

**Radio &
Records**

THE INDUSTRY'S NEWSPAPER

**SPECIAL
EDITION**

Arbitron Breakouts

October/November '76



Arbitron Breakouts

October/November '76

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Both Average Quarter Hour Shares and Cume figures are all Monday-Sunday 6 am-12 midnight, Metro Survey Area.

Stations outside of Arbitron Radio Metro Area, but that show significantly in the market breakdown are designated by *.

Stations tied in individual breakdowns are listed in alphabetical order.

Top 5 rankings are listed for each demographic breakdown.



Hit Music Helps Ratings

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Arbitron Breakouts

October/November '76

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Akron

AKRON 5 BOOK TREND TOTAL PERSONS 12+

	O/N'74	A/M'75	O/N'75	A/M'76	O/N'76
WAEZ (BM)	9.3	8.6	6.3	4.4	8.8
WAKR (PA)	20.7	15.7	15.0	13.9	18.5
WCUE (R)	6.2	6.6	5.7	6.7	4.7
WHLO (N)	4.6	3.1	3.2	3.4	3.0
WKDD (R)	**	**	**	**	2.7
WKNT (PA)	1.4	.8	1.4	1.5	1.0
WKNT-FM (PA)	1.6	1.6	1.7	2.7	2.1
WSLR (C)	8.2	9.9	10.1	8.7	7.7
WDBN (PA)*	8.2	7.8	7.7	5.7	7.5
WGAR (PA)*	8.6	7.9	8.3	8.0	8.0
WGCL (R)*	2.0	3.3	5.2	3.7	4.7
WMMS (A)*	5.3	6.1	8.5	8.7	5.7
WQAL (BM)*	1.0	2.3	2.1	3.2	3.7
WWWE (PA)*	1.4	3.3	2.7	3.6	2.8
WWWB (A)*	**	1.7	2.2	3.6	4.3

TOP 5 QUARTER HOUR

1 WAKR
2 WAEZ
3 WGAR
4 WSLR
5 WDBN

TOP 5 CUME IN HUNDREDS

1 WAKR 1947
2 WGAR 1376
3 WMMS 898
4 WSLR 887
5 WCUE 884

18-34 MEN 18-34 WOMEN 18-49 ADULTS TEENS

1 WMMS	1 WGAR	1 WAKR	1 WGCL
2 WWWB	2 WAKR	2 WGAR	2 WCUE
3 WAEZ	3 WAEZ	3 WAEZ	3 WMMS
4 WGAR	4 WCUE	3 WSLR	
4 WHLO	5 WMMS	4 WMMS	
4 WKDD		5 WDBN	
4 WGCL		5 WWWB	
5 WAKR			

Albany

ALBANY-SCHENECTADY-TROY 5 BOOK TREND TOTAL PERSONS 12+

	O/N'74	A/M'75	O/N'75	A/M'76	O/N'76
WABY (PA)	3.7	3.4	1.4	1.1	1.2
WCSS (CL)	1.5	.6	1.9	1.4	1.4
WCSS-FM (CL)	**	**	**	.5	.2
WFLY (R)	1.1	.6	1.2	2.6	1.7
WGFM (R)	10.6	9.7	10.7	9.5	10.4
WGNA (C)	.8	2.2	2.5	1.8	1.7
WGY (PA)	15.3	16.4	15.1	15.9	17.6
WHSB (BM)	2.7	2.3	3.0	3.8	3.6
WOKO (C)	6.4	2.8	4.7	4.2	4.1
WPTR (R)	7.7	5.2	6.7	7.7	6.3
WQBK (T)	3.8	3.5	3.8	5.2	7.3
WQBK-FM (A)	.3	.6	.7	1.9	1.9
WROW (BM)	12.4	14.5	15.1	11.7	13.7
WROW-FM (BM)	7.8	5.1	5.5	4.2	5.4
WTRY (R)	8.1	9.0	8.6	10.2	8.5
WWOM (BM)	5.8	8.1	5.3	2.5	3.1

TOP 5 QUARTER HOUR

1 WGY
2 WROW
3 WGFM
4 WTRY
5 WQBK

TOP 5 CUME IN HUNDREDS

1 WGY 2489
2 WROW 1969
3 WTRY 1881
4 WGFM 1786
5 WPTR 1712

18-34 MEN 18-34 WOMEN 18-49 ADULTS TEENS

1 WGFM	1 WGFM	1 WGFM	1 WTRY
2 WPTR	2 WTRY	2 WGY	2 WGFM
3 WGY	3 WGY	3 WROW	3 WPTR
3 WTRY	4 WPTR	3 WTRY	
4 WFLY	5 WQBK-FM	4 WPTR	
5 WOKO		5 WOKO	
5 WQBK-FM			

Albuquerque

ALBUQUERQUE 5 BOOK TREND TOTAL PERSONS 12+

	O/N'74	A/M'75	O/N'75	A/M'76	O/N'76
KABQ (S)	**	2.5	**	3.6	10.2
KAMX (S)	**	4.6	**	10.0	3.4
KDAZ (PA)	**	**	**	**	1.0
KHFM (B)	**	1.5	**	2.1	1.5
KKIM (B)	**	4.2	**	1.5	1.5
KMYR (A)	**	4.2	**	1.5	2.6
KNWZ (N)	**	**	**	**	2.2
KOB (PA)	**	9.7	**	12.3	13.5
KOB-FM (BM)	**	14.4	**	11.5	10.1
KPAR (BM)	**	1.5	**	2.5	1.9
KPAR-FM (BM)	**	1.0	**	4.7	3.4
KQEO (R)	**	18.4	**	8.7	11.1
KRKE (R)	**	9.9	**	9.2	9.0
KRST (A)	**	4.8	**	8.9	8.9
KRZY (C)	**	9.1	**	6.8	6.0
KZIA (T)	**	2.7	**	2.6	4.6

TOP 5 QUARTER HOUR

1 KOB
2 KQEO
3 KABQ
4 KOB-FM
5 KRKE

TOP 5 CUME IN HUNDREDS

1 KQEO 1333
2 KOB 1200
3 KRKE 1016
4 KRST 724
5 KOB-FM 678

18-34 MEN 18-34 WOMEN 18-49 ADULTS TEENS

1 KRST	1 KRKE	1 KOB	1 KQEO
2 KOB	1 KRST	2 KRST	2 KRKE
3 KRKE	2 KOB	3 KQEO	3 KRST
4 KQEO	2 KQEO	4 KOB-FM	
5 KAMX	3 KOB-FM	5 KRKE	
5 KMYR	3 KPAR-AM-FM		
	4 KRZY		
	5 KMYR		

LEGEND

R-Rock, A-AOR, C-Country, PA-Pop/Adult B-Black, Music, O-Oldies, N-News, T-Talk, S-Spanish, CL-Classical, RL-Religious BM-Beautiful

Anaheim

ANAHEIM-SANTA ANA-GARDEN GROVE

*Note: This market is being surveyed for the first time.

O/N'76

KEZY (R)	5.4
KEZY-FM (A)	1.2
KOCM (PA)	1.4
KWIZ (PA)	2.7
KWIZ-FM (R)	1.6
KABC (T)*	4.3
KBIG (BM)*	7.5
KBRT (BM)*	1.4
KFI (PA)*	3.1
KFOX (C)*	1.3
KFWB (N)*	2.6
KHJ (R)*	4.8
KIIS-FM (PA)*	2.1
KIQQ (R)*	3.5
KJOI (BM)*	4.9
KLAC (C)*	2.5
KLOS (A)*	4.2
KMET (A)*	3.7
KMPC (PA)*	4.4
KNOB (PA)*	2.2
KNX (N)*	4.9
KNX-FM (A)*	5.8
KOST (BM)*	2.2
KRLA (O)*	1.3
KRTH (O)*	1.9
KWST (A)*	2.0
XTRA (BM)*	2.6

TOP 10 QUARTER HOUR

1 KBIG
2 KNX-FM
3 KEZY
4 KJOI
4 KNX
5 KHJ
6 KMPC
7 KABC
8 KLOS
9 KMET
10 KIQQ

TOP 10 CUME IN HUNDREDS

1 KHJ 2717
2 KEZY 2711
3 KNX 2480
4 KBIG 2155
5 KMPC 1980
6 KLOS 1953
7 KIQQ 1706
8 KJOI 1619
9 KFI 1612
10 KFWB 1597

18-34 MEN

1 KMET
2 KLOS
3 KNX-FM
4 KEZY
5 KWST

18-34 WOMEN

1 KNX-FM
2 KHJ
3 KEZY
3 KLOS
4 KBIG
5 KIQQ

18-49 ADULTS

1 KNX-FM
2 KBIG
3 KLOS
4 KEZY
4 KMET
5 KHJ

TEENS

1 KEZY
2 KHJ
3 KIQQ
4 KLOS



Hit Music Helps Ratings

You Get More Hits More Often From WB



Anchorage

ANCHORAGE 5 BOOK TREND TOTAL PERSONS 12+

	O/N'74	A/M'75	O/N'75	A/M'76	O/N'76
KANC (R)	**	**	2.6	11.8	17.5
KBYR (PA)	**	6.1	4.7	5.0	5.7
KENI (R)	**	31.3	18.0	12.7	5.7
KFQD (PA)	**	16.2	17.6	13.6	14.7
KGOT (A)	**	**	13.7	7.2	6.2
KHAR (BM)	**	7.1	10.3	17.2	16.6
KKLV (PA)	**	**	**	9.5	10.9
KNIK (BM)	**	2.5	1.3	4.1	5.7
KYAK (C)	**	19.7	12.0	14.0	14.2

TOP 5 QUARTER HOUR

- 1 KANC
- 2 KHAR
- 3 KFQD
- 4 KYAK
- 5 KKLK

TOP 5 CUME IN HUNDREDS

- | | |
|--------|-----|
| 1 KANC | 448 |
| 2 KHAR | 380 |
| 3 KFQD | 349 |
| 4 KENI | 315 |
| 5 KYAK | 313 |

18-34 MEN 18-34 WOMEN 18-49 ADULTS TEENS

- | | | | |
|--------|--------|--------|--------|
| 1 KANC | 1 KANC | 1 KHAR | 1 KANC |
| 2 KGOT | 1 KFQD | 2 KFQD | 2 KENI |
| 3 KKLK | 2 KKLK | 3 KANC | |
| 4 KENI | 3 KHAR | 3 KYAK | |
| 4 KFQD | 4 KENI | 4 KKLK | |
| 5 KYAK | 4 KGOT | 5 KGOT | |

Atlanta

ATLANTA 5 BOOK TREND TOTAL PERSONS 12+

	O/N'74	A/M'75	O/N'75	A/M'76	O/N'76
WAOK (B)	9.0	7.5	7.1	8.6	6.8
WBIE (C)	2.0	1.9	.9	1.8	1.6
WGST (PA)	2.0	1.6	2.7	2.8	4.0
WPCH (PA)	10.6	9.3	7.9	7.2	10.4
WKLS (A)	2.3	5.7	4.6	4.7	5.7
WLTA (PA)	1.4	3.6	2.1	2.8	4.0
WPLO (C)	4.9	4.4	4.7	4.2	5.0
WQXI (R)	7.1	7.6	8.0	6.2	4.8
WQXI-FM (R)	4.3	5.5	3.1	5.4	3.3
WRNG (T)	6.2	4.2	7.7	5.3	5.7
WSB (PA)	23.0	21.0	22.2	20.0	19.9
WSB-FM (BM)	4.8	4.5	5.0	4.1	5.2
WVEE (B)	**	**	**	**	2.5
WXAP (B)	1.7	.6	1.6	1.5	1.2
WYNX (PA)	**	**	.9	1.6	1.4
WZGC (R)	5.0	6.6	7.3	7.6	8.3

TOP 10 QUARTER HOUR

- 1 WSB
- 2 WPCH
- 3 WZGC
- 4 WAOK
- 5 WKLS
- 6 WRNG
- 7 WSB-FM
- 8 WPLO
- 9 WQXI
- 10 WGST

TOP 10 CUME IN HUNDREDS

- | | |
|------------|------|
| 1 WSB | 6159 |
| 2 WPCH | 3122 |
| 3 WZGC | 3010 |
| 4 WQXI | 2906 |
| 5 WGST | 2610 |
| 6 WKLS | 2054 |
| 7 WAOK | 1801 |
| 8 WPLO | 1736 |
| 9 WSB-FM | 1719 |
| 10 WQXI-FM | 1660 |

18-34 MEN

- 1 WKLS
- 2 WPCH
- 3 WZGC
- 4 WSB
- 5 WQXI

18-34 WOMEN

- 1 WPCH
- 2 WZGC
- 3 WSB
- 4 WQXI
- 5 WLTA

18-49 ADULTS

- 1 WSB
- 2 WPCH
- 3 WKLS
- 4 WAOK
- 5 WLTA

TEENS

- 1 WZGC
- 2 WKLS
- 3 WQXI
- 3 WQXI-FM
- 4 WAOK

Baltimore

BALTIMORE 5 BOOK TREND TOTAL PERSONS 12+

	O/N'74	A/M'75	O/N'75	A/M'76	O/N'76
WAYE (A)	2.0	2.2	.9	1.4	1.2
WBAL (PA)	15.6	17.8	12.1	17.1	14.1
WBAL-FM (N)	.7	.8	2.0	1.7	2.6
WCAO (R)	10.5	7.9	7.5	8.4	7.3
WCBM (PA)	8.7	8.8	9.0	9.8	9.4
WDJQ (R)	2.8	3.4	2.1	2.2	1.4
WEBB (B)	1.7	.9	1.2	.4	1.1
WFBR (PA)	7.0	5.2	6.6	5.3	4.7
WITH (PA)	3.1	3.4	2.7	2.1	1.9
WKTK (A)	3.2	1.7	2.1	3.5	3.5
WLIF (BM)	8.7	11.5	10.7	10.6	9.8
WLPL (A)	3.8	3.9	5.2	2.7	5.9
WMAR (BM)	3.2	3.5	3.4	3.6	3.9
WPOC (C)	1.5	3.2	5.7	2.8	3.8
WSID (B)	4.3	3.8	4.8	3.2	4.3
WWIN (B)	4.5	6.1	6.7	4.7	5.1

TOP 10 QUARTER HOUR

- 1 WBAL
- 2 WLIF
- 3 WCBM
- 4 WCAO
- 5 WLPL
- 6 WWIN
- 7 WFBR
- 8 WSID
- 9 WMAR
- 10 WPOC

TOP 10 CUME IN HUNDREDS

- | | |
|---------|------|
| 1 WBAL | 5448 |
| 2 WCAO | 4793 |
| 3 WCBM | 4489 |
| 4 WLIF | 3430 |
| 5 WFBR | 3025 |
| 6 WLPL | 2864 |
| 7 WWIN | 1809 |
| 8 WSID | 1543 |
| 9 WPOC | 1461 |
| 10 WMAR | 1455 |

18-34 MEN 18-34 WOMEN 18-49 ADULTS TEENS

- | | | | |
|--------|--------|--------|--------|
| 1 WCBM | 1 WCBM | 1 WCBM | 1 WLPL |
| 2 WKTK | 2 WWIN | 2 WBAL | 2 WCAO |
| 3 WCAO | 3 WCAO | 3 WCAO | 3 WWIN |
| 4 WLPL | 4 WLPL | 4 WLIF | |
| 5 WBAL | 5 WFBR | 5 WWIN | |

Birmingham

BIRMINGHAM 5 BOOK TREND TOTAL PERSONS 12+

	O/N'74	A/M'75	O/N'75	A/M'76	O/N'76
WAPI (PA)	6.6	7.3	8.8	7.3	4.7
WAPI-FM (O)	1.0	3.2	2.7	3.2	2.0
WATV (B)	3.0	1.0	1.9	10.5	11.4
WBUL (B)	5.9	3.2	5.1	5.5	4.1
WCRT (PA)	3.0	2.1	2.7	3.2	4.3
WDJC (RL)	2.3	1.5	2.3	2.1	2.7
WENN (B)	16.0	13.5	12.2	6.4	4.0
WENN-FM (B)	.3	4.5	6.7	2.4	1.1
WERC (R)	11.8	10.5	13.0	10.1	11.6
WERC-FM (A)	4.8	5.5	3.9	6.2	3.8
WJLD (B)	7.3	6.7	4.9	5.2	5.2
WZZK (BM)	.5	4.0	2.8	5.3	4.3
WQEZ (BM)	6.8	6.8	3.7	4.8	7.0
WVOK (R)	7.7	7.1	7.6	8.9	11.4
WVOK (PA)	5.4	4.1	3.6	4.0	4.2
WYDE (C)	8.1	11.0	8.6	6.9	10.3

TOP 5 QUARTER HOUR

- 1 WERC
- 2 WATV
- 3 WSGN
- 4 WYDE
- 5 WJLD

TOP 5 CUME IN HUNDREDS

- | | |
|--------|------|
| 1 WERC | 2282 |
| 2 WSGN | 1869 |
| 3 WYDE | 1453 |
| 4 WAPI | 1208 |
| 5 WJLD | 1176 |

18-34 MEN 18-34 WOMEN 18-49 ADULTS TEENS

- | | | | |
|--------|-----------|--------|--------|
| 1 WSGN | 1 WERC | 1 WERC | 1 WSGN |
| 2 WERC | 2 WATV | 2 WSGN | 2 WERC |
| 3 WBUL | 3 WSGN | 3 WATV | 3 WATV |
| 4 WYDE | 4 WERC-FM | 4 WYDE | |
| 5 WVOK | 5 WJLD | 5 WQEZ | |

Boston

BOSTON 5 BOOK TREND TOTAL PERSONS 12+

	O/N'75	J/F'76	A/M'76	J/A'76	O/N'76
WBCN (A)	1.7	3.6	2.8	2.4	3.5
WBZ (PA)	11.6	10.0	9.0	8.6	9.8
WBZ-FM (R)	1.2	1.9	1.1	2.1	1.4
WCGY (R)	1.2	1.1	1.4	1.3	1.6
WCOP (C)	1.7	1.6	1.7	.9	1.4
WCOZ (A)	2.9	2.8	2.9	3.1	5.0
WCRB (CL)	1.2	.8	1.0	.7	1.1
WEEI (N)	9.9	8.5	8.9	9.3	9.6
WEEI-FM (PA)	3.3	2.2	3.1	4.7	1.9
WEZE (BM)	2.5	1.7	1.6	2.1	1.5
WHDH (PA)	8.6	11.0	7.4	8.8	9.9
WILD (B)	1.2	1.3	1.0	.9	1.0
WJDA (BM)	2.0	1.7	.8	1.5	2.5
WJIB (BM)	10.2	8.9	10.3	11.0	9.3
WMEX (T)	1.9	1.3	3.2	5.5	1.9
WRKO (R)	9.6	9.0	10.4	9.4	8.8
WROR (O)	2.7	2.7	3.1	3.4	3.1
WRYT (T)	1.2	1.1	1.5	1.3	1.1
WSSH (BM)	2.2	3.2	2.5	1.9	2.6
WVBF (R)	4.6	5.7	6.2	6.5	5.8
WWEL (BM)	.8	.9	.6	.7	1.0
WWEL-FM	2.3	3.5	2.9	2.7	2.6

TOP 10 QUARTER HOUR

- 1 WHDH
- 2 WBZ
- 3 WEEI
- 4 WJIB
- 5 WRKO
- 6 WVBF
- 7 WCOZ
- 8 WBCN
- 9 WROR
- 10 WSSH

TOP 10 CUME IN HUNDREDS

- | | |
|-----------|------|
| 1 WRKO | 8822 |
| 2 WBZ | 8686 |
| 3 WHDH | 7278 |
| 4 WEEI | 6667 |
| 5 WJIB | 5422 |
| 6 WVBF | 4846 |
| 7 WCOZ | 3083 |
| 8 WBCN | 2697 |
| 9 WROR | 2641 |
| 10 WBZ-FM | 2270 |

18-34 MEN 18-34 WOMEN 18-49 ADULTS TEENS

- | | | | |
|--------|--------|--------|--------|
| 1 WCOZ | 1 WRKO | 1 WBZ | 1 WRKO |
| 2 WBCN | 2 WCOZ | 1 WRKO | 2 WVBF |
| 2 WRKO | 3 WVBF | 2 WHDH | |
| 3 WBZ | 4 WHDH | 3 WJIB | |
| 4 WVBF | 5 WJIB | 4 WCOZ | |
| 5 WROR | | 5 WVBF | |

Buffalo

BUFFALO 5 BOOK TREND TOTAL PERSONS 12+

	O/N'74	A/M'75	O/N'75	A/M'76	O/N'76
WADV (BM)	6.0	4.9	3.2	5.2	4.3
WBEN (PA)	17.9	19.0	16.2	17.2	16.4
WBEN-FM (R)	5.3	4.7	4.3	4.5	4.9
WBLK (B)	2.9	2.7	3.3	3.9	2.5
WBNY (BM)	12.3	15.4	11.5	12.4	14.4
WBUF (A)	**	.6	2.2	1.8	2.3
WEBR (PA)	3.4	3.4	2.1	2.9	2.3
WNED (PA)	**	**	**	**	.3
WGR (PA)	11.1	11.4	13.0	12.6	13.2
WGRQ (A)	1.8	5.1	4.5	4.7	3.1
WHLA-FM (PA)	1.1	1.0	1.0	1.0	1.8
WJLL (PA)	1.8	1.2	1.7	1.1	1.8
WKBW (R)	14.6	11.6	14.5	12.0	12.1
WLVL (BM)	**	**	**	**	1.0
WUFO (B)	1.8	1.3	2.5	1.3	1.5
WWOL (C)	2.3	2.5	1.8	2.5	2.2
WWOL-FM (C)	.5	1.2	1.7	2.1	2.3
WXRL (C)	1.3	1.0	1.1	1.3	1.0
WYSL (R)	3.6	3.6	2.6	1.8	3.7
WYSL-FM (R)	3.3	1.6	2.5	3.0	3.2

TOP 10 QUARTER HOUR

- 1 WBEN
- 2 WBNY
- 3 WGR
- 4 WKBW
- 5 WBEN-FM
- 6 WADV
- 7 WYSL
- 8 WYSL-FM
- 9 WGRQ
- 10 WEBR & WNED

TOP 10 CUME IN HUNDREDS

- | | |
|---------------|------|
| 1 WKBW | 4678 |
| 2 WBEN | 3937 |
| 3 WGR | 3824 |
| 4 WBNY | 2652 |
| 5 WYSL | 1818 |
| 6 WBEN-FM | 1779 |
| 7 WYSL-FM | 1395 |
| 8 WEBR & WNED | 991 |
| 9 WADV | 959 |
| 10 WGRQ | 949 |



CAPRICORN RECORDS

Hit Music Helps Ratings

You Get More Hits More Often From WB



CAPRICORN RECORDS



ROD STEWART

A NIGHT ON
THE TOWN

On Warner Bros. records and tapes



Announcing the arrival of...
ENDLESS FLIGHT
LEO SAYER



Produced by Richard Perry

Featuring the premier single
"You Make Me Feel Like Dancing"

(WBS 8283)
On Warner Bros. records & tapes. BS 2962.



18-34 MEN 18-34 WOMEN 18-49 ADULTS TEENS

1 WGR	1 WGR	1 WGR	1 WKBW
2 WKBW	2 WKBW	2 WKBW	2 WYSL-FM
3 WBUF	3 WBNY	3 WBNY	3 WYSL
4 WBEN-FM	4 WYSL	4 WBEN	
5 WGRQ	5 WGRQ	5 WBEN-FM	

Chattanooga

CHATTANOOGA 5 BOOK TREND TOTAL PERSONS 12+

	O/N'74	A/M'75	O/N'75	A/M'76	O/N'76
WDEF (PA)	15.9	17.3	19.6	17.2	19.5
WDEF-FM(BM)	7.7	7.5	4.6	9.7	7.7
WDOD (C)	14.1	11.2	7.7	10.3	9.7
WDOD-FM(B)	4.4	3.3	3.3	4.7	4.0
WDXB (PA)	3.5	4.5	2.7	2.6	2.7
WEPG (PA)	.9	1.0	2.1	1.4	2.4
WFLI (R)	7.5	8.1	8.5	12.2	10.4
WGOW (R)	6.6	12.2	9.8	8.3	6.6
WLFA (PA)	4.0	1.4	2.1	1.8	1.8
WMOC (PA)	3.5	4.1	2.9	2.8	5.1
WNOO (B)	11.3	11.4	7.1	6.7	7.1
WRIP (BM)	.7	.6	1.5	**	1.5
WSIM (PA)	3.3	2.9	3.8	3.4	4.9
WYNQ (BM)	10.1	7.1	13.1	8.3	7.7

TOP 5 QUARTER HOUR TOP 5 CUME IN HUNDREDS

1 WDEF	1 WDEF	1128
2 WFLI	2 WFLI	1110
3 WDOD	3 WDOD	810
4 WDEF-FM	4 WGOW	687
5 WNOO	5 WDEF-FM	574

18-34 MEN 18-34 WOMEN 18-49 ADULTS TEENS

1 WSIM	1 WNOO	1 WDEF	1 WFLI
2 WFLI	2 WFLI	2 WDOD	2 WGOW
3 WGOW	3 WGOW	3 WFLI	3 WNOO
4 WNOO	4 WYNQ	4 WYNQ	
5 WDOD	4 WDEF	5 WNOO	
	5 WDEF-FM		

Chicago

CHICAGO 5 BOOK TREND TOTAL PERSONS 12+

	O/N'75	J/F'76	A/M'76	J/A'76	O/N'76
WAIT (BM)	5.2	4.3	4.7	3.3	2.8
WBBM (N)	6.8	7.8	7.0	7.4	7.7
WBBM-FM (PA)	2.8	2.4	2.5	2.2	2.8
WBMX (B)	1.7	2.1	1.5	1.2	2.5
WCFL (BM)	4.0	4.0	3.7	3.2	3.1
WCLR (PA)	3.0	3.1	3.4	2.6	2.9
WDAI (A)	4.3	3.4	2.6	4.4	4.4
WDHF (R)	2.4	2.9	3.3	2.7	3.9
WFMT (CL)	**	**	**	**	.1
WFMT-FM (CL)	1.6	1.0	1.2	1.5	1.7
WFYR (O)	3.3	2.6	2.5	2.2	2.4
WGCI (B)	.5	.9	.7	1.8	3.0
WGN (PA)	12.0	11.8	12.6	13.4	13.0
WIND (PA)	5.1	4.3	4.1	4.3	3.9
WJJD (C)	2.2	1.9	1.6	2.6	2.0
WJJD-FM (C)	1.2	1.4	.9	1.3	1.4
WJPC (B)	1.4	1.2	1.8	2.3	1.3
WLAK (BM)	3.6	4.5	6.3	3.1	4.8
WLOO (BM)	5.7	8.6	5.9	5.9	6.9
WLS (R)	9.7	7.0	9.8	9.7	7.9
WMAQ (C)	4.7	4.7	5.3	5.6	4.3
WSDM (R)	1.1	1.4	1.2	1.2	1.2
WVON (B)	3.3	3.9	3.9	4.1	2.7
WXRT (A)	.8	1.2	1.0	1.7	1.7

TOP 10 QUARTER HOUR TOP 10 CUME IN HUNDREDS

1 WGN	1 WLS	17639
2 WLS	2 WGN	17329
3 WBBM	3 WBBM	13326
4 WLOO	4 WMAQ	9327
5 WLAK	5 WIND	9091
6 WDAI	6 WDAI	7635
7 WMAQ	7 WLOO	7381
8 WDHF	8 WDHF	7272
8 WIND	9 WCFL	6835
9 WCFL	10 WLAK	6801
10 WGCI		

18-34 MEN 18-34 WOMEN 18-49 ADULTS TEENS

1 WDAI	1 WLS	1 WGN	1 WLS
2 WLS	2 WBBM-FM	2 WLS	2 WDHF
3 WIND	3 WCLR	3 WLOO	3 WDAI
4 WGCI	4 WDAI	4 WDAI	
4 WXRT	5 WFYR	5 WIND	
5 WGN			

Cincinnati

CINCINNATI 5 BOOK TREND TOTAL PERSONS 12+

	O/N'74	A/M'75	O/N'75	A/M'76	O/N'76
WCIN (B)	3.2	4.2	4.8	3.9	2.6
WCKY(PA)	8.4	11.1	9.9	11.8	11.0
WEBN (A)	5.0	4.5	9.3	8.0	9.1
WKRC (PA)	12.6	9.4	8.6	6.8	8.2
WKRC (R)	4.1	6.4	7.7	8.9	12.2
WLQA (BM)	4.0	3.4	2.9	4.4	5.2
WLW (PA)	14.6	18.5	16.2	18.0	15.7
WSAI (R)	13.8	13.1	9.5	8.7	9.8
WSAI-FM (R)	**	3.5	2.3	3.1	2.2
WUBE (C)	3.1	1.6	1.7	2.9	2.2
WUBE-FM (C)	2.4	2.7	2.8	2.7	2.4
WWEZ (BM)	12.6	10.5	9.8	9.1	7.8

TOP 5 QUARTER HOUR TOP 5 CUME IN HUNDREDS

1 WLW	1 WLW	3811
2 WKRC	2 WSAI	3465
3 WCKY	3 WKRC	2667
4 WSAI	4 WKRC	2515
5 WEBN	5 WCKY	2176

18-34 MEN 18-34 WOMEN 18-49 ADULTS TEENS

1 WEBN	1 WKRC	1 WLW	1 WKRC
2 WKRC	2 WEBN	2 WEBN	2 WSAI
3 WSAI	2 WSAI	3 WKRC	3 WEBN
4 WLW	3 WLW	4 WSAI	
5 WWEZ	4 WKRC	5 WKRC	
	5 WWEZ		

Cleveland

CLEVELAND 5 BOOK TREND TOTAL PERSONS 12+

	O/N'75	J/F'76	A/M'76	J/A'76	O/N'76
WABQ (B)	1.4	1.2	1.5	**	1.1
WCLE (CL)	1.8	1.9	1.1	**	2.8
WDBN (PA)	.8	1.8	.7	**	1.3
WDMT (C)	.6	.7	1.1	**	2.6
WDOK (PA)	8.9	10.0	7.8	**	9.4
WERE (N)	6.3	6.1	5.4	**	5.9
WGAR (PA)	8.7	6.3	7.7	**	6.1
WGCL (R)	4.0	4.3	4.8	**	6.3
WHK (C)	8.3	8.3	6.4	**	6.9
WJMO (B)	6.6	6.7	4.3	**	4.7
WJW (PA)	5.1	5.6	4.8	**	5.6
WKSX (PA)	3.1	4.4	4.1	**	6.0
WLYT (R)	1.2	1.7	3.8	**	2.1
WMGC (PA)	**	**	**	**	2.8
WMMS (A)	7.4	6.4	9.7	**	6.4
WPVL (PA)	.8	1.3	**	**	1.0
WQAL (PA)	9.2	10.0	7.8	**	7.9
WSUM (PA)	.4	.5	.7	**	.6
WWWE (PA)	4.6	5.3	8.6	**	5.6
WWWL (A)	4.3	3.5	3.2	**	3.6

TOP 10 QUARTER HOUR TOP 10 CUME IN HUNDREDS

1 WDOK	1 WGAR	3401
2 WQAL	2 WHK	3275
3 WHK	3 WERE	2602
4 WMMS	4 WDOK	2530
5 WGCL	5 WQAL	2465
6 WGAR	6 WGCL	2434
7 WKSX	7 WMMS	2409
8 WERE	8 WWWE	2315
9 WJW	9 WJW	2225
9 WWWE	10 WWWL	1845
10 WJMO		

18-34 MEN 18-34 WOMEN 18-49 ADULTS TEENS

1 WMMS	1 WGAR	1 WQAL	1 WGCL
2 WGAR	2 WMMS	2 WGAR	2 WMMS
3 WWWL	3 WGCL	3 WDOK	3 WWWL
4 WWWE	4 WDOK	4 WWWE	
5 WGCL	5 WJMO	5 WGCL	
		5 WHK	

Charleston

CHARLESTON-NORTH CHARLESTON, S.C.

5 BOOK TREND TOTAL PERSONS 12+

	O/N'74	A/M'75	O/N'75	A/M'76	O/N'76
WAZS (PA)	1.5	1.7	3.7	1.0	1.0
WCSC (PA)	8.4	4.5	4.6	4.1	6.2
WEZL (C)	5.3	4.9	3.7	6.0	4.6
WKTM (A)	9.1	8.8	6.9	4.5	7.6
WNCG (PA)	3.8	3.2	6.2	3.5	5.4
WOKI (PA)	1.8	3.9	4.8	2.7	4.2
WPAL (B)	21.5	17.2	15.6	11.1	13.1
WPXI (B)	5.8	4.7	13.3	21.6	19.1
WQIZ	4.0	2.8	3.4	5.8	3.0
WQSM (PA)	5.3	4.9	3.9	4.1	3.4
WTMA (R)	16.2	21.1	16.9	13.0	13.5
WWWZ (A)	3.3	6.0	3.9	3.5	4.2
WXTC (BM)	5.8	8.2	5.7	9.1	9.8

TOP 5 QUARTER HOUR TOP 5 CUME IN HUNDREDS

1 WPXI	1 WTMA	1212
2 WTMA	2 WPXI	742
3 WPAL	3 WCSC	676
4 WXTC	4 WXTC	578
5 WKTM	5 WKTM	564

18-34 MEN 18-34 WOMEN 18-49 ADULTS TEENS

1 WPXI	1 WPXI	2 WPAL	1 WPXI
2 WPAL	2 WPAL	3 WTMA	2 WTMA
2 WWWZ	3 WTMA	4 WXTC	3 WKTM
3 WTMA	4 WKTM	5 WKTM	3 WPAL
4 WCSC	5 WWWZ		
5 WKTM			

Charlotte

CHARLOTTE-GASTONIA 5 BOOK TREND

TOTAL PERSONS 12+

	O/N'74	A/M'75	O/N'75	A/M'76	O/N'76
WAME (C)	7.1	4.6	6.6	4.3	2.8
WAYS (R)	17.8	17.6	13.1	12.6	14.8
WROQ (A)	7.2	7.4	7.8	7.1	8.0
WBT (PA)	11.8	15.4	18.8	20.6	20.2
WBT-FM(PA)	7.8	8.9	11.3	10.1	6.3
WEZC (BM)	4.7	6.3	5.0	6.2	5.4
WGIV (B)	8.1	9.5	7.6	10.5	10.3
WGNC (C)	.8	1.1	.5	1.0	1.0
WHVN (PA)	.9	1.1	1.3	1.8	3.0
WIST (PA)	2.1	1.9	3.1	1.9	1.1
WLTC (C)	2.6	2.2	1.5	1.0	2.1
WRPL (A)	2.1	3.0	1.8	2.2	1.1
WSOC (N)	6.8	5.7	3.9	3.6	8.3
WSOC-FM (C)	5.4	3.5	4.5	5.2	6.2

TOP 5 QUARTER HOUR TOP 5 CUME IN HUNDREDS

1 WBT	1 WBT	2238
2 WAYS	2 WAYS	1884
3 WGIV	3 WGIV	948
4 WSOC	4 WROQ	921
5 WROQ	5 WSOC	833

18-34 MEN 18-34 WOMEN 18-49 ADULTS TEENS

1 WROQ	1 WBT	1 WBT	1 WAYS
1 WBT	2 WAYS	2 WAYS	2 WGIV
2 WAYS	3 WGIV	3 WROQ	3 WBT
3 WGIV	4 WROQ	4 WGIV	4 WROQ
4 WRPL	5 WSOC-FM	5 WSOC-FM	
5 WBT-FM			

For additional copies of this issue, contact your WB promotion representative.



Columbus, OH

COLUMBUS 5 BOOK TREND TOTAL PERSONS 12+

	O/N'74	A/M'75	O/N'75	A/M'76	O/N'76
WBNS (PA)	9.9	9.0	8.0	8.2	9.0
WBNS-FM(BM)	8.1	11.1	8.3	11.0	9.5
WCOL (R)	13.5	13.7	13.1	10.9	9.5
WCOL-FM (A)	3.4	4.5	5.6	5.8	7.8
WHOK (PA)	.8	1.6	1.9	1.5	1.5
WHOK-FM (C)	1.3	2.5	1.6	1.3	2.9
WMNI (C)	9.6	8.1	6.6	6.5	4.1
WNCI (R)	6.7	6.8	7.6	11.8	11.2
WRFD (PA)	3.2	2.7	3.4	1.8	2.9
WTVN (PA)	16.1	11.9	17.4	12.1	15.5
WTVN-FM (BM)	4.0	5.2	6.0	5.3	4.9
WVVO (B)	6.2	3.0	4.9	3.7	4.8
WVVO-FM (B)	1.9	1.6	.8	3.2	2.0

TOP 10 QUARTER HOUR TOP 10 CUME IN HUNDREDS

1 WTVN	1 WTVN	3278
2 WNCI	2 WCOL	2651
3 WBNS-FM	3 WBNS	2118
3 WCOL	4 WNCI	2044
4 WBNS	5 WBNS-FM	1682
5 WCOL-FM	6 WCOL-FM	1476
6 WTVN-FM	7 WMNI	1098
7 WVVO	8 WTVN-FM	973
8 WMNI	9 WRFD	703
9 WHOK-FM	10 WVVO	628
9 WRFD		
10 WVVO-FM		

18-34 MEN	18-34 WOMEN	18-49 ADULTS	TEENS
1 WCOL-FM	1 WCOL	1 WTVN	1 WNCI
2 WTVN	2 WCOL-FM	2 WCOL-FM	2 WCOL
3 WNCI	3 WNCI	3 WCOL	
4 WCOL	4 WTVN	4 WNCI	
5 WBNS	5 WBNS	5 WBNS	
	5 WVVO	5 WBNS-FM	

18-34 MEN

- 1 KVIL-AM/FM
- 2 KZEW
- 3 KFWD
- 4 WBAP
- 5 KNUS

18-34 WOMEN

- 1 KVIL-AM/FM
- 2 KNUS
- 3 KKDA-FM
- 4 KLIF
- 4 KNOK-FM
- 5 KFWD
- 5 KSCS
- 5 WBAP

TOP 10 QUARTER HOUR

- 1 KOA
- 2 KHOW
- 3 KLIR
- 4 KXXK
- 5 KIMN
- 6 KLAK-AM/FM
- 7 KOSI-FM
- 8 KTLK
- 9 KBPI
- 10 KOAQ

TOP 10 CUME IN HUNDREDS

- | | |
|--------------|------|
| 1 KOA | 3375 |
| 2 KIMN | 2584 |
| 3 KHOW | 2515 |
| 4 KTLK | 2109 |
| 5 KXXK | 2046 |
| 6 KLIR | 1923 |
| 7 KOAQ | 1414 |
| 8 KOSI | 1396 |
| 9 KLAK-AM/FM | 1307 |
| 10 KIMN-FM | 1269 |

18-49 ADULTS

- 1 KVIL-AM/FM
- 2 WBAP
- 3 KRLD
- 4 KBOX
- 5 KNUS

TEENS

- 1 KNUS
- 2 KVIL-AM/FM
- 3 KZEW
- 4 KLIF
- 5 KKDA-FM

18-34 MEN

- 1 KIMN
- 2 KBPI
- 3 KOA
- 4 KHOW
- 4 KOAQ
- 5 KFML

18-34 WOMEN

- 1 KHOW
- 2 KIMN-FM
- 3 KIMN
- 4 KOAQ
- 5 KXXK

18-49 ADULTS

- 1 KHOW
- 2 KOA
- 3 KLIR
- 4 KIMN
- 5 KBPI

TEENS

- 1 KXXK
- 2 KTLK
- 3 KIMN

Dayton

DAYTON 5 BOOK TREND TOTAL PERSONS 12+

	O/N'74	A/M'75	O/N'75	A/M'76	O/N'76
WAVI (N)	7.5	5.3	8.7	6.8	10.3
WBZI (RL)	1.2	.4	.6	.6	1.5
WDAO (B)	8.8	6.0	6.1	7.8	5.1
WGIC (PA)	.5	**	.6	**	1.0
WHIO (PA)	13.1	17.1	16.2	17.9	13.2
WHIO-FM(BM)	15.4	15.7	10.6	10.7	14.6
WING (R)	10.7	9.4	9.6	10.9	13.3
WONE (C)	9.3	8.4	9.1	10.1	9.5
WPTW FM (BM)	1.8	2.0	1.6	1.1	2.2
WTUE (A)	9.4	7.4	6.1	5.7	6.8
WVUD (A)	6.5	8.3	8.9	7.1	6.8

TOP 5 QUARTER HOUR

- 1 WHIO-FM
- 2 WING
- 3 WHIO
- 4 WAVI
- 5 WONE

TOP 5 CUME IN HUNDREDS

- | | |
|-----------|------|
| 1 WING | 2461 |
| 2 WHIO | 2323 |
| 3 WHIO-FM | 1559 |
| 4 WONE | 1367 |
| 5 WTUE | 1192 |

DES MOINES 5 BOOK TREND TOTAL PERSONS 12+

	O/N'74	A/M'75	O/N'75	A/M'76	O/N'76
KCBC (PA)	4.2	5.5	3.4	5.3	4.3
KDMI (PA)	.8	1.7	.9	2.5	1.6
KGGO (R)	**	6.7	6.3	8.7	6.6
KIOA (R)	17.8	17.5	14.9	12.9	12.2
KLYF (BM)	15.6	12.7	13.8	13.2	14.6
KMGK (R)	**	**	**	4.2	3.2
KRNQ (R)	2.8	2.7	5.7	7.3	7.2
KRNT (PA)	10.6	10.7	14.7	13.2	13.0
KSO (C)	9.7	11.5	11.8	9.2	12.8
KWKY (C)	1.1	2.2	1.4	1.7	1.1
WHO (T)	20.3	18.7	14.7	12.9	14.4

TOP 5 QUARTER HOUR

- 1 KLYF
- 2 WHO
- 3 KRNT
- 4 KSO
- 5 KIOA

TOP 5 CUME IN HUNDREDS

- | | |
|--------|-----|
| 1 KIOA | 999 |
| 2 WHO | 922 |
| 3 KRNT | 826 |
| 4 KSO | 623 |
| 5 KLYF | 606 |

Dallas-Ft. Worth

DALLAS-FT.WORTH 5 BOOK TREND TOTAL PERSONS 12+

	O/N'74	A/M'75	O/N'75	A/M'76	O/N'76
KAFM (A)	1.6	1.3	1.6	2.1	1.8
KBOX (C)	3.8	5.1	4.3	5.1	5.2
KFJZ (R)	3.2	2.1	2.2	2.1	2.1
KFJZ-FM (R)	**	**	**	**	1.2
KFWD (A)	2.7	2.0	2.4	3.0	3.7
KKDA (B)	4.0	4.8	4.5	2.8	1.6
KKDA-FM (B)	**	**	**	3.3	3.5
KLIF (R)	7.3	8.7	5.6	4.1	3.6
KMEZ (BM)	**	**	**	**	5.0
KNOK (B)	4.3	3.4	2.7	2.0	1.8
KNOK-FM (B)	1.5	3.2	3.2	2.1	2.3
KNUS (R)	3.5	4.1	6.0	6.5	6.1
KOAX (BM)	5.4	6.2	5.7	7.1	5.6
KPBC (B)	1.1	1.1	1.1	1.1	1.0
KPLX (A)	1.5	2.2	2.1	.9	1.8
KRLD (PA)	11.3	7.7	10.0	7.0	9.4
KSCS (C)	2.8	3.6	3.7	4.0	3.8
KSKY (RL)	1.0	.8	.9	.8	1.1
KVIL (PA)	1.4	1.0	.9	1.2	1.2
KVIL-FM (PA)	4.6	5.2	6.1	7.7	8.9
KXOL (C)	1.9	1.4	1.2	1.0	1.5
KZEW (A)	4.9	3.9	3.3	3.9	4.3
WBAP (C)	11.3	11.8	13.1	11.5	10.0
WFAA (N)	4.3	4.9	3.0	3.3	2.6
WRR (N)	.9	.6	1.6	2.3	2.1
WRR-FM (CL)	1.1	.9	1.1	2.1	1.2

TOP 10 QUARTER HOUR

- 1 KVIL-AM/FM
- 2 WBAP
- 3 KRLD
- 4 KNUS
- 5 KOAX
- 6 KBOX
- 7 KMEZ
- 8 KZEW
- 9 KSCS
- 10 KFWD

TOP 10 CUME IN HUNDREDS

- | | |
|--------------|------|
| 1 KRLD | 4940 |
| 2 WBAP | 4275 |
| 3 KVIL-AM/FM | 3645 |
| 4 KLIF | 2922 |
| 5 KNUS | 2820 |
| 6 WFAA | 2562 |
| 7 KFJZ-AM/FM | 2521 |
| 8 KOAX | 2049 |
| 9 KBOX | 1977 |
| 10 KFWD | 1667 |

18-34 MEN

- 1 WING
- 2 WVUD
- 3 WTUE
- 4 WHIO
- 5 WHIO-FM

18-34 WOMEN

- 1 WING
- 2 WHIO-FM
- 3 WVUD
- 4 WHIO
- 5 WTUE

18-49 ADULTS

- 1 WING
- 2 WHIO-FM
- 3 WHIO
- 4 WVUD
- 5 WONE

TEENS

- 1 WING
- 2 WTUE
- 3 WDAO

18-34 MEN

- 1 KIOA
- 2 KLYF
- 2 KRNQ
- 2 KRNT
- 2 KSO

18-34 WOMEN

- 1 KIOA
- 2 KRNQ
- 3 KLYF
- 4 KRNT
- 5 KGGO
- 5 KSO

18-49 ADULTS

- 1 KSO
- 2 KLYF
- 3 KIOA
- 4 KRNT
- 5 KRNQ

TEENS

- 1 KGGO
- 1 KIOA
- 2 KRNQ
- 3 KMGK

Denver

DENVER-BOULDER 5 BOOK TREND TOTAL PERSONS 12+

	O/N'74	A/M'75	O/N'75	A/M'76	O/N'76
KADE (R)	**	.9	.9	.5	1.1
KADX (PA)	.5	.5	1.1	.7	1.2
KAZY (A)	**	**	**	**	2.9
KBOL (PA)	.9	.8	.7	.8	1.0
KBPI (A)	4.7	6.0	3.7	3.6	4.3
KDEN (NT)	3.0	2.4	2.5	3.3	1.9
KDKO (B)	1.0	1.1	.7	1.3	2.0
KERE (C)	3.0	3.0	4.8	3.1	2.9
KFML (A)	1.3	2.4	3.9	1.6	1.9
KHOW (PA)	12.5	8.7	9.4	12.7	9.6
KIMN (R)	6.7	4.5	5.9	5.7	5.9
KIMN-FM (A)	.9	.4	2.0	1.9	3.6
KLAK (C)	3.1	5.1	3.1	3.1	3.9
KLAK-FM (C)	.6	.6	.8	.4	1.0
KLIR (BM)	6.5	8.5	7.4	6.9	7.1
KLZ (PA)	5.0	5.5	3.4	3.2	3.7
KOA (PA)	8.6	7.6	9.2	8.3	9.7
KOAX (R)	2.7	4.7	7.1	4.0	3.8
KOSI (BM)	5.2	6.2	5.3	5.0	3.6
KOSI-FM (BM)	7.1	5.9	4.9	5.7	4.8
KRKS(RL)	.8	1.6	1.0	.8	1.1
KTLK (R)	6.0	5.0	5.3	3.8	4.6
KVOD (CL)	2.9	3.3	3.4	4.1	3.2
KWBZ (T)	**	**	1.2	2.2	1.8
KXXK (R)	**	**	**	8.2	6.9

Detroit

DETROIT 5 BOOK TREND TOTAL PERSONS 12+

	O/N'75	J/F'76	A/M'76	J/A'76	O/N'76
CKLW (R)	7.2	5.5	6.3	6.2	5.9
CKLW-FM (C)	.6	1.5	1.6	.9	1.3
WABX (A)	2.2	3.5	2.6	3.0	3.4
WCAR (N)	1.4	1.3	1.6	2.5	2.0
WCHB (B)	2.2	3.3	4.8	4.1	2.8
WDEE (C)	4.6	6.4	4.4	2.8	3.6
WDRQ (R)	4.8	5.3	4.3	4.0	6.5
WGPR (B)	1.5	1.6	1.4	1.9	1.6
WJLB (B)	4.3	2.0	2.8	3.3	3.7
WJR (PA)	15.0	13.3	15.1	19.1	14.4
WJR-FM (BM)	3.2	3.4	3.9	3.4	4.1
WJZZ (B)	1.7	1.4	2.6	3.8	1.5
WMJC (PA)	**	**	4.4	3.4	3.3
WNIC (BM)	1.8	1.4	1.2	1.6	1.7
WNIC-FM (R)	1.7	1.6	.8	2.6	3.6
WOMC (PA)	5.0	5.1	4.5	3.5	4.2
WRIF (A)	5.1	5.4	6.2	6.7	6.4
WWJ (NT)	8.4	8.3	5.1	5.7	7.7
WWJ-FM (BM)	5.7	6.5	5.1	3.8	4.6
WWW (A)	3.6	2.9	2.5	1.9	1.3
WXYZ (R)	5.7	5.7	5.0	4.4	5.5
WHND (O)*	.2	.1	1.8	1.4	1.4



Hit Music Helps Ratings
You Get More Hits More Often From WB



TOP 10 QUARTER HOUR TOP 10 CUME IN HUNDREDS

1	WJR	1	WJR	11484
2	WWJ	2	CKLW	7932
3	WDRQ	3	WWJ	7133
4	WRIF	4	WRIF	6995
5	CKLW	5	WXYZ	6982
6	WXYZ	6	WDRQ	6228
7	WWJ-FM	7	WJR-FM	3967
8	WOMC	8	WWJ-FM	3712
9	WJR-FM	9	WNIC-FM	3646
10	WJLB	10	WABX	3565

18-34 MEN 18-34 WOMEN 18-49 ADULTS TEENS

1	WRIF	1	WMJC	1	WJR	1	WDRQ
2	WDRQ	2	WRIF	2	WRIF	2	WRIF
3	WABX	3	CKLW	3	WDRQ	3	CKLW
4	CKLW	4	WNIC-FM	4	CKLW		
5	WNIC-FM	5	WDRQ	5	WXYZ		

El Paso

EL PASO 5 BOOK TREND TOTAL PERSONS 12+

	O/N'74	A/M'75	O/N'75	A/M'76	O/N'76
KAMA (S)	19.0	16.5	18.3	7.5	13.7
KAMA-FM (S)	**	**	**	3.1	3.7
KELP (R)	7.5	9.2	7.6	6.3	9.7
KEZB (BM)	5.2	5.1	6.2	5.8	3.7
KHEY (C)	8.8	10.7	12.5	11.5	9.9
KINT (R)	2.3	2.2	2.9	2.5	3.9
KINT-FM (R)	4.5	10.3	9.0	10.6	11.6
KISO (C)	4.8	4.5	.6	.4	.5
KLOZ (C)	.5	.6	2.1	1.3	2.6
KPAS (A)	**	**	**	**	2.8
KROD (PA)	3.4	2.8	3.9	1.2	4.8
KSET (PA)	3.4	1.9	3.1	2.1	2.5
KTSM (N)	1.1	1.1	4.9	2.7	5.1
KTSM-FM (R)	2.7	3.6	3.5	4.0	4.2
XEJ (PA)	.9	.4	1.2	5.8	1.8
XEP (S)	.9	.6	.8	**	1.1
XROK (R)	13.3	11.8	7.0	13.4	9.5

TOP 5 QUARTER HOUR TOP 5 CUME IN HUNDREDS

1	KAMA-AM/FM	1	KINT-AM/FM	1041
2	KINT-AM/FM	2	XROK	885
3	KHEY	3	KELP	848
4	KELP	4	KHEY	676
5	XROK	5	KAMA-AM/FM	652

18-34 MEN 18-34 WOMEN

1	KELP	1	KAMA-AM/FM
2	KINT-AM/FM	2	KINT-AM/FM
3	KROD	3	XROK
4	KHEY	4	KTSM-FM
5	KPAS	5	KELP

18-49 ADULTS TEENS

1	KAMA-AM/FM	1	KINT-AM/FM
2	KINT-AM/FM	2	XROK
3	KELP	3	KELP
4	KHEY		
5	XROK		

Eugene

EUGENE-SPRINGFIELD 5 BOOK TREND

TOTAL PERSONS 12+

	O/N'74	A/M'75	O/N'75	A/M'76	O/N'76
KASH (N)	7.2	5.4	6.3	1.4	5.3
KATR (PA)	6.2	4.8	3.5	.7	1.1
KBDF (R)	6.6	10.2	9.0	15.0	16.0
KBMC (RL)	1.3	**	.7	**	1.4
KEED (C)	5.6	11.5	7.3	11.9	9.9
KFMY (BM)	3.6	4.2	2.1	4.5	3.2
KNND (PA)	.7	2.2	2.4	.3	2.5
KORE (PA)	2.0	.6	3.1	2.1	1.1
KPNW (PA)	17.4	12.5	11.5	13.6	13.5
KPNW-FM(BM)	9.2	11.2	9.0	6.6	7.4
KSND (BM)	**	**	2.8	2.8	3.2
KUGN (PA)	22.3	18.2	21.5	22.4	17.0
KZEL (A)	4.9	8.3	5.2	4.2	7.1

TOP 5 QUARTER HOUR TOP 5 CUME IN HUNDREDS

1	KUGN	1	KUGN	834
2	KBDF	2	KBDF	683
3	KPNW	3	KPNW	543
4	KEED	4	KEED	426
5	KPNW-FM	5	KASH	337

18-34 MEN 18-34 WOMEN 18-49 ADULTS TEENS

1	KUGN	1	KBDF	1	KUGN	1	KBDF
2	KZEL	1	KUGN	2	KPNW	2	KEED
3	KPNW	2	KZEL	3	KBDF	3	KUGN
4	KEED	3	KPNW	4	KZEL		
		4	KFMY	5	KEED		
		5	KEED				
		5	KPNW-FM				

Ft. Lauderdale

FT. LAUDERDALE-HOLLYWOOD 5 BOOK TREND

TOTAL PERSONS 12+

	O/N'74	A/M'75	O/N'75	A/M'76	O/N'76
WAVS (N)	2.1	2.6	2.5	2.1	1.4
WAXY (O)	1.5	1.4	2.5	3.2	3.9
WFTL (PA)	4.8	9.7	5.0	7.3	6.1
WGLO (PA)	1.5	5.2	5.5	2.1	4.8
WGMA (C)	4.0	3.1	2.0	2.0	2.2
WHYI (R)	9.4	7.5	9.0	7.8	5.9
WLOD (BM)	1.6	3.9	2.8	2.9	3.1
WRBD (B)	3.5	1.3	3.7	5.4	3.5
WCKO (PA)	2.7	**	2.8	.9	1.2
WSHE (A)	5.9	4.1	5.4	4.0	5.6
WSRF (R)	2.9	.8	1.2	.5	2.1
WAIA (BM) *	2.1	3.1	5.2	3.6	4.9
WGBS (PA) *	5.3	4.0	1.9	4.0	3.2
WINZ (N) *	2.0	1.3	3.7	4.4	4.9
WINZ-FM(A) *	**	**	3.7	2.6	5.3
WIOD (PA) *	9.6	7.0	7.5	5.4	4.6
WLYF (BM) *	17.1	18.9	12.4	15.9	13.1
WMJX (R) *	**	**	1.9	3.1	4.4
WQAM (R) *	5.5	4.5	3.9	3.5	3.9
WTMI (CL) *	1.3	2.3	2.0	1.7	1.3
WWOG (C) *	1.4	1.1	.6	1.2	3.0
WYOR (BM) *	.9	1.3	**	3.2	3.1

TOP 10 CUME IN HUNDREDS TOP 10 QUARTER HOUR

1	WLYF	1766	1	WLYF	
2	WQAM	1458	2	WFTL	
3	WHYI	1319	3	WHYI	
4	WINZ	1226	4	WSHE	
5	WIOD	1202	5	WINZ-FM	
6	WFTL	1194	6	WAIA	
7	WMJX	1115	6	WINZ	
8	WSHE	1032	7	WGLO	
9	WAXY	927	8	WIOD	
10	WGBS	796	9	WAXY	
			10	WQAM	
				10	WMJX

18-34 MEN 18-34 WOMEN 18-49 ADULTS TEENS

1	WINZ-FM	1	WSHE	1	WINZ-FM	1	WHYI
2	WAXY	2	WINZ-FM	2	WSHE	2	WMJX
3	WSHE	3	WAXY	2	WAIA	3	WSHE
4	WQAM	4	WAIA	3	WAXY	4	WQAM
5	WHYI	5	WHYI	4	WHYI		
				5	WQAM		

Ft. Wayne

FT. WAYNE 5 BOOK TREND TOTAL PERSONS 12+

	O/N'74	A/M'75	O/N'75	A/M'76	O/N'76
WCMX (C)	1.0	1.1	1.2	.7	1.3
WFWR (C)	4.8	3.0	4.3	3.3	1.8
WGL (PA)	5.5	5.0	5.9	4.6	4.6
WIFF (N)	.5	1.8	2.1	1.3	2.1
WIFF-FM (N)	.5	.5	.5	.2	1.0
WLYV (C)	4.0	7.1	5.4	4.0	7.5
WMEE (PA)	18.3	18.0	15.6	14.8	14.7
WMEF (PA)	19.5	21.9	17.7	21.7	17.5
WOWO (PA)	22.1	20.1	23.9	25.4	24.8
WPTH (R)	13.8	11.4	12.1	11.1	13.9
WXKE (R)	**	**	**	**	1.3

TOP 5 QUARTER HOUR TOP 5 CUME IN HUNDREDS

1	WOWO	1	WOWO	1507
2	WMEF	2	WMEE	1113
3	WMEE	3	WPTH	835
4	WPTH	4	WMEF	751
5	WLYV	5	WLYV	435

18-34 MEN 18-34 WOMEN 18-49 ADULTS TEENS

1	WOWO	1	WPTH	1	WOWO	1	WMEE
2	WPTH	2	WOWO	2	WPTH	2	WPTH
3	WMEE	3	WMEE	3	WMEE	3	WOWO
4	WMEF	4	WMEF	4	WMEF		
5	WLYV	5	WLYV	5	WLYV		

Fresno

FRESNO 5 BOOK TREND TOTAL PERSONS 12+

O/N'74 A/M'75 O/N'75 A/M'76 O/N'76

KARM (N)	3.6	2.0	3.2	3.1	2.4
KFIG (A)	5.3	7.4	5.8	5.0	3.8
KFRE (PA)	7.0	9.0	8.5	8.4	8.1
KFRY (BM)	**	**	1.7	3.1	2.2
KFYE (A)	5.9	6.3	6.0	5.5	5.0
KGST (S)	7.9	3.9	4.3	3.3	6.2
KKNU (BM)	7.9	13.5	12.5	13.8	13.9
KLIP (B)	1.9	2.2	2.7	2.1	5.2
KMAK (C)	7.9	9.0	7.0	12.8	8.3
KMJ (PA)	11.5	8.3	10.1	9.2	10.0
KMJ-FM (C)	1.1	1.4	.5	1.7	1.5
KXEX (S)	2.3	2.9	4.0	2.1	1.9
KYNO (R)	16.1	14.4	14.0	14.3	12.6
KYNO-FM (A)	**	**	**	4.2	6.9

TOP 5 QUARTER HOUR TOP 5 CUME IN HUNDREDS

1	KKNU	1	KYNO	1161
2	KYNO	2	KFRE	859
3	KMJ	3	KMJ	810
4	KMAK	4	KKNU	782
5	KFRE	5	KMAK	643

18-34 MEN 18-34 WOMEN 18-49 ADULTS TEENS

1	KYNO	1	KYNO	1	KYNO	1	KYNO
2	KFYE	2	KFRE	2	KKNU	2	KYNO-FM
3	KFIG	3	KMAK	3	KMAK	3	KFRE
4	KYNO-FM	4	KFYE	4	KFRE		
5	KMAK	5	KGST	5	KFYE		

Grand Rapids

GRAND RAPIDS 5 BOOK TREND TOTAL PERSONS 12+

O/N'74 A/M'75 O/N'75 A/M'76 O/N'76

WCUZ (C)	7.5	11.1	5.9	6.5	5.8
WFUR (PL)	2.2	1.6	2.8	.7	2.2
WFUR-FM (RL)	4.9	2.9	4.1	3.8	2.6
WGHN (CL)	.7	1.1	.9	.9	2.0
WGRD (R)	4.7	4.6	3.8	2.6	4.2
WGRD-FM (R)	9.2	9.7	6.7	8.5	11.8
WHTC (PA)	1.5	1.1	2.7	2.4	1.6
WJBL (RL)	1.4	1.3	2.8	2.7	1.6
WJBL-FM (PA)	2.2	2.4	1.7	3.3	.4
WJFM (BM)	1.7	1.9	1.4	1.6	2.2
WLAV (R)	5.7	3.4	5.5	3.3	2.9
WLAV-FM (A)	6.1	4.0	8.4	5.7	8.3
WMAX (N)	1.0	.8	1.3	1.1	3.6
WOOD (PA)	15.3	14.9	16.7	18.8	17.4
WOOD-FM(BM)	15.5	12.2	11.7	9.8	14.1
WYON (PA)	1.7	.9	1.3	1.8	1.6
WZZM (R)	7.4	4.9	4.5	6.1	5.5

TOP 5 QUARTER HOUR TOP 5 CUME IN HUNDREDS

1	WOOD	1	WGRD-AM/FM	1731
2	WGRD-AM/FM	2	WOOD	1589
3	WOOD-FM	3	WOOD-FM	1221
4	WLAV-FM	4	WLAV	933
5	WCUZ	5	WLAV-FM	747

For additional copies of this issue, contact your WB promotion representative.



18-34 MEN

- 1 WLAV-FM
- 2 WGRD-AM/FM
- 3 WOOD
- 4 WZZM
- 5 WLAV

18-34 WOMEN

- 1 WGRD-AM/FM
- 2 WOOD-FM
- 3 WLAV-FM
- 4 WOOD
- 5 WZZM

TOP 5 QUARTER HOUR

- 1 KKUA
- 2 KGMB
- 3 KORL
- 4 KHSS
- 5 KIKI

TOP 5 CUME IN HUNDREDS

- 1 KKUA 2182
- 2 KGMB 1972
- 3 KORL 1378
- 4 KIKI 1055
- 5 KHVH 992

Huntington

HUNTINGTON-ASHLAND 5 BOOK TREND TOTAL PERSONS 12+

18-34 MEN

- 1 KKUA
- 2 KQMQ
- 3 KORL
- 4 KIKI
- 5 KHSS

18-34 WOMEN

- 1 KKUA
- 2 KORL
- 3 KIKI
- 4 KGMB
- 5 KHSS

18-49 ADULTS

- 1 KKUA
- 2 KGMB
- 3 KHSS
- 4 KORL
- 5 KQMQ

TEENS

- 1 KKUA
- 2 KORL

O/N'74 A/M'75 O/N'75 A/M'76 O/N'76

WAMX (R)	**	.8	**	4.8	8.7
WCAK (PA)	**	1.6	**	1.3	1.6
WCMI (R)	**	2.5	**	3.2	4.3
WEMM (PA)	**	4.9	**	2.9	4.1
WGNT (PA)	**	19.2	**	17.2	13.7
WHEZ (BM)	**	10.2	**	11.4	8.2
WIRO (PA)	**	4.7	**	4.2	5.0
WITO (C)	**	1.6	**	1.1	1.8
WKEE (PA)	**	10.7	**	12.2	9.6
WKEE-FM(PA)	**	13.2	**	15.3	11.6
WTCR (C)	**	11.5	**	14.0	18.9
WWHY (PA)	**	4.1	**	2.4	2.5

18-49 ADULTS

- 1 WGRD-AM/FM
- 2 WOOD
- 3 WOOD-FM
- 4 WLAV-FM
- 5 WZZM

TEENS

- 1 WGRD-AM/FM
- 2 WZZM
- 3 WLAV-FM

Hartford

HARTFORD-NEW BRITAIN 5 BOOK TREND TOTAL PERSONS 12+

O/N'74 A/M'75 O/N'75 A/M'76 O/N'76

WCCC (A)	1.1	.9	1.2	.9	.8
WCCC-FM (A)	1.5	1.4	1.8	1.7	2.1
WDRC (R)	8.5	8.9	8.7	8.8	9.4
WDRC-FM (R)	3.4	4.8	7.8	6.7	4.4
WEXT (C)	3.2	1.9	2.5	1.8	1.6
WHCN (A)	2.4	2.9	3.3	3.2	2.2
WKND (B)	2.9	2.6	2.0	3.3	2.9
WKSS (B)	7.7	7.6	6.4	7.0	8.0
WPOP (N)	5.2	4.7	2.3	3.3	2.5
WRCH (BM)	5.2	8.9	8.3	9.0	7.9
WRCQ (R)	5.4	4.2	5.3	5.0	4.7
WTIC (PA)	31.1	29.5	26.6	26.6	28.2
WTIC-FM (CL)	2.8	2.8	3.4	4.0	3.3
WWYZ (A)*	1.2	.9	.6	.8	3.8

TOP 5 QUARTER HOUR

- 1 WTIC
- 2 WDRC
- 3 WKSS
- 4 WRCH
- 5 WRCQ

TOP 5 CUME IN HUNDREDS

- 1 WTIC 3334
- 2 WDRC 2253
- 3 WKSS 1386
- 4 WDRC-FM 1113
- 5 WRCH 1086

18-34 MEN

- 1 WTIC
- 2 WDRC
- 2 WWYZ
- 3 WPLR
- 4 WCCC-AM/FM
- 5 WHCN

18-34 WOMEN

- 1 WDRC
- 2 WRCQ
- 3 WRCH
- 4 WDRC-FM
- 4 WTIC
- 5 WWYZ

18-49 ADULTS

- 1 WTIC
- 2 WDRC
- 3 WRCH
- 4 WKSS
- 5 WWYZ

TEENS

- 1 WDRC
- 2 WDRC-FM
- 2 WAQY
- 3 WRCQ

Honolulu

HONOLULU 5 BOOK TREND TOTAL PERSONS 12+

O/N'74 A/M'75 O/N'75 A/M'76 O/N'76

KAHU (C)	3.0	2.8	4.0	1.6	1.7
KCCN (PA)	3.5	3.5	4.9	6.8	4.2
KGMB (PA)	17.4	17.6	15.3	15.5	14.1
KGU (PA)	5.6	3.0	7.1	5.2	4.3
KHSS (BM)	4.6	6.4	7.7	6.8	7.1
KHVH (N)	4.5	3.2	4.2	6.3	5.1
KIKI (A)	4.0	2.5	5.5	3.9	6.1
KIOE (R)	1.9	**	**	3.1	3.6
KISA (PA)	.8	1.7	1.1	.7	3.1
KKUA (R)	14.9	14.9	11.5	12.2	16.4
KOHO (PA)	5.5	4.6	2.2	2.9	4.7
KORL (R)	4.1	7.4	5.6	12.6	8.0
KPOI (BM)	5.6	6.4	2.4	1.6	2.2
KQMQ (A)	**	**	**	5.7	5.0
KUMU (BM)	2.8	4.3	6.7	2.4	4.3
KUMU-FM (BM)	4.0	5.3	5.2	6.0	5.1
KZOO (A)	2.4	2.0	2.4	1.2	1.8

HOUSTON-GALVESTON 5 BOOK TREND TOTAL PERSONS 12+

O/N'74 A/M'75 O/N'75 A/M'76 O/N'76

KAUM (A)	1.1	1.0	3.6	3.3	3.9
KCOH (B)	2.7	2.6	3.4	3.5	2.8
KENR (C)	4.9	7.4	5.3	6.6	3.9
KEYH (N)	**	.5	.8	.9	1.3
KFMK (CL)	**	**	.5	.9	1.0
KGBC (BM)	**	**	**	**	1.0
KHCB (PA)	1.1	.7	.8	1.0	1.1
KIKK (C)	3.9	2.8	3.2	1.8	2.0
KIKK-FM(C)	2.7	2.3	3.9	3.3	4.5
KILT (R)	9.4	5.7	7.2	6.1	7.7
KILT-FM(R)	4.1	3.7	3.4	4.8	4.2
KLEF (CL)	1.2	1.9	2.9	1.8	2.2
KLOL (A)	3.1	3.0	3.1	5.5	3.3
KLYX (N)	2.2	1.8	1.0	.7	1.0
KNUZ (C)	3.0	2.4	3.1	1.4	2.1
KODA (BM)	.9	1.8	1.3	1.5	2.2
KODA-FM(BM)	2.8	4.3	3.4	2.9	3.1
KPRC (PA)	5.4	7.9	5.8	4.8	4.4
KQUE (PA)	4.7	3.2	2.3	3.4	5.1
KRBE (R)	6.2	7.7	6.5	6.3	6.2
KRLY (R)	1.9	1.1	1.7	2.2	4.5
KTRH (N/T)	9.6	7.1	9.6	7.3	7.1
KULF (PA)	4.7	4.3	2.8	2.9	2.9
KXYZ (PA)	4.7	3.2	1.9	4.9	3.0
KYND (BM)	7.0	6.5	8.8	9.5	8.4
KYOK (B)	5.2	8.0	5.6	3.7	4.7

TOP 10 QUARTER HOUR

- 1 KYND
- 2 KILT
- 3 KTRH
- 4 KIKK-AM/FM
- 5 KRBE
- 6 KQUE
- 7 KYOK
- 8 KRLY
- 9 KPRC
- 10 KILT-FM

TOP 10 CUME IN HUNDREDS

- 1 KILT 5151
- 2 KTRH 3586
- 3 KYND 3404
- 4 KRBE 3330
- 5 KPRC 3124
- 6 KIKK-AM/FM 2949
- 7 KULF 2378
- 8 KYOK 2343
- 9 KAUM 2316
- 10 KRLY 2248

18-34 MEN

- 1 KILT
- 2 KILT-FM
- 3 KLOL
- 4 KAUM
- 5 KRBE

18-34 WOMEN

- 1 KILT
- 2 KAUM
- 3 KIKK-AM/FM
- 3 KYND
- 3 KYOK
- 4 KILT-FM
- 5 KLOL

18-49 ADULTS

- 1 KILT
- 2 KYND
- 3 KIKK-AM/FM
- 4 KAUM
- 5 KQUE

TEENS

- 1 KRBE
- 2 KRLY
- 3 KILT

LEGEND

R-Rock, A-AOR, C-Country, PA-Pop/Adult B-Black, Music, O-Oldies, N-News, T-Talk, S-Spanish, CL-Classical, RL-Religious BM-Beautiful

Indianapolis

INDIANAPOLIS 5 BOOK TREND TOTAL PERSONS 12+

O/N'74 A/M'75 O/N'75 A/M'76 O/N'76

WATI (PA)	4.5	3.3	4.8	2.8	5.1
WBRI (RL)	2.2	1.8	2.0	1.8	1.6
WFBQ (A)	2.9	3.2	3.8	4.4	5.3
WFMS (C)	1.1	1.7	1.5	1.4	4.1
WIBC (PA)	14.4	14.4	13.9	13.1	14.2
WIFE (R)	9.7	12.0	7.2	7.6	6.4
WIRE (C)	14.3	15.1	12.9	13.3	11.9
WNAP (R)	6.9	7.4	7.5	8.6	8.3
WNDE (R)	5.8	5.1	7.2	6.7	7.7
WNTS (N)	3.4	2.0	4.0	2.9	3.1
WTLC (B)	7.1	7.8	6.7	10.2	8.5
WXLW (PA)	5.0	5.0	4.1	3.8	3.8
WXTZ (BM)	7.8	9.0	9.8	10.4	13.2

TOP 5 QUARTER HOUR

- 1 WIBC
- 2 WXTZ
- 3 WIRE
- 4 WTLC
- 5 WNAP

TOP 5 CUME IN HUNDREDS

- 1 WIBC 2762
- 2 WNDE 2316
- 3 WIRE 2254
- 4 WIFE 2177
- 5 WXTZ 1881

18-34 MEN

- 1 WNAP
- 2 WNDE
- 3 WFBQ
- 3 WTLC
- 4 WIBC
- 4 WFBQ
- 5 WIFE

18-34 WOMEN

- 1 WIBC
- 2 WNAP
- 3 WNDE
- 3 WTLC
- 4 WFBQ
- 5 WIFE

18-49 ADULTS

- 1 WIBC
- 2 WIRE
- 3 WNAP
- 4 WXTZ
- 5 WTLC

TEENS

- 1 WNDE
- 2 WNAP
- 3 WIFE
- 3 WTLC



Hit Music Helps Ratings
You Get More Hits More Often From WB



Jacksonville

JACKSONVILLE 5 BOOK TREND TOTAL PERSONS 12+

	O/N'74	A/M'75	O/N'75	A/M'76	O/N'76
WAIV (A)	**	**	7.3	5.1	8.3
WAOC (PA)	**	**	**	**	1.2
WAPE (R)	10.9	9.6	8.2	13.9	11.2
WAYR (PA)	.8	2.0	1.4	.8	1.8
WBIX (RL)	1.6	1.7	1.8	1.0	1.3
WCGL (BM)	**	**	3.3	2.3	2.0
WCMG (C)	**	**	**	3.5	5.0
WERD (B)	2.8	2.3	2.3	2.9	2.8
WIVY (R)	6.1	7.6	4.4	6.4	4.9
WJAX (PA)	4.7	4.7	4.0	4.9	3.3
WJAX-FM(PA)	1.5	6.6	3.9	3.6	1.5
WKTZ (BM)	4.9	4.6	5.1	3.5	3.4
WKTZ-FM(BM)	16.4	15.3	12.6	18.8	16.1
WMBR (PA)	4.7	3.7	6.3	4.2	3.7
WOZN (BM)	2.0	2.5	3.1	1.4	1.8
WPDQ (B)	9.9	4.3	9.3	7.0	10.6
WQIK (C)	2.4	3.9	4.1	3.4	5.9
WVOJ (C)	12.4	7.0	9.8	4.2	7.0

TOP 5 QUARTER HOUR

TOP 5 CUME IN HUNDREDS

- WKTZ-FM
- WAPE
- WPDQ
- WAIV
- WVOJ

- WAPE
- WKTZ-FM
- WPDQ
- WVOJ
- WAIV

- 1884
- 1383
- 893
- 839
- 753

18-34 MEN

18-34 WOMEN

18-49 ADULTS

TEENS

- WAIV
- WAPE
- WPDQ
- WQIK
- WKTZ-FM

- WPDQ
- WAPE
- WAIV
- WKTZ-FM
- WQIK

- WKTZ-FM
- WPDQ
- WAPE
- WAIV
- WQIK

- WAPE
- WPDQ
- WAIV
- WIVY

Kansas City

KANSAS CITY 5 BOOK TREND TOTAL PERSONS 12+

	O/N'74	A/M'75	O/N'75	A/M'76	O/N'76
KAYQ (C)	3.3	1.7	1.4	2.1	3.4
KBEA (BM)	1.3	1.2	1.1	1.2	1.0
KBEQ (R)	7.2	8.7	6.6	8.4	9.2
KBIL (C)	2.7	1.1	1.4	1.4	1.3
KCCV (RL)	1.7	.9	1.2	1.2	1.2
KCEZ (BM)	3.3	5.5	5.7	5.9	4.7
KCKN (C)	4.0	3.7	5.5	2.7	4.1
KCKN-FM(C)	3.8	4.0	4.5	5.3	5.4
KCMO (R)	8.1	6.0	8.2	6.3	8.2
KMBR (BM)	9.3	9.6	8.4	9.2	9.5
KMBZ (PA)	12.2	13.1	10.8	13.0	10.9
KPRS (B)	4.6	7.0	7.4	7.5	5.5
KPRT (B)	3.2	3.1	2.2	2.4	1.7
KUDL (N)	2.4	2.4	2.4	3.2	3.2
KWKI (A)	1.2	1.1	1.8	2.1	1.7
KXTR (BM)	2.4	1.7	1.4	.6	1.1
KYY5 (A)	2.9	5.6	4.5	5.8	9.6
WDAF (PA)	6.5	6.5	6.8	6.7	5.1
WHB (R)	11.2	10.3	11.4	6.8	6.8

TOP 10 QUARTER HOUR

TOP 10 CUME IN HUNDREDS

- KMBZ
- KYY5
- KMBR
- KBEQ
- KCMO
- WHB
- KPRS
- KCKN-FM
- WDAF
- KCEZ

- KCMO
- WHB
- KMBZ
- KBEQ
- WDAF
- KMBR
- KYY5
- KUDL
- KCKN
- KPRS

- 3012
- 2789
- 2566
- 2002
- 1801
- 1783
- 1629
- 1182
- 1104
- 996

LEGEND

R-Rock, A-AOR, C-Country, PA-Pop/Adult B-Black, Music, O-Oldies, N-News, T-Talk, S-Spanish, CL-Classical, RL-Religious BM-Beautiful

18-34 MEN	18-34 WOMEN	18-49 ADULTS	TEENS
1 KYYS	1 KBEQ	1 KYYS	1 KBEQ
2 KCMO	2 WHB	2 KMBZ	2 KYYS
3 KPRS	3 KMBZ	3 KMBR	3 KPRS
4 WHB	4 KYYS	4 KCMO	4 WHB
5 KBEQ	5 KMBR	5 WHB	

TOP 10 QUARTER HOUR TOP 10 CUME IN HUNDREDS

18-34 MEN	18-34 WOMEN	18-49 ADULTS	TEENS
1 KABC	1 KHJ	1 KHJ	1 KHJ
2 KBIG	2 KNX	2 KBIG	2 KDAY
3 KHJ	3 KFWS	3 KHJ	3 KIQQ
4 KJOI	4 KABC	4 KLOS	4 KLOS
5 KNX	5 KMPC	5 KJAI	
6 KFWS	6 KRLA		
7 KLOS	7 KBIG		
7 KNX-FM	8 KJOI		
8 KMPC	9 KLOS		
9 KDAY	10 KIQQ		
9 KRLA			
10 KIQQ			

Las Vegas

LAS VEGAS 5 BOOK TREND TOTAL PERSONS 12+

	O/N'74	A/M'75	O/N'75	A/M'76	O/N'76
KBMI (PA)	**	8.8	4.3	6.4	6.2
KDWN (PA)	**	2.4	5.6	8.9	7.9
KENO (R)	**	18.3	14.4	14.3	19.1
KFMS (PA)	**	6.5	7.8	11.1	11.4
KLAV (PA)	**	1.5	3.5	3.2	3.2
KLUC (PA)	**	3.2	3.8	3.4	2.7
KLUC-FM (PA)	**	3.8	5.3	5.9	7.2
KORK (PA)	**	9.1	8.8	5.4	7.4
KORK-FM (BM)	**	13.3	15.7	14.8	11.2
KRAM (C)	**	15.0	10.6	10.3	6.2
KTRI (C)	**	**	2.3	3.2	2.5
KVEG (C)	**	2.4	3.5	1.2	1.0
KVOV (B)	**	4.7	2.5	4.2	3.7
KXTZ (RL)	**	**	3.0	1.5	4.0

TOP 5 QUARTER HOUR

TOP 5 CUME IN HUNDREDS

- KENO
- KFMS
- KORK-FM
- KLUC-AM/FM
- KDWN

- KENO
- KDWN
- KFMS
- KLUC-AM/FM
- KBMI

18-34 MEN

18-34 WOMEN

- KFMS
- KLUC-AM/FM
- KENO
- KDWN
- KVOV

- KENO
- KLUC-AM/FM
- KFMS
- KDWN
- KORK-FM

18-49 ADULTS

TEENS

- KENO
- KFMS
- KLUC-AM/FM
- KDWN
- KORK-FM

- KENO
- KFMS
- KLUC-AM/FM

Los Angeles

LOS ANGELES 5 BOOK TREND TOTAL PERSONS 12+

	O/N'75	J/F'76	A/M'76	J/A'76	O/N'76
KABC (T)	6.9	5.6	8.2	8.8	6.7
KBCA (B)	.7	.9	1.2	1.2	1.2
KBIG (BM)	5.1	6.5	6.4	5.0	5.9
KBRT (BM)	.6	1.1	1.1	.6	1.0
KDAY (B)	4.6	3.4	3.0	2.7	3.3
KEZY (R)	.8	.8	1.2	1.5	1.5
KFAC-FM (CL)	1.2	.8	1.0	.8	1.2
KFI (PA)	3.8	3.2	2.8	3.1	2.9
KFWB (N)	4.1	3.4	4.0	3.3	3.9
KGFJ (B)	1.4	1.4	1.4	.8	1.2
KHJ (R)	5.4	6.0	5.4	5.9	5.3
KIIS (PA)	1.2	1.1	1.0	1.5	1.4
KIIS-FM (PA)	1.5	1.8	1.0	2.5	1.8
KIQQ (R)	2.7	2.9	1.8	3.1	3.2
KJOI (BM)	5.3	4.6	4.8	5.4	4.9
KLAC (C)	2.9	3.2	3.7	3.1	2.3
KLOS (A)	3.5	3.9	3.7	3.2	3.8
KLVE (S)	2.5	3.0	2.1	2.5	1.2
KMET (A)	1.5	1.9	2.1	2.1	2.7
KMPC (PA)	4.4	3.0	4.1	3.6	3.6
KNOB (PA)	.7	.8	.8	.7	1.0
KNX (N)	3.9	4.3	4.4	4.2	4.8
KNX-FM (A)	3.3	2.7	3.2	3.0	3.8
KOST (BM)	1.7	2.4	1.9	2.3	2.4
KPOL (BM)	2.0	3.0	2.3	1.6	2.4
KPOL-FM (BM)	1.4	1.9	1.1	1.3	1.6
KRLA (O)	1.0	1.2	2.8	3.4	3.3
KRTH (O)	2.4	3.3	2.3	2.1	1.9
KUTE (B)	1.1	1.2	1.4	1.3	1.3
KWKW (S)	1.6	.6	.8	1.1	1.0
KWST (A)	1.1	.9	1.6	1.6	1.7
XTRA (BM)	1.1	1.2	.8	1.3	1.0

TOP 5 QUARTER HOUR

TOP 5 CUME IN HUNDREDS

- WLRS
- WHAS
- WKLO
- WAVE
- WAKY

- WKLO
- WHAS
- WAKY
- WAVE
- WLRS

18-34 MEN

18-34 WOMEN

18-49 ADULTS

TEENS

- WLRS
- WAKY
- WKLO
- WQHI
- WHAS

- WKLO
- WLRS
- WAKY
- WQHI
- WHAS

- WLRS
- WKLO
- WHAS
- WAKY
- WINN

- WLRS
- WAKY
- WKLO
- WQHI

Memphis

MEMPHIS 5 BOOK TREND TOTAL PERSONS 12+

	O/N'74	A/M'75	O/N'75	A/M'76	O/N'76
KSUD (RL)	2.0	1.5	1.4	2.0	2.0
KWAM (C)	3.1	3.6	2.6	4.7	2.6
WDIA (B)	11.3	12.1	15.5	18.1	16.4
WEZI (BM)	6.3	8.5	9.3	11.1	10.1
WHBQ (R)	10.3	9.8	6.1	6.3	10.7
WLOK (B)	8.6	5.2	9.7	6.6	6.2
WMC (C)	14.3	11.3	10.4	11.4	14.0
WMC-FM (R)	8.1	11.0	9.5	7.8	7.9
WMPS (R)	11.0	15.7	11.9	10.7	5.1
WHRK (R)	**	**	**	**	1.8
WQUD (PA)	**	3.3	4.7	5.2	4.1
WREC (PA)	7.9	6.2	5.5	4.2	7.1
WWEE (T)	4.0	2.7	3.1	2.2	3.6
WZXR (C)	**	**	**	1.2	1.8

TOP 5 QUARTER HOUR

TOP 5 CUME IN HUNDREDS

- WDIA
- WMC
- WHBQ
- WEZI
- WMC-FM

- WHBQ
- WDIA
- WMC
- WMPS
- WMC-FM



Hit Music Helps Ratings

You Get More Hits More Often From WB



18-34 MEN 18-34 WOMEN 18-49 ADULTS TEENS

1 WDIA	1 WDIA	1 WDIA	1 WHBQ
2 WMC-FM	2 WHBQ	2 WMC	2 WMC-FM
3 WHBQ	3 WMC-FM	3 WHBQ	3 WDIA
4 WMC	3 WQUD	4 WMC-FM	4 WMPS
5 WREC	4 WLOK	5 WLOK	
	5 WMC		

Miami

MIAMI 5 BOOK TREND TOTAL PERSONS 12+

	O/N'74	A/M'75	O/N'75	A/M'76	O/N'76
WAIA (BM)	1.3	1.5	1.8	1.9	1.7
WCMQ (S)	1.8	5.5	4.8	3.4	3.0
WCMQ-FM(S)	1.7	5.7	3.5	5.9	3.1
WEDR (B)	.7	2.9	2.3	3.3	3.9
WFAB (S)	5.0	2.1	3.3	.8	3.5
WFUN (BM)	2.4	1.5	2.2	1.0	1.2
WGBS (PA)	4.2	3.4	3.2	3.8	3.7
WINZ (N)	1.7	.5	3.5	3.7	4.8
WINZ-FM(A)	**	.7	1.9	2.0	3.8
WIOD (PA)	7.7	6.0	4.8	3.4	4.2
WKAT (T)	3.2	3.5	2.6	2.8	3.1
WLYF (BM)	6.3	4.8	4.8	6.5	6.1
WMBM (B)	5.1	2.7	4.7	3.4	1.8
WMJX (R)	**	**	2.0	2.2	5.9
WOCN (PA)	2.0	1.1	1.3	1.4	2.3
WQAM (R)	4.6	5.4	6.5	5.5	4.4
WQBA (S)	12.6	14.5	16.1	15.7	14.4
WTMI (CL)	1.5	3.3	2.0	1.4	1.8
WVCG (PA)	5.2	5.7	4.2	5.3	2.8
WWOK (C)	4.9	3.8	3.7	2.5	2.6
WYOR (BM)	3.0	3.2	3.6	4.3	5.2
WAXY (O)*	1.5	2.2	2.2	1.5	2.2
WHYI (R)*	8.7	6.2	5.3	6.7	6.0
WSHE (A)*	3.2	3.6	2.2	3.0	1.6

TOP 10 QUARTER HOUR TOP 10 CUME IN HUNDREDS

1	2	3	4	5	6	7	8	9	10
WQBA	WQBA	2282							
WLYF	WMJX	2037							
WHYI	WQAM	2020							
WMJX	WHYI	2005							
WYOR	WIOD	1709							
WINZ	WINZ	1607							
WQAM	WGBS	1418							
WIOD	WLYF	1261							
WEDR	WYDR	1012							
WINZ-FM	WKAT	1001							

18-34 MEN 18-34 WOMEN 18-49 ADULTS TEENS

1 WINZ-FM	1 WQBA	1 WQBA	1 WMJX
2 WHYI	2 WHYI	2 WHYI	2 WHYI
3 WEDR	3 WMJX	3 WINZ-FM	3 WEDR
4 WAXY	4 WEDR	4 WMJX	4 WQAM
5 WQAM	5 WQAM	5 WEDR	

Milwaukee

MILWAUKEE 5 BOOK TREND TOTAL PERSONS 12+

	O/N'74	A/M'75	O/N'75	A/M'76	O/N'76
WAWA (B)	3.1	2.3	3.1	3.0	2.1
WAWA-FM (B)	.8	.7	.8	.7	1.0
WBCS (C)	1.8	2.6	2.9	3.4	5.2
WBKV-FM(BM)	1.0	.9	1.4	1.4	1.6
WEMP (C)	7.8	6.7	6.4	3.0	4.6
WEZW (BM)	9.4	11.3	10.7	11.8	8.2
WFMR (CL)	3.1	2.9	2.5	1.1	3.4
WISN (PA)	9.9	8.5	8.0	7.8	8.0
WISN-FM(BM)	3.0	3.1	4.4	4.5	4.9
WKTI (R)	**	4.2	3.5	3.7	3.2
WNOV (PA)	1.5	.9	1.7	.9	1.1
WNUW (BM)	1.7	1.4	1.6	1.6	2.6
WOKY (R)	10.8	10.8	10.5	9.7	8.3
WQFM (A)	1.8	1.7	3.4	5.5	5.2
WRIT (N)	5.5	4.4	1.2	1.9	2.6
WTKM (PA)	**	**	**	**	.4
WTKM-FM(PA)	**	**	**	**	.6
WTMJ (PA)	14.5	16.5	12.0	18.1	14.3
WYLO (PA)	2.5	.9	2.7	1.0	1.6
WZMF (A)	3.4	1.8	3.3	3.4	2.6
WZUU (R)	1.7	1.8	2.1	1.5	1.6
WZUU-FM (R)	4.0	4.6	5.3	4.0	6.9

TOP 10 QUARTER HOUR TOP 10 CUME IN HUNDREDS

1 WTMJ	1 WTMJ	3871
2 WZUU-AM/FM	2 WOKY	3481
3 WOKY	3 WISN	3016
4 WEZW	4 WZUU-AM/FM	2990
5 WISN	5 WEZW	2390
6 WBCS	6 WEMP	1730
6 WQFM	7 WISN-FM	1453
7 WISN-FM	8 WKTI	1381
8 WEMP	9 WQFM	1358
9 WFMR	10 WBCS	1226
10 WKTI		

18-34 MEN

1 WQFM
2 WZUU-AM/FM
3 WOKY
4 WTMJ
5 WKTI

18-34 WOMEN

1 WZUU-AM/FM
2 WOKY
3 WQFM
4 WTMJ
5 WEZW

18-49 ADULTS

1 WTMJ
2 WZUU-AM/FM
3 WOKY
4 WQFM
5 WEZW

TEENS

1 WZUU-AM/FM
2 WOKY
3 WKTI
4 WQFM

Minneapolis

MINNEAPOLIS-ST. PAUL 5 BOOK TREND TOTAL PERSONS 12+

	O/N'75	J/F'76	A/M'76	J/A'76	O/N'76
KDWB (R)	6.7	**	7.2	**	5.9
KDWB-FM (R)	**	**	**	**	2.4
KEEY (BM)	2.2	**	2.5	**	1.6
KEEY-FM(BM)	5.4	**	5.7	**	5.4
KFMX (PA)	1.6	**	3.1	**	1.3
KQRS (A)	.9	**	1.0	**	.8
KQRS-FM (A)	2.3	**	3.8	**	3.9
KRSI (C)	3.4	**	2.3	**	2.2
KSTP (R)	6.2	**	5.7	**	6.2
KSTP-FM(BM)	3.5	**	3.5	**	5.0
KTCR-FM (C)	1.8	**	2.3	**	1.2
WAYL (BM)	**	**	**	**	1.4
WAYL-FM(BM)	6.0	**	5.4	**	5.7
WCCO (PA)	28.4	**	27.7	**	30.8
WCCO-FM(PA)	3.9	**	5.4	**	6.4
WDGY (R)	3.9	**	4.4	**	3.5
WLOR (C)	1.4	**	1.5	**	1.4
WLOR-FM (BM)	1.2	**	.9	**	1.5
WWTC (N)	1.4	**	1.6	**	2.1

TOP 10 QUARTER HOUR TOP 10 CUME IN HUNDREDS

1 WCCO	1 WCCO	8980
2 KDWB-AM/FM	2 KDWB-AM/FM	4409
3 WAYL-AM/FM	3 KSTP	3799
4 WCCO-FM	4 WAYL-AM/FM	2898
5 KSTP	5 WDGY	2731
6 KEEY-FM	6 WCCO-FM	2272
7 KQRS-AM/FM	7 KEEY-FM	2024
8 KSTP-FM	8 KQRS-AM/FM	1718
9 WDGY	9 KSTP-FM	1576
10 KRSI	10 KRSI	1502

18-34 MEN

1 KQRS-AM/FM
2 KSTP
3 KDWB-AM/FM
4 WCCO-FM
5 WCCO

18-34 WOMEN

1 WCCO-FM
2 WCCO
3 KDWB-AM/FM
4 KSTP
5 KSTP-FM

18-49 ADULTS

1 WCCO
2 KSTP-FM
3 WCCO-FM
4 KSTP
5 KDWB-AM/FM

TEENS

1 KDWB-AM/FM
2 KSTP
3 WDGY

LEGEND

R-Rock, A-AOR, C-Country, PA-Pop/Adult B-Black, Music, O-Oldies, N-News, T-Talk, S-Spanish, CL-Classical, RL-Religious BM-Beautiful

Nashville

NASHVILLE-DAVIDSON 5 BOOK TREND TOTAL PERSONS 12+

	O/N'74	A/M'75	O/N'75	A/M'76	O/N'76
WAMB (BM)	**	**	1.8	5.1	4.1
WBYO (R)	4.4	6.5	5.6	5.0	5.4
WDBL (BM)	1.1	1.6	**	1.1	.4
WDBL-FM (BM)	.5	.1	**	.4	.7
WDKN (RL)	1.5	.1	.1	.7	.5
WDKN-FM(RL)	.5	.9	.5	.4	.6
WENO (C)	2.2	1.5	1.3	1.4	1.2
WGNS (R)	1.7	.6	1.7	1.4	1.6
WHIN-FM(PA)	1.0	2.4	3.0	1.3	1.2
WKDA (C)	2.9	3.1	3.6	3.1	5.5
WKDA-FM (A)	6.1	6.0	7.4	6.7	6.7
WLAC (R)	7.2	11.1	10.7	9.3	10.5
WLAC-FM(BM)	7.5	6.4	5.7	4.9	7.8
WMAK (R)	10.0	10.3	8.7	9.0	5.9
WSIX (PA)	7.2	4.9	5.6	4.8	3.1
WSIX-FM (C)	7.9	10.3	4.8	11.4	10.0
WSM (PA/C)	13.6	11.8	11.5	8.2	8.7
WSM-FM (PA)	5.5	4.7	5.6	5.7	6.5
WVOL (B)	8.1	6.5	7.0	6.2	5.6
WVGM (RL)	.5	1.6	2.2	1.4	1.3
WZEZ (BM)	**	**	**	3.4	5.0

TOP 10 QUARTER HOUR TOP 10 CUME IN HUNDREDS

1 WLAC	1 WLAC	1933
2 WSIX-FM	2 WSM	1881
3 WSM	3 WSIX-FM	1054
4 WLAC-FM	4 WMAK	1026
5 WKDA-FM	5 WSM-FM	835
6 WSM-FM	6 WKDA-FM	803
7 WMAK	7 WKDA	790
8 WVOL	8 WVOL	780
9 WKDA	9 WSIX	744
10 WBYO	10 WLAC-FM	728

18-34 MEN 18-34 WOMEN 18-49 ADULTS TEENS

1 WBYO	1 WSM-FM	1 WLAC-FM	1 WLAC
2 WKDA-FM	2 WLAC	2 WLAC	2 WKDA-FM
3 WLAC-FM	2 WMAK	3 WSM-FM	3 WMAK
4 WVOL	3 WKDA-FM	4 WBYO	
5 WLAC	3 WLAC-FM	4 WKDA-FM	
5 WSM-FM	4 WVOL	4 WSIX-FM	
	5 WBYO	5 WMAK	

New Haven

NEW HAVEN-WEST HAVEN 5 BOOK TREND

TOTAL PERSONS 12+

	O/N'74	A/M'75	O/N'75	A/M'76	O/N'76
WAVZ (R)	8.8	10.3	10.1	10.3	8.9
WCDQ (R)	3.5	2.6	1.4	2.3	1.8
WELI (PA)	21.7	19.7	19.6	19.8	24.1
WKCI (BM)	8.3	7.9	6.3	8.1	8.2
WNHC (PA)	4.8	3.0	3.9	3.3	2.7
WPLR (A)	7.1	6.2	5.8	9.1	6.6
WDRC-FM (R)*	5.1	6.4	6.3	8.8	4.3
WKSS (BM)*	3.9	4.9	7.2	5.4	5.5
WTIC (PA)*	2.1	3.8	3.2	3.2	3.2
WVYZ (A)	.4	2.1	.5	.5	4.6
WCBS (N)*	4.9	6.0	5.1	3.7	4.8

TOP 5 QUARTER HOUR TOP 5 CUME IN HUNDREDS

1 WELI	1 WELI	1438
2 WAVZ	2 WAVZ	851
3 WKCI	3 WKCI	673
4 WPLR	4 WCBS	636
5 WKSS	5 WNHC	523

18-34 MEN 18-34 WOMEN 18-49 ADULTS TEENS

1 WPLR	1 WAVZ	1 WELI	1 WAVZ
2 WAVZ	2 WVYZ	2 WAVZ	2 WPLR
2 WDRC-FM	3 WELI	3 WPLR	2 WDRC-FM
2 WRDQ	4 WNHC	4 WCKI	
2 WVYZ	4 WPLR	4 WVYZ	
3 WCBS	4 WDRC-FM	5 WKSS	
4 WELI	5 WNBC		
4 WKCI			
4 WNBC			
5 WNHC			
5 WDRC			

Hit Music Helps Ratings

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New Orleans

NEW ORLEANS 5 BOOK TREND TOTAL PERSONS 12+

	O/N'74	A/M'75	O/N'75	A/M'76	O/N'76
WBOK (B)	4.9	5.2	3.9	8.3	4.1
WBYU (BM)	8.1	8.7	7.7	8.4	8.6
WEZB (BM)	3.5	3.9	2.6	4.2	5.7
WGSO (PA)	6.2	3.8	6.0	5.3	9.0
WNNR (B)	2.6	2.8	2.8	4.0	2.3
WNOE (R)	8.5	7.5	8.0	6.7	7.1
WNOE-FM (A)	5.0	4.9	7.8	6.8	6.5
WQUE (PA)	1.8	3.8	2.6	3.8	5.1
WRNO (A)	2.0	2.6	1.7	6.1	4.8
WSHO (C)	3.2	4.7	2.7	2.8	3.0
WSMB (PA)	11.3	10.2	10.7	10.3	10.5
WTIX (R)	10.5	9.9	9.5	6.2	6.0
WVOG (RL)	1.9	1.0	2.0	1.5	1.2
WWL (PA)	7.6	8.0	8.2	4.9	8.3
WWL-FM (BM)	2.1	3.5	3.1	1.8	3.7
WXEL (B)	5.8	4.9	4.2	6.2	3.4
WYLD (B)	8.8	6.8	8.4	5.4	3.9
WYLD-FM (B)	**	.4	.6	.8	1.0

TOP 10 QUARTER HOUR TOP 10 CUME IN HUNDREDS

1 WSMB	2107
2 WGSO	2051
3 WBYU	1816
4 WWL	1717
5 WNOE	1585
6 WNOE-FM	1456
7 WTIX	1393
8 WEZB	1196
9 WQUE	969
10 WRNO	919

18-34 MEN	18-34 WOMEN
1 WNOE-FM	1 WNOE-FM
2 WGSO	1 WQUE
3 WRNO	2 WNOE
4 WQUE	3 WRNO
4 WWL	3 WTIX
5 WNOE	4 WBYU
	5 WNNR

18-49 ADULTS	TEENS
1 WGSO	1 WNOE
2 WWL	2 WNOE-FM
3 WNOE	3 WQUE
4 WBYU	4 WBOK
5 WNOE	5 WRNO
	5 WTIX
	5 WXEL

New York

NEW YORK 5 BOOK TREND TOTAL PERSONS 12+

	O/N'75	J/F'76	A/M'76	J/A'76	O/N'76
WABC (R)	8.2	6.8	9.1	8.8	7.8
WADO (S)	2.4	2.5	3.3	3.3	2.6
WBLS (B)	5.2	3.3	5.0	5.8	5.5
WCBS (N)	4.7	4.9	4.8	5.1	5.5
WCBS-FM (O)	2.6	3.4	3.0	2.4	3.3
WHN (C)	3.1	3.6	2.8	3.1	3.9
WINS (N)	5.1	6.1	4.2	4.3	5.7
WJIT (S)	**	**	1.2	2.2	1.5
WKTU (A)	1.5	1.6	1.5	1.8	2.4
WMCA (T)	2.9	3.4	3.5	3.7	3.0
WNBC (PA)	2.8	2.8	2.3	2.0	1.9
WNCN (PA)	.7	1.4	.6	.8	1.2
WNEW (PA)	3.3	3.3	3.2	2.8	2.7
WNEW-FM (A)	2.2	2.7	2.3	2.4	2.0
WOR (PA)	7.3	7.9	8.1	7.1	7.4
WPAT (BM)	3.7	3.4	3.1	3.4	3.0
WPAT-FM (BM)	2.3	2.5	2.7	3.3	2.9
WPIX (R)	1.8	1.8	2.4	1.8	1.6
WPLJ (A)	3.3	3.2	3.9	3.7	3.9
WQXR (CL)	.3	.7	.5	.5	.5
WQXR-FM(CL)	1.2	1.6	1.5	1.2	1.8
WRFM (BM)	5.0	5.7	5.0	3.9	4.8
WTFM (PA)	2.2	2.4	1.8	1.9	1.6
WVNJ-FM(BM)	2.3	1.2	2.3	2.1	2.0
WWRL (B)	2.8	2.2	2.3	2.5	1.8
WXLO (R)	3.6	3.0	3.3	3.1	2.9

TOP 10 QUARTER HOUR

1 WABC	35808
2 WOR	23704
3 WINS	23387
4 WBLS	21764
4 WCBS	15426
5 WRFM	14993
6 WHN	12806
6 WPLJ	12769
7 WCBS-FM	12452
8 WNBC	12203
9 WHN	
10 WBLS	

TOP 10 CUME IN HUNDREDS

18-34 MEN	18-34 WOMEN	18-49 ADULTS	TEENS
1 WBLS	1 WBLS	1 WABC	1 WABC
2 WPLJ	2 WABC	2 WBLS	2 WPLJ
3 WABC	3 WKTU	3 WCBS-FM	3 WXLO
4 WCBS-FM	4 WCBS-FM	4 WHN	4 WBLS
5 WNEW-FM	5 WPLJ	5 WCBS	

Norfolk

NORFOLK-PORTSMOUTH-NEWPORT NEWS-HAMPTON 5 BOOK TREND TOTAL PERSONS 12+

	O/N'74	A/M'75	O/N'75	A/M'76	O/N'76
WBCI (PA)	1.1	1.8	1.5	.7	2.3
WCMS (PA)	4.8	3.1	3.2	2.5	2.6
WCMS-FM(PA)	6.9	6.7	7.7	10.4	7.7
WCPK (PA)	2.0	3.5	2.4	2.3	2.0
WFDG-FM(PA)	7.2	5.8	6.7	7.1	7.3
WGH (R)	9.2	7.3	7.9	6.6	7.2
WGH-FM (CL)	1.6	1.6	1.9	2.0	1.7
WKEZ (PA)	**	**	**	5.2	7.6
WKLX (N)	.9	3.4	1.1	2.0	1.2
WNOR (R)	3.0	3.3	3.7	3.7	3.6
WNOR-FM (A)	2.9	4.1	4.5	6.3	9.2
WOWI (PA)	2.4	1.9	3.2	3.8	3.2
WPCE (PA)	**	**	8.3	4.1	2.6
WQRK (R)	3.2	5.2	3.8	6.7	5.8
WRAP (R)	17.2	11.0	8.4	5.1	9.2
WTAR (PA)	10.5	9.8	10.8	9.3	8.9
WVAB (BM)	**	**	**	**	1.7
WVEC (PA)	2.8	2.2	1.5	2.3	1.4
WVHR (T)	.6	1.0	.4	**	1.6
WXRI (R)	2.2	1.6	1.2	2.6	1.6
WZAM (CL)	**	**	**	2.1	2.0
WZAM (R)*	3.7	3.3	3.7	4.6	3.1

TOP 5 QUARTER HOUR

1 WNOR-FM	1586
1 WRAP	1539
2 WTAR	1441
3 WCMS-FM	
4 WKEZ	
5 WFOG-FM	

18-34 MEN	18-34 WOMEN
1 WNOR-FM	1 WRAP
2 WGH	2 WQRK
3 WQRK	3 WNOR-FM
4 WTAR	4 WTAR
5 WRAP	5 WKEZ

18-49 ADULTS	TEENS
1 WNOR-FM	1 WRAP
2 WRAP	2 WGH
3 WTAR	2 WNOR-FM
4 WKEZ	3 WQRK
5 WCMS-FM	4 WNOR

LEGEND

R-Rock, A-AOR, C-Country, PA-Pop/Adult B-Black, Music, O-Oldies, N-News, T-Talk, S-Spanish, CL-Classical, RL-Religious BM-Beautiful

Oklahoma City

OKLAHOMA CITY 5 BOOK TREND TOTAL PERSONS 12+

	O/N'74	A/M'75	O/N'75	A/M'76	O/N'76
KAEZ (BM)	**	**	**	**	1.4
KAFG (PA)	2.8	2.4	3.5	3.0	1.4
KEBC (C)	4.9	6.3	4.2	6.8	7.4
KFJL (B)	1.7	1.5	1.6	3.0	2.0
KFNB (BM)	1.1	2.3	3.8	7.9	4.8
KGFF (PA)	.7	.6	.7	1.2	1.1
KGOY (PA)	.6	**	1.0	1.0	1.4
KJAK (A)	1.3	**	**	.3	8.3
KKNG (BM)	10.3	11.4	10.2	8.4	9.1
KLPR (C)	1.7	1.7	2.2	3.1	2.1
KNOR (R)	1.0	1.3	1.9	2.4	1.0
KOCY (PA)	2.9	1.9	2.2	2.6	2.0
KOFM (R)	3.9	6.2	3.0	5.8	4.1
KOMA (R)	9.6	7.5	5.3	6.5	9.8
KOMA (PA)	23.9	14.8	17.4	16.4	15.7
KWHP (R)	1.9	4.1	2.1	2.5	1.7
KXXY (R)	4.6	8.3	7.4	4.8	4.2
WKY (R)	13.6	14.2	16.7	15.5	13.6
WNAD (C)	3.6	3.4	5.1	1.3	2.9

TOP 5 QUARTER HOUR

1 KTOK	2441
2 WKY	2192
3 KOMA	1882
4 KKNG	1091
5 KJAK	852

TOP 5 CUME IN HUNDREDS

18-34 MEN	18-34 WOMEN	18-49 ADULTS	TEENS
1 KJAK	1 WKY	1 KJAK	1 KOMA
2 KOMA	2 KOMA	2 WKY	1 WKY
3 WKY	3 KJAK	3 KTOK	2 KXXY
4 KTOK	4 KEBC	4 KEBC	
5 KEBC	5 KKNG	5 KOMA	

Omaha

OMAHA-COUNCIL BLUFFS 5 BOOK TREND TOTAL PERSONS 12+

	O/N'74	A/M'75	O/N'75	A/M'76	O/N'76
KEZO (BM)	10.0	9.7	8.7	8.9	10.6
KFAB (PA)	24.5	24.5	27.7	27.6	26.9
KGOR (R)	7.6	8.8	9.0	10.6	10.3
KLNG (N)	6.2	7.6	4.0	4.5	5.4
KOOO (C)	3.9	5.2	3.5	3.1	2.3
KOOO-FM (C)	4.7	3.1	2.9	1.8	3.1
KDWH (B)	2.0	.9	.5	.7	1.3
KDWH-FM (B)	1.2	1.6	1.2	1.2	3.1
KQKQ (A)	3.6	2.9	5.9	6.0	5.6
KRCB (R)	1.7	.8	1.6	.9	2.3
WOW (R)	18.1	15.2	18.2	17.9	22.7

TOP 5 QUARTER HOUR

1 KFAB	2588
2 WOW	2459
3 KEZO	1246
4 KGOR	941
5 KQKQ	706

TOP 5 CUME IN HUNDREDS

18-34 MEN	18-34 WOMEN
1 WOW	1 WOW
2 KGOR	2 KGOR
3 KQKQ	3 KQKQ
4 KFAB	4 KFAB
5 KOWH-FM	5 KEZO

18-49 ADULTS

1 WOW	1 WOW
2 KFAB	2 KGOR
3 KGOR	
4 KEZO	
5 KQKQ	

TEENS

1 WOW	1 WOW
2 KGOR	2 KGOR

For additional copies of this issue, contact your WB promotion representative.



Orlando

ORLANDO 5 BOOK TREND TOTAL PERSONS 12+

	O/N'74	A/M'75	O/N'75	A/M'76	O/N'76
WBJW (R)	7.6	7.1	9.1	11.3	16.5
WDBO (PA)	14.0	16.6	12.8	14.2	11.7
WDBO-FM(BM)	11.3	11.9	11.4	13.0	12.1
WDIZ (A)	3.0	2.8	5.1	5.4	3.4
WFIV (C)	1.0	1.5	**	2.4	1.0
WHOO (C)	6.4	9.1	10.1	10.4	7.3
WHOO-FM(BM)	7.7	8.4	8.2	6.6	6.4
WKIS (PA)	6.0	5.2	5.1	4.5	6.9
WLOF (R)	11.8	11.4	7.8	7.4	9.3
WLOQ (BM)	2.9	2.5	1.6	.9	1.0
WNBE (N)	**	**	1.3	1.6	1.4
WOKB (B)	8.5	3.6	5.8	3.8	8.6
WORL (B)	1.6	3.9	2.6	3.0	2.8
WTLN (RL)	**	**	1.3	.7	.2
WTLN-FM(RL)	.4	**	2.8	.4	.9
WORJ (A)*	4.7	5.5	6.5	5.4	2.9

TOP 5 QUARTER HOUR TOP 5 CUME IN HUNDREDS

1 WBJW	1 WDBO	1571
2 WDBO-FM	2 WLOF	1499
3 WDBO	3 WBJW	1484
4 WLOF	4 WDBO-FM	1140
5 WOKB	5 WKIS	1098

18-34 MEN	18-34 WOMEN	18-49 ADULTS	TEENS
1 WBJW	1 WBJW	1 WBJW	1 WBJW
2 WLOF	2 WLOF	2 WLOF	2 WLOF
3 WORJ	3 WDBO-FM	3 WDBO-FM	3 WORL
4 WKIS	4 WKIS	4 WKIS	
5 WDBO	5 WDIZ	5 WDBO	

Phoenix

PHOENIX 5 BOOK TREND TOTAL PERSONS 12+

	O/N'74	A/M'75	O/N'75	A/M'76	O/N'76
KBBC (R)	4.0	4.8	3.7	5.4	6.1
KBUZ (BM)	1.9	1.5	1.5	1.1	.8
KBUZ-FM(BM)	2.4	2.7	2.9	2.4	2.5
KDKB (A)	1.6	1.7	1.4	.8	1.4
KDKB-FM (A)	5.2	3.8	5.9	4.9	5.6
KHEP-FM (RL)	.9	1.3	1.5	1.3	1.0
KJJJ (C)	5.5	6.0	4.9	5.8	7.6
KMEO (BM)	2.2	1.5	1.5	1.3	1.5
KMEO-FM(BM)	6.3	6.0	7.3	6.9	6.8
KNIX (C)	**	**	**	4.1	1.6
KNIX-FM (C)	2.8	3.2	4.5	5.3	4.8
KOOL (PA)	7.1	7.1	5.6	5.4	7.4
KOOL-FM (O)	3.8	4.6	4.2	4.7	3.7
KOY (PA)	7.9	8.6	9.3	7.9	7.7
KPHX (S)	.9	3.4	2.3	2.2	1.1
KRFM (BM)	6.5	6.7	7.7	11.1	10.0
KRIZ (R)	7.5	9.3	4.9	4.0	4.7
KTAR (N)	7.5	6.4	5.3	6.5	6.0
KUPD (R)	2.9	2.1	4.8	4.3	3.9
KUPD-FM (R)	1.9	1.4	4.0	3.1	7.9

TOP 10 QUARTER HOUR TOP 10 CUME IN HUNDREDS

1 KUPD-AM/FM	3071
2 KRFM	2096
3 KMEO-AM/FM	1960
4 KOY	1816
5 KJJJ	1781
6 KOOL	1668
7 KDKB-AM/FM	1591
8 KNIX-AM/FM	1516
9 KBBC	1441
10 KTAR	1190

18-34 MEN

1 KDKB-AM/FM
2 KUPD-AM/FM
3 KBBC
4 KOY
5 KJJJ

18-34 WOMEN

1 KUPD-AM/FM
2 KOY
3 KDKB-AM/FM
4 KOOL
5 KNIX-AM/FM

18-49 ADULTS

1 KUPD-AM/FM
2 KOY
3 KDKB-AM/FM
4 KJJJ
5 KNIX-AM/FM

TEENS

1 KUPD-AM/FM
2 KRIZ
3 KBBC
4 KDKB-AM/FM

Pittsburgh

PITTSBURGH 5 BOOK TREND TOTAL PERSONS 12+

	O/N'74	A/M'75	O/N'75	A/M'76	O/N'76
KDKA (PA)	21.6	25.5	20.7	25.8	22.6
KDKA-FM(PA)	2.6	1.7	1.4	1.6	1.8
KOV (N)	2.7	1.2	1.3	1.5	3.0
WAMO (B)	1.2	3.3	1.3	1.1	1.1
WAMO-FM (B)	1.7	.7	2.2	3.4	2.8
WDVE (A)	4.7	5.3	5.4	6.8	5.7
WECP (C)	5.3	3.0	7.0	4.1	3.5
WECP-FM (C)	1.7	1.3	1.9	1.3	2.2
WHJB (PA)	1.0	1.5	.9	1.3	1.1
WIXZ (C)	.8	.7	1.8	2.1	1.0
WJOI (BM)	**	**	3.8	3.8	4.5
WKTO (R)	8.8	8.3	6.6	6.1	4.7
WLOA (BM)	.8	1.0	.7	.2	.4
WLOA-FM(BM)	1.3	.9	1.1	.6	.9
WMBA (PA)	**	.4	.6	.5	1.0
WNUF (PA)	-6	1.0	1.7	1.0	1.0
WPEZ (R)	4.5	4.4	5.6	5.7	5.0
WSHH (BM)	5.3	6.7	7.7	6.3	7.5
WTAE (PA)	4.7	6.1	4.9	5.0	9.0
WTAE-FM (R)	1.3	1.2	2.3	1.5	2.8
WWSW (PA)	7.2	7.4	5.6	7.3	5.5
WYDD (A)	1.8	1.4	2.7	1.3	1.9

LEGEND

R-Rock, A-AOR, C-Country, PA-Pop/Adult B-Black, Music, O-Oldies, N-News, T-Talk, S-Spanish, CL-Classical, RL-Religious, BM-Beautiful

TOP 10 QUARTER HOUR TOP 10 CUME IN HUNDREDS

1 KDKA	10226
2 WTAE	5639
3 WKTO	3744
4 WWSW	3490
5 WSHH	3356
6 WDVE	2886
7 WPEZ	2740
8 WECP-AM/FM	2169
9 KQB	2055
10 WTAE-FM	2050

18-34 MEN 18-34 WOMEN 18-49 ADULTS TEENS

1 WTAE	1 KDKA	1 KDKA	1 WPEZ
2 WDVE	2 WTAE	2 WTAE	2 WDVE
3 KDKA	3 WDVE	3 WDVE	3 WKTO
4 WYDD	4 WKTO	4 WECP-AM/FM	
5 WKTO	5 WPEZ	4 WSHH	
		5 WKTO	

Portland

PORTLAND, OR 5 BOOK TREND TOTAL PERSONS 12+

	O/N'74	A/M'75	O/N'75	A/M'76	O/N'76
KEX (PA)	7.0	7.8	7.9	10.1	9.2
KGON (R)	3.1	4.0	3.7	3.3	3.5
KGW (R)	10.6	9.8	12.2	11.8	14.5
KINK (A)	3.1	3.0	3.2	4.4	4.1
KJIB (PA)	1.1	1.4	1.7	2.3	2.5
KKEY (T)	3.5	2.3	3.1	2.6	3.5
KLIQ (PA)	.6	.9	.7	.9	1.3
KOIN (PA)	4.9	4.5	4.7	3.0	5.3
KOIN-FM (PA)	2.5	2.7	1.6	1.2	2.2
KPAM (R)	**	**	**	.7	1.5
KPAM-FM (R)	4.7	6.2	6.2	4.3	7.4
KPDQ (RL)	.9	1.8	.7	1.5	1.1
KQFM (BM)	1.5	2.2	2.5	2.8	1.7
KRDR (C)	1.3	1.2	.7	1.3	1.1
KUPL (BM)	**	**	**	**	3.8
KUPL-FM(BM)	4.1	5.9	6.2	8.3	6.3
KVAN (A)	1.1	1.3	.9	1.5	2.1
KWJJ (C)	7.9	6.5	6.9	7.4	6.9
KXL (N)	8.3	6.5	8.8	8.2	7.7
KXL-FM (BM)	3.7	3.1	4.1	4.2	5.7
KYXI (PA)	8.0	6.4	2.9	3.2	3.6

TOP 5 QUARTER HOUR TOP 5 CUME IN HUNDREDS

1 KGW	3503
2 KEX	2160
3 KPAM-AM/FM	1962
4 KXL	1819
5 KWJJ	1499

18-34 MEN

1 KPAM-AM/FM
2 KGW
3 KGON
4 KVAN
5 KINK

18-34 WOMEN

1 KGW
2 KPAM-AM/FM
3 KINK
4 KEX
5 KUPL-FM

18-49 ADULTS

1 KGW
2 KPAM-AM/FM
3 KEX
4 KINK
5 KUPL-FM

TEENS

1 KGW
2 KPAM-AM/FM

Providence

PROVIDENCE-WARWICK-PAWTUCKET 5 BOOK TREND TOTAL PERSONS 12+

	O/N'74	A/M'75	O/N'75	A/M'76	O/N'76
WADK (N)	1.6	1.4	1.6	.7	2.0
WBRU (A)	4.2	1.6	2.8	3.5	2.2
WEAN (N)	5.7	4.7	3.9	5.3	7.1
WGNG (R)	6.3	7.6	5.1	4.9	4.5
WHIM (C)	3.3	3.5	2.6	2.9	2.8
WHIM-FM (C)	4.8	4.7	6.7	4.3	2.7
WICE (T)	11.3	9.0	9.7	6.9	7.8
WJAR (PA)	4.3	5.7	6.6	7.3	5.7
WLKW (BM)	5.9	4.5	6.5	4.9	5.0
WLKW-FM(BM)	11.4	11.5	18.1	13.4	15.8
WPJB (R)	3.1	2.5	3.4	4.3	4.6
WPRO (PA)	10.2	10.8	8.4	10.5	12.1
WPRO-FM (R)	7.0	8.0	6.4	8.3	9.1
WWON (PA)	1.6	1.1	1.4	1.2	2.8



Hit Music Helps Ratings

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Eleven new songs.
Eleven stellar performances.
Produced by Gary Wright.

GARY WRIGHT
Gary Wright

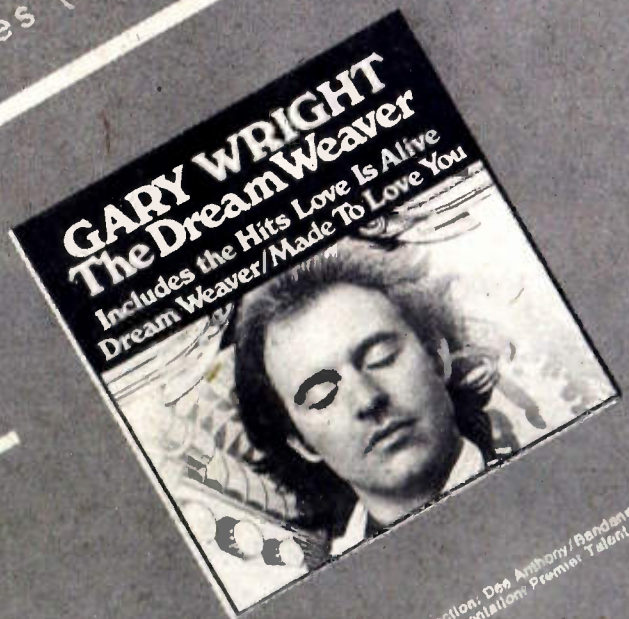


THE LIGHT OF SMILES

THE LIGHT OF SMILES / GARY WRIGHT

On Warner Bros. Records & Tapes (BS 2951)

The logical successor
to the phenomenal
DREAM WEAVER (BS 2868)



Direction: Don Anthony / Bandana Enterprises Inc.
Representations: Premier Talent

TOP 5 QUARTER HOUR

1	WLKW-AM/FM
2	WPRO
3	WPRO-FM
4	WICE
5	WEAN

TOP 5 CUME IN HUNDREDS

1	WPRO	3191
2	WLKW-AM/FM	2466
3	WPRO-FM	1828
4	WGNG	1544
5	WEAN	1540

TOP 5 QUARTER HOUR

1	WRVA
2	WRVQ
3	WLEE
4	WEZS
5	WENZ

TOP 5 CUME IN HUNDREDS

1	WRVA	1889
2	WLEE	1616
3	WRVQ	1326
4	WRNL	771
5	WEZS	752

18-34 MEN

1	KZAP
2	KSFM
3	KFRC
4	KXOA
5	KROY

18-34 WOMEN

1	KXOA
2	KCTC
3	KROY
4	KFRC
5	KNDE

18-34 MEN

1	WPRO-FM
2	WPRO
3	WLKW-AM/FM
4	WPJB
5	WBRU
5	WJAR

18-34 WOMEN

1	WPRO
2	WLKW-AM/FM
3	WGNG
3	WJAR
3	WPRO-FM
4	WPJB
5	WBRU

18-34 MEN

1	WRVQ
2	WLEE
3	WRXL
4	WGOE
5	WRVA

18-34 WOMEN

1	WRVQ
2	WLEE
3	WRXL
4	WENZ
5	WANT

18-49 ADULTS

1	WRVQ
2	WRVA
3	WLEE
4	WRXL
5	WEZS

TEENS

1	WRVQ
2	WLEE
3	WENZ

18-49 ADULTS

1	KCTC
2	KRAK
3	KCRA
4	KEWT
5	KXOA

TEENS

1	KROY
2	KNDE
2	KROI
3	KXOA
4	KSFM

18-49 ADULTS

1	WLKW-AM/FM
2	WPRO
3	WPRO-FM
4	WJAR
5	WGNG

TEENS

1	WPRO-FM
2	WPRO
3	WPJB
4	WGNG

Raleigh

RALEIGH-DURHAM 5 BOOK TREND TOTAL PERSONS 12+

	O/N'74	A/M'75	O/N'75	A/M'76	O/N'76
WCHL (R)	1.7	3.6	3.1	1.4	3.2
WDCG (C)	2.3	1.7	1.7	1.1	2.4
WDNC (R)	4.2	7.3	7.6	6.7	9.1
WETC (BM)	1.1	1.6	1.1	1.3	2.0
WKIX (R)	11.8	8.8	12.0	8.5	9.4
WLLE (B)	5.0	5.2	4.6	5.6	3.9
WPTF (PA)	19.8	21.2	20.9	18.8	19.9
WQDR (A)	7.3	10.4	7.6	8.9	8.6
WRAL (PA)	6.5	6.6	8.0	9.4	9.6
WSRC (B)	4.6	5.7	8.5	4.9	6.9
WSSB (R)	4.8	2.8	2.4	2.0	2.0
WTIK (C)	3.4	3.1	3.1	1.8	2.9
WYNA (C)	2.5	1.4	.4	2.4	1.5
WYYD (BM)	12.0	10.2	9.1	13.6	7.9

TOP 5 QUARTER HOUR

1	WPTF
2	WRAL
3	WKIX
4	WDNC
5	WQDR

TOP 5 CUME IN HUNDREDS

1	WPTF	1598
2	WKIX	1109
3	WRAL	875
4	WDNC	821
5	WYYD	739

18-34 MEN

1	WQDR
2	WRAL
3	WKIX
4	WPTF
5	WDNC

18-34 WOMEN

1	WDNC
2	WRAL
3	WKIX
4	WSRC
5	WQDR

18-49 ADULTS

1	WPTF
2	WRAL
3	WQDR
4	WKIX
5	WYYD

TEENS

1	WKIX
2	WDNC
3	WQDR
4	WSSB

Richmond

RICHMOND 5 BOOK TREND TOTAL PERSONS 12+

	O/N'74	A/M'75	O/N'75	A/M'76	O/N'76
WANT (B)	7.0	4.8	5.9	4.1	4.1
WEET (PA)	.9	.8	2.9	.8	2.8
WENZ (B)	5.7	5.5	5.0	5.0	6.5
WEZS (BM)	9.2	11.7	9.3	12.7	7.8
WGOE (A)	3.6	6.0	2.6	5.0	3.7
WLEE (R)	11.3	11.5	11.9	8.3	10.0
WRNL (N)	5.6	3.4	5.2	5.8	5.2
WRVA (PA)	21.8	24.5	22.2	18.4	19.2
WRVQ (R)	7.2	8.7	9.9	11.8	14.6
WRXL (A)	5.7	3.4	4.4	5.8	5.5
WTVR (C)	4.7	3.5	3.8	4.1	3.2
WTVR-FM(BM)	2.2	1.5	2.9	2.7	4.3
WXGI (C)	4.7	2.8	2.7	3.5	4.5

R-Rock, A-AOR, C-Country, PA-Pop/Adult, B-Black, Music, O-Oldies, N-News, T-Talk, S-Spanish, CL-Classical, RL-Religious, BM-Beautiful

Sacramento

SACRAMENTO 5 BOOK TREND TOTAL PERSONS 12+

	O/N'74	A/M'75	O/N'75	A/M'76	O/N'76
KAHI (PA)	1.6	.7	1.1	1.8	1.3
KAFI (PA)			.3	.4	.1
KCRA (PA)	9.4	11.8	10.2	9.2	9.9
KCTC (BM)	6.4	7.2	7.0	7.5	6.9
KEWT (BM)	13.4	11.4	11.7	10.1	10.7
KFBK (N)	3.0	2.6	5.7	5.0	4.6
KFBK-FM (CL)	1.8	1.2	1.3	1.2	3.3
KGMS (PA)	4.0	5.2	4.0	5.6	4.4
KNDE (R)	6.2	5.1	4.1	6.5	4.2
KRAK (C)	4.8	7.2	9.4	7.9	7.6
KROI (R)	**	**	2.3	2.4	3.7
KROY (R)	4.5	7.7	7.5	5.9	7.3
KSFM (A)	6.0	5.0	5.7	5.8	5.6
KXOA (R)	3.2	8.1	4.9	4.4	5.7
KZAP (A)	4.4	2.7	4.9	4.2	5.1
KFRC (R)*	4.6	5.2	4.1	5.4	4.7

TOP 5 QUARTER HOUR

1	KEWT
2	KCRA
3	KRAK
4	KROY
5	KCTC

TOP 5 CUME IN HUNDREDS

1	KROY	2025
2	KCRA	1844
3	KNDE	1608
4	KFRC	1601
5	KEWT	1340

SURVEY DATES FOR APRIL/MAY '77 ARBITRON: April 14-May 11

The Arbitron Special Issue

Publisher **Bob Wilson**
Editor **Christine Blase**
Assistant Editors **Karen Biondo** and **Betty Rommel**

Paradise **Hit Music Helps Ratings** *Paradise*

You Get More Hits More Often From WB

Salt Lake City

San Antonio

San Diego

SALT LAKE CITY-OGDEN 5 BOOK TREND
TOTAL PERSONS 12+

SAN ANTONIO 5 BOOK TREND TOTAL PERSONS 12+

SAN DIEGO 5 BOOK TREND TOTAL PERSONS 12+

	O/N'74	A/M'75	O/N'75	A/M'76	O/N'76
KALL (PA)	3.9	5.2	5.9	5.6	7.1
KALL-FM (BM)	1.3	1.2	1.8	2.1	1.1
KCPX (R)	13.4	12.1	13.2	13.4	10.7
KCPX-FM (A)	4.0	3.1	3.5	3.6	4.3
KLUB (BM)	12.0	11.0	9.1	8.0	12.0
KLUB-FM(BM)	5.5	4.4	6.2	5.3	4.8
KRGO (PA)	2.8	2.7	2.0	4.6	3.9
KRSP (R)	3.2	4.7	4.2	3.7	4.0
KRSP-FM (R)	3.7	4.6	6.5	6.5	6.8
KSL (PA)	14.8	9.6	13.0	10.0	8.8
KSL-FM (PA)	6.5	9.6	5.7	8.4	6.2
KSOP (C)	3.9	4.4	4.5	4.6	5.2
KSOP-FM (C)	6.5	5.0	3.9	5.7	6.3
KSXX (T)	4.8	4.9	4.1	4.1	4.8
KWHO (CL)	.9	1.5	1.1	1.1	1.4
KWHO-FM (A)	.9	.6	.4	1.0	1.0
KWMS (N)	**	**	**	1.0	2.1

TOP 5 QUARTER HOUR

- 1 KLUB
- 2 KSOP-AM/FM
- 3 KRSP-AM/FM
- 4 KCPX
- 5 KSL

18-34 MEN

- 1 KRSP-AM/FM
- 2 KALL
- 3 KCPX-FM
- 4 KSOP-AM/FM
- 5 KCPX

18-49 ADULTS

- 1 KSOP-AM/FM
- 2 KRSP-AM/FM
- 3 KALL
- 4 KCPX
- 5 KSL

TOP 5 CUME IN HUNDREDS

- 1 KCPX 1950
- 2 KSL 1710
- 3 KRSP-AM/FM 1577
- 4 KLUB 1432
- 5 KALL 1236

18-34 WOMEN

- 1 KCPX
- 2 KRSP-AM-FM
- 3 KALL
- 4 KSL-FM
- 5 KSL

TEENS

- 1 KCPX
- 2 KRSP-AM/FM

	O/N'74	A/M'75	O/N'75	A/M'76	O/N'76
KAPE (B)	4.2	3.2	2.3	1.3	1.1
KBUC (C)	2.9	2.7	3.7	3.0	3.4
KBUC-FM (C)	2.1	3.1	3.6	2.7	3.3
KCOR (S)	16.5	12.8	11.2	15.5	14.1
KDRY (PA)	.5	**	.4	**	1.3
KEDA (S)	5.0	4.3	5.6	4.8	4.3
KEEZ (R)	1.5	2.1	2.9	2.5	2.6
KEXL (A)	2.2	3.0	3.0	2.6	1.9
KITE (PA)	6.3	4.7	4.0	3.8	2.9
KITY (PA)	2.6	2.8	5.1	3.0	2.2
KKYX (C)	9.0	9.2	7.8	7.7	7.0
KISS (PA)	.7	.6	1.4	.9	1.0
KONO (R)	6.8	4.0	4.4	4.9	5.0
KQAM (R)	**	.8	.1	**	.1
KSAQ (R)	**	1.1	1.6	1.5	1.7
KQXT (BM)	4.9	8.3	7.8	9.6	11.4
KTFM (A)	3.4	2.8	4.4	3.0	4.9
KTSA (R)	17.4	20.5	17.4	19.4	18.1
KUKA (S)	2.7	1.4	2.4	2.6	3.4
WOAI (R)	3.7	4.0	3.1	4.2	5.2

TOP 5 QUARTER HOUR

- 1 KTSA
- 2 KCOR
- 3 KQXT
- 4 KKYX
- 5 KBUC-AM/FM

18-34 MEN

- 1 KTSA
- 2 KTFM
- 3 KBUC-AM/FM
- 4 KCOR
- 5 KONO

TOP 5 CUME IN HUNDREDS

- 1 KTSA 3115
- 2 KQXT 1466
- 3 KONO 1401
- 4 KCOR 1337
- 5 KKYX 1230

18-34 WOMEN

- 1 KTSA
- 2 KCOR
- 3 KEDA
- 4 KONO
- 5 KITY

18-49 ADULTS

- 1 KTSA
- 2 KCOR
- 3 KQXT
- 4 KONO
- 5 KKYX

TEENS

- 1 KTSA
- 2 KTFM

	O/N'74	A/M'75	O/N'75	A/M'76	O/N'76
KCBO (R)	7.7	10.0	8.6	8.6	9.1
KDEO (A)	2.6	1.0	.9	2.2	1.7
KEZL (BM)	3.4	4.5	4.0	4.8	7.3
KFMB (PA)	6.0	5.2	5.6	5.2	5.8
KFMB-FM (R)	2.6	3.3	6.3	6.3	6.1
KFSD (CL)	2.0	2.4	2.5	3.7	3.1
KGB (R)	5.1	5.1	5.6	4.6	5.3
KGB-FM (A)	7.2	5.8	6.8	7.1	7.6
KITT (BM)	1.3	1.6	1.2	1.3	1.0
KJFM (PA)	**	**	**	**	2.4
KOGO (PA)	4.0	10.1	5.6	8.3	4.4
KOZN (C)	2.0	1.7	2.4	1.7	2.8
KPRI (A)	4.1	5.3	5.5	3.9	2.6
KSDO (N)	6.1	4.7	5.7	3.7	5.1
KSON (C)	5.3	4.5	6.0	3.7	3.6
KSON-FM (C)	**	.8	.8	1.4	1.5
KYXY (BM)	2.4	3.5	3.8	4.9	4.1
KNX (N)*	4.5	3.0	3.4	2.6	3.7
XTRA (BM)*	8.0	6.1	7.4	7.5	6.3

TOP 10 QUARTER HOUR

- 1 KCBO
- 2 KGB-FM
- 3 KEZL
- 4 XTRA
- 5 KFMB-FM
- 6 KFMB
- 7 KGB
- 8 KSDO
- 9 KOGO
- 10 KYXY

18-34 MEN

- 1 KGB-FM
- 2 KCBO
- 3 KGB
- 4 KFMB-FM
- 5 KFMB

18-49 ADULTS

- 1 KGB-FM
- 2 KCBO
- 3 KFMB
- 4 KEZL
- 5 KGB

TOP 10 CUME IN HUNDREDS

- 1 KCBO 3716
- 2 KGB 2469
- 3 KSDO 2361
- 4 KFMB 2236
- 5 XTRA 2182
- 6 KFMB-FM 2170
- 7 KGB-FM 2079
- 8 KOGO 1629
- 9 KEZL 1486
- 10 KSON 1354

18-34 WOMEN

- 1 KGB-FM
- 2 KCBO
- 3 KFMB
- 4 KGB
- 5 KFMB-FM

TEENS

- 1 KCBO
- 2 KFMB-FM
- 3 KGB
- 4 KGB-FM



OCEAN: 2/77

San Francisco

SAN FRANCISCO 5 BOOK TREND TOTAL PERSONS 12+

	O/N'75	J/F'76	A/M'76	J/A'76	O/N'76
KABL (BM)	5.7	5.4	4.3	4.3	4.7
KABL-FM(BM)	3.5	3.0	2.8	2.9	2.4
KBAY (PA)	2.4	2.4	3.3	2.9	2.5
KCBS (N)	8.7	8.0	6.8	8.5	8.4
KCBS-FM (A)	1.6	2.1	1.4	1.1	1.1
KDIA (B)	2.5	2.9	3.1	2.2	2.1
KEEN (C)	.5	**	.9	.7	1.2
KFOG (BM)	5.8	5.1	5.4	6.3	5.7
KFRC (R)	8.4	7.5	8.1	7.4	6.5
KFRC-FM (R)	1.5	1.2	1.3	2.1	1.3
KGO (N/T)	8.4	8.6	8.0	8.5	8.4
KIBE (CL)	.5	.4	.6	.5	.6
KDFC (CL)	1.7	1.4	1.2	1.2	1.4
KIOI (PA)	2.6	3.8	3.2	3.8	2.8
KKHI (CL)	.9	.9	.9	1.4	.8
KKHI-FM (CL)	1.0	.7	.9	1.1	1.0
KLIV (R)	1.4	1.8	1.1	1.3	1.2
KLOK (PA)	2.3	2.1	2.4	2.8	2.7
KNBR (PA)	2.5	3.9	4.6	4.9	3.5
KNEW (C)	3.0	4.1	3.6	2.7	2.9
KOIT (BM)	**	**	**	1.5	3.3
KOME (A)	2.4	1.4	2.1	1.6	1.9
KSAN (A)	3.6	3.7	2.6	2.4	2.3
KSFO (PA)	4.6	5.1	6.3	5.0	6.3
KSFX (R)	2.0	2.3	2.9	3.1	2.9
KSJO (A)	.9	1.1	1.0	1.0	1.0
KSOL (B)	.7	.7	.7	1.7	1.3
KYA (R)	1.8	1.8	1.9	1.7	2.0
KYA-FM (A)	.7	1.1	1.1	.9	1.7

Hit Music Helps Ratings

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WHITFIELD RECORDS

WHITFIELD RECORDS

TOP 10 QUARTER HOUR TOP 10 CUME IN HUNDREDS

1	KCBS		1	KFRC	9712
1	KGO		2	KCBS	9070
2	KFRC		3	KGO	8478
3	KSFO		4	KSFO	6845
4	KFOG		5	KABL	5578
5	KABL		6	KFOG	4783
6	KNBR		7	KNBR	4676
7	KOIT		8	KYA	4261
8	KSFX		9	KIOI	3599
9	KNEW		10	KLOK	3470
10	KIOI				

18-34 MEN

1	KFRC
2	KSAN
3	KIOI
4	KOME
5	KSFX

18-34 WOMEN

1	KFRC
2	KIOI
3	KSFX
4	KLOK
5	KDIA
	KSAN

18-49 ADULTS

1	KFRC
2	KCBS
3	KSFO
4	KGO
5	KFOG

TEENS

1	KFRC
2	KYA

San Jose

SAN JOSE 5 BOOK TREND TOTAL PERSONS 12+

	O/N'74	A/M'75	O/N'75	A/M'76	O/N'76
KARA (PA)	3.6	4.3	4.1	3.3	3.2
KBAY (PA)	9.2	7.9	6.7	9.8	8.0
KEEN (C)	1.5	2.9	1.0	2.0	3.4
KEZR (A)	1.1	1.6	1.3	.9	2.2
KIBE (CL)	.6	1.9	1.2	1.2	1.5
KDFC (CL)	.8	.8	1.0	.9	.9
KLIV (R)	5.6	4.8	4.7	4.1	4.6
KLOK (PA)	4.9	5.4	4.4	6.9	4.7
KOME (A)	6.9	8.7	8.1	7.1	5.6
KSJO (A)	3.0	2.7	2.4	2.9	2.7
KXRX (PA/T)	2.7	4.3	2.9	2.0	2.7
KCBS (N)*	7.1	7.2	6.1	4.2	7.2
KFOG (BM)*	3.9	2.2	3.9	4.8	5.2
KFRC (R)*	4.9	2.8	7.3	7.2	4.2
KGO (N/T)*	8.0	5.9	7.1	5.6	8.3
KIOI (PA)*	2.4	3.9	1.4	4.2	3.0
KOIT (BM)*	**	**	**	**	3.8
KSFO (PA)*	5.0	4.1	3.9	5.3	4.4

TOP 5 QUARTER HOUR

1	KGO
2	KBAY
3	KCBS
4	KOME
5	KFOG

TOP 5 CUME IN HUNDREDS

1	KFRC	1965
2	KLIV	1912
3	KCBS	1877
4	KGO	1755
5	KLOK	1613

18-34 MEN

1	KOME
2	KSJO
3	KLOK
4	KFRC
5	KGO
	KSAN

18-34 WOMEN

1	KIOI
2	KARA
3	KLOK
4	KOME
5	KLIV

18-49 ADULTS

1	KOME
2	KBAY
3	KLOK
4	KCBS
5	KARA

TEENS

1	KLIV
2	KFRC

Seattle

SEATTLE-EVERETT-TACOMA 5 BOOK TREND TOTAL PERSONS 12+

	O/N'75	J/F'76	A/M'76	J/A'76	O/N'76
KAYO (C)	3.3	2.7	3.5	**	2.5
KBIQ (BM)	2.6	3.3	3.0	**	2.3
KEUT (BM)	2.5	2.5	2.2	**	3.0

KEZX (BM)	1.3	1.3	1.1	**	1.8
KGDN (BM)	1.5	1.8	2.3	**	1.8
KING (R)	7.4	5.9	7.3	**	7.5
KING-FM(CL)	2.2	3.2	1.7	**	2.8
KIRO (PA/T)	6.8	6.4	5.7	**	10.3
KISW (A)	3.1	3.1	5.7	**	2.4
KIXI (PA/T)	2.6	2.8	2.8	**	3.2
KIXI-FM(PA/T)	3.8	3.1	2.9	**	2.5
KJR (R)	7.2	8.7	8.8	**	7.5
KMPS (C)	1.5	2.6	1.5	**	1.7
KOMO (PA)	11.5	11.1	12.2	**	11.8
KSEA (BM)	6.5	6.2	5.4	**	5.2
KTAC (R)	4.1	3.3	3.0	**	2.9
KVI (PA)	6.6	8.2	7.6	**	9.6
KVI-FM (R)	**	**	**	**	3.8
KXA (CL)	2.2	1.7	1.3	**	1.2
KYAC (B)	.9	1.2	1.4	**	1.1
KZAM (A)	.7	.4	.4	**	.4
KZAM-FM (A)	1.4	1.7	1.1	**	1.9
KZOK (A)	3.3	2.9	2.0	**	2.5

TOP 10 QUARTER HOUR

1	KOMO
2	KIRO
3	KVI
4	KING
4	KJR
5	KSEA
6	KVI-FM
7	KIXI
8	KEUT
9	KTAC
10	KING-FM

TOP 10 CUME IN HUNDREDS

1	KIRO	4324
2	KOMO	3981
3	KING	3716
4	KJR	3619
5	KVI	3208
6	KVI-FM	1610
7	KSEA	1421
8	KIXI	1376
9	KTAC	1292
10	KZOK	1109

18-34 MEN

1	KJR
2	KING
3	KVI-FM
4	KVI
5	KIRO
5	KISW
	KOMO

18-34 WOMEN

1	KING
2	KVI
3	KJR
4	KOMO
5	KZAM-AM/FM

18-49 ADULTS

1	KVI
2	KIRO
3	KOMO
3	KING
4	KJR
5	KVI-FM

TEENS

1	KJR
2	KING
3	KVI-FM
4	KTAC
4	KZOK

Spokane

SPOKANE 5 BOOK TREND TOTAL PERSONS 12+

	O/N'74	A/M'75	O/N'75	A/M'76	O/N'76
KEZE (BM)	4.8	2.8	2.0	2.9	2.3
KEZE-FM (BM)	5.6	8.0	12.4	7.7	9.7
KGA (C)	5.9	8.5	10.7	10.1	15.9
KHQ (PA)	8.6	8.8	8.1	10.6	5.9
KHQ-FM (R)	5.9	5.1	6.4	7.4	8.2
KJRB (R)	15.5	13.7	13.3	13.3	12.8
KREM (R)	15.8	17.1	11.0	9.8	7.9
KREM-FM (A)	1.6	2.6	3.8	3.2	4.6
KSPO (N)	7.5	7.4	5.2	5.0	5.4
KUDY (RL)	1.1	.9	.9	**	1.0
KXLY (PA)	4.3	5.7	5.2	4.0	3.1
KXLY-FM (BM)	.5	.9	4.3	6.9	6.6
KXXR (BM)	2.4	1.4	1.7	1.3	2.3
KXXR-FM (BM)	4.8	4.6	5.8	5.3	3.8
KZUN (O)	6.7	2.8	2.0	4.0	2.6
KZUN-FM (O)	1.3	2.0	1.2	1.9	.8

TOP 5 QUARTER HOUR

1	KGA
2	KJRB
3	KEZE-AM/FM
4	KHQ-FM
5	KREM

TOP 5 CUME IN HUNDREDS

1	KJRB	861
2	KGA	681
3	KREM	587
4	KEZE-AM/FM	539
5	KHQ	536

18-34 MEN

1	KHQ-FM
2	KGA
2	KJRB
2	KREM
3	KREM-FM
4	KEZE-AM/FM
4	KHQ
5	KXLY-FM

18-34 WOMEN

1	KREM
2	KGA
2	KHQ-FM
2	KJRB
3	KEZE-AM/FM
4	KREM-FM
5	KHQ
5	KXLY-FM
5	KXXR-AM/FM

18-49 ADULTS

1	KGA
2	KHQ-FM
3	KJRB
4	KEZE-AM/FM
4	KREM
5	KREM-FM

TEENS

1	KJRB
2	KREM

Syracuse

SYRACUSE 5 BOOK TREND TOTAL PERSONS 12+

	O/N'74	A/M'75	O/N'75	A/M'76	O/N'76
WEZG (BM)	10.0	9.2	8.3	9.7	7.5
WFBL (PA)	6.9	6.5	5.1	4.5	4.8
WHEN (PA)	15.7	14.5	12.0	14.4	14.8
WKFM (R)	.6	3.9	4.4	5.5	6.8
WMCR (PA)	1.3	.5	.9	.8	1.1
WMHR (PA)	.4	**	1.5	.4	1.5
WNDR (R)	8.0	8.9	7.3	5.3	4.3
WNTD (PA)	**	**	**	5.1	4.3
WOLF (R)	9.3	9.2	11.9	10.1	7.6
WONO (PA)	.6	1.4	1.6	1.5	2.2
WOSC (PA)	.9	1.2	1.3	1.1	2.0
WSCP (C)	.9	.9	3.5	.8	1.7
WSEN (C)	4.2	3.7	4.8	2.6	2.6
WSEN-FM (C)	2.3	2.8	2.0	2.4	4.1
WSGO (T)	4.3	4.2	1.6	2.8	1.5
WSGO-FM (T)	.6	.3	.3	.9	1.7
WSOO (BM)	2.4	1.3	1.6	1.6	3.4
WSYR (PA)	18.9	17.5	18.7	14.6	17.5
WSYR-FM (PA)	1.1	.9	.9	.5	1.2

TOP 5 QUARTER HOUR

1	WSYR
2	WHEN
3	WOLF
4	WEZG
5	WKFM

TOP 5 CUME IN HUNDREDS

1	WHEN	2095
2	WSYR	1964
3	WOLF	1236
4	WFBL	1009
5	WKFM	953

18-34 MEN

1	WHEN
2	WKFM
3	WOLF
4	WFBL
5	WSEN-AM/FM
5	WSYR

18-34 WOMEN

1	WHEN
2	WKFM
3	WOLF
4	WEZG
5	WFBL

18-49 ADULTS

1	WHEN
2	WSYR
3	WKFM
4	WOLF
5	WSEN-AM/FM

TEENS

1	WOLF
2	WHEN
3	WKFM
4	WNDR

Tampa—St. Petersburg

TAMPA-ST. PETERSBURG 5 BOOK TREND TOTAL PERSONS 12+

	O/N'74	A/M'75	O/N'75	A/M'76	O/N'76
WAVV (BM)	**	2.0	3.9	4.6	3.1
WDAE (PA)	6.6	6.0	6.7	4.6	5.8
WDCL (PA)	**	**	**	**	1.1
WFLA (PA)	6.9	4.5	5.2	2.4	5.5
WFLA-FM (BM)	4.0	3.5	3.3	4.8	7.4
WFSO (A)	.9	1.6	3.1	**	2.0
WGUL (BM)	3.1	1.3	2.2	1.4	1.8
WGUL-FM(BM)	.3	.4	.4	1.0	1.5
WHBO (S)	1.0	1.0	.5	**	1.0
WLCY (R)	5.8	6.7	4.3	6.5	6.0
WLCY-FM (R)	2.0	3.4	3.6	4.3	4.1
WQXM (BM)	6.5	5.0	6.1	4.3	5.8
WQYK (C)	2.4	2.7	2.1	3.2	3.4
WRBQ (R)	8.0	10.4	11.5	10.5	9.1
WSUN (C)	8.5	10.8	8.7	11.5	9.6
WTMP (B)	8.7	5.3	4.9	2.0	2.9
WWBA (BM)	4.7	6.5	6.8	7.1	5.8
WWBA-FM (BM)	6.5	6.9	7.5	9.0	6.8
WQSR (A)*	3.8	4.4	4.3	5.5	4.5

TOP 5 QUARTER HOUR

1	WSUN
2	WRBQ
3	WFLA

Toledo

TOLEDO 5 BOOK TREND TOTAL PERSONS 12+

	O/N'74	A/M'75	O/N'75	A/M'76	O/N'76
WCWA (PA)	4.4	6.6	6.6	5.5	8.0
WIOT (A)	6.4	5.3	3.0	5.3	7.1
WKLR (B)	.6	1.8	1.5	1.4	1.4
WLQR (BM)	7.9	6.9	10.7	9.2	6.9
WMHE (A)	1.4	4.0	5.2	5.2	5.2
WOHO (R)	7.8	7.1	6.1	5.1	7.2
WSPD (PA)	14.8	16.6	13.6	12.0	13.7
WTOD (PA)	9.9	6.1	7.1	9.8	10.6
WVMO (T)	.7	.8	.8	1.7	1.8
WXEZ (BM)	5.0	6.9	7.1	8.7	5.3
CKLW (R)*	15.9	14.6	13.8	11.7	8.5
WJR (PA)*	8.4	5.7	8.1	7.1	6.9

TOP 5 QUARTER HOUR

1 WSPD
2 WTOD
3 CKLW
4 WCWA
5 WOHO

TOP 5 CUME IN HUNDREDS

1 WSPD	2186
2 CKLW	1831
3 WOHO	1340
4 WCWA	1241
5 WJR	1202

18-34 MEN

1 WIOT
2 CKLW
3 WCWA
4 WTOD
5 WOHO

18-34 WOMEN

1 WCWA
2 CKLW
3 WLQA
4 WIOT
5 WOHO

18-49 ADULTS

1 WCWA
1 WIOT
1 WTOD
2 CKLW
3 WLQR
4 WSPD
5 WOHO

TEENS

1 WOHO
2 CKLW
3 WMHE
4 WIOT

Tulsa

TULSA 5 BOOK TREND TOTAL PERSONS 12+

	O/N'74	A/M'75	O/N'75	A/M'76	O/N'76
KAKC (R)	11.7	11.9	8.5	8.5	7.7
KAKC-FM (O)	3.6	4.5	3.0	2.1	3.2
KCFO (RL)	**	**	**	.8	1.5
KELI (R)	9.6	8.6	10.8	8.5	8.9
KFMJ (RL)	.8	.8	1.6	1.1	2.6
KKUL (B)	1.7	1.8	2.8	1.3	2.9
KRAV (BM)	7.7	7.4	6.4	5.2	6.3
KRMG (PA)	21.6	18.4	21.5	17.5	21.3
KTOW (C)	1.1	.9	2.2	2.4	1.2
KGOW (C)	**	.2	.4	.1	.4
KVOO (C)	16.4	17.5	18.2	19.5	15.2
KWEN (BM)	6.3	10.5	7.0	15.0	17.1
KWPR (C)	2.2	.6	1.0	**	1.6
KXXO (A)	3.2	2.6	1.8	1.4	1.3
KMOD (A)	6.0	6.2	7.2	6.3	4.4

TOP 5 QUARTER HOUR

1 KRMG
2 KWEN
3 KVOO
4 KELI
5 KAKC

TOP 5 CUME IN HUNDREDS

1 KRMG	2035
2 KVOO	1442
3 KELI	1277
4 KWEN	1206
5 KAKC	1082

18-34 MEN

1 KRAV
2 KVOO
2 KMOD
3 KELI
4 KAKC
4 KRMG
5 KWEN

18-34 WOMEN

1 KAKC
2 KRMG
3 KAKC-FM
3 KVOO
3 KWEN
4 KELI
5 KKUL

18-49 ADULTS

1 KVOO
2 KRMG
3 KWEN
4 KAKC
4 KELI
5 KRAV

TEENS

1 KELI
2 KAKC
3 KMOD

Tucson

TUCSON 5 BOOK TREND TOTAL PERSONS 12+

	O/N'74	A/M'75	O/N'75	A/M'76	O/N'76
KAIR (BM)	**	9.5	**	10.7	6.1
KAIR-FM (BM)	**	6.7	**	6.4	3.4
KCEE (PA)	**	8.2	**	8.1	6.6
KCEE-FM (BM)	**	1.9	**	2.1	6.1
KCUB (C)	**	6.3	**	14.8	11.2
KEVT (S)	**	2.6	**	1.3	11.7
KHOS (C)	**	6.5	**	6.7	5.8
KHYT (PA)	**	3.9	**	1.5	1.4
KIKX (R)	**	13.8	**	6.0	4.6
KOPO (PA)	**	2.6	**	4.1	2.4
KTKT (R)	**	10.1	**	11.2	11.7
KTUC (N/T)	**	4.7	**	4.5	3.9
KWFM (A)	**	8.2	**	6.7	7.4
KXEW (S)	**	2.6	**	4.5	5.2
KXEW-FM (S)	**	**	**	**	1.7

TOP 5 QUARTER HOUR

1 KEVT
1 KTKT
2 KCUB
3 KWFM
4 KCEE
5 KAIR
5 KCEE-FM

TOP 5 CUME IN HUNDREDS

1 KTKT	1334
2 KCUB	769
3 KCEE	689
4 KIKX	679
5 KAIR	591

18-34 MEN

1 KWFM
2 KCUB
3 KIKX
4 KEVT
5 KTKT

18-34 WOMEN

1 KTKT
2 KWFM
3 KEVT
4 KHOS
4 KXEW
5 KCEE-FM

18-49 ADULTS

1 KEVT
2 KTKT
3 KCUB
4 KWFM
5 KXEW

TEENS

1 KTKT
2 KEVT
3 KWFM
4 KIKX

Washington D.C.

WASHINGTON, D. C. 5 BOOK TREND TOTAL PERSONS 12+

	O/N'75	J/F'76	A/M'76	J/A'76	O/N'76
WASH (PA)	3.8	4.2	4.5	5.2	3.9
WAVA (N)	.9	1.1	1.1	1.2	1.0
WAVA-FM (N)	1.9	1.2	1.3	1.7	1.6
WEAM (B)	1.3	1.5	1.0	1.2	1.7
WEZR (PA)	1.6	2.0	2.8	1.4	1.6
WGAY (BM)	1.8	1.7	2.0	1.8	2.6
WGAY-FM (BM)	9.6	8.3	6.2	6.1	6.7
WGMS (CL)	1.0	1.3	1.5	1.0	1.1
WGMS-FM (CL)	1.7	1.7	1.6	1.5	1.6
WHFS (A)	1.0	1.4	1.8	1.5	1.1
WHUR (B)	1.0	1.4	2.2	1.6	3.0
WJMD (BM)	4.7	6.1	5.1	3.7	5.9
WKYS (R)	4.6	4.9	3.8	5.1	4.2
WMAL (PA)	13.7	12.0	11.9	12.1	12.0
WMAL-FM (A)	2.4	2.3	2.5	1.9	1.8
WMOD (R)	2.8	2.0	2.2	2.4	2.5
WOL (B)	4.2	4.0	4.1	4.8	2.4
WOOK (B)	1.5	1.5	2.1	2.8	1.6
WPGC (R)	2.8	2.3	2.5	1.9	1.7
WPGC-FM (R)	6.9	7.4	7.5	7.7	6.8
WPIK (C)	1.9	1.8	3.2	1.8	3.4
WXRA (C)	1.1	2.3	1.1	1.5	1.6
WRC (N)	2.7	2.8	2.3	3.0	3.2
WTOP (N)	5.0	5.4	4.8	4.0	4.9
WUST (PA)	4.8	1.8	2.6	2.9	2.9
WWDC (PA)	1.9	2.8	3.1	2.6	2.3
WWDC-FM (A)	1.3	2.6	3.4	3.8	6.3

TOP 10 CUME IN HUNDREDS

1 WMAL	7064
2 WPGC-AM/FM	5448
3 WGAY-AM/FM	4865
4 WTOP	3699
5 WWDC-FM	3595
6 WRC	3043
7 WASH	2827
7 WKYS	2827
8 WJMD	2806
9 WWDC	2437
10 WMOD	2382

TOP 10 QUARTER HOUR

1 WMAL
2 WGAY-AM/FM
3 WPGC-AM/FM
4 WWDC-FM
5 WJMD
6 WTOP
7 WKYS
8 WASH
9 WPIK
10 WHUR

18-34 MEN

1 WWDC-FM
2 WPGC-AM/FM
3 WKYS
4 WHUR
5 WMAL

18-34 WOMEN

1 WPGC-AM/FM
2 WWDC-FM
3 WGAY-AM/FM
4 WKYS
5 WMOD

18-49 ADULTS

1 WMAL
2 WGAY-AM/FM
3 WWDC-FM
4 WPGC-AM/FM
5 WKYS

TEENS

1 WPGC-AM/FM
2 WWDC-FM

West Palm Beach

WEST PALM BEACH-BOCA RATON 5 BOOK TREND TOTAL PERSONS 12+

	O/N'74	A/M'75	O/N'75	A/M'76	O/N'76
WDBF (PA)	**	1.4	1.4	1.8	2.4
WEAT (C)	**	6.8	5.6	4.7	4.8
WEAT-FM (BM)	**	18.7	16.3	18.1	16.8
WGMW (BM)	**	.5	3.2	2.4	2.6
WIRK (R)	**	5.6	11.0	4.2	7.3
WIRK-FM (C)	**	3.0	4.4	6.0	7.1
WJNO (PA)	**	3.0	4.2	4.9	3.5
WJNO-FM (R)	**	4.0	6.9	4.9	7.1
WLIZ (RL)	**	1.0	2.4	1.5	1.6
WPBR (N/T)	**	.9	.5	2.7	4.3
WPOM (N)	**	4.2	2.4	2.9	3.8
WIOD (PA)	**	3.3	3.4	2.0	3.1
WCKO (R)*	**	7.9	.8	4.0	4.7
WSHE (A)*	**	3.5	6.4	7.1	6.7

TOP 5 QUARTER HOUR

1 WEAT-FM
2 WIRK
3 WIRK-FM
3 WJNO-FM
4 WSHE
5 WEAT

TOP 5 CUME IN HUNDREDS

1 WEAT-FM	1011
2 WIRK	742
3 WJNO-FM	628
4 WIRK-FM	519
5 WJNO	462

18-34 MEN

1 WIRK
2 WIRK-FM
2 WSHE
3 WEAT-FM
3 WJNO-FM
3 WIOD
4 WPOM
5 WMJX
5 WRBD

18-34 WOMEN

1 WIRK
1 WCKO
2 WSHE
3 WJNO-FM
4 WEAT-FM
4 WGMW
5 WIRK-FM

18-49 ADULTS

1 WEAT-FM
2 WIRK
3 WSHE
4 WIRK-FM
5 WJNO-FM

TEENS

1 WJNO-FM
2 WCKO
3 WIRK
3 WHYI

Wichita

WICHITA, KS 5 BOOK TREND TOTAL PERSONS 12+

	O/N'74	A/M'75	O/N'75	A/M'76	O/N'76
KAKE (PA)	9.0	9.8	11.4	11.6	7.8
KARD (BM)	4.4	6.8	4.9	6.3	8.1
KBRA (BM)	10.9	8.7	8.9	8.1	11.1
KBUL (C)	2.0	2.6	4.9	2.4	4.8
KEYN (R)	13.3	11.1	10.9	11.6	15.9
KFDI (C)	13.5	16.1	12.5	14.2	10.0
KFDI-FM (C)	4.1	4.1	3.1	4.8	3.1
KFH (PA)	15.7	11.1	9.6	9.8	7.8
KICT (C)	1.7	.4	1.3	2.0	1.7
KLEO (R)	14.0	18.3	16.7	16.2	16.8
KWBB (N)	3.5	1.7	6.5	3.7	5.0

TOP 5 QUARTER HOUR

1 KLEO
2 KEYN
3 KBRA
4 KFDI
5 KARD

TOP 5 CUME IN HUNDREDS

1 KLEO	1164
2 KEYN	850
3 KFH	777
4 KAKE	750
5 KFDI	639

18-34 MEN

1 KEYN
2 KLEO
3 KAKE
4 KARD
5 KFDI

18-34 WOMEN

1 KEYN
1 KLEO
2 KARD
3 KAKE
4 KBRA
5 KFDI

18-49 ADULTS

1 KEYN
2 KLEO
3 KFDI
4 KARD
5 KAKE

FLEETWOOD MAC RUMOURS



THIS TIME, WE'RE READY.

When Fleetwood Mac's album *Fleetwood Mac* was released in July, 1975, we knew it was good. What we didn't know was that it would become one of the biggest record success stories in memory. With the help of such single smashes as "Over My Head," "Rhiannon (Will You Ever Win)" and "Say You Love Me," Fleetwood Mac has sold over 3,500,000

copies — and is still going strong. So now that Fleetwood Mac's long-awaited new album, *Rumours*, is ready to go, we're pressing and shipping it in greater quantity than we've ever done with any album before. We figure that should hold the legions of Fleetwood Mac devotees. For a while, anyway. Fleetwood Mac's *Rumours*.

READY ON YOUR END?

ON WARNER BROS.



RECORDS AND TAPES

