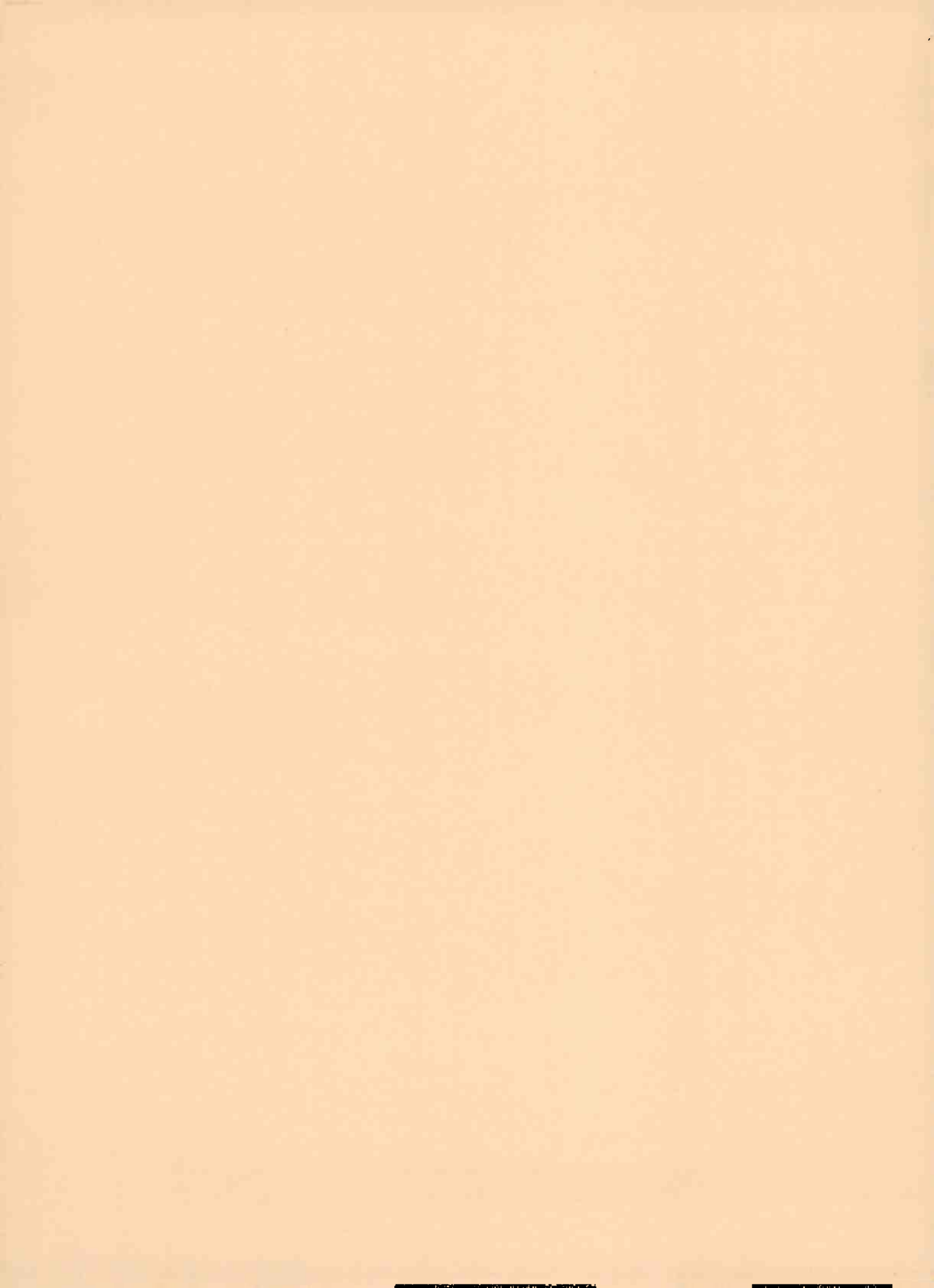


AMERICAN RADIO

Winter 1992 Supplement



James H. Duncan, Jr.



AMERICAN RADIO
WINTER 1992 SUPPLEMENT

Compiled and Edited By:

James H. Duncan, Jr. &
Beth A. Barnhorst
DUNCAN'S AMERICAN RADIO, INC.
P.O. Box 90284
Indianapolis, Indiana 46290

May 1992

Volume XVII, Number 5

INTRODUCTION

I am pleased to present the sixth edition of American Radio - Winter 1992 Supplement. This book is designed to supplement the primary editions of American Radio by providing updated summaries of the 97 markets which Arbitron surveys on a quarterly basis.

The 'Winter Supplement' is issued every May.

Your support of my work is sincerely appreciated. Please feel free to make comments or suggestions at any time. I urge you to do so. I can be reached at this address:

James H. Duncan, Jr.
Duncan's American Radio, Inc.
PO Box 90284
Indianapolis, Indiana 46290
(317) 844-0988

ALL ARBITRON AUDIENCE ESTIMATES ARE COPYRIGHTED (1992) BY THE ARBITRON RATINGS COMPANY AND MAY NOT BE QUOTED OR REPRODUCED WITHOUT THE PRIOR PERMISSION OF ARBITRON.

Copyright 1992 by James H. Duncan, Jr.

This book may not be reproduced in whole or part by mimeograph or any other means, without permission.

PRINTED IN THE UNITED STATES OF AMERICA.

Subscribers may quote American Radio for sales and advertising purposes. However, you must be an Arbitron subscriber if any of their data is involved. Secondly, I must be notified. I always give permission, but I like to make certain that my work is being properly quoted. The source 'American Radio by James H. Duncan, Jr.' must always be cited.

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

INDEX

INDIVIDUAL MARKET REPORTS

(In Alphabetical Order)

Albany-Schen-Troy	Des Moines	Madison	Roanoke
Albuquerque	Detroit	McAllen-Brown	Rochester
Allentown-Beth	El Paso	Memphis	Sacramento
Atlanta	Fresno	Miami	Saginaw-BC
Austin	Grand Rapids	Milwaukee	St. Louis
	Greensboro-WS	Minneapolis	Salt Lake City
Bakersfield	Greenville NC	Mobile	San Antonio
Baltimore	Grnvl-Sprtnbrg	Monterey-Salinas	San Diego
Baton Rouge	Harrisburg	Nashville	San Francisco
Birmingham	Hartford	Nassau-Suffolk	San Jose
Boston	Honolulu	New Orleans	Seattle
Buffalo	Houston	New York	Shreveport
Charleston SC	Huntsville	Norfolk	Spokane
Charlotte	Indianapolis	Oklahoma City	Springfield MA
Chattanooga	Jackson	Omaha	Syracuse
Chicago	Jacksonville	Orlando	Tampa-St.Pete
Cincinnati	John City-Kngsprt	Philadelphia	Toledo
Cleveland	Kansas City	Phoenix	Tucson
Colorado Spgs.	Knoxville	Pittsburgh	Tulsa
Columbia SC	Lansing	Portland OR	Washington
Columbus OH	Las Vegas	Providence	West Palm Beach
Dallas-Ft.Worth	Little Rock	Raleigh	Wichita
Dayton	Los Angeles	Richmond	Wilkes Barre-Scr
Denver	Louisville	Riverside-SB	York
			Youngstown

AKRON

Arbitron Rank/Pop (12+): 67/548,600
 MSA Rank/Pop: 76/654,000
 Cleveland ADI
 Average Person Ratings: 17.2
 Market TSL: 22.75 hours

Stations: 26/7
 Diaries: 1028/534:1/56.8%
 Sample Target: 1030
 % Below Line: 54.4
 % Not Listed: 14.7

1991 Revenue: \$12,600,000
 HH Inc.: \$30,618
 Retail: \$ 4.4 Btl
 Pop per Station: 78,371
 #1 Biller: WKDD-F \$3,300,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. WONE-F (AOR)	79/ 8.4	5.9	5.1	5.2	6.3	6.1	124/1598	893/16.3	14.6	14.9			WONE-F
2. WKDD-F (CHR)	59/ 6.3	4.5	6.1	8.0	4.0	6.2	94/1775	893/16.3	15.9	16.8			WKDD-F
3. WMMS-F (AOR)	55/ 5.8	4.4	4.1	4.2	5.7	4.6	86/1391	828/15.1	17.4	14.9			WMMS-F
WGAR-F (C)	55/ 5.8	6.3	7.6	6.0	4.5	6.4	98/1166	707/12.9	13.1	11.5			WGAR-F
5. WAKR (N/T)	54/ 5.7	4.6	3.8	4.8	7.4	4.7	62/1088	864/15.7	14.6	19.6			WAKR
6. WDOK-F (EZ)	52/ 5.5	6.9	4.6	6.9	6.9	6.0	77/1083	708/12.9	13.3	14.1			WDOK-F
7. WMJI-F (AC)	48/ 5.1	4.5	5.1	5.5	4.6	5.1	79/1357	783/14.3	13.5	14.6			WMJI-F
8. WPHR-F (CHR)	38/ 4.0	5.6	6.1	6.4	4.1	5.5	54/1255	876/16.0	15.4	14.1			WPHR-F
WLTF-F (AC)	38/ 4.0	3.2	3.8	4.4	4.1	3.8	54/1087	673/12.3	9.6	12.1			WLTF-F
WNIR-F (T)	38/ 4.0	7.3	6.9	7.5	7.4	6.4	61/885	574/10.5	14.3	13.5			WNIR-F
11. WQMX-F (AC)	36/ 3.8	2.7	3.0	3.2	4.4	3.2	54/858	450/ 8.2	10.1	8.3			WQMX-F
12. WRMR (BB)	34/ 3.6	4.2	3.0	3.0	3.6	3.4	44/506	352/ 6.4	6.6	5.3			WRMR
WQAL-F (AC)	34/ 3.6	2.8	2.3	2.5	1.7	2.8	50/969	562/10.2	9.0	6.6			WQAL-F
14. WNCX-F (AOR)	30/ 3.2	3.0	4.2	3.0	3.8	3.3	53/864	536/ 9.8	8.7	9.7			WNCX-F
15. WQXK-F (C)	28/ 3.0	2.1	3.1	2.8	1.3	2.8	93/940	318/ 5.8	5.2	3.6			WQXK-F
16. WZAK-F (B)	23/ 2.4	3.0	4.5	3.2	4.8	3.3	25/492	363/ 6.6	6.9	8.3			WZAK-F
17. WWWE (N/T)	19/ 2.0	1.8	2.3	2.1	3.7	2.0	41/702	330/ 6.0	7.3	8.5			WWWE
18.													
19.													
20.													

12+ FM SHARE (METRO): 82.69% (664 of 803) (WIN 91: 82.23%)

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 WONE-F>	1 WONE-F	1 WONE-F	1 WAKR	1 WAKR	1 WONE-F	1 WONE-F>	1 WONE-F>	1 WAKR
2 WZAK-F	2 WMMS-F	2 WMMS-F	2 WMMS-F	2 WMMS-F	2 WGAR-F	2 WKDD-F<	2 WDOK-F	2 WDOK-F<	2 WPHR-F	2 WGAR-F>
3 WKDD-F	3 WKDD-F	3 WKDD-F	3 WMJI-F	3 WMJI-F	3 WDOK-F	3 WONE-F<	3 WKDD-F<	3 WKDD-F<	3 WKDD-F	3 WONE-F
4	4 WNCX-F	4 WMJI-F	4 WKDD-F	4 WGAR-F	4 WMJI-F	4 WMMS-F	4 WGAR-F	4 WMMS-F<	4 WLTF-F	4
5	WQMX-F	5 WQMX-F	5 WGAR-F	5 WDOK-F	5 WRMR	5 WGAR-F<	5 WNCX-F	5 WNCX-F<	5 WMMS-F	5
6	6	6	6	WKDD-F	6	6 WMJI-F	6 WMMS-F	6	6	6
							7 WMJI-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 WONE-F	1 WONE-F<	1 WQMX-F	1 WKDD-F	1 WKDD-F	1 WONE-F>	1 WONE-F	1 WMMS-F	1 WONE-F	1 WMMS-F
WKDD-F>	2 WKDD-F	WONE-F	2 WONE-F	2 WDOK-F	2 WMMS-F>>	2 WMMS-F>	2 WONE-F>	2 WMMS-F>	2 WONE-F
3 WQMX-F>	3 WQMX-F>	3 WKDD-F	3 WQMX-F	3 WMJI-F	3 WRQK-F	3 WNCX-F	3 WNCX-F>>	3 WNCX-F	3 WMJI-F
4 WPHR-F	4 WLTF-F	4 WLTF-F	4 WLTF-F	WGAR-F	WQAL-F	4	4 WQXK-F	4 WMJI-F	4 WNCX-F
5 WLTF-F	5 WQAL-F	5 WQAL-F	5 WMJI-F	5 WQMX-F	5 WNCX-F	5	5	5 WGAR-F	5 WGAR-F
6	6 WPHR-F	WDOK-F	6	6 WLTF-F	6	6	6	6	6 WDOK-F
				WONE-F					

OTHER RATED STATIONS	METRO SHARE	CUME/RTG	TSA/AQH	TSA/CUME
WHLO 640 Akron/Cleveland	0.7/2.5/	17/	352	
WSLR 1350 Akron	1.9/6.4/	21/	464	
WCLV-F 95.5 Cleveland	0.6/3.1/	7/	203	
WHBC-F 94.1 Canton/Akron	0.7/4.0/	43/	988	
WJMO-F 92.3 Cleveland Hghts	0.5/3.2/	10/	288	
WKNR 1220 Cleveland	0.7/3.1/	18/	312	
WNWV-F 107.3 Elyria/Cleveland	1.4/4.4/	15/	325	
WRQK-F 106.9 Canton/Akron	1.6/3.8/	66/	760	
WTOF-F 98.1 Canton/Akron	0.5/2.8/	16/	355	

RADIO STATIONS

WAKR , 1590, 5 KW (DA-N) , News/Talk	MBS, \$41.00 (Mc-Guild)	Ragan Henry
WHLO , 640, 5 KW/500 W (DA-2), Religion	ABC, \$14.00 (---)	Mortenson
WSLR , 1350, 5 KW (DA-1) , Country	ABC, \$20.00 (Katz)	Barnstable
WKDD-F, 96.5, 50 KW @ 440 , CHR	, \$74.00 (Katz)	Barnstable
WONE-F, 97.5, 12 KW @ 889 , AOR	ABC, \$51.00 (Mc-Guild)	Ragan Henry
WQMX-F, 94.0, 16 KW @ 879 , AC	, \$36.00 (Banner)	(MEDINA)
WNIR-F, 100.1, 3 KW @ 315 , Talk	CBS, \$47.00 (K & P)	(KENT)

Other Ranked Stations -- See Canton or Cleveland

ALBANY-SCHENECTEDY-TROY

Arbitron Rank/Pop (12+): 54/743,500

Stations: 31/25
Diaries: 1189/625:1/55.4%
Sample Target: 1170
% Below Line: 3.6
% Not Listed: 12.8

1991 Revenue: \$19,000,000
HH Inc.: \$34,434
Retail \$: 7.2 Bil
Pop per Station: 29,740
#1 Biller: WGY \$3,000,000

MSA Rank/Pop: 62/861,000
ADI # 53
Average Person Ratings: 17.4
Market TSL: 22.50 hours

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. WFLY-F (CHR)	149/11.5	9.5	9.6	10.1	8.6	10.2	181/2413	1868/25.1	22.0	23.6			WFLY-F
2. WGNA-AF (C)	142/11.0	11.5	11.3	9.5	8.7	10.8	250/2746	1588/21.4	20.9	16.8			WGNA-AF
3. WGY (FS)	135/10.4	8.3	8.7	8.3	8.9	8.9	202/2482	1650/22.2	21.7	22.7			WGY
4. WROW-F (SAC)	106/ 8.2	7.6	7.8	7.0	9.1	7.7	141/1886	1322/17.8	16.0	16.7			WROW-F
5. WKLI-F (AC)	89/ 6.9	7.5	7.1	8.0	7.6	7.4	91/1413	1317/17.7	16.7	17.1			WKLI-F
6. WPYX-F (AOR)	66/ 5.1	8.0	6.4	4.9	6.7	6.1	120/2095	1323/17.8	20.3	20.2			WPYX-F
7. WGY -F (O)	58/ 4.5	5.7	5.6	6.2	5.5	5.5	104/2060	1125/15.1	17.1	17.6			WGY -F
8. WQBK (T)	57/ 4.4	3.4	3.3	3.0	3.9	3.5	65/739	635/ 8.5	6.8	8.3			WQBK
9. WQBK-F (CL AOR)	45/ 3.5	6.5	6.1	6.9	5.9	5.8	50/1081	931/12.5	17.4	16.2			WQBK-F
10. WABY (BB)	37/ 2.9	2.8	1.9	2.5	2.9	2.5	37/440	440/ 5.9	5.6	6.6			WABY
11. WZRQ-F (AOR)	33/ 2.5	0.9	0.6	---	0.4	1.0	34/390	366/ 4.9	2.4	2.2			WZRQ-F
12. WPTR (T/N)	29/ 2.2	1.5	2.2	1.9	2.9	2.0	31/650	605/ 8.1	6.5	9.2			WPTR
13. WTRY (O)	26/ 2.0	1.5	1.8	2.1	2.5	1.8	0/0	0/ 0.0	6.6	8.4			WTRY
14. WVKZ-F (CHR/AOR)	23/ 1.8	2.1	3.6	2.6	2.5	2.5	26/632	574/ 7.7	10.2	9.0			WVKZ-F
15. WROW (EZ)	20/ 1.5	1.7	1.8	2.8	1.3	2.0	22/498	476/ 6.4	5.8	5.2			WROW

12+ FM SHARE (METRO): 69.94% (791 of 1131) (WIN 91: 77.42%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WFLY-F>>	1 WFLY-F>	1 WFLY-F	1 WGNA-AF	1 WGNA-AF	1 WGY	1 WGY	1 WGY	< 1 WFLY-F	1 WFLY-F>	1 WGY >>
2	2 WPYX-F<	2 WGNA-AF	2 WFLY-F	2 WFLY-F	2 WROW-F<	2 WFLY-F<	2 WGNA-AF<	2 WGNA-AF>	2 WGY	2 WGNA-F
3	3 WKLI-F	3 WKLI-F	3 WKLI-F>	3 WKLI-F	3 WKLI-F	3 WKLI-F	3 WKLI-F	3 WKLI-F	3 WKLI-F	3 WROW-F
4	4 WGNA-AF	4 WPYX-F>	4 WGY -F	4 WGY <	4 WQBK	4 WROW-F	4 WROW-F	4 WGY <	4 WPYX-F	4 WPTR
5	5 WQBK-F	5 WGY -F	5 WGY <	5 WROW-F	5	5 WKLI-F	5 WKLI-F	5 WKLI-F	5 WKLI-F<	5 WFLY-F
6	6 WZRQ-F	6 WQBK-F	6 WPYX-F	6 WGY -F	6	6 WPYX-F	6	6 WPYX-F	6 WQBK	6 WKLI-F
7	7	7 WGY	7 WQBK-F<	7 WPYX-F	7	7	7	7	7 WROW-F	7 WQBK
			8 WROW-F	8 WQBK-F	8				WGY -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 WFLY-F>	1 WFLY-F>	1 WFLY-F	1 WFLY-F	1 WFLY-F<	1 WFLY-F	1 WFLY-F	1 WPYX-F	1 WFLY-F<	1 WGNA-AF>
2 WKLI-F	2 WKLI-F>	2 WKLI-F>	2 WKLI-F	2 WKLI-F	2 WZRQ-F>>	2 WPYX-F	2 WQBK-F	2 WGNA-AF	2 WPYX-F
3 WGNA-AF	3 WGNA-AF>	3 WGNA-AF>	3 WGNA-AF>>	3 WGNA-AF>	3 WPYX-F>>	3 WZRQ-F	3 WFLY-F>	3 WPYX-F	3 WGY
4 WPYX-F	4 WPYX-F	4 WPYX-F	4 WGY -F	4 WROW-F	4 WGNA-AF	4 WQBK-F>	4 WGNA-AF	4 WQBK-F	4 WQBK-F
5	5	5 WGY -F	5 WROW-F	5 WGY -F	5 WQBK-F	5 WGNA-AF>	5 WZRQ-F	5 WGY	5 WFLY-F
6	6	6	6 WPYX-F	6 WGY	6	6 WKLI-F	6 WKLI-F	6 WZRQ-F	6 WGY -F
7	7	7	7	7	7	7	7 WGY	7 WGY -F	7 WROW-F

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WCSS	1490	Amsterdam	0.5/1.1/	11/ 123
WCTW-F	98.5	Catskill	0.5/1.7/	12/ 315
WEQX-F	102.7	Manchester	0.4/2.6/	7/ 291
WHRL-F	103.1	Albany	0.7/2.6/	10/ 254
WKOL-F	97.7	Amsterdam	0.6/2.2/	15/ 278
WRAV-F	94.5	Ravena	1.2/4.1/	17/ 367
WTRY-F	98.3	Rotterdam/Albny	0.9/10.2/	43/ 873
WAYI-F	107.1	Glens Fall	0.5/1.2/	16/ 237
WFAN	660	New York	0.7/1.4/	13/ 204
WJIV-F	101.9	Cherry Valley	0.4/1.6/	9/ 210
WKBE-F	100.5	Warrensburg	0.5/0.9/	25/ 295
WMVI	1160	Mechanicville	1.0/1.4/	13/ 118
WPDH-F	101.5	Poughkeepsie	0.5/0.9/	36/ 448

RADIO STATIONS

WABY	, 1400,	1 KW	, Nostalgia	UNISUP UNIULT, \$18.00	(Durpetti)	Bendat
WGY	, 810	50 KW	, Full Service	CBS, \$58.00	(Eastman)	
WPTR	, 1540,	50 KW (DA-1)	, Talk/News	ABC MBS, \$21.00	(Torbet)	
WQBK	, 1300,	5 KW (DA-2)	, Talk	NBC ABC, \$27.00	(Banner)	
WROW	, 590,	5 KW/1 KW (DA2)	, See WROW-FM			
WTRY	, 980,	5 KW (DA-N)	, Oldies	MBS UNIULT, \$23.00	(Mc-Guild)	Merv Griffin
WEQX-F,	102.7,	1.3 KW @ 759	, AOR	APR, \$21.00	(---)	(MANCHESTER)
WFLY-F,	92.3,	17 KW @ 850	, CHR	ABC, \$56.00	(Torbet)	
WGNA-F,	107.7,	12 KW @ 981	, Country	UNIULT, \$60.00	(Katz)	Barnstable
WGY -F,	99.5,	15 KW @ 925	, Oldies	CBS, \$31.00	(Eastman)	
WHRL-F,	103.1,	2 KW @ 390	, Jazz/NAC	MBS, \$17.00	(---)	
WKLI-F,	100.9,	6 KW @ 285	, AC	, \$52.00	(Durpetti)	Bendat
WPYX-F,	106.5,	16 KW @ 909	, AOR	ABC, \$59.00	(Mc-Guild)	Merv Griffin
WQBK-F,	103.9,	3 KW @ 298	, Classic AOR	CBS UNIPWR, \$30.00	(Banner)	
WROW-F,	95.5,	12 KW @ 1023	, Soft AC	ABC, \$40.00	(Christal)	Radio Terrace
WVKZ-F,	96.7,	3 KW @ 239	, CHR/AOR	SMN SOURCE, \$19.00	(Banner)	

ALBUQUERQUE

Arbitron Rank/Pop (12+): 79/463,100
 MSA Rank/Pop: 99/507,000
 ADI # 51
 Average Person Ratings: 16.3
 Market TSL: 21.25 hours

Stations: 26/24
 Diaries: 967/479:1/56.6%
 Sample Target: 930
 % Below Line: 2.0
 % Not Listed: 11.2

1991 Revenue: \$16,300,000
 HH Inc.: \$27,783
 Retail \$: 4.1 Bil
 Pop per Station: 19,295
 #1 Biller: KRST-AF \$3,200,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. KRST-AF (C)	116/15.4	13.7	15.1	13.0	18.3	14.3	170/2004	1340/28.9	27.1	34.0			KRST-AF
2. KKOB (FS)	87/11.5	10.4	8.1	9.4	9.3	9.9	126/1832	1244/26.9	24.8	23.7			KKOB
3. KKOB-F (AC)	50/ 6.6	7.2	7.0	7.0	10.1	6.9	66/1227	904/19.5	20.1	22.4			KKOB-F
4. KZRR-AF (AOR)	47/ 6.2	7.1	6.1	5.1	6.5	6.1	79/1055	668/14.4	14.4	16.8			KZRR-AF
KKSS-F (CHR)	47/ 6.2	5.5	8.4	7.4	7.0	6.9	63/1142	865/18.7	15.1	19.3			KKSS-F
6. KKJY-F (EZ/SAC)	42/ 5.6	5.4	4.1	4.0	4.4	4.8	51/726	537/11.6	11.0	9.2			KKJY-F
7. KOLT-F (C)	39/ 5.2	4.9	5.2	2.5	3.1	4.4	65/1037	602/13.0	15.3	11.0			KOLT-F
8. KLSK-F (CL AOR)	34/ 4.5	6.5	6.0	6.7	5.7	5.9	68/1024	656/14.2	17.6	14.7			KLSK-F
9. KZKL-F (O)	30/ 4.0	5.0	5.7	5.5	4.4	5.1	33/587	532/11.5	14.1	14.3			KZKL-F
10. KAMX-F (AC)	26/ 3.4	3.2	1.7	2.3	2.5	2.7	31/579	486/10.3	9.7	10.2			KAMX-F
11. KHFM-F (CL)	24/ 3.2	5.0	3.1	3.9	4.0	3.8	45/636	427/ 9.2	10.1	8.5			KHFM-F
12. KIVA-AF (CHR)	21/ 2.8	0.6	1.1	---	1.0	1.1	29/469	381/ 8.2	4.7	4.1			KIVA-AF
13. KMG-AF (SAC)	18/ 2.4	4.5	3.3	3.1	3.9	3.3	30/628	438/ 9.5	9.4	8.5			KMG-AF
14. KIDI-F (SP)	16/ 2.1	1.8	1.8	2.7	1.0	2.1	19/186	158/ 3.4	5.1	1.8			KIDI-F
15. KRBL-F (?)	13/ 1.7	2.7	2.7	4.3	2.5	2.9	32/532	348/ 7.5	6.7	10.4			KRBL-F
16. KBAC-F (AOR)	12/ 1.6	0.4	2.0	1.7	1.3	1.4	15/209	140/ 3.0	2.8	1.6			KBAC-F
KABQ (SP)	12/ 1.6	0.6	1.2	1.0	1.1	1.1	12/138	130/ 2.8	2.7	3.8			KABQ

18. 12+ FM SHARE (METRO): 79.88% (536 of 671) (WIN 91: 81.71%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKSS-F >>	1 KRST-AF	1 KRST-AF >	1 KRST-AF >	1 KRST-AF >	1 KRST-AF >	1 KRST-AF >	1 KRST-AF >	1 KRST-AF >	1 KRST-AF >	1 KRST-AF >
2 KRST-AF	2 KZRR-AF	2 KZRR-AF	2 KZRR-AF <	2 KZRR-AF <	2 KRST-AF >	2 KRST-AF >	2 KRST-AF >	2 KRST-AF >	2 KRST-AF >	2 KRST-AF >
KIVA-AF	3 KKOB-F	3 KKOB-F	3 KKOB-F	3 KKOB-F	3 KKJY-F	3 KZRR-AF	3 KZRR-AF <	3 KZRR-AF <	3 KZRR-AF <	3 KZRR-AF <
KZKL-F	4 KLSK-F	4 KLSK-F	4 KLSK-F	4 KLSK-F	4 KLSK-F	4 KLSK-F	4 KLSK-F <	4 KLSK-F <	4 KLSK-F <	4 KLSK-F <
KRBL-F	5 KKSS-F	5 KKOB	5 KLSK-F	5 KZKL-F	5	5 KKSS-F	5 KKJY-F >	5 KKOB-F	5 KAMX-F	5 KAMX-F
6	6 KOLT-F	6	6	6	6	6 KKJY-F	6 KOLT-F	6 KLSK-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 KRST-AF	1 KRST-AF >	1 KRST-AF >	1 KRST-AF >	1 KRST-AF >	1 KRST-AF >	1 KRST-AF >	1 KRST-AF >	1 KRST-AF >	1 KRST-AF >
KKSS-F	2 KKOB-F	2 KKOB-F	2 KKOB-F >	2 KKOB-F >	2 KLSK-F	2 KRST-AF >	2 KRST-AF >	2 KRST-AF >	2 KRST-AF >
KAMX-F	3 KLSK-F	3 KZRR-AF	3 KZRR-AF	3 KZRR-AF	3 KZRR-AF	3 KLSK-F	3 KLSK-F	3 KLSK-F	3 KLSK-F
4 KLSK-F	4 KLSK-F	4 KLSK-F	4 KLSK-F	4 KLSK-F	4 KLSK-F	4 KLSK-F	4 KLSK-F	4 KLSK-F	4 KLSK-F
KIDI-F >	5 KOLT-F	5 KLSK-F	5 KLSK-F	5 KZRR-AF	5 KZRR-AF	5 KIVA-AF	5 KIVA-AF	5 KIVA-AF	5 KIVA-AF
6 KKOB-F	6 KZRR-AF	6 KKSS-F	6	6 KZKL-F	6 KKSS-F	6 KKSS-F	6 KLSK-F	6	6 KZKL-F

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
KDEF 1150	Albuquerque	0.4/1.9/	4/ 99
KMBA 1050	L Ranchs Dalbq	0.5/1.8/	4/ 83
KQEO 920	Albuquerque	1.3/5.5/	10/ 303
KUCU-F 107.1	Armijo/Albuq	0.9/3.3/	11/ 178
KXKS 1190	Albuquerque/SF	1.3/2.3/	10/ 105
KBOM-F 106.7	Santa Fe/Albq	0.4/2.2/	11/ 227

AM STATIONS

KABQ, 1350,	5 KW/500 W (DA-2),	HISPANIC	, \$ 13.00 (Caballero)
KDEF, 1150,	5 KW/500 W (DA-2),	TALK	, \$ 14.00 (---)
KKOB, 770,	50 KW (DA-2)	, FULL SERVICE	ABC, \$ 63.00 (McGuilid)
KQEO, 920,	1 KW/500 W (DA-N),	OLDIES	NBC, CNN, \$ 16.00 (Eastman)
KXKS, 1190,	10 KW (DAYS)	, HISPANIC	UPI, APR, \$ 17.00 (Caballero)

FM STATIONS

KAMX, 107.9,	23 KW @ 4129, AC	ABC, \$ 28.00 (Banner)	
KBAC, 98.1,	100 KW @ 1036, PROG AOR	, \$ 19.00 (---)	(LAS VEGAS)
KHFM, 96.3,	20 KW @ 4133, CLASSICAL	, \$ 29.00 (CMBS)	
KIDI, 103.3,	23 KW @ 4185, HISPANIC	, \$ 18.00 (Katz Hisp)	
KIOT, 102.3,	9 KW @ 538, JAZZ/WORLD MUSIC	, \$ 19.00 (---)	(ESPANOLA)
KIVA, 105.1,	100 KW @ 1935, CHR	, \$ 16.00 (Torbet)	(SANTA FE)
KKJY, 100.3,	23 KW @ 4110, EZ/SOFT AC	, \$ 26.00 (Torbet)	Dean
KKOB, 93.3,	22 KW @ 4149, AC	, \$ 55.00 (McGuilid)	Fairmont
KKSS, 97.3,	100 KW @ 1876, CHR	, \$ 31.00 (Ourpetti)	Sun Group (SANTA FE)
KLSK, 104.1,	100 KW @ 1876, CL AOR	, \$ 36.00 (Christal)	(SANTA FE)
KMG-A, 99.5,	23 KW @ 4130, SOFT AC	UNISUP, UNIPWR, \$ 24.00 (Eastman)	Spacecom
KOLT, 105.9,	100 KW @ 1935, COUNTRY	MBS, \$ 21.00 (Christal)	(SANTA FE)
KRST, 92.3,	22 KW @ 4159, COUNTRY	MBS, \$ 70.00 (Katz)	Commonwealth
KRBL, 98.5,	94 KW @ 1781, AOR	, \$ 18.00 (Torbet)	(LOS ALAMOS)
KZKL, 101.7,	3 KW @ 98, OLDIES	, \$ 27.00 (Christal)	(RIO RANCHO)
KZRR, 94.1,	23 KW @ 4130, AOR	SOURCE, \$ 50.00 (Eastman)	Anchor

ALLENTOWN-BETHLEHEM

Arbitron Rank/Pop (12+): 64/586,500
 MSA Rank/Pop: 74/687,000
 Philadelphia ADI
 Average Person Ratings: 18.2
 Market TSL: 23.75 hours

Stations: 31/13
 Diaries: 1092/537:1/59.3%
 Sample Target: 1050
 % Below Line: 16.8
 % Not Listed: 11.8

1991 Revenue: \$16,500,000
 HH Inc.: \$33,734
 Retail \$: 5.4 Bil
 Pop per Station: 45,115
 #1 Biller: WLEV-F \$4,000,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. WFMZ-F (EZ)	154/14.5	13.5	12.1	14.0	15.3	13.5	192/1524	1166/19.9	22.1	25.1			WFMZ-F
2. WZZO-F (AOR)	131/12.3	11.1	12.8	9.9	9.1	11.5	147/1902	1590/27.1	24.9	23.0			WZZO-F
3. WLEV-F (AC)	110/10.3	9.0	10.2	10.8	13.6	10.1	122/1541	1346/22.9	22.4	28.0			WLEV-F
4. WAEB-F (CHR)	98/9.2	10.1	7.5	6.9	6.9	8.4	107/1736	1528/26.1	26.3	19.1			WAEB-F
5. WODE-AF (O)	92/8.7	9.9	7.5	7.9	6.9	8.5	118/1778	1368/23.3	25.4	20.8			WODE-AF
6. WAEB (N/T)	50/4.7	4.6	4.9	5.3	7.2	4.9	51/766	758/12.9	14.9	14.8			WAEB
7. WEST (BB)	40/3.8	2.3	2.9	3.0	4.1	3.0	42/409	385/6.6	4.5	6.8			WEST
8. WXXW (C)	38/3.6	4.9	4.4	3.3	3.2	4.1	38/407	402/6.9	9.0	6.3			WXXW
9. WYSP-F (AOR)	26/2.4	2.6	3.1	3.0	2.7	2.8	33/928	687/11.7	8.7	9.6			WYSP-F
10. WKAP (O)	25/2.3	1.3	2.0	2.4	2.3	2.0	25/370	370/6.3	4.3	6.1			WKAP
11. WMMR-F (AOR)	19/1.8	0.7	0.9	0.9	0.8	1.1	24/489	306/5.2	4.6	4.8			WMMR-F
12. WABC (N/T)	17/1.6	1.6	1.1	0.6	1.1	1.2	22/333	181/3.1	2.6	2.7			WABC
13. WKRZ-F (EZ)	16/1.5	0.3	0.5	0.4	0.5	0.7	29/215	112/1.9	1.6	1.9			WKRZ-F
14. WXTU-F (C)	15/1.4	2.6	2.6	3.3	1.5	2.5	39/573	317/5.4	6.3	5.0			WXTU-F
15.													

12+ FM SHARE (METRO): 76.04% (714 of 939) (WIN 91: 78.13%)

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 WZZO-F>	1 WZZO-F	1 WLEV-F<	1 WFMZ-F>>	1 WFMZ-F	1 WFMZ-F	1 WFMZ-F	1 WFMZ-F	1 WZZO-F
2	2 WLEV-F	2 WLEV-F	2 WODE-AF<	2 WODE-AF<	2 WLEV-F<	2 WZZO-F<	2 WLEV-F<	2 WZZO-F>	2 WAEB-F	2 WFMZ-F
3	3 WAEB-F>	3 WODE-AF	3 WLEV-F>	3 WZZO-F	3 WODE-AF>	3 WLEV-F>	3 WZZO-F>	3 WLEV-F<	3 WFMZ-F>	3 WZZO-F
4	4 WODE-AF>	4 WAEB-F>	4 WAEB-F	4 WFMZ-F	4 WAEB	4 WAEB-F	4 WODE-AF	4 WAEB-F	4 WLEV-F	4 WAEB
5	5 WFMZ-F	5 WFMZ-F	5 WFMZ-F	5 WAEB-F	5 WEST	5 WAEB-F	5 WAEB-F	5 WODE-AF>	5 WODE-AF>	5 WODE-F
6	6	6	6	6	6	6 WODE-AF	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 WLEV-F	1 WLEV-F	1 WAEB-F	1 WLEV-F	1 WLEV-F	1 WZZO-F>>	1 WZZO-F>>	1 WZZO-F>>	1 WZZO-F>>	1 WZZO-F
2 WZZO-F	2 WAEB-F	2 WLEV-F	2 WAEB-F	2 WFMZ-F	2 WYSP-F	2 WLEV-F	2 WLEV-F	2 WODE-AF	2 WODE-AF
3 WAEB-F>>	3 WZZO-F>	3 WZZO-F	3 WODE-AF	3 WODE-AF	3 WMMR-F	3 WODE-AF	3 WODE-AF>	3 WLEV-F>	3 WLEV-F>
4 WODE-AF>	4 WODE-AF>	4 WODE-AF	4 WZZO-F>	4 WAEB-F	4 WLEV-F	4 WYSP-F	4 WFMZ-F	4 WAEB-F	4 WFMZ-F
5 WKRZ-F	5 WFMZ-F	5 WFMZ-F>	5 WFMZ-F	5 WZZO-F	5 WAEB-F	5 WMMR-F	5	5 WYSP-F	5 WAEB-F
6	6	6 WMMR-F	6	6	6	6 WAEB-F	6	6 WFMZ-F	6

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WFMV-F	106.3	Blairstown	0.4/1.3/	6/ 152
WRNJ	1000	Hackettstown	0.8/1.9/	8/ 113
WVNS	1160	Lehighton/Altn	0.9/1.7/	10/ 107
KYW	1060	Philadelphia	1.1/6.8/	14/ 429
WBYN-F	107.5	Boyetown	0.4/1.9/	12/ 187
WEAZ-F	101.1	Philadelphia	0.8/2.6/	10/ 237
WEGX-F	106.1	Philadelphia	0.3/2.9/	5/ 236
WFAN	660	New York	0.8/2.7/	16/ 330
WFLN-F	95.7	Philadelphia	1.1/3.1/	17/ 218
WIDV-F	105.1	Ephrata/Lncstr	0.4/1.5/	7/ 155
WMGK-F	102.9	Philadelphia	0.4/2.7/	6/ 264
WUGL-F	98.1	Philadelphia	0.3/2.8/	6/ 230
WOR	710	New York	1.0/3.9/	15/ 364
WWDB-F	96.5	Philadelphia	0.8/2.5/	9/ 176
WXRK-F	92.3	New York	0.4/1.7/	9/ 256
WYXR-F	104.5	Philadelphia	0.5/4.1/	9/ 315

RADIO STATIONS

WAEB, 790,	1 KW (DA-2)	, NEWS/TALK	MBS, CBS, \$	27.00 (Katz)	CRB
WEST, 1400,	1 KW	, NOSTALGIA	CBS, \$	19.00 (McGuild)	TMZ
WKAP, 1320,	5 KW/1 KW (DA-2)	, OLDIES	UNISUP, APR, \$	16.00 (Durpetti)	Holt
WODE, 1230,	1 KW (DA-2)	, SEE WODE-FM			
WXXW, 1470,	5 KW (DA-N)	, COUNTRY	ABC, \$	24.00 (Eastman)	
WAEB-F, 104.1,	50 KW @ 500,	CHR	UNIPWR, \$	48.00 (Katz)	CRB
WFMZ-F, 100.7,	17 KW @ 869,	EZ	, \$	58.00 (Torbet)	Dean
WLEV-F, 96.1,	50 KW @ 500,	AC	, \$	85.00 (McGuild)	TMZ
WODE-F, 99.9,	50 KW @ 449,	OLDIES	, \$	40.00 (Christal)	Roth
WZZO-F, 95.1,	30 KW @ 630,	AOR	, \$	64.00 (Durpetti)	Holt

Other Ranked Stations -- See Philadelphia

ATLANTA

Arbitron Rank/Pop (12+): 12/2,456,100
 MSA Rank/Pop: 9/2,870,000
 ADI # 12
 Average Person Ratings: 17.0
 Market TSL: 22.25 hours

Stations: 22/21
 Diaries: 2217/1108:1/53.0%
 Sample Target: 2030
 % Below Line: 0.6
 % Not Listed: 11.3

1991 Revenue: \$103,000,000
 HH Inc.: \$36,639
 Retail \$: 24.7 B11
 Pop per Station: 116,957
 #1 Biller: WSB \$12,000,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. WVEE-F (B)	518/12.4	12.8	12.7	11.4	11.3	12.3	589/5834	4896/19.9	20.6	17.5			WVEE-F
2. WSB -F (AC)	359/ 8.6	8.1	6.9	9.3	9.5	8.2	394/6526	5508/22.4	20.6	23.6			WSB -F
3. WPCH-F (SAC/EZ)	291/ 7.0	6.9	7.3	7.9	7.5	7.3	371/5311	4434/18.1	17.2	16.9			WPCH-F
4. WYAY-FF (C)	278/ 6.7	7.3	5.8	7.6	5.4	6.8	455/5999	3757/15.3	17.6	13.1			WYAY-FF
5. WSB (FS)	264/ 6.3	8.5	7.2	7.0	6.4	7.3	303/5225	4498/18.3	26.2	18.3			WSB
6. WAPW-F (CHR)	263/ 6.3	4.7	6.5	7.5	7.5	6.3	344/5753	4402/17.9	16.1	19.0			WAPW-F
7. WKHX-F (C)	258/ 6.2	7.6	4.7	5.1	4.5	5.9	323/4892	3889/15.7	16.1	11.3			WKHX-F
8. WKLS-F (AOR)	256/ 6.1	5.6	6.3	6.4	6.2	6.1	326/5000	3679/15.0	14.8	15.8			WKLS-F
9. WFOX-F (O)	193/ 4.6	4.2	6.3	6.7	5.6	5.4	253/4477	3397/13.8	16.1	16.0			WFOX-F
10. WGST (N/T)	188/ 4.5	3.1	3.4	3.3	3.3	3.6	200/2861	2754/11.2	9.3	8.6			WGST
11. WZGC-F (CL AOR)	176/ 4.2	4.5	5.3	4.6	4.0	4.7	202/4138	3388/13.8	13.8	13.9			WZGC-F
WSTR-F (AC)	176/ 4.2	3.6	4.4	3.4	4.2	3.9	204/4382	3680/15.0	11.9	12.5			WSTR-F
13. WALR-F (B/AC)	149/ 3.6	3.9	3.2	2.6	3.2	3.3	195/3285	2656/10.8	10.1	7.7			WALR-F
14. WAOK (G)	109/ 2.6	2.9	2.5	2.7	3.6	2.7	109/1494	1459/ 5.9	7.1	5.8			WAOK
15. WQXI (BB)	69/ 1.7	1.0	1.6	0.9	0.5	1.3	70/954	917/ 3.7	3.3	1.8			WQXI
16. WCNN (N)	62/ 1.5	1.3	1.0	1.1	2.5	1.2	65/1942	1877/ 7.6	6.3	10.5			WCNN
17.													
18.													
19.													
20.													

12+ FM SHARE (METRO): 79.38% (2942 of 3706) (WIN 91: 78.81%)

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

OTHER RATED STATIONS	METRO SHARE	CUME /RTG	TSA /AQH	TSA /CUME
WAFS 920 Atlanta	0.3/1.4/	13/	341	
WGKA 1190 Atlanta	0.5/0.8/	21/	195	
WGUN 1010 Atlanta	0.3/1.9/	15/	497	
WIGO 1340 Atlanta	0.6/1.5/	26/	425	
WVFJ-F 93.3 Manchester	0.6/1.3/	45/	644	

ATLANTA

RADIO STATIONS

AM STATIONS

WAOK,	1380,	5 KW	,	Gospel	NBN NBC, \$ 50.00	(Mc-Guild)	Summit
WCNN,	680,	50 KW/10 KW (DA-N),	,	News	CNN, UNISUP, \$ 40.00	(Katz)	
WGKA,	1190,	10 KW (DAYS)	,	Classical	, \$ 36.00	(CMBS)	
WGST,	640,	50 KW/1 KW (DA-2)	,	News/Talk	ABC MBS, \$ 95.00	(Eastman)	Jacor
WIGO,	1340,	1 KW	,	Black	SBN, \$ 35.00	(Roslin)	
WQXI,	790,	5 KW/1 KW (DA-N)	,	Nostalgia	UNISUP, UNIULT, \$ 50.00	(Banner)	Jefferson-Pilot
WSB,	750,	50 KW	,	Full Service	APR, \$190.00	(Christal)	Cox

FM STATIONS

WALR,	104.7,	100 KW @ 981	,	Black AC	UNISUP, \$ 66.00	(Katz)	(ATHENS)
WAPW,	99.7,	100 KW @ 1033	,	CHR	, \$160.00	(Durpetti)	Susquehanna
WFOX,	97.1,	97 KW @ 1571	,	Oldies	, \$167.00	(MHR)	Shamrock (GAINESVILLE)
WKHX,	101.5,	99 KW @ 968	,	Country	, \$135.00	(Katz)	Cap Cities/ABC
WKLS,	96.1,	99 KW @ 984	,	AOR	, \$186.00	(Katz)	Great American
WPCH,	94.9,	99 KW @ 984	,	Soft AC/EZ	CBS, \$165.00	(Eastman)	Jacor
WSB,	96.5,	100 KW @ 918	,	AC	, \$230.00	(Christal)	Cox
WSTR,	94.1,	100 KW @ 909	,	AC	, \$138.00	(Banner)	Jeff-Pilot
WVEE,	103.3,	100 KW @ 1020	,	Black	SOURCE, \$180.00	(Mc-Guild)	Summit
WYAI,	104.1,	60 KW @ 1217	--	Simulcast with WYAY-F (licensed to LaGrange)			
WYAY,	106.7,	99 KW @ 1401	,	Country	CBS, \$170.00	(Mc-Guild)	NewCity (GAINESVILLE)
WZGC,	92.9,	99 KW @ 909	,	Classic AOR	, \$150.00	(HNWH)	Cook Inlet

AUSTIN

Arbitron Rank/Pop (12+): 59/668,800
 MSA Rank/Pop: 66/762,000
 ADI # 71
 Average Person Ratings: 16.7
 Market TSL: 21.75 hours

Stations: 22/18
 Diaries: 1087/615:1/52.9%
 Sample Target: 1050
 % Below Line: 3.0
 % Not Listed: 18.9

1991 Revenue: \$22,500,000
 MH Inc.: \$31,525
 Retail \$: 6.3 Bil
 Pop per Station: 37,155
 #1 Biller: KASE-F \$4,000,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. KASE-F (C)	192/17.2	15.7	15.8	13.4	12.2	15.5	255/2680	1986/29.7	26.6	21.9				KASE-F
2. KKHJ-F (SAC)	82/ 7.4	7.7	7.9	7.3	8.5	7.6	91/1359	1203/18.0	19.9	19.9				KKMJ-F
3. KLBJ (N/T)	78/ 7.0	6.4	5.3	6.0	6.5	6.2	88/1235	1035/15.5	17.0	14.8				KLBJ
4. KVET-F (C)	65/ 5.8	5.1	4.7	4.4	3.7	5.0	71/1168	1057/15.8	13.5	11.8				KVET-F
5. KLBJ-F (AOR)	60/ 5.4	6.9	8.3	8.1	7.0	7.2	77/1600	1255/18.8	18.6	19.1				KLBJ-F
6. KHFI-F (CHR)	59/ 5.3	7.5	6.3	7.3	7.6	6.6	62/1159	1066/15.9	20.3	17.8				KHFI-F
7. KBTS-F (CHR)	53/ 4.8	4.0	4.5	5.4	7.1	4.7	74/1445	1034/15.5	15.8	23.1				KBTS-F
8. KPEZ-F (CL AOR)	52/ 4.7	5.4	6.0	7.0	5.1	5.8	55/1119	973/14.5	14.8	14.4				KPEZ-F
9. KGSR-F (AOR)	46/ 4.1	4.7	3.7	4.7	4.8	4.3	47/789	741/11.1	9.5	10.0				KGSR-F
10. KLTD-F (D)	40/ 3.6	2.4	2.6	4.1	2.0	3.2	57/831	563/ 8.4	7.6	6.2				KLTD-F
11. KEYI-F (AC)	39/ 3.5	3.9	4.5	3.3	4.5	3.8	44/973	836/12.5	12.6	12.4				KEYI-F
12. KNNC-F (AOR)	28/ 2.5	0.4	-----	-----	-----	0.7	31/402	367/ 5.5	1.5	0.0				KNNC-F
13. KMOU (BB)	26/ 2.3	2.0	2.4	1.7	2.5	2.1	28/378	344/ 5.1	4.2	3.9				KMOU
14. KTXZ (SP)	16/ 1.4	1.8	1.0	1.4	1.6	1.4	16/186	179/ 2.7	3.3	1.8				KTXZ
15. KVET (C)	14/ 1.3	1.6	2.0	1.1	1.1	1.5	15/304	280/ 4.2	4.7	3.9				KVET

12+ FM SHARE (METRO): 82.30% (744 of 904) (WIN 91: 84.04%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHFI-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 KASE-F	1 KLBJ
2 KBTS-F	2 KLBJ-F	2 KKMJ-F	2 KKMJ-F	2 KKMJ-F	2 KLBJ	2 KVET-F	2 KKMJ-F	2 KKMJ-F	2 KHFI-F	2 KASE-F
KASE-F	3 KPEZ-F	3 KLBJ-F	3 KGSR-F	3 KGSR-F	3 KKMJ-F	3 KLBJ	3 KHFI-F	3 KLBJ	3 KLBJ	3 KBTS-F
4 KVET-F	4 KKMJ-F	4 KPEZ-F	4 KLBJ-F	4 KLBJ	4 KVET-F	4 KKMJ-F	4 KLBJ-F	4 KLBJ	4 KBTS-F	4 KEYI-F
5	5 KHFI-F	5 KHFI-F	5 KVET-F	5 KLBJ-F	5	5 KLBJ-F	5 KGSR-F	5 KLBJ-F	5 KVET-F	5 KVET-F
6	6 KBTS-F	6 KGSR-F	6 KPEZ-F	6	6	6 KHFI-F	6 KPEZ-F	6 KPEZ-F	6 KKMJ-F	6
7	7 KGSR-F	7	KLTD-F	KLBJ						

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 KASE-F	1 KASE-F	1 KASE-F	1 KASE-F	1 KASE-F	1 KHFI-F	1 KASE-F	1 KASE-F	1 KASE-F	1 KASE-F
2 KBTS-F	2 KKMJ-F	2 KKMJ-F	2 KKMJ-F	2 KKMJ-F	2 KASE-F	2 KLBJ-F	2 KPEZ-F	2 KLBJ-F	2 KLBJ
3 KEYI-F	3 KEYI-F	3 KGSR-F	3 KLTD-F	3 KLTD-F	3 KLBJ-F	3 KPEZ-F	3 KPEZ-F	3 KPEZ-F	3 KPEZ-F
4 KPEZ-F	4 KLBJ-F	4 KEYI-F	4 KEYI-F	4 KEYI-F	4 KBTS-F	4 KHFI-F	4 KGSR-F	4 KHFI-F	4 KLBJ-F
KNNC-F	5 KBTS-F	5 KLBJ-F	5 KLBJ-F	5 KGSR-F	5 KPEZ-F	5 KBTS-F	5 KLBJ	5 KGSR-F	5 KGSR-F
KLBJ-F	6	6 KLTD-F	6	6	6	6	6	6 KLBJ	6 KVET-F
KHFI-F	7	7	7	7	7 KNNC-F	7	7	7	7

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

KFGI-F	94.7	Luling	1.0/5.9/	16/ 522
KFIT	1060	Lockhart	0.5/1.1/	6/ 72
KIXL	970	Del Valle/Austin	0.4/2.3/	5/ 162
KISS-F	99.5	San Antonio	0.4/0.9/	17/ 152
KSAH	720	Universal City	0.7/1.5/	19/ 164
KXTN-F	107.5	San Antonio	1.1/1.6/	14/ 143
WDAI	1200	San Antonio	0.7/3.5/	11/ 397

RADIO STATIONS

KLBJ	590	5 KW/1 KW (DA-N)	News/Talk	CBS MBS, \$40.00	(Eastman)
KMOU	1490	1 KW	Nostalgia	SMN CNN, \$20.00	(Banner)
KTXZ	1560	2.5 KW (DA-2)	Hispanic	UNIULT, \$19.00	(---)
KVET	1300	5 KW/1 KW (DA-2)	Country	ABC, \$ NA	(Katz)
KASE-F	100.7	100 KW @ 1191	Country	,\$ 91.00	(Katz)
KATG-F	94.7	97 KW @ 1256	Country	SMN, \$22.00	(Durpetti)
KBTS-F	93.3	93 KW @ 1948	CHR	,\$ 44.00	(Christal)
KEYI-F	103.5	90 KW @ 1246	AC	,\$ 35.00	(Banner)
KGSR-F	107.1	46 KW @ 518	AOR	,\$ 33.00	(Mc-Guild)
KHFI-F	96.7	100 KW @ 686	CHR	,\$ 36.00	(Banner)
KKMJ-F	95.5	100 KW @ 1000	Soft AC	,\$ 61.00	(MMR)
KLBJ-F	93.7	97 KW @ 1050	AOR	,\$ 64.00	(Eastman)
KLTD-F	98.9	19 KW @ 298	Oldies	UNIULT, \$30.00	(Torbet)
KPEZ-F	102.3	20 KW @ 686	Classic AOR	,\$ 40.00	(Christal)
KVET-F	98.1	100 KW @ 209	Country	,\$ 40.00	(Katz)

BAKERSFIELD

Arbitron Rank/Pop (12+): 92/382,800
 MSA Rank/Pop: 91/544,000
 Average Person Ratings: 16.1
 Market TSL: 22.00 hours

Stations: 30/24
 Diaries: 900/425:1/50.6%
 Sample Target: 830
 % Below Line: 4.5
 % Not Listed: 12.8

1991 Revenue: \$13,900,000
 HH Inc.: \$34,834
 Retail \$: 3.6 Bil
 Pop per Station: 15,950
 #1 Biller: KUZZ-AF \$2,800,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. KUZZ-F (C)	101/16.3	13.9	16.3	12.4	16.3	14.7	106/1237	1025/26.8	25.3	27.3			KUZZ-F
2. KKXX-F (CHR)	67/10.8	12.1	8.7	11.5	13.9	10.8	67/962	928/24.2	25.5	27.8			KKXX-F
3. KERN (N/T)	40/ 6.5	6.7	8.5	6.8	7.3	7.1	41/575	519/13.6	11.9	13.3			KERN
4. KRAB-F (AOR)	39/ 6.3	4.5	3.4	2.0	1.6	4.1	39/461	461/12.0	10.4	7.8			KRAB-F
5. KGFM-F (EZ)	38/ 6.1	5.4	5.7	6.1	6.0	5.8	39/538	503/13.1	11.4	9.8			KGFM-F
6. KLLY-F (AC)	29/ 4.7	4.0	3.5	3.6	5.2	3.9	29/422	422/11.0	10.1	11.5			KLLY-F
7. KAFY (SP)	25/ 4.0	3.4	3.2	4.6	4.7	3.8	25/291	291/ 7.6	6.6	8.1			KAFY
8. KWAC (SP)	23/ 3.7	5.0	6.7	5.1	6.3	5.1	23/235	235/ 6.1	9.1	9.2			KWAC
9. KSUV-F (SP)	19/ 3.1	0.8	1.6	0.7	---	1.5	24/321	216/ 5.3	2.9	0.0			KSUV-F
KERN-F (O)	19/ 3.1	3.5	3.9	4.9	3.3	3.8	20/423	402/10.5	11.3	8.9			KERN-F
11. KKBB-F (CL AOR)	16/ 2.6	3.4	4.8	5.6	4.3	4.1	18/383	320/ 8.4	11.1	10.6			KKBB-F
12. KNZR (T/N)	14/ 2.3	1.5	2.5	2.7	2.2	2.3	15/264	235/ 6.1	7.4	5.8			KNZR
13. KBID (?)	11/ 1.8	---	---	---	---	0.4	11/115	115/ 3.0	0.0	0.0			KBID
14. KIWI-F (CL)	11/ 1.8	2.5	2.5	2.2	1.3	2.3	11/225	201/ 5.3	6.7	4.3			KIWI-F

12+ FM SHARE (METRO): 72.54% (391 of 539) (WIN 91: 69.24%)

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

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-F<	1 KLLY-F	1 KUZZ-F>	1 KUZZ-F>>	1 KKXX-F	1 KRAB-F	1 KRAB-F>	1 KUZZ-F	1 KUZZ-F>
2 KAFY	2 KKXX-F>>	KKXX-F	2 KKXX-F>	2 KKXX-F	2 KRAB-F>>	2 KUZZ-F	2 KERN	2 KRAB-F	2 KERN >
3 KSUV-F	3 KWAC	3 KWAC	3 KAFY	3 KLLY-F	3 KCHT-F>	3 KKXX-F>	3 KLLY-F	3 KERN	3 KRAB-F
KRAB-F>	KSUV-F	KGFM-F	4 KWAC	KGFM-F	4 KBOS-F	4 KERN	KKBB-F	4 KKXX-F>	4 KLLY-F
5 KWAC	5 KAFY	5 KSUV-F	5 KLLY-F	5 KWAC	KSUV-F	5 KKBB-F	5 KKXX-F	5 KLLY-F	5 KKBB-F
6	6 KRAB-F	KERN-F	7 KSUV-F	KERN-F	KERN	6 KLLY-F	6	6 KKBB-F	6 KKXX-F
	KLLY-F				KAFY				

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

KCHJ	1010	Delano	0.5/3.1/	5/ 167
KCHT-F	99.3	Bakersfield	1.0/5.5/	6/ 209
KCNQ-F	102.5	Kernville/LkIsb	1.3/2.9/	9/ 123
KCWR	550	Bakersfield	1.3/4.4/	22/ 219
KERI	1180	Wasco	1.0/3.5/	8/ 156
KGEO	1230	Bakersfield	1.0/5.3/	6/ 219
KHIS-F	96.5	Bakersfield	1.0/4.0/	7/ 170
KTIE-F	107.1	Bakersfield	1.1/4.3/	7/ 170
KBOS-F	94.9	Tulare	1.5/3.4/	40/ 636
KFI	640	Los Angeles	0.5/2.1/	7/ 129
KLOS-F	95.5	Los Angeles	0.8/2.5/	10/ 213
KMJ	580	Fresno	0.5/1.7/	37/ 519
KMPC	710	Los Angeles	0.8/2.2/	6/ 134
KTPI-F	103.1	Tehachapi/Lncst	0.5/1.3/	10/ 104

RADIO STATIONS

KAFY, 970,	1 KW/5 KW (DA-1)	HISPANIC	UPI, \$	20.00 (Caballero)	
KCWR, 550,	5 KW (OA-2)	-- SEE KUZZ-F			
KERN, 1410,	1 KW	, NEWS/TALK	ABC NBC-T,	\$ 27.00 (Christal)	American General
KGEO, 1230,	1 KW	, OLDIES	CBS UNISUP,	\$ 19.00 (McGuild)	
KNZR, 1560,	10 KW (DA-1)	, TALK/NEWS	CNN CBS,	\$ 18.00 (HNWH)	
KWAC, 1490,	1 KW	, HISPANIC		\$ 27.00 (Lotus)	Buckley
KERN-F, 94.1,	4.5 KW @ 1310,	OLOIES		\$ 26.00 (Christal)	American General
KGFM-F, 101.5,	4.8 KW @ 1279,	EZ	UNISUP,	\$ 28.00 (McGuild)	
KIWI-F, 92.1,	6 KW @ 164,	CLASSICAL		\$ 22.00 (CMBS)	
KKBB-F, 97.7,	3 KW @ 298,	CLASSIC AOR		\$ 27.00 (Eastman)	(SHAFTER)
KKXX-F, 105.3,	35 KW @ 581,	CHR		\$ 36.00 (Banner)	Salem (DELANO)
KLLY-F, 95.3,	4 KW @ 394,	AC	APR,	\$ 25.00 (HNWH)	Buckley
KMYX-F, 103.9,	6 KW @ 328,	CL AOR/AC		\$ 16.00 (MMR)	(TAFT)
KRAB-F, 106.3,	3.9 KW @ 374,	AOR	UNISUP,	\$ 25.00 (Durpetti)	(GREENACRES)
KUZZ-F, 107.9,	5.8 KW @ 1358,	COUNTRY		\$ 61.00 (Katz)	Buck Owens

BALTIMORE

Arbitron Rank/Pop (12+): 19/2,014,800

Stations: 36/19
Diaries: 2001/1007:1/51.4%
Sample Target: 1920
% Below Line: 15.8
% Not Listed: 12.0

1991 Revenue: \$59,800,000
HH Inc.: \$36,013
Retail \$: 17.7 Bil
Pop per Station: 106,042
#1 Biller: WBAL \$9,300,000

MSA Rank/Pop: 17/2,400,000
ADI # 22
Average Person Ratings: 17.9
Market TSL: 23.25 hours

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. WPOC-F (C)	321/ 8.9	6.9	7.1	7.0	5.8	7.5	376/3737	3216/16.0	14.7	14.4			WPOC-F
2. WBAL (N/T)	260/ 7.2	7.5	8.3	9.0	8.6	8.0	272/4018	3802/18.9	18.2	19.7			WBAL
3. WLIF-F (EZ/SAC)	257/ 7.1	6.1	6.6	6.6	7.6	6.6	274/3704	3496/17.4	14.8	14.6			WLIF-F
4. WXYV-F (B)	219/ 6.1	8.1	8.2	8.6	9.6	7.8	222/3017	2801/13.9	16.0	17.1			WXYV-F
5. WQSR-F (D)	206/ 5.7	5.6	5.9	5.7	4.5	5.7	221/3130	2875/14.3	13.8	13.5			WQSR-F
6. WIYY-F (AOR)	198/ 5.5	5.5	6.8	7.8	7.3	6.4	238/3761	3233/16.1	16.5	16.3			WIYY-F
7. WWMX-F (AC)	196/ 5.4	6.3	5.1	6.0	5.1	5.7	214/3521	3149/15.6	17.0	15.0			WWMX-F
8. WERQ-F (CHR)	168/ 4.6	3.3	0.9	1.2	1.2	2.5	177/2756	2587/12.8	10.0	5.7			WERQ-F
9. WCBM (T)	157/ 4.3	3.6	3.2	2.9	3.6	3.5	164/1836	1732/ 8.6	6.8	7.1			WCBM
10. WBSB-F (AC/CHR)	101/ 2.8	4.2	5.6	4.0	5.0	4.2	110/2470	2208/11.0	13.5	15.3			WBSB-F
11. WWIN-F (B)	99/ 2.7	4.3	3.0	4.1	3.3	3.5	99/1552	1552/ 7.7	9.3	8.1			WWIN-F
12. WITH (BB)	95/ 2.6	2.4	2.4	2.1	2.7	2.4	95/974	974/ 4.8	6.0	4.4			WITH
13. WHFS-F (AOR)	87/ 2.4	2.8	2.7	3.2	2.3	2.8	105/1592	1377/ 6.8	7.0	7.7			WHFS-F
14. WWDC-F (AOR)	86/ 2.4	2.6	1.8	1.4	2.1	2.0	93/1912	1654/ 8.2	8.6	7.3			WWDC-F
15. WBGR (G)	70/ 1.9	1.1	1.3	1.6	1.3	1.5	70/664	664/ 3.3	2.1	3.3			WBGR
16. WWIN (G)	68/ 1.9	1.6	2.3	1.6	1.8	1.9	68/907	907/ 4.5	4.8	4.4			WWIN
17. WGRX-F (CL AOR)	67/ 1.9	1.9	1.6	2.5	2.0	2.0	106/2326	1660/ 8.2	8.3	7.8			WGRX-F
18.													
19.													
20.													

12+ FM SHARE (METRO): 74.96% (2386 of 3183) (WIN 91: 78.07%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WERQ-F >>	1 WIYY-F	1 WPOC-F	1 WPOC-F	1 WPOC-F	1 WPOC-F	1 WPOC-F	1 WPOC-F <	1 WPOC-F	1 WERQ-F <	1 WBAL >
2 WIYY-F <	2 WXYV-F	2 WWMX-F <	2 WQSR-F	2 WQSR-F	2 WBAL	2 WBAL >	2 WLIF-F	2 WLIF-F	2 WXYV-F >	2 WCBM
3 WXYV-F >>	3 WWMX-F	3 WXYV-F	3 WWMX-F	3 WWMX-F	3 WLIF-F >	3 WXYV-F <	3 WBAL	3 WBAL <	3 WIYY-F	3 WPOC-F
4 WWMX-F	4 WERQ-F	4 WQSR-F	4 WXYV-F	4 WLIF-F	4 WQSR-F	4 WLIF-F <	4 WWMX-F	4 WIYY-F	4 WBAL <	4 WXYV-F
5 WPGC-F	5 WPOC-F	5 WIYY-F	5 WLIF-F >	5 WXYV-F	5 WCBM >	5 WQSR-F <	5 WQSR-F	5 WQSR-F <	5 WCBM <	5 WERQ-F
6	6 WHFS-F	6 WLIF-F	6 WIYY-F <	6 WBAL	6 WITH	6 WWMX-F	6 WXYV-F <	6 WERQ-F <	6 WPOC-F	6 WQSR-F
7	7 WWDC-F	7 WERQ-F	7 WBAL	7 WIYY-F	7 WWMX-F	7 WIYY-F	7 WCBM <	7 WWMX-F <	7 WWIN-F <	7
8	8 WBSB-F	8	8	8	8	8 WCBM	8 WIYY-F	8 WXYV-F	8 WQSR-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 WIYY-F >	1 WWMX-F	1 WWMX-F	1 WWMX-F	1 WLIF-F	1 WIYY-F >>	1 WIYY-F >	1 WIYY-F >	1 WIYY-F	1 WPOC-F
2 WXYV-F	2 WXYV-F	2 WPOC-F	2 WPOC-F	2 WPOC-F	2 WXYV-F	2 WXYV-F	2 WXYV-F	2 WPOC-F	2 WQSR-F >
3 WERQ-F	3 WIYY-F	3 WXYV-F	3 WXYV-F	3 WWMX-F	3 WERQ-F	3 WHFS-F	3 WHFS-F	3 WQSR-F	3 WBAL
4 WWMX-F >	4 WERQ-F	4 WERQ-F	4 WLIF-F	4 WQSR-F	4 WWDC-F	4 WWDC-F	4 WWDC-F	4 WXYV-F	4 WXYV-F <
5 WLIF-F	5 WPOC-F	5 WBSB-F <	5 WQSR-F	5 WXYV-F >	5 WHFS-F	5 WERQ-F	5 WPOC-F	5 WBAL	5 WWMX-F
6 WBSB-F	6 WBSB-F	6 WIYY-F	6 WIYY-F <	6 WBSB-F	6 WHVY-F	6 WPOC-F	6 WWMX-F <	6 WWDC-F	6 WIYY-F
7 WHFS-F	7 WLIF-F	7 WLIF-F	7 WERQ-F	7 WWIN-F	7 WGRX-F	7 WWMX-F	7 WWMX-F	7 WWMX-F	7 WCBM
8	8	8	8 WBSB-F	8	8	8 WQSR-F	8 WERQ-F	8 WHFS-F	8 WWDC-F
									8 WLIF-F

OTHER RATED STATIONS	METRO SHARE	CUME/RTG	TSA/AQH	TSA/CUME
WCAO 600	Baltimore	1.2/3.6/	44/	824
WBB 1360	Baltimore	0.6/1.6/	22/	321
WHVY-F 103.1	Grasonvl/Bltmor	0.8/2.8/	42/	636
WRBS-F 95.1	Baltimore	1.0/3.6/	37/	776
WASH-F 97.1	Washington	0.6/2.7/	21/	598
WAVA-F 105.1	Arlington/Wash	0.4/2.0/	16/	478
WGAY-F 99.5	Washington	0.8/3.3/	33/	771
WGMS-F 103.5	Washington	0.4/0.8/	13/	179
WHUR-F 96.3	Washington	1.0/4.1/	38/	900
WJFK 1300	Baltimore	0.6/2.2/	22/	450
WKYS-F 93.9	Washington	0.8/2.8/	29/	633
WLTT-F 94.7	Bethesda/Washg	0.6/1.7/	23/	422
WMAL 630	Washington	0.4/1.6/	25/	433
WMZQ-F 98.7	Washington	0.8/2.6/	30/	600
WPGC-F 95.5	Morningside	1.8/6.5/	71/	1465
WRQX-F 107.3	Washington	0.9/4.0/	41/	876
WTOP 1500	Washington	1.3/4.6/	47/	984
WMD-F 104.7	Hagerstown	0.4/0.9/	17/	310
WXTR-F 104.1	Waldorf/wshngtn	0.4/1.5/	17/	340

BALTIMORE

RADIO STATIONS

AM STATIONS

WBAL, 1090, 50 KW (DA-N) , NEWS/TALK
 WBGR, 860, 2.5 KW/100 W (DA-1), GOSPEL
 WCAO, 600, 5 KW (DA-1) , GOSPEL
 WCBM, 680, 10 KW/5 KW (DA-2) , TALK

 WEBB, 1360, 5 KW/1.7 KW (DA-1), BLACK
 WITH, 1230, 1 KW , NOSTALGIA
 WWIN, 1400, 1 KW , GOSPEL

CBS, \$ 146.00 (HNWH) Hearst
 NBN, \$ 45.00 (Roslin) Mortenson
 NBC, \$ 37.00 (Mc-Guild) Summit
 ABC, \$ 43.00 (Katz)

 SBN, \$ 31.00 (Roslin)
 MBS, \$ 37.00 (---)
 , \$ 29.00 (Durpetti)

FM STATIONS

WBSB, 104.3, 50 KW @ 420, AC/CHR
 WERQ, 92.3, 37 KW @ 571, CHR
 WGRX, 100.7, 16 KW @ 859, CLASSIC AOR
 WIYY, 97.9, 14 KW @ 951, AOR
 WLIF, 101.9, 14 KW @ 961, EZ/SOFT AC

 WPOC, 93.1, 16 KW @ 859, COUNTRY
 WQSR, 105.7, 50 KW @ 492, OLDIES
 WRBS, 95.1, 50 KW @ 498, RELIGION
 WWIN, 95.9, 3 KW @ 298, BLACK
 WWMX, 106.5, 7.4 KW @ 1217, AC
 WXYV, 102.7, 50 KW @ 400, BLACK

ABC, \$ 101.00 (Banner)
 APR, \$ 60.00 (HMR) United
 ABC, \$ 47.00 (Durpetti) Shamrock-Lynett (WESTMINSTER)
 ABC, \$ 142.00 (HNWH) Hearst
 , \$ 138.00 (Christal) Infinity

 ABC, \$ 119.00 (Banner) Nationwide
 , \$ 140.00 (HMR) Sconnix
 , \$ 23.00 (---)
 , \$ 59.00 (Durpetti)
 , \$ 172.00 (Katz) Capitol-Goodman
 , \$ 127.00 (McGuild) Summit

OTHER RANKED STATIONS -- SEE WASHINGTON

BATON ROUGE

Arbitron Rank/Pop (12+): 84/423,800
 MSA Rank/Pop: 92/543,000
 ADI # 94
 Average Person Ratings: 14.5
 Market TSL: 19.25 hours

Stations: 20/15
 Diaries: 997/425:1/51.1%
 Sample Target: 930
 % Below Line: 7.5
 % Not Listed: 12.5

1991 Revenue: \$12,800,000
 HH Inc.: \$28,134
 Retail \$: 4.3 Bil
 Pop per Station: 28,253
 #1 Biller: WYNK-AF \$3,600,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. WYNK-AF (C)	129/21.0	17.7	16.1	15.7	13.4	17.6	314/3322	1364/32.2	31.9	27.9			WYNK-AF
2. WXOK (B)	74/12.0	10.3	10.7	7.4	9.7	10.1	87/938	832/19.6	17.1	16.1			WXOK
3. KQXL-F (B)	58/ 9.4	11.8	11.6	14.1	12.1	11.7	84/1188	796/18.8	21.1	19.2			KQXL-F
4. WFMF-F (CHR)	46/ 7.5	7.7	9.3	10.4	12.1	8.7	68/1352	849/20.0	23.8	26.6			WFMF-F
5. WKJN-F (C)	36/ 5.8	5.8	4.6	5.1	4.1	5.3	98/1135	563/13.3	15.7	12.3			WKJN-F
6. WJBO (T/N)	33/ 5.4	5.4	6.5	5.2	5.1	5.6	40/796	678/16.0	14.6	13.3			WJBO
WGGZ-F (O)	33/ 5.4	4.6	5.0	7.0	5.3	5.5	68/1180	626/14.8	11.9	14.8			WGGZ-F
8. KRVE-F (AC)	26/ 4.2	5.1	2.2	1.7	1.4	3.3	29/579	451/10.6	11.0	3.8			KRVE-F
9. WTGE-F (AOR)	24/ 3.9	2.9	5.2	5.8	3.9	4.4	47/994	489/11.5	13.0	14.3			WTGE-F
10. WCKW-F (AOR)	17/ 2.8	3.8	5.0	3.4	3.7	3.8	55/1164	478/11.3	10.4	9.4			WCKW-F
11. WNDC (G)	14/ 2.3	2.1	2.1	2.3	4.0	2.2	14/203	203/ 4.8	3.8	5.3			WNDC
12.													
13.													
14.													
15.													

12+ FM SHARE (METRO): 74.58% (402 of 539) (WIN 91: 79.56%)

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

OTHER RATED STATIONS	METRO SHARE	CUME /RTG	TSA /AQH	TSA /CUME
WIBR 1300	Baton Rouge	0.6/2.5/	9/ 134	
WLUX 1550	Baton Rouge	0.5/1.2/	3/ 50	
WQCK-F 92.7	Clinton	1.3/4.6/	8/ 228	
WXL-T-F 94.1	McComb	0.8/3.4/	13/ 220	
KDEA-F 99.1	New Iberia	0.5/3.8/	35/ 662	
KHOM-F 104.1	Houma	1.6/6.7/	46/ 820	
WQUE-F 93.3	New Orleans	1.6/5.1/	53/ 713	
WWL 870	New Orleans	1.0/4.2/	40/ 753	

RADIO STATIONS

WJBO , 1150, 5 KW (DA-1)	Talk/News	CBS, NBC-T, \$25.00	(HNWH)	Jenne
WNDC , 910, 1 KW (DA-1)	Gospel	, \$15.00	(Eastman)	
WXOK , 1460, 5 KW/1 KW (DA-3)	Black	NBC, \$19.00	(Banner)	
KQXL-F, 106.5, 50 KW @ 298	Black	SBN ABC, \$26.00	(Banner)	(NEW ROADS)
KRVE-F, 96.1, 43 KW @ 449	AC	, \$22.00	(K & P)	(BRUSLY)
WFMF-F, 102.5, 100 KW @ 1260	CHR	UNIPWR, \$45.00	(HWNH)	Jenne
WGGZ-F, 98.1, 100 KW @ 1500	Oldies	CBS, ABC, \$34.00	(Katz)	
WKJN-F, 103.3, 100 KW @ 1004	Country	MBS, \$46.00	(Christal)	(HAMMOND)
WTGE-F, 100.7, 100 KW @ 1499	AOR	ABC, \$30.00	(Eastman)	
WXL-T-F, 94.1, 100 KW @ 981	Soft AC	, \$16.00	(Christal)	(McCOMB, MS)
WYNK-F, 101.5, 100 KW @ 1499	Country	ABC, \$77.00	(Katz)	Narragansett

Other Ranked Stations - See New Orleans

BIRMINGHAM

Arbitron Rank/Pop (12+): 53/757,300

Stations: 19/15
Diaries: 1218/622:1/48.7%
Sample Target: 1210
% Below Line: 6.7
% Not Listed: 9.6

1991 Revenue: \$24,100,000
HM Inc.: \$27,025
Retail \$: 7.0 Bil
Pop per Station: 50,486
#1 Biller: WZZK-AF \$5,700,000

HSA Rank/Pop: 59/942,000
ADI # 50
Average Person Ratings: 16.3
Market TSL: 21.75 hours

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. WZZK-AF (C)	218/17.7	15.9	15.4	18.2	16.9	16.8	342/4030	2451/32.4	31.7	30.2			WZZK-AF
2. WENN-F (B)	140/11.3	9.5	9.5	9.7	11.7	10.0	182/1867	1378/18.2	15.6	17.4			WENN-F
3. WZRR-F (CL AOR)	115/ 9.3	9.6	10.7	8.9	7.4	9.6	140/1745	1285/17.0	19.9	14.4			WZRR-F
4. WMJJ-F (AC)	106/ 8.6	9.0	9.0	8.8	8.6	8.9	120/1892	1518/20.0	20.1	19.7			WMJJ-F
5. WERC (N/T)	87/ 7.0	7.3	6.0	5.8	8.9	6.5	87/1098	1072/14.2	15.4	16.8			WERC
6. WAPI-F (CHR)	85/ 6.9	8.4	9.2	5.8	8.1	7.6	120/2204	1397/18.4	21.7	20.0			WAPI-F
7. WATV (B)	73/ 5.9	4.5	4.9	5.0	4.7	5.1	75/840	825/10.9	7.5	9.3			WATV
8. WAPI (BB)	53/ 4.3	4.6	4.8	3.9	3.4	4.4	54/815	772/10.2	10.6	9.4			WAPI
9. WAGG (G)	46/ 3.7	3.2	3.9	2.9	2.5	3.4	46/498	491/ 6.5	5.4	5.8			WAGG
10. WTUG-F (B)	41/ 3.3	2.6	3.3	2.0	---	2.8	70/918	535/ 7.1	5.8	0.0			WTUG-F
11. WDJC-F (REL)	33/ 2.7	3.2	2.9	2.2	2.4	2.8	50/931	606/ 8.0	9.1	8.4			WDJC-F
12. WJLD (B)	26/ 2.1	1.8	2.2	3.3	2.2	2.3	26/508	492/ 6.5	6.0	7.3			WJLD
13. WJOX (?)	24/ 1.9	1.5	1.1	1.8	1.6	1.6	28/625	507/ 6.7	7.3	7.4			WJOX
14. WIKX-F (C)	22/ 1.8	3.0	3.7	5.7	5.1	3.5	54/824	504/ 6.7	6.7	16.3			WIKX-F
15. WZBQ-F (CHR)	20/ 1.6	1.3	1.4	1.6	0.8	1.5	64/1178	496/ 6.5	7.0	4.6			WZBQ-F

12+ FM SHARE (METRO): 71.71% (801 of 1117) (WIN 91: 71.98%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WAPI-F>	1 WZRR-F	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 WZZK-AF<	2 WZRR-F<	2 WMJJ-F	2 WMJJ-F	2 WERC	2 WERC	2 WMJJ-F<	2 WMJJ-F<	2 WZRR-F<	2 WATV
3 WTUG-F>	3 WENN-F>	3 WENN-F	3 WENN-F<	3 WENN-F	3 WATV	3 WENN-F	3 WZRR-F	3 WZRR-F	3 WAPI-F<	3 WENN-F
4 WZZK-AF	4 WMJJ-F	4 WMJJ-F>	4 WZRR-F	4 WZRR-F>	4 WMJJ-F	4 WMJJ-F	4 WERC	4 WENN-F	4 WZZK-AF	4 WAGG
5 WZRR-F	5 WAPI-F	5 WAPI-F	5	5 WATV	5 WAPI	5 WATV	5 WENN-F>	5 WAPI-F>	5 WTUG-F>	5 WERC
6	6	6	6	6	6 WENN-F	6 WZRR-F	6 WAPI	6 WAPI	6 WMJJ-F	6 WZRR-F
						7 WAPI-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 WZRR-F	1 WZZK-AF	1 WZZK-AF>	1 WZZK-AF>	1 WZZK-AF>>	1 WZRR-F	1 WZRR-F>	1 WZRR-F>	1 WZRR-F	1 WZZK-AF
2 WZZK-AF	2 WENN-F	2 WMJJ-F	2 WENN-F	2 WMJJ-F	2 WENN-F>	2 WENN-F	2 WZZK-AF	2 WENN-F<	2 WZRR-F
3 WENN-F>	3 WZRR-F	3 WENN-F	3 WMJJ-F	3 WENN-F	3 WAPI-F>	3 WZZK-AF>	WENN-F	3 WZZK-AF	3 WMJJ-F
4 WAPI-F>	4 WMJJ-F	4 WZRR-F>	4 WZRR-F>	4 WATV	4 WZZK-AF	4 WMJJ-F	4 WMJJ-F	4 WMJJ-F	4 WENN-F>
5 WTUG-F	5 WAPI-F	5 WDJC-F	5 WAPI-F<	5 WZRR-F	5	WAPI-F	5	5	5 WERC
6 WMJJ-F	6	6 WAPI-F	6 WATV	6	6	6	6	6	6

CHAR RATED STATIONS	METRO SHARE/RTG/AQH/CUME	CUME	TSA
WJLD-F 97.7 Oneonta	0.5/1.0/ 6/ 74		
WISB-F 105.1 Albertville	0.9/1.1/ 60/ 675		
WUSA-F 96.9 Decatur/Hntsvle	0.9/2.7/ 40/ 522		

RADIO STATIONS

WAGG	1320	5 KW (DAYS)	Gospel	SBN	\$ 30.00	(HNWH)	
WAPI	1070	50 KW/5 KW (DA-N)	Nostalgia	NBC	\$ 29.00	(Crystal)	Dittman
WATV	900	1 KW/165 W	Black	ABC	\$ 24.00	(Banner)	
WZRR	1220	1 KW/75 W	Gospel	UNIULT	\$ 16.00	(---	Willis
WZRR	960	5 KW (DA-N)	News/Talk	ABC	\$ 40.00	(Mc-Guild)	Ameron
WJLD	1400	1 KW	Black	SBN,MBS	\$ 19.00	(K & P)	
WVJK	690	50 KW/500 W	Oldies	SMN,CBS	\$ 20.00	(Eastman)	Dick
WZRR	610	5 KW/1 KW(DA-N)	---	See WZZK-F			
WAPI-F	94.5	98 KW @ 1210	CHR	ABC	\$ 58.00	(Crystal)	Dittman
WDJC-F	93.7	99 KW @ 1007	Religion		\$ 23.00	(---	Crawford
WENN-F	107.7	100 KW @ 1036	Black	SBN	\$ 54.00	(HNWH)	
WIXX-F	106.9	99 KW @ 994	Country	ABC	\$ 37.00	(Mc-Guild)	Sun Group
WMJJ-F	96.5	100 KW @ 1027	AC	CBS	\$102.00	(Mc-Guild)	Ameron
WZRR-F	99.5	100 KW @ 869	Classic AOR		\$ 85.00	(Eastman)	Dick
WZRR-F	104.7	99 KW @ 1300	Country		\$138.00	(Katz)	NewCity

BOSTON

Arbitron Rank/Pop (12+): 9/3,223,800
 MSA Rank/Pop: 10/3,740,000
 ADI # 6
 Average Person Ratings: 18.1
 Market TSL: 23.50 hours

Stations: 34/29
 Diaries: 2401/1343:1/48.0%
 Sample Target: 2410
 % Below Line: 2.0
 % Not Listed: 12.3

1991 Revenue: \$113,000,000
 HH Inc.: \$35,763
 Retail \$: 32.6 Bill
 Pop per Station: 111,165
 #1 Biller: WRKO \$15,200,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. WRKO (T/N)	434/ 7.4	6.4	8.3	7.3	7.0	7.4	530/6042	4785/14.8	16.1	14.1			WRKO
2. WZOU-F (CHR)	348/ 5.9	5.3	7.1	6.8	6.9	6.3	424/8972	6763/21.0	19.4	20.0			WZOU-F
3. WBZ (T)	343/ 5.9	7.5	5.5	5.4	6.5	6.1	455/8104	5943/18.4	21.9	16.0			WBZ
4. WXKS-F (CHR)	339/ 5.8	5.5	5.0	5.8	6.7	5.5	385/8280	6665/20.7	19.0	18.8			WXKS-F
5. WBCN-F (AOR)	316/ 5.4	5.3	5.6	5.9	4.7	5.6	424/6719	5043/15.6	15.9	13.7			WBCN-F
6. WMJX-F (AC)	303/ 5.2	5.3	3.5	3.7	4.6	4.4	320/5806	5071/15.6	16.0	14.3			WMJX-F
7. WHDH (T)	285/ 4.9	3.9	3.9	4.6	4.2	4.3	339/5448	4568/14.2	12.1	13.5			WHDH
8. WOODS-F (O)	267/ 4.6	4.2	4.7	4.2	4.2	4.4	358/6657	4646/14.4	12.5	13.2			WOODS-F
9. WBMX-F (AC)	258/ 4.4	4.5	4.0	3.4	2.5	4.1	308/5840	4600/14.3	13.9	10.1			WBMX-F
10. WSSH-F (SAC)	250/ 4.3	4.5	4.8	5.1	4.4	4.7	358/5498	3771/11.7	11.9	13.5			WSSH-F
11. WVBF-F (AC)	249/ 4.3	3.0	4.1	3.9	3.0	3.8	303/4331	3430/10.6	9.2	9.8			WVBF-F
12. WZLX-F (CL AOR)	208/ 3.6	3.6	4.2	3.9	3.4	3.8	277/5673	3994/12.4	13.0	10.9			WZLX-F
13. WPLM-AF (BB)	156/ 2.7	3.4	2.0	2.2	2.2	2.6	273/3666	2126/ 6.6	6.3	6.1			WPLM-AF
14. WXKS (BB)	153/ 2.6	1.8	2.5	2.8	2.0	2.4	153/1526	1526/ 4.7	5.1	4.6			WXKS
15. WCRB-F (CL)	144/ 2.5	2.5	2.7	1.9	2.1	2.4	209/3004	2183/ 6.8	7.2	7.2			WCRB-F
16. WEEI (SPRTS)	142/ 2.4	2.8	2.7	4.1	5.9	3.0	194/4345	3291/10.2	10.0	17.6			WEEI
17. WAAF-F (AOR)	123/ 2.1	1.9	2.7	2.2	1.6	2.2	327/4500	2300/ 7.1	6.8	5.0			WAAF-F
18. WILD (B)	114/ 1.9	1.5	1.2	1.5	1.7	1.5	114/770	762/ 2.4	2.4	2.4			WILD
19. WBOS-F (AOR)	110/ 1.9	2.4	2.2	1.8	2.0	2.1	149/2962	2386/ 7.4	7.3	6.0			WBOS-F
20. WFNX-F (AOR)	108/ 1.8	1.9	1.3	1.9	1.7	1.7	114/2370	2207/ 6.8	5.8	5.7			WFNX-F
21. WCGY-F (AOR)	94/ 1.6	1.7	1.7	1.4	1.3	1.6	160/2824	1845/ 5.7	6.4	4.7			WCGY-F
22.													
23.													
24.													
25.													

12+ FM SHARE (METRO): 68.76% (3528 of 5131) (WIN 91: 66.97%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZOU-F>>	1 WBCN-F<	1 WBCN-F	1 WBCN-F	1 WBCN-F	1 WROL	1 WBZ	1 WRKO	1 WRKO	1 WHDH	1 WBZ >
2 WXKS-F>	2 WXKS-F<	2 WXKS-F	2 WMJX-F<	2 WOODS-F<	2 WBZ	2 WRKO	2 WMJX-F	2 WZOU-F<	2 WZOU-F	2 WHDH >
3 WAAF-F	3 WZOU-F>	3 WZOU-F<	3 WODS-F	3 WMJX-F	3 WFNX-F	3 WHDH	3 WBCN-F<	3 WXKS-F<	3 WBZ	3 WRKO >
4	4 WMJX-F	4 WMJX-F	4 WBMX-F	4 WBMX-F	4 WVBF-F<	4 WXKS-F	4 WOODS-F<	4 WBCN-F	4 WXKS-F	4 WXKS-F<
5	5 WZLX-F	5 WBMX-F<	5 WXKS-F	5 WXKS-F	5 WODS-F	5 WBCN-F<	5 WXKS-F	5 WMJX-F<	5 WBCN-F	5 WZOU-F<
6	6 WBMX-F	6 WODS-F<	6 WVBF-F	6 WVBF-F	6 WRKO	6 WZOU-F	6 WSSH-F	6 WBMX-F	6 WMJX-F	6 WMJX-F
7	7 WVBF-F	7 WVBF-F	7 WZOU-F	7 WZOU-F	7 WPLM-AF	7 WVBF-F	7 WVBF-F	7	7 WRKO	7 WVBF-F
8	8	8 WZLX-F	8 WZLX-F	8	8	8	8	8	8	8 WODS-F<
										9 WBMX-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 WZOU-F	1 WZOU-F	1 WMJX-F	1 WMJX-F<	1 WMJX-F	1 WXKS-F	1 WBCN-F>	1 WBCN-F>>	1 WBCN-F>	1 WBCN-F>
2 WXKS-F>	2 WXKS-F	2 WZOU-F	2 WZOU-F	2 WODS-F<	2 WZLX-F	2 WXKS-F	2 WZLX-F<	2 WXKS-F	2 WODS-F
3 WVBF-F	3 WMJX-F	3 WXKS-F	3 WXKS-F	3 WBMX-F	3 WAAF-F	3 WZLX-F	3 WXKS-F	3 WXKS	3 WMJX-F
4 WMJX-F	4 WBMX-F	4 WBMX-F>	4 WVBF-F<	4 WVBF-F	4 WCGY-F<	4 WZOU-F	4 WMJX-F	4 WZLX-F	4 WZLX-F
5 WZLX-F	5 WVBF-F	5 WBCN-F	5 WBMX-F	5 WXKS-F	5 WZOU-F	5 WAAF-F	5 WFNX-F	5 WODS-F<	5 WEEI
6 WAAF-F	6 WBCN-F<	6 WILD	6 WODS-F>	6 WSSH-F	6 WBCN-F>	6 WMJX-F	6 WZOU-F	6 WEEI	6 WBMX-F
7 WFNX-F	7 WZLX-F<	7 WVBF-F	7 WSSH-F	7 WZOU-F	7 WEEI	7 WFNX-F	7	7 WMJX-F<	7 WXKS-F
8 WBMX-F	8 WILD	8	8	8	8	8	8	8 WBMX-F	8

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WCAP	980	Lowell	0.4/1.1/ 30/ 469
WCAV-F	97.7	Brockton	0.5/1.4/ 32/ 486
WCDJ-F	96.9	Boston	1.5/5.4/118/2301
WESX	1230	Salem	0.4/1.5/ 21/ 479
WEZE	1260	Boston	0.7/1.4/ 46/ 517
WLYT-F	92.5	Haverhill/Bstn	0.4/1.7/ 50/ 985
WROL	950	Boston	0.7/2.6/ 47/1012
WBRU-F	95.5	Providence	0.3/1.4/ 84/1488
WCTK-F	98.1	New Bedford	0.5/1.5/121/1850
WHJY-F	94.1	Providence	0.3/2.2/197/3233
WOKQ-F	97.5	Dover/Portsmouth	0.6/2.3/144/1975
WXLO-F	104.5	Fitchburg	0.3/1.7/119/2184

BOSTON

RADIO STATIONS

AM STATIONS

WBZ , 1030, 50 KW (DA-1)	, TALK	ABC, \$ 195.00 (Group W)	Westinghouse
WEEI, 590, 5 KW (DA-1)	, SPORTS	ABC, APR, \$ 100.00 (CBS)	Boston Celtics
WHDH, 850, 50 KW (DA-2)	, TALK	NBC, NBC T, \$ 100.00 (Banner)	
WILD, 1090, 5 KW (DAYS)	, BLACK	ABC, SBN, \$ 42.00 (Roslin)	
WMEX, 1150, 5 KW (DA-2)	, SEE WMJX-FM		
WRKO, 680, 50 KW (DA-2)	, TALK/NEWS	MBS UNIULT, \$ 215.00 (Katz)	Atlantic
WRDL, 950, 5 KW (DAYS)	, RELIGION	, \$ 24.00 (---)	Carter
WXKS, 1430, 5 KW/1 KW (OA-N)	, NOSTALGIA	UNISUP UNIULT, \$ N/A (MMR)	Pyramid

FM STATIONS

WBCN, 104.1, 19 KW @ 741, AOR		, \$ 300.00 (Torbet)	Infinity
WBMX, 98.5, 9 KW @ 1145, AC		UNIPWR, \$ 115.00 (Katz)	Atlantic
WBOS, 92.9, 9 KW @ 1149, PROG AOR		, \$ 75.00 (Katz)	Granum
WCDJ, 96.9, 13 KW @ 1151, JAZZ/NAC		, \$ 80.00 (Durpetti)	Emmis
WCGY, 93.7, 50 KW @ 430, AOR		ABC, \$ 60.00 (K & P)	Curt Gowdy
WCRB, 102.5, 15 KW @ 918, CLASSICAL		, \$ 81.00 (CMBS)	
WFNX, 101.7, 1.6 KW @ 440, AOR		, \$ 55.00 (Schubert)	
WHRB, 95.3, 3 KW @ 110, VARIOUS		, \$ 30.00 (---)	
WMJX, 106.7, 24 KW @ 718, AC		, \$ 150.00 (McGuild)	Greater Media
WODS, 103.3, 16 KW @ 270, OLDIES		CBS, \$ 170.00 (CBS)	CBS
WPLM, 99.1, 50 KW @ 430, NOSTALGIA		UNIULT, \$ 59.00 (HNWH)	(PLYMOUTH)
WSSH, 99.5, 32 KW @ 600, SOFT AC		UNISUP, \$ 185.00 (HNWH)	Noble
WVBF, 105.7, 14 KW @ 954, AC		, \$ 95.00 (Banner)	Fairbanks
WXKS, 107.9, 24 KW @ 722, CHR		, \$ 245.00 (MMR)	Pyramid
WZLX, 100.7, 20 KW @ 718, CLASSIC AOR		, \$ 130.00 (HNWH)	Cook Inlet
WZOU, 94.5, 12 KW @ 1053, CHR		, \$ 145.00 (HNWH)	Ardman

WAAF -- SEE WORCESTER

BUFFALO-NIAGARA FALLS

Arbitron Rank/Pop (12+): 40/990,800
 MSA Rank/Pop: 55/1,190,000 (Buffalo)
 ADI # 38
 Average Person Ratings: 17.9
 Market TSL: 23.50 hours

Stations: 26/21
 Diaries: 1460/679:1/58.3%
 Sample Target: 1420
 % Below Line: 3.0
 % Not Listed: 9.6

1991 Revenue: \$28,700,000
 MH Inc.: \$27,650
 Retail \$: 8.4 Bil
 Pop per Station: 47,180
 #1 Biller: WHTT-F \$3,500,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. WKSE-F (CHR)	174/ 9.8	8.4	7.9	8.2	8.0	8.6	184/2617	2424/24.5	24.6	21.5			WKSE-F
2. WYRK-F (C)	171/ 9.6	10.8	11.1	11.6	9.6	10.8	219/2316	1920/19.4	17.6	16.2			WYRK-F
3. WBEN (FS)	150/ 8.4	8.0	9.0	7.2	9.6	8.1	161/2263	2041/20.6	19.2	23.7			WBEN
4. WBLK-F (B)	122/ 6.9	6.7	6.1	6.2	6.1	6.5	122/1239	1204/12.2	11.8	9.8			WBLK-F
5. WJYE-F (SAC)	118/ 6.6	7.1	6.8	7.1	7.4	6.9	122/1650	1584/16.0	18.0	19.1			WJYE-F
6. WGRF-F (AOR)	114/ 6.4	6.2	7.9	7.3	8.0	6.9	157/2308	1754/17.7	17.5	20.7			WGRF-F
7. WHTT-F (O)	109/ 6.1	6.1	6.4	6.6	7.1	6.3	138/2174	1887/19.0	17.7	17.2			WHTT-F
8. WUFX-F (CL AOR)	105/ 5.9	4.8	5.0	5.6	5.6	5.3	121/1800	1561/15.8	14.7	16.0			WUFX-F
9. WGR (N/T)	104/ 5.9	6.1	3.9	4.8	4.2	5.2	121/2675	2211/22.3	23.3	16.7			WGR
10. WBUF-F (AC)	92/ 5.2	4.4	5.1	6.5	3.9	5.3	99/1619	1403/14.2	14.0	11.9			WBUF-F
11. WMJQ-F (AC/CHR)	86/ 4.8	6.7	5.1	4.7	6.3	5.3	123/2387	1631/16.5	19.9	20.9			WMJQ-F
12. WECK (BB)	68/ 3.8	2.9	2.7	3.6	3.0	3.3	68/709	704/ 7.1	5.5	5.9			WECK
13. WEZQ-F (EZ)	34/ 1.9	2.2	1.7	1.5	1.1	1.8	54/664	495/ 5.0	5.3	3.5			WEZQ-F
14. CKEY-F (AOR)	21/ 1.2	2.3	1.4	0.6	----	1.4	22/270	260/ 2.6	4.2	0.0			CKEY-F
WDCX-F (REL)	21/ 1.2	1.0	0.7	0.7	1.0	0.9	25/386	313/ 3.2	3.0	3.6			WDCX-F

12+ FM SHARE (METRO): 74.66% (1199 of 1606) (WIN 91: 75.47%)

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

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 WKSE-F>	1 WKSE-F>	1 WJYE-F	1 WUFX-F	1 WUFX-F	1 WGRF-F>	1 WGRF-F	1 WGRF-F
2 WMJQ-F	2 WMJQ-F	2 WMJQ-F	2 WMJQ-F<	2 WKSE-F	2 WKSE-F>	2 WGRF-F	2 WUFX-F>	2 WUFX-F>	2 WYRK-F
3 WYRK-F	3 WBLK-F	3 WBLK-F	3 WYRK-F<	3 WHTT-F<	3 WGRF-F	3 WKSE-F	3 WYRK-F>	3 WKSE-F	3 WHTT-F
4 WGRF-F	4 WYRK-F	4 WBUF-F	4 WJYE-F	4 WYRK-F	4 WBLK-F>>	4 WBLK-F>	4 WKSE-F	4 WYRK-F	4 WGR
5 WBLK-F	5 WGRF-F	5 WGRF-F	5 WBUF-F<	5 WBUF-F<	5	5 WYRK-F	5 WGR	5 WBLK-F	5 WUFX-F
6 WUFX-F	6 WBUF-F	6 WYRK-F	6 WBLK-F<	6 WBLK-F<	6	6	6 WBLK-F	6 WHTT-F	6 WBUF-F
7 WJYE-F	7 WJYE-F<	7 WJYE-F	7 WHTT-F	7 WMJQ-F	7	7	7 WBUF-F	7 WGR	7
WBUF-F	8 WUFX-F	8 WUFX-F	8	8	8	8	8	8	8

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WHLD	1270	Niagara Falls	0.3/2.1/	6/ 204
WHTT	1120	Buffalo	0.8/1.9/	20/ 210
WJL	1440	Niagara Falls	0.5/1.4/	8/ 142
WLVL	1340	Lockport	0.7/1.4/	17/ 150
WUFO	1080	Amherst	0.9/2.3/	16/ 230
WTKB	1520	Buffalo	0.8/4.9/	17/ 591
WXRL	1300	Lancaster/Buffl	0.7/3.1/	14/ 359
CFNY-F	102.1	Brampton ON	0.6/2.2/	12/ 250
CHTZ-F	97.7	St. Catharines	0.6/2.7/	12/ 289
CHUM-F	104.5	Toronto	0.3/1.2/	5/ 124
CILQ-F	107.1	Toronto	0.3/1.3/	8/ 180

BUFFALO-NIAGARA FALLS

AM STATIONS

WBEN,	930,	5 KW (DA-N)	, Full Service	CBS CNN, \$ 70.00	(Eastman)	Algonquin
WECK,	1230,	1 KW	, Nostalgia	NBC UNISUP, \$ 29.00	(Durpetti)	EBE
WGR,	550,	5 KW (DA-N)	, News/Talk	ABC, \$ 49.00	(Katz)	
WUFO,	1080,	1 KW (DAYS)	, Black	SBN, \$ 16.00	(---)	Sheridan
WWKB,	1520,	50 KW (DA-1)	, Business News	UNIULT, BRN, \$ 34.00	(Banner)	Price

FM STATIONS

WBLK-F,	93.7,	50 KW @ 400,	Black	CBS, \$ 40.00	(Durpetti)	
WBUF-F,	92.9,	91 KW @ 581,	AC	, \$ 66.00	(McGuild)	Lincoln
WDCX-F,	99.5,	110 KW @ 195,	Religion	, \$ 22.00	(---)	Crawford
WEZQ-F,	107.7,	12 KW @ 800,	EZ	UNIPWR, \$ 30.00	(---)	(WETHERSFIELD)
WGRF-F,	96.9,	13 KW @ 888,	AOR	, \$ 80.00	(Katz)	
WHTT-F,	104.1,	50 KW @ 390,	Oldies	, \$ 85.00	(MMR)	Pyramid
WJYE-F,	96.1,	50 KW @ 479,	Soft AC	UNISUP, \$ 70.00	(Durpetti)	EBE
WKSE-F,	98.5,	46 KW @ 420,	CHR	ABC, \$ 60.00	(Banner)	Price
WMJQ-F,	102.5,	105 KW @ 1338,	AC/CHR	SOURCE, \$ 51.00	(Eastman)	Algonquin
WUFX-F,	103.3,	49 KW @ 341,	Classic AOR	CBS, \$ 50.00	(Torbet)	Metroplex
WYRK-F,	106.5,	50 KW @ 390,	Country	, \$ 70.00	(McGuild)	Stoner

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

* AC - Adult Contemporary	J/NAC- Jazz and New Adult Contemporary	*
* AOR - Album Oriented Rock	M/FS - Middle of Road, (MOR) Full Service	*
* B - Black (audience predominately black - over 75%)	N - News	*
* BB - Big Band, Nostalgia	O - Oldies (1955 to current)	*
* C - Country	R - Religion, Christian	*
* CHR - Contemporary Hit Radio, Top 40, Contemporary	SAC - Soft Adult Contemporary	*
* CL - Classical	SP - Hispanic/Spanish	*
* CL AOR - Classic AOR, Classic Rock	T - Talk	*
* E - Ethnic	U - Urban (majority of audience is non-	*
* EZ - EZ Listening, Beautiful Music, Some Very soft AC	white)	*
* G - Gospel	? - Others or Unknown	*
*		*

CHARLESTON, SC

Arbitron Rank/Pop (12+): 85/421,300 Stations: 21/18 1991 Revenue: \$12,000,000
 Diaries: 908/464:1/48.2% HH Inc.: \$27,801
 MSA Rank/Pop: 94/518,000 Sample Target: 900 Retail \$: 3.8 Bil
 ADI # 106 % Below Line: 2.2 Pop per Station: 23,405
 Average Person Ratings: 17.0 % Not Listed: 11.0 #1 Biller: WEZL-F \$2,700,000
 Market TSL: 22.25 hours

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. WEZL-F (C)	78/10.9	10.7	12.9	13.1	12.7	11.9	87/1141	954/22.6	23.2	25.3			WEZL-F
2. WWVZ-F (B)	77/10.7	5.0	4.4	5.3	5.5	6.3	80/826	752/17.8	11.9	14.0			WWVZ-F
3. WSSX-F (CHR)	58/ 8.1	7.7	10.3	8.8	7.7	8.7	61/1007	908/21.6	18.3	21.3			WSSX-F
4. WBUB-F (C)	53/ 7.4	8.1	0.6	0.7	2.6	4.2	64/985	767/18.2	17.6	8.9			WBUB-F
5. WXTG-F (AC)	48/ 6.7	6.5	6.4	5.0	4.4	6.2	56/766	658/15.6	14.8	12.3			WXTG-F
6. WTMA (N/T)	45/ 6.3	5.9	7.4	5.0	6.1	6.2	46/616	609/14.5	10.9	10.9			WTMA
7. WPAL (B)	42/ 5.8	3.8	3.2	4.1	6.4	4.2	42/486	461/10.9	8.1	10.1			WPAL
8. WAVF-F (AOR)	41/ 5.7	7.1	6.8	5.7	6.6	6.3	42/653	588/14.0	15.4	16.3			WAVF-F
9. WSUY-F (AC)	40/ 5.6	4.5	4.2	5.6	5.3	5.0	40/422	422/10.0	11.5	10.2			WSUY-F
10. WTUA-F (G)	30/ 4.2	1.4	2.6	0.5	1.0	2.2	50/368	214/ 5.1	2.7	2.9			WTUA-F
11. WYBB-F (CL AOR)	23/ 3.2	4.7	3.9	3.0	2.5	3.7	25/546	517/12.3	12.9	10.6			WYBB-F
12. WXLY-F (O)	23/ 3.2	4.5	5.2	5.2	4.1	4.5	25/507	438/10.4	12.2	11.1			WXLY-F
13. WUJM-F (B)	18/ 2.5	3.5	2.6	4.2	3.2	3.2	21/266	255/ 5.2	11.7	11.5			WUJM-F
14. WDXZ-F (B)	17/ 2.4	4.1	4.7	6.7	6.9	4.5	18/318	273/ 6.5	10.4	11.8			WDXZ-F
15.													

12+ FM SHARE (METRO): 81.69% (522 of 639) (WIN 91: 77.74%)

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

1 WWVZ-F	1 WWVZ-F>	1 WWVZ-F	1 WWVZ-F<	1 WEZL-F	1 WEZL-F>	1 WEZL-F	1 WTMA	1 WEZL-F	1 WWVZ-F>>	1 WWVZ-F>
2 WSSX-F>>	2 WSSX-F<	2 WEZL-F	2 WEZL-F	2 WWVZ-F<	2 WTMA	2 WWVZ-F	2 WEZL-F>	2 WWVZ-F	2 WTUA-F	2 WPAL
3	3 WAVF-F	3 WSSX-F	3 WXTG-F	3 WXTG-F	3 WXTG-F	3 WSSX-F	3 WXTG-F	3 WSSX-F	3 WBUB-F<	3 WBUB-F
4	4 WEZL-F	4 WXTG-F<	4 WSSX-F	4 WBUB-F	4 WBUB-F	4 WBUB-F	4 WSUY-F<	4 WXTG-F	4 WEZL-F	4 WXTG-F
5	5 WBUB-F	5 WAVF-F<	5 WBUB-F	5 WTMA	5 WBUB-F	5 WXTG-F<	5 WSSX-F<	5 WSUY-F<	5 WSSX-F	5 WTMA
6	6 WYBB-F	6 WBUB-F	6 WSUY-F	6 WSSX-F<	6 WSUY-F	6 WTMA	6 WWVZ-F	6 WBUB-F	6 WPAL	6 WEZL-F
7	7	7 WSUY-F	7 WAVF-F	7 WSUY-F	7 WTUA-F	7 WSUY-F	7 WPAL <	7 WAVF-F<	7 WAVF-F	7
							8 WBUB-F	8 WTMA		
							8 WAVF-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 WWVZ-F	1 WWVZ-F>	1 WWVZ-F>	1 WWVZ-F	1 WXTG-F	1 WWVZ-F	1 WWVZ-F	1 WWVZ-F>	1 WWVZ-F	1 WEZL-F>
2 WSSX-F>	2 WSSX-F>	2 WSSX-F	2 WXTG-F	2 WWVZ-F<	2 WAVF-F	2 WAVF-F	2 WEZL-F	2 WEZL-F	2 WWVZ-F
3 WPAL	3 WAVF-F	3 WXTG-F	3 WSSX-F	3 WEZL-F	3 WYBB-F	3 WYBB-F	3 WAVF-F	3 WAVF-F	3 WTMA
4 WAVF-F	4 WXTG-F	4 WEZL-F	4 WSUY-F	4 WSUY-F	4 WSSX-F	4 WEZL-F	4 WYBB-F	4 WBUB-F	4 WBUB-F
5 WSUY-F	5 WEZL-F	5 WAVF-F	5 WEZL-F	5 WSSX-F	5 WEZL-F	5 WSSX-F	5 WSSX-F	5 WSSX-F	5 WAVF-F
6 WDOM-F	6 WBUB-F	6 WBUB-F	6 WBUB-F	6 WBUB-F	6 WSUY-F	6 WBUB-F	6 WBUB-F	6 WYBB-F	6 WXTG-F
7 WZJY	7	7	7	7	7	7	7 WXTG-F	7	7 WSSX-F
8 WBUB-F							8 WBUB-F		
							8 WTMA		
							8 WDXZ-F		

OTHER RATED STATIONS METRO CUME TSA TSA SMARE/RTG/AQH/CUME

WMCJ	950	Moncks Corner	1.3/2.1/	9/ 89
WQKE	1340	Charleston	0.4/2.1/	3/ 89
WQIZ	810	St. George	1.1/2.5/	13/ 190
WZJY	1480	MtPisnt/Charlst	1.4/3.8/	10/ 158
WHLZ-F	92.5	Manning	0.7/2.9/	44/ 401
WHTK-F	99.7	Pt. Royal	0.4/4.1/	13/ 353
WDOM-F	101.3	Sumter	1.1/4.0/	54/ 713

RADIO STATIONS

WPAL	, 730,	1 KW/100 W	, Black	NBN ABC, \$19.00	(Roslin)
WQIZ	, 810,	5 KW (DAYS)	, Gospel	SBN, \$13.00	(Eastman)
WTMA	, 1250,	5 KW/1 KW	, News/Talk	ABC NBC-T, \$22.00	(Katz)
WVVO	, 910,	500 W (DA-1)	, Black Oldies	SMN, \$12.00	(K & P)
WZJY	, 1480,	1 KW (DAYS)	, Gospel	CNN UNIULT, \$11.00	(---) (MT PLEASANT)
WAVF-F	, 96.1,	100 KW @ 538	, AOR	, \$43.00	(Christal)
WBUB-F	, 107.5,	100 KW @ 928	, Country	, \$27.00	(McGuild) (ST GEORGE)
WDXZ-F	, 104.5,	50 KW @ 656	, Black	, \$21.00	(K & P) (MT PLEASANT)
WEZL-F	, 103.5,	100 KW @ 660	, Country	MBS, \$59.00	(Banner) Apollo
WMGL-F	, 101.7,	6 KW @ 449	, Jazz/Urban	ABC, \$17.00	(K & P) (RAVENAL)
WSSX-F	, 95.1,	100 KW @ 1000	, CHR	, \$38.00	(Katz) Faircom
WSUY-F	, 100.7,	3 KW @ 400	, AC	UNISUP, \$24.00	(Katz)
WTUA-F	, 105.9,	3 KW @ 328	, Gospel	SBN, \$12.00	(---) (ST.STEPHENS)
WUJM-F	, 94.3,	6 KW @ 298	, Black	MBS, \$19.00	(Christal)
WWVZ-F	, 93.5,	1.5 KW @ 459	, Black	SBN, \$28.00	(HNWH) (SUMMERVILLE)
WXLY-F	, 102.5,	100 KW @ 1000	, Oldies	SMN UNIULT, \$25.00	(Eastman) Bloomington
WXTG-F	, 96.9,	100 KW @ 1768	, AC	, \$35.00	(Mc-Guild) EBF
WYBB-F	, 98.1,	50 KW @ 500	, Classic AOR	, \$20.00	(Durpetti) Martin (FOLLY BCH)

CHARLOTTE

Arbitron Rank/Pop (12+): 38/998,400
 MSA Rank/Pop: 43/1,140,000
 ADI # 31
 Average Person Ratings: 16.0
 Market TSL: 21.00 hours

Stations: 24/17
 Diaries: 1320/756:1/50.2%
 Sample Target: 1310
 % Below Line: 4.8
 % Not Listed: 15.4

1991 Revenue: \$32,700,000
 HH Inc.: \$31,722
 Retail \$: 9.0 Bil
 Pop per Station: 58,729
 #1 Biller: WSOC-AF \$5,900,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. WSOC-F (C)	207/13.0	12.7	14.8	11.4	15.2	13.0	400/4685	2587/25.9	26.7	26.8			WSOC-F
2. WPEG-F (B)	199/12.5	12.7	13.5	12.5	10.9	12.8	260/2776	1928/19.3	15.8	17.5			WPEG-F
3. WEZC-F (SAC/EZ)	114/ 7.1	6.3	5.2	6.0	3.8	6.2	168/2597	1701/17.0	17.8	10.9			WEZC-F
4. WBT (FS)	112/ 7.0	7.8	5.4	6.0	6.7	6.6	131/1935	1602/16.0	14.5	14.6			WBT
5. WTDR-F (C)	109/ 6.8	5.4	6.5	6.2	5.8	6.2	186/2693	1468/14.7	11.4	10.4			WTDR-F
6. WRFX-F (AOR)	105/ 6.6	8.6	7.3	8.3	6.6	7.7	163/2861	1823/18.3	18.7	14.7			WRFX-F
7. WBT -F (AC)	86/ 5.4	5.0	5.8	5.0	5.7	5.3	184/3379	1899/19.0	16.4	15.5			WBT -F
8. WCKZ-F (CHR/U)	83/ 5.2	5.0	6.5	7.3	7.5	6.0	141/2951	1637/16.4	16.0	18.1			WCKZ-F
9. WMXC-F (AC)	63/ 3.9	5.0	4.5	5.2	4.1	4.7	77/1494	1178/11.8	13.7	11.8			WMXC-F
10. WXRC-F (AOR)	57/ 3.6	3.7	3.2	3.1	2.5	3.4	98/1530	797/ 8.0	7.8	6.7			WXRC-F
11. WWMG-F (O)	55/ 3.4	3.0	4.1	4.8	4.3	3.8	122/1798	1056/10.6	8.4	10.8			WWMG-F
12. WAQQ-F (CHR)	33/ 2.1	1.2	1.6	0.8	0.5	1.4	52/1441	934/ 9.4	5.6	3.4			WAQQ-F
13. WHIT-AF (REL)	25/ 1.6	1.3	1.3	1.2	1.5	1.4	72/1162	502/ 5.0	4.4	5.2			WHIT-AF
14. WFMX-F (C)	25/ 1.6	0.9	1.3	1.1	1.4	1.2	104/1276	319/ 3.2	3.1	3.0			WFMX-F
15.													

12+ FM SHARE (METRO): 88.74% (1198 of 1350) (WIN 91: 87.77%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WCKZ-F	1 WPEG-F	1 WPEG-F	1 WPEG-F	1 WPEG-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 WSOC-F	2 WSOC-F	2 WBT	2 WPEG-F	2 WEZC-F	2 WPEG-F	2 WBT	2 WSOC-F
3 WRFX-F	3 WRFX-F	3 WRFX-F	3 WRFX-F	3 WTDR-F	3 WEZC-F	3 WRFX-F	3 WPEG-F	3 WEZC-F	3 WTDR-F	3 WBT
4 WBT -F	4 WTDR-F	4 WTDR-F	4 WTDR-F	4 WRFX-F	4 WTDR-F	4 WBT	4 WBT	4 WTDR-F	4 WCKZ-F	4 WTDR-F
5 WXRC-F	5 WBT -F	5 WEZC-F	5 WEZC-F	5 WEZC-F	5 WPEG-F	5 WTDR-F	5 WTDR-F	5 WCKZ-F	5 WSOC-F	5
6 WTDR-F	6 WEZC-F	6 WBT -F	6 WBT -F	6 WBT -F	6	6 WEZC-F	6 WRFX-F	6 WBT -F	6 WXRC-F	6
7	7	7	7	7 WBT -F	7	7 WBT -F	7 WMXC-F	7 WBT -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 WPEG-F	1 WPEG-F	1 WPEG-F	1 WPEG-F	1 WPEG-F	1 WPEG-F	1 WPEG-F	1 WRFX-F	1 WPEG-F	1 WSOC-F
2 WBT -F	2 WBT -F	2 WBT -F	2 WSOC-F	2 WSOC-F	2 WXRC-F	2 WRFX-F	WPEG-F	2 WSOC-F	2 WPEG-F
3 WXRC-F	3 WRFX-F	3 WSOC-F	3 WBT -F	3 WEZC-F	3 WRFX-F	3 WSOC-F	3 WSOC-F	3 WRFX-F	3 WRFX-F
4 WRFX-F	4 WSOC-F	4 WRFX-F	4 WEZC-F	4 WBT -F	4 WSOC-F	4 WXRC-F	4 WTDR-F	4 WTDR-F	4 WTDR-F
5 WCKZ-F	5 WEZC-F	5 WMXC-F	5 WTDR-F	5 WTDR-F	5 WTDR-F	5 WTDR-F	5 WXRC-F	5 WBT -F	5 WBT
6 WAQQ-F	6 WEZC-F	6 WRFX-F	6 WRFX-F	6 WMXC-F	6 WMXC-F	6	6	6 WXRC-F	6
7 WEZC-F	7	7	7 WMXC-F	7	7	7	7	7	7

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
WAQS 610 Charlotte	0.3/1.1/ 5/ 145		
WGIV 1600 Charlotte	0.6/2.1/ 11/ 219		
WGSP 1310 Charlotte	0.8/2.2/ 12/ 224		
WLTC 1370 Gastonia	0.5/1.1/ 8/ 112		
WRDX-F 106.5 Salisbury/Chrlt	0.9/2.8/ 29/ 472		
WFGW 1010 Black Mountain	0.3/0.0/ 0/ 0		
WKRR-F 92.3 Asheboro	0.4/2.2/ 48/ 761		
WKSI-F 98.7 Greensboro/W-S	0.6/2.1/ 29/ 595		
WKZL-F 107.5 Winston-Salem	0.4/1.0/ 26/ 459		
WHIT-F 106.9 Black Mountain	1.3/5.0/ 72/1162		
WSPA-F 98.9 Spartanburg	0.3/1.6/ 28/ 524		

RADIO STATIONS

WBT , 1110, 50 KW (DA-N)	, FULL SERVICE	CBS , \$ 76.00 (Banner)	Jeff-Pilot
WGSP, 1310, 1 KW/65 W	, RELIGION	SBN , \$ NA (---)	
WAQQ-F, 95.1, 100 KW @ 1542, CHR	SOURCE , \$ 35.00 (HNWH)	Adams	
WBT-F, 107.9, 98 KW @ 1692, AC	, \$ 50.00 (Banner)	Jeff-Pilot	
WCKZ-F, 101.9, 99 KW @ 987, CHR/URBAN	ABC , \$ 48.00 (HNWH)	Beasley	
WEZC-F, 102.9, 31 KW @ 1535, SOFT AC/EZ	UNIULT , \$ 44.00 (Katz)	Keymarket (HICKORY)	
WPEG-F, 97.9, 50 KW @ 390, BLACK	CBS, UNIPWR , \$ 75.00 (Katz)	Broadcast Partners	
WMXC-F, 104.7, 100 KW @ 1230, AC	, \$ 68.00 (MMR)	EZ	
WRDX-F, 106.5, 100 KW @ 1004, OLDIES	, \$ 22.00 (Southern)	(SALISBURY)	
WRFX-F, 99.7, 100 KW @ 1043, AOR	, \$ 100.00 (Mc-Guild)	Pyramid	
WSOC-F, 103.7, 100 KW @ 1050, COUNTRY	, \$ 129.00 (Durpetti)	Cox	
WTDR-F, 96.9, 100 KW @ 1548, COUNTRY	, \$ 55.00 (Christal)	Trumper (STATESVILLE)	
WWMG-F, 96.1, 100 KW @ 1738, OLDIES	CBS , \$ 52.00 (Christal)	Voyager (SHELBY)	
WXRC-F, 95.7, 100 KW @ 1276, AOR	ABC , \$ 26.00 (---)	(HICKORY)	

CHATTANOOGA

Arbitron Rank/Pop (12+): 97/366,100
 MSA Rank/Pop: 107/443,000
 Average Person Ratings: 16.5
 Market TSL: 21.75 hours

Stations: 19/19
 Diaries: 828/442:1/50.4%
 Sample Target: 840
 % Below Line: 0.0
 % Not Listed: 12.1

1991 Revenue: \$12,200,000
 HH Inc.: \$27,424
 Retail \$: 3.0 Bil
 Pop per Station: 19,268
 #1 Biller: WUSY-F \$3,300,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. WUSY-F (C)	143/23.7	23.9	18.0	20.4	19.8	21.5	289/2755	1352/36.9	41.2	33.7			
2. WDEF-F (EZ/SAC)	61/10.1	8.6	8.7	10.7	11.0	9.5	73/806	640/17.5	18.3	25.3			WUSY-F
3. WLMX-F (AC)	52/ 8.6	6.4	6.8	8.5	6.2	7.6	57/792	742/20.3	15.4	17.7			WDEF-F
4. WJTT-F (B)	51/ 8.4	10.0	12.1	9.7	9.2	10.1	58/705	549/15.0	16.1	14.5			WLMX-F
5. WDOO-F (C)	40/ 6.6	4.7	8.2	3.3	6.7	5.7	55/1025	605/16.5	15.8	18.6			WJTT-F
6. WSKZ-F (CHR)	34/ 5.6	5.9	9.2	7.5	9.6	7.1	90/1450	675/18.4	19.7	23.4			WDOO-F
7. WFXS-F (CL AOR)	32/ 5.3	5.4	4.7	3.7	3.0	4.8	36/470	383/10.5	9.6	7.8			WSKZ-F
8. WGOW (T)	18/ 3.0	3.0	2.5	1.3	3.3	2.5	23/329	301/ 8.2	7.3	7.4			WFXS-F
9. WNDO (B)	17/ 2.8	2.4	3.3	4.2	2.6	3.2	21/244	197/ 5.4	6.1	4.9			WGOW
10. WQCH (C)	12/ 2.0	0.8	1.8	0.3	0.9	1.2	12/65	65/ 1.8	1.3	1.7			WNDO
WJRX-F (REL)	12/ 2.0	1.9	3.0	2.5	3.4	2.3	17/254	182/ 5.0	5.1	6.5			WQCH
WDEF (EZ/FS)	12/ 2.0	1.5	1.3	2.8	2.5	1.9	12/227	198/ 5.4	6.1	7.2			WJRX-F
13.													WDEF
14.													
15.													

12+ FM SHARE (METRO): 85.69% (455 of 531) (WIN 91: 84.31%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WUSY-F	1 WUSY-F>	1 WUSY-F>>	1 WUSY-F>>	1 WUSY-F>>	1 WUSY-F>	1 WUSY-F>>	1 WUSY-F>>	1 WUSY-F>>	1 WUSY-F>	1 WUSY-F
2 WJTT-F>>	2 WLMX-F	2 WLMX-F>	2 WLMX-F>	2 WLMX-F>	2 WDEF-F	2 WDEF-F>	2 WDEF-F	2 WLMX-F>	2 WJTT-F>	2 WFXS-F
3 WJTT-F	3 WJTT-F	3 WJTT-F	3 WJTT-F	3 WJTT-F	3	3 WLMX-F	3 WLMX-F>	3 WDEF-F<	3 WFXS-F	3 WSKZ-F
4 WFXS-F<	4 WFXS-F<	4 WSKZ-F	4 WSKZ-F	4 WDEF-F	4	4 WJTT-F	4 WOOD-F	4 WJTT-F	4 WLMX-F	4 WJTT-F
5 WSKZ-F	5 WSKZ-F	5 WFXS-F	5 WSKZ-F	5 WSKZ-F	5	5 WDOO-F	5 WJTT-F<	5 WDOO-F<	5 WSKZ-F	5 WBDX-F
6	6	6	6	6	6	6 WSKZ-F	6 WGOW	6 WSKZ-F	6 WDOO-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 WUSY-F>	1 WUSY-F>>	1 WUSY-F>>	1 WUSY-F>>	1 WUSY-F>>	1 WUSY-F	1 WUSY-F	1 WLMX-F	1 WUSY-F>	1 WUSY-F>>
2 WSKZ-F	2 WLMX-F>	2 WLMX-F>	2 WLMX-F>	2 WLMX-F>	2 WFXS-F>	2 WFXS-F	2 WUSY-F	2 WFXS-F	2 WLMX-F
3 WLMX-F	3 WJTT-F	3 WJTT-F	3 WJTT-F	3 WJTT-F	3 WJTT-F	3 WLMX-F	3 WFXS-F	3 WLMX-F	3 WFXS-F>
4 WJTT-F	4 WSKZ-F>	4 WBDX-F	4 WSKZ-F	4 WDEF-F	4 WSKZ-F>	4 WSKZ-F	4 WSKZ-F	4 WJTT-F	4 WSKZ-F
5 WFXS-F>	5 WFXS-F	5 WSKZ-F	5	5 WDOO-F	5 WLMX-F	5 WJTT-F	5 WJTT-F	5 WSKZ-F	5 WJTT-F
6 WKXJ-F	6 WBDX-F	6	6	6	6	6	6 WJRX-F	6	6

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WBDX-F	102.7	Trenton/Chtnoog	1.8/4.3/	11/ 167
WDOO	1310	Chattanooga	0.7/2.6/	5/ 116
WEPG	910	S Pittsburgh	0.5/1.3/	3/ 54
WFLI	1070	Lookout Mountn	1.0/3.0/	13/ 171
WKXJ-F	97.3	S.Pittsbrg/Chtn	1.7/4.4/	26/ 334
WSDQ	1190	Dunlap	0.7/1.0/	4/ 35
WSGC-F	101.9	Ringgold	1.5/6.9/	17/ 310

RADIO STATIONS

WDEF, 1370,	5 KW (DA-N)	, EZ/FULL SERVICE	CBS, \$	21.00 (MMR)	Park
WDOO, 1310,	5 KW (DA-N)	, NOSTALGIA	UNIULT, \$	17.00 (Banner)	Bahakel
WFLI, 1070,	50 KW/2.5 KW(DA-2),	RELIGION	ABC, \$	12.00 (---)	(LOOKOUT MT.)
WGOW, 1150,	5 KW/1 KW (DA-N),	TALK	SUN, MBS, \$	18.00 (Christal)	Bloomington
WNDO, 1260,	5 KW (DAYS)	, BLACK	SBN, \$	14.00 (Eastman)	
WBDX-F, 102.7,	6 KW @ 817,	SOFT AC		\$ 15.00 (---)	(TRENTON)
WDEF-F, 92.3,	100 KW @ 1181,	EZ/SOFT AC	CBS, \$	33.00 (MMR)	Park
WDOO-F, 96.5,	100 KW @ 1079,	COUNTRY	UNIULT, \$	31.00 (Banner)	Bahakel
WFXS-F, 102.3,	3 KW @ 285,	CLASSIC AOR		\$ 19.00 (Eastman)	(SODDY-DAISY)
WJRX-F, 107.9,	3 KW @ 328,	RELIGION	APR, \$	13.00 (---)	(EAST RIDGE)
WJTT-F, 94.3,	3 KW @ 298,	BLACK	CBS, \$	25.00 (HNWH)	(REDBANK)
WKXJ-F, 97.3,	16 KW @ 856,	CHR		\$ 20.00 (Roslin)	(S.PITTS)
WLMX-F, 105.5,	3 KW @ 269,	AC	ABC, \$	47.00 (Eastman)	Baum (ROSSVILLE, GA)
WSGC-F, 101.9,	3 KW @ 702,	OLDIES		\$ 19.00 (---)	(RINGGOLO, GA)
WSKZ-F, 106.5,	100 KW @ 1079,	CHR		\$ 45.00 (Christal)	Bloomington
WUSY-F, 100.7,	100 KW @ 363,	COUNTRY	NBC, \$	73.00 (Katz)	Colonial

CHICAGO

Arbitron Rank/Pop (12+): 3/6,651,100

Stations: 41/41
Diaries: 3647/1824:1/52.8%
Sample Target: 3470
% Below Line: 0.0
% Not Listed: 9.4

1991 Revenue: \$238,000,000
HH Inc.: \$33,675
Retail \$: 61.9 Bill
Pop per Station: 162,221
#1 Biller: WGN \$42,500,000

MSA Rank/Pop: 3/8,240,000
ADI # 3
Average Person Ratings: 18.6
Market TSL: 24.25 hours

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ 1/4/CUME	TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. WGN (T/FS)	1086/ 8.8	8.5	8.4	8.2	7.8	8.5	1229/12605	10644/16.0	20.2	17.1				WGN
2. WGCI-F (B)	837/ 6.8	6.8	8.1	6.6	7.4	7.1	859/9347	9153/13.8	12.5	13.2				WGCI-F
3. WBBM-F (CHR)	624/ 5.0	5.1	4.9	5.8	6.9	5.2	631/10761	10477/15.8	17.2	18.7				WBBM-F
4. WUSN-F (C)	584/ 4.7	3.8	4.5	3.3	3.8	4.1	605/7549	7066/10.6	10.2	9.2				WUSN-F
5. WBBM (N/T)	497/ 4.0	4.4	3.8	3.9	5.2	4.0	534/11475	10595/15.9	16.5	19.7				WBBM
6. WWBZ-F (AOR)	495/ 4.0	3.8	4.6	3.9	1.4	4.1	561/9120	8316/12.5	12.2	6.5				WWBZ-F
7. WVAZ-F (B/AC)	483/ 3.9	4.2	4.7	4.3	4.8	4.3	506/6856	6487/ 9.8	9.0	9.7				WVAZ-F
8. WXRT-F (AOR)	475/ 3.8	3.3	2.6	3.3	3.6	3.3	482/6500	6228/ 9.4	8.2	8.2				WXRT-F
9. WLIT-F (SAC)	456/ 3.7	3.4	3.4	3.9	3.5	3.6	469/7223	7035/10.6	8.5	8.2				WLIT-F
10. WLS -AF (T)	450/ 3.7	3.2	3.9	3.1	4.1	3.5	528/7403	6047/ 9.1	11.2	15.8				WLS -AF
11. WJJD (BB)	426/ 3.4	3.2	4.1	3.6	2.4	3.6	436/5792	5557/ 8.4	7.7	5.8				WJJD
12. WNUA-F (J/NA)	397/ 3.2	3.8	3.4	3.1	2.3	3.4	405/6598	6358/ 9.6	9.6	7.2				WNUA-F
13. WLUP (T)	391/ 3.2	3.2	2.8	3.1	2.7	3.1	443/5207	4636/ 7.0	6.8	6.9				WLUP
14. WLUP-F (AOR)	372/ 3.0	2.7	3.5	3.6	3.5	3.2	401/8159	7694/11.6	11.0	12.4				WLUP-F
15. WJMK-F (O)	365/ 2.9	2.9	3.2	3.4	2.8	3.1	400/7696	7084/10.7	11.5	9.6				WJMK-F
16. WCKG-F (CL AOR)	316/ 2.6	2.7	3.4	3.4	3.9	3.0	327/7498	7160/10.8	10.8	12.9				WCKG-F
17. WPNT-F (AC)	307/ 2.5	2.3	2.1	2.5	1.3	2.3	312/6319	6106/ 9.2	8.2	6.0				WPNT-F
18. WMAQ (N)	306/ 2.5	2.5	3.2	2.5	4.5	2.7	334/9830	8694/13.1	12.1	16.9				WMAQ
19. WKQX-F (AC)	288/ 2.3	2.1	3.0	2.8	2.8	2.5	288/7392	7249/10.9	10.8	11.8				WKQX-F
20. WTMX-F (AC)	278/ 2.2	2.1	1.8	2.8	2.5	2.2	281/5370	5247/ 7.9	6.8	7.9				WTMX-F
21. WOJO-F (SP)	225/ 1.8	2.0	1.8	1.6	1.1	1.8	225/2678	2653/ 4.0	4.5	2.9				WOJO-F
22. WNIB-F (CL)	214/ 1.7	1.5	0.8	1.8	1.4	1.5	215/3621	3541/ 5.3	5.6	5.2				WNIB-F
23. WFMT-F (CL)	172/ 1.4	1.2	1.1	1.1	1.5	1.2	180/3086	2891/ 4.3	5.0	5.0				WFMT-F
24. WIND (SP)	130/ 1.1	1.7	0.5	0.7	0.9	1.0	133/1694	1652/ 2.5	3.5	1.6				WIND
25. WAIT (EZ)	124/ 1.0	0.7	0.6	0.7	0.5	0.8	125/1444	1425/ 2.1	1.7	1.1				WAIT
26. WGCI (B/O/G)	121/ 1.0	1.0	1.0	0.7	1.1	0.9	121/2004	2004/ 3.0	2.6	2.9				WGCI
27. WSCR (SPRTS)	109/ 0.9	----	----	----	----	0.2	114/1535	1401/ 2.1	0.0	0.0				WSCR
28. WVON (B/T)	96/ 0.8	1.2	0.9	0.5	1.3	0.9	96/830	830/ 1.2	1.4	1.5				WVON
29.														
30.														

12+ FM SHARE (METRO): 66.78% (7486 of 11210) (WIN 91: 66.25%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBBM-F	1 WGCI-F	1 WGCI-F	1 WXRT-F	1 WXRT-F	1 WGN >>	1 WGN >	1 WGN >	1 WGN	1 WGCI-F	1 WGN >
2 WGCI-F >>	2 WXRT-F	2 WXRT-F	2 WGCI-F	2 WGCI-F	2 WBBM	2 WLIT-F	2 WGCI-F	2 WBBM-F	2 WGCI-F	2 WGCI-F
3 WWBZ-F	3 WWBZ-F	3 WWBZ-F	3 WVAZ-F	3 WVAZ-F	3 WJJD <	3 WGCI-F	3 WUSN-F	3 WBBM-F	3 WGN <	3 WBBM >
4	4 WLUP-F	WVAZ-F	4 WUSN-F	WUSN-F	4 WLS -AF	4 WUSN-F	4 WLUP	4 WLUP	4 WWBZ-F	4 WLS >
5	WB3M-F	5 WUSN-F	5 WLUP	5 WGN	WUSN-F	5 WBBM-F	5 WXRT-F	5 WUSN-F	5 WLS -AF	5 WVAZ-F
6	6 WLUP >	6 WLUP	6 WNUA-F	6 WNUA-F	6 WLIT-F	6 WLUP-F	6 WJJD <	6 WWBZ-F	6 WVAZ-F	6 WNUA-F >
7	7 WCKG-F	7 WBBM-F	7 WJMK-F	7 WLUP <	7 WNUA-F	7 WJJD	7 WGCI-F	7 WLIT-F	7 WNUA-F	7 WMAQ
8	8 WKQX-F	8 WLUP-F	8 WLIT-F	8 WJMK-F	8 WMAQ	8 WLS -AF	8 WLS -AF	8 WXRT-F	8 WUSN-F	8 WUSN-F
9	9	9 WNUA-F	WCKG-F	9 WLIT-F	WJMK-F	9 WXRT-F	9 WVAZ-F	9 WJMK-F	9 WXRT-F	9
10	10	10 WJMK-F	10 WLUP-F	10 WCKG-F	10	10	10 WWBZ-F	10 WVAZ-F	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WGCI-F	1 WGCI-F	1 WGCI-F	1 WGCI-F	1 WVAZ-F	1 WWBZ-F	1 WLUP	1 WLUP <	1 WXRT-F	1 WXRT-F
2 WBBM-F >	2 WBBM-F >	2 WVAZ-F	2 WVAZ-F	2 WGCI-F	2 WLUP-F	2 WXRT-F	2 WXRT-F	2 WLUP	2 WLUP >
3 WWBZ-F	3 WVAZ-F	3 WUSN-F	3 WBBM-F	3 WUSN-F	3 WGCI-F	3 WLUP-F	3 WLUP-F	3 WGCI-F	3 WUSN-F
4 WKQX-F	4 WUSN-F	4 WBBM-F	4 WUSN-F	4 WGN	4 WBBM-F	4 WCKG-F	4 WCKG-F	4 WWBZ-F	4 WCKG-F
5 WUSN-F	5 WWBZ-F	5 WXRT-F	5 WLIT-F	5 WNUA-F	5 WLUP	5 WGCI-F	5 WWBZ-F	5 WLUP-F	5 WGCI-F
6 WPNT-F	6 WKQX-F	6 WKQX-F	6 WKQX-F	6 WLIT-F	6 WCKG-F	6 WCKG-F	6 WGCI-F	6 WCKG-F	6 WJMK-F
7 WLIT-F	7 WPNT-F	7 WPNT-F	7 WNUA-F	7 WJMK-F	7 WXRT-F	7 WBBM-F	7 WVAZ-F	7 WUSN-F	7 WNUA-F
8 WXRT-F	8 WXRT-F	WNUA-F	8 WPNT-F	8 WTMX-F	8 WKQX-F	8 WVAZ-F	8 WBBM-F	8 WVAZ-F	8 WWBZ-F
9 WVAZ-F	9 WLIT-F	9 WTMX-F	9 WTMX-F	9 WBBM-F	9	9	9	9 WJMK-F	9 WLUP-F
10	10	WLUP-F	WJMK-F	10 WKQX-F	10	10	10	10 WNUA-F	WGN

CHICAGO

OTHER RATED STATIONS METRO CUME TSA TSA
SHARE/RTG/AQH/CUME

OTHER RATED STATIONS	METRO	CUME	TSA	TSA
	SHARE/RTG	AQH	CUME	
WBUS-F 99.9 Kankakee	0.3/2.2/	50/1803		
WCCQ-F 105.9 Elmwood Park	0.3/0.9/	38/ 613		
WJPC-F 106.3 Lansing/Chicago	0.6/2.3/	74/1556		
WOPA 1200 Chicago	0.4/1.2/	45/ 806		
WTAQ 1300 La Grange/Chicg	0.6/1.6/	77/1045		
WVVX-F 103.1 Highland Park	0.3/1.0/	36/ 669		
WLXC-F 102.3 Waukegan	0.4/1.2/	46/ 827		
WYCA-F 92.3 Hammond	0.6/1.2/	69/ 838		
WYLL-F 106.7 Des Plaines/Chi	0.3/1.4/	42/ 934		
WYSY-F 107.9 Aurora	0.7/2.2/	84/1538		
WZVN-F 107.1 Lowell/Mr1vl	0.3/0.6/	37/ 421		

RADIO STATIONS

AM STATIONS

WBBM, 780, 50 KW	, NEWS	CBS, \$ 250.00 (CBS)	CBS
WGCI, 1390, 5 KW (DA-2)	, BLACK OLDIES/GOSPEL	SBN, \$ N/A (McGuild)	Gannett
WGN, 720, 50 KW	, TALK/FULL SERVICE	ABC, \$ 350.00 (Christal)	Tribune Co.
WIND, 560, 5 KW (DA-2)	, HISPANIC	, \$ 80.00 (Katz Hisp)	Tichenor
WJJD, 1160, 50 KW/5KW (DA-2)	, NOSTALGIA	UNIULT, \$ 90.00 (Katz)	Infinity
WLS, 890, 50 KW	, TALK	ABC, \$ 100.00 (Banner)	Cap. Cities/ABC
WLUP, 1000, 50 KW (DA-2)	, TALK	, \$ 145.00 (MMR)	Evergreen
WMAQ, 670, 50 KW	, NEWS	CNN NBC, \$ 180.00 (Group W)	Westinghouse
WSCR, 820, 5 KW (DAYS)	, SPORTS	, \$ 55.00 (CBS)	Diamond
WTAQ, 1300, 5 KW/500W (DA-2)	, HISPANIC	, \$ 45.00 (Lotus)	Lotus
WVON, 1450, 1 KW	, BLACK/TALK	MBS, \$ 50.00 (Roslin)	

FM STATIONS

WBBM, 96.3, 4.2 KW @ 1554, CHR	CBS, \$ 160.00 (CBS)	CBS
WCKG, 105.9, 4.1 KW @ 1587, CLASSIC AOR	, \$ 200.00 (Katz)	Cox
WFMT, 98.7, 16 KW @ 1171, CLASSICAL	, \$ 120.00 (HNWH)	
WGCI, 107.5, 33 KW @ 600, BLACK	, \$ 225.00 (McGuild)	Gannett
WJMK, 104.3, 4 KW @ 1568, OLDIES	UNIPWR, \$ 211.00 (Katz)	Infinity
WJPC, 106.3, 3 KW @ 397, BLACK	, \$ 40.00 (---)	Johnson Pub.
WKQX, 101.1, 6 KW @ 1171, AC	SOURCE, \$ 160.00 (HNWH)	Emmis
WLIT, 93.9, 4 KW @ 1581, SOFT AC	, \$ 195.00 (Christal)	Viacom
WLS, 94.7, 4.4 KW @ 1528, SEE WLS AM		
WLUP, 97.9, 6 KW @ 1171, AOR	, \$ 320.00 (MMR)	Evergreen
WNIB, 97.1, 8.4 KW @ 1191, CLASSICAL	, \$ 110.00 (CMBS)	
WNUA, 95.5, 8.3 KW @ 1171, JAZZ/NAC	, \$ 165.00 (Durpetti)	Pyramid
WOJO, 105.1, 7.2 KW @ 1171, HISPANIC	, \$ 105.00 (Katz Hisp)	Tichenor
WPNT, 100.3, 8.2 KW @ 1171, AC	MBS, \$ 135.00 (Eastman)	Century
WTMX, 101.9, 4.2 KW @ 1558, AC	, \$ 150.00 (McGuild)	Bonneville
WUSN, 99.5, 6 KW @ 1171, COUNTRY	, \$ 160.00 (MMR)	Cook Inlet
WVAZ, 102.7, 6 KW @ 1171, BLACK AC	UPI, \$ 205.00 (Durpetti)	Broadcast Partners
WWBZ, 103.5, 4.3 KW @ 1548, AOR	, \$ 135.00 (Torbet)	Major
WXRT, 93.1, 6.7 KW @ 1309, PROG AOR	, \$ 175.00 (CBS)	Diamond

CINCINNATI

Arbitron Rank/Pop (12+): 32/1,188,700
 MSA Rank/Pop: 30/1,730,000
 ADI # 30
 Average Person Ratings: 16.5
 Market TSL: 21.50 hours

Stations: 28/23
 Diaries: 1490/798:1/55.2%
 Sample Target: 1480
 % Below Line: 3.4
 % Not Listed: 9.7

1991 Revenue: \$57,500,000
 HH Inc.: \$32,910
 Retail \$: 12.6 B11
 Pop per Station: 51,682
 #1 Biller: WLW \$14,900,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. WLW (FS/T)	226/11.5	9.7	13.4	12.1	12.0	11.7	309/4591	3334/28.0	26.8	29.3			WLW
2. WUBE-F (C)	138/ 7.0	9.2	7.1	7.5	7.1	7.7	222/2760	1806/15.2	15.6	15.3			WUBE-F
WEBN-F (AC)	138/ 7.0	6.7	7.4	7.4	7.7	7.1	170/2921	2286/19.2	18.1	20.7			WEBN-F
4. WWNK-F (AC)	126/ 6.4	6.3	5.1	5.6	4.7	5.8	150/2603	2088/17.6	14.8	14.1			WWNK-F
5. WIZF-F (B)	124/ 6.3	6.4	6.3	4.5	6.1	5.9	125/1309	1287/10.8	10.4	9.1			WIZF-F
6. WKRQ-F (CHR)	122/ 6.2	6.2	9.4	9.7	10.3	7.9	203/3753	2632/22.1	21.5	26.9			WKRQ-F
7. WCKY (T/N)	114/ 5.8	4.5	3.9	3.2	4.3	4.3	120/1621	1471/12.4	11.0	9.7			WCKY
8. WGRR-F (O)	106/ 5.4	5.8	5.9	6.7	5.3	5.9	148/2452	1788/15.0	17.3	13.9			WGRR-F
9. WOFX-F (CL AOR)	96/ 4.9	3.6	5.5	4.5	3.9	4.6	126/2097	1589/13.4	12.9	14.4			WOFX-F
10. WIMJ-F (SAC/EZ)	93/ 4.7	5.9	4.6	5.5	4.6	5.2	131/2081	1581/13.3	14.1	13.7			WIMJ-F
11. WRRM-F (AC)	81/ 4.1	5.0	4.8	5.1	4.6	4.8	98/1692	1452/12.2	14.4	12.4			WRRM-F
12. WKRC (FS)	74/ 3.8	5.0	3.7	2.8	5.9	3.8	90/1949	1623/13.7	17.1	18.9			WKRC
13. WMLX (BB)	70/ 3.6	4.2	2.1	3.5	3.3	3.3	72/595	585/ 4.9	4.6	3.5			WMLX
14. WZRZ-F (AOR)	59/ 3.0	3.4	3.1	3.4	2.9	3.2	96/1597	1080/ 9.1	8.0	7.0			WZRZ-F
15.													

12+ FM SHARE (METRO): 67.38% (1194 of 1772) (WIN 91: 70.18%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WKRQ-F >	1 WEBN-F	1 WEBN-F	1 WEBN-F <	1 WLW	1 WLW >	1 WLW >	1 WLW >	1 WLW >	1 WLW	1 WLW >
2 WIZF-F	2 WOFX-F <	2 WLW	2 WLW	2 WEBN-F	2 WCKY	2 WEBN-F <	2 WWNK-F	2 WEBN-F	2 WIZF-F	2 WIZF-F
3 WZRZ-F	3 WWNK-F <	3 WWNK-F	3 WWNK-F	3 WUBE-F <	3 WUBE-F >	3 WCKY	3 WIMJ-F	3 WUBE-F <	3 WKRQ-F >	3 WKRC >
4	4 WIZF-F	4 WIZF-F <	4 WGRR-F	4 WWNK-F <	4 WGRR-F <	4 WUBE-F	4 WEBN-F <	4 WKRQ-F	4 WUBE-F	4 WCKY
5	5 WKRQ-F >	5 WOFX-F	5 WUBE-F	5 WGRR-F	5 WMLX	5 WKRC	5 WCKY	5 WWNK-F <	5 WWNK-F	5 WUBE-F
6	6 WLW	6 WGRR-F <	6 WOFX-F <	6 WRRM-F <	6 WKRC	6 WWNK-F <	6 WUBE-F	6 WOFX-F	6 WEBN-F	6 WGRR-F
7	7 WZRZ-F	7 WUBE-F	7 WIZF-F	7 WIZF-F <	WIMJ-F	7 WIZF-F <	WRRM-F <	7 WIZF-F	WCKY	7
8	8	8 WKRQ-F	8	8 WOFX-F	8	8 WKRQ-F	8 WOFX-F	WGRR-F	8	8
							9 WGRR-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 WIZF-F <	1 WWNK-F	1 WWNK-F >	1 WWNK-F >	1 WWNK-F	1 WEBN-F	1 WEBN-F >	1 WEBN-F >	1 WEBN-F	1 WLW
2 WKRQ-F >	2 WIZF-F	2 WIZF-F <	2 WIZF-F	2 WGRR-F	2 WOFX-F	2 WLW	2 WLW >	2 WLW >	2 WEBN-F >
3 WOFX-F	3 WKRQ-F >	3 WKRQ-F	3 WGRR-F	3 WUBE-F	3 WIZF-F >	3 WLW >	3 WOFX-F >	3 WOFX-F >	3 WUBE-F
4 WZRZ-F	4 WOFX-F	4 WRRM-F	4 WKRQ-F	4 WLW <	4 WZRZ-F	4 WZRZ-F	4 WZRZ-F	4 WUBE-F <	4 WOFX-F
5 WWNK-F >	5 WEBN-F	5 WEBN-F	5 WRRM-F	5 WRRM-F <	5 WWNK-F	5 WIZF-F	5 WWNK-F	5 WIZF-F	5 WGRR-F
6 WEBN-F	6 WRRM-F	6 WOFX-F	6 WIMJ-F	6 WIMJ-F	WLW	6 WWNK-F	WUBE-F	6 WGRR-F	6
7 WGRR-F	7	7 WUBE-F	WEBN-F	7 WIZF-F	WAQZ-F	7 WKRQ-F <	WKRQ-F	7	7
8	8	8 WGRR-F	8 WRRM-F	8 WKRQ-F	8 WKRQ-F	8 WAQZ-F	8	8	8
			WOFX-F						

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WAKW-F	93.3	Cincinnati	1.2/3.0/	33/ 590
WAQZ-F	107.1	Millford	1.6/5.4/	32/ 721
WCIN	1480	Cincinnati	1.2/4.2/	24/ 505
WNOP	740	Newport	0.8/1.3/	19/ 161
WOXY-F	97.7	Oxford/Cinci	0.5/1.8/	13/ 302
WVAI	1360	Cincinnati	0.8/4.2/	19/ 637
WSCH-F	99.3	Aurora	0.4/1.0/	11/ 208
WTSJ	1050	Cincinnati	0.4/1.6/	7/ 204
WUBE	1230	Cincinnati	0.3/1.3/	5/ 163
WGYZ-F	92.5	Eaton/Dayton	0.4/1.6/	20/ 498
WHKO-F	99.1	Dayton/Sprngfld	0.6/2.5/	85/1044
WPFB	910	Middletown	1.4/2.0/	30/ 322
WPFB-F	105.9	Middletown	0.7/3.9/	47/ 944
WTUE-F	104.7	Dayton	0.4/1.9/	36/ 570

CINCINNATI

RADIO STATIONS

AM STATIONS

WCIN,	1480,	5 KW/500 W (DA-2),	Black	, \$ 25.00	(---)	
WCKY,	1530,	50 KW (DA-N)	Talk/News	CBS NBC, \$ 52.00	(Mc-Guild)	Federated
WKRC,	550,	5 KW/1KW (DA-2)	Full Service	ABC, \$ 78.00	(Katz)	Great American
WLW,	700,	50 KW	Full Service/Talk	ABC, \$200.00	(Eastman)	Jacor
WMLX,	1180,	1 KW (Days, DA)	Nostalgia	UNISUP CNN, \$ 35.00	(Schubert)	Hoker (FLORENCE, KY)
WNOP,	740,	1 KW (Days, DA)	Jazz/Variety	, \$ 25.00	(---)	
WSAI,	1360,	5 KW (DA-N)	Oldies	, \$ NA	(MMR)	Booth

FM STATIONS

WEBN,	102.7,	17 KW @ 876	, AOR	, \$145.00	(Eastman)	Jacor
WGRR,	103.5,	20 KW @ 790	, Oldies	, \$ 70.00	(Banner)	Dalton (HAMILTON)
WIZF,	100.9,	1.2 KW @ 466	, Black	ABC, \$ 31.00	(HNWH)	Interurban
WKRQ,	101.9,	16 KW @ 876	, CHR	ABC, \$110.00	(Katz)	Great American
WOFX,	94.9,	31 KW @ 640	, C1 AOR	, \$ 64.00	(Schubert)	Hoker (FAIRFIELD)
WRRM,	98.5,	18 KW @ 807	, AC	, \$ 75.00	(Christal)	Susquehanna
WUBE,	105.1,	11 KW @ 918	, Country	CBS, \$ 78.00	(Christal)	American
WIMJ,	92.5,	16 KW @ 906	, Soft AC/EZ	, \$ 55.00	(Mc-Guild)	Federated
WVWK,	94.1,	32 KW @ 600	, AC	, \$ 85.00	(MMR)	Booth
WZRZ,	96.5,	20 KW @ 810	, AOR	UNIPWR, \$ 43.00	(Torbet)	(HAMILTON)

CLEVELAND

Arbitron Rank/Pop (12+): 23/1,733,100
 MSA Rank/Pop: 26/1,840,000
 ADI # 11
 Average Person Ratings: 18.7
 Market TSL: 24.25 hours

Stations: 26/22
 Diaries: 1820/952:1/53.9%
 Sample Target: 1810
 % Below Line: 1.9
 % Not Listed: 11.5

1991 Revenue: \$53,200,000
 HH Inc.: \$29,425
 Retail \$: 13.5 Bill
 Pop per Station: 78,777
 #1 Biller: WLTF-F \$8,000,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. WGAR-F (C)	269/ 8.3	6.3	6.0	7.6	7.4	7.1	57/4321	3011/17.4	16.3	14.6			WGAR-F
2. WDOK-F (SAC/EZ)	251/ 7.7	6.1	6.9	6.9	6.7	6.9	330/4218	3102/17.9	15.5	16.8			WDOK-F
3. WMMS-F (AOR)	250/ 7.7	10.2	8.5	6.8	8.8	8.3	339/4885	3442/19.9	25.0	21.0			WMMS-F
4. WLTF-F (AC)	218/ 6.7	9.1	7.6	9.9	8.7	8.3	265/4469	3406/19.7	18.8	19.1			WLTF-F
5. WMJI-F (O)	208/ 6.4	5.6	7.6	7.2	7.4	6.7	286/4197	2917/16.8	14.6	17.8			WMJI-F
6. WZAK-F (B)	203/ 6.3	7.0	6.1	6.8	7.2	6.6	246/2965	2289/13.2	12.4	13.2			WZAK-F
7. WRMR (BB)	191/ 5.9	5.4	5.3	4.4	5.1	5.3	241/1953	1421/ 8.2	9.0	9.4			WRMR
8. WQAL-F (AC)	178/ 5.5	5.5	4.8	5.8	4.5	5.4	231/4308	3364/19.4	17.7	13.9			WQAL-F
9. WWWE (N/T)	158/ 4.9	5.1	5.2	5.0	5.0	5.1	203/3360	2480/14.3	14.9	15.6			WWWE
10. WNCX-F (CL AOR)	150/ 4.6	4.6	5.8	5.7	4.4	5.2	210/3420	2504/14.4	12.6	13.2			WNCX-F
11. WJMO-F (U/CHR)	125/ 3.9	3.0	3.0	3.5	2.7	3.3	157/2928	2741/15.8	12.9	9.5			WJMO-F
12. WNWV-F (J/NA)	94/ 2.9	2.8	2.9	3.1	2.7	2.9	111/1795	1434/ 8.3	7.9	8.0			WNWV-F
13. WCLV-F (CL)	83/ 2.6	2.0	2.2	2.0	2.1	2.2	90/1428	1245/ 7.2	5.8	5.4			WCLV-F
14. WPHR-F (CHR)	81/ 2.5	3.7	4.5	4.5	5.6	3.8	147/3672	2201/12.7	11.5	15.4			WPHR-F
14. WERE (T)	81/ 2.5	2.6	1.4	2.0	2.9	2.1	81/1358	1321/ 7.6	7.1	7.4			WERE
16. WJMO (B/O)	74/ 2.3	2.2	3.1	1.4	1.1	2.3	74/1134	1134/ 6.5	5.9	3.5			WJMO
17. WKNR (SPRTS)	53/ 1.6	1.5	0.9	0.9	0.7	1.2	67/1323	1031/ 5.9	4.3	2.6			WKNR
18. WHK (BUS/N)	48/ 1.5	1.7	1.5	1.7	1.5	1.6	51/1133	968/ 5.6	7.9	6.1			WHK

12+ FM SHARE (METRO): 75.44% (2163 of 2867) (WIN 91: 80.49%)

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

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 WZAK-F	1 WMMS-F	1 WLTF-F	1 WLTF-F	1 WLTF-F	1 WMMS-F	1 WMMS-F	1 WNCX-F	1 WMMS-F	1 WMMS-F
2 WMMS-F	2 WLTF-F	2 WQAL-F	2 WZAK-F	2 WDOK-F	2 WZAK-F	2 WNCX-F	2 WMMS-F	2 WNCX-F	2 WMJI-F
3 WLTF-F	3 WZAK-F	3 WMMS-F	3 WQAL-F	3 WQAL-F	3 WNCX-F	3 WZAK-F	3 WMJI-F	3 WMJI-F	3 WNCX-F
4 WQAL-F	4 WQAL-F	4 WZAK-F	4 WDOK-F	4 WGAR-F	4 WGAR-F	4 WGAR-F	4 WZAK-F	4 WGAR-F	4 WDOK-F
5 WJMO-F	5 WJMO-F	5 WGAR-F	5 WMMS-F	5 WMJI-F	5 WJMO-F	5 WMJI-F	5 WQAL-F	5 WZAK-F	5 WWWE
6 WPHR-F	6 WGAR-F	6 WDOK-F	6 WGAR-F	6 WZAK-F	6	6 WDOK-F	6 WDOK-F	6 WDOK-F	6 WGAR-F
7 WGAR-F	7 WDOK-F	7 WJMO-F	7 WMJI-F	7 WMMS-F	7	7 WQAL-F	7 WLTF-F	7 WWWE	7 WLTF-F
						8 WLTF-F			

OTHER RATED STATIONS	SHARE	RTG	AQH	CUME
WABQ 1540 Cleveland	1.2	2.9	40	506
WELW 1330 Willoughby	0.4	1.7	14	291
WEOL 930 Elyria	0.7	2.4	24	465
WOBL 1320 Oberlin	0.4	0.6	13	109
CKLW 800 Windsor	0.3	1.6	30	483
WKDD-F 96.5 Akron/Canton	0.6	4.8	123	2694
WONE-F 97.5 Akron/Cleveland	0.8	4.6	156	2558
WQMX-F 94.9 Medina	0.3	2.3	66	1240

CLEVELAND

RADIO STATIONS

AM STATIONS

WABQ,	1540,	1 KW (Days)	,	Gospel	SBN, \$ 21.00	(---)	
WEOL,	930,	1 KW (DA-2)	,	Full Service	MBS ABC, \$ NA	(Torbet)	(ELYRIA)
WERE,	1300,	5 KW (DA-1)	,	Talk	CNN, \$ 49.00	(Mc-Guild)	Metroplex
WHK,	1420,	5 KW (DA-N)	,	Business News	BRN, NBC T, \$ 39.00	(Katz)	Malrite
WJMO,	1490,	1 KW	,	Black Oldies	ABC, \$ 28.00	(MMR)	United
WKNR,	1220,	50 KW (DA-N)	,	Sports	ABC UNISUP, \$ NA	(---)	
WRMR,	850,	10 KW/5 KW (DA-2)	,	Nostalgia	APR UNISUP, \$ 40.00	(MMR)	
WWWE,	1100,	50 KW	,	News/Talk	CBS ABC, \$ 70.00	(Christal)	Booth

FM STATIONS

WCLV,	95.5,	31 KW @ 620	,	Classical	, \$ 57.00	(HNWH)	
WDOK,	102.1,	12 KW @ 1004	,	Soft AC/EZ	, \$ 80.00	(MMR)	
WGAR,	99.5,	50 KW @ 499	,	Country	, \$ 78.00	(HNWH)	Nationwide
WJMO,	92.3,	40 KW @ 236	,	Urban/CHR	ABC, \$ 46.00	(MMR)	United
WLTF,	106.5,	11 KW @ 1059	,	AC	APR, \$155.00	(Christal)	Booth
WMJI,	105.7,	27 KW @ 899	,	Oldies	, \$130.00	(Eastman)	Legacy
WMMS,	100.7,	34 KW @ 600	,	AOR	SOURCE NBC, \$151.00	(Katz)	Malrite
WNCX,	98.5,	16 KW @ 961	,	Classic AOR	ABC CBS, \$ 88.00	(Mc-Guild)	Metroplex
WNWV,	107.3,	50 KW @ 466	,	Jazz/NAC	, \$ 53.00	(Torbet)	(ELYRIA)
WPHR,	107.9,	70 KW @ 390	,	CHR	UNIPWR, \$ 57.00	(Torbet)	Ardman
WQAL,	104.1,	11 KW @ 1059	,	AC	UNISUP, \$ 65.00	(Banner)	ML/Win
WZAK,	93.1,	28 KW @ 620	,	Black	CBS, \$ 85.00	(Durpetti)	Zapis

COLORADO SPRINGS

Arbitron Rank/Pop (12+): 110/333,100

Stations: 18/15
Diaries: 745/447:1/54.0%
Sample Target: 800
% Below Line: 5.1
% Not Listed: 17.9

1991 Revenue: \$9,500,000
HM Inc.: \$29,615
Retail \$: 2.9 Bill
Pop per Station: 22,206
#1 Biller: KKCS-AF \$1,700,000

MSA Rank/Pop: 117/406,000
ADI # 99 (w/Pueblo)
Average Person Ratings: 17.1
Market TSL: 22.25 hours

12+ METRO	1/4/SHARE	FAL						4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO		FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
		91	SUM 91	SPG 91	WIN 91	CUME/CUME	RATING									
1. KKCS-F (C)	78/13.7	14.0	16.6	12.9	14.9	14.3	92/1015	747/22.4	26.3	23.3						KKCS-F
2. KKM-F (CHR)	55/ 9.6	8.9	5.7	8.5	7.5	8.2	69/859	619/18.6	17.7	17.7						KKM-F
3. KSPZ-F (O)	38/ 6.7	6.7	7.0	5.3	7.8	6.4	46/709	553/16.6	18.8	16.7						KSPZ-F
4. KVOR (N/T)	37/ 6.5	7.2	4.5	5.3	5.5	5.9	37/525	497/14.9	15.3	13.1						KVOR
KKLI-F (SAC)	37/ 6.5	6.8	7.8	8.0	6.6	7.3	40/716	597/17.9	19.8	14.8						KKLI-F
6. KRDO-F (EZ)	36/ 6.3	7.7	5.1	8.1	5.7	6.8	57/732	472/14.2	14.6	13.7						KRDO-F
7. KKF-F (CL AOR)	34/ 6.0	6.3	5.5	6.4	7.1	6.1	44/655	481/14.4	14.7	17.9						KKF-F
8. KVUU-F (AC)	30/ 5.3	4.0	4.9	5.8	5.2	5.0	33/611	505/14.8	15.5	14.1						KVUU-F
9. KOA (N/T)	25/ 4.4	4.7	4.2	4.8	4.2	4.5	39/653	398/11.9	13.0	13.8						KOA
10. KILO-F (AOR)	24/ 4.2	4.0	3.4	3.4	6.2	3.8	41/665	440/13.2	10.5	14.0						KILO-F
11. KATM-F (AOR)	23/ 4.0	4.6	5.1	5.7	4.2	4.8	33/659	457/13.7	15.3	12.3						KATM-F
12. KIKX-F (CHR)	17/ 3.0	4.4	4.9	5.8	4.2	4.5	25/643	443/13.3	14.0	16.4						KIKX-F
13. KRDO (C)	11/ 1.9	1.1	1.5	0.7	1.0	1.3	11/210	188/ 5.6	5.7	6.2						KRDO
KCMN (BB)	11/ 1.9	1.4	2.5	1.4	1.4	1.8	14/108	92/ 2.8	4.4	2.3						KCMN

12+ FM SHARE (METRO): 80.81% (379 of 469) (WIN 91: 82.86%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKM-F>>	1 KKM-F<	1 KKCS-F>	1 KKCS-F>	1 KKCS-F>	1 KKCS-F>	1 KKCS-F>	1 KKCS-F>	1 KKCS-F>	1 KKM-F>	1 KKCS-F>
2 KATM-F	2 KKCS-F>	2 KKM-F	2 KKF-F<	2 KKF-F	2 KVOR	2 KKM-F	2 KVOR	2 KKM-F>	2 KKCS-F>	2 KRDO-F
3	3 KVUU-F	3 KSPZ-F	3 KSPZ-F	3 KSPZ-F	3 KRDO-F	3 KLI-F<	3 KSPZ-F	3 KSPZ-F<	3 KKF-F	3 KOA
4	4 KILO-F	4 KLI-F<	4 KLI-F	4 KLI-F	4 KSPZ-F	4 KVOR <	4 KLI-F	4 KLI-F	4 KATM-F<	4 KSPZ-F
5	5 KLI-F	5 KKF-F	5 KVUU-F	5 KVUU-F	5 KOA	5 KRDO-F<	5 KRDO-F	5 KKF-F	5 KRDO-F	5 KKM-F
6	6 KKF-F	6 KVUU-F	6	6	6 KLI-F	6 KVUU-F<	6 KKM-F	6	6 KSPZ-F	6 KLI-F
7	7	7	7	7	7	7 KSPZ-F	7	7	7	7
						8 KKF-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 KKM-F>>	1 KKM-F	1 KKCS-F>	1 KKCS-F	1 KKCS-F>	1 KKM-F>	1 KKCS-F<	1 KKF-F	1 KKCS-F	1 KKF-F
2 KLI-F	2 KKCS-F>	2 KKM-F	2 KLI-F	2 KLI-F	2 KKCS-F>	2 KKM-F	2 KKCS-F	2 KKF-F>	2 KKCS-F
3	3 KLI-F>	3 KLI-F	3 KSPZ-F	3 KSPZ-F	3 KIKX-F	3 KKF-F	3 KVUU-F	3 KKM-F	3 KVUU-F
4 KSPZ-F	4 KVUU-F	4 KVUU-F	4 KKM-F	4 KVUU-F	4 KILO-F	4 KILO-F	4 KILO-F	4 KVUU-F	4 KSPZ-F
KILO-F	KSPZ-F	5 KSPZ-F	5 KVUU-F	5	5 KATM-F	5 KVUU-F	5 KATM-F>	5 KILO-F	5 KVOR
KATM-F	6 KILO-F	6	6	6	6	KATM-F	6 KKM-F	6 KSPZ-F	KILO-F

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

KHII-F	105.5	Security/Co Spg	1.2/4.2/	7/ 153
KKCS	1460	Colorado Sprngs	0.4/2.3/	2/ 86
KCSJ	590	Pueblo	0.4/1.7/	26/ 278
KLZ	560	Denver	0.4/2.0/	2/ 71

RADIO STATIONS

KCMN, 1530,	1 KW (DAYS)	NOSTALGIA	CNN, UNISUP	\$ 13.00 (K & P)
KRDO, 1240,	1 KW (DA-1)	COUNTRY		\$ 13.00 (HNWH)
KSSS, 740,	3.5KW/1.5 KW(OA-2),	SEE KVUU-FM		
KVOR, 1300,	5 KW/3 KW	NEWS/TALK	ABC CBS	\$ 25.00 (Katz) Unistar
KATM-F, 100.7,	13 KW @ 2122, AOR			\$ 21.00 (Banner) Surrey (PUEBLO)
KHII-F, 105.5,	.4 KW @ 2227, COUNTRY		SMN,	\$ 12.00 (K & P) (SECURITY)
KIKX-F, 102.7,	100 KW @ 2001, CHR			\$ 24.00 (Banner) Wiskes/Abaris
KILO-F, 93.9,	83 KW @ 2109, AOR			\$ 30.00 (Eastman) Bahakel
KKCS-F, 101.9,	79 KW @ 2178, COUNTRY			\$ 44.00 (Torbet) Walton
KKFM-F, 96.5,	71 KW @ 2289, CLASSIC AOR			\$ 35.00 (Christal) Citadel
KLI-F, 106.3,	1.6 W @ 2224, SOFT AC			\$ 24.00 (Torbet) Tipple
KKM-F, 98.9,	70 KW @ 2299, CHR			\$ 20.00 (Banner) (PUEBLO)
KRDO-F, 95.1,	96 KW @ 2011, EZ			\$ 29.00 (HNWH)
KSPZ-F, 92.9,	72 KW @ 2129, OLDIES		UNISUP	\$ 32.00 (Katz) Unistar
KVUU-F, 99.9,	68 KW @ 2001, AC		NBC	\$ 27.00 (McGuilld) Dick (PUEBLO)

KOA -- See Denver

COLUMBIA, SC

Arbitron Rank/Pop (12+): 91/385,800
 MSA Rank/Pop: 106/465,000
 ADI # 87
 Average Person Ratings: 17.1
 Market TSL: 22.75 hours

Stations: 16/15
 Diaries: 885/436:1/51.2%
 Sample Target: 850
 % Below Line: 0.5
 % Not Listed: 17.8

1991 Revenue: \$14,900,000
 HH Inc.: \$32,602
 Retail \$: 3.7 Bil
 Pop per Station: 25,720
 #1 Biller: WCOS-AF \$3,100,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. WWDN-F (B)	116/17.6	16.5	15.2	14.9	17.7	16.0	226/1871	898/23.3	23.9	26.4			WWDN-F
2. WCOS-F (C)	92/14.0	16.4	15.7	17.5	17.1	15.9	168/1778	913/23.7	28.8	31.3			WCOS-F
3. WNOK-F (CHR)	57/ 8.6	9.3	8.0	10.8	8.4	9.2	84/1360	858/22.2	25.5	23.9			WNOK-F
4. WVOC (N/T)	55/ 8.3	8.0	7.8	7.9	7.3	8.0	63/827	730/18.9	16.3	18.7			WVOC
5. WMFX-F (CL AOR)	45/ 6.8	5.4	5.5	6.4	6.0	6.0	50/722	622/16.1	14.9	12.7			WMFX-F
6. WOMG-AF (O)	35/ 5.3	4.2	4.7	6.1	4.9	5.1	36/623	548/14.2	11.9	11.3			WOMG-AF
7. WHKZ-F (C)	28/ 4.2	5.3	2.4	2.6	3.1	3.6	32/566	477/12.4	13.8	12.4			WHKZ-F
8. WTCB-F (AC)	27/ 4.1	4.8	5.5	6.1	6.7	5.1	54/878	476/12.3	11.6	14.8			WTCB-F
9. WTGH (G)	19/ 2.9	2.9	4.9	1.7	3.1	3.1	20/268	234/ 6.1	7.1	6.1			WTGH
WOIC (B)	19/ 2.9	3.0	2.6	2.6	2.1	2.8	19/175	175/ 4.5	6.7	5.1			WOIC
WAAS-F (AC)	19/ 2.9	5.0	5.7	4.1	3.9	4.4	21/382	367/ 9.5	10.9	10.9			WAAS-F
12. WSCQ-F (AC)	14/ 2.1	2.9	3.4	2.6	2.4	2.8	16/298	284/ 7.4	8.8	7.5			WSCQ-F
13.													
14.													
15.													

12+ FM SHARE (METRO): 82.29% (446 of 542) (WIN 91: 84.88%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNOK-F	1 WWDN-F>>	1 WWDN-F>	1 WWDN-F	1 WWDN-F	1 WCOS-F>	1 WWDN-F	1 WCOS-F	1 WWDN-F<	1 WWDN-F>>	1 WWDN-F
2 WWDN-F>>	2 WNOK-F	2 WCOS-F>	2 WCOS-F>	2 WCOS-F>	2 WVOC	2 WCOS-F>	2 WWDN-F	2 WCOS-F>	2 WNOK-F	2 WCOS-F
3	3 WMFX-F	3 WMFX-F	3 WMFX-F	3 WMFX-F	3 WOMG-AF	3 WWDN-F>	3 WVOC	3 WNOK-F	3 WCOS-F>	3 WOIC
4	4 WCOS-F>	4 WNOK-F>	4 WOMG-AF	4 WMFX-F	4 WOMG-AF>	4 WNOK-F	4 WMFX-F	4 WMFX-F	4 WVOC	4 WVOC
5	5 WHKZ-F	5 WOMG-AF	5 WNOK-F	5 WVOC	5 WTCB-F	5 WMFX-F	5 WNOK-F	5 WVOC	5 WMFX-F>>	5 WNOK-F
6	6	6	6	6	6	6 WOMG-AF	6 WTCB-F<	6 WOMG-AF<	6 WHKZ-F>>	6
							7 WOMG-AF	7 WHKZ-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 WWDN-F>>	1 WWDN-F>>	1 WWDN-F>>	1 WWDN-F>>	1 WWDN-F>	1 WWDN-F	1 WWDN-F>	1 WWDN-F	1 WWDN-F	1 WCOS-F
2 WNOK-F>	2 WNOK-F	2 WNOK-F	2 WCOS-F>	2 WCOS-F>	2 WNOK-F>	2 WNOK-F<	2 WCOS-F	2 WCOS-F	2 WWDN-F>
3 WMFX-F>	3 WMFX-F>	3 WMFX-F	3 WNOK-F	3 WOMG-AF>	3 WMFX-F	3 WCOS-F	3 WNOK-F	3 WMFX-F>	3 WMFX-F
4 WHKZ-F	4 WHKZ-F	4 WAAS-F	4 WOMG-AF	4 WTCB-F	4 WCOS-F	4 WMFX-F>>	4 WMFX-F>	4 WNOK-F	4 WVOC
5 WCOS-F	5 WAAS-F	5 WOMG-AF	5 WMFX-F	5 WNOK-F	5	5 WHKZ-F	5 WHKZ-F	5 WVOC	5 WOMG-AF
6	6	6 WKWQ-F	6	6	6	6	6	6	6

OTHER RATED STATIONS	METRO SHARE	CUME /RTG	TSA /AQH	TSA /CUME
WCOS 1400 Columbia	0.2/2.2/	1/ 103		
WKWQ-F 93.1 Batesburg/Clmba	1.8/6.1/	13/ 268		
WSOC-F 103.7 Charlotte	0.5/1.0/	6/ 94		

RADIO STATIONS

WOIC, 1230, 1 KW (DA-1)	BLACK		\$ 14.00 (Banner)	Voyager
WQXL, 1470, 5 KW (DAYS)	RELIGION	SBN	\$ 12.00 (---)	
WTGH, 620, 1 KW/125 W (DA-1)	GOSPEL	SBN	\$ 15.00 (---)	Willis
WVOC, 560, 5 KW (DA-N)	NEWS/TALK	CNN CBS	\$ 24.00 (Banner)	
WAAS-F, 93.5, 1.7 KW @ 426, AC			\$ 30.00 (Banner)	
WCOS-F, 97.5, 100 KW @ 984, COUNTRY		SMN ABC	\$ 71.00 (McGuild)	Ragan Henry
WHKZ-F, 96.7, 3 KW @ 626, COUNTRY			\$ 23.00 (K&P)	Universal (CAYCE)
WKWQ-F, 93.1, 2.1 KW @ 561, BLACK		UNIPWR	\$ 17.00 (---)	Willis (BATESBURG)
WMFX-F, 102.3, 3 KW @ 321, CLASSIC AOR		SOURCE	\$ 47.00 (Durpetti)	Baum (ST.ANDREWS)
WNOK-F, 104.7, 100 KW @ 1000, CHR		ABC	\$ 45.00 (Katz)	Voyager
WOMG-F, 103.1, 3 KW @ 298, OLDIES		MBS	\$ 28.00 (Schubert)	John Price
WSCQ-F, 100.1, 5.9 KW @ 331, AC		CNN	\$ 23.00 (Eastman)	American Network
WTCB-F, 106.7, 100 KW @ 787, AC		APR	\$ 38.00 (Christal)	Bloomington (ORANCEBURG)
WWDN-F, 101.3, 100 KW @ 1322, Black		UNIPWR	\$ 53.00 (HNWH)	(SUMTER)

COLUMBUS, OH

Arbitron Rank/Pop (12+): 34/1,157,400
 MSA Rank/Pop: 35/1,360,000
 ADI # 34
 Average Person Ratings: 16.3
 Market TSL: 21.50 hours

Stations: 26/24
 Diaries: 1511/766:1/56.1%
 Sample Target: 1430
 % Below Line: 1.9
 % Not Listed: 12.5

1991 Revenue: \$43,000,000
 HH Inc.: \$27,661
 Retail \$: 10.8 Bil
 Pop per Station: 48,225
 #1 Biller: WNCI-F \$8,200,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. WNCI-F (CHR)	207/11.0	7.5	11.4	11.1	11.7	10.3	277/3759	2809/24.3	21.4	28.2			WNCI-F
2. WTVN (FS)	191/10.1	8.0	9.1	10.8	9.4	9.5	216/2480	1999/17.3	16.6	18.1			WTVN
3. WSNY-F (AC)	163/ 8.7	9.5	9.1	8.5	9.2	8.9	177/2707	2482/21.4	22.2	19.8			WSNY-F
4. WLVQ-F (AOR)	141/ 7.5	8.1	8.9	7.9	7.3	8.1	168/2472	2023/17.5	16.5	18.1			WLVQ-F
5. WHOK-F (C)	139/ 7.4	5.7	5.4	6.8	6.1	6.3	216/2768	2017/17.4	13.8	13.1			WHOK-F
6. WCOL-F (O)	71/ 3.8	5.4	5.6	4.7	5.0	4.9	79/1803	1476/12.8	14.4	13.4			WCOL-F
7. WRZR-F (AOR)	69/ 3.7	1.6	1.7	0.8	0.5	2.0	95/988	761/ 6.6	5.0	3.0			WRZR-F
8. WVKO (B)	68/ 3.6	2.5	3.3	2.7	3.3	3.0	68/779	779/ 6.7	5.9	6.0			WVKO
9. WBNS (BB)	66/ 3.5	3.7	2.5	1.7	3.6	2.8	68/1176	1092/ 9.4	11.7	7.5			WBNS
10. WRVF-F (C)	64/ 3.4	3.1	1.2	0.9	1.5	2.2	66/1028	978/ 8.4	6.6	5.6			WRVF-F
WMGG-F (CL AOR)	64/ 3.4	5.4	5.2	4.7	5.7	4.7	77/1802	1526/13.2	13.2	14.6			WMGG-F
12. WWHT-F (CHR)	62/ 3.3	3.5	2.3	4.6	2.2	3.4	68/1294	1172/10.1	11.0	6.5			WWHT-F
13. WCLT-F (C)	54/ 2.9	2.6	2.1	2.5	2.6	2.5	113/1139	597/ 5.2	4.8	5.7			WCLT-F
14. WBNS-F (O)	51/ 2.7	3.9	6.9	5.9	5.8	4.8	64/1556	1231/10.6	13.2	14.1			WBNS-F
15. WMNI (C)	42/ 2.2	2.7	2.2	2.0	1.9	2.3	47/613	556/ 4.8	4.4	5.2			WMNI
16. WCKX-F (B)	37/ 2.0	2.7	1.4	1.2	1.5	1.8	37/591	577/ 5.0	6.4	5.0			WCKX-F
17. WLW (MOR)	28/ 1.5	2.2	2.1	1.6	1.7	1.9	66/1025	514/ 4.4	6.4	5.7			WLW
18. WTLT-F (REL)	27/ 1.4	1.0	1.5	1.6	1.5	1.4	28/423	387/ 3.3	2.7	3.2			WTLT-F
19. WWCD-F (AOR)	24/ 1.3	1.5	2.6	2.9	1.2	2.1	27/652	603/ 5.2	5.2	4.0			WWCD-F
20. WCEZ-F (E2)	23/ 1.2	1.4	0.3	----	----	0.7	29/456	372/ 3.2	2.7	0.0			WCEZ-F

12+ FM SHARE (METRO): 74.03% (1220 of 1648) (WIN 91: 72.19%)

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 WSNY-F<	1 WSNY-F	1 WTVN >	1 WTVN	1 WNCI-F	1 WNCI-F	1 WNCI-F>	1 WNCI-F>
2 WWHT-F	2 WLVQ-F>	2 WLVQ-F<	2 WNCI-F	2 WNCI-F<	2 WSNY-F	2 WNCI-F	2 WTVN	2 WTVN	2 WSNY-F	2 WTVN
3	3 WSNY-F	3 WSNY-F>	3 WTVN <	3 WTVN	3 WHOK-F>	3 WSNY-F	3 WSNY-F	3 WSNY-F	3 WVKO	3 WHOK-F
4	4 WRZR-F	4 WTVN	4 WLVQ-F	4 WLVQ-F	4 WBNS <	4 WLVQ-F	4 WLVQ-F	4 WLVQ-F	4 WTVN <	4 WBNS
5	5 WMGG-F	5 WHOK-F	5 WHOK-F	5 WHOK-F	5 WHOK-F>	5 WNCI-F	5 WHOK-F>	5 WHOK-F	5 WHOK-F	5 WWHT-F
6	6 WHOK-F	6	6 WCOL-F	6 WCOL-F	6	6	6 WBNS	6	6 WBNS	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 WNCI-F>	1 WNCI-F>	1 WNCI-F	1 WNCI-F	1 WSNY-F	1 WLVQ-F	1 WLVQ-F>	1 WLVQ-F>	1 WLVQ-F	1 WTVN
2 WLVQ-F>	2 WSNY-F	2 WSNY-F>	2 WSNY-F>	2 WNCI-F>	2 WNCI-F	2 WRZR-F	2 WRZR-F	2 WNCI-F>	2 WLVQ-F
3 WSNY-F>	3 WLVQ-F>	3 WLVQ-F	3 WLVQ-F	3 WTVN	3 WRZR-F	3 WNCI-F	3 WMGG-F	3 WRZR-F<	3 WSNY-F
4 WMGG-F	4 WHOK-F	4 WCOL-F	4 WTVN <	4 WHOK-F	4 WVKO	4 WMGG-F>	4 WNCI-F	4 WTVN	4 WNCI-F
WCKX-F	5	5 WHOK-F	5 WHOK-F	5 WCOL-F	5 WMGG-F	5 WVKO	5 WRVF-F	5 WSNY-F	5 WHOK-F
6 WTLT-F	6	6 WRVF-F	6 WCOL-F	6 WLVQ-F	6 WHOK-F	6 WHOK-F	6 WSNY-F	6 WMGG-F	6

OTHER RATED STATIONS	METRO SHARE	CUME /RTG	TSA /AQH
WCLT 1430 Newark	0.6/1.5/	14/ 232	
WCOL 1230 Columbus	0.3/2.4/	6/ 277	
WNKO-F 101.7 Newark/Heath	0.5/1.4/	11/ 205	
WRFD 880 Columbus/wrthgt	0.8/1.9/	31/ 340	
WSWZ-F 103.5 Lancaster	0.4/1.4/	8/ 202	
WMRN-F 106.9 Marion	0.4/0.0/	39/ 585	

COLUMBUS, OH

RADIO STATIONS

AM STATIONS

WBNS, 1460,	5 KW/1 KW (DA-N) ,	Nostalgia	APR CBS, \$ 32.00	(Banner)	Columbus Dispatch
WCOL, 1230,	1 KW	SEE WCOL-FM			
WMNI, 920,	1 KW/500 W (DA-2),	Country	MBS NBC, \$ 30.00	(Eastman)	
WRFD, 880,	9 KW (Days, DA) ,	Religion	, \$ 21.00	(---)	Salem
WTVN, 610,	5 KW (DA-N) ,	Full Service	ABC, \$123.00	(Katz)	Great American
WVKO, 1580,	1 KW/250 W (DA-2),	Black	SBN UNIPWR, \$ 32.00	(Mc-Guild)	Saga

FM STATIONS

WBBY, 103.9,	2.6 KW @ 361	, Jazz	NBC, \$ 30.00	(---)	(WESTERVILLE)
WBNS, 97.1,	21 KW @ 781	, Oldies	CBS, \$ 47.00	(Banner)	Columbus Dispatch
WCKX, 106.3,	3 KW @ 298	, Black	SBN, NBN, \$ 27.00	(---)	(LONDON)
WCLT, 100.3,	50 KW @ 390	, Country	MBS, \$ NA	(---)	(NEWARK)
WCOL, 92.3,	22 KW @ 754	, Oldies	, \$ 60.00	(Christal)	Great Trails
WHOK, 95.5,	50 KW @ 492	, Country	APR, \$ 55.00	(Eastman)	
WLVQ, 96.3,	18 KW @ 751	, AOR	, \$140.00	(Katz)	Great American
WMGG, 99.7,	20 KW @ 783	, Classic AOR	, \$ 67.00	(Eastman)	
WNCI, 97.9,	175 KW @ 561	, CHR	APR, \$163.00	(MMR)	Nationwide
WRVF, 98.9,	3 KW @ 328	, Country	CNN, \$ 29.00	(Eastman)	(UPPER ARLINGTON)
WRZR, 103.1,	3 KW @ 298	, AOR	SMN, \$ 24.00	(---)	Ragan Henry (JOHNSTOWN)
WSNY, 94.7,	22 KW @ 754	, AC	, \$168.00	(Mc-Guild)	Saga
WWCD, 101.1,	3 KW @ 328	, Prog AOR	, \$ NA	(---)	(GROVE CITY)
WWHT, 105.7,	6 KW @ 328	, CHR	ABC, \$ NA	(Schubert)	(MARYSVILLE)

DALLAS-FT. WORTH

Arbitron Rank/Pop (12+): 8/3,320,000
 MSA Rank/Pop: 12/3,860,000 (Dallas)
 ADI # 7
 Average Person Ratings: 17.3
 Market TSL: 22.75 hours

Stations: 33/32
 Diaries: 2456/1352:1/49.2%
 Sample Target: 2420
 % Below Line: 0.4
 % Not Listed: 7.6

1991 Revenue: \$132,400,000
 HH Inc.: \$34,930
 Retail \$: 36.0 Bil
 Pop per Station: 103,750
 #1 Biller: KVIL-AF \$20,800,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. KSCS-F (C)	571/ 9.9	11.2	10.5	11.0	9.1	10.6	654/8291	7326/22.1	24.7	21.0			KSCS-F
2. KPLX-F (C)	376/ 6.5	7.3	6.0	6.2	6.6	6.5	406/6077	5443/16.4	17.3	16.1			KPLX-F
3. KJMZ-F (B)	329/ 5.7	4.0	4.3	4.3	4.0	4.6	333/4395	4320/13.0	11.5	11.0			KJMZ-F
4. KVIL-AF (AC)	321/ 5.5	5.3	5.6	7.0	6.9	5.8	326/4090	3988/12.0	14.6	13.7			KVIL-AF
5. KTXQ-F (AOR)	272/ 4.7	5.2	6.4	5.9	5.4	5.6	293/4663	4244/12.8	12.5	14.1			KTXQ-F
6. KKDA-F (B)	270/ 4.7	4.4	5.0	4.6	5.7	4.7	309/3781	3470/10.5	9.7	10.6			KKDA-F
7. WBAP (FS)	249/ 4.3	5.3	5.4	6.7	6.2	5.4	376/5770	3748/11.3	13.7	13.7			WBAP
8. KLRX-F (SAC)	222/ 3.9	4.4	2.8	2.7	2.1	3.5	228/3590	3391/10.2	10.7	7.8			KLRX-F
9. KRLD (N)	220/ 3.8	4.0	4.1	4.1	5.5	4.0	269/5420	4566/13.8	15.2	19.4			KRLD
10. KEGL-F (CHR)	204/ 3.5	3.9	3.6	4.1	4.4	3.8	240/4955	4384/13.2	13.5	16.0			KEGL-F
11. KYNG-F (?)	179/ 3.1	1.6	1.6	2.2	1.5	2.1	196/3464	3113/ 9.4	5.9	7.0			KYNG-F
12. KZPS-F (CL AOR)	161/ 2.8	2.0	2.7	2.6	3.3	2.5	217/3878	3207/ 9.7	7.4	9.2			KZPS-F
13. KJZY-F (J/NA)	150/ 2.6	0.4	0.5	0.5	---	1.0	177/1896	1571/ 4.7	1.6	0.0			KJZY-F
14. KLIF (T)	149/ 2.6	2.3	2.8	3.1	3.1	2.7	163/2765	2441/ 7.4	7.0	7.6			KLIF
15. KOAI-F (J/NA)	143/ 2.5	2.1	3.0	2.2	2.4	2.5	148/2548	2314/ 7.0	6.8	7.0			KOAI-F
16. KLTY-F (REL)	142/ 2.5	3.3	2.9	2.5	2.4	2.8	176/2451	2135/ 6.4	7.2	7.5			KLTY-F
17. KLUV-F (O)	138/ 2.4	2.2	3.2	3.8	2.4	2.9	155/3842	3427/10.3	8.3	9.1			KLUV-F
18. KDMX-F (AC)	136/ 2.4	2.7	3.5	1.7	1.4	2.6	142/3160	2987/ 9.0	11.2	6.7			KDMX-F
19. KDGE-F (AOR)	117/ 2.0	2.9	2.3	2.0	2.0	2.3	129/2119	1912/ 5.8	6.3	6.7			KDGE-F
20. KAAM (BB)	115/ 2.0	1.7	2.0	1.5	1.9	1.8	117/1458	1364/ 4.1	4.8	4.0			KAAM
21. WRR -F (CL)	113/ 2.0	2.2	2.1	1.9	2.5	2.0	133/2513	2263/ 6.8	6.5	7.0			WRR -F
KKDA (B/O)	113/ 2.0	1.9	2.1	2.2	2.6	2.0	117/1532	1505/ 4.5	4.5	4.7			KKDA
23. KCDU-F (CL AOR)	112/ 1.9	1.8	1.5	1.8	1.9	1.8	115/2300	2243/ 6.8	7.5	5.2			KCDU-F
24. KODZ-F (O)	106/ 1.8	1.6	2.3	2.7	3.1	2.1	120/3032	2720/ 8.2	8.5	13.0			KODZ-F
25. KESS (SP)	105/ 1.8	1.5	1.8	1.3	2.2	1.6	108/1147	1092/ 3.3	3.4	3.2			KESS
26. KHVN (G)	100/ 1.7	2.1	2.4	1.7	1.7	2.0	104/1289	1269/ 3.8	4.5	3.3			KHVN
27.													
28.													
29.													
30.													

12+ FM SHARE (METRO): 76.35% (4059 of 5316) (WIN 91: 76.22%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KJMZ-F>>	1 KSCS-F	1 KSCS-F>	1 KSCS-F	1 KSCS-F>	1 KSCS-F	1 KSCS-F>	1 KSCS-F	1 KSCS-F>	1 KJMZ-F	1 KSCS-F>>
2 KEGL-F>	2 KTXQ-F	2 KPLX-F	2 KPLX-F	2 KVIL-AF	2 KVIL-AF	2 KVIL-AF	2 KPLX-F>	2 KPLX-F	2 KSCS-F>	2 KPLX-F
3 KSCS-F<	3 KPLX-F	3 KTXQ-F<	3 KVIL-AF>	KPLX-F>	3 WBAP	3 WBAP <	3 KVIL-AF<	3 KJMZ-F	3 KKDA-F	3 WBAP
4 KKDA-F	4 KJMZ-F	4 KVIL-AF	4 KTXQ-F	4 KRLD	4 KRLD	4 KRLD	4 KTXQ-F	4 KTXQ-F	4 KEGL-F	4 KKDA-F
5	5 KKDA-F<	5 KKDA-F<	5 KZPS-F	5 KKDA-F	5 KPLX-F	KPLX-F	5 KLRX-F	5 KVIL-AF	5 KPLX-F<	5 KRLD >
6	6 KJZY-F	6 KJMZ-F	KKDA-F	6 WBAP	6 KLRX-F	6 KKDA-F	6 WBAP	6 KLRX-F	6 KJZY-F	6 KEGL-F
7	7	7	7 KYNG-F	KZPS-F	7	7 KTXQ-F	7 KYNG-F	7 WBAP	7 KTXQ-F	7
8	8	8	8	KLRX-F	8	KJMZ-F	8	KKDA-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 KJMZ-F	1 KSCS-F	1 KPLX-F	1 KSCS-F	1 KSCS-F	1 KTXQ-F	1 KTXQ-F	1 KTXQ-F	1 KTXQ-F<	1 KSCS-F
2 KSCS-F	2 KPLX-F	2 KSCS-F>	2 KPLX-F	2 KVIL-AF	2 KJMZ-F	2 KSCS-F	2 KSCS-F	2 KSCS-F>	2 KTXQ-F<
3 KJZY-F	3 KJMZ-F	3 KYNG-F<	3 KVIL-AF>	3 KPLX-F>	3 KSCS-F<	3 KJZY-F	3 KZPS-F	3 KPLX-F	3 KPLX-F
4 KKDA-F	4 KKDA-F	4 KVIL-AF<	4 KKDA-F<	4 KLRX-F	4 KJZY-F>	4 KJMZ-F	4 KPLX-F	4 KZPS-F	4 KZPS-F<
5 KEGL-F	5 KDMX-F	5 KDMX-F<	5 KJMZ-F	5 KKDA-F	5 KKDA-F	5 KZPS-F	5 KJZY-F	5 KKDA-F	5 WBAP
6 KPLX-F	6 KTXQ-F<	6 KKDA-F	6 KYNG-F	6 KYNG-F	6 KEGL-F	KKDA-F<	6 KKDA-F	KJZY-F<	6 KVIL-AF
7 KTXQ-F	7 KYNG-F	7 KLRX-F	KLRX-F	7	7	7 KPLX-F	7 KYNG-F	7 KVIL-AF	7
8 KDGE-F	8	8 KTXQ-F	8	8	8	8	8 WBAP	8	8
9 KDMX-F		KCDU-F							

OTHER RATED STATIONS	METRO CUME	TSA	TSA
	SHARE/RTG/AQH/CUME		
KDFT	549	Ferris	0.3/0.6/ 18/ 252
KFJZ	870	Ft. Worth/Dalls	0.7/1.2/ 40/ 397
KSSA	1600	Plano	1.4/2.7/ 79/ 892
KSSA-F	106.9	McKinney/Plano	0.2/0.7/ 11/ 229
KUII	1190	Dallas	0.6/3.1/ 37/1074
KXEB	910	Sherman/Dallas	0.4/0.8/ 21/ 279

DALLAS-FT. WORTH

RADIO STATIONS

AM STATIONS

KAAM,	1310,	5 KW (DA-N)	,	Nostalgia	SMN UNISUP, \$ 46.00	(Durpetti)	Bonneville
KESS,	1270,	5 KW (DA-1)	,	Hispanic	, \$ 48.00	(Katz H1sp.)	
KFJZ,	870,	500 W (DAYS)	,	Hispanic	ABC, UNIULT, \$ 32.00	(Lotus)	
KHVN,	970,	1 KW/270 W	,	Gospel	, \$ 31.00	(Mc-Guild)	Summit
KKDA,	730,	500 W	,	Black Oldies	APR, \$ NA	(Katz)	
KLIF,	570,	5 KW, (DA-2)	,	Talk	NBC, \$ 75.00	(Eastman)	Susquehanna
KNRB,	1360,	5 KW/1 KW (DA-1),	,	Religion	, \$ 25.00	(---)	Marsh
KRLD,	1080,	50 KW (DA-N)	,	News	CBS MBS, \$180.00	(CBS)	Command
KSKY,	660,	10 KW/500 W(DA-N),	,	Religion	, \$ 30.00	(---)	Bdcst Partners
KUII,	1190,	50 KW/5 KW (DA-2),	,	News/Talk	CMN, \$ 40.00	(K & P)	
WBAP,	820,	50 KW	,	Full Service	ABC, \$220.00	(Banner)	Cap Cities/ABC

FM STATIONS

KCDU,	107.5,	25 KW @ 1279	,	C1 AOR	UNISUP UNIULT, \$ 80.00	(Mc-Guild)	Granum
KDGE,	94.5,	100 KW @ 1896	,	AOR	, \$ 60.00	(K & P)	(GAINESVILLE)
KDMX,	102.9,	100 KW @ 1299	,	AC	, \$100.00	(MMR)	Nationwide
KEGL,	97.1,	100 KW @ 1460	,	CHR	, \$109.00	(Christal)	Sandusky
KJMZ,	100.3,	89 KW @ 1269	,	Black	UNIPWR, \$ 85.00	(Mc-Guild)	Summit
KKDA,	104.5,	98 KW @ 1591	,	Black	APR, \$164.00	(Katz)	
KLTX,	97.9,	100 KW @ 1610	,	Soft AC	, \$ 80.00	(Katz)	Cox
KLTY,	94.1,	100 KW @ 1591	,	Religion	ABC UNISUP, \$ 60.00	(K & P)	
KLUV,	98.7,	100 KW @ 1585	,	Oldies	, \$119.00	(MMR)	TK
KOAI,	106.1,	100 KW @ 1585	,	Jazz/NAC	, \$100.00	(HNWH)	Gannett
KODZ,	94.9,	100 KW @ 1699	,	Oldies	, \$ 90.00	(MMR)	Evergreen
KPLX,	99.5,	100 KW @ 1676	,	Country	APR, \$200.00	(Eastman)	Susquehanna
KRSR,	105.3,	100 KW @ 1558	,	Country	, \$ 95.00	(Group W)	Alliance
KSCS,	96.3,	99 KW @ 1679	,	Country	, \$260.00	(Banner)	Cap Cities/ABC
KSSA,	106.9,	3 KW @ 351	,	Hispanic	, \$ 60.00	(Caballero)	
KTXQ,	102.1,	100 KW @ 433	,	AOR	CBS, \$180.00	(CBS)	CBS
KVIL,	103.7,	100 KW @ 1571	,	AC	, \$335.00	(Torbet)	Infinity
KZPS,	92.5,	96 KW @ 1591	,	Classic AOR	, \$100.00	(Durpetti)	Bonneville
WRR,	101.1,	98 KW @ 1509	,	Classical	APR, \$ 70.00	(CMBS)	City of Dallas

DAYTON

Arbitron Rank/Pop (12+): 47/823,100
 MSA Rank/Pop: 54/944,000
 ADI # 52
 Average Person Ratings: 16.9
 Market TSL: 22.25 hours

Stations: 28/22
 Diaries: 1275/646:1/56.8%
 Sample Target: 1240
 % Below Line: 8.3
 % Not Listed: 14.0

1991 Revenue: \$21,200,000
 HH Inc.: \$31,515
 Retail \$: 7.0 Bil
 Pop per Station: 37,413
 #1 Biller: WHIO \$3,200,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. WHKO-F (C)	142/10.2	10.7	9.3	9.7	10.5	10.0	270/3168	1791/21.8	23.3	21.4			WHKO-F
2. WTUE-F (AOR)	113/ 8.1	6.8	7.5	8.5	6.0	7.7	147/1899	1422/17.3	15.5	16.0			WTUE-F
3. WROU-F (?)	100/ 7.2	1.2	---	---	---	2.1	105/906	851/10.3	2.1	0.0			WROU-F
4. WGTZ-F (CHR)	97/ 7.0	7.5	9.7	9.2	8.5	8.4	137/2863	1983/24.1	23.3	22.0			WGTZ-F
5. WHIO (N/T)	94/ 6.8	8.0	6.4	6.9	8.8	7.0	97/1393	1272/15.5	17.3	20.0			WHIO
6. WWSN-F (AC)	79/ 5.7	6.8	6.2	6.6	7.5	6.3	93/1180	1002/12.2	14.3	14.1			WWSN-F
7. WVUD-F (SAC)	71/ 5.1	5.8	4.8	6.5	5.0	5.6	74/1046	893/10.8	13.6	12.4			WVUD-F
8. WONE (C)	69/ 5.0	3.6	2.6	4.0	3.3	3.8	85/927	700/ 8.5	9.3	7.8			WONE
9. WLW (MOR)	59/ 4.3	5.9	5.6	5.5	6.8	5.3	154/2448	977/11.9	13.6	13.9			WLW
10. WAZU-F (AOR)	53/ 3.8	5.5	4.1	5.8	4.6	4.8	79/1547	1108/13.5	13.6	13.6			WAZU-F
11. WYMJ-F (O)	44/ 3.2	4.6	5.6	4.5	5.5	4.5	47/1050	981/11.9	13.3	12.4			WYMJ-F
12. WPFB-F (C)	41/ 3.0	2.4	2.2	2.5	1.3	2.5	77/1205	570/ 6.9	6.2	4.5			WPFB-F
13. WCLR-F (EZ)	30/ 2.2	1.5	2.3	2.5	3.4	2.1	61/829	566/ 6.9	4.3	7.6			WCLR-F
14. WDAO (B)	29/ 2.1	3.7	6.3	4.5	4.5	4.2	29/399	399/ 4.8	6.8	8.3			WDAO

12+ FM SHARE (METRO): 74.02% (883 of 1193) (WIN 91: 71.89%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMO	12+ EVE	OVERNIGHT
1 WGTZ-F>>	1 WTUE-F>	1 WTUE-F	1 WTUE-F<	1 WHKO-F	1 WHKO-F	1 WHKO-F	1 WTUE-F<	1 WHKO-F	1 WHKO-F	1 WHIO >
2 WROU-F	2 WROU-F<	2 WHKO-F	2 WWSN-F	2 WWSN-F	2 WHIO >	2 WHIO	2 WHKO-F	2 WTUE-F	2 WROU-F	2 WHKO-F
3 WTUE-F	3 WGTZ-F	3 WWSN-F	3 WHKO-F	WTUE-F	3 WONE	3 WTUE-F<	3 WVUD-F<	3 WGTZ-F	3 WGTZ-F	3 WROU-F>>
4 WHKO-F	4 WAZU-F	WROU-F	4 WROU-F<	4 WVUD-F	4 WVUD-F<	4 WGTZ-F<	4 WWSN-F	4 WROU-F	4 WTUE-F	4 WONE
5 WAZU-F	5 WHKO-F	5 WGTZ-F	5 WVUD-F	5 WROU-F	5 WLW	5 WWSN-F	5 WROU-F	5 WWSN-F	5 WLW	5 WWSN-F
6	6 WWSN-F	6 WVUD-F	6	6 WLW	6 WWSN-F	6 WONE	6 WHIO	6	6 WAZU-F	6 WTUE-F
7	7	7	7	7	7	7 WROU-F	7 WGTZ-F	7	7 WHIO	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 WGTZ-F	1 WROU-F	1 WWSN-F	1 WWSN-F	1 WWSN-F	1 WAZU-F	1 WTUE-F>	1 WTUE-F>>	1 WTUE-F>	1 WTUE-F
2 WTUE-F	2 WGTZ-F	2 WROU-F>	2 WROU-F	2 WHKO-F	2 WTUE-F>	2 WAZU-F>	2 WPFB-F	2 WHKO-F	2 WLW
3 WROU-F>	3 WTUE-F<	3 WHKO-F	3 WHKO-F	3 WVUD-F	3 WROU-F	3 WGTZ-F	3 WGTZ-F	3 WLW <	3 WHKO-F>
4 WAZU-F	4 WWSN-F	4 WGTZ-F	4 WGTZ-F	4 WROU-F>	4 WHKO-F	4 WROU-F	WAZU-F	4 WAZU-F	4 WWSN-F
5 WHKO-F	5 WHKO-F	5 WTUE-F	5 WTUE-F	5 WTUE-F	6 WGTZ-F	6 WHKO-F	5 WLW	5 WROU-F<	5 WVUD-F
6	6	6 WVUD-F	6 WVUD-F	6 WGTZ-F	6	6 WPFB-F	6 WHKO-F	6 WGTZ-F	6 WYMJ-F
7	7	7	7	7	7	7	7 WWSN-F	7	7

OTHER RATED STATIONS	METRO SHARE	CUME /RTG	TSA /AQH	TSA /CUME
WBLV 1600 Springfield	0.6/2.0/	10/	172	
WDJK-F 95.3 Xenia/Dayton	0.7/5.5/	10/	469	
WFCJ-F 93.7 Miamisburg/Datn	1.8/4.8/	40/	576	
WING 1410 Dayton	0.9/4.7/	14/	419	
WIZE 1340 Springfield	0.8/2.6/	12/	233	
WKSX-F 101.7 Urbana/Spngfld.	1.2/2.1/	39/	418	
WMMX 1110 Fairborn/Dayton	0.9/1.1/	12/	88	
WPFB 910 Middletown	1.0/2.7/	27/	390	
WTRJ-F 96.9 Troy	0.4/1.3/	6/	110	
WGRR-F 103.5 Hamilton	0.4/1.8/	39/	691	
WIMJ-F 92.5 Cincinnati	0.4/1.9/	28/	575	
WLSN-F 106.5 Greenville	1.2/3.4/	25/	424	
WOFX-F 94.9 Fairfield	1.1/5.0/	50/	975	
WZRZ-F 96.5 Hamilton	0.9/4.4/	36/	821	

RADIO STATIONS

WDAO, 1210, 1 KW (Days)	, Black	SBN, \$ 26.00	(---)	
WHIO, 1290, 5 KW (DA-N)	, News/Talk	CBS, \$ 64.00	(Durpetti)	Cox
WING, 1410, 5 KW (DA-N)	, News	SBN NBC, \$ 30.00	(Katz)	Great Trails
WONE, 980, 5 KW (DA-N)	, Country	ABC, \$ 31.00	(Mc-Guild)	Summit
WAZU-F, 102.9, 50 KW @ 492	, AOR	ABC, \$ 38.00	(Christal)	Osborn (SPRINGFIELD)
WCLR-F, 95.7, 50 KW @ 476	, EZ	, \$ 23.00	(Regional)	(PIQUA)
WFCJ-F, 93.7, 50 KW @ 492	, Religion	, \$ 16.00	(---)	(MIAMISBURG)
WGTZ-F, 92.9, 40 KW @ 551	, CHR	UNIPWR, \$ 58.00	(Katz)	Great Trails
WHKO-F, 99.1, 50 KW @ 1059	, Country	, \$ 71.00	(Durpetti)	Cox
WPFB-F, 105.9, 34 KW @ 535	, Country	, \$ 24.00	(Roslin)	(MIDDLETOWN)
WTUE-F, 104.7, 50 KW @ 500	, AOR	, \$ 63.00	(Mc-Guild)	Summit
WVUD-F, 99.9, 50 KW @ 500	, Soft AC	ABC, \$ 42.00	(Torbet)	Univ. of Dayton
WWSN-F, 107.7, 50 KW @ 420	, AC	, \$ 68.00	(Eastman)	Stoner
WYMJ-F, 103.9, 1.2 KW @ 522	, Oldies	, \$ 35.00	(Eastman)	

WLW - See Cincinnati

DENVER

Arbitron Rank/Pop (12+): 24/1,534,800
 MSA Rank/Pop: 27/1,930,000
 ADI # 19
 Average Person Ratings: 17.8
 Market TSL: 23.25 hours

Stations: 33/33
 Diaries: 1831/838:1/56.6%
 Sample Target: 1720
 % Below Line: 0.0
 % Not Listed: 9.5

1991 Revenue: \$68,600,000
 HH Inc.: \$33,625
 Retail \$: 15.5 Bil
 Pop per Station: 46,509
 #1 Biller: KOA \$10,700,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. KOA (T/N)	236/ 8.6	9.7	7.0	6.6	9.6	8.0	330/4895	3451/22.5	27.3	24.0			KOA
2. KYGO-F (C)	232/ 8.5	8.3	9.6	11.3	7.1	9.4	285/3785	3038/19.8	17.4	17.4			KYGO-F
3. KXKL-AF (O)	175/ 6.4	5.7	7.9	5.7	5.7	6.4	198/3472	2793/18.2	16.4	15.8			KXKL-AF
KOSI-F (SAC)	175/ 6.4	7.0	6.6	6.8	7.4	6.7	214/3142	2552/16.6	16.6	18.7			KOSI-F
5. KBCO-AF (AOR)	170/ 6.2	6.4	4.2	7.6	6.4	6.1	188/2254	1993/13.0	14.2	15.2			KBCO-AF
6. KBPI-F (AOR)	165/ 6.0	6.3	7.1	6.0	6.2	6.3	217/3417	2689/17.5	14.0	15.9			KBPI-F
7. KQKS-F (CHR)	161/ 5.9	4.6	6.5	4.7	5.4	5.4	197/2926	2352/15.3	13.6	15.6			KQKS-F
8. KHOW-AF (SAC)	138/ 5.1	5.6	4.9	4.5	5.2	5.0	157/2790	2257/14.7	16.8	17.2			KHOW-AF
9. KMJI-F (AC)	124/ 4.5	3.2	3.9	4.1	4.8	3.9	137/2154	1908/12.4	10.2	12.4			KMJI-F
10. KAZY-F (AOR)	111/ 4.1	4.0	4.4	4.3	2.7	4.2	140/2695	2125/13.8	12.7	10.6			KAZY-F
11. KRFX-F (CL AOR)	110/ 4.0	4.3	3.1	3.8	5.2	3.8	144/2453	1872/12.2	13.1	14.8			KRFX-F
12. KEZW (BB)	90/ 3.3	2.6	2.8	2.8	2.7	2.9	91/795	785/ 5.1	6.0	5.1			KEZW
13. KHIIH-F (J/NA)	65/ 2.4	3.7	2.1	2.3	3.9	2.6	69/1241	1074/ 7.0	8.8	8.7			KHIIH-F
14. KYBG (SPTS/T)	64/ 2.3	2.3	2.1	1.4	2.2	2.0	71/1185	1019/ 6.2	0.0	5.5			KYBG
KVOD-F (CL)	64/ 2.3	2.9	2.3	3.0	2.2	2.6	71/1159	1021/ 6.7	7.8	6.6			KVOD-F
16. KTCL-F (AOR)	63/ 2.3	2.1	1.8	1.5	1.6	1.9	80/1057	881/ 5.7	5.0	3.7			KTCL-F
17. KRXY-AF (CHR)	59/ 2.1	2.5	4.1	3.4	4.1	3.0	66/1361	1218/ 7.9	8.5	13.8			KRXY-AF
18. KRZN (BB)	53/ 1.9	2.3	2.0	1.4	1.2	1.9	61/792	666/ 4.3	5.4	3.1			KRZN
19. KYGO (C)	51/ 1.9	1.1	2.4	1.4	1.7	1.7	75/1173	890/ 5.8	4.2	5.3			KYGO
20. KDHT-F (C)	32/ 1.2	0.7	1.4	0.7	1.6	1.0	49/769	547/ 3.6	2.2	3.8			KDHT-F

12+ FM SHARE (METRO): 72.55% (1795 of 2474) (WIN 91: 75.11%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KQKS-F>>	1 KBPI-F	1 KYGO-F	1 KBCO-AF	1 KBCO-AF<	1 KOA >	1 KOA	1 KOA	1 KYGO-F	1 KOA	1 KOA >
2 KBPI-F	2 KYGO-F	2 KBCO-AF	2 KXKL-AF	2 KYGO-F<	2 KYGO-F	2 KYGO-F	2 KYGO-F<	2 KBPI-F<	2 KQKS-F	2 KYGO-F>
3	3 KBCO-AF	3 KXKL-AF	3 KYGO-F	3 KXKL-AF	3 KXKL-AF<	3 KHOW-AF	3 KOSI-F	3 KBCO-AF	3 KYGO-F	3 KXKL-F
4	4 KAZY-F	4 KBPI-F	4 KOSI-F<	4 KOSI-F	4 KOSI-F	4 KXKL-AF<	4 KBCO-AF	4 KOA <	4 KBPI-F	4 KHOW-F
5	5 KRFX-F<	5 KOSI-F	5 KHOW-AF	5 KHOW-AF<	5 KHOW-AF	5 KOSI-F	5 KXKL-AF<	5 KXKL-AF	5 KXKL-AF	5 KOSI-F
6	6 KQKS-F	6 KHOW-AF	6 KOA	6 KOA	6 KEZW	6 KQKS-F<	6 KMJI-F<	6 KOSI-F<	6 KOSI-F	6
7	7 KMJI-F	7	7	7	7	7 KBPI-F	7 KBPI-F	7 KQKS-F	7	7
8 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 KBPI-F	1 KYGO-F	1 KBCO-AF	1 KYGO-F	1 KYGO-F	1 KBPI-F>>	1 KBPI-F	1 KAZY-F	1 KBCO-AF	1 KBCO-AF
2 KYGO-F	2 KBCO-AF	2 KYGO-F	2 KOSI-F	2 KOSI-F	2 KYGO-F	2 KAZY-F	2 KBCO-AF	2 KXKL-AF<	2 KXKL-AF
3 KQKS-F>	3 KOSI-F	3 KOSI-F<	3 KBCO-AF<	3 KHOW-AF	3 KQKS-F	3 KRFX-F	3 KRFX-F>	3 KBPI-F	3 KYGO-F<
4 KAZY-F	KBPI-F	4 KMJI-F>	4 KXKL-AF<	4 KBCO-AF	KAZY-F>	4 KBCO-AF	4 KBPI-F	4 KYGO-F<	4 KRFX-F
5 KOSI-F>	5 KMJI-F	5 KRFX-F	5 KHOW-AF	5 KXKL-AF	5 KRXY-AF	5 KYGO-F	5 KYGO-F	5 KRFX-F	5 KOA
6 KTCL-F	6 KQKS-F	KBPI-F	6 KMJI-F<	6 KMJI-F	KRFX-F	6 KQKS-F	6 KXKL-AF	6 KAZY-F	6 KAZY-F<
KMJI-F	7	7 KXKL-AF	7 KQKS-F	7 KOA	7	7	7	7	7 KOSI-F

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

KBNO	1220	Denver	1.1/1.8/	29/ 282
KDEN	1340	Denver	0.4/1.8/	10/ 284
KOKO	1510	Littleton/Denve	0.3/1.1/	8/ 186
KFRR	1150	Englewood/Onvr	0.4/1.1/	12/ 172
KJME	1390	Denver	0.7/1.3/	19/ 207
KLTT	800	Brighton	0.4/1.4/	15/ 286
KLZ	560	Denver	0.7/2.6/	29/ 617
KNUS	710	Denver	0.5/2.6/	13/ 425
KRKS	990	Denver	0.5/2.0/	17/ 355

DENVER

RADIO STATIONS

AM STATIONS

KBNO, 1220, 1 KW/17 W	, HISPANIC		, \$ 28.00 (Lotus)	
KDEN, 1340, 1 KW	, TALK	ABC MBS, \$	31.00 (Savalli)	
KDKD, 1510, 10 KW/5 KW (DA-2)	, BLACK		\$ 33.00 (---)	
KEZW, 1430, 5 KW (DA-N)	, NOSTALGIA	SMN, \$	37.00 (Torbet)	
KHOW, 630, 5 KW (DA-N)	, SEE KHOW-FM			
KLTT, 800, 1 KW (DAYS, DA)	, RELIGION		\$ 18.00 (---)	Mortenson
KLZ, 560, 5 KW (DA-1)	, AOR	SMN UNIPWR, \$	33.00 (McGuild)	Summit
KNUS, 710, 5 KW (DA-1)	, NEWS/TALK	CNN ABC, \$	30.00 (---)	
KOA, 850, 50 KW	, TALK/NEWS	ABC CBS, \$	168.00 (Eastman)	Jacor
KRZN, 760, 5 KW/1 KW (DA-1)	, NOSTALGIA		\$ 33.00 (---)	
KYBG, 1090, 50 KW/500 W (DA-2)	, SPORTS TALK	APR NBC, \$	46.00 (Roslin)	Century
KYGO, 950, 5 KW (DA-N)	, COUNTRY	UNIULT, \$	NA (CBS)	Jeff-Pilot

FM STATIONS

KAZY, 106.7, 100 KW @ 987, ADR		ABC, \$	63.00 (McGuild)	Summit
KBCO, 97.3, 100 KW @ 1542, PROG AOR			\$ 162.00 (MMR)	Noble (BOULDER)
KBPI, 105.9, 99 KW @ 1469, AOR		SOURCE, \$	86.00 (Banner)	Great American
KDHT, 92.5, 57 KW @ 1237, COUNTRY		UNISUP, \$	37.00 (K & P)	(GREELEY)
KHIH, 94.7, 100 KW @ 984, JAZZ/NAC		SMN, \$	56.00 (HNWH)	Adams (BOULDER)
KHOW, 95.7, 100 KW @ 1607, SDFT AC		NBC MBS, \$	70.00 (Mc-Guild)	Viacom
KMJI, 100.3, 100 KW @ 1151, AC			\$ 81.00 (Christal)	Booth
KOSI, 101.1, 100 KW @ 1624, SOFT AC			\$ 100.00 (Torbet)	
KQKS, 104.3, 28 KW @ 1450, CHR			\$ 57.00 (Schubert)	Western Cities (LONGMOUNT)
KRFX, 103.5, 100 KW @ 1050, CL ADR		CBS, \$	71.00 (Eastman)	Jacor
KRXY, 107.5, 91 KW @ 1197, CHR		ABC, \$	53.00 (Katz)	Cap Cities/ABC
KTCL, 93.3, 100 KW @ 1328, AOR			\$ 37.00 (McGuild)	(FT COLLINS)
KVOD, 99.5, 100 KW @ 279, CLASSICAL			\$ 68.00 (Katz)	Henry
KXXL, 105.1, 100 KW @ 1168, DLDIES		MBS, \$	141.00 (Durpetti)	Shamrock
KYGO, 98.5, 100 KW @ 718, COUNTRY			\$ 160.00 (CBS)	Jeff-Pilot

DES MOINES

Arbitron Rank/Pop (12+): 111/327,600
 MSA Rank/Pop: 123/398,000
 ADI # 66
 Average Person Ratings: 16.0
 Market TSL: 21.00 hours

Stations: 16/16
 Diaries: 800/409:1/56.1%
 Sample Target: 790
 % Below Line: 0.0
 % Not Listed: 8.4

1991 Revenue: \$13,500,000
 HH Inc.: \$31,632
 Retail \$: 3.7 Bil
 Pop per Station: 20,475
 #1 Biller: WHO \$3,200,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. KGGO-AF (AOR)	88/16.8	18.0	15.4	19.6	13.7	17.5	157/1813	923/28.2	29.5	25.6			KGGO-AF
2. KJJY-AF (C)	78/14.9	14.6	9.5	14.2	12.7	13.3	134/1550	918/28.0	27.6	21.9			KJJY-AF
WHO (FS)	78/14.9	12.9	15.0	11.1	12.9	13.5	219/2853	921/28.1	29.7	30.7			WHO
4. KRNQ-F (CHR)	72/13.7	11.5	16.9	14.2	16.3	14.1	146/2145	1026/31.3	31.2	33.0			KRNQ-F
5. KLYF-F (AC)	38/ 7.2	7.4	6.6	10.1	9.1	7.8	72/1103	568/17.3	16.2	18.0			KLYF-F
6. KIOA-F (O)	33/ 6.3	6.8	6.8	5.6	5.8	6.4	55/1018	578/17.6	18.0	14.6			KIOA-F
7. KDMG-F (AOR)	22/ 4.2	3.7	4.0	4.5	3.6	4.1	29/460	304/ 9.3	10.3	11.2			KDMG-F
8. KRNT (BB)	21/ 4.0	7.4	6.3	5.8	6.4	5.9	34/673	430/13.1	13.9	14.3			KRNT
9. KMXD-F (EZ)	16/ 3.0	2.0	0.8	----	----	1.5	16/226	226/ 6.9	5.5	0.0			KMXD-F
10. KIOA (O)	12/ 2.3	1.8	2.5	1.0	2.0	1.9	23/523	237/ 7.2	7.7	8.4			KIOA
11. KEZT-F (SAC/EZ)	10/ 1.9	1.2	4.2	3.1	6.0	2.6	27/595	252/ 7.7	5.9	12.9			KEZT-F
12. KWKY (REL)	5/ 1.0	1.0	0.9	----	1.0	0.7	7/225	168/ 5.1	4.4	4.3			KWKY
KDLS (C)	5/ 1.0	1.2	----	----	----	0.6	7/67	48/ 1.5	1.4	0.0			KDLS
14.													
15.													

12+ FM SHARE (METRO): 74.22% (357 of 481) (WIN 91: 69.10%)

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

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

KDMI-F 97.3 Des Moines 0.6/3.2/ 5/ 169

RADIO STATIONS

KDLS, 1310, 500 W (DAYS), COUNTRY	MBS, \$ 10.00 (---)	(PERRY)
KIOA, 940, 10 KW/5 KW (DA-2), OLDIES	ABC, \$ NA (Banner)	Midwest
KRNT, 1350, 5 KW (DA-N), NOSTALGIA	CBS, UNISUP, \$ 24.00 (Katz)	Saga
WHO, 1040, 50 KW, FULL SERVICE	ABC, \$ 65.00 (Christal)	Palmer
KDMG-F, 103.3, 100 KW @ 745, PROG AOR	UNIPWR, \$ 21.00 (HNWH)	(PELLA)
KEZT-F, 104.1, 100 KW @ 1010, SOFT AC/EZ	\$ 16.00 (HNWH)	(AMES)
KGGO-F, 94.9, 100 KW @ 1066, AOR	SOURCE, \$ 53.00 (Eastman)	Stoner
KIOA-F, 93.3, 100 KW @ 1063, OLDIES	\$ 31.00 (Banner)	Midwest
KJJY-F, 92.5, 41 KW @ 1453, COUNTRY	\$ 47.00 (McGuild)	Fuller-Jeffrey (ANKENY)
KLYF-F, 100.3, 100 KW @ 1700, AC	\$ 40.00 (Christal)	Palmer
KMXD-F, 106.3, 3 KW @ 328, EZ	\$ 14.00 (Schubert)	(ANKENY)
KRNQ-F, 102.5, 100 KW @ 1260, CHR	ABC, \$ 44.00 (Katz)	Saga

DETROIT

Arbitron Rank/Pop (12+): 6/3,611,500
 MSA Rank/Pop: 5/4,660,000
 ADI # 9
 Average Person Ratings: 18.3
 Market TSL: 23.75 hours

Stations: 33/31
 Diaries: 2615/1381:1/53.5%
 Sample Target: 2560
 % Below Line: 0.8
 % Not Listed: 7.5

1991 Revenue: \$117,300,000
 HH Inc.: \$34,932
 Retail \$: 37.0 Bil
 Pop per Station: 116,500
 #1 Biller: WJR \$17,000,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. WJR (FS)	550/ 8.3	9.3	9.3	8.0	8.3	8.7	765/9929	7254/20.1	22.4	21.8			WJR
2. WJLB-F (B)	417/ 6.3	6.6	6.2	6.3	7.2	6.3	455/5851	5291/14.7	13.7	13.7			WJLB-F
3. WWJ (N)	412/ 6.2	6.3	4.4	5.7	5.9	5.7	426/7607	7026/19.5	19.9	19.5			WWJ
4. WWWW-F (C)	331/ 5.0	5.3	6.1	6.3	5.1	5.7	356/5240	4750/13.2	13.5	12.0			WWWW-F
5. WXYT (T)	319/ 4.8	4.3	3.7	3.7	4.5	4.1	325/3980	3877/10.7	9.0	9.6			WXYT
6. WLTJ-F (SAC)	313/ 4.7	3.8	3.3	3.7	5.1	3.9	329/4961	4597/12.7	11.4	12.2			WLTJ-F
7. WHYT-F (CHR)	304/ 4.6	4.4	4.7	4.5	4.2	4.6	335/6991	6456/17.9	16.7	18.2			WHYT-F
8. WLLZ-F (AOR)	299/ 4.5	4.3	4.2	3.4	3.7	4.1	317/5778	5189/14.4	14.2	13.2			WLLZ-F
9. WKQI-F (AC)	292/ 4.4	4.7	5.0	4.7	3.9	4.7	310/5967	5578/15.4	15.7	15.8			WKQI-F
WJOI-F (SAC/EZ)	292/ 4.4	3.9	3.6	5.1	5.4	4.3	308/4957	4712/13.0	10.5	10.6			WJOI-F
11. WOMC-F (O)	252/ 3.8	4.5	5.4	3.9	2.9	4.4	277/5094	4704/13.0	14.6	9.7			WOMC-F
12. WRIF-F (AOR)	232/ 3.5	2.8	3.9	4.4	3.7	3.7	261/5428	4582/12.7	12.0	13.1			WRIF-F
13. WNIC-F (AC)	230/ 3.5	3.4	3.2	3.5	3.8	3.4	234/4552	4259/11.8	10.5	11.8			WNIC-F
14. WCSX-F (CL AOR)	213/ 3.2	3.8	4.1	3.5	4.1	3.7	251/5074	4465/12.4	13.1	13.6			WCSX-F
15. WMXD-F (U/AC)	206/ 3.1	3.8	3.5	2.7	1.7	3.3	211/3534	3402/ 9.4	8.3	6.3			WMXD-F
16. WJZZ-F (J)	204/ 3.1	3.1	3.6	3.8	3.4	3.4	214/3464	3210/ 8.9	8.8	9.1			WJZZ-F
17. CKLW (BB)	199/ 3.0	2.9	3.1	2.7	2.5	2.9	273/3462	2657/ 7.4	8.3	7.0			CKLW
18. WQRS-F (CL)	184/ 2.8	1.9	2.2	1.7	2.0	2.2	202/2682	2478/ 6.9	5.9	6.0			WQRS-F
19. WDFX-F (CHR)	165/ 2.5	2.3	2.7	2.9	3.6	2.6	174/4595	4296/11.9	10.4	13.9			WDFX-F
20. CIMX-F (AOR)	134/ 2.0	1.5	1.6	0.6	0.6	1.4	151/2348	1961/ 5.4	4.1	3.1			CIMX-F

12+ FM SHARE (METRO): 71.04% (4354 of 6129) (WIN 91: 71.68%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHYT-F>>	1 WLLZ-F<	1 WJLB-F	1 WLLZ-F<	1 WWWW-F<	1 WJR >	1 WJR	1 WJR	1 WJR	1 WJLB-F	1 WJR >
2 WJLB-F>	2 WJLB-F	2 WLLZ-F	2 WJLB-F<	2 WLTJ-F<	2 WWJ >	2 WWJ	2 WLTJ-F	2 WJLB-F	2 WHYT-F	2 WJLB-F
3 WDFX-F	3 WRIF-F	3 WKQI-F	3 WLTJ-F<	3 WJLB-F<	3 WXYT >	3 WJLB-F<	3 WXYT	3 WWJ <	3 WJR <	3 WWJ >
4	4 WKQI-F	4 WLTJ-F	4 WWWW-F	4 WLLZ-F<	4 WJOI-F	4 WKQI-F>	4 WWWW-F	4 WHYT-F<	4 WMXD-F	4 WXYT
5	5 WHYT-F	5 WWWW-F<	5 WKQI-F	5 WKQI-F<	5 WWWW-F<	5 WXYT <	5 WXYT	5 WJOI-F	5 WWWW-F	5 WMXD-F
6	6 WCSX-F	6 WRIF-F<	6 WOMC-F<	6 WJR <	6 WLTJ-F	6 WWWW-F	6 WWJ	6 WLLZ-F<	6 WWJ	6
7	7 WNIC-F	7 WNIC-F	7 WNIC-F	7 WOMC-F	7 CKLW	7 WLLZ-F	7 WJLB-F	7 WLTJ-F	7	7
8	8	8	8 WCSX-F	8	8	8 WLTJ-F	8 WLLZ-F	8 WJOI-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 WJLB-F	1 WJLB-F	1 WJLB-F	1 WJLB-F	1 WKQI-F	1 WLLZ-F	1 WLLZ-F	1 WLLZ-F	1 WLLZ-F	1 WLLZ-F
2 WHYT-F	2 WKQI-F	2 WNIC-F	2 WKQI-F	2 WJLB-F<	2 WJLB-F<	2 WRIF-F>	2 WRIF-F	2 WRIF-F	2 WJR <
3 WKQI-F	3 WHYT-F	3 WKQI-F	3 WNIC-F	3 WNIC-F<	3 WRIF-F	3 WJLB-F<	3 WCSX-F>	3 WCSX-F<	3 WCSX-F<
4 WLTJ-F	4 WNIC-F	4 WLLZ-F	4 WLTJ-F	4 WLTJ-F<	4 WHYT-F>	4 WCSX-F>	4 WWWW-F	4 WJLB-F	4 WWWW-F<
5 WDFX-F	5 WLTJ-F	5 WMXD-F	5 WMXD-F	5 WMXD-F	5 CIMX-F<	5 CIMX-F	5 CIMX-F	5 WJR <	5 WWJ <
6 WNIC-F	6 WMXD-F	6 WWWW-F	6 WHYT-F<	6 WWWW-F	6 WDFX-F	6	6	6 WWWW-F	6 WRIF-F
7 WMXD-F	7 WLLZ-F	7 WLTJ-F	7 WWWW-F	7 WJOI-F	7	7	7	7	7 WXYT
8	8 WDFX-F	8 WHYT-F	8 WOMC-F	8 WOMC-F	8	8	8	8	8 WLTJ-F

OTHER RATED STATIONS	METRO SHARE	CUME	TSA	TSA
	RTG	AQH	CUME	
CKLW-F 93.9 Windsor			0.5/3.6/ 40/1612	
WCHB 1200 Taylor			1.1/1.8/ 83/ 689	
WCXI 1130 Detroit			0.9/2.9/ 63/1187	
WDZR-F 102.7 Mt Clemens/Dtrt			0.8/3.0/ 51/1108	
WGPR-F 107.5 Detroit			1.0/5.1/ 68/1951	
WHND 560 Monroe/Detroit			0.5/1.0/ 31/ 413	
WMKM 1440 Inkster			0.6/1.2/ 38/ 436	
WMTG 1310 Dearborn/Detr			0.9/2.5/ 62/ 908	
WMUZ-F 103.5 Detroit			0.9/3.4/ 64/1373	
WQBH 1400 Detroit			0.5/1.8/ 34/ 655	
WSAQ-F 107.1 Port Huron			0.4/0.9/ 26/ 319	
WIOG-F 102.5 Bay City/Flint			0.5/1.4/101/2023	
WIOT-F 104.7 Toledo			0.3/1.7/140/2171	

DETROIT

RADIO STATIONS

AM STATIONS

WCHB, 1440, 1 KW (DA-2)	, GOSPEL/BLACK	NBN, \$ 31.00 (---)	
WCXI, 1130, 50 KW/10 KW (DA-2),	SEE WWWW-FM		
WHDN, 560, 500 W (DAYS)	, OLDIES	UNIPWR, \$ N/A (McGuild)	Greater Media (MDNROE)
WJR, 760, 50 KW	, FULL SERVICE	ABC, \$ 275.00 (Katz)	Cap Cities/ABC
WMKM, 1440, 1 KW	, BLACK	NBN, NBC, \$ 35.00 (---)	
WMTG, 1310, 5 KW (DA-2)	, BLACK OLDIES	SMN, \$ N/A (McGuild)	Fairmont
WQBH, 1400, 1 KW	, BLACK	, \$ 45.00 (Patt)	
WWJ, 950, 5 KW (DA-N)	, NEWS	CBS, \$ 157.00 (CBS)	CBS
WXYT, 1270, 5 KW (DA-N)	, TALK	NBC-T, CNN, \$ 82.00 (Durpetti)	
CKLW, 800, 50 KW (DA-2)	, NOSTALGIA	UNISUP, \$ 67.00 (Banner)	(WINDSOR ONT)

FM STATIONS

WCSX, 94.7, 14 KW @ 945,	CLASSIC ADR	UNIPWR, \$ 140.00 (McGuild)	Greater Media
WDFX, 99.5, 21 KW @ 755,	CHR	SOURCE, \$ 68.00 (MMR)	Hoker
WGPR, 107.5, 50 KW @ 361,	BLACK	SBN, \$ 56.00 (Lazar)	
WHYT, 96.3, 20 KW @ 787,	CHR	ABC, \$ 100.00 (Katz)	Cap Cities/ABC
WJLB, 97.9, 50 KW @ 489,	BLACK	, \$ 178.00 (MMR)	Booth
WJDI, 97.1, 12 KW @ 889,	SOFT AC/EZ	, \$ 98.00 (CBS)	CBS
WJZZ, 105.9, 20 KW @ 725,	JAZZ	MBS, \$ 90.00 (Torbet)	
WKQI, 95.5, 100 KW @ 430,	AC	, \$ 158.00 (HNWH)	Brdcst. Partners
WLLZ, 98.7, 50 KW @ 479,	AOR	, \$ 154.00 (Group W)	Westinghouse
WLTJ, 93.1, 27 KW @ 669,	SOFT AC	ABC, \$ 130.00 (Christal)	Viacom
WMUZ, 103.5, 50 KW @ 466,	RELIGION	, \$ 45.00 (---)	
WMXD, 92.3, 22 KW @ 699,	URBAN/AC	MBS, \$ 75.00 (Durpetti)	
WNIC, 100.3, 32 KW @ 600,	AC	, \$ 154.00 (McGuild)	Fairmont
WOMC, 104.3, 190 KW @ 361,	OLDIES	UNIULT, \$ 150.00 (Torbet)	Infinity
WQRS, 105.1, 20 KW @ 784,	CLASSICAL	, \$ 82.00 (CHBS)	Marlin
WRIF, 101.1, 27 KW @ 879,	AOR	ABC, \$ 120.00 (Banner)	Great American
WWW, 106.7, 61 KW @ 508,	COUNTRY	APR UNIULT, \$ 157.00 (Eastman)	Shamrock
WXCD, 102.7, 50 KW @ 499,		, \$ 60.00 (Durpetti)	Ragan Henry
CIMX, 88.7, 100 KW @ 577,	AOR	, \$ NA (MMR)	(WINDSOR, DNT)
CKLW, 93.9, 100 KW @ 699,	OLDIES	, \$ 61.00 (Banner)	(WINDSOR, ONT)

EL PASO

Arbitron Rank/Pop (12+): 78/481,200
 MSA Rank/Pop: 86/600,000
 ADI # 104
 Average Person Ratings: 17.5
 Market TSL: 23.25 hours

Stations: 25/18
 Diaries: 1004/479:1/54.1%
 Sample Target: 930
 % Below Line: 5.2
 % Not Listed: 9.6

1991 Revenue: \$11,700,000
 HH Inc.: \$26,336
 Retail \$: 3.8 Bil
 Pop per Station: 26,733
 #1 Biller: KHEY-AF \$3,200,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. KHEY-F (C)	131/15.5	15.7	16.1	16.8	15.0	16.0	141/1559	1340/27.8	31.8	30.1			KHEY-F
2. KPRR-F (CHR)	91/10.8	13.0	11.5	12.4	10.5	11.9	100/1388	1236/25.7	26.1	28.4			KPRR-F
3. KBNA-AF (SP)	81/ 9.6	6.6	6.9	4.9	6.2	7.0	89/1000	892/18.5	16.8	13.6			KBNA-AF
4. KLAQ-F (AOR)	75/ 8.9	7.9	6.6	7.5	11.3	7.7	89/1397	1034/21.5	19.5	22.5			KLAQ-F
5. KAMZ-F (AC)	58/ 6.9	7.8	7.5	9.8	10.5	8.0	64/974	867/18.0	20.8	21.0			KAMZ-F
6. KTSM-F (EZ/SAC)	45/ 5.3	3.9	6.9	5.1	5.5	5.3	54/820	656/13.6	12.0	13.8			KTSM-F
7. KTSM (T/N)	43/ 5.1	4.1	4.3	3.2	4.6	4.2	43/533	504/10.5	9.8	9.9			KTSM
8. KOFX-F (O)	39/ 4.6	6.2	7.1	5.2	5.0	5.8	48/893	729/15.1	18.0	14.1			KOFX-F
KAMA (SP)	39/ 4.6	3.8	2.7	3.9	4.4	3.8	45/539	460/ 9.6	0.0	10.0			KAMA
10. KSET-F (?)	27/ 3.2	1.9	2.1	2.7	1.7	2.5	28/524	489/10.2	7.4	6.7			KSET-F
11. KEZB-F (AC)	26/ 3.1	4.7	7.5	4.6	3.5	5.0	27/596	546/11.3	16.1	15.1			KEZB-F
12. KHEY (C)	22/ 2.6	2.4	2.0	2.0	3.2	2.3	31/407	320/ 6.7	7.9	8.5			KHEY
13. KROD (O)	17/ 2.0	2.5	2.2	3.5	2.5	2.5	20/546	462/ 9.6	9.7	9.4			KROD

12+ FM SHARE (METRO): 76.64% (584 of 762) (WIN 91: 78.20%)

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

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

KELP	1590	El Paso	0.7/2.1/	6/ 99
KEZB	1150	El Paso	0.7/2.9/	6/ 150
KFNA	1060	El Paso	0.7/1.6/	7/ 89
KVIV	1340	El Paso	0.7/1.6/	7/ 96
XCJC	1490	Ciudad Juarez	0.4/1.0/	3/ 46
XEJ	970	Ciudad Juarez	1.1/3.3/	10/ 172
XEP	1300	Ciudad Juarez	0.4/1.3/	3/ 64
XHEM-F	103.5	Ciudad Juarez	0.4/1.6/	3/ 76
XHIM-F	105.1	Ciudad Juarez	1.4/5.8/	12/ 281
XHPX-F	98.3	Ciudad Juarez	0.9/4.2/	8/ 203
XHTO-F	104.3	Ciudad Juarez	0.7/2.7/	6/ 131

RADIO STATIONS

KAMA,	750,	10 KW/1 KW (DA-2),	HISPANIC	, \$ 26.00 (Caballero)	Pinnacle
KBNA,	920,	1 KW/500 W (DA-N),	SEE KBNA-FM		
KHEY,	690,	10 KW (DA-2)	, SEE KHEY-FM		
KROD,	600,	5 KW (DA-2)	, OLDIES	UNIULT ABC , \$ 17.00 (HNWH)	D & F
KTSM,	1380,	5 KW/500 W	, TALK/NEWS	NBC-T CBS , \$ 20.00 (HNWH)	
KVIV,	1340,	1 KW	, HISPANIC	CRC , \$ 15.00 (Lotus)	
KAMA-F,	94.7,	61 KW @ 981	, HISPANIC	\$ NA (Caballero)	
KAMZ-F,	93.1,	30 KW @ 1168	, AC	\$ 29.00 (Eastman)	Pinnacle
KBNA-F,	97.5,	100 KW @ 1089	, HISPANIC	\$ 34.00 (Katz Hisp)	Tichenor
KEZB-F,	93.9,	96 KW @ 1210	, AC	ABC, \$ 28.00 (Schubert)	
KHEY-F,	96.3,	100 KW @ 1391	, COUNTRY	\$ 69.00 (Katz)	Ragan Henry
KLAQ-F,	95.5,	100 KW @ 1391	, AOR	UNIPWR ABC, \$ 40.00 (HNWH)	D & F
KOFX-F,	92.3,	100 KW @ 1860	, OLDIES	UNIPWR, \$ 34.00 (Mc-Guild)	
KPRR-F,	102.1,	100 KW @ 1191	, CHR	\$ 33.00 (Durpetti)	
KTSM-F,	99.9,	100 KW @ 1820	, EZ/SOFT AC	NBC CBS, \$ 22.00 (HNWH)	

FRESNO

Arbitron Rank/Pop (12+): 69/543,800
 MSA Rank/Pop: 80/638,000
 ADI # 62
 Average Person Ratings: 16.2
 Market TSL: 21.75 hours

Stations: 28/25
 Diaries: 1039/523:1/50.9%
 Sample Target: 980
 % Below Line: 1.0
 % Not Listed: 17.2

1991 Revenue: \$19,200,000
 HH Inc.: \$35,174
 Retail \$: 4.6 Bill
 Pop per Station: 21,752
 #1 Biller: KMJ \$4,400,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. KMJ (N/T)	109/12.3	12.1	10.9	11.5	15.0	11.7	202/2173	1147/21.1	20.8	25.7			KMJ
2. KNAX-F (C)	69/ 7.8	9.5	12.1	9.8	8.5	9.8	79/1174	923/17.0	16.3	15.7			KNAX-F
3. KBOS-F (CHR)	54/ 6.1	5.4	3.6	4.8	5.5	5.0	102/1729	970/17.8	17.4	18.2			KBOS-F
4. KFOS-F (O)	46/ 5.2	3.7	3.7	4.5	5.2	4.3	91/1323	811/14.9	12.4	14.9			KFOS-F
5. KRZR-F (AOR)	44/ 5.0	5.1	3.4	3.8	3.5	4.3	84/893	510/ 9.4	9.5	7.9			KRZR-F
6. KJOI-F (SAC)	41/ 4.6	3.9	5.9	6.6	6.8	5.3	88/1235	686/12.6	8.8	15.0			KJOI-F
7. KTHT-F (SAC)	39/ 4.4	4.0	3.4	3.5	4.0	3.8	56/953	755/13.9	12.8	12.2			KTHT-F
8. KQPW-F (CHR)	38/ 4.3	5.3	4.6	4.2	4.4	4.6	65/1310	840/15.4	17.2	11.7			KQPW-F
9. KSKS-F (AC)	33/ 3.7	2.1	2.5	2.3	2.0	2.7	74/1173	571/10.5	7.7	8.1			KSKS-F
10. KJFX-F (CL AOR)	31/ 3.5	3.4	3.0	4.1	3.2	3.5	57/928	571/10.5	9.8	8.2			KJFX-F
11. KFRE (C)	26/ 2.9	4.2	5.0	4.8	3.8	4.2	59/824	409/ 7.5	7.8	8.0			KFRE
12. KXMX-F (SP)	23/ 2.6	2.8	1.7	2.1	0.6	2.3	28/391	291/ 5.4	5.1	2.6			KXMX-F
13. KEZL-F (J/NA)	21/ 2.4	2.7	2.9	3.0	1.8	2.8	25/419	307/ 5.6	6.3	5.4			KEZL-F
14. KTAA-F (?)	17/ 1.9	---	0.3	---	---	0.6	17/154	154/ 2.8	0.0	0.0			KTAA-F
15. KKDJ-F (AOR)	17/ 1.9	3.5	3.1	3.7	2.4	3.0	47/789	369/ 6.8	9.9	7.9			KKDJ-F
16. KGST (SP)	17/ 1.9	4.7	2.5	3.4	3.7	3.1	17/367	359/ 6.6	8.1	6.4			KGST
17. KFIG-F (AC)	17/ 1.9	2.3	2.5	2.2	2.0	2.2	22/464	380/ 7.0	8.1	7.7			KFIG-F
18. KEYQ (BB)	16/ 1.8	0.9	3.7	2.9	2.8	2.3	20/280	211/ 3.9	2.0	3.8			KEYQ
19. KXEX (SP)	14/ 1.6	1.1	1.3	1.4	0.9	1.4	14/199	191/ 3.5	4.5	3.1			KXEX
20. KYNO (O)	12/ 1.4	0.8	1.4	2.3	0.6	1.5	13/239	219/ 4.0	5.0	3.5			KYNO
21. KCML-F (C)	12/ 1.4	1.5	0.9	0.5	3.2	1.1	33/572	203/ 3.7	4.0	7.1			KCML-F
22. KOQO (SP)	11/ 1.2	1.2	0.6	2.0	1.5	1.3	14/254	172/ 3.2	4.0	3.1			KOQO
23.													
24.													
25.													

12+ FM SHARE (METRO): 70.18% (513 of 731) (WIN 91: 66.54%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBOS-F >	1 KRZR-F	1 KNAX-F	1 KMJ	1 KMJ	1 KMJ >	1 KMJ >	1 KMJ >	1 KMJ	1 KBOS-F	1 KMJ >
2 KQPW-F >>	2 KBOS-F	2 KMJ	2 KNAX-F	2 KNAX-F	2 KNAX-F >	2 KNAX-F >	2 KNAX-F	2 KNAX-F	2 KMJ >	2 KQPW-F
3 KTHT-F	3 KTHT-F	3 KRZR-F <	3 KFOS-F	3 KFOS-F >	3 KFOS-F >	3 KBOS-F	3 KFOS-F	3 KBOS-F	3 KTHT-F	3 KRZR-F
4 KRZR-F	4 KSKS-F	4 KFOS-F	4 KJFX-F	4 KJOI-F <	4 KJOI-F	4 KRZR-F	4 KRZR-F	4 KRZR-F	4 KRZR-F	4
5 KTAA-F	5 KJFX-F	5 KBOS-F	5 KJOI-F	5 KJFX-F	5	5 KFOS-F <	KJOI-F <	KQPW-F <	5 KQPW-F	5
6 KSKS-F	6 KQPW-F	6	6	6	6	6 KQPW-F	6 KJFX-F	6 KFOS-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 KRZR-F	1 KSKS-F	1 KJOI-F	1 KNAX-F	1 KNAX-F >	1 KRZR-F	1 KRZR-F >	1 KRZR-F	1 KMJ	1 KMJ >
2 KTHT-F	2 KQPW-F	2 KSKS-F	2 KJOI-F >	2 KJOI-F	2 KBOS-F >	2 KBOS-F	2 KJFX-F >	2 KRZR-F >	2 KFOS-F
3 KQPW-F	3 KJOI-F	3 KTHT-F	3 KTHT-F	3 KMJ	3 KTHT-F	3 KJFX-F	3 KBOS-F	3 KJFX-F	3 KJFX-F
4 KBOS-F	4 KBOS-F	4 KNAX-F	4 KFOS-F	4 KFOS-F >	4 KRZR-F	4 KTHT-F	4 KMJ	4 KFOS-F	4 KRZR-F
5 KTAA-F	5 KNAX-F	5 KQPW-F	5 KBOS-F	5 KSKS-F	5 KXMX-F	5 KXMX-F	5	5 KBOS-F	5 KNAX-F
6 KSKS-F	6 KRZR-F	6 KFIG-F	6 KSKS-F	6	6 KQPW-F	6 KKOJ-F	6	6	6

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA AQH	TSA CUME
KIRV 1510 Fresno	0.5/1.0/	4/	71	
KSEQ-F 97.1 Visalia	0.8/3.0/	45/	571	
KWDO 1430 Fresno	0.5/2.0/	5/	136	
KJUG 1270 Tulare	0.2/0.4/	2/	120	
KJUG-F 106.7 Tulare	0.5/2.1/	72/	872	
KNBR 680 San Francisco	0.3/1.2/	14/	297	

FRESNO

RADIO STATIONS

KEYQ	,	980,	500 W/48 W	,	Nostalgia	UNISUP UNIULT, \$13.00	(CBS)	Americom
KFRE	,	940,	50 KW (DA-2)	,	Country	ABC UNISUP, \$32.00	(HNWH)	EBE
KGST	,	1600,	5 KW (DA-N)	,	Hispanic	, \$28.00	(Lotus)	Lotus
KMJ	,	580,	5 KW	,	News/Talk	NBC-T NBC, \$82.00	(Katz)	Henry
KOQO	,	790,	5 KW/2.5 KW (DA-2)	,	Hispanic	CRC, \$14.00	(Cabellero)	
KXEX	,	1550,	5 KW/2.5 KW (DA-2)	,	Hispanic	, \$18.00	(---)	
KYNO	,	1300,	5 KW/1 KW (DA-N)	,	Oldies	, \$16.00	(Banner)	Brown
KBOS-F,	94.9,	17 KW @	850	,	CHR	ABC, \$37.00	(CBS)	(TULARE)
KCML-F,	107.5,	21 KW @	790	,	Country	, \$20.00	(Eastman)	(HANFORD)
KEZL-F,	96.7,	25 KW @	298	,	Jazz/NAC	, \$22.00	(K & P)	Americom (FOWLER)
KFIG-F,	101.1,	4.7 KW @	1076	,	AC	, \$27.00	(Torbet)	
KFSO-F,	92.9,	19 KW @	820	,	Oldies	, \$43.00	(CBS)	Americom (VISALIA)
KJFX-F,	95.7,	50 KW @	321	,	Classic AOR	, \$38.00	(Banner)	Brown
KJOI-F,	98.9,	19 KW @	820	,	Soft AC	, \$31.00	(MMR)	(DINUBA)
KKDJ-F,	105.9,	2.4 KW @	1958	,	AOR	, \$36.00	(Durpetti)	
KNAX-F,	97.9,	48 KW @	289	,	Country	ABC, \$55.00	(HNWH)	EBE
KQPW-F,	101.9,	2.3 KW @	1948	,	CHR	ABC, \$28.00	(Mc-Guild)	
KRZR-F,	103.7,	50 KW @	500	,	AOR	, \$29.00	(Christal)	(HANFORD)
KSKS-F,	93.7,	68 KW @	1909	,	Country	, \$26.00	(Katz)	Henry
KTHT-F,	102.7,	50 KW @	500	,	Soft AC	, \$30.00	(Christal)	
KXMX-F,	92.1,	25 KW @	1050	,	Hispanic	UPI, \$19.00	(Katz Hisp)	(MADERA)

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

* AC - Adult Contemporary	J/NAC- Jazz and New Adult Contemporary	*
* AOR - Album Oriented Rock	M/FS - Middle of Road, (MOR) Full Service	*
* B - Black (audience predominately black - over 75%)	N - News	*
* BB - Big Band, Nostalgia	O - Oldies (1955 to current)	*
* C - Country	R - Religion, Christian	*
* CHR - Contemporary Hit Radio, Top 40, Contemporary	SAC - Soft Adult Contemporary	*
* CL - Classical	SP - Hispanic/Spanish	*
* CL AOR - Classic AOR, Classic Rock	T - Talk	*
* E - Ethnic	U - Urban (majority of audience is non-white)	*
* EZ - EZ Listening, Beautiful Music, Some Very soft AC	? - Others or Unknown	*
* G --Gospel		*

GRAND RAPIDS

Arbitron Rank/Pop (12+): 66/560,900
 MSA Rank/Pop: 74/673,000
 ADI # 37 (w/Kalamazoo)
 Average Person Ratings: 16.4
 Market TSL: 21.75 hours

StationS: 21/17
 Diaries: 976/575:1/58.1%
 Sample Target: 1020
 % Below Line: 9.6
 % Not Listed: 17.3

1991 Revenue: \$32,100,000
 HH Inc.: \$34,367
 Retail \$: 5.8 Bil
 Pop per Station: 32,994
 #1 Biller: WCUZ-AF \$3,600,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. WLHT-F (AC)	93/10.1	6.0	8.8	6.4	8.3	7.8	101/1319	1029/18.3	15.8	15.7			WLHT-F
2. WCUZ-F (C)	83/9.0	9.4	7.7	8.8	8.1	8.7	139/1794	1152/20.5	18.3	16.4			WCUZ-F
3. WKLQ-F (AOR)	82/8.9	9.9	10.4	6.8	9.2	9.0	149/1949	1045/18.6	20.2	19.7			WKLQ-F
4. WOOD (FS)	73/7.9	6.4	5.7	7.2	5.3	6.8	79/894	811/14.5	14.8	12.8			WOOD
5. WGRD-F (CHR)	72/7.8	9.6	8.9	9.6	9.7	9.0	98/2126	1207/21.5	25.1	24.3			WGRD-F
6. WOOD-F (EZ/SAC)	54/5.9	9.9	7.3	8.0	9.1	7.8	105/1646	750/13.4	18.6	19.4			WOOD-F
7. WODJ-F (O)	52/5.6	7.2	6.3	7.3	4.5	6.6	82/1468	915/16.3	18.4	13.8			WODJ-F
8. WMUS-F (C)	51/5.5	5.8	3.9	4.6	5.2	4.9	122/1436	659/11.7	11.6	12.1			WMUS-F
9. WJFM-F (CL AOR)	37/4.0	2.5	6.1	3.9	3.6	4.1	86/1685	750/13.4	11.0	13.0			WJFM-F
10. WLAV-F (AOR)	30/3.3	3.8	3.9	2.9	5.2	3.5	47/1106	691/11.8	10.7	14.1			WLAV-F
11. WSNX-F (CHR)	28/3.0	2.4	2.7	2.9	2.5	2.8	83/1658	683/12.2	11.1	11.2			WSNX-F
12. WCUZ (C)	26/2.8	2.7	3.3	3.1	1.8	3.0	27/352	300/5.3	8.1	6.1			WCUZ
13.													
14.													
15.													

12+ FM SHARE (METRO): 83.20% (634 of 762) (WIN 91: 89.21%)

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

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WFUR	1570	Grand Rapids	0.2/1.3/	2/ 75
WFUR-F	102.9	Grand Rapids	1.3/6.4/	16/ 432
WGRD	1410	Grand Rapids	0.3/1.5/	3/ 103
WHTC	1450	Holland	0.9/2.7/	11/ 210
WJQK-F	99.3	Zeeland/Holland	2.3/5.7/	31/ 379
WKWM	1140	Kentwood/GrRpdS	1.3/2.5/	12/ 138
WYXX-F	96.1	Holland	1.5/6.1/	19/ 454
WGN	720	Chicago	0.4/1.6/	13/ 181
WMHG-F	107.9	Muskegon	0.5/1.2/	16/ 131

RADIO STATIONS

WCUZ	, 1230,	1 KW	-- See WCUZ-FM		
WKWM	, 1140,	5 KW (DAYS, DA)	Black	SBN, \$17.00	(Patt)
WOOD	, 1300,	5 KW (DA-N)	Full Service	NBC, \$40.00	(Katz)
WCUZ-F,	101.3,	50 KW @ 420	Country	ABC, \$76.00	(Christal)
WFUR-F,	102.9,	48 KW @ 510	Religion/EZ	, \$16.00	(---)
WGRD-F,	97.9,	13 KW @ 590	CHR	, \$43.00	(Durpetti)
WJFM-F,	93.7,	320 KW @ 781	CL AOR	CBS, \$35.00	(Torbet)
WKLQ-F,	94.5,	50 KW @ 500	AOR	ABC, \$50.00	(Eastman)
WLAV-F,	96.9,	50 KW @ 500	AOR	SOURCE, \$37.00	(MMR)
WLHT-F,	95.7,	40 KW @ 551	AC	, \$72.00	(Eastman)
WODJ-F,	107.3,	50 KW @ 492	Oldies	UNIULT, \$59.00	(Banner)
WOOD-F,	105.7,	265 KW @ 810	EZ/SAC	, \$54.00	(Katz)
WYXX-F,	96.1,	50 KW @ 492	AC	UNISUP, \$23.00	(Patt)
WMUS-F,	106.9,	50 KW @ 479	Country	ABC, \$38.00	(HNWH)
WSNX-F,	104.5,	50 KW @ 361	CHR	UNIPWR, \$30.00	(Banner)

GREENSBORO-WS

Arbitron Rank/Pop (12+): 48/809,600
 MSA Rank/Pop: 56/942,000
 ADI # 49
 Average Person Ratings: 17.0
 Market TSL: 22.25 hours

Stations: 27/22
 Diaries: 1338/605:1/55.8%
 Sample Target: 1210
 % Below Line: 4.4
 % Not Listed: 15.1

1991 Revenue: \$21,200,000
 HH Inc.: \$26,025
 Retail \$: 7.5 B11
 Pop per Station: 36,800
 #1 Biller: WTQR-F \$4,600,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. WTQR-F (C)	233/17.0	16.3	17.3	17.6	19.9	17.0	396/4405	2595/32.1	28.1	30.3			WTQR-F
2. WKRR-F (CL AOR)	133/ 9.7	9.9	8.1	8.2	8.8	9.0	170/2320	1681/20.8	20.3	19.4			WKRR-F
3. WSJS (FS)	99/ 7.2	5.5	4.2	5.8	5.6	5.7	99/1271	1184/14.6	12.0	12.7			WSJS
4. WWWB-F (AC)	79/ 5.8	5.3	4.9	5.1	4.5	5.3	117/1511	956/11.8	11.5	11.6			WWWB-F
5. WMAG-F (AC)	68/ 5.0	5.9	6.6	5.2	5.4	5.7	100/1515	1018/12.6	13.9	13.1			WMAG-F
WJMH-F (B)	68/ 5.0	5.5	7.3	6.7	6.3	6.1	115/2205	1241/15.3	15.6	17.5			WJMH-F
7. WQMG-F (B)	67/ 4.9	5.6	6.4	6.2	5.7	5.8	103/1636	1077/13.3	12.0	13.4			WQMG-F
8. WKSI-F (CHR)	57/ 4.2	3.4	4.0	3.6	4.5	3.8	102/1915	1116/13.8	11.2	13.4			WKSI-F
9. WMQX-F (O)	54/ 3.9	4.6	3.0	4.4	2.5	4.0	78/1515	993/12.3	11.9	8.4			WMQX-F
10. WKZL-F (CHR)	48/ 3.5	4.0	4.1	4.8	5.1	4.1	73/1630	1035/12.8	13.0	13.8			WKZL-F
11. WPCM-F (C)	36/ 2.6	2.5	1.7	1.8	1.8	2.2	161/1838	474/ 5.9	5.5	4.2			WPCM-F
12. WFMX-F (C)	34/ 2.5	2.0	1.6	2.2	1.3	2.1	90/1330	566/ 7.0	5.4	4.8			WFMX-F
13. WWGL-F (REL)	23/ 1.7	2.4	1.4	1.5	0.5	1.8	43/577	366/ 4.5	5.7	3.1			WWGL-F
14. WQMG (REL)	20/ 1.5	1.1	0.5	1.0	1.0	1.0	22/202	195/ 2.4	1.4	0.7			WQMG
WMKG-F (SAC)	20/ 1.5	2.6	2.3	1.4	1.8	1.9	30/688	430/ 5.3	6.3	5.3			WMKG-F
WMFR (BB)	20/ 1.5	1.4	1.4	1.6	1.6	1.5	20/227	227/ 2.8	2.7	3.1			WMFR

12+ FM SHARE (METRO): 83.09% (968 of 1165) (WIN 91: 83.92%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKSI-F	1 WKRR-F	1 WTQR-F	1 WTQR-F	1 WTQR-F	1 WTQR-F	1 WTQR-F	1 WTQR-F	1 WTQR-F	1 WTQR-F	1 WTQR-F
2 WJMH-F	2 WTQR-F	2 WKRR-F	2 WKRR-F	2 WKRR-F	2 WSJS	2 WSJS	2 WKRR-F	2 WKRR-F	2 WQMG-F	2 WSJS
3 WKRR-F	3 WWWB-F	3 WWWB-F	3 WWWB-F	3 WWWB-F	3 WMAG-F	3 WKRR-F	3 WWWB-F	3 WWWB-F	3 WKSI-F	3 WQMG-F
4 WTQR-F	4 WJMH-F	4 WQMG-F	4 WMAG-F	4 WMAG-F	4 WWWB-F	4 WMAG-F	4 WSJS	4 WJMH-F	4 WKRR-F	4 WKRR-F
5 WQMG-F	5 WQMG-F	5 WMAG-F	5 WQMG-F	5 WQMG-F	5 WMQX-F	5 WWWB-F	5 WMAG-F	5 WMAG-F	5 WJMH-F	5 WMQX-F
6	6	6 WJMH-F	6 WMQX-F	6	6	6	6 WQMG-F	6 WSJS	6 WKZL-F	7 WHPE-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 WKRR-F	1 WKRR-F	1 WTQR-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 WTQR-F	2 WKRR-F	2 WKRR-F	2 WWWB-F	2 WTQR-F	2 WTQR-F	2 WTQR-F	2 WTQR-F	2 WKRR-F
3 WQMG-F	3 WJMH-F	3 WWWB-F	3 WMAG-F	3 WMAG-F	3 WWWB-F	3 WWWB-F	3 WPCM-F	3 WWWB-F	3 WWWB-F
4 WKZL-F	4 WWWB-F	4 WMAG-F	4 WWWB-F	4 WQMG-F	4 WKSI-F	4 WPCM-F	4 WWWB-F	4 WMQX-F	4 WMQX-F
5 WTQR-F	5 WQMG-F	5 WJMH-F	5 WQMG-F	5 WKRR-F	5	5	5	5	5 WSJS
6 WKSI-F	6 WKZL-F	6 WQMG-F	6 WJMH-F	6 WJMH-F	6	6	6	6	6
		7 WKZL-F							

OTHER RATED STATIONS	METRO SHARE	CUME/RTG	TSA/AQH	TSA/CUME
WAAA 980 Winston-Salem	0.6/2.2/	8/	178	
WGLD 1320 Greensboro	1.2/2.9/	16/	256	
WHPE-F 95.5 High Point	1.2/4.3/	32/	675	
WKEW 1400 Greensboro	0.9/2.7/	13/	248	
WLXN 1440 Lexington	0.7/1.6/	10/	130	
WTHP-F 98.3 Thomasville	0.4/1.1/	5/	88	
WTNC 790 Thomasville	0.8/2.2/	11/	177	
WRDX-F 106.5 Salisbury/Chrlt	0.4/2.6/	9/	297	
WRFX-F 99.7k Annapolis	0.4/1.0/	40/	626	
WROV-F 96.3 Charlotte	0.4/2.1/	58/	635	
WSOC-F 103.7 Charlotte	0.7/2.4/	101/	1161	

GREENSBORO-WS

RADIO STATIONS

WAAA	,	980,	1 KW/69 W	,	Black	NBN, \$16.00	(---)	
WMFR	,	1230,	1 KW	,	Nostalgia	ABC APR, \$21.00	(Christal)	Voyager
WSJS	,	600,	5 KW (DA-2)	,	Full Service	NBC MBS, \$42.00	(Mc-Guild)	New Market
WHPE-F,		95.5,	100 KW @ 440	,	Religion			
WJMH-F,		102.1,	106 KW @ 1204	,	Black	, \$15.00	(---)	
WKRR-F,		92.3,	100 KW @ 1289	,	Classic AOR	, \$43.00	(HNWH)	Beasley (REIDSVILLE)
WKSJ-F,		98.7,	100 KW @ 718	,	CHR	, \$71.00	(Katz)	Dick
WKZL-F,		107.5,	100 KW @ 500	,	CHR	, \$38.00	(Eastman)	Bahakel
WMAG-F,		99.5,	100 KW @ 1:99	,	AC	ABC, \$42.00	(Katz)	
						, \$68.00	(Christal)	Voyager
WMKG-F,		94.5,	100 KW @ 981	,	Soft AC	UNIULT, \$28.00	(Christal)	Ragan Henry (EDEN)
WMQX-F,		93.1,	100 KW @ 1099	,	Oldies	, \$38.00	(Durpetti)	EBE
WPCM-F,		101.1,	100 KW @ 1191	,	Country	MBS, \$24.00	(Durpetti)	(BURLINGTON)
WQMG-F,		97.1,	100 KW @ 1233	,	Black	ABC CBS, \$40.00	(Banner)	
WTQR-F,		104.1,	100 KW @ 1420	,	Country	MBS, \$97.00	(Mc-Guild)	New Market
WWGL-F,		94.1,	100 KW @ 485	,	Religion	CNN, \$17.00	(TN)	(LEXINGTON)
WWWB-F,		100.3,	100 KW @ 1046	,	AC	UNISUP UNIULT, \$44.00	(MMR)	Mann

GREENVILLE, NC

Arbitron Rank/Pop (12+): 81/443,300
 MSA Rank/Pop: NA
 ADI # 105
 Average Person Ratings: 17.2
 Market TSL: 22.75 hours

Stations: 27/22
 Diaries: 974/455:1/59.2%
 Sample Target: 900
 % Below Line: 9.3
 % Not Listed: 13.5

1991 Revenue: NA
 HH Inc.: \$27,695
 Retail \$: 3.3 Bill
 Pop per Station: 20,150
 #1 Biller: NA

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. WRNS-F (C)	162/21.2	17.4	19.9	18.7	17.5	19.3	215/2062	1342/20.3	27.4	25.2			WRNS-F
2. WIKS-F (B)	108/14.2	14.3	16.1	18.5	16.8	15.8	144/1597	1031/23.3	21.6	26.8			WIKS-F
3. WNCT-F (EZ)	42/ 5.5	5.3	5.6	5.8	5.3	5.6	71/1038	571/12.9	11.6	11.9			WNCT-F
4. WSFL-F (CL AOR)	41/ 5.4	4.8	---	---	0.6	2.6	47/715	624/14.1	12.0	2.0			WSFL-F
5. WDLX-F (AC)	37/ 4.8	6.7	5.6	8.0	7.2	6.3	55/1061	704/15.9	18.3	18.5			WDLX-F
6. WRHT-F (CHR)	35/ 4.6	2.6	3.2	3.2	2.6	3.4	35/390	390/ 8.8	8.3	5.6			WRHT-F
7. WKOQ-F (O)	32/ 4.2	5.4	5.8	3.9	5.0	4.8	37/517	445/10.0	9.9	10.7			WKOQ-F
8. WVVY-F (AC)	27/ 3.5	3.7	4.0	2.2	1.7	3.3	31/454	378/ 8.5	9.1	6.0			WVVY-F
9. WRDU-F (ADR)	22/ 2.9	3.2	2.1	2.2	1.4	2.6	47/739	284/ 6.4	6.6	5.6			WRDU-F
WGTM (REL)	22/ 2.9	2.6	1.1	2.2	1.3	2.2	36/396	175/ 3.9	4.4	2.7			WGTM
11. WXQR-F (ADR)	20/ 2.6	3.1	2.3	2.3	1.6	2.6	20/297	283/ 6.4	7.2	3.8			WXQR-F
12. WKQT-F (CHR)	18/ 2.4	2.5	4.4	4.2	6.8	3.4	20/410	386/ 8.7	10.2	13.2			WKQT-F
13. WTRG-F (AC)	16/ 2.1	1.9	3.7	1.3	3.3	2.3	61/862	296/ 6.7	5.8	7.2			WTRG-F
14.													
15.													

12+ FM SHARE (METRO): 90.91% (600 of 660) (WIN 91: 92.44%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIKS-F>>	1 WRNS-F	1 WRNS-F>	1 WRNS-F>>	1 WRNS-F>>	1 WRNS-F>>	1 WRNS-F>	1 WRNS-F>>	1 WRNS-F>	1 WIKS-F>	1 WIKS-F<
2 WRNS-F>	2 WIKS-F>	2 WIKS-F>	2 WIKS-F>	2 WIKS-F>	2 WNCT-F	2 WIKS-F>>	2 WIKS-F>	2 WIKS-F>>	2 WRNS-F>>	2 WRNS-F
3 WRHT-F	3 WSFL-F	3 WSFL-F>	3 WKOQ-F	3 WKOQ-F	3 WIKS-F	3 WDLX-F<	3 WNCT-F	3 WNCT-F	3 WSFL-F	3
4 WDLX-F	4 WRHT-F	4 WRHT-F	4 WDLX-F	4 WDLX-F	4 WKOQ-F	4 WKOQ-F	4 WSFL-F	4 WSFL-F	4 WVVY-F	4
5	5	WDLX-F	5 WVVY-F	5	5	5	5 WKOQ-F<	WDLX-F	WDLX-F	5
6	6	6	6	6	6	6	6 WDLX-F	6	6 WRHT-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 WIKS-F>	1 WRNS-F<	1 WRNS-F>	1 WRNS-F	1 WRNS-F>	1 WSFL-F	1 WRNS-F>	1 WRNS-F>>	1 WRNS-F>	1 WRNS-F>>
2 WRNS-F>	2 WIKS-F>>	2 WIKS-F>>	2 WIKS-F>>	2 WIKS-F>>	WIKS-F	2 WIKS-F<	2 WIKS-F	2 WIKS-F	2 WIKS-F>
3 WVVY-F	3 WVVY-F	3 WVVY-F	3 WDLX-F>	3 WKOQ-F	3 WRNS-F	3 WSFL-F>	3 WSFL-F	3 WSFL-F>	3 WKOQ-F
WRHT-F	WRHT-F	WRHT-F	4 WVVY-F	WDLX-F	4 WXQR-F>	4 WRHT-F	4 WRHT-F	4 WRHT-F	4 WVVY-F
WDLX-F	WDLX-F	WDLX-F	WKOQ-F	5	5 WRHT-F>	5 WXQR-F	5 WVVY-F	5 WXQR-F	5 WSFL-F
6 WSFL-F	6	6	6	6	6 WRDU-F	6 WRDU-F	7 WRDU-F	6	6

OTHER RATED STATIONS	METRO SHARE	CUME /RTG	TSA /AQH	TSA /CUME
WBTB 1400	Beaufort/Morhd	0.7/1.4/	5/	60
WCZI-F 98.3	Washington	1.2/1.6/	10/	90
WELS 1010	Kinston	0.4/1.9/	3/	85
WHTE-F 103.7	willmstn	0.7/1.8/	10/	284
WJCV 1290	Jacksonville	0.8/1.5/	6/	68
WJNC 1240	Jacksonville	0.9/2.6/	7/	115
WKGK-F 102.9	Kinston	0.3/1.3/	2/	56
WMBL 740	Morehead City	0.8/1.1/	9/	89
WOOW 1340	Greenville	1.2/2.3/	9/	113
WQDW-F 97.7	Kinston	1.3/4.6/	14/	226
WRNS 960	Kinston	0.3/0.7/	2/	30
WRQR-F 94.3	Farmville/Grnvl	0.4/3.1/	3/	153
WDRP-F 98.9	Windsor/Wlmstn	0.5/1.3/	7/	92
WKTC-F 96.9	Tarboro/Rky Mnt	0.9/5.0/	47/	1032

RADIO STATIONS

WELS, 1010, 1 KW/500 W (DA-N), COUNTRY		\$ 9.00 (---)	(KINSTON)
WIKS-F, 101.9, 100 KW @ 981, BLACK	ABC, UNILT,	\$ 33.00 (HNWH)	Taylor (NEW BERN)
WKOQ-F, 98.7, 100 KW @ 298, OLDIES	MBS,	\$ 19.00 (Durpetti)	(JACKSONVILLE)
WKQT-F, 103.3, 100 KW @ 459, CHR	ABC,	\$ 15.00 (Christal)	(NEWPORT)
WNCT-F, 107.9, 100 KW @ 1699, EZ	ABC,	\$ 22.00 (MMR)	Park (GREENVILLE)
WDLX-F, 93.3, 100 KW @ 1781, AC	ABC,	\$ 30.00 (Banner)	(WASHINGTON)
WQDW-F, 97.7, 3 KW @ 249, BLACK		\$ 13.00 (Republic)	(KINSTON)
WRHT-F, 96.3, 50 KW @ 472, CHR	CNN,	\$ 16.00 (---)	(MOREHEAD)
WRNS-F, 95.1, 100 KW @ 1499, COUNTRY	ABC UNILT,	\$ 40.00 (McGuilid)	Pinnacle (KINSTON)
WRQR-F, 94.3, 2 KW @ 407, AC		\$ 12.00 (TN)	(FARMVILLE)
WSFL-F, 106.5, 100 KW @ 915, CLASSIC AOR	UNIPWR,	\$ NA (Eastman)	(NEW BERN)
WVVY-F, 99.5, 17 KW @ 843, AC		\$ 19.00 (---)	Willis (GRIFTON)
WXQR-F, 105.5, 3 KW @ 298, AOR	ABC,	\$ 14.00 (TN)	(JACKSONVILLE)

OTHER RANKED STATIONS -- See Raleigh

GREENVILLE-SPARTANBURG

Arbitron Rank/Pop (12+): 58/670,800
 MSA Rank/Pop: 81/633,000
 ADI # 35 (Asheville)
 Average Person Ratings: 16.7
 Market TSL: 21.75 hours

Stations: 27/20
 Diaries: 1176/570:1/53.2%
 Sample Target: 1120
 % Below Line: 6.8
 % Not Listed: 13.3

1991 Revenue: \$20,000,000
 HH Inc.: \$26,955
 Retail \$: 4.9 Bill
 Pop per Station: 33,540
 #1 Biller: WESC-AF \$4,100,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. WSSL-F (C)	155/13.8	15.4	9.9	11.4	10.8	12.6	291/3244	1841/27.0	25.6	22.1			WSSL-F
2. WESC-F (C)	135/12.0	12.7	12.2	15.4	13.0	13.1	243/3203	1587/23.7	24.4	23.1			WESC-F
3. WROQ-F (AOR)	96/ 8.5	8.0	8.5	6.7	6.1	7.9	130/1806	1182/17.6	16.7	13.3			WROQ-F
WHYI-F (AC)	96/ 8.5	9.5	11.8	12.8	12.4	10.6	158/2653	1463/21.8	21.6	25.8			WHYI-F
5. WSPA-F (SAC/EZ)	90/ 8.0	7.6	7.6	6.5	6.4	7.4	148/1656	1091/16.3	15.2	13.1			WSPA-F
6. WLWZ-AF (B)	67/ 6.0	4.9	4.6	6.0	6.6	5.4	68/706	673/10.0	9.1	11.1			WLWZ-AF
7. WFBC-F (O)	52/ 4.6	4.3	5.6	6.0	5.6	5.1	91/1662	939/14.0	14.7	12.9			WFBC-F
8. WMUU-F (EZ)	34/ 3.0	2.7	2.7	1.2	1.2	2.4	47/593	393/ 5.9	6.2	3.7			WMUU-F
WBBO-F (CHR)	34/ 3.0	3.9	3.7	4.1	2.3	3.7	51/1263	780/11.6	12.0	4.3			WBBO-F
10. WSPA (FS)	31/ 2.8	1.0	1.9	1.7	1.7	1.9	31/356	341/ 5.1	3.3	5.3			WSPA
WFBC (N/T)	31/ 2.8	2.5	2.4	1.5	2.0	2.3	32/416	392/ 5.8	6.2	5.0			WFBC
12. WPEG-F (B)	21/ 1.9	0.8	0.9	1.7	2.0	1.3	33/362	224/ 3.3	3.0	2.3			WPEG-F
13. WMMH-F (AC)	18/ 1.6	1.8	1.9	1.8	4.4	1.8	30/601	437/ 6.5	7.9	14.4			WMMH-F
14. WBFM-F (BB)	16/ 1.4	0.7	0.5	0.5	2.0	0.8	17/246	206/ 3.1	2.0	2.3			WBFM-F
15. WCKZ-F (B)	15/ 1.3	1.3	1.1	2.2	2.1	1.5	25/637	317/ 4.7	6.3	6.8			WCKZ-F
16. WHYZ (B)	13/ 1.2	1.1	1.1	1.6	2.3	1.3	13/203	203/ 3.0	3.3	6.1			WHYZ
WESC (C)	13/ 1.2	0.9	1.0	0.3	0.8	0.9	17/245	193/ 2.9	1.7	3.0			WESC
18.													
19.													

12+ FM SHARE (METRO): 87.89% (856 of 974) (WIN 91: 89.45%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WSSL-F	1 WROQ-F	1 WSSL-F	1 WSSL-F	1 WSSL-F	1 WESC-F	1 WSSL-F	1 WSSL-F	1 WSSL-F	1 WSSL-F	1 WESC-F
2 WESC-F	2 WSSL-F	2 WROQ-F	2 WHYI-F	2 WHYI-F	2 WSSL-F	2 WHYI-F	2 WESC-F	2 WESC-F	2 WESC-F	2 WSSL-F
3 WLWZ-AF	3 WHYI-F	3 WHYI-F	3 WROQ-F	3 WESC-F	3 WSPA-F	3 WESC-F	3 WSPA-F	3 WROQ-F	3 WROQ-F	3 WLWZ-F
WBBO-F	4 WLWZ-AF	4 WESC-F	WESC-F	4 WROQ-F	4 WHYI-F	4 WROQ-F	4 WROQ-F	4 WSPA-F	4 WLWZ-AF	4 WROQ-F
5	5 WESC-F	5 WLWZ-AF	5 WLWZ-AF	5 WSPA-F	5 WFBC-F	5 WSPA-F	WHYI-F	5 WHYI-F	5	WFBC
6	6	6 WSPA-F	6 WSPA-F	6 WFBC-F	6	6 WFBC-F	6 WFBC	6 WLWZ-AF	6	6
7	7	7 WFBC-F	WFBC-F	7 WLWZ-AF	7	7	7	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 WSSL-F	1 WSSL-F	1 WHYI-F	1 WHYI-F	1 WHYI-F	1 WROQ-F	1 WROQ-F	1 WROQ-F	1 WROQ-F	1 WSSL-F
2 WROQ-F	2 WROQ-F	2 WSSL-F	2 WSSL-F	2 WSSL-F	2 WSSL-F	2 WSSL-F	2 WLWZ-AF	2 WSSL-F	2 WROQ-F
3 WMMH-F	3 WHYI-F	3 WESC-F	3 WESC-F	3 WESC-F	3 WHYI-F	3 WLWZ-AF	3 WSSL-F	3 WESC-F	3 WESC-F
WBBO-F	4 WLWZ-AF	4 WLWZ-AF	4 WSPA-F	4 WSPA-F	4 WCKZ-F	4 WHYI-F	4 WHYI-F	4 WHYI-F	4 WHYI-F
5 WLWZ-AF	5 WESC-F	5 WROQ-F	5 WLWZ-AF	5 WFBC-F	5 WBBO-F	5	5	5 WLWZ-AF	5 WFBC-F
WHYI-F	6 WBBO-F	6 WSPA-F	6 WROQ-F	6 WLWZ-AF	6	6	6	6 WFBC-F	6 WLWZ-AF
7 WESC-F									

OTHER RATED STATIONS	METRO CUME	TSA	TSA
	SHARE/RTG/AQH/CUME		
WASC 1530 Spartanburg	0.6/2.1/	7/	143
WORD 910 Spartanburg	0.4/1.6/	4/	107
WPJM 800 Greer	0.4/1.3/	5/	87
WRIX 1020 Homeland Park	0.9/0.8/	10/	57
WRIX-F 103.1 HoneaPath/Ander	0.6/2.4/	9/	201
WFGW 1010 Black Mountain	0.3/0.0/	0/	0
WFOX-F 97.1 Gainsville	1.1/1.9/	37/	473
WKSF-F 99.9 Asheville/Hndrs	0.5/3.6/	93/	1347
WHIT-F 106.9 Black Mountain	0.3/2.2/	31/	488

RADIO STATIONS

WESC , 660, 50 KW (DAYS, DA),	SEE WESC-FM		
WFBC , 1330, 5 KW (DA-N)	News/Talk	NBC SUN, \$21.00 (Katz)	Multimedia
WHYZ , 1070, 50 KW/1.5 KW (DA-1)	Black	\$19.00 (K & P)	
WPJM , 800, 1 KW/438 W	Gospel	\$15.00 (Keystone)	(GREER)
WSPA , 950, 5 KW (DA-N)	Full Service	CBS, \$17.00 (Christal)	
WBBO-F, 93.3, 93 KW @ 2030	CHR	\$29.00 (Torbet)	(FOREST CITY)
WESC-F, 92.5, 100 KW @ 2001	Country	ABC, \$90.00 (Banner)	
WFBC-F, 93.7, 100 KW @ 1850	Oldies	ABC, \$56.00 (Katz)	Multimedia
WLWZ-F, 103.9, 3 KW @ 328	Black	\$30.00 (HNWH)	Voyager (EASLEY)
WMUU-F, 94.5, 100 KW @ 1200	EZ	APR, \$18.00 (---)	
WHYI-F, 102.5, 20 KW @ 1778	AC	\$87.00 (Eastman)	AmCom (HNDRSNVLE)
WROQ-F, 101.1, 100 KW @ 987	AOR	ABC, \$40.00 (Banner)	ABS (ANDERSON)
WSPA-F, 98.9, 100 KW @ 1909	Soft AC/EZ	\$39.00 (Christal)	
WSSL-F, 100.5, 100 KW @ 1240	Country	MBS UNIPWR, \$71.00 (Mc-Guild)	CF (GRAY COURT)
WMMH-F, 107.3, 100 KW @ 1010	AC	ABC, \$32.00 (Chrystal)	(ANDERSON)

HARRISBURG

Arbitron Rank/Pop (12+): 75/500,200
 MSA Rank/Pop: 89/597,000
 ADI # 48 (w/Lancaster)
 Average Person Ratings: 17.7
 Market TSL: 23.00 hours

Stations: 30/18
 Diaries: 990/505:1/60.7%
 Sample Target: 970
 % Below Line: 15.9
 % Not Listed: 12.6

1991 Revenue: \$14,100,000
 MH Inc.: \$34,026
 Retail \$: 5.0 Bill
 Pop per Station: 27,788
 #1 Biller: WNNK-AF \$4,700,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. WTPA-F (AOR)	94/10.6	8.2	10.6	12.4	7.6	10.4	134/1657	1009/20.2	16.7	16.3			WTPA-F
2. WNNK-AF (CHR)	93/10.5	14.8	11.3	13.3	15.4	12.5	121/1950	1464/29.3	30.7	32.5			WNNK-AF
3. WWKL-F (O)	66/ 7.4	8.5	10.0	7.2	7.1	8.3	100/1700	1022/20.4	16.2	14.5			WWKL-F
WRKZ-F (C)	66/ 7.4	9.3	7.9	9.5	6.2	8.5	161/1986	832/16.6	15.1	13.8			WRKZ-F
5. WHP (FS)	58/ 6.5	7.9	6.3	5.3	6.9	6.5	77/1044	715/14.3	13.2	14.2			WHP
6. WIMX-F (AC)	52/ 5.9	5.5	4.5	5.0	5.1	5.2	59/814	684/13.7	15.1	11.6			WIMX-F
7. WHYL (BB)	48/ 5.4	2.4	5.3	3.8	3.3	4.2	66/670	432/ 8.6	6.3	7.0			WHYL
8. WHYL-F (C)	37/ 4.2	2.5	4.3	5.0	2.5	4.0	42/418	356/ 7.1	6.4	6.6			WHYL-F
9. WRVV-F (EZ)	36/ 4.1	3.3	3.3	3.2	2.3	3.5	42/845	616/12.3	7.8	8.6			WRVV-F
WQXA-F (CHR)	36/ 4.1	3.5	4.9	4.5	6.0	4.3	86/1471	711/14.2	14.1	15.8			WQXA-F
11. WNCE-F (EZ)	24/ 2.7	3.4	4.4	3.0	4.1	3.4	125/1584	411/ 8.2	9.6	11.4			WNCE-F
12. WLBR (FS)	21/ 2.4	2.9	1.4	2.3	2.5	2.3	23/445	398/ 8.0	6.4	6.7			WLBR
13. WHTF-F (AOR)	19/ 2.1	2.4	2.8	1.8	1.7	2.3	80/1402	437/ 8.7	8.4	7.3			WHTF-F

12+ FM SHARE (METRO): 78.45% (608 of 775) (WIN 91: 79.42%)

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

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WCTX-F	92.1	Palmyra/Lncstr	0.6/2.0/	5/ 118
WIMX	1460	Harrisburg	0.5/2.3/	5/ 131
WKBO	1230	Harrisburg	1.5/5.2/	15/ 304
WQIN	1290	Lykens	1.1/2.1/	10/ 107
WUFM-F	100.1	Lebanon	1.5/2.3/	18/ 150
WWII	720	Shirmonstwn/Hrsb	1.2/2.3/	12/ 141
WYGL-F	100.5	Elizabeth	0.8/1.6/	9/ 135
WARM-F	103.3	York	1.4/6.0/	164/1943
WDAC-F	94.5	Lancaster	1.4/4.8/	79/1003
WGRX-F	100.7	Westmnstr	0.3/3.2/	37/ 658
WGTY-F	107.7	Gettysburg	1.1/2.3/	74/ 894
WIOV-F	105.1	Ephrata/Lncstr	0.6/1.2/	75/1038
WLAN-F	96.9	Lancaster	0.6/4.9/	52/1063
WQKX-F	94.1	Sunbury	0.3/1.7/	20/ 329
WVMD-F	104.7	Hagerstown	0.3/2.0/	8/ 233
WYCR-F	98.5	York/Manover	1.0/6.3/	55/1307

RADIO STATIONS

WHP	, 580,	5 KW (DA-N)	, Full Service	CBS, NBC-T, \$28.00	(MMR)	Dame
WHYL	, 960,	5 KW/22 W (DA-1),	Nostalgia	UNIULT, \$16.00	(---)	(CARLISLE)
WKBO	, 1230,	1 KW	Talk/News	UNISUP CNN, \$14.00	(Banner)	
WLBR	, 1270,	5 KW/1 KW (DA-2)	, Full Service	ABC, \$15.00	(K & P)	(LEBANON)
WHP -F,	97.3,	17 KW @ 840	, Soft AC/EZ	CBS, \$27.00	(MMR)	Dame
WHYL-F,	102.3,	3 KW @ 328	, Country	CNN, \$25.00	(---)	(CARLISLE)
WIMX-F,	99.3,	3 KW @ 328	, AC	UNIPWR, \$28.00	(Mc-Guild)	
WNNK-F,	104.1,	23 KW @ 725	, CHR	APR, \$88.00	(Crystal)	Keymarket
WRKZ-F,	106.7,	14 KW @ 827	, Country	ABC, \$75.00	(Torbet)	THZ (HERSHEY)
WTPA-F,	93.5,	1.8 KW @ 620	, ADR	ABC, \$56.00	(Banner)	
WWKL-F,	94.9,	25 KW @ 699	, Didies	UNIULT, \$58.00	(Katz)	Barnstable

Other Ranked Stations -- See York or Lancaster

HARTFDRO

Arbitron Rank/Pop (12+): 41/990,500
 MSA Rank/Pop: 44/1,130,000
 ADI # 24 (w/New Haven)
 Average Person Ratings: 16.8
 Market TSL: 22.00 hours

Stations: 26/15
 Diaries: 1357/730:1/50.9%
 Sample Target: 1360
 % Below Line: 17.0
 % Not Listed: 14.3

1991 Revenue: \$37,400,000
 HH Inc.: \$42,925
 Retail \$: 9.6 Bil
 Pop per Station: 66,033
 #1 Biller: WTIC \$7,900,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. WTIC (FS)	267/16.1	15.2	15.7	16.2	15.0	15.8	347/3882	2834/28.6	28.0	27.5			WTIC
2. WTIC-F (CHR)	135/ 8.1	7.7	9.1	8.8	9.3	8.4	225/4559	2491/25.1	24.8	27.4			WTIC-F
3. WWYZ-F (C)	123/ 7.4	7.8	7.1	5.6	6.7	7.0	194/2743	1553/15.7	18.2	14.0			WWYZ-F
4. WHCN-F (ADR)	108/ 6.5	6.1	6.9	5.6	5.5	6.3	156/2961	1602/16.2	15.6	15.6			WHCN-F
5. WRCH-F (SAC)	106/ 6.4	7.3	6.3	7.8	6.6	7.0	171/2482	1481/15.0	15.9	17.5			WRCH-F
6. WDRC-F (O)	93/ 5.6	6.6	5.7	4.3	5.3	5.6	178/3261	1549/15.6	16.2	15.7			WDRC-F
7. WCCC-F (AOR)	89/ 5.4	5.4	4.7	5.4	6.1	5.2	126/2400	1483/15.0	16.3	17.5			WCCC-F
8. WZMX-F (AC)	84/ 5.1	4.5	4.6	4.6	2.8	4.7	127/2410	1529/15.4	13.1	7.7			WZMX-F
9. WKSS-F (CHR)	68/ 4.1	5.1	5.4	5.4	6.1	5.0	170/3960	1798/18.2	17.5	19.2			WKSS-F
10. WIOF-F (AC)	61/ 3.7	3.0	3.5	4.2	4.3	3.6	112/2035	1144/11.5	11.5	12.9			WIOF-F
11. WDRC (AC)	52/ 3.1	3.3	1.1	0.6	1.0	2.0	58/862	761/ 7.7	6.5	3.6			WDRC
12. WPOP (N/T)	40/ 2.4	3.1	2.4	2.8	3.9	2.7	43/1099	1016/10.3	10.3	10.6			WPOP
13. WAQY-F (AOR)	37/ 2.2	1.8	2.2	2.1	1.8	2.1	117/2384	892/ 9.0	9.9	7.6			WAQY-F
14.													
15.													

12+ FM SHARE (METRO): 69.99% (996 of 1423) (WIN 91: 71.83%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTIC-F	1 WHCN-F	1 WTIC-F	1 WTIC-F	1 WTIC	1 WTIC >>	1 WTIC >>	1 WTIC >	1 WTIC >	1 WTIC >	1 WTIC >>
2 WKSS-F	2 WTIC-F	2 WHCN-F	2 WHCN-F	2 WTIC-F	2 WWYZ-F	2 WTIC-F	2 WRCH-F	2 WTIC-F	2 WTIC-F	2 WRCH-F
3 WCCC-F	3 WCCC-F	3 WCCC-F	3 WDRC-F	3 WRCH-F	3 WRCH-F	3 WWYZ-F	3 WWYZ-F	3 WHCN-F	3 WCCC-F	3 WHCN-F
4	4 WZMX-F	4 WZMX-F	4 WZMX-F	4 WDRC-F	4 WDRC-F	4 WCCC-F	4 WHCN-F	4 WWYZ-F	4 WKSS-F	4 WPOP
5	5 WWYZ-F	5 WDRC-F	5 WRCH-F	5 WWYZ-F	5	5 WHCN-F	5 WTIC-F	5 WRCH-F	5 WHCN-F	5 WDRC-F
6	6 WKSS-F	6 WWYZ-F	6 WWYZ-F	6 WHCN-F	6	6 WRCH-F	6 WDRC-F	6 WDRC-F	6 WRCH-F	6 WCCC-F
7	7 WAQY-F	7 WRCH-F	7 WTIC	7 WZMX-F	7	7	7 WZMX-F	7 WZMX-F	7	7
8	8 WDRC-F	8 WTIC	8 WCCC-F	8 WCCC-F	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 WTIC-F	1 WTIC-F	1 WTIC-F	1 WRYM	1 WRCH-F	1 WHCN-F	1 WHCN-F	1 WCCC-F	1 WHCN-F	1 WHCN-F
2 WKSS-F	2 WZMX-F	2 WRCH-F	2 WTIC	2 WTIC-F	2 WCCC-F	2 WCCC-F	2 WHCN-F	2 WCCC-F	2 WTIC
3 WHCN-F	3 WCCC-F	3 WZMX-F	3 WDRC-F	3 WTIC	3 WTIC-F	3 WTIC-F	3 WTIC-F	3 WTIC-F	3 WCCC-F
4	4 WRCH-F	4 WWYZ-F	4 WHCN-F	4 WDRC-F	4 WKSS-F	4 WZMX-F	4 WZMX-F	4 WWYZ-F	4 WWYZ-F
5	5 WZMX-F	5 WCCC-F	5 WWYZ-F	5 WZMX-F	5	5 WAQY-F	5 WWYZ-F	5 WDRC-F	5 WDRC-F
6	6 WAQY-F	6 WKSS-F	6 WHCN-F	6 WWYZ-F	6	6 WWYZ-F	6 WAQY-F	6 WZMX-F	6 WTIC-F
7	7 WDRC-F	7 WWYZ-F	7 WRCH-F	7 WIOF-F	7	7	7 WDRC-F	7 WTIC	7 WZMX-F

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WKND 1480 Windsor	0.8/1.4/ 13/ 134
WLAT 1230 Manchester	0.5/1.3/ 9/ 127
WMMW 1470 Meriden	0.5/1.4/ 18/ 276
WRYM 840 New Britain	0.4/1.0/ 7/ 110
WAAF-F 107.3 Worcester	0.8/2.2/ 60/ 995
WFAN 660 New York	1.5/6.1/ 74/1570
WHYN 560 Springfield	0.4/1.1/ 59/ 846
WHYN-F 93.1 Springfield	0.5/2.8/ 88/1508
WKCI-F 101.3 Hamden	0.7/6.6/ 98/2497
WMAS-F 94.7 Springfield	0.7/2.8/ 70/1214
WPXX-F 97.9 Enfield	1.1/3.7/116/1403
WPLR-F 99.1 New Haven	1.3/7.6/109/2201
WVRX-F 103.7 Westerly/Prvdnc	0.4/1.7/ 52/ 885

RADIO STATIONS

WDRC, 1300, 5 KW (DA-N)	, SEE WDRC-F		
WNEZ, 910, 5 KW (DA-N)	, EZ		\$ 22.00 (Banner) DeDominicus
WPOP, 1410, 5 KW (DA-2)	, NEWS/TALK	ABC, \$	35.00 (Eastman) Merv Griffin
WTIC, 1080, 50 KW (DA-N)	, FULL SERVICE	CBS, \$	160.00 (CBS) Chase
WCCC-F, 106.9, 23 KW @ 731, AOR		ABC, SOURCE, \$	40.00 (Durpetti)
WDRC-C, 102.9, 20 KW @ 810, OLDIES			\$ 95.00 (McGuild) Buckley
WHCN-F, 105.9, 16 KW @ 869, AOR		ABC, \$	77.00 (Christal) Beck-Ross
WIOF-F, 104.1, 18 KW @ 836, AC		CBS, \$	61.00 (Eastman) Merv Griffin (WATERBURY)
WKSS-F, 95.7, 17 KW @ 879, CHR		APR, \$	57.00 (MMR) Precision
WRCH-F, 100.5, 8 KW @ 1250, SOFT AC			\$ 57.00 (Banner) DeDominicus
WTIC-F, 96.5, 20 KW @ 810, CHR			\$ 105.00 (HNWH) Chase
WWYZ-F, 92.5, 18 KW @ 859, COUNTRY		UNIULT, \$	65.00 (Banner) (WATERBURY)
WZMX-F, 93.7, 21 KW @ 774, AC			\$ 52.00 (Torbet)

HONOLULU

Arbitron Rank/Pop (12+): 56/704,500
 MSA Rank/Pop: 63/860,000
 No ADI
 Average Person Ratings: 16.7
 Market TSL: 22.25 hours

Stations: 25/25
 Diaries: 1309/538:1/53.9%
 Sample Target: 1150
 % Below Line: 0.0
 % Not Listed: 7.3

1991 Revenue: \$19,400,000
 HH Inc.: \$42,864
 Retail \$: 8.7 Bil
 Pop per Station: 28,180
 #1 Biller: KSSK \$3,800,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. KSSK-F (AC)	139/11.8	11.8	9.3	9.7	9.2	10.6	139/1775	1775/25.2	25.8	22.9			KSSK-F
2. KIKI-F (CHR)	117/10.0	8.2	10.3	12.7	9.3	10.3	117/1696	1696/24.1	23.0	23.4			KIKI-F
3. KCCN-F (E)	116/ 9.9	11.4	13.3	10.9	9.2	11.4	116/1404	1404/19.9	21.4	18.6			KCCN-F
4. KUMU-AF (EZ)	111/ 9.5	8.9	8.1	8.8	8.3	8.8	111/1244	1244/17.7	17.5	16.5			KUMU-AF
5. KSSK (FS)	109/ 9.3	11.0	6.6	10.5	11.5	9.4	109/1277	1277/18.1	18.6	20.0			KSSK
6. KQM-Q-AF (CHR)	98/ 8.3	8.1	9.6	6.6	8.7	8.2	98/1584	1584/20.2	25.0	25.7			KQM-Q-AF
7. KPOI-F (AOR)	52/ 4.4	3.6	3.6	5.1	5.7	4.2	52/796	796/11.3	11.0	14.1			KPOI-F
8. KRTR-F (AC)	51/ 4.3	4.6	5.8	4.8	5.3	4.9	51/1042	1042/14.8	14.7	17.8			KRTR-F
9. KGU (N/T)	49/ 4.2	5.1	2.3	3.8	2.9	3.8	49/786	786/11.2	13.6	8.5			KGU
10. KHHH-F (AOR)	39/ 3.3	2.0	1.8	1.6	1.2	2.2	39/552	552/ 7.8	5.7	3.7			KHHH-F
11. KHVH (N/T)	30/ 2.6	2.7	2.4	3.2	2.3	2.7	30/705	705/10.0	9.3	8.8			KHVH
12. KCCN (E)	29/ 2.5	2.9	3.5	2.3	3.9	2.8	29/415	415/ 5.9	7.5	9.5			KCCN
13. KINE-F (?)	26/ 2.2	1.6	2.5	3.5	4.8	2.5	26/469	469/ 6.7	6.0	9.5			KINE-F
14. KDEO-F (C)	24/ 2.0	2.6	2.6	2.0	1.3	2.3	24/415	415/ 5.9	5.8	4.5			KDEO-F
15. KIKI (O)	22/ 1.9	2.1	3.6	3.3	3.6	2.7	22/418	418/ 5.9	5.7	8.0			KIKI
KDEO (C)	22/ 1.9	0.7	2.5	0.7	0.6	1.5	22/267	267/ 3.8	3.1	2.1			KDEO

12+ FM SHARE (METRO): 68.17% (741 of 1087) (WIN 91: 68.22%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KIKI-F >>	1 KIKI-F	1 KSSK-F	1 KSSK-F >	1 KSSK-F >	1 KUMU-AF	1 KSSK-F <	1 KSSK-F	1 KSSK-F	1 KIKI-F >	1 KZOO
2 KQM-Q-AF	2 KCCN-F >	2 KCCN-F	2 KCCN-F	2 KSSK <	KSSK-F	2 KSSK >	2 KUMU-AF	2 KIKI-F <	2 KCCN-F	KSSK
3 KCCN-F	3 KQM-Q-AF	3 KIKI-F	3 KSSK <	3 KCCN-F	3 KSSK >>	3 KQM-Q-AF	3 KCCN-F <	3 KCCN-F	3 KUMU-AF	3 KUMU-F
4	4 KSSK-F	4 KQM-Q-AF	4 KQM-Q-AF	4 KQM-Q-AF	4 KGU	4 KIKI-F	4 KSSK	4 KQM-Q-AF	4 KQM-Q-AF	4 KSSK-F
5	5 KPOI-F	5 KSSK	5 KIKI-F	5 KUMU-AF	5	5 KCCN-F	5 KIKI-F <	5 KUMU-AF	5 KSSK-F	5 KIKI-F
6	6 KHHH-F	6 KPOI-F <	6 KRTR-F	6 KIKI-F <	6	6 KUMU-AF	6 KQM-Q-AF	6 KSSK	6 KRTR-F	KHVH
7	7	7 KRTR-F	7 KPOI-F	7 KRTR-F	7	7	7	7	7	KCCN-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 KIKI-F >	1 KIKI-F >	1 KSSK-F	1 KQM-Q-AF >	1 KSSK-F >	1 KIKI-F >	1 KCCN-F	1 KCCN-F	1 KSSK-F <	1 KSSK-F >
2 KQM-Q-AF	2 KQM-Q-AF	2 KIKI-F	2 KSSK-F >	2 KSSK	2 KHHH-F	2 KIKI-F	2 KPOI-F	2 KCCN-F	2 KCCN-F
3 KCCN-F >	KCCN-F	3 KCCN-F	3 KIKI-F	3 KQM-Q-AF	KCCN-F	3 KIKI-F	3 KPOI-F	3 KPOI-F	3 KSSK
4 KSSK-F	4 KSSK-F >	4 KQM-Q-AF	4 KCCN-F	4 KCCN-F	4 KPOI-F	KHHH-F >	4 KHHH-F	KIKI-F	4 KPOI-F
5 KDEO-F	5 KRTR-F	5 KRTR-F >	5 KSSK	5 KUMU-AF	5 KQM-Q-AF >	5 KQM-Q-AF	5 KSSK-F	5 KHHH-F	5 KUMU-AF <
6	6 KPOI-F	6 KPOI-F	6 KRTR-F	6 KRTR-F	6 KDEO-F	6 KSSK-F	6 KQM-Q-AF	6 KSSK <	6 KQM-Q-AF
7	7	7 KSSK	7	7 KIKI-F	7	7	7	7 KQM-Q-AF	7

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

KAIM	870	Honolulu	0.3/2.1/	4/ 146
KAIM-F	95.5	Honolulu	0.6/2.7/	7/ 189
KNDI	1270	Honolulu	1.0/1.4/	12/ 102
KOHO	1170	Honolulu	0.9/3.5/	10/ 248
KULA	1460	Maunawili	0.5/1.2/	6/ 83
KWAI	1080	Honolulu	0.3/1.6/	4/ 116
KZOO	1210	Honolulu	0.9/2.8/100/	200

RADIO STATIONS

KCCN	, 1420,	5 KW	, Ethnic	, \$ NA	(K & P)
KDEO	, 940,	10 KW	-- See KDEO-FM		
KGU	, 760,	10 KW	, News/Talk	NBC-T ABC, \$26.00	(Banner) Givens
KHVH	, 990,	5 KW	, News/Talk	NBC ABC, \$20.00	(HNWH)
KIKI	, 830,	10 KW	, Oldies	UNISUP UNIULT, \$19.00	(Christal)
KSSK	, 590,	7.5 KW	, Full Service	, \$82.00	(Eastman) Bedford
KAIM-F	, 95.5,	100 KW @ -23	, Religion	, \$13.00	(---) Billy Graham
KCCN-F	, 100.3,	100 KW @ 1965	, Ethnic	, \$38.00	(K & P)
KDEO-F	, 102.7,	61 KW @ 1893	, Country	MBS, \$22.00	(K & P) (WAIPAHU)
KHFX-F	, 105.1,	100 KW @ 1948	, Oldies	, \$20.00	(MMR)
KHHH-F	, 98.5,	100 KW @ 1073	, AOR	SMN, \$22.00	(HNWH)
KIKI-F	, 93.9,	100 KW @ -144	, CHR	, \$40.00	(Christal)
KPOI-F	, 97.5,	80 KW @ 46	, AOR	, \$38.00	(Banner)
KQM-Q-F	, 93.1,	54 KW @ -118	, CHR	, \$59.00	(Katz)
KRTR-F	, 96.3,	75 KW @ 2139	, AC	, \$31.00	(Katz) Mt. Wilson (KAILUA)
KSSK-F	, 92.3,	100 KW @ 1948	, AC	, \$43.00	(Eastman) Bedfo:d (WAIPAHU)
KUMU-F	, 94.7,	100 KW @ 79	, EZ	, \$40.00	(Banner)

HOUSTON

Arbitron Rank/Pop (12+): 10/3,015,300
 MSA Rank/Pop: 8/3,700,000
 ADI # 10
 Average Person Ratings: 18.0
 Market TSL: 23.75 hours

Stations: 33/33
 Diaries: 2496/1208:1/47.2%
 Sample Target: 2330
 % Below Line: 0.0
 % Not Listed: 12.4

1991 Revenue: \$126,000,000
 HH Inc.: \$33,870
 Retail \$: 27.6 Bil
 Pop per Station: 91,372
 #1 Biller: KILT-AF \$15,300,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. KILT-F (C)	473/ 8.7	8.9	8.2	9.5	7.5	8.8	504/6721	6193/20.5	20.7	17.3			KILT-F
2. KIKK-F (C)	387/ 7.1	6.6	8.1	7.0	8.2	7.2	442/6677	5748/19.1	17.7	19.5			KIKK-F
3. KLLOL-F (AOR)	316/ 5.8	5.4	5.1	5.1	5.3	5.3	350/4495	3867/12.8	12.6	14.5			KLLOL-F
4. KHMx-F (AC)	264/ 4.9	6.2	4.9	5.3	4.2	5.3	272/5047	4790/15.9	16.0	14.2			KHMx-F
5. KTRH (N)	262/ 4.8	5.3	4.7	4.4	5.4	4.8	285/5456	4879/16.2	18.2	17.6			KTRH
6. KODA-F (SAC)	257/ 4.7	5.7	5.8	5.5	5.3	5.4	278/4113	3854/12.8	14.6	11.3			KODA-F
7. KRBE-AF (CHR)	254/ 4.7	4.0	4.2	3.8	3.3	4.2	272/5080	4730/15.7	15.4	14.8			KRBE-AF
KBXX-F (CHR)	254/ 4.7	6.1	4.8	3.6	2.3	4.8	265/4018	3769/12.5	13.3	8.2			KBXX-F
9. KQUE-F (BB)	252/ 4.6	3.4	4.5	3.8	4.6	4.1	255/2569	2496/ 8.3	6.9	7.3			KQUE-F
10. KMJQ-F (B)	206/ 3.8	4.1	5.1	7.0	6.6	5.0	227/3484	3263/10.8	11.8	14.0			KMJQ-F
11. KLDE-F (O)	205/ 3.8	3.8	4.1	3.7	3.2	3.8	229/3716	3411/11.3	13.0	9.7			KLDE-F
12. KLTR-F (AC)	192/ 3.5	2.6	2.5	3.3	3.5	3.0	202/3516	3403/11.3	8.8	10.9			KLTR-F
13. KHYS-F (B/AC)	185/ 3.4	2.7	2.6	2.3	2.9	2.8	217/2450	2166/ 7.2	6.1	8.2			KHYS-F
14. KZFX-F (CL AOR)	181/ 3.3	2.6	3.9	3.5	3.5	3.3	190/3469	3156/10.5	9.1	11.0			KZFX-F
15. KKBO-F (C)	145/ 2.7	2.2	2.4	3.4	4.5	2.7	156/3416	3099/10.2	10.3	15.9			KKBO-F
16. KPRC (T)	120/ 2.2	2.7	2.9	3.1	2.6	2.7	125/2428	2327/ 7.7	7.8	9.7			KPRC
17. KQKQ-F (SP)	101/ 1.9	2.3	1.3	1.2	2.2	1.7	101/1738	1723/ 5.7	6.0	5.6			KQKQ-F
18. KEYH (SP)	96/ 1.8	1.8	1.5	1.2	0.5	1.6	99/844	784/ 2.6	2.6	1.5			KEYH
19. KSEV (T)	82/ 1.5	1.4	0.7	1.0	0.9	1.1	85/1280	1244/ 4.1	3.3	2.8			KSEV
KLAT (SP)	82/ 1.5	1.2	1.5	1.7	2.4	1.5	82/1208	1208/ 4.0	3.9	3.7			KLAT
21. KXYZ (SP)	67/ 1.2	1.5	1.0	0.8	1.1	1.1	67/1050	1050/ 3.5	3.9	2.8			KXYZ
22.													
23.													
24.													
25.													

12+ FM SHARE (METRO): 80.05% (3808 of 4757) (WIN 91: 79.13%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBXX-F>	1 KLLOL-F>	1 KILT-F	1 KILT-F>	1 KILT-F>	1 KILT-F	1 KILT-F>	1 KILT-F	1 KILT-F	1 KBXX-F	1 KTRH >
2 KRBE-AF>	2 KHMx-F	2 KLLOL-F	2 KLLOL-F<	2 KIKK-F	2 KQUE-F	2 KIKK-F	2 KIKK-F	2 KIKK-F	2 KRBE-AF	2 KILT-F
3 KMJQ-F	3 KILT-F	3 KIKK-F	3 KHMx-F<	3 KLLOL-F	3 KTRH	3 KTRH <	3 KQUE-F<	3 KLLOL-F<	3 KMJQ-F	3 KIKK-F
4 KIKK-F	4 KIKK-F	4 KHMx-F	4 KIKK-F	KHMx-F	4 KIKK-F	4 KLLOL-F>	4 KODA-F<	4 KHMx-F	4 KIKK-F	4 KHYS-F>
5	5 KRBE-AF>	5	5 KLDE-F<	5 KODA-F<	5 KODA-F	5 KHMx-F	5 KLLOL-F	5 KBXX-F	5 KLLOL-F	5 KLLOL-F
6	6 KZFX-F	6	6 KODA-F<	6 KLDE-F	6	6 KRBE-AF<	6 KLTR-F	6 KODA-F	6 KTRH <	6 KODA-F
7	7 KMJQ-F	7	7 KZFX-F	7	7	7 KQUE-F	7 KHMx-F	7 KRBE-AF	7 KILT-F	7
8	KBXX-F<									
9	KLTR-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 KRBE-AF	1 KHMx-F	1 KHMx-F>	1 KILT-F	1 KILT-F>	1 KLLOL-F>	1 KLLOL-F>>	1 KLLOL-F>	1 KLLOL-F>	1 KLLOL-F
2 KIKK-F>	2 KIKK-F	2 KLTR-F	2 KHMx-F<	2 KODA-F	2 KRBE-AF>	2 KZFX-F	2 KZFX-F	2 KILT-F<	2 KILT-F
3 KBXX-F	3 KRBE-AF	3 KILT-F	3 KIKK-F	3 KHMx-F	3 KMJQ-F	3 KILT-F	3 KILT-F>	3 KZFX-F	3 KZFX-F
4 KLLOL-F	4 KILT-F	4 KODA-F	4 KODA-F	4 KIKK-F	4 KHMx-F>	4 KRBE-AF	4 KHMx-F	4 KIKK-F	4 KIKK-F
KHMx-F>	5 KLTR-F	5 KIKK-F	5 KLTR-F	5 KLTR-F	5 KIKK-F	5 KHMx-F<	5 KIKK-F	5 KLDE-F	5 KLDE-F<
6 KHYS-F	6 KODA-F	6 KHYS-F<	6 KHYS-F<	6 KHYS-F>	6 KILT-F	6 KIKK-F	6	6	6 KTRH
7 KILT-F	7 KHYS-F	7 KMJQ-F	7 KRBE-AF	7 KLDE-F	7	7	7	7	7
8 KQKQ-F	8 KBXX-F	8 KLDE-F							

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

KCOH	1430	Houston	0.5/2.1/ 25/ 635
KHCB-F	105.7	Houston	1.1/3.0/ 61/ 920
KIKK	650	Pasadena	0.4/1.2/ 23/ 397
KILT	610	Houston	0.6/1.8/ 36/ 593
KKHU-F	106.9	Conroe/Houston	0.9/2.7/ 57/ 939
KLVL	1480	Pasadena/Houston	0.7/2.2/ 37/ 675
KMPQ	980	Rosenberg/Hstn	0.4/0.9/ 23/ 297
KNUZ	1230	Houston	0.4/1.2/ 24/ 369
KRTS-F	92.1	Seabrook/Houston	0.6/2.8/ 35/ 859
KWWJ	1360	Baytown	0.6/1.5/ 33/ 441
KYOK	1590	Houston	0.6/2.4/ 35/ 712

HOUSTON

RADIO STATIONSAM STATIONS

KCOH, 1430, 5 KW/55W	, BLACK	SBN, NBN, \$ 45.00 (Roslin)	
KEYH, 850, 10 KW (DAYS)	, HISPANIC	, \$ 44.00 (---)	
KIKK, 650, 250 W (DAYS)	, COUNTRY OLDIES	, \$ N/A (Torbet)	Viacom
KILT, 610, 5 KW (DA-2)	, COUNTRY OLDIES	UNISUP, \$ N/A (Group W)	Westinghouse
KLAT, 1010, 5 KW (DA-2)	, HISPANIC	, \$ 61.00 (Katz Hisp)	Tichenor
KNUZ, 1230, 1 KW	, OLDIES	, \$ N/A (Banner)	
KPRC, 950, 5 KW (DA-N)	, TALK	CBS, \$ 75.00 (Banner)	
KSEV, 700, 2.6 KW/1 KW (DA-1)	, TALK	NBC, BRN, \$ 40.00 (Banner)	
KTRH, 740, 50 KW (DA-1)	, NEWS	ABC, MBS, \$ 181.00 (CBS)	Rusk
KXYZ, 1320, 5 KW (DA-N)	, HISPANIC	, \$ 43.00 (Caballero)	Infinity
KYOK, 1590, 5 KW (DA-N)	, BLACK	SMN, \$ 46.00 (McGuild)	Noble

FM STATIONS

KBXX, 97.9, 100 KW @ 1919, CHR		, \$ 100.00 (Katz)	Cook Inlet
KHCB, 105.7, 100 KW @ 1614, RELIGION		, \$ 33.00 (---)	
KHMX, 96.5, 97 KW @ 1919, AC		, \$ 145.00 (Mc-Guild)	Nationwide
KHYS, 98.5, 100 KW @ 417, BLACK AC		UNIPWR, CBS, \$ 65.00 (Christal)	Clear Channel (BEAUMONT)
KIKK, 95.7, 95 KW @ 1919, COUNTRY		, \$ 225.00 (Torbet)	Viacom
KILT, 100.3, 100 KW @ 1919, COUNTRY		UNISUP, \$ 225.00 (Group W)	Westinghouse
KJZS, 106.9, 100 KW @ 1125, JAZZ		, \$ 50.00 (Banner)	(CONROE)
KKBQ, 92.9, 97 KW @ 1919, COUNTRY		, \$ 120.00 (McGuild)	Gannett
KLDE, 94.5, 95 KW @ 1919, OLDIES		UNIULT, \$ 160.00 (Durpett1)	Entercom
KLOL, 101.1, 95 KW @ 1919, AOR		SOURCE, \$ 192.00 (CBS)	Rusk
KLTR, 93.7, 100 KW @ 1719, AC		CBS, \$ 136.00 (CBS)	CBS
KMJQ, 102.1, 100 KW @ 1719, BLACK		, \$ 191.00 (Mc-Guild)	Noble
KODA, 99.1, 100 KW @ 1919, SOFT AC		, \$ 154.00 (MMR)	Legacy
KQUE, 102.9, 100 KW @ 971, NOSTALGIA		ABC, \$ 75.00 (Banner)	
KRBE, 104.1, 100 KW @ 1909, CHR		, \$ 130.00 (Eastman)	Susquehanna
KRTS, 92.1, 33 KW @ 604, CLASSICAL		, \$ 70.00 (CHBS)	(SEABROOK)
KZFX, 107.5, 95 KW @ 1971, CLASSIC AOR		, \$ 140.00 (Katz)	Shamrock
KQQK, 106.5, 100 KW @ 699, HISPANIC		, \$ 60.00 (Caballero)	(GALVESTON)

HUNTSVILLE

Arbitron Rank/Pop (12+): 109/335,800
 MSA Rank/Pop: 182/356,000 (e)
 ADI # 80 (w/Decatur)
 Average Person Ratings: 16.7
 Market TSL: 22.00 hours

Stations: 19/15
 Diaries: 843/398:1/57.7%
 Sample Target: 800
 % Below Line: 5.2
 % Not Listed: 15.7

1991 Revenue: \$9,800,000
 HH Inc.: \$31,600
 Retail \$: 2.9 Bil
 Pop per Station: 22,386
 #1 Biller: WDRM-AF \$3,300,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. WDRM-F (C)	139/24.8	21.7	25.3	24.7	25.2	24.1	224/2223	1317/39.2	33.5	37.9			WDRM-F
2. WZYP-F (CHR)	82/14.6	12.4	12.9	13.5	17.6	13.4	119/1829	1101/32.8	34.1	34.3			WZYP-F
3. WRSA-F (EZ/SAC)	61/10.9	10.2	7.2	9.5	11.8	9.4	83/861	540/16.1	18.3	18.5			WRSA-F
4. WAHR-F (EZ)	47/ 8.4	6.5	5.7	8.0	6.1	7.1	48/737	660/19.7	17.0	12.1			WAHR-F
5. WTAK (AOR)	27/ 4.8	8.0	7.8	6.7	2.9	6.8	27/233	224/ 6.7	8.4	4.6			WTAK
6. WENN-F (B)	22/ 3.9	3.9	3.0	2.9	4.0	3.4	25/370	286/ 8.5	9.2	10.1			WENN-F
7. WBHP (C)	21/ 3.8	3.2	2.4	3.8	5.0	3.3	21/356	356/10.6	9.5	11.1			WBHP
8. WEUP (B)	16/ 2.9	4.8	6.3	6.4	5.0	5.1	17/269	255/ 7.6	10.2	10.7			WEUP
9. WQLT-F (AC/O)	10/ 1.8	2.3	3.9	1.4	1.5	2.3	45/773	271/ 8.1	9.4	5.0			WQLT-F
WHVK-F (C)	10/ 1.8	3.4	1.3	2.2	4.2	2.2	22/413	241/ 7.2	8.3	11.7			WHVK-F
11. WVNN (T)	9/ 1.6	3.0	1.3	1.4	2.0	1.8	9/217	203/ 6.0	8.5	8.8			WVNN
12. WNDA-F (REL)	8/ 1.4	2.1	1.8	1.0	2.0	1.6	10/184	145/ 4.3	5.8	5.2			WNDA-F
13.													
14.													
15.													

12+ FM SHARE (METRO): 81.78% (386 of 472) (WIN 91: 73.45%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZYP-F>>	1 WDRM-F	1 WDRM-F>>	1 WDRM-F>>	1 WDRM-F>>	1 WDRM-F>	1 WDRM-F>>	1 WDRM-F>>	1 WDRM-F>	1 WDRM-F	1 WDRM-F
2 WENN-F>	2 WZYP-F>>	2 WZYP-F>	2 WZYP-F>	2 WAHR-F<	2 WRSA-F>>	2 WZYP-F>	2 WRSA-F	2 WZYP-F>	2 WZYP-F>>	2 WZYP-F>
3 WDRM-F	3 WAHR-F	3 WAHR-F>	3 WAHR-F>	3 WZYP-F>	3 WAHR-F	3 WRSA-F	3 WZYP-F>	3 WRSA-F	3 WENN-F>	3 WRSA-F
4	4 WTAK	4 WTAK	4 WTAK	4 WTAK	4 WBHP	4 WAHR-F>	4 WAHR-F>>	4 WAHR-F>	4 WAHR-F	4 WAHR-F
5	5	5	5	5 WRSA-F	5 WZYP-F	5 WBHP	5	5	5 WRSA-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 WZYP-F>>	1 WDRM-F	1 WORM-F>>	1 WDRM-F>>	1 WORM-F>>	1 WDRM-F	1 WDRM-F>	1 WDRM-F>	1 WDRM-F>>	1 WDRM-F>>
2 WDRM-F>>	2 WZYP-F>>	2 WZYP-F>	2 WZYP-F>	2 WAHR-F	2 WZYP-F>>	2 WZYP-F>	2 WTAK	2 WZYP-F>	2 WZYP-F>
3 WAHR-F>	3 WAHR-F	3 WAHR-F>>	3 WAHR-F>	3 WZYP-F>	3 WTAK >	3 WTAK >	3 WZYP-F	3 WTAK	3 WAHR-F
4 WHVK-F	4	4 WTAK	4	4 WRSA-F	4 WENN-F	4 WAHR-F	4 WAHR-F	4 WAHR-F	4 WTAK
5	5	5	5	5	5	5	5	5	5

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA AQH	TSA CUME
WAJF 1490 Decatur	0.9/2.4/	6/	96	
WAVD 1400 Decatur	0.4/1.9/	2/	73	
WKAC 1080 Athens	0.5/1.5/	3/	50	
WKGL 1450 Huntsville	0.5/2.5/	3/	85	
WAPI-F 94.5 Birmingham	0.4/1.8/	20/	372	
WQEN-F 103.7 Gadsden	0.5/2.1/	11/	318	
WVNA-F 100.3 Tuscumbia	0.4/1.3/	29/	511	

RADIO STATIONS

WBHP, 1230, 1 KW	COUNTRY	ABC, \$ 25.00 (Katz)
WEUP, 1600, 5 KW/500 W (DA-N),	BLACK	SBN, \$ 13.00 (---)
WTAK, 1000, 10 KW (DAYS,DA)	, AOR	, \$ 21.00 (Regional)
WVNN, 770, 10 KW/250 W (OA-N),	TALK	ABC BRN, \$ 12.00 (Christal) Athens (ATHENS)
WAHR-F, 99.1, 100 KW @ 984, AC		NBC, \$ 30.00 (Torbet)
WDRM-F, 102.1, 100 KW @ 728, COUNTRY		, \$ 70.00 (Katz) (DECATUR)
WHVK-F, 93.3, 100 KW @ 984, COUNTRY		ABC, \$ 15.00 (Christal) (TULLAHOMA, TN)
WNDA-F, 95.1, 50 KW @ 112, RELIGION		, \$ 11.00 (---)
WQLT-F, 107.3, 100 KW @ 1000, AC/OLDIES		ABC, \$ 14.00 (Torbet) (FLORENCE)
WRSA-F, 96.9, 100 KW @ 830, EZ/SOFT AC		CBS, \$ 20.00 (---) (DECATUR)
WZYP-F, 104.3, 100 KW @ 1115, CHR		ABC, \$ 47.00 (Christal) Athens (ATHENS)

INDIANAPOLIS

Arbitron Rank/Pop (12+): 37/1,035,500
 MSA Rank/Pop: 40/1,260,000
 Average Person Ratings: 17.0
 Market TSL: 22.25 hours

Stations: 22/20
 Diaries: 1678/617:1/54.7%
 Sample Target: 1650
 % Below Line: 1.5
 % Not Listed: 7.7

1991 Revenue: \$47,000,000
 HH Inc.: \$32,434
 Retail \$: 11.0 Bill
 Pop per Station: 51,775
 #1 Biller: WFBQ-F \$10,000,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. WFMS-F (C)	249/14.1	10.8	12.4	11.0	13.1	12.1	330/3596	2524/24.4	21.9	22.2			WFMS-F
2. WFBQ-F (AOR)	218/12.4	15.0	12.1	13.4	10.6	13.2	402/5128	2778/26.8	26.4	23.2			WFBQ-F
3. WIBC (FS)	211/12.0	12.4	11.5	14.9	13.4	12.7	235/2701	2287/22.1	24.6	22.4			WIBC
4. WZPL-F (CHR)	173/ 9.8	10.2	9.8	10.4	11.6	10.1	244/3637	2450/23.7	24.2	25.2			WZPL-F
5. WENS-F (AC)	124/ 7.0	6.7	6.9	7.4	8.0	7.0	171/2450	1768/17.1	17.8	19.2			WENS-F
6. WTPI-F (SAC)	113/ 6.4	5.6	6.5	6.3	7.3	6.2	136/1837	1476/14.3	12.1	14.8			WTPI-F
7. WTLC-F (B)	96/ 5.5	6.6	8.2	7.4	9.2	6.9	111/1340	1144/11.0	12.2	13.7			WTLC-F
8. WHHH-F (CHR)	88/ 5.0	2.2	---	---	---	1.8	93/1297	1181/11.4	4.4	0.0			WHHH-F
9. WKLR-F (O)	73/ 4.1	4.8	7.2	5.9	5.5	5.5	104/2117	1354/13.1	14.5	14.8			WKLR-F
10. WTUX (BB)	63/ 3.6	4.4	3.5	3.8	3.0	3.8	74/894	681/ 6.6	7.7	6.4			WTUX
11. WFXF-F (CL AOR)	62/ 3.5	4.4	5.1	4.7	4.1	4.4	81/1756	1314/12.7	12.9	12.4			WFXF-F
12. WNDE (T)	36/ 2.0	2.0	1.5	1.5	1.5	1.8	42/917	799/ 7.7	6.8	5.6			WNDE
13. WTTS-F (AOR)	28/ 1.6	1.1	1.1	0.6	1.0	1.1	67/1438	656/ 6.3	4.5	4.3			WTTS-F
14.													
15.													

12+ FM SHARE (METRO): 79.75% (1296 of 1625) (WIN 91: 78.04%)

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 WFMS-F<	1 WIBC	1 WFBQ-F	1 WFMS-F	1 WFMS-F	1 WZPL-F	1 WIBC >
2 WHHH-F	2 WZPL-F	2 WFMS-F>	2 WFMS-F>	2 WFBQ-F>	2 WFMS-F>	2 WIBC	2 WFBQ-F	2 WFBQ-F	2 WFMS-F>	2 WFMS-F>>
3	3 WFMS-F>	3 WZPL-F	3 WENS-F	3 WENS-F	3 WTPI-F>	3 WFMS-F>	3 WIBC	3 WZPL-F<	3 WIBC	3 WTLC-F
4	4 WENS-F	4 WENS-F>	4 WTPI-F	4 WTPI-F	4 WFBQ-F<	4 WZPL-F>	4 WENS-F	4 WIBC	4 WENS-F	4 WZPL-F
5	5 WHHH-F	5 WTPI-F	5 WZPL-F	5 WIBC	5 WTUX <	5 WTPI-F	5 WZPL-F	5 WENS-F	5 WHHH-F	5 WFBQ-F
6	6 WTLC-F	6 WHHH-F<	6 WKLR-F	6 WZPL-F	6 WENS-F	6 WENS-F	6 WTPI-F	6 WTPI-F	6 WFBQ-F	6 WENS-F
7	7 WFXF-F	7 WKLR-F	7	7 WKLR-F	7	7	7	7 WHHH-F	7 WTLC-F<	7
									8 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 WZPL-F	1 WFMS-F	1 WFMS-F	1 WFMS-F	1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>
2 WFBQ-F	2 WFBQ-F	WFBQ-F	2 WZPL-F<	2 WTPI-F	2 WZPL-F	2 WFMS-F>	2 WFMS-F>	2 WFMS-F>>	2 WFMS-F>>
3	3 WENS-F	3 WENS-F<	3 WENS-F	3 WENS-F	3 WZPL-F	3 WHHH-F	3 WZPL-F	3 WZPL-F	3 WIBC
4	4 WTLC-F>	4 WZPL-F	4 WFBQ-F	4 WFBQ-F	4 WHHH-F>	4 WHHH-F	4 WFXF-F	4 WFXF-F<	4 WFXF-F
5	5 WFMS-F>	5 WTLC-F	5 WTPI-F>	5 WTPI-F	5 WFXF-F	5 WFXF-F	5 WZPL-F	5 WHHH-F	5 WENS-F<
6	6 WHHH-F	6 WTPI-F	6 WFXF-F	6 WTLC-F	6	6	6 WTTS-F	6 WENS-F	6 WZPL-F
7	7	7	7 WTLC-F	7 WKLR-F	7	7	7	7	7
			WKLR-F	8 WTLC-F					

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	CUME	TSA	TSA
WCBK-F 102.3	Martinsville	0.3/1.4/	8/	178
WFXF 1430	Indianapolis	0.1/2.3/	2/	265
WPZZ-F 95.9	Franklin/Indy	0.9/2.1/	15/	219
WSYW-F 107.1	Danville/Indy	0.9/2.6/	16/	292
WXIR-F 98.3	Plainfield/Indy	0.8/3.4/	14/	404
WXLW 950	Anderson	0.4/1.7/	7/	196
WXXP-F 97.9	Anderson	0.3/1.2/	15/	304
WKKG-F 101.5	Columbus	0.9/2.4/	115/	1196
WLW 700	Cincinnati	0.6/1.7/	45/	650

RADIO STATIONS

WIBC, 1070, 50 KW/10 KW (DA-2), FULL SERVICE	NBC T, NBC, \$ 140.00 (Durpetti)	Sconnix
WNDE, 1260, 5 KW (DA-N), TALK	MBS, \$ 33.00 (Katz)	Broadcast Alchemy
WTUX, 1310, 5 KW/1 KW (DA-2), NOSTALGIA	CBS UNISUP, \$ 30.00 (MMR)	Panache
WENS-F, 97.1, 23 KW @ 738, AC	, \$ 94.00 (McGuild)	Emmis
WFMS-F, 95.5, 13 KW @ 991, COUNTRY	, \$ 108.00 (Eastman)	Susquehanna
WFXF-F, 103.3, 18 KW @ 850, CL AOR	ABC, \$ 52.00 (Banner)	ML/WIN
WHHH-F, 96.3, 0.6 KW @ 705, CHR	, \$ 34.00 (---)	
WKLR-F, 93.1, 13 KW @ 1023, OLDIES	, \$ 80.00 (Durpetti)	Sconnix
WFBQ-F, 94.7, 52 KW @ 850, AOR	SOURCE, \$ 175.00 (Katz)	Broadcast Alchemy
WPZZ-F, 95.9, 3 KW @ 298, GOSPEL	SBN NBN, \$ 17.00 (Regional)	willis (FRANKLIN)
WSYW-F, 107.1, 3 KW @ 298, CLASSICAL	UPI, \$ 25.00 (CMBS)	Universal (DANVILLE)
WTLC-F, 105.7, 50 KW @ 449, BLACK	, \$ 56.00 (MMR)	Panache
WTPI-F, 107.9, 22 KW @ 761, SOFT AC	, \$ 68.00 (Torbet)	Mystar
WZPL-F, 99.5, 13 KW @ 991, CHR	APR, \$ 92.00 (HNWH)	Booth
WTTS-F, 92.3, 37 KW @ 1089, AOR	, \$ 32.00 (Banner)	Sarkes Tarzian (BLOOMINGTON)

JACKSON

Arbitron Rank/Pop (12+): 116/323,200
 MSA Rank/Pop: 121/406,000
 Average Person Ratings: 17.3
 Market TSL: 23.25 hours

Stations: 19/19
 Diaries: 863/374:1/51.4%
 Sample Target: 800
 % Below Line: 0.0
 % Not Listed: 13.4

1991 Revenue: \$12,100,000
 HH Inc.: \$28,902
 Retail \$: 3.0 Bil
 Pop per Station: 17,010
 #1 Biller: WMSI-F \$3,600,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ HETRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. WMSI-F (C)	105/18.8	19.4	16.1	18.2	16.9	18.1	194/2133	974/30.1	30.2	29.5			WMSI-F
2. WKXI-F (B)	60/10.7	8.0	9.5	4.6	2.5	8.2	98/1106	616/19.1	18.9	10.6			WKXI-F
3. WJMI-F (B)	56/10.0	7.5	12.6	11.6	14.2	10.4	121/1413	670/20.7	18.1	26.3			WJMI-F
4. WSTZ-F (AOR)	45/ 8.0	6.0	6.7	4.8	8.5	6.4	59/542	400/12.4	12.7	11.2			WSTZ-F
5. WOAD (G/B)	33/ 5.9	5.7	11.1	9.7	7.7	8.1	38/399	377/11.7	13.3	13.6			WOAD
6. WJDX-F (AC)	30/ 5.4	7.1	4.3	4.3	3.2	5.3	56/910	471/14.6	18.5	11.4			WJDX-F
7. WLIN-F (SAC)	23/ 4.1	4.1	2.4	4.9	3.4	3.9	24/343	308/ 9.5	8.9	6.1			WLIN-F
8. WTYX-F (O)	22/ 3.9	4.1	4.5	5.6	3.8	4.5	42/913	425/13.1	15.4	12.5			WTYX-F
9. WSLI (T)	18/ 3.2	2.3	2.2	2.0	2.3	2.4	18/278	256/ 7.9	8.2	6.6			WSLI
WOAD-F (G/B)	18/ 3.2	1.4	-----	-----	-----	1.1	24/186	176/ 5.4	4.1	0.0			WOAD-F
11. WOHT-F (CHR)	17/ 3.0	3.7	3.3	5.6	4.5	3.9	38/901	431/13.3	15.1	14.6			WOHT-F
12. WZRZ (BB)	13/ 2.3	0.5	0.9	0.7	0.4	1.1	13/122	122/ 3.8	2.0	1.8			WZRZ
13. WMGO (AC)	11/ 2.0	1.1	2.2	0.7	0.7	1.5	11/95	62/ 1.9	2.3	2.1			WMGO
14.													
15.													

12+ FM SHARE (METRO): 80.41% (390 of 485) (WIN 91: 73.17%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKXI-F	1 WJMI-F<	1 WMSI-F	1 WMSI-F>	1 WMSI-F>	1 WMSI-F>>	1 WMSI-F>>	1 WMSI-F>>	1 WMSI-F>	1 WJMI-F	1 WKXI-F
WJMI-F>	2 WSTZ-F<	2 WKXI-F	2 WKXI-F	2 WKXI-F	2 WOAD	2 WKXI-F	2 WKXI-F<	2 WKXI-F	2 WKXI-F>	2 WJMI-F
3 WMSI-F	3 WMSI-F<	3 WJMI-F	3 WSTZ-F	3 WSTZ-F	3 WSTZ-F	3 WJMI-F	3 WJMI-F	3 WJMI-F<	3 WMSI-F	3 WMSI-F
WJDX-F>	4 WKXI-F>>	4 WSTZ-F>	4 WJMI-F	4 WJMI-F	4 WLIN-F	4 WSLI	4 WSTZ-F>	4 WSTZ-F>	4 WSTZ-F	4
5 WOHT-F	5 WJDX-F	5 WOAD	5 WOAD	5 WOAD	5	5 WSTZ-F	5 WJDX-F	5 WJDX-F	5 WJDX-F	5
6	6	6	6	6	6	6 WOAD	6 WLIN-F	6 WOAD	6 WOAD	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 WJMI-F>	1 WKXI-F	1 WKXI-F	1 WMSI-F	1 WMSI-F>	1 WJMI-F>>	1 WSTZ-F<	1 WMSI-F	1 WMSI-F	1 WMSI-F>
2 WSTZ-F	2 WJMI-F	2 WMSI-F>	2 WKXI-F>	2 WKXI-F>	2 WSTZ-F	2 WMSI-F<	2 WSTZ-F>>	2 WSTZ-F<	2 WSTZ-F>
WKXI-F>	3 WSTZ-F	3 WJMI-F	3 WJMI-F	3 WOAD >	3 WOHT-F	3 WJMI-F>	3 WJMI-F	3 WJMI-F>	3 WJMI-F>
4 WTYX-F>	WMSI-F	4 WSTZ-F	4 WSTZ-F	4 WJDX-F	WKXI-F	4 WKXI-F	4 WKXI-F	4 WKXI-F	4 WKXI-F
5 WOHT-F	5 WJDX-F	WJDX-F>	5 WOAD	5 WLIN-F	5 WMSI-F	5	5	5	5 WTYX-F
WJDX-F	6	6 WOAD	6 WJDX-F	WJMI-F	6	6	6	6	6

OTHER RATED STATIONS	METRO SHARE	CUME /RTG	TSA /AQH	TSA CUME
WHJT-F 93.5	Clinton/Jackson	0.5/3.3/	4/ 111	
WIIN-F 98.7	Vicksburg	1.4/4.5/	13/ 273	
WJNT 1180	Pearl/Jackson	1.6/5.0/	13/ 200	
WJXN 1450	Jackson	0.4/2.6/	2/ 84	
WKXI 1300	Jackson	1.6/4.9/	12/ 198	
WRJH-F 97.7	Brandon/Jackson	0.5/1.9/	5/ 154	

RADIO STATIONS

WJNT , 1180, 50 KW/500W (DA-2),	Talk	CBS ABC, \$14.00	(---)	
WKXI , 1300, 5 KW/1 KW	Black	UNISUP SBN, \$13.00	(Banner)	Opus
WMGO , 1370, 1 KW (DAYS)	AC	UNIULT, \$10.00	(Bunchez)	
WOAD , 1400, 1 KW	Gospel/Black	ABC, \$18.00	(Durpetti)	Holt
WSLI , 930, 5 KW (DA-N)	Talk	NBC-T MBS, \$19.00	(Eastman)	Spur
WJDX-F, 96.3, 100 KW @ 1410	AC		(Eastman)	Spur
WJMI-F, 99.7, 100 KW @ 1059	Black	ABC CBS, \$44.00	(Durpetti)	Holt
WKXI-F, 107.5, 100 KW @ 951	Black			(MAGEE)
WLIN-F, 101.7, 6 KW @ 298	Soft AC	UNIULT, \$16.00	(Regional)	(GLUCKSTADT)
WMSI-F, 102.9, 100 KW @ 1800	Country	ABC, \$82.00	(Mc-Guild)	CF
WOAD-F, 92.9, 2 KW @ 574	Gospel/Black			(UTICA)
WOHT-F, 95.5, 100 KW @ 1086	CHR	UNIPWR, \$21.00	(HNWH)	Jenne
WSTZ-F, 106.7, 100 KW @ 1063	AOR		(HNWH)	Lewis (VICKSBURG)
WTYX-F, 94.7, 100 KW @ 1115	Oldies	ABC, \$42.00	(Banner)	Opus

JACKSONVILLE

Arbitron Rank/Pop (12+): 50/791,600
 MSA Rank/Pop: 57/947,000
 Average Person Ratings: 15.7
 Market TSL: 21.25 hours

Stations: 24/23
 Diaries: 1206/656:1/47.9%
 Sample Target: 1200
 % Below Line: 0.4
 % Not Listed: 17.3

1991 Revenue: \$24,200,000
 MH Inc.: \$31,680
 Retail \$: 7.5 Bil
 Pop per Station: 34,417
 #1 Biller: WAPE-F \$4,300,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. WQIK-F (C)	164/13.2	11.9	10.4	13.7	11.4	12.3	225/2562	1931/24.4	22.7	19.6			WQIK-F
2. WAPE-F (CHR)	121/ 9.7	11.7	9.6	10.2	9.5	10.3	126/2089	1860/23.5	26.4	24.7			WAPE-F
3. WEJZ-F (SAC)	92/ 7.4	9.8	7.4	6.5	6.4	7.8	104/1549	1368/17.3	19.8	17.2			WEJZ-F
4. WROO-F (C)	91/ 7.3	5.4	5.7	5.0	5.7	5.8	100/1468	1328/16.8	13.3	11.9			WROO-F
5. WFYV-F (AOR)	86/ 6.9	8.2	8.1	7.2	9.5	7.6	99/1532	1319/16.7	15.2	17.2			WFYV-F
6. WKQL-F (O)	66/ 5.3	6.7	6.6	6.3	4.5	6.2	76/1170	982/12.4	14.7	12.9			WKQL-F
7. WHJX-F (B)	61/ 4.9	5.1	7.6	5.9	7.4	5.9	68/893	753/ 9.5	10.5	11.6			WHJX-F
8. WIVY-F (AC)	59/ 4.7	4.8	7.0	7.1	5.4	5.9	69/1106	1014/12.8	14.1	15.3			WIVY-F
9. WOKV (N/T)	27/ 4.6	3.7	3.2	3.5	4.5	3.8	57/755	755/ 9.5	10.9	10.4			WOKV
10. WSVE (G)	32/ 2.6	1.4	2.1	2.1	1.9	2.0	32/304	304/ 3.8	3.5	4.1			WSVE
11. WOKV-F (N/T)	30/ 2.4	1.5	1.1	0.3	0.8	1.3	30/557	510/ 6.4	5.0	4.8			WOKV-F
12. WAIA-F (CL AOR)	29/ 2.3	3.1	3.1	2.8	1.9	2.8	33/734	592/ 7.5	9.1	4.8			WAIA-F
13. WJBT-F (B)	27/ 2.2	1.6	1.4	3.4	3.1	2.2	27/565	552/ 7.0	6.7	6.9			WJBT-F
14. WAYR (?)	19/ 1.5	-----	-----	-----	0.5	0.4	19/107	96/ 1.2	0.0	1.2			WAYR
15. WCGL (G)	17/ 1.4	1.6	1.5	2.1	2.8	1.6	17/246	246/ 3.1	3.5	3.2			WCGL

12+ FM SHARE (METRO): 82.62% (851 of 1030) (WIN 91: 82.19%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WAPE-F>>	1 WAPE-F<	1 WQIK-F>	1 WQIK-F>	1 WQIK-F>	1 WQIK-F>	1 WQIK-F>	1 WQIK-F>	1 WQIK-F>	1 WQIK-F>	1 WQIK-F<
2 WHJX-F	2 WQIK-F	2 WAPE-F	2 WFYV-F	2 WEJZ-F	2 WEJZ-F	2 WAPE-F	2 WAPE-F	2 WAPE-F	2 WAPE-F	2 WFYV-F
3 WQIK-F	3 WFYV-F	3 WFYV-F	3 WFYV-F	3 WEJZ-F	3 WKQL-F<	3 WROO-F	3 WOKV <	3 WEJZ-F	3 WFYV-F	3 WROO-F
4 WJBT-F	4 WIVY-F	4 WROO-F	4 WAPE-F	4 WAPE-F<	4 WROO-F	4 WEJZ-F	4 WAPE-F	4 WFYV-F	4 WHJX-F	4 WAPE-F
5 WFYV-F	5 WROO-F	5 WEJZ-F	5 WKQL-F	5 WKQL-F	5 WOKV	5 WFYV-F	5 WROO-F	5 WROO-F	5 WROO-F	5
6	6 WHJX-F	6 WKQL-F	6 WROO-F	6 WROO-F	6	6 WKQL-F	6 WKQL-F	6 WKQL-F	6 WJBT-F	6
7	7 WEJZ-F	7 WIVY-F	7 WIVY-F<	7 WIVY-F	7	7	7 WFYV-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 WAPE-F	1 WAPE-F>	1 WAPE-F>	1 WQIK-F	1 WQIK-F<	1 WFYV-F	1 WFYV-F	1 WFYV-F	1 WQIK-F	1 WQIK-F
2 WQIK-F>	2 WQIK-F>	2 WQIK-F	2 WAPE-F	2 WEJZ-F>	2 WAPE-F	2 WQIK-F	2 WQIK-F>	2 WFYV-F>	2 WFYV-F>
3 WROO-F	3 WIVY-F	3 WIVY-F	3 WEJZ-F>	3 WAPE-F	3 WROO-F>	3 WAPE-F>	3 WAPE-F>	3 WROO-F<	3 WOKV <
4 WEJZ-F	4 WEJZ-F	4 WEJZ-F	4 WKQL-F	4 WKQL-F<	4 WQIK-F	4 WROO-F	4 WIVY-F	4 WAPE-F	4 WROO-F
5 WIVY-F	5 WHJX-F	5 WHJX-F	5 WHJX-F	5 WIVY-F	5	5 WIVY-F	5 WHJX-F	5 WKQL-F	5 WKQL-F
6 WHJX-F	6 WROO-F	6 WFYV-F	6 WROO-F	6 WHJX-F	6	6 WAIA-F	6 WAIA-F	6 WOKV	6 WAPE-F
7 WFYV-F	7 WFYV-F	7 WROO-F	7 WIVY-F	7 WROO-F	7	7	7 WOKV	7	7 WIVY-F

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WFOY	1240	St. Augustine	0.6/1.0/	8/ 88
WNZS	930	Jacksonville	0.8/2.0/	10/ 159
WPDQ	690	Jacksonville	0.9/3.9/	11/ 319
WQIK	1320	Jacksonville	0.3/1.9/	6/ 172
WROS	1050	Jacksonville	0.6/1.7/	7/ 135
WSOS-F	105.5	St. Augustine	0.9/1.4/	11/ 134
WUVU-F	97.7	St Augustine	0.7/1.5/	9/ 128
WZAZ	1400	Jacksonville	1.2/3.1/	15/ 244
WNFI-F	99.9	Palatka	0.4/2.2/	12/ 400

RADIO STATIONS

WCGL	, 1360,	5 KW (DAYS)	, Gospel	SBN, \$ 16.00	(K & P)	
WOKV	, 600,	5 KW (DA-N)	, News/Talk	NBC T, CBS, \$ 34.00	(MMR)	EZ
WPDQ	, 690,	50 KW/10 KW(DA-2),	Talk	ABC, \$ 18.00	(---)	Genesis
WSVE	, 1280,	5 KW/132 W	, Gospel	NBN UNIPWR, \$ 15.00	(Republic)	
WAIA-F,	93.3,	50 KW @ 462	, Classic AOR	, \$ 21.00	(---)	(ST. MARYS)
WAPE-F,	95.1,	100 KW @ 459	, CHR	, \$ 90.00	(MNH)	Evergreen
WEJZ-F,	96.1,	100 KW @ 830	, Soft AC	, \$ 55.00	(Katz)	Renda
WFYV-F,	104.5,	100 KW @ 1014	, AOR	NBC, \$ 71.00	(Mc-Guild)	Metroplex
WHJX-F,	101.5,	100 KW @ 1463	, Black	ABC, \$ 40.00	(Durpetti)	(BRUNSWICK, GA)
WIVY-F,	102.9,	98 KW @ 1014	, AC	, \$ 60.00	(Durpetti)	Taylor
WJBT-F,	92.7,	6 KW @ 298	, Black	CBS, \$ 22.00	(K & P)	(GREEN COVE)
WKQL-F,	96.9,	100 KW @ 1014	, Oldies	, \$ 61.00	(MMR)	EZ
WOKV-F,	100.7,	100 KW @ 453	, News/Talk	NBC-T, CBS, \$ NA	(---)	Osborn (BRUNSWICK, GA)
WQIK-F,	99.1,	100 KW @ 1014	, Country	ABC, \$ 94.00	(Eastman)	Jacor
WROO-F,	107.3,	100 KW @ 705	, Country	, \$ 42.00	(Banner)	Paxson

JOHN CITY-KINGSPORT

Arbitron Rank/Pop (12+): 94/374,000
 MSA Rank/Pop: 109/454,000
 ADI # 87
 Average Person Ratings: 15.3
 Market TSL: 20.75 hours

Stations: 23/20
 Diaries: 858/436:1/58.5%
 Sample Target: 860
 % Below Line: 7.2
 % Not Listed: 12.2

1991 Revenue: \$9,600,000
 HH Inc.: \$27,034
 Retail \$: 2.6 Bill
 Pop per Station: 18,700
 #1 Biller: WXBQ-F \$1,950,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. WXBQ-F (C)	144/25.2	24.9	20.9	22.7	19.3	23.4	188/2192	1493/39.9	41.4	32.2			WXBQ-F
2. WQUT-F (CHR)	93/16.3	14.9	21.1	18.0	20.0	17.6	147/1962	1322/35.3	31.4	35.0			WQUT-F
3. WTFM-F (AC)	69/12.1	13.2	10.9	14.2	11.9	12.6	75/1214	1071/28.6	28.1	26.0			WTFM-F
4. WUSJ-F (C)	31/ 5.4	5.6	4.4	5.9	6.6	5.3	31/480	480/12.8	11.8	13.1			WUSJ-F
5. WIMZ-F (AOR)	27/ 4.7	4.2	4.4	4.3	3.8	4.4	62/697	333/ 8.9	8.9	8.7			WIMZ-F
6. WKPT (EZ)	19/ 3.3	2.2	2.0	2.1	2.5	2.4	19/262	262/ 7.0	7.1	5.8			WKPT
WJCW (FS)	19/ 3.3	3.8	5.1	4.3	6.0	4.1	23/417	382/10.2	11.7	11.9			WJCW
8. WKOS-F (O)	14/ 2.4	2.4	2.0	2.9	2.1	2.4	16/284	258/ 6.9	8.0	8.0			WKOS-F
9. WZAP (REL)	13/ 2.3	0.7	3.3	0.9	3.0	1.8	16/255	182/ 4.9	2.1	4.4			WZAP
10. WBEJ (C)	11/ 1.9	0.9	0.9	0.5	0.5	1.0	11/199	199/ 5.3	3.3	2.9			WBEJ
11. WIVK-F (C)	10/ 1.7	2.4	1.1	2.1	1.8	1.8	44/599	151/ 4.0	5.7	3.4			WIVK-F
12. WMEV-F (C)	9/ 1.6	1.5	0.7	----	----	0.9	46/525	156/ 4.2	4.2	0.0			WMEV-F
WETB (REL)	9/ 1.6	0.9	2.4	2.1	2.3	1.8	11/193	162/ 4.3	3.9	6.2			WETB
14. WMCH (REL)	8/ 1.4	0.7	1.3	----	1.3	0.8	8/113	113/ 3.0	1.9	2.4			WMCH

12+ FM SHARE (METRO): 80.68% (405 of 502) (WIN 91: 79.31%)

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 WXBQ-F>	1 WXBQ-F>>	1 WXBQ-F>>	1 WXBQ-F>>	1 WXBQ-F>	1 WXBQ-F>>	1 WXBQ-F>	1 WXBQ-F>	1 WXBQ-F>>
2 WXBQ-F>	2 WXBQ-F>	2 WQUT-F>	2 WQUT-F<	2 WTFM-F>	2 WTFM-F>	2 WQUT-F>	2 WQUT-F>	2 WQUT-F>	2 WQUT-F>>	2 WQUT-F>
WTFM-F>	3 WTFM-F>	3 WTFM-F>	3 WTFM-F>	WQUT-F>	3 WUSJ-F<	3 WTFM-F>	3 WTFM-F>>	3 WTFM-F>>	3 WTFM-F>	3 WUSJ-F>
4	4 WIMZ-F>	4 WIMZ-F>	4	4	4 WQUT-F>	4 WUSJ-F>	4 WUSJ-F>	4 WIMZ-F>	4 WIMZ-F>	WTFM-F>
5	5	5	5	5	5	5	5	5 WIMZ-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 WQUT-F>>	1 WQUT-F>	1 WXBQ-F>	1 WXBQ-F>>	1 WXBQ-F>>	1 WQUT-F>	1 WQUT-F>>	1 WQUT-F>>	1 WXBQ-F>	1 WXBQ-F>>
2 WXBQ-F>>	2 WXBQ-F>>	2 WTFM-F>	2 WQUT-F>	2 WTFM-F>	2 WIMZ-F>	2 WXBQ-F>	2 WXBQ-F>	2 WQUT-F>>	2 WQUT-F>
3 WIMZ-F>	3 WTFM-F>>	WQUT-F>	3 WTFM-F>	3 WQUT-F>	3 WXBQ-F>>	3 WIMZ-F>	3 WTFM-F>	3 WTFM-F>	3 WTFM-F>
4 WTFM-F>	4 WIMZ-F>	4	4	4	4 WTFM-F>	4 WTFM-F>	4 WIMZ-F>	4 WIMZ-F>	4
5	5 WUSJ-F>	5	5	5	5	5	5	5	5

OTHER RATED STATIONS	METRO SHARE	CUME/RTG	TSA/AQH	TSA/CUME
WEMB 1420 Erwin	0.9/1.6/	5/ 60		
WEYE-F 104.3 Surgoinsville	0.3/1.8/	2/ 75		
WGAT 1050 Gate City	0.3/1.4/	2/ 52		
WIKQ-F 94.9 Greenville	0.3/3.6/	9/ 280		
WJTZ 640 Blountville	0.3/1.6/	2/ 61		
WKIN 1320 Kingsport	0.3/2.6/	2/ 96		
WOPI 1490 Bristol	0.3/1.1/	2/ 42		
WXBQ 980 Bristol	0.9/4.0/	6/ 186		
WMIT-F 106.9 Black Mountain	0.7/1.9/	16/ 198		

RADIO STATIONS

WJCW , 910, 5 KW/1 KW (DA-N) , Full Service	CBS MBS, \$19.00 (Katz)	Bloomington
WKPT , 1400, 1 KW , EZ	ABC, \$13.00 (Eastman)	Home News
WFGH , 980, 5 KW/1 KW (DA-N) , Oldies	ABC SHN, \$10.00 (Mc-Guild)	Nininger
WKOS-F, 104.9, 1.4 KW @ 479 , Oldies	, \$13.00 (Katz)	Bahakel
WQUT-F, 101.5, 100 KW @ 1499 , CHR	UNIPWR, \$43.00 (Katz)	Bloomington
WTFM-F, 98.5, 100 KW @ 1260 , AC	ABC, \$40.00 (Eastman)	Home News
WUSJ-F, 99.3, .4 KW @ ? , Country	NBC, \$20.00 (Durpett1)	
WXBQ-F, 96.9, 67 KW @ 2240 , Country	ABC, \$46.00 (Mc-Guild)	Nininger

Other Ranked Stations - See Knoxville

KANSAS CITY

Arbitron Rank/Pop (12+): 27/1,307,900

Stations: 24/25
Diaries: 1696/771:1/55.3%
Sample Target: 1560
% Below Line: 0.7
% Not Listed: 7.5

1991 Revenue: \$40,800,000
HH Inc.: \$35,265
Retail \$: 12.9 Bil
Pop per Station: 52,316
#1 Biller: KFKF-F \$5,100,000

MSA Rank/Pop: 29/1,600,000
ADI # 29
Average Person Ratings: 16.5
Market TSL: 21.75 hours

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. WDAF (C/FS)	254/11.8	12.7	10.4	10.3	14.1	11.3	387/4559	2871/22.0	20.3	23.5			WDAF
2. KFKF-F (C)	252/11.7	10.6	10.5	11.2	9.7	11.0	305/3556	2905/22.2	20.0	21.9			KFKF-F
3. KYYS-F (AOR)	149/ 6.9	7.8	9.2	9.0	7.1	8.2	195/2944	2253/17.2	17.3	17.0			KYYS-F
4. KPRS-F (B)	146/ 6.8	7.5	6.2	6.1	6.1	6.7	152/1587	1418/10.8	11.4	10.2			KPRS-F
5. KLTH-F (SAC/EZ)	124/ 5.8	4.7	3.2	4.5	6.0	4.6	148/1951	1629/12.5	11.6	12.6			KLTH-F
6. KMBZ (N/T)	113/ 5.2	5.0	7.5	6.8	3.4	6.1	120/2053	1910/14.6	13.1	10.4			KMBZ
7. KCFX-F (CL AOR)	104/ 4.8	5.0	4.8	3.9	4.8	4.6	124/2409	1991/15.2	18.1	13.9			KCFX-F
8. KUDL-F (AC)	101/ 4.7	3.2	4.0	3.9	4.0	4.0	108/2276	1972/15.1	11.7	12.9			KUDL-F
9. KCMO (T/N)	91/ 4.2	4.6	4.2	4.9	4.7	4.5	138/2188	1596/12.2	14.0	12.0			KCMO
10. KBEQ-F (CHR)	86/ 4.0	5.4	5.2	4.7	5.2	4.8	109/2724	2158/16.5	18.2	19.1			KBEQ-F
11. KCMO-F (O)	81/ 3.8	4.1	4.7	3.8	5.3	4.1	131/1905	1363/10.4	11.3	14.2			KCMO-F
12. KMXV-F (AC)	76/ 3.5	4.1	3.4	3.0	5.3	3.5	82/1730	1603/12.3	11.7	13.6			KMXV-F
13. KKJ-F (C)	68/ 3.2	2.9	4.0	3.7	3.4	3.5	85/1706	1380/10.6	10.1	12.3			KKJ-F
14. KJLA (BB)	57/ 2.6	1.6	-----	-----	-----	1.0	59/655	614/ 4.7	5.1	0.0			KJLA
15. KRVK-F (AOR/AC)	54/ 2.5	2.4	3.6	4.7	2.5	3.3	59/1442	1209/ 9.2	9.3	11.1			KRVK-F
16. KXTR-F (CL)	48/ 2.2	2.4	2.0	2.8	2.2	2.3	54/984	830/ 6.3	6.3	6.1			KXTR-F
17. KNHN (N)	31/ 1.4	1.0	1.1	1.4	2.5	1.2	32/708	691/ 5.3	5.3	7.8			KNHN
18. WHB (O)	30/ 1.4	1.4	1.4	2.3	1.8	1.6	46/1074	710/ 5.4	6.0	7.1			WHB
19.													
20.													

12+ FM SHARE (METRO): 66.60% (1328 of 1994) (WIN 91: 69.25%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KKJ-F	1 KFKF-F<	1 KFKF-F	1 KFKF-F>	1 KFKF-F>	1 WDAF >	1 WDAF >	1 KFKF-F	1 KFKF-F>	1 KPRS-F>	1 WDAF >
2 KPRS-F	2 KYYS-F	2 KYYS-F	2 KPRS-F	2 WDAF	2 KFKF-F	2 KFKF-F>	2 WDAF >	2 WDAF	2 KFKF-F	2 KMBZ
3 KBEQ-F	3 KPRS-F	3 KPRS-F	3 KYYS-F<	3 KPRS-F	3 KMBZ	3 KYYS-F	3 KLTH-F	3 KYYS-F	3 KMBZ	3 KPRS-F
4 KFKF-F	4 KCFX-F	4 KCFX-F	4 WDAF	4 KYYS-F	4 KCMO <	4 KCMO	4 KYYS-F	4 KLTH-F	4 KUDL-F<	4 KFKF-F
5	5 KBEQ-F	5 WDAF <	KCFX-F	KLTH-F<	5 KLTH-F	5 KLTH-F<	KMBZ	5 KPRS-F	5 KKJ-F	5 KLTH-F
6	6 KUDL-F	6 KLTH-F<	6 KLTH-F	6 KCFX-F	6	6 KPRS-F	6 KPRS-F	6	6 KBEQ-F	6 KYYS-F
7	7 KLTH-F	7 KUDL-F	7	7	7	7	7	7	7 WDAF	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 KPRS-F	1 KFKF-F<	1 KFKF-F	1 KFKF-F	1 KFKF-F>	1 KYYS-F>>	1 KYYS-F	1 KFKF-F	1 KYYS-F	1 KFKF-F
2 KYYS-F	2 KPRS-F	2 KUDL-F	2 KPRS-F	2 KLTH-F	2 KFKF-F>	2 KFKF-F>	2 KYYS-F	2 KFKF-F	2 WDAF
3 KFKF-F	3 KUDL-F	3 KLTH-F<	3 KLTH-F	3 KPRS-F	3 KBEQ-F	3 KCFX-F	KCFX-F>	3 KCFX-F	3 KYYS-F<
4 KBEQ-F	4 KYYS-F	4 KPRS-F	4 KUDL-F	4 KMXV-F<	4 KPRS-F>	4 KPRS-F>	4 WDAF	4 WDAF	4 KCFX-F>
5 KCFX-F	KLTH-F<	KMXV-F>	5 KMXV-F	5 KUDL-F	5 KUDL-F	5 WDAF	5 KPRS-F	5 KPRS-F	5 KCMO-F<
6 KUDL-F	6 KBEQ-F	6 KBEQ-F	6 KYYS-F	6 WDAF	6 KKJ-F	6 KBEQ-F	6	6 KCMO-F	6 KPRS-F
7 KKJ-F	7 KMXV-F	7	7	7	7	7	7	7	7

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

KBEA	1480	Mission/KC	0.5/1.8/	10/ 229
K8ZR	1030	Blue Sprg/KCty	1.1/2.2/	23/ 293
KCCV	760	Overland Park	1.2/2.8/	34/ 413
KCXL	1140	Liberty/KC	0.4/1.0/	9/ 130
KPRT	1590	Kansas City	1.0/3.3/	22/ 426
KXXR-F	107.3	Lexington/KC	1.1/5.4/	48/1013
KMZU-F	100.7	Carrollton	0.7/0.9/	34/ 428

KANSAS CITY

AM STATIONS

KBZR, 1030, 1 KW/500 W (DA-1)	, AOR	CBS, \$ 19.00	(MMR)	(BLUE SPG)
KCCV, 760, 6 KW/(DAYS)	, Religion	, \$ 18.00	(---)	Bott
KCMO, 810, 50 KW/5 KW (DA-2)	, Talk/News	CBS MBS, \$ 68.00	(Mc-Guild)	Gannett
KCNW, 1380, 2.5 KW	, Religion	, \$ 19.00	(---)	Marsh
KJLA, 1190, 5 KW/250 W (DA-N)	, Nostalgia	MBS, \$ 21.00	(Roslin)	
KMBZ, 980, 5 KW (DA-2)	, News/Talk	NBC, \$ 64.00	(Durpetti)	Bonneville
KNHN, 1340, 1 KW	, News	CNN UNISUP, \$ 22.00	(---)	
KPRT, 1590, 1 KW/47 W	, Gospel	MBS, \$ 20.00	(Eastman)	
WDAF, 610, 5 KW	, Country/FS	ABC, \$ 94.00	(Katz)	Great American
WHB, 710, 10 KW/5 KW (DA-2)	, Oldies	APR, \$ NA	(Christal)	Shamrock

FM STATIONS

KBEQ, 104.3, 100 KW @ 987	, CHR	ABC, \$ 70.00	(CBS)	Noble
KCFM, 107.3, 100 KW @ 1184	, Country	, \$ 25.00	(Torbet)	(LEXINGTON)
KCFX, 101.1, 97 KW @ 1056	, Classic AOR	UNIPWR, \$ 70.00	(MMR)	Hoker
KCMO, 94.9, 100 KW @ 1056	, Oldies	, \$ 47.00	(Mc-Guild)	Gannett
KFKF, 94.1, 100 KW @ 994	, Country	, \$108.00	(HNWH)	Sconnix
KLTH, 99.7, 100 KW @ 987	, Soft AC/EZ	UNIULT, \$ 49.00	(Durpetti)	Bonneville
KMXV, 93.3, 100 KW @ 1066	, AC	, \$ 50.00	(MMR)	Apollo
KPRS, 103.3, 100 KW @ 994	, Black	SBN ABC, \$ 48.00	(Eastman)	
KRVK, 98.9, 100 KW @ 1056	, AOR/AC	, \$ 49.00	(HNWH)	Journal Co
KUDL, 98.1, 100 KW @ ?	, AC	APR, \$ 60.00	(Christal)	Shamrock
KXTR, 96.5, 99 KW @ 984	, Classical	UNIULT, \$ 41.00	(CMBS)	
KXXR, 106.5, 100 KW @ 982	, Country (w/KFKF)	, \$ NA	(---)	
KYYS, 102.1, 100 KW @ 1000	, AOR	SOURCE, \$ 96.00	(Katz)	Great American

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

* AC - Adult Contemporary	J/NAC- Jazz and New Adult Contemporary
* AOR - Album Oriented Rock	M/FS - Middle of Road, (MOR) Full Service
* B - Black (audience predominately black - over 75%)	N - News
* BB - Big Band, Nostalgia	O - Oldies (1955 to current)
* C - Country	R - Religion, Christian
* CHR - Contemporary Hit Radio, Top 40, Contemporary	SAC - Soft Adult Contemporary
* CL - Classical	SP - Hispanic/Spanish
* CL AOR - Classic AOR, Classic Rock	T - Talk
* E - Ethnic	U - Urban (majority of audience is non-white)
* EZ - EZ Listening, Beautiful Music, Some Very soft AC	? - Others or Unknown
* G - Gospel	

KNOXVILLE

Arbitron Rank/Pop (12+): 70/518,200	Stations: 19/18	1991 Revenue: \$13,800,000
MSA Rank/Pop: 84/612,000	Diaries: 1019/508:1/54.9%	HH Inc.: \$28,176
ADI # 62	Sample Target: 990	Retail \$: 1.9 Bil
Average Person Ratings: 15.9	% Below Line: 0.6	Pop per Station: 28,788
Market TSL: 21.50 hours	% Not Listed: 10.8	#1 Biller: WIVK-AF \$7,000,000

12+ METRO	1/4/SHARE	FAL					SUM		SPG		WIN		4 Book Avg.		12+ TSA		12+ METRO CUME/CUME RATING		FAL		WIN		Birch				
		91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	Share	AQH	Cume		
1. WIVK-F (C)	254/30.8	32.1	33.4	32.0	29.8	32.1	368/4041	2575/49.7	54.0	47.2																	
2. WEZK-F (SAC)	99/12.0	13.1	10.9	14.2	13.4	12.6	137/1965	1222/23.6	29.9	25.4																	
3. WOKI-F (CHR)	74/ 9.0	7.2	9.7	9.1	10.9	8.8	183/2434	933/18.0	18.4	23.4																	
4. WMYU-F (AC)	74/ 9.0	8.8	9.6	9.6	11.5	9.3	109/1757	1192/23.0	25.6	28.1																	
5. WIMZ-F (AOR)	61/ 7.4	8.2	7.0	9.3	8.1	8.0	138/1840	935/17.9	18.0	18.9																	
6. WEMQ-F (?)	27/ 3.3	0.4	----	----	----	0.9	51/506	465/ 9.0	1.7	0.0																	
7. WQBB (EZ)	22/ 2.7	2.6	4.1	3.9	4.0	3.3	0/0	0/ 0.0	4.7	4.4																	
8. WIVK (C)	21/ 2.5	2.9	2.4	2.1	2.8	2.5	24/506	432/ 8.3	8.4	8.9																	
9. WWZZ-F (AOR)	20/ 2.4	3.9	4.1	3.8	2.9	3.5	21/408	393/ 7.6	7.7	6.3																	
10. WJBZ-F (G)	20/ 2.4	1.8	2.5	1.3	----	2.0	23/366	268/ 5.2	5.7	0.0																	
11. WXST-F (?)	14/ 1.7	----	0.5	----	----	0.6	20/332	192/ 3.7	0.0	0.0																	
12. WRJZ (REL)	14/ 1.7	1.2	2.4	1.2	1.1	1.6	15/274	247/ 4.8	4.4	4.0																	
13.																											
14.																											
15.																											

12+ FM SHARE (METRO): 88.71% (652 of 735) (WIN 91: 85.13%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WOKI-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>
2	2 WIMZ-F	2 WEZK-F	2 WEZK-F	2 WEZK-F	2 WEZK-F	2 WEZK-F	2 WEZK-F	2 WEZK-F	2 WOKI-F	2 WEZK-F
3	3 WEZK-F<	3 WMYU-F	3 WMYU-F	3 WMYU-F	3 WMYU-F	3 WMYU-F	3 WMYU-F	3 WMYU-F	3 WEZK-F	3 WOKI-F
4	4 WMYU-F<	4 WIMZ-F>	4 WIMZ-F>	4 WIMZ-F>	4 WIMZ-F>	4 WMYU-F	4 WOKI-F	4 WIMZ-F>	4 WOKI-F	4 WIMZ-F>
5	5 WOKI-F	5 WOKI-F	5 WOKI-F	5 WOKI-F	5	5 WIMZ-F>>	5 WOKI-F>	5 WIMZ-F>>	5 WMYU-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 WIVK-F>	1 WIVK-F>	1 WIVK-F>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F	1 WIVK-F>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>
2 WOKI-F	2 WMYU-F<	2 WMYU-F	2 WEZK-F	2 WEZK-F	2 WIMZ-F>>	2 WIMZ-F>	2 WIMZ-F	2 WIMZ-F	2 WEZK-F
3 WEZK-F	3 WEZK-F<	3 WEZK-F	3 WMYU-F>	3 WMYU-F>>	3 WOKI-F	3 WEZK-F	3 WEZK-F	3 WEZK-F	3 WMYU-F
4 WIMZ-F>	4 WOKI-F	4 WOKI-F	4 WOKI-F	4 WOKI-F	4 WWZZ-F>	4 WOKI-F	4 WMYU-F	4 WMYU-F>	4 WIMZ-F
5 WMYU-F	5 WIMZ-F	5 WIMZ-F	5 WIMZ-F	5 WEMQ-F	5 WMYU-F	5 WMYU-F	5 WOKI-F	5 WOKI-F	5
6	6	6	6	6	6	6 WWZZ-F	6	6	6

OTHER RATED STATIONS		METRO CUME TSA TSA SHARE/RTG/AQH/CUME	
WOLY-F	105.5 Gatlinburg	0.5/1.5/	5/ 106
WGAP	1400 Maryville	0.4/1.6/	3/ 83
WKXV	900 Knoxville	0.4/1.5/	5/ 104
WSEV	930 Sevierville	0.6/1.4/	5/ 71
WUTK	850 Knoxville	1.2/3.0/	11/ 178
WYSH	1380 Clinton	0.6/1.5/	5/ 80
WNOX-F	99.1 Loudon	0.6/2.8/	7/ 188

RADIO STATIONS

WIMZ , 1240, 1 KW , SEE WIMZ-FM
WIVK , 990, 10 KW (DA-1) , SEE WIVK-FM

WEZK-F, 97.5, 100 KW @ 1138 , Soft AC	UNISUP, \$40.00 (Durpetti)	South Central
WIMZ-F, 103.5, 100 KW @ 1719 , AOR	SOURCE, \$41.00 (Christal)	Stoner
WIVK-F, 107.7, 100 KW @ 1968 , Country	ABC, \$146.00 (Katz)	Dick
WJBZ-F, 96.3, 1.2 KW @ 479 , Gospel	, \$12.00 (---)	(SEYMOUR)
WMYU-F, 102.1, 15 KW @ 1978 , AC	CNN UNIPWR, \$68.00 (Eastman)	Jacor
WOKI-F, 100.3, 100 KW @ 2001 , CHR	ABC CBS, \$30.00 (HNWH)	(OAK RIDGE)
WWZZ-F, 93.1, 2.4 KW @ 512 , Country	, \$15.00 (Schubert)	(KARNS)

LANSING

Arbitron Rank/Pop (12+): 98/359,000
 MSA Rank/Pop: 110/436,000
 Average Person Ratings: 16.9
 Market TSL: 22.25 hours

Stations: 19/13
 Diaries: 853/421:1/55.7%
 Sample Target: 860
 % Below Line: 9.0
 % Not Listed: 19.1

1991 Revenue: \$11,400,000
 HH Inc.: \$32,649
 Retail \$: 3.5 Bil
 Pop per Station: 27,615
 #1 Biller: WITL-AF \$3,100,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. WITL-F (C)	115/18.9	15.1	14.4	17.6	13.4	16.5	207/2014	1121/31.2	27.9	23.9			WITL-F
2. WVIC-F (CHR)	74/12.2	10.4	9.6	12.7	14.4	11.2	114/1838	1222/33.7	29.4	35.1			WVIC-F
3. WJXQ-F (AOR)	65/10.7	9.7	10.3	10.1	7.6	10.2	97/1253	818/22.8	16.9	15.3			WJXQ-F
4. WJIM-F (SAC)	39/ 6.4	5.8	8.5	7.0	8.1	6.9	48/834	586/16.3	15.5	16.9			WJIM-F
5. WJR (MOR)	34/ 5.6	5.1	4.3	5.7	4.6	5.2	134/1517	460/12.8	12.7	12.9			WJR
WFMK-F (AC)	34/ 5.6	8.8	5.4	5.1	8.5	6.2	52/1016	689/19.2	19.9	19.7			WFMK-F
7. WIBM-F (O)	31/ 5.1	5.2	5.1	4.6	5.9	5.0	80/1234	581/15.9	16.3	16.0			WIBM-F
8. WMMQ-F (CL AOR)	22/ 3.6	3.7	2.7	3.1	4.9	3.3	22/532	518/14.4	12.1	12.1			WMMQ-F
9. WJIM (T)	15/ 2.5	1.9	1.4	1.0	2.2	1.7	16/331	292/ 8.1	7.0	7.5			WJIM
10. WXXM-F (CHR)	13/ 2.1	4.2	4.5	4.7	3.7	3.9	13/283	269/ 7.5	14.8	14.8			WXXM-F
WQHH-F (B)	13/ 2.1	2.5	1.4	----	----	1.5	14/184	152/ 4.2	4.7	0.0			WQHH-F
12. WILS-F (B)	9/ 1.5	1.6	1.3	1.6	1.5	1.5	18/304	237/ 6.6	7.2	8.4			WILS-F
13. WCUZ-F (?)	8/ 1.3	----	----	0.3	0.3	0.4	44/434	74/ 2.1	0.0	1.4			WCUZ-F
14.													
15.													

12+ FM SHARE (METRO): 88.62% (436 of 492) (WIN 91: 90.43%)

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

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
WILS 1320 Lansing	1.0/4.4/	6/	199
WITL 1010 Lansing	0.2/1.9/	2/	115
WIOG-F 102.5 Bay City/Flint	0.5/3.4/	34/	601
WJFM-F 93.7 Gr Rapids/Klmzo	0.5/2.8/	12/	320
WOOD-F 105.7 Grand Rapids	0.7/3.0/	17/	436
WRIF-F 101.1 Detroit	0.5/2.5/	5/	184

RADIO STATIONS

WILS , 1320, 5 KW/1 KW (DA-3), Black	ABC, \$10.00 (Christal)	MacDonald
WJIM , 1240, 1 KW , Talk	NBC, \$12.00 (Torbet)	Double L
WFMK-F, 99.1, 28 KW @ 600 , AC	, \$41.00 (Eastman)	Liggett
WIBM-F, 94.1, 40 KW @ 551 , Oldies	, \$26.00 (MNR)	CR (JACKSON)
WITL-F, 100.7, 27 KW @ 643 , Country	ABC, \$65.00 (Banner)	
WJIM-F, 97.5, 28 KW @ 440 , Soft AC	, \$24.00 (Torbet)	Double L
WJXQ-F, 106.1, 50 KW @ 489 , AOR	ABC, \$27.00 (Durpetti)	(JACKSON)
WLYY-F, 101.7, 2.1 KW @ 377 , AC	ABC, \$19.00 (Christal)	MacDonald
WMMQ-F, 92.7, 1.5 KW @ 466 , Classic AOR	SOURCE NBC, \$21.00 (HNWH)	(CHARLOTTE)
WVIC-F, 94.9, 49 KW @ 500 , CHR	UNIPWR, \$53.00 (Katz)	Goodrich
WQHH-F, 96.5, 3 KW @ 328 , Black	, \$17.00 (Patt)	(DE WITT)
WXXM-F, 92.1, 4 KW @ 400 , Jazz/NAC	ABC, \$18.00 (HNWH)	(ST. JOHNS)

WJR - See Detroit

LAS VEGAS

Arbitron Rank/Pop (12+): 60/661,700
 MSA Rank/Pop: 72/670,000
 ADI # 91
 Average Person Ratings: 17.5
 Market TSL: 23.00 hours

Stations: 24/24
 Diaries: 1026/645:1/48.3%
 Sample Target: 1010
 % Below Line: 0.0
 % Not Listed: 14.7

1991 Revenue: \$22,000,000
 MH Inc.: \$31,781
 Retail \$: 6.1 Bil
 Pop per Station: 27,570
 #1 Biller: KFMS-AF \$3,400,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. KOMP-F (AOR)	97/ 8.4	7.8	4.7	6.4	4.4	6.8	98/1100	1088/16.4	15.2	12.3			KOMP-F
2. KWNR-F (C)	96/ 8.3	3.9	4.7	4.7	3.9	5.4	96/950	943/14.3	10.8	10.7			KWNR-F
3. KFMS-AF (C)	92/ 7.9	10.4	10.1	8.9	8.7	9.3	100/1112	1036/15.7	20.4	17.6			KFMS-AF
4. KLUC-AF (CHR)	90/ 7.8	9.0	9.0	8.1	9.0	8.5	91/1433	1403/21.2	24.3	26.1			KLUC-AF
5. KXTZ-F (EZ/SAC)	85/ 7.3	5.8	5.9	7.4	6.7	6.6	87/841	822/12.4	10.2	11.6			KXTZ-F
KMZQ-F (AC)	85/ 7.3	6.3	8.1	5.6	7.0	6.8	85/1125	1117/16.9	15.5	15.5			KMZQ-F
7. KKLZ-F (CL AOR)	61/ 5.3	7.2	5.8	6.5	5.4	6.2	61/972	972/14.7	15.2	12.0			KKLZ-F
8. KYRK-F (CHR)	54/ 4.7	3.3	3.9	3.9	4.7	4.0	58/1077	997/15.1	14.3	16.9			KYRK-F
KRLV-F (SAC)	54/ 4.7	4.2	4.7	4.7	4.0	4.6	54/840	836/12.6	11.3	10.5			KRLV-F
10. KORK (BB)	36/ 3.1	3.2	2.3	2.4	4.1	2.8	36/369	369/ 5.6	6.1	7.2			KORK
11. KDWN (N/T)	32/ 2.8	2.5	1.3	3.8	2.8	2.6	34/564	535/ 8.1	7.3	8.2			KDWN
12. KUDA-F (O)	29/ 2.5	3.6	4.6	5.3	4.9	4.0	32/580	553/ 8.4	10.7	11.9			KUDA-F
13. KEYV-F (J/NA)	28/ 2.4	1.9	4.1	2.5	1.7	2.7	30/431	407/ 6.2	6.1	6.9			KEYV-F
14. KMTW (AOR)	25/ 2.2	1.0	1.8	0.6	1.6	1.4	25/181	181/ 2.7	2.0	2.3			KMTW
15. KRRI-F (O)	24/ 2.1	1.6	1.3	1.7	1.3	1.7	24/402	402/ 6.1	4.9	5.2			KRRI-F
KMMK-F (AC/CHR)	24/ 2.1	3.8	3.2	4.5	4.2	3.4	24/460	460/ 7.0	9.0	10.1			KMMK-F

12+ FM SHARE (METRO): 84.41% (834 of 988) (WIN 91: 86.30%)

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

OTHER RATED STATIONS METRO CUME TSA SHARE/RTG/AQH/CUME

KDOL	1280	Henderson/LV	0.8/1.1/	9/ 72
KJUL-F	104.3	N. Las Vegas	1.9/6.3/	25/ 456
KLAV	1230	Las Vegas	0.3/1.4/	4/ 91
KNUU	970	Las Vegas	1.6/7.2/	18/ 475
KOWA	870	Laughlin/E LasV	1.5/2.4/	18/ 182
KVEG	840	N Las Vegas	0.5/2.2/	6/ 145

RAIO STATIONS

KDWN	, 720,	50 KW (DA-N)	, Talk	, \$20.00	(Roslin)	
KENO	, 1460,	5 KW/1 KW(DA-2)	, Oldies	UNISUP UNIULT,	\$12.00	(Christal) Lotus
KMTW	, 1340,	1 KW	, AOR	SMN,	\$13.00	(Banner)
KNUU	, 970,	5 KW/500 W (DA-2)	, News/Talk	MBS CBS,	\$16.00	(---)
KORK	, 920,	5 KW/500 W (DA-2)	, Nostalgia	ABC,	\$18.00	(Banner) Anchor
KEYV-F,	93.1,	25 KW @ 3726	, Jazz/NAC	, \$25.00	(HNWH)	
KFMS-F,	101.9,	100 KW @ 1181	, Country	, \$73.00	(Katz)	
KJUL-F,	104.3,	25 KW @ 3726	, Nostalgia	UNISUP UNIULT,	\$21.00	(---) Amer Bdcst System
KKLZ-F,	96.3,	100 KW @ 1175	, Classic AOR	, \$44.00	(Banner)	
KLUC-F,	98.5,	100 KW @ 1181	, CHR	APR,	\$60.00	(Mc-Guild) Nationwide
KMMK-F,	103.5,	100 KW @ 1210	, AC/CHR	CNN UNISUP,	\$24.00	(Schubert)
KMZQ-F,	100.5,	100 KW @ 1105	, AC	, \$50.00	(Eastman)	Commonwealth (HENDERSON)
KOMP-F,	92.3,	100 KW @ 1519	, AOR	, \$46.00	(Christal)	Lotus
KRLV-F,	106.5,	100 KW @ 1155	, Soft AC	CBS,	\$32.00	(MMR)
KRRI-F,	105.5,	3.7 KW @ 1476	, Oldies	NBC,	\$18.00	(Roslin) (BOULDER)
KUDA-F,	107.5,	25 KW @ 3726	, Oldies	, \$38.00	(CBS)	Americom (PAHRUMP)
KWNR-F,	95.5,	100 KW @ 1161	, Country	UNIULT,	\$23.00	(Banner) (HENDERSON)
KXTZ-F,	94.1,	100 KW @ 1210	, EZ/Soft AC	, \$35.00	(Durpetti)	Parker (HENDERSON)
KYRK-F,	97.1,	100 KW @ 1919	, CHR	, \$27.00	(Banner)	Anchor

LITTLE ROCK

Arbitron Rank/Pop (12+): 83/425,800
 MSA Rank/Pop: 97/523,000
 ADI # 57
 Average Person Ratings: 15.7
 Market TSL: 20.75 hours

Stations: 18/18
 Diaries: 1014/420:1/54.6%
 Sample Target: 910
 % Below Line: 0.0
 % Not Listed: 9.9

1991 Revenue: \$13,500,000
 HH Inc.: \$30,766
 Retail \$: 4.4 Bil
 Pop per Station: 23,655
 #1 Biller: KSSN-F \$4,200,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. KSSN-F (C)	172/25.7	24.7	17.3	20.1	21.0	22.0	329/3395	1607/37.7	38.9	35.2			KSSN-F
2. KMJX-F (AOR)	67/10.0	7.7	11.2	9.2	10.7	9.5	113/1178	755/17.7	13.7	19.2			KMJX-F
3. KIPR-F (B)	63/9.4	7.4	8.9	8.9	6.5	8.6	99/1067	654/15.4	16.5	11.4			KIPR-F
4. KARN (N/T)	48/7.2	5.2	6.1	6.3	8.2	6.2	60/915	719/16.9	13.4	19.3			KARN
5. KURB-F (CHR)	45/6.7	6.2	8.6	4.9	4.7	6.6	66/1507	868/20.2	20.9	16.7			KURB-F
6. KEZQ-F (SAC)	42/6.3	8.4	8.5	10.2	9.9	8.4	66/951	611/14.3	16.0	18.6			KEZQ-F
7. KOLL-F (O)	31/4.6	3.2	5.2	5.7	4.3	4.7	62/959	487/11.4	10.2	12.7			KOLL-F
8. KKYK-F (CHR)	26/3.9	5.1	5.5	4.3	5.3	4.7	63/1235	560/13.2	13.7	15.5			KKYK-F
9. KMZX-F (B)	22/3.3	3.5	3.2	2.1	2.1	3.0	24/328	289/6.8	7.1	4.6			KMZX-F
10. KHLT-F (AC)	19/2.8	4.2	4.6	4.3	5.0	4.0	46/865	404/9.5	12.3	14.7			KHLT-F
11. KXIX-F (C)	18/2.7	3.3	3.6	2.8	1.3	3.1	23/531	392/9.2	10.5	5.8			KXIX-F
12. KLRG (G)	13/1.9	2.0	2.2	2.9	3.2	2.3	14/196	183/4.3	4.6	6.2			KLRG
13. KITA (REL)	12/1.8	2.2	0.7	0.5	1.1	1.3	12/184	184/4.3	3.8	4.3			KITA
14.													
15.													

12+ FM SHARE (METRO): 84.88% (511 of 602) (WIN 91: 82.06%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KIPR-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 KSSN-F>	2 KMJX-F>	2 KMJX-F>	2 KMJX-F>	2 KMJX-F>	2 KARN	2 KMJX-F	2 KMJX-F	2 KIPR-F<	2 KIPR-F>	2 KIPR-F
3 KKYK-F	3 KIPR-F>	3 KIPR-F	3 KURB-F	3 KURB-F	3 KEZQ-F>	3 KIPR-F<	3 KARN <	3 KMJX-F	3 KMJX-F	3 KARN
4	4 KURB-F>	4 KURB-F>	4 KIPR-F	4 KARN <	4 KURB-F	4 KARN >	4 KEZQ-F	4 KURB-F>	4 KARN	4 KEZQ-F
5	5 KKYK-F	5 KOLL-F	5 KOLL-F	5 KOLL-F	5	5 KURB-F	5 KIPR-F	5 KEZQ-F	5 KEZQ-F<	5 KKYK-F
6	6	6	6	KIPR-F	6	6 KEZQ-F	6 KURB-F	6	6 KURB-F	6
							7 KOLL-F		7 KKYK-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 KSSN-F	1 KSSN-F	1 KSSN-F	1 KSSN-F>>	1 KSSN-F>>	1 KSSN-F>	1 KMJX-F	1 KMJX-F>>	1 KSSN-F	1 KSSN-F>
KIPR-F>	2 KIPR-F	2 KURB-F	2 KURB-F<	2 KURB-F>	2 KMJX-F>	2 KSSN-F>>	2 KSSN-F>	2 KMJX-F>>	2 KMJX-F>
3 KMJX-F>	3 KMJX-F	3 KMJX-F	3 KIPR-F	3 KEZQ-F	3 KIPR-F>	3 KIPR-F>	3 KIPR-F	3 KIPR-F	3 KARN
4 KKYK-F>	4 KURB-F>	4 KIPR-F>	4 KMJX-F	4 KIPR-F	4 KKYK-F	4 KURB-F>	4 KARN	4 KARN	4 KOLL-F
5 KURB-F	5 KKYK-F	5 KOLL-F	5	5 KIPR-F	5 KURB-F	5 KARN	5 KURB-F	5 KURB-F	5 KURB-F
KLRG	6	KMZX-F	6	6 KOLL-F	6	6	6	KOLL-F	KIPR-F
		KHLT-F							

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
KAAY 1090 Little Rock	0.6/3.0/	7/	219
KBIS 1010 Little Rock	0.7/3.5/	5/	192
KMTL 760 Sherwood/Lt1Rck	0.6/1.7/	8/	165

RADIO STATIONS

KAAY, 1090, 50 KW (DA-1)	, RELIGION	, \$ 15.00 (---)	Beasley
KARN, 920, 5 KW (DA-2)	, NEWS/TALK	CBS, \$ 25.00 (Katz)	
KBIS, 1010, 10 KW/5 KW (DA-N)	, BUSINESS NEWS	BRN NBC, \$ 14.00 (Christal)	Signal
KGKO, 850, 1 KW (DAYS)	, NOSTALGIA	UNISUP CNN, \$ 12.00 (---)	(BENTON)
KITA, 1440, 5 KW/249W	, RELIGION	, \$ 10.00 (---)	
KLRG, 1150, 5 KW/1 KW (DA-N)	, GOSPEL	MBS, \$ 13.00 (K & P)	Willis
KEZQ-F, 100.3, 44 KW @ 1368, SOFT AC		CBS, \$ 36.00 (McGuilid)	
KHLT-F, 94.1, 100 KW @ 771, AC		, \$ 34.00 (Christal)	Signal
KIPR-F, 92.3, 100 KW @ 938, BLACK		, \$ 24.00 (Katz)	(PINE BLUFF)
KKYK-F, 103.7, 100 KW @ 1509, CHR		, \$ 25.00 (Banner)	
KMJX-F, 105.1, 79 KW @ 1053, AOR		ABC, \$ 45.00 (HNWH)	(CONWAY)
KMZX-F, 106.3, 3 KW @ 289, BLACK		NBS, \$ 17.00 (K & P)	Willis (LONOKE)
KOLL-F, 94.9, 96 KW @ 1843, OLDIES		UNIPWR, \$ 35.00 (McGuilid)	(PINE BLUFF)
KSSN-F, 95.7, 92 KW @ 1663, COUNTRY		ABC, \$ 94.00 (Katz)	South. Skies
KURB-F, 98.5, 99 KW @ 879, CHR		SOURCE, \$ 32.00 (Eastman)	GHB (Buck)
KXIX-F, 102.9, 50 KW @ 495, COUNTRY		, \$ 16.00 (---)	(SHERIDAN)

LOS ANGELES

Arbitron Rank/Pop (12+): 2/9,483,100
 MSA Rank/Pop: 2/12,100,000
 ADI # 2
 Average Person Ratings: 17.9
 Market TSL: 23.50 hours

Stations: 47/44
 Diaries: 4880/1943:1/47.2%
 Sample Target: 4020
 % Below Line: 1.1
 % Not Listed: 10.0

1991 Revenue: \$402,000,000
 HH Inc.: \$42,203
 Retail \$: 92.5 Bil
 Pop per Station: 215,525
 #1 Biller: KABC \$35,000,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. KIIS-AF (CHR)	849/ 5.0	4.9	5.2	4.7	4.7	4.9	996/21213	17863/18.8	19.0	17.2			KIIS-AF
2. KPWR-F (CHR)	840/ 5.0	4.3	3.5	3.4	3.5	4.1	939/17338	15508/16.4	14.6	13.0			KPWR-F
3. KOST-F (AC)	821/ 4.8	6.0	5.9	6.1	5.7	5.7	1033/19510	16008/16.9	18.4	16.2			KOST-F
4. KBIG-F (AC)	714/ 4.2	3.2	3.8	4.1	3.5	3.8	866/14009	11521/12.1	10.5	9.4			KBIG-F
5. KWKW (SP)	707/ 4.2	3.8	3.1	3.4	3.1	3.6	714/7051	6963/ 7.3	6.7	6.1			KWKW
6. KKBT-F (B)	645/ 3.8	3.8	4.9	4.1	3.6	4.2	697/9494	8155/ 8.6	7.9	7.2			KKBT-F
7. KRTH-F (O)	588/ 3.5	4.0	3.8	3.6	2.8	3.7	748/15141	11643/12.3	13.3	10.8			KRTH-F
8. KLOS-F (AOR)	588/ 3.5	4.4	4.5	4.5	4.0	4.2	860/15337	11142/11.7	12.6	10.7			KLOS-F
9. KABC (N/T)	569/ 3.4	4.2	4.7	5.1	4.3	4.3	628/9766	8687/ 9.2	10.1	9.9			KABC
10. KLVE-F (SP)	567/ 3.3	4.0	3.5	2.8	3.1	3.4	638/8079	7268/ 7.7	7.9	7.1			KLVE-F
11. KFVB (N)	543/ 3.2	2.5	3.1	3.1	4.3	3.0	591/15016	13660/14.4	12.5	16.2			KFVB
12. KXEZ-F (SAC)	537/ 3.2	2.9	2.8	3.0	3.2	3.0	627/10496	9284/ 9.8	7.9	8.1			KXEZ-F
13. KTHV-F (J/NA)	531/ 3.1	2.2	2.5	2.8	2.9	2.7	592/9951	8527/ 9.0	7.6	9.0			KTHV-F
14. KROQ-F (AOR)	531/ 3.1	3.2	2.7	3.1	2.9	3.0	620/11191	9363/ 9.9	9.2	8.2			KROQ-F
15. KLSX-F (CL AOR)	512/ 3.0	2.8	2.8	2.8	2.1	2.8	575/11218	9764/10.3	10.2	8.1			KLSX-F
16. KFI (T)	425/ 2.5	2.7	2.1	2.3	2.4	2.4	705/10333	6738/ 7.1	8.2	6.5			KFI
17. KNX (N)	409/ 2.4	2.8	2.6	2.7	4.0	2.6	555/13641	10581/11.2	12.2	13.6			KNX
18. KMPC (SPTS)	406/ 2.4	2.8	2.6	2.6	2.4	2.6	457/7068	6151/ 6.5	7.0	6.2			KMPC
19. KZLA-F (C)	396/ 2.3	2.4	2.6	1.6	2.8	2.2	435/5976	5251/ 5.5	5.5	6.1			KZLA-F
20. KTNQ (SP)	396/ 2.3	3.0	2.4	2.7	2.7	2.6	412/5788	5490/ 5.8	6.6	5.6			KTNQ
21. KKHJ (SP)	393/ 2.3	1.9	2.1	1.7	2.3	2.0	409/5337	5110/ 5.4	5.4	5.1			KKHJ
22. KQLZ-F (AOR)	379/ 2.2	2.4	2.2	2.0	3.0	2.2	536/10583	7954/ 8.4	7.9	8.6			KQLZ-F
23. KCBS-F (O)	315/ 1.9	1.4	1.4	1.9	1.6	1.6	405/9442	7245/ 7.6	5.2	5.7			KCBS-F
24. KGO-F (CL)	293/ 1.7	1.3	1.4	1.4	1.3	1.5	330/6116	5357/ 5.6	5.8	4.6			KGO-F
25. KLIT-F (SAC)	222/ 1.3	1.5	1.6	0.9	0.8	1.3	253/5958	5272/ 5.6	5.3	4.1			KLIT-F
26. KALI (SP)	208/ 1.2	1.0	1.1	1.9	1.2	1.3	213/3297	3242/ 3.4	3.3	2.7			KALI
27. KJLH-F (B)	187/ 1.1	1.2	1.4	1.3	1.1	1.3	187/3844	3809/ 4.0	3.9	3.5			KJLH-F
28. KLAC (C)	149/ 0.9	0.6	0.6	1.1	0.8	0.8	180/3576	3058/ 3.2	3.1	3.3			KLAC
29. KNAC-F (AOR)	148/ 0.9	0.9	0.8	0.8	1.1	0.9	152/3184	3027/ 3.2	3.0	2.9			KNAC-F
30. KGFJ (B/O)	141/ 0.8	0.4	0.7	1.0	0.6	0.7	141/1543	1543/ 1.6	1.4	2.2			KGFJ
31. KACE-F (J/NA)	128/ 0.8	0.8	0.9	0.7	0.8	0.8	128/2005	1976/ 2.1	2.0	2.5			KACE-F
32. KOCH-F (AOR)	125/ 0.7	0.5	-----	-----	-----	0.3	128/2852	2802/ 3.0	2.3	0.0			KOCH-F
33. KKLA-F (REL)	116/ 0.7	0.4	0.4	0.7	0.5	0.6	125/2543	2224/ 2.3	1.8	2.2			KKLA-F
34. KEZY-F (CHR)	112/ 0.7	0.6	0.6	0.7	0.5	0.6	114/2670	2420/ 2.6	2.3	2.2			KEZY-F
35.													

12+ FM SHARE (METRO): 68.91% (10503 of 15241) (WIN 91: 66.14%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KPWR-F	1 KPWR-F	1 KOST-F	1 KBIG-F	1 KBIG-F	1 KABC	1 KLOS-F	1 KBIG-F	1 KPWR-F	1 KPWR-F	1 KABC
2 KIIS-AF	2 KOST-F	2 KBIG-F	2 KOST-F	2 KWKW	2 KFVB	2 KIIS-AF	2 KOST-F	2 KIIS-AF	2 KOST-F	2 KNX
3 KKBT-F	3 KROQ-F	3 KIIS-AF	KLOS-F	KOST-F	3 KXEZ-F	3 KWKW	3 KRTH-F	KOST-F	3 KIIS-AF	3 KFVB
4 KROQ-F	4 KLOS-F	KWKW	4 KWKW	4 KLOS-F	4 KMPC	4 KFVB	4 KWKW	4 KBIG-F	4 KKBT-F	4 KOST-F
5 KQLZ-F	5 KIIS-AF	KLOS-F	5 KTHV-F	5 KRTH-F	5 KTHV-F	5 KABC	5 KIIS-AF	5 KBBT-F	5 KROQ-F	5 KWKW
6	6 KKBT-F	6 KPWR-F	KRTH-F	6 KTHV-F	KBIG-F	6 KPWR-F	6 KTHV-F	6 KRTH-F	6 KWKW	6 KKBT-F
7	7 KWKW	7 KKBT-F	7 KLSX-F	7 KLSX-F	7 KNX	7 KLVE-F	7 KXEZ-F	7 KWKW	7 KABC	7 KKHJ
8	8 KLVE-F	8 KLSX-F	8 KKBT-F	8 KKBT-F	8 KOST-F	8 KLSX-F	8 KPWR-F	8 KTHV-F	8 KLVE-F	8
9	9 KBIG-F	9 KRTH-F	9 KIIS-AF	9 KIIS-AF	9 KRTH-F	9 KOST-F	9 KOST-F	9 KRTH-F	9 KRTH-F	9
10	10 KLSX-F	KROQ-F	10 KLVE-F	10 KLVE-F	KFI	KNX	KFI	10 KFVB	KBIG-F	10
		KLVE-F				KBBT-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 KBIG-F	1 KBIG-F	1 KBIG-F	1 KPWR-F	1 KLOS-F	1 KLOS-F	1 KLOS-F	1 KLOS-F
2 KIIS-AF	2 KKBT-F	2 KKBT-F	2 KOST-F	2 KOST-F	2 KROQ-F	2 KROQ-F	2 KLSX-F	2 KLSX-F	2 KLSX-F
3 KOST-F	3 KBIG-F	3 KOST-F	3 KKBT-F	3 KKBT-F	3 KIIS-AF	3 KPWR-F	3 KWKW	3 KWKW	3 KWKW
4 KROQ-F	4 KPWR-F	4 KLOS-F	4 KIIS-AF	4 KWKW	4 KOST-F	4 KWKW	4 KROQ-F	4 KIIS-AF	4 KRTH-F
5 KKBT-F	5 KIIS-AF	5 KLVE-F	5 KPWR-F	5 KRTH-F	5 KQLZ-F	5 KLSX-F	5 KOST-F	5 KROQ-F	5 KOST-F
6 KBIG-F	6 KROQ-F	6 KWKW	6 KWKW	6 KTHV-F	6 KWKW	6 KIIS-AF	6 KLVE-F	6 KPWR-F	6 KIIS-AF
7 KLVE-F	7 KLVE-F	7 KRTH-F	7 KRTH-F	7 KLVE-F	7 KTNQ	7 KOST-F	7 KIIS-AF	7 KOST-F	7 KFI
8 KKHJ	8 KLOS-F	8 KPWR-F	8 KLVE-F	8 KIIS-AF	8 KLSX-F	8 KQLZ-F	8 KKHJ	8 KRTH-F	8 KLVE-F
9 KRTH-F	9 KRTH-F	9 KIIS-AF	9 KTHV-F	9 KZLA-F	9 KLVE-F	9 KLVE-F	9 KTNQ	9 KTNQ	9 KKHJ
10 KQLZ-F	10 KWKW	10 KKHJ	10	10 KXEZ-F	10 KLOS-F	10 KTNQ	10 KQLZ-F	10 KLVE-F	10
				KLOS-F					

LOS ANGELES

OTHER RATED STATIONS METRO CUME TSA TSA
SHARE/RTG/AQH/CUME

KFSG-F	96.3	Los Angeles	0.3/1.4/	55/1464
KGRB	900	West Covina	0.4/1.0/	69/1061
KIKF-F	94.3	Garden Grove/LA	0.4/1.3/	71/1228
KRLA	1110	Pasadena	0.6/2.3/	116/2544
KSKQ	1540	Los Angeles	0.5/2.1/	86/1962
KSKQ-F	97.9	Long Beach	0.5/1.7/	88/1609
KWIZ	1480	Santa Ana	0.3/1.0/	51/ 958
KWVE-F	107.9	San Clemente	0.3/0.7/	67/1011
KFRG-F	95.1	S Bernardino	0.3/1.1/	330/4787
KGGI-F	99.1	Riverside	0.4/1.6/	337/5728
XTRA	690	Tijuana/SnDiego	0.4/1.6/	131/2566

RADIO STATIONS

AM STATIONS

KABC,	790,	5 KW (DA-N)	, TALK	ABC,	\$ 425.00 (Katz)	Cap Cities/ABC
KALI,	1430,	5 KW (DA-2)	, HISPANIC	,	\$ 80.00 (Katz Hisp)	United
KFI,	640,	50 KW	, TALK	MBS,	\$ 120.00 (Christal)	Cox
KFWB,	980,	5 KW	, NEWS	CNN ABC,	\$ 315.00 (Group W)	Westinghouse
KGFJ,	1230,	1 KW	, BLACK OLDIES	SBN, MBS,	\$ 65.00 (Roslin)	
KGIL,	1260,	5 KW (DA-2)	, TALK	,	\$ 55.00 (HNWH)	Buckley
KIEV,	870,	10 KW/1 KW (DA-2)	, VARIOUS	,	\$ NA (---)	
KKHJ,	930,	5 KW (DA-N)	, HISPANIC	,	\$ 100.00 (Katz Hisp)	
KLAC,	570,	5 KW (DA-N)	, COUNTRY	ABC,	\$ 90.00 (Eastman)	Malrite
KMPC,	710,	50 KW/10 KW (DA-N)	, SPORTS	NBC,	\$ 200.00 (Durpetti)	Golden West
KNX,	1070,	50 KW	, NEWS	CBS,	\$ 315.00 (CBS)	CBS
KRLA,	1110,	50 KW/20 KW (DA-2)	, OLDIES	,	\$ 82.00 (MMR)	Greater Media
KSKQ,	1540,	50 KW/10 KW (DA-2)	, SEE KSKQ-FM			
KTNQ,	1020,	50 KW (DA-2)	, HISPANIC	,	\$ 160.00 (Caballero)	Heftel
KWKW,	1330,	5 KW (DA-N)	, HISPANIC	,	\$ 190.00 (Lotus)	Lotus

FM STATIONS

KACE,	103.9,	1.6 KW @ 371,	JAZZ/NAC	APR, UNIULT,	\$ 90.00 (K & P)	All Pro
KBIG,	104.3,	105 KW @ 2890,	AC	,	\$ 350.00 (CBS)	Bonneville
KCBS,	93.1,	29 KW @ 3496,	OLDIES	CBS,	\$ 190.00 (CBS)	CBS
KFSG,	96.3,	54 KW @ 480,	RELIGION	,	\$ NA (---)	
KIIS,	102.7,	8 KW @ 2959,	CHR	,	\$ 450.00 (McGuild)	Gannett
KJLH,	102.3,	2.2 KW @ 338,	BLACK	,	\$ 100.00 (Roslin)	
KKBT,	92.3,	43 KW @ 2909,	BLACK	,	\$ 325.00 (MMR)	Evergreen
KKGO,	105.1,	18 KW @ 2886,	CLASSICAL	APR,	\$ 125.00 (CMBS)	Mt. Wilson
KKLA,	99.5,	30 KW @ 669,	RELIGION	,	\$ NA (---)	
KLIT,	101.9,	2.5 KW @ 2831,	SOFT AC	,	\$ 105.00 (Banner)	Golden West
KLOS,	95.5,	61 KW @ 3129,	AOR	ABC,	\$ 475.00 (Katz)	Cap Cities/ABC
KLSX,	97.1,	21 KW @ 3001,	CLASSIC AOR	,	\$ 300.00 (MMR)	Greater Media
KLVE,	107.5,	30 KW @ 2998,	HISPANIC	,	\$ 210.00 (Caballero)	Heftel
KMAX,	107.1,	3 KW @ ?,	ETHNIC/RELIG	,	\$ 60.00 (---)	Douglas
KNAC,	105.5,	1 KW @ 469,	AOR	ABC,	\$ 101.00 (---)	
KOST,	103.5,	13 KW @ 3100,	AC	,	\$ 510.00 (Christal)	Cox
KPWR,	105.9,	72 KW @ 771,	CHR	,	\$ 350.00 (HNWH)	Emmis
KQLZ,	100.3,	5 KW @ 3004,	AOR	SOURCE,	\$ 240.00 (Durpetti)	Westwood One
KROQ,	106.7,	6 KW @ 1387,	AOR	,	\$ 270.00 (Torbet)	Infinity
KRTH,	101.1,	51 KW @ 3129,	OLDIES	UNIULT,	\$ 384.00 (Banner)	Beasley
KSKQ,	97.9,	79 KW @ 410,	HISPANIC	,	\$ 100.00 (---)	SBS
KTWV,	94.7,	55 KW @ 2831,	JAZZ/NAC	,	\$ 340.00 (Group W)	Westinghouse
KXEZ,	98.7,	75 KW @ 1181,	SOFT AC/EZ	,	\$ 255.00 (Torbet)	Viacom
KZLA,	93.9,	19 KW @ 3136,	COUNTRY	,	\$ 290.00 (Eastman)	Malrite

LOUISVILLE

Arbitron Rank/Pop (12+): 51/791,500
 MSA Rank/Pop: 52/968,000
 ADI # 46
 Average Person Ratings: 16.0
 Market TSL: 21.25 hours

Stations: 16/16
 Diaries: 1358/583:1/53.4%
 Sample Target: 1320
 % Below Line: 0.0
 % Not Listed: 12.4

1991 Revenue: \$25,500,000
 HH Inc.: \$30,273
 Retail \$: 7.6 Bill
 Pop per Station: 49,468
 #1 Biller: WHAS \$7,000,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. WAMZ-F (C)	271/21.4	22.9	17.9	19.5	17.1	20.4	405/3967	2642/33.4	33.4	29.0			WAMZ-F
2. WHAS (FS)	184/14.6	14.5	14.3	14.3	17.3	14.4	238/3503	2534/32.0	30.4	34.9			WHAS
3. WDJX-F (CHR)	108/ 8.5	7.6	8.0	8.9	6.8	8.3	147/2394	1736/21.9	20.4	22.5			WDJX-F
4. WQMF-F (AOR)	95/ 7.5	7.1	10.4	7.8	8.4	8.2	127/1811	1292/16.3	17.3	16.9			WQMF-F
5. WRKA-F (O)	78/ 6.2	5.0	6.7	4.9	6.9	5.7	80/1414	1294/16.3	16.1	17.0			WRKA-F
6. WGZB-F (B)	74/ 5.9	5.9	5.8	6.7	6.3	6.1	76/902	819/10.3	9.5	8.8			WGZB-F
7. WVEZ-F (SAC)	63/ 5.0	6.4	6.9	6.5	7.6	6.2	71/1348	1075/13.6	15.3	15.8			WVEZ-F
WAVG (T/O)	63/ 5.0	3.1	2.2	2.1	2.3	3.1	63/769	723/ 9.1	8.3	7.4			WAVG
9. WLRS-F (AC)	61/ 4.8	4.8	4.6	3.4	2.8	4.4	61/1045	1023/12.9	12.8	10.3			WLRS-F
10. WLOU (B)	36/ 2.8	2.5	3.1	2.7	3.7	2.8	36/593	593/ 7.5	6.0	8.2			WLOU
11. WWKY (C)	20/ 1.6	0.8	1.1	1.2	0.7	1.2	21/434	399/ 5.0	2.9	3.2			WWKY
12. WZKS-F (CHR)	19/ 1.5	3.7	3.5	5.0	3.9	3.4	21/558	525/ 6.6	12.3	11.8			WZKS-F
13.													
14.													
15.													

12+ FM SHARE (METRO): 69.47% (769 of 1107) (WIN 91: 70.91%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WDJX-F>>	1 WAMZ-F>	1 WAMZ-F>>	1 WAMZ-F>>	1 WAMZ-F>>	1 WHAS <	1 WHAS	1 WAMZ-F>>	1 WAMZ-F>>	1 WAMZ-F	1 WHAS >
2 WQMF-F>	2 WQMF-F	2 WHAS	2 WHAS	2 WHAS >	2 WAMZ-F>>	2 WAMZ-F>>	2 WHAS >	2 WHAS	2 WHAS	2 WAMZ-F>
3 WGZB-F>	3 WDJX-F	3 WQMF-F	3 WRKA-F	3 WRKA-F	3 WAVG	3 WDJX-F	3 WLRS-F<	3 WDJX-F>	3 WDJX-F	3 WGZB-F
4 WAMZ-F	4 WLRS-F	4 WRKA-F	4 WQMF-F	4 WQMF-F	4 WRKA-F	4 WQMF-F>	4 WRKA-F	4 WRKA-F	4 WRKA-F	4 WGZB-F<
5	WGZB-F	5 WDJX-F	5 WLRS-F	5 WLRS-F	5 WVEZ-F	5 WRKA-F	WAVG <	WGZB-F<	5 WQMF-F>	5
6	6	6 WLRS-F	6 WVEZ-F	6 WVEZ-F	6	6	6 WVEZ-F	6 WQMF-F	6 WRKA-F	6
7	7	WGZB-F	7	7	7	7	WQMF-F<	7	7	7
							8 WDJX-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 WAMZ-F>	1 WAMZ-F>>	1 WAMZ-F>>	1 WAMZ-F>>	1 WAMZ-F>>	1 WQMF-F	1 WQMF-F	1 WQMF-F	1 WAMZ-F>	1 WAMZ-F>
2 WDJX-F>	2 WDJX-F>	2 WLRS-F	2 WHAS	2 WHAS >	2 WAMZ-F	2 WAMZ-F>>	2 WAMZ-F>	2 WQMF-F>	2 WHAS
3 WGZB-F>	3 WLRS-F<	WDJX-F	3 WDJX-F	3 WRKA-F	3 WDJX-F	3 WGZB-F	3 WLRS-F>	3 WHAS >	3 WQMF-F
4 WLRS-F	4 WGZB-F>	4 WRKA-F	4 WRKA-F	4 WLRS-F	4 WGZB-F	WDJX-F	4 WRKA-F	4 WRKA-F	4 WRKA-F
5 WVEZ-F	5 WRKA-F	5 WRKA-F	5 WLRS-F	5 WDJX-F	5	5 WLRS-F	WHAS	5 WGZB-F	5
6 WQMF-F	6 WQMF-F	6 WHAS	6 WGZB-F	6 WVEZ-F	6	6	6	6 WDJX-F	6
7	7 WVEZ-F	7 WQMF-F	7 WVEZ-F	7 WGZB-F	7	7	7	7	7

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
WFIA 900 Louisville	0.4/2.1/ 5/ 212		
WLLV 1240 Louisville	1.0/2.6/ 14/ 216		
WTMT 620 Louisville	0.5/3.2/ 6/ 276		
WXVW 1450 Jeffersonvl/Lvl	0.9/3.4/ 11/ 276		

RADIO STATIONS

WAVG , 970, 5 KW (DA-N) , Talk/Oldies UNISUP, \$ 24.00 (Durpetti)
WHAS , 840, 50 KW , Full Service ABC, \$120.00 (Christal) Clear Channel
WLOU , 1350, 5 KW/500 W (DA-N), Black SBN, \$ 25.00 (---) Johnson
WWKY , 790, 5 KW/1 KW (DA-2), Country NBC, \$ 19.00 (Katz) Wilks-Schwartz
WXVW , 1450, 1 KW , Nostalgia SMN UNISUP, \$ 23.00 (K & P)
WAMZ-F, 97.5, 100 KW @ 500 , Country , \$102.00 (Christal) Clear Channel
WDJX-F, 99.7, 24 KW @ 715 , CHR APR, \$ 60.00 (Eastman) Stoner
WGZB-F, 96.5, 3 KW @ 295 , Black CNN, \$ 30.00 (---)
WLRS-F, 102.3, 3 KW @ 285 , AC UNIPWR, \$ 35.00 (Durpetti)
WQMF-F, 95.7, 34 KW @ 581 , AOR , \$ 61.00 (HNWH)
WRKA-F, 103.1, 3 KW @ 276 , Oldies , \$ 44.00 (Banner) Capito1-Johnson
WVEZ-F, 106.9, 25 KW @ 669 , Soft AC , \$ 65.00 (Katz) Wilks-Schwartz
WZKS-F, 103.9, 1 KW @ 489 , Country , \$ 26.00 (MMR)

MADISON

Arbitron Rank/Pop (12+): 117/313,300
 MSA Rank/Pop: 136/356,000
 ADI # 90
 Average Person Ratings: 16.1
 Market TSL: 21.00 hours

Stations: 15/15
 Diaries: 793/395:1/61.0%
 Sample Target: 760
 % Below Line: 0.0
 % Not Listed: 19.6

1991 Revenue: \$14,700,000
 HH Inc.: \$33,352
 Retail \$: 3.4 Bill
 Pop per Station: 20,886
 #1 Biller: WIBA-F \$2,500,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. WWQM-AF (C)	63/12.5	10.3	6.7	8.5	7.9	9.5	83/1022	730/23.4	18.3	15.2			WWQM-AF
2. WZEE-F (CHR)	61/12.1	9.0	11.7	7.0	8.5	9.9	108/1676	944/30.1	25.9	23.6			WZEE-F
3. WIBA-F (AOR)	59/11.7	12.2	15.4	15.3	14.7	13.6	128/1682	900/28.7	28.2	29.8			WIBA-F
4. WOLX-F (O)	40/ 7.9	9.2	8.9	9.9	7.7	9.0	94/1529	691/22.1	21.2	21.7			WOLX-F
5. WIBA (MOR)	28/ 5.5	5.0	6.3	7.0	6.4	5.9	29/571	502/16.0	16.5	17.7			WIBA
6. WMGN-F (AC)	27/ 5.3	7.3	6.1	7.6	6.6	6.6	47/718	449/14.3	16.3	15.6			WMGN-F
7. WTSO (C)	26/ 5.1	6.1	5.5	3.1	7.4	4.9	39/703	455/14.5	23.2	16.1			WTSO
8. WMLI-F (SAC)	25/ 5.0	4.6	3.0	4.1	2.9	4.2	34/516	402/12.8	13.3	10.4			WMLI-F
9. WMAD-F (AOR)	22/ 4.4	4.0	3.2	4.3	2.9	4.0	25/364	302/ 9.6	11.2	9.6			WMAD-F
10. WTDY (T/N)	20/ 4.0	4.0	3.8	2.7	4.4	3.6	22/388	316/10.1	11.6	10.6			WTDY
11. WJJO-F (AOR/AC)	13/ 2.6	3.6	3.2	6.0	5.4	3.8	37/592	336/10.7	13.6	18.0			WJJO-F
12. WSJY-F (EZ)	9/ 1.8	1.7	1.6	2.3	1.9	1.9	24/355	170/ 5.4	6.5	5.9			WSJY-F
13. WMMH-F (AOR/AC)	9/ 1.8	1.5	1.0	---	---	1.1	11/276	234/ 7.5	5.9	0.0			WMMH-F

12+ FM SHARE (METRO): 80.54% (327 of 406) (WIN 91: 74.01%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZEE-F>>	1 WIBA-F>	1 WIBA-F	1 WWQM-AF<	1 WWQM-AF	1 WWQM-AF	1 WIBA-F	1 WWQM-AF	1 WZEE-F	1 WZEE-F>	1 WWQM-AF
2	2 WZEE-F	2 WWQM-AF	2 WOLX-F	2 WOLX-F	2 WOLX-F<	2 WZEE-F	WIBA-F>	WIBA-F<	2 WMLI-F	2 WZEE-F>
3	3 WWQM-AF>	3 WZEE-F<	3 WIBA-F>	3 WIBA-F	3 WIBA	3 WWQM-AF	3 WOLX-F	3 WWQM-AF>	3 WIBA-F	3 WOLX-F
4	4 WMAD-F	4 WOLX-F>	4 WMGN-F	4 WMGN-F	4 WTSO	4 WIBA	4 WZEE-F	4 WOLX-F>	4 WWQM-AF>	4 WTSO
5	5	5 WMGN-F	5 WZEE-F	5 WZEE-F	5	5 WOLX-F	WTDY	5 WMGN-F	5 WOLX-F	WIBA
6	6	6 WMAD-F	6	6	6	6 WTSO	WMGN-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 WZEE-F	1 WZEE-F	1 WWQM-AF	1 WZEE-F	1 WWQM-AF	1 WIBA-F>>	1 WIBA-F>>	1 WIBA-F>	1 WIBA-F>	1 WWQM-AF
2 WIBA-F>>	2 WIBA-F	2 WWQM-AF>	2 WWQM-AF	2 WOLX-F	2 WZEE-F>	2 WWQM-AF	2 WWQM-AF>>	2 WWQM-AF	2 WIBA-F
3 WWQM-AF	3 WWQM-AF>	3 WZEE-F	3 WOLX-F	3 WMGN-F>	3 WMAD-F>>	3 WZEE-F>	3 WOLX-F	3 WOLX-F	3 WOLX-F>
4 WMLI-F	4 WMGN-F	WOLX-F	4 WMGN-F	4 WMLI-F	4 WWQM-AF	4 WMAD-F	4 WTDY	4 WZEE-F	4 WMAD-F
5 WMAD-F	5 WMLI-F	5 WIBA-F	5 WIBA-F	5 WZEE-F	5 WJJO-F	5 WJJO-F	5 WMMH-F	5 WMAD-F	5
6	6	6 WMLI-F	6 WMLI-F	6	6	6	WJJO-F	6	6

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA AQH	TSA CUME
WHIT 1550 Madison	0.2/0.1/	0/	0	0
WIBU 1240 Poynette	0.8/3.3/	14/	211	

RADIO STATIONS

WIBA , 1310, 5 KW (DA-2) , Full Service	CBS, \$37.00 (Katz)	Double L
WIBU , 1240, 1 KW , Nostalgia	, \$10.00 (---)	(POYNETTE)
WTDY , 1480, 5 KW (DA-2) , Talk/News	NBC ABC, \$20.00 (Mc-Guild)	Midwest Family
WTSO , 1070 10 KW/5 KW (DA-2), Country	ABC, \$26.00 (Banner)	Mid Continent
WIBA-F, 101.5, 12 KW @ 1017 , AOR	CBS, \$56.00 (Katz)	Double L
WJJO-F, 94.1, 50 KW @ 492 , AOR/AC	, \$25.00 (HNWH)	(WATERTOWN)
WMAD-F, 92.1, 1.8 KW @ 400 , AOR	, \$23.00 (Torbet)	
WMGN-F, 98.1, 38 KW @ 581 , AC	, \$48.00 (Mc-Guild)	Midwest Family
WMLI-F, 96.3, 5.1 KW @ 672 , Soft AC	UNISUP, \$18.00 (Torbet)	(SAUK CITY)
WMMH-F, 105.5, 4.4 KW @ 384 , AOR/AC	, \$14.00 (---)	(VERONA)
WOLX-F, 94.9, 37 KW @ 1299 , Oldies	, \$48.00 (Christal)	Shockley (BARABOO)
WSJY-F, 107.3, 50 KW @ 500 , EZ	ABC, \$15.00 (---)	(FORT ATKINSON)
WWQM-F, 106.3, 4.5 KW @ 380 , Country	ABC, \$33.00 (Eastman)	Media Capital
WZEE-F, 104.1, 9.4 KW @ 1118 , CHR	, \$35.00 (Banner)	Midcontinent

MCALLEN-BROWNSVILLE

Arbitron Rank/Pop (12+): 71/513,600
 MSA Rank/Pop: 119/664,000 (McAllen)
 Average Person Ratings: 17.8
 Market TSL: 23.50 hours

Stations: 20/18
 Diaries: 1034/497:1/54.4%
 Sample Target: 960
 % Below Line: 1.1
 % Not Listed: 13.8

1991 Revenue: \$12,000,000
 HH Inc.: \$21,897
 Retail \$: 3.4 Btl
 Pop per Station: 28,533
 #1 Biller: KTEX-F \$2,200,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. KTEX-F (C)	146/16.0	20.9	16.8	19.5	18.5	18.3	162/1866	1673/32.6	33.8	30.9			KTEX-F
2. KGBT (SP)	118/12.9	13.4	12.9	13.8	15.1	13.3	126/1343	1232/24.0	23.3	24.2			KGBT
3. KBFM-F (CHR)	105/11.5	10.9	10.8	11.1	13.1	11.1	112/1671	1585/30.9	28.8	31.3			KBFM-F
4. KIWV-F (SP)	81/ 8.9	7.1	9.3	7.0	8.0	8.1	89/1372	1194/23.2	15.1	19.2			KIWV-F
5. KVLY-F (O)	56/ 6.1	4.3	4.9	5.5	4.9	5.2	56/787	764/14.9	11.8	12.0			KVLY-F
6. KFRQ-F (?)	43/ 4.7	4.3	4.9	6.8	5.7	5.2	44/828	797/15.5	12.6	14.4			KFRQ-F
7. KTJN-F (?)	42/ 4.6	3.4	3.5	2.2	1.2	3.4	46/744	705/13.7	10.1	4.2			KTJN-F
8. KQXX-F (SP)	38/ 4.2	4.4	4.6	4.6	3.3	4.4	40/509	486/ 9.5	9.9	9.7			KQXX-F
9. KIRT (SP)	30/ 3.3	1.2	2.2	1.2	1.9	2.0	30/471	468/ 9.1	4.2	6.2			KIRT
10. KRGY-F (CHR)	25/ 2.7	4.7	5.7	5.3	3.7	4.6	25/676	651/12.7	14.5	13.8			KRGY-F
11. KVJY (EZ)	20/ 2.2	1.4	0.6	2.2	2.2	1.6	28/271	225/ 4.4	2.9	3.6			KVJY
KBOR (SP)	20/ 2.2	2.1	3.2	1.9	2.5	2.3	20/337	332/ 6.5	6.0	4.9			KBOR
13. KURV (T)	17/ 1.9	2.9	2.8	2.8	1.8	2.6	19/237	225/ 4.4	6.2	5.3			KURV
14. KRGE (SP)	15/ 1.6	1.8	1.2	1.3	0.1	1.5	15/205	195/ 3.8	3.3	0.0			KRGE

12+ FM SHARE (METRO): 69.80% (550 of 788) (WIN 91: 74.00%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBFM-F >>	1 KTEX-F >	1 KTEX-F >	1 KTEX-F >	1 KTEX-F >	1 KGBT >	1 KGBT	1 KTEX-F	1 KTEX-F >	1 KBFM-F	1 KGBT >
2 KTEX-F >	2 KBFM-F >	2 KIWV-F <	2 KIWV-F <	2 KGBT <	2 KTEX-F >	2 KTEX-F >	2 KGBT >	2 KGBT	2 KTEX-F >	2 KTEX-F >
3 KIWV-F <	3 KIWV-F <	3 KBFM-F <	3 KVLY-F <	3 KIWV-F <	3 KIWV-F <	3 KBFM-F	3 KIWV-F	3 KBFM-F	3 KIWV-F <	3 KIWV-F <
4 KRGY-F <	4 KGBT <	4 KVLY-F <	KGBT >	4 KVLY-F >	4 KVLY-F >	4 KIWV-F	4 KBFM-F	4 KIWV-F	4 KQXX-F	4 KBFM-F
KFRQ-F <	5 KVLY-F <	KGBT <	5 KBFM-F <	5 KBFM-F <	5	5 KVLY-F	5 KVLY-F >	5 KVLY-F	5 KGBT	5
6	KFRQ-F <	6	6	6	6	6 KIRT	6 KFRQ-F	6 KTJN-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 KTEX-F	1 KTEX-F >	1 KTEX-F >	1 KTEX-F >	1 KTEX-F	1 KTEX-F	1 KTEX-F >	1 KTEX-F >	1 KTEX-F >	1 KVLY-F
2 KBFM-F >>	2 KBFM-F >	2 KIWV-F <	2 KIWV-F <	2 KIWV-F <	2 KBFM-F >	2 KBFM-F >	2 KVLY-F <	2 KVLY-F <	2 KTEX-F >
3 KFRQ-F >	3 KIWV-F <	3 KBFM-F <	3 KBFM-F <	3 KGBT >	3 KRGY-F >	3 KIWV-F <	3 KTJN-F <	3 KBFM-F <	3 KGBT
4 KIWV-F <	4 KFRQ-F >	4 KGBT <	4 KGBT >	4 KQXX-F <	4 KIWV-F <	4 KVLY-F <	4 KIWV-F <	4 KIWV-F <	4 KIWV-F <
5 KQXX-F <	5 KQXX-F <	KFRQ-F <	5 KFRQ-F <	5 KBFM-F <	5	5 KTJN-F	KGBT	5 KGBT	5 KTJN-F
6	6	6 KQXX-F <	6 KQXX-F <	6	6	KGBT	6 KBFM-F <	6	6 KBFM-F <
7	7	7 KVLY-F <	7	7	7	7 KRGY-F	7	7	7

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
KUBR 1210 San Juan	1.1/1.7/	10/	87
KVTY-F 105.5 Mission	0.4/3.4/	4/	177
XEEW-F 97.7 Matamoros	0.7/2.0/	6/	103
XEMS 1490 Matamoros	0.4/1.4/	4/	74

RADIO STATIONS

KBOR, 1600, 1 KW (DA-1)	, SEE KBOR-FM		
KGBT, 1530, 50 KW/10 KW (DA-N), HISPANIC		\$ 44.00 (Katz)	Tichenor
KIRT, 1580, 1 KW/300 W, HISPANIC		\$ 12.00 (Caballero)	
KRGE, 1290, 5 KW (DA-1), HISPANIC	UNIPWR ABC,	\$ 13.00 (Torbet)	
KURV, 710, 1 KW/910W (DA-2), TALK	ABC, CNN,	\$ 15.00 (---)	
KVJY, 840, 5 KW/1 KW (DA-1), EZ	ABC,	\$ 12.00 (Christal)	Tate
KBFM-F, 104.1, 100 KW @ 1000, CHR	ABC,	\$ 37.00 (Banner)	
KBOR-F, 106.3, .5 KW @ 633, HISPANIC		\$ 24.00 (Caballero)	
KELT-F, 94.5, 100 KW @ 1158, AC		\$ 30.00 (Katz)	
KIWV-F, 96.1, 100 KW @ 449, HISPANIC		\$ 32.00 (Katz Hisp)	Tichenor
KQXX-F, 98.5, 100 KW @ 1319, HISPANIC		\$ 24.00 (Caballero)	
KRGY-F, 99.5, 100 KW @ 1036, CHR	UNIPWR ABC,	\$ 26.00 (Torbet)	
KTEX-F, 100.3, 100 KW @ 449, COUNTRY	ABC,	\$ 50.00 (Christal)	Tate
KVLY-F, 107.9, 100 KW @ 718, OLDIES		\$ 24.00 (Torbet)	Tipple
KVTY-F, 105.3, 3 KW @ 302, RELIGION		\$ 10.00 (---)	

MEMPHIS

Arbitron Rank/Pop (12+): 43/897,700

Stations: 22/20
Diaries: 1450/619:1/50.7%
Sample Target: 1290
% Below Line: 0.7
% Not Listed: 8.9

1991 Revenue: \$27,000,000
HH Inc.: \$23,401
Retail \$: 7.2 Bil
Pop per Station: 44,885
#1 Biller: WGKX-F \$5,700,000

MSA Rank/Pop: 49/989,000
ADI # 39
Average Person Ratings: 16.8
Market TSL: 22.25 hours

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. WHRK-F (B)	187/12.4	11.5	11.7	12.0	13.5	11.9	248/2975	2325/25.9	23.3	23.5			WHRK-F
2. WGKX-F (C)	173/11.5	15.7	11.7	9.8	10.4	12.2	221/2918	2253/25.1	29.8	22.2			WGKX-F
3. WEGR-F (AOR)	155/10.3	7.7	8.3	8.0	11.2	8.6	209/2392	1678/18.7	17.3	17.2			WEGR-F
4. WDIA (B)	153/10.2	10.1	11.3	9.7	9.7	10.3	180/2349	1804/20.1	20.8	20.0			WDIA
5. WRVR-F (AC)	112/ 7.4	5.9	5.3	6.9	9.1	6.4	140/2030	1552/17.3	18.0	17.5			WRVR-F
6. WMC -F (CHR)	105/ 7.0	8.7	6.7	7.9	6.8	7.6	136/2415	1637/18.2	21.8	19.4			WMC -F
7. KJMS-F (B)	102/ 6.8	8.5	9.7	7.9	4.1	8.2	109/1839	1625/18.1	20.5	14.4			KJMS-F
8. WMC (T/N)	73/ 4.9	3.2	3.9	2.7	4.1	3.7	84/1246	1019/11.4	9.7	11.2			WMC
9. WLOK (G)	67/ 4.5	3.6	5.0	5.5	5.5	4.7	70/1024	974/10.8	9.1	12.1			WLOK
10. WPYR-F (D)	59/ 3.9	3.6	3.7	4.8	4.9	4.0	85/1783	1166/13.0	14.5	11.9			WPYR-F
11. KFTH-F (?)	44/ 2.9	---	0.5	1.3	1.2	1.2	44/728	717/ 8.0	0.0	4.1			KFTH-F
12. WREC (BB)	35/ 2.3	1.7	2.3	2.7	2.2	2.3	43/840	618/ 6.9	6.5	6.7			WREC
13.													
14.													
15.													

12+ FM SHARE (METRO): 70.44% (965 of 1370) (WIN 91: 71.23%)

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 WEGR-F	1 WEGR-F<	1 WEGR-F<	1 WGKX-F	1 WGKX-F	1 WGKX-F	1 WHRK-F<	1 WHRK-F>>	1 WHRK-F>>
2 WMC -F	2 WEGR-F>	2 WHRK-F	2 WDIA	2 WDIA	2 WDIA	2 WEGR-F<	2 WRVR-F	2 WGKX-F	2 KJMS-F	2 WDIA
KJMS-F>	3 WGKX-F<	3 WGKX-F<	3 WGKX-F<	3 WGKX-F	3 WRVR-F	3 WHRK-F<	3 WEGR-F	3 WEGR-F	3 WEGR-F	3 WEGR-F
4 WEGR-F	4 KJMS-F	4 WDIA	4 WHRK-F	4 WHRK-F<	4 WMC	4 WDIA	4 WDIA	4 WRVR-F	4 WDIA	4 KJMS-F
5	5 WMC -F	5 WRVR-F	5 WRVR-F>	5 WRVR-F>	5 WLOK	5 WRVR-F	5 WMC <	5 WDIA <	5 WGKX-F	5
6	WDIA	6 WMC -F<	6 WMC -F<	6 WMC -F<	6	6 WMC -F	6 WHRK-F	6 WMC -F	6 WMC -F	6
7	7 WRVR-F	7 KJMS-F	7 KJMS-F	7 KJMS-F	7	7	7 WMC -F	7 KJMS-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 WHRK-F>	1 WHRK-F>	1 WDIA	1 WHRK-F	1 WDIA	1 WEGR-F	1 WEGR-F>	1 WEGR-F>	1 WEGR-F>	1 WEGR-F
2 WGKX-F>	2 WEGR-F	2 WHRK-F	2 WDIA	2 WRVR-F	2 WHRK-F	2 WHRK-F	2 WHRK-F	2 WHRK-F	2 WGKX-F
3 WEGR-F	3 WGKX-F<	3 WEGR-F	3 WGKX-F	3 WHRK-F<	KJMS-F	3 KJMS-F>	3 WGKX-F	3 WGKX-F	3 WDIA
4 WMC -F	4 WDIA	4 WMC -F	4 WRVR-F<	4 WGKX-F	4 WMC -F>>	4 WGKX-F	4 WDIA	4 WDIA	4 WHRK-F
5 WRVR-F	5 WMC -F	5 WRVR-F	5 WEGR-F	5 WEGR-F	5 WGKX-F	5 WMC -F	5 KJMS-F>	5 KJMS-F	5 WRVR-F
KJMS-F	6 WRVR-F<	6 KJMS-F	6 WMC -F	6 WMC -F	6	6 WDIA	6 WRVR-F	6 WMC -F	6
KFTH-F	7 KJMS-F	7 WGKX-F	7 KJMS-F	7 KJMS-F	7	7 WRVR-F	7	7 WRVR-F	7

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

KWAM	990	Memphis	1.5/4.6/ 25/ 467
WBBP	1480	Memphis	0.7/3.1/ 11/ 290
WCRV	640	Collierville	1.3/4.4/ 22/ 548
WHBQ	560	Memphis	3.3/1.9/ 8/ 250
WPMS	1380	Millington	0.5/1.9/ 8/ 175
WPLX	1170	Germentown	0.4/0.9/ 6/ 80
KFIN-F	107.9	Jonesboro	0.4/0.8/ 81/ 844
KJBR-F	101.9	Jonesboro	0.3/1.5/ 30/ 615

RADIO STATIONS

KWAM, 990, 10	KW/450 W (DA-2), GOSPEL	UNIULT, \$ 20.00 (---)	Rivers
WCRV, 640, 10	KW/500 W (DA-2), RELIGION	, \$ 17.00 (---)	(COLLIERVILLE)
WDIA, 1070, 50	KW/5 KW (DA-2), BLACK	CBS, \$ 39.00 (McGuild)	Ragan Henry
WHBQ, 560, 5	KW/1 KW (DA-2), OLDIES	ABC, APR, \$ 18.00 (Roslin)	
WLOK, 1340, 1	KW (DA-1), GOSPEL	NBC, SBN, \$ 25.00 (K & P)	
WMC, 790, 5	KW (DA-N), TALK/NEWS	, \$ 31.00 (Banner)	Scripps-Howard
WREC, 600, 5	KW (DA-N), NOSTALGIA	CBS, \$ 32.00 (McGuild)	New Market
KJMS-F, 101.1, 100	KW @ 449, BLACK	NBC, \$ 43.00 (Durpetti)	Rivers
WEGR-F, 102.7, 100	KW @ 899, AOR	UNIPWR, \$ 66.00 (McGuild)	New Market
WEZI-F, 94.3, 6	KW @ 298, EZ/SOFT AC	UNISUP, UNIPWR, \$ 35.00 (MMR)	Ardman
WGKX-F, 105.9, 100	KW @ 994, COUNTRY	, \$ 119.00 (Katz)	Barnstable
WHRK-F, 97.1, 100	KW @ 531, BLACK	NBC, \$ 74.00 (McGuild)	Ragan Henry
WMC-F, 99.7, 290	KW @ 908, CHR	SOURCE, \$ 86.00 (Banner)	Scripps-Howard
WPYR-F, 98.1, 100	KW @ 712, OLDIES	, \$ 50.00 (CBS)	Diamond (OSCEOLA, AR)
WRVR-F, 104.5, 100	KW @ 751, AC	, \$ 75.00 (MMR)	Keymarket

MIAMI-FT. LAUDERDALE

Arbitron Rank/Pop (12+): 11/2,777,200
 MSA Rank/Pop: 24/3,180,000 (Miami)
 ADI # 15
 Average Person Ratings: 19.9
 Market TSL: 26.25 hours

Stations: 38/34
 Diaries: 2910/954:1/48.5%
 Sample Target: 2770
 % Below Line: 2.3
 % Not Listed: 8.2

1991 Revenue: \$97,000,000
 HH Inc.: \$33,612
 Retail \$: 28.2 B11
 Pop per Station: 81,682
 #1 Biller: WIOD \$7,500,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. WEDR-F (B)	379/ 6.9	4.9	6.2	5.7	5.8	5.9	417/3940	3333/12.0	11.6	10.9			WEDR-F
2. WLYF-F (EZ)	364/ 6.6	7.2	7.5	8.9	8.3	7.5	396/4569	4074/14.7	14.3	15.4			WLYF-F
3. WPOW-F (CHR)	323/ 5.9	6.2	5.1	5.2	5.8	5.6	345/5017	4463/16.1	16.9	13.6			WPOW-F
4. WAQI (SP)	269/ 4.9	5.0	4.7	4.6	6.1	4.8	272/2257	2234/ 8.0	8.9	7.4			WAQI
5. WHQT-F (B)	238/ 4.3	5.0	4.5	5.3	4.6	4.8	272/4167	3569/12.9	13.2	12.2			WHQT-F
6. WFLC-F (AC)	229/ 4.2	3.3	3.9	4.2	3.3	3.9	238/3863	3639/13.1	12.4	10.4			WFLC-F
7. WKIS-F (C)	222/ 4.0	4.0	3.5	3.9	4.0	3.8	246/3400	2876/10.4	9.5	9.0			WKIS-F
8. WIOD (N/T)	214/ 3.9	5.7	4.9	4.0	5.3	4.6	242/3371	2854/10.3	14.7	14.0			WIOD
9. WHYI-F (AC/CHR)	212/ 3.8	3.6	2.9	3.3	3.5	3.4	226/4193	3883/13.3	13.6	11.7			WHYI-F
10. WSHE-F (AOR)	207/ 3.8	3.3	4.1	3.3	2.6	3.6	241/3853	3064/11.0	10.7	9.0			WSHE-F
11. WQBA (SP)	181/ 3.3	4.1	2.5	2.9	3.8	3.2	186/1918	1881/ 6.8	6.7	5.7			WQBA
12. WJQY-F (SAC)	174/ 3.2	3.0	3.2	3.1	2.8	3.1	181/2526	2267/ 8.2	9.1	8.1			WJQY-F
13. WXDJ-F (SP)	173/ 3.1	2.4	3.2	3.5	3.7	3.0	174/1915	1897/ 6.8	5.9	7.8			WXDJ-F
14. WLVE-F (J/NA)	172/ 3.1	2.8	2.7	2.3	2.1	2.7	191/2698	2369/ 8.5	8.0	7.6			WLVE-F
15. WZTA-F (CL AOR)	162/ 2.9	2.7	2.5	3.6	2.2	2.9	183/3256	2745/ 9.9	9.0	7.2			WZTA-F
16. WRTO-F (SP)	156/ 2.8	1.3	0.9	0.6	0.5	1.4	156/1586	1586/ 5.7	2.9	1.7			WRTO-F
17. WTHI-F (CL)	149/ 2.7	2.8	3.4	2.5	2.7	2.8	164/2685	2321/ 8.4	7.4	7.4			WTHI-F
18. WINZ (N/T)	137/ 2.5	2.5	2.6	3.0	3.6	2.7	148/2445	2091/ 7.5	8.0	11.1			WINZ
19. WMXJ-F (O)	134/ 2.4	3.1	3.3	2.6	3.1	2.8	154/2877	2477/ 8.9	9.9	9.7			WMXJ-F
20. WMRZ (BB)	118/ 2.1	2.3	2.5	2.9	2.0	2.5	130/1597	1314/ 4.7	5.3	4.5			WMRZ
21. WCMQ-F (SP)	113/ 2.0	2.0	2.6	2.6	2.0	2.3	114/1674	1663/ 5.9	6.0	6.0			WCMQ-F
22. WAXY-F (O)	105/ 1.9	1.4	2.1	2.1	2.0	1.9	114/2469	2243/ 8.1	6.8	8.2			WAXY-F
23. WQBA-F (SP)	96/ 1.7	2.0	1.8	1.9	1.5	1.9	104/1567	1453/ 5.2	5.9	4.7			WQBA-F
24. WWFE (SP)	78/ 1.4	2.0	2.0	1.6	---	1.8	80/800	785/ 2.8	4.2	0.0			WWFE
25.													

12+ FM SHARE (METRO): 72.79% (3687 of 5065) (WIN 91: 73.08%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPOW-F	1 WEDR-F	1 WEDR-F	1 WEDR-F	1 WEDR-F	1 WLYF-F	1 WEDR-F	1 WLYF-F	1 WEDR-F	1 WEDR-F	1 WIOD
2 WHQT-F	2 WPOW-F	2 WPOW-F	2 WFLC-F	2 WKIS-F	2 WAQI	2 WAQI	2 WFLC-F	2 WLYF-F	2 WPOW-F	2 WEDR-F
3 WEDR-F	3 WSHE-F	3 WFLC-F	3 WLVE-F	3 WFLC-F	3 WQBA	3 WLYF-F	3 WAQI	3 WPOW-F	3 WHQT-F	3 WLVE-F
4 WSHE-F	4 WFLC-F	4 WSHE-F	4 WKIS-F	4 WLYF-F	WIOD	4 WPOW-F	4 WIOD	4 WFLC-F	4 WSHE-F	4 WAQI
5	5 WHYI-F	5 WHYI-F	5 WPOW-F	5 WLVE-F	5 WEDR-F	5 WIOD	5 WEDR-F	5 WHQT-F	5 WAQI	5 WKIS-F
6	6 WZTA-F	6 WZTA-F	6 WHYI-F	6 WHYI-F	6 WINZ	6 WKIS-F	6 WPOW-F	6 WHYI-F	6 WHYI-F	6 WINZ
7	7 WHQT-F	7 WLVE-F	7 WZTA-F	7 WPOW-F	7 WTHI-F	7 WQBA	7 WKIS-F	7 WKIS-F	7 WLYF-F	7
8	8 WKIS-F	8 WKIS-F	8	8 WZTA-F	WKIS-F	8 WHYI-F	8 WQBA	8 WAQI	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 WPOW-F	1 WEDR-F	1 WEDR-F	1 WEDR-F	1 WEDR-F	1 WSHE-F	1 WSHE-F	1 WZTA-F	1 WEDR-F	1 WEDR-F
2 WFLC-F	2 WPOW-F	2 WHYI-F	2 WFLC-F	2 WLVE-F	2 WPOW-F	2 WPOW-F	2 WKIS-F	2 WSHE-F	2 WKIS-F
3 WEDR-F	3 WFLC-F	3 WFLC-F	3 WPOW-F	3 WFLC-F	3 WEDR-F	3 WEDR-F	3 WEDR-F	3 WPOW-F	3 WZTA-F
4 WHQT-F	4 WHYI-F	4 WPOW-F	4 WJQY-F	4 WLYF-F	4 WFLC-F	4 WZTA-F	4 WSHE-F	4 WZTA-F	4 WIOD
5 WJQY-F	5 WHQT-F	5 WLVE-F	5 WHYI-F	5 WHYI-F	5 WHQT-F	5 WKIS-F	5 WPOW-F	5 WFLC-F	5 WFLC-F
6 WSHE-F	6 WJQY-F	6 WHQT-F	6 WLVE-F	6 WRTO-F	6 WZTA-F	6 WHYI-F	6 WHYI-F	6 WKIS-F	6 WPOW-F
7 WHYI-F	7 WSHE-F	7 WKIS-F	7 WHQT-F	7 WJQY-F	WHYI-F	7 WFLC-F	7 WFLC-F	7	7 WLYF-F

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
WAVS 1170 Davie/Miami	0.5/1.4/ 27/ 390		
WCMQ 1210 Miami	0.9/3.2/ 51/ 906		
WFTL 1400 Ft.Lauderdale	1.0/2.5/ 59/ 793		
WKAT 1360 North Miami	0.9/1.7/ 51/ 518		
WLQY 1320 Hollywood	0.4/0.6/ 21/ 175		
WMBM 1490 Miami Beach	0.8/1.9/ 45/ 537		
WQAM 560 Miami/Ft. Ldrd1	0.5/2.9/ 31/ 972		
WRFM 830 Hialeah	0.4/1.1/ 23/ 298		
WRHC 1550 Coral Gables	0.3/1.1/ 18/ 306		
WVCG 1080 Coral Gables	0.4/1.5/ 23/ 424		
WEAT-F 104.3 West Palm Beach	0.8/2.5/220/2479		
WJNO 1230 West Palm Beach	0.5/1.3/142/1498		
WRMF-F 97.9 West Palm Beach	0.6/2.8/161/2189		
WYFX 1040 Boynton Beach	0.4/0.9/ 47/ 613		

MIAMI-FT. LAUDERDALE

RADIO STATIONS

AM STATIONS

WAQI,	710,	50 KW (DA-2)	,	Hispanic	,	\$ 69.00	(Caballero)	
WCMQ,	1210,	25 KW/2.5 KW (DA-2),	,	Hispanic MOR		\$ 55.00	(---)	SBS
WFTL,	1400,	1 KW	,	Talk	CNN UNISUP,	\$ 39.00	(Roslin)	
WINZ,	940,	50 KW/25 KW (DA-N)	,	News/Talk	CNN CBS,	\$ 57.00	(Katz)	Paxson
WIOD,	610,	10 KW (DA-2)	,	News/Talk	MBS,	\$139.00	(Christal)	Cox
WMBM,	1490,	1 KW	,	Gospel/Black	NBN,	\$ 28.00	(K & P)	
WHRZ,	790,	25 KW	,	Nostalgia	ABC,	\$ 47.00	(Banner)	Jeff-Pilot
WQAM,	560,	5 KW/1 KW	,	Sports	NBC SMN,	\$ 34.00	(HNWH)	Sunshine Wireless
WQBA,	1140,	50 KW/10 KW (DA-2)	,	Hispanic		\$100.00	(Katz Hisp.)	Tichenor
WRHC,	1550,	10 KW/500 W (DA-1)	,	Hispanic		\$ 31.00	(Lotus)	
WWFE,	670,	50 KW/1 KW (DA-2)	,	Hispanic	UPI,	\$ 38.00	(---)	
WVCG,	1080,	50 KW/20 KW (DA-2)	,	Religion/Ethnic		\$ 32.00	(---)	Evergreen

FM STATIONS

WAXY,	105.9,	100 KW @ 1023	,	Oldies		\$ 73.00	(Eastman)	Ackerly
WCMQ,	92.3,	41 KW @ 282	,	Hispanic		\$ 70.00	(---)	SBS
WEDR,	99.1,	100 KW @ 925	,	Black	CBS,	\$ 80.00	(McGuild)	Rivers
WFLC,	97.3,	100 KW @ 800	,	AC		\$146.00	(Christal)	Cox
WHQT,	105.1,	100 KW @ 1007	,	Black		\$129.00	(MMR)	EZ
WHYI,	100.7,	100 KW @ 928	,	AC/CHR		\$121.00	(Mc-Guild)	Metroplex
WJQY,	106.7,	100 KW @ 984	,	Soft AC	UNISUP,	\$123.00	(Katz)	Tak
WKIS,	99.9,	100 KW @ 984	,	Country	UNIPWR,	\$117.00	(HNWH)	Sunshine Wireless
WLVE,	93.9,	96 KW @ 1007	,	Jazz/NAC		\$108.00	(Torbet)	Gilmore
WLYF,	101.5,	100 KW @ 810	,	EZ		\$105.00	(Banner)	Jeff-Pilot
WMXJ,	102.7,	100 KW @ 1007	,	Oldies		\$151.00	(Durpetti)	Sconnix
WPOW,	96.5,	100 KW @ 1007	,	CHR	SOURCE,	\$120.00	(HNWH)	Beasley
WQBA,	107.5,	95 KW @ 1007	,	Hispanic		\$ 74.00	(Katz Hisp.)	Tichenor
WSHE,	103.5,	100 KW @ 1007	,	AOR		\$ 96.00	(Schubert)	TK
WTMI,	93.1,	96 KW @ 1007	,	Classical		\$ 84.00	(CHBS)	Marlin
WXDJ,	95.7,	100 KW @ 981	,	Hispanic		\$ 67.00	(Caballero)	
WZTA,	94.9,	100 KW @ 600	,	Classic AOR		\$ 79.00	(Katz)	Paxson

MILWAUKEE

Arbitron Rank/Pop (12+): 26/1,319,900
 MSA Rank/Pop: 34/1,400,000
 Average Person Ratings: 17.5
 Market TSL: 23.00 hours

Stations: 26/23
 Diaries: 1692/780:1/60.2%
 Sample Target: 1570
 % Below Line: 1.6
 % Not Listed: 8.5

1991 Revenue: \$41,600,000
 HH Inc.: \$31,752
 Retail \$: 11.6 B11
 Pop per Station: 57,386
 #1 Biller: WTMJ \$9,200,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. WTMJ (FS)	231/10.0	11.0	10.6	11.9	9.4	10.9	271/3624	2939/22.3	25.4	22.6			WTMJ
2. WMIL-F (C)	193/ 8.4	8.3	7.2	9.8	6.8	8.4	226/2852	2319/17.6	14.8	12.7			WMIL-F
3. WLUM-F (CHR)	148/ 6.4	7.1	7.6	7.3	8.0	7.1	151/2809	2554/19.3	21.2	21.2			WLUM-F
4. WKLH-F (CL AOR)	145/ 6.3	5.9	6.3	4.9	7.3	5.9	167/2690	2265/17.2	16.2	15.2			WKLH-F
5. WLZR-AF (AOR)	143/ 6.2	6.2	5.3	4.8	5.9	5.6	158/2689	2248/17.0	14.6	15.5			WLZR-AF
6. WOKY (BB/FS)	137/ 5.9	7.4	7.7	7.5	7.4	7.1	149/1995	1799/13.6	12.5	14.4			WOKY
7. WKTI-F (AC/CHR)	134/ 5.8	5.8	5.7	6.5	6.3	5.9	157/3011	2569/19.5	19.6	21.8			WKTI-F
8. WEZW-F (EZ/SAC)	130/ 5.6	4.9	5.8	4.8	5.2	5.3	149/1935	1744/13.2	11.5	11.8			WEZW-F
9. WMYX-F (AC)	119/ 5.2	3.8	4.1	4.9	4.6	4.5	132/2023	1794/13.6	13.6	12.6			WMYX-F
10. WISN (T)	110/ 4.8	4.8	4.1	3.7	5.2	4.3	117/1666	1536/11.6	12.1	10.9			WISN
11. WKKV-F (B/AC)	109/ 4.7	4.7	2.9	1.4	1.8	3.4	114/1311	1196/ 9.0	10.6	5.3			WKKV-F
12. WLTQ-F (SAC)	106/ 4.6	3.6	4.4	3.2	3.9	4.0	110/1381	1291/ 9.8	10.8	9.5			WLTQ-F
13. WZTR-F (O)	94/ 4.1	3.2	5.0	4.3	3.8	4.2	123/2198	1817/13.8	12.4	11.6			WZTR-F
14. WQFM-F (AOR)	87/ 3.8	2.6	2.9	3.3	3.1	3.2	120/2491	1877/14.2	11.0	12.0			WQFM-F
15. WMVP (B)	48/ 2.1	1.5	1.5	1.8	1.8	1.7	48/526	526/ 4.0	4.1	4.3			WMVP
16. WNOV (B/G)	35/ 1.5	1.8	1.0	0.9	2.2	1.3	35/570	544/ 4.1	4.7	3.8			WNOV
17. WFMR-F (CL)	32/ 1.4	2.1	2.2	3.0	1.7	2.2	32/733	714/ 5.4	6.4	5.8			WFMR-F
18. WRJN (AC)	23/ 1.0	0.6	0.5	1.0	0.7	0.8	32/386	296/ 2.2	1.6	2.0			WRJN
19.													
20.													

12+ FM SHARE (METRO): 69.46% (1467 of 2112) (WIN 91: 70.63%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ MIO	12+ PMO	12+ EVE	OVERNIGHT
1 WLUM-F >>	1 WLZR-AF	1 WKLH-F	1 WKLH-F	1 WMIL-F	1 WTMJ >	1 WTMJ >	1 WTMJ	1 WTMJ <	1 WLUM-F	1 WTMJ >
2 WKKV-F	2 WKLH-F	2 WLZR-AF <	2 WMYX-F	2 WKLH-F	2 WMIL-F	2 WMIL-F	2 WMIL-F	2 WMIL-F	2 WKKV-F <	2 WKKV-F
3 WLZR-AF	3 WKTI-F	3 WKTI-F	3 WMIL-F	3 WMYX-F	3 WOKY	3 WKTI-F	3 WKLH-F <	3 WLUM-F	3 WTMJ >	3 WMIL-F
4	4 WLUM-F	4 WMYX-F	4 WKTI-F <	4 WKTI-F <	4 WEZW-F	4 WLZR-AF <	4 WLTQ-F	4 WKLH-F	4 WLZR-AF <	4 WZTR-F
5	5 WQFM-F	5 WMIL-F <	5 WLTQ-F <	5 WLTQ-F	5 WISN	5 WOKY <	5 WISN	5 WKLH-F	5 WKLH-F	5 WLUM-F
6	6 WKKV-F	6 WLUM-F <	6 WZTR-F	6 WZTR-F <	6	6 WKLH-F	6 WEZW-F <	6 WLZR-AF <	6 WMIL-F	6
7	7 WMIL-F	7 WZTR-F <	7 WLZR-AF	7 WEZW-F	7	7 WLUM-F	7 WOKY	7 WKTI-F	7 WMYX-F	7
8	8 WMYX-F	8 WLTQ-F	8	8	8	8 WLTQ-F	8 WMYX-F <	8 WEZW-F	8	8
							9 WLZR-AF			

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 WMYX-F	1 WKTI-F	1 WMYX-F	1 WLZR-AF >	1 WLZR-AF >	1 WLZR-AF	1 WKLH-F <	1 WKLH-F
2 WLUM-F	2 WKKV-F	2 WKLH-F	2 WMYX-F	2 WLTQ-F <	2 WLUM-F >	2 WKLH-F	2 WKLH-F	2 WLZR-AF >	2 WMIL-F
3 WKKV-F	3 WLUM-F	3 WLTQ-F	3 WLTQ-F	3 WMIL-F	3 WQFM-F	3 WQFM-F	3 WQFM-F	3 WQFM-F	3 WTMJ
4 WLZR-AF >	4 WKLH-F	4 WKTI-F	4 WKLH-F	4 WKTI-F	4 WKKV-F	4 WLUM-F	4 WMIL-F >	4 WMIL-F	4 WLZR-AF <
5 WQFM-F	5 WMYX-F	5 WKKV-F	5 WKKV-F	5 WKLH-F	5 WKLH-F	5 WMIL-F	5 WKTI-F	5 WKTI-F <	5 WISN
6 WKLH-F	6 WLZR-AF	6 WLUM-F	6 WLUM-F	6 WZTR-F	6 WKTI-F	6 WKTI-F	6 WEZW-F	6 WZTR-F	6 WEZW-F
7	7 WLTQ-F	7 WMIL-F	7 WMIL-F	7	7	7 WKKV-F	7 WZTR-F	7 WLUM-F	7 WZTR-F
			8 WZTR-F						

OTHER RATED STATIONS	METRO CUME	TSA	TSA
	SHARE/RTG/AQH/CUME		
WBWI-F 92.5 West Bend	0.3/1.8/	28/	408
WEMP 1250 Milwaukee	0.9/3.8/	23/	525
WHKQ-F 92.1 Racine	0.3/1.2/	21/	227
WTKM-F 104.9 Hartford	0.6/1.7/	19/	298
WBBM 780 Chicago	0.5/2.7/	22/	575
WGN 720 Chicago	0.5/2.9/	32/	653
WLUP 1000 Chicago	0.6/1.6/	21/	296

MILWAUKEE

RADIO STATIONS

AM STATIONS

WEMP, 1250, 5 KW (DA-2)	, OLDIES	UNISUP, CBS, \$ NA (Eastman)	Heritage
WISN, 1130, 50 KW/10 KW (DA-N)	, TALK	ABC, MBS, \$ 52.00 (Katz)	Hearst
WHVP, 1290, 5 KW (DA-2)	, BLACK	CBS UNIULT, \$ 23.00 (Banner)	All Pro
WNOV, 860, 250 W (DAYS, DA)	, BLACK/GOSP.	NBN, \$ 21.00 (---)	
WDKY, 920, 5 KW/1 KW (DA-2)	, NOSTALGIA/FS	CNN, MBS, \$ 53.00 (CBS)	Sundance
WTHJ, 620, 5 KW (DA-N)	, FULL SERVICE	CNN, NBC, \$ 130.00 (Christal)	Journal Co.

FM STATIONS

WEZW, 103.7, 20 KW @ 840,	EZ/SOFT AC	, \$ 53.00 (MMR)	Multimedia
WFMR, 98.3, 6 KW @ 328,	CLASSICAL	, \$ 38.00 (CMBS)	(MENOMONEE FALLS)
WKKV, 100.7, 50 KW @ 500,	BLACK AC	UNIPWR, \$ 40.00 (Torbet)	
WKLH, 96.5, 20 KW @ 810,	CLASSIC AOR	, \$ 116.00 (McGuild)	Saga
WKTJ, 94.5, 16 KW @ 909,	AC/CHR	SOURCE, \$ 106.00 (Christal)	Journal Co.
WLTQ, 97.3, 16 KW @ 912,	SOFT AC	ABC, \$ 55.00 (Katz)	Hearst
WLUM, 102.1, 50 KW @ 490,	CHR	CBS, UNPWR, \$ 68.00 (Banner)	All Pro
WLZR, 102.9, 50 KW @ 430,	AOR	ABC, \$ 70.00 (Eastman)	Great American
WHIL, 106.1, 13 KW @ 974,	COUNTRY	UNIULT, \$ 90.00 (CBS)	Sundance
WMYX, 99.1, 50 KW @ 449,	AC	CBS, \$ 72.00 (Eastman)	Heritage
WQFM, 93.3, 13 KW @ 991,	AOR	ABC, \$ 48.00 (MMR)	Shamrock
WZTR, 95.7, 34 KW @ 610,	OLDIES	, \$ 51.00 (Durpetti)	Shockley

MINNEAPOLIS-ST. PAUL

Arbitron Rank/Pop (12+): 17/2,060,800
 MSA Rank/Pop: 16/2,430,000
 ADI # 13
 Average Person Ratings: 17.2
 Market TSL: 22.25 hours

Stations: 19/19
 Diaries: 1942/1061:1/60.0%
 Sample Target: 1900
 % Below Line: 0.0
 % Not Listed: 14.8

1991 Revenue: \$74,000,000
 MH Inc.: \$35,952
 Retail \$: 21.0 Bil
 Pop per Station: 108,463
 #1 Biller: WCCO \$19,800,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. WCCO (FS)	492/13.9	18.5	20.1	15.0	17.2	16.9	700/9375	6542/31.7	41.7	36.0			WCCO
2. KEEY-F (C)	385/10.9	10.8	9.3	9.7	10.5	10.2	459/5413	4530/22.0	20.9	19.0			KEEY-F
3. WLTE-F (SAC)	307/ 8.7	8.2	8.5	8.9	8.5	8.6	354/4941	4036/19.6	19.9	20.8			WLTE-F
4. KQRS-AF (CL AOR)	297/ 8.4	9.7	9.8	11.0	10.1	9.7	362/6559	5564/27.0	25.5	24.4			KQRS-AF
KDWB-F (CHR)	297/ 8.4	8.1	8.7	9.7	7.5	8.7	320/5486	4849/23.5	24.1	23.1			KDWB-F
6. KSTP-F (AC)	272/ 7.7	6.0	5.5	7.9	6.4	6.8	299/5118	4455/21.6	19.2	17.7			KSTP-F
7. KRXX-F (AOR)	226/ 6.4	3.0	4.1	4.1	4.6	4.4	283/4359	3610/17.5	14.5	14.0			KRXX-F
8. KQQL-F (O)	153/ 4.3	4.9	4.2	3.7	4.2	4.3	235/3905	2861/13.9	14.5	12.3			KQQL-F
9. KTCZ-F (AOR)	148/ 4.2	4.3	2.8	3.4	3.1	3.7	153/2588	2391/11.6	10.1	8.9			KTCZ-F
10. KSTP (T)	118/ 3.3	3.0	3.7	3.7	3.3	3.4	124/2247	2081/10.1	8.9	8.6			KSTP
11. KJJO-F (AOR)	91/ 2.6	2.0	2.6	1.7	1.6	2.2	96/1901	1716/ 8.3	6.5	4.6			KJJO-F
12. KLBB (BB)	90/ 2.5	1.9	1.7	2.7	1.7	2.2	90/920	920/ 4.5	3.6	4.3			KLBB
13. KMZZ (AOR)	35/ 1.0	0.9	1.0	1.1	0.8	1.0	42/693	611/ 3.0	2.1	2.3			KMZZ

12+ FM SHARE (METRO): 72.65% (2189 of 3013) (WIN 91: 71.92%)

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 KEEY-F <	1 KEEY-F	1 KEEY-F	1 WCCO >>	1 WCCO >	1 WLTE-F	1 WCCO	1 KDWB-F	1 WCCO >
2 KRXX-F >	2 KDWB-F <	2 KQRS-AF	2 KQRS-AF	2 WCCO	2 KEEY-F <	2 KQRS-AF	2 WCCO <	2 KEEY-F	2 KRXX-F	2 KEEY-F >
3 KQRS-AF	3 KRXX-F <	3 KSTP-F	3 WCCO <	3 KQRS-AF <	3 WLTE-F >	3 KEEY-F	3 KEEY-F	3 KSTP-F <	3 KEEY-F	3 KQRS-F >
4	4 KEEY-F	4 KDWB-F	4 KSTP-F	4 WLTE-F	4 KSTP-F	4 KDWB-F <	4 KSTP-F	4 KQRS-AF <	4 WCCO	4 KQQL-F
5	5 KSTP-F >	5 WLTE-F <	5 WLTE-F	5 KSTP-F >	5 KQQL-F	5 KSTP-F	5 KQRS-AF	5 WLTE-F <	5 KQRS-AF	5
6	6 WLTE-F <	6 WCCO	6 KTCZ-F <	6 KQQL-F <	6	6 WLTE-F	6 KRXX-F <	6 KDWB-F	6 WLTE-F	6
7	7 KTCZ-F	7 KRXX-F	7 KQQL-F <	7 KTCZ-F <	7	7	7 KDWB-F	7 KRXX-F	7	7
8	8	8	8 KDWB-F	8 KDWB-F	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 KDWB-F >>	1 KDWB-F >	1 KDWB-F <	1 KEEY-F	1 KEEY-F	1 KQRS-AF	1 KQRS-AF >	1 KQRS-AF >	1 KQRS-AF >	1 KQRS-AF >
2 KRXX-F	2 KSTP-F	2 KSTP-F	KDWB-F	2 WLTE-F	2 KRXX-F	2 KRXX-F >	2 KRXX-F >	2 KEEY-F	2 KEEY-F <
3 KSTP-F	3 KEEY-F	KEEY-F >	3 KSTP-F	3 KSTP-F	3 KEEY-F	3 KEEY-F >	3 KEEY-F	3 KRXX-F	3 WCCO
4 KQRS-AF	4 WLTE-F	4 WLTE-F >	4 WLTE-F >	4 WCCO	4 KJJO-F <	4 KTCZ-F <	4 KTCZ-F	4 WCCO	4 KRXX-F
5 WLTE-F	5 KRXX-F <	5 KTCZ-F	5 WCCO	5 KDWB-F	5 KDWB-F >	5 KSTP-F	5 KSTP-F	5 KTCZ-F	5 KTCZ-F
6 KJJO-F	6 KQRS-AF	6 WCCO	6 KQQL-F	6 KQQL-F	6 KSTP-F	6 KJJO-F	6 KSTP-F	6 KSTP-F	6 KSTP-F <
KEEY-F	7	7 KQRS-AF	7	7	7 KMZZ	7 KDWB-F	7 WCCO	7	7 WLTE-F

OTHER RATED STATIONS	METRO CUME	TSA	TSA
	SHARE/RTG/AQH/CUME		
KFAN 1130 Minneapolis	0.7/3.3/ 29/ 839		
WDGY 630 St.Paul/Mnnpis	0.5/2.4/ 18/ 597		
WIXK-F 107.1 New Richmond	0.5/1.1/ 19/ 311		
WMIN 1030 Maplewood	0.8/2.5/ 29/ 585		
WWTG 1280 Minneapolis	0.5/2.8/ 19/ 584		

RADIO STATIONS

AM STATIONS

KFAN, 1130, 50 KW/25 KW (DA-2), SPORTS	MBS, \$ 40.00 (Katz)	Malrite
KLBB, 1400, 1 KW, NOSTALGIA	ABC UNISUP, \$ 33.00 (Roslin)	
KMZZ, 980, 5 KW (DA-1), AOR	UNIULT, \$ 28.00 (HNWH)	Entercom
KSTP, 1500, 50 KW (DA-N), TALK	ABC, \$ 54.00 (McGuilid)	Hubbard
KTCJ, 690, 500 W (DAYS), JAZZ	, \$ 24.00 (Eastman)	Parker
WCCO, 830, 50 KW, FULL SERVICE	CBS, UNISUP, \$ 290.00 (CBS)	CBS
WDGY, 630, 5 KW/500 W (DA-2), COUNTRY	MBS, NBC, \$ 31.00 (Banner)	
WMIN, 1030, 50 KW/1 KW (DA-2), NOSTALGIA	UNIULT, UNISUP, \$ 30.00 (---)	

FM STATIONS

KDWB, 101.3, 100 KW @ 817, CHR	, \$ 129.00 (Banner)	Midcontinent
KEEY, 102.1, 100 KW @ 1033, COUNTRY	, \$ 200.00 (Katz)	Malrite
KJJO, 104.1, 100 KW @ 1069, AOR	ABC, \$ 56.00 (MMR)	Park
KLXX, 93.7, 100 KW @ 820, AOR	SOURCE, \$ 70.00 (HNWH)	Entercom
KQRS, 92.5, 50 KW @ 817, Classic AOR/AOR	ABC, \$ 190.00 (Katz)	Cap.Cities/ABC
KQQL, 107.9, 97 KW @ 1089, OLDIES	, \$ 76.00 (Durpetti)	Trumper
KSTP, 94.5, 95 KW @ 1220, AC	, \$ 148.00 (McGuilid)	Hubbard
KTCZ, 97.1, 100 KW @ 236, PROG AOR	, \$ 74.00 (Eastman)	Parker
WLTE, 102.9, 100 KW @ 1033, SOFT AC	, \$ 163.00 (CBS)	CBS

MOBILE

Arbitron Rank/Pop (12+): 89/391,500

Stations: 23/18
Diaries: 902/434:1/48.9%
Sample Target: 860
% Below Line: 10.5
% Not Listed: 10.5

1991 Revenue: \$10,200,000
HH Inc.: \$27,432
Retail \$: 3.4 Bill
Pop per Station: 21,750
#1 Biller: WKSJ-AF \$2,800,000

MSA Rank/Pop: 101/494,000
ADI # 55 (w/Pensacola)
Average Person Ratings: 16.5
Market TSL: 21.75 hours

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. WBLX-F (B)	114/17.7	16.5	17.3	15.9	17.4	16.9	248/1939	924/23.6	23.1	23.9			WBLX-F
2. WKSJ-F (C)	85/13.2	14.5	14.1	16.4	12.9	14.6	101/1471	1170/29.5	29.8	27.7			WKSJ-F
3. WABB-F (CHR)	47/ 7.3	8.4	6.8	6.8	9.5	7.3	75/1379	840/21.5	21.3	24.3			WABB-F
4. WGCX-F (AOR)	42/ 6.5	5.3	4.4	5.9	6.1	5.5	80/1096	535/13.7	10.9	13.5			WGCX-F
5. WGOK (G/B)	33/ 5.1	5.9	5.3	6.8	5.1	5.8	33/388	378/ 9.7	11.8	10.3			WGOK
6. WAVH-F (O)	32/ 5.0	3.4	5.6	5.6	4.0	4.9	69/1049	493/12.6	11.7	11.5			WAVH-F
7. WKRG-F (AC)	31/ 4.8	5.5	5.6	5.3	7.3	5.3	56/1135	577/14.7	16.3	17.0			WKRG-F
8. WKRG (N/T)	30/ 4.7	4.9	6.2	4.9	6.1	5.2	31/475	447/11.4	8.9	13.2			WKRG
9. WMEZ-F (EZ)	25/ 3.9	2.5	3.5	2.8	2.7	3.2	64/768	260/ 6.6	5.7	7.7			WMEZ-F
10. WDLT-F (SAC)	23/ 3.6	4.3	3.5	2.8	4.0	3.5	23/371	371/ 9.5	9.5	12.3			WDLT-F
11. WXBH-F (C)	19/ 2.9	2.8	2.6	2.1	2.0	2.6	81/1011	322/ 8.2	9.7	4.7			WXBH-F
12. WZEW-F (AOR)	16/ 2.5	2.1	2.7	2.8	2.4	2.5	16/288	262/ 6.7	6.1	7.5			WZEW-F
13. WBHY (?)	13/ 2.0	---	0.3	0.4	1.0	0.7	13/124	114/ 2.9	0.0	2.6			WBHY
WBLX (B)	13/ 2.0	1.3	2.1	1.8	1.8	1.8	14/245	203/ 5.2	6.5	5.1			WBLX
15. WOWW-F (C)	11/ 1.7	0.6	0.8	---	0.7	0.8	76/939	170/ 4.3	2.8	2.8			WOWW-F
16. WZBA-F (C)	10/ 1.6	1.8	0.8	1.6	---	1.5	13/203	175/ 4.5	4.5	0.0			WZBA-F
17. WJLQ-F (CHR)	9/ 1.4	1.5	0.9	0.9	1.7	1.2	36/726	320/ 8.2	8.8	6.6			WJLQ-F
18.													

12+ FM SHARE (METRO): 81.46% (470 of 577) (WIN 91: 83.80%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WBLX-F>>	1 WBLX-F>	1 WBLX-F	1 WKSJ-F	1 WKSJ-F	1 WKSJ-F>>	1 WBLX-F<	1 WKSJ-F>	1 WBLX-F>	1 WBLX-F>>	1 WBLX-F
2 WABB-F	2 WGCX-F	2 WKSJ-F>	2 WBLX-F>	2 WBLX-F>	2 WBLX-F	2 WKSJ-F>>	2 WBLX-F	2 WKSJ-F>	2 WABB-F	2 WKSJ-F>
3	3 WKSJ-F	3 WGCX-F	3 WGCX-F	3 WGCX-F	3 WKRG	3 WABB-F	3 WKRG	3 WKSJ-F	3 WKSJ-F	3 WMEZ-F>
4	4 WABB-F>	4 WABB-F	4 WAVH-F	4 WAVH-F	4 WAVH-F	4 WGCX-F	4 WGCX-F	4 WGCX-F	4 WGCX-F>	4 WABB-F
5	5 WKRG-F	5 WAVH-F	5	5	5 WMEZ-F	5	5 WGOK	5 WGCX-F	5 WAVH-F	5 WMEZ-F
6	6	6	6	6	6 WGOK	6	6 WABB-F	6 WKRG-F	6 WKRG-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 WBLX-F>	1 WBLX-F		1 WBLX-F	1 WGCX-F	1 WGCX-F	1 WKSJ-F<	1 WKSJ-F>
2 WABB-F>>	2 WABB-F	2 WKSJ-F	2 WKSJ-F>	2 WKSJ-F>		2 WGCX-F	2 WBLX-F	2 WKSJ-F	2 WBLX-F	2 WBLX-F
3 WKSJ-F	3 WKSJ-F	3 WABB-F	3 WABB-F	3 WABB-F		3 WKSJ-F>	3 WKSJ-F>	3 WBLX-F>	3 WGCX-F>	3 WGCX-F
WKRG-F	4 WKRG-F	4 WKRG-F	4 WKRG-F	4 WKRG-F		4 WKBH-F	4 WABB-F>	4 WZEW-F	4 WAVH-F	4 WAVH-F>
WGCX-F	5 WGCX-F	5 WGCX-F	5 WGCX-F	5 WGCX-F		5 WKSJ-F	5 WGOK	5 WKRG-F	5 WABB-F	5 WKRG
6	6	6 WZEW-F	6	6 WAVH-F		6 WGOK	6	6 WGOK	6	6
						WDLT-F		WAVH-F		

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WABB	1480	Mobile	0.8/3.3/	5/ 130
WHEP	1310	Foley	0.9/1.7/	6/ 67
WKQR-F	101.9	Citronelle	0.3/1.2/	6/ 122
WLTV	1410	Mobile	0.3/1.8/	2/ 69
WMOB	1360	Mobile	0.8/1.7/	5/ 66
WOSH-F	103.1	Ocean Springs	0.6/1.8/	8/ 143

RADIO STATIONS

WABB	, 1480,	5 KW (DA-N)	, Talk	SUN UPI, \$11.00	(Christal)	Dittman
WBLX	, 660,	22 KW/1 KW (DA-2)	, Black	, \$10.00	(---)	
WGOK	, 900,	1 KW/500 W (DA-2)	, Gospel/Black	SBN, \$16.00	(Roslin)	
WKRG	, 710,	1 KW/500 W (DA-N)	, News/Talk	CBS MBS, \$23.00	(Katz)	
WLPR	, 960,	5 KW/1 KW (DA-2)	, Nostalgia	SMN, \$13.00	(---)	
WABB-F,	97.5,	100 KW @ 1348	, CHR	ABC, \$46.00	(Christal)	Dittman
WAVH-F,	96.1,	100 KW @ 1342	, Oldies	UNISUP, \$24.00	(Durpetti)	AT&T
WBLX-F,	92.9,	100 KW @ 1555	, Black	UNIPWR ABC, \$40.00	(HNWH)	
WDLT-F,	98.3,	6 KW @ 298	, Soft AC	UNISUP, \$18.00	(K & P)	
WGCX-F,	104.1,	100 KW @ 1555	, AOR	ABC UNIPWR, \$30.00	(Eastman)	(ATMORE)
WKRG-F,	99.9,	100 KW @ 1755	, AC	MBS, \$26.00	(Katz)	
WKSJ-F,	94.9,	100 KW @ 410	, Country	ABC, \$61.00	(Banner)	Capitol-Johnson
WZBA-F,	104.9,	33 KW @ 183	, Country	, \$12.00	(---)	Waldron (MOSS POINT)
WZEW-F,	92.1,	14 KW @ 449	, AOR	CNN, \$15.00	(---)	(FAIRHOPE)

Other Ranked Stations - See Pensacola

NASHVILLE

Arbitron Rank/Pop (12+): 45/836,500

Stations: 22/21

1991 Revenue: \$33,000,000

MSA Rank/Pop: 47/994,000

Diaries: 1276/655:1/52.2%

HH Inc.: \$33,040

ADI # 32

Sample Target: 1240

Retail \$: 8.1 Bil

Average Person Ratings: 15.4

% Below Line: 1.2

Pop per Station: 39,833

Market TSL: 20.25 hours

% Not Listed: 9.4

#1 Biller: WSIX-F \$5,700,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. WSIX-F (C)	163/12.6	11.6	10.1	12.2	11.2	11.6	216/2639	2011/24.0	23.3	22.0			WSIX-F
2. WSM -F (C)	150/11.6	12.6	11.9	9.0	8.3	11.3	254/3379	2053/24.5	26.5	19.6			WSM -F
3. WQQK-F (B)	108/ 8.4	6.0	7.9	6.0	7.5	7.1	119/1368	1187/14.2	12.4	13.1			WQQK-F
4. WKDF-F (AOR)	103/ 8.0	9.2	7.3	7.6	6.9	8.0	222/3229	1559/18.6	18.0	18.0			WKDF-F
5. WYHY-F (CHR)	91/ 7.1	9.1	11.0	9.9	10.4	9.3	172/3519	1938/23.2	23.4	23.6			WYHY-F
6. WZEZ-F (SAC/EZ)	90/ 7.0	6.1	7.2	7.8	8.1	7.0	117/1887	1321/15.8	14.5	14.7			WZEZ-F
7. WLAC-F (AC)	86/ 6.7	5.2	6.1	7.9	7.4	6.5	135/2352	1540/18.4	15.1	17.4			WLAC-F
8. WGFX-F (CL AOR)	64/ 5.0	5.5	4.9	4.6	4.4	5.0	97/1764	1204/14.4	14.8	13.0			WGFX-F
9. WLAC (T/N/REL)	49/ 3.8	3.5	2.2	2.5	5.1	3.0	53/1137	971/11.6	10.0	11.1			WLAC
10. WSM (C)	48/ 3.7	3.7	3.6	4.3	3.8	3.8	82/1213	755/ 9.0	10.4	9.9			WSM
11. WRMX-F (O)	47/ 3.6	3.1	4.0	5.1	3.8	3.9	62/1170	882/10.5	10.0	11.1			WRMX-F
12. WVOL (B)	30/ 2.3	2.2	2.6	3.1	2.4	2.5	31/444	437/ 5.2	5.1	5.2			WVOL
13. WWTN-F (N/T)	23/ 1.8	1.2	0.7	0.6	---	1.1	25/408	361/ 4.3	5.0	0.0			WWTN-F
14. WMDB (B)	22/ 1.7	1.6	2.4	0.6	0.9	1.6	29/185	158/ 1.9	3.2	2.3			WMDB
15. WAMB-AF (BB)	20/ 1.6	1.7	1.5	1.7	2.5	1.6	23/363	321/ 3.8	4.2	0.0			WAMB-AF

12+ FM SHARE (METRO): 83.73% (978 of 1168) (WIN 91: 82.85%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WYHY-F	1 WSIX-F	1 WSIX-F	1 WSIX-F	1 WSIX-F	1 WSIX-F	1 WSIX-F	1 WSIX-F	1 WSIX-F	1 WQQK-F	1 WQQK-F
2 WQQK-F	2 WKDF-F	2 WSM -F	2 WSM -F	2 WSM -F	2 WSM -F	2 WSM -F	2 WSM -F	2 WSM -F	2 WSM -F	2 WSM -F
3 WKDF-F	3 WQQK-F	3 WKDF-F	3 WZEZ-F	3 WZEZ-F	3 WZEZ-F	3 WYHY-F	3 WZEZ-F	3 WKDF-F	3 WYHY-F	3 WSIX-F
4	4 WSM -F	4 WQQK-F	4 WKDF-F	4 WKDF-F	4 WSM -F	4 WZEZ-F	4 WKDF-F	4 WQQK-F	4 WKDF-F	4 WLAC-F
5	5 WYHY-F	5 WLAC-F	5 WQQK-F	5 WQQK-F	5 WLAC-F	5 WKDF-F	5 WLAC-F	5 WYHY-F	5 WSIX-F	5 WSM
6	6 WLAC-F	6 WGFX-F	6 WLAC-F	6 WLAC-F	6 WLAC-F	6 WQQK-F	6 WLAC-F	6 WLAC-F	6 WLAC-F	6 WYHY-F
7	7 WGFX-F	7 WYHY-F	7 WGFX-F	7 WGFX-F	7 WRMX-F	7 WLAC-F	7 WLAC-F	7 WZEZ-F	7 WGFX-F	7
8	8 WZEZ-F	8 WZEZ-F	8	8	8	8	8	8 WGFX-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 WKDF-F	1 WQQK-F	1 WSM -F	1 WSIX-F	1 WSIX-F	1 WKDF-F	1 WKDF-F	1 WKDF-F	1 WSIX-F	1 WSIX-F
2 WQQK-F	2 WLAC-F	2 WSIX-F	2 WSM -F	2 WSM -F	2 WSIX-F	2 WSIX-F	2 WSIX-F	2 WKDF-F	2 WSM -F
3 WLAC-F	3 WSIX-F	3 WQQK-F	3 WQQK-F	3 WLAC-F	3 WQQK-F	3 WGFX-F	3 WGFX-F	3 WGFX-F	3 WKDF-F
4 WSIX-F	4 WSM -F	4 WLAC-F	4 WLAC-F	4 WQQK-F	4 WYHY-F	4 WSM -F	4 WSM -F	4 WSM -F	4 WGFX-F
5 WYHY-F	5 WKDF-F	5 WYHY-F	5 WZEZ-F	5 WZEZ-F	5 WGFX-F	5 WQQK-F	5 WZEZ-F	5 WYHY-F	5 WZEZ-F
6 WSM -F	6 WYHY-F	6 WZEZ-F	6 WYHY-F	6 WYHY-F	6 WSM -F	6 WYHY-F	6	6 WYHY-F	6 WLAC
7	7 WZEZ-F	7	7 WKDF-F	7 WRMX-F	7	7	7	7 WZEZ-F	7

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WAKM	950	Franklin	0.4/1.1/	5/ 95
WBL-F	94.3	Springfield	0.5/1.0/	6/ 84
WENO	760	Nashville	1.4/1.5/	18/ 122
WRLT-F	100.1	Franklin/Nshvl.	1.0/2.8/	13/ 233
WYCF-F	102.9	Shelbyville	1.3/4.3/	42/ 779
WBVR-F	101.1	Russellville	1.2/6.0/	94/1591

AM STATIONS

WAMB, 1160, 50 KW/1 KW (DA-N), NOSTALGIA	MBS, \$ 21.00 (Roslin)
WLAC, 1510, 50 KW (DA-N), TALK/NEWS/RELIG	CBS, \$ 37.00 (Durpetti) Fairmont
WMDB, 880, 2.5 KW (DAYS, DA), BLACK	, \$ 18.00 (---)
WSM, 650, 50 KW, COUNTRY	NBC, \$ 44.00 (Christal) Gaylord
WVOL, 1470, 5 KW/1 KW (DA-2), BLACK	SMN, \$ 24.00 (MMR)

FM STATIONS

WGFX-F, 104.5, 49 KW @ 1312, CLASSIC AOR	SOURCE, \$ 45.00 (Katz)	(GALLATIN)
WKDF-F, 103.3, 100 KW @ 1233, AOR	ABC, \$ 85.00 (Katz)	Dick
WLAC-F, 105.9, 100 KW @ 1233, AC	, \$ 80.00 (Durpetti)	Fairmont
WQQK-F, 92.1, 1.5 KW @ 430, BLACK	, \$ 40.00 (MMR)	
WRMX-F, 96.3, 100 KW @ 810, OLDIES	, \$ 41.00 (McGuild)	(MURFREESBORO)
WSIX-F, 97.9, 100 KW @ 1138, COUNTRY	, \$ 115.00 (Mc-Guild)	Capstar
WSM-F, 95.5, 100 KW @ 1279, COUNTRY	, \$ 83.00 (Christal)	Gaylord
WYCF-F, 102.9, 100 KW @ 810, COUNTRY	, \$ 23.00 (---)	Cromwell (SHELBYVILLE)
WYHY-F, 107.5, 58 KW @ 708, CHR	, \$ 80.00 (Eastman)	Legacy (LEBANON)
WZEZ-F, 92.9, 100 KW @ 1053, SOFT AC/EZ	, \$ 57.00 (HNWH)	South Central
WBVR-F, 101.1, 100 KW @ 1289, COUNTRY	ABC, \$ NA (---)	Tremont (RUSSELLVILLE, KY)

NASSAU-SUFFOLK

Arbitron Rank/Pop (12+): 14/2,218,800
 MSA Rank/Pop: 12/2,670,000
 New York ADI
 Average Person Ratings: 18.6
 Market TSL: 24.50 hours

Stations: 37/11
 Diaries: 1993/1113:1/48.7%
 Sample Target: 1820
 % Below Line: NA
 % Not Listed: NA

1991 Revenue: \$32,100,000
 HH Inc.: \$62,636
 Retail \$: 27.2 Bil
 Pop per Station: 201,709
 #1 Biller: WALK-AF \$7,500,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQM	Birch Cume
1. WALK-F (AC)	223/ 5.4	6.2	6.3	7.0	5.3	6.2	2917/12.9	15.1	14.4				WALK-F
2. WBAB-F (AOR)	210/ 5.1	3.8	4.7	4.7	3.9	4.6	3448/15.5	13.7	12.2				WBAB-F
3. WBLI-F (CHR)	187/ 4.5	4.6	4.5	5.1	5.6	4.7	3014/13.6	12.3	14.7				WBLI-F
4. WHLI (BB)	146/ 3.5	3.6	2.3	3.1	3.4	3.1	996/ 4.5	4.3	4.6				WHLI
5. WYNY-F (C)	126/ 3.0	3.6	5.0	3.2	3.2	3.7	1779/ 8.0	8.1	7.3				WYNY-F
6. WKJY-F (SAC)	107/ 2.6	2.2	2.9	3.1	2.4	2.7	1665/ 7.5	7.3	6.8				WKJY-F
7. WGSM (BB)	87/ 2.1	2.2	2.1	2.1	2.6	2.1	704/ 3.2	3.7	2.6				WGSM
8. WMJC-F (EZ)	74/ 1.8	2.5	2.0	2.6	2.1	2.2	1218/ 5.5	5.6	5.7				WMJC-F
9. WDRE-F (AOR)	70/ 1.7	2.1	1.4	2.3	2.0	1.9	1334/ 6.0	5.9	6.0				WDRE-F
10.													

NOTE: Nassau-Suffolk is a portion of the New York metro. Only stations home to the Nassau-Suffolk survey area are included. There is no TSA.

12+ FM SHARE (METRO): NA

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 WBAB-F	1 WBAB-F	1 WALK-F	1 WALK-F	1 WALK-F>	1 WBAB-F	1 WBAB-F	1 WBAB-F	1 WBAB-F
2 WALK-F	2 WBLI-F>	2 WALK-F	2 WALK-F	2 WBAB-F	2 WHLI >	2 WBLI-F	WALK-F	2 WALK-F	2 WDRE-F	WALK-F
3 WDRE-F	3 WALK-F	3 WBLI-F>	3 WBLI-F>	3 WBLI-F	3 WYNY-F	3 WBAB-F>	3 WBLI-F>	3 WBLI-F>	3 WBLI-F	3 WDRE-F
4	4 WDRE-F	4 WKJY-F	4 WKJY-F	4 WYNY-F	4 WBLI-F	4 WYNY-F	4 WKJY-F	4 WYNY-F	4 WALK-F	4
5	5	5 WYNY-F	5 WYNY-F	5 WKJY-F	5 WGSM	5	5 WYNY-F	5 WKJY-F	5	5
							6 WHLI	WHLI		

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 WALK-F	1 WBLI-F	1 WALK-F>	1 WBAB-F>>	1 WBAB-F>>	1 WBAB-F>>	1 WBAB-F>>	1 WBAB-F>
2 WBAB-F>	2 WBAB-F	2 WBLI-F<	2 WALK-F>	2 WBLI-F	2 WDRE-F	2 WDRE-F	2 WDRE-F	2 WALK-F>	2 WALK-F>
3 WALK-F	3 WALK-F>	3 WBAB-F	3 WBAB-F	3 WKJY-F	3 WBLI-F	3 WBLI-F	3 WBLI-F	3 WBLI-F	3 WYNY-F
4 WDRE-F	4 WDRE-F	4 WKJY-F	4 WKJY-F	4 WYNY-F<	4	4	4	4 WDRE-F<	WBLI-F
5	5 WKJY-F	5 WDRE-F	5	5 WBAB-F	5	5	5	5 WYNY-F	5

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
WLIM 1580 Patchogue	0.4/0.6/ 16/	131	
WRCN-F 103.9 Riverhead	0.9/2.8/ 39/	611	

See New York for more about the following stations:

WABC 3.5/9.2	WNEW-F 3.3/11.8
WADO 0.3/0.6	WOR 4.3/9.6
WBS-F 1.3/4.7	WPAT 0.3/1.7
WCBS 4.3/16.4	WPAT-F 3.7/8.4
WCBS-F 4.1/12.3	WPLJ-F 2.8/13.4
WEZN-F 0.9/3.3	WPLR-F 0.5/2.6
WFAN 3.0/10.9	WQCD-F 1.5/5.5
WHTZ-F 3.8/15.5	WQHT-F 3.1/10.4
WINS 2.5/13.8	WQXR 0.1/0.6
WLTW-F 2.4/8.6	WQXR-F 1.6/4.5
WMXV-F 4.0/10.2	WRKS-F 2.4/6.5
WNCN-F 1.1/4.6	WSKQ-F 0.6/1.2
WNEW 1.0/3.0	WXRK-F 4.7/14.4

RADIO STATIONS

WGSM , 740, 25 KW (DAYS, DA) , Nostalgia	UNISUP/ULT, \$ 40.00 (MMR)	Greater Media
WHLI , 1100, 10 KW (DAYS, DA) , Nostalgia	, \$ 40.00 (Katz)	Barnstable
WALK-F, 97.5, 39 KW @ 554 , AC	, \$175.00 (Durpetti)	American
WBAB-F, 102.3, 3 KW @ 269 , AOR	, \$135.00 (MMR)	Noble
WBAZ-F, 101.7, 5.5 KW @ 341 , Soft AC	CNN UNISUP, \$ 36.00 (Schubert)	
WBLI-F, 106.1, 25 KW @ 492 , CHR	, \$125.00 (Katz)	Beck-Ross
WCTO-F, 94.3, 3 KW @ 300 , EZ/Soft AC	, \$ 50.00 (MMR)	Greater Media
WDRE-F, 92.7, 1 KW @ 521 , AOR	, \$ 62.00 (Katz)	
WKJY-F, 98.3, 3 KW @ 328 , Soft AC	, \$ 75.00 (Katz)	Barnstable
WRCN-F, 103.9, 1.5 KW @ 466 , AOR	, \$ 35.00 (McGuild)	

Other Stations - See New York

NEW ORLEANS

Arbitron Rank/Pop (12+): 39/997,900
 MSA Rank/Pop: 38/1,310,000
 ADI # 36
 Average Person Ratings: 17.4
 Market TSL: 23.25 hours

Stations: 25/23
 Diaries: 1633/611:1/48.9%
 Sample Target: 1650
 % Below Line: 0.5
 % Not Listed: 10.0

1991 Revenue: \$30,200,000
 HH Inc.: \$26,730
 Retail \$: 10.1 Bil
 Pop per Station: 43,386
 #1 Biller: WWL \$6,200,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. WWL (N/T)	164/ 9.5	11.4	8.1	8.0	10.9	9.3	217/2985	2243/22.5	26.6	23.3			WWL
2. WQUE-AF (B)	155/ 9.0	10.3	10.1	10.7	10.4	10.0	222/2833	2034/20.4	22.9	23.2			WQUE-AF
3. WEZB-F (CHR)	150/ 8.7	7.4	8.1	9.3	8.5	8.4	192/2982	2231/22.4	21.6	25.0			WEZB-F
4. WYLD-F (B)	147/ 8.5	9.2	10.8	10.7	11.1	9.8	169/2167	1936/19.4	19.6	20.4			WYLD-F
5. WNOE-F (C)	139/ 8.0	8.5	7.4	8.2	7.2	8.0	208/2455	1610/16.1	16.1	13.2			WNOE-F
6. KMEZ-F (B/AC)	110/ 6.3	3.2	1.9	1.7	1.1	3.3	112/1188	1184/11.9	7.4	2.6			KMEZ-F
7. WLMG-F (SAC)	99/ 5.7	4.8	5.4	6.4	5.0	5.6	108/1700	1495/15.0	13.0	13.9			WLMG-F
8. WLTS-F (AC)	73/ 4.2	5.0	4.2	5.1	6.7	4.6	90/1285	1091/10.9	12.9	16.1			WLTS-F
9. WBYU (BB/EZ)	73/ 4.2	3.4	3.8	3.3	3.5	3.7	73/820	804/ 8.1	6.3	5.7			WBYU
10. WCKW-F (CL AOR)	64/ 3.7	3.5	4.6	4.0	3.3	4.0	109/1920	1205/12.1	10.2	10.9			WCKW-F
11. WBDK (G)	62/ 3.6	3.5	3.2	3.4	4.1	3.4	63/645	631/ 6.3	6.1	7.2			WBOK
12. WMXZ-F (AC)	61/ 3.5	3.6	5.3	3.8	2.4	4.1	66/1301	1020/10.2	11.5	8.7			WMXZ-F
13. KQLD-F (O)	58/ 3.3	3.0	4.2	3.8	4.0	3.6	72/1303	1103/11.1	9.9	10.0			KQLD-F
14. WRNO-F (AOR)	41/ 2.4	3.3	3.3	2.4	4.0	2.8	72/1364	924/ 9.3	9.0	11.5			WRNO-F
15. WYLD (G)	40/ 2.3	2.9	2.9	1.9	1.2	2.5	47/638	525/ 5.3	5.2	5.1			WYLD

12+ FM SHARE (METRO): 72.88% (1137 of 1560) (WIN 91: 76.53%)

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

1 WQUE-AF	1 WQUE-AF	1 WQUE-AF	1 KMEZ-F	1 WWL	1 WWL	1 WWL	1 WWL	1 WWL	1 WYLD-F	1 WYLD-F
2 WEZB-F	2 WYLD-F	2 WEZB-F	2 WWL	2 KMEZ-F	2 WNOE-F	2 WEZB-F	2 WNOE-F	2 WQUE-AF	2 WQUE-AF	2 WQUE-AF
3 WYLD-F	3 WEZB-F	3 WYLD-F	3 WQUE-AF	3 WNOE-F	3 WBYU	3 WQUE-AF	3 WLMG-F	3 WNOE-F	3 WEZB-F	3 WQUE-AF
4	4 KMEZ-F	4 KMEZ-F	4 WYLD-F	4 WQUE-AF	4 WLMG-F	4 WNOE-F	4 WQUE-AF	4 WYLD-F	4 KMEZ-F	4 WLMG-F
5	5 WMXZ-F	5 WWL	5 WLMG-F	5 WLMG-F	5 WBOK	5 WYLD-F	5 WEZB-F	5 WEZB-F	5	5 KMEZ-F
6	6 WCKW-F	6 WNOE-F	6 WLMG-F	6 WYLD-F	6 KMEZ-F	6 WLMG-F	6 KMEZ-F	6 WLMG-F	6	6 WLTS-F
7	7 WNOE-F	7 WLMG-F	7 WNOE-F	7 WEZB-F	7	7 KMEZ-F	7 WYLD-F	7 KMEZ-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 WYLD-F	1 WQUE-AF	1 KMEZ-F	1 KMEZ-F	1 KMEZ-F	1 WQUE-AF	1 WQUE-AF	1 WQUE-AF	1 WWL	1 WWL
2 WQUE-AF	KMEZ-F	2 WQUE-AF	2 WYLD-F	2 WLMG-F	2 WEZB-F	2 WEZB-F	2 WYLD-F	2 WEZB-F	2 WNOE-F
3 WEZB-F	3 WYLD-F	3 WYLD-F	3 WQUE-AF	3 WYLD-F	3 WYLD-F	3 WYLD-F	3 WEZB-F	3 WQUE-AF	3 WQUE-AF
4 KMEZ-F	4 WEZB-F	4 WMXZ-F	4 WEZB-F	4 WQUE-AF	4 WRNO-F	4 WCKW-F	4 WCKW-F	4 WYLD-F	4 WEZB-F
5 WNOE-F	5 WMXZ-F	5 WLMG-F	5 WLMG-F	5 WNOE-F	5 WCKW-F	5 WRNO-F	5 WNOE-F	5 WCKW-F	5 WCKW-F
6 WLTS-F	6 WLTS-F	6 WEZB-F	6 WLTS-F	6 WLTS-F	6 KMEZ-F	6 WNOE-F	6 WMXZ-F	6 WNOE-F	6 WYLD-F
7	7 WLMG-F	7 WLTS-F	7 WNOE-F	7 WEZB-F	7	7 WMXZ-F	7 WWL	7 KMEZ-F	7 KMEZ-F
8	8 WNOE-F								

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

KHDM-F	104.1	Houma	1.3/5.6/	53/1027
WADU	830	Norco/Kenner	0.8/1.8/	18/ 233
WNOE	1060	New Orleans	1.0/3.3/	20/ 402
WSMB	1350	New Orleans	1.1/3.7/	20/ 417
WTIX	690	New Orleans	1.0/4.0/	19/ 421
WYAT	990	New Orleans	0.7/1.4/	12/ 157
WZRH-F	106.1	Picayne	0.7/1.5/	16/ 381
WFMF-F	102.5	Baton Rouge	0.5/2.1/	37/ 631
WKJN-F	103.3	Hammond		

NEW ORLEANS

RADIO STATIONS

AM STATIONS

WBOK, 1230, 1 KW	, GOSPEL	SBN, UNIULT	, \$ 23.00 (Roslin)	
WBYU, 1450, 1 KW	, NOSTALGIA/EZ	SMN	, \$ 31.00 (Roslin)	
WNOE, 1060, 50 KW/5 KW (DA-2)	, COUNTRY	ABC	, \$ NA (Mc-Guild)	New Market
WSHB, 1350, 5 KW (DA-2)	, TALK	ABC	, \$ 25.00 (---)	
WTIX, 690, 10 KW/5 KW (DA-2)	, TALK	NBC, MBS	, \$ 23.00 (---)	GHB (Buck)
WWL, 870, 50 KW (DA-1)	, NEWS/TALK	ABC	, \$ 118.00 (Katz)	Keymarket
WYAT, 990, 250 W	, OLDIES	CBS, UNISP	, \$ 21.00 (Durpetti)	Muniz
WYLD, 940, 10 KW/500 W (DA-2)	, GOSPEL		, \$ 21.00 (HNWH)	Interurban

FM STATIONS

KHOM, 104.1, 100 KW @ 1945	, OLDIES	UNISUP, NBC	, \$ 25.00 (Torbet)	(HOUMA)
KMEZ, 102.9, 4.7 KW @ 604	, BLACK AC	SMN	, \$ 26.00 (---)	(BELLE CHASE)
KQLD, 106.7, 100 KW @ 981	, OLDIES	ABC	, \$ 37.00 (McGuild)	Beasley (PORT SULPHUR)
WCKW, 92.3, 100 KW @ 1945	, CLASSIC AOR	SOURCE	, \$ 40.00 (Banner)	(LAPLACE)
WEZB, 97.1, 100 KW @ 449	, CHR		, \$ 90.00 (MMR)	EZ
WLMG, 101.9, 100 KW @ 830	, SOFT AC		, \$ 59.00 (Katz)	Keymarket
WLTS, 105.3, 100 KW @ 902	, AC	CBS	, \$ 56.00 (Durpetti)	Muniz
WMXZ, 95.7, 100 KW @ 984	, AC		, \$ NA (MMR)	Stoner
WNOE, 101.1, 100 KW @ 1004	, COUNTRY	ABC	, \$ 60.00 (McGuild)	Keymarket
WQUE, 93.3, 93 KW @ 459	, BLACK		, \$ 75.00 (Christal)	Clear Channel
WRNO, 99.5, 100 KW @ 1004	, AOR	ABC UNIPWR	, \$ 44.00 (MMR)	
WYLD, 98.5, 100 KW @ 361	, BLACK	ABC	, \$ 60.00 (HNWH)	Interurban

NEW YORK

Arbitron Rank/Pop (12+): 1/14,024,700
MSA Rank/Pop: 1/15,400,000
ADI # 1
Average Person Ratings: 19.1
Market TSL: 25.00 hours

Stations: 43/43
Diaries: 5981/2345:1/48.6%
Sample Target: 4400
% Below Line: 0.0
% Not Listed: 11.0

1991 Revenue: \$334,000,000
HH Inc.: \$41,370
Retail \$:113.0 Bil
Pop per Station: 326,155
#1 Biller: WINS \$30,000,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ 1/4/CUME	TSA CUME/RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. WRKS-F (B)	1474/ 5.5	5.2	4.8	5.1	5.8	5.2	1548/20084	18885/13.5	12.3	12.3			WRKS-F
2. WLTW-F (SAC)	1445/ 5.4	5.8	4.9	4.8	5.0	5.2	1486/21245	20494/14.6	14.1	13.0			WLTW-F
3. WBLS-F (B)	1317/ 4.9	4.4	4.2	3.8	4.1	4.3	1327/16889	16478/11.7	11.7	10.2			WBLS-F
4. WMXV-F (AC)	1168/ 4.3	4.2	3.4	4.2	4.2	4.0	1184/17968	17600/12.5	13.4	12.4			WMXV-F
5. WCBS-F (O)	1120/ 4.2	4.9	5.1	5.2	5.0	4.8	1186/19643	18700/13.3	14.0	13.9			WCBS-F
6. WXRK-F (CL AOR)	1101/ 4.1	3.9	3.8	3.3	3.2	3.8	1157/19005	17726/12.6	12.6	11.2			WXRK-F
7. WOR (T)	1067/ 4.0	3.3	4.0	4.6	4.3	4.0	1196/14105	12913/ 9.2	9.4	9.7			WOR
8. WQHT-F (CHR)	1048/ 3.9	4.8	4.2	4.0	3.7	4.2	1106/17977	16743/11.9	12.6	10.8			WQHT-F
9. WINS (N)	1021/ 3.8	4.1	4.3	4.3	5.7	4.1	1036/24708	24249/17.3	17.1	21.0			WINS
10. WNEW-F (AOR)	996/ 3.7	3.8	4.0	3.1	2.8	3.7	1034/17153	16042/11.4	11.2	10.2			WNEW-F
11. WHTZ-F (CHR)	969/ 3.6	3.3	3.8	3.6	3.6	3.6	985/21902	21110/15.1	14.3	14.1			WHTZ-F
12. WPAT-F (EZ)	938/ 3.5	2.7	3.9	4.0	4.0	3.5	1041/12783	11917/ 8.5	7.2	8.0			WPAT-F
13. WCBS (N)	908/ 3.4	3.0	3.5	3.4	4.4	3.3	992/21887	19676/14.0	13.7	16.1			WCBS
14. WABC (T)	856/ 3.2	3.3	2.6	2.7	2.6	3.0	964/13591	11903/ 8.5	8.8	7.5			WABC
15. WPLJ-F (CHR)	748/ 2.8	2.8	2.3	2.2	2.0	2.5	800/19603	17963/12.8	12.6	11.5			WPLJ-F
16. WYNY-F (C)	728/ 2.7	2.7	3.5	3.3	2.5	3.0	788/11028	10444/ 7.4	6.9	6.8			WYNY-F
17. WFAN (SPTS)	646/ 2.4	3.0	3.3	2.9	2.3	2.9	844/15704	12408/ 8.8	10.0	8.1			WFAN
18. WQCD-F (J)	622/ 2.3	1.9	2.0	2.4	2.3	2.2	655/10356	9907/ 7.1	6.1	7.2			WQCD-F
19. WSKQ-F (SP)	598/ 2.2	2.4	2.0	1.9	2.1	2.1	599/6232	6129/ 4.4	4.9	3.7			WSKQ-F
20. WQXR-AF (CL)	507/ 1.9	1.4	1.8	1.7	1.3	1.7	545/8467	7975/ 5.3	5.2	5.3			WQXR-AF
21. WNEW (BB)	501/ 1.9	1.9	2.5	2.1	1.7	2.1	527/7315	6751/ 4.8	6.1	5.5			WNEW
22. WADO (SP)	423/ 1.6	1.9	1.5	1.8	2.2	1.7	423/4168	4168/ 3.0	3.3	3.4			WADO
23. WLIB (B/N/T)	360/ 1.3	1.2	1.7	1.6	1.5	1.5	362/3242	3205/ 2.3	2.4	2.6			WLIB
24. WNCN-F (CL)	346/ 1.3	1.5	1.1	1.3	1.5	1.3	349/7135	6935/ 4.9	4.8	5.3			WNCN-F
25. WSKQ (SP)	315/ 1.2	1.1	1.2	1.3	1.3	1.2	315/3254	3254/ 2.3	2.3	2.3			WSKQ
26. WALK-F (AC)	252/ 0.9	1.0	1.0	1.1	0.9	1.0	261/3933	3436/ 2.4	2.6	2.6			WALK-F
27. WKDM (SP)	219/ 0.8	0.7	0.8	1.0	0.8	0.8	219/2395	2395/ 1.7	1.4	1.6			WKDM
28. WBAB-F (AOR)	215/ 0.8	0.7	0.8	0.8	0.6	0.8	216/3844	3784/ 2.7	2.5	2.2			WBAB-F
29. WPAT (EZ)	209/ 0.8	0.8	0.7	0.9	1.0	0.8	209/3987	3922/ 2.8	3.1	3.0			WPAT
30. WFME-F (REL)	200/ 0.7	0.7	0.7	0.5	0.4	0.6	211/1880	1725/ 1.2	1.4	1.4			WFME-F
31. WHLI (BB)	195/ 0.7	0.6	0.4	0.6	0.7	0.6	195/1175	1175/ 0.8	1.0	0.8			WHLI
32. WBLI-F (CHR)	193/ 0.7	0.7	0.7	0.9	0.8	0.8	193/3327	3298/ 2.4	2.2	2.4			WBLI-F
33. WDRE-F (AOR)	191/ 0.7	0.8	0.5	0.8	0.8	0.7	191/3950	3907/ 2.8	2.8	2.5			WDRE-F
34. WWRL (REL)	183/ 0.7	0.8	0.8	0.5	0.9	0.7	183/2320	2320/ 1.7	1.8	1.6			WWRL
35. WHUD-F (EZ/SAC)	175/ 0.7	0.3	0.6	0.4	0.6	0.5	325/3087	1982/ 1.4	1.3	1.1			WHUD-F

12+ FM SHARE (METRO): 69.59% (16625 of 23889) (WIN 91: 68.04%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WQHT-F	1 WRKS-F	1 WMXV-F	1 WLTW-F	1 WLTW-F	1 WQHT-F	1 WXRK-F	1 WXRK-F	1 WXRK-F	1 WXRK-F>
2 WRKS-F>	2 WMXV-F	2 WNEW-F<	2 WRKS-F<	2 WCBS-F<	2 WRKS-F	2 WNEW-F	2 WNEW-F	2 WNEW-F	2 WCBS-F
3 WHTZ-F>	3 WQHT-F	3 WLTW-F	3 WMXV-F	3 WMXV-F	3 WNEW-F	3 WQHT-F<	3 WBLS-F	3 WBLS-F	3 WBLS-F
4 WMXV-F	4 WLTW-F	4 WBLS-F	4 WCBS-F	4 WBLS-F<	4 WXRK-F	4 WRKS-F	4 WBLS-F	4 WRKS-F	4 WNEW-F
5 WLTW-F	5 WBLS-F	5 WRKS-F	5 WBLS-F<	5 WRKS-F	5 WBLS-F	5 WBLS-F>	5 WQHT-F	5 WQHT-F	5 WFAN <
6 WPLJ-F<	6 WHTZ-F<	6 WXRK-F	6 WHTZ-F	6 WNEW-F	6 WPLJ-F	6 WMXV-F	6 WMXV-F	6 WMXV-F<	6 WMXV-F
7 WBLS-F>	7 WNEW-F	7 WPLJ-F	7 WQHT-F	7 WHTZ-F	7 WMXV-F	7 WPLJ-F	7 WFAN	7 WCBS-F	7 WLTW-F
8 WSKQ-F<	8 WPLJ-F	8 WHTZ-F	8 WNEW-F	8 WXRK-F	8 WHTZ-F>	8 WFAN	8 WPLJ-F	8 WLTW-F	8 WRKS-F
9 WXRK-F	9 WXRK-F	9 WQHT-F	9 WPLJ-F	9 WYNY-F	9 WSKQ-F	9 WLTW-F	9 WLTW-F	9 WFAN	9 WQCD-F
10 WNEW-F	10	10 WQCD-F	10 WXRK-F	10 WQCD-F	10	10 WHTZ-F	10 WCBS-F	10	10

NEW YORK

OTHER RATED STATIONS METRO CUME TSA TSA
SHARE/RTG/AQH/CUME

WDHA-F	105.5	Dover	0.4/1.7/121/2689
WEVD	1050	New York	0.3/1.9/ 80/2754
WGSM	740	Huntington	0.3/0.6/ 88/ 804
WKJY-F	98.3	Hempstead	0.5/1.6/130/2292
WMJC-F	94.3	Smithtown/LngIs	0.3/0.9/ 74/1218
WNJR	1430	Newark	0.3/1.2/ 83/1777
WWDJ	970	Hackensack	0.3/0.8/ 84/1197

RADIO STATIONS

AM STATIONS

WABC,	770,	50 KW	, Talk	ABC,	\$260.00	(Banner)	Cap Cities/ABC
WADO,	1280,	5 KW (DA-1)	, Hispanic	,	\$110.00	(Katz Hisp)	Tichenor
WCBS,	880,	50 KW	, News	CBS,	\$365.00	(CBS)	CBS
WEVD,	1050,	50 KW (DA-1)	, Nostlgia/FS/Ethnic	MBS NBC,	\$ 80.00	(Groskin)	Forward
WFAN,	660,	50 KW	, Sports	NBC UNIPWR,	\$350.00	(HNWH)	Infinity (p)
WINS,	1010,	50 KW (DA-1)	, News	CNN, ABC,	\$405.00	(Group W)	Westinghouse
WKDH,	1380,	5 KW (DA-1)	, Hispanic	CRC, CBS,	\$ 84.00	(Katz Hisp)	United
WLIB,	1190,	10 KW (Days, DA)	, Black News/Talk	SBN,	\$ 88.00	(Mc-Guild)	Inner City
WMCA,	570,	5 KW (DA-1)	, Religion	,	\$ NA	(---)	Salem
WNEW,	1130,	50 KW (DA-N)	, Nostalgia	MBS, NBC,	\$160.00	(Schubert)	Westwood One
WOR,	710,	50 KW (DA-1)	, Talk	ABC, NBC,	\$290.00	(Mc-Guild)	Buckley
WPAT,	930,	5 KW (DA-2)	, SEE WPAT-FM				
WQXR,	1560,	50 KW (DA-2)	, SEE WQXR-FM				
WSKQ,	620,	5 KW (DA-2)	, Hispanic	,	\$110.00	(---)	SBS
WWRL,	1600,	5 KW (DA-2)	, Gospel	MBS NBN,	\$ 45.00	(K & P)	Unity
WWDJ,	970,	5 KW (DA-2)	, Religion	,	\$ 50.00	(---)	Communicom
WZRC,	1480,	5 KW (DA-2)	, AOR	,	\$ NA	(Torbet)	Infinity

FM STATIONS

WBLS,	107.5,	5.4 KW @ 1220	, Black	ABC,	\$300.00	(Mc-Guild)	Inner City
WCBS,	101.1,	6.8 KW @ 1325	, Oldies	CBS,	\$420.00	(CBS)	CBS
WHTZ,	100.3,	7.8 KW @ 1220	, CHR	,	\$300.00	(Christal)	Malrite
WFME,	94.7,	37 KW @ 571	, Religion	,	\$ NA	(---)	Family
WHUD,	100.7,	50 KW @ 500	, EZ/Soft AC	,	\$100.00	(Katz)	(PEEKSKILL)
WLTW,	106.7,	7.8 KW @ 1223	, Soft AC	,	\$440.00	(Katz)	Viacom
WNCN,	104.3,	7.8 KW @ 1220	, Classical	CNN UNISUP,	\$170.00	(CMBS)	GAF
WNEW,	102.7,	7.8 KW @ 1220	, AOR	SOURCE UNIPWR,	\$350.00	(Group W)	Westinghouse
WNSR,	105.1,	7.8 KW @ 1222	, AC	UNIPWR,	\$320.00	(Mc-Guild)	Bonneville
WPAT,	93.1,	5.4 KW @ 1420	, EZ	,	\$230.00	(MMR)	Park
WPLJ,	95.5,	6.7 KW @ 1345	, CHR	,	\$200.00	(Katz)	Cap Cities/ABC
WQCD,	101.9,	5.3 KW @ 1420	, Jazz	UNISUP,	\$270.00	(Christal)	Tribune Co.
WQHT,	97.1,	6.7 KW @ 1338	, CHR	,	\$300.00	(HNWH)	Emmis
WQXR,	96.3,	7.8 KW @ 1223	, Classical	UNISUP,	\$175.00	(MMR)	New York Times
WRKS,	98.7,	7.8 KW @ 1223	, Black	SOURCE UNIPWR,	\$300.00	(Durpetti)	Summit
WSKQ,	97.9,	7.8 KW @ 1224	, Hispanic	,	\$100.00	(---)	SBS
WXRK,	92.3,	7.6 KW @ 1223	, Classic AOR	ABC,	\$400.00	(Torbet)	Infinity
WYNY,	103.5,	6.7 KW @ 1391	, Country	NBC MBS,	\$240.00	(Schubert)	Westwood One

NORFOLK

Arbitron Rank/Pop (12+): 33/1,171,000
 MSA Rank/Pop: 34/1,390,000
 ADI # 38
 Average Person Ratings: 15.8
 Market TSL: 21.00 hours

Stations: 27/26
 Diaries: 1605/730:1/52.6%
 Sample Target: 1450
 % Below Line: 0.8
 % Not Listed: 12.0

1991 Revenue: \$30,600,000
 HH Inc.: \$34,700
 Retail \$: 10.9 Bill
 Pop per Station: 45,038
 #1 Biller: WNOR-F \$4,100,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. WOWI-F (B)	179/ 9.6	11.4	9.3	8.2	10.9	9.6	194/2637	2338/20.0	19.6	20.2			WOWI-F
2. WCMS-AF (C)	151/ 8.1	8.1	9.1	8.1	9.1	8.4	174/2121	1729/14.8	15.2	17.7			WCMS-AF
3. WFOG-F (EZ)	145/ 7.8	8.7	8.1	6.8	7.3	7.9	159/2001	1737/14.8	15.7	13.5			WFOG-F
4. WNOR-AF (AOR)	119/ 6.5	7.7	8.8	7.3	7.0	7.6	129/1967	1878/16.0	17.7	19.0			WNOR-AF
5. WMXN-F (AC)	118/ 6.4	4.0	5.0	4.3	4.6	4.9	133/2076	1841/15.7	15.4	12.8			WMXN-F
6. WWOE-F (AC)	107/ 5.8	6.1	4.7	7.1	5.9	5.9	118/1820	1619/13.8	14.7	13.9			WWOE-F
7. WJQI-F (SAC)	102/ 5.5	4.0	4.3	5.4	4.9	4.8	102/1364	1325/11.1	10.9	11.6			WJQI-F
8. WNVZ-F (CHR)	90/ 4.9	5.2	4.3	6.1	6.9	5.1	97/2188	2009/17.2	18.2	20.0			WNVZ-F
9. WLTY-F (O)	86/ 4.6	3.8	4.8	6.1	5.1	4.8	93/1483	1332/11.4	11.1	11.1			WLTY-F
10. WGH -F (C)	84/ 4.5	3.7	3.1	4.2	2.2	3.9	104/1409	1159/ 9.9	8.0	7.2			WGH -F
11. WAFX-F (CL AOR)	82/ 4.4	4.7	5.1	6.2	5.2	5.1	107/2083	1750/14.9	15.3	16.9			WAFX-F
12. WKOC-FF (AOR)	70/ 3.8	2.8	2.8	6.0	4.9	3.8	79/1155	955/ 8.2	8.9	10.6			WKOC-FF
13. WMYA-F (B/AC)	66/ 3.6	3.0	5.0	1.3	---	3.2	85/1054	933/ 8.0	7.3	0.0			WMYA-F
14. WNIS (N/T)	58/ 3.1	3.6	3.6	2.5	3.3	3.2	59/884	814/ 7.0	7.3	7.0			WNIS
15. WPCE (G)	45/ 2.4	3.2	2.1	1.4	2.6	2.3	46/476	457/ 3.9	5.1	5.3			WPCE

12+ FM SHARE (METRO): 87.45% (1428 of 1633) (WIN 91: 86.87%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MIO	12+ PHD	12+ EVE	OVERNIGHT
1 WOWI-F>>	1 WOWI-F	1 WOWI-F	1 WOWI-F<	1 WCMS-AF	1 WFOG-F	1 WCMS-AF	1 WCMS-AF	1 WOWI-F	1 WOWI-F>>	1 WOWI-F>
2 WNVZ-F>>	2 WNOR-AF	2 WNOR-AF	2 WWDE-F	2 WWOE-F	2 WCMS-AF>	2 WFOG-F	2 WFOG-F	2 WCMS-AF	2 WMXN-F<	2 WWOE-F>
3 WMXN-F	3 WMXN-F	3 WMXN-F	3 WCMS-AF	3 WOWI-F	3 WWDE-F	3 WOWI-F	3 WOWI-F<	3 WFOG-F	3 WNVZ-F<	3 WNOR-F
4	4 WJQI-F	4 WJQI-F	WNOR-AF	4 WLTY-F<	4 WLTY-F	4 WWOE-F	4 WJQI-F<	4 WMXN-F<	4 WNOR-AF	4 WGH -F
5	5 WAFX-F	5 WWDE-F<	5 WLTY-F	5 WNOR-AF	5	5 WNOR-AF	5 WMXN-F<	5 WNOR-AF	5 WCMS-AF	5 WMYA-F
6	6 WNVZ-F	6 WCMS-AF	6 WMXN-F<	6 WJQI-F<	6	6 WMXN-F	6 WNOR-AF	6 WJQI-F	6	6 WBSK
7	7 WKOC-FF	7 WAFX-F	7 WJQI-F	7 WFOG-F	7	7	7 WWOE-F	7 WWOE-F	7	7 WCMS-F
	WGH -F	WGH -F					WLTY-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 WOWI-F>	1 WOWI-F>	1 WOWI-F>	1 WOWI-F>	1 WWOE-F	1 WNOR-AF>>	1 WNOR-AF>	1 WNOR-AF	1 WNOR-AF>	1 WNOR-AF
2 WMXN-F>	2 WMXN-F	2 WMXN-F	2 WMXN-F	2 WOWI-F	2 WOWI-F	2 WAFX-F	2 WAFX-F<	2 WAFX-F	2 WCMS-AF<
3 WJQI-F	3 WJQI-F>	3 WJQI-F	3 WJQI-F	3 WJQI-F<	3 WAFX-F	3 WOWI-F	3 WKOC-FF	3 WCMS-AF<	3 WAFX-F
4 WNVZ-F>	4 WWDE-F<	4 WWOE-F	4 WWOE-F	4 WCMS-AF	4 WNVZ-F	4 WMXN-F	4 WOWI-F	4 WOWI-F	4 WKOC-FF
5 WNOR-AF	5 WNVZ-F	5 WNOR-AF	5	5 WMXN-F<	5 WMXN-F	5 WKOC-FF	5 WMXN-F	5 WKOC-FF	5 WLTY-F
6 WWOE-F	6 WNOR-AF	6 WCMS-AF	6	6 WFOG-F	6 WCMS-AF	6 WNVZ-F	6 WGH -F	6	6 WNIS <
7 WMYA-F	7 WMYA-F	7	7	7 WLTY-F	7 WJQI-F	7	7 WNVZ-F	7	7 WWOE-F<
8 WGH -F	WGH -F								8 WOWI-F

OTHER RATED STATIONS	METRO CUME	TSA	SHARE/RTG/AQH/CUME
WBSK 1350	Portsmouth	1.2/3.5/ 22/ 415	
WKGM 940	Smithfield	0.5/0.7/ 10/ 100	
WMBG 740	Williamsburg	0.4/1.1/ 8/ 133	
WMYK-F 92.1	Moyock/Chspk	0.8/2.5/ 15/ 329	
WPMH 1010	Portsmouth	0.6/1.4/ 11/ 160	
WTAR 790	Norfolk	1.8/7.1/ 39/ 930	
WTJZ 1270	Newport News	0.4/2.0/ 8/ 250	
WXRI-F 107.7	Windsor	0.5/1.8/ 10/ 208	
WOCK-F 96.5	Williamsburg	0.8/2.0/ 30/ 485	

NORFOLK

AM STATIONS

WBSK , 1350, 5 KW/1 KW (DA-2) , Black	NBN ABC, \$ 28.00 (Mc-Guild)	Ragan Henry
WNIS , 850, 5 KW/1 KW (DA-2) , News/Talk	NBC ABC, \$ 36.00 (MMR)	Sinclair
WPCE , 1400, 1 KW/250 W , Gospel	SBN, \$ 23.00 (Mc-Guild)	Willis
WTAR , 790, 5 KW (DA-1) , Talk/News	CBS CNN, \$ 29.00 (Katz)	Landmark

FM STATIONS

WAFX , 106.9, 100 KW @ 938 , Classic AOR	, \$ 63.00 (CBS)	Radio Ventures
WCMS , 100.5, 50 KW @ 499 , Country	ABC, \$ 86.00 (Eastman)	
WFOG , 92.9, 50 KW @ 479 , EZ	UNIULT, \$ 64.00 (MMR)	Sunshine Wireless
WGH , 97.3, 74 KW @ 394 , Country	ABC, \$ 39.00 (Durpetti)	Susquehanna
WJQI , 94.9, 50 KW @ 499 , Soft AC	UNIPWR UNISUP, \$ 46.00 (HNWH)	Coleman
WKDC , 93.7, 100 KW @ 997 , AOR	ABC, \$ 32.00 (Durpetti)	Edge (ELIZABETH CITY)
WKOD , 94.1, 50 KW @ 500 , AOR	ABC, \$ NA (Durpetti)	Eure
WLTJ , 95.7, 40 KW @ 879 , Oldies	, \$ 61.00 (Katz)	Landmark
WMAX , 105.3, 50 KW @ 500 , AC	, \$ 38.00 (Katz)	HL/Win
WMYA , 96.1, 50 KW @ 482 , Black AC	SMN, \$ 31.00 (Torbet)	Willis (CAPE CHARLES)
WNYK , 92.1, 3.7 KW @ 413 , Black	SMN, \$ 25.00 (Torbet)	Willis (MOYOCK)
WNOR , 98.7, 46 KW @ 518 , AOR	SOURCE, \$ 95.00 (Mc-Guild)	Saga
WNVZ , 104.5, 50 KW @ 479 , CHR	, \$ 63.00 (Banner)	Wilks-Schwartz
WOWI , 102.9, 50 KW @ 469 , Black	SBN UNIULT, \$ 58.00 (Mc-Guild)	Ragan Henry
WVDE , 101.3, 50 KW @ 500 , AC	CBS, \$ 94.00 (Christal)	Edens

OKLAHOMA CITY

Arbitron Rank/Pop (12+): 52/787,900
 MSA Rank/Pop: 53/978,000
 AOI # 40
 Average Person Ratings: 16.8
 Market TSL: 22.50 hours

Stations: 19/18
 Diaries: 1283/614:1/54.9%
 Sample Target: 1250
 % Below Line: 0.3
 % Not Listed: 11.5

1991 Revenue: \$23,300,000
 HH Inc.: \$26,669
 Retail \$: 7.5 B11
 Pop per Station: 43,772
 #1 Biller: KXXY-AF \$5,400,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. KXXY-AF (C)	238/18.0	18.3	18.6	18.0	15.7	18.2	334/3476	2463/31.3	32.9	26.6			KXXY-AF
2. KJYO-F (CHR)	144/10.9	9.9	10.6	9.8	9.0	10.3	162/2391	1940/24.6	21.9	21.8			KJYO-F
3. KATT-F (AOR)	97/ 7.3	7.7	8.7	8.4	11.1	8.0	153/2282	1448/18.4	16.8	20.3			KATT-F
4. KEBC-F (C)	95/ 7.2	8.0	7.4	7.4	6.9	7.5	144/2240	1521/19.3	19.9	17.7			KEBC-F
5. KMGL-F (AC)	93/ 7.0	6.4	7.0	7.6	6.2	7.0	117/1546	1167/14.8	16.4	16.7			KMGL-F
6. KTOK (N/T)	92/ 6.9	7.6	6.8	6.9	8.0	7.1	100/1341	1217/15.4	17.8	18.5			KTOK
7. WKY (EZ)	82/ 6.2	4.4	3.7	4.9	3.9	4.8	94/1152	875/11.1	10.5	11.2			WKY
8. KRXO-F (CL AOR)	81/ 6.1	6.8	6.3	8.1	6.9	6.8	93/1402	1221/15.5	18.2	15.7			KRXO-F
9. KOQL-F (D)	57/ 4.3	4.5	5.2	5.7	5.4	4.9	70/1362	1044/13.3	12.7	11.9			KOQL-F
10. KYIS-F (CHR)	50/ 3.8	2.6	3.5	3.6	4.2	3.4	63/1175	937/11.9	12.4	14.5			KYIS-F
11. KKNF-F (SAC/EZ)	35/ 2.6	3.7	3.5	3.8	5.0	3.4	37/684	565/ 7.2	8.8	13.1			KKNF-F
12. KOMA (D)	27/ 2.0	3.4	3.4	1.9	2.2	2.7	31/801	604/ 7.7	13.3	7.4			KOMA
13. KTNT-F (J/NA)	23/ 1.7	1.7	1.2	1.9	2.5	1.6	24/298	292/ 3.7	4.4	5.5			KTNT-F
14.													
15.													
12+ FM SHARE (METRO):		78.69%	(923 of 1173)		(WIN 91:	80.10%)							

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ MIO	12+ PMD	12+ EVE	OVERNIGHT	
1 KJYO-F>>	1 KJYO-F	1 KXXY-AF>	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 KXXY-F
2 KXXY-AF>	2 KXXY-AF	2 KJYO-F	2 KRXO-F	2 KRXO-F	2 KTOK <	2 KJYO-F>	2 KJYO-F	2 KJYO-F>	2 KXXY-AF	2 KTOK	2 KRXO-F
3 KATT-F>	3 KATT-F	3 KATT-F	3 KJYO-F	3 KJYO-F<	3 WKY	3 KTOK	3 KTOK	3 KATT-F	3 KATT-F>	3 KJYO-F	3 KATT-F
4 KYIS-F	4 KRXO-F	4 KRXO-F	4 KMGL-F	4 KMGL-F	4 KEBC-F>	4 KMGL-F	4 KMGL-F	4 KEBC-F<	4 KEBC-F	4 KATT-F	4 KATT-F
5	5 KMGL-F	5 KMGL-F>	5 KOQL-F<	5 KEBC-F	5 KMGL-F	5 KEBC-F<	5 WKY <	5 KMGL-F	5 KMGL-F	5 KRXO-F	5 KRXO-F
6	6 KYIS-F	6 KEBC-F	6 KATT-F	6 KOQL-F	6	6 WKY <	6 KEBC-F	6 KRXO-F	6	6 KOQL-F	6 KOQL-F
7	7	7	7 KEBC-F	7 KATT-F	7	7 KRXO-F	7 KRXO-F	7 KTOK <	7	7	7
							8 KATT-F	8 WKY			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KJYO-F>	1 KJYO-F	1 KJYO-F<	1 KXXY-AF>	1 KXXY-AF>>	1 KATT-F>>	1 KATT-F>	1 KRXO-F	1 KXXY-AF	1 KXXY-AF>
2 KXXY-AF>	2 KXXY-AF>	2 KXXY-AF>	2 KJYO-F	2 KMGL-F	2 KJYO-F>	2 KRXO-F	2 KATT-F<	2 KATT-F	2 KRXO-F>
3 KMGL-F>	3 KMGL-F>	3 KMGL-F	3 KMGL-F>	3 KJYO-F>	3 KXXY-AF	3 KXXY-AF<	3 KXXY-AF>	3 KRXO-F	3 KATT-F
4 KATT-F>	4 KYIS-F	4 KYIS-F	4 KYIS-F	4 KYIS-F	4 KRXO-F>	4 KJYO-F	4 KJYO-F	4 KJYO-F	4 KEBC-F
5 KRXO-F	5 KRXO-F	5 KRXO-F	5 KRXO-F	5 KOQL-F	5 KEBC-F	5	5	5 KEBC-F<	5 KOQL-F
6	KATT-F	6 KOQL-F	6	KEBC-F	6	6	6	6 KOQL-F	6 KJYO-F

OTHER RATED STATIONS	METRO CUME	TSA	SHARE/RTG/AQH/CUME
KNTL-F 104.9	Bethny/OK City	1.4/5.0/ 20/ 431	
KQCV 800	Oklahoma City	1.3/2.5/ 21/ 223	
KTLV 1220	Midwest Cty/OK	0.8/1.6/ 10/ 123	
WWLS 640	Moore/Norman	0.8/4.0/ 14/ 344	
KRMG 740	Tulsa	0.3/1.6/ 15/ 296	

RADIO STATIONS

KOMA , 1520,	50 KW (DA-N)	, Oldies	CBS, \$29.00	(CBS)	Diamond
KPRW , 1140,	1 KW (DAYS)	, Business News	BRN, \$19.00	(Banner)	Surrey
KQCV , 800,	250 W/500 W	, Religion	, \$14.00	(---)	Bott
KTOK , 1000,	5 KW (DA-2)	, News/Talk	ABC MBS, \$53.00	(Christal)	Clear Channel
WKY , 930,	5 KW (DA-N)	, EZ	, \$24.00	(Torbet)	Gaylord
WWLS , 640,	1 KW (DA-N)	, Sports	CBS, \$18.00	(McGuild)	(MOORE)
KATT-F, 100.5,	97 KW @ 1191	, AOR	SOURCE, \$59.00	(Banner)	Surrey
KEBC-F, 94.7,	100 KW @ 1387	, Country	ABC, \$38.00	(Schubert)	Independence
KJYO-F, 102.7,	98 KW @ 899	, CHR	, \$43.00	(Christal)	Clear Channel
KKNF-F, 92.5,	100 KW @ 899	, Soft AC/EZ	, \$37.00	(Torbet)	Wilks-Schwartz
KMGL-F, 104.1,	99 KW @ 1361	, AC	, \$44.00	(Eastman)	Renda
KNTL-F, 104.9,	3.3 KW @ 298	, Religion	APR, \$17.00	(---)	CBN (BETHANY)
KOQL-F, 101.9,	98 KW @ 1387	, Oldies	, \$36.00	(Katz)	Entercom
KRXO-F, 107.7,	99 KW @ 991	, Classic AOR	, \$54.00	(CBS)	Diamond
KTNT-F, 97.7,	3 KW @ 298	, Jazz/NAC	, \$22.00	(---)	(EDMOND)
KXXY-F, 96.1,	98 KW @ 1171	, Country	MBS, \$115.00	(Mc-Guild)	NewMarket
KYIS-F, 98.9,	100 KW @ 1099	, CHR	APR, \$30.00	(HNWH)	

OMAHA

Arbitron Rank/Pop (12+): 74/502,900
 MSA Rank/Pop: 82/623,000
 ADI # 73
 Average Person Ratings: 16.1
 Market TSL: 21.00 hours

Stations: 19/16
 Diaries: 1012/497:1/59.3%
 Sample Target: 980
 % Below Line: 2.0
 % Not Listed: 10.0

1991 Revenue: \$21,000,000
 HH Inc.: \$35,758
 Retail \$: 4.9 B11
 Pop per Station: 31,431
 #1 Biller: WOW -AF \$3,800,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. KFAB (FS)	106/13.1	14.6	11.6	10.2	13.4	12.4	170/2453	1389/27.6	34.7	29.6			KFAB
2. KQKQ-F (CHR)	103/12.7	8.6	8.8	10.3	9.5	10.1	127/2173	1526/30.3	24.7	28.0			KQKQ-F
3. WOW -F (C)	92/11.3	12.6	11.3	11.9	10.8	11.8	131/1530	984/19.6	21.9	18.4			WOW -F
4. KEFM-F (AC)	79/ 9.7	6.9	6.8	8.4	8.6	7.9	95/1537	1159/23.0	22.9	20.4			KEFM-F
5. KESY-F (SAC/EZ)	65/ 8.0	8.5	7.4	6.8	10.4	7.7	69/969	819/16.1	16.5	18.8			KESY-F
6. KEZO-AF (AOR)	64/ 7.8	10.6	10.6	11.8	13.7	10.2	95/1756	1044/20.8	26.1	23.1			KEZO-AF
7. KGOR-F (O)	60/ 7.4	6.0	9.8	7.8	6.5	7.8	87/1510	1054/21.0	16.6	17.3			KGOR-F
8. KKCD-F (CL AOR)	32/ 3.9	3.1	2.0	3.4	2.6	3.1	32/612	579/11.5	7.8	7.1			KKCD-F
9. KXKT-F (CHR)	27/ 3.3	4.1	5.1	4.3	3.5	4.2	66/1290	769/15.3	15.2	13.9			KXKT-F
10. KKAR (T)	25/ 3.1	2.9	1.9	3.0	2.8	2.7	27/562	513/10.2	8.2	8.1			KKAR
11. WOW (C)	23/ 2.8	4.1	3.9	5.3	5.2	4.0	58/1011	497/ 9.9	11.5	11.6			WOW
12. KRRK-F (AOR)	22/ 2.7	2.5	2.9	-----	-----	2.0	26/588	425/ 8.5	7.8	0.0			KRRK-F
13.													
14.													
15.													

12+ FM SHARE (METRO): 75.65% (553 of 731) (WIN 91: 72.62%)

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 KEFM-F	1 KEFM-F	1 KEFM-F	1 KFAB >	1 KFAB >	1 WOW -F<	1 KQKQ-F<	1 KQKQ-F	1 KFAB >
2	2 KQKQ-F	2 KQKQ-F	2 KGOR-F<	2 WOW -F	2 WOW -F<	2 KQKQ-F	2 KEFM-F	2 WOW -F	2 KFAB >>	2 WOW -F
3	3 KEFM-F	3 KEZO-AF<	3 WOW -F	3 KGOR-F	3 KESY-F>	3 WOW -F	3 KESY-F	3 KEFM-F	3 KEZO-AF<	3 KEFM-F
4	4 WOW -F>	4 WOW -F	KQKQ-F	4 KQKQ-F	4 KEFM-F<	4 KEFM-F	4 KFAB	4 KXKT-F	4 KMA	
5	5 KGOR-F	5 KGOR-F>	5 KEZO-AF	5 KEZO-AF	5 KGOR-F	5 KESY-F<	5 KFAB <	5 KEZO-AF	5 KEFM-F<	5
6	6 KKCD-F	6 KKCD-F	6 KESY-F	KESY-F	6	6 KEZO-AF	6 KEZO-AF	6 KESY-F	6 WOW -F	6
7	7	7	7	7	7	7 KGOR-F>>	7 KGOR-F	7 KGOR-F	7	7
						8 KKAR				

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 KEFM-F<	1 KEFM-F	1 KEFM-F	1 KEFM-F>	1 KEZO-AF>	1 KEZO-AF>	1 KEZO-AF	1 KEZO-AF	1 KGOR-F<
2 KEFM-F	2 KQKQ-F>	2 KQKQ-F>	2 KQKQ-F>	2 KQKQ-F	2 KRRK-F	2 WOW -F	WOW -F>	2 KGOR-F<	2 WOW -F
3 KEZO-AF	3 KEZO-AF	3 KEZO-AF	3 WOW -F	3 WOW -F	3 KQKQ-F>	3 KQKQ-F	3 KKCD-F	3 WOW -F	3 KEZO-AF<
4 WOW -F	4 WOW -F>	4 WOW -F	4 KGOR-F	4 KESY-F	4 KXKT-F	4 KRRK-F	4 KQKQ-F	4 KQKQ-F	4 KEFM-F
5 KXKT-F	5 KGOR-F	KGOR-F>	5 KEZO-AF	5 KGOR-F>	5 WOW -F	5 KKCD-F	KGOR-F	5 KEFM-F	5 KQKQ-F
6	6	6 KKCD-F	6 KESY-F	6 KEZO-AF	6	KGOR-F	6 KEFM-F	6 KKCD-F	KKCD-F
									7 KFAB

OTHER RATED STATIONS	METRO SHARE/RTG	CUME	TSA	TSA
	SHARE/RTG/AQH/CUME			
KCRO 660 Omaha		0.9/1.8/	14/	148
KOIL 1290 Omaha		0.7/3.7/	8/	283
KOTD 1000 Plattsburgh		0.5/1.4/	7/	131
KFMQ-F 101.9 Lincoln/Omaha		0.9/6.1/	30/	937
KMA 960 Shenandoah		0.6/1.9/	25/	410
KZKX-F 96.9 Seward		0.5/1.6/	78/	985

RADIO STATIONS

KFAB, 1110, 50 KW (DA-N)	, FULL SERVICE	NBC, \$ 70.00 (Christal)	Henry
KKAR, 1180, 5 KW/1 KW	, TALK	CBS, MBS, \$ 22.00 (HNWH)	
KOIL, 1290, 5 KW (DA-N)	, OLDIES	CBS UNIULT, \$ 20.00 (Banner)	
WOW, 590, 5 KW	, SEE WOW-FM		
KEFM-F, 96.1, 100 KW @ 1440, AC		, \$ 48.00 (McGuild)	
KESY-F, 104.5, 100 KW @ 1087, SOFT AC/EZ		ABC, \$ 34.00 (Durpetti)	Sun Group
KEZO-F, 92.3, 100 KW @ 1210, AOR		, \$ 70.00 (MMR)	Narragansett
KGOR-F, 99.9, 115 KW @ 1230, OLDIES		NBC, UNIPWR, \$ 46.00 (Christal)	Henry
KKCD-F, 105.9, 6 KW @ 328, CLASSIC AOR		, \$ 24.00 (K & P)	
KQKQ-F, 98.5, 100 KW @ 508, CHR		, \$ 59.00 (HNWH)	
KRRK-F, 93.3, 3.6 KW @ 426, AOR		, \$ 19.00 (---)	(BENNINGTON)
KXKT-F, 103.7, 100 KW @ 1246, CHR		, \$ 25.00 (Banner)	(ATLANTIC, IA)
WOW-F, 94.1, 100 KW @ 508, COUNTRY		ABC, \$ 84.00 (Torbet)	Great Empire

ORLANDO

Arbitron Rank/Pop (12+): 42/945,800
 MSA Rank/Pop: 46/1,070,000
 ADI # 25
 Average Person Ratings: 16.8
 Market TSL: 22.00 hours

Stations: 24/19
 Diaries: 1287/735:1/50.2%
 Sample Target: 1260
 % Below Line: 6.0
 % Not Listed: 12.3

1991 Revenue: \$44,100,000
 HH Inc.: \$32,809
 Retail \$: 10.6 Bil
 Pop per Station: 49,778
 #1 Biller: WWKA-F \$6,000,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. WWKA-F (C)	179/11.2	12.6	13.6	9.4	12.1	11.7	403/4430	2040/21.6	22.2	17.6			WWKA-F
2. WJHM-F (B)	151/ 9.5	6.0	7.1	8.0	8.9	7.7	286/2982	1698/18.0	14.7	15.1			WJHM-F
3. WDBO (FS)	123/ 7.7	7.5	6.9	6.7	8.0	7.2	152/2023	1632/17.3	14.9	16.4			WDBO
4. WMGF-F (SAC)	103/ 6.5	4.0	4.3	4.3	4.1	4.8	181/2523	1430/15.1	10.0	9.9			WMGF-F
5. WXXL-F (CHR)	84/ 5.3	4.7	3.6	4.9	3.7	4.6	105/2030	1498/15.8	15.9	13.6			WXXL-F
6. WOMX-AF (AC/CHR)	83/ 5.2	5.1	3.6	6.3	4.8	5.1	134/2481	1529/16.2	18.2	16.7			WOMX-AF
7. WOIZ-F (ADR)	82/ 5.2	4.9	4.2	5.0	4.4	4.8	119/2221	1383/14.6	16.2	12.5			WOIZ-F
8. WHTQ-F (ADR)	80/ 5.0	6.3	5.8	4.6	5.5	5.4	177/2779	1236/13.1	16.1	12.9			WHTQ-F
9. WMMO-F (AC/AOR)	79/ 5.0	6.1	6.8	7.2	6.2	6.3	92/1331	1077/11.4	14.5	12.4			WMMO-F
10. WVRI-F (?)	75/ 4.7	4.9	5.5	6.3	5.0	5.3	143/2380	1326/14.0	14.2	13.7			WVRI-F
11. WOCL-F (O)	65/ 4.1	5.6	5.5	6.0	6.4	5.3	160/2490	1250/13.2	15.6	14.8			WOCL-F
12. WLOQ-F (J)	54/ 3.4	3.1	4.0	3.3	2.8	3.5	57/1138	982/10.4	9.4	7.8			WLOQ-F
13. WNNZ (N/T)	53/ 3.3	2.7	2.7	2.8	3.6	2.9	57/953	893/ 9.4	8.8	9.4			WNNZ
14. WZTU-F (AC)	42/ 2.6	3.9	3.5	3.5	4.0	3.4	74/1624	990/10.5	12.8	10.8			WZTU-F
15. WWLV-F (EZ)	37/ 2.3	2.3	4.5	3.3	3.7	3.1	76/1407	602/ 6.4	5.8	7.6			WWLV-F

12+ FM SHARE (METRO): 85.32% (1191 of 1396) (WIN 91: 83.77%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJHM-F >>	1 WHTQ-F <	1 WWKA-F	1 WWKA-F >	1 WWKA-F >	1 WWKA-F	1 WWKA-F	1 WWKA-F >	1 WWKA-F	1 WJHM-F >	1 WDBO >>
2 WXXL-F	2 WWKA-F	2 WJHM-F	2 WMMD-F	2 WMGF-F	2 WDBO >	2 WDBO	2 WMGF-F <	2 WJHM-F >	2 WXXL-F	2 WJHM-F <
3	3 WOIZ-F	3 WOIZ-F <	3 WJHM-F	3 WMMO-F	3 WMGF-F	3 WJHM-F >	3 WDBO >	3 WDBO	3 WWKA-F	3 WWKA-F
4	4 WJHM-F	4 WMMO-F <	4 WMGF-F	4 WJHM-F	4	4 WMGF-F	4 WOMX-AF	4 WMGF-F	4 WDBO	4 WXXL-F
5	5 WMMD-F	5 WHTQ-F	5 WVRI-F	5 WOMX-AF <	5	5 WXXL-F	5 WJHM-F	5 WVRI-F <	5 WHTQ-F	5 WPCV-F
6	6 WXXL-F <	6 WOMX-AF <	6 WOMX-AF	6 WVRI-F <	6	6 WOIZ-F	6 WVRI-F <	6 WOMX-AF <	6 WOIZ-F	6 WHTQ-F <
7	7 WMGF-F <	7	7 WDBO	7	7	7 WOMX-AF	7 WMMO-F <	7 WMMO-F	7	7 WNNZ
8	8 WVRI-F	8 WVRI-F	8	8	8	8	8 WHTQ-F	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 WXXL-F	1 WJHM-F	1 WVRI-F	1 WMGF-F	1 WMGF-F	1 WOIZ-F <	1 WOIZ-F <	1 WWKA-F	1 WWKA-F	1 WWKA-F >
2 WJHM-F	2 WXXL-F	2 WMMO-F	2 WWKA-F	2 WWKA-F	2 WHTQ-F >	2 WHTQ-F	2 WHTQ-F	2 WOIZ-F	2 WDBO
3 WOMX-AF	3 WVRI-F	3 WJHM-F	3 WVRI-F	3 WVRI-F	3 WJHM-F	3 WWKA-F >	3 WWKA-F	3 WHTQ-F	3 WMMO-F <
4 WHTQ-F	4 WWKA-F	4 WWKA-F	4 WJHM-F	4 WOMX-AF	4 WXXL-F	4 WJHM-F <	4 WMMO-F	4 WJHM-F	4 WJHM-F <
5 WWKA-F	5 WOMX-AF	5 WOCL-F	5 WOMX-AF	5 WMMO-F <	5 WWKA-F	5 WMMO-F	5 WOMX-AF	5 WMMO-F	5 WOIZ-F
6 WVRI-F	6 WMMO-F	6 WMGF-F	6 WMMO-F <	6 WOCL-F	6 WOCL-F	6 WOMX-AF	6 WVRI-F	6 WDBO	6 WHTQ-F
7 WOIZ-F	7 WHTQ-F	7 WXXL-F	7 WXXL-F	7 WJHM-F	7 WOMX-AF	7	7 WJHM-F	7	7
8 WZTU-F	8 WOIZ-F	8	8	8	8	8	8 WLOQ-F	8	8

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WGTO	540	Pine Hills/Orln	0.4/1.7/ 14/ 306
WDNQ	1140	Orlando	0.3/1.4/ 14/ 175
WTLN-F	95.3	Apopka/Orlando	1.5/4.9/ 30/ 529
WTRR	1400	Sanford/Orlndo	0.8/1.6/ 23/ 234
WEZY-F	94.1	Lakeland	1.3/2.6/ 93/ 829
WFLZ-F	93.3	Tampa	0.4/1.4/ 36/ 852
WGNE-F	98.1	Titusville	0.8/2.9/ 75/1018
WPCV-F	97.5	Winter Haven/Lk	1.1/5.6/152/2160

RADIO STATIONS

WDBO	580,	5 KW (DA-N)	Full Service	ABC, \$ 50.00	(Katz)	NewCity
WNNZ	740,	50 KW (DA-2)	News/Talk	CBS MBS, \$ 36.00	(Christal)	Paxson
WOIZ-F,	100.3,	100 KW @ 1187	AOR	ABC, \$ 91.00	(MMR)	Shamrock-Lynett
WHTQ-F,	96.5,	100 KW @ 1597	AOR	SOURCE, \$ 69.00	(Schubert)	TK
WJHM-F,	101.9,	28 KW @ 1584	Black	\$ 84.00	(HNWH)	Beasley (DYTNA BCH)
WLOQ-F,	103.1,	2.7 KW @ 351	Jazz	\$ 47.00	(Banner)	
WMGF-F,	107.7,	100 KW @ 1584	Soft AC	NBC, \$ 55.00	(MMR)	Metroplex
WMMO-F,	98.9,	38 KW @ 492	AC/AOR	\$ 78.00	(Eastman)	Granum
WOCL-F,	105.9,	100 KW @ 1581	Oldies	APR, \$109.00	(Christal)	American (DELAND)
WOMX-F,	105.1,	100 KW @ 1309	AC/CHR	\$ 64.00	(Mc-Guild)	Nationwide
WSTF-F,	101.1,	100 KW @ 1597	AC	\$ 100.00	(Banner)	Capitol-Goodman (COCOA BEACH)
WTLN-F,	95.3,	3 KW @ 298	Religion	\$ 17.00	(Keystone)	(APOPKA)
WWKA-F,	92.3,	100 KW @ 1338	Country	\$ 137.00	(Katz)	NewCity
WXXL-F,	106.7,	100 KW @ 387	CHR	\$ 47.00	(Durpetti)	Taylor (LEESBURG)
WZTU-F,	104.1,	100 KW @ 1597	AC	\$ 43.00	(Christal)	(COCOA BEACH)

WWLV-F - See Daytona Beach

PHILADELPHIA

Arbitron Rank/Pop (12+): 5/4,085,500
 MSA Rank/Pop: 4/4,940,000
 ADI # 4
 Average Person Ratings: 18.9
 Market TSL: 24.75 hours

Stations: 32/25
 Diaries: 2815/1451:1/52.6%
 Sample Target: 2720
 % Below Line: 3.7
 % Not Listed: 10.4

1991 Revenue: \$132,100,000
 HH Inc.: \$37,692
 Retail \$: 38.0 Bill
 Pop per Station: 163,420
 #1 Biller: KYW \$16,500,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. KYW (N)	652/ 8.4	7.6	7.5	8.7	8.8	8.1	700/14935	13277/32.5	29.8	34.0			KYW
2. WUSL-F (B)	553/ 7.1	6.8	6.8	7.2	6.1	7.0	653/6914	5767/14.1	14.1	12.4			WUSL-F
3. WMMR-F (AOR)	481/ 6.2	7.2	6.4	5.7	5.4	6.4	667/11231	7563/18.5	17.4	16.0			WMMR-F
4. WEAZ-F (SAC/EZ)	463/ 6.0	5.1	5.2	5.6	5.5	5.5	556/7636	6079/14.9	13.1	15.8			WEAZ-F
5. WYSP-F (CL AOR)	455/ 5.9	6.2	5.9	6.1	5.7	6.0	629/11786	7868/19.3	18.5	17.1			WYSP-F
6. WPEN (BB/FS)	425/ 5.5	4.3	6.3	5.6	6.9	5.4	454/5072	4506/11.0	8.3	10.7			WPEN
7. WEGX-F (CHR)	380/ 4.9	4.9	3.7	3.9	4.2	4.3	453/9446	7244/17.7	17.9	16.3			WEGX-F
8. WWDB-F (T)	375/ 4.8	4.7	5.0	4.8	4.1	4.8	441/5651	4699/11.5	10.2	10.0			WWDB-F
9. WXTU-F (C)	333/ 4.3	4.9	4.7	4.0	5.4	4.5	481/6389	4323/10.6	11.1	12.6			WXTU-F
10. WYXR-F (AC)	327/ 4.2	3.8	4.3	4.2	3.6	4.1	421/8058	5981/14.6	13.6	12.5			WYXR-F
11. WOGL-F (O)	297/ 3.8	4.6	5.0	4.4	3.9	4.4	409/7772	5837/14.3	14.4	12.4			WOGL-F
12. WMGK-F (AC)	282/ 3.6	4.2	3.9	4.6	4.2	4.1	330/6404	4969/12.2	12.5	12.8			WMGK-F
13. WIOQ-F (CHR)	268/ 3.5	4.4	4.1	4.9	5.2	4.2	349/7892	6016/14.7	13.8	15.9			WIOQ-F
14. WIP (SPRPTS)	264/ 3.4	4.0	2.7	2.0	2.4	3.0	311/5250	4236/10.4	12.4	8.8			WIP
15. WDAS-F (B)	262/ 3.4	3.1	3.8	3.6	3.7	3.5	299/4158	3715/ 9.1	8.5	8.6			WDAS-F
16. WFLN-F (CL)	225/ 2.9	2.9	2.9	3.2	2.6	3.0	325/4476	3133/ 7.7	7.2	7.2			WFLN-F
17. WKSZ-F (SAC)	188/ 2.4	2.1	2.6	3.4	3.0	2.6	223/4221	3355/ 8.2	7.2	10.1			WKSZ-F
18. WHAT (B/T)	84/ 1.1	1.5	0.6	0.8	1.4	1.0	84/1164	1164/ 2.8	2.4	3.0			WHAT
19. WDAS (G)	80/ 1.0	1.1	1.0	0.9	1.1	1.0	80/1278	1278/ 3.1	2.8	3.0			WDAS
20. WPST-F (CHR)	79/ 1.0	0.8	0.4	0.7	0.7	0.7	135/2854	1810/ 4.4	3.6	3.4			WPST-F
21. WEAZ (EZ)	75/ 1.0	0.6	0.2	0.4	0.4	0.6	96/1503	1171/ 2.9	2.2	1.6			WEAZ
22.													
23.													
24.													
25.													

12+ FM SHARE (METRO): 74.01% (5133 of 6936) (WIN 91: 77.17%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WUSL-F<	1 WMMR-F	1 WMMR-F	1 WYSP-F	1 WYSP-F<	1 KYW >	1 KYW >	1 WEAZ-F	1 WUSL-F	1 WUSL-F>>	1 KYW >
2 WEGX-F>>	2 WUSL-F	2 WYSP-F	2 WMMR-F	2 WMMR-F	2 WPEN	2 WYSP-F>	2 WMMR-F	2 KYW <	2 WEGX-F	2 WWDB-F>>
3 WIOQ-F>	3 WYSP-F>	3 WUSL-F>	3 WUSL-F<	3 WEAZ-F<	3 WEAZ-F	3 WMMR-F	3 WPEN	3 WMMR-F<	3 WYXR-F<	3 WUSL-F
4 WYXR-F	4 WEGX-F	4 WYXR-F	4 WEAZ-F	4 WUSL-F	4 WWDB-F	4 WUSL-F<	4 WUSL-F	4 WEAZ-F<	4 WDAS-F	4 WIP
5	5 WYXR-F<	5 WEGX-F	5 WOGL-F<	5 KYW	5 WXTU-F	5 WEGX-F	KYW	5 WWDB-F	5 WIOQ-F	5
6	6 WIOQ-F	6 WEAZ-F	6 WYXR-F	6 WOGL-F	6 WOGL-F	6 WPEN	6 WYSP-F<	6 WXTU-F<	KYW <	6
7	7 WDAS-F	7 WMGK-F	KYW	7 WYXR-F	7 WFLN-F	7 WEAZ-F	7 WMGK-F	7 WPEN	7 WWDB-F<	7
8	8	8 WDAS-F	8 WMGK-F<	8	8 WIP	8 WWOB-F	8 WWDB-F	8	8 WMMR-F	8
			9 WDAS-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 WUSL-F	1 WUSL-F	1 WMMR-F	1 WUSL-F	1 WEAZ-F	1 WMMR-F	1 WMMR-F<	1 WYSP-F	1 WYSP-F	1 WYSP-F>
2 WEGX-F	2 WMMR-F	2 WUSL-F	2 WYXR-F	2 WUSL-F	2 WUSL-F	2 WYSP-F>	2 WMMR-F>	2 WMMR-F>	2 WMMR-F
3 WMMR-F	3 WEGX-F	3 WYXR-F	3 WMMR-F	3 WYXR-F	3 WYSP-F>	3 WUSL-F>	3 WUSL-F	3 WUSL-F	3 WIP
4 WYXR-F	4 WYXR-F>	4 WEGX-F>	4 WEAZ-F	4 WMMR-F	4 WIOQ-F>	4 WIOQ-F<	4 WDAS-F	4 WIP	4 KYW
5 WIOQ-F	5 WYSP-F	5 WYSP-F<	5 WEGX-F<	5 WMGK-F	5 WEGX-F>	5 WDAS-F	5 WIP	5 WDAS-F	5 WOGL-F
6 WYSP-F	6 WIOQ-F	6 WMGK-F	6 WMGK-F	KYW <	6 WDAS-F	6 WEGX-F<	6 WEAZ-F	6 KYW	6 WUSL-F
7 WMGK-F	7 WMGK-F	7 WDAS-F	7 WOGL-F<	7 WOGL-F	7 WIP	7 WIP	7	7	WEAZ-F<
8 WDAS-F	8 WDAS-F	8 WOGL-F	8 WDAS-F<	8	8	8	8	8	8 WDAS-F
			9 WYSP-F						

PHILADELPHIA

OTHER RATED STATIONS METRO CUME TSA TSA
SHARE/RTG/AQH/CUME

WCOJ	1420	Coatesville	0.3/1.3/	26/	532
WNAP	1110	Norristown	0.8/1.1/	61/	430
WUGL	1210	Philadelphia	0.5/2.5/	53/	1472
WPGR	1540	Philadelphia	0.4/0.9/	28/	351
WZZD	990	Philadelphia	0.3/1.1/	33/	563
WFAN	660	New York	0.3/1.5/	63/	1475
WFHJ-F	100.7	Allentown	0.5/1.9/	243/	2474
WJBR-F	99.5	Wilmington	0.7/2.3/	155/	2126
WKXW-F	101.5	Trenton	0.6/2.5/	126/	2356
WOR	710	New York	0.3/1.2/	72/	1305
WRDR-F	104.9	Egg Harbor	0.3/1.0/	101/	1079

RADIO STATIONS

AM STATIONS

KYW , 1060, 50 KW (DA-1)	, NEWS	NBC APR, \$ 290.00 (Group W)	Westinghouse
WDAS, 1480, 5 KW/1 KW (DA-2)	, GOSPEL	NBN, \$ 41.00 (McGuild)	Unity
WEAZ, 560, 5 KW (DA-2)	, EZ	UNISUP, \$ NA (McGuild)	
WHAT, 1340, 1 KW	, BLACK TALK	, \$ 43.00 (---)	
WIP , 610, 5 KW (DA-1)	, SPORTS	MBS, \$ 80.00 (Katz)	
WUGL, 1210, 50 KW	, SEE WUGL-FH		
WPEN, 950, 5 KW (DA-N)	, NOSTALGIA/FS	UNIULT, \$ 130.00 (HMR)	Greater Media
WPGR, 1540, 50 KW (DAYS,DA)	, OLDIES	, \$ NA (Durpetti)	Pyramid
WTEL, 860, 10 KW/500 W (DA-2)	, HISPANIC	, \$ 28.00 (Katz Hisp.)	Beasley
WZZD, 990, 50 KW/10 KW (DA-2)	, RELIGION	, \$ 30.00 (---)	Communicon

FM STATIONS

WDAS, 105.3, 3.3 KW @ 869, BLACK		, \$ 78.00 (McGuild)	Unity
WEAZ, 101.1, 14 KW @ 941, SOFT AC/EZ		UNISUP, \$ 180.00 (McGuild)	
WEGX, 106.1, 23 KW @ 741, CHR		ABC, \$ 100.00 (Eastman)	Malrite
WFLN, 95.7, 50 KW @ 499, CLASSICAL		, \$ 104.00 (CMBS)	Harlin
WIOQ, 102.1, 27 KW @ 649, CHR/DANCE		, \$ 130.00 (Christal)	EZ
WKSZ, 100.3, 35 KW @ 600, SOFT AC		, \$ 144.00 (HNWH)	
WMGK, 102.9, 8.5 KW @ 1181, AC		, \$ 170.00 (HMR)	Greater Media
WHMR, 93.3, 29 KW @ 669, AOR	SOURCE UNIPWR, \$ 283.00 (Group W)		Westinghouse
WUGL, 98.1, 13 KW @ 1000, OLOIES	CBS, \$ 180.00 (CBS)		CBS
WUSL, 98.9, 18 KW @ 830, BLACK	ABC, \$ 195.00 (Katz)		Tak
WVDB, 96.5, 17 KW @ 866, TALK	ABC, \$ 105.00 (Banner)		Panache
WXTU, 92.5, 16 KW @ 899, COUNTRY	MBS UNIULT, \$ 140.00 (Banner)		Beasley
WYSP, 94.1, 16 KW @ 899, CLASSIC AOR	ABC, \$ 255.00 (Torbet)		Infinity
WYXR, 104.5, 16 KW @ 872, AC	, \$ 110.00 (Durpetti)		Pyramid

WAAF -- SEE WORCESTER

PHOENIX

Arbitron Rank/Pop (12+): 22/1,811,600
 MSA Rank/Pop: 19/2,180,000
 ADI # 20
 Average Person Ratings: 16.4
 Market TSL: 21.50 hours

Stations: 30/29
 Diaries: 1933/937:1/56.2%
 Sample Target: 1780
 % Below Line: 0.4
 % Not Listed: 10.9

1991 Revenue: \$70,500,000
 HH Inc.: \$32,545
 Retail \$: 17.5 Bill
 Pop per Station: 62,468
 #1 Biller: KNIX-AF \$10,900,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. KNIX-F (C)	324/10.9	11.7	9.1	10.4	10.5	10.5	376/5102	4186/23.1	24.3	21.2			KNIX-F
2. KTAR (N/T)	236/ 8.0	9.6	8.6	6.7	10.6	8.2	252/3929	3707/20.5	24.2	24.7			KTAR
3. KMLE-F (C)	209/ 7.1	7.3	6.4	6.6	5.6	6.8	230/3309	2818/15.6	15.9	12.2			KMLE-F
4. KUPD-F (AOR)	161/ 5.4	6.5	7.1	7.4	5.3	6.6	177/3117	2742/15.1	16.0	14.1			KUPD-F
5. KSLX-F (CL AOR)	144/ 4.9	4.2	3.6	4.9	3.8	4.4	176/2829	2513/13.9	13.0	11.3			KSLX-F
6. KKLT-F (SAC)	141/ 4.8	5.5	4.6	5.6	5.7	5.1	149/2459	2181/12.0	13.4	12.1			KKLT-F
7. KOY (BB)	117/ 3.9	3.1	2.8	4.3	3.5	3.5	142/1916	1611/ 8.9	8.5	8.9			KOY
8. KVRV-F (AC)	108/ 3.6	3.1	3.9	3.4	3.3	3.5	115/2144	2031/11.2	13.4	11.9			KVRV-F
9. KKFR-F (CHR)	106/ 3.6	3.1	4.4	4.6	4.9	3.9	127/2320	2065/11.4	12.9	12.2			KKFR-F
KESZ-F (AC)	106/ 3.6	2.9	3.7	3.3	3.3	3.4	107/1930	1865/10.3	9.0	9.3			KESZ-F
11. KDKB-F (AOR)	104/ 3.5	3.5	4.2	3.0	3.4	3.5	117/2286	2143/11.8	11.7	10.5			KDKB-F
12. KOOL-F (O)	101/ 3.4	2.8	4.5	3.0	3.7	3.4	118/2237	2150/11.9	10.0	10.1			KOOL-F
13. KOY -F (CHR)	97/ 3.3	4.3	4.7	4.8	4.2	4.3	105/2660	2429/13.4	16.9	14.9			KOY -F
14. KFYI (T/N)	94/ 3.2	4.3	4.0	4.5	4.5	4.0	103/1501	1444/ 8.0	10.3	9.9			KFYI
15. KMXX-F (AC)	82/ 2.8	2.7	3.1	3.3	2.8	3.0	84/1588	1447/ 8.0	8.5	7.6			KMXX-F
16. KONC-F (CL)	65/ 2.2	2.3	2.1	2.4	1.4	2.3	65/911	904/ 5.0	5.5	4.0			KONC-F
17. KZRFX-F (?)	59/ 2.0	1.6	1.9	2.1	1.4	1.9	67/1263	1120/ 6.2	4.0	4.6			KZRFX-F
KUKQ (AOR)	59/ 2.0	1.4	1.4	1.5	1.3	1.6	59/849	849/ 4.7	4.1	3.0			KUKQ
19. KPHX (SP)	47/ 1.6	1.2	1.5	0.4	0.8	1.2	47/436	429/ 2.4	1.9	1.7			KPHX
20. KMEO (EZ)	41/ 1.4	1.6	1.6	0.9	0.8	1.4	41/878	871/ 4.8	4.9	2.5			KMEO
21. KPSN-F (AC)	36/ 1.2	2.3	2.3	4.0	3.8	2.5	38/1077	1013/ 5.6	8.0	10.9			KPSN-F
22.													
23.													
24.													
25.													

12+ FM SHARE (METRO): 70.25% (1856 of 2642) (WIN 91: 71.59%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKFR-F>	1 KUPD-F	1 KNIX-F	1 KNIX-F>	1 KNIX-F>	1 KNIX-F	1 KNIX-F	1 KNIX-F>	1 KNIX-F>	1 KTAR >	1 KTAR
2 KOY -F>	2 KMLE-F	2 KMLE-F	2 KMLE-F	2 KMLE-F	2 KTAR >	2 KTAR >	2 KMLE-F<	2 KTAR	2 KKFR-F	2 KNIX-F>>
3 KMLE-F	3 KSLX-F	3 KUPD-F<	3 KSLX-F	3 KSLX-F	3 KOY	3 KMLE-F>	3 KTAR	KMLE-F	3 KUPD-F	3 KMLE-F
4 KUPD-F	4 KNIX-F>	4 KSLX-F>	4 KDKB-F<	4 KKLT-F	4 KUPD-F	4 KKLT-F	4 KSLX-F	4 KNIX-F<	4 KFYI	4 KFYI
5 KUKQ	5 KDKB-F	5 KDKB-F	5 KOOL-F<	5 KOOL-F	5	5 KSLX-F	5 KSLX-F	5 KUPD-F<	5 KMLE-F	5 KUPD-F>
6	6 KVRV-F	6	6 KKLT-F<	6 KDKB-F<	6	6 KKLT-F	6 KUPD-F	6 KKLT-F	6 KSLX-F	6 KOOL-F
7	7	7	7 KESZ-F	7 KTAR <	7	7 KESZ-F<	7	7	7 KZRFX-F	7
8	8	8	8	8 KESZ-F	8	8 KOY -F	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 KVRV-F	1 KNIX-F	1 KNIX-F	1 KNIX-F>	1 KNIX-F>	1 KUPD-F>	1 KUPD-F	1 KSLX-F>	1 KSLX-F	1 KSLX-F<
KUPD-F<	2 KMLE-F	2 KMLE-F	2 KMLE-F	2 KKLT-F	2 KMLE-F	2 KSLX-F	2 KUPD-F	2 KUPD-F	2 KNIX-F
3 KMLE-F	3 KUPD-F<	3 KESZ-F	3 KKLT-F<	3 KMLE-F<	3 KZRFX-F	3 KMLE-F>	KMLE-F	KMLE-F	3 KMLE-F
4 KNIX-F	4 KVRV-F	4 KDKB-F<	4 KVRV-F	4 KESZ-F	KSLX-F>	4 KNIX-F	4 KDKB-F	4 KNIX-F>	4 KOOL-F<
KKFR-F>	5 KDKB-F	5 KSLX-F	5 KESZ-F	5	5 KOY -F	KDKB-F	5 KOOL-F	5 KTAR <	5 KTAR
6 KZRFX-F	6 KESZ-F<	6 KUPD-F<	6 KUPD-F	6	6 KUKQ	6 KOOL-F	6 KNIX-F	6 KOOL-F	6 KDKB-F
7 KOY -F	7 KKFR-F	7 KVRV-F	7 KDKB-F	7	KNIX-F	7	7	7 KDKB-F	7 KUPD-F

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA AQH	TSA CUME
KCWW 1580 Tempe/Phoenix	1.0/2.2/	33/	411	
KFNN 1510 Mesa/Phoenix	0.5/0.6/	15/	117	
KISP 1230 Phoenix	0.7/1.4/	21/	254	
KNNS 1360 Glendale/Phnx	1.0/2.3/	29/	408	
KOOL 960 Phoenix	1.1/3.8/	33/	733	
KSUN 1400 Phoenix	0.6/1.5/	19/	279	
KVVA 860 Phoenix	0.8/1.3/	23/	250	
KXAM 1310 Mesa/Phoenix	0.7/2.3/	26/	431	
KAHM-F 102.1 Prescott	0.4/0.9/	30/	556	

PHOENIX

AM STATIONS

KFYI	,	910,	5 KW (DA-N)	,	Talk/News		CBS, \$ 50.00	(Durpetti)	Broadcast Group
KLFF	,	1360,	5 KW/1 KW (DA-N)	,	Nostalgia		NBC, \$ 31.00	(---)	
KMEO	,	740,	1 KW/292 W	,	EZ		\$ NA	(Schubert)	Bonneville
KOOL	,	960,	5 KW (DA-N)	,	SEE KOOL-FM				
KOY	,	550,	5 KW/1 KW	,	Nostalgia	UNISUP UNIULT, \$ 40.00		(Christal)	Edens
KPHX	,	1480,	1 KW/500W (DA-2),		Hispanic		\$ 27.00	(Caballero)	
KSUN	,	1400,	1 KW	,	Hispanic		\$ 26.00	(Cabellero)	
KTAR	,	620,	5 KW (DA-N)	,	News/Talk	CBS ABC, \$171.00		(CBS)	Pulitzer
KUKQ	,	1060,	5 KW/1 KW (DA-2),		AOR		\$ 25.00	(Banner)	
KVVA	,	860,	1 KW (DA-N)	,	Hispanic		\$ 25.00	(Lotus)	
KXAM	,	1310,	5 KW/500W (DA-2),		Nostalgia		\$ 20.00	(---)	
KXEG	,	1010,	1 KW/250 W	,	Religion		\$ 13.00	(---)	Mid-America Gospel

FM STATIONS

KDKB	,	93.3,	100 KW @ 1538	,	AOR		\$ 73.00	(Torbet)	Sandusky
KESZ	,	99.9,	100 KW @ 1670	,	AC		\$ 79.00	(Banner)	
KGRX	,	100.3,	90 KW @ 2047	,	AOR	ABC UNIPWR, \$ 36.00		(Roslin)	(GLOBE)
KKFR	,	92.3,	100 KW @ 1647	,	CHR		\$ 58.00	(Durpetti)	Broadcast Group
KKLT	,	98.7,	115 KW @ 1679	,	Soft AC		\$ 90.00	(CBS)	Pulitzer
KMLE	,	107.9,	100 KW @ 1000	,	Country		\$ 95.00	(Eastman)	Shamrock
KMXX	,	101.5,	100 KW @ 1738	,	AC	APR, \$ 60.00		(MMR)	EZ
KNIX	,	102.5,	98 KW @ 1620	,	Country		\$218.00	(Katz)	Buck Owens
KONC	,	106.3,	3 KW @ 325	,	Classical	NBC, \$ 40.00		(CMBS)	(SUN CITY)
KOOL	,	94.5,	100 KW @ 1653	,	Oldies	SMN, \$ 96.00		(HNWH)	Adams
KOY	,	95.5,	96 KW @ 1571	,	CHR		\$ 61.00	(Christal)	Edens
KPSN	,	96.9,	100 KW @ 1558	,	AC		\$ 60.00	(Schubert)	Bonneville
KSLX	,	100.7,	100 KW @ 1840	,	Classic AOR		\$ 81.00	(Eastman)	Great American
KUPD	,	97.9,	100 KW @ 1620	,	AOR		\$111.00	(Banner)	
KVRY	,	104.7,	100 KW @ 1548	,	AC		\$ 62.00	(Mc-Guild)	Nationwide

PITTSBURGH

Arbitron Rank/Pop (12+): 20/1,889,000
 MSA Rank/Pop: 22/2,100,000
 ADI # 17
 Average Person Ratings: 18.3
 Market TSL: 23.75 hours

Stations: 33/32
 Diaries: 2057/918:1/62.6%
 Sample Target: 1940
 % Below Line: 0.3
 % Not Listed: 9.2

1991 Revenue: \$52,000,000
 HH Inc.: \$30,643
 Retail \$: 14.5 Bil
 Pop per Station: 59,031
 #1 Biller: KDKA \$8,200,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. KDKA (FS)	413/12.0	11.3	13.1	14.2	13.3	12.6	534/7545	5895/31.2	28.2	31.0			KDKA
2. WDVE-F (ADR)	335/ 9.7	11.7	11.3	10.2	8.6	10.7	459/5599	3902/20.7	20.3	18.1			WDVE-F
3. WWSW-AF (D)	305/ 8.8	8.9	8.3	8.0	8.3	8.5	373/6012	4661/24.7	22.5	19.6			WWSW-AF
4. WSHH-F (SAC)	211/ 6.1	6.2	6.8	4.2	6.5	5.8	232/3624	3096/16.4	15.4	15.2			WSHH-F
5. WDSY-F (C)	207/ 6.0	6.6	4.8	4.4	4.2	5.4	272/3713	2643/14.0	12.8	9.4			WDSY-F
6. WAMO-F (B)	199/ 5.8	5.0	5.0	4.5	5.1	5.1	218/2677	2318/12.3	9.7	10.3			WAMO-F
7. WTAE (T/N)	194/ 5.6	5.6	6.0	4.3	4.9	5.4	198/2703	2636/14.0	14.6	12.2			WTAE
8. WBZZ-F (CHR)	182/ 5.3	4.8	5.9	7.2	7.9	5.8	233/4726	3579/18.9	19.0	23.5			WBZZ-F
9. WLTJ-F (SAC)	181/ 5.2	2.4	4.1	5.2	4.5	4.3	208/3072	2490/13.2	9.3	11.1			WLTJ-F
10. WJAS (BB)	145/ 4.2	4.3	3.0	3.6	3.7	3.8	145/1642	1642/ 8.7	9.0	8.5			WJAS
11. WMXP-F (CHR)	143/ 4.1	3.7	3.1	4.5	3.8	3.8	172/3340	2796/14.8	12.9	11.9			WMXP-F
12. WVTY-F (AC)	141/ 4.1	3.6	3.5	4.0	4.1	3.8	150/2943	2714/14.4	12.6	12.0			WVTY-F
13. WRRK-F (AC/AOR)	101/ 2.9	2.4	3.0	3.5	2.7	3.0	124/2524	1999/10.6	10.7	10.2			WRRK-F
14. KQV (N)	69/ 2.0	2.0	2.0	1.5	2.3	1.9	71/1351	1340/ 7.1	7.0	6.9			KQV
15.													

12+ FM SHARE (METRO): 68.67% (2155 of 3138) (WIN 91: 80.07%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMO	12+ EVE	OVERNIGHT
1 WBZZ-F	1 WDVE-F >>	1 WDVE-F >	1 WDVE-F <	1 WWSW-AF	1 KDKA >	1 KDKA >	1 WDVE-F	1 WDVE-F	1 KDKA >	1 KDKA >>
2 WMXP-F	2 WAMO-F	2 WWSW-AF >	2 WWSW-AF >	2 WDVE-F >	2 WWSW-AF	2 WDVE-F >	2 KDKA	2 KDKA <	2 WWSW-AF	2 WWSW-F >
3 WAMO-F >	3 WBZZ-F	3 WAMO-F	3 WLTJ-F	3 WLTJ-F	3 WTAE	3 WWSW-AF	3 WWSW-AF	3 WWSW-AF >	3 WAMO-F <	3 WMBS
4 WDVE-F	4 WWSW-AF <	4 WLTJ-F	4 KDKA	KDKA	4 WSHH-F	4 WBZZ-F	4 WLTJ-F	4 WAMO-F <	4 WDVE-F	4 WSHH-F
5	5 WMXP-F <	5 WBZZ-F	5 WAMO-F	5 WDSY-F	5 WJAS	5 WSHH-F	5 WTAE <	5 WDSY-F	5 WMXP-F	5 WTAE
6	6 WRRK-F	6 WVTY-F <	6 WDSY-F <	6 WAMO-F	6 WLTJ-F <	6 WTAE	6 WSHH-F <	6 WTAE <	6 WBZZ-F <	6 WDSY-F
7	7 WDSY-F <	7 WDSY-F <	7 WVTY-F	7 WSHH-F <	7 WDSY-F	7 WDSY-F <	7 WDSY-F	7 WSHH-F <	7 WSHH-F	7 WDVE-F
8	8 WVTY-F	8 KDKA	8 WBZZ-F	8 WVTY-F	8	8 WLTJ-F	8 WJAS	8 WLTJ-F	8 WDSY-F <	8
9	9	9 WMXP-F	9 WSHH-F	9 WBZZ-F	9	9	9	9 WBZZ-F	9 WTAE	9

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 WWSW-AF	1 WWSW-AF	1 WDVE-F >>	1 WDVE-F >>	1 WDVE-F >>	1 WDVE-F >>	1 WDVE-F
2 WMXP-F	2 WDVE-F	2 WVTY-F	2 WLTJ-F	2 WLTJ-F	2 WAMO-F	2 WAMO-F	2 WWSW-AF	2 WWSW-AF	2 WWSW-AF >
WDVE-F	3 WMXP-F <	WDVE-F	3 WBZZ-F	3 KDKA	3 WRRK-F >>	3 WRRK-F	3 WAMO-F	3 WAMO-F	3 KDKA
4 WAMO-F	4 WAMO-F <	4 WWSW-AF	4 WVTY-F	4 WVTY-F	4 WMXP-F	4 WWSW-AF	4 WDSY-F	4 KDKA	4 WDSY-F
5 WVTY-F >	5 WVTY-F >	5 WAMO-F	5 WDVE-F	5 WSHH-F	WBZZ-F	5 WDSY-F	5 WRRK-F	5 WDSY-F	5 WAMO-F
6 WSHH-F	6 WWSW-AF <	6 WMXP-F	6 WAMO-F	WBZZ-F	6	6	6	6 WRRK-F	6 WTAE <
WRRK-F	7 WDSY-F	7 WDSY-F	7 WMXP-F	7 WAMO-F	7	7	7	7	7 WLTJ-F
WDSY-F	8	8 WLTJ-F	8 WSHH-F	8	8	8	8	8	8

OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
WBVP 1230	Beaver Falls	0.5/1.3/	20/ 281
WCVI 1340	Connellsville	0.3/1.0/	11/ 189
WCXJ 1550	Braddock/Pitts	0.4/0.8/	13/ 142
WEPP 1080	Pittsburgh	0.3/0.8/	12/ 194
WELA-F 104.3	E Liverpool	0.5/1.4/	57/ 752
WESA-F 98.3	Charleroi	0.3/1.5/	10/ 284
WIXZ 1360	McKeesport	0.3/1.8/	10/ 369
WMBA 1460	Ambridge	0.4/0.8/	13/ 146
WMBS 590	Uniontown	1.2/2.2/	43/ 532
WORD-F 104.7	Pittsburgh	0.5/2.5/	20/ 596
WPIT 730	Pittsburgh	0.3/1.3/	12/ 277
WPIT-F 101.5	Pittsburgh	0.8/3.7/	39/ 881
WPQR-F 99.3	Uniontown	0.3/0.7/	11/ 124
WSSZ-F 107.1	Greensburg	0.5/1.5/	18/ 314
WWSK-F 106.7	Beaver Falls	1.1/3.7/	53/ 969
WYJZ 860	Pittsburgh	0.4/0.9/	13/ 162
WYTK-F 95.3	Washington	0.6/1.6/	23/ 320
WVAQ-F 101.9	Morgantown	0.3/0.9/	56/ 957

PITTSBURGH

RADIO STATIONS

AM STATIONS

KDKA, 1020, 50 KW	, Full Service	NBC, \$151.00	(Group W)	Westinghouse
KQV, 1410, 5 KW (DA-2)	, News	CBS NBC-T, \$ 38.00	(Schubert)	
WEPP, 1080, 50 KW (DAYS, DA)	, Oldies	, \$ NA	(Durpetti)	Entercom
WJAS, 1320, 5 KW (DA-N)	, Nostalgia	UNISUP CNN, \$ 35.00	(Eastman)	
WMBS, 590, 1 KW (DA-N)	, MOR/Full Service	CBS, \$ 17.00	(Durpetti)	(UNIONTOWN)
WPIT, 730, 5 KW/24 W	, Religion	, \$ NA	(---)	Pyramid
WTAE, 1250, 5 KW (DA-N)	, Talk/News	ABC MBS, \$ 64.00	(Katz)	Hearst
WWSW, 970, 5 KW (DA-2)	, See WWSW-FM			

FM STATIONS

WAMO, 105.9, 72 KW @ 430	, Black	SBN, \$ 50.00	(HNWH)	Sheridan
WBZZ, 93.7, 41 KW @ 551	, CHR	, \$115.00	(Banner)	EZ
WDSY, 107.9, 50 KW @ 500	, Country	UNIPWR, \$ 54.00	(Durpetti)	Entercom
WDVE, 102.5, 55 KW @ 820	, AOR	SOURCE, \$141.00	(Christal)	Broadcast Alchemy
WLTJ, 92.9, 47 KW @ 889	, Soft AC	, \$ 60.00	(Torbet)	Frischling
WMXP, 100.7, 17 KW @ 850	, CHR	ABC, \$ 43.00	(Durpetti)	Signature
WORD, 104.7, 50 KW @ 500	, Religion	, \$ NA	(---)	
WPIT, 101.5, 48 KW @ 505	, Religion	, \$ NA	(---)	Pyramid
WRRK, 96.9, 45 KW @ 531	, AC/AOR	ABC, \$ 45.00	(MMR)	Benns (BRADDOCK)
WSHH, 99.7, 11 KW @ 928	, Soft AC	UPI UNISUP, \$ 60.00	(Eastman)	Renda
WVTY, 96.1, 50 KW @ 500	, AC	, \$ 57.00	(Katz)	Hearst
WWSW, 94.5, 50 KW @ 810	, Oldies	ABC, \$140.00	(Mc-Guild)	Shamrock

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

* AC - Adult Contemporary	J/NAC- Jazz and New Adult Contemporary	*
* AOR - Album Oriented Rock	M/FS - Middle of Road, (MOR) Full Service	*
* B - Black (audience predominately black - over 75%)	N - News	*
* BB - Big Band, Nostalgia	O - Oldies (1955 to current)	*
* C - Country	R - Religion, Christian	*
* CHR - Contemporary Hit Radio, Top 40, Contemporary	SAC - Soft Adult Contemporary	*
* CL - Classical	SP - Hispanic/Spanish	*
* CL AOR - Classic AOR, Classic Rock	T - Talk	*
* E - Ethnic	U - Urban (majority of audience is non-	*
* EZ - EZ Listening, Beautiful Music, Some Very soft AC	white)	*
* G - Gospel	? - Others or Unknown	*
*		*

PORTLAND, OR

Arbitron Rank/Pop (12+): 25/1,432,900
 MSA Rank/Pop: 42/1,430,000
 ADI # 27
 Average Person Ratings: 15.6
 Market TSL: 21.00 hours

Stations: 24/24
 Diaries: 1665/861:1/59.0%
 Sample Target: 1580
 % Below Line: 0.0
 % Not Listed: 11.9

1991 Revenue: \$48,300,000
 HH Inc.: \$32,021
 Retail \$: 12.8 B11
 Pop per Station: 59,704
 #1 Biller: KKCW-F \$7,000,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. KUPL-F (C)	205/ 9.2	7.9	9.2	8.7	8.7	8.8	234/2873	2470/17.2	17.4	15.7			KUPL-F
2. KEX (FS)	202/ 9.0	7.8	6.0	10.1	10.1	8.2	212/3576	3290/23.0	19.8	23.8			KEX
3. KKRZ-F (CHR)	172/ 7.7	8.0	8.9	9.2	7.3	8.4	188/3054	2804/19.6	20.1	20.8			KKRZ-F
4. KINK-AF (AOR)	170/ 7.6	8.5	7.8	11.0	9.9	8.7	172/2456	2340/16.3	15.3	23.6			KINK-AF
5. KXL (N/T)	145/ 6.5	7.3	5.2	4.3	4.9	5.8	151/2170	2035/14.2	16.2	11.9			KXL
6. KGON-F (AOR)	133/ 5.9	4.0	3.4	4.2	3.1	4.4	146/2007	1767/12.3	10.2	12.3			KGON-F
7. KKCW-F (AC)	131/ 5.8	6.4	5.5	7.1	7.1	6.2	143/2264	2058/14.4	16.6	16.4			KKCW-F
8. KWJJ-F (C)	115/ 5.1	4.1	4.1	2.9	2.9	4.1	136/1890	1601/11.2	10.1	8.3			KWJJ-F
9. KKSJ-F (O)	114/ 5.1	6.4	6.8	4.9	6.4	5.8	129/2530	2237/15.6	17.0	14.6			KKSJ-F
10. KUFO-F (AOR)	101/ 4.5	5.7	7.4	7.0	4.7	6.2	109/2039	1770/12.4	13.9	13.5			KUFO-F
11. KKSJ (BB)	85/ 3.8	3.9	3.5	3.2	2.1	3.6	89/1202	1111/ 7.8	8.4	5.5			KKSJ
12. KXYQ-F (CHR)	80/ 3.6	3.2	3.5	2.9	3.5	3.3	98/1947	1455/10.2	10.6	12.6			KXYQ-F
13. KXL -F (SAC/EZ)	78/ 3.5	3.9	3.5	2.9	3.7	3.5	88/1539	1388/ 9.7	9.3	9.3			KXL -F
14. KZRC (AOR)	41/ 1.8	1.0	0.6	0.9	0.6	1.1	42/187	166/ 1.2	0.9	0.8			KZRC
15. KWJJ (C)	36/ 1.6	1.2	1.8	0.8	1.5	1.4	42/763	636/ 4.4	4.0	4.1			KWJJ
16. KPQD-F (REL)	33/ 1.5	0.9	1.4	2.0	1.3	1.5	45/919	680/ 4.7	3.7	3.7			KPQD-F
17. KMXI-F (AC)	28/ 1.3	1.7	2.0	2.4	2.0	1.9	29/753	696/ 4.9	7.1	6.8			KMXI-F
18. KUPL (C)	26/ 1.2	1.0	0.5	1.0	1.3	0.9	2747/5	465/ 3.2	3.1	3.8			KUPL
19. KBBT (AOR)	25/ 1.1	1.0	0.9	0.5	1.8	0.9	25/313	313/ 2.2	2.5	3.0			KBBT
20. KFXX (?)	23/ 1.0	----	0.5	0.4	----	0.5	23/356	356/ 2.5	0.0	0.0			KFXX

12+ FM SHARE (METRO): 69.55% (1373 of 1974) (WIN 91: 69.48%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKRZ-F >>	1 KINK-AF <	1 KINK-AF <	1 KINK-AF >	1 KINK-AF >	1 KEX	1 KUPL-F	1 KUPL-F >	1 KKRZ-F	1 KEX >	1 KXL >>
2	2 KUFO-F <	2 KGON-F <	2 KGON-F	2 KUPL-F	2 KXL <	2 KXL <	2 KGON-F <	2 KUPL-F	2 KKRZ-F >	2 KWJJ-F
3	3 KGON-F <	3 KUPL-F	3 KUPL-F <	KKCW-F	KUPL-F >	3 KEX	3 KINK-AF	3 KEX	3 KXL	KEX >
4	4 KKRZ-F	4 KKCW-F	4 KKCW-F	KGON-F	4 KINK-AF <	4 KKRZ-F	4 KXL <	4 KINK-AF <	4 KINK-AF >	4 KUPL-F <
5	5 KWJJ-F <	5 KKSJ-F	5 KKSJ-F	5 KKSJ-F	5 KKSJ	5 KINK-AF	5 KEX <	5 KGON-F	5 KUPL-F <	5 KKCW-F
6	6 KUPL-F	6 KUFO-F <	6	6 KEX	6 KKCW-F	6 KKCW-F	6 KKCW-F	6 KKCW-F	6 KWJJ-F	6
7	7 KKCW-F <	7 KKRZ-F	7	7	7	7	7	7	7	7
	8 KXYQ-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 KINK-AF >	1 KKCW-F <	1 KINK-AF <	1 KZRC	1 KGON-F >	1 KGON-F >	1 KGON-F	1 KGON-F
2 KWJJ-F >	2 KINK-AF	2 KKCW-F <	2 KINK-AF	2 KKCW-F	2 KUFO-F	2 KUFO-F	2 KINK-AF	2 KINK-AF >	2 KINK-AF >
3 KUFO-F >	3 KWJJ-F	3 KKRZ-F >	3 KUPL-F	3 KUPL-F	3 KUPL-F	3 KINK-AF	3 KUFO-F	3 KUPL-F <	3 KKSJ-F <
4 KXYQ-F	KKCW-F	4 KUPL-F	4 KKRZ-F	4 KKSJ-F	KGON-F	4 KZRC	4 KWJJ-F	4 KUFO-F	4 KEX
KUPL-F	5 KUFO-F	KUFO-F	5 KKSJ-F	5 KKRZ-F <	5 KKRZ-F >>	5 KUPL-F	5 KUPL-F <	5 KKSJ-F	5 KUPL-F
KKCW-F	6 KUPL-F	6 KXYQ-F	6 KWJJ-F	6 KEX	6	6 KWJJ-F	6 KKSJ-F	6 KEX	6
7	7 KXYQ-F	7 KWJJ-F	7	7	7	7 KKRZ-F	7	7	7
		KKSJ-F							

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA AQH	TSA CUME
KOBX-F	107.5	Banks	0.7/1.5/	16/ 231
KKEY	1150	Portland	0.4/1.3/	8/ 182
KWBY	940	Woodburn	0.4/0.8/	8/ 131

PORTLAND, OR

RADIO STATIONS

AM STATIONS

KBBT, 970,	5 KW (DA-1)	, AOR	, \$	N/A (Christal)	Henry
KEX, 1190,	50 KW (DA-1)	, FULL SERVICE	ABC, \$	101.00 (Katz)	Great American
KGW, 620,	5 KW (DA-N)	, SEE KINK-FM			
KKSN, 910,	5 KW (DA-2)	, NOSTALGIA UNISP, UNILT	, \$	35.00 (Christal)	Heritage
KUPL, 1330,	5 KW (DA-1)	, SEE KUPL-F			
KWJJ, 1080,	50 KW/10 KW (DA-N)	, SEE KWJJ-F			
KXL, 750,	50 KW/20 KW (DA-1)	, NEWS/TALK	CBS, \$	64.00 (McGuild)	Alexander
KZRC, 1010,	5 KW (DAYS)	, AOR	SMN, \$	22.00 (Torbet)	

FM STATIONS

KGON, 92.3,	100 KW @ 1266,	AOR	, \$	65.00 (Eastman)	Ackerly
KINK, 101.9,	100 KW @ 1673,	PROG AOR	, \$	125.00 (MMR)	
KKCW, 103.3,	90 KW @ 1653,	AC	, \$	151.00 (Durpetti)	Trumper
KKRZ, 100.3,	95 KW @ 1433,	CHR	ABC, \$	97.00 (Katz)	Great American
KKSN, 97.1,	100 KW @ 1000,	OLDIES	UNIULT, \$	70.00 (Christal)	Heritage
KMXI, 106.7,	94 KW @ 846,	AC	ABC, SOURCE, \$	40.00 (HNWH)	Fairmont
KPDQ, 93.7,	100 KW @ 941,	RELIGION	, \$	21.00 (---)	
KUFO, 101.1,	100 KW @ 1640,	AOR	, \$	60.00 (Christal)	Henry
KUPL, 98.5,	100 KW @ 1105,	COUNTRY	APR, \$	100.00 (Banner)	Scripps-Howard
KWJJ, 99.5,	94 KW @ 869,	COUNTRY	UNISUP, ABC, \$	40.00 (HNWH)	Park
KXL, 95.5,	100 KW @ 991,	SOFT AC/EZ	UNISUP, \$	54.00 (McGuild)	Alexander
KXYQ, 105.1,	100 KW @ 1840,	CHR	ABC, \$	41.00 (Banner)	Van Halen (SALEM)

PROVIDENCE

Arbitron Rank/Pop (12+): 29/1,282,900
 MSA Rank/Pop: 58/918,000
 ADI # 43
 Average Person Ratings: 18.2
 Market TSL: 24.00 hours

Stations: 41/24
 Diaries: 1580/812:1/54.2%
 Sample Target: 1530
 % Below Line: 17.8
 % Not Listed: 13.3

1991 Revenue: \$24,000,000
 HH Inc.: \$34,562
 Retail \$: 6.7 Bil
 Pop per Station: 53,454
 #1 Biller: WHJY-F \$4,200,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. WPRO-F (CHR)	189/ 8.1	8.7	9.3	7.5	9.1	8.4	201/3680	3174/24.7	25.5	28.3			WPRO-F
WHJY-F (AOR)	189/ 8.1	7.9	6.8	7.8	5.8	7.7	209/3042	2439/19.0	20.3	17.4			WHJY-F
3. WWLI-F (SAC)	173/ 7.4	5.8	6.1	7.1	9.2	6.6	188/2376	2052/16.0	14.2	18.6			WWLI-F
4. WHJJ (N/T)	140/ 6.0	6.0	5.7	6.5	6.2	6.1	140/1416	1416/11.0	13.9	11.5			WHJJ
5. WWBB-F (O)	136/ 5.8	5.2	5.9	5.6	4.4	5.6	146/2037	1874/14.6	13.8	10.4			WWBB-F
6. WSNE-F (AC)	123/ 5.3	6.5	4.7	5.8	5.3	5.6	138/2111	1842/14.4	18.5	13.9			WSNE-F
7. WPRO (T/N)	101/ 4.3	5.1	5.4	6.0	4.9	5.2	101/2021	1960/15.3	16.4	15.4			WPRO
8. WWRX-F (CL AOR)	91/ 3.9	4.2	4.4	4.5	4.4	4.3	140/2644	1868/14.6	14.5	12.8			WWRX-F
WLKW (EZ)	91/ 3.9	3.2	2.8	2.0	2.5	3.0	92/857	837/ 6.5	6.3	5.9			WLKW
10. WCTK-F (C)	87/ 3.7	3.4	3.7	2.9	3.7	3.4	113/1555	1071/ 8.3	9.2	7.1			WCTK-F
11. WPLM-F (BB)	69/ 2.9	3.8	4.1	3.6	3.7	3.6	130/1524	899/ 7.0	8.9	6.7			WPLM-F
12. WBRU-F (AOR)	63/ 2.7	2.2	3.3	3.0	2.7	2.8	73/1240	966/ 7.5	8.5	8.5			WBRU-F
13. WWXX-F (CHR)	48/ 2.1	3.0	3.1	3.1	2.8	2.8	50/1045	990/ 7.7	10.6	9.8			WWXX-F
14. WFHN-F (CHR)	45/ 1.9	2.3	1.9	2.5	2.1	2.2	58/855	664/ 5.2	5.3	3.9			WFHN-F
15. WBSM (N/T)	44/ 1.9	1.7	1.4	1.2	1.6	1.5	47/425	375/ 2.9	2.8	2.7			WBSM
16. WCRB-F (CL)	42/ 1.8	0.9	1.2	0.8	0.9	1.2	54/594	419/ 3.3	3.3	3.1			WCRB-F
17.													
18.													
19.													

12+ FM SHARE (METRO): 73.57% (1492 of 2028) (WIN 91: 71.28%)

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 WHJY-F	1 WWLI-F	1 WWLI-F	1 WHJJ	1 WPRO	1 WWLI-F	1 WHJY-F	1 WHJY-F	1 WPRO
2 WWXX-F	2 WPRO-F>	2 WPRO-F	2 WPRO-F	2 WWBB-F	2 WWLI-F	2 WPRO-F<	2 WHJY-F	2 WPRO-F	2 WPRO-F	2 WSNE-F
3	3 WSNE-F	3 WWLI-F	WHJY-F	3 WPRO-F	3 WWBB-F<	3 WHJY-F<	3 WPRO-F	3 WWLI-F	3 WPLM-F<	3 WHJJ
4	4 WWRX-F	4 WSNE-F	4 WWBB-F	WHJY-F	4 WPRO	4 WHJJ	4 WWBB-F	4 WHJJ	4 WWLI-F	4 WWBB-F
5	5 WBRU-F	5 WWBB-F	5 WSNE-F	5 WSNE-F>	5 WLKW	5 WWLI-F	WHJJ	5 WWBB-F	5 WWBB-F	5 WHJY-F
6	6 WWLI-F	6 WWRX-F	6 WWRX-F	6 WWRX-F	6	6 WSNE-F	6 WSNE-F	6 WSNE-F	6 WSNE-F	6 WBSM
						7 WWBB-F				7 WCTK-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 WPRO-F<	1 WPRO-F>	1 WPRO-F>	1 WPRO-F	1 WWLI-F>	1 WHJY-F>>	1 WHJY-F>>	1 WHJY-F>>	1 WHJY-F>>	1 WHJY-F
2 WHJY-F	2 WHJY-F	2 WWLI-F	2 WWLI-F	2 WPRO-F<	2 WBRU-F	2 WPRO-F	2 WPRO-F	2 WWBB-F	2 WWBB-F
3 WSNE-F>	3 WSNE-F>	3 WSNE-F	3 WSNE-F>	3 WSNE-F	3 WPRO-F	3 WWRX-F	3 WWRX-F	3 WPRO-F<	3 WWLI-F
4 WCTK-F	4 WWLI-F	4 WHJY-F	4 WHJY-F	4 WWBB-F	4 WWRX-F	4 WBRU-F	4	4 WWRX-F>	4 WWRX-F<
5 WBRU-F	5 WCTK-F>	5 WCTK-F>	5 WWBB-F	5	5	5	5	5 WWLI-F	5 WPRO-F
6 WFHN-F	6 WBRU-F	6 WZOU-F	6 WCTK-F	6	6	6	6	6	6 WSNE-F
7 WWXX-F		WWBB-F							

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
WALE 990 Providence	1.4/3.2/ 33/ 412		
WARA 1320 Attleboro			
WARV 1590 Warwick/Prvdnce	0.3/1.3/ 8/ 168		
WHTB 1400 Fall River			
WICE 550 Pawtucket			
WJFD-F 97.3 New Bedford			
WNBH 1340 New Bedford	0.8/1.8/ 25/ 318		
WNRI 1380 Woonsocket	0.8/1.3/ 18/ 163		
WOTB-F 100.3 Middletown/Prov	0.6/2.4/ 13/ 303		
WWRX 1110 Providence			
WAAF-F 107.3 Worcester/Bstn	0.9/3.5/ 39/ 940		
WBCN-F 104.1 Boston	1.0/3.0/ 58/1128		
WBHX-F 98.5 Boston	0.5/2.5/ 40/ 969		
WBOS-F 92.9 Brookline/Bstn	0.9/2.1/ 30/ 450		
WBZ 1030 Boston	1.6/4.2/ 78/1253		
WCDJ-F 96.9 Boston	0.6/1.8/ 22/ 388		
WCIB-F 101.9 Falmouth/Hyanns	0.7/1.9/ 28/ 632		
WEEI 590 Boston	0.4/2.3/ 22/ 683		
WFAN 660 New York	0.4/1.3/ 27/ 467		
WHDH 850 Boston	0.6/2.0/ 41/ 721		
WODS-F 103.3 Boston	1.5/5.9/ 74/1526		
WRKO 680 Boston	0.5/1.3/ 59/ 705		
WVBF-F 105.7 Framington	1.5/3.0/ 73/ 916		
WZLX-F 100.7 Boston	0.6/3.0/ 30/ 762		
WZOU-F 94.5 Boston	1.3/5.3/ 83/1865		

PROVIDENCE

RADIO STATIONS

WALE, 990, 50 KW/500 W (DA-2), TALK	, \$ 25.00 (---)	
WHIM, 1110, 5 KW (DAYS) , COUNTRY	CBS, \$ 24.00 (Durpetti)	
WHJJ, 920, 5 KW (DA-N) , NEWS/TALK	NBC, \$ 50.00 (Katz)	Merv Griffin
WLKW, 790, 5 KW (DA-2) , EZ	, \$ 22.00 (CMBS)	
WPRO, 630, 5 KW (DA-N) , TALK/NEWS	ABC, \$ 53.00 (Banner)	Capital Cities/ABC
WBRU-F, 95.5, 20 KW @ 440, AOR	APR, \$ 40.00 (MMR)	
WCTK-F, 98.1, 47 KW @ 508, COUNTRY	, \$ 38.00 (Torbet)	Hall (NEW BEDFORD)
WFHN-F, 107.1, 3 KW @ 374, CHR	, \$ 34.00 (Crystal)	H & D (FAIRHAVEN, MA)
WHJY-F, 94.1, 50 KW @ 440, AOR	, \$ 93.00 (Katz)	Merv Griffin
WPRO-F, 92.3, 39 KW @ 551, CHR	ABC, \$ 83.00 (Banner)	Capital Cities/ABC
WSNE-F, 93.3, 30 KW @ 612, AC	, \$ 80.00 (Eastman)	Beck-Ross (TAUNTON, MA)
WWBB-F, 101.5, 14 KW @ 940, OLDIES	, \$ 69.00 (McGuild)	Wilks-Schwartz
WWKX-F, 106.3, 1.2 KW @ 194, CHR	UNIPWR, \$ 35.00 (Crystal)	
WWLI-F, 105.1, 50 KW @ 500, SOFT AC	, \$ 71.00 (McGuild)	Zimmerman
WWRX-F, 103.7, 50 KW @ 500, CLASSIC AOR	CNN, \$ 46.00 (Durpetti)	

Other Stations - See Boston or New Bedford

RALEIGH

Arbitron Rank/Pop (12+): 61/645,800
MSA Rank/Pop: 70/707,000
ADI # 33
Average Person Ratings: 16.5
Market TSL: 21.75 hours

Stations: 25/21
Diaries: 1136/568:1/51.7%
Sample Target: 1050
% Below Line: 5.7
% Not Listed: 18.0

1991 Revenue: \$26,300,000
HH Inc.: \$34,902
Retail \$: 6.4 Bil
Pop per Station: 30,752
#1 Biller: WRDU-F \$5,250,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. WQOK-F (B)	104/ 9.8	10.2	10.1	7.5	11.1	9.4	172/2141	1167/18.1	16.7	16.6			WQOK-F
2. WRDU-F (AOR)	99/ 9.3	7.2	8.1	9.3	7.4	8.5	123/1956	1349/20.9	19.2	19.0			WRDU-F
3. WPTF (FS)	97/ 9.1	7.5	9.4	8.6	8.5	8.6	166/2115	1246/19.3	17.8	18.4			WPTF
4. WQDR-F (C)	89/ 8.4	6.2	5.5	6.3	6.3	6.6	175/2171	962/14.9	14.8	13.3			WQDR-F
5. WDCG-F (CHR)	75/ 7.0	5.8	7.7	6.9	7.9	6.8	173/2910	1463/22.7	17.2	17.6			WDCG-F
6. WRAL-F (AC)	74/ 7.0	8.1	9.2	7.0	6.7	7.8	137/2472	1274/19.7	22.0	19.1			WRAL-F
7. WYLT-F (SAC)	48/ 4.5	5.3	4.0	5.0	4.6	4.7	92/1616	927/14.4	13.8	13.1			WYLT-F
8. WFXC-F (B)	44/ 4.1	4.5	5.3	4.7	4.1	4.7	47/703	619/ 9.6	10.1	7.8			WFXC-F
9. WPCM-F (C)	34/ 3.2	1.6	3.1	1.6	1.7	2.4	124/1522	432/ 6.7	6.6	4.5			WPCM-F
10. WTRG-F (O)	33/ 3.1	5.3	3.9	5.1	3.0	4.3	104/1662	734/11.4	14.4	10.8			WTRG-F
11. WKIX (BB)	30/ 2.8	1.9	1.0	1.7	2.2	1.9	36/422	293/ 4.5	4.4	5.3			WKIX
12. WZZU-F (CL AOR)	25/ 2.3	3.8	3.7	2.7	3.2	3.1	37/1233	899/13.9	12.8	11.7			WZZU-F
WNND-F (J/NA)	25/ 2.3	1.5	2.1	2.4	1.2	2.1	26/513	484/ 7.5	5.2	4.0			WNND-F
14. WDNC (BB)	22/ 2.1	1.2	1.6	2.1	2.4	1.8	32/624	452/ 7.0	4.8	7.0			WDNC
15. WLLE (B/G)	18/ 1.7	2.6	2.1	2.9	3.2	2.3	18/257	243/ 3.8	5.1	4.9			WLLE

12+ FM SHARE (METRO): 78.47% (685 of 873) (WIN 91: 82.58%)

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

OTHER RATE STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
WAUG 750 New Hope/Ralgh	0.6/1.8/	7/	130
WCLY 1550 Raleigh	0.5/1.7/	6/	121
WKTC-F 96.9 Tarboro/Rcky Mt	0.6/3.0/	54/	1046
WSRC 1410 Durham	0.4/1.1/	4/	73
WTIK 1310 Durham	0.4/1.3/	4/	86
WJMH-F 102.1 Reidsville	0.9/3.0/	20/	517
WNCT-F 107.9 Greenville	1.0/1.3/	30/	397
WQMG-F 97.1 Greensboro	0.6/2.4/	24/	473

RADIO STATIONS

WONC, 620, 5 KW/1 KW (DA-2), NOSTALGIA	CBS, \$ 20.00 (Christal)	
WKIX, 850, 10 KW/5 KW (DA-2), NOSTALGIA	UNISUP MBS, \$ 17.00 (CBS)	Universal/Alchemy
WLLE, 570, 500 W/55 W, BLACK/GOSPEL	SBN, \$ 16.00 (---)	
WPTF, 680, 50 KW (DA-N), FULL SERVICE	ABC,CNN, \$ 55.00 (McGuild)	
WDCG-F, 105.1, 100 KW @ 1525, CHR	ABC, \$ 49.00 (Christal)	
WFXC-F, 107.1, 1.2 KW @ 505, BLACK	, \$ 29.00 (Eastman)	Pinnacle
WNND-F, 103.9, 3 KW @ 298, JAZZ/NAC	, \$ 25.00 (Banner)	(FUQUAY)
WQDR-F, 94.7, 99 KW @ 1128, COUNTRY	ABC, UNILT, \$ 75.00 (McGuild)	
WQOK-F, 97.5, 100 KW @ 981, BLACK	ABC, \$ 50.00 (Durpetti)	Ragan Henry (S BOSTON)
WRAL-F, 101.5, 100 KW @ 1889, AC	, \$ 90.00 (Katz)	Capitol-Goodman
WRDU-F, 106.1, 100 KW @ 1348, AOR	SOURCE, \$ 118.00 (MMR)	Voyager (WILSON)
WTRG-F, 100.7, 100 KW @ 1968, OLDIES	NBC CBS, \$ 55.00 (HNWH)	Joyner (ROCKY MOUNT)
WYLT-F, 96.1, 100 KW @ 984, SOFT AC	UNISUP, UNIPWR, \$ 42.00 (CBS)	Universal/Alchemy
WZZU-F, 93.9, 100 KW @ 1269, CLASSIC AOR	ABC, \$ 32.00 (Torbat)	Village (BURLINGTON)

RICHMOND

Arbitron Rank/Pop (12+): 55/736,100
 MSA Rank/Pop: 61/861,000
 ADI # 60
 Average Person Ratings: 16.9
 Market TSL: 22.50 hours

Stations: 20/19
 Diaries: 1361/541:1/58.1%
 Sample Target: 1160
 % Below Line: 0.7
 % Not Listed: 11.1

1991 Revenue: \$27,500,000
 HH Inc.: \$36,708
 Retail \$: 7.3 Bil
 Pop per Station: 38,742
 #1 Biller: WRVA \$4,400,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. WRVA (FS)	156/12.5	12.2	10.5	11.3	11.7	11.6	165/1801	1649/22.4	24.3	23.3			
2. WCDX-F (B)	146/11.7	10.7	11.4	9.9	9.1	10.9	155/1439	1269/17.2	16.4	16.1			WRVA
3. WKHK-F (C)	134/10.8	10.7	10.5	11.2	9.7	10.8	153/1815	1501/20.4	20.0	18.8			WCDX-F
4. WTVR-F (EZ/SAC)	99/ 7.9	6.9	6.5	7.4	6.6	7.2	128/1420	1194/16.2	15.6	14.4			WKHK-F
5. WPLZ-F (B)	94/ 7.5	6.1	8.1	6.1	8.2	6.9	101/1272	1094/14.9	13.3	16.0			WTVR-F
6. WRXL-F (AOR)	85/ 6.8	6.4	9.3	10.3	9.8	8.2	90/1457	1277/17.3	18.6	19.7			WPLZ-F
7. WRVQ-F (CHR)	81/ 6.5	9.3	9.0	9.7	9.6	8.6	107/1714	1365/18.5	23.5	24.8			WRXL-F
8. WMXB-F (AC)	73/ 5.9	5.4	6.2	6.8	6.0	6.1	88/1413	1148/15.6	15.5	14.9			WRVQ-F
9. WVGO-F (CL AOR)	62/ 5.0	4.3	3.7	3.3	3.7	4.1	65/932	827/11.2	11.4	9.9			WMXB-F
10. WDCK-F (AC)	56/ 4.5	4.0	3.2	3.6	2.9	3.8	71/1227	993/13.5	14.7	10.0			WVGO-F
11. WFTM (G)	20/ 1.6	1.6	0.7	0.6	1.4	1.1	21/181	175/ 2.4	2.4	2.9			WDCK-F
12. WLEE (T)	19/ 1.5	1.4	1.7	0.8	0.8	1.4	19/214	205/ 2.8	2.4	2.0			WFTM
14. WGCV (REL)	19/ 1.5	1.2	1.4	1.5	0.8	1.4	19/176	170/ 2.3	2.7	2.1			WLEE
15.													WGCV

12+ FM SHARE (METRO): 76.71% (850 of 1108) (WIN 91: 78.79%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WCDX-F	1 WCDX-F>	1 WCDX-F	1 WCDX-F	1 WCDX-F<	1 WRVA >	1 WRVA >	1 WTVR-F<	1 WCDX-F<	1 WCDX-F	1 WCDX-F
2 WRVQ-F	2 WRXL-F<	2 WKHK-F	2 WKHK-F>	2 WKHK-F>	2 WTVR-F	2 WCDX-F<	2 WKHK-F	2 WKHK-F	2 WPLZ-F	2 WPLZ-F
3 WPLZ-F	3 WKHK-F	3 WRXL-F	3 WRXL-F	3 WPLZ-F	3 WKHK-F>	3 WKHK-F>	3 WRVA	3 WRVA	3 WRVA >	3 WRVA
4	4 WVGO-F<	4 WPLZ-F	4 WPLZ-F	4 WMXB-F	4 WPLZ-F	4 WRXL-F	4 WCDX-F	4 WTVR-F<	4 WKHK-F	4 WKHK-F
5	5 WMXB-F	5 WMXB-F	5 WMXB-F	5 WRVA <	5 WCDX-F	5 WRVQ-F	5 WMXB-F	5 WPLZ-F	5 WRVQ-F	5
6	6 WRVQ-F	6 WVGO-F	6 WDCK-F	6 WDCK-F	6 WDCK-F	6 WMXB-F<	6 WRXL-F	6 WRVQ-F	6 WRXL-F	6
7	7 WPLZ-F	7 WRVQ-F	7 WVGO-F	7 WTVR-F	7	7 WTVR-F	7 WRVQ-F	7 WRXL-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 WCOX-F>	1 WCDX-F>	1 WCDX-F>	1 WCDX-F	1 WCDX-F	1 WRXL-F	1 WCOX-F>	1 WCOX-F	1 WCDX-F	1 WKHK-F<
2 WRXL-F	2 WMXB-F	2 WMXB-F	2 WKHK-F	2 WKHK-F	WCDX-F>	2 WRXL-F	2 WVGO-F	2 WRXL-F	2 WCDX-F
3 WRVQ-F	3 WKHK-F	3 WKHK-F>	3 WMXB-F>	3 WMXB-F	3 WVGO-F	3 WVGO-F	3 WKHK-F	3 WKHK-F	3 WPLZ-F
4 WPLZ-F	4 WRVQ-F	4 WRVQ-F	4 WRVQ-F	4 WDCK-F	4 WRVQ-F	4 WKHK-F	4 WRXL-F>	4 WPLZ-F	4 WRXL-F
5	5 WMXB-F	5 WRXL-F	5 WRXL-F	5 WDCK-F<	5 WRVA <	5 WPLZ-F>	5 WPLZ-F	5 WPLZ-F	5 WVGO-F>
6 WVGO-F	6 WPLZ-F	6 WDCK-F	6 WRXL-F<	6 WTVR-F<	6 WKHK-F	6 WRVQ-F	6 WMXB-F	6 WRVQ-F	6 WRVA
7	7 WVGO-F	7 WPLZ-F	7 WPLZ-F	7 WRVQ-F	7	7	7	7	7

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WANT	990	Richmond	0.6/3.1/	8/ 234
WOYL-F	92.1	Chester/Richmond	0.9/4.0/	11/ 311
WRBN	1540	Richmond	0.3/1.3/	4/ 99
WSTK	1290	Colonial Hghts	0.4/1.3/	5/ 97
WTVR	1380	Richmond	1.1/4.1/	14/ 301
WXGI	950	Richmond	1.0/3.5/	13/ 263
WAFX-F	106.9	Suffolk/Norfolk	0.7/2.4/	15/ 332

RADIO STATIONS

WANT,	990,	1 KW/16 W	, BLACK	NBN,	\$ 15.00 (---)	
WFTM,	1590,	5 KW (DAYS)	, GOSPEL	UNIULT,	\$ 14.00 (---)	
WLEE,	1320,	5 KW (DAYS)	, TALK	ABC NBC,	\$ 16.00 (---)	
WRNL,	910,	5 KW (DA-N)	, OLOIES	,	\$ NA (Katz)	Capitol-Goodman
WRVA,	1140,	50 KW (DA-1)	, FULL SERVICE	CBS,	\$ 94.00 (Christal)	Edens
WTVR,	1380,	5 KW (DA-2)	, NOSTALGIA	ABC,	\$ 20.00 (MMR)	Park
WXGI,	950,	5 KW/50 W	, COUNTRY	NBC,	\$ 15.00 (---)	
WCDX-F,	92.7,	2.4 KW @	367, BLACK	,	\$ 55.00 (MMR)	Sinclair (MECHANICSVILLE)
WOYL-F,	92.1,	3 KW @	298, RELIGION	CNN,	\$ 16.00 (---)	(CHESTER)
WKHK-F,	95.3,	13 KW @	449, COUNTRY	UNIULT,	\$ 75.00 (Banner)	(COLONIAL HGTS)
WMXB-F,	103.7,	20 KW @	840, AC	APR,	\$ 72.00 (Banner)	Radio Ventures
WPLZ-F,	99.3,	3 KW @	328, BLACK	UNIPWR,	\$ 43.00 (McGuilid)	
WRVQ-F,	94.5,	200 KW @	351, CMR	ABC,	\$ 90.00 (Christal)	Edens
WRXL-F,	102.1,	140 KW @	321, AOR	,	\$ 99.00 (Katz)	Capitol-Goodman
WTVR-F,	98.1,	50 KW @	840, EZ/SOFT AC	ABC,	\$ 41.00 (MMR)	Park
WVGO-F,	106.5,	8 KW @	1233, CLASSIC AOR	,	\$ 32.00 (Torbet)	Benchmark

RIVERSIDE-SAN BERNARDINO

Arbitron Rank/Pop (12+): 28/1,297,500
 MSA Rank/Pop: 11/2,440,000
 Los Angeles ADI
 Average Person Ratings: 17.4
 Market TSL: 23.00 hours

Stations: 41/16
 Diaries: 1436/903.5/49.9%
 Sample Target: 1420
 % Below Line: 49.4
 % Not Listed: 12.0

1991 Revenue: \$18,000,000
 HH Inc.: \$36,090
 Retail \$: 16.9 B11
 Pop per Station: 81,093
 #1 Biller: KFRG-F \$4,500,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. KFRG-F (C)	217/ 9.6	11.5	10.1	8.3	6.8	9.9	270/3649	2690/20.7	18.9	15.4			KFRG-F
2. KGGI-F (CHR)	197/ 8.7	9.1	7.3	9.3	6.7	8.6	268/4126	3023/23.3	22.1	18.4			KGGI-F
3. KLOS-F (AOR)	138/ 6.1	6.1	4.4	5.1	5.0	5.4	203/2981	1845/14.2	14.8	10.4			KLOS-F
4. KFI (T)	115/ 5.1	5.5	5.8	5.7	5.6	5.5	194/2140	1355/10.4	11.3	12.5			KFI
5. KOST-F (AC)	110/ 4.9	5.2	4.5	5.0	4.9	4.9	201/2981	1803/13.9	14.3	12.3			KOST-F
6. KCAL-F (AOR)	101/ 4.5	2.8	3.1	3.5	3.1	3.5	126/1734	1378/10.6	9.8	8.5			KCAL-F
7. KQLZ-F (AOR)	79/ 3.5	2.8	2.1	1.6	4.0	2.5	124/1981	1269/ 9.8	7.5	8.8			KQLZ-F
8. KRTH-F (O)	73/ 3.2	3.7	3.4	4.0	4.4	3.6	104/2288	1510/11.6	12.3	10.6			KRTH-F
9. KIIS-F (CHR)	67/ 3.0	3.2	3.3	2.5	2.8	3.0	122/2704	1487/11.3	13.2	10.9			KIIS-F
10. KHTX-F (O)	62/ 2.7	4.7	3.4	4.5	6.5	3.8	78/1370	986/ 7.6	9.8	11.3			KHTX-F
11. KCAL (SP)	54/ 2.4	1.4	2.3	1.5	1.6	1.9	55/605	584/ 4.5	3.1	2.6			KCAL
12. KBIG-F (AC)	53/ 2.3	1.4	2.4	2.1	1.5	2.0	86/1418	907/ 7.0	4.7	5.3			KBIG-F
13. KROQ-F (AOR)	46/ 2.0	2.1	2.9	1.9	1.7	2.2	66/1327	844/ 6.5	5.2	4.7			KROQ-F
14. KWRP-F (EZ)	46/ 2.0	1.0	1.2	1.6	1.0	1.5	46/437	437/ 3.4	2.2	2.5			KWRP-F
15. KCBS-F (D)	45/ 2.0	1.5	1.7	1.9	1.7	1.8	76/1503	776/ 6.0	4.5	5.1			KCBS-F
16. KLVE-F (SP)	43/ 1.9	1.3	0.7	0.9	1.2	1.2	50/567	458/ 3.5	3.3	2.5			KLVE-F
17. KCKC (C)	42/ 1.9	2.8	2.4	2.3	1.6	2.3	43/427	395/ 3.0	3.6	3.3			KCKC
18. KNX (N)	40/ 1.8	2.7	2.1	2.8	4.5	2.3	59/1315	823/ 6.3	8.9	12.8			KNX
19.													
20.													

12+ FM SHARE (METRO): 80.31% (1599 of 1991) (WIN 91: 76.19%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KGGI-F>>	1 KLOS-F<	1 KFRG-F<	1 KFRG-F	1 KFRG-F	1 KFRG-F>	1 KFRG-F	1 KFRG-F>	1 KGGI-F	1 KGGI-F>	1 KFRG-F
2 KIIS-F	2 KGGI-F	2 KLOS-F	2 KLOS-F>	2 KLOS-F>	2 KFI >	2 KLOS-F	2 KGGI-F<	2 KFRG-F>	2 KOST-F>	2 KFI
3 KPWR-F	3 KCAL-F	3 KGGI-F	3 KGGI-F	3 KGGI-F	3 KOST-F	3 KGGI-F	3 KFI <	3 KOST-F	3 KFRG-F	3 KLOS-F
4 KQLZ-F	4 KQLZ-F<	4 KCAL-F<	4 KOST-F	4 KOST-F<	4 KHTX-F	4 KFI	4 KLOS-F	4 KLOS-F	4 KQLZ-F	4 KABC
5	5 KFRG-F	5 KOST-F	5 KCAL-F	5 KFI	5	5	5 KOST-F	5 KFI	5 KCAL-F	5 KOST-F
6	6 KOST-F	6	6	6	6	6	6 KCAL-F	KCAL-F	6 KLOS-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 KGGI-F>	1 KGGI-F>	1 KGGI-F	1 KGGI-F	1 KFRG-F>	1 KCAL-F>	1 KLOS-F	1 KLOS-F>	1 KLOS-F	1 KLOS-F
2 KOST-F>	2 KOST-F	2 KLOS-F	2 KFRG-F	2 KGGI-F	2 KQLZ-F	2 KCAL-F>	2 KCAL-F	2 KCAL-F<	2 KFRG-F>
3 KIIS-F	3 KFRG-F<	3 KFRG-F	3 KOST-F>	3 KOST-F	3 KGGI-F<	3 KQLZ-F	3 KFRG-F	3 KFRG-F>	3 KFI
4 KBIG-F	4 KLOS-F	4 KOST-F	4 KLOS-F	4 KRTH-F<	4 KLOS-F>	KGGI-F	4 KGGI-F	4 KGGI-F	4 KCAL-F>
5 KQLZ-F	5 KBIG-F<	5 KQLZ-F	5 KBIG-F	5 KLOS-F	5 KCAL	5 KFRG-F	5 KQLZ-F	5 KQLZ-F<	5 KOST-F
6 KCAL-F	6 KQLZ-F	KBIG-F	6	6	6 KFRG-F	6	6 KOST-F	6 KFI	6
KCAL					7 KROQ-F				
					KDIF				

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

KATY-F	101.3	Idyllwild/Hemet	0.4/1.0/	11/ 171
KBON-F	103.9	Lake Arrowhead	1.4/4.9/	37/ 823
KDIF	1440	Riverside/SB	0.8/2.5/	17/ 342
KHSJ	1320	Hemet	0.4/1.1/	8/ 137
KHYE-F	105.7	Hemet	0.5/1.9/	15/ 326
KLFE	1240	S Bernardino/Rv	0.4/1.4/	9/ 216
KOLA-F	99.9	San Bernardino	1.5/6.4/	36/ 888
KQLH-F	92.7	Riverside	0.9/3.2/	21/ 431
KRSO	590	San Bernardino	0.6/2.8/	18/ 460
KABC	790	Los Angeles	1.5/3.4/	42/ 646
KFWB	980	Los Angeles	0.7/3.1/	42/ 904
KKBT-F	92.3	Los Angeles	1.6/5.7/	44/ 883
KKGO-F	105.1	Los Angeles	0.7/2.6/	23/ 417
KLIT-F	101.9	Glendale/LA	1.1/4.1/	29/ 655
KLSX-F	97.1	Los Angeles	1.3/5.5/	40/1169
KMPC	710	Los Angeles	0.8/2.0/	24/ 392
KPSI-F	100/5	Palm Springs	0.4/1.0/	8/ 224
KPWR-F	105.9	Los Angeles	1.4/5.7/	67/1379
KTNQ	1020	Los Angeles	0.5/1.1/	13/ 224
KTWV-F	94.7	Los Angeles	1.5/5.2/	49/ 950
KXEZ-F	98.7	Los Angeles	1.2/3.4/	40/ 658
XTRA	690	Tijuana/SnDiego	0.6/1.5/	18/ 350
XTRA-F	91.1	Tijuana	0.4/1.2/	9/ 249

RIVERSIDE-SAN BERNARDINO

RADIO STATIONS

KCAL, 1410, 5 KW/4 KW (DA-N), HISPANIC	, \$ 26.00 (Lotus)	
KCKC, 1350, 5 KW/500 W (DA-2), COUNTRY	ABC, \$ 35.00 (HNWH)	
KDIF, 1440, 1 KW, HISPANIC	UPI, \$ 20.00 (Katz H1sp.)	
KHEN, 1290, 5 KW (DA-2), SPORTS	SMN, \$ 17.00 (McGuild)	American
KRSO, 590, 1 KW (DA-2), NOSTALGIA	NBC, UNISUP, \$ 23.00 (Katz)	Henry
KBON-F, 103.9, 38 W @ 2539, OLDIES	, \$ 25.00 (HNWH)	
KCAL-F, 96.7, 1.8 KW @ 377, AOR	, \$ 50.00 (Torbet)	Anaheim
KFRG-F, 95.1, 50 KW @ 321, COUNTRY	ABC, \$ 91.00 (MMR)	Amaturo
KGGI-F, 99.1, 2.6 KW @ 1843, CHR	ABC, \$ 70.00 (McGuild)	American
KHTX-F, 97.5, 68 KW @ 1571, OLDIES	, \$ 45.00 (Katz)	Henry
KOLA-F, 99.9, 31 KW @ 1630, OLDIES	ABC, \$ 35.00 (Banner)	
KQLH-F, 92.7, 3 KW @ 299, AC	MBS, \$ 30.00 (Banner)	
KWRP-F, 96.1, 60 W @ 1522, EZ	CBS, \$ 25.00 (---)	

ROANOKE-LYNCHBURG

Arbitron Rank/Pop (12+): 96/367,200

Stations: 22/19
Diaries: 894/411:1/59.9%
Sample Target: 850
% Below Line: 2.0
% Not Listed: 14.7

1991 Revenue: \$12,700,000
HH Inc.: \$31,409
Retail \$: 3.4 Bil
Pop per Station: 19,326
#1 Biller: WXLK-F \$2,900,000

MSA Rank/Pop: 192/380,000 (Roanoke)
ADI # 69
Average Person Ratings: 17.6
Market TSL: 23.25 hours

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. WYYD-F (C)	96/14.8	11.8	12.1	13.3	12.1	13.0	163/1680	1002/27.3	22.3	21.0			WYYD-F
2. WLYK-FF (CHR)	94/14.6	1.2	----	0.5	1.2	4.1	167/2600	1189/32.4	1.6	2.5			WLYK-FF
3. WPVR-F (EZ/SAC)	63/ 9.7	10.7	10.3	9.3	10.6	10.0	106/1225	737/20.1	18.6	18.0			WPVR-F
4. WSLQ-F (AC)	55/ 8.5	9.7	10.3	8.0	7.9	9.1	98/1518	793/21.6	19.4	21.2			WSLQ-F
5. WROV-F (AOR)	52/ 8.0	8.5	7.7	10.6	8.1	8.7	119/1280	624/17.0	18.4	14.5			WROV-F
6. WJJS-F (?)	38/ 5.9	1.0	1.3	0.6	1.5	2.2	51/471	345/ 9.4	3.8	3.5			WJJS-F
7. WJLM-F (C)	33/ 5.1	5.9	3.4	4.3	3.9	4.7	34/403	364/ 9.9	12.5	8.5			WJLM-F
WFIR (FS)	33/ 5.1	5.4	5.9	4.3	5.1	5.2	42/557	404/11.0	12.0	11.9			WFIR
9. WSLC (C/FS)	17/ 2.6	2.9	2.4	4.0	3.9	3.0	25/315	213/ 5.8	6.2	8.0			WSLC
10. WGOL-F (O)	15/ 2.3	3.6	2.6	2.7	1.9	2.8	15/259	243/ 6.6	7.4	6.2			WGOL-F
11. WTOY (B)	12/ 1.9	1.2	1.3	1.9	1.9	1.6	12/130	130/ 3.5	2.1	4.4			WTOY
12. WJMH-F (B)	7/ 1.1	1.2	2.0	2.3	1.9	1.6	27/514	147/ 4.0	3.3	4.4			WJMH-F
13.													
14.													
15.													

12+ FM SHARE (METRO): 85.33% (471 of 552) (WIN 91: 82.39%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WLYK-FF>>1	WLYK-FF>>1	WLYK-FF>>1	WYYD-F	1 WYYD-F	1 WYYD-F	1 WYYD-F	1 WYYD-F	1 WLYK-FF	1 WLYK-FF>	1 WYYD-F>
2	2 WROV-F	2 WYYD-F	2 WYYD-FF<	2 WLYK-FF<	2 WPVR-F>	2 WLYK-FF>	2 WPVR-F	2 WYYD-F>	2 WYYD-F	2 WSLQ-F
3	3 WYYD-F>	3 WROV-F<	3 WSLQ-F	3 WSLQ-F	3 WSLQ-F	3 WPVR-F	3 WLYK-FF	3 WPVR-F	3 WPVR-F	3 WLYK-F
4	4 WSLQ-F>	4 WSLQ-F>	4 WROV-F>	4 WROV-F	4 WJJS-F	4 WSLQ-F	4 WROV-F	4 WROV-F	4 WJJS-F	4 WTOY
5	5 WPVR-F	5 WPVR-F>	5 WPVR-F	5 WPVR-F	WFIR	5 WROV-F	5 WSLQ-F	5 WSLQ-F>	5 WSLQ-F	5 WJJS-F
6	6 WJLM-F	6 WJLM-F	6	6	6	6 WJJS-F	6 WFIR	6 WJLM-F	6 WROV-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 WLYK-FF>>1	WLYK-FF>>1	WLYK-FF>>1	1 WLYK-FF>	1 WLYK-FF	1 WLYK-FF>>1	WLYK-FF<	1 WROV-F>	1 WROV-F	1 WYYD-F
2 WROV-F>	2 WYYD-F	2 WYYD-F	2 WYYD-F	2 WYYD-F	2 WROV-F	2 WROV-F>	2 WYYD-F	2 WYYD-F	2 WROV-F
3 WJLM-F	WROV-F	3 WSLQ-F	3 WSLQ-F	3 WPVR-F	3 WYYD-F	3 WYYD-F>	3 WLYK-FF>>	WLYK-FF	3 WSLQ-F>
4 WYYD-F	4 WSLQ-F>	4 WROV-F	4 WPVR-F	4 WSLQ-F>	WJLM-F	4 WSLQ-F	4 WSLQ-F	4 WSLQ-F>	4 WLYK-FF>
5 WSLQ-F	5 WJLM-F	5 WPVR-F	5 WROV-F	5 WJJS-F	5 WSLQ-F	5 WPVR-F	WPVR-F	5 WJLM-F	5 WPVR-F
6	6	6 WJJS-F	6	6 WROV-F	6 WPVR-F	6 WJLM-F	6 WFIR	6 WPVR-F	WFIR

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
WKOE-F 105.5	Altavista/Lynch	0.8/1.7/	6/ 151
WLVA 590	Lynchburg	0.9/1.4/	6/ 51
WRIS 1410	Roanoke	0.5/1.2/	3/ 44
WROV 1240	Roanoke	0.8/4.8/	5/ 186
WTTX-F 107.1	Appomattox	0.6/1.9/	4/ 76
WXYU 1320	Lynchburg/Roano	0.8/1.7/	5/ 79
WZST-F 102.7	Lynchburg	0.5/4.5/	5/ 258
WMKG-F 94.5	Eden	0.3/1.2/	5/ 140
WQOK-F 97.5	S.Boston/Ralgh.	0.6/2.6/	34/ 417

RADIO STATIONS

WFIR, 960,	5 KW (DA-N)	, FULL SERVICE	CBS, \$ 20.00 (Christal)	Gibbons
WJJS, 1320,	1 KW/24 W	, BLACK	ABC, UNISUP, \$ 15.00 (K & P)	(LYNCHBURG)
WROV, 1240,	1 KW	, OLDIES	SMN, ABC, \$ 13.00 (HNWH)	Weil
WSLC, 610,	5 KW/1 KW (DA-2),	COUNTRY/FS	NBC, \$ 18.00 (Katz)	Mel Wheeler
WJLM-F, 93.5,	6 KW @ 98,	COUNTRY	MBS, UNIULT, \$ 21.00 (Torbet)	(SALEM)
WGOL-F, 98.3,	3.9 KW @ 239,	OLDIES	UNISUP, UNIULT, \$ 18.00 (Roslin)	(LYNCHBURG)
WLYK-F, 100.1,	.7 KW @ 646,	CHR	UNIPWR, \$ 13.00 (McGuild)	Coleman (LYNCHBURG)
WPVR-F, 94.9,	100 KW @ 1981,	EZ/SOFT AC	, \$ 32.00 (Christal)	Gibbons
WROV-F, 96.3,	14 KW @ 2076,	AOR	ABC, \$ 38.00 (HNWH)	Weil (MARTINSVILLE)
WSLQ-F, 99.1,	200 KW @ 1991,	AC	ABC, \$ 37.00 (Katz)	Mel Wheeler
WXLK-F, 92.3,	93 KW @ 2050,	CHR	UNIPWR, \$ 63.00 (McGuild)	Coleman
WXYU-F, 101.7,	3.4 KW @ 289,	COUNTRY	SMN, ABC, \$ 11.00 (K & P)	(LYNCHBURG)
WYYD-F, 107.9,	21 KW @ 1768,	COUNTRY	MBS, \$ 45.00 (McGuild)	(AMHURST)
WZST-F, 102.7,	22 KW @ 745,	SOFT AC	, \$ 13.00 (Savalli)	(LYNCHBURG)

ROCHESTER

Arbitron Rank/Pop (12+): 46/830,000
 MSA Rank/Pop: 51/995,000
 ADI # 72
 Average Person Ratings: 16.6
 Market TSL: 21.75 hours

Stations: 17/13
 Diaries: 1231/674:1/56.2%
 Sample Target: 1260
 % Below Line: 2.8
 % Not Listed: 21.5

1991 Revenue: \$23,800,000
 HH Inc.: \$36,263
 Retail \$: 7.9 Btl
 Pop per Station: 63,846
 #1 Biller: WCMF-F \$5,300,000

12+ METRO	1/4/SHARE	FAL					SUM		SPG		WIN		4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING		FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
		91	91	91	91	91	91	91	91												
1. WCMF-F (AOR)	204/14.8	16.2	19.2	16.6	16.2	16.7	237/2931	2463/29.7	30.4	30.7											WCMF-F
2. WHAM (FS)	179/13.0	15.2	11.7	11.5	15.0	12.9	190/2466	2229/26.9	29.8	30.2											WHAM
3. WBEE-F (C)	154/11.2	10.3	11.8	12.5	10.5	11.4	169/2041	1729/20.8	17.8	17.5											WBEE-F
4. WPXY-F (CHR)	145/10.5	9.5	9.7	10.4	9.5	10.0	151/2279	2112/25.4	26.1	25.3											WPXY-F
5. WVOR-F (AC)	96/ 7.0	6.9	5.9	8.6	8.1	7.1	101/1680	1561/18.8	20.5	20.3											WVOR-F
6. WRQI-F (EZ)	65/ 4.7	2.1	2.4	3.2	3.6	3.1	69/1110	1004/12.1	6.8	10.3											WRQI-F
7. WDKX-F (B)	64/ 4.6	5.4	5.2	4.3	4.6	4.9	64/774	770/ 9.3	9.7	8.9											WDKX-F
8. WKLX-F (O)	63/ 4.6	6.1	6.5	6.6	4.9	5.9	66/1291	1123/13.5	17.8	15.6											WKLX-F
9. WBBF (BB)	59/ 4.3	3.9	3.5	3.8	2.2	3.9	59/610	610/ 7.3	8.9	5.3											WBBF

12+ FM SHARE (METRO): 76.45% (828 of 1083) (WIN 91: 82.48%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WPXY-F >>	1 WCMF-F >>	1 WCMF-F >	1 WCMF-F >	1 WCMF-F >	1 WHAM >	1 WCMF-F <	1 WCMF-F	1 WCMF-F	1 WCMF-F	1 WHAM >
2 WCMF-F	2 WPXY-F >	2 WPXY-F	2 WBEE-F <	2 WBEE-F <	2 WBEE-F >	2 WHAM	2 WHAM	2 WHAM	2 WPXY-F	2 WBEE-F <
3	3 WRQI-F	3 WVOR-F	3 WHAM <	3 WHAM <	3 WVOR-F <	3 WBEE-F	3 WBEE-F	3 WPXY-F	3 WHAM	3 WCMF-F
4	4 WDKX-F <	WBEE-F <	4 WVOR-F	4 WVOR-F	4 WBBF	4 WPXY-F	4 WPXY-F	4 WBEE-F	4 WBEE-F	4
5	5 WBEE-F	5 WHAM	5 WPXY-F	5 WPXY-F	5 WRMM-F	5 WVOR-F	5 WVOR-F >	5 WVOR-F >	5 WDKX-F	5
6	6 WRMM-F <	6 WRMM-F <	6 WRQI-F	6 WRMM-F <	6	6	6 WRQI-F	6 WRQI-F	6	6
7	7 WVOR-F	7 WRQI-F	7 WRMM-F	7 WRQI-F	7	7	7	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 WPXY-F	1 WPXY-F	1 WPXY-F >	1 WPXY-F	1 WVOR-F	1 WCMF-F >>	1 WCMF-F >>	1 WCMF-F >>	1 WCMF-F >>	1 WCMF-F >
2 WCMF-F >	2 WCMF-F >	2 WCMF-F	2 WCMF-F	WPXY-F	2	2 WRQI-F	2 WRQI-F >	2 WHAM	2 WBEE-F <
3 WDKX-F >	3 WRMM-F	3 WBEE-F	3 WRMM-F	3 WBEE-F <	3	3 WPXY-F >	3 WBEE-F	3 WBEE-F	3 WHAM
4 WRMM-F	4 WDKX-F	4 WRMM-F	4 WVOR-F	4 WRMM-F	4	4 WVOR-F	4 WPXY-F	4 WRQI-F	4 WVOR-F
5	5 WBEE-F	5 WRQI-F	5 WDKX-F	5 WHAM	5	5 WHAM	5 WVOR-F	5 WVOR-F	5 WRQI-F >
6	6 WRQI-F	6 WVOR-F	WBEE-F	6 WCMF-F	6	6 WBEE-F	WHAM	6 WPXY-F	6 WKLX-F
7	7 WVOR-F	7	7 WHAM	7	7	7	7	7	7

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	CUME	TSA	TSA
WLKA-F 102.3 Canadaigua	0.4/1.5/ 7/	148		
WRMM 990 Rochester	0.2/1.3/ 3/	110		
WRMM-F 101.3 Rochester				
WWG 1460 Rochester	0.5/1.8/ 7/	164		
WEZQ-F 107.7 Weathersfield	0.9/3.0/ 31/	374		
WMJQ-F 102.5 Buffalo	0.7/3.6/ 23/	522		
WNTQ-F 93.1 Syracuse	0.7/1.5/ 26/	354		
WYLF 850 Penn Yan	0.5/1.2/ 11/	192		

RADIO STATIONS

WBBF, 950, 1 KW (DA-2)	, NOSTALGIA	UNIULT , \$ 25.00 (Katz)	Heritage
WHAM, 1180, 50 KW	, FULL SERVICE	CBS, NBC-T, \$ 58.00 (McGuilld)	Lincoln
WBEE-F, 92.5, 50 KW @ 500,	COUNTRY	UNIULT , \$ 64.00 (Katz)	Heritage
WCMF-F, 96.5, 50 KW @ 449,	AOR	, \$ 106.00 (Torbet)	Stoner
WDKX-F, 103.9, .8 KW @ 541,	BLACK	, \$ 30.00 (Williams)	
WKLX-F, 98.9, 37 KW @ 564,	OLDIES	, \$ 51.00 (Durpetti)	
WPXY-F, 97.9, 50 KW @ 400,	CHR	, \$ 68.00 (MMR)	Pyramid
WRQI-F, 95.1, 50 KW @ 496,	CL AOR	, \$ 28.00 (HNWH)	(BRISTOL)
WRMM-F, 101.3, 27 KW @ 195,	SOFT AC	, \$ 55.00 (Christal)	Atlantic
WVOR-F, 100.5, 50 KW @ 479,	AC	, \$ 87.00 (McGuilld)	Lincoln

SACRAMENTO

Arbitron Rank/Pop (12+): 30/1,274,900
 MSA Rank/Pop: 30/1,480,000
 ADI # 19
 Average Person Ratings: 16.7
 Market TSL: 22.25 hours

Stations: 30/24
 Diaries: 1507/846:1/50.7%
 Sample Target: 1480
 % Below Line: 5.2
 % Not Listed: 13.3

1991 Revenue: \$55,000,000
 HH Inc.: \$37,407
 Retail \$: 11.9 Bill
 Pop per Station: 53,120
 #1 Biller: KRAK-AF \$10,400,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. KFBK (N/T)	251/11.8	12.5	10.7	10.6	12.4	11.4	304/3727	3094/24.3	22.3	23.1			KFBK
2. KRAK-F (C)	183/ 8.6	11.4	9.4	9.7	10.1	9.8	229/3195	2450/19.2	20.8	19.9			KRAK-F
3. KSFM-F (CHR)	171/ 8.0	7.7	6.3	6.7	7.3	7.2	227/3312	2215/17.4	18.3	18.9			KSFM-F
4. KRXQ-F (AOR)	155/ 7.3	6.0	6.6	6.9	7.9	6.7	184/2209	1889/14.8	15.5	16.0			KRXQ-F
5. KSEG-F (CL AOR)	120/ 5.6	4.5	5.2	3.8	4.7	4.8	143/2288	1879/14.7	12.7	12.8			KSEG-F
6. KXOA-F (AC)	98/ 4.6	6.7	5.6	4.6	7.2	5.4	111/2074	1840/14.4	16.5	19.1			KXOA-F
7. KYMX-F (SAC/EZ)	96/ 4.5	4.4	5.7	4.9	4.7	4.9	101/1898	1708/13.4	12.9	11.2			KYMX-F
8. KHYL-F (O)	94/ 4.4	3.4	5.5	4.8	3.4	4.5	118/2086	1413/11.1	11.0	12.5			KHYL-F
9. KGBY-F (AC)	91/ 4.3	3.4	4.4	3.8	3.7	4.0	94/1883	1637/12.8	10.2	10.8			KGBY-F
10. KCTC (EZ/BB)	80/ 3.8	2.9	2.8	2.8	2.2	3.1	87/1003	868/ 6.8	6.4	4.9			KCTC
11. KWOD-F (CHR)	75/ 3.5	3.9	4.5	3.3	2.7	3.8	88/1882	1400/11.0	11.7	12.1			KWOD-F
12. KNCI-F (AOR)	72/ 3.4	2.4	2.7	3.4	3.1	3.0	79/1944	1469/11.5	11.8	12.3			KNCI-F
13. KQPT-F (J/NA)	65/ 3.1	2.8	3.2	4.0	3.4	3.3	68/1183	1030/ 8.1	8.2	9.7			KQPT-F
14. KRAK (C)	53/ 2.5	2.2	2.9	2.4	3.3	2.5	141/1567	807/ 6.3	6.2	6.8			KRAK
15. KNBR (?)	32/ 1.5	----	1.0	1.3	0.4	0.9	92/1543	642/ 5.0	0.0	2.8			KNBR
16. KGO (N/T)	30/ 1.4	1.3	1.7	1.7	1.7	1.5	116/1486	627/ 4.9	5.1	4.9			KGO
17. KSMJ (O)	29/ 1.4	1.2	0.8	0.9	0.6	1.1	40/480	361/ 2.8	2.9	2.3			KSMJ
18. KFIA (REL)	27/ 1.3	0.4	0.5	0.7	0.9	0.7	43/617	378/ 3.0	1.5	2.6			KFIA
19.													
20.													

12+ FM SHARE (METRO): 68.98% (1274 of 1847) (WIN 91: 73.31%)

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 KRAK-F <	1 KRAK-F	1 KFBK <	1 KFBK >	1 KFBK >	1 KFBK >	1 KRAK-F	1 KSFM-F >	1 KFBK >
2 KRXQ-F >	2 KSFM-F <	2 KRXQ-F	KFBK	2 KRAK-F >	2 KRAK-F >	2 KRAK-F	2 KRAK-F >	2 KSFM-F <	2 KFBK	2 KGO >
3 KWOD-F	3 KRAK-F <	3 KFBK	3 KSEG-F	3 KCTC	3 KCTC	3 KSFM-F <	3 KRXQ-F	3 KRXQ-F	3 KRXQ-F	3 KRAK-F
4	4 KSEG-F >	4 KSEG-F	4 KRXQ-F	4 KYMX-F	4 KYMX-F <	4 KRXQ-F	4 KSEG-F	4 KRXQ-F	4 KWOD-F <	4 KWOD-F
5	5 KWOD-F	5 KSFM-F	5 KGBY-F <	KRXQ-F	5 KXOA-F	5 KGBY-F	5 KHYL-F	5 KSEG-F	5 KRAK-F	5 KRXQ-F
6	6 KFBK	6 KGBY-F <	6 KYMX-F	6 KXOA-F <	6 KHYL-F	6 KSEG-F	6 KYMX-F	6 KXOA-F <	6 KSEG-F	6
7	7	7 KHYL-F	KXOA-F	7 KGBY-F <	7	7 KHYL-F	7 KSFM-F <	7 KYMX-F	7 KXOA-F	7
				8 KHYL-F		8 KXOA-F	8 KXOA-F	8 KGBY-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 KRAK-F >	1 KRAK-F	1 KRAK-F	1 KRXQ-F >>	1 KRXQ-F >	1 KRXQ-F	1 KRXQ-F	1 KFBK
2 KSFM-F >	2 KRXQ-F	2 KSFM-F	2 KGBY-F	2 KFBK	2 KSFM-F	2 KSEG-F	2 KSEG-F	2 KFBK <	2 KRAK-F
3 KWOD-F	3 KRAK-F >	3 KSEG-F	3 KSFM-F	3 KGBY-F	3 KWOD-F	3 KRAK-F <	3 KFBK	3 KSEG-F	3 KSEG-F
4 KGBY-F	4 KSEG-F	4 KQPT-F	4 KRXQ-F	4 KYMX-F <	KSEG-F >	4 KFBK	4 KRAK-F >	4 KRAK-F >	4 KRXQ-F >
5 KRAK-F	5 KGBY-F	5 KYMX-F	5 KXOA-F <	5 KXOA-F	5 KHYL-F	5 KSFM-F <	5 KWOD-F	5 KSFM-F	5 KHYL-F
6 KSEG-F	6 KWOD-F	6 KGBY-F	6 KFBK	6	6 KRAK-F	6 KWOD-F	6 KSFM-F	6 KHYL-F	6
KHYL-F	7 KQPT-F	7 KRXQ-F	7 KYMX-F	7	7	7	7 KNCI-F	7	7
			KSEG-F						

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
KFIA-F 101.9 Shngle Sp/Scrmnt	0.5/1.7/ 11/ 268		
KQBR-F 105.5 Davis/Scrmnto	1.0/4.0/ 28/ 662		
KSAC 1240 Sacramento	0.3/1.6/ 7/ 203		
KXOA 1470 Sacramento	0.4/2.0/ 10/ 297		
KCBS 740 San Francisco	0.6/3.1/ 71/1443		
KFRC 610 San Francisco	0.9/3.6/ 35/ 733		
KMEL-F 106.1 San Francisco	0.3/1.7/ 47/ 872		
KRFD-F 99.9 Marysville	0.4/2.7/ 42/ 803		

SACRAMENTO

RADIO STATIONS

AM STATIONS

KCTC	,	1320,	5 KW (DA-2)	,	EZ/Nostalgia	UNIULT UNISUP, \$ 31.00	(Christal)	Tribune Co.
KFBK	,	1530,	50 KW (DA-2)	,	News/Talk	ABC APR, \$159.00	(Group W)	Westinghouse
KRAK	,	1140,	50 KW (DA-2)	,	SEE KRAK-FM			
KRCX	,	1110,	5 KW/500 W (DA-2),	,	Hispanic	, \$ 39.00	(Katz Hisp.)	Fuller-Jeffrey
KSAC	,	1240,	1 KW	,	Sports	, \$ 25.00	(K & P)	
KSMJ	,	1380,	5 KW (DA-2)	,	Oldies	SHN, \$ NA	(MHR)	Booth
KXOA	,	1470,	5 KW/1 KW (DA-2)	,	Oldies	, \$ 27.00	(Banner)	Brown

FM STATIONS

KGBY-F,	92.5,	50 KW @ 449	,	AC	, \$ 57.00	(Group W)	Westinghouse
KHYL-F,	101.1,	36 KW @ 173	,	Oldies	, \$ 61.00	(Eastman)	Parker
KNCI-F,	98.5,	50 KW @ 500	,	Country	, \$ 60.00	(Mc-Guild)	Nationwide
KQPT-F,	100.5,	115 KW @ 380	,	Jazz/NAC	SOURCE, \$ 59.00	(CBS)	Duchossois
KRAK-F,	105.1,	50 KW @ 500	,	Country	, \$190.00	(Katz)	EZ
KRXQ-F,	93.7,	25 KW @ 298	,	AOR	, \$ 95.00	(Torbet)	Fuller-Jeffrey
KSEG-F,	96.9,	50 KW @ 500	,	Classic AOR	ABC, \$ 58.00	(Christal)	Great American
KSFM-F,	102.5,	50 KW @ 500	,	CHR	, \$ 81.00	(MHR)	Booth
KWOD-F,	106.5,	50 KW @ 500	,	CHR	CBS ABC, \$ 46.00	(HNWH)	
KXOA-F,	107.9,	50 KW @ 404	,	AC	, \$140.00	(Banner)	Brown
KYMX-F,	96.1,	50 KW @ 476	,	Soft AC/EZ	, \$ 65.00	(Christal)	Tribune Co.

SAGINAW-BAY CITY-MIDLAND

Arbitron Rank/Pop (12+): 115/324,500
 MSA Rank/Pop: 120/408,000
 ADI # 59 (w/Flint)
 Average Person Ratings: 17.5
 Market TSL: 23.00 hours

Stations: 19/13
 Diaries: 881/368:1/58.0%
 Sample Target: 820
 % Below Line: 7.7
 % Not Listed: 13.9

1991 Revenue: \$10,400,000
 HH Inc.: \$30,637
 Retail \$: 3.0 Bill
 Pop per Station: 24,961
 #1 Biller: WIOG-F \$2,300,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. WKCQ-F (C)	81/14.3	11.8	13.3	12.3	9.9	12.9	134/2039	912/28.1	25.4	22.9			WKCQ-F
2. WHNN-F (O)	59/10.4	11.1	15.1	11.1	10.9	11.9	145/1968	730/22.5	27.4	28.8			WHNN-F
3. WSGW (N/T)	57/10.0	12.2	11.2	8.5	12.3	10.5	73/879	627/19.3	24.4	21.2			WSGW
4. WKQZ-F (ADR)	52/ 9.2	7.0	9.6	10.9	12.3	9.2	96/1066	614/18.9	17.5	20.2			WKQZ-F
5. WIOG-F (CHR)	48/ 8.5	11.7	15.8	15.0	19.2	12.8	163/3060	970/29.9	32.1	40.4			WIOG-F
6. WGER-F (SAC)	45/ 7.9	6.8	6.0	7.8	7.1	7.1	54/737	522/16.1	16.2	18.1			WGER-F
7. WTLZ-F (B)	30/ 5.3	5.3	5.3	7.0	5.7	5.7	45/526	299/ 9.2	10.3	11.2			WTLZ-F
8. WKNX (BB)	23/ 4.0	1.9	1.2	1.7	1.7	2.2	26/200	137/ 4.2	4.7	5.0			WKNX
9. WTCF-F (CHR)	19/ 3.3	1.3	1.5	0.5	----	1.6	22/351	299/ 9.2	4.4	0.0			WTCF-F
10. WIXC-F (?)	14/ 2.5	----	----	----	----	0.6	25/275	170/ 5.2	0.0	0.0			WIXC-F
11. WJR (MOR)	12/ 2.1	2.6	1.2	0.9	2.7	1.7	91/1303	216/ 6.7	8.5	5.8			WJR
WFOF (BB)	12/ 2.1	2.4	2.8	2.2	1.3	2.4	73/929	189/ 5.8	8.0	5.0			WFOF
13. WWCK-F (CHR)	11/ 1.9	2.8	1.5	2.7	0.7	2.2	88/1515	287/ 8.8	8.3	5.6			WWCK-F
14. WCEN-F (C)	9/ 1.6	2.1	1.5	----	0.5	1.3	74/852	223/ 6.9	5.2	3.1			WCEN-F
15.													

12+ FM SHARE (METRO): 77.10% (377 of 489) (WIN 91: 80.74%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIOG-F>>	1 WKQZ-F>	1 WKCQ-F	1 WHNN-F<	1 WKCQ-F	1 WKQZ-F<	1 WSGW	1 WKCQ-F>	1 WKQZ-F	1 WTLZ-F<	1 WKQZ-F>
2 WWCK-F	2 WKQZ-F	2 WKQZ-F	2 WKQZ-F>	2 WHNN-F	2 WSGW	2 WHNN-F	2 WHNN-F	2 WKQZ-F	2 WKQZ-F<	2 WSGW
WTLZ-F	3 WIOG-F>	3 WHNN-F>	3 WKQZ-F	3 WKQZ-F<	3 WHNN-F>	3 WHNN-F	3 WGER-F<	3 WSGW	3 WIOG-F	3 WKQZ-F
4	4 WTLZ-F	4 WIOG-F	4 WGER-F	4 WGER-F>	4 WGER-F>	4 WIOG-F	4 WSGW <	4 WIOG-F	4 WKQZ-F	4 WHNN-F
5	5 WGER-F	5 WGER-F	5 WIOG-F	5 WIOG-F	5 WKNX	5 WKQZ-F	5 WKQZ-F>	5 WHNN-F	5 WTCF-F	5
6	6 WHNN-F	6 WTLZ-F	6 WSGW	6 WSGW	6	6 WGER-F	6 WIOG-F	6 WGER-F	6 WSGW	6
7	7	7	7	7	7	7	7	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 WTLZ-F	1 WIOG-F	1 WKQZ-F	1 WKQZ-F	1 WKQZ-F	1 WKQZ-F>>	1 WKQZ-F>>	1 WKQZ-F>>	1 WKQZ-F	1 WHNN-F
2 WIOG-F>	2 WTLZ-F	2 WKQZ-F	2 WHNN-F	2 WHNN-F	2 WKQZ-F>	2 WKQZ-F>	2 WKQZ-F	2 WKQZ-F	2 WKQZ-F<
3 WKQZ-F	WKQZ-F	WGER-F	WGER-F	3 WGER-F>	3 WIOG-F	3 WIOG-F>	3 WHNN-F	3 WHNN-F>	3 WKQZ-F>
4 WGER-F>	WKQZ-F	4 WIOG-F>	4 WIOG-F	4 WIOG-F	4	4 WHNN-F	4 WIOG-F	4 WIOG-F	4 WSGW >
5 WDZZ-F	5 WGER-F	5 WTLZ-F	5 WTLZ-F	5	5	5	5	5 WSGW	5 WGER-F
WTCF-F	6	WHNN-F	6 WKQZ-F	6	6	6	6	6	6 WIOG-F
WKQZ-F	7	7	7	7	7	7	7	7	7

OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
WMPX 1490 Midland	0.4/1.6/ 2/	56	
WSAM 1400 Saginaw/BayCity	1.1/5.6/ 6/	197	
WDZZ-F 92.7 Flint	0.9/2.0/ 41/	619	
WOWE-F 98.9 Vassar	0.4/2.2/ 21/	232	
WWW-F 106.7 Detroit	0.4/2.3/ 20/	298	

RADIO STATIONS

WKNX, 1210, 10 KW (DAYS), NOSTALGIA, \$ 10.00 (Patt)	
WSAM, 1400, 1 KW (DA-2), OLDIES, ABC, \$ 12.00 (Christal)	MacDonald
WSGW, 790, 5 KW/1 KW (DA-2), FULL SERVICE, NBC, MBS, \$ 36.00 (Katz)	Booth
WCEN-F, 94.5, 100 KW @ 981, COUNTRY, UNISUP, MBS, \$ 19.00 (Patt)	(MT. PLEASANT)
WGER-F, 106.3, 2 KW @ 380, SOFT AC, MBS, \$ 28.00 (McGuild)	
WHNN-F, 96.1, 100 KW @ 1020, OLDIES, UNIULT, \$ 54.00 (Eastman)	Liggett
WIOG-F, 102.5, 86 KW @ 800, CHR, ABC, SOURCE, \$ 55.00 (Katz)	Booth
WKQZ-F, 98.1, 50 KW @ 492, COUNTRY, ABC, \$ 41.00 (Christal)	MacDonald
WKQZ-F, 93.3, 38 KW @ 554, AOR, UNIPWR ABC, \$ 29.00 (Banner)	
WMJT-F, 100.9, 2.6 KW @ 500, AC, \$ 13.00 (Banner)	(PINCONNING)
WTCF-F, 100.5, 3 KW @ 328, CHR, CN, \$ 10.00 (---)	(CARROLLTON)
WTLZ-F, 107.1, 5 KW @ 398, BLACK, SBN, \$ 20.00 (Roslin)	Taylor

Other Ranked Stations - See Flint and Detroit

SALINAS-MONTEREY-SANTA CRUZ

Arbitron Rank/Pop (12+): 76/495,200
 MSA Rank/Pop: 134/602,000 (Salinas)
 ADI # 111
 Average Person Ratings: 16.7
 Market TSL: 22.25 hours

Stations: 35/18
 Diaries: 1034/479:1/51.9%
 Sample Target: 970
 % Below Line: 30.8
 % Not Listed: 15.2

1991 Revenue: \$11,900,000
 HH Inc.: \$39,277
 Retail \$: 4.5 Bill
 Pop per Station: 27,511
 #1 Biller: KDON-AF \$2,000,000

12+ METRO	FAL 1/4/SHARE	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. KDON-F (CHR)	82/ 9.9	11.8	9.6	11.7	11.1	10.8	85/1311	1254/25.3	25.4	24.4		KDON-F
2. KGO (N/T)	68/ 8.2	8.3	9.7	9.0	8.6	8.8	68/897	862/17.4	17.1	19.9		KGO
3. KTOM-F (C)	50/ 6.0	7.2	7.2	7.8	5.9	7.1	51/783	756/13.4	13.0	14.4		KTOM-F
4. KBOQ-F (CL)	44/ 5.3	2.8	3.3	3.0	2.2	3.6	44/582	572/11.6	6.8	5.9		KBOQ-F
5. KBAY-F (EZ)	40/ 4.8	5.1	4.0	4.2	3.4	4.5	47/479	424/ 8.6	9.9	7.5		KBAY-F
6. KWAV-F (AC)	39/ 4.7	4.5	4.3	4.9	4.5	4.6	40/704	688/13.9	12.5	12.3		KWAV-F
7. KTGE (SP)	33/ 4.0	2.9	2.8	3.1	3.5	3.2	33/318	318/ 6.4	6.9	4.5		KTGE
8. KUFX-F (AOR)	29/ 3.5	3.5	5.2	6.6	2.6	4.7	32/586	557/11.2	13.1	12.6		KUFX-F
9. KPIG-F (C)	27/ 3.3	2.0	1.8	0.5	2.0	1.9	28/299	289/ 5.8	4.8	4.1		KPIG-F
10. KCTY (SP)	26/ 3.1	4.7	2.9	3.8	2.9	3.6	26/237	237/ 4.8	6.1	5.2		KCTY
11. KOCN-F (SAC)	25/ 3.0	3.7	2.0	2.4	1.9	2.8	25/364	364/ 7.4	8.5	7.4		KOCN-F
12. KRAY-F (SP)	24/ 2.9	1.8	1.4	2.2	1.8	2.1	24/317	317/ 6.4	5.4	4.0		KRAY-F
13. KMBY-F (AOR)	22/ 2.7	3.6	2.4	3.2	3.5	3.0	22/469	465/ 9.4	10.0	10.6		KMBY-F
14. KHIP-F (O)	22/ 2.7	1.9	2.5	2.8	2.6	2.5	23/395	352/ 7.1	5.6	8.9		KHIP-F
15. KCBS (N/T)	21/ 2.5	2.6	2.8	2.2	3.3	2.5	21/496	467/ 9.4	9.3	13.4		KCBS
16. KXDC-AF (J/NA)	18/ 2.2	0.9	1.4	1.8	2.1	1.6	18/216	212/ 4.3	3.7	4.7		KXDC-AF
17. KNBR (N/T)	17/ 2.1	1.0	3.1	2.2	1.2	2.1	20/361	325/ 6.6	6.7	5.3		KNBR
18. KDBQ-F (AC)	17/ 2.1	2.6	3.4	2.4	4.8	2.6	18/426	399/ 7.9	8.6	10.7		KDBQ-F
19. KAZA (SP)	15/ 1.8	1.7	0.5	0.5	1.1	1.1	15/182	144/ 2.9	2.8	2.2		KAZA
20. KLFA-F (SP)	15/ 1.8	1.5	2.9	2.2	1.9	2.1	15/151	151/ 3.0	1.9	2.7		KLFA-F

12+ FM SHARE (METRO): 70.66% (496 of 702) (WIN 91: 73.17%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KDON-F >>	1 KDON-F >	1 KDON-F >	1 KTOM-F	1 KTOM-F	1 KGO >	1 KDON-F	1 KGO	1 KDON-F >	1 KDON-F	1 KGO >>
2 KTGE	2 KWAV-F	2 KTOM-F	2 KWAV-F	2 KWAV-F	2 KBOQ-F	2 KGO >	2 KDON-F	2 KGO	2 KGO >	2 KDON-F
KRAY-F	3 KTGE	3 KWAV-F	4 KDON-F	4 KDON-F <	3 KTOM-F <	3 KTOM-F	3 KTOM-F <	3 KTOM-F	3 KBOQ-F	3 KTOM-F
KLFA-F	4 KUFX-F	4 KUFX-F	4 KPIG-F	4 KGO	4 KBAY-F	4 KWAV-F	4 KBAY-F <	4 KBAY-F <	4 KTGE	4 KRAY-F
KCTY	5 KRAY-F	5 KTGE	5 KGO	5 KPIG-F	5	5 KCBS	5 KBOQ-F <	5 KBAY-F	5 KRAY-F	5
6	KMBY-F	6	KTGE	6 KBOQ-F	6	6 KBAY-F	6 KWAV-F	6 KWAV-F	6 KHIP-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 KDON-F >>	1 KDON-F >	1 KWAV-F	1 KDON-F >	1 KWAV-F	1 KDON-F >>	1 KDON-F >>	1 KWAV-F	1 KDON-F >	1 KTOM-F
2 KUFX-F	2 KWAV-F	3 KDON-F	2 KWAV-F	3 KDON-F	2 KMBY-F >	2 KMBY-F	KTOM-F	2 KTOM-F	2 KPIG-F >
3 KWAV-F	3 KTGE	3 KXDC-AF	3 KTOM-F	3 KGO	3 KUFX-F	3 KWAV-F	KDON-F	4 KWAV-F	4 KWAV-F
KTOM-F	4 KXDC-AF	KTGE	4 KTGE	KTOM-F	4	4 KTGE	KDON-F	4 KWAV-F	4 KWAV-F
5 KMEL-F	5 KUFX-F	5 KOCN-F	5 KUFX-F	KBOQ-F	5	5 KUFX-F	5 KTGE	5 KUFX-F	KDON-F
KMBY-F	KOCN-F	6 KRAY-F	KOCN-F	6 KTGE	6	6	6 KPIG-F	KMBY-F	6
	7 KRAY-F			KOCN-F			KMBY-F		

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

KHKN-F	104.3	Gonzales/Slnas	0.5/1.6/	4/ 80
KLAU	1540	Capitola/Montry	0.4/1.9/	3/ 95
KSCD	1080	Santa Cruz/Mntr	1.1/3.4/	9/ 170
KSUR-F	99.5	Greenfield	0.5/2.1/	4/ 115
KARA-F	105.7	Santa Clara	0.5/1.9/	5/ 98
KDFC-F	102.1	San Francisco	0.4/1.0/	3/ 56
KFRC	610	San Francisco	0.4/1.5/	4/ 86
KLOK	1170	San Jose/SF	0.8/2.1/	8/ 114
KMEL-F	106.1	San Francisco	0.7/2.7/	8/ 148
KMPG	1520	Hollister	0.4/1.1/	5/ 101
KOIT-F	96.5	San Francisco	0.5/0.9/	4/ 56
KOME-F	98.5	San Jose/San Fr	0.4/2.9/	3/ 146
KRTY-F	95.3	Los Gatos/SJ	0.8/3.2/	7/ 161
KSJO-F	92.3	San Jose	1.0/3.7/	12/ 237

SALINAS-MONTEREY-SANTA CRUZ

RADIO STATIONS

KCTY	,	980,	1 KW/247W (DA-1),	Hispanic					
KSCO	,	1080,	10 KW/5 KW (DA-2),	Talk	UNISUP NBC,	\$ NA	(Lotus)		
KTGE	,	1570,	5 KW/500W (DA-1),	Hispanic		\$15.00	(---)		
KTOM	,	1380,	5 KW (DA-2)	see KTOM-F		\$13.00	(Caballero)		
KBOQ-F,		92.7,	1 KW @ 567	Classical		\$25.00	(Durpetti)		
KRAY-F,		103.9,	5.8 KW @ -134	Hispanic		\$26.00	(Lotus)		
KDON-F,		102.5,	19 KW @ 2270	CHR		\$45.00	(Christal)		
KHIP-F,		93.5,	.9 W @ 1519	Oldies	UNISUP UNIULT,	\$15.00	(Eastman)	Henry	
KLFA-F,		93.9,	5.4 KW @ 702	Hispanic		\$14.00	(Caballero)	(HOLLISTER)	
KMBY-F,		107.1,	.9 KW @ 604	AOR		\$30.00	(HNWH)	(KING CITY)	
KOCN-F,		104.9,	1.9 KW @ 600	Soft AC	MBS UNISUP,	\$23.00	(Torbet)		
KPIG-F,		107.5,	2.9 KW @ 335	Country		\$15.00	(Katz)		
KSUR-F,		99.5,	50 KW @ 492	Classical		\$13.00	(CMBS)		
KTOM-F,		100.7,	1 KW @ 2420	Country	ABC,	\$41.00	(Katz)	Mt. Wilson (GREENFIELD)	
KWAV-F,		96.9,	18 KW @ 2450	AC	APR,	\$38.00	(HNWH)	Magic	
KXDC-F,		101.7	.8 KW @ 590	Jazz/NAC		\$14.00	(---)	Buckley	

Other Ranked Stations - See San Jose and San Francisco

ST. LOUIS

Arbitron Rank/Pop (12+): 18/2,019,100
 HSA Rank/Pop: 14/2,490,000
 ADI # 18
 Average Person Ratings: 17.8
 Market TSL: 23.25 hours

Stations: 30/30
 Diaries: 2123/951:1/58.1%
 Sample Target: 1940
 % Below Line: 0.0
 % Not Listed: 7.1

1991 Revenue: \$65,300,000
 HH Inc.: \$35,186
 Retail \$: 19.0 Bill
 Pop per Station: 67,303
 #1 Biller: KMOX \$19,000,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. KMOX (T/FS)	672/18.7	17.1	19.4	18.6	20.4	18.5	740/8555	7679/38.0	37.1	40.9			KMOX
2. KSHE-F (AOR)	261/ 7.3	8.8	9.7	8.3	8.1	8.5	343/4428	3528/17.5	19.3	19.8			KSHE-F
3. KMJM-F (B)	250/ 7.0	7.4	7.1	6.9	6.9	7.1	251/2372	2298/11.4	11.9	11.9			KMJM-F
4. WIL -F (C)	241/ 6.7	6.7	7.7	5.5	6.8	6.6	334/3944	3011/14.9	15.5	15.7			WIL -F
5. KSD -F (CL AOR)	188/ 5.2	5.9	5.7	5.9	5.8	5.7	203/3591	3305/16.4	17.7	16.8			KSD -F
6. KYKY-F (AC)	185/ 5.1	6.2	5.9	5.7	5.0	5.7	194/3517	3309/16.4	17.7	16.4			KYKY-F
7. WKBQ-F (CHR)	174/ 4.8	5.0	4.3	5.2	4.8	4.8	211/3713	3095/15.3	16.8	16.3			WKBQ-F
8. KLOU-F (O)	173/ 4.8	3.4	4.0	4.5	3.8	4.2	190/3365	3002/14.9	12.9	15.4			KLOU-F
9. KEZK-F (SAC/EZ)	172/ 4.8	4.4	3.5	5.0	5.0	4.4	192/3236	2930/14.5	14.0	14.4			KEZK-F
10. WKKX-F (C)	100/ 2.8	2.6	2.8	2.5	2.6	2.7	131/2068	1688/ 8.4	6.7	7.6			WKKX-F
11. KFUD-F (CL)	94/ 2.6	2.1	1.9	1.9	1.9	2.1	98/1612	1525/ 7.6	6.3	6.3			KFUD-F
12. WEW (BB)	81/ 2.3	2.4	1.9	2.0	1.8	2.2	83/707	648/ 3.2	3.8	2.7			WEW
13. KHTK-F (CHR)	75/ 2.1	2.5	3.2	2.3	1.5	2.5	82/2085	1939/ 9.6	11.6	6.8			KHTK-F
14. KRJY-F (SAC)	65/ 1.8	0.9	2.1	1.8	2.1	1.6	68/1400	1312/ 6.5	4.5	7.5			KRJY-F
15. WFXB-F (AOR)	59/ 1.6	1.5	1.2	2.2	1.8	1.6	60/1249	1125/ 5.6	6.4	7.1			WFXB-F
16. WRTH (BB)	58/ 1.6	2.4	1.2	1.8	1.6	1.8	58/862	860/ 4.3	4.8	4.6			WRTH
17. KXOK (B)	54/ 1.5	1.2	1.8	1.4	0.6	1.5	55/834	823/ 4.1	3.4	3.5			KXOK
18. KATZ (B)	52/ 1.4	1.5	1.7	1.9	2.1	1.6	52/720	720/ 3.6	5.0	5.4			KATZ
19. KATZ-F (B)	50/ 1.4	1.4	1.2	1.0	1.3	1.3	50/967	960/ 4.8	4.8	4.3			KATZ-F
20.													

12+ FM SHARE (METRO): 64.28% (2149 of 3343) (WIN 91: 69.20%)

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 KMJM-F>>	2 KMJM-F	2 KMOX	2 KSHE-F	2 KSHE-F	2 WIL -F	2 WIL -F	2 KSHE-F	2 KSHE-F<	2 KMJM-F>	2 KMJM-F>
3 KHTK-F	3 KSD -F>	3 KSD -F	3 KSD -F	3 KSD -F<	3 KLOU-F	3 KMJM-F	3 KEZK-F	3 KMJM-F<	3 KSHE-F	3 KSHE-F<
4	4 WKBQ-F<	4 KMJM-F	4 KLOU-F<	4 KLOU-F<	4 KEZK-F	4 KSHE-F	4 WIL -F	4 KYKY-F<	4 WKBQ-F>	4 WIL -F
5	5 KYKY-F	5 KYKY-F	5 KYKY-F	5 KYKY-F	5 KYKY-F	5 KYKY-F	5 KYKY-F	5 WIL -F	5 WIL -F	5
6	6 WIL -F	6 KLOU-F	6 KMJM-F<	6 WIL -F	6	6 WKBQ-F	KLOU-F	6 KSD -F<	6 KSD -F	6
7	7 KMOX	7 WIL -F	7 KEZK-F	7 KEZK-F<	7	KSD -F	7 KSD -F	7 KLOU-F<	7 KHTK-F	7
8	8	8 KEZK-F	8 WIL -F	8 KMJM-F	8	8	8 KMJM-F	8 WKBQ-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 KMJM-F>	1 KMJM-F>	1 KMJM-F	1 KMJM-F	1 KMOX	1 KSHE-F>>	1 KSHE-F>>	1 KSHE-F>	1 KSHE-F	1 KMOX
2 WKBQ-F>	2 KYKY-F	2 KSD -F<	2 KYKY-F	2 KEZK-F	2 KMJM-F	2 KSD -F	2 KSD -F>	2 KMOX	2 KSHE-F
3 KSHE-F	KSD -F	3 KYKY-F	3 KEZK-F	3 KYKY-F	3 WKBQ-F	3 KMJM-F	3 KMOX	3 KSD -F>	3 KSD -F
4 KYKY-F	4 KSHE-F	4 KEZK-F>	4 KSD -F<	4 KMJM-F	4 KSO -F	4 WKBQ-F	4 KMJM-F>	4 KLOU-F	4 KLOU-F
5 KSD -F	5 WKBQ-F	5 KSHE-F	5 KMOX	5 KLOU-F<	5 WIL -F>	KMOX	5 WKKX-F<	5 KMJM-F	5 WIL -F<
6 WIL -F	6 KEZK-F	6 WIL -F>	6 KSHE-F	6 WIL -F	6 KYKY-F	6 WIL -F	6 WKBQ-F<	6 WIL -F	6 KYKY-F
7 KHTK-F	7 WIL -F	7 KXOK	KLOU-F	7 KSD -F	7	7 WKKX-F	7 WIL -F	KYKY-F	7 WKKX-F
8 WKKX-F	8	KMOX	8 WIL -F	8 KSHE-F	8	8 KYKY-F	8 KYKY-F	8 WKKX-F	8 KMJM-F
			9 WKBQ-F						

OTHER RATED STATIONS	METRO CUME	TSA	TSA
	SHARE/RTG/AQH/CUME		
KASP 1380	St. Louis	0.8/2.0/	30/ 412
KEZK 590	Wood River/St.L	1.2/3.0/	42/ 659
KFXB-F 105.7	Ste. Genev/St.L	1.0/5.9/	47/1430
KIRL 1460	St. Charles/StL	0.7/1.8/	26/ 360
KSIV 1320	Clayton/St.Ls	0.6/2.1/	23/ 433
KSTL 690	St. Louis	0.3/1.0/	14/ 222
KUSA 550	St. Louis	1.3/5.1/	69/1598
WCBW-F 104.9	Columbia/St. L.	0.7/3.1/	26/ 638
WESL 1490	E. St. Louis	0.7/2.1/	26/ 433
WGNU 920	Granite City	0.8/1.9/	29/ 392
WIBV 1260	Belleville	1.2/3.4/	46/ 701

ST. LOUIS

RADIO STATIONSAM STATIONS

KATZ, 1600, 5 KW (DA-N)	, BLACK	SBN NBN, \$ 35.00 (K & P)	Interurban
KEZK, 59, 1 KW (DA-2)	, SEE KEZK-FM		
KMOX, 1120, 50 KW	, TALK/FULL SERVICE	CBS, \$ 322.00 (CBS)	CBS
KSIV, 1320, 5 KW/125 W	, RELIGION	, \$ 19.00 (---)	Bott
KUSA, 550, 5 KW (DA-N)	, COUNTRY OLDIES	MBS, \$ 40.00 (McGuild)	Gannett
KXOK, 630, 5 KW (DA-2)	, BLACK	, \$ 30.00 (Torbet)	
KXEN, 1010, 50 KW (DAYS, DA)	, RELIGION	, \$ 24.00 (---)	Mid America Gospel
WESL, 1490, 700 W/1 KW (DA-1),	GOSPEL	SBN UNIULT, \$ 23.00 (K & P)	Willis
WEW, 770, 1 KW (DAYS)	, NOSTALGIA	, \$ 26.00 (Roslin)	
WIBV, 1260, 5 KW (DA-2)	, MOR	MBS, NBC-T, \$ 20.00 (---)	
WRTH, 1430, 5 KW (DA-2)	, NOSTALGIA	UNISUP ABC, \$ 40.00 (Eastman)	Heritage
KGLD, 1380, 5 KW/1 KW (DA-2)	, OLDIES	, \$ 24.00 (Katz)	Chase

FM STATIONS

KATZ, 100.3, 50 KW @ 489, BLACK		NBN, \$ 36.00 (K & P)	Interurban
KEZK, 102.5, 100 KW @ 1027, SOFT AC/EZ		UNIULT, \$ 79.00 (MMR)	Adams
KFUO, 99.1, 100 KW @ 1027, CLASSICAL		NBC, \$ 43.00 (CMBS)	
KFXB, 105.7, 100 KW @ 1374, AOR		, \$ 42.00 (Durpatti)	(ST. GENEVIEVE)
WFXB, 101.1, 50 KW @ 594, AOR		, \$ NA (Torbet)	River Cities
KHTK, 97.1, 100 KW @ 561, CHR		, \$ 38.00 (Torbet)	Frischling
KLOU, 103.3, 100 KW @ 918, OLDIES		CBS, \$ 78.00 (CBS)	CBS
KMJH, 107.7, 100 KW @ 1027, BLACK		, \$ 100.00 (McGuild)	Noble
KRJY, 96.3, 100 KW @ 551, SOFT AC		, \$ 46.00 (Banner)	
KSD, 93.7, 100 KW @ 859, CLASSIC AOR		, \$ 112.00 (McGuild)	Gannett
KSHE, 94.7, 100 KW @ 1027, AOR		, \$ 156.00 (HNWH)	Emmis
KYKY, 98.1, 100 KW @ 541, AC		, \$ 139.00 (MMR)	EZ
WCBW, 104.9, 4 KW @ 400, RELIGION		, \$ 21.00 (---)	Universal
WIL, 92.3, 100 KW @ 1020, COUNTRY		ABC, \$ 90.00 (Eastman)	Heritage
WKBQ, 106.5, 90 KW @ 1027, CHR		, \$ 64.00 (Katz)	Chase
WKXX, 104.1, 39 KW @ 551, COUNTRY		, \$ 46.00 (Banner)	(JERSEYVILLE, IL)

SALT LAKE CITY

Arbitron Rank/Pop (12+): 36/1,044,300
 MSA Rank/Pop: 46/1,080,000
 ADI # 42
 Average Person Ratings: 14.8
 Market TSL: 19.50 hours

Stations: 29/29
 Diaries: 1447/722:1/59.0%
 Sample Target: 1380
 % Below Line: 0.0
 % Not Listed: 9.7

1991 Revenue: \$31,000,000
 HH Inc.: \$29,410
 Retail \$: 7.6 Bill
 Pop per Station: 36,010
 #1 Biller: KKAT-F \$4,300,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. KKAT-F (C)	161/10.4	10.8	11.0	13.9	11.1	11.5	183/2762	2351/22.5	23.0	20.8				KKAT-F
2. KSFI-F (EZ/SAC)	137/ 8.9	6.7	6.6	8.8	9.0	7.8	168/2647	2280/21.8	19.0	19.2				KSFI-F
3. KSOP-AF (C)	110/ 7.1	7.5	8.2	7.6	5.3	7.6	137/2035	1678/16.1	15.1	14.6				KSOP-AF
4. KBER-F (AOR)	107/ 6.9	7.9	5.3	6.4	4.6	6.6	113/1943	1788/17.1	17.1	14.1				KBER-F
5. KLZX-F (CL AOR)	103/ 6.7	6.0	7.3	6.7	7.1	6.7	114/1578	1489/14.3	15.1	13.3				KLZX-F
6. KSL (FS)	94/ 6.1	8.4	4.4	5.3	8.3	6.1	121/2468	2024/19.4	25.2	23.1				KSL
7. KCPX-AF (AC)	68/ 4.4	4.1	4.6	4.6	3.6	4.4	71/1604	1477/14.1	11.9	11.7				KCPX-AF
8. KUTQ-F (CHR)	63/ 4.1	3.6	4.1	2.8	2.4	3.6	69/1767	1590/15.2	13.1	9.3				KUTQ-F
9. KISN-F (CHR)	58/ 3.8	4.8	5.5	3.9	5.7	4.5	71/1906	1546/14.8	16.9	15.2				KISN-F
10. KDYL (BB)	43/ 2.8	2.2	2.2	2.3	3.2	2.4	43/527	527/ 5.0	4.0	5.1				KDYL
11. KHGR-F (SAC)	42/ 2.7	2.3	3.5	2.3	2.8	2.7	43/794	728/ 7.0	8.8	7.2				KHGR-F
12. KBZN-F (J/NA)	39/ 2.5	2.2	2.2	1.3	1.6	2.0	42/652	612/ 5.9	6.5	4.5				KBZN-F
13. KXRK-F (?)	38/ 2.5	0.6	1.3	0.5	0.8	1.2	40/668	640/ 6.1	4.7	4.9				KXRK-F
14. KALL (AC)	37/ 2.4	1.9	3.3	3.0	2.4	2.7	38/815	807/ 7.7	7.2	7.8				KALL
15. KZHT-F (CHR)	36/ 2.3	2.3	3.2	2.8	2.6	2.7	38/1066	1011/ 9.7	9.5	9.9				KZHT-F
16. KBCK-F (C)	36/ 2.3	2.3	1.5	2.6	1.6	2.2	39/563	530/ 5.1	3.9	4.5				KBCK-F
17. KRSP-F (AOR)	35/ 2.3	3.0	2.4	3.4	3.3	2.8	49/1095	942/ 9.0	12.3	12.5				KRSP-F
18. KALL-F (O/AC)	35/ 2.3	1.8	1.8	2.1	1.6	2.0	40/974	824/ 7.9	7.7	7.1				KALL-F
19. KJQN-F (AOR)	30/ 1.9	3.0	3.1	3.7	3.7	2.9	34/846	743/ 7.1	8.8	9.7				KJQN-F
20. KTKK (T)	29/ 1.9	2.3	2.5	1.6	1.7	2.1	30/340	330/ 3.2	3.8	3.4				KTKK

12+ FM SHARE (METRO): 80.29% (1120 of 1395) (WIN 91: 73.53%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KUTQ-F<	1 KKAT-F	1 KKAT-F	1 KKAT-F	1 KKAT-F	1 KSFI-F	1 KKAT-F	1 KSFI-F	1 KKAT-F	1 KBER-F	1 KKAT-F
2 KBER-F>>	2 KLZX-F	2 KLZX-F<	2 KSFI-F<	2 KSFI-F	2 KSL	2 KSFI-F	2 KKAT-F	2 KSFI-F	2 KKAT-F	2 KSFI-F
3 KKAT-F>	3 KBER-F	3 KSFI-F	3 KLZX-F	3 KLZX-F<	3 KSOP-AF	3 KLZX-F<	3 KSOP-AF	3 KBER-F	3 KSFI-F<	3 KSL
4 KISN-F	4 KSFI-F	4 KSOP-AF	4 KSOP-AF	4 KSOP-AF>	4 KKAT-F	4 KSL	4 KLZX-F>	4 KSOP-AF	4 KUTQ-F	4 KALL
5 KZHT-F	5 KSOP-AF	5 KBER-F	5 KCPX-AF	5 KCPX-AF	5 KDYL	5 KSOP-AF	5 KBER-F	5 KLZX-F<	5 KISN	5 KLZX-F
6	6 KCPX-AF	6 KCPX-AF	6 KBER-F	6 KSL	6	6 KBER-F<	6 KCPX-AF	6 KSL	6 KSL	6
						7 KISN-F		7 KUTQ-F	7 KSOP-AF	

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 KSFI-F	1 KSFI-F	1 KLZX-F	1 KLZX-F	1 KLZX-F	1 KLZX-F	1 KLZX-F
2 KSFI-F	2 KSFI-F>	2 KSOP-AF	KKAT-F>	2 KKAT-F	2 KBER-F	2 KKAT-F>	2 KKAT-F>	2 KKAT-F>	2 KKAT-F>
3 KXRK-F	3 KCPX-AF	3 KSFI-F	3 KSOP-AF	3 KSOP-AF>	3 KKAT-F>	3 KBER-F>	3 KBER-F>	3 KBER-F	3 KSOP-AF
4 KBER-F	4 KSOP-AF	4 KCPX-AF	4 KCPX-AF	4 KCPX-AF	4 KRSP-F	4 KSOP-AF	4 KSOP-AF	4 KSOP-AF	KSL
5 KCPX-AF	5 KBER-F	5 KLZX-F	5 KISN-F	5 KISN-F	5 KSOP-AF	5 KJQN-F	5	5 KSFI-F<	KBER-F
6 KUTQ-F	6 KLZX-F	6 KISN-F	6	6	KXRK-F	6	6	6 KCPX-AF	6 KSFI-F<
KISN-F	KISN-F	7 KBER-F	7	7	KUTQ-F	7	7	7	7 KCPX-AF
					KJQN-F				

OTHER RATED STATIONS	METRO CUME	TSA	TSA
	SHARE/RTG/AQH/CUME		
KCNR 860 Salt Lake City	0.6/3.6/	9/	379
KFAM 700 N Salt Lake Cit	1.3/2.6/	21/	334
KISN 570 Salt Lake City	1.1/7.4/	18/	806
KLO 1430 Ogden	0.4/1.5/	8/	185
KQOL-F 106.5 Spanish Frk/SL	1.2/2.7/	19/	302
KSOS-F 106.9 Brigham/St.Lk.	1.1/3.8/	26/	530
KZQQ-F 107.9 Roy/SL City	0.4/1.2/	6/	136

SALT LAKE CITY

RADIO STATIONS

AM STATIONS

KALL, 910,	5 KW/1KW (DA-N)	, Full Service	ABC MBS, \$30.00	(Eastman)	Hatch
KDYL, 1280,	5 KW/500W (DA-N)	, Nostalgia	SMN, \$29.00	(CBS)	
KISN, 570,	5 KW (DA-1)	, SEE KISN-FM			
KSL, 1160,	50 KW	, Full Service	CNN CBS, \$75.00	(CBS)	Bonneville
KTKK, 630,	1 KW/500 W (DA-2)	, Talk	ABC NBC, \$30.00	(K & P)	
KUTR, 1320,	5 KW (DA-1)	, AC	MBS, \$20.00	(MMR)	John Price

FM STATIONS

KALL, 94.1,	40 KW @ 3060	, Oldies/AC	ABC, \$31.00	(Eastman)	Hatch
KBCX, 105.7,	7 KW @ 3660	, Country	, \$23.00	(---)	Mid America Gospel
KBER, 101.1,	25 KW @ 3739	, AOR	, \$49.00	(Torbet)	(OGDEN)
KBZN, 97.9,	26 KW @ 3769	, Jazz/NAC	, \$26.00	(---)	(OGDEN)
KCPX, 98.7,	40 KW @ 2929	, AC	, \$47.00	(MMR)	John Price
KISN, 97.1,	30 KW @ 3651	, CHR	, \$61.00	(Mc-Guild)	
KJQN, 95.5,	50 KW @ 679	, AOR	, \$28.00	(Schubert)	(OGDEN)
KKAT, 101.9,	26 KW @ 3739	, Country	, \$93.00	(Banner)	Apollo (OGDEN)
KLZX, 93.3,	26 KW @ 3739	, Classic AOR	ABC, \$66.00	(Christal)	Citadel
KMGR, 107.5,	45 KW @ 2850	, Soft AC	UNISUP UNIULT, \$34.00	(HNWH)	Ragan Henry (OREM)
KQOL, 106.5,	8 KW @ 2709	, EZ	UNIULT, \$24.00	(---)	(SPANISH FORK)
KZHT, 94.9,	48 KW @ 2798	, CHR	, \$33.00	(Katz)	(PROVO)
KRSP, 103.5,	28 KW @ 3628	, AOR	ABC, \$48.00	(Banner)	
KSFI, 100.3,	26 KW @ 3739	, EZ/Soft AC	, \$65.00	(CBS)	
KSOP, 104.3,	25 KW @ 3638	, Country	, \$54.00	(MMR)	
KSOS, 106.9,	68 KW @ 2368	, AC	, \$20.00	(Moore)	(BRIGHAM)
KUTQ, 99.5,	40 KW @ 2952	, CHR	SOURCE, NBC, \$32.00	(K & P)	Citadel (BOUNTIFUL)

SAN ANTONIO

Arbitron Rank/Pop (12+): 35/1,078,100
 MSA Rank/Pop: 36/1,350,000
 ADI # 43
 Average Person Ratings: 18.7
 Market TSL: 24.25 hours

Stations: 30/29
 Diaries: 1400/770:1/49.7%
 Sample Target: 1390
 % Below Line: 0.3
 % Not Listed: 8.9

1991 Revenue: \$39,000,000
 MH Inc.: \$29,279
 Retail \$: 9.6 Bil
 Pop per Station: 37,175
 #1 Biller: KCYY-F/KKYX \$7,200,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. KCYY-F (C)	244/12.1	9.9	12.4	10.6	12.4	11.3	292/3086	2396/22.2	23.5	21.7			KCYY-F
2. KTFM-F (CHR)	201/10.0	9.2	9.3	9.2	10.1	9.4	210/2657	2392/22.2	23.4	22.8			KTFM-F
3. KXTN-F (SP)	171/ 8.5	7.5	9.7	7.4	3.9	8.3	227/2386	1829/17.0	15.3	8.0			KXTN-F
4. KAJA-F (C)	127/ 6.3	6.9	6.3	5.3	6.0	6.2	151/2374	1896/17.6	16.3	16.0			KAJA-F
5. WOAI (N/T)	110/ 5.5	3.7	4.4	6.3	6.2	5.0	145/2344	1728/16.0	12.1	15.7			WOAI
6. KISS-F (AC)	106/ 5.3	0.4	1.1	1.2	2.2	2.0	130/1799	1488/13.8	3.5	6.7			KISS-F
7. KQXT-F (SAC/EZ)	104/ 5.2	6.5	5.0	5.2	5.6	5.5	121/1589	1439/13.3	14.1	12.9			KQXT-F
8. KZEP-F (AOR)	77/ 3.8	4.2	3.9	4.9	5.6	4.2	83/1340	1224/10.9	13.0	14.9			KZEP-F
9. KKYX (C)	76/ 3.8	4.2	4.6	4.3	4.2	4.2	176/1842	889/ 8.2	8.3	9.4			KKYX
10. KSRR-F (AC/CHR)	73/ 3.6	3.5	3.9	3.2	3.1	3.5	86/1503	1266/11.7	12.8	10.9			KSRR-F
11. KCOR (SP)	69/ 3.4	3.7	3.6	5.8	3.6	4.1	85/716	669/ 6.2	6.3	6.5			KCOR
12. KSMG-F (O)	66/ 3.3	3.7	3.4	4.4	4.8	3.7	79/1397	1265/11.7	11.1	12.4			KSMG-F
13. KSAQ-F (AOR)	61/ 3.0	4.9	4.1	5.2	4.8	4.3	69/1555	1413/13.1	13.4	13.5			KSAQ-F
14. KONO-AF (O)	50/ 2.5	3.9	3.9	3.2	2.0	3.4	59/1329	1082/10.0	9.3	7.0			KONO-AF
KTSA (BB/MOR)	50/ 2.5	2.9	2.0	2.8	3.3	2.5	72/1173	865/ 8.0	8.1	7.2			KTSA
16. KKYX-F (AC)	45/ 2.2	2.3	2.9	3.0	2.5	2.6	56/1016	841/ 7.8	8.1	8.7			KKYX-F
17. KRIO-F (C)	32/ 1.6	2.1	2.4	1.1	---	1.8	50/784	600/ 5.6	6.1	0.0			KRIO-F
KEDA (SP)	32/ 1.6	1.0	2.1	1.2	2.2	1.5	41/343	325/ 3.0	2.6	5.1			KEDA
19. KLUP (AC)	26/ 1.3	---	0.2	0.3	0.6	0.4	33/483	420/ 3.9	0.3	0.8			KLUP
20.													

12+ FM SHARE (METRO): 73.29% (1347 of 1838) (WIN 91: 63.16%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KTFM-F>>	1 KCYY-F<	1 KCYY-F>	1 KCYY-F	1 KCYY-F	1 KCYY-F>	1 KCYY-F>	1 KCYY-F>	1 KCYY-F	1 KTFM-F>	1 KISS-F
2	2 KTFM-F	2 KTFM-F<	2 KXTN-F	2 KXTN-F	2 WOAI	2 KTFM-F	2 KAJA-F<	2 KTFM-F	2 KXTN-F	2 KCYY-F
3	3 KISS-F	3 KXTN-F	3 KTFM-F	3 KTFM-F	3 KXTN-F	3 KXTN-F	3 KTFM-F	3 KXTN-F	3 KCYY-F	3 KTFM-F>
4	4 KXTN-F	4 KISS-F	4 KISS-F<	4 KQXT-F<	4 KKYX <	4 KXTN-F	4 KXTN-F<	4 KAJA-F	4 KISS-F	4 KXTN-F
5	5 KAJA-F	5 KAJA-F	5 KAJA-F<	5 KAJA-F<	5 KQXT-F	5 WOAI	5 KQXT-F	5 KISS-F<	5 WOAI	5 KAJA-F
6	6 KSRR-F<	6 KZEP-F	6 KQXT-F	6 KISS-F<	6 KAJA-F	6 KKYX	6 WOAI	6 WOAI <	6 KSAQ-F	6 KQXT-F
7	7 KZEP-F	KQXT-F	7 KZEP-F<	7 KZEP-F	7	7 KQXT-F	7	7 KQXT-F	7	7 WOAI
8	8 KSAQ-F	8	8 KSMG-F	8 KSMG-F	8	8	8	8	8	8 KSAQ-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 KCYY-F>	1 KCYY-F	1 KCYY-F	1 KCYY-F>	1 KCYY-F>	1 KISS-F	1 KISS-F>	1 KISS-F>>	1 KISS-F	1 KISS-F<
2 KTFM-F	2 KTFM-F>	2 KTFM-F	2 KTFM-F	2 KXTN-F	2 KTFM-F>	2 KTFM-F	2 KTFM-F	2 KXTN-F	2 KXTN-F
3 KAJA-F	3 KAJA-F<	3 KXTN-F	3 KXTN-F	3 KTFM-F<	3 KXTN-F	3 KXTN-F	3 KZEP-F	3 KCYY-F	3 KCYY-F
4 KSRR-F	4 KXTN-F	4 KAJA-F	4 KAJA-F>	4 KAJA-F	KSAQ-F	4 KZEP-F<	KXTN-F	4 KTFM-F	4 KZEP-F
5 KXTN-F	5 KSRR-F	5 KSRR-F	5 KSRR-F<	5 KQXT-F	KCYX-F	5 KCYY-F<	5 KCYY-F	5 KZEP-F	5 WOAI
6 KSAQ-F	6	6 KQXT-F	6 KQXT-F	6	6 KAJA-F	6 KSAQ-F	6 KSAQ-F	6	6 KQXT-F
7 KISS-F	7	7 KSMG-F	7	7	7 KZEP-F	7 KAJA-F	7 KQXT-F	7	7
		8 KZEP-F					8 KSRR-F		

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

KDRY	1100	Alamo Heights	0.4/2.3/	8/ 258
KGNB	1420	New Braunfels	0.6/1.6/	13/ 184
KMHZ	1480	San Antonio	0.8/2.3/	16/ 243
KSAH	720	Universal City	1.1/2.3/	41/ 362
KSJL	760	San Antonio	0.5/2.0/	13/ 286
KSLR	630	San Antonio	0.7/3.4/	18/ 447
KVAR	1160	San Antonio	0.4/1.4/	8/ 153
KWED	1580	Seguin	0.6/1.7/	12/ 182
KZVE	1310	San Antonio	0.4/1.7/	8/ 197
KEYI-F	103.5	San Marcos/Aust	0.3/1.8/	13/ 337

SAN ANTONIO

RADIO STATIONS

AM STATIONS

KCOR, 1350,	5 KW (DA-N)	, HISPANIC		, \$ 57.00 (Katz)	Tichenor
KEDA, 1540,	5 KW/1 KW (DA-N),	HISPANIC		, \$ 25.00 (Caballero)	
KKYX, 680,	50 KW/10 KW(DA-N),	COUNTRY	ABC	, \$ 54.00 (Katz)	New City
KONO, 860,	5 KW/1 KW	, SEE KONO-FM			
KSAH, 720,	10 KW/1 KW (DA-2),	HISPANIC		, \$ 22.00 (Caballero)	
KTSA, 550,	5 KW (DA-N)	, NOSTALGIA/MOR	NBC-T ABC	, \$ 29.00 (Banner)	
KZVE, 1310,	5 KW/280 W(DA-1),	HISPANIC		, \$ 25.00 (Schubert)	TK
WOAI, 1200,	50 KW	, NEWS/TALK	CBS	, \$ 88.00 (Christal)	Clear Channel

FM STATIONS

KAJA, 97.3,	100 KW @ 984,	COUNTRY		, \$ 58.00 (Christal)	Clear Channel
KCYY, 100.3,	98 KW @ 581,	COUNTRY		, \$ 100.00 (Katz)	NewCity
KISS, 99.5,	100 KW @ 1112,	AOR	SMN ABC	, \$ 44.00 (HMR)	Adams
KMMX, 106.7,	100 KW @ 1017,	AC		, \$ 50.00 (Banner)	
KONO, 101.1,	100 KW @ 649,	OLDIES	UNIULT NBC	, \$ 40.00 (Christal)	(FREEDICKSBURG)
KQXT, 101.9,	100 KW @ 669,	SOFT AC/EZ		, \$ NA (Group W)	Westinghouse
KRIO, 94.1,	22 KW @ 695,	COUNTRY		, \$ 25.00 (---)	(FLORESVILLE)
KSAQ, 96.1,	100 KW @ 479,	AOR		, \$ 49.00 (Eastman)	Inner City
KSHG, 105.3,	100 KW @ 1250,	OLDIES		, \$ 60.00 (CBS)	Rusk
KSRR, 92.9,	100 KW @ 1017,	AC/CHR		, \$ 41.00 (Christal)	Booth
KTFM, 102.7,	100 KW @ 669,	CHR		, \$ 70.00 (Banner)	
KXTN, 107.5,	100 KW @ 1469,	HISPANIC		, \$ 53.00 (Schubert)	TK
KZEP, 104.5,	100 KW @ 659,	AOR	MBS	, \$ 55.00 (HNWH)	Lotus

SAN DIEGO

Arbitron Rank/Pop (12+): 15/2,173,700
 MSA Rank/Pop: 13/2,540,000
 ADI # 24
 Average Person Ratings: 16.3
 Market TSL: 21.50 hours

Stations: 39/32
 Diaries: 2191/992:1/52.0%
 Sample Target: 1920
 % Below Line: 5.0
 % Not Listed: 10.7

1991 Revenue: \$86,000,000
 HH Inc.: \$41,672
 Retail \$: 19.9 Bil
 Pop per Station: 67,328
 #1 Biller: KFMB \$10,000,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. KSON-AF (C)	293/ 8.2	7.5	7.1	8.8	6.1	7.9	293/3645	3645/16.8	16.4	12.9			KSON-AF
2. KJQY-F (SAC)	190/ 5.4	5.7	5.2	5.6	4.9	5.5	190/2945	2945/13.5	13.5	11.7			KJQY-F
3. KGB -F (AOR)	189/ 5.3	5.5	4.9	6.0	4.9	5.4	189/3672	3672/16.9	17.3	14.9			KGB -F
4. KSDO (N/T)	181/ 5.1	4.6	5.6	5.2	5.9	5.1	181/2545	2545/11.7	10.1	11.6			KSDO
5. KFMB-F (AC)	177/ 5.0	4.4	4.7	5.4	5.7	4.9	177/2911	2911/13.4	14.9	16.6			KFMB-F
6. KKLQ-AF (CHR)	174/ 4.9	6.5	6.5	6.0	7.3	6.0	174/3795	3795/17.5	17.7	19.3			KKLQ-AF
7. XTRA-F (AOR)	158/ 4.5	5.4	5.5	5.4	4.4	5.2	158/2943	2943/13.5	13.4	13.8			XTRA-F
8. KYXY-F (AC)	147/ 4.1	5.8	4.0	3.6	4.3	4.4	147/2692	2692/12.4	13.0	11.3			KYXY-F
9. KPOP (BB)	138/ 3.9	3.6	3.8	4.5	4.1	4.0	138/1562	1562/ 7.2	6.4	6.8			KPOP
10. KIFM-F (J)	128/ 3.6	4.1	4.3	3.2	3.6	3.8	128/2112	2112/ 9.7	10.1	10.6			KIFM-F
11. KFMB (FS)	126/ 3.6	4.0	5.0	6.5	5.1	4.8	126/2045	2045/ 9.4	13.4	12.9			KFMB
12. XHTZ-F (CHR)	123/ 3.5	4.0	3.4	2.4	2.6	3.3	123/2798	2798/12.9	12.7	9.3			XHTZ-F
13. KIOZ-F (AOR)	114/ 3.2	2.1	4.0	2.6	1.9	3.0	114/1675	1675/ 7.7	5.8	5.5			KIOZ-F
14. KFSD-F (CL)	110/ 3.1	4.0	3.8	3.0	3.7	3.5	110/1697	1697/ 7.8	9.7	8.5			KFSD-F
15. KCLX-F (?)	108/ 3.0	3.0	2.8	4.2	3.3	3.3	108/2189	2189/10.1	9.7	9.4			KCLX-F
16. KCBQ-F (O)	94/ 2.6	2.4	2.9	2.5	2.8	2.6	94/1782	1782/ 8.2	9.0	7.3			KCBQ-F
17. KBZS-F (?)	70/ 2.0	1.9	1.5	1.7	1.1	1.8	70/1374	1374/ 6.3	6.8	6.6			KBZS-F
18. XTRA (SPTS)	64/ 1.8	2.1	2.0	1.1	1.2	1.8	64/1158	1158/ 5.3	8.5	4.9			XTRA
19. XLTN-F (SP)	63/ 1.8	1.0	0.8	0.9	1.6	1.1	63/1078	1078/ 5.0	3.0	3.3			XLTN-F
20.													

12+ FM SHARE (METRO): 73.04% (2314 of 3168) (WIN 91: 72.14%)

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 KSON-AF	1 KSON-AF	1 KSON-AF	1 KSON-AF	1 KSON-AF	1 KSON-AF	1 KSON-AF	1 KKLQ-AF	1 KSON-F
2 XHTZ-F	2 XTRA-F	2 KGB -F	2 KGB -F	2 KFMB-F	2 KSDO	2 KSDO	2 KJQY-F	2 KJQY-F	2 XHTZ-F	2 KSDO
3 KIOZ-F	3 KSON-AF	3 KFMB-F	3 KFMB-F	3 KGB -F	3 KJQY-F	3 KFMB-F	3 KSDO	3 KKLQ-AF	3 XTRA-F	3 KPOP
4 XTRA-F	4 KKLQ-AF	4 XTRA-F	4 KIFM-F	4 KIFM-F	4 KPOP	4 KGB -F	4 KGB -F	4 XTRA-F	4 KSON-AF	4 KYXY-F
5	5 KFMB-F	5 KKLQ-AF	5 KJQY-F	5 KJQY-F	5 KFMB	5 KFMB	5 KFMB-F	5 KFMB-F	5 KYXY-F	5 KFMB
6	6 KIOZ-F	6 KIFM-F	6 KCLX-F	6 KYXY-F	6 KFSD-F	6 KKLQ-AF	6 KPOP	6 KFMB-F	6 KIOZ-F	6 KHKY-F
7	7 KCLX-F	7 KYXY-F	7 KYXY-F	7 KCLX-F	7 KYXY-F	7 KJQY-F	7 KYXY-F	7 KYXY-F	7 KGB -F	7 KIFM-F
8	8 XHTZ-F	8 KCLX-F	8 XTRA-F	8 XTRA-F	8 KIFM-F	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 KKLQ-AF	1 KFMB-F	1 KFMB-F	1 KSON-AF	1 KSON-AF	1 XTRA-F	1 KGB -F	1 KGB -F	1 KGB -F	1 KSON-AF
2 KIOZ-F	2 KSON-AF	2 KSON-AF	2 KFMB-F	2 KFMB-F	2 KGB -F	2 XTRA-F	2 XTRA-F	2 KSON-AF	2 KIFM-F
3 XHTZ-F	3 KKLQ-AF	3 KGB -F	3 KJQY-F	3 KJQY-F	3 KKLQ-AF	3 KIOZ-F	3 KSON-AF	3 XTRA-F	3 KGB -F
4 XTRA-F	4 KGB -F	4 KCLX-F	4 KKLQ-AF	4 KYXY-F	4 KIOZ-F	4 KSON-AF	4 KCLX-F	4 KIFM-F	4 XTRA-F
5 KSON-AF	5 XTRA-F	5 KJQY-F	5 KYXY-F	5 KKLQ-AF	5 XHTZ-F	5 KKLQ-AF	5 KIFM-F	5 KIOZ-F	5 KCLX-F
6 KGB -F	6 KJQY-F	6 KKLQ-AF	6 KGB -F	6 KGB -F	6 KSON-AF	6 KFMB-F	6 KIOZ-F	6 KCLX-F	6 KFMB-F
7 KJQY-F	7 KYXY-F	7 KYXY-F	7	7 KFSD-F	7 KFMB-F	7 KCLX-F	7 KFMB-F	7 KFMB-F	7 KSDO
8	8 XHTZ-F	8 XTRA-F	8	8	8	8	8	8	8

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

KBNN-F	100.1	Julian	0.3/1.1/ 12/ 234
KCBQ	1170	San Diego	1.4/3.6/ 48/ 788
KCEO	1000	Vista	0.5/2.0/ 18/ 430
KGHG	1320	Oceanside	0.7/0.7/ 26/ 158
KKOS-F	95.9	Carlsbad	0.6/1.7/ 22/ 359
KOWF-F	92.1	Escondido/SD	0.7/2.4/ 26/ 530
KPRZ	1210	San Marcos/SD	0.8/1.7/ 30/ 368
KSPA	1450	Escondido/SD	0.6/1.3/ 23/ 274
XEMO	860	Tijuana	1.5/3.9/ 52/ 847
XHKY-F	95.7	Tijuana/SD	1.1/2.9/ 39/ 630
XHRM-F	92.5	Tijuana	1.3/5.0/ 46/1083
KFI	640	Los Angeles	1.4/4.4/ 50/ 958
KLVS-F	95.5	Los Angeles	0.6/2.2/ 21/ 475
KLVE-F	107.5	Los Angeles	0.3/0.8/ 11/ 182
KNX	1070	Los Angeles	1.4/5.1/ 51/1113
KOST-F	103.5	Los Angeles	0.3/1.4/ 12/ 302
KRTH-F	101.1	Los Angeles	0.5/2.2/ 18/ 470
XPRS	1090	Tijuana	0.5/0.8/ 16/ 170

SAN DIEGO

RADIO STATIONS

AM STATIONS

KCBQ, 1170,	50 KW/5 KW (DA-2)	,	SEE KCBQ-FM			
KCEO, 1000,	2.5 KW/250 W (DA-1)	,	BUSINESS NEWS	BRN ABC, \$ 30.00	(---)	
KFMB, 760,	5 KW (DA-N)	,	Full Service	CBS, \$170.00	(Mc-Guild)	Midwest TV
KPOP, 1360,	5 KW/1 KW	,	Nostalgia	NBC, UNISUP, \$ 47.00	(Katz)	Brown
KSDO, 1130,	10 KW (DA-2)	,	News/Talk	ABC, \$109.00	(Durpetti)	Gannett
XTRA, 690,	50 KW (DA-2)	,	Sports	MBS, \$ 55.00	(MMR)	Noble

FM STATIONS

KCBQ, 105.3,	29 KW @ 620	,	Oldies	, \$ 83.00	(HNWH)	Adams
KFMB, 100.7,	30 KW @ 620	,	AC	, \$144.00	(Mc-Guild)	Midwest TV
KFSD, 94.1,	100 KW @ 640	,	Classical	, \$ 71.00	(HNWH)	Lotus
KGB, 101.5,	50 KW @ 500	,	AOR	, \$159.00	(Katz)	Brown
KIFM, 98.1,	28 KW @ 640	,	Jazz	, \$100.00	(CBS)	
KIOZ, 102.1,	10 KW @ 980	,	AOR	, \$ 51.00	(Banner)	(OCEANSIDE)
KJQY, 103.7,	36 KW @ 581	,	Soft AC	, \$128.00	(MMR)	Legacy
KBZS, 94.9,	22 KW @ 328	,	Oldies	, \$ 60.00	(Eastman)	Anaheim
KKLQ, 106.5,	50 KW @ 440	,	CHR	APR MBS, \$165.00	(Christal)	Edens
KSDO, 102.9,	32 KW @ 617	,	Classic AOR	, \$ 70.00	(Durpetti)	Gannett
KSON, 97.3,	50 KW @ 440	,	Country	, \$171.00	(Banner)	Jeff-Pilot
KYXY, 96.5,	41 KW @ 541	,	AC	, \$ 95.00	(HNWH)	
XHRM, 92.5,	100 KW @ ?	,	Black	ABC, \$ 45.00	(K & P)	(TIJUANA)
XHTZ, 90.3,	100 KW @ 994	,	CHR	ABC, \$ 40.00	(---)	(TIJUANA)
XLTN, 104.5,	60 KW @ 994	,	Hispanic	, \$ 35.00	(Katz Hisp)	(TIJUANA)
XTRA, 91.1,	100 KW @ 686	,	AOR	, \$135.00	(MMR)	Noble (TIJUANA)

SAN FRANCISCO

Arbitron Rank/Pop (12+): 4/5,178,000
 MSA Rank/Pop: 28/4,760,000
 ADI # 5
 Average Person Ratings: 16.4
 Market TSL: 21.75 hours

Stations: 51/49
 Diaries: 3943/1313:1/50.4%
 Sample Target: 3000
 % Below Line: 1.2
 % Not Listed: 11.8

1991 Revenue: \$170,700,000
 MH Inc.: \$45,752
 Retail \$: 40.8 Bil
 Pop per Station: 105,673
 #1 Biller: KGO \$23,000,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume	
1. KGO (T/N)	716/ 8.4	8.4	8.0	7.8	8.9	8.1	881/11627	9378/18.1	20.6	21.6				KGO
2. KCBS (N)	419/ 4.9	5.5	4.1	4.8	6.7	4.8	515/10593	8757/16.9	18.6	19.7				KCBS
3. KMEL-F (CHR)	392/ 4.6	5.3	6.1	6.2	5.3	5.3	423/7503	6833/13.2	13.5	14.9				KMEL-F
4. KFRC (BB)	380/ 4.5	4.3	4.9	4.3	4.5	4.5	418/5678	4880/ 9.4	9.3	9.4				KFRC
5. KOIT-AF (SAC)	365/ 4.3	3.6	3.0	3.7	3.2	3.7	389/6536	6205/12.0	11.0	10.3				KOIT-AF
6. KSNF-F (C)	316/ 3.7	2.9	2.5	3.0	3.2	3.0	325/4644	4491/ 8.7	7.6	7.2				KSNF-F
7. KNBR (T)	290/ 3.4	3.3	4.5	3.8	2.4	3.8	415/7812	5731/11.1	10.1	9.0				KNBR
8. KIOI-F (AC)	285/ 3.3	2.7	3.2	3.9	2.9	3.3	290/5478	5334/10.3	9.1	8.7				KIOI-F
9. KABL-AF (EZ/SAC)	271/ 3.2	3.0	2.7	2.6	2.9	2.9	277/4919	4742/ 9.2	9.2	7.8				KABL-AF
10. KSOL-F (B)	241/ 2.8	2.9	2.8	3.6	2.9	3.0	248/5270	5142/ 9.9	10.8	9.4				KSOL-F
11. KSSF-F (J/NA)	228/ 2.7	2.5	2.7	2.5	2.3	2.6	233/3425	3260/ 6.3	7.1	6.4				KSSF-F
12. KRQR-F (AOR)	215/ 2.5	2.2	2.8	2.3	2.9	2.5	230/4368	4010/ 7.7	7.3	7.1				KRQR-F
13. KITS-F (CHR)	213/ 2.5	3.1	2.7	2.6	3.1	2.7	219/3729	3604/ 7.0	8.1	7.1				KITS-F
14. KBAY-F (EZ)	194/ 2.3	2.3	2.0	2.1	1.9	2.2	246/3384	2791/ 5.4	4.9	4.2				KBAY-F
15. KKHI-AF (CL)	192/ 2.3	1.6	2.2	2.4	2.3	2.1	198/3427	3358/ 6.5	5.3	5.8				KKHI-AF
16. KDFC-AF (CL)	188/ 2.2	2.3	2.3	2.7	1.9	2.4	198/3988	3817/ 7.4	7.4	7.1				KDFC-AF
17. KOFY (SP)	168/ 2.0	0.7	0.8	0.6	0.5	1.0	169/1725	1657/ 3.2	2.4	1.6				KOFY
18. KBLX-AF (J/U)	161/ 1.9	2.4	2.5	2.0	2.3	2.2	165/3517	3403/ 6.6	6.6	7.3				KBLX-AF
19. KHQT-F (CHR)	154/ 1.8	1.5	1.8	1.9	1.4	1.8	155/2332	2302/ 4.4	5.2	4.3				KHQT-F
20. KDBQ-FF (AC)	152/ 1.8	1.2	1.7	1.6	1.6	1.6	170/3417	2992/ 5.8	5.8	5.4				KDBQ-FF
21. KFOG-F (AOR)	150/ 1.8	1.6	2.3	1.9	2.3	1.9	156/3524	3402/ 6.6	6.3	7.6				KFOG-F
22. KSJO-F (AOR)	130/ 1.5	1.8	1.6	1.6	1.6	1.6	145/2973	2697/ 5.2	5.0	5.0				KSJO-F
23. KFRC-F (O)	129/ 1.5	1.8	2.3	2.2	1.9	2.0	132/3326	3259/ 6.3	7.5	7.5				KFRC-F
24. KSFO (O)	127/ 1.5	1.8	2.6	2.1	1.4	2.0	134/3095	2906/ 5.6	6.2	5.5				KSFO
25. KOME-F (AOR)	123/ 1.4	1.8	1.4	1.5	1.3	1.5	129/2658	2398/ 4.6	5.0	4.6				KOME-F
26. KBRG-F (SP)	115/ 1.4	2.1	2.0	1.1	1.4	1.6	115/1468	1463/ 2.8	3.0	1.9				KBRG-F
27. KYA -F (O)	108/ 1.3	1.4	1.2	1.1	1.4	1.3	112/2826	2758/ 5.3	5.2	5.8				KYA -F
28. KJAZ-F (J)	103/ 1.2	1.0	0.8	1.1	1.3	1.0	104/1802	1765/ 3.4	3.0	3.4				KJAZ-F
29. KNEW (C)	100/ 1.2	1.2	0.8	1.2	1.0	1.1	100/1376	1365/ 2.6	3.4	2.8				KNEW
30. KARA-F (AC)	83/ 1.0	0.9	0.7	1.3	0.9	1.0	90/1421	1284/ 2.5	3.1	3.0				KARA-F

12+ FM SHARE (METRO): 63.78% (4789 of 7509) (WIN 91: 63.35%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KMEL-F	1 KMEL-F	1 KMEL-F	1 KGO	1 KGO	1 KGO	1 KGO	1 KGO	1 KGO	1 KGO	1 KGO
2 KSOL-F	2 KIOI-F	2 KGO	2 KOIT-AF	2 KOIT-AF	2 KCBS	2 KOIT-AF	2 KOIT-AF	2 KMEL-F	2 KMEL-F	2 KCBS
3 KHQT-F	3 KITS-F	3 KOIT-AF	3 KSNF-F	3 KSNF-F	3 KFRC	3 KMEL-F	3 KMEL-F	3 KCBS	3 KIOI-F	3 KNBR
4	4 KRQR-F	4 KIOI-F	4 KSSF-F	4 KCBS	4 KOIT-AF	4 KOIT-AF	4 KCBS	4 KFRC	4 KSOL-F	4 KFRC
5	5 KSOL-F	5 KSNF-F	5 KIOI-F	5 KABL-AF	5 KNBR	5 KNBR	5 KSNF-F	5 KOIT-AF	5 KNBR	5 KIOI-F
6	6 KSNF-F	6 KRQR-F	6 KRQR-F	6 KNBR	6 KABL-AF	6 KFRC	6 KSNF-F	6 KRQR-F	6 KSNF-F	6 KSNF-F
7	7 KOIT-AF	7 KSSF-F	7 KCBS	7 KSSF-F	7 KSNF-F	7 KSNF-F	7 KSNF-F	7 KSOL-F	7 KBLX-AF	7 KMEL-F
8	8 KOME-F	8 KITS-F	8 KNBR	8 KIOI-F	8 KKHI-AF	8 KABL-AF	8 KIOI-F	8 KNBR	8 KDFC-AF	8 KBAY-F
9	9 KSJO-F	9 KNBR	9 KMEL-F	9 KRQR-F	9 KBAY-F	9 KIOI-F	9 KABL-AF	9 KIOI-F	9 KFRC	9 KBLX-F
10	10 KOFY	10 KCBS	10 KABL-AF	10 KMEL-F	10 KSSF-F	10	10 KMEL-F	10 KABL-AF	10 KSNF-F	10 KFRC-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 KMEL-F	1 KMEL-F	1 KMEL-F	1 KMEL-F	1 KOIT-AF	1 KMEL-F	1 KMEL-F	1 KRQR-F	1 KGO	1 KGO
2 KSOL-F	2 KIOI-F	2 KIOI-F	2 KOIT-AF	2 KGO	2 KITS-F	2 KITS-F	2 KITS-F	2 KRQR-F	2 KRQR-F
3 KIOI-F	3 KSNF-F	3 KOIT-AF	3 KIOI-F	3 KSNF-F	3 KIOI-F	3 KRQR-F	3 KMEL-F	3 KMEL-F	3 KNBR
4 KSNF-F	4 KOIT-AF	4 KSNF-F	4 KSNF-F	4 KIOI-F	4 KSOL-F	4 KIOI-F	4 KOME-F	4 KNBR	4 KSSF-F
5 KITS-F	5 KSOL-F	5 KBLX-AF	5 KGO	5 KABL-AF	5 KRQR-F	5 KSJO-F	5 KGO	5 KITS-F	5 KCBS
6 KHQT-F	6 KITS-F	6 KFOG-F	6 KABL-AF	6 KBRG-F	6 KOFY	6 KOME-F	6 KSJO-F	6 KIOI-F	6 KOIT-AF
7 KOIT-AF	7 KBLX-AF	7 KFRC-F	7 KSOL-F	7 KMEL-F	7 KSJO-F	7 KSOL-F	7 KSSF-F	7 KIOI-F	7 KSNF-F
8 KOME-F	8 KOFY	8	8 KSSF-F	8 KSSF-F	8 KOIT-AF	8 KOFY	8 KNBR	8 KSSF-F	8 KABL-AF
9 KSJO-F	9 KHQT-F	9	9	9 KBLX-AF	9 KHQT-F	9 KGO	9	9 KSNF-F	9 KITS-F
10 KOFY	10 KFOG-F	10	10	10	10 KSAN-F	10 KSAN-F	10	10 KCBS	10 KFOG-F

SAN FRANCISCO

OTHER RATED STATIONS METRO CUME TSA TSA
SHARE/RTG/AQH/CUME

KDIA	1310	Oakland/SF	0.8/2.6/ 70/1365
KEEN	1370	San Jose	0.8/1.3/ 68/ 693
KEZR-F	106.5	San Jose	0.9/3.1/ 82/1653
KFAX	1100	San Francisco	0.8/1.8/ 64/ 967
KIQI	1010	San Francisco	0.8/1.6/ 65/ 873
KKIQ-F	101.7	Livermore/Plsnt	0.3/1.0/ 29/ 569
KLOK	1170	SanJose/SanFran	0.6/1.8/ 56/1079
KRTY-F	95.3	Los Gatos	0.9/2.4/ 82/1409
KUFY-F	94.5	Gilroy	0.9/3.7/112/2651
KXFX-F	101.7	Santa Rosa	0.7/1.4/ 61/ 807
KZST-F	100.1	Santa Rosa	0.5/1.2/ 42/ 683
KRAK	1140	Sacramento	0.8/1.0/171/1861
KSFM-F	102.5	Woodland/Scrmnt	0.4/1.5/239/3544

RADIO STATIONS

AM STATIONS

KABL	960,	5 KW (DA-1)	, SEE KABL-FM		
KCBS	740,	50 KW (DA-2)	, NEWS	CBS , \$ 245.00 (CBS)	CBS
KDIA	1310,	5 KW (DA-1)	, BLACK	, \$ 41.00 (---)	
KEST	1450,	1 KW	, ETHNIC	, \$ 45.00 (---)	Douglas
KFAX	1100,	50 KW (DA-1)	, RELIGION	, \$ 40.00 (---)	Salem
KFRC	610,	5 KW	, NOSTALGIA	MBS, UNISUP, \$ 90.00 (Schubert)	Bedford
KGO	810,	50 KW	, TALK/NEWS	ABC , \$ 350.00 (Banner)	Cap. Cities/ABC
KIQI	1010,	10 KW/500W (DA-1)	, HISPANIC	, \$ 50.00 (Caballero)	
KNBR	680,	50 KW	, TALK	NBC , \$ 161.00 (Eastman)	Susquehanna
KNEW	910,	5 KW (DA-N)	, COUNTRY	, \$ NA (McGuild)	Malrite
KSFO	560,	5 KW (DA-N)	, OLDIES	UNIPWR , \$ 106.00 (MMR)	

FM STATIONS

KABL	98.1,	100 KW @ 940,	EZ/SOFT AC	UNISUP , \$ 105.00 (Christal)	Shamrock
KBLX	102.9,	7 KW @ 1290,	JAZZ/URBAN	, \$ 110.00 (HNWH)	Inner City
KBRG	104.9,	3 KW @ 300,	HISPANIC	, \$ 53.00 (Katz Hisp)	
KDBK	98.9,	7 KW @ 1450,	AC	ABC , \$ 75.00 (Katz)	Viacom
KDFC	102.1,	33 KW @ 1050,	CLASSICAL	, \$ 78.00 (CMBS)	
KFOG	104.5,	8 KW @ 1450,	AOR	SOURCE , \$ 130.00 (Eastman)	Susquehanna
KFRC	99.7,	45 KW @ 1240,	OLDIES	, \$ 85.00 (Schubert)	Bedford
KIOI	101.3,	125 KW @ 1161,	AC	, \$ 222.00 (Durpetti)	Fairmont
KITS	105.3,	15 KW @ 1200,	CHR/AOR	UNIPWR ABC , \$ 150.00 (HNWH)	Entercom
KJAZ	92.7,	2 KW @ 400,	JAZZ	, \$ 75.00 (K & P)	
KKSF	103.7,	8 KW @ 1469,	JAZZ/NAC	, \$ 155.00 (Banner)	Brown
KMEL	106.1,	69 KW @ 1289,	CHR	, \$ 205.00 (Christal)	Century
KOIT	96.5,	33 KW @ 1410,	SOFT AC	, \$ 200.00 (Torbet)	Bonneville
KRQR	97.3,	82 KW @ 1099,	AOR	CBS , \$ 155.00 (CBS)	CBS
KSAN	94.9,	30 KW @ 1210,	COUNTRY	, \$ 210.00 (McGuild)	Malrite
KSOL	107.7,	9 KW @ 1161,	BLACK	APR , \$ 110.00 (MMR)	United
KYA	93.3,	50 KW @ 500,	OLDIES	UNIPWR , \$ 97.00 (MMR)	

Other Ranked Stations - See San Jose

SAN JOSE

Arbitron Rank/Pop (12+): 31/1,272,300
 MSA Rank/Pop: 31/1,470,000
 San Francisco ADI
 Average Person Ratings: 16.7
 Market TSL: 21.75 hours

Stations: 45/17
 Diaries: 1603/794:1/50.2%
 Sample Target: 1540
 % Below Line: NA
 % Not Listed: NA

1991 Revenue: \$27,000,000
 HH Inc.: \$51,455
 Retail \$: 13.1 Bill
 Pop per Station: 74,841
 #1 Biller: KOMF-F \$4,300,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. KHQT-F (CHR)	138/6.5	5.3	6.9	7.1	5.5	6.4	155/2331	1971/15.5	17.0	14.1			KHQT-F
2. KBAY-F (EZ)	130/6.1	5.9	6.3	6.2	6.3	6.1	233/3017	1555/12.2	12.2	12.6			KBAY-F
3. KSJO-F (AOR)	92/4.3	5.1	4.7	4.7	4.8	4.7	132/2610	1606/12.6	11.9	12.7			KSJO-F
4. KOMF-F (AOR)	89/4.2	3.5	4.8	3.9	3.4	4.1	122/2345	1396/11.0	11.0	11.7			KOMF-F
5. KBRG-F (?)	77/3.6	3.2	2.0	2.4	1.8	2.8	106/1233	720/5.7	5.6	3.7			KBRG-F
6. KARA-F (O)	75/3.5	3.1	2.8	4.8	3.1	3.5	84/1305	1046/8.2	9.8	10.3			KARA-F
7. KRTY-F (C)	74/3.5	3.3	2.5	3.3	2.2	3.2	82/1392	1170/9.2	7.0	5.4			KRTY-F
8. KEZR-F (AC)	73/3.4	5.2	4.8	4.0	4.7	4.3	81/1618	1321/10.4	12.2	12.9			KEZR-F
9. KUFX-F (CL AOR)	60/2.8	3.2	4.1	3.2	2.9	3.3	101/2313	1250/9.8	11.4	11.5			KUFX-F
10. KEEN (C)	58/2.7	1.2	1.8	1.7	1.6	1.9	67/676	558/4.4	3.3	3.3			KEEN
11. KDFC-AF (CL)	46/2.1	1.6	1.9	2.1	1.4	1.9	120/2182	749/5.9	6.6	5.2			KDFC-AF
12. KLOK (SP)	29/1.4	1.5	0.8	1.0	0.9	1.2	48/847	462/3.6	3.9	2.6			KLOK
13. KLIV (?)	18/0.8	---	0.5	0.6	1.1	0.5	18/446	424/3.3	0.0	5.1			KLIV
14. KNTA (SP)	12/0.6	0.5	0.6	0.8	1.2	0.6	12/284	236/1.9	2.3	1.8			KNTA
15. KSJX (AOR)	11/0.5	0.4	0.3	0.1	---	0.3	11/225	199/1.6	1.2	0.0			KSJX
16. KAZA (SP)	10/0.5	0.9	1.3	1.2	1.0	1.0	24/335	196/1.5	2.1	2.1			KAZA
17.													
18.													

12+ FM SHARE (METRO): NA

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHQT-F>>	1 KHQT-F<	1 KHQT-F	1 KARA-F<	1 KARA-F<	1 KBAY-F>>	1 KHQT-F	1 KBAY-F>	1 KHQT-F	1 KHQT-F>>	1 KBAY-F
2 KBRG-F>	2 KOMF-F<	2 KOMF-F<	2 KOMF-F	2 KBAY-F<	2 KEEN	2 KBAY-F	2 KSJO-F	2 KBAY-F	2 KBRG-F>	2 KHQT-F
3 KSJO-F	3 KSJO-F>	3 KSJO-F	3 KBAY-F	3 KOMF-F	3 KARA-F	3 KSJO-F	3 KOMF-F	3 KBAY-F	3 KBAY-F	3 KEEN
4	4 KEZR-F	4 KARA-F<	4 KHQT-F<	4 KEZR-F	4	4 KOMF-F	4 KHQT-F	4 KSJO-F	4 KEZR-F	4 KBRG-F
5	5 KBRG-F	5 KEZR-F<	5 KUFX-F	5 KUFX-F	5	5 KEEN	KARA-F	5 KBRG-F	5 KSJO-F	5
6	6	6 KBRG-F	KEZR-F	KHQT-F	6	6	6 KEZR-F	6 KEZR-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 KHQT-F>	1 KHQT-F	1 KEZR-F	1 KHQT-F	1 KEZR-F<		1 KSJO-F	1 KSJO-F<	1 KOMF-F>	1 KSJO-F	1 KOMF-F
2 KOMF-F	2 KEZR-F<	2 KHQT-F	2 KEZR-F	2 KARA-F		2 KHQT-F>	2 KOMF-F	2 KSJO-F>	2 KOMF-F	2 KBAY-F<
3 KSJO-F>	3 KOMF-F	3 KARA-F	3 KARA-F	3 KBAY-F		3 KOMF-F	3 KHQT-F>	3 KUFX-F	3 KHQT-F	3 KARA-F
4 KEZR-F>	4 KSJO-F	4 KOMF-F	4 KOMF-F	4 KHQT-F		4 KBRG-F	4 KBRG-F	KHQT-F	4 KBRG-F	4 KUFX-F
5 KBRG-F	5 KARA-F	5 KSJO-F	5 KSJO-F	5 KRTY-F		5 KRTY-F	5 KUFX-F	5 KBRG-F	5 KUFX-F	5 KSJO-F
6	6	7 KUFX-F	6	KBRG-F		6	6	6	6	6

OTHER RATED STATIONS

METRO SHR/CUME RTG

See San Francisco for more about the following stations:

KABL	0.1/0.7	KKHI-F	0.8/2.8
KABL-F	0.8/3.0	KKSF-F	2.1/4.6
KBLX-F	1.2/4.9	KMEL-F	2.5/7.9
KCBS	4.1/16.3	KNBR	2.8/9.5
KDBQ FF	1.4/5.3	KOFY	0.6/1.8
KFAX	0.6/1.8	KOIT	0.5/1.1
KFOG-F	0.5/2.1	KOIT-F	3.2/9.6
KFRC	3.4/6.2	KRQR-F	0.5/2.0
KFRC-F	0.8/5.0	KSAN-F	3.1/7.4
KGO	7.9/18.2	KSFO	1.0/3.5
KIOI-F	2.0/8.0	KYA -F	0.8/3.3
KITS-F	1.8/6.6	KSOL-F	1.9/7.0
KKHI	0.1/0.4		

RADIO STATIONS

KAZA, 1290,	5 KW (DAYS, DA)	, HISPANIC	CRC, \$ 33.00 (Caballero)	
KEEN, 1370,	5 KW (DA-2)	, EZ	UPI, \$ NA (MMR)	
KLOK, 1170,	50 KW/5 KW (DA-2)	, HISPANIC	, \$ 37.00 (Katz Hisp)	
KNTA, 1430,	1 KW (DA-1)	, HISPANIC	, \$ 40.00 (Lotus)	
KSJX, 1500,	10 KW/5 KW (DA-2)	, AOR	ABC, \$ 22.00 (Durpetti)	
KARA-F, 105.7,	50 KW @ 500	, OLDIES	, \$ 82.00 (Eastman)	Empire
KBAY-F, 100.3,	15 KW @ 2578	, EZ	, \$ 74.00 (MMR)	
KEZR-F, 106.5,	50 KW @ 430	, AC	, \$ 80.00 (Christal)	
KHQT-F, 97.7,	1.6 KW @ 449	, CHR	, \$ 61.00 (HNWH)	Anaheim
KOMF-F, 98.5,	13 KW @ 880	, AOR	, \$100.00 (Torbet)	Infinity
KRKY-F, 95.3,	.4 KW @ 859	, COUNTRY	UNISUP UNILT, \$ 41.00 (Durpetti)	Crown
KSJO-F, 92.3,	50 KW @ 466	, AOR	ABC, \$ 68.00 (Durpetti)	
KUFX-F, 94.5,	1.2 KW @ 2535	, CL AOR	, \$ 70.00 (Katz)	
KDBQ-F, 99.1,	1.1 KW @ 2617	, AC	, \$ NA (Katz)	Viacom (SANTA CRUZ)

SEATTLE-TACOMA

Arbitron Rank/Pop (12+): 13/2,342,500
 MSA Rank/Pop: 23/2,450,000 (Seattle)
 ADI # 15
 Average Person Ratings: 16.5
 Market TSL: 21.75 hours

Stations: 32/32
 Diaries: 2132/1099:1/55.4%
 Sample Target: 1980
 % Below Line: 0.0
 % Not Listed: 9.9

1991 Revenue: \$88,100,000
 HH Inc.: \$37,172
 Retail \$: 22.9 Bil
 Pop per Station: 73,203
 #1 Biller: KIRO \$17,000,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. KMPS-AF (C)	348/ 9.0	6.8	7.8	5.6	7.8	7.3	371/4150	3708/13.8	15.1	13.4			KMPS-AF
2. KIRO (N/T)	282/ 7.3	9.2	10.6	9.4	11.4	9.1	322/5452	4963/21.2	26.7	26.4			KIRO
3. KUBE-F (CHR)	236/ 6.1	4.5	4.7	5.1	4.8	5.1	256/4364	3943/16.8	17.2	14.4			KUBE-F
4. KBSG-AF (O)	205/ 5.3	4.8	4.5	3.2	3.2	4.5	254/4128	3387/14.2	15.1	10.3			KBSG-AF
5. KPLZ-F (CHR)	198/ 5.1	6.9	6.4	6.7	6.0	6.3	236/4821	4159/17.8	19.0	16.9			KPLZ-F
6. KXRX-F (AOR)	169/ 4.4	3.5	5.2	5.3	3.6	4.6	191/2720	2386/10.2	9.9	8.8			KXRX-F
7. KOMO (FS)	165/ 4.3	6.5	5.2	5.0	5.7	5.3	181/3517	3111/13.3	21.7	16.2			KOMO
8. KING-F (CL)	160/ 4.1	3.4	3.4	4.5	3.9	3.8	173/2346	2135/ 9.1	9.4	9.4			KING-F
9. KRPM-F (C)	146/ 3.8	5.2	2.8	4.3	3.1	4.0	203/2714	2139/ 9.1	10.2	8.7			KRPM-F
10. KZOK-F (CL AOR)	142/ 3.7	3.6	3.7	3.3	3.2	3.6	152/3080	2839/12.1	11.1	10.9			KZOK-F
11. KLSY-F (AC)	137/ 3.6	3.7	3.4	4.5	2.9	3.8	159/2895	2574/11.0	11.0	10.8			KLSY-F
12. KISW-F (AOR)	130/ 3.4	2.4	4.7	5.9	3.6	4.1	145/2724	2391/10.2	8.0	9.9			KISW-F
13. KEZX-F (EZ)	130/ 3.4	2.7	3.5	2.5	1.1	3.0	135/1417	1275/ 5.4	5.9	3.0			KEZX-F
14. KIXI (BB)	129/ 3.3	3.8	3.8	4.2	3.2	3.8	143/2279	1944/ 8.3	9.0	7.6			KIXI
15. KING (T/N)	113/ 2.9	2.5	2.4	2.1	3.6	2.5	126/2029	1730/ 7.4	7.4	9.5			KING
16. KKNW-F (J/NA)	112/ 2.9	2.1	2.3	2.2	3.5	2.4	120/1531	1444/ 6.2	4.9	5.9			KKNW-F
17. KNDD-F (AOR)	94/ 2.4	3.2	1.5	1.9	2.5	2.3	114/2064	1794/ 7.7	7.8	6.5			KNDD-F
18. KMTT-F (AOR)	89/ 2.3	2.3	3.3	2.4	3.0	2.6	115/1755	1410/ 5.9	7.0	7.3			KMTT-F
19. KLTJ-F (SAC)	88/ 2.3	2.9	2.8	2.5	3.1	2.6	100/1773	1607/ 6.9	8.3	8.8			KLTJ-F
20. KJR (SPTS/T)	87/ 2.3	1.8	0.7	0.8	1.1	1.4	90/1823	1711/ 7.3	6.8	5.4			KJR
21. KCMS-F (REL)	66/ 1.7	2.2	1.7	1.7	1.7	1.8	82/1371	1080/ 4.6	4.5	4.6			KCMS-F
22. KWMX-F (AC)	64/ 1.7	1.9	2.2	2.5	1.5	2.1	68/1202	1083/ 4.6	5.6	5.1			KWMX-F
23. KVI (O)	43/ 1.1	1.3	1.1	1.2	1.3	1.2	49/957	853/ 3.6	4.6	5.2			KVI
24.													
25.													

12+ FM SHARE (METRO): 70.93% (2467 of 3478) (WIN 91: 68.65%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KUBE-F	1 KMPS-AF	1 KMPS-AF	1 KMPS-AF	1 KMPS-AF	1 KIRO	1 KIRO	1 KMPS-AF	1 KMPS-AF	1 KUBE-F	1 KIRO
2 KPLZ-F	2 KXRX-F	2 KBSG-AF	2 KBSG-AF	2 KBSG-AF	2 KMPS-AF	2 KMPS-AF	2 KIRO	2 KIRO	2 KMPS-AF	2 KMPS-F
3	3 KUBE-F	3 KXRX-F	3 KXRX-F	3 KIRO	3 KOMO	3 KUBE-F	3 KXRX-F	3 KUBE-F	3 KPLZ-F	3 KOMO
4	4 KISW-F	4 KUBE-F	4 KIRO	4 KXRX-F	4 KING-F	4 KPLZ-F	4 KBSG-AF	4 KBSG-AF	4 KBSG-AF	4 KJR
5	5 KZOK-F	5 KZOK-F	5 KZOK-F	5 KLSY-F	5 KLSY-F	5 KOMO	5 KRPM-F	5 KRPM-F	5 KLSY-F	5 KPLZ-F
6	6 KPLZ-F	6	KUBE-F	6 KZOK-F	6 KIXI	6 KXRX-F	6 KOMO	KPLZ-F	6 KJR	6
7	7 KNDD-F	7	7 KLSY-F	KUBE-F	7 KEZX-F	7 KBSG-AF	7 KUBE-F	7	7 KIRO	7
				8 KRPM-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 KMPS-AF	1 KMPS-AF	1 KMPS-AF	1 KMPS-AF	1 KMPS-AF	1 KXRX-F	1 KXRX-F	1 KXRX-F	1 KXRX-F	1 KXRX-F
2 KPLZ-F	2 KUBE-F	2 KUBE-F	2 KBSG-AF	2 KBSG-AF	2 KUBE-F	2 KISW-F	2 KISW-F	2 KMPS-AF	2 KMPS-AF
3 KUBE-F	3 KPLZ-F	3 KLSY-F	3 KUBE-F	3 KLSY-F	3 KMPS-AF	3 KZOK-F	3 KZOK-F	3 KZOK-F	3 KBSG-AF
4 KNDD-F	4 KLSY-F	4 KBSG-AF	4 KLSY-F	4 KUBE-F	4 KZOK-F	4 KMPS-AF	4 KMPS-AF	4 KBSG-AF	4 KIRO
5 KISW-F	5 KRPM-F	5 KRPM-F	5 KPLZ-F	5 KRPM-F	5 KNDD-F	5 KUBE-F	5 KIRO	5 KISW-F	5 KISW-F
6 KRPM-F	6 KNDD-F	6 KPLZ-F	6 KRPM-F	6 KIRO	6 KISW-F	6	6	6 KIRO	6 KZOK-F
7 KLTJ-F	7 KBSG-AF	7 KZOK-F	7	7 KPLZ-F	7 KPLZ-F	7	7	7 KUBE-F	7
		8 KXRX-F							

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

KCIS	630	Edmonds	0.7/2.8/ 29/ 673
KGNW	820	Burien/Seattle	0.8/2.5/ 31/ 619
KKFX	1250	Seattle	0.7/1.8/ 28/ 416
KRIZ	1420	Renton/Seattle	0.5/0.7/ 19/ 163
KWYZ	1230	Everett	0.4/0.9/ 14/ 208
KZOK	1590	Seattle	0.7/1.5/ 29/ 376

SEATTLE-TACOMA

RADIO STATIONS

AM STATIONS

KBLE, 1050, 5 KW/543 W	, RELIGION	, \$ 25.00 (---)	
KCIS, 630, 5 KW/2.5 KW (DA-2)	, RELIGION	UPI, \$ 35.00 (---)	
KING, 1090, 50 KW (DA-2)	, TALK/NEWS	CHN ABC, \$ 53.00 (MMR)	
KIRO, 710, 50 KW (DA-N)	, NEWS/TALK	CBS, \$ 285.00 (Torbet)	Bonneville
KIXI, 880, 50 KW/10 KW (DA-2)	, NOSTALGIA	UNISUP UNIULT, \$ 50.00 (Schubert)	Sandusky
KJR, 950, 5 KW (DA-N)	, SPORTS/TALK	, \$ 50.00 (HNWH)	Ackerly
KKFX, 1250, 5 KW (DA-N)	, BLACK	ABC, \$ 37.00 (HNWH)	Bingham
KMPS, 1300, 5 KW (DA-N)	, SEE KMPS-F		
KOMO, 1000, 50 KW (DA-N)	, FULL SERVICE	ABC, \$ 105.00 (Katz)	
KVI, 570, 5 KW	, OLDIES	, \$ 45.00 (Banner)	Golden West

FM STATIONS

KBSG, 97.3, 55 KW @ 2890,	OLDIES	, \$ 101.00 (Torbet)	Viacom
KCMS, 105.3, 115 KW @ 718,	RELIGION	UPI, \$ 44.00 (---)	
KEZX, 98.9, 100 KW @ 1109,	EZ	ABC, \$ 50.00 (Durpetti)	Park
KING, 98.1, 100 KW @ 699,	CLASSICAL	, \$ 77.00 (MMR)	
KISW, 99.9, 100 KW @ 1148,	AOR	, \$ 94.00 (McGuild)	Nationwide
KKNW, 106.9, 100 KW @ 820,	JAZZ/NAC	, \$ 63.00 (Banner)	Brown
KLSY, 92.5, 58 KW @ 2342,	AC	APR ABC, \$ 91.00 (Christal)	Sandusky
KLTX, 95.7, 100 KW @ 1181,	SOFT AC	, \$ 59.00 (HNWH)	Ackerly
KMPS, 94.1, 98 KW @ 1167,	COUNTRY	APR, \$ 155.00 (McGuild)	EZ
KNDL, 107.7, 100 KW @ 1194,	AOR	, \$ 52.00 (Schubert)	Noble
KPLZ, 101.5, 100 KW @ 1200,	CHR	, \$ 130.00 (Durpetti)	Golden West
KRPM, 106.1, 58 KW @ 2342,	COUNTRY	UNIPWR, \$ 68.00 (Christal)	Heritage
KMTT, 103.7, 100 KW @ 1670,	AC/ROCK	, \$ 57.00 (Durpetti)	Entercom
KUBE, 93.3, 100 KW @ 1289,	CHR	, \$ 130.00 (MMR)	Cook Inlet
KWMX, 100.7, 100 KW @ 731,	AC	, \$ 55.00 (Torbet)	Bonneville
KXRX, 96.5, 81 KW @ 1220,	AOR	, \$ 107.00 (Katz)	Shamrock
KZOK, 102.5, 100 KW @ 1171,	CLASSIC AOR	, \$ 69.00 (Eastman)	Adams

SHREVEPORT

Arbitron Rank/Pop (12+): 122/300,000
 MSA Rank/Pop: 134/360,000
 ADI # 65
 Average Person Ratings: 16.6
 Market TSL: 22.25 hours

Stations: 15/14
 Diaries: 811/370:1/50.7%
 Sample Target: 810
 % Below Line: 5.0
 % Not Listed: 10.8

1991 Revenue: \$9,200,000
 HH Inc.: \$25,952
 Retail \$: 2.7 Bil
 Pop per Station: 21,428
 #1 Biller: KRMD-AF \$2,300,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. KRMD-AF (C)	115/23.1	18.4	20.7	16.3	17.0	19.6	155/1731	1064/35.5	30.9	27.4			KRMD-AF
2. KMJJ-F (B)	92/18.5	18.8	19.3	17.3	15.1	18.5	109/957	726/24.2	22.6	23.0			KMJJ-F
3. KEEL (BB)	34/ 6.8	5.6	9.0	5.7	8.0	6.8	42/588	463/15.4	13.2	14.1			KEEL
4. KOKA (C)	33/ 6.6	7.7	8.0	6.7	7.3	7.3	42/486	381/12.7	12.5	9.9			KOKA
5. KWKH-F (C)	28/ 5.6	5.1	6.1	4.6	6.1	5.3	45/844	446/14.9	13.7	13.7			KWKH-F
6. KTUX-F (CHR)	25/ 5.0	6.2	5.9	6.0	7.8	5.8	37/862	466/15.5	16.9	17.2			KTUX-F
KTAL-F (AOR)	25/ 5.0	7.7	5.7	6.4	5.0	6.2	66/874	327/10.9	12.0	10.6			KTAL-F
8. KITT-F (AC)	24/ 4.8	5.3	4.2	9.4	5.9	5.9	50/912	427/14.2	13.8	15.3			KITT-F
9. KVKI-AF (AC)	20/ 4.0	3.4	4.2	4.9	6.7	4.1	23/472	363/12.1	12.0	15.5			KVKI-AF
10. KLKL-F (O)	19/ 3.8	4.1	4.4	6.4	8.6	4.7	19/352	303/10.1	11.6	13.6			KLKL-F
11. KWKH (C)	18/ 3.6	5.1	3.4	4.4	3.1	4.1	32/498	270/ 9.0	11.2	9.7			KWKH
12. KIOU (?)	6/ 1.2	----	0.6	----	----	0.5	6/61	61/ 2.0	0.0	0.0			KIOU
13.													
14.													
15.													

12+ FM SHARE (METRO): 76.58% (340 of 444) (WIN 91: 78.98%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KMJJ-F>>	1 KRMD-AF<	1 KRMD-AF	1 KRMD-AF>	1 KRMD-AF>	1 KRMD-AF>>	1 KRMD-AF>>	1 KRMD-AF>>	1 KRMD-AF>>	1 KRMD-AF>	1 KMJJ-F>>
2 KTUX-F	2 KMJJ-F>>	2 KMJJ-F>>	2 KMJJ-F>>	2 KMJJ-F>>	2 KEEL	2 KMJJ-F>	2 KMJJ-F>	2 KMJJ-F>	2 KRMD-AF	2 KMJJ-F
3 KRMD-AF	3 KTAL-F>	3 KTAL-F	3 KITT-F>	3 KITT-F	3 KOKA	3 KEEL	3 KEEL	3 KEEL >	3 KOKA >	3 KWKH-F>
4	4 KTUX-F	KITT-F	4 KTAL-F	4 KTAL-F	4 KMJJ-F	4 KOKA	4 KITT-F	4 KWKH-F<	4 KWKH-F	4 KRMD-F
5	5 KITT-F	5	KLKL-F	KLKL-F	5 KWKH-F	5 KITT-F	5 KTAL-F	5 KOKA <	5 KTUX-F	5
6	6	6	6	6	6 KWKH	6 KWKH	6 KLKL-F	6 KITT-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 KMJJ-F	1 KMJJ-F	1 KMJJ-F	1 KRMD-AF	1 KRMD-AF	1 KMJJ-F>>	1 KRMD-AF	1 KRMD-AF>>	1 KRMD-AF>	1 KRMD-AF>>
2 KRMD-AF>>	2 KRMD-AF>>	2 KRMD-AF>>	KMJJ-F>>	2 KMJJ-F>>	2 KRMD-AF	2 KMJJ-F>	2 KTAL-F	2 KMJJ-F	2 KMJJ-F
3 KTUX-F	3 KITT-F	3 KITT-F>	3 KITT-F	3 KITT-F>	KTAL-F	3 KTAL-F>	KMJJ-F>	3 KTAL-F	3 KTAL-F>
4	4	4 KWKH-F	4	4 KLKL-F	4 KTUX-F>>	4 KTUX-F	4 KITT-F	4	4 KLKL-F
5	5	5	5	5	5 KOKA	5	5	5	KEEL

OTHER RATED STATIONS	METRO SHARE	CUME/RTG	TSA/AQH	TSA/CUME
KASO 1240 Minden	1.0/1.8/	5/	55	

RADIO STATIONS

KEEL , 710, 50 KW/5 KW (DA-2),	Nostalgia	ABC UNISUP, \$23.00	(Katz)	Multimedia
KOKA , 980, 5 KW/80 W (DA-1),	Gospel	SBN NBC, \$18.00	(HNWH)	
KWKH , 1130, 50 KW (DA-N)	SEE KWKH-FH			
KITT-F, 93.7, 100 KW @ 1010	AC	ABC, \$34.00	(Katz)	Multimedia
KLKL-F, 92.1, 3.3 KW @ 298	Oldies	, \$21.00	(Durpetti)	Dowe (BENTON)
KMJJ-F, 100.1, 3 KW @ 298	Black	SBN, \$26.00	(McGUILD)	Sun Group
KRMD-F, 101.1, 100 KW @ 1118	Country	, \$53.00	(Eastman)	AmCom
KTAL-F, 98.1, 100 KW @ 1361	AOR	, \$28.00	(Banner)	(TEXARKANA)
KTUX-F, 98.9, 100 KW @ 718	CHR	, \$25.00	(Banner)	(CARTHAGE)
KVKI-F, 96.5, 100 KW @ 797	AC	, \$22.00	(Christal)	
KWKH-F, 94.5, 100 KW @ 321	Country	MBS, \$41.00	(Christal)	Great Empire

SPOKANE

Arbitron Rank/Pop (12+): 102/354,600
 MSA Rank/Pop: 130/359,000
 ADI # 77
 Average Person Ratings: 16.3
 Market TSL: 21.75 hours

Stations: 20/20
 Diaries: 836/424:1/59.8%
 Sample Target: 830
 % Below Line: 0.0
 % Not Listed: 10.7

1991 Revenue: \$11,200,000
 HH Inc.: \$27,026
 Retail \$: 3.1 Bil
 Pop per Station: 17,730
 #1 Biller: KGA/KDRK-F \$2,200,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. KDRK-F (C)	56/ 9.7	7.4	9.9	10.2	11.9	9.3	84/943	665/18.8	18.4	20.3			KDRK-F
2. KZZU-F (CHR)	54/ 9.3	10.8	14.2	14.4	11.2	12.2	72/1166	854/24.1	25.7	27.2			KZZU-F
KEZE-F (AOR)	54/ 9.3	7.8	5.2	7.6	7.9	7.5	60/631	494/13.9	15.9	15.1			KEZE-F
4. KISC-F (AC)	53/ 9.2	11.7	11.5	13.2	11.0	11.4	73/936	732/20.6	23.2	23.1			KISC-F
5. KKZX-F (CL AOR)	45/ 7.8	5.5	5.6	4.8	5.4	5.9	54/561	451/13.8	14.0	12.5			KKZX-F
6. KXLY-F (EZ/SAC)	38/ 6.6	7.8	4.1	6.9	8.3	6.3	48/709	497/14.0	16.7	17.5			KXLY-F
7. KXLY (N/T)	37/ 6.4	7.4	6.1	4.8	6.5	6.2	42/606	520/14.7	17.6	17.4			KXLY
8. KEYF-AF (D)	36/ 6.2	8.0	9.2	7.1	4.3	7.6	51/832	556/15.7	21.0	9.2			KEYF-AF
KGA (C)	36/ 6.2	3.5	4.0	3.2	4.5	4.2	46/524	388/10.9	9.9	11.8			KGA
10. KAQQ (BB)	22/ 3.8	3.2	3.6	3.9	2.2	3.6	30/411	274/ 7.7	6.5	6.0			KAQQ
11. KAAR-F (O)	17/ 2.9	1.9	2.2	1.2	3.2	2.0	19/229	188/ 5.3	3.2	8.4			KAAR-F
12. KTRW (C)	15/ 2.6	2.1	1.6	2.1	1.6	2.1	21/243	194/ 5.5	4.1	5.1			KTRW
KKPL-F (SAC)	15/ 2.6	3.0	5.2	4.4	3.2	3.8	21/349	294/ 8.3	9.9	13.8			KKPL-F
14. KCDA-F (C)	12/ 2.1	3.5	1.4	1.6	3.1	2.2	19/202	163/ 4.6	7.8	6.3			KCDA-F
15. KJRB (T)	11/ 1.9	1.9	2.3	1.9	2.3	2.0	11/245	223/ 6.3	7.5	7.4			KJRB

12+ FM SHARE (METRO): 74.47% (385 of 517) (WIN 91: 76.20%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZZU-F >	1 KEZE-F	1 KISC-F	1 KISC-F	1 KISC-F	1 KGA	1 KDRK-F <	1 KISC-F	1 KEZE-F	1 KEZE-F	1 KXLY >>
2 KEZE-F >	2 KZZU-F	KEZE-F	2 KDRK-F	2 KDRK-F	2 KXLY-F	2 KXLY	2 KDRK-F	2 KZZU-F	2 KISC-F	2 KKZX-F
3 KDRK-F	3 KKZX-F	3 KDRK-F <	3 KEYF-AF	3 KEYF-AF	KXLY <	3 KZZU-F <	3 KKZX-F	KDRK-F >	3 KZZU-F >	3 KZZU-F
4	KISC-F	4 KKZX-F	KEZE-F	4 KEZE-F <	4 KDRK-F	4 KISC-F	4 KEZE-F	4 KISC-F	4 KKZX-F >	KDRK-F
5	5 KDRK-F	5 KZZU-F	5 KKZX-F	5 KEYF-AF	5 KEYF-AF	5 KGA	5 KXLY-F <	5 KKZX-F	5 KXLY	5 KXLY-F
6	6	6 KEYF-AF	6 KZZU-F	6 KXLY-F	KISC-F	6 KEZE-F <	6 KGA	6 KXLY-F	6 KDRK-F	6 KEZE-F
7	7	7	7	7	7	7 KXLY-F <	7 KZZU-F	7 KEYF-AF	7	7
						8 KKZX-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 KISC-F	1 KISC-F >	1 KISC-F >	1 KISC-F >	1 KEZE-F	1 KEZE-F	1 KKZX-F	1 KKZX-F	1 KKZX-F
2 KEZE-F >	2 KZZU-F	2 KEZE-F	2 KEZE-F	2 KEYF-AF	2 KKZX-F >	2 KKZX-F >	KDRK-F	2 KEZE-F	2 KDRK-F
3 KISC-F	3 KEZE-F >	3 KZZU-F	KDRK-F	3 KDRK-F	3 KZZU-F	3 KZZU-F	3 KZZU-F	3 KDRK-F	3 KEZE-F
KDRK-F >	4 KDRK-F	4 KDRK-F	4 KEYF-AF	4 KEZE-F	4 KDRK-F >	KDRK-F >	KEZE-F	4 KZZU-F	4 KISC-F
5 KKZX-F	5 KKZX-F	5 KEYF-AF	5 KZZU-F	5 KXLY-F	5 KISC-F	5 KISC-F	5 KISC-F	5 KISC-F	5 KEYF-AF
KAAR-F	6 KEYF-AF	KKZX-F	6	6 KKPL-F	6	6	6 KXLY	6 KEYF-AF	6 KXLY
									7 KZZU-F
									KXLY-F

OTHER RATED STATIONS	METRO SHARE	CUME /RTG	TSA /AQH	TSA /CUME
KKCH-F 94.5	Hayden	1.0/2.4/	6/ 113	
KSBN 1230	Spokane	0.7/1.8/	4/ 65	
KUDY 1280	Spokane	0.5/1.7/	3/ 62	
KVNI 1080	Coeur D Alene	0.5/2.9/	3/ 111	

RADIO STATIONS

KAQQ , 590,	5 KW	Nostalgia	UNISUP CNN, \$16.00	(MHR)	Home News
KGA , 1510,	50 KW (DA-N)	Country	ABC, \$ NA	(Eastman)	Citadel
KJRB , 790,	5 KW (DA-N)	Talk	UNISUP UNIULT, \$15.00	(Mc-Guild)	Apollo
KTRW , 970,	5 KW/1 KW (DA-N)	Country	UNIULT, \$14.00	(Christal)	Highsmith
KXLY , 920,	5 KW	News/Talk	CBS MBS, \$22.00	(Torbet)	Morgan Murphy
KAAR-F, 95.3,	1.3 KW @ 672	Oldies	APR, \$14.00	(---)	Sunbrook (MEDICAL LAKE)
KCDA-F, 103.1,	2.4 KW @ 1886	Country	UNISUP UNIULT, \$15.00	(Roslin)	(COEUR d'ALENE)
KDRK-F, 93.7,	56 KW @ 2378	Country	, \$50.00	(Eastman)	Citadel
KEYF-F, 101.1,	100 KW @ 843	Oldies	, \$24.00	(---)	(CHENEY)
KEZE-F, 105.7,	100 KW @ 1909	AOR	UNIPWR, \$31.00	(Mc-Guild)	Apollo
KISC-F, 98.1,	94 KW @ 2030	AC	, \$43.00	(MHR)	Home News
KKPL-F, 96.1,	56 KW @ 2378	Soft AC	UNISUP, \$21.00	(Banner)	(OPPORTUNITY)
KKZX-F, 98.9,	100 KW @ 1614	Classic AOR	, \$25.00	(Banner)	
KXLY-F, 99.9,	37 KW @ 2998	EZ/Soft AC	, \$28.00	(Torbet)	Morgan Murphy
KZZU-F, 92.9,	85 KW @ 2080	CHR	, \$36.00	(Christal)	Highsmith

SPRINGFIELD, MA

Arbitron Rank/Pop (12+): 72/509,900
 MSA Rank/Pop: 85/596,000
 ADI # 96
 Average Person Ratings: 16.7
 Market TSL: 22.25 hours

Stations: 23/12
 Diaries: 1013/503:1/51.9%
 Sample Target: 980
 % Below Line: 25.7
 % Not Listed: 19.7

1991 Revenue: \$10,500,000
 HH Inc.: \$34,910
 Retail \$: 4.6 Bill
 Pop per Station: 42,491
 #1 Biller: WHYN-F \$2,600,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. WPKX-F (C)	90/10.6	10.0	9.5	6.1	8.0	9.1	97/990	912/17.9	19.0	14.5			WPKX-F
2. WHYN-F (AC)	74/ 8.7	6.7	6.9	8.8	9.5	7.8	81/1240	1158/22.7	20.3	20.7			WHYN-F
3. WAQY-F (AOR)	73/ 8.6	9.0	9.2	7.7	7.8	8.6	78/1325	1208/23.3	23.7	20.3			WAQY-F
4. WTIC-F (CHR)	59/ 6.9	5.4	7.2	8.1	7.1	6.9	59/1084	1066/20.9	21.0	20.2			WTIC-F
WMAS-F (AC)	59/ 6.9	7.7	10.0	8.6	6.9	8.3	61/916	892/17.5	18.7	16.6			WMAS-F
6. WMAS (BB)	56/ 6.6	6.8	5.2	4.9	4.6	5.9	56/522	522/10.2	11.8	7.8			WMAS
7. WHYN (FS)	53/ 6.2	7.5	5.5	8.3	6.7	6.9	53/725	722/14.2	17.2	16.1			WHYN
8. WRCH-F (EZ)	31/ 3.6	2.8	3.2	3.1	2.5	3.2	31/418	391/ 7.7	9.3	8.1			WRCH-F
9. WCCC-F (AOR)	23/ 2.7	2.5	2.6	2.3	2.5	2.5	23/460	445/ 8.6	8.9	9.4			WCCC-F
WAAF-F (AOR)	23/ 2.7	4.3	3.7	3.8	3.4	3.6	36/529	430/ 8.4	9.9	9.3			WAAF-F
11. WDRC-F (AC)	21/ 2.5	3.1	3.4	2.4	3.5	2.8	21/430	430/ 8.4	9.7	8.9			WDRC-F
12. WNNZ (T/N)	17/ 2.0	1.6	0.7	1.3	0.6	1.4	19/294	260/ 5.1	5.3	3.4			WNNZ
WHMP (AC)	17/ 2.0	1.1	2.1	1.0	1.5	1.5	17/199	196/ 3.8	4.0	5.0			WHMP
14. WTIC (MOR)	16/ 1.9	2.5	1.9	1.3	1.3	1.9	16/324	304/ 6.0	7.0	4.9			WTIC
15. WKSS-F (CHR)	15/ 1.8	2.5	1.7	1.9	2.0	2.0	15/552	540/10.6	11.1	8.9			WKSS-F

12+ FM SHARE (METRO): 74.31% (509 of 685) (WIN 91: 71.97%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WTIC-F>>	1 WAQY-F>	1 WAQY-F	1 WPKX-F	1 WPKX-F	1 WPKX-F	1 WPKX-F	1 WPKX-F	1 WPKX-F	1 WAQY-F>	1 WPKX-F>
2 WAQY-F	2 WTIC-F	2 WPKX-F<	2 WHYN-F<	2 WHYN-F	2 WMAS	2 WHYN-F	2 WHYN-F<	2 WTIC-F	2 WTIC-F>	2 WTIC
3 WAAF-F	3 WHYN-F	3 WHYN-F	3 WMAS-F	3 WMAS-F	3 WHYN	3 WHYN	3 WMAS-F	3 WHYN-F	3 WHYN-F	3 WMAS
4 WKSS-F	4 WMAS-F	4 WMAS-F	4 WAQY-F	4 WAQY-F>	4 WHYN-F	4 WAQY-F	4 WMAS	4 WAQY-F	4 WPKX-F>	4 WHYN-F
WHYN-F	5 WPKX-F	5 WTIC-F	5 WTIC-F	5 WTIC-F	5 WMAS-F	5 WMAS-F	5 WAQY-F	5 WMAS-F	5 WAAF-F	WHYN
6	6	6	6	6	6	6 WTIC-F	6 WHYN <	6 WHYN	WHYN	6
						WMAS	7 WTIC-F			

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

OTHER RATED STATIONS	METRO CUME TSA	SHARE/RTG/AQH/CUME
WACE 730 Chicopee	0.6/2.0/	9/ 108
WARE 1250 Ware	0.7/2.6/	6/ 133
WHMP-F 99.3 Northampton	1.4/8.6/	18/ 539
WRNX-F 100.9 Amherst/Nrthmpt	0.5/2.9/	6/ 190
WFAN 660 New York	0.7/1.2/	7/ 69
WHCN-F 105.9 Hartford	0.9/6.0/	8/ 316
WSRS-F 96.1 Worcester	1.1/5.1/	11/ 316
WHYZ-F 92.5 Waterbury	0.9/3.4/	9/ 193

RADIO STATIONS

WHMP, 1400, 1 KW	, EZ/FS	NBC, \$ 13.00 (K & P)	Sillerman (NORTHAMPTON)
WHYN, 560, 5 KW/1 KW (DA-2)	, FULL SERVICE	ABC, \$ 37.00 (McGuild)	Wilks-Schwartz
WMAS, 1450, 1 KW	, NOSTALGIA	MBS, \$ 28.00 (Banner)	Lappin
WNNZ, 640, 50 KW/1 KW (DA-2)	, TALK/NEWS	UNIULT, CBS, \$ 14.00 (Eastman)	
WSPR, 1270, 5 KW/1 KW (DA-2)	, TALK	, \$ 12.00 (Roslin)	
WAQY-F, 102.1, 17 KW @ 781, ADR		ABC, \$ 55.00 (Katz)	Saga
WHMP-F, 99.3, 3 KW @ 321, CHR		, \$ 15.00 (K & P)	Sillerman (NORTHAMPTON)
WHYN-F, 93.1, 9 KW @ 1000, AC		, \$ 59.00 (McGuild)	Wilks-Schwartz
WMAS-F, 94.7, 50 KW @ 194, AC		, \$ 33.00 (Banner)	Lappin
WPKX-F, 97.9, 2.2 KW @ 528, COUNTRY		, \$ 25.00 (Durpetti)	(ENFIELD)

Other Ranked Stations -- See Hartford or Boston

SYRACUSE

Arbitron Rank/Pop (12+): 68/545,500

Stations: 26/20
Diaries: 1020/535:1/57.8%
Sample Target: 1020
% Below Line: 8.5
% Not Listed: 16.8

1991 Revenue: \$17,600,000
HH Inc.: \$33,946
Retail \$: 5.1 Bil
Pop per Station: 27,275
#1 Biller: WYYY-F \$4,800,000

MSA Rank/Pop: 78/656,000

ADI # 66

Average Person Ratings: 17.2

Market TSL: 22.50 hours

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. WSYR (FS)	119/12.7	13.5	9.4	10.2	14.3	11.4	126/1512	1362/25.0	27.7	28.3			WSYR
2. WYYY-F (AC)	101/10.8	10.7	10.1	11.1	12.1	10.7	121/1878	1520/27.9	27.9	28.9			WYYY-F
3. WNTQ-F (CHR)	87/ 9.3	9.9	10.2	10.7	9.3	10.0	123/2068	1533/28.1	26.5	28.3			WNTQ-F
4. WAQX-F (AOR)	76/ 8.1	9.5	9.5	6.7	7.7	8.4	88/1320	1091/20.0	22.1	19.7			WAQX-F
5. WRHP-F (EZ)	54/ 5.8	6.4	5.9	6.3	7.7	6.1	98/997	640/11.7	11.8	12.9			WRHP-F
6. WKFM-F (CL AOR)	49/ 5.2	5.0	7.5	8.2	5.7	6.5	75/1336	912/16.7	19.0	18.9			WKFM-F
7. WSEN-AF (D)	43/ 4.5	5.4	6.1	4.4	4.1	5.1	48/1044	897/16.4	16.4	14.6			WSEN-AF
8. WEZG-F (SAC)	34/ 3.6	3.7	3.0	4.9	1.7	3.8	34/607	578/10.6	10.3	7.6			WEZG-F
9. WPCX-F (C)	33/ 3.5	3.2	2.7	3.5	2.3	3.2	71/946	438/ 8.0	6.5	5.7			WPCX-F
10. WHEN (FS)	32/ 3.4	3.8	3.3	2.6	2.5	3.3	40/771	621/11.4	13.1	12.6			WHEN
11. WFRG-F (C)	21/ 2.2	1.0	1.4	0.6	0.9	1.3	36/446	240/ 4.4	3.4	3.0			WFRG-F
WMHR-F (REL)	21/ 2.2	1.8	1.8	2.6	1.1	2.1	36/367	260/ 4.8	3.2	3.6			WMHR-F
13. WOLF (B)	20/ 2.1	1.4	1.7	1.5	---	1.7	20/168	168/ 3.1	2.7	0.0			WOLF
WFBL (BB)	20/ 2.1	2.9	2.0	2.4	2.1	2.3	22/383	357/ 6.5	6.7	5.8			WFBL
15. WNDR (C)	15/ 1.6	1.4	2.5	2.4	1.6	2.0	15/213	213/ 3.9	4.2	5.5			WNDR
16. WSCP-F (C)	13/ 1.4	0.8	1.2	1.7	1.9	1.3	15/170	128/ 2.3	2.2	3.5			WSCP-F
17.													
18.													
19.													
20.													

12+ FM SHARE (METRO): 72.86% (569 of 781) (WIN 91: 74.83%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNTQ-F >>	1 WYYY-F <	1 WYYY-F >	1 WYYY-F >	1 WYYY-F >	1 WSYR >>	1 WSYR	1 WYYY-F	1 WSYR <	1 WSYR	1 WSYR >
2 WAQX-F	2 WAQX-F >	2 WAQX-F	2 WAQX-F	2 WAQX-F	2 WRHP-F	2 WYYY-F >	2 WSYR <	2 WYYY-F	2 WNTQ-F >	2 WYYY-F
3	3 WNTQ-F	3 WNTQ-F	3 WSYR <	3 WSYR	3 WYYY-F	3 WNTQ-F >	3 WAQX-F	3 WNTQ-F	3 WAQX-F >	3 WMHR-F
4	4 WKFM-F	4 WKFM-F	4 WSEN-AF	4 WSEN-AF	4 WSEN-AF	4 WAQX-F	4 WRHP-F	4 WAQX-F >	4 WYYY-F	4 WNTQ-F
5	5	5 WSYR <	5 WKFM-F <	5 WNTQ-F	WHEN	5 WHEN <	5 WNTQ-F <	5 WRHP-F	5 WOLF	5 WHEN
6	6	6 WSEN-AF	6 WNTQ-F	6 WKFM-F	6	6 WKFM-F	6 WKFM-F	6 WKFM-F	6 WKFM-F	6
							7 WSEN-AF			

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 WAQX-F >	1 WAQX-F	1 WYYY-F
2 WYYY-F >>	2 WNTQ-F >	2 WAQX-F	2 WNTQ-F >	2 WNTQ-F >	2 WKFM-F >	2 WKFM-F	2 WYYY-F >	2 WYYY-F	2 WAQX-F
3 WAQX-F >	3 WAQX-F >	3 WNTQ-F	3 WAQX-F	3 WEZG-F	3 WNTQ-F	3 WYYY-F	3 WKFM-F >	3 WKFM-F	3 WSYR
4 WKFM-F	4 WKFM-F	4 WKFM-F	4 WEZG-F	4 WSYR	4 WYYY-F >	4	4 WSEN-AF	4 WSYR	4 WSEN-AF
5 WOLF	5	5 WMHR-F	5 WKFM-F	5 WSEN-AF	5 WOLF	5	5 WSYR	5 WSEN-AF	5 WKFM-F
6	6	WEZG-F	6	6 WAQX-F	6	6	6	6 WNTQ-F	6

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA AQH	TSA CUME
WGES-F 105.5 Oswego		1.0/2.5/	9/ 135	
WVOA-F 105.1 DeRuyter		0.3/1.5/	3/ 95	
WKGW-F 104.3 Utica/Rome		0.4/2.7/	21/ 383	
WOUR-F 96.9 Utica		1.0/5.7/	36/ 557	
WRCK-F 107.3 Utica		0.7/2.6/	17/ 316	
WUUU-F 102.5 Rome/Utica		0.6/4.0/	20/ 494	

RADIO STATIONS

WFBL, 1390, 5 KW (DA-N)	, NOSTALGIA	CNN, UNISUP	, \$ 16.00 (Christal)	Wilks-Schwartz
WHEN, 620, 5 KW/1 KW (DA-N)	, FULL SERVICE/AC	ABC	, \$ 21.00 (MMR)	Park
WNDR, 1260, 5 KW (DA-N)	, COUNTRY	ABC, UNISUP	, \$ 18.00 (McGuilid)	Osborn
WOLF, 1490, 1 KW	, BLACK	SBN	, \$ 14.00 (---)	
WSYR, 570, 5 KW (DA-2)	, FULL SERVICE	MBS NBC	, \$ 67.00 (Katz)	NewCity
WAQX-F, 95.7, 25 KW @ 298, AOR		ABC	, \$ 41.00 (Banner)	
WEZG-F, 100.9, 3 KW @ 164, SOFT AC		UNISUP	, \$ 24.00 (Eastman)	Levite
WKFM-F, 104.7, 50 KW @ 466, CLASSIC AOR			, \$ 47.00 (Christal)	Wilks-Schwartz
WMHR-F, 102.9, 20 KW @ 781, RELIGION			, \$ 13.00 (---)	
WNTQ-F, 93.1, 97 KW @ 659, CHR			, \$ 53.00 (McGuilid)	Osborn
WRHP-F, 107.9, 50 KW @ 500, EZ		ABC	, \$ 32.00 (MMR)	Park
WSEN-F, 92.1, 25 KW @ 298, OLDIES		CBS, UNISUP	, \$ 30.00 (HNWH)	Buckley
WYYY-F, 94.5, 100 KW @ 649, AC			, \$ 99.00 (Katz)	NewCity
WPCX-F, 106.9, 14 KW @ 469, COUNTRY			, \$ 19.00 (Market 4)	(AUBURN)

Other Ranked Stations - See Utica1

TAMPA-ST. PETERSBURG

Arbitron Rank/Pop (12+): 21/1,849,200
 HSA Rank/Pop: 20/2,110,000
 ADI # 14
 Average Person Ratings: 17.4
 Market TSL: 23.25 hours

Stations: 25/22
 Diaries: 2016/917:1/52.6%
 Sample Target: 1810
 % Below Line: 9.6
 % Not Listed: 11.9

1991 Revenue: \$57,900,000
 HH Inc.: \$29,615
 Retail \$: 17.7 Bil
 Pop per Station: 84,054
 #1 Biller: WQYK-AF \$8,000,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. WQYK-F (C)	394/12.3	11.6	10.1	9.7	8.9	10.9	444/4744	3876/21.0	20.4	18.0			WQYK-F
2. WWRM-F (SAC)	270/ 8.4	10.3	7.3	10.4	10.8	9.1	304/3963	3380/18.3	21.5	19.5			WWRM-F
3. WFLA (T)	251/ 7.8	4.5	6.5	5.3	7.4	6.0	297/3492	2896/15.7	10.6	14.5			WFLA
4. WUSA-F (AC)	203/ 6.3	6.2	7.0	6.8	6.1	6.6	223/2838	2551/13.8	13.1	13.5			WUSA-F
5. WFLZ-F (CHR)	202/ 6.3	6.0	6.8	7.1	5.5	6.6	283/4397	3072/16.6	16.9	16.1			WFLZ-F
6. WMTX-F (AC)	198/ 6.2	6.2	5.5	6.2	3.5	6.0	212/2989	2701/14.4	14.2	9.1			WMTX-F
7. WXTB-F (AOR)	181/ 5.6	7.1	5.8	5.5	4.6	6.0	204/2282	2071/11.2	12.1	9.2			WXTB-F
8. WYNF-F (AOR)	166/ 5.2	5.5	5.3	5.5	5.9	5.4	245/3360	2433/13.2	13.4	12.6			WYNF-F
9. WHPT-F (J/NA)	154/ 4.8	2.6	2.6	1.8	2.2	3.0	258/3071	2136/11.6	8.4	7.0			WHPT-F
10. WDUV-F (EZ)	146/ 4.5	3.4	4.6	5.7	5.5	4.6	290/3659	1688/ 9.1	9.2	10.9			WDUV-F
11. WGUL-AF (BB)	134/ 4.1	5.6	4.8	4.9	4.4	4.8	144/1618	1514/ 8.2	8.6	7.9			WGUL-AF
12. WRBQ-F (CHR)	133/ 4.1	3.7	4.5	4.6	6.3	4.2	160/3508	2930/15.8	15.4	16.9			WRBQ-F
13. WYUU-F (O)	109/ 3.4	4.6	3.9	3.8	3.5	3.9	110/2009	1945/10.5	13.2	9.0			WYUU-F
14. WSUN (C)	63/ 2.0	2.6	2.2	3.2	2.8	2.5	96/1416	947/ 5.1	4.7	6.3			WSUN
15. WLWU-F (BB)	49/ 1.5	2.2	1.6	1.9	1.4	1.8	50/728	687/ 3.7	3.8	3.5			WLWU-F
16. WRBQ (CHR)	48/ 1.5	----	0.4	0.1	0.2	0.5	54/512	433/ 2.3	0.0	0.9			WRBQ
17.													
18.													
19.													
20.													

12+ FH SHARE (METRO): 80.92% (2290 of 2830) (WIN 91: 80.95%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFLZ-F	1 WXTB-F	1 WQYK-F	1 WQYK-F	1 WQYK-F	1 WQYK-F	1 WQYK-F	1 WQYK-F	1 WQYK-F	1 WFLZ-F	1 WFLA
2 WRBQ-F	2 WYNF-F	2 WMTX-F	2 WUSA-F	2 WUSA-F	2 WWRM-F	2 WFLA	2 WWRM-F	2 WWRM-F	2 WQYK-F	2 WQYK-F
3 WXTB-F	3 WFLZ-F	3 WUSA-F	3 WMTX-F	3 WWRM-F	3 WFLA	3 WYNF-F	3 WFLA	3 WFLZ-F	3 WXTB-F	3 WWRM-F
4 WMTX-F	4 WMTX-F	4 WYNF-F	4 WHPT-F	4 WMTX-F	4 WDUV-F	4 WWRM-F	4 WUSA-F	4 WMTX-F	4 WFLA	4 WFLZ-F
5 WQYK-F	5 WQYK-F	5 WXTB-F	5 WYNF-F	5 WHPT-F	5 WGUL-AF	5 WMTX-F	5 WHTX-F	5 WFLA	5 WWRM-F	5 WYUU-F
6	6 WHPT-F	6 WHPT-F	6 WWRM-F	6 WYNF-F	6 WUSA-F	6 WUSA-F	6	6 WUSA-F	6 WUSA-F	6 WHNZ
7	7 WUSA-F	7 WFLZ-F	7 WYUU-F	7	7	7	7	7	7 WRBQ-F	7
		8 WWRM-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 WFLZ-F	1 WMTX-F	1 WMTX-F	1 WQYK-F	1 WQYK-F	1 WXTB-F	1 WXTB-F	1 WYNF-F	1 WYNF-F	1 WQYK-F
2 WXTB-F	2 WFLZ-F	2 WUSA-F	2 WMTX-F	2 WWRM-F	2 WFLZ-F	2 WYNF-F	2 WXTB-F	2 WQYK-F	2 WYNF-F
3 WMTX-F	3 WXTB-F	3 WQYK-F	3 WUSA-F	3 WMTX-F	3 WYNF-F	3 WFLZ-F	3 WHPT-F	3 WXTB-F	3 WFLA
4 WRBQ-F	4 WUSA-F	4 WWRM-F	4 WWRM-F	4 WUSA-F	4 WQYK-F	4 WQYK-F	4 WQYK-F	4 WHPT-F	4 WHPT-F
5 WUSA-F	5 WQYK-F	5 WHPT-F	5 WFLZ-F	5 WHPT-F	5 WMTX-F	5 WHPT-F	5 WUSA-F	5 WFLZ-F	5 WUSA-F
6 WQYK-F	6 WRBQ-F	6 WFLZ-F	6 WHPT-F	6	6 WRBQ-F	6	6 WFLZ-F	6 WFLA	6 WXTB-F
7 WYNF-F	7 WHPT-F	7 WYNF-F	7 WXTB-F	7	7	7	7 WFLA	7 WMTX-F	7 WYUU-F
		8 WXTB-F						8 WUSA-F	

OTHER RATED STATIONS	METRO SHARE	CUME /RTG	TSA /AQH	TSA /CUME
WDAE 1250 Tampa	0.1/0.7/	3/	133	
WFNS 910 Plant City	0.3/1.4/	13/	334	
WHNZ 570 Pinellas Park/T	0.8/4.1/	35/	961	
WQYK 1010 Seffner/Tampa	0.8/2.2/	37/	631	
WRMD 680 St Petersburg	0.4/0.6/	12/	110	
WRXB 1590 St Pete Bch/Tam	0.5/1.3/	22/	331	
WTMP 1150 Tampa	0.8/2.1/	25/	386	
WPCV-F 97.5 Winter Haven	0.3/1.9/	152/	1929	

TAMPA-ST. PETERSBURG

RADIO STATIONS

AM STATIONS

WDAE, 1250, 5 KW (DA-2)	, SEE WUSA-FM		
WFLA, 970, 5 KW (DA-2)	, TALK	CBS ABC, \$ 58.00 (Eastman)	Jacor
WGUL, 860, 2 KW/1.6KW (DA-2)	, SEE WGUL-F		
WHNZ, 570, 5 KW/10 KW (DA-2)	, TALK	MBS CNN, \$ 40.00 (Schubert)	Paxson
WMTX, 1040, 5 KW (DAYS)	, SEE WMTX-F		
WQYK, 1010, 50 KW/5 KW (DA-2)	, SEE WQYK-F		
WRBQ, 1590, 5 KW/1 KW (DA-2)	, SEE WRBQ-F		
WRXB, 1590, 5 KW/1 KW (DA-2)	, BLACK	NBN ABC, \$ 24.00 (K & P)	
WSUN, 620, 10 KW (DA-N)	, COUNTRY	NBC, \$ 44.00 (Durpetti)	Cox
WTMP, 1150, 5 KW/2.5 KW(DA-2)	, BLACK	SBN UNIPWR, \$ 35.00 (HNWH)	

FM STATIONS

WFLZ, 93.3, 100 KW @ 1358, CHR		ABC, \$ 88.00 (Eastman)	Jacor
WGUL, 105.5, 3.7 KW @ 256, NOSTALGIA		ABC UNISUP, \$ 44.00 (K & P)	Marcocci
WLUV, 106.3, 3.3 KW @ 298, NOSTALGIA		APR, \$ 31.00 (---)	
WMTX, 95.7, 100 KW @ 607, AC		, \$ 95.00 (MMR)	Metroplex
WQYK, 99.5, 100 KW @ 551, COUNTRY		, \$ 170.00 (Katz)	Infinity
WRBQ, 104.7, 100 KW @ 561, CHR		ABC, \$ 90.00 (Christal)	Edens
WWRM, 107.3, 100 KW @ 620, SOFT AC		, \$ 136.00 (Durpetti)	Cox
WXTB, 97.9, 100 KW @ 600, AOR		ABC, \$ 69.00 (Banner)	Great American
WUSA, 100.7, 100 KW @ 600, AC		ABC, \$ 150.00 (McGuild)	Gannett
WYNF, 94.9, 100 KW @ 1290, AOR		CBS, \$ 130.00 (CBS)	CBS
WYUU, 92.5, 50 KW @ 400, OLDIES		UPI UNIULT, \$ 80.00 (Banner)	Entercom
WOUV, 103.3, 100 KW @ 581, EZ		MBS, \$ 72.00 (Christal)	(BRADENTON)
WHPT, 102.5, 100 KW @ 1666, JAZZ/NAC		, \$ 60.00 (Schubert)	Paxson (SARASOTA)

TOLEDO

Arbitron Rank/Pop (12+): 73/504,300
MSA Rank/Pop: 83/620,000
ADI # 64
Average Person Ratings: 15.7
Market TSL: 21.00 hours

Stations: 26/17
Diaries: 1190/424:1/53.7%
Sample Target: 1120
% Below Line: 12.4
% Not Listed: 13.3

1991 Revenue: \$13,500,000
HH Inc.: \$31,175
Retail \$: 4.7 Bl
Pop per Station: 29,664
#1 Biller: WIOT-F \$2,600,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. WIOT-F (AOR)	101/12.8	14.4	12.6	12.0	10.2	12.9	161/2036	1246/24.7	26.2	21.6			WIOT-F
2. WKKO-F (C)	76/ 9.6	9.4	9.4	11.4	10.0	9.9	113/1407	898/17.8	18.1	20.5			WKKO-F
3. WVKF-F (CHR)	70/ 8.9	6.9	7.9	8.2	9.4	8.0	103/1987	1336/26.5	24.1	24.7			WVKF-F
4. WWM-F (AC)	61/ 7.7	8.8	7.4	8.9	8.8	8.2	72/1191	995/19.7	22.2	20.5			WWM-F
5. WRQN-F (O)	56/ 7.1	6.4	7.7	8.1	9.5	7.3	66/1120	893/17.7	20.3	24.0			WRQN-F
6. WLQR-F (SAC)	52/ 6.6	6.4	8.4	6.0	8.5	6.8	74/1192	815/16.2	16.4	18.6			WLQR-F
7. WSPD (FS)	50/ 6.3	7.9	5.9	6.6	7.7	6.7	65/939	743/14.7	19.1	16.9			WSPD
8. CKLW (BB)	42/ 5.3	5.0	4.5	5.0	3.5	4.9	70/849	435/ 8.6	9.4	8.1			CKLW
9. WTOD (C)	29/ 3.7	3.0	2.4	2.7	2.7	3.0	42/420	307/ 6.1	5.7	4.6			WTOD
10. WJR (MOR)	24/ 3.0	4.1	5.4	3.5	4.4	4.0	79/1269	489/ 9.7	11.3	11.6			WJR
WTWR-F (CHR)	24/ 3.0	2.0	----	0.5	0.7	1.4	31/869	583/11.6	7.5	3.2			WTWR-F
12. WKKR-F (CL AOR)	21/ 2.7	2.2	3.2	2.3	2.7	2.6	53/875	493/ 9.8	8.3	8.9			WKKR-F
13. WVOI (B)	18/ 2.3	2.6	2.4	3.5	2.6	2.7	18/306	306/ 6.1	6.1	5.9			WVOI
14.													
15.													

12+ FM SHARE (METRO): 74.16% (508 of 685) (WIN 91: 73.26%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WVKF-F	1 WIOT-F	1 WIOT-F	1 WIOT-F	1 WIOT-F	1 WKKO-F	1 WKKO-F	1 WIOT-F	1 WIOT-F	1 WIOT-F	1 WSPD
2 WTWR-F	2 WVKF-F	2 WVKF-F	2 WWM-F	2 WWM-F	2 WSPD	2 WIOT-F	2 WKKO-F	2 WVKF-F	2 WWM-F	2 WIOT-F
3 WIOT-F	3 WKKO-F	3 WWM-F	3 WRQN-F	3 WKKO-F	3 CKLW	3 WVKF-F	3 WLQR-F	3 WKKO-F	3 WVKF-F	3 WKKO-F
4	4 WWM-F	4 WKKO-F	4 WKKO-F	4 WRQN-F	4 WLQR-F	4 WWM-F	4 WSPD	4 WRQN-F	4 WSPD	4 WWM-F
5	5 WRQN-F	5 WRQN-F	5 WVKF-F	5 WVKF-F	5 WWM-F	5 WSPD	5 WVKF-F	5 WLQR-F	5 WKKO-F	5
6	6	6 WLQR-F	6 WLQR-F	6 WVKF-F	6 WRQN-F	6 WRQN-F	6 WWM-F	6 WWM-F	6 WRQN-F	6
						7 WLQR-F	7 WRQN-F	7 CKLW	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 WVKF-F	1 WVKF-F	1 WVKF-F	1 WVKF-F	1 WWM-F	1 WIOT-F	1 WIOT-F	1 WIOT-F	1 WIOT-F	1 WIOT-F
2 WIOT-F	2 WIOT-F	2 WKKO-F	2 WWM-F	2 WVKF-F	2 WKKO-F	2 WKKO-F	2 WWM-F	2 WRQN-F	2 WRQN-F
3 WTWR-F	3 WKKO-F	3 WIOT-F	3 WIOT-F	3 WLQR-F	3 WTWR-F	3 WWM-F	3 WRQN-F	3 WKKO-F	3 WKKO-F
4 WRQN-F	4 WWM-F	4 WWM-F	4 WKKO-F	4 WKKO-F	4 WLZZ-F	4 WVKF-F	4 WKKR-F	4 WWM-F	4 WWM-F
5 WKKO-F	5 WRQN-F	5 WLQR-F	5 WRQN-F	5 WRQN-F	5 WVKF-F	5 WRQN-F	5 WVKF-F	5	5 WLQR-F
6	6 WLQR-F	6 WKKR-F	6 WLQR-F	6 WIOT-F	6	6 WKKR-F	6 WKKO-F	6	6

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WCWA	1230	Toledo	0.8/3.2/	10/ 247
WHMQ-F	107.7	N Baltimore	0.4/1.2/	40/ 358
WJYM	730	Bowling Green	0.5/0.9/	4/ 62
WMTR-F	96.1	Archbold/Wauson	1.0/3.0/	13/ 225
WRED-F	95.7	Gibsonburg	0.5/3.2/	6/ 243
WWM	1470	Toledo	0.5/4.7/	6/ 263
CIMX-F	88.7	Windsor/Detroit	0.5/2.8/	10/ 241
WIQB-F	102.9	Ann Arbor		
WJLB-F	97.9	Detroit	1.5/4.6/	14/ 249
WLLZ-F	98.7	Detroit	0.4/1.8/	9/ 261
WLZZ-F	104.5	Montpelier	0.6/1.5/	14/ 183
WNDH-F	103.1	Napoleon	0.5/0.9/	19/ 216
WQTE-F	95.3	Adrian	0.5/1.3/	19/ 280

RADIO STATIONS

WCWA	1230	1 KW	Oldies	HBS CBS, \$12.00	(Eastman)	Reams
WSPD	1370	5 KW (DA-N)	Full Service	NBC, \$30.00	(MMR)	Stratford
WTOD	1560	5 KW (DAYS, DA)	SEE WKKO-FM			
WVOI	1520	1 KW (DA-2)	Black	SBN UNIPWR, \$16.00	(Regional)	
WWM	1470	1 KW (DA-2)	News	CNN, \$12.00	(Durpetti)	
WIOT-F	104.7	50 KW @ 540	AOR	SOURCE, \$55.00	(Eastman)	Reams
WKKO-F	99.9	50 KW @ 500	Country	ABC, \$62.00	(Katz)	Booth
WLQR-F	101.5	19 KW @ 810	Soft AC	, \$31.00	(MMR)	Stratford
WRQN-F	93.5	4.1 KW @ 397	Oldies	ABC, \$34.00	(Banner)	ABS (BOWLING GREEN)
WVKF-F	92.5	50 KW @ 479	CHR	ABC, \$41.00	(McGuild)	Noble
WWM-F	105.5	2.7 KW @ 344	AC	, \$40.00	(Durpetti)	
WKKR-F	94.5	30 KW @ 630	CL AOR	ABC, \$17.00	(HNWH)	(PORT CLINTON)

Other Ranked Stations - See Detroit

TUCSON

Arbitron Rank/Pop (12+): 65/569,500

Stations: 21/19
Diaries: 1058/538:1/55.3%
Sample Target: 1030
% Below Line: 2.8
% Not Listed: 15.5

1991 Revenue: \$16,400,000
HH Inc.: \$26,940
Retail \$: 4.8 B11
Pop per Station: 29,973
#1 Biller: KCUB \$3,200,000

MSA Rank/Pop: 77/666,000

ADI # 79

Average Person Ratings: 17.1

Market TSL: 22.75 hours

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQM	Birch Cume
1. KIIM-F (C)	184/18.9	20.1	17.6	13.2	13.8	17.5	205/2167	1903/33.4	30.5	27.1			KIIM-F
2. KRQQ-F (CHR)	97/10.0	12.1	10.5	13.9	14.8	11.6	126/1925	1586/27.8	32.0	32.0			KRQQ-F
3. KLPX-F (AOR)	90/ 9.3	7.6	9.9	11.5	11.9	9.6	92/1206	1167/20.5	18.4	21.3			KLPX-F
4. KWFM-AF (AC)	80/ 8.2	6.5	7.6	8.6	8.7	7.7	89/1432	1128/19.8	20.2	21.6			KWFM-AF
5. KKLD-F (AC)	76/ 7.8	7.6	8.4	7.7	8.8	7.9	81/1024	941/16.5	16.8	20.4			KKLD-F
6. KNST (N/T)	52/ 5.3	5.0	3.7	5.0	4.4	4.8	54/902	876/15.4	13.7	14.5			KNST
7. KMRR (BB)	30/ 3.1	4.6	2.3	1.7	2.6	2.9	30/417	417/ 7.3	6.4	5.2			KMRR
8. KJYK (CHR)	28/ 2.9	2.5	2.8	1.4	0.5	2.4	28/445	423/ 7.4	6.9	4.8			KJYK
9. KTZR (SP)	24/ 2.5	2.1	1.6	1.2	1.2	1.9	24/227	227/ 4.0	4.0	2.9			KTZR
10. KTZN-F (SAC)	23/ 2.4	1.4	1.3	2.0	2.0	1.8	23/646	583/10.2	6.2	4.3			KTZN-F
11. KCUB (C)	22/ 2.3	2.5	3.0	2.8	2.0	2.7	22/304	292/ 5.1	6.7	5.4			KCUB
12. KGVY (BB)	20/ 2.1	4.8	2.3	3.3	2.0	3.1	20/237	237/ 4.2	5.1	3.3			KGVY
13. KXEW (SP)	17/ 1.7	1.0	1.6	2.9	2.2	1.8	18/243	236/ 4.1	2.9	4.7			KXEW
14. KTUC (T)	16/ 1.6	1.5	1.7	0.6	1.2	1.4	17/456	409/ 7.2	5.0	4.7			KTUC
15. KZRX-F (?)	14/ 1.4	----	0.8	2.1	1.1	1.1	23/414	274/ 4.8	0.0	2.2			KZRX-F
17. KQTL (SP)	14/ 1.4	2.5	2.5	2.3	2.4	2.2	19/200	164/ 2.9	3.3	3.8			KQTL
17. KUPD-F (AOR)	13/ 1.3	0.9	2.7	1.6	2.8	1.6	14/366	284/ 5.0	4.5	6.3			KUPD-F
18. KTKT (N/T)	10/ 1.0	1.7	2.0	1.0	3.9	1.4	11/490	482/ 8.5	7.5	10.6			KTKT
19.													
20.													

12+ FM SHARE (METRO): 70.52% (579 of 821) (WIN 91: 66.17%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KRQQ-F >> 1 KLPX-F	1 KIIM-F >	1 KIIM-F >	1 KIIM-F >	1 KIIM-F >	1 KIIM-F >>	1 KIIM-F >	1 KIIM-F >>	1 KIIM-F >	1 KIIM-F >	1 KIIM-F >
2 KJYK >>	KIIM-F >	2 KLPX-F >	2 KLPX-F <	2 KWFM-AF <	2 KWFM-AF <	2 KRQQ-F	2 KWFM-AF <	2 KLPX-F >	2 KRQQ-F	2 KWFM-F >
3 KIIM-F >	3 KRQQ-F >	3 KWFM-AF >	3 KWFM-AF >	3 KKLD-F	3 KNST	3 KLPX-F	KKLD-F <	3 KRQQ-F	3 KLPX-F >	KRQQ-F
4 KLPX-F	4 KKLD-F	4 KRQQ-F	4 KKLD-F >	4 KLPX-F >	KKLD-F >	4 KWFM-AF	4 KLPX-F >	4 KWFM-AF	4 KWFM-AF	4 KNST
5	5 KWFM-AF	5 KKLD-F	5 KRQQ-F	5 KRQQ-F	5 KMRR	5 KKLD-F <	5 KRQQ-F <	5 KKLD-F >>	5 KJYK	KLPX-F
						6 KNST >>	6 KNST >>	6	6 KKLD-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 KRQQ-F	1 KIIM-F >	1 KIIM-F >	1 KIIM-F >	1 KIIM-F >	1 KLPX-F	1 KLPX-F >>	1 KLPX-F >>	1 KIIM-F	1 KIIM-F
KIIM-F >>	2 KRQQ-F >	2 KKLD-F	2 KRQQ-F	2 KWFM-AF <	2 KIIM-F >	2 KIIM-F >	2 KKLD-F	2 KLPX-F >>	2 KLPX-F >
3 KLPX-F >	3 KLPX-F	3 KRQQ-F	3 KWFM-AF	3 KKLD-F	3 KRQQ-F	3 KRQQ-F	3 KIIM-F	3 KWFM-AF	3 KWFM-AF
4 KWFM-AF	4 KKLD-F	KLPX-F	4 KKLD-F >	4 KRQQ-F >	4 KZRX-F >	4 KKLD-F	4 KWFM-AF	4 KKLD-F	4 KKLD-F >
KJYK	5 KWFM-AF	5 KWFM-AF >	5 KLPX-F	5 KLPX-F	5	5 KWFM-AF	5 KRQQ-F	5 KRQQ-F	5 KNST
6 KUPD-F									6 KRQQ-F

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA AQH	TSA CUME
KGMS-F 97.1	Greenvalley/Tcs	0.7/1.9/	7/	107
KVOI 690	Tucson	0.4/1.9/	5/	151

RADIO STATIONS

KCEE, 790,	5 KW/500 W (DA-2),	SEE KWFM-F		
KCUB, 1290,	1 KW	SEE KIIM-F		
KGVY, 1080,	1 KW (DAYS)	NOSTALGIA	APR, \$	20.00 (K & P)
KJYK, 1490,	1 KW (DA-1)	CHR		\$ 14.00 (Christal)
				Ouchossois
KMRR, 1330,	2 KW/5 KW (DA-2),	NOSTALGIA	SMN, \$	17.00 (Eastman)
KNST, 940,	1 KW/250 W (DA-2),	NEWS/TALK	ABC, MBS, \$	27.00 (McGuild)
KQTL, 1210,	10 KW/1 KW (DA-2),	HISPANIC		\$ 17.00 (Caballero)
KTKT, 990,	10 KW/1 KW (DA-N),	NEWS/TALK	CNN, UNISUP, \$	16.00 (HNWH)
KTUC, 1400,	1 KW	TALK	CBS, APR, \$	13.00 (Roslin)
KTZR, 1450,	1 KW	HISPANIC		\$ 12.00 (K & P)
KXEW, 1600,	1 KW (DA-2)	HISPANIC	CRC, \$	14.00 (Lotus)
				Lotus
KIIM-F, 99.5,	93 KW @ 2037,	COUNTRY		\$ 70.00 (Katz)
KKLD-F, 94.9,	100 KW @ 1952,	AC		\$ 41.00 (Christal)
KLPX-F, 96.1,	93 KW @ 88,	AOR		\$ 45.00 (HNWH)
KRQQ-F, 93.7,	91 KW @ 2030,	CHR		\$ 63.00 (McGuild)
KTZN-F, 92.1,	50 KW @ 500,	SOFT AC		\$ 14.00 (Eastman)
KWFM-F, 92.9,	90 KW @ 2038,	OLDIES	CBS, \$	47.00 (MMR)
				American

TULSA

Arbitron Rank/Pop (12+): 63/608,500
 MSA Rank/Pop: 72/746,000
 ADI # 58
 Average Person Ratings: 17.2
 Market TSL: 22.75 hours

Stations: 20/21
 Diaries: 1142/533:1/51.8%
 Sample Target: 1120
 % Below Line: 0.4
 % Not Listed: 12.0

1991 Revenue: \$19,700,000
 HH Inc.: \$26,033
 Retail \$: 5.5 Bil
 Pop per Station: 28,976
 #1 Biller: KWEN-F \$3,600,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. KWEN-F (C)	180/17.2	15.8	15.7	18.1	13.4	16.7	245/3073	2000/32.9	27.2	24.7			KWEN-F
2. KRMG (FS)	101/ 9.7	9.2	7.8	9.6	13.0	9.1	113/1495	1283/21.1	22.0	24.0			KRMG
3. KMYZ-F (CHR)	88/ 8.4	8.7	9.6	7.5	6.4	8.6	115/1832	1287/21.2	20.4	18.9			KMYZ-F
4. KMDD-F (AOR)	64/ 6.1	8.3	8.2	8.9	8.9	7.9	91/1396	898/14.8	19.1	17.2			KMOD-F
5. KBEZ-F (SAC/EZ)	63/ 6.0	7.5	6.7	6.0	6.5	6.6	72/1194	858/14.1	15.4	12.1			KBEZ-F
6. KAYI-F (CHR)	59/ 5.7	4.0	4.3	6.0	6.0	5.0	97/1750	1129/18.6	15.1	17.0			KAYI-F
7. KRAV-F (AC)	50/ 4.8	4.2	4.0	3.6	3.7	4.2	53/770	603/ 9.9	10.5	11.0			KRAV-F
8. KVOO (C)	47/ 4.5	6.5	5.2	6.3	5.3	5.6	75/1005	556/ 9.1	10.7	10.3			KVOO
9. KQLL-AF (O)	45/ 4.3	4.5	4.9	4.5	3.8	4.6	60/1067	741/12.2	13.4	10.7			KQLL-AF
10. KTFX-F (C)	44/ 4.2	3.0	5.0	3.3	3.7	3.9	69/998	637/10.5	9.5	9.0			KTFX-F
11. KVOO-F (C)	33/ 3.2	4.8	4.1	4.0	4.5	4.0	47/988	628/10.3	10.4	9.2			KVOO-F
12. KGTO (BB)	26/ 2.5	1.8	1.4	1.6	0.5	1.8	26/187	187/ 3.1	2.8	0.6			KGTO
13. KCMA-F (CL)	26/ 2.5	0.9	1.1	1.2	1.1	1.4	29/365	318/ 5.2	5.2	3.9			KCMA-F
14. KSTM-F (AOR)	25/ 2.4	1.0	2.1	1.8	2.3	1.8	27/559	439/ 7.2	9.6	8.2			KSTM-F
15.													

12+ FM SHARE (METRO): 80.41% (739 of 919) (WIN 91: 77.61%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KMYZ-F>	1 KWEN-F	1 KWEN-F>>	1 KWEN-F>>	1 KWEN-F>>	1 KWEN-F	1 KWEN-F	1 KWEN-F>	1 KWEN-F>>	1 KWEN-F>	1 KRMG
2 KWEN-F	2 KMYZ-F	2 KMDD-F	2 KRMG	2 KRMG	2 KRMG >	2 KRMG >	2 KRMG	2 KRMG <	2 KMYZ-F>	2 KWEN-F>
3 KAYI-F	3 KMDD-F>	3 KMYZ-F	KMOD-F	3 KMDD-F	3 KBEZ-F	3 KMYZ-F	3 KMDD-F	3 KMYZ-F>	3 KAYI-F<	3 KMYZ-F
4	4 KAYI-F	4 KRMG <	4 KBEZ-F<	4 KBEZ-F	4 KVOO	4 KMDD-F<	KBEZ-F	4 KMDD-F<	4 KRMG	4 KRAV-F
5	5	5 KAYI-F	5 KRAV-F	5 KQLL-AF<	5 KQLL-AF	5 KAYI-F	5 KMYZ-F	5 KAYI-F<	5 KRAV-F	KBEZ-F
6	6	6 KBEZ-F	6 KQLL-AF	6 KRAV-F	6	6 KVOO	6 KRAV-F	6 KBEZ-F	6 KTFX-F>	6 KMDD-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 KWEN-F	1 KWEN-F>	1 KWEN-F>	1 KWEN-F>>	1 KWEN-F>>	1 KMYZ-F	1 KMDD-F	1 KMDD-F>	1 KWEN-F>	1 KWEN-F>
2 KMYZ-F>>	2 KMYZ-F	2 KAYI-F	2 KMYZ-F	2 KBEZ-F	2 KWEN-F	2 KWEN-F	2 KWEN-F	2 KMDD-F	2 KRMG
3 KAYI-F>	3 KAYI-F	3 KMDD-F	KAYI-F	3 KRAV-F	3 KMDD-F>>	KMYZ-F>>	3 KMYZ-F>	3 KMYZ-F	3 KMDD-F
4 KMDD-F>	4 KMDD-F>	4 KRAV-F	4 KBEZ-F	4 KRMG	4 KTFX-F	4 KAYI-F	4 KRMG	4 KRMG >	4 KQLL-AF>
5 KVOO-F	5 KRAV-F	KMYZ-F>	5 KRAV-F	KAYI-F	KAYI-F	5 KTFX-F	KAYI-F	5 KQLL-AF	5 KMYZ-F
KTFX-F	6	6 KSTM-F	6 KMDD-F	6	6	6	6 KTFX-F	6	6

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQM/CUME

KREK-F	104.9	Bristow	0.7/1.2/	8/ 105
KTHK-F	94.1	Okmulgee	1.9/8.8/	25/ 655
KTOW	1340	Sand Springs	0.5/1.1/	5/ 65
KTOW-F	102.3	Sand Springs	1.6/4.1/	17/ 251
KXOJ-F	100.9	Sapulpa/Tulsa	1.4/4.3/	15/ 276
KITO-F	96.1	Vinita	0.4/0.9/	48/ 275

RADIO STATIONS

KCFO, 970, 2.5 KW/1 KW (DA-2), RELIGION	, \$ 12.00 (---)	Salem
KGTO, 1050, 1 KW (DAYS), NOSTALGIA	CNN, \$ 13.00 (Torbet)	
KRMG, 740, 50 KW/25 KW (DA-2), FULL SERVICE NBC-T ABC	, \$ 52.00 (Katz)	NewCity
KVOO, 1170, 50 KW (DA-N), COUNTRY UNISUP UNIULT	, \$ NA (Durpetti)	Great Empire
KAYI-F, 106.9, 100 KW @ 1010, CHR	ABC, \$ 35.00 (MMR)	Naragansett (HUSKOGEE)
KBEZ-F, 92.9, 100 KW @ 1319, SOFT AC/EZ	, \$ 33.00 (Eastman)	Renda
KCMA-F, 92.1, 27 KW @ 656, CLASSICAL	, \$ 19.00 (CMBS)	
KMOD-F, 97.5, 96 KW @ 1328, AOR/CL AOR	, \$ 64.00 (Christal)	Clear Channel
KMYZ-F, 104.5, 70 KW @ 1128, AOR	ABC, \$ 48.00 (Torbet)	Shamrock-Lynette (PRYOR)
KQLL-F, 106.1, 100 KW @ 1322, OLDIES	, \$ 25.00 (Christal)	Federated (OWASSO)
KRAV-F, 96.5, 100 KW @ 1328, AC	UNISUP, \$ 28.00 (Torbet)	
KSTM-F, 99.5, 100 KW @ 981, AOR	UNISUP, \$ 17.00 (Schubert)	(HENRYETTA)
KTFX-F, 103.3, 100 KW @ 1279, COUNTRY	, \$ 21.00 (---)	
KTHK-F, 94.1, 18 KW @ 817, CLASSIC AOR	, \$ 22.00 (---)	(OKMULGEE)
KTOW-F, 102.3, 1.7 KW @ 436, BLACK	, \$ 17.00 (---)	(SAND SPRINGS)
KVOO-F, 98.5, 100 KW @ 1227, COUNTRY	NBC UNIULT, \$ 55.00 (Durpetti)	Great Empire
KWEN-F, 95.5, 96 KW @ 1328, COUNTRY	, \$ 84.00 (Katz)	NewCity

WASHINGTON

Arbitron Rank/Pop (12+): 7/3,388,800

Stations: 37/31

1991 Revenue: \$144,000,000

MSA Rank/Pop: 6/3,820,000

Diaries: 2495/1358:1/52.2%

HH Inc.: \$48,038

ADI # 9

Sample Target: 2370

Retail \$: 33.9 Bil

Average Person Ratings: 17.1

% Below Line: 3.4

Pop per Station: 109,316

Market TSL: 22.50 hours

% Not Listed: 15.6

#1 Biller: WMZQ-AF \$14,600,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. WPGC-F (CHR/U)	509/ 8.8	9.2	7.8	7.6	7.3	8.4	551/7248	6516/19.2	19.5	17.1			WPGC-F
2. WMZQ-F (C)	330/ 5.7	5.8	5.3	5.7	4.8	5.6	430/5930	4627/13.7	12.8	12.3			WMZQ-F
3. WGAY-F (SAC/EZ)	290/ 5.0	5.2	5.5	5.6	6.9	5.3	323/5140	4509/13.3	12.3	14.0			WGAY-F
4. WMAL (MOR)	285/ 4.9	5.1	3.6	4.5	4.4	4.5	311/5259	4778/14.1	15.9	14.2			WMAL
5. WKYS-F (B)	252/ 4.3	5.4	4.5	4.9	5.3	4.8	270/4730	4349/12.8	13.5	11.2			WKYS-F
6. WWDC-F (AOR)	234/ 4.0	3.0	5.2	4.4	3.1	4.2	357/6769	4511/13.3	12.2	12.9			WWDC-F
WMMJ-F (B/AC/O)	234/ 4.0	3.9	3.5	4.0	3.5	3.8	236/2861	2739/ 8.1	7.8	6.5			WMMJ-F
8. WRQX-F (AC/CHR)	228/ 3.9	4.4	3.1	4.2	4.8	3.9	271/5388	4395/13.0	13.8	14.0			WRQX-F
9. WTOP (N)	212/ 3.7	4.3	4.2	3.3	6.5	3.9	258/5864	5055/14.9	15.2	21.1			WTOP
10. WCXR-F (CL AOR)	189/ 3.3	2.3	3.4	3.0	2.9	3.0	211/4091	3521/10.4	10.0	11.8			WCXR-F
11. WASH-F (EZ)	185/ 3.2	4.7	4.1	4.6	4.5	4.2	206/3919	3405/10.0	12.7	12.6			WASH-F
12. WXTR-F (O)	184/ 3.2	3.1	3.3	3.0	2.6	3.2	225/4388	3721/11.0	11.3	10.5			WXTR-F
13. WLTT-F (AC)	175/ 3.0	2.9	4.0	4.0	4.1	3.5	200/4014	3543/10.5	8.9	11.7			WLTT-F
WJFK-F (CL AOR)	175/ 3.0	2.5	2.1	1.8	1.5	2.3	185/3682	3230/ 9.5	9.0	6.8			WJFK-F
15. WHFS-F (AOR)	171/ 2.9	2.3	2.5	2.6	2.1	2.6	231/3537	2708/ 8.0	6.8	6.8			WHFS-F
16. WHUR-F (B)	167/ 2.9	3.3	3.2	2.9	3.2	3.1	178/4021	3774/11.1	11.6	10.7			WHUR-F
17. WGMS-F (CL)	166/ 2.9	2.8	3.0	3.4	3.0	3.0	180/3157	2840/ 8.4	7.2	7.9			WGMS-F
18. WWRG (T)	119/ 2.1	2.0	1.9	2.5	2.4	2.1	128/1988	1757/ 5.2	5.8	6.4			WWRG
19. WAVA-F (CHR)	108/ 1.9	3.8	3.5	4.2	3.8	3.3	124/3255	2654/ 7.8	15.0	15.1			WAVA-F
20. WOL (B/T)	101/ 1.7	2.0	2.2	2.6	1.5	2.1	101/1219	1211/ 3.6	3.3	3.0			WOL
21. WYCB (G)	80/ 1.4	1.3	1.3	0.7	1.3	1.2	81/1064	1041/ 3.1	2.8	2.6			WYCB
22. WIYY-F (AOR)	76/ 1.3	0.9	1.2	1.0	1.0	1.1	152/2696	1369/ 4.0	3.6	4.1			WIYY-F
23. WWDC (BB)	72/ 1.2	0.7	0.8	0.6	0.5	0.8	74/944	911/ 2.7	2.3	2.3			WWDC
24. WJZE-F (J)	66/ 1.1	1.7	1.8	1.1	1.9	1.4	71/1758	1617/ 4.8	5.7	5.1			WJZE-F
25.													

12+ FM SHARE (METRO): 79.38% (3884 of 4893) (WIN 91: 79.99%)

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

WASHINGTON

OTHER RATED STATIONS METRO CUME TSA TSA
SHARE/RTG/AQH/CUME

WFMD	930	Frederick	0.4/1.4/ 24/ 576
WFRE-F	99.9	Frederick	0.4/2.0/ 40/1077
WJFK	1300	Baltimore	0.1/0.3/ 17/ 298
WMZQ	1390	Arlington	0.4/0.0/ 0/ 0
WPGC	1580	Morningside	0.3/1.2/ 21/ 433
WQSI	820	Frederick	0.4/0.6/ 21/ 203
WTEM	570	Bethesda	0.4/1.2/ 22/ 398
WUST	1120	Washington	0.5/1.1/ 27/ 378
WARX-F	106.9	Hagerstown/Frdk	0.3/0.7/ 51/ 597
WFLS	1350	Fredericksburg	0.1/0.0/ 0/ 0
WFLS-F	93.3	Fredericksburg	1.0/2.1/115/1332
WPOC-F	93.1	Baltimore	0.4/1.6/167/2149
WRBS-F	95.1	Baltimore	0.3/1.0/ 29/ 597

RADIO STATIONS

AM STATIONS

WCPT,	730,	5 KW/20W (DA-1)	, News	UNISUP CNN,	\$ 32.00	(Group W)	Westinghouse
WDCT,	1310,	5 KW/500 W	, Religion	, \$ 27.00	(---)	Marsh	
WFAX,	1220,	5 KW (DAYS)	, Religion	, \$ 21.00	(---)		
WMAL,	630,	5 KW (DA-2)	, Full Service	ABC, \$175.00	(Katz)	Cap Cities/ABC	
WMDO,	1540,	5 KW (DAYS)	, Hispanic	, \$ 37.00	(Katz Hisp.)		
WOL,	1450,	1 KW	, Black Talk	NBN UNIULT, \$ 52.00	(Schubert)	Almic	
WTOP,	1500,	50 KW (DA-2)	, News	CBS MBS, \$170.00	(CBS)	Chase	
WWDC,	1260,	5 KW (DA-2)	, Nostalgia	UNISUP UNIULT, \$ 45.00	(Christal)		
WWRC,	980,	5 KW (DA-N)	, Talk	ABC, \$ 58.00	(MMR)	Greater Media	
WYCB,	1340,	1 KW	, Gospel	SBN, \$ 38.00	(---)		

FM STATIONS

WASH,	97.1,	26 KW @ 686	, AC	UNISUP, \$169.00	(HNWH)	Chase
WAVA,	105.1,	50 KW @ 498	, Religion	, \$ NA	(---)	Salem
WCXR,	105.9,	28 KW @ 649	, Classic AOR	, \$171.00	(Group W)	Westinghouse
WGAY,	99.5,	21 KW @ 771	, Soft AC/EZ	, \$157.00	(MMR)	Greater Media
WGMS,	103.5,	46 KW @ 508	, Classical	MBS, \$125.00	(Durpetti)	
WHFS,	99.1,	50 KW @ 459	, Prog AOR	APR, \$ 79.00	(Banner)	Duchossois (ANNAPOLIS)
WHUR,	96.3,	24 KW @ 669	, Black	, \$ 83.00	(Durpetti)	Howard Univ.
WJFK,	106.7,	23 KW @ 731	, Classic AOR	ABC, \$ 78.00	(Torbet)	Infinity
WJZE,	100.3,	40 KW @ 331	, Jazz	APR, \$ 68.00	(Mc-Guild)	United
WKYS,	93.9,	50 KW @ 479	, Black	, \$180.00	(Banner)	Albimar
WLTT,	94.7,	23 KW @ 741	, AC	, \$159.00	(CBS)	CBS
WMMJ,	102.3,	2.9 KW @ 479	, Black AC/Oldies	ABC MBS, \$ 78.00	(Schubert)	Almic
WMZQ,	98.7,	50 KW @ 489	, Country	, \$250.00	(Christal)	Viacom
WPGC,	95.5,	50 KW @ 500	, CHR/Urban	, \$175.00	(Banner)	Cook Inlet
WRQX,	107.3,	36 KW @ 590	, AC/CHR	ABC, \$100.00	(Katz)	Cap Cities/ABC
WWDC,	101.1,	32 KW @ 761	, AOR	UNIPWR, \$170.00	(Christal)	
WXTR,	104.1,	22 KW @ 764	, Oldies	, \$154.00	(Mc-Guild)	Radio Ventures

WEST PALM BEACH

Arbitron Rank/Pop (12+): 49/797,900
 MSA Rank/Pop: 60/885,000
 ADI # 46
 Average Person Ratings: 17.0
 Market TSL: 22.25 hours

Stations: 39/18
 Diaries: 1298/615:1/53.1%
 Sample Target: 1180
 % Below Line: 27.0
 % Not Listed: 12.6

1991 Revenue: \$23,400,000
 HH Inc.: \$37,870
 Retail \$: 8.5 Bil
 Pop per Station: 44,327
 #1 Biller: WRMF-F \$5,900,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. WEAT-AF (EZ/SAC)	172/12.7	13.2	16.1	16.1	13.6	14.5	234/2647	1755/22.0	22.9	24.5			WEAT-AF
2. WRMF-F (AC)	127/ 9.4	10.5	8.1	7.9	8.3	9.0	172/2247	1411/17.7	19.1	15.6			WRMF-F
3. WJNO (N/T)	113/ 8.4	7.5	9.2	8.5	8.9	8.4	147/1572	1125/14.1	15.4	15.3			WJNO
4. WIRK-F (C)	83/ 6.1	7.5	5.7	5.2	6.4	6.1	113/1501	1020/12.8	13.3	10.5			WIRK-F
5. WKGR-F (AOR)	70/ 5.2	5.6	5.8	6.9	4.7	5.9	102/1844	1092/13.7	14.4	12.7			WKGR-F
6. WOLL-F (O)	54/ 4.0	2.7	3.3	2.3	1.5	3.1	62/808	633/ 7.9	9.6	5.5			WOLL-F
7. WOVV-F (CHR)	45/ 3.3	4.2	3.7	5.5	5.1	4.2	90/1685	975/12.2	13.8	12.4			WOVV-F
8. WZZR-F (CHR)	37/ 2.7	1.6	0.4	---	0.3	1.2	77/865	460/ 5.8	3.9	2.0			WZZR-F
WEOR-F (B)	37/ 2.7	2.2	2.5	4.3	3.5	2.9	137/1588	559/ 7.0	4.2	7.5			WEOR-F
10. WHQT-F (B)	33/ 2.4	1.8	2.5	2.9	3.2	2.4	120/1971	589/ 7.4	4.8	7.6			WHQT-F
11. WSHE-F (AOR)	32/ 2.4	2.5	2.4	1.6	1.9	2.2	134/2218	708/ 8.9	7.3	7.1			WSHE-F
WNGS-F (SAC)	32/ 2.4	2.9	2.7	2.0	2.0	2.5	33/521	468/ 5.9	7.2	5.9			WNGS-F
13. WLYF-F (EZ)	30/ 2.2	1.7	1.5	2.1	1.7	1.9	219/2528	458/ 5.7	5.0	5.4			WLYF-F
14. WIOD (N/T)	25/ 1.8	3.9	2.1	2.6	2.1	2.6	134/1863	443/ 5.6	7.6	6.4			WIOD
WYFX (B)	25/ 1.8	2.2	2.8	1.9	0.9	2.2	61/583	358/ 4.5	3.1	3.2			WYFX
16. WPOW-F (CHR)	21/ 1.6	1.5	1.0	2.3	2.6	1.6	100/1796	523/ 6.6	7.0	7.4			WPOW-F
17. WKIS-F (C)	20/ 1.5	1.5	2.3	1.2	1.1	1.6	186/2301	457/ 5.7	5.5	4.3			WKIS-F
WSWN (B)	20/ 1.5	0.8	1.3	0.4	0.6	1.0	20/267	223/ 2.8	1.2	1.5			WSWN
19. WZTA-F (AOR)	19/ 1.4	0.9	3.0	1.0	2.1	1.6	115/1852	414/ 5.2	6.1	5.9			WZTA-F
WMXJ-F (AC)	19/ 1.4	1.7	2.2	1.4	0.9	1.7	96/1746	384/ 4.8	6.4	4.7			WMXJ-F
21. WLVE-F (J/NA)	18/ 1.3	1.0	1.0	0.9	0.8	1.0	87/1299	329/ 4.1	3.3	2.2			WLVE-F
WPOM (B)	18/ 1.3	0.6	---	0.7	1.0	0.6	18/257	257/ 3.2	1.4	2.6			WPOM
WDBF (BB)	18/ 1.3	1.7	1.6	1.8	1.7	1.6	18/323	276/ 3.5	5.2	4.9			WDBF

12+ FM SHARE (METRO): 74.81% (885 of 1183) (WIN 91: 79.72%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	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 WJNO >
2 WHQT-F>>	2 WKGR-F>	2 WKGR-F>	2 WKGR-F>	2 WKGR-F	2 WJNO >	WJNO	2 WRMF-F>	2 WRMF-F	2 WJNO	2 WIOD
3 WPOW-F	3 WZZR-F	3 WIRK-F	3 WOLL-F	3 WIRK-F	3 WIRK-F	3 WRMF-F>	3 WJNO	3 WJNO >	3 WIRK-F	3 WIRK-F
WEDR-F	4 WOVV-F	4 WOLL-F	WIRK-F	4 WOLL-F	4 WRMF-F	4 WIRK-F	4 WIRK-F	4 WKGR-F	4 WEDR-F	4 WRMF-F
WPOM	5	5 WZZR-F	5	5 WJNO	5	5 WKGR-F	5 WKGR-F	5 WIRK-F	5 WOVV-F	5 WEAT-F
										6 WEDR-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 WRMF-F	1 WRMF-F>>	1 WRMF-F>>	1 WRMF-F>>	1 WRMF-F>>	1 WZZR-F	1 WKGR-F	1 WKGR-F	1 WKGR-F	1 WRMF-F
2 WOVV-F>	2 WOVV-F	2 WKGR-F>	2 WOVV-F	2 WIRK-F	2 WPOW-F	2 WZZR-F	2 WRMF-F	2 WRMF-F>	2 WKGR-F>
3 WSHE-F	3 WKGR-F>	3 WOVV-F	3 WKGR-F	3 WOLL-F	WKGR-F>	3 WRMF-F>	3 WZZR-F>	3 WZZR-F	3 WOLL-F
4 WZZR-F	4 WEDR-F	4 WNGS-F	4 WOLL-F	WKGR-F	4 WIRK-F	4 WIRK-F	4 WJNO	4 WIRK-F	4 WIRK-F
WHQT-F	5	5 WEOR-F	WIRK-F	5	5	5	5	5 WOLL-F	5 WJNO
								WJNO	6 WZZR-F

OTHER RATED STATIONS	METRO SHARE	CUME/RTG	TSA/AQH	TSA/CUME
WAFC	590	Clewston	0.6/0.6/	8/ 69
WBZT	1290	West Palm Beach	0.5/2.5/	7/ 206
WLVJ	640	Royal Palm	0.4/0.8/	9/ 99
WPBR	1340	Palm Beach	0.7/3.3/	10/ 274
WSBR	740	Boca Rtn/WPlmBc	0.7/3.6/	17/ 448
WAXY-F	105.9	Ft. Lauderdale	0.4/2.4/	59/1208
WFLC-F	97.3	Miami/Ft.Laud.	0.4/2.7/	85/1557
WHYI-F	100.7	Ft. Lauderdale	0.7/5.2/	115/2272
WINZ	940	Miami	0.5/3.8/	91/1445
WJQY-F	106.7	Ft. Lauderdale	0.4/3.2/	86/1332
WMRZ	790	South Miami	0.8/2.7/	86/1018
WQAM	560	Miami/Ft.Ldrdle	0.4/2.1/	16/ 491
WQBA-F	107.5	Miami	0.3/1.4/	26/ 300
WTMI-F	93.1	Miami/Ft Ldrdle	1.1/4.2/	75/1338
WWNN	980	Pompano Beach	0.3/1.5/	15/ 352

WEST PALM BEACH

RADIO STATIONS

WEAT, 850, 5 KW/1 KW (DA-2) , SEE WEAT-F	, \$	
WJNO, 1230, 1 KW , NEWS/TALK	CBS, ABC, \$ 57.00 (Banner)	Fairbanks
WYFX, 1040, 25 KW/1 KW (DA-2) , BLACK	SBN, \$ 20.00 (K & P)	
WEAT-F, 104.3, 56 KW @ 1250, EZ/SOFT AC	, \$ 77.00 (Durpetti)	Taylor
WIRK-F, 107.9, 100 KW @ 341, COUNTRY	ABC, \$ 60.00 (HNWH)	Price
WKGR-F, 98.7, 100 KW @ 1381, AOR	UPI, \$ 58.00 (Christal)	Amaturo (FORT PIERCE)
WNGS-F, 92.1, 6 KW @ 380, SOFT AC	, \$ 30.00 (Eastman)	
WOLL-F, 94.3, 6 KW @ 328, OLDIES	, \$ 38.00 (Katz)	Lappin
WOVW-F, 95.5, 100 KW @ 981, CHR	SOURCE, \$ 50.00 (McGuild)	Ardman (FORT PIERCE)
WRMF-F, 97.9, 100 KW @ 1348, AC	, \$ 125.00 (Banner)	Fairbanks

Other Ranked Stations - See Miami

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

* AC - Adult Contemporary	J/NAC- Jazz and New Adult Contemporary	*
* AOR - Album Oriented Rock	M/FS - Middle of Road, (MOR) Full Service	*
* B - Black (audience predominately black - over 75%)	N - News	*
* BB - Big Band, Nostalgia	O - Oldies (1955 to current)	*
* C - Country	R - Religion, Christian	*
* CHR - Contemporary Hit Radio, Top 40, Contemporary	SAC - Soft Adult Contemporary	*
* CL - Classical	SP - Hispanic/Spanish	*
* CL AOR - Classic AOR, Classic Rock	T - Talk	*
* E - Ethnic	U - Urban (majority of audience is non-white)	*
* EZ - EZ Listening, Beautiful Music, Some Very soft AC	? - Others or Unknown	*
* G - Gospel		*

WICHITA

Arbitron Rank/Pop (12+): 87/397,200
MSA Rank/Pop: 102/458,000
ADI # 61
Average Person Ratings: 16.5
Market TSL: 21.75 hours

Stations: 18/18
Diaries: 1018/390:1/59.8%
Sample Target: 870
% Below Line: 0.0
% Not Listed: 10.4

1991 Revenue: \$15,400,000
HH Inc.: \$35,665
Retail \$: 3.7 Bil
Pop per Station: 22,066
#1 Biller: KFDI-AF \$5,300,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ 1/4/CUME	TSA	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. KFDI-F (C)	98/15.0	12.9	13.5	15.5	11.0	14.2	119/1424	1098/27.6	20.8	23.4				KFDI-F
2. KZSN-F (C)	84/12.8	12.1	15.6	7.3	12.9	12.0	121/1528	1049/26.4	21.2	20.7				KZSN-F
3. KICT-F (AOR)	61/ 9.3	5.0	8.1	9.0	7.2	7.9	90/1034	697/17.5	14.1	14.4				KICT-F
4. KKRD-F (CHR)	50/ 7.6	7.3	6.7	6.7	8.7	7.1	54/1046	857/21.6	21.4	22.2				KKRD-F
5. KFDI (C)	46/ 7.0	7.7	7.9	7.9	7.3	7.6	70/814	553/13.9	15.1	15.5				KFDI
6. KRBB-F (AC)	38/ 5.8	7.1	5.4	9.1	4.7	6.9	55/715	551/13.9	14.0	11.7				KRBB-F
7. KRZZ-F (CL AOR)	35/ 5.3	6.6	6.1	4.6	5.2	5.7	39/657	533/13.4	14.1	12.0				KRZZ-F
8. KOEZ-F (EZ/SAC)	34/ 5.2	4.8	4.8	4.9	4.0	4.9	48/643	446/11.2	10.1	9.8				KOEZ-F
9. KXLK-F (AC)	29/ 4.4	4.8	4.7	2.4	3.0	4.1	34/601	439/11.1	11.1	10.5				KXLK-F
KNSS (N/T)	29/ 4.4	5.0	4.2	3.3	4.2	4.2	30/453	438/11.0	11.6	11.7				KNSS
11. KEYN-F (O)	25/ 3.8	5.3	5.6	7.3	6.5	5.5	34/705	502/12.6	13.0	16.0				KEYN-F
12. KYQQ-F (CHR)	21/ 3.2	2.9	3.6	2.7	1.3	3.1	40/808	485/12.2	11.1	7.6				KYQQ-F
13. KFH (O)	14/ 2.1	0.6	1.2	0.9	1.7	1.2	19/346	256/ 6.4	4.2	6.1				KFH
14.														
15.														

12+ FM SHARE (METRO): 81.60% (479 of 587) (WIN 91: 79.90%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKRD-F>>	1 KICT-F	1 KZSN-F	1 KZSN-F>	1 KZSN-F<	1 KFDI-F>>	1 KFDI-F>	1 KFDI-F>	1 KZSN-F>	1 KKRD-F>	1 KFDI-F>
2 KYQQ-F	2 KZSN-F>	2 KICT-F	2 KFDI-F	2 KFDI-F>	2 KFDI	2 KZSN-F>	2 KZSN-F>	2 KFDI-F	2 KICT-F<	2 KICT-F
3 KICT-F	3 KRZZ-F	3 KFDI-F	3 KRBB-F	3 KRBB-F	3 KZSN-F	3 KICT-F	3 KICT-F	3 KICT-F	3 KZSN-F	3 KZSN-F
4 KZSN-F	4 KRZZ-F>	4 KRZZ-F	KICT-F	4 KICT-F	4 KOEZ-F	4 KFDI	4 KRBB-F	4 KKRD-F	4 KOEZ-F	4
5	5 KRBB-F	KRBB-F	5 KRZZ-F	5 KRZZ-F	5	5 KKRD-F	5 KFDI	5 KRZZ-F<	5 KFDI-F	5
6	6	6 KKRD-F	6 KXLK-F	6 KXLK-F	6	6	6 KNSS	6 KRBB-F	6 KNSS	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 KZSN-F	1 KZSN-F	1 KZSN-F	1 KZSN-F>	1 KZSN-F	1 KICT-F>>	1 KICT-F>>	1 KICT-F>	1 KICT-F	1 KFDI-F<
KKRD-F>>	2 KKRD-F>	KRBB-F>	2 KKRD-F<	2 KRBB-F	2 KZSN-F	2 KZSN-F<	2 KZSN-F	2 KZSN-F>	2 KZSN-F
3 KICT-F>	3 KRBB-F	3 KKRD-F	3 KRBB-F>	KFDI-F>	3 KRZZ-F	3 KRZZ-F>>	KRZZ-F>	3 KRZZ-F	3 KICT-F
4 KYQQ-F	KICT-F	KICT-F	4 KICT-F	4 KXLK-F	4 KRZZ-F	4 KFDI-F	4 KFDI-F	4 KFDI-F	4 KRZZ-F
KRZZ-F	5	5 KXLK-F	5 KXLK-F	5 KKRD-F	5	5	5	5	5

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	CUME	TSA	TSA
KBUZ-F 99.1	ElDorado	0.5/3.6/	5/	205
KJRG 950	Newton	0.6/1.9/	14/	209
KQAM 1410	Wichita	1.2/4.7/	9/	235
KSGL 900	Wichita	1.1/3.1/	8/	139
KTCM-F 100.3	Kingman	0.2/1.0/	1/	78

RADIO STATIONS

KFDI, 1070,	10 KW/1 KW (DA-N),	COUNTRY	ABC, \$	NA (Torbet)	Great Empire
KFH, 1330,	5 KW (DA-N)	, OLDIES	CBS, MBS, \$	NA (Banner)	Midcontinent
KNSS, 1240,	1 KW	, NEWS/TALK	MBS, ABC, \$	21.00 (Durpetti)	
KQAM, 1410,	5 KW/1 KW (DA-2),	NOSTALGIA	MBS, \$	13.00 (Eastman)	Clear Channel
KZSN, 1480,	5 KW/1 KW (DA-2),	SEE KZSN-FM			
KBUZ-F, 99.1,	45 KW @ 515,	BLACK	SBN, \$	18.00 (---)	(EL DORARDO)
KEYN-F, 103.7,	100 KW @ 859,	OLDIES	, \$	29.00 (Eastman)	Clear Channel
KFDI-F, 101.3,	100 KW @ 1138,	COUNTRY	ABC, \$	105.00 (Torbet)	Great Empire
KICT-F, 95.1,	100 KW @ 899,	AOR	ABC, \$	28.00 (McGuild)	Lakoduk
KKRD-F, 107.3,	100 KW @ 859,	CHR	, \$	38.00 (HNWH)	
KOEZ-F, 92.3,	100 KW @ 640,	EZ/SOFT AC	UNIULT, \$	22.00 (---)	(NEWTON)
KRBB-F, 97.9,	100 KW @ 987,	AC	, \$	33.00 (Christal)	
KRZZ-F, 96.3,	50 KW @ 494,	CLASSIC AOR	, \$	36.00 (Durpetti)	(DERBY)
KXLK-F, 105.3,	100 KW @ 987,	AC	APR, \$	29.00 (Banner)	Midcontinent (HAYSVILLE)
KYQQ-F, 106.5,	100 KW @ 1115,	CHR	, \$	19.00 (K & P)	(ARKANSAS CITY)
KZSN-F, 102.1,	100 KW @ 1032,	COUNTRY	, \$	48.00 (Katz)	Southern Sk'es (HUTCHINSON)

WILKES BARRE-SCRANTON

Arbitron Rank/Pop (12+): 62/627,000

Stations: 39/29
Diaries: 1091/575:1/57.7%
Sample Target: 1100
% Below Line: 7.9
% Not Listed: 15.6

1991 Revenue: \$15,000,000
HH Inc.: \$28,134
Retail \$: 5.6 Bil
Pop per Station: 21,620
#1 Biller: WKRZ-F \$4,200,000

MSA Rank/Pop: 70/740,000
ADI # 49
Average Person Ratings: 19.4
Market TSL: 25.50 hours

12+ METRO	1/4/SHARE	FAL					4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO		FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
		91	SUM 91	SPG 91	WIN 91	CUME/CUME RATING									
1. WKRZ-F (CHR)	175/14.4	16.5	15.0	15.7	15.6	15.4	216/2672	2255/36.0	35.8	33.2				WKRZ-F	
2. WEZX-F (AOR)	86/ 7.1	8.0	7.8	7.9	7.1	7.7	90/1080	997/15.9	16.7	16.0				WEZX-F	
3. WNAK (BB/FS)	84/ 6.9	5.2	6.1	4.3	5.6	5.6	86/511	492/ 7.8	7.8	7.6				WNAK	
4. WMGS-F (AC)	59/ 4.9	5.4	6.3	5.3	4.0	5.5	61/882	843/13.4	13.1	12.2				WMGS-F	
5. WEJL (BB/FS)	48/ 4.0	4.3	3.7	4.1	3.9	4.0	51/536	494/ 7.9	8.9	8.0				WEJL	
6. WARM (FS)	47/ 3.9	6.5	5.7	6.1	7.4	5.6	50/773	719/11.5	14.2	16.8				WARM	
7. WOLS-F (C)	43/ 3.5	5.8	5.9	3.4	4.8	4.7	57/592	525/ 8.4	10.2	8.6				WOLS-F	
8. WILK (T)	42/ 3.5	1.8	1.6	1.9	2.2	2.2	43/623	559/ 8.9	5.1	6.0				WILK	
9. WGBI-F (AC)	41/ 3.4	2.4	3.3	2.6	3.2	2.9	44/649	585/ 9.3	8.0	8.0				WGBI-F	
10. WYOS-F (O)	31/ 2.6	1.2	2.0	1.6	1.7	1.9	31/518	511/ 8.1	4.8	5.1				WYOS-F	
11. WWSH-F (EZ)	30/ 2.5	3.3	3.0	3.0	2.8	3.0	34/540	410/ 6.5	9.9	6.8				WWSH-F	
12. WSBG-F (CHR)	26/ 2.1	1.2	0.5	1.8	1.2	1.4	27/344	317/ 5.1	3.9	3.4				WSBG-F	
13. WTLQ-F (CHR)	25/ 2.1	2.3	2.6	2.5	2.4	2.4	25/556	548/ 8.7	11.0	7.9				WTLQ-F	
14. WSGD-F (O)	24/ 2.0	3.2	2.6	2.7	3.3	2.6	26/414	345/ 5.5	7.1	7.4				WSGD-F	
15. WFMZ-F (EZ)	22/ 1.8	2.2	1.6	1.1	1.3	1.7	39/339	164/ 2.6	4.8	2.6				WFMZ-F	
16. WCDL (?)	21/ 1.7	----	----	0.9	0.9	0.6	28/186	133/ 2.1	0.0	1.6				WCDL	
17. WBAX (BB)	20/ 1.6	1.5	2.1	2.2	3.1	1.9	20/291	291/ 4.6	3.3	6.0				WBAX	
18.															
19.															
20.															

12+ FM SHARE (METRO): 67.41% (691 of 1025) (WIN 91: 71.55%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKRZ-F>>	1 WEZX-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 WGBI-F	2 WEZX-F>	2 WEZX-F	2 WMGS-F<	2 WKRZ-F>	2 WEZX-F	2 WEZX-F	2 WEZX-F>	2 WEZX-F>	2 WKRZ-F
3 WEZX-F	3 WKRZ-F	3 WMGS-F>	3 WMGS-F>	3 WEZX-F>	3 WARM <	3 WARM <	3 WMGS-F<	3 WNAK	3 WARM	3 WICK
4	4 WSBG-F	4 WYOS-F	4 WYOS-F	4 WOLS-F	4 WEJL <	4 WMGS-F>	4 WNAK	4 WMGS-F	4 WOLS-F	4 WEJL
5	5	WGBI-F	5 WGBI-F	5 WGBI-F	5 WMGS-F	5 WNAK	WILK	5 WEJL	5 WTLQ-F	5 WAEB-F
					6 WILK	6 WGBI-F	6 WGBI-F			6 WEZX-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 WEZX-F>	2 WEZX-F	2 WEZX-F>>	2 WMGS-F	2 WMGS-F>	2 WKRZ-F>>	2 WKRZ-F>>	2 WKRZ-F>>	2 WKRZ-F>>	2 WKRZ-F>
3 WTLQ-F>	3	3 WGBI-F	3 WEZX-F>	3 WGBI-F	3 WSBG-F>	3 WGBI-F	3 WMGS-F	3 WMGS-F	3 WMGS-F
4 WYOS-F	4	4 WMGS-F	4 WGBI-F	4 WEZX-F	4 WQEQ-F	4 WSBG-F	WGBI-F	4	4 WOLS-F
WSBG-F	5	5	5 WYOS-F	5	WGBI-F	5	5 WZZO-F	5	5 WSGD-F
WMGS-F	6	6	6	6	6	6	6	6	6 WYOS-F

OTHER RATED STATIONS		METRO CUME TSA TSA	
		SHARE/RTG/AQH/CUME	
WARD	1550 Pittston	0.4/2.2/ 5/	141
WAZL	1490 Hazleton	0.8/1.5/ 10/	93
WEMR	1460 Tunkhannock	0.5/1.2/ 6/	122
WHLH-F	106.5 Bloomsburg	1.3/4.5/ 26/	445
WICK	1400 Scranton	1.2/4.4/ 15/	273
WJMW	550 Bloomsburg	0.8/1.4/ 10/	92
WQEQ-F	103.1 Freeland/Hzlttn	1.3/3.5/ 17/	232
WVPO	840 Stroudsburg	1.2/1.6/ 14/	103
WVDL-F	104.9 Scranton/WB	1.0/3.1/ 12/	193
WXPX	1300 W Hazleton	0.6/1.3/ 7/	81
WYMK-F	107.7 Tunkhannock	0.6/2.0/ 15/	195
WZZC-F	95.9 Benton/Blmsbrg	0.7/2.5/ 20/	247
WZZV-F	95.7 Olyphant		
WAAL-F	99.1 Binghamton	0.3/0.7/ 15/	214
WABC	770 New York	0.4/1.7/ 7/	143
WAEB-F	104.1 Allentown	0.7/2.8/ 33/	422
WILQ-F	105.1 Williamsport	0.4/2.1/ 49/	387
WKSJ-F	102.7 Williamsport	0.5/1.9/ 30/	436
WLEV-F	96.1 Easton	0.6/2.7/ 12/	303
WODE-F	99.9 Easton/Allentwn	1.3/4.7/ 29/	449
WXTU-F	92.5 Philadelphia	0.7/1.8/ 22/	244
WZZO-F	95.1 Bethlehem	1.2/5.5/ 26/	516

WILKES BARRE-SCRANTON

RADIO STATIONS

WARM	,	590,	5 KW (DA-2)	,	Full Service	NBC, \$37.00	(Mc-Guild)	Susquehanna
WBAX	,	1240,	1 KW	,	Nostalgia	CNN UNISUP, \$14.00	(Torbet)	
WEJL	,	630,	500 W/32 W	,	Nostalgia/FS	ABC UNISUP, \$18.00	(Christal)	Shamrock-Lynett
WILK	,	980,	5 Kw/1 KW (DA-2)	,	Talk	CNN ABC, \$15.00	(Katz)	Keymarket
WNAK	,	730,	1 KW (DAYS)	,	Nostalgia/FS	NBC, \$22.00	(K & P)	
WDLS-F,		93.7,	.8 KW @ 679	,	Country	UNIULT UNISUP, \$20.00	(---)	(DALLAS)
WEZX-F,		107.1,	1.9 KW @ 1266	,	AOR	ABC, \$39.00	(Christal)	Shamrock-Lynett
WGBI-F,		101.3,	7 KW @ 1109	,	AC	CBS, \$19.00	(Torbet)	
WHLM-F,		106.5,	36 KW @ 577	,	CHR	UNIULT, \$16.00	(Banner)	(BLOOMSBURG)
WKRZ-F,		98.5,	8.7 KW @ 1171	,	CHR	, \$85.00	(Katz)	Keymarket
WMGS-F,		92.9,	5.3 KW @ 1384	,	AC	, \$31.00	(Mc-Guild)	Susquehanna
WSBG-F,		93.5,	1 KW @ 781	,	CHR	APR, \$13.00	(Mkt 4)	(STROUDSBERG)
WSGD-F,		94.3,	1.1 KW @ 771	,	Oldies	, \$19.00	(Eastman)	(CARBONDALE)
WTLQ-F,		102.3,	3 KW @ 72	,	CHR	ABC, \$18.00	(Eastman)	(PITTSTON)
WVDL-F,		104.9,	.3 KW @ 1092	,	Soft AC	ABC, \$14.00	(Roslin)	
WWSH-F,		97.9,	20 KW @ 728	,	EZ	UNISUP, \$19.00	(K & P)	(HAZLETON)
WYOS-F,		92.1,	.9 KW @ 663	,	Oldies	CNN UNISUP, \$16.00	(Torbet)	

Other Ranked Stations - See Allentown

YORK

Arbitron Rank/Pop (12+): 102/354,600
MSA Rank/Pop: 114/415,000
ADI # 47 (w/Harrisburg & Lancaster)
Average Person Ratings: 18.3
Market TSL: 24.00 hours

Stations: 30/8
Diaries: 826/429:1/64.7%
Sample Target: 810
% Below Line: 44.8
% Not Listed: 10.0

1991 Revenue: \$11,700,000
HM Inc.: \$32,405
Retail \$: 3.2 B11
Pop per Station: 44,325
#1 Biller: WARM-F \$3,300,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. WARM-F (SAC)	92/14.2	10.6	12.3	11.6	11.9	12.2	164/1937	923/26.0	22.5	22.9			
2. WGTY-F (C)	61/ 9.4	12.3	8.1	11.3	10.5	10.3	74/864	731/20.6	22.9	16.1			WARM-F
3. WRKZ-F (C)	54/ 8.3	6.5	7.9	5.5	8.5	7.1	145/1794	556/15.7	14.1	17.8			WGTY-F
4. WNCE-F (EZ)	42/ 6.5	5.5	5.8	4.3	4.1	5.5	117/1526	418/11.8	12.9	10.8			WRKZ-F
5. WYCR-F (CHR)	41/ 6.3	8.4	10.0	6.3	9.6	7.8	55/1307	790/22.3	22.4	22.3			WNCE-F
6. WSBA (FS)	30/ 4.6	6.0	6.6	5.5	6.0	5.7	31/446	418/11.8	19.1	15.8			WYCR-F
WQXA-F (CHR)	30/ 4.6	4.4	4.4	6.7	5.7	5.0	84/1422	409/11.5	13.1	15.5			WSBA
8. WTPA-F (AOR)	27/ 4.2	4.5	3.5	6.0	3.6	4.6	133/1639	355/10.0	8.9	10.3			WQXA-F
9. WGRX-F (AOR)	26/ 4.0	3.7	3.6	4.0	3.6	3.8	38/661	383/10.8	11.1	10.9			WTPA-F
10. WHVR (BB)	21/ 3.2	1.3	1.2	1.3	1.0	1.8	21/249	249/ 7.0	4.7	2.5			WGRX-F
11. WPOC-F (C)	17/ 2.6	2.9	0.8	2.4	0.5	2.2	17/198	170/ 4.8	6.5	3.0			WHVR
12. WWKL-F (AC)	16/ 2.5	3.4	2.1	2.8	2.8	2.7	93/1587	216/ 6.1	6.2	7.5			WPOC-F
13. WNNK-F (CHR)	15/ 2.3	1.0	0.8	3.1	2.0	1.8	120/1904	295/ 8.3	5.6	7.1			WWKL-F
14.													WNNK-F
15.													

12+ FM SHARE (METRO): 84.42% (493 of 584) (WIN 91: 83.90%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ MID	12+ PMO	12+ EVE	OVERNIGHT
1 WYCR-F>	1 WARM-F>>	1 WARM-F>>	1 WARM-F>>	1 WARM-F>>	1 WARM-F<	1 WARM-F>	1 WARM-F>	1 WARM-F>	1 WARM-F	1 WARM-F
2 WQXA-F	2 WTPA-F	2 WGTY-F	2 WGTY-F	2 WGTY-F	2 WGTY-F	2 WGTY-F	2 WGTY-F<	2 WGTY-F	2 WYCR-F	2 WGTY-F
3 WYCR-F	3 WYCR-F	3 WYCR-F<	3 WRKZ-F	3 WRKZ-F	3 WRKZ-F	3 WRKZ-F<	3 WRKZ-F	3 WRKZ-F	3 WYCR-F	3 WRKZ-F
4 WGRX-F	4 WGRX-F	4 WRKZ-F	4 WYCR-F	4 WYCR-F	4 WNCE-F	4 WSBA	4 WNCE-F	4 WRKZ-F	4 WYCR-F	4 WRKZ-F
5 WGTY-F	5 WTPA-F	5 WTPA-F	5 WNCE-F	5 WNCE-F	5 WSBA	5 WTPA-F<	5 WNCE-F	5 WQXA-F	5 WQXA-F	5 WBAL
6 WRKZ-F	6 WRKZ-F	6	6	6	6 WHVR	6 WYCR-F	6	6	6 WGRX-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 WYCR-F	1 WARM-F>>	1 WARM-F>>	1 WARM-F>>	1 WARM-F>>	1 WGRX-F>	1 WARM-F	1 WARM-F>	1 WARM-F>>	1 WARM-F
2 WARM-F	2 WYCR-F	2 WNNK-F	2 WYCR-F	2 WRKZ-F	2 WTPA-F	2 WTPA-F	2 WTPA-F>	2 WTPA-F	2 WGTY-F
3 WGTY-F	3 WGTY-F	3 WGRX-F>	3 WGTY-F	3 WGTY-F	3 WQXA-F>	3 WGRX-F	3 WYCR-F	3 WYCR-F	3 WRKZ-F
4 WQXA-F>	4 WQXA-F	4 WTPA-F	4 WRKZ-F	4 WYCR-F	4 WRKZ-F	4 WYCR-F	4 WGTY-F	4 WRKZ-F	4 WTPA-F
5 WTPA-F	5 WNNK-F	WRKZ-F	5 WQXA-F	5	WLIF-F	5 WRKZ-F	5 WRKZ-F	5 WGRX-F	5 WNCE-F
WRKZ-F>	6 WTPA-F	WQXA-F	6	6	WYCR-F	WGTY-F	WPOC-F	6 WYCR-F	6
7 WIYY-F	WRKZ-F	WGTY-F					WHTF-F		

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WGET	1320	Gettysburg	1.1/3.5/	7/ 125
WHTF-F	92.7	Starview	1.7/9.6/	78/1373
WBAL	1090	Baltimore	1.4/3.3/	14/ 185
WOAC-F	94.5	Lancaster	1.2/4.0/	75/ 977
WFRE-F	99.9	Frederick	0.9/3.1/	6/ 132
WHP	580	Harrisburg	1.8/4.7/	76/1035
WHYL	960	Carlisle/Harris	1.8/3.3/	66/ 664
WHYL-F	102.3	Carlisle/Harris	0.8/1.8/	42/ 418
WIMX-F	99.3	Harrisburg	0.3/2.5/	59/ 814
WIOV-F	105.1	Ephrata/Lancast	0.3/2.1/	72/ 959
WIYY-F	97.9	Baltimore	1.4/4.1/	12/ 204
WLAN-F	96.9	Lancaster	0.8/2.6/	51/1042
WLIF-F	101.9	Baltimore	1.1/1.3/	7/ 51
WRVV-F	97.3	Harrisburg	0.5/3.2/	42/ 811
WWMO-F	104.7	Hagerstown	0.9/3.8/	8/ 233
WMMX-F	106.5	Baltimore	0.9/3.0/	6/ 105
WXYV-F	102.7	Baltimore	0.3/1.4/	2/ 81

RADIO STATIONS

WGET, 1320,	1 KW/500 W (DA-2), FULL SERVICE	MBS, \$ 13.00 (Banner)	(GETTYSBURG)
WHVR, 1280,	5 KW/500 W (DA-2), AC/MOR	NBC, \$ 12.00 (HNWH)	
WSBA, 910,	5 KW/1 KW (DA-2), FULL SERVICE	\$ 47.00 (Eastman)	Susquehanna
WARM-F, 103.3,	6.4 KW @ 1305, SOFT AC	\$ 75.00 (Eastman)	Susquehanna
WGTY-F, 107.7,	16 KW @ 850, COUNTRY	MBS, \$ 34.00 (Banner)	(GETTYSBURG)
WHTF-F, 92.7,	1.4 KW @ 699, CLASSIC AOR	SOURCE, \$ 25.00 (McGuild)	(STARVIEW)
WQXA-F, 105.7,	25 KW @ 215, CHR	\$ 28.00 (Durpetti)	
WYCR-F, 98.5,	11 KW @ 928, CHR	\$ 37.00 (HNWH)	

OTHER RANKED STATIONS -- See Harrisburg, Lancaster and Baltimore

YOUNGSTOWN

Arbitron Rank/Pop (12+): 86/407,000
 MSA Rank/Pop: 100/504,000
 ADI # 89
 Average Person Ratings: 18.8
 Market TSL: 25.00 hours

Stations: 25/17
 Diaries: 1032/394:1/58.5%
 Sample Target: 940
 % Below Line: 7.3
 % Not Listed: 10.4

1991 Revenue: \$10,800,000
 HH Inc.: \$29,417
 Retail \$: 3.6 Bil
 Pop per Station: 23,941
 #1 Biller: WHOT-F \$2,000,000

12+ METRO	1/4/SHARE	FAL 91	SUM 91	SPG 91	WIN 91	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 91	WIN 91	Birch Share	Birch AQH	Birch Cume
1. WQXK-F (C)	100/13.1	12.0	11.6	11.2	10.6	12.0	179/1541	945/23.2	22.5	17.8			WQXK-F
2. WKBN (T/N)	95/12.4	11.5	10.4	10.9	9.4	11.3	112/1171	949/23.3	21.9	22.9			WKBN
3. WKBN-F (SAC/EZ)	79/10.3	8.4	10.0	7.8	7.7	9.1	108/1504	979/24.1	22.7	20.4			WKBN-F
4. WBBG-F (O)	73/ 9.5	8.2	8.7	10.5	8.8	9.2	93/1211	865/21.3	19.7	21.3			WBBG-F
5. WHOT-F (CHR)	61/ 8.0	10.6	10.8	11.0	13.1	10.1	102/1880	1083/26.6	29.2	33.6			WHOT-F
6. WNCD-F (AOR)	49/ 6.4	7.6	7.7	7.7	7.5	7.3	57/816	702/17.2	18.3	17.3			WNCD-F
7. WYFM-F (AC)	42/ 5.5	4.5	3.6	5.5	5.6	4.8	72/1211	698/17.1	15.9	15.1			WYFM-F
8. WHOT (BB)	27/ 3.5	4.8	5.0	5.6	3.7	4.7	28/369	327/ 8.0	12.0	8.2			WHOT
9. WPHR-F (CHR)	19/ 2.5	2.0	2.7	3.5	4.2	2.7	21/389	343/ 8.4	9.4	10.6			WPHR-F
WGFT (REL)	19/ 2.5	0.8	0.8	1.5	2.1	1.4	21/155	144/ 3.5	2.6	2.4			WGFT
11. WBBW (T)	17/ 2.2	2.4	1.9	3.2	2.7	2.4	21/478	407/10.0	9.3	8.6			WBBW
WANR-AA (?)	17/ 2.2	1.1	0.5	---	---	1.0	17/166	166/ 4.1	3.0	0.0			WANR-AA
13. WSOM (BB)	15/ 2.0	2.6	2.2	2.4	2.2	2.3	36/337	203/ 5.0	8.5	4.6			WSOM
14. WRRO (AC)	12/ 1.6	0.7	0.9	0.7	2.5	1.0	13/249	208/ 5.1	4.5	6.0			WRRO
15. WRKU-F (AOR)	11/ 1.4	2.9	3.1	2.1	1.4	2.4	30/611	273/ 6.7	8.1	2.9			WRKU-F
16. WHTX-F (?)	10/ 1.3	---	1.0	0.4	---	0.7	14/261	123/ 3.0	0.0	0.0			WHTX-F
17. WNIR-F (?)	9/ 1.2	---	0.5	---	1.2	0.4	9/125	111/ 2.7	0.0	1.9			WNIR-F
18.													
19.													
20.													

12+ FM SHARE (METRO): 68.95% (473 of 686) (WIN 91: 70.15%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPHR-F>	1 WNCD-F<	1 WBBW	1 WBBW	1 WBBW	1 WKBN	1 WKBN >	1 WQXK-F<	1 WQXK-F	1 WQXK-F	1 WKBN <
2 WHOT-F>	2 WHOT-F	2 WKBN-F<	2 WKBN-F	2 WQXK-F	2 WQXK-F>	2 WQXK-F	2 WKBN-F<	2 WKBN-F<	2 WKBN	2 WQXK-F>>
3 WANR	3 WKBN-F	3 WQXK-F<	3 WQXK-F>	WKBN-F>	3 WBBW	3 WHOT-F	3 WBBG-F<	3 WBBG-F<	3 WNCD-F	3 WNCD-F
4 WNCD-F	4 WQXK-F>	4 WHOT-F	4 WHOT-F	4 WHOT-F	4 WKBN-F	4 WKBN-F<	4 WKBN >	4 WKBN	4 WKBN-F<	WHOT-F
WGFT	5 WBBW	5 WNCD-F>	5 WNCD-F	5 WNCD-F	5	5 WBBG-F>	5 WHOT-F	5 WNCD-F	5 WHOT-F	5
6	6 WYFM-F	6 WYFM-F	6 WYFM-F	6 WYFM-F	6	6 WYFM-F	6 WHOT-F	6 WHOT-F	6 WBBG-F	6
							WNCD-F	7 WYFM-F	7 WPHR-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHOT-F>>	1 WKBN-F<	1 WKBN-F>	1 WKBN-F	1 WKBN-F	1 WNCD-F>>	1 WNCD-F>>	1 WNCD-F>	1 WNCD-F	1 WBBW
2 WYFM-F	2 WHOT-F>	2 WBBG-F	2 WBBW <	2 WBBW <	2 WHOT-F	2 WHOT-F	2 WQXK-F	2 WBBW	2 WQXK-F
WQXK-F	3 WYFM-F	3 WYFM-F	3 WQXK-F<	3 WQXK-F>	3 WQXK-F>	3 WQXK-F>	WHOT-F>	3 WQXK-F<	WNCD-F>
WNCD-F	WQXK-F	WQXK-F	4 WHOT-F	4 WYFM-F	4 WPHR-F	4 WKBN-F>	4 WKBN-F>	4 WHOT-F>	4 WHOT-F
5 WKBN-F>	WBBW >	WHOT-F>	5 WYFM-F	5 WHOT-F	WYFM-F	5 WRKU-F	5 WRKU-F	5 WKBN-F	5 WKBN-F>
6 WBBG-F	6 WNCD-F	6 WNCD-F	6	6	WRKU-F	6	WKBN	6	6 WKBN
					WKBN-F		WBBG-F		

OTHER RATED STATIONS	METRO SHARE	CUME /RTG	TSA /AQH	TSA /CUME
WYWR 1330 Campbell/Yngstn	0.4/1.6/	3/	82	
WDOK-F 102.1 Cleveland	0.7/1.8/	6/	112	
WDVE-F 102.5 Pittsburgh	0.5/3.0/	30/	438	
WMJI-F 105.7 Cleveland	0.8/2.7/	7/	116	
WMMS-F 100.7 Cleveland	0.7/2.8/	5/	133	
WPIC 790 Sharon/Hermtge	0.7/2.8/	36/	379	
WWWE 1100 Cleveland	0.4/2.3/	3/	113	

RADIO STATIONS

WBBW , 1240, 1 KW (DA-1)	Talk	ABC, \$18.00	(Christal)	H & D
WHOT , 1390, 5 KW (DA-2)	Nostalgia	UNISUP UNILT, \$14.00	(Mc-Guild)	Myron Jones
WKBN , 570, 5 KW (DA-N)	Talk/News	CBS, \$31.00	(Katz)	
WSOM , 600, 1 KW/45 W	Nostalgia	\$13.00	(Banner)	Lincoln (SALEM)
WBBG-F, 93.3, 50 KW @ 279	Oldies	ABC, \$40.00	(Christal)	H & D
WHOT-F, 101.1, 25 KW @ 695	CHR	\$47.00	(Mc-Guild)	Myron Jones
WKBN-F, 98.9, 4.5 KW @ 1371	Soft AC/EZ	CBS UNISUP, \$33.00	(Katz)	
WNCD-F, 106.1, 3 KW @ 328	AOR/Classic	\$23.00	(Torbet)	(NILES)
WQXK-F, 105.1, 88 KW @ 430	Country	UNILT, \$50.00	(Banner)	Lincoln (SALEM)
WRKU-F, 95.1, 19 KW @ 804	AOR	\$16.00	(---)	(GROVE CITY)
WYFM-F, 102.9, 26 KW @ 459	AC	ABC, \$26.00	(Durpett1)	Regional (SHARDN)

Other Ranked Stations - See Cleveland

1992 PUBLICATIONS FROM JIM DUNCAN

AMERICAN RADIO

Now, a quarterly (plus the "Small Market" edition) AMERICAN RADIO remains the radio industry's most complete and timely source book of radio ratings and programming information. There are over 30 tables for each market, plus--in the Spring and Fall editions--over 60 pages of national ratings. AMERICAN RADIO is considered to be the "bible" of the radio industry and is required reading for everyone involved with radio.

<u>ISSUE</u>	<u>RELEASE DATE</u>	<u>NUMBER OF MARKETS</u>	<u>PRICE</u>
Winter Supplement	May	97	\$49.00
Spring Edition	August	170	\$84.00
Small Market Edition	September	90	\$49.00
Summer Supplement	November	97	\$49.00
Fall Edition	February	168	\$84.00

DUNCAN'S RADIO MARKET GUIDE

Designed to be a companion volume to AMERICAN RADIO, this book examines the economic conditions of 190 markets. Included are: radio revenue histories and projections on a yearly basis between (1986 and 1996); revenue estimates for over 1,500 important stations; revenue estimates for competitive media (TV, newspaper, outdoor); Duncan's opinions about each market; population and retail sales histories and projections; group revenue estimates; radio's most admired groups and stations; local radio account information; revenue per share point estimates; station sales since 1985 and much, much more (over 30 other tables).

PUBLISHED EVERY JANUARY

Price: \$265.00

RADIO IN THE UNITED STATES: 1976 to 1992

This new issue offers a statistical history covering the last 16 years. For each market (180 or so) there is a complete year-by-year analysis of station shares and cum ratings, format shares, financial information, highest billing stations, station sales (back to 1970 for most markets), major call letter and format changes and much, much more. This book is literally a history radio for the last 16 years.

PUBLISHED IN JUNE 1992

Price: \$125.00

THE RELATIONSHIP BETWEEN RADIO AUDIENCE SHARE AND REVENUE SHARE

This new report examines the relationship between a station's audience share and its revenue share. Over 800 stations are included. The revenue and audience shares for each individual station is covered. Additional information is provided for each format and every market size. This report covers an area we have all speculated about, but never had access to any reliable data. This report fills the gap. You will use it for programming decisions, budgeting and goal-setting. You will also find it makes for fascinating reading. Effective in 1992, this book is doubled in size because we will be adding audience breakdowns for over 1000 stations. For each station the following is provided: Time-Spent-Listening, Turnover ratios, % Exclusive Cumc, % 12-24, 25-54 and 55+, % Male, % Female, % At-Home-Listening, and the station with the highest level of shared audience.

PUBLISHED EVERY APRIL

Price: \$85.00

DUNCAN'S RADIO GROUP DIRECTORY

This is a brand new publication which first published in May, 1989 and will now be issued annually. This book is a complete and comprehensive directory of group radio owners in the U.S. All groups with three or more stations in rated markets and revenues in excess of \$3,000,000 will be included. Over 160 radio groups will be covered. The directory will include (for each group), ratings performance; station purchase prices (and date of purchase); station revenue estimates; senior management; addresses and phone numbers; group financial data; major shareholders; board of directors; key suppliers; a history of the company and much more.

PUBLISHED IN MAY

Price: \$120.00

ORDER FORM

Complete form and mail to:	<u>AMERICAN RADIO</u>	<u>PRICE</u>	<u># OF COPIES</u>	<u>AMOUNT</u>
JAMES H. DUNCAN, JR. DUNCAN'S AMERICAN RADIO, INC. P.O. BOX 90284 INDIANAPOLIS, IN 46290	Winter Supplement	\$ 49.00	_____	_____
NAME _____	Spring Edition	\$ 84.00	_____	_____
TITLE _____	Small Market Edition	\$ 49.00	_____	_____
COMPANY _____	Summer Supplement	\$ 49.00	_____	_____
ADDRESS _____	Fall Edition	\$ 84.00	_____	_____
CITY _____	Duncan's Radio Market Guide	\$265.00	_____	_____
STATE _____ ZIP _____	Radio in the United States 1976-1991	\$125.00	_____	_____
PHONE # _____	The Relationship Between Radio Audience Shares and Revenue Shares	\$ 85.00	_____	_____
_____ Payment Enclosed	Duncan's Radio Group Directory	\$120.00	_____	_____
_____ Charge my credit card				
_____ Visa _____ Mastercard				
Card # _____ Exp. _____	TOTAL:		\$ _____	

