ 14.00 (---)		Joe Sessoms
WFBC, 1330, 5 KW (DA-N)	NEWS/TALK	NBC, SUN, \$ 22.00 (Katz)		Greg Anderson
WHYZ, 1070, 50 KW (DAYS, DA)	BLACK	SBN, ABC C, \$ --- (HNWH)	Multimedia	Martin McClung
WORD, 910, 5 KW/1 KW (DA-2)	??	UPI, \$ N/A (---)	Multimedia	---
WSPA, 950, 5 KW (DA-N)	MOR	CBS, \$ 23.00 (Mc-Guild)		Larry Alverson
WANS-F, 107.3, 100 KW @ 1008, CHR				
WBBO-F, 93.3, 87 KW @ 2000, NAC/JAZZ				
WCKN-F, 101.1, 100 KW @ 994, CLASSIC AOR				
WESC-F, 92.5, 95 KW @ 2000, COUNTRY				
WFBC-F, 93.7, 100 KW @ 1840, AC				
WLWZ-F, 103.9, 3 KW @ 328, BLACK				
WMUU-F, 94.5, 100 KW @ 1200, BTFL/EZ				
WMYI-F, 102.5, 20 KW @ 1750, AC				
WSPA-F, 98.9, 100 KW @ 1910, BTFL/EZ				
WSSL-F, 100.5, 100 KW @ 1280, COUNTRY				

WCKZ -- See Charlotte

**HARRISBURG**

Arbitron Rank/Pop (12+): 74/493,900

MSA Rank/Pop: 87/584,900  
 ADI #46 (w/York & Lancaster)  
 Average Person Ratings: 17.2  
 Market TSL: 23.00 hours

Stations: 31/16  
 Diaries: 977/506:1/59.1%  
 Sample Target: 880  
 % Below Line: 10.8  
 % Not Listed: 11.7

1988 Revenue: \$12,900,000  
 HH Inc.: \$33,463  
 Retail \$: 4.8 Bil  
 Pop per Station: 30,868  
 #1 Biller: WYNK-F \$4,800,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WNNK-F (CHR)	161/19.0	19.9	20.8	17.3	21.7	19.3	187/2395	1893/38.3	40.9	36.3	101	30.2	202	1866	WNNK-F
2. WRKZ-F (C)	84/ 9.9	10.7	7.7	7.8	8.0	9.0	179/2021	920/18.6	14.5	16.0	117	6.0	40	600	WRKZ-F
3. WNCE-F (EZ)	63/ 7.4	5.7	5.9	7.7	5.0	6.7	187/1843	595/12.0	12.7	12.1	69	3.6	24	322	WNCE-F
4. WTPA-F (AOR)	56/ 6.6	5.8	6.0	6.0	6.7	6.1	71/879	617/12.5	12.1	11.0	67	11.4	76	611	WTPA-F
5. WHP (MOR)	52/ 6.1	8.7	7.1	5.6	6.1	6.9	61/861	739/15.0	14.9	13.2	54	5.7	38	560	WHP
6. WHP -F (AC)	41/ 4.8	4.9	4.6	5.8	5.1	5.0	57/886	598/12.1	15.1	12.7	129	3.1	21	532	WHP -F
7. WIMX-F (AC)	39/ 4.6	5.8	6.4	6.0	5.5	5.7	48/768	593/12.0	15.9	15.2	152	6.4	43	547	WIMX-F
8. WHYL-AF (C)	35/ 4.1	3.0	3.3	5.0	3.9	3.8	40/503	438/ 8.9	7.1	7.7	98	6.0	40	348	WHYL-AF
9. WHKS-F (AC)	25/ 2.9	3.1	1.0	1.1	1.0	2.0	30/525	328/ 6.6	4.9	3.2	159	1.8	12	181	WHKS-F
10. WQXA-F (CHR)	24/ 2.8	2.3	4.2	4.7	3.1	3.5	89/1811	622/12.6	13.6	12.8	86	3.3	22	421	WQXA-F
11. WCMB (O)	20/ 2.4	1.4	1.4	2.4	3.2	1.9	25/418	351/ 7.1	8.2	7.4	137	0.9	6	133	WCMB
12.															
13.															
14.															
15.															

12+ PM SHARE (METRO): 84.78% (635 of 749) (SPG 88: 78.41%)

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 WRKZ-F	1 WNNK-F>	1 WNNK-F>	1 WNNK-F>>	1 WNNK-F>	1 WRKZ-F>
2 WQXA-F>>	2 WTPA-F>>	2 WTPA-F>	2 WRKZ-F>	2 WRKZ-F>	2 WNNK-F<	2 WRKZ-F	2 WRKZ-F	2 WRKZ-F>	2 WTPA-F>	2 WNNK-F<
3 WIKZ-F>>	3 WRKZ-F>	3 WRKZ-F	3 WIMX-F	3 WIMX-F	3 WNCE-F	3 WHP >	3 WNCE-F>	3 WNCE-F	3 WRKZ-F>	3 WLBR >
4	WIMX-F	4 WIMX-F	4 WHP -F<	4 WHP -F	4 WHP	4 WHP -F	4 WHP <	4 WTPA-F	4 WQXA-F	4 WHP >
5	5	5 WHP -F	5 WNCE-F	5 WNCE-F	5	5 WTPA-F<	5 WIMX-F	5	5	5 WTPA-F
6	6	6	6	6	6	6 WNCE-F	6 WTPA-F	6	6	6

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 WTPA-F>>	1 WTPA-F>	1 WNNK-F	1 WNNK-F<	1 WNNK-F
2 WQXA-F	2 WQXA-F	2 WRKZ-F	2 WRKZ-F	2 WRKZ-F	2 WNNK-F>>	2 WNNK-F>>	2 WTPA-F>	2 WTPA-F>>	2 WRKZ-F>
WTPA-F	WTPA-F	WHP -F	WIMX-F	3 WIMX-F	3	3 WHTF-F	3 WRKZ-F	3 WRKZ-F	3 WNCE-F
4 WYCR-F	WHP -F	4 WIMX-F	4 WHP -F	4 WHP -F	4	4	4 WHTF-F	4	WTPA-F
5 WHP -F	5 WIMX-F	WHKS-F	5	5	5	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 88	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		214 ( 6)	214 ( 6)	28.6	30.7		WCTX-F 92.1 Palmyra/Harsbrg 0.9/3.0
AOR/CLASSIC		75 ( 3)	75 ( 3)	10.0	10.6		WHGB 1400 Harrisburg 1.4/4.3
AC/OLDIES/ROCK	25 ( 2)	120 ( 5)	145 ( 7)	19.4	16.0		WIOO 1000 Carlisle 0.5/1.4
MOR/VARIETY	75 ( 3)		75 ( 3)	10.0	9.1		WKBO 1230 Harrisburg 0.6/2.9
COUNTRY	2 ( 1)	134 ( 5)	136 ( 6)	18.2	14.3		WLBR 1270 Lebanon 2.2/6.2
BLACK/URBAN					0.8		WUFM-F 100.1 Lebanon 1.1/3.9
BEAUTIFUL/EASY		71 ( 2)	71 ( 2)	9.5	12.8		
NEWS/TALK							WARM-F 103.3 York 1.1/4.5
NOSTALGIA	12 ( 1)		12 ( 1)	1.6	2.9		WDAC-F 94.5 Lancaster 0.8/2.7
RELIGION/GOSPEL		12 ( 2)	12 ( 2)	1.6	2.5		WGCB-F 96.1 Red Lion 0.6/1.4
SPANISH							WGRX-F 100.7 Westminister/Bal 0.6/3.7
CLASSICAL							WGTY-F 107.7 Gettysburg 1.1/2.3
JAZZ/NEW AGE							WHTF-F 92.7 Starview 1.7/7.2
UNKNOWN/OTHERS		9 ( 1)	9 ( 1)	1.2	0.4		WIKZ-F 95.1 Chambersbrg/Hgrs 0.8/1.9
	114 ( 7)	635 (24)	749 (31)				WIOV-F 105.1 Ephrata/Lncstr 0.5/1.6
							WKSB-F 102.7 Williamsport 0.7/1.4
							WLAN-F 96.9 Lancaster 0.7/5.5
							WQKX-F 94.1 Sunbury 0.5/1.8
							WRFY-F 102.5 Reading 0.5/1.9
							WYCR-F 98.5 York/Hanover 1.4/6.2

**RADIO STATIONS**

WCMB, 1460, 5 KW (DA-N)	, OLDIES	NBC, TALKNT, \$ 20.00 (Eastman)	Brian Danzis
WHGB, 1400, 1 KW	, NOSTALGIA	SMN, \$ 14.00 (Mc-Guild)	Wally Pope
WHP, 580, 5 KW (DA-N)	, MOR	CBS, NBC, \$ 33.00 (Katz)	---
WLBR, 1270, 5 KW/1 KW (DA-2)	, MOR	ABC I, \$ 16.00 (K & P)	(LEBANON) Bob Etter
WHKS-F, 94.9, 25 KW @ 700, AC		, \$ 25.00 (Banner)	Barnstable Dana Harmon
WHYL-F, 102.3, 3 KW @ 328, COUNTRY		APR, \$ 28.00 (---)	---
WIMX-F, 99.3, 3 KW @ 328, AC		, \$ 34.00 (Eastman)	Brian Danzis
WNNK-F, 104.1, 22 KW @ 726, CHR		APR, \$ 94.00 (Christal)	Carol O'Leary
WRKZ-F, 106.7, 50 KW @ 500, COUNTRY		ABC E, \$ 70.00 (Torbet)	Nancy Tulli
WTPA-F, 93.5, .8 KW @ 740, AOR		ABC R, \$ 29.00 (Republic)	Michael Brandon
WHP-F, 97.3, 17 KW @ 840, SOFT AC		ABC D, \$ 40.00 (Katz)	---

OTHER RANKED STATIONS -- See Harrisburg and York

MISCELLANEOUS COMMENTS: WHGB sold by Scott to Keymarket for \$250,000...WCMB, WIMX-F sold by McKenna for \$4,900,000.

HARTFORD

Arbitron Rank/Pop (12+): 40/969,100

MSA Rank/Pop: 43/1,096,200  
ADI #23 (w/New Haven)

Average Person Ratings: 17.9

Market TSL: 23.50 hours

Stations: 25/15  
Diaries: 1455/666:1/53.4%  
Sample Target: 1220  
% Below Line: 2.1  
% Not Listed: 11.4

1988 Revenue: \$35,200,000  
HH Inc.: \$41,923  
Retail \$: 9.4 Bil  
Pop per Station: 64,606  
#1 Biller: WTIC \$10,000,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion	Birch Share	Birch AQH	Birch Cume	
1. WTIC (MOR)	276/15.9	16.5	15.8	18.6	19.1	16.7	349/4341	3257/33.6	33.4	34.2	67	16.4	247	2639	WTIC
2. WTIC-F (CHR)	237/13.7	10.3	12.2	13.8	13.9	12.5	339/4860	2975/30.7	34.7	31.4	106	16.4	247	3201	WTIC-F
3. WRCH-F (EZ)	157/ 9.0	9.4	9.7	10.0	11.8	9.5	299/3498	1896/19.6	20.5	20.9	72	4.7	70	902	WRCH-F
4. WWYZ-F (C)	129/ 7.4	5.7	5.6	1.2	2.0	5.0	240/2848	1546/16.0	11.3	6.7	138	7.5	113	1047	WWYZ-F
5. WHCN-F (AOR)	106/ 6.1	6.4	5.3	6.8	7.0	6.2	164/2897	1670/17.2	16.0	17.5	123	7.3	109	1732	WHCN-F
6. WDRC-F (O)	102/ 5.9	7.1	7.8	6.0	6.9	6.7	214/3420	1633/16.9	16.6	18.1	153	5.7	85	1217	WDRC-F
7. WIOF-F (AC)	97/ 5.6	4.7	5.9	3.6	5.8	4.9	153/2311	1344/13.9	17.2	15.4	145	3.5	52	790	WIOF-F
8. WCCC-F (AOR)	89/ 5.1	6.1	4.4	3.6	3.6	4.8	128/2597	1634/16.9	13.1	14.2	116	6.5	98	1367	WCCC-F
9. WKSS-F (CHR)	70/ 4.0	4.8	4.9	5.7	5.6	4.8	146/3407	1788/18.5	16.2	18.1	57	6.5	98	1897	WKSS-F
10. WNEZ (BB)	54/ 3.1	4.1	3.0	3.8	2.5	3.5	58/711	626/ 6.5	6.2	6.9	39				WNEZ
11. WAQY-F (AOR)	36/ 2.1	1.2	1.5	2.0	1.4	1.7	129/2035	741/ 7.6	7.8	7.0	105	1.3	19	537	WAQY-F
12. WPOP (N/T)	33/ 1.9	2.4	2.7	3.0	2.0	2.5	37/1006	891/ 9.2	10.5	8.6	89	1.9	28	770	WPOP
13. WKCI-F (CHR)	25/ 1.4	1.8	1.9	1.2	1.4	1.6	181/2898	759/ 7.8	8.7	6.9	93	0.7	11	436	WKCI-F
14. WPLR-F (AOR)	19/ 1.1	1.2	1.2	1.3	1.4	1.2	93/1949	687/ 7.1	7.9	7.7	136	1.4	21	527	WPLR-F
WHYN-F (AC)	19/ 1.1	0.8	1.0	0.6	---	0.9	126/1479	242/ 2.5	4.2	0.0	109	0.3	4	167	WHYN-F
16. WDRC (O)	18/ 1.0	1.2	0.9	2.9	2.0	1.5	19/444	373/ 3.8	4.9	6.4	130	0.9	13	269	WDRC
17.															
18.															
19.															
20.															

12+ FM SHARE (METRO): 72.41% (1113 of 1537) (SPG 88: 69.04%)

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-F	1 WTIC-F	1 WTIC >	1 WTIC >>
2 WKSS-F>	2 WHCN-F>	2 WHCN-F>	2 WDRC-F<	2 WTIC <	2 WRCH-F>	2 WTIC-F>>	2 WRCH-F	2 WTIC	2 WTIC-F>>	2 WTIC-F>
3 WHCN-F>>	3 WCCC-F>	3 WHCN-F>	3 WWYZ-F	3 WWYZ-F	3 WCCC-F	3 WCCC-F	3 WTIC	3 WRCH-F	3 WWYZ-F	3 WWYZ-F<
4	4 WKSS-F	4 WWYZ-F<	4 WTIC	4 WDRC-F	4 WTIC-F	4 WRCH-F	4 WIOF-F<	4 WWYZ-F	4 WHCN-F	4 WRCH-F
5	5 WIOF-F	5 WCCC-F<	5 WIOF-F	5 WIOF-F	5 WDRC-F	5 WWYZ-F	5 WIOF-F<	5 WRCH-F	5 WDRC-F	5 WDRC-F
6	6 WIOF-F	6 WHCN-F	6 WHCN-F	6 WHCN-F	6	6 WDRC-F	6 WHCN-F	6 WHCN-F	6 WKSS-F<	6 WPOP
7	7	7 WTIC	7	7	7	7 WHCN-F	7	7	7 WIOF-F	7

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 WHCN-F<	1 WHCN-F	1 WTIC-F	1 WWYZ-F<
2 WKSS-F	2 WIOF-F	2 WIOF-F	2 WIOF-F	2 WTIC	2 WCCC-F>	2 WTIC-F	2 WTIC-F	2 WHCN-F	2 WHCN-F<
3 WIOF-F>	3 WKSS-F	3 WHCN-F	3 WTIC	3 WIOF-F	3 WHCN-F>	3 WCCC-F>>	3 WCCC-F>	3 WCCC-F	3 WTIC-F<
4 WHCN-F	4 WHCN-F	4 WDRC-F	4 WDRC-F<	4 WWYZ-F	4 WKSS-F>	4 WAQY-F	4 WDRC-F	4 WDRC-F	4 WDRC-F
5 WCCC-F	5 WDRC-F	5 WTIC	5 WWYZ-F	5 WDRC-F>	5 WHYN-F	5 WDRC-F<	5 WWYZ-F	5 WWYZ-F	5 WTIC
6 WWYZ-F	6 WCCC-F	6 WCCC-F	6 WKSS-F	6 WRCH-F	6 WAQY-F	6 WWYZ-F	6 WAQY-F	6	6 WCCC-F
7 WDRC-F>>	7 WWYZ-F	7 WWYZ-F	7	7	7	7	7	7	7 WRCH-F

FORMATS	AM	FM	TOTAL	%	SPG 88	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		332 ( 3)	332 ( 3)	21.6	23.3		WCCC 1290 Hartford 0.2/0.8
AOR/CLASSIC	3 ( 1)	250 ( 4)	253 ( 5)	16.5	15.6		WKND 1480 Windsor 0.5/1.2
AC/OLDIES/SOFT ROCK	18 ( 1)	226 ( 4)	244 ( 5)	15.9	18.8		WLVH-F 93.7 Hartford 0.7/1.4
MOR/VARIETY	284 ( 2)		284 ( 2)	18.5	21.4		WMMW 1470 Meriden 0.5/1.0
COUNTRY		135 ( 2)	135 ( 2)	8.8	1.2		
BLACK/URBAN	9 ( 1)		9 ( 1)	0.6	1.1		WCBS 880 New York 0.6/2.2
BEAUTIFUL/EASY		157 ( 1)	157 ( 1)	10.2	13.2		WCTY-F 97.7 Norwich 0.3/1.0
NEWS/TALK	56 ( 4)		56 ( 4)	3.6	2.2		WFAN 660 New York 0.4/3.0
NOSTALGIA	54 ( 1)		54 ( 1)	3.5	2.8		WMAS-F 94.7 Springfield 0.5/2.0
RELIGION/GOSPEL							WOR 710 New York 0.3/1.2
SPANISH		13 ( 1)	13 ( 1)	0.8	0.5		
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	424 (10)	1113 (15)	1537 (25)				

**RADIO STATIONS**

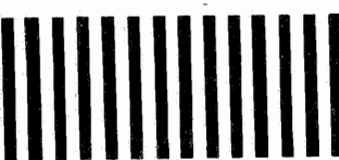
WDRC, 1360, 5 KW (DA-N)	, OLDIES	, \$ 33.00 (Mc-Guild)	Buckley	Dick Korsen
WKND, 1480, 500 W (DAYS, DA)	, BLACK	NBN, \$ 20.00 (---)		B. McClanahan
WNEZ, 910, 5 KW (DA-N)	, NOSTALGIA	, \$ 32.00 (Banner)		Pete Vinciellette
WPOP, 1410, 5 KW (DA-2)	, NEWS/TALK	CBS, \$ 50.00 (Eastman)	Merv Griffin	Al Pellegrino
WTIC, 1080, 50 KW (DA-N)	, MOR	NBN, \$ 190.00 (Katz)	Chase	Bob Dunn
WRYM, 840, 1 KW (DAYS)	, HISPANIC	\$ 20.00 (Caballero)		Barry Kursman
WCCC-F, 106.9, 23 KW @ 720, AOR		SOURCE, ABC C, \$ 40.00 (Durpetti)		Milt Aninger
WDRC-F, 102.9, 20 KW @ 810, OLDIES		, \$ 100.00 (Mc-Guild)	Buckley	Dick Korsen
WHCN-F, 105.9, 16 KW @ 867, AOR		ABC R, \$ 61.00 (Christal)	Beck-Ross	Boyd Arnold
WIOF-F, 104.1, 18 KW @ 835, AC		RADRAD, \$ 64.00 (Eastman)	Merv Griffin (WATERBURY)	Al Pellegrino
WKSS-F, 95.7, 17 KW @ 880, CHR		APR, \$ 57.00 (MMR)	Precision	Tim Montgomery
WLVH-F, 93.7, 21 KW @ 780, HISPANIC		CRC, \$ 28.00 (Katz Hisp.)	Sage	Martie French
WRCH-F, 100.5, 8 KW @ 1250, BTFL/EZ		ABC D, \$ 78.00 (Banner)		Pete Vincelette
WTIC-F, 96.5, 20 KW @ 810, CHR		, \$ 155.00 (Katz)	Chase	Bob Dunn
WWYZ-F, 92.5, 18 KW @ 860, COUNTRY		US 2, \$ 53.00 (Banner)	(WATERBURY)	Fred Erwin

**MISCELLANEOUS COMMENTS:** WRCQ changes calls to WNEZ (June)...WLVH-F sold by Sage to First City for \$7,600,000 (Blackburn).

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HONOLULU

Arbitron Rank/Pop (12+): 56/690,700

MSA Rank/Pop: 61/836,400

No ADI  
Average Person Ratings: 18.8

Market TSL: 24.75 hours

Stations: 23/23  
Diaries: 1089/634:1/51.3%  
Sample Target: 1010  
% Below Line: 0.0  
% Not Listed: 3.5

1988 Revenue: \$18,700,000  
HH Inc.: \$41,840  
Retail \$: 6.1 Bil  
Pop per Station: 30,030  
#1 Biller: KSSK \$4,100,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume
1. KQM-Q- <b>AF</b> (CHR)	177/13.6	14.6	15.9	16.3	14.2	15.1		2547/36.9	34.8	35.7	99			KQM-Q- <b>AF</b>
2. KUMU- <b>AF</b> (EZ)	169/13.0	12.8	11.2	11.6	9.8	12.1		1717/24.9	22.3	19.7	95			KUMU- <b>AF</b>
3. KIKI- <b>F</b> (CHR)	137/10.5	9.2	9.7	10.3	8.3	9.9		1719/24.9	21.1	19.7	51			KIKI- <b>F</b>
4. KSSK (MOR)	120/ 9.2	8.8	10.6	11.5	12.5	10.0		1474/21.3	23.3	23.0	133			KSSK
5. KRTR- <b>F</b> (AC)	108/ 8.3	5.8	6.1	5.9	8.4	6.5		1331/19.3	15.7	17.5	142			KRTR- <b>F</b>
6. KCCN (?)	93/ 7.1	6.3	3.5	3.9	3.9	5.2		774/11.2	10.7	9.7	107			KCCN
7. KPOI- <b>F</b> (AOR)	84/ 6.5	6.3	6.7	7.1	6.4	6.7		1084/15.7	16.2	14.8	105			KPOI- <b>F</b>
8. KXPW- <b>F</b> (CHR)	61/ 4.7	6.5	7.0	5.0	5.0	5.8		1304/18.9	20.1	16.9	70			KXPW- <b>F</b>
9. KIKI (O)	53/ 4.1	5.1	5.9	4.4	6.2	4.9		790/11.4	13.4	14.7	161			KIKI
10. KHVH (N/T)	46/ 3.5	3.8	4.1	3.8	4.1	3.8		817/11.8	13.9	11.5	74			KHVH
11. KGU (N/T)	37/ 2.8	2.8	3.5	2.7	3.6	3.0		497/ 7.2	12.1	7.1	64			KGU
12. KHHH- <b>F</b> (J/NA)	35/ 2.7	3.3	2.5	2.8	----	2.8		533/ 7.7	7.8	0.0	152			KHHH- <b>F</b>
13. KDEO- <b>F</b> (C)	31/ 2.4	1.3	----	----	----	0.9		281/ 4.1	0.0	0.0	108			KDEO- <b>F</b>
14. KIOV- <b>F</b> (?)	27/ 2.1	2.7	0.3	----	----	1.3		457/ 6.6	1.4	0.0	95			KIOV- <b>F</b>
15. KDEO (C)	19/ 1.5	1.3	1.4	1.9	2.7	1.5		298/ 4.3	4.3	6.0	93			KDEO

12+ FM SHARE (METRO): 62.02% (779 of 1256) (SPG 88: 53.23%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT					
1 KIKI- <b>F</b> >>	1 KQM-Q- <b>AF</b> >	1 KQM-Q- <b>AF</b> >	1 KQM-Q- <b>AF</b> >	1 KQM-Q- <b>AF</b> >	1 KUMU- <b>AF</b> >	1 KQM-Q- <b>AF</b> >	1 KUMU- <b>AF</b> >	1 KUMU- <b>AF</b> <	1 KIKI- <b>F</b> >	1 KGU					
2 KQM-Q- <b>AF</b> >	2 KIKI- <b>F</b>	2 KRTR- <b>F</b> <	2 KRTR- <b>F</b>	2 KUMU- <b>AF</b> <	2 KSSK	2 KSSK >	2 KQM-Q- <b>AF</b> >	2 KQM-Q- <b>AF</b> >	2 KUMU- <b>AF</b>	2 KCCN <					
3 KXPW- <b>F</b> >>	3 KPOI- <b>F</b>	3 KUMU- <b>AF</b>	3 KUMU- <b>AF</b> <	3 KSSK <	3 KCCN >	3 KUMU- <b>AF</b>	3 KRTR- <b>F</b>	3 KIKI- <b>F</b>	3 KQM-Q- <b>AF</b>	3 KRTR- <b>F</b>					
4	4 KRTR- <b>F</b> >	4 KIKI- <b>F</b>	4 KSSK >	4 KRTR- <b>F</b> >	4 KRTR- <b>F</b>	4 KRTR- <b>F</b>	4 KCCN	4 KRTR- <b>F</b> <	4 KRTR- <b>F</b> >	4 KSSK					
5	5 KUMU- <b>AF</b>	5 KSSK	5 KCCN	5 KCCN	5 KQM-Q- <b>AF</b>	5 KIKI- <b>F</b>	5 KSSK	5 KCCN	5 KCCN	5 KHVH					
6	6 KXPW- <b>F</b>	6 KPOI- <b>F</b>	6 KPOI- <b>F</b>	6	6 KHVH	6 KCCN	KPOI- <b>F</b>	6 KPOI- <b>F</b>	6	6 KQM-Q- <b>F</b>					
WOM 18-24						MEN 18-24		MEN 18-34		MEN 25-34		MEN 18-49		MEN 25-54	
1 KQM-Q- <b>AF</b> >	1 KQM-Q- <b>AF</b> >>	1 KQM-Q- <b>AF</b> >	1 KQM-Q- <b>AF</b> >	1 KUMU- <b>AF</b>		1 KIKI- <b>F</b> >	1 KQM-Q- <b>AF</b> <	1 KPOI- <b>F</b>	1 KQM-Q- <b>AF</b>	1 KQM-Q- <b>AF</b>					
2 KIKI- <b>F</b> >	2 KIKI- <b>F</b>	2 KRTR- <b>F</b> >	2 KDEO	3 KQM-Q- <b>AF</b>		2 KQM-Q- <b>AF</b>	2 KPOI- <b>F</b>	2 KQM-Q- <b>AF</b> >	2 KPOI- <b>F</b>	2 KSSK					
3 KPOI- <b>F</b> >	3 KRTR- <b>F</b> >	3 KSSK	3 KUMU- <b>AF</b>	3 KRTR- <b>F</b> <		3 KXPW- <b>F</b>	3 KIKI- <b>F</b> >	3 KRTR- <b>F</b> >	3 KIKI- <b>F</b>	3 KRTR- <b>F</b>					
4 KUMU- <b>AF</b>	4 KUMU- <b>AF</b>	KIKI- <b>F</b>	KRTR- <b>F</b>	4 KSSK >		4 KPOI- <b>F</b> >>	4 KXPW- <b>F</b>	4 KIKI	4 KRTR- <b>F</b>	KPOI- <b>F</b> <					
KIOV- <b>F</b>	5 KSSK	5 KUMU- <b>AF</b> >>	5 KSSK	5 KCCN		5 KUMU- <b>AF</b>	5 KRTR- <b>F</b>	5 KSSK	5 KUMU- <b>AF</b>	5 KUMU- <b>AF</b>					
6	6 KPOI- <b>F</b>	6	6 KIKI- <b>F</b>	6		KRTR- <b>F</b> >>	6	6	6	6					

FORMATS	AM	FM	TOTAL	%	SPG 88 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING				
TOP 40/CHR/CONTEMP	22 ( 1)	353 ( 3)	375 ( 4)	29.9	23.9	KAIM- <b>F</b>	95.5	Honolulu		0.8/2.3
AOR/CLASSIC		84 ( 1)	84 ( 1)	6.7	6.8	KLHT	1040	Honolulu		0.8/2.2
AC/OLDIES/SOFT ROCK	53 ( 1)	108 ( 1)	161 ( 2)	12.8	22.3	KNDI	1270	Honolulu		0.8/1.9
MOR/VARIETY	120 ( 1)		120 ( 1)	9.6	13.3	KOHO	1170	Honolulu		1.1/2.0
COUNTRY	19 ( 1)	31 ( 1)	50 ( 2)	4.0	2.9	KWAI	1080	Honolulu		0.5/1.4
BLACK/URBAN						KZOO	1210	Honolulu		0.5/1.6
BEAUTIFUL/EASY	38 ( 1)	131 ( 1)	169 ( 2)	13.5	10.4					
NEWS/TALK	83 ( 2)		83 ( 2)	6.6	8.1					
NOSTALGIA										
RELIGION/GOSPEL	10 ( 1)	10 ( 1)	20 ( 2)	1.6	2.3					
SPANISH										
CLASSICAL										
JAZZ/NEW AGE		35 ( 1)	35 ( 1)	2.8						
UNKNOWN/OTHERS	132 ( 5)	27 ( 1)	159 ( 6)	12.7	10.0					
	477 (13)	779 (10)	1256 (23)							

RADIO STATIONS

KCCN, 1420, 5 KW	, ETHNIC	, \$ 25.00 (Roslin)	---
KDEO, 940, 10 KW	, COUNTRY	MBS, \$ 21.00 (K & P)	Bob Loew
KGU, 760, 10 KW	, TALK	CBS, ABC T, \$ 20.00 (Banner)	Bob Wilson
KHVH, 990, 5 KW	, NEWS/TALK	NBC, ABC I, \$ 28.00 (HNWH)	Don Robbs
KIKI, 830, 10 KW	, OLDIES	, \$ 24.00 (Christal)	Casey Stangel
KSSK, 590, 5 KW	, MOR/AC	, \$ 90.00 (Eastman)	Earl McDaniel
KAIM- <b>F</b> , 95.5, 100 KW @ 421,	RELIGION	, \$ 10.00 (---)	Del Gibbs
KDEO- <b>F</b> , 102.7, 100 KW @ 1580,	COUNTRY (?)	MBS, \$ 23.00 (K & P)	Bob Loew
KHHH- <b>F</b> , 98.5, 100 KW @ 280,	JAZZ/NAC	SMN, \$ 24.00 (HNWH)	Don Robbs
KIKI- <b>F</b> , 93.9, 100 KW @ 421,	CHR	, \$ 37.00 (Christal)	Casey Stangel
KIOV- <b>F</b> , 105.1, 100 KW @ 1775,	??	, \$ N/A (---)	---
KPOI- <b>F</b> , 97.5, 83 KW @ 46,	AOR	, \$ 44.00 (Republic)	Michael Vassar
KQM-Q- <b>F</b> , 93.1, 54 KW @ -119,	CHR	, \$ 61.00 (Christal)	Jack Kelly
KRTR- <b>F</b> , 96.3, 75 KW @ 2120,	AC	, \$ 33.00 (Republic)	Austin Vali
KUMU- <b>F</b> , 94.7, 100 KW @ 500,	BTFL/EZ	, \$ 45.00 (Banner)	Jeff Coelho
KXPW- <b>F</b> , 92.3, 100 KW @ 1685,	CONTEMP	, \$ 30.00 (Eastman)	Dick Heftel

MISCELLANEOUS COMMENTS: KMAI-**F** changes calls to KIKI-**F** (Jan.).

HOUSTON

Arbitron Rank/Pop (12+): 10/2,958,400  
 MSA Rank/Pop: 8/3,277,100  
 Average Person Ratings: 18.6  
 Market TSL: 24.25 hours

Stations: 29/28  
 Diaries: 2438/1213:1/46.5%  
 Sample Target: 2030  
 % Below Line: 0.0  
 % Not Listed: 11.1

1988 Revenue: \$107,000,000  
 HH Inc.: \$36,984  
 Retail \$: 29.4 Bil  
 Pop per Station: 105,657  
 #1 Biller: KIKK-AF \$12,000,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion	Birch Share	Birch AQH	Birch Cume	
1. KMJQ-F (B)	500/ 9.1	8.8	9.8	9.3	8.8	9.3	548/4692	4260/14.4	14.7	13.7	84	11.0	640	5436	KMJQ-F
2. KILT-F (C)	449/ 8.2	6.4	4.6	6.2	6.7	6.3	499/6273	5426/18.3	13.2	16.1	113	7.8	453	4496	KILT-F
3. KLOL-F (AOR)	383/ 7.0	4.3	5.2	5.8	5.9	5.6	427/5431	4904/16.6	13.2	13.5	114	7.8	456	4562	KLOL-F
4. KKBQ-AF (CHR)	363/ 6.6	6.5	7.5	6.9	6.7	6.9	371/6675	6368/21.5	21.8	19.5	68	9.5	545	7669	KKBQ-AF
5. KIKK-F (C)	358/ 6.5	8.8	6.8	7.0	8.1	7.3	415/5731	5087/17.2	16.4	17.3	109	9.5	554	5427	KIKK-F
6. KODA-F (EZ)	325/ 5.9	5.3	6.1	4.9	5.2	5.6	342/4153	3871/13.1	15.2	11.9	110	4.0	233	2485	KODA-F
7. KTRH (N/T)	316/ 5.8	6.0	5.7	6.5	6.2	6.0	371/6146	5263/17.8	17.9	16.3	81	3.9	228	3481	KTRH
8. KRBE-F (CHR)	301/ 5.5	5.8	6.0	6.0	8.4	5.8	334/6427	5722/19.3	19.6	20.4	58	6.6	385	6763	KRBE-F
9. KLTR-F (AC)	230/ 4.2	3.7	3.8	3.8	3.3	3.9	234/3666	3618/12.2	12.0	10.5	138	2.7	158	2109	KLTR-F
10. KQUE-F (BB)	209/ 3.8	4.8	3.4	3.8	3.4	4.0	226/2370	2231/ 7.5	7.7	6.6	68	2.5	146	1848	KQUE-F
11. KFPM-F (AC)	197/ 3.6	2.8	4.3	4.4	3.8	3.8	200/3161	3025/10.2	9.5	9.1	147	2.9	168	1960	KFPM-F
12. KZFX-F (AOR)	183/ 3.3	4.3	3.7	3.8	3.7	3.8	189/3115	2977/10.1	10.4	9.8	139	4.3	254	3154	KZFX-F
13. KKHT-F (CHR)	176/ 3.2	2.5	3.8	2.8	2.8	3.1	181/3480	3353/11.3	10.4	7.1	62	2.7	159	2390	KKHT-F
14. KLDE-F (O)	157/ 2.9	2.9	2.5	3.2	3.4	2.9	165/3496	3323/11.2	8.7	8.8	148	2.6	151	2058	KLDE-F
15. KPRC (T)	128/ 2.3	2.8	4.0	3.3	2.4	3.1	139/2224	2061/ 7.0	10.5	7.9	83	2.1	124	1759	KPRC
16. KXYZ (SP)	82/ 1.5	1.0	1.3	1.5	1.1	1.3	82/1006	1006/ 3.4	2.6	2.1	113	0.8	49	606	KXYZ
17. KHYS-F (B)	71/ 1.3	1.2	1.0	----	----	0.9	125/1899	1333/ 4.5	2.5	0.0	85	2.3	132	2055	KHYS-F
18. KYOK (REL)	66/ 1.2	1.4	1.1	1.5	0.9	1.3	66/994	994/ 3.4	3.4	2.5	125	1.0	59	728	KYOK
19. KHCB-F (B)	66/ 1.2	0.8	1.0	1.4	1.0	1.1	71/996	915/ 3.1	3.3	2.9	92	1.3	75	834	KHCB-F
20. KILT (C)	47/ 0.9	0.8	0.6	1.3	0.8	0.9	47/1091	994/ 3.4	2.8	2.8	100	0.9	54	572	KILT
21. KCOH (B)	46/ 0.8	1.5	0.8	0.8	1.0	1.0	46/816	816/ 2.8	2.1	2.1	138	0.6	37	571	KCOH
22. KLAT (SP)	44/ 0.8	1.8	1.3	2.6	2.1	1.6	44/753	753/ 2.5	2.6	3.2	138	0.6	34	786	KLAT
23.															
24.															
25.															

12+ FM SHARE (METRO): 81.56% (3981 of 4881) (SPG 88: 79.83%)

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

FORMATS					SPG 88		OTHER RATED STATIONS/METRO SHARE & CUME RATING			
	AM	FM	TOTAL	%	%					
TOP 40/CHR/CONTEMP	7 ( 1)	833 ( 3)	840 ( 4)	17.2	16.5	KEYH	850	Houston	0.6/1.2	
AOR/CLASSIC	30 ( 1)	566 ( 2)	596 ( 3)	12.2	10.9	KIKK	650	Pasadena	0.6/1.7	
AC/OLDIES/SOFT ROCK	29 ( 1)	584 ( 3)	613 ( 4)	12.6	14.9	KKZR	1070	Houston	0.5/1.8	
MOR/VARIETY						KNUZ	1230	Houston	0.5/1.3	
COUNTRY	82 ( 2)	807 ( 2)	889 ( 4)	18.2	17.6	KQQK-F	106.5	Galveston/Hstn	0.4/1.8	
BLACK/URBAN	112 ( 2)	571 ( 2)	683 ( 4)	14.0	11.6	KWWJ	1360	Baytown	0.7/2.0	
BEAUTIFUL/EASY		325 ( 1)	325 ( 1)	6.7	5.6					
NEWS/TALK	444 ( 2)		444 ( 2)	9.1	9.3					
NOSTALGIA		209 ( 1)	209 ( 1)	4.3	3.7					
RELIGION/GOSPEL	39 ( 1)	66 ( 1)	105 ( 2)	2.2	1.6					
SPANISH	157 ( 3)	20 ( 1)	177 ( 4)	3.6	7.1					
CLASSICAL					0.3					
JAZZ/NEW AGE										
UNKNOWN/OTHERS					0.7					
	900 (13)	3981 (16)	4881 (29)							

AM STATIONS

KCOH, 1430, 1 KW (DAYS)	, BLACK	SBN, NBN, \$ 48.00 (Roslin)	Mike Petrizzo
KEYH, 850, 10 KW (DAYS, DA)	, HISPANIC	, \$ 49.00 (Caballero)	Dave Armstrong
KIKK, 650, 250 W (DAYS)	, COUNTRY	, \$ N/A (Torbet)	Craig Magee
KILT, 610, 5 KW (DA-2)	, COUNTRY OLDIES	, \$ N/A (Banner)	Dickie Rosenfeld
KKZR, 1070, 10 KW/5 KW (DA-2)	, AOR	SMN, \$ 36.00 (Durpetti)	Sandy Gamblin
KLAT, 1010, 5 KW (DA-2)	, HISPANIC	, \$ 75.00 (Katz Hisp.)	Gary Stone
KPRC, 950, 5 KW (DA-N)	, TALK	CBS, \$ 90.00 (Eastman)	Harry Schultz
KTRH, 740, 50 KW (DA-1)	, NEWS/TALK	ABC I, MBS, \$ 168.00 (CBS)	Laura Morris
KXYZ, 1320, 5 KW (DA-N)	, HISPANIC	, \$ 64.00 (Caballero)	Hugo Cadelago
KYOK, 1590, 5 KW (DA-N)	, BLACK	SMN, ABC C, \$ 54.00 (Christal)	Monte Lang

FM STATIONS

KFMK, 97.9, 95 KW @ 1900, AC	, \$ 190.00 (Katz)	Cook Inlet	Jim Bell
KHCB, 105.7, 100 KW @ 1594, RELIGION	, \$ 30.00 (---)		Peter Steigerwal
KIKK, 95.7, 95 KW @ 1895, COUNTRY	, \$ 215.00 (Torbet)	Viacom	Craig Magee
KILT, 100.3, 95 KW @ 1895, COUNTRY	, \$ 195.00 (Banner)	Legacy	Dicki Rosenfeld
KKBQ, 92.9, 97 KW @ 1895, CHR	ABC F, \$ 174.00 (Mc-Guild)	Gannett	Al Brady Law
KKHT, 96.5, 97 KW @ 1895, CHR/URBAN	ABC R, \$ 125.00 (HNWH)	Emmis	Susan Hoffman
KLDE, 94.5, 95 KW @ 1895, OLDIES	US 1, \$ 100.00 (Durpetti)	Entercom	Steve Shepard
KLOL, 101.1, 95 KW @ 1895, AOR	SOURCE, \$ 167.00 (CBS)	Rusk	Pat Fant
KLTR, 93.7, 100 KW @ 1700, AC	RADRAD, \$ 100.00 (CBS)	CBS	Miles Sexton
KMJQ, 102.1, 100 KW @ 1700, BLACK	, \$ 204.00 (Christal)	Noble	Monte Lang
KODA, 99.1, 95 KW @ 1895, EZ	, \$ 184.00 (Group W)	Westinghouse	Dusty Black
KQUE, 102.9, 100 KW @ 959, NOSTALGIA	ABC E, \$ 90.00 (Eastman)		David Morris
KRBE, 104.1, 95 KW @ 1895, CHR	, \$ 170.00 (Durpetti)	Susquehanna	Sandy Gamblin
KZFX, 107.5, 95 KW @ 1947, CLASSIC AOR	, \$ 150.00 (Republic)	Shamrock	John Dew
KJOJ, 106.9, 90 KW @ 1446, RELIGION	, \$ 23.00 (---)	Swaggert	(CONROE)

KHYS -- See Beaumont

CALL LETTER CHANGES

FORMAT CHANGES

KKHT-F changes from AC to CHR/URBAN (May)

STATION SALES

KODA-F sold by Westinghouse to Sillerman for \$22,000,000  
 KJOJ-F (Conroe) sold by Swaggert to Ragan Henry for \$9,000,000 (Crisler & Sailors).



HUNTINGTON, WV

Arbitron Rank/Pop (12+): 128/273,100

Stations: 16/12  
 Diaries: 807/338:1/61.5%  
 Sample Target: 680  
 % Below Line: 1.4  
 % Not Listed: 12.7

1988 Revenue: \$5,900,000  
 HH Inc.: \$25,239  
 Retail \$: 2.1 Bil  
 Pop per Station: 22,758  
 #1 Biller: WTCR-AF \$1,800,000

MSA Rank/Pop: 147/323,400  
 ADI #53 (w/Charleston)  
 Average Person Ratings: 15.9  
 Market TSL: 21.0 hours

12+ METRO	1/4/SHARE	FAL		SPG		4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	% Conversion			Birch Share	Birch AQH	Birch Cume	
		88	88	FAL 87	SPG 87				25-54	88	88				
1. WTCR-AF (C)	128/29.6	30.3	31.7	26.1	25.8	----	163/1505	1119/41.0	40.0	35.9	113	31.8	133	1317	WTCR-AF
2. WKEE-F (CHR)	81/18.7	18.2	27.1	22.7	27.5	----	119/1464	939/34.4	43.7	40.7	52	27.9	127	875	WKEE-F
3. WRVC-F (AC)	52/12.0	9.2	6.5	8.8	9.1	----	89/1267	653/23.9	22.2	18.7	152	7.2	33	455	WRVC-F
4. WKLC-F (AOR)	25/ 5.8	4.7	5.3	7.0	3.7	----	65/869	388/14.2	12.5	9.5	110				WKLC-F
5. WEMM-F (REL)	20/ 4.6	6.2	3.5	4.5	4.0	----	32/521	276/10.1	9.1	9.8	120	3.9	18	260	WEMM-F
6. WAEZ-F (EZ)	19/ 4.4	3.6	3.9	1.3	4.0	----	22/216	179/ 6.6	5.5	4.5	57	0.4	2	63	WAEZ-F
7. WKEE (AC)	14/ 3.2	1.7	2.5	2.7	4.4	----	14/235	208/ 7.6	7.6	10.4	119	2.4	11	146	WKEE
8. WRVC (AC)	11/ 2.5	0.9	2.8	1.9	3.0	----	13/209	196/ 7.2	6.5	11.3	84	0.4	2	58	WRVC
9. WPAY-F (C)	10/ 2.3	3.3	2.1	2.1	3.3	----	54/692	177/ 6.5	8.1	8.7	74	2.2	10	230	WPAY-F

12+ FM SHARE (METRO): 88.62% (335 of 378) (SPG 88: 86.99%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKEE-F>> 1 WKEE-F	1 WTCR-AF>	1 WTCR-AF>> 1 WTCR-AF>>	1 WTCR-AF>> 1 WTCR-AF>>	1 WTCR-AF>> 1 WTCR-AF>>	1 WTCR-AF>> 1 WTCR-AF>>	1 WTCR-AF>> 1 WTCR-AF>>	1 WTCR-AF>> 1 WTCR-AF>>	1 WTCR-AF>> 1 WTCR-AF>>	1 WTCR-AF>> 1 WTCR-AF>>	1 WTCR-AF>> 1 WTCR-AF>>
2 WTCR-AF>> 2 WRVC-F	2 WKEE-F<	2 WRVC-F>	2 WRVC-F>	2 WAEZ-F	2 WKEE-F	2 WRVC-F	2 WKEE-F	2 WRVC-F	2 WTCR-AF>	2 WKEE-F
3	3 WTCR-AF>	3 WRVC-F>>	3 WKEE-F>	3 WKEE-F>	3 WRVC-F	3 WRVC-F>>	3 WKEE-F>>	3 WRVC-F>>	3 WRVC-F>	3 WRVC-F
4	4 WKLC-F>>	4 WKLC-F>>	4 WKLC-F	4 WKLC-F	4 WKEE-F	4	4	4	4 WKLC-F	4 WAEZ-F
5	5	5	5	5	5 WEMM-F	5	5	5	5	5

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 WKEE-F>> 1 WKEE-F	1 WTCR-AF	1 WTCR-AF	1 WTCR-AF>>	1 WTCR-AF>>	1 WKEE-F>>	1 WKLC-F	1 WRVC-F	1 WTCR-AF>>	1 WTCR-AF>>
2 WRVC-F	2 WRVC-F	WRVC-F>>	2 WKEE-F	2 WRVC-F	2 WKLC-F>	WKEE-F	2 WKLC-F	2 WRVC-F	2 WRVC-F>
3 WTCR-AF>>	3 WTCR-AF>>	3 WKEE-F>>	3 WRVC-F>>	3 WKEE-F>>	3 WTCR-AF>>	3 WRVC-F	3 WTCR-AF>>	3 WKEE-F	3 WKLC-F
4	4	4	4	4	4	4 WTCR-AF>>	4	4 WKLC-F>>	4

FORMATS	AM	FM	TOTAL	%	SPG 88 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		81 ( 1)	81 ( 1)	21.4	29.8	WGOH 1370 Grayson 0.7/1.9
AOR/CLASSIC		25 ( 1)	25 ( 1)	6.6	5.9	WIRO 1230 Ironton 0.7/3.6
AC/OLDIES/SOFT ROCK	25 ( 2)	52 ( 1)	77 ( 3)	20.4	13.5	WLGC-F 105.5 Grenup 0.7/3.0
MOR/VARIETY	2 ( 1)	3 ( 1)	5 ( 2)	1.3	1.5	WMLV-F 107.1 Ironton 0.7/3.0
COUNTRY	13 ( 2)	132 ( 3)	145 ( 5)	38.4	39.8	
BLACK/URBAN						WKAZ 1300 St. Albans
BEAUTIFUL/EASY		22 ( 2)	22 ( 2)	5.8	5.6	WLW 700 Cincinnati 0.5/2.4
NEWS/TALK						WQBE-F 97.5 Charleston 0.9/2.3
NOSTALGIA						
RELIGION/GOSPEL		20 ( 1)	20 ( 1)	5.3	3.8	
SPANISH						
CLASSICAL						
JAZZ/NEW AGE						
UNKNOWN/OTHERS	3 ( 1)		3 ( 1)	0.8		
	43 ( 6)	335 ( 10)	378 ( 16)			

RADIO STATIONS

WKEE, 800, 5 KW/185 W (DA-2), OLDIES	CBS, \$ 15.00 (Katz)	Toufie Kassab
WTCR, 1420, 5 KW/500 W (DA-N), SEE WTCR-F		---
WRVC, 930, 5 KW/1 KW, AC	ABC F, \$ 11.00 (Banner)	Earle Buck
WAEZ-F, 106.3, 300 W @ 981, BTFL/EZ	US 2, MBS, \$ 10.00 (---)	(MILTON) Brenda Peters
WEMM-F, 107.9, 50 KW @ 500, RELIGION	IND, \$ 16.00 (---)	Mortenson Roger Manning
WKEE-F, 100.5, 53 KW @ 560, CHR	ABC C, \$ 41.00 (Katz)	Toufie Kassab
WMLV-F, 107.1, 3 KW @ 125, BTFL/EZ	MBS, \$ 12.00 (Regional)	(IRONTON, OH) Rose Auble
WRVC-F, 93.7, 100 KW @ 741, AC	ABC F, \$ 28.00 (Banner)	Earle Buck
WTCR-F, 103.3, 50 KW @ 500, COUNTRY	ABC 1, \$ 48.00 (Katz)	CRB Mark Jesse
WPAY-F, 104.1, 100 KW @ 840, COUNTRY/GOSPEL	US 2, \$ 12.00 (Regional)	(PORTSMOUTH, OH) Zeke Mullins

WKLC -- See Charleston

HUNTSVILLE

Arbitron Rank/Pop (12+): 115/325,500

Stations: 15/12  
Diaries: 688/473:1/55.4%  
Sample Target: 690  
% Below Line: 1.7  
% Not Listed: 12.7

1988 Revenue: \$8,600,000  
HH Inc.: \$25,239  
Retail \$: 2.1 Bil  
Pop per Station: 27,125  
#1 Biller: WZYP-F \$2,000,000

MSA Rank/Pop: 177/244,200

ADI # 81

Average Person Ratings: 14.8

Market TSL: 20.25 hours

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume
1. WDRM-AF (C)	108/22.4	12.6	16.9	----	15.2	----	153/1535	936/28.8	26.0	24.2	117			WDRM-AF
2. WZYP-F (CHR)	93/19.3	23.3	21.7	----	20.7	----	142/1901	1130/34.7	36.9	37.3	85			WZYP-F
3. WAHR-F (AC)	44/ 9.1	5.9	5.2	----	7.3	----	57/690	554/17.0	12.4	15.1	119			WAHR-F
4. WRSA-F (EZ)	33/ 6.8	9.3	8.8	----	10.1	----	49/675	419/12.9	18.9	18.1	88			WRSA-F
5. WENN-F (B)	27/ 5.6	7.1	8.1	----	5.9	----	43/500	360/11.1	10.4	9.1	73			WENN-F
6. WBHP (C)	23/ 4.8	5.1	7.5	----	9.0	----	23/318	308/ 9.5	13.9	17.9	85			WBHP
7. WEUP (B)	19/ 3.9	2.6	4.0	----	3.3	----	19/287	284/ 8.7	8.5	8.2	115			WEUP
8. WTAK (AOR)	18/ 3.7	5.9	6.7	----	1.5	----	19/168	153/ 4.7	8.1	4.5	100			WTAK
9.														
10.														

12+ FM SHARE (METRO): 79.33% (334 of 421) (SPG 88: 69.51%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZYP-F>> 1 WZYP-F>	1 WDRM-AF<	1 WDRM-AF>	1 WDRM-AF>	1 WDRM-AF>	1 WDRM-AF>> 1 WDRM-AF	1 WDRM-AF>	1 WDRM-AF>	1 WDRM-AF	1 WZYP-F>	1 WDRM-F>>
2 WENN-F	2 WDRM-AF	2 WZYP-F>	2 WZYP-F>	2 WZYP-F>	2 WRS-A-F	2 WZYP-F>>	2 WZYP-F>	2 WZYP-F>>	2 WDRM-AF	2 WZYP-F
3 WDRM-AF>>	3 WAHR-F>	3 WAHR-F>	3 WAHR-F>>	3 WAHR-F>	3 WZYP-F	3 WAHR-F	3 WAHR-F>	3 WAHR-F>	3 WENN-F>>	3 WENN-F>
4	4 WTAK >	4 WENN-F	4 WEUP	4 WRS-A-F	4 WBHP	4 WRS-A-F	4 WENN-F<	4 WAHR-F	4 WAHR-F	4 WYNN
5	5 WENN-F	5	5 WENN-F	5	5 WAHR-F	5 WBHP	5 WBHP	5 WRS-A-F>	5 WRS-A-F	5
6	6 WKQD-F	6	6 WRS-A-F	6	6 WEUP	6 WENN-F	6 WTAK	6 WBHP	6	6

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 WZYP-F	1 WZYP-F>	1 WDRM-AF	1 WZYP-F<	1 WDRM-AF>	1 WZYP-F>	1 WZYP-F>	1 WDRM-AF>	1 WDRM-AF	1 WDRM-AF>>
2 WAHR-F	2 WDRM-AF	2 WZYP-F>>	2 WDRM-AF>	2 WZYP-F>	2 WTAK >	2 WDRM-AF	2 WZYP-F	2 WZYP-F>>	2 WZYP-F>
3 WENN-F>>	3 WAHR-F>>	3 WAHR-F>>	3 WAHR-F>	3 WAHR-F>	3 WKQD-F>	3 WTAK >	3 WAHR-F	3 WAHR-F	3 WAHR-F>
4	4 WENN-F>	4	4 WENN-F	4 WEUP	4 WAHR-F>	4 WAHR-F	4 WTAK	4 WTAK >	4 WTAK
5	5 WKQD-F	5	5 WEUP >>	5 WRS-A-F	5 WDRM-AF	5 WKQD-F	5 WBHP >>	5 WKQD-F	5 WRS-A-F
6	6	6	6	6	6 WENN-F>>	6	6	6	6 WBHP

FORMATS	AM	FM	TOTAL	%	SPG 88	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		93 ( 1)	93 ( 1)	22.1	23.8		WDKT 730 Madison/Hntsvl 2.7/7.0
AOR/CLASSIC	18 ( 1)		18 ( 1)	4.3	7.2		WPIX 1450 Huntsville 1.7/3.3
AC/OLDIES/SOFT ROCK		67 ( 3)	67 ( 3)	15.9	8.5		WKQD-F 93.3 Tullahoma 3.5/11.3
MOR/VARIETY							WNDA-F 95.1 Huntsville 0.8/5.1
COUNTRY	42 ( 3)	110 ( 2)	152 ( 5)	36.1	32.7		WVNN 770 Athens/Hntsvile 1.2/5.5
BLACK/URBAN	19 ( 1)	27 ( 1)	46 ( 2)	10.9	13.0		WQLT-F 107.3 Florence/MusSho 1.2/4.7
BEAUTIFUL/EASY		33 ( 1)	33 ( 1)	7.8	9.4		WQSB-F 105.1 Albertville 0.4/1.5
NEWS/TALK							
NOSTALGIA	8 ( 1)		8 ( 1)	1.9	1.6		
RELIGION/GOSPEL		4 ( 1)	4 ( 1)	1.0	3.4		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS					0.4		
	87 ( 6)	334 ( 9)	421 (15)				

RADIO STATIONS

WBHP, 1230, 1 KW	COUNTRY	ABC I, \$ 30.00 (Katz)	W. Polland
WDKT, 1360, 1 KW/128 W	COUNTRY	\$ 13.00 (---)	Wayne Steelt
WEUP, 1600, 5 KW/500 W (DA-N)	BLACK	SBN, \$ 12.00 (---)	Leroy Garrett
WTAK, 1000, 10 KW (DAYS, DA)	AOR	ABC R, \$ 15.00 (---)	Virginia Griffith
WAHR-F, 99.1, 100 KW @ 540, AC		NBC, \$ 30.00 (Torbet)	Arnold Hornbuckle
WDRM-F, 102.1, 100 KW @ 727, COUNTRY		\$ 50.00 (HNWH)	Mack Bramlett
WKQD-F, 93.3, 100 KW @ 990, AC		\$ 16.00 (---)	(DECATUR) Ron Hale
WRSA-F, 96.9, 100 KW @ 830, BTFL/EZ		CBS, \$ 20.00 (---)	(TULLAHOMA, TN) Paul Nilson
WZYP-F, 104.3, 100 KW @ 1118, CHR		ABC C, \$ 50.00 (Christal)	(ATHENS) Bill Bunnivant

WENN -- See Birmingham MISCELLANEOUS COMMENTS: WJMW changes calls to WVNN (Sept.)...WAAY sold for \$600,000.

INDIANAPOLIS

Arbitron Rank/Pop (12+): 37/1009100

Stations: 20/19  
Diaries: 1719/587:1/55.7%  
Sample Target: 1500  
% Below Line: 0.5  
% Not Listed: 6.3

1988 Revenue: \$46,500,000  
HH Inc.: \$34,011  
Retail \$: 9.6 Bil  
Pop per Station: 53,110  
#1 Biller: WIBC \$9,300,000

MSA Rank/Pop: 40/1232600

ADI # 25

Average Person Ratings: 17.7

Market TSL: 23.5 hours

12+ METRO	1/4/SHARE	WIN	FAL	SUM	SPG	4 Book	12+ TSA	12+ METRO	% Conversion			Birch	Birch	Birch	
		89	88	88	88	Avg.	1/4/CUME	CUME/CUME	RATING	88	88	25-54	Share	AQH	
1. WFBQ-F (AOR)	278/15.6	14.9	14.5	13.8	14.9	14.7	477/4877	2736/27.1	26.4	25.1	117	22.5	411	3824	WFBQ-F
2. WIBC (MOR)	221/12.4	11.1	14.3	13.9	13.1	12.9	240/2880	2373/23.5	24.0	24.8	73	10.5	192	1925	WIBC
3. WFMS-F (C)	202/11.3	12.3	9.0	11.4	10.3	11.0	306/3139	1982/19.6	18.7	19.7	106	9.9	180	2277	WFMS-F
4. WZPL-F (CHR)	174/ 9.7	8.8	9.2	10.2	12.2	9.5	272/4123	2759/27.3	23.4	24.7	63	12.2	222	3013	WZPL-F
5. WKLR-F (O)	151/ 8.5	8.0	6.9	6.6	4.3	7.5	221/3059	1953/19.4	17.0	13.6	155	5.2	95	1623	WKLR-F
6. WENS-F (AC)	131/ 7.3	6.6	7.1	6.7	8.4	6.9	162/2578	1948/19.3	19.6	18.3	111	6.7	122	1814	WENS-F
7. WTLC-F (B)	124/ 6.9	6.8	6.3	8.8	7.7	7.2	131/1339	1252/12.4	13.7	12.3	123	7.7	141	1769	WTLC-F
8. WXTZ-F (EZ)	115/ 6.4	8.6	9.1	7.6	8.6	7.9	157/2251	1470/14.6	17.0	14.9	87	4.4	81	1248	WXTZ-F
9. WTPI-F (AC)	59/ 3.3	3.9	4.6	3.4	4.4	3.8	67/1167	899/ 8.9	11.2	9.8	152	4.1	74	1136	WTPI-F
10. WTUX (BB)	52/ 2.9	3.2	3.2	3.6	2.4	3.2	59/639	544/ 5.4	7.0	5.1	14	1.2	22	392	WTUX
11. WPZZ-F (B)	35/ 2.0	1.9	2.2	1.4	0.4	1.9	35/534	534/ 5.3	5.7	1.8	60	3.6	66	1145	WPZZ-F
12. WIRE (C)	26/ 1.5	1.0	1.6	2.0	1.8	1.5	27/551	443/ 4.4	6.1	4.9	53	1.2	21	478	WIRE
13. WTTS-F (CHR)	18/ 1.0	1.0	0.5	1.2	0.4	0.9	58/1325	591/ 5.9	3.9	3.1	120	1.6	30	493	WTTS-F
14. WGRT (REL)	16/ 0.9	0.9	0.5	0.8	1.2	0.8	16/162	162/ 1.6	0.9	2.0	144	0.8	15	159	WGRT
15. WSYW-F (CL)	15/ 0.8	1.0	0.0	0.0	0.0	0.4	15/214	214/ 2.1	0.0	0.0	112	0.9	17	157	WSYW-F
WNDE (N/T)	15/ 0.8	0.3	0.6	0.6	1.5	0.6	17/474	376/ 3.7	4.1	4.8	100	0.6	11	273	WNDE

12+ FM SHARE (METRO): 79.75% (1335 of 1674) (SPG 88: 76.66%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZPL-F>>	1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>	1 WFBQ-F>	1 WIBC >	1 WFBQ-F	1 WFBQ-F>	1 WFBQ-F>	1 WZPL-F	1 WIBC >>
2 WFBQ-F	2 WZPL-F	2 WKLR-F	2 WKLR-F	2 WKLR-F	2 WFMS-F	2 WIBC >	2 WFMS-F	2 WFMS-F	2 WFBQ-F	2 WTLC-F
WENS-F>	3 WENS-F	3 WFMS-F<	3 WFMS-F	3 WFMS-F	3 WXTZ-F	3 WFMS-F>	3 WKLR-F<	3 WZPL-F	3 WTLC-F	3 WFBQ-F
4 WTLC-F>>	4 WFMS-F<	4 WZPL-F	4 WTLC-F	4 WIBC	4 WKLR-F>	4 WZPL-F	4 WIBC	4 WKLR-F	4 WENS-F	4 WFMS-F>
5	5 WTLC-F	5 WENS-F	WENS-F	5 WTLC-F	5 WTUX	WKLR-F	5 WENS-F	WIBC	5 WFMS-F	5 WENS-F
6	6 WKLR-F	6 WTLC-F>	6 WIBC	6 WENS-F	6 WFBQ-F<	6 WENS-F	6 WZPL-F	6 WENS-F	6 WIBC	6 WZPL-F>
7		7 WIBC	7 WZPL-F	7 WZPL-F	7 WTLC-F<	7 WTLC-F	7 WXTZ-F	7 WTLC-F	7 WKLR-F	7 WKLR-F
				8 WXTZ-F	8 WENS-F	8 WXTZ-F	8 WTLC-F	8 WXTZ-F		
				9 WTPI-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 WZPL-F	1 WFBQ-F	1 WFBQ-F	1 WFBQ-F	1 WFMS-F	1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>>
2 WFBQ-F>>	2 WZPL-F<	2 WENS-F>	2 WENS-F<	2 WKLR-F	2 WZPL-F>	2 WZPL-F	2 WFMS-F	2 WKLR-F	2 WKLR-F
3 WENS-F	3 WENS-F>	3 WTLC-F<	3 WZPL-F<	3 WFBQ-F	3 WENS-F	3 WFMS-F	3 WKLR-F	3 WFMS-F	3 WFMS-F>
4 WTLC-F	4 WTLC-F	4 WFMS-F	4 WKLR-F	WENS-F	4 WTLC-F	4 WTLC-F	4 WTLC-F	4 WZPL-F	4 WIBC
5 WFMS-F	5 WFMS-F	5 WKLR-F	WFMS-F	5 WIBC	5 WFMS-F	5 WKLR-F	5 WZPL-F	5 WTLC-F	5 WTLC-F
6 WPZZ-F	6 WKLR-F>	6 WZPL-F	6 WTLC-F>	6 WTLC-F		6 WENS-F>>		6 WENS-F	6 WZPL-F
	7 WTPI-F	WTPI-F>>	7 WIBC	7 WXTZ-F				7 WIBC	7 WENS-F
			8 WXTZ-F	8 WZPL-F					
			9 WTPI-F>>						

FORMATS	AM	FM	TOTAL	%	SPG 88	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		192 ( 2)	192 ( 2)	11.5	12.9		WBCI-F 100.9 Lebanon 0.6/1.0
AOR/CLASSIC		278 ( 1)	278 ( 1)	16.6	15.8		WCBK-F 102.3 Martinsville 0.5/1.4
AC/OLDIES/SOFT ROCK		341 ( 3)	341 ( 3)	20.4	20.4		WXIR-F 98.3 Plainfield/Indy 0.7/3.2
MOR/VARIETY	230 ( 2)		230 ( 2)	13.7	15.2		
COUNTRY	26 ( 1)	222 ( 3)	248 ( 4)	14.8	13.3		WLW 700 Cincinnati 0.5/2.1
BLACK/URBAN		159 ( 2)	159 ( 2)	9.5	8.6		
BEAUTIFUL/EASY		115 ( 1)	115 ( 1)	6.9	9.2		
NEWS/TALK	15 ( 1)		15 ( 1)	0.9			
NOSTALGIA	52 ( 1)		52 ( 1)	3.1	2.5		
RELIGION/GOSPEL	16 ( 1)	13 ( 1)	29 ( 2)	1.7	2.0		
SPANISH							
CLASSICAL		15 ( 1)	15 ( 1)	0.9			
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	339 ( 6)	1335 ( 14)	1674 ( 20)				

**AM STATIONS**

WGRT, 810, 250 W (DAYS), GOSPEL  
 WIBC, 1070, 50 KW/10 KW (DA-2), MOR  
 WIRE, 1430, 5 KW (DA-N), COUNTRY  
 WNDE, 1260, 5 KW (DA-N), TALK  
 WNTS, 1590, 5 KW/500 W (DA-2), RELIGION  
 WTUX, 1310, 5 KW/1 KW (DA-2), NOSTALGIA

SBN, \$ 18.00 (---)  
 NBC, TNLKNT, \$ 140.00 (Durpetti)  
 ABC I, \$ 40.00 (Christal)  
 US 2, \$ 34.00 (Katz)  
 \$ 20.00 (---)  
 CBS, \$ 43.00 (MMR)

Universal Perry Broadnax  
 Sconnix Roy Cooper  
 ML/WIN Ken Brown  
 Great American Chris Wheat  
 James Wilson  
 Al Hobbs  
 Panache

**FM STATIONS**

WENS, 97.1, 23 KW @ 739, AC  
 WFMS, 95.5, 13 KW @ 990, COUNTRY  
 WKLR, 93.1, 12 KW @ 1000, OLDIES  
 WFBQ, 94.7, 52 KW @ 850, AOR  
 WPZZ, 95.9, 3 KW @ 300, BLACK  
 WSYW, 107.1, 1 KW @ 500, CLASSICAL  
 WTLC, 105.7, 50 KW @ 445, BLACK  
 WTPI, 107.9, 22 KW @ 750, SOFT AC  
 WXIR, 96.3, 3 KW @ 296, RELIGION  
 WXTZ, 103.3, 18 KW @ 860, EZ  
 WZPL, 99.5, 13 KW @ 900, CHR  
 WTTS, 92.3, 37 KW @ 1091, CHR

\$ 107.00 (Mc-Guild)  
 \$ 116.00 (Eastman)  
 \$ 100.00 (Durpetti)  
 SOURCE, \$ 163.00 (Katz)  
 SBN, \$ 16.00 (Regional)  
 UPI, \$ 25.00 (CMBS)  
 \$ 70.00 (MMR)  
 \$ 56.00 (Eastman)  
 \$ 15.00 (---)  
 ABC E, \$ 80.00 (Christal)  
 APR, \$ 90.00 (HNWH)  
 \$ 30.00 (Republic)

Emmis Christine Woodward  
 Susquehanna Nancy Vaeth  
 Sconnix Roy Cooper  
 Great American Chris Wheat  
 Willis (FRANKLIN) Lee Jackson  
 Universal (DANVILLE) Stephen Ross  
 Panache Al Hobbs  
 Somerset John Patton  
 (PLAINFIELD) Gary Arnold  
 ML/WIN Ken Brown  
 Booth Roger Ingram  
 Sarkes Tarzian Geoff Vargo  
 (BLOOMINGTON)

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JACKSON, MS

Arbitron Rank/Pop (12+): 112/325,300  
 MSA Rank/Pop: 118/397,300  
 ADI # 85  
 Average Person Ratings: 19.4  
 Market TSL: 25.25 hours

Stations: 19/19  
 Diaries: 721/451:1/51.3%  
 Sample Target: 700  
 % Below Line: 0.0  
 % Not Listed: 15.4

1988 Revenue: \$11,500,000  
 HH Inc.: \$29,741  
 Retail \$: 2.6 Bil  
 Pop per Station: 17,121  
 #1 Biller: WMSI-F \$2,800,000

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WJMI-F (B)	105/16.6	----	17.8	----	18.1	----	184/1760	942/29.0	28.8	27.7	94	20.8	126	1035	WJMI-F
2. WMSI-F (C)	99/15.7	----	14.2	----	14.3	----	217/2108	889/27.3	26.9	25.6	124	16.2	98	983	WMSI-F
3. WTYX-F (CHR)	49/ 7.8	----	8.8	----	9.2	----	94/1313	712/21.9	22.7	23.0	87	8.3	50	713	WTYX-F
4. WKXI (B)	35/ 5.5	----	5.4	----	8.0	----	36/570	546/16.8	15.6	19.0	113	4.5	27	524	WKXI
5. WMJW-F (AC)	34/ 5.4	----	2.2	----	----	----	69/674	400/12.3	4.3	0.0	157	3.8	23	221	WMJW-F
6. WOAD (REL)	33/ 5.2	----	8.1	----	10.2	----	33/439	439/13.5	18.5	16.1	104	8.3	50	546	WOAD
7. WOHT-F (CHR)	27/ 4.3	----	5.9	----	5.5	----	34/631	436/13.4	13.8	13.7	58	5.5	33	410	WOHT-F
8. WSLI-F (AC)	25/ 4.0	----	7.5	----	4.8	----	47/814	421/12.9	18.7	14.8	113	3.0	18	423	WSLI-F
9. WLIN-F (EZ)	25/ 4.0	----	----	----	1.2	----	28/473	418/12.8	0.0	4.3	77	3.1	19	250	WLIN-F
10. WJNT (N/T)	22/ 3.5	----	2.2	----	1.4	----	22/237	218/ 6.7	5.3	3.6	49	2.8	17	304	WJNT
11. WSTZ-F (AOR)	15/ 2.4	----	6.8	----	6.8	----	17/259	226/ 6.9	11.9	13.3	104	4.3	26	393	WSTZ-F
12. WMGO (REL)	13/ 2.1	----	1.3	----	2.4	----	13/100	100/ 3.1	1.8	4.3	52				WMGO
13. WJDX (MOR)	13/ 2.1	----	3.1	----	3.8	----	14/331	283/ 8.7	8.9	10.7	95	2.5	15	245	WJDX
14. WSLI (C)	12/ 1.9	----	1.6	----	2.9	----	14/265	222/ 6.8	7.2	7.5	42	1.0	6	132	WSLI
15.															

12+ FM SHARE (METRO): 73.03% (390 of 534) (SPG 88: 73.90%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJMI-F	1 WJMI-F>	1 WJMI-F	1 WMSI-F	1 WMSI-F	1 WMSI-F>>	1 WMSI-F>	1 WMSI-F>	1 WMSI-F	1 WJMI-F>>	1 WJMI-F>>
2 WTYX-F>	2 WMSI-F	2 WMSI-F>	2 WJMI-F>	2 WJMI-F>	2 WJMI-F	2 WJMI-F>	2 WJMI-F>	2 WJMI-F>	2 WTYX-F	2 WMSI-F>
3 WOHT-F>>	3 WTYX-F>	3 WTYX-F	3 WMJW-F	3 WMJW-F	3 WLIN-F	3 WTYX-F	3 WTYX-F>	3 WTYX-F>	3 WMSI-F>	3 WJNT
4	4 WKXI	4 WMJW-F	4 WTYX-F	4 WTYX-F	4 WJNT	4 WKXI	4 WMJW-F	4 WMJW-F	4 WOHT-F	4 WKXI >>
	5 WOHT-F	5 WKXI	5 WKXI	5 WKXI	5 WMJW-F	5 WOAD <	5 WOAD	5 WKXI	5 WKXI	5 WLIN-F
						6 WMJW-F	6 WLIN-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 WJMI-F>>	1 WJMI-F>	1 WMSI-F	1 WJMI-F	1 WMSI-F>	1 WJMI-F>>	1 WJMI-F>>	1 WJMI-F	1 WJMI-F>	1 WMSI-F
2 WOKJ	2 WMSI-F>	2 WJMI-F>	2 WMSI-F>	2 WJMI-F>	2 WTYX-F	2 WTYX-F	2 WMSI-F	2 WMSI-F>	2 WJMI-F>>
3 WTYX-F	3 WTYX-F	3 WTYX-F	3 WTYX-F	3 WMJW-F	4 WKXI >>	4 WMSI-F>	3 WTYX-F>>	3 WTYX-F	3 WMJW-F
4 WSLI-F	4 WSLI-F	4 WSLI-F	4 WMJW-F	4 WKXI	4 WSTZ-F	4 WKXI	4 WKXI	4 WMJW-F	4 WTYX-F
WOHT-F	5 WOAD	5 WOAD	5 WSLI-F	5 WTYX-F	WOHT-F	5 WSTZ-F	5 WKXI	5 WKXI	
WMSI-F		WMJW-F	WKXI	WSLI-F	WMSI-F>>	WOHT-F			
				WOAD >>					

FORMATS	AM	FM	TOTAL	%	SPG 88	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		76 ( 2)	76 ( 2)	14.2	9.8	WHJT-F 93.5 Clinton/Jackson 1.4/3.6
AOR/CLASSIC	5 ( 1)	15 ( 1)	20 ( 2)	3.7	10.2	WIIN-F 98.7 Vicksburg 0.3/2.6
AC/OLDDIES/SOFT ROCK		59 ( 2)	59 ( 2)	11.0	13.3	WJXN 1450 Jackson 0.5/1.5
MOR/VARIETY	13 ( 1)		13 ( 1)	2.4	3.4	WOKJ 1550 Jackson 1.3/3.5
COUNTRY	20 ( 2)	101 ( 2)	121 ( 4)	22.7	15.9	WZRX 1590 Jackson 0.8/2.8
BLACK/URBAN	35 ( 1)	105 ( 1)	140 ( 2)	26.2	26.9	
BEAUTIFUL/EASY		25 ( 1)	25 ( 1)	4.7	6.6	
NEWS/TALK	22 ( 1)		22 ( 1)	4.1	2.4	
NOSTALGIA						
RELIGION/GOSPEL	49 ( 3)	9 ( 1)	58 ( 4)	10.9	11.0	
SPANISH						
CLASSICAL						
JAZZ/NEW AGE						
UNKNOWN/OTHERS					0.4	
	144 ( 9)	390 (10)	534 (19)			

RADIO STATIONS

WJDX, 620, 5 KW/1 KW (DA-N), MOR	ABC D, \$ 17.00 (Christal)	Ken Windham
WJNT, 1180, 50 KW/5 KW (DA-2), TALK	NBC, TRNSTR, \$ 14.00 (---)	Jim McAllily
WKXI, 1300, 5 KW/1 KW, BLACK	SBN, \$ 15.00 (Banner)	Bob O'Brien
WMGO, 1370, 1 KW (DAYS), GOSPEL	\$ 6.00 (Bunchez)	Michael McCulloch
WOAD, 1400, 1 KW, GOSPEL	NBN, \$ 16.00 (Durpetti)	Carl Haynes
WSLI, 930, 5 KW (DA-N), COUNTRY	CBS, \$ N/A (Eastman)	B. Imbragulio
WJMI-F, 99.7, 100 KW @ 1060, BLACK	ABC F, CBS, \$ 44.00 (Durpetti)	Carl Haynes
WLIN-F, 101.7, 3 KW @ 300, BTFL/EZ	\$ 15.00 (K & P)	Milt Rogers
WMJW-F, 107.5, 100 KW @ 960, AC	\$ 15.00 (Republic)	Craig Scott
WMSI-F, 102.9, 100 KW @ 1800, COUNTRY	ABC E, \$ 60.00 (Christal)	Ken Windham
WOHT-F, 95.5, 100 KW @ 1060, CHR	MBS, \$ 23.00 (HNWH)	Lewis Hopper
WSLI-F, 96.3, 100 KW @ 1450, AC	\$ 33.00 (Eastman)	B. Imbragulio
WSTZ-F, 106.7, 100 KW @ 1050, AOR	NBC, \$ 35.00 (HNWH)	Lewis (VICKSBURG)

MISCELLANEOUS COMMENTS: WLIN-F changes calls to WOHT (Feb)...WOHT changes from BTFL to CHR (Feb)...WEQZ-F changes calls to WLIN (March)...WLIN-F changes to BTFL/EZ...WOAD sold to Holt for \$450,000...WOKJ sold by Holt for \$100,000...WLIN-F sold for \$2,400,000 (Chapman).

JACKSONVILLE

Arbitron Rank/Pop (12+): 52/759,500

Stations: 28/24  
Diaries: 1212/627:1/53.1%  
Sample Target: 1000  
% Below Line: 2.2  
% Not Listed: 18.0

1988 Revenue: \$22,500,000  
HH Inc.: \$30,862  
Retail \$: 5.9 Bil  
Pop per Station: 31,645  
#1 Biller: WAPE-AF \$4,300,000

MSA Rank/Pop: 59/894,200

ADI # 57

Average Person Ratings: 15.7

Market TSL: 21.25 hours

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume
1. WAPE-AF (CHR)	168/14.1	15.9	15.4	17.2	18.7	15.7	191/2642	2143/28.2	30.7	30.3	73	19.7	272	2461
2. WQIK-F (C)	145/12.2	10.8	9.7	10.5	10.9	10.8	213/1981	1470/19.4	19.6	18.5	118	12.2	170	1523
3. WFYV-F (AOR)	99/ 8.3	8.3	11.2	10.3	7.5	9.5	104/1224	1100/14.5	19.0	13.0	130	8.7	122	1506
4. WEJZ-F (AC)	75/ 6.3	6.4	3.7	4.1	3.4	5.1	79/1148	1033/13.6	8.7	9.1	133	4.9	69	884
5. WPDQ-F (B)	73/ 6.1	5.6	6.7	7.4	5.8	6.4	73/830	816/10.7	11.1	11.3	79	8.3	116	1223
6. WAIV-F (AC)	71/ 6.0	5.5	7.7	6.7	8.7	6.5	81/1319	1187/15.6	18.6	20.0	128	3.8	53	943
7. WIVY-F (AC)	64/ 5.4	5.4	6.5	8.5	6.2	6.4	83/1265	1135/14.9	19.4	16.3	139	5.6	122	1506
8. WCRJ-F (C)	44/ 3.7	4.7	6.1	4.2	7.1	4.7	54/811	726/ 9.6	12.7	12.4	105	5.6	78	914
9. WZAZ (B)	37/ 3.1	3.8	3.0	2.4	2.3	3.1	37/458	458/ 6.0	5.9	4.9	123	2.2	31	347
WOKV (N/T)	37/ 3.1	3.0	2.3	4.0	3.0	3.1	37/514	508/ 6.7	7.0	7.3	77	2.6	36	433
11. WIOI-F (AOR)	28/ 2.3	2.3	0.0	0.0	0.0	1.1	33/547	484/ 6.4	0.0	0.0	130	5.4	75	682
12.														
13.														
14.														
15.														

12+ FM SHARE (METRO): 81.80% (800 of 978) (SPG 88: 83.96%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAPE-AF>>1	WAPE-AF	1 WAPE-AF	1 WQIK-F	1 WQIK-F>	1 WQIK-F>>	1 WQIK-F<	1 WQIK-F	1 WAPE-AF	1 WAPE-AF>	1 WQIK-F
2 WPDQ-F>>	2 WFYV-F>>	2 WFYV-F	2 WFYV-F	2 WFYV-F<	2 WEJZ-F	2 WAPE-AF>	2 WAPE-AF	2 WQIK-F>	2 WPDQ-F	2 WAPE-F>>
3 WNFI-F>>	3 WPDQ-F	3 WQIK-F>	3 WAPE-AF	3 WAPE-AF	3 WAPE-AF	3 WFYV-F	3 WFYV-F	3 WQIK-F	3 WQIK-F	3 WPDQ-F
4	4 WAIV-F<	4 WAIV-F	4 WAIV-F<	4 WEJZ-F	4 WAIV-F	4 WEJZ-F<	4 WEJZ-F	4 WPDQ-F	4 WFYV-F	4 WFYV-F
5	5 WQIK-F<	5 WIVY-F	5 WEJZ-F<	5 WAIV-F<	5 WOKV	5 WAIV-F	5 WAIV-F	5 WAIV-F<	5	5 WZAZ
6	6 WIVY-F	6 WEJZ-F<	6 WIVY-F	6 WIVY-F	6 WIVY-F	6 WIVY-F	6 WIVY-F	6 WEJZ-F	6	6 WIOI-F
		7 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-AF>>1	WAPE-AF>>1	WAPE-AF	1 WAPE-AF>	1 WEJZ-F<		1 WAPE-AF	1 WFYV-F>	1 WFYV-F>>	1 WFYV-F	1 WQIK-F<
2 WPDQ-F	2 WIVY-F	2 WIVY-F	2 WIVY-F	2 WQIK-F		2 WFYV-F>	2 WAPE-AF>	2 WAPE-AF	2 WQIK-F	2 WFYV-F>
3 WIVY-F	3 WAIV-F	3 WEJZ-F	3 WEJZ-F	3 WAPE-AF		3 WPDQ-F>>	3 WQIK-F	3 WQIK-F>	3 WAPE-AF>	3 WAPE-AF>
4 WAIV-F>	4 WFYV-F	4 WAIV-F	4 WQIK-F	4 WIVY-F		4 WQIK-F	4 WPDQ-F>	4 WPDQ-F	4 WPDQ-F	4 WAIV-F
5 WIOI-F	5 WEJZ-F	5 WFYV-F	5 WAIV-F>	5 WAIV-F>		5 WCRJ-F	5 WAIV-F	5 WAIV-F	5 WAIV-F	5 WPDQ-F
6 WFYV-F	6 WPDQ-F	6 WQIK-F	6 WPDQ-F<	6 WFYV-F		6 WAIV-F	6	6 WIOI-F	6	6 WIVY-F
			7 WFYV-F					7 WIVY-F		

FORMATS	AM	FM	TOTAL	%	SPG 88	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP	3 ( 1)	177 ( 2)	180 ( 3)	18.4	23.9	WAOC 1420 St. Augustine 1.0/1.0
AOR/CLASSIC	9 ( 1)	131 ( 3)	140 ( 4)	14.3	9.0	WAYR 550 Orange Park 1.1/1.4
AC/OLDIES/SOFT ROCK	11 ( 1)	225 ( 5)	236 ( 6)	24.1	20.3	WCGL 1360 Jacksonville 1.5/3.0
MOR/VARIETY						WFYV 1460 Jacksonville 0.8/1.6
COUNTRY	18 ( 2)	189 ( 2)	207 ( 4)	21.2	22.7	WJAX 1220 Jacksonville 0.4/1.4
BLACK/URBAN	37 ( 1)	73 ( 1)	110 ( 2)	11.2	9.8	WJQR 1530 Jacksonville 0.5/1.2
BEAUTIFUL/EASY					4.0	WQIK 1320 Jacksonville 0.5/2.7
NEWS/TALK	37 ( 1)		37 ( 1)	3.8	3.6	WROS 1050 Jcksnvl/Daytona 0.3/2.0
NOSTALGIA	5 ( 1)		5 ( 1)	0.5	0.7	WRXJ 930 Jacksonville 0.9/2.2
RELIGION/GOSPEL	58 ( 6)		58 ( 6)	5.9	4.4	WSOS-F 105.5 St Augustine 0.8/1.9
SPANISH						WSVE 1280 Jacksonville 1.1/2.9
CLASSICAL						WVOJ 970 Jacksonville 0.3/1.6
JAZZ/NEW AGE						
UNKNOWN/OTHERS		5 ( 1)	5 ( 1)	0.5	1.5	WJHM-F 101.9 Daytona Beach 0.4/1.5
	178 (14)	800 (14)	978 (28)			WNFI-F 99.9 Palatka 1.0/4.2
						WOCL-F 105.9 DeLand 0.4/1.2
						WRUF-F 103.7 Gainesville 0.3/1.1

RADIO STATIONS

WCGL, 1360, 5 KW (DAYS)	, GOSPEL	SBN, \$ 16.00 (K & P)	Emily Timmons
WOKV, 600, 5 KW (DA-N)	, NEWS/TALK	ABC T, CBS, \$ 30.00 (MMR)	Jeff Dorf
WZAZ, 1400, 1 KW	, BLACK	SBN, \$ 24.00 (Roslin)	Mark Picus
WAIV-F, 96.9, 100 KW @ 935, AC		, \$ 86.00 (MMR)	Jeff Dorf
WAPE-F, 95.1, 100 KW @ 860, CHR		, \$ 96.00 (Christal)	Evergreen
WCRJ-F, 107.3, 100 KW @ 350, COUNTRY		, \$ 56.00 (Katz)	Hoker
WFYV-F, 104.5, 100 KW @ 700, AOR		NBC, \$ 70.00 (Mc-Guild)	Metroplex
WIOI-F, 100.7, 100 KW @ 500, CLASSIC AOR		, \$ 40.00 (---)	Osborn (BRUNSWICK,GA)
WIVY-F, 102.9, 100 KW @ 984, AC		APR, \$ 64.00 (Banner)	Taylor
WPDQ-F, 92.7, 3 KW @ 300, BLACK		SBN, NBN, \$ 30.00 (Republic)	Willis (GREEN COVE)
WQIK-F, 99.1, 100 KW @ 1050, COUNTRY		ABC E, \$ 94.00 (Eastman)	Jacor
WEJZ-F, 96.1, 100 KW @ 830, SOFT AC		, \$ 49.00 (Christal)	ML/WIN
			Buc Weatherby
			Steve Avellone
			Don Rosette
			Bill Mize
			---

MISCELLANEOUS COMMENTS: WPDQ-F (Green Cove) sold for \$1,440,000...WAPE-AM sold by Evergreen to Genesis (Maduri) for \$875,000...WRXJ, WCRJ-F sold by Hoker to Ragan Henry for \$8,600,000 (MVP).

JOHN CITY-KINGSPORT

Arbitron Rank/Pop (12+): 90/378,300

Stations: 25/20  
Diaries: 797/475:1/55.9%  
Sample Target: 770  
% Below Line: 5.0  
% Not Listed: 12.6

1988 Revenue: \$9,500,000  
HH Inc.: \$26,658  
Retail \$: 2.7 Bil  
Pop per Station: 18,915  
#1 Biller: WQUT-F \$2,100,000

MSA Rank/Pop: 106/447,700

ADI # 86

Average Person Ratings: 15.9

Market TSL: 21.5 hours

12+ METRO	1/4/SHARE	FAL	SPG	FAL	SPG	4 Book	12+ TSA	12+ METRO	FAL	SPG	%	Birch	Birch	Birch	Cume
		88	88	87	87	Avg.	1/4/CUME	CUME/CUME	88	88	25-54	Conversion	Share	AQH	
1. WQUT-F (CHR)	124/20.6	19.6	22.6	24.1	25.2	----	169/1978	1400/37.0	36.3	36.7	89	25.0	166	1513	WQUT-F
2. WXBQ-F (C)	114/19.0	17.6	19.4	17.9	17.2	----	190/2038	1122/29.7	33.7	29.0	128	20.2	134	1289	WXBQ-F
3. WTFM-F (AC)	88/14.6	14.9	17.1	11.9	14.1	----	121/1553	1108/29.3	28.8	26.1	134	14.6	97	826	WTFM-F
4. WJCV (C)	31/ 5.2	7.2	7.2	9.9	7.6	----	31/534	514/13.6	14.8	14.8	63	3.5	23	320	WJCV
5. WKPT (EZ)	23/ 3.8	4.0	3.1	2.2	1.7	----	23/326	316/ 8.4	6.5	5.0	71	2.1	14	197	WKPT
6. WUSJ-F (C)	22/ 3.7	3.4	3.1	3.4	5.3	----	23/288	282/ 7.5	6.0	7.5	130	3.6	24	257	WUSJ-F
7. WZXY-F (CHR)	17/ 2.8	4.4	3.5	3.2	3.4	----	17/374	374/ 9.9	7.8	7.3	43	5.0	33	382	WZXY-F
8. WZAP (REL)	17/ 2.8	0.7	0.7	1.4	1.6	----	18/158	122/ 3.2	3.7	3.7	21	0.9	6	88	WZAP

12+ FM SHARE (METRO): 77.71% (408 of 525) (SPG 88: 77.20%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WQUT-F>>	1 WQUT-F>>	1 WQUT-F	1 WXBQ-F	1 WXBQ-F	1 WXBQ-F>	1 WXBQ-F	1 WQUT-F	1 WQUT-F>	1 WQUT-F	1 WXBQ-F>>
2 WZXY-F>	2 WXBQ-F	2 WXBQ-F	2 WTFM-F<	2 WTFM-F	2 WTFM-F>	2 WTFM-F<	2 WXBQ-F<	2 WXBQ-F	2 WXBQ-F	2 WQUT-F
3 WTFM-F	3 WTFM-F>>	3 WTFM-F>>	3 WQUT-F>>	3 WQUT-F>>	3 WJCV	3 WQUT-F>	3 WTFM-F>>	3 WTFM-F>>	3 WTFM-F>>	3 WTFM-F>>
4	4	4	4	4	4 WQUT-F	4 WJCV >>	4	4	4	4

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 WQUT-F>>	1 WQUT-F>>	1 WQUT-F>>	1 WQUT-F>	1 WXBQ-F	1 WQUT-F>>	1 WQUT-F>>	1 WQUT-F>>	1 WQUT-F	1 WXBQ-F
2 WTFM-F	2 WTFM-F	2 WTFM-F	2 WXBQ-F	2 WTFM-F	2 WXBQ-F	2 WXBQ-F>	2 WXBQ-F>	2 WXBQ-F	2 WTFM-F
3 WXBQ-F>	3 WXBQ-F>>	3 WXBQ-F>>	3 WTFM-F>>	WQUT-F>>	3 WTFM-F>	3 WTFM-F>	3 WTFM-F>	3 WTFM-F>>	3 WQUT-F>>
4 WZXY-F>	4	4	4	4	4	4 WIMZ-F	4 WIMZ-F	4	4

FORMATS	AM	FM	TOTAL	%	SPG 88	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		149 ( 4)	149 ( 4)	28.4	29.2	WABN-F 92.7 Abingdon 0.8/2.1
AOR/CLASSIC		14 ( 2)	14 ( 2)	2.7		WBEJ 1240 Elizabethton 1.2/3.4
AC/OLDIES/SOFT ROCK	6 ( 1)	91 ( 2)	97 ( 3)	18.5	18.6	WEMB 1420 Erwin 1.2/2.0
MOR/VARIETY	2 ( 1)		2 ( 1)	0.4		WETB 790 Johnson City 0.7/3.2
COUNTRY	53 ( 4)	150 ( 4)	203 ( 8)	38.7	41.0	WFHG 980 Bristol 1.0/4.0
BLACK/URBAN						WIKQ-F 94.9 Greenville 0.5/3.5
BEAUTIFUL/EASY	27 ( 2)		27 ( 2)	5.1	3.8	WJTV 640 Blountville 0.3/2.2
NEWS/TALK						WKIN 1320 Kingsport 1.3/2.6
NOSTALGIA	5 ( 1)		5 ( 1)	1.0	2.6	WMCH 1260 Church Hill 1.0/2.2
RELIGION/GOSPEL	24 ( 3)	4 ( 1)	28 ( 4)	5.3	4.8	WMEV-F 93.9 Marion 0.7/3.9
SPANISH						WOPI 1490 Bristol 0.8/3.7
CLASSICAL						WXIS-F 103.9 Erwin 0.3/2.7
JAZZ/NEW AGE						
UNKNOWN/OTHERS						WFGW 1010 Black Mountain 0.2/0.4
	117 (12)	408 (13)	525 (25)			WIMZ-F 103.5 Knoxville 2.0/3.7
						WIVK-F 107.7 Knoxville 1.7/3.4
						WKSF-F 99.9 Asheville/Greenvl 0.5/2.8
						WMIT-F 106.9 Black Mountain 0.7/2.9

RADIO STATIONS

WJCV, 910, 5 KW/1 KW (DA-N), COUNTRY	MBS, \$ 21.00 (Katz)	Bloomington (JOHNSON CITY)	Ken Maness
WKPT, 1400, 1 KW, BTFL/EZ	ABC E, \$ 14.00 (Republic)	Home News (KINGSPORT)	Dave Widener
WZAP, 690, 10 KW (DAYS), RELIGION	, \$ 10.00 (Gates)	(BRISTOL, VA)	R. Morris
WFHG, 980, 5 KW/1 KW (DA-N), OLDIES	ABC D, \$ 13.00 (Mc-Guild)	Nininger (BRISTOL, VA)	W. Nininger
WQUT-F, 101.5, 100 KW @ 1500, CHR	US 1, \$ 48.00 (Katz)	Bloomington (JOHNSON CITY)	Ken Maness
WTFM-F, 98.5, 100 KW @ 1260, AC	ABC E, \$ 36.00 (Republic)	Home News (KINGSPORT)	Dave Widener
WUSJ-F, 99.3, 3 KW @ 300, COUNTRY	NBC, TRNSTR, \$ 18.00 (Durpetti)	(ELIZABETHTON)	Norm Thomas
WXBQ-F, 96.9, 67 KW @ 2240, COUNTRY	ABC I, \$ 40.00 (Mc-Guild)	Nininger (BRISTOL, VA)	Kurt Ziegler
WZXY-F, 104.9, 1 KW @ 475, CHR	ABC C, \$ 18.00 (Torbet)	Bahakel (KINGSPORT)	Wayne Grills

JOHNSTOWN

Arbitron Rank/Pop (12+): 149/212,100

MSA Rank/Pop: 174/251,800

ADI #87 (w/Altoona)

Average Person Ratings: 17.6

Market TSL: 24.0 hours

Stations: 28/14

Diaries: 631/336:1/63.0%

Sample Target: 610

% Below Line: 10.4

% Not Listed: 13.9

1988 Revenue: \$4,600,000

HH Inc.: \$24,607

Retail \$: 1.1 Bil

Pop per Station: 15,150

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

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume
1. WGLU-F (CHR)	52/13.9	----	12.8	----	3.9	----	57/683	596/28.1	25.4	15.7	74			WGLU-F
2. WKYE-F (AC)	46/12.3	----	12.0	----	16.1	----	61/891	598/28.2	27.6	24.8	148			WKYE-F
3. WJAC (MOR)	29/ 7.8	----	9.4	----	8.2	----	31/440	407/19.2	20.5	18.9	127			WJAC
4. WYSN-F (BB)	25/ 6.7	----	3.9	----	2.3	----	28/301	248/11.7	9.3	7.0	45			WYSN-F
5. WDVE-F (AOR)	23/ 6.1	----	4.7	----	4.9	----	31/434	301/14.2	10.4	13.3	130			WDVE-F
6. WJNL-F (AC)	16/ 4.3	----	3.1	----	6.2	----	16/316	294/13.9	11.6	17.3	91			WJNL-F
7. WDSY-F (C)	13/ 3.5	----	1.0	----	2.0	----	19/165	122/ 5.8	4.1	3.1	140			WDSY-F
WVSC (C)	13/ 3.5	----	3.1	----	3.9	----	13/168	158/ 7.4	6.1	6.3	71			WVSC
9. WIYQ-F (O)	11/ 2.9	----	3.6	----	1.0	----	17/375	283/13.3	10.1	6.0	169			WIYQ-F
10. WSHH-F (EZ)	9/ 2.4	----	1.8	----	2.0	----	11/159	88/ 4.1	5.1	4.4	83			WSHH-F
WBZZ-F (CHR)	9/ 2.4	----	2.9	----	4.3	----	23/341	162/ 7.6	6.6	9.6	104			WBZZ-F
12.														
13.														
14.														
15.	12+ FM SHARE (METRO):	77.02%	(248 of 322)	(SPG 88:	66.29%									

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WGLU-F>>	1 WGLU-F	1 WKYE-F<	1 WKYE-F>	1 WKYE-F>	1 WJAC	1 WGLU-F	1 WKYE-F>	1 WGLU-F	1 WGLU-F>>	1 WJAC >
2 WBZZ-F>>	2 WKYE-F>	2 WGLU-F>	2 WGLU-F	2 WGLU-F<	2 WYSN-F>	2 WKYE-F>	2 WGLU-F	2 WKYE-F>	2 WKYE-F	2 KDKA
3	3 WDVE-F>>	3 WDVE-F	3 WJAC	3 WJAC	3 WKYE-F>	3 WJAC >	3 WJAC	3 WYSN-F	3 WJNL-F	3 WVSC-F
4	4 WDSY-F	4 WJAC	4 WDVE-F	4 WDVE-F	4 WVSC	4 WDVE-F	4 WYSN-F	4 WDVE-F	4 WJAC	4 WGLU-F
5	5 WJNL-F	5	5	5	5 WGLU-F	5 WJNL-F	5 WDVE-F	5 WJAC	5	5 WGLU-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 WGLU-F>>	1 WGLU-F	1 WKYE-F>	1 WKYE-F<	1 WKYE-F>	1 WGLU-F>>	1 WKYE-F	1 WKYE-F	1 WKYE-F	1 WKYE-F>
2 WKYE-F>>	2 WKYE-F>>	2 WGLU-F>>	2 WGLU-F>>	2 WGLU-F>	2 WDVE-F>	WGLU-F	2 WDVE-F>>	WGLU-F	2 WDVE-F
3 WDVE-F	3 WDVE-F	3 WDVE-F	3 WDVE-F	3 WJAC	3 WMYG-F	3 WDVE-F>>	3 WDSY-F	3 WDVE-F>	3 WJAC
WJNL-F>>	WJNL-F>	WJNL-F	WJNL-F	4 WIYQ-F	WVSC-F>>	4 WDSY-F	WGLU-F>	4 WJAC >	4 WGLU-F>
5	5 WDSY-F	5	WJAC	5 WJNL-F	5	5	5 WJNL-F>>	5 WDSY-F>>	5 WDSY-F

FORMATS	AM	FM	TOTAL	%	SPG 88 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		61 ( 2)	61 ( 2)	18.9	22.4	WADJ 1330 Somerset 0.8/3.0
AOR/CLASSIC		28 ( 2)	28 ( 2)	8.7	5.9	WBEM 1350 Windber/Johnstn 1.3/2.9
AC/OLDIES/SOFT ROCK	3 ( 1)	92 ( 8)	95 ( 9)	29.5	20.7	WBXQ-F 94.3 Cresson 1.1/7.1
MOR/VARIETY	51 ( 5)		51 ( 5)	15.8	21.5	WCRO 1230 Johnstown 1.6/4.9
COUNTRY	14 ( 2)	20 ( 2)	34 ( 4)	10.6	20.4	WJNL 1490 Johnstown 1.9/6.5
BLACK/URBAN		3 ( 1)	3 ( 1)	0.9		WNCC 950 Barnesboro 1.9/2.7
BEAUTIFUL/EASY NEWS/TALK		15 ( 2)	15 ( 2)	4.7	3.7	WVSC-F 97.7 Somerset 1.3/4.4
NOSTALGIA		25 ( 1)	25 ( 1)	7.8	4.2	KDKA 1020 Pittsburgh 0.8/3.4
RELIGION/GOSPEL						WALY-F 103.9 Bellwood/Altna 0.8/2.2
SPANISH						WAMO-F 105.9 Pittsburgh 0.8/1.7
CLASSICAL						WFBG-F 98.1 Altoona/St.Clge 1.6/5.4
JAZZ/NEW AGE						WFRB 560 Frostburg/Cumbr 0.3/3.1
UNKNOWN/OTHERS	6 ( 1)	4 ( 1)	10 ( 2)	3.1	1.1	WFRB-F 105.3 Frostburg/Cmbrl 1.9/3.0
	74 ( 9)	248 (19)	322 (28)			WLTJ-F 92.9 Pittsburgh 0.5/3.4
						WMYG-F 96.9 Braddock 1.3/4.6
						WOWQ-F 102.1 DuBois 1.1/3.6
						WWSW-F 94.5 Pittsburgh 1.3/4.2

RADIO STATIONS

WCRO, 1230, 1 KW (DA-1)	, ?	ABC F, \$ N/A (Republic)	
WJAC, 850, 10 KW (DA-1)	, MOR/OLDIES	NBC, US 2, \$ 22.00 (Mc-Guild)	
WJNL, 1490, 1 KW	, MOR	CBS, TALKNT, \$ 13.00 (Roslin)	Sandy Neri
WNCC, 950, 500 W (DAYS)	, MOR	ABC E, \$ 7.00 (Savalli)	(BARNESBORO) Bill Bland
WVSC, 990, 10 KW	, COUNTRY	ABC I, \$ 6.00 (Regional)	(SOMERSET) Dick Adams
WBXQ-F, 94.3, .2 KW @ 925, AC		ABC F, \$ 20.00 (Roslin)	(CRESSON) Neil Hart
WGLU-F, 92.1, .2 KW @ 950, CHR		SOURCE, \$ 25.00 (Republic)	Ralph Lovette
WIYQ-F, 99.1, 50 KW @ 500, OLDIES		SMN, \$ 10.00 (Dome)	(EBENSBURG) Helen Walker
WJNL-F, 96.5, 50 KW @ 500, AC		RADRAD, \$ 17.00 (Roslin)	Bill Bingler
WVSC-F, 97.7, 3 KW @ 270, AC		ABC I, \$ 7.00 (Regional)	(SOMERSET) Dick Adams
WYSN-F, 101.7, .7 KW @ 645, NOSTALGIA		CNN, \$ 7.00 (---)	(CENTRAL CITY) Ron Lorence
WKYE-F, 95.5, 57 KW @ 1060, AC		US 1, \$ 37.00 (Mc-Guild)	Sandy Neri

OTHER RANKED STATIONS -- See Pittsburgh MISCELLANEOUS COMMENTS: WBEM (Windber) sold for \$187,000.



KALAMAZOO

Arbitron Rank/Pop (12+): 163/183,300

Stations: 17/10  
 Diaries: 713/257:1/57.6%  
 Sample Target: 610  
 % Below Line: 1.7  
 % Not Listed: 19.4

1988 Revenue: \$7,700,000  
 HH Inc.: \$35,744  
 Retail \$: 1.7 Bil  
 Pop per Station: 18,330  
 #1 Biller: WKFR-F \$2,400,000

MSA Rank/Pop: 191/221,100  
 ADI # 37 (w/Grand Rapids)  
 Average Person Ratings: 15.8  
 Market TSL: 21.0 hours

12+ METRO	1/4/SHARE	FAL		SPG		4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	%		Conversion	Birch Share	Birch AQH	Birch Cume	
		88	88	87	87				25-54	88					
1. WKFR-F (CHR)	56/19.4	17.3	28.5	20.4	15.6	----	120/1298	724/39.5	43.4	37.6	72	23.6	72	721	WKFR-F
2. WRKR-F (AOR)	45/15.6	7.3	-----	-----	-----	----	66/731	476/26.0	0.0	0.0	146	20.3	62	588	WRKR-F
3. WNNW-F (C)	27/ 9.3	10.0	10.3	11.3	13.7	----	54/679	310/16.9	19.5	19.0	109	7.2	22	327	WNNW-F
WKZO (MOR)	27/ 9.3	10.0	12.6	13.1	12.9	----	40/677	450/24.5	25.0	29.4	82	8.9	27	357	WKZO
5. WQLR-F (EZ)	22/ 7.6	8.0	9.5	9.1	9.1	----	41/542	265/14.5	17.4	18.0	108	5.6	17	207	WQLR-F
6. WOOD-F (EZ)	12/ 4.2	4.5	4.0	4.7	3.8	----	35/601	236/12.9	8.4	10.7	60	2.6	8	171	WOOD-F
7. WJFM-F (AC)	10/ 3.5	7.6	5.9	5.1	7.2	----	19/443	220/12.0	14.3	18.4	126	4.3	13	240	WJFM-F
8. WGRD-F (CHR)	7/ 2.4	2.4	2.8	4.4	3.8	----	22/469	202/11.0	13.4	17.8	25	3.6	11	298	WGRD-F
WKMI (AC)	7/ 2.4	2.8	3.6	4.0	2.7	----	8/184	155/ 8.5	9.7	11.5	133	1.6	5	164	WKMI
10. WKLQ-F (CHR)	5/ 1.7	0.7	1.6	4.7	4.9	----	14/369	175/ 9.5	9.6	11.0	35	1.3	4	162	WKLQ-F
11. WQSN (C)	4/ 1.4	2.1	1.6	2.5	3.4	----	5/98	78/ 4.3	4.3	3.6	43	1.6	5	57	WQSN
12.															
13.															
14.															
15.															

12+ FM SHARE (METRO): 81.97% (191 of 233) (SPG 88: 75.11%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKFR-F>>	1 WRKR-F	1 WRKR-F	1 WRKR-F>	1 WRKR-F>	1 WKZO	1 WKFR-F	1 WRKR-F	1 WKFR-F	1 WKFR-F>>	1 WKFR-F
2	2 WKFR-F>>	2 WKFR-F>>	2 WKFR-F>	2 WKFR-F>	2 WQLR-F	2 WKZO	2 WKFR-F>	2 WRKR-F>	2 WRKR-F>	2 WQXC-F
3	3 WNNW-F	3 WNNW-F	3 WNNW-F	3 WNNW-F	3 WNNW-F>	3 WRKR-F	3 WQLR-F	3 WNNW-F	3 WKZO	WKZO
4	4	4	4	4 WQLR-F	4 WKFR-F	4 WNNW-F	4 WKZO	4 WQLR-F	4 WNNW-F	4 WRKR-F
5	5	5	5	5 WKZO	5 WRKR-F	5 WQLR-F	5 WNNW-F	5 WKZO	5	WNNW-F>>
					6 WOOD-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 WKFR-F>>	1 WKFR-F>	1 WRKR-F	1 WKFR-F>>	1 WKFR-F	1 WKFR-F>>	1 WRKR-F>>	1 WRKR-F>>	1 WRKR-F>>	1 WRKR-F>>
2 WGRD-F	2 WRKR-F>>	2 WKFR-F>>	2 WRKR-F>	2 WRKR-F>	2 WRKR-F>>	2 WKFR-F>>	2 WKFR-F>>	2 WKFR-F>	2 WNNW-F
WRKR-F>	3 WNNW-F	3 WJFM-F	3 WNNW-F	3 WQLR-F	3 WKLQ-F	3	3 WNNW-F	3 WNNW-F>	3 WKFR-F
4 WNNW-F	4 WGRD-F	WNNW-F>>	4	WNNW-F	WJFM-F	4	WKZO	4 WKZO	4 WQLR-F
5	5	5	5	5 WKZO	WGRD-F	5	WKMI >>	5	WKZO >>

FORMATS	AM	FM	TOTAL	%	SPG 88	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP		68 ( 3)	68 ( 3)	29.2	35.6	WHEZ	1560	Portage	0.7/3.1
AOR/CLASSIC		48 ( 2)	48 ( 2)	20.6	3.9	WKPR	1420	Kalamazoo	0.3/1.7
AC/OLDIES/SOFT ROCK	9 ( 2)	14 ( 3)	23 ( 5)	9.9	16.3	WQXC	980	Ostego	
MOR/VARIETY	28 ( 2)		28 ( 2)	12.0	14.2	WQXC-F	100.9	Ostego	1.0/2.6
COUNTRY	4 ( 1)	27 ( 1)	31 ( 2)	13.3	12.9				
BLACK/URBAN						WIBM-F	94.1	Jackson	0.3/3.7
BEAUTIFUL/EASY		34 ( 2)	34 ( 2)	14.6	14.6	WJR	760	Detroit	0.3/1.9
NEWS/TALK						WLAV-F	96.9	N. Muskegon	1.0/6.1
NOSTALGIA									
RELIGION/GOSPEL	1 ( 1)		1 ( 1)	0.4	2.6				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS									
	42 ( 6)	191 ( 11)	233 ( 17)						

RADIO STATIONS

WHEZ, 1560, 4.1 KW (DAYS)	, OLDIES	TRNSTR, \$ 10.00 (Christal)	Gary Mallernee
WKMI, 1360, 5 KW/1 KW (DA-2), AC		ABC D, \$ 19.00 (Eastman)	Bob Miller
WKPR, 1260, 1 KW (DAYS, DA), RELIGION		, \$ 8.00 (---)	H. Wielhouwer
WKZO, 590, 5 KW (DA-N), MOR		CBS, MBS, \$ 30.00 (Mc-Guild)	Stan Smart
WQSN, 1470, 500 W/1 KW, COUNTRY		, \$ 13.00 (Banner)	Fred Bahn
			Fairfield
WKFR-F, 103.3, 50 KW @ 500, CHR		, \$ 50.00 (Eastman)	Dave Hicks
WNNW-F, 98.5, 50 KW @ 500, COUNTRY		ABC E, \$ 34.00 (Christal)	(COLDWATER) Gary Mallernee
WQLR-F, 106.5, 33 KW @ 600, BTFL/EZ		, \$ 30.00 (Banner)	Fred Bahn
WRKR-F, 107.7, 50 KW @ 485, CLASSIC AOR		, \$ 24.00 (HNWH)	Ed Sackley

OTHER RANKED STATIONS -- See Grand Rapids

KANSAS CITY

Arbitron Rank/Pop (12+): 27/1,279,200  
 MSA Rank/Pop: 29/1,545,400  
 ADI # 29  
 Average Person Ratings: 17.2  
 Market TSL: 22.75 hours

Stations: 21/21  
 Diaries: 1476/867:1/56.3%  
 Sample Target: 1360  
 % Below Line: 0.0  
 % Not Listed: 5.6

1988 Revenue: \$43,000,000  
 HH Inc.: \$36,363  
 Retail \$: 11.9 Bil  
 Pop per Station: 60,914  
 #1 Biller: WDAF \$5,300,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion	25-54	Birch Share	Birch AQH	Birch Cume	
1. WDAF (C)	341/15.5	12.7	11.0	12.1	12.9	12.8	530/5013	3079/24.1	21.0	21.5	96	15.5	367	3324	WDAF	
2. KBEQ-AF (CHR)	163/ 7.4	7.1	6.2	7.5	7.9	7.1	216/3521	2707/21.2	19.5	23.6	84	8.2	195	2740	KBEQ-AF	
3. KFKE-AF (C)	159/ 7.2	8.1	8.7	6.3	7.6	7.6	186/2373	2000/15.6	17.5	16.4	135	8.1	188	2012	KFKE-AF	
4. KXXR-F (AOR)	147/ 6.7	7.0	6.0	2.8	1.1	5.6	168/2157	1785/14.0	14.0	4.2	49	9.2	219	2265	KXXR-F	
5. KMBZ (MOR)	141/ 6.4	3.8	4.0	6.6	6.7	5.2	150/2599	2368/18.5	11.9	18.1	64	4.1	98	1920	KMBZ	
6. KCMO (N/T)	133/ 6.0	6.6	9.6	6.4	5.5	7.2	183/2644	1883/14.7	21.9	13.6	92	4.3	101	1414	KCMO	
7. KMBR-F (EZ)	129/ 5.9	7.4	6.1	6.2	5.4	6.4	174/2135	1519/11.9	12.9	11.4	93	5.3	127	827	KMBR-F	
8. KCPW-F (CHR)	118/ 5.4	4.7	4.2	4.9	5.7	4.8	137/2384	1931/15.1	13.8	15.8	98	3.6	86	2056	KCPW-F	
9. KPRS-F (B)	115/ 5.2	5.3	6.0	6.4	5.9	5.7	129/1485	1317/10.3	10.5	8.8	87	10.2	243	2220	KPRS-F	
10. KYYS-F (AOR)	103/ 4.7	6.4	7.0	8.5	9.1	6.7	174/2581	1719/13.4	16.1	18.5	111	5.1	121	1950	KYYS-F	
11. KUDL-F (AC)	98/ 4.4	6.5	4.8	5.1	3.2	5.2	110/1860	1554/12.1	13.9	9.1	139	3.7	87	1100	KUDL-F	
12. KLSI-F (AC)	95/ 4.3	4.1	4.3	4.8	4.6	4.4	107/1554	1333/10.4	10.5	11.6	147	3.6	86	989	KLSI-F	
13. KCFX-F (AOR)	94/ 4.3	3.2	3.8	4.6	5.3	4.0	123/1948	1502/11.7	10.9	12.7	135	5.1	122	1508	KCFX-F	
14. WHB (O)	62/ 2.8	2.2	3.0	3.7	2.7	2.9	101/1985	1286/10.1	9.3	8.7	161	2.3	55	1089	WHB	
15. KXTR-F (CL)	40/ 1.8	2.1	1.7	1.2	1.2	1.7	51/844	653/ 5.1	4.8	3.9	67	2.2	53	581	KXTR-F	
KJLA (BB)	40/ 1.8	2.4	3.5	2.2	2.4	2.5	41/663	610/ 4.8	6.0	6.5	39	1.4	33	588	KJLA	
17. KPRT (REL)	33/ 1.5	0.9	0.9	0.9	2.5	1.0	33/383	383/ 3.0	2.7	3.3	87	1.0	23	326	KPRT	
18. KCWV-F (J/NA)	29/ 1.3	1.8	1.9	1.8	1.3	1.7	36/700	606/ 4.7	5.1	4.0	185	1.0	24	384	KCWV-F	
19. KCCV (REL)	19/ 0.9	1.1	0.6	0.6	0.9	0.8	19/338	333/ 2.6	1.3	2.2	100	1.0	23	288	KCCV	
20.																

12+ FM SHARE (METRO): 62.02% (1290 of 2080) (SPG 88: 62.61%)

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

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 KXXR-F	1 KCPW-F	1 KCPW-F<	1 KCPW-F	1 WDAF	1 KYYS-F	1 KYYS-F	1 WDAF	1 WDAF	1 WDAF >
2 KCPW-F>	2 KXXR-F	2 KLSI-F	2 KFKE-AF<	2 KFKE-AF	2 KXXR-F	2 KXXR-F<	KYYS-F	2 KYYS-F	2 KFKE-AF
3 KBEQ-AF	3 KBEQ-AF	3 KFKE-AF<	3 WDAF <	3 KLSI-F	3 KBEQ-AF	3 KCFX-F	3 KCFX-F	3 KCFX-F	3 KYYS-F
KPRS-F>	4 KFKE-AF	4 WDAF	4 KBEQ-AF	4 KBEQ-AF<	4 KCFX-F	4 KBEQ-AF	4 KFKE-AF	4 KBEQ-AF<	KCMO
5 KFKE-AF>	5 KPRS-F	5 KCFX-F	5 KLSI-F<	5 KCPW-F	5 KPRS-F	5 WDAF	5 KXXR-F	5 KFKE-AF<	5 KUDL-F
6 KYYS-F	6 KLSI-F	6 KBEQ-AF>	6 KXXR-F	6 KMBR-F>	6	6 KFKE-AF	6 KUDL-F	6 KXXR-F<	KCFX-F
7 KUDL-F	7 KCFX-F	7 KPRS-F	7 KPRS-F	7 WHB	7	7 KPRS-F<	7 KPRS-F	7 KUDL-F	7 KMBZ
8	8 WDAF	8 KCWV-F	8 KUDL-F	KUDL-F	8	8 KUDL-F	8 KBEQ-AF	8	8

FORMATS	AM	FM	TOTAL	%	SPG 88 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		281 ( 2)	281 ( 2)	13.5	14.6	KBEQ 1030 Blue Spring/KC
AOR/CLASSIC		344 ( 3)	344 ( 3)	16.5	15.4	KCNW 1380 Fairway/KC
AC/OLDIES/SOFT ROCK	62 ( 1)	193 ( 2)	255 ( 3)	12.3	12.5	KCXL 1140 Liberty
MOR/VARIETY	141 ( 1)		141 ( 1)	6.8	7.2	
COUNTRY	341 ( 1)	159 ( 1)	500 ( 2)	24.0	22.7	
BLACK/URBAN	9 ( 1)	115 ( 1)	124 ( 2)	6.0	6.4	
BEAUTIFUL/EASY		129 ( 1)	129 ( 1)	6.2	5.8	
NEWS/TALK	133 ( 1)		133 ( 1)	6.4	5.9	
NOSTALGIA	40 ( 1)		40 ( 1)	1.9	2.5	
RELIGION/GOSPEL	64 ( 3)		64 ( 3)	3.1	4.3	
SPANISH						
CLASSICAL		40 ( 1)	40 ( 1)	1.9	1.2	
JAZZ/NEW AGE		29 ( 1)	29 ( 1)	1.4	1.4	
UNKNOWN/OTHERS						
	790 ( 9)	1290 ( 12)	2080 ( 21)			

AM STATIONS

KCCV, 1510, 10 KW (DAYS), RELIGION  
 KCMO, 810, 50 KW/5 KW (DA-N), TALK/NEWS  
 KCNW, 1380, 2.5 KW, RELIGION  
 KJLA, 1190, 5 KW/250 W(DA-N), NOSTALGIA  
 KMBZ, 980, 5 KW (DA-2), MOR/TALK  
  
 KPRT, 1590, 1 KW, GOSPEL  
 WDAF, 610, 5 KW, COUNTRY  
 WHB, 710, 10 KW/5KW (DA-2), OLDIES

, \$ 18.00 (---)  
 CBS, MBS, \$ 83.00 (Mc-Guild)  
 CBN, \$ 20.00 (----)  
 MBS, \$ 33.00 (Roslin)  
 NBC, \$ 70.00 (Durpetti)  
  
 MBS, \$ 23.00 (Republic)  
 ABC E, \$ 108.00 (Katz)  
 APR, \$ 50.00 (Christal)

(INDEPENDENCE)  
 Richard Bott  
 Don Troutt  
 Marsh  
 Sandra Suffian  
 Ron Carter  
  
 Michael Carter  
 Mike Costello  
 Bob Zuroweste

FM STATIONS

KBEQ, 104.3, 100 KW @ 987, CHR  
 KCFX, 100.7, 100 KW @ 850, CLASSIC AOR  
 KCPW, 94.9, 100 KW @ 1057, CHR  
 KCWV, 98.9, 100 KW @ 990, JAZZ/NAO  
 KFKF, 94.1, 100 KW @ 987, COUNTRY  
 KLSI, 93.3, 100 KW @ 1050, AC  
  
 KMBR, 99.7, 98 KW @ 950, BTFL/EZ  
 KPRS, 103.3, 100 KW @ 940, BLACK  
 KUDL, 98.1, 100 KW @ 500, AC  
 KXTR, 96.5, 99 KW @ 960, CLASSICAL  
 KXXR, 106.5, 100 KW @ 850, CHR/AOR  
 KYYS, 102.1, 100 KW @ 1013, AOR

ABC C, \$ 91.00 (MMR)  
 US 1, \$ 60.00 (MMR)  
 , \$ 61.00 (Mc-Guild)  
 SMN, \$ 47.00 (CBS)  
 , \$ 94.00 (HNWH)  
 CNN, \$ 66.00 (Banner)  
  
 , \$ 60.00 (Durpetti)  
 SBN, ABC I, \$ 51.00 (Republic)  
 APR, \$ 64.00 (Christal)  
 US 2, \$ 39.00 (CMBS)  
 , \$ 59.00 (Republic)  
 SOURCE, \$ 101.00 (Katz)

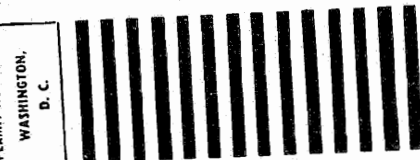
Noble  
 Hoker  
 Gannett  
 (LEAVENWORTH)  
 Sconnix  
 Sandusky  
  
 Dan Wastler  
 Steve Dinkel  
  
 Ron Carter  
 Michael Carter  
 Bob Zuroweste  
 Bob Ingram  
 Bob Gould  
 Herndon Hasty

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

KCCV sold by Bott to Ragan  
 Henry for \$700,000 (Capston)



FIRST CLASS  
 PERMIT NO. 1208-R  
 WASHINGTON,  
 D. C.



**BUSINESS REPLY MAIL**  
 NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

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**BROADCASTING PUBLICATIONS INC.**  
 1735 DeSales Street, N.W.  
 Washington, D. C. 20036

**BUSINESS REPLY MAIL**  
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**BROADCASTING PUBLICATIONS INC.**  
 1735 DeSales Street, N.W.  
 Washington, D. C. 20036

KNOXVILLE

Arbitron Rank/Pop (12+): 69/508,900

MSA Rank/Pop: 85/599,200

Average Person Ratings: 16.8  
Market TSL: 22.25 hours

Stations: 18/16  
Diaries: 946/538:1/54.2%  
Sample Target: 890  
% Below Line: 0.8  
% Not Listed: 9.0

1988 Revenue: \$13,700,000  
HH Inc.: \$27,698  
Retail \$: 5.0 Bil  
Pop per Station: 31,806  
#1 Biller: WIVK-AF \$5,200,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WIVK-AF (C)	292/34.2	32.5	33.0	35.8	35.5	33.9	429/3983	2419/47.5	52.0	44.6	99	35.4	321	2354	WIVK-AF
2. WMYU-F (AC)	117/13.7	14.4	13.7	11.5	8.7	13.3	148/2169	1500/29.5	33.4	24.9	139	13.0	127	1592	WMYU-F
3. WOKI-F (CHR)	99/11.6	10.3	9.1	9.2	7.2	10.1	267/3236	1230/24.2	24.1	18.8	45	13.9	135	1463	WOKI-F
4. WIMZ-AF (AOR)	92/10.7	14.3	14.0	15.2	15.5	13.6	135/1949	1248/24.0	26.0	28.9	121	15.4	150	1660	WIMZ-AF
5. WEZK-F (EZ)	76/ 8.9	8.2	10.1	10.2	12.0	9.4	114/1358	865/17.0	19.0	20.0	83	6.7	65	721	WEZK-F
6. WKNF-F (AC)	18/ 2.1	0.7	1.3	1.0	1.2	1.3	18/245	236/ 4.6	4.8	2.7	176	1.4	14	177	WKNF-F
7. WKGN (O)	17/ 2.0	0.6	1.1	1.2	0.7	1.2	18/180	172/ 3.4	3.3	2.3	130	1.5	15	215	WKGN
8. WCKS-F (AC)	13/ 1.5	1.0	----	----	----	0.6	16/245	203/ 4.0	0.0	0.0	133	2.4	23	335	WCKS-F
9.															
10.															

12+ FM SHARE (METRO): 88.19% (687 of 779) (SPG 88: 84.55%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOKI-F>>> 1 WIMZ-AF	1 WIVK-AF>>> 1 WIVK-AF>>> 1 WIVK-AF>>> 1 WIVK-AF>>> 1 WIVK-AF>>> 1 WIVK-AF>>> 1 WIVK-AF>>> 1 WIVK-AF>>> 1 WIVK-AF>>> 1 WIVK-AF>>> 1 WIVK-F>>>									
2 WMYU-F>> 2 WIVK-AF	2 WMYU-F> 2 WMYU-F> 2 WMYU-F> 2 WMYU-F> 2 WMYU-F> 2 WEZK-F> 2 WMYU-F> 2 WMYU-F> 2 WMYU-F> 2 WOKI-F> 2 WMYU-F>>									
3 WIVK-AF> 3 WMYU-F	3 WIMZ-AF> 3 WIMZ-AF> 3 WIMZ-AF> 3 WIMZ-AF> 3 WIMZ-AF> 3 WIMZ-AF> 3 WIMZ-AF> 3 WIMZ-AF> 3 WIMZ-AF> 3 WOKI-F> 3 WMYU-F>>									
4 WIMZ-AF>>> 4 WOKI-F>>>	4 WOKI-F>>> 4 WOKI-F>>> 4 WOKI-F>>> 4 WOKI-F>>> 4 WOKI-F>>> 4 WOKI-F>>> 4 WOKI-F>>> 4 WOKI-F>>> 4 WIMZ-AF>>> 4 WIMZ-AF>>> 4 WIMZ-AF>>> 4 WIMZ-F>>>									
5	5	5	5	5	5	5	5	5	5	5

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 WOKI-F>>> 1 WIVK-AF	1 WIVK-AF>>> 1 WIVK-AF>>> 1 WIVK-AF>>> 1 WIVK-AF>>> 1 WIVK-AF>>> 1 WIVK-AF>>> 1 WIMZ-AF>>> 1 WIMZ-AF>>> 1 WIVK-AF>>> 1 WIVK-AF>>> 1 WIVK-AF>>>								
2 WIMZ-AF>>> 2 WIMZ-AF	2 WMYU-F> 2 WMYU-F> 2 WMYU-F> 2 WMYU-F> 2 WMYU-F> 2 WMYU-F> 2 WIMZ-AF> 2 WIMZ-AF> 2 WIMZ-AF> 2 WIMZ-AF> 2 WIMZ-AF> 2 WIMZ-AF>								
3 WIVK-AF> 3 WMYU-F	3 WIMZ-AF> 3 WIMZ-AF> 3 WIMZ-AF> 3 WIMZ-AF> 3 WIMZ-AF> 3 WIMZ-AF> 3 WIMZ-AF> 3 WIMZ-AF> 3 WIMZ-AF> 3 WIMZ-AF> 3 WIMZ-AF>								
4 WMYU-F>>> 4 WOKI-F>>>	4 WOKI-F>>> 4 WOKI-F>>> 4 WOKI-F>>> 4 WOKI-F>>> 4 WOKI-F>>> 4 WOKI-F>>> 4 WOKI-F>>> 4 WOKI-F>>> 4 WOKI-F>>> 4 WOKI-F>>> 4 WOKI-F>>>								
5	5	5	5	5	5	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 88 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		106 ( 3)	106 ( 3)	13.6	12.9	WGAP 1400 Maryville 1.1/3.4
AOR/CLASSIC		92 ( 1)	92 ( 1)	11.8	17.6	WITA 1490 Knoxville 0.4/1.1
AC/OLDIES/SOFT ROCK	17 ( 1)	148 ( 3)	165 ( 4)	21.2	10.5	WKXV 900 Knoxville 0.7/2.1
MOR/VARIETY						WQBB 1040 Powell/Knoxville 1.1/2.0
COUNTRY	39 ( 3)	265 ( 1)	304 ( 4)	39.0	42.3	WRJZ 620 Knoxville 1.3/3.7
BLACK/URBAN					0.7	WSEV 930 Sevierville 0.4/1.5
BEAUTIFUL/EASY		76 ( 1)	76 ( 1)	9.8	12.9	WUTK 850 Knoxville 0.8/1.6
NEWS/TALK						
NOSTALGIA	9 ( 1)		9 ( 1)	1.2		WKSF-F 99.9 Asheville/Grnvl 0.5/2.1
RELIGION/GOSPEL	20 ( 3)		20 ( 3)	2.6	2.3	WQUT-F 101.5 Johnson City 0.4/1.8
SPANISH						
CLASSICAL						
JAZZ/NEW AGE						
UNKNOWN/OTHERS	7 ( 1)		7 ( 1)	0.9	0.9	
	92 ( 9)	687 ( 9)	779 ( 18)			

RADIO STATIONS

WKGN, 1340, 1 KW , OLDIES ABC, NBN, \$ 9.00 (Roslin) Joe Bello  
 WRJZ, 620, 5 KW (DA-N) , RELIGION , \$ 11.00 (---) Dave Jones  
 WIVK (10 KW, 990) SIMULCASTS WITH WIVK-F  
 WIMZ (1 KW, 1240) SIMULCASTS WITH WIMZ-F

WEZK-F, 97.5, 100 KW @ 1250, EZ , \$ 37.00 (Christal) South Central Steve Bowman  
 WIMZ-F, 103.5, 100 KW @ 1723, AOR SOURCE, \$ 70.00 (Christal) Stoner Kerry Lambert  
 WIVK-F, 107.7, 100 KW @ 1970, COUNTRY ABC E, \$ 109.00 (Katz) Dick Bobby Denton  
 WMYU-F, 102.1, 15 KW @ 1990, AC US 1, \$ 68.00 (Eastman) Jacor Jim Ridings  
 WOKI-F, 100.3, 100 KW @ 2000, CHR ABC F, CBS, \$ 34.00 (HNWH) (OAK RIDGE) John Pirkle  
 WKNF-F, 94.3, 2 KW @ 395, SOFT AC TRNSTR, \$ 18.00 (---) (OAK RIDGE) Bill Storey

MISCELLANEOUS COMMENTS: WTNZ (Clinton) sold for \$400,000.

LA FAYETTE, LA

Arbitron Rank/Pop (12+): 169/176,800

Stations: 18/12  
Diaries: 557/317:1/48.5%  
Sample Target: 550  
% Below Line: 5.1  
% Not Listed: 11.5

1988 Revenue: \$6,400,000  
HH Inc.: \$31,663  
Retail \$: 1.7 Bil  
Pop per Station: 14,733  
#1 Biller: KSMB-F \$1,700,000

MSA Rank/Pop: 193/219,600

ADI # 114

Average Person Ratings: 17.6

Market TSL: 23.25 hours

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume
1. KSMB-F (CHR)	58/18.6	----	19.3	----	26.7	----	174/1794	683/38.6	37.0	38.2	83			KSMB-F
2. KFXZ-F (B)	45/14.4	----	15.1	----	14.7	----	80/714	418/23.6	24.0	20.6	85			KFXZ-F
3. KJCB (B)	28/ 9.0	----	8.2	----	7.7	----	48/486	305/17.3	14.7	17.1	104			KJCB
4. WYNK-AF (C)	23/ 7.4	----	8.9	----	2.0	----	81/934	365/20.6	15.3	4.2	127			WYNK-AF
KMDL-F (C)	23/ 7.4	----	3.0	----	3.3	----	43/565	233/13.2	10.7	8.2	149			KMDL-F
6. KTDY-F (AC)	16/ 5.1	----	8.9	----	7.7	----	35/609	257/14.5	20.0	20.7	141			KTDY-F
7. KDEA-F (EZ)	14/ 4.5	----	8.9	----	5.7	----	31/484	171/ 9.7	14.0	14.3	49			KDEA-F
8. KROF-AF (C)	13/ 4.2	----	1.7	----	3.7	----	34/413	203/11.5	7.9	8.2	133			KROF-AF
WGGZ-F (CHR)	13/ 4.2	----	4.6	----	4.7	----	24/596	295/16.7	14.0	14.6	40			WGGZ-F
10. KPFL (T)	9/ 2.9	----	2.6	----	4.3	----	11/228	143/ 8.1	8.9	10.8	97			KPFL
11. KVOL (O)	8/ 2.6	----	0.7	----	3.7	----	15/349	182/10.3	4.6	9.1	150			KVOL
12.														
13.														
14.														
15.														

12+ FM SHARE (METRO): 78.99% (218 of 276) (SPG 88: 80.99%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KSMB-F	1 KSMB-F>	1 KSMB-F>	1 KSMB-F	1 KSMB-F	1 WYNK-AF	1 KSMB-F>	1 KSMB-F>	1 KSMB-F	1 KFXZ-F>	1 KSMB-F>>
KFXZ-F>>	2 KFXZ-F>	2 KFXZ-F>	2 KFXZ-F	2 KFXZ-F	2 KJCB	2 KJCB	2 KFXZ-F	2 KFXZ-F>	2 KSMB-F>	2 WYNK-F
3 WGGZ-F>>	3 KJCB	3 KJCB	3 KMDL-F	3 KMDL-F	3 KMDL-F	3 KFXZ-F	3 KMDL-F	3 WYNK-AF	3 KJCB	> KFXZ-F
4	4 KTDY-F	4 KMDL-F	4 KJCB	4 WYNK-AF	KDEA-F	4 WYNK-AF	4 WYNK-AF	4 KJCB	4 WYNK-AF	4 WGGZ-F
5	KMDL-F	5	5 WYNK-AF	KJCB	5	5 KMDL-F	5	5 KMDL-F	5	5

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 KSMB-F>>	1 KSMB-F>>	1 KSMB-F>>	1 KSMB-F>>	1 KSMB-F>	1 KSMB-F>>	1 KSMB-F	1 KFXZ-F	1 KSMB-F	1 KFXZ-F
2 KFXZ-F>>	2 KFXZ-F>	2 KMDL-F	2 KFXZ-F	2 KMDL-F	2 WGGZ-F	2 KFXZ-F>>	2 KSMB-F	2 KFXZ-F>	2 KSMB-F
3 KTDY-F	3 KTDY-F	3 KTDY-F	3 KTDY-F	3 KTDY-F	KFXZ-F>	3 WGGZ-F	3 KJCB	3 KJCB	3 WYNK-AF
KJCB	> 4 KMDL-F	4 KJCB	4 KMDL-F	4 KFXZ-F	4 WCKW-F>>	KJCB	4 WYNK-AF	4 WYNK-AF	KJCB
5 WGGZ-F>>	KJCB >>	KFXZ-F>	KJCB >	5 WYNK-AF	5	5	KMDL-F	5 WGGZ-F	5 KMDL-F>>

FORMATS	AM	FM	TOTAL	%	SPG 88	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		71 ( 2)	71 ( 2)	25.7	26.8		KAJN-F 102.9 Crowley 1.0/5.3
AOR/CLASSIC		7 ( 1)	7 ( 1)	2.5	3.9		KXKW 1520 Lafayette 2.2/6.7
AC/OLDIES/SOFT ROCK	8 ( 1)	23 ( 3)	31 ( 4)	11.2	9.9		
MOR/VARIETY							KHOM-F 104.1 Houma 1.0/2.4
COUNTRY	13 ( 3)	55 ( 3)	68 ( 6)	24.6	19.0		KSIG 1450 Crowley 0.6/4.0
BLACK/URBAN	28 ( 1)	45 ( 1)	73 ( 2)	26.4	25.0		WCKW-F 92.3 Laplace/NwOrlns 2.2/6.2
BEAUTIFUL/EASY		14 ( 1)	14 ( 1)	5.1	9.5		WTGE-F 100.7 Baton Rouge 1.3/4.2
NEWS/TALK	9 ( 1)		9 ( 1)	3.3	2.8		WYNK 1380 Baton Rouge
NOSTALGIA							
RELIGION/GOSPEL		3 ( 1)	3 ( 1)	1.1	1.8		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS					1.4		
	58 ( 6)	218 (12)	276 (18)				

RADIO STATIONS

KJCB, 770, 1 KW/500 W (DA-2), BLACK/GOSPEL	SBN, ABC D, \$ 14.00 (---)	Joshua Jackson
KPFL, 1420, 1 KW/500 W (DA-N), TALK	ABC 1, CBS, \$ 15.00 (Christal)	Tom Galloway
KVOL, 1330, 5 KW/1 KW (DA-N), OLDIES	MBS, TRNSTR, \$ 13.00 (Mc-Guild)	Royce Cavanaugh
KXKW, 1520, 10 KW (DA-1), COUNTRY	CNN, \$ 15.00 (Banner)	---
KDEA-F, 99.1, 100 KW @ 1039, BTFL/EZ	, \$ 18.00 (---)	(NEW IBERIA) Don Bonin
KFXZ-F, 106.3, 1 KW @ 480, BLACK	ABC F, \$ 22.00 (HNWH)	(MAURICE) ---
KMDL-F, 97.3, 50 KW @ 300, COUNTRY	APR, \$ 16.00 (K & P)	(KAPLAN) Ernie Alexander
KROF-F, 104.9, 3 KW @ 304, COUNTRY	, \$ 13.00 (---)	(ABEVILLE) ---
KSMB-F, 94.5, 100 KW @ 1150, CHR	, \$ 44.00 (Banner)	Louis Cohen
KTDY-F, 99.9, 100 KW @ 984, AC	, \$ 24.00 (Christal)	Tom Galloway

MISCELLANEOUS COMMENTS: KRKR changes calls to KVOL (Jan.)...KVOL changes from AOR to OLDIES (Jan.)...KRKR sold for \$150,000...KNIR, KDEA-F sold for \$2,450,000 (never closed)

LAKELAND

Arbitron Rank/Pop (12+): 105/333,000  
 MSA Rank/Pop: 120/394,000  
 Tampa ADI  
 Average Person Ratings: 16.8  
 Market TSL: 22.75 hours

Stations: 25/6  
 Diaries: 688/484:1/49.8%  
 Sample Target: 680  
 % Below Line: 11.3  
 % Not Listed: 17.5

1988 Revenue: \$6,500,000  
 HH Inc.: \$26,914  
 Retail \$: 2.4 Bil  
 Pop per Station: 55,500  
 #1 Biller: WPCV-F \$2,400,000

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion	Birch Share	Birch AQH	Birch Cume
1. WPCV-F (C)	79/14.1	----	13.8	----	11.7	----	93/974	831/25.0	19.5	21.5	126			WPCV-F
2. WEZY-F (EZ)	77/13.8	----	11.9	----	13.8	----	90/713	612/18.4	14.8	16.7	43			WEZY-F
3. WYNF-F (AOR)	45/ 8.0	----	6.7	----	9.8	----	59/602	482/14.5	12.3	13.9	115			WYNF-F
4. WFLZ-F (AC)	40/ 7.1	----	7.9	----	3.8	----	48/571	489/14.7	11.2	7.9	172			WFLZ-F
5. WRBQ-AF (CHR)	39/ 7.0	----	9.7	----	11.5	----	47/775	727/21.1	19.0	20.5	109			WRBQ-AF
6. WHLY-F (CHR)	27/ 4.8	----	7.1	----	9.0	----	27/506	501/15.0	17.4	18.9	54			WHLY-F
7. WQYK-F (C)	20/ 3.6	----	2.6	----	0.8	----	20/241	228/ 6.8	5.1	4.7	128			WQYK-F
8. WJHM-F (B)	18/ 3.2	----	4.0	----	-----	----	18/293	293/ 8.8	6.0	0.0	72			WJHM-F
9. WBJW-AF (CHR)	15/ 2.7	----	3.4	----	4.6	----	22/457	388/11.5	9.4	13.2	85			WBJW-AF
10. WHVE-F (J/NA)	14/ 2.5	----	-----	----	-----	----	16/132	117/ 3.5	0.0	0.0	172			WHVE-F

12+ FM SHARE (METRO): 93.72% (433 of 462) (SPG 88: 88.73%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHLY-F	1 WYNF-F	1 WPCV-F	1 WPCV-F>	1 WPCV-F>	1 WEZY-F>	1 WEZY-F	1 WEZY-F	1 WPCV-F	1 WPCV-F>	1 WPCV-F>
2 WRBQ-AF>	2 WPCV-F>	2 WYNF-F	2 WFLZ-F	2 WFLZ-F	2 WPCV-F>	2 WPCV-F>	2 WPCV-F>	2 WEZY-F>	2 WEZY-F	2 WFLZ-F
3 WJHM-F	3 WRBQ-AF	3 WFLZ-F>	3 WYNF-F	3 WYNF-F	3 WFLZ-F>	3 WYNF-F	3 WYNF-F<	3 WYNF-F	3 WRBQ-AF	3 WEZY-F
4 WBJW-AF>>4	WHLY-F	4 WRBQ-AF	4 WRBQ-AF	4 WRBQ-AF	4	4 WRBQ-AF	4 WFLZ-F>	WFLZ-F	WHLY-F	4 WLKF
5	WFLZ-F	5	5	5	5	5 WFLZ-F	5 WRBQ-AF	5 WRBQ-AF	5 WYNF-F	5 WRBQ-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 WPCV-F	1 WPCV-F	1 WPCV-F>	1 WPCV-F	1 WYNF-F>>	1 WYNF-F>>	1 WYNF-F>>	1 WYNF-F<	1 WPCV-F>
2 WRBQ-AF	2 WRBQ-AF	2 WRBQ-AF	2 WRBQ-AF	2 WFLZ-F	2 WHLY-F	2 WPCV-F>	2 WPCV-F>>	2 WPCV-F>	2 WYNF-F
WYNF-F	3 WFLZ-F	WFLZ-F>	WFLZ-F>	3 WRBQ-AF	WPCV-F	3 WHTQ-F	3 WBJW-AF	3 WFLZ-F>	3 WFLZ-F>
WSTF-F	4 WYNF-F	4 WYNF-F	4 WJHM-F	4 WEZY-F	4 WHTQ-F>>	WHLY-F	WRBQ-AF	4 WRBQ-AF	4 WHVE-F
WHTQ-F	WJHM-F	5	5 WEZY-F	5 WQYK-F	5	5	WFLZ-F	5	5 WRBQ-AF
WHLY-F									

FORMATS	AM	FM	TOTAL	%	SPG 88	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		81 ( 3)	81 ( 3)	17.5	24.6		WLKF 1430 Lakeland 1.1/3.2
AOR/CLASSIC		59 ( 3)	59 ( 3)	12.8	8.6		WONN 1230 Lakeland 2.0/3.5
AC/OLDIES/SOFT ROCK		66 ( 6)	66 ( 6)	14.3	14.5		WSIR 1490 Winter Haven 0.5/1.8
MOR/VARIETY							WWAB 1330 Lakeland 0.9/4.5
COUNTRY	4 ( 1)	108 ( 3)	112 ( 4)	24.2	25.3		
BLACK/URBAN	5 ( 1)	18 ( 1)	23 ( 2)	5.0	4.9		WBJW 950 Orlando
BEAUTIFUL/EASY		87 ( 3)	87 ( 3)	18.8	15.5		WDIZ-F 100.3 Orlando 0.4/2.7
NEWS/TALK	6 ( 1)		6 ( 1)	1.3	1.2		WDUV-F 103.3 Bradenton 0.9/2.2
NOSTALGIA	11 ( 1)		11 ( 1)	2.4	4.2		WHTQ-F 96.5 Orlando 2.1/5.3
RELIGION/GOSPEL							WJYO-F 107.7 Mnt. Dora 0.5/1.8
SPANISH							WNLN-F 95.7 Clearwater/Tmpa 0.5/2.8
CLASSICAL		14 ( 1)	14 ( 1)	3.0			WOCL-F 105.9 DeLand 0.9/3.9
JAZZ/NEW AGE							WQYK 1010 Seffner/Tampa
UNKNOWN/OTHERS	3 ( 1)		3 ( 1)	0.6	1.2		WRBQ 1380 St. Petesburg
	29 ( 5)	433 (20)	462 (25)				WSSP-F 101.1 Cocoa Beach 0.9/2.8
							WSTF-F 101.1 Cocoa Beach 1.3/5.4
							WSUN 620 St. Pete/Tampa 0.7/2.2
							WNKA-F 92.3 Orlando 1.6/4.8
							WWRM-F 107.3 St. Pete/Tampa 1.4/4.4

RADIO STATIONS

WLKF, 1430, 5 KW/1 KW (DA-1)	, TALK	ABC E, TALKNT, \$ 13.00 (Banner)	Root	Bud Kurtz
WONN, 1230, 1 KW	, NOSTALGIA	NBC, \$ 17.00 (Torbet)	Hall	Art Rowbotham
WSIR, 1490, 1 KW	, ??	CBS, \$ 10.00 (---)		Tonda Thomas
WWAB, 1330, 1 KW (DAYS, DA)	, BLACK	NBN, \$ 10.00 (---)		Hugh Naghes
WEZY-F, 94.1, 100 KW @ 500, BTFL/EZ		, \$ 50.00 (Banner)	Root	Bud Kurtz
WPCV-F, 97.5, 100 KW @ 986, COUNTRY		NBC, \$ 57.00 (Torbet)	Hall	Art Rowbotham

OTHER RANKED STATIONS -- See Tampa or Oriando MISCELLANEOUS COMMENTS: WGTO (Cypress Gardens) sold for \$1,500,000 (Clark)

LANCASTER

Arbitron Rank/Pop (12+): 107/328,400

MSA Rank/Pop: 115/403,900  
 ADI #46 (w/York & Harrisburg)  
 Average Person Ratings: 16.8  
 Market TSL: 22.00 hours

Stations: 24/6  
 Diaries: 739/444:1/55.7%  
 Sample Target: 700  
 % Below Line: 9.2  
 % Not Listed: 16.7

1988 Revenue: \$6,300,000  
 III Inc.: \$32,938  
 Retail \$: 2.8 Bil  
 Pop per Station: 54,733  
 #1 Biller: WLAN-F \$2,200,000

12+ METRO	1/4/SHARE	FAL		SPG		4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	% Conversion		25-54	Birch Share	Birch AQH	Birch Cume	
		88	88	87	87				88	88					
1. WLAN-F (CHR)	68/12.3	12.6	11.3	15.3	13.8	----	76/1233	952/29.0	29.4	30.1	112	13.1	65	1090	WLAN-F
2. WNCE-F (EZ)	65/11.8	11.5	12.9	12.6	14.0	----	136/1345	730/22.2	22.9	19.4	71	9.5	47	486	WNCE-F
3. WARM-F (AC)	54/ 9.8	10.5	9.9	8.4	10.7	----	116/1425	693/21.1	18.8	21.0	123	7.9	39	517	WARM-F
4. WDAC-F (REL)	47/ 8.5	8.2	9.0	8.1	7.1	----	62/632	471/14.3	13.8	12.7	95	5.8	29	460	WDAC-F
5. WIOV-F (C)	45/ 8.2	8.0	9.2	7.9	9.7	----	63/902	633/19.3	16.6	17.4	115	9.5	47	509	WIOV-F
6. WRKZ-F (C)	41/ 7.4	5.2	9.4	6.3	6.9	----	114/1281	497/15.1	14.8	13.8	109	6.5	32	414	WRKZ-F
7. WQXA-F (CHR)	24/ 4.3	3.6	2.9	4.1	3.4	----	69/1331	448/13.6	10.7	12.5	79	4.4	22	403	WQXA-F
8. WHTF-F (AOR)	23/ 4.2	5.5	6.6	5.7	4.7	----	49/824	421/12.8	9.7	9.2	129	6.3	31	401	WHTF-F
9. WMMR-F (AOR)	13/ 2.4	0.9	1.2	0.6	1.6	----	14/192	158/ 4.8	3.6	2.9	154	1.4	7	136	WMMR-F
10. WRFY-F (CHR)	12/ 2.2	2.5	2.5	1.6	2.8	----	17/314	218/ 6.6	5.3	7.8	45	3.6	18	209	WRFY-F

12+ FM SHARE (METRO): 94.57% (435 of 460) (SPG 88: 93.89%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WQXA-F	1 WLAN-F>	1 WLAN-F	1 WLAN-F	1 WLAN-F	1 WNCE-F>	1 WARM-F<	1 WNCE-F	1 WNCE-F<	1 WLAN-F>	1 WRKZ-F
2 WRFY-F	2 WARM-F>	2 WARM-F>	2 WARM-F>	2 WARM-F	2 WDAC-F	2 WLAN-F<	2 WLAN-F	2 WLAN-F	2 WDAC-F	2 WLAN-F>
3 WIOV-F>>	3 WHTF-F	3 WRKZ-F	3 WIOV-F	3 WIOV-F	3 WIOV-F	3 WDAC-F<	3 WARM-F	3 WARM-F	3 WNCE-F>	3 WIOV-F
4	4 WRKZ-F	4 WIOV-F<	4 WRKZ-F	4 WNCE-F<	4 WARM-F	4 WNCE-F	4 WIOV-F	4 WQXA-F	4 WDAC-F	4 WARM-F
	5	5 WDAC-F	5 WDAC-F	5 WRKZ-F	5 WLAN-F	5 WIOV-F	5 WRKZ-F	5 WIOV-F	5 WARM-F	5 WDAC-F>>
				WDAC-F	6 WRKZ-F>>	6 WRKZ-F>>	6 WDAC-F	6 WRKZ-F	WIOV-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 WLAN-F	1 WLAN-F	1 WLAN-F	1 WLAN-F	1 WLAN-F	1 WLAN-F	1 WLAN-F	1 WRKZ-F	1 WLAN-F	1 WRKZ-F
2 WARM-F>	2 WARM-F>>	2 WARM-F>	2 WARM-F>	2 WARM-F	2 WARM-F>	2 WRKZ-F	2 WHTF-F	2 WRKZ-F	2 WLAN-F
3 WRFY-F	3 WQXA-F	3 WDAC-F>	3 WNCE-F	3 WDAC-F	3 WHTF-F	3 WHTF-F>	3 WLAN-F	3 WARM-F	3 WIOV-F
4 WQXA-F	WNCE-F	4 WQXA-F	WDAC-F	4 WNCE-F	WDAC-F>	4 WMMR-F	4 WMMR-F>	4 WHTF-F	4 WHTF-F
	5	WHTF-F	5 WIOV-F	5 WIOV-F	5 WRKZ-F	WARM-F	5 WIOV-F	5 WIOV-F	WARM-F
		WNCE-F			WQXA-F				
		WIOV-F							

FORMATS	AM	FM	TOTAL	%	SPG 88 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING				
TOP 40/CHR/CONTEMP		121 ( 6)	121 ( 6)	26.3	21.3	WLAN	1390	Lancaster		1.3/3.4
AOR/CLASSIC		46 ( 4)	46 ( 4)	10.0	9.3	WLPA	1490	Lancaster		1.8/4.5
AC/OLDIES/SOFT ROCK	7 ( 1)	62 ( 3)	69 ( 4)	15.0	14.9					
MOR/VARIETY	5 ( 2)		5 ( 2)	1.1	1.0	KYW	1060	Philadelphia		0.5/3.7
COUNTRY		88 ( 3)	88 ( 3)	19.1	22.2	WEGX-F	106.1	Philadelphia		0.4/1.9
BLACK/URBAN		6 ( 1)	6 ( 1)	1.3		WHP	580	Harrisburg		0.4/1.5
BEAUTIFUL/EASY		65 ( 1)	65 ( 1)	14.1	15.4	WHP -F	97.3	Harrisburg		0.5/2.7
NEWS/TALK	3 ( 1)		3 ( 1)	0.7	1.0	WNNK-F	104.1	Harrisburg		0.9/4.6
NOSTALGIA	10 ( 1)		10 ( 1)	2.2	3.2	WGL-F	98.1	Philadelphia		0.9/2.7
RELIGION/GOSPEL		47 ( 1)	47 ( 1)	10.2	10.8	WSBA	910	York		0.5/2.5
SPANISH						WTPA-F	93.5	Mechncsbrg/Hrsb		0.7/2.7
CLASSICAL						WUSL-F	98.9	Philadelphia		1.1/2.3
JAZZ/NEW AGE					1.0	WXTU-F	92.5	Philadelphia		0.4/1.6
UNKNOWN/OTHERS						WYCR-F	98.5	York/Hanover		1.8/8.1
						WYSP-F	94.1	Philadelphia		1.1/2.8
	25 ( 5)	435 (19)	460 (24)							

RADIO STATIONS

WLAN, 1390, 5 KW/1 KW (DA-2)	, OLDIES	, \$ 10.00 (HNWH)	Peoples Hall	Sam Altdoerffer
WLPA, 1490, 1 KW	, NOSTALGIA	NBC, \$ 12.00 (Torbet)	Hall	Bill Baldwin
WDAC-F, 94.5, 19 KW @ 810,	RELIGION	, \$ 27.00 (Savalli)		Paul Hollinger
WIOV-F, 105.1, 50 KW @ 500,	COUNTRY	ABC E, \$ 30.00 (HNWH)		---
WLAN-F, 96.9, 50 KW @ 500,	CHR	ABC F, ABC R, \$ 47.00 (HNWH)	Peoples Hall	Sam Altdoerffer
WNCE-F, 101.3, 7 KW @ 1300,	BTFL/EZ	NBC, \$ 40.00 (Torbet)	Hall	Bill Baldwin

OTHER RANKED STATIONS -- See Philadelphia, Harrisburg or York  
 WRFY -- See Reading

LANSING

Arbitron Rank/Pop (12+): 97/357,200

MSA Rank/Pop: 109/431,600  
ADI # 101

Average Person Ratings: 17.1

Market TSL: 22.75 hours

Stations: 17/12  
Diaries: 826/432:1/52.7%  
Sample Target: 780  
% Below Line: 3.0  
% Not Listed: 18.9

1988 Revenue: \$11,500,000  
HH Inc.: \$35,080  
Retail \$: 3.0 Bil  
Pop per Station: 29,766  
#1 Biller: WVIC-AF \$3,000,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume
1. WITL-F (C)	107/17.5	15.7	11.6	15.8	15.5	15.1	170/1611	878/24.6	22.8	26.1	123	14.1	92	756
2. WVIC-F (CHR)	99/16.2	16.5	19.2	21.5	21.6	18.4	158/2002	1339/37.5	39.3	35.8	81	20.9	136	1537
3. WPMK-F (AC)	48/ 7.9	8.7	7.3	7.5	5.9	7.8	61/1006	700/19.6	18.7	13.7	133	8.3	54	538
4. WJIM-F (EZ)	44/ 7.2	6.7	9.1	5.6	6.4	7.2	57/631	489/13.7	18.7	12.9	78	6.0	39	388
5. WIBM-F (O)	35/ 5.7	5.6	6.8	4.7	5.2	5.7	64/1069	510/14.3	14.4	14.4	168	5.4	35	402
6. WJR (MOR)	32/ 5.2	5.0	4.5	5.6	4.5	5.1	90/1096	423/11.8	13.6	13.0	79	4.1	27	410
7. WMMQ-F (AOR)	31/ 5.1	4.5	3.3	4.7	4.1	4.4	35/608	545/15.3	12.9	11.2	120	7.7	50	743
8. WJXQ-F (AOR)	29/ 4.8	3.1	6.1	4.5	5.2	4.6	53/790	399/11.2	14.2	12.1	73	4.8	31	528
9. WGOR-F (CHR)	27/ 4.4	6.4	5.1	5.3	5.3	5.3	35/595	527/14.8	17.1	12.7	27	6.5	42	613
10. WKKP-F (AC)	9/ 1.5	1.9	2.1	2.9	2.5	2.1	10/282	268/ 7.5	7.9	8.4	133			

12+ FM SHARE (METRO): 90.30% (447 of 495) (SPG 88: 88.07%)

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 WITL-F>	1 WITL-F>	1 WITL-F>>	1 WVIC-F	1 WITL-F	1 WITL-F	1 WITL-F	1 WITL-F>
2 WGOR-F>>	2 WITL-F	2 WITL-F>	2 WVIC-F	2 WVIC-F	2 WJIM-F	2 WITL-F>	2 WVIC-F>	2 WVIC-F>	WVIC-F>>	2 WJXQ-F
3	3 WPMK-F<	3 WPMK-F	3 WPMK-F	3 WPMK-F	3 WJR	3 WPMK-F	3 WPMK-F	3 WPMK-F	3 WGOR-F	3 WVIC-F
4	4 WMMQ-F<	4 WIBM-F	4 WIBM-F	4 WIBM-F>	4 WIBM-F	4 WJIM-F	4 WJIM-F	4 WJIM-F	4 WJXQ-F	4 WJR >
5	5 WJXQ-F	5 WMMQ-F	5 WMMQ-F>	5 WMMQ-F	5 WPMK-F	5 WMMQ-F	5 WIBM-F	5 WIBM-F	5 WJIM-F	5 WGOR-F
6	6	6 WJXQ-F	6 WJIM-F	6 WJIM-F	6	6 WJR	6 WMMQ-F	6	6 WPMK-F	6

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 WITL-F>	1 WJXQ-F>	1 WVIC-F	1 WVIC-F	1 WVIC-F	1 WITL-F>
2 WPMK-F>>	2 WPMK-F	2 WITL-F	2 WITL-F	2 WVIC-F	2 WVIC-F	2 WJXQ-F	2 WMMQ-F	2 WITL-F	2 WVIC-F
3 WMMQ-F	3 WITL-F>	3 WPMK-F>	3 WPMK-F>>	WPMK-F>	3 WGOR-F>	3 WMMQ-F	3 WITL-F	3 WJXQ-F	3 WIBM-F
4 WGOR-F	4 WMMQ-F	4 WIBM-F>	4 WIBM-F	4 WIBM-F	4 WMMQ-F	4 WITL-F>	4 WJXQ-F>	4 WMMQ-F	4 WMMQ-F
5	5 WIBM-F	5 WMMQ-F>>	5 WJIM-F	5 WJIM-F>>	5 WITL-F>>	5 WGOR-F	5 WPMK-F	5 WIBM-F>	5 WPMK-F
6	6	6	6 WMMQ-F	6	6	6 WPMK-F	6	6 WPMK-F	6

FORMATS	AM	FM	TOTAL	%	SPG 88	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		132 ( 3)	132 ( 3)	26.7	33.7	WAAP 730 East Lansing
AOR/CLASSIC		63 ( 3)	63 ( 3)	12.7	11.3	WILS 1320 Lansing
AC/OLDIES/SOFT ROCK		95 ( 4)	95 ( 4)	19.2	15.6	WJIM 1240 Lansing
MOR/VARIETY	32 ( 1)		32 ( 1)	6.5	5.1	WXLA 1180 Dimondale/Lnsng
COUNTRY		107 ( 1)	107 ( 1)	21.6	19.8	
BLACK/URBAN	10 ( 2)		10 ( 2)	2.0	3.9	WIOG-F 102.5 Bay City/Flint
BEAUTIFUL/EASY		50 ( 2)	50 ( 2)	10.1	10.1	WJFM-F 93.7 Grand Rapids
NEWS/TALK	6 ( 1)		6 ( 1)	1.2		WOOD-F 105.7 Grand Rapids
NOSTALGIA						WRIF-F 101.1 Detroit
RELIGION/GOSPEL						
SPANISH						
CLASSICAL						
JAZZ/NEW AGE						
UNKNOWN/OTHERS					0.4	
	48 ( 4)	447 (13)	495 (17)			

RADIO STATIONS

WILS, 1320, 5 KW/1 KW (DA-3)	BLACK	CBS, \$ 14.00 (Christal)	MacDonald	Andy MacDonald
WJIM, 1240, 1 KW	TALK	NBC, \$ 15.00 (Torbet)	Double L	Jim Gaskin
WXLA, 1180, 1 KW (DAYS,DA)	BLACK	\$ 11.00 (Roslin)	(DIMONDALE)	Bob Williams
WGOR-F, 92.1, 3 KW @ 300, CHR		\$ 20.00 (Mc-Guild)	(ST. JOHNS)	---
WPMK-F, 99.1, 28 KW @ 600, AC		\$ 39.00 (Republic)	Liggett	Dave Johnson
WIBM-F, 94.1, 40 KW @ 560, OLDIES		US 2, \$ 30.00 (MMR)	(JACKSON)	Kathy Franseen
WITL-F, 100.7, 27 KW @ 680, COUNTRY		ABC E, \$ 54.00 (Banner)		---
WJIM-F, 97.5, 28 KW @ 440, BTFL/EZ		NBC, \$ 30.00 (Torbet)	Double L	Jim Gaskin
WKXQ-F, 106.1, 50 KW @ 500, AOR		ABC R, \$ 26.00 (Christal)	(JACKSON)	---
WKKP-F, 101.7, 3 KW @ 150, AC		CBS, \$ 24.00 (Christal)	MacDonald	Andy MacDonald
WMMQ-F, 92.7, 1.5 KW @ 450, CLASSIC AOR		SOURCE, NBC, \$ 29.00 (HNWH)	(CHARLOTTE)	Bob Ottaway
WVIC-F, 94.9, 49 KW @ 500, CHR		\$ 70.00 (Katz)	Goodrich	Jeff Scarpelli

WJR -- See Detroit MISCELLANEOUS COMMENTS: WVIC-A changes calls to WAAP (March)...WLNZ-F changes calls to WGOR (May)... WILS changes to WKKP (May)...WLNZ-F (St. Johns) sold for \$690,000.



LAS VEGAS

Arbitron Rank/Pop (12+): 67/520,700

Stations: 23/23

1988 Revenue: \$19,200,000

MSA Rank/Pop: 83/609,700

Diaries: 1002/520:1/48.8%

HII Inc.: \$30,679

ADI # 95

Sample Target: 820

Retail \$: 5.1 Bil

Average Person Ratings: 16.3

% Below Line: 0.0  
% Not Listed: 16.0

Pop per Station: 22,639

Market TSL: 21.75 hours

#1 Biller: KFMS-AF \$2,600,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. KFMS-AF (C)	96/11.3	13.2	11.4	12.7	10.9	12.1	97/957	929/17.8	19.0	16.7	115	11.1	109	893	KFMS-AF
2. KLUC-F (CHR)	85/10.0	7.6	9.1	10.9	10.6	9.4	85/1159	1159/22.3	23.2	27.1	76	14.0	144	1453	KLUC-F
3. KXTZ-F (EZ)	72/ 8.5	12.4	10.3	9.2	11.0	10.1	77/860	760/14.6	14.3	16.3	71	5.5	57	516	KXTZ-F
4. KOMP-F (AOR)	53/ 6.3	5.9	5.0	6.0	4.8	5.8	54/578	574/11.0	14.0	13.1	114	8.0	82	909	KOMP-F
5. KKLZ-F (AOR)	48/ 5.7	5.9	8.0	9.3	7.1	7.2	48/644	644/12.4	14.7	14.1	119	9.3	96	784	KKLZ-F
6. KYRK-F (CHR)	45/ 5.3	5.1	6.4	6.2	8.0	5.8	46/900	859/16.5	16.8	22.8	68	5.5	57	1045	KYRK-F
KRLV-F (AC)	45/ 5.3	4.2	4.2	2.1	3.1	3.9	45/552	552/10.6	9.7	6.7	158	3.9	40	328	KRLV-F
8. KUDA-F (O)	40/ 4.7	4.2	1.3	0.8	---	2.8	40/619	619/11.9	4.1	0.0	153	3.0	31	420	KUDA-F
9. KMZQ-F (AC)	36/ 4.2	4.7	5.5	4.8	6.1	4.8	36/546	546/10.5	13.0	13.8	119	3.5	36	614	KMZQ-F
10. KDWN (T)	33/ 3.9	1.9	2.8	3.2	2.1	3.0	39/499	419/ 8.0	6.6	7.3	46	1.4	14	264	KDWN
11. KORK (BB)	26/ 3.1	3.8	4.3	4.4	5.2	3.9	26/370	370/ 7.1	8.5	8.3	19	3.7	38	311	KORK
12. KEYV-F (J/NA)	25/ 2.9	2.0	2.3	1.9	1.8	2.3	28/406	393/ 7.5	5.7	4.9	159	2.1	22	306	KEYV-F
13. KWNR-F (O)	22/ 2.6	2.5	2.3	3.1	3.3	2.6	22/445	439/ 8.4	10.1	8.6	131	2.4	25	328	KWNR-F
14. KNUU (N/T)	21/ 2.5	3.1	2.3	2.1	2.0	2.5	21/379	379/ 7.3	6.2	7.3	96	1.5	15	235	KNUU
15. KRRI-F (O)	14/ 1.7	0.9	2.4	2.1	1.8	1.8	14/228	228/ 4.4	6.5	6.5	141	1.6	16	212	KRRI-F

12+ FM SHARE (METRO): 82.30% (586 of 712) (SPG 88: 80.14%)

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

FORMATS	AM	FM	TOTAL	%	SPG 88	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		130 ( 2)	130 ( 2)	18.3	21.9		KENO 1460 Las Vegas 0.7/4.1
AOR/CLASSIC	11 ( 1)	101 ( 2)	112 ( 3)	15.7	15.0		KJUL-F 104.3 N. Las Vegas 0.7/2.6
AC/OLDIES/SOFT ROCK	6 ( 1)	172 ( 7)	178 ( 8)	25.0	19.6		KLAV 1230 Las Vegas 0.4/1.5
MOR/VARIETY							KLTN-F 103.5 Las Vegas 1.1/4.8
COUNTRY	10 ( 1)	86 ( 1)	96 ( 2)	13.5	12.9		KMTW 1340 Las Vegas 0.9/2.3
BLACK/URBAN	8 ( 1)		8 ( 1)	1.1	2.4		KREL 1280 Henderson/LosVg 0.9/1.3
BEAUTIFUL/EASY		72 ( 1)	72 ( 1)	10.1	13.1		KRSR 1140 North Las Vegas 1.3/2.9
NEWS/TALK	54 ( 2)		54 ( 2)	7.6	6.1		
NOSTALGIA	26 ( 1)		26 ( 1)	3.7	6.1		
RELIGION/GOSPEL	8 ( 1)		8 ( 1)	1.1			
SPANISH							
CLASSICAL							
JAZZ/NEW AGE		25 ( 1)	25 ( 1)	3.5	2.1		
UNKNOWN/OTHERS	3 ( 1)		3 ( 1)	0.4	0.8		
	126 ( 9)	586 (14)	712 (23)				

**RADIO STATIONS**

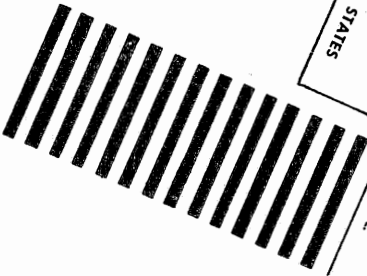
KDWN, 720, 50 KW (TA-N), TALK	, \$ 19.00 (Roslin)		Claire Reis
KENO, 1460, 5 KW/1 KW (DA-N), OLDIES	, \$ 16.00 (Christal)	Lotus	Tony Bonnici
KNUU, 970, 5 KW/500 W (DA-2), NEWS/TALK	MBS, CBS, \$ 15.00 (---)		Doug Trenner
KORK, 920, 5 KW/500 W (DA-2), NOSTALGIA	ABC I, \$ 19.00 (MMR)	Anchor	---
KRSR, 1140, 10 KW/2.5 KW(DA-N), AOR	, \$ 15.00 (Mc-Guild)	Nationwide	Keith Gerst
KEYV-F, 93.1, 50 KW @ 100, JAZZ/NAC	, \$ 29.00 (HNWH)		Len Howard
KFMS-F, 101.9, 100 KW @ 1110, COUNTRY	, \$ 61.00 (Katz)		Al Cohen
KJUL-F, 104.3, 100 KW @ 1115, AC	APR, \$ 20.00 (---)		Debra Carrigan
KKLZ-F, 96.3, 100 KW @ 1170, CLASSIC AOR	, \$ 34.00 (Banner)		Terry McRight
KLTN-F, 103.5, 100 KW @ 1042, AC	TRNSTR, \$ 20.00 (K & P)		Darwin Paustian
KLUC-F, 98.5, 100 KW @ 1180, CHR	UPI, \$ 60.00 (Mc-Guild)	Nationwide	Keith Gerst
KMZQ-F, 100.5, 98 KW @ 1180, AC	, \$ 46.00 (Eastman)	Commonwealth	Rick Denton
KOMP-F, 92.3, 100 KW @ 1520, AOR	, \$ 35.00 (Christal)	Lotus	Tony Bonnici
KRLV-F, 106.5, 100 KW @ 1155, SOFT AC	, \$ 28.00 (Eastman)		Lorraine Arms
KRRI-F, 105.5, 50 KW @ 1450, OLDIES	MBS, \$ 20.00 (Torbet)		Art Kevin
KUDA-F, 107.5, 25 KW @ 3726, OLDIES	, \$ 30.00 (Katz)		DeAnne Sheehan
KWNR-F, 95.5, 100 KW @ 1120, OLDIES	, \$ 26.00 (Torbet)		Mike Ginsburg
KXTZ-F, 94.1, 100 KW @ 1250, BTFL/EZ	, \$ 44.00 (Durpetti)	Parker	Tom Humm
KYRK-F, 97.1, 50 KW @ 1950, CHR	, \$ 33.00 (MMR)	Anchor	---

**MISCELLANEOUS COMMENTS:** KLSQ-F changes calls to KWNR-F (Dec 88)...KVEG sold for \$325,000...KRLV-F sold for \$4,100,000... KUDA-F (Pahrump) sold by EZ to Americom (Quinn) for \$4,000,000 (Richards)...KJUL-F sold to Ragan Henry for \$4,200,000 (Sailors & Peterson).

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**LEXINGTON**

Arbitron Rank/Pop (12+): 127/279,200	Stations: 14/14	1988 Revenue: \$11,300,000
MSA Rank/Pop: 139/334,400	Diaries: 678/412:1/49.2%	HH Inc.: \$31,229
ADI # 74	Sample Target: 660	Retail \$: 2.7 Bil
Average Person Ratings: 16.9	% Below Line: 0.0	Pop per Station: 19,942
Market TSL: 22.5 hours	% Not Listed: 14.0	#1 Biller: WVLK-F \$2,400,000

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume
1. WVLK-F (C)	94/19.9	18.3	15.4	16.5	13.0	----	232/2546	926/33.2	28.9	26.9	103	16.6	81	870
2. WLAP-F (CHR)	76/16.1	11.4	13.9	15.5	14.2	----	168/2001	953/34.1	31.0	28.8	102	16.6	81	987
3. WKQQ-F (AOR)	66/14.0	10.5	14.9	13.0	9.9	----	115/1255	760/27.2	25.2	23.6	104	17.7	86	852
4. WCKU-F (B)	43/ 9.1	10.5	-----	-----	-----	----	46/518	435/15.6	0.0	0.0	78	14.4	70	484
5. WVLK (MOR)	31/ 6.6	8.9	9.9	8.8	9.9	----	39/690	417/14.9	20.9	21.1	91	4.9	24	439
6. WCOZ-F (AC)	23/ 4.9	5.8	5.5	4.3	4.8	----	30/443	327/11.7	11.5	10.1	129	4.1	20	293
7. WLAP (O)	16/ 3.4	2.7	3.2	3.3	3.6	----	29/563	231/ 8.3	11.5	10.2	88	1.4	7	150
8. WLFX-F (CHR)	11/ 2.3	5.6	7.9	9.5	10.6	----	26/491	297/10.6	19.6	24.4	83	5.3	26	622
9. WBBE (BB)	10/ 2.1	3.4	2.7	3.0	3.4	----	12/155	109/ 3.9	5.4	3.6	71	1.0	5	94
10. WJMM-F (REL)	9/ 1.9	2.0	1.7	2.8	2.9	----	9/236	196/ 7.0	6.3	7.5	116	2.1	10	213
11. WMGB-F (AC)	8/ 1.7	2.2	3.7	3.8	5.0	----	9/346	296/10.6	11.1	12.2	153	1.8	9	180
12.														
13.														
14.														
15.														

12+ FM SHARE (METRO): 81.28% (330 of 406) (SPG 88: 70.99%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WCKU-F>>	1 WKQQ-F<	1 WLAP-F<	1 WVLK-F	1 WVLK-F	1 WVLK-F>>	1 WVLK-F>	1 WVLK-F>	1 WVLK-F	1 WKQQ-F	1 WVLK-F
2 WLAP-F>>	2 WLAP-F>	2 WKQQ-F<	2 WLAP-F	2 WLAP-F	2 WVLK >	2 WLAP-F	2 WLAP-F	2 WLAP-F<	2 WCKU-F	2 WKQQ-F
3 WKQQ-F	3 WVLK-F>	3 WVLK-F>>	3 WKQQ-F>>	3 WKQQ-F>>	3 WLAP-F>	3 WKQQ-F	3 WKQQ-F>	3 WKQQ-F>	3 WLAP-F	3 WLAP-F>
4	4 WCKU-F	4 WCKU-F	4 WCKU-F	4 WCKU-F	4 WLAP	4 WVLK >	4 WCKU-F	4 WCKU-F>	4 WVLK-F>>	4 WVLK
5	5	5 WCOZ-F	5 WCOZ-F	5 WCOZ-F	5 WKQQ-F	5 WCKU-F	5 WCOZ-F	5 WVLK	5 WVLK	5 WCKU-F>>
				6 WVLK >>	6 WCOZ-F	6 WVLK	6 WCOZ-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 WLAP-F>	1 WLAP-F>>	1 WLAP-F>>	1 WLAP-F>	1 WLAP-F	1 WKQQ-F>>	1 WKQQ-F>>	1 WKQQ-F>	1 WKQQ-F>	1 WVLK-F
2 WVLK-F>	2 WVLK-F	2 WKQQ-F	2 WVLK-F>	2 WVLK-F>	2 WLAP-F>	2 WLAP-F<	2 WVLK-F	2 WVLK-F>	2 WKQQ-F>
3 WCKU-F	WCKU-F	WCKU-F	3 WCKU-F	3 WCKU-F	3 WVLK-F>>	3 WVLK-F>>	3 WLAP-F>>	3 WLAP-F>>	3 WLAP-F>>
4 WKQQ-F	4 WKQQ-F>	4 WVLK-F>	4 WKQQ-F	4 WKQQ-F	4	4 WLFX-F	4	4	4
WCOZ-F>>	5 WCOZ-F>>	5 WCOZ-F>	5 WCOZ-F>	WCOZ-F	5	5	5	5	5
				6 WVLK >>					

FORMATS	AM	FM	TOTAL	%	SPG 88	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		87 ( 2)	87 ( 2)	21.4	25.1	WCGW 770 Nicholasvl/Lex 1.1/4.0
AOR/CLASSIC		66 ( 1)	66 ( 1)	16.3	16.6	WLXG 1300 Lexington 1.5/5.6
AC/OLDIES/SOFT ROCK	23 ( 2)	31 ( 2)	54 ( 4)	13.3	13.0	WNVL 1250 Nicholasville 1.5/1.6
MOR/VARIETY	31 ( 1)		31 ( 1)	7.6	17.7	
COUNTRY	7 ( 1)	94 ( 1)	101 ( 2)	24.9	18.8	
BLACK/URBAN		43 ( 1)	43 ( 1)	10.6		
BEAUTIFUL/EASY NEWS/TALK					0.8	
NOSTALGIA	10 ( 1)		10 ( 1)	2.5	3.0	
RELIGION/GOSPEL	5 ( 1)	9 ( 1)	14 ( 2)	3.4	5.0	
SPANISH CLASSICAL						
JAZZ/NEW AGE						
UNKNOWN/OTHERS						
	76 ( 6)	330 ( 8)	406 (14)			

**RADIO STATIONS**

WBBE, 1580, 10 KW/45 W (DA-1), NOSTALGIA	, \$ 14.00 (Republic)	Audubon (GEORGETOWN)	Barry Brown
WLAP, 630, 5 KW/1 KW (DA-2), OLDIES	CBS, US 2, \$ 17.00 (Mc-Guild)	Trumper	Dan Dorsett
WLXG, 1300, 2.5 KW/1 KW (DA-N), OLDIES	NBC, \$ 14.00 (HNWH)	Martin	---
WVLK, 590, 5 KW/1 KW (DA-2), MOR	ABC I, \$ 40.00 (Katz)	Bluegrass	Ralph Hacker
WCGW, 770, 1 KW (DAYS), GOSPEL	, \$ 10.00 (---)	Mortenson (NICHOLASVILLE)	D. Smith
WCKU-F, 102.5, 2 KW @ 350, BLACK	, \$ 20.00 (---)	(NICHOLASVILLE)	---
WCOZ-F, 96.7, 3 KW @ 300, SOFT AC	NBC, \$ 19.00 (HNWH)	Martin (PARIS)	David Curtis
WJMM-F, 106.3, 3 KW @ 316, RELIGION	, \$ 15.00 (---)	Mortenson	Ed Wright
WKQQ-F, 98.1, 100 KW @ 551, AOR	, \$ 50.00 (Christal)	Village	Keith Yarber
WLAP-F, 94.5, 100 KW @ 660, CHR	, \$ 48.00 (Mc-Guild)	Trumper	Dan Dorsett
WLFX-F, 100.1, 1 KW @ 460, CHR	, \$ 25.00 (Durpetti)	Premier (WINCHESTER)	Gary Jensen
WMGB-F, 103.1, 3 KW @ 300, AC	, \$ 18.00 (Republic)	Audubon (GEORGETOWN)	Barry Brown
WVLK-F, 92.9, 100 KW @ 854, COUNTRY	, \$ 60.00 (Katz)	Bluegrass	Ralph Hacker

**MISCELLANEOUS COMMENTS:** WFMI-F changes calls to WLFX (Feb.)...WNLV, WCKU-F (Nicholasville) sold for \$1,050,000.. WBBE, WMGB-F (Lexington) sold be Audubon for \$1,830,000 (Sailors).

LINCOLN

Arbitron Rank/Pop (12+): 168/177,100  
 MSA Rank/Pop: 203/207,900  
 ADI # 94  
 Average Person Ratings: 18.3  
 Market TSL: 24.25 hours

Stations: 20/12  
 Diaries: 586/302:1/60.5%  
 Sample Target: 550  
 % Below Line: 7.1  
 % Not Listed: 12.0

1988 Revenue: \$7,600,000  
 HH Inc.: \$36,788  
 Retail \$: 1.3 Bil  
 Pop per Station: 14,758  
 #1 Biller: KFOR \$1,700,000

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. KFRX-F (CHR)	41/12.7	----	11.7	----	14.7	----	59/743	517/29.2	26.4	33.0	54	18.9	55	608	KFRX-F
2. KFOR (MOR)	37/11.4	----	12.8	----	10.1	----	38/477	454/25.6	25.0	24.1	84	9.6	28	412	KFOR
3. KFMQ-F (AOR)	35/10.8	----	9.6	----	15.3	----	43/474	370/20.9	21.4	28.7	123	12.4	36	494	KFMQ-F
4. KZKX-F (C)	30/ 9.3	----	6.7	----	4.9	----	49/483	283/16.0	12.1	7.7	109	10.7	31	440	KZKX-F
KLDZ-F (O)	30/ 9.3	----	10.3	----	11.4	----	40/474	364/20.6	20.4	25.0	138	7.6	22	355	KLDZ-F
6. KTGL-F (AOR)	22/ 6.8	----	11.3	----	----	----	28/408	307/17.3	19.7	0.0	109	7.2	21	298	KTGL-F
7. KHAT-AF (AC)	17/ 5.2	----	8.5	----	7.5	----	20/285	276/15.6	11.3	14.4	133	4.1	10	180	KHAT-AF
8. KEZG-F (AC)	14/ 4.3	----	6.4	----	9.4	----	17/241	184/10.4	17.9	15.4	112	2.4	7	124	KEZG-F
9. KFAB (MOR)	11/ 3.4	----	4.3	----	3.9	----	68/769	210/11.9	13.8	10.8	79	3.4	10	190	KFAB
KKNB-F (AC)	11/ 3.4	----	----	----	----	----	19/325	219/12.4	0.0	0.0	94	3.1	9	209	KKNB-F
11. KLIN (MOR)	10/ 3.1	----	3.9	----	5.2	----	11/263	219/12.4	11.8	13.2	103	2.7	8	185	KLIN
12.															
13.															
14.															
15.															

12+ FM SHARE (METRO): 76.84% (219 of 285) (SPG 88: 72.87%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KFRX-F>>	1 KFMQ-F	1 KFMQ-F	1 KFMQ-F	1 KFMQ-F<	1 KFOR >>	1 KFOR >	1 KFMQ-F	1 KFMQ-F	1 KFRX-F>	1 KFRX-F
2 KKNB-F>	2 KFRX-F	2 KFRX-F	2 KLDZ-F	2 KLDZ-F	2 KLDZ-F	2 KFRX-F	2 KZKX-F<	2 KFRX-F>	2 KFMQ-F>	2 KZKX-F
3 KZKX-F>>	3 KTGL-F>	3 KZKX-F	3 KZKX-F	3 KZKX-F<	3 KZKX-F>	3 KZKX-F	3 KFRX-F<	3 KZKX-F	3 KZKX-F	3 KFOR >
4	4 KZKX-F	KLDZ-F	4 KFOR	4 KFOR	4 KFAB	4 KLDZ-F	4 KFOR	4 KLDZ-F	4 KLDZ-F	4 KLDZ-F
5	5 KLDZ-F	5 KTGL-F	5 KTGL-F	5 KTGL-F	KLIN	5 KFMQ-F>	5 KLDZ-F	5 KFOR	6 KFAB	6 KFAB

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 KFRX-F>>	1 KFRX-F>>	1 KFMQ-F	1 KFRX-F>>	1 KLDZ-F	1 KFMQ-F>	1 KFMQ-F>	1 KFMQ-F>	1 KFMQ-F>	1 KFMQ-F
2 KTGL-F	2 KFMQ-F>	2 KFRX-F	2 KLDZ-F	2 KZKX-F	2 KZKX-F	2 KTGL-F>	2 KTGL-F>>	2 KTGL-F	2 KLDZ-F
3 KEZG-F>>	3 KLDZ-F	3 KLDZ-F	3 KZKX-F	3 KFRX-F	3 KTGL-F	3 KZKX-F	3 KHAT-AF	3 KZKX-F	3 KTGL-F
4	4 KTGL-F	4 KZKX-F>	KFMQ-F	KFMQ-F	4 KFRX-F	4 KHAT-AF	KLDZ-F	4 KLDZ-F	4 KFOR
5	5 KEZG-F	5 KTGL-F	5 KEZG-F	5 KFOR	5 KEFM-F	5 KFRX-F	5 KEZO-AF	5 KHAT-AF	5 KZKX-F
		KEZG-F		6 KEZG-F				6 KFOR	6 KHAT-AF

FORMATS	AM	FM	TOTAL	%	SPG 88	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		43 (2)	43 (2)	15.1	14.3		KLMS 1480 Lincoln 1.2/3.6
AOR/CLASSIC		66 (3)	66 (3)	23.2	25.6		
AC/OLDIES/SOFT ROCK	5 (2)	78 (6)	83 (8)	29.1	20.9		KCMO 810 Kansas City 0.3/1.9
MOR/VARIETY	58 (3)		58 (3)	20.4	22.9		KEFM-F 96.1 Omaha 1.9/6.2
COUNTRY	2 (1)	30 (1)	32 (2)	11.2	8.5		KESY-F 104.5 Omaha 0.6/2.1
BLACK/URBAN							KEZO 1490 Omaha
BEAUTIFUL/EASY		2 (1)	2 (1)	0.7	7.0		KEZO-F 92.3 Omaha 2.8/11.7
NEWS/TALK	1 (1)		1 (1)	0.4			KGOR-F 99.9 Omaha 0.3/3.1
NOSTALGIA							KQKQ-F 98.5 Council Bluffs 0.6/5.1
RELIGION/GOSPEL							KRVN 880 Lexington 0.6/2.0
SPANISH							
CLASSICAL							
JAZZ/NEW AGE					0.8		
UNKNOWN/OTHERS							
	66 (7)	219 (13)	285 (20)				

RADIO STATIONS

KFOR, 1240, 1 KW	, MOR	ABC I, \$ 32.00 (Mc-Guild)	Summit	Roger Larson
KLIN, 1400, 1 KW	, MOR	MBS, \$ 18.00 (Torbet)		Norton Warner
KLMS, 1480, 5 KW/1 KW(DA-2)	, OLDIES	CBS, \$ 14.00 (Eastman)	Midwest	Roger Golder
KEZG-F, 107.3, 100 KW @ 550, SOFT AC		TRNSTR, MBS, \$ 18.00 (Torbet)		Mike Elliott
KFMQ-F, 101.9, 100 KW @ 180, AOR		SOURCE, \$ 27.00 (Eastman)	Midwest	---
KFRX-F, 102.7, 100 KW @ 500, CHR		, \$ 29.00 (Mc-Guild)	Summit	Roger Larson
KHAT-F, 106.3, 3 KW @ 145, AC		US 1, \$ 22.00 (Durpetti)	Marathon	Dan Charleston
KKNB-F, 104.1, 30 KW @ 620, AC		, \$ 16.00 (---)	(CRETE)	Doug Agnew
KLDZ-F, 95.1, 50 KW @ 248, OLDIES		, \$ 28.00 (Katz)		Harley Lampman
KTGL-F, 92.9, 100 KW @ 809, CLASSIC AOR		, \$ 19.00 (K & P)	(BEATRICE)	Mark O'Brien
KZKX-F, 98.9, 100 KW @ 610, COUNTRY		ABC D, \$ 22.00 (Republic)	(SEWARD)	Don Cavaleri

MISCELLANEOUS COMMENTS: KLIN-F changes calls to KEZG-F (Dec)...KEZG changes from EZ to SOFT AC (Dec)...KLDZ-F sold to Kempff for \$2,400,000 (Chapman)...KFOR, KFRX-F sold by Summit to Arrow for \$6,600,000

LITTLE ROCK

Arbitron Rank/Pop (12+): 82/420,300

Stations: 16/16  
Diaries: 859/489:1/58.8%  
Sample Target: 800  
% Below Line: 0.0  
% Not Listed: 11.5

1988 Revenue: \$13,200,000  
HH Inc.: \$32,274  
Retail \$: 3.4 Bil  
Pop per Station: 26,268  
#1 Biller: KSSN-F \$3,700,000

MSA Rank/Pop: 96/515,300

ADI # 54

Average Person Ratings: 17.2

Market TSL: 22.75 hours

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume
1. KSSN-F (C)	149/20.7	20.3	20.3	20.6	15.5	20.5	295/3070	1542/36.7	30.3	26.1	117	22.0	155	1443 KSSN-F
2. KIPR-F (B)	70/ 9.7	9.9	7.5	3.2	2.5	7.6	114/955	525/12.5	11.8	7.2	100	9.9	70	730 KIPR-F
3. KKYK-F (CHR)	68/ 9.4	9.6	11.6	10.5	8.4	10.3	139/2235	1127/26.8	29.6	26.8	89	10.2	72	1123 KKYK-F
4. KEZQ-F (EZ)	60/ 8.3	9.0	11.2	8.8	10.8	9.3	104/1323	701/16.7	18.2	17.7	101	7.2	51	506 KEZQ-F
5. KARN (N/T)	57/ 7.9	7.6	6.2	6.8	6.1	7.1	65/829	643/15.3	14.4	12.8	63	5.2	37	421 KARN
6. KZOU-F (CHR)	46/ 6.4	8.2	6.8	9.1	11.2	7.6	82/1656	915/21.8	18.0	23.0	70	9.5	67	1142 KZOU-F
7. KHLT-F (O)	43/ 6.0	5.2	6.4	6.9	5.5	6.1	81/1045	612/14.6	16.6	15.3	162	6.2	44	590 KHLT-F
8. KMJX-F (AOR)	38/ 5.3	5.6	5.7	4.9	9.0	5.4	69/1012	554/13.2	13.1	14.9	94	10.3	73	846 KMJX-F
9. KWTD-F (B)	26/ 3.6	2.6	3.2	6.0	6.1	3.8	26/358	341/ 8.1	5.1	10.7	94	3.0	21	274 KWTD-F
10. KZLR-F (AOR)	24/ 3.3	3.7	2.9	2.1	2.1	3.0	53/780	476/11.3	9.7	4.9	79	3.1	22	450 KZLR-F
KITA (REL)	24/ 3.3	1.6	1.3	0.7	1.9	1.7	24/271	271/ 6.4	4.8	6.1	88	1.3	9	187 KITA

12.  
13.  
14.  
15.

12+ FM SHARE (METRO): 82.13% (524 of 638) (SPG 88: 83.99%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKYK-F	1 KSSN-F	1 KSSN-F>>	1 KSSN-F>>	1 KSSN-F>>	1 KSSN-F>	1 KSSN-F>>	1 KSSN-F>>	1 KSSN-F>>	1 KSSN-F	1 KSSN-F
2 KZOU-F>	2 KIPR-F	2 KIPR-F	2 KIPR-F	2 KIPR-F	2 KEZQ-F<	2 KARN	2 KEZQ-F>	2 KIPR-F	2 KIPR-F>	2 KIPR-F>>
3 KIPR-F	3 KKYK-F>	3 KKYK-F>	3 KHLT-F	3 KHLT-F	3 KARN >>	3 KKYK-F	3 KKYK-F	3 KKYK-F	3 KKYK-F	3 KARN
4	4 KZOU-F	4 KHLT-F	4 KKYK-F	4 KKYK-F	4 KHLT-F	4 KEZQ-F	4 KIPR-F<	4 KEZQ-F	4 KZOU-F>	4 KKYK-F
5	5 KMJX-F	5 KMJX-F	5 KEZQ-F	5 KEZQ-F	5	5 KIPR-F	5 KHLT-F	5 KHLT-F	5 KITA <	5 KEZQ-F
							6 KARN	6 KMJX-F	6 KWTD-F	6 KCON

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 KIPR-F>	1 KIPR-F	1 KSSN-F	1 KSSN-F>	1 KSSN-F>>	1 KSSN-F>>	1 KSSN-F>	1 KIPR-F	1 KSSN-F>>	1 KSSN-F>>
2 KKYK-F	2 KSSN-F	2 KIPR-F	2 KIPR-F	2 KEZQ-F	2 KMJX-F	2 KIPR-F	2 KSSN-F	2 KIPR-F	2 KHLT-F
3 KSSN-F	3 KKYK-F>	3 KKYK-F	3 KKYK-F>	3 KIPR-F	3 KZLR-F	3 KMJX-F	3 KKYK-F	3 KKYK-F	3 KIPR-F
4 KZOU-F>	4 KZOU-F>	4 KHLT-F	4 KEZQ-F	4 KKYK-F	4 KKYK-F	4 KKYK-F	4 KHLT-F	4 KHLT-F	4 KKYK-F
5 KMJX-F>	5 KHLT-F	5 KZOU-F	5 KZOU-F	5 KHLT-F	5 KZOU-F	5 KZLR-F>	5 KZLR-F	5 KMJX-F	5 KARN
	6 KMJX-F	6 KMJX-F			KIPR-F>>	6 KZOU-F		6 KZLR-F	

FORMATS	AM	FM	TOTAL	%	SPG 88 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		114 ( 2)	114 ( 2)	17.9	20.1	KAAY 1090 Little Rock 0.6/3.0
AOR/CLASSIC		62 ( 2)	62 ( 2)	9.7	9.4	KCON 1230 Conway 0.6/2.2
AC/OLDIES/SOFT ROCK	5 ( 1)	43 ( 1)	48 ( 2)	7.5	8.4	KHLT 1010 Little Rock 1.8/5.2
MOR/VARIETY					1.0	KMTL 760 Sherwood/LtlRck 1.0/2.0
COUNTRY		149 ( 1)	149 ( 1)	23.4	22.2	KZOU 1250 Little Rock 0.7/2.2
BLACK/URBAN		96 ( 2)	96 ( 2)	15.0	13.6	
BEAUTIFUL/EASY		60 ( 1)	60 ( 1)	9.4	14.3	
NEWS/TALK	70 ( 2)		70 ( 2)	11.0	6.8	
NOSTALGIA						
RELIGION/GOSPEL	35 ( 3)		35 ( 3)	5.5	3.5	
SPANISH						
CLASSICAL						
JAZZ/NEW AGE						
UNKNOWN/OTHERS	4 ( 1)		4 ( 1)	0.6	0.8	
	114 ( 7)	524 ( 9)	638 ( 16)			

RADIO STATIONS

KARN, 920, 5 KW (DA-2)	NEWS/TALK	CBS, \$ 32.00 (Banner)	Ted Snider
KHLT, 1010, 10 KW/5 KW (DA-N)	TALK	\$ 20.00 (Christal) Signal	Terrell Methany
KITA, 1440, 5 KW/50 W	RELIGION	\$ 13.00 (---)	Gary Vaile
KEZQ-F, 100.3, 44 KW @ 1369,	BTFL/EZ	US 2, \$ 37.00 (Eastman)	Wally Tucker
KHLT-F, 94.1, 100 KW @ 760, AC		\$ 39.00 (Christal) Signal	Terrell Methany
KIPR-F, 92.3, 100 KW @ 938, BLACK		\$ 23.00 (Banner) (PINE BLUFF)	Michael Gypins
KKYK-F, 103.7, 96 KW @ 1510, CHR		\$ 50.00 (Banner) Sheppard	---
KMJX-F, 105.1, 79 KW @ 1054, AOR		ABC R, \$ 38.00 (HNWH) Coastal	Richard Booth
KSSN-F, 95.7, 100 KW @ 1664, COUNTRY		ABC E, \$ 85.00 (Katz) Southern Skies	Jerry Atchley
KWTD-F, 106.3, 3 KW @ 290, BLACK		MBS, \$ 21.00 (Roslin) (LONOKE)	Thessia Dunn
KZLR-F, 94.9, 100 KW @ 1843, AOR		\$ 25.00 (Durpetti) South. Skies (P.BLUFF)	Steve McNamara
KZOU-F, 98.5, 99 KW @ 860, CHR		\$ 35.00 (Christal)	Hal Smith

LOS ANGELES

Arbitron Rank/Pop (12+): 2/9,086,100  
 MSA Rank/Pop: 2/11,700,000  
 ADI # 2  
 Average Person Ratings: 18.4  
 Market TSL: 24.00 hours

Stations: 46/45  
 Diaries: 4293/2116:1/46.00%  
 Sample Target: 3440  
 % Below Line: 0.4  
 % Not Listed: 8.8

1988 Revenue: \$334,000,000  
 HH Inc.: \$37,900  
 Retail \$: 83.6 Bil  
 Pop per Station: 201,913  
 #1 Biller: KABC \$33,000,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KPWR-F (CHR)	1184/ 7.1	6.4	7.2	7.4	7.4	7.0	1278/18248	16448/18.1	18.8	18.6	75	8.4	1325	16884	KPWR-F
2. KOST-F (AC)	1012/ 6.1	5.6	5.4	5.0	4.6	5.5	1184/17589	14902/16.4	14.7	12.9	116	4.8	757	9007	KOST-F
3. KABC (T)	869/ 5.2	4.9	5.3	5.7	6.2	5.3	954/13265	11553/12.7	12.5	13.3	63	4.6	728	8532	KABC
4. KIIS-AF (CHR)	863/ 5.2	7.1	6.5	6.9	6.5	6.4	1031/21183	17869/19.7	18.9	19.3	90	7.4	1169	19158	KIIS-AF
5. KQLZ-F (CHR)	721/ 4.3	2.7	2.8	2.6	2.4	3.1	941/14510	11411/12.6	8.5	7.0	81	4.4	688	8364	KQLZ-F
6. KBIG-F (AC)	715/ 4.3	4.0	3.3	4.2	3.4	4.0	828/11800	9832/10.8	9.6	8.8	123	2.8	435	4819	KBIG-F
7. KJOI-F (EZ)	676/ 4.1	4.5	4.6	4.1	4.2	4.3	739/9266	8589/ 9.5	9.5	9.6	68	3.4	539	5552	KJOI-F
8. KLOS-F (AOR)	626/ 3.8	4.6	3.6	4.3	4.3	4.1	836/12481	9363/10.3	10.0	10.9	134	5.4	855	8416	KLOS-F
9. KNX (N)	549/ 3.3	3.6	3.5	3.1	2.9	3.4	707/15052	11791/13.0	13.5	11.1	88	2.5	387	6385	KNX
10. KRTH-F (O)	519/ 3.1	3.3	3.2	3.1	3.7	3.2	706/12328	9292/10.2	12.2	11.9	145	3.5	545	7371	KRTH-F
11. KFWB (N)	494/ 3.0	2.9	3.1	3.3	2.7	3.1	518/12310	11415/12.6	12.9	11.6	63	2.9	457	7469	KFWB
12. KTWV-F (J/NA)	424/ 2.5	3.4	3.3	3.0	1.7	3.0	493/8981	7742/ 8.5	8.5	6.7	152	2.2	343	5097	KTWV-F
13. KMPC (BB)	424/ 2.5	2.3	2.1	2.0	2.4	2.2	526/8311	6753/ 7.4	7.7	6.7	64	1.9	297	3849	KMPC
14. KTNQ (SP)	412/ 2.5	1.6	2.8	2.7	4.2	2.4	432/4882	4548/ 5.0	5.2	6.2	120	2.3	368	3842	KTNQ
15. KROQ-F (AOR)	390/ 2.3	3.0	3.2	3.4	3.4	3.0	459/7724	6628/ 7.3	9.4	9.8	57	3.3	523	8179	KROQ-F
16. KJLH-F (B)	365/ 2.2	2.3	2.3	1.6	1.6	2.1	375/5572	5385/ 5.9	5.7	5.4	105	3.7	579	6297	KJLH-F
17. KWKW (SP)	363/ 2.2	2.3	1.3	1.5	1.9	1.8	368/3516	3446/ 3.8	2.5	3.4	141	1.7	272	3657	KWKW
18. KZLA-F (C)	329/ 2.0	2.3	2.6	2.1	2.1	2.3	371/5599	4924/ 5.4	5.9	4.6	125	2.5	399	4034	KZLA-F
19. KODJ-F (O)	329/ 2.0	1.1	1.2	1.3	1.3	1.4	465/8208	6285/ 6.9	4.9	5.5	150	1.9	305	4501	KODJ-F
20. KLVE-F (SP)	301/ 1.8	2.3	2.8	2.7	3.1	2.4	347/4915	4261/ 4.7	6.0	5.8	128	2.0	321	4316	KLVE-F
21. KLSX-F (AOR)	294/ 1.8	2.5	2.3	3.1	2.7	2.4	345/7755	6760/ 7.4	8.3	8.8	139	2.2	347	5837	KLSX-F
22. KFI (T)	292/ 1.8	1.3	1.3	1.4	1.4	1.4	431/8005	5568/ 6.1	4.8	5.2	83	1.3	198	3934	KFI
23. KDAY (B)	256/ 1.5	0.6	1.2	1.6	1.5	1.2	259/3806	3691/ 4.1	3.5	4.2	33	1.5	229	3813	KDAY
24. KFAC-F (CL)	242/ 1.5	1.6	1.5	1.4	1.4	1.5	282/5362	4573/ 5.0	5.3	5.1	87	1.6	245	3336	KFAC-F
25. KACE-F (B)	217/ 1.3	0.9	1.4	1.0	0.9	1.1	217/3496	3431/ 3.8	4.6	3.1	115	1.6	256	3815	KACE-F
26. KKGO-AF (J/NA)	208/ 1.2	1.1	1.0	1.5	1.0	1.2	238/4195	3367/ 3.7	3.4	3.8	125	1.1	174	2278	KKGO-AF
27. KLAC (C)	207/ 1.2	1.2	1.0	1.0	1.6	1.1	249/5772	4653/ 5.1	3.5	5.8	100	1.1	167	2765	KLAC
28. KSKQ (SP)	174/ 1.0	1.1	1.2	1.6	1.4	1.2	176/2099	2059/ 2.3	2.4	2.6	130	0.9	138	2140	KSKQ
29. KNAC-F (AOR)	174/ 1.0	1.4	1.6	1.0	1.1	1.3	191/3185	2917/ 3.2	3.5	3.3	60	1.8	282	2362	KNAC-F
30. KSKQ-F (SP)	160/ 1.0	0.4	0.9	0.6	1.0	0.7	160/2256	2245/ 2.5	2.6	2.3	100				KSKQ-F
KALI (SP)	160/ 1.0	1.2	0.8	0.6	1.2	0.9	162/1912	1865/ 2.1	2.4	2.7	90	0.7	113	1781	KALI

12+ FM SHARE (METRO): 66.95% (10191 of 15221) (SPG 88: 65.19%)

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 KPWR-F	1 KOST-F	1 KOST-F>	1 KABC	1 KPWR-F<	1 KOST-F	1 KPWR-F	1 KPWR-F<	1 KABC >>
2 KIIS-AF	2 KOST-F	2 KOST-F	2 KPWR-F	2 KPWR-F	2 KJOI-F>	2 KABC	2 KPWR-F	2 KPWR-F	2 KABC	2 KNX >>
3 KQLZ-F	3 KQLZ-F	3 KIIS-AF	3 KLOS-F<	KBIG-F<	3 KNX	3 KIIS-AF	3 KBIG-F	3 KIIS-AF	3 KOST-F>	3 KOST-F
4 KDAY >	4 KIIS-AF<	4 KLOS-F	4 KBIG-F	4 KLOS-F	4 KFWB <	KLOS-F	4 KJOI-F	4 KQLZ-F<	4 KQLZ-F	4 KFWB >>
5 KROQ-F>	5 KLOS-F>	5 KQLZ-F	5 KIIS-AF	5 KIIS-AF	5 KOST-F	5 KOST-F<	5 KIIS-AF	5 KBIG-F	5 KIIS-AF>	5 KFI >>
6 KOST-F	6 KROQ-F<	KBIG-F	6 KRTH-F	6 KRTH-F	KBIG-F	6 KNX	6 KABC	6 KJOI-F	6 KROQ-F<	6 KPWR-F>>
7 KJLH-F	7 KBIG-F	7 KRTH-F	7 KTWV-F	7 KTWV-F	7 KMPC >	7 KFWB	7 KQLZ-F	7 KLOS-F	7 KBIG-F	7 KIIS-F
8 KNAC-F	8 KRTH-F	8 KTWV-F	8 KQLZ-F	8 KQLZ-F	8 KTWV-F<	8 KJOI-F	8 KRTH-F	8 KNX <	8 KNX	8 KROQ-F
9	9 KTNQ	9 KJLH-F	9 KWKW	9 KABC	9 KRTH-F	9 KBIG-F	9 KLOS-F	9 KRTH-F	KJLH-F	9 KJOI-F
10	10 KLSX-F	10 KTNQ	10 KTNQ	10 KWKW	10 KZLA-F	10 KQLZ-F	10 KTNQ	10 KABC	10 KTWV-F	10 KTWV-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 KOST-F	1 KOST-F>	1 KOST-F	1 KOST-F>	1 KPWR-F	1 KLOS-F	1 KLOS-F>	1 KLOS-F	1 KLOS-F>
2 KIIS-AF	2 KPWR-F	2 KIIS-AF>	2 KPWR-F	2 KBIG-F	2 KQLZ-F	2 KQLZ-F	2 KQLZ-F	2 KPWR-F	2 KRTH-F<
3 KOST-F	3 KIIS-AF>	3 KPWR-F	3 KIIS-AF	3 KIIS-AF	3 KLOS-F<	3 KPWR-F>	3 KPWR-F>	3 KQLZ-F	3 KPWR-F
4 KQLZ-F	4 KQLZ-F	KBIG-F	4 KBIG-F>	4 KPWR-F>	4 KROQ-F	4 KIIS-AF	4 KTNQ <	4 KRTH-F	4 KTWV-F
5 KBIG-F	5 KBIG-F>	5 KRTH-F<	5 KQLZ-F	5 KRTH-F	5 KIIS-AF>	KROQ-F	5 KLSX-F	5 KIIS-AF	KQLZ-F
6 KROQ-F	6 KJLH-F	6 KQLZ-F	6 KRTH-F<	6 KJOI-F	6 KOST-F	6 KOST-F	6 KRTH-F	6 KOST-F	6 KTNQ
7 KJLH-F>	7 KRTH-F	7 KWKW <	7 KJLH-F	7 KTWV-F	7 KNAC-F	7 KTNQ	7 KOST-F	7 KTWV-F	7 KNX <
8 KDAY	8 KROQ-F	8 KTWV-F	8 KTWV-F	8 KABC <	8 KDAY	KLSX-F	8 KWKW	8 KTNQ <	8 KOST-F
9 KLVE-F	9 KACE-F<	9 KLOS-F	9 KWKW <	9 KWKW	9 KJLH-F	9 KRTH-F>	9 KIIS-AF	9 KLSX-F	9 KBIG-F
10 KACE-F	10 KLOS-F	KJLH-F	10 KODJ-F	10 KODJ-F	10 KLSX-F	10 KWKW	KBIG-F	10 KROQ-F	KABC

FORMATS	AM	FM	TOTAL	%	SPG 88	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING		
TOP 40/CHR/CONTEMP	43 ( 1)	2787 ( 4)	2830 ( 5)	18.6	8.5	KEDG-F	101.9	Glendale	0.7/2.7
AOR/CLASSIC		1484 ( 4)	1484 ( 4)	9.7	12.6	KGJF	1230	Los Angeles	0.8/1.9
AC/OLDIES/SOFT ROCK	288 ( 2)	2698 ( 5)	2986 ( 7)	19.6	21.8	KGIL	1260	SAN FERNANDO	0.6/1.5
MOR/VARIETY						KGRB	900	West Covina	0.6/1.1
COUNTRY	207 ( 1)	390 ( 2)	597 ( 3)	3.9	3.6	KIEV	870	Glendale	0.4/1.8
BLACK/URBAN	393 ( 2)	582 ( 2)	975 ( 4)	6.4	13.9	KIKF-F	94.3	GARDEN GROVE	0.4/0.9
BEAUTIFUL/EASY		676 ( 1)	676 ( 1)	4.4	5.3	KKLA-F	99.5	Los Angeles	0.6/1.9
NEWS/TALK	2301 ( 5)		2301 ( 5)	15.1	12.7	KMAX-F	107.1	Arcadia/LA	0.5/1.1
NOSTALGIA	424 ( 1)		424 ( 1)	2.8	3.1	KRLA	1110	Pasadena	0.9/4.2
RELIGION/GOSPEL		163 ( 2)	163 ( 2)	1.1	1.6	KRTH	930	Los Angeles	0.8/3.2
SPANISH	1109 ( 4)	537 ( 3)	1646 ( 7)	10.8	9.8	KTYM	1460	INGLEWOOD	0.3/0.6
CLASSICAL		242 ( 1)	242 ( 1)	1.6	1.4	KWIZ	1480	SANTA ANA	0.3/0.8
JAZZ/NEW AGE		632 ( 2)	632 ( 2)	4.2	5.7	KYMS-F	106.3	SANTA ANA	0.3/1.4
UNKNOWN/OTHERS	265 ( 4)		265 ( 4)	1.7					
	5030 (20)	10191 (26)	15221 (46)			KAVS-F	97.7	MOJAVE/LANCASTR	0.4/0.7

RADIO STATIONS

KABC, 790, 5 KW (DA-N)	, TALK	ABC I, ABC T, \$ 410.00 (Katz)	Cap Cities/ABC	George Green
KALI, 1430, 5 KW (DA-2)	, HISPANIC	, \$ 90.00 (Katz)	United (SAN GABRIEL)	Raul Ortal
KBRT, 740, 10 KW (DAYS, DA)	, RELIGION	50.00 (---)	(AVALON)	Jim Graves
KDAY, 1580, 50 KW (DA-2)	, BLACK	NBN, \$ 100.00 (Roslin)	Heritage (SANTA MONICA)	Ed Kerby
KFL, 640, 50 KW	, TALK	MBS, \$ 150.00 (Christal)	Cox	Howard Neal
KFWB, 980, 5 KW	, NEWS	NBC, UPI, \$ 300.00 (Group W)	Westinghouse	Chris Claus
KGJF, 1230, 1 KW	, BLACK OLDIES	SBN, SMN, \$ 70.00 (Roslin)		Bill Shearer
KLAC, 570, 5 KW (DA-N)	, COUNTRY	ABC D, \$ 130.00 (Eastman)	Malrite	Norm Epstein
KMPC, 710, 50 KW/10 KW (DA-N)	, NOSTALGIA/MOR	, \$ 270.00 (Durpetti)	Golden West	Bill Ward
KNX, 1070, 50 KW	, NEWS	CBS, \$ 340.00 (CBS)	CBS	George Nicholas
KRLA, 1110, 50 KW (DA-2)	, OLDIES	, \$ 100.00 (MMR)	Greater Media	Bob Moore
KRTH, 930, 5 KW (DA-N)	, OLDIES	US 2, \$ N/A (Republic)	Beasley	Pat Norman
KSKQ, 1540, 50 KW/10 KW (DA-2)	, HISPANIC	, \$ 100.00 (SBS)	SBS	Jose Grimalt
KTNQ, 1020, 50 KW (DA-2)	, HISPANIC	CRC, \$ 165.00 (Caballero)	Heftel	Ken Wolt
KWKW, 1330, 5 KW (DA-N)	, HISPANIC	, \$ 120.00 (Lotus)	Lotus	Jose Cabrera

FM STATIONS

KACE, 103.9, 1.6 KW @ 390, BLACK	APR, \$ 85.00 (K & P)	All Pro (INGLEWOOD)	Ricky Tatum
KBIG, 104.3, 105 KW @ 2890, AC	, \$ 280.00 (CBS)	Bonneville	Kari Johnson
KEDG, 101.9, 2.5 KW @ 2848, SOFT AC	, \$ 100.00 (Durpetti)	Golden West (GLENDALE)	Bill Ward
KFAC, 92.3, 39 KW @ 2835, CLASSICAL	, \$ 200.00 (Mc-Guild)	Evergreen	Jim DeCastro
KFSG, 96.3, 54 KW @ 480, RELIGION	40.00 (---)		Allan Bowles
KGIL, 94.3, 3 KW @ -180, AC	APR, TALKNT, \$ 50.00 (HNWH)	Buckley	R. McGeary
KIIS, 102.7, 8 KW @ 2790, CHR	, \$ 550.00 (Mc-Guild)	Gannett	Lynn Anderson-Powell
KJLH, 102.3, 3 KW @ 300, BLACK	, \$ 117.00 (Roslin)		(COMPTON) Karen Slade
KJOI, 98.7, 75 KW @ 1180, EZ	, \$ 285.00 (Banner)	Command	Bob Griffith
KKGO, 105.1, 18 KW @ 2900, JAZZ	APR, \$ 110.00 (CMBS)		Saul Levine
KLOS, 95.5, 63 KW @ 3129, AOR	ABC R, \$ 312.00 (Katz)	Cap Cities/ABC	Bill Sommers
KLSX, 97.1, 55 KW @ 770, CLASSIC AOR	, \$ 300.00 (MMR)	Greater Media	Bob Moore
KLVE, 107.5, 60 KW @ 2800, HISPANIC	, \$ 175.00 (Caballero)	Heftel	Ken Wolt
KMAX, 107.1, 3 KW @ -13, HISPANIC	, \$ 60.00 (---)	Douglas	(ARCADIA) Darby Cunningham
KNAC, 105.5, 1.6 KW @ 400, AOR	ABC F, \$ 120.00 (---)		(LONG BEACH) Gary Price
KODJ, 93.1, 28 KW @ 3496, OLDIES	RADRAD, \$ 200.00 (CBS)		Charlie Seraphin
KOST, 103.5, 13 KW @ 3100, AC	, \$ 410.00 (Christal)	Cox	Howard Neal
KPWR, 105.9, 72 KW @ 770, CHR/URBAN	, \$ 425.00 (HNWH)	Emmis	Phil Newmark
KQLZ, 100.3, 5 KW @ 3060, CHR/AOR	SOURCE, \$ 600.00 (Eastman)	Westwood One	Simon T.
KROQ, 106.7, 6 KW @ 1388, AOR	, \$ 300.00 (Torbet)	Infinity	---
KRTH, 101.1, 51 KW @ 3130, OLDIES	US 2, \$ 350.00 (Republic)	Beasley	Pat Norman
KSKQ, 97.9, 79 KW @ 420, HISPANIC	, \$ 120.00 (SBS)	SBS	Jose Grimalt
KTWV, 94.7, 55 KW @ 2952, JAZZ/NAC	, \$ 260.00 (Banner)	Legacy	Allan Chlowitz
KZLA, 93.9, 49 KW @ 720, COUNTRY	, \$ 225.00 (Eastman)	Malrite	Norm Epstein

CALL LETTER CHANGES

KMPC-F changes to KEDG (March)  
 KNX-F changes to KODJ (March)  
 KIQQ-F changes to KQLZ (March)

FORMAT CHANGES

KQLZ from SOFT AC to CHR/AOR (Mar.)  
 KODJ from AOR to OLDIES (March)  
 KEDG from AOR to SOFT AC (March)

STATION SALES

KALI sold by United to TA/Shaw for \$\_\_\_\_\_ (Americom).  
 KORG, KEZY-F (Anaheim) sold by Sullivan to ML/WIN for \$15,125,000 (MVP).

LOUISVILLE

Arbitron Rank/Pop (12+): 49/791,500  
 MSA Rank/Pop: 51/960,300  
 ADI # 45  
 Average Person Ratings: 15.7  
 Market TSL: 20.75 hours

Stations: 19/17  
 Diaries: 1234/641:1/52.8%  
 Sample Target: 1200  
 % Below Line: 0.7  
 % Not Listed: 8.3

1988 Revenue: \$23,100,000  
 HH Inc.: \$30,919  
 Retail \$: 7.0 Bil  
 Pop per Station: 46,558  
 #1 Biller: WHAS \$6,000,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WAMZ-F (C)	202/16.3	17.1	17.2	17.8	16.1	17.1	291/3087	2122/26.8	28.5	27.1	121	17.6	238	1846	WAMZ-F
2. WDJX-AF (CHR)	190/15.3	12.2	9.6	10.7	12.6	12.0	268/3178	2224/28.1	23.1	26.6	73	15.6	200	2289	WDJX-AF
3. WHAS (MOR)	152/12.2	14.8	15.0	17.5	15.4	14.9	195/3112	2239/28.3	31.4	32.2	102	11.8	160	2048	WHAS
4. WQMF-F (AOR)	103/ 8.3	9.4	9.8	9.5	8.9	9.3	137/1763	1308/16.5	18.2	17.8	102	13.5	183	2007	WQMF-F
5. WLOU (B)	88/ 7.1	7.4	3.9	3.5	3.2	5.5	89/774	744/ 9.4	6.8	7.6	115	8.0	108	1007	WLOU
6. WRKA-F (AC)	75/ 6.0	6.4	6.3	4.3	6.6	5.8	75/1200	1162/14.7	15.9	17.8	148	4.6	62	930	WRKA-F
7. WVEZ-F (AC)	73/ 5.9	6.7	7.1	6.9	6.9	6.7	81/1400	1178/14.9	15.5	16.8	124	6.8	92	1029	WVEZ-F
8. WLRS-F (CHR)	68/ 5.5	4.2	6.0	6.6	5.8	5.6	69/1322	1262/15.9	18.8	18.9	71	5.3	71	1303	WLRS-F
9. WAVG (MOR)	47/ 3.8	4.4	3.7	3.4	4.4	3.8	50/923	849/10.7	11.9	10.2	84	2.7	36	829	WAVG
10. WXVW (BB)	37/ 3.0	1.9	2.3	3.0	2.5	2.5	37/487	487/ 6.2	4.2	5.0	10	1.9	26	342	WXVW
14. WLSY-F (EZ)	37/ 3.0	1.9	6.2	4.7	5.9	3.9	39/569	506/ 6.4	9.6	10.6	113	1.5	20	381	WLSY-F
15. WXLN-F (REL)	18/ 1.5	0.8	1.0	1.5	0.8	1.2	18/289	275/ 3.5	3.4	3.1	127	1.7	23	385	WXLN-F
WTMT (C)	18/ 1.5	1.7	1.0	1.2	0.9	1.4	18/350	322/ 4.1	3.4	3.3	87	1.0	13	181	WTMT

12+ FM SHARE (METRO): 66.61% (758 of 1138) (SPG 88: 66.64%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WDJX-AF>>1	WDJX-AF>	1 WDJX-AF<	1 WAMZ-F>	1 WAMZ-F>	1 WAMZ-F	1 WHAS >	1 WAMZ-F	1 WAMZ-F	1 WDJX-AF>	1 WHAS
2 WLRS-F>	2 WQMF-F>	2 WAMZ-F>	2 WDJX-AF	2 WHAS	2 WHAS >>	2 WDJX-AF<	2 WDJX-AF	2 WDJX-AF>	2 WAMZ-F	2 WAMZ-F
3 WLOU	3 WAMZ-F	3 WQMF-F	3 WHAS	3 WDJX-AF	3 WVEZ-F	3 WAMZ-F>	3 WHAS	3 WHAS	3 WHAS	3 WLOU
4 WQMF-F>>	4 WLOU	4 WHAS	4 WRKA-F	4 WRKA-F	4 WAVG	4 WQMF-F>	4 WQMF-F<	4 WQMF-F	4 WQMF-F	4 WQMF-F
5	5 WLRS-F	5 WLOU	5 WQMF-F	5 WQMF-F	5 WXVW	5 WLOU	5 WVEZ-F	5 WLRS-F<	5 WLRS-F<	5 WDJX-F
	6 WRKA-F	6 WRKA-F	6 WLOU	6 WLOU	6 WLSY-F	6 WVEZ-F	6 WLOU	6 WVEZ-F	6 WLOU	6 WXLN-F
						7 WRKA-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 WDJX-AF>>1	WDJX-AF>>1	WDJX-AF>	1 WDJX-AF>	1 WAMZ-F>	1 WDJX-AF>	1 WQMF-F<	1 WQMF-F	1 WAMZ-F	1 WAMZ-F>
2 WQMF-F	2 WQMF-F	2 WRKA-F	2 WAMZ-F>	2 WDJX-AF	2 WQMF-F	2 WDJX-AF	2 WAMZ-F	2 WQMF-F<	2 WHAS
3 WLRS-F>>	3 WRKA-F	3 WQMF-F	3 WRKA-F	3 WHAS	3 WAMZ-F	3 WAMZ-F	3 WLOU	3 WDJX-AF	3 WQMF-F
4 WVEZ-F	4 WLRS-F	4 WLOU	4 WQMF-F	4 WVEZ-F<	4 WLOU	4 WLOU >	4 WDJX-AF	4 WHAS	4 WRKA-F<
5	5 WLOU	5 WAMZ-F	5 WVEZ-F	5 WRKA-F	5 WLRS-F>>	5 WLRS-F	5 WHAS	5 WLOU	5 WDJX-AF
6	6 WVEZ-F	6 WVEZ-F	6 WLOU	6 WLOU	6	6	6 WRKA-F	6 WRKA-F	6 WLOU
	7 WAMZ-F		WHAS	7 WQMF-F			7 WLRS-F>>		

FORMATS	AM	FM	TOTAL	%	SPG 88 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP	12 ( 1)	250 ( 3)	262 ( 4)	23.0	18.0	WFIA 900 Louisville 0.3/1.5
AOR/CLASSIC		103 ( 1)	103 ( 1)	9.1	9.6	WLLV 1240 Louisville 0.9/1.5
AC/OLDIES/SOFT ROCK		148 ( 2)	148 ( 2)	13.0	17.8	WKY 790 Louisville 0.5/3.0
MOR/VARIETY	204 ( 3)		204 ( 3)	17.9	21.4	
COUNTRY	24 ( 2)	202 ( 1)	226 ( 3)	19.9	18.3	WLAP-F 94.5 Lexington 0.3/0.9
BLACK/URBAN	88 ( 1)		88 ( 1)	7.7	9.9	WLW 700 Cincinnati 0.4/1.1
BEAUTIFUL/EASY NEWS/TALK		37 ( 1)	37 ( 1)	3.3		
NOSTALGIA	37 ( 1)		37 ( 1)	3.3	2.7	
RELIGION/GOSPEL	15 ( 2)	18 ( 1)	33 ( 3)	2.9	2.4	
SPANISH CLASSICAL						
JAZZ/NEW AGE						
UNKNOWN/OTHERS						
	380 (10)	758 ( 9)	1138 (19)			

RADIO STATIONS

WAVG, 970, 5 KW (DA-N), MOR	MBC, US 2, \$ 33.00 (MMR)	Radio One	---
WDJX, 1080, 10 KW/1 KW (DA-2), SIMULCAST WITH WDJX-F			
WHAS, 840, 50 KW, MOR	ABC I, \$ 120.00 (Christal)	Clear Channel Johnson	Bob Scherer
WLOU, 1350, 5 KW/500 W (DA-N), BLACK	SBN, \$ 40.00 (MMR)		---
WTMT, 620, 500 W (DA-2), COUNTRY	\$ 14.00 (---)		Lee Stinson
WKY, 790, 5 KW/1 KW (DA-2), COUNTRY	TRNSTR, \$ 26.00 (Katz)	Wilkes-Schwartz	Frank Iorio
WXVW, 1450, 1 KW, NOSTALGIA	SMN, \$ 25.00 (K & P)		Charlie Jenkins
WAMZ-F, 97.5, 100 KW @ 505, COUNTRY	\$ 96.00 (Christal)	Clear Channel Stoner	Bob Scherer
WDJX-F, 99.7, 24 KW @ 720, CHR	\$ 65.00 (Republic)		Bill Wells
WLRS-F, 102.3, 3 KW @ 300, CHR/AOR	ABC R, \$ 44.00 (Durpetti)	Radio One	---
WLSY-F, 101.7, 1 KW @ 400, BTFL/EZ	\$ 30.00 (Banner)		---
WQMF-F, 95.7, 34 KW @ 580, AOR	SOURCE, \$ 56.00 (Eastman)		John Pageotting
WRKA-F, 103.1, 3 KW @ 300, AC	\$ 53.00 (Banner)		---
WVEZ-F, 106.9, 24 KW @ 670, SOFT AC	\$ 59.00 (Katz)	Wilkes-Schwartz	Frank Iorio
WXLN-F, 103.9, 1 KW @ 500, RELIGION	\$ 18.00 (---)		Richard Lee

MISCELLANEOUS COMMENTS: WJYL-F changes calls to WLSY (Jan)...WVEZ changes to WKY (June)...WKY changes from SOFT AC to COUNTRY (June)...WLSY changes from BLACK to BTFL (Jan)...WFIA, WXLN-F sold for \$2,100,000 (Tornberg).



LUBBOCK

Arbitron Rank/Pop (12+): 165/179,600

MSA Rank/Pop: 189/223,200

Average Person Ratings: 17.4

Market TSL: 23.25 hours

Stations: 15/14

Diaries: 539/333:1/49.3%

Sample Target: 550

% Below Line: 0.6

% Not Listed: 12.2

1988 Revenue: \$6,100,000

HH Inc.: \$30,358

Retail \$: 1.6 Bil

Pop per Station: 12,828

#1 Biller: KRLB-AF \$1,800,000

12+ METRO	FAL		SPG		4 Book		12+ TSA	12+ METRO	%		Birch	Birch	Birch	Cume	
	1/4/SHARE	88	88	87	87	Avg.			1/4/CUME	CUME/CUME					RATING
1. KLL-F (C)	59/18.9	20.4	16.9	14.6	16.7	----	97/922	532/29.6	26.4	28.3	117	16.9	55	460	KLL-F
2. KRLB-F (CHR)	52/16.7	15.7	30.7	30.3	32.3	----	75/1169	709/39.5	45.3	50.2	92	20.6	67	793	KRLB-F
3. KZII-F (CHR)	39/12.5	8.9	12.0	3.1	6.1	----	56/780	486/27.1	25.9	15.6	54	11.0	36	416	KZII-F
4. KFMX-F (AOR)	33/10.6	9.6	10.9	12.5	10.9	----	34/462	397/22.1	18.3	18.1	92	11.0	36	371	KFMX-F
5. KTEZ-F (AC)	20/ 6.4	6.7	4.9	8.4	7.5	----	29/384	267/14.9	14.4	17.0	142	4.6	15	219	KTEZ-F
6. KFYO (C)	19/ 6.1	2.9	5.2	4.9	4.4	----	37/506	232/12.9	11.5	12.2	111	1.8	6	122	KFYO
7. KKIK-F (C)	16/ 5.1	3.5	4.5	4.9	5.4	----	22/312	228/12.7	10.6	11.7	124	3.7	12	221	KKIK-F
8. KVOQ-F (O)	10/ 3.2	3.2	1.1	0.7	----	----	17/194	141/ 7.9	2.6	0.0	159	3.4	11	150	KVOQ-F
9. KCAS (BB)	6/ 1.9	1.0	1.1	2.4	2.0	----	7/83	60/ 3.3	1.9	2.0	0	0.3	1	34	KCAS
10. KJBX (B)	5/ 1.6	2.6	0.7	0.7	----	----	11/128	86/ 4.8	3.4	3.5	144	9.2	30	268	KJBX

12+ FM SHARE (METRO): 85.77% (235 of 274) (SPG 88: 87.16%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZII-F	1 KRLB-F<	1 KRLB-F<	1 KLL-F	1 KLL-F>	1 KLL-F>>	1 KLL-F	1 KLL-F>	1 KLL-F>	1 KZII-F	1 KRLB-F>
2 KRLB-F>>	2 KFMX-F	2 KLL-F>	2 KRLB-F>	2 KRLB-F>	2 KRLB-F	2 KRLB-F>>	2 KRLB-F>	2 KZII-F<	2 KRLB-F	2 KLL-F>
3 KFMX-F>>	3 KZII-F	3 KFMX-F<	3 KFMX-F	3 KFMX-F	KFYO	3 KZII-F	3 KZII-F<	3 KRLB-F>	3 KFMX-F	3 KZII-F>
4	4 KLL-F>>	4 KZII-F>>	4 KTEZ-F	4 KTEZ-F	4 KTEZ-F	4 KFMX-F	4 KTEZ-F	4 KFMX-F	4 KLL-F>	4 KFYO
5	5	5	5 KZII-F	5 KZII-F	5 KKIK-F	5 KFYO	5 KFMX-F	5 KTEZ-F	5 KFYO >>	6 KFMX-F
				KFYO				6 KKIK-F		6 KLL >>

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 KZII-F	1 KRLB-F	1 KRLB-F>	1 KRLB-F	1 KLL-F	1 KFMX-F	1 KFMX-F>>	1 KFMX-F>>	1 KFMX-F	1 KLL-F
2 KRLB-F>>	2 KZII-F>	2 KLL-F>	2 KLL-F<	2 KRLB-F>	2 KZII-F	2 KLL-F	2 KLL-F>	2 KLL-F	2 KFMX-F>
3 KFMX-F>	3 KLL-F>	3 KZII-F>	3 KZII-F>	3 KZII-F>	3 KRLB-F>	3 KRLB-F	3 KRLB-F	3 KRLB-F>	3 KFYO
4 KLL-F	4 KFMX-F>>	4 KTEZ-F>	4 KTEZ-F	KTEZ-F>	4 KLL-F>	4 KZII-F	KFYO >	4 KZII-F	4 KRLB-F>
5	5 KTEZ-F	5 KFMX-F	KFMX-F	5 KKIK-F	5 KKIK-F>>	5	5 KTEZ-F	5 KKIK-F	5 KTEZ-F

FORMATS	AM	FM	TOTAL	%	SPG 88	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		91 ( 2)	91 ( 2)	33.2	31.9	KJAK-F 92.9 Slaton/Lubbock 0.6/4.6
AOR/CLASSIC		33 ( 1)	33 ( 1)	12.0	23.7	KLL-L 1590 Lubbock 1.0/3.9
AC/OLDIES/SOFT ROCK		34 ( 3)	34 ( 3)	12.4	9.7	KLSC-F 104.7 Lamesa 1.3/6.5
MOR/VARIETY						KXTQ 950 Lubbock 1.3/3.8
COUNTRY	22 ( 2)	75 ( 2)	97 ( 4)	35.4	24.9	
BLACK/URBAN	5 ( 1)		5 ( 1)	1.8		KGNC 710 Amarillo 0.6/2.1
BEAUTIFUL/EASY					1.2	
NEWS/TALK	2 ( 1)		2 ( 1)	0.7	0.4	
NOSTALGIA	6 ( 1)		6 ( 1)	2.2	1.9	
RELIGION/GOSPEL		2 ( 1)	2 ( 1)	0.7	1.2	
SPANISH	4 ( 1)		4 ( 1)	1.5	3.1	
CLASSICAL						
JAZZ/NEW AGE						
UNKNOWN/OTHERS					1.9	
	39 ( 6)	235 ( 9)	274 (15)			

RADIO STATIONS

KCAS, 1050, 250 W (DAYS), NOSTALGIA	SMN, \$ 7.00 (---)	(SLATON)	Jerome Orr
KFYO, 790, 5 KW/1 KW (DA-2), COUNTRY	CBS, \$ 17.00 (Torbet)	Seaton	Bob Clark
KJBX, 580, 500 W/380 W, BLACK	ABC 1, \$ 13.00 (Christal)	Dowe	Dave Thompson
KXTQ, 950, 5 KW/500 W (DA-2), HISPANIC	, \$ 12.00 (Katz Hisp.)	Bakke	Dan Gorman
KFMX-F, 94.5, 100 KW @ 850, AOR	SOURCE, \$ 33.00 (Katz)		Scott Parsons
KJAK-F, 92.9, 3 KW @ 335, RELIGION	, \$ 8.00 (---)	(SLATON)	Woody Van Dyke
KKIK-F, 93.7, 100 KW @ 736, COUNTRY	, \$ 22.00 (Banner)	Bakke	Dan Gorman
KLL-L, 96.3, 100 KW @ 850, COUNTRY	MBS, \$ 40.00 (Eastman)	Pinnacle	Scott Harris
KLSC-F, 104.7, 100 KW @ 980, OLDIES	, \$ 10.00 (---)	(LAMESA)	Bob Schneider
KRLB-F, 99.5, 100 KW @ 817, CHR	ABC 1, \$ 40.00 (Christal)	Dowe	Dave Thompson
KTEZ-F, 101.1, 100 KW @ 750, SOFT AC	TRNSTR, \$ 23.00 (HNWH)	Lotus	Tom English
KVOQ-F, 98.1, 50 KW @ 300, OLDIES	, \$ 14.00 (Republic)	(LORENZO)	---
KZII-F, 102.5, 100 KW @ 850, CHR	, \$ 27.00 (Torbet)		Bob Clark

MACON

Arbitron Rank/Pop (12+): 138/234,900  
 MSA Rank/Pop: 155/288,000  
 Average Person Ratings: 17.8  
 Market TSL: 23.75 hours

Stations: 17/14  
 Diaries: 688/341:1/54.2%  
 Sample Target: 600  
 % Below Line: 3.1  
 % Not Listed: 10.6

1988 Revenue: \$7,600,000  
 HH Inc.: \$32,064  
 Retail \$: 2.0 Bill  
 Pop per Station: 16,778  
 #1 Biller: WAYS-F \$2,400,000

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume
1. WDEN-AF (C)	87/20.9	----	20.9	----	14.9	----	174/1355	690/30.0	28.4	23.7	105			WDEN-AF
2. WAYS-F (CHR)	63/15.1	----	17.6	----	27.6	----	151/1565	810/34.5	39.2	46.2	89			WAYS-F
3. WPGA-F (B)	36/ 8.6	----	11.1	----	9.7	----	45/598	441/18.8	21.1	18.5	122			WPGA-F
WPEZ-F (AC)	36/ 8.6	----	8.3	----	6.1	----	50/533	393/16.7	15.5	16.5	157			WPEZ-F
5. WFXM-F (B)	30/ 7.2	----	8.1	----	1.8	----	37/488	382/16.3	14.2	6.6	58			WFXM-F
WDDO (REL)	30/ 7.2	----	7.6	----	5.1	----	31/264	254/10.8	10.7	12.3	76			WDDO
7. WMAZ (MOR)	27/ 6.5	----	5.3	----	6.4	----	31/438	332/14.1	12.3	12.7	65			WMAZ
8. WQBZ-F (AOR)	20/ 4.8	----	3.0	----	2.0	----	22/231	184/ 7.8	6.0	7.6	142			WQBZ-F
9. WIBB (B)	11/ 2.6	----	4.3	----	11.3	----	11/177	177/ 7.5	9.7	13.0	50			WIBB
10. WPPR-AF (AC)	9/ 2.2	----	1.0	----	0.5	----	10/180	163/ 6.8	3.9	4.2	18			WPPR-AF

12+ FM SHARE (METRO): 79.09% (295 of 373) (SPG 88: 76.82%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFXM-F	1 WAYS-F	1 WDEN-AF	1 WDEN-AF>	1 WDEN-AF>	1 WDEN-AF>>	1 WDEN-AF	1 WDEN-AF	1 WDEN-AF>	1 WDEN-AF	1 WDEN-F
2 WAYS-F>	2 WDEN-AF	2 WAYS-F>	2 WAYS-F	2 WPEZ-F	2 WDDO	2 WAYS-F>	2 WAYS-F	2 WAYS-F>	2 WFXM-F	2 WPGA-F
3 WPPR-AF	3 WPGA-F	3 WPGA-F	3 WPEZ-F	WAYS-F	3 WMAZ	3 WMAZ	3 WPEZ-F>	3 WPEZ-F<	3 WAYS-F>	3 WAYS-F
4 WPGA-F>	4 WQBZ-F	WPEZ-F	4 WPGA-F>	4 WPGA-F	WAYS-F	4 WPEZ-F	4 WPGA-F	4 WPGA-F	4 WPGA-F>	4 WFXM-F
5 WDEN-AF	5 WFXM-F	5	5 WQBZ-F	5	5 WPEZ-F>>	5 WPGA-F	5 WDDO	5 WFXM-F	5 WMAZ	WDDO

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 WDEN-AF	1 WDEN-AF	1 WPGA-F	1 WDEN-AF>	1 WDEN-AF>	1 WAYS-F>>	1 WAYS-F	1 WQBZ-F	1 WDEN-AF	1 WDEN-AF>
2 WFXM-F	2 WPGA-F	2 WDEN-AF	2 WAYS-F>	2 WAYS-F	2 WDEN-AF>	2 WQBZ-F>	2 WAYS-F>	2 WAYS-F>	2 WPEZ-F
3 WAYS-F	3 WAYS-F	3 WAYS-F	3 WPGA-F	3 WPEZ-F	3 WQBZ-F	3 WDEN-AF>	3 WDEN-AF	3 WQBZ-F	3 WAYS-F
4 WPGA-F>>	4 WFXM-F	4 WPEZ-F>>	WPEZ-F	4 WPGA-F	WFXM-F	4 WFXM-F	WPEZ-F	4 WPGA-F	4 WQBZ-F
5	5 WPEZ-F>>	5	5	5 WDDO >>	5 WPGA-F	5 WPGA-F	5	WPEZ-F	5 WPGA-F

FORMATS	AM	FM	TOTAL	%	SPG 88	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		63 ( 1)	63 ( 1)	16.9	18.9	WCOP 1350 Warner Robins 0.7/1.6
AOR/CLASSIC		20 ( 1)	20 ( 1)	5.4	3.8	WQXM-F 107.1 Gordon 0.7/4.1
AC/OLDIES/SOFT ROCK		45 ( 2)	45 ( 2)	12.1	8.9	WKKO 1150 Port Valley 1.2/1.9
MOR/VARIETY	27 ( 1)		27 ( 1)	7.2	5.7	
COUNTRY	2 ( 1)	85 ( 1)	87 ( 2)	23.3	22.4	WPCH-F 94.9 Atlanta 0.7/1.4
BLACK/URBAN	16 ( 2)	68 ( 3)	84 ( 5)	22.5	33.2	WVEE-F 103.3 Atlanta 0.5/2.6
BEAUTIFUL/EASY		6 ( 2)	6 ( 2)	1.6		WVFJ-F 93.3 Manchester 1.9/3.6
NEWS/TALK						
NOSTALGIA						
RELIGION/GOSPEL	33 ( 2)		33 ( 2)	8.8	4.9	
SPANISH						
CLASSICAL						
JAZZ/NEW AGE						
UNKNOWN/OTHERS		8 ( 1)	8 ( 1)	2.1	2.4	
	78 ( 6)	295 (11)	373 (17)			

RADIO STATIONS

WDDO, 1240, 1 KW	, GOSPEL/BLACK	NBN, \$ 14.00 (Christal)	Wayne Sawyer
WIBB, 1280, 5 KW (DAYS)	, BLACK	SBN, \$ 17.00 (Republic)	Bill Chatman
WMAZ, 940, 50 KW/10 KW (DA-2)	, MOR	ABC I, \$ 24.00 (Katz)	Jim McLendon
WAYS-F, 99.1, 100 KW @ 648, CHR		ABC F, \$ 60.00 (Katz)	Jim McLendon
WDEN-F, 105.3, 100 KW @ 777, COUNTRY		NBC, \$ 49.00 (Mc-Guild)	Doug Grimm
WFXM-F, 100.1, 3 KW @ 300, BLACK		SBN, \$ 16.00 (Republic)	Bill Chatman
WPEZ-F, 107.9, 100 KW @ 680, SOFT AC		APR, \$ 23.00 (Christal)	Wayne Sawyer
WPGA-F, 100.9, 2 KW @ 354, BLACK		ABC C, \$ 19.00 (HNWH)	Lowell Register
9QBZ-F, 106.3, 2 KW @ 415, AOR		, \$ 13.00 (Banner)	Dennis DeMichele

MANCHESTER

Arbitron Rank/Pop (12+): 176/161,400  
 MSA Rank/Pop: 246/149,300  
 ADI # 127  
 Average Person Ratings: 19.2  
 Market TSL: 25.5 hours

Stations: 28/7  
 Diaries: 580/278:1/47.0%  
 Sample Target: 550  
 % Below Line: 20.0  
 % Not Listed: 15.2

1988 Revenue: \$8,000,000  
 III Inc.: \$40,191  
 Retail \$: 2.2 Bil  
 Pop per Station: 23,057  
 #1 Biller: WGIR-F \$3,000,000

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion	Birch Share	Birch AQH	Birch Cume	
1. WGIR-F (AOR)	35/11.3	----	9.9	----	13.8	----	74/1149	487/30.2	28.3	28.6	116	19.4	42	395	WGIR-F
2. WZID-F (EZ)	34/11.0	----	17.2	----	10.9	----	60/710	369/22.9	22.3	20.1	99	9.3	20	191	WZID-F
3. WHOB-F (CHR)	27/ 8.7	----	5.7	----	-----	-----	53/699	293/18.2	14.9	0.0	46	12.5	27	284	WHOB-F
4. WGIR (N/T)	25/ 8.1	----	8.0	----	7.1	----	28/421	294/18.2	18.3	19.4	57	8.8	19	246	WGIR
5. WSSH-F (AC)	17/ 5.5	----	5.7	----	9.2	----	51/613	270/16.7	13.7	21.4	135	5.1	11	112	WSSH-F
6. WOKQ-F (C)	11/ 3.5	----	4.2	----	5.4	----	41/567	156/ 9.7	9.6	12.9	66	4.2	9	150	WOKQ-F
WBCN-F (AOR)	11/ 3.5	----	4.6	----	5.0	----	22/358	182/11.3	7.8	11.1	146	4.2	9	89	WBCN-F
8. WFEA (AC)	10/ 3.2	----	5.3	----	2.9	----	13/227	151/ 9.4	13.1	9.8	125	3.7	8	141	WFEA
9. WZOU-F (CHR)	9/ 2.9	----	4.6	----	7.1	----	26/585	217/13.4	16.8	17.1	59	4.6	10	185	WZOU-F
WCGY-F (AC)	9/ 2.9	----	2.3	----	0.8	----	20/428	140/ 8.7	6.5	4.4	100	1.9	4	104	WCGY-F

12+ FM SHARE (METRO): 80.61% (212 of 263) (SPG 88: 79.83%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHOB-F>>	1 WGIR-F>	1 WGIR-F>	1 WGIR-F>	1 WGIR-F	1 WGIR	1 WGIR	1 WGIR-F<	1 WZID-F	1 WHOB-F>	1 WGIR
2 WZOU-F>>	2 WHOB-F>	2 WZID-F	2 WZID-F>	2 WZID-F>	2 WZID-F>	2 WGIR-F	2 WZID-F>	2 WGIR-F	2 WGIR-F	2 WGIR-F>
3	3 WZID-F	3 WHOB-F	3 WSSH-F>	3 WSSH-F>	3 WSSH-F	3 WZID-F	3 WSSH-F	3 WHOB-F>	3 WZID-F	3 WHOB-F>
4	4 WCGY-F	4 WSSH-F	4 WBCN-F	4 WBCN-F	4 WOKQ-F	4 WHOB-F	4 WGIR	4 WGIR	4 WGIR	4 WZOU-F
5	WBCN-F	5 WBCN-F	5 WODS-F	5	5 WGIR-F	5 WFEA	5 WHOB-F	5 WSSH-F	5 WBCN-F	WRKO

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 WHOB-F	1 WGIR-F>	1 WGIR-F	1 WZID-F	1 WZID-F>	1 WHOB-F	1 WGIR-F>	1 WGIR-F>	1 WGIR-F>	1 WGIR-F>
2 WGIR-F>	2 WZID-F	2 WZID-F>>	2 WHOB-F>	2 WGIR-F>	2 WGIR-F>>	2 WHOB-F	2 WBCN-F>	2 WHOB-F	2 WSSH-F>
3 WZOU-F	3 WHOB-F>	3 WJYY-F	3 WHOB-F	3 WFEA	3 WCGY-F	3 WBCN-F>	3 WSSH-F	3 WBCN-F	3 WBCN-F
WXXS-F	4 WXXS-F	4	4 WSSH-F	4 WSSH-F	WBCN-F	4 WCGY-F	WCGY-F	4 WSSH-F	4
WCGY-F	WCGY-F	5	5 WXXS-F	WJYY-F	WZID-F>>	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 88	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		43 ( 3)	43 ( 3)	16.3	11.9	WDER 1320 Derry 1.0/1.7
AOR/CLASSIC		55 ( 6)	55 ( 6)	20.9	23.0	WJYY-F 105.5 Concord/Mnchstr 2.3/5.6
AC/OLDIES/SOFT ROCK	10 ( 1)	57 ( 9)	67 (10)	25.5	24.7	WKBR 1250 Manchester 1.0/3.7
MOR/VARIETY	7 ( 2)		7 ( 2)	2.7	2.1	
COUNTRY		11 ( 1)	11 ( 1)	4.2	5.8	WAAF-F 107.3 Worcester/Bostn 0.6/6.6
BLACK/URBAN						WBOS-F 92.9 Brookline/Bostn 1.0/3.4
BEAUTIFUL/EASY		46 ( 3)	46 ( 3)	17.5	20.2	WBZ 1030 Boston 1.3/7.4
NEWS/TALK	31 ( 2)		31 ( 2)	11.8	11.5	WHEB-F 100.3 Portsmouth 0.6/2.3
NOSTALGIA					0.8	WHOM-F 94.9 Mt.Wash/Portlnd 2.3/5.2
RELIGION/GOSPEL	3 ( 1)		3 ( 1)	1.1		WJIB-F 96.9 Boston 1.6/4.0
SPANISH						WLYT-F 92.5 Haverhill/Bostn 0.6/6.2
CLASSICAL						WMJX-F 106.7 Boston 1.0/4.6
JAZZ/NEW AGE						WODS-F 103.3 Boston 2.6/14.1
UNKNOWN/OTHERS						WRKO 680 Boston 1.9/6.2
	51 ( 6)	212 (22)	263 (28)			WROR-F 98.5 Boston 1.9/5.8
						WVBF-F 105.7 Framingham/Bstn 0.3/2.6
						WXXS-F 107.9 Medford/Boston 2.3/7.7
						WXLO-F 104.5 Fitchburg 1.3/9.0
						WZLX-F 100.7 Boston 0.6/4.8

RADIO STATIONS

WFEA, 1370, 5 KW (DA-2), AC	ABC E, \$ 18.00 (Katz)	Sunshine	Jon Van Hoogenstyn
WGIR, 610, 5 KW/ 1 KW (DA-2), NEWS/TALK	NBC, ABC T, \$ 37.00 (Banner)	Knight	Richard Ramirez
WKBR, 1250, 5 KW (DA-2), MOR	SUN, \$ 18.00 (S. Katz)		
WGIR-F, 101.1, 10 KW @ 920, AOR	\$ 63.00 (Banner)	Knight	Richard Ramirez
WJYY-F, 105.5, 1.6 KW @ 456, SOFT AC	\$ 32.00 (Eastman)	Empire (CONCORD)	Stu Richter
WZID-F, 95.7, 10 KW @ 930, BTFL/EZ	\$ 43.00 (Katz)	Sunshine	Jon Van Hoogenstyn

OTHER RANKED STATIONS -- See Boston or Portsmouth

MADISON

Arbitron Rank/Pop (12+): 121/296,000  
 MSA Rank/Pop: 136/351,500  
 ADI # 89  
 Average Person Ratings: 17.6  
 Market TSL: 23.0 hours

Stations: 16/14  
 Diaries: 758/391:1/60.6%  
 Sample Target: 670  
 % Below Line: 0.4  
 % Not Listed: 16.3

1988 Revenue: \$12,600,000  
 HH Inc.: \$33,865  
 Retail \$: 2.9 Bil  
 Pop per Station: 21,142  
 #1 Biller: WZEE-F \$2,300,000

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WZEE-F (CHR)	89/17.1	18.8	18.4	15.9	16.2	----	151/2156	1136/38.4	37.6	36.6	68	20.6	107	1269	WZEE-F
2. WIBA-F (AOR)	57/10.9	10.7	12.3	11.7	11.6	----	124/1612	834/28.2	29.9	30.2	88	15.8	82	1046	WIBA-F
3. WMGN-F (AC)	43/ 8.3	6.8	7.9	12.2	8.9	----	53/850	619/20.9	19.6	21.5	120	10.2	53	540	WMGN-F
4. WOLX-F (O)	38/ 7.3	1.7	1.5	3.0	2.3	----	108/1162	468/15.8	5.5	7.5	149	3.9	20	283	WOLX-F
WIBA (MOR)	38/ 7.3	7.7	9.2	8.7	7.3	----	44/903	690/23.3	21.7	23.9	88	5.4	28	443	WIBA
6. WTSO (C)	35/ 6.7	6.4	7.9	9.1	8.2	----	60/812	404/13.6	15.7	15.2	130	5.2	27	356	WTSO
7. WWQM-F (C)	33/ 6.3	7.3	4.0	4.9	5.7	----	44/699	448/15.1	11.1	11.7	113	6.6	34	356	WWQM-F
8. WMAD-F (AOR)	25/ 4.8	4.9	5.9	5.4	5.9	----	25/391	365/12.3	15.3	18.4	148	4.6	24	424	WMAD-F
9. WMLI-F (AC)	22/ 4.2	5.1	4.0	1.4	0.9	----	30/575	429/14.5	9.8	4.0	121	2.9	15	242	WMLI-F
10. WIBU (BB)	15/ 2.9	1.9	1.7	----	----	----	32/288	139/ 4.7	4.2	0.0	34	1.3	7	94	WIBU
11. WTDY (N/T)	14/ 2.7	2.1	1.9	2.6	2.5	----	19/279	233/ 7.9	6.9	6.7	107	2.5	13	179	WTDY
12. WHIT (O)	8/ 1.5	5.1	4.8	2.6	4.6	----	9/139	126/ 4.3	7.4	8.2	153	1.3	7	124	WHIT
13. WSJY-F (EZ)	7/ 1.3	2.4	1.0	1.9	2.7	----	31/559	183/ 6.2	4.0	6.3	0	1.2	6	86	WSJY-F
14. WGN (MOR)	5/ 1.0	0.6	0.4	1.2	1.8	----	19/487	122/ 4.1	3.8	3.8	100	0.4	2	73	WGN
WMAD (BB)	5/ 1.0	----	1.0	2.3	0.9	----	5/43	43/ 1.5	3.9	4.0	30	0.6	3	43	WMAD

12+ FM SHARE (METRO): 72.48% (316 of 436) (SPG 88: 66.58%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZEE-F>>	1 WZEE-F	1 WZEE-F	1 WZEE-F	1 WZEE-F	1 WIBA	1 WZEE-F>	1 WZEE-F	1 WZEE-F>	1 WZEE-F>>	1 WIBA
2	2 WIBA-F>	2 WIBA-F	2 WOLX-F	2 WOLX-F	2 WTSO	2 WIBA-F	2 WIBA-F<	2 WIBA-F>	2 WIBA-F	2 WZEE-F
3	3 WMGN-F	3 WMGN-F	3 WMGN-F<	3 WMGN-F<	3 WOLX-F	3 WTSO	3 WMGN-F	3 WMGN-F	3 WIBA >	3 WTSO
4	4 WMAD-F>	4 WOLX-F	4 WIBA-F>	4 WIBA-F	4 WWQM-F	4 WIBA <	4 WOLX-F	4 WTSO	4 WMLI-F	4 WMLI-F
5	5 WOLX-F	5	5 WMAD-F	5 WTSO	5	5 WMGN-F	5 WTSO	5 WTSO	5	5 WIBA-F
						6 WWQM-F				6 WIBU

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 WZEE-F>>	1 WZEE-F>>	1 WZEE-F	1 WZEE-F>	1 WZEE-F	1 WIBA-F>	1 WIBA-F>	1 WIBA-F	1 WIBA-F>	1 WIBA-F
2 WIBA-F>	2 WMGN-F	2 WMGN-F	2 WMGN-F>	2 WMGN-F	2 WZEE-F	2 WZEE-F	2 WMAD-F>	2 WZEE-F	2 WOLX-F
3 WMGN-F>>	3 WIBA-F>	3 WOLX-F	3 WIBA-F	3 WOLX-F	3 WWQM-F>>	WMAD-F>	3 WZEE-F	3 WOLX-F	3 WMAD-F
4	4 WOLX-F	4 WIBA-F	4 WOLX-F>	4 WTSO >	4 WMLI-F	4 WWQM-F	4 WIBA	4 WMAD-F	4 WWQM-F
5	5	5	5 WMLI-F	5 WIBA-F	5	5 WMLI-F	5 WTSO	5 WWQM-F	5 WMLI-F
						WIBA	6 WMLI-F	6 WIBA	

FORMATS	AM	FM	TOTAL	%	SPG 88 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		89 ( 1)	89 ( 1)	20.4	22.3	
AOR/CLASSIC		82 ( 2)	82 ( 2)	18.8	22.0	
AC/OLDIES/SOFT ROCK	8 ( 1)	103 ( 3)	111 ( 4)	25.5	20.3	WEKZ-F 93.7 Monroe 0.4/2.7
MOR/VARIETY	43 ( 2)		43 ( 2)	9.9	13.4	
COUNTRY	35 ( 1)	33 ( 1)	68 ( 2)	15.6	14.4	
BLACK/URBAN						
BEAUTIFUL/EASY		7 ( 1)	7 ( 1)	1.6	3.0	
NEWS/TALK	14 ( 1)		14 ( 1)	3.2	1.3	
NOSTALGIA	20 ( 2)		20 ( 2)	4.6	1.3	
RELIGION/GOSPEL						
SPANISH						
CLASSICAL						
JAZZ/NEW AGE						
UNKNOWN/OTHERS		2 ( 1)	2 ( 1)	0.5	2.0	
	120 ( 7)	316 ( 9)	436 ( 16)			

RADIO STATIONS

WHIT, 1550, 5 KW (DAYS,DA)	, OLDIES	ABC E, \$ 16.00 (Eastman)	John Sandvig
WIBA, 1310, 5 KW (DA-2)	, MOR	CBS, \$ 43.00 (Katz)	Lee Leicinger
WIBU, 1240, 1 KW	, NOSTALGIA (?)	CBS, \$ 8.00 (---)	Double L (POYNETTE)
WMAD, 1190, 1 KW (DAYS,DA)	, NOSTALGIA	ABC D, \$ 14.00 (Torbet)	Nancy Weinbranne
WTDY, 1480, 5 KW (DA-2)	, NEWS/TALK	NBC, ABC I, \$ 21.00 (Mc-Guild)	Randy McMahon
WTSO, 1070, 10 KW/5 KW (DA-2)	, COUNTRY	APR, \$ 39.00 (Banner)	Bill Vancil
			Roger Russell
WIBA-F, 101.5, 50 KW @ 450, AOR		CBS, \$ 45.00 (Katz)	Double L
WMAD-F, 92.1, 3 KW @ 312, CLASSIC AOR		, \$ 25.00 (Torbet)	Lee Leicinger
WMGN-F, 98.1, 38 KW @ 580, AC		, \$ 48.00 (Mc-Guild)	Nancy McMahon
WMLI-F, 96.3, 5 KW @ 487, AC		, \$ 19.00 (Torbet)	Midwest Family (SAUK CITY)
WOLX-F, 94.9, 37 KW @ 1600, OLDIES		, \$ 24.00 (Republic)	Bill Vancil
WSJY-F, 107.3, 50 KW @ 500, BTFL/EZ		ABC I, \$ 17.00 (---)	Terry Shockley
WWQM-F, 106.3, 2 KW @ 380, COUNTRY		ABC E, \$ 24.00 (Eastman)	(BARABOO)
WZEE-F, 104.1, 6 KW @ 1120, CHR		, \$ 47.00 (Banner)	(PORT ATKINSON)
			Vern Falk
			John Sandvig
			Roger Russell

MISCELLANEOUS COMMENTS: WILV-F to WOLX (Apr.)...WOLX changes from EZ to OLDIES (Apr.)..

MCALLEN-BROWNSVILLE

Arbitron Rank/Pop (12+): 76/473,000

Stations: 20/19  
Diaries: 884/535:1/54.9%  
Sample Target: 810  
% Below Line: 0.3  
% Not Listed: 9.0

1988 Revenue: \$11,200,000  
HH Inc.: \$23,900  
Retail \$: 3.4 Bil  
Pop per Station: 24,894  
#1 Biller: KGBT \$1,900,000

MSA Rank/Pop: 124/377,400

ADI # 112

Average Person Ratings: 19.5

Market TSL: 25.75 hours

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume		
1. KBFM-F (CHR)	182/19.7	18.7	18.6	17.0	15.0	18.5	191/2039	1907/40.3	35.8	30.9	69	25.1	243	1956	KBFM-F	
2. KTXF-F (C)	124/13.4	13.0	8.4	9.1	9.2	11.0	135/1217	1105/23.4	17.8	17.7	107	13.9	134	1106	KTXF-F	
3. KGBT (SP)	109/11.8	16.6	17.7	18.3	20.6	16.1	122/1263	1133/24.0	25.5	30.4	88	10.5	102	1206	KGBT	
4. KIWW-F (SP)	81/ 8.8	6.8	9.7	9.7	8.2	8.8	85/990	942/19.9	23.1	20.6	134	9.4	91	970	KIWW-F	
5. KELT-F (AC)	63/ 6.8	5.5	5.5	8.2	6.9	6.5	65/819	790/16.7	13.4	16.3	153	10.0	97	941	KELT-F	
6. KQXX-F (SP)	43/ 4.7	5.4	4.8	5.0	4.6	5.0	45/515	456/ 9.6	11.5	11.8	149	3.0	29	312	KQXX-F	
7. KJAV-AF (SP)	42/ 4.5	3.4	3.3	3.2	3.0	3.6	45/357	322/ 6.8	7.7	6.7	69	2.7	27	327	KJAV-AF	
8. KVLY-F (EZ)	40/ 4.3	5.4	6.0	4.9	4.2	5.2	42/431	418/ 8.8	11.0	7.2	28	3.1	30	302	KVLY-F	
9. KRIX-F (AOR)	37/ 4.0	3.7	4.7	5.8	3.7	4.6	38/652	607/12.8	12.3	9.7	115	5.0	48	687	KRIX-F	
10. KIRT (SP)	33/ 3.6	2.6	2.2	3.6	3.7	3.0	33/373	356/ 7.5	6.4	8.7	108	1.0	10	382	KIRT	
11. KBOR (SP)	29/ 3.1	1.8	1.5	3.5	2.9	2.5	29/317	317/ 6.7	6.0	6.8	106	2.5	24	269	KBOR	
12. KRGE (O)	17/ 1.8	0.6	2.1	2.6	4.6	1.8	17/292	279/ 5.9	6.8	15.5	183	1.6	15	221	KRGE	
13.																
14.																
15.	12+ FM SHARE (METRO):		73.13%	(615 of 841)		(SPG 88:	61.82%)									

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 KTXF-F	1 KTXF-F	1 KGBT	> 1 KBFM-F	1 KBFM-F<	1 KBFM-F>	1 KBFM-F>>	1 KELT-F>
2	2 KTXF-F>	2 KTXF-F>	2 KBFM-F	2 KBFM-F	2 KTXF-F	2 KGBT	2 KTXF-F	2 KTXF-F	2 KQXX-F	2 KGBT
3	3 KIWW-F<	3 KIWW-F	3 KELT-F	3 KIWW-F	3 KIWW-F	3 KTXF-F>	3 KGBT	3 KGBT	3 KTXF-F	3 KBFM-F<
4	4 KELT-F	KELT-F>	4 KIWW-F	4 KGBT	4 KVLY-F	4 KIWW-F	4 KIWW-F>	4 KIWW-F>	4 KGBT	4 KIWW-F
5	5 KQXX-F	5 KGBT	5 KGBT	KELT-F>	5 KJAV-AF	5 KELT-F	5 KELT-F	5 KELT-F	5 KELT-F<	5 KSOX-F>>
6	6 KRIX-F	6 KQXX-F	6 KQXX-F	6 KQXX-F	6 KBFM-F	6 KIRT	6	6	6 KIWW-F	6

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 KBFM-F>	1 KBFM-F	1 KBFM-F	1 KTXF-F	1 KTXF-F	1 KBFM-F	1 KBFM-F	1 KTXF-F<	1 KTXF-F
2 KTXF-F>>	2 KTXF-F>	2 KTXF-F	2 KTXF-F>	2 KBFM-F	KBFM-F>>	2 KTXF-F>	2 KIWW-F	2 KBFM-F>	2 KBFM-F
3 KIWW-F	3 KTXF-F	3 KQXX-F	3 KIWW-F<	3 KIWW-F	3 KRIX-F	3 KIWW-F	3 KTXF-F	3 KELT-F<	3 KIWW-F
KELT-F	4 KQXX-F<	KELT-F	4 KELT-F	4 KGBT	4 KIWW-F>>	4 KRIX-F>	4 KRIX-F	4 KIWW-F>	KELT-F
5	5 KIWW-F>>	5 KIWW-F	5 KGBT	5 KELT-F	5	5 KELT-F	KELT-F	5 KRIX-F	5 KGBT
6	6	6	6 KQXX-F	6 KQXX-F	6	6	6 KGBT	6 KGBT	6

FORMATS	AM	FM	TOTAL	%	SPG 88 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING				
TOP 40/CHR/CONTEMP		182 ( 1)	182 ( 1)	21.6	21.4	KIKN	840	Pharr		1.0/2.8
AOR/CLASSIC		37 ( 1)	37 ( 1)	4.4	4.1	KITM-F	105.5	Mission		1.1/3.4
AC/OLDIES/SOFT ROCK	17 ( 1)	63 ( 1)	80 ( 2)	9.5	8.0	KRIO	910	McAllen		0.6/2.8
MOR/VARIETY						KSOX	1240	Raymondville		0.5/2.1
COUNTRY	14 ( 2)	131 ( 2)	145 ( 4)	17.2	11.8	KSOX-F	101.7	Raymondville		0.8/2.6
BLACK/URBAN						KUBR	1210	San Juan		0.1/0.0
BEAUTIFUL/EASY		40 ( 1)	40 ( 1)	4.8	4.6					
NEWS/TALK	17 ( 2)		17 ( 2)	2.0	1.3	KTRH	740	Houston		0.3/1.2
NOSTALGIA										
RELIGION/GOSPEL					1.9					
SPANISH	178 ( 5)	162 ( 4)	340 ( 9)	40.4	45.7					
CLASSICAL										
JAZZ/NEW AGE										
UNKNOWN/OTHERS					1.2					
	226 (10)	615 (10)	841 (20)							

RADIO STATIONS

KBOR, 1600, 1 KW (DA-1)	, HISPANIC	, \$ 20.00 (Caballero)	Ed Trevino
KGBT, 1530, 50 KW/10 KW (DA-N)	, HISPANIC	, \$ 50.00 (Katz Hisp.)	Tichenor
KIRT, 1580, 1 KW/300 W	, HISPANIC	, \$ 18.00 (Caballero)	Tony Solis
KRGE, 1290, 5 KW (DA-N)	, OLDIES	US 1, SMN, \$ 15.00 (Banner)	Ed Gomez
KURV, 710, 1 KW (DA-1)	, TALK	ABC T, TALKNT, \$ 12.00 (Miller)	Don Wolfe
			Charles Rankin
KBFM-F, 104.1, 100 KW @ 990, CHR	ABC F, \$ 39.00 (Republic)	Encore	Lou Bason
KELT-F, 94.5, 100 KW @ 1154, AC	, \$ 31.00 (Katz)		Joseph Dickey
KIWW-F, 96.1, 100 KW @ 937, HISPANIC	, \$ 30.00 (Katz Hisp.)	Tichenor	Manuel Escalante
KQXX-F, 98.5, 100 KW @ 1400, HISPANIC	, \$ 21.00 (Caballero)		Tina Compean
KRIX-F, 99.5, 100 KW @ 1100, AOR	ABC R, \$ 25.00 (Banner)	First Cities	Don Wolfe
KTXF-F, 100.3, 100 KW @ 1140, COUNTRY	ABC E, \$ 35.00 (Christal)	Tate	Harvey Tate
KJAV-F, 104.9, 3 KW @ 260, HISPANIC	, \$ 10.00 (---)		---
KVLY-F, 107.9, 100 KW @ 490, BTFL/EZ	, \$ 22.00 (Torbet)	Tippie	Nick Rice

MISCELLANEOUS COMMENTS: KBFM-F sold by Encore to Waldron for \$\_\_\_\_\_ (Americom).

MELBOURNE-TITUSVILLE-COCOA

Arbitron Rank/Pop (12+): 103/334,500  
 MSA Rank/Pop: 121/387,200  
 Orlando ADI  
 Average Person Ratings: 16.2  
 Market TSL: 21.75 hours

Stations: 21/7  
 Diaries: 660/5071/54.2%  
 Sample Target: 630  
 % Below Line: 4.4  
 % Not Listed: 14.9

1988 Revenue: \$0  
 HH Inc.: \$0  
 Retail \$: 0.0 Bil  
 Pop per Station: 47,785  
 #1 Biller: NA \$0

12+ METRO	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion	Birch Share	Birch AQH	Birch Cume
1. WSSP-F (EZ)	109/20.1	15.2	17.1	136/1321	1039/31.1	25.0	26.3	79					WSSP-F
2. WWKA-F (C)	58/10.7	12.6	12.7	110/1247	706/21.1	20.8	21.4	103					WWKA-F
3. WHTQ-F (AOR)	51/ 9.4	6.6	7.7	110/1037	586/17.5	14.7	10.1	117					WHTQ-F
4. WBJW-AF (CHR)	39/ 7.2	12.8	14.3	71/1346	853/26.3	27.2	31.1	57					WBJW-AF
5. WSTF-F (AC)	35/ 6.4	5.8	9.1	55/830	543/16.2	14.9	19.1	130					WSTF-F
6. WMMB (BB)	28/ 5.2	2.6	4.4	29/305	300/ 9.0	4.7	6.3	60					WMMB
7. WOCL-F (AC)	24/ 4.4	4.6	0.6	64/732	313/ 9.4	6.9	2.1	164					WOCL-F
8. WLRQ-AF (AC)	22/ 4.1	4.4	2.6	23/368	349/10.2	7.1	9.2	161					WLRQ-AF
9. WMEL (MOR)	16/ 2.9	3.4	2.0	16/215	215/ 6.4	6.6	6.7	117					WMEL
10. WJHM-F (B)	15/ 2.8	2.0	1.0	68/574	151/ 4.5	3.9	3.5	100					WJHM-F
11. WDIZ-F (AOR)	14/ 2.6	5.0	4.8	37/690	332/ 9.9	11.5	11.2	119					WDIZ-F
12. WMMY-F (CHR)	14/ 2.6	2.6	2.6	14/271	271/ 8.1	7.5	8.0	81					WMMY-F

12+ FM SHARE (METRO): 87.66% (405 of 462) (SPG 88: 89.22%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBJW-AF>>>1 WHTQ-F>>>	1 WHTQ-F>	1 WSSP-F	1 WSSP-F>	1 WSSP-F>	1 WSSP-F>>	1 WSSP-F>>	1 WSSP-F>>	1 WSSP-F>	1 WWKA-F	1 WSSP-F>>
2 WJHM-F>>> 2 WBJW-AF	2 WSSP-F	2 WHTQ-F>	2 WWKA-F	2 WWKA-F>	2 WWKA-F	2 WWKA-F<	2 WHTQ-F<	2 WSSP-F	2 WWKA-F	2 WJHM-F>
3 WWKA-F	3 WSTF-F	3 WSTF-F	3 WHTQ-F	3 WMMB	3 WHTQ-F	3 WHTQ-F>	3 WWKA-F>	3 WBJW-AF	3 WJHM-F>	3 WJHM-F>
4	4 WWKA-F	4 WWKA-F	4 WWKA-F	4 WSTF-F	4	4 WBJW-AF	4 WSTF-F<	4 WBJW-AF	4 WHTQ-F	4 WDBO
5	5 WDIZ-F	5 WBJW-AF	5 WOCL-F	5 WOCL-F	5	5 WSTF-F	5 WMMB	5 WSTF-F	5	5

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 WBJW-AF>>>1 WBJW-AF	1 WHTQ-F>>>	1 WHTQ-F>>>	1 WBJW-AF	1 WSSP-F>	1 WHTQ-F>>>	1 WHTQ-F>>>	1 WHTQ-F>>>	1 WHTQ-F>>>	1 WSSP-F
2 WWKA-F	2 WHTQ-F>	2 WBJW-AF	2 WSSP-F	2 WWKA-F	2 WBJW-AF>	2 WSTF-F	2 WSTF-F>	2 WSSP-F	2 WHTQ-F
3 WSTF-F>>> 3 WWKA-F	3 WSTF-F	3 WDIZ-F	3 WSTF-F	3 WSTF-F	3 WMMY-F	3 WBJW-AF	3 WDIZ-F	3 WWKA-F	3 WWKA-F
4	4 WSTF-F	4 WVTI-F	4 WWKA-F	4 WHTQ-F	4	4	4 WWKA-F	4 WSTF-F	4 WOCL-F
5	5 WDIZ-F	5	5 WHTQ-F	5	5	5	5 WOCL-F	5 WOCL-F	5 WSTF-F

FORMATS	AM	FM	TOTAL	%	SPG 88 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP	1 ( 1)	54 ( 3)	55 ( 4)	11.9	18.8	WTAI 1560 Melbourne 0.7/2.1
AOR/CLASSIC		69 ( 3)	69 ( 3)	14.9	13.3	WVTI-F 107.1 Melbourne 1.5/5.3
AC/OLDIES/SOFT ROCK		95 ( 5)	95 ( 5)	20.6	20.0	WWBC 1510 Cocoa/MerritIsl 0.4/1.7
MOR/VARIETY	22 ( 2)		22 ( 2)	4.8	3.9	
COUNTRY		63 ( 2)	63 ( 2)	13.6	16.1	WBJW 950 Orlando 0.2/0.8
BLACK/URBAN		15 ( 1)	15 ( 1)	3.2	2.3	WDBO 580 Orlando 1.1/1.8
BEAUTIFUL/EASY		109 ( 1)	109 ( 1)	23.6	18.6	WGNE-F 98.1 Titusville 0.9/2.4
NEWS/TALK	4 ( 1)		4 ( 1)	0.9	1.4	WHLY-F 106.7 Leesburg 0.4/2.3
NOSTALGIA	28 ( 1)		28 ( 1)	6.1	5.0	WJYO-F 107.7 Mount Dora 1.1/4.2
RELIGION/GOSPEL	2 ( 1)		2 ( 1)	0.4		WKGR-F 98.7 Ft. Pierce 0.7/2.5
SPANISH						
CLASSICAL						
JAZZ/NEW AGE						
UNKNOWN/OTHERS					0.7	
	57 ( 6)	405 (15)	462 (21)			

RADIO STATIONS

WMEL, 920, 5 KW/1 KW (DA-N), MOR	SUN, \$ 15.00 (K & P)	Elyria-Lorain City	Jon Roberts
WMMB, 1240, 1 KW, NOST/MOR	MBS, ABC I, \$ 18.00 (Torbet)		David Franco
WTAI, 1560, 5 KW (DAYS), TALK	SUN, ABC T, \$ 14.00 (Mc-Guild)		Gary Hess
WLRQ-F, 99.3, 1 KW @ 488, SOFT AC	\$ 26.00 (Roslin)		Jim Pride
WMMY-F, 102.3, 3 KW @ 240, CHR	\$ 19.00 (Torbet)	City	David Franco
WVTI-F, 107.1, 3 KW @ 300, AC	\$ 18.00 (Mc-Guild)		Gary Hess
WGNE-F, 98.1, 50 KW @ 500, COUNTRY	\$ 21.00 (Banner)	Sage	Sid Frazer

OTHER RANKED STATIONS -- See Orlando MISCELLANEOUS COMMENTS: WSCP-F changes calls to WGNE (Jan)...WGNE changes from NOSTALGIA to COUNTRY (Jan)...WAMT sold by Sage for \$420,000.

Arbitron Rank/Pop (12+): 42/878,900  
 MSA Rank/Pop: 48/975,800  
 Average Person Ratings: 17.5  
 Market TSL: 23.0 hours

Stations: 20/20  
 Diaries: 1274/690:1/50.1%  
 Sample Target: 1160  
 % Below Line: 0.0  
 % Not Listed: 9.7

1988 Revenue: \$25,800,000  
 HHI Inc.: \$29,448  
 Retail \$: 7.1 Bil  
 Pop per Station: 43,945  
 #1 Biller: WGKX-F \$5,000,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion	Birch Share	Birch AQH	Birch Cume	
1. WHRK-F (B)	201/13.1	15.0	17.0	13.9	11.8	14.8	260/2873	2236/25.4	25.8	23.8	69	16.3	249	1998	WHRK-F
2. WGKX-F (C)	162/10.5	10.1	9.4	9.1	9.9	9.8	205/2558	1903/21.7	20.4	20.4	121	12.9	198	1615	WGKX-F
3. WDIA (B)	144/ 9.4	7.8	6.5	6.1	5.2	7.4	174/2006	1670/19.0	14.3	15.5	117	9.4	144	1152	WDIA
4. WRVR-F (AC)	140/ 9.1	8.2	7.7	7.1	7.1	8.0	158/2059	1656/18.8	22.8	18.3	154	4.8	73	1101	WRVR-F
5. WEGR-F (AOR)	117/ 7.6	8.8	6.3	8.1	4.9	7.7	167/1728	1139/13.0	13.5	10.5	125	10.2	156	1654	WEGR-F
6. WMC -F (CHR)	94/ 6.1	7.6	9.6	9.2	12.8	8.1	150/2461	1721/19.6	23.8	25.4	123	7.8	119	1805	WMC -F
7. KRNB-F (B)	93/ 6.1	6.2	6.1	10.9	9.4	7.3	111/1869	1602/18.2	18.6	19.1	69	7.5	114	2022	KRNB-F
8. WLOK (REL)	86/ 5.6	4.2	5.1	5.5	6.3	5.1	86/915	915/10.4	8.8	11.0	107	5.4	82	852	WLOK
9. WEZI-F (EZ)	69/ 4.5	6.0	4.9	4.5	4.4	5.0	69/848	848/ 9.6	11.7	10.2	64	2.7	42	656	WEZI-F
10. KMPZ-F (CHR)	63/ 4.1	5.1	4.5	2.4	2.4	4.0	99/1875	1187/13.5	13.7	8.5	54	4.9	75	1287	KMPZ-F
11. WREC (BB)	52/ 3.4	3.1	2.8	2.1	2.7	2.8	61/898	707/ 8.0	8.8	7.5	41	2.1	32	580	WREC
12. WMC (N/T)	50/ 3.3	3.7	4.4	3.7	2.8	3.8	56/919	756/ 8.6	9.2	7.7	55	3.2	49	498	WMC
13. WRVR (O)	29/ 1.9	1.3	1.2	1.5	2.1	1.5	33/686	557/ 6.3	5.5	5.9	153	1.8	28	444	WRVR
14. WXSS (B)	19/ 1.2	1.0	0.7	1.1	1.1	1.0	19/266	266/ 3.0	2.2	3.1	150	1.4	21	257	WXSS
15. KWAM (REL)	18/ 1.2	0.5	0.9	0.7	1.0	0.8	24/374	346/ 3.9	2.6	3.0	108	1.5	23	245	KWAM

12+ FM SHARE (METRO): 68.88% (956 of 1388) (SPG 88: 69.19%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHRK-F>>	1 WHRK-F	1 WHRK-F	1 WRVR-F	1 WRVR-F	1 WRVR-F	1 WGKX-F	1 WRVR-F<	1 WHRK-F	1 WHRK-F>>	1 WDIA <
2 KMPZ-F<	2 WEGR-F	2 WRVR-F	2 WGKX-F	2 WGKX-F	2 WDIA	2 WHRK-F	2 WGKX-F	2 WRVR-F<	2 WHRK-F	2 WHRK-F>>
3 KRNB-F>>	3 WRVR-F	3 WEGR-F<	3 WEGR-F<	3 WDIA	3 WRVR-F	3 WRVR-F<	3 WEGR-F<	3 WRVR-F	3 KRNB-F	3 WGKX-F
4	4 WMC -F	4 WGKX-F	4 WDIA	4 WEGR-F	4 WEZI-F	4 WDIA	4 WDIA <	4 WDIA	4 WLOK	4 WEGR-F
5	5 WGKX-F	5 WDIA	5 WHRK-F	5 WHRK-F	5 WLOK	5 WEGR-F	5 WHRK-F	5 WEGR-F	5 WGKX-F	5 WEZI-F<
6	6 WDIA	6 WMC -F	6 WMC -F	6 WMC -F	6 WREC	6 WMC -F	6 WMC -F	6 KRNB-F	6 WRVR-F	6 WMC -F
7	7 KRNB-F	7	7	7	7 WMC	7	7	7	7 KMPZ-F	7 KWAM

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 WRVR-F	1 WRVR-F	1 WRVR-F	1 WHRK-F>>	1 WEGR-F	1 WEGR-F>>	1 WEGR-F	1 WEGR-F
2 WEGR-F	2 WRVR-F	2 WDIA	2 WHRK-F	2 WDIA <	2 KRNB-F<	2 WHRK-F>>	2 WRVR-F<	2 WHRK-F	2 WGKX-F
3 KRNB-F>	3 WDIA	3 WMC -F	3 WDIA	3 WGKX-F	3 WEGR-F>	3 WRVR-F	3 WHRK-F	3 WGKX-F	3 WRVR-F
4 WDIA	4 WMC -F	4 WHRK-F	4 WGKX-F	4 WHRK-F	4 KMPZ-F	4 WGKX-F	4 WGKX-F	4 WRVR-F>	4 WDIA
5 WMC -F	5 WGKX-F	5 WGKX-F	5 WMC -F>	5 WMC -F	5 WMC -F	5 KRNB-F	5 WMC -F	5 WDIA <	5 WHRK-F
6 KMPZ-F	6 KRNB-F	6	6 WLOK <	6 WLOK	6 WMC -F	6 WMC -F	6 WDIA	6 WMC -F	6 WMC -F
7	7 WEGR-F	7	7 KRNB-F	7	7	7 WDIA	7	7 KRNB-F	7 WLOK

FORMATS	AM	FM	TOTAL	%	SPG 88	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		157 ( 2)	157 ( 2)	11.3	13.8		KPTH-F 107.1 Marion/Memphis 0.7/4.5
AOR/CLASSIC		117 ( 1)	117 ( 1)	8.4	7.9		KHLS-F 96.3 Blytheville 0.4/1.2
AC/OLDIES/SOFT ROCK	41 ( 2)	140 ( 1)	181 ( 3)	13.0	10.0		KSUD 730 W Memphis/Memph 0.6/1.5
MOR/VARIETY							WCRV 640 Collierville 0.8/2.8
COUNTRY		168 ( 2)	168 ( 2)	12.1	13.6		WHBQ 560 Memphis 0.8/3.9
BLACK/URBAN	163 ( 2)	294 ( 2)	457 ( 4)	32.9	36.4		
BEAUTIFUL/EASY		69 ( 1)	69 ( 1)	5.0	4.7		
NEWS/TALK	50 ( 1)		50 ( 1)	3.6	3.4		
NOSTALGIA	52 ( 1)		52 ( 1)	3.7	2.9		
RELIGION/GOSPEL	126 ( 4)	11 ( 1)	137 ( 5)	9.9	6.5		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS					0.7		
	432 (10)	956 (10)	1388 (20)				

RADIO STATIONS

KWAM, 990, 10 KW/450 W (DA-2), GOSPEL	\$ 20.00 (---)	Rivers	---
WDIA, 1070, 50 KW/5 KW (DA-2), BLACK	APR, SBN, \$ 34.00 (Katz)	Ragan Henry	Ernest Jackson
WHBQ, 560, 5 KW/1 KW (DA-2), OLDIES	US 1, US 2, \$ 27.00 (Republic)		Wayne Smith
WLOK, 1340, 1 KW (DA-1), GOSPEL	NBN, SBN, \$ 25.00 (K & P)		H. Gilliam
WMC, 790, 5 KW (DA-N), TALK	ABC I, NBC, \$ 41.00 (Banner)	Scripps-Howard	Don Meyers
WREC, 600, 5 KW (DA-N), NOSTALGIA	CBS, \$ 30.00 (Mc-Guild)	Newmarket	Sherri Sawyers
WXSS, 1030, 50 KW/1 KW (DA-2), BLACK	SMN, NBN, \$ 20.00 (Bolton)		---
KMPZ-F, 98.1, 100 KW @ 715, CHR	ABC R, ABC C, \$ 40.00 (Christal)	Dittman (OSCEOLA, AR)	Michael Baer
KRNB-F, 101.1, 100 KW @ 347, BLACK	ABC F, \$ 46.00 (Republic)	Rivers	---
WEGR-F, 102.7, 98 KW @ 970, AOR	US 1, \$ 57.00 (Mc-Guild)	Newmarket	Sherri Sawyer
WEZI-F, 94.3, 3 KW @ 300, BTFL/EZ	\$ 35.00 (Eastman)	Ardman	Ed Winton
WGKX-F, 105.9, 100 KW @ 760, COUNTRY	\$ 100.00 (HNWH)	Barnstable	John Bibbs
WHRK-F, 97.1, 100 KW @ 530, BLACK	NBC, \$ 80.00 (Katz)	Ragan Henry	Ernest Jackson
WMC-F, 99.7, 290 KW @ 910, CHR	ABC C, \$ 95.00 (Banner)	Scripps-Howard	Don Meyers
WRVR-F, 104.5, 100 KW @ 750, AC	\$ 97.00 (Christal)	Keymarket	Debra Nichols

MISCELLANEOUS COMMENTS: KMPZ changes from AOR to CHR...WHBQ changes from TALK to OLDIES...WKSS sold to Willis for \$780,000

MIAMI-FT. LAUDERDALE

Arbitron Rank/Pop (12+): 11/2,645,200  
 ADI #15  
 MSA Rank/Pop: Miami: 25/1,813,600  
 Ft. Lauderdale: 41/1,181,000  
 Average Person Ratings: 20.4  
 Market TSL: 27.0 hours

Stations: 36/33  
 Diaries: 2908/910:1/49.0%  
 Sample Target: 2510  
 % Below Line: 2.1  
 % Not Listed: 6.5

1988 Revenue: \$103,500,000  
 HH Inc.: \$32,950  
 Retail \$: 27.1 Bil  
 Pop per Station: 80,157  
 #1 Biller: WQBA-AF \$9,000,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WHQT-F (B)	487/ 9.0	8.3	4.9	2.9	2.6	6.3	553/5053	4279/16.2	13.5	10.2	98	11.8	533	4621	WHQT-F
2. WLYF-F (EZ)	471/ 8.7	7.1	7.0	7.9	8.7	7.7	513/4719	4295/16.2	14.2	15.0	53	6.7	304	2792	WLYF-F
3. WMXJ-F (O)	276/ 5.1	4.2	3.9	4.3	4.2	4.4	306/3799	3339/12.6	11.7	11.0	165	4.5	204	2338	WMXJ-F
4. WPOW-F (CHR)	268/ 5.0	4.3	4.4	5.6	4.6	4.8	280/3890	3566/13.5	11.8	11.8	74	6.2	279	3771	WPOW-F
5. WIOD (T)	253/ 4.7	5.1	4.8	4.0	3.2	4.7	286/3369	2896/10.9	15.0	9.7	91	3.8	172	2255	WIOD
6. WHYI-F (CHR)	252/ 4.7	3.8	3.6	3.9	4.3	4.0	281/4636	3871/14.6	14.6	14.8	96	4.7	210	3395	WHYI-F
7. WQBA (SP)	237/ 4.4	5.0	3.8	5.4	4.8	4.7	240/2103	2087/ 7.9	6.3	7.1	50	3.2	144	1335	WQBA
8. WCMQ-F (SP)	209/ 3.9	3.8	4.2	4.0	3.7	4.0	210/2427	2378/ 9.0	8.2	7.5	138	3.7	165	1795	WCMQ-F
9. WAQI (SP)	205/ 3.8	3.9	3.8	2.7	3.3	3.5	210/1566	1525/ 5.8	6.7	5.8	87	3.0	137	1362	WAQI
10. WGTR-F (AOR)	188/ 3.5	4.0	2.8	4.1	3.9	3.6	210/3163	2812/10.6	8.8	9.2	129	4.5	205	2489	WGTR-F
11. WJQY-F (AC)	183/ 3.4	2.7	4.0	3.1	4.0	3.3	202/2770	2475/ 9.4	9.7	10.1	124	3.3	149	1663	WJQY-F
12. WKIS-F (C)	173/ 3.2	3.4	3.5	2.5	3.3	3.2	197/2834	2460/ 9.3	9.6	8.7	125	3.5	160	1678	WKIS-F
13. WAXY-F (AC)	172/ 3.2	3.9	3.1	3.0	3.4	3.3	191/3290	2930/11.1	10.0	10.7	144	4.7	210	2580	WAXY-F
14. WINZ (N/T)	171/ 3.2	3.1	3.3	2.8	3.7	3.1	176/2702	2547/ 9.6	10.0	8.4	41	2.1	95	1568	WINZ
15. WQBA-F (SP)	148/ 2.7	2.7	2.2	1.7	2.1	2.3	151/1856	1784/ 6.7	5.5	6.1	130	3.2	143	1678	WQBA-F
16. WNWS (N/T)	134/ 2.5	3.2	3.6	4.8	3.7	3.5	153/2114	1844/ 7.0	9.7	8.5	48	2.2	99	1397	WNWS
17. WLVE-F (AC)	132/ 2.4	3.3	3.4	2.9	2.5	3.0	145/2346	2098/ 7.9	9.4	9.2	154	3.0	134	1841	WLVE-F
18. WSHE-F (AOR)	129/ 2.4	1.7	2.0	1.9	2.1	2.0	153/2910	2344/ 8.9	8.2	7.6	100	4.3	192	2180	WSHE-F
19. WTHI-F (CL)	106/ 2.0	3.0	2.9	3.0	2.8	2.7	131/2235	1902/ 7.2	7.3	6.9	70	2.1	97	1461	WTHI-F
20. WCMQ (SP)	99/ 1.8	1.2	1.9	1.3	0.9	1.5	99/1030	1030/ 3.9	3.6	2.8	111	0.8	36	481	WCMQ
21. WXDJ-F (J/NA)	93/ 1.7	1.8	2.4	1.7	1.4	1.9	99/1504	1419/ 5.4	5.2	4.7	159	2.7	121	1324	WXDJ-F
22. WZTA-F (AOR)	91/ 1.7	1.6	1.8	2.4	2.2	1.9	121/1966	1514/ 5.7	7.1	7.5	159	2.1	93	1218	WZTA-F
23. WFTL (BB)	78/ 1.4	0.9	1.7	1.4	1.5	1.4	84/796	717/ 2.7	4.0	3.1	36	1.2	53	626	WFTL
24. WEDR-F (B)	77/ 1.4	2.5	3.9	4.5	5.8	3.1	79/1290	1245/ 4.7	6.5	8.6	136	1.7	76	1242	WEDR-F
25. WMBM (REL)	73/ 1.4	0.8	1.1	1.1	1.0	1.1	73/705	705/ 2.7	1.9	2.2	93	1.0	44	463	WMBM
26. WEAT-AF (EZ)	71/ 1.4	1.3	2.1	1.6	1.4	1.6	291/3157	1121/ 4.2	4.9	3.7	43	0.9	41	0	WEAT-AF
27.															
28.															
29.															
30.															

12+ FM SHARE (METRO): 70.68% (3568 of 5048) (SPG 88: 68.53%)

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



FORMATS	AM	FM	TOTAL	%	SPG 88	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP		520 ( 2)	520 ( 2)	10.3	9.5	WEXY	1520	Wilton Mnrs/FtL	0.4/0.8
AOR/CLASSIC		408 ( 3)	408 ( 3)	8.1	8.9	WOCN	1450	Miami	0.3/1.4
AC/OLDIES/SOFT ROCK		808 ( 5)	808 ( 5)	16.0	15.9	WQAM	560	Miami/Ft. Ldrdl	0.7/2.9
MOR/VARIETY						WRFM	830	Hialeah	0.3/0.6
COUNTRY	40 ( 1)	173 ( 1)	213 ( 2)	4.2	3.6	WRHC	1550	Coral Gables/Mi	0.7/2.9
BLACK/URBAN		564 ( 2)	564 ( 2)	11.2	10.5	WSUA	1260	Miami	1.2/2.9
BEAUTIFUL/EASY	3 ( 1)	539 ( 2)	542 ( 3)	10.7	10.8	WVCG	1080	Coral Gables	0.3/1.5
NEWS/TALK	578 ( 4)		578 ( 4)	11.5	11.8	WNNN	980	Pompano Beach	0.4/1.5
NOSTALGIA	78 ( 1)		78 ( 1)	1.5	1.6				
RELIGION/GOSPEL	94 ( 2)		94 ( 2)	1.9	2.2	WEAT	850	West Palm Beach	0.1/0.0
SPANISH	659 ( 6)	357 ( 2)	1016 ( 8)	20.1	18.8	WEAT-F	104.3	West Palm Beach	1.3/4.2
CLASSICAL		106 ( 1)	106 ( 1)	2.1	3.0	WRMP-F	97.9	West Palm Beach	0.8/2.7
JAZZ/NEW AGE		93 ( 1)	93 ( 1)	1.8	1.6				
UNKNOWN/OTHERS	28 ( 2)		28 ( 2)	0.6	0.8				
	1480 (17)	3568 (19)	5048 (36)						

AM STATIONS

WAQI, 710, 50 KW (DA-2), HISPANIC	, \$ 65.00 (Katz Hisp.)	Armando Roura
WCMQ, 1210, 25 KW/2.5 KW(DA-2), HISPANIC MOR	, \$ 50.00 (SBS)	SBS Victor Aleman
WFTL, 1400, 1 KW, NOSTALGIA	APR, \$ 39.00 (Roslin)	Sam Rosenblatt
WINZ, 940, 50 KW/25 KW(DA-N), NEWS/TALK	CBS, \$ 74.00 (Katz)	Guy Gannett Tim Williams
WIOD, 610, 10 KW (DA-2), TALK	ABC T, MBS, \$ 95.00 (Christal)	Cox Michael Disney
WMBM, 1490, 1 KW, GOSPEL	NBN, \$ 31.00 (K & P)	Ed Margolis
WNWS, 790, 25 KW, TALK/NEWS	ABC I, \$ 80.00 (Banner)	Jeff-Pilot Dennis Collins
WOCN, 1450, 1 KW (DA-2), HISPANIC	, \$ 35.00 (Lotus)	Maria Perez-Roura
WQAM, 560, 5 KW/1 KW, COUNTRY	NBC, \$ 37.00 (HNWH)	Sunshine Wireless Jeff Greenhawt
WQBA, 1140, 50 KW/10 KW(DA-2), HISPANIC	, \$ 130.00 (Eastman)	Susquehanna George Hyde
WRHC, 1550, 10 KW/500 W(DA-2), HISPANIC	, \$ 47.00 (Lotus)	Salvadore Lew
WSUA, 1290, 5 KW (DA-2), HISPANIC	, \$ 43.00 (Caballero)	Enrique Landin
WVCG, 1080, 50 KW/20 KW(DA-2), ETHNIC	, \$ 32.00 (---)	Evergreen M. Rowe
WNNN, 980, 5 KW/1 KW (DA-3), TALK	, \$ 38.00 (---)	Joe Nuckols

FM STATIONS

WAXY, 105.9, 100 KW @ 1040, AC/OLDIES	, \$ 130.00 (Republic)	RKO Doug Donoho
WCMQ, 92.3, 41 KW @ 300, HISPANIC AC	, \$ 75.00 (SBS)	SBS Victor Aleman
WEDR, 99.1, 70 KW @ 175, BLACK	RADRAD, \$ 72.00 (---)	Rivers Jerry Rushin
WGTR, 97.3, 100 KW @ 790, AOR	, \$ 100.00 (Christal)	Cox Michael Disney
WHQT, 105.1, 100 KW @ 1007, URBAN/CHR	, \$ 95.00 (MMR)	EZ Bill Gilreath
WHYI, 100.7, 100 KW @ 917, CHR	, \$ 133.00 (Mc-Guild)	Metroplex David Ross
WJQY, 106.7, 100 KW @ 1024, SOFT AC	TRNSTR, \$ 144.00 (Katz)	Tak Skip Schmidt
WKIS, 99.9, 100 KW @ 986, COUNTRY	, \$ 90.00 (HNWH)	Sunshine Wireless Jeff Greenhawt
WLVE, 93.9, 99 KW @ 1006, AC/JAZZ	, \$ 118.00 (Torbet)	Gilmore Dean Goodman
WLYF, 101.5, 100 KW @ 813, BTFL/EZ	, \$ 123.00 (Banner)	Jeff-Pilot Dennis Collins
WMXJ, 102.7, 100 KW @ 1006, OLDIES	, \$ 161.00 (Durpetti)	Sconnix Jim Butler
WPOW, 96.5, 100 KW @ 1006, CHR	ABC C, SOURCE, \$ 90.00 (HNWH)	Beasley Greg Reed
WQBA, 107.5, 95 KW @ 995, HISPANIC AC	, \$ 60.00 (Eastman)	Susquehanna George Hyde
WSHE, 103.5, 100 KW @ 1049, AOR	, \$ 82.00 (Eastman)	TK Joe Davidman
WTMI, 93.1, 95 KW @ 1006, CLASSICAL	, \$ 80.00 (CMBS)	Marlin Allen Stieglitz
WXDJ, 95.7, 100 KW @ 982, JAZZ/NAC	, \$ 68.00 (CBS)	Guy Gannett Anthony Novia
WZTA, 94.9, 96 KW @ 600, CLASSIC AOR	, \$ 70.00 (Katz)	Guy Gannett Tim Williams

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

WOCN sold for \$55,000 plus debt...WAXY-F sold by RKO to Ackerley for \$21,000,000 (Stevens)...WQBA A/F sold by Susquehanna to WADO/Tichenor for \$28,000,000 (E) (Crisler & Hepburn).

MILWAUKEE

Arbitron Rank/Pop (12+): 26/1,291,500  
 MSA Rank/Pop: 32/1,377,800  
 ADI # 28  
 Average Person Ratings: 18.8  
 Market TSL: 24.5 hours

Stations: 26/21  
 Diaries: 1371/942:1/54.9%  
 Sample Target: 1420  
 % Below Line: 2.5  
 % Not Listed: 7.7

1988 Revenue: \$39,100,000  
 HH Inc.: \$34,659  
 Retail \$: 9.2 Bil  
 Pop per Station: 61,500  
 #1 Biller: WTMJ \$9,000,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion			Birch Share	Birch AQH	Birch Cume
											25-54	Birch	Birch			
1. WTMJ (MOR)	299/12.3	9.8	13.0	14.0	13.2	12.3	337/4249	3595/27.8	26.6	28.3	71	9.8	230	2779	WTMJ	
2. WKTI-F (CHR)	247/10.1	9.0	9.3	9.4	9.9	9.4	264/4023	3573/27.7	29.0	26.8	110	11.1	262	3631	WKTI-F	
3. WOKY (BB)	164/ 6.7	5.6	5.9	6.4	5.8	6.2	175/1991	1785/13.8	11.6	11.6	39	6.0	141	1236	WOKY	
4. WMIL-F (C)	159/ 6.5	7.8	6.7	7.0	8.0	7.0	214/2609	1925/14.9	13.5	14.0	138	6.5	153	1632	WMIL-F	
5. WLUM-F (B)	149/ 6.1	5.9	4.1	4.8	6.7	5.2	168/2489	2271/17.6	12.2	13.6	89	12.2	286	2910	WLUM-F	
6. WKLH-F (AOR)	148/ 6.1	6.2	7.9	9.0	8.6	7.3	164/2574	2283/17.7	18.7	19.3	141	7.1	168	2133	WKLH-F	
7. WEZW-F (EZ)	144/ 5.9	7.6	7.5	7.0	6.3	7.0	157/1993	1737/13.4	17.8	15.3	71	3.5	82	1429	WEZW-F	
8. WLZR-AF (AOR)	142/ 5.8	6.7	6.2	6.5	7.0	6.3	177/2801	2331/18.0	16.2	13.6	67	8.4	193	2503	WLZR-AF	
9. WZTR-F (O)	106/ 4.4	3.1	2.7	1.5	1.6	2.9	120/2009	1653/12.8	7.9	6.9	159	3.4	79	921	WZTR-F	
10. WLTQ-F (AC)	100/ 4.1	4.7	4.6	4.7	5.5	4.5	106/1603	1479/11.5	12.8	12.4	163	2.2	52	656	WLTQ-F	
11. WQFM-F (AOR)	97/ 4.0	3.1	2.6	3.0	3.7	3.2	121/2244	1781/13.8	11.7	12.4	98	3.2	76	1654	WQFM-F	
12. WISN (T)	91/ 3.7	3.7	3.6	3.3	2.7	3.6	97/1489	1390/10.8	11.6	10.8	68	4.6	108	1147	WISN	
13. WMYX-F (AC)	83/ 3.4	4.0	4.1	3.9	2.5	3.8	104/1612	1336/10.3	12.3	8.7	126	3.0	70	731	WMYX-F	
14. WBZN-AF (J/NA)	57/ 2.3	2.6	2.2	1.3	1.2	2.1	68/1038	912/ 7.1	5.4	5.2	152	2.2	51	706	WBZN-AF	
15.																

12+ FM SHARE (METRO): 67.82% (1524 of 2247) (SPG 88: 68.33%)

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

FORMATS					SPG 88		OTHER RATED STATIONS/METRO SHARE & CUME RATING			
	AM	FM	TOTAL	%	%	%				
TOP 40/CHR/CONTEMP		255 ( 2)	255 ( 2)	11.3	10.6	WEMP	1250	Milwaukee	1.4/7.1	
AOR/CLASSIC	5 ( 1)	382 ( 3)	387 ( 4)	17.2	20.9	WFMR-F	98.3	Menomonoe Falls	1.9/5.0	
AC/OLDIES/SOFT ROCK	33 ( 1)	296 ( 4)	329 ( 5)	14.6	12.9	WMVP	1290	Greenfield	0.9/3.3	
MOR/VARIETY	322 ( 2)		322 ( 2)	14.3	15.0	WNOV	860	Milwaukee	1.6/3.6	
COUNTRY		159 ( 1)	159 ( 1)	7.1	8.9	WRJN	1400	Racine	0.9/2.6	
BLACK/URBAN	23 ( 1)	149 ( 1)	172 ( 2)	7.7	10.0	WBMM	780	Chicago	0.4/3.5	
BEAUTIFUL/EASY		144 ( 1)	144 ( 1)	6.4	6.7	WGN	720	Chicago	1.1/4.5	
NEWS/TALK	137 ( 4)		137 ( 4)	6.1	4.8	WJMK-F	104.3	Chicago	0.3/1.0	
NOSTALGIA	164 ( 1)		164 ( 1)	7.3	7.0	WJZQ-F	95.1	Kenosha	0.3/2.2	
RELIGION/GOSPEL	39 ( 1)		39 ( 1)	1.7		WLUP	1000	Chicago	0.4/1.4	
SPANISH										
CLASSICAL		47 ( 1)	47 ( 1)	2.1	1.8					
JAZZ/NEW AGE		57 ( 1)	57 ( 1)	2.5	1.3					
UNKNOWN/OTHERS		35 ( 1)	35 ( 1)	1.6						
	723 (11)	1524 (15)	2247 (26)							

AM STATIONS

WEMP, 1250, 5 KW (DA-2), OLDIES	TRNSTR, CBS, \$ 40.00 (Banner)	Heritage	Craig Hodgson
WISN, 1130, 50 KW/10 KW (DA-N), TALK	ABC I, MBS, \$ 56.00 (Katz)	Hearst	Steve Downes
WMVP, 1290, 5 KW (DA-2), BLACK	SMN, \$ 24.00 (K & P)	All Pro	Steve Sinicropi
WNOV, 860, 250 W (DAYS, DA), BLACK/GOSPEL	NBN, \$ 20.00 (---)		Walter Jones
WTMJ, 620, 5 KW (DA-N), MOR	NBC, \$ 128.00 (Christal)	Journal Co.	Paul LeSage
WYLO, 540, 250 W/150 W(DA-2), RELIGION	CBN, \$ 20.00 (---)	Marsh	Marion Luther
WOKY, 920, 5 KW/1 KW (DA-2), NOSTALGIA	CBS, \$ 49.00 (CBS)	Sundance	Brian Ongaro

FM STATIONS

WBZN, 100.7, 50 KW @ 500, JAZZ/NAC	, \$ 44.00 (Torbet)	Channel One (RACINE)	Harvey Wittenberg
WEZW, 103.7, 19 KW @ 840, BTFE/EZ	, \$ 63.00 (Republic)	Multimedia	Richard Washer
WFMR, 98.3, 3 KW @ 330, CLASSICAL	, \$ 42.00 (CMBS)		Bob Caulfield
WKLH, 96.5, 20 KW @ 810, CLASSIC AOR	, \$ 94.00 (Mc-Guild)	Saga	Tom Joerres
WWTI, 94.5, 16 KW @ 911, CHR	SOURCE, \$ 96.00 (Christal)	Journal Co.	Doug Kiel
WLTQ, 97.3, 15 KW @ 980, SOFT AC	, \$ 56.00 (Katz)	Hearst	Steve Downes
WLUM, 102.1, 50 KW @ 490, BLACK/URBAN	RADRAD, \$ 49.00 (HNWH)	All Pro	Steve Sinicropi
WLZR, 102.9, 50 KW @ 440, AOR	ABC F, \$ 62.00 (Republic)	Great American	David Crowl
WMIL, 106.1, 13 KW @ 976, COUNTRY	, \$ 78.00 (CBS)	Sundance	Brian Ongaro
WMYX, 99.1, 50 KW @ 450, AC	CBS, \$ 59.00 (Banner)	Heritage	Craig Hodgson
WQFM, 93.3, 13 KW @ 992, AOR	ABC R, \$ 65.00 (Torbet)	Shamrock-Lynett	Ralph Barnes
WZTR, 95.7, 34 KW @ 610, OLDIES	, \$ 50.00 (Durpetti)		Tim Midland

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

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

* CHR - Contemporart 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	*
*		*

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MINNEAPOLIS-ST. PAUL

Arbitron Rank/Pop (12+): 19/1,944,800  
 MSA Rank/Pop: 14/2,345,500  
 ADI # 13  
 Average Person Ratings: 18.1  
 Market TSL: 23.5 hours

Stations: 20/19  
 Diaries: 1723/1129:1/59.6%  
 Sample Target: 1660  
 % Below Line: 0.3  
 % Not Listed: 13.5

1988 Revenue: \$68,400,000  
 HH Inc.: \$38,799  
 Retail \$: 19.0 Bil  
 Pop per Station: 102,357  
 #1 Biller: WCCO \$20,000,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WCCO (MOR)	579/16.4	16.3	16.9	22.3	16.6	18.0	847/10638	7407/38.1	38.1	35.3	73	16.9	599	6907	WCCO
2. KQRS-AF (AOR)	301/ 8.6	8.0	8.4	9.5	11.7	8.6	345/5161	4316/22.2	21.9	23.0	106	10.6	365	5045	KQRS-AF
3. KSTP-F (AC)	271/ 7.7	8.7	9.2	7.5	9.0	8.3	332/4311	3449/17.7	20.9	19.5	144	7.4	264	2958	KSTP-F
4. WLTE-F (AC)	265/ 7.5	7.3	6.9	5.5	5.8	6.8	335/4482	3562/18.3	19.1	17.9	123	4.5	161	2554	WLTE-F
5. WLOL-F (CHR)	248/ 7.0	6.4	6.2	6.0	9.4	6.4	284/5449	4759/24.5	21.9	24.3	73	8.8	311	4612	WLOL-F
6. KDWB-F (CHR)	240/ 6.8	6.5	6.8	6.8	4.7	6.7	267/4653	4051/20.8	21.6	17.1	59	8.4	298	3894	KDWB-F
7. KEEY-F (C)	216/ 6.1	6.5	6.8	6.2	6.2	6.4	272/3103	2486/12.8	15.5	14.1	113	6.8	241	2551	KEEY-F
8. KQQL-F (O)	159/ 4.5	3.7	1.6	1.5	1.4	2.8	244/3341	2486/12.8	6.6	6.1	160	4.3	154	2161	KQQL-F
9. KTCZ-F (AOR)	149/ 4.2	4.5	4.2	4.0	4.3	4.2	161/2632	2431/12.5	10.4	10.7	152	3.9	138	1804	KTCZ-F
10. KLXK-F (O)	138/ 3.9	5.6	6.8	6.3	4.6	5.7	147/3365	3060/15.7	17.7	10.9	138	2.9	104	2138	KLXK-F
11. KJJO-F (AOR)	114/ 3.2	3.6	3.7	4.4	5.3	3.7	167/2628	1888/ 9.7	12.8	12.2	56	4.8	171	2137	KJJO-F
12. KSTP (N/T)	98/ 2.8	2.7	2.9	2.6	3.0	2.8	107/1926	1739/ 8.9	7.9	9.0	104	2.8	98	1409	KSTP
13. KLBB (BB)	93/ 2.6	1.5	1.6	1.3	1.8	1.8	93/1036	1032/ 5.3	4.2	3.5	23	1.2	43	647	KLBB
14. WDGY (C)	62/ 1.8	1.6	1.3	1.5	1.6	1.5	84/1555	1067/ 5.5	5.4	5.7	83	1.2	44	870	WDGY
15. WAYL (EZ)	43/ 1.2	1.4	1.3	1.5	0.4	1.4	44/732	682/ 3.5	4.3	2.0	58	0.6	23	401	WAYL

12+ FM SHARE (METRO): 68.78% (2095 of 3046) (SPG 88: 69.63%)

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

FORMATS	AM	FM	TOTAL	%	SPG 88 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP		498 ( 3)	498 ( 3)	16.3	15.9	KDWB	630	St. Paul	0.8/4.5
AOR/CLASSIC	32 ( 2)	548 ( 3)	580 ( 5)	19.0	19.0	KTCJ	690	Minneapolis	0.5/1.0
AC/OLDIES/SOFT ROCK	27 ( 1)	833 ( 4)	860 ( 5)	28.2	21.2	KZOW	950	St. Louis Park	0.5/1.7
MOR/VARIETY	579 ( 1)		579 ( 1)	19.0	18.7				
COUNTRY	62 ( 1)	216 ( 1)	278 ( 2)	9.1	8.7	KCLD-F	104.7	St. Cloud	0.3/1.9
BLACK/URBAN									
BEAUTIFUL/EASY	43 ( 1)		43 ( 1)	1.4	5.7				
NEWS/TALK	98 ( 1)		98 ( 1)	3.2	3.4				
NOSTALGIA	93 ( 1)		93 ( 1)	3.1	2.1				
RELIGION/GOSPEL									
SPANISH									
CLASSICAL									
JAZZ/NEW AGE	17 ( 1)		17 ( 1)	0.6	5.3				
UNKNOWN/OTHERS									
	-----	-----	-----						
	951 ( 9)	2095 (11)	3046 (20)						

AM STATIONS

KDWB, 630, 5 KW/500 W (DA-2), OLDIES	IND, \$ N/A (Christal)	Legacy	Gary Swartz
KLBB, 1400, 1 KW, NOSTALGIA	ABC D, CNN, \$ 34.00 (Roslin)		Les Carroll
KSTP, 1500, 50 KW (DA-N), TALK/NEWS	ABC I, ABC T, \$ 50.00 (Mc-Guild)	Hubbard	Bob Fransen
KTCJ, 690, 500 W (DAYS), JAZZ	IND, \$ 23.00 (Durpetti)	Parker	Mike Boen
KYCR, 1570, 2.5 KW/300 W, REL	CBN, \$ 20.00 (----)	Marsh	
WAYL, 980, 5 KW (DA-1), BTFL/EZ	IND, \$ 20.00 (Banner)	Entercom	Steve Woodbury
WCCO, 830, 50 KW, MOR	CBS, \$ 279.00 (CBS)		Steven Goldstein
WDGY, 1130, 50 KW/25 KW (DA-2), COUNTRY	MBS, \$ 46.00 (Katz)	Malrite	Mike Anselmo

FM STATIONS

KDWB, 101.3, 50 KW @ 840, CHR	IND, \$ 95.00 (Christal)	Legacy	Gary Swartz
KEEY, 102.1, 50 KW @ 842, COUNTRY	IND, \$ 117.00 (Katz)	Malrite	Mike Anselmo
KJJO, 104.1, 100 KW @ 1040, AOR	CBS, \$ 57.00 (Republic)	Park	---
KLXK, 93.7, 50 KW @ 424, OLDIES/AC	IND, \$ 70.00 (Durpetti)	Entercom	Steve Woodbury
KQRS, 92.5, 50 KW @ 822, AOR	ABC R, \$ 154.00 (Katz)	Cap Cities/ABC	Mark Steinmetz
KQQL, 107.9, 97 KW @ 1080, OLDIES	IND, \$ 60.00 (Republic)	Trumper	Kevin McCarthy
KSTP, 94.5, 95 KW @ 1250, AC	IND, \$ 178.00 (Mc-Guild)	Hubbard	John Mayasich
KTCZ, 97.1, 100 KW @ 280, AOR	IND, \$ 65.00 (Durpetti)	Parker	Mike Boen
WLOL, 99.5, 50 KW @ 844, CHR	IND, \$ 120.00 (HNWH)	Emmis	Lisa Fransen
WLTE, 102.9, 100 KW @ 1304, SOFT AC	IND, \$ 100.00 (CBS)		Rand Gottlieb

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

KDWB A/F sold by Legacy to Midcontinent for \$17,700,000

MOBILE

Arbitron Rank/Pop (12+): 86/385,600  
 MSA Rank/Pop: 102/478,100  
 ADI #64 (w/Pensacola)  
 Average Person Ratings: 18.4  
 Market TSL: 24.5 hours

Stations: 26/20  
 Diaries: 922/418:1/56.3%  
 Sample Target: 770  
 % Below Line: 3.5  
 % Not Listed: 8.2

1988 Revenue: \$11,400,000  
 HH Inc.: \$28,654  
 Retail \$: 3.0 Bil  
 Pop per Station: 19,280  
 #1 Biller: WKSJ-F \$3,800,000

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WKSJ-AF (C)	130/18.3	18.0	17.7	17.9	20.4	----	143/1330	1169/30.3	29.8	30.8	105	15.4	108	1162	WKSJ-AF
2. WBLX-F (B)	108/15.2	11.9	12.9	17.3	14.3	----	204/1779	872/22.6	22.8	21.9	97	20.1	144	1216	WBLX-F
3. WABB-F (CHR)	82/11.6	12.7	13.9	15.4	17.4	----	140/2070	1053/27.3	31.8	35.0	87	17.9	128	1478	WABB-F
4. WGOK (B)	60/ 8.5	6.9	8.5	7.3	7.8	----	65/661	574/14.9	15.3	14.8	71	4.2	30	414	WGOK
5. WKRG (N/T)	41/ 5.8	4.0	4.6	4.4	4.5	----	41/399	397/10.3	10.7	11.2	84	3.4	24	270	WKRG
6. WAVH-F (O)	38/ 5.4	5.4	3.3	4.5	3.7	----	86/1114	518/13.4	10.0	8.6	170	3.4	24	433	WAVH-F
7. WGCX-F (AOR)	37/ 5.2	3.0	2.4	1.2	3.4	----	62/860	469/12.2	7.7	13.5	125	6.9	49	556	WGCX-F
8. WKRG-F (AC)	26/ 3.7	4.4	5.0	4.5	4.0	----	50/911	489/12.7	15.5	16.0	132	3.5	25	485	WKRG-F
9. WMEZ-F (EZ)	20/ 2.8	1.9	2.5	2.6	1.5	----	64/811	250/ 6.5	5.6	4.7	57	2.8	20	233	WMEZ-F
10. WDLT-F (AC)	19/ 2.7	2.9	3.6	3.4	4.0	----	19/316	316/ 8.2	10.7	11.3	141	1.8	13	204	WDLT-F
11. WMML (B)	12/ 1.7	4.9	4.9	2.6	1.6	----	12/286	270/ 7.0	10.6	5.1	47	1.5	11	236	WMML
12.															
13.															
14.															
15.	12+ FM SHARE (METRO):	76.04%	(495 of 651)	(SPG 88:	73.75%)										

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WABB-F>	1 WBLX-F>	1 WBLX-F	1 WKSJ-AF	1 WKSJ-AF	1 WKSJ-AF>>	1 WKSJ-AF>>	1 WKSJ-AF>	1 WKSJ-AF	1 WBLX-F>	1 WKSJ-F>>
2 WBLX-F>>	2 WABB-F>	2 WKSJ-AF	2 WBLX-F>	2 WBLX-F>	2 WGOK	2 WBLX-F<	2 WBLX-F<	2 WBLX-F	2 WABB-F	2 WBLX-F<
3 WGOK	3 WKSJ-AF	3 WABB-F>	3 WABB-F	3 WABB-F	3 WKRG >	3 WABB-F>	3 WGOK	3 WABB-F>>	3 WKSJ-AF>	3 WKRG >
4	4 WGCX-F>>	4 WAVH-F<	4 WAVH-F	4 WAVH-F	4 WKRG <	4 WABB-F	4 WAVH-F	4 WGCX-F	4 WGOK	4 WABB-F
5	5	5 WGCX-F	5	5	5 WBLX-F	5 WAVH-F	5 WAVH-F	5 WGCX-F	5 WKRG	5 WGCX-F>
6	6	6	6	6	6	6	6	6 WGOK	6 WGCX-F	6
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 WBLX-F	1 WBLX-F	1 WBLX-F	1 WKSJ-AF<	1 WKSJ-AF>	1 WBLX-F>>	1 WBLX-F>	1 WBLX-F	1 WBLX-F>	1 WKSJ-AF<	
2 WABB-F>>	2 WABB-F	2 WKSJ-AF	2 WBLX-F>	2 WBLX-F>	2 WABB-F>	2 WABB-F>	2 WABB-F	2 WABB-F	2 WBLX-F	
3 WKSJ-AF	3 WKSJ-AF>>	3 WABB-F>	3 WABB-F>	3 WABB-F	3 WGCX-F>>	3 WGCX-F>	3 WGCX-F	3 WKSJ-AF	3 WAVH-F	
4 WGCX-F	4	4 WKRG-F	4 WGOK	4 WGOK	4 WKSJ-AF	4 WKSJ-AF>>>	4 WKSJ-AF>>>	4 WGCX-F	4 WABB-F	
5	5	5	5	5 WKRG-F	5	5	5	5 WAVH-F	5 WGCX-F	
6	6	6	6	6 WAVH-F	6	6	6	6	6	

FORMATS	AM	FM	TOTAL	%	SPG 88 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		93 ( 3)	93 ( 3)	14.3	16.6	WABB 1480 Mobile 0.1/2.7
AOR/CLASSIC		46 ( 2)	46 ( 2)	7.1	3.8	WBCA 1110 Bay Minette 0.6/1.2
AC/OLDIES/SOFT ROCK		83 ( 3)	83 ( 3)	12.7	15.0	WBHY 840 Mobile 0.7/3.6
MOR/VARIETY	11 ( 2)		11 ( 2)	1.7	0.5	WBLX 660 Fairhope/Mobile 1.6/6.2
COUNTRY	6 ( 1)	138 ( 4)	144 ( 5)	22.1	20.8	WHEP 1310 Foley 1.0/1.6
BLACK/URBAN	83 ( 3)	115 ( 2)	198 ( 5)	30.4	28.8	WLPR 960 Prichard/Mobile 0.4/2.4
BEAUTIFUL/EASY		20 ( 1)	20 ( 1)	3.1	4.4	WMML-F 105.5 Bay Minette/Mbl 1.0/5.5
NEWS/TALK	41 ( 1)		41 ( 1)	6.3	4.8	WMOB 1360 Mobile 0.8/1.6
NOSTALGIA	3 ( 1)		3 ( 1)	0.5	0.8	WZEW-F 92.1 Fairhope 1.3/6.8
RELIGION/GOSPEL	11 ( 2)		11 ( 2)	1.7	4.4	
SPANISH						WJLQ-F 100.7 Pensacola 0.8/4.9
CLASSICAL						WKNN-F 99.1 Pascagoula 0.6/2.0
JAZZ/NEW AGE						WOWW-F 107.3 Pensacola 0.8/2.3
UNKNOWN/OTHERS	1 ( 1)		1 ( 1)	0.2	0.4	WPMP 1580 Pascagoula/MsPt
	156 (11)	495 (15)	651 (26)			WQID-F 93.7 Biloxi 0.7/2.2
						WXBM-F 102.7 Milton/Pensacola 0.6/2.9

RADIO STATIONS

WBLX, 660, 22 KW/1 KW (DA-N), BLACK					\$ N/A (HNWH)	Beasley	Dave Clark
WGOK, 900, 1 KW/500 W (DA-2), BLACK					SBN, \$ 13.00 (Roslin)		Dickie Roberds
WKRG, 710, 1 KW/500 W (DA-N), NEWS/TALK					CBS, MBS, \$ 27.00 (Katz)		Wes Diamond
WMML, 1410, 5 KW (DA-N), BLACK					SBN, \$ 15.00 (K & P)		---
WMOB, 1360, 5 KW (DAYS, DA), GOSPEL					\$ 10.00 (---)		Ted Tucker
WABB-F, 97.5, 100 KW @ 1350, CHR					ABC F, \$ 68.00 (Christal)	Dittman	Bernard Dittman
WAVH-F, 96.1, 100 KW @ 1441, OLDIES					TRNSTR, \$ 30.00 (Durpetti)	Marathon	Don Walker
WBLX-F, 92.9, 100 KW @ 1555, BLACK					US 1, ABC C, \$ 48.00 (HNWH)	Beasley	Dave Clark
WDLT-F, 98.3, 100 KW @ 300, SOFT AC					TRNSTR, \$ 20.00 (K & P)		Chris Kalifeh
WGCX-F, 104.1, 100 KW @ 1555, AOR					ABC R, \$ 25.00 (Republic)	(ATMORE)	Ben Bain
WKRG-F, 99.9, 100 KW @ 1604, AC					MBS, \$ 30.00 (Katz)		Wes Diamond
WKSJ-F, 94.9, 100 KW @ 430, COUNTRY					ABC E, \$ 88.00 (Banner)	Capitol-Johnson	Wayne Gardner
WMML-F, 105.5, 2.6 KW @ 357, BLACK					CBS, \$ 15.00 (K & P)	(BAY MINETTE)	---
WZEW-F, 92.1, 3 KW @ 300, AOR					\$ 20.00 (---)	(FAIRHOPE)	Sandy Frost

WMEZ -- See Pensacola MISCELLANEOUS COMMENTS: WLPR-F changes calls to WMML (March)...WMML changes from BTFL to BLACK (?)  
 WZEW-F (Fairhope) sold for \$750,000.

MODESTO

Arbitron Rank/Pop (12+): 132/274,300

MSA Rank/Pop: 140/332,600

Sacramento ADI  
Average Person Ratings: 16.6

Market TSL: 22.25 hours

Stations: 25/15  
Diaries: 682/402:1/47.5%  
Sample Target: 620  
% Below Line: 5.5  
% Not Listed: 16.3

1988 Revenue: \$9,300,000  
HH Inc.: \$31,331  
Retail \$: 2.0 Bill  
Pop per Station: 18,286  
#1 Biller: KOSO-F \$1,600,000

12+ METRO	1/4/SHARE	FAL		SPG		4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion			Birch Share	Birch AQH	Birch Cume
		88	88	87	87						25-54	Birch	Birch			
1. KHOP-F (CHR)	63/13.9	8.7	7.1	5.9	7.2	----	143/2034	766/27.9	18.8	18.2	80	12.4	58	608	KHOP-F	
2. KDJK-F (AOR)	51/11.2	9.1	13.0	8.0	11.3	----	115/1187	491/17.9	18.3	14.9	118	11.3	53	519	KDJK-F	
3. KBEE-F (EZ)	48/10.6	11.9	9.7	11.5	12.0	----	96/1099	446/16.3	18.2	19.2	55	9.0	42	360	KBEE-F	
4. KMIX-F (C)	38/ 8.4	8.0	9.5	8.8	7.2	----	47/599	466/17.0	17.0	17.0	132	6.4	30	282	KMIX-F	
5. KOSO-F (AC)	24/ 5.3	6.3	8.0	9.9	7.9	----	41/823	397/14.5	12.2	18.5	155	6.2	29	358	KOSO-F	
6. KTRB (C)	20/ 4.4	4.7	5.4	4.5	2.6	----	50/544	293/10.7	10.9	7.1	84	3.6	17	199	KTRB	
7. KABX-F (O)	16/ 3.5	0.7	2.1	0.5	1.4	----	32/502	259/ 9.4	3.0	4.0	129	4.7	22	186	KABX-F	
8. KFIV-F (CHR)	15/ 3.3	6.6	5.9	7.2	7.0	----	15/408	361/13.2	16.9	20.8	88	4.3	20	407	KFIV-F	
9. KIZS-F (CHR)	12/ 2.6	3.5	3.8	8.0	6.0	----	18/532	243/ 8.9	11.5	10.2	62	4.7	22	267	KIZS-F	
KCBS (N/T)	12/ 2.6	3.7	2.4	3.2	3.8	----	37/625	144/ 5.2	8.7	10.4	62	2.1	10	187	KCBS	
11. KLOC (SP)	11/ 2.4	4.9	6.1	1.6	3.8	----	14/211	146/ 5.3	7.3	5.4	104	3.6	17	158	KLOC	
KAMB-F (REL)	11/ 2.4	1.9	2.1	2.9	1.7	----	26/225	131/ 4.8	4.8	6.8	137	3.4	16	196	KAMB-F	
13. KNBR (MOR)	10/ 2.2	2.1	4.0	4.3	3.4	----	56/821	216/ 7.9	8.6	9.6	73	3.0	14	249	KNBR	
14. KUBB-F (AC)	8/ 1.8	2.3	2.4	2.4	4.1	----	64/713	185/ 6.7	8.0	8.3	161	2.1	10	187	KUBB-F	

12+ FM SHARE (METRO): 78.42% (298 of 380) (SPG 88: 72.37%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHOP-F>>	1 KDJK-F>	1 KDJK-F	1 KDJK-F	1 KDJK-F	1 KBEE-F>	1 KHOP-F>	1 KHOP-F<	1 KHOP-F	1 KHOP-F>	1 KHOP-F>
2 KIZS-F>	2 KHOP-F>>	2 KHOP-F>	2 KHOP-F	2 KHOP-F	2 KMIX-F>	2 KMIX-F	2 KBEE-F	2 KDJK-F	2 KDJK-F>	2 KLOC
3 KFIV-F>	3 KMIX-F	3 KMIX-F>	3 KMIX-F>	KHOP-F>	3 KTRB	KBEE-F	3 KDJK-F	3 KBEE-F	3 KNBR	3 KMIX-F
4 KLOC	4 KOSO-F	4 KOSO-F	4 KOSO-F	4 KOSO-F	4 KHOP-F	4 KDJK-F	4 KMIX-F	4 KMIX-F	4 KIZS-F	KDJK-F
KDJK-F>>	5	5	5	5	5 KOSO-F	5 KOSO-F	5 KOSO-F	5	KBEE-F	KBEE-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 KHOP-F	1 KHOP-F>	1 KHOP-F>>	1 KHOP-F>	1 KHOP-F	1 KDJK-F	1 KDJK-F>>	1 KDJK-F>>	1 KDJK-F>	1 KDJK-F>
2 KDJK-F>	2 KDJK-F>	2 KOSO-F	2 KMIX-F	2 KMIX-F	2 KHOP-F>>	2 KHOP-F>	2 KMIX-F	2 KHOP-F>	2 KMIX-F
3 KFIV-F>	3 KMIX-F	KMIX-F	3 KDJK-F	3 KOSO-F	3 KABX-F>	3 KMIX-F	3 KHOP-F>	3 KMIX-F>	3 KHOP-F>
4 KMIX-F	4 KFIV-F	KDJK-F>	4 KOSO-F	4 KBEE-F	4 KIZS-F	4 KOSO-F>	4 KOSO-F>>	4 KOSO-F	4 KOSO-F
5	5 KOSO-F	5 KABX-F	5 KBEE-F	5 KABX-F	KOSO-F>>	5 KABX-F	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 88 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		92 ( 4)	92 ( 4)	24.2	16.3	KASH 1360 Modesto 0.2/2.1
AOR/CLASSIC		54 ( 2)	54 ( 2)	14.2	14.5	KMIX 1390 Turlock/Modesto 1.1/3.4
AC/OLDIES/SOFT ROCK	7 ( 1)	50 ( 4)	57 ( 5)	15.0	10.3	KNT0-F 95.9 Livingston 0.7/1.8
MOR/VARIETY	10 ( 1)		10 ( 1)	2.6	4.5	KOOK 970 Modesto 1.5/4.8
COUNTRY	32 ( 3)	40 ( 2)	72 ( 5)	18.9	22.6	
BLACK/URBAN					4.2	KFRC 610 San Francisco 1.3/1.9
BEAUTIFUL/EASY		48 ( 1)	48 ( 1)	12.6	13.2	KMEL-F 96.7 Manteca/Modesto 0.4/2.7
NEWS/TALK	13 ( 2)		13 ( 2)	3.4	2.6	KRAK 1140 Sacramento 1.5/4.7
NOSTALGIA	9 ( 2)		9 ( 2)	2.4	0.5	KRAK-F 105.1 Sacramento 0.4/1.9
RELIGION/GOSPEL		11 ( 1)	11 ( 1)	2.9	2.4	KRQR-F 97.3 San Francisco 0.7/2.6
SPANISH	11 ( 1)	3 ( 1)	14 ( 2)	3.7	7.6	KSFO 560 San Francisco 0.7/1.9
CLASSICAL					1.3	KYBB-F 100.9 Tracy 0.4/2.3
JAZZ/NEW AGE						
UNKNOWN/OTHERS						

RADIO STATIONS

KLOC, 920, 500 W/2.5 KW(DA-2), HISPANIC	, \$ 15.00 (Lotus)	Mike Sturtevant
KOOK, 970, 1 KW (DA-2), OLDIES	ABC D, \$ N/A (Republic)	Tom Ehrman
KTRB, 860, 50 KW/10 KW(DA-2), COUNTRY	NBC, \$ 20.00 (Banner)	Bessie Pappas
KABX-F, 97.5, 50 KW @ 493, OLDIES	, \$ 22.00 (Republic)	(MERCED) Ed Hoyt
KAMB-F, 101.5, 50 KW @ 390, RELIGION	, \$ N/A (---)	(MERCED) Richard Grant
KFIV-F, 102.3, 3 KW @ 300, CONTEMPORARY	US 1, \$ 28.00 (MMR)	Community Pacific Gary Halladay
KBEE-F, 103.3, 50 KW @ 500, BTFL/EZ	ABC D, \$ 25.00 (Republic)	John Price Tom Ehrman
KDJK-F, 95.1, 32 KW @ 602, AOR	, \$ 41.00 (Eastman)	Joe Gross
KHOP-F, 104.1, 50 KW @ 500, CHR	, \$ 34.00 (Mc-Guild)	Fuller-Jeffrey Ed Groppo
KMIX-F, 98.3, 2 KW @ 371, COUNTRY	MES, \$ 31.00 (Christal)	(TURLOCK) Bob Salmon
KOSO-F, 93.1, 3 KW @ 1600, AC	APP, \$ 32.00 (Katz)	(PATTEKSON) Bob Clark
KUBE-F, 96.3, 2 KW @ 2079, COUNTRY	, \$ 19.00 (HNWH)	Buckley Julia Campbell

OTHER RANKED STATIONS -- See Stockton and San Francisco MISCELLANEOUS COMMENTS: KMYT-F changes calls to KABX (Feb.)  
KABX changes from BTFL to OLDIES (Feb.)...KFIV changes calls to KASH (March)...

MONTGOMERY

Arbitron Rank/Pop (12+): 135/248,700  
 MSA Rank/Pop: 150/306,800  
 ADI # 108  
 Average Person Ratings: 18.3  
 Market TSL: 24.00 hours

Stations: 13/12  
 Diaries: 672/370:1/59.6%  
 Sample Target: 610  
 % Below Line: 0.7  
 % Not Listed: 13.9

1988 Revenue: \$8,500,000  
 HH Inc.: \$29,284  
 Retail \$: 1.9 Bil  
 Pop per Station: 20,725  
 #1 Biller: WLWI-AF \$2,700,000

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WLWI-F (C)	78/17.2	18.1	19.2	----	19.3	----	114/1189	815/32.8	29.7	26.6	117	19.0	85	746	WLWI-F
2. WHHY-AF (CHR)	68/14.9	14.7	12.2	----	18.1	----	83/1269	907/32.7	33.6	33.8	113	13.2	52	662	WHHY-AF
3. WSYA-F (AC)	65/14.3	11.8	10.4	----	7.7	----	97/1002	620/24.9	22.9	14.7	138	12.1	54	515	WSYA-F
4. WZHT-F (B)	52/11.5	12.3	3.2	----	5.2	----	130/1055	527/21.2	13.1	13.8	95	16.1	72	617	WZHT-F
5. WQIM-F (B)	42/ 9.3	7.5	12.7	----	11.1	----	46/618	491/19.7	20.4	20.6	67	8.3	37	442	WQIM-F
6. WBAM-F (CHR)	34/ 7.5	8.5	7.6	----	11.6	----	45/861	578/23.2	23.9	28.1	57	12.1	54	664	WBAM-F
7. WXVI (B)	24/ 5.3	5.1	8.3	----	8.5	----	24/303	303/12.2	17.7	17.3	89	3.8	17	262	WXVI
8. WZTN (REL)	12/ 2.6	2.4	5.6	----	3.1	----	14/173	122/ 4.9	7.1	5.0	62	0.9	4	95	WZTN
9. WLWI (C)	7/ 1.5	0.5	1.2	----	1.0	----	11/223	169/ 6.8	4.3	3.6	127	1.8	8	110	WLWI

12+ FM SHARE (METRO): 85.68% (335 of 391) (SPG 88: 75.60%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WQIM-F>>	1 WZHT-F<	1 WSYA-F	1 WSYA-F	1 WLWI-F<	1 WLWI-F>>	1 WHHY-AF	1 WLWI-F	1 WLWI-F<	1 WQIM-F	1 WLWI-F
2 WBAM-F	2 WSYA-F	2 WHHY-AF	2 WLWI-F<	2 WSYA-F	2 WSYA-F<	2 WLWI-F>	2 WSYA-F>	2 WHHY-AF	2 WZHT-F	2 WZHT-F
3 WHHY-AF>	3 WHHY-AF>	3 WZHT-F<	3 WHHY-AF>	3 WHHY-AF>	3 WHHY-AF>	3 WSYA-F>	3 WHHY-AF	3 WSYA-F>	3 WLWI-F	3 WSYA-F>
4 WZHT-F>>	4 WLWI-F	4 WLWI-F>	4 WZHT-F>	4 WZHT-F>	4 WXVI	4 WZHT-F	4 WZHT-F>	4 WQIM-F<	4 WSYA-F	4 WHHY-F
5	5 WBAM-F	5 WQIM-F	5 WQIM-F	5 WQIM-F	5	5 WBAM-F	5 WQIM-F	5 WZHT-F	5 WHHY-AF	5 WBAM-F
6	6 WQIM-F>>	6 WBAM-F	6	6	6	6 WBAM-F	6 WBAM-F	6 WBAM-F>>	6 WBAM-F	6 WQIM-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 WZHT-F>>	1 WSYA-F	1 WSYA-F>	1 WSYA-F>	1 WLWI-F	1 WBAM-F>	1 WHHY-AF	1 WHHY-AF	1 WHHY-AF	1 WHHY-AF
2 WSYA-F>	2 WZHT-F>	2 WHHY-AF	2 WLWI-F<	2 WSYA-F>	2 WHHY-AF	2 WZHT-F	2 WZHT-F	2 WZHT-F	2 WSYA-F<
3 WQIM-F	3 WHHY-AF	3 WLWI-F>	3 WZHT-F	3 WHHY-AF>	3 WZHT-F	3 WSYA-F	3 WSYA-F>	3 WZHT-F	3 WLWI-F>
4 WBAM-F	4 WLWI-F	4 WZHT-F>	4 WHHY-AF	4 WQIM-F	4 WQIM-F>>	4 WBAM-F	4 WLWI-F>>	4 WLWI-F>	4 WZHT-F>>
5 WHHY-AF>>	5 WQIM-F>	5 WQIM-F>>	5 WQIM-F>	5 WZHT-F>	5 WSYA-F>>	5 WLWI-F>	5	5 WBAM-F	5
6	6 WBAM-F>>	6	6 WBAM-F	6 WXVI	6	6 WQIM-F>>	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 88	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING				
TOP 40/CHR/CONTEMP		95 ( 2)	95 ( 2)	24.3	19.9		WACV	1170	Montgomery		0.9/5.3
AOR/CLASSIC							WGMG	800	Montgomery		0.4/2.7
AC/OLDIES/SOFT ROCK	7 ( 1)	65 ( 1)	72 ( 2)	18.4	18.6		WSYA	950	Montgomery		
MOR/VARIETY											
COUNTRY	7 ( 1)	81 ( 2)	88 ( 3)	22.5	23.3		WSTH	540	Columbus		
BLACK/URBAN	24 ( 1)	94 ( 2)	118 ( 3)	30.2	26.0		WSTH-F	106.1	Alexander City		0.7/3.0
BEAUTIFUL/EASY					1.6						
NEWS/TALK	4 ( 1)		4 ( 1)	1.0	2.1						
NOSTALGIA											
RELIGION/GOSPEL	14 ( 2)		14 ( 2)	3.6	6.9						
SPANISH											
CLASSICAL											
JAZZ/NEW AGE											
UNKNOWN/OTHERS					1.6						
	56 ( 6)	335 ( 7)	391 ( 13)								

RADIO STATIONS

WACV, 1170, 10 KW/1 KW (DA-2), TALK	CBS, SUN, \$ 12.00 (---)	Lee Morgan
WHHY, 1440, 5 KW/1 KW (DA-N), SEE WHHY-F		
WXVI, 1600, 5 KW/1 KW (DA-N), BLACK	SBN, \$ 20.00 (Roslin)	Wes Attaway
WZTN, 1000, 5 KW (DAYS, DA), OLDIES	, \$ 10.00 (---)	Alvin Dixon
WBAM-F, 98.9, 100 KW @ 730, CHR	, \$ 30.00 (Christal)	Bob Brennan
WHHY-F, 101.9, 100 KW @ 670, AC/CONTEMP	ABC C, \$ 40.00 (Banner)	Larry Stevens
WLWI-F, 92.3, 100 KW @ 500, COUNTRY	MBS, \$ 65.00 (Katz)	Dave Coppock
WQIM-F, 95.3, 3 KW @ 230, BLACK	NBN, \$ 25.00 (Torbet)	Walt Huntsberry
WSYA-F, 103.3, 28 KW @ 290, AC	US 1, \$ 29.00 (Republic)	Jim Jacobs
WZHT-F, 105.7, 100 KW @ 1854, BLACK	, \$ 26.00 (Banner)	Wiley Post

MISCELLANEOUS COMMENTS: WQIM-F (Prattsville) sold by Downs to Central Life for \$3,000,000 (Peterson).



NASHVILLE

Arbitron Rank/Pop (12+): 47/807,400

MSA Rank/Pop: 52/960,200

ADI # 32

Average Person Ratings: 16.8

Market TSL: 22.25 hours

Stations: 20/19

Diaries: 1215/664:1/53.3%

Sample Target: 1080

% Below Line: 0.4

% Not Listed: 9.3

1988 Revenue: \$33,000,000

HH Inc.: \$32,753

Retail \$: 6.9 Bil

Pop per Station: 42,494

#1 Biller: WSM -AF \$6,200,000

12+ METRO	1/4/SHARE	WIN	FAL	SUM	SPG	4 Book	12+ TSA	12+ METRO	% Conversion			Birch	Birch	Birch	
		89	88	88	88	Avg.	1/4/CUME	CUME/CUME	RATING	88	88	25-54	Share	AQH	
1. WYHY-F (CHR)	187/13.8	14.8	10.3	12.8	13.2	12.9	334/3891	2126/26.3	24.4	27.0	54	17.4	253	2531	WYHY-F
2. WKDF-F (AOR)	146/10.7	8.9	8.3	8.0	9.1	9.0	254/3025	1629/20.2	18.7	20.5	106	13.4	194	1704	WKDF-F
3. WSM -F (C)	142/10.4	11.2	9.3	10.2	10.0	10.3	302/3341	1664/20.6	20.2	19.8	109	9.7	141	1891	WSM -F
4. WSIX-F (C)	128/ 9.4	7.9	9.9	9.2	10.8	9.1	203/2421	1541/19.1	19.4	20.0	106	10.7	155	1779	WSIX-F
5. WLAC-F (AC)	104/ 7.6	7.8	7.1	7.2	6.8	7.4	155/2219	1420/17.6	16.9	17.4	121	8.5	124	1642	WLAC-F
6. WZEE-F (EZ)	92/ 6.8	9.1	9.6	9.2	7.4	8.7	125/1523	1116/13.8	13.6	16.0	91	4.2	61	830	WZEE-F
7. WQKQ-F (B)	80/ 5.9	5.3	6.9	8.2	6.7	6.6	94/1079	945/11.7	13.7	11.6	103	8.8	127	1255	WQKQ-F
8. WGFY-F (AOR)	79/ 5.8	4.2	5.8	6.0	6.5	5.4	97/1646	1159/14.4	14.4	15.7	138	4.4	64	907	WGFY-F
9. WRMX-F (AC)	74/ 5.4	4.4	5.1	4.0	4.8	4.7	92/1332	1006/12.5	13.2	10.8	152	3.7	53	721	WRMX-F
10. WVOL (B)	56/ 4.1	2.0	2.9	3.3	2.4	3.1	56/577	577/ 7.1	6.2	4.5	80	1.7	24	354	WVOL
WSM (C)	56/ 4.1	4.4	4.2	6.1	6.0	4.7	96/1605	927/11.5	11.6	19.2	68	3.2	46	818	WSM
12. WLAC (N/T)	21/ 1.5	3.3	3.0	2.0	3.1	2.5	24/444	373/ 4.6	9.7	7.9	80	3.2	47	837	WLAC
13. WKDA (O)	15/ 1.1	1.2	0.9	0.6	0.6	1.0	15/239	239/ 3.0	3.1	2.6	182	0.6	8	269	WKDA
14.															
15.															

12+ FM SHARE (METRO): 85.08% (1049 of 1233) (SPG 88: 82.79%)

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 WKDF-F	1 WKDF-F	1 WSM -F	1 WSM -F	1 WSIX-F	1 WKDF-F	1 WYHY-F	1 WYHY-F>>	1 WSM -F>>
2 WKDF-F	2 WYHY-F>	2 WYHY-F	2 WSM -F<	WKDF-F	2 WSIX-F	2 WKDF-F	2 WSM -F	2 WKDF-F	2 WKDF-F	2 WSIX-F
3 WQKQ-F>>	3 WLAC-F	3 WLAC-F	3 WLAC-F	3 WSIX-F	3 WZEE-F>	3 WYHY-F	3 WLAC-F<	3 WSM -F	3 WSM -F	3 WYHY-F
4	4 WQKQ-F	4 WSM -F	4 WSIX-F	4 WLAC-F	4 WSM	WSM -F	4 WZEE-F	4 WSIX-F	4 WQKQ-F	4 WSM
5	5 WGFY-F	5 WSIX-F	5 WRMX-F<	5 WRMX-F<	5 WVOL	5 WLAC-F	5 WSIX-F<	5 WLAC-F	5 WGFY-F	5 WLAC-F<
6	6 WSM -F	6 WGFY-F	6 WGFY-F	6 WGFY-F	6 WLAC-F<	6 WZEE-F	6 WYHY-F	6 WGFY-F	6 WSIX-F	6 WKDF-F
7	7 WSIX-F	7 WRMX-F	7 WYHY-F	7 WYHY-F	7 WRMX-F	7 WQKQ-F<	7 WRMX-F	7 WZEE-F	7 WLAC-F	7
8	8 WRMX-F>>	8 WQKQ-F	8 WQKQ-F	8 WZEE-F<	8 WYHY-F	8 WSM	8 WGFY-F<	8 WQKQ-F	8 WZEE-F	8
9	9	9	9 WZEE-F>>	9 WQKQ-F	9 WKDF-F	9	9 WQKQ-F	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 WYHY-F>>	1 WYHY-F>	1 WKDF-F	1 WYHY-F	1 WSM -F	1 WKDF-F	1 WKDF-F>>	1 WKDF-F>	1 WKDF-F>	1 WKDF-F
2 WLAC-F>	2 WLAC-F	2 WLAC-F	2 WLAC-F	2 WSIX-F<	2 WYHY-F>>	2 WYHY-F	2 WGFY-F	2 WYHY-F	2 WGFY-F<
3 WKDF-F	3 WKDF-F	3 WYHY-F<	3 WKDF-F<	3 WLAC-F	3 WQKQ-F	3 WGFY-F	3 WLAC-F	3 WGFY-F	3 WSM -F
4 WQKQ-F	4 WQKQ-F	4 WSM -F	4 WSM -F	4 WKDF-F	4 WSIX-F	4 WQKQ-F	4 WQKQ-F	4 WSIX-F<	4 WRMX-F
5 WRMX-F	5 WSM -F	5 WQKQ-F	5 WSIX-F	5 WYHY-F	5 WGFY-F>	5 WLAC-F	5 WRMX-F	5 WSM -F	5 WSIX-F
6 WSIX-F>	6 WSIX-F	6 WGFY-F	6 WRMX-F	6 WRMX-F	6 WSM -F	6 WSIX-F	6 WYHY-F	6 WRMX-F<	6 WLAC-F
7 WSM -F	WRMX-F	7 WSIX-F	7 WQKQ-F	7 WZEE-F	7 WLAC-F>>	7 WSM -F	WSM -F	7 WLAC-F	7 WYHY-F
8 WGFY-F	WGFY-F>	8 WRMX-F>	8 WGFY-F	8 WQKQ-F<	8	8 WRMX-F>>	8 WSIX-F	8 WQKQ-F>	8 WQKQ-F<
9	9	9	9 WZEE-F	9 WGFY-F	9	9	9	9	9 WZEE-F
10	10	10	10	10	10	10	10	10	10

FORMATS			TOTAL	%	SPG 88		OTHER RATED STATIONS/METRO SHARE & CUME RATING			
	AM	FM				%				
TOP 40/CHR/CONTEMP		187 ( 1)	187 ( 1)	15.2	14.2	WAMB	1160	Nashville	0.8/2.7	
AOR/CLASSIC		225 ( 2)	225 ( 2)	18.2	17.6	WIZO	1380	Franklin	0.4/1.3	
AC/OLDIES/SOFT ROCK	15 ( 1)	178 ( 2)	193 ( 3)	15.7	13.2	WMDB	880	Nashville	0.8/2.5	
MOR/VARIETY	6 ( 1)		6 ( 1)	0.5	0.9	WSIX	980	Nashville	0.4/3.4	
COUNTRY	64 ( 3)	287 ( 4)	351 ( 7)	28.5	31.0					
BLACK/URBAN	67 ( 2)	80 ( 1)	147 ( 3)	11.9	10.6	WBVR-F	101.1	Russellville	0.4/2.2	
BEAUTIFUL/EASY		92 ( 1)	92 ( 1)	7.5	8.0					
NEWS/TALK	21 ( 1)		21 ( 1)	1.7	3.4					
NOSTALGIA	11 ( 1)		11 ( 1)	0.9	1.0					
RELIGION/GOSPEL					0.3					
SPANISH										
CLASSICAL										
JAZZ/NEW AGE										
UNKNOWN/OTHERS										
	184 ( 9)	1049 (11)	1233 (20)							
<b>RADIO STATIONS</b>										
WAMB, 1160, 50 KW/1 KW (DA-N), NOSTALGIA					MBS, \$ 20.00 (Roslin)				Bill Barry	
WKDA, 1240, 1 KW, OLDIES					ABC I, ABC R, \$ 20.00 (Katz)		Dick		Steve Dickert	
WLAC, 1510, 50 KW (DA-N), NEWS/TALK/RELIG.					CBS, \$ 45.00 (Durpetti)		Fairmont		Vic Runmore	
WMDB, 880, 2.5 KW (DAYS, DA), BLACK					, \$ 17.00 (---)				Morgan Babb	
WSIX, 980, 5 KW (DA-N), MOR/VARIETY					, \$ 25.00 (Mc-Guild)		Hicks		Dave Manning	
WSM, 650, 50 KW, COUNTRY					NBC, \$ 47.00 (Christal)		Gaylord		Bob Meyer	
WVOL, 1470, 5 KW/1 KW (DA-2), BLACK					NBN, \$ 25.00 (Republic)				---	
WGFX-F, 104.5, 100 KW @ 762, CLASSIC AOR					, \$ 50.00 (Banner)		Capitol-Johnson (BALLANTIN)		Mike Crushman	
WKDF-F, 103.3, 100 KW @ 1220, AOR					ABC E, ABC R, \$ 92.00 (Katz)		Dick		Steve Dickert	
WLAC-F, 105.9, 100 KW @ 1229, AC					, \$ 90.00 (Durpetti)		Fairmont		Vic Rumore	
WQQK-F, 92.1, 1.5 KW @ 430, BLACK					, \$ 42.00 (Republic)				Gary Ballard	
WRMX-F, 96.3, 100 KW @ 840, AC/OLDIES					, \$ 44.00 (HNWH)		Signature (MURFREESBORO)		Dick DeButts	
WSIX-F, 97.9, 100 KW @ 1145, COUNTRY					, \$ 85.00 (Mc-Guild)		Hicks		Dave Manning	
WSM-F, 95.5, 100 KW @ 1280, COUNTRY					, \$ 86.00 (Christal)		Gaylord		Bob Meyer	
WYHY-F, 107.5, 100 KW @ 710, CHR					US 2, \$ 80.00 (Eastman)		Jacor	(LEBANON)	Mike Kenney	
WZEE-F, 92.9, 100 KW @ 1053, EZ					, \$ 54.00 (Eastman)		South Central		Glen Powers	

NASSAU-SUFFOLK

Arbitron Rank/Pop (12+): 12/2,237,400

Stations: 42/15

1988 Revenue: \$30,600,000

MSA Rank/Pop: 11/2,644,800

Diaries: 1674/1337:1/46.8%

Hill Inc.: \$48,492

New York ADI

Sample Target: 1650

Retail \$: 23.4 Bil

Average Person Ratings: 18.2

% Below Line: 0.0

Pop per Station: 149,160

Market TSL: 23.50 hours

% Not Listed: 64.6

#1 Biller: WALK-AF \$7,700,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WALK-AF (AC)	332/ 8.1	5.7	6.3	6.4	6.2	6.6	332/3381	3381/15.7	13.1	15.5	136	5.7	225	2446	WALK-AF
2. WBLI-F (CHR)	221/ 5.4	4.8	4.0	5.5	5.3	4.9	221/3018	3018/13.5	12.8	12.9	111	5.5	219	3031	WBLI-F
3. WBAB-F (AOR)	201/ 4.9	3.9	4.8	4.3	5.5	4.5	201/3217	3217/14.4	12.9	15.2	110	6.0	238	3070	WBAB-F
4. WYNY-F (C)	126/ 3.1	3.2	2.8	2.4	2.6	2.9	126/1840	1840/ 8.2	7.6	6.3	123	2.6	103	1564	WYNY-F
WKJY-F (AC)	126/ 3.1	3.7	3.6	2.2	2.5	3.2	126/1615	1615/ 7.2	7.8	6.3	106	2.5	99	1138	WKJY-F
6. WHLI (BB)	122/ 3.0	3.7	3.5	3.3	2.8	3.4	122/983	983/ 4.4	4.4	4.2	27	2.2	89	972	WHLI
7. WCTO-F (EZ)	105/ 2.6	3.1	2.9	1.9	1.9	2.6	105/1388	1388/ 6.2	6.4	4.0	69	1.0	41	495	WCTO-F
8. WDRE-F (AOR)	71/ 1.7	1.9	1.4	1.4	2.0	1.6	71/1198	1198/ 5.4	4.5	5.4	47	2.0	81	1205	WDRE-F
9. WGSM (MOR)	55/ 1.4	1.9	2.4	2.7	1.5	2.1	55/577	577/ 2.6	3.6	2.7	64	1.5	59	494	WGSM
10. WRCN-F (AOR)	39/ 1.0	0.6	0.5	0.7	0.7	0.7	39/686	686/ 3.1	2.0	2.4	70	0.6	25	584	WRCN-F
11. WLNG-AF (AC)	23/ 0.6	----	0.3	----	----	0.2	23/213	213/ 1.0	0.6	0.0	83				WLNG-AF
12. WWHB-F (CHR)	17/ 0.4	----	----	----	----	0.1	17/257	257/ 1.1	0.0	0.0	100				WWHB-F
13.															
14.															
15.															

12+ FM SHARE (METRO): 86.49% (1248 of 1443) (SPG 88: 0.00%)

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

FORMATS	AM	FM	TOTAL	%	SPG 88	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		238 ( 2)	238 ( 2)	16.5		WBAB 1240 Freeport 0.1/1.3
AOR/CLASSIC	5 ( 1)	311 ( 3)	316 ( 4)	21.9		
AC/OLDIES/SOFT ROCK	13 ( 2)	468 ( 3)	481 ( 5)	33.3		
MOR/VARIETY	55 ( 1)		55 ( 1)	3.8		
COUNTRY		126 ( 1)	126 ( 1)	8.7		
BLACK/URBAN						
BEAUTIFUL/EASY		105 ( 1)	105 ( 1)	7.3		
NEWS/TALK						
NOSTALGIA	122 ( 1)		122 ( 1)	8.5		
RELIGION/GOSPEL						
SPANISH						
CLASSICAL						
JAZZ/NEW AGE						
UNKNOWN/OTHERS						
	195 ( 5)	1248 (10)	1443 (15)			

RADIO STATIONS

WGSM, 740, 25 KW (DAYS,DA)	MOR/NOSTALGIA	\$ 55.00 (Roslin)	Greater Media	Richard Scholem
WHLI, 1100, 10 KW (DAYS,DA)	NOSTALGIA	\$ 61.00 (Katz)	Barnstable	Ken Harris
WALK-F, 97.5, 45 KW @ 530, AC		\$ 148.00 (Durpetti)	American	Alan Beck
WBAB-F, 102.3, 3 KW @ 268, AOR		\$ 130.00 (MMR)	Noble	---
WBLI-F, 106.1, 10 KW @ 500, CHR		\$ 110.00 (Katz)	Beck-Ross	Herb Usenheimer
WCTO-F, 94.3, 3 KW @ 300, BTFL/EZ		\$ 60.00 (Roslin)	Greater Media	Richard Scholem
WDRE-F, 92.7, 3 KW @ 300, AOR		\$ 55.00 (Katz)		Abe Goren
WKJY-F, 98.3, 3 KW @ 330, SOFT AC		\$ 73.00 (Katz)	Barnstable	Ken Harris
WLNG-F, 92.1, 3 KW @ 325, AC		MBS, \$ 30.00 (K & P)		Paul Sidney
WRCN-F, 103.9, 1.5 KW @ 466, AOR		\$ 50.00 (---)		Allan Kronzek

MISCELLANEOUS COMMENTS: WGLI sold to owners of WADO for \$350,000...WRHD, WRCN-F (Riverhead) sold for \$5,200,000 (Mahlman).

NEW HAVEN

Arbitron Rank/Pop (12+): 90/384,700

Stations: 29/7  
Diaries: 816/471:1/48.9%  
Sample Target: 780  
% Below Line: 15.1  
% Not Listed: 14.2

1988 Revenue: \$15,200,000  
HH Inc.: \$38,900  
Retail \$: 4.0 Bil  
Pop per Station: 54,957  
#1 Biller: WKCI-F \$7,600,000

MSA Rank/Pop: 94/520,100  
ADI #23 (w/Hartford)  
Average Person Ratings: 17.4  
Market TSL: 22.75 hours

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WKCI-F (CHR)	89/13.3	11.7	12.9	11.1	11.8	----	212/2958	1265/32.9	30.2	29.6	90	12.0	91	1392	WKCI-F
2. WELI (MOR)	68/10.2	10.1	9.9	10.7	10.6	----	75/919	773/20.1	21.6	22.7	72	5.3	40	501	WELI
3. WPLR-F (AOR)	47/ 7.0	7.1	8.2	10.3	8.4	----	119/1944	706/18.4	19.7	17.8	96	9.4	71	958	WPLR-F
4. WEZN-F (AC)	43/ 6.4	6.6	6.7	5.1	7.3	----	178/2165	625/16.2	13.5	14.9	114	4.4	33	442	WEZN-F
WDRC-F (AC)	43/ 6.4	5.7	3.7	5.4	6.3	----	102/1416	532/13.8	10.5	16.5	183	4.2	32	502	WDRC-F
6. WAVZ (BB)	33/ 4.9	4.8	4.4	4.9	5.6	----	38/439	348/ 9.0	8.0	12.3	31	3.2	24	281	WAVZ
7. WWYZ-F (C)	27/ 4.0	4.4	0.5	1.7	2.9	----	88/1036	341/ 8.9	3.3	7.9	117	5.3	40	365	WWYZ-F
8. WKSS-F (CHR)	25/ 3.7	3.9	4.4	6.9	5.4	----	63/1248	509/13.2	10.8	16.4	62	7.4	56	784	WKSS-F
9. WRCH-F (EZ)	24/ 3.6	3.5	4.9	2.9	5.3	----	82/827	250/ 6.5	8.1	9.0	25	3.4	26	215	WRCH-F
10. WNHC (B)	22/ 3.3	4.7	4.2	40.4	3.0	----	24/332	308/ 8.0	9.6	6.1	106	2.4	18	247	WNHC
11. WEBE-F (AC)	20/ 3.0	2.9	3.2	1.4	1.2	----	90/1283	322/ 8.4	7.2	3.7	167	2.5	19	309	WEBE-F
WIOF-F (AC)	20/ 3.0	3.2	3.0	3.6	3.8	----	53/791	289/ 7.5	7.9	9.8	167	2.5	19	311	WIOF-F
13.															
14.															
15.															

12+ FM SHARE (METRO): 65.33% (375 of 574) (SPG 88: 65.36%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKCI-F>>	1 WKCI-F	1 WKCI-F>	1 WKCI-F<	1 WKCI-F<	1 WELI >	1 WKCI-F	1 WKCI-F	1 WKCI-F>	1 WKCI-F>	1 WELI >>
2 WKSS-F	2 WPLR-F>	2 WPLR-F<	2 WDRC-F>	2 WDRC-F>	2 WEZN-F	2 WELI >	2 WELI	2 WELI >	2 WELI >	2 WPLR-F>
3 WPLR-F	3 WDRC-F	3 WDRC-F>	3 WPLR-F<	3 WEZN-F	3 WAVZ	3 WPLR-F	3 WPLR-F<	3 WPLR-F<	3 WNHC <	3 WKCI-F
4	4 WKSS-F	4 WELI	4 WEZN-F	WELI	4 WKCI-F	4 WDRC-F	4 WEZN-F	4 WDRC-F	4 WPLR-F	4 WNHC
5	5 WEBE-F	5 WEZN-F	WELI	5 WPLR-F	5 WDRC-F<	5 WAVZ <	5 WDRC-F	5 WEZN-F	5 WEZN-F	5 WEBE-F
					6 WRCH-F	6 WEZN-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 WKCI-F>>	1 WKCI-F>>	1 WKCI-F>	1 WKCI-F>>	1 WKCI-F		1 WPLR-F>>	1 WPLR-F>>	1 WPLR-F>	1 WPLR-F>	1 WDRC-F
2 WKSS-F>>	2 WKSS-F	2 WDRC-F>	2 WDRC-F	2 WDRC-F		2 WKCI-F>>	2 WKCI-F>	2 WDRC-F	2 WKCI-F	2 WKCI-F
3 WNHC >	3 WDRC-F	3 WIOF-F	3 WELI	3 WEZN-F		3 WKSS-F	3 WDRC-F>	3 WKCI-F	3 WDRC-F>>	3 WPLR-F>
4 WWYZ-F	4 WEBE-F	WEBE-F	4 WKSS-F	4 WELI		WXCT	4 WEBE-F	4 WEBE-F	4 WFAN	4 WELI
5	5 WIOF-F	5 WEZN-F	WEZN-F	5		WNHC >>	5 WFAN	5 WFAN	5	5 WFAN
	6 WPLR-F	6 WPLR-F						6 WELI		

FORMATS	AM	FM	TOTAL	%	SPG 88	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		118 ( 3)	118 ( 3)	20.6	21.5	WXCT 1220 Hamden/New Havn 0.6/1.5
AOR/CLASSIC		59 ( 4)	59 ( 5)	10.3	15.3	WYBC-F 94.3 New Haven 1.2/5.8
AC/OLDIES/SOFT ROCK	4 ( 1)	126 ( 4)	130 ( 5)	22.6	14.1	
MOR/VARIETY	84 ( 3)		84 ( 3)	14.6	13.7	WABC 770 New York 0.7/3.5
COUNTRY		27 ( 1)	27 ( 1)	4.7		WBLS-F 107.5 New York 1.2/3.9
BLACK/URBAN	22 ( 1)	13 ( 2)	35 ( 3)	6.1	6.1	WCBS 880 New York 2.4/11.0
BEAUTIFUL/EASY		24 ( 1)	24 ( 1)	4.2	13.5	WCCC 1290 Hartford
NEWS/TALK	51 ( 5)		51 ( 5)	8.9	6.8	WCCC-F 106.9 Hartford 0.3/2.1
NOSTALGIA	33 ( 1)		33 ( 1)	5.7	5.1	WFAN 660 New York 2.2/7.6
RELIGION/GOSPEL	5 ( 1)		5 ( 1)	0.9	1.8	WFIF 1500 Milford 0.7/1.1
SPANISH						WHCN-F 105.9 Hartford 1.0/6.4
CLASSICAL						WICC 600 Bridgeport 1.0/2.7
JAZZ/NEW AGE		8 ( 1)	8 ( 1)	1.4	1.4	WINS 1010 New York 0.3/1.6
UNKNOWN/OTHERS					0.8	WOR 710 New York 1.9/5.0
	199 (13)	375 (16)	574 (29)			WRKI-F 95.1 Brookfield 0.4/3.5
						WRKS-F 98.7 New York 0.7/3.7
						WTIC 1080 Hartford 1.3/4.4
						WTIC-F 96.5 Hartford 0.6/5.3

RADIO STATIONS

WAVZ, 1300, 1 KW (DA-N)	, NOSTALGIA	US 2, \$ 35.00 (Mc-Guild)	Noble	Gary Starr
WELI, 960, 5 KW (DA-N)	, MOR	, \$ 70.00 (Banner)	Clear Channel	Stan Shields
WNHC, 1340, 1 KW	, BLACK	SBN, \$ 124.00 (K & P)		Edith Acabbo
WKCI-F, 101.3, 10 KW @ 1070, CHR		, \$ 145.00 (Mc-Guild)	Noble	Gary Starr
WPLR-F, 99.1, 14 KW @ 950, AOR		, \$ 83.00 (Durpetti)	Southern Starr	Manuel Rodrigue
WYBC-F, 94.3, 1 KW @ 122, JAZZ/VARIOUS		, \$ 21.00 (---)		Elizabeth Berme

OTHER RANKED STATIONS -- See Hartford, New Haven or New York

NEW ORLEANS

Arbitron Rank/Pop (12+): 34/1,085,200

Stations: 26/24  
Diaries: 1587/684:1/49.6%  
Sample Target: 1500  
% Below Line: 1.1  
% Not Listed: 9.1

1988 Revenue: \$26,900,000  
HH Inc.: \$29,286  
Retail \$: 9.6 Bil  
Pop per Station: 45,216  
#1 Biller: WQUE-AF \$4,700,000

MSA Rank/Pop: 36/1,319,700  
ADI # 35  
Average Person Ratings: 18.6  
Market TSL: 24.75 hours

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WEZB-F (CHR)	250/12.4	11.7	10.8	11.5	11.2	11.6	274/3690	3093/28.5	29.2	26.3	80	13.5	266	3400	WEZB-F
2. WQUE-AF (B)	209/10.3	11.5	14.5	13.1	15.6	12.4	243/3435	2798/25.8	27.9	28.4	87	14.6	277	2783	WQUE-AF
3. WYLD-F (B)	189/ 9.3	0.2	8.5	9.4	7.9	6.8	208/2399	2083/19.2	17.4	16.8	90	13.8	272	2840	WYLD-F
4. WLTS-F (AC)	158/ 7.8	9.2	5.6	5.9	6.2	7.1	179/2241	1799/16.6	15.6	16.3	149	4.7	92	1311	WLTS-F
5. WBYU (BB)	109/ 5.4	4.9	4.5	1.6	1.9	4.1	115/979	963/ 8.9	7.2	5.4	44	4.0	78	737	WBYU
6. WLMG-F (AC)	102/ 5.0	5.2	6.4	6.3	6.4	5.7	114/1699	1506/13.9	16.9	14.5	132	3.5	69	841	WLMG-F
7. WWL (N/T)	98/ 4.8	5.1	8.6	7.0	6.3	6.4	136/2155	1516/14.0	21.7	15.5	108	3.9	77	1256	WWL
8. WRNO-F (AOR)	97/ 4.8	4.6	3.8	4.1	4.3	4.3	114/1744	1408/13.0	14.5	13.6	106	4.4	86	1807	WRNO-F
9. WBOK (REL)	95/ 4.7	3.3	3.2	3.9	4.2	3.8	95/743	743/ 6.8	6.7	5.4	72	4.9	97	735	WBOK
10. WCKW-F (AOR)	78/ 3.9	3.4	4.0	4.7	4.6	4.0	145/1715	1091/10.1	10.9	9.8	149	3.6	70	1047	WCKW-F
11. WNOE-F (C)	62/ 3.1	4.1	4.3	4.3	3.8	4.0	95/1305	884/ 8.1	11.4	11.4	113	3.8	74	1135	WNOE-F
12. WQXY-F (C)	57/ 2.8	2.8	2.5	8.6	6.2	4.2	76/1215	833/ 7.7	7.5	12.7	100	2.7	54	673	WQXY-F
13. KHOM-F (O)	50/ 2.5	1.3	1.4	----	----	1.3	97/1453	772/ 7.1	4.2	0.0	156	2.5	50	522	KHOM-F
14. WYAT (O)	38/ 1.9	2.7	1.9	1.9	1.3	2.1	38/516	498/ 4.6	4.4	3.5	147	2.5	49	445	WYAT
15. WYLD (B)	34/ 1.7	2.1	2.8	3.0	3.1	2.4	39/899	746/ 6.9	7.4	6.4	53	1.7	34	510	WYLD
KHAA-F (REL)	34/ 1.7	1.9	2.1	1.6	1.0	1.8	43/657	493/ 4.5	3.3	2.7	124	1.0	19	502	KHAA-F

12+ FM SHARE (METRO): 70.73% (1300 of 1838) (SPG 88: 73.77%)

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

FORMATS					SPG 88		OTHER RATED STATIONS/METRO SHARE & CUME RATING			
	AM	FM	TOTAL	%	%					
TOP 40/CHR/CONTEMP		263 ( 2)	263 ( 2)	14.3	12.5	KGLA	1540	Gretna	1.0/0.6	
AOR/CLASSIC	2 ( 1)	175 ( 2)	177 ( 3)	9.6	9.7	WADU	830	Norco/Kenner	1.0/1.8	
AC/OLDIES/SOFT ROCK	38 ( 1)	310 ( 3)	348 ( 4)	18.9	16.3	WARB	730	Covington	1.6/1.6	
MOR/VARIETY						WCKW	1010	Garyville	0.1/0.4	
COUNTRY	20 ( 1)	129 ( 3)	149 ( 4)	8.1	6.1	WNOE	1060	New Orleans	1.0/3.4	
BLACK/URBAN	43 ( 2)	389 ( 2)	432 ( 4)	23.5	28.8	WSMB	1350	New Orleans	1.4/4.6	
BEAUTIFUL/EASY					6.7	WTIX	690	New Orleans	1.5/5.0	
NEWS/TALK	190 ( 4)		190 ( 4)	10.3	11.5					
NOSTALGIA	109 ( 1)		109 ( 1)	5.9	2.1	WFMF-F	102.5	Baton Rouge	0.6/1.7	
RELIGION/GOSPEL	95 ( 1)	34 ( 1)	129 ( 2)	7.0	5.9	WKJN-F	103.3	Hammond	0.5/2.3	
SPANISH	20 ( 1)		20 ( 1)	1.1						
CLASSICAL										
JAZZ/NEW AGE										
UNKNOWN/OTHERS	21 ( 1)		21 ( 1)	1.1	0.3					
	538 (13)	1300 (13)	1838 (26)							

AM STATIONS

WBOK, 1230, 1 KW	, BLACK/GOSPEL	SBN, \$ 27.00 (---	Willis	Annette Pete
WBYU, 1450, 1 KW	, BIG BAND/EZ	SMN, \$ 30.00 (Roslin)		Dave Smith
WNOE, 1060, 50 KW/5 KW (DA-2)	, SOLD IN COMBINATION WITH WNOE-F			
WSMB, 1350, 5 KW (DA-2)	, TALK	MBS, ABC I, \$ 25.00 (Smith)		John Mikovich
WTIX, 690, 10 KW/5 KW (DA-2)	, TALK	NBC, MBS, \$ 30.00 (Mc-Guild)	United Network	Sherry Evans
WWL, 870, 50 KW (DA-1)	, NEWS/TALK	CBS, \$ 62.00 (Katz)		---
WYAT, 990, 250 W	, OLDIES	RADRAD, \$ 21.00 (MMP)		---
WYLD, 940, 10 KW/500 W (DA-2)	, BLACK	, \$ 24.00 (Banner)	Interurban	Penny Brazile

FM STATIONS

KHAA, 106.7, 100 KW @ 960, RELIGION	NBN, \$ N/A (---	(PORT SULPHUR)	---
KHOM, 104.1, 100 KW @ 1943, OLDIES	NBC, \$ 30.00 (Torbet)	(HOUMA)	Ray Saadi
WCKW, 92.3, 100 KW @ 429, AOR	SOURCE, \$ 35.00 (Republic)		Manny Broussard
WEZB, 97.1, 100 KW @ 511, CHR	US 1, \$ 97.00 (MMR)	EZ	Marc Leunissen
WLMG, 101.9, 95 KW @ 825, AC	, \$ 55.00 (Katz)		Don dela Houssay
WLTS, 105.3, 100 KW @ 925, SOFT AC	RADRAD, \$ 60.00 (Durpetti)		Ed Munize
WNOE, 101.1, 100 KW @ 1004, COUNTRY	ABC E, \$ 50.00 (Mc-Guild)		---
WQUE, 93.3, 93 KW @ 512, URBAN/CHR	, \$ 79.00 (Christal)	Clear Channel	John Rockweller
WQXY, 95.7, 100 KW @ 580, COUNTRY	, \$ 45.00 (Christal)	Stoner	---
WRNO, 99.5, 100 KW @ 990, AOR	ABC F, ABC R, \$ 53.00 (MMR)		Joe Costello
WYLD, 98.5, 100 KW @ 352, BLACK	, \$ 54.00 (Banner)	Interurban	Penny Brazile

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

WWL, WLMG-F sold to Keymarke for \$13,100,000 (Crisler)...  
WNOE A/F sold to NewMarket for \$7,250,000 (Americom).

NEW YORK

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

MSA Rank/Pop: 1/15,300,000

ADI # 1  
Average Person Ratings: 19.6  
Market TSL: 25.50 hours

Stations: 46/44  
Diaries: 6251/2248:1/46.1%  
Sample Target: 4000  
% Below Line: 0.6  
% Not Listed: 11.3

1988 Revenue: \$294,200,000  
HH Inc.: \$37,400  
Retail \$:110.0 Bil  
Pop per Station: 319,400  
#1 Biller: WINS \$22,500,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume
1. WHTZ-F (CHR)	1652/ 6.0	5.3	5.6	6.2	6.0	5.8	1718/26051	24883/17.7	17.5	17.6	82	6.7	1796	28177
2. WLTW-F (AC)	1465/ 5.3	4.3	4.7	3.8	4.5	4.5	1501/19383	18571/13.2	11.2	11.9	128	3.5	941	11129
3. WCBS-F (O)	1382/ 5.0	4.7	4.3	4.1	4.2	4.5	1419/21076	20207/14.4	12.4	11.8	152	3.3	870	12537
4. WINS (N)	1294/ 4.7	4.3	4.4	4.3	4.0	4.4	1308/27917	27426/19.5	19.8	17.6	79	4.1	1104	19879
5. WPAT-AF (EZ)	1164/ 4.2	6.2	4.9	5.7	5.5	5.3	1640/19131	18023/12.8	12.9	12.5	62	3.8	880	7671
7. WNEW-F (AOR)	1164/ 4.2	3.5	3.2	4.4	3.6	3.8	1249/16904	15737/11.2	9.7	10.4	131	5.3	1407	16819
7. WRKS-F (B)	1129/ 4.1	4.2	4.2	4.2	4.6	4.2	1168/15285	14496/10.3	10.5	9.3	83	5.7	1508	18015
8. WOHT-F (CHR)	1097/ 4.0	4.0	4.0	4.5	4.1	4.1	1153/15959	14846/10.6	10.4	11.0	88	4.5	1196	13948
9. WOR (T)	1027/ 3.7	4.5	4.7	4.3	4.6	4.3	1143/14337	12756/ 9.1	11.0	11.0	46	3.9	1032	12160
10. WNSR-F (AC)	969/ 3.5	3.1	3.1	2.7	2.9	3.1	988/15915	15470/11.0	9.9	10.1	140	2.2	591	8127
11. WXRK-F (AOR)	931/ 3.4	3.1	3.4	3.7	3.5	3.4	1024/16286	15054/10.7	10.6	11.1	115	3.5	921	14458
12. WABC (T)	871/ 3.2	3.3	3.3	3.5	3.5	3.3	1001/15305	13443/ 9.6	9.6	10.9	62	2.4	638	10516
13. WPLJ-F (CHR)	865/ 3.1	3.5	3.6	4.7	4.2	3.7	954/21236	19409/13.8	13.6	15.2	90	3.8	1013	20986
14. WCBS (N)	835/ 3.0	2.7	3.6	3.5	3.1	3.2	955/19695	16926/12.0	13.8	12.4	77	2.6	696	13343
15. WBLS-F (B)	789/ 2.9	3.8	3.6	4.0	4.0	3.6	813/13685	13213/ 9.4	10.4	9.8	107	4.9	1309	14718
16. WQCD-F (J/NA)	686/ 2.5	2.9	1.8	1.0	1.2	2.0	703/10678	10322/ 7.3	5.0	5.0	164	2.6	699	10419
17. WFAN (N/T)	679/ 2.5	1.8	2.3	2.5	2.0	2.3	792/16590	14174/10.1	8.4	7.7	104	2.6	687	13230
18. WSKQ-F (SP)	653/ 2.4	1.7	---	---	---	1.0	654/4766	4734/ 3.4	0.0	0.0	146	2.2	598	5548
19. WYNY-F (C)	645/ 2.3	2.8	2.9	2.2	2.5	2.5	702/10949	9992/ 7.1	7.9	7.4	130	1.9	501	7618
20. WNEW (BB)	534/ 1.9	2.3	1.9	1.2	1.6	1.8	556/7858	7359/ 5.2	5.9	3.8	53	1.4	372	4897
21. WNCN-F (CL)	370/ 1.3	1.8	1.3	1.4	1.3	1.4	385/6810	6486/ 4.6	5.2	4.4	115	1.6	429	4577
22. WALK-AF (AC)	339/ 1.2	1.0	1.0	1.0	1.1	1.0	354/4349	3946/ 2.8	2.3	2.6	142	1.2	320	4845
23. WQXR-F (CL)	337/ 1.2	1.8	1.6	1.3	1.4	1.5	372/6975	6394/ 4.5	4.6	4.7	67	1.4	376	5631
24. WADO (SP)	336/ 1.2	1.6	1.9	1.5	2.0	1.5	351/3235	3108/ 2.2	3.6	3.1	108	1.0	265	3995
25. WLIB (B)	286/ 1.0	1.4	1.3	1.2	1.9	1.2	290/3917	3860/ 2.7	2.7	3.3	110	1.0	262	2434
26. WKJY-F (AC)	276/ 1.0	0.7	0.6	0.5	0.5	0.7	276/2810	2810/ 2.0	1.6	1.4	130	0.4	104	1277
27. WWRL (REL)	274/ 1.0	0.8	1.0	1.2	1.3	1.0	274/3354	3333/ 2.4	1.8	2.2	110	1.0	258	2826
28.														
29.														
30.														

12+ FM SHARE (METRO): 70.76% (17283 of 24425) (SPG 88: 64.65%)

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 WCBS-F	1 WCBS-F	1 WCBS-F	1 WPAT-AF	1 WINS	1 WPAT-AF<	1 WLTW-F<	1 WRKS-F	1 WINS >>
2 WRKS-F	2 WHTZ-F	2 WNEW-F	2 WLTW-F	2 WLTW-F	2 WINS	2 WHTZ-F	2 WLTW-F	2 WHTZ-F	2 WHTZ-F	2 WOR
3 WOHT-F>	3 WXRK-F	3 WHTZ-F<	3 WNEW-F	3 WNEW-F	3 WOR	3 WOR	3 WCBS-F	3 WPAT-AF	3 WOHT-F	3 WCBS >>
4 WPLJ-F>>	4 WRKS-F	4 WLTW-F	4 WHTZ-F<	4 WNSR-F	4 WXRK-F<	4 WXRK-F<	4 WNEW-F	4 WCBS-F<	4 WFAN	4 WBLS-F>>
5	5 WOHT-F	5 WXRK-F<	5 WNSR-F	5 WHTZ-F	5 WCBS-F	5 WCBS-F	5 WHTZ-F	5 WNEW-F	5 WBLS-F	5 WABC >>
6	6 WNSR-F	6 WNSR-F	6 WXRK-F<	6 WQCD-F	6 WCBS	6 WCBS	6 WNSR-F	6 WOHT-F	6 WLTW-F	6 WCBS-F>>
7	7 WBLS-F<	7 WRKS-F<	7 WQCD-F	7 WXRK-F	7 WABC >	7 WPAT-AF	7 WOHT-F	7 WRKS-F	7 WNEW-F	7 WLTW-F>>
8	8 WLTW-F	8 WOHT-F	8 WRKS-F	8 WINS	8 WNEW <	8 WRKS-F	8 WRKS-F	8 WNSR-F	8 WPAT-AF<	8 WRKS-F
9	9 WPLJ-F	9 WPLJ-F<	9 WOHT-F<	9 WSKQ-F	9 WYNY-F	9 WLTW-F	9 WABC	9 WABC	9 WCBS-F	9 WPAT-F>>
10	10 WCBS-F	10 WBLS-F	10 WSKQ-F	10 WOHT-F	10 WFAN	10 WNEW-F	10 WXRK-F	10 WPLJ-F	10 WNSR-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 WLTW-F<	1 WLTW-F	1 WLTW-F>	1 WXRK-F	1 WNEW-F<	1 WNEW-F	1 WNEW-F	1 WCBS-F
2 WRKS-F<	2 WRKS-F<	2 WHTZ-F<	2 WHTZ-F	2 WCBS-F	2 WHTZ-F	2 WXRK-F>	2 WXRK-F>	2 WCBS-F	2 WNEW-F
3 WOHT-F	3 WLTW-F<	3 WNSR-F	3 WCBS-F	3 WHTZ-F<	3 WNEW-F	3 WHTZ-F	3 WXRK-F	3 WXRK-F	3 WXRK-F
4 WPLJ-F	4 WOHT-F<	4 WNEW-F	4 WNSR-F<	4 WNSR-F>	4 WOHT-F	4 WRKS-F	4 WCBS-F	4 WHTZ-F	4 WQCD-F
5 WNEW-F	5 WNEW-F	5 WRKS-F<	5 WRKS-F	5 WNEW-F	5 WPLJ-F<	5 WOHT-F<	5 WRKS-F<	5 WQCD-F	5 WFAN <
6 WLTW-F	6 WNSR-F	6 WOHT-F	6 WOHT-F	6 WRKS-F	6 WRKS-F	6 WBLS-F<	6 WNSR-F	6 WNSR-F	6 WNSR-F
7 WBLS-F	7 WBLS-F	7 WNSR-F	7 WNEW-F<	7 WINS	7 WBLS-F>	7 WNSR-F	7 WFAN	7 WOHT-F	7 WHTZ-F
8 WXRK-F	8 WPLJ-F	8 WCBS-F<	8 WPLJ-F	8 WSKQ-F	8 WNSR-F>	8 WCBS-F	8 WBLS-F<	8 WRKS-F	8 WLTW-F
9 WNSR-F	9 WXRK-F	9 WXRK-F<	9 WBLS-F	9 WPLJ-F	9 WDRE-F	9 WQCD-F	9 WOHT-F<	9 WFAN	9 WOHT-F
10 WSKQ-F	10 WSKQ-F	10 WSKQ-F	10 WSKQ-F	10 WBLS-F	10 WCBS-F	10 WPLJ-F	10 WHTZ-F	10 WBLS-F	10 WINS

FORMATS					SPG 88		OTHER RATED STATIONS/METRO SHARE & CUME RATING			
	AM	FM	TOTAL	%	%					
TOP 40/CHR/CONTEMP		3908 ( 5)	3908 ( 5)	16.0	12.1	WBAB-F	102.3	BABYLON		0.7/2.5
AOR/CLASSIC		2580 ( 5)	2580 ( 5)	10.6	9.7	WBLI-F	106.1	PATCHOGUE		0.8/2.2
AC/OLDIES/SOFT ROCK		4610 ( 7)	4610 ( 7)	18.9	17.4	WCTO-F	94.3	SMITHTOWN		0.4/1.1
MOR/VARIETY					0.7	WDHA-F	105.5	DOVER		0.3/1.6
COUNTRY		645 ( 1)	645 ( 1)	2.6	3.1	WDRE-F	92.7	GARDEN CITY/NY		0.7/2.2
BLACK/URBAN	378 ( 2)	1918 ( 2)	2296 ( 4)	9.4	16.4	WFME-F	94.7	NEWARK		0.5/1.9
BEAUTIFUL/EASY		1428 ( 3)	1428 ( 4)	5.8	8.5	WHLI	1100	HEMPSTEAD		0.5/0.8
NEWS/TALK	4905 ( 6)		4905 ( 6)	20.1	17.5	WHUD-F	100.7	PEEKSKILL		0.5/1.5
NOSTALGIA	667 ( 2)		667 ( 2)	2.7	2.6	WJIT	1480	NEW YORK		0.4/1.3
RELIGION/GOSPEL	359 ( 2)	148 ( 1)	507 ( 3)	2.1	2.2	WKDM	1380	NEW YORK		0.4/1.4
SPANISH	752 ( 4)	653 ( 1)	1405 ( 5)	5.8	5.8	WMCA	570	NEW YORK		0.7/3.3
CLASSICAL	81 ( 1)	707 ( 2)	788 ( 3)	3.2	3.3	WMGQ-F	98.3	NEW BRUNSWICK		0.4/0.7
JAZZ/NEW AGE		686 ( 1)	686 ( 1)	2.8		WNJR	1430	NEWARK		0.3/1.2
UNKNOWN/OTHERS					0.4	WQXR	1560	NEW YORK		0.3/1.1
	7142 (18)	17283 (28)	24425 (46)			WSKQ	620	NEWARK		0.7/1.8
						WWDJ	970	HACKENSACK		0.3/1.0
						WEZN-F	99.9	BRIDGEPORT		0.3/1.2
						WKXW-F	101.5	TRENTON		0.3/0.5

RADIO STATIONS

AM STATIONS

WABC, 770, 50 KW	, TALK	ABC I, 240.00 (Banner)	Cap Cities/ABC	Fred Weinhaus
WADO, 1280, 5 KW	, HISPANIC	, 140.00 (---)		Herb Levin
WCBS, 880, 5 KW	, NEWS	CBS, 370.00 (CBS)	CBS	Ed Kierman
WEVD, 1050, 50 KW (DA-1)	, BIG BAND	, 75.00 (Groskin)		Tom Bird
WEAN, 660, 50 KW	, SPORTS TALK	NBC, 200.00 (HNWH)	Emmis	Scott Meier
WINS, 1010, 50 KW (DA-1)	, NEWS	ABC D, 410.00 (Group W)	Westinghouse	Warren Mauer
WJIT, 1480, 5 KW (DA-2)	, HISPANIC	, 90.00 (---)	Infinity	Frank Flores
WKDM, 1380, 5 KW (DA-1)	, HISPANIC	, 96.00 (Katz Hisp.)	United	Jimmie Jimenez
WLIB, 1190, 10 KW (DAYS,DA)	, BLACK NEWS/TALK	SBN, 90.00 (Mc-Guild)	Inner City	---
WMCA, 570, 5 KW (DA-1)	, RELIGION	APR,MBS, 60.00 (---)	Salem	---
WNEW, 1130, 50 KW (DA-N)	, NOSTALGIA	, 180.00 (Katz)	Westwood One/Legacy	M. Kakoyiannis
WOR, 710, 50 KW (DA-1)	, TALK	ABC E,US 2, 310.00 (Republic)	RKO	Bob Bruno
WPAT, 930, 5 KW (DA-2)	, BTFL/EZ	, N/A (Katz)	Park	Gene Hobicorn
WQXR, 1560, 50 KW (DA-2)	, FINE ARTS	, N/A (Mc-Guild)	NY Times	Warren Bodow
WSKQ, 620, 5 KW (DA-2)	, HISPANIC	, 120.00 (SBS)	SBS	Raul Alarcon
WWDJ, 970, 5 KW (DA-2)	, RELIGION	, 50.00 (---)	Communicom	J. Battaglia
WWRL, 1600, 5 KW (DA-2)	, GOSPEL	NBN, 70.00 (K & P)		Vince Sanders

FM STATIONS

WBL, 107.5, 5.4 KW @ 1241	, BLACK	ABC F, 320.00 (Mc-Guild)	Inner City	---
WCBS, 101.1, 4.6 KW @ 1300	, OLDIES	RADRAD, 380.00 (CBS)	CBS	Rod Colarco
WHTZ, 100.3, 7.8 KW @ 1220	, CHR	, 425.00 (Christal)	Malrite	Gary Fisher
WFME, 94.7, 37 KW @ 570	, RELIGION	, N/A (---)	Family	Art Thompson
WHUD, 100.7, 50 KW @ 500	, BTFL/EZ	, 100.00 (Katz)		Steve Petrone
WLTW, 106.7, 7.6 KW @ 1220	, SOFT AC	, 375.00 (Katz)	Viacom	George Wolfson
WNCN, 104.3, 7.6 KW @ 1220	, CLASSICAL	APR, 175.00 (CMBS)	GAP	Matt Field
WNEW, 102.7, 7.8 KW @ 1210	, AOR	SOURCE, 310.00 (Katz)	Legacy	Mike Craven
WNSR, 105.1, 7.8 KW @ 1220	, AC	, 225.00 (Mc-Guild)	Bonneville	Mark Bench
WPAT, 93.1, 5.3 KW @ 1420	, BTFL/EZ	, 240.00 (Katz)	Park	Gene Hobicorn
WPLJ, 95.5, 7.2 KW @ 1335	, CHR	ABC R, 295.00 (Banner)	Cap Cities/ABC	Dana Horner
WQCD, 101.9, 5.3 KW @ 1420	, JAZZ	, 215.00 (Christal)	Tribune Co.	Ray Gerdilla
WQHT, 97.1, 6.7 KW @ 1340	, CHR/URBAN	, 230.00 (HNWH)	Emmis	Stuart Layne
WQXR, 96.3, 7.8 KW @ 1220	, CLASSICAL	, 170.00 (Mc-Guild)	NY Times	Warren Bodow
WRKS, 98.7, 7.8 KW @ 1225	, BLACK	US1, 288.00 (Republic)	Summit	Charles Warfield
WSKQ, 97.9, 7.6 KW @ 1220	, HISPANIC	, 125.00 (SBS)	SBS	Raul Alarcon
WXRK, 92.3, 5.4 KW @ 1200	, CLASSIC AOR	ABC R, 300.00 (Torbet)	Infinity	Tom Chiusano

CALL LETTER CHANGES

WWPR changes to WPLJ (Dec.88)

FORMAT CHANGES

STATION SALES

WNYM sold by Salem for \$13,000,000...WMCA sold by Federal to Salem for \$14,600,000...WWRL - 50% sold by Unity for \$2,000,000. WKDM sold by United to TA/Sh. for \$\_\_\_\_\_ (Americom).



NORFOLK

Arbitron Rank/Pop (12+): 32/1,115,200  
 MSA Rank/Pop: 33/1,336,200  
 Average Person Ratings: 18.4  
 Market TSL: 24.0 hours

Stations: 25/24  
 Diaries: 1346/829:1/53.6%  
 Sample Target: 1230  
 % Below Line: 0.3  
 % Not Listed: 9.7

1988 Revenue: \$32,200,000  
 HH Inc.: \$34,450  
 Retail \$: 9.4 Bil  
 Pop per Station: 46,466  
 #1 Biller: WNOR-AF \$4,800,000

12+ METRO	1/4/SHARE	WIN					4 Book		12+ TSA		12+ METRO		% Conversion			Cume
		89	FAL 88	SUM 88	SPG 88	4 Avg.	12+ Avg.	CUME	CUME	RATING	FAL 88	SPG 88	25-54	Birch Share	Birch AQH	
1. WAFX-F (AOR)	240/11.7	4.5	2.5	2.8	2.0	5.4	281/2537	2125/19.1	5.4	4.8	120	10.5	239	2164	WAFX-F	
2. WCMS-AF (C)	202/ 9.9	8.7	8.4	7.7	8.1	8.7	238/2289	1937/17.4	15.8	15.7	108	8.4	185	1852	WCMS-AF	
3. WFOG-F (EZ)	185/ 9.0	8.6	8.3	9.9	9.1	8.9	210/2123	1817/16.3	16.1	15.7	84	6.6	150	1708	WFOG-F	
4. WNVZ-F (CHR)	156/ 7.6	7.4	6.9	6.7	6.8	7.2	166/2537	2343/21.0	20.1	18.6	78	7.9	180	2876	WNVZ-F	
5. WOWI-F (B)	149/ 7.3	8.7	8.0	8.5	6.3	8.1	159/1893	1697/15.2	18.2	13.0	103	13.1	298	2592	WOWI-F	
6. WNOR-AF (AOR)	136/ 6.6	10.6	9.0	11.1	11.0	9.3	152/1965	1746/15.7	18.0	20.7	70	9.4	212	2384	WNOR-AF	
7. WMYK-F (B)	115/ 5.6	4.7	5.9	5.8	5.0	5.5	148/2026	1601/14.4	14.8	11.5	88	7.1	162	2231	WMYK-F	
8. WJQI-AF (AC)	104/ 5.1	5.4	5.6	3.4	4.1	4.9	114/1383	1258/11.3	12.4	9.2	153	3.0	70	1141	WJQI-AF	
9. WWDE-F (AC)	91/ 4.4	4.5	6.0	5.4	5.0	5.1	97/1506	1408/12.6	15.6	12.3	145	4.3	99	1740	WWDE-F	
10. WLTJ-F (AC)	91/ 4.4	5.3	6.8	4.8	6.1	5.3	102/1688	1435/12.9	16.0	14.4	130	3.8	86	1341	WLTJ-F	
11. WGH -F (CHR)	70/ 3.4	5.7	5.0	6.0	6.6	5.0	85/1570	1306/11.7	61.1	67.1	44	4.6	105	1622	WGH -F	
12. WTAR (MOR)	59/ 2.9	2.7	3.2	4.5	3.5	3.3	62/1057	964/ 8.6	8.7	10.5	66	1.7	38	853	WTAR	
13. WNIS (N/T)	54/ 2.6	2.2	2.5	3.0	2.1	2.6	55/764	725/ 6.5	6.5	4.7	115	3.3	75	967	WNIS	
14. WPCE (REL)	49/ 2.4	3.0	3.1	2.8	3.7	2.8	51/542	525/ 4.7	6.6	7.7	108	1.8	40	523	WPCE	
15. WRAP (B)	44/ 2.1	1.8	3.0	3.9	3.4	2.7	44/873	869/ 7.8	8.7	9.2	48	2.6	59	1068	WRAP	
16. WZCL-F (?)	28/ 1.4	1.7	3.2	1.7	2.4	2.0	29/680	621/ 5.6	7.2	5.9	107				WZCL-F	
17. WKEZ-F (C)	22/ 1.1	1.4	1.2	1.3	1.9	1.3	45/617	336/ 3.0	2.8	3.5	100	1.2	28	418	WKEZ-F	
18.																
19.																
20.																

12+ FM SHARE (METRO): 85.93% (1594 of 1855) (SPG 88: 82.82%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNVZ-F>>	1 WAFX-F>	1 WAFX-F>	1 WAFX-F>	1 WAFX-F	1 WFOG-F	1 WCMS-AF<	1 WAFX-F	1 WAFX-F>	1 WOWI-F	1 WOWI-F>>
2 WGH -F	2 WNOR-AF	2 WNOR-AF	2 WCMS-AF	2 WCMS-AF>	2 WCMS-AF>>	2 WAFX-F	2 WFOG-F	2 WCMS-AF	2 WMYK-F<	2 WAFX-F>>
3 WMYK-F	3 WNVZ-F	3 WOWI-F<	3 WJQI-AF	3 WJQI-AF<	3 WJQI-AF	3 WFOG-F	3 WCMS-AF>	3 WFOG-F	3 WAFX-F	3 WCMS-F
4 WOWI-F>	4 WOWI-F<	4 WCMS-AF	4 WOWI-F	4 WFOG-F<	4 WTAR	4 WNVZ-F	4 WJQI-AF<	4 WOWI-F<	4 WNVZ-F	4 WMYK-F>
5 WRAP	5 WMYK-F>	5 WNVZ-F	5 WFOG-F<	5 WOWI-F	5 WOWI-F	5 WNOR-AF<	5 WNVZ-F	5 WNOR-AF	5 WNVZ-F	5 WNOR-F<
6 WAFX-F	6 WLTJ-F	6 WJQI-AF	6 WWDE-F<	6 WWDE-F	6 WWDE-F<	6 WOWI-F<	6 WNVZ-F	6 WNOR-AF	6 WNOR-AF	6 WFOG-F
7 WNOR-AF>>	7 WMYK-F	7 WNVZ-F<	7 WNVZ-F<	7 WAFX-F	7 WWDE-F	7 WLTJ-F	7 WMYK-F	7 WFOG-F	7 WNVZ-F	7 WNIS
8	8	8	8 WLTJ-F	8 WLTJ-F	8	8 WJQI-AF	8 WLTJ-F	8 WMYK-F	8 WGH -F	8
9	9	9	9	9	9	9 WMYK-F	9 WWDE-F	9 WJQI-AF	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 WNVZ-F	1 WAFX-F	1 WAFX-F>	1 WAFX-F	1 WAFX-F<	1 WNOR-AF	1 WAFX-F>	1 WAFX-F>>	1 WAFX-F>	1 WAFX-F>
2 WGH -F	2 WNVZ-F	2 WNVZ-F	2 WJQI-AF	2 WJQI-AF	2 WAFX-F>>	2 WNOR-AF>	2 WNOR-AF	2 WNOR-AF>	2 WCMS-AF>
3 WAFX-F<	3 WOWI-F	3 WJQI-AF	3 WNVZ-F<	3 WCMS-AF	3 WMYK-F	3 WMYK-F	3 WOWI-F	3 WCMS-AF	3 WOWI-F
4 WOWI-F	4 WMYK-F	4 WWDE-F	4 WOWI-F	4 WWDE-F<	4 WNVZ-F	4 WOWI-F	4 WMYK-F	4 WOWI-F	4 WNOR-AF<
5 WMYK-F	5 WJQI-AF	5 WOWI-F	5 WLTJ-F	5 WFOG-F	5 WOWI-F>	5 WNVZ-F>	5 WCMS-AF	5 WNVZ-F<	5 WFOG-F
6 WNOR-AF	6 WLTJ-F	6 WLTJ-F	6 WWDE-F	6 WLTJ-F<	6 WGH -F	6 WCMS-AF	6 WNVZ-F	6 WMYK-F>	6 WJQI-AF
7 WLTJ-F	7 WWDE-F<	7 WMYK-F	7 WCMS-AF	7 WOWI-F	7 WRAP	7	7	7 WJQI-AF	7 WNVZ-F
8 WCMS-AF	8 WGH -F	8	8 WMYK-F<	8 WNVZ-F>	8	8	8	8 WFOG-F	8 WMYK-F
9	9 WNOR-AF	9	9 WFOG-F	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10

FORMATS	AM	FM	TOTAL	%	SPG 88	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
					%				
TOP 40/CHR/CONTEMP		226 ( 2)	226 ( 2)	12.2	14.9	WGH	1310	Newport News	0.5/2.1
AOR/CLASSIC	2 ( 1)	387 ( 3)	389 ( 4)	21.0	13.9	WOFM-F	92.1	Moyock	0.6/2.5
AC/OLDIES/SOFT ROCK		286 ( 3)	286 ( 3)	15.4	16.7	WPMH	1010	Portsmouth	0.4/1.7
MOR/VARIETY	59 ( 1)		59 ( 1)	3.2	3.9	WTJZ	1270	Newport News	0.5/1.7
COUNTRY	12 ( 1)	212 ( 2)	224 ( 3)	12.1	13.1	WZAM	1110	Norfolk	0.5/2.0
BLACK/URBAN	44 ( 1)	264 ( 2)	308 ( 3)	16.6	16.1				
BEAUTIFUL/EASY		191 ( 2)	191 ( 2)	10.3	10.4	WQSF-F	96.5	Williamsburg	0.3/1.4
NEWS/TALK	65 ( 2)		65 ( 2)	3.5	2.3				
NOSTALGIA									
RELIGION/GOSPEL	79 ( 4)		79 ( 4)	4.3	8.7				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS		28 ( 1)	28 ( 1)	1.5					
	261 (10)	1594 (15)	1855 (25)						

AM STATIONS

WNIS, 850, 5 KW/1 KW (DA-2)	, NEWS/TALK	NBC, ABC T, \$ 40.00 (Roslin)	Sinclair	Bob Sinclair
WPCE, 1400, 1 KW	, GOSPEL	SBN, \$ 26.00 (Mc-Guild)	Willis	---
WRAP, 1350, 5 KW (DA-2)	, BLACK	NBC, ABC F, \$ 34.00 (Roslin)		David Palmer
WTAR, 790, 5 KW (DA-1)	, MOR	CBS, \$ 42.00 (Katz)	Landmark	Dan Maxwell

FM STATIONS

WAFX, 106.9, 100 KW @ 964, CLASSIC AOR	, \$ 50.00 (CBS)	Downs	---
WCMS, 100.5, 50 KW @ 500, COUNTRY	ABC E, \$ 97.00 (Eastman)		Marjorie Crump
WFOG, 92.9, 50 KW @ 480, BTFL/EZ	, \$ 67.00 (MMR)		---
WGH, 97.3, 74 KW @ 400, CHR	ABC E, \$ 51.00 (Durpetti)	Susquehanna	Sandy Goldberg
WJQI, 94.9, 50 KW @ 500, SOFT AC	, \$ 44.00 (Torbet)	Coleman	Howard Schwartz
WKEZ, 94.1, 50 KW @ 500, COUNTRY	US 2, \$ 38.00 (Roslin)	Eure	Brad Eure
WLTY, 95.7, 40 KW @ 881, AC	, \$ 71.00 (Katz)	Landmark	Dan Maxwell
WMYK, 93.7, 100 KW @ 940, BLACK	, \$ 49.00 (Durpetti)	(ELIZABETH CITY)	Paul Lucci
WNOR, 98.7, 46 KW @ 520, AOR	SOURCE, \$ 96.00 (Mc-Guild)	Saga	Jack Rattigan
WNVZ, 104.5, 50 KW @ 480, CHR	, \$ 70.00 (Republic)	Capitol-Goodman	Joe Schwartz
WOFM, 92.1, 2 KW @ 400, AOR	, \$ 23.00 (K & P)	(MOYOCK, NC)	Jim Hunt
WOWI, 102.9, 50 KW @ 500, BLACK	SBN, \$ 53.00 (Mc-Guild)	Ragan Henry	Walt Brickhouse
WWDE, 101.3, 50 KW @ 500, AC	RADRAD, \$ 84.00 (Christal)	Edens	Larry Sanders
WZCI, 105.3, 50 KW @ 500, ??	, \$ 40.00 (Banner)	ML/WIN	Rich Sutton

MISCELLANEOUS COMMENTS: WSKX-F changes calls to WAFX (Feb)...WXRI changes to WZCL (May)...WZCL changes from RELIGION to OLDIES (May)...WLTY-F changes from AC to OLDIES (May)...WAFX changes from COUNTRY to CLASSIC AOR (Feb)...WFOG sold by JAG to Sunshine Wireless for \$8,000,000...WNVZ sold by Capitol (Goodman) to Wilkes-Schwartz for \$7,500,000...WOWI-F sold by Willis to Ragan Henry for \$8,300,000 (Foreman).. WRAP sold to Ragan Henry for \$400,000 (Capstone).

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

OKLAHOMA CITY

Arbitron Rank/Pop (12+): 46/818,800

MSA Rank/Pop: 46/983,500  
ADI # 39

Average Person Ratings: 16.7  
Market TSL: 22.25 hours

Stations: 20/20  
Diaries: 1167/702:1/52.5%  
Sample Target: 1080  
% Below Line: 0.0  
% Not Listed: 8.8

1988 Revenue: \$22,400,000  
III Inc.: \$31,351  
Retail \$: 8.0 Bil  
Pop per Station: 40,940  
#1 Biller: KXXY-AF \$4,400,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume
1. KXXY-AF (C)	205/15.0	14.1	13.9	12.6	14.3	13.9	286/2991	2216/27.1	26.4	22.8	108	11.8	165	1594
2. KJYO-F (CHR)	138/10.1	11.8	12.3	11.3	12.7	11.4	164/2696	2285/27.9	27.4	25.1	61	11.8	173	2354
3. KKNG-F (EZ)	107/ 7.8	9.4	10.0	7.8	4.9	8.8	120/1530	1302/15.9	15.7	13.2	92	7.5	110	1750
4. KATT-F (AOR)	103/ 7.5	7.8	10.0	8.4	10.0	8.4	146/2151	1380/16.9	18.6	20.5	100	8.2	120	1550
5. KEBC-F (C)	89/ 6.5	3.6	3.7	6.2	6.2	5.0	139/1906	1186/14.5	12.4	12.1	72	5.8	84	1283
6. KZBS-F (CHR)	88/ 6.4	8.1	5.0	4.6	4.9	6.0	105/1987	1529/18.7	16.6	13.9	72	8.7	127	1703
7. KMGL-F (AC)	88/ 6.4	5.1	4.4	6.7	5.8	5.7	115/1472	1111/13.6	11.5	12.8	158	3.9	57	786
8. KTOK (N/T)	81/ 5.9	7.4	7.3	6.4	6.5	6.8	90/1217	1022/12.5	17.6	15.0	47	5.0	73	835
9. KOMA (O)	78/ 5.7	5.1	4.7	2.5	4.0	4.5	116/1435	988/12.1	10.0	8.9	153	4.3	63	849
10. KR XO-F (AOR)	74/ 5.4	6.3	5.0	6.9	5.8	5.9	94/1660	1262/15.4	11.8	12.8	148	4.7	69	1102
11. KLTE-F (AC)	55/ 4.0	4.7	4.7	6.0	3.2	4.8	89/1435	1060/12.9	11.2	11.2	155	3.7	54	843
12. KPRW (B)	45/ 3.3	2.7	2.9	6.3	7.2	3.8	45/409	396/ 4.8	3.4	5.7	73	6.4	93	683
13. WKY (C)	33/ 2.4	2.8	5.1	3.8	3.5	3.5	57/1000	577/ 7.0	15.1	9.3	42	2.9	43	854
14.														
15.														

12+ FM SHARE (METRO): 77.31% (964 of 1247) (SPG 88: 73.01%)

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-AF>	1 KXXY-AF>	1 KXXY-AF>	1 KXXY-AF	1 KXXY-AF>>	1 KXXY-AF>	1 KXXY-AF>	1 KJYO-F>	1 KTOK
2 KZBS-F>	2 KXXY-AF	2 KLTE-F	2 KMGL-F	2 KMGL-F	2 KKNG-F	2 KJYO-F	2 KKNG-F	2 KJYO-F	2 KXXY-AF<	2 KZBS-F
3 KPRW	3 KZBS-F<	3 KJYO-F	3 KR XO-F	3 KOMA	3 KTOK	3 KTOK	3 KMGL-F	3 KATT-F	3 KATT-F	KXXY-F
KATT-F	4 KJYO-F>	4 KMGL-F	4 KOMA	4 KR XO-F	4 KOMA	4 KKNG-F<	4 KJYO-F	4 KKNG-F<	4 KZBS-F	4 KJYO-F
5	5 KR XO-F>	5 KZBS-F<	5 KATT-F	5 KATT-F	5 KEBC-F	5 KATT-F	5 KATT-F	5 KZBS-F	5 KR XO-F	5 KR XO-F
6	6 KLTE-F	6 KR XO-F	6 KLTE-F	6 KKNG-F	6 KMGL-F	6	6	KMGL-F	6 KKNG-F	6 KKNG-F<
										7 KATT-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 KXXY-AF	1 KXXY-AF	1 KXXY-AF	1 KXXY-AF>	1 KXXY-AF>	1 KATT-F	1 KATT-F>>	1 KATT-F>	1 KATT-F	1 KXXY-AF
2 KZBS-F<	2 KZBS-F	2 KLTE-F	2 KMGL-F	2 KMGL-F>	2 KJYO-F	2 KR XO-F	2 KR XO-F>	2 KXXY-AF	2 KATT-F
3 KJYO-F>	3 KJYO-F	3 KMGL-F	3 KJYO-F	3 KKNG-F<	3 KZBS-F>	3 KJYO-F<	3 KXXY-AF	3 KR XO-F	3 KR XO-F
4 KATT-F	4 KLTE-F	4 KZBS-F	4 KZBS-F	4 KLTE-F<	4 KEBC-F	4 KZBS-F	4 KLTE-F	4 KJYO-F	4 KOMA
5 KEBC-F>>	5 KMGL-F	5 KJYO-F	5 KLTE-F	5 KJYO-F	5 KXXY-AF	5 KXXY-AF	5 KOMA	5 KZBS-F	5 KMGL-F
6	6 KATT-F	6	6	6 KOMA	KPRW	6	KMGL-F	KOMA	6 KKNG-F

FORMATS	AM	FM	TOTAL	%	SPG 88	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING				
TOP 40/CHR/CONTEMP		226 ( 2)	226 ( 2)	18.1	13.5		KGFF	1450	Shawnee		0.5/1.3
AOR/CLASSIC		195 ( 3)	195 ( 3)	15.6	16.8		KJIL-F	104.9	Bethany		0.7/2.9
AC/OLDIES/SOFT ROCK	85 ( 2)	143 ( 2)	228 ( 4)	18.3	14.9		KQCV	800	Oklahoma City		0.4/1.6
MOR/VARIETY	5 ( 1)		5 ( 1)	0.4	0.9		KTLV	1220	Midwest City		1.3/1.6
COUNTRY	43 ( 2)	284 ( 2)	327 ( 4)	26.2	25.7		KTNT-F	97.7	Edmond		1.3/5.0
BLACK/URBAN	45 ( 1)		45 ( 1)	3.6	7.7		WWLS	640	Moore/Norman		0.4/2.4
BEAUTIFUL/EASY		107 ( 1)	107 ( 1)	8.6	5.3						
NEWS/TALK	81 ( 1)		81 ( 1)	6.5	6.9						
NOSTALGIA					4.2						
RELIGION/GOSPEL	24 ( 2)	9 ( 1)	33 ( 3)	2.6	2.8						
SPANISH											
CLASSICAL											
JAZZ/NEW AGE											
UNKNOWN/OTHERS						1.3					
	283 ( 9)	964 ( 11)	1247 ( 20)								

RADIO STATIONS

KOMA, 1520, 50 KW (DA-N)	, OLDIES	NBC, \$ 25.00 (CBS)	Diamond	Jane Bartsch
KPAW, 1140, 1 KW (DAYS)	, BLACK	SBN, \$ 24.00 (Banner)	Surrey	Tricia York
KQCV, 800, 250 W (DAYS)	, RELIGION	IND, \$ 16.00 (---)	Bott	Robin Jones
KTOK, 1000, 5 KW (DA-2)	, NEWS/TALK	ABC I, \$ 57.00 (Christal)	Clear Channel	Jim Smith
WKY, 930, 5 KW (DA-N)	, COUNTRY	ABC E, \$ 32.00 (Banner)	Gaylord	Jim Fisher
KATT-F, 100.5, 97 KW @ 1188, AOR		SOURCE, \$ 68.00 (Banner)	Surrey	Tricia York
KEBC-F, 94.7, 98 KW @ 1387, COUNTRY		IND, \$ 39.00 (Durpetti)	Independence	Bill Kirk
KJIL-F, 104.9, 3 KW @ 300, RELIGION		UPI, \$ 18.00 (---)	Swaggert (BETHANY)	
KJYO-F, 102.7, 98 KW @ 900, CHR		IND, \$ 54.00 (Christal)	Clear Channel	Jim Smith
KKNG-F, 92.5, 98 KW @ 900, BTFL/EZ		IND, \$ 43.00 (Katz)	Wilks-Schwartz	---
KLTE-F, 101.9, 98 KW @ 1390, AC		IND, \$ 42.00 (Katz)	Entercom	Lin Wheeler
KMGL-F, 104.1, 99 KW @ 1400, AC	TRNSTR, US 1, \$ 35.00 (Eastman)		Renda	---
KRXO-F, 107.7, 99 KW @ 1027, CLASSIC AOR	IND, \$ 45.00 (CBS)		Diamond	Jane Bartsch
KXXY-F, 96.1, 98 KW @ 1167, COUNTRY	MBS, \$ 94.00 (Mc-Guild)		NewMarket	Bill Harley
KZBS-F, 98.9, 100 KW @ 1108, CHR	APR, \$ 36.00 (HNWH)			Bill Lacy

OMAHA

Arbitron Rank/Pop (12+): 70/505,300  
 MSA Rank/Pop: 79/618, 800  
 ADI # 73  
 Average Person Ratings: 17.1  
 Market TSL: 22.5 hours

Stations: 18/14  
 Diaries: 973/519:1/57.8%  
 Sample Target: 870  
 % Below Line: 2.7  
 % Not Listed: 10.2

1988 Revenue: \$18,200,000  
 HH Inc.: \$36,712  
 Retail \$: 4.5 Bill  
 Pop per Station: 36,092  
 #1 Biller: KFAB \$4,800,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume
1. KQKQ-F (CHR)	130/15.0	17.0	13.1	11.6	10.4	14.2	178/2460	1849/36.6	30.4	29.2	80			KQKQ-F
2. KFAB (MOR)	124/14.3	15.9	17.2	14.8	16.1	15.6	235/2781	1456/28.8	39.0	29.8	59			KFAB
3. KEZO-AF (AOR)	114/13.1	12.9	12.4	14.7	17.7	13.3	159/1807	1165/22.2	23.9	27.3	105			KEZO-AF
4. KESY-AF (EZ)	70/ 8.1	7.6	6.6	6.1	7.4	7.1	90/908	698/13.8	13.3	15.4	67			KESY-AF
5. WOW -F (C)	67/ 7.7	7.0	9.1	5.7	7.5	7.4	86/956	721/14.3	15.4	14.3	126			WOW -F
6. KGOR-F (O)	60/ 6.9	7.0	9.6	11.1	11.9	8.7	82/1305	973/19.3	24.5	27.7	155			KGOR-F
7. KEFM-F (AC)	58/ 6.7	5.5	5.4	6.5	5.4	6.0	81/1360	957/18.9	14.4	13.6	119			KEFM-F
8. WOW (C)	48/ 5.5	6.0	4.8	5.6	4.3	5.5	92/1409	696/13.8	12.2	10.6	85			WOW
9. KOIL (O)	36/ 4.2	4.3	5.7	6.6	4.7	5.2	40/637	538/10.6	14.5	12.0	157			KOIL
10. KOMJ-F (AC)	20/ 2.3	2.1	1.4	3.3	3.5	2.3	40/675	394/ 7.8	5.6	7.5	109			KOMJ-F
11. KKAR (T)	18/ 2.1	1.9	0.8	1.7	1.6	1.6	19/406	339/ 6.7	4.8	4.6	90			KKAR
12.														
13.														
14.														
15.														

12+ FM SHARE (METRO): 69.02% (537 of 778) (SPG 88: 69.83%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KQKQ-F>>	1 KEZO-AF	1 KEZO-AF	1 KEZO-AF	1 KEZO-AF	1 KFAB >>	1 KFAB >	1 KEZO-AF>	1 KQKQ-F<	1 KQKQ-F	1 KFAB >>
2 KEZO-AF>>	2 KQKQ-F>	2 KQKQ-F>	2 KQKQ-F	2 KQKQ-F	2 KESY-AF>	2 KQKQ-F	2 KFAB <	2 KEZO-AF>	2 KFAB >	2 KQKQ-F
3	3 KEFM-F	3 KGOR-F	3 KGOR-F	3 KGOR-F	3 WOW -F	3 KEZO-AF>	3 KQKQ-F	3 KFAB	3 KEZO-AF>	3 WOW -F>
4	4 KGOR-F>	4 KEFM-F	4 WOW -F<	4 WOW -F	4 WOW >	4 WOW -F	4 KESY-AF<	4 KESY-AF	4 KESY-AF	4 KEZO-F
5	5 WOW -F	5 WOW -F	5 KEFM-F	5 KFAB	5 KGOR-F	5 KGOR-F	5 WOW -F	5 WOW -F<	5 KEFM-F	5 KESY-F
6	6	6	6 KOIL	6 KEFM-F	6	6 KESY-AF	6 KEFM-F	6 KEFM-F<	6 WOW -F	6 WOW >
7	7	7	7 KFAB	7 KOIL	7	7	7 KGOR-F	7 KGOR-F	7 KGOR-F	7
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 KQKQ-F>>	1 KQKQ-F>>	1 KQKQ-F>	1 KQKQ-F>>	1 KQKQ-F>	1 KEZO-AF>>	1 KEZO-AF>>	1 KEZO-AF>>	1 KEZO-AF>>	1 KEZO-AF>>	1 KEZO-AF>
2 KEZO-AF	2 KEZO-AF	2 KEZO-AF<	2 KEFM-F	2 KGOR-F<	2 KQKQ-F>	2 KQKQ-F>	2 KQKQ-F	2 KQKQ-F	2 KQKQ-F	2 WOW -F
3 KEFM-F>>	3 KEFM-F>	3 KGOR-F	3 KEZO-AF<	3 KEFM-F	3 KEFM-F>>	3 KEFM-F	3 KGOR-F>	3 KGOR-F	3 KGOR-F	3 KGOR-F>
4 KESY-AF	4 KGOR-F>	4 KEFM-F>	4 KGOR-F>	4 KFAB	4 KGOR-F	4 KGOR-F>	4 WOW -F	4 WOW -F	4 WOW -F	4 KQKQ-F
5 KOMJ-F	5 KOMJ-F	5 WOW -F	5 WOW -F	5 KEZO-AF	5	5 WOW -F	5 KEFM-F	5 KOIL	5 KOIL	5 KOIL
6 KGOR-F	6 WOW -F	6 KOMJ-F>>	6 KFAB	6 WOW -F	6	6 KOIL	6 KOIL	6 KOIL	6 KEFM-F	6 KFAB
7	7	7	7 KESY-AF	7 KESY-AF	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 88	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		134 ( 2)	134 ( 2)	17.2	23.8	KBWH-F 106.3 Blair 1.2/2.4
AOR/CLASSIC	8 ( 1)	116 ( 2)	124 ( 3)	15.9	20.4	
AC/OLDIES/SOFT ROCK	36 ( 1)	138 ( 3)	174 ( 4)	22.4	14.5	KFMQ-F 101.9 Lincoln/Omaha 1.2/4.4
MOR/VARIETY	124 ( 1)		124 ( 1)	15.9	17.9	KFRX-F 102.7 Lincoln 0.5/2.6
COUNTRY	48 ( 1)	67 ( 1)	115 ( 2)	14.8	12.6	KMA 96.0 Shenandoah 0.6/2.2
BLACK/URBAN		10 ( 1)	10 ( 1)	1.3	1.1	KZKX-F 96.9 Seward 0.5/1.4
BEAUTIFUL/EASY	2 ( 1)	68 ( 1)	70 ( 2)	9.0	8.0	
NEWS/TALK	18 ( 1)		18 ( 1)	2.3	1.7	
NOSTALGIA						
RELIGION/GOSPEL						
SPANISH						
CLASSICAL						
JAZZ/NEW AGE						
UNKNOWN/OTHERS	5 ( 1)	4 ( 1)	9 ( 2)	1.2		
	241 ( 7)	537 ( 11)	778 ( 18)			

RADIO STATIONS

KFAB, 1110, 50 KW (DA-N)	, MOR	NBC, \$ 90.00 (Christal)	Henry	Ken Headrick
KKAR, 1180, 5 KW/1 KW	, TALK	CBS, MBS, \$ 20.00 (Eastman)		Ralph Beaudin
KOIL, 1290, 5 KW (DA-N)	, OLDIES	US 2, \$ 27.00 (Banner)		Bob Dean
WOW, 590, 5 KW	, COUNTRY	ABC I, \$ 40.00 (Torbet)	Great Empire	Ken Fearnow
KBWH-F, 106.3, 1 KW @ 470, BLACK		, \$ 16.00 (---)	(BLAIR)	---
KEFM-F, 96.1, 100 KW @ 1442, SOFT AC		, \$ 43.00 (Mc-Guild)		John Webster
KESY-F, 104.5, 100 KW @ 1040, BTFL/EZ		ABC D, US 2, \$ 35.00 (Mc-Guild)	SunGroup	Dana Webb
KEZO-F, 92.3, 100 KW @ 1210, AOR		ABC R, \$ 64.00 (Katz)	Narragansett	Jeff Crabtree
KGOR-F, 99.9, 115 KW @ 1227, OLDIES		NBC, \$ 45.00 (Christal)	Henry	Ken Headrick
KOMJ-F, 103.7, 100 KW @ 405, AC		, \$ N/A (Banner)	(ATLANTIC IA)	---
KQKQ-F, 98.5, 100 KW @ 1099, CHR		, \$ 54.00 (Eastman)		Ralph Beaudin
WOW-F, 94.1, 100 KW @ 510, COUNTRY		ABC E, \$ 45.00 (Torbet)	Great Empire	Ken Fearnow

MISCELLANEOUS COMMENTS: KGOR changes from CONTEMP to OLDIES...KLNQ sold for \$250,000 (Chapman)...KOIL, KOMJ-F sold to Ovation for \$5,750,000 (Kahil)...

ORLANDO

Arbitron Rank/Pop (12+): 44/826,000

Stations: 22/20  
Diaries: 991/834:1/48.3%  
Sample Target: 1010  
% Below Line: 0.0  
% Not Listed: 8.3

1988 Revenue: \$40,600,000  
HH Inc.: \$31,813  
Retail \$: 8.0 Bil  
Pop per Station: 41,300  
#1 Biller: WWKA-F \$6,600,000

MSA Rank/Pop: 53/959,000

ADI # 27

Average Person Ratings: 17.1

Market TSL: 23.0 hours

12+ METRO	1/4/SHARE	WIN	FAL	SUM	SPG	4 Book	12+ TSA	12+ METRO	FAL	SPG	%	Birch	Birch	Birch	
		89	88	88	88	Avg.	1/4/CUME	CUME/CUME	88	88	25-54	Share	AQH	Cume	
1. WWKA-F (C)	137/ 9.7	8.6	11.9	10.6	10.0	10.2	301/3286	1357/16.4	21.3	18.5	114	10.9	149	1531	WWKA-F
2. WSTF-F (AC)	122/ 8.6	9.1	7.0	8.0	9.7	8.2	190/2559	1425/17.3	19.5	19.6	141	6.9	94	1553	WSTF-F
3. WSSP-F (EZ)	117/ 8.3	8.3	8.6	7.8	7.1	8.3	303/2874	1150/13.9	16.4	15.6	60	8.0	109	1093	WSSP-F
4. WHTQ-F (AOR)	114/ 8.1	4.9	6.2	5.7	4.0	6.2	225/2657	1271/15.4	14.5	9.8	98	7.8	107	1009	WHTQ-F
5. WJHM-F (B)	112/ 7.9	6.0	5.3	12.0	7.0	7.8	224/2445	1216/14.7	11.2	12.0	80	13.1	179	1617	WJHM-F
6. WDBO (MOR)	95/ 6.7	5.8	5.6	5.8	8.0	6.0	117/1327	1029/12.5	13.9	15.8	60	3.0	41	729	WDBO
7. WBJW-AF (CHR)	89/ 6.3	7.8	7.7	6.8	6.7	7.2	194/3837	1738/21.9	23.4	22.1	76	8.4	113	1939	WBJW-AF
8. WOCL-F (AC)	76/ 5.4	7.7	7.6	7.7	7.9	7.1	182/2671	1317/15.9	15.6	15.9	154	6.3	86	1363	WOCL-F
9. WWNZ (N/T)	73/ 5.2	4.7	4.3	2.7	3.3	4.2	82/945	778/ 9.4	9.0	9.1	79	3.4	46	625	WWNZ
WDIZ-F (AOR)	73/ 5.2	6.7	5.5	7.6	7.4	6.3	150/2355	1263/15.3	13.8	15.3	117	6.7	91	1134	WDIZ-F
11. WJYO-F (AC)	62/ 4.4	5.5	4.8	5.4	4.3	5.0	134/2027	1051/12.7	13.0	10.9	143	4.4	60	887	WJYO-F
12. WHLY-F (CHR)	60/ 4.2	3.8	5.6	3.9	4.7	4.4	95/1978	1140/13.8	16.9	15.4	62	5.2	71	1475	WHLY-F
13. WLOQ-F (J/NA)	54/ 3.8	3.4	2.2	3.3	1.6	3.2	60/890	773/ 9.4	7.0	5.4	155	3.6	49	964	WLOQ-F
14. WWLV-F (EZ)	35/ 2.5	1.7	1.8	1.1	1.6	1.8	144/1501	433/ 5.2	5.0	5.2	72	1.7	23	291	WWLV-F
15. WPCV-F (C)	18/ 1.3	1.3	0.5	0.8	0.9	1.0	100/1229	257/ 3.1	4.0	3.4	85	0.6	8	168	WPCV-F
16. WPRD (REL)	15/ 1.1	1.9	0.4	1.2	1.8	1.1	15/184	184/ 2.2	2.3	3.8	36	0.4	5	217	WPRD
WONQ (SP)	15/ 1.1	0.5	1.0	----	----	0.6	15/105	98/ 1.2	0.8	0.0	100				WONQ
18.															
19.															
20.															

12+ FM SHARE (METRO): 83.40% (1080 of 1295) (SPG 88: 78.00%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBJW-AF>>1 WHTQ-F	1 WSTF-F<	1 WSTF-F	1 WSTF-F	1 WSTF-F	1 WSSP-F	1 WWKA-F>	1 WWKA-F<	1 WSTF-F<	1 WDBO	1 WDBO >>
2 WHLY-F	2 WJHM-F	2 WHTQ-F	2 WWKA-F	2 WWKA-F>	2 WWKA-F<	2 WDBO <	2 WSSP-F<	2 WWKA-F	2 WJHM-F	2 WHTQ-F>>
3 WJHM-F	3 WSTF-F>	3 WJHM-F	3 WOCL-F	3 WOCL-F	3 WDBO >	3 WSTF-F	3 WSTF-F>	3 WSSP-F	3 WBJW-AF<	3 WWKA-F
4 WHTQ-F	4 WDIZ-F>	4 WWKA-F	4 WHTQ-F	4 WHTQ-F	4 WWNZ	4 WBJW-AF	4 WHTQ-F	4 WHTQ-F	4 WHTQ-F	4 WHTQ-F
5	5 WBJW-AF	5 WOCL-F	5	5	5 WOCL-F<	5 WJHM-F<	5 WJHM-F	5 WJHM-F	5 WSTF-F	5
6	6	6 WDIZ-F	6	6	6 WSTF-F	6 WHTQ-F	6	6	6	6

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 WSTF-F	1 WSTF-F>	1 WSTF-F>	1 WSTF-F>	1 WHTQ-F	1 WHTQ-F>	1 WDIZ-F	1 WHTQ-F	1 WWKA-F<
2 WHLY-F>	2 WJHM-F	2 WHTQ-F>	2 WJHM-F	2 WWKA-F>	2 WJHM-F>>	2 WDIZ-F<	2 WHTQ-F	2 WDIZ-F	2 WOCL-F
3 WBJW-AF	3 WHTQ-F	3 WBJW-AF	3 WWKA-F	3 WJYO-F	3 WDIZ-F>	3 WJHM-F>	3 WSTF-F>	3 WJHM-F	3 WDIZ-F
4 WHTQ-F	4 WBJW-AF	WJYO-F	4 WJYO-F<	4 WHTQ-F<	4 WBJW-AF	4 WSTF-F>	4 WLOQ-F	4 WOCL-F	4 WSTF-F
5 WLOQ-F	5 WHLY-F	WJHM-F	5 WBJW-AF<	5 WJHM-F<	WSTF-F	5 WWKA-F	5 WJHM-F	5 WWKA-F<	5 WHTQ-F
6 WSTF-F	6	6 WWKA-F	6 WHTQ-F	6 WBJW-AF	6	6 WLOQ-F	6 WWKA-F	6 WSTF-F	6
		7 WLOQ-F							

FORMATS	AM	FM	TOTAL	%	SPG 88 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP	3 ( 1)	146 ( 2)	149 ( 3)	11.5	12.3	WHOO	990	Orlando	0.4/1.4
AOR/CLASSIC	5 ( 1)	187 ( 2)	192 ( 3)	14.8	12.3	WTLN	1520	Apopka	0.1/0.7
AC/OLDIES/SOFT ROCK		260 ( 3)	260 ( 3)	20.1	23.4	WTLN-F	95.3	Apopka	1.0/3.3
MOR/VARIETY	95 ( 1)		95 ( 1)	7.3	8.6	WXXO	1600	Winter Garden	0.6/3.3
COUNTRY		155 ( 2)	155 ( 2)	12.0	10.8				
BLACK/URBAN		112 ( 1)	112 ( 1)	8.6	9.4				
BEAUTIFUL/EASY		152 ( 2)	152 ( 2)	11.7	10.3				
NEWS/TALK	73 ( 1)		73 ( 1)	5.6	3.5				
NOSTALGIA					1.9				
RELIGION/GOSPEL	24 ( 3)	14 ( 1)	38 ( 4)	2.9	4.9				
SPANISH	15 ( 1)		15 ( 1)	1.2					
CLASSICAL									
JAZZ/NEW AGE		54 ( 1)	54 ( 1)	4.2	1.8				
UNKNOWN/OTHERS					0.9				
	215 ( 8)	1080 (14)	1295 (22)						

RADIO STATIONS

WDBO, 580, 5 KW (DA-N), MOR	ABC I, \$ 62.00 (Katz)	NewCity	Bob Longwell
WHOO, 990, 50 KW/5 KW (DA-N), BASICALLY A SIMULCAST WITH WHTQ-F			
WONQ, 1140, 4 KW (DAYS), HISPANIC	UPI, \$ 18.00 (Lotus)		George Arroyo
WPRD, 1440, 5 KW/1 KW (DA-N), RELIGION	TRNSTR, \$ 16.00 (---)		Albert Chubb
WVNZ, 740, 5 KW/1 KW (DA-N), NEWS/TALK	CBS, MBS, \$ 55.00 (Christal)	Guy Gannett	Mark Brewer
WBJW-F, 105.1, 95 KW @ 1310, CHR	, \$ 108.00 (Banner)	Nationwide	Rick Weinkauff
WDIZ-F, 100.3, 100 KW @ 1300, AOR	ABC R, \$ 90.00 (MMR)	Shamrock-Lynett	George Duffy
WHLY-F, 106.7, 100 KW @ 800, CHR	ABC D, \$ 66.00 (Durpetti)	Southern Starr	Ricki Black
WHTQ-F, 96.5, 100 KW @ 1609, AOR	, \$ 73.00 (Eastman)	TK	Gary Kines
WJHM-F, 101.9, 28 KW @ 1650, BLACK/URBAN	, \$ 58.00 (HNWH)	Beasley (DAYTONA BEACH)	---
WJYO-F, 107.7, 100 KW @ 1613, SOFT AC	, \$ 80.00 (MMR)	Metroplex	Peter Ferrara
WLOQ-F, 103.1, 3 KW @ 330, JAZZ	, \$ 48.00 (Banner)		John Gross
WOCL-F, 105.9, 100 KW @ 1650, OLDIES	APR, \$ 71.00 (Christal)	American (DELAND)	George Toulas
WSSP-F, 104.1, 100 KW @ 1609, BTFL/EZ	, \$ 70.00 (Christal)	Guy Gannett (COCOA BEACH)	Mark Brewer
WSTF-F, 101.1, 100 KW @ 1598, AC	, \$ 100.00 (Republic)	Capitol-Goodman	Don Peterson
WWKA-F, 92.3, 100 KW @ 1341, COUNTRY	, \$ 130.00 (Katz)	NewCity	Bob Longwell

MISCELLANEOUS COMMENTS: WHLY-F sold by Southern Starr to Taylor for \$12,000,000 (Stevens).

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

* CHR - Contemporart 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	*
*		*

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OXNARD-VENTURA

Arbitron Rank/Pop (12+): 109/327,500

MSA Rank/Pop: 77/636,700

Los Angeles ADI  
Average Person Ratings: 17.3  
Market TSL: 22.75 hours

Stations: 35/12  
Diaries: 758/432:1/49.6%  
Sample Target: 700  
% Below Line: 15.4  
% Not Listed: 12.7

1988 Revenue: \$8,100,000  
III Inc.: \$44,448  
Retail \$: 4.0 Bil  
Pop per Station: 27,291  
#1 Biller: KHAY-F \$1,400,000

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume
1. KCAQ-F (CHR)	63/11.1	----	8.5	----	6.7	----	81/1246	809/24.7	22.6	18.6	44			KCAQ-F
2. KHAY-F (C)	43/ 7.6	----	5.9	----	5.7	----	60/803	549/16.8	11.8	13.0	122			KHAY-F
3. KBBY-F (AC)	28/ 4.9	----	5.4	----	5.7	----	28/432	334/10.2	13.7	14.6	159			KBBY-F
4. KIIS-AF (CHR)	26/ 4.6	----	3.3	----	2.7	----	44/891	490/15.0	9.9	9.3	89			KIIS-AF
5. KTRO (SP)	25/ 4.4	----	3.0	----	5.7	----	40/362	243/ 7.4	6.9	8.6	125			KTRO
6. KRUZ-F (EZ)	24/ 4.2	----	3.3	----	5.1	----	55/832	334/10.2	7.4	8.6	55			KRUZ-F
7. KLOS-F (AOR)	23/ 4.1	----	6.5	----	4.5	----	51/835	341/10.4	12.7	11.5	141			KLOS-F
KOXR (SP)	23/ 4.1	----	7.0	----	6.7	----	24/272	235/ 7.2	8.4	9.0	127			KOXR
9. KRTH-F (AC)	19/ 3.4	----	3.0	----	5.7	----	41/704	395/12.1	8.9	13.1	126			KRTH-F
KODJ-F (AC)	19/ 3.4	----	1.3	----	1.2	----	32/502	290/ 8.9	5.9	6.1	135			KODJ-F
KBIG-F (AC)	19/ 3.4	----	3.3	----	2.7	----	31/557	315/ 9.6	6.5	7.6	121			KBIG-F
12. KNX (N/T)	18/ 3.2	----	2.8	----	2.9	----	36/950	444/13.6	9.1	11.0	81			KNX
13. KZTR-AF (AOR)	16/ 2.9	----	5.4	----	2.4	----	18/346	259/ 7.9	9.7	6.7	131			KZTR-AF
14. KQLZ-F (CHR)	16/ 2.8	----	0.7	----	0.4	----	24/596	297/ 9.1	3.1	2.2	32			KQLZ-F
KVEN (T)	16/ 2.8	----	3.7	----	3.7	----	16/277	257/ 7.8	11.4	9.9	82			KVEN

12+ FM SHARE (METRO): 77.13% (381 of 494) (SPG 88: 73.67%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KCAQ-F>>	1 KCAQ-F>	1 KCAQ-F>	1 KHAY-F	1 KHAY-F	1 KRUZ-F	1 KCAQ-F>	1 KCAQ-F	1 KCAQ-F>	1 KCAQ-F>>	1 KNX >
2 KIIS-AF>>	2 KHAY-F	2 KHAY-F	2 KBBY-F	2 KBBY-F>	2 KHAY-F>	2 KHAY-F	2 KHAY-F	2 KHAY-F>	2 KHAY-F	2 KVEN >>
3 KQLZ-F	3 KLOS-F	3 KBBY-F	3 KLOS-F	3 KLOS-F	3 KNX	3 KLOS-F	3 KBBY-F>	3 KBBY-F	3 KQLZ-F>	3 KPWR-F
KPWR-F>>	4 KTRO	4 KTRO <	4 KTRO	4 KTRO	4 KMPC	4 KIIS-AF	4 KRUZ-F	4 KIIS-AF	4 KVEN	KTRO
5	5 KIIS-AF	5 KLOS-F	5 KCAQ-F	5 KOXR <	KVEN	KBBY-F	5 KTRO <	5 KBIG-F	KTRO	KHAY-F
6	KBBY-F	6 KIIS-AF	6	6 KCAQ-F	6 KBBY-F	6	6 KMPC <	6	6	6
							7 KRTH-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 KCAQ-F>>	1 KCAQ-F>	1 KHAY-F	1 KCAQ-F>	1 KBBY-F	1 KCAQ-F>	1 KHAY-F	1 KLOS-F	1 KHAY-F	1 KHAY-F
2 KIIS-AF>>	2 KIIS-AF	KBBY-F	2 KBBY-F	2 KHAY-F	2 KQLZ-F>>	2 KLOS-F	KHAY-F>	2 KCAQ-F	2 KLOS-F
3	3 KTRO	3 KIIS-AF	3 KBIG-F	3 KCAQ-F	3 KIIS-AF	3 KCAQ-F	3 KTRO	3 KLOS-F	3 KOXR
4	KHAY-F	KZTR-AF	KTRO	4 KBIG-F	KZTR-AF>>	KQLZ-F	4 KOXR	4 KOXR	4 KBBY-F
5	KBBY-F	KTRO	5 KIIS-AF	KTRO	5	5 KTRO	KBBY-F	5 KBBY-F	5 KODJ-F

FORMATS	AM	FM	TOTAL	%	SPG 88		OTHER RATED STATIONS/METRO SHARE & CUME RATING			
						%				
TOP 40/CHR/CONTEMP		115 ( 4)	115 ( 4)	23.3	13.7	KDAR-F	98.3	Oxnard/Ventura		1.6/5.3
AOR/CLASSIC	2 ( 1)	58 ( 5)	60 ( 6)	12.1	13.3	KMYX-F	105.5	Ojai/Oxnard		1.1/4.2
AC/OLDIES/SOFT ROCK	6 ( 1)	91 ( 5)	97 ( 6)	19.6	20.4	KOGO	1590	Ventura		1.1/1.8
MOR/VARIETY						KXPT-F	96.7	SntaPaula/Vntra		1.4/5.5
COUNTRY		49 ( 2)	49 ( 2)	9.9	6.5					
BLACK/URBAN					7.1	KABC	790	Los Angeles		0.5/3.5
BEAUTIFUL/EASY		27 ( 2)	27 ( 2)	5.5	4.5	KDB -F	93.7	Santa Barbara		0.4/3.3
NEWS/TALK	42 ( 5)		42 ( 5)	8.5	10.6	KFAC-F	92.3	Los Angeles		0.5/2.2
NOSTALGIA	15 ( 1)		15 ( 1)	3.0	3.3	KFI	640	Los Angeles		0.5/2.7
RELIGION/GOSPEL		9 ( 1)	9 ( 1)	1.8	2.7	KIIS	1150	Los Angeles		
SPANISH	48 ( 2)	5 ( 1)	53 ( 3)	10.7	11.8	KJOI-F	98.7	Los Angeles		0.5/2.2
CLASSICAL		5 ( 2)	5 ( 2)	1.0	1.4	KKGO	540	Hesperia		
JAZZ/NEW AGE		14 ( 2)	14 ( 2)	2.8	2.0	KKGO-F	105.1	Los Angeles		0.5/2.7
UNKNOWN/OTHERS		8 ( 1)	8 ( 1)	1.6	2.7	KLSX-F	97.1	Los Angeles		0.7/2.8
	113 (10)	381 (25)	494 (35)			KLVE-F	107.5	Los Angeles		0.9/3.3
						KMPC	710	Los Angeles		2.7/6.7
						KOST-F	103.5	Los Angeles		1.1/3.1
						KPWR-F	105.9	Los Angeles		1.8/6.1
						KROQ-F	106.7	Pasadena		0.7/2.8
						KTMS	1250	Santa Barbara		0.4/2.0
						KTWV-F	94.7	Los Angeles		1.9/5.8
						KTYD-F	99.9	Snta Barb/Ventr		2.3/6.4

RADIO STATIONS

KOGO, 1590, 5 KW (DA-1)	, OLDIES	, \$ 13.00 (Katz)	Woods	Jack Woods
WOXR, 910, 5 KW/1 KW (DA-2)	, HISPANIC	, \$ 23.00 (Lotus)	Lotus	George Bradley
KTRO, 1520, 10 KW/1 KW (DA-2)	, HISPANIC	, \$ 19.00 (Caballero)		B.J. Young
KVEN, 1450, 1 KW	, TALK	ABC C, TALKNT, \$ 25.00 (Radio Time)		David Loe
KBBY-F, 95.1, 28 KW @ 95, AC		, \$ 33.00 (Katz)	Woods	Jack Woods
KCAQ-F, 104.7, 3 KW @ 2500, CHR		, \$ 32.00 (Mc-Guild)		Harold Frank
KDAR-F, 98.3, 3 KW @ 240, RELIGION		, \$ 11.00 (---)		Bob Dunker
KHAY-F, 100.7, 39 KW @ 1210, COUNTRY		, \$ 35.00 (Radio Time)		David Loe
KMYX-F, 105.5, 115 W @ 1240, COUNTRY		, \$ 17.00 (K & P)		Mike Thomas
KXPT-F, 96.7, 87 W @ 1500, ??		, \$ 14.00 (CBS)		John Graziuno
KZTR-F, 95.9, 43 W @ 700, CLASSIC AOR		, \$ 15.00 (Durpetti)		Steve Iker

KRUZ -- See Santa Barbara; OTHER RANKED STATIONS -- See Los Angeles

MISCELLANEOUS COMMENTS: KIEZ-F changes calls to KXPT (Feb.)...KZTR A/F (Camarillo) sold by Golden Bear to Adams for \$5,200,000 (Americom).



PENSACOLA

Arbitron Rank/Pop (12+): 125/292,300  
 MSA Rank/Pop: 136/351,500  
 Mobile ADI  
 Average Person Ratings: 17.2  
 Market TSL: 23.5 hours

Stations: 16/10  
 Diaries: 650/450:1/51.5%  
 Sample Target: 640  
 % Below Line: 0.0  
 % Not Listed: 11.9

1988 Revenue: \$7,600,000  
 HH Inc.: \$30,324  
 Retail \$: 2.2 Bil  
 Pop per Station: 29,230  
 #1 Biller: WOWW-F \$2,000,000

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WOWW-F (C)	54/10.7	10.2	12.7	12.0	10.5	----	81/706	486/16.6	18.0	19.6	106	10.4	56	611	WOWW-F
2. WXBM-F (C)	49/ 9.7	6.5	5.4	7.8	6.4	----	63/681	436/14.9	9.8	13.5	116	8.6	46	544	WXBM-F
3. WTKX-F (AOR)	41/ 8.1	9.0	8.7	9.1	8.8	----	66/865	552/18.9	14.3	16.0	95	9.5	51	611	WTKX-F
4. WBLX-F (B)	39/ 7.7	12.7	11.2	10.4	11.7	----	68/720	406/13.9	15.4	16.7	96	14.0	75	486	WBLX-F
5. WABB-F (CHR)	36/ 7.1	8.4	7.8	10.0	9.5	----	63/1033	601/20.6	20.4	24.3	69	10.1	54	761	WABB-F
WMEZ-F (EZ)	36/ 7.1	7.4	8.7	8.4	10.9	----	61/827	435/11.9	16.8	19.2	79	4.9	26	361	WMEZ-F
7. WCOA (MOR)	33/ 6.5	6.3	8.3	6.2	6.6	----	33/391	374/12.8	13.3	14.6	60	8.4	45	460	WCOA
8. WAVH-F (AC)	32/ 6.3	6.5	4.7	4.7	----	----	52/629	420/14.4	11.9	0.0	151	7.1	38	357	WAVH-F
9. WJLQ-F (CHR)	29/ 5.8	6.5	5.8	5.8	7.0	----	34/702	484/16.6	16.6	19.3	121	5.0	27	773	WJLQ-F
10. WBOP (B)	27/ 5.4	4.5	5.4	6.2	5.3	----	27/277	277/ 9.5	9.8	11.2	72	2.2	12	377	WBOP
11. WGCX-F (AOR)	23/ 4.6	4.5	6.7	6.2	7.8	----	34/556	314/10.7	13.9	19.3	130	4.7	25	473	WGCX-F
12. WKRG-F (AC)	16/ 3.2	3.9	2.0	2.4	4.1	----	26/523	305/10.4	7.5	11.9	131	4.5	24	343	WKRG-F
13. WWSF-F (CHR)	12/ 2.4	----	----	----	----	----	46/630	229/ 7.8	0.0	0.0	58	1.7	9	117	WWSF-F
14. WHYM (REL)	10/ 2.0	2.0	2.0	0.4	1.4	----	10/112	112/ 3.8	2.6	2.9	55	0.6	3	82	WHYM

12+ FM SHARE (METRO): 82.66% (367 of 444) (SPG 88: 81.89%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WABB-F>>	1 WTKX-F>	1 WTKX-F	1 WAVH-F	1 WXBM-F	1 WOWW-F	1 WOWW-F<	1 WXBM-F	1 WXBM-F<	1 WBLX-F	1 WCOA >>
2 WBLX-F>>	2 WGCX-F	2 WOWW-F	WOWW-F<	WOWW-F	2 WMEZ-F	2 WXBM-F	2 WMEZ-F<	2 WOWW-F	2 WCOA >	2 WBLX-F>
3 WWSF-F	WXBM-F	3 WXBM-F	3 WXBM-F	3 WAVH-F	WCOA <	3 WABB-F	3 WOWW-F	3 WTKX-F	3 WABB-F<	3 WTKX-F
4	4 WOWW-F	4 WAVH-F	4 WTKX-F	4 WTKX-F<	4 WXBM-F	4 WCOA <	4 WTKX-F<	4 WABB-F	4 WTKX-F>	4 WXBM-F
5	5 WJLQ-F	5 WBLX-F	5 WBLX-F	5 WBLX-F	5	5 WAVH-F	5 WAVH-F	5 WMEZ-F	5 WOWW-F	WOWW-F
6				6 WJLQ-F						WMEZ-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 WABB-F>	1 WBLX-F	1 WBLX-F>	1 WBLX-F>	1 WBLX-F	1 WTKX-F>>	1 WTKX-F>	1 WGCX-F	1 WTKX-F>	1 WXBM-F
2 WBLX-F>	2 WABB-F>	2 WTKX-F	2 WOWW-F	WOWW-F	2 WGCX-F	2 WGCX-F	2 WXBM-F	2 WAVH-F	2 WAVH-F
3 WOWW-F	3 WTKX-F	WBOP	3 WABB-F	3 WXBM-F	WXBM-F	3 WXBM-F	WTKX-F	WXBM-F	3 WTKX-F
WJLQ-F	WOWW-F	4 WOWW-F	4 WXBM-F	4 WMEZ-F	4 WOWW-F>>	4 WJLQ-F	WJLQ-F>	4 WGCX-F	WOWW-F
5	5 WJLQ-F	5	5	WJLQ-F	5 WWSF-F	5 WOWW-F	5 WAVH-F	WOWW-F	5 WGCX-F
	WBOP			WBOP	WJLQ-F		WOWW-F		6 WJLQ-F

FORMATS	AM	FM	TOTAL	%	SPG 88	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		77 ( 3)	77 ( 3)	17.3	15.1	WFXP 980 Gulf Breeze/Pen 0.6/2.8
AOR/CLASSIC		64 ( 2)	64 ( 2)	14.4	9.7	WPFA 790 Pensacola 0.8/1.5
AC/OLDIES/SOFT ROCK	3 ( 1)	48 ( 2)	51 ( 3)	11.5	15.6	
MOR/VARIETY	33 ( 1)		33 ( 1)	7.4	9.2	
COUNTRY		103 ( 2)	103 ( 2)	23.2	20.1	
BLACK/URBAN	27 ( 1)	39 ( 1)	66 ( 2)	14.9	18.4	
BEAUTIFUL/EASY		36 ( 1)	36 ( 1)	8.1	9.7	
NEWS/TALK						
NOSTALGIA						
RELIGION/GOSPEL	14 ( 2)		14 ( 2)	3.2	2.2	
SPANISH						
CLASSICAL						
JAZZ/NEW AGE						
UNKNOWN/OTHERS						
	77 ( 5)	367 (11)	444 (16)			

RADIO STATIONS

WBOP, 1230, 1 KW	, BLACK	NBN, \$ 17.00 (Durpetti)	Holt	Lewis Lee
WCOA, 1370, 5 KW (DA-2)	, MOR	SUN, MBS, \$ 20.00 (Mc-Guild)	First City	Jim Colley
WHYM, 610, 500 W (DAYS)	, RELIGION	UPI, \$ 8.00 (---)	Swaggert	Bob Rogers
WJLQ-F, 100.7, 100 KW @ 1555, CHR		ABC C, \$ 29.00 (Mc-Guild)	First City	Jim Colley
WMEZ-F, 94.1, 100 KW @ 1328, BTFL/EZ		ABC D, \$ 30.00 (Torbet)		Gene Pfalzer
WOWW-F, 107.3, 100 KW @ 1428, COUNTRY		US 2, \$ 45.00 (Katz)	Colonial	---
WTKX-F, 101.5, 100 KW @ 493, AOR		ABC R, \$ 33.00 (Banner)	Holt	Lewis Lee
KXEM-F, 102.7, 100 KW @ 1328, COUNTRY		MBS, \$ 24.00 (Torbet)		Lou Mahacek

WWSF -- See Fort Walton Beach in "Small Market Edition." OTHER RANKED STATIONS -- See Mobile  
 MISCELLANEOUS COMMENTS: WOWW-F sold by Colonial to Sun Group for \$5,000,000.

PEORIA

Arbitron Rank/Pop (12+): 120/294,500

Stations: 17/11  
Diaries: 817/360:1/59.9%  
Sample Target: 700  
% Below Line: 5.8  
% Not Listed: 10.7

1988 Revenue: \$7,200,000  
HH Inc.: \$36,886  
Retail \$: 2.2 Bil  
Pop per Station: 26,772  
#1 Biller: WKZW-F \$1,300,000

MSA Rank/Pop: 142/331,500  
ADI #113 (w/Bloomington)  
Average Person Ratings: 15.7  
Market TSL: 20.75 hours

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume
1. WWCT-F (AOR)	71/15.8	16.3	12.5	16.3	15.2	----	87/1055	735/25.6	21.2	26.6	103	18.2	91	884
2. WKZW-F (CHR)	67/14.9	16.1	19.9	15.0	16.4	----	109/1649	968/33.7	35.0	36.6	81	20.0	100	1009
3. WSWT-F (EZ)	62/13.8	16.9	15.4	15.5	13.3	----	90/1128	738/25.7	23.1	21.6	72	7.8	39	498
4. WMBD (MOR)	47/10.4	8.8	7.8	7.9	8.4	----	50/701	661/23.0	16.6	20.7	76	9.6	48	676
5. WXCL (C)	33/7.3	6.3	7.6	8.2	9.3	----	36/409	372/12.9	11.8	17.4	108	7.2	36	379
6. WIRL (AC)	22/4.9	4.6	7.8	7.1	7.4	----	30/562	451/15.7	16.1	19.6	129	6.0	30	430
7. WKQA-F (AC)	19/4.2	3.8	3.8	4.2	5.5	----	23/447	375/13.1	10.7	14.0	138	3.6	18	283
8. WTAZ-F (T)	18/4.0	2.9	3.1	2.0	2.9	----	20/367	323/11.2	8.4	6.5	95	3.8	19	239
WGLO-F (AC)	18/4.0	4.0	2.6	3.8	4.6	----	19/371	345/12.0	9.0	11.1	158	2.6	13	298
10. WBZM-F (O)	16/3.6	1.7	3.3	2.2	1.7	----	17/230	210/7.3	9.5	2.8	161	3.8	19	296

12+ FM SHARE (METRO): 69.15% (278 of 402) (SPG 88: 69.69%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKZW-F>>	1 WWCT-F>>	1 WWCT-F>	1 WWCT-F>	1 WWCT-F>	1 WSWT-F	1 WMBD	1 WSWT-F	1 WWCT-F>	1 WWCT-F	1 WMBD >
2 WWCT-F>>	2 WKZW-F>>	2 WKZW-F>>	2 WKZW-F>	2 WKZW-F	2 WMBD >	2 WKZW-F>	2 WWCT-F	2 WSWT-F	2 WKZW-F>>	2 WWCT-F>>
3 WSWT-F>	3 WSWT-F	3 WSWT-F>	3 WSWT-F	3 WSWT-F	3 WXCL >	3 WSWT-F<	3 WKZW-F>	3 WKZW-F>	3 WMBD	3 WSWT-F
4 WKQA-F	4 WMBD	4 WMBD	4 WXCL	4 WIRL	4 WWCT-F	4 WMBD <	4 WXCL	4 WTAZ-F	4 WTAZ-F	4 WTAZ-F
5	5 WKQA-F	5 WXCL	5 WMBD	5	5	5 WXCL	5 WMBD	5 WSWT-F	5	5 WKZW-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 WKZW-F>>	1 WKZW-F	1 WWCT-F	1 WKZW-F	1 WSWT-F	1 WWCT-F>>	1 WWCT-F>>	1 WWCT-F>>	1 WWCT-F>>	1 WWCT-F>
2 WWCT-F>>	2 WWCT-F>	2 WKZW-F	2 WWCT-F>	2 WKZW-F	2 WKZW-F>>	2 WKZW-F>>	2 WKZW-F>>	2 WKZW-F>>	2 WKZW-F>
3 WSWT-F>	3 WSWT-F	3 WSWT-F>	3 WSWT-F>	3 WSWT-F	3 WTAZ-F>>	3 WTAZ-F	3 WXCL	3 WXCL	3 WXCL
4 WKQA-F>>	4 WKQA-F>>	WKQA-F>	4 WKQA-F	4 WMBD	4	4	WGLO-F	WMBD	4 WSWT-F
5	5	5 WIRL	5	5 WIRL	5	5	5	WBZM-F	WMBD

FORMATS	AM	FM	TOTAL	%	SPG 88 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		70 (2)	70 (2)	17.4	22.8	WPEO 1020 Peoria 0.7/3.3
AOR/CLASSIC		71 (1)	71 (1)	17.7	13.7	
AC/OLDIES/SOFT ROCK	25 (2)	53 (3)	78 (5)	19.4	21.0	WAAG-F 94.9 Galesburg 0.9/2.4
MOR/VARIETY	51 (2)		51 (2)	12.7	8.5	WBNQ-F 101.5 Bloomington/Nrm 0.7/4.7
COUNTRY	33 (1)	4 (1)	37 (2)	9.2	10.6	WGN 720 Chicago 2.2/8.2
BLACK/URBAN						WJBC 1230 Bloomington 0.9/1.8
BEAUTIFUL/EASY		62 (1)	62 (1)	15.4	16.8	WLS 890 Chicago 0.7/4.4
NEWS/TALK	12 (2)	18 (1)	30 (3)	7.5	6.0	WLUP 1000 Chicago 0.4/1.4
NOSTALGIA						
RELIGION/GOSPEL	3 (1)		3 (1)	0.7	0.5	
SPANISH						
CLASSICAL						
JAZZ/NEW AGE						
UNKNOWN/OTHERS						
	124 (8)	278 (9)	402 (17)			

RADIO STATIONS

WIRL, 1290, 5 KW (DA-2)	, AC	ACB E MBS, \$ 25.00 (Christal)	Comm. Service	Jim Glassman
WMBD, 1470, 5 KW (DA-2)	, MOR	CBS, \$ 34.00 (Katz)	Midwest TV	---
WPEO, 1020, 1 KW (DAYS)	, RELIGION	, \$ 11.00 (---)		Bob Ulrich
WXCL, 1350, 1 KW (DA-2)	, COUNTRY	, \$ 27.00 (Banner)		---
WBZM-F, 94.3, 3 KW @ 300, OLDIES		SMN, \$ 14.00 (K & P)	(CHILLICOTHE)	William Bro
WGLO-F, 95.3, 25 KW @ 640, AC		NBC, \$ 15.00 (Roslin)	(PEKIN)	Jerry Scott
WKQA-F, 104.9, 3 KW @ 265, AC		US 1, \$ 20.00 (Banner)		---
WKZW-F, 93.3, 40 KW @ 548, CHR		, \$ 40.00 (Katz)	Midwest TV	---
WSWT-F, 106.9, 50 KW @ 480, BTFL/EZ		ABC E, \$ 31.00 (Christal)	Comm. Service	Jim Glassman
WTAZ-F, 102.3, 3 KW @ 300, TALK		ABC T, TALKNT, \$ 13.00 (---)	(MORTON)	---
WWCT-F, 105.7, 36 KW @ 571, AOR		SOURCE, \$ 36.00 (HNWH)		Bruce Foster

PHILADELPHIA

Arbitron Rank/Pop (12+): 5/4,084,900

MSA Rank/Pop: 4/4,873,100  
ADI # 4

Average Person Ratings: 19.4

Market TSL: 25.50 hours

Stations: 29/23  
Diaries: 2942/1388:1/55.4%  
Sample Target: 2440  
% Below Line: 2.9  
% Not Listed: 10.6

1988 Revenue: \$122,000,000  
III Inc.: \$35,793  
Retail \$: 36.0 Bil  
Pop per Station: 177,604  
#1 Biller: WMMR-F \$14,900,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume
1. KYW (N)	563/ 7.1	7.2	6.5	6.8	6.9	6.9	609/12295	11026/27.0	27.1	26.8	75	6.3	515	9618
2. WMMR-F (AOR)	551/ 6.9	8.1	7.7	8.0	7.8	7.7	783/11126	7830/19.2	20.7	19.5	135	10.0	813	9373
3. WUSL-F (B)	548/ 6.9	7.1	7.5	7.1	8.2	7.2	667/7291	5844/14.3	14.9	14.7	91	10.2	828	7767
4. WEAZ-F (EZ)	523/ 6.6	5.9	5.7	5.9	6.1	6.0	646/8679	6945/17.0	15.8	14.6	115	4.3	348	4074
5. WEGX-F (CHR)	484/ 6.1	7.9	7.9	6.7	7.0	7.2	563/10212	8435/20.6	20.5	18.6	79	7.7	627	9129
6. WPEN (BB)	464/ 5.8	5.3	5.1	6.6	6.3	5.7	496/4766	4341/10.6	9.6	10.6	22	4.8	387	3252
7. WIOQ-F (CHR)	385/ 4.8	3.1	2.5	2.3	2.5	3.2	446/7801	6494/15.9	8.4	9.0	67	6.1	493	6563
8. WKSZ-F (AC)	363/ 4.6	4.9	4.8	4.5	5.5	4.7	422/5864	4915/12.0	12.9	13.9	128	3.0	247	3980
9. WMGK-F (AC)	362/ 4.6	4.3	4.7	4.1	4.1	4.4	410/6758	5703/14.0	12.4	12.9	141	2.7	221	3594
10. WYSP-F (AOR)	356/ 4.5	4.5	4.9	5.8	4.8	4.9	490/8861	6246/15.3	16.6	14.6	131	5.0	408	6380
11. WWDB-F (T)	353/ 4.4	3.6	4.6	4.6	4.4	4.3	415/4865	3986/ 9.8	10.0	8.7	75	5.8	469	3448
12. WXTU-F (C)	320/ 4.0	4.0	4.1	4.5	4.3	4.2	470/6372	4318/10.6	9.7	9.1	113	4.8	394	4213
13. WDAS-F (B)	300/ 3.8	3.3	3.0	3.6	3.5	3.4	325/4258	3782/ 9.3	9.0	9.2	116	3.9	321	3892
14. WCAU (T)	269/ 3.4	3.5	3.2	3.4	4.1	3.4	307/6245	5244/12.8	12.2	13.7	68	3.1	255	3917
15. WOGL-F (O)	253/ 3.2	3.4	2.4	2.3	3.0	2.8	354/5977	4362/10.7	9.5	10.3	159	2.8	228	3916
16. WSNI-F (AC)	231/ 2.9	3.1	4.0	4.6	3.4	3.7	257/5244	4410/10.8	12.4	10.3	134	2.9	233	3522
17. WFLN-F (CL)	182/ 2.3	2.8	2.4	2.2	1.7	2.4	251/3962	3012/ 7.4	6.1	6.1	104	2.4	195	2652
18. WIP (N/T)	146/ 1.8	1.8	3.1	1.6	1.0	2.1	163/3824	3394/ 8.3	11.5	4.7	111	1.4	118	2376
19. WDAS (B)	79/ 1.0	0.8	1.0	1.1	1.2	1.0	79/1516	1480/ 3.6	3.0	4.2	110	0.7	59	797
20.														

12+ FM SHARE (METRO): 76.59% (5438 of 7100) (SPG 88: 74.87%)

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

FORMATS	SPG 88					OTHER RATED STATIONS/METRO SHARE & CUME RATING			
	AM	FM	TOTAL	%	%				
TOP 40/CHR/CONTEMP		964 ( 4)	964 ( 4)	13.6	8.0	WEAZ	560	Philadelphia	0.4/1.7
AOR/CLASSIC		907 ( 2)	907 ( 2)	12.8	14.0	WHAT	1340	Philadelphia	0.6/1.5
AC/OLDIES/SOFT ROCK	41 ( 1)	1278 ( 6)	1319 ( 7)	18.6	22.0	WPGR	1540	Philadelphia	0.5/0.8
MOR/VARIETY						WZZD	990	Philadelphia	0.3/1.6
COUNTRY		320 ( 1)	320 ( 1)	4.5	4.7				
BLACK/URBAN	79 ( 1)	848 ( 2)	927 ( 3)	13.1	14.2	WBYO-F	107.5	Boyertown	0.3/0.6
BEAUTIFUL/EASY	34 ( 1)	562 ( 2)	596 ( 3)	8.4	7.5	WFMZ-F	100.7	Allentown	0.5/1.4
NEWS/TALK	978 ( 3)	353 ( 1)	1331 ( 4)	18.7	18.1	WJBR-F	99.5	Wilmington	0.6/2.4
NOSTALGIA	464 ( 1)		464 ( 1)	6.5	8.0	WKXW-F	101.5	Trenton	0.3/1.2
RELIGION/GOSPEL	66 ( 2)	24 ( 1)	90 ( 3)	1.3	1.3	WPST-F	97.5	Trenton/Phily	0.8/3.1
SPANISH						WSTW-F	93.7	Wilmington	0.4/2.4
CLASSICAL		182 ( 1)	182 ( 1)	2.6	1.9				
JAZZ/NEW AGE									
UNKNOWN/OTHERS									
	1662 ( 9)	5438 (20)	7100 (29)						

AM STATIONS

KYW , 1060, 50 KW (DA-1)	NEWS	NBC, APR, \$ 290.00 (Group W)	Westinghouse	Roy Shapiro
WCAU, 1210, 50 KW	TALK	CBS, \$ 150.00 (CBS)	CBS	Chris Witting
WDAS, 1480, 5 KW/1 KW (DA-2)	BLACK	NBN, \$ 45.00 (Banner)		Kernie Anderson
WEAZ, 560, 5 KW (DA-2)	OLDIES	\$ 40.00 (Mc-Guild)		Jim DeCaro
WHAT, 1340, 1 KW	GOSPEL	SBN, \$ 47.00 (Roslin)		---
WIP , 610, 5 KW (DA-1)	SPORTS	ABC E, MBS, \$ 80.00 (Katz)		Art Camiola
WPEN, 950, 5 KW (DA-N)	NOSTALGIA	CNN, \$ 150.00 (MMR)	Greater Media	Larry Wexler
WPGR, 1540, 50 KW (DAYS, DA)	OLDIES	US 1, \$ 40.00 (Durpetti)	Pyramid	Bill Cusack
WZZD, 990, 50 KW/10 KW(DA-2)	RELIGION	\$ 30.00 (---)	Communicom	Jennifer Lear

FM STATIONS

WDAS, 105.3, 3 KW @ 800	BLACK	\$ 90.00 (Banner)		Kernie Anderson
WEAZ, 101.1, 14 KW @ 900	EZ	\$ 190.00 (Mc-Guild)		Jim DeCaro
WEGX, 106.1, 23 KW @ 740	CHR	ABC C, \$ 170.00 (Eastman)	Malrite LP	David Noll
WFLN, 95.7, 50 KW @ 490	CLASSICAL	\$ 95.00 (CMBS)	Marlin	Richard Tedesco
WIOQ, 102.1, 30 KW @ 650	CHR/URBAN	\$ 120.00 (HNWH)	EZ	Mike Marder
WKSZ, 100.3, 35 KW @ 600	SOFT AC	\$ 160.00 (Katz)		Rick Marston
WMGK, 102.9, 9 KW @ 1140	AC	\$ 200.00 (MMR)	Greater Media	Larry Wexler
WMMR, 93.3, 25 KW @ 670	AOR	SOURCE, \$ 320.00 (Katz)	Legacy	Michael Craven
WUGL, 98.1, 12 KW @ 1000	OLDIES	CBS, \$ 145.00 (CBS)	CBS	Stephen Carver
WSNI, 104.5, 13 KW @ 873	AC	US 1, \$ 167.00 (Durpetti)	Pyramid	Bill Cusack
WUSL, 98.9, 18 KW @ 830	BLACK/URBAN	ABC F, \$ 190.00 (Mc-Guild)	Tak	Bruce Holberg
WWDB, 96.5, 17 KW @ 829	TALK	ABC I, \$ 100.00 (Republic)	Panache	Charles Schwartz
WXTU, 92.5, 15 KW @ 900	COUNTRY	MBS, \$ 145.00 (Republic)	Beasley	Jeff Laird
WYSP, 94.1, 16 KW @ 900	CLASSIC AOR	APR, \$ 166.00 (Torbet)	Infinity	Ken Stevens

CALL LETTER CHANGES

WFIL changes to WEAZ (June)

FORMAT CHANGES

WIOQ changes from OLDIES to CHR/URBAN.

STATION SALES

WHAT sold for \$1,650,000 (Chapman)...WFIL sold to Douglas for \$6,500,000 (Crisler & Americom).

PHOENIX

Abitron Rank/Pop (12+): 23/1,683,300

Stations: 29/29  
Diaries: 1449/1162:1/53.8%  
Sample Target: 1460  
% Below Line: 0.0  
% Not Listed: 66.7

1988 Revenue: \$68,500,000  
HH Inc.: \$32,627  
Retail \$: 14.4 Bil  
Pop per Station: 58,044  
#1 Biller: KNIX-AF \$11,600,000

MSA Rank/Pop: 20/2,023,100

ADI # 21

Average Person Ratings: 19.4

Market TSL: 22.25 hours

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. KNIX-AF (C)	349/12.2	12.3	14.0	11.6	13.0	12.5	429/4561	3707/22.0	25.0	24.3	117	12.8	353	3511	KNIX-AF
2. KZZP-AF (CHR)	225/ 9.0	8.8	9.1	10.3	9.5	9.3	276/4200	3879/22.9	24.9	23.8	67	15.6	466	4645	KZZP-AF
3. KTAR (N/T)	225/ 7.9	7.7	8.3	10.3	10.5	8.6	234/3375	3145/18.7	20.9	21.1	71	6.5	200	2878	KTAR
4. KUPD-F (AOR)	219/ 7.7	6.5	7.1	7.3	7.0	7.2	233/2749	2574/15.3	14.1	15.3	79	9.9	302	2860	KUPD-F
5. KMEO-AF (EZ)	190/ 6.6	9.0	9.7	9.8	9.5	8.8	203/2641	2467/14.7	16.3	18.0	56	5.5	163	2308	KMEO-AF
6. KKLT-F (AC)	156/ 5.5	5.2	6.1	4.6	4.4	5.3	166/2593	2403/14.3	14.7	12.6	133	2.7	83	2344	KKLT-F
7. KSLX-AF (AOR)	129/ 4.5	4.4	3.2	4.2	4.5	4.1	131/2015	1921/11.4	9.7	10.7	153	5.8	178	1470	KSLX-AF
8. KOY -F (CHR)	126/ 4.4	4.4	4.8	4.1	3.8	4.4	137/3045	2659/15.8	14.8	13.3	73	5.3	162	2541	KOY -F
9. KDKB-F (AOR)	96/ 3.4	3.7	3.0	3.9	4.3	3.5	103/2244	2016/12.0	11.0	12.6	124	5.0	152	2013	KDKB-F
10. KFYI (N/T)	95/ 3.3	2.6	3.3	4.1	4.3	3.3	96/1252	1200/ 7.1	7.4	9.9	79	2.5	77	827	KFYI
11. KMLE-F (C)	94/ 3.3	2.5	0.7	0.4	0.4	1.7	99/1259	1185/ 7.0	3.1	2.3	155	2.3	69	935	KMLE-F
12. KESZ-F (AC)	85/ 3.0	3.4	3.4	2.0	2.6	3.0	95/1460	1362/ 8.1	8.2	7.6	143	1.6	48	1321	KESZ-F
13. KOY (BB)	84/ 3.0	2.4	1.0	1.2	1.5	1.9	93/1465	1357/ 8.1	4.3	5.2	53	3.1	95	1086	KOY
14. KOOL-F (O)	84/ 3.0	2.3	4.6	2.8	4.1	3.2	91/1819	1733/10.3	11.5	10.2	163	2.8	57	848	KOOL-F
15. KAMJ-F (AC)	76/ 2.7	2.2	2.8	3.2	3.2	2.7	89/1407	1307/ 7.8	7.8	9.6	111	1.4	42	553	KAMJ-F
16. KKFR-F (CHR)	73/ 2.6	2.9	2.9	3.3	2.8	2.9	86/2093	1862/11.1	11.8	10.8	62	3.2	98	1684	KKFR-F
17. KOOL (O)	62/ 2.2	2.0	2.6	1.7	2.4	2.1	66/999	956/ 5.7	6.2	3.8	155	1.9	57	848	KOOL
18. KLFF (BB)	59/ 2.1	1.5	2.0	1.7	1.7	1.8	59/721	721/ 4.3	4.1	3.4	14	2.1	63	547	KLFF
19. KVVA (SP)	42/ 1.5	1.8	1.2	1.0	----	1.4	44/421	392/ 2.3	2.3	0.0	140	1.4	42	436	KVVA
20. KONC-F (CL)	33/ 1.2	1.5	0.9	0.8	0.9	1.1	33/450	442/ 2.6	3.1	2.0	75	1.0	30	410	KONC-F
21. KUKQ (?)	32/ 1.1	----	0.5	0.3	----	0.5	32/329	322/ 1.9	1.4	0.0	64				KUKQ
22. KGRX-F (J/NA)	29/ 1.0	1.6	1.0	1.4	1.1	1.3	31/565	497/ 3.0	3.0	2.8	170	1.3	40	521	KGRX-F
23.															
24.															
25.															

12+ FM SHARE (METRO): 73.19% (1933 of 2641) (SPG 88: 75.03%)

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

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-AF	1 KZZP-AF<	1 KKLT-F	1 KNIX-AF	1 KNIX-AF>	1 KUPD-F>>	1 KUPD-F>>	1 KSLX-AF<	1 KUPD-F>	1 KNIX-AF>
2 KUPD-F>	2 KUPD-F	2 KSLX-AF	2 KZZP-AF	2 KKLT-F>	2 KZZP-AF>	2 KSLX-AF	2 KUPD-F	2 KNIX-AF<	2 KSLX-AF
3 KOY -F	3 KKLT-F	KNIX-AF	3 KKLT-F	3 KZZP-AF	3 KOY -F	3 KDKB-F	3 KDKB-F>	3 KSLX-AF	3 KUPD-F
4 KNIX-AF	4 KNIX-AF	4 KUPD-F	4 KUPD-F	4 KMEO-AF	4 KDKB-F	4 KZZP-AF>	4 KOOL-F	4 KDKB-F<	4 KTAR
5 KESZ-F	5 KOY -F	5 KZZP-AF	5 KESZ-F	KESZ-F	5 KUKQ	5 KOY -F	5 KZZP-AF	5 KZZP-AF	5 KDKB-F<
6 KKLT-F	6 KSLX-AF	KESZ-F<	6 KOY -F<	6 KSLX-AF	6 KKFR-F	6 KOOL-F	6 KNIX-AF<	6 KTAR <	6 KOOL-F<
7 KSLX-AF>>	7 KESZ-F>>	7 KOY -F	7	7 KTAR	7 KSLX-AF>>	7	7 KMLE-F	7 KOOL-F	7 KMLE-F
			8 KMLE-F	KMLE-F			8 KKLT-F		

FORMATS	AM	FM	TOTAL	%	SPG 88		OTHER RATED STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP		424 ( 3)	424 ( 3)	16.1	13.2	KFNN	1510	Mesa/Phoenix		0.5/0.8
AOR/CLASSIC		444 ( 3)	444 ( 3)	16.8	17.8	KPHX	1480	Phoenix		0.6/1.3
AC/OLDIES/SOFT ROCK	62 ( 1)	401 ( 4)	463 ( 5)	17.5	22.3	KRDS	1190	Tolleson		0.5/1.7
MOR/VARIETY					1.6	KSUN	1400	Phoenix		0.5/1.3
COUNTRY	41 ( 1)	402 ( 2)	443 ( 3)	16.8	14.0	KVVA-F	107.1	Apache Junction		0.6/1.0
BLACK/URBAN										
BEAUTIFUL/EASY	7 ( 1)	183 ( 1)	190 ( 2)	7.2	10.3					
NEWS/TALK	320 ( 2)		320 ( 2)	12.1	16.1					
NOSTALGIA	143 ( 2)		143 ( 2)	5.4	1.8					
RELIGION/GOSPEL	14 ( 1)		14 ( 1)	0.5	1.0					
SPANISH	75 ( 3)	17 ( 1)	92 ( 4)	3.5						
CLASSICAL		33 ( 1)	33 ( 1)	1.2	0.9					
JAZZ/NEW AGE		29 ( 1)	29 ( 1)	1.1	1.2					
UNKNOWN/OTHERS	46 ( 2)		46 ( 2)	1.7						
	708 (13)	1933 (16)	2641 (29)							

AM STATIONS

KASA, 1540, 10 KW (DAYS, DA), RELIGION					\$ 14.00 (---)	Ostrander-Wilson	---
KFNN, 1510, 10 KW (DAYS), ??					\$ 25.00 (---)	Broadcast Group	Bill Morse Fred Weber James Hastings
KFYI, 910, 5 KW (DA-N), NEWS/TALK					CBS, \$ 60.00 (Republic)		
KLFF, 1360, 5 KW/1 KW (DA-N), NOSTALGIA					ABC D, \$ 33.00 (---)		
KNIX, 1580, 50 KW (DA-1), SIMULCAST WITH KNIX-F							
KOOL, 960, 5 KW (DA-N), OLDIES					\$ 43.00 (HNWH)	Adams	Jim Seemiller
KOY, 550, 5 KW/1 KW, NOSTALGIA					ABC E, TRNSTR, \$ 28.00 (Christal)	Edens	Michael Horne
KPHX, 1480, 1 KW/500 W(DA-2), HISPANIC					CRC, \$ 28.00 (Caballero)		Joe Alvarado
KRDS, 1190, 5 KW/250 W(DA-2), RELIGION					\$ 16.00 (---)		Keith Passon
KSUN, 1400, 1 KW, HISPANIC					\$ 25.00 (Caballero)		Gloria Cavazos
KTAR, 620, 5 KW (DA-N), NEWS/TALK					ABC I, \$ 170.00 (CBS)	Pulitzer	Jim Tasarek
KUKQ, 1060, 5 KW/500 W(DA-N), ??					\$ 36.00 (Banner)		Lloyd Melton
KVVA, 860, 1 KW (DA-N), HISPANIC					\$ 35.00 (Lotus)		Pat Nugent
KXEG, 1010, 1 KW/250 W, RELIGION					\$ 10.00 (---)	Mid America	George Spicer

FM STATIONS

KAMJ, 101.5, 100 KW @ 1740, SOFT AC					\$ 78.00 (Banner)	EZ	Tony Perlongo
KDKB, 93.3, 100 KW @ 1480, AOR					\$ --- (Torbet)	Sandusky	Chuck Artique Jerry Ryan
KESZ, 99.9, 100 KW @ 1670, AC					\$ 65.00 (Eastman)		
KGRX, 100.3, 90 KW @ 210, JAZZ/NAC					ABC C, \$ 40.00 (Roslin)	First Cities (GLOBE)	Doug Tangeman
KKFR, 92.3, 100 KW @ 1646, CHR					\$ 63.00 (Republic)	Broadcast Group	Fred Weber
KKLT, 98.7, 115 KW @ 1650, AC					\$ 80.00 (CBS)	Pulitzer	Jim Taszarek
KMEO, 96.9, 100 KW @ 1556, BTFL/EZ					\$ 103.00 (Group W)	Westinghouse	Rick Green
KMLE, 107.9, 100 KW @ 1000, COUNTRY					\$ 60.00 (Durpetti)	Shamrock (CHANDLER)	J.D. Freeman
KNIX, 102.5, 100 KW @ 1610, COUNTRY					\$ 200.00 (Katz)	Buck Owens	Michael Owens
KONC, 106.3, 3 KW @ 330, CLASSICAL					ABC D, \$ 37.00 (---)	(SUN CITY)	Jim Hastings
KOOL, 94.5, 100 KW @ 1620, OLDIES					\$ 109.00 (HNWH)	Adams	Jim Seemiller
KSLX, 100.7, 100 KW @ 1847, CLASSIC AOR					\$ 85.00 (MMR)	Cook Inlet	Reid Reker
KOY, 95.5, 100 KW @ 1550, CHR					\$ 77.00 (Christal)	Edens	Michael Horne
KUPD, 97.9, 100 KW @ 1620, AOR					\$ 96.00 (Banner)		Lloyd Melton
KVVA, 107.1, 3 KW @ 330, HISPANIC					\$ 35.00 (Lotus)	(APPACHE JUNCTION)	Pat Nugent
KZZP, 104.7, 100 KW @ 1550, CHR					\$ 157.00 (Mc-Guild)	Nationwide	Dale Weber

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

KLFF, KONC-F (Glendale) sold for \$2,300,000.

PITTSBURGH

Arbitron Rank/Pop (12+): 18/1,964,400  
 MSA Rank/Pop: 19/2,100,400  
 ADI # 16  
 Average Person Ratings: 18.9  
 Market TSL: 24.5 hours

Stations: 33/33  
 Diaries: 1906/1031:1/58.0%  
 Sample Target: 1760  
 % Below Line: 0.0  
 % Not Listed: 8.9

1988 Revenue: \$48,000,000  
 HH Inc.: \$31,461  
 Retail \$: 13.0 Bil  
 Pop per Station: 59,527  
 #1 Biller: KDKA \$9,000,000

12+ METRO	1/4/SHARE	WIN				SPG				4 Book		12+ TSA		12+ METRO		%		Birch			Cume
		89	88	88	88	88	88	Avg.	1/4/CUME	CUME/CUME	RATING	FAL 88	SPG 88	25-54 Conversion	Share	AQH	Birch				
1. KDKA (MOR)	521/14.1	12.3	13.4	16.9	15.4	14.2	650/8435	6623/33.7	31.2	33.6	74	13.7	480	5796	KDKA						
2. WBZZ-F (CHR)	365/ 9.9	8.7	8.4	10.4	10.3	9.3	464/6659	5134/26.1	24.1	27.0	111	10.6	372	5487	WBZZ-F						
3. WSHH-F (EZ)	350/ 9.4	11.1	8.2	7.7	7.4	9.1	423/4427	3614/18.4	16.2	14.7	57	7.2	254	2415	WSHH-F						
4. WWSW-F (O)	269/ 7.3	5.4	6.1	5.6	5.4	6.1	350/4505	3425/17.4	16.0	13.0	163	4.8	169	2420	WWSW-F						
5. WDVE-F (AOR)	264/ 7.1	7.6	8.0	6.4	5.4	7.3	379/5011	3387/17.2	18.9	16.6	103	10.8	381	4454	WDVE-F						
6. WAMO-F (B)	205/ 5.5	5.5	4.6	6.3	6.2	5.5	231/2593	2223/11.3	9.7	10.3	96	9.3	325	2905	WAMO-F						
7. WLTJ-F (AC)	174/ 4.7	6.1	4.9	4.8	3.0	5.1	210/2704	2231/11.4	10.7	8.5	145	3.2	114	1179	WLTJ-F						
8. WMYG-F (AOR)	162/ 4.4	5.2	3.6	5.5	6.4	4.7	179/2691	2223/11.3	10.7	14.4	136	6.2	217	2590	WMYG-F						
9. WDSY-F (C)	154/ 4.2	3.9	4.5	3.7	3.5	4.1	219/2399	1753/ 8.9	9.3	7.7	117	3.1	110	1585	WDSY-F						
10. WTAE (N/T)	145/ 3.9	3.8	5.0	3.6	4.0	4.1	149/2492	2384/12.1	16.5	11.2	87	3.9	136	1565	WTAE						
11. WJAS (BB)	116/ 3.1	2.8	4.2	2.9	3.8	3.3	120/1482	1422/ 7.2	7.9	7.9	45	2.9	101	1059	WJAS						
12. KQV (N)	98/ 2.6	2.0	2.2	1.9	2.9	2.2	99/1847	1819/ 9.3	8.1	8.2	50	1.9	68	1335	KQV						
13. WHTX-F (AC)	96/ 2.6	3.5	4.4	4.7	3.8	3.8	118/2314	2048/10.4	13.4	10.8	162	2.8	100	1930	WHTX-F						
14. WMPX-F (AC)	78/ 2.1	2.5	1.7	0.7	1.7	1.8	106/2054	1447/ 7.4	6.6	4.8	124	2.0	69	1376	WMPX-F						
15. WNRJ-F (CHR)	62/ 1.7	1.3	1.9	2.9	2.0	2.0	97/2185	1738/ 8.8	7.8	9.0	65				WNRJ-F						

12+ FM SHARE (METRO): 68.25% (2304 of 3376) (SPG 88: 64.13%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBZZ-F>>	1 WDVE-F	1 WBZZ-F	1 WWSW-F	1 WWSW-F	1 KDKA >	1 KDKA >	1 WSHH-F	1 WBZZ-F	1 KDKA >>	1 KDKA >>
2 WAMO-F	2 WBZZ-F>	2 WDVE-F<	2 WBZZ-F>	2 WBZZ-F	2 WSHH-F>	2 WBZZ-F	2 WWSW-F	2 WSHH-F	2 WBZZ-F	2 WMBS
3 WDVE-F	3 WMYG-F	3 WWSW-F>	3 WDVE-F	3 KDKA >	3 WWSW-F	3 WSHH-F	3 WBZZ-F	KDKA	3 WAMO-F	3 WSHH-F
4 WNRJ-F>>	4 WAMO-F	4 WAMO-F<	4 WLTJ-F	4 WDVE-F	4 WTAE	4 WDVE-F<	4 WDVE-F	4 WWSW-F	4 WDVE-F	4 WAMO-F
5	5 WWSW-F	5 WMYG-F	KDKA	5 WLTJ-F	5 WJAS	5 WWSW-F	KDKA >	5 WDVE-F>	5 WSHH-F	5 WBZZ-F
6	6 WLTJ-F	6 WLTJ-F	6 WMYG-F	6 WMYG-F	6 WMYG-F	6 WMYG-F	6 WLTJ-F	6 WAMO-F	6 WMYG-F	6 WMYG-F>
7	7	7 KDKA	7 WAMO-F	7 WSHH-F<	7	7	7	7 WMYG-F<	7 WTAE	7 WDVE-F>
				8 WAMO-F				8 WLTJ-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 WDVE-F>>	1 WDVE-F>>	1 WDVE-F	1 WDVE-F>	1 WWSW-F<
2 WAMO-F	2 WAMO-F	2 WWSW-F>	2 WWSW-F	2 WWSW-F	2 WAMO-F<	2 WMYG-F>	2 WMYG-F>	2 WWSW-F	2 WDVE-F
3 WDVE-F>	3 WDVE-F	3 WLTJ-F	3 WLTJ-F	3 KDKA	3 WBZZ-F	3 WBZZ-F	3 WBZZ-F	3 WMYG-F	3 KDKA
4 WLTJ-F	4 WLTJ-F	4 WAMO-F<	4 WAMO-F	4 WLTJ-F	4 WMYG-F>	4 WAMO-F	4 WWSW-F>	4 WBZZ-F	4 WMYG-F
5 WMPX-F	5 WWSW-F	5 WDVE-F>	5 KDKA <	5 WSHH-F	5 WDSY-F	5 WWSW-F>	5 KDKA	5 WAMO-F	5 WBZZ-F>
6 WMYG-F	6 WMYG-F<	6 WMYG-F	6 WDVE-F	6 WDSY-F	6 WWSW-F	6 WDSY-F	6 WAMO-F	6 KDKA	6 WAMO-F
7	7 WMPX-F	7 WHTX-F	7	7 WAMO-F<	7 WNRJ-F>>	KDKA	7 WLTJ-F	7 WDSY-F	7
				8 WHTX-F					

FORMATS					SPG 88		OTHER RATED STATIONS/METRO SHARE & CUME RATING			
	AM	FM	TOTAL	%	%					
TOP 40/CHR/CONTEMP		453 ( 4)	453 ( 4)	13.4	13.7	WAMO	860	Pittsburgh	0.3/1.3	
AOR/CLASSIC		426 ( 2)	426 ( 2)	12.6	14.8	WBVP	1230	Beaver Falls	0.4/1.6	
AC/OLDIES/SOFT ROCK	35 ( 1)	650 ( 6)	685 ( 7)	20.3	16.7	WCVI	1340	Connellsvl/Untn	0.4/1.1	
MOR/VARIETY	618 ( 7)		618 ( 7)	18.3	19.8	WEDO	810	McKeesport	0.3/1.7	
COUNTRY	33 ( 2)	180 ( 3)	213 ( 5)	6.3	6.6	WEPP	1080	Pittsburgh	0.4/2.0	
BLACK/URBAN	10 ( 1)	205 ( 1)	215 ( 2)	6.4	7.5	WELA-F	104.3	E Liverpl/Pitts	0.3/0.9	
BEAUTIFUL/EASY		350 ( 1)	350 ( 1)	10.4	8.0	WESA	940	Charleroi	0.0/0.2	
NEWS/TALK	243 ( 2)		243 ( 2)	7.2	7.5	WESA-F	98.3	Charleroi	0.5/1.7	
NOSTALGIA	116 ( 1)		116 ( 1)	3.4	4.2	WIXZ	1360	McKeesprt/Pitt	0.5/1.6	
RELIGION/GOSPEL	17 ( 1)	40 ( 1)	57 ( 2)	1.7	1.2	WLSW-F	103.9	Scottsdale	0.4/1.2	
SPANISH						WMBA	1460	Ambridge	0.3/0.5	
CLASSICAL						WMBS	590	Uniontown	1.3/2.2	
JAZZ/NEW AGE						WPIT	730	Pittsburgh	0.5/1.4	
UNKNOWN/OTHERS						WPIT-F	101.5	Pittsburgh	1.1/3.1	
	1072 (15)	2304 (18)	3376 (33)			WPQR-F	99.3	Uniontown	0.4/0.8	
						WSSZ-F	107.1	Greensburg/Pitt	0.3/1.4	
						WWSW	970	Pittsburgh	0.9/3.4	
						WYTK-F	95.3	Washington	0.4/1.4	

AM STATIONS

KDKA, 1020, 50 KW	, MOR	NBC, \$ 180.00 (Group W)	Westinghouse	Rich Starr
KQV, 1410, 5 KW (DA-2)	, NEWS	CBS, US 2, \$ 40.00 (Roslin)		Robert Dickey
WEPP, 1080, 50 KW (DAYS, DA)	, COUNTRY	US 2, \$ N/A (Republic)	Entercom	Peter Casella
WJAS, 1320, 5 KW (DA-N)	, NOSTALGIA	UPI, CNN, \$ 44.00 (Eastman)	Renda	Bill Brant
WMBS, 590, 1 KW (DA-N)	, MOR	CBS, \$ 14.00 (Regional)	(UNIONTOWN)	Simon Rider
WPIT, 730, 5 KW/24 W	, RELIGION	, \$ N/A (---)	Pyramid	Michael Komickah
WTAE, 1250, 5 KW (DA-N)	, NEWS/TALK	ABC E, US 2, \$ 65.00 (Katz)	Hearst	Jim Carter
WWSW, 970, 5 KW (DA-2)	, OLDIES	ABC I, ABC D, \$ N/A (Mc-Guild)	Shamrock	Diane Sutter

FM STATIONS

WAMO, 105.9, 72 KW @ 420, BLACK	SBN, \$ 56.00 (HNWH)	Sheridan	Roger Fairfax
WBZZ, 93.7, 41 KW @ 547, CHR	, \$ 144.00 (Banner)	EZ	Tex Meyer
WDSY, 107.9, 50 KW @ 500, COUNTRY	US 1, \$ 59.00 (Republic)	Entercom	Peter Casella
WDVE, 102.5, 55 KW @ 820, AOR	SOURCE, \$ 104.00 (Christal)	Great American	Bob Roof
WHTX, 96.1, 50 KW @ 500, AC	ABC E, \$ 97.00 (Katz)	Hearst	Jim Carter
WLTJ, 92.9, 47 KW @ 890, SOFT AC	, \$ 53.00 (Durpetti)		Carroll Larkin
WMXP, 100.7, 20 KW @ 500, AC	, \$ 40.00 (HNWH)	Signature	Chris Wegmann
WMYG, 96.9, 45 KW @ 162, CLASSIC AOR	, \$ 60.00 (MMR)		Steve Cohen
WNRJ, 104.7, 50 KW @ 500, CHR	ABC F, \$ 40.00 (Roslin)		Bob Hank
WPIT, 98.5, 48 KW @ 510, RELIGION	, \$ N/A (---)	Pyramid	Michael Komichak
WSHH, 99.7, 11 KW @ 930, BTFL/EZ	UPI, \$ 75.00 (Eastman)	Renda	Tony Rizza
WWSW, 94.5, 50 KW @ 800, OLDIES	ABC D, \$ 120.00 (Mc-Guild)	Shamrock	Diane Sutter

CALL LETTER CHANGES

WYDD-F changes calls to WNRJ (May)

FORMAT CHANGES

STATION SALES

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

* CHR - Contemporart 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
*	*

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PORTLAND, ME

Arbitron Rank/Pop (12+): 158/195,100

Stations: 21/18

1988 Revenue: \$12,200,000

MSA Rank/Pop: 183/232,700

Diaries: 584/334:1/48.8%

HH Inc.: \$33,147

ADI # 71

Sample Target: 550

Retail \$: 3.0 Bill

Average Person Ratings: 17.0

% Below Line: 2.1

Pop per Station: 10,838

Market TSL: 22.75 hours

% Not Listed: 17.5

#1 Biller: WPOR-AF \$2,500,000

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WPOR-AF (C)	55/16.6	14.7	14.5	15.8	15.2	----	106/1145	485/23.2	21.2	22.9	103	12.6	56	745	WPOR-AF
2. WMGX-F (O)	35/10.5	5.3	8.9	10.9	6.4	----	52/746	418/21.4	18.8	16.6	130	8.0	37	517	WMGX-F
3. WBLM-F (AOR)	33/ 9.9	14.3	16.8	11.2	12.1	----	77/1113	450/23.1	26.3	21.2	98	18.7	86	875	WBLM-F
4. WYNZ (BB)	21/ 6.3	6.7	8.9	9.1	8.4	----	36/404	244/12.5	13.8	12.9	37	2.0	9	183	WYNZ
4. WTHT-F (CHR)	21/ 6.3	5.3	5.9	11.9	11.8	----	70/1039	391/20.0	16.4	21.3	90	7.2	33	447	WTHT-F
6. WWGT-F (CHR)	18/ 5.4	6.0	6.6	1.1	2.7	----	27/620	346/17.7	14.1	9.7	74	5.7	26	362	WWGT-F
WHOM-F (EZ)	18/ 5.4	5.0	3.3	5.6	7.1	----	73/843	210/10.8	6.8	11.6	63	3.5	16	184	WHOM-F
8. WKZS-F (AC)	13/ 3.9	5.7	5.9	4.6	5.1	----	37/779	251/12.9	15.4	11.1	146	8.0	37	454	WKZS-F
9. WGAN (MOR)	12/ 3.6	5.3	4.9	4.6	3.4	----	15/350	252/12.9	15.5	14.4	94	3.5	16	275	WGAN
10. WYNZ-F (O)	11/ 3.3	4.7	5.3	3.5	5.7	----	11/258	229/11.7	12.1	13.7	173	2.0	9	276	WYNZ-F
11. WXGL-F (O)	6/ 1.8	1.0	1.6	1.8	0.7	----	28/444	117/ 6.0	5.0	3.4	128	4.8	22	203	WXGL-F
WIGY-F (CHR)	6/ 1.8	2.0	1.6	2.8	2.7	----	28/585	168/ 8.6	8.6	11.6	61	2.6	12	402	WIGY-F
WCLZ-F (AC)	6/ 1.8	3.0	1.6	1.4	2.4	----	11/295	154/ 7.9	9.0	4.7	189	2.4	11	180	WCLZ-F

12+ FM SHARE (METRO): 83.58% (229 of 274) (SPG 88: 80.73%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WWGT-F	1 WBLM-F<	1 WMGX-F<	1 WMGX-F	1 WPOR-AF	1 WPOR-AF>>	1 WPOR-AF>>	1 WPOR-AF>	1 WPOR-AF	1 WBLM-F>	1 WGAN
2 WTHT-F>>	2 WMGX-F>>	2 WBLM-F	2 WPOR-AF	2 WMGX-F>	2 WYNZ	2 WMGX-F>	2 WMGX-F	2 WBLM-F	2 WWGT-F	2 WBLM-F>
3 WBLM-F	3 WPOR-AF	3 WPOR-AF>	3 WBLM-F	3 WBLM-F	3 WHOM-F>	3 WBLM-F	3 WBLM-F	3 WMGX-F>	3 WMGX-F	3 WBZ
4	4 WTHT-F>	4	4	4 WGAN	4 WYNZ	4 WYNZ	4 WWGT-F	4 WGAN	4 WGAN	4 WPOR-F
5	5 WWGT-F	5	5	5	5	5	5 WHOM-F<	5 WTHT-F	5 WPOR-AF	5 WMGX-F
6	6	6	6	6	6	6	6 WTHT-F	6 WHOM-F	6 WYNZ	6

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 WMGX-F>>	1 WMGX-F>	1 WMGX-F	1 WMGX-F>	1 WPOR-AF	1 WBLM-F>>	1 WBLM-F>	1 WMGX-F	1 WBLM-F	1 WPOR-AF>
2 WTHT-F	2 WBLM-F>	2 WBLM-F>>	2 WBLM-F	2 WMGX-F>	2 WMGX-F>	2 WMGX-F>	2 WBLM-F	2 WPOR-AF	2 WMGX-F>
3 WBLM-F>	3 WTHT-F>	3 WWGT-F	3 WPOR-AF	3 WBLM-F	3 WXGL-F>>	3 WPOR-AF>	3 WPOR-AF>	3 WMGX-F>>	3 WBLM-F>>
4 WWGT-F>	4 WWGT-F>	4 WTHT-F	4 WTHT-F	4 WYNZ-F	4	4 WTHT-F	4 WCLZ-F	4	4
5 WPOR-AF>>	5 WPOR-AF	5	5 WWGT-F	5 WKZS-F	5	5	5 WCLZ-F	5 WTHT-F>>	5
6	6	6	6 WKZS-F	6 WTHT-F	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 88 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP	2 ( 1)	45 ( 3)	47 ( 4)	17.2	15.6	WCLZ	900	Brunswick	
AOR/CLASSIC		34 ( 2)	34 ( 2)	12.4	18.9	WLOB	1310	Portland	0.6/2.2
AC/OLDIES/SOFT ROCK		71 ( 5)	71 ( 5)	25.9	24.4	WPKM-F	106.3	Scarborough/Ptl	1.5/6.9
MOR/VARIETY	16 ( 2)		16 ( 2)	5.8	7.6	WWGT	1440	Westbrook/Prtld	0.6/2.6
COUNTRY	2 ( 1)	53 ( 1)	55 ( 2)	20.1	16.0	WZPK-F	103.7	Berlin	0.9/3.7
BLACK/URBAN									
BEAUTIFUL/EASY		18 ( 1)	18 ( 1)	6.6	4.4	WBZ	1030	Boston	1.2/4.5
NEWS/TALK	2 ( 1)		2 ( 1)	0.7		WRKO	680	Boston	0.6/2.4
NOSTALGIA	21 ( 1)		21 ( 1)	7.7	9.8	WTOS-F	105.1	Skowhegan	0.3/3.6
RELIGION/GOSPEL	2 ( 1)		2 ( 1)	0.7					
SPANISH									
CLASSICAL		5 ( 1)	5 ( 1)	1.8	0.7				
JAZZ/NEW AGE									
UNKNOWN/OTHERS		3 ( 1)	3 ( 1)	1.1	2.5				
	45 ( 7)	229 (14)	274 (21)						

RADIO STATIONS

WGAN, 560, 5 KW (DA-1)	MOR	NBC, \$ 18.00 (Katz)	Sunshine	Jon Van Hoogenst;
WYNZ, 970, 5 KW (DA-N)	NOSTALGIA	CBS, \$ 19.00 (Eastman)	Buckley	Mike Schaefer
WBLM-F, 107.5, 35 KW @ 610, AOR		\$ 44.00 (Mc-Guild)	Fuller-Jeffrey (LEWISTON)	Eve Rubins
WXLZ-F, 98.9, 50 KW @ 400, AC		\$ 20.00 (Christal)	(BRUNSWICK)	John Longo
WHOM-F, 94.9, 48 KW @ 3760, BTFL/EZ		\$ 50.00 (Republic)	Barnstable (MT WASHINGTON)	Kelly Lloyd
WIGY-F, 105.9, 50 KW @ 500, CHR		ABC F, \$ 17.00 (Durpetti)	(BATH)	John Williams
WKZS-F, 99.9, 30 KW @ 650, SOFT AC		\$ 32.00 (HNWH)	(AUBURN)	Ron Frizzell
WMGX-F, 93.1, 50 KW @ 500, OLDIES		\$ 35.00 (Katz)	Sunshine	Jon Van Hoogenst;
WPKM-F, 106.3, 3 KW @ 300, CLASSICAL		\$ 20.00 (CMBS)		Charles McCreery
WPOR-F, 101.9, 50 KW @ 492, COUNTRY		ABC E, \$ 57.00 (Mc-Guild)		Bob Gold
WTHT-F, 102.9, 100 KW @ 1470, CHR		\$ 31.00 (Banner)	Taylor	David Fitts
WWGT-F, 97.9, 16 KW @ 900, CHR		\$ 25.00 (Christal)	Porter	Tom Talbott
WXGL-F, 93.9, 28 KW @ 640, OLDIES		\$ 16.00 (Torbet)	(LEWISTON)	Dave Dean
WYNZ-F, 100.9, 3 KW @ 225, OLDIES		\$ 24.00 (Eastman)	Buckley	Mike Schaefer

MISCELLANEOUS COMMENTS: KYTE-F changes calls to KKCY-F (Jan)...KKCY changes from CLASSICAL to JAZZ/NAC (Jan)...WTHT sold by Taylor to Fuller-Jeffrey for \$4,500,000.

PORTLAND, OR

Arbitron Rank/Pop (12+): 25/1,334,200

Stations: 26/25  
Diaries: 1527/874:1/53.4%  
Sample Target: 1420  
% Below Line: 0.6  
% Not Listed: 11.3

1988 Revenue: \$43,800,000  
HH Inc.: \$32,454  
Retail \$: 10.0 Bil  
Pop per Station: 53,368  
#1 Biller: KINK-F \$5,800,000

MSA Rank/Pop: 42/1,174,100

ADI # 26

Average Person Ratings: 15.7

Market TSL: 21.25 hours

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. KKRZ-F (CHR)	187/ 8.9	8.5	8.2	9.3	9.1	8.7	194/3170	2959/22.2	20.7	20.9	56	11.0	245	2883	KKRZ-F
2. KKCW-F (AC)	180/ 8.6	9.5	6.6	6.0	7.2	7.7	185/2663	2517/18.9	16.3	14.8	131	9.2	206	2137	KKCW-F
3. KEX (MOR)	157/ 7.5	4.7	5.5	5.7	6.3	5.8	159/2230	2094/15.7	12.6	13.2	107	4.4	98	1470	KEX
4. KINK-F (AOR)	143/ 6.8	6.4	7.1	7.2	6.5	6.9	149/2172	2034/15.2	14.2	13.1	156	5.0	111	1781	KINK-F
5. KUPL-F (C)	137/ 6.5	6.5	5.2	8.1	5.7	6.6	167/1763	1380/10.3	11.2	10.6	111	7.6	169	1768	KUPL-F
6. KXL (N/T)	133/ 6.3	6.5	6.2	7.3	6.9	6.6	151/2226	1916/14.4	15.9	13.2	60	5.2	116	1297	KXL
KGON-F (AOR)	133/ 6.3	6.0	4.6	5.0	5.0	5.5	143/1852	1614/12.1	23.1	30.1	100	9.9	221	1856	KGON-F
8. KXYQ-F (CHR)	130/ 6.2	6.2	7.3	8.0	5.6	6.9	182/2777	2046/15.3	17.0	13.3	61	10.3	231	2774	KXYQ-F
9. KXL -F (EZ)	103/ 4.9	7.0	7.7	5.7	4.9	6.3	141/1800	1429/10.7	11.8	9.5	67	4.2	95	1090	KXL -F
10. KKSJ-F (O)	85/ 4.0	3.9	3.4	3.9	4.7	3.8	111/1475	1309/ 9.8	9.1	10.5	155	3.4	77	1238	KKSJ-F
11. KMJK-F (AOR)	79/ 3.8	3.5	4.3	5.2	5.2	4.2	93/1395	1204/ 9.0	10.1	10.8	134	6.0	134	1516	KMJK-F
12. KWJJ-F (C)	61/ 2.9	3.4	1.6	2.3	3.4	2.5	74/1239	944/ 7.1	5.1	7.6	117	2.8	62	826	KWJJ-F
13. KKSJ (BB)	51/ 2.4	1.6	0.3	0.7	0.9	1.3	52/783	756/ 5.7	2.4	2.8	42	1.6	36	602	KKSJ
14. KGW (AC)	43/ 2.0	2.7	2.1	1.8	3.1	2.2	49/1148	1029/ 7.7	10.3	12.1	125	1.4	31	817	KGW
15. KWJJ (C)	41/ 2.0	1.2	0.9	0.9	1.9	1.3	51/782	661/ 5.0	3.7	5.6	65	1.7	37	533	KWJJ
16. KPDQ-F (REL)	37/ 1.8	2.1	2.2	1.5	1.8	1.9	44/701	609/ 4.6	6.1	5.0	111	1.4	32	562	KPDQ-F
17. KKCY-F (J/NA)	35/ 1.7	2.7	3.6	3.8	3.1	3.0	42/774	670/ 5.0	11.0	8.3	141	2.5	57	721	KKCY-F
18. KZRC (AOR)	20/ 1.0	2.0	2.6	----	0.6	1.4	20/256	248/ 1.9	1.8	1.7	70	0.5	12	293	KZRC
KYTE (CL)	20/ 1.0	1.1	3.4	3.7	4.1	2.3	20/437	406/ 3.0	7.2	6.5	90	1.1	24	451	KYTE
KKEY (T)	20/ 1.0	0.8	----	1.0	0.6	0.7	20/286	286/ 2.1	0.0	1.9	60	0.4	9	119	KKEY

12+ FM SHARE (METRO): 70.98% (1323 of 1864) (SPG 88: 68.08%)

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

FORMATS	AM	FM	TOTAL	%	SPG 88		OTHER RATED STATIONS/METRO SHARE & CUME RATING		
						%			
TOP 40/CHR/CONTEMP		317 ( 2)	317 ( 2)	17.0	15.8	KBMS	1480	Vancouver/Prtl	0.6/0.9
AOR/CLASSIC	20 ( 1)	355 ( 3)	375 ( 4)	20.1	18.0	KPDQ	800	Portland	0.3/1.9
AC/OLDIES/SOFT ROCK	51 ( 2)	265 ( 2)	316 ( 4)	17.0	18.4	KSGO	1520	Oregon City	0.4/2.7
MOR/VARIETY	157 ( 1)		157 ( 1)	8.4	7.8	KUPL	1330	Portland	0.8/2.7
COUNTRY	70 ( 3)	211 ( 3)	281 ( 6)	15.1	13.9	KYKN	1430	Keizer/Salem	0.6/1.2
BLACK/URBAN	13 ( 1)		13 ( 1)	0.7					
BEAUTIFUL/EASY		103 ( 1)	103 ( 1)	5.5	5.3	KFAT-F	106.1	Corvallis	0.6/1.1
NEWS/TALK	153 ( 2)		153 ( 2)	8.2	7.5				
NOSTALGIA	51 ( 1)		51 ( 1)	2.7	5.3				
RELIGION/GOSPEL	6 ( 1)	37 ( 1)	43 ( 2)	2.3	3.1				
SPANISH									
CLASSICAL	20 ( 1)		20 ( 1)	1.1	3.4				
JAZZ/NEW AGE		35 ( 1)	35 ( 1)	1.9					
UNKNOWN/OTHERS					1.6				
	541 (13)	1323 (13)	1864 (26)						

AM STATIONS

KEX , 1190, 50 KW (DA-1) , MOR	ABC I, \$ 85.00 (Katz)	Great American	Clint Sly
KGW , 620, 5 KW (DA-N) , TALK	APR, \$ 70.00 (MMR)	King	Kenn Brown
KKEY, 1150, 5 KW (DAYS, DA) , TALK	MBS, \$ (---)		Florinda Weagant
KKSN, 910, 5 KW (DA-2) , NOSTALGIA	US 2, \$ 30.00 (Eastman)	Heritage	John Rogers
KKUL, 1410, 5 KW (DAYS) , ??	\$ 22.00 (---)		Roger Morgan
KPDQ, 800, 1 KW (DAYS,DA) , RELIGION	\$ 25.00 (---)		Jack Kandel
KSGO, 1520, 50 KW/10KW (DA-1), OLDIES	CNN, TRNSTR, \$ 30.00 (HNWH)	Ackerly	Dan Hern
KUPL, 1330, 5 KW (DA-1) BASICALLY SIMULCASTED WITH KUPL-F			
KWJJ, 1080, 50 KW/10KW (DA-N), COUNTRY	ABC E, \$ 34.00 (Republic)	Park	---
KXL , 750, 50 KW/20KW (DA-1), NEWS/TALK	NBC, \$ 73.00 (Mc-Guild)	Alexander	Roy Watson
KYTE, 970, 5 KW (DA-N) , CLASSICAL	\$ 35.00 (Christal)	Henry	Bob Scherner
KZRC, 1010, 5 KW/500W (DA-N), AOR	SMN, \$ 26.00 (Banner)		John Grant

FM STATIONS

KGON, 92.3, 100 KW @ 920, AOR	\$ 92.00 (HNWH)	Ackerly	Dan Hern
KINK, 101.9, 100 KW @ 1611, AOR	\$ 120.00 (MMR)	Kink	Paul Clithero
KKCW, 103.3, 100 KW @ 1654, AC	\$ 99.00 (Durpetti)	Trumper	---
KKCY, 101.1, 100 KW @ 1635, JAZZ/NAC	\$ 50.00 (Christal)	Henry	Bob Scherner
KKRZ, 100.3, 100 KW @ 1435, CHR	ABC F, \$ 95.00 (Katz)	Great American	Carl Gardner
KKSN, 97.1, 100 KW @ 1266, OLDIES	US 2, \$ 63.00 (Eastman)	Heritage	John Rogers
KMJK, 106.7, 94 KW @ 877, CLASSIC AOR	NBC, SOURCE, \$ 56.00 (Christal)		Dave McDonald
KPDQ, 93.7, 100 KW @ 930, RELIGION	\$ 24.00 (---)		Jack Kandel
KUPL, 98.5, 100 KW @ 1100, COUNTRY	APR, \$ 70.00 (Banner)	Scripps-Howard	Ed Hardy
KWJJ, 99.5, 100 KW @ 920, COUNTRY	ABC E, \$ 47.00 (Republic)	Park	---
KXL , 95.5, 100 KW @ 990, BTFL/EZ	\$ 60.00 (Mc-Guild)	Alexander	Ray Watson
KXYQ, 105.1, 100 KW @ 1099, CHR	ABC C, \$ 61.00 (Banner)	First Cities (SALEM)	Denice Swanson

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

PORTSMOUTH-DOVER-ROCHESTER, NH

Arbitron Rank/Pop (12+): 117/318,900  
 MSA Rank/Pop: 141/332,100  
 Boston ADI  
 Average Person Ratings: 18.3  
 Market TSL: 24.0 hours

Stations: 32/9  
 Diaries: 844/378:1/53.0%  
 Sample Target: 680  
 % Below Line: 29.0  
 % Not Listed: 14.9

1988 Revenue: \$9,800,000  
 HH Inc.: \$38,647  
 Retail \$: 3.2 Bil  
 Pop per Station: 35,433  
 #1 Biller: WOKQ-F \$3,200,000

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume
1. WOKQ-F (C)	53/ 9.1	11.3	12.7	12.9	13.0	----	73/914	674/21.1	24.1	22.9	107			WOKQ-F
2. WSSH-F (AC)	46/ 7.9	5.8	5.3	7.9	5.9	----	46/560	560/17.6	13.8	16.2	99			WSSH-F
3. WHEB-AF (AOR)	38/ 6.5	9.2	8.6	5.2	11.1	----	38/605	595/18.7	19.3	22.2	102			WHEB-AF
4. WERZ-F (CHR)	31/ 5.3	3.6	6.2	4.8	6.3	----	31/504	499/15.6	14.8	18.1	125			WERZ-F
5. WRKO (N/T)	27/ 4.6	4.0	4.5	4.2	4.0	----	28/393	325/10.2	9.1	8.7	83			WRKO
6. WBZ (MOR)	24/ 4.1	4.0	4.3	6.9	6.1	----	26/401	362/11.4	11.3	13.1	54			WBZ
7. WHOM-F (EZ)	22/ 3.8	4.0	2.9	4.0	2.9	----	33/412	263/ 8.2	9.1	7.7	82			WHOM-F
8. WCGY-F (AOR)	20/ 3.4	2.6	2.5	1.2	1.1	----	20/371	355/11.1	5.9	5.5	91			WCGY-F
9. WTSN (MOR)	19/ 3.3	2.6	2.7	4.8	4.2	----	19/307	307/ 9.6	10.2	9.6	76			WTSN
10. WKOS (C)	17/ 2.9	2.6	1.6	1.2	1.3	----	17/211	170/ 5.3	4.7	4.3	45			WKOS

12+ FM SHARE (METRO): 79.64% (395 of 496) (SPG 88: 83.26%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHOB-F>>	1 WHEB-AF>	1 WHEB-AF	1 WOKQ-F	1 WOKQ-F	1 WOKQ-F	1 WOKQ-F>	1 WSSH-F	1 WSSH-F	1 WHEB-AF	1 WTSN >
2 WZOU-F>	2 WERZ-F>	2 WOKQ-F<	2 WHEB-AF	2 WSSH-F	2 WSSH-F>	2 WSSH-F	2 WOKQ-F	2 WOKQ-F>	2 WOKQ-F	2 WOKQ-F
3 WHEB-AF	3 WCGY-F	3 WERZ-F	3 WSSH-F	3 WHEB-AF<	3 WRKO <	3 WBZ	3 WHEB-AF	3 WRKO <	3 WHOB-F	3 WERZ-F
4 WKOS-F	4 WXKS-F	4 WSSH-F	4 WERZ-F	4 WERZ-F	4 WBZ	4 WERZ-F<	4 WRKO <	4 WHEB-AF	4 WSSH-F	4 WRKO
5	5	5 WCGY-F	5	5	5 WHOM-F	5 WHEB-AF	5 WHOM-F	WERZ-F	WERZ-F	WBZ

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 WERZ-F	1 WERZ-F>	1 WOKQ-F	1 WOKQ-F	1 WHEB-AF>	1 WHEB-AF>	1 WHEB-AF>	1 WHEB-AF>	1 WSSH-F
2 WHEB-AF	2 WHEB-AF>	2 WHEB-AF>	WERZ-F	2 WERZ-F	2 WCGY-F	2 WCGY-F	2 WCGY-F	2 WCGY-F	WOKQ-F
3 WHTT-F	3 WXKS-F>	3 WLYT-F	3 WHEB-AF	3 WSSH-F>	3 WBCN-F	3 WBCN-F	3 WSSH-F	WBCN-F	3 WHEB-AF
4 WCGY-F	4 WCGY-F	4 WOKQ-F	4 WSSH-F	4 WHEB-AF	4 WERZ-F>	4 WERZ-F	WRKO	WOKQ-F	4 WRKO
5 WODS-F	WOKQ-F	5 WZID-F	5	5 WZID-F	5 WXKS-F	5	WBCN-F	5 WERZ-F	5

FORMATS	AM	FM	TOTAL	%	SPG 88 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		85 ( 5)	85 ( 5)	17.1	17.9	WCDQ-F 92.1 Sanford 1.4/4.3
AOR/CLASSIC	1 ( 1)	97 ( 6)	98 ( 7)	19.8	24.4	WCQL-F 95.3 York 1.2/3.4
AC/OLDIES/SOFT ROCK		112 ( 8)	112 ( 8)	22.6	18.8	WKOS-F 96.7 Rochester/Ports 2.6/7.6
MOR/VARIETY	43 ( 2)		43 ( 2)	8.7	8.1	
COUNTRY	17 ( 1)	53 ( 1)	70 ( 2)	14.1	15.2	WBCN-F 104.1 Boston 2.4/10.7
BLACK/URBAN						WCRB-F 102.5 Waltham/Boston 0.5/2.0
BEAUTIFUL/EASY		38 ( 2)	38 ( 2)	7.7	6.6	WEEI 590 Boston 0.9/5.5
NEWS/TALK	40 ( 4)		40 ( 4)	8.1	6.8	WGIR 610 Manchester 0.5/1.9
NOSTALGIA						WGIR-F 101.1 Manchester 1.9/11.1
RELIGION/GOSPEL						WHDH 850 Boston 0.9/4.2
SPANISH						WHOB-F 106.3 Nashua 2.6/6.7
CLASSICAL		3 ( 1)	3 ( 1)	0.6	0.5	WLYT-F 92.5 Haverhill/Bstn 2.4/8.9
JAZZ/NEW AGE						WMJX-F 106.7 Boston 0.9/2.5
UNKNOWN/OTHERS		7 ( 1)	7 ( 1)	1.4	1.8	WODS-F 103.3 Boston 2.7/9.2
	101 ( 8)	395 (24)	496 (32)			WROR-F 98.5 Boston 1.7/5.6
						WHTT-F 102.9 Portland 1.7/6.3
						WVBF-F 105.7 Framingham/Bstn 0.7/3.1
						WXKS-F 107.9 Medford/Boston 2.4/7.9
						WXLO-F 104.5 Fitchburg 0.3/3.7
						WZID-F 95.7 Manchester 2.7/8.7
						WZLX-F 100.7 Boston 1.2/5.6
						WZOU-F 94.5 Boston 2.6/10.1

RADIO STATIONS

WKOS, 930, 5 KW (DA-2)	COUNTRY	CBS, \$ 16.00 (Christal)	Kathleen Allen
WTSN, 1270, 5 KW (DA-2)	MOR	ABC I, \$ 21.00 (Torbet)	Jerome Lipman
WCDQ-F, 92.1, 1 KW @ 526,	CLASSIC ROCK	IND, \$ 15.00 (Roslin)	(SANFORD, ME) David Crown
WERZ-F, 107.1, 2.5 KW @ 356,	CHR	IND, \$ 40.00 (Mc-Guild)	Precision Al Perry
WHEB-F, 100.3, 32 KW @ 140,	AOR	IND, \$ 58.00 (Banner)	Knight Richard Rozek
WKOS-F, 96.7, 3 KW @ 280,	AC	IND, \$ 22.00 (Christal)	Kathleen Allen
WOKQ-F, 97.5, 50 KW @ 350,	COUNTRY	IND, \$ 75.00 (Mc-Guild)	Fuller-Jeffrey Martin Lessard
WLYT-F, 92.5, 25 KW @ 710,	SOFT AC	IND, \$ 38.00 (Eastman)	(HAVERHILL, MA) Bill Gould

OTHER RANKED STATIONS -- See Manchester, Boston, or Portland

MISCELLANEOUS COMMENTS: WQMI-F changes calls to WCQL (March)...KYTE-A changes from NOSTALGIA to CLASSICAL (Jan.)... WQMI A/F (York,ME) sold to Sunshine Group for \$1,000,000.

PROVIDENCE

Arbitron Rank/Pop (12+): 28/1,259,400

MSA Rank/Pop: 58/904,800  
ADI # 43

Average Person Ratings: 19.5

Market TSL: 25.75 hours

Stations: 43/25  
Diaries: 1453/867:1/49.8%  
Sample Target: 1370  
% Below Line: 10.9  
% Not Listed: 9.1

1988 Revenue: \$28,000,000  
HH Inc.: \$34,268  
Retail \$: 6.6 Bil  
Pop per Station: 50,376  
#1 Biller: WPRO-F \$5,400,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WPRO-F (CHR)	315/12.8	11.3	12.8	14.3	16.8	12.8	319/4183	3934/31.2	31.0	36.4	104	16.2	370	4993	WPRO-F
2. WHJY-F (AOR)	240/ 9.8	8.1	8.4	8.2	7.9	8.6	263/2954	2436/19.3	19.8	18.6	94	12.1	277	2641	WHJY-F
3. WLKW-F (EZ)	236/ 9.5	9.5	8.9	8.0	12.4	9.0	241/2320	2121/16.8	17.4	19.6	56	6.7	153	1861	WLKW-F
4. WWLI-F (AC)	156/ 6.4	7.1	6.1	6.1	4.9	6.4	169/2109	1746/13.9	13.7	12.2	167	4.0	91	1020	WWLI-F
5. WHJJ (N/T)	129/ 5.3	7.6	5.3	6.9	6.3	6.3	129/1514	1506/12.0	13.9	12.3	58	5.6	129	1480	WHJJ
6. WPRO (T)	123/ 5.0	6.3	3.6	4.8	4.4	4.9	125/1977	1963/15.6	12.5	14.7	90	3.1	71	1538	WPRO
7. WWKX-F (B)	109/ 4.4	2.2	1.8	2.3	0.3	2.7	109/1119	1104/ 8.8	4.6	1.2	64	3.9	89	1220	WWKX-F
8. WSNE-F (AC)	106/ 4.3	6.1	6.1	4.0	5.4	5.1	111/1799	1636/13.0	14.8	15.5	149	4.0	92	1096	WSNE-F
9. WODS-F (AC)	95/ 3.9	2.6	2.3	4.0	2.7	3.2	127/1947	1244/ 9.9	7.1	7.7	192	3.0	68	1048	WODS-F
10. WBRU-F (AOR)	71/ 2.9	2.9	2.8	3.8	2.2	3.1	77/1296	1145/ 9.1	10.8	10.3	107	3.1	72	949	WBRU-F
11. WHIM (C)	53/ 2.2	2.2	2.6	1.9	2.2	2.2	53/570	561/ 4.5	4.1	3.5	64	2.3	53	430	WHIM
12. WMYS-F (AC)	51/ 2.1	2.4	3.0	1.7	1.7	2.3	72/1059	852/ 6.8	6.9	6.8	148	2.1	49	865	WMYS-F
13. WBSM (N/T)	50/ 2.0	1.8	2.0	2.5	0.7	2.1	51/432	413/ 3.3	3.3	2.1	30	0.3	8	302	WBSM
14. WWRX-F (AOR)	46/ 1.9	2.3	2.3	2.6	2.1	2.3	83/1449	822/ 6.5	7.0	7.6	121	2.4	55	900	WWRX-F
15.															

12+ FM SHARE (METRO): 75.57% (1686 of 2231) (SPG 88: 74.45%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPRO-F>>	1 WHJY-F	1 WPRO-F<	1 WPRO-F>	1 WPRO-F	1 WLKW-F>>	1 WPRO-F	1 WPRO-F<	1 WPRO-F>	1 WPRO-F	1 WHJY-F>>
2 WHJY-F	2 WPRO-F>	2 WHJY-F>	2 WWLI-F	2 WWLI-F	2 WWLI-F<	2 WHJY-F	2 WLKW-F<	2 WHJY-F	2 WHJY-F>	2 WPRO-F
3 WWKX-F>	3 WWKX-F>	3 WWLI-F	WHJY-F	3 WHJY-F	3 WHJJ	3 WLKW-F	3 WHJY-F	3 WLKW-F	3 WWKX-F	3 WHJJ >>
4 WBRU-F	4 WSNE-F	4 WSNE-F	4 WODS-F	4 WODS-F	4 WPRO	4 WPRO	4 WWLI-F>	4 WWLI-F	4 WPRO	4 WPRO <
5	5 WBRU-F	5 WWKX-F<	5 WSNE-F	5 WSNE-F	5 WPRO-F	5 WWLI-F	5 WHJJ <	5	5 WLKW-F<	5 WBZ
6	6 WWLI-F	6 WODS-F	6	6	6	6 WHJJ	6 WSNE-F	6	6 WHJJ	6 WLKW-F WALE

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 WPRO-F>	1 WPRO-F>>	1 WPRO-F>	1 WPRO-F>	1 WPRO-F	1 WHJY-F>>	1 WHJY-F>>	1 WHJY-F	1 WHJY-F>>	1 WHJY-F
2 WWKX-F>	2 WHJY-F	2 WWLI-F	2 WWLI-F	2 WWLI-F>	2 WWKX-F	2 WPRO-F>	2 WPRO-F>	2 WPRO-F	2 WODS-F<
3 WHJY-F	3 WSNE-F	3 WHJY-F	3 WSNE-F	3 WSNE-F	3 WPRO-F>>	3 WWKX-F>	3 WODS-F	3 WODS-F	3 WPRO-F>
4 WSNE-F	4 WWKX-F	4 WSNE-F>	4 WHJY-F	4 WLKW-F	4	4 WODS-F	4 WWKX-F	4 WWKX-F	4 WWLI-F
5 WBRU-F	5 WWLI-F	5 WBRU-F	5 WWKX-F	5 WHJY-F	5	5 WBRU-F	WBRU-F	5 WWLI-F	5
6	6 WBRU-F	6	6	6	6	6	6	6	6

FORMATS	SPG 88					OTHER RATED STATIONS/METRO SHARE & CUME RATING			
	AM	FM	TOTAL	%	%				
TOP 40/CHR/CONTEMP		400 ( 4)	400 ( 4)	17.9	20.9	WALE	1400	Fall River	0.8/2.2
AOR/CLASSIC		422 ( 7)	422 ( 7)	18.9	16.5	WARA	1320	Attleboro	0.4/1.3
AC/OLDIES/SOFT ROCK		426 ( 6)	426 ( 6)	19.1	19.8	WARV	1590	Warwick	0.5/0.8
MOR/VARIETY	56 ( 4)		56 ( 4)	2.5	8.6	WEAN	990	Providence	1.0/1.8
COUNTRY	53 ( 1)	12 ( 1)	65 ( 2)	2.9	3.7	WFHN-F	107.1	Fairhaven/NBdfd	1.2/3.0
BLACK/URBAN		109 ( 1)	109 ( 1)	4.9		WICE	550	Pawtucket/Prov	0.6/3.3
BEAUTIFUL/EASY		252 ( 2)	252 ( 2)	11.3	14.0	WNBH	1340	New Bedford	0.4/2.0
NEWS/TALK	367 ( 9)		367 ( 9)	16.5	10.4	WNRI	1380	Woonsocket	0.4/1.2
NOSTALGIA	24 ( 1)	34 ( 1)	58 ( 2)	2.6	3.6	WOTB-F	100.3	Middletown/Prov	0.4/1.7
RELIGION/GOSPEL	12 ( 1)		12 ( 1)	0.5		WRCP	1290	Providence	0.4/0.8
SPANISH						WWAZ	790	Providence	0.9/2.9
CLASSICAL	22 ( 1)	11 ( 1)	33 ( 2)	1.5	1.2	WWON	1240	Woonsocket	0.4/1.0
JAZZ/NEW AGE		11 ( 1)	11 ( 1)	0.5	0.6				
UNKNOWN/OTHERS	11 ( 1)	9 ( 1)	20 ( 2)	0.9	0.8	WAAF-F	107.3	Worcester/Bstn	0.4/2.4
	545 (18)	1686 (25)	2231 (43)			WBCN-F	104.1	Boston	0.4/1.9

RADIO STATIONS

WHIM, 1110, 5 KW (DAYS)	, COUNTRY	CBS, \$ 24.00 (Durpetti)	Joe Gallagher
WHJJ, 920, 5 KW (DA-N)	, NEWS/TALK	ABC I, \$ 51.00 (Katz)	---
WPRO, 630, 5 KW (DA-N)	, TALK	ABC I, \$ 75.00 (Banner)	Merv Griffin Cap Cities/ABC
WBRU-F, 95.5, 20 KW @ 440, AOR		APR, \$ 42.00 (MMR)	Mitch Dolan
WHJY-F, 94.1, 50 KW @ 415, AOR		ABC R, \$ 95.00 (Katz)	Jay Burkholder
WLKW-F, 101.5, 50 KW @ 500, BTFL/EZ		, \$ 74.00 (Christal)	---
WMYS-F, 98.1, 47 KW @ 470, AC		, \$ 26.00 (Torbet)	Wilkes-Schwartz
WPRO-F, 92.3, 39 KW @ 550, CHR		ABC C, \$107.00 (Banner)	Hall (NEW BEDFORD)
WSNE-F, 93.3, 30 KW @ 590, AC		, \$ 65.00 (Eastman)	Cap Cities/ABC
WWKX-F, 106.3, 3 KW @ 196, BLACK		, \$ 35.00 (Republic)	Beck-Ross
WWLI-F, 105.1, 50 KW @ 500, SOFT AC		, \$ 72.00 (Mc-Guild)	Mitch Dolan
WRRX-F, 103.7, 50 KW @ 500, CLASSIC AOR		ABC R, \$ 37.00 (Durpetti)	Bill Campbell
			Miles Chandler
			Ira Rosenblatt
			Phil Urso

WODS - See Boston; WBSM - See New Bedford  
MISCELLANEOUS COMMENTS: WEAN sold for \$1,050,000.

PUEBLO

Arbitron Rank/Pop (12+): 224/104,800

Stations: 18/8  
Diaries: 570/184:1/53.9%  
Sample Target: 550  
% Below Line: 6.6  
% Not Listed: 17.6

1988 Revenue: \$3,500,000  
HH Inc.: \$25,845  
Retail \$: 0.7 Bil  
Pop per Station: 13,100  
#1 Biller: KCCY-F \$900,000

MSA Rank/Pop: 283/126,000  
ADI #100 (w/Colorado Springs)  
Average Person Ratings: 17.4  
Market TSL: 23.25 hours

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume
1. KCCY-F (C)	26/14.3	----	16.4	----	12.3	----	37/476	342/32.6	26.2	23.4	113			KCCY-F
2. KRDO-F (EZ)	18/ 9.9	----	13.8	----	9.9	----	63/765	175/16.7	18.7	13.5	102			KRDO-F
KCSJ (N/T)	18/ 9.9	----	9.2	----	10.5	----	21/224	185/17.7	19.4	19.4	40			KCSJ
4. KRYT-F (O)	17/ 9.3	----	-----	----	-----	----	43/398	233/22.2	0.0	0.0	152			KRYT-F
5. KIKX-F (CHR)	12/ 6.6	----	3.3	----	3.7	----	59/934	142/13.5	13.1	12.3	30			KIKX-F
6. KKFM-F (AOR)	10/ 5.5	----	2.6	----	1.9	----	60/734	138/13.2	8.2	7.4	184			KKFM-F
7. KILO-F (AOR)	9/ 4.9	----	8.6	----	10.5	----	48/813	165/15.7	21.5	17.6	82			KILO-F
KATM-F (CHR)	9/ 4.9	----	5.3	----	0.6	----	62/875	149/14.2	16.1	7.8	41			KATM-F
9. KKMG-F (CHR)	8/ 4.4	----	9.9	----	13.0	----	56/690	158/15.1	19.0	19.7	68			KKMG-F
10. KDZA (O)	6/ 3.3	----	5.3	----	9.9	----	8/177	143/13.6	17.5	21.9	185			KDZA

12+ FM SHARE (METRO): 79.33% (119 of 150) (SPG 88: 70.80%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KIKX-F	1 KCCY-F	1 KCCY-F	1 KRYT-F	1 KCCY-F	1 KCSJ	1 KCCY-F	1 KCCY-F	1 KCCY-F	1 KIKX-F	1 KCSJ >>
KATM-F>	2 KKFM-F	2 KRYT-F>	2 KCCY-F	2 KRYT-F>	KCCY-F	2 KCSJ >	2 KRDO-F>	2 KRYT-F	2 KILO-F	2 KRDO-F
3 KKMG-F>>	KILO-F	3 KKFM-F	3 KKFM-F	3 KRDO-F	3 KRDO-F>	3 KRDO-F>	3 KRYT-F	3 KRDO-F>	3 KRDO-F	KCCY-F
4	KIKX-F	4 KRDO-F	4 KRDO-F	KKFM-F	4 KRYT-F>>	4 KRYT-F	4 KCSJ	4 KKFM-F	KRYT-F	4
5	5 KKMG-F	5 KILO-F	5	5	5	5 KIKX-F	5 KKFM-F	5 KIKX-F	5	5

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 KIKX-F	1 KCCY-F	1 KRYT-F	1 KCCY-F	1 KRDO-F	1 KILO-F>>	1 KKFM-F	1 KKFM-F>>	1 KKFM-F	1 KKFM-F
KATM-F>	2 KKMG-F	KCCY-F>	2 KRDO-F	KCCY-F>	2 KIKX-F>>	2 KILO-F	2 KCCY-F>	KRYT-F	KRYT-F
3 KKMG-F	KIKX-F	3 KVUU-F	3 KRYT-F>	3 KRYT-F>	3 KKMG-F	3 KCCY-F>	3 KILO-F>>	3 KCCY-F>	KCCY-F>>
KCCY-F>>	KRYT-F	KKMG-F	4 KKMG-F	4 KVUU-F	KCCY-F	4 KIKX-F	4	4 KILO-F	4
5	5 KATM-F	5	KIKX-F	KDZA	KATM-F	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 88 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		29 ( 3)	29 ( 3)	19.3	20.4	KCSJ-F 107.1 Pueblo 1.1/7.6
AOR/CLASSIC		19 ( 2)	19 ( 2)	12.7	12.4	KRMX 690 Pueblo/CoSprngs 0.5/5.2
AC/OLDIES/SOFT ROCK	6 ( 1)	23 ( 3)	29 ( 4)	19.3	10.2	KRYT 1350 Pueblo 1.1/7.3
MOR/VARIETY						
COUNTRY	2 ( 1)	28 ( 2)	30 ( 3)	20.0	23.4	KKCS 1460 Colorado Sprngs
BLACK/URBAN						KKCS-F 101.9 Colorado Sprngs 1.1/6.2
BEAUTIFUL/EASY		18 ( 1)	18 ( 1)	12.0	15.3	KOA 850 Denver 2.2/6.0
NEWS/TALK	22 ( 2)		22 ( 2)	14.7	14.6	KSPZ-F 92.9 Colorado Sprngs 0.5/5.0
NOSTALGIA						KVUU-F 99.9 Pueblo 2.7/10.0
RELIGION/GOSPEL					0.7	
SPANISH	1 ( 1)		1 ( 1)	0.7	2.9	
CLASSICAL						
JAZZ/NEW AGE						
UNKNOWN/OTHERS		2 ( 1)	2 ( 1)	1.3		
	31 ( 5)	119 (12)	150 (17)			

RADIO STATIONS

KCSJ, 590, 1 KW (DA-2)	NEWS/TALK	CBS, \$ 16.00 (Eastman)	Jim Cooper
KDZA, 1230, 1 KW	OLDIES	US 1, \$ 12.00 (Banner)	---
KRMX, 690, 250 W (DAYS)	HISPANIC	UPI, \$ 11.00 (Caballero)	Andres Neidig
KRYT, 1350, 5 KW/1 KW (DA-N)	COUNTRY	NBC, \$ 12.00 (Roslin)	Michael Salardin
KATM-F, 100.7, 14 KW @ 2086, CHR		\$ 16.00 (Banner)	---
KCCY-F, 97.9, 100 KW @ 1200, COUNTRY		ABC E, \$ 23.00 (Mc-Guild)	Jack Carter
KCSJ-F, 107.1, 3 KW @ 338, CHR (?)		MBS, \$ N/A (Eastman)	Jim Cooper
KRYT-F, 107.9, 100 KW @ 230, OLDIES		TRNSTR, \$ 17.00 (Roslin)	Michael Salardin

OTHER RANKED STATIONS -- See Colorado Springs  
MISCELLANEOUS COMMENTS: KIDN changes calls to KRYT (Dec.88)...

RALEIGH - DURHAM

Arbitron Rank/Pop (12+): 60/575,000

MSA Rank/Pop: 70/679,000

ADI # 34  
Average Person Ratings: 16.4  
Market TSL: 21.5 hours

Stations: 27/22  
Diaries: 1069/538:1/55.4%  
Sample Target: 890  
% Below Line: 2.9  
% Not Listed: 16.9

1988 Revenue: \$27,200,000  
HH Inc.: \$34,512  
Retail \$: 4.7 Bill  
Pop per Station: 26,136  
#1 Biller: WRAL-F \$4,700,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion			Birch Share	Birch AQH	Birch Cume
											25-54	Birch	Birch			
1. WRDU-F (AOR)	95/10.1	7.4	10.5	10.9	10.7	9.7	180/2267	1158/20.1	21.3	19.6	111	12.9	134	1492	WRDU-F	
2. WRAL-F (AC)	76/ 8.1	7.3	6.8	7.5	6.5	7.4	208/2770	1085/18.9	18.8	16.7	128	6.1	64	1029	WRAL-F	
WDCG-F (CHR)	76/ 8.1	9.0	8.5	10.3	9.0	9.0	151/2415	1219/21.2	23.1	23.1	64	10.7	111	1414	WDCG-F	
4. WPTF (N/T)	73/ 7.8	8.1	7.9	9.0	6.5	8.2	122/1589	943/16.4	14.9	14.5	67	5.8	60	650	WPTF	
5. WQOK-F (B)	68/ 7.2	7.2	8.2	7.1	6.5	7.4	145/1523	825/14.3	14.0	11.5	111	11.4	119	1177	WQOK-F	
6. WQDR-F (C)	60/ 6.4	9.3	8.8	6.0	7.3	7.6	161/1966	723/12.6	15.2	13.8	105	7.0	73	973	WQDR-F	
7. WFXC-F (B)	55/ 5.8	9.2	5.5	6.1	7.0	6.7	60/1034	862/15.0	14.7	13.3	90	9.3	97	1159	WFXC-F	
8. WTRG-F (O)	52/ 5.5	2.6	2.3	2.5	5.2	3.2	168/2376	889/15.5	10.7	13.8	142	4.3	45	747	WTRG-F	
9. WYLT-F (AC)	34/ 3.6	4.7	4.6	5.7	4.2	4.6	62/1144	625/10.9	12.4	10.1	131	2.5	26	453	WYLT-F	
10. WDUK (B)	32/ 3.4	1.8	2.7	2.1	3.6	2.5	32/312	312/ 5.4	4.7	5.6	100	2.4	25	245	WDUR	
11. WZZU-F (CHR)	28/ 3.0	2.7	2.8	2.4	3.2	2.7	78/1473	663/11.5	13.9	12.5	93	3.9	41	945	WZZU-F	
12. WNND-F (J/NA)	17/ 1.8	1.4	1.4	0.9	0.8	1.4	20/315	267/ 4.6	3.5	2.0	94				WNND-F	
WDNC (BB)	17/ 1.8	2.9	2.2	2.6	2.4	2.4	18/394	351/ 6.1	6.2	6.0	61	2.3	24	344	WDNC	

12+ FM SHARE (METRO): 75.19% (588 of 782) (SPG 88: 75.91%)

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 WRDU-F	1 WPTF >	1 WRAL-F	1 WRDU-F	1 WRDU-F	1 WDCG-F<	1 WQOK-F>
2 WFXC-F>	2 WQOK-F	2 WRAL-F	2 WRAL-F	2 WRAL-F	2 WRAL-F>	WPTF	2 WRAL-F	2 WDCG-F	2 WQOK-F	2 WFXC-F
3 WQOK-F>	3 WDCG-F	3 WQOK-F	3 WTRG-F	3 WQOK-F<	3 WQDR-F	3 WRDU-F	3 WPTF >	3 WRAL-F<	3 WFXC-F	3 WRAL-F<
4 WZZU-F>>	4 WFXC-F<	4 WDCG-F	WQOK-F	4 WTRG-F	4 WDUK <	4 WDCG-F	4 WQDR-F	4 WQOK-F	4 WRDU-F	4 WTIK
5	5 WRAL-F	5 WTRG-F	5	5 WQDR-F	5 WYLT-F	5 WQDR-F	5	5 WQDR-F	5 WPTF	5 WPTF
6	6 WTRG-F	6	6	6	6	6	6	6	6	6

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 WDCG-F>	1 WRAL-F	1 WQOK-F	1 WRAL-F>	1 WRAL-F>	1 WRDU-F>>	1 WRDU-F>>	1 WRDU-F>>	1 WRDU-F>>	1 WRDU-F>
2 WRDU-F	WQOK-F	2 WRAL-F	2 WQOK-F	2 WQOK-F	2 WDCG-F>	2 WDCG-F	2 WTRG-F	2 WQOK-F	2 WTRG-F
3 WRAL-F	3 WRDU-F	3 WRDU-F	WDCG-F	3 WTRG-F	3 WQOK-F>	3 WQOK-F	WQOK-F	3 WTRG-F	3 WQDR-F
4 WQOK-F	4 WDCG-F	4 WTRG-F	4 WTRG-F	WDCG-F	WFXC-F>	4 WFXC-F	WQDR-F	4 WQDR-F	4 WQOK-F
5 WFXC-F	5 WTRG-F	5 WFXC-F	WRDU-F	5 WRDU-F	5 WDUK	5 WQDR-F	5 WZZU-F	WDCG-F	5 WRAL-F
6	WFXC-F	WDCG-F	6 WFXC-F	6	6 WZZU-F	6	6 WFXC-F	6	6 WPTF

FORMATS	AM	FM	TOTAL	%	SPG 88 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP		104 ( 2)	104 ( 2)	13.3	14.3	WAUG	750	New Hope/Raleig	0.7/1.5
AOR/CLASSIC		102 ( 2)	102 ( 2)	13.0	13.7	WCHL	1360	Chapel Hill	0.4/1.9
AC/OLDIES/SOFT ROCK	21 ( 3)	166 ( 4)	187 ( 7)	23.9	19.8	WCLY	1550	Raleigh	0.4/0.9
MOR/VARIETY					0.4	WKIX	850	Raleigh	0.9/4.8
COUNTRY	4 ( 1)	73 ( 3)	77 ( 4)	9.8	13.1	WLLS	570	Raleigh	1.7/4.6
BLACK/URBAN	48 ( 2)	123 ( 2)	171 ( 4)	21.9	24.9	WPJL	1240	Raleigh	0.7/3.1
BEAUTIFUL/EASY					0.9	WSRC	1410	Durham	1.4/2.5
NEWS/TALK	73 ( 1)		73 ( 1)	9.3	7.6	WTKI	1310	Durham	0.4/1.8
NOSTALGIA	17 ( 1)		17 ( 1)	2.2	2.8	WYRN	1480	Louisburg	1.0/1.3
RELIGION/GOSPEL	24 ( 3)		24 ( 3)	3.1	2.4				
SPANISH						WJMH-F	102.1	Reidsville	0.3/1.9
CLASSICAL						WKRR-F	92.3	Asheboro/Greens	0.7/4.2
JAZZ/NEW AGE		17 ( 1)	17 ( 1)	2.2		WKTC-F	96.9t	Tarboro/Rcky Mt	0.3/1.2
UNKNOWN/OTHERS	7 ( 1)	3 ( 1)	10 ( 2)	1.3		WMAG-F	99.5	High Point	0.4/1.5
	194 (12)	588 (15)	782 (27)			WPCM-F	101.1	Burlington	1.1/4.8

RADIO STATIONS

WDNC, 620, 5 KW/1 KW (DA-2), NOSTALGIA	CBS, \$ 25.00 (Republic)	Bill Smith
WDUR, 1490, 1 KW, GOSPEL	ABC R, NBN, \$ 17.00 (Eastman)	Fred Adams
WKIX, 850, 10 KW/5 KW (DA-N), OLDIES	MBS, \$ 20.00 (Christal)	Gary Weiss
WLLS, 570, 500 W/55 W, BLACK	SBN, \$ 18.00 (---)	Henry Monroe
WPTF, 680, 50 KW (DA-N), MOR/TALK	ABC I, NBC, \$ 73.00 (Mc-Guild)	Bryan McIntyre
WSRC, 1410, 5 KW (DA-2), BLACK	NBN, \$ 15.00 (Savalli)	Rem Malloy
WDCG-F, 95.1, 99 KW @ 1016, CHR	ABC F, \$ 65.00 (Republic)	Bill Smith
WFXC-F, 107.1, 3 KW @ 300, BLACK	IND, \$ 41.00 (Eastman)	Fred Adams
WNND-F, 103.9, 3 KW @ 300, JAZZ/NAC	NBC, \$ 23.00 (---)	Tom Campbell
WQDR-F, 94.7, 99 KW @ 1025, COUNTRY	ABC E, \$ 62.00 (Mc-Guild)	Bryan McIntyre
WQOK-F, 97.5, 100 KW @ 1020, BLACK	ABC C, \$ 40.00 (HNWH)	Joyner (S.BOSTON, VA) Curtis Downey
WRAL-F, 101.5, 97 KW @ 1900, AC	IND, \$ 103.00 (Katz)	Capitol-Goodman Larry Adams
WRDU-F, 106.1, 100 KW @ 1350, AOR	SOURCE, \$ 88.00 (MMR)	Voyager Phil Zachary
WTRG-F, 100.7, 100 KW @ 1950, OLDIES	IND, \$ 56.00 (Banner)	Capitol-Johnson (ROCKY MOUNT) Darrel Goodin
WYLT-F, 96.1, 98 KW @ 930, SOFT AC	IND, \$ 50.00 (Christal)	Metroplex Gary Weiss
WZZU-F, 93.9, 100 KW @ 1280, CHR	IND, \$ 47.00 (Torbet)	Village (BURLINGTON) Peter Jorgenson

MISCELLANEOUS COMMENTS: WAZZ-F changes calls to WNND (May)...WNND changes from EZ to JAZZ/NAC (May)...WQOK-F (S.Boston) sold by Joyner to Ragan Henry for \$7,400,000 (Foreman)...WKIX, WYLT-F sold by Metroplex to Universal for \$7,700,000 (Mahlman).



RENO

Arbitron Rank/Pop (12+): 141/240,800

MSA Rank/Pop: 180/238,000

Average Person Ratings: 18.1
Market TSL: 23.75 hours

Stations: 17/17
Diaries: 672/358:1/52.1%
Sample Target: 610
% Below Line: 0.0
% Not Listed: 11.7

1988 Revenue: \$10,200,000
III Inc.: \$32,684
Retail \$: 2.4 Bil
Pop per Station: 14,164
#1 Biller: NA

Table with columns: 12+ METRO, 1/4/SHARE, FAL, SPG, 4 Book, 12+ TSA, 12+ METRO CUME/CUME RATING, FAL, SPG, % Conversion, Birch Share, Birch AQH, Birch Cume. Lists stations 1-15 with their respective ratings and shares.

\*\*\* STATION DETERMINED TO HAVE ENGAGED IN A SPECIAL STATION ACTIVITY.

12+ FM SHARE (METRO): 80.73% (310 of 384) (SPG 88: 80.71%)

Table showing station pairings for TEENS, 18-34, 18-49, 25-49, 25-54, 35+, 12+ AMD, 12+ MID, 12+ PMD, 12+ EVE, and OVERNIGHT categories.

Table showing station pairings for 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, and MEN 25-54 categories.

Table with columns: FORMATS, AM, FM, TOTAL, %, SPG 88, OTHER RATED STATIONS/METRO SHARE & CUME RATING. Lists various radio formats and their associated stations and ratings.

RADIO STATIONS

Table listing radio stations with their call letters, power, frequency, and ownership details. Includes stations like KOH, KONE, KPLY, KPTL, KQLO, KROW, KBUL-F, KIIQ-F, KLKT-F, KNEV-F, KODS-F, KOZZ-F, KRNO-F, KROI-F, KRZQ-F, KSXY-F, and KWNZ-F.

MISCELLANEOUS COMMENTS: KQLO, KWNZ-F sold by Constant to Pacific Telecom for \$\_\_\_\_\_.

RICHMOND

Arbitron Rank/Pop (12+): 54/700,200

Stations: 22/19  
Diaries: 1075/651:1/57.9%  
Sample Target: 1020  
% Below Line: 1.6  
% Not Listed: 9.4

1988 Revenue: \$25,500,000  
HH Inc.: \$33,611  
Retail \$: 6.6 Bil  
Pop per Station: 36,852  
#1 Biller: WRVA \$5,500,000

MSA Rank/Pop: 62/830, 900  
ADI # 58  
Average Person Ratings: 18.1  
Market TSL: 24.0 hours

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WRVA (MOR)	186/14.7	15.9	12.3	11.7	12.7	13.6	195/2002	1825/26.1	28.0	25.5	73	11.0	141	1738	WRVA
2. WCDX-F (B)	141/11.1	7.9	10.4	9.2	9.5	9.6	152/1370	1217/17.4	18.0	14.8	77	16.0	205	1735	WCDX-F
3. WRXL-F (AOR)	125/ 9.9	11.6	11.2	13.9	10.8	11.6	145/1699	1464/20.9	20.4	20.6	113	16.5	211	1773	WRXL-F
4. WRVQ-F (CHR)	119/ 9.4	11.7	13.0	14.2	14.5	12.1	166/2320	1762/25.2	29.1	29.3	104	12.5	160	2122	WRVQ-F
5. WKHK-F (C)	118/ 9.3	5.3	6.0	3.3	2.7	6.0	137/1203	1050/15.0	13.6	7.8	130	7.4	94	909	WKHK-F
6. WMXB-F (AC)	105/ 8.3	6.7	7.9	8.7	8.6	7.9	135/1639	1329/19.0	18.1	19.1	149	5.8	74	1108	WMXB-F
7. WPLZ-F (B)	99/ 7.8	7.8	8.2	7.7	8.6	7.9	115/1247	1127/16.1	16.1	17.0	117	7.9	101	1531	WPLZ-F
8. WTVR-F (EZ)	68/ 5.4	8.1	4.6	5.2	7.0	5.8	97/1126	838/12.0	11.9	15.2	67	3.5	45	571	WTVR-F
9. WVMX-F (CHR)	45/ 3.6	1.2	2.0	0.9	---	1.9	53/775	647/ 9.2	7.6	0.0	106	3.2	41	676	WVMX-F
10. WPTH (REL)	18/ 1.4	1.1	1.1	1.1	1.9	1.2	20/159	148/ 2.1	2.5	4.0	93	1.0	13	160	WPTH
11. WQSF-F (EZ)	17/ 1.3	2.6	3.3	4.2	3.9	2.8	25/500	366/ 5.2	9.2	9.4	85	0.7	9	238	WQSF-F
12.															
13.															
14.															
15.	12+ FM SHARE (METRO): 75.94% (871 of 1147) (SPG 88: 73.10%)														

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRVQ-F<	1 WCDX-F<	1 WRXL-F<	1 WMXB-F	1 WMXB-F<	1 WRVA >>	1 WRVA >>	1 WRVA	1 WRVQ-F	1 WCDX-F	1 WRVA >>
2 WCDX-F>>	2 WRXL-F>	2 WCDX-F	2 WRXL-F	2 WKHK-F	2 WKHK-F	2 WRXL-F	2 WRXL-F<	2 WRVA <	2 WRVA >	2 WCDX-F>>
3 WRXL-F	3 WRVQ-F<	3 WMXB-F<	3 WKHK-F	3 WRXL-F<	3 WTVR-F	3 WRVQ-F<	3 WMXB-F<	3 WRXL-F<	3 WRVQ-F	3 WPLZ-F>>
4 WPLZ-F>	4 WPLZ-F	4 WRVQ-F	4 WRVQ-F	4 WRVA	4 WMXB-F>	4 WCDX-F	4 WKHK-F	4 WCDX-F	4 WPLZ-F	4 WRVQ-F
5 WMXB-F	5 WMXB-F	5 WPLZ-F<	5 WPLZ-F<	5 WRVQ-F	5 WRVQ-F	5 WMXB-F	WCDX-F	5 WKHK-F	5 WKHK-F<	5
6	6	6 WKHK-F	6 WCDX-F	6 WPLZ-F	6	6	6 WTVR-F	6	6 WRXL-F	6

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 WCDX-F>>	1 WCDX-F>	1 WMXB-F<	1 WCDX-F<	1 WMXB-F>	1 WRXL-F	1 WRXL-F>	1 WRXL-F	1 WRXL-F>	1 WRXL-F<
2 WRVQ-F>	2 WMXB-F	2 WCDX-F>	2 WMXB-F	2 WRVA	WCDX-F>	2 WPLZ-F<	2 WPLZ-F	2 WPLZ-F	2 WKHK-F
3 WRXL-F	3 WRXL-F<	3 WRXL-F	3 WRVQ-F	3 WKHK-F	3 WPLZ-F>	3 WCDX-F>	3 WRVQ-F	WCDX-F<	3 WRVA
4 WPLZ-F	4 WRVQ-F>	4 WRVQ-F>	4 WRXL-F	4 WRVQ-F	4 WVMX-F>	4 WRVQ-F>	4 WKHK-F	4 WKHK-F	4 WRVQ-F<
5 WVMX-F	5 WPLZ-F	5 WKHK-F	5 WRVA	WCDX-F	5 WRVQ-F>>	5 WKHK-F	5 WCDX-F	5 WRVQ-F	5 WPLZ-F
6 WMXB-F	6	6 WPLZ-F	6 WPLZ-F	6 WPLZ-F	6	6 WVMX-F	6	6 WMXB-F	6 WMXB-F
			7 WKHK-F	7 WRXL-F				7 WCDX-F	7 WCDX-F

FORMATS	AM	FM	TOTAL	%	SPG 88 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING				
TOP 40/CHR/CONTEMP		164 ( 2)	164 ( 2)	14.3	16.0	WANT	990	Richmond		1.0/4.2
AOR/CLASSIC		132 ( 2)	132 ( 2)	11.5	11.9	WDYL-F	92.1	Chester/Richmond		1.1/2.8
AC/OLDIES/SOFT ROCK	17 ( 2)	105 ( 1)	122 ( 3)	10.6	11.5	WGCW	1240	Petersburg		1.1/2.3
MOR/VARIETY	186 ( 1)		186 ( 1)	16.2	14.0	WKIE	1540	Richmond		0.7/3.3
COUNTRY		118 ( 1)	118 ( 1)	10.3	11.4	WLEE	1320	Richmond		0.6/1.0
BLACK/URBAN	22 ( 2)	253 ( 4)	275 ( 6)	24.0	22.9	WPVA	1290	Col Heights/Pet		0.4/1.7
BEAUTIFUL/EASY NEWS/TALK		85 ( 2)	85 ( 2)	7.4	4.3	WRNL	910	Richmond		0.9/5.5
NOSTALGIA	19 ( 2)		19 ( 2)	1.7	2.3	WTVR	1380	Richmond		0.9/3.5
RELIGION/GOSPEL	32 ( 2)	14 ( 1)	46 ( 3)	4.0	5.7	WAFX-F	106.9	Suffolk/Norfolk		0.6/2.0
SPANISH						WMYK-F	93.7	Elizabeth City		0.3/1.5
CLASSICAL						WOWI-F	102.9	Norfolk		0.7/1.2
JAZZ/NEW AGE										
UNKNOWN/OTHERS										
	276 ( 9)	871 ( 13)	1147 ( 22)							

RADIO STATIONS

WANT, 990, 1 KW/16 W	, BLACK	NBN, \$ 15.00 (---)	Howard Sanders
WPTH, 1590, 5 KW (DAYS)	, RELIGION	, \$ 15.00 (---)	Jack Johnson
WRNL, 910, 5 KW (DA-N)	, OLDIES	MBS, \$ 29.00 (Katz)	Claire Shaffner
WRVA, 1140, 50 KW (DA-1)	, MOR	NBC, CBS, \$ 97.00 (Christal)	Bob Jones
WTVR, 1380, 5 KW (DA-2)	, NOSTALGIA	ABC E, \$ 20.00 (Republic)	Eddie Anderson
WCDX-F, 92.7, 2.8 KW @ 340,	BLACK	, \$ 40.00 (Eastman)	Ben Miles
WDYL-F, 92.1, 3 KW @ 300,	RELIGION	, \$ 15.00 (---)	Paul Bulifant
WKHK-F, 95.3, 1.6 KW @ 550,	COUNTRY	, \$ 35.00 (Banner)	Paul Moore
WMXB-F, 103.7, 20 KW @ 720,	AC	APR, \$ 72.00 (Durpetti)	Don Kidwell
WPLZ-F, 99.3, 3 KW @ 328,	BLACK	US 1, \$ 60.00 (Mc-Guild)	Glenn Mahome
WQSF-F, 96.5, 50 KW @ 500,	BTFL/EZ	, \$ 34.00 (HNWH)	---
WRVQ-F, 94.5, 200 KW @ 355,	CHR	ABC C, \$ 101.00 (Christal)	Phil Goldman
WRXL-F, 102.1, 140 KW @ 320,	AOR	, \$ 93.00 (Katz)	Claire Shaffner
WTVR-F, 98.1, 50 KW @ 840,	BTFL/EZ	ABC E, \$ 44.00 (Republic)	Eddie Anderson
WVMX-F, 106.5, 8 KW @ 240,	CHR/AOR	SOURCE, \$ 37.00 (Banner)	---

MISCELLANEOUS COMMENTS: WPLZ-A to WGCW (March)...WQSF-F (Williamsburg) sold to Keymarket for \$3,000,000 (MVP)...WMXB-F sold by Ragan Henry to Radio Ventures for \$23,500,000 (Chapman).

RIVERSIDE-SAN BERNARDINO

Arbitron Rank/Pop (12+): 16/1,074,800

Stations: 45/17  
Diaries: 1317/816:1/47.8%  
Sample Target: 1280  
% Below Line: 16.1  
% Not Listed: 12.3

1988 Revenue: \$16,000,000  
HHI Inc.: \$33,611  
Retail \$: 13.1 Bil  
Pop per Station: 63,223  
#1 Biller: KGGI-F \$3,400,000

MSA Rank/Pop: 18/2,142,700

Los Angeles ADI

Average Person Ratings: 18.7

Market TSL: 25.00 hours

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume
1. KDUO-F (EZ)	165/ 8.2	10.0	8.0	5.6	8.1	7.9	198/1869	1491/13.9	10.5	15.1	68	4.7	92	636
2. KGGI-F (CHR)	141/ 7.0	8.9	7.7	8.9	6.3	8.1	186/2604	1946/18.1	20.1	17.6	87	12.9	252	2319
3. KQLZ-F (CHR)	135/ 6.7	1.1	1.4	1.4	1.2	2.6	181/2285	1508/14.0	3.7	3.0	58	4.8	94	1369
4. KRTH-F (AC)	97/ 4.8	5.8	5.8	6.5	5.4	5.7	136/2001	1438/13.4	14.5	13.1	156	4.3	84	1135
5. KOST-F (AC)	92/ 4.6	4.4	3.5	3.6	4.1	4.0	145/2119	1345/12.5	11.9	10.1	133	3.9	76	1114
6. KLOS-F (AOR)	87/ 4.3	5.4	4.4	5.6	5.1	4.9	128/1879	1135/10.6	10.4	11.1	142	8.6	167	1462
7. KFI (N/T)	78/ 3.9	4.3	3.4	3.2	3.2	3.7	108/1704	1139/10.6	10.4	8.2	103	2.1	41	561
8. KCAL-F (AOR)	70/ 3.5	2.9	4.7	3.6	4.5	3.7	84/1156	938/ 8.7	9.4	9.8	91	5.1	99	1049
9. KNX (N/T)	69/ 3.4	1.8	3.5	2.8	3.2	2.9	95/1742	1201/11.2	9.2	9.4	68	1.5	30	502
10. KIIS-F (CHR)	67/ 3.3	4.4	5.3	4.8	6.0	4.5	109/2148	1440/13.2	15.3	18.9	82	5.2	102	1425
11. KODJ-F (AC)	57/ 2.8	1.0	2.0	1.2	1.1	1.8	99/1287	818/ 7.6	5.0	5.2	161	2.5	49	768
KKCC (C)	57/ 2.8	2.4	2.3	5.1	4.3	3.2	65/778	662/ 6.2	5.0	6.2	96	3.6	71	567
13. KQLH-F (AC)	47/ 2.3	1.6	1.0	1.0	2.3	1.5	49/693	605/ 5.6	3.7	6.4	152	1.8	36	399
14. KBIG-F (EZ)	45/ 2.2	2.7	2.4	2.0	2.3	2.3	59/1071	732/ 6.8	7.5	6.8	95	1.0	19	416
15. KOLA-F (CHR)	36/ 1.8	2.7	2.3	1.6	2.6	2.1	45/1071	881/ 8.2	9.7	12.0	61	2.1	40	1107

12+ FM SHARE (METRO): 74.65% (1319 of 1767) (SPG 88: 75.02%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KQLZ-F	1 KQLZ-F	1 KGGI-F<	1 KRTH-F	1 KRTH-F	1 KDUO-F>>	1 KDUO-F>	1 KDUO-F>	1 KQLZ-F	1 KQLZ-F	1 KFI <
2 KGGI-F>>	2 KGGI-F	2 KQLZ-F	2 KLOS-F	2 KOST-F	2 KFI <	2 KLOS-F	2 KGGI-F	2 KGGI-F	2 KGGI-F	2 KNX <
3 KIIS-F	3 KLOS-F	3 KRTH-F	3 KOST-F	KLOS-F	3 KNX	3 KGGI-F<	3 KQLZ-F<	3 KDUO-F	3 KOST-F>	3 KOST-F
KOLA-F	4 KCAL-F	4 KLOS-F<	KGGI-F	KGGI-F	4 KRTH-F<	4 KQLZ-F	4 KRTH-F	4 KDUO-F	4 KDUO-F	4 KQLZ-F
5	5 KOST-F	5 KOST-F	5	5 KDUO-F	5 KCC	5 KNX	5 KOST-F	5	5 KFI	KGGI-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 KQLZ-F	1 KGGI-F	1 KGGI-F	1 KGGI-F	1 KRTH-F<	1 KQLZ-F>	1 KQLZ-F	1 KLOS-F>	1 KLOS-F	1 KLOS-F>
KGGI-F>	2 KQLZ-F>	2 KOST-F	2 KOST-F	2 KOST-F	2 KCAL-F>	KLOS-F	2 KGGI-F	2 KQLZ-F	2 KRTH-F
3 KIIS-F	3 KOST-F	3 KQLZ-F	3 KRTH-F	3 KGGI-F	3 KGGI-F	3 KCAL-F	3 KQLZ-F	3 KCC	3 KHYE-F
4 KOST-F	4 KIIS-F>	4 KRTH-F	4 KQLZ-F	4 KDUO-F	4 KLOS-F	4 KGGI-F	4 KCAL-F	4 KHYE-F<	KGGI-F
5 KCAL-F	5 KRTH-F	KIIS-F	5 KIIS-F	5	5 KOST-F	5	5 KRTH-F	5 KRTH-F	5
	KCAL-F	KQLH-F			KIIS-F				

FORMATS	AM	FM	TOTAL	%	SPG 88 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		397 ( 5)	397 ( 5)	22.5	17.3	KBON-F 103.9 Lake Arrowhead 0.5/2.9
AOR/CLASSIC		205 ( 5)	205 ( 5)	11.6	17.3	KCAL 1410 Redlands 1.0/2.8
AC/OLDIES/SOFT ROCK	10 ( 1)	311 ( 6)	321 ( 7)	18.2	21.8	KDIF 1440 Riverside/SB 1.6/2.6
MOR/VARIETY						KHYE-F 105.7 Hemet 0.5/1.6
COUNTRY	90 ( 4)	57 ( 4)	147 ( 8)	8.3	12.2	KMEN 1290 San Bernardino 0.7/3.4
BLACK/URBAN	14 ( 1)		14 ( 1)	0.8	2.2	KNTF-F 93.5 Ontario 1.6/4.1
BEAUTIFUL/EASY		232 ( 4)	232 ( 4)	13.1	9.6	KRSO 590 San Bernardino 1.7/4.7
NEWS/TALK	222 ( 5)		222 ( 5)	12.6	10.1	KWDJ-F 92.7 Riverside 1.4/4.5
NOSTALGIA	26 ( 1)		26 ( 1)	1.5	3.9	KWRM 1370 Corona 0.4/1.2
RELIGION/GOSPEL	15 ( 1)		15 ( 1)	0.8	1.2	
SPANISH	71 ( 3)	33 ( 1)	104 ( 4)	5.9	2.2	KABC 790 Los Angeles 1.4/5.8
CLASSICAL		16 ( 1)	16 ( 1)	0.9	0.4	KBRT 740 Avalon 0.7/1.2
JAZZ/NEW AGE		40 ( 2)	40 ( 2)	2.3	1.8	KEDG-F 101.9 Glendale 0.3/1.3
UNKNOWN/OTHERS		28 ( 1)	28 ( 1)	1.6		KFAC-F 92.3 Los Angeles 0.8/2.7
	448 (16)	1319 (29)	1767 (45)			KFWB 980 Los Angeles 0.6/3.6

RADIO STATIONS

KCAL, 1410, 5 KW/4 KW (DA-N), HISPANIC

, \$ 23.00 (Lotus)

Alfredo Gonzalez

KCKC, 1350, 5 KW/500 W(DA-2), COUNTRY  
 KDIF, 1440, 1 KW (DA-1), HISPANIC  
 KMEN, 1290, 5 KW (DA-2), BLACK  
 KRRO, 590, 1 KW (DA-2), NEWS/TALK

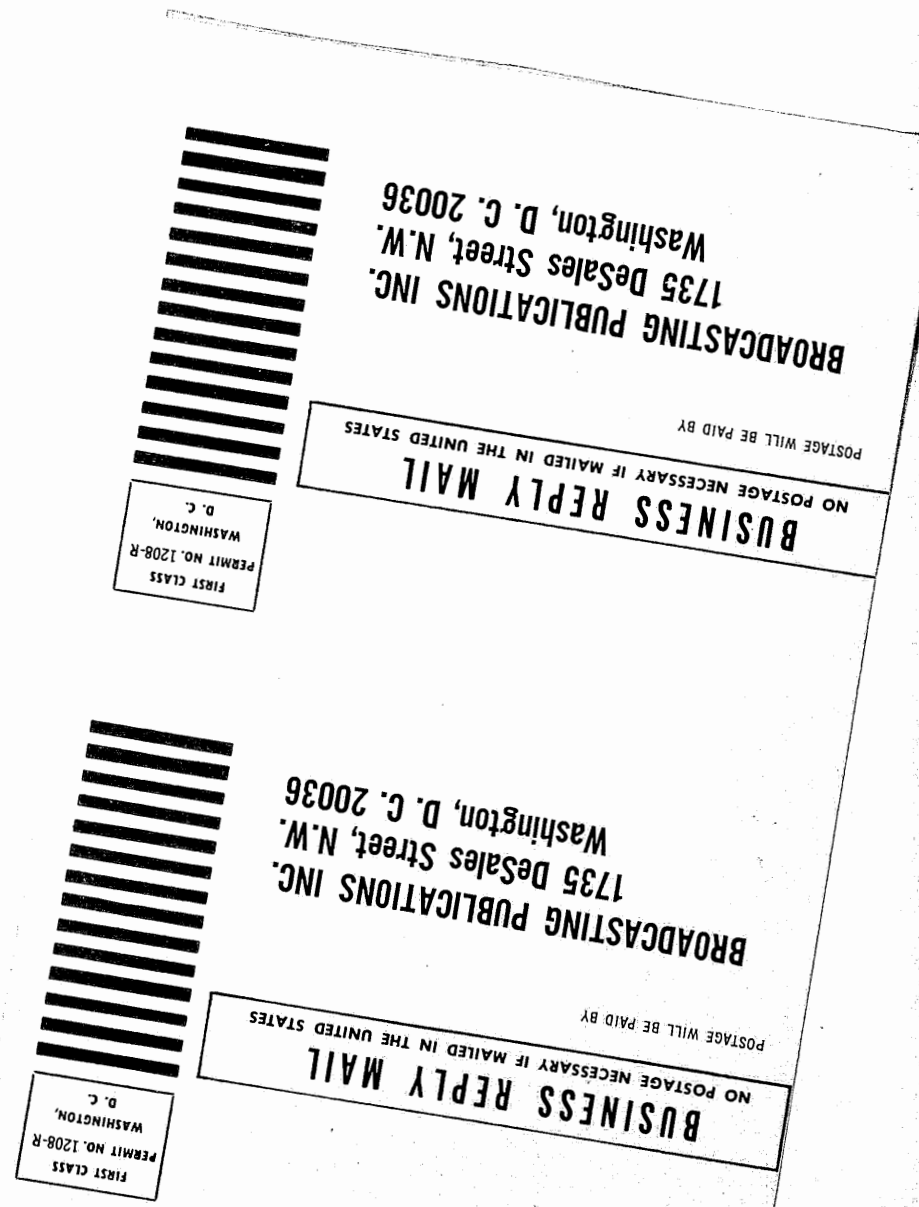
KBON-F, 103.9, .4 KW @ 2500, OLDIES  
 KCAL-F, 96.7, 3 KW @ 300, AOR  
 KDUO-F, 97.5, 72 KW @ 360, BTFL/EZ  
 KGGI-F, 99.1, 3 KW @ 1530, CHR  
 KHYE-F, 105.5, 3 KW @ -245, COUNTRY  
 KNTE-F, 93.5, 3 KW @ -165, COUNTRY  
 KOLA-F, 99.9, 31 KW @ 1630, CHR  
 KQLH-F, 95.1, 50 KW @ 330, SOFT AC  
 KWDJ-F, 92.7, 3 KW @ 300, COUNTRY

ABC I, \$ 33.00 (HNWH)  
 UPI, \$ 19.00 (Katz Hisp.)  
 , \$ 15.00 (Mc-Guid)  
 ABC E,TALKNT, \$ 27.00 (Katz)  
 , \$ 26.00 (HNWH)  
 , \$ 45.00 (Torbet)  
 ABC D, \$ 65.00 (Katz)  
 , \$ 87.00 (Mc-Guild)  
 ABC E, \$ 15.00 (---)  
 , \$ 37.00 (---)  
 ABC R, \$ 42.00 (Banner)  
 MBS, \$ 40.00 (MMR)  
 MBS, \$ 28.00 (Banner)

American  
 Henry  
 Anahieim  
 Henry  
 American

Shiela Brown  
 Gilberto Esquivel  
 ---  
 Al Smith  
 ---  
 Shiela Brown  
 Jeff Parke  
 Al Smith  
 ---  
 Jerry Hartline  
 B.J. Howell  
 Fred Cote  
 Pat Meiharls  
 Jim Knudsen

MISCELLANEOUS COMMENTS: KMNY (Pomona) sold for \$7,500,000...KCKC, KBON-F sold for \$5,000,000 (Hogan-Feldman)...KQLH-F sold to Keymarket for \$7,700,000 (Americom).



ROANOKE-LYNCHBURG

Arbitron Rank/Pop (12+): 94/371,900  
 ADI #69  
 MSA Rank/Pop: Roanoke - 187/228,300  
 Lynchburg - 248/146,200  
 Average Person Ratings: 17.6  
 Market TSL: 23.25 hours

Stations: 26/22  
 Diaries: 814/457:1/61.4%  
 Sample Target: 760  
 % Below Line: 1.7  
 % Not Listed: 11.9  
 1988 Revenue: \$12,000,000  
 HH Inc.: \$31,700  
 Retail \$: 2.8 Bil  
 Pop per Station: 16,904  
 #1 Biller: WXLK-F \$3,600,000

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume
1. WXLK-F (CHR)	98/15.0	20.6	20.9	22.7	22.2	----	247/2894	1265/34.0	40.6	38.9	111			WXLK-F
2. WYYD-F (C)	95/14.5	10.0	12.7	11.0	12.1	----	137/1296	819/22.0	22.1	15.7	103			WYYD-F
3. WPVR-F (EZ)	75/11.5	13.9	11.0	13.4	11.2	----	141/1402	789/21.2	20.2	17.3	70			WPVR-F
4. WROV-F (AOR)	54/ 8.2	-----	-----	-----	-----	----	124/1132	491/13.2	0.0	0.0	135			WROV-F
5. WJJS (B)	45/ 6.9	3.6	2.6	3.4	3.2	----	45/310	310/ 8.3	4.8	4.0	117			WJJS
6. WSLQ-F (AC)	26/ 4.0	8.5	8.2	6.5	8.3	----	94/1517	606/16.3	21.6	21.6	140			WSLQ-F
7. WSLC (C)	23/ 3.5	5.1	5.1	4.8	6.1	----	29/385	311/ 8.4	11.4	11.9	80			WSLC
8. WJLM-F (C)	22/ 3.4	2.6	4.6	3.8	3.2	----	23/405	352/ 9.5	9.6	7.6	138			WJLM-F
9. WROV (O)	20/ 3.1	2.1	3.1	1.7	2.1	----	27/323	291/ 7.8	8.3	4.8	161			WROV
10. WFIR (N/T)	18/ 2.7	3.6	2.6	3.3	3.9	----	18/245	222/ 6.0	6.3	8.7	41			WFIR
11. WQOK-F (B)	16/ 2.4	1.8	0.5	1.4	----	----	32/414	210/ 5.6	2.9	0.0	79			WQOK-F
13. WKZZ-F (CHR)	16/ 2.4	3.1	2.6	3.1	2.4	----	18/256	238/ 6.4	8.0	9.5	92			WKZZ-F

12+ FM SHARE (METRO): 75.39% (435 of 577) (SPG 88: 73.61%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WXLK-F>>	1 WXLK-F>	1 WXLK-F	1 WXLK-F	1 WXLK-F	1 WYYD-F<	1 WXLK-F	1 WXLK-F<	1 WXLK-F	1 WXLK-F	1 WYYD-F>>
2 WKZZ-F	2 WROV-F>	2 WYYD-F	2 WYYD-F	2 WYYD-F>	2 WPVR-F>>	2 WYYD-F	2 WYYD-F	2 WYYD-F	2 WROV-F	2 WQOK-F
WJJS >>	3 WYYD-F>	3 WROV-F>	3 WROV-F>	3 WROV-F>	3 WXLK-F>	3 WPVR-F>	3 WPVR-F>	3 WPVR-F	3 WYYD-F	3 WPVR-F>
4	4 WJJS	4 WJJS	4 WJJS	4 WPVR-F	4 WSLC	4 WROV-F	4 WROV-F	4 WROV-F>	4 WPVR-F	4 WXLK-F
5	5	5 WPVR-F	5 WPVR-F	WJJS	WJJS	5	5	5 WJJS	WJJS	5 WJJS

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 WXLK-F>	1 WXLK-F>>	1 WXLK-F>>	1 WXLK-F	1 WXLK-F	1 WXLK-F	1 WXLK-F	1 WXLK-F	1 WXLK-F	1 WXLK-F
2 WYYD-F	2 WROV-F	2 WROV-F	2 WYYD-F>	2 WYYD-F>	2 WROV-F>>	2 WROV-F>>	2 WROV-F>>	2 WROV-F	2 WROV-F<
3 WQOK-F	3 WYYD-F>	3 WYYD-F	3 WROV-F	3 WPVR-F	3 WYYD-F>	3 WYYD-F>	3 WYYD-F>	3 WYYD-F>>	3 WYYD-F>
WROV-F	4 WJJS >	4 WJJS	4 WPVR-F	4 WJJS	4 WQOK-F<	4 WJJS	4 WJJS	4 WJJS	4 WROV
5	5 WSLQ-F	5	5 WJJS	5 WROV-F	5 WJMH-F	5 WSLQ-F>>	5 WSLQ-F	5 WROV	WJJS

FORMATS	AM	FM	TOTAL	%	SPG 88	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		114 ( 2)	114 ( 2)	19.8	26.6	WBLT 1350 Bedford 1.1/1.7
AOR/CLASSIC		60 ( 2)	60 ( 2)	10.4	0.7	WGOL-F 98.3 Lynchburg 1.1/5.2
AC/OLDIES/SOFT ROCK	20 ( 1)	38 ( 3)	58 ( 4)	10.1	14.9	WKBA 1550 Vinton 0.3/1.5
MOR/VARIETY	9 ( 2)		9 ( 2)	1.6	4.3	WKHV-F 105.5 Altavista 0.8/2.1
COUNTRY	27 ( 2)	119 ( 3)	146 ( 5)	25.3	26.2	WLLL 930 Lynchburg 1.1/2.0
BLACK/URBAN	57 ( 2)	25 ( 3)	82 ( 5)	14.2	11.9	WLVA 590 Lynchburg 0.3/2.8
BEAUTIFUL/EASY		75 ( 1)	75 ( 1)	13.0	12.5	WRIS 1410 Roanoke 0.3/2.1
NEWS/TALK	18 ( 1)		18 ( 1)	3.1		WTOY 910 Roanoke 1.8/4.0
NOSTALGIA	7 ( 1)		7 ( 1)	1.2		WWOD 1390 Lynchburg 0.6/1.8
RELIGION/GOSPEL	4 ( 2)	4 ( 1)	8 ( 3)	1.4	0.4	WXYU-F 101.7 Lynchburg/Ronke 0.9/4.2
SPANISH						
CLASSICAL						WAKG-F 103.3 Danville 0.3/2.1
JAZZ/NEW AGE						WJMH-F 102.1 Reidsville 1.1/3.2
UNKNOWN/OTHERS					2.6	WQMG-F 97.1 Greensboro 0.3/2.0
	142 (11)	435 (15)	577 (26)			

**RADIO STATIONS**

WFIR, 960, 5 KW (DA-N)	NEWS/TALK	CBS, \$ 20.00 (HNWH)	Gibbons	Terry Gibbons
WJJS, 1320, 1 KW/24 W (DA-1)	BLACK	ABC F, \$ 18.00 (K & P)	(LYNCHBURG)	Denny Dee Royer
WROV, 1240, 1 KW	OLDIES	ABC D, \$ 16.00 (HNWH)	Joyner	Mike Slenski
WSLC, 610, 5 KW/1 KW (DA-2)	COUNTRY	NBC, \$ 23.00 (Katz)	Mel Wheeler	Herm Reavis
WTOY, 910, 1 KW/89 W (DA-1)	BLACK	SBN, \$ 15.00 (K & P)		Mike Walvogel
WGOL-F, 98.3, 3 KW @ 240, AC			(LYNCHBURG)	Dick Singer
WJLM-F, 93.5, 3 KW @ 97, COUNTRY		MBS, US 2, \$ 18.00 (Southern)	(SALEM)	Lloyd Gochenour
WKZZ-F, 100.1, .7 KW @ 620, CHR		US 1, CBS, \$ 15.00 (Republic)	Bahakel (LYNCHBURG)	Al Augustine
WPVR-F, 94.9, 100 KW @ 1980, BTFL/EZ			Gibbons	Terry Gibbons
WROV-F, 96.3, 100 KW @ 600, AOR		ABC R, \$ 30.00 (HNWH)	Joyner (MARTINSVILLE)	Mike Slenski
WSLQ-F, 99.1, 200 KW @ 1985, AC		ABC F, \$ 40.00 (Katz)	Mel Wheeler	Herm Reavis
WXLK-F, 92.3, 93 KW @ 2050, CHR		US 1, \$ 80.00 (Torbet)	Coleman	Al Casey
WXYU-F, 101.7, 3 KW @ 300, AOR		TRNSTR, \$ 13.00 (K & P)	(LYNCHBURG)	Denny Dee Royer
WYYD-F, 107.9, 20 KW @ 1720, COUNTRY		MBS, \$ 37.00 (Eastman)	(AMHERST)	Barb Rexrode

WQOK -- See Raleigh

ROCHESTER

Arbitron Rank/Pop (12+): 43/832,200  
 MSA Rank/Pop: 47/983,200  
 Average Person Ratings: 17.7  
 Market TSL: 23.00 hours

Stations: 16/13  
 Diaries: 1084/768:1/50.3%  
 Sample Target: 1130  
 % Below Line: 2.2  
 % Not Listed: 13.6

1988 Revenue: \$24,500,000  
 HH Inc.: \$38,832  
 Retail \$: 6.8 Bil  
 Pop per Station: 64,015  
 #1 Biller: WVOR-F \$5,300,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion	Birch Share	Birch AQH	Birch Cume	
1. WCMF-F (AOR)	257/17.4	15.3	17.1	16.5	16.0	16.6	289/2720	2394/28.8	28.9	27.1	98	16.3	243	2270	WCMF-F
2. WPXY-AF (CHR)	171/11.6	10.9	12.5	14.5	13.4	12.4	184/2630	2400/28.8	29.3	30.3	81	14.7	217	2820	WPXY-AF
3. WVOR-F (AC)	163/11.0	9.0	9.2	8.2	9.6	9.4	170/2148	1987/23.9	22.2	24.0	133	8.9	132	1697	WVOR-F
4. WBEE-F (C)	131/ 8.9	8.5	9.6	7.9	11.3	8.7	161/1732	1364/16.4	15.5	16.4	120	7.8	116	916	WBEE-F
5. WHAM (MOR)	129/ 8.7	9.5	8.5	8.9	10.7	8.9	143/1975	1696/20.4	19.1	21.4	68	10.2	152	1527	WHAM
6. WDKX-F (B)	91/ 6.2	5.2	4.6	4.6	3.9	5.1	91/873	873/10.5	10.4	7.5	77	9.8	146	1149	WDKX-F
7. WKLX-F (O)	85/ 5.8	6.0	4.3	7.0	4.0	5.8	106/1734	1544/18.6	14.4	13.9	155	4.2	63	991	WKLX-F
8. WRMM-F (AC)	81/ 5.5	6.1	7.8	6.9	6.1	6.6	89/1599	1465/17.6	17.2	16.0	124	4.7	70	1587	WRMM-F
9. WZSH-F (EZ)	70/ 4.7	7.4	5.9	6.2	6.4	6.1	97/1284	947/11.4	10.9	13.6	53	4.2	63	622	WZSH-F
10. WEZO (BB)	43/ 2.9	3.0	3.4	2.2	2.9	2.9	44/631	624/ 7.5	6.6	7.3	59	1.5	23	336	WEZO

12+ FM SHARE (METRO): 84.47% (1077 of 1275) (SPG 88: 82.43%)

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

FORMATS	AM	FM	TOTAL	%	SPG 88	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP	4 ( 1)	179 ( 2)	183 ( 3)	14.4	16.5	16.5	WBBF 950 Rochester 0.6/3.8
AOR/CLASSIC		266 ( 2)	266 ( 2)	20.9	18.7	18.7	WWWG 1460 Rochester 0.9/3.6
AC/OLDIES/SOFT ROCK		329 ( 3)	329 ( 3)	25.8	23.4	23.4	
MOR/VARIETY	129 ( 1)		129 ( 1)	10.1	12.1	12.1	WBMW-F 107.7 Weathersfield 0.7/2.4
COUNTRY	9 ( 1)	131 ( 1)	140 ( 2)	11.0	13.5	13.5	WGR -F 96.9 Buffalo 0.6/1.5
BLACK/URBAN		91 ( 1)	91 ( 1)	7.1	4.5	4.5	WMJQ-F 102.5 Buffalo 0.8/2.9
BEAUTIFUL/EASY		70 ( 1)	70 ( 1)	5.5	7.3	7.3	
NEWS/TALK							
NOSTALGIA	43 ( 1)		43 ( 1)	3.4	3.3	3.3	
RELIGION/GOSPEL	13 ( 1)		13 ( 1)	1.0	0.6	0.6	
SPANISH							
CLASSICAL							
JAZZ/NEW AGE		11 ( 1)	11 ( 1)	0.9			
UNKNOWN/OTHERS							
	198 ( 5)	1077 ( 11)	1275 ( 16)				

RADIO STATIONS

WBBF, 950, 1 KW (DA-2)	, COMBINATION WITH WBEE-F						
WEZO, 990, 5 KW/2.5 KW (DA-2), NOSTALGIA	ABC I, \$ 22.00 (Christal)	Atlantic Ventures	Jay Meyers				
WHAM, 1180, 50 KW	, MOR CBS, TALKNT, \$ 59.00 (Mc-Guild)	Lincoln	Jack Murphy				
WWWG, 1460, 5 KW (DA-2)	, RELIGION	Brandon	Sue Bahner				
WBEE-F, 92.5, 50 KW @ 500, COUNTRY	US 2, \$ 60.00 (Katz)	Heritage	Carolyn Merz				
WXMF-F, 96.5, 50 KW @ 457, AOR	, \$ 95.00 (Torbet)	Stoner	Suzanne McDonald				
WDKX-F, 103.9, 1 KW @ 500, BLACK	NBN, \$ 26.00 (Roslin)		A. Langston				
WKLX-F, 98.9, 37 KW @ 560, OLDIES	, \$ 48.00 (Durpetti)		Wachs & Dodenhof:				
WPXY-F, 97.9, 50 KW @ 456, CHR	, \$ 78.00 (MMR)	Pyramid	Bill Schoenig				
WRMM-F, 101.3, 27 KW @ 637, SOFT AC	ABC E, \$ 50.00 (Christal)	Atlantic Ventures	Joy Myers				
WVOR-F, 100.5, 50 KW @ 490, AC	, \$ 106.00 (Mc-Guild)	Lincoln	Jack Palvino				
WZSH-F, 95.1, 11 KW @ 993, BTFL/EZ	, \$ 29.00 (Republic)	(BRISTOL CENTER)	James Doyle				

ROCKFORD

Arbitron Rank/Pop (12+): 141/231,700  
 MSA Rank/Pop: 157/280,900  
 ADI # 140  
 Average Person Ratings: 16.5  
 Market TSL: 21.75 hours

Stations: 22/11  
 Diaries: 679/341:1/54.5%  
 Sample Target: 610  
 % Below Line: 9.1  
 % Not Listed: 10.7

1988 Revenue: \$7,300,000  
 HHI Inc.: \$34,346  
 Retail \$: 2.0 Bil  
 Pop per Station: 21,063  
 #1 Biller: WROK \$2,200,000

12+ METRO	1/4/SHARE	FAL				SPG				4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	% Conversion			Birch Share	Birch AQH	Birch Cume	
		88	88	87	87	88	88	87	87				25-54	88	88				
1. WZOK-F (CHR)	69/18.0	----	20.7	----	23.0	----	103/1543	862/37.2	34.8	35.0	88	25.8	95	1052	WZOK-F				
2. WKMQ-F (O)	61/15.9	----	13.0	----	3.4	----	74/903	642/27.7	24.1	11.2	166	11.1	41	515	WKMQ-F				
3. WROK (MOR)	49/12.8	----	16.6	----	17.0	----	49/730	722/31.2	36.4	37.2	87	10.9	40	518	WROK				
4. WYBR-F (AOR)	30/ 7.8	----	6.4	----	8.0	----	54/507	382/16.5	14.7	15.2	68	11.7	43	585	WYBR-F				
5. WGN (N/T)	20/ 5.2	----	8.0	----	9.5	----	52/861	353/15.2	15.9	17.7	112	7.9	29	340	WGN				
6. WKKN (C)	17/ 4.4	----	2.8	----	2.9	----	18/167	139/ 6.0	6.9	7.8	77	1.1	4	94	WKKN				
7. WRWC-F (AC)	15/ 3.9	----	5.0	----	6.3	----	22/303	198/ 8.5	11.4	14.2	97	1.6	6	139	WRWC-F				
8. WRRR (BB)	14/ 3.7	----	-----	----	1.1	----	15/153	138/ 6.0	1.8	1.3	27	0.8	3	60	WRRR				
9. WQFL-F (REL)	13/ 3.4	----	3.0	----	2.9	----	17/251	186/ 8.0	7.1	7.7	141	5.2	19	291	WQFL-F				
10. WSJY-F (EZ)	9/ 2.3	----	3.9	----	4.9	----	14/247	130/ 5.6	7.0	8.6	83	2.2	8	203	WSJY-F				

12+ FM SHARE (METRO): 62.87% (215 of 342) (SPG 88: 63.19%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZOK-F>>	1 WZOK-F>	1 WKMQ-F	1 WKMQ-F>>	1 WKMQ-F>>	1 WROK	1 WROK	1 WKMQ-F	1 WZOK-F	1 WZOK-F>	1 WZOK-F>
2	2 WYBR-F	2 WZOK-F>	2 WZOK-F>	2 WZOK-F>	2 WKMQ-F>>	2 WKMQ-F	2 WZOK-F>	2 WKMQ-F>	2 WKMQ-F	2 WROK
3	WKMQ-F>>	3 WYBR-F	3 WROK	3 WROK	3 WGN	3 WKMQ-F>>	3 WROK >	3 WROK	3 WYBR-F>	WKMQ-F
4	4 WRWC-F	4 WROK	4	4	4 WZOK-F	4	4 WYBR-F	4 WYBR-F	4 WROK	4 WGN
5	WQFL-F	5	5	5	WKKN	5	5 WRWC-F	5	5	WYBR-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 WZOK-F>>	1 WZOK-F>>	1 WZOK-F	1 WZOK-F	1 WKMQ-F	1 WYBR-F>>	1 WYBR-F>	1 WKMQ-F	1 WKMQ-F>>	1 WKMQ-F>>
2 WYBR-F	2 WKMQ-F>	WKMQ-F>>	2 WKMQ-F>>	2 WZOK-F>	2 WZOK-F>>	2 WZOK-F	2 WZOK-F>	2 WYBR-F	2 WZOK-F
WKMQ-F>	3 WYBR-F>	3 WYBR-F	3 WROK >	3 WROK >>	3 WLUV-AF	3 WKMQ-F>	3 WYBR-F	3 WZOK-F>	3 WROK >
4 WRWC-F>>	4 WQFL-F	4 WQFL-F	4 WYBR-F	4	WKMQ-F>>	4 WRWC-F	WRWC-F>	4 WROK	4 WGN
5	5	5	5	5	5	5	5 WQFL-F	5	5

FORMATS	AM	FM	TOTAL	%	SPG 88, %	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP		71 ( 2)	71 ( 2)	20.8	24.8	WBEL	1380	South Beloit	1.0/1.7
AOR/CLASSIC		30 ( 1)	30 ( 1)	8.8	7.1	WUR	930	Sandwich	0.5/1.3
AC/OLDIES/SOFT ROCK	4 ( 1)	76 ( 2)	80 ( 3)	23.4	20.6	WBBM	780	Chicago	1.3/9.3
MOR/VARIETY	55 ( 3)		55 ( 3)	16.1	19.0	WDEK-F	92.5	Dekalb	0.5/5.1
COUNTRY	17 ( 1)	6 ( 1)	23 ( 2)	6.7	5.2	WEKZ-F	93.7	Monroe	0.5/2.2
BLACK/URBAN		3 ( 1)	3 ( 1)	0.9		WGCI-F	107.5	Chicago	0.8/2.8
BEAUTIFUL/EASY		11 ( 2)	11 ( 2)	3.2	5.2	WJVL-F	99.9	Janesville	1.6/5.6
NEWS/TALK	36 ( 4)		36 ( 4)	10.5	13.5	WLS	890	Chicago	1.0/6.1
NOSTALGIA	14 ( 1)		14 ( 1)	4.1		WLUP	1000	Chicago	1.3/3.2
RELIGION/GOSPEL		13 ( 1)	13 ( 1)	3.8	3.4	WMAQ	670	Chicago	1.6/4.6
SPANISH CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS	1 ( 1)	5 ( 1)	6 ( 2)	1.8	1.2				
	127 (11)	215 (11)	342 (22)						

RADIO STATIONS

WKKN, 1150, 1 KW (DA-1), COUNTRY	ABC I, \$ 16.00 (HNWH)	Midwest Family	Duane Daniels
WROK, 1440, 5 KW/500W (DA-D), MOR	ABC C, \$ 41.00 (Mc-Guild)		John Nolte
WRRR, 1330, 1 KW/91W (DA-1), NOSTALGIA	SOURCE, \$ 14.00 (Banner)		---
WKMQ-F, 95.3, 1 KW @ 515, OLDIES	ABC R, \$ 27.00 (HNWH)	Midwest Family	Duane Daniels
WQFL-F, 100.9, 3 KW @ 300, RELIGION	UPI, \$ 14.00 (---)		Barry Armstrong
WRWC-F, 103.1, 3 KW @ 300, SOFT AC	, \$ 17.00 (Roslin)		Bill Dommer
WYBR-F, 104.9, 3 KW @ 300, AOR	, \$ 21.00 (Banner)		---
WZOK-F, 97.5, 50 KW @ 433, CHR	, \$ 45.00 (Mc-Guild)		John Nolte

WGN - See Chicago; WSJY - See Madison

MISCELLANEOUS COMMENTS: WYBR-F changes calls to WRRR (Sep.88)...WRRR changes to NOSTALGIA (Sept 88)...WRRR, WYBR-F sold by Communications Partners for \$1,350,000 (Blackburn).

SACRAMENTO

Arbitron Rank/Pop (12+): 31/1157300

Stations: 25/20  
Diaries: 1228/942:1/50.8%  
Sample Target: 1240  
% Below Line: 5.8  
% Not Listed: 12.8

1988 Revenue: \$47,200,000  
HH Inc.: \$35,054  
Retail \$: 10.1 Bil  
Pop per Station: 57,865  
#1 Biller: KRAK-AF \$9,300,000

MSA Rank/Pop: 34/1352100

ADI # 20

Average Person Ratings: 16.8

Market TSL: 22.50 hours

12+ METRO	1/4/SHARE	WIN				SPG				4 Book		12+ TSA		12+ METRO		% Conversion			Birch		
		89	FAL 88	SUM 88	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88
1. KFBK (N)	180/ 9.3	8.2	8.8	8.8	7.8	8.8	240/2853	2129/18.4	19.0	17.6	67	8.0	160	1734	KFBK						
2. KCTC-F (EZ)	154/ 7.9	8.3	7.0	7.5	8.7	7.7	181/2004	1599/13.8	14.5	16.0	87	6.5	130	962	KCTC-F						
3. KSFM-F (CHR)	143/ 7.4	6.0	5.2	5.6	6.2	6.1	170/3075	2393/20.7	19.0	18.4	88	6.3	126	2310	KSFM-F						
4. KRAK-F (C)	136/ 7.0	7.6	7.1	9.0	5.5	7.7	239/2513	1639/14.2	15.0	14.2	123	7.4	147	1708	KRAK-F						
5. KXOA-F (AC)	135/ 6.9	6.1	5.9	6.8	6.9	6.4	151/2421	1973/17.0	18.2	15.8	138	5.7	114	1432	KXOA-F						
6. KZAP-F (AOR)	116/ 6.0	5.5	5.2	6.2	7.3	5.7	152/2255	1674/14.6	13.5	15.7	150	6.9	138	1886	KZAP-F						
7. KRXQ-F (AOR)	112/ 5.8	7.1	5.8	5.8	5.8	6.1	122/1846	1585/13.7	13.6	11.9	71	12.0	240	1846	KRXQ-F						
8. KHYL-F (O)	99/ 5.1	3.8	5.1	4.2	4.1	4.5	120/1875	1520/13.1	13.4	10.6	149	5.0	100	1661	KHYL-F						
9. KRAK (C)	84/ 4.3	4.1	4.2	3.5	3.4	4.0	155/1702	925/ 8.0	9.5	7.7	74	3.0	59	710	KRAK						
10. KQPT-F (J/NA)	80/ 4.1	6.4	7.0	4.3	2.7	5.4	85/1416	1319/11.4	14.1	5.7	156	4.7	94	1144	KQPT-F						
11. KWOD-F (CHR)	73/ 3.8	3.7	4.1	3.5	4.6	3.8	103/2254	1475/12.7	15.1	15.5	84	3.6	72	1212	KWOD-F						
12. KAER-F (AC)	67/ 3.4	3.7	3.3	3.0	3.1	3.3	75/1466	1225/10.6	10.1	9.6	118	2.3	46	936	KAER-F						
13. KROY-F (CHR)	61/ 3.1	4.8	5.5	5.3	5.4	4.7	75/1833	1454/12.6	15.2	15.1	65	6.5	129	1472	KROY-F						
14. KGNR (AC)	37/ 1.9	1.2	1.4	1.5	1.4	1.5	43/712	627/ 5.4	5.9	5.2	89	0.7	14	1433	KGNR						
15.																					

12+ FM SHARE (METRO): 70.87% (1202 of 1696) (SPG 88: 67.73%)

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



FORMATS					SPG 88		OTHER RATED STATIONS/METRO SHARE & CUME RATING			
	AM	FM	TOTAL	%	%					
TOP 40/CHR/CONTEMP		283 ( 4)	283 ( 4)	16.7	18.5	KFIA	710	Carmichael		0.7/2.3
AOR/CLASSIC		228 ( 2)	228 ( 2)	13.4	14.7	KRCX	1110	Roseville/Scrmn		1.7/1.9
AC/OLDIES/SOFT ROCK	43 ( 2)	321 ( 4)	364 ( 6)	21.5	20.2	KSAC	1240	Sacramento		1.0/2.9
MOR/VARIETY	35 ( 1)		35 ( 1)	2.1	1.8	KSMJ	1380	Sacramento		0.3/2.2
COUNTRY	84 ( 1)	136 ( 1)	220 ( 2)	13.0	9.9	KXOA	1470	Sacramento		0.7/2.8
BLACK/URBAN						KYLO-F	105.5	Davis/Sacrament		1.0/2.4
BEAUTIFUL/EASY		154 ( 1)	154 ( 1)	9.1	9.7					
NEWS/TALK	236 ( 4)		236 ( 4)	13.9	10.8	KCBS	740	San Francisco		0.4/2.2
NOSTALGIA	29 ( 1)		29 ( 1)	1.7	3.9	KFRC	610	San Francisco		1.5/3.6
RELIGION/GOSPEL	14 ( 1)		14 ( 1)	0.8	2.7	KGO	810	San Francisco		1.8/4.5
SPANISH	34 ( 1)		34 ( 1)	2.0	2.2	KMEL-F	106.1	San Francisco		0.3/1.8
CLASSICAL	19 ( 1)		19 ( 1)	1.1	0.9	KNBR	680	San Francisco		1.8/5.6
JAZZ/NEW AGE		80 ( 1)	80 ( 1)	4.7	3.0					
UNKNOWN/OTHERS					1.6					
	494 (12)	1202 (13)	1696 (25)							

AM STATIONS

KFBK, 1530, 50 KW (DA-2), NEWS	NBC, ABC I, \$ 100.00 (Group W)	Westinghouse	Rick Eytcheson
KFIA, 710, 10 KW/250 W(DA-2), RELIGION	, \$ 24.00 (---)		Jamie Clark
KGNR, 1320, 5 KW (DA-2), NOSTALGIA	CBS, \$ 30.00 (Christal)	Tribune Co.	Doug Stewart
KRAK, 1140, 50 KW (DA-2), COUNTRY	, \$ 72.00 (Katz)	EZ	John Winkel
KRCX, 1100, 5 KW/500 W(DA-2), HISPANIC	, \$ 42.00 (Lotus)	Fuller-Jeffrey	Ramsey Elliott
KSAC, 1240, 1 KW, CLASSICAL	, \$ 32.00 (CMBS)		---
KSMJ, 1380, 5 KW (DA-2), OLDIES	SMN, \$ 28.00 (MMR)	Booth/Genesis	Jerry McKenna
KXOA, 1470, 5 KW/1 KW (DA-2), NEWS/TALK	, \$ 35.00 (Banner)	Brown	John Geary

FM STATIONS

KAER, 92.5, 50 KW @ 500, AC	, \$ 55.00 (Group W)	Westinghouse	Rick Eytcheson
KCTC, 96.1, 50 KW @ 476, BTFL/EZ	, \$ 88.00 (Christal)	Tribune Co.	Doug Stewart
KHYL, 101.1, 36 KW @ 567, OLDIES	, \$ 40.00 (Eastman)	Parker (PAUBURN)	John Buckley
KQPT, 100.5, 115 KW @ 380, JAZZ/NAC	SOURCE, \$ 95.00 (Republic)	Duchossois	Henry Grambergu
KRAK, 105.1, 50 KW @ 500, COUNTRY	, \$ 110.00 (Katz)	EZ	John Winkel
KROY, 96.9, 50 KW @ 500, CHR	SOURCE, \$ 60.00 (Christal)	Great American	---
KRXQ, 93.7, 25 KW @ 306, AOR	, \$ 70.00 (Torbet)	Fuller-Jeffrey	Michael John
KSFM, 102.5, 50 KW @ 500, CHR	, \$ 90.00 (MMR)	Booth/Gen. (WOODLAND)	Jerry McKenna
KWOD, 106.5, 50 KW @ 310, CHR	RADRAD ABC F, \$ 59.00 (CBS)		Ed Stolz
KXOA, 107.9, 50 KW @ 420, AC/OLDIES	, \$ 124.00 (Banner)	Brown	John Geary
KZAP, 98.5, 50 KW @ 495, AOR	, \$ 94.00 (Mc-Guild)	Nationwide	Tom Weidle

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

SAGINAW-BAY CITY-MIDLAND

Arbitron Rank/Pop (12+): 105/327,100

Stations: 19/12  
Diaries: 770/425:1/57.4%  
Sample Target: 740  
% Below Line: 3.9  
% Not Listed: 11.8

1988 Revenue: \$9,600,000  
HH Inc.: \$32,341  
Retail \$: 2.9 Bil  
Pop per Station: 27,258  
#1 Biller: WIOG-F \$3,500,000

MSA Rank/Pop: 116/402,400  
ADI #59 (w/Flint)  
Average Person Ratings: 18.2  
Market TSL: 24.25 hours

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume
1. WIOG-F (CHR)	143/24.1	30.1	24.3	29.9	33.8	----	375/3886	1372/41.9	44.5	51.8	92	32.7	225	1743
2. WHNN-F (AC)	66/11.1	11.0	13.7	7.7	10.6	----	105/1465	791/24.2	27.5	23.4	134	10.9	75	881
3. WSGW (MOR)	63/10.6	10.8	13.3	15.0	14.2	----	78/873	634/19.4	22.2	25.2	82	6.5	45	538
4. WKQC-F (C)	56/ 9.4	12.5	10.8	8.7	10.9	----	113/1298	670/20.5	22.9	21.7	118	12.8	88	705
5. WKQZ-F (AOR)	51/ 8.6	7.8	8.3	7.3	5.6	----	93/929	533/16.3	15.8	11.8	115	9.4	65	761
6. WTLZ-F (B)	49/ 8.2	3.4	2.5	2.8	2.1	----	55/507	316/ 9.7	4.4	4.5	82	5.5	38	536
7. WGER-F (EZ)	33/ 5.6	6.1	6.6	8.9	6.7	----	41/499	444/13.6	14.2	14.7	89	4.2	29	358
8. WJR (MOR)	13/ 2.2	2.2	1.8	3.8	2.6	----	97/1486	233/ 7.1	7.2	6.8	55	1.5	10	210
9. WSAM (O)	9/ 1.5	1.5	2.1	1.6	1.7	----	12/197	178/ 5.4	6.1	6.5	153	1.3	9	157
10. WXOX (O)	8/ 1.3	1.0	0.9	1.0	0.7	----	8/146	133/ 4.1	3.3	3.7	154	0.7	5	119

12+ FM SHARE (METRO): 80.15% (420 of 524) (SPG 88: 76.10%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIOG-F>>	1 WIOG-F>>	1 WIOG-F>>	1 WIOG-F>	1 WIOG-F>	1 WSGW >	1 WIOG-F>>	1 WIOG-F>>	1 WIOG-F>>	1 WIOG-F>>	1 WIOG-F<
2	2 WHNN-F	2 WHNN-F>	2 WHNN-F>	2 WHNN-F>	2 WKQC-F	2 WSGW	2 WHNN-F>	2 WSGW	2 WTLZ-F	2 WHNN-F>
3	3 WKQZ-F>	3 WKQZ-F>	3 WKQZ-F	3 WKQC-F	3 WIOG-F>	3 WHNN-F	3 WKQC-F<	3 WKQC-F	3 WKQZ-F	3 WTLZ-F
4	4 WTLZ-F	4 WKQC-F	4 WKQC-F	4 WKQZ-F	4 WGER-F	4 WKQC-F	4 WSGW	4 WKQC-F<	4 WSGW	4 WKQC-F
5	5	5 WTLZ-F	5	5	5	5	5	5 WHNN-F	5	5 WSGW

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 WIOG-F>>	1 WIOG-F>>	1 WIOG-F	1 WIOG-F>>	1 WIOG-F>	1 WIOG-F>>	1 WIOG-F	1 WIOG-F	1 WIOG-F>	1 WIOG-F>
2 WHNN-F>>	2 WHNN-F>>	2 WHNN-F>>	2 WHNN-F>>	2 WHNN-F>	2 WKQZ-F>	2 WKQZ-F>	2 WKQZ-F>	2 WKQZ-F	2 WKQZ-F
3 WTLZ-F>	3 WTLZ-F>	3 WTLZ-F>	3 WTLZ-F	3 WKQC-F	3 WTLZ-F>	3 WHNN-F	3 WHNN-F	3 WHNN-F>	3 WHNN-F<
4	4 WKQZ-F	4 WKQZ-F	4 WKQC-F	4 WTLZ-F	4 WHNN-F>	4 WTLZ-F	4 WKQC-F	4 WKQC-F	4 WKQC-F
5	5	5	5	5 WSGW	5	5 WKQC-F>>	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 88 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		143 ( 1)	143 ( 1)	27.3	26.2	WBCN 1440 Bay City/Sagnw 0.3/1.9
AOR/CLASSIC		57 ( 2)	57 ( 2)	10.9	10.3	WKNX 1210 Saginaw 0.8/2.9
AC/OLDIES/SOFT ROCK	17 ( 2)	75 ( 3)	92 ( 5)	17.6	18.9	WLFS-F 100.9 Pinconning/Sag 0.5/3.5
MOR/VARIETY	80 ( 3)		80 ( 3)	15.3	18.7	
COUNTRY		63 ( 3)	63 ( 3)	12.0	14.1	WCEN-F 94.5 Mt. Pleasant 0.3/3.2
BLACK/URBAN		49 ( 1)	49 ( 1)	9.4	2.7	WCRZ-F 107.9 Flint 1.0/3.1
BEAUTIFUL/EASY NEWS/TALK		33 ( 1)	33 ( 1)	6.3	7.1	WFDF 910 Flint 0.7/2.4
NOSTALGIA	5 ( 1)		5 ( 1)	1.0	1.3	WKJC-F 104.7 Tawas City
RELIGION/GOSPEL	2 ( 1)		2 ( 1)	0.4	0.6	WWCK 1570 Flint
SPANISH						WWCK-F 105.5 Flint 1.0/2.9
CLASSICAL						WWW-F 106.7 Detroit 0.8/2.0
JAZZ/NEW AGE						
UNKNOWN/OTHERS						
	104 ( 7)	420 (11)	524 (18)			

RADIO STATIONS

WSAM, 1400, 1 KW (DA-2)	, OLDIES	ABC D, \$ 16.00 (Christal)	MacDonald	Ken MacDonald
WSGW, 790, 5 KW/1 KW (DA-2)	, MOR	NBC, MBS, \$ 39.00 (Katz)	Booth	John Casey
WXOX, 1250, 1 KW (DAYS)	, OLDIES	, \$ 14.00 (---)		Don Mayle
WGER-F, 106.3, 3 KW @ 325, EZ		, \$ 30.00 (Mc-Guild)		Jack Fitzgerald
WHNN-F, 96.1, 100 KW @ 1032, AC		US 2, \$ 43.00 (Republic)	Liggett	Dan Stewart
WIOG-F, 102.5, 86 KW @ 870, CHR		ABC C, SOURCE, \$ 80.00 (Katz)	Booth	John Casey
WKQC-F, 98.1, 50 KW @ 500, COUNTRY		ABC D, \$ 42.00 (Christal)	MacDonald	Ken MacDonald
WKQZ-F, 93.5, 3 KW @ 300, AOR		US 1, \$ 31.00 (Eastman)		Richard Olsen
WTLZ-F, 107.1, 2 KW @ 360, BLACK		SBN, \$ 21.00 (Banner)		Cheryl Mayle

ST. LOUIS

Arbitron Rank/Pop (12+): 15/2,037,500

Stations: 30/30  
Diaries: 1945/1048:1/58.6%  
Sample Target: 1740  
% Below Line: 0.0  
% Not Listed: 6.5

1988 Revenue: \$65,400,000  
HH Inc.: \$35,349  
Retail \$: 16.9 Bil  
Pop per Station: 67,916  
#1 Biller: KMOX \$20,500,000

MSA Rank/Pop: 13/2,462,200  
ADI # 18  
Average Person Ratings: 18.4  
Market TSL: 24.0 hours

12+ METRO	1/4/SHARE	WIN			FAL			SUM			SPG			4 Book			12+ TSA			12+ METRO			% Conversion			Birch		
		89	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88
1. KMOX (T)	793/21.2	18.7	17.1	23.5	25.0	20.1	884/9349	8135/39.9	34.3	43.9	66	17.3	664	7371	KMOX													
2. KSHE-F (AOR)	363/ 9.7	8.3	9.9	9.9	9.5	9.4	439/5389	4342/21.3	20.9	19.7	103	13.3	512	5098	KSHE-F													
3. KEZK-F (EZ)	302/ 8.1	7.7	8.4	7.0	6.0	7.8	327/3692	3224/15.8	17.4	14.4	85	5.4	206	2162	KEZK-F													
4. WKBQ-F (CHR)	229/ 6.1	6.4	3.6	3.7	3.2	4.9	269/4262	3656/17.9	14.2	11.6	43	8.9	342	3492	WKBQ-F													
5. WIL -F (C)	217/ 5.8	4.9	5.8	5.3	6.2	5.5	248/3201	2637/12.9	13.2	12.9	129	5.4	206	2359	WIL -F													
6. KMJM-F (B)	212/ 5.7	5.5	6.5	5.6	6.4	5.8	225/2297	2102/10.3	10.8	11.2	89	9.5	364	3054	KMJM-F													
7. KLOU-F (O)	193/ 5.2	7.0	5.8	5.4	4.8	5.8	233/3802	3272/16.1	17.8	18.2	167	4.5	173	2359	KLOU-F													
8. KSD -F (AOR)	192/ 5.1	4.7	6.8	5.6	5.3	5.6	216/3375	3050/15.0	16.4	14.5	141	7.0	270	2893	KSD -F													
9. KYKY-F (AC)	177/ 4.7	5.0	5.1	2.9	4.0	4.4	189/3145	2948/14.5	13.2	11.8	147	4.1	158	2875	KYKY-F													
10. KRJY-F (AC)	95/ 2.5	3.0	3.5	2.5	3.7	2.9	102/1559	1466/ 7.2	11.1	10.2	144	1.1	44	664	KRJY-F													
11. KATZ (B)	77/ 2.1	1.6	2.0	1.6	1.9	1.8	78/936	930/ 4.6	3.9	4.9	124	1.5	56	1172	KATZ													
12. KUSA (C)	74/ 2.0	1.8	1.4	1.7	1.8	1.7	125/1983	1151/ 5.6	5.2	4.7	90	1.5	57	910	KUSA													
13. WKKX-F (C)	66/ 1.8	3.0	2.4	3.0	2.1	2.5	80/1532	1322/ 6.5	6.2	6.5	133	2.0	75	912	WKKX-F													
14. KFUO-F (CL)	59/ 1.6	1.2	1.3	1.1	1.0	1.3	60/1138	1048/ 5.1	5.0	4.1	94	0.3	11	265	KFUO-F													
15. KATZ-F (B)	53/ 1.4	1.0	1.0	1.8	1.0	1.3	53/1156	1156/ 5.7	3.9	4.6	129	1.6	63	1033	KATZ-F													
16. KXOK (T)	45/ 1.2	1.2	1.3	0.6	0.4	1.1	50/1036	901/ 4.4	4.2	2.9	92	0.7	28	450	KXOK													
17. KSTZ-F (AC)	44/ 1.2	1.8	1.6	1.7	1.3	1.6	79/2065	1529/ 7.5	5.6	4.7	100	1.6	60	1581	KSTZ-F													
18. WEW (BB)	37/ 1.0	1.4	0.7	0.8	0.8	1.0	39/491	444/ 2.2	2.0	1.5	40	0.7	26	338	WEW													
19.																												
20.																												

12+ FM SHARE (METRO): 65.18% (2282 of 3501) (SPG 88: 61.29%)

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

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 WKBQ-F	1 KSHE-F	1 KSHE-F	1 KSHE-F	1 KMOX >	1 KSHE-F>>	1 KSHE-F>>	1 KSHE-F>	1 KSHE-F>	1 KMOX
KSHE-F<	2 KMJM-F>	2 KMJM-F	2 KMJM-F<	2 KYKY-F	2 KMJM-F	2 KSD -F>	2 KSD -F>	2 KMOX	2 KSHE-F>
3 KMJM-F>>	3 WKBQ-F<	3 KYKY-F	3 KYKY-F	3 WIL -F	3 KSD -F>	3 KMOX <	3 KMOX >	3 KSD -F	3 KLOU-F
4 KSD -F	4 KYKY-F	4 KSD -F>	4 KMOX <	4 KEZK-F	4 WKBQ-F>>	4 KMJM-F>	4 KYKY-F	4 KLOU-F>	4 KSD -F
5 KYKY-F	5 KSD -F>	5 WKBQ-F	5 KLOU-F	5 KLOU-F	5	5 KYKY-F	5 KLOU-F	5 KMJM-F<	5 WIL -F
6 KRJY-F>	6 KRJY-F	KLOU-F<	6 WKBQ-F	6 KSHE-F	6	6 KLOU-F	6 KMJM-F	6 WIL -F	6 KEZK-F<
7 KSTZ-F	7 KLOU-F	7 WIL -F	7 KSD -F<	7 KMJM-F	7	7	7	7 KYKY-F	7 KYKY-F
8	8	KRJY-F	8 KEZK-F<	8	8	8	8	8	8
			9 WIL -F						

FORMATS	AM	FM	TOTAL	%	SPG 88		OTHER RATED STATIONS/METRO SHARE & CUME RATING		
						%			
TOP 40/CHR/CONTEMP		229 ( 1)	229 ( 1)	6.9	8.5	KGLD 1380	St. Louis		0.7/3.5
AOR/CLASSIC		555 ( 2)	555 ( 2)	16.7	18.2	KIRL 1460	St. Charles/StL		0.6/1.5
AC/OLDIES/SOFT ROCK	26 ( 1)	354 ( 5)	380 ( 6)	11.4	11.5	KLTH-F 97.1	Florissant/St.L		0.8/2.7
MOR/VARIETY	16 ( 1)		16 ( 1)	0.5		KSIV 1320	Clayton/St. L.		0.6/1.9
COUNTRY	101 ( 2)	283 ( 2)	384 ( 4)	11.6	11.8	KSTL 690	St. Louis		0.3/1.1
BLACK/URBAN	104 ( 2)	265 ( 2)	369 ( 4)	11.1	10.0	WCBW-F 104.9	Columbia/St. L.		0.7/2.9
BEAUTIFUL/EASY		302 ( 1)	302 ( 1)	9.1	6.4	WESL 1490	E. St. Louis		0.7/1.8
NEWS/TALK	838 ( 2)		838 ( 2)	25.2	27.0	WGNU 920	Granite City		0.6/1.7
NOSTALGIA	58 ( 2)		58 ( 2)	1.7	2.7	WIBV 1260	Belleville		0.4/1.6
RELIGION/GOSPEL	43 ( 2)	28 ( 1)	71 ( 3)	2.1	1.6	WIL 1430	St. Louis		0.7/3.4
SPANISH						WKLL 590	Wood River/St.L		0.6/1.7
CLASSICAL		59 ( 1)	59 ( 1)	1.8	1.1	WSNL-F 101.1	E./St.Louis/StL		0.6/3.4
JAZZ/NEW AGE		30 ( 1)	30 ( 1)	0.9	0.7				
UNKNOWN/OTHERS	33 ( 2)		33 ( 2)	1.0	0.4				
	1219 (14)	2105 (16)	3324 (30)						

AM STATIONS

KATZ, 1600, 5 KW (DA-N)	BLACK	NBN, \$ 45.00 (K & P)	Interurban	Charles Richards
KGLD, 1380, 5 KW/1 KW (DA-2)	OLDIES	US 1, \$ 35.00 (Katz)	Chase	Fran Sharp
KMOX, 1120, 50 KW	TALK	CBS, \$ 325.00 (CBS)	CBS	Bob Hyland
KSIV, 1320, 5 KW/125 W(DA-2)	RELIGION	\$ 18.00 (---)	Bott	Richard Bott
KXEN, 1010, 50 KW (DAYS, DA)	RELIGION	\$ 13.00 (---)	Mid American Gospel	George Spicer
KUSA, 550, 5 KW (DA-N)	COUNTRY OLDIES	ABC I, \$ 50.00 (Mc-Guild)	Gannett	Chris Conway
KXOK, 630, 5 KW (DA-2)	TALK	SUN, TALKNT, \$ 35.00 (HNWH)		Nancy Pool
WESL, 1490, 1 KW/250 W(DA-1)	BLACK	SBN, \$ 25.00 (K & P)		Wendell Hanson
WEW, 770, 1 KW (DAYS)	NOSTALGIA	\$ 27.00 (---)		Charles Stanley
WIL, 1430, 5 KW (DA-2)	COUNTRY OLDIES	ABC E, \$ N/A (Banner)	Heritage	Dick Williams
WKLL, 590, 1 KW (DA-1)	NOSTALGIA	NBC, \$ 40.00 (MMR)	Adams	John Gutbrod

FM STATIONS

KATZ, 100.3, 50 KW @ 495	BLACK	NBN, \$ 37.00 (K & P)	Interurban	Charles Richards
KEZK, 102.5, 100 KW @ 500	BTFL/EZ	\$ 93.00 (MMR)	Adams	John Gutbrod
KFUO, 99.1, 100 KW @ 557	CLASSICAL	MBS, \$ 46.00 (CMBS)		Tom Lauher
KLOU, 103.3, 100 KW @ 900	OLDIES	CBS, \$ 85.00 (CBS)	CBS	Tim Dorsey
LKTH, 97.1, 100 KW @ 560	JAZZ/NAC	\$ 45.00 (HNWH)		Bob Burch
KMJM, 107.7, 100 KW @ 575	BLACK	\$ 95.00 (Christal)	Noble	Linda O'Connor
KRJV, 96.3, 100 KW @ 540	SOFT AC	NBC, \$ 54.00 (Banner)		Richard Miller
KSD, 93.7, 100 KW @ 850	CLASSIC AOR	\$ 100.00 (Mc-Guild)	Gannett	Chris Conway
KSHE, 94.7, 100 KW @ 1019	AOR	\$ 155.00 (HNWH)	Emmis	John Beck
KSTZ, 105.7, 100 KW @ 285	AC	SOURCE, \$ N/A (---)		(ST.GENEVIEVE) ---
KYKY, 98.1, 100 KW @ 580	AC	\$ 125.00 (MMR)	EZ	Karen Carroll
WCBW, 104.9, 3 KW @ 235	RELIGION	\$ 20.00 (---)	Universal	Curt Whippie
WIL, 92.3, 97 KW @ 900	COUNTRY	ABC E, \$ 75.00 (Banner)	Heritage	Dick Williams
WKBQ, 106.5, 93 KW @ 1015	CHR	\$ 73.00 (Katz)	Chase	Fran Sharp
WKKX, 104.1, 50 KW @ 500	COUNTRY	\$ 41.00 (Roslin)		(JERSEY)
WSNL, 101.1, 50 KW @ 550	AC	SOURCE, \$ 40.00 (Torbet)		Ed Murray

CALL LETTER CHANGES

WMRY-F changes to WSNL (Apr.)

FORMAT CHANGES

WSNL changes from AOR to AC (Apr.)

STATION SALES

WKLL, WEZK-F sold by Adams to Channel One for \$14,700,000...KSTZ-F (St. Genevieve) sold by Channel One to Adams for \$6,500,000.

SALINAS-MONTEREY-SANTA CRUZ

Arbitron Rank/Pop (12+): 75/487,600  
 ADI # 106  
 MSA Rank/Pop: Santa Cruz - NA  
 Salinas/Monterey - 133/355,600  
 Average Person Ratings: 17.6  
 Market TSL: 23.25 hours

Stations: 34/20  
 Diaries: 939/519:1/51.8%  
 Sample Target: 860  
 % Below Line: 5.7  
 % Not Listed: 6.3

1988 Revenue: \$11,500,000  
 HH Inc.: \$38,420  
 Retail \$: 3.6 Bil  
 Pop per Station: 24,380  
 #1 Biller: KQAV-F \$1,700,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume
1. KDON-F (CHR)	96/11.2	8.7	8.7	9.2	8.9	9.4	99/1461	1367/28.0	22.0	20.8	61	17.9	155	1440
2. KGO (N/T)	57/ 6.6	7.9	7.5	7.5	7.6	7.4	61/844	788/16.2	14.4	16.5	58	8.4	73	664
3. KTOM-AF (C)	51/ 6.0	7.4	5.8	5.8	5.2	6.3	56/826	788/16.2	10.7	9.8	123	6.6	48	577
4. KWSS-F (CHR)	50/ 5.8	6.3	6.8	8.8	7.3	6.9	54/1083	1017/20.9	19.4	18.7	66	7.7	67	1145
5. KBAY-F (EZ)	42/ 4.9	5.9	3.4	4.0	5.3	4.6	44/542	497/10.2	9.3	10.0	78	2.7	23	287
6. KMBY-F (AOR)	41/ 4.8	5.3	5.0	4.2	4.2	4.8	41/590	590/12.1	11.9	11.4	123	8.5	74	716
7. KQAV-F (AC)	33/ 3.8	5.3	5.9	3.0	3.9	4.5	35/737	725/14.9	14.2	13.1	139	5.5	48	612
KOCN-F (AC)	33/ 3.8	4.0	5.2	3.0	3.3	4.0	33/409	409/ 8.4	8.7	9.3	150	3.3	29	318
KLFA-F (SP)	33/ 3.8	2.7	1.5	3.5	2.7	2.9	33/230	230/ 4.7	2.8	2.7	100	0.8	7	154
10. KCTY (SP)	27/ 3.1	2.1	3.3	3.1	5.7	2.9	27/367	367/ 7.5	5.4	6.6	116	1.5	13	282
11. KBOQ-F (CL)	24/ 2.8	3.8	3.4	2.5	2.2	3.1	25/373	370/ 7.6	8.8	6.6	75	2.8	24	251
12. KCBS (N/T)	23/ 2.7	2.8	2.9	3.4	4.4	3.0	25/416	391/ 8.0	9.5	10.6	63	1.6	14	293
13. KLRS-F (J/NA)	21/ 2.4	2.3	1.6	1.3	3.0	1.9	21/447	440/ 9.0	5.7	8.9	150	2.9	25	366
14. KNBR (MOR)	20/ 2.3	1.4	1.1	3.5	2.1	2.1	22/414	397/ 8.1	4.6	7.8	109			
15. KXDC-AF (EZ)	17/ 2.0	3.1	4.3	2.3	1.9	2.9	17/255	238/ 4.9	5.7	3.7	55	1.2	10	126
KOME-F (AOR)	17/ 2.0	2.2	1.7	1.0	0.5	1.7	17/192	192/ 3.9	4.7	2.7	160	1.0	9	215
KTGE (SP)	17/ 2.0	1.4	1.1	3.5	2.2	2.0	17/183	183/ 3.8	3.1	4.3	125	1.8	16	190

18.  
 19.  
 20. 12+ FM SHARE (METRO): 73.01% (587 of 804) (SPG 88: 62.92%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KDON-F>>	1 KDON-F>	1 KDON-F>	1 KDON-F<	1 KTOM-AF	1 KGO >	1 KDON-F<	1 KDON-F>	1 KDON-F>	1 KDON-F>	1 KGO
2 KWSS-F>>	2 KMBY-F>	2 KMBY-F>	2 KTOM-AF<	2 KDON-F	2 KTOM-AF	2 KGO	2 KWSS-F	2 KWSS-F>	2 KWSS-F>	2 KCTY >
3	3 KWSS-F	3 KWSS-F	3 KMBY-F	3 KMBY-F<	KBAY-F>	3 KTOM-AF	3 KMBY-F	3 KGO <	3 KGO <	3 KMEL-F
4	KLFA-F	4 KLFA-F<	4 KOCN-F	4 KOCN-F	4 KWAV-F	4 KWSS-F	4 KTOM-AF	4 KTOM-AF	4 KTOM-AF	KBOQ-F
5	5	5 KTOM-AF	5 KWAV-F	5 KWAV-F	KBOQ-F	5 KMBY-F	5 KBAY-F	5 KOCN-F<	5	5

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 KDON-F	1 KDON-F>	1 KTOM-AF	1 KDON-F	1 KMBY-F	1 KMBY-F>>	1 KMBY-F	1 KMBY-F>
2 KWSS-F>	2 KWSS-F	2 KOCN-F>	2 KWSS-F	2 KDON-F	2 KLFA-F	2 KDON-F	2 KSJO-F	2 KDON-F	2 KTOM-AF
3 KTOM-AF>	3 KTOM-AF	3 KWSS-F	3 KTOM-AF<	3 KOCN-F	3 KMBY-F	3 KLFA-F>	KOME-F	3 KLFA-F>	KDON-F
4 KWAV-F>>	KOCN-F	4 KWAV-F	4 KWAV-F	4 KWAV-F	4 KWSS-F	KDON-F	4 KCTY	4 KWSS-F	4 KGO
5	5	KTGE	5 KOCN-F	5 KWSS-F	5 KCTY >>	5 KSJO-F	5 KLFA-F	KCTY	KOCN-F
		KCTY				KOME-F	6 KOCN-F	6 KOME-F	6 KWAV-F

FORMATS	AM	FM	TOTAL	%	SPG 88 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		156 ( 3 )	156 ( 3 )	19.4	20.4	KHIP-F 93.5 Hollister 1.4/6.6
AOR/CLASSIC	6 ( 1 )	83 ( 4 )	89 ( 5 )	11.1	8.9	KKMC 880 Gonzales/Salina 0.5/2.7
AC/OLDIES/SOFT ROCK	5 ( 1 )	66 ( 2 )	71 ( 3 )	8.8	8.8	KNZS 1540 Capitola 0.9/3.6
MOR/VARIETY	20 ( 1 )		20 ( 1 )	2.5	4.3	KOMY 1340 Watsonville 1.4/3.5
COUNTRY	16 ( 1 )	131 ( 2 )	147 ( 3 )	18.3	6.0	KPIG-F 107.5 Freedom 1.0/3.5
BLACK/URBAN						KRAY-F 103.9 Salinas 1.2/3.9
BEAUTIFUL/EASY	4 ( 1 )	60 ( 3 )	64 ( 4 )	8.0	8.2	KRKC 1490 King City 0.6/1.1
NEWS/TALK	88 ( 3 )		88 ( 3 )	10.9	14.6	KZXR 1460 Salinas 0.7/1.9
NOSTALGIA	17 ( 2 )		17 ( 2 )	2.1	2.1	
RELIGION/GOSPEL	4 ( 1 )		4 ( 1 )	0.5	0.8	KABL 960 Oakland 0.0/0.5
SPANISH	57 ( 4 )	43 ( 2 )	100 ( 6 )	12.4	17.6	KABL-F 98.1 San Francisco 0.6/1.2
CLASSICAL		27 ( 2 )	27 ( 2 )	3.4	2.9	KAZA 1290 Gilroy 1.0/2.5
JAZZ/NEW AGE		21 ( 1 )	21 ( 1 )	2.6	3.3	KFRC 610 San Francisco 0.6/2.9
UNKNOWN/OTHERS					2.1	KKHI-F 95.7 San Francisco 0.3/1.3
	217 (15)	587 (19)	804 (34)			KLOK 1170 San Jose/SF 0.5/1.7
						KMEL-F 106.1 San Francisco 1.2/3.5
						KSJO-F 92.3 San Jose 1.5/3.3

RADIO STATIONS

KCTY, 980, 1 KW/247 W (DA-1), HISPANIC	\$ 23.00 (Lotus)		Martin Kline
KOMY, 1340, 1 KW	MBS, \$ 12.00 (Radio Time)	(WATSONVILLE)	Phil Rother
KTGE, 1570, 250 W/8 W	\$ 13.00 (---)		Humberto Herrera
KBOQ-F, 92.7, 1 KW @ 570, CLASSICAL	\$ 22.00 (Durpetti)		David Lee
KDON-F, 102.5, 19 KW @ 2270, CHR	\$ 39.00 (Katz)	Henry	---
KHIP-F, 93.5, 1 KW @ 1500, CLASSIC AOR	\$ 17.00 (Eastman)	(HOLLISTER)	Mik Benedek
KLFA-F, 93.9, 5 KW @ 667, HISPANIC	\$ 16.00 (Caballero)	(KING CITY)	Reinaldo Rodrigu
KMBY-F, 107.1, 1 KW @ 1570, AOR	\$ 32.00 (Banner)		Chet Tart
KOCN-F, 104.9, 1 KW @ 500, AC	MBS, TRNSTR, \$ 24.00 (Torbet)		Cheryl Pasquier
KPIG-F, 95.9, 3 KW @ 335, COUNTRY	\$ 17.00 (Republic)	(WATSONVILLE)	---
KRAY-F, 103.9, 3 KW @ 165, HISPANIC	\$ 23.00 (Lotus)		Martin Kline

KTOM-F, 100.7, 1 KW @ 2575, COUNTRY  
KWAV-F, 96.9, 18 KW @ 2500, AC  
KXDC-F, 101.7, 1 KW @ 590, BTFL/EZ  
KLRS-F, 99.1, 1 KW @ 2618, JAZZ/NAC

ABC E, \$ 30.00 (MMR)  
APR, \$ 35.00 (HNWH)  
, \$ 15.00 (Christal)  
, \$ 28.00 (Mc-Guild)

Comm. Service  
Buckley  
Fuller-Jeffrey

Charles Banta  
Kathy Baker  
Jack Woods  
---

OTHER RANKED STATIONS -- See San Francisco or San Jose

MISCELLANEOUS COMMENTS: KNZS, KMBY-F sold by Frankhouser to Adams for \$3,600,000 (Kalil).

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SALISBURY-OC, MD

Arbitron Rank/Pop (12+): 152/206,400

MSA Rank/Pop: NA

Average Person Ratings: 18.2

Market TSL: 24.25 hours

Stations: 19/17  
Diaries: 605/341:1/52.2%  
Sample Target: 560  
% Below Line: 1.1  
% Not Listed: 18.9

1988 Revenue: NA  
HH Inc.: NA  
Retail \$: NA  
Pop per Station: 12,141  
#1 Biller: NA

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion	25-54	Birch Share	Birch AQH	Birch Cume
1. WKHI-F (CHR)	47/12.5	----	18.3	----	9.1	----	55/686	564/27.3	31.7	23.7	94				WKHI-F
2. WOCQ-F (CHR)	41/10.9	----	13.2	----	12.4	----	42/463	430/20.8	22.6	22.7	56				WOCQ-F
3. WQHQ-F (AC)	37/ 9.9	----	4.3	----	11.2	----	46/471	377/18.3	15.5	17.3	152				WQHQ-F
WICO-F (C)	37/ 9.9	----	12.6	----	10.6	----	39/371	328/15.9	21.1	19.7	107				WICO-F
5. WGMD-F (EZ)	20/ 5.3	----	4.3	----	6.0	----	22/196	173/ 8.4	6.2	8.8	74				WGMD-F
6. WJDY (B)	19/ 5.1	----	8.0	----	2.4	----	20/302	288/14.0	8.8	6.2	86				WJDY
7. WZBH-F (AOR)	18/ 4.8	----	3.2	----	4.2	----	38/414	236/11.4	10.2	9.5	117				WZBH-F
8. WOVU-F (AC)	16/ 4.3	----	0.9	----	2.7	----	16/223	213/10.3	3.5	5.3	116				WOVU-F
9. WWTR-F (AOR)	11/ 2.9	----	5.4	----	3.6	----	12/162	142/ 6.9	11.6	10.5	134				WWTR-F
10. WLWV-F (AC)	10/ 2.7	----	4.3	----	4.8	----	11/147	129/ 6.3	7.5	8.6	104				WLWV-F
11. WDSD-F (C)	9/ 2.4	----	1.7	----	3.3	----	34/401	155/ 7.5	4.1	7.2	117				WDSD-F
WOLC-F (REL)	9/ 2.4	----	3.2	----	4.5	----	10/192	139/ 6.7	6.9	11.4	92				WOLC-F

12+ FM SHARE (METRO): 87.17% (265 of 304) (SPG 88: 80.97%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKHI-F>>	1 WOCQ-F	1 WKHI-F<	1 WQHQ-F	1 WQHQ-F	1 WICO-F>	1 WKHI-F	1 WQHQ-F	1 WKHI-F	1 WOCQ-F	1 WICO-F>
2	2 WKHI-F	2 WQHQ-F<	2 WKHI-F	2 WKHI-F	2 WQHQ-F	2 WICO-F	2 WKHI-F	2 WOCQ-F	2 WKHI-F>	2 WOCQ-F>
3	3 WQHQ-F	3 WOCQ-F	3 WICO-F	3 WICO-F	3 WGMDF	3 WOCQ-F	WICO-F	3 WQHQ-F	3 WICO-F>>	3 WLWV-F>>
4	4 WZBH-F	4	4	4	4	4 WQHQ-F	4	4	4	4

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 WOCQ-F>>	1 WOCQ-F>>	1 WQHQ-F>>	1 WOCQ-F	1 WQHQ-F>	1 WZBH-F	1 WZBH-F	1 WKHI-F	1 WKHI-F	1 WKHI-F
2 WJDY	2 WQHQ-F	2 WOCQ-F	2 WQHQ-F	2 WKHI-F	2 WWTR-F	2 WKHI-F	2 WZBH-F	2 WZBH-F	2 WQHQ-F
3 WKHI-F>	WKHI-F	WKHI-F>	3 WKHI-F>	3 WICO-F>	WOCQ-F	3 WWTR-F	WWTR-F	3 WQHQ-F	WICO-F
4 WZBH-F	4 WJDY	4 WJDY	4 WJDY	4 WOVU-F	WKHI-F>	4 WQHQ-F>	4 WQHQ-F>>	4 WWTR-F	4 WZBH-F
5	5	5	5	WOCQ-F	5 WQHQ-F	5 WOCQ-F	5	5 WOCQ-F	5 WWTR-F

FORMATS	AM	FM	TOTAL	%	SPG 88 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		88 ( 2)	88 ( 2)	28.9	39.0	WAFI-F 97.7 Miford/Dover 1.1/5.2
AOR/GLASSIC		29 ( 2)	29 ( 2)	9.5	6.8	WDLE-F 107.1 Fedrlsbrg 1.1/2.0
AC/OLDIES/SOFT ROCK	7 ( 1)	69 ( 5)	76 ( 6)	25.0	9.7	WICO 1320 Salisbury 1.3/3.6
MOR/VARIETY	4 ( 1)		4 ( 1)	1.3	5.2	WLWV 960 Salisbury 1.9/7.4
COUNTRY	5 ( 1)	50 ( 3)	55 ( 4)	18.1	20.0	WSEA 900 Georgetwn/OcCty 1.1/4.8
BLACK/URBAN	19 ( 1)		19 ( 1)	6.3	9.0	WSUX-F 98.3 Seaford 0.5/2.3
BEAUTIFUL/EASY		20 ( 1)	20 ( 1)	6.6	5.8	
NEWS/TALK	4 ( 1)		4 ( 1)	1.3		WBAL 1090 Baltimore 1.1/1.9
NOSTALGIA						
RELIGION/GOSPEL		9 ( 1)	9 ( 1)	3.0	3.5	
SPANISH						
CLASSICAL						
JAZZ/NEW AGE						
UNKNOWN/OTHERS					1.0	
	39 ( 5)	265 (14)	304 (19)			

RADIO STATIONS

WJDY, 1470, 5 KW (DAYS, DA), BLACK	CBS, NBN, \$ 15.00 (Roslin)	J. Conner
WGMD-F, 92.7, 3 KW @ 300, BTFL/EZ	\$ N/A (---)	(REHOBETH, DE) Jay Smith
WICO-F, 94.3, 3 KW @ 300, COUNTRY	\$ N/A (Torbet)	Prettyman Bill Prettyman
WKHI-F, 99.9, 50 KW @ 319, CHR	\$ N/A (---)	Jim Layton
WLWV-F, 105.5, .2 KW @ 390, SOFT AC	\$ 17.00 ( ---)	---
WOCQ-F, 103.9, 3 KW @ 328, CHR	ABC E, \$ N/A (K & P)	Darryl Nixon
WOLC-F, 102.5, 25 KW @ 500, RELIGION	\$ N/A (---)	(PRINCESS ANNE) Jim Woodland
WQHQ-F, 104.7, 33 KW @ 610, AC	MBS, \$ N/A (Mc-Guild)	HVS Ron Gillenardo
WWTR-F, 95.9, 3 KW @ 300, AOR	\$ N/A (Banner)	(BETHANY BEACH, DE) Bud Paras
WZBH-F, 93.5, 2.6 KW @ 350, AOR	\$ N/A (Roslin)	Scott (GEORGETOWN, DE) Scott Peters

MISCELLANEOUS COMMENTS: WSBY changes calls to WLWV (June)...WSEA-F changes calls to WZBH (July 88)...WZBH changes from CHR to AOR (July 88).

SALT LAKE CITY

Arbitron Rank/Pop (12+): 38/999,300

Stations: 31/31  
Diaries: 1346/742:1/58.0%  
Sample Target: 1240  
% Below Line: 0.0  
% Not Listed: 7.3

1988 Revenue: \$28,200,000  
HH Inc.: \$30,695  
Retail \$: 6.0 Bil  
Pop per Station: 32,235  
#1 Biller: KSL \$4,500,000

MSA Rank/Pop: 45/1,061,100  
ADI # 41  
Average Person Ratings: 16.4  
Market TSL: 21.5 hours

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KKAT-F (C)	152/ 9.3	8.6	9.6	11.4	9.0	9.7	176/2170	1886/18.9	19.7	17.6	119	11.9	207	1611	KKAT-F
2. KSOP-AF (C)	135/ 8.3	8.0	4.2	8.2	6.1	7.2	175/2328	1807/18.1	12.8	12.7	94	8.9	146	1208	KSOP-AF
3. KSFI-F (EZ)	120/ 7.3	9.8	10.0	7.0	7.9	8.5	149/2184	1882/18.8	19.6	16.7	81	4.9	86	980	KSFI-F
KISN-F (CHR)	120/ 7.3	6.9	7.9	9.3	10.6	7.9	137/2660	2340/23.4	20.0	26.1	96	9.1	158	2303	KISN-F
5. KCPX-F (CHR)	117/ 7.2	7.9	7.3	8.3	9.3	7.7	138/2639	2303/23.0	22.1	22.9	67	7.9	138	2357	KCPX-F
6. KSL (MOR)	109/ 6.7	7.0	7.0	7.4	7.2	7.0	134/2710	2201/22.0	24.2	20.0	91	5.7	99	1991	KSL
7. KRSP-F (AOR)	86/ 5.3	5.6	6.3	7.6	8.9	6.2	119/1832	1536/15.4	18.4	19.9	104	6.3	110	1690	KRSP-F
8. KBER-F (AOR)	81/ 5.0	4.5	4.1	2.2	2.6	4.0	83/969	930/ 9.3	9.4	7.8	60	6.0	105	1046	KBER-F
9. KLCY-F (AC)	60/ 3.7	3.0	3.2	3.2	3.6	3.3	70/1201	1023/10.2	9.5	8.9	127	1.8	31	616	KLCY-F
10. KLZX-F (AOR)	54/ 3.3	2.5	3.3	3.4	2.5	3.1	57/781	748/ 7.5	8.1	6.6	142	3.6	62	708	KLZX-F
11. KZHT-F (CHR)	42/ 2.6	1.7	0.8	0.4	0.8	1.4	44/861	800/ 8.0	2.8	2.4	50	4.9	85	1041	KZHT-F
KMGR-F (AC)	42/ 2.6	3.2	4.0	3.6	4.0	3.3	48/789	740/ 7.4	8.3	9.0	96	2.8	49	547	KMGR-F
13. KALL (AC)	40/ 2.4	2.3	3.7	2.4	2.1	2.7	40/812	783/ 7.8	10.3	7.5	158	2.6	46	589	KALL
14. KDYL (BB)	38/ 2.3	1.6	1.0	1.6	1.0	1.6	41/396	377/ 3.8	2.8	2.5	26	1.1	19	211	KDYL
15. KZOL-AF (O)	36/ 2.2	1.3	1.1	2.0	1.2	1.6	37/899	866/ 8.7	6.3	5.9	159	1.1	18	502	KZOL-AF
KKWY-F (AOR)	36/ 2.2	1.0	1.1	1.7	0.9	1.5	36/791	753/ 7.5	4.4	4.7	132	2.0	35	660	KKWY-F
KJQN-F (AOR)	36/ 2.2	3.3	3.2	2.8	1.4	2.9	37/664	633/ 6.3	5.7	3.1	55	4.2	73	781	KJQN-F
KDAB-F (J/NA)	36/ 2.2	2.3	2.1	1.8	2.1	2.1	39/578	512/ 5.1	4.9	5.6	168	1.1	19	352	KDAB-F
19. KUTR (REL)	28/ 1.7	1.1	1.5	1.0	0.8	1.3	31/607	586/ 5.9	4.4	4.7	141	1.5	26	578	KUTR
20. KTKK (T)	27/ 1.7	3.1	3.4	1.8	2.8	2.5	27/322	322/ 3.2	5.8	4.6	59	2.7	47	621	KTKK

12+ FM SHARE (METRO): 78.67% (1191 of 1514) (SPG 88: 77.26%)

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 KKAT-F>	1 KSOP-AF	1 KSL	1 KKAT-F	1 KKAT-F	1 KCPX-F	1 KSL >
2 KISN-F>	2 KRSP-F<	2 KISN-F	2 KSOP-AF	2 KSOP-AF	2 KSFI-F	2 KKAT-F<	2 KSOP-AF	2 KSFI-F	2 KBER-F<	2 KKAT-F<
3 KZHT-F	3 KISN-F	3 KRSP-F<	3 KISN-F	3 KISN-F	3 KSL >	3 KSOP-AF	KSFI-F	3 KSOP-AF<	3 KISN-F	3 KRSP-F
KJQN-F	4 KBER-F	4 KSOP-AF	4 KRSP-F	4 KSL <	4 KKAT-F>	4 KISN-F	4 KISN-F	4 KISN-F<	4 KSFI-F	KCPX-F<
5	5 KCPX-F	5 KCPX-F	5 KSL	5 KSFI-F	5 KDYL	5 KSFI-F<	5 KCPX-F	5 KCPX-F	5 KSOP-AF	5 KSOP-F
6	6 KLZX-F	KBER-F	KSFI-F	6 KRSP-F	6 KALL	6 KCPX-F	6 KRSP-F	6 KBER-F	6 KZHT-F<	6 KISN-F
7	7	7 KSFI-F	7 KCPX-F<	7	7	7 KRSP-F	7 KSL	7	7 KKAT-F	7 KALL
			8 KLZX-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 KKAT-F	1 KKAT-F	1 KKAT-F	1 KKAT-F>	1 KKAT-F>	1 KBER-F>	1 KRSP-F	1 KRSP-F>	1 KRSP-F	1 KKAT-F
2 KCPX-F	2 KISN-F	2 KISN-F>	2 KISN-F	2 KISN-F	2 KRSP-F>	2 KBER-F>	2 KLZX-F>	2 KBER-F	2 KRSP-F<
3 KISN-F>	3 KCPX-F>	3 KLCY-F	3 KCPX-F	3 KSOP-AF	3 KISN-F	3 KLZX-F	3 KKAT-F	3 KKAT-F	3 KSOP-AF
4 KMGR-F	4 KLCY-F	KCPX-F>	4 KSOP-AF<	4 KSFI-F	4 KKAT-F	4 KKAT-F	4 KKWY-F	4 KLZX-F<	4 KSL
5 KBER-F	5 KMGR-F<	5 KSOP-AF	5 KSFI-F	5 KLCY-F	5 KCPX-F	5 KISN-F	5 KDAB-F	5 KSOP-AF	5 KLZX-F
6 KLCY-F	6 KSOP-AF	6 KSOS-F	6 KLCY-F	6 KCPX-F	6 KLZX-F	6 KKWY-F	KBER-F	6 KISN-F<	6 KISN-F<
7 KSOP-AF	7	KRSP-F	7	7 KSL	7 KZHT-F	7 KCPX-F	7	7 KSL	7 KSFI-F
8 KSFI-F	8	KMGR-F	8	8	8	8	8	8	8 KALL
9 KZHT-F		KLZX-F							



FORMATS	AM	FM	TOTAL	%	SPG 88	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
----	--	--	----	-	-	-----			
TOP 40/CHR/CONTEMP		279 ( 3)	279 ( 3)	18.4	22.7	KCGL-F	105.7	Salt Lake City	0.3/1.1
AOR/CLASSIC		293 ( 5)	293 ( 5)	19.4	15.0	KEMX	1320	Salt Lake City	0.4/2.1
AC/OLDIES/SOFT ROCK	75 ( 5)	166 ( 5)	241 (10)	15.9	17.2	KFAM	700	N Salt Lake Cit	0.6/3.1
MOR/VARIETY	109 ( 1)		109 ( 1)	7.2	8.6	KISN	570	Salt Lake City	1.4/6.1
COUNTRY	14 ( 1)	273 ( 2)	287 ( 3)	19.0	17.2	KLO	1430	Ogden	0.4/2.0
BLACK/URBAN						KLVV-F	99.5	Bountiful/SL	1.2/5.0
BEAUTIFUL/EASY	9 ( 1)	120 ( 1)	129 ( 2)	8.5	8.5	KRPN-F	107.9	Roy/Salt Lake C	0.5/2.9
NEWS/TALK	27 ( 1)		27 ( 1)	1.8	3.0	KRSP	1060	S Salt Lake	1.0/4.3
NOSTALGIA	38 ( 1)		38 ( 1)	2.5	2.1	KSOS-F	106.9	Brigham	1.2/2.7
RELIGION/GOSPEL	28 ( 1)	5 ( 1)	33 ( 2)	2.2	0.8	KSRR	1400	Provo	0.3/2.0
SPANISH									
CLASSICAL									
JAZZ/NEW AGE		36 ( 1)	36 ( 1)	2.4	3.2				
UNKNOWN/OTHERS	23 ( 1)	19 ( 1)	42 ( 2)	2.8	1.7				
	323 (12)	1191 (19)	1514 (31)						

AM STATIONS

KALL, 910, 5 KW/1 KW (DA-N), AC	ABC I, MBS, \$ 30.00 (Eastman)	Hatch	Homer Peterson
KDYL, 1280, 5 KW/500 W (DA-N), NOSTALGIA	SMN, \$ 22.00 (CBS)		Craig Hanson
KISN, 570, 5 KW (DA-1), ??	, \$ 26.00 (Mc-Guild)		Randy Rogers
KRSP, 1060, 10 KW/1 KW (DA-N), OLDIES	ABC D, \$ 20.00 (Durpetti)		Alan Hague
KSL, 1160, 50 KW, MOR	CBS, \$ 90.00 (MMR)	Bonneville	Russ Wood
KTKK, 630, 1 KW/500 W (DA-2), TALK	ABC T, \$ 23.00 (K & P)		Stan Bush
KUTR, 860, 50 KW/196 W, RELIGION	NBC, \$ 20.00 (Christal)	Citadel	Steve Stanek

FM STATIONS

KBER, 106.3, 7 KW @ 2710, AOR	, \$ 26.00 (Torbet)		---
KCGL, 105.7, 14 KW @ 650, RELIGION	, \$ 12.00 (---)	Mid America Gospel	George Spicer
KCPX, 98.7, 27 KW @ 2930, CHR	, \$ 60.00 (Katz)	John Price	Wayne Courtney
KDAB, 101.1, 25 KW @ 3740, JAZZ/NAC	US 2, \$ 33.00 (HNWH)	(OGDEN)	Randy Mathis
KZOL, 96.1, 55 KW @ 2620, OLDIES	TRNSTR, \$ 27.00 (HNWH)	Cook Inlet (PROVO)	Dennis McCormick
KISN, 97.1, 26 KW @ 3650, CHR	, \$ 60.00 (Mc-Guild)		Randy Rogers
KJQN, 95.5, 100 KW @ 680, AOR	, \$ 27.00 (---)	(OGDEN)	Tom Greenleigh
KKAT, 101.9, 26 KW @ 3740, COUNTRY	, \$ 74.00 (Banner)	Brown (OGDEN)	Dennis Gwiazdon
KKWY, 97.9, 26 KW @ 3770, AOR	TRNSTR, \$ 20.00 (CBS)	(OGDEN)	---
KLKY, 94.1, 24 KW @ 3030, AC	ABC E, \$ 46.00 (Eastman)	Hatch	Homer Peterson
KLVV, 99.5, 40 KW @ 2953, AC	, \$ 21.00 (K & P)		---
KLZX, 93.3, 26 KW @ 3740, CLASSIC AOR	, \$ 30.00 (Christal)	Citadel (BOUNTIFUL)	Stu Stanek
KMGR, 107.5, 49 KW @ 2850, SOFT AC	, \$ 34.00 (HNWH)	(OREM)	Jim Sumpster
KRPN, 107.9, 67 KW @ 2383, OLDIES	, \$ N/A (Christal)	(ROY)	---
KRSP, 103.5, 27 KW @ 3630, AOR	ABC R, \$ 58.00 (Durpetti)		Alan Hague
KSFI, 100.3, 26 KW @ 3740, BTFL/EZ	, \$ 65.00 (CBS)		Craig Henson
KSOP, 104.3, 25 KW @ 3650, COUNTRY	, \$ 56.00 (MMR)		Greg Hilton
KSOS, 106.9, 68 KW @ 2369, ??	, \$ 20.00 (Moore)	(BRIGHMAN)	Don Steve
KZHT, 94.9, 47 KW @ 2730, CHR	, \$ 31.00 (Durpetti)	(PROVO)	Max Sirstins

CALL LETTER CHANGES

KLUB changes to KISN (May)  
 KKGB-F changes to KKWY (Feb.)

FORMAT CHANGES

STATION SALES

KRPN-F (Roy) sold to Bonneville for \$1,250,000.  
 KJQN A/F (Ogden) sold for \$825,000.

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

* CHR - Contemporant 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	P - Religion, Christian, Christian Music*
* CL - Classical	G - Gospel
* C - Country	E - Ethnic
	O - Others or Unknown

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SAN ANTONIO

Arbitron Rank/Pop (12+): 36/1,027,900

MSA Rank/Pop: 38/1,306,000

Average Person Ratings: 18.7

Market TSL: 24.75 hours

Stations: 27/27  
Diaries: 1484/693:1/53.3%  
Sample Target: 1200  
% Below Line: 0.0  
% Not Listed: 6.2

1988 Revenue: \$36,800,000  
HH Inc.: \$31,204  
Retail \$: 7.7 Bil  
Pop per Station: 38,070  
#1 Biller: WOAI \$4,200,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. KCYF-F (C)	162/ 8.4	9.5	10.3	5.8	7.7	8.5	206/2554	2076/20.2	21.5	15.2	127	10.1	210	2045	KCYF-F
2. KITY-F (CHR)	130/ 6.8	6.2	7.0	9.2	9.1	7.3	144/2194	1972/19.2	19.5	19.3	57	10.6	219	2345	KITY-F
3. KSMG-F (O)	124/ 6.4	3.9	5.4	5.1	3.6	5.2	143/2013	1777/17.3	13.8	10.3	156	5.5	113	1785	KSMG-F
4. WOAI (N/T)	116/ 6.0	7.9	6.4	6.4	4.6	6.7	155/2038	1452/14.1	14.9	13.1	58	4.6	95	1136	WOAI
KTFM-F (B)	116/ 6.0	7.2	5.7	6.8	8.0	6.4	118/2356	2190/21.3	17.9	22.3	78	7.4	153	2867	KTFM-F
6. KAJA-F (C)	108/ 5.6	5.1	5.5	4.6	4.4	5.2	116/1547	1420/13.8	15.3	13.6	123	4.3	89	1084	KAJA-F
7. KKYX (C)	103/ 5.4	4.2	3.9	4.3	2.9	4.4	210/1924	882/ 8.6	8.9	8.2	94	5.0	104	1174	KKYX
8. KCOR (SP)	100/ 5.2	5.6	7.0	6.0	8.4	5.9	100/812	784/ 7.6	8.7	9.4	90	6.4	133	764	KCOR
9. KMMX-F (AC)	99/ 5.1	4.4	3.4	3.8	4.9	4.2	104/1514	1429/13.9	9.9	12.8	145	5.6	117	1104	KMMX-F
KISS-F (AOR)	99/ 5.1	5.0	4.7	5.6	6.9	5.1	115/1942	1648/16.0	14.4	15.8	88	6.8	140	1753	KISS-F
11. KQXT-F (EZ)	91/ 4.7	6.3	7.6	4.8	8.6	5.8	108/1563	1343/13.1	14.6	15.7	79	2.1	43	1035	KQXT-F
12. KTSA (MOR)	66/ 3.4	2.5	3.5	2.0	1.4	2.8	94/1426	972/ 9.5	9.8	8.1	68	2.5	52	818	KTSA
13. KZEP-F (AOR)	60/ 3.1	3.5	4.5	3.3	3.8	3.6	65/1129	1068/10.4	11.0	9.1	168	4.5	94	1023	KZEP-F
KSAQ-F (CHR)	60/ 3.1	3.3	3.4	3.2	2.7	3.3	64/1460	1346/13.1	12.9	11.8	42	2.7	56	1042	KSAQ-F
KONO (O)	60/ 3.1	3.3	2.9	4.1	4.2	3.3	74/1077	885/ 8.6	9.1	10.2	135	4.3	90	825	KONO
16. KZVE-F (SP)	59/ 3.1	2.1	2.2	3.2	4.4	2.7	62/623	549/ 5.3	4.3	10.7	100	1.4	30	399	KZVE-F
KXTN (SP)	59/ 3.1	1.2	0.8	1.2	0.6	1.6	59/577	534/ 5.2	3.0	2.6	119	1.4	28	372	KXTN
18. KEDA (SP)	53/ 2.8	2.2	2.0	2.7	2.3	2.4	55/396	378/ 3.7	5.7	5.7	75	1.0	20	393	KEDA
19.															
20.															

12+ FM SHARE (METRO): 62.25% (1123 of 1804) (SPG 88: 67.87%)

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

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 KTFM-F	1 KMMX-F<	1 KSMG-F	1 KCYF-F<	1 KSMG-F	1 KISS-F	1 KISS-F>	1 KZEP-F	1 KISS-F	1 KCYF-F
2 KITY-F	2 KSMG-F	2 KMMX-F>	2 KSMG-F	2 KCYF-F	2 KITY-F	2 KITY-F	2 KCYF-F<	2 KCYF-F	2 KSMG-F
3 KSAQ-F	3 KAJA-F<	3 KAJA-F	3 KMMX-F	3 KMMX-F	3 KTFM-F>	3 KCYF-F	3 KISS-F	3 KSMG-F<	3 KZEP-F
KISS-F	4 KTFM-F	4 KCYF-F	4 KAJA-F	4 KAJA-F>	4 KSAQ-F>	4 KZEP-F	4 KSMG-F>	4 KZEP-F	4 KAJA-F<
KAJA-F	5 KITY-F	5 KTFM-F	5 KTFM-F	5 KTFM-F	5 KCYF-F	5 KTFM-F	5 KXTN	5 KITY-F<	5 KISS-F<
6 KCYF-F	6 KCYF-F	KITY-F	6 KITY-F	6 KQXT-F	KAJA-F	6 KSMG-F	6 KMMX-F	6 KTFM-F	6 KCOR <
7 KMMX-F	7 KISS-F>	7	7 KISS-F	KKYX	7 KMMX-F	7 KAJA-F	KAJA-F	7 KAJA-F<	7 KKYX <
8	8 KSAQ-F	8	8 KQXT-F	KITY-F	8	8 KMMX-F	8 KCOR	8 KMMX-F	8 KMMX-F

FORMATS	AM	FM	TOTAL	%	SPG 68	OTHER RATED STATIONS/METRO SHARE & CUME RATING				
---	--	--	----	-	?	-----				
TOP 40/CHR/CONTEMP	23 ( 1)	190 ( 2)	213 ( 3)	11.8	10.5	KCHL	1480	San Antonio	1.1/2.1	
ADP/CLASSIC		159 ( 2)	159 ( 2)	8.6	11.3	KDRY	1100	Alamo Heights	0.4/1.7	
ALTERNATIVES/SOFT ROCK	69 ( 2)	228 ( 3)	307 ( 5)	17.0	14.1	KFAN-F	101.1	Fredericksburg	0.8/5.1	
MUZYK/ALTB	76 ( 2)		76 ( 2)	4.2	1.8	KONE	1420	New Braunfels	0.5/1.7	
COUNTRY	103 ( 1)	270 ( 2)	373 ( 3)	20.7	21.0	KRNS	1250	San Antonio	0.7/2.3	
BLUES/R&B	21 ( 1)	116 ( 1)	137 ( 2)	7.6	8.1	KSAH	720	Universal City	1.0/1.2	
EDUCATIONAL/EASY		91 ( 1)	91 ( 1)	5.0	9.0	KSQL	750	San Antonio	1.2/3.4	
NEWS/TALK	129 ( 2)		129 ( 2)	7.2	4.9	KSLR	630	San Antonio	1.1/3.7	
NIGHTS						KWED	1580	Seguin	0.5/1.8	
ETHNICITY/SPEL	29 ( 1)		29 ( 1)	1.6	1.6					
SPANISH	231 ( 4)	59 ( 1)	290 ( 5)	16.1	14.3					
CLASSICAL										
TOURNEY/SP										
NEWS/SIBERS					1.0					
	387 ( 15)	1103 ( 12)	1490 ( 17)							
AM STATIONS										
KCHL, 1480, 50 KW (DAYS, DAY)					\$ 20.00 (K-Studio)				John Bratt	
KCHL, 1480, 50 KW (DAYS)					\$ 87.00 (Radio Hisp)	Tichenor			Sam Murray	
KCHL, 1480, 50 KW (DAYS)					\$ 1.00 (---)				Sam Morris	
KCHL, 1480, 50 KW (DAYS)					\$ 28.00 (K-Sellers)				Alberto Davila	
KCHL, 1480, 50 KW (DAYS)					\$ 12.00 (---)				Angel Toledo	
KCHL, 1480, 50 KW (DAYS)					\$ 53.00 (Radio)	NewCity			Hugh Barr	
KNO, 740, 50 KW (DAYS)					\$ 36.00 (K-Studio)	Genesis/Booth			Terry Rodda	
KNO, 740, 50 KW (DAYS)					\$ 26.00 (K-Studio)				Dan Robertston	
KNO, 740, 50 KW (DAYS)					\$ 11.00 (K-Studio)	Lotus			Jay Levine	
KNO, 740, 50 KW (DAYS)					\$ 11.00 (K-Studio)				Dennis Roberts	
KNO, 740, 50 KW (DAYS)					\$ 15.00 (K-Studio)	Inner City			Charles Andrews	
KNO, 740, 50 KW (DAYS)					\$ 11.00 (K-Studio)				Bob Lepore	
KNO, 740, 50 KW (DAYS)					\$ 11.00 (K-Studio)				Joe Ernest	
KNO, 740, 50 KW (DAYS)					\$ 19.00 (K-Studio)	TV			Al Moll	
KNO, 740, 50 KW (DAYS)					\$ 11.00 (K-Studio)	Clear Channel			Bill Hill	
PR STATIONS										
KNO, 740, 50 KW (DAYS)					\$ 11.00 (K-Studio)	Clear Channel			Stan Webb	
KNO, 740, 50 KW (DAYS)					\$ 11.00 (K-Studio)	NewCity			Hugh Barr	
KNO, 740, 50 KW (DAYS)					\$ 11.00 (K-Studio)				---	
KNO, 740, 50 KW (DAYS)					\$ 11.00 (K-Studio)	Clear			Jack Sweet	
KNO, 740, 50 KW (DAYS)					\$ 11.00 (K-Studio)	Genesis/Booth			Terry Rodda	
KNO, 740, 50 KW (DAYS)					\$ 11.00 (K-Studio)				John Bratt	
KNO, 740, 50 KW (DAYS)					\$ 11.00 (K-Studio)	Westgate/Booth			Bill Lehman	
KNO, 740, 50 KW (DAYS)					\$ 11.00 (K-Studio)	Inner City			Charles Andrews	
KNO, 740, 50 KW (DAYS)					\$ 11.00 (K-Studio)	Booth			Carolyn Devine	
KNO, 740, 50 KW (DAYS)					\$ 11.00 (K-Studio)				Joe Ernest	
KNO, 740, 50 KW (DAYS)					\$ 11.00 (K-Studio)	Lotus			Joe Ernest	
KNO, 740, 50 KW (DAYS)					\$ 11.00 (K-Studio)	TV			Al Moll	
KNO, 740, 50 KW (DAYS)					\$ 11.00 (K-Studio)				Bill Hill	
PROGRAMS CALLED										
KNO, 740, 50 KW (DAYS)										
KNO, 740, 50 KW (DAYS)										

SAN DIEGO

Arbitron Rank/Pop (12+): 16/1,985,100

Stations: 37/29  
Diaries: 1893/1049:1/47.8%  
Sample Target: 1610  
% Below Line: 3.6  
% Not Listed: 8.9

1988 Revenue: \$78,000,000  
HH Inc.: \$39,167  
Retail \$: 16.8 Bill  
Pop per Station: 68,451  
#1 Biller: KFMB \$10,000,000

MSA Rank/Pop: 16/2,310,600  
ADI # 24  
Average Person Ratings: 17.6  
Market TSL: 23.0 hours

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KGB -F (AOR)	308/ 8.8	5.3	9.2	5.8	10.3	7.3		3167/16.0	6.7	7.3	109	10.3	334	3681	KGB -F
2. KKLQ-AF (CHR)	307/ 8.8	8.9	9.5	8.9	9.0	9.0		4429/22.3	22.1	18.3	80	10.9	345	3767	KKLQ-AF
3. KSON-AF (C)	244/ 7.0	6.1	7.1	6.7	4.4	6.7		2858/14.4	12.0	10.1	113	6.3	167	2072	KSON-AF
4. KFMB (MOR)	235/ 6.7	4.4	5.3	7.1	7.0	5.9		3543/17.8	12.6	15.5	109	3.3	108	1969	KFMB
5. KJQY-F (EZ)	231/ 6.6	8.3	6.2	6.9	6.8	7.0		2640/13.3	13.2	13.7	89	5.5	180	1744	KJQY-F
6. KSDO (N/T)	209/ 6.0	5.6	6.2	6.8	7.3	6.2		2563/12.9	14.1	14.9	75	3.2	104	2040	KSDO
7. KFMB-F (CHR)	199/ 5.7	5.2	6.3	6.3	6.1	5.9		3713/18.7	20.3	19.2	126	4.0	130	2739	KFMB-F
8. XTRA-F (AOR)	162/ 4.6	5.0	5.1	5.2	5.2	5.0		2848/14.3	15.8	15.0	72	11.6	379	3344	XTRA-F
9. KYXY-F (AC)	126/ 3.6	5.2	3.6	5.4	3.1	4.4		2034/10.2	8.8	9.2	139	2.8	91	1587	KYXY-F
10. KKYY-F (AC)	123/ 3.5	3.8	3.2	2.6	1.6	3.3		1850/ 9.3	9.6	6.2	106	3.4	111	1558	KKYY-F
11. XHRM-F (B)	110/ 3.2	3.8	2.8	2.2	3.2	3.0		1682/ 8.5	8.8	7.2	81	5.5	178	2490	XHRM-F
12. KIFM-F (J/NA)	108/ 3.1	3.2	2.9	4.7	3.4	3.5		2122/10.7	9.2	8.1	155	3.6	118	1382	KIFM-F
13. KCBQ-AF (O)	87/ 3.0	3.5	2.9	4.1	3.7	3.4		2335/11.8	9.0	10.4	143	3.1	89	1744	KCBQ-AF
14. KFSD-F (CL)	92/ 2.6	3.4	2.8	2.7	1.9	2.9		1369/ 6.9	7.4	5.1	96	2.7	88	1413	KFSD-F
15. KPOP (N/T)	88/ 2.5	3.7	4.3	2.8	4.9	3.3		1361/ 6.9	6.1	8.5	40	2.8	90	862	KPOP
16. KSWV-F (J/NA)	67/ 1.9	1.8	1.6	1.5	2.0	1.7		1375/ 6.9	5.6	5.5	137	1.2	40	684	KSWV-F
17. KGMG-F (AOR)	64/ 1.8	2.0	2.0	2.3	1.6	2.0		1010/ 5.1	5.9	5.9	161	1.5	49	999	KGMG-F
18. KNX (N/T)	57/ 1.6	1.6	1.4	1.7	1.6	1.6		1273/ 6.4	5.8	5.4	38	1.0	32	876	KNX
19. XLTN-F (SP)	45/ 1.3	0.3	0.7	---	0.6	0.6		509/ 2.6	2.1	1.9	92	0.5	16	158	XLTN-F
20. XHTZ-F (AOR)	38/ 1.1	1.3	1.5	1.1	1.8	1.3		1461/ 7.4	6.9	5.4	109	1.9	63	1457	XHTZ-F

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

12+ FM SHARE (METRO): 74.97% (2381 of 3176) (SPG 88: 69.93%)

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 KGB -F	1 KGB -F>	1 KGB -F	1 KJQY-F	1 KSDO <	1 KGB -F<	1 KGB -F	1 KFMB	1 KSDO >>
2 XTRA-F	2 KKLQ-AF>	2 KKLQ-AF>	2 KFMB-F<	2 KSON-AF	2 KSDO	2 KKLQ-AF	2 KKLQ-AF<	2 KKLQ-AF	2 KKLQ-AF	2 KNX
3 XHRM-F	3 XTRA-F	3 KFMB-F	3 KKLQ-AF<	3 KFMB <	KFMB <	3 KGB -F	3 KJQY-F<	3 KFMB	3 KGB -F>	3 KGB -F
4 KFMB-F>>	4 KFMB-F	4 KSON-AF	4 KFMB	4 KFMB-F<	4 KSON-AF>>	4 KFMB-F<	4 KSON-AF	4 KJQY-F	4 XTRA-F	4 KPOP
5	5 KKYY-F	5 KFMB <	5 KSON-AF>	5 KKLQ-AF	5 KPOP	5 KSON-AF	5 KSDO	KFMB-F<	5 KSON-AF	5 KKLQ-F<
6	6 XHRM-F<	6 XTRA-F	6 KIFM-F<	6 KJQY-F	6 KFSD-F	6 KJQY-F	6 KFMB-F	6 KSON-AF	6 KJQY-F	6 KSON-F
7	7 KSON-AF	7	7 KYXY-F<	7 KYXY-F<	7 KYXY-F	KFMB	7 KYXY-F	7 XTRA-F	7 KFMB-F	7
8	8	8	8 KCBQ-AF	8 KIFM-F	8	8	KFMB	8	8 XHRM-F	8

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-AF>>1 KKLQ-AF>	1 KGB -F	1 KKLQ-AF>	1 KFMB-F<	1 KYXY-F<	1 KGB -F>>	1 KGB -F>>	1 KGB -F>>	1 KGB -F>	1 KGB -F>
2 XTRA-F	2 KGB -F>	2 KKLQ-AF	2 KFMB-F	2 KYXY-F<	2 XTRA-F	2 KKLQ-AF<	2 KKLQ-AF	2 KKLQ-AF	2 KFMB
3 KGB -F>	3 KFMB-F	3 KFMB-F	3 KGB -F<	3 KSON-AF	3 KKLQ-AF>	3 XTRA-F>	3 XTRA-F<	3 XTRA-F	3 KSON-AF
4 XHRM-F	4 KKYY-F	4 KKYY-F	4 KSON-AF	4 KKLQ-AF	4 KKYY-F	4 KFMB-F>	4 KFMB-F>	4 KFMB-F<	4 KKLQ-AF
5	5 XTRA-F	5 KYXY-F	5 KYXY-F	5 KFMB <	5 XHRM-F	5 KKYY-F<	5 KIFM-F	5 KFMB	5 KFMB-F
6 KFMB-F	6 KYXY-F	6 KCBQ-AF	6 KKYY-F	6 KGB -F	6 KFMB-F	6 KSON-AF	6 KGMG-F	6 KSON-AF	6 KSDO
7 KSON-AF	7 KSON-AF	7 KSON-AF	7 KCBQ-AF<	7 KJQY-F<	7	XHRM-F	7	7 KIFM-F	7 KJQY-F<
8 KXY-F	8 KCBQ-AF	8	8 KFMB	8 KKYY-F<	8	8	8	8 KSDO	8 KIFM-F
	XHRM-F		9 XTRA-F	9 KCBQ-AF					

FORMATS	AM	FM	TOTAL	%	SPG 88	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
	--	--	----	-	%	-----			
TOP 40/CHR/CONTEMP	24 ( 1)	512 ( 3)	536 ( 4)	16.9	9.8	KGMG	1320	OCEANSIDE	0.8/1.4
AOR/CLASSIC		585 ( 5)	585 ( 5)	18.4	18.3	KKOS-F	95.9	CARLSBAD	0.7/2.7
AC/OLDIES/SOFT ROCK		379 ( 5)	379 ( 6)	11.9	21.6	KOWF-F	92.1	ESCONDIDO/SNDGO	0.5/0.8
MOR/VARIETY	235 ( 1)		235 ( 1)	7.4	7.6	KPRZ	1210	SAN MARCOS/SD	0.6/1.7
COUNTRY	35 ( 1)	225 ( 2)	260 ( 3)	8.2	5.8	KVSD	1000	VISTA	0.5/1.9
BLACK/URBAN		110 ( 1)	110 ( 1)	3.5	3.5	XHKY-F	95.7	TIJUANA/SD	0.5/1.2
BEAUTIFUL/EASY		242 ( 2)	242 ( 2)	7.6	7.4	XTRA	690	TIJUANA	0.8/4.5
NEWS/TALK	440 ( 7)		440 ( 7)	13.9	10.1				
NOSTALGIA	28 ( 1)		28 ( 1)	0.9	5.3	KABC	790	LOS ANGELES	0.4/1.3
RELIGION/GOSPEL	21 ( 1)		21 ( 1)	0.7	0.9	KBIG-F	104.3	LOS ANGELES	0.5/1.2
SPANISH	12 ( 1)	45 ( 1)	57 ( 2)	1.8	1.2	KFI	640	LOS ANGELES	0.8/3.1
CLASSICAL		92 ( 1)	92 ( 1)	2.9	2.1	KJOI-F	98.7	LOS ANGELES	0.3/0.7
JAZZ/NEW AGE		175 ( 2)	175 ( 2)	5.5	5.8	KLOS-F	95.5	LOS ANGELES	0.4/1.8
UNKNOWN/OTHERS		16 ( 1)	16 ( 1)	0.5	0.6	KPWR-F	105.9	LOS ANGELES	0.9/2.7
	795 (14)	2381 (23)	3176 (37)			XEMO	860	TIJUANA	0.3/1.7

AM STATIONS

KCBQ, 1170, 50 KW/1.5 KW (DA-2), OLDIES	, \$ N/A (Republic)	Eric/Chandler	Jeff Apregan
KFMB, 760, 5 KW (DA-N), MOR	CBS, \$ 170.00 (Mc-Guild)	Midwest TV	Paul Palmer
KKLQ, 600, 5 KW (DA-1), CHR	APR, MBS, \$ N/A (Christal)	Edens	Bob Bolinger
KPOP, 1360, 5 KW/ 1 KW, NOSTALGIA	NBC, \$ 43.00 (Katz)	Brown	Tom Baker
KSDO, 1130, 10 KW (DA-2), NEWS/TALK	ABC I, \$ 128.00 (Durpetti)	Gannett	Mike Shields
KSON, 1240, 1 KW, COUNTRY	MBS, \$ N/A (Banner)	Jeff-Pilot	Clarke Browne
KVSD, 1000, 2.5 KW/500 W (DA-2), TALK	ABC D, \$ 28.00 (---)		Jeff Chandler
XTRA, 690, 50 KW (DS-2), TALK	ABC E, \$ 40.00 (MMR)	Noble	Tom Jimenez

FM STATIONS

KCBQ, 105.3, 29 KW @ 620, OLDIES	, \$ 75.00 (Republic)	Eric/Chandler	Jeff Apregan
KFMB, 100.7, 30 KW @ 620, CONTEMP/AC	, \$ 128.00 (Mc-Guild)	Midwest TV	Paul Palmer
KFSD, 94.1, 100 KW @ 641, CLASSICAL	, \$ 71.00 (HNWH)	Lotus	Nancy Reynolds
KGB, 101.5, 50 KW @ 470, AOR	, \$ 153.00 (Katz)	Brown	Tom Baker
KGMG, 102.1, 10 KW @ 980, CLASSIC AOR	SOURCE, \$ 44.00 (Banner)		---
KIFM, 98.1, 28 KW @ 640, JAZZ/NAC	, \$ 79.00 (CBS)		Bruce Walton
KJQY, 103.7, 36 KW @ 650, EZ	, \$ 90.00 (Group W)	Westinghouse	Bert Wahlen
KKLQ, 106.5, 50 KW @ 442, CHR	, \$ 128.00 (Christal)	Edens	Bob Bolinger
KKOS, 95.9, 3 KW @ 305, AC	, \$ 40.00 (---)		Jeff Chandler
KKYY, 94.9, 22 KW @ 710, AC	, \$ 70.00 (Torbet)	Sandusky	---
KSON, 97.3, 50 KW @ 442, COUNTRY	, \$ 99.00 (Banner)	Jeff-Pilot	Clarke Brown
KSWV, 102.9, 32 KW @ 590, JAZZ/NAC	SMN, \$ 60.00 (Durpetti)	Gannett	Mike Shields
KYXY, 96.5, 41 KW @ 540, AC	, \$ 70.00 (HNWH)		Jim Price
XHRM, 92.5, 50 KW @ 600, BLACK	ABC F, \$ 49.00 (K & P)		---
XHTZ, 90.3, 100 KW @ 1000, AOR	, \$ 40.00 (---)		Victor Diaz
XLTN, 104.5, 60 KW @ 1200, HISPANIC	, \$ 35.00 (Katz Hisp.)		Martha Diaz
XTRA, 91.1, 100 KW @ 1000, AOR	, \$ 92.00 (MMR)	Noble	Tom Jimenez

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

KJQY-F sold by Westinghouse to Sillerman for \$15,000,000  
 KCBQ A/F sold by Eric/Chandler to Adams for \$23,000,000 (Grandy)...

SAN FRANCISCO

Arbitron Rank/Pop (12+): 4/4,954,500

MSA Rank/Pop: 28/1,626,100

Average Person Ratings: 17.2

Market TSL: 22.45 hours

Stations: 51/49

Diaries: 3909/1267:1/44.4%

Sample Target: 2650

% Below Line: 0.7

% Not Listed: 9.5

1988 Revenue: \$168,200,000

HH Inc.: \$41,900

Retail \$: 38.0 Bil

Pop per Station: 101,112

#1 Biller: KGO \$19,500,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KGO (N/T)	596/ 7.0	8.3	8.3	7.1	8.4	7.7	739/10582	8472/17.1	20.5	17.3	90	7.6	643	7533	KGO
2. KMEL-F (CHR)	479/ 5.6	5.0	5.6	5.8	5.7	5.5	527/8573	7613/15.4	13.4	14.6	63	8.2	698	8460	KMEL-F
3. KOIT-AF (AC)	416/ 4.9	3.8	4.2	3.4	4.5	4.1	425/6891	6613/13.3	12.8	11.6	133	3.7	268	2959	KOIT-AF
4. KCBS (N/T)	397/ 4.6	4.6	5.0	4.7	5.4	4.7	466/8944	7509/15.2	17.0	15.4	72	3.9	329	4461	KCBS
5. KABL-AF (EZ)	382/ 4.5	5.0	4.7	5.6	6.2	4.9	421/5340	4906/ 9.9	10.2	10.7	58	3.0	185	2527	KABL-AF
6. KIOI-F (AC)	335/ 3.9	3.6	3.9	4.0	3.6	3.8	339/5783	5548/11.2	11.8	11.4	118	3.8	320	4820	KIOI-F
7. KPFC (BB)	301/ 3.5	3.7	3.4	3.4	2.8	3.5	374/5518	4597/ 9.3	7.8	8.4	57	3.2	271	2889	KPFC
8. KNBR (MOR)	300/ 3.5	2.6	2.2	4.3	3.6	3.2	414/8167	5963/12.0	7.7	11.4	91	2.7	232	4100	KNBR
9. KSAN-F (C)	291/ 3.4	3.2	2.2	2.3	2.9	2.8	297/4455	4296/ 8.7	6.8	7.8	135	3.4	287	3570	KSAN-F
10. KRQR-F (AOR)	258/ 3.0	2.8	2.9	2.6	2.9	2.8	270/4699	4285/ 8.6	7.7	8.1	120	3.4	287	3855	KRQR-F
11. KXXX-F (CHR)	236/ 2.8	2.8	2.2	2.7	2.7	2.6	243/5242	5036/10.2	8.0	9.2	54	3.4	286	4091	KXXX-F
12. KITS-F (AOR)	232/ 2.7	2.6	3.0	2.4	2.8	2.7	237/3701	3589/ 7.2	7.1	6.4	96	2.7	226	3083	KITS-F
13. KSOL-F (B)	227/ 2.7	2.7	2.8	3.3	3.7	2.9	233/4563	4416/ 8.9	8.9	10.1	70	4.6	388	5758	KSOL-F
14. KSFO (O)	209/ 2.4	1.7	2.1	3.1	2.4	2.3	227/5194	4683/ 9.5	8.4	8.8	112	1.9	164	3006	KSFO
15. KDPC-AF (CL)	199/ 2.3	2.8	2.9	1.9	2.4	2.5	200/3760	3625/ 7.3	6.9	6.4	91	1.1	89	1773	KDPC-AF
16. KKSF-F (J/NA)	196/ 2.3	3.0	2.7	2.2	2.4	2.5	199/3571	3547/ 7.2	7.0	5.7	157	2.4	205	2975	KKSF-F
17. KBLX-F (J/NA)	194/ 2.3	2.3	2.8	2.4	1.7	2.5	203/3320	3157/ 6.4	7.8	5.9	148	2.7	225	2809	KBLX-F
18. KOME-F (AOR)	175/ 2.0	1.4	1.6	1.7	1.4	1.7	194/2761	2552/ 5.2	4.5	4.7	120	2.3	195	2860	KOME-F
19. KBAY-F (EZ)	175/ 2.0	2.2	2.0	1.7	2.0	2.0	217/2987	2377/ 4.8	5.0	4.6	95	1.3	114	1478	KBAY-F
20. KKHI-AF (CL)	174/ 2.0	2.3	3.0	1.7	1.8	2.3	178/2898	2772/ 5.6	6.4	5.4	65	1.7	128	1569	KKHI-AF
21. KFOG-F (AOR)	174/ 2.0	2.0	1.8	2.1	1.7	2.0	185/3749	3557/ 7.2	5.6	5.8	145	2.1	174	2816	KFOG-F
22. KYA -F (O)	144/ 1.7	1.5	1.6	1.3	1.1	1.5	146/3069	2938/ 5.9	6.4	5.6	153	2.0	171	2039	KYA -F
23. KNEW (C)	116/ 1.4	1.3	1.1	1.6	1.4	1.4	119/2038	1972/ 4.0	3.8	3.8	100	1.5	128	1588	KNEW
24. KARA-F (AC)	110/ 1.3	1.1	1.0	1.1	0.8	1.1	115/2071	1922/ 3.9	3.5	2.9	138	1.2	102	1135	KARA-F
25. KWSS-F (CHR)	106/ 1.2	1.0	1.0	0.7	1.1	1.0	166/3149	1973/ 4.0	3.7	4.2	75	1.3	113	1735	KWSS-F
26. KHQT-F (CHR)	103/ 1.2	1.7	1.2	1.4	1.5	1.4	103/2096	2090/ 4.2	3.8	3.8	50	2.5	216	2457	KHQT-F
27. KEZR-F (AC)	103/ 1.2	0.7	1.1	0.9	0.7	1.0	103/1757	1686/ 3.4	3.0	2.4	125	0.8	66	1018	KEZR-F
28. KIQI (SP)	101/ 1.2	1.3	1.2	1.2	1.0	1.2	107/1051	983/ 2.0	2.1	2.0	142				KIQI
29. KDIA (B)	98/ 1.1	0.8	0.8	1.3	0.9	1.0	98/1512	1512/ 3.1	2.6	2.7	82	0.8	72	1273	KDIA
30. KSJO-F (AOR)	95/ 1.1	1.4	1.6	1.6	1.2	1.4	117/2324	2061/ 4.2	4.7	4.1	73	1.5	131	2663	KSJO-F

12+ FM SHARE (METRO): 64.65% (4999 of 7732) (SPG 88: 63.67%)

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 KOIT-AF	1 KOIT-AF	1 KOIT-AF<	1 KGO >	1 KGO	1 KGO	1 KGO <	1 KMEL-F	1 KGO >>
2 KXXX-F>>	2 KRQR-F	2 KMEL-F	2 KGO	2 KGO >	2 KABL-AF	2 KCBS >	2 KOIT-AF	2 KOIT-AF	2 KNBR	2 KCBS >>
3 KHQT-F	3 KIOI-F<	3 KIOI-F	3 KIOI-F	3 KSAN-F	3 KCBS	3 KMEL-F>	3 KABL-AF	KMEL-F	3 KGO >	3 KNBR >>
4 KSOL-F	4 KOIT-AF<	4 KGO	4 KSAN-F	KIOI-F	4 KPFC	4 KOIT-AF	4 KIOI-F	4 KABL-AF	4 KXXX-F	4 KBLX-F
5 KITS-F	5 KITS-F	5 KRQR-F	5 KRQR-F	5 KRQR-F	5 KNBR	KABL-AF	5 KMEL-F	5 KIOI-F	5 KSFO	5 KKHI-F>>
6	6 KSOL-F<	6 KSAN-F	6 KKSF-F	KKSF-F<	6 KOIT-AF>	6 KIOI-F	6 KRQR-F	6 KSAN-F<	6 KOIT-AF	6 KKSF-F
7	7 KOME-F	7 KITS-F	7 KMEL-F	7 KMEL-F<	7 KKHI-AF<	7 KSAN-F<	KPFC	7 KRQR-F	7 KRQR-F	KIOL-F<
8	8 KSAN-F	8 KKSF-F<	KBLX-F	8 KBLX-F	8 KDPC-AF<	8 KNBR <	KCBS	KCBS	8 KITS-F	8 KMEL-F<
9	9 KFOG-F	9 KSOL-F	9 KFOG-F	9 KCBS <	9 KSFO <	9 KPFC	9 KSAN-F	9 KPFC	KCBS	9 KDIA
10	10 KXXX-F	10 KOME-F	10 KCBS	10 KNBR	10 KSAN-F	10 KRQR-F	10 KOME-F	10 KNBR	KBLX-F	10 KPFC

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 KOIT-AF	1 KOIT-AF	1 KOIT-AF>	1 KOIT-AF>	1 KMEL-F>	1 KRQR-F	1 KRQR-F>	1 KRQR-F	1 KGO
2 KSOL-F>	KMEL-F<	2 KIOI-F>	2 KIOI-F	2 KIOI-F	2 KRQR-F	2 KMEL-F	2 KITS-F	2 KMEL-F<	2 KRQR-F
3 KOIT-AF<	3 KIOI-F>	3 KMEL-F	3 KMEL-F>	3 KGO >	3 KITS-F	3 KITS-F	3 KMEL-F	3 KGO	3 KSAN-F
4 KIOI-F	4 KSOL-F>	4 KSAN-F>	4 KSOL-F	4 KSAN-F	4 KOME-F	4 KOME-F>	4 KOME-F	4 KSAN-F	4 KOIT-AF<
5 KXXX-F>	5 KSAN-F<	5 KITS-F	5 KGO	5 KMEL-F	5 KXXX-F<	5 KIOI-F	KGO	KITS-F	5 KKSF-F
6 KITS-F	6 KXXX-F	KFOG-F<	6 KSAN-F	6 KKSF-F	6 KSJO-F	6 KSAN-F	6 KSAN-F	6 KOME-F	6 KCBS
7 KRQR-F	KITS-F	7 KBLX-F	7 KBLX-F<	KBLX-F<	7 KRQR-F	7 KSOL-F<	KGO	7 KFOG-F	7 KOIT-AF<
8 KEZR-F	8 KRQR-F	8 KKSF-F	8 KKSF-F	8 KABL-AF	8 KIOI-F	KFOG-F	8 KIOI-F	8 KIOI-F	8 KIOI-F
9 KHQT-F	9 KFOG-F<	9 KSOL-F	9 KXXX-F	9 KNBR <	9 KWSS-F	9 KSJO-F	9 KKSF-F	9 KKSF-F	KBLX-F<
10 KWSS-F	10 KOME-F	KOME-F	10 KITS-F	10 KCBS	10 KOIT-AF	10 KOIT-AF	10 KOIT-AF	KFOG-F	10 KNBR

FORMATS	AM		FM		TOTAL		%		SPG 88		OTHER RATED STATIONS/METRO SHARE & CUME RATING	
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TOP 40/CHR/CONTEMP			978 ( 6)		978 ( 6)		12.6	17.4			KATD-F 95.3	Los Gatos 0.3/1.8
AOR/CLASSIC			976 ( 6)		976 ( 6)		12.6	8.0			KBRG-F 104.9	Fremont/SF 0.8/1.8
AC/OLDIES/SOFT ROCK	377 ( 4)		1199 ( 8)		1576 (12)		20.4	17.1			KEEN 1370	San Jose 1.0/1.7
MOR/VARIETY	300 ( 1)				300 ( 1)		3.9	4.5			KFAX 1100	San Francisco 0.6/2.2
COUNTRY	229 ( 3)		291 ( 1)		520 ( 4)		6.7	5.9			KHTT-F 92.9	HEALDSBRG/SN RS 0.3/1.2
BLACK/URBAN	98 ( 1)		227 ( 1)		325 ( 2)		4.2	7.2			KJAZ-F 92.7	Alameda 0.7/2.3
BEAUTIFUL/EASY	124 ( 1)		433 ( 2)		557 ( 3)		7.2	9.0			KKIQ-F 101.7	LIVERMORE/PLSNT 0.3/0.7
NEWS/TALK	993 ( 2)				993 ( 2)		12.8	15.3			KLIV 1590	San Jose 0.7/1.8
NOSTALGIA	360 ( 2)				360 ( 2)		4.7	3.7			KLOK 1170	San Jose/SF 0.6/1.9
RELIGION/GOSPEL	52 ( 1)				52 ( 1)		0.7	1.1			KOFY 1050	San Mateo/SF 1.0/3.9
SPANISH	150 ( 2)		72 ( 1)		222 ( 3)		2.9	2.3			KOFY-F 98.9	San Francisco 0.7/3.4
CLASSICAL	50 ( 2)		323 ( 2)		373 ( 4)		4.8	4.7			KXFX-F 101.7	Santa Rosa 0.5/1.2
JAZZ/NEW AGE			446 ( 3)		446 ( 3)		5.8	3.7			KZST-F 100.1	Santa Rosa 0.8/1.5
UNKNOWN/OTHERS			54 ( 2)		54 ( 2)		0.7					
	2733 (19)		4999 (32)		7732 (51)						KRAK 1140	Sacramento 0.4/0.9
											KSPM-F 102.5	WOODLAND 0.3/1.0

RADIO STATIONS

KABL, 960, 5 KW (DA-1)	, BTFL/EZ	, \$ N/A (Christal)	Shamrock	Mike Grinsell
KCBS, 740, 50 KW (DA-2)	, NEWS/TALK	CBS, \$ 225.00 (CBS)	CBS	Ray Barnett
KDIA, 1310, 5 KW (DA-1)	, BLACK	, \$ 50.00 (---)	Ragan Henry	Ray Hawkins
KEST, 1450, 1 KW	, ETHNIC/VARIOUS	, \$ 40.00 (---)	Douglas	---
KFAX, 1100, 50 KW (DA-1)	, RELIGION	, \$ 45.00 (---)	Salem	Bob Danker
KERC, 610, 5 KW	, NOSTALGIA	US 1 MBS, \$ 60.00 (Republic)	RKO	Pat McNally
KGO, 810, 50 KW	, NEWS/TALK	ABC I, \$ 340.00 (Banner)	Cap Cities/ABC	Mike Luckoff
KIQI, 1010, 10 KW/500W (DA-1)	, HISPANIC	, \$ 57.00 (Caballers)		Rene DeLa Rosa
KNBR, 680, 50 KW	, MOR	NBC, \$ 190.00 (Eastman)	Susquehanna	Tony Salvadore
KNEW, 910, 5 KW (DA-N)	, COUNTRY	, \$ 70.00 (Katz)	Malrite	Bruce Blevins
KOFY, 1050, 50 KW/1KW (DA-2)	, OLDIES	, \$ 55.00 (K & P)		---
KSFO, 560, 5 KW (DA-N)	, OLDIES	US 2, \$ 100.00 (MMR)	King	Ken Dennis

FM STATIONS

KABL, 98.1, 100 KW @ 940,	BTFL/EZ	, \$ 160.00 (Christal)	Shamrock	Mike Grinsell
KBLX, 102.9, 7 KW @ 1285,	JAZZ/URBAN	, \$ 145.00 (HNWH)	Inner City	Henry Stone
KBRG, 104.9, 3 KW @ 300,	HISPANIC	, \$ 55.00 (Lotus)		Carlos Duharte
KDFC, 102.1, 33 KW @ 1000,	CLASSICAL	, \$ 75.00 (CMBS)		Ed Davis
KFOG, 104.5, 8 KW @ 1370,	AOR	SOURCE, \$ 125.00 (Eastman)	Susquehanna	Tony Salvadore
KIOI, 101.3, 125 KW @ 1160,	AC	, \$ 140.00 (Durpetti)	Fairmont	Nick Marnell
KITS, 105.3, 15 KW @ 1200,	AOR/CHR	ABC F, \$ 100.00 (Republic)	Entercom	Ed Krampf
KJAZ, 92.7, 2 KW @ 550,	JAZZ	, \$ 80.00 (Roslin)		Ian Epstein
KKHI, 95.7, 9 KW @ 1473,	CLASSICAL	, \$ 80.00 (HNWH)	Buckley	Bruce Beebe
KKSF, 130.7, 8 KW @ 1470,	JAZZ/NAC	, \$ 140.00 (Banner)	Brown	Dave Kendrick
KMEL, 106.1, 69 KW @ 1240,	CHR	, \$ 180.00 (Christal)	Century	Paulette Williams
KOFY, 98.9, 6 KW @ 1350,	AC	, \$ 70.00 (K & P)		Randy Bailey
KOIT, 96.5, 33 KW @ 1410,	SOFT AC	, \$ 137.00 (Torbet)	Bonneville	Chuck Tweedle
KRQR, 97.3, 82 KW @ 1100,	AOR	CBS, \$ 135.00 (CBS)	CBS	Carl Dickens
KSAN, 94.9, 35 KW @ 1290,	COUNTRY	, \$ 170.00 (Katz)	Malrite	Bruce Blevins
KYA, 93.3, 31 KW @ 593,	OLDIES	US 2, \$ 90.00 (MMR)	King	Ken Dennis
KSOL, 107.7, 9 KW @ 1590,	BLACK	APR, \$ 135.00 (MMR)	United	Ken Shubat
KXXX, 99.7, 45 KW @ 1240,	CHR	, \$ 140.00 (Mc-Guild)	Emmis	Jim Smith

OTHER RANKED STATIONS: See San Jose

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

KNBR sold by NBC to  
Susquehanna for \$20,300,000.  
KSOL-F sold by United to  
TA/Shaw for \$\_\_\_\_\_  
(Americom).

SAN JOSE

Arbitron Rank/Pop (12+): 29/1,198,600  
 MSA Rank/Pop: 30/1,437,800  
 San Francisco ADI  
 Average Person Ratings: 17.2  
 Market TSL: 22.75 hours

Stations: 42/16  
 Diaries: 1498/800:1/43.2%  
 Sample Target: 1400  
 % Below Line: 0.0  
 % Not Listed: 54.4

1988 Revenue: \$28,800,000  
 HH Inc.: \$46,360  
 Retail \$: 11.5 Bil  
 Pop per Station: 74,912  
 #1 Biller: KOME-F \$4,600,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume
1. KBAY-F (EZ)	137/ 6.6	6.9	6.2	4.5	6.8	6.1	208/2684	1707/14.2	13.1	13.0	106	4.8	99	1059
2. KARA-F (AC)	107/ 5.2	3.7	3.5	3.8	3.0	4.1	113/1950	1597/13.3	10.9	9.4	142	4.7	96	1048
3. KOME-F (AOR)	103/ 5.0	4.2	4.3	4.1	3.8	4.4	178/2518	1583/13.2	11.7	11.6	110	6.7	139	1758
4. KEZR-F (AC)	91/ 4.4	2.8	3.6	3.4	2.7	3.5	103/1727	1369/11.4	9.7	7.9	120	2.7	55	718
5. KWSS-F (CHR)	90/ 4.4	3.8	3.6	2.7	4.9	3.6	153/2969	1583/13.2	12.5	15.0	75	4.2	87	1468
6. KHQT-F (CHR)	84/ 4.1	6.3	4.4	5.6	6.0	5.1	103/2096	1690/14.1	12.4	13.5	37	9.1	188	1872
7. KSJO-F (AOR)	81/ 3.9	3.5	4.7	5.3	3.1	4.3	114/2161	1477/12.3	11.7	10.5	77	4.3	88	1456
8. KEEN (C)	71/ 3.4	2.4	1.7	2.7	1.7	2.6	82/841	657/ 5.5	4.5	4.5	112	2.5	51	499
9. KLIV (BB)	48/ 2.3	1.7	2.5	1.7	1.4	2.0	54/891	691/ 5.8	4.8	3.5	26	1.0	21	396
10. KDPC-AF (CL)	29/ 1.4	1.4	2.0	1.9	2.0	1.7	105/2152	609/ 5.1	5.8	5.4	129	0.5	11	333
11. KATD-F (CHR)	26/ 1.3	2.2	1.3	2.3	2.2	1.8	26/1047	808/ 6.7	6.7	8.2	62	1.3	27	670
12. KLOK (SP)	22/ 1.1	1.1	1.2	1.0	1.1	1.1	40/761	349/ 2.9	3.3	5.7	127	0.8	16	294
13. KLRS-F (J/NA)	18/ 0.9	1.1	1.1	1.2	0.8	1.1	42/900	375/ 3.1	3.3	2.8	156	0.9	18	273
14. KNTA (SP)	17/ 0.8	1.1	0.6	0.8	1.0	0.8	17/244	238/ 2.0	2.6	1.9	100	1.0	21	252
KAZA (SP)	17/ 0.8	1.1	0.7	0.7	1.2	0.8	27/366	203/ 1.7	1.6	1.2	38	1.3	27	200

12+ FM SHARE (METRO): 80.87% (761 of 941) (SPG 88: 0.00%)

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

FORMATS	AM	FM	TOTAL	%	SPG 88 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		200 ( 3 )	200 ( 3 )	21.3		
AOR/CLASSIC		184 ( 2 )	184 ( 2 )	19.6		
AC/OLDIES/SOFT ROCK		198 ( 2 )	198 ( 2 )	21.0		
MOR/VARIETY						
COUNTRY	71 ( 1 )		71 ( 1 )	7.5		
BLACK/URBAN						
BEAUTIFUL/EASY		137 ( 1 )	137 ( 1 )	14.6		
NEWS/TALK						
NOSTALGIA	48 ( 1 )		48 ( 1 )	5.1		
RELIGION/GOSPEL						
SPANISH	56 ( 3 )		56 ( 3 )	6.0		
CLASSICAL	5 ( 1 )	24 ( 1 )	29 ( 2 )	3.1		
JAZZ/NEW AGE		18 ( 1 )	18 ( 1 )	1.9		
UNKNOWN/OTHERS						
	180 ( 6 )	761 ( 10 )	941 ( 16 )			

RADIO STATIONS

KAZA, 1290, 5 KW (DAYS,DA)	, HISPANIC	CRC, \$ 36.00 (Caballero)	Al Rodriguez
KEEN, 1370, 5 KW (DA-2)	, COUNTRY	UPI, \$ 45.00 (MMR)	Steve Snell
KLIV, 1590, 5 KW (DA-N)	, NOSTALGIA	, \$ 40.00 (Eastman)	Vince Qopopolo
KLOK, 1170, 5 KW (DA-2)	, HISPANIC	IND, \$ 40.00 (Katz Hisp.)	---
KNTA, 1430, 1 KW (DA-1)	, HISPANIC	, \$ 37.00 (Lotus)	Gene Hogan
KARA-F, 105.7, 50 KW @ 500, AC		, \$ 80.00 (Eastman)	Bob Kieve
KATD-F, 95.3, .4 KW @ 860, CHR		, \$ 47.00 (Durpetti)	Joel Schwartz
KBAY-F, 100.3, 15 KW @ 2580, BTF/EZ		, \$ 85.00 (MMR)	Steve Snell
KEZR-F, 106.5, 50 KW @ 430, AC		, \$ 62.00 (Christal)	John Levitt
KHQT-F, 97.7, 1.7 KW @ 875, CHR		, \$ 50.00 (HNWH)	Tim Sillivan
KOME-F, 98.5, 13 KW @ 880, AOR		, \$100.00 (Torbet)	Jim Hardy
KSJO-F, 92.3, 50 KW @ 464, AOR		ABC R, \$ 82.00 (Katz)	Dave Baronfield
KWSS-F, 94.5, 1 KW @ 2580, CHR		, \$ 93.00 (Mc-Guild)	---
KLRS - See Monterey-Santa Cruz			

MISCELLANEOUS COMMENTS: KATD-F sold to Crown for \$5,000,000.



SARASOTA-BRADENTON

Arbitron Rank/Pop (12+): 86/400,600  
 Tampa ADI  
 MSA Rank/Pop: Sarasota - 168/261,000  
 Bradenton - 216/185,200  
 Average Person Ratings: 15.9  
 Market TSL: 21.5 hours

Stations: 27/9  
 Diaries: 718/558:1/51.7%  
 Sample Target: .740  
 % Below Line: 11.6  
 % Not Listed: 18.2

1988 Revenue: \$6,500,000  
 HH Inc.: \$29,200  
 Retail \$: 3.9 Bill  
 Pop per Station: 44,511  
 #1 Biller: WDUV-F \$2,500,000

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume
1. WDUV-F (EZ)	141/22.2	----	17.2	----	23.7	----	150/1279	1170/29.2	29.3	31.6	19			WDUV-F
2. WYNF-F (AOR)	56/ 8.8	----	7.9	----	8.0	----	65/702	612/15.3	13.8	12.2	168			WYNF-F
3. WSRZ-F (CHR)	48/ 7.5	----	10.0	----	5.0	----	48/693	693/17.3	16.8	11.0	120			WSRZ-F
4. WFLZ-F (N/T)	36/ 5.7	----	3.6	----	2.4	----	40/613	548/13.7	8.5	6.3	219			WFLZ-F
5. WWRM-F (AC)	26/ 4.1	----	2.5	----	3.1	----	26/354	354/ 8.8	6.8	6.5	144			WWRM-F
WCTQ-F (CHR)	26/ 4.1	----	3.2	----	1.9	----	29/273	239/ 6.0	5.2	3.7	154			WCTQ-F
7. WAMR (BB)	24/ 3.8	----	5.4	----	4.1	----	24/320	310/ 7.7	6.5	6.7	0			WAMR
8. WSUN (C)	23/ 3.6	----	7.3	----	5.5	----	24/442	416/10.4	12.7	10.5	97			WSUN
9. WFLA (N/T)	22/ 3.5	----	4.8	----	2.7	----	23/384	348/ 8.7	8.6	8.3	46			WFLA
10. WHVE-F (J/NA)	20/ 3.1	----	4.1	----	4.4	----	24/410	385/ 9.6	8.7	11.7	239			WHVE-F

12+ FM SHARE (METRO): 78.27% (407 of 520) (SPG 88: 69.39%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WSRZ-F>>	1 WYNF-F>>	1 WYNF-F>	1 WYNF-F	1 WYNF-F	1 WDUV-F>>	1 WDUV-F>>	1 WDUV-F>>	1 WDUV-F>>	1 WDUV-F>>	1 WDUV-F>>
2 WYNF-F>	2 WSRZ-F>>	2 WSRZ-F	2 WFLZ-F	2 WFLZ-F>	2 WCTQ-F	2 WYNF-F>	2 WYNF-F>	2 WSRZ-F<	2 WSRZ-F>	2 WAMR >
3 WINK-F>>	3 WFLZ-F	3 WFLZ-F>	3 WSRZ-F>	3 WSRZ-F	3 WAMR	3 WSRZ-F	3 WRBQ-F	3 WYNF-F	3 WYNF-F	3 WBRD >
4	4 WHVE-F	4 WHVE-F	4 WHVE-F>	4 WHVE-F	4 WFLZ-F	4 WFLZ-F	4 WWRM-F	4 WSRZ-F	4 WSUN <	4 WFLA
5	5 WNLT-F	5	5 WCTQ-F	5 WCTQ-F	5 WFLA	5	5 WSRZ-F	5 WFLZ-F	5 WWRM-F	5
6	6	6	6 WWRM-F	6 WWRM-F	6	6	6 WCTQ-F	6	6	6

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 WSRZ-F	1 WSRZ-F	1 WYNF-F	1 WSRZ-F	1 WSRZ-F	1 WYNF-F>>	1 WYNF-F>>	1 WYNF-F>>	1 WYNF-F>>	1 WYNF-F>
2 WYNF-F>	2 WYNF-F>>	WSRZ-F>	2 WYNF-F>	2 WFLZ-F	2 WSRZ-F>>	2 WSRZ-F>	2 WFLZ-F	2 WFLZ-F	2 WFLZ-F>
3 WDUV-F>>	3 WFLZ-F	3 WHVE-F>	3 WFLZ-F	3 WYNF-F	3 WSUN	3 WFLZ-F	3 WSRZ-F	3 WSRZ-F>	3 WCTQ-F
4 WFLZ-F>>	WHVE-F	4 WWRM-F	WDUV-F	WDUV-F	WNLT-F>>	4 WHVE-F	WHVE-F>>	4 WHVE-F	4 WSRZ-F
5	WDUV-F	WFLZ-F	5	5 WWRM-F	5	5 WSUN	5	5 WSUN	WHVE-F
6	6 WWRM-F	6	6	6	6	WNLT-F	6	WCTQ-F	6

FORMATS	AM	FM	TOTAL	%	SPG 88	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		92 ( 4)	92 ( 4)	17.7	17.2		WBRD 1420 Bradenton 1.4/3.6
AOR/CLASSIC		61 ( 2)	61 ( 2)	11.7	11.9		WENG 1530 Englewood 0.5/1.6
AC/OLDIES/SOFT ROCK		42 ( 2)	42 ( 2)	8.1	9.6		WKXY 930 Sarasota 1.1/2.2
MOR/VARIETY							WQSA 1220 Sarasota/Bradnt 0.8/3.6
COUNTRY	23 ( 1)	12 ( 1)	35 ( 2)	6.7	13.8		
BLACK/URBAN							WDAE 1250 Tampa 0.6/1.6
BEAUTIFUL/EASY		141 ( 1)	141 ( 1)	27.1	23.1		WHBO 1040 Tampa 0.5/1.5
NEWS/TALK	31 ( 3)	36 ( 1)	67 ( 4)	12.9	6.9		WINK-F 96.9 Fort Myers 1.6/4.2
NOSTALGIA	40 ( 5)		40 ( 5)	7.7	8.8		WKII 1090 Pt. Charlt 0.9/1.9
RELIGION/GOSPEL							WKRL-F 97.9 Clearwater 0.8/5.2
SPANISH							WLFF 680 St. Petersburg 0.5/1.9
CLASSICAL		3 ( 1)	3 ( 1)	0:6			WNLT-F 95.7 Clearwater/Tmpa 2.5/7.4
JAZZ/NEW AGE		20 ( 1)	20 ( 1)	3.8	4.8		WQYK 1010 Seffner/Tampa
UNKNOWN/OTHERS	19 ( 3)		19 ( 3)	3.7	3.8		WQYK-F 99.5 St. Petersburg 1.9/4.9
	113 (12)	407 (13)	520 (25)				WRBQ 1380 St. Petersburg
							WRBQ-F 104.7 Tampa 1.3/6.6
							WTKN 570 Pinellas Pk/Tmp 0.6/3.4
							WXCR-F 92.5 Safety Harbor 0.5/2.0

RADIO STATIONS

WAMR, 1320, 5 KW/1 KW (DA-2) , NOSTALGIA NBC, \$ 16.00 (Torbet) Ron Knight  
 WCTQ-F, 92.1, 3 KW @ 315, COUNTRY NBC, \$ 16.00 (Torbet) Ron Knight  
 WDUV-F, 103.5, 100 KW @ 649, BTFL/EZ MBS, \$ 61.00 (Christal) Bob Nelson  
 WSRZ-F, 106.3, 3 KW @ 300, CHR , \$ 39.00 (Eastman) Wilkes-Schwartz Hank Kestenbaum

OTHER RANKED STATIONS -- See Tampa  
 MISCELLANEOUS COMMENTS:

SAVANNAH

Arbitron Rank/Pop (12+): 150/208,900  
 MSA Rank/Pop: 176/245,300  
 ADI # 104  
 Average Person Ratings: 17.8  
 Market TSL: 23.5 hours

Stations: 16/15  
 Diaries: 548/381:1/45.0%  
 Sample Target: 550  
 % Below Line: 0.0  
 % Not Listed: 9.7

1988 Revenue: \$8,300,000  
 HH Inc.: \$30,843  
 Retail \$: 1.8 Bil  
 Pop per Station: 13,926  
 #1 Biller: NA

12+ METRO	1/4/SHARE	FAL		SPG		4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL		SPG		% Conversion	Birch Share	Birch AQH	Birch Cume	
		88	88	87	87				88	88							
1. WEAS-F (B)	68/18.3	----	21.7	----	14.0	----	96/867	534/25.6	26.7	25.4	89	18.5	94	708	WEAS-F		
2. WCHY-F (C)	57/15.4	----	12.9	----	12.7	----	157/1231	433/20.7	22.3	21.1	144	10.0	51	576	WCHY-F		
3. WZAT-F (CHR)	39/10.5	----	14.5	----	17.9	----	97/1326	564/27.0	31.4	35.7	63	10.2	52	799	WZAT-F		
WSOK (B)	39/10.5	----	12.6	----	9.1	----	39/424	379/18.1	20.4	18.6	77	9.4	48	434	WSOK		
5. WIXV-F (AOR)	33/ 8.9	----	9.1	----	9.6	----	58/625	335/16.0	17.1	18.1	142	14.1	72	710	WIXV-F		
6. WAEV-F (AC)	32/ 8.6	----	6.2	----	5.8	----	47/642	376/18.0	15.7	17.8	147	5.1	26	406	WAEV-F		
7. WJCL-F (EZ)	29/ 7.8	----	7.5	----	10.5	----	52/605	326/15.6	15.7	17.1	85	6.7	34	413	WJCL-F		
8. WIJY-F (AC)	8/ 2.2	----	-----	----	-----	----	13/303	102/ 4.9	0.0	0.0	136	1.0	5	89	WIJY-F		
WSGA (BB)	8/ 2.2	----	2.7	----	1.9	----	8/77	65/ 3.1	6.1	4.4	0	1.2	6	80	WSGA		
10. WHTK-F (CHR)	6/ 1.6	----	-----	----	-----	----	20/313	156/ 7.5	0.0	0.0	31	6.7	34	454	WHTK-F		

12+ FM SHARE (METRO): 83.58% (280 of 335) (SPG 88: 81.10%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZAT-F	1 WEAS-F>	1 WEAS-F	1 WCHY-F	1 WCHY-F>	1 WCHY-F>	1 WCHY-F<	1 WCHY-F>	1 WEAS-F	1 WEAS-F>>	1 WSOK >
WEAS-F>>	2 WIXV-F	2 WCHY-F	2 WEAS-F	2 WEAS-F	2 WSOK	2 WSOK	2 WEAS-F	2 WCHY-F>	2 WCHY-F	2 WCHY-F
3	3 WCHY-F	3 WIXV-F	3 WIXV-F<	3 WIXV-F	3 WJCL-F	3 WEAS-F	3 WJCL-F	3 WZAT-F	3 WZAT-F>	3 WEAS-F
4	WAEV-F	4 WAEV-F	4 WAEV-F>	WAEV-F>	4 WEAS-F>	4 WZAT-F	4 WIXV-F	4 WIXV-F	4 WIXV-F	4 WZAT-F>
5	5 WZAT-F	5 WZAT-F	5 WSOK	5 WSOK	5 WAEV-F	WAEV-F	5 WSOK	5 WSOK	5 WAEV-F>	5 WAEV-F
6	6	6	6	6	6	6 WJCL-F<	6 WAEV-F<	6 WAEV-F	6 WSOK	6
						7 WIXV-F>>	7 WZAT-F>>	7 WJCL-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 WEAS-F>>	1 WEAS-F>	1 WEAS-F	1 WEAS-F	1 WCHY-F	1 WEAS-F	1 WEAS-F	1 WIXV-F	1 WEAS-F<	1 WCHY-F>
2 WZAT-F	2 WAEV-F	WAEV-F	2 WAEV-F	2 WAEV-F	2 WZAT-F>	2 WIXV-F>>	2 WEAS-F	2 WIXV-F	2 WIXV-F<
WAEV-F	3 WCHY-F	3 WCHY-F>	3 WCHY-F>	3 WEAS-F	3 WIXV-F>>	3 WZAT-F	3 WCHY-F>	3 WCHY-F>	3 WEAS-F>
4 WCHY-F	4 WZAT-F>	4 WZAT-F	4 WSOK	4 WSOK >	4 WJCL-F	WCHY-F>	4 WAEV-F>	4 WZAT-F	4 WAEV-F
5	5 WIXV-F	WSOK	5 WZAT-F	5 WZAT-F	WHTK-F	5 WAEV-F>	5 WIJY-F	5 WAEV-F	5 WJCL-F
6	6 WSOK	WIXV-F>>	6 WIXV-F>>	WIXV-F	6	6 WSOK	WSOK	6 WJCL-F	6 WZAT-F
				7 WJCL-F					

FORMATS	AM	FM	TOTAL	%	SPG 88 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING				
TOP 40/CHR/CONTEMP		45 ( 2)	45 ( 2)	13.4	15.7	WBMQ	630	Savannah		0.5/3.9
AOR/CLASSIC		33 ( 1)	33 ( 1)	9.9	9.9	WCHY	1290	Savannah		0.3/1.6
AC/OLDIES/SOFT ROCK	2 ( 1)	44 ( 3)	46 ( 4)	13.7	10.5	WEAS	900	Savannah		0.5/3.7
MOR/VARIETY						WIZA	1450	Savannah		0.8/2.4
COUNTRY	1 ( 1)	57 ( 1)	58 ( 2)	17.3	14.2	WLOW-F	106.9	Bluffton		1.1/2.6
BLACK/URBAN	41 ( 2)	68 ( 1)	109 ( 3)	32.5	38.7	WYKZ-F	98.7	Beaufort		1.1/6.7
BEAUTIFUL/EASY		29 ( 1)	29 ( 1)	8.7	8.1					
NEWS/TALK										
NOSTALGIA	8 ( 1)	4 ( 1)	12 ( 2)	3.6	2.9					
RELIGION/GOSPEL										
SPANISH										
CLASSICAL										
JAZZ/NEW AGE										
UNKNOWN/OTHERS	3 ( 1)		3 ( 1)	0.9						
	55 ( 6)	280 (10)	335 (16)							

RADIO STATIONS

WBMQ, 630, 5 KW (DA-N)	, OLDIES	CBS, \$	10.00 (Katz)	Jerry Stevens
WCHY, 1290, 5 KW (DA-N)	, SEE WCHY-F			
WEAS, 900, 5 KW/221 W (DA-1)	, SEE WEAS-F			
WSGA, 1400, 1 KW	, NOSTALGIA	SMN, \$	13.00 (Mc-Guild)	Gulf Atlantic
WSOK, 1230, 1 KW	, BLACK	SBN, \$	17.00 (Banner)	Love
				Jerry Rogers
				Kevin Metheny
WAEV-F, 97.3, 100 KW @ 1000, AC		ABC D, \$	35.00 (Banner)	Love
WCHY-F, 94.1, 100 KW @ 1320, COUNTRY		ABC E, \$	40.00 (Torbet)	Roth
WEAS-F, 93.1, 100 KW @ 310, BLACK		ABC F, \$	25.00 (Republic)	Rivers
WHTK-F, 99.7, 100 KW @ 1250, CHR		, \$	N/A (---)	(PORT ROYAL, SC)
				Beau Sanders
WIXV-F, 95.5, 100 KW @ 900, AOR		, \$	26.00 (Katz)	Jerry Stevens
WJCL-F, 96.5, 100 KW @ 1200, BTFL/EZ		NBC, \$	24.00 (HNWH)	Lewis
WYKZ-F, 98.7, 100 KW @ 818, AC		, \$	N/A (Christal)	(BEAUFORT, SC)
WZAT-F, 102.1, 100 KW @ 1328, CHR		ABC C, \$	34.00 (Mc-Guild)	Gulf Atlantic
WIJY-F, 107.9, 50 KW @ 500, SOFT AC		, \$	N/A (---)	(HILTON HEAD, SC)
				Paul Rogers

SEATTLE-TACOMA

Arbitron Rank/Pop (12+): 14/2,131,400  
 ADI # 14  
 MSA Rank/Pop: Seattle - 26/1,801,000  
 Tacoma - 91/549,400  
 Average Person Ratings: 16.6  
 Market TSL: 22.0 hours

Stations: 31/31  
 Diaries: 1727/1234:1/50.0%  
 Sample Target: 1780  
 % Below Line: 0.0  
 % Not Listed: 11.1

1988 Revenue: \$73,500,000  
 HH Inc.: \$35,634  
 Retail \$: 17.6 Bil  
 Pop per Station: 68,754  
 #1 Biller: KIRO \$18,200,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume
1. KIRO (N/T)	341/ 9.6	10.0	11.0	10.6	10.4	10.3	384/6112	5382/25.3	29.1	22.8	76	8.8	313	4630
2. KUBE-F (CHR)	249/ 7.0	6.9	8.1	9.1	7.9	7.8	265/4530	4182/19.6	22.3	19.5	87	10.7	384	5156
3. KPLZ-F (CHR)	246/ 7.0	8.6	5.8	6.3	7.7	6.9	304/4836	4181/19.6	16.5	17.5	43	8.8	316	3862
4. KOMO (MOR)	214/ 6.0	5.5	5.5	4.7	4.7	5.4	239/4008	3404/16.0	16.7	13.9	93	4.4	159	2209
5. KMPS-AF (C)	176/ 5.0	5.7	5.5	6.0	5.4	5.6	232/2672	2167/12.8	12.3	11.4	104	6.6	214	1936
6. KBRD-F (EZ)	168/ 4.7	4.6	4.2	4.2	3.8	4.4	234/2669	2051/ 9.6	7.7	7.2	77	3.3	119	1007
7. KISW-F (AOR)	166/ 4.7	4.2	4.1	5.7	4.8	4.7	196/2693	2444/11.5	11.6	12.4	96	5.1	183	1974
8. KXRX-F (AOR)	146/ 4.1	3.8	4.3	3.7	4.3	4.0	176/2333	2097/ 9.8	11.5	10.1	129	5.0	179	2264
9. KLSY-AF (AC)	132/ 3.8	3.1	2.2	2.1	2.7	2.8	136/2275	2109/ 9.9	7.9	8.2	129	4.7	150	1760
10. KING-F (CL)	132/ 3.7	3.6	3.6	3.9	2.4	3.7	149/2136	1900/ 8.9	9.2	6.5	95	3.6	127	1379
11. KBSG-F (O)	126/ 3.6	3.7	3.3	3.9	3.3	3.6	153/2338	1953/ 9.2	10.7	10.1	158	2.3	83	998
12. KLTX-F (AC)	117/ 3.3	2.6	2.7	1.9	1.8	2.6	122/1796	1562/ 7.3	8.2	6.4	118	1.0	37	984
13. KIXI (BB)	98/ 2.8	3.1	4.2	4.6	4.1	3.7	115/1646	1395/ 6.5	8.6	8.7	36	2.7	97	998
15. KRPM-AF (C)	98/ 2.8	2.7	3.0	2.2	1.8	2.7	104/1916	1761/ 8.3	7.9	5.2	79	2.8	100	1543
16. KMG-F (AC)	95/ 2.7	2.8	2.6	3.3	3.3	2.8	101/1424	1252/ 5.9	8.0	7.7	133	2.0	72	904
17. KNUA-F (J/NA)	89/ 2.5	2.2	2.7	2.7	1.5	2.5	95/1148	1084/ 5.1	6.8	5.0	168	3.2	113	1111
18. KZOK-F (AOR)	80/ 2.3	2.2	2.4	2.5	2.8	2.3	91/2020	1839/ 8.6	8.3	7.9	126	2.5	91	1662
19. KSEA-F (AC)	78/ 2.2	2.9	3.1	3.4	3.3	2.9	86/1523	1279/ 6.0	7.7	7.4	114	1.4	50	619
20. KJR (AC)	71/ 2.0	1.7	1.6	1.4	2.1	1.7	74/1729	1676/ 7.9	6.2	6.3	130	1.8	64	1358
21. KVI (O)	55/ 1.6	2.0	2.0	1.9	2.6	1.9	62/1447	1278/ 6.0	6.6	7.3	150	1.5	54	1112
23. KCMS-F (REL)	55/ 1.6	2.1	1.6	1.1	2.3	1.6	59/1096	989/ 4.6	5.2	4.1	138	1.8	63	645
24.														
25.														

12+ FM SHARE (METRO): 68.22% (2147 of 3147) (SPG 88: 65.39%)

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 KUBE-F	1 KUBE-F	1 KIRO	1 KIRO >	1 KIRO >	1 KBRD-F	1 KIRO	1 KIRO >	1 KIRO >>
2 KUBE-F	2 KISW-F	2 KISW-F	2 KIRO	2 KUBE-F	2 KOMO	2 KOMO <	2 KIRO	2 KUBE-F	2 KPLZ-F	2 KMPS-F<
3	3 KXRX-F	3 KXRX-F	3 KXRX-F	3 KBSG-F<	3 KBRD-F	3 KUBE-F	3 KUBE-F<	3 KPLZ-F	3 KUBE-F	3 KOMO <
4	KPLZ-F>	KPLZ-F	4 KBSG-F<	4 KOMO <	4 KMPS-AF<	4 KPLZ-F	4 KISW-F<	4 KISW-F<	4 KISW-F>	4 KISW-F<
5	5 KLSY-AF	5 KIRO	5 KLSY-AF	5 KXRX-F<	5 KING-F	5 KMPS-AF>	KOMO <	5 KMPS-AF	5 KOMO	5 KING
6	6 KMPS-AF	6 KLSY-AF	6 KISW-F<	6 KMPS-AF<	6 KIXI	6 KBRD-F<	6 KMPS-AF	KXRX-F	KING	6 KUBE-F
7	KZOK-F	7 KMPS-AF	7 KMPS-AF	7 KLSY-AF	7 KING	7 KXRX-F	7 KISW-F	KOMO <	7 KING-F	7 KPLZ-F<
8	8	8 KBSG-F	8 KNUA-F	8 KISW-F	8	8 KBSG-F	8 KLSY-AF	8 KBRD-F	8 KLSY-AF<	8 KBRD-F
9	9	9	9 KOMO	9 KNUA-F	9	9	9 KLTX-F	9 KBSG-F	9 KXRX-F	9
10	10	10	10 KLTX-F	10	10	10	10 KING-F	10 KLSY-AF	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 KUBE-F>	1 KUBE-F>	1 KUBE-F	1 KISW-F	1 KISW-F	1 KXRX-F	1 KISW-F	1 KIRO
2 KPLZ-F>>	2 KPLZ-F	2 KLSY-AF>	2 KLSY-AF	2 KLSY-AF	2 KPLZ-F	2 KXRX-F>	2 KISW-F>>	2 KXRX-F	2 KXRX-F
3 KMPS-AF	3 KLSY-AF	3 KXRX-F<	3 KPLZ-F	3 KOMO	3 KXRX-F	3 KPLZ-F	3 KLSY-AF	3 KIRO	3 KISW-F<
4 KMG-F	4 KMG-F	4 KMG-F<	4 KMPS-AF<	4 KLTX-F	4 KUBE-F>	4 KUBE-F	4 KPLZ-F	4 KPLZ-F	4 KBSG-F
5 KLSY-AF	5 KMPS-AF	5 KLTX-F<	5 KMG-F	5 KMPS-AF	5 KZOK-F	5 KIRO <	5 KIRO <	5 KUBE-F	5 KMPS-AF
6 KISW-F	6 KISW-F<	6 KCMS-F<	6 KLTX-F	6 KIRO <	6 KIRO	6 KZOK-F	6 KUBE-F	6 KBSG-F	6 KOMO
7	7 KXRX-F	7 KISW-F	7 KOMO	7 KBSG-F<	7	7 KLSY-AF	7 KBSG-F	7 KZOK-F	7 KNUA-F
8	8 KLTX-F	8 KBSG-F<	8 KBSG-F	8 KMG-F	8	8	8 KMPS-AF	8 KMPS-AF	8
9	9 KCMS-F	9 KZOK-F	9	9 KBRD-F	9	9	9 KZOK-F	9	9
10	10	10	10	10	10	10	10 KJR	10	10

FORMATS					SPG 88		OTHER RATED STATIONS/METRO SHARE & CUME RATING		
	AM	FM	TOTAL	%	%				
TOP 40/CHR/CONTEMP		495 ( 2)	495 ( 2)	15.7	17.7	KCIS	630	Edmonds	0.6/1.7
AOR/CLASSIC		392 ( 3)	392 ( 3)	12.5	12.9	KGNW	820	Burien/Seattle	0.4/1.8
AC/OLDIES/SOFT ROCK	135 ( 3)	539 ( 5)	674 ( 8)	21.4	17.4	KKFX	1250	Seattle	0.6/1.5
MOR/VARIETY	214 ( 1)		214 ( 1)	6.8	5.6	KKMO	1360	Tacoma/Seattle	0.3/0.9
COUNTRY	41 ( 2)	232 ( 2)	273 ( 4)	8.7	8.7				
BLACK/URBAN	20 ( 1)		20 ( 1)	0.6	1.2				
BEAUTIFUL/EASY		168 ( 1)	168 ( 1)	5.3	7.7				
NEWS/TALK	439 ( 2)		439 ( 2)	13.9	13.4				
NOSTALGIA	109 ( 2)		109 ( 2)	3.5	4.5				
RELIGION/GOSPEL	35 ( 2)	55 ( 1)	90 ( 3)	2.9	4.4				
SPANISH									
CLASSICAL		132 ( 1)	132 ( 1)	4.2	2.7				
JAZZ/NEW AGE	7 ( 1)	134 ( 2)	141 ( 3)	4.5	3.8				
UNKNOWN/OTHERS									
	1000 (14)	2147 (17)	3147 (31)						

AM STATIONS

KBLE, 1050, 10 KW/453 W	, RELIGION	\$ 27.00 (---)	George Boucher
KCIS, 630, 5 KW/2.5KW(DA-2)	, RELIGION	UPI, \$ 40.00 (---)	James Gwinn
KING, 1090, 50 KW (DA-2)	, TALK	NBC, \$ 60.00 (MMR)	Bob Gallucci
KIRO, 710, 50 KW (DA-N)	, NEWS/TALK	CBS, \$ 287.00 (Torbet)	Joe Abel
KIXI, 880, 50 KW/10 KW(DA-2)	, NOSTALGIA	, \$ 53.00 (Republic)	Ralph Heyward
KJR, 950, 5 KW (DA-1)	, AC	, \$ 55.00 (HNWH)	---
KOMO, 1000, 50 KW (DA-N)	, MOR	ABC I, \$ 160.00 (Katz)	Rick Robertson
KVI, 570, 5 KW	, OLDIES	, \$ 50.00 (Durpetti)	Shannon Sweatle

FM STATIONS

KBRD, 103.7, 100 KW @ 1670	, BTFL/EZ	, \$ 76.00 (CBS)	Entercom	Peg Dempsey
KBSG, 97.3, 19 KW @ 700	, OLDIES	, \$ 90.00 (Torbet)	Viacom	Bruce Raven-Starl
KCMS, 105.3, 115 KW @ 710	, RELIGION	UPI, \$ 47.00 (---)		James Gwinn
KEZX, 98.9, 100 KW @ 1095	, JAZZ/AOR	ABC E, \$ 60.00 (Republic)	Park	---
KING, 98.1, 100 KW @ 700	, CLASSICAL	, \$ 72.00 (MMR)	King	Bob Gallucci
KISW, 99.9, 100 KW @ 1134	, AOR	, \$ 110.00 (Mc-Guild)	Nationwide	Beau Phillips
KLSY, 92.5, 100 KW @ 1085	, AC	APR, \$ 87.00 (Banner)	Sandusky	Gary Robb
KLTx, 95.7, 100 KW @ 1166	, SOFT AC	, \$ 64.00 (HNWH)	Ackerly	---
KMGI, 107.7, 100 KW @ 1175	, AC	, \$ 66.00 (Republic)	Noble	Ralph Heyward
KMPS, 94.1, 98 KW @ 1140	, COUNTRY	APR, \$ 125.00 (Mc-Guild)	EZ	Fred Schumacher
KNUA, 106.9, 100 KW @ 810	, JAZZ/NAC	ABC R, \$ 60.00 (Durpetti)	Gannett	Marc Kaye
KPLZ, 101.5, 100 KW @ 1185	, CHR	, \$ 85.00 (Durpetti)	Golden West	Shannon Sweatle
KRPM, 106.1, 100 KW @ 690	, COUNTRY	, \$ 66.00 (Christal)	Heritage	---
KSEA, 100.7, 100 KW @ 720	, SOFT AC	, \$ 71.00 (Torbet)	Bonneville	Kevin Cooney
KUBE, 93.3, 100 KW @ 1273	, CHR	, \$ 150.00 (MMR)	Cook Inlet	Michael O'Shea
KXRX, 96.5, 81 KW @ 1205	, CLASSIC AOR	, \$ 100.00 (Katz)	Shamrock	Steve West
KZOK, 102.5, 100 KW @ 1157	, AOR	, \$ 74.00 (Banner)	Adams	Bob Powers

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

KZOK-F sold by Adams to Fisher for \$16,800,000...KQUL sold by Adams to Viacom for \$1,200,000.

SHREVEPORT

Arbitron Rank/Pop (12+): 102/333,700

MSA Rank/Pop: 129/363,600

ADI # 65  
Average Person Ratings: 16.0  
Market TSL: 22.0 hours

Stations: 15/14  
Diaries: 813/410:1/50.0%  
Sample Target: 730  
% Below Line: 0.0  
% Not Listed: 8.8

1988 Revenue: \$9,000,000  
HH Inc.: \$29,236  
Retail \$: 2.2 Bil  
Pop per Station: 23,835  
#1 Biller: KRMD-AF \$1,900,000

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. KRMD-AF (C)	74/13.8	17.6	11.8	12.6	11.3	----	116/1546	903/27.1	22.2	22.8	117	16.4	98	784	KRMD-AF
2. KDKS-F (B)	59/11.0	9.9	18.8	13.9	17.2	----	83/919	636/19.1	22.1	22.2	95	13.5	84	769	KDKS-F
3. KMJJ-F (B)	51/ 9.5	13.0	7.5	7.7	7.0	----	56/704	616/18.5	15.3	12.8	100	12.9	80	726	KMJJ-F
4. KEEL (BB)	45/ 8.4	4.6	3.5	3.4	3.0	----	48/628	486/14.6	11.1	11.2	88	3.9	24	335	KEEL
5. KWKH (C)	40/ 7.5	4.4	4.6	5.5	4.4	----	65/692	405/12.1	11.4	8.9	65	2.7	17	238	KWKH
6. KTAL-F (AOR)	39/ 7.3	5.3	5.9	7.1	7.5	----	84/1119	454/13.6	12.7	13.4	92	9.8	61	554	KTAL-F
7. KITT-F (AC)	37/ 6.9	6.9	5.3	6.2	6.1	----	74/1246	643/19.3	13.5	14.7	158	8.4	52	602	KITT-F
8. KVKI-F (AC)	36/ 6.7	4.8	6.4	7.1	8.6	----	45/840	573/17.2	17.8	20.8	142	5.8	36	586	KVKI-F
9. KTUX-F (CHR)	34/ 6.4	7.3	11.7	9.0	10.7	----	121/1762	621/18.6	24.4	25.9	66				KTUX-F
10. KWKH-F (C)	32/ 6.0	4.0	4.6	5.3	2.8	----	50/770	448/13.4	11.3	11.5	100	5.6	35	482	KWKH-F
11. KOKA (REL)	31/ 5.8	8.2	----	0.3	0.7	----	32/304	281/ 8.4	0.0	1.4	91	2.9	18	213	KOKA
12.															
13.															
14.															
15.															

12+ FM SHARE (METRO): 73.36% (358 of 488) (SPG 88: 76.52%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KDKS-F	1 KDKS-F	1 KRMD-AF	1 KRMD-AF	1 KRMD-AF>	1 KRMD-AF<	1 KRMD-AF>	1 KRMD-AF	1 KRMD-AF	1 KMJJ-F	1 KOKA
2 KTUX-F>>	2 KTAL-F	2 KDKS-F	2 KITT-F<	2 KITT-F<	2 KEEL	2 KWKH <	2 KEEL	2 KDKS-F	2 KDKS-F	2 KMJJ-F>
3 KTAL-F>	3 KRMD-AF	3 KMJJ-F	3 KDKS-F	3 KDKS-F	3 KWKH >	3 KDKS-F	3 KVKI-F	3 KMJJ-F	3 KRMD-AF	3 KRMD-F
4 KMJJ-F>	KMJJ-F	4 KITT-F	4 KVKI-F<	4 KVKI-F	4 KWKH-F	4 KOKA	KDKS-F	KEEL <	4 KTUX-F	4 KWKH
5 KRMD-AF>>>		5 KVKI-F	5 KMJJ-F	KMJJ-F	5	5	5	5 KTAL-F	5 KTAL-F	5 KITT-F
										KDKS-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 KDKS-F	1 KDKS-F>	1 KDKS-F>	1 KRMD-AF	1 KRMD-AF		1 KTAL-F	1 KTAL-F>	1 KTAL-F>	1 KTAL-F	1 KRMD-AF
2 KRMD-AF	2 KRMD-AF	2 KRMD-AF	2 KDKS-F>	2 KDKS-F		2 KMJJ-F	2 KMJJ-F	2 KRMD-AF	2 KRMD-AF	2 KTAL-F
KMJJ-F	3 KMJJ-F	KITT-F	3 KMJJ-F	3 KITT-F		KDKS-F	3 KRMD-AF	3 KITT-F	KMJJ-F	3 KVKI-F
4 KTUX-F	4 KITT-F	4 KMJJ-F>	4 KITT-F	4 KMJJ-F		4 KTUX-F>>	4 KTUX-F	4 KMJJ-F	4 KDKS-F	4 KITT-F
KVKI-F>	5 KVKI-F	5 KVKI-F	5 KVKI-F	5 KVKI-F		5	KDKS-F	5 KVKI-F	5 KVKI-F	5 KMJJ-F
										KITT-F

FORMATS	AM	FM	TOTAL	%	SPG 88	OTHER RATED STATIONS/METRO SHARE & CUME RATING				
TOP 40/CHR/CONTEMP		34 ( 1)	34 ( 1)	7.0	12.5	KBCL	1070	Bossr City/Shrv		0.4/1.7
AOR/CLASSIC		39 ( 1)	39 ( 1)	8.0	6.3	KFLO	1300	Shreveport		0.4/2.2
AC/OLDIES/SOFT ROCK		73 ( 2)	73 ( 2)	15.0	16.2	KMJJ	980	Shreveport		1.1/3.5
MOR/VARIETY										
COUNTRY	44 ( 2)	102 ( 2)	146 ( 4)	29.9	24.7					
BLACK/URBAN	6 ( 1)	110 ( 2)	116 ( 3)	23.8	24.9					
BEAUTIFUL/EASY NEWS/TALK					8.0					
NOSTALGIA	45 ( 1)		45 ( 1)	9.2	0.8					
RELIGION/GOSPEL	35 ( 3)		35 ( 3)	7.2	6.7					
SPANISH										
CLASSICAL										
JAZZ/NEW AGE										
UNKNOWN/OTHERS										
	130 ( 7)	358 ( 8)	488 (15)							

RADIO STATIONS

KEEL, 710, 50 KW/5 KW (DA-2)	NOSTALGIA	ABC I, \$ 27.00 (Katz)	Multimedia	Leeann Lewis
KMJJ, 980, 5 KW (DAYS)	BLACK	SBN, \$ N/A (HNWH)		F. Ridenour
KOKA, 1480, 1 KW (DAYS)	GOSPEL	NBN, SBN, \$ 17.00 (HNWH)	Great Empire	David Koun
KWKH, 1130, 50 KW (DA-N)	COUNTRY	MBS, \$ N/A (Christal)		Frank Gunn
KDKS-F, 92.1, 3 KW @ 300,	BLACK	, \$ 21.00 (Mc-Guild)	(BENTON)	Jerry Lundquist
KITT-F, 93.7, 100 KW @ 1020,	CHR	ABC F, \$ 34.00 (Katz)	Multimedia	Leeann Lewis
KMJJ-F, 100.1, 3 KW @ 300,	BLACK	SBN, \$ 27.00 (HNWH)		F. Ridenour
KRMD-F, 101.1, 100 KW @ 1154,	COUNTRY	, \$ 48.00 (Republic)	AmCom	---
KTAL-F, 98.1, 100 KW @ 1328,	AOR	, \$ 24.00 (Banner)	(TEXARAKANA)	---
KVKI-F, 96.5, 100 KW @ 790,	AC	, \$ 31.00 (Christal)		Billy Wilson
KWKH-F, 94.5, 100 KW @ 320,	COUNTRY	MBS, \$ 40.00 (Christal)	Great Empire	Frank Gunn
KTUX-F, 98.9, 100 KW @ 720,	CHR	, \$ 33.00 (Banner)	(CHARTHAGE)	Elinor Stephens

MISCELLANEOUS COMMENTS: KVKI A/F sold by Encore to Waldron for \$\_\_\_\_\_ (Americom)...

SIoux FALLS

Arbitron Rank/Pop (12+): 200/127,000  
 MSA Rank/Pop: 283/126,000  
 ADI # 105 (w/Mitchell)  
 Average Person Ratings: 20.2  
 Market TSL: 27.0 hours

Stations: 13/10  
 Diaries: 556/228:1/56.1%  
 Sample Target: 550  
 % Below Line: 2.3  
 % Not Listed: 13.6

1988 Revenue: \$6,000,000  
 HH Inc.: \$35,410  
 Retail \$: 1.0 Bil  
 Pop per Station: 12,700  
 #1 Biller: KELO \$1,600,000

12+ METRO	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume
1. KELO (AC)	33/12.8	16.2	12.8	12.8	39/539	373/29.4	29.0	24.7	156				KELO
2. KELO-F (EZ)	31/12.1	11.6	12.8	12.8	51/603	321/25.3	24.8	23.3	129				KELO-F
3. KXRB (C)	29/11.3	9.3	7.4	7.4	58/463	201/15.8	12.0	10.0	92				KXRB
KS00 (MOR)	29/11.3	10.6	11.3	11.3	33/356	257/20.2	22.4	20.0	46				KS00
KPAT-F (CHR)	29/11.3	13.0	8.9	8.9	43/527	370/29.1	26.4	23.8	46				KPAT-F
6. KKLS-F (C)	22/ 8.6	8.3	11.3	11.3	38/447	252/19.8	16.9	22.5	138				KKLS-F
7. KKRC-F (CHR)	20/ 7.8	8.8	15.3	15.3	20/292	292/23.0	21.4	31.6	76				KKRC-F
8. KKFN (C)	9/ 3.5	3.2	3.9	3.9	9/118	118/ 9.3	7.9	11.3	149				KKFN
9. KLQL-F (C)	7/ 2.7	4.6	1.5	1.5	29/310	126/ 9.9	6.7	6.5	137				KLQL-F
10. WNAX (C)	6/ 2.3	3.7	4.9	4.9	51/697	137/10.8	13.3	10.9	65				WNAX

12+ FM SHARE (METRO): 49.55% (110 of 222) (SPG 88: 50.74%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPAT-F>>	1 KPAT-F	1 KELO >	1 KELO >	1 KELO	1 KS00	1 KS00	1 KELO-F	1 KPAT-F	1 KPAT-F	1 KS00 >>
2 KKRC-F>>	KELO	2 KKLS-F	2 KELO-F	2 KELO-F	2 KXRB	2 KELO >	2 KELO	2 KELO	2 KS00 >	2
3	3 KKLS-F	3 KPAT-F	3 KKLS-F	3 KKLS-F	3 KELO-F>	3 KELO-F	3 KXRB >	3 KELO-F	3 KKRC-F	3
4	4 KKRC-F	KELO-F	4 KXRB	4 KXRB	4 KELO >>	4 KXRB	4 KKLS-F	4 KKLS-F	4 KXRB	4
5	5 KELO-F>>	5	5	5	5	5 KKLS-F	5 KPAT-F	5 KXRB	5 KELO >>	5
						6 KPAT-F		6 KKRC-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 KPAT-F	1 KPAT-F	1 KELO-F	1 KELO	1 KELO-F	1 KPAT-F>>	1 KELO >	1 KELO >	1 KELO >	1 KELO >
2 KKLS-F	2 KKLS-F	KELO	2 KELO-F	2 KELO >	2 KKRC-F	2 KPAT-F	2 KKLS-F>	2 KKLS-F	2 KKLS-F
3 KKRC-F>>	3 KKRC-F	3 KPAT-F	3 KPAT-F	3 KXRB	KELO	3 KKLS-F	3 KKRC-F	3 KXRB	3 KELO-F
4 KELO-F	KELO-F	KKLS-F>	4 KKLS-F	KKLS-F	4	4 KKRC-F	4 KXRB	4 KPAT-F	4 KXRB
KELO >>	KELO >>	5 KKRC-F	5 KKRC-F	5 KPAT-F	5	5	5	5 KELO-F	5

FORMATS	AM	FM	TOTAL	%	SPG 88 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP AOR/CLASSIC		50 ( 3)	50 ( 3)	22.5	23.9	KJIA	1520	Sioux Falls	0.4/2.4
AC/OLDIES/SOFT ROCK	33 ( 1)		33 ( 1)	14.9	26.4	KISD-F	98.7	Pipestone	0.4/4.1
MOR/VARIETY	34 ( 2)		34 ( 2)	15.3	11.9	KQAD	800	Luverne	1.9/3.0
COUNTRY	44 ( 3)	29 ( 2)	73 ( 5)	32.9	18.9				
BLACK/URBAN									
BEAUTIFUL/EASY NEWS/TALK		31 ( 1)	31 ( 1)	14.0	12.4				
NOSTALGIA									
RELIGION/GOSPEL	1 ( 1)		1 ( 1)	0.5	1.0				
SPANISH CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS					5.5				
	112 ( 7)	110 ( 6)	222 ( 13)						

RADIO STATIONS

KELO, 1320, 5 KW (DA-N)	, AC	ABC D, \$ 34.00 (Banner)	Midcontinent	Tom Simmons
KKFN, 1230, 1 KW	, COUNTRY	US 2, \$ 14.00 (Torbet)	Vaughn	Paul Logan
KS00, 1140, 10 KW/5 KW (DA-N)	, MOR	ABC I, \$ 26.00 (Christal)		Joe Henkin
KXRB, 1000, 10 KW (DAYS, DA)	, COUNTRY	MBS, \$ 24.00 (Mc-Guild)	S. Minnesota	Don Jacobs
WNAX, 570, 5 KW (DA-N)	, COUNTRY	CBS, \$ 45.00 (Katz)	Park	Rick Prusator
KELO-F, 92.5, 100 KW @ 1900, BTFL/EZ		ABC D, \$ 21.00 (Banner)	Midcontinent	Tom Simmons
KKLS-F, 104.7, 100 KW @ 735, COUNTRY/AC		MBS, \$ 20.00 (Mc-Guild)	S. Minnesota	Don Jacobs
KKRC-F, 93.5, 3 KW @ 120, CHR		US 1, \$ 23.00 (Torbet)	Vaughn	Paul Logan
KLQL-F, 101.1, 100 KW @ 530, COUNTRY		ABC E, \$ 14.00 (Mc-Guild)	(LIVERNE, MN)	Scott Park
KPAT-F, 97.3, 60 KW @ 220, CHR		ABC C, \$ 25.00 (Christal)		Joe Henkin

SOUTH BEND

Arbitron Rank/Pop (12+): 155/199,900

Stations: 9/10  
Diaries: 631/317:1/48.7%  
Sample Target: 610  
% Below Line: 6.8  
% Not Listed: 12.4

1988 Revenue: \$6,500,000  
HH Inc.: \$31,205  
Retail \$: 1.8 Bil  
Pop per Station: 19,990  
#1 Biller: WNDU-F \$1,600,000

MSA Rank/Pop: 178/242,400  
ADI # 82  
Average Person Ratings: 17.7  
Market TSL: 23.51 hours

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume
1. WSBT (MOR)	62/17.5	----	18.1	----	13.8	----	68/789	545/27.3	25.8	24.4	77	14.8	53	533
2. WNDU-F (CHR)	56/15.8	----	14.3	----	15.3	----	176/2347	747/37.4	34.2	37.6	82	15.9	57	706
3. WYEZ-F (EZ)	41/11.6	----	11.3	----	13.2	----	74/935	385/19.3	18.4	22.6	91	7.0	25	298
4. WZZP-F (CHR)	36/10.2	----	10.5	----	10.5	----	71/1008	508/25.4	25.5	27.5	110	16.2	58	719
5. WNSN-F (AC)	34/ 9.6	----	12.1	----	11.7	----	91/1228	442/22.1	23.3	24.6	147	8.9	32	413
6. WNDU (C)	20/ 5.6	----	6.2	----	9.0	----	21/359	289/14.5	14.3	15.9	105	8.1	29	232
7. WAOR-F (AOR)	18/ 5.1	----	8.4	----	7.2	----	40/617	284/14.2	18.4	16.4	116	7.8	28	369
8. WGN (N/T)	7/ 2.0	----	2.4	----	2.7	----	25/519	106/ 5.3	8.0	10.6	60	2.5	9	156
9. WAMJ (T)	6/ 1.7	----	1.6	----	1.5	----	6/136	106/ 5.3	4.7	3.7	106	0.0	0	26

12+ FM SHARE (METRO): 64.84% (201 of 310) (SPG 88: 67.36%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNDU-F>>	1 WNDU-F>	1 WNDU-F	1 WNSN-F	1 WNSN-F	1 WSBT >>	1 WSBT >	1 WSBT <	1 WSBT	1 WNDU-F>	1 WNDU-F>>
2 WZZP-F>>	2 WZZP-F<	2 WNSN-F<	2 WNDU-F	2 WSBT	2 WYEZ-F>	2 WNDU-F	2 WYEZ-F	2 WNDU-F	2 WZZP-F	2 WYEZ-F>
3	3 WNSN-F	3 WZZP-F>	3 WZZP-F	3 WNDU-F	3 WNDU	3 WZZP-F	3 WNDU-F	3 WYEZ-F	WSBT >	3 WZZP-F>
4	4 WAOR-F	4 WYEZ-F	4 WYEZ-F	4 WZZP-F	4 WNSN-F	4 WYEZ-F	4 WNSN-F	4 WZZP-F	4 WYEZ-F	4 WNSN-F
5	5	WAOR-F	WSBT	5 WYEZ-F	5 WNDU-F	5 WNSN-F	5 WZZP-F	5 WNSN-F	WNSN-F	WFRN-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 WZZP-F	1 WNSN-F	1 WNSN-F>>	1 WNSN-F	1 WNSN-F	1 WNDU-F	1 WNDU-F>	1 WNDU-F>	1 WNDU-F>	1 WNDU-F
WNDU-F	2 WNDU-F	2 WNDU-F>	2 WNDU-F	2 WYEZ-F	2 WAOR-F>>	2 WAOR-F>	2 WAOR-F	2 WZZP-F	2 WZZP-F
3 WNSN-F>>	3 WZZP-F>>	3 WZZP-F	3 WZZP-F	WSBT	3 WZZP-F>	3 WZZP-F	3 WZZP-F	WAOR-F>	WSBT
4	4	WYEZ-F	4 WYEZ-F	4 WNDU-F	4 WLS	4	4 WNSN-F	4 WNSN-F	4 WNSN-F
5	5	5	5	5 WZZP-F>>	5	5	5	5	5

FORMATS	AM	PM	TOTAL	%	SPG 88	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		92 ( 2)	92 ( 2)	29.7	27.3	WFRN-F 104.7 Elkhart 1.4/7.3
AOR/CLASSIC		21 ( 2)	21 ( 2)	6.8	9.2	WHME-F 103.1 South Bend 0.3/3.3
AC/OLDIES/SOFT ROCK	4 ( 1)	41 ( 3)	45 ( 4)	14.5	14.5	
MOR/VARIETY	62 ( 1)		62 ( 1)	20.0	19.9	WBBM 780 Chicago 0.3/3.1
COUNTRY	24 ( 2)		24 ( 2)	7.7	6.8	WCMR 1270 Elkhart 1.1/3.8
BLACK/URBAN						WJJD 1160 Chicago 0.8/1.5
BEAUTIFUL/EASY		41 ( 1)	41 ( 1)	13.2	13.1	WKQX-F 101.1 Chicago 0.6/2.7
NEWS/TALK	16 ( 4)		16 ( 4)	5.2	5.0	WLS 890 Chicago 1.1/3.5
NOSTALGIA	3 ( 1)		3 ( 1)	1.0		WLUP 1000 Chicago 0.6/1.0
RELIGION/GOSPEL		6 ( 2)	6 ( 2)	1.9	4.2	WLUP-F 97.9 Chicago 0.8/3.2
SPANISH						WZOW-F 97.7 Goshen/Elkhart 1.4/5.0
CLASSICAL						
JAZZ/NEW AGE						
UNKNOWN/OTHERS						
	109 ( 9)	201 (10)	310 (19)			

RADIO STATIONS

WAMJ, 1580, 1 KW/500 W	TALK	SUN,MBS, \$ 11.00 (K & P)	Mark Murray
WNDU, 1490, 1 KW	COUNTRY	ABC I, \$ 23.00 (Mc-Guild)	Bob Nowicki
WSBT, 960, 5 KW (DA-N)	MOR	CBS, \$ 30.00 (Katz)	Terry Knust
WAOR-F, 95.3, 3 KW @ 300, AOR		ABC R, \$ 19.00 (Poslin)	(NILES) Charles Frey
WFRN-F, 104.7, 50 KW @ 488, RELIGION		MBS, \$ 15.00 (---)	(ELKHART) ---
WHME-F, 103.1, 3 KW @ 300, RELIGION		\$ 10.00 (---)	Peter Sumrall
WNDU-F, 92.9, 12 KW @ 880, CHR		ABC I, \$ 49.00 (Mc-Guild)	Notre Dame Bob Nowicki
WNSN-F, 101.5, 10 KW @ 970, AC		TRNSTR, \$ 38.00 (Katz)	Schurz Terry Knust
WYEZ-F, 100.7, 50 KW @ 500, BTFL/EZ		\$ 32.00 (Christal)	Federated (ELKHART) ---
WZZP-F, 103.9, 3 KW @ 320, CHR		\$ 33.00 (MMP)	Booth Vince Ford

SPOKANE

Arbitron Rank/Pop (12+): 97/355,400  
 MSA Rank/Pop: 130/363,300  
 ADI # 76  
 Average Person Ratings: 16.4  
 Market TSL: 22.0 hours

Stations: 19/19  
 Diaries: 842/422:1/59.0%  
 Sample Target: 740  
 % Below Line: 0.0  
 % Not Listed: 11.3

1988 Revenue: \$10,100,000  
 HH Inc.: \$26,615  
 Retail \$: 2.4 Bil  
 Pop per Station: 18,705  
 #1 Biller: KGA/KDRK \$2,400,000

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KZZU-F (CHR)	91/15.6	14.8	16.9	15.2	15.1	----	144/1715	1109/31.2	27.7	32.6	75	26.6	161	1182	KZZU-F
2. KXLY-F (EZ)	65/11.1	9.9	13.8	10.7	11.8	----	85/813	604/17.0	18.8	19.2	65	5.8	35	598	KXLY-F
3. KISC-F (AC)	54/ 9.2	10.9	8.4	8.3	6.3	----	63/813	652/18.3	15.6	14.6	137	7.9	48	597	KISC-F
4. KDRK-F (C)	50/ 8.6	8.9	6.8	11.1	10.5	----	79/905	616/17.3	14.2	17.6	112	9.8	59	586	KDRK-F
5. KEZE-F (AOR)	42/ 7.2	5.6	6.4	7.0	10.3	----	57/674	536/15.1	11.9	16.0	108	7.9	48	509	KEZE-F
6. KKZX-F (AOR)	37/ 6.3	5.8	3.9	4.4	2.6	----	38/481	417/11.7	9.8	7.3	124	4.3	26	389	KKZX-F
7. KKPL-F (AC)	31/ 5.3	3.1	4.9	5.4	5.9	----	41/759	494/13.9	12.4	14.3	125	4.3	26	430	KKPL-F
8. KXLY (N/T)	27/ 4.6	6.8	5.1	6.3	6.1	----	32/527	432/12.2	10.4	13.7	78	4.5	27	382	KXLY
9. KGA (C)	24/ 4.1	5.5	4.5	6.1	6.3	----	26/512	399/11.2	11.4	12.1	102	6.3	38	572	KGA
10. KAQQ (MOR)	19/ 3.3	3.1	2.7	2.8	2.8	----	28/388	231/ 6.5	6.5	5.6	64	1.7	10	169	KAQQ
11. KTRW (C)	14/ 2.4	2.7	4.3	0.4	0.9	----	25/241	203/ 5.7	6.5	3.7	112	2.0	12	235	KTRW
12. KJRB (O)	13/ 2.2	1.4	3.1	3.0	1.3	----	16/370	311/ 8.8	9.0	5.7	177	1.3	8	163	KJRB
KEYF (BB)	13/ 2.2	1.9	4.1	2.6	2.0	----	15/191	134/ 3.8	4.5	3.9	27	0.7	4	114	KEYF
14. KCDA-F (AC)	11/ 1.9	0.9	1.0	0.7	0.4	----	12/131	122/ 3.4	1.5	2.3	174	1.8	11	85	KCDA-F
15. KAAR-F (?)	10/ 1.7	----	----	----	----	----	14/183	139/ 3.9	0.0	0.0	176	----	----	----	KAAR-F

12+ FM SHARE (METRO): 76.06% (394 of 518) (SPG 88: 72.06%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZZU-F>>	1 KZZU-F	1 KZZU-F	1 KISC-F	1 KISC-F	1 KXLY-F>	1 KZZU-F>	1 KXLY-F	1 KZZU-F>	1 KZZU-F>>	1 KAQQ
2	2 KEZE-F	2 KISC-F	2 KZZU-F>	2 KZZU-F	2 KDRK-F	2 KXLY-F<	2 KZZU-F<	2 KXLY-F	2 KKZX-F	2 KZZU-F
3	3 KKZX-F	3 KEZE-F	3 KEZE-F	3 KDRK-F	3 KISC-F	3 KDRK-F	3 KISC-F	3 KDRK-F	3 KAQQ	3 KKZX-F
4	4 KISC-F>	4 KKZX-F	4 KKZX-F	4 KKZX-F	4 KXLY-F	4 KISC-F	4 KDRK-F>	4 KISC-F	4 KEZE-F	4 KISC-F>
5	5 KKPL-F	5 KDRK-F	KDRK-F	KEZE-F	5 KGA	5	5 KEZE-F	5 KEZE-F	5	5 KEZE-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 KZZU-F>>	1 KZZU-F>>	1 KZZU-F>	1 KZZU-F>	1 KZZU-F	1 KZZU-F	1 KEZE-F	1 KEZE-F	1 KEZE-F	1 KISC-F
2 KEZE-F	2 KEZE-F	2 KKPL-F	2 KISC-F>	KISC-F	KEZE-F>	2 KZZU-F	2 KKZX-F	2 KZZU-F	2 KEZE-F
3 KISC-F	3 KKZX-F	3 KKZX-F	3 KDRK-F	3 KXLY-F	3 KKZX-F>	3 KDRK-F	3 KISC-F	3 KKZX-F	3 KZZU-F
4 KKZX-F	4 KKPL-F	4 KISC-F	4 KDRK-F	4 KDRK-F>	4 KDRK-F>>	4 KISC-F>	4 KZZU-F>>	KISC-F>	4 KKZX-F
5	KISC-F	KEZE-F	5 KKPL-F	5 KKPL-F	5	5 KDRK-F	5	5 KDRK-F	5 KDRK-F
	6 KDRK-F	KDRK-F	6 KEZE-F	6 KKZX-F		6 KKPL-F>>			

FORMATS	AM	FM	TOTAL	%	SPG 88 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		91 (1)	91 (1)	17.6	21.8	KEYF-F 101.1 Cheney/Spokane 0.5/2.6
AOR/CLASSIC		79 (2)	79 (2)	15.3	11.1	KRSS 1230 Spokane 0.7/3.0
AC/OLDIES/SOFT ROCK	13 (1)	96 (3)	109 (4)	21.0	18.9	KUDY 1280 Spokane 0.3/1.2
MOR/VARIETY	27 (2)		27 (2)	5.2	3.6	KVNI 1080 Coeur D Alene 1.4/4.4
COUNTRY	38 (2)	50 (1)	88 (3)	17.0	16.8	
BLACK/URBAN						
BEAUTIFUL/EASY		65 (1)	65 (1)	12.5	14.9	
NEWS/TALK	27 (1)		27 (1)	5.2	5.5	
NOSTALGIA	13 (1)		13 (1)	2.5	4.4	
RELIGION/GOSPEL	6 (2)		6 (2)	1.2	1.5	
SPANISH						
CLASSICAL						
JAZZ/NEW AGE		3 (1)	3 (1)	0.6	1.5	
UNKNOWN/OTHERS		10 (1)	10 (1)	1.9		
	124 (9)	394 (10)	518 (19)			

RADIO STATIONS

KAQQ, 590, 5 KW	, MOR	TALKNT, NBC, \$ 16.00 (Katz)	Home News	Lucy Rice
KEYF, 1050, 5 KW/500 W, DA-1)	, NOSTALGIA	ABC D, MBS, \$ 14.00 (Republic)		Kim Cooper
KGA, 1510, 50 KW (DA-N)	, COUNTRY	ABC I, \$ 21.00 (Eastman)	John Price	---
KJRB, 790, 5 KW (DA-N)	, OLDIES	, \$ 17.00 (Mc-Guild)		Rod Krebs
KTRW, 970, 5 KW/1 KW (DA-N)	, COUNTRY	US 2, \$ 18.00 (Christal)	Olympia	Chris Garras
KXLY, 920, 5 KW	, NEWS/TALK	CBS, MBS, \$ 21.00 (Torbet)		Tom Agnew
KAAR-F, 95.3, 1 KW @ 680, ??		, \$ 14.00 (---)	(MEDICAL LAKE)	---
KCDA-F, 103.1, 2 KW @ 350, AC		TRNSTR, \$ 10.00 (Republic)	(COEUR D'ALENE)	---
KDRK-F, 93.7, 56 KW @ 2380, COUNTRY		US 1, \$ 35.00 (Eastman)	John Price	---
KEYF-F, 101.1, 100 KW @ 900, JAZZ/NAC		, \$ 17.00 (Republic)	(CHENEY)	Kim Cooper
KEZE-F, 105.7, 100 KW @ 1910, AOR		, \$ 30.00 (Mc-Guild)		Rod Krebs
KISC-F, 98.1, 94 KW @ 2030, AC		, \$ 36.00 (Katz)	Home News	Lucy Rice
KKPL-F, 96.1, 56 KW @ 2380, AC		, \$ 27.00 (Republic)		Scott Christenso
KKZX-F, 98.9, 100 KW @ 1614, CLASSIC AOR		, \$ 28.00 (Banner)	Medina	---
KXLY-F, 99.9, 37 KW @ 2998, BTFL/EZ		, \$ 32.00 (Torbet)		Tom Agnew
KZZU-F, 92.9, 85 KW @ 2110, CHR		, \$ 40.00 (Christal)	Olympia	Chris Garras

MISCELLANEOUS COMMENTS: KJRB, KEZE-F sold by Alexander to Apollo for \$3,000,000...



SPRINGFIELD, MA

Arbitron Rank/Pop (12+): 71/502,500  
 MSA Rank/Pop: 86/588,100  
 ADI # 96  
 Average Person Ratings: 18.4  
 Market TSL: 24.25 hours

Stations: 25/13  
 Diaries: 964/521:1/48.4%  
 Sample Target: 890  
 % Below Line: 12.4  
 % Not Listed: 13.5

1988 Revenue: \$11,800,000  
 HH Inc.: \$33,206  
 Retail \$: 4.7 Bil  
 Pop per Station: 38,653  
 #1 Biller: WHYN-AF \$3,800,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WHYN-F (AC)	107/11.5	8.2	10.3	9.5	7.0	9.9	121/1384	1218/24.2	24.8	20.3	131	8.8	75	1051	WHYN-F
2. WAQY-F (AOR)	91/ 9.8	8.6	8.2	7.2	10.3	8.4	107/1371	1229/24.5	20.2	21.9	88	11.6	99	1189	WAQY-F
3. WMAS-F (AC)	85/ 9.2	7.3	10.2	9.1	9.8	8.9	91/970	920/18.3	21.0	18.6	124	8.5	73	663	WMAS-F
4. WHYN (MOR)	77/ 8.3	5.3	5.5	5.6	8.6	6.2	79/998	976/19.4	17.2	18.5	112	6.9	59	752	WHYN
5. WTIC-F (CHR)	70/ 7.6	9.1	7.9	9.2	9.0	8.4	72/1152	1132/22.5	23.1	20.4	88	10.4	89	1221	WTIC-F
6. WRCH-F (EZ)	67/ 7.2	10.1	8.7	8.9	10.0	8.7	69/852	820/16.3	15.4	15.8	88	4.4	38	409	WRCH-F
7. WMAS (BB)	49/ 5.3	5.9	4.7	6.3	7.1	5.6	50/561	551/11.0	9.1	11.6	21	3.7	32	319	WMAS
8. WWYZ-F (C)	32/ 3.5	2.6	2.2	0.4	---	2.2	34/434	422/ 8.4	5.2	0.0	117	5.0	43	291	WWYZ-F
9. WNNZ (O)	25/ 2.7	3.5	1.8	2.4	2.2	2.6	28/387	359/ 7.1	5.6	6.6	137	1.6	14	193	WNNZ
10. WHMP-F (CHR)	22/ 2.4	3.2	3.2	2.1	1.9	2.7	24/541	445/ 8.9	9.0	5.3	62	5.0	43	578	WHMP-F

12+ FM SHARE (METRO): 71.57% (574 of 802) (SPG 88: 66.35%)

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 WAQY-F<	1 WHYN-F	1 WHYN-F	1 WHYN	1 WHYN-F<	1 WHYN-F	1 WHYN-F	1 WAQY-F>	1 WTIC
2 WHMP-F	2 WHYN-F	2 WHYN-F	2 WMAS-F	2 WMAS-F	2 WRCH-F	2 WHYN	2 WMAS-F>	2 WAQY-F	2 WTIC-F	2 WRCH-F
3 WAQY-F>>	3 WMAS-F	3 WMAS-F	3 WAQY-F	3 WHYN	3 WHYN-F	3 WMAS-F	3 WAQY-F	3 WTIC-F	3 WRCH-F	WHYN
4	4 WTIC-F	4 WTIC-F	4 WHYN	4 WAQY-F	4 WMAS	4 WAQY-F	4 WHYN	4 WMAS-F	WMAS-F	4 WMAS-F
5	5	5 WHYN	5 WTIC-F	5 WTIC-F	5 WMAS-F>>	5 WTIC-F	5	5	WHYN-F	WARE
				6 WRCH-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 WHYN-F>	1 WHYN-F	1 WHYN-F>	1 WHYN-F>	1 WAQY-F>>	1 WAQY-F>>	1 WAQY-F>>	1 WAQY-F>>	1 WAQY-F
2 WAQY-F>	2 WMAS-F	2 WMAS-F	2 WMAS-F	2 WMAS-F>	2 WCCC-F	2 WCCC-F	2 WHYN-F	2 WTIC-F	2 WHYN-F
3 WMAS-F	WAQY-F	3 WTIC-F>	3 WAQY-F	3 WHYN	3 WTIC-F	3 WTIC-F	3 WMAS-F	WMAS-F	3 WMAS-F
4 WTIC-F>	4 WTIC-F>>	4 WAQY-F	4 WTIC-F>	4	4 WWYZ-F	4 WMAS-F	4 WTIC-F	4 WHYN-F	WHYN
5 WKSS-F	5	5	5 WHYN	5	5 WMAS-F	5 WHYN-F	5 WCCC-F	WHYN	5

FORMATS	AM	FM	TOTAL	%	SPG 88 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		107 ( 3)	107 ( 3)	13.3	13.4	WACE 730 Chicopee 0.4/2.6
AOR/CLASSIC		140 ( 4)	140 ( 4)	17.5	17.8	WARE 1250 Ware 0.4/2.4
AC/OLDIES/SOFT ROCK	25 ( 1)	218 ( 4)	243 ( 5)	30.3	25.7	WHMP 1400 Northampton 1.8/4.9
MOR/VARIETY	113 ( 5)		113 ( 5)	14.1	15.7	WIXY 1600 East Longmeadow 1.6/3.3
COUNTRY	15 ( 1)	32 ( 1)	47 ( 2)	5.9	1.9	WREB 930 Holyoke 1.2/4.5
BLACK/URBAN						WSPR 1270 Springfield 1.2/4.3
BEAUTIFUL/EASY		77 ( 2)	77 ( 2)	9.6	12.4	
NEWS/TALK	22 ( 2)		22 ( 2)	2.7	3.9	WAAF-F 107.3 Worcester 1.8/8.6
NOSTALGIA	49 ( 1)		49 ( 1)	6.1	8.0	WBZ 1030 Boston 0.3/1.8
RELIGION/GOSPEL	4 ( 1)		4 ( 1)	0.5	1.3	WCCC-F 106.9 Hartford 2.2/10.8
SPANISH						WDRC-F 102.9 Hartford 1.7/8.6
CLASSICAL						WHCN-F 105.9 Hartford 1.3/8.2
JAZZ/NEW AGE						WIOF-F 104.1 Waterbury 1.1/4.9
UNKNOWN/OTHERS						WKSS-F 95.7 Hartford 1.6/9.0
	228 (11)	574 (14)	802 (25)			WSRS-F 96.1 Worcester 1.1/3.5
						WTIC 1080 Hartford 1.3/5.5

RADIO STATIONS

WHMP, 1400, 1 KW	MOR						Tom Hennessy
WHYN, 560, 5 KW/1 KW (DA-2)	MOR/AC						Marc Berman
WMAS, 1450, 1 KW	NOSTALGIA						Joe Rizza
WNNZ, 640, 50 KW/1 KW (DA-2)	OLDIES						Bob Chapman
WREB, 930, 500 W (DAYS)							Larry Milesky
WSPR, 1270, 5 KW/1 KW (DA-2)	TALK						Al Herskovitz
WAQY-F, 102.1, 27 KW @ 650, AOR							Larry Weiss
WHMP-F, 99.3, 3 KW @ 300, CHR							Tom Hennessy
WHYN-F, 93.1, 9 KW @ 1000, AC							Marc Berman
WMAS-F, 94.1, 50 KW @ 360, AC							Joe Rizza

OTHER RANKED STATIONS -- See Hartford

SPRINGFIELD, MO

Arbitron Rank/Pop (12+): 159/194,600  
 MSA Rank/Pop: 184/231,900  
 ADI # 79  
 Average Person Ratings: 16.9  
 Market TSL: 22.5 hours

Stations: 11/11  
 Diaries: 593/328:1/58.8%  
 Sample Target: 550  
 % Below Line: 0.0  
 % Not Listed: 11.9

1988 Revenue: \$9,200,000  
 HH Inc.: \$29,767  
 Retail \$: 1.7 Bil  
 Pop per Station: 17,690  
 #1 Biller: KTTS-AF \$3,500,000

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume
1. KWTO-F (CHR)	88/26.7	----	22.5	----	25.8	----	149/1496	801/41.2	38.0	43.0	62			KWTO-F
2. KTTS-F (C)	58/17.6	----	19.2	----	21.6	----	130/1485	659/33.9	30.4	32.1	128			KTTS-F
3. KXUS-F (AC)	39/11.9	----	12.3	----	13.4	----	51/638	455/23.4	24.2	27.7	114			KXUS-F
4. KTXR-F (EZ)	35/10.6	----	7.6	----	10.2	----	83/898	410/21.1	16.1	21.5	106			KTXR-F
5. KWTO (C)	19/ 5.8	----	9.1	----	6.7	----	39/708	261/13.4	17.0	15.2	112			KWTO
6. KLTQ-F (?)	16/ 4.9	----	----	----	----	----	23/243	182/ 9.4	0.0	0.0	120			KLTQ-F
7. KTTS (C)	15/ 4.6	----	6.9	----	5.3	----	24/446	279/14.3	14.6	11.6	52			KTTS
8. KICK (O)	8/ 2.4	----	2.2	----	----	----	10/186	163/ 8.4	6.0	0.0	171			KICK
9.														
10.														

12+ FM SHARE (METRO): 84.14% (244 of 290) (SPG 88: 73.81%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KWTO-F>>	1 KWTO-F>>	1 KWTO-F>>	1 KTTS-F	1 KTTS-F>	1 KTTS-F>	1 KTTS-F<	1 KWTO-F>	1 KWTO-F>>	1 KWTO-F>>	1 KTTS-F>
2	2 KXUS-F>>	2 KTTS-F<	2 KWTO-F	2 KWTO-F	2 KTXR-F>>	2 KWTO-F>>	2 KTTS-F	2 KXUS-F	2 KTTS-F>	2 KWTO-F
3	3 KTTS-F	3 KXUS-F>>	3 KXUS-F>	3 KXUS-F	3	3 KXUS-F	3 KXUS-F	KTTS-F>	3 KTXR-F	3 KXUS-F>>
4	4	4	4 KTXR-F	4 KTXR-F	4	4	KTXR-F	4 KTXR-F	4 KXUS-F	4

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 KWTO-F>>	1 KWTO-F>>	1 KWTO-F>>	1 KWTO-F>>	1 KTTS-F	1 KWTO-F>>	1 KWTO-F	1 KXUS-F>	1 KWTO-F	1 KTTS-F
2	2 KXUS-F	2 KXUS-F	2 KTTS-F>	2 KWTO-F>>	2 KXUS-F>>	2 KXUS-F>>	2 KWTO-F>	2 KXUS-F>	2 KXUS-F>
3	3 KTTS-F>	KTTS-F	3 KXUS-F	3 KTXR-F	3 KLTQ-F>>	3 KWTO	3 KWTO	3 KTTS-F>	3 KWTO-F
4	4 KLTQ-F>>	4 KLTQ-F>>	4	4 KLTQ-F	4	KTXR-F	KTXR-F	4 KTXR-F	KTXR-F
						KTTS-F	5 KTTS-F>>		

FORMATS	AM	FM	TOTAL	%	SPG 88 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		88 ( 1)	88 ( 1)	30.3	24.6	KTOZ 1060 Springfield 1.2/3.3
AOR/CLASSIC		3 ( 1)	3 ( 1)	1.0	4.0	KTOZ-F 104.9 Marsfield 1.5/5.8
AC/OLDIES/SOFT ROCK	12 ( 2)	44 ( 2)	56 ( 4)	19.3	19.4	KXBR-F 93.5 Greenfield 0.9/4.1
MOR/VARIETY					2.8	
COUNTRY	34 ( 2)	58 ( 1)	92 ( 3)	31.7	38.5	
BLACK/URBAN						
BEAUTIFUL/EASY		35 ( 1)	35 ( 1)	12.1	8.3	
NEWS/TALK						
NOSTALGIA						
RELIGION/GOSPEL					2.4	
SPANISH						
CLASSICAL						
JAZZ/NEW AGE						
UNKNOWN/OTHERS		16 ( 1)	16 ( 1)	5.5		
	46 ( 4)	244 ( 7)	290 ( 11)			

RADIO STATIONS

KICK, 1340, 1 KW	, OLDIES	SMN, TALKNT, \$ 10.00 (---)	Jeanne Kramer
KTOZ, 1060, 500 W (DAYS)	, SEE KTOZ-F		
KTTS, 1260, 5 KW (DA-N)	, COUNTRY	ABC D, \$ 20.00 (Torbet)	Curt Brown
KWTO, 560, 5 KW (DA-N)	, COUNTRY	ABC I, \$ 20.00 (Banner)	Rich Nichols
KLTQ-F, 96.5, 3 KW @ 328, ??		, \$ 11.00 (---)	(SPARTA) Jim Gardner
KTOZ-F, 104.9, 3 KW @ 300, SOFT AC		MBS, \$ 13.00 (---)	(MARSHFIELD) Larry Campbell
KTTS-F, 94.7, 100 KW @ 659, COUNTRY		ABC D, \$ 50.00 (Torbet)	Great Empire Curt Brown
KTXR-F, 101.5, 100 KW @ 1150, BTFL/EZ		NBC, \$ 18.00 (Roslin)	J. Meyer
KWTO-F, 98.7, 100 KW @ 600, CHR		ABC C, \$ 55.00 (Banner)	Cole Rich Nichols
KXBR-F, 93.5, 2 KW @ 340, AOR		, \$ 8.00 (---)	(GREENFIELD) Steve Evans
KXUS-F, 97.3, 100 KW @ 480, AC		, \$ 36.00 (Republic)	Demaree ---

MISCELLANEOUS COMMENTS: KTOZ sold for \$310,000...KWTO A/F sold by Summit to Cole for \$5,200,000 (Mahlman)...KTOZ (Marshfield) sold to Borders for \$1,000,000 (Peterson)...KGBX sold to Borders for \$155,000 (Auctio:

STEBENVILLE

Arbitron Rank/Pop (12+): 202/126,300

MSA Rank/Pop: 242/151,600

Wheeling ADI

Average Person Ratings: 16.9

Market TSL: 22.5 hours

Stations: 21/3

Diaries: 570/222:1/59.9%

Sample Target: 550

% Below Line: 7.5

% Not Listed: 17.3

1988 Revenue: \$2,000,000

HH Inc.: \$27,454

Retail \$: 0.8 Bill

Pop per Station: 42,100

#1 Biller: WSTV \$700,000

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume
1. WOMP-F (CHR)	27/12.6	----	6.0	----	8.6	----		254/20.1	15.5	18.2	83			WOMP-F
2. WRKY-F (CHR)	24/11.2	----	13.9	----	14.3	----		322/25.5	31.9	34.5	127			WRKY-F
3. WSTV (N/T)	18/ 8.4	----	14.9	----	13.3	----		200/15.8	20.5	20.1	68			WSTV
4. WDVE-F (AOR)	16/ 7.5	----	8.0	----	7.6	----		224/17.7	16.1	17.8	76			WDVE-F
5. WWSW-F (AC)	12/ 5.6	----	7.5	----	2.9	----		195/15.4	13.3	8.1	202			WWSW-F
WOVK-F (C)	12/ 5.6	----	3.0	----	3.8	----		117/ 9.3	9.5	8.4	134			WOVK-F
WEEL-F (EZ)	12/ 5.6	----	2.5	----	0.5	----		140/11.1	8.8	6.2	50			WEEL-F
8. WSHH-F (EZ)	10/ 4.7	----	4.5	----	4.3	----		153/12.1	7.5	11.6	19			WSHH-F
9. WWVA (C)	8/ 3.7	----	5.5	----	7.6	----		150/11.9	17.0	19.4	103			WWVA
10. WELA-F (C)	7/ 3.3	----	4.5	----	4.8	----		112/ 8.9	10.2	11.8	115			WELA-F
11. WBZZ-F (CHR)	6/ 2.8	----	3.0	----	5.2	----		142/11.2	13.8	12.7	100			WBZZ-F
KDKA (MOR)	6/ 2.8	----	5.5	----	4.3	----		99/ 7.8	13.7	12.3	68			KDKA
13.														
14.														
15.														

This market's TSA and MSA are the same.

12+ FM SHARE (METRO): 77.97% (138 of 177) (SPG 88: 66.84%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOMP-F>>	1 WDVE-F	1 WOMP-F	1 WRKY-F	1 WRKY-F	1 WSTV >	1 WSTV	1 WRKY-F	1 WRKY-F	1 WOMP-F	1 WWSW-F>
2 WRKY-F>	WRKY-F	WRKY-F>	2 WWSW-F	2 WWSW-F	2 WSHH-F	2 WOMP-F	2 WOMP-F>	2 WOMP-F	2 WDVE-F>	2 WDVE-F>
3 WDVE-F>	3 WOMP-F>>	3 WDVE-F	3 WOMP-F>	3 WOMP-F>	WEEL-F	3 WRKY-F>	3 WSTV	3 WDVE-F	3 WRKY-F>	3 WWVA >
4 WBZZ-F>>	4	4 WWSW-F	4 WOVK-F	4 WOVK-F	4 WOVK-F	4 WDVE-F	4 WEEL-F	4 WWSW-F	4	4 WAMO-F
5	5	5	WDVE-F>>	5	WOMP-F	5	5 WDVE-F	5	5	WRKY-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 WOMP-F>>	1 WOMP-F	1 WRKY-F>	1 WOMP-F	1 WRKY-F	1 WDVE-F	1 WDVE-F	1 WRKY-F>	1 WOMP-F	1 WRKY-F>
2 WDVE-F	2 WRKY-F	2 WWSW-F	WRKY-F>	2 WWSW-F	2 WOMP-F>>	2 WRKY-F>	2 WDVE-F>>	WRKY-F	2 WWSW-F
WRKY-F>>	3 WDVE-F>>	WOMP-F	3 WWSW-F>	3 WOMP-F	3 WRKY-F>	3 WOMP-F>>	3 WWSW-F	3 WDVE-F>	WOMP-F
4	4	WDVE-F>>	4 WDVE-F	4 WSTV	4	4	WOMP-F>>	4 WWSW-F	4 WOVK-F
5	5	5	5	5 WOVK-F	5	5	5	5 WOVK-F>>	5 WDVE-F

FORMATS	AM	FM	TOTAL	%	SPG 88 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		58 ( 4)	58 ( 4)	32.8	25.8	WEIR 1430 Weirton 1.4/9.4
AOR/CLASSIC		17 ( 2)	17 ( 2)	9.6	10.5	
AC/OLDIES/SOFT ROCK		14 ( 2)	14 ( 2)	7.9	10.0	WAMO-F 105.9 Pittsburgh 1.9/4.7
MOR/VARIETY	9 ( 2)		9 ( 2)	5.1	27.4	WBBD 1600 Wheeling 1.9/3.5
COUNTRY	8 ( 1)	22 ( 4)	30 ( 5)	16.9	13.7	WDSY-F 107.9 Pittsburgh 0.5/2.9
BLACK/URBAN		4 ( 1)	4 ( 1)	2.3	4.2	WHOT-F 101.1 Youngstown 0.5/1.7
BEAUTIFUL/EASY		22 ( 2)	22 ( 2)	12.4	7.4	WLTJ-F 92.9 Pittsburgh 0.9/5.1
NEWS/TALK	18 ( 1)		18 ( 1)	10.2		WMYG-F 96.9 Braddock 0.5/5.6
NOSTALGIA						WPIT-F 101.5 Pittsburgh 0.5/2.2
RELIGION/GOSPEL		1 ( 1)	1 ( 1)	0.6	0.5	WQXK-F 105.1 Salem/Youngstwn 0.9/2.9
SPANISH						
CLASSICAL						
JAZZ/NEW AGE						
UNKNOWN/OTHERS	4 ( 1)		4 ( 1)	2.3	0.5	
	39 ( 5)	138 (16)	177 (21)			

RADIO STATIONS

WEIR, 1430, 1 KW (DA-2)	, MOR	APR, \$ 14.00 (HNWH)	(WEIRTON, WV)	Marvel Virtue
WSTV, 1370, 1 KW	, NEWS/TALK	MBS, TALKNT, \$ 28.00 (Regional)	Associated	Bill Chesson
WRKY-F, 103.5, 16 KW @ 880, CHR		, \$ 30.00 (Regional)	Associated	Bill Chesson
WELA-F, 104.3, 50 KW @ 335, COUNTRY		SMN, \$ 15.00 (Domc)	(E.LIVERPOOL,OH)	R. Aughinbaug

OTHER RANKED STATIONS -- See Wheeling or Pittsburgh  
 MISCELLANEOUS COMMENTS: WDIG sold for \$116,000.

STOCKTON

Arbitron Rank/Pop (12+): 98/381,500

Stations: 32/9  
Diaries: 721/529:1/49.1%  
Sample Target: 690  
% Below Line: 16.1  
% Not Listed: 15.5

1988 Revenue: \$7,300,000  
HH Inc.: \$32,156  
Retail \$: 2.6 Bil  
Pop per Station: 42,388  
#1 Biller: KWG/KYBB \$1,900,000

MSA Rank/Pop: 104/460,000  
Sacramento ADI  
Average Person Ratings: 15.9  
Market TSL: 21.75 hours

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. KHOP-F (CHR)	63/10.4	4.4	6.5	7.0	4.1	----	63/952	952/25.0	17.1	13.2	112	8.7	53	705	KHOP-F
2. KRAK (C)	34/ 5.6	9.1	6.3	5.6	7.3	----	34/393	393/10.3	12.0	13.8	120	4.3	26	439	KRAK
3. KFRC (BB)	33/ 5.4	1.3	1.5	1.0	1.5	----	33/261	261/ 6.8	3.2	3.9	22	1.8	11	173	KFRC
4. KDJK-F (AOR)	31/ 5.1	3.2	5.6	3.9	2.4	----	31/345	345/ 9.0	8.5	6.1	108	5.3	32	377	KDJK-F
5. KJAX-F (EZ)	29/ 4.8	2.7	3.5	7.6	5.4	----	29/410	410/10.7	8.5	11.1	56	3.6	22	281	KJAX-F
6. KNBR (MOR)	28/ 4.6	3.0	3.6	3.7	5.4	----	28/409	409/10.7	9.4	12.1	165	3.6	22	298	KNBR
7. KMEL-F (CHR)	26/ 4.3	2.1	3.1	1.7	1.7	----	26/428	428/11.2	6.4	4.6	63	6.7	41	438	KMEL-F
8. KWG (O)	25/ 4.1	4.1	5.2	5.2	3.2	----	25/347	347/ 9.1	10.6	7.9	171	4.6	28	265	KWG
9. KCBS (N/T)	24/ 3.9	3.2	2.9	5.2	7.3	----	24/395	395/10.4	7.9	12.8	85	2.1	13	278	KCBS
10. KBEE-F (EZ)	23/ 3.8	5.5	6.1	6.6	4.3	----	23/372	372/ 9.8	11.4	8.9	87	3.3	20	281	KBEE-F
11. KHOP-F (CHR)	22/ 3.6	3.6	7.3	4.9	5.0	----	22/500	500/13.1	16.5	15.9	92	6.4	39	562	KWIN-F
KYBB-F (O)	22/ 3.6	3.6	2.5	3.7	3.9	----	22/369	369/ 9.7	6.8	7.2	144	3.5	21	277	KYBB-F
13. KSTN (SP)	21/ 3.5	2.1	2.7	3.5	3.4	----	21/391	391/10.2	10.3	11.2	60	3.9	24	356	KSTN
14. KFMR-F (C)	19/ 3.1	6.5	5.0	4.3	3.9	----	19/373	373/ 9.8	10.6	8.3	116	4.6	28	300	KFMR-F

12+ FM SHARE (METRO): 61.28% (315 of 514) (SPG 88: 65.83%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHOP-F>	1 KHOP-F>	1 KHOP-F>	1 KHOP-F>	1 KHOP-F>	1 KFRC	1 KHOP-F>	1 KHOP-F	1 KHOP-F>	1 KHOP-F	1 KRAK-F
2 KMEL-F>	2 KDJK-F>	2 KDJK-F	2 KNBR	2 KNBR	2 KJAX-F	2 KRAK	KFRC	2 KRAK	2 KMEL-F>	KRAK >
3 KSTN	3 KMEL-F	3 KNBR	3 KWG	3 KWG	3 KRAK	3 KDJK-F<	3 KRAK	3 KDJK-F	3 KNBR >	3 KMEL-F
4	4 KWIN-F	KWG	4 KDJK-F<	4 KRAK	4 KCBS	4 KNBR	4 KDJK-F<	4 KFRC	4 KSTN	4 KCBS
5	5	5	5 KYBB-F	5	5	KCBS	5 KJAX-F	5 KNBR	5 KWIN-F	5 KJOY

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 KDJK-F	1 KHOP-F	1 KHOP-F>	1 KHOP-F>	1 KHOP-F>	1 KHOP-F>>	1 KHOP-F>>	1 KHOP-F>>	1 KHOP-F>	1 KHOP-F
2 KWOD-F	2 KDJK-F>	2 KDJK-F>	2 KDJK-F>	2 KWG	2 KRAK	2 KDJK-F	2 KNBR	2 KNBR	2 KRAK
KHOP-F>	3 KWOD-F>	3 KWG	3 KWOD-F	3 KNBR	KDJK-F	3 KMEL-F	KDJK-F>	3 KRAK	3 KNBR
4 KWIN-F	4 KYBB-F	4 KOSO-F	KWG	4 KDJK-F	KSTN	4 KRAK	4 KZAP-F	4 KYBB-F	4 KWG
5 KYBB-F	5	KYBB-F	5 KYBB-F	5	5	5 KWIN-F	KRAK	KMEL-F	5 KYBB-F
						KNBR	KWIN-F	KDJK-F	KWG

FORMATS	AM	FM	TOTAL	%	SPG 88 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		137 ( 7)	137 ( 7)	26.7	21.4	KIZS-F 96.7 MANTECA/MODESTO 0.8/6.7
AOR/CLASSIC		41 ( 3)	41 ( 3)	8.0	10.9	KJOY 1280 STOCKTON 0.7/4.2
AC/OLDIES/SOFT ROCK	25 ( 1)	37 ( 3)	62 ( 4)	12.1	11.5	KSTN-F 107.3 STOCKTON 1.2/3.2
MOR/VARIETY	32 ( 2)		32 ( 2)	6.2	5.7	
COUNTRY	40 ( 2)	35 ( 3)	75 ( 5)	14.6	17.6	KFBK 1530 SACRAMENTO 1.0/2.3
BLACK/URBAN		2 ( 1)	2 ( 1)	0.4	5.5	KGO 810 SAN FRANCISCO 2.0/4.7
BEAUTIFUL/EASY		52 ( 2)	52 ( 2)	10.1	10.5	KOSO-F 93.1 PATTERSON/MDSTO 2.5/8.5
NEWS/TALK	42 ( 3)		42 ( 3)	8.2	7.1	KQPT-F 100.5 SACRAMENTO 0.7/1.7
NOSTALGIA	39 ( 2)		39 ( 2)	7.6	1.7	KRAK-F 105.1 SACRAMENTO 2.3/7.1
RELIGION/GOSPEL						KRQR-F 97.3 SAN FRANCISCO 0.3/3.0
SPANISH	21 ( 1)	7 ( 1)	28 ( 2)	5.4	8.2	KSPM-F 102.5 WOODLAND 0.7/4.0
CLASSICAL						KSFO 560 SAN FRANCISCO 1.0/4.3
JAZZ/NEW AGE		4 ( 1)	4 ( 1)	0.8		KSOL-F 107.7 SAN MATEO 0.3/2.8
UNKNOWN/OTHERS						KTRB 860 MODESTO/STOCKTN 1.0/2.8
	199 (11)	315 (21)	514 (32)			KUBB-F 96.3 MARIPOSA 0.3/1.7
						KWOD-F 106.5 SACRAMENTO 2.5/7.6
						KXXX-F 99.7 SAN FRANCISCO 0.3/2.3
						KYA -F 93.3 SAN FRANCISCO 0.0/1.2
						KZAP-F 98.5 SACRAMENTO 1.3/5.2

RADIO STATIONS

KJOY, 1280, 1 KW (DA-N), MOR/AC	\$ 12.00 (Christal)	Joel Gamble
KSTN, 1420, 5 KW/1KW (DA-2), HISPANIC	ABC C, \$ 16.00 (Roslin)	Knox LaRue
KWG, 1230, 1 KW, OLIDES	MBS, \$ 18.00 (Katz)	Ken Thompson
KCVR, 1570, 5 KW (DAYS, DA), HISPANIC	\$ 14.00 (Caballero)	Roger Turnbeaugh
KFMR-F, 100.1, 3 KW @ 300, COUNTRY	\$ 24.00 (CBS)	Susan Carson
KJAX-F, 99.3, 3 KW @ 300, BTFL/EZ	ABC E, \$ 23.00 (Christal)	Joel Gamble
KIZS-F, 96.7, 3 KW @ 326, CHR	\$ 16.00 (Banner)	(MANTECA) Joy Martin
KSTN-F, 107.3, 8 KW @ 1610, HISPANIC	ABC C, \$ 17.00 (Roslin)	Knox LaRue
KYBB-F, 100.9, 3 KW @ 300, OLDIES	\$ 24.00 (Katz)	Home News (TRACY) Ken Thompson
KWIN-F, 97.7, 3 KW @ 300, CHR	\$ 27.00 (MMR)	(LODI) Roger Turnbeaugh

OTHER RATED STATIONS - See Modesto or Sacramento

MISCELLANEOUS COMMENTS: KSJQ-F changes calls to KIZS-F (March)...KIZS-F changes from URBAN to CHR (March).

SYRACUSE

Arbitron Rank/Pop (12+): 64/540,300

MSA Rank/Pop: 74/652,400  
ADI # 68

Average Person Ratings: 17.8  
Market TSL: 23.25 hours

Stations: 21/17  
Diaries: 972/556:1/54.9%  
Sample Target: 920  
% Below Line: 1.6  
% Not Listed: 15.8

1988 Revenue: \$15,800,000  
HH Inc.: \$36,884  
Retail \$: 4.3 Bil  
Pop per Station: 31,782  
#1 Biller: WYYY-F \$5,000,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume
1. WNTQ-F (CHR)	134/13.9	15.3	12.6	10.6	12.8	13.1	160/2126	1657/30.7	30.4	26.4	84	14.7	141	1628
2. WYYY-F (AC)	113/11.8	14.7	13.8	17.2	15.2	14.4	150/2139	1698/31.4	33.6	31.8	141	12.6	121	1312
3. WSYR (MOR)	104/10.8	10.0	14.2	11.6	12.2	11.6	111/1448	1263/23.4	28.9	23.2	71	10.5	101	1174
4. WAQX-F (AOR)	75/ 7.8	6.2	8.0	5.3	9.0	6.8	90/1279	1008/18.7	19.0	18.1	81	9.4	90	1192
5. WKFM-F (AOR)	71/ 7.4	5.9	6.0	6.7	5.2	6.5	91/1332	1011/18.7	15.6	12.9	123	9.5	91	1117
6. WRHP-F (EZ)	62/ 6.5	7.7	6.6	5.6	2.9	6.6	74/870	630/11.7	11.0	7.7	85	4.9	47	431
7. WSEN-AF (O)	56/ 5.8	4.9	4.8	7.2	5.8	5.7	64/1024	889/16.5	13.0	14.2	181	5.5	47	591
8. WHEN (MOR)	40/ 4.2	3.2	4.6	4.1	5.6	4.0	48/1002	820/15.2	14.9	14.3	100	2.6	25	549
9. WPCX-F (C)	38/ 4.0	2.3	2.2	0.4	0.8	2.2	66/744	433/ 8.0	5.2	1.9	133	1.5	14	212
10. WEZG-F (EZ)	26/ 2.7	4.6	4.2	4.8	6.5	4.1	30/543	489/ 9.1	11.2	12.1	89	1.7	16	295
11. WNDR (C)	25/ 2.6	2.5	0.4	1.7	2.2	1.8	25/400	392/ 7.3	3.7	5.3	69	1.4	13	194
12. WMHR-F (REL)	17/ 1.8	0.6	1.4	1.7	1.2	1.4	32/321	196/ 3.6	3.1	3.1	100	0.8	8	132
13.														
14.														
15.														

12+ FM SHARE (METRO): 75.65% (612 of 809) (SPG 88: 73.88%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNTQ-F>>	1 WNTQ-F<	1 WYYY-F	1 WYYY-F>	1 WYYY-F>	1 WSYR >	1 WSYR	1 WNTQ-F	1 WNTQ-F	1 WNTQ-F>	1 WSYR >>
2	2 WYYY-F	2 WNTQ-F>	2 WNTQ-F	2 WNTQ-F	2 WRHP-F	2 WYYY-F<	2 WYYY-F	2 WYYY-F>	2 WYYY-F>	2 WNTQ-F
3	3 WAQX-F	3 WAQX-F<	3 WSEN-AF	3 WSEN-AF	3 WSEN-AF	3 WNTQ-F>	3 WAQX-F	3 WSYR <	3 WSYR	3 WAQX-F>
4	4 WKFM-F>>	4 WKFM-F>	4 WKFM-F>	4 WKFM-F	4 WYYY-F	4 WAQX-F	4 WSYR	4 WKFM-F	4 WAQX-F	4 WYYY-F
5	5	5 WSEN-AF	5 WAQX-F	5 WSYR	5 WHEN	5 WHEN	5 WKFM-F	5 WAQX-F	5 WKFM-F	5 WSEN-F
							6 WRHP-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 WNTQ-F>	1 WYYY-F	1 WYYY-F>>	1 WYYY-F<	1 WYYY-F	1 WAQX-F>>	1 WAQX-F	1 WKFM-F	1 WAQX-F	1 WYYY-F
2 WYYY-F	2 WNTQ-F>>	2 WNTQ-F>>	2 WNTQ-F>>	2 WNTQ-F>	2 WNTQ-F	2 WKFM-F	2 WYYY-F	2 WKFM-F	2 WKFM-F
3 WAQX-F	3 WKFM-F	3 WKFM-F>	3 WKFM-F	3 WSEN-AF	3 WKFM-F>>	3 WNTQ-F	3 WAQX-F>	3 WYYY-F	3 WSEN-AF
4 WKFM-F>>	4 WAQX-F>>	4 WAQX-F	4 WAQX-F<	4 WSYR	4 WYYY-F	4 WAQX-F>>	4 WNTQ-F>>	4 WNTQ-F	4 WAQX-F
5	5	5	5 WSEN-AF	5	5	5	5	5 WSEN-AF	5 WNTQ-F

FORMATS	AM	FM	TOTAL	%	SPG 88	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		138 ( 2)	138 ( 2)	17.1	15.2	WFBL 1390 Syracuse 0.7/2.7
AOR/CLASSIC		152 ( 3)	152 ( 3)	18.8	17.8	WGES-F 105.5 Oswego 0.3/1.4
AC/OLDIES/SOFT ROCK	6 ( 1)	163 ( 2)	169 ( 3)	20.9	24.1	WSGO 1440 Oswego 1.0/1.6
MOR/VARIETY	144 ( 2)		144 ( 2)	17.8	21.5	WXRA 1220 North Syracuse 0.5/3.0
COUNTRY	25 ( 1)	51 ( 3)	76 ( 4)	9.4	5.6	
BLACK/URBAN						WFRG 1450 Rome/Utica
BEAUTIFUL/EASY		88 ( 2)	88 ( 2)	10.9	10.8	WFRG-F 96.1 Rome/Utica 0.5/1.6
NEWS/TALK						WNYZ-F 98.7 Utica/Rome 0.4/1.7
NOSTALGIA	22 ( 3)		22 ( 3)	2.7	2.6	WOUR-F 96.9 Utica 0.6/1.9
RELIGION/GOSPEL		17 ( 1)	17 ( 1)	2.1	1.4	
SPANISH						
CLASSICAL						
JAZZ/NEW AGE						
UNKNOWN/OTHERS		3 ( 1)	3 ( 1)	0.4	1.0	
	197 ( 7)	612 (14)	809 (21)			

RADIO STATIONS

WFBL, 1390, 5 KW (DA-N)	NOSTALGIA	CNN, \$ 17.00 (Christal)	Wilkes-Schwartz	Joy Sterin
WFRN, 620, 5 KW/1 KW (DA-N)	MOR/AC	ABC E, \$ 34.00 (Banner)	Park	John Enoch
WNDR, 1260, 5 KW (DA-N)	COUNTRY	CBS, \$ 18.00 (Mc-Guild)	Osborn	Bill McMartin
WSYR, 570, 5 KW (DA-2)	MOR	NBC, \$ 77.00 (Katz)	NewCity	John Terbossa
WAQX-F, 95.7, 25 KW @ 300, AOR		ABC P, \$ 46.00 (MMR)	Atlantic Ventures	Richard Barker
WEZG-F, 100.9, 3 KW @ 165, BTFL/EZ		\$ 28.00 (Burpette)	---	
WKFM-F, 104.7, 50 KW @ 500, AOR		SOURCE, \$ 34.00 (Christal)	Wilkes-Schwartz	Jay Sterin
WMHR-F, 102.9, 20 KW @ 780, RELIGION		\$ 10.00 (---)		Gordon Bell
WNTQ-F, 93.1, 97 KW @ 660, CHR		\$ 50.00 (Mc-Guild)	Osborn	Bill McMartin
WRHP-F, 107.9, 50 KW @ 500, BTFL/EZ		ABC B, \$ 38.00 (Banner)	Park	John Enoch
WSEN-F, 92.1, 25 KW @ 300, OLDIES		\$ 32.00 (HMMH)	Buckley	Joel Friedman
WYYY-F, 91.3, 100 KW @ 650, AC		\$ 106.00 (Katz)	NewCity	John Terbossa
WPCX-F, 106.9, 45 KW @ 550, COUNTRY		SMN, \$ 18.00 (Market)	Scott (AUBURN)	Richard Duayne

TALLAHASSEE

Arbitron Rank/Pop (12+): 175/161,700  
 MSA Rank/Pop: 188/226,300  
 ADI # 117  
 Average Person Ratings: 16.6  
 Market TSL: 22.5 hours

Stations: 10/10  
 Diaries: 637/254:1/50.6%  
 Sample Target: 550  
 % Below Line: 0.0  
 % Not Listed: 18.2

1988 Revenue: \$6,400,000  
 HH Inc.: \$29,250  
 Retail \$: 1.5 Bil  
 Pop per Station: 16,170  
 #1 Biller: WBGW-AF \$1,100,000

12+ METRO	FAL 1/4/SHARE	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	%		Birch Share	Birch AQH	Birch Cume			
								FAL 88	SPG 88						
1. WGLF-F (AOR)	43/16.0	----	18.1	----	8.8	----	55/766	523/32.3	33.3	32.8	126	15.0	48	593	WGLF-F
2. WANM (B)	36/13.4	----	14.2	----	25.0	----	38/315	238/14.7	15.5	19.8	88	8.5	27	331	WANM
3. WTNT-F (C)	33/12.3	----	9.8	----	8.8	----	77/917	381/23.6	16.3	16.3	96	11.6	37	407	WTNT-F
4. WTHZ-F (CHR)	31/11.5	----	14.2	----	13.1	----	39/564	484/29.9	34.5	36.9	66	10.7	34	629	WTHZ-F
5. WBGW-F (AC)	28/10.4	----	7.1	----	13.5	----	44/660	424/26.2	21.2	31.0	134	5.6	18	315	WBGW-F
6. WMLO-F (EZ)	18/ 6.7	----	4.3	----	2.3	----	25/285	219/13.5	10.8	6.3	94	4.4	14	169	WMLO-F
7. WIQI-AF (B)	13/ 4.8	----	10.2	----	2.7	----	38/383	211/13.0	12.4	11.9	73	21.9	70	470	WIQI-AF
8. WTMG-F (O)	12/ 4.5	----	3.9	----	6.2	----	15/198	182/11.3	10.8	13.0	169	4.1	13	139	WTMG-F
9. WTAL (T)	4/ 1.5	----	2.0	----	3.1	----	4/55	55/ 3.4	8.3	7.4	47	1.6	5	88	WTAL
10. WCVC (REL)	2/ 0.7	----	1.2	----	1.2	----	2/55	55/ 3.4	3.4	3.6	100	0.6	2	21	WCVC

12+ FM SHARE (METRO): 80.91% (178 of 220) (SPG 88: 79.45%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT	
1 WTHZ-F>>	1 WGLF-F>	1 WGLF-F>	1 WGLF-F>	1 WGLF-F>	1 WTNT-F>	1 WGLF-F>	1 WGLF-F>	1 WGLF-F>	1 WGLF-F>	1 WBGW-F	1 WTHZ-F>>
2 WANM >>	2 WANM	2 WANM <	2 WBGW-F	2 WBGW-F	2 WMLO-F	2 WTNT-F	2 WTNT-F	2 WTHZ-F	2 WTNT-F	2 WTNT-F	2 WGLF-F>
3	3 WBGW-F	3 WBGW-F>	3 WANM	3 WTNT-F	3 WANM	3 WTHZ-F	3 WANM <	3 WTNT-F	3 WGLF-F	3 WTNT-F	3 WTNT-F
4	4 WTHZ-F	4 WTNT-F	4 WTNT-F	WANM	4 WBGW-F	4 WBGW-F	4 WBGW-F	4 WBGW-F<	4 WTHZ-F	4 WTHZ-F	WBGW-F
5	5	WTHZ-F	5	5	5 WGLF-F	5 WANM	5	5 WANM	5 WANM	5 WIQI-AF>>5	

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 WIQI-AF	1 WBGW-F	1 WBGW-F	1 WBGW-F<	1 WBGW-F	1 WGLF-F	1 WGLF-F>>	1 WGLF-F>>	1 WGLF-F>>	1 WGLF-F>>
WGLF-F	2 WGLF-F>	2 WGLF-F>>	2 WGLF-F	2 WGLF-F	2 WANM >>	2 WANM >	2 WANM	2 WANM	2 WTNT-F
WBGW-F	3 WIQI-AF	3 WTNT-F	3 WANM >	WANM >	3 WTHZ-F>	3 WTHZ-F>	3 WTHZ-F	3 WBGW-F	3 WBGW-F
4 WTHZ-F	WANM	WANM	4 WTNT-F	4 WTNT-F	4 WIQI-AF	4 WBGW-F>>	4 WBGW-F>>	4 WTNT-F	4 WANM
WANM	5	5	WTHZ-F	5	WBGW-F	5	5	WTHZ-F	5

FORMATS	AM	FM	TOTAL	%	SPG 88 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		31 ( 1)	31 ( 1)	14.1	16.4	
AOR/CLASSIC		43 ( 1)	43 ( 1)	19.5	21.0	
AC/OLDIES/SOFT ROCK		40 ( 2)	40 ( 2)	18.2	8.2	
MOR/VARIETY						
COUNTRY		33 ( 1)	33 ( 1)	15.0	16.4	
BLACK/URBAN	36 ( 1)	13 ( 1)	49 ( 2)	22.3	29.2	
BEAUTIFUL/EASY		18 ( 1)	18 ( 1)	8.2	5.0	
NEWS/TALK	4 ( 1)		4 ( 1)	1.8		
NOSTALGIA					2.3	
RELIGION/GOSPEL	2 ( 1)		2 ( 1)	0.9	1.4	
SPANISH						
CLASSICAL						
JAZZ/NEW AGE						
UNKNOWN/OTHERS						
	42 ( 3)	178 ( 7)	220 ( 10)			

RADIO STATIONS

WANM, 1070, 10 KW (DAYS)	, BLACK	SBN, \$ 20.00 (Banner)	Timm	Bob Badger
WCVC, 1330, 5 KW (DAYS)	, RELIGION	, \$ 10.00 (---)		Wendell Borrink
WTAL, 1450, 1 KW (DA-1)	, TALK	SUN, TALKNT, \$ 11.00 (Regional)		Don Keyes
WBGW-F, 98.9, 100 KW @ 365, AC		ABC C, \$ 30.00 (Mc-Guild)		Royce Plummer
WGLF-F, 104.1, 100 KW @ 440, AOR		ABC R, \$ 26.00 (Banner)	Timm	Bill Marriott
WMLO-F, 104.9, 2 KW @ 413, BTFL/EZ		, \$ 16.00 (Eastman)		Jon Hill
WTHZ-F, 103.1, 3 KW @ 300, CHR		, \$ 25.00 (MMR)	Dolcom	Howard Dolgoff
WTMG-F, 95.9, 3 KW @ 300, OLDIES		SMN, \$ 17.00 (Mc-Guild)	HVS	Rich Bartlett
WTNT-F, 94.9, 100 KW @ 850, COUNTRY		ABC I, \$ 27.00 (Christal)	Palmer	Mark Halverson
WIQI-F, 101.7, 3 KW @ 300, BLACK		NBN, \$ 13.00 (Roslin)		Lee Clear

MISCELLANEOUS COMMENTS: WNNX-F changes calls to WTMG (Sept.)...WMMX changes from COUNTRY to OLDIES (Sept.88)...  
 WWSL, WIQI-F (Quincy) sold for \$1,750,000 (Richards).

TAMPA-ST. PETERSBURG

Arbitron Rank/Pop (12+): 21/1,756,466

MSA Rank/Pop: 21/2,004,900  
ADI # 17

Average Person Ratings: 18.5  
Market TSL: 24.75 hours

Stations: 27/23  
Diaries: 1660/1058;1/54.1%  
Sample Target: 1530  
% Below Line: 0.8  
% Not Listed: 10.3

1988 Revenue: \$57,800,000  
HH Inc.: \$29,007  
Retail \$: 14.6 Bil  
Pop per Station: 76,368  
#1 Biller: WRBQ-F \$18,500,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WRBQ-AF (CHR)	490/15.1	15.5	15.4	16.6	17.1	15.6	557/6677	5593/31.8	33.0	30.5	109	19.1	551	5499	WRBQ-AF
2. WQYK-F (C)	253/ 7.8	6.1	7.6	6.5	7.9	7.0	288/3070	2532/14.4	13.9	13.2	121	11.0	331	2479	WQYK-F
3. WWRM-F (AC)	243/ 7.5	6.3	9.4	5.9	9.6	7.3	277/4057	3546/20.2	20.2	15.9	101	8.8	267	2736	WWRM-F
4. WYNF-F (AOR)	221/ 6.8	7.5	6.9	7.4	7.0	7.2	355/3803	2407/13.7	15.0	12.4	113	7.6	231	2349	WYNF-F
5. WDUV-F (EZ)	217/ 6.7	6.8	6.4	5.8	3.0	6.4	380/3346	1964/11.2	11.8	8.3	28	2.7	81	1030	WDUV-F
6. WUSA-F (AC)	191/ 5.9	5.6	4.8	5.7	6.0	5.5	196/2709	2509/14.3	12.2	12.8	169	5.9	177	2075	WUSA-F
7. WNLT-F (AC)	184/ 5.7	4.3	4.1	5.9	4.0	5.0	206/2887	2466/14.0	12.4	11.1	133	5.1	155	2477	WNLT-F
8. WFLA (N/T)	138/ 4.2	6.3	4.7	4.7	5.9	5.0	165/2143	1727/ 9.8	10.4	10.0	102	5.4	163	1975	WFLA
9. WDAE (BB)	126/ 3.9	3.0	2.7	3.7	2.1	3.3	131/1064	1001/ 5.7	5.2	4.6	18	0.9	28	547	WDAE
10. WGUL-AF (BB)	122/ 3.7	5.5	3.3	3.7	3.3	4.1	123/1355	1307/ 7.4	6.3	6.8	22	2.2	46	453	WGUL-AF
11. WFLZ-F (O)	113/ 3.5	2.7	4.3	2.9	4.6	3.4	209/2923	1660/ 9.5	11.8	11.7	180	4.0	120	1549	WFLZ-F
12. WKRL-F (AOR)	103/ 3.2	3.1	3.7	3.8	4.0	3.5	109/1787	1561/ 8.9	9.3	8.7	131	3.8	115	1178	WKRL-F
13. WHVE-F (J/NA)	98/ 3.0	3.1	1.4	1.6	2.0	2.3	141/1851	1304/ 7.4	6.0	5.6	180	2.8	84	1192	WHVE-F
14. WSUN (C)	84/ 2.6	1.9	2.7	2.4	3.7	2.4	115/1697	1127/ 6.4	7.4	7.3	46	1.3	40	692	WSUN
15. WXCR-F (CL)	55/ 1.7	2.3	1.6	1.0	1.7	1.6	59/783	697/ 4.0	4.4	3.8	71	1.3	38	690	WXCR-F
16. WTMP (B)	52/ 1.6	2.4	2.1	2.3	2.3	2.1	56/840	780/ 4.4	4.6	2.8	119	3.4	102	969	WTMP
17. WRXB (B)	40/ 1.2	1.2	1.0	1.1	1.4	1.1	47/515	475/ 2.7	2.1	2.4	133	0.6	17	358	WRXB
18. WLUV-F (?)	38/ 1.2	0.8	1.2	1.0	0.4	1.1	40/527	489/ 2.8	3.4	1.9	17	0.2	7	262	WLUV-F
19. WTKN (N/T)	35/ 1.1	0.9	0.9	1.8	1.1	1.2	42/877	706/ 4.0	4.3	4.2	36	0.8	24	483	WTKN
20.															

12+ FM SHARE (METRO): 79.01% (2303 of 2915) (SPG 88: 77.72%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRBQ-AF>>>1	WRBQ-AF	1 WRBQ-AF>	1 WRBQ-AF>	1 WRBQ-AF>	1 WDUV-F	1 WRBQ-AF>	1 WRBQ-AF>	1 WRBQ-AF>	1 WRBQ-AF>>>1	WRBQ-F>>>
2	2 WYNF-F>	2 WYNF-F	2 WUSA-F	2 WUSA-F	WQYK-F	2 WQYK-F<	2 WQYK-F<	2 WQYK-F	2 WYNF-F<	2 WTKN
3	3 WNLT-F>	3 WNLT-F	3 WQYK-F<	3 WQYK-F	3 WWRM-F	3 WYNF-F	3 WWRM-F	3 WWRM-F<	3 WNLT-F<	3 WDUV-F
4	4 WKRL-F>	4 WUSA-F	4 WYNF-F<	4 WYNF-F<	4 WRBQ-AF	4 WWRM-F	4 WDUV-F	4 WYNF-F	4 WWRM-F	4 WNLT-F
5	5 WHVE-F<	5 WQYK-F	5 WNLT-F	5 WWRM-F	5 WUSA-F	5 WUSA-F	5 WUSA-F	5 WNLT-F	5 WDUV-F	5 WYNF-F
6	6 WUSA-F	6 WWRM-F<	6 WWRM-F<	WNLT-F	6 WDAE <	6 WFLA	6 WYNF-F<	6 WDUV-F	6	WWRM-F
7	7	7 WFLZ-F	7 WFLZ-F	7	7 WGUL-AF	7 WNLT-F<	7 WNLT-F	7 WUSA-F<	7	WQYK-F
8	8	8	8	8	WFLA	8 WDUV-F	8	8 WFLA	8	8

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-AF>>>1	WRBQ-AF>>>1	WRBQ-AF>>>1	WRBQ-AF>>>1	WRBQ-AF>	1 WYNF-F>>>1	WYNF-F>	1 WYNF-F>	1 WYNF-F	1 WRBQ-AF
2 WNLT-F	2 WNLT-F	2 WNLT-F	2 WNLT-F<	2 WUSA-F	2 WRBQ-AF>>>2	WRBQ-AF>	2 WRBQ-AF	2 WRBQ-AF>	2 WYNF-F
3 WYNF-F>>>3	WYNF-F>	3 WUSA-F	3 WUSA-F	3 WWRM-F	3 WKRL-F>>>3	WKRL-F	3 WNLT-F<	3 WQYK-F	WQYK-F>
4	4 WUSA-F	4 WWRM-F	4 WWRM-F	4 WQYK-F	4	4 WNLT-F	4 WKRL-F	4 WNLT-F	4 WUSA-F<
5	5 WWRM-F>	5 WYNF-F>	5 WYNF-F	5 WNLT-F	5	5 WHVE-F	5 WHVE-F>	5 WKRL-F	5 WNLT-F
6	6 WKRL-F	6 WKRL-F	6 WQYK-F<	6 WFLZ-F	6	6 WFLZ-F	6 WFLZ-F	6 WHVE-F	6 WHVE-F
7	7	7 WFLZ-F	7 WFLZ-F	7	7	7	7 WQYK-F	7 WFLZ-F<	7 WFLZ-F
8	8	8	8	8	8	8	8	8 WUSA-F	8 WKRL-F

FORMATS	AM	FM	TOTAL	%	SPG 88	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
-----	--	--	-----	-	-	-----	-----	-----	
TOP 40/CHR/CONTEMP	16 ( 1)	490 ( 2)	506 ( 3)	17.4	19.3	WEND	760	Brandon	0.4/1.5
AOR/CLASSIC		324 ( 2)	324 ( 2)	11.1	12.1	WHBO	1040	Tampa	0.4/1.7
AC/OLDIES/SOFT ROCK	14 ( 1)	731 ( 4)	745 ( 5)	25.6	17.6	WLFF	680	St Petersburg	0.9/1.8
MOR/VARIETY						WQYK	1010	Seffner/Tampa	0.9/1.6
COUNTRY	114 ( 2)	253 ( 1)	367 ( 3)	12.6	13.1				
BLACK/URBAN	40 ( 1)		40 ( 1)	1.4	4.1	WEZY-F	94.1	Lakeland	0.3/0.9
BEAUTIFUL/EASY		226 ( 2)	226 ( 2)	7.8	14.0	WHLI-F	106.7	Leesburg/Orlando	0.5/2.0
NEWS/TALK	173 ( 2)		173 ( 2)	5.9	7.7				
NOSTALGIA	190 ( 3)	88 ( 1)	278 ( 4)	9.5	6.5				
RELIGION/GOSPEL	13 ( 1)		13 ( 1)	0.4					
SPANISH					0.7				
CLASSICAL		55 ( 1)	55 ( 1)	1.9	1.9				
JAZZ/NEW AGE		98 ( 1)	98 ( 1)	3.4	2.2				
UNKNOWN/OTHERS		38 ( 1)	38 ( 1)	1.3	0.8				
	560 (11)	2303 (15)	2915 (26)						

AM STATIONS

WDAE, 1250, 5 KW (DA-N)	, NOSTALGIA	ABC I, \$ 54.00 (Mc-Guild)	Gannett	Gary De Francesco
WFLA, 970, 5 KW (DA-2)	, NEWS/TALK	NBC, \$ 68.00 (Eastman)	Jacor	Dave Macejko
WHBO, 1040, 5 KW (DAYS)	, OLDIES	, \$ 38.00 (MMR)	Metroplex	Jon Pinch
WLFF, 680, 1 KW (DAYS)	, NOSTALGIA	, \$ 27.00 (---)	Century	Ted Wolfe
WQYK, 1010, 50 KW/5 KW (DA-2)	, BASICALLY A SIMULCAST WITH WQYK-F			
WRBQ, 1380, 5 KW (DA-N)	, SIMULCAST WITH WRBQ-F			
WRXB, 1590, 5 KW/1 KW (DA-2)	, BLACK	NBC, ABC C, \$ 26.00 (---)		Eugene Danzey
WSUN, 620, 10 KW (DA-N)	, COUNTRY	CBS, MBS, \$ 71.00 (CBS)	CBS	Shawn Portman
WTKN, 570, 5 KW/10 KW (DA-2)	, TALK/NEWS	MBS, CBS, \$ 48.00 (HNWH)	Susquehanna	Gordon Obarski
WTMP, 1150, 5 KW/2.5 KW (DA-2)	, BLACK	SBN, \$ 34.00 (HNWH)		Paul Major
WGUL, 860, 2 KW/1.6 KW (DA-2)	, SIMULCAST WITH WGUL-F			

FM STATIONS

WFLZ, 93.3, 99 KW @ 1350, OLDIES	, \$ 60.00 (Eastman)	Jacor	Dave Macejko
WGUL, 105.5, 3 KW @ 300, NOSTALGIA	MBS, \$ 44.00 (Roslin)	Marcocci	Carl Marcocci
WKRL, 97.9, 100 KW @ 649, CLASSIC AOR	SOURCE, \$ 79.00 (Banner)	Sandusky	Dan DiLoreto
WLVU, 106.3, 3 KW @ 300, ??	, \$ 35.00 (---)		Greg Cohane
WNLT, 95.7, 100 KW @ 650, AC	, \$ 84.00 (MMR)	Metroplex	Jon Pinch
KQYK, 99.5, 100 KW @ 550, COUNTRY	, \$ 136.00 (Katz)	Infinity	Charlie Ochs
WRBQ, 104.7, 100 KW @ 555, CHR	ABC F, \$ 325.00 (Christal)	Edens	---
WUSA, 100.7, 100 KW @ 630, AC	, \$ 108.00 (Mc-Guild)	Gannett	Gerry De Francesco
WWRM, 107.3, 100 KW @ 649, SOFT AC	, \$ 80.00 (Durpetti)	Cox	Bob Huntley
WXCR, 92.5, 50 KW @ 500, CLASSICAL	UPI, \$ 48.00 (CMBS)	Entercom	Richard Roslow
WYNE, 94.9, 100 KW @ 1360, AOR	RADRAD, \$ 98.00 (CBS)	CBS	Shawn Portman
WHVE, 102.5, 100 KW @ 570, JAZZ/NAC	, \$ 58.00 (HNWH)	Susquehanna (SARASOTA)	Gordon Obarski
WDUV, 103.3, 100 KW @ 649, BTPL/EZ	MBS, \$ 60.00 (Christal)	(BRADENTON)	Bob Nelson

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES



TERRE HAUTE

Arbitron Rank/Pop (12+): 170/174,300

MSA Rank/Pop: 268/133,900

ADI # 124

Average Person Ratings: 17.1

Market TSL: 23.0 hours

Stations: 15/13  
Diaries: 558/312:1/54.1%  
Sample Target: 550  
% Below Line: 1.0  
% Not Listed: 14.4

1988 Revenue: \$4,100,000  
HH Inc.: \$28,889  
Retail \$: 1.1 Bil  
Pop per Station: 13,407  
#1 Biller: NA

12+ METRO	1/4/SHARE	FAL		SPG		4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	%		25-54 Conversion	Birch Share	Birch AQH	Birch Cume
		88	88	87	87				FAL 88	SPG 88				
1. WTHI-F (C)	78/26.2	----	20.0	----	22.5	----	116/1059	693/39.8	35.5	35.2	108			WTHI-F
2. WZZQ-F (AOR)	45/15.1	----	13.2	----	15.8	----	63/753	502/28.8	27.2	25.1	98			WZZQ-F
3. WPFR-F (CHR)	34/11.4	----	18.4	----	11.0	----	42/676	443/25.4	28.6	23.8	68			WPFR-F
4. WMGI-F (AC)	30/10.1	----	13.2	----	11.9	----	39/556	417/23.9	25.0	21.9	147			WMGI-F
5. WBOW (MOR)	19/ 6.4	----	7.6	----	4.0	----	19/235	225/12.9	11.3	9.5	77			WBOW
6. WAXI-F (BB)	13/ 4.4	----	4.0	----	4.7	----	18/211	117/ 6.7	7.2	7.1	32			WAXI-F
7. WACF-F (C)	8/ 2.7	----	2.0	----	4.3	----	12/273	135/ 7.7	7.3	11.3	104			WACF-F
8. WTHI (O)	6/ 2.0	----	2.4	----	4.0	----	6/129	123/ 7.1	6.6	7.6	175			WTHI
9. WPRS (MOR)	6/ 2.0	----	2.4	----	4.7	----	12/150	87/ 5.0	5.6	7.0	35			WPRS

12+ FM SHARE (METRO): 86.67% (221 of 255) (SPG 88: 81.47%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPFR-F>>	1 WZZQ-F>>	1 WZZQ-F<	1 WTHI-F>>	1 WTHI-F>>	1 WTHI-F>>	1 WTHI-F>>	1 WTHI-F>>	1 WTHI-F>	1 WZZQ-F	1 WTHI-F>
2 WZZQ-F>>	2 WPFR-F<	2 WTHI-F>	2 WZZQ-F	2 WZZQ-F	2 WBOW	2 WZZQ-F>	2 WZZQ-F	2 WZZQ-F>	2 WTHI-F	2 WZZQ-F
3	3 WTHI-F>	3 WMGI-F	3 WMGI-F>	WMGI-F>	3 WMGI-F	3 WMGI-F	3 WMGI-F>	3 WPFR-F>	3 WPFR-F>	3 WBOW >>
4	4 WMGI-F>>	4 WPFR-F>>	4 WPFR-F>>	4 WPFR-F	4 WAXI-F	4 WPFR-F	4 WPFR-F	4 WMGI-F>>	4 WMGI-F>	4 WPFR-F
5	5	5	5	5	5	5 WBOW	5 WBOW	5	5 WBOW >>	5

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 WZZQ-F	1 WZZQ-F	1 WTHI-F	1 WTHI-F	1 WTHI-F	1 WZZQ-F>>	1 WZZQ-F>>	1 WZZQ-F>>	1 WZZQ-F>>	1 WTHI-F
WPFR-F>>	WTHI-F	2 WMGI-F>	2 WMGI-F>	2 WMGI-F>>	2 WPFR-F>>	2 WPFR-F	2 WTHI-F>	2 WTHI-F>	2 WZZQ-F>>
3 WTHI-F	3 WPFR-F	3 WZZQ-F>	3 WZZQ-F	3 WZZQ-F	3	3 WTHI-F>>	3 WPFR-F	3 WPFR-F>>	3 WPFR-F
WMGI-F>>	WMGI-F>>	4 WPFR-F>>	4 WPFR-F>>	WPFR-F	4	4	4 WMGI-F>>	4	WMGI-F>
5	5	5	5	5 WBOW	5	5	5	5	5 WTHI

FORMATS	AM	FM	TOTAL	%	SPG 88 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		36 ( 2)	36 ( 2)	14.1	20.3	WCBH-F 104.3 Casey 1.7/6.0
AOR/CLASSIC		45 ( 1)	45 ( 1)	17.6	14.2	WKZI 800 Casey 1.0/2.0
AC/OLDIES/SOFT ROCK	6 ( 1)	31 ( 2)	37 ( 3)	14.5	20.3	WSDM-F 97.7 Brazil 0.3/3.7
MOR/VARIETY	25 ( 2)		25 ( 2)	9.8	11.6	WWVR-F 105.5 W.Terre Haute 1.3/3.8
COUNTRY	3 ( 1)	86 ( 2)	89 ( 3)	34.9	26.3	
BLACK/URBAN						WDNL-F 102.1 Danville/Chmpgn 0.7/2.4
BEAUTIFUL/EASY						WRFB-F 106.5 Washington/Vncn 0.3/2.2
NEWS/TALK					0.4	
NOSTALGIA		13 ( 1)	13 ( 1)	5.1	4.3	
RELIGION/GOSPEL		4 ( 1)	4 ( 1)	1.6	1.3	
SPANISH						
CLASSICAL						
JAZZ/NEW AGE						
UNKNOWN/OTHERS		6 ( 2)	6 ( 2)	2.4	1.3	
	34 ( 4)	221 (11)	255 (15)			

RADIO STATIONS

WBOW, 1230, 1 KW	, MOR	ABC I, \$ 15.00 (Christal)	Contemp Media	Ron Mott
WPRS, 1440, 1 KW/250 W	, MOR	ABC E, \$ 9.00 (---)	(PARIS, IL)	Bill Brown
WTHI, 1480, 5 KW/1 KW (DA-2)	, OLDIES	US 2, \$ 11.00 (Katz)		Dave Liston
			(PARIS, IL)	Bill Brown
WACF-F, 98.5, 50 KW @ 500, COUNTRY		ABC E, \$ 10.00 (---)	(ROCKVILLE)	Bill Cook
WAXI-F, 104.9, 1 KW @ 440, NOST/EZ		NBC, SMN, \$ 7.00 (Regional)		Paula Padgett
WMGI-F, 100.7, 50 KW @ 500, AC		RADRAD, \$ 23.00 (Republic)		Tony Clark
WPFR-F, 102.7, 50 KW @ 500, CHR		, \$ 21.00 (K & P)		Dave Liston
WTHI-F, 99.9, 50 KW @ 494, COUNTRY		US 2, \$ 34.00 (Katz)	Contemp. Media	Ron Mott
WZZQ-F, 107.5, 28 KW @ 670, AOR		ABC R, \$ 22.00 (Christal)		

TOLEDO

Arbitron Rank/Pop (12+): 72/502,400

MSA Rank/Pop: 81/612,500

Average Person Ratings: 17.3

Market TSL: 23.00 hours

Stations: 20/13

Diaries: 1119/449:1/53.8%

Sample Target: 1010

% Below Line: 3.4

% Not Listed: 12.2

1988 Revenue: \$15,300,000

HH Inc.: \$32,816

Retail \$: 5.1 Bil

Pop per Station: 38,646

#1 Biller: WMHE-F \$3,600,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion	Birch Share	Birch AQH	Birch Cume	
1. WIOT-F (AOR)	112/12.9	11.4	12.2	10.3	9.6	11.7	182/1918	1188/23.6	23.5	21.2	99	16.0	151	1380	WIOT-F
2. WRQN-F (CHR)	98/11.3	11.8	9.0	7.2	5.7	9.8	120/1658	1251/24.9	26.1	18.5	78	14.2	134	1642	WRQN-F
3. WKKO-F (C)	84/ 9.6	9.1	10.7	10.6	14.4	10.0	107/1387	964/19.2	19.1	21.5	131	12.3	116	1014	WKKO-F
4. WLQR-F (EZ)	76/ 8.7	9.3	7.4	8.1	11.5	8.4	118/1440	952/18.9	17.2	18.8	84	4.9	46	793	WLQR-F
5. WMHE-F (CHR)	67/ 7.7	9.7	8.9	10.8	11.0	9.3	123/2367	1286/25.6	29.7	31.0	100	10.2	96	1625	WMHE-F
6. WWM-F (AC)	60/ 6.9	9.1	7.6	6.2	8.7	7.4	74/1067	926/18.4	19.1	18.9	157	5.1	48	792	WWM-F
7. WJR (MOR)	59/ 6.8	4.0	4.7	5.5	4.2	5.3	146/1693	796/15.8	12.0	12.3	101	3.6	34	646	WJR
8. WSPD (MOR)	50/ 5.7	5.7	5.2	7.2	6.2	5.9	67/1090	786/15.6	16.0	16.3	39	3.8	36	579	WSPD
9. CKLW (BB)	31/ 3.6	3.3	3.9	4.3	3.1	3.8	52/776	342/ 6.8	8.4	7.5	31	2.8	26	291	CKLW
10. WTOD (C)	29/ 3.3	2.6	6.1	3.0	4.8	3.8	30/408	376/ 7.5	7.7	11.2	73	3.3	31	332	WTOD
11. WVOI (B)	28/ 3.2	2.8	3.7	5.4	3.9	3.8	28/380	380/ 7.6	7.8	7.0	131	3.2	30	302	WVOI
12. WCWA (O)	20/ 2.3	1.3	2.8	2.8	3.4	2.3	30/478	398/ 7.9	8.7	8.5	165	2.4	23	333	WCWA
13. WOHO (C)	11/ 1.3	0.9	1.0	0.4	0.8	0.9	11/212	201/ 4.0	4.5	4.2	69	0.5	5	95	WOHO
14.															
15.															

12+ FM SHARE (METRO): 70.20% (537 of 765) (SPG 88: 70.22%)

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 WIOT-F<	1 WLQR-F	1 WRQN-F<	1 WIOT-F	1 WIOT-F	1 WIOT-F	1 WSPD >>
2 WIOT-F>	2 WRQN-F>	2 WRQN-F	2 WKKO-F	2 WKKO-F	2 WKKO-F	2 WKKO-F	2 WKKO-F	2 WRQN-F	2 WRQN-F	2 WIOT-F<
3 WMHE-F>	3 WMHE-F>	3 WMHE-F<	3 WWM-F	3 WWM-F	3 WSPD <	3 WIOT-F	3 WRQN-F	3 WLQR-F	3 WSPD >	3 WLQR-F
4 WVOI >>	4 WWM-F	4 WKKO-F<	4 WRQN-F	4 WRQN-F	4 WJR	4 WLQR-F	4 WLQR-F	4 WKKO-F	4 WJR	4 WCWA
5	5 WKKO-F>>	5 WWM-F	5 WMHE-F	5	5	5	5 WMHE-F	5	5	5
6	6	6	6 WLQR-F	6	6	6	6 WWM-F	6 WWM-F	6	6

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 WRQN-F	1 WMHE-F<	1 WMHE-F	1 WRQN-F<	1 WKKO-F	1 WIOT-F>>	1 WIOT-F>>	1 WIOT-F>>	1 WIOT-F>>	1 WIOT-F>
2 WMHE-F>	2 WRQN-F	2 WWM-F	2 WMHE-F	2 WWM-F	2 WRQN-F>>	2 WRQN-F>>	2 WRQN-F	2 WRQN-F>	2 WKKO-F
3 WIOT-F>>	3 WIOT-F>	WKKO-F	3 WKKO-F	3 WMHE-F	3 WMHE-F>	3 WWM-F	3 WWM-F	3 WWM-F	3 WWM-F
4 WWM-F	4 WWM-F	WIOT-F	4 WWM-F<	4 WRQN-F	4	WKKO-F	WKKO-F	4 WKKO-F	4 WJR
5	5 WKKO-F	5 WRQN-F	5 WIOT-F	5	5	5 WMHE-F	5	5	5 WRQN-F
									WLQR-F

FORMATS	AM	FM	TOTAL	%	SPG 88 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		170 ( 3)	170 ( 3)	22.2	18.6	WMTR-F 95.9 Rchbold/Wauseon 0.5/1.6
AOR/CLASSIC		116 ( 2)	116 ( 2)	15.2	11.9	WTWR-F 98.3 Monroe 0.7/2.5
AC/OLDIES/SOFT ROCK	20 ( 1)	78 ( 4)	98 ( 5)	12.8	14.4	
MOR/VARIETY	109 ( 2)		109 ( 2)	14.2	12.0	CKMR-F 93.9 Windsor 0.9/3.2
COUNTRY	40 ( 2)	84 ( 1)	124 ( 3)	16.2	21.2	WHYT-F 96.3 Detroit 0.6/1.9
BLACK/URBAN	28 ( 1)	10 ( 1)	38 ( 2)	5.0	5.4	WJLB-F 97.9 Detroit 1.1/3.3
BEAUTIFUL/EASY		76 ( 1)	76 ( 1)	9.9	13.2	WKXA-F 100.5 Findlay 0.3/1.2
NEWS/TALK						WRIF-F 101.1 Detroit 0.5/3.6
NOSTALGIA	31 ( 1)		31 ( 1)	4.1	3.4	
RELIGION/GOSPEL						
SPANISH						
CLASSICAL						
JAZZ/NEW AGE						
UNKNOWN/OTHERS		3 ( 1)	3 ( 1)	0.4		
	228 ( 7)	537 ( 13)	765 ( 20)			

RADIO STATIONS

WCWA, 1230, 1 KW	, OLDIES	MBS, CBS, \$ 20.00 (Eastman)	Reams	Pete Cavanaugh
WOHO, 1470, 1 KW (DA-2)	, COUNTRY	, \$ 16.00 (Durpetti)		Jeff Schwartz
WSPD, 1370, 5 KW (DA-N)	, MOR	NBC, \$ 42.00 (Katz)	WHP, Inc.	---
WTOD, 1560, 5 KW (DAYS, DA)	, COUNTRY	ABC I, \$ 31.00 (Country)	Booth	Clyde Roberts
WVOI, 1520, 1 KW (DA-2)	, BLACK	SBN, \$ 19.00 (Roslin)		Charles Welch
WIOT-F, 104.7, 50 KW @ 500, AOR		SOURCE, \$ 60.00 (Eastman)	Reams	Pete Cavanaugh
WLQR-F, 101.5, 15 KW @ 810, BTFL/EZ		ABC D, \$ 46.00 (Katz)	WHP, Inc.	---
WRQN-F, 93.5, 2 KW @ 400, CHR		, \$ 26.00 (Banner)	(BOWLING GREEN)	Bob Lafferty
WKKO-F, 99.9, 50 KW @ 500, COUNTRY		ABC F, \$ 51.00 (MMR)	Booth	Clyde Roberts
WWM-F, 105.5, 2.7 KW @ 341, AC		, \$ 43.00 (Durpetti)		Jeff Schwartz
WMHE-F, 92.5, 50 KW @ 480, CHR		ABC F, \$ 79.00 (Christal)	Osborn	Ruth Ray

CKLW, WSPD -- See Denver

TOPEKA

Arbitron Rank/Pop (12+): 167/177,900

Stations: 18/8

1988 Revenue: \$6,000,000

MSA Rank/Pop: 234/162,300

Diaries: 551/323:1/54.6%

HH Inc.: \$37,443

ADI # 131

Sample Target: 550

Retail \$: 1.2 Bil

Average Person Ratings: 17.8

% Below Line: 6.0

Pop per Station: 22,237

Market TSL: 23.75 hours

% Not Listed: 14.2

#1 Biller: NA

12+ METRO	1/4/SHARE	FAL		SPG		4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	%		Birch Share	Birch AQH	Birch Cume		
		88	88	87	87				25-54 Conversion	88				88	
1. KMAJ-F (AC)	56/17.7	----	12.5	----	12.3	----	83/792	480/27.0	24.5	21.3	149	14.8	44	419	KMAJ-F
2. KTPK-F (C)	42/13.3	----	16.5	----	17.1	----	83/817	452/25.4	25.7	24.0	105	12.8	38	456	KTPK-F
3. WIBW-F (CHR)	30/ 9.5	----	11.7	----	12.7	----	57/1137	476/26.8	28.5	30.5	88	13.8	41	615	WIBW-F
4. KDVV-F (CHR)	25/ 7.9	----	7.7	----	9.9	----	35/605	406/22.8	18.8	20.7	92	8.1	24	450	KDVV-F
5. WDAF (C)	23/ 7.3	----	4.4	----	4.8	----	72/719	230/12.9	9.5	13.8	77	5.4	16	214	WDAF
6. WIBW (C)	21/ 6.6	----	9.5	----	8.6	----	64/790	307/17.3	19.2	17.7	59	4.7	14	299	WIBW
7. KYYS-F (AOR)	18/ 5.7	----	5.1	----	5.8	----	31/490	241/13.5	13.1	10.7	98	8.4	25	344	KYYS-F
8. KHUM-F (AC)	16/ 5.1	----	6.6	----	1.7	----	29/399	225/12.6	10.4	5.5	110	4.0	12	229	KHUM-F
9. KLZR-F (CHR)	10/ 3.2	----	2.2	----	1.0	----	37/419	202/11.4	5.7	4.1	69	3.0	9	152	KLZR-F
10. KTOP (BB)	7/ 2.2	----	5.9	----	6.5	----	7/178	171/ 9.6	11.4	11.9	27	4.0	12	223	KTOP

12+ FM SHARE (METRO): 77.86% (211 of 271) (SPG 88: 74.07%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIBW >	1 KMAJ-F>>	1 KMAJ-F>>	1 KMAJ-F>>	1 KMAJ-F>>	1 KTPK-F>	1 KMAJ-F	1 KMAJ-F>	1 KMAJ-F	1 WIBW	1 KMAJ-F>
2 KDVV-F>>	2 KYYS-F	2 KTPK-F>	2 KTPK-F>	2 KTPK-F>	2 KMAJ-F	2 KTPK-F>	2 KTPK-F>	2 KTPK-F>	2 KMAJ-F	2 WDAF >
3 KLZR-F>>	3 WIBW-F	3 WIBW-F	3 WIBW-F	3 WIBW-F	3 WDAF	3 WIBW-F	3 WDAF	3 WIBW-F	3 KTPK-F	3 KDVV-F>
4	4 KDVV-F	4 KDVV-F	4 KDVV-F	4 KDVV-F	WIBW >	4 WDAF <	4 WIBW-F	4 KDVV-F	4 WIBW-F>	4 WIBW
5	5 KTPK-F	5 KYYS-F	5 KYYS-F	5	5 KHUM-F	5 WIBW	5 KDVV-F	5 WDAF	5 KDVV-F	5

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 KMAJ-F>	1 KMAJ-F>>	1 KMAJ-F>>	1 KMAJ-F>>	1 KMAJ-F>>	1 KYYS-F>	1 KMAJ-F	1 KMAJ-F>>	1 KMAJ-F>	1 KMAJ-F>
2 WIBW-F>	2 WIBW-F	2 WIBW-F>	2 WIBW-F	2 KTPK-F	2 KTPK-F>	2 KYYS-F>	2 KYYS-F>	2 KTPK-F	2 KTPK-F>>
KDVV-F>	3 KDVV-F	3 KYYS-F	3 KDVV-F	3 WIBW-F	3 WIBW-F	3 KTPK-F	3 KDVV-F>	3 KTPK-F	3 KYYS-F>
4 KLZR-F	4 KLZR-F	KLZR-F	4 KTPK-F>>	4 KDVV-F	KDVV-F>	KDVV-F	4 WIBW-F	4 WIBW-F	KYYS-F
KTPK-F	5	KDVV-F	5	5	5 KMAJ-F>>	5 WIBW-F>>	KTPK-F	5	5

FORMATS	AM	FM	TOTAL	%	SPG 88 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		65 ( 3)	65 ( 3)	24.0	22.2	KEWI 1440 Topeka 1.3/7.9
AOR/CLASSIC		19 ( 2)	19 ( 2)	7.0	9.1	
AC/OLDIES/SOFT ROCK	1 ( 1)	72 ( 2)	73 ( 3)	26.9	21.4	KCFX-F 100.7 Harrisnl/KsCty 0.3/2.0
MOR/VARIETY					0.4	KCMO 810 Kansas City 1.3/5.4
COUNTRY	44 ( 2)	43 ( 2)	87 ( 4)	32.1	36.2	KCWV-F 98.9 Leavenwrth/KsCy 0.6/1.8
BLACK/URBAN		5 ( 1)	5 ( 1)	1.8	1.6	KFKF 1340 Kansas City
BEAUTIFUL/EASY		5 ( 1)	5 ( 1)	1.8	7.4	KFKF-F 94.1 Kansas City 0.3/2.8
NEWS/TALK	8 ( 2)		8 ( 2)	3.0	1.6	KMBR-F 99.7 Kansas City 1.6/2.6
NOSTALGIA	7 ( 1)		7 ( 1)	2.6		KPRS-F 103.3 Kansas City 1.6/3.7
RELIGION/GOSPEL						WHB 710 Kansas City 0.3/2.3
SPANISH						
CLASSICAL						
JAZZ/NEW ACF		2 ( 1)	2 ( 1)	0.7		
UNKNOWN/OTHERS						
	60 ( 6)	211 (12)	271 (18)			

RADIO STATIONS

KEWI, 1440, 5 KW/1 KW (DA-2)	TALK	ABC 1, \$ 12.00 (Torbet)	Fritz Reynolds
KTOP, 1490, 1 KW	OLDIES	MBS, \$ 14.00 (Banner)	Don Neer
WIBW, 580, 5 KW (DA-N)	COUNTRY	CBS, MBS, \$ 20.00 (Katz)	Uno Stauffer Jerry Holley
KDVV-F, 100.3, 100 KW @ 1000, CHR		\$ 19.00 (Banner)	Uno
KHUM-F, 95.7, 100 KW @ 900, SOFT AC		\$ 17.00 (Christal)	Target (OTTAWA)
KMAJ-F, 107.7, 100 KW @ 1150, AC		\$ 30.00 (Torbet)	Fritz Reynolds
KTPK-F, 106.9, 100 KW @ 1210, COUNTRY		\$ 34.00 (HRWH)	Pat Powers
WIBW-F, 97.3, 100 KW @ 1217, CHR		\$ 23.00 (Katz)	Uno Stauffer Jerry Holley
KLZR-F, 105.9, 100 KW @ 771, CHR		APR, SMN, \$ 15.00 (---)	(LAWRENCE) Hank Booth

MISCELLANEOUS COMMENTS: KEWI changes from COUNTRY to TALK...KHUM changes from EZ to AC...WREN sold to UNO for \$375,000... KHUM-F (Ottawa) sold by Arrow for \$1,800,000...KTPK-F (Marshfield) sold to Borders for \$1,000,000 (Peterson).

TUCSON  
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Arbitron Rank/Pop (12+): 63/543,600

MSA Rank/Pop: 78/625,300

ADI # 83  
Average Person Ratings: 17.8  
Market TSL: 24.00 hours

Stations: 22/20  
Diaries: 1014/536:1/56.8%  
Sample Target: 880  
% Below Line: 0.5  
% Not Listed: 12.6

1988 Revenue: \$17,100,000  
HH Inc.: \$27,740  
Retail \$: 4.0 Bil  
Pop per Station: 27,180  
#1 Biller: KRQQ-F \$2,900,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion	Birch Share	Birch AQH	Birch Cume	
1. KRQQ-F (CHR)	208/21.5	23.0	18.0	22.4	20.5	21.2	234/2158	2014/37.0	35.0	34.6	73	29.3	283	2059	KRQQ-F
2. KWFM-F (O)	80/ 8.3	5.0	6.1	8.4	9.0	6.9	85/1207	1098/20.2	17.5	19.0	170	6.4	62	907	KWFM-F
3. KJYK-F (EZ)	77/ 8.0	7.6	6.0	8.2	9.5	7.4	82/969	900/16.6	14.8	14.9	129	3.6	35	546	KJYK-F
4. KLPX-F (AOR)	76/ 7.9	8.9	7.6	8.8	7.6	8.3	87/1030	984/18.1	19.0	19.2	104	12.8	124	1181	KLPX-F
5. KIIM-F (C)	67/ 6.9	10.4	11.6	10.2	11.2	9.8	70/836	763/14.0	20.0	19.6	129	9.5	92	921	KIIM-F
6. KNST (N/T)	39/ 4.0	4.0	4.4	3.0	3.7	3.8	40/628	603/11.1	13.2	8.2	80	4.6	44	628	KNST
7. KCUB (C)	18/ 3.9	2.7	3.2	2.4	3.7	3.1	38/460	437/ 8.0	8.2	8.5	62	4.1	40	374	KCUB
8. KMRR (BB)	14/ 3.5	3.9	5.3	1.5	0.7	3.6	34/322	322/ 5.9	7.5	2.0	63	2.6	25	218	KMRR
9. KUPD-F (AOR)	29/ 3.0	2.7	2.0	2.9	2.8	2.7	37/485	395/ 7.3	6.7	7.5	113	4.0	39	368	KUPD-F
10. KGVY (BB)	28/ 2.9	3.6	5.2	2.2	1.9	3.5	29/258	247/ 4.5	5.4	3.9	14	1.0	10	125	KGVY
11. KOYT-F (EZ)	25/ 2.6	2.1	1.3	1.2	1.4	1.8	25/375	364/ 6.7	4.4	6.1	46	1.3	13	216	KOYT-F
12. KTKT (N/T)	22/ 2.3	0.9	0.8	1.9	1.2	1.5	22/475	426/ 7.8	4.9	4.0	104	0.5	5	148	KTKT
13. KQTL (SP)	20/ 2.1	3.8	1.5	1.9	1.4	2.3	20/205	202/ 3.7	4.4	2.5	162	0.6	6	90	KQTL
14. KTUC (T)	17/ 1.8	1.6	1.3	1.7	1.8	1.6	17/316	305/ 5.6	6.1	6.0	100	0.6	6	219	KTUC
15. KAWV-F (J/NA)	16/ 1.7	0.9	1.9	2.2	1.4	1.7	16/280	280/ 5.2	5.7	3.7	94	2.0	19	316	KAWV-F
16. KAIR (O)	15/ 1.6	0.9	1.8	2.7	2.4	1.8	15/206	206/ 3.8	4.5	6.4	75	0.5	5	201	KAIR
17. KCEE (O)	14/ 1.4	2.0	2.4	1.6	2.2	1.9	15/291	262/ 4.8	5.5	4.5	143	1.2	12	186	KCEE
18.															
19.															
20.	12+ 1M SHARE (METRO):	70.14%	(592 of 844)	(SPG 88: 71.90%)											

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 KWFM-F	1 KRQQ-F>>	1 KRQQ-F>	1 KRQQ-F>>	1 KRQQ-F>>	1 KNST >>
2	2 KLPX-F>	2 KWFM-F	2 KWFM-F>	2 KWFM-F>	2 KJYK-F<	2 KWFM-F	2 KJYK-F	2 KLPX-F<	2 KLPX-F	2 KRQQ-F
3	3 KJYK-F	3 KLPX-F	3 KJYK-F	3 KJYK-F	3 KIIM-F	3 KJYK-F<	3 KWFM-F	3 KJYK-F<	3 KWFM-F	3 KJYK-F
4	4 KWFM-F	4 KJYK-F>	4 KLPX-F	4 KIIM-F	4 KRQQ-F	4 KLPX-F	4 KLPX-F	4 KWFM-F	4 KNST	4
5	5 KIIM-F	5 KIIM-F	KIIM-F>>	5 KLPX-F>>	KCUB	5 KIIM-F	5 KIIM-F	KIIM-F	5	5

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 KLPX-F	1 KRQQ-F	1 KRQQ-F	1 KRQQ-F<	1 KWFM-F
2 KJYK-F	2 KJYK-F	2 KJYK-F	2 KJYK-F	2 KJYK-F	2 KRQQ-F>>	KLPX-F>>	2 KLPX-F	2 KLPX-F	2 KRQQ-F
3 KLPX-F>>	3 KIIM-F	KIIM-F>	3 KIIM-F<	3 KIIM-F	3 KJYK-F	3 KUPD-F	3 KWFM-F	3 KWFM-F>>	3 KLPX-F>
4	4 KLPX-F	4 KWFM-F	4 KWFM-F	4 KWFM-F	4 KUPD-F>>	4 KWFM-F	4 KUPD-F	4 KUPD-F	4 KJYK-F
5	5	5	5 KLPX-F>>	5	5	5	5	KJYK-F	5 KIIM-F

FORMATS	AM	FM	TOTAL	%	SPG 88 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		208 ( 1)	208 ( 1)	24.6	23.6	KTZR 1450 Tucson 1.0/2.0
AOR/CLASSIC		105 ( 2)	105 ( 2)	12.4	13.4	KVOI 690 Tucson 0.6/1.6
AC/OLDIES/ROCK	29 ( 2)	80 ( 1)	109 ( 3)	12.9	16.6	KXEW 1600 Tucson 0.9/2.6
MOR/VARIETY						KXMG-F 98.3 Marana 0.9/2.1
COUNTRY	38 ( 1)	72 ( 2)	110 ( 3)	13.0	16.8	
BLACK/URBAN					1.6	KNIX 1580 Tempe/Phoenix
BEAUTIFUL/EASY		102 ( 2)	102 ( 2)	12.1	10.7	KNIX-F 102.5 Phoenix 0.5/1.2
NEWS/TALK	78 ( 3)		78 ( 3)	9.2	7.3	
NOSTALGIA	62 ( 2)		62 ( 2)	7.3	2.9	
RELIGION/GOSPEL	6 ( 1)		6 ( 1)	0.7	1.1	
SPANISH	39 ( 3)	9 ( 1)	48 ( 4)	5.7	4.4	
CLASSICAL						
JAZZ/NEW AGE		16 ( 1)	16 ( 1)	1.9	1.6	
UNKNOWN/OTHERS						

RADIO STATIONS

KAIR, 1490, 1 KW (DA-1)	, OLDIES	NBC, \$ 16.00 (Christal)	Duchossois	Dick Stein
KCEE, 790, 5 KW/500 W (DA-2)	, OLDIES	SMN, \$ 20.00 (MMR)	American	Laury Browning
KCUB, 1290, 1 KW	, COUNTRY	, \$ 32.00 (Katz)		Jim Slone
KGVY, 1080, 1 KW (DAYS)	, NOSTALGIA	APR, \$ 20.00 (---)		Joe Crystal
KMRR, 1330, 2 KW/5 KW (DA-2)	, NOSTALGIA	SMN, \$ 21.00 (Republic)		Laurie Weisert
KNST, 940, 1 KW/250 W (DA-2)	, NEWS/TALK	ABC T, MBS, \$ 30.00 (Mc-Guild)	Nationwide	Clancy Woods
KQTL, 1210, 10 KW/1 KW (DA-2)	, HISPANIC	, \$ 18.00 (Caballero)		Ernesto Portillo
KTKT, 990, 10 KW/1 KW (DA-N)	, NEWS/TALK	UPI, TRNSTR, \$ 18.00 (HNWH)	Lotus	Allan Hammarl
KTUC, 1400, 1 KW	, TALK	CHS, CNN, \$ 17.00 (Roslin)		Tom Maples
KXEW, 1600, 1 KW (DA-2)	, HISPANIC	CRC, \$ 15.00 (Lotus)		Pablo Ortiz
KAWV-F, 103.1, .6 KW @ 610, JAZZ/NAC		SMN, \$ 16.00 (Republic)	(ORACLE)	Laurie Weisert
KIIM-F, 99.9, 93 KW @ 2000, COUNTRY		, \$ 44.00 (Katz)		Jim Slone
KJYK-F, 94.9, 97 KW @ 1952, SOFT AC/EZ		, \$ 42.00 (Christal)	Duchossois	Dick Stein
KOYT-F, 96.1, 93 KW @ 100, AOR		, \$ 35.00 (HNWH)	Lotus	Allan Browning
KOYT-F, 92.1, 1.8 KW @ 145, BTFL/EZ		, \$ 17.00 (K & P)	(GREEN VALLEY)	Ed Pittsley
KRQQ-F, 93.7, 91 KW @ 2000, CHR		, \$ 65.00 (Mc-Guild)	Nationwide	Clancy Woods
KWFM-F, 92.9, 90 KW @ 2036, OLDIES		RADRAD, \$ 53.00 (MMR)	American	Laury Browning
KXMG-F, 98.3, 3 KW @ 200, HISPANIC		CRC, \$ 14.00 (Lotus)	(MARANA)	Pablo Ortiz

MISCELLANEOUS COMMENTS: KPXX-F changes calls to KOYT (Jan.)...KOYT changes to BTFL (Jan.).  
KJMM sold for \$1,050,000.

TULSA

Arbitron Rank/Pop (12+): 57/649,100  
 MSA Rank/Pop: 68/733,000  
 Average Person Ratings: 16.8  
 Market TSL: 22.25 hours

Stations: 19/19  
 Diaries: 1176/552:1/54.2%  
 Sample Target: 970  
 % Below Line: 0.0  
 % Not Listed: 10.7

1988 Revenue: \$18,000,000  
 HH Inc.: \$30,604  
 Retail \$: 4.8 Bil  
 Pop per Station: 34,163  
 #1 Biller: KWEN-F \$2,900,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion	Birch Share	Birch AQH	Birch Cume
1. KWEN-F (C)	127/11.7	8.1	8.4	9.1	12.1	9.3	166/2411	1651/25.4	19.5	22.6	124	10.2	111	1450
2. KMOD-F (AOR)	115/10.6	11.0	14.4	12.2	13.1	12.1	188/1873	1190/18.3	20.4	22.1	108	14.6	159	1244
3. KRMG (MOR)	101/ 9.3	11.0	9.2	10.1	9.4	9.9	138/1621	1252/19.3	23.9	20.3	76	8.3	91	1276
KAYI-F (CHR)	101/ 9.3	8.0	9.0	9.8	10.4	9.0	126/1785	1384/21.3	21.2	21.8	45	14.1	154	1565
5. KBEZ-F (EZ)	89/ 8.2	9.4	8.0	9.1	8.2	8.7	116/1440	1107/17.1	17.9	16.3	91	5.9	64	578
6. KVOO (C)	78/ 7.2	7.4	7.2	8.6	9.7	7.6	114/1641	1024/15.8	14.3	14.8	76	5.4	59	659
7. KMYZ-F (CHR)	69/ 6.3	5.4	6.2	5.6	6.1	5.9	120/1808	1139/17.5	17.8	17.1	81	7.1	78	1411
8. KVLTF-F (O)	53/ 4.9	6.4	3.2	3.6	2.7	4.5	84/1329	783/12.1	10.0	8.5	151	4.0	44	634
9. KVOO-F (C)	51/ 4.7	4.6	4.0	4.4	2.3	4.4	69/1066	688/10.6	9.8	7.0	109	6.0	59	659
10. KRAV-F (AC)	46/ 4.2	3.7	6.1	5.1	5.6	4.8	53/773	644/ 9.9	14.3	15.2	124	3.3	36	838
11. KQMJ-F (AC)	45/ 4.1	3.5	4.9	4.0	3.0	4.1	55/991	597/ 9.2	11.2	8.0	159	3.1	34	383
12. KTFX-F (C)	27/ 2.5	4.0	4.3	3.2	3.2	3.5	57/999	455/ 7.0	9.7	10.9	92	2.7	30	437
13. KBLK (B)	20/ 1.8	2.3	0.9	1.2	0.4	1.5	20/204	204/ 3.1	2.9	1.8	100	1.4	15	144

12+ FM SHARE (METRO): 77.26% (751 of 972) (SPG 88: 75.45%)

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

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 KAYI-F	1 KMOD-F<	1 KWEN-F	1 KWEN-F>	1 KWEN-F	1 KAYI-F	1 KMOD-F>>	1 KMOD-F>>	1 KMOD-F>	1 KMOD-F
2 KMYZ-F	2 KAYI-F<	2 KMOD-F>	2 KMOD-F<	2 KBEZ-F>	2 KMOD-F>>	2 KAYI-F>	2 KWEN-F	2 KWEN-F	2 KWEN-F>
3 KMOD-F>	3 KWEN-F<	3 KVLTF-F	3 KAYI-F	3 KRAV-F	3 KMYZ-F>>	3 KMYZ-F	3 KMYZ-F	3 KAYI-F	3 KRMG
4 KWEN-F	4 KMYZ-F>	KRAV-F	4 KBEZ-F	KMOD-F	4 KWEN-F	4 KWEN-F	4 KQMJ-F>	4 KVLTF-F	4 KVLTF-F
5 KRAV-F>>	5 KRAV-F	KQMJ-F	5 KRAV-F	5 KVLTF-F	5	5	5 KVOO-F	5 KMYZ-F	5
6	6	KMYZ-F	KMYZ-F	KQMJ-F	6	6	6 KRAV-F	6	6

FORMATS	AM	FM	TOTAL	%	SPG 88	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		170 ( 2)	170 ( 2)	17.5	18.2	KCFO 970 Tulsa 0.9/2.7
AOR/CLASSIC		115 ( 1)	115 ( 1)	11.8	14.4	KCMA-F 92.1 Broken Arrow 0.8/2.3
AC/OLDIES/SOFT ROCK		144 ( 3)	144 ( 3)	14.8	14.3	KGTO 1050 Tulsa 0.5/1.4
MOR/VARIETY	101 ( 1)		101 ( 1)	10.4	10.4	KMYZ 1570 Pryor/Tulsa
COUNTRY	85 ( 2)	211 ( 4)	296 ( 6)	30.5	30.1	KREK-F 104.9 Bristow 0.6/0.8
BLACK/URBAN	20 ( 1)		20 ( 1)	2.1		KTOW 1340 Sand Springs 0.6/1.0
BEAUTIFUL/EASY NEWS/TALK		89 ( 1)	89 ( 1)	9.2	9.0	KXOJ-F 100.9 Sapulpa/Tulsa 1.2/2.6
NOSTALGIA	5 ( 1)		5 ( 1)	0.5		
RELIGION/GOSPEL	10 ( 1)	13 ( 1)	23 ( 2)	2.4	2.5	
SPANISH						
CLASSICAL		9 ( 1)	9 ( 1)	0.9	1.1	
JAZZ/NEW AGE						
UNKNOWN/OTHERS						
	221 ( 6)	751 ( 13)	972 ( 19)			

RADIO STATIONS

KBLK, 1550, 2.5 KW/350 W (DA-2), BLACK	\$ 17.00 (---)	
KCFO, 970, 2.5 KW/1 KW (DA-2), RELIGION	\$ 12.00 (---)	Salem Ken Staley
KRMG, 740, 50 K2/25 KW (DA-2), MOR	ABC I, \$ 55.00 (Katz)	NewCity Gerardo Tabio
KVOO, 1170, 50 KW (DA-N), COUNTRY	CNN, \$ 44.00 (Eastman)	Ron Blue
KAYI-F, 106.9, 100 KW @ 1010, CHR	ABC F, \$ 55.00 (Katz)	Narragansett Michael Johnson
KBEZ-F, 92.9, 100 KW @ 1318, EZ	ABC D, \$ 39.00 (Christal)	ML/WIN Linda Taber
KCMA-F, 92.1, 3 KW @ 300, CLASSICAL	\$ 17.00 (CMBS)	John Major
KMOD-F, 97.5, 100 KW @ 1330, AOR	\$ 68.00 (HNWH)	Clear Channel Bill Paddock
KMYZ-F, 103.3, 70 KW @ 1200, CHR	ABC R, \$ 32.00 (Banner)	Shamrock-Lynett (PRYOR) Rick Cohn
KQMJ-F, 99.5, 100 KW @ 984, AC	\$ 30.00 (Banner)	(HENRYETTA) Gerock Swanson
KRAV-F, 96.5, 100 KW @ 1329, AC	\$ 42.00 (Republic)	Jim Van Sickle
KTFX-F, 103.3, 100 KW @ 1280, COUNTRY	\$ 30.00 (---)	Ron Whitaker
KVLTF-F, 106.1, 100 KW @ 1315, OLDIES	\$ 29.00 (Christal)	Federated (OWASSO) Steve Nicholl
KVOO-F, 98.5, 100 KW @ 1135, COUNTRY	\$ 26.00 (Eastman)	Ron Blue
KWEN-F, 95.5, 100 KW @ 1128, COUNTRY	\$ 77.00 (Katz)	NewCity Gerardo Tabio

MISCELLANEOUS COMMENTS: KXOJ changes calls to KBLK (March)...KBLK changes to BLACK (March)...

UTICA-ROME

Arbitron Rank/Pop (12+): 132/268,400

Stations: 25/15  
Diaries: 690/346:1/57.5%  
Sample Target: 650  
% Below Line: 9.6  
% Not Listed: 11.8

1988 Revenue: \$7,000,000  
HH Inc.: \$30,981  
Retail \$: 1.9 Bil  
Pop per Station: 17,893  
#1 Biller: NA

MSA Rank/Pop: 148/313,900

ADI # 159

Average Person Ratings: 17.4

Market TSL: 23.0 hours

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion	Birch Share	Birch AQH	Birch Cume	
1. WFRG-AF (C)	72/15.5	----	10.2	----	1.5	----	79/642	517/19.3	13.6	5.3	101	11.0	50	465	WFRG-AF
2. WOUR-F (AOR)	64/13.7	----	12.5	----	11.7	----	66/693	604/22.5	23.6	20.9	120	17.5	84	777	WOUR-F
3. WRCK-F (CHR)	47/10.1	----	8.7	----	8.1	----	55/795	673/25.1	21.8	21.7	64	13.6	65	820	WRCK-F
4. WIBX (N/T)	38/ 8.1	----	11.8	----	9.8	----	39/544	485/18.1	21.6	22.1	37	6.7	32	490	WIBX
5. WUUU-F (AC)	34/ 7.3	----	8.9	----	4.7	----	34/574	531/19.8	15.3	11.1	155	6.7	32	368	WUUU-F
6. WKGW-F (AC)	25/ 5.4	----	4.9	----	5.7	----	27/563	520/19.4	14.5	16.3	144	6.5	31	457	WKGW-F
7. WYUT-F (BB)	20/ 4.3	----	2.9	----	6.2	----	20/256	254/ 9.5	8.9	11.4	51	1.3	6	194	WYUT-F
8. WNYZ-F (CHR)	20/ 4.3	----	9.6	----	11.3	----	21/595	510/19.0	19.8	26.2	121	6.5	11	510	WNYZ-F
9. WTLB (O)	18/ 3.9	----	4.7	----	3.6	----	18/307	270/10.1	11.1	11.0	146	3.8	18	195	WTLB
10.															

12+ FM SHARE (METRO): 76.21% (314 of 412) (SPG 88: 69.21%)

TEENS 18-34 18-49 25-49 25-54 35+ 12+ AMD 12+ MID 12+ PMD 12+ EVE OVERNIGHT

1 WRCK-F>>	1 WOUR-F>>	1 WOUR-F>	1 WOUR-F>	1 WOUR-F<	1 WFRG-AF>	1 WFRG-AF	1 WOUR-F	1 WFRG-AF<	1 WRCK-F>	1 WFRG-F>
2 WOUR-F	2 WFRG-AF	2 WFRG-AF>	2 WFRG-AF	2 WFRG-AF>	2 WIBX >	2 WFRG-AF	2 WFRG-AF>	2 WOUR-F>	2 WOUR-F>	2 WKGW-F
3 WRCK-F	3 WUUU-F	3 WUUU-F>	3 WUUU-F>	3 WUUU-F>	3 WUUU-F	3 WOUR-F	3 WUUU-F	3 WRCK-F	3 WFRG-AF	3 WOUR-F
4 WNYZ-F	4 WRCK-F	4 WKGW-F	4 WKGW-F	4 WKGW-F	4 WYUT-F	4 WRCK-F>	4 WIBX	4 WUUU-F	4 WIBX	4 WIBX
5 WKGW-F	5 WKGW-F	5	5	5	5	5 WUUU-F	5	5	5 WKGW-F	5

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 WOUR-F	1 WOUR-F	1 WUUU-F	1 WUUU-F	1 WUUU-F	1 WOUR-F>>	1 WOUR-F>>	1 WOUR-F>>	1 WOUR-F>>	1 WOUR-F>
2 WRCK-F>	2 WRCK-F	2 WKGW-F	2 WRCK-F	2 WFRG-AF	2 WFRG-AF>	2 WFRG-AF>	2 WFRG-AF	2 WFRG-AF>>	2 WFRG-AF>>
3 WKGW-F>>	3 WKGW-F	3 WOUR-F	3 WKGW-F	3 WKGW-F>	3 WNYZ-F>	3 WNYZ-F	3	3	3 WUUU-F
4 WUUU-F	4 WUUU-F	4 WRCK-F	4 WOUR-F	4 WRCK-F	4 WAQX-F	4	4	4	4 WTLB
5	5	5 WNYZ-F	5 WFRG-AF	5	5 WRCK-F>>	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 88 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		71 ( 3)	71 ( 3)	17.2	21.7	WADR 1480 Rensen 1.1/2.2
AOR/CLASSIC		76 ( 3)	76 ( 3)	18.4	15.0	WLFH 1230 Little Falls 1.9/4.4
AC/OLDIES/SOFT ROCK	18 ( 1)	68 ( 4)	86 ( 5)	20.9	16.7	WRUN 1150 Utica/Rome 0.4/3.6
MOR/VARIETY	9 ( 2)		9 ( 2)	2.2	6.9	WUTQ 1550 Utica 1.5/5.9
COUNTRY	18 ( 3)	68 ( 1)	86 ( 4)	20.9	16.7	WYUT 1420 Herkimer 1.3/3.8
BLACK/URBAN						
BEAUTIFUL/EASY		5 ( 1)	5 ( 1)	1.2	1.0	WAQX-F 95.7 Manlius/Syracuse 1.9/5.4
NEWS/TALK	38 ( 1)		38 ( 1)	9.2	13.1	WGY 810 Schenectady/Alb 0.4/2.1
NOSTALGIA	13 ( 2)	20 ( 1)	33 ( 3)	8.0	7.1	WKFM-F 104.7 Fulton/Syracuse 0.6/3.8
RELIGION/GOSPEL	2 ( 1)	2 ( 1)	4 ( 2)	1.0	1.2	WMHR-F 102.9 Syracuse 0.4/1.7
SPANISH						WNTQ-F 93.1 Syracuse 0.9/4.6
CLASSICAL						WRHP-F 107.9 Syracuse 1.1/3.1
JAZZ/NEW AGE						WSEN 1050 Baldwinvl/Syrac 0.6/2.2
UNKNOWN/OTHERS		4 ( 1)	4 ( 1)	1.0	0.5	WSEN-F 92.1 Baldwinvl/Syra 0.9/2.9
	98 (10)	314 (15)	412 (25)			WSHQ-F 103.5 Coblskl 1.5/4.1
						WSYR 570 Syracuse 1.5/4.1
						WYYY-F 94.5 Syracuse 1.3/5.3

RADIO STATIONS

WIBX, 950, 5 KW (DA-1)	TALK/MOR	ABC 1, CBS, \$ 29.00 (Mc-Guild)				
WTLB, 1310, 5 KW/500 W (DA-2)	OLDIES	ABC D, \$ 17.00 (Eastman)			H & D	Tom Yourchak
WUTQ, 1550, 1 KW	NOSTALGIA	ABC E, \$ 13.00 (Durpetti)			Premier	Bruce Sohigian Larry Goldberg
WFRG-F, 96.1, 7 KW @ 580	COUNTRY		\$ 35.00 (Christal)		Arrow	Dan Farr
WKGW-F, 104.3, 100 KW @ 500	AC	US 1, \$ 20.00 (Katz)			Altdoerffer	Jack Altdoerffer
WNYZ-F, 98.7, 25 KW @ 660	CHR	CBS, \$ 22.00 (Mc-Guild)				Tom Yourchak
WOUR-F, 96.9, 16 KW @ 800	AOR	ABC E, \$ 31.00 (Durpetti)			Premier	Larry Goldberg
WRCK-F, 107.3, 50 KW @ 500	CHR	ABC F, \$ 25.00 (Eastman)			H & D	Bruce Sohigian
WUUU-F, 102.5, 50 KW @ 650	CHR	US 2, TRNSTR, \$ 21.00 (HWNW)				Jack Morgan
WYUT-F, 92.7, 3 KW @ 158	NOSTALGIA		\$ 15.00 (K & P)		(HERKIMER)	Gene Gugig

WACO

Arbitron Rank/Pop (12+): 181/159,000  
 MSA Rank/Pop: 212/187,900  
 ADI # 97  
 Average Person Ratings: 15.5  
 Market TSL: 20.5 hours

Stations: 18/8  
 Diaries: 583/273:1/49.6%  
 Sample Target: 550  
 % Below Line: 8.5  
 % Not Listed: 17.5

1988 Revenue: \$5,900,000  
 III Inc.: \$28,517  
 Retail \$: 1.3 Bil  
 Pop per Station: 19,875  
 #1 Biller: NA

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume
1. WQTX-F (CHR)	48/19.5	----	16.0	----	15.8	----	82/1050	527/33.1	31.1	29.7	93			KWTX-F
2. KWTX (BB)	23/ 9.3	----	7.2	----	9.5	----	32/353	238/15.0	13.7	14.7	56			KWTX
3. KKDA-F (B)	22/ 8.9	----	10.1	----	8.7	----	29/314	205/12.9	11.9	11.5	48			KKDA-F
4. KNFO-F (C)	20/ 8.1	----	8.4	----	10.8	----	53/677	271/17.0	17.1	21.8	138			KNFO-F
KJNE-F (C)	20/ 8.1	----	14.8	----	10.4	----	56/491	280/17.6	21.3	20.4	149			KJNE-F
6. WACO (T)	15/ 6.1	----	8.0	----	8.7	----	18/330	299/18.8	13.8	17.2	56			WACO
7. KTKS-F (AC)	13/ 5.3	----	5.1	----	7.1	----	17/426	263/16.5	16.5	20.5	147			KTKS-F
8. WBAP (C)	7/ 2.8	----	5.1	----	6.6	----	44/669	169/10.6	9.4	13.8	121			WBAP
9. KRLD (N/T)	6/ 2.4	----	1.3	----	2.1	----	12/279	145/ 9.1	5.5	6.2	0			KRLD

12+ FM SHARE (METRO): 69.95% (142 of 203) (SPG 88: 72.64%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KWTX-F>>	1 KWTX-F>>	1 KWTX-F>>	1 KWTX-F>>	1 KWTX-F>	1 KWTX >	1 KWTX-F>	1 KWTX-F>	1 KWTX-F>>	1 KWTX-F>	1 KRLD
2 KKDA-F>>	2 KKDA-F>	2 KKDA-F	2 KJNE-F	2 KJNE-F	2 KWTX-F	2 WACO	2 KWTX	2 KNFO-F	2 KKDA-F>>	2 KWTX-F>
3	3 KTKS-F	3 KJNE-F	3 KNFO-F	3 KNFO-F>	3 KJNE-F	3 KKDA-F<	3 KJNE-F	3 KKDA-F	3 KNFO-F	3 KKDA-F
4	4 KNFO-F	4 KNFO-F	4 KTKS-F	4 KTKS-F	4 WACO	4 KWTX	4 KNFO-F	KWTX	4 KJNE-F	KNFO-F
5	5 KJNE-F	5 KTKS-F>>	5	5	5 KNFO-F>>	KJNE-F	5	KJNE-F	5	5 WBAP

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 KWTX-F>>	1 KWTX-F>>	1 KWTX-F>>	1 KWTX-F>>	1 KWTX-F>>	1 KWTX-F	1 KWTX-F>	1 KTKS-F>	1 KWTX-F>	1 KJNE-F
2 KKDA-F>>	2 KKDA-F>	2 KKDA-F	2 KKDA-F	2 KNFO-F	2 KKDA-F>>	2 KKDA-F	2 KWTX-F	2 KKDA-F	2 KWTX-F
3 KZEW-F	3 KJNE-F	KTKS-F	3 KJNE-F	3 KJNE-F>	3 KBTS-F>>	3 KTKS-F	3 KNFO-F>	3 KTKS-F	3 KTKS-F
KJNE-F>>	4 KTKS-F	KNFO-F	4 KNFO-F	4 KKDA-F	4	4 KNFO-F>	4 KZPS-F	4 KJNE-F	KNFO-F
5	KNFO-F	KJNE-F	5	KWTX	5	5 KBTS-F	KJNE-F>>	KNFO-F>>	5

FORMATS	AM	FM	TOTAL	%	SPG 88 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		53 ( 2)	53 ( 2)	26.1	20.3	KBBW 1010 Waco-Marlin 2.0/7.0
AOR/CLASSIC		5 ( 1)	5 ( 1)	2.5	2.8	KRZI 1580 Waco 1.2/8.1
AC/OLDIES/SOFT ROCK	2 ( 1)	17 ( 3)	19 ( 4)	9.4	9.4	
MOR/VARIETY						KAND-F 107.9 Corsicana 0.4/2.4
COUNTRY	7 ( 1)	40 ( 2)	47 ( 3)	23.2	40.6	KBTS-F 93.3 Killeen 2.0/9.7
BLACK/URBAN		22 ( 1)	22 ( 1)	10.8	13.2	LDD 570 Dallas 0.8/1.9
BEAUTIFUL/EASY						KLTY-F 94.1 Ft.Worth/Dallas 0.8/5.3
NEWS/TALK	21 ( 2)		21 ( 2)	10.3	1.4	KOAI-F 106.1 Denton 1.2/2.3
NOSTALGIA	23 ( 1)		23 ( 1)	11.3	8.0	KZEW-F 97.9 Dallas 2.0/4.2
RELIGION/GOSPEL	5 ( 1)	2 ( 1)	7 ( 2)	3.4	2.8	KZPS-F 92.5 Dallas 1.2/7.2
SPANISH						
CLASSICAL						
JAZZ/NEW AGE		3 ( 1)	3 ( 1)	1.5		
UNKNOWN/OTHERS	3 ( 1)		3 ( 1)	1.5	1.4	
	61 ( 7)	142 ( 11)	203 ( 18)			

RADIO STATIONS

KBBW, 1010, 10 KW/2.5 KW (DA-2), RELIGION, \$ 10.00 (---) Steve Williams  
 KWTX, 1230, 1 KW, SMN, \$ 19.00 (Mc-Guild) Vic Kaspar  
 WACO, 1460, 1 KW (DA-N), TALK, ABC E, \$ 20.00 (Christal) Bob Weathers

KJNE-F, 102.5, 100 KW @ 470, COUNTRY, \$ 26.00 (Banner) (HILLSBORO) Joyce Marshall  
 KNFO-F, 95.5, 100 KW @ 1080, COUNTRY, MBS, \$ 30.00 (Katz) John Enoch  
 WTKS-F, 99.9, 100 KW @ 452, AC, \$ 21.00 (Christal) Sage Bob Weathers  
 KWTX-F, 97.5, 100 KW @ 1400, CHR, \$ 30.00 (Mc-Guild) Vic Kaspar

MISCELLANEOUS COMMENTS: WACO-F changes calls to KTKS(March)...WACO-AM changes from COUNTRY to TALK...

WASHINGTON

Arbitron Rank/Pop (12+): 9/3,077,200  
 MSA Rank/Pop: 7/3,676,500  
 ADI # 9  
 Average Person Ratings: 17.5  
 Market TSL: 22.75 hours

Stations: 36/32  
 Diaries: 2381/1292:1/51.6%  
 Sample Target: 2050  
 % Below Line: 1.6  
 % Not Listed: 14.2

1988 Revenue: \$133,700,000  
 HH Inc.: \$46,665  
 Retail \$: 32.0 Bill  
 Pop per Station: 96,162  
 #1 Biller: WMAL \$13,500,000

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WPGC-F (CHR)	346/ 6.4	5.7	6.0	5.0	5.6	5.8	387/4990	4222/13.7	13.9	13.1	87	8.2	486	5755	WPGC-F
2. WMZQ-AF (C)	325/ 6.1	6.2	7.1	7.6	7.3	6.8	398/4891	3979/12.9	14.9	14.9	113	6.2	362	3890	WMZQ-AF
3. WGAY-F (EZ)	321/ 6.0	7.5	6.8	6.0	6.6	6.6	357/4806	4236/13.8	14.1	14.7	75	4.1	244	2790	WGAY-F
4. WMAL (MOR)	285/ 5.3	6.1	5.7	4.7	5.3	5.4	303/4110	3893/12.7	15.8	14.3	60	4.6	272	3689	WMAL
5. WKYS-F (B)	271/ 5.0	5.3	6.2	5.5	6.4	5.5	283/3524	3361/10.9	12.2	12.8	130	7.8	463	4655	WKYS-F
6. WAVA-F (CHR)	252/ 4.7	5.2	4.5	5.2	4.8	4.9	317/6098	5072/16.2	17.0	16.8	70	6.3	374	5899	WAVA-F
7. WRQX-F (CHR)	227/ 4.2	4.5	4.5	4.4	3.8	4.4	290/5634	4382/14.2	15.7	13.5	60	5.0	298	5229	WRQX-F
8. WTOP (N)	219/ 4.1	3.5	3.7	4.1	3.8	3.8	252/5542	4842/15.7	14.3	15.4	100	3.1	187	3692	WTOP
9. WASH-F (AC)	216/ 4.0	4.5	3.2	2.4	3.0	3.5	247/3951	3479/11.3	9.0	7.9	130	3.1	185	2741	WASH-F
10. WWDC-F (AOR)	203/ 3.8	4.1	4.2	5.7	5.1	4.4	265/5827	4364/14.2	14.6	16.8	95	4.5	266	4861	WWDC-F
11. WCXR-F (AOR)	202/ 3.8	4.4	3.7	4.6	3.9	4.1	252/4444	3813/12.4	12.8	12.7	113	5.5	325	4002	WCXR-F
12. WHUR-F (B)	200/ 3.7	4.8	4.9	5.2	5.3	4.7	215/3807	3555/11.6	13.0	12.4	122	5.2	312	4906	WHUR-F
13. WLTT-F (AC)	177/ 3.3	3.5	3.5	3.0	3.1	3.3	186/3563	3256/10.6	9.3	10.7	152	3.2	193	2478	WLTT-F
14. WXTR-F (O)	161/ 3.0	3.0	3.4	3.2	3.2	3.2	198/3581	3010/ 9.8	9.4	11.3	140	3.3	197	2339	WXTR-F
15. WMMJ-F (B)	155/ 2.9	0.8	---	0.7	1.2	1.1	158/1426	1340/ 4.4	0.0	4.3	134	1.3	79	633	WMMJ-F
16. WGMS-AF (CL)	146/ 2.8	3.0	2.3	2.4	3.1	2.6	166/2846	2607/ 8.5	7.2	8.4	118	2.8	154	2147	WGMS-AF
17. WWRC (N/T)	135/ 2.5	2.1	2.3	3.8	2.4	2.7	141/2201	2055/ 6.7	5.9	6.7	56	1.8	108	1457	WWRC
18. WDJY-F (B)	122/ 2.3	2.5	2.4	2.5	3.4	2.4	125/2475	2330/ 7.6	8.2	9.1	57	2.7	161	3164	WDJY-F
19. WHFS-F (AOR)	117/ 2.2	1.8	1.6	1.4	1.6	1.8	154/2121	1622/ 5.3	4.6	4.4	123	2.0	122	1744	WHFS-F
20. WOL (B)	109/ 2.0	1.9	1.6	2.4	2.2	2.0	109/884	876/ 2.8	3.7	2.9	110	1.5	91	1021	WOL
21. WJFK-F (AOR)	74/ 1.4	0.9	1.3	2.4	1.5	1.5	82/2015	1784/ 5.8	5.5	4.5	107	1.5	91	1381	WJFK-F
22. WYCB (REL.)	70/ 1.3	1.5	1.2	1.0	0.9	1.3	70/794	786/ 2.6	2.4	3.0	92	1.3	75	1032	WYCB
23. WWDC (BB)	53/ 1.0	1.1	0.9	0.9	0.9	1.0	53/831	818/ 2.7	2.2	2.4	30	0.3	19	375	WWDC
24.															
25.															

12+ FM SHARE (METRO): 78.66% (3634 of 4620) (SPG 88: 79.48%)

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



FORMATS			SPG 88		OTHER RATED STATIONS/METRO SHARE & CUME RATING				
	AM	FM	TOTAL	%	%				
TOP 40/CHR/CONTEMP		846 ( 4)	846 ( 4)	18.3	10.2	WCPT	730	Alexandria/Wsht	0.7/2.0
AOR/CLASSIC		640 ( 6)	640 ( 6)	13.9	13.1	WFMD	930	Frederick	0.4/1.1
AC/OLDIES/SOFT ROCK		573 ( 4)	573 ( 4)	12.4	11.8	WFRE-F	99.9	Frederick	0.4/1.2
MOR/VARIETY	304 ( 2)		304 ( 2)	6.6	6.5	WMDO	1540	Wheaton	0.3/0.8
COUNTRY	25 ( 1)	300 ( 1)	325 ( 2)	7.0	8.2	WMJR-F	107.7	Warrenton	0.4/0.8
BLACK/URBAN	146 ( 2)	768 ( 5)	914 ( 7)	19.8	26.6	WNTR	1050	Silver Spring	0.3/1.4
BEAUTIFUL/EASY		361 ( 3)	361 ( 3)	7.8	8.0	WZYQ-F	103.9	Braddock Hts.	0.4/1.3
NEWS/TALK	354 ( 2)		354 ( 2)	7.7	6.9				
NOSTALGIA	53 ( 1)		53 ( 1)	1.1	1.1	WGRX-F	100.7	Westmnstr/Bltmr	0.4/1.3
RELIGION/GOSPEL	70 ( 1)		70 ( 1)	1.5	1.8	WIYY-F	97.9	Baltimore	0.5/2.4
SPANISH	17 ( 1)		17 ( 1)	0.4	0.4	WIJF-F	101.9	Baltimore	0.4/0.9
CLASSICAL		146 ( 1)	146 ( 2)	3.2	3.5	WXYV-F	102.7	Baltimore	0.4/0.8
JAZZ/NEW AGE					1.7				
UNKNOWN/OTHERS	17 ( 1)		17 ( 1)	0.4					
	986 (12)	3634 (24)	4620 (36)						

AM STATIONS

WCPT, 730, 5 KW/20 KW (DA-1), BLACK	SMN, \$ N/A (Mc-Guild)	Legacy	Bill Sherard
WDCT, 1310, 5 KW/500 W (DA-2), RELIGION	CBN, \$ 32.00 (---)	Marsh	Dave Reeder
WFAX, 1220, 5 KW (DAYS), RELIGION	\$ 20.00 (---)		Mitch Miller
WMAL, 630, 5 KW (DA-2), MOR	ABC 1, \$ 211.00 (Katz)	Cap Cities/ABC	Tom Bresnahan
WMDO, 1540, 5 KW (DAYS), HISPANIC	\$ 40.00 (Lotus)		Allan Klammer
WOL, 1450, 1 KW, BLACK	NBN, \$ 49.00 (K & P)		Catherine Hughes
WTOP, 1500, 50 KW (DA-2), NEWS	CBS, MBS, \$ 180.00 (HNWH)	Outlet	Michael Douglas
WWDC, 1260, 5 KW (DA-2), NOSTALGIA	TRNSTR, \$ 46.00 (Christal)		Goff Lebhar
WRRC, 980, 5 KW (DA-N), TALK	NBC, MBS, \$ 70.00 (MMR)	Greater Media	Ted Dorf
WYCB, 1340, 1 KW, GOSPEL	SBN, \$ 40.00 (---)		Karen Johnson

FM STATIONS

WASH, 97.1, 22 KW @ 690, AC	TRNSTR, \$ 105.00 (HNWH)	Outlet	Michael Douglas
WAVA, 105.1, 50 KW @ 500, CHR	\$ 160.00 (HNWH)	Emmis	Allan Goodman
WCXR, 105.9, 28 KW @ 650, CLASSIC AOR	\$ 150.00 (Mc-Guild)	Legacy	Bill Sherard
WDJY, 100.3, 40 KW @ 323, BLACK	APR, \$ 80.00 (Mc-Guild)	United	Gary Grass
WGAY, 99.5, 21 KW @ 780, BTFL/EZ	\$ 210.00 (MMR)	Greater Media	Ted Dorf
WGMS, 103.5, 47 KW @ 510, CLASSICAL	MBS, \$ 145.00 (Republic)	Verstandig	Mike Ferrel
WHFS, 99.1, 47 KW @ 390, AOR	APR, \$ 60.00 (Republic)	Duchossois (ANNAPOLIS)	Alan Hay
WHUR, 96.3, 24 KW @ 669, BLACK	\$ 117.00 (Durpetti)	Howard University	Millard Watkins
WJFK, 106.7, 23 KW @ 731, CLASSIC AOR	ABC R, \$ 80.00 (Torbet)	Infinity	Ken Stevens
WKYS, 93.9, 50 KW @ 485, BLACK	\$ 190.00 (Eastman)	Albimar	Skip Finley
WLTT, 94.7, 21 KW @ 780, AC	\$ 173.00 (CBS)	CBS	Jim Keating
WMMJ, 102.3, 3 KW @ 171, BLACK OLDIES	ABC E, MBS, \$ 60.00 (K & P)		Al Liggins
WMZQ, 98.7, 50 KW @ 490, COUNTRY	\$ 250.00 (Christal)	Viacom	Paul Wilensky
WPGC, 95.5, 50 KW @ 500, CHR/URBAN	\$ 155.00 (Banner)	Cook Inlet	Ben Hill
WRQX, 107.3, 50 KW @ 410, CHR	ABC C, \$ 120.00 (Katz)	Cap Cities/ABC	Maureen Lessourd
WRDC, 101.1, 22 KW @ 760, AOR	US 1, \$ 200.00 (Christal)		Goff Lebhar
WXTR, 104.1, 50 KW @ 500, OLDIES	\$ 115.00 (Mc-Guild)	Ragan Henry (WALDORF, MD)	Bob Woodward

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

WMMJ changes from SOFT AC to BLACK (Jan.).

WYCB sold for \$3,000,000...  
 WXTR-F (La Plata) sold by Ragan Henry to Heifetz for \$33,000,000 (Kalil)...WINX, WDJY-F sold by United to TA/Shaw for \$\_\_\_\_\_ (Americom)...

WTOP, WASH-F sold by Outle to Chase for \$74,000,000.

WATERLOO-CEDAR FALLS

Arbitron Rank/Pop (12+): 205/122,200  
 MSA Rank/Pop: 247/146,800  
 ADI # 78 (w/Cedar Rapids & Waterloo)  
 Average Person Ratings: 17.5  
 Market TSL: 23.00 hours

Stations: 15/9  
 Diaries: 572/214:1/56.7%  
 Sample Target: 550  
 % Below Line: 1.9  
 % Not Listed: 17.3

1988 Revenue: \$3,500,000  
 HH Inc.: \$33,803  
 Retail \$: 0.9 Bil  
 Pop per Station: 13,577  
 #1 Biller: KFMW-F \$900,000

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KFMW-F (CHR)	41/19.2	----	19.9	----	19.7	----	64/850	482/39.4	37.0	43.9	87	25.0	46	488	KFMW-F
2. KOKZ-F (CHR)	32/15.0	----	15.6	----	12.0	----	62/931	459/37.6	38.2	30.5	69	21.7	40	428	KOKZ-F
3. KOEL-F (C)	30/14.0	----	9.7	----	7.7	----	51/572	295/24.1	17.2	14.6	127	12.5	23	237	KOEL-F
4. KWLO (AC)	19/ 8.9	----	13.4	----	12.6	----	20/350	284/23.2	24.7	26.6	136	6.0	11	202	KWLO
5. KCFI (C)	12/ 5.6	----	5.9	----	3.8	----	13/147	131/10.7	9.5	11.6	116	3.8	7	129	KCFI
6. KWAY-F (AC)	8/ 3.7	----	4.3	----	3.8	----	8/113	95/ 7.8	7.7	7.7	151	1.6	3	82	KWAY-F
7. KXEL (C)	7/ 3.3	----	3.2	----	4.4	----	14/230	119/ 9.7	9.4	11.4	58	3.8	7	128	KXEL
8. WHO (MOR)	6/ 2.8	----	1.1	----	0.5	----	41/468	112/ 9.2	7.4	7.4	32	1.1	2	82	WHO
9. WMT (MOR)	5/ 2.3	----	5.4	----	3.3	----	37/490	104/ 8.5	9.6	7.8	0	3.8	7	88	WMT
KRNA-F (AOR)	5/ 2.3	----	3.8	----	3.3	----	13/179	77/ 6.3	7.0	5.9	122	2.7	5	103	KRNA-F
KOEL (MOR)	5/ 2.3	----	1.6	----	2.7	----	15/240	85/ 7.0	3.5	6.2	0	1.1	2	79	KOEL

12+ FM SHARE (METRO): 67.80% (120 of 177) (SPG 88: 63.75%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KOKZ-F>>	1 KFMW-F>>	1 KFMW-F>	1 KFMW-F	1 KOEL-F<	1 KOEL-F>>	1 KFMW-F	1 KOEL-F	1 KFMW-F>	1 KFMW-F>	1 KWLO >>
2 KFMW-F	2 KOKZ-F>	2 KOKZ-F	2 KOEL-F	2 KFMW-F>	2 KWLO	2 KOKZ-F	KFMW-F<	2 KOKZ-F<	2 KOKZ-F>	2 WHO >
3	3 KWLO >	3 KOEL-F	3 KWLO	3 KWLO	3 KCFI	3 KWLO <	3 KOKZ-F>	3 KOEL-F>	3 KWLO	3 KFMW-F
4	4 KOEL-F	4 KWLO >>	4 KOKZ-F	4 KOKZ-F	4 KXEL	4 KOEL-F>>	4 KWLO	4 KWLO >>	4 KOEL-F	4
5	5	5	5	5	5	5	5	5	5 WHO	5

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 KFMW-F	1 KFMW-F>>	1 KFMW-F>>	1 KFMW-F>	1 KFMW-F	1 KFMW-F>>	1 KFMW-F>>	1 KFMW-F>	1 KFMW-F>>	1 KOEL-F
2 KOKZ-F>>	2 KOKZ-F>	2 KWLO >	2 KOKZ-F	2 KOEL-F	2 KOKZ-F>>	2 KOKZ-F>	2 KOEL-F>	2 KOKZ-F	2 KFMW-F
3	3 KWLO >	3 KOKZ-F	3 KOEL-F	3 KWLO	3	3 KOEL-F>	3 KOKZ-F>	3 KOEL-F	3 KWLO
4	4 KOEL-F	4 KOEL-F	4 KWLO >>	4 KOKZ-F	4	4	4 KRNA-F	4 KWLO >>	4 KOKZ-F
5	5	5	5	5	5	5	5 KWLO	5	5

FORMATS	AM	FM	TOTAL	%	SPG 88 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		74 ( 3)	74 ( 3)	41.8	41.3	KWAY 1470 Waverly 0.5/3.3
AOR/CLASSIC		5 ( 1)	5 ( 1)	2.8	4.4	KWOF 850 Waterloo 0.9/2.2
AC/OLDIES/SOFT ROCK	19 ( 1)	11 ( 2)	30 ( 3)	16.9	1.9	
MOR/YARIETY	16 ( 3)		16 ( 3)	9.0	23.1	KQCR-F 102.9 Cedar Rapids 0.5/4.1
COUNTRY	20 ( 3)	30 ( 1)	50 ( 4)	28.2	24.4	WMT -F 96.5 Cedar Rapids/IC 1.4/3.4
BLACK/URBAN					5.0	
BEAUTIFUL/EASY						
NEWS/TALK						
NOSTALGIA						
RELIGION/GOSPEL	2 ( 1)		2 ( 1)	1.1		
SPANISH						
CLASSICAL						
JAZZ/NEW AGE						
UNKNOWN/OTHERS						
	57 ( 8)	120 ( 7)	177 ( 15)			

RADIO STATIONS

KCFI, 1250, 500W (DA-2), COUNTRY	ARC D, \$ 13.00 (Roslin)	Lori McCanville
KWLO, 1330, 5 KW (DA-2), AC	NBC, \$ 19.00 (Christal) Park	Don Morehead
KXEL, 1540, 50 KW (DA-N), COUNTRY	ARC I, \$ 14.00 (Republic) Bahakel	Fred Hendrickson
KOEL, 950, 5 KW/500 W (DA-2), MOR	ABC I, \$ 9.00 (Banner) (OELWEIN)	Ray Leafstedt
KFMW-F, 107.9, 100 KW @ 1850, CHR	US 1, \$ 26.00 (Christal) Park	Don Morehead
KOEL-F, 92.3, 100 KW @ 1000, COUNTRY	ABC E, \$ 20.00 (Banner) (OELWEIN)	Ray Leafstedt
KOKZ-F, 105.7, 100 KW @ 1403, CHR	ABC C, \$ 19.00 (Republic) Bahakel	Fred Hendrickson
KWAY-F, 99.3, 3 KW @ 180, AC	, \$ 10.00 (Patus) (WAVERLY)	Bob Foster

OTHER RANKED STATIONS -- See Des Moines and Cedar Rapids

WEST PALM BEACH

Arbitron Rank/Pop (12+): 53/723,700

Stations: 32/16  
Diaries: 988/732:1/47.8%  
Sample Target: 940  
% Below Line: 10.3  
% Not Listed: 14.3

1988 Revenue: \$20,700,000  
HH Inc.: \$36,567  
Retail \$: 7.3 Bil  
Pop per Station: 45,231  
#1 Biller: WRMF-F \$5,500,000

MSA Rank/Pop: 64/808,300

ADI # 52

Average Person Ratings: 17.0

Market TSL: 22.75 hours

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WEAT-AF (EZ)	215/17.5	18.0	16.7	12.4	12.0	16.1	309/3251	1985/27.4	25.4	22.5	31	11.4	126	1401	WEAT-AF
2. WRMF-F (AC)	141/11.5	7.2	8.8	8.8	7.0	9.1	199/2259	1460/20.2	17.9	16.3	159	10.4	122	1198	WRMF-F
3. WIRK-F (C)	66/ 5.4	5.6	5.3	5.0	3.8	5.3	82/1001	718/ 9.9	9.1	8.7	163	5.8	68	591	WIRK-F
4. WJNO (N/T)	62/ 5.0	5.9	6.9	9.5	5.7	6.8	70/1188	922/12.7	15.0	11.8	50	5.4	63	664	WJNO
5. WHQT-F (B)	55/ 4.5	6.0	4.0	2.3	3.1	4.2	188/2021	635/ 8.8	9.0	8.7	111	6.4	75	927	WHQT-F
6. WOVV-F (CHR)	48/ 3.9	3.3	3.5	3.4	4.9	3.5	124/1515	693/ 9.6	11.2	10.6	82	5.5	64	945	WOVV-F
7. WLYF-F (EZ)	38/ 3.1	2.4	1.6	1.7	2.4	2.2	262/2550	385/ 5.3	5.1	5.1	52	2.1	24	315	WLYF-F
8. WNGS-F (AC)	30/ 2.4	2.8	4.4	2.8	3.0	3.1	32/535	492/ 6.8	8.5	6.7	171	2.7	32	400	WNGS-F
9. WZTA-F (AOR)	29/ 2.4	1.9	1.4	2.3	1.5	2.0	85/1243	455/ 6.3	3.5	4.1	187	4.4	52	558	WZTA-F
10. WMXJ-F (AC)	28/ 2.3	3.1	4.0	2.5	3.4	3.0	173/2302	459/ 6.3	9.6	9.3	196	2.1	24	519	WMXJ-F
11. WHYI-F (CHR)	27/ 2.2	2.9	3.4	3.1	4.4	2.9	161/2641	719/ 9.9	13.7	13.4	64	3.5	41	857	WHYI-F
12. WPOM (B)	26/ 2.1	1.2	2.3	1.8	1.5	1.8	26/352	352/ 4.9	5.4	4.5	143	1.4	16	311	WPOM
WPBR (T)	26/ 2.1	1.2	1.7	2.4	1.2	1.9	27/408	369/ 5.1	4.4	3.9	10	1.6	19	242	WPBR
14. WIOD (N/T)	25/ 2.0	1.8	1.6	1.8	1.8	1.8	150/1832	405/ 5.6	5.7	5.0	125	1.4	16	252	WIOD
15. WSHE-F (AOR)	24/ 2.0	2.0	2.6	2.3	3.2	2.2	86/1711	550/ 7.6	7.0	6.5	115	4.6	54	1065	WSHE-F

12+ FM SHARE (METRO): 79.41% (837 of 1054) (SPG 88: 77.42%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOVV-F	1 WRMF-F>	1 WRMF-F>>	1 WRMF-F>>	1 WRMF-F>>	1 WEAT-AF>>	1 WEAT-AF	1 WEAT-AF>	1 WEAT-AF>	1 WEAT-AF>	1 WEAT-F>>
2 WHQT-F>>	2 WHQT-F>	2 WIRK-F	2 WIRK-F>	2 WIRK-F>	2 WRMF-F	2 WRMF-F>	2 WRMF-F>	2 WRMF-F>>	2 WHQT-F>	2 WJNO
3 WHYI-F>	3 WOVV-F	3 WHQT-F	3 WZTA-F<	3 WEAT-AF	3 WJNO >	3 WJNO >	3 WIRK-F>	3 WIRK-F>	3 WRMF-F	3 WPOM
4 WPOW-F	WIRK-F	4 WOVV-F<	4 WMXJ-F	4 WHQT-F	4 WIRK-F	4 WIRK-F	4 WJNO	4 WHQT-F	4 WOVV-F<	4 WPBG <
5	5	5 WZTA-F	WHQT-F	5	5	5	5	5	5 WJNO	5 WRMF-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 WHQT-F	1 WRMF-F>>	1 WRMF-F>>	1 WRMF-F>>	1 WRMF-F>>		1 WRMF-F>>	1 WRMF-F	1 WHQT-F>	1 WRMF-F>	1 WRMF-F>
WRMF-F	2 WHQT-F	2 WHQT-F	2 WOVV-F	2 WEAT-AF>		2 WHYI-F	2 WHQT-F	2 WZTA-F	2 WIRK-F>	2 WIRK-F>
WOVV-F	3 WOVV-F	WIRK-F	3 WHQT-F	3 WMXJ-F		3 WSHE-F	3 WIRK-F	WRMF-F	3 WHQT-F<	3 WHQT-F
4 WHYI-F>	4 WHYI-F	4 WOVV-F	4 WMXJ-F	WPOM		WOVV-F	4 WZTA-F	WIRK-F	4 WZTA-F	4 WZTA-F
5 WSHE-F	5	5 WHYI-F	5	WIRK-F		WIRK-F	5	5 WNGS-F	5	5 WNGS-F

FORMATS	AM	FM	TOTAL	%	SPG 88 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		85 ( 3 )	85 ( 3 )	8.1	10.4	WDBF 1420 Delray Bch/W.P. 1.4/2.6
AOR/CLASSIC		86 ( 4 )	86 ( 4 )	8.2	11.2	WKGR-F 98.7 Ft. Pierce 1.7/7.3
AC/OLDIES/SOFT ROCK	6 ( 1 )	263 ( 7 )	269 ( 8 )	25.5	21.5	WMXQ-F 94.3 Riviera Bch/WPl 1.5/4.3
MOR/VARIETY						WPBG 1290 West Palm BEach 0.5/1.0
COUNTRY		84 ( 2 )	84 ( 2 )	8.0	5.9	WSBR 740 Boca Rtn/WPlmBc 0.5/3.1
BLACK/URBAN	36 ( 2 )	55 ( 1 )	91 ( 3 )	8.6	12.2	WSWN 900 Belle Glade 0.7/2.4
BEAUTIFUL/EASY	8 ( 1 )	245 ( 2 )	253 ( 3 )	24.0	16.2	WYFX 1040 Boynton Bch/Mia 0.8/2.8
NEWS/TALK	130 ( 4 )		130 ( 4 )	12.3	12.4	
NOSTALGIA	22 ( 2 )		22 ( 2 )	2.1	5.3	WAXY-F 105.9 Ft. Lauderdale 1.1/4.8
RELIGION/GOSPEL	9 ( 1 )		9 ( 1 )	0.9	0.5	WPTL 1400 Ft. Lauderdale 0.4/1.1
SPANISH						WGTR-F 97.3 Miami 1.0/4.2
CLASSICAL		19 ( 1 )	19 ( 1 )	1.8	3.5	WJQY-F 106.7 Ft. Lauderdale 1.5/3.7
JAZZ/NEW AGE						WKIS-F 99.9 Boca Raton 1.5/4.5
UNKNOWN/OTHERS	6 ( 1 )		6 ( 1 )	0.6	0.9	WLVE-F 93.9 Miami Beach 1.1/3.4
	217 ( 12 )	837 ( 20 )	1054 ( 32 )			WNWS 790 South Miami 1.4/3.1
						WPOW-F 96.5 Miami/Ft Lrdle 0.8/4.1
						WTMI-F 93.1 Miami/Ft Lrdle 1.5/4.2

RADIO STATIONS

WDBF, 1420, 5 KW/500 W (DA-1), NOSTALGIA  
WJNO, 1210, 1 KW, NEWS/TALK  
WPBR, 1340, 1 KW, TALK  
WPOM, 1600, 1 KW (DA-1), BLACK  
WYFX, 1040, 10 KW/1 KW (DA-2), BLACK

CBS, \$ 14.00 (---)  
CHS, ABC E, \$ 54.00 (Banner) Fairbanks  
CNN, MBS, \$ 23.00 (Eastman)  
ARC D, \$ 27.00 (Republic)  
SBN, \$ 16.00 (K & P)

Fairbanks

Vic Knight  
George Mills  
Tom Holiday  
Ron Lovell  
Gary Lewis

WEAT-F, 104.3, 56 KW @ 1250, BTFL/EZ  
WIRK-F, 107.9, 100 KW @ 350, COUNTRY  
WKGR-F, 98.7, 100 KW @ 1420, AOR  
WMXQ-F, 94.3, 3 KW @ 300, AC  
WNGS-F, 92.1, 2.2 KW @ 378, SOFT AC  
WOVV-F, 95.5, 100 KW @ 1000, CHR  
WRMF-F, 97.9, 100 KW @ 1150, AC

, \$ 79.00 (Katz)  
ABC E, \$ 59.00 (HNWH)  
UPI, \$ 43.00 (HNWH)  
NBC, \$ 35.00 (Republic)  
, \$ 32.00 (Eastman)  
SOURCE, \$ 44.00 (Mc-Guild)  
, \$ 105.00 (Banner)

Taylor  
Price (FORT PIERCE)  
Lappin  
(FORT PIERCE)  
Fairbanks

Jim Connor  
Ed Boyd  
Garet Clancy  
Martin Perrone  
Bill Pearl  
Allan Chapman  
George Mills

OTHER RANKED STATIONS -- See Miami

WHEELING

Arbitron Rank/Pop (12+): 186/146,900

Stations: 15/9  
Diaries: 605/243:1/65.2%  
Sample Target: 580  
% Below Line: 3.7  
% Not Listed: 13.0

1988 Revenue: \$7,000,000  
HH Inc.: \$26,804  
Retail \$: 1.1 Bil  
Pop per Station: 16,322  
#1 Biller: WOMP-F \$2,100,000

MSA Rank/Pop: 228/171,100  
ADI # 143  
Average Person Ratings: 16.7  
Market TSL: 22.5 hours

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WOMP-F (CHR)	58/23.6	----	25.8	----	29.1	----	111/1188	618/42.1	42.2	45.0	85	31.1	70	604	WOMP-F
2. WWVA (C)	31/12.6	----	14.5	----	13.7	----	51/739	395/26.9	25.9	26.7	83	9.8	22	403	WWVA
WOVK-F (C)	31/12.6	----	10.1	----	10.7	----	59/696	390/26.5	18.0	19.3	145	8.0	18	190	WOVK-F
4. WEEL-F (EZ)	22/ 8.9	----	10.1	----	5.6	----	34/432	247/16.8	18.6	12.9	88	11.1	25	313	WEEL-F
5. WZMM-F (CHR)	21/ 8.5	----	12.5	----	7.3	----	21/347	281/19.1	19.7	16.9	144	11.6	26	306	WZMM-F
6. WOMP (N/T)	15/ 6.1	----	7.7	----	6.8	----	16/149	133/ 9.1	11.2	12.1	57	4.0	9	120	WOMP
7. WBBD (BB)	11/ 4.5	----	-----	----	2.1	----	14/161	117/ 8.0	2.5	3.8	0	2.2	5	33	WBBD
8. WDVE-F (AOR)	5/ 2.0	----	3.6	----	4.7	----	29/395	104/ 7.1	9.4	6.7	175	6.7	15	204	WDVE-F
KDKA (MOR)	5/ 2.0	----	1.2	----	-----	----	11/218	65/ 4.4	4.8	0.0	0	0.9	2	54	KDKA
WKWK (O)	5/ 2.0	----	3.6	----	5.1	----	9/186	150/10.2	9.4	11.3	175	1.3	3	97	WKWK

12+ FM SHARE (METRO): 68.69% (147 of 214) (SPG 88: 71.12%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOMP-F>>	1 WOMP-F>>	1 WOMP-F>>	1 WOMP-F>	1 WOMP-F>	1 WWVA >	1 WOMP-F>	1 WOMP-F>	1 WOMP-F>>	1 WOMP-F>>	1 WOMP-F>
2	2 WZMM-F	2 WOVK-F>	2 WOVK-F>	2 WOVK-F>	2 WEEL-F	2 WWVA >	2 WOVK-F	2 WWVA	2 WOVK-F>	2 KDKA >
3	WOVK-F>>	3 WZMM-F>>	3 WZMM-F>	3 WZMM-F	3 WOVK-F	3 WOVK-F>	3 WWVA >	3 WOVK-F>	3 WZMM-F>	3 WOVK-F>
4	4	4	4 WKVA	4 WWVA >	4 WOMP	4 WEEL-F	4 WEEL-F	4 WEEL-F	4 KDKA	4 WZMM-F
5	5	5	5	5 WEEL-F>>	5	5 WZMM-F	5 WZMM-F	5 WZMM-F	5	5

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 WOMP-F>>	1 WOMP-F>>	1 WOMP-F>>	1 WOMP-F>>	1 WOMP-F>	1 WOMP-F>>	1 WOMP-F>	1 WOVK-F	1 WOMP-F	1 WOVK-F>
2 WLTJ-F	2 WZMM-F	2 WZMM-F	2 WOVK-F>	2 WOVK-F>	2 WZMM-F>	2 WZMM-F	2 WZMM-F	2 WOVK-F	2 WZMM-F
WZMM-F	WOVK-F>>	WOVK-F>>	3 WZMM-F>>	3 WZMM-F	3 WOVK-F	WOVK-F>>	3 WOMP-F>	3 WZMM-F>>	WOMP-F
4 WOVK-F	4	4 WKWK >>	4	4 WWVA	4	4 WWVA	4 WWVA >	4 WWVA	4 WWVA >
5	5	5	5	5 WEEL-F>>	5	5	5 WWSW-F>>	5	5 WEEL-F

FORMATS	AM	FM	TOTAL	%	SPG 88 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		80 ( 3)	80 ( 3)	37.4	28.0	WHLX-F 105.5 Bethlehem/Whing 0.4/6.7
AOR/CLASSIC		5 ( 1)	5 ( 1)	2.3	3.9	
AC/OLDIES/SOFT ROCK	5 ( 1)	7 ( 2)	12 ( 3)	5.6	19.8	WLTJ-F 92.9 Pittsburgh 1.2/3.6
MOR/VARIETY	5 ( 1)		5 ( 1)	2.3	1.3	WRKY-F 103.5 Steubnvl/Whelng 0.4/5.8
COUNTRY	31 ( 1)	31 ( 1)	62 ( 2)	29.0	26.3	WSSH-F 99.7 Pittsburgh 0.4/1.7
BLACK/URBAN						WWSW-F 94.5 Pittsburgh 1.6/3.2
BEAUTIFUL/EASY		23 ( 2)	23 ( 2)	10.7	10.7	
NEWS/TALK	15 ( 1)		15 ( 1)	7.0	8.2	
NOSTALGIA	11 ( 1)		11 ( 1)	5.1		
RELIGION/GOSPEL						
SPANISH						
CLASSICAL						
JAZZ/NEW AGE						
UNKNOWN/OTHERS		1 ( 1)	1 ( 1)	0.5	1.7	
	67 ( 5)	147 (10)	214 (15)			

RADIO STATIONS

WBBD, 1600, 5 KW (DAYS)	, NOSTALGIA	CBS, \$ 15.00 (Christal)	Burbach	Leonard Hart
WKWK, 1400, 1 KW	, OLDIES	TRNSTR, \$ 14.00 (HNWH)	CR	Jim Bricker
WOMP, 1290, 1 KW (DAYS)	, NEWS/TALK	US 2, ABC T, \$ 17.00 (Katz)		Mike Allodi
WWVA, 1170, 50 KW (DA-N)	, COUNTRY	ABC T, \$ 43.00 (Mc-Guild)	Osborn	Larry Anderson
WEEL-F, 97.3, 50 KW @ 470,	BTFI./EZ	MBS, ABC 1, \$ 19.00 (HNWH)	CR	Jim Bricker
WOMP-F, 100.5, 14 KW @ 550,	CHR	US 1, \$ 46.00 (Katz)		Mike Allodi
WOVK-F, 98.7, 50 KW @ 390,	COUNTRY	, \$ 29.00 (Mc-Guild)	Osborn	Larry Anderson
WZMM-F, 107.5, 12 KW @ 908,	AC	CBS, \$ 24.00 (Christal)	Burbach	Leonard Hart

OTHER RANKED STATIONS -- See Pittsburgh

MISCELLANEOUS COMMENTS: WZMM changes calls to WBBD (Feb.)...WBBD changes to NOSTALGIA (Feb.)...WOMP A/F sold to Baum for \$5,000,000 (Foreman)...

WICHITA

Arbitron Rank/Pop (12+): 88/390,700  
 MSA Rank/Pop: 103/477,100  
 ADI # 60  
 Average Person Ratings: 14.5  
 Market TSL: 19.5 hours

Stations: 19/19  
 Diaries: 818/478:1/53.5%  
 Sample Target: 780  
 % Below Line: 0.0  
 % Not Listed: 11.4

1988 Revenue: \$16,000,000  
 III Inc.: \$38,359  
 Retail \$: 3.4 Bil  
 Pop per Station: 20,563  
 #1 Biller: KFDI-AF \$5,200,000

12+ METRO	1/4/SHARE	FAL				4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO		% Conversion			Birch Share	Birch AQH	Birch Cume	
		88	SPG 88	FAL 87	SPG 87			CUME/CUME	RATING	FAL 88	SPG 88	25-54				
1. KKR-D-F (CHR)	85/15.0	13.8	15.9	14.0	13.6	----	121/1555	1137/29.1	30.9	26.1	67	16.2	108	1209	KKRD-F	
2. KZSN-F (C)	53/ 9.3	11.6	7.6	10.0	8.2	----	69/976	645/16.5	15.3	15.2	134	10.0	67	642	KZSN-F	
3. KFDI-F (C)	49/ 8.6	9.5	12.6	10.6	10.6	----	105/1054	713/18.2	19.3	19.8	101	10.2	68	644	KFDI-F	
4. KXKL-F (AC)	42/ 7.4	8.0	5.5	8.8	7.0	----	57/969	711/18.2	12.8	13.5	139	7.0	47	579	KXKL-F	
KICT-F (AOR)	42/ 7.4	7.8	7.1	10.4	5.0	----	55/821	608/15.6	15.7	13.0	105	10.6	71	803	KICT-F	
6. KOEZ-F (EZ)	39/ 6.9	5.5	5.7	5.2	5.4	----	45/635	503/12.9	11.4	12.8	77	3.1	21	311	KOEZ-F	
7. KEYN-F (CHR)	35/ 6.2	7.5	7.3	7.5	5.7	----	58/1231	866/22.2	21.1	18.6	90	9.4	63	1055	KEYN-F	
8. KFDI (C)	33/ 5.8	7.6	7.4	7.3	8.2	----	64/893	572/14.6	14.8	16.5	64	8.5	57	558	KFDI	
9. KWKL-F (AC)	28/ 4.9	2.7	2.9	1.4	6.1	----	33/491	434/11.1	7.4	8.5	165	1.5	10	353	KWKL-F	
10. KRZZ-F (AOR)	22/ 3.9	3.0	2.2	3.9	5.7	----	25/457	438/11.2	7.1	11.2	113	2.8	19	363	KRZZ-F	
11. KNSS (T)	19/ 3.3	1.8	2.2	1.6	0.7	----	19/407	397/10.2	6.9	3.4	112	3.6	24	353	KNSS	
KLEO (BB)	19/ 3.3	4.0	4.0	4.3	6.3	----	24/357	286/ 7.3	8.4	10.9	58	2.7	18	288	KLEO	
13. KQAM (O)	11/ 1.9	1.7	2.2	2.2	2.9	----	12/295	257/ 6.6	6.6	7.6	163	1.9	13	202	KQAM	
14. KLZS-F (J/NA)	10/ 1.8	1.3	1.9	3.2	2.7	----	10/230	223/ 5.7	7.6	8.3	156	1.8	12	291	KLZS-F	
15.																

12+ FM SHARE (METRO): 80.91% (407 of 503) (SPG 88: 75.46%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKR-D-F>>	1 KKR-D-F>	1 KKR-D-F>	1 KZSN-F	1 KZSN-F	1 KOEZ-F	1 KKR-D-F>	1 KKR-D-F	1 KKR-D-F>	1 KKR-D-F>>	1 KFDI-F
2	2 KICT-F>	2 KICT-F	KXKL-F	2 KXKL-F<	2 KFDI-F<	2 KFDI-F	2 KZSN-F	2 KZSN-F>	2 KNSS	2 KFDI
3	3 KXKL-F	3 KZSN-F	3 KKR-D-F	3 KKR-D-F	3 KZSN-F<	3 KXKL-F<	3 KICT-F<	3 KICT-F	3 KICT-F	3 KKR-D-F>
4	KEYN-F	KXKL-F	4 KICT-F	4 KFDI-F	4 KFDI	4 KZSN-F	4 KOEZ-F	4 KOEZ-F	4 KFDI-F	4 KZSN-F
5	5 KRZZ-F	5 KEYN-F	5 KWKL-F	5 KWKL-F	5 KWKL-F	5 KFDI	5 KICT-F	KEYN-F	5 KOEZ-F	5
6	6 KZSN-F	6	6 KFDI-F	6 KICT-F	6	6	6	6	6	6

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 KKR-D-F>>	1 KKR-D-F>	1 KXKL-F	1 KKR-D-F>	1 KZSN-F	1 KKR-D-F>>	1 KKR-D-F	1 KICT-F>	1 KKR-D-F	1 KZSN-F
2 KICT-F	2 KICT-F	2 KKR-D-F	2 KXKL-F	KKRD-F	2 KEYN-F	2 KICT-F>	2 KZSN-F	2 KICT-F	2 KWKL-F
3 KRZZ-F>	3 KXKL-F	3 KICT-F>	3 KZSN-F	3 KXKL-F>	3 KICT-F>>	3 KEYN-F	KXKL-F	3 KZSN-F	KFDI-F
4 KEYN-F>>	4 KRZZ-F	4 KZSN-F	KICT-F	4 KFDI-F	4 KFDI-F	4 KZSN-F	KKRD-F	4 KXKL-F	4 KICT-F
5	KEYN-F>	KEYN-F	5 KEYN-F	5 KEYN-F	5	KXKL-F	5 KRZZ-F	KWKL-F	5 KXKL-F
6	6 KZSN-F	6	6 KRZZ-F	6	6	KFDI-F	KFDI-F	KEYN-F	6 KKR-D-F
								7 KFDI-F	

FORMATS	AM	FM	TOTAL	%	SPG 88	OTHER RATED STATIONS/METRO SHARE & CUME RATING				
TOP 40/CHR/CONTEMP		120 ( 2)	120 ( 2)	23.9	24.5	KBUZ-F	99.3	ElDorado		0.4/1.4
AOR/CLASSIC		64 ( 2)	64 ( 2)	12.7	9.9	KFH	1330	Wichita		0.4/1.8
AC/OLDIES/SOFT ROCK	13 ( 2)	70 ( 2)	83 ( 4)	16.5	11.4	KJRG	950	Newton		0.9/3.5
MOR/VARIETY						KSGI	900	Wichita		0.7/4.5
COUNTRY	36 ( 2)	102 ( 2)	138 ( 4)	27.4	34.4	KSPG	1360	El Dorado		0.5/1.7
BLACK/URBAN		2 ( 1)	2 ( 1)	0.4	2.6					
BEAUTIFUL/EASY		39 ( 1)	39 ( 1)	7.8	6.0					
NEWS/TALK	19 ( 1)		19 ( 1)	3.8	2.4					
NOSTALGIA	19 ( 1)		19 ( 1)	3.8	4.2					
RELIGION/GOSPEL	9 ( 2)		9 ( 2)	1.8	2.6					
SPANISH										
CLASSICAL										
JAZZ/NEW AGE		10 ( 1)	10 ( 1)	2.0	2.0					
UNKNOWN/OTHERS										
	96 ( 8)	407 (11)	503 (19)							

RADIO STATIONS

KFDI, 1070,	10 KW/1 KW (DA-N),	COUNTRY	ABC E, \$	35.00 (Torbet)	Great Empire	Mike Oatman
KFH, 1330,	5 KW (DA-N),	AC	CBS, MBS, \$	N/A (Banner)	Midcontinent	Gary Dick
KLEO, 1480,	5 KW/1 KW (DA-2),	NOSTALGIA	SMN, \$	20.00 (Katz)	Southern Skies	Jim Worthington
KNSS, 1240,	1 KW	TALK	MBS, ABC T, \$	N/A (Durpetti)	---	
KQAM, 1410,	5 KW/1 KW (DA-2),	OLDIES	US 1, \$	19.00 (Eastman)		Lisa Allen
KBUZ-F, 99.3,	3 KW @ 175,	BLACK	SBN, \$	16.00 (---)	(EL DORADO)	R. Wright
KEYN-F, 103.7,	100 KW @ 860,	CHR	US 1, \$	37.00 (Eastman)		Lisa Allen
KFDI-F, 101.3,	100 KW @ 1130,	COUNTRY	ABC E, \$	60.00 (Torbet)	Great Empire	Mike Oatman
KICT-F, 95.1,	100 KW @ 970,	AOR	ABC R, \$	38.00 (Mc-Guild)	Lakoduk	Charlie Traffas
KKRD-F, 107.3,	100 KW @ 884,	CHR	, \$	50.00 (HNWH)		---
KLZS-F, 97.9,	100 KW @ 370,	JAZZ/NAC	, \$	30.00 (Republic)		Gene Rump
KOEZ-F, 92.3,	100 KW @ 650,	BTFL/EZ	, \$	23.00 (Roslin)	(NEWTON)	Gordon Anderson
KRZZ-F, 95.9,	3 KW @ 400,	CLASSIC AOR	SOURCE, \$	26.00 (Durpetti)	(DERBY)	Michael Cutchall
KWKL-F, 106.5,	100 KW @ 460,	SOFT AC	, \$	18.00 (---)	(ARKANSAS CITY)	Mike Levine
KXKL-F, 105.3,	100 KW @ 1000,	AC	APR, \$	40.00 (Banner)	Midcontinent	Gary Dick
KZSN-F, 102.1,	100 KW @ 1032,	COUNTRY	, \$	44.00 (Katz)	Southern Skies	Jim Worthington
					(HUTCHINSON)	

MISCELLANEOUS COMMENTS: KLZS-F sold by Nancy Kassenbaum for \$2,850,000 (Chapman)...KSGI (59%) sold for \$533,000...

WILKES BARRE-SCRANTON

Arbitron Rank/Pop (12+): 59/624,000

Stations: 37/26  
Diaries: 1016/614:1/58.9%  
Sample Target: 1000  
% Below Line: 9.4  
% Not Listed: 13.7

1988 Revenue: \$14,500,000  
HH Inc.: \$27,627  
Retail \$: 4.6 Bil  
Pop per Station: 24,000  
#1 Biller: WKRZ-AF \$2,400,000

MSA Rank/Pop: 69/727,800

ADI # 51

Average Person Ratings: 18.5

Market TSL: 24.50 hours

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WKRZ-F (CHR)	153/13.3	13.8	13.0	14.7	12.3	13.7	172/2328	2034/32.6	32.9	30.5	105	17.0	165	1992	WKRZ-F
2. WNAK (BB)	100/ 8.7	7.0	5.0	4.9	5.3	6.4	100/591	591/ 9.5	9.6	8.7	17	3.6	35	366	WNAK
3. WEZX-F (AOR)	82/ 7.1	6.4	8.9	9.0	9.7	7.8	88/982	915/14.7	15.6	14.3	127	11.5	112	1008	WEZX-F
4. WARM (MOR)	67/ 5.8	5.5	6.8	7.2	7.2	6.3	74/1171	1079/17.3	18.1	17.8	97	7.0	68	883	WARM
5. WWSH-F (EZ)	62/ 5.4	5.3	4.8	5.2	4.3	5.2	81/903	767/12.3	10.7	9.2	83	2.5	24	359	WWSH-F
WMGS-F (AC)	62/ 5.4	5.4	5.0	4.5	6.4	5.1	75/1081	924/14.8	12.9	12.6	128	5.7	55	537	WMGS-F
7. WTLQ-F (CHR)	38/ 3.3	4.4	3.5	5.0	3.2	4.1	38/872	872/14.0	12.1	11.2	73	5.4	53	985	WTLQ-F
8. WGBI-F (AC)	33/ 2.9	3.8	5.1	4.8	5.9	4.2	39/731	592/ 9.5	10.8	11.8	162	2.7	26	498	WGBI-F
9. WEJL (BB)	32/ 2.8	2.2	1.8	2.8	2.6	2.4	41/554	450/ 7.2	3.6	6.2	14	2.5	24	258	WEJL
10. WSGD-F (O)	31/ 2.7	3.0	2.9	1.3	0.9	2.5	40/531	404/ 6.5	5.7	1.6	207	4.7	46	345	WSGD-F
11. WEAY-F (O)	25/ 2.2	1.7	0.6	1.7	1.6	1.6	25/413	413/ 6.6	3.0	3.8	177	2.0	19	302	WEAY-F
WARD (T)	25/ 2.2	2.3	1.5	2.6	2.0	2.2	25/387	387/ 6.2	5.5	4.3	59	1.2	12	238	WARD
13. WICK (EZ)	24/ 2.1	2.1	1.8	2.0	1.6	2.0	24/237	237/ 3.8	3.9	3.3	52	1.1	11	111	WICK
WBAX (BB)	24/ 2.1	2.4	2.3	2.1	1.3	2.2	24/249	249/ 4.0	4.7	3.5	10	1.2	12	188	WBAX
15. WHLM-F (AC)	21/ 1.8	2.8	3.1	1.8	2.9	2.4	35/643	401/ 6.4	5.0	5.8	94	0.9	9	242	WHLM-F

12+ FM SHARE (METRO): 65.73% (654 of 995) (SPG 88: 65.29%)

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 WNAK >	1 WKRZ-F	1 WKRZ-F>	1 WKRZ-F>	1 WKRZ-F>	1 WARM >
2 WTLQ-F>	2 WEZX-F>>	2 WEZX-F>	2 WEZX-F>	2 WEZX-F>	2 WARM >	2 WARM >	2 WEZX-F	2 WEZX-F	2 WARM <	2 WKRZ-F>
3 WHLM-F	3 WMGS-F>	3 WMGS-F	3 WMGS-F	3 WMGS-F	3 WWSH-F	3 WEZX-F	3 WMGS-F<	3 WNAK	3 WEZX-F	3 WWSH-F
4	4 WTLQ-F	4	4 WSGD-F	4 WSGD-F	4 WKRZ-F	4 WNAK	4 WNAK	4 WWSH-F	4 WWSH-F>	4 WMGS-F
5	5	5	5 WARM <	WARM	5	5 WMGS-F	5 WWSH-F	5 WMGS-F	5 WMGS-F	WEZX-F
			6 WGBI-F							6 WHLM-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 WEZX-F>>	1 WEZX-F>>	1 WEZX-F>>	1 WEZX-F	1 WEZX-F
2 WTLQ-F	2 WMGS-F	2 WMGS-F	2 WMGS-F>	2 WMGS-F>	2 WKRZ-F>>	2 WKRZ-F>>	2 WKRZ-F>>	2 WKRZ-F>>	2 WKRZ-F>
	WMGS-F	3 WEZX-F	WEZX-F>	3 WGBI-F	3 WMGS-F	3	3 WEAY-F	3 WSGD-F	3 WSGD-F>
4 WQQQ-F>	4 WTLQ-F	4 WGBI-F	WEZX-F	WARM	4 WZZO-F	4	4 WZZO-F	4 WMGS-F	4 WARM
5 WAEB-F	5	5 WTLQ-F	5 WTLQ-F	5	WTLQ-F>>	5	WSBG-F	5	5
	WEZX-F								

FORMATS					SPG 88		OTHER RATED STATIONS/METRO SHARE & CUME RATING			
	AM	FM	TOTAL	%	%					
TOP 40/CHR/CONTEMP	4 ( 1)	235 ( 5)	239 ( 6)	24.0	24.0	WAZL	1490	Hazleton		0.3/1.2
AOR/CLASSIC		105 ( 3)	105 ( 3)	10.6	13.3	WBNE-F	95.9	Benton		0.4/1.7
AC/OLDIES/SOFT ROCK	2 ( 1)	217 ( 9)	219 (10)	22.0	21.4	WC DL	1440	Carbondale		1.0/1.5
MOR/VARIETY	90 ( 3)		90 ( 3)	9.0	14.8	WCNR	930	Bloomsburg		0.7/1.8
COUNTRY	23 ( 2)	20 ( 3)	43 ( 5)	4.3	4.8	WG BI	910	Scranton/Wl.Br.		1.3/4.7
BLACK/URBAN						WILK	980	Wilkes-Barre/Sc		1.3/5.5
BEAUTIFUL/EASY	24 ( 1)	77 ( 3)	101 ( 4)	10.2	8.5	WJMW	550	Bloomsburg		0.2/0.8
NEWS/TALK	31 ( 2)		31 ( 2)	3.1	2.7	WQEQ-F	103.1	Freeland/Hzlton		1.6/3.8
NOSTALGIA	156 ( 3)		156 ( 3)	15.7	10.4	WSBG-F	93.5	Stroudsburg		1.2/4.1
RELIGION/GOSPEL						WWDL-F	104.9	Scranton		0.6/2.7
SPANISH						WXPX	1300	W Hazleton/Hzlt		0.7/1.9
CLASSICAL										
JAZZ/NEW AGE						WABC	770	New York		0.5/1.8
UNKNOWN/OTHERS	11 ( 1)		11 ( 1)	1.1		WAEB-F	104.1	Allentown		0.9/2.5
	341 (14)	654 (23)	995 (37)			WFMZ-F	100.7	Allentown		0.9/1.7
						WILQ-F	105.1	Williamsport		0.9/2.2
						WKSB-F	102.7	Williamsport		0.7/2.1
						WLEV-F	96.1	Easton		1.0/2.2
						WQEZ-F	100.9	Milton/Lewisbrg		0.4/1.5
						WQQQ-F	99.9	Easton/Allentow		1.7/4.0
						WXTU-F	92.5	Philadelphia		0.4/1.3
						WYSP-F	94.1	Philadelphia		0.6/1.8
						WZZO-F	95.1	Bethlehem		1.4/4.0

**RADIO STATIONS**

WARD, 1550, 10 KW/500 W (DA-2), TALK	APR, ABC T, \$ 12.00 (Savalli)	Jim Ward
WARM, 590, 5 KW (DA-2), MOR	NBC, \$ 45.00 (Mc-Guild)	Phil Condron
WBAX, 1240, 1 KW, NOSTALGIA	CNN, \$ 16.00 (---)	---
WEJL, 630, 500 W (DAYS), NOSTALGIA	ABC I, \$ 20.00 (Christal)	Shamrock-Lynett
WG BI, 910, 1 KW/500 W, COUNTRY	CBS, \$ 14.00 (Torbet)	Jim Davey
WICK, 1400, 1 KW, BTFL/EZ	ABC D, \$ 14.00 (Roslin)	M. Holcomb
WILK, 980, 5 KW/1 KW (DA-2), MOR/TALK	ABC E, MBS, \$ 17.00 (Mc-Guild)	Doug Lane
WNAK, 730, 1 KW/38 W (DA-1), NOSTALGIA	NBC, \$ 27.00 (K & P)	Jim Morgan
		Bob Neilson
WEAY-F, 92.1, .9 KW @ 552, OLDIES	CNN, \$ 16.00 (---)	Frank Stanley
WEZX-F, 107.1, 190 W @ 1270, AOR	ABC R, \$ 37.00 (Christal)	Jim Davey
WG BI-F, 101.3, 7 KW @ 1110, AC	RADRAD, \$ 27.00 (Torbet)	M. Holcomb
WHLM-F, 106.5, 37 KW @ 597, AC	US 2, \$ 18.00 (Banner)	(BLOOMSBURG)
WKRZ-F, 98.5, 9 KW @ 1172, CHR	, \$ 60.00 (Katz)	Keymarket
WMGS-F, 92.9, 9 KW @ 1060, AC	, \$ 40.00 (Mc-Guild)	Susquehanna
WSGD-F, 94.3, .3 KW @ 770, OLDIES	, \$ 18.00 (Republic)	(CARBONDALE)
WWSH-F, 97.9, 24 KW @ 660, BTFL/EZ	, \$ 23.00 (Katz)	(HAZLETON)
WTLQ-F, 102.3, 3 KW @ 71, CHR	ABC C, \$ 22.00 (Mc-Guild)	Ron Gillenardo
		Jim Loftus

**MISCELLANEOUS COMMENTS:** WYOM sold by Keymarket to Gore for \$125,000 (Comm. Equity)...

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

* CHR - Contemporart 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
*	*

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**WILMINGTON, DE**

Arbitron Rank/Pop (12+): 77/466,400

Stations: 32/7  
Diaries: 910/491:1/49.8%  
Sample Target: 840  
% Below Line: 26.5  
% Not Listed: 9.9

1988 Revenue: \$9,900,000  
HH Inc.: \$37,889  
Retail \$: 4.1 Bil  
Pop per Station: 66,628  
#1 Biller: WJBR-AF \$3,500,000

MSA Rank/Pop: 89/563,400  
Philadelphia ADI  
Average Person Ratings: 18.3  
Market TSL: 24.0 hours

12+ METRO	1/4/SHARE	FAL		SPG		4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion	25-54	Birch Share	Birch AQH	Birch Cume
		88	88	87	87										
1. WSTW-F (CHR)	79/ 9.2	9.1	10.5	8.2	10.0	----	85/1296	1147/24.6	23.9	24.5	126				WSTW-F
2. WMMR-F (AOR)	75/ 8.8	9.7	7.3	6.9	9.9	----	75/953	923/19.8	16.8	22.9	103				WMMR-F
3. WJBR-F (AC)	67/ 7.8	8.8	10.0	11.1	9.4	----	83/1150	989/21.2	21.7	19.1	141				WJBR-F
4. WUSL-F (B)	64/ 7.5	7.3	7.3	9.0	7.5	----	66/668	640/13.7	12.8	12.3	76				WUSL-F
5. WDEL (MOR)	55/ 6.4	6.2	6.5	4.1	7.5	----	59/718	700/15.0	12.1	17.1	53				WDEL
6. WXTU-F (C)	43/ 5.0	3.6	3.2	3.2	2.4	----	44/595	540/11.6	7.3	5.6	136				WXTU-F
7. WILM (N/T)	35/ 4.1	3.4	3.6	3.5	2.5	----	35/547	547/11.7	10.0	10.4	37				WILM
8. WEGX-F (CHR)	34/ 4.0	4.6	3.8	4.0	1.5	----	37/685	614/13.2	11.4	6.6	63				WEGX-F
9. WOGL-F (AC)	31/ 3.6	2.0	2.4	2.9	3.4	----	32/444	404/ 8.7	9.4	11.6	169				WOGL-F
10. WYSP-F (AOR)	29/ 3.4	3.8	4.7	3.2	3.9	----	31/701	648/13.9	15.1	12.2	112				WYSP-F

12+ FM SHARE (METRO): 82.08% (632 of 770) (SPG 88: 81.61%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIOQ-F	1 WMMR-F	1 WMMR-F<	1 WSTW-F	1 WSTW-F	1 WDEL	1 WDEL <	1 WSTW-F<	1 WMMR-F<	1 WUSL-F>	1 WILM >
2 WEGX-F	2 WSTW-F	2 WSTW-F	WJBR-F	2 WJBR-F	2 WJBR-F	2 WJBR-F	2 WJBR-F	2 WSTW-F>	2 WMMR-F>	2 WMMR-F
3 WUSL-F>>	3 WUSL-F>	3 WJBR-F	3 WMMR-F>	3 WMMR-F>	3 WSTW-F	3 WSTW-F	3 WSTW-F	3 WUSL-F<	3 WIOQ-F	3 WSTW-F
4	4 WJBR-F	4 WUSL-F	4 WXTU-F	4 WXTU-F	WILM <	4 WMMR-F	4 WUSL-F	4 WJBR-F	4 WSTW-F	4 WWDB-F
5	5	5	5 WUSL-F	5 WOGL-F	5 WXTU-F	5 WILM	5	5 WXTU-F<	5 WDEL	5
				6 WUSL-F	6 WOGL-F	6 WUSL-F		6 WDEL		

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 WSTW-F	1 WSTW-F>	1 WSTW-F>	1 WSTW-F	1 WSTW-F	1 WMMR-F>>	1 WMMR-F>>	1 WMMR-F>>	1 WMMR-F>	1 WMMR-F
2 WUSL-F>	2 WUSL-F	2 WJBR-F	2 WJBR-F	WJBR-F>	2 WUSL-F>>	2 WUSL-F>>	2 WYSP-F	2 WSTW-F	2 WSTW-F
3 WMMR-F>	WMMR-F	3 WMMR-F>	3 WUSL-F	3 WXTU-F	3 WSTW-F	3 WSTW-F	WUSL-F	3 WUSL-F	3 WJBR-F
4 WIOQ-F	4 WJBR-F	4 WUSL-F	4 WMMR-F	4 WMMR-F	4 WEGX-F	4 WYSP-F	WSTW-F	4 WJBR-F	4 WOGL-F
WEGX-F	5	WEAZ-F	5	5 WUSL-F	5 WYSP-F	5	5 WJBR-F	5	5
							6 WXTU-F		

FORMATS	SPG 88				OTHER RATED STATIONS/METRO SHARE & CUME RATING
	AM	FM	TOTAL	%	
TOP 40/CHR/CONTEMP		153 ( 5)	153 ( 5)	19.9	WAMS 1380 Wilmington 1.1/2.4
AOR/CLASSIC		111 ( 3)	111 ( 3)	14.4	WDSO-F 94.7 Dover/Wilmington 2.5/6.0
AC/OLDIES/SOFT ROCK	10 ( 2)	139 ( 6)	149 ( 8)	19.4	WJBR 1290 Wilmington 0.1/1.9
MOR/VARIETY	55 ( 1)		55 ( 1)	7.1	
COUNTRY		80 ( 3)	80 ( 3)	10.4	KYW 1060 Philadelphia 0.9/6.0
BLACK/URBAN		79 ( 2)	79 ( 2)	10.3	WBAL 1090 Baltimore 0.5/1.8
BEAUTIFUL/EASY		28 ( 1)	28 ( 1)	3.6	WBSB-F 104.3 Baltimore 0.9/2.4
NEWS/TALK	63 ( 5)	20 ( 1)	83 ( 6)	10.8	WBSS-F 97.3 Millville/Vnld 0.6/2.1
NOSTALGIA	10 ( 1)		10 ( 1)	1.3	WCAU 1210 Philadelphia 1.3/4.8
RELIGION/GOSPEL		4 ( 1)	4 ( 1)	0.5	WDAC-F 94.5 Lancaster 0.5/1.3
SPANISH					WDAS-F 105.3 Philadelphia 1.8/6.6
CLASSICAL		18 ( 1)	18 ( 1)	2.3	WEAZ-F 101.1 Philadelphia 3.3/9.2
JAZZ/NEW AGE					WFLN-F 95.7 Philadelphia 2.1/5.4
UNKNOWN/OTHERS					WIOQ-F 102.1 Philadelphia 3.2/12.0
	138 ( 9)	632 (23)	770 (32)		WIP 610 Philadelphia 0.6/2.6
					WLYY-F 97.9 Baltimore 0.8/3.2
					WKSZ-F 100.3 Media 2.5/10.3
					WMGK-F 102.9 Philadelphia 0.9/5.2
					WPEN 950 Philadelphia 1.2/3.6
					WPOC-F 93.1 Baltimore 1.9/5.1
					WQSR-F 105.7 Catonsville 0.7/1.8
					WWDB-F 96.5 Philadelphia 2.3/6.1
					WMMX-F 106.5 Baltimore 0.7/2.3

**RADIO STATIONS**

WAMS, 1380, 5 KW/1 KW (DA-2), OLDIES ABC D, \$ 15.00 (K & P) Todd Halliday  
WDEL, 1150, 5 KW (DA-2), MOR NBC, APR, \$ 35.00 (Eastman) Bob Taylor  
WILM, 1450, 1 KW, NEWS/TALK CBS, MBS, \$ 30.00 (Savalli) Sally Hawkins  
WJBR, 1290, 2.5 KW/500 W(DA-2), BASICALLY A SIMULCAST WITH WJBR-F.

WJBR-F, 99.5, 50 KW @ 500, AC APR, \$ 75.00 (Katz) CRB Christopher Watu.  
WSTW-F, 93.7, 50 KW @ 460, CHR, \$ 70.00 (Eastman) Bob Taylor

OTHER RANKED STATIONS -- See Philadelphia  
MISCELLANEOUS COMMENTS: WAMS changes from COUNTRY to OLDIES...



WILMINGTON, NC

Arbitron Rank/Pop (12+): 189/140,800  
 MSA Rank/Pop: 302/117,200  
 ADI # 148  
 Average Person Ratings: 17.0  
 Market TSL: 23.0 hours

Stations: 14/11  
 Diaries: 639/220:1/53.2%  
 Sample Target: 550  
 % Below Line: 1.3  
 % Not Listed: 15.5

1988 Revenue: \$3,900,000  
 HH Inc.: \$27,497  
 Retail \$: 1.0 Bil  
 Pop per Station: 12,800  
 #1 Biller: WGNI-F \$850,000

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume
1. WVBS-F (CHR)	34/14.2	----	9.5	----	11.3	----	46/555	426/30.3	22.2	20.8	80			WVBS-F
2. WFSM-F (AOR)	32/13.4	----	14.4	----	5.6	----	35/352	301/21.4	21.0	14.3	123			WFSM-F
3. WWQQ-F (C)	27/11.3	----	9.0	----	11.8	----	30/290	255/18.1	13.6	17.1	106			WWQQ-F
4. WGNI-F (AC)	26/10.9	----	10.9	----	13.8	----	30/410	346/24.6	25.5	23.3	131			WGNI-F
5. WZFX-F (B)	20/8.4	----	4.5	----	10.8	----	33/375	242/17.2	12.5	18.7	99			WZFX-F
WBMS (B)	20/8.4	----	5.5	----	4.1	----	20/177	177/12.6	12.0	9.4	99			WBMS
7. WMFD-AF (CHR)	17/7.1	----	11.0	----	15.4	----	19/318	256/18.2	19.8	21.2	96			WMFD-AF
8. WDZD-F (C)	12/5.0	----	4.5	----	3.6	----	13/116	108/7.7	8.6	6.7	90			WDZD-F
9. WAAV (MOR)	8/3.3	----	6.0	----	5.6	----	10/168	149/10.6	9.7	9.7	70			WAAV

12+ FM SHARE (METRO): 85.15% (172 of 202) (SPG 88: 73.18%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WVBS-F>>	1 WFSM-F	1 WFSM-F	1 WFSM-F	1 WFSM-F	1 WWQQ-F>	1 WVBS-F	1 WFSM-F	1 WVBS-F	1 WVBS-F	1 WBMS >
2 WZFX-F>	2 WVBS-F>	2 WVBS-F	2 WGNI-F	2 WGNI-F	2 WGNI-F	2 WFSM-F	2 WVBS-F<	2 WFSM-F	2 WZFX-F	2 WZFX-F
3 WFSM-F>	3 WGNI-F	3 WGNI-F>	3 WVBS-F>	3 WWQQ-F	3 WMFD-AF	3 WGNI-F<	3 WGNI-F	3 WWQQ-F	3 WBMS	3 WVBS-F
4 WBMS >>	4 WZFX-F	4 WZFX-F	4 WWQQ-F	4 WVBS-F>	4 WDZD-F	4 WWQQ-F	4 WWQQ-F>	4 WGNI-F	4 WFSM-F	4 WWQQ-F
5	WBMS	5 WWQQ-F	WBMS	5 WZFX-F	5 WBMS	5 WBMS	5 WMFD-AF	5 WMFD-AF	5 WGNI-F	5 WGNI-F
6	6	WBMS	6 WZFX-F	WBMS	6 WFSM-F	6	6	6	6 WWQQ-F	WAAV

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 WVBS-F>>	1 WVBS-F	1 WFSM-F	1 WGNI-F	1 WGNI-F>	1 WVBS-F	1 WFSM-F	1 WFSM-F>	1 WFSM-F	1 WFSM-F>
2 WZFX-F	WFSM-F	WGNI-F>	2 WVBS-F	2 WFSM-F	2 WFSM-F>>	2 WVBS-F>>	2 WVBS-F>	2 WVBS-F>	2 WWQQ-F
3 WFSM-F>	3 WGNI-F>	3 WBMS	3 WFSM-F>	3 WWQQ-F	3 WZFX-F	3 WZFX-F	3 WGNI-F>>	3 WZFX-F	3 WVBS-F
4 WGNI-F>>	4 WZFX-F	4 WWQQ-F	4 WBMS	4 WBMS	4 WGNI-F	4 WMFD-AF	4 WMFD-AF	4 WWQQ-F	4 WZFX-F
5	WBMS	WBMS	5 WZFX-F	5 WVBS-F	WBMS	WBMS	WZFX-F	5 WGNI-F	5 WGNI-F
6	6 WWQQ-F	6	6 WWQQ-F	6	6	6	WBMS >>	6	6

FORMATS	AM	FM	TOTAL	%	SPG 88 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP	1 ( 1)	50 ( 2)	51 ( 3)	25.2	8.9	WPGO-F 106.3 Shallotte/Wlmng 0.8/3.8
AOR/CLASSIC		32 ( 1)	32 ( 1)	15.8	16.2	WWIL 1490 Wilmington 0.4/1.9
AC/OLDIES/SOFT ROCK		28 ( 2)	28 ( 2)	13.9	17.9	
MOR/VARIETY	8 ( 1)		8 ( 1)	4.0	6.7	WIKS-F 101.9 New Bern 0.4/2.5
COUNTRY		41 ( 3)	41 ( 3)	20.3	15.6	WRCM-F 98.7 Jcksnlv/Wlmngtn 0.8/7.7
BLACK/URBAN	21 ( 2)	21 ( 2)	42 ( 4)	20.8	30.2	
BEAUTIFUL/EASY					2.2	
NEWS/TALK						
NOSTALGIA						
RELIGION/GOSPEL					2.2	
SPANISH						
CLASSICAL						
JAZZ/NEW AGE						
UNKNOWN/OTHERS						
	30 ( 4)	172 ( 10)	202 ( 14)			

RADIO STATION

WAAV, 980, 5 KW	, MOR/TALK	SUN, \$ 13.00 (Katz)	---
WBMS, 1340, 1 KW	, BLACK	NBN, \$ 10.00 (Roslin)	Antoinette Gray
WWIL, 1490, 1 KW	, BLACK	SBN, \$ 10.00 (---)	Jim Capers
WDZD-F, 93.5, 3 KW @ 300,	COUNTRY	MBS, \$ 12.00 (---)	(SHALLOTTE) Dick Lee Heron
WGNI-F, 102.7, 100 KW @ 981,	AC	, \$ 25.00 (Katz)	Cape Fear
WMFD-F, 97.3, 100 KW @ 600,	CHR	, \$ 20.00 (Banner)	---
WFSM-F, 107.5, 50 KW @ 500,	CLASSIC ROCK	, \$ 21.00 (HNWH)	(SOUTHPORT) Chuck Langley
WVBS-F, 99.9, 100 KW @ 480,	CHR	MBS, \$ 24.00 (Christal)	Jones-Eastman (BURGAW) Eric Jorgenson
WWQQ-F, 100.9, 2.5 KW @ 347,	COUNTRY	ABC D, \$ 20.00 (---)	John Kappes
WZFX -- See Fayetteville			Sandra Franklin

MISCELLANEOUS COMMENTS: WHSL-F changes calls to WMFD-F (March)...WWIL sold for \$179,000...WAAV sold by Cape Fear for \$400,000.

WORCESTER

Arbitron Rank/Pop (12+): 101/343,900

Stations: 30/8  
Diaries: 819/420:1/44.3%  
Sample Target: 740  
% Below Line: 22.1  
% Not Listed: 11.2

1988 Revenue: \$12,000,000  
HH Inc.: \$36,180  
Retail \$: 3.5 Bil  
Pop per Station: 42,987  
#1 Biller: WAAF-F \$4,400,000

MSA Rank/Pop: 111/411,100

Boston ADI

Average Person Ratings: 17.6

Market TSL: 23.25 hours

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume
1. WAAF-F (AOR)	90/14.9	12.1	12.5	10.9	14.1	----	154/1836	978/28.4	25.9	28.1	88	17.2	94	935
2. WSRF-F (EZ)	68/11.2	13.8	12.7	13.0	13.6	----	105/1296	833/24.2	25.5	25.5	87	9.9	54	708
3. WTAG (MOR)	45/ 7.4	8.5	7.5	9.8	10.7	----	49/880	748/21.8	19.7	26.2	55	8.2	45	659
4. WZOU-F (CHR)	37/ 6.1	7.7	6.1	6.7	4.9	----	62/919	556/16.2	15.9	11.0	67	10.1	55	627
5. WODS-F (AC)	30/ 5.0	4.5	5.5	3.6	0.3	----	45/700	475/13.8	13.0	2.7	144	2.6	14	188
6. WBZ (MOR)	27/ 4.5	4.7	3.2	5.4	4.1	----	54/779	393/11.4	8.7	11.1	91	4.2	23	350
7. WXLO-F (AC)	25/ 4.1	5.5	6.4	7.4	5.3	----	51/948	435/12.6	13.7	14.2	151	5.7	31	445
8. WNEB (BB)	24/ 4.0	4.2	3.8	4.7	3.7	----	24/286	263/ 7.6	8.9	9.1	17	4.0	22	248
29. WZLX-F (AOR)	19/ 3.1	3.4	2.5	2.2	2.6	----	45/635	288/ 8.4	6.0	7.6	155	3.8	21	263
WFTQ (AC)	19/ 3.1	2.6	5.2	2.9	4.6	----	19/330	330/ 9.6	13.4	10.1	168	3.7	20	382
11. WORC (C)	17/ 2.8	1.9	3.9	2.9	3.9	----	17/294	259/ 7.5	6.3	10.0	86	1.5	8	221
12.														
13.														
14.														
15.														

12+ FM SHARE (METRO): 70.45% (379 of 538) (SPG 88: 70.44%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZOU-F	1 WAAF-F>>	1 WAAF-F>>	1 WAAF-F>	1 WAAF-F>	1 WSRF-F	1 WAAF-F	1 WSRF-F	1 WAAF-F>	1 WTAG	1 WBZ >>
2 WAAF-F>>	2 WZOU-F	2 WODS-F	2 WODS-F	2 WSRF-F>	2 WTAG >	2 WSRF-F	2 WAAF-F>>	2 WSRF-F>	2 WAAF-F	2 WTAG
3	3 WZLX-F	WSRF-F<	WSRF-F	3 WODS-F	3 WBZ	3 WTAG >	3 WODS-F	3 WZOU-F<	3 WBZ	3 WNEB
4	4 WXLO-F	4 WZOU-F	4 WXLO-F	4 WXLO-F	WNEB	4 WBZ	4 WXLO-F	4 WTAG <	4 WZOU-F>	4 WSRF-F
5	5 WSRF-F	5 WXLO-F	5	5 WFTQ	5 WODS-F	5	5	5 WODS-F	5 WSRF-F	WAAF-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 WAAF-F	1 WAAF-F>	1 WAAF-F>	1 WAAF-F	1 WSRF-F>	1 WAAF-F>>	1 WAAF-F>>	1 WAAF-F>>	1 WAAF-F>>	1 WAAF-F>>
2 WZOU-F>	2 WZOU-F	2 WZOU-F	2 WSRF-F	2 WAAF-F	2	2 WZLX-F	2 WZLX-F>>	2 WZLX-F	2 WODS-F
3 WXLO-F	3 WXLO-F	WXLO-F	3 WZOU-F	3 WXLO-F	3	3	3	WODS-F	3 WZLX-F
4 WSRF-F	4 WSRF-F	4 WSRF-F	WXLO-F	4 WODS-F	4	4	4	4	4 WBCN-F
5	5	5	5 WODS-F	WFTQ	5	5	5	5	WSRF-F

FORMATS	AM	FM	TOTAL	%	SPG 88 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		54 ( 3)	54 ( 3)	10.0	9.1	WGFP 940 Webster 0.5/1.8
AOR/CLASSIC		135 ( 6)	135 ( 6)	25.1	19.2	
AC/OLDIES/SOFT ROCK	19 ( 1)	93 ( 7)	112 ( 8)	20.8	25.7	WARE 1250 Ware 0.3/1.2
MOR/VARIETY	83 ( 5)		83 ( 5)	15.4	13.0	WBCN-F 104.1 Boston 2.5/7.4
COUNTRY	17 ( 1)	13 ( 1)	30 ( 2)	5.6	7.3	WBOS-F 92.9 Brookline/Bston 0.7/2.9
BLACK/URBAN						WCGY-F 93.7 Lawrence/Boston 0.7/1.5
BEAUTIFUL/EASY		79 ( 3)	79 ( 3)	14.7	17.8	WCRB-F 102.5 Waltham/Boston 0.8/3.4
NEWS/TALK	16 ( 1)		16 ( 1)	3.0	2.0	WESO 970 Southbridge 1.0/2.0
NOSTALGIA	24 ( 1)		24 ( 1)	4.5	5.1	WHJY-F 94.1 Providence 0.5/2.1
RELIGION/GOSPEL						WJIB-F 96.9 Boston 1.2/3.5
SPANISH						WLKW-F 101.5 Providence 0.7/2.5
CLASSICAL		5 ( 1)	5 ( 1)	0.9	0.8	WMJX-F 106.7 Boston 0.7/4.7
JAZZ/NEW AGE						WPRO-F 92.3 Providence 0.7/2.9
UNKNOWN/OTHERS						WQYR-F 100.1 Southbridge 2.1/2.8
	159 ( 9)	379 (21)	538 (30)			WRKO 680 Boston 2.6/4.7
						WROR-F 98.5 Boston 2.6/9.8
						WSSH-F 99.5 Lowell/Boston 1.2/5.6
						WVBF-F 105.7 Framingham/Bstn 1.2/3.8
						WWLI-F 105.1 Providence 0.7/2.7
						WXKS-F 107.9 Medford/Boston 2.1/8.3

RADIO STATIONS

WFTQ, 1440, 5 KW (DA-2)	, AC	ABC I, \$ 35.00 (Katz)	Zapis	John Sutherland
WNEB, 1230, 1 KW	, NOSTALGIA	CBS, MBS, \$ 18.00 (Savalli)		Todd Campbell
WORC, 1310, 5 KW/1 KW (DA-2)	, COUNTRY	ABC D, \$ 20.00 (---)		---
WTAG, 580, 5 KW (DA-2)	, MOR	MBS, TALKNT, \$ 45.00 (Banner)	Knight	John Flynn
WAAF-F, 107.3, 19 KW @ 823, AOR		, \$ 97.00 (Katz)	Zapis	John Sutherland
WSRF-F, 96.1, 17 KW @ 863, BTFL/EZ		, \$ 70.00 (Banner)	Knight	John Flynn
WXLO-F, 104.5, 37 KW @ 670, AC		CNN, \$ 50.00 (Mc-Guild)		Michael Cohen

OTHER RANKED STATIONS -- See Boston

MISCELLANEOUS COMMENTS: WFTQ, WAAF-F sold by NewCity to Zapis for \$15,000,000 (MVP; Americom)...

YORK

Arbitron Rank/Pop (12+): 102/334,700  
 MSA Rank/Pop: 114/404,100  
 ADI # 46 (w/Harrisburg & Lancaster)  
 Average Person Ratings: 19.2  
 Market TSL: 25.25 hours

Stations: 31/11  
 Diaries: 793/422:1/65.8%  
 Sample Target: 730  
 % Below Line: 15.3  
 % Not Listed: 11.7

1988 Revenue: \$11,700,000  
 HH Inc.: \$31,680  
 Retail \$: 2.3 Bil  
 Pop per Station: 30,427  
 #1 Biller: NA

12+ METRO	1/4/SHARE	WIN 89	FAL 88	SUM 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	SPG 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume
1. WYCR-F (CHR)	82/12.8	8.8	12.1	9.2	11.0	10.7	102/1481	907/27.1	24.6	24.4	72	11.8	68	849 WYCR-F
2. WARM-F (AC)	67/10.4	12.1	8.7	10.4	8.6	10.4	130/1653	734/21.9	17.5	18.7	137	7.0	40	449 WARM-F
3. WNCE-F (EZ)	56/ 8.7	9.6	7.6	6.4	8.4	8.1	187/1843	518/15.5	17.4	13.7	41	3.1	18	202 WNCE-F
4. WRKZ-F (C)	50/ 7.8	11.1	9.2	8.5	11.5	9.1	176/1998	583/17.4	17.1	19.7	132	7.8	45	489 WRKZ-F
5. WQXA-F (CHR)	42/ 6.5	6.3	6.4	13.2	8.0	8.1	89/1811	743/22.2	19.8	24.2	115	6.8	39	559 WQXA-F
6. WSBA (MOR)	36/ 5.6	8.4	6.4	7.7	10.6	7.0	41/599	498/14.9	17.6	18.3	89	11.0	63	621 WSBA
WGTY-F (C)	36/ 5.6	5.4	3.2	4.7	2.1	4.7	47/558	438/13.1	7.7	6.8	104	6.8	39	458 WGTY-F
8. WGRX-F (AOR)	33/ 5.1	6.2	5.5	4.5	5.6	5.3	39/683	439/13.1	11.1	9.7	131	6.4	37	456 WGRX-F
9. WHTF-F (AOR)	20/ 3.1	2.0	2.8	4.5	4.4	3.1	58/1119	343/10.2	6.1	9.8	161	5.0	29	298 WHTF-F
10. WNNK-F (CHR)	13/ 2.0	1.5	3.2	2.1	2.3	2.2	179/2295	256/ 7.6	8.4	9.1	165	2.6	15	231 WNNK-F

12+ FM SHARE (METRO): 86.42% (490 of 567) (SPG 88: 82.82%)

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

FORMATS	AM	FM	TOTAL	%	SPG 88	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		144 ( 5)	144 ( 5)	25.4	24.9	WGCB-F 96.1 Red Lion 0.3/2.2
AOR/CLASSIC		66 ( 4)	66 ( 4)	11.6	14.1	WGET 1320 Gettysburg 1.7/3.9
AC/OLDIES/SOFT ROCK		78 ( 3)	78 ( 3)	13.8	14.1	WHVR 1280 Hanover 1.6/5.0
MOR/VARIETY	66 ( 5)		66 ( 5)	11.6	15.1	WOYK 1350 York 1.1/3.8
COUNTRY	4 ( 1)	105 ( 4)	109 ( 5)	19.2	18.0	WXKU 1250 York 0.6/2.2
BLACK/URBAN		2 ( 1)	2 ( 1)	0.4	1.4	
BEAUTIFUL/EASY NEWS/TALK		79 ( 4)	79 ( 4)	13.9	10.8	WBAL 1090 Baltimore 0.9/3.3
NOSTALGIA	7 ( 1)		7 ( 1)	1.2		WBSB-F 104.3 Baltimore 0.3/1.6
RELIGION/GOSPEL		11 ( 2)	11 ( 2)	1.9	0.6	WDAC-F 94.5 Lancaster 1.4/3.5
SPANISH						WFRE-F 99.9 Frederick 1.4/3.1
CLASSICAL						WHKS-F 94.9 Harrisburg 0.8/2.7
JAZZ/NEW AGE						WHP 580 Harrisburg 0.5/1.9
UNKNOWN/OTHERS		5 ( 1)	5 ( 1)	0.9	1.2	WHP -F 97.3 Harrisburg 0.8/4.5
	77 ( 7)	490 ( 24)	567 ( 31)			WIMX-F 99.3 Harrisburg 0.9/4.0
						WIOV-F 105.1 Ephrata/Lancast 1.7/6.2
						WYYF-F 97.9 Baltimore 0.5/1.8
						WLAN-F 96.9 Lancaster 0.8/5.6
						WLIF-F 101.9 Baltimore 0.5/3.3
						WPOC-F 93.1 Baltimore 1.2/3.8
						WTPA-F 93.5 Mechsbrg/Harsbr 1.6/5.1
						WWMD-F 104.7 Hagerstown 1.7/2.6
						WXYV-F 102.7 Baltimore 0.3/1.6

RADIO STATIONS

WGET, 1320, 1 KW/500 W (DA-2), MOR	MBS, \$ 14.00 (---)	(GETTYSBURG)	Rod Burnham
WHVR, 1280, 5 KW/500 W (DA-2), MOR	NBC, \$ N/A (HNWH)		Barb McLaughlin
WSBA, 910, 5 KW/1 KW (DA-2), MOR	\$ 47.00 (Eastman)	Susquehanna	Chris Huber
	\$ 57.00 (Eastman)	Susquehanna	Chris Huber
WARM-F, 103.3, 6 KW @ 1310, AC	MBS, \$ 17.00 (---)	(GETTYSBURG)	Rod Burnham
WGTY-F, 107.7, 16 KW @ 350, COUNTRY	SOURCE, \$ 25.00 (Banner)		Joni Beck
WHTF-F, 92.7, .6 KW @ 700, CLASSIC AOR	\$ 40.00 (Katz)		Karen Luft
WQXA-F, 105.7, 25 KW @ 520, CHR	\$ 33.00 (HNWH)		Rich McCauslin
WYCR-F, 98.5, 11 KW @ 930, CHR			

OTHER RANKED STATIONS -- See Harrisburg, Lancaster or Baltimore

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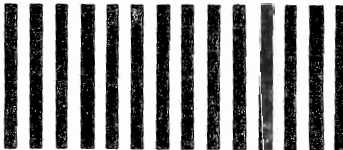


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