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\*Based on Arbitron Average Quarter Hour Metro Share 12+



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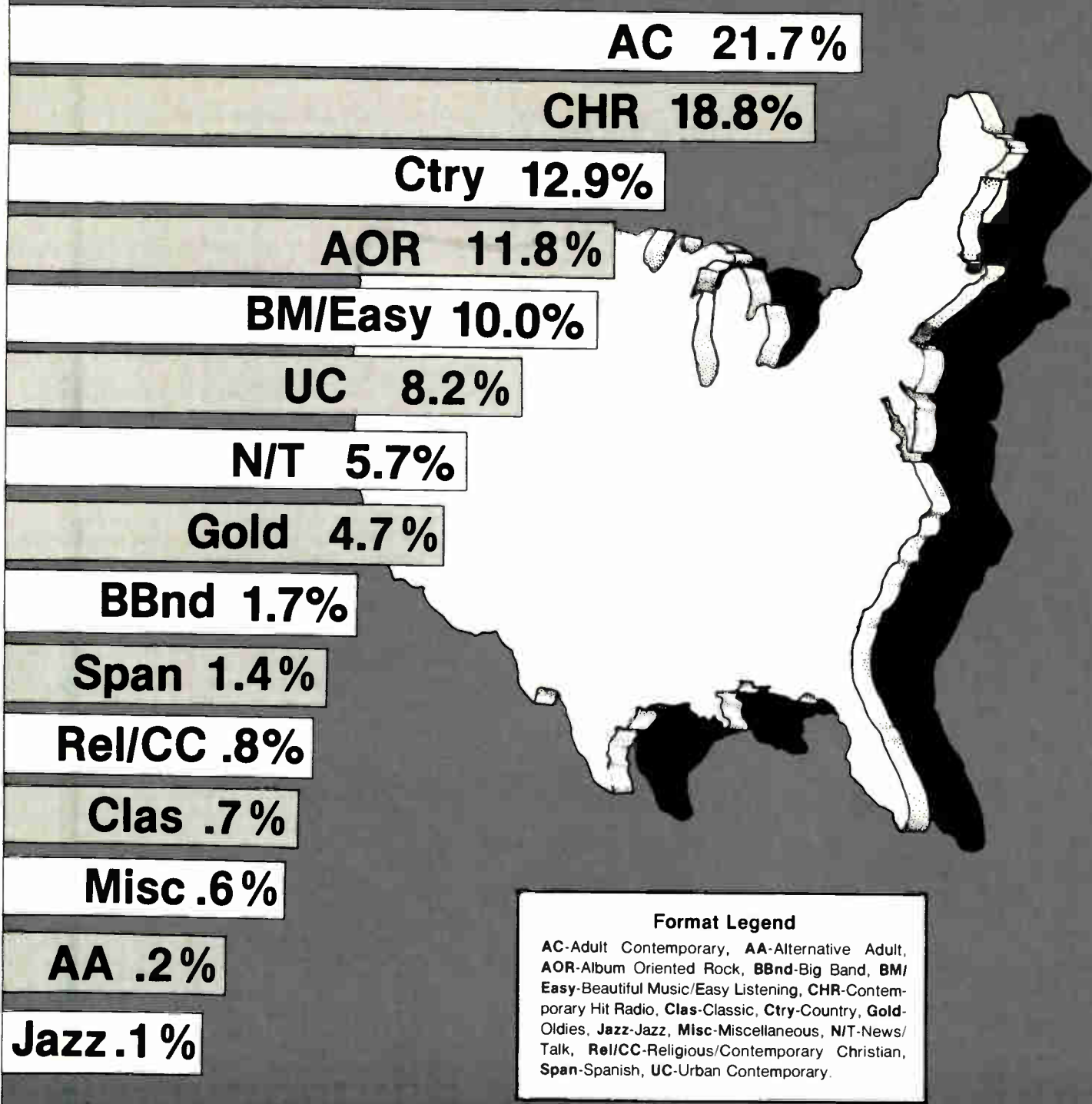
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Cover Illustration: Tim Kummerow

# FORMAT REACH CHARTS

**E**ach radio market has its own individual audience composition. Because of this, listener format reach can differ from one market to another, and from one region to another. A format that may enjoy dominance in one market may be weaker in another — but it may still demonstrate overall regional or national strength. The National and Regional Format Reach Charts on this and the following pages outline listener format reach throughout the U.S. during the Spring '87 book.

The regions used in these charts correspond to those used by R&R's format editors to define their reporting regions. Each of the top 100 markets featured in this edition of the R&R Ratings Report was tallied by its respective region (using format penetration data) to develop this information. The regional numbers were then combined and averaged to arrive at the national format reach numbers shown here.



### Format Legend

AC-Adult Contemporary, AA-Alternative Adult, AOR-Album Oriented Rock, BBnd-Big Band, BM/Easy-Beautiful Music/Easy Listening, CHR-Contemporary Hit Radio, Clas-Classic, Ctry-Country, Gold-Oldies, Jazz-Jazz, Misc-Miscellaneous, N/T-News/Talk, Rel/CC-Religious/Contemporary Christian, Span-Spanish, UC-Urban Contemporary.

# Tom Snyder



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**Eastern**  
**7pm-10pm**  
**Pacific**

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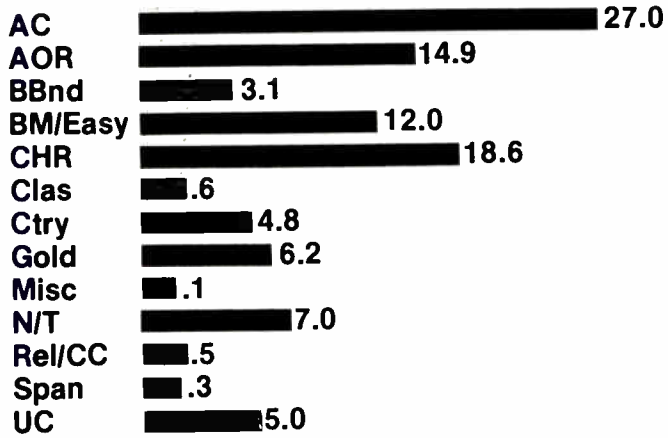
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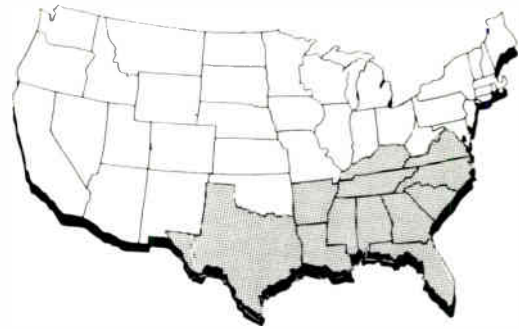
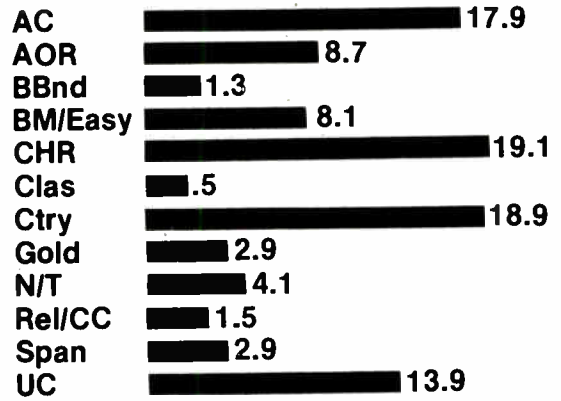
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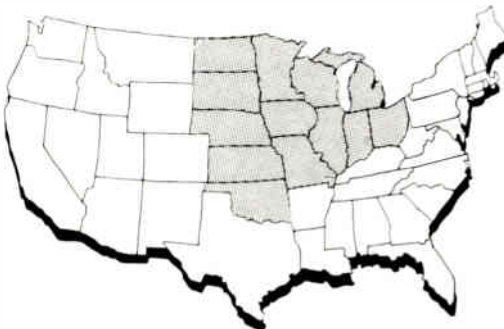
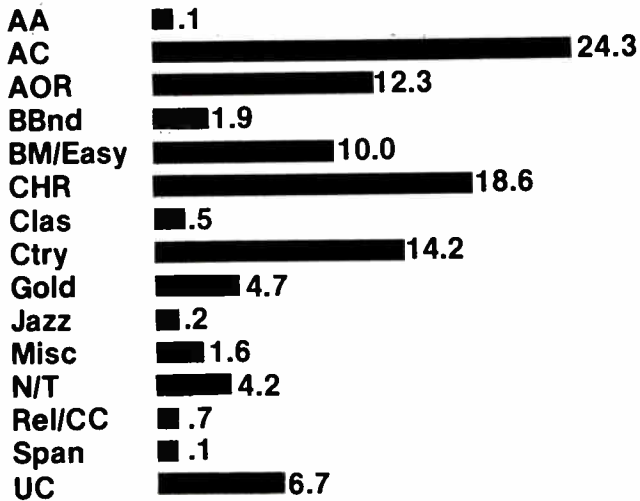
# EAST



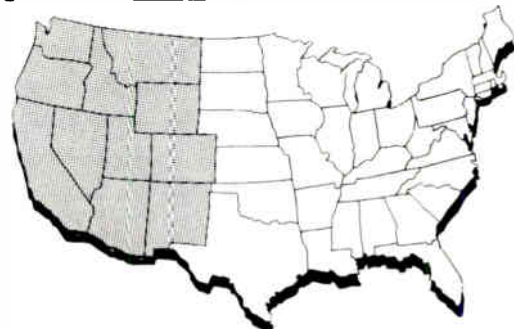
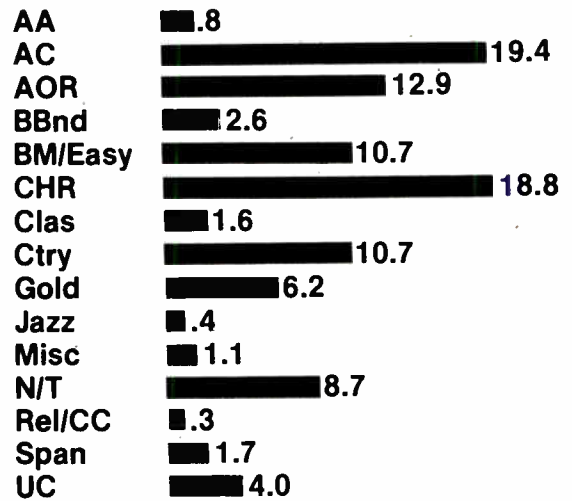
# SOUTH



# MIDWEST



# WEST



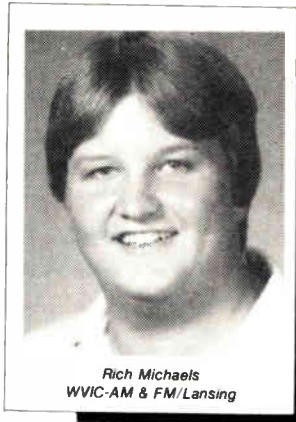
# DRIVETIME DOMINATORS

## AM Drive/Top 25

Average Quarter-Hour Share  
(12+, M-F, 6-10am)



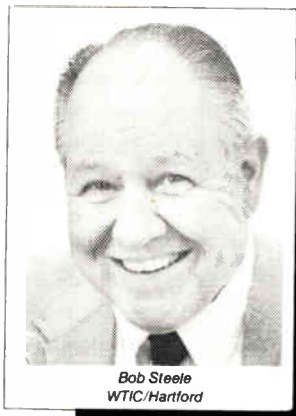
Claude Tomlinson  
WIVK-AM & FM/Knoxville



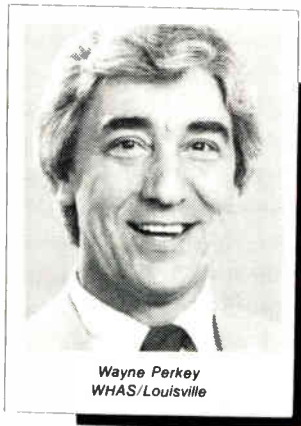
Rich Michaels  
WVIC-AM & FM/Lansing



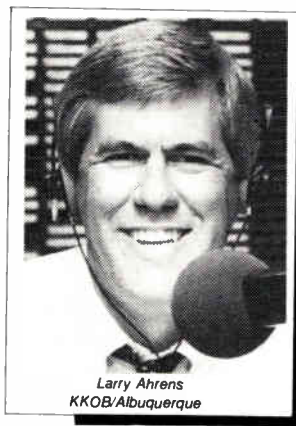
Jorge Guillen  
KGBT/McAllen-Brownsville



Bob Steele  
WTIC/Hartford



Wayne Perkey  
WHAS/Louisville



Larry Ahrens  
KKOB/Albuquerque

1. **WIVK-AM & FM/Knoxville (Ctry) 41.3**  
*Claude Tomlinson*
2. **WVIC-AM & FM/Lansing (CHR) 30.6**  
*Rich Michaels*
3. **WTIC/Hartford (AC) 30.4**  
*Bob Steele*
4. **KMOX/St. Louis (AC) 29.4**  
*Bob Hardy, Bill Wilkerson, Wendy Wiese*
5. **KFAB/Omaha-Council Bluffs (AC) 29.1**  
*Don Cole, Walt Kavanagh, Kent Pavelka*
6. **KGBT/McAllen-Brownsville (Span) 25.4**  
*Jorge Guillen*
7. **WRVA/Richmond (AC) 24.8**  
*Alden Aaroe, Tim Timberlake*
8. **WHAS/Louisville (AC) 23.8**  
*Wayne Perkey*
9. **WKSJ-FM/Mobile (Ctry) 23.3**  
*Wayne Gardner, Bill Dotson*
10. **WFBQ/Indianapolis (AOR) 22.2**  
*Bob & Tom*
11. **WCCO/Minneapolis (AC) 22.1**  
*Charles Boone & Roger Erickson*
11. **WICC/Bridgeport (AC) 22.1**  
*Crosson & Crosson*
11. **WIKS/Coastal North Carolina (UC) 22.1**  
*Tony Richards*
11. **WXLK/Roanoke-Lynchburg (CHR) 22.1**  
*Bart Prader, Larry Dowdy*
15. **KSSK/Honolulu (AC) 22.0**  
*Michael W. Perry, Larry Price*
15. **WESC-AM & FM/Greenville (Ctry) 22.0**  
*Bob Hooper*
17. **WQUT/Johnson City (CHR) 21.5**  
*Steve Man*
18. **WDEF-AM & FM/Chattanooga (B/EZ) 21.4**  
*Luther Masingill*
18. **WTQR/Greensboro-Winston Salem (Ctry) 21.4**  
*Dale Mitchell, Aunt Eloise*
20. **KDKA/Pittsburgh (AC) 21.3**  
*John Cigna and the K-Team*
21. **WRBQ-AM & FM/Tampa (CHR) 21.0**  
*Cleveland Wheeler, Jack Harris, & Q-Zoo*
22. **WABB-AM & FM/Mobile (CHR) 20.7**  
*Bill Evans, Trey Matthews*
22. **WYYY/Syracuse (AC) 20.7**  
*Big Mike Fiss*
24. **WNNK/Harrisburg-Lebanon-Carlisle (CHR) 19.8**  
*Tim Burns*
25. **KKOB/Albuquerque (AC) 19.4**  
*Larry Ahrens*
25. **WIBC/Indianapolis (AC) 19.4**  
*Garry Todd*
25. **WXBQ/Johnson City (Ctry) 19.4**  
*Dave Carter*

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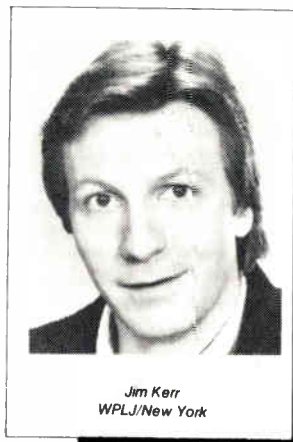
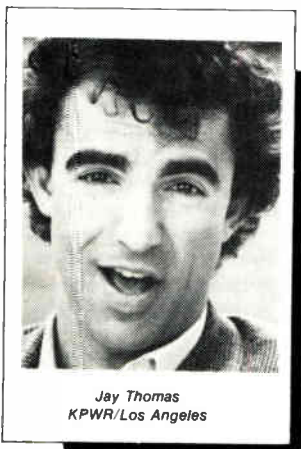
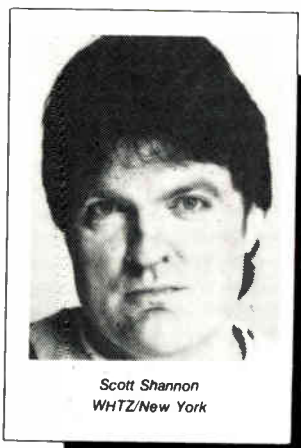
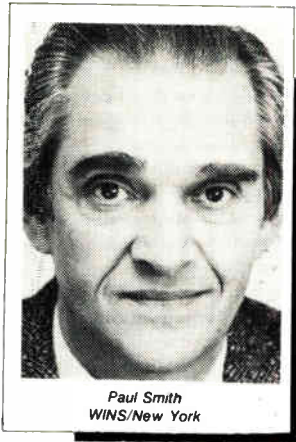
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# DRIVETIME DOMINATORS

## AM Drive/Top 25

Cume Persons  
(12+, M-F, 6-10am)



1. **WINS/New York (News)** 1,964,800  
*Paul Smith, Michael O'Neil, Jim McGiffert*
2. **WHTZ/New York (CHR)** 1,413,300  
*Scott Shannon*
3. **KIIS-AM & FM/Los Angeles (CHR)** 1,235,600  
*Rick Dees, Charleye Wright, Liz Fulton*
4. **WCBS/New York (News)** 1,216,100  
*Jim Donnally, Robert Vaughn*
5. **WPLJ/New York (CHR)** 1,197,700  
*Jim Kerr & The Morning Crew*
6. **KPWR/Los Angeles (CHR)** 917,300  
*Jay Thomas, Powermouth Patty, Monica Brooks*
7. **WXRK/New York (AOR)** 921,600  
*Howard Stern*
8. **WOR/New York (Talk)** 853,800  
*John A. Gambling, John R. Gambling*
9. **WBBM/Chicago (News)** 821,100  
*Ed Volkman, Mike Elston*
10. **WPAT-AM & FM/New York (B/EZ)** 823,000  
*Ken McKenize*
11. **WBLS/New York (UC)** 820,600  
*Ken Webb*
12. **WGN/Chicago (Talk)** 812,300  
*Bob Collins*
13. **KYW/Philadelphia (News)** 782,700  
*Pat Farnak, Jean Scott, Harry Donahue*
14. **WRKS/New York (UC)** 772,800  
*Carol Ford, B.J. Steele*
15. **WLTW/New York (AC)** 733,300  
*Batt Johnson*
15. **WCBS-FM/New York (Gold)** 723,300  
*Harry Harrison*
17. **WQHT/New York (CHR)** 718,200  
*Rufus*
18. **WNEW-FM/New York (AOR)** 711,400  
*Dave Herman*
19. **KFWB/Los Angeles (News)** 686,200  
*Charlie Braler, Jay Riggerbock, Jeff Leisher*
20. **WGCI-FM/Chicago (UC)** 637,800  
*Banks & Company*
21. **KNX/Los Angeles (News)** 616,600  
*Dave Zorn, Jack Salvator*
22. **KABC/Los Angeles (Talk)** 582,900  
*Ken Minyard, Bob Arthur*
23. **KROQ/Los Angeles (AOR)** 582,200  
*Richard Blade, Poorman*
24. **WNBC/New York (AC)** 575,400  
*Don Imus*
25. **WMMR/Philadelphia (AOR)** 543,400  
*John DeBella*

# “From a 2.4 to a 10.0 in our first book!”\*

“Here at WLMX in Chattanooga, we’ve had great success working with The Research Group. In fact in our initial performance we would have been very happy debuting with a 6.0 or 7.0 share 12+. Instead we rocketed to a 10.0 and already we’re the #1 station with adults 25 to 54.\*

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It’s more than just the research. With The Research Group, you have access to a wealth of information others just don’t have. And, their people are the best. Our experience here in Chattanooga proves what the top broadcasters know: they really do get results.”

*Bill Burkett*  
*Operations Manager/Program Director*  
*WLMX-FM*

\*Winter 1987 Arbitron. AQH Share. M-S, 6A-12M, MSA.

WLMX-FM



The Research Group is the choice of America’s most successful broadcasters for a good reason. Anyone can do “research” and bring a station answers to questions. The Research Group brings the *right* information to do the job and then uses a special system of strategic planning — based upon advanced techniques of marketing warfare — to help improve and solidify your ratings in desirable demographics. That makes The Research Group uniquely qualified to help you *win* — and stay strong — in tough, competitive environments.

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*Radio’s Strategic Research Team*

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# DRIVETIME DOMINATORS

## PM Drive/Top 25

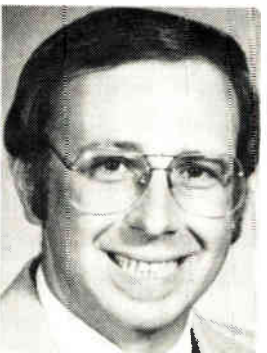
Average Quarter-Hour Share  
(12+, M-F, 3-7pm)



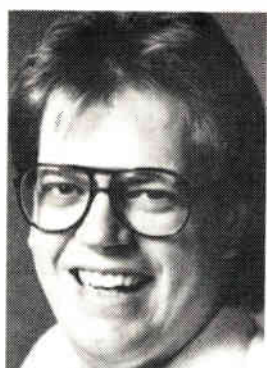
Ed Brantley  
WIVK-AM & FM/Knoxville



Danny Stewart  
WVIC-AM & FM/Lansing



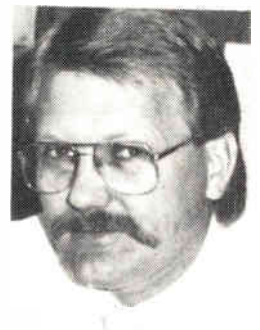
Doug Enlow  
WCOS-AM & FM/Columbia, SC



Steve Taylor  
WQUT/Johnson City



Cat Thomas  
WXLK/Roanoke-Lynchburg



Jeff Jeffreys  
WXBQ/Bristol

1. **WIVK-AM & FM/Knoxville (Ctry)** 33.2  
*Ed Brantley*
2. **WVIC-AM & FM/Lansing (CHR)** 28.1  
*Danny Stewart*
3. **WQUT/Johnson City (CHR)** 27.3  
*Steve Taylor*
4. **WDUV/Sarasota-Bradenton (B/EZ)** 25.6  
*Automated*
5. **WIKS/Coastal North Carolina (UC)** 24.0  
*Ceacer Gooding*
6. **WXLK/Roanoke-Lynchburg (CHR)** 23.5  
*Eddie Haskell, Cat Thomas*
7. **WIOG/Flint (CHR)** 22.6  
*Rick Donahue*
8. **WNNK/Harrisburg-Lebanon-Carlisle (CHR)** 22.4  
*Bruce Bond*
9. **WYYY/Syracuse (AC)** 20.1  
*Jeff Brown*
10. **WRBQ-AM & FM/Tampa (CHR)** 19.6  
*Mason Dixon*
11. **WWDN/Columbia, SC (UC)** 19.0  
*Hobie Mack*
12. **WKSJ-FM/Mobile (Ctry)** 18.8  
*Jef (J.J.) Funk*
13. **WABB-FM/Mobile (CHR)** 18.7  
*Leslie Fram, Dennis "Hound Dog" Stacy*
14. **WCOS-AM & FM/Columbia, SC (Ctry)** 18.6  
*Doug Enlow*
14. **WSKZ/Chattanooga (CHR)** 18.6  
*Mike Alison*
16. **WTAR/Greensboro-Winston-Salem (Ctry)** 18.4  
*Bruce Garraway*
16. **WXBQ/Johnson City (Ctry)** 18.4  
*Jeff Jeffreys*
18. **WHOT-FM/Youngstown-Warren (CHR)** 18.2  
*Bob Popa*
19. **KASE/Austin (Ctry)** 17.7  
*Terry Hunt*
20. **WAPE-FM/Jacksonville (CHR)** 17.3  
*Cadillac Jack*
21. **KZZU-AM & FM/Spokane (CHR)** 17.2  
*Randy Robbins*
22. **WHRK/Memphis (UC)** 17.0  
*Lisa Lipps*
22. **WZZK-AM & FM/Birmingham (Ctry)** 17.0  
*Rusty Russel*
24. **KMOX/St. Louis (AC)** 16.9  
*Bruce Bradley*
25. **KFAB/Omaha-Council Bluffs (AC)** 16.6  
*Gary Sadlemeyer*



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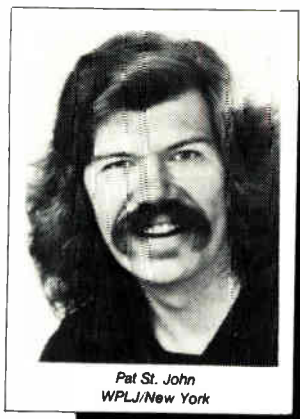


**Dow Jones Report<sup>SM</sup>**  
***More than the averages***

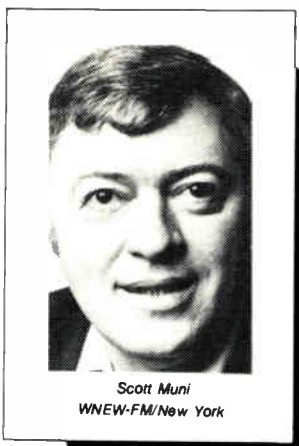
# DRIVETIME DOMINATORS

## PM Drive/Top 25

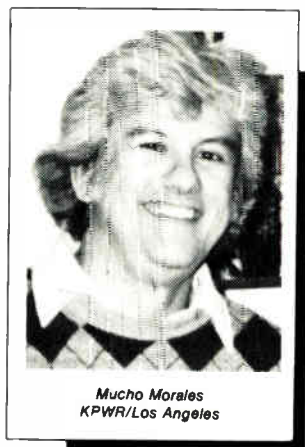
Cume Persons  
(12+, M-F, 3-7pm)



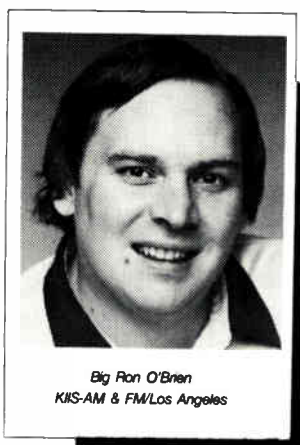
Pat St. John  
WPLJ/New York



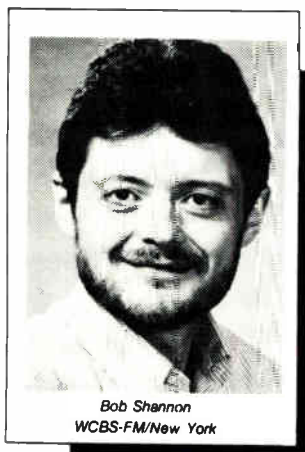
Scott Muni  
WNEW-FM/New York



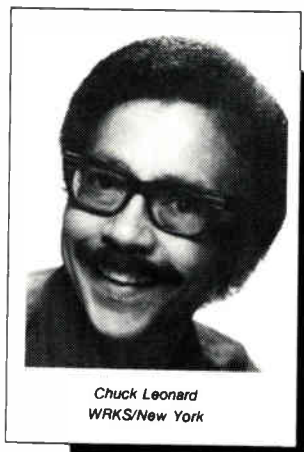
Mucho Morales  
KPWR/Los Angeles



Big Ron O'Brien  
KIS-AM & FM/Los Angeles



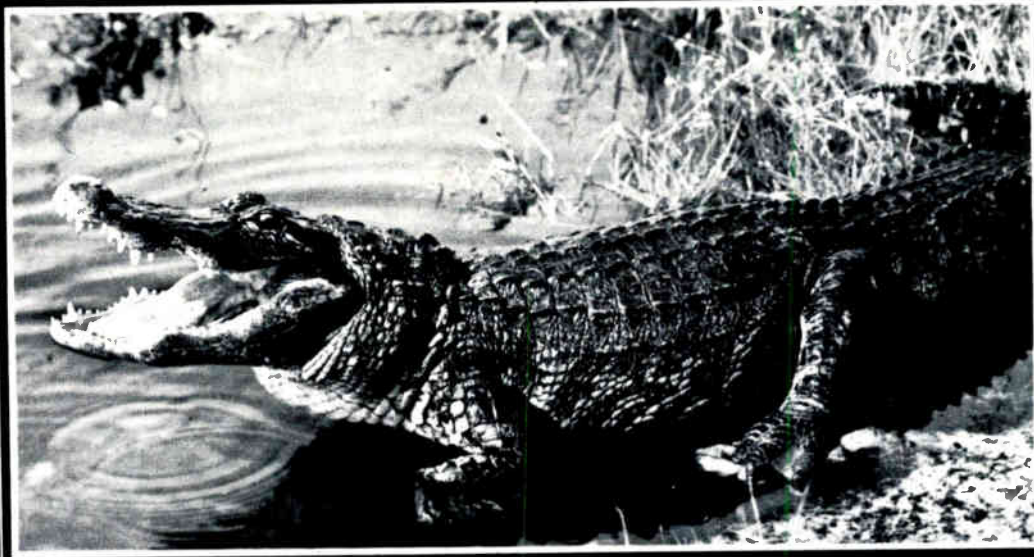
Bob Shannon  
WCBS-FM/New York



Chuck Leonard  
WRKS/New York

1. **WHTZ/New York (CHR)** 1,449,900  
*Magical Matthew Allen*
2. **WPLJ/New York (CHR)** 1,270,800  
*Pat. St. John*
3. **WPAT-AM & FM/New York (B/EZ)** 1,045,300  
*Ken Lamb*
4. **KIIS-AM & FM/Los Angeles (CHR)** 1,008,100  
*Big Ron O'Brien, Hollywood Hamilton*
5. **KPWR/Los Angeles (CHR)** 913,700  
*Mucho Morales, Joe Nasty*
6. **WINS/New York (News)** 877,600  
*Ralph Howard, Iris Lynn Shelton*
7. **WQHT/New York (CHR)** 868,800  
*Al Bandiero, Bill Lee*
8. **WLTW/New York (AC)** 865,600  
*Steve Roy*
9. **WRKS/New York (UC)** 842,900  
*Chuck Leonard*
10. **WNEW-FM/New York (AO R)** 800,700  
*Scott Muni, Carol Miller*
11. **WBLS/New York (UC)** 786,300  
*Jim Buggs*
12. **WCBS-FM/New York (Gold)** 775,500  
*Bob Shannon*
13. **WGN/Chicago (Talk)** 699,700  
*Wally Phillips, Spike O'Dell*
14. **WABC/New York (Talk)** 659,100  
*Bob Grant*
15. **WGCI-FM/Chicago (UC)** 620,200  
*Tom Joyner*
16. **WOR/New York (Talk)** 617,200  
*Bernard Meltzer*
17. **WCBS/New York (News)** 614,400  
*Tom Franklin, Rita Sams*
18. **KROQ/Los Angeles (AOR)** 599,800  
*Jed The Fish, Dusty Street*
19. **WNSR/New York (AC)** 540,300  
*Jim Douglas*
20. **KABC/Los Angeles (Talk)** 526,000  
*Stu Nahan*
21. **KOST/Los Angeles (AC)** 505,000  
*Brian Simmion*
22. **WXRK/New York (AOR)** 504,400  
*Meg Griffin, Marc Coppola*
23. **WMMR/Philadelphia (AOR)** 491,000  
*Joe Bonadonna*
24. **WBBM/Chicago (News)** 487,400  
*Paul Donovan*
25. **KFWB/Los Angeles (News)** 481,000  
*Judy Ford, Jim Brusom*

# SEE YOU LATER ALLIGATOR!



## Florida Alligator

Photo: John Hinde Curtech Inc.

The strength and quality of our relationship with broadcasters is a direct result of sensitivity to our clients' needs. Together, we reject the unjust and discriminatory advertising tax recently approved by the State of Florida. Our 9th Annual Information Sharing "Fly-In," featuring keynote speaker Dr. Henry Kissinger and 3 days of workshops, panels and spouse programs, was scheduled for Orlando, Florida. At great expense, we have relocated the "Fly-In" to La Costa in San Diego, California, February 17-20. It's our way of saying NO! to legislation that will hurt all broadcasters.

We urge all stations and reps alike to let the Governor's office know how you feel on this crucial issue by sending a letter or telegram today to Governor Robert Martinez at The Capitol, Tallahassee, Florida, 32301.

**J. Warner Rush**  
President, Major Market Radio



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World Radio History



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- |                                     |                                    |
|-------------------------------------|------------------------------------|
| 18 COMPUTERS & SOFTWARE             | 50 PRODUCTION SERVICES             |
| 20 CONSULTANT FIRMS                 | 57 PROGRAM SUPPLIERS               |
| 32 EMPLOYMENT SERVICES              | 68 RADIO GROUP OWNERS              |
| 33 EQUIPMENT MANUFACTURERS          | 81 RECORD COMPANIES                |
| 37 FINANCIAL INSTITUTIONS           | 86 REPRESENTATIVES                 |
| 40 MARKETING & PROMOTIONAL SERVICES | 90 RESEARCH FIRMS                  |
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| 47 MOTION PICTURE COMPANIES         | 96 TV PRODUCTION FIRMS             |
| 48 NETWORKS                         |                                    |

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**TSL Systems**

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**Brad Slusher, Marketing Director**

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**Computers & Software Key**

A = Traffic

B = Music

C = Sales

D = Billing

E = Accounting

F = Other

# THE FORTUNATE

## 500

MUZAK-MAIN CHANNEL	UNITED STATES	KITT-FM	KRTH-AM	WBCN-FM	WGR-AM	WKRZ-FM	WOMP-FM	WTRQ-FM
UNITED KINGDOM	KAAM-AM	KJLH-FM	KRTH-FM	WBCY-FM	WGTR-FM	WKSJ-AM	WONE-AM	WTRG-FM
CAPITOL RADIO	KAER-FM	KJYO-FM	KRTH-FM	WBEE-FM	WGTZ-FM	WKSJ-FM	WONE-FM	WTRG-FM
OCEAN SOUND	KASE-FM	KKBO-FM	KSCO-AM	WBHP-AM	WHAM-AM	WKSZ-FM	WOVV-FM	WTVN-AM
RADIO AVON	KASH-AM	KKCW-FM	KSDO-FM	WBLI-FM	WHAS-AM	WKY-AM	WOWW-FM	WUBE-FM
RADIO ESSEX	KAHT-FM	KKFR-FM	KSJL-AM	WBMT-FM	WHBT-FM	WKYS-FM	WPEG-FM	WUSA-FM
BBC KENT	KASH-FM	KKHT-FM	KSJO-FM	WBMV-FM	WHBY-AM	WKZL-FM	WPHR-FM	WUSL-FM
BBC SHROPSHIRE	KATF-FM	KKLQ-FM	KSMG-FM	WBOS-FM	WHCN-FM	WKZS-FM	WPIX-FM	WUSY-FM
ITALY	KATF-FM	KKLS-FM	KSNL-FM	WBUF-FM	WHDH-AM	WLAK-FM	WPLJ-FM	WVAF-FM
RADIO 1 FERMO	KBTJ-FM	KKNU-FM	KSON-FM	WBVE-FM	WHEB-FM	WLAM-AM	WPOC-FM	WVEE-FM
AUSTRALIA	KBUT-FM	KKRR-FM	KSPN-FM	WBZ-AM	WHIO-AM	WLAP-AM	WPOW-FM	WVIC-AM
RADIO 10	KBUT-FM	KKRJ-FM	KSRQ-AM	WBZ-FM	WHIT-FM	WLAG-FM	WPTF-FM	WVIC-AM
RADIO 2CC	KCEE-AM	KLDD-AM	KSSK-AM	WCAO-AM	WHLY-FM	WLKI-FM	WPXR-FM	WVOR-FM
RADIO 2DAY-FM	KCMG-FM	KLMS-AM	KTKS-FM	WCAU-FM	WHOT-FM	WLLR-FM	WPYX-FM	WVOR-FM
RADIO 2MMM-FM	KCPX-AM	KLMS-AM	KTOM-AM	WCAV-FM	WHOT-FM	WLOH-AM	WQAM-AM	WVOR-FM
RADIO 2NX	KCPX-AM	KLOS-FM	KTOM-AM	WCAW-AM	WHTQ-FM	WLOH-AM	WQAM-AM	WVOR-FM
RADIO 2SM	KCTC-FM	KLPX-FM	KTOM-AM	WCB5-FM	WHTQ-FM	WLRW-FM	WQDR-FM	WVOR-FM
RADIO 2W5	KDAB-FM	KLRA-AM	KTSA-AM	WCDX-FM	WHTT-FM	WLS-AM	WQDR-FM	WVOR-FM
RADIO 2WV	KDAB-FM	KLRA-AM	KTSA-AM	WCGO-FM	WHTT-FM	WLTF-FM	WQDR-FM	WVOR-FM
RADIO 2WS	KDLZ-FM	KLRS-FM	KTWV-FM	WCHI-AM	WHTZ-FM	WLTP-FM	WQDR-FM	WVOR-FM
RADIO 3AK	KDLZ-FM	KLRS-FM	KTWV-FM	WCHI-AM	WHYI-FM	WLTP-FM	WQDR-FM	WVOR-FM
RADIO 3FOX-FM	KDZL-FM	KLSC-FM	KTXQ-FM	WCAG-AM	WHYI-FM	WLUP-AM	WQDR-FM	WVOR-FM
RADIO 3KZ	KDZL-FM	KLSC-FM	KTXQ-FM	WCAW-AM	WHYI-FM	WLUP-AM	WQDR-FM	WVOR-FM
RADIO 3UZ	KDON-FM	KLSQ-FM	KTYD-FM	WCB5-FM	WHYI-FM	WLUP-AM	WQDR-FM	WVOR-FM
RADIO 3XY	KDON-FM	KLSQ-FM	KTYD-FM	WCB5-FM	WHYI-FM	WLUP-AM	WQDR-FM	WVOR-FM
RADIO 4BC	KDTH-AM	KLSQ-FM	KTYD-FM	WCB5-FM	WHYI-FM	WLUP-AM	WQDR-FM	WVOR-FM
RADIO 4BK	KDTH-AM	KLSQ-FM	KTYD-FM	WCB5-FM	WHYI-FM	WLUP-AM	WQDR-FM	WVOR-FM
RADIO 4KQ-AM	KELT-FM	KLUV-FM	KULI-FM	WCB5-FM	WHYI-FM	WLUP-AM	WQDR-FM	WVOR-FM
RADIO 455	KELT-FM	KLUV-FM	KULI-FM	WCB5-FM	WHYI-FM	WLUP-AM	WQDR-FM	WVOR-FM
RADIO 4XO	KEX-AM	KLZ-AM	KULI-FM	WCB5-FM	WHYI-FM	WLUP-AM	WQDR-FM	WVOR-FM
RADIO 5KA	KEX-AM	KLZ-AM	KULI-FM	WCB5-FM	WHYI-FM	WLUP-AM	WQDR-FM	WVOR-FM
RADIO 7EX	KEYJ-FM	KMEL-FM	KULI-FM	WCB5-FM	WHYI-FM	WLUP-AM	WQDR-FM	WVOR-FM
RADIO 89FM	KEYJ-FM	KMEL-FM	KULI-FM	WCB5-FM	WHYI-FM	WLUP-AM	WQDR-FM	WVOR-FM
RADIO 96FM	KEYJ-FM	KMEL-FM	KULI-FM	WCB5-FM	WHYI-FM	WLUP-AM	WQDR-FM	WVOR-FM
RADIO FMIQ4	KEYJ-FM	KMEL-FM	KULI-FM	WCB5-FM	WHYI-FM	WLUP-AM	WQDR-FM	WVOR-FM
RADIO 5SA-FM	KEYJ-FM	KMEL-FM	KULI-FM	WCB5-FM	WHYI-FM	WLUP-AM	WQDR-FM	WVOR-FM
FRANCE	KEYJ-FM	KMEL-FM	KULI-FM	WCB5-FM	WHYI-FM	WLUP-AM	WQDR-FM	WVOR-FM
RADIO 95.2 PARIS	KEYJ-FM	KMEL-FM	KULI-FM	WCB5-FM	WHYI-FM	WLUP-AM	WQDR-FM	WVOR-FM
RADIO 95.2 SCOOP	KEYJ-FM	KMEL-FM	KULI-FM	WCB5-FM	WHYI-FM	WLUP-AM	WQDR-FM	WVOR-FM
RADIO CVS FM	KEYJ-FM	KMEL-FM	KULI-FM	WCB5-FM	WHYI-FM	WLUP-AM	WQDR-FM	WVOR-FM
RADIO FUN FM	KEYJ-FM	KMEL-FM	KULI-FM	WCB5-FM	WHYI-FM	WLUP-AM	WQDR-FM	WVOR-FM
RADIO GILDA	KEYJ-FM	KMEL-FM	KULI-FM	WCB5-FM	WHYI-FM	WLUP-AM	WQDR-FM	WVOR-FM
RADIO METROPOLYS	KEYJ-FM	KMEL-FM	KULI-FM	WCB5-FM	WHYI-FM	WLUP-AM	WQDR-FM	WVOR-FM
RADIO RVS ROUEN	KEYJ-FM	KMEL-FM	KULI-FM	WCB5-FM	WHYI-FM	WLUP-AM	WQDR-FM	WVOR-FM
RADIO SERVICE	KEYJ-FM	KMEL-FM	KULI-FM	WCB5-FM	WHYI-FM	WLUP-AM	WQDR-FM	WVOR-FM
RADIO VIBRATION	KEYJ-FM	KMEL-FM	KULI-FM	WCB5-FM	WHYI-FM	WLUP-AM	WQDR-FM	WVOR-FM
ROCKIN' CHAIR FM	KEYJ-FM	KMEL-FM	KULI-FM	WCB5-FM	WHYI-FM	WLUP-AM	WQDR-FM	WVOR-FM
NEW ZEALAND	KEYJ-FM	KMEL-FM	KULI-FM	WCB5-FM	WHYI-FM	WLUP-AM	WQDR-FM	WVOR-FM
RADIO AVON	KEYJ-FM	KMEL-FM	KULI-FM	WCB5-FM	WHYI-FM	WLUP-AM	WQDR-FM	WVOR-FM
RADIO HAURAKI	KEYJ-FM	KMEL-FM	KULI-FM	WCB5-FM	WHYI-FM	WLUP-AM	WQDR-FM	WVOR-FM
RADIO I-AM	KEYJ-FM	KMEL-FM	KULI-FM	WCB5-FM	WHYI-FM	WLUP-AM	WQDR-FM	WVOR-FM
RADIO KCC-FM	KEYJ-FM	KMEL-FM	KULI-FM	WCB5-FM	WHYI-FM	WLUP-AM	WQDR-FM	WVOR-FM

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# IT WORKS!

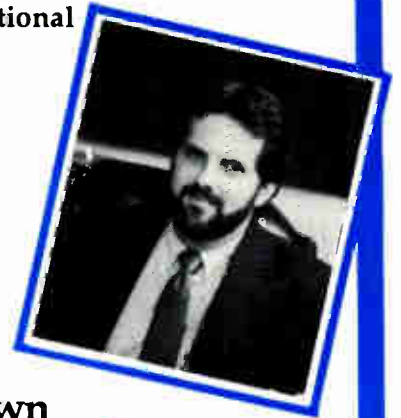
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# "E. Alvin Davis & Associates helped WIOG go from a 13 to a 30, achieving the highest share of any station in the country"

"Their unique understanding of marketing has helped us create a monster station" —John Casey, WIOG-FM/Saginaw



"Our clients include America's leading broadcasters. They demand superior marketing."

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We help forward-thinking radio stations maximize performance. Our commitment is to provide quality consulting for select clients.

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**Situation:** Booth's WIOG had long been a leading station in the market, but its position was being threatened by a new direct format competitor.

**Solution:** To help defend its position, WIOG retained the services of E. Alvin Davis & Associates as programming consultant.

**Success:** Despite new competition, WIOG took a sizable rating jump and became Saginaw's Number One station the very next book. In less than a year, the station's direct competitor changed formats. In the last two and a half years WIOG has steadily increased its share from 13.6 to 30.3.

WIOG is Number One in every major demographic, including #1 Adults 18-34, 18-49 and 25-54.\*



"WIOG has shown spectacular growth since we began our consulting relationship. Not only does WIOG dominate Saginaw, with more than twice the audience of the #2 station, but in the first book with our improved signal, WIOG debuted 3rd in Flint, 40 miles away, with a 10.1.

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For more information, phone  
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\*Spring 1984–Fall 1986 Arbitron,  
Total Persons, AQH M/S, 6A–12M, Total Week

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# Joint Communications Positioning Newsflash

**Research at least 500 people. Create a market "map."  
Promote your key attribute.**

*As you know, some consultants are big on generalities and vague on specifics. Joint Communications International has changed that.*

*We are the media strategists. That's why we've worked for NBC, KZEW, WEEL, KLPX, Y100, Shamrock Communications, Taft, Lotus, KISW, WIOT, KSJO, CBS, Infinity, Standard and many more.*

A radio station's "position" is its place in the listener's mind. A position is not necessarily what a radio station does. Rather, its where the radio station fits in the listener's mind in relation to other choices such as radio stations, music television, other forms of pre-

recorded music and even spoken word audio cassettes.

A clear position is important because the public has more choices than ever before. In this environment of "over-choice" the public are easily confused unless a radio station's position is extremely clear.

There are three keys to positioning which will allow a radio station to cut through the clutter:

## 1. RESEARCH.

### • Survey at least 500 people.

Make sure you find out how the listeners themselves perceive radio stations. Conduct research with a large sample size. This guarantees accuracy for ana-

lyzing sub-samples. Some radio stations get lucky and are able to develop good positioning from a series of focus groups. However, to develop a precise strategy, a statistically valid research study is essential.

### • Pretest all advertising.

Once you have developed a campaign, pretest the advertising to make sure the message you are trying to convey is the message the listener is getting. This small investment will pay big dividends.

## 2. STRATEGY.

### • Create a "market map."

Use the research to map your position in relation to your competitors. The best way is to use a grid, which allows you to visually place stations in their "position." This will help you develop your programming and marketing strategy.

### • Keep it simple.

The complex strategy will fail. If the strategy has to be explained twice, it's probably too complex.

## 3. PROMOTE.

### • Warning: Wait till the product is right.

Don't market heavily until you are satisfied with the product. If you invite listeners to the store and they don't like the produce, they won't come back.

### • Focus on one key attribute.

Promote the element that lets you hold your position. If it's your morning drive show, promote that. If you are an Easy Listening station, you might focus on a word such as "relax." A country music station which plays a lot of music, might call itself "Continuous Country."

## FREE OFFER

If you would like more ways to focus on your position, and gain an advantage over your competitors, write or call collect one of our managing partners Jon Sinton, John Parikhal or Dave Charles at:

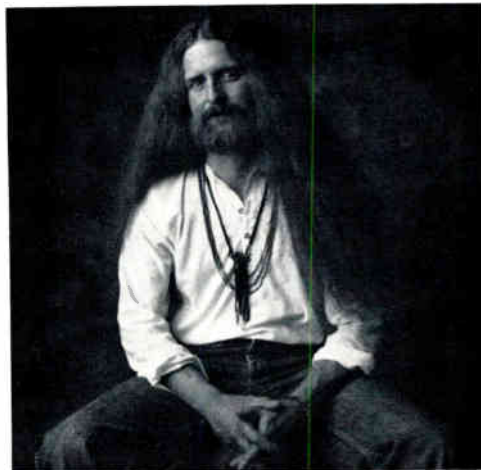
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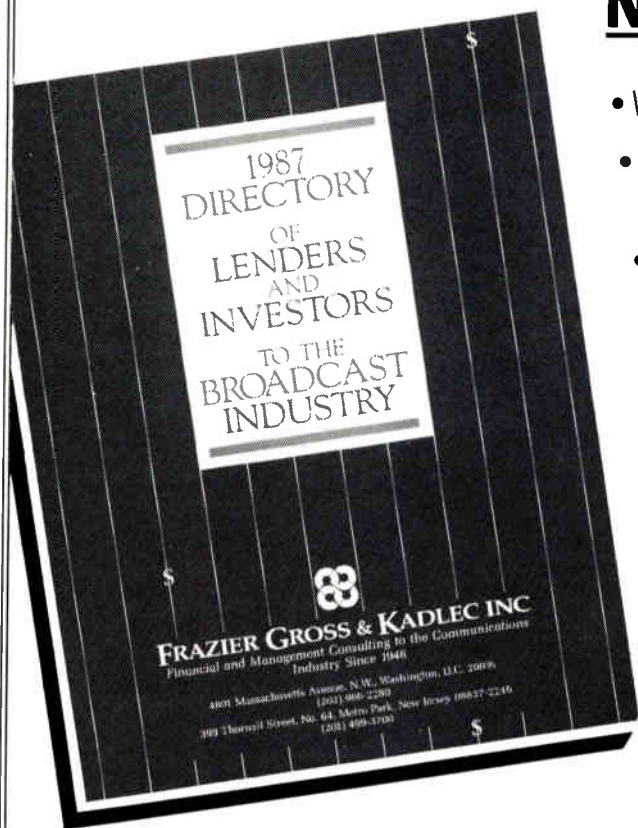
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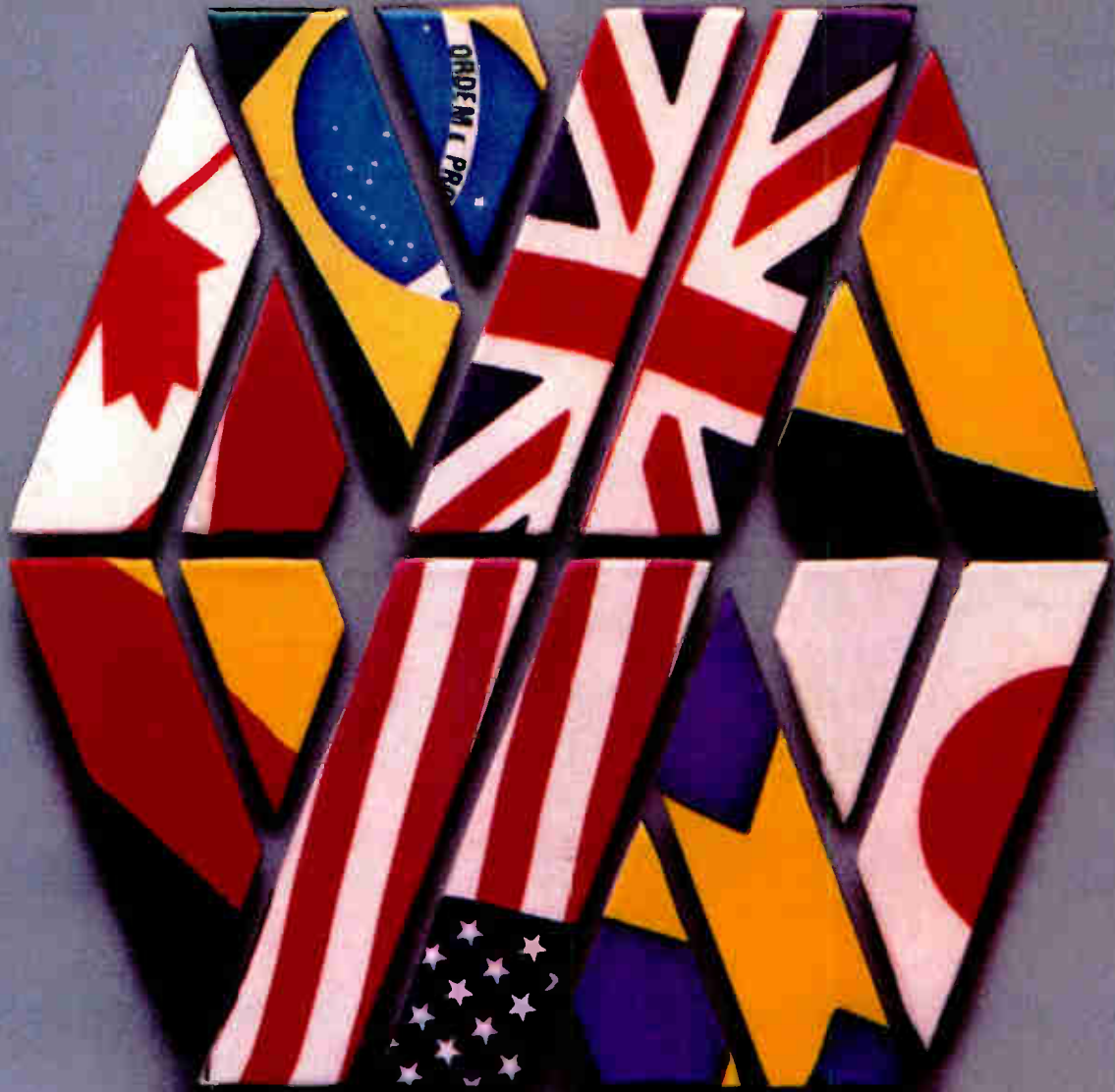
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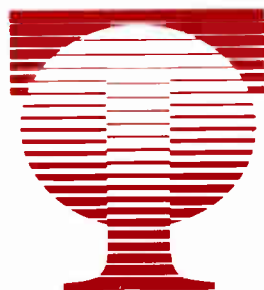
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(212) 288-0737

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(213) 275-9266

**The Mahlman Co.**  
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St. Albans, VT 05478  
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**David Kimel, Associate**

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Mansfield Center, CT 06250  
(203) 456-1111  
**Mike Rice, VP**

**O'Grady & Associates**  
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Goshen, NY 10924  
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**Bruce A. Houston, Associate**  
**Lee M. Hague, Associate**  
**Eileen A. Albert, Associate**  
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Northfield, IL 60093  
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1900 Emery St.  
Atlanta, GA 30318  
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Washington, DC 20036  
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(313) 881-5432  
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New York, NY 10022  
(212) 355-0405  
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Englewood, CO 80111  
(303) 779-0880  
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P.O. Box 55298  
Washington, DC 20011  
(202) 291-8700  
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**Walker Media, Inc.**  
P.O. Box 1845  
6101 Marina Dr.  
Holmes Beach, FL 33509  
(813) 794-1348  
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210 W. 22nd St. #125  
Oak Brook, IL 60521  
(312) 572-0901  
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## MOTION PICTURE COMPANIES

### Alive Films

8271 Melrose Ave.  
Los Angeles, CA 90046  
(213) 852-1100  
**Rase Blasl, President/Marketing**

### Atlantic Releasing Corp.

8255 Sunset Blvd.  
Los Angeles, CA 90046  
(213) 650-2503  
**Martin Rabinovitch, Sr. VP/Marketing**

### Cannon Films

640 S. San Vicente  
Los Angeles, CA 90048  
(213) 658-2155  
**Priscilla McDonald, VP/Publicity  
& Advertising**

### Columbia Pictures

Columbia Plaza South, Rm. 2009  
Burbank, CA 91505  
(818) 954-4217  
**Ed Russell, Sr. VP/Publicity, Promotions  
& Field Operations**

### DeLaurentis Entertainment

8670 Wilshire Blvd.  
Beverly Hills, CA 90211  
(213) 854-7000  
**Blaise Noto, VP/Publicity & Promotion**

### Island Pictures

9000 Sunset Blvd., Ste. 700  
Los Angeles, CA 90069  
(213) 276-4500  
**Ragan van der Werff, Publicity Coordinator**

### Lorimar Motion Pictures

3970 Overland Ave.  
Culver City, CA 90232  
(213) 558-6381  
**Ann Ralily, Dir./Natl. Publicity**

### MGM

10000 W. Washington Blvd.  
Culver City, CA 90232  
(213) 280-6116  
(213) 280-6096  
**Dawn McElwaine, Dir./Natl. Publicity**  
**Don Barratt, Dir./Promotions & Publicity**

### New World Pictures

1440 S. Sepulveda Blvd.  
Los Angeles, CA 90025  
(213) 444-8100  
**Frank Wright, Dir./Publicity**

### Orion Pictures

1875 Century Park E.  
Los Angeles, CA 90067  
(213) 282-2563  
**Jan Kaan, Natl. Dir./Promotions**

### Paramount Pictures

5555 Melrose Ave.  
Los Angeles, CA 90038  
(213) 468-5500  
**Diana Widom, Sr. VP/Publicity & Promo**

### Tri-Star Pictures

711 5th Ave.  
New York, NY 10022  
(212) 715-2461  
**Shawna Raininger, Sr. VP/Publicity  
& Promotions**

### 20th Century Fox

10201 W. Pico Blvd.  
Los Angeles, CA 90035  
(213) 203-1601  
**John DeSimio, Natl. Publicity Dir.**

### United Artists

450 N. Roxbury Dr.  
10th Floor  
Beverly Hills, CA 90212  
(213) 281-4592  
**Judy Schwam, Sr. VP/Publicity & Promo**

### Universal Pictures

100 Universal City Plaza  
Universal City, CA 91608  
(818) 777-5819  
**Ed Roginski, Pres./Marketing**

### Vestron

60 Longridge Rd.  
Stamford, CT 06902  
(202) 968-0000  
**Linda Miller, Promotions**  
**Susan Senk, Publicity**

### Walt Disney Pictures

500 S. Buena Vista St.  
Burbank, CA 91521  
(818) 840-5293  
**Jack Riback, Director/Natl. Promotions**

### Warner Bros.

4000 Warner Blvd.  
Burbank, CA 91522  
(818) 954-6235  
**Carl Samrock, Natl. Publicity Dir.**

## NETWORKS

### ABC RADIO NETWORKS

#### ABC Radio Networks

1345 Ave. Of The Americas  
New York, NY 10019  
(212) 887-5155

**Aaron Daniels, President**

**John Axten, Sr. VP**

(212) 887-5688

**Darryl Brown, VP, Group Director**

(212) 887-5063

**Stuart Krane, VP, Group Director**

(212) 887-5285

#### ABC Contemporary Radio Network

1345 Ave. of the Americas  
New York, NY 10019  
(212) 887-5063

**Darryl Brown, Director**

#### ABC Direction Radio Network

1345 Ave. of the Americas  
New York, NY 10019  
(212) 887-5536

**Karen Foley, Director**

#### ABC Entertainment Radio Network

1345 Ave. of the Americas  
New York, NY 10019  
(212) 887-5553

**Corinna Baldassano, Director**

#### ABC FM Radio Network

1345 Ave. of the Americas  
New York, NY 10019  
(212) 887-5635

**Susan O'Connell, Director**

#### ABC Information Radio Network

1345 Ave. of the Americas  
New York, NY 10019  
(212) 887-5042

**Debbie Golden, Director**

#### ABC Rock Radio Network

1345 Ave. of the Americas  
New York, NY 10019  
(212) 887-5652

**Gloria Briggs, Director**

#### ABC Talkradio

1345 Ave. of the Americas  
New York, NY 10019  
(212) 887-5638

**Maurice Tunick, VP Director**

# DIRECTORY

## NETWORKS



### AP Network News

AP Broadcast News Center,  
Sixth Floor  
1825 K St. N.W.  
Washington, DC 20006  
(800) 821-4747

**Jim Williams, Director/Bcast. Serv.**



### Bailey Broadcasting Services

3151 Cahuenga Blvd. W., Suite 200  
Los Angeles, CA 90068  
(213) 969-0011

**Lee Bailey, President**

**Natalia Porch, PR Director**

**Tom Gamache, Dir./Mktg. & Sales**

### Cadena Radio Centro

60 E. 42nd St., Ste. 1431  
New York, NY 10165

**Carlos DelGado, Sales Manager**

1425 Greenway Drive, Ste. 210  
Irving, TX 75038

**Pamela Zeller, PR Director**

### CBN Radio Network

CBN Center  
Virginia Beach, VA 23463  
(800) 777-2346

**Paul Barnhardt, Syndication Supervisor**

### CBS Radio Networks

51 W. 52nd St.  
New York, NY 10019  
(212) 975-4227

**Robert Kipperman, VP/GM**

### MCA Radio Network

90 Universal City Plaza  
East Penthouse  
Universal City, CA 91608  
(818) 777-5775

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**Lance Robbins, VP**

**Bill Barnett, VP**

### Media America

342 Madison Ave., Ste. 920  
New York, NY 10017  
(212) 983-6600

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**Gary Schonfeld, President**

### Music Country Radio Network

1825 K St. N.W., Sixth Floor  
Washington, DC 20006  
(800) 821-4747

**Jim Williams, Director**

### Mutual Broadcasting System, Inc.

1755 S. Jefferson Davis Hwy.  
Arlington, VA 22202  
(703) 685-2000

**Jack Clements, President**

**Ron Nessen, VP News**

### National Black Network

10 Columbus Circle  
New York, NY 10019  
(212) 586-0610

**Sydney Small, Chairman**



### NBC Radio Networks

30 Rockefeller Plaza  
New York, NY 10020  
(212) 644-2603

**Randy Bongarten, President**

### NBC Radio Entertainment

30 Rockefeller Plaza  
New York, NY 10020  
(212) 664-2603

**Willard Lochridge, VP/GM**

### NBC's "The Source"

30 Rockefeller Plaza  
New York, NY 10020  
(212) 644-2603

**Willard Lochridge, GM**

### NBC's Talknet

30 Rockefeller Plaza  
New York, NY 10020  
(212) 664-4745

**Craig Simon, VP/GM**

### Progressive Music Network

1004 Marquette Ave., Ste. 202  
Minneapolis, MN 55403  
(800) 367-2811

**Tom Pelissero, OM**

**Jack Moore, President**

### Satellite Music Network

12655 N. Central Expressway, Ste. 600  
Dallas, TX 75243  
(214) 991-9200 in Texas  
(800) 527-4892

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## NETWORKS

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Silver Spring, MD 20910  
(301) 587-6800

**Ed Graham**  
**David Black**



### Transtar Radio Network

660 Southpointe Ct., Ste. 300  
Colorado Springs, CO 80906  
(303) 576-2620

**C.T. Robinson, Chairman**



### United Press International

1400 Eye St. N.W.  
Washington, DC 20005  
(202) 898-8200

**Mike Freedman, Director/UPI**  
**Radio Network**

### United Stations Radio Networks

1440 Broadway  
New York, NY 10018  
(212) 575-6100

**Nick Verbitsky, President**

### USA Network

2227 Meadow Dr.  
Carrollton, TX 75007  
(214) 307-7000

**Gary Crossland, President**

### Wall St. Journal Radio Network

200 Liberty St.  
New York, NY 10281  
(212) 416-2381

**Robert B. Rush**



### Westwood One

9540 Washington Blvd.  
Culver City, CA 90232  
(213) 204-5000

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**William Battison, President**

### Wide World Network

1825 K St. N.W., Sixth Floor  
Washington, DC 20006  
(800) 821-4747

**Pat Hazan, Marketing Exec.**

## PRODUCTION SERVICES

### After Midnight Records

P.O. Box 7000-284  
Redondo Beach, CA 90277  
(213) 316-7807

**Chuck Schumacher**

### Aircraft Music Library

77 N. Washington St.  
Boston, MA 02114  
(800) 343-2514

**Mark Cuddy, Producer**  
A B

### Gary Craig's American Entertainment Co.

P.O. Box 3788  
Hartford, CT 06103  
(203) 522-1080

**Gary Craig, President**  
A E

### American Image Productions

1708 Grand Ave.  
Nashville, TN 37203  
(615) 327-4521

(800) 251-2058  
**George Lale, President**  
A B C D

### Production Services Key

- A = Production Libraries
- B = Sound Effects
- C = Jingles, Sweepers, & ID's
- D = Song Libraries
- E = Voice-Over Talent
- F = Satellite Uplink Services
- G = Audio/Video Tape Duplication

### American Pie

12222 Venice Blvd.  
Los Angeles, CA 90066  
(213) 391-4088

**Janet Volat, Principal**  
D

### Toby Arnold & Associates

3234 Commander Dr.  
Carrollton, TX 75006  
(214) 661-8201

**Toby Arnold, President**  
A B C D

### Belling Productions/Slippery Studios

P.O. Box 1126  
Los Angeles, CA 90069  
(213) 274-4773

(800) 522-RADIO

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**James Guthrie**  
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### Bertech Organization

14447 Califa  
Van Nuys, CA 91401  
(818) 909-0262

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### Bradbury Communications (BRADCOM)

Unit 103-333  
2210 E. Highland Ave.  
San Bernardino, CA 92404  
(213) 643-0273

**Jay W. Bradbury, President**  
**Bill Williams, OM**  
**Jay West, Talent Coordinator**  
B C E

### Brown Bag Productions

4134 S. Eudora St.  
Englewood, CO 80110  
(303) 756-9949

**Mike Lee, President**

C

### Century 21

### Century 21 Programming, Inc.

4340 Beltwood Pkwy.  
Dallas, TX 75244-3225

(800) 582-2100

(214) 934-2121

**Dave Scott, President**

D

### Clean Sheets

1504 N. Vermont  
Royal Oak, MI 48067  
(313) 544-0405

**Todd Albertson, President**

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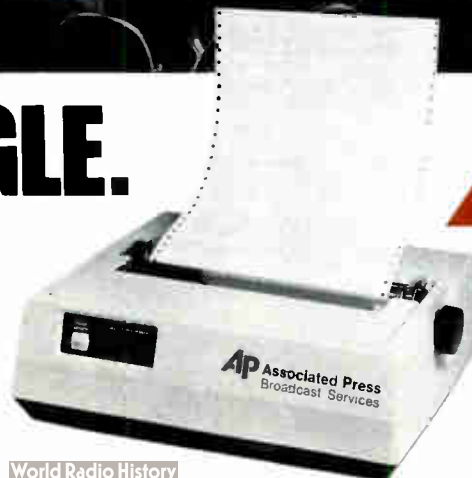




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**Karl Brunig**

### **Dimension Music & Sound Effects**

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Jupiter, FL 33468  
(305) 746-2222  
(800) 634-0091

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**John St. John Hanneman, VP**  
**Peter Golding, Marketing Director**  
A B C

### **FirstCom**

13747 Montfort Dr., Ste. 220  
Dallas, TX 75240  
(214) 934-2222

**Jim Long, Chairman**

**Cecelia Garr, Exec. VP/GM**  
A B C D

### **Eddie Gambino**

1208 Foothill Way  
Mountainside, NJ 07092  
(201) 232-2733  
B C E

### **GE American Communications**

Four Research Way  
Princeton, NJ 08540  
(609) 987-4462

**Bruce Babcock, Director/Broadcast Services**  
F

### **Ghostwriters Productions**

2301 Unity Ave. N.  
Minneapolis, MN 55422  
(612) 522-6256

**Dave Dworkin, President**

### **Grace Media, Inc.**

315 N. Yakima, Ste. 2  
Tacoma, WA 98403  
(206) 383-4349

**Brad Slusher, Marketing Dir.**  
B C

### **The Green Book/Professional Desk Reference**

230 Cumberland Bend  
Nashville, TN 37228  
(615) 255-4000

**Jeff Green, President**  
D

### **Harmonic Keys**

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Key West, FL 33040  
(305) 294-4491

**Stuart Saroka**  
A B

### **HLC**

6528 Sunset Blvd.  
Los Angeles, CA 90028  
(213) 464-6333

**Michael Sheehy, VP Broadcast Div.**  
C E

### **IDB Communications**

10525 W. Washington Blvd.  
Culver City, CA 90232  
(213) 870-9000

**Peter Hartz, VP/Marketing & Ops.**  
F

### **IGC/Strategic Communication**

#### **IGC/Frank Gari Productions Division**

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Union, NJ 07083-5998  
(201) 688-2204

**Henry Kavett, President**  
A B C D

### **International Graphics**

505 N. Second St.  
Phoenix, AZ 85004  
(602) 258-0745

**Kevin Nutt, President**  
A B

### **JAM Creative Productions**

5454 Parkdale Dr.  
Dallas, TX 75227  
(214) 388-5454

**Jon Wolfert, President**  
A C

### **JDK Music Productions**

9102 Whitaker Cir.  
Richmond, VA 23235  
(804) 272-6777

**John Keltonic, President**  
C

### **Kent Group**

P.O. Box 38328  
Cincinnati, OH 45238  
(513) 922-1750

**Lee Kent**  
A B C

### **Chris Larko Audio Productions**

230 Gaskins Bldg.  
124 W. Washington Blvd.  
Fort Wayne, IN 46802  
(219) 424-2405

**Chris Larko, President**

### **Dan Levine Productions**

850 N. State St., Suite 17-E  
Chicago, IL 60610  
(312) 440-9530

**Dan Levine, President**  
C

### **Man From Mars Productions**

159 Orange St.  
Manchester, NH 03104  
(603) 668-0652

**Ed Bruder**  
C

### **Miller Design**

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Tucson, AZ 85718  
(602) 292-0771

**Paul Miller, President**  
B C F



### **Music Director**

P.O. Box 103  
Indian Orchard, MA 01151  
(413) 783-4626

**Budd Clain**  
D

### **MSA (Music Service Associates)**

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Tulsa, OK 74113  
(918) 492-7222

**Bob Tomarkin**  
D

### **National Public Radio Satellite Service**

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Washington, DC 20036  
(202) 822-2628

**Bill Bean, Marketing Manager**  
F

### **J.R. Nelson Productions**

719 Harmon Cove Towers  
Secaucus, NJ 07094  
(201) 866-2638

**J.R. Nelson**  
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### **New Hope Communication**

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New Hope, PA 18938  
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52 Main St.  
Port Washington, NY 11050  
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### **Pam's Jingles**

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**Benjamin Freedman, President**  
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**Peters Productions Inc.**  
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San Diego, CA 92123  
(800) 255-8511  
(619) 565-8511  
**Edward J. Peters, President**  
A B C D

**Philadelphia Music Works**  
P.O. Box 947  
Bryn Mawr, PA 19010  
(215) 825-5656  
**Andrew P. Mark, President**  
A B C

**Rah Rah Productions**  
P.O. Box 75304  
Tampa, FL 33675  
(813) 626-4108  
**Chris Turner, VP/Corp. Mgr.**  
C

**Rainbow Productions**  
3874 Calibre Bend Ln. #908  
Winter Park, FL 32792  
(305) 679-5372  
**Steven A. Cohen, President**  
C



**Reel Good Productions, Inc.**  
230 10th Ave. S.  
Minneapolis, MN 55415  
(612) 342-4444  
**Kyrl Henderson, President**  
C



**John Ritter Productions**

**J.L. Ritter Productions**  
P.O. Box 6994  
Steline, NV 89449  
(702) 588-4542  
**John Ritter, President**  
C

**Rock-It Studios**  
P.O. Box 376  
Smallwood, NY 12778  
(914) 583-7752  
**Roger de Senglau**  
C

**Silvertree, Inc.**  
2831 Camino del Rio S., Ste. 212  
San Diego, CA 92108  
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**Bo Donovan, President**  
C D

**Soundtrack**  
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Boston, MA 02114  
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Charlotte, NC 28281  
(704) 333-6062

President: **Howard Schrott**

CEO: **Robert Beacham**

New Bern/Coastal NC WSFL-AM & FM  
Kokomo, IN WIOU & WZWZ  
Charleston WKCN & WDXZ

### Cariboo Central Interior Radio

1940 Third Ave.  
Prince George, British Columbia  
Canada V2M 1G7  
(604) 564-2524

President: **R.A. East**

Burns Lake, BC CFLD  
Ft. St. James, BC CIFJ  
Fraser Lake, BC, CIFI  
Granisle, BC CHLD  
Hazelton, BC CKBV  
Houston, BC CHBV  
100 Mile House, BC CKBX  
Prince George, BC CJCI & CIBC  
Quesnel, BC CKCQ  
Smithers, BC CFBV  
Vanderhoof, BC CIBC-1  
Williams Lake, BC CKWL

### Carlson Communications International

Box 7040  
Salt Lake City, UT 84107  
(801) 268-8181

President: **Ralph J. Carlson**

Salt Lake City KRSP-AM & FM  
Salt Lake City KUSW  
Cottonwood, AZ KSMK  
Elko, NV KRJC

### CBS Broadcast Group

51 W. 52nd St.  
New York, NY 10019  
(212) 975-8088

President/Radio Division: **Robert Hosking**

New York WCBS-AM & FM  
Los Angeles KNX-AM & FM  
Chicago WBBM-AM & FM  
San Francisco KCBS & KRQR  
Boston WMRQ  
Houston KLTR  
Washington WLTT  
Dallas KTXQ  
St. Louis KMOX & KHTR  
Tampa WSUN & WYNF

### Central Broadcasting Corp.

Box 1646  
Richmond, IN 47375

(317) 935-0222

President: **William Quigg**

Chillicothe, OH WBEX & WKKJ  
Richmond, IN WKBV & WFMG  
Adrian, MI WABJ & WQTE  
Marion, IN WBAT  
Bedford, IN WBIW & WQRK

### Century Broadcasting

875 N. Michigan Ave.  
Chicago, IL 60611  
(312) 922-1000

President: **Howard Grafman**

Chicago WCZE & WLOO  
San Francisco KMEL  
Denver KYBG  
St. Petersburg, FL WLFF

### Citadel Communications

1790 E. River Rd., Ste. 150-A  
Tucson, AZ 85718  
(602) 299-7535

President: **Fritz Bessemyer**

Tucson KAIR & KJYK  
Colorado Springs KKFM  
Bozeman, MT KBOZ-AM & FM

### CKO, Inc.

30 Carlton St.  
Toronto, Ontario  
Canada M5B 2E9  
(416) 591-1222

President: **Stan M. Stewart**

Exec. VP: **Peter J. Jackman**

Montreal CKO  
Ottawa, ON CKO-FM-1  
Toronto CKO-FM-2  
London, ON CKO-FM-3  
Vancouver, BC CKO-FM-4  
Calgary, AL CKO-FM-5  
Edmonton, AL CKO-FM-6  
Halifax, NS CKO-FM-9

### Clear Channel Communications

175 E. Houston St., Ste. 500  
San Antonio, TX 78205  
(512) 225-4231

President/CEO: **L. Lowry Mays**

New Orleans WQUE-AM & FM  
San Antonio WOAI & KAJA  
Oklahoma City KTOK & KJYO  
Tulsa KAKC & KMOD  
Austin KPEZ  
New Haven, CT WELI  
Beaumont-Port Arthur, TX KALO & KHYS  
Louisville WHAS & WAMZ  
Bryan, TX KTAM & KORA

### Communications Investment Corp.

312 E. South Temple  
Salt Lake City, UT 84111  
(801) 364-3561

Exec. VP: **Homer K. Peterson**

Salt Lake City KALL & KLCY  
Boise KGEM & KJOT  
Idaho Falls, ID KUPI & KQPI  
Vernal, UT KVEL & KUIN

### Communications Properties, Inc.

One Dubuque Plaza  
Dubuque, IA 52001  
(319) 582-7570

President: **Phillip Kelly**

Fargo, ND KFGO-AM & FM  
Albert Lea, MN KATE & KCPI  
Dubuque, IA WDBQ & KLYV



## RADIO GROUP OWNERS

### Community Pacific Broadcasting Corp.

933 N. Main St.  
Salinas, CA 93906  
(408) 422-7484

Chairman: **David T. Benjamin**

President: **Charles Banta**

Salinas/Monterey/

Santa Cruz, CA  
Modesto, CA  
Eugene, OR  
Anchorage

KTOM-AM & FM  
KFIV-AM & FM  
KEED & KSND  
KASH-AM & FM

### CR Broadcasting, Inc.

344 Old Pinson Rd.  
Jackson, TN 38301  
(901) 424-1200

President & CEO: **John Columbus**

Jackson, TN  
Wheeling, WV  
Murphysboro, IL  
McLeansboro, IL

WDXI & WMXX  
WKWK & WEEL  
WTAO  
WMCL

### Compass Communications

1100 Larkspur Landing Cir., Ste. 315  
Larkspur, CA 94939  
(415) 461-8550

Managing Partners: **Herb Victor, Don Curran**

Salinas/Monterey, CA KBOQ

### Constant Communications

101 Larkspur Landing  
Larkspur, CA 94939  
(415) 461-7200

President: **Frederic W. Constant**

Eugene, OR  
Reno

KQAK & KDUK  
KOLO & KWNZ

### Cox Enterprises

1400 Lake Hearn Dr. N.E.  
Atlanta, GA 30319  
(404) 843-5242

Exec. VP/Radio: **Nicholas D. Trigony**

Los Angeles  
Chicago  
Miami  
Atlanta  
Charlotte  
Dayton

KFI & KOST  
WCKG  
WIOD & WGTR  
WSB-AM & FM  
WSOC-AM & FM  
WHIO-AM & FM

### Crawford Broadcasting

P.O. Box 86  
Flourtown, PA 19031  
(215) 628-3500

President: **Don Crawford**

Avalon/Orange County,  
CA  
Harmond (Chicago), IL  
Detroit  
Dallas  
Buffalo  
Birmingham

KBRT  
WYCA  
WMUZ  
KPBC  
WDCX  
WDJC

### Davis-Weaver Broadcasting

P.O. Box 21248  
San Jose, CA 95151  
(408) 274-1170

President: **Philip C. Davis**

Santa Ana, CA  
San Jose, CA  
Fresno, CA

KWIZ-AM & FM  
KLOK  
KFIG-AM & FM

### Dee Rivers Group

P.O. Box 3930  
Ocala, FL 32678  
(904) 237-4320

CEO: **Dean Osmundson**

Atlanta  
Memphis  
Savannah, GA  
Valdosta, GA  
Belle Glade, FL  
Plantation Key, FL

WGUN  
KWAM & KRNB  
WEAS-AM & FM  
WGOV & WAAC  
WSWN-AM & FM  
WXOS-FM

### DKM Broadcasting

6201 Powers Ferry Rd., Ste. 100  
Atlanta, GA 30339  
(404) 955-8855

President: **Jim Wesley**

Atlanta  
Baltimore  
Springfield, MO  
Lincoln, NB  
Akron

WAOK & WVEE  
WCAO & WXYV  
KWTO-AM & FM  
KFOR & KFRX  
WAKR &  
WONE-FM  
KMEZ-AM & FM  
KLZ & KAZY  
WONE & WTVF

Dallas  
Denver  
Dayton

### Donrey Media Group

Donrey House  
920 Rogers Ave.  
Fort Smith, AR 72901  
(501) 785-7810

President: **Fred Smith**

CEO: **Donald Reynolds**

Newport Beach, CA  
Reno  
Springdale, AR  
Delta, CO  
Grand Junction, CO

KOCM  
KOLO  
KBRS  
KLDR  
KEXO

### Duffy Broadcasting

5949 Sherry Ln., Ste. 935  
Lock Box 31  
Dallas, TX 75225  
(214) 361-2932

President: **Marty Greenberg**

Denver  
Sacramento  
San Antonio  
Orlando  
Phoenix  
Austin

KRZN & KMJI  
KSMJ & KSFM  
KONO & KITY  
WORZ  
KLZI  
KBTS

### Early Broadcasting Inc.

2000 Dogwood Ln.  
P.O. Box 459  
Columbia, MO 65205  
(314) 449-2433

President: **Bob Kelley**

GM: **John Ott**

OM: **Andrew Tutin, Jr.**

Columbia, MO

KTGR & KCMQ

### Eastern Broadcasting

1875 Connecticut Ave. N.W.  
Washington, DC 20009  
(202) 387-0661

President: **Roger Neuhoff**

Providence  
Hershey, PA  
Springfield, IL  
State College, PA  
Easton, PA  
Quincy, IL

WWAZ & WWLI  
WRKZ  
WCVS & WFMB  
WRSC & WQWK  
WEST & WLEV  
WTAD & WQCY

### Edens Broadcasting

840 N. Central Ave.  
Phoenix, AZ 85004  
(602) 258-5293

Chairman/CEO: **Gary Edens**

President/COO: **Michael Osterhout**

Tampa  
Phoenix  
Richmond  
Norfolk, VA  
San Diego

WRBQ-AM & FM  
KOY-AM & FM  
WRVA & WRVQ  
WUDE  
KKLQ-AM & FM

### Emmis Broadcasting

1099 N. Meridian St., Ste. 1197  
Indianapolis, IN 46204  
(317) 266-0100

President: **Jeff Smulyan**

New York  
Los Angeles  
Washington  
St. Louis  
Minneapolis  
Indianapolis

WFAN & WQHT  
KPWR  
WAVA  
KSHE  
WLOL  
WENS

### Entertainment Communications (Entercom)

Two Bala Plaza, Ste. 908  
Bala Cynwyd, PA 19004  
(215) 667-1226

President: **Joe Field**

San Francisco  
Houston  
Pittsburgh  
Tacoma (Seattle), WA  
Minneapolis  
Tampa  
Gainesville/Ocala, FL

KITS  
KJYY  
WEPP & WDSY  
KTAC & KBRD  
WAYL-AM & FM  
WXCR  
WKTK

### EZ Communications

10800 Main St.  
P.O. Box 10103  
Fairfax, VA 22030  
(703) 591-1000

President: **Alan Box**

Miami  
Pittsburgh  
St. Louis  
New Orleans  
Charlotte  
Richmond  
Seattle  
Phoenix  
Sacramento  
Jacksonville, FL  
Fresno, CA

WHQT  
WBZZ  
KYKY  
WEZB  
WEZC  
WEZS  
KMPS-AM & FM  
KAMJ  
KRAK & KSKK  
WOKV & WAIV  
KFYE

### Fairfield Broadcasting Co.

4200 W. Main St.  
Kalamazoo, MI 49007  
(616) 385-2757

President: **Stephen C. Trivers**

Kalamazoo, MI  
Fort Wayne, IN

WQLR & WQSN  
WEZV & WEZR

## RADIO GROUP OWNERS

### Family Stations

290 Hegenberger Rd.  
Oakland, CA 94621  
(415) 568-6200

President/GM: **Harold Camping**

San Francisco	KEAR
San Diego	KECR
Sacramento	KEBR
Buffalo	WBFR
Jacksonville, FL	WJFR
Fresno, CA	KFSR
Charleston	WFCH
Johnstown, PA	WFRJ
Columbus, GA	WFRG
Annapolis	WFSI
Camden, NJ	WKDN
Joliet, IL	WJCH
LeGrand, CA	KEFR
Long Beach, CA	KFRN
Middle Island, NY	WFRR
Newark	WFME
Okeechobee, FL	WYFR
Shenandoah, IA	KYFR
Webster, NY	WFRW

### Federated Media

421 S. 2nd St.  
Elkhart, IN 46515  
(219) 295-2500

President: **John Dille III**

Cincinnati	WCKY & WWEZ
Grand Rapids, MI	WCUZ-AM & FM
Tulsa	KSKE & KVLTV
Ft. Wayne, IN	WQHK & WMEE
Elkhart, IN	WTRC
South Bend, IN	WYEZ

### First Media

Box 10239  
Washington, DC 20018  
(301) 441-3561

President: **Glenn Potter**

Boston	WZLX
Houston	KFMK
Seattle	KUBE-AM & FM
Washington	WPGC-AM & FM
Atlanta	WZGC
Chicago	WUSN
Phoenix	KOPA & KSLX
Provo-Salt Lake City	KFMY & KLZX

**FULLER-JEFFREY**  
BROADCASTING COMMUNICATIONS

### Fuller-Jeffrey Broadcasting Companies, Inc.

5301 Madison Ave., Ste. 204  
Sacramento, CA 95841  
(916) 334-5235

President: **Bob Fuller**

Lewiston/Portland, ME	WBLM
Portsmouth/Dover, MA	WOKQ
Des Moines	KMRY & KJJY
Roseville/Sacramento	KRCX & KRXQ
Chico, CA	KFMF
Lake Tahoe, CA	KRLT
Modesto/Stockton, CA	KHOP
Santa Cruz/Salinas, CA	KSCO
Santa Cruz/San Jose, CA	KLRS

### Gannett Radio Group

6255 Sunset Blvd.  
Los Angeles, CA 90028  
(213) 466-8381

President/Radio Division: **Jay Cook**

Los Angeles	KIIS-AM & FM
Chicago	WGCI-AM & FM
Houston	KKBQ-AM & FM
St. Louis	KUSA & KSD
Tampa	WDAE & WUSA
San Diego	KSDO-AM & FM
Dallas	KTKS
Kansas City, MO	KCMO & KCPW
Seattle	KHIT

### Guy Gannett Broadcast Services

Box 1731  
Northport Business Park  
Portland, ME 04103  
(207) 797-9330

VP/Radio: **Mike Horn**

Miami	WINZ & WZTA
Pinellas Park/Tampa, FL	WLPL
St. Petersburg, FL	WPLP
Cocoa Beach/Orlando	WRKT & WSSP
Oklahoma City, OK	KOFM

### Gazette Broadcast Group

1 S. Parker Dr.  
Janesville, WI 53545  
(608) 754-3311

President: **M.W. Johnston**

Huron, SD	KIJU & KURO
Janesville, WI	WCLO & WJVL
Rice Lake, WI	WJMC-AM & FM
West Bend, WI	WBKV-AM & FM
Wisconsin Rapids, WI	WFHR & WWRW

### GHB Broadcasting

3008 Wadsworth Mill Pl.  
Decatur, GA 30032  
(404) 288-1480

President: **George Buck, Jr.**

Atlanta	WYZE
Charlotte	WHVN
Columbia, SC	WCOS-AM & FM
Montgomery, AL	WMGY
Columbus, GA	WEAM
Philadelphia	WNAP

### Gilmore Broadcasting

1776 K St. NW  
Washington, DC 20006  
(202) 381-6744

President: **James Gilmore III**

Miami	WLVE
Jacksonville, FL	WIVY

### Golden West Broadcasters

5858 Sunset Blvd.  
Box 710  
Los Angeles, CA 90078  
(213) 460-5655

President/Radio Division: **Bill Ward**

Los Angeles	KMPC & KUTE
Seattle	KVI & KPLZ

### GO Radio

1020 E. Second St.  
Webster City, IA 50595  
(515) 832-1570

President: **Glenn Olson**

Creston, IA	KSIB & KITR
Kewanee, IL	WKEI & WJRE
Webster City, IA	KQWC-AM & FM
Windom, MN	KDOM-AM & FM

### Grace Broadcasting

29100 Northwestern Hwy., Ste. 120  
Southfield, MI 48034  
(313) 353-3333

Chairman: **Harvey Grace**

President: **Michae Lareau**  
Grand Rapids, MI WOOD-AM & FM

### Great Empire Broadcasting

Box 1402  
Wichita, KS 67201  
(316) 838-9141

President: **Mike Lynch**

Omaha	WOW-AM & FM
Wichita	KFDI-AM & FM
Shreveport, LA	KWKH-AM & FM
Springfield, MO	KTTS-AM & FM

### Greater Media

Two Kennedy Blvd.  
East Brunswick, NJ 08816  
(201) 247-6161

President: **Frank Kabela**

Los Angeles	KRLA & KLSX
Philadelphia	WPEN & WMGK
Detroit	WHND & WESX
Boston	WMEX & WMJX
Washington	WWRC & WGAY
Nassau-Suffolk, NY	WGSM & WCTO
New Brunswick, NJ	WCTC & WMGQ

### Great Scott Stations

Box 638  
Pottstown, PA 19464  
(215) 326-4000

President: **Faye Scott**

Harrisburg, PA	WHGB
Trenton, NJ	WTTM & WCHR
Auburn, NY	WMBO & WPCX
Ellwood City, PA	WFEM
Georgetown, DE	WJWL & WSEA
New Castle, PA	WKST
Pottstown, PA	WPZZ

### Great Trails Broadcasting

117 E. David Rd.  
Dayton, OH 45429  
(513) 294-3333

President: **Alexander Williams**

Columbus	WCOL & WXGT
Louisville	WCII & WDJX
Dayton/Eaton, OH	WING & WGTZ
Springfield, OH	WIZE

### Group W Radio

888 Seventh Ave.  
New York, NY 10186  
(212) 307-3665

Radio Station Group President: **Dick Harris**

New York	WINS
Los Angeles	KFWB
Philadelphia	KYW
Boston	WBZ
Houston	KODA
Dallas/Ft. Worth	KOZY
Pittsburgh	KDKA
San Diego	KJQY
Denver	KESW & KOSI
Phoenix	KMEW-AM & FM
San Antonio	KQXT

# DIRECTORY

## RADIO GROUP OWNERS

### H & G COMMUNICATIONS, INC.

#### H & G Communications

2401 Colorado Ave., Ste. 110  
Santa Monica, CA 90404  
(213) 829-2050

President/CEO: **Cecil Heftel**  
Exec. VP/COO: **Scott Ginsburg**

#### Hall Communications

Cuprak Rd.  
Norwich, CT 06360  
(203) 887-3511

President: **Robert Hall**

Lancaster, PA  
New Bedford, MA  
Burlington, VT  
Lakeland-Winter Haven,  
FL  
Norwich, CT  
Venice, FL

WLPA & WNCE  
WNBH & WMYS  
WJOY & WQCR

WONN & WPCV  
WICH & WCTY  
WAMR & WREW

#### Harris Enterprises

Box 878  
Garden City, KS 67846  
(316) 276-3251

VP: **Robert Wells**

Lubbock, TX  
Waco, TX  
Topeka, KS  
Burlington, IA  
Garden City, KS  
Joliet, IL  
Grand Island, NE

KSEL-AM & FM  
WACO & KHOV  
KTOP & KDVV  
KBUR & KGRS  
KIUL & KWKR  
WJOL & WLLI  
KRGJ

#### Hearst Broadcasting Group

959 8th Ave.  
New York, NY 10019  
(212) 262-4183

VP/Hearst Corp. & GM/Broadcasting:

##### John Conomikes

Pittsburgh  
Baltimore  
Milwaukee  
San Juan, PR

WTAE & WHTX  
WBAL & WIYY  
WISN & WLTQ  
WAPA

#### Hedberg Broadcasting Group

Box 528  
Spirit Lake, IA 51360  
(712) 336-5800

President: **Paul Hedberg**

Mankato, MN  
Mason City, IA  
Morris, MN  
Spirit Lake, IA  
Luverne, MN

KEEZ  
KLSS-AM & FM  
KMRS & KKOK  
KUOO  
KQAD & KLQL

#### Henry Broadcasting

2277 Jerrold Ave.  
San Francisco, CA 94124  
(415) 285-1133

President: **Chariton Buckley**

Denver  
Riverside-San Bernardino,  
CA  
Portland  
Salinas/Monterey, CA  
Omaha

KVOD-FM  
KFXM & KDUO  
KYTE-AM & FM  
KDON-AM & FM  
KFAB & KGOR

#### Heritage Communicatons

2195 Ingersoll  
Des Moines, IA 50312  
(515) 246-1440

President: **James Hoak**

Dir./Radio: **Paul Fiddick**

Los Angeles  
Charleston, WV

KDAY  
WBES

#### Holt Communications Corp.

1850 Lynch  
Jackson, MS 39203  
(601) 946-1515

President: **Arthur Holt**

Jackson, MS  
Pensacola, FL  
Gulfport, MS

WOKJ & WJMI  
WBOP & WTKX  
WGCM-AM & FM

#### The Home News Co.

Box 551  
New Brunswick, NJ 08901  
(201) 246-5633

President: **William Boyd**

Santa Barbara, CA  
Danbury, CT  
Stockton, CA  
Kingsport, TN  
Spokane, WA

KTYD  
WINE & WRKI  
KWG & KYBB  
WKPT & WTFM  
KAQQ & KISC

#### Hubbard Broadcasting

3415 University Ave.  
St. Paul, MN 55114  
(612) 646-5555

President: **Stanley S. Hubbard**

Minneapolis-St. Paul KSTP-AM & FM

#### Humber Valley Broadcasting

P.O. Box 570  
Corner Brook, Newfoundland  
Canada A2H 6E6  
(709) 634-3111

President: **Dr. Noel Murphy**

Corner Brook, NF  
Deer Lake, NF  
Labrador, NF  
Port aux Basques, NF  
St. Andrews, NF  
Port Au Choix, NF  
St. Anthony, NF  
Stephenville, NF  
Goose Bay, NF  
Churchill Falls, LAB

CFCB  
CFDL  
CFLW  
CFGN  
CFCV  
CFNW  
CFNN  
CFXS  
CFLN  
CFLC

#### Infinity Broadcasting

600 Madison Ave.  
New York, NY 10022  
(212) 750-6400

Radio Division President: **Mei Karmazin**

New York  
Chicago  
Philadelphia  
Boston  
Houston  
San Jose, CA  
Los Angeles  
Dallas  
Washington  
Tampa

WJIT & WXRK  
WJJD & WJMK  
WYSP  
WBCN  
KXYZ  
KOME  
KROQ  
KVIL-AM & FM  
WBMW  
WQYK

#### Ingstad Broadcasting Group

Box 1415  
Grand Forks, ND 58206  
(701) 772-2481

President: **Tom Ingstad**

Breckenridge, MN  
Iowa City, IA  
Rapid City, SD  
Anchorage

KBMW & KLTA  
KXIC & KKRQ  
KIMM & KGGG  
KPXR

#### Inner City Broadcasting

801 Second Ave.  
New York, NY 10017  
(212) 661-3344

President: **Pierre Sutton**

New York  
San Francisco  
Detroit  
San Antonio

WLIB & WBSL  
KBLX-AM & FM  
WKSG  
KSJL & KSAQ

#### JACOR Communications, Inc.

1300 Central Trust Center  
201 E. 5th St.  
Cincinnati, OH 45202  
(301) 621-1300

Chairman: **Terry Jacobs**

President: **Frank Wood**

Sr. VP/Programming: **Randy Michaels**

Sr. VP/Sales & Marketing: **Bob Lawrence**

Atlanta  
Cleveland  
Cincinnati  
Nashville  
Knoxville  
Jacksonville, TN  
Parkersburg, WV  
Denver

WPCH & WGST  
WBBG & WMJI  
WLW & WEBN  
WYHY  
WMYU  
WQIK-AM & FM  
WKYG & WXXK  
KOA & KOAQ

#### JAG Communications, Inc.

6 E. 45th St., Ste. 1301  
New York, NY 10017  
(212) 687-2211

Chairman/CEO: **John A. Gambling**

President/COO: **Morton I. Hamburg**

VP/Radio: **Jack Hobbs**

Providence  
Norfolk, VA  
Albany, NY  
Baltimore

WLKW  
WFOG  
WROW-AM & FM  
WLIF

## RADIO GROUP OWNERS

### Jefferson-Pilot Communications

One Julian Price Place  
Charlotte, NC 28208  
(704) 374-3500

President: **Wallace Jorgenson**

Miami	WNWS & WLYF
Atlanta	WQXI-AM & FM
San Diego	KSON-AM & FM
Denver	KIMN & KYGO
Charlotte, NC	WBT & WBCY

### Jesup Broadcasting Corp.

1250 W. Charlton St.  
Milledgeville, GA 31061  
(912) 452-0586

President: **Gary Davidson**

Camden, SC	WPUB-AM & FM
Jesup, GA	WLOP & WIFO
Kingstree, SC	WDKD & WWKT
Milledgeville, GA	WMVG & WKZR

### Jones-Eastern

#### Jones Eastern Radio Inc.

11 Broad St.  
Charleston, SC 29401  
(803) 722-5900

President: **C.J. Jones**  
Sr. VP: **Carolyn Jones**

### Journal Star Stations

1 News Plaza  
Peoria, IL 61643  
(309) 686-3146

President: **H.P. Slane**

Wichita	KICT
Colorado Springs	KSSS
Pueblo	KVUU
Salina, KS	KFRM

### Joyner Broadcasting

125 Edinburgh S., Ste. 201  
Cary, NC 27511  
(919) 469-8383

President: **A. Thomas Joyner**

Whiteville/Fayetteville, NC	WZFX
New Bern, NC	WIKS
South Hill, VA/ Raleigh, NC	WQOK

### Kaye-Smith Radio

Box 3010  
Bellevue, WA 98009  
(206) 455-0923

President: **Lester M. Smith**

Portland	KXL-AM & FM
Spokane	KJRB & KEZE

### David Keister Stations

1639 Burton Ln.  
Martinsville, IN 46151  
(317) 342-3394

President: **David Keister**

Lebanon, IN	WBCI
Connersville, IN	WIFE & WCNB
Martinsville, IN	WMCB & WCBK
Washington Court House, OH	WOFR & WCHO
Normal, IL	WMLA-AM & FM



### Keymarket Group

804 Carolina Ave.  
N. Augusta, SC 29841  
(803) 278-4646

President: **Kerby Confer**

Detroit	WLTI
Houston	KMJQ
St. Louis	KMJM
Harrisburg, PA	WNNK
Mobile-Pensacola	WIZD
Columbia, SC	WTCB
Atmore, AL	WSKR
Austin	KKMJ
Charlotte	WRLX

### King Broadcasting

333 Dexter Ave. N.  
Seattle, WA 98109  
(206) 448-5555

President/CEO: **Steven Clifford**

President/Broadcasting: **Eric Bremner**

VP/Radio: **Stan Mak**

San Francisco	KSFO & KYA
Seattle	KING-AM & FM
Portland	KGW & KINK



### Knight Quality Group Stations

63 Bay State Rd.  
Boston, MA 02215  
(617) 262-1950

President: **Scott Knight**

Worcester, MA	WTAG & WSRS
Portsmouth, NH	WHEB-AM & FM
Manchester, NH	WGIR-AM & FM
Fall River, MA	WSAR
Burlington, VT	WEZF

### Kuiper Stations

399 Garfield S.W.  
Grand Rapids, MI 49504  
(616) 456-9541

President: **William E. Kuiper Sr.**

Grand Rapids, MI	WFUR-AM & FM
Kalamazoo, MI	WKPR
Muskegon Heights, MI	WKJR & WQWQ
Dowagiac, MI	WDOW-AM & FM

### KWHK Broadcasting

525 N. Main St.  
Hutchinson, KS 67501  
(316) 663-4461

President: **William Mitchell**

Santa Fe	KTRC
Hot Springs, AZ	KBHS & KSPA
Hutchinson, KS	KWHK

### Legacy Broadcasting, Inc.

6430 Sunset Blvd., Ste. 700  
Los Angeles, CA 90028  
(213) 465-1700

President: **Carl E. Hirsch**

Los Angeles	KJOI
Detroit	WLLZ
Minneapolis	KDWB-AM & FM
Denver	KHOW & KSYR
Houston	KILT-AM & FM

### Lesso, Inc.

Box 11705  
Wichita, KS 67202  
(316) 267-0293

President: **Larry Steckline**

Alva, OK	KXLS
Colby, KS	KXXX & KQLS
Liberal, KS	KSLs & KILs
Pratt, KS	KWLS & KGLS

### Liggett Broadcasting

185 E. Grand River Ave.  
Williamston, MI 48895  
(517) 349-2040

President: **Robert G. Liggett, Jr.**

Santa Rosa, CA	KMGG
Lansing	WFMK
Saginaw, MI	WHNN
Grand Rapids, MI	WLHT
Battle Creek, MI	WCLS & WMKG
Fresno	KCLQ
Hanford, CA	KNGS

### Lincoln Group, Ltd.

351 S. Warren St., Ste. 600  
Syracuse, NY 13202  
(315) 478-5030

President: **Albert "Bud" Wertheimer**

Buffalo	WBUF
Rochester, NY	WVOR & WHAM
Salem, MA	WQXK & WSOM

### Linder Radio Group

Box 838  
Willmar, MN 56201  
(612) 235-8695

President: **Steven Linder**

Mankato, MN	KTOE
Marshall, MN	KMHL & KKCK
Montevideo, MN	KDMA
Willmar, MN	KWLM & KQIC



## RADIO GROUP OWNERS

### Lotus Communications

6777 Hollywood Blvd.  
Hollywood, CA 90028  
(213) 461-8225

President: **Howard Kalmenson**

Los Angeles	KWKW
Chicago	WTAQ
San Diego	KFSD
Tucson	KTKT & KLPX
Fresno	KGST
Las Vegas	KENO & KOMP
Lubbock, TX	KTEZ
Reno	KONE & KOZZ
Oxnard-Ventura, CA	KOXR
Wheaton, MD	WMDO
San Antonio	KXET & KZEP

### MacDonald Broadcasting Company

2000 Whittier St.  
P.O. Box 1776  
Saginaw, MI 48605  
(517) 752-8161

CEO: **Kenneth MacDonald, Sr.**

President: **Ken MacDonald, Jr.**

Saginaw, MI	WSAM & WKCO
Cadillac, MI	WATT & WEVZ
Petoskey, MI	WWPZ & WMBN

### Mairite Communications Group

1200 Statter Office Tower  
Cleveland, OH 44115  
(216) 781-3010

Radio President: **Gil Rosenwald**

New York	WHTZ
Los Angeles	KLAC & KZLA
San Francisco	KNEW & KSAN
Houston	KKHT
Minneapolis	WDGY & KEEY
Cleveland	WHK & WMMS
Philadelphia	WEGX

### Marcom Media

804 Carolina Ave.  
N. Augusta, GA 29841  
(803) 278-4644

CEO: **Marshall Magee**

Lufkin-Nacogdoches, TX	KAFX-AM & FM
Ottawa, KS	KOFO & KHUM
Russellville/Bowling Green, KY	WRUS & WBVR
Tuscaloosa, AL	WRLX & WFFX
Wapakoneta-Lima, OH	WZOQ
Ft. Smith, AR	KZBB
Dubuque, IA	KXXK
Davenport, IA	KLIO
Augusta, ME	WMMW-AM & FM
Augusta, GA	WZNY

### McKenna Radio Stations

c/o **McKenna, Wilkinson & Kittner**

1150 17th St. N.W.  
Washington, DC 20036  
(202) 861-2600

President: **James McKenna**

Minneapolis	KQRS-AM & FM
Harrisburg, PA	WCMB & WFSM
Madison, WI	WHIT
Middleton, WI	WWQM
Atlanta	WWER
Oakland, CA	KDIA

### MediaComm

1207 Chestnut St.  
Philadelphia, PA 19107  
(215) 563-2910

President: **Ragan A. Henry**

Atlanta	WWER-FM
Oakland, CA	KDIA-FM (Ragh, Inc.)

### Mesa Broadcasting Group

208 S. LaSalle St., Rm. 1876  
Chicago, IL 60604  
(312) 346-7900

President: **John W. Hough**

Billings, MT	KOOK & KBIT
Grand Junction, CO	KQIL & KQIX
Cheyenne, WY	KUUY & KKAZ



### Metroplex Communications

1818 Ohio Savings Plaza  
Cleveland, OH 44114  
(216) 566-8080

President: **Robert C. Weiss**

Washington	WCXR & WCPT
Miami	WHYI
Tampa	WNLT & WHBO
Charlotte	WRFX
Orlando	WPRD & WJYO
Jacksonville, FL	WFYV & WRQL
Raleigh	WYLT & WKIX

### Metropolitan Broadcasting Corp.

655 Third Ave.  
New York, NY 10017  
(212) 986-7000

President: **Carl Brazell**

New York	WNEW-AM & FM
Los Angeles	KTWV
Philadelphia	WIP & WMMR
Detroit	WOMC
Washington	WASH
Dallas	KRLD
Tampa	WWBA

### Meyer Communications, Inc.

P.O. Box 3676  
Springfield, MO 65808  
(417) 862-3990

President: **Kenneth Meyer**

Springfield, MO	KTXR
Fulton, MO	KKCA & KFAL
Kennett, MO	KBOA & KTMO
Lexington, MO	KLEX & KCAC

### Midwest Communications Stations

P.O. Box 1991  
Green Bay, WI 54305  
(414) 435-3771

President: **D.E. Wright**

Des Moines	KIOA & KDWZ
Hibbing, MN	WKKQ & WTBX
Green Bay, WI	WGEE & WIXX
Wausau, WI	WRIG & WDEZ

### Mid-West Family Stations

P.O. Box 253  
Madison, WI 53701  
(608) 271-1743

President: **William Walker**

Lansing, MI	WITL-AM & FM
Madison, WI	WTDY & WMGN
Rockford, IL	WKKN & WKMQ
Springfield, IL	WMAY & WNNS
La Crosse, WI	WIZM-AM & FM
Oshkosh, WI	WOSH & WMGV
St. Joseph, MI	WSJM & WIRX
Escanaba, MI	WGLQ & WCHT
Petoskey, MI	WKHQ

### Moffat Communications Ltd.

CKY Building, Third Floor  
Polo Park  
Winnipeg, Manitoba  
Canada R3G 0L7  
(204) 774-2461

President: **Randy Moffat**

Calgary, AL	CKXL & CHFM
Edmonton, AL	CHED
Hamilton, ON	CHAM
Moosejaw, SK	CHAB
Winnipeg, MN	CKY & CITI
Vancouver, BC	CKLG & CFOX

### Moody Bible Institute of Chicago

(Moody Broadcasting Network)

820 N. LaSalle St.  
Chicago, IL 60610  
(312) 329-4000

Broadcasting Div. Mgr.: **Robert Neff**

Chicago	WMBI-AM & FM
St. Petersburg, FL	WGNB & WKES
Cleveland	WCRF
Boynton Beach	WRMB
Chattanooga	WMBW
Spokane	KMBI-AM & FM
Quad Cities	WDLM-AM & FM

### Mortenson Broadcasting

333 W. Vine St.  
Vine Center, Ste. 200  
Lexington, KY 40507  
(606) 252-1000

President: **Jack Mortenson**

Baltimore	WBGR
Canton, OH	WTOF
Huntington, WV	WEMM
Versailles, KY	WJMM
Akron	WHLO
Nicholasville, KY	WCGW

# DIRECTORY

## RADIO GROUP OWNERS

### Mounty Communications

301 E. 62nd St.  
Suite 6C  
New York, NY 10021  
(218) 265-8625  
President: **Robert Mounty**

### MTN Broadcasting, Inc.

P.O. Box 538  
1930 Center St.  
Marshalltown, IA 50158  
(515) 752-4122  
President: **Mark Osmondson**  
Marshalltown, IA KDAO

### Multimedia Broadcasting

P.O. Box 2760  
Greenville, SC 29602  
(803) 298-4121  
Radio VP: **Greg Anderson**  
Milwaukee WEZW  
Greenville, SC WFBC-AM & FM  
Shreveport, LA KEEL & KITT  
Macon, GA WMAZ & WAYS  
Asheville, NC WWNC

### Nationwide Communications

One Nationwide Plaza  
Columbus, OH 43216  
(614) 249-7676  
VP/Radio: **Steve Berger**  
Baltimore WPOC  
Cleveland WGAR-AM & FM  
Phoenix KZZP-AM & FM  
San Jose KWSS  
Columbus WNCI  
Sacramento KZAP  
Winston-Salem, NC WKZL  
Orlando WBJW-AM & FM  
Tucson KNST & KRQQ  
Seattle KISW  
Las Vegas KMJJ & KLUC

### NBC Radio Stations

30 Rockefeller Plaza  
New York, NY 10020  
(212) 664-2364  
President: **Randy Bongarten**  
New York WNBC & WYNY  
Chicago WMAQ & WKQX  
San Francisco KNBR & KYUU  
Boston WJIB  
Washington WKYS

### New Barnstable Corp.

125 Technology Dr.  
Waltham, MA 02154  
President: **Albert J. Kaneb**  
VP/Radio: **David S. Gingold**  
Hempstead, NY WHLI & WKJY  
Little Rock KSSN  
Memphis WGKX  
Mt. Washington, NH WHOM

### NewCity Communications

10 Middle St.  
Bridgeport, CT 06604  
(203) 333-4800  
President: **Dick Ferguson**  
Atlanta-Gainesville, GA WYAY  
Birmingham, AL WZZK-AM & FM  
Orlando WDBO & WWKA  
Syracuse WSYR & WYYY  
Bridgeport, CT WEZN  
Worcester, MA WFTQ & WAAF  
Tulsa KRMG & KWEN  
San Antonio KKYX & KLLS  
Oklahoma City KKNG

### Newfoundland Broadcasting Corp.

02-FM Network  
Logy Bay Road  
P.O. Box 2020  
St. John's, Newfoundland  
Canada A1C 5S2  
(709) 579-5015  
President: **John Sterling**

St. John's, NF CHOZ  
Bonavista, NF C10Z  
Grand Falls, NF CJOZ  
Corner Brook, NF CKOZ  
Stevensville, NF CFOZ  
Argentia, NF CJOS  
Marystown, NF CHOS  
Deer Lake, NF CKSS  
Clarenville, NF CIOS

### NewMarket Media Corp

875 W. Fifth St.  
Winston-Salem, NC 27101  
(919) 777-3905  
President/COO: **Pete Schutle**  
Greensboro, NC WSJS & WTQR  
Memphis WREC & WEGR  
Oklahoma City KXXY-AM & FM

### Nininger Stations

Box 1389  
Bristol, VA 24203  
(703) 669-8112  
President: **W.L. Nininger**  
Charleston, WV WQBE-AM & FM  
Bristol, VA WFHG & WXBQ  
Henderson, KY WKDQ  
Paducah, KY WKYX & WKYQ

### Noalmark Broadcasting

202 W. 19th St.  
El Dorado, AR 71730  
(501) 862-7777  
President: **William C. Nolan, Jr.**  
Fayetteville, AR KKIX  
Hobbs, NM KYKK & KZOR  
Hot Springs, AR KIXT & KLAZ  
Kilgore, TX KTXZ & KKTX  
El Dorado, AR KELD & KAYZ

### Northwestern College Radio Network

3003 N. Snelling Ave.  
Roseville, MN 55113  
(612) 631-5000  
Exec. Director/Radio Network:  
**Paul Ramseyer**  
Minneapolis KTIS-AM & FM  
Madison WNWC  
Duluth KDNW  
Waterloo, IA KNWS-AM & FM  
Fargo, ND KFNV-AM & FM  
Sioux Falls, SD KNWC-AM & FM

### Ogden Newspapers

1500 Main St.  
Wheeling, WV 26003  
Radio Group VP: **Robert Nutting**  
North Myrtle Beach, SC WGSN & WNMB  
Punta Gorda, FL WCCF & WQLM  
Staunton, VA WTON  
Moorehead, MN KVOX

### Olympic Broadcasting

605 1st Ave.  
Seattle, WA 98104  
(206) 340-1496  
President: **Ivan Braiker**  
Seattle KRPM-AM & FM  
Las Vegas KMZQ  
Spokane KZZU-AM & FM  
Reno KSRN & KIIQ  
Anchorage KYAK & KGOT  
Fairbanks KIAK & KQRZ  
Fresno KMGX

### Ostrander-Wilson Stations

114 Lakeside Ave.  
Seattle, WA 98122  
(206) 324-2000  
President: **George Wilson**  
Seattle KBLE  
Phoenix KASA & KMLE  
Blaine, WA KARI

### Outlet Communications

c/o WIOQ-FM  
2 Bala Plaza  
Bala Cynwyd, PA 19004  
(215) 667-8100  
VP/Radio: **Joseph Chairs**  
Los Angeles KIQQ  
Washington WTOP & WMMJ  
Philadelphia WIOQ

### Pacifica Foundation

3729 Cahuenga Blvd. W.  
N. Hollywood, CA 91604  
(818) 985-8800  
Chairman: **Jack O'Dell**  
New York WBAI  
Los Angeles KPFK  
Berkeley, CA KPFA & KPFB  
Houston KPFT  
Washington WPFW

## RADIO GROUP OWNERS

### Pacific Northwest Broadcasting

Box 1280  
Boise, ID 83701  
(208) 336-3670

President: **Charles Wilson**

Boise	KBOI & KQFC
Eugene, OR	KPNW-AM & FM
Chico, CA	KPAY-AM & FM
Ashland, OR	KCMX-AM & FM
Pocatello, ID	KSEI-AM & FM

### Palmer Communications

1801 Grand Ave.  
Des Moines, IA 50308  
(515) 242-3500

President: **William Ryan**

Des Moines	WHO & KLYF
Tallahassee	WTNT-FM
Naples, FL	WNOG & WCVU

### Park Communications

Box 550  
Terrace Hill  
Ithaca, NY 14851  
(607) 272-9020

Chairman: **Roy Park, Sr.**

VP/Radio Operations: **Bill Fowler**

New York	WPAT-AM & FM
Seattle	KEZX-AM & FM
Minneapolis	KJJO-AM & FM
Portland	KWJJ-AM & FM
Richmond	WTVR-AM & FM
Syracuse	WHEN & WRRB
Chattanooga	WDEF-AM & FM
Greenville, NC	WNCT-AM & FM
Yankton, SD	WNAX
Waterloo, IA	KWLO & KFMW

### Parker Communications, Inc. The Cities' Broadcast Center

Butler Square  
Minneapolis, MN 55403  
(612)339-0000

Owners: **John & Kathleen Parker**

President: **Lou Buron**

Minneapolis	KTCJ & KTCZ
Honolulu	KIKI & KMAI
Las Vegas	KXTZ
San Jose	KLZE
Sacramento	KHYL & KAHI

### Price Broadcasting

35 Century Pkwy.  
Salt Lake City, UT 84115  
(801)486-3911

President: **John Price**

Salt Lake City	KBUG & KCPX
Charleston, SC	WEZL
Wichita	KKRD
Spokane	KGA & KDRK
Modesto, CA	KHYV & KBEE
Reno	KROW & KNEV
Wheeling, WV	WVVA & WOVK

### Price Communications

45 Rockefeller Plaza  
New York, NY 10020  
(212) 757-5600

President: **Robert Price**

San Francisco	KIOI
Detroit	WMTG & WNIC
Nashville	WLAC-AM & FM
New Orleans	WTIX
Oklahoma City	KOMA & KIMY
West Palm Beach, FL	WPLG & WIRK
Buffalo	WWKB & WKSE
Ft. Wayne, IN	WOWO & WIOE
Madison, WI	WIBA-AM & FM
Albuquerque	KKOB-AM & FM



### Pyramid Broadcasting

99 Revere Beach Pkwy.  
Medford, MA 02155  
(617) 396-1430

CEO: **Richard Balsbaugh**

Philadelphia	WPGR & WSNI
Boston	WXKS-AM & FM
Pittsburgh	WPIT-AM & FM
Buffalo	WHTT-AM & FM
Rochester, NY	WPXY-AM & FM
Chicago	WNUA

### Reams Broadcasting

124 N. Summit St., Ste. 400  
Toledo, OH 43604  
(419) 248-2627

President: **Frazier Reams, Jr.**

Exec. VP: **Peter C. Cavanaugh**

Toledo	WCWA & WIOT
Flint, MI	WWCK-AM & FM
Cincinnati	WBVE

### The Regional Group

38 W. Fulton  
Grand Rapids, MI 49503  
(616) 459-0117

President: **Donald Platt**

Grand Rapids, MI	WKTH & WGRD
Binghamton, NY	WRSB & WAAL
Sharon, PA	WPIC & WYFM

### Resort Broadcasters

121 Wyck St., Ste. 300  
Richmond, VA 23225  
(804) 276-9339

CEO: **Ellek Seymour**

President: **Edward Seeger**

Virginia Beach, VA	WVAB
Fayetteville, NC	WFLB
Ahoskie, NC	WRCS & WQDK
Cape Charles, VA	WIAV
Crewe, VA	WSVS-AM & FM
Dillion, SC	WDSC & WZNS
Waynesville, NC	WHCC & WQNS
Ocean City, MD	WETT & WWTR
Elizabeth City, NC	WGAI

### RKO General

1440 Broadway  
New York, NY 10018  
(212) 642-4000

President/Radio Division: **Jerry Lyman**

New York	WOR & WRKS
Los Angeles	KRTH-AM & FM
Chicago	WFYR
San Francisco	KFRC
Boston	WRKO & WROR
Washington	WGMS-AM & FM
Memphis	WHBQ

### Roth Communications

830 Main St.  
Melrose, MA 02176  
(617) 665-0851

President: **David Roth**

CFO: **Stephen J. Nicholson**

Reno	KCBN & KRNO
Ft. Pierce, FL	WIRA & WOVV
Cape Cod, MA	WKPE-AM & FM
Quad Cities, IL	WKSF & WPXR
Savannah, GA	WCHY-AM & FM

### Saga Communications

400 Renaissance Center, Ste. 2150  
Detroit, MI 48243  
(313) 567-4040

Broadcast President/CEO: **Ed Christian**

Milwaukee	WKLH
Columbus	WVKO & WSNY
Norfolk, VA	WNOR-AM & FM
Springfield, IL	WYMG & WLDS
Champaign, IL	WLRW-FM
Jacksonville, IL	WLDS

### Salem Communications Corp.

2310 Ponderosa Dr., Ste. 29  
Camarillo, CA 93010  
(805) 987-0400

VP Stations Operations/Programming:

<b>Robert W. Ball</b>	
New York	WNYM
Los Angeles	KKLA
San Francisco	KFAX
Boston	WEZE
Seattle	KGNW
San Diego	KPRZ
Columbus	WRFD
San Antonio	KSLR
Tulsa	KCFO-AM & FM
Portland	KPDQ-AM & FM
Santa Barbara, CA	KGFT
Rosamond, CA	KAVC
Oxnard, CA	KDAR
Long Beach, CA	KGER
San Bernardino, CA	KDIG
Port Sulfer, CA	KHAA

## RADIO GROUP OWNERS

### Sandusky Broadcasting

1 Tabor Center  
1200 17th St.  
Denver, CO 80202  
(303) 572-6250

Dallas	KEGL
Seattle	KLSY-AM & FM
San Diego	KWLT
Tampa	WKRL
Denver	KNUS & KBPI
Phoenix	KDKB
Kansas City, MO	KLSI

### Sconnix Broadcasting

3 Broad St.  
Charleston, SC 29401  
(803) 577-3000

Partners: **Randy Odeneal, Scott McQueen, Ted Nixon**

Boston	WHDH & WBOS
Miami/Ft. Lauderdale	WMXJ-FM
Kansas City, MO	KCKM & KFKF
Quad Cities, IL	WMRZ & WLLR
Laconia, NH	WLNH
Indianapolis, IN	WIBC & WEAG
Tampa	WFLA & WPDS

### Scripps/Howard Broadcasting

3001 Euclid Ave.  
Cleveland, OH 44115  
(216) 431-5555

President: **Donald Perris**

Baltimore	WBSB
Portland	KUPL-AM & FM
Memphis	WMC-AM & FM

### Seaton Stations

Box 877  
Coffeyville, KS 67337  
(316) 251-2900

Chairman: **R.M. Seaton**

Lubbock, TX	KFYO & KRUX
Hastings, NE	KHAS
Manhattan, KS	KMAN & KMKF
Coffeyville, KS	KGGF & KQQF

### Seehafer Broadcasting Corp.

3730 Mangin St.  
Manitowoc, WI 54220  
(414) 682-0351

President: **Don Seehafer**

Wausau, WI	WXCO & WYCO
Manitowoc, WI	WOMT & WQTC
Rochester, MN	KWEB & KRCH
Beloit, WI	WGEZ

### Selkirk Communications Ltd.

121 Bloor St. East  
9th Floor  
Toronto, Ontario  
Canada M4W 3M5  
(416) 967-5550

President: **Rafe Engle**

Blairmore, AL	CJPR
Calgary	CFAC
Canmore-Banff, AL	CFHC
Edmonton, AL	CJCA & CIRK
Elkford, BC	CJEV
Grande Prairie, AL	CFGP
Lethbridge, AL	CJOC & CILA
Toronto	CFNY-FM
Vancouver	CKWX & CKKS
Vernon, BC	CJIB
Victoria, BC	CJVI

### Rainbow Communications, Ltd.

P.O. Drawer X  
Las Cruces, NM 88004  
(505) 526-2496

President: **Jim Cooper**

Las Cruces, NM	KOBE & KMVR
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### Shamrock Broadcasting

748 Beechnut Ct.  
San Rafael, CA 94903

President/Radio Division: **Bill Clark**

San Francisco	KABL-AM & FM
Detroit	WCXI & WWWW
Dallas	KMGC
Pittsburgh	WTKN & WWSW
Atlanta	WFOX
Houston	KZFX
Seattle	KXRX
Kansas City, MO	WHB & KUDL

### Shamrock Communications, Inc.

149 Penn Ave.  
Scranton, PA 18503  
(717) 348-9108

VP/CEO: **William R. Lynette**

Baltimore	WTTR & WGRX
Milwaukee	WQFM
Orlando	WDIZ
Tulsa	KMYZ-AM & FM
Wilkes-Barre/ Scranton, PA	WEJL & WEZX

### Shepherd Group

300 W. Reed St.  
Moberly, MO 65270  
(816) 263-1230

President: **Jerrell Shepherd**

Bethany, MO	KAAN-AM & FM
Farmington, MO	KREI & KTJJ
Lebanon, MO	KJEL & KIRK
Moberly, MO	KWIX & KRES

### Sky Corp.

1410 Balltown Rd.  
Schenectady, NY 12309  
(518) 381-4800

Chairman: **Mike Connolly**

President: **Dennis R. Israel**

Exec. VP: **F. Andrew Bell**

Dallas	KSKY
Nashville	WSIX-AM & FM
Riverhead, NY	WRIV

### Sorenson Broadcasting

604 N. Kiwanis Plaza  
Sioux Falls, SD 57104  
(605) 334-1117

President: **Dean Sorenson**

Jamestown, ND	KQDJ-AM & FM
Pierre, SD	KCCR & KNEY
Red Wing, MN	KCUE & KWNG
Watertown, SD	KWAT & KIXX
Yankton, SD	KYNT & KKYA

### South Central Communications

P.O. Box 40506  
Nashville, TN 37204  
(615) 256-0434

Div. VP: **Glen Powers**

Evansville, IN	WKYK-AM & FM
Knoxville	WEZK
Nashville	WZEZ

### Southern Minnesota Broadcasting

122 Fourth St. S.W.  
Rochester, MN 55902  
(507) 286-1010

President: **G. David Gentling**

VP/GM: **Greg Gentling**

Lubbock, TX	KFMX-AM & FM
Sioux Falls, SD	KXRB & KIOV
Rapid City, SD	KKLS-AM & FM
Rochester, MN	KROC-AM & FM

**SRQ**  
BROADCASTING

Box 91723  
Bellevue, WA 98009  
(206) 455-8111

Director: **Bill McMahon**

Seattle	KJET & KZOK
Racine/Milwaukee	WHBT-AM & FM
Las Vegas	KLSQ-FM
Richland, WA	KALE & KIOK
Boulder/Denver	KDKO & KHIH

### Standard Broadcasting

2 St. Clair Ave. W.  
Toronto, Ontario  
Canada M4V 1L6  
(416) 960-9911

President: **Allan Slaight**

Montreal	CJAD & CJFM
Ottawa	CJSB
St. Catharines, ON	CKTB & CHTZ
Toronto	CFRB & CKFM



# DIRECTORY

## RADIO GROUP OWNERS

### Stauffer Communications, Inc.

P.O. Box 119  
Topeka, KS 66601  
(913) 295-1111  
Chairman: **Stanley S. Stauffer**  
(913) 295-1116  
VP: **Gerald N. Holley**  
(913) 272-3456  
Des Moines, KA KRNT & KRNQ  
Topeka WIBW-AM & FM  
Amarillo, TX KGNC-AM & FM  
Shawnee, OK KGFF

### Sterling Communications Corp.

10320 Little Patuxent Pkwy., Ste. 808  
Columbia, MD 21044  
(301) 992-7500  
Chairman: **Larry Patrick**  
Dir. of Research: **Len Shackelford**  
Greenville, SC WSSL-AM & FM  
Jackson, MS WJDX & WMSI  
Baton Rouge WKJN-FM

### Stoner Broadcasting System

410 Severn Ave. #310  
Annapolis, MD 21403  
(301) 263-1030  
Resident: **Glenn Bell**  
New Orleans WBVU  
Buffalo WYRK  
Rochester, NY WCMF  
Dayton WDAO & WWSN  
Knoxville WIMZ-AM & FM  
Des Moines KSO & KGGO  
Huntington-Ashland, WV-KY WGNT & WAMX  
Cedar Rapids, IA KHAK-AM & FM  
Binghamton, NY WNBF & WHWK

### Suburban Radio Group

P.O. Box 88  
Belmont, NC 28012  
(704) 825-5272  
President: **William R. Rollins**  
St. Croix, US V.I. WSTX-AM & FM  
Blacksburg, VA WVVV  
Brunswick, GA WYNR & WPIQ  
Christiansburg, VA WJJJ  
Orangeburg, SC WDIX & WORG

### Sudbrink Broadcasting

100 Australia Ave., Ste. 104  
West Palm Beach, FL 33406  
(305) 689-0220  
President: **Robert Sudbrink**  
Denver KJIM  
Tampa WCBF  
Jacksonville, FL WBIX

### Sudbury Services, Inc. & Newport Broadcasting

Box 989  
Blytheville, AR 72316  
(501) 762-2093  
President: **Harold Sudbury, Jr.**  
Blytheville, AZ KLCN & KHLS  
Heber Springs, AZ KAWW-AM & FM  
Hope, AZ KHPA  
Newport, AZ KNBY & KOKR  
Prescott, AZ KTPA  
West Memphis, AZ KSUD

### Sundance Broadcasting

1 Radio Place  
P.O. Box 20920  
Milwaukee, WI 53220  
(414) 545-5920  
President: **Michael Jorgenson**  
Milwaukee WOKY & WMIL  
Boise KIDO & KLTB

### Sunrise Media Group

329 E. 200 South  
Salt Lake City, UT 84111  
(801) 533-9332  
President: **R.G. Elliott**  
Salt Lake City KLTO & KUTR  
Billings, MT KGHL & KIDX

### Susquehanna Radio Corp.

140 E. Market St.  
York, PA 17401  
(717) 848-5500  
President: **Art Carlson**  
San Francisco KFOG  
Dallas/Ft. Worth KLIF & KPLX  
Houston KRBE-AM & FM  
Miami WQBA-AM & FM  
Atlanta WARM-FM  
Cincinnati WRRM  
Norfolk, VA WGH-AM & FM  
Indianapolis WFMS  
Orlando WKIS  
Wilkes-Barre/Scranton, PA WARM & WMGS  
Sarasota, FL WHVE  
York, PA WSBA-AM & FM

### Swanson Broadcasting, Inc.

7136 S. Yale, Swanson Plaza  
Tulsa, OK 74316  
(918) 493-7225  
President: **Gery Swanson**  
San Antonio KKYX & KLLS  
Oklahoma City KKNK  
Tulsa KRMG  
Henrietta, OK QQMJ

### Taft Broadcasting

1718 Young St.  
Cincinnati, OH 45210  
(513) 721-1414  
President/Radio: **Carl Wagner**  
Pittsburgh WDVE  
Atlanta WKLS-AM & FM  
Kansas City, MO WDAF & KYYS  
Cincinnati WKRC & WKRQ  
Portland KEX & KKRZ  
Columbus WTVN & WLWQ  
Indianapolis WNDE & WFBQ  
Milwaukee WLZR-AM & FM

### Target Communications

344 Greene St.  
Augusta, GA 30901  
(404) 722-7474  
CEP: **Marshall Magee**  
Lufkin-Nagadoches, TX KAFX-AM & FM  
Topeka/Ottawa, KS KOFO & KHUM  
Russellville/Bowling Green, KY WRUS & WBVR  
Tuscaloosa, AL WRLX & WFFX  
Wapakanoeta-Lima, OH WZOQ  
Ft. Smith, AR KZBB  
Dubuque, IA KXXK  
Davenport, IA KLIO  
Augusta, ME WMME-AM & FM

### J.J. Taylor Co., Inc.

P.O. Box 1039  
Portland, ME 04104  
(207) 773-2651  
President: **John J. Taylor III**  
Hyannis, MA WCOD  
West Palm Beach, FL WTHT  
WEAT-AM & FM

### Telemedia Communications

1010 Sherbrooke W., Ste. 1610  
Montreal, Quebec  
Canada H3A 2R7  
(514) 845-6291  
Chairman: **Philippe de Gaspé Beaubien**  
Vice Chairman: **John Van De Kamer**  
Hull, QB CKCH & CIMF  
Midland, ON CKMP  
Montreal CKAC & CITE  
North Bay, ON CFCH & CKAT  
Orillia, ON CFOR  
Quebec, QB CKCV & CITF  
Sault Ste. Marie, ON CFYN & CHAS  
Sherbrooke, QB CHLT, CKTS, & CITE-FM-1  
Stratford, ON CJCS  
Timmins, ON CKGB & CFTI  
Toronto, ON CJCL  
Trois Rivières, QB CHLN  
Sudbury, ON CIGM & CKSO  
Toronto, ON CJCL  
Chicoutimi, QB CFIX

### Tichenor Media System, Inc.

Box 711  
Harlingen, TX 78551  
(512) 423-3910  
President: **McHenry Tichenor Jr.**  
Houston KLAT  
San Antonio KCOR  
Corpus Christi, TX KUNO  
Harlingen, TX KGBT & KELT  
El Paso, TX KBNA-AM & FM  
Chicago WIND & WOJO

## RADIO GROUP OWNERS

### Timm Enterprises

Box 1874  
Tallahassee, FL 32302  
(904) 224-4001

President: **B.F.J. Timm**

Jacksonville, FL	WVOJ
Tallahassee	WANM & WGLF
Naples, FL	WSGL
Douglas, GA	WDMG-AM & FM
Warner Robins, GA	WRBN-AM & FM
Apalachicola, FL	WAPY-FM
Key West, FL	WOZN-FM

### TK Communications, Inc.

1 Bala Plaza, Ste. 207  
Bala Cynwyd, PA 19004  
(215) 667-1674

CEO: **John Tenaglia**

Dallas	KLUV
Ft. Lauderdale	WSRF & WSHE
San Antonio	KBUC-AM & FM
Orlando	WMMA & WHTQ

### Tribune Broadcasting

435 N. Michigan Ave. #1900  
Chicago, IL 60611  
(312) 222-3333

President: **James Dowdle**

New York	WPIX
Chicago	WGN
Sacramento	KGNR & KCTC
Bridgeport, CT	WICC

### Twin W Communications

1600 Modern  
Detroit, MI 48203  
(313) 865-3900

President: **Walter Wolpin**

Detroit	WCAR
Phoenix	KJJJ-AM & FM

### Universal Broadcasting

40 Roselle St.  
Mineola, NY 11501  
(516) 741-1200

President: **Howard Warshaw**

New York	WTHE
Los Angeles	KMAX
Chicago	WVX
San Francisco	KEST
Houston	KTEK
Washington	WDCT
Ft. Worth, TX	KWJS
Pittsburgh	WWCS
St. Louis	WCBW
Minneapolis	KUXL
Milwaukee	WYLO
Kansas City, MO	KCNW
Indianapolis	WGRT
Danville, IN	WATI

### United Broadcasting

4733 Bethesda Ave., Ste. 808  
Bethesda, MD 20814  
(301) 652-7706

President: **Gerald Hroblak**

New York	WKDM
Los Angeles	KALI
San Francisco	KSOL
Washington	WDJY
Baltimore	WYST-AM & FM
Cleveland	WJMO & WRQC
Rockville, MD	WINX

### Viacom Broadcast Group

140 W. 43rd St.  
New York, NY 10036  
(212) 382-6100

President/Radio Division: **Bill Figenshu**

New York	WLTW
Chicago	WLAK
Houston	KIKK-AM & FM
Washington	WMZQ-AM & FM
Memphis	WRVR-AM & FM
Seattle	KNBQ

### John Walton Stations

Box 776  
Kermit, TX 79745  
(408) 649-6622

President: **John Walton**

Colorado Springs	KKCS-AM & FM
Monterey/Carmel, CA	KIDD & KWST
Amarillo, TX	KDJW & KBUY
Elk City, OK	KADS & KECO
Ruidoso, NM	KREE & KTNT

### Warner Stations

4343 O St.  
Lincoln, NE 68510  
(402) 475-4567

President: **Norton Warner**

Lincoln, NE	KLIN-AM & FM
Abilene, KS	KABI & KSAJ
Grand Junction, CO	KSTR-AM & FM
Canon City, CO	KRLN-AM & FM

### Willis Broadcasting

1010 Park Ave.  
Norfolk, VA 23504  
(804) 622-4600

President: **Bishop L.E. Willis**

New Orleans	WBOK
Norfolk, VA	WPCE & WOWI
Richmond	WFTH
Trenton, NJ	WIMG
Gary, IN	WWCA
Wilson, NC	WGTM
Jacksonville, FL	WXOZ & WPDQ
Charlotte	WGSP
Thomasville, NC	WTNC
Edenton, NC	WBXB
Batesburg, SC	WKWQ
Durham, NC	WSRC
E. St. Louis	WESL
Salem, VA	WSAK
East Point, GA	WTSH

### Wilks/Schwartz Broadcasting

45 Fisher Ave.  
East Longmeadow, MA 01028  
(413) 525-4141

Owners: **Donald Wilks and Michael Schwartz**

Syracuse	WKFM & WFBL
Springfield, MA	WHYN-AM & FM
Allentown, PA	WEEX & WQQQ
Sarasota, FL	WSRZ
Providence	WLKW

### WIN Communications

1621 Euclid Ave., Ste. 1801  
Cleveland, OH 44115  
(216) 566-9466

President: **Walt Tiburski**

VP: **Anthony S. Ocepok**

Cleveland	WQAL
Indianapolis	WIRE & WXTZ
Tulsa	KBEZ
Peoria	WIRL & WSWT
Quad Cities	KRVR
Jacksonville, FL	WEJZ

### WinCom Communications Group

10 Mayland Villa  
Mundelein, IL 60060  
(312) 634-3282

President: **Donn Winthar**

Green Bay/Appleton, WI	WNFJ & WKFX
St. Joseph/Benton Harbor, MI	WHFB-AM & FM

### Winfas, Inc.

P.O. Box 522  
Amherst, VA 24521  
(804) 847-4700

President: **Roger Ingram**

Jacksonville, FL	WRCM
Amherst, VA	WWWL & WYYD
Marion, SC	WATP & WKXS
Belhaven, NC	WKJA

### Withers Broadcasting

Box 1508  
Mount Vernon, IL 62864  
(618) 242-3500

President: **W. Russell Withers, Jr.**

Keokuk, IA	KOKX-AM & FM
Cape Girardeau, MO	KAPE & KGMO
Mt. Vernon, IL	WMIX-AM & FM

### Woolfson Broadcasting Corp.

Palm Beach, FL 33480  
(305) 659-1555

President: **Mark L. Woolfson**

VP: **Mark R. Woolfson**

Augusta, GA	WGUS-AM & FM
Wilmington, NC	WWQQ
Salisbury, MD	WSBY & WQHQ
Tallahassee	WKQE-AM & FM

### Woodward Communications

8th & Bluff St.  
P.O. Box 688  
Dubuque, IA 52001  
(319) 588-5777

VP/Broadcast: **William Williamson**

Dubuque, IA	KDTH & KATF
Appleton, WI	WHBY & WAPL
Lincoln, NE	KLMS & KFMO

## RECORD COMPANIES

### A&M

1416 North La Brea Avenue  
Hollywood, CA 90028  
(213) 469-2411

595 Madison Avenue  
New York, NY 10022  
(212) 826-0477

**Charlie Minor, Sr.** VP/Promotion

**JB Brenner, Sr.** Dir./National Album Promotion

**Steve Resnik**, National Promotion Dir.

**Rick Stone**, VP/Promotion

**Al Cafaro**, National Album Promotion

Dir./New York

**Craig Lambert**, National Album Promotion

Dir./Chicago

**Charley Lake**, National Singles Promotion

Dir./Chicago

**Jon Konjoyan**, National AC Promotion Dir.

### Advantage

1012 16th Ave. S.  
Nashville, TN 37212  
(615) 255-2888

**Mick Lloyd**, President/GM

### Allegiance, Takoma, ITI

1419 N. La Brea Ave.  
Hollywood, CA 90028  
(213) 851-8852

**Marty Goldrod**, President

### Alligator

P.O. Box 60234  
Chicago, IL 60660  
(312) 973-7736

**Blake Gumprecht**, Dir./AOR Promotion

**Bruce Iglauer**, Dir./BU

### American Gramophone

9130 Mormon Bridge Rd.  
Omaha, NE 68152

(402) 457-4341

**Dick Musil**, Dir./Advertising & Promotion

### Amherst

1800 Main St.  
Buffalo, NY 14208  
(716) 883-9520

**Leonard Silver**, President/CEO

### Arista

6 W. 57th Street  
New York, NY 10019  
(212) 489-7400

8370 Wilshire Blvd.  
Beverly Hills, CA 90230  
(213) 655-9222

**Don Jenner**, Sr. VP/Marketing & Promotion

**Rick Bisceglia**, Sr. Dir./Promotion

**Tony Anderson**, VP/R&B Promotion

**Sean Coakley**, Sr. Dir./Album Promotion

**Doug Daniels**, Nat. R&B Promotion Dir.

### Atco

75 Rockefeller Plaza  
New York, NY 10019  
(212) 484-6400

**Michael Prince**, Dir./National Album Promotion

**Bruce Tenenbaum**, Dir./National Singles Promotion

### Atlantic

75 Rockefeller Plaza  
New York, NY 10019  
(212) 484-6000

9229 Sunset Blvd.

Los Angeles, CA 90069  
(213) 205-7450

**Vince Faraci**, Sr. VP/Promotion

**Danny Buch**, Sr. Dir./National Album Promotion

**Jackie Tesman**, National College/Alternative Promotion

**Andrea Ganis**, Sr. Dir./National Singles Promotion

### Avista

P.O. Box 627  
Edmond, OK 73083

P.O. Box 24454  
Nashville, TN 37202

**Ken Baker**, Promotion

### B. Boy, Rock Candy, Sweet Heart

693 E. 132nd St.  
Bronx, NY 10454

**William (Chill Bill) Kamorra**, Owner

**Jack Allen**, Owner

**Ray Wilson**, Owner

**N. Hobber**, Owner

### Bainbridge

P.O. Box 8248  
Van Nuys, CA 91409-8248  
(213) 476-0631

**P.J. Littlejohn**, Dir./Sales & Promotion

### Bermuda Dunes

40655 Jefferson  
Bermuda Dunes, CA 92201  
(415) 345-2851

**Lisa Opsitnick**, Dir./Promotion

### Big Time

6777 Hollywood Blvd., 7th Floor  
Hollywood, CA 90036  
(213) 460-4033

34/35 D'Arblay St.  
London W1V 3FE  
England  
(01) 734-2712

428 George St.  
Sydney, NSW 2000  
Australia

**Mark Kates**, Promotion Dir.

### Brofel

12103 Clark St.  
Santa Fe Springs, CA 90670  
(213) 941-4940

**Kirk Tyler**, President

### Cadence Jazz

Cadence Building  
Redwood, NY 13629

**Dave Bernstein**, Promotion

### Cafe

1260 Holm Rd.  
Petaluma, CA 94952  
(707) 778-0134

(800) 423-5759 (outside California)

**Cheryl L. Werler**, Promotion/Publicity Dir.

### Capitol

1750 N. Vine  
Hollywood, CA 90028  
(213) 462-6252

1370 Ave. Of the Americas  
New York, NY 10019  
(212) 757-7470

1111 16th Ave. South  
Nashville, TN 37212  
(615) 320-5009

**John Fagot**, VP/Promotion

**Tom Gorman**, VP/Pop Promotion

**Ronnie Jones**, VP/Black Music Promotion

**Harry Levy**, National Dir./Progressive Rock Promotion

**Ray Tusken**, VP/Rock Promotion

**Paul Lovelace**, VP/Country Promotion

### Chrysalis

645 Madison Ave.  
New York, NY 10022  
(212) 758-3555

9255 Sunset Blvd.  
Los Angeles, CA 90069  
(213) 550-0171

12 Stratford Pl.  
London W1N 9AF  
England  
(01) 408-2355

**Daniel Glass**, VP/Promotion

**Kevin Sutter**, Sr. Dir./National Album Promotion

**Charlie D'Atri**, Dir./National Singles Promotion

### Columbia

51 West 52nd Street  
New York, NY 10019  
(212) 975-4321

1801 Century Park West  
Los Angeles, CA 90067  
(213) 556-4700

**Ray Anderson**, VP/Columbia Label Promotion

**Paul Rappaport**, VP/National Album Promotion

**Sheila Chalandra**, Director National Promotion

**George Chaltas**, Director National Promotion/  
West Coast

**Doug Wilkins**, Director Promotion/  
Jazz Progressive

## RECORD COMPANIES

### Concord

P.O. Box 845  
Concord, CA 94522  
(415) 682-6770

**Ellen Findlay, Dir./Jazz, Latin, Classical,  
Blg Band**

### Critique

400 Main St.  
Reading, MA 01867  
(617) 944-0423

161 W. 54th St., Ste. 1203  
New York, NY 10019  
(212) 489-7095

**Michael Patt, A&R Dir./Promotion**

### Cypress

1523 Crossroads Of The World  
Los Angeles, CA 90028

**Tami Shawn, Dir./Promotion**

### Delos International

2210 Wilshire Blvd., Ste. 664  
Santa Monica, CA 90403  
(213) 459-7946

**Rudi Simpson, Sales and Radio**

### Elektra/Asylum/Nonesuch

9229 Sunset Blvd.  
Los Angeles, CA 90069  
(213) 205-7400

**Dave Urso, Sr. VP Promotion**

**Brad Hunt, VP/AOR Promotion**

**Ray Carlton, National Dir./CHR Promotion**

**Roger Smith, National Dir./CHR Promotion**

**Ray Gmeiner, National Dir./AOR Promotion**

**Rick Aiden, National Dir./CHR Promotion**

**Suzanne Berg, National Director, AC**

### EMI-America/Manhattan

1370 Ave. Of The Americas  
New York, NY 10019  
(212) 603-4524

1750 N. Vine St.  
Los Angeles, CA 90024  
(213) 461-9141

**Jack Satter, VP/National Promotion**

**Varnell Johnson, R&B Promotion/Marketing**

**Rich Tamburro, National Promotion Dir.**

**Slack Johnson, National Promotion Dir., R&B**

**Mark Kargoi, West Coast National Dir./  
Promotion (LA)**

**John Hey, Dir./National Album Promotion (LA)**

### Enigma

1750 E. Holly Ave.  
El Segundo, CA 90245-1528  
213-640-6869

**Rick Winward, Dir./National Promotions**

### Epic/Portrait/Associated Labels

51 West 52nd Street  
New York, NY 10019  
(212) 975-4321

1801 Century Park West  
Los Angeles, CA 90067  
(213) 556-4700

**Waiter Winnick, VP/National Promotion**

**Jimi Starks, VP/Black Music Promotion**

**Larry Douglas, VP/Marketing West Coast**

**Polly Anthony, Director AC Promotion**

**Harvey Leeds, VP/Album Promotion**

**Rich Schwan, Director/Country Promotion  
(Nashville)**

### Fantasy

Tenth and Parker  
Berkeley, CA 94710  
(415) 549-2500

**Saul Zaentz, Board Chairman**

**Phil Jones, VP/Marketing & Promotion**

### Geffen

9130 Sunset Blvd.  
Los Angeles, CA 90069  
(213) 278-9010

75 Rockefeller Plaza  
New York, NY 10019  
(212) 484-7170

**Al Coury, Dir./Promotion & Marketing**

**Marko Babineau, Dir./AOR Promotion**

**John Brodey, Dir./CHR Promotion**

### Global Pacific

589 First St. West  
Sonoma, CA 95476  
(707) 996-2748

312 W. 73rd, Ste. 3C  
New York, NY 10023  
(212) 769-9362

3960 Laurel Canyon Rd., Ste. 434  
Studio City, CA 91604  
(213) 654-0410

**Neal B. Sapper, VP/Promotions**

### GNP Crescendo

8400 Sunset Blvd., Ste. 4A  
Los Angeles, CA 90069  
(213) 656-2614

**Gene Norman, President**

### Gold Castle

3575 Cahuenga Blvd. W. #470  
Los Angeles, CA 90068  
(213) 850-3321

120 West 44th St., Ste. 608  
New York, NY 10036  
(213) 840-6011

**Jeff Heiman, National Dir./Promotion &  
Publicity**

### GRP

555 W. 57th St.  
New York, NY 10019  
(212) 245-7033

**Bud Katzel, President**

**Duke DuBois, National Dir./Radio Promotion**

### Ichiban

P.O. Box 724677  
Atlanta, GA 30339  
(404) 926-3377

**Jerry Andrews, National Dir./Promotion**

### I.R.S.

100 Universal City Plaza, Bldg. 422  
Universal City, CA 91608  
(818) 777-4730

445 Park Ave., 6th Floor  
New York, NY 10022  
(212) 605-0601

**Lori Blumenthal, National Dir./**

**College Promotion**

**Mei Delatte, National Dir./CHR Promotion**

**Barry Lyons, VP/Promotion**

### Island Records

14 E. Fourth St.  
New York, NY 10012  
(212) 995-7800

**Bob Catania, VP/Pop Promotion**

**Andy Allen, Dir./National Album Promotion**

**John Soucheck, Dir./Alternative Promotion**

**Pat Marsicano, National Promotion**

**Coordinator**

**Greg Peck, VP/Black Music Promotion**

**Debbie Howard, National Secondary**

**Promotion-Dir./Black Music**

### Jazzmania

60 Pineapple St.  
Brooklyn, NY 11201  
(718) 852-3572

**Mike Morgenstern, President**

### Jem Records Group

**(Passport, PVC, E.G., Editions, Coda)**

3619 Kennedy Road  
South Plainfield, NJ 07080  
(201) 753-6100

**Marty Scott, Dir./Promotion**

### Landmark

2600 Tenth St.  
Berkeley, CA 94710  
(415) 849-0442

**Orrin Keepnews, President**

### Living Music

1047 Amsterdam Ave.  
New York, NY 10025

P.O. Box 72

Litchfield, CT 06759

**Paul Winter, VP/Principal Artist**

### Malcoia, Siam

6209 Santa Monica Blvd.  
Hollywood, CA 90038  
(213) 469-5821

**Ray Kennedy, VP/Promotions**



**T**he **C**oca-**C**ola **C**ompany  
**M**CA **E**ntertainment **G**roup  
**P**olygram **R**ecords  
**M**iller **B**eer  
**W**estwood **O**ne  
**M**TV  
**B**ertelsmans **M**usic **G**roup  
**I**mage **C**onsultants  
**C**BS **R**ecords  
**T**he **H**ouse **O**f **S**eagram  
**W**arner's **R**ecord **G**roup  
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**B**eginning October 1st, these companies will be learning some very interesting things about the music consumer.

What they're listening to  
What they're buying  
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A study of the music consumer in America.

## RECORD COMPANIES

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70 Universal City Plaza  
Universal City CA 91608  
(818) 777-4000

445 Park Ave.  
New York, NY 10022  
(212) 759-7500

1514 South St.  
Nashville, TN 37212  
(615) 244-8944

**Steve Meyer, Sr.** VP/Promotion

**Bill Bennett**, VP/Album Promotion

**Billy Brill**, National Singles Dir.

**Nan Fisher**, National Alternative Promotion

**Earnest Singleton**, VP Promotion/Black Music Division

**Shelia Shipley**, VP/National Promotion (Nashville)

**Jheryl Busby**, VP/Black Music Div.

**Meadowlark**

9255 Deerling Ave.  
Chatsworth, CA 91311  
(818) 709-6900

The Welk Building  
54 Music Square E. #306  
Nashville, TN 37203  
(615) 248-6800

**James Lewis**, Dir./Marketing

### **Metal Blade**

18653 Ventura Blvd., Ste. 311  
Tarzana, CA 91356  
(818) 344-2437

1133 Broadway, Ste. 370  
New York, NY 10010  
(212) 645-6208

**Brian Slagel**, President

### **Modern**

9111 Sunset Blvd.  
Los Angeles, CA 90069  
(213) 273-8111

**Paul E. Fishkin**, President

### **Motown**

6255 Sunset Blvd.  
17th Floor  
Los Angeles, CA 90028  
(213) 468-3500

**Michael Lessner**, VP/Pop Promotions

**Maurice Watkins**, National Director/

R&B Promotion

**Vicki Leben**, National Promotion Director

### **MTM Music Group**

21 Music Square E.  
Nashville, TN 37203  
(615) 242-1931

**Bruce Shindler**, National Dir./Country Promotion

**Scott Borchetta**, National Dir./Album Rock Promotion

### **Muse/Savoy Jazz**

160 W. 71st St.  
New York, NY 10023  
(212) 673-2020

**Barney Fields**, Promotion Manager

### **Music West**

2200 Larkspur Landing Cir., Ste. 100  
Larkspur, CA 94939  
(415) 925-9800

**Allan J. Kaplan**, Founder/President

### **Narada, Narada Equinox, Narada Mystique**

1845 N. Farwell Ave.  
Milwaukee, WI 53202  
(414) 272-6700

70 Universal City Plaza  
Universal City, CA 91608  
(818) 777-5281

**John Morey**, President/Executive Producer

### **Next Plateau**

1650 Broadway, Ste. 1003  
New York, NY 10019  
(212) 541-7640

**Eddie O'Loughlin**, President

### **The NEW Total Experience**

6226 Yucca St.  
Hollywood, CA 90028  
(213) 462-6585  
**Rudy Taylor**, National VP/Promotions

### **Noble Vision**

3109 Maple Drive  
Suite 300  
Atlanta, GA 30305  
(404) 266-0177

**Don Tolle**, Ctry

### **Optimism**

3575 Cahuenga Blvd. W., Ste. 247  
Los Angeles, CA 90068  
(213) 850-3350  
**Brenda V. Winfield**, National Dir./Promotion

### **Palo Alto/TBA**

11026 Ventura Blvd. Ste. 2  
Studio City, CA 91604  
(213) 877-5106

**Don Graham**, Dir./BU, Jazz Promotion

### **Pasha**

5615 Melrose Ave.  
Los Angeles, CA 90038

**Spender D. Proffer**, President

### **PolyGram**

810 7th Avenue  
New York, NY 10019  
(212) 333-8100

11340 Sherman Way  
Sun Valley, CA 91352  
(818) 764-3505

8335 Sunset Blvd.  
Los Angeles, CA 90069  
(213) 656-3003

10 Music Circle South  
Nashville, TN 37203  
(615) 244-3776

**John Betancourt**, Sr. VP/Promotion

**David Leach**, Dir. Pop Promotion

**Calvin Lew**, Dir. Rock Radio Promotion (LA)

**Drew Murray**, Dir. Rock Radio Promotion

**Leroy Little**, VP/Promotion & A&R Urban

**Wayman Jones**, National Dir. Promotions

**Donald Elfman**, Jazz

**Kathryn King**, ECM

**Grace Patti**, Classical DG

**Susan Mann**, Classical Phillips

**Ellen Kazis**, Classical London

**Frank Leffel**, National Dir./Country Promotion

### **Priority**

6430 Sunset Blvd.  
Hollywood, CA 90028

**Bryan Turner**, President

### **Private**

220 East 23rd St.  
New York, NY 10010  
(212) 684-2533

**Doreen D'Agostino**, VP/Promotion-Press and Artist Development

### **ProJazz**

14025 23rd Ave. N  
Minneapolis, MN 55441

**Dan Verdick**, National Jazz Promotion

### **Quantum**

75 Rockefeller Plaza  
New York, NY 10019  
(212) 484-6731

90 Universal City Plaza, Penthouse 1  
Universal City, CA 91608  
(818) 760-1993

**Les Garland**, President

**Dick Williams**, VP/GM Music Division

**RB International (RBI, Lifestyle, Golden Voyage, Ric)**

200 Varick St.  
New York, NY 10014

15714 Garfield Ave.  
Paramount, CA 90723

510 Coronation Dr.

West Hill, Ontario  
Canada M1E 4X6

**Marla Roseman**, Dir./Promotion

## RECORD COMPANIES

### RCA

1133 Avenue of the Americas  
New York, NY 10036  
(212) 930-4000

6363 Sunset Blvd.  
Hollywood, CA 90028  
(213) 468-4000

**Eddie Mascolo**, VP/CHR Promotion

**Jim McKeon**, AOR

**Michael Kidd**, BU/Jazz

**Miki Bocce**, AC

**Lygia Brown**, UC

**Bonnie Goldner**, CHR/AC

**Hugh Sarratt**, AOR

30 Music Square W.  
Nashville, TN 37203  
(615) 664-1200

**Jack Weston**, Dir./National Country Promotion

### Reprise Records

1815 Division St.  
Nashville, TN 37212  
(615) 320-7525

**Russ Thyret**, Senior Vice President/Marketing & Promotion

**Mark Maitland**, Vice President, Promotion

**Carol Hart**, Associate Marketing/  
Promotion Director

**Richard Fitzgerald**, Vice President,  
Promotion

**Linda Baker**, CHR

**Michael Linehan**, AOR

**Marc Ratner**, CHR

### Sea Breeze Jazz

P.O. Box 690  
Bryn Mawr, CA 92318  
(714) 796-6110

**John Brechler**, President

### Rhino

1201 Olympic Blvd.  
Santa Monica, CA 90404  
(213) 450-6323

**Dave Darus**, National Promotion Dir.

### Rounder

1 Camp St.  
Cambridge, MA 02140  
(617) 354-0700

**Brad Paul**, Promotion Dir.

### Select

175 Fifth Ave., Ste. 209  
New York, NY 10010  
(212) 777-3130

**Glen Olsheim**, Publicity/Promotion

### Slash

7381 Beverly Blvd.  
Los Angeles, CA 90036  
(213) 937-4660

**Pat Hall**, Dir./Promotion

### Sleeping Bag

1974 Broadway  
New York, NY 10023  
(212) 724-1440

46 Chicago Way  
San Francisco, CA 94112  
(415) 587-7128

**Juggy Gayles**, CEO

### Soverign

1697 Broadway, Ste. 903  
New York, NY 10019

**Ruby Fisher**, President

### Sparrow

9255 Deerling Ave.  
Chatsworth, CA 91311  
(818) 709-6900

54 Music Square E., S-306  
Nashville, TN 37203  
(615) 248-6800

**Billy Ray Hearn**, President

### Statiras Records

1304 Fletcher Rd.  
Tifton, GA 31794  
(912) 382-6257

**Gus P. Statiras**, President

### TSR

8335 Sunset Blvd.  
Los Angeles, CA 90069  
(213) 656-0970

**Tom Hayden**, President

### TVT

159 W. 19th St., Ste. 5B  
New York, NY 10011

**Kitty Overton**, A&R, Publicity, Promotion  
(212) 929-0570

### Virgin Records

9247 Alden Dr.  
Beverly Hills, CA 90210  
(213) 278-1181

**Phil Quartararo**, VP/Promotion

**Jeffrey Naumann**, National AOR Director

**Iris Dillon**, National Alternative Promotion

**Sharon Heyward**, National R&B Promotion

**Todd Bisson**, National College Promotion

**Steve Zap**, National AC Promotion

### Warner Bros. Records

3300 Warner Blvd.  
Burbank, CA 91519  
(818) 846-9090

**Russ Thyret**, Senior Vice President/  
Marketing & Promotion

**Mark Maitland**, Vice President, Promotion

**Carol Hart**, Associate Marketing/  
Promotion Director

**George Gerrity**, Vice President, Director  
of Promotion

**Stewart Cohen**, CHR

**Sue Ember**, CHR

**Ed Nuhfer**, CHR

**Greg Lee**, CHR

**Kenny Puvogel**, AOR

**Patti Oates**, AOR

**Dave Dannheisser**, AOR

**Dino Barbis**, A/C

**Rochell Staab**, Trades

**Craig Kostich**, Vice President, Director of  
Dance & Contemporary Music

**Steve Tipp**

**Shaye Sullwold**

**Dennis Wheeler**

**David Shaw**

**Ron Ellison**, Vice President, Promotion/  
Black Music Marketing

**Marylous Badeaux**, Trades

### Warner Bros. Records/Nashville

1815 Division St.  
Nashville, TN 37212  
(615) 320-7525

**Nick Hunter**, Senior Vice President, Sales  
& Promotion

**Chris Palmer**

**Robert Saporiti**

**Doug Grau**

### Windham Hill

831 High St.  
Palo Alto, CA 94301  
(415) 329-0647

85 Lincoln Drive  
Sausalito, CA 94965  
(415) 331-1502

1416 N. La Brea  
Hollywood, CA 90028  
(213) 469-2411

**Rich Schmidt**, Dir./Promotion

## REPRESENTATIVES

### Banner Radio

1290 Ave. of the Americas  
New York, NY 10104  
(212) 603-5600

#### Charlie Colombo, President

**Atlanta:** (404) 231-3633  
**Boston:** (617) 536-6235  
**Chicago:** (312) 787-2300  
**Dallas:** (214) 239-9700  
**Detroit:** (313) 871-3066  
**Houston:** (713) 552-0281  
**Los Angeles:** (213) 444-3600  
**Minneapolis:** (612) 339-8895  
**Philadelphia:** (215) 564-2533  
**Portland:** (503) 238-3812  
**St. Louis:** (314) 421-5262  
**San Francisco:** (415) 434-3272  
**Seattle:** (206) 441-4242

### Jack Bolton Associates

3384 Peachtree Rd. N.E., Ste. 415  
Atlanta, GA 30326  
(404) 237-1577

#### Jack Bolton, President

**Boston:** (617) 482-4370  
**Chicago:** (312) 782-9732  
**Dallas:** (214) 788-1630  
**Detroit:** (313) 354-0646  
**Kansas City, MO:** (816) 471-5502  
**Los Angeles:** (213) 937-7247  
**New York:** (212) 354-8474  
**St. Louis:** (314) 991-4261  
**San Francisco:** (415) 391-2272

### Caballero Spanish Radio

18 E. 53rd St.  
New York, NY 10022  
(212) 223-6410

#### Eduardo Caballero, President

**Atlanta:** (404) 262-1200  
**Chicago:** (312) 443-0101  
**Dallas:** (214) 871-9513  
**Detroit:** (313) 445-0491  
**Los Angeles:** (213) 465-8337

### CBS Radio Representatives

51 W. 52nd St.  
New York, NY 10019  
(212) 975-1877

#### Anthony Miraglia, VP/IGM

**Atlanta:** (404) 233-8281  
**Boston:** (617) 728-1916  
**Chicago:** (312) 951-3357  
**Dallas:** (214) 556-1145  
**Detroit:** (313) 476-2065  
**Houston:** (713) 782-0911  
**Los Angeles:** (213) 460-3701  
**Philadelphia:** (215) 668-5990  
**St. Louis:** (314) 444-3221  
**San Francisco:** (415) 765-4006

### Christal Radio

919 Third Ave.  
New York, NY 10022  
(212) 688-4414

#### Bill Fortenbaugh, President

**Atlanta:** (404) 237-5236  
**Boston:** (617) 423-4110  
**Chicago:** (312) 836-0780  
**Dallas:** (214) 871-0155  
**Detroit:** (313) 649-3230  
**Houston:** (713) 629-4151  
**Los Angeles:** (213) 852-8880  
**Minneapolis:** (612) 333-8833  
**Philadelphia:** (215) 564-4561  
**St. Louis:** (314) 421-4946  
**San Francisco:** (415) 957-9960  
**Seattle:** (206) 728-4343

### CMBS (Concert Music Broadcast Sales, Inc.)

271 Madison Ave., Ste. 700  
New York, NY 10016  
(212) 532-1900

#### Peter J. Cleary, President

**Atlanta:** (404) 266-1735  
**Chicago:** (312) 744-1144  
**Los Angeles:** (213) 551-1277  
**St. Louis:** (314) 725-3030  
**Dallas:** (214) 421-9848

## DURPETTI & ASSOCIATES

### Durpetti & Associates

Corporate Headquarters  
111 East Wacker Dr.  
Chicago, IL 60601  
(312) 819-0100

#### Tony Durpetti, President

**Atlanta:** (404) 859-0026  
**Chicago:** (312) 819-0100  
**Dallas:** (214) 580-1766  
**Detroit:** (313) 357-6670  
**Los Angeles:** (213) 475-5513  
**New York:** (212) 309-9050  
**Philadelphia:** (215) 985-1494  
**San Francisco:** (415) 986-1933

### Eastman Radio, Inc.

One Rockefeller Plaza  
New York, NY 10020  
(212) 581-0800

#### Jerry Schubert, President

**Atlanta:** (404) 321-5136  
**Boston:** (617) 482-0440  
**Chicago:** (312) 644-0670  
**Dallas:** (214) 691-7984  
**Detroit:** (313) 873-2090  
**Houston:** (713) 960-1252  
**Los Angeles:** (213) 464-6104  
**Minneapolis:** (612) 854-8980  
**Philadelphia:** (215) 557-6610  
**St. Louis:** (314) 241-7040  
**San Francisco:** (415) 956-3994  
**Seattle:** (206) 285-1217

### Gillis Broadcasting Representatives

8693 Wilshire Blvd. #208  
Beverly Hills, CA 90211  
(213) 657-2061

#### Jim Gillis, President



### Group W Radio Sales

100 Park Ave.  
New York, NY 10017  
(212) 818-8990

#### Tom McKinley, President

#### Tom "Your Rep For Life" Turner

**Atlanta:** (404) 984-9532  
**Boston:** (617) 742-4439  
**Chicago:** (312) 236-2338  
**Dallas:** (214) 580-9040  
**Detroit:** (313) 649-4820  
**Los Angeles:** (213) 475-8554  
**Philadelphia:** (215) 790-0204  
**San Francisco:** (415) 563-7495

## HN&H

### Hillier, Newmark, Wechsler & Howard

100 Park Ave.  
New York, NY 10017  
(212) 309-9000

#### Dick Sharpe, President

**Atlanta:** (404) 859-0059  
**Boston:** (617) 267-4415  
**Chicago:** (312) 372-9600  
**Dallas:** (214) 871-0007  
**Detroit:** (313) 357-0900  
**Houston:** (713) 784-4694  
**Los Angeles:** (213) 470-7178  
**Minneapolis:** (612) 339-2626  
**Philadelphia:** (215) 735-5843  
**St. Louis:** (314) 241-7799  
**San Francisco:** (415) 398-7662

### Interep

100 Park Ave.  
New York, NY 10017  
(212) 916-0700

#### Les Goldberg, President

**Ralph Guild, Chairman**  
**Erica Farber, Exec. VP/Radio**  
Development Dir.



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- Commitment***
- Relationships***

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New York, Atlanta, Boston, Chicago,  
Dallas, Detroit, Houston, Los Angeles, Minneapolis,  
Philadelphia, St. Louis, San Francisco.

# DIRECTORY

## REPRESENTATIVES

### Katz Radio

One Dag Hammarskjold Plaza  
New York, NY 10017  
(212) 572-5560

**Stu Olds, President**

**Atlanta:** (404) 233-0203  
**Boston:** (617) 426-7290  
**Chicago:** (312) 836-0500  
**Dallas:** (214) 871-1980  
**Detroit:** (313) 649-4333  
**Houston:** (713) 961-5094  
**Los Angeles:** (213) 852-8700  
**Minneapolis:** (612) 339-2002  
**Philadelphia:** (215) 567-5166  
**Portland:** (503) 226-3973  
**St. Louis:** (314) 231-1868  
**San Francisco:** (415) 777-3377  
**Seattle:** (206) 441-1325

### Katz Radio Group

One Dag Hammarskjold Plaza  
New York, NY 10017  
(212) 572-5520

**Ken Swetz, President**

**Bonnie Press, VP/GM, Networks**

(212) 572-5518

**David Halberstam, VP/Mgr., Sports**

(212) 572-5508

**Glenn Kummerow, Mgr., Farm**

(312) 836-0573

**Gene Bryan, NSM, Hispanic**

(212) 572-5263

### Shelly Katz Radio Sales, Inc.

150 E. 39th St., Ste. 1703  
New York, NY 10016  
(212) 685-9240

**Shelly Katz, President**

**Atlanta:** (404) 633-9080  
**Chicago:** (312) 263-3340  
**Detroit:** (313) 961-3353  
**Los Angeles:** (213) 657-2061  
**San Francisco:** (415) 391-1984  
**Dallas:** (214) 788-1630

### R.A. Lazar & Co.

P.O. Box 435  
Highland Park, IL 60035  
(312) 433-6032

**Robert Lazar, President**

**Arlington, TX:** (817) 265-6242  
**Atlanta:** (312) 433-6032  
**Los Angeles:** (213) 657-2061  
**New York:** (212) 685-9240  
**San Francisco:** (415) 391-1984

### Lotus Hispanic Reps.

50 E. 42nd St., Ste. 702  
New York, NY 10017  
(212) 697-7601

**Richard Kraushaar, President**

**Thomas Hervey, VP**

**Monica Messina, VP/Eastern Mgr.**

**Atlanta:** (404) 436-1575  
**Chicago:** (312) 346-8442  
**Dallas:** (214) 960-1707  
**Los Angeles:** (213) 464-1311  
**San Francisco:** (415) 563-3252



MAJOR MARKET RADIO SALES

### Major Market Radio Sales

100 Park Ave.  
New York, NY 10017  
(212) 818-8900

**Warner Rush, President**

**Atlanta:** (404) 854-0075  
**Boston:** (617) 523-0357  
**Chicago:** (312) 938-0999  
**Dallas:** (214) 580-1595  
**Detroit:** (313) 358-2060  
**Los Angeles:** (213) 474-5311  
**Philadelphia:** (215) 985-1330  
**Portland:** (503) 226-5007  
**St. Louis:** (314) 727-5502  
**San Francisco:** (415) 922-9600  
**Seattle:** (206) 448-3613

### Market 4 Radio

15 E. 40th St. #306  
New York, NY 10016  
(212) 683-7990

**Jim Smith, President**

**Atlanta:** (414) 325-7324  
**Chicago:** (312) 346-3334  
**Dallas:** (214) 788-1630  
**Detroit:** (313) 961-3353  
**Houston:** (713) 759-0549  
**Kansas City, MO:** (816) 471-5502  
**Los Angeles:** (213) 657-2061  
**St. Louis:** (816) 471-5502  
**San Francisco:** (415) 391-1984

### Masla Radio

41 E. 42nd St. #1200  
New York, NY 10017  
(212) 490-3760

**Jack Masla, President**

**Peter Moore, Exec. VP**

**Atlanta:** (404) 455-0591  
**Boston:** (617) 338-5084  
**Chicago:** (312) 670-3570  
**Dallas:** (214) 637-2052  
**Detroit:** (313) 354-0691  
**Los Angeles:** (213) 462-7351  
**San Francisco:** (415) 986-5372

### McGavren Guild Radio

100 Park Ave.  
New York, NY 10017  
(212) 916-0500



**Ellen Hulleberg, President**

**Atlanta:** (404) 953-1111  
**Boston:** (617) 423-0606  
**Charlotte:** (704) 552-7761  
**Chicago:** (312) 644-7150  
**Dallas:** (214) 580-8336  
**Denver:** (303) 368-0334  
**Detroit:** (313) 358-8500  
**Houston:** (713) 266-7667  
**Los Angeles:** (213) 470-3383  
**Minneapolis:** (612) 333-8717  
**Philadelphia:** (215) 732-3380  
**Portland:** (503) 223-1700  
**St. Louis:** (314) 231-0000  
**San Francisco:** (415) 986-4112  
**Seattle:** (206) 223-1183

### Media America

342 Madison Ave., Suite 920  
New York, NY 10017  
(212) 983-6800

**Ron Hartenbaum, Chairman**

**Gary Schonfeld, President**

### Paul Miller & Company

4300 MacArthur #213  
Dallas, TX 75209  
(214) 528-2923

**Paul Miller, President**

**Atlanta:** (404) 262-1200  
**Chicago:** (312) 446-2487  
**Los Angeles:** (213) 657-206  
**New York:** (212) 683-7990  
**San Francisco:** (415) 731-3620

### Harlan G. Oakes, Inc./Hugh Wallace, Inc.

11332 Camarillo St.  
N. Hollywood, CA 91602  
(818) 980-3212

**Hugh Wallace, Mary Williams,**

**Sandra Miner, Cyndy McDowell**

**Chicago:** (312) 478-5544  
**New York:** (212) 840-0614  
**San Francisco:** (415) 731-3620

### Patt Media Sales

21714 Lakeland  
P.O. Box 691  
St. Clair Shores, MI 48081  
(313) 445-0491

**Kenneth D. Patt, President**

**Michael A. Martin, VP**

**Atlanta:** (404) 633-9080  
**Chicago:** (312) 263-3340  
**Dallas:** (214) 788-1630  
**New York:** (212) 683-7990  
**San Francisco:** (415) 391-2272

### Radio Time Sales/International

559 Pacific Ave.  
San Francisco, CA 94133  
(415) 391-1984


**Sam Posner, President**

**Chicago:** (312) 346-3334  
**Dallas:** (214) 350-7737  
**Detroit:** (313) 961-3353  
**Los Angeles:** (818) 500-7201  
**New York:** (212) 683-7990  
**Portland:** (503) 226-2911  
**Seattle:** (206) 285-1913

### Radio West

10880 Wilshire Blvd., 12th Floor  
Los Angeles, CA 90024  
(213) 475-0033

**Daren McGavren**



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*"After a few days working in the Oklahoma City Market, two things were very clear – country music rules in this town, and KXXY is the king of country music."*

*Will Schutte  
Regional Manager  
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*(above) Will with KXXY Promotion  
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*McGavren Guild Radio salespeople will spend two weeks this year working at our client stations. They are there to collect qualitative station and market facts so we can position our clients at the agencies to get the highest rates and biggest shares of advertising dollars on every order. Getting firsthand knowledge of the stations we represent is just one of the ways we provide you with the type of distinctive service that you expect.*



**M<sup>c</sup>GAVREN GUILD RADIO**

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World Radio History

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### Regional Reps Corp

One Playhouse Square #410  
Cleveland, Ohio  
(216) 781-0035

**Stuart J. Sharpe, President**  
**Don O. Hays, Sr. VP**  
**Alex D. Kelemen, Regional Mgr.**  
**Cincinnati:** (513) 651-1511

### Republic Radio

One Dag Hammarskjold Plaza  
New York, NY 10017  
(212) 572-9170

**Jerry Cregan, President**  
**Atlanta:** (404) 261-1724  
**Boston:** (617) 542-5069  
**Chicago:** (312) 836-0850  
**Dallas:** (214) 871-1152  
**Detroit:** (313) 649-1416  
**Houston:** (713) 961-4823  
**Los Angeles:** (213) 852-8768  
**Minneapolis:** (612) 339-8941  
**Philadelphia:** (215) 972-0311  
**St. Louis:** (314) 231-3975  
**San Francisco:** (415) 957-9920  
**Seattle:** (206) 441-1356

### Roslin Radio Sales, Inc.

515 Madison Ave.,  
New York, NY 10022  
(212) 486-0720

**Mary Roslin, President**  
**Atlanta:** (404) 266-0614  
**Boston:** (617) 262-3400  
**Chicago:** (312) 726-5451  
**Dallas:** (214) 238-5057  
**Los Angeles:** (213) 278-8098  
**Philadelphia:** (215) 568-1133  
**St. Louis:** (314) 353-2830

### Savalli Broadcast Sales

11 Penn Plaza  
New York, NY 10001  
(212) 239-3288

**Joseph Savalli, President**  
**Gladys Swanson, Lynn Lavan**  
**Atlanta:** (404) 633-9080  
**Boston:** (617) 482-4370  
**Chicago:** (312) 263-3340  
**Dallas:** (214) 350-7737  
**Detroit:** (313) 445-0491  
**Los Angeles:** (213) 657-2061  
**Philadelphia:** (215) 242-3660  
**St. Louis:** (816) 471-5502  
**San Francisco:** (415) 731-3620

### Torbet>Select Radio Sales

One Dag Hammarskjold Plaza  
New York, NY 10017  
(212) 355-7705

**Tony Fasolino, President**  
**Atlanta:** (404) 325-4500  
**Boston:** (617) 426-3374  
**Chicago:** (312) 222-1430  
**Dallas:** (214) 528-7980  
**Denver:** (303) 333-0685  
**Detroit:** (313) 362-1405  
**Houston:** (713) 961-1626  
**Los Angeles:** (213) 444-3660  
**Lubbock, TX:** (806) 792-2000  
**Minneapolis:** (612) 338-1111  
**Philadelphia:** (215) 732-9532  
**Portland:** (503) 238-3829  
**St. Louis:** (314) 241-8130  
**Salt Lake City:** (801) 532-4204  
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**Seattle:** (206) 282-4053

### TRM Group (formerly Mliam & Cowart)

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Dallas, TX 75229  
(214) 350-7737

**Tameia A. Bombenek, Owner**  
**Atlanta:** (404) 266-3133  
**Beverly Hills, CA:** (213) 657-2061  
**Chicago:** (312) 263-3340  
**Cincinnati:** (513) 651-1511  
**Cleveland:** (216) 781-0035  
**Little Rock:** (501) 227-7564  
**Memphis:** (901) 452-3569  
**New York:** (212) 239-3288  
**Raleigh:** (919) 850-9111  
**St. Louis:** (314) 991-4261  
**San Francisco:** (415) 731-3620

## RESEARCH FIRMS

### Accend Telecomputing Research

P.O. Box 742  
Olney, MD 20832  
(301) 924-3937  
**Michael J. Weiner, President**

### ARBITRON RATINGS



**Arbitron Ratings Co.**  
**142 W. 57th St.**  
**New York, NY 10019**  
**(212) 887-1348**  
**Rhody Bosley, VP/Radio**

### Benchmark Co.

1101 Capital Of Texas Hwy.  
Austin, TX 78746  
(516) 327-7010  
**Robert Balon, President**

### J. Billie Associates

P.O. Box 9157  
Silver Spring, MD 20906  
(301) 924-5968  
**Jay Billie, President**

### Birch Radio

44 Sylvan Ave.  
Colonial Plaza, Ste. 20  
Englewood Cliffs, NJ 07632  
(201) 585-7667  
**Bill Livek, President**

### Bolton Research Corp.

2401 Pennsylvania Ave.  
Philadelphia, PA 19130  
(215) 232-2240  
**Ted Bolton, President**

### Burns Media

3054 Dona Marta Dr.  
Studio City, CA 91604  
(818) 985-8522  
**George A. Burns, President**

### Coleman Research

**Coleman Research**  
P.O. Box 13829  
Research Triangle Park, NC 27709  
(919) 790-0000  
**Jon A. Coleman, President**  
**Richard Harker, VP**

### Diary Experts

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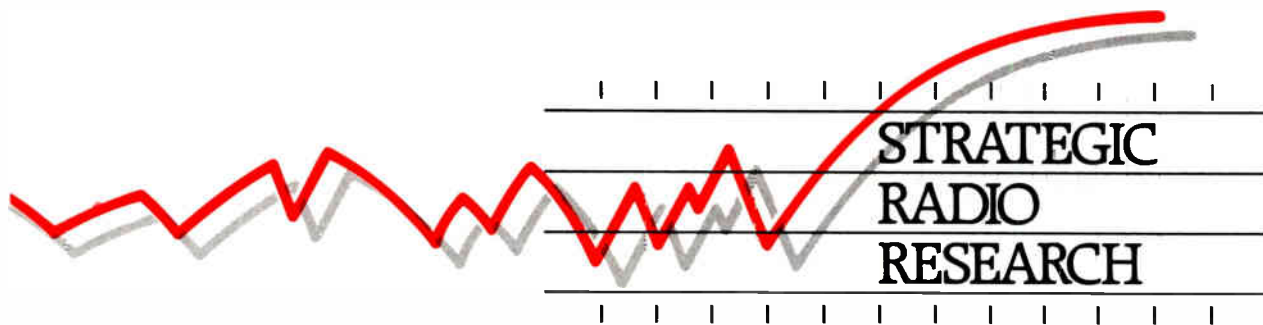
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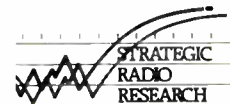
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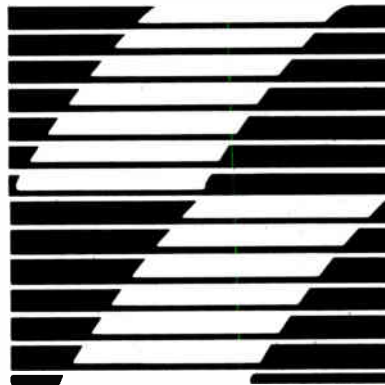
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## NATIONAL ALL-FORMAT

	AQH		CUME
1. WIVK-AM & FM/Knoxville (Ctry)	37.1	1. WINS/New York (News)	2,738,900
2. WVIC-AM & FM/Lansing-East Lansing (CHR)	27.1	2. WPLJ/New York (CHR)	2,488,200
3. WQUT/Johnson City-Kingsport (CHR)	25.2	3. WHTZ/New York (CHR)	2,399,500
4. WIKS/Coastal North Carolina (UC)	24.5	4. KIIS-AM & FM/Los Angeles (CHR)	1,855,400
5. KMOX/St. Louis (AC)	23.0	5. WCBS/New York (News)	1,819,400
6. WXLK/Roanoke-Lynchburg (CHR)	22.2	6. WBLS/New York (UC)	1,599,900
7. KFAB/Omaha-Council Bluffs (AC)	20.5	7. WCBS-FM/New York (Gold)	1,581,300
8. WNNK/Harrisburg-Lebanon (CHR)	19.4	8. WLTW/New York (AC)	1,535,400
9. WTIC/Hartford (AC)	19.0	9. WABC/New York (Talk)	1,525,400
10. WKSJ-FM/Mobile (Ctry)	19.3	10. WOR/New York (Talk)	1,522,900
11. WIOG/Flint (CHR)	18.9	11. WRKS/New York (UC)	1,506,200
11. WWDM/Columbia, SC (UC)	18.9	12. KPWR/Los Angeles (CHR)	1,472,000
13. WRBQ-AM & FM/Tampa-St. Petersburg (CHR)	18.8	13. WNEW-FM/New York (AOR)	1,420,100
14. WYYY/Syracuse (AC)	17.9	14. WGN/Chicago (Talk)	1,391,000
15. WCOS-FM/Columbia, SC (Ctry)	17.8	15. WQHT/New York (CHR)	1,372,800
16. KGBT/McAllen-Brownsville (Span)	17.6	16. WXRK/New York (AOR)	1,371,300
17. WTQR/Greensboro (Ctry)	17.5	17. WPAT-FM/New York (B/EZ)	1,348,300
18. WABB-FM/Mobile (CHR)	17.4	18. WHN/New York (Ctry)	1,261,600
18. WICC/Bridgeport (AC)	17.4	19. WBBM/Chicago (News)	1,204,700
18. WSKZ/Chattanooga (CHR)	17.4	20. KOST/Los Angeles (AC)	1,100,900
21. WXBQ/Johnson City-Kingsport (Ctry)	17.2	21. WNSR/New York (AC)	1,097,000
22. KASE/Austin (Ctry)	16.7	22. KABC/Los Angeles (Talk)	1,095,900
22. WHAT-FM/Youngstown-Warren (CHR)	16.7	23. KFWB/Los Angeles (News)	1,044,500
24. WAPE-AM & FM/Jacksonville (CHR)	16.5	24. KYW/Philadelphia (News)	1,034,300
25. WCCO/Minneapolis-St. Paul (AC)	16.3	25. WGCI-FM/Chicago (UC)	1,017,200
25. WFBQ/Indianapolis (AOR)	16.3		

## NEWS/TALK

	AQH		CUME
1. KIRO/Seattle-Tacoma (N/T)	9.5	1. WINS/New York (News)	2,738,900
2. WOR/New York (Morristown book) (Talk)	9.0	2. WCBS/New York (News)	1,819,400
3. WGN/Chicago (Talk)	8.4	3. WABC/New York (Talk)	1,525,400
4. KFBK/Sacramento (N/T)	8.3	4. WOR/New York (Talk)	1,522,900
5. KMJ/Fresno (N/T)	8.1	5. WGN/Chicago (Talk)	1,391,000
6. KGO/San Francisco (Salinas-Seaside book) (N/T)	7.9	6. WBBM/Chicago (News)	1,204,700
7. KGO/San Francisco (N/T)	7.8	7. KABC/Los Angeles (Talk)	1,095,900
7. KTOK/Oklahoma City (N/T)	7.8	8. KFWB/Los Angeles (News)	1,044,500
9. KGO/San Francisco (San Jose book) (N/T)	7.5	9. KYW/Philadelphia (News)	1,034,300
10. KMBZ/Kansas City (N/T)	7.0	10. KNX/Los Angeles (News)	937,300
10. KTAR/Phoenix (N/T)	7.0	11. KGO/San Francisco (N/T)	822,000
12. WRKO/Boston (N/T)	6.9	12. KCBS/San Francisco (N/T)	771,600
12. WWWE/Cleveland (N/T)	6.9	13. WCAU/Philadelphia (News)	554,400
14. KSDO/San Diego (N/T)	6.8	14. WRKO/Boston (N/T)	550,300
14. KTRH/Houston (News)	6.8	15. WWJ/Detroit (News)	547,000
14. KYW/Philadelphia (News)	6.8	16. WMAQ/Chicago (Talk)	542,200
17. WBAL/Baltimore (N/T)	6.6	17. KTRH/Houston (News)	515,400
17. WOR/New York (Monmouth book) (Talk)	6.6	18. WEEI/Boston (News)	503,400
19. KXL/Portland, OR (N/T)	6.4	19. KRLD/Dallas-Ft. Worth (News)	491,700
19. WNIR/Akron (Talk)	6.4	20. KIRO/Seattle (N/T)	473,900
21. WINZ/Miami-Ft. Lauderdale (N/T)	6.3	21. WTOP/Washington (News)	430,800
22. WBSM/New Bedford-Fall River (N/T)	6.2	22. WLBI/New York (N/T)	428,600
23. KARN/Little Rock (N/T)	6.1	23. WWDB/Philadelphia (Talk)	397,100
23. KXLY/Spokane (N/T)	6.1	24. WINS/New York (Nassau-Suffolk book) (News)	340,300
25. WHJJ/Providence (N/T)	5.9	25. WBAL/Baltimore (N/T)	338,500



# FORMAT LEADERS

## ADULT CONTEMPORARY

	AQH		CUME
1. KMOX/St. Louis	23.0	1. WLTW/New York	1,535,400
2. KFAB/Omaha-Council Bluffs	20.5	2. KOST/Los Angeles	1,100,900
3. WTIC/Hartford	19.0	3. WNSR/New York	1,097,000
4. WYYY/Syracuse	17.9	4. WNBC/New York	929,800
5. WICC/Bridgeport	17.4	5. WYNY/New York	927,300
6. WCCO/Minneapolis-St. Paul	16.3	6. KBIG/Los Angeles	877,700
7. WHAS/Louisville	16.2	7. KMOX/ St. Louis	816,900
8. WTMJ/Milwaukee-Racine	16.1	8. WLAK/Chicago	756,000
9. WCRZ/Flint	15.5	9. WPIX/New York	745,400
10. WRVA/Richmond	15.0	10. KIQQ/Los Angeles	706,600
11. KDKA/Pittsburgh	14.6	11. KDKA/Pittsburgh	687,900
11. WIBC/Indianapolis	14.6	12. WCLR/Chicago	655,200
13. WTFM/Johnson City-Kingsport	14.1	13. WBZ/Boston	611,600
14. KSSK/Honolulu	14.0	14. WCCO/Minneapolis-St. Paul	611,600
14. WFBC-FM/Greenville-Spartanburg	14.0	15. WMGK/Philadelphia	594,200
16. WLW/Cincinnati	13.9	16. WKSZ/Philadelphia	589,100
17. KKOB/Albuquerque	12.7	17. WFYR/Chicago	570,500
18. WRMF/West Palm Beach	12.0	18. KVIL-AM & FM/Dallas-Ft. Worth	522,200
19. WMJJ/Birmingham	11.8	19. KOIT-AM & FM/San Francisco	493,400
20. KGOR/Omaha-Council Bluffs	11.2	20. KYUU/San Francisco	485,000
21. KKOB-FM/Albuquerque	11.0	21. KIOI/San Francisco	467,200
22. WGY/Albany-Schenectady	10.7	22. WSN/Philadelphia	465,600
23. WTAG/Worcester	10.7	23. WNIC/Detroit	461,700
23. WELI/New Haven	10.6	24. WHDH/Boston	441,500
25. KRMG/Tulsa	10.4	25. KLOK-FM/San Francisco	439,500
25. WMAS-FM/Springfield	10.4		

## AOR

	AQH		CUME
1. WFBQ/Indianapolis	16.3	1. WNEW-FM/New York	1,420,100
2. WKDF/Nashville	15.6	2. WXRK/New York	1,371,300
3. WIMZ-AM & FM/Knoxville	15.5	3. KROQ/Los Angeles	932,200
4. WCMF/Rochester	14.8	4. WMMR/Philadelphia	843,400
5. WAAF/Worcester	14.1	5. WLUP-FM/Chicago	775,700
6. WTUE/Dayton	13.9	6. KLOS/Los Angeles	745,200
7. KATT/Oklahoma City	13.7	7. WBCN/Boston	558,100
8. KEZO/Omaha-Council Bluffs	13.5	8. WCKG/Chicago	540,500
9. KMOD/Tulsa	12.5	9. WRIF/Detroit	504,100
10. KSHE/St. Louis	11.5	10. WLLZ/Detroit	480,800
11. WLWQ/Columbus, OH	11.3	11. WXRT/Chicago	470,400
12. WNOR-AM & FM/Norfolk-Virginia Beach	11.2	12. KSHE/St. Louis	454,200
13. WIOT/Toledo	11.0	13. WWDC-FM/Washington	453,000
14. WZZO/Allentown-Bethlehem	10.9	14. WIOQ/Philadelphia	432,000
15. WPYX/Albany-Schenectady	10.8	15. KQRS-FM/Minneapolis-St. Paul	378,000
15. WRXL/Richmond	10.8	16. WKLS-FM/Atlanta	367,400
17. KLAQ/EI Paso	10.7	17. KLOL/Houston	365,400
18. KYYS/Kansas City	10.4	18. KTXQ/Dallas-Ft. Worth	355,600
19. KEZE/Spokane	10.3	19. WDVE/Pittsburgh	335,500
19. KRSP-FM/Salt Lake City	10.3	20. KFOG/San Francisco	308,900
19. WEBN/Cincinnati	10.3	21. WBAB/Nassau-Suffolk	308,100
22. WMMR/Philadelphia (Wilmington, DE)	9.9	22. WLUP/Chicago	304,000
23. WHJY/Providence	9.8	23. KRQR/San Francisco	295,600
24. WLAV-FM/Grand Rapids	9.7	24. KZEW/Dallas-Ft. Worth	279,600
25. WKRR/Greensboro	9.5	25. KBPI/Denver	278,200
25. WMFX/Columbia, SC	9.5		

# FORMAT LEADERS

## CONTEMPORARY HIT RADIO

		AQH			CUME
1.	WVIC-AM & FM/Lansing-East Lansing	27.1	1.	WPLJ/New York	2,488,200
2.	WQUT/Johnson City-Kingsport	25.2	2.	WHTZ/New York	2,399,500
3.	WXLK/Roanoke-Lynchburg	22.2	3.	KIIS-AM & FM/Los Angeles	1,855,400
4.	WNNK/Harrisburg-Lebanon	19.4	4.	KPWR/Los Angeles	1,472,000
5.	WIOG/Saginaw (Flint book)	18.9	5.	WQHT/New York	1,372,800
6.	WRBQ-AM & FM/Tampa-St. Petersburg	18.8	6.	WBBM-FM/Chicago	961,500
7.	WABB-FM/Mobile	17.4	7.	WKQX/Chicago	760,200
7.	WSKZ/Chattanooga	17.4	8.	WYTZ/Chicago	726,700
9.	WHOT-FM/Youngstown-Warren	16.7	9.	WCZY-AM & FM/Detroit	701,300
10.	WAPE-AM & FM/Jacksonville	16.5	10.	WCAU-FM/Philadelphia	684,300
11.	KZZU-AM & FM/Spokane	16.0	11.	WXKS-FM/Boston	669,500
12.	WTIC-FM/Hartford	14.1	12.	KRBE-AM & FM/Houston	636,900
13.	KQMQ-AM & FM/Honolulu	14.0	13.	KKBQ-AM & FM/Houston	632,600
14.	KKRD/Wichita	13.6	14.	WHYT/Detroit	603,100
15.	WPRO-FM/Providence	13.5	15.	KMEL/San Francisco	596,600
16.	WPXY-AM & FM/Rochester	13.3	16.	WLS/Chicago	579,400
17.	WMHE/Toledo	13.2	17.	WRBQ-AM & FM/Tampa-St. Petersburg	542,900
18.	WMMS/Cleveland	12.9	18.	WAVA/Washington	519,000
19.	WWKA/Orlando	12.8	19.	KEGL/Dallas-Ft. Worth	506,700
20.	WFMF/Baton Rouge	12.5	20.	WBZZ/Pittsburgh	479,200
20.	WGTZ/Dayton	12.5	21.	WLOL/Minneapolis-St. Paul	472,000
22.	WDLX/Coastal North Carolina	12.4	22.	WZGC/Atlanta	447,900
23.	KZZP-AM & FM/Phoenix	12.3	23.	WEGX/Philadelphia	442,300
24.	KAYI/Tulsa	12.0	24.	KIIS-AM & FM/Los Angeles (Anaheim book)	432,800
25.	WKQB/Charleston, SC	11.9	25.	WBSB/Baltimore	434,600

## COUNTRY

		AQH			CUME
1.	WIVK-AM & FM/Knoxville	37.1	1.	WHN/New York	1,261,600
2.	WKSJ-FM/Mobile	19.3	2.	KIKK-FM/Houston	557,900
3.	WCOS-FM/Columbia, SC	17.8	3.	WUSN/Chicago	533,800
4.	WTQR/Greensboro	17.5	4.	KILT-FM/Houston	488,900
5.	WXBQ/Johnson City-Kingsport	17.2	5.	KPLX/Dallas-Ft. Worth	458,800
6.	KASE/Austin	16.7	6.	WBAP/Dallas-Ft. Worth	453,200
7.	WESC-AM & FM/Greenville-Spartanburg	16.1	7.	KLAC/Los Angeles	445,400
8.	KSSN/Little Rock	15.5	8.	KZLA/Los Angeles	413,100
8.	WZZK-AM & FM/Birmingham	15.5	9.	KSCS/Dallas-Ft. Worth	393,200
10.	WAMZ/Louisville	15.4	10.	WMZQ-FM/Washington	388,200
11.	KUZZ/Bakersfield	15.1	11.	KNIX-AM & FM/Phoenix	374,800
12.	WDAF/Kansas City	14.3	12.	KSAN/San Francisco	363,000
13.	WITL-FM/Lansing-East Lansing	13.8	13.	WKHX-AM & FM/Atlanta	343,200
14.	KNIX-AM & FM/Phoenix	13.1	14.	WWWW/Detroit	322,300
14.	KWEN/Tulsa	13.1	15.	WXTU/Philadelphia	320,700
16.	WRNS/Coastal North Carolina	12.4	16.	WDAF/Kansas City	291,300
16.	WYNK-AM & FM/Baton Rouge	12.4	17.	WYAY/Atlanta	282,600
18.	WSOC-FM/Charlotte	12.2	18.	KEEY/Minneapolis-St. Paul	249,700
19.	WYYD/Roanoke-Lynchburg	12.1	19.	WGAR-AM & FM/Cleveland	243,300
20.	WQXK/Youngstown-Warren	12.0	20.	WPOC/Baltimore	242,700
21.	WEZL/Charleston, SC	11.9	21.	KNEW/San Francisco	207,100
22.	WSM-FM/Nashville	11.8	22.	WQYK/Tampa-St. Petersburg	203,900
22.	WUSY/Chattanooga	11.8	23.	KFKF/Kansas City	202,200
24.	WQIK-AM & FM/Jacksonville	11.0	24.	WIL-FM/St. Louis	196,800
25.	WFMS/Indianapolis	10.8	25.	WKQS/Miami-Ft. Lauderdale	177,600

# FORMAT LEADERS

## BIG BAND

	AQH		CUME
1. WNJY/West Palm Beach	6.1	1. WNEW/New York	693,100
2. WOKY/Milwaukee-Racine	5.7	2. KMPC/Los Angeles	690,400
3. WAVZ/New Haven	5.6	3. KFRC/San Francisco	406,200
3. WECK/Buffalo-Niagara Falls	5.6	4. WPEN/Philadelphia	401,000
5. KORK/Las Vegas	4.6	5. WGAY/Washington	408,000
5. WKAP/Allentown-Bethlehem	4.6	6. WJJD/Chicago	364,700
7. WGUL-AM & FM/Tampa-St. Petersburg	4.5	7. CLKW/Detroit	323,900
7. WPEN/Philadelphia	4.5	8. WJAS/Pittsburgh	189,200
9. KMPC/Los Angeles (Anaheim book)	4.3	9. KMPC/Anaheim-Santa Ana	181,800
10. KYTE/Portland, OR	4.3	10. WWRC/Washington	163,700

## GOLD

	AQH		CUME
1. WKLH/Milwaukee-Racine	8.8	1. WCBS-FM/New York	1,581,300
2. WHTT-FM/Buffalo-Niagara Falls	7.6	2. KRTH-FM/Los Angeles	977,300
3. WDRC-FM/Hartford	7.3	3. KLSX/Los Angeles	743,600
4. KRTH-FM/Los Angeles (Riverside book)	7.2	4. KSFO & KYA/San Francisco	619,600
5. WDRC-FM/Hartford (New Haven book)	6.3	5. WJMK/Chicago	577,000
5. WXLY/Charleston, SC	6.3	6. WYSP/Philadelphia	574,700
7. KGMG-AM & FM/North San Diego County	6.2	7. WRXR/Chicago	473,600
8. KRTH-FM/Los Angeles (Anaheim book)	5.9	8. KRTH/Los Angeles	427,900
9. WMMQ/Lansing-East Lansing	5.4	9. WCSX/ Detroit	391,800
9. WNOO/Chattanooga	5.4	10. KRLA/Los Angeles	376,900
9. WSEN-AM & FM/Syracuse	5.4	11. KLUV/Dallas-Ft. Worth	333,500
12. WCBS-FM/New York (Morristown)	5.3	12. WZLX/Boston	328,100
13. WIBM/Lansing-East Lansing	5.2	13. WCXR/Washington	316,300
		14. KZFX/Houston	279,900
		15. WFIL/Philadelphia	241,700

## SPANISH

	AQH		CUME
1. KGBT/McAllen-Brownsville	17.6	1. KLVE/Los Angeles	496,800
2. KIWW/McAllen-Brownsville	11.0	2. KTNQ/Los Angeles	428,800
3. KAMA/El Paso	5.4	3. WSKQ/New York	381,000
4. KCOR/San Antonio	5.1	4. WADO/New York	377,900
4. WQBA/Miami-Ft. Lauderdale	5.1	5. WKDM/New York	279,400
6. KIRT/McAllen-Brownsville	5.0	6. KWKW/Los Angeles	268,000
7. WCMQ-FM/Miami-Ft. Lauderdale	4.8	7. KALI/Los Angeles	223,100
8. KXEW/Tucson	4.3	8. WCMQ/Miami-Ft. Lauderdale	203,300
9. KCTY/Salinas-Seaside-Monterey	4.1	9. WQBA/Miami-Ft. Lauderdale	200,000
10. KEDA/San Antonio	3.6	10. WOJO/Chicago	180,200
10. KQXX/McAllen-Brownsville	3.6		

# FORMAT LEADERS

## BEAUTIFUL MUSIC/EASY LISTENING

	AQH		CUME
1. WFMZ/Allentown	15.7	1. WPAT-FM/New York	1,348,300
2. WEZN/Bridgeport	13.9	2. KJOI/Los Angeles	811,000
3. WEAT-FM/West Palm Beach	13.7	3. WLOO/Chicago	741,200
4. WSRW/Worcester	13.6	4. WEAZ/Philadelphia	645,300
5. KJYK/Tucson	13.1	5. WPAT/New York	631,500
6. KXTZ/Las Vegas	12.4	6. KABL-AM & FM/San Francisco	491,300
7. KXLY-FM/Spokane	11.8	7. WJOI/Detroit	419,800
8. KMEQ-AM & FM/Phoenix	11.7	8. WJIB/Boston	416,000
8. WSSP/Orlando	11.7	9. WLYF/Miami	392,200
10. WHIO-FM/Dayton	11.5	10. KODA/Houston	372,900
11. KEZQ-AM & FM/Little Rock	11.4	11. WPCH/Atlanta	346,700
12. WPVR/Roanoke-Lynchburg	11.2	12. WSHH/Pittsburgh	340,200
13. WROW-FM/Albany-Schenectady	11.1	13. WLIF/Baltimore	334,400
14. WKLV/Providence	11.0	14. KMEZ-AM & FM/Dallas-Ft. Worth	321,000
15. WOOD-FM/Grand Rapids	10.6	15. KEZK/St. Louis	303,100
16. KCTC/Sacramento	10.5	16. KOSI/Denver	299,500
16. WRCH/Hartford (Springfield book)	10.5	17. KMEQ-AM & FM/Phoenix	294,700
18. KUMU-AM & FM/Honolulu	10.2	18. WQAL/Cleveland	285,300
18. WEZK/Knoxville	10.2	19. KJQY/San Diego	280,400
20. WDEF-FM/Chattanooga	9.9	20. WWBA/Tampa-St. Petersburg	277,400
21. KJQY/San Diego (North San Diego book)	9.8	21. WAYL-FM/Minneapolis-St. Paul	267,100
21. WKBN-FM/Youngstown-Warren	9.8	22. WLKW/Providence	256,000
21. WLIF/Baltimore	9.8	23. WDOK/Cleveland	244,000
24. WVEZ/Cincinnati	9.6	24. WVEZ/Cincinnati	203,400
25. WLQR/Toledo	9.5	25. WEZW/Milwaukee	195,100
25. WQAL/Cleveland	9.5		

## URBAN CONTEMPORARY

	AQH		CUME
1. WIKS/Coastal North Carolina	24.5	1. WBLS/New York	1,599,900
2. WWDM/Columbia, SC	18.9	2. WRKS/New York	1,506,200
3. WDZZ/Flint	16.0	3. WGCI-FM/Chicago	1,017,200
4. WHRK/Memphis	15.8	4. WBMX/Chicago	773,600
5. WBLX/Mobile	14.3	5. WUSL/Philadelphia	617,900
6. WQUE/New Orleans	13.2	6. WJLB/Detroit	527,900
7. WPLZ-FM/Richmond	12.6	7. KSOL/San Francisco	520,000
8. WYLD-FM/New Orleans	12.2	8. KJLH/Los Angeles	482,000
9. WPEG/Charlotte	11.9	9. WHUR/Washington	428,300
10. WVEE/Atlanta	11.0	10. WKYS/Washington	421,200
11. WXOK/Baton Rouge	10.4	11. KMJQ/Houston	451,400
12. KQXL/Baton Rouge	10.1	12. KDAY/Los Angeles	418,700
13. WWWZ/Charleston, SC	9.7	13. WDAS-FM/Philadelphia	419,000
14. WHYZ/Greenville-Spartanburg	9.6	14. WVEE/Atlanta	366,200
15. WTLC/Indianapolis	9.2	15. KKDA-FM/Dallas-Ft. Worth	347,100
16. KMJQ/Houston	9.1	16. WDJY/Washington	332,900
17. KRNB/Memphis	8.8	17. WXYV/Baltimore	242,900
18. KKDA-FM/Dallas-Ft. Worth	8.7	18. KMJM/St. Louis	221,000
18. WENN/Birmingham	8.7	19. WPGC-AM & FM/Washington	218,700
20. WGCI-FM/Chicago	8.6	20. WEDR/Miami-Ft. Lauderdale	210,100
21. WGOK/Mobile	7.8	21. WAMO-FM/Pittsburgh	209,500
21. WJLB/Detroit	7.8	22. XHRM/San Diego	196,300
23. WQKQ/Nashville	7.5	23. WZAK/Cleveland	199,000
23. WUSL/Philadelphia (Wilmington, DE)	7.5	24. WLUM/Milwaukee	176,300
23. WZAK/Cleveland	7.5	25. WEKS-AM & FM/Atlanta	168,200



# EASY LISTENING LEADERS ARE SAYING THIS ABOUT ULTRA:

## **KABL — SAN FRANCISCO,**

Mike Grinsell, Vice President/General  
Manager:

*"We're delighted to be one of the newest  
Bonneville clients. Their new ULTRA for-  
mat matches perfectly with today's Easy  
Listening KABL."*

## **KODA, GROUP W RADIO — HOUSTON,**

Ken Rogulski, Program Director:

*"Bonneville...the right people, the right  
product and the right position for the  
1990's."*

## **WFPG — ATLANTIC CITY,**

Dick Taylor, Vice President/General  
Manager:

*"They're right on target! It's where Easy  
Listening should be today, and their  
custom instrumental music is the real  
edge for this format."*

## **WLOO — CHICAGO,**

Harvey Whittenberg, Vice President:

*"Their new music is smoother sounding,  
and listener reaction from the younger  
demos has been fantastic."*

## **KJOI — LOS ANGELES,**

Bob Darling, Manager: Programming/  
Operations:

*"I'm pleased that we are adding  
Bonneville Broadcasting System's music  
product to our sound. They are progres-  
sive thinkers in a format that for too long  
has been living in the past."*

## **KSFI — SALT LAKE CITY,**

Craig Hanson, Vice President/General  
Manager:

*"We're delighted with the evolution of  
this outstanding product from Bonneville.  
It's where Easy Listening should be."*

## **WJOI — DETROIT,**

Steve Van Oort, Station Manager:

*"Bonneville is quietly moving ahead, and  
their easy listening is now really Easy  
Listening."*

## **WQAL — CLEVELAND,**

Mark Biviano, Vice President/General  
Manager:

*"In a market with Easy Listening competi-  
tion, Bonneville's ULTRA programming  
gives us the winning edge."*

Bonneville's ULTRA Easy Listening format provides these and many other leading stations with custom music exclusivity, a constantly researched library and great profitability.

If you're not feeling as good as these stations...  
contact Bonneville. Find out how to get Ultra happy!



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As you examine R&R's "Ratings Report & Directory," you will find that the following are some of the highlights to look for in the in-depth market breakouts.

## SHARE TRENDS

All stations in the top 50 markets which earned at least a 1.0 share, and the top ten stations in markets 51-100 (all according to the spring '87 Arbitron sweep), are listed. Trends read left to right, with the most recent results on the right and the spring '86 share on the left. Results from additional surveys (summer, fall, and winter) are shown in between. Up to five books can be included in any market's trend report, which covers the past year. Stations are ranked according to their Monday-Sunday (total persons 12+) average quarter hour share, with the #1 listed on top.

## AUDIENCE RANKINGS

The five rankings to the right of each station's format designation will help you understand a station's core strength. The first listing shows a station's Monday-Sunday (total persons 12+) cume rank, followed by four AQH demo ranks for teens, adults 18-34, adults 18-49, and adults 25-54. At the bottom of those pages showing results for the top 50 markets you will also find more detailed breakdowns on key adult demos. Top 10 stations are listed for six different categories: men and women 18-34, 18-49, and 25-54. These rankings are again based on Monday-Sunday AQH.

## TURNOVER/DAILY TIME SPENT LISTENING

The column to the immediate right of the adults 25-54 rankings in each market breakout chart demonstrates the relationship between audience turnover and daily time spent listening for each station. Again based on adults 12+, these figures examine how stations compare according to audience loyalty. Programming efforts of various stations can easily be checked by comparing these figures.

Understanding these numbers is not difficult. There is an inverse relationship between Turnover (TO) and Time Spent Listening (TSL). The higher the TSL the lower the turnover, or audience flux. This indicates a stronger degree of loyalty than a station with high TO and fewer minutes tuned daily by its listeners.

## REP & NETWORK INFORMATION

For the convenience of all users of the R&R Ratings Report we designate all network and representative affiliations as listed on page 3B in each Arbitron report.

## BIRCH RADIO SHARES

To offer a comparison between the diary-based Arbitron numbers and the telephone-derived Birch Radio estimates, we show — where available — 12+ average person estimates from the spring '87 Birch quarterlies. One note: Arbitron numbers cover approximately April-June, while Birch results are for March-May.

## FORMAT REACH CHART

The lower right corner for each top 50 market page shows a bar graph which compares format reach within that market. Totals are computed by format by adding the spring '87 12+ Monday-Sunday AQH numbers shown in each market breakout. For example, all AOR shares are added together.

# A Step-By-Step For Using R&R Ratings Data

NEW

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ AQH	STATIONS	FORMAT
6.9	5.5	5.8	5.1	5.8	1	WHTZ 100.3	CHR
4.3	4.4	4.5	4.3	4.8	2	WPAT-FM 93.1	B/EZ
5.9	5.5	5.1	4.8	4.8	3	WPLJ 95.5	CHR
4.3	4.9	4.6	4.7	4.6	4	WBLS 107.5	UC
4.6	4.9	4.6	5.4	4.5	5	WINS 1010	NEWS
1.6	1.4	3.1	3.5	4.4	6	WQHT 103.5	CHR
6.2	5.1	5.1	4.8	4.4	7	WRKS 98.7	UC

## DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49
1 WNEW-FM	1 WHTZ	1 WXRK	1 WHTZ
2 WXRK	2 WPLJ	2 WNEW-FM	2 WPLJ
3 WBLS	3 WQHT	3 WBLS	3 WLTW
4 WRKS	4 WRKS	4 WCBS-FM	4 WBLS
5 WHTZ	5 WBLS	5 WHTZ	5 WRKS
6 WQHT	6 WNEW-FM	6 WPLJ	6 WQHT
7 WPLJ	7 WLTW	7 WRKS	7 WCBS-FM
8 WLTW	8 WNSR	8 WQHT	8 WNSR
9 WCBS-FM	9 WXRK	9 WLTW	9 WNEW-FM
10 WBAB	10 WYNY	10 WINS	10 WINS

# Step Manual &R's Unique Data Features

## DRK #1

	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
3	2	1	1	3	13/64	EASTMAN			6.9
4	22	23	18	14	17/71	CHRISTAL			1.2
2	4	3	3	5	15/51	BANNER	ABC-R		5.3
5	5	4	2	4	21/52	MCGAVREN	SHRDN		6.5
1	15	13	11	7	13/43	GROUP W	ABC-D		3.7
2	1	6	9	16	15/72	DURPETTI			4.7
0	3	5	7	11	19/61	REPUBLIC	US1		5.3

		FORMAT REACH	
Men 25-54	Women 25-54		
WCBS-FM	1 WLTW	AC	11.1
WXRK	2 WHTZ	AOR	6.8
WBLS	3 WCBS-FM	BBnd	1.8
WNEW-FM	4 WBLS	BM/Easy	6.3
WLTW	5 WPLJ	CHR	15.0
WHTZ	6 WINS	Clas	3.1
WPLJ	7 WSKQ	Ctry	2.8
WINS	8 WNSR	Gold	3.7
WHN	9 WRKS	N/T	16.4
WCBS	10 WPAT-FM	Span	4.8
		UC	9.0

## Network Abbreviation Key

ABC-C	ABC Contemporary
ABC-D	ABC Direction
ABC-E	ABC Entertainment
ABC-F	ABC FM
ABC-I	ABC Information
ABC-R	ABC Rock
ABC-T	ABC Talk
AP	Associated Press
CBS	CBS Radio
CBS-R	CBS RadioRadio
MBS	Mutual Broadcasting System
NBC	NBC Radio
NBC-S	NBC Source
NBC-T	NBC Talk
NBN	National Black Network
SHRDN	Sheridan
SMN	Satellite Music Network
US1	United Stations 1
US2	United Stations 2
UPI	United Press International

## Reps Abbreviation Key

BANNER	Banner Radio
CABALLERO	Caballero Spanish Media
CBS SPOT	CBS Radio Spot Sales
CHRISTAL	The Christal Company
CITIMEDIA	Citimedia, Inc.
CMBS	Concert Music Broadcast Sales, Inc.
D-CLAYTON	Dora Clayton Agency, Inc.
DURPETTI	Durpetti And Associates
EASTMAN	Eastman Radio, Inc.
GROUP W	Group W Radio Sales
HNWH	Hillier, Newmark, Wechsler & Howard
J BOLTON	Jack Bolton & Associates
JC GATES	J.C. Gates & Co.
KATZ	Katz Radio
LOTUS	Lotus Hispanic Reps
MARKET 4	Market 4 Radio
MASLA	Masla Radio
MMR	Major Market Radio Inc.
MCGAVREN	McGavren-Guild, Inc.
PATT MEDIA	Patt Media
P/W RADIO	P/W Radio Representatives
R A LAZAR	R.A. Lazar & Co.
RADIO WEST	Radio West
REPUBLIC	Republic Radio Inc.
ROSLIN	Roslin Radio Sales, Inc.
SAVALLI	Savalli Broadcast Sales
SCHWARTZ	Harold S. Schwartz Associates, Inc.
SELCOM	Selcom Radio
SOUTHERN	Southern Spot Sales
TN SPOT	TN Spot Sales
TORBET	Torbet/Select Radio
UNIREP	Unirep Broadcasting Co.
W&P	Weiss & Powell, Inc.



# ANAHEIM-SANTA ANA #20

SPRING '86	FALL '86	SPRING '87	METRO DANK 12+ ADH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK
7.8	7.9	8.5	1	KIIS-A/F 1150 102.7	CHR	1	2	1	1	2	17/65	MCGAVREN	
4.4	5.2	5.9	2	KRTH-FM 101.1	GOLD	2	12	4	2	1	16/69	REPUBLIC	US2
6.1	4.7	5.7	3	KABC 790	TALK	6	24	15	11	7	13/82	KATZ	ABC-T
5.3	5.8	5.5	4	KROQ 106.7	AOR	4	3	2	4	11	14/77	TORBET	
5.7	5.0	5.3	5	KJOI 98.7	B/EZ	12	36	22	15	10	12/92	BANNER	
3.4	3.8	5.0	6	KPWR 105.9	CHR	3	1	6	8	13	17/63	HNWH	
6.1	4.7	4.9	7	KBIG 104.3	AC	5	16	11	7	4	16/70	CBS SPOT	
0.0	2.6	4.6	8	KLSX 97.1	GOLD	11	10	3	3	3	14/78	MMR	
5.2	3.3	4.3	9	KMPC 710	BBND	14	21	34	26	19	14/80	DURPETTI	
4.3	3.6	3.7	10	KNX 1070	NEWS	9	32	18	16	16	19/58	CBS SPOT	CBS
4.4	4.0	3.7	11	KOST 103.5	AC	7	9	7	6	6	20/53	CHRISTAL	
5.1	3.3	3.5	12	KLOS 95.5	AOR	8	6	5	5	5	20/55	KATZ	ABC-R
3.5	3.5	3.2	13	KIQQ 100.3	AC	13	15	13	9	8	19/58	TORBET	TRNSTR
1.9	2.5	2.6	14	KFWB 980	NEWS	10	18	25	21	15	25/43	GROUP W	NBC
4.0	2.4	2.5	15	KTWV 94.7	AA	15	19	10	10	9	17/63	BANNER	NBC-S
1.5	1.7	1.9	16	KEZY 95.9	CHR	16	4	8	13	20	22/49		
0.7	1.8	1.9	17	KWIZ-A/F 1480 96.7	AC	18	13	12	14	17	15/73	TORBET	
2.5	1.6	1.8	18	KFI 640	AC	17	17	26	18	14	19/57	CHRISTAL	MBS
0.6	0.7	1.8	19	KRTH 930	GOLD	21	11	14	12	12	15/73	REPUBLIC	US1
2.2	1.7	1.7	20	KNAC 105.5	AOR	27	5	9	16	36	10/105	MASLA	
2.0	2.0	1.7	21	KZLA 93.9	CTRY	20	38	17	19	18	16/67	EASTMAN	
1.1	1.6	1.4	22	KFAC-FM 92.3	CLAS	22	30	38	34	28	19/57	MCGAVREN	
1.2	1.7	1.2	23	KLVE 107.5	SPAN	29	20	21	20	21	13/84	CABALLERO	
1.7	1.0	1.2	24	KIKF 94.3	CTRY	26	27	19	23	22	16/69		

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AA	AC	AOR	BBnd	BM/Easy	CHR	Clas	Ctry	Gold	N/T	Span
1 KROQ	1 KIIS-FM	1 KLSX	1 KIIS-FM	1 KRTH-FM	1 KIIS-FM	2.5	15.5	10.7	4.3	5.3	15.4	1.4	2.9	12.3	12.0	1.2
2 KLSX	2 KPWR	2 KRTH-FM	2 KOST	2 KLSX	2 KRTH-FM											
3 KLOS	3 KROQ	3 KRTH-FM	3 KROQ	3 KIIS-FM	3 KBIG											
4 KRTH-FM	4 KRTH-FM	4 KIIS-FM	4 KBIG	4 KLOS	4 KOST											
5 KIIS-FM	5 KOST	5 KLOS	5 KPWR	5 KABC	5 KIQQ											
6 KNAC	6 KLOS	6 KABC	6 KIQQ	6 KROQ	6 KTWV											
7 KPWR	7 KLSX	7 KRTH	7 KROQ	7 KRTH	7 KLSX											
8 KRTH	8 KTWV	8 KNAC	8 KTWV	8 KFWB	8 KJOI											
9 KEZY	9 KEZY	9 KPWR	9 KLSX	9 KJOI	9 KABC											
10 KABC	10 KBIG	10 KBIG	10 KWIZ-FM	10 KMPC	10 KLOS											



# ATLANTA #13

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ ADH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
8.6	11.0	9.6	9.8	11.0	1	<b>WVEE</b> 103.3	UC	3	2	2	1	1	9/114	MCGAVREN	US1	13.3
6.1	7.2	7.8	8.2	8.5	2	<b>WZGC</b> 92.9	CHR	1	1	3	4	10	15/72	HNWH		9.9
9.2	9.6	8.7	6.9	8.3	3	<b>WKLS</b> 96.1	AOR	2	3	1	2	6	13/86	KATZ	ABC-R	13.2
6.1	4.3	5.9	7.0	8.0	4	<b>WYAY</b> 106.7	CTRY	9	6	6	3	3	10/107	MMR		9.9
6.5	6.8	8.0	7.7	7.9	5	<b>WKHX-A/F</b> 590 101.5	CTRY	8	8	9	5	3	12/92	EASTMAN		6.4
5.7	6.6	7.9	8.1	7.7	6	<b>WSB</b> 750	AC	4	17	12	11	9	14/80	CHRISTAL	ABC-I	4.9
9.2	7.9	8.3	9.2	7.4	7	<b>WPCH</b> 94.9	B/EZ	7	12	11	9	7	13/81	KATZ		5.7
5.3	5.9	5.2	6.7	5.8	8	<b>WSB-FM</b> 98.5	AC	6	7	5	6	5	17/63	CHRISTAL		5.9
9.1	7.5	6.7	6.1	5.1	9	<b>WQXI-FM</b> 94.1	CHR	5	10	4	7	4	20/54	BANNER		5.9
5.6	4.1	4.3	4.8	3.9	10	<b>WFOX</b> 97.1	AC	10	9	8	8	8	19/57	MMR		3.2
2.4	2.0	3.6	2.8	3.5	11	<b>WEKS-A/F</b> 1080 104.1	UC	12	5	7	10	12	14/80	DURPETTI	CBS-R	4.6
3.9	4.0	2.5	3.1	3.3	12	<b>WARM</b> 99.7	CHR	11	4	10	12	13	18/60	EASTMAN		3.2
4.1	2.9	2.7	2.3	3.2	13	<b>WAOK</b> 1380	UC	14	13	13	13	11	10/106	MCGAVREN	NBN	2.1
1.7	3.4	2.6	3.9	2.6	14	<b>WGST</b> 920	N/T	13	21	14	14	14	18/62	KATZ	CBS	3.2

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WKLS	1 WVEE	1 WKLS	1 WVEE	1 WKLS	1 WVEE	AC	17.4
2 WVEE	2 WQXI-FM	2 WVEE	2 WSB-FM	2 WVEE	2 WKHX-FM	AOR	8.3
3 WZGC	3 WZGC	3 WYAY	3 WQXI-FM	3 WYAY	3 WYAY	BM/Easy	7.4
4 WQXI-FM	4 WKLS	4 WZGC	4 WYAY	4 WKHX-FM	4 WQXI-FM	CHR	16.9
5 WEKS-FM	5 WSB-FM	5 WKHX-FM	5 WZGC	5 WSB	5 WSB-FM	Clas	8.0
6 WSB-FM	6 WYAY	6 WSB-FM	6 WKHX-FM	6 WQXI-FM	6 WPCH	Ctry	7.9
7 WYAY	7 WFOX	7 WQXI-FM	7 WKLS	7 WSB-FM	7 WFOX	N/T	2.6
8 WFOX	8 WEKS-FM	8 WFOX	8 WFOX	8 WFOX	8 WAOK	UC	17.7
9 WARM	9 WKHX-FM	9 WSB	9 WPCH	9 WPCH	9 WZGC		
10 WKHX-FM	10 WARM	10 WPCH	10 WAOK	10 WGST	10 WSB		

# BALTIMORE #16

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK	12+ ADH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
10.2	8.8	10.0	10.5	9.8	1	1	WLIF 101.9	B/EZ	3	23	12	5	2	9/121	CHRISTAL		7.5
7.3	6.7	7.2	9.0	9.6	2	2	WBSB 104.3	CHR	1	1	1	1	1	12/92	BANNER	ABC-C	11.6
6.9	9.1	8.6	8.4	6.6	3	3	WBAL 1090	N/T	2	17	20	11	7	13/81	HNWH	ABC-E	7.1
6.6	5.8	5.7	4.8	5.8	4	4	WPOC 93.1	CTRY	6	11	7	4	3	11/99	EASTMAN	ABC-D	6.2
7.7	8.7	7.2	6.3	5.7	5	5	WXYV 102.7	UC	5	3	3	2	4	11/97	MCGAVREN		8.5
6.4	6.1	4.7	5.1	5.0	6	6	WIYY 97.9	AOR	4	4	2	3	8	14/77	HNWH	ABC-R	8.1
3.3	2.4	2.9	3.4	4.1	7	7	WCAO 600	CTRY	11	10	23	19	12	10/105	MCGAVREN	NBC	3.1
2.9	2.8	2.5	3.1	4.0	8	8	WBGR 860	REL	21	6	17	14	11	6/168	ROSLIN	UPI	1.9
3.6	3.1	4.4	4.5	3.3	9	9	WWMX 106.5	AC	7	12	5	6	5	19/57	KATZ		3.8
4.6	4.4	3.3	3.3	3.1	10	10	WFBR 1300	TALK	10	33	22	21	17	14/78	REPUBLIC	CBS	2.1
2.9	1.9	2.7	2.1	3.0	11	11	WQSR 105.7	GOLD	12	15	11	7	6	14/79	BANNER	CBS	1.9
1.4	1.4	1.3	1.1	2.8	12	12	WCBM 680	AC	8	22	19	20	15	19/56	KATZ	UPI	1.2
2.4	3.2	2.7	3.3	2.6	13	13	WWDC-FM 101.1	AOR	9	7	4	8	14	19/57	CHRISTAL	US1	4.5
2.6	3.0	3.0	2.1	2.5	14	14	WITH 1230	BBND	17	29	31	30	25	13/83	GROSKIN	MBS	1.0
2.8	2.7	3.1	3.2	2.5	15	15	WWIN-FM 95.9	UC	15	9	6	9	10	14/78	MMR		2.4
2.1	1.7	1.9	1.9	2.4	16	16	WWIN 1400	UC	13	8	9	12	13	16/67	MMR	NBN	1.6
0.8	1.8	1.2	1.5	2.2	17	17	WRQX 107.3	CHR	18	2	13	15	22	15/74	BANNER	ABC-C	2.5
2.8	2.8	3.3	2.9	2.1	18	18	WYST-FM 92.3	AC	14	18	10	10	9	18/60	MMR	AP	1.7
2.3	2.0	2.3	2.3	2.1	19	19	WEBB 1360	UC	19	5	15	16	23	15/73	CITIMEDIA	SHRDN	1.6
1.2	1.7	1.9	2.3	1.8	20	20	WGRX 100.7	GOLD	16	13	8	13	18	19/56	TORBET	ABC-F	3.8
1.3	0.8	1.3	1.0	1.5	21	21	WRBS 95.1	REL	23	24	21	22	21	13/83			.9
2.0	2.3	1.4	1.4	1.3	22	22	WHUR 95.1	UC	20	16	16	18	16	21/52	DURPETTI		1.7
1.1	0.8	1.1	0.9	1.2	23	23	WTOP 1500	NEWS	22	34	27	24	20	21/52	HNWH	CBS	.6
1.2	1.2	0.8	1.0	1.2	24	24	WHFS 99.1	AOR	24	14	14	17	19	16/69	MASLA	MBS	2.0

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WIYY	1 WBSB	1 WIYY	1 WBSB	1 WPOC	1 WBSB	AC  8.2
2 WWDC-FM	2 WXYV	2 WXYV	2 WXYV	2 WQSR	2 WLIF	AOR  8.8
3 WXYV	3 WWMX	3 WWDC-FM	3 WLIF	3 WXYV	3 WXYV	BBnd  2.5
4 WBSB	4 WIYY	4 WBSB	4 WWMX	4 WIYY-FM	4 WWMX	BM/Easy  9.8
5 WGRX	5 WWIN-FM	5 WPOC	5 WPOC	5 WLIF	5 WPOC	CHR  11.8
6 WPOC	6 WLIF	6 WQSR	6 WQSR	6 WBSB	6 WQSR	Ctry  9.9
7 WHFS	7 WYST-FM	7 WBAL	7 WIYY	7 WBAL	7 WBGR	Gold  4.8
8 WWIN	8 WQSR	8 WGRX	8 WWIN-FM	8 WWMX	8 WYST-FM	N/T  10.9
9 WEBB	9 WRQX	9 WWIN-FM	9 WYST-FM	9 WWDC-FM	9 WBAL	Rel/CC  5.5
10 WWIN-FM	10 WBGR	10 WLIF	10 WBGR	10 WCBM	10 WWIN-FM	UC  14.0

# BIRMINGHAM #47

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
13.8	16.7	15.9	15.8	15.5	1	<b>WZZK-A/F</b> 610 104.7	CTRY	1	8	5	2	1	11/101	KATZ		15.8
11.9	7.2	7.3	8.4	11.8	2	<b>WMJJ</b> 96.5	AC	4	5	3	1	2	10/104	BANNER		6.5
11.3	13.7	15.5	12.7	11.6	3	<b>WAPI-FM</b> 94.5	CHR	2	2	1	3	3	13/87	CHRISTAL	ABC-C	15.9
8.3	6.5	7.2	6.9	10.9	4	<b>WKXX</b> 106.9	CHR	3	1	2	4	5	12/88	MCGAVREN	ABC-D	15.6
13.1	12.2	9.8	12.8	8.7	5	<b>WENN</b> 107.7	UC	5	3	4	5	4	12/93	HNWH	NBN	10.6
3.3	4.9	5.5	2.9	5.2	6	<b>WAGG</b> 132.0	REL	12	6	9	7	6	8/131	HNWH	NBN	2.6
4.4	4.3	5.4	6.2	4.1	7	<b>WERC</b> 96.0	N/T	7	21	12	10	10	14/79	MCGAVREN		4.0
5.0	4.3	4.6	4.0	4.1	8	<b>WAPI</b> 107.0	BBND	11	12	23	14	14	11/103	CHRISTAL	NBC	2.9
2.7	3.6	4.1	4.6	3.6	9	<b>WLTB</b> 99.5	AC	6	9	6	6	7	16/67	EASTMAN		4.3
6.2	4.8	4.8	5.1	3.3	10	<b>WATV</b> 90.0	UC	10	4	8	9	9	14/79	ROSLIN	ABC-E	4.3
2.2	2.2	2.3	1.8	3.2	11	<b>WDJC</b> 93.7	REL	8	10	7	8	8	16/67	CRAWFORD		3.1
2.0	1.9	2.1	1.1	2.1	12	<b>WVOK</b> 69.0	GOLD	9	19	11	12	12	23/47	EASTMAN	CBS	1.8
3.0	2.7	2.4	1.9	1.9	13	<b>WJLD</b> 140	UC	13	11	13	13	13	15/70	MASLA	MBS	1.6
0.4	1.0	1.0	0.7	1.4	14	<b>WYDE</b> 85.0	CC	15	14	17	15	15	14/76			.7
0.3	0.0	0.0	0.6	1.3	15	<b>WCRT</b> 126.0	GOLD	16	23	10	11	11	14/77		CNN	.7

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WAPI-FM	1 WMJJ-FM	1 WAPI-FM	1 WMJJ-FM	1 WZZK-FM	1 WZZK-FM	AC 15.4
2 WKXX-FM	2 WKXX-FM	2 WZZK-FM	2 WZZK-FM	2 WMJJ-FM	2 WMJJ-FM	BBnd 4.1
3 WMJJ-FM	3 WAPI-FM	3 WMJJ-FM	3 WKXX-FM	3 WAPI-FM	3 WKXX-FM	CHR 22.5
4 WENN-FM	4 WENN-FM	4 WKXX-FM	4 WAPI-FM	4 WENN-FM	4 WAPI-FM	CTry 15.5
5 WZZK-FM	5 WZZK-FM	5 WENN-FM	5 WENN-FM	5 WKXX-FM	5 WENN-FM	Gold 3.4
6 WDJC-FM	6 WLTB-FM	6 WLTB-FM	6 WLTB-FM	6 WERC	6 WAGG	N/T 4.1
7 WLTB-FM	7 WATV	7 WERC	7 WAGG	7 WLTB-FM	7 WATV	Rel/CC 9.8
8 WAGG	8 WDJC-FM	8 WAGG	8 WATV	8 WAGG	8 WLTB-FM	UC 13.9
9 WCRT	9 WAGG	9 WDJC-FM	9 WDJC-FM	9 WDJC-FM	9 WDJC-FM	
10 WERC	10 WCRT	10 WCRT	10 WERC	10 WCRT	10 WERC	

# BOSTON #7

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ ADH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
6.7	8.5	8.0	8.9	8.8	1	<b>WXKS-FM</b> 107.9	CHR	1	1	2	2	1	13/82	MMR		11.9
9.2	8.2	8.4	9.0	8.7	2	<b>WBZ</b> 1030	AC	2	16	14	5	3	12/88	GROUP W	ABC-I	8.6
7.7	7.6	7.1	6.8	7.1	3	<b>WBCN</b> 104.1	AOR	3	3	1	1	2	14/79	TORBET		9.2
6.0	6.8	5.6	7.0	6.9	4	<b>WRKO</b> 680	N/T	4	11	12	8	4	14/78	REPUBLIC	MBS	5.6
6.9	5.1	6.0	5.8	5.7	5	<b>WHDH</b> 850	AC	6	8	13	10	6	14/80	BANNER		4.0
5.3	6.8	6.8	6.7	5.7	6	<b>WJIB</b> 96.9	B/EZ	9	9	19	14	11	13/85	MCGAVREN		3.6
2.4	2.1	3.5	3.6	4.7	7	<b>WZOU</b> 94.5	CHR	7	2	4	7	14	16/67	BANNER		6.3
4.7	4.1	4.8	4.9	4.7	8	<b>WSSH</b> 99.5	AC	10	14	10	9	8	15/72	HNWH		3.1
3.9	4.3	4.5	5.1	4.6	9	<b>WEEI</b> 590	NEWS	5	17	16	16	13	19/56	CBS	CBS	4.0
4.1	4.6	3.4	4.1	4.5	10	<b>WZLX</b> 100.7	GOLD	12	13	3	3	5	13/86	CHRISTAL		5.7
3.3	4.3	3.8	3.8	3.8	11	<b>WROR</b> 98.5	AC	8	6	7	6	7	20/55	REPUBLIC	US1	4.4
3.0	3.2	3.2	4.0	3.5	12	<b>WMJX</b> 106.7	AC	11	10	6	4	9	19/56	MCGAVREN		2.4
2.2	3.0	2.4	1.8	2.7	13	<b>WAAF</b> 107.3	AOR	13	4	5	12	18	17/64	KATZ		2.8
2.9	2.6	2.9	3.1	2.5	14	<b>WVBF</b> 105.7	AC	14	15	8	11	10	17/65	MCGAVREN		1.7
2.0	1.6	1.4	1.7	2.3	15	<b>WILD</b> 1090	UC	18	5	9	13	16	10/107		SHRDN	3.1
2.8	2.4	2.8	1.6	2.2	16	<b>WBOS</b> 92.9	CTRY	15	24	17	15	12	14/77	DURPETTI	ABC-D	2.8
1.7	1.1	1.7	1.4	1.8	17	<b>WXKS</b> 1430	BBND	20	29	29	28	21	13/86	MMR		1.7
2.8	1.1	0.9	1.3	1.4	18	<b>WMRQ</b> 103.3	AOR	16	26	11	17	15	21/51	CBS SPOT	CBS-R	.6
1.2	1.4	1.9	1.6	1.4	19	<b>WCRB</b> 102.5	CLAS	17	12	25	18	17	19/57	DONOFRIO		1.3
1.2	1.6	0.8	0.7	1.0	20	<b>WPLM-A/F</b> 1390 99.1	BBND	18	25	27	27	25	24/51			1.3

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**Kiss**  
108 FM  
NEW ENGLAND'S BETTER MUSIC STATION

**WXKS·1430AM**  
*Boston's Original Hits*





# BUFFALO-NIAGARA FALLS #35

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK	12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
10.8	9.7	6.3	6.8	10.3	1	1	WBUF 92.9	AC	5	9	3	1	1	10/106	MCGAVREN		8.3
7.3	8.2	6.2	6.9	8.9	2	2	WYRK 106.5	CTRY	8	7	8	3	2	10/105	MCGAVREN		4.6
6.6	7.6	11.9	10.0	8.0	3	3	WBEN 930	AC	1	14	11	9	4	14/75	EASTMAN	NBC	7.1
4.8	4.1	7.0	7.9	7.6	4	4	WHTT-FM 104.1	GOLD	4	5	1	2	3	14/75	MMR		8.7
10.0	10.2	9.7	10.4	7.2	5	5	WJYE 96.1	B/EZ	6	16	16	12	6	14/79	CHRISTAL		6.3
3.8	3.0	5.2	6.0	5.6	6	6	WKSE 98.5	CHR	7	1	4	7	12	17/64	HNWH		7.4
5.7	5.9	5.2	5.2	5.6	7	7	WECK 1230	BBND	14	17	25	20	14	9/120	ROSLIN	CBS	2.9
6.1	5.4	6.6	5.5	5.4	8	8	WBLK 93.7	UC	13	3	6	6	10	9/115	DURPETTI	CBS-R	9.0
5.6	5.1	4.8	4.2	5.3	9	9	WMJQ 102.5	CHR	2	4	5	5	8	22/50	EASTMAN	ABC-C	5.6
5.4	4.1	5.1	4.3	5.2	10	10	WGR 550	AC	9	6	15	13	7	16/68	KATZ	ABC-E	4.7
7.7	6.2	4.7	6.0	5.1	11	11	WPHD-A/F 1400 103.3	CHR	3	2	2	4	11	22/48	CBS SPOT	CBS-R	9.0
3.8	4.2	3.6	4.1	4.6	12	12	WRLT 96.9	AC	11	10	9	8	5	14/77	KATZ	NBC-S	4.1
4.3	3.2	4.3	4.2	3.6	13	13	WWKB 1520	GOLD	10	13	12	10	9	22/49	HNWH	ABC-D	4.3
1.7	7.4	4.1	2.6	2.6	14	14	WBYR 107.7	AOR	12	8	7	11	13	20/55	TORBET	NBC-S	3.0
1.1	0.5	1.4	1.5	1.3	15	15	WDCX 99.5	REL	17	18	18	19	17	12/90			1.2
0.8	0.5	1.0	0.6	1.3	16	16	CFNY 102.1	AOR	18	11	10	14	15	11/98	MUTUALCOM		1.4
0.6	0.5	0.5	0.7	1.1	17	17	WLVL 1340	GOLD	21	24	24	18	19	11/96	MARKET 4		.2

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	Format	Reach
1 WHTT-FM	1 WBUF-FM	1 WHTT-FM	1 WBUF-FM	1 WHTT-FM	1 WBUF-FM	AC	28.2
2 WPHD-FM	2 WKSE-FM	2 WYRK-FM	2 WKSE-FM	2 WBUF-FM	2 WYRK-FM	AOR	3.9
3 WBYR-FM	3 WHTT-FM	3 WBUF-FM	3 WYRK-FM	3 WYRK-FM	3 WRLT-FM	BBnd	5.6
4 WMJQ-FM	4 WBLK-FM	4 WPHD-FM	4 WBLK-FM	4 WBEN	4 WBEN	BM/Easy	7.2
5 WBLK-FM	5 WYRK-FM	5 WMJQ-FM	5 WRLT-FM	5 WGR	5 WJYE-FM	CHR	16.0
6 CFNY-FM	6 WMJQ-FM	6 WBYR-FM	6 WHTT-FM	6 WJYE-FM	6 WWKB	Ctry	8.9
7 WBUF-FM	7 WPHD-FM	7 WBLK-FM	7 WMJQ-FM	7 WRLT-FM	7 WKSE-FM	Gold	12.3
8 WYRK-FM	8 WRLT-FM	8 WBEN	8 WBEN	8 WBYR-FM	8 WMJQ-FM	Rel/CC	1.3
9 WKSE-FM	9 WBYR-FM	9 WRLT-FM	9 WPHD-FM	9 WPHD-FM	9 WBLK-FM	UC	5.4
10 CILQ-FM	10 WBEN	10 WWKB	10 WJYE-FM	10 WMJQ-FM	10 WHTT-FM		

# "DRIVES ME NUTS" T.V.

## APPLAUDS CLASSIC HITS WHTT 104.1 FM

robert michelson, inc. 127 west 26th street new york, new york 10001 212 243-2702

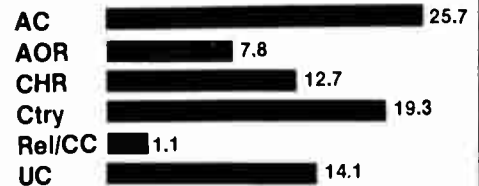
# CHARLOTTE-GASTONIA-ROCK HILL #41

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
12.4	9.7	13.6	13.7	12.2	1	<b>WSOC-FM</b> 103.7	CTRY	1	5	7	3	1	12/88	CHRISTAL		9.8
10.7	10.8	10.9	10.0	11.9	2	<b>WPEG</b> 97.9	UC	2	2	2	1	2	9/127	HNWH	CBS-R	15.9
7.2	7.7	7.3	8.3	8.0	3	<b>WBT</b> 1110	AC	3	17	9	9	5	12/87	BANNER	ABC-I	6.6
5.5	6.4	7.4	6.9	7.8	4	<b>WRFX</b> 99.7	AOR	8	4	1	2	7	10/105	MCGAVREN		8.6
9.0	9.3	7.9	8.8	7.6	5	<b>WROQ</b> 95.1	CHR	4	1	3	7	10	13/85	EASTMAN	US1	11.2
9.1	8.4	9.0	8.1	7.1	6	<b>WLVK</b> 96.9	CTRY	7	8	5	5	4	12/93	TORBET		7.0
9.2	9.3	8.9	8.9	6.5	7	<b>WEZC</b> 104.7	AC	5	9	6	4	3	14/76	MMR		6.2
0.0	0.0	0.0	1.5	5.6	8	<b>WWMG</b> 96.1	AC	9	12	8	6	6	11/99	KATZ		6.1
5.1	6.1	4.0	6.5	5.1	9	<b>WBCY</b> 107.9	CHR	6	3	4	8	9	17/63	BANNER		6.4
4.7	4.3	6.0	4.0	4.5	10	<b>WLIT</b> 101.9	AC	10	15	12	10	8	11/97	REPUBLIC	US2	2.0
0.0	1.0	0.0	0.0	1.1	11	<b>WGSP</b> 1310	REL	17	26	15	15	17	11/101	MASLA	NBN	--
1.6	2.0	1.5	1.5	1.1	12	<b>WGIV</b> 1600	UC	11	21	16	17	13	22/49	HNWH	NBN	1.5
1.5	0.5	1.3	0.9	1.1	13	<b>WRDX</b> 106.5	AC	12	13	13	12	12	21/51	SOUTHERN		.6
2.4	1.6	0.8	1.4	1.1	14	<b>WWDW</b> 101.3	UC	21	7	10	13	16	10/111	HNWH	ABC-F	1.2

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WRFX	1 WPEG	1 WRFX	1 WPEG	1 WSOC-FM	1 WSOC-FM
2 WPEG	2 WBCY	2 WPEG	2 WSOC-FM	2 WLVK	2 WPEG
3 WROQ	3 WROQ	3 WSOC-FM	3 WBCY	3 WPEG	3 WEZC
4 WLVK	4 WRFX	4 WLVK	4 WEZC	4 WRFX	4 WWMG
5 WSOC-FM	5 WEZC	5 WEZC	5 WWMG	5 WEZC	5 WBT
6 WBCY	6 WWMG	6 WWMG	6 WROQ	6 WBT	6 WLVK
7 WEZC	7 WLVK	7 WROQ	7 WLVK	7 WWMG	7 WBCY
8 WWMG	8 WSOC-FM	8 WBT	8 WRFX	8 WROQ	8 WLIT
9 WKRR	9 WBT	9 WBCY	9 WBT	9 WBCY	9 WRFX
10 WBT	10 WLIT	10 WLIT	10 WLIT	10 WLIT	10 WROQ



**"DRIVES ME NUTS" T.V.**

**SALUTES MAGIC 96<sup>FM</sup>**  
**WWMG**

robert michelson, inc. 127 west 26th street new york, new york 10001 212 243-2702



# CHICAGO #3

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK	12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
7.2	8.4	7.9	7.7	8.6	1	1	WGCI-FM 107.5	UC	3	2	1	1	1	10/112	MCGAVREN		11.8
11.4	10.1	9.3	8.1	8.4	2	2	WGN 720	TALK	1	24	17	9	2	14/80	CHRISTAL	ABC-I	7.1
5.7	5.6	5.5	6.8	5.7	3	3	WBBM 780	NEWS	2	18	19	16	13	17/63	CBS	CBS	5.0
5.5	5.6	6.3	6.2	5.3	4	4	WLOO 100.3	B/EZ	9	22	24	17	10	11/96	HNWH	ABC-E	3.8
5.3	5.9	4.5	4.6	4.4	5	5	WBMX 102.7	UC	6	4	3	3	14	14/76	DURPETTI	ABC-F	5.8
3.9	3.6	4.0	4.2	4.2	6	6	WLAK 93.9	AC	8	9	9	4	3	15/74	CHRISTAL		2.4
3.2	3.3	4.2	3.7	3.8	7	7	WBBM-FM 96.3	CHR	4	1	7	14	16	21/53	CBS	CBS-R	4.5
4.6	5.6	4.6	5.1	3.7	8	8	WLUP-FM 97.9	AOR	5	8	2	2	5	17/64	MMR		4.6
2.9	2.6	2.9	3.1	3.3	9	9	WUSN 99.5	CTRY	17	15	14	11	8	13/83	TORBET	ABC-D	2.8
3.3	3.4	2.6	3.0	3.2	10	10	WKQX 101.1	CHR	7	6	6	5	7	19/56	EASTMAN	NBC-S	3.2
3.6	3.0	3.7	3.5	3.0	11	11	WCLR 101.9	AC	11	14	11	10	6	18/60	MCGAVREN		2.8
3.0	2.6	3.3	2.4	2.9	12	12	WJMK 104.3	GOLD	13	12	13	8	4	16/67	MMR	US2	2.4
2.2	2.0	1.9	2.8	2.9	13	13	WCKG 105.9	AOR	16	7	4	7	15	15/70	KATZ		3.9
2.0	2.5	2.7	2.7	2.7	14	14	WYTZ 94.7	CHR	10	3	8	15	21	22/50	BANNER	ABC-R	4.7
3.1	2.9	2.3	2.9	2.7	15	15	WXRT 93.7	AOR	19	25	5	6	12	14/75	CBS		2.9
2.9	2.5	2.8	3.4	2.6	16	16	WJJD 1160	BBND	20	33	33	31	28	11/96	MMR	US2	2.0
3.1	2.6	2.3	2.3	2.6	17	17	WFYR 103.5	AC	14	11	12	12	9	18/60	REPUBLIC	US1	2.9
2.4	2.6	3.0	2.7	2.5	18	18	WLS 890	CHR	12	13	16	13	11	19/59	BANNER	ABC-C	2.5
2.6	1.8	1.6	1.7	2.2	19	19	WMAQ 670	TALK	15	27	27	21	18	20/54	EASTMAN	NBC	1.8
1.2	1.5	1.2	1.3	1.6	20	20	WRXR 95.5	GOLD	18	10	10	18	20	24/45	TORBET		1.7
1.3	1.6	1.2	1.5	1.5	21	21	WVON 1450	GOLD	30	17	30	25	25	8/136	ROSLIN	MBS	.7
0.8	0.9	1.1	1.2	1.4	22	22	WLNR 106.3	AA	24	26	15	19	17	14/77			2.2
1.7	1.4	1.9	1.3	1.4	23	23	WFMT 98.7	CLAS	21	30	25	23	22	19/57	CMBS		1.5
0.6	0.5	0.5	0.7	1.2	24	24	WLUP 1000	AOR	22	21	18	20	23	20/54	MMR	MBS	.5
1.3	1.2	1.1	1.3	1.2	25	25	WOJO 105.1	SPAN	28	23	21	22	19	12/92	KATZ		1.9
1.2	1.0	1.4	0.9	1.2	26	26	WNIB 97.1	CLAS	23	28	31	27	27	20/53			.6

Continued on Page 119

**"DRIVES ME NUTS" T.V.**  
**APPLAUDS 105.9 FM WCKG Classic Rock**  
 robert michelson, inc. 127 west 26th street new york, new york 10001 212 243-2702



# CINCINNATI #30

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK	12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
10.7	11.7	7.4	7.2	13.9	1	1	WLW 700	AC	1	6	3	2	1	13/82	EASTMAN	ABC-I	7.3
11.1	9.8	10.8	12.6	10.3	2	2	WEBN 102.7	AOR	3	2	1	1	2	15/75	EASTMAN		16.2
9.0	9.3	9.8	10.0	9.6	3	3	WKRQ 101.9	CHR	2	1	2	3	6	16/67	KATZ	ABC-F	11.9
8.8	10.1	11.3	10.5	9.6	4	4	WWEZ 92.5	B/EZ	4	16	13	6	3	11/100	CBS SPOT		6.6
6.8	7.1	7.9	8.8	6.3	5	5	WKRC 550	AC	5	15	12	7	4	16/66	KATZ	ABC-E	8.0
9.2	6.4	6.1	6.2	5.9	6	6	WUBE 105.1	CTRY	7	12	4	4	5	12/89	MCGAVREN		7.5
6.5	6.6	6.1	4.7	4.6	7	7	WBLZ 103.5	UC	8	3	5	9	15	15/74	REPUBLIC		5.4
3.8	3.0	2.6	3.8	4.4	8	8	WBVE 96.5	CTRY	12	17	10	10	8	12/90	DURPETTI	ABC-R	3.2
5.4	5.2	5.9	4.5	4.2	9	9	WCKY 1530	N/T	9	21	19	15	11	16/69	CBS SPOT	CBS	4.1
3.9	4.2	4.1	5.0	4.0	10	10	WRRM 98.5	AC	6	7	6	5	7	18/59	BANNER		3.4
3.3	3.9	3.4	3.1	3.3	11	11	WWNK-FM 94.1	AC	10	5	7	8	9	20/55	MMR		3.3
3.1	3.9	4.5	3.4	2.7	12	12	WLLT 94.9	AC	11	9	8	11	10	23/47	REPUBLIC		3.0
0.3	0.4	0.3	1.8	2.5	13	13	WIZF 100.9	UC	13	4	9	12	12	13/83	TORBET		4.4
1.0	1.4	1.3	1.3	1.7	14	14	WJOJ 107.1	AC	14	19	11	13	13	17/64	MASLA		.9
1.1	0.6	0.4	0.4	1.4	15	15	WWNK 1360	GOLD	15	24	14	14	14	17/63	MMR		.8
0.0	1.2	1.0	0.8	1.3	16	16	WHIO-FM 99.1	B/EZ	18	14	21	19	20	12/89	CHRISTAL		.3
2.5	2.2	3.1	1.7	1.2	17	17	WCIN 1480	UC	16	8	23	20	19	18/59		NBN	1.6
2.0	1.9	1.2	1.2	1.1	18	18	WDJO 1230	GOLD	17	23	16	16	16	18/62	MCGAVREN	US2	.9
0.5	0.0	0.3	0.5	1.0	19	19	WTUE 104.7	AOR	19	10	15	17	18	13/84	MCGAVREN		.7

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WEBN-FM	1 WKRQ-FM	1 WLW	1 WKRQ-FM	1 WLW	1 WKRC	AC 33.9
2 WLW	2 WEBN-FM	2 WEBN-FM	2 WEBN-FM	2 WEBN-FM	2 WWEZ-FM	AOR 11.3
3 WKRQ-FM	3 WRRM-FM	3 WKRQ-FM	3 WRRM-FM	3 WWEZ-FM	3 WLW	BM/Easy 10.9
4 WUBE-FM	4 WBLZ-FM	4 WUBE-FM	4 WUBE-FM	4 WUBE-FM	4 WUBE-FM	CHR 9.6
5 WBLZ-FM	5 WWNK-FM	5 WBVE-FM	5 WWEZ-FM	5 WKRC	5 WKRQ-FM	Ctry 10.3
6 WWNK-FM	6 WUBE-FM	6 WKRC	6 WLW	6 WBVE-FM	6 WRRM-FM	Gold 2.6
7 WLLT-FM	7 WLLT-FM	7 WWEZ-FM	7 WWNK-FM	7 WKRQ-FM	7 WEBN-FM	N/T 4.2
8 WRRM-FM	8 WIZF-FM	8 WRRM-FM	8 WKRC	8 WRRM-FM	8 WWNK-FM	UC 8.3
9 WIZF-FM	9 WLW	9 WBLZ-FM	9 WBLZ-FM	9 WCKY	9 WBVE-FM	
10 WBVE-FM	10 WBVE-FM	10 WLLT-FM	10 WLLT-FM	10 WWNK-FM	10 WLLT-FM	

# CLEVELAND #21

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BRCH SHARE
13.2	13.5	15.7	12.1	12.9	1	<b>WMMS</b> 100.7	CHR	1	1	1	1	2	13/86	KATZ	NBC-S	18.4
7.0	7.8	5.8	7.7	9.4	2	<b>WMJI</b> 105.7	AC	2	9	3	2	1	14/80	EASTMAN		10.5
7.1	8.2	7.8	8.2	8.5	3	<b>WQAL</b> 104.1	B/EZ	5	15	14	7	6	11/98	CHRISTAL		5.8
4.8	4.9	5.6	8.1	7.5	4	<b>WZAK</b> 93.1	UC	10	2	2	3	5	9/124	DURPETTI	CBS-R	12.2
4.9	6.9	5.8	5.1	6.9	5	<b>WWWE</b> 1100	N/T	3	12	9	8	8	15/73	MCGAVREN	CNN	6.1
4.8	4.6	5.0	5.4	6.7	6	<b>WGAR-A/F</b> 1220 99.5	CTRY	7	11	6	4	3	10/103	HNWH	ABC-E	4.3
6.7	6.3	7.1	6.3	5.4	7	<b>WLTF</b> 106.5	AC	4	5	5	5	4	18/60	CHRISTAL	AP	5.6
6.5	5.9	5.3	6.3	5.2	8	<b>WDOK</b> 102.1	B/EZ	6	18	15	11	9	15/70	MCGAVREN		3.6
5.4	5.1	4.3	3.2	4.1	9	<b>WNCX</b> 98.5	GOLD	9	7	4	6	7	17/64	TORBET	ABC-F	4.1
4.5	4.2	3.7	3.8	3.7	10	<b>WBBG</b> 1260	BBND	12	23	18	21	14	12/92	EASTMAN		2.1
3.8	3.5	3.1	3.2	3.2	11	<b>WERE</b> 1300	N/T	11	19	17	17	11	17/62	TORBET	CBS	2.4
2.1	2.5	2.7	3.5	3.1	12	<b>WRQC</b> 92.3	CHR	8	3	8	10	13	23/48	MMR	ABC-R	4.9
1.3	1.6	1.9	1.7	1.6	13	<b>WCLV</b> 95.5	CLAS	16	21	21	18	18	18/62	CMBS		1.9
2.0	1.5	1.6	2.0	1.6	14	<b>WJMO</b> 1490	UC	14	14	16	13	10	20/53	MMR	NBN	1.3
1.9	1.8	1.8	1.5	1.5	15	<b>WONE-FM</b> 97.5	AOR	17	13	6	9	12	17/65	MCGAVREN		1.9
4.8	3.5	3.5	2.2	1.5	16	<b>WPHR</b> 107.9	CHR	13	8	10	12	16	26/42	REPUBLIC	US1	1.5
0.6	0.5	1.2	1.0	1.4	17	<b>WKDD</b> 96.5	CHR	15	4	11	14	20	20/53	KATZ		.5
1.4	1.4	1.1	2.5	1.3	18	<b>WABQ</b> 1540	REL	22	10	19	20	17	12/88	UNITY	SHRDN	.5
1.9	1.1	1.6	1.3	1.2	19	<b>WHK</b> 1420	GOLD	18	26	13	15	15	21/53	KATZ	NBC	.8
1.9	1.8	1.4	1.6	1.2	20	<b>WRMR</b> 850	B/EZ	19	16	22	19	19	20/54	CHRISTAL	AP	.9
1.2	1.1	0.7	1.6	1.1	21	<b>WCZR</b> 107.3	AOR	21	6	12	16	24	20/53	REGIONAL	SMN	4.1

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	AOR	BBnd	BM/Easy	CHR	Clas	Ctry	Gold	N/T	Rel/CC	UC
1 WMMS	1 WMMS	1 WMMS	1 WMJI	1 WMMS	1 WMJI	14.8	2.6	3.7	14.9	18.9	1.6	6.7	5.3	10.1	1.3	9.1
2 WNCX	2 WZAK	2 WMJI	2 WMMS	2 WMJI	2 WMMS											
3 WZAK	3 WMJI	3 WZAK	3 WZAK	3 WZAK	3 WLTF											
4 WMJI	4 WLTF	4 WNCX	4 WLTF	4 WLTF	4 WGAR-FM											
5 WONE-FM	5 WNCX	5 WGAR-FM	5 WGAR-FM	5 WGAR-FM	5 WQAL											
6 WWWE	6 WGAR-FM	6 WLTF	6 WQAL	6 WWWE	6 WZAK											
7 WLTF	7 WPHR	7 WWWE	7 WNCX	7 WNCX	7 WDOK											
8 WHK	8 WRQC	8 WONE-FM	8 WDK	8 WQAL	8 WNCX											
9 WRQC	9 WKDD	9 WQAL	9 WRQC	9 WONE-FM	9 WWWE											
10 WGAR-FM	10 WDOK	10 WHK	10 WWWE	10 WDOK	10 WJMO											

# COLUMBUS #34

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
13.4	16.3	12.4	13.1	11.3	1	<b>WLVO</b> 96.3	AOR	3	3	1	1	2	13/86	KATZ		17.8
6.2	6.9	9.8	8.7	10.1	2	<b>WTVN</b> 610	AC	4	13	6	5	3	13/82	KATZ	ABC-E	7.5
11.9	7.9	7.4	7.9	9.7	3	<b>WSNY</b> 94.7	AC	5	8	3	2	1	13/81	MCGAVREN		8.8
8.0	7.9	8.8	8.9	9.2	4	<b>WXGT</b> 92.3	CHR	1	1	4	4	6	16/66	CHRISTAL	CBS-R	11.1
9.4	8.7	7.3	8.2	9.2	5	<b>WNCI</b> 97.9	CHR	2	2	2	3	5	16/67	MMR	ABC-E	11.0
9.3	10.2	11.0	12.9	8.9	6	<b>WBNS-FM</b> 97.1	B/EZ	6	11	11	7	4	13/82	BLAIR		6.4
3.1	4.1	5.2	3.6	4.4	7	<b>WHOK</b> 95.5	CTRY	8	7	9	8	8	13/84	CHRISTAL	AP	5.1
4.0	5.6	7.1	4.2	4.1	8	<b>WMGG</b> 99.7	GOLD	7	10	5	6	7	20/54	TORBET	MBS	4.0
3.4	2.5	2.7	3.1	3.3	9	<b>WMNI</b> 920	CTRY	12	17	16	12	9	13/84	TORBET	MBS	2.8
4.6	3.5	2.4	3.3	3.1	10	<b>WVKO</b> 1580	UC	11	4	7	9	11	15/71	MCGAVREN	SHRDN	3.8
1.9	2.2	1.7	1.7	2.5	11	<b>WZZT</b> 103.1	UC	13	5	8	10	12	16/69	MASLA		3.5
2.1	2.3	1.4	1.4	2.3	12	<b>WBBY</b> 103.9	JAZZ	10	15	12	11	10	21/51	TORBET	US2	.7
1.7	1.3	1.1	1.4	2.1	13	<b>WLW</b> 700	AC	9	12	15	16	15	23/46	EASTMAN	ABC-I	1.8
2.1	2.1	2.7	2.3	2.0	14	<b>WBNS</b> 1460	AC	14	18	14	14	13	19/56	BLAIR	ABC-I	1.8
0.9	0.6	0.8	1.4	1.8	15	<b>WCKX</b> 106.3	UC	16	6	10	13	16	20/54	W&P	NBN	1.8
1.7	1.7	1.7	2.2	1.8	16	<b>WCOL</b> 1230	BBND	15	14	19	19	18	22/49	CHRISTAL	SMN	1.5
1.1	1.2	1.2	1.3	1.2	17	<b>WRFD</b> 880	CC	17	21	13	15	14	20/53	W&P	CNN	1.0
0.4	0.0	0.0	0.5	1.0	18	<b>WMRN</b> 106.9	CTRY	20	9	18	17	17	9/117		MBS	--

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WLVO	1 WSNY	1 WLVO	1 WSNY	1 WLVO	1 WSNY	AC 23.9
2 WNCI	2 WNCI	2 WSNY	2 WNCI	2 WTVN	2 WNCI	AOR 11.3
3 WSNY	3 WXGT	3 WTVN	3 WXGT	3 WSNY	3 WBNS-FM	BM/Easy 8.9
4 WXGT	4 WLVO	4 WNCI	4 WLVO	4 WBNS-FM	4 WTVN	CHR 18.4
5 WTVN	5 WMGG	5 WMGG	5 WTVN	5 WMGG	5 WXGT	Ctry 8.7
6 WMGG	6 WTVN	6 WXGT	6 WBNS-FM	6 WNCI	6 WLVO	Gold 4.1
7 WBBY	7 WHOK	7 WBNS-FM	7 WHOK	7 WHOK	7 WMGG	Jazz 2.3
8 WVKO	8 WZZT	8 WHOK	8 WMGG	8 WXGT	8 WHOK	Rel/CC 1.2
9 WBNS-FM	9 WVKO	9 WBBY	9 WVKO	9 WBBY	9 WMNI	UC 7.4
10 WZZT	10 WCKX	10 WZZT	10 WMNI	10 WZZT	10 WVKO	



# DALLAS-FT. WORTH #10

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
8.5	8.9	8.4	9.6	8.7	1	<b>KKDA-FM</b> 104.5	UC	8	3	1	1	4	8/137	KATZ	APR	10.1
8.8	7.1	9.3	7.2	7.5	2	<b>KVIL-A/F</b> 1150 103.7	AC	1	6	4	2	1	14/80	TORBET		8.2
7.3	6.6	8.3	8.4	7.4	3	<b>KPLX</b> 99.5	CTRY	4	10	5	3	2	12/88	EASTMAN	AP	8.0
6.9	6.7	4.6	5.2	6.6	4	<b>WBAP</b> 820	CTRY	5	11	14	9	5	14/79	BANNER	ABC-I	5.4
5.2	5.7	5.1	5.3	6.3	5	<b>KEGL</b> 97.1	CHR	2	2	2	4	10	16/68	TORBET	ABC-C	9.4
6.3	5.8	7.3	5.5	5.6	6	<b>KRLD</b> 1080	NEWS	3	21	17	13	9	17/63	KATZ	CBS	6.0
6.5	6.0	7.2	6.3	4.2	7	<b>KMEZ-A/F</b> 1480 100.3	B/EZ	10	19	23	14	13	13/83	MCGAVREN		4.2
5.0	5.3	4.7	4.3	4.6	8	<b>KTXQ</b> 102.1	AOR	7	4	3	5	11	15/71	CBS SPOT	ABC-R	4.5
5.7	4.6	3.9	3.2	4.5	9	<b>KSCS</b> 96.3	CTRY	6	8	8	7	7	17/63	BANNER		4.8
3.4	3.3	3.4	3.3	4.0	10	<b>KLUV</b> 98.7	GOLD	9	12	10	6	3	17/65	REPUBLIC	US2	3.0
2.5	3.5	2.5	4.2	3.9	11	<b>KHYI</b> 94.9	CHR	11	1	13	16	23	15/70	CHRISTAL		5.1
3.8	3.8	3.3	3.6	3.6	12	<b>KQZY</b> 105.3	AC	12	20	11	10	8	16/67	GROUP W		2.7
2.9	3.3	2.7	3.9	3.6	13	<b>KMGC</b> 102.9	AC	13	13	6	8	6	16/68	CHRISTAL		3.3
1.3	1.0	1.3	2.0	2.7	14	<b>KZPS</b> 92.5	GOLD	16	18	7	11	12	16/67	DURPETTI		3.1
3.2	3.1	2.9	2.2	2.5	15	<b>KZEW</b> 97.9	AOR	14	7	9	12	14	22/48	MMR	NBC-S	4.3
3.1	4.6	3.7	3.1	2.0	16	<b>KTKS</b> 106.1	AC	15	5	12	15	16	27/40	HNWH		3.2
1.9	1.7	2.7	3.0	2.0	17	<b>KHVN</b> 970	REL	20	22	19	20	20	11/103		NBN	1.4
0.8	1.1	1.1	1.5	1.9	18	<b>KLIF</b> 1190	N/T	17	23	20	19	19	16/68	EASTMAN	NBC	1.0
1.1	1.6	1.5	0.9	1.6	19	<b>WRR</b> 101.1	CLAS	19	25	22	21	17	15/72	CMBS		1.4
0.7	0.9	1.0	1.7	1.5	20	<b>KKDA</b> 730	GOLD	23	9	21	24	15	10/106	KATZ	APR	.7
2.2	2.3	1.6	2.0	1.4	21	<b>KDLZ</b> 107.5	UC	18	16	16	17	18	21/52		US1	2.2
0.5	0.8	1.2	1.9	1.4	22	<b>KOJO</b> 94.1	SPAN	25	17	15	18	21	7/157	CABALLERO		--
2.6	2.0	0.8	1.7	1.4	23	<b>KESS</b> 1270	N/T	21	15	18	22	22	11/99	CABALLERO		.8
1.4	0.6	1.1	0.6	1.0	24	<b>KLDD</b> 570	GOLD	22	14	24	23	24	16/69	MMR	CBS	.4

Continued on Page 119

**"DRIVES ME NUTS" T.V.**  
**THANKS 92.5 KZPS**

robert michelson, inc. 127 west 26th street new york, new york 10001 212 243-2702



# BOSTON #7

Continued from Page 110

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WBCN	1 WXKS-FM	1 WBCN	1 WXKS-FM	1 WBCN	1 WXKS-FM	AC 28.9
2 WZLX	2 WBCN	2 WZLX	2 WMJX	2 WRKO	2 WBZ	AOR 11.2
3 WXKS-FM	3 WZOU	3 WXKS-FM	3 WBCN	3 WZLX	3 WSSH	BBnd 2.8
4 WAAF	4 WMJX	4 WRKO	4 WSSH	4 WXKS-FM	4 WMJX	BM/Easy 5.7
5 WZOU	5 WZLX	5 WBZ	5 WZOU	5 WBZ	5 WHDH	CHR 13.5
6 WILD	6 WVBF	6 WROR	6 WROR	6 WROR	6 WROR	Clas 1.4
7 WRKO	7 WSSH	7 WAAF	7 WBZ	7 WHDH	7 WVBF	Ctry 2.2
8 WROR	8 WROR	8 WZOU	8 WVBF	8 WBOS	8 WRKO	Gold 4.5
9 WBZ	9 WMRQ	9 WHDH	9 WZLX	9 WSSH	9 WBCN	N/T 11.5
10 WMJX	10 WAAF	10 WMJX	10 WHDH	10 WMJX	10 WJIB	UC 2.3

# CHICAGO #3

Continued from Page 114

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WGCI-FM	1 WGCI-FM	1 WGCI-FM	1 WGCI-FM	1 WGCI-FM	1 WGCI-FM	AA 1.4
2 WLUP-FM	2 WKQX	2 WLUP-FM	2 WKQX	2 WGN	2 WGN	AC 9.8
3 WCKG	3 WBMX	3 WCKG	3 WBMX	3 WLUP-FM	3 WLAK	AOR 10.6
4 WXRT	4 WLUP-FM	4 WXRT	4 WLAK	4 WJMK	4 WCLR	BBnd 2.6
5 WBMX	5 WBBM-FM	5 WJMK	5 WCLR	5 WXRT	5 WKQX	BM/Easy 5.3
6 WKQX	6 WFYR	6 WGN	6 WLUP-FM	6 WLAK	6 WLOO	CHR 12.2
7 WRXR	7 WYTZ	7 WBMX	7 WFYR	7 WLS	7 WUSN	Clas 2.6
8 WJMK	8 WCLR	8 WLAK	8 WBBM-FM	8 WUSN	8 WFYR	Ctry 3.3
9 WLAK	9 WXRT	9 WLS	9 WUSN	9 WBBM	9 WBMX	Gold 6.0
10 WLUP	10 WLAK	10 WUSN	10 WGN	10 WCKG	10 WJMK	N/T 16.3
						Span 1.2
						UC 13.0

# DALLAS-FT. WORTH #10

Continued from Page 118

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KKDA-FM	1 KKDA-FM	1 KKDA-FM	1 KVIL-FM	1 WBAP	1 KVIL-FM	AC 16.7
2 KTXQ-FM	2 KEGL-FM	2 KTXQ-FM	2 KPLX-FM	2 KLUV-FM	2 KPLX-FM	AOR 7.1
3 KZPS-FM	3 KVIL-FM	3 KLUV-FM	3 KKDA-FM	3 KPLX-FM	3 KMGC-FM	BM/Easy 4.9
4 KEGL-FM	4 KMGC-FM	4 KPLX-FM	4 KEGL-FM	4 KKDA-FM	4 KKDA-FM	CHR 10.2
5 KZEW-FM	5 KPLX-FM	5 KZPS-FM	5 KMGC-FM	5 KZPS-FM	5 KLUV-FM	Clas 1.6
6 KPLX-FM	6 KSCS-FM	6 WBAP	6 KSCS-FM	6 KRLD	6 KQZY-FM	Ctry 18.5
7 KVIL-FM	7 KTXQ-FM	7 KVIL-FM	7 KQZY-FM	7 KVIL-FM	7 KMEZ-FM	Gold 9.2
8 KSCS-FM	8 KLUV-FM	8 KEGL-FM	8 KLUV-FM	8 KTXQ-FM	8 KSCS-FM	N/T 8.9
9 WBAP	9 KQZY-FM	9 KZEW-FM	9 KTXQ-FM	9 KSCS-FM	9 KEGL-FM	Rel/CC 2.0
10 KLUV-FM	10 KHYI-FM	10 KRLD	10 KMEZ-FM	10 KEGL-FM	10 WBAP	Span 1.4
						UC 10.1

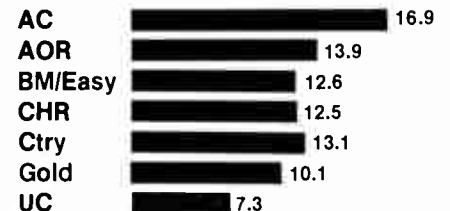
# DAYTON #46

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BRNCH SHARE
7.8	9.1	7.8	11.0	13.9	1	WTUE 104.7	AOR	2	2	1	1	1	10/108	MCGAVREN		15.3
9.9	13.1	11.6	12.7	12.5	2	WGTZ 92.9	CHR	1	1	2	2	3	12/88	KATZ		13.9
13.8	12.5	10.4	12.8	11.5	3	WHIO-FM 99.1	B/EZ	3	8	11	6	5	11/95	CHRISTAL		10.8
5.6	6.3	5.9	4.7	7.2	4	WONE 98.0	CTRY	7	21	8	4	4	11/100	MCGAVREN	ABC-D	7.5
7.8	8.9	8.7	7.5	6.5	5	WHIO 129.0	GOLD	4	9	13	11	9	15/74	CHRISTAL	CBS	5.0
6.8	6.4	9.1	6.4	5.2	6	WWSN 107.7	AC	6	6	3	3	2	16/70	EASTMAN		6.0
5.4	4.8	5.1	4.5	4.4	7	WYMJ 103.9	AC	8	3	5	5	7	17/63	BLAIR	US1	4.1
3.6	3.0	1.9	3.0	4.2	8	WBVE 96.5	CTRY	10	7	6	8	10	11/102	DURPETTI	ABC-R	2.6
3.6	3.5	2.8	2.3	4.1	9	WLW 70.0	AC	5	24	10	13	11	20/54	EASTMAN	ABC-I	3.3
5.0	3.9	4.2	4.9	3.7	10	WBLZ 103.5	UC	11	4	4	7	13	12/93	REPUBLIC		6.0
4.1	2.7	2.8	3.4	3.6	11	WDAO 123.0	UC	13	10	7	10	8	8/131	EASTMAN	SBN	2.6
1.7	2.6	3.9	5.3	3.2	12	WVUD 99.9	AC	9	14	9	9	6	15/71	MASLA	CBS-R	2.6
2.3	3.8	2.7	3.1	2.6	13	WING 141.0	GOLD	12	19	12	12	12	16/68	KATZ	ABC-I	3.2
1.7	0.9	1.3	0.6	1.7	14	WBLY 160.0	CTRY	17	25	19	20	16	9/118	DEVNEY	MBS	1.2
1.9	1.7	1.4	0.6	1.1	15	WPTW-FM 95.7	B/EZ	21	22	26	23	25	12/94	REGIONAL		1.2
1.5	0.0	2.3	0.0	1.0	16	WLGY 150.0	GOLD	23	27	25	25	27	8/138			--

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WTUE	1 WGTZ	1 WTUE	1 WGTZ-FM	1 WTUE	1 WGTZ-FM
2 WGTZ	2 WTUE	2 WGTZ-FM	2 WTUE	2 WWSN	2 WWSN
3 WBVE	3 WWSN	3 WBVE	3 WWSN	3 WONE	3 WHIO-FM
4 WYMJ	4 WBLZ	4 WWSN	4 WONE	4 WLW	4 WONE
5 WBLZ	5 WYMJ	5 WDAO	5 WYMJ	5 WGTZ	5 WTUE
6 WWSN	6 WDAO	6 WONE	6 WHIO-FM	6 WVUD	6 WYMJ
7 WDAO	7 WBVE	7 WVUD	7 WBLZ	7 WHIO	7 WDAO
8 WLW	8 WONE	8 WLW	8 WVUD	8 WHIO-FM	8 WVUD
9 WVUD	9 WVUD	9 WYMJ	9 WDAO	9 WDAO	9 WHIO
10 WONE	10 WHIO-FM	10 WBLZ	10 WBVE	10 WBVE	10 WBVE



# DENVER-BOULDER #23

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
9.6	10.2	9.3	8.8	8.4	1	<b>KOSI</b> 101.1	B/EZ	1	15	12	8	4	13/84	INTERREP		7.1
3.9	5.1	5.9	5.7	7.6	2	<b>KRXY</b> 167.5	CHR	2	1	5	5	7	13/81	TORBET		9.3
7.1	8.2	6.9	8.3	7.8	3	<b>KBCO-A/F</b> 1190 97.3	AOR	5	5	1	1	2	12/89	MASLA		10.5
7.0	7.5	6.0	6.4	7.0	4	<b>KMJI</b> 100.3	AC	4	11	4	2	1	14/78	CHRISTAL		6.2
6.7	6.7	6.8	5.3	6.1	5	<b>KBPI</b> 105.9	AOR	3	2	3	4	11	16/66	DURPETTI	NBC-S	8.2
4.6	4.5	5.6	5.4	5.6	6	<b>KYGO</b> 98.5	CTRY	9	6	7	7	3	13/82	BANNER		4.5
4.1	3.6	3.9	5.4	5.6	7	<b>KAZY</b> 106.7	AOR	7	4	2	3	10	13/81	MCGAVREN	ABC-R	6.1
5.7	5.7	7.3	6.5	5.4	8	<b>KOA</b> 850	TALK	6	17	19	10	8	16/67	KATZ	CBS	4.3
3.7	4.5	4.1	3.5	4.8	9	<b>KOAG</b> 103.5	AC	8	12	6	6	5	15/70	KATZ	CBS-R	4.7
3.6	2.9	4.0	3.3	3.8	10	<b>KHOW</b> 630	AC	11	7	11	9	6	14/77	EASTMAN	US2	1.8
4.5	3.9	2.7	4.0	3.5	11	<b>KEZW</b> 1430	BBND	16	23	24	21	16	9/118	INTERREP	MBS	1.7
3.6	2.9	4.0	3.5	3.4	12	<b>KVOD</b> 99.5	CLAS	12	14	17	12	9	15/71	REPUBLIC		3.4
3.6	3.6	2.6	3.2	3.1	13	<b>KNUS</b> 710	N/T	15	19	20	18	14	13/85	DURPETTI	NBC	1.6
0.0	0.0	0.0	0.0	2.7	14	<b>KSYY</b> 95.7	AC	10	3	9	13	18	23/48	EASTMAN	MBS	--
0.0	0.0	2.0	4.3	2.1	15	<b>KHIH</b> 94.7	GOLD	14	20	8	11	12	19/58	REPUBLIC		3.0
3.3	3.0	2.8	1.8	2.1	16	<b>KIMN</b> 950	AC	13	8	10	14	13	24/46	BANNER	US1	2.4
2.7	2.9	2.0	2.0	1.9	17	<b>KLZ</b> 560	CTRY	18	25	22	17	17	15/72	MCGAVREN	ABC-I	1.8
2.1	1.9	1.1	1.3	1.7	18	<b>KRZN</b> 1150	GOLD	17	9	14	15	15	17/63	CHRISTAL		1.7
1.6	1.4	1.9	1.6	2.2	19	<b>KBRQ-A/F</b> 1280 105.1	CTRY	19	27	18	19	19	16/70	TORBET	MBS	1.2
1.1	1.0	1.1	0.7	1.3	20	<b>KTCL</b> 93.3	AOR	21	13	13	16	20	16/70			.8
0.9	1.0	1.1	1.1	1.2	21	<b>KDEN</b> 1340	NEWS	20	28	28	26	27	17/62	SAVALLI	ABC-E	.9
2.2	2.1	2.3	1.6	1.1	22	<b>KDKO</b> 1510	UC	23	10	16	22	22	13/83			3.2
0.9	0.8	0.6	0.9	1.1	23	<b>KADX</b> 92.1	JAZZ	24	22	23	23	21	12/89		APR	.6
0.0	0.0	0.0	0.4	1.0	24	<b>KQKS</b> 104.3	AC	22	16	15	20	23	18/59	HNWH		--

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	21.4
1 KBCO-FM	1 KMJI	1 KBCO-FM	1 KMJI	1 KBCO-FM	1 KMJI	AOR	20.8
2 KAZY	2 KRXY	2 KAZY	2 KOAG	2 KMJI	2 KOSI	BBnd	3.5
3 KBPI	3 KOAG	3 KBPI	3 KRXY	3 KYGO	3 KYGO	BM/Easy	8.4
4 KMJI	4 KBCO-FM	4 KMJI	4 KBCO-FM	4 KOSI	4 KOAG	CHR	7.6
5 KRXY	5 KBPI	5 KYGO	5 KYGO	5 KHOW	5 KBCO-FM	Clas	3.4
6 KOAG	6 KAZY	6 KRXY	6 KOSI	6 KOA	6 KHOW	Ctry	9.7
7 KHIH	7 KSYY	7 KHOW	7 KBPI	7 KRXY	7 KRXY	Gold	3.8
8 KYGO	8 KYGO	8 KHIH	8 KAZY	8 KHIH	8 KOA	Jazz	1.1
9 KHOW	9 KIMN	9 KOAG	9 KHOW	9 KBPI	9 KVOD	N/T	9.7
10 KSYY	10 KHIH	10 KOSI	10 KSYY	10 KAZY	10 KIMN	UC	1.1

# DETROIT #6

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK	12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
9.9	11.6	8.8	8.4	10.9	1	1	WJR 760	MISC	1	9	13	5	1	13/82	EASTMAN	ABC-I	11.0
7.9	7.9	8.1	9.0	7.8	2	2	WJLB 97.9	UC	5	1	1	1	2	11/102	MMR		11.7
5.4	5.7	6.8	5.7	5.5	3	3	WJOI 97.1	B/EZ	9	12	19	14	9	12/91	CBS SPOT		4.1
5.8	5.1	5.3	5.7	5.1	4	4	WCZY-A/F 1500 95.5	CHR	2	3	5	6	5	22/49	HNWH		6.8
3.5	3.4	3.7	4.0	4.8	5	5	WXYZ 1270	TALK	15	22	16	15	11	10/105	TORBET	NBC	4.1
4.1	5.0	5.3	4.1	4.6	6	6	WLLZ 98.7	AOR	7	5	3	4	10	16/66	MCGAVREN	ABC-F	7.1
5.3	5.3	4.2	4.8	4.5	7	7	WRIF 101.1	AOR	6	7	2	2	8	17/62	MCGAVREN	ABC-R	6.4
6.3	4.7	5.6	5.2	4.5	8	8	WWJ 950	NEWS	4	16	18	16	12	19/57	CBS SPOT	CBS	2.5
5.0	4.0	4.4	5.2	4.4	9	9	WHYT 96.3	CHR	3	2	6	9	15	21/51	EASTMAN	ABC-C	5.9
2.2	2.1	2.0	1.7	4.2	10	10	WCSX 94.7	GOLD	10	11	4	3	3	15/75	MMR	US1	2.9
3.5	3.5	4.2	3.8	3.9	11	11	WWWW 106.7	CTRY	14	10	11	10	7	13/85	CHRISTAL	AP	3.5
3.8	3.9	3.3	4.0	3.9	12	12	WNIC 100.3	AC	8	6	7	7	6	19/58	DURPETTI		4.1
5.0	4.1	2.9	4.1	3.8	13	13	CKLW 800	BBND	13	29	26	24	17	13/81	REPUBLIC		2.6
3.6	2.6	4.0	3.7	3.3	14	14	WOMC 104.3	AC	12	13	10	8	4	17/64	KATZ	US2	3.0
2.5	2.6	2.5	3.5	2.8	15	15	WLTJ 93.1	AC	16	20	12	12	14	15/70	CHRISTAL		1.0
2.8	3.1	2.8	2.6	2.7	16	16	WDTX 99.5	CHR	11	4	9	13	20	22/50	TORBET	CBS	3.4
3.1	2.4	2.4	2.5	2.4	17	17	WKSG 102.7	GOLD	17	18	8	11	13	16/70	MASLA	NBC-S	2.7
2.3	1.9	2.1	2.6	1.6	18	18	WJZZ 105.9	JAZZ	18	14	14	18	16	22/49	RADIO WEST		1.2
1.8	1.7	1.8	1.2	1.6	19	19	WGPR 107.5	UC	19	17	15	17	18	16/67	R A LAZAR	SHRDN	1.7
1.0	1.4	1.5	1.5	1.4	20	20	WCXI 1130	CTRY	24	31	21	23	24	13/84	CHRISTAL	AP	.9
1.1	2.1	1.5	1.3	1.2	21	21	WQRS 105.1	CLAS	21	30	25	26	25	18/62	CMBS		1.1
0.0	0.0	0.0	0.0	1.1	22	22	WMTG 1310	GOLD	27	24	27	19	19	12/90	DURPETTI	SHRDN	.4
0.9	1.5	1.1	1.6	1.0	23	23	CKLW-FM 93.9	GOLD	20	26	17	20	23	25/43	REPUBLIC		1.2

Continued on Page 130

## "DRIVES ME NUTS" T.V.

### SALUTES WCSX 94.7 FM

robert michelson, inc. 127 west 26th street new york, new york 10001 212 243-2702



# GREENSBORO-WINSTON SALEM-HIGH POINT #49

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ ACH	STATIONS	FORMAT	CLIME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
17.4	14.6	19.7	17.8	17.5	1	WTQR 104.1	CTRY	1	6	4	1	1	10/114	MCGAVREN		16.4
7.8	5.4	9.0	7.7	9.5	2	WKRR 92.3	AOR	6	3	1	2	2	8/129	REPUBLIC		12.8
5.9	8.3	7.4	6.8	8.0	3	WKSI 98.7	CHR	2	1	5	7	7	14/75	EASTMAN		7.3
5.5	6.7	5.4	6.3	7.2	4	WKZL 107.5	CHR	5	2	2	3	6	13/82	KATZ	ABC-R	8.7
7.0	6.9	6.0	5.7	6.9	5	WOJY 100.3	AC	4	13	8	5	3	14/77	CHRISTAL		4.9
6.2	5.4	5.1	6.0	6.8	6	WQMG 97.1	UC	7	4	3	4	5	11/102	HNWH	CBS-R	9.6
6.1	4.5	5.0	7.0	5.5	7	WMAG 99.5	AC	3	12	7	6	4	18/59	MMR		5.1
6.9	5.2	5.5	4.8	5.5	8	WSJS 600	AC	8	17	13	10	9	12/88	MCGAVREN	MBS	4.5
1.7	3.7	2.9	2.2	3.4	9	WTHP 98.3	UC	10	5	6	9	10	11/96			3.8
2.3	3.2	1.6	1.5	3.1	10	WMQX-A/F 1340 93.1	AC	9	21	9	8	8	18/60	DURPETTI	US1	2.7
2.5	1.9	1.5	1.9	2.4	11	WEAL 1510	UC	14	9	10	11	11	10/110	HNWH	SHRDN	1.1
1.6	1.7	1.6	2.3	1.9	12	WAAA 980	UC	15	8	16	12	13	11/94		NBN	1.5
1.2	2.4	2.4	2.4	1.9	13	WKLM 94.5	B/EZ	13	15	24	13	12	16/67	KATZ		.8
0.7	1.8	1.7	1.8	1.5	14	WMFR 1230	AC	17	28	28	23	22	14/75	MMR	ABC-I	1.8
0.5	0.0	0.0	0.7	1.2	15	WKEW 1400	TALK	16	27	19	22	20	18/59	SOUTHERN	MBS	.2
1.0	2.2	1.1	1.6	1.2	16	WKQQ 94.1	REL	20	11	14	14	16	12/89	TN SPOT		1.4
				1.1	17	WBIG 102.1	CTRY	11	20	11	15	14	30/37	BANNER		1.6
1.0	0.9	1.3	2.1	1.1	18	WHPE 95.5	REL	12	19	23	20	18	28/38			2.0

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WKRR	1 WQMG	1 WKRR	1 WTQR	1 WTQR	1 WTQR	AC 22.5
2 WTQR	2 WKZL	2 WTQR	2 WKZL	2 WKRR	2 WOJY	AOR 9.5
3 WKZL	3 WKRR	3 WKZL	3 WQMG	3 WMAG	3 WMAG	BM/Easy
4 WQMG	4 WKSI	4 WQMG	4 WKSI	4 WOJY	4 WKZL	CHR 15.2
5 WTHP	5 WTQR	5 WMAG	5 WOJY	5 WQMG	5 WKSI	Ctry 18.6
6 WKSI	6 WMAG	6 WOJY	6 WKRR	6 WMQX-FM	6 WQMG	N/T 1.2
7 WMAG	7 WOJY	7 WMQX-FM	7 WMAG	7 WKZL	7 WKRR	Rel/CC 2.3
8 WMQX-FM	8 WTHP	8 WTHP	8 WTHP	8 WSJS	8 WMQX-FM	UC 14.5
9 WOJY	9 WMQX-FM	9 WKSI	9 WMQX-FM	9 WTHP	9 WEAL	
10 WPET	10 WEAL	10 WSJS	10 WEAL	10 WKSI	10 WSJS	

# HARTFORD-NEW BRITAIN #40

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK	12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
19.2	20.1	18.4	19.2	19.0	1	1	WTIC 1080	AC	1	8	7	3	2	11/103	KATZ	NBC	16.4
15.3	16.7	15.4	13.0	14.1	2	2	WTIC-FM 96.5	CHR	2	1	1	1	1	14/79	KATZ		18.3
9.6	10.3	9.6	9.0	9.3	3	3	WRCH 100.5	B/EZ	3	9	11	8	4	13/86	TORBET	ABC-D	6.1
3.1	2.7	5.2	7.6	7.3	4	4	WDRG-FM 102.9	GOLD	5	12	3	2	3	13/81	MCGAVREN		9.4
4.8	5.4	5.8	4.9	5.5	5	5	WKSS 95.7	CHR	4	2	5	7	8	19/57	MMR		7.8
4.9	6.4	4.7	5.2	5.1	6	6	WCCC-A/F 1290 106.9	AOR	8	3	2	5	7	18/59	TORBET	NBC-S	7.6
4.2	4.9	6.6	4.4	4.7	7	7	WIOF 104.1	AC	8	11	6	6	5	19/57	EASTMAN	CBS-R	
4.7	4.4	4.2	4.0	4.6	8	8	WHCN 105.9	AOR	6	4	4	5	6	20/55	MASLA	ABC-R	6.8
2.6	3.3	1.8	3.8	3.4	9	9	WPOP 1410	N/T	9	18	12	9	9	18/60	EASTMAN	CBS	3.1
3.0	2.9	4.2	4.3	3.2	10	10	WRCQ 910	BBND	10	24	21	17	12	13/83	TORBET	ABC-E	2.0
4.2	2.5	2.0	2.2	2.0	11	11	WDRG 1360	GOLD	14	14	16	12	10	17/63	MCGAVREN		1.6
1.8	0.5	1.1	1.1	1.7	12	12	WKND 1480	UC	21	13	10	10	13	7/167	ROSLIN	NBN	.5
1.2	1.4	1.2	1.6	1.3	13	13	WAQY 102.1	AOR	12	5	9	14	18	30/36	EASTMAN		2.0
0.5	0.6	0.7	0.7	1.1	14	14	WKCI 101.3	CHR	13	6	15	15	16	32/34	MCGAVREN		.6
2.3	1.2	0.9	1.5	1.1	15	15	WPLR 99.1	AOR	11	10	8	13	15	39/28	DURPETTI		1.1
2.2	2.3	2.8	1.5	1.1	16	16	WWYZ 92.5	AC	15	16	13	11	11	28/38	BANNER	US2	1.6

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WCCC-FM	1 WTIC-FM	1 WTIC-FM	1 WTIC-FM	1 WTIC	1 WTIC-FM	AC 24.8
2 WTIC-FM	2 WDRG-FM	2 WDRG-FM	2 WDRG-FM	2 WDRG-FM	2 WTIC	AOR 12.1
3 WHCN	3 WIOF	3 WCCC-FM	3 WIOF	3 WTIC-FM	3 WIOF	BBnd 3.2
4 WKSS	4 WKSS	4 WHCN	4 WTIC	4 WHCN	4 WDRG-FM	BM/Easy 9.3
5 WDRG-FM	5 WHCN	5 WTIC	5 WKSS	5 WRCH	5 WRCH	CHR 20.7
6 WTIC	6 WCCC-FM	6 WKSS	6 WRCH	6 WCCC-FM	6 WKSS	Gold 9.3
7 WPLR	7 WKND	7 WIOF	7 WHCN	7 WIOF	7 WHCN	N/T 3.4
8 WIOF	8 WTIC	8 WRCH	8 WCCC-FM	8 WPOP	8 WDRG	UC 1.7
9 WAQY	9 WRCH	9 WPOP	9 WKND	9 WKSS	9 WCCC-FM	
10 WNBC	10 WAQY	10 WPLR	10 WDRG	10 WNBC	10 WRCQ	

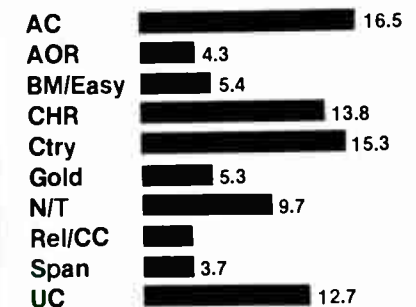
# HOUSTON-GALVESTON #8

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
8.0	8.0	9.8	9.9	9.1	1	KMJQ 102.1	UC	6	3	1	1	4	9/118	CHRISTAL		13.9
7.4	6.8	6.8	7.6	8.0	2	KIKK-FM 95.7	CTRY	3	5	5	2	1	13/84	TORBET		8.7
5.7	5.7	6.0	6.4	7.3	3	KILT-FM 100.3	CTRY	5	9	8	3	2	12/87	BANNER		5.5
8.8	7.9	6.4	8.1	7.1	4	KKBQ-A/F 790 92.9	CHR	2	1	2	5	6	16/68	MCGAVREN	ABC-F	7.7
5.8	5.8	4.7	4.6	6.8	5	KTRH 740 92.9	NEWS	4	18	15	10	8	14/77	CBS SPOT	ABC-I	4.2
5.8	7.4	6.6	6.2	6.7	6	KRBE-A/F 1070 104.1	CHR	1	2	4	6	12	18/62	KATZ		8.5
6.2	6.4	6.9	5.5	5.4	7	KODA 99.1	B/EZ	7	15	13	11	5	13/85	GROUP W		3.9
6.6	4.6	5.9	5.3	5.2	8	KFMK 97.9	AC	10	13	7	4	3	12/88	MMR		4.2
3.8	5.0	4.6	4.4	4.3	9	KLOL 101.1	AOR	8	4	6	8	9	16/69	CBS SPOT	NBC-S	6.3
0.9	0.8	4.1	3.8	4.0	10	KZFX 107.5	GOLD	11	10	3	7	7	13/85	REPUBLIC		6.8
4.6	3.7	4.1	4.4	4.0	11	KQUE 102.9	AC	14	21	17	14	13	10/106	REPUBLIC	ABC-E	2.8
3.4	4.4	2.7	2.6	2.9	12	KPRC 950	N/T	13	24	18	16	14	16/69	EASTMAN	NBC	2.2
4.4	3.7	2.5	2.9	2.8	13	KLTR 93.7	AC	9	12	9	9	10	23/47	CBS SPOT		2.4
2.7	3.1	3.4	2.5	2.5	14	KJYY 94.5	AC	15	20	11	12	11	16/69	MASLA	TRNSTR	1.8
4.8	2.9	2.3	1.6	2.0	15	KKHT 96.5	AC	12	11	10	13	15	25/43	EASTMAN	ABC-R	2.2
0.8	0.9	1.6	1.4	1.8	16	KCOH 1430	UC	18	19	16	15	16	11/99		SBN	.6
1.4	1.8	1.3	1.2	1.8	17	KYOK 1590	UC	16	6	14	18	19	16/66	MASLA	CBS-R	.6
0.7	0.9	1.0	1.9	1.6	18	KEYH 850	SPAN	24	7	12	17	17	7/150	LOTUS		.6
1.4	0.9	0.8	1.1	1.3	19	KILT 610	GOLD	17	26	26	19	18	17/63	BANNER		.8
0.7	0.6	1.3	0.9	1.2	20	KHCB 105.7	REL	20	29	23	20	20	13/82			1.4
1.1	2.0	1.6	1.6	1.1	21	KLAT 1010	SPAN	21	14	21	21	23	12/89	KATZ		1.4
1.0	1.8	1.7	2.5	1.0	22	KXYZ 1320	SPAN	25	16	19	22	22	12/91	CABALLERO		.7

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KMJQ-FM	1 KMJQ-FM	1 KMJQ-FM	1 KMJQ-FM	1 KIKK-FM	1 KIKK-FM
2 KLOL-FM	2 KKBQ-FM	2 KLOL-FM	2 KIKK-FM	2 KILT-FM	2 KILT-FM
3 KZFX-FM	3 KRBE-FM	3 KIKK-FM	3 KKBQ-FM	3 KFMK-FM	3 KMJQ-FM
4 KIKK-FM	4 KIKK-FM	4 KILT-FM	4 KILT-FM	4 KMJQ-FM	4 KFMK-FM
5 KFMK-FM	5 KZFX-FM	5 KFMK-FM	5 KRBE-FM	5 KLOL-FM	5 KKBQ-FM
6 KRBE-FM	6 KILT-FM	6 KZFX-FM	6 KFMK-FM	6 KTRH	6 KODA-FM
7 KILT-FM	7 KLTR-FM	7 KTRH	7 KLTR-FM	7 KZFX-FM	7 KLTR-FM
8 KKBQ-FM	8 KFMK-FM	8 KRBE-FM	8 KZFX-FM	8 KODA-FM	8 KJYY-FM
9 KLTR-FM	9 KKHT-FM	9 KKBQ-FM	9 KJYY-FM	9 KKBQ-FM	9 KQUE-FM
10 KTRH	10 KLOL-FM	10 KODA-FM	10 KODA-FM	10 KPRC	10 KRBE-FM



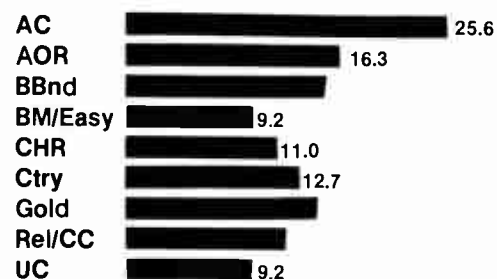
# INDIANAPOLIS #37

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
13.3	13.4	13.9	14.1	16.3	1	<b>WFBO</b> 94.7	AOR	1	3	1	1	1	10/109	KATZ	NBC-S	17.5
18.6	13.2	14.4	14.8	14.6	2	<b>WIBC</b> 107.0	AC	2	7	8	5	3	11/103	BANNER		15.6
9.8	10.0	10.7	11.6	10.8	3	<b>WFMS</b> 95.5	CTRY	3	6	4	2	2	12/90	MCGAVREN		12.4
8.6	9.7	8.5	8.8	9.2	4	<b>WXTZ</b> 103.3	B/EZ	6	8	9	7	6	11/95	REPUBLIC		4.8
9.0	7.7	10.9	8.6	9.2	5	<b>WTLC</b> 105.7	UC	8	2	2	3	4	8/131	DURPETTI		11.3
8.0	7.3	8.3	7.9	7.5	6	<b>WENS</b> 97.1	AC	5	5	3	4	5	15/70	CHRISTAL		7.3
7.1	8.7	8.5	8.1	6.9	7	<b>WZPL</b> 99.5	CHR	4	1	5	6	7	19/58	HNWH	AP	9.4
4.6	6.2	3.7	4.9	4.1	8	<b>WEAG</b> 93.1	CHR	7	4	6	8	9	22/49	BANNER		5.0
3.9	5.2	2.8	3.6	4.0	9	<b>WTUX</b> 131.0	BBND	12	11	18	14	12	9/125	DURPETTI	CBS	1.5
3.1	2.7	3.0	4.2	3.5	10	<b>WTPI</b> 107.9	AC	9	10	7	9	8	17/65	EASTMAN	CBS-R	2.7
1.6	1.1	1.9	2.3	1.9	11	<b>WIRE</b> 143.0	CTRY	10	17	12	11	11	21/52	REPUBLIC	ABC-I	1.2
1.9	1.4	1.8	1.4	1.7	12	<b>WNDE</b> 126.0	GOLD	11	13	10	10	10	21/51	KATZ	US2	2.2
1.2	1.6	0.6	0.8	1.0	13	<b>WGRT</b> 81.0	REL	14	9	13	13	13	13/83		SHRDN	1.3

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WFBO	1 WFBO	1 WFBO	1 WFBO	1 WFBO	1 WFMS
2 WTLC	2 WTLC	2 WFMS	2 WFMS	2 WFMS	2 WTLC
3 WENS	3 WENS	3 WIBC	3 WTLC	3 WIBC	3 WIBC
4 WZPL	4 WFMS	4 WTLC	4 WENS	4 WTLC	4 WENS
5 WFMS	5 WZPL	5 WENS	5 WIBC	5 WXTZ	5 WFBO
6 WEAG	6 WTPI	6 WZPL	6 WZPL	6 WENS	6 WXTZ
7 WIBC	7 WEAG	7 WEAG	7 WXTZ	7 WZPL	7 WZPL
8 WTPI	8 WIBC	8 WXTZ	8 WTPI	8 WEAG	8 WTPI
9 WNDE	9 WXTZ	9 WTPI	9 WEAG	9 WTPI	9 WEAG
10 WIRE	10 WNDE	10 WNDE	10 WNDE	10 WNDE	10 WNDE





# KANSAS CITY #27

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
8.5	10.3	11.2	11.6	14.3	1	WDAF 610	CTRY	2	6	8	2	1	9/115	KATZ	ABC-E	12.3
8.6	7.8	9.9	8.5	10.4	2	KYYS 102.1	AOR	3	2	1	1	2	10/109	KATZ	NBC-S	12.3
7.5	9.6	8.0	10.1	9.3	3	KBEQ 104.3	CHR	1	1	2	3	4	14/75	KETTELL-C	ABC-C	11.0
7.8	7.6	7.3	7.8	7.3	4	KMBR 99.7	B/EZ	7	12	10	9	5	12/89	DURPETTI		5.6
9.7	7.8	5.5	4.5	7.0	5	KMBZ 980	N/T	4	15	11	11	6	15/74	DURPETTI	NBC	5.6
7.9	5.6	7.5	6.3	6.3	6	KFKF-FM 94.1	CTRY	5	7	5	4	3	15/73	HNWH		5.7
3.5	4.9	5.5	4.3	5.9	7	KCPW 94.9	CHR	6	3	3	5	7	15/70	MCGAVREN		7.2
4.9	5.0	7.3	6.0	5.0	8	KCMO 810	N/T	8	13	16	12	11	15/73	MCGAVREN	ABC-I	4.1
3.5	3.7	3.7	4.7	4.6	9	KPRS 103.3	UC	12	4	6	8	10	11/95		NBN	7.7
5.9	4.3	4.1	5.3	4.4	10	KCFX 100.7	GOLD	9	5	4	6	8	15/72	MMR	ABC-R	5.2
6.0	4.9	4.6	3.2	3.9	11	KLSI 93.3	AC	10	8	7	7	9	17/64	EASTMAN	CNN	5.2
6.0	5.8	5.7	4.7	3.2	12	KUDL 98.1	AC	11	17	9	10	12	18/60	CHRISTAL	AP	2.9
2.2	3.2	3.2	4.0	2.8	13	KJLA 1190	BBND	14	16	23	22	22	13/82	ROSLIN	MBS	2.9
1.1	1.5	1.4	2.3	2.0	14	KXTR 96.5	CLAS	16	14	14	15	15	16/68	CMBS	US2	1.7
2.9	3.4	2.7	2.4	1.9	15	WHB 710	GOLD	13	9	13	14	14	22/49	CHRISTAL	AP	2.3
3.4	2.4	2.1	2.7	1.9	16	KZZC 98.9	GOLD	15	10	15	13	13	18/59	CBS SPOT		1.4
1.0	0.5	0.5	1.0	1.2	17	KCCV 1510	REL	19	19	20	17	16	11/98			.9

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	Format	Reach
1 KYYS	1 KBEQ	1 KYYS	1 KBEQ	1 WDAF	1 WDAF	AC	7.1
2 KCFX	2 KYYS	2 WDAF	2 WDAF	2 KYYS	2 KFKF-FM	AOR	10.4
3 KBEQ	3 KCPW	3 KCFX	3 KFKF-FM	3 KCFX	3 KBEQ	BBnd	2.8
4 KCPW	4 KFKF-FM	4 KBEQ	4 KYYS	4 KMBZ	4 KLSI	BM/Easy	7.3
5 KFKF-FM	5 KPRS	5 KFKF-FM	5 KCPW	5 KFKF-FM	5 KMBR	CHR	15.2
6 KPRS	6 KLSI	6 KCPW	6 KLSI	6 KMBR	6 KCPW	Clas	2.0
7 KLSI	7 KUDL	7 KMBZ	7 KPRS	7 KCPW	7 KYYS	Ctry	20.6
8 WDAF	8 WDAF	8 KLSI	8 KUDL	8 KCMO	8 KPRS	Gold	8.2
9 KMBZ	9 KCFX	9 KCMO	9 KMBR	9 KBEQ	9 KMBZ	N/T	12.0
10 KUDL	10 KMBR	10 KMBR	10 KCFX	10 KZZC	10 KUDL	Rel/CC	1.2
						UC	4.6

# LOS ANGELES #2

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK	12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
6.3	7.1	6.3	6.4	7.4	1	1	KIIS-A/F 1150 102.7	CHR	1	2	1	1	1	16/66	MCGAVREN		8.1
6.0	6.6	6.5	5.7	7.0	2	2	KPWR 105.9	CHR	2	1	2	2	5	14/79	HNWH		8.4
7.0	6.7	5.4	6.1	5.2	3	3	KABC 790	TALK	4	25	22	14	11	14/79	KATZ	ABC-T	4.3
5.2	4.4	4.9	4.7	4.9	4	4	KJOI 98.7	B/EZ	10	23	28	15	12	11/101	BANNER		3.0
4.2	4.1	4.1	4.8	4.3	5	5	KOST 103.5	AC	3	5	4	3	3	17/65	CHRISTAL		4.6
3.8	3.6	3.9	4.0	4.1	6	6	KROQ 106.7	AOR	8	3	5	6	14	15/73	TORBET		5.5
3.5	4.0	4.0	3.6	3.8	7	7	KRTH-FM 101.1	GOLD	6	22	7	4	2	17/65	REPUBLIC	US2	2.6
4.3	3.9	3.9	3.8	3.7	8	8	KBIG 104.3	AC	9	17	14	12	9	15/71	CBS SPOT		2.1
1.2	1.5	3.1	3.6	3.3	9	9	KLSX 97.1	GOLD	12	13	3	5	4	15/73	MMR		4.1
2.7	3.2	3.3	2.3	3.1	10	10	KTNQ 1020	SPAN	20	9	9	10	6	9/120	CABALLERO		3.3
3.7	3.3	3.4	4.2	3.0	11	11	KFWB 980	NEWS	5	30	27	22	19	23/48	GROUP W	NBC	3.4
3.1	3.5	3.6	3.3	3.0	12	12	KNX 1070	NEWS	7	26	24	20	15	20/53	CBS SPOT	CBS	2.9
3.4	2.2	2.3	3.2	3.0	13	13	KLVE 107.5	SPAN	16	11	8	8	10	11/100	CABALLERO		2.1
2.9	2.9	3.6	2.9	2.9	14	14	KIQQ 100.3	AC	13	20	13	11	7	16/69	TORBET	TRNSTR	2.0
3.4	3.7	2.3	2.8	2.9	15	15	KLOS 95.5	AOR	11	8	6	7	13	17/64	KATZ	ABC-R	4.7
3.0	3.3	2.7	2.4	2.8	16	16	KMPC 710	BBND	14	33	40	32	24	16/68	DURPETTI		2.3
2.2	2.0	1.6	1.9	2.5	17	17	KTWV 94.7	AA	15	21	11	9	8	16/66	BANNER	NBC-S	2.9
1.4	1.8	1.8	2.4	2.0	18	18	KJLH 102.3	UC	17	6	12	13	17	15/70	RADIO WEST		2.2
2.5	1.6	1.8	1.7	1.9	19	19	KZLA 93.9	CTRY	24	36	21	21	18	14/75	EASTMAN		1.4
1.1	1.5	1.2	1.6	1.8	20	20	KDAY 1580	UC	23	4	16	23	32	15/72	ROSLIN	NBN	2.3
0.7	0.6	0.9	0.9	1.6	21	21	KRTH 930	GOLD	21	10	23	19	16	17/64	REPUBLIC	US1	.7
1.7	1.3	1.7	1.9	1.6	22	22	KWKW 1300	SPAN	30	12	31	24	21	11/98	LOTUS		.8
1.2	1.3	1.2	1.3	1.5	23	23	KRLA 1110	GOLD	25	14	17	17	20	17/64	MMR		.9
1.2	1.4	1.1	1.1	1.4	24	24	KNAC 105.5	AOR	33	7	10	16	33	9/116	MASLA	ABC-F	2.2
1.2	1.4	1.5	1.6	1.4	25	25	KLAC 570	CTRY	19	31	30	31	23	20/53	EASTMAN	ABC-D	1.8
1.2	1.0	0.9	0.7	1.3	26	26	KACE 103.9	AA	29	19	15	18	22	14/75	MASLA	AP	.8

Continued on Page 130

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# DETROIT #6

Continued from Page 122

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	10.0
1 WRIF	1 WJLB	1 WRIF	1 WJLB	1 WJR	1 WJLB	AOR	9.1
2 WLLZ	2 WHYT	2 WLLZ	2 WNIC	2 WCSX	2 WJR	BBnd	3.8
3 WCSX	3 WCSX	3 WCSX	3 WHYT	3 WRIF	3 WJOI	BM/Easy	5.5
4 WJLB	4 WNIC	4 WJR	4 WCZY-FM	4 WLLZ	4 WOMC	CHR	12.6
5 WKSG	5 WCZY-FM	5 WJLB	5 WOMC	5 WJLB	5 WNIC	Clas	1.2
6 WCZY-FM	6 WLLZ	6 WKSG	6 WCSX	6 WKSG	6 WCZY-FM	Ctry	5.3
7 WJR	7 WDTX	7 WCZY-FM	7 WLTJ	7 WWWW	7 WWWW	Gold	8.7
8 WWWW	8 WLTJ	8 WWWW	8 WWWW	8 WOMC	8 WLTJ	Jazz	1.6
9 WNIC	9 WOMC	9 WOMC	9 WJOI	9 WCZY-FM	9 WCSX	Misc	10.9
10 WHYT	10 WWWW	10 WXYT	10 WJR	10 WWJ	10 WHYT	N/T	9.3
						UC	9.4

# LOS ANGELES #2

Continued from Page 128

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK	12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
1.5	1.3	1.4	1.3	1.3	27	27	KFAC-AF 1330 92.3	CLAS	18	38	38	33	24	21/53	MCGAVREN		1.0
1.6	1.2	1.3	1.4	1.2	28	28	KFI 640	AC	22	32	33	28	27	23/46	CHRISTAL	MBS	1.0
1.3	1.3	1.2	1.2	1.1	29	29	KKGO 105.1	JAZZ	28	41	34	30	26	16/67	RADIO WEST	AP	1.2

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AA	3.8
1 KIIS-FM	1 KIIS-FM	1 KIIS-FM	1 KIIS-FM	1 KIIS-FM	1 KIIS-FM	AC	12.1
2 KPWR	2 KOST	2 KPWR	2 KOST	2 KRTH-FM	2 KOST	AOR	8.4
3 KLOS	3 KPWR	3 KLOS	3 KPWR	3 KLSX	3 KRTH-FM	BBnd	2.8
4 KLSX	4 KLSX	4 KLSX	4 KRTH-FM	4 KTNQ	4 KBIG	BM/Easy	4.9
5 KROQ	5 KRTH-FM	5 KRTH-FM	5 KBIG	5 KPWR	5 KIQQ	CHR	14.4
6 KRTH-FM	6 KROQ	6 KROQ	6 KLVE	6 KLOS	6 KLVE	Clas	1.3
7 KNAC	7 KLVE	7 KTNQ	7 KIQQ	7 KTWV	7 KPWR	Ctry	3.3
8 KLVE	8 KBIG	8 KTWV	8 KLSX	8 KABC	8 KTWV	Gold	10.2
9 KTNQ	9 KIQQ	9 KLVE	9 KROQ	9 KIQQ	9 KJOI	Jazz	1.1
10 KOST	10 KTWV	10 KNAC	10 KTWV	10 KROQ	10 KTNQ	N/T	11.2
						Span	7.7
						UC	3.8



# LOUISVILLE #45

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK	12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
17.6	11.6	15.6	14.8	16.2	1	1	<b>WHAS</b> 840	AC	1	8	3	2	2	13/83	CHRISTAL	ABC-1	11.8
15.7	15.7	15.2	15.8	15.4	2	2	<b>WAMZ</b> 97.5	CTRY	2	6	2	1	1	10/107	CHRISTAL		13.0
6.7	9.3	7.7	8.6	9.1	3	3	<b>WDJX</b> 99.7	CHR	3	1	5	5	8	16/68	EASTMAN	ABC-R	11.1
9.2	6.0	6.4	5.7	8.1	4	4	<b>WRKA</b> 103.1	AC	4	7	6	3	3	16/68	BLAIR	ABC-D	7.4
6.6	8.4	8.9	8.8	7.9	5	5	<b>WQMF</b> 95.7	AOR	6	2	1	4	5	14/78	TORBET	NBC-S	13.8
8.8	6.9	8.6	8.3	7.5	6	6	<b>WVEZ</b> 106.9	B/EZ	7	10	8	7	4	13/83	KATZ		5.8
5.6	6.3	4.2	5.7	6.5	7	7	<b>WLRS</b> 102.3	CHR	5	3	4	6	6	18/59	SELECT	ABC-R	7.2
4.6	4.7	5.7	5.1	5.7	8	8	<b>WJYL</b> 101.7	UC	9	4	7	8	7	11/95	HNWH		8.7
3.5	7.1	4.2	5.2	4.5	9	9	<b>WAVG</b> 970	AC	8	11	12	10	10	16/67	SELECT	NBC	4.6
3.8	3.9	3.7	3.4	4.4	10	10	<b>WLOU</b> 1350	UC	10	5	9	9	9	12/90	MMR	SBN	4.3
3.1	3.5	2.3	2.9	2.5	11	11	<b>WXVW</b> 1450	B/EZ	12	13	18	16	15	13/83	KATZ	SMN	1.5
1.4	1.3	1.9	2.1	1.5	12	12	<b>WXLN</b> 103.9	REL	13	9	10	11	11	14/78		ABC-C	2.3
1.1	0.4	1.2	0.5	1.2	13	13	<b>WLLV</b> 1240	REL	16	17	11	12	12	13/85	ROSLIN		.4
0.3	1.0	2.4	1.0	1.1	14	14	<b>WTMT</b> 620	CTRY	14	18	16	14	14	18/62	MASLA		1.1
2.3	1.8	1.3	1.3	1.0	15	15	<b>WAKY</b> 790	GOLD	11	12	13	13	13	38/29	KATZ	MBS	.6

## DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WQMF	1 WRKA	1 WAMZ	1 WAMZ	1 WHAS	1 WAMZ
2 WAMZ	2 WDJX	2 WHAS	2 WHAS	2 WAMZ	2 WHAS
3 WHAS	3 WAMZ	3 WQMF	3 WRKA	3 WQMF	3 WRKA
4 WLRS	4 WLRS	4 WLRS	4 WDJX	4 WRKA	4 WVEZ
5 WDJX	5 WHAS	5 WVEZ	5 WLRS	5 WVEZ	5 WDJX
6 WJYL	6 WQMF	6 WRKA	6 WVEZ	6 WLRS	6 WLOU
7 WRKA	7 WJYL	7 WJYL	7 WJYL	7 WJYL	7 WLRS
8 WVEZ	8 WVEZ	8 WDJX	8 WQMF	8 WDJX	8 WJYL
9 WLOU	9 WLOU	9 WLOU	9 WLOU	9 WAVG	9 WQMF
10 WXLN	10 WLLV	10 WAVG	10 WAVG	10 WLOU	10 WXLN

## FORMAT REACH

AC	28.8
AOR	7.9
BM/Easy	10.0
CHR	15.6
Ctry	16.5
Rel/CC	2.7
UC	10.1

# MEMPHIS #50

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
15.6	18.1	16.7	14.3	15.8	1	<b>WHRK</b> 97.1	UC	1	1	1	1	1	11/99	KATZ	US1	16.0
9.2	9.5	10.5	10.9	11.6	2	<b>WMC-FM</b> 99.7	CHR	2	3	2	2	3	14/76	BLAIR	ABC-C	12.9
6.1	7.5	7.4	10.2	8.8	3	<b>KRNB</b> 101.1	UC	3	2	3	4	5	15/71	SELECT	ABC-F	9.9
7.8	5.9	8.1	8.1	8.4	4	<b>WGKX</b> 105.9	CTRY	6	10	5	5	4	12/89	HNWH		9.8
8.3	8.7	6.9	6.6	7.2	5	<b>WRVR-FM</b> 104.5	AC	4	7	4	3	2	16/67	CHRISTAL		5.6
6.6	6.1	7.0	4.3	7.1	6	<b>WDIA</b> 107.0	UC	5	5	7	6	6	15/71	KATZ	AP	4.8
6.1	5.3	5.3	5.4	6.9	7	<b>WLOK</b> 134.0	UC	9	13	9	8	8	10/110	MASLA	NBN	3.9
5.2	6.3	5.2	6.7	5.6	8	<b>WEZI</b> 94.3	B/EZ	7	9	10	10	9	13/81	CHRISTAL		3.2
3.4	4.6	3.7	4.6	3.9	9	<b>WHBQ</b> 56.0	N/T	11	15	13	12	10	14/79	REPUBLIC	US2	2.4
8.3	5.4	6.4	3.9	3.8	10	<b>WEGR</b> 102.7	AOR	8	6	6	7	7	18/60	MCGAVREN	US1	7.6
6.5	4.8	4.1	4.9	3.2	11	<b>WMC</b> 79.0	CTRY	10	14	12	13	12	17/63	BLAIR	ABC-I	2.1
0.6	0.0	1.2	2.5	3.0	12	<b>KWLN</b> 98.1	AOR	13	4	8	9	13	14/76	TORBET		4.9
4.8	3.0	3.7	3.4	2.2	13	<b>WREC</b> 60.0	BBND	12	17	17	16	15	20/54	MCGAVREN	CBS	2.1
0.8	0.7	1.2	1.4	1.7	14	<b>WRVR</b> 68.0	GOLD	14	18	14	11	11	22/50	CHRISTAL	TRNSTR	1.8
1.1	0.6	0.0	1.1	1.4	15	<b>WCRV</b> 64.0	REL	15	12	18	17	16	14/76			.6
0.5	0.7	0.6	0.9	1.1	16	<b>KFTH</b> 107.1	REL	16	8	11	14	14	15/71		SBN	3.0

## FORMAT REACH

## DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	7.2
1 WHRK	1 WHRK	1 WHRK	1 WHRK	1 WHRK	1 WHRK	AOR	6.8
2 KRNB	2 WMC-FM	2 WMC-FM	2 WMC-FM	2 WGKX	2 WRVR-FM	BBnd	2.2
3 WMC-FM	3 KRNB	3 WGKX	3 WRVR-FM	3 WMC-FM	3 WMC-FM	BM/Easy	5.6
4 KWLN	4 WRVR-FM	4 KRNB	4 KRNB	4 WEGR	4 WGKX	CHR	11.6
5 WGKX	5 WDIA	5 WRVR-FM	5 WGKX	5 WRVR-FM	5 WLOK	Ctry	11.6
6 WEGR	6 WGKX	6 WEGR	6 WDIA	6 KRNB	6 KRNB	Gold	1.7
7 WRVR-FM	7 WEGR	7 KWLN	7 WLOK	7 WDIA	7 WDIA	N/T	3.9
8 WDIA	8 WLOK	8 WDIA	8 WEGR	8 WHBQ	8 WEZI	Rel/CC	2.5
9 KFTH	9 WEZI	9 WHBQ	9 WEZI	9 WEZI	9 WEGR	UC	38.6
10 WHBQ	10 WMC	10 WLOK	10 WRVR	10 WLOK	10 WRVR		

# MIAMI-FT. LAUDERDALE-HOLLYWOOD # II

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
8.6	7.9	8.1	9.0	8.6	1	WLYF 101.5	B/EZ	2	16	16	9	3	9/126	BANNER		6.3
3.6	5.1	3.6	5.0	6.3	2	WINZ 94.0	N/T	4	20	15	15	10	10/114	KATZ	CBS	2.5
2.3	2.5	3.6	4.5	5.4	3	WPOW 96.5	CHR	3	1	1	2	9	13/86	HNWH	ABC-C	9.6
5.6	4.9	5.5	5.6	5.1	4	WQBA 114.0	SPAN	15	24	24	17	14	7/145	EASTMAN		3.0
3.9	3.9	3.8	4.6	4.8	5	WCMQ-FM 92.3	SPAN	14	14	9	5	1	8/137	MMR		4.4
5.3	4.1	3.7	4.9	4.5	6	WHYI 100.7	CHR	1	2	2	1	6	17/65	MCGAVREN		6.5
4.5	4.5	4.2	3.5	4.4	7	WJQY 106.7	AC	7	9	10	4	2	12/90	MASLA		5.4
3.7	3.8	4.2	5.0	4.1	8	WEDR 99.1	UC	13	3	3	7	7	10/112	HNWH	SBN	5.0
4.0	4.0	3.9	3.5	3.9	9	WNWS 79.0	TALK	11	7	18	21	20	11/95	BANNER	ABC-E	2.8
1.8	2.3	2.7	2.4	3.7	10	WLVE 93.9	AC	8	13	7	3	4	14/79	TORBET	MBS	2.6
3.7	3.3	4.0	3.1	3.6	11	WIOD 61.0	N/T	9	26	22	18	19	14/21	CHRISTAL	ABC-I	2.2
3.9	3.8	3.2	3.0	3.5	12	WAXY 105.9	AC	5	11	6	6	5	17/65	REPUBLIC	US1	3.7
2.1	2.6	2.5	3.5	3.3	13	WTMI 93.1	CLAS	16	21	27	20	18	11/97	CMBS		2.3
4.9	5.1	4.5	3.4	3.3	14	WHQT 105.1	CHR	6	4	4	8	12	17/64	MMR		4.7
3.2	3.6	3.5	4.6	3.2	15	WAQI 71.0	SPAN	20	32	23	19	16	10/113	LOTUS		2.2
3.3	3.6	3.7	4.2	2.8	16	WKQS 99.1	CTRY	18	12	13	11	8	12/90	HNWH	US2	5.0
2.2	1.7	2.3	2.2	2.6	17	WGTR 97.3	AOR	12	5	5	10	15	16/69	CHRISTAL		4.6
2.2	2.8	2.3	1.9	2.3	18	WQBA-FM 107.5	SPAN	21	10	11	13	11	12/92	EASTMAN		2.9
5.9	4.5	4.1	2.7	2.2	19	WSHE 103.5	AOR	10	7	8	12	17	21/51	EASTMAN		4.0
2.2	1.7	1.4	1.9	1.7	20	WKAT 136.0	BBND	22	15	35	31	29	12/93	KATZ	ABC-D	.9
2.1	2.6	2.6	2.5	1.7	21	WMXJ 102.7	GOLD	19	18	12	14	13	19/56	DURPETTI		3.0
1.9	1.4	1.5	1.6	1.6	22	WFTL 140.0	AC	23	28	34	35	35	10/107		AP	1.1
2.7	3.1	2.4	1.6	1.2	23	WZTA 94.9	AOR	17	8	13	16	22	28/39	KATZ		2.1
1.7	1.1	1.6	1.4	1.2	24	WCMQ 121.0	SPAN	30	23	36	25	23	9/117	MMR		.5
1.3	1.6	1.1	1.3	1.1	25	WSUA 126.0	SPAN	24	29	20	22	21	13/86	CABALLERO		1.1
2.2	1.8	1.4	1.7	1.1	26	WRHC 155.0	SPAN	25	27	33	34	31	12/89	ROSLIN		1.0
1.1	0.9	1.3	0.7	1.0	27	WMBM 149.0	UC	28	36	28	26	24	12/89	MASLA	NBN	1.1

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	FORMAT REACH	
1 WGTR	1 WPOW	1 WHYI	1 WLVE	1 WJQY	1 WCMQ-FM	AC	13.2
2 WHYI	2 WHYI	2 WAXY	2 WPOW	2 WCMQ-FM	2 WJQY	AOR	6.0
3 WPOW	3 WEDR	3 WGTR	3 WCMQ-FM	3 WAXY	3 WLYF	BBnd	1.7
4 WHQT	4 WPOW	4 WPOW	4 WHYI	4 WKQS	4 WLVE	BM/Easy	8.6
5 WEDR	5 WLVE	5 WLVE	5 WJQY	5 WLVE	5 WEDR	CHR	13.2
6 WSHE	6 WCMQ-FM	6 WJQY	6 WEDR	6 WINZ	6 WHYI	Clas	3.3
7 WAXY	7 WAXY	7 WEDR	7 WAXY	7 WLYF	7 WAXY	Ctry	2.8
8 WLVE	8 WJQY	8 WCMQ-FM	8 WHQT	8 WHYI	8 WPOW	Gold	1.7
9 WMXJ	9 WQBA-FM	9 WINZ	9 WLYF	9 WPOW	9 WHQT	N/T	13.8
10 WINZ	10 WSHE	10 WHQT	10 WQBA-FM	10 WGTR	10 WKQS	Span	20.0
						UC	5.1

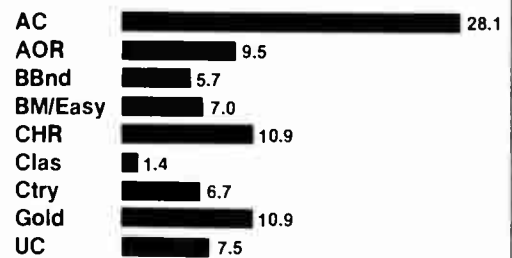
# MILWAUKEE-RACINE #26

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ ADJ.	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
14.6	12.2	12.1	14.3	16.1	1	<b>WTMJ</b> 620	AC	1	10	6	3	1	12/94	CHRISTAL	NBC	13.0
9.4	9.1	9.9	10.1	9.2	2	<b>WKTI</b> 94.5	CHR	2	1	3	2	3	16/68	CHRISTAL	NBC-S	9.8
7.0	6.8	7.7	8.5	8.8	3	<b>WKLH</b> 96.5	GOLD	3	5	1	1	2	13/86	MCGAVREN		8.6
8.9	7.3	9.2	6.6	7.0	4	<b>WEZW</b> 103.7	B/EZ	5	11	14	10	7	12/90	MCGAVREN		5.7
4.5	4.2	4.5	5.4	6.7	5	<b>WMIL</b> 106.1	CTRY	6	9	9	6	4	12/90	CBS SPOT		6.4
6.7	8.7	5.6	6.7	6.6	6	<b>WQFM</b> 93.3	AOR	4	2	2	4	9	14/78	TORBET	ABC-R	11.0
7.7	6.3	6.1	6.7	5.7	7	<b>WOKY</b> 920	BBND	8	13	22	16	13	12/92	CBS SPOT	CBS	6.2
4.7	5.4	5.1	5.0	5.6	8	<b>WLUM</b> 102.1	UC	7	3	4	5	8	14/79	MASLA	CBS-R	8.4
3.7	4.3	4.0	3.5	3.8	9	<b>WMYX</b> 99.1	AC	9	6	7	8	6	17/64	BANNER		3.7
3.3	3.2	3.8	3.5	3.5	10	<b>WLTQ</b> 97.3	AC	12	18	8	7	5	15/72	KATZ		2.2
3.8	4.3	4.6	2.6	2.9	11	<b>WLZR-A/F</b> 1340 102.9	AOR	11	7	5	9	16	21/53	REPUBLIC		1.7
2.7	3.0	3.3	3.4	2.8	12	<b>WISN</b> 1130	AC	10	12	15	14	12	21/53	KATZ	MBS	4.3
2.3	2.4	1.4	2.3	2.1	13	<b>WEMP</b> 1250	GOLD	14	14	12	12	11	21/51	BANNER	TRNSTR	1.2
0.8	1.7	2.2	1.7	1.9	14	<b>WBGK</b> 95.7	AC	15	16	10	11	10	16/68	REPUBLIC	US1	1.2
3.0	2.6	1.7	1.5	1.9	15	<b>WNOV</b> 860	UC	16	4	13	15	18	14/77		NBN	2.6
2.3	2.3	3.5	2.8	1.7	16	<b>WHBT-A/F</b> 1460 100.7	CHR	13	8	11	13	17	31/35	TORBET	ABC-C	1.4
1.1	1.8	1.9	1.6	1.4	17	<b>WFMR</b> 98.3	CLAS	17	29	16	17	14	17/62	CMBS		1.0

## DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WKLH	1 WKTI	1 WKLH	1 WKTI	1 WKLH	1 WKTI
2 WQFM	2 WLUM	2 WQFM	2 WLUM	2 WTMJ	2 WTMJ
3 WKTI	3 WKLH	3 WTMJ	3 WKLH	3 WMIL	3 WMIL
4 WLUM	4 WMYX	4 WKTI	4 WMYX	4 WKTI	4 WLTQ
5 WTMJ	5 WQFM	5 WMIL	5 WMIL	5 WQFM	5 WKLH
6 WLZR-FM	6 WLTQ	6 WLUM	6 WLTQ	6 WBGK	6 WMYX
7 WMIL	7 WLZR-FM	7 WBGK	7 WTMJ	7 WEMP	7 WLUM
8 WBGK	8 WTMJ	8 WLZR-FM	8 WQFM	8 WEZW	8 WEZW
9 WLTQ	9 WHBT-FM	9 WEMP	9 WEZW	9 WLTQ	9 WOKY
10 WMYX	10 WMIL	10 WEZW	10 WLZR-FM	10 WISN	10 WEMP

## FORMAT REACH



SPECIAL THANKS TO STEVE AND TOM FOR THE CREATIVE & TO

**Classic Hits 96**  
WKLH/FM

FOR PREMIERING  
**"DRIVES ME NUTS" T.V.**

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# MINNEAPOLIS-ST. PAUL #18

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK	12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
17.9	18.3	17.2	17.6	16.3	1	1	<b>WCCO</b> 830	AC	1	16	8	4	2	12/91	CBS SPOT	CBS	16.4
7.8	7.2	6.9	8.2	10.0	2	2	<b>WLOL</b> 99.5	CHR	2	2	1	1	3	15/72	HNWH		10.9
9.5	9.9	9.0	9.5	8.5	3	3	<b>KSTP-FM</b> 94.5	AC	5	7	3	2	1	14/77	MCGAVREN		9.1
10.0	9.6	11.1	9.6	8.0	4	4	<b>KQRS-A/F</b> 1440 92.5	AOR	3	4	2	3	4	15/72	KATZ	ABC-R	11.4
6.2	7.2	7.0	7.0	6.8	5	5	<b>KDWB-FM</b> 101.3	CHR	4	1	5	7	9	18/61	BLAIR		7.5
5.0	5.2	6.4	5.8	6.5	6	6	<b>WAYL</b> 93.7	B/EZ	6	10	11	10	8	13/83	REPUBLIC		4.0
3.9	2.5	3.0	2.7	5.9	7	7	<b>KJJO-FM</b> 104.1	AOR	7	3	4	5	12	14/80	EASTMAN	ABC-E	6.7
6.8	5.4	6.2	6.1	5.8	8	8	<b>KEYE</b> 102.1	CTRY	8	5	7	8	6	14/80	KATZ		5.5
3.8	4.3	3.6	3.2	4.4	9	9	<b>KTCZ</b> 97.1	AOR	10	9	6	6	5	14/76	DURPETTI		3.5
2.7	2.9	3.9	3.6	3.8	10	10	<b>WLTE</b> 102.9	AC	9	6	9	9	7	19/56	CBS SPOT	CBS-R	2.4
3.7	3.5	4.5	4.5	2.7	11	11	<b>KSTP</b> 94.5	TALK	11	11	13	13	13	17/64	MCGAVREN		3.7
2.0	2.9	2.1	3.3	2.1	12	12	<b>KMGK</b> 107.9	AC	12	18	10	11	11	21/53	MMR		1.2
1.3	2.5	2.4	1.7	2.1	13	13	<b>KDWB</b> 630	GOLD	13	8	12	12	10	19/57	BLAIR		1.9
2.5	2.1	2.2	2.3	1.8	14	14	<b>WDGY</b> 1130	CTRY	14	12	14	14	14	22/49	KATZ	CNN	2.2
2.6	2.1	1.5	1.3	1.4	15	15	<b>KLBB</b> 1400	BBND	15	13	18	18	17	11/98	ROSLIN	ABC-D	1.1

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KQRS-FM	1 WLOL-FM	1 KQRS-FM	1 WLOL-FM	1 KQRS-FM	1 KSTP-FM	AC 30.7
2 KJJO-FM	2 KSTP-FM	2 KJJO-FM	2 KSTP-FM	2 WCCO	2 WCCO	AOR 18.3
3 WLOL-FM	3 KDWB-FM	3 WLOL-FM	3 KDWB-FM	3 KSTP-FM	3 WLOL-FM	BBnd 1.4
4 KTCZ-FM	4 KQRS-FM	4 KSTP-FM	4 WCCO	4 KTCZ-FM	4 WLTE-FM	BM/Easy 6.5
5 KSTP-FM	5 KTCZ-FM	5 WCCO	5 WLTE-FM	5 WLOL-FM	5 KEYE-FM	CHR 16.8
6 WCCO	6 KEYE-FM	6 KTCZ-FM	6 KEYE-FM	6 KEYE-FM	6 WAYL-FM	Ctry 7.6
7 KDWB-FM	7 KJJO-FM	7 KEYE-FM	7 KQRS-FM	7 KJJO-FM	7 KTCZ-FM	Gold 2.1
8 KEYE-FM	8 WLTE-FM	8 KDWB-FM	8 KTCZ-FM	8 WLTE-FM	8 KDWB-FM	N/T 2.7
9 WLTE-FM	9 KMGK-FM	9 WAYL-FM	9 WAYL-FM	9 KSTP	9 KQRS-FM	
10 KSTP	10 WCCO	10 WLTE-FM	10 KJJO-FM	10 WAYL-FM	10 KMGK-FM	

# MONMOUTH-OCEAN #44

SPRING '86	SPRING '87	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK
2.9	7.6	1	<b>WPLJ</b> 95.5	CHR	1		3	3	3	13/83	BANNER	ABC-R
7.6	6.6	2	<b>WOR</b> 710	TALK	3		23	14	12	13/83	REPUBLIC	UC2
7.4	6.4	3	<b>WNEW-FM</b> 102.7	AOR	6		1	1	2	11/98	KATZ	NBC-S
3.6	6.2	4	<b>WADB</b> 95.9	B/EZ	5		17	23	18	11/96	CHRISTAL	
6.1	5.7	5	<b>WOBM</b> 92.7	AC	2		13	4	1	15/72		
4.3	5.7	6	<b>WPAT-FM</b> 93.1	B/EZ	8		22	9	10	11/101	CHRISTAL	
3.1	5.3	7	<b>WXRK</b> 92.3	AOR	9	NO TEEN DEMOS	2	2	4	11/97	TORBET	ABC-R
3.2	3.7	8	<b>WCBS</b> 880	NEWS	4		10	15	8	21/52	CBS SPOT	CBS
3.5	3.6	9	<b>WCBS-FM</b> 101.1	GOLD	14		14	6	5	13/85	CBS SPOT	CBS-R
5.0	3.3	10	<b>WHTZ</b> 100.3	CHR	11		8	13	19	16/67	EASTMAN	
1.4	3.3	11	<b>WMJY</b> 107.1	AOR	18		4	5	6	10/104	RADIO WEST	
4.1	3.0	12	<b>WJLK-FM</b> 94.3	CHR	21		24	8	9	19/57	MASLA	
1.9	2.8	13	<b>WABC</b> 770	TALK	7		18	16	16	22/48	BANNER	ABC-I
2.7	2.6	14	<b>WMMR</b> 93.3	AOR	19		5	7	7	12/91	KATZ	NBC-S
3.1	2.5	15	<b>WHN</b> 1050	CTRY	15		19	19	15	18/61	DURPETTI	MBS
1.2	2.3	16	<b>WLTW</b> 106.7	AC	13		12	11	11	21/52	MMR	
2.8	2.1	17	<b>WNBC</b> 660	AC	16		21	18	13	20/53	HNWH	NBC
2.9	1.9	18	<b>WJRZ</b> 100.1	CHR	12		9	17	20	25/43	MASLA	ABC-C
2.0	1.7	19	<b>WNEW</b> 1130	BBND	22		26	28	24	15/72	KATZ	
1.7	1.6	20	<b>WNSR</b> 105.1	AC	17	NO TEEN DEMOS	11	12	14	25/44	MCGAVREN	
0.0	1.5	21	<b>WMGQ</b> 98.3	AC	28		6	10	17	10/113	MASLA	
3.5	1.5	22	<b>WHLI</b> 1100	BBND	30		25	27	26	6/169	ROSLIN	
2.2	1.3	23	<b>WJLK</b> 1310	GOLD	21		24	22	22	19/56	MASLA	
1.7	1.1	24	<b>WYNY</b> 97.1	AC	20		15	20	23	26/42	HNWH	
0.8	1.0	25	<b>WPIX</b> 101.9	AC	23		29	21	21	19/57	CHRISTAL	

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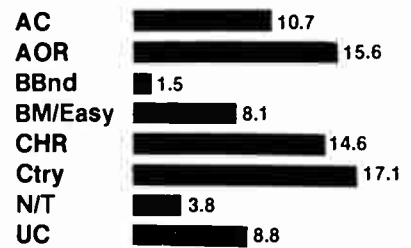
# NASHVILLE #48

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK	12+ ADJ	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BRCH SHARE
12.3	12.7	14.9	14.4	15.6	1	1	<b>WKDF</b> 103.3	AOR	1	2	1	1	1	10/104	KATZ	ABC-E	20.7
12.4	11.1	10.3	10.5	11.8	2	2	<b>WSM-FM</b> 95.5	CTRY	2	5	5	2	2	11/97	CHRISTAL		10.7
9.7	8.5	7.4	7.3	9.1	3	3	<b>WYHY</b> 107.5	CHR	3	1	2	4	7	14/77	MCGAVREN	US2	9.7
8.4	10.5	9.1	7.9	8.1	4	4	<b>WLAC-FM</b> 105.9	AC	4	6	4	3	3	14/75	DURPETTI		5.7
11.4	10.4	9.6	10.3	8.1	5	5	<b>WZEZ</b> 92.9	B/EZ	6	18	11	8	4	12/88	DURPETTI		5.5
9.3	6.8	7.1	5.8	7.5	6	6	<b>WQOK</b> 92.1	UC	9	4	3	5	6	10/113	HNWH		10.2
3.3	3.9	5.3	5.5	5.5	7	7	<b>WWKX</b> 104.5	CHR	5	3	6	7	9	20/54	BANNER	US1	8.3
4.8	6.6	5.1	5.7	5.3	8	8	<b>WSIX-AF</b> 980 97.9	CTRY	7	8	7	6	5	15/71	EASTMAN	AP	4.0
4.1	5.2	5.0	7.0	5.3	9	9	<b>WSM</b> 550	CTRY	8	11	14	10	8	14/75	CHRISTAL	NBC	4.6
2.0	1.7	2.7	3.5	3.8	10	10	<b>WLAC</b> 1510	N/T	10	12	10	12	12	16/67	DURPETTI	CBS	1.7
3.0	3.3	3.9	3.7	2.6	11	11	<b>WTMG</b> 96.3	AC	11	13	9	9	10	19/57	TORBET		3.2
2.8	2.1	3.1	3.5	2.6	12	12	<b>WVOL</b> 1470	GOLD	12	7	8	11	11	15/73	HNWH	NBN	3.0
1.7	0.6	0.3	1.3	1.5	13	13	<b>WAMB</b> 1160	BBND	14	19	19	16	16	16/68	ROSLIN	MBS	1.0
0.7	1.3	1.6	1.1	1.3	14	14	<b>WMDB</b> 880	UC	16	10	15	15	15	14/75			.2
1.5	1.0	1.5	1.0	1.0	15	15	<b>WKDA</b> 1240	GOLD	13	15	12	13	13	25/44	KATZ	ABC-I	.4

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WKDF	1 WKDF	1 WKDF	1 WLAC-FM	1 WKDF	1 WLAC-FM
2 WQOK	2 WLAC	2 WSM-FM	2 WKDF	2 WSM-FM	2 WSM-FM
3 WYHY	3 WYHY	3 WQOK	3 WSM-FM	3 WSIX-FM	3 WKDF
4 WSM-FM	4 WSM-FM	4 WYHY	4 WYHY	4 WQOK	4 WZEZ
5 WWKX	5 WQOK	5 WLAC-FM	5 WQOK	5 WLAC-FM	5 WYHY
6 WLAC-FM	6 WWKX	6 WSIX-FM	6 WWKX	6 WSM	6 WSIX-FM
7 WSIX-FM	7 WVOL	7 WWKX	7 WZEZ	7 WZEZ	7 WQOK
8 WTMG	8 WSIX-FM	8 WSM	8 WSIX-FM	8 WYHY	8 WWKX
9 WLAC	9 WTMG	9 WZEZ	9 WTMG	9 WTMG	9 WTMG
10 WWRB	10 WZEZ	10 WTMG	10 WVOL	10 WWKX	10 WSM



# NASSAU-SUFFOLK #12

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK	12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
4.6	3.9	3.7	4.3	5.9	1	WBAB 102.3	AOR	5	5	1	1	3	13/85	MMR		6.4	
7.4	5.8	6.1	6.0	5.8	2	WHTZ 100.3	CHR	2	1	4	2	6	17/64	EASTMAN		7.7	
5.7	4.5	5.2	5.7	5.1	3	WBLI 106.1	CHR	6	4	7	3	4	15/74	MASLA		4.0	
5.4	5.0	5.1	4.4	4.6	4	WPLJ 95.5	CHR	1	3	3	5	7	21/51	BANNER	ABC-R	5.3	
5.5	5.8	6.1	5.8	4.6	5	WALK-A/F 1370 97.5	AC	8	17	12	6	2	13/86	DURPETTI		6.0	
3.5	3.7	3.8	4.6	4.1	6	WCBS-FM 101.1	GOLD	7	10	9	4	1	15/70	CBS SPOT	CBS-R	3.7	
3.5	3.5	4.8	4.2	4.1	7	WCBS 880	NEWS	4	40	21	15	12	19/56	CBS SPOT	CBS	3.4	
4.1	2.4	3.2	3.4	4.0	8	WLTW 106.7	AC	14	26	11	7	5	12/88	MMR		2.8	
3.1	4.6	3.9	4.3	3.8	9	WOR 710	TALK	13	30	29	24	19	13/83	REPUBLIC	US2	4.7	
2.4	2.8	2.2	2.6	3.6	10	WABC 770	TALK	10	24	23	14	14	15/73	BANNER	ABC-I	3.5	
2.2	1.5	2.8	3.6	3.4	11	WQHT 103.5	CHR	12	2	8	13	21	15/72	DURPETTI		5.4	
2.0	2.0	2.1	2.2	3.3	12	WLIR-FM 92.7	AOR	19	7	2	8	13	11/101	MASLA		2.9	
2.9	3.1	3.1	2.6	3.3	13	WINS 1010	NEWS	3	42	25	18	17	25/43	GROUP W	ABC-D	3.1	
3.3	3.6	2.9	3.9	3.2	14	WNEW-FM 102.7	AOR	11	8	5	9	9	16/66	KATZ	NBC-S	4.7	
2.2	3.4	2.9	3.3	3.0	15	WXRK 92.3	AOR	9	11	6	10	8	18/60	TORBET	ABC-R	2.7	
3.1	2.8	3.3	3.6	3.0	16	WHLI 1100	BBND	24	18	42	31	27	8/133	ROSLIN		1.4	
2.7	2.2	2.0	1.8	2.5	17	WHN 1050	CTRY	15	16	22	17	15	18/59	DURPETTI	MBS	1.4	
2.0	2.1	2.2	2.6	2.4	18	WNSR 105.1	AC	16	20	10	11	11	18/59	MCGAVREN		1.5	
2.7	3.3	2.9	2.2	2.3	19	WPAT-FM 93.1	B/EZ	18	29	24	26	24	15/71	CHRISTAL		2.2	
1.7	3.2	2.4	2.8	2.3	20	WCTO 94.3	B/EZ	21	32	31	25	18	12/87	ROSLIN		.9	
3.5	2.2	2.9	1.8	2.3	21	WNBC 660	AC	17	19	14	12	10	19/57	HNWH	NBC	1.8	
1.6	2.8	2.9	3.0	2.2	22	WGSM 740	AC	26	43	36	32	20	9/115	ROSLIN		1.3	
2.2	1.9	1.8	1.8	2.1	23	WKJY 98.3	B/EZ	20	22	19	16	16	14/78	ROSLIN		.9	
0.6	1.3	1.1	1.1	1.8	24	WEZN 99.9	B/EZ	29	15	35	28	25	11/102	KATZ		.7	
2.1	2.8	2.0	1.6	1.4	25	WRKS 98.7	UC	23	6	13	21	31	18/61	REPUBLIC	US1	3.4	
0.8	0.8	1.0	1.1	1.4	26	WQXR-A/F 1560 96.3	CLAS	28	35	37	38	28	15/74	MCGAVREN		1.4	
1.4	1.8	1.0	1.7	1.1	27	WBSL 107.5	UC	25	9	17	19	23	21/52	MCGAVREN	SHRDN	3.5	
1.2	1.8	1.9	1.0	1.0	28	WNEW 1130	BBND	30	39	33	37	34	16/69	KATZ		.6	
2.0	1.4	1.6	1.2	1.0	29	WYNY 97.1	AC	22	12	15	20	22	26/41	HNWH		.8	

## DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WBAB	1 WPLJ	1 WBAB	1 WHTZ	1 WBAB	1 WALK-FM
2 WNEW-FM	2 WHTZ	2 WCBS-FM	2 WPLJ	2 WCBS-FM	2 WLTW
3 WLIR	3 WBAB	3 WXRK	3 WBLI	3 WBLI	3 WHTZ
4 WXRK	4 WLIR	4 WNEW-FM	4 WALK-FM	4 WXRK	4 WBLI
5 WPLJ	5 WBLI	5 WBLI	5 WLTW	5 WNBC	5 WPLJ
6 WBLI	6 WQHT	6 WNBC	6 WBAB	6 WNEW-FM	6 WCBS-FM
7 WHTZ	7 WXRK	7 WLIR	7 WCBS-FM	7 WLTW	7 WNSR
8 WCBS-FM	8 WNEW-FM	8 WHTZ	8 WLIR	8 WCBS	8 WBAB
9 WQHT	9 WNSR	9 WPLJ	9 WNSR	9 WALK-FM	9 WKJY
10 WNBC	10 WLTW	10 WALK-FM	10 WQHT	10 WABC	10 WNEW-FM

## FORMAT REACH

AC	16.5
AOR	15.4
BBnd	4.0
BM/Easy	8.5
CHR	18.9
Clas	1.4
Ctry	2.5
Gold	4.1
N/T	14.8
UC	2.5



# NEW ORLEANS #31

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ ADH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
5.6	6.6	8.8	13.7	13.2	1	<b>WQUE</b> 93.3	UC	1	1	2	2	3	13/84	EASTMAN		18.4
14.5	15.5	13.2	12.2	12.2	2	<b>WYLD-FM</b> 98.5	UC	3	3	1	1	1	10/114	HNWH		14.5
9.9	10.1	10.1	9.4	9.6	3	<b>WEZB</b> 97.1	CHR	2	2	3	3	4	16/68	MMR	US1	11.8
7.7	5.5	6.4	7.4	9.4	4	<b>WBYU</b> 95.7	B/EZ	5	7	11	9	5	10/114	CHRISTAL		5.4
4.3	5.8	4.9	5.1	6.2	5	<b>WBOK</b> 1230	REL	10	8	9	7	6	10/106	MASLA	SBN	3.7
6.7	6.1	7.1	6.7	5.9	6	<b>WLTS</b> 105.3	AC	4	6	4	4	2	17/66	DURPETTI	CBS-R	5.1
4.9	5.0	5.9	6.1	4.9	7	<b>WRNO</b> 99.5	CHR	6	4	5	5	9	18/59	MMR	ABC-F	6.4
5.3	4.8	5.2	3.8	4.9	8	<b>WNOE-FM</b> 101.1	CTRY	9	9	8	8	8	13/82	MCGAVREN	ABC-E	5.9
4.9	5.9	4.4	4.2	4.8	9	<b>WAJY</b> 101.9	AC	8	19	7	6	7	16/69	KATZ		2.7
5.9	5.6	6.8	5.9	4.3	10	<b>WWL</b> 870	N/T	7	15	14	12	11	20/55	KATZ	CBS	3.0
2.8	3.1	2.9	2.4	3.1	11	<b>WTIX</b> 690	GOLD	11	13	10	11	10	17/62	MCGAVREN	NBC	3.1
2.2	1.9	2.7	2.8	2.8	12	<b>WCKW-FM</b> 92.3	AOR	13	5	6	10	12	12/94	MASLA	ABC-D	3.0
3.4	3.9	2.5	3.2	2.4	13	<b>WSMB</b> 1350	TALK	12	20	18	17	17	14/77	SMITH	MBS	4.4
2.2	2.1	2.1	1.5	2.3	14	<b>WWIW</b> 1450	BBND	15	18	20	18	15	12/87	TARGET	SMN	1.3
2.3	1.9	0.8	0.9	2.0	15	<b>WMKJ</b> 1280	GOLD	18	11	12	13	13	11/101	EASTMAN		1.9
2.3	1.8	2.0	1.8	1.7	16	<b>WNOE</b> 1060	CTRY	14	14	16	16	18	18/59	MCGAVREN	ABC-E	.7
2.9	3.0	2.0	1.2	1.2	17	<b>WYLD</b> 940	UC	16	17	13	14	16	24/45	HNWH		1.5

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WYLD-FM	1 WYLD-FM	1 WYLD-FM	1 WQUE	1 WYLD-FM	1 WYLD-FM
2 WQUE	2 WQUE	2 WQUE	2 WYLD-FM	2 WQUE	2 WLTS
3 WRNO	3 WEZB	3 WEZB	3 WLTS	3 WLTS	3 WBOK
4 WEZB	4 WLTS	4 WRNO	4 WEZB	4 WRNO	4 WQUE-FM
5 WCKW-FM	5 WRNO	5 WLTS	5 WAJY	5 WEZB	5 WAJY
6 WLTS	6 WAJY	6 WCKW-FM	6 WBOK	6 WBYU	6 WBYU
7 WTIX	7 WBOK	7 WWL	7 WNOE-FM	7 WWL	7 WEZB
8 WNOE-FM	8 WNOE-FM	8 WTIX	8 WBYU	8 WNOE-FM	8 WNOE-FM
9 WAJY	9 WTIX	9 WBYU	9 WRNO	9 WTIX	9 WTIX
10 WBOK	10 WCKW-FM	10 WNOE-FM	10 WTIX	10 WCKW-FM	10 WRNO

## DEMOGRAPHIC RANK

AC	10.7
AOR	2.8
BBnd	2.3
BM/Easy	9.4
CHR	14.5
Ctry	6.6
Gold	5.1
N/T	6.7
Rel/CC	6.2
UC	26.6

# NEW YORK #1

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK	12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
6.9	5.5	5.8	5.1	5.8	1	1	WHTZ 100.3	CHR	3	2	1	1	3	13/64	EASTMAN		6.9
4.3	4.4	4.5	4.3	4.8	2	2	WPAT-FM 93.1	B/EZ	14	22	23	18	14	17/71	CHRISTAL		1.2
5.9	5.5	5.1	4.8	4.8	3	3	WPLJ 95.5	CHR	2	4	3	3	5	15/51	BANNER	ABC-R	5.3
4.3	4.9	4.6	4.7	4.6	4	4	WBLS 107.5	UC	5	5	4	2	4	21/52	MCGAVREN	SHRDN	6.5
4.6	4.9	4.6	5.4	4.5	5	5	WINS 1010	NEWS	1	15	13	11	7	13/43	GROUP W	ABC-D	3.7
1.6	1.4	3.1	3.5	4.4	6	6	WQHT 103.5	CHR	12	1	6	9	16	15/72	DURPETTI		4.7
6.2	5.1	5.1	4.8	4.4	7	7	WRKS 98.7	UC	10	3	5	7	11	19/61	REPUBLIC	US1	5.3
4.5	5.3	4.7	5.6	4.4	8	8	WOR 710	TALK	9	37	29	25	22	12/83	REPUBLIC	US2	4.5
4.2	3.6	4.2	4.0	4.1	9	9	WLTW 106.7	AC	7	16	8	6	2	13/88	MMR		2.2
3.6	3.3	4.0	3.9	3.7	10	10	WCBS-FM 101.1	GOLD	6	20	9	5	1	15/70	CBS SPOT	CBS-R	3.3
3.9	3.5	3.8	3.6	3.5	11	11	WNEW-FM 102.7	AOR	11	6	2	4	8	15/66	KATZ	NBC-S	5.1
3.1	3.3	3.1	2.9	3.3	12	12	WXRK 92.3	AOR	13	7	7	8	6	11/60	TORBET	ABC-R	3.2
3.3	3.5	3.9	3.4	3.3	13	13	WCBS 880	NEWS	4	25	22	17	13	25/56	CBS SPOT	CBS	3.2
2.6	2.7	2.9	3.0	2.9	14	14	WABC 770	TALK	8	13	19	19	17	16/73	BANNER	ABC-I	3.5
3.0	2.8	2.1	2.1	2.8	15	15	WHN 1050	CTRY	15	12	21	14	9	18/59	DURPETTI	MBS	1.2
1.9	2.3	2.5	3.2	2.5	16	16	WNSR 105.1	AC	16	11	10	10	10	8/59	MCGAVREN		2.1
1.0	1.4	1.3	1.2	2.0	17	17	WSKQ 620	SPAN	26	30	16	12	12	18/110	CABALLERO		1.4
2.7	3.0	2.3	1.6	1.8	18	18	WNEW 1130	BBND	20	33	30	30	26	18/69	KATZ		1.6
2.0	1.8	1.8	1.6	1.6	19	19	WYNY 97.1	AC	18	17	11	13	18	15/41	HNWH		1.3
1.8	1.8	1.4	2.0	1.6	20	20	WADO 1280	SPAN	27	46	32	27	23	12/96			2.0
1.2	1.4	1.5	1.8	1.6	21	21	WNCN 104.3	CLAS	22	27	25	23	21	19/57	CMBS	AP	1.5
1.6	1.5	1.4	1.4	1.5	22	22	WPAT 930	B/EZ	23	39	39	35	34	9/36	CHRISTAL		1.0

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# MONMOUTH-OCEAN #44

Continued from Page 136

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WNEW-FM	1 WPLJ	1 WNEW-FM	1 WOBN	1 WNEW-FM	1 WOBN	AC 15.2
2 WXRK	2 WXRK	2 WXRK	2 WPLJ	2 WXRK	2 WPLJ	AOR 17.6
3 WMJY	3 WMGQ	3 WPLJ	3 WMGQ	3 WMJY	3 WCBS-FM	BBnd 3.2
4 WPLJ	4 WNEW-FM	4 WMJY	4 WJLK	4 WPLJ	4 WJLK	BM/Easy 11.9
5 WMMR	5 WMJY	5 WCBS-FM	5 WXRK	5 WCBS-FM	5 WPAT-FM	CHR 15.8
6 WHTZ	6 WMMR	6 WMMR	6 WCBS-FM	6 WMMR	6 WMGQ	Ctry 2.5
7 WCBS	7 WJLK	7 WOBN	7 WNEW-FM	7 WOBN	7 WADB	Gold 4.9
8 WABC	8 WLTW	8 WCBS	8 WLTW	8 WNBC	8 WNSR	N/T 13.1
9 WNBC	9 WADB	9 WHTZ	9 WMJY	9 WCBS	9 WCBS	
10 WJRZ	10 WOBN	10 WNBC	10 WPAT-FM	10 WHN	10 WLTW	

# NEW YORK #1

Continued from Page 140

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK	12+ ADJ	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
2.0	1.5	1.7	1.6	1.5	23		WNBC 660	AC	17	23	20	15	15	14/57	HNWH	NBC	1.3
1.7	2.0	1.6	1.6	1.5	24		WQXR-A/F 1560 96.3	CLAS	21	32	34	33	30	18/74	MCGAVREN		1.3
2.0	1.9	2.0	1.8	1.4	25		WPIX 101.9	AC	19	24	17	16	19	11/42	CHRISTAL		1.2
0.6	1.0	0.8	1.1	1.3	26		WLIB 1190	N/T	24	18	15	21	24	15/86	MCGAVREN	SHRDN	.4
1.1	1.0	1.0	0.9	1.2	27		WKDM 1380	SPAN	32	14	18	20	20	21/120	MMR		.7

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WNEW-FM	1 WHTZ	1 WXRK	1 WHTZ	1 WCBS-FM	1 WLTW	AC 11.1
2 WXRK	2 WPLJ	2 WNEW-FM	2 WPLJ	2 WXRK	2 WHTZ	AOR 6.8
3 WBLS	3 WQHT	3 WBLS	3 WLTW	3 WBLS	3 WCBS-FM	BBnd 1.8
4 WRKS	4 WRKS	4 WCBS-FM	4 WBLS	4 WNEW-FM	4 WBLS	BM/Easy 6.3
5 WHTZ	5 WBLS	5 WHTZ	5 WRKS	5 WLTW	5 WPLJ	CHR 15.0
6 WQHT	6 WNEW-FM	6 WPLJ	6 WQHT	6 WHTZ	6 WINS	Clas 3.1
7 WPLJ	7 WLTW	7 WRKS	7 WCBS-FM	7 WPLJ	7 WSKQ	Ctry 2.8
8 WLTW	8 WNSR	8 WQHT	8 WNSR	8 WINS	8 WNSR	Gold 3.7
9 WCBS-FM	9 WXRK	9 WLTW	9 WNEW-FM	9 WHN	9 WRKS	N/T 16.4
10 WBAB	10 WYNY	10 WINS	10 WINS	10 WCBS	10 WPAT-FM	Span 4.8
						UC 9.0

# NORFOLK-VIRGINIA BEACH-NEWPORT NEWS #33

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
11.9	13.2	11.6	10.2	11.2	1	WNOR-AIF 1230 98.7	AOR	2	3	1	1	2	11/94	MCGAVREN	NBC-S	14.3
9.1	8.7	7.9	9.1	10.3	2	WCMS-FM 100.5	CTRY	3	18	8	2	1	10/114	KATZ	ABC-E	10.3
7.4	7.2	7.2	9.6	9.2	3	WNVZ 104.5	CHR	1	1	2	3	7	15/70	REPUBLIC		11.3
7.9	8.2	8.6	9.3	8.1	4	WFOG 92.9	B/EZ	5	16	14	9	6	11/101	MMR		4.0
10.2	8.2	8.5	8.1	6.2	5	WOWI 102.9	UC	6	4	3	5	8	14/77	MCGAVREN	SBN	10.9
5.1	4.0	3.9	5.6	5.7	6	WWDE 101.3	AC	4	7	7	6	3	15/70	EASTMAN	CBS-R	5.7
5.1	4.1	4.1	4.6	5.7	7	WMYK 93.7	UC	8	6	5	4	4	14/76	EASTMAN		8.5
5.2	5.3	4.7	5.1	4.9	8	WGH 97.3	CHR	7	5	4	7	12	17/63	BANNER	ABC-E	6.1
6.2	6.4	7.4	5.5	4.6	9	WLTY 95.7	AC	10	17	6	8	5	14/78	CHRISTAL		3.6
5.1	4.0	4.4	5.2	4.5	10	WTAR 790	GOLD	9	10	11	11	10	15/72	CHRISTAL	CBS	2.9
1.6	1.5	2.8	1.9	4.2	11	WJQI 94.9	B/EZ	12	23	10	10	9	10/107	TORBET		1.8
4.4	3.9	5.4	4.7	3.8	12	WRAP 850	UC	11	2	12	12	11	14/76	MASLA	NBN	3.2
0.7	1.9	1.6	1.0	2.8	13	WSKX 106.9	CTRY	13	13	9	13	13	13/81	TORBET		1.2
3.0	2.2	3.3	3.7	1.9	14	WPCE 1400	REL	16	8	19	16	15	14/76	MCGAVREN	SBN	1.0
3.2	2.7	2.0	1.8	1.8	15	WNIS 1350	TALK	14	20	17	15	14	19/57	ROSLIN	NBC	2.5
1.3	1.6	3.4	1.3	1.8	16	WXRI 105.3	CC	15	11	13	14	16	15/73	MASLA		1.9
1.2	0.8	1.1	1.1	1.0	17	WKEZ 94.7	CTRY	20	21	18	18	17	13/85	ROSLIN	MBS	.8

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DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WNOR-FM	1 WNOR-FM	1 WNOR-FM	1 WNVZ	1 WNOR-FM	1 WCMS-FM	AC	10.3
2 WGH	2 WLTY	2 WCMS-FM	2 WCMS-FM	2 WCMS-FM	2 WWDE	AOR	11.2
3 WOWI	3 WNVZ	3 WNVZ	3 WLTY	3 WNVZ	3 WLTY	BM/Easy	12.3
4 WNVZ	4 WOWI	4 WGH	4 WNOR-FM	4 WWDE	4 WMYK	CHR	14.1
5 WMYK	5 WMYK	5 WMYK	5 WWDE	5 WMYK	5 WFOG	Ctry	14.1
6 WWDE	6 WGH	6 WOWI	6 WOWI	6 WTAR	6 WJQI	Gold	4.5
7 WCMS-FM	7 WCMS-FM	7 WWDE	7 WMYK	7 WFOG	7 WNVZ	N/T	1.8
8 WLTY	8 WWDE	8 WTAR	8 WJQI	8 WOWI	8 WOWI	Rel/CC	3.7
9 WSKX	9 WJQI	9 WLTY	9 WGH	9 WLTY	9 WNOR-FM	UC	15.7
10 WRAP	10 WSKX	10 WRAP	10 WFOG	10 WGH	10 WTAR		



# OKLAHOMA CITY #43

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ ADJ	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
12.8	12.3	11.9	13.2	13.7	1	<b>KATT</b> 100.5	AOR	2	2	1	1	2	10/113	BANNER	NBC-S	17.2
13.6	12.5	11.5	9.3	10.9	2	<b>KXXY-AF</b> 1340 96.1	CTRY	3	4	4	2	1	11/99	MCGAVREN	ABC-D	11.8
7.1	12.2	11.5	11.1	10.1	3	<b>KJYO</b> 102.7	CHR	1	1	2	4	5	13/80	BANNER		16.2
7.0	8.3	8.8	7.6	7.8	4	<b>KTOK</b> 1000	N/T	5	11	12	10	7	13/84	BANNER	ABC-I	5.6
7.3	6.2	7.9	7.1	7.7	5	<b>KZBS</b> 98.9	AC	4	5	3	3	3	14/79	HNWH	AP	7.2
7.7	8.4	8.3	9.4	7.6	6	<b>KKNG</b> 92.5	B/EZ	7	10	13	8	6	12/88	CHRISTAL		4.5
5.6	3.6	5.1	5.4	5.5	7	<b>KLTE</b> 101.9	AC	6	6	5	5	4	18/59	TORBET		7.4
0.8	2.0	3.2	4.4	4.4	8	<b>KPRW</b> 1140	UC	13	3	6	7	11	7/161	BANNER	SBN	5.2
4.2	5.0	2.3	3.4	4.2	9	<b>KOMA</b> 1520	AC	10	15	19	16	16	14/78	DURPETTI	NBC	2.5
4.6	4.5	3.6	3.8	4.0	10	<b>WKY</b> 930	CTRY	11	8	15	12	12	15/75	CHRISTAL	ABC-E	2.3
8.1	4.8	4.7	7.0	3.9	11	<b>KEBC</b> 94.7	CTRY	8	7	8	9	9	19/57	MMR	CBS-R	3.8
5.0	3.2	3.8	3.4	3.3	12	<b>KMGL</b> 104.1	AC	9	9	7	6	8	18/61	KATZ	TRNSTR	2.4
3.5	4.1	3.8	2.9	2.3	13	<b>KIMY</b> 107.7	AC	12	12	9	11	10	19/58	DURPETTI		1.8
1.2	1.3	1.0	1.2	1.8	14	<b>WWLS</b> 640	GOLD	15	17	10	14	14	14/76	MCGAVREN	CBS	1.2
2.0	0.9	1.2	1.1	1.5	15	<b>KKLR</b> 97.7	GOLD	14	14	14	13	13	18/61			1.5
1.5	1.7	2.9	1.8	1.5	16	<b>KJIL</b> 104.9	REL	16	13	11	15	15	16/67	STARCOM	UPI	1.6

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KATT	1 KXXY-FM	1 KATT	1 KXXY-FM	1 KATT	1 KXXY-FM	AC 23.0
2 KJYO	2 KJYO	2 KXXY-FM	2 KZBS	2 KXXY-FM	2 KZBS	AOR 13.7
3 KZBS	3 KZBS	3 KZBS	3 KJYO	3 KZBS	3 KLTE	BM/Easy 7.6
4 KXXY-FM	4 KATT	4 KJYO	4 KATT	4 KLTE	4 KJYO	CHR 10.1
5 KLTE	5 KLTE	5 KLTE	5 KLTE	5 KTOK	5 KKNG	Ctry 18.4
6 WWLS	6 KPRW	6 KTOK	6 KMGL	6 WWLS	6 KATT	N/T 7.8
7 KEBC	7 KMGL	7 WWLS	7 KPRW	7 KKNG	7 KMGL	Rel/CC 1.5
8 KTOK	8 KJIL	8 KEBC	8 KKNG	8 KJYO	8 KEBC	UC 4.4
9 KMGL	9 KIMY	9 KKNG	9 KEBC	9 KEBC	9 KTOK	
10 KIMY	10 KEBC	10 KMGL	10 KIMY	10 KKLR	10 KIMY	

# PHILADELPHIA #5

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK	12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
10.9	11.5	9.0	9.0	8.9	1	1	WMMR 93.3	AOR	2	4	1	1	1	12/91	KATZ	NBC-S	12.2
8.1	7.2	7.9	9.0	7.4	2		WEAZ 101.1	B/EZ	4	14	11	10	6	11/99	MCGAVREN		5.9
6.9	6.9	7.2	7.2	7.4	3		WUSL 98.9	UC	5	1	2	2	8	11/103	EASTMAN	ABC-F	10.0
6.8	6.5	7.0	7.6	6.8	4		KYW 106.0	NEWS	1	20	12	9	7	19/57	GROUP W	NBC	7.3
3.4	3.5	4.3	5.7	5.3	5		WKSZ 100.3	AC	7	9	9	7	4	14/78	HNWH		3.6
4.9	5.0	4.1	4.5	5.1	6		WMGK 102.9	AC	6	10	7	3	2	15/74	MMR		4.0
4.0	3.9	4.4	3.6	5.0	7		WDAS-FM 105.3	UC	13	5	4	4	5	11/102	HNWH		4.4
4.5	4.7	4.4	4.3	4.5	8		WPEN 95.0	BBND	14	26	27	22	19	11/97	MMR	US2	2.6
4.0	5.3	5.3	4.5	4.4	9		WWDB 96.5	TALK	15	25	13	14	12	11/95	REPUBLIC	ABC-I	4.0
4.7	3.5	4.3	4.7	4.4	10		WSNI 104.5	AC	10	8	6	5	3	13/81	DURPETTI	US1	4.1
4.4	4.7	4.0	5.0	4.3	11		WCAU-FM 98.1	CHR	3	2	5	8	16	20/54	CBS SPOT	CBS	5.7
3.6	3.6	4.5	4.5	4.2	12		WYSP 94.1	GOLD	8	6	3	6	9	17/63	TORBET	ABC-R	5.7
4.7	4.1	2.8	3.0	3.5	13		WCAU 121.0	NEWS	9	15	16	15	13	20/55	CBS SPOT	CBS	3.4
3.8	3.8	3.9	3.2	3.3	14		WXTU 92.5	CTRY	16	17	15	13	10	12/89	BANNER	MBS	5.1
1.5	1.6	1.7	1.6	3.0	15		WEGX 106.1	CHR	11	3	10	12	14	18/59	CHRISTAL	ABC-C	2.1
3.2	2.6	2.7	2.6	2.4	16		WIP 61.0	MISC	17	16	18	17	17	17/65	KATZ	ABC-E	3.0
2.6	2.5	2.5	2.9	2.3	17		WIOQ 102.1	AOR	12	11	8	11	11	24/46	MCGAVREN		2.1
1.8	2.0	1.8	2.0	1.8	18		WFLN 95.7	CLAS	19	24	22	18	18	16/68	CMBS		1.4
1.8	1.6	2.7	1.4	1.5	19		WFIL 56.0	GOLD	18	21	14	16	15	21/52	MCGAVREN	ABC-D	1.1
1.0	1.1	1.5	1.5	1.1	20		WDAS 148.0	UC	20	18	21	21	21	20/55	HNWH	NBN	1.3
1.2	0.6	0.7	0.5	1.0	21		WHAT 134.0	UC	22	22	24	23	22	14/79		SHRDN	.8

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	AOR	BBnd	BM/Easy	CHR	Clas	Ctry	Gold	Misc	N/T	UC
1 WMMR	1 WMMR	1 WMMR	1 WMMR	1 WMMR	1 WMGK	14.8	11.2	4.5	7.4	7.3	1.8	3.3	5.7	2.4	14.7	14.5
2 WYSP	2 WUSL	2 WYSP	2 WUSL	2 WYSP	2 WKSZ											
3 WUSL	3 WSNI	3 WDAS-FM	3 WMGK	3 WMGK	3 WSNI											
4 WDAS-FM	4 WCAU-FM	4 WUSL	4 WSNI	4 WDAS-FM	4 WEAZ											
5 WIOQ	5 WDAS-FM	5 WMGK	5 WKSZ	5 WSNI	5 WMMR											
6 WCAU-FM	6 WMGK	6 WSNI	6 WDAS-FM	6 KYW	6 WUSL											
7 WMGK	7 WKSZ	7 WIOQ	7 WCAU-FM	7 WCAU	7 KYW											
8 WEGX	8 WEGX	8 KYW	8 WEAZ	8 WEAZ	8 WDAS-FM											
9 WSNI	9 WIOQ	9 WCAU	9 KYW	9 WWDB	9 WXTU											
10 WKSZ	10 WYSP	10 WKSZ	10 WEGX	10 WUSL	10 WEGX											

**"DRIVES ME NUTS" T.V.  
THANKS 94 WYSP**

robert michelson, inc. 127 west 26th street new york, new york 10001 212 243-2702

# PHOENIX #24

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
10.7	10.7	11.7	11.8	13.1	1	<b>KNIX-A/F</b> 1580 102.5	CTRY	2	3	3	2	1	10/113	KATZ		13.9
11.9	11.0	10.6	10.5	12.3	2	<b>KZZP-A/F</b> 1310 104.7	CHR	1	1	1	1	2	12/92	MCGAVREN		15.4
8.2	11.2	11.5	12.8	11.7	3	<b>KMEO-A/F</b> 740 96.9	B/EZ	3	16	17	10	4	8/128	GROUP W		5.4
8.3	9.5	9.4	9.3	7.0	4	<b>KTAR</b> 620	N/T	4	25	12	11	7	14/76	CBS SPOT	ABC-I	7.9
7.5	6.8	7.2	6.7	6.4	5	<b>KUPD</b> 97.9	AOR	5	2	2	3	8	14/77	MASLA		11.2
3.5	3.4	3.7	3.8	4.5	6	<b>KOPA KSLX</b> 1440 100.7	GOLD	10	7	4	4	3	12/92	MMR		4.9
4.9	4.4	4.7	3.5	4.0	7	<b>KKLT</b> 98.7	AC	6	10	6	5	6	16/66	CBS SPOT		3.0
3.8	3.8	3.4	3.4	3.8	8	<b>KOOL-FM</b> 94.5	GOLD	9	5	8	7	5	16/69	HNWH	CBS	4.7
3.2	2.9	3.2	3.3	3.7	9	<b>KDKB</b> 93.3	AOR	7	9	5	6	10	16/66	CHRISTAL	NBC-S	4.5
2.1	3.6	2.8	2.5	3.2	10	<b>KKFR</b> 92.3	CHR	8	4	7	8	12	19/58	REPUBLIC	ABC-C	2.2
3.4	3.2	2.6	2.9	3.0	11	<b>KLZI</b> 99.9	AC	11	12	9	9	9	18/61	CHRISTAL		2.4
1.8	1.9	2.2	3.0	2.5	12	<b>KFYI</b> 910	N/T	15	15	19	16	15	13/80	REPUBLIC	MBS	3.0
6.1	2.3	2.4	2.1	2.4	13	<b>KOY-FM</b> 95.5	AC	12	19	15	13	13	19/58	EASTMAN		2.5
2.2	2.8	4.8	4.5	2.3	14	<b>KAMJ-FM</b> 101.5	AC	13	11	11	12	11	18/59	DURPETTI		2.5
1.5	1.8	1.2	1.0	2.3	15	<b>KVVA</b> 860	SPAN	20	6	10	14	16	8/141	LOTUS		--
3.9	2.4	2.5	2.4	1.8	16	<b>KOY</b> 550	AC	14	18	23	18	17	19/57	EASTMAN	NBC	2.5
1.0	0.9	0.3	1.2	1.8	17	<b>KOOL</b> 960	GOLD	17	22	20	15	14	14/79	HNWH	CBS-R	1.6
2.6	2.4	2.7	1.9	1.6	18	<b>KLFF</b> 1360	BBND	19	27	30	26	24	12/88		ABC-D	1.3
0.5	0.0	0.1	0.8	1.3	19	<b>KAMJ</b> 1230	BBND	24	23	31	27	19	12/94	DURPETTI	AP	.9
0.7	0.0	1.1	1.9	1.3	20	<b>KPHX</b> 1480	SPAN	26	17	17	19	18	11/101	CABALLERO		.7
0.0	0.6	0.6	1.0	1.2	21	<b>KEYX</b> 100.3	AOR	18	8	13	17	22	18/61	RADIO WEST		1.6
0.3	0.0	1.4	1.3	1.1	22	<b>KONC</b> 106.3	CLAS	23	24	24	23	23	13/82	CMBS	ABC-D	.4

## FORMAT REACH

## DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	AOR	BBnd	BM/Easy	CHR	Clas	Ctry	Gold	N/T	Span
1 KUPD	1 KZZP-FM	1 KNIX-FM	1 KZZP-FM	1 KNIX-FM	1 KNIX-FM	13.5	11.3	2.9	11.7	15.5	1.1	13.1	10.1	9.5	4.6
2 KZZP-FM	2 KNIX-FM	2 KZZP-FM	2 KNIX-FM	2 KSLX	2 KZZP-FM										
3 KSLX	3 KUPD	3 KSLX	3 KKLT	3 KTAR	3 KMEO-FM										
4 KDKB	4 KKLT	4 KUPD	4 KUPD	4 KZZP-FM	4 KKLT										
5 KNIX-FM	5 KOOL-FM	5 KDKB	5 KOOL-FM	5 KUPD	5 KOOL-FM										
6 KKLT	6 KKFR	6 KTAR	6 KLZI	6 KDKB	6 KLZI										
7 KKFR	7 KLZI	7 KOOL-FM	7 KMEO-FM	7 KOOL-FM	7 KAMJ										
8 KLZI	8 KSLX	8 KKLT	8 KKFR	8 KMEO-FM	8 KUPD										
9 KOOL-FM	9 KDKB	9 KKFR	9 KAMJ	9 KKLT	9 KOY-FM										
10 KTAR	10 KAMJ	10 KLZI	10 KDKB	10 KFYI	10 KKFR										

# PITTSBURGH #14

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK	12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
15.3	13.2	13.8	14.1	14.6	1	1	<b>KDKA</b> 1020	AC	1	5	11	4	1	12/88	GROUP W	NBC	15.5
8.0	7.9	9.4	9.6	9.9	2	2	<b>WBZZ</b> 93.7	CHR	2	1	2	1	2	13/86	BANNER		13.5
9.8	9.2	9.1	9.0	8.2	3	3	<b>WSHH</b> 99.7	B/EZ	3	16	12	10	8	11/101	MMR		5.2
7.2	9.9	7.7	7.7	8.0	4	4	<b>WDVE</b> 102.5	AOR	4	2	1	2	4	11/100	EASTMAN	NBC-S	10.1
6.8	6.0	4.6	5.2	5.8	5	5	<b>WAMO-FM</b> 105.9	UC	8	3	3	3	9	9/117	HNWH	SHRDN	7.4
4.9	5.1	5.7	4.6	4.4	6	6	<b>WWSW</b> 94.5	AC	6	7	6	5	5	15/73	MCGAVREN	ABC-C	3.5
2.2	2.7	2.8	4.2	4.4	7	7	<b>WDSY</b> 107.9	CTRY	14	8	9	9	6	10/109	REPUBLIC	ABC-I	3.5
3.3	3.6	4.8	4.9	4.3	8	8	<b>WLTJ</b> 92.9	AC	9	11	8	7	3	13/86	CBS SPOT		3.1
3.7	2.6	1.4	2.8	3.9	9	9	<b>WMYG</b> 96.9	GOLD	7	4	4	6	10	14/76	CHRISTAL		4.5
3.4	3.6	4.7	2.9	3.8	10	10	<b>WJAS</b> 1320	BBND	12	22	24	16	15	13/84	MMR	AP	2.6
4.4	4.7	4.7	4.6	3.5	11	11	<b>WHTX</b> 96.1	AC	5	10	5	8	7	20/55	KATZ	ABC-E	3.4
3.3	3.4	3.6	4.0	3.1	12	12	<b>WTAE</b> 1250	AC	10	12	13	12	11	17/63	KATZ	US2	2.0
4.2	4.3	3.9	2.8	2.9	13	13	<b>WTKN</b> 970	TALK	13	18	20	15	16	15/70	MCGAVREN	ABC-T	3.4
2.3	2.8	2.9	2.9	2.2	14	14	<b>WYDD</b> 104.7	CHR	11	6	7	11	12	22/49	ROSLIN	ABC-F	3.1
3.1	2.3	2.0	2.2	2.0	15	15	<b>KQV</b> 1410	NEWS	15	20	19	24	22	18/59	CBS SPOT	MBS	2.0
1.8	0.8	0.9	1.5	1.4	16	16	<b>WMBS</b> 590	AC	19	15	35	21	14	11/100		CBS	1.2
1.4	1.2	0.7	1.2	1.2	17	17	<b>WXXP</b> 100.7	AOR	16	9	10	13	19	16/69			1.4
1.7	1.2	2.0	0.9	1.1	18	18	<b>WEPP</b> 1080	GOLD	18	28	15	14	13	15/74	REPUBLIC	ABC-I	1.3

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	31.3
1 WDVE	1 WBZZ	1 WDVE	1 WBZZ	1 WDVE	1 WBZZ	AOR	9.2
2 WMYG	2 WAMO-FM	2 WBZZ	2 WAMO-FM	2 KDKA	2 KDKA	BBnd	3.8
3 WBZZ	3 WDVE	3 WMYG	3 WLTJ	3 WWSW	3 WLTJ	BM/Easy	8.2
4 WAMO-FM	4 WHTX	4 KDKA	4 WWSW	4 WMYG	4 WAMO-FM	CHR	12.1
5 WYDD	5 WLTJ	5 WAMO-FM	5 WHTX	5 WBZZ	5 WHTX	CTry	4.4
6 WXXP	6 WWSW	6 WWSW	6 KDKA	6 WLTJ	6 WDSY	Gold	5.0
7 WWSW	7 WMYG	7 WDSY	7 WDSY	7 WDSY	7 WWSW	N/T	4.9
8 WHTX	8 WYDD	8 WHTX	8 WDVE	8 WHTX	8 WSHH	UC	5.8
9 WDSY	9 WDSY	9 WLTJ	9 WSHH	9 WSHH	9 WTAE		
10 KDKA	10 WSHH	10 WYDD	10 WMYG	10 WTAE	10 WDVE		



# PORTLAND #25

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
7.7	8.5	7.1	5.2	9.0	1	KKRZ 100.3	CHR	1	1	2	2	5	15/72	KATZ	ABC-F	10.2
9.1	6.4	7.5	8.5	7.6	2	KXL-FM 95.5	B/EZ	8	17	13	12	7	11/103	MCGAVREN		3.1
5.8	5.4	6.1	6.1	6.7	3	KEX 1190	AC	4	15	10	7	4	14/78	KATZ	ABC-I	4.9
7.1	7.7	6.6	8.0	6.5	4	KGON 92.3	AOR	3	3	1	4	6	14/75	HNWH		14.9
4.4	5.2	6.9	5.0	6.5	5	KKCW 103.3	AC	5	5	4	1	2	14/80	DURPETTI		5.4
5.0	5.6	4.6	5.7	6.5	6	KUPL 98.5	CTRY	10	6	7	5	3	11/98	BANNER	ABC-D	5.9
6.4	6.6	6.1	6.0	6.4	7	KXL 750	N/T	2	21	15	13	12	15/74	MCGAVREN	NBC	5.4
6.3	6.9	7.1	7.8	6.1	8	KINK 101.9	AOR	7	16	3	3	1	13/81	MMR		5.6
0.9	3.0	2.5	3.2	4.6	9	KXYQ 105.1	CHR	11	2	6	8	14	14/79	RADIO WEST	CBS-R	5.3
4.5	3.3	3.6	3.7	4.3	10	KYTE 970	BBND	14	24	25	20	18	11/96	DURPETTI	CBS	1.8
4.7	5.4	4.3	4.3	4.1	11	KMJK 106.7	GOLD	9	4	5	6	13	19/56	CHRISTAL	NBC-S	5.0
7.4	4.8	4.8	5.1	4.1	12	KGW 620	AC	6	9	8	9	8	21/51	MMR	AP	3.7
3.8	3.5	4.7	4.1	3.4	13	KWJJ-FM 99.5	CTRY	13	8	11	14	10	14/76	EASTMAN	ABC-E	3.5
2.9	1.8	2.6	2.6	3.0	14	KYTE-FM 101.1	CLAS	12	10	14	15	15	18/62	DURPETTI		1.9
2.0	2.5	2.2	1.6	2.7	15	KSGO 1520	GOLD	16	7	12	10	9	15/72	HNWH		1.4
4.2	4.0	3.6	3.1	2.6	16	KKLI-FM 97.1	AC	15	19	9	11	11	18/59	REPUBLIC		2.7
3.7	2.4	2.9	2.3	1.9	17	KWJJ 1080	CTRY	17	18	16	16	16	19/56	EASTMAN	ABC-E	2.2
1.9	1.7	1.6	2.3	1.4	18	KPDQ-FM 93.7	REL	18	12	19	18	17	25/43			1.8
0.8	0.7	1.1	0.4	1.2	19	KKEY 1150	TALK	21	25	18	19	19	14/76		MBS	.7
0.8	0.5	0.6	0.5	1.0	20	KPDQ 800	REL	19	11	17	17	20	30/36			.3

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KGON	1 KKRZ	1 KGON	1 KKCW	1 KINK	1 KKCW	AC 19.9
2 KKRZ	2 KKCW	2 KINK	2 KKRZ	2 KGON	2 KINK	AOR 12.6
3 KINK	3 KINK	3 KKRZ	3 KINK	3 KUPL-FM	3 KUPL-FM	BBnd 4.3
4 KMJK	4 KGON	4 KUPL-FM	4 KUPL-FM	4 KEX	4 KEX	BM/Easy 7.6
5 KKCW	5 KXYQ	5 KMJK	5 KGON	5 KKCW	5 KKRZ	CHR 13.6
6 KUPL-FM	6 KUPL-FM	6 KKCW	6 KXYQ	6 KMJK	6 KKLI	Clas 3.0
7 KGW	7 KMJK	7 KEX	7 KEX	7 KSGO	7 KXL-FM	Ctry 11.8
8 KXYQ	8 KKLI	8 KSGO	8 KKLI	8 KXL	8 KGW	Gold 6.8
9 KEX	9 KGW	9 KGW	9 KMJK	9 KKRZ	9 KWJJ-FM	N/T 7.6
10 KKLI	10 KEX	10 KXL	10 KGW	10 KGW	10 KXYQ	Rel/CC 2.4

# PROVIDENCE-WARWICK-PAWTUCKET #28

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK	12-ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
10.9	11.6	10.6	12.5	13.5	1	1	WPRO-FM 92.3	CHR	1	1	2	1	1	14/78	BANNER	ABC-C	14.7
10.1	10.5	10.5	11.2	11.0	2	2	WLKW 101.5	B/EZ	3	30	18	8	4	11/99	CHRISTAL	ABC-D	10.4
8.7	8.8	9.3	8.3	9.8	3	3	WHJY 94.1	AOR	2	2	1	2	2	14/79	KATZ	ABC-R	12.9
6.6	5.9	8.8	7.5	5.9	4	4	WHJJ 92.0	N/T	6	11	19	11	9	14/78	KATZ	ABC-I	7.4
7.4	6.8	5.7	6.1	5.9	5	5	WWLI 105.1	AC	5	9	5	3	3	14/77	MCGAVREN	TRNSTR	4.5
5.3	5.4	5.2	6.5	5.4	6	6	WPRO 630	AC	4	8	8	7	6	18/62	BANNER	ABC-D	4.4
2.6	3.6	3.2	3.4	3.7	7	7	WSNE 93.3	AC	8	7	4	4	5	19/58	EASTMAN	ABC-E	3.0
4.2	5.0	3.0	3.9	3.6	8	8	WBRU 95.5	AOR	7	3	3	5	8	21/52	MMR	NBC-S	5.1
3.0	2.3	1.9	2.7	3.2	9	9	WMYS 98.1	AC	9	12	6	6	7	12/91	TORBET		2.2
3.8	1.9	3.4	1.9	2.8	10	10	WWAZ 790	BBND	11	25	34	25	19	11/98	MCGAVREN	US2	.8
0.7	1.3	1.6	1.1	2.3	11	11	WHIM 1110	CTRY	15	36	16	15	12	10/106	MASLA	CBS	1.9
1.2	1.9	2.1	2.5	2.1	12	12	WBSM 1420	TALK	16	32	31	27	20	11/97	CHRISTAL	NBC	2.2
2.3	2.2	2.4	1.5	2.0	13	13	WBZ 1030	AC	14	15	29	22	18	12/89	GROUP W	ABC-I	2.2
1.7	1.6	1.5	1.7	1.7	14	14	WXKS-FM 107.9	CHR	10	5	7	9	15	21/51	MMR		2.6
1.3	1.4	1.3	0.9	1.5	15	15	WICE 550	GOLD	17	31	13	10	11	15/70	REPUBLIC	US1	.5
0.8	0.7	0.6	0.7	1.4	16	16	WROR 98.5	AC	18	10	15	12	10	17/65	REPUBLIC	US1	.6
4.1	4.5	2.6	1.9	1.3	17	17	WWRX 103.7	AOR	12	6	10	13	13	24/46	ROSLIN		1.8
0.0	1.2	1.0	1.1	1.2	18	18	WNBH 1340	AC	20	28	26	23	22	17/65	TORBET	ABC-E	1.5
1.1	0.4	1.5	1.4	1.2	19	19	WBOS 92.9	CTRY	25	20	14	16	14	12/89	DURPETTI	ABC-D	.9
1.2	1.0	1.0	0.7	1.0	20	20	WBCN 104.1	AOR	19	14	9	14	16	20/55	TORBET		.7

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WHJY	1 WPRO-FM	1 WHJY	1 WPRO-FM	1 WHJY	1 WPRO-FM
2 WPRO-FM	2 WHJY	2 WPRO-FM	2 WWLI	2 WPRO-FM	2 WWLI
3 WBRU	3 WSNE	3 WBRU	3 WHJY	3 WWLI	3 WLKW
4 WSNE	4 WWLI	4 WPRO	4 WSNE	4 WLKW	4 WSNE
5 WPRO	5 WMYS	5 WSNE	5 WMYS	5 WPRO	5 WMYS
6 WBCN	6 WBRU	6 WWLI	6 WLKW	6 WBRU	6 WPRO
7 WAAF	7 WXKS-FM	7 WICE	7 WBRU	7 WSNE	7 WHJY
8 WWLI	8 WLKW	8 WHJJ	8 WPRO	8 WMYS	8 WROR
9 WWRX	9 WWRX	9 WBCN	9 WXKS-FM	9 WICE	9 WHJJ
10 WMYS	10 WPRO	10 WMYS	10 WROR	10 WHJJ	10 WBRU



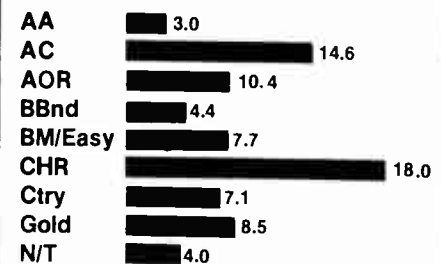
# RIVERSIDE-SAN BERNARDINO #39

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ ADH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
7.9	5.6	7.0	7.5	7.7	1	<b>KDUO</b> 97.5	B/EZ	4	29	33	11	8	10/113	KATZ		3.6
7.1	8.4	6.6	7.5	7.4	2	<b>KGGI</b> 99.1	CHR	1	1	4	4	4	14/76	MCGAVREN		10.4
5.0	4.3	4.8	5.0	7.2	3	<b>KRTH-FM</b> 101.1	GOLD	3	6	2	1	1	12/89	REPUBLIC	US2	4.6
4.9	6.2	6.4	5.6	5.5	4	<b>KIIS-A/F</b> 1150 102.7	CHR	2	3	3	2	2	17/65	MCGAVREN		10.1
4.5	3.8	3.7	4.3	4.2	5	<b>KLOS</b> 95.5	AOR	8	7	1	3	5	12/93	KATZ	ABC-R	7.1
5.1	4.1	3.2	4.3	3.8	6	<b>KFI</b> 640	AC	6	11	14	9	9	16/68	CHRISTAL	MBS	1.9
3.5	4.6	3.7	4.2	3.4	7	<b>KOST</b> 103.5	AC	5	8	8	7	3	18/60	CHRISTAL		2.1
3.7	2.8	4.5	2.4	3.2	8	<b>KFXM</b> 590	BBND	17	40	39	40	30	10/111	KATZ	ABC-E	2.6
3.2	2.3	2.9	2.4	3.1	9	<b>KQLH</b> 95.1	AC	13	20	7	6	7	12/87	TORBET	MBS	2.0
2.2	2.5	1.8	1.2	3.0	10	<b>KTWV</b> 94.7	AA	14	13	6	5	6	12/87	BANNER	NBC-S	1.2
2.8	2.7	2.7	2.7	2.9	11	<b>KCKC</b> 1350	CTRY	15	14	16	18	11	11/96	HNWH	ABC-I	2.8
2.0	2.7	2.3	2.6	2.8	12	<b>KPWR</b> 105.9	CHR	9	2	9	10	10	16/69	HNWH		2.8
4.2	2.1	2.5	2.8	2.7	13	<b>KBIG</b> 104.3	AC	11	15	15	13	10	16/69	CBS SPOT		1.4
2.0	2.4	2.7	3.6	2.5	14	<b>KCAL-FM</b> 96.7	AOR	12	9	5	8	13	16/66	TORBET	CBS-R	6.1
1.7	2.1	2.3	3.0	2.3	15	<b>KOLA</b> 99.9	CHR	7	5	10	12	20	24/45	BANNER	ABC-R	2.2
2.4	2.8	3.4	3.4	2.3	16	<b>KNX</b> 1070	NEWS	10	21	29	22	21	19/58	CBS SPOT	CBS	2.9
2.2	2.1	2.9	1.8	2.2	17	<b>KROQ</b> 106.7	AOR	16	4	11	17	38	15/72	TORBET		4.6
2.2	1.6	1.6	2.3	1.7	18	<b>KABC</b> 790	TALK	20	17	22	21	18	13/83	KATZ	ABC-T	1.3
0.9	1.4	1.2	1.5	1.6	19	<b>KIQQ</b> 103.3	AC	18	25	21	19	12	18/62	TORBET	TRNSTR	.9
1.4	1.4	1.0	1.5	1.5	20	<b>KNX-FM</b> 93.1	AOR	21	35	12	14	16	14/76	CBS SPOT	CBS-R	--
0.9	1.8	1.2	1.3	1.4	21	<b>KWDJ</b> 92.7	CTRY	23	41	18	16	14	12/88	GILLIS	MBS	1.1
1.1	1.9	1.1	1.3	1.4	22	<b>KLAC</b> 570	CTRY	22	18	41	29	26	14/78	EASTMAN	ABC-D	.7
1.6	0.8	1.6	1.7	1.4	23	<b>KNTF</b> 93.5	CTRY	27	37	17	20	17	12/90	HNWH		1.1
0.0	0.0	0.7	0.8	1.3	24	<b>KLSX</b> 97.1	GOLD	26	19	13	15	15	13/84	MMR		1.1
1.4	2.0	1.4	0.7	1.2	25	<b>KMPC</b> 710	BBND	19	32	38	39	36	20/55	DURPETTI		.6

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KLOS-FM	1 KRTH-FM	1 KRTH-FM	1 KRTH-FM	1 KRTH-FM	1 KRTH-FM
2 KRTH-FM	2 KIIS-FM	2 KLOS-FM	2 KGGI-FM	2 KLOS-FM	2 KGGI-FM
3 KIIS-FM	3 KGGI-FM	3 KIIS-FM	3 KIIS-FM	3 KIIS-FM	3 KOST-FM
4 KCAL-FM	4 KTWV-FM	4 KTWV-FM	4 KQLH-FM	4 KTWV-FM	4 KIIS-FM
5 KGGI-FM	5 KOST-FM	5 KCAL-FM	5 KOST-FM	5 KFI	5 KQLH-FM
6 KTWV-FM	6 KPWR-FM	6 KGGI-FM	6 KTWV-FM	6 KOST-FM	6 KBIG-FM
7 KQLH-FM	7 KQLH-FM	7 KFI	7 KFI	7 KDUO-FM	7 KCKC
8 KOLA-FM	8 KOLA-FM	8 KQLH-FM	8 KPWR-FM	8 KGGI-FM	8 KDUO-FM
9 KROQ-FM	9 KLOS-FM	9 KOST-FM	9 KBIG-FM	9 KCAL-FM	9 KTWV-FM
10 KLSX-FM	10 KCAL-FM	10 KLSX-FM	10 KOLA-FM	10 KQLH-FM	10 KIQQ-FM





# ROCHESTER #42

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
15.6	9.3	10.9	12.2	14.8	1	WCMF 96.5	AOR	2	2	1	1	3	11/102	TORBET		18.1
11.2	12.8	10.9	10.7	13.3	2	WPXY-A/F 1280 97.9	CHR	1	1	2	2	2	13/86	MMR		11.9
14.1	12.4	11.4	11.4	10.2	3	WVOR 100.5	AC	3	4	3	3	1	14/77	MCGAVREN		8.0
8.9	9.6	9.9	8.6	7.7	4	WEZO 101.3	AC	5	18	5	6	5	14/75	HNWH	ABC-E	3.9
7.9	9.5	8.3	8.4	7.7	5	WHAM 1180	AC	4	19	9	8	7	16/68	MCGAVREN	CBS	7.4
5.1	5.6	7.1	5.5	7.4	6	WBEE-FM 92.5	CTRY	6	9	7	4	4	12/87	EASTMAN	ABC-C	6.0
7.7	5.2	6.1	9.1	7.0	7	WZSH 95.1	B/EZ	8	11	11	9	9	11/98	HNWH		5.0
4.2	7.3	4.4	3.3	5.6	8	WDKX 103.9	UC	9	3	6	7	8	10/113		NBN	11.7
6.0	3.8	6.5	6.0	4.7	9	WKLX 98.9	GOLD	7	7	4	5	6	19/57	DURPETTI		5.1
3.0	4.6	5.2	6.2	2.2	10	WNYR 990	CTRY	10	13	10	11	11	18/59	HNWH	ABC-I	3.4
1.7	1.7	2.4	1.8	1.4	11	WBBF 950	GOLD	11	15	8	10	10	20/55	EASTMAN	US2	1.2
0.8	0.6	1.3	0.0	1.0	12	WWWG 1460	REL	12	10	17	17	14	19/57			1.0

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WCMF	1 WPXY-FM	1 WCMF	1 WPXY-FM	1 WCMF	1 WPXY-FM	AC	25.6
2 WPXY-FM	2 WCMF	2 WVOR	2 WCMF	2 WVOR	2 WVOR	AOR	14.8
3 WKLX	3 WVOR	3 WBEE	3 WVOR	3 WBEE	3 WEZO	BM/Easy	7.0
4 WVOR	4 WDKX	4 WKLX	4 WEZO	4 WKLX	4 WCMF	CHR	13.3
5 WEZO	5 WEZO	5 WPXY-FM	5 WDKX	5 WPXY-FM	5 WBEE	Ctry	9.6
6 WDKX	6 WBEE	6 WDKX	6 WBEE	6 WEZO	6 WZSH	Gold	6.1
7 WBEE	7 WKLX	7 WEZO	7 WKLX	7 WHAM	7 WDKX	Rel/CC	1.0
8 WHAM	8 WBBF	8 WHAM	8 WZSH	8 WDKX	8 WKLX	UC	5.6
9 WBBF	9 WNYR	9 WBBF	9 WHAM	9 WZSH	9 WHAM		
10 WBYR-FM	10 WHAM	10 WZSH	10 WBBF	10 WNYR	10 WBBF		

**"DRIVES ME NUTS" T.V. SALUTES WKLX Classic Hits 98.9**

robert michelson, inc. 127 west 26th street new york, new york 10001 212 243-2702



# SACRAMENTO #32

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
9.8	8.7	7.7	8.9	10.5	1	KCTC 96.1	B/EZ	5	13	13	6	2	10/104	CHRISTAL		7.4
5.7	6.4	7.5	9.1	8.3	2	KFBK 1530	N/T	4	8	9	8	4	13/81		NBC	5.3
7.8	8.9	7.8	7.4	7.6	3	KXOA-FM 107.9	AC	1	7	2	1	1	16/68	BLAIR		4.8
6.4	5.6	4.7	6.4	7.5	4	KWOD 106.5	CHR	2	1	6	5	8	16/70	MASLA	CBS-R	7.3
1.2	3.4	5.2	6.8	7.0	5	KROY 96.9	CHR	6	2	4	7	12	13/80	HNWH	US1	7.4
7.5	5.7	7.3	7.6	6.9	6	KRAK-FM 105.1	CTRY	8	6	5	3	3	13/86	DURPETTI		10.2
7.5	7.1	5.9	8.0	6.3	7	KZAP 98.5	AOR	7	4	1	2	5	15/74	MCGAVREN		8.3
12.5	10.9	7.6	7.1	6.0	8	KSFM 102.5	CHR	3	3	3	4	6	19/57	MMR		7.2
4.2	4.5	5.1	3.5	4.0	9	KRAK 1140	CTRY	12	10	11	11	7	13/87	DURPETTI		4.9
2.1	4.8	3.7	3.9	3.4	10	KRXQ 93.5	AOR	9	5	7	9	13	17/63	RADIO WEST		6.4
2.9	2.6	3.9	2.8	3.3	11	KXOA 1470	BBND	13	14	19	19	19	12/89	BLAIR	AP	1.1
2.0	1.6	3.8	2.8	3.0	12	KAER 92.5	AC	10	15	8	10	10	19/57	KATZ	ABC-E	2.6
3.3	3.1	2.2	2.3	2.4	13	KHYL 101.1	AC	11	9	10	12	9	23/48	TORBET		1.8
2.8	1.7	1.3	1.2	2.4	14	KGNR 1320	GOLD	15	24	12	13	11	13/85	CHRISTAL	CBS	1.1
1.6	2.0	0.6	0.8	1.6	15	KNBR 680	MISC	14	21	16	14	14	22/49	MCGAVREN	NBC	1.9
1.5	1.5	1.5	1.1	1.6	16	KGO 810	N/T	16	20	18	17	16	17/66	BLAIR	ABC-I	1.3
1.1	1.5	1.2	0.5	1.4	17	KRCX 1110	SPAN	20	18	14	15	15	7/152	LOTUS		1.0
1.4	1.1	2.0	1.4	1.0	18	KFIA 710	REL	17	22	17	18	18	24/45	CNN		1.8

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	13.0
1 KZAP	1 KXOA-FM	1 KZAP	1 KXOA-FM	1 KFBK	1 KXOA-FM	AOR	9.7
2 KSFM	2 KRAK-FM	2 KXOA-FM	2 KRAK-FM	2 KZAP	2 KCTC	BBnd	3.3
3 KROY	3 KROY	3 KSFM	3 KWOD	3 KXOA-FM	3 KRAK-FM	BM/Easy	10.5
4 KRXQ	4 KSFM	4 KRAK-FM	4 KCTC	4 KRAK-FM	4 KWOD	CHR	20.5
5 KWOD	5 KWOD	5 KFBK	5 KSFM	5 KCTC	5 KFBK	Ctry	10.9
6 KXOA-FM	6 KZAP	6 KRXQ	6 KROY	6 KRAK	6 KSFM	Gold	2.4
7 KRAK-FM	7 KAER	7 KROY	7 KZAP	7 KSFM	7 KAER	Misc	1.6
8 KFBK	8 KRXQ	8 KCTC	8 KAER	8 KGNR	8 KROY	N/T	9.9
9 KRAK	9 KHYL	9 KWOD	9 KFBK	9 KHYL	9 KZAP	Rel/CC	1.0
10 KAER	10 KCTC	10 KRAK	10 KRXQ	10 KNBR	10 KRAK	Span	1.4

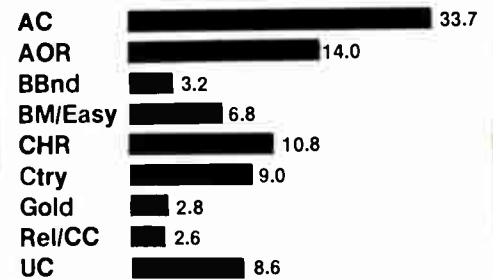
# ST. LOUIS #15

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
22.4	20.0	18.0	17.7	23.0	1	<b>KMOX</b> 1120	AC	1	10	4	2	1	10/111	CBS SPOT	CBS	19.1
12.0	12.9	11.8	10.5	11.5	2	<b>KSHE</b> 94.7	AOR	2	2	1	1	2	11/99	KATZ		17.9
5.5	6.6	6.4	6.7	7.2	3	<b>KMJM</b> 107.7	UC	8	3	2	3	3	8/129	CHRISTAL		10.9
4.1	6.0	4.8	7.3	6.8	4	<b>KHTR</b> 103.3	CHR	3	1	3	4	6	15/72	CBS SPOT	CBS	7.2
6.5	6.5	7.5	8.9	6.8	5	<b>KEZK</b> 102.5	B/EZ	4	25	16	9	4	12/88	MMR		4.4
3.7	4.2	4.8	4.6	4.1	6	<b>KSD</b> 93.7	AC	6	6	5	5	5	16/68	MCGAVREN		3.1
3.4	2.9	2.5	2.9	4.0	7	<b>KWK</b> 106.5	CHR	5	4	7	7	13	19/56	DURPETTI		4.0
4.8	3.6	4.5	5.0	3.4	8	<b>WIL-FM</b> 92.3	CTRY	9	11	9	10	8	16/69	BLAIR	ABC-E	3.8
4.8	5.4	4.8	5.4	3.3	9	<b>KYKY</b> 98.1	AC	7	7	6	6	7	20/54	EASTMAN		4.1
3.3	2.9	3.9	3.2	2.7	10	<b>KUSA</b> 550	CTRY	10	12	11	11	10	17/63	MCGAVREN	ABC-D	2.5
3.5	2.8	3.0	2.0	2.5	11	<b>WMRY</b> 101.1	AOR	12	5	8	8	9	14/80	TORBET		2.9
3.1	2.4	2.6	2.5	2.2	12	<b>WRTH</b> 590	BBND	11	24	26	24	21	17/64	MMR	NBC	2.0
1.8	1.6	1.6	2.5	1.9	13	<b>WKXX</b> 104.1	CTRY	16	14	14	15	15	14/76	REPUBLIC		1.8
2.3	2.2	3.2	2.4	1.7	14	<b>KLTH</b> 97.1	AC	14	13	13	12	11	17/63	HNWH	SMN	1.8
2.1	2.1	1.3	1.3	1.7	15	<b>KATZ</b> 1600	GOLD	17	21	15	14	14	16/69	ROSLIN	NBN	.7
1.3	1.5	1.2	1.3	1.6	16	<b>KRJY</b> 96.3	AC	13	18	12	13	12	18/59	MASLA	NBC-S	.9
1.2	1.1	1.9	1.4	1.6	17	<b>WESL</b> 1490	REL	20	9	19	18	18	12/94		SHRDN	.5
1.7	1.9	1.3	1.8	1.4	18	<b>KATZ-FM</b> 100.3	UC	15	8	10	16	17	20/55		NBN	1.9
1.5	1.7	1.1	0.9	1.1	19	<b>KGLD</b> 1380	GOLD	19	15	18	17	16	22/49	REPUBLIC		1.5
0.6	0.8	1.3	0.9	1.0	20	<b>WEW</b> 770	BBND	24	28	28	27	28	11/97			.6
1.0	0.8	1.5	1.7	1.0	21	<b>KFUO</b> 99.1	REL	21	22	23	22	19	18/61	CMBS		.7
0.5	0.5	0.8	0.5	1.0	22	<b>WIL</b> 1430	CTRY	22	20	20	20	22	16/69	BLAIR	ABC-E	.7

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KSHE	1 KSHE	1 KSHE	1 KSHE	1 KMOX	1 KMOX
2 KMOX	2 KHTR	2 KMOX	2 KHTR	2 KSHE	2 KMJM
3 KMJM	3 KMJM	3 KMJM	3 KMJM	3 WMRY	3 KEZK
4 WMRY	4 KSD	4 WMRY	4 KMOX	4 KSD	4 KSHE
5 KWK	5 KYKY	5 KSD	5 KSD	5 KEZK	5 KHTR
6 KHTR	6 KWK	6 KHTR	6 KYKY	6 WIL-FM	6 KYKY
7 KSD	7 KMOX	7 KWK	7 KEZK	7 KMJM	7 KSD
8 KYKY	8 WMRY	8 KUSA	8 KWK	8 KUSA	8 WIL-FM
9 WIL-FM	9 KATZ-FM	9 WIL-FM	9 WIL-FM	9 KHTR	9 KLTH
10 KUSA	10 KRJY	10 KYKY	10 KLTH	10 KYKY	10 KRJY



# SALT LAKE CITY-OGDEN-PROVO #36

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ AOA	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK	12+ BRCH SHARE
7.5	11.0	7.4	7.9	10.3	1	<b>KRSP-FM</b> 103.5	AOR	3	3	1	1	3	13/83	DURPETTI	ABC-R	13.8
4.0	4.8	5.3	5.6	9.4	2	<b>KISN</b> 97.1	AC	1	2	2	2	5	15/71	MCGAVREN		8.3
9.1	9.2	10.8	9.1	8.8	3	<b>KSFI</b> 100.3	B/EZ	4	22	12	5	1	14/75	BANNER		5.1
11.0	8.4	9.7	9.0	7.8	4	<b>KSL</b> 1160	AC	2	7	11	9	4	17/62	MMR	CBS	7.5
7.4	6.2	8.1	8.6	7.1	5	<b>KKAT</b> 101.9	CTRY	7	5	4	3	2	14/79	BANNER		7.8
6.5	7.0	7.5	7.8	7.0	6	<b>KCPX-FM</b> 98.7	CHR	5	1	3	4	10	16/66	KATZ		10.7
5.6	7.3	7.3	7.0	5.6	7	<b>KSOP-A/F</b> 1370 104.3	CTRY	6	8	8	8	6	16/66	MMR		5.8
4.0	4.0	3.4	4.7	4.3	8	<b>KLCY</b> 94.1	AC	9	13	6	7	7	16/67	EASTMAN	US1	4.6
1.4	1.4	3.4	3.2	4.3	9	<b>KBER</b> 106.5	AOR	10	6	5	6	12	14/75	TORBET	NBC-S	5.0
3.9	4.4	3.0	3.2	3.7	10	<b>KALL</b> 910	AC	11	17	16	13	9	16/69	EASTMAN	MBS	3.2
0.9	0.5	2.6	3.2	3.4	11	<b>KFMY</b> 96.7	CHR	8	4	7	10	20	21/52	HNWH		2.4
0.7	0.4	0.9	1.3	3.1	12	<b>KRGO &amp; KRPN</b> 1450 107.9	GOLD	14	14	15	11	18	14/79	CHRISTAL		1.2
2.3	2.4	2.8	3.3	2.8	13	<b>KMGR-FM</b> 107.5	AC	13	20	10	12	10	17/66	TORBET	TRNSTR	2.2
2.0	2.1	1.8	2.4	2.2	14	<b>KTKK</b> 630	TALK	20	27	20	20	19	13/85		ABC-T	1.6
2.2	2.3	1.4	1.1	1.9	15	<b>KCPX</b> 1320	GOLD	18	21	9	14	13	18/59	KATZ	CBS	--
2.2	1.6	2.4	2.0	1.6	16	<b>KDAB</b> 101.1	AC	12	16	14	15	14	30/36	HNWH	US2	1.6
3.5	1.9	1.3	1.4	1.6	17	<b>KUTR</b> 880	AC	19	9	17	19	18	17/62	TORBET		1.9
2.9	1.4	1.9	1.7	1.6	18	<b>KLUB</b> 570	AC	16	12	25	22	21	25/44	MCGAVREN	NBC	1.8
2.3	2.5	1.8	2.0	1.5	19	<b>KLTO</b> 93.3	AC	15	26	13	16	15	28/38	TORBET		1.5
2.3	2.0	2.5	2.3	1.4	20	<b>KZAN</b> 97.9	CTRY	17	10	19	18	17	26/41	CHRISTAL		1.5
1.1	1.7	0.9	0.6	1.3	21	<b>KRSP</b> 1060	GOLD	21	15	18	17	16	19/58	DURPETTI	ABC-D	.6
2.9	2.6	1.7	1.7	1.1	22	<b>KDYL</b> 1280	BBND	22	25	27	27	27	17/65	BANNER	MBS	.9

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KRSP-FM	1 KISN	1 KRSP-FM	1 KISN	1 KRSP-FM	1 KSFI	AC 32.7
2 KBER	2 KRSP-FM	2 KBER	2 KKAT	2 KSL	2 KISN	AOR 14.6
3 KISN	3 KCPX-FM	3 KISN	3 KCPX-FM	3 KKAT	3 KKAT	BBnd 1.1
4 KCPX-FM	4 KKAT	4 KKAT	4 KSFI	4 KSOP-FM	4 KSL	BM/Easy 8.8
5 KKAT	5 KLCY	5 KSL	5 KRSP-FM	5 KSFI	5 KLCY	CHR 10.4
6 KSOP-FM	6 KFMY	6 KSOP-FM	6 KLCY	6 KBER	6 KSOP-FM	Ctry 14.1
7 KLCY	7 KMGR-FM	7 KCPX-FM	7 KFMY	7 KALL	7 KMGR-FM	Gold 6.3
8 KCPX	8 KBER	8 KSFI	8 KSL	8 KISN	8 KCPX	N/T 2.2
9 KFMY	9 KDAB	9 KLCY	9 KMGR-FM	9 KLCY	9 KRPN	
10 KSL	10 KSFI	10 KALL	10 KSOP-FM	10 KCPX-FM	10 KDAB	



# SAN ANTONIO #38

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK	12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
9.9	10.5	9.4	7.8	9.6	1	1	KTFM 102.7	AC	1	3	2	1	1	13/83	BLAIR		8.8
8.5	8.7	7.6	8.7	8.6	2	2	KISS 99.5	AOR	2	2	1	2	14	11/103	KATZ	ABC-R	11.1
5.1	5.3	5.5	5.7	7.6	3	3	KITY 92.9	CHR	3	1	3	5	17	11/95	MMR		10.7
8.9	7.8	7.0	9.1	7.5	4	4	KQXT 101.9	B/EZ	4	20	14	11	5	11/102	GROUP W		4.6
5.4	6.1	6.3	6.8	6.5	5	5	KAJA 97.3	CTRY	5	5	4	3	2	11/99	HNWH		6.7
5.8	5.2	6.9	4.3	5.1	6	6	KCOR 1350	SPAN	16	6	18	17	12	8/140	KATZ		6.6
6.1	4.9	5.2	5.0	4.7	7	7	KBUC-A/F 1310 107.5	CTRY	9	8	12	9	6	12/87	EASTMAN	NBC	5.2
4.7	4.1	3.2	3.8	4.4	8	8	KSMG 105.3	AC	8	7	5	4	3	14/76	MCGAVREN		4.6
3.8	4.2	5.1	5.1	4.4	9	9	WOAI 1200	N/T	6	23	16	16	13	15/71	HNWH	CBS	3.8
5.2	5.6	3.4	4.7	4.1	10	10	KONO 860	GOLD	10	10	9	6	4	13/81	MMR	NBC	5.2
2.7	2.4	3.0	3.4	3.6	11	11	KZEP 104.5	GOLD	12	16	6	7	7	13/81	TORBET	NBC	4.4
4.3	3.6	3.0	2.2	3.6	12	12	KEDA 1540	SPAN	17	18	15	14	9	11/99	SELECT		2.7
2.7	2.4	3.4	2.7	3.5	13	13	KTSA 550	AC	11	14	13	10	8	15/75	BLAIR		4.6
3.1	2.6	4.0	3.0	3.1	14	14	KSAQ-A/F 760 96.1	CHR	7	4	8	13	19	20/54	EASTMAN	US1	2.7
3.2	3.4	3.6	4.4	3.1	15	15	KKYX 680	CTRY	15	12	17	18	15	13/84	CHRISTAL	ABC-D	2.5
3.2	3.1	2.8	3.3	3.0	16	16	KMMX 106.7	AC	14	11	7	8	10	14/80	DURPETTI		3.3
2.3	2.5	3.1	4.1	2.4	17	17	KLLS 100.3	AC	13	13	10	12	11	18/59	CHRISTAL	UPI	1.7
0.0	0.0	0.8	1.7	2.3	18	18	KSAH 720	SPAN	21	19	11	15	16	7/156	CABALLERO		1.4
0.0	0.0	1.9	2.1	2.0	19	19	KXET 1250	SPAN	20	15	19	19	18	10/107	LOTUS		1.2
1.4	1.3	1.5	1.1	1.4	20	20	KGNB 1420	BBND	23	24	28	27	26	9/127	TARGET	ABC-I	.4
2.0	1.6	1.4	2.2	1.1	21	21	KRNN 930	N/T	18	28	24	20	20	22/50	REPUBLIC	ABC-I	1.3

## FORMAT REACH

## DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KISS	1 KTFM	1 KISS	1 KTFM	1 KTFM	1 KTFM	AC 22.9
2 KTFM	2 KITY	2 KTFM	2 KAJA	2 KZEP	2 KAJA	AOR 8.6
3 KZEP	3 KSMG	3 KZEP	3 KSMG	3 KONO	3 KSMG	BBnd 1.4
4 KITY	4 KAJA	4 KAJA	4 KITY	4 KQXT	4 KONO	BM/Easy 7.5
5 KAJA	5 KISS	5 KSMG	5 KONO	5 KAJA	5 KEDA	CHR 10.7
6 KSMG	6 KSAQ	6 KONO	6 KISS	6 KSMG	6 KBUC-FM	Ctry 14.3
7 KMMX	7 KMMX	7 KITY	7 KSAQ	7 KISS	7 KTSA	Gold 7.7
8 KSAH	8 KONO	8 KMMX	8 KMMX	8 WOAI	8 KQXT	N/T 5.5
9 KLLS	9 KZEP	9 KTSA	9 KLLS	9 KTSA	9 KLLS	Span 13.0
10 KONO	10 KLLS	10 KBUC-FM	10 KBUC-FM	10 KBUC-FM	10 KCOR	



# SAN DIEGO #19

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK	12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
8.2	7.1	9.4	9.0	8.7	1	1	KJQY 103.7	B/EZ	4	26	15	13	6	10/106	GROUP W		6.8
6.6	7.3	6.7	7.2	7.2	2	2	KGB 101.5	AOR	5	6	1	1	4	12/91	KATZ		12.2
6.8	5.9	7.2	7.5	7.1	3	3	KFMB-FM 100.7	AC	1	5	3	2	1	17/64	MCGAVREN		8.4
9.0	9.8	4.7	4.2	7.0	4	4	KFMB 760	AC	2	10	11	5	2	14/76	MCGAVREN	CBS	4.3
7.0	6.0	6.3	6.0	6.8	5	5	KSDO 1130	N/T	6	19	19	16	7	11/96	DURPETTI	ABC-I	4.6
6.6	6.0	6.3	6.1	6.4	6	6	XTRA-FM 91.1	AOR	3	1	2	3	10	14/77	MMR		8.4
3.9	2.9	4.3	4.3	5.8	7	7	KSON-FM 97.3	CTRY	8	8	7	4	3	11/96	BANNER		6.4
4.9	6.0	4.6	5.0	4.6	8	8	XHRM 92.5	UC	10	2	4	6	15	13/80		ABC-F	7.4
2.8	2.2	2.1	1.8	3.7	9	9	KKLQ-A/F 600 106.5	CHR	9	3	5	9	14	17/62	EASTMAN		2.1
4.8	6.5	6.6	4.2	3.5	10	10	KSDO-FM 102.9	CHR	7	4	8	11	17	21/50	DURPETTI		4.1
3.5	4.2	3.0	4.1	3.4	11	11	KPOP 1360	BBND	14	27	24	17	16	13/81	KATZ	NBC	2.8
4.4	3.4	3.7	4.6	3.3	12	12	KCBQ-A/F 1170 105.3	GOLD	11	35	10	7	7	17/63	CHRISTAL		3.7
3.1	2.6	4.1	4.1	3.1	13	13	KIFM 98.1	AC	13	25	6	8	5	17/63	CBS SPOT	CBS-R	3.1
3.1	3.0	2.7	2.9	3.0	14	14	KYXY 96.5	AC	12	14	14	10	9	18/61	HNWH		2.3
3.1	2.9	3.4	2.7	2.3	15	15	KWLT 94.9	AC	15	11	13	12	11	18/62	CHRISTAL		2.0
2.9	2.4	2.6	2.5	2.1	16	16	XTRA 690	GOLD	17	13	12	14	12	15/70	MMR		1.2
2.4	2.8	2.9	3.0	2.0	17	17	KFSD 94.1	CLAS	16	31	21	18	18	18/60	CHRISTAL		1.7
1.0	0.5	2.0	2.3	2.0	18	18	KGMG-A/F 1320 102.1	GOLD	19	16	9	15	13	14/78	BANNER	MBS	2.5
1.6	1.8	2.2	1.9	1.5	19	19	KNX 1070	NEWS	18	30	26	24	20	22/49	CBS SPOT	CBS	1.7
1.3	1.2	1.1	1.5	1.3	20	20	KSON 1240	CTRY	20	21	32	27	21	18/61	BANNER	MBS	.7
0.5	1.1	1.2	1.5	1.1	21	21	KKOS 95.9	CHR	23	7	18	21	22	17/65			1.4

## DEMOGRAPHIC RANK

## FORMAT REACH

Mer 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 KGB	1 KFMB-FM	1 KGB	1 KFMB-FM	1 KGB	1 KFMB-FM	AC	22.5
2 XTRA-FM	2 KGB	2 XTRA-FM	2 KSON-FM	2 KFMB	2 KSON-FM	AOR	13.6
3 KFMB-FM	3 XTRA-FM	3 KFMB-FM	3 XTRA-FM	3 KFMB-FM	3 KYXY	BBnd	3.4
4 XHRM	4 XHRM	4 KFMB	4 KGB	4 KSON-FM	4 KJQY	BM/Easy	8.7
5 KIFM	5 KSON-FM	5 KSON-FM	5 KYXY	5 KSDO	5 KFMB	CHR	8.3
6 KKLQ-FM	6 KIFM	6 XHRM	6 XHRM	6 XTRA-FM	6 KIFM	Clas	2.0
7 KSON-FM	7 KSDO-FM	7 KIFM	7 KWLT	7 KIFM	7 KCBQ-FM	Ctry	7.1
8 KGMG-FM	8 KKLQ-FM	8 KCBQ-FM	8 KCBQ-FM	8 KCBQ-FM	8 KWLT	Gold	7.4
9 KSDO-FM	9 KCBQ-FM	9 XTRA	9 KJQY	9 KJQY	9 KSDO	N/T	8.3
10 KFMB	10 KWLT	10 KGMG-FM	10 KFMB	10 XTRA	10 KPOP	UC	4.6

# SAN FRANCISCO #4

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ ADR	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
7.2	7.3	8.0	7.3	7.8	1	KGO 810	N/T	1	21	15	4	1	13/82	BANNER	ABC-I	8.0
6.8	4.9	6.8	6.0	5.2	2	KCBS 740	N/T	2	27	17	14	5	19/58	CBS SPOT	CBS	3.9
4.9	4.7	2.4	2.5	4.9	3	KNBR 680	MISC	3	13	13	7	3	18/59	MCGAVREN	NBC	3.8
5.7	6.7	5.6	6.8	4.8	4	KABL-A/F 960 98.1	B/EZ	8	48	26	19	11	13/83	CHRISTAL		3.0
4.4	5.0	4.2	4.1	4.8	5	KSOL 107.7	UC	6	2	1	1	6	13/81	MMR	AP	6.3
3.7	3.6	2.4	3.0	4.1	6	KSFO & KYA 560 93.3	GOLD	4	12	6	2	2	19/48	MMR	US2	4.7
3.0	4.3	3.7	4.4	3.9	7	KMEL 106.1	CHR	5	1	2	5	18	19/56	CHRISTAL		5.1
1.6	1.7	2.7	2.9	3.6	8	KFRC 610	BBND	12	22	34	28	17	14/76	REPUBLIC	US1	2.5
3.0	2.7	2.9	3.1	3.5	9	KOIT-A/F 1260 96.5	AC	7	14	7	3	4	18/60	TORBET		1.9
2.4	2.6	2.2	3.1	2.9	10	KLOK-FM 103.7	AC	11	3	9	12	14	19/57	MASLA		1.7
2.9	3.1	4.2	2.8	2.7	11	KYUU 99.7	AC	9	6	4	10	8	23/48	MCGAVREN		3.2
2.1	2.2	3.1	2.0	2.6	12	KRQR 97.3	AOR	18	11	3	6	13	14/76	CBS SPOT	CBS	2.8
2.9	2.9	2.6	3.5	2.5	13	KBLX-A/F 1400 102.9	AA	13	15	10	8	7	18/57	HNWH	SHRDN	3.7
2.8	2.2	3.2	2.3	2.3	14	KSAN 94.9	CTRY	14	43	14	13	10	19/56	KATZ		2.9
1.9	1.5	2.4	3.0	2.3	15	KITS 105.3	CHR	15	4	8	16	25	19/57	REPUBLIC	ABC-F	2.3
2.8	2.2	2.6	2.0	2.3	16	KFOG 104.5	AOR	17	17	5	11	9	17/64	EASTMAN	NBC-S	2.6
1.4	1.4	2.0	2.1	2.1	17	KDFC-A/F 1220 102.1	CLAS	16	38	24	18	16	18/62	CMBS		1.5
2.5	2.2	2.0	2.1	2.1	18	KIOI 101.3	AC	10	9	12	15	12	17/62	MMR		2.7
1.8	1.4	2.0	1.7	1.9	19	KKHI-A/F 1550 95.7	CLAS	20	40	38	34	25	16/64	HNWH		1.2
2.0	1.8	1.8	2.7	1.7	20	KNEW 910	CTRY	22	29	23	20	15	15/71	KATZ		2.7
1.6	1.5	1.8	1.8	1.7	21	KOME 98.5	AOR	19	7	11	17	21	19/56	TORBET	ABC-R	2.3
2.3	2.5	2.0	2.0	1.4	22	KBAY 100.3	B/EZ	23	26	37	27	23	18/61	MMR		1.6
0.9	1.2	1.1	1.2	1.4	23	KJAZ 92.7	JAZZ	25	35	35	23	19	14/78	ROSLIN		1.4
0.8	1.1	1.0	0.9	1.2	24	KDIA 1310	UC	28	16	22	24	24	16/69			.8
0.9	0.7	0.7	0.8	1.1	25	KARA 105.7	AC	27	34	16	22	22	17/63	EASTMAN		.7
1.3	1.0	1.3	1.5	1.1	26	KKCY 98.9	AOR	29	36	21	21	20	16/67	TORBET		.7
1.8	1.7	1.5	1.4	1.1	27	KWSS 94.5	CHR	21	5	19	31	44	23/47	MCGAVREN		--
0.8	0.8	0.9	1.2	1.1	28	KLZE 97.7	B/EZ	34	19	44	35	27	12/90	REPUBLIC		--
1.8	1.4	1.3	1.4	1.0	29	KOFY 1050	GOLD	31	30	30	26	26	17/63			.8

Continued on Page 160

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Source: San Francisco Spring 1987 Arbitron,  
Adults 12+, Mon-Sun 6AM-Mid

# SAN JOSE #29

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
8.4	7.1	7.3	8.3	7.5	1	KGO 810	N/T	1	25	10	3	1	14/75	BANNER	ABC-I	5.9
3.5	4.6	4.4	3.5	6.1	2	KSOL 107.7	UC	7	2	2	2	14	13/83	MMR	AP	5.4
4.0	4.0	4.8	5.4	5.2	3	KOME 98.5	AOR	3	7	1	1	3	16/66	TORBET	ABC-R	7.5
5.9	6.0	5.8	5.6	4.7	4	KWSS 94.5	CHR	2	1	4	7	20	21/51	MCGAVREN		7.1
3.6	3.6	1.4	2.0	4.3	5	KNBR 680	MISC	5	13	15	8	4	19/58	MCGAVREN	NBC	2.3
6.0	4.6	5.9	4.9	3.9	6	KCBS 740	N/T	4	20	24	23	14	21/51	CBS SPOT	CBS	3.5
6.1	5.9	5.3	5.8	3.7	7	KBAY 100.3	B/EZ	8	12	23	13	8	18/60	MMR		3.8
3.6	4.1	3.8	3.5	3.7	8	KYUU 99.7	AC	9	8	5	5	5	18/61	MCGAVREN		3.5
2.6	2.4	2.6	3.0	3.7	9	KARA 105.7	AC	11	35	6	4	2	17/63	EASTMAN		1.8
3.2	2.3	2.8	4.7	3.6	10	KLZE 97.7	B/EZ	19	9	31	18	6	12/89	REPUBLIC		2.2
3.3	3.1	3.5	3.0	3.5	11	KSJO 92.3	AOR	6	4	3	6	18	23/48	KATZ		5.9
1.8	3.3	3.4	3.8	2.9	12	KATD 95.3	CHR	10	6	7	10	12	22/49	RADIO WEST		3.1
1.8	1.8	2.7	3.3	2.8	13	KMEL 106.1	CHR	12	3	8	16	23	22/49	CHRISTAL		2.6
2.6	2.3	3.4	3.0	2.8	14	KEZR 106.5	AC	15	17	9	9	10	20/54	CHRISTAL		3.4
1.8	2.7	3.1	2.7	2.6	15	KSAN 94.9	CTRY	17	28	11	11	9	20/53	KATZ		2.7
1.9	2.3	2.0	2.1	2.6	16	KOIT-A/F 1260 96.5	AC	14	16	13	14	7	21/51	TORBET		1.3
1.9	2.0	1.8	1.3	2.5	17	KSFO & KYA 560 93.3	GOLD	13	14	18	15	13	29/37	MMR	US1	2.4
2.2	2.8	2.4	2.5	2.4	18	KEEN 1370	CTRY	26	34	20	21	15	12/92	MMR	UPI	2.9
1.4	1.0	2.2	2.0	2.3	19	KITS 105.3	CHR	20	5	12	20	24	18/59	REPUBLIC	ABC-F	2.6
1.4	0.6	1.3	1.4	2.1	20	KDFC-A/F 1220 102.1	CLAS	24	27	25	24	21	14/77	CMBS		1.2
2.1	3.0	1.9	2.0	2.1	21	KIOI 101.3	AC	16	15	14	12	11	25/43	MMR		1.6
3.0	2.4	2.4	2.0	2.1	22	KLOK 1170	AC	18	11	19	17	16	21/51	MASLA		1.8
1.9	2.2	2.4	2.3	1.9	23	KLIV 1590	BBND	23	40	33	33	36	17/64	EASTMAN		3.2
1.9	2.0	2.5	2.1	1.8	24	KBLX-A/F 1400 102.9	AA	21	43	16	19	17	19/56	HNWH	SHRDN	3.0
2.6	1.5	2.0	1.9	1.5	25	KFOG 104.5	AOR	25	23	17	21	19	20/53	EASTMAN	NBC-S	2.4
1.6	1.2	1.5	1.6	1.2	26	KABL-A/F 960 98.1	B/EZ	27	41	30	35	26	22/55	CHRISTAL		1.5
1.3	1.9	1.0	0.7	1.2	27	KNTA 1430	SPAN	34	32	34	34	31	12/93	LOTUS		.7
1.2	1.8	1.3	1.3	1.1	28	KLOK-FM 103.7	AC	22	10	26	26	22	29/37	MASLA		1.1
0.5	0.8	0.8	1.2	1.1	29	KFRC 610	BBND	29	22	46	39	40	23/48	REPUBLIC	US1	1.1
1.4	1.1	1.1	1.2	1.0	30	KKHI-A/F 1550 95.7	CLAS	31	30	38	36	27	17/62	HNWH		1.4



# SEATTLE-TACOMA #17

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK	12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
10.7	10.4	10.5	9.1	9.5	1	1	KIRO 710	N/T	1	16	9	4	1	16/67	TORBET	CBS	8.7
5.8	5.8	6.9	7.2	7.4	2	2	KOMO 1000	AC	3	17	19	7	4	13/81	KATZ	ABC-I	4.9
5.0	4.5	5.1	5.5	6.1	3	3	KBRD 103.7	B/EZ	10	18	21	15	5	9/123	REPUBLIC		2.0
7.5	7.3	8.0	6.2	5.4	4	4	KISW 99.9	AOR	5	3	1	1	7	15/73	MCGAVREN		7.4
5.0	8.2	8.0	5.5	5.2	5	5	KUBE 93.3	CHR	2	2	3	3	6	20/55	MMR		8.5
7.0	5.1	4.7	5.5	5.0	6	6	KMPS-A/F 1300 94.1	CTRY	8	11	14	6	2	11/98	MCGAVREN	UPI	5.4
2.3	1.5	3.4	3.5	4.5	7	7	KZOK 102.5	GOLD	6	10	2	2	3	15/70	TORBET	NBC-S	4.2
4.0	3.6	4.6	5.2	4.1	8	8	KPLZ 101.5	CHR	4	1	5	11	20	21/52	DURPETTI		5.7
1.1	0.9	0.4	4.3	3.8	9	9	KXRX 96.5	AOR	11	8	4	5	8	14/76	KATZ		5.0
4.2	4.0	4.1	3.6	3.6	10	10	KSEA 100.7	B/EZ	20	31	23	21	16	11/97	TORBET		2.6
3.6	3.2	4.1	3.6	3.2	11	11	KLSY-A/F 1540 92.5	AC	7	6	8	9	11	19/57	BANNER	CBS-R	2.9
3.0	2.9	2.5	3.4	3.0	12	12	KING-FM 98.1	CLAS	15	19	20	19	17	16/70	MMR		3.0
1.5	1.8	2.0	2.4	2.9	13	13	KJR 950	AC	13	21	12	10	10	17/65	HNWH		2.0
2.7	2.6	2.7	2.2	2.9	14	14	KNBQ 97.3	CHR	12	5	7	13	19	17/63	CHRISTAL		3.2
2.9	2.1	3.4	3.2	2.8	15	15	KRPM-FM 106.1	CTRY	22	14	16	16	15	12/87	TORBET		2.5
3.2	3.5	3.1	3.7	2.8	16	16	KMGI 107.7	AC	9	13	6	8	9	21/52	REPUBLIC	TRNSTF	3.0
4.6	4.0	2.6	3.0	2.8	17	17	KIXI 880	BBND	17	23	30	28	24	16/66	CHRISTAL		3.7
3.5	3.2	2.5	2.0	2.5	18	18	KVI 570	GOLD	15	15	15	14	13	19/58	DURPETTI		2.5
3.4	2.6	2.0	2.4	2.4	19	19	KEZX-A/F 1150 98.9	AOR	18	25	10	12	12	18/62	EASTMAN	ABC-E	2.6
1.7	1.3	1.5	1.7	2.1	20	20	KCMS 105.3	REL	23	7	11	18	18	14/78	RADIO SPOT	UPI	2.1
1.2	2.6	2.2	1.9	2.0	21	21	KLTX 95.7	AC	19	29	18	17	14	21/53	CHRISTAL		1.9
2.2	2.3	2.4	2.0	1.9	22	22	KING 1090	N/T	21	30	25	23	22	20/56	BANNER	NBC	3.1
1.6	1.7	1.4	1.8	1.7	23	23	KHIT 106.9	CHR	16	4	17	22	23	28/39	HNWH		1.6
1.0	0.5	0.0	0.3	1.4	24	24	KJET 1590	AOR	26	12	13	20	21	12/93	TORBET	NBC-S	.6
1.0	2.0	1.2	0.9	1.0	25	25	KKFX 1250	UC	27	9	22	24	27	16/67	ROSLIN	APR	1.8

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**"DRIVES ME NUTS" T.V.  
THANKS 102.5 KZOK FM**

robert michelson, inc. 127 west 26th street new york, new york 10001 212 243-2702

# SAN FRANCISCO #4

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DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KRQR	1 KSOL	1 KSOL	1 KSOL	1 KGO	1 KGO	AA 2.5
2 KSOL	2 KMEL	2 KRQR	2 KMEL	2 KNBR	2 KOIT-FM	AC 12.3
3 KOME	3 KYUU	3 KNBR	3 KOIT-FM	3 KSOL	3 KCBS	AOR 7.7
4 KFOG	4 KIOI	4 KGO	4 KIOI	4 KCBS	4 KBLX-FM	BBnd 3.6
5 KMEL	5 KLOK-FM	5 KFOG	5 KYUU	5 KRQR	5 KIOI	BM/Easy 7.3
6 KNBR	6 KBLX-FM	6 KOME	6 KBLX-FM	6 KFOG	6 KSAN	CHR 7.3
7 KITS	7 KOIT-FM	7 KMEL	7 KLOK-FM	7 KYUU	7 KYUU	Clas 4.0
8 KYUU	8 KITS	8 KCBS	8 KGO	8 KBLX-FM	8 KNBR	Ctry 4.0
9 KGO	9 KSAN	9 KYUU	9 KSAN	9 KSAN	9 KSOL	Gold 5.1
10 KBLX-FM	10 KFOG	10 KBLX-FM	10 KITS	10 KOIT-FM	10 KFRC	Jazz 1.4
						Misc 4.9
						N/T 13.0
						UC 6.0

# SAN JOSE #29

Continued from Page 158

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KOME	1 KSOL	1 KOME	1 KSOL	1 KOME	1 KGO	AA 2.1
2 KSJO	2 KWSS	2 KSJO	2 KARA	2 KGO	2 KARA	AC 18.1
3 KSOL	3 KARA	3 KGO	3 KYUU	3 KNBR	3 KLZE	AOR 10.2
4 KYUU	4 KATD	4 KNBR	4 KWSS	4 KYUU	4 KIOI	BBnd 3.0
5 KWSS	5 KYUU	5 KSOL	5 KGO	5 KSJO	5 KYUU	BM/Easy 8.5
6 KNBR	6 KMEL	6 KYUU	6 KATD	6 KARA	6 KBAY	CHR 12.7
7 KGO	7 KEZR	7 KARA	7 KIOI	7 KCBS	7 KSAN	Clas 3.1
8 KARA	8 KSAN	8 KEZR	8 KSAN	8 KOIT-FM	8 KOIT-FM	Ctry 5.0
9 KATD	9 KIOI	9 KFOG	9 KEZR	9 KEZR	9 KATD	Gold 2.5
10 KFOG	10 KOME	10 KWSS	10 KBAY	10 KLZE	10 KLOK	Misc 4.3
						N/T 11.4
						Span 1.2
						UC 6.1

# SEATTLE-TACOMA #17

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DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KISW-FM	1 KUBE-FM	1 KZOK-FM	1 KUBE-FM	1 KIRO	1 KOMO	AC 18.3
2 KXRX-FM	2 KMGH-FM	2 KISW-FM	2 KOMO	2 KZOK-FM	2 KMPS-FM	AOR 13.0
3 KZOK-FM	3 KNBQ-FM	3 KXRX-FM	3 KLSY-FM	3 KXRX-FM	3 KBRD-FM	BBnd 2.8
4 KUBE-FM	4 KLSY-FM	4 KIRO	4 KMGH-FM	4 KISW-FM	4 KMGH-FM	BM/Easy 9.7
5 KIRO	5 KPLZ-FM	5 KUBE-FM	5 KNBQ-FM	5 KOMO	5 KLSY-FM	CHR 13.9
6 KPLZ-FM	6 KISW-FM	6 KVI	6 KLTX-FM	6 KMPS-FM	6 KUBE-FM	Clas
7 KJET	7 KCMS-FM	7 KMPS-FM	7 KPLZ-FM	7 KVI	7 KIRO	Ctry 7.8
8 KEZX-FM	8 KZOK-FM	8 KEZX-FM	8 KJR	8 KUBE-FM	8 KLTX-FM	Gold 7.0
9 KMGI-FM	9 KJR	9 KOMO	9 KCMS-FM	9 KJR	9 KJR	N/T 11.4
10 KVI	10 KLTX-FM	10 KJR	10 KMPS-FM	10 KBRD-FM	10 KCMS-FM	Rel/CC 2.1
						UC 1.0

# TAMPA-ST. PETERSBURG #22

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
15.7	16.7	16.8	17.5	18.8	1	<b>WRBQ-A/F</b> 1380 104.7	CHR	1	1	1	1	1	10/113	EASTMAN	ABC-F	22.4
10.6	12.7	11.1	13.0	9.4	2	<b>WWBA</b> 107.3	B/EZ	2	12	14	11	9	10/109	REPUBLIC		7.7
8.5	6.6	8.0	4.9	6.4	3	<b>WQYK</b> 99.5	CTRY	3	6	6	6	4	11/101	KATZ		5.4
5.2	5.8	6.9	5.7	6.0	4	<b>WYNF</b> 94.9	AOR	4	2	2	2	7	11/94	CBS SPOT	ABC-R	11.2
3.6	2.4	3.7	5.2	5.1	5	<b>WNLT</b> 95.7	AC	7	3	3	3	3	11/98	BANNER		4.2
5.7	4.4	5.9	5.1	5.0	6	<b>WUSA</b> 100.7	AC	5	8	5	4	2	13/85	MCGAVREN		4.6
3.9	2.5	3.2	4.2	4.5	7	<b>WGUL-A/F</b> 860 105.5	BBND	13	16	18	20	20	8/128	MASLA	MBS	3.0
4.1	4.1	4.4	4.7	3.8	8	<b>WFLA</b> 970	N/T	6	20	15	13	13	15/74	TORBET	NBC	3.8
4.7	4.1	2.3	4.0	3.8	9	<b>WDAE</b> 1250	BBND	11	18	20	19	15	11/100	MCGAVREN	ABC-I	1.5
3.6	3.6	3.9	3.8	3.6	10	<b>WSUN</b> 620	CTRY	10	14	16	10	10	12/90	CBS SPOT	CBS	3.5
3.9	2.4	4.2	2.9	3.5	11	<b>WPDS</b> 93.3	AC	9	11	8	7	6	13/86	TORBET		4.0
5.0	4.7	3.7	3.3	3.4	12	<b>WKRL</b> 97.9	GOLD	8	5	4	5	5	14/79	DURPETTI	NBC-S	4.1
2.7	3.0	2.3	3.3	3.3	13	<b>WPLP</b> 570	TALK	12	22	19	16	17	12/91	KATZ	MBS	2.8
2.2	2.2	2.5	3.0	2.5	14	<b>WDUV</b> 103.3	B/EZ	14	15	21	21	21	13/82	CHRISTAL	MBS	1.5
2.5	3.9	2.5	2.1	2.1	15	<b>WTMP</b> 1150	UC	15	4	7	12	12	12/90	HNWH	SHRDN	1.8
1.5	1.3	2.5	1.7	2.0	16	<b>WHBO</b> 1040	GOLD	19	23	11	8	8	9/126	BANNER		2.0
1.0	1.6	0.0	1.4	2.0	17	<b>WRXB</b> 1590	UC	20	7	9	9	11	9/126	R. A. LAZAR	NBN	1.4
0.0	0.0	0.9	1.1	1.5	18	<b>WXCR</b> 92.1	CLAS	18	13	17	17	18	13/83	CMBS	UPI	1.0
1.0	0.5	1.0	0.6	1.1	19	<b>WLFF</b> 680	BBND	21	24	23	25	24	10/105	CHRISTAL		.3

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WRBQ-FM	1 WRBQ-FM	1 WRBQ-FM	1 WRBQ-FM	1 WRBQ-FM	1 WRBQ-FM	AC	13.6
2 WYNF	2 WNLT	2 WYNF	2 WUSA	2 WNLT	2 WUSA	AOR	6.0
3 WNLT	3 WUSA	3 WNLT	3 WNLT	3 WUSA	3 WNLT	BBnd	9.4
4 WKRL	4 WYNF	4 WKRL	4 WYNF	4 WKRL	4 WQYK	BM/Easy	11.9
5 WQYK	5 WKRL	5 WUSA	5 WQYK	5 WQYK	5 WPDS	CHR	18.8
6 WPDS	6 WTMP	6 WQYK	6 WKRL	6 WYNF	6 WKRL	Clas	1.5
7 WUSA	7 WRXB	7 WHBO	7 WPDS	7 WHBO	7 WWBA	Ctry	10.0
8 WHVE	8 WPDS	8 WPDS	8 WRXB	8 WSUN	8 WYNF	Gold	5.4
9 WHBO	9 WQYK	9 WSUN	9 WTMP	9 WPDS	9 WRXB	N/T	7.1
10 WWBA	10 WHVE	10 WWBA	10 WWBA	10 WWBA	10 WSUN	UC	4.1



# WASHINGTON #9

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
7.6	8.0	8.0	7.4	7.2	1	WKYS 93.9	UC	6	6	1	1	1	11/97	EASTMAN	NBC	10.3
7.3	7.2	6.8	7.6	6.8	2	WGAY 99.5	B/EZ	8	28	15	11	4	12/94	MMR		3.2
6.8	5.8	8.0	6.0	6.0	3	WMAL 630	AC	7	17	17	14	7	13/82	KATZ	ABC-I	5.0
4.4	4.7	5.2	4.7	5.9	4	WWDC-FM 101.1	AOR	2	5	2	2	5	15/73	CHRISTAL	US1	6.4
6.8	4.4	5.5	6.8	5.6	5	WMZQ-FM 98.7	CTRY	9	14	9	4	2	13/82	CHRISTAL		5.4
4.7	4.5	6.2	5.3	5.5	6	WAVA 105.1	CHR	1	2	3	5	8	18/59	HNWH		6.9
6.1	6.5	5.8	5.9	5.3	7	WHUR 96.3	UC	5	7	4	3	3	15/70	DURPETTI		5.1
3.9	4.2	4.3	4.5	5.1	8	WDJY 100.3	UC	10	1	6	6	11	13/87	MCGAVREN	AP	7.0
3.5	4.3	3.8	3.8	4.6	9	WRQX 107.3	CHR	4	3	8	8	13	18/60	BANNER	ABC-C	5.9
4.3	4.1	3.7	4.5	4.1	10	WTOP 1500	NEWS	3	15	16	12	10	20/54	HNWH	CBS	4.3
5.3	3.8	3.2	3.3	3.7	11	WCXR 105.9	GOLD	12	8	5	7	12	16/66	MCGAVREN		5.0
3.8	3.2	3.3	3.2	3.2	12	WLTT 94.7	AC	11	12	7	9	6	20/55	CBS SPOT		2.9
1.7	1.8	1.9	3.0	3.1	13	WASH 97.1	AC	13	16	11	10	9	16/67	KATZ	US1	2.9
3.1	2.8	2.9	3.6	2.5	14	WGMS-A/F 570 103.5	CLAS	17	27	19	18	15	17/66	REPUBLIC	MBS	1.7
2.3	3.6	3.2	3.4	2.4	15	WBMW 106.7	AOR	14	4	12	16	19	21/52	TORBET		3.5
3.1	2.5	2.8	2.4	2.3	16	WWRC 980	BBND	18	22	26	23	21	13/80	MMR	NBC	2.3
1.6	2.2	2.3	1.8	2.3	17	WXTR 104.1	GOLD	15	13	14	13	14	18/60	MCGAVREN		1.5
2.7	2.5	1.7	1.5	2.4	18	WPGC-A/F 1580 95.5	UC	16	11	13	17	16	21/52	TORBET		1.7
1.3	1.3	1.1	0.8	1.9	19	WHFS 99.1	AOR	20	9	10	15	17	14/78	MASLA	MBS	1.4
1.0	1.7	1.2	1.5	1.7	20	WYCB 1340	REL	22	21	20	20	20	10/106		SHRDN	1.4
1.5	1.8	1.3	1.4	1.4	21	WMMJ 102.3	AC	19	32	18	19	18	22/49	HNWH		1.8
0.9	0.9	1.3	1.3	1.0	22	WOL 1450	UC	21	10	21	21	22	18/61	R A LAZAR	NBN	1.2

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	FORMAT REACH	
1 WWDC-FM	1 WKYS	1 WWDC-FM	1 WKYS	1 WWDC-FM	1 WKYS	AC	13.7
2 WCXR	2 WAVA	2 WCXR	2 WHUR	2 WMZQ-FM	2 WHUR	AOR	10.2
3 WDJY	3 WHUR	3 WDJY	3 WAVA	3 WTOP	3 WGAY	BBnd	2.3
4 WKYS	4 WLTT	4 WKYS	4 WMZQ-FM	4 WKYS	4 WMZQ-FM	BM/Easy	6.8
5 WAVA	5 WRQX	5 WMZQ-FM	5 WLTT	5 WCXR	5 WLTT	CHR	10.1
6 WHUR	6 WDJY	6 WAVA	6 WRQX	6 WHUR	6 WASH	Clas	2.5
7 WHFS	7 WWDC-FM	7 WHUR	7 WASH	7 WDJY	7 WMAL	Ctry	5.6
8 WMZQ-FM	8 WASH	8 WTOP	8 WGAY	8 WMAL	8 WAVA	Gold	6.0
9 WRQX	9 WMZQ-FM	9 WHFS	9 WDJY	9 WGAY	9 WRQX	N/T	4.1
10 WBMW	10 WCXR	10 WXTR	10 WWDC-FM	10 WAVA	10 WPGC-FM	Rel/CC	1.7
						UC	21.0



# AKRON #64

SPRING '86	FALL '86	SPRING '87	METRO RANK 12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
9.0	10.2	11.5	1	WKDD 96.5	CHR	1	1	2	1	3	13/87	KATZ	
12.3	10.1	9.7	2	WMMS 100.7	CHR	2	2	1	2	2	14/75	KATZ	NBC-S
8.9	8.9	9.3	3	WAKR 1590	AC	3	19	13	8	7	14/76	MCGAVREN	MBS
6.1	4.4	6.4	4	WNIR 100.1	TALK	8	13	9	6	5	10/112	KATZ	CBS
4.9	4.9	6.0	5	WMJI 105.7	AC	4	8	5	3	1	16/67	EASTMAN	
6.3	6.0	5.0	6	WONE-FM 97.5	AOR	6	6	3	4	6	13/84	MCGAVREN	
4.5	4.3	4.9	7	WLTF 106.5	AC	5	10	4	5	4	15/70	CHRISTAL	AP
2.8	3.2	4.5	8	WQAL 104.1	B/EZ	9	14	12	14	13	12/92	CHRISTAL	
4.7	4.4	4.3	9	WDBN 94.9	B/EZ	10	9	20	18	12	12/88		
2.9	4.1	3.6	10	WDOK 102.1	B/EZ	11	17	18	12	10	14/77	MCGAVREN	

# ALBANY-SCHENECTADY-TROY #52

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BRCH SHARE
8.4	9.1	9.4	10.8	11.1	1	WROW-FM 95.5	B/EZ	5	14	11	8	3	9/116	CHRISTAL		6.8
9.6	10.8	11.2	10.0	10.8	2	WPYX 106.5	AOR	4	3	1	1	1	12/88	MCGAVREN	ABC-R	16.4
9.6	9.4	9.5	10.8	10.7	3	WGY 810	AC	1	6	6	5	2	14/78	EASTMAN	NBC	10.2
7.7	8.0	8.9	7.8	8.4	4	WFLY 92.3	CHR	3	1	4	4	6	16/66	KATZ	ABC-C	11.7
9.4	9.0	8.0	8.5	7.8	5	WGFM 99.5	CHR	2	2	2	2	8	18/61	EASTMAN	NBC-S	9.6
7.5	6.0	6.7	6.5	6.1	6	WKLI 100.9	AC	6	4	3	3	4	13/81	BLAIR	US1	6.1
4.2	4.6	4.7	4.3	5.8	7	WGNA 107.7	CTRY	8	10	7	6	5	11/98	REPUBLIC	ABC-E	4.1
6.6	6.5	4.3	6.0	5.3	8	WOBK 1300	TALK	9	9	13	12	10	11/99	CBS SPOT	HNWH	5.3
3.6	3.6	3.2	4.5	4.0	9	WTRY 980	GOLD	7	15	8	7	7	17/62	MCGAVREN	MBS	3.6
3.9	4.4	3.4	2.5	3.7	10	WPTR 1540	CTRY	11	7	12	10	9	14/75	KATZ	US2	3.7

# ALBUQUERQUE #80

SPRING '86	FALL '86	SPRING '87	METRO RANK	12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
13.4	12.9	12.7	1	1	<b>KKOB</b> 77.0	AC	1	10	7	3	1	11/96	MCGAVREN	ABC-I	9.5
13.6	15.1	11.0	2	2	<b>KKOB-FM</b> 93.3	AC	2	6	2	1	2	12/94	MCGAVREN		12.2
7.4	7.8	8.4	3	3	<b>KFMG</b> 107.9	AOR	5	3	1	2	4	11/102	HNWH	ABC-C	9.6
7.0	5.4	7.1	4	4	<b>KRST</b> 92.3	CTRY	4	7	4	4	3	13/81	DURPETTI		10.5
7.3	8.5	6.2	5	5	<b>KNMQ</b> 105.9	CHR	3	1	5	6	8	15/71	CHRISTAL	ABC-C	6.0
4.1	4.4	6.1	6	6	<b>KZRR</b> 94.1	AOR	6	5	3	5	5	13/84	REPUBLIC	NBC-S	5.2
5.8	5.9	5.6	7	7	<b>KKJY</b> 100.3	B/EZ	7	14	12	9	6	13/81	TORBET		3.9
2.1	2.8	4.1	8	8	<b>KKSS</b> 97.3	UC	8	2	8	11	14	17/64	TORBET		7.5
2.6	1.8	3.9	9	9	<b>KIVA</b> 105.1	CHR	9	4	6	7	16	17/64	BANNER		5.2
3.0	3.7	2.9	10	10	<b>KRZY</b> 145.0	CTRY	12	15	14	14	11	13/83	DURPETTI	MBS	2.7

# ALLENTOWN-BETHLEHEM #60

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK	12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
12.1	10.1	15.0	13.9	15.7	1	1	<b>WFMZ</b> 100.7	B/EZ	2	10	10	6	3	9/124	HNWH		9.8
11.5	10.3	10.3	11.3	10.9	2	2	<b>WZZO</b> 95.1	AOR	4	2	1	1	2	12/91	BANNER		10.4
11.1	11.3	9.9	10.3	9.7	3	3	<b>WLEV</b> 96.1	AC	3	6	2	2	1	14/78	KATZ		9.7
9.9	8.3	8.8	11.1	8.8	4	4	<b>WQQQ</b> 99.9	CHR	1	1	4	4	6	16/66	EASTMAN		14.6
5.6	5.4	4.8	4.0	8.0	5	5	<b>WAEB-FM</b> 104.1	CHR	5	3	3	3	4	11/97	MCGAVREN		6.3
5.8	6.0	5.6	6.4	6.5	6	6	<b>WAEB</b> 79.0	AC	6	9	6	5	5	12/87	MCGAVREN	ABC-I	4.2
5.1	6.3	4.8	6.1	4.6	7	7	<b>WKAP</b> 132.0	BBND	7	16	22	22	9	11/96	TORBET	ABC-E	4.9
4.5	5.8	3.7	5.5	3.4	8	8	<b>WEST</b> 140.0	BBND	11	20	28	13	12	9/120	KATZ	CBS	2.8
2.0	2.4	3.3	2.4	2.5	9	9	<b>WYSP</b> 94.1	GOLD	8	5	5	7	8	18/60	TORBET	ABC-R	3.9
2.0	2.6	3.1	2.6	2.2	10	10	<b>WXKW</b> 147.0	CTRY	10	23	11	8	7	18/61	REPUBLIC	NBC	3.8

# AUSTIN #59

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK	12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
16.2	13.0	14.6	15.2	16.7	1	1	<b>KASE</b> 100.7	CTRY	1	4	1	1	1	9/115	KATZ		14.8
0.7	0.0	0.0	7.7	9.1	2	2	<b>KBTS</b> 93.3	CHR	4	1	3	5	6	14/79	DURPETTI		10.2
7.6	4.8	6.8	8.3	8.8	3	3	<b>KKMJ</b> 95.5	AC	5	9	7	2	2	14/77	CBS SPOT		7.3
12.1	10.9	10.4	8.7	8.3	4	4	<b>KLBJ-FM</b> 93.7	AOR	3	5	2	3	5	15/70	EASTMAN		13.1
10.1	15.5	11.5	9.7	7.1	5	5	<b>KEYI-A/F</b> 1490 103.5	AC	6	6	6	4	3	17/65	TOBET		10.4
14.2	11.6	13.8	10.5	6.7	6	6	<b>KHFI</b> 98.3	CHR	2	2	4	7	7	20/54	CHRISTAL		10.1
5.7	5.4	6.8	6.2	5.5	7	7	<b>KPEZ</b> 102.3	AOR	7	8	5	6	4	15/71	HNWH		7.9
4.7	4.2	4.7	5.4	4.3	8	8	<b>KLBJ</b> 590	N/T	8	23	10	9	8	16/66	EASTMAN	CBS	3.4
0.5	5.3	3.2	3.7	3.9	9	9	<b>KOKE</b> 1370	AC	11	22	22	12	9	8/140	TORBET		1.0
0.0	0.0	0.0	0.0	3.5	10	10	<b>KAPT</b> 94.7	AC	10	3	8	8	10	12/89			1.9

# BAKERSFIELD #87

SPRING '86	FALL '86	SPRING '87	METRO RANK	12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS. LISTENED	NATIONAL REP FIRM	NETWORK	
13.5	13.0	15.1	1	1	<b>KUZZ</b> 550	CTRY	2	4	3	1	1	9/117	KATZ		
15.1	14.4	11.8	2	2	<b>KKXX</b> 107.9	CHR	1	1	1	2	3	14/77	KATZ		
8.5	9.1	8.2	3	3	<b>KQXR</b> 94.1	CHR	3	2	2	3	7	15/70	HNWH	ABC-E	
10.3	4.9	7.1	4	4	<b>KGFM</b> 101.5	B/EZ	4	31	12	6	2	12/90	MCGAVREN		
2.6	1.9	4.5	5	5	<b>KLYD-FM</b> 97.7	UC	8	5	6	5	5	11/100	TORBET	US1	
2.6	4.0	4.2	6	6	<b>KLLY</b> 95.3	AC	5	8	5	4	6	16/67	TORBET	AP	
5.0	5.6	4.0	7	7	<b>KGEO</b> 1230	GOLD	6	13	8	7	4	16/66	MCGAVREN	CBS-R	
3.7	7.2	3.5	8	8	<b>KWAC</b> 1490	SPAN	11	10	7	8	8	8/137	LOTUS		
2.1	0.0	3.2	9	9	<b>KLOS</b> 95.5	AOR	10	7	4	9	9	10/113	KATZ	ABC-R	
0.0	0.7	3.1	10	10	<b>KVLI</b> 1140	MISC	23	33	29	32	31	5/233	WESTERN	MBS	



# BATON ROUGE #78

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK	12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
10.1	10.4	12.3	10.8	12.5	1	1	<b>WFMF</b> 102.5	CHR	1	1	1	1	4	16/67	HNWH		14.4
10.3	12.7	16.1	14.7	12.4	2		<b>WYNK-A/F</b> 1380 101.5	CTRY	3	7	6	2	1	11/100	KATZ	ABC-E	11.0
10.4	10.3	9.8	9.4	10.4	3		<b>WXOK</b> 1460	UC	5	4	4	4	5	12/91	BANNER	NBC	7.7
6.6	6.0	8.8	8.3	10.1	4		<b>KQXL</b> 106.3	UC	6	3	2	3	6	11/101	MASLA	SHRDN	11.7
8.9	7.4	6.4	7.0	9.2	5		<b>WKJN</b> 103.3	CTRY	7	5	7	7	2	11/102	BANNER		9.2
11.8	10.4	8.9	11.0	9.1	6		<b>WGGZ</b> 98.1	CHR	2	2	3	5	7	19/58	KATZ	CBS-R	14.8
5.8	7.0	6.0	4.5	7.2	7		<b>WQXY</b> 100.7	AC	4	18	5	6	3	17/63	CHRISTAL		5.9
5.3	4.3	4.2	3.4	4.0	8		<b>WJBO</b> 1150	N/T	8	8	10	9	10	19/58	HNWH	CBS	3.4
2.7	2.8	2.4	2.8	2.1	9		<b>KDEA</b> 99.1	B/EZ	9	15	16	16	14	17/64			1.3
1.2	1.4	2.0	1.9	2.1	9		<b>WCKW</b> 92.3	AOR	13	13	8	8	8	12/93	MASLA	ABC-D	2.0

# BRIDGEPORT #91

SPRING '86	FALL '86	SPRING '87	METRO RANK	12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
16.3	17.1	17.4	1	1	<b>WICC</b> 600	AC	1	5	4	4	1	12/94	CHRISTAL	
16.5	15.4	13.9	2		<b>WEZN</b> 99.9	B/EZ	2	18	10	5	3	10/108	KATZ	
9.8	11.4	8.8	3		<b>WKCI</b> 101.3	CHR	3	1	3	3	4	15/74	MCGAVREN	
3.4	7.0	8.0	4		<b>WEBE</b> 107.9	AC	4	10	2	1	2	13/84	BANNER	
7.0	6.4	7.7	5		<b>WPLR</b> 99.1	AOR	5	3	1	2	5	13/87	DURPETTI	
4.2	3.1	3.9	6		<b>WCBS</b> 880	NEWS	6	29	15	10	8	19/58	CBS	CBS
3.4	3.1	3.1	7		<b>WNBC</b> 660	AC	7	23	8	6	6	19/56	HNWH	NBC
0.4	0.7	2.4	8		<b>WDRC-FM</b> 102.9	GOLD	9	9	7	7	7	15/72	MCGAVREN	
1.0	1.6	2.4	8		<b>WQHT</b> 103.5	CHR	12	4	6	9	12	11/95	DURPETTI	
2.4	2.5	2.2	10		<b>WRKI</b> 95.1	AOR	8	7	5	8	9	19/57	KATZ	NBC-S



# CHARLESTON #85

SPRING '86	FALL '86	SPRING '87	METRO RANK 12+ ADP	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
10.9	13.5	11.9	1	<b>WEZL</b> 103.5	CTRY	3	18	8	1	1	9/121	BANNER	MBS	12.6
6.0	8.6	10.9	2	<b>WKQB</b> 107.5	CHR	1	1	2	2	8	12/87	REPUBLIC		14.0
9.0	11.9	9.7	3	<b>WWWZ</b> 93.5	UC	4	3	1	3	4	11/101	HNWH	SHRDN	11.6
11.3	10.0	7.6	4	<b>WSSX</b> 95.1	CHR	2	2	3	4	9	16/67	KATZ		11.0
9.3	7.4	7.1	5	<b>WPAL</b> 730	UC	8	5	7	8	5	10/114		ABC-D	3.7
7.5	6.1	6.4	6	<b>WXTC</b> 96.9	AC	5	9	5	6	3	15/75	MCGAVREN	CBS-R	5.5
6.2	4.1	6.4	6	<b>WDXZ</b> 104.5	B/EZ	9	14	13	9	7	9/122	EASTMAN	CBS	3.9
4.7	5.2	6.3	8	<b>WXLY</b> 102.5	GOLD	6	6	6	5	2	14/78	TORBET	US1	7.1
6.0	2.7	5.6	9	<b>WAVF</b> 96.1	AOR	7	8	4	7	6	13/87	MMR	US1	6.4
2.3	3.3	2.9	10	<b>WDDM</b> 101.3	UC	12	4	10	11	14	10/107	HNWH	ABC-F	3.0

# CHATTANOOGA #95

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ ADP	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
19.6	20.6	19.3	17.4	17.4	1	<b>WSKZ</b> 106.5	CHR	1	1	1	1	2	10/106	CHRISTAL		23.0
16.7	10.8	10.2	11.0	11.8	2	<b>WUSY</b> 100.7	CTRY	2	5	3	3	1	11/102	MCGAVREN	US2	13.5
8.7	9.2	9.5	9.8	9.9	3	<b>WDEF-FM</b> 92.3	B/EZ	5	9	9	8	5	12/94	KATZ	ABC-D	7.2
3.3	5.0	2.4	10.0	9.4	4	<b>WLMX</b> 105.5	AC	3	4	2	2	3	13/82	CHRISTAL		16.1
9.0	11.1	10.9	10.0	8.7	5	<b>WDOD-FM</b> 96.5	CTRY	4	14	6	4	4	13/82	BANNER	ABC-E	8.9
4.5	9.1	6.2	5.4	6.4	6	<b>WJTT</b> 94.3	UC	6	2	4	6	8	13/86	HNWH	CBS-R	6.1
1.7	3.6	4.5	3.9	6.1	7	<b>WNOO-FM</b> 102.3	UC	8	3	5	5	7	9/124	MASLA		6.1
2.2	2.8	5.3	6.4	5.4	8	<b>WNOO</b> 1260	GOLD	9	6	7	7	6	9/115	MASLA	SHRDN	2.9
3.7	5.9	6.2	6.1	4.6	9	<b>WDEF</b> 1370	AC	7	13	15	12	10	13/86	KATZ	CBS	3.4
4.4	1.7	4.1	3.4	3.0	10	<b>WDOD</b> 1310	CTRY	10	15	12	11	12	15/70	BANNER	ABC-E	2.7

# COASTAL NORTH CAROLINA #86

SPRING '86	FALL '86	SPRING '87	METRO RANK	12+ ADH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK
7.6	4.9	24.5	1	1	WIKS 101.9	UC	1	1	1	1	1	7/160	HNWH	MBS
7.9	11.2	12.4	2	2	WDLX 93.3	CHR	2	2	2	2	5	11/94	KATZ	ABC-F
10.9	12.0	12.4	2	2	WRNS 95.1	CTRY	3	6	4	3	2	9/125	MCGAVREN	
7.7	7.0	6.9	4	4	WZYC 101.3	AOR	5	3	3	4	4	12/93	MCGAVREN	UPI
10.3	7.8	6.3	5	5	WNCT 107.9	B/EZ	6	20	11	8	6	12/88	EASTMAN	US2
7.3	5.9	5.7	6	6	WSFL-FM 106.5	AC	4	7	5	5	3	15/71	TORBET	US1
2.5	1.6	3.2	7	7	WXQR 105.5	AOR	9	8	6	6	8	11/100	MARKET 4	NBC-S
10.1	11.7	2.9	8	8	WQDW 97.7	UC	7	4	8	9	11	21/51	MASLA	SBN
3.9	2.8	2.3	9	9	WRDU 106.1	AOR	11	17	7	7	9	14/76	MMR	NBC-S
2.4	1.4	2.0	10	10	WRAL 101.5	AC	8	16	9	10	7	22/49	KATZ	

# COLUMBIA, SC #92

SPRING '86	FALL '86	SPRING '87	METRO RANK	12+ ADH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
14.3	15.7	18.9	1	1	WWDM 101.3	UC	3	1	1	1	2	7/165	HNWH	ABC-F	18.4
14.2	16.8	17.8	2	2	WCOS-FM 97.9	CTRY	1	5	4	2	1	9/124	MCGAVREN	ABC-I	14.0
3.2	2.6	9.5	3	3	WMFX 102.3	AOR	4	4	2	3	3	10/111	DURPETTI		9.1
12.2	13.9	8.4	4	4	WNOK 104.7	CHR	2	2	3	4	7	16/68	KATZ	ABC-R	11.4
5.9	5.1	6.8	5	5	WCEZ 93.5	B/EZ	8	7	9	8	6	10/105	BANNER		5.2
8.7	6.0	5.3	6	6	WMMC 103.1	CHR	5	3	5	7	8	16/69	EASTMAN		7.3
3.7	4.7	5.2	7	7	WSCQ 100.1	AC	9	11	6	5	4	13/81	TORBET	CBS-R	3.2
5.9	4.9	4.6	8	8	WTCB 106.7	AC	6	8	7	6	5	17/63	CHRISTAL	AP	4.5
5.5	5.9	4.6	8	8	WVOC 560	N/T	7	9	11	10	10	16/68	BANNER	CBS	3.7
6.2	4.4	4.3	10	10	WOIC 1320	UC	10	6	8	9	9	14/80	EASTMAN	NBC	6.2

# EL PASO #79

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK
17.8	16.9	15.8	12.4	11.6	1	<b>KEZB-FM</b> 93.9	CHR	1	1	3	3	2	16/67	CHRISTAL	ABC-F
12.4	11.6	11.7	11.3	10.7	2	<b>KLAQ</b> 95.5	AOR	3	3	1	1	4	12/91	HNWH	NBC-S
6.4	8.9	9.5	9.3	8.7	3	<b>KHEY-FM</b> 96.3	CTRY	4	13	2	2	3	12/88	KATZ	
6.7	7.4	7.4	6.4	8.4	4	<b>KTSM-FM</b> 99.9	B/EZ	5	7	12	8	5	10/106	HNWH	
9.8	10.9	11.6	11.8	7.4	5	<b>KAMZ</b> 93.1	CHR	2	2	4	5	9	19/58	EASTMAN	
3.0	4.3	3.7	5.3	5.8	6	<b>KOFX</b> 92.3	GOLD	8	8	6	4	1	13/86	MCGAVREN	US1
5.4	5.1	5.8	6.0	5.4	7	<b>KAMA</b> 75.0	SPAN	9	18	9	9	8	13/86	CABALLERO	
3.5	2.6	2.2	4.1	5.4	7	<b>KTSM</b> 138.0	N/T	12	19	16	13	12	9/116	HNWH	NBC
4.9	4.0	3.0	5.0	4.9	9	<b>KLTO</b> 94.7	GOLD	6	6	5	6	7	16/70	TORBET	
3.8	4.2	3.7	4.8	4.8	10	<b>KROD</b> 60.0	GOLD	10	9	11	7	6	13/83	HNWH	

# FLINT #99

SPRING '86	FALL '86	SPRING '87	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK
1.7	10.1	18.9	1	<b>WIOG</b> 102.5	CHR	1	1	1	2	3	11/100	KATZ	ABC-C
14.5	12.0	16.0	2	<b>WDZZ</b> 92.7	UC	3	2	3	3	2	8/132	HNWH	
19.4	16.8	15.5	3	<b>WCRZ</b> 107.9	AC	2	4	2	1	1	12/93	KATZ	ABC-F
8.0	5.1	7.8	4	<b>WJR</b> 76.0	MISC	5	14	10	9	8	14/79	EASTMAN	ABC-I
12.6	8.8	7.5	5	<b>WWCK-FM</b> 105.5	AOR	4	3	4	4	4	16/69	MCGAVREN	NBC
4.9	6.2	5.2	6	<b>WKMF</b> 147.0	CTRY	7	12	6	6	5	13/83	KATZ	ABC-E
1.7	3.0	4.8	7	<b>WDFD</b> 91.0	AC	8	15	17	8	7	12/88	HNWH	CBS
7.2	5.8	3.9	8	<b>WTRX</b> 133.0	AC	6	10	5	5	6	20/56	CHRISTAL	ABC-I
1.4	2.1	3.0	9	<b>WKCO</b> 998.1	CTRY	9	11	8	7	9	17/64	CHRISTAL	ABC-D
3.7	3.9	2.0	10	<b>WWWS</b> 107.1	UC	10	5	9	10	10	22/48	MASLA	SBN

# FRESNO #73

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
6.9	5.5	8.5	7.5	8.4	1	KMGX 103.7	CHR	2	1	2	2	6	13/83	CHRISTAL		10.9
6.6	7.7	9.3	7.9	8.1	2	KMJ 58.0	N/T	3	15	13	10	5	13/80	KATZ	ABC-I	6.5
9.2	6.2	6.8	7.6	7.8	3	KYNO-FM 95.7	CHR	1	2	4	3	2	16/66	BANNER		11.5
6.0	6.6	4.0	5.1	6.3	4	KNAX 97.9	CTRY	7	11	7	5	1	12/88	KATZ	ABC-E	5.7
7.3	9.5	6.5	5.3	6.1	5	KKDJ 105.9	AOR	6	7	1	1	3	13/83	DURPETTI		10.5
4.6	5.8	6.5	5.7	5.3	6	KOJY 98.9	B/EZ	9	14	17	16	12	12/93	MMR		4.9
4.3	3.0	5.5	6.2	4.8	7	KFIG-A/F 1430 101.1	AC	4	4	5	6	11	13/82	DURPETTI		3.8
0.5	0.0	3.3	6.1	4.6	8	KCLQ 107.5	GOLD	10	22	3	4	4	13/82	REPUBLIC		7.5
5.1	4.6	3.4	4.6	4.3	8	KBOS 94.9	CHR	5	3	6	8	16	19/58	TORBET	ABC-F	4.9
2.3	2.1	3.7	3.4	3.8	10	KFRE-FM 101.9	CTRY	11	10	11	11	7	14/78	HNWH		3.1

# GRAND RAPIDS #65

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
9.2	11.6	8.8	10.0	10.6	1	WKLQ 94.5	CHR	1	1	3	4	6	15/71	EASTMAN		12.4
10.3	11.1	10.6	12.3	10.6	1	WOOD-FM 105.7	B/EZ	2	12	7	6	5	15/74	KATZ	NBC	7.7
7.9	8.7	8.3	5.7	10.1	3	WCUZ-FM 101.3	CTRY	4	9	4	3	1	12/91	CHRISTAL	ABC-E	7.5
11.0	8.3	9.1	8.6	9.7	4	WLAV-FM 96.9	AOR	5	4	1	1	3	12/88	MMR	NBC-S	12.2
8.6	7.2	7.6	8.1	9.5	5	WOOD 1300	AC	7	8	10	8	4	11/95	KATZ	NBC	7.0
6.4	6.5	5.8	7.3	7.9	6	WLHT 95.7	AC	6	7	2	2	2	15/74	REPUBLIC		6.3
5.2	5.6	5.9	7.5	5.8	7	WGRD 97.9	CHR	3	2	5	5	8	22/49	BANNER	ABC-C	9.9
5.4	3.7	5.0	5.1	5.8	7	WMUS-FM 106.9	CTRY	8	11	6	7	7	13/83	HNWH		4.0
3.5	2.9	4.0	3.5	3.1	9	WFUR 102.9	REL	9	21	17	14	13	19/56			1.5
5.0	3.9	2.5	2.1	2.8	10	WCUZ 1230	CTRY	10	27	13	13	9	21/52	CHRISTAL	ABC-I	2.3



# GREENVILLE-SPARTANBURG, SC #66

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ ADJ	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
11.6	14.1	17.4	14.6	16.1	1	WESC-A/F 660 92.5	CTRY	1	9	6	2	2	10/109	BANNER	ABC-E
19.4	12.0	15.9	11.7	14.0	2	WFBC-FM 93.7	AC	2	5	1	1	1	12/94	KATZ	
11.4	7.7	9.5	9.5	10.0	3	WSSL-A/F 1440 100.5	CTRY	5	6	3	3	3	11/100	TORBET	MBS
7.2	9.9	6.0	6.8	9.6	4	WHYZ 1070	UC	7	3	2	4	4	7/166	HNWH	SHRDN
6.3	7.0	8.0	8.1	7.6	5	WCKN 101.1	CHR	4	1	4	5	5	16/68		ABC-C
7.0	8.8	9.0	7.9	7.0	6	WSPA-FM 98.9	B/EZ	6	22	12	8	6	13/84	MCGAVREN	
5.7	6.7	4.9	7.8	6.3	7	WANS 107.3	CHR	3	2	5	6	7	19/56	CHRISTAL	US1
1.4	2.0	1.7	2.2	2.9	8	WBCY 107.9	CHR	8	7	7	7	9	17/63	BANNER	
3.9	2.6	2.6	3.9	2.8	9	WORD 910	AC	10	12	11	9	8	15/72	MASLA	UPI
3.4	4.2	2.6	2.8	2.2	10	WKSF 99.9	CHR	9	4	10	12	14	23/48	MCGAVREN	

# HARRISBURG-LEBANON-CARLISE #72

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ ADJ	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
14.0	20.5	19.1	16.7	19.4	1	WNNK 104.1	CHR	1	1	1	1	1	10/109	MCGAVREN	AP
10.1	8.5	6.8	8.1	8.3	2	WHP-FM 97.3	B/EZ	2	15	10	4	3	12/92	KATZ	ABC-D
7.5	8.2	8.6	10.9	8.0	3	WRKZ 106.7	CTRY	3	6	6	3	4	12/94	MCGAVREN	ABC-E
4.4	4.8	5.8	4.9	5.9	4	WSFM 99.3	AC	6	8	3	2	2	12/90	EASTMAN	US1
5.9	4.9	6.8	6.4	5.5	5	WHP 580	AC	4	22	17	13	10	15/72	KATZ	ABC-D
4.7	3.0	3.8	3.0	5.1	6	WQXA 105.7	CHR	5	2	4	6	7	15/72	KATZ	ABC-C
4.1	5.6	4.4	5.3	4.4	7	WTPA 93.5	AOR	7	3	2	5	6	14/75	REPUBLIC	ABC-R
4.9	7.0	6.6	3.3	4.3	8	WHYL-A/F 960 102.3	CTRY	9	19	9	9	9	13/84	HNWH	AP
3.4	2.7	3.6	2.7	3.6	9	WCMB 1460	GOLD	12	23	8	7	5	11/101	EASTMAN	US2
3.8	3.2	2.9	3.7	3.0	10	WHTF 92.7	AOR	10	9	5	8	8	15/73	BANNER	NBC-S

# HONOLULU #55

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
13.3	15.2	15.2	15.2	14.0	1	<b>KQMQ-A/F</b> 690 93.1	CHR	1	1	1	1	3	15/75	CHRISTAL	US1
14.2	12.0	13.2	10.9	14.0	2	<b>KSSK</b> 5901	AC	2	9	7	2	1	11/98	EASTMAN	
11.5	10.7	10.5	11.4	10.2	3	<b>KUMU-A/F</b> 1500 94.7	B/EZ	5	6	9	5	2	10/107	TORBET	
8.0	11.0	10.3	10.7	8.0	4	<b>KMAI</b> 93.9	CHR	4	2	4	8	9	16/69	KATZ	
7.1	8.8	7.7	6.6	7.8	5	<b>KULA</b> 92.3	AC	3	7	2	3	4	17/63	EASTMAN	
7.0	7.6	10.1	7.2	6.6	6	<b>KPOI</b> 97.5	AOR	6	3	3	4	7	13/81	REPUBLIC	
2.5	2.4	2.3	4.6	6.3	7	<b>KIKI</b> 830	GOLD	8	5	6	6	5	13/86	KATZ	
4.5	4.4	5.4	5.2	5.9	8	<b>KRTR</b> 96.3	AC	7	8	5	7	6	15/73	TORBET	
5.1	4.8	3.9	4.0	4.6	9	<b>KCCN</b> 1420	MISC	11	10	12	10	8	13/84	TORBET	
3.8	3.9	3.6	4.9	4.5	10	<b>KGU</b> 760	N/T	10	17	14	14	14	13/81	BANNER	CBS

# JACKSONVILLE #53

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
16.6	21.6	22.5	23.1	16.5	1	<b>WAPE-A/F</b> 690 95.1	CHR	1	1	1	1	3	12/94	CHRISTAL	ABC-R	28.8
9.4	8.1	8.7	11.0	11.0	2	<b>WQIK-A/F</b> 1320 99.1	CTRY	2	9	5	4	1	10/114	MCGAVREN	ABC-E	10.3
5.1	4.8	7.4	6.6	9.2	3	<b>WAIV</b> 96.9	AC	3	6	3	3	2	11/98	EASTMAN		5.9
9.8	7.9	5.3	6.7	9.2	3	<b>WFYV</b> 104.5	AOR	5	2	2	2	4	9/126	MCGAVREN	NBC	11.5
3.5	2.9	2.2	2.5	5.8	5	<b>WCGL</b> 1360	REL	11	20	6	7	7	5/199	ATS	SHRDN	1.2
9.9	8.6	7.1	7.1	5.2	6	<b>WIVY</b> 102.9	AC	4	7	4	5	5	19/57	TORBET	AP	6.6
5.6	4.1	3.6	3.2	4.6	7	<b>WCRJ</b> 107.3	CTRY	7	10	7	6	6	11/95	SOUTHERN		4.7
2.0	3.8	3.9	4.1	3.3	8	<b>WZAZ</b> 1400	UC	10	17	8	8	8	10/108	ROSLIN	SHRDN	2.4
0.3	2.1	1.3	2.1	2.9	9	<b>WPDQ</b> 92.7	UC	9	3	9	9	10	12/90	MASLA		2.4
0.0	0.0	0.0	0.0	2.3	10	<b>WEJZ</b> 96.1	B/EZ	6	8	10	10	9	25/43	CHRISTAL		--
2.1	1.9	3.6	3.3	2.3	10	<b>WOKV</b> 600	TALK	8	21	16	15	15	18/59	EASTMAN	ABC-T	2.2

# JOHNSON CITY-KINGSPORT-BRISTOL #90

SPRING '86	FALL '86	SPRING '87	METRO RANK 12+ ADH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
19.1	19.5	25.2	1	<b>WQUT</b> 101.5	CHR	1	1	1	1	2	10/114	KATZ	US1	31.1
18.9	18.4	17.2	2	<b>WXBQ</b> 96.9	CTRY	2	4	3	2	1	11/99	MCGAVREN	ABC-I	17.3
13.4	13.2	14.1	3	<b>WTFM</b> 98.5	AC	3	3	2	3	3	12/90	REPUBLIC	ABC-E	14.9
5.6	7.7	7.6	4	<b>WJCW</b> 910	CTRY	4	8	7	5	5	13/85	KATZ	CBS	4.2
3.1	1.6	5.3	5	<b>WUSJ</b> 99.3	CTRY	5	11	4	4	4	9/118		CBS-R	3.1
5.4	3.9	3.4	6	<b>WZXY</b> 104.9	CHR	6	2	5	7	18	14/79	TORBET	ABC-C	4.1
1.2	1.3	1.9	7	<b>WMCH</b> 1260	REL	12	25	17	15	14	11/96			.8
0.7	1.6	1.7	8	<b>WFHG</b> 960	CHR	7	9	8	9	10	25/44	MCGAVREN	ABC-D	1.5
3.0	1.4	1.7	8	<b>WKPT</b> 1400	AC	9	14	15	11	7	19/58	REPUBLIC	ABC-E	3.2
1.6	0.9	1.7	8	<b>WIKQ</b> 94.9	AC	10	13	6	6	6	17/65	TN SPOT		1.0

# KNOXVILLE #67

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ ADH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
30.3	31.8	31.1	36.2	37.1	1	<b>WIVK-A/F</b> 850 107.7	CTRY	1	5	2	1	1	7/147	KATZ	ABC-E	34.4
13.5	16.5	16.5	14.0	15.5	2	<b>WIMZ-A/F</b> 1240 103.5	AOR	2	2	1	2	2	11/100	BANNER	NBC-S	18.5
12.7	12.7	11.6	10.6	10.2	3	<b>WEZK</b> 97.5	B/EZ	5	11	6	5	4	10/104	CHRISTAL	B/EZ	7.3
9.9	10.0	11.2	9.3	8.0	4	<b>WMYU</b> 102.1	AC	3	4	3	3	3	17/64	MCGAVREN	US1	10.8
8.2	6.9	6.2	7.4	7.9	5	<b>WOKI</b> 100.3	CHR	4	1	4	4	5	15/74	TORBET	ABC-F	8.0
1.5	0.6	0.7	1.8	2.7	6	<b>WTNZ</b> 95.3	CHR	8	3	7	8	10	16/69	EASTMAN	US2	2.3
4.1	4.9	2.1	2.0	2.7	6	<b>WKGN</b> 1340	UC	9	6	5	6	7	10/106	ROSLIN	MBS	3.4
2.4	1.8	2.6	2.4	1.7	8	<b>WNOX</b> 990	CTRY	6	10	10	9	8	29/38	EASTMAN	CBS	1.9
2.7	1.8	1.9	2.4	1.7	8	<b>WRJZ</b> 620	REL	10	12	9	10	9	14/79		ABC-D	1.4
2.2	.9	1.5	1.2	1.6	10	<b>WSEV</b> 930	CTRY	12	13	12	13	11	8/98			.3



# LANSING-EAST LANSING #98

SPRING '86	FALL '86	SPRING '87	METRO RANK	12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
16.2	18.6	27.1	1	1	<b>WVIC-A/F</b> 730 94.9	CHR	1	1	1	1	1	11/102	KATZ		26.9
12.1	13.2	13.8	2		<b>WITL-FM</b> 100.7	CTRY	2	7	4	2	2	9/118	MCGAVREN	ABC-E	13.0
6.8	7.2	8.1	3		<b>WFMK</b> 99.1	AC	3	4	2	3	3	14/79	REPUBLIC		4.3
5.4	6.0	6.6	4		<b>WJIM-FM</b> 97.5	B/EZ	8	14	22	10	6	12/91	TORBET	NBC	4.7
9.0	6.1	5.4	5		<b>WMMQ</b> 92.7	GOLD	4	11	3	4	5	20/55	HNWH	NBC-S	6.4
5.4	6.3	5.2	6		<b>WIBM</b> 94.1	GOLD	6	6	5	5	4	17/63	MMR	US2	3.1
6.1	4.3	4.4	7		<b>WJR</b> 760	MISC	7	15	12	9	7	18/61	EASTMAN	ABC-I	4.7
7.5	6.9	3.9	8		<b>WLNZ</b> 92.1	AOR	9	3	6	6	9	19/57	MMR		5.1
3.2	3.1	3.9	8		<b>WILS-FM</b> 101.7	AC	10	5	8	7	8	18/59	BANNER	US1	3.9
6.3	6.1	3.5	10		<b>WJXQ</b> 106.1	AOR	5	2	7	8	12	27/41	CHRISTAL	ABC-C	3.9

# LAS VEGAS #74

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK	12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
13.2	10.9	12.2	10.6	12.4	1	1	<b>KXTZ</b> 94.1	B/EZ	4	16	9	5	3	8/130	DURPETTI		6.2
9.9	9.1	10.9	9.1	11.2	2		<b>KLUC</b> 98.5	CHR	1	1	1	2	4	14/78	MCGAVREN	ABC-C	13.8
7.6	9.0	10.8	6.4	10.1	3		<b>KMZQ</b> 100.5	AC	3	4	3	1	1	11/102	REPUBLIC		5.9
7.5	6.5	6.9	8.5	8.5	4		<b>KOMP</b> 92.3	AOR	2	3	2	3	5	14/80	CHRISTAL		17.2
10.1	10.5	9.3	10.8	7.9	5		<b>KFMS-A/F</b> 1410 101.9	CTRY	6	10	6	4	2	12/93	KATZ		10.4
4.4	7.4	6.2	5.2	6.1	6		<b>KYRK</b> 97.1	CHR	5	2	4	6	9	16/68	MMR		7.3
5.4	4.4	4.3	6.1	4.6	7		<b>KORK</b> 92.0	BBND	12	17	18	16	13	8/135	MMR	NBC	2.5
9.0	7.0	6.6	3.6	3.6	8		<b>KKLZ</b> 98.3	GOLD	9	7	5	7	6	15/72	BANNER		3.8
2.2	2.0	2.8	3.1	3.2	9		<b>KLSQ</b> 95.5	AC	8	8	7	8	8	17/62	TORBET		2.1
3.7	3.9	3.8	3.9	3.1	10		<b>KDWN</b> 720	N/T	7	13	15	12	11	19/57	BANNER		2.9
1.0	1.8	2.7	4.5	3.1	10		<b>KEYV</b> 93.1	AC	10	6	8	9	7	14/78	HNWH		2.0



# LITTLE ROCK #84

SPRING '86	FALL '86	SPRING '87	METRO RANK	12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHAPE
17.7	15.9	15.5	1	1	<b>KSSN</b> 95.7	CTRY	2	6	3	1	1	10/105	KATZ	ABC-E	14.1
10.3	12.3	11.2	2	2	<b>KZOU</b> 98.5	CHR	3	1	2	3	5	13/86	CHRISTAL		17.2
11.6	12.6	11.4	3	3	<b>KEZQ-A/F</b> 1150 100.3	B/EZ	4	11	12	7	2	10/108	MMR	ABC-D	7.1
8.7	4.8	9.0	4	4	<b>KMJX</b> 105.1	AOR	6	9	1	2	6	10/107	HNWH	ABC-R	10.7
11.7	9.6	8.4	5	5	<b>KKYK</b> 103.7	CHR	1	2	4	4	4	19/56	BANNER		12.4
7.5	6.5	6.1	6	6	<b>KARN</b> 920	N/T	7	16	13	8	7	13/84	BANNER	CBS	5.0
3.2	5.1	6.1	6	6	<b>KWTD</b> 106.3	UC	9	3	6	6	8	11/100	ROSLIN	MBS	4.0
5.3	4.9	5.5	8	8	<b>KHLT</b> 94.1	AC	5	8	5	5	3	17/63	MCGAVREN	US1	5.8
6.3	8.0	5.2	9	9	<b>KOKY</b> 1250	UC	8	4	7	9	9	15/75	CHRISTAL		5.2
4.0	4.5	3.1	10	10	<b>KLRA</b> 1010	CTRY	10	17	11	13	11	17/63	MCGAVREN	NBC	2.1

# McALLEN-BROWNSVILLE #77

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK	12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK
19.5	19.4	19.0	16.8	17.6	1	1	<b>KGBT</b> 1530	SPAN	1	7	5	2	1	9/118	KATZ	
11.7	12.4	14.0	10.8	11.0	2	2	<b>KBFM</b> 104.1	CHR	2	1	2	3	5	15/74	CHRISTAL	ABC-F
7.6	7.9	7.8	8.1	11.0	2	2	<b>KIWW</b> 96.1	SPAN	3	5	1	1	2	10/107	MCGAVREN	
6.4	6.3	6.5	5.6	7.9	4	4	<b>KTXF</b> 100.3	CTRY	6	8	3	4	4	10/105	EASTMAN	ABC-E
8.7	7.9	8.1	8.0	7.3	5	5	<b>KRGV</b> 1290	CHR	4	2	6	7	7	13/81	BANNER	US1
6.3	5.8	7.8	6.3	6.9	6	6	<b>KELT</b> 94.5	AC	5	6	4	5	3	13/85	KATZ	
6.1	6.6	3.6	4.6	5.6	7	7	<b>KVLY</b> 107.9	B/EZ	9	13	16	11	9	9/122	HNWH	
4.8	6.5	4.5	6.1	5.3	8	8	<b>KRIX</b> 99.5	AOR	7	3	7	6	11	14/75	MMR	ABC-R
3.6	4.0	3.2	3.4	5.0	9	9	<b>KIRT</b> 1580	SPAN	10	12	10	8	6	8/134	CABALLERO	
6.3	6.6	4.7	6.0	3.6	10	10	<b>KQXX</b> 98.5	SPAN	8	9	8	9	10	16/68	CABALLERO	
2.1	1.1	1.7	4.9	3.6	10	10	<b>KBOR</b> 1600	BBND	11	10	9	10	8	11/99	LOTUS	

# MOBILE #89

SPRING '86	FALL '86	SPRING '87	METRO RANK 12+ ADH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
23.7	17.9	19.3	1	<b>WKSJ-FM</b> 94.9	CTRY	2	6	3	2	1	8/129	BANNER	ABC-E	18.9
14.3	17.2	17.4	2	<b>WABB-FM</b> 97.5	CHR	1	1	1	1	3	11/102	CHRISTAL	ABC-F	21.1
17.0	13.9	14.3	3	<b>WBLX</b> 92.9	UC	3	2	2	3	2	8/133	HNWH	US1	20.3
9.7	7.9	7.8	4	<b>WGOK</b> 900	UC	5	3	7	6	6	10/108	ROSLIN	SHRDN	5.9
5.8	6.1	4.5	5	<b>WKRK</b> 710	N/T	8	14	10	9	9	13/83	KATZ	CBS	3.7
2.7	3.1	4.1	6	<b>WZEW</b> 92.1	AOR	10	4	4	5	8	10/112	MASLA	ABC-R	4.0
2.7	3.3	4.0	7	<b>WDLT</b> 98.3	AC	7	23	6	4	4	15/72	ROSLIN	TRNSTR	3.7
2.3	4.2	4.0	7	<b>WKRK-FM</b> 99.9	AC	4	5	8	7	5	21/51	KATZ	MBS	3.9
0.0	0.0	3.7	9	<b>WAVH</b> 96.9	AC	9	13	17	15	13	12/89	MASLA		--
4.2	3.6	3.4	10	<b>WIZD</b> 104.1	AC	6	7	5	8	7	21/52	REPUBLIC	CNN	2.7

# MORRISTOWN #94

SPRING '86	SPRING '87	METRO RANK 12+ ADH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
6.7	9.4	1	<b>WHTZ</b> 100.3	CHR	2		2	2	2	15/72	EASTMAN	
4.5	9.0	2	<b>WOR</b> 710	TALK	5		11	13	14	10/108	REPUBLIC	US2
4.5	7.8	3	<b>WNEW-FM</b> 102.7	AOR	3	NO TEEN DEMOS	1	1	1	10/71	KATZ	NBC-S
10.3	7.6	4	<b>WPAT-FM</b> 93.1	B/EZ	8		19	10	6	9/116	CHRISTAL	
11.0	7.1	5	<b>WPLJ</b> 95.5	CHR	1		4	5	11	20/54	BANNER	ABC-R
4.3	6.0	6	<b>WLTW</b> 106.7	AC	4		8	9	4	15/71	MMR	
7.7	6.3	7	<b>WXRK</b> 92.3	AOR	6		3	3	5	15/71	TORBET	ABC-R
4.1	5.3	8	<b>WCBS-FM</b> 101.1	GOLD	9		10	4	3	13/86	CBS SPOT	CBS-R
4.6	3.9	9	<b>WYNY</b> 97.1	AC	7		6	6	7	20/55	HNWH	
3.6	3.7	10	<b>WDHA</b> 105.5	AOR	10		5	7	9	17/63	GROSKIN	

# NEW BEDFORD - FALL RIVER #83

SPRING '86	FALL '86	SPRING '87	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
6.7	9.5	9.1	1	<b>WPRO-FM</b> 92.3	CHR	1		2	2	2	16/67	BANNER	ABC-C	10.0
7.3	4.1	8.8	2	<b>WMYS</b> 98.1	AC	4		3	3	1	10/110	TORBET		4.4
6.6	6.4	8.6	3	<b>WLKW</b> 101.5	B/EZ	3	NO TEEN DEMOS	13	10	5	12/92	CHRISTAL	ABC-D	6.1
9.3	10.2	8.4	4	<b>WHJY</b> 94.1	AOR	2		1	1	3	15/73	KATZ	ABC-R	15.3
3.7	6.3	6.2	5	<b>WBSM</b> 1420	N/T	5		23	17	11	11/101	CHRISTAL	NBC	6.3
2.6	2.2	4.5	6	<b>WSNE</b> 93.3	AC	6		4	4	4	13/81	EASTMAN	ABC-E	1.1
4.2	5.3	4.5	6	<b>WBZ</b> 1030	AC	13		21	13	9	10/112	GROUP W	ABC-I	5.2
0.7	3.1	3.5	8	<b>WNBH</b> 1340	AC	8		18	14	13	17/65	TORBET	ABC-E	3.8
0.8	1.2	3.4	9	<b>WBRU</b> 95.5	AOR	10		5	5	7	16/69	MMR	NBC-S	2.7
4.9	3.8	3.1	10	<b>WWLI</b> 105.1	AC	7	12	6	6	19/57	MCGAVREN	TRNSTR	3.8	

# NEW HAVEN - MERIDEN #81

SPRING '86	FALL '86	SPRING '87	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
12.6	13.2	11.8	1	<b>WKCI</b> 101.3	CHR	1	1	2	1	1	15/74	MCGAVREN		12.4
10.7	8.3	10.6	2	<b>WELI</b> 960	AC	2	12	10	4	4	12/87	BANNER		8.1
6.6	6.4	8.4	3	<b>WPLR</b> 99.1	AOR	3	3	1	2	5	12/88	DURPETTI		11.3
4.2	5.3	7.3	4	<b>WEZN</b> 99.9	B/EZ	6	21	18	10	3	12/91	KATZ		2.8
3.1	4.7	6.3	5	<b>WDRC-FM</b> 102.9	GOLD	4	7	3	3	2	15/71	MCGAVREN		7.6
5.2	6.3	5.6	6	<b>WAVZ</b> 1300	BBND	7	16	15	15	12	13/84	MCGAVREN	ABC-I	3.9
4.1	5.0	5.4	7	<b>WKSS</b> 95.7	CHR	5	2	4	5	10	18/61	MMR		8.1
2.9	3.7	5.3	8	<b>WRCH</b> 100.5	B/EZ	10	14	12	13	11	10/109	TORBET	ABC-D	2.8
3.3	4.4	3.8	9	<b>WIOF</b> 104.1	AC	8	10	6	6	7	15/72	EASTMAN	CBS-R	2.4
2.6	2.6	3.0	10	<b>WNBC</b> 660	AC	14	23	13	9	6	13/86	HNWH	NBC	1.9
4.6	3.9	3.0	10	<b>WNHC</b> 1340	UC	16	4	9	11	15	12/91	SAVALLI	SHRDN	4.1



# OMAHA-COUNCIL BLUFFS #69

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ ADH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
21.6	19.8	24.0	19.6	20.5	1	<b>KFAB</b> 1110	AC	1	5	6	5	1	11/102	CHRISTAL	NBC	18.6
14.9	16.0	12.8	12.3	13.5	2	<b>KEZO</b> 92.3	AOR	4	3	1	1	2	10/112	HNWH	ABC-R	19.7
7.5	9.9	9.8	11.5	11.2	3	<b>KGOR</b> 99.9	AC	3	2	3	2	4	15/72	CHRISTAL	NBC	12.0
12.8	12.8	12.0	12.0	10.9	4	<b>KQKQ</b> 98.5	CHR	2	1	2	4	6	16/67	EASTMAN	ABG-F	15.6
4.7	5.2	5.8	6.6	8.7	5	<b>KEFM</b> 96.1	AC	5	4	4	3	3	13/86	MCGAVREN		5.7
7.2	6.4	5.5	8.9	6.7	6	<b>KESY-FM</b> 104.5	B/EZ	6	8	10	8	8	13/81	MCGAVREN		2.9
5.9	7.5	6.4	7.4	5.4	7	<b>WOW-FM</b> 94.1	CTRY	7	11	7	7	5	16/69	TORBET	ABC-E	7.1
4.1	3.2	3.3	2.6	4.6	8	<b>KOIL</b> 1290	GOLD	8	6	5	6	7	17/63	TORBET	US1	3.4
6.7	5.2	5.0	5.3	4.5	9	<b>WOW</b> 590	CTRY	9	10	11	9	9	17/62	TORBET	ABC-I	4.4
1.4	1.1	0.6	2.4	1.6	10	<b>KBWH</b> 106.3	UC	14	7	8	10	13	8/129	MASLA		2.7

# ORLANDO #51

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ ADH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
10.2	7.0	8.9	9.2	12.8	1	<b>WWKA</b> 92.3	CTRY	4	4	4	1	1	9/124	KATZ		10.5
9.5	11.0	9.8	11.8	11.7	2	<b>WSSP</b> 104.1	B/EZ	3	16	14	12	6	10/110	CHRISTAL		8.9
7.2	10.5	10.0	9.6	9.8	3	<b>WBJW-A/F</b> 950 105.1	CHR	1	1	1	2	5	17/64	BANNER	ABC-C	11.2
10.6	7.6	8.1	8.1	8.2	4	<b>WHLY</b> 106.7	CHR	2	2	2	3	7	17/64	DURPETTI		9.3
7.2	7.4	7.5	6.7	7.1	5	<b>WDBO</b> 580	AC	6	12	12	10	8	11/96	KATZ	ABC-I	5.5
9.9	6.3	7.2	7.6	5.8	6	<b>WSTF</b> 101.1	AC	5	6	6	4	2	17/65	REPUBLIC		7.1
6.7	4.8	4.4	5.0	5.8	6	<b>WJYO</b> 107.7	AC	8	9	8	7	3	13/81	MCGAVREN		4.0
8.1	8.7	7.9	7.8	5.1	8	<b>WDIZ</b> 100.3	AOR	7	3	3	6	9	15/71	MMR	ABC-R	9.1
1.9	2.5	3.2	4.1	4.7	9	<b>WOCL</b> 105.9	AC	9	8	7	5	4	14/77	CHRISTAL		5.7
4.0	5.1	3.4	3.8	4.7	9	<b>WKIS</b> 740	N/T	11	17	13	14	14	11/98	EASTMAN	NBC	1.9



# RALEIGH-DURHAM #62

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
7.7	6.9	10.0	9.1	9.0	1	<b>WPTF</b> 680	AC	3	12	14	11	7	12/92	MCGAVREN	ABC-I	5.8
7.1	6.3	5.5	7.3	8.1	2	<b>WQDR</b> 94.7	CTRY	7	8	6	4	2	11/97	MCGAVREN	ABC-E	7.2
6.9	7.0	5.2	7.2	7.9	3	<b>WRDU</b> 106.1	AOR	4	4	1	1	3	13/83	MMR	NBC-S	9.4
9.9	9.8	11.5	8.9	7.7	4	<b>WRAL</b> 101.5	AC	1	9	4	2	1	17/63	KATZ		6.8
8.4	5.8	5.4	5.8	7.4	5	<b>WDCG</b> 105.1	CHR	2	1	3	5	9	17/63	REPUBLIC	ABC-F	9.1
10.2	9.8	9.8	9.3	6.1	6	<b>WFXC</b> 107.1	UC	5	3	2	3	11	16/66	EASTMAN		14.3
5.5	5.9	5.9	4.6	5.9	7	<b>WYLT</b> 96.1	AC	8	13	9	7	4	12/87	CHRISTAL		2.8
6.5	4.3	5.5	5.0	5.4	8	<b>WZZU</b> 93.9	CHR	6	2	7	9	12	18/62	TORBET		6.5
2.7	2.6	2.1	2.9	4.7	9	<b>WDUR</b> 1490	UC	12	17	8	8	5	8/136	EASTMAN		1.8
0.0	2.4	6.2	4.6	4.5	10	<b>WTRG</b> 100.7	AC	9	7	5	6	6	16/67	BANNER		5.5

# RICHMOND #54

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
13.9	11.5	15.7	13.9	15.0	1	<b>WRVA</b> 1140	AC	1	7	7	5	4	11/99	EASTMAN	NBC	11.5
13.8	14.5	12.3	16.0	12.6	2	<b>WPLZ-FM</b> 99.3	UC	3	2	2	1	1	9/120	MCGAVREN	US1	20.0
10.8	12.1	11.4	12.3	11.6	3	<b>WRVQ</b> 94.5	CHR	2	1	3	3	5	14/79	EASTMAN	ABC-C	17.8
10.5	11.4	10.5	9.2	10.8	4	<b>WRXL</b> 102.1	AOR	5	3	1	2	2	10/111	KATZ		14.9
9.5	9.1	7.7	7.2	9.1	5	<b>WEZS</b> 103.7	AC	4	5	4	4	3	12/89	MMR		7.8
5.6	7.1	5.8	6.8	5.9	6	<b>WTVR-FM</b> 98.1	CTRY	6	8	8	6	6	14/79	MMR	ABC-E	2.4
4.5	3.4	5.0	5.1	5.5	7	<b>WQSF</b> 96.5	B/EZ	7	14	14	9	7	10/110	HNWH		2.7
1.8	1.8	1.5	3.3	3.8	8	<b>WKHK</b> 95.3	CTRY	10	18	6	8	9	11/99	CHRISTAL	ABC-D	1.8
5.4	5.2	4.4	3.0	3.7	9	<b>WCDX</b> 92.7	GOLD	8	6	5	7	8	14/77	TORBET		3.5
0.5	1.1	1.3	2.1	2.8	10	<b>WKIE</b> 1540	UC	11	4	9	11	14	13/83	ROSLIN	AP	3.6

# ROANOKE-LYNCHBURG #93

SPRING '86	FALL '86	SPRING '87	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
17.2	21.6	22.2	1	<b>WXLK</b> 92.3	CHR	1	1	1	1	1	10/104	TORBET	US1
9.1	10.4	12.1	2	<b>WYYD</b> 107.9	CTRY	4	7	2	2	2	8/142	EASTMAN	MBS
14.1	12.6	11.2	3	<b>WPVR</b> 94.9	B/EZ	3	20	7	4	4	9/119	MCGAVREN	
8.3	7.0	8.3	4	<b>WSLQ</b> 99.1	AC	2	6	3	3	3	16/70	KATZ	ABC-F
4.2	4.8	6.1	5	<b>WSLC</b> 610	CTRY	5	15	12	6	5	11/95	KATZ	NBC
3.7	3.0	3.9	6	<b>WFIR</b> 960	AC	7	14	13	12	8	13/82	MCGAVREN	CBS
3.9	2.2	3.2	7	<b>WJLM</b> 93.5	CTRY	10	21	10	7	6	14/78		MBS
5.0	3.3	3.2	7	<b>WJJS</b> 1320	UC	14	5	11	9	11	7/147	MASLA	ABC-E
2.4	1.7	3.1	9	<b>WGOL</b> 98.3	AC	8	12	4	5	7	16/66	ROSLIN	
2.4	3.0	2.9	10	<b>WTOY</b> 910	UC	11	4	5	8	10	13/83	TORBET	SBN

# SALINAS-SEASIDE-MONTEREY #75

SPRING '86	FALL '86	SPRING '87	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
12.2	9.9	10.5	1	<b>KWSS</b> 94.5	CHR	1	1	1	1	1	14/79	MCGAVREN	
5.2	7.4	7.9	2	<b>KGO</b> 810	N/T	4	26	11	9	6	11/100	BANNER	ABC-I
5.8	5.1	7.2	3	<b>KBAY</b> 100.3	B/EZ	5	18	12	7	3	10/105	MMR	
10.1	10.8	6.9	4	<b>KDON-FM</b> 102.5	CHR	2	2	2	2	5	17/64	KATZ	
9.4	8.4	5.7	5	<b>KWAV</b> 96.9	AC	3	4	4	4	2	15/70	HNWH	AP
5.6	5.7	5.3	6	<b>KMBY-FM</b> 107.1	AOR	6	5	3	3	9	11/98	BANNER	
5.8	4.0	4.5	7	<b>KTOM-FM</b> 101.7	CTRY	8	10	5	5	4	11/98	MMR	US2
1.9	3.8	4.1	8	<b>KCTY</b> 980	SPAN	15	3	14	12	10	7/150	LOTUS	
4.7	4.2	3.9	9	<b>KBOQ</b> 92.7	CLAS	13	27	13	13	12	10/114	RADIO WEST	
4.1	3.0	3.3	10	<b>KTOM</b> 1380	CTRY	11	14	21	17	13	12/94	MMR	ABC-E

# SAN DIEGO NORTH COUNTY #71

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
9.5	9.1	10.2	9.1	9.8	1	<b>KJQY</b> 103.7	B/EZ	2	21	19	13	5	10/110	GROUP W	
9.1	8.9	7.2	8.4	9.0	2	<b>KFMB-FM</b> 100.7	AC	1	2	1	1	1	18/60	MCGAVREN	
3.1	1.6	5.7	6.6	6.2	3	<b>KGMG-A/F</b> 1320 102	GOLD	4	9	2	2	2	12/89	BANNER	MBS
6.4	10.5	4.2	3.5	6.0	4	<b>KFMB</b> 760	AC	3	15	14	7	3	15/74	MCGAVREN	CBS
8.8	4.9	5.2	6.0	4.9	5	<b>XTRA-FM</b> 91.1	AOR	8	3	3	3	14	13/86	MMR	
2.2	4.7	4.8	5.5	4.2	6	<b>KKOS</b> 95.9	CHR	5	4	4	4	8	16/66		
1.8	4.0	5.1	2.6	3.9	7	<b>KSDO-FM</b> 102.9	CHR	6	1	8	10	18	17/65	DURPETTI	
1.4	0.9	1.5	4.1	3.9	7	<b>KSON-FM</b> 97.3	CTRY	12	11	7	6	6	12/92	BANNER	
6.6	6.2	7.1	5.9	3.7	9	<b>KGB</b> 101.5	AOR	7	5	5	8	9	17/65	KATZ	
3.3	3.2	1.9	3.1	3.5	10	<b>KSDO</b> 1130	N/T	11	30	22	19	11	15/70	DURPETTI	ABC-I
2.5	2.2	2.9	3.0	3.5	10	<b>XTRA</b> 690	GOLD	17	24	9	5	4	10/104	MMR	

# SARASOTA-BRADENTON #88

SPRING '86	SPRING '87	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
23.4	23.7	1	<b>WDUV</b> 103.5	B/EZ	1	11	9	4	1	8/140	CHRISTAL	MBS
7.3	8.0	2	<b>WYNF</b> 94.9	AOR	2	2	1	1	4	9/123	CBS SPOT	ABC-R
7.8	5.5	3	<b>WSUN</b> 620	CTRY	5	8	7	3	3	11/97	CBS SPOT	CBS
1.3	5.0	4	<b>WSRZ</b> 106.3	AC	4	1	4	5	9	13/86	HNWH	
3.0	4.4	5	<b>WHVE</b> 102.5	AC	3	6	2	2	2	15/71	MASLA	CBS-R
3.8	4.1	6	<b>WAMR</b> 1320	BBND	10	13	25	25	23	9/116	TORBET	NBC
7.4	3.9	7	<b>WRBQ-A/F</b> 1380 104.7	CHR	6	3	5	8	6	16/69	EASTMAN	ABC-R
3.9	3.1	8	<b>WWBA</b> 107.3	B/EZ	11	24	22	15	15	12/89	REPUBLIC	
2.3	2.8	9	<b>WKRL</b> 97.9	AOR	8	5	3	6	7	16/67	DURPETTI	NBC-S
1.6	2.7	10	<b>WFLA</b> 970	N/T	7	10	28	26	25	18/60	TORBET	NBC

# SPOKANE #97

SPRING '86	FALL '86	SPRING '87	METRO RANK 12+ ADJ	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
20.0	17.2	16.0	1	<b>KZZU-A/F</b> 97.0 92.9	CHR	1	1	2	1	2	14/77	CHRISTAL	
10.8	13.1	11.8	2	<b>KXLY-FM</b> 99.9	B/EZ	2	15	12	7	6	11/101	TORBET	
11.1	11.4	10.5	3	<b>KDRK</b> 93.7	CTRY	3	5	5	3	1	11/98	EASTMAN	US1
10.0	8.4	10.3	4	<b>KEZE</b> 105.7	AOR	4	3	1	2	3	10/106	MCGAVREN	
6.0	5.4	6.3	5	<b>KGA</b> 1510	CTRY	8	7	10	6	7	13/86	EASTMAN	ABC-I
4.7	5.1	6.3	5	<b>KISC</b> 98.1	AC	5	6	3	4	4	15/71	KATZ	
6.2	5.2	6.1	7	<b>KXLY</b> 92.0	N/T	7	14	9	9	8	15/73	TORBET	CBS
3.8	3.9	6.1	8	<b>KKPL-A/F</b> 63.0 96.1	AC	6	4	4	5	5	16/68	RADIO WEST	
0.0	1.7	3.3	9	<b>KVXO</b> 103.9	CHR	9	2	7	10	16	20/54	MASLA	
4.7	2.2	2.8	10	<b>KAQQ</b> 59.0	AC	12	17	15	11	11	13/82	KATZ	NBC

# SPRINGFIELD #70

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ ADJ	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
7.5	6.9	9.4	7.8	10.5	1	<b>WRCH</b> 100.5	B/EZ	6	17	10	7	4	11/96	TORBET	ABC-D	5.0
9.8	9.5	11.3	10.2	10.4	2	<b>WMAS-FM</b> 94.7	AC	1	7	3	1	1	13/81	BANNER		8.4
5.8	7.2	8.1	7.6	8.9	3	<b>WHFM</b> 93.1	CHR	3	3	2	2	2	15/71	MCGAVREN	CBS-R	7.7
11.6	11.3	9.7	8.8	8.1	4	<b>WTIC-FM</b> 96.5	CHR	4	1	4	4	6	16/66	KATZ		13.1
8.1	6.0	7.4	8.1	7.5	5	<b>WMAS</b> 145.0	B/EZ	7	16	16	12	8	10/113	BANNER	MBS	5.2
8.2	7.5	7.9	8.6	7.3	6	<b>WAQY</b> 102.1	AOR	2	2	1	3	5	19/58	EASTMAN		9.7
7.4	8.2	7.0	6.9	7.3	6	<b>WHYN</b> 56.0	AC	5	8	6	5	3	17/65	MCGAVREN	ABC-I	6.7
0.8	0.4	2.3	3.4	4.1	8	<b>WDRC-FM</b> 102.9	GOLD	8	9	7	6	7	15/72	MCGAVREN		4.9
3.0	2.0	3.2	2.8	3.1	9	<b>WTIC</b> 108.0	AC	10	19	20	18	17	18/60	KATZ	NBC	2.4
2.7	2.9	1.9	3.2	2.9	10	<b>WHMP</b> 140.0	AC	16	13	17	15	13	12/93	TORBET	NBC	2.0



# SYRACUSE #61

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
16.6	16.2	16.3	16.4	17.9	1	WYYY 94.5	AC	1	3	1	1	1	12/90	KATZ		19.2
11.3	11.9	11.5	9.4	10.8	2	WNTQ 93.1	CHR	2	1	3	3	3	14/76	MCGAVREN		13.3
12.3	10.2	12.2	14.4	9.3	3	WSYR 570	AC	3	5	9	9	5	15/71	KATZ	NBC	8.9
7.5	7.5	7.3	7.8	9.3	4	WAQX-A/F 1490 95.3	AOR	4	2	2	2	7	12/88	MMR	ABC-R	12.8
6.1	6.5	5.6	6.8	6.5	5	WEZG 100.9	B/EZ	8	21	11	10	9	12/94	DURPETTI		6.5
5.3	5.2	5.7	5.0	6.1	6	WHEN 620	AC	5	6	8	7	4	18/60	EASTMAN	ABC-E	3.5
6.4	8.0	7.7	7.3	5.8	7	WRRB 107.9	CTRY	7	4	7	5	2	13/83	EASTMAN		5.9
4.5	5.8	4.9	4.7	5.4	8	WSEN-A/F 1050 92.1	GOLD	9	13	6	6	6	15/73	HNWH		3.2
5.5	3.7	4.4	3.9	4.6	9	WKFM 104.7	AOR	6	7	4	4	8	17/65	CHRISTAL	NBC-S	5.0
0.9	1.4	0.7	1.6	2.9	10	WOUR 96.9	AOR	12	9	5	8	10	11/97	TORBET	ABC-F	1.7

# TOLEDO #68

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
14.8	13.0	12.8	12.9	13.2	1	WMHE 92.5	CHR	1	1	2	2	2	15/73	CHRISTAL	ABC-F	17.3
6.7	10.5	9.5	9.9	11.0	2	WIOT 104.7	AOR	2	4	1	1	4	13/86	MCGAVREN	NBC-S	14.7
9.8	8.6	10.0	10.8	9.5	3	WLQR 101.5	B/EZ	7	11	6	6	5	11/102	KATZ		7.2
11.7	10.9	7.1	7.6	8.6	4	WSPD 1370	AC	3	7	9	8	9	15/72	KATZ	NBC	7.6
5.8	8.7	7.0	5.3	8.3	5	WWWM 105.5	AC	4	6	4	3	1	14/75	BANNER		6.2
9.6	6.4	9.4	9.4	8.3	5	WKKO 99.9	CTRY	5	8	5	4	3	14/79	MMR	ABC-E	6.8
9.0	5.9	5.6	6.2	7.4	7	WRQN 93.5	CHR	6	2	3	5	7	15/74	MASLA		8.0
5.0	4.2	4.6	3.8	4.7	8	WJR 760	MISC	8	15	10	9	6	18/60	EASTMAN	ABC-I	4.4
3.2	3.2	3.9	4.3	4.4	9	WVOI 1520	UC	11	3	7	7	8	9/122	REGIONAL	SBN	5.8
3.7	4.5	5.9	5.0	4.0	10	WTOD 1560	CTRY	9	10	14	12	11	16/67	MMR	ABC-I	2.9

# TUCSON #63

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ AOR	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK
9.7	9.8	11.9	15.5	13.1	1	<b>KJYK</b> 94.9	B/EZ	4	22	6	6	4	8/145	CHRISTAL	
11.2	10.6	11.9	9.2	11.6	2	<b>KRQQ</b> 93.7	CHR	1	1	2	2	3	11/95	MCGAVREN	
6.1	5.5	8.0	7.4	9.0	3	<b>KWFM</b> 92.9	AC	2	5	1	1	1	13/86	MMR	
10.5	9.1	8.5	8.0	8.0	4	<b>KLPX</b> 96.1	AOR	3	3	3	3	5	13/81	TORBET	
9.2	10.5	7.0	8.1	7.6	5	<b>KIIM</b> 99.5	CTRY	5	13	5	4	2	12/94	KATZ	
5.8	5.6	4.1	6.1	5.0	6	<b>KUPD</b> 97.9	AOR	6	4	4	5	6	13/84	MASLA	
2.4	2.3	1.7	2.2	4.3	7	<b>KXEW</b> 1600	SPAN	14	8	13	15	12	7/148	LOTUS	
4.4	2.7	4.5	4.4	3.9	8	<b>KGTV</b> 1080	BBND	17	23	23	25	21	6/169	ROSLIN	AP
4.0	4.4	4.6	4.2	3.2	9	<b>KNST</b> 940	N/T	7	25	20	12	11	15/74	MCGAVREN	ABC-I
5.4	3.9	4.7	4.3	3.2	9	<b>KCUB</b> 1290	CTRY	8	16	17	11	8	14/76	KATZ	

# TULSA #57

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ AOR	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK
11.8	8.8	11.6	11.2	13.1	1	<b>KWEN</b> 95.5	CTRY	3	4	3	2	1	10/106	KATZ	AP
8.3	11.3	9.9	10.2	12.5	2	<b>KMOD</b> 97.5	AOR	2	2	1	1	2	11/101	HNWH	
10.3	10.0	11.2	10.5	12.0	3	<b>KAYI</b> 106.9	CHR	1	1	2	3	5	13/86	KATZ	ABC-F
8.5	7.5	9.5	11.2	10.4	4	<b>KRMG</b> 740	AC	4	7	8	5	6	13/86	CHRISTAL	ABC-I
10.4	9.5	9.3	10.5	9.1	5	<b>KBEZ</b> 92.9	B/EZ	5	12	10	6	4	11/94	REPUBLIC	
11.0	8.0	9.2	9.1	8.8	6	<b>KVOO</b> 1170	CTRY	7	11	13	7	7	11/96	MCGAVREN	CNN
7.4	7.2	6.0	5.7	7.6	7	<b>KRAV</b> 96.5	AC	6	5	4	4	3	14/80	TORBET	
1.1	1.0	2.6	4.2	3.8	8	<b>KVLT</b> 106.1	B/EZ	8	9	7	8	8	17/63	DURPETTI	
5.5	6.1	4.9	3.9	3.2	9	<b>KTFX</b> 103.1	CTRY	10	8	9	10	9	18/62	MMR	
3.2	3.5	3.2	2.7	2.8	10	<b>KMYZ-FM</b> 104.5	AOR	9	3	5	11	11	23/48	EASTMAN	NBC-S

# WEST PALM BEACH-BOCA RATON #56

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
11.6	12.9	11.8	12.6	13.7	1	<b>WEAT-FM</b> 104.3	B/EZ	2	19	16	14	5	9/118	KATZ		10.3
14.8	8.9	9.9	10.6	12.0	2	<b>WRMF</b> 97.9	AC	1	4	1	1	1	11/95	BANNER		10.3
7.3	6.9	5.1	7.0	6.1	3	<b>WNJY</b> 94.3	BBND	5	29	29	25	14	11/95	TORBET	NBC	4.9
6.3	6.8	7.1	6.5	5.6	4	<b>WJNO</b> 1230	N/T	4	17	11	11	10	13/83	BANNER	CBS	7.8
5.6	4.0	6.5	5.2	5.3	5	<b>WHYI</b> 100.7	CHR	3	2	3	3	3	18/62	MCGAVREN		5.6
4.1	4.3	4.8	6.2	4.7	6	<b>WIRK-FM</b> 107.9	CTRY	8	8	13	9	4	11/102	HNWH		3.2
2.7	4.0	3.8	4.1	4.4	7	<b>WKGR</b> 98.7	AOR	6	12	2	2	2	15/74	HNWH	US1	4.2
4.1	4.9	4.4	3.7	3.7	8	<b>WPOM</b> 1600	UC	12	5	9	8	8	9/119	MASLA	ABC-D	4.1
1.5	1.6	2.6	3.1	3.1	9	<b>WPOW</b> 96.5	CHR	9	1	5	7	21	15/71	HNWH	ABC-C	4.3
5.7	5.2	3.8	1.8	2.9	10	<b>WSHE</b> 103.5	AOR	7	11	4	4	6	19/57	EASTMAN		4.7

# WICHITA #96

SPRING '86	FALL '86	SPRING '87	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
15.8	13.6	13.6	1	<b>KKRD</b> 107.3	CHR	1	1	1	1	4	12/88	HNWH		13.6
10.4	10.6	10.6	2	<b>KFDI-FM</b> 101.3	CTRY	2	7	8	4	1	12/90	TORBET	ABC-E	9.2
6.9	7.5	8.2	3	<b>KFDI</b> 101.3	CTRY	4	13	11	13	12	13/85	TORBET	ABC-E	9.0
7.3	8.6	8.2	3	<b>KZSN</b> 102.1	CTRY	5	4	7	3	2	12/92	EASTMAN		8.3
5.6	5.9	7.0	5	<b>KXLK</b> 105.3	AC	6	9	3	2	3	12/87	BANNER	US2	4.1
6.9	4.2	6.3	6	<b>KLEO</b> 1480	BBND	10	16	16	16	15	11/98	EASTMAN	ABC-I	4.2
1.9	3.8	6.1	7	<b>KBUZ</b> 106.5	UC	12	3	6	7	10	9/121		SHRDN	7.3
6.7	8.2	5.7	8	<b>KEYN</b> 103.7	CHR	3	2	5	8	8	21/52	EASTMAN	US1	6.6
2.3	4.7	6.4	8	<b>KRZZ-A/F</b> 1240 95.9	GOLD	9	8	2	5	5	13/86	CHRISTAL	NBC-S	5.6
6.0	4.8	5.4	10	<b>KOEZ</b> 92.3	B/EZ	8	10	13	11	7	15/71	ROSLIN		2.5

# WILKES BARRE-SCRANTON #58

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
10.7	11.1	9.6	9.7	9.5	1	<b>WKRZ</b> 98.5	CHR	1	1	2	2	1	16/67	KATZ		12.3
6.3	5.1	6.9	7.3	8.6	2	<b>WEZX</b> 107.1	AOR	5	3	1	1	2	9/116	CHRISTAL	ABC-R	12.5
7.4	7.3	7.8	6.1	6.8	3	<b>WARM</b> 590	AC	2	8	13	7	5	15/71	EASTMAN	MBS	6.3
7.8	9.0	7.7	7.1	6.7	4	<b>WNAK</b> 730	B/EZ	8	20	26	23	13	9/125	MASLA	NBC	4.8
5.5	5.6	6.9	5.0	6.1	5	<b>WGBI-FM</b> 101.3	AC	3	7	4	3	4	14/80	TORBET	CBS-R	5.3
3.7	5.1	4.6	5.7	5.9	6	<b>WWSH</b> 97.9	B/EZ	7	17	12	8	6	11/97			3.5
4.8	5.6	5.3	4.1	5.0	7	<b>WTLO</b> 102.3	CHR	4	2	3	5	8	16/67	MCGAVREN	ABC-C	7.9
4.4	5.5	5.5	5.1	4.9	8	<b>WMGS</b> 92.9	AC	6	16	5	4	3	14/77	EASTMAN		4.2
6.1	6.1	3.4	3.3	3.6	9	<b>WEJL</b> 630	AC	10	38	31	38	35	11/96	CHRISTAL	ABC-I	3.2
2.4	3.0	3.2	2.5	2.9	10	<b>WILK</b> 980	AC	9	30	6	6	7	18/60	MCGAVREN	ABC-E	3.2

# WILMINGTON #76

SPRING '86	FALL '86	SPRING '87	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK
9.3	9.8	10.0	1	<b>WSTW</b> 93.7	CHR	1	3	2	2	2	14/77	EASTMAN	
10.0	9.4	9.9	2	<b>WMMR</b> 93.3	AOR	2	4	1	1	3	13/81	KATZ	NBC-S
8.6	7.2	9.4	3	<b>WJBR-FM</b> 99.5	AC	3	6	3	3	1	12/93	KATZ	AP
8.1	5.9	7.5	4	<b>WDEL</b> 1150	AC	4	18	18	7	6	13/82	EASTMAN	NBC
3.7	6.5	7.5	4	<b>WUSL</b> 98.9	UC	7	1	4	4	4	9/114	EASTMAN	ABC-F
6.2	6.4	7.1	6	<b>WEAZ</b> 101.1	B/EZ	5	29	12	12	9	11/97	MCGAVREN	
3.7	5.1	4.4	7	<b>WKSZ</b> 100.3	AC	6	7	11	6	5	17/64	HNWH	
4.1	4.2	3.9	8	<b>WYSP</b> 94.1	GOLD	8	13	5	5	7	18/61	TORBET	ABC-R
3.4	3.6	3.4	9	<b>WCAU-FM</b> 98.1	CHR	9	2	9	9	13	20/55	CBS SPOT	CBS
3.6	3.5	2.5	10	<b>WILM</b> 1450	NEWS	10	25	16	15	14	24/46	SAVALLI	CBS



# WORCESTER #100

SPRING '86	FALL '86	SPRING '87	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
11.5	13.1	14.1	1	<b>WAAF</b> 107.3	AOR	1	1	1	1	2	12/93	KATZ		18.1
13.3	11.3	13.6	2	<b>WSRS</b> 96.1	AC	3	8	4	2	1	11/99	BANNER		9.3
10.5	9.7	10.7	3	<b>WTAG</b> 580	AC	2	6	13	11	5	14/76	MCGAVREN	NBC	6.8
3.1	6.1	5.3	4	<b>WXLO</b> 104.5	AC	4	4	3	3	4	16/69	MCGAVREN	CNN	7.6
2.5	2.5	4.9	5	<b>WZOU</b> 94.5	CHR	7	2	6	8	11	13/83	BANNER		7.0
3.6	4.1	4.6	6	<b>WFTQ</b> 1440	AC	8	9	8	5	3	13/84	KATZ	ABC-I	2.4
6.9	3.9	4.1	7	<b>WBZ</b> 1030	AC	5	22	15	13	10	16/68	GROUP W	ABC-I	4.0
3.9	3.2	4.1	7	<b>WBCN</b> 104.1	AOR	10	25	2	4	8	14/79	TORBET		4.0
3.8	3.2	3.9	9	<b>WORC</b> 1310	CTRY	9	17	11	10	9	15/73	HNWH	ABC-D	3.2
4.9	5.6	3.7	10	<b>WNEB</b> 1230	BBND	11	23	23	20	14	14/77	KETTELL-C	CBS	5.0

# YOUNGSTOWN-WARREN #82

SPRING '86	SUMMER '86	FALL '86	WINTER '87	SPRING '87	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
18.8	17.0	18.0	15.4	16.7	1	<b>WHOT-FM</b> 101.1	CHR	1	1	1	1	1	12/88	EASTMAN		20.1
6.4	8.4	9.1	9.0	12.0	2	<b>WQXK</b> 105.1	CTRY	5	7	4	3	2	9/122	MCGAVREN	ABC-D	6.3
10.3	8.9	8.4	10.8	9.8	3	<b>WKBN-FM</b> 98.9	AC	4	15	10	7	6	11/98	KATZ		7.2
8.1	10.5	7.4	8.7	8.1	4	<b>WYFM</b> 102.9	AC	2	3	2	2	3	16/70	BANNER	ABC-C	8.6
10.7	10.2	11.4	9.3	8.0	5	<b>WKBN</b> 570	AC	3	17	16	8	5	15/73	KATZ	CBS	7.9
2.4	3.5	3.7	2.7	5.1	6	<b>WMGZ</b> 95.9	CHR	7	2	3	4	9	13/80			4.6
7.1	6.4	5.2	6.1	5.0	7	<b>WBBW</b> 1240	N/T	6	14	17	16	12	15/74		ABC-E	5.1
2.2	2.4	2.4	2.1	4.7	8	<b>WQOD</b> 93.3	AC	10	13	7	5	4	10/107		MBS	1.4
4.4	2.8	2.1	3.4	3.3	9	<b>WFMJ</b> 1390	AC	8	20	14	15	13	17/65	UNIREP	NBC	4.4
4.3	2.9	3.5	2.7	3.0	10	<b>WMMS</b> 100.7	CHR	11	5	5	6	8	16/70	KATZ	NBC-S	5.5

# GLOSSARY OF TERMS

## Arbitrends —

Arbitron's rolling three-month average system of monthly reports: printed reports for advertisers/agencies; microcomputer access for broadcasters.

## Arbitron Information On Demand (AID) —

A special information service for direct access clients (via terminals) and indirect access clients (via AID division of Radio Special Services Department); provides audience estimates and reach and frequency information, based on the same diaries that are used in the processing of the Radio Market Reports (RMRs).

## Area Of Dominant Influence (ADI) —

The exclusive geographic area used by Arbitron Television to measure and report television viewing. Every county in the U.S. is assigned to one and only one ADI based on television viewing. Data are shown by ADI in the Arbitron Radio Report for the Top 50 markets whenever they are surveyed.

## Ascription —

A statistical technique used by Arbitron that allocates radio listening proportionate to each conflicting station's diary mentions as calculated on a county basis using the previous year's Total All Listening Output; diary credit is randomly assigned automatically to a station based on its share of total diary mentions in that country, a technique also known as Automatic Slogan Assignment.

## Audience Trends —

Audience estimates for stations over a five-book period based on Average Persons Share for the Metro Survey Area based on broad demographics (Total Persons 12+, Men 18+, Women 18+, Teens 12-17). These appear in the front of a market report and cover five daypart periods, starting with the overall Mon-Sun 6am-midnight figures. These Audience Trends are the quickest methods of evaluating radio stations' standings in a market over a period of time.

## Average Quarter-Hour Persons —

The average number of persons in a demographic group listening to radio for at least five minutes during an average quarter-hour in a given time period.

## Average Quarter-Hour Rating —

The Average Quarter-Hour Persons audience for a demographic group expressed as a percentage of all persons estimated to be in that demographic group.

$$\frac{\text{Average Quarter-Hour Persons}}{\text{Population}} = \text{Average Quarter-Hour Rating (\%)}$$

## Away-From-Home Listening —

Estimates of radio listening during times the diarykeeper indicates he or she was listening away from home. Arbitron presents estimates of Average Persons for the MSA and TSA listening away-from-home; and a Percentage Away, the percentage of each station's total average audience that is listening away from home. Dayparts covered are Mon-Fri 6-10am and 3-7pm, Mon-Fri 10am-3pm, and Mon-Fri 7pm-midnight; demographics are Total Persons 12+, Men 18+, Women 18+, and Teens 12-17.

## BirchScan —

Birch Radio's microcomputer-based system for accessing Birch's rolling two-month average monthlies; can also be used to break out ratings graphically, and performs sales management tasks.

## Buffer Sample —

Additional sample that is added either during placement calling when there is not enough computer-drawn sample (because of changes in the usability rate, consent rate, or persons per household) to meet sample goals; or during the survey due to poor return rates.

## Cost Per Rating Point —

The cost of reaching an Average Quarter-Hour Persons audience of one percent (achieving an Average Quarter-Hour Persons rating of one) for a given demographic group.

$$\frac{\text{Cost of Schedule}}{\text{GRP}} = \text{Cost Per Rating Point}$$

## Cost Per Thousand (CPM) —

The cost of delivering 1000 gross impressions.

$$\frac{\text{Cost of Schedule}}{\text{GI}} \times 1000 = \text{CPM}$$

## Cume Daypart Combinations —

The Cume estimates for a station during 18 non-standard time periods, with all 12 demographic groups shown individually for each non-standard daypart combination.

## Cume Persons (REACH) —

The estimated number of different persons in a demographic group listening to radio for five minutes or more within a specified time period.

## Cume Rating —

The Cume Persons audience for a demographic group expressed as a percent of all persons estimated to be in that demographic group.

$$\frac{\text{Cume Persons}}{\text{Population}} = \text{Rating (\%)}$$

## Daypart —

Simply, a part of the day (6-10am, 3-7pm, etc.)

## Demographic Categories —

Arbitron uses 12 demographic categories: Total Persons 12+; Men 18-24, 25-34, 35-44, 45-54 and 55-64; Women 18-24, 25-34, 35-44, 45-54 and 55-64; and Teens (12-17). Combinations, such as Women 18+, are also employed.

## Differential Survey Treatment (DST) —

Special procedures used by Arbitron, in markets where there is a High Density Area, to survey blacks and Hispanics. Involves higher cash premiums (than for non-ethnic diarykeepers) and additional follow-up attention to encourage diary return. Replaced Telephone Retrieval for blacks and Personal Placement and Retrieval for Hispanics.

## Effective Sample Base —

An estimate of the size of simple random samples (in which all diaries have equal value) that would be required to provide the same degree of reliability as the samples actually used to produce the estimates in a report.

# GLOSSARY OF TERMS

## Exclusive Cume —

The number of different persons who, when they are listening, tune to only one station during the time period reported.

## Expanded Sample Frame (ESF) —

Nomenclature for Arbitron's system of surveying those whose home phones are non-listed (due to choice or chance). Designed to improve surveying of listeners from both ends of the economic spectrum, particularly minorities. Now used in all markets — look on page 5B of your market report to see what the non-listed percentage of all metro households is estimated to be.

## Flip —

An edit procedure that converts station call letters to another set of call letters; e.g., illegal or aberrated call-letters may be converted to legal call letters, or the AM designation of a set of call letters may be changed to an FM designation (or vice versa).

## Flips, Automatic —

Flips that are performed by the computer and based on a file that is established prior to the production period. Processing of the flips usually occurs prior to the production of TALO.

## Frequency —

The number of times a person is exposed to a radio spot schedule.

$$\frac{GI}{Cume} = \text{Frequency}$$

## Gross Impressions (GI) —

The sum of the Average Quarter-Hour Persons audience for all spots in a given schedule.

## Gross Rating Points —

The sum of all rating points achieved in a campaign. Take the quarter-hour rating for the time period when each scheduled commercial of a specified advertiser aired, add the ratings up, and you

have the gross rating points. As an example, say that an advertiser ran four spots. The quarter-hour ratings for each were 4, 3.5, 3.5, and 4. The gross rating points in this limited example would be 15.

## High Density Ethnic Areas —

Areas with high black or Hispanic population defined by Arbitron in markets with 15% or more total black or Hispanic population and at least one black or Hispanic-formatted station (or in markets with no such station and 20% ethnic population). Can be either HDBAs (High Density Black Area) or HDHAs (High Density Hispanic Area).

## Hour-By-Hour Estimates —

Stations' Average Persons TSA and MSA and Metro Shares shown on an hour-by-hour basis in the Monday-Friday 5am-1am period in all demographics (Metro Shares in just the basic four demographics). These help in pinpointing precise performance by stations and air personalities.

## In-Tab Sample —

The number of usable diaries returned and tabulated by Arbitron in producing a report.

## Minimum Reporting Standards (MRS) —

The standards (minimum amount of listening) a station must meet in a given market, in order to be listed in the report of that market. Must equal a total week 12+ rating of .01 or better, and be mentioned in at least 10 diaries.

## Quarterly Measurement —

Refers to the 12-week-long sweeps that began in 1978 in two markets and are now in use in all markets. Replaced the four-week surveys formerly used.

## Rating —

The percentage of all people within a demographic group in a survey area who listen to a specific station.

$$\frac{\text{Listeners}}{\text{Population}} = \text{Rating (\% )}$$

## Sampling Unit —

A geographic area consisting of a single county, a group of counties, or part of a county. (Such as High Density Black/Hispanic Area.)

## Schedule Reach (Schedule Cume) —

Estimated number of different persons who are listening at least once to a given spot schedule (unduplicated audience).

## Share —

The percent of all listeners in a demographic group that are listening to a specific station.

$$\frac{\text{Average Quarter-Hour Persons to a station}}{\text{Average Quarter-Hour Persons to all stations}} = \text{Share (\% )}$$

## Time Spent Listening (TSL) —

An estimate of the amount of time the average person spends listening during a specified time period.

$$\frac{\text{Quarter Hours in time period} \times \text{Average Quarter Hours Persons Audience}}{\text{Cume audience}} = \text{TSL}$$

## Unweighted In-Tab —

As shown on page three of a market report, refers to each demo's portion of the total returned sample. For example, if men 18-24 unweighted in-tab equals 7.3%, that is the portion of all the returned diaries that came from that demo. Equates to raw diary return, not yet "weighted."

## Weighted In-Tab —

As shown on page three of your market report, refers to the portion of the market's population the raw, or unweighted, returned diaries must represent. Equates to cume value, and varies from sweep to sweep and from demo to demo. Allows Arbitron (or any survey firm) to compensate for the fluctuations inherent in any sampling.

For example, if women 18-24 comprise 10% of the market's 12+ population, but only 5% of the unweighted diaries come back usable from that group, then statistical adjustments are made so that the 5% are weighted up to represent 10% of the population.

The more upward weighting that's done, the higher the cume values, which leads to less stable estimates. If the diaries are weighted down (10% needed from a group but 12% returned unweighted, for example), then the estimates are more stable.



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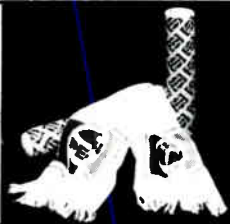
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Bakersfield (87)	165	Knoxville (67)	173	Sacramento (32)	151
Baltimore (16)	108	Lansing-East Lansing (98)	174	St. Louis (15)	152
Baton Rouge (78)	166	Las Vegas (74)	174	Salinas-Seaside-Monterey (75)	180
Birmingham (47)	109	Little Rock (84)	175	Salt Lake City-Ogden (36)	153
Boston (7)	110	Los Angeles (2)	128	San Antonio (38)	154
Bridgeport (91)	166	Louisville (45)	131	San Diego (19)	155
Buffalo-Niagara Falls (35)	112	McAllen-Brownsville (77)	175	San Diego North County (71)	181
Charleston, SC (85)	167	Memphis (50)	132	San Francisco (4)	156
Charlotte-Gastonia (41)	113	Miami-Ft. Lauderdale (11)	133	San Jose (29)	158
Chattanooga (95)	167	Milwaukee-Racine (26)	134	Sarasota-Bradenton (88)	181
Chicago (3)	114	Minneapolis-St. Paul (18)	135	Seattle-Tacoma (17)	159
Cincinnati (30)	115	Mobile (89)	176	Spokane (97)	182
Cleveland (21)	116	Monmouth-Ocean, NJ (44)	136	Springfield, MA (70)	182
Coastal North Carolina (86)	168	Morristown (94)	176	Syracuse (61)	183
Columbia, SC (92)	168	Nashville (48)	137	Tampa-St. Petersburg (22)	161
Columbus, OH (34)	117	Nassau-Suffolk (12)	138	Toledo (68)	183
Dallas-Ft. Worth (10)	118	New Bedford-Fall River (83)	177	Tucson (63)	184
Dayton (46)	120	New Haven (81)	177	Tulsa (57)	184
Denver-Boulder (23)	121	New Orleans (31)	139	Washington, DC (9)	162
Detroit (6)	122	New York (1)	140	West Palm Beach (56)	185
El Paso (79)	169	Norfolk-Virginia Beach-Newport News (33)	142	Wichita (96)	185
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Harrisburg-Lebanon-Carlisle (72)	171	Pittsburgh (14)	146		

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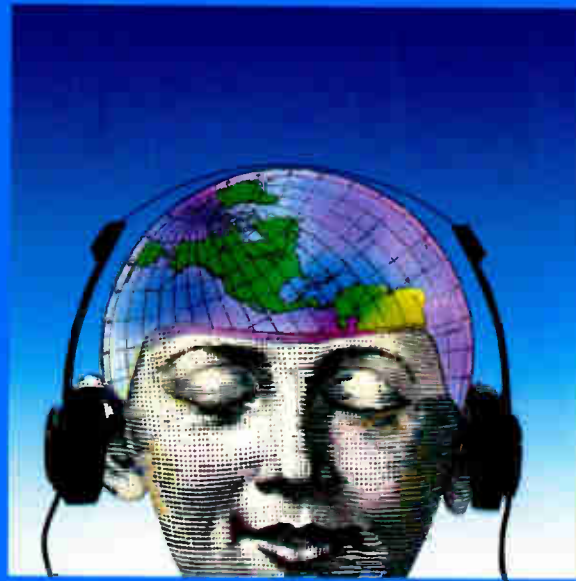
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