

AMERICAN RADIO

Winter 1988 Supplement



James H. Duncan, Jr.

AMERICAN RADIO
WINTER 1988 SUPPLEMENT

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

I am pleased to present the second edition of American Radio - Winter 1988 Supplement. This book is designed to supplement the primary editions of American Radio by providing updated summaries of the 76 markets which Arbitron and Birch survey on a quarterly basis.

The "Winter Supplement" is issued every May.

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

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

INDEX

INDIVIDUAL MARKET REPORTS
(in alphabetical order)

Albany-Schenectady	El Paso	Milwaukee	Sacramento
Allentown-Bethlehem	Fresno	Minneapolis-SP	St. Louis
Atlanta	Grand Rapids	Nashville	Salinas-Monterey
Austin	Greensboro-WS	Nassau-Suffolk	Salt Lake City
Baltimore	Greenville-Spart	New Orleans	San Antonio
Baton Rouge	Harrisburg	New York	San Diego
Birmingham	Hartford	Norfolk	San Francisco
Boston	Honolulu	Oklahoma City	San Jose
Buffalo	Houston	Omaha	Seattle
Charlotte	Indianapolis	Orlando	Springfield, MA
Chattanooga	Jacksonville	Philadelphia	Syracuse
Chicago	Kansas City	Phoenix	Tampa-St. Petersburg
Cincinnati	Knoxville	Pittsburgh	Toledo
Cleveland	Lansing	Portland, OR	Tucson
Columbus, OH	Las Vegas	Providence	Tulsa
Dallas-Fort Worth	Los Angeles	Raleigh	Washington
Dayton	Louisville	Richmond	West Palm Beach
Denver	McAllen-Brown	Riverside-SB	Wilkes Barre-Scranton
Detroit	Memphis	Rochester	York
	Miami		Youngstown

You will notice that we have begun to implement some major improvements to the format of American Radio. We have gone to a horizontal format with the stations ranked by 12+ 1/4 HR AVG, Broadcast Week. The TSA ranking and Metro Cume ranking have been dropped although the information is still available.

This new format allows us to add more data because we have more room. So we have added more Birch data (AQH and Cume) and beginning in the Spring edition we will add formats next to the station call letters and 25-54 conversion percentages. We may also add a percentage male calculation for each station.

ALBANY - SCHENECTADY - TROY

Arbitron Rank/Pop (12+): 52/729,600
 MSA Rank/Pop: 60/844,000
 ADI # 52
 Average Person Ratings: 16.2
 Market TSL: 21.5 hours

Stations: 23/22
 Diaries: 1147/630:1/55.5%
 Sample Target: 1060
 % Below Line: 0.4
 % Not Listed: 10.3

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

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. WGY	139/11.8	14.1	9.4	10.7	10.8	11.5	209/3039	2168/30.0	29.2	26.4			10.5	126	1384	WGY
2. WPYX-F	132/11.3	10.6	13.0	10.8	10.0	11.4	203/2411	1669/23.1	23.7	24.4			15.2	183	2394	WPYX-F
3. WROW-F	125/10.7	9.0	10.5	11.1	10.8	10.3	163/1593	1213/16.8	17.2	16.2			9.4	113	953	WROW-F
4. WFLY-F	92/ 7.8	8.6	8.7	8.4	7.8	8.4	112/2113	1532/21.2	23.4	21.7			10.9	131	1728	WFLY-F
5. WKLI-F	83/ 7.1	5.8	6.0	6.1	6.5	6.3	87/1288	1157/16.0	15.8	15.3			5.2	53	893	WKLI-F
6. WGFM-F	30/ 6.8	6.1	7.1	7.8	8.5	7.0	122/2188	1477/20.4	21.1	25.6			6.4	77	1426	WGFM-F
7. WGNA-F	71/ 6.1	6.3	4.6	5.8	4.3	5.7	151/1746	888/12.3	13.4	9.9			5.0	60	960	WGNA-F
8. WQBK	62/ 5.3	5.8	5.4	5.3	6.0	5.5	64/ 733	724/10.0	10.5	10.7			4.9	59	830	WQBK
9. WTRY	60/ 5.1	7.0	5.2	4.0	4.5	5.3	65/1155	1038/14.4	15.0	12.1			4.7	56	926	WTRY
10. WQBK-F	46/ 3.9	3.8	3.8	2.6	3.1	3.5	48/ 841	767/10.6	12.1	10.8			6.2	74	1150	WQBK-F
11. WROW	36/ 3.1	3.3	3.9	3.6	3.2	3.5	40/ 659	558/ 7.7	8.2	10.4			2.2	26	484	WROW
12. WPTR	28/ 2.4	1.9	1.6	3.7	2.5	2.4	36/ 537	430/ 6.0	6.9	7.9			2.1	25	541	WPTR
13. WABY	27/ 2.3	2.5	1.2	1.9	2.7	2.0	27/ 340	340/ 4.7	4.9	6.3			3.3	40	396	WABY

12+ FM SHARE (METRO): 57.41% (604 of 1052) (WIN 87: 61.08%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AM	12+ MID	12+ PM	12+ EVE	OVERNIGHT
1. WFLY-F>	1. WPYX-F>	1. WPYX-F>	1. WPYX-F	1. WPYX-F	1. WROW-F	1. WGY >	1. WROW-F	1. WROW-F	1. WPYX-F	1. WGY
2. WGFM-F	2. WGFM-F	2. WKLI-F	2. WKLI-F	2. WGY	2. WGY >	2. WPYX-F>	2. WPYX-F	2. WGY	2. WFLY-F	2. WQBK-F
3. WPYX-F>	3. WFLY-F	3. WGFM-F	3. WGY	3. WKLI-F	3. WQBK	3. WROW-F	3. WKLI-F	WPYX-F	3. WGY	3. WGNA-F
4.	4. WKLI-F	WGY	4. WTRY	4. WTRY	4. WGNA-F	4. WKLI-F	4. WGY	4. WFLY-F	4. WGFM-F	4. WPYX-F
5.	5. WQBK-F	5. WFLY-F	5. WGNA-F	5. WGNA-F	5. WTRY	5. WFLY-F	5. WFLY-F	5. WGFM-F	5. WROW-F	5. WROW-F
				6. WROW-F	6. WKLI-F	6. WGNA-F	6. WKLI-F	6. WKLI-F	6. WGNA-F	6. WPTR
						7. WGFM-F				

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCKL	560	Catskill	1.0/2.3
WCSS	1490	Amsterdam	.3/1.6
WHAZ	1330	Troy	.3/1.3
WHRL-F	103.1	Albany	.3/2.4
WMVQ-F	97.7	Amsterdam	.6/2.7
WNYJ-F	98.3	Rotterdam	1.2/3.2
WOKO	1460	Albany	.4/1.7
WQQY-F	102.3	Saratoga Springs	.5/1.2
WVKZ-F	96.7	Clifton Park	.9/3.2
WENU-F	101.7	Hudson Falls	.4/1.0

RADIO STATIONS

WABY, 1400, 1 KW	, NOSTALGIA	SMN, \$ 16.00* (Durpetti)
WGY, 810, 50 KW	, MOR	NBC, \$115.00 (Eastman)
WPTR, 1540, 50 KW (DA-1)	, COUNTRY	ABC-C, US 2, \$ 32.00* (Katz)
WQBK, 1300, 5 KW (DA-2)	, TALK	CBS, ABC-T, \$ 40.00* (HNWH)
WROW, 590, 5 KW/1 KW (DA-2)	, MOR	ABC-I, \$ 40.00* (Christal)
WTRY, 980, 5 KW (DA-N)	, OLDSIES	MBS, ABC-D, \$ 37.00* (Mc-Guild)
WHAZ, 1330, 1 KW (DAYS)	, RELIGION	ABC-E, \$ 16.00 (---)
WFLY-F, 92.3, 13 KW @ 850, CHR		ABC-C, \$ 57.00* (Katz)
WGFM-F, 99.5, 10 KW @ 930, CHR		Source, \$ 65.00* (Eastman)
WGNA-F, 107.7, 9 KW @ 980, COUNTRY		ABC-E, \$ 52.00* (Republic)
WHRL-F, 103.1, 1.5 KW @ 400, BTFL/EZ		MBS, \$ 20.00 (Christal)
WKLI-F, 100.9, 3 KW @ 300, AC		US 1, \$ 59.00* (Durpetti)
WPYX-F, 106.5, 11 KW @ 910, AOR		ABC-R, \$ 75.00* (Mc-Guild)
WQBK-F, 103.9, 3 KW @ 300, AOR		CBS-R, \$ 32.00* (HNWH)
WROW-F, 95.5, 8 KW @ 1020, BTFL/EZ		, \$ 66.00* (Christal)

ALLENTOWN - BETHLEHEM

Arbitron Rank/Pop (12+): 60/560,700
 MSA Rank/Pop: 73/657,300
 Philadelphia ADI
 Average Person Ratings: 17.7
 Market TSL: 23.8 hours

Stations: 30/13
 Diaries: 988/571:1/64.3%
 Sample Target: 930
 % Below Line: 12.7
 % Not Listed: 12.4

1987 Revenue: \$13,800,000
 HH Inc.: \$32,916
 Retail \$: 4.4 Bil
 Pop per Station: 43,362
 #1 Biller: WLEV-F \$2,500,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. WFMZ-F	123/12.3	13.4	10.8	15.7	13.9	13.0	150/1378	1176/20.9	21.7	20.9			10.1	96	1053	WFMZ-F
2. WQQQ-F	99/ 9.9	8.5	9.8	8.8	11.1	9.3	125/1368	1102/19.5	23.3	27.4			9.8	93	1470	WQQQ-F
3. WZZO-F	98/ 9.8	12.4	11.5	10.9	11.3	11.2	137/1510	1216/21.6	22.1	24.5			13.3	126	1470	WZZO-F
4. WLEV-F	92/ 9.2	10.9	11.1	9.7	10.3	10.2	99/1395	1250/22.4	22.8	23.8			8.3	79	1167	WLEV-F
5. WAEB-F	90/ 9.0	6.6	7.5	8.0	4.0	7.8	95/1372	1233/21.9	18.3	11.0			11.2	106	1100	WAEB-F
6. WAEB	62/ 6.2	5.7	4.9	6.5	6.4	5.8	62/ 973	929/16.5	14.1	17.5			7.4	70	902	WAEB
7. WKAP	62/ 6.2	4.7	7.4	4.6	6.1	5.7	62/ 554	554/ 9.8	9.7	9.6			3.2	30	361	WKAP
8. WEST	42/ 4.2	5.6	2.2	3.4	5.5	3.9	42/ 399	399/ 7.1	7.7	7.2			4.1	39	469	WEST
9. WXXW	35/ 3.5	4.4	4.2	2.2	2.6	3.6	35/ 398	398/ 7.1	9.8	5.8			3.8	36	387	WXXW
10. WYSP-F	29/ 2.9	2.2	3.4	2.5	2.4	2.8	42/ 673	460/ 8.2	7.3	7.3			2.7	26	429	WYSP-F

12+ FM SHARE (METRO): 68.69% (601 of 875) (WIN 87: 68.88%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WQQQ-F	1. WZZO-F	1. WZZO-F	1. WLEV-F	1. WLEV-F	1. WFMZ-F	1. WFMZ-F	1. WFMZ-F	1. WFMZ-F	1. WAEB-F	1. WLEV-F
2. WAEB-F	2. WQQQ-F	2. WAEB-F	2. WZZO-F	2. WZZO-F	2. WKAP	2. WLEV-F	2. WZZO-F	2. WZZO-F	2. WQQQ-F	2. WZZO-F
3. WZZO-F	3. WAEB-F	WLEV-F	3. WAEB-F	3. WFMZ-F	3. WLEV-F	3. WQQQ-F	3. WLEV-F	3. WQQQ-F	3. WFMZ-F	3. WAEB
4.	4. WLEV-F	4. WQQW-F	4. WQQQ-F	4. WAEB-F	4. WEST	4. WAEB	4. WQQQ-F	4. WAEB-F	WZZO-F	WAEF-F
5.	5. WYSP-F	5. WFMZ-F	5. WFMZ-F	5. WQQQ-F	5. WFMZ-F	5. WZZO-F	5. WAEB-F	5. WLEV-F	5. WLEV-F	5. WFMZ-F
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54	
1. WQQQ-F	1. WQQQ-F	1. WLEV-F	1. WQQQ-F	1. WLEV-F	1. WZZO-F	1. WZZO-F	1. WZZO-F	1. WZZO-F	1. WZZO-F	
2. WAEB-F	2. WAEB-F	2. WZZO-F	2. WAEB-F	2. WFMZ-F	2. WYSP-F	2. WYSP-F	2. WLEV-F	2. WLEV-F	2. WLEV-F	
3. WZZO-F	3. WZZO-F	3. WAEB-F	3. WLEV-F	3. WAEB-F	3. WAEB-F	3. WAEB-F	3. WYSP-F	3. WAEB-F	3. WAEB-F	
4. WLEV-F	4. WLEV-F	WQQQ-F	4. WZZO-F	4. WQQQ-F	4. WFMZ-F	WLEV-F	4. WQQQ-F	4. WYSP-F	4. WFMZ-F	
5.	5.	5.	5. WFMZ-F	5. WAEB	5.	5. WQQQ-F	5. WAEB-F	5. WFMZ-F	5. WQQQ-F	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WEEX	1230	Easton	1.4/4.4
WLSH	1410	Lansford	.5/1.1
WRNJ	1000	Hackettstown	1.1/1.7
WYNS	1160	Lehighton	1.5/2.0
KYW	1010	Philadelphia	1.0/4.8
WABC	770	New York	.5/2.2
WBYO-F	107.5	Boyertown	.9/1.4
WEAZ-F	101.1	Philadelphia	.9/2.3
WFIL	560	Philadelphia	.5/1.9
WKRZ-F	98.5	Wilkes-Barre	.3/1.5
WMMR-F	93.3	Philadelphia	.7/4.2
WQGL-F	98.1	Philadelphia	.8/2.4
WOR	710	New York	.8/2.9
WRFY-F	102.5	Reading	.4/1.1
WWDB-F	96.5	Philadelphia	.3/ .9
WWPR-F	95.5	New York	.4/1.5
WWSH-F	97.9	Hazleton	.8/1.0
WXRK-F	92.3	New York	.4/1.3
WXTU-F	92.5	Philadelphia	.6/3.6
WYNY-F	97.1	New York	.5/1.0
WYSP-F	94.1	Philadelphia	2.9/8.2

RADIO STATIONS

WAEB, 790,	1 KW (DA-2)	, AC	CBS,ABC-I,\$ 33.00* (Katz)	CRB
WEEX, 1230,	1 KW	, TALK	MBS,ABC-T,NBC-T,\$ 15.00 (Eastman)	Wilkes-Schwartz
WEST, 1400,	1 KW	, NOSTALGIA	CBS,\$ 24.00* (Katz)	Eastern
WKAP, 1320,	5 KW/1 KW (DA-2)	, NOSTALGIA	ABC-E,\$ 18.00 (Roslin)	
WXXW, 1470,	5 KW (DA-2)	, COUNTRY	NBC,\$ 15.00* (Republic)	
WAEB-F, 104.1,	50 KW @ 500,	CHR	,\$ 47.00* (Katz)	CRB
WFMZ-F, 100.7,	17 KW @ 870,	BTFL/EZ	,\$ 45.00* (Christal)	
WLEV-F, 96.1,	50 KW @ 500,	AC	,\$ 60.00* (Mc-Guild)	Eastern
WQQQ-F, 99.9,	50 KW @ 450,	CHR	,\$ 53.00* (Eastman)	Wilkes-Schwartz
WZZO-F, 95.1,	13 KW @ 630,	AOR	,\$ 59.00* (Banner)	Holt

Other ranked stations - See Philadelphia

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAEC	860	Atlanta	.3/1.0
WCNN	690	N. Atlanta	.8/3.0
WGKA	1190	Atlanta	.6/1.1
WIGO	1340	Atlanta	.5/1.7
WJGA-F	92.1	Jackson	.4/1.0
WKEJ	1450	Griffin	.3/ .6
WQXI	790	Atlanta	.4/1.7
WVFJ-F	93.3	Manchester	.5/ .9

RADIO STATIONS

AM STATIONS

WAEC, 860, 5 KW (DAYS)	, RELIGION	, \$ 25.00 (---)	Forus
WAOK, 1380, 5 KW	, BLACK/GOSPEL	NBN,NBC, \$ 60.00* (Mc-Guild)	Summit
WCNN, 680, 50 KW/10 KW (DA-1)	, TALK	CNN,US 2, \$ 45.00* (HNWH)	
WFOM, 1230, 1 KW	, RELIGION	, \$ 13.00 (---)	(MARIETTA)
WGKA, 1190, 10 KW (DAYS)	, CLASSICAL	, \$ 40.00 (CMBS)	
WGST, 920, 5 KW/1 KW	, NEWS	CBS,MBS, \$ 90.00* (Katz)	Jacor
WGUN, 1010, 50 KW (DAYS)	, RELIGION	, \$ 21.00 (---)	Rivers
WIGO, 1340, 1 KW	, BLACK	SBN, \$ 50.00 (---)	Brunson
WKHX, 590, 5 KW (DA-N)	, COUNTRY	, \$ 64.00* (Republic)	Cap Cities/ABC
WQXI, 790, 5 KW/1 KW (DA-N)	, OLDIES	, \$ NA (Banner)	Jeff-Pilot
WSB, 750, 50 KW	, MOR	ABC-T, \$190.00* (Crystal)	Cox
WYZE, 1480, 5 KW (DAYS)	, BLACK/GOSPEL	, \$ 16.00 (---)	Buck

FM STATIONS

WAPW, 99.7, 100 KW @ 1000, CHR	, \$122.00 (Eastman)	Susquehanna
WEKS, 104.1, 60 KW @ 1200, BLACK	CBS-R, \$ 59.00 (Durpetti)	Zapis (LA GRANGE)
WFOX, 97.1, 100 KW @ 1566, AC	, \$150.00 (MMR)	Shamrock
WKHX, 101.5, 100 KW @ 900, COUNTRY	, \$174.00* (Republic)	Cap Cities/ABC
WKLS, 96.1, 100 KW @ 950, AOR	ABC-R, \$190.00* (Katz)	Great American
WPCH, 94.9, 100 KW @ 987, BTFL/EZ	, \$180.00* (Katz)	Jacor
WQXI, 94.1, 100 KW @ 914, AC/CONTEMP	, \$300.00* (Banner)	Jeff-Pilot
WSB, 98.5, 100 KW @ 919, AC	, \$160.00* (Crystal)	Cox
WVEE, 103.3, 100 KW @ 1022, URBAN	US 1, \$175.00* (Mc-Guild)	Summit
WYAY, 106.7, 100 KW @ 1400, COUNTRY	, \$158.00* (MMR)	New City
WZGC, 92.9, 100 KW @ 910, CHR	, \$177.00 (HNWH)	Cook Inlet
WMKJ, 96.7, 3 KW @ 300, BLACK	, \$ 25.00* (Masla)	Media Comm. (NEWNAN)

AUSTIN

Arbitron Rank/Pop (12+): 59/594,100

Stations: 19/16
Diaries: 1115/561:1/57.2%
Sample Target: 880
% Below Line: 2.3
% Not Listed: 15.7

1987 Revenue: \$23,400,000
HH Inc.: \$34,055
Retail \$: 5.0 Bil
Pop per Station: 39,094
#1 Biller: KASE-F \$4,700,000

MSA Rank/Pop: 66/755,700

ADI # 71

Average Person Ratings: 15.7

Market TSL: 21.0 hours

12+ METRO	1/4/SHARE	12+ METRO					4 Book Avg.	12+ TSA 1/4/CUME	CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
		FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.											
1. KASE-F	141/14.4	13.5	15.3	16.7	15.2	15.0	198/2289	1620/25.9	23.3	24.8				14.6	137	1457	KASE-F
2. KKMJ-F	103/10.5	11.1	8.6	8.8	8.3	9.8	110/1495	1405/22.5	23.4	19.5				6.0	56	1096	KKMJ-F
3. KLBJ-F	86/ 8.8	7.6	7.1	8.3	8.7	8.0	95/1442	1282/20.5	19.6	21.6				11.9	112	1564	KLBJ-F
4. KBTS-F	83/ 8.5	7.1	9.3	9.1	7.7	8.5	146/2255	1397/22.3	19.9	18.9				10.1	95	1235	KBTS-F
5. KHFI-F	80/ 8.2	6.8	6.0	6.7	10.5	6.9	86/1538	1439/23.0	19.3	28.7				12.1	114	1429	KHFI-F
6. KPEZ-F	57/ 5.8	4.2	6.1	5.5	6.2	5.4	57/ 775	759/12.1	12.8	15.6				4.4	41	758	KPEZ-F
7. KLBJ	45/ 4.6	4.7	6.6	4.3	5.4	5.1	55/ 943	783/12.5	13.0	11.7				4.6	43	710	KLBJ
8. KEYI A/F	44/ 4.5	5.8	6.7	7.1	9.7	6.0	48/1092	926/14.8	17.0	24.7				5.3	50	900	KEYI A/F
9. KVET	41/ 4.2	4.5	3.4	2.9	2.1	3.8	43/ 532	468/ 7.5	10.4	5.7				2.0	19	442	KVET
10. KQFX-F	38/ 3.9	4.3	.8	.6	---	2.3	45/ 864	695/11.1	11.6	----				4.7	44	751	KQFX-F
11. KAPT-F	34/ 3.5	3.5	4.7	3.5	---	3.8	44/ 903	737/11.8	11.0	----				2.8	26	505	KAPT-F
12.																	
13.																	
14.																	
15.																	

12+ FM SHARE (METRO): 81.38% (573 of 827) (WIN 87: 81.45%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KBTS-F>	1. KLBJ-F	1. KASE-F	1. KASE-F	1. KASE-F	1. KASE-F>	1. KASE-F>	1. KASE-F	1. KASE-F	1. KBTS-F	1. KASE-F>
2. KHFI-F>	2. KASE-F	2. KKMJ-F	2. KKMJ-F>	2. KKMJ-F>	2. KKMJ-F>	2. KKMJ-F	2. KKMJ-F>	2. KKMJ-F	2. KASE-F	2. KKMJ-F>
3.	3. KBTS-F	3. KLBJ-F	3. KLBJ-F	3. KLBJ-F	3. KVET	3. KHFI-F	3. KLBJ-F	3. KLBJ-F	3. KHFI-F	3. KOKE
4.	4. KHFI-F	4. KBTS-F	4. KEYI-F+	4. KEYI-F	4. KLBJ-F	4. KBTS-F	4. KBTS-F	4. KBTS-F	4. KLBJ-F	4. KBTS-F
5.	5. KKMJ-F	5. KHFI-F	5. KHFI-F	5. KHFI-F	5. KOKE	5. KVET	5. KHFI-F	5. KHFI-F	5. KKMJ-F	5. KLBJ-F
	KPEZ-F	6. KPEZ-F	6. KPEZ-F	6. KPEZ-F		6. KLBJ-F				
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KBTS-F	1. KHFI-F	1. KKMJ-F	1. KKMJ-F>	1. KKMJ-F>		1. KLBJ-F>	1. KLBJ-F>	1. KLBJ-F	1. KLBJ-F	1. KASE-F>
	2. KKMJ-F	2. KHFI-F	2. KASE-F	2. KASE-F>		2. KBTS-F	2. KASE-F	2. KASE-F	2. KASE-F>	2. KLBJ-F
3. KPEZ-F	3. KBTS-F	3. KPEZ-F	3. KHFI-F	3. KEYI-F+		3. KASE-F	3. KBTS-F	3. KBTS-F	3. KPEZ-F	3. KKMJ-F
4. KAPT-F	4. KASE-F	4. KEYI-F+	4. KBTS-F	4. KHFI-F		4. KPEZ-F	4. KPEZ-F>	4. KPEZ-F	4. KKMJ-F	4. KPEZ-F
5. KLBJ-F	5. KPEZ-F	5. KLBJ-F	5. KEYI-F+	5. KLBJ-F		5. KQFX-F	5. KKMJ-F	5. KKMJ-F	5. KBTS-F	5. KLBJ
	6. KLBJ-F	6. KBTS-F					KQFX-F		6. KQFX-F	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KIXL	970	Del Valle	.9/3.5
KOKE	1370	Rollingwood	2.9/5.1
KTAE	1260	Taylor	.6/1.3
KTXZ	1560	W. Lake Hills	.9/1.9
KISS-F	99.5	San Antonio	1.2/2.7
KSAH	720	Universal City	.5/1.3
WOAI	1200	San Antonio	.6/2.1

RADIO STATIONS

KLBJ, 590,	5 KW/1 KW (DA-N)	NEWS/TALK	MBS,CBS,NBC-T,\$ 44.00* (Eastman)
KOKE, 1370,	5 KW/500 W (DA-2)	BTFL	\$ 30.00 (Torbet)
KVET, 1300,	5 KW/1 KW (DA-2)	COUNTRY	ABC-I,\$ 41.00* (Katz)

KAPT-F , 94.7,	100 KW @ 1154,	CONTEMP	\$ NA (---)	(LULING)
KBTS-F , 93.3,	100 KW @ 1983,	CHR	\$ 65.00* (Durpetti)	(KILLEEN)
KEYI-F+, 103.5,	100 KW @ 1260,	AC	\$ 90.00* (Torbet)	
KHFI-F , 98.3,	1.3 KW @ 418,	CHR	\$ 70.00 (Christal)	Hicks
KKMJ-F , 95.5,	100 KW @ 1000,	AC	\$ 75.00* (CBS)	Encore
KLBJ-F , 93.7,	100 KW @ 1050,	AOR	\$ 83.00* (Eastman)	Keymarket
KPEZ-F , 102.3,	3 KW @ 300,	CLASSIC AOR	\$ 55.00* (HNWH)	Clear Channel
KASE-F , 100.7,	100 KW @ 1190,	COUNTRY	\$110.00* (Katz)	
KQFX-F , 96.5,	29 KW @ ??,	CLASSIC HITS	\$ 20.00* (Banner)	Capitol-Johnson

BALTIMORE

Arbitron Rank/Pop (12+): 16/1,943,300

Stations: 32/20
Diaries: 2097/931:1/55.8%
Sample Target: 1700
% Below Line: 11.8
% Not Listed: 9.7

1987 Revenue: \$59,300,000
HH Inc.: \$34,570
Retail \$: 15.1 Bil
Pop per Station: 97,655
#1 Biller: WBSB-F \$9,000,000

MSA Rank/Pop: 15/2,290,000
ADI # 22
Average Person Ratings: 17.0
Market TSL: 22.5 hours

12+ METRO	1/4/SHARE	12+ METRO					4 Book Avg.	12+ TSA 1/4/CUME	CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
		FAL 87	SUM 87	SPG 87	WIN 87												
1. WLIF-F	318/9.6	9.8	8.9	9.8	10.5	9.5	345/3737	3559/18.2	17.1	18.6			9.4	347	2967	WLIF-F	
2. WBAL	241/7.3	6.3	7.8	6.7	8.4	7.0	258/3764	3441/17.6	16.1	19.6			5.5	205	2972	WBAL	
3. WBSB-F	225/6.8	8.0	8.9	9.7	9.0	8.4	270/4431	3847/19.7	19.9	21.9			7.3	272	3906	WBSB-F	
4. WMMX-F	213/6.4	4.4	4.1	3.3	4.5	4.6	221/3371	2439/12.5	14.5	14.9			4.8	178	2419	WMMX-F	
5. WXYV-F	189/5.7	8.7	7.4	5.7	6.3	6.9	204/2669	2439/12.5	14.4	13.6			11.1	411	3596	WXYV-F	
6. WIYY-F	184/5.5	4.6	5.6	5.0	5.1	5.2	191/3096	2903/14.9	13.3	16.2			6.0	222	3553	WIYY-F	
7. WPOC-F	176/5.3	6.6	6.6	5.9	4.8	6.1	204/2562	2153/11.0	12.9	11.4			6.9	255	2349	WPOC-F	
8. WGHT-F	124/3.7	3.0	2.4	2.5	3.2	2.9	124/1656	1656/ 8.5	9.1	8.0			3.2	117	1671	WGHT-F	
9. WQSR-F	113/3.6	3.4	2.8	3.0	2.1	3.2	121/1761	1719/ 8.8	8.2	7.7			1.8	66	1180	WQSR-F	
10. WYST-F	115/3.5	2.5	2.5	2.1	2.9	2.7	119/1832	1804/ 9.2	8.2	9.6			1.9	69	1178	WYST-F	
11. WGRX-F	113/3.4	2.7	1.9	1.8	2.3	2.5	132/2248	1939/ 9.9	7.1	7.6			4.0	149	1702	WGRX-F	
12. WFBR	100/3.0	3.4	3.2	3.2	3.3	3.2	100/1392	1346/ 6.9	8.1	9.0			3.0	110	1214	WFBR	
13. WCAO	82/2.5	2.3	2.2	4.1	3.4	2.8	89/1401	1290/ 6.6	6.9	8.3			1.9	70	1157	WCAO	
14. WWDC-F	81/2.4	2.9	2.1	2.6	3.3	2.5	116/2165	1917/ 9.8	9.2	9.7			3.3	124	2034	WWDC-F	
15. WITH	79/2.4	2.1	2.7	2.6	2.1	2.5	80/1059	1040/ 5.3	4.9	5.4			1.4	51	810	WITH	
16. WBGR	77/2.3	2.5	2.3	3.2	3.1	2.6	77/ 846	846/ 4.3	4.6	4.6			2.8	102	642	WBGR	
17.																	
18.																	
19.																	
20.																	
21.																	
22.																	
23.																	
24.																	
25.																	

12+ FM SHARE (METRO): 73.25% (2193 of 2994) (WIN 87: 68.89%)

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

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBMD	750	Baltimore	.3/1.0
WCBM	680	Baltimore	1.1/4.4
WEBB	1360	Baltimore	2.0/6.0
WRBS-F	95.1	Baltimore	2.2/3.9
WWIN	1400	Baltimore	1.9/5.3
WASH-F	97.1	Washington	.9/2.4
WAVA-F	105.1	Arlington	.5/2.7
WGAY-F	99.5	Washington	.4/1.7
WHFS-F	99.1	Annapolis	1.5/4.3
WHUR-F	96.3	Washington	2.1/4.4
WKYS-F	93.9	Washington	.4/1.8
WMAL	630	Washington	.5/1.4
WMZQ-F	98.7	Washington	.4/1.5
WPGC-F	95.5	Morningside	.6/4.1
WRQX-F	107.3	Washington	1.1/5.8
WTOP	1500	Washington	.9/3.8

RADIO STATIONS

AM STATIONS

WBAL, 1090,	50 KW (DA-N)	, NEWS/TALK	ABC-E, \$110.00* (HNWH)	Hearst
WBGR, 860,	2.5 KW (DAYS, DA)	, GOSPEL	UPI, \$ 40.00 (Roslin)	Mortenson
WBMD, 750,	1 KW (DAYS)	, RELIGION	, \$ 12.00 (---)	
WCAO, 600,	5 KW (DA-1)	, COUNTRY	NBC, \$ 95.00* (Mc-Guild)	Summit
WCBM, 680,	10 KW/5 KW (DA-2)	, TALK	UPI, ABC-T, \$ 60.00 (Katz)	Resort
WEBB, 1360,	5 KW/1.7 KW (DA-1)	, BLACK	SBN, \$ 39.00* (---)	Brunson
WFBR, 1300,	5 KW (DA-1)	, TALK	CBS, NBC-T, \$ 75.00* (Republic)	
WITH, 1230,	1 KW	, NOSTALGIA	MBS, \$ 40.00 (Groskin)	
WJRO, 1590,	1 KW (DA-3)	, BTFL (?)	, \$ 14.00 (---)	
WWIN, 1400,	1 KW	, BLACK	NBN, \$ 38.00* (MMR)	Mediacomm
WYST, 1010,	1 KW (DAYS)	, OLDIES	APR, \$ 31.00 (MMR)	United

FM STATIONS

WBSB, 104.3,	50 KW @ 422,	CHR	ABC-C, \$140.00 (Banner)	Scripps-Howard
WGRX, 100.7,	20 KW @ 715,	CLASSIC AOR	ABC-F, \$ 52.00 (Durpetti)	Shamrock-Lynett
WIYY, 97.9,	10 KW @ 950,	AOR	ABC-R, \$110.00* (HNWH)	Hearst
WLIF, 101.9,	14 KW @ 960,	BTFL/EZ	, \$155.00* (Christal)	JAG
WPOC, 93.1,	16 KW @ 870,	COUNTRY	ABC-D, \$130.00 (Eastman)	Nationwide
WQSR, 105.7,	50 KW @ 300,	OLDIES	US 1, CBS-R, \$ 50.00* (Banner)	
WRBS, 95.1,	50 KW @ 500,	RELIGION	, \$ 17.00 (---)	
WGHT, 95.9,	3 KW @ 300,	URBAN/CHR	, \$ 60.00* (MMR)	Mediacomm
WMMX, 106.5,	29 KW @ 620,	AC	, \$ 85.00* (Katz)	Capitol (WRAL)
WXYV, 102.7,	50 KW @ 400,	URBAN	, \$105.00 (Mc-Guild)	Summit
WYST, 92.3,	10 KW @ 709,	AC	APR, \$ 80.00* (MMR)	United

Other ranked stations - See Washington

BATON ROUGE

Arbitron Rank/Pop (12+): 78/450,000
 MSA Rank/Pop: 91/562,000
 ADI # 91
 Average Person Ratings: 16.3
 Market TSL: 21.5 hours

Stations: 19/13
 Diaries: 938/480:1/54.7%
 Sample Target: 820
 % Below Line: 11.0
 % Not Listed: 7.5

1987 Revenue: \$11,100,000
 HH Inc.: \$31,027
 Retail \$: 3.4 Bill
 Pop per Station: 34,623
 #1 Biller: WFMF-F \$2,500,000

12+ METRO	1/4/SHARE	FAL 87	SIJM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. WYNK A/F	101/13.8	10.8	11.0	13.4	14.7	12.3	193/2342	1100/24.4	22.5	24.4			13.0	100	1100	WYNK A/F
2. WGGZ-F	88/12.0	9.9	11.0	9.1	11.0	10.5	157/2499	1276/28.3	26.7	27.9			11.7	90	1290	WGGZ-F
3. WFMF-F	81/11.1	10.8	11.5	12.5	10.8	11.5	127/2061	1219/27.1	29.4	29.2			13.3	102	1699	WFMF-F
4. KQXL-F	80/10.9	9.9	8.5	10.1	8.3	9.9	96/ 939	814/18.1	17.6	15.7			12.4	95	1122	KQXL-F
5. WXOK	74/10.1	12.4	9.8	10.4	9.4	10.7	90/ 982	808/18.0	19.1	17.7			11.0	84	929	WXOK
6. WKJN-F	68/ 9.3	6.7	6.9	9.2	7.0	8.0	115/1314	737/16.4	14.6	17.3			6.4	49	731	WKJN-F
7. WJBO	33/ 4.5	6.2	5.6	4.0	3.4	5.1	38/ 630	580/12.9	13.9	11.4			3.7	28	469	WJBO
8. WCKW-F	27/ 3.7	2.4	1.7	2.1	1.9	2.5	53/ 696	320/ 7.1	5.4	4.9			4.8	37	347	WCKW-F
9. WXLT-F	19/ 2.6	1.2	---	---	---	1.9	26/ 357	246/ 5.5	3.6	---			2.3	18	191	WXLT-F
10. KDEA-F	18/ 2.5	3.3	2.6	2.1	2.8	2.6	49/ 627	198/ 4.4	7.5	5.5			1.0	8	174	KDEA-F

12+ FM SHARE (METRO): 76.55% (519 of 678) (WIN 87: 67.78%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WGGZ-F	1. KQXL-F	1. WGGZ-F	1. WYNK-F+	1. WYNK-F+	1. WYNK-F+	1. WYNK-F+	1. WYNK-F+	1. WYNK-F+	1. KQXL-F	1. WFMF-F
2. WFMF-F	2. WGGZ-F	2. KQXL-F	2. WKJN-F	2. WKJN-F	2. WKJN-F	2. WFMF-F	2. WKJN-F	2. WGGZ-F	2. WGGZ-F	2. WGGZ-F
3. KQXL-F	3. WFMF-F	3. WFMF-F	3. KQXL-F	3. WXOK	3. WJBO	3. WKJN-F	3. WFMF-F	3. KQXL-F	3. WXOK	3. WXOK
4. WXOK	4. WXOK	4. WYNK-F+	4. WGGZ-F	4. KQXL-F	4. WXOK	4. WGGZ-F	4. WXOK	4. WFMF-F	4. WFMF-F	4. WXLT-F
5. WYNK-F+	5. WYNK-F+	5. WXOK	5. WXOK	5. WFMF-F	5. WGGZ-F	5. KQXL-F	5. WGGZ-F	5. WKJN-F	5. WJBO	5. KQXL-F
				6. WGGZ-F						WYNK-F

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WIBR	1300	Baton Rouge	1.1/6.4
WLUX	1550	Baton Rouge	2.0/3.9
WCKW-F	92.7	Clinton	.8/2.9
WTKL	1260	Baton Rouge	1.1/4.4
WQUE-F	93.3	New Orleans	.8/2.5
WLL	870	New Orleans	1.0/2.8
WYLD-F	98.5	New Orleans	.5/2.0

RADIO STATIONS

WIBR, 1300,	5 KW/1 KW (DA-N)	, OLDIES	, \$ 20.00* (Katz)
WJBO, 1150,	5 KW (DA-1)	, NEWS/TALK	CBS,NBC-T,\$ 23.00 (HNWH)
WLUX, 1550,	5 KW (DAYS)	, RELIGION	UPI,\$ 10.00 (---)
WTKL, 1260,	1 KW (DAYS)	, MOR	ABC-C,NBN,\$ 16.00 (Masla)
WXOK, 1460,	5 KW/1 KW (DA-N)	, BLACK	NBC,\$ 32.00 (Banner)
KQXL-F, 106.3,	3 KW @ 300,	BLACK	SBN,ABC-F,\$ 36.00 (Masla)
WFMF-F, 102.5,	100 KW @ 560,	CHR	, \$ 73.00* (HNWH)
WGGZ-F, 98.1,	100 KW @ 1550,	CHR	CBS-R,\$ 70.00* (Katz)
WKJN-F, 103.3,	100 KW @ 1045,	COUNTRY	, \$ 56.00 (Torbet)
WQXY-F, 100.7,	100 KW @ 750,	AC	, \$ 50.00 (Christal)
WYNK-F, 101.5,	100 KW @ 403,	COUNTRY	ABC-E,\$ 80.00 (Katz)

Swaggert
Sterling
Encore
Narragansett
(NEW ROADS)

KSMB, KDEA - See Lafayette WCKW - See New Orleans

BIRMINGHAM

Arbitron Rank/Pop (12+): 47/764,400
 MSA Rank/Pop: 56/927,000
 Average Person Ratings: 16.0
 Market TSL: 21.8 hours

Stations: 24/21
 Diaries: 1269/631:1/54.9.
 Sample Target: 1080
 % Below Line: 2.0
 % Not Listed: 6.3

1987 Revenue: \$23,000,000
 HH Inc.: \$27,914
 Retail S: 5.1 Bil
 Pop per Station: 36,338
 #1 Biller: WZZK A/F \$5,500,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPS 87	MIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. WZZK A/F	203/16.6	17.1	18.0	16.4	16.8	17.0	370/4401	2218/29.1	29.7	31.6			18.3	252	2420	WZZK A/F
2. WMJJ-F	141/11.6	10.9	8.0	11.8	8.4	10.6	181/2005	1449/19.0	22.9	20.7			10.6	147	1556	WMJJ-F
3. WKXX-F	132/10.8	9.9	12.6	10.9	6.9	11.1	155/2231	1611/21.1	22.8	21.7			15.7	217	2338	WKXX-F
4. WENN-F	133/10.7	9.2	9.8	9.7	12.8	9.6	184/1962	1379/18.1	19.5	17.9			12.4	172	1768	WENN-F
5. WAPI-F	111/ 9.1	10.1	11.0	11.6	12.7	10.5	162/2736	1529/20.0	26.7	26.1			13.8	191	2502	WAPI-F
6. WATV	67/ 5.5	3.5	3.9	3.3	5.1	4.1	67/ 791	791/10.4	9.7	9.5			3.5	49	572	WATV
7. WERC	57/ 4.7	5.9	4.6	4.1	6.2	4.8	59/ 920	844/11.1	13.3	13.9			4.5	62	924	WERC
8. WLTB-F	51/ 4.2	3.9	3.9	3.6	4.6	4.6	73/1154	806/10.6	11.3	12.5			2.7	38	797	WLTB-F
9. WAGG	44/ 3.6	3.9	5.1	5.2	2.9	4.5	45/ 585	580/ 7.6	6.4	5.4			1.8	25	258	WAGG
10. WAPI	39/ 3.2	5.3	4.1	4.1	4.0	4.2	42/ 643	560/ 7.3	11.1	9.3			1.8	25	524	WAPI
11. WJLD	34/ 2.8	2.4	1.9	1.9	1.9	2.3	34/ 471	471/ 6.2	6.6	5.3			1.6	22	380	WJLD
12. WDJC-F	29/ 2.4	1.6	2.6	3.2	1.8	2.5	50/1070	557/ 7.3	6.1	6.7			2.2	31	706	WDJC-F

12+ FM SHARE (METRO): 71.22% (914 of 1143) (WIN 87: 73.03%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WKXX-F	1. WMJJ-F	1. WMJJ-F	1. WZZK-F+	1. WZZK-F+	1. WKXX-F	1. WMJJ-F	1. WZZK-F+	1. WZZK-F+	1. WZZK-F+
2. WMJJ-F	2. WENN-F	2. WENN-F	2. WMJJ-F	2. WENN-F	2. WAPI-F	2. WZZK-F+	2. WMJJ-F	2. WMJJ-F	2. WMJJ-F
3. WENN-F	3. WKXX-F	3. WKXX-F	3. WENN-F	3. WMJJ-F	3. WMJJ-F	3. WKXX-F	3. WENN-F	3. WKXX-F	3. WENN-F
4. WAPI-F	4. WZZK-F+	4. WZZK-F+	4. WKXX-F	4. WKXX-F	4. WENN-F	4. WAPI-F	4. WKXX-F	4. WENN-F	4. WKXX-F
5.	5. WZZK-F+	5. WAPI-F	5. WAPI-F	5. WATV	5. WZZK-F+	5. WENN-F	5. WAPI-F	5. WAPI-F	5. WERC

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAGG	1220	Birmingham	1.7/4.3
WCRL	1570	Oneonta	.3/1.1
WCRT	1260	Birmingham	1.6/3.2
WFFN-F	92.9	Cordova	.5/ .8
WFHK	1430	Pell City	.3/ .8
WKLD-F	97.7	Oneonta	.5/1.7
WVOK	690	Birmingham	1.0/6.2
WYDE	850	Birmingham	.7/3.1
WQEN-F	103.7	Gadsden	.6/1.7
WRSA-F	96.9	Decatur	.3/1.1
WZBQ-F	102.5	Jasper	1.1/3.9

RADIO STATIONS

WAGG, 1320, 5 KW	, GOSPEL	NBN, \$ 30.00 (HNWH)	
WAPI, 1070, 50 KW/5 KW (DA-N)	, NOSTALGIA	NBC, NBC-T, \$ 28.00 (Christal)	
WATV, 900, 1 KW	, BLACK	ABC-E, \$ 30.00* (Roslin)	
WAYE, 1220, 1 KW/75 W	, RELIGION	, \$ 15.00 (---)	Woods
WCRT, 1260, 5 KW/41 W	, OLDIES	CNN, \$ 15.00 (---)	
WERC, 960, 5 KW (DA-N)	, NEWS/TALK	, \$ 40.00* (Mc-Guild)	Sun Group
WJLD, 1400, 1 KW	, BLACK	MBS, \$ 24.00 (Masla)	
WVOK, 690, 50 KW/30 W	, COUNTRY	CBS, \$ 16.00 (Eastman)	Signature
WYDE, 850, 50 KW/1 KW (DA-2)	, RELIGION	, \$ 18.00 (---)	American General
WAPI-F, 94.5, 100 KW @ 1214,	CHR/AOR	ABC-C, \$ 75.00* (Christal)	
WDJC-F, 93.7, 100 KW @ 984,	RELIGION	, \$ 18.00 (---)	Crawford
WENN-F, 107.7, 100 KW @ 640,	BLACK	NBN, \$ 60.00* (HNWH)	
WKXX-F, 106.9, 100 KW @ 1114,	URBAN/CHR	ABC-D, \$ 54.00* (Mc-Guild)	
WLTB-F, 99.5, 100 KW @ 870,	SOFT AC	, \$ 40.00* (Eastman)	Signature
WMJJ-F, 96.5, 100 KW @ 900,	AC	, \$ 90.00* (Banner)	Capitol-Johnson
WZZK-F+, 104.7, 100 KW @ 1300,	COUNTRY	, \$125.00* (Katz)	New City
WQEN-F, 103.7, 100 KW @ 1080,	CHR	ABC-C, \$ 38.00* (Dora)	(GADSDEN)

BOSTON

Arbitron Rank/Pop (12+): 7/3,166,800

Stations: 36/31
Diaries: 2406/1323:1/43.1%
Sample Target: 2170
% Below Line: 3.5
% Not Listed: 10.9

1987 Revenue: \$104,300,000
HH Inc.: \$41,506
Retail \$: 31.8 Bil
Pop per Station: 102,703
#1 Biller: WBCN-F \$16,000,000

MSA Rank/Pop: 6/3,730,000

ADI # 6

Average Person Ratings: 18.2

Market TSL: 23.8 hours

12+ METRO	1/4/SHARE	12+ METRO				4 Book Avg.	12+ TSA 1/4/CUME	CUME/CUME RATING	12+ METRO		25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume
		FAL 87	SUM 87	SPG 87	WIN 87				FAL 87	WIN 87					
1. WBCN-F	418/7.2	7.4	7.3	7.1	6.8	7.3	475/6573	5372/16.9	16.6	17.7		8.9	485	5343	WBCN-F
2. WBZ	414/7.1	7.3	7.1	8.7	9.0	7.6	561/6970	5037/15.8	18.2	19.9		7.6	410	5483	WBZ
3. WRKO	387/6.7	6.9	6.4	6.9	7.0	6.7	441/4628	3845/12.1	12.3	14.1		6.7	365	4464	WRKO
4. WXS-F	379/6.5	7.0	8.1	8.8	8.9	7.6	446/7143	5873/18.4	18.9	21.6		8.5	464	7386	WXS-F
5. WJIB-F	355/6.1	5.7	6.3	5.7	6.7	6.0	404/4968	3967/12.5	11.7	13.7		3.9	213	2574	WJIB-F
6. WHDH	334/5.8	5.2	4.6	5.7	5.8	5.3	340/4391	4238/13.3	13.4	13.0		3.9	209	3442	WHDH
7. WZOU-F	312/5.4	5.2	4.3	4.7	3.6	4.9	426/7227	5034/15.8	14.4	13.2		7.3	398	5544	WZOU-F
8. WODS-F	278/4.8	2.9	1.5	1.4	1.3	2.7	466/6776	4209/13.2	8.8	5.3		6.0	324	3887	WODS-F
9. WSSH-F	248/4.3	4.4	4.4	4.7	4.9	4.5	336/4759	3586/11.3	11.1	12.4		4.1	221	2761	WSSH-F
10. WEEI	238/4.1	5.2	4.9	4.6	5.1	4.7	276/5490	4705/14.8	16.0	16.8		3.6	194	4036	WEEI
11. WROR-F	203/3.5	3.2	4.2	3.8	3.8	3.7	274/4918	3411/10.7	12.5	13.3		2.5	134	2776	WROR-F
12. WZLX-F	197/3.4	4.4	4.0	4.5	4.1	4.1	273/3909	2991/ 9.4	10.3	10.9		4.5	243	2847	WZLX-F
13. WMJX-F	176/3.0	2.9	2.9	3.5	4.0	3.1	191/3639	3201/10.1	10.3	12.4		3.4	186	2555	WMJX-F
14. WVBF-F	151/2.6	2.7	2.7	2.5	3.1	2.6	168/3187	2638/ 9.3	8.1	8.2		2.6	139	1676	WVBF-F
15. WBOS-F	122/2.1	2.3	1.9	2.2	1.6	2.1	175/2731	1900/ 6.0	5.9	4.6		3.0	162	1724	WBOS-F
16. WAAF-F	109/1.9	2.0	1.9	2.7	1.8	2.1	243/4163	2280/ 7.2	6.9	6.6		4.6	249	4037	WAAF-F
17. WCRB-F	105/1.8	1.4	1.8	1.4	1.6	1.6	167/2817	1879/ 5.9	4.6	5.2		1.4	78	1525	WCRB-F
18. WXS	100/1.7	1.6	1.7	1.8	1.4	1.7	101/1198	1152/ 3.6	3.5	3.3		.5	26	451	WXS
19. WILD	91/1.6	3.0	2.8	2.3	1.7	2.4	100/ 772	722/ 2.3	4.0	3.3		.7	36	891	WILD
20. WFNX-F	76/1.3	1.5	1.4	.6	1.2	1.2	90/1380	1223/ 3.8	3.5	3.3		1.3	68	934	WFNX-F

- 21.
- 22.
- 23.
- 24.
- 25.

12+ FM SHARE (METRO): 65.74% (3394 of 5163) (WIN 87: 62.28%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WXS-F>	1. WXS-F>	1. WXS-F	1. WXS-F>	1. WODS-F	1. WBCN-F>	1. WBCN-F>	1. WBCN-F>	1. WBCN-F>	1. WBCN-F>
2. WZOU-F	2. WBCN-F	2. WBCN-F	2. WODS-F	WSSH-F	2. WZOU-F>	2. WXS-F	2. WXS-F	2. WODS-F	2. WODS-F
3. WMJX-F	3. WZLX-F	3. WVBF-F	3. WVBF-F	3. WVBF-F	3. WXS-F	3. WZLX-F	3. WZLX-F	3. WXS-F	3. WXS-F
4. WBCN-F	4. WMJX-F	WZLX-F	4. WMJX-F	4. WXS-F	4. WAAF-F	4. WZOU-F	4. WODS-F	4. WZLX-F	4. WZLX-F
5. WAAF-F	5. WZOU-F	5. WODS-F	5. WBCN-F	5. WROR-F	5. WCGY-F	5. WODS-F	5. WROR-F	5. WZOU-F	5. WHDH
6. WZLX-F	6. WVBF-F	6. WROR-F	6. WZOU-F	6. WBZ	WZLX-F	6. WAAF-F	6.	6. WROR-F	6. WRKO
7.	7. WODS-F	7. WMJX-F	7. WSSH-F	7. WBCN-F	7.	7.	7.	7. WRKO	WROR-F
8.	8. WROR-F	8. WSSH-F	WZLX-F	8. WZLX-F	8.	8.	8.	8. WBZ	8. WBZ
9.	9.	9.	9. WROR-F	9. WMJX-F	9.	9.	9.	9.	9.
10.	10.	10.	10.	10. WHDH	10.	10.	10.	10.	10.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCAP	980	Lowell	.4/1.1
WCAV-F	97.7	Brockton	.3/1.0
WCGY-F	93.7	Lawrence	.9/4.1
WDLW	1330	Boston	.3/.9
WESX	1230	Salem	.6/1.5
WEZE	1260	Boston	.4/1.8
WJDA	1300	Quincy	.4/1.2
WLVG	740	Cambridge	.4/.6
WLYT-F	92.5	Haverhill	.5/1.3
WPLM-F	99.1	Plymouth	1.2/3.6
WROL	950	Boston	.6/2.3
WSSH	1510	Boston	.3/1.1
WHOB-F	106.3	Nashua	.3/1.0
WOKQ-F	97.5	Dover	.3/1.1
WHJY-F	94.1	Providence	.4/1.3
WLKW-F	101.5	Providence	.5/.8

RADIO STATIONS

AM STATIONS

WBZ	, 1030,	50 KW (DA-1)	, MOR	ABC-I, \$260.00*	(Group W)	Westinghouse
WDLW	, 1330,	5 KW (DA-2)	, COUNTRY	ABC-D, \$ 40.00	(---)	
WEEI	, 590,	5 KW (DA-1)	, NEWS	CBS, \$107.00	(CBS)	
WEZE	, 1260,	5 KW (DA-N)	, RELIGION	, \$ 20.00	(---)	
WHDH	, 850,	50 KW (DA-2)	, MOR	, \$220.00*	(Durpetti)	Sconnix
WILD	, 1090,	5 KW (DAYS)	, BLACK	SBN, \$ 40.00	(Roslin)	
WKOX	, 1200,	10 KW (DA-N)	, MOR/TALK	ABC-E, \$ 30.00	(Mc-Guild)	Fairbanks
WMEX	, 1150,	5 KW (DA-2)	, OLDIES	Trans, ABC-E, \$ 60.00*	(Mc-Guild)	Greater Media
WSSH	, 1510,	50 KW (DA-2)	, AC	Trans, \$ NA	(---)	Noble
WRKO	, 680,	50 KW (DA-2)	, TALK	MBS, NBC, NBC-T, \$145.00*	(Republic)	RKO
WROL	, 950,	5 KW (DAYS)	, RELIGION	, \$ NA	(---)	
WXS	, 1430,	5 KW/1 KW (DA-N)	, NOSTALGIA	, \$ 55.00	(MMR)	Pyramid
						(FRAMINGHAM)

FM STATIONS

WBCN	, 104.1,	19 KW @ 742,	AOR	, \$350.00*	(Torbet)	Infinity
WBOS	, 92.9,	17 KW @ 860,	COUNTRY	ABC-D, \$125.00	(Durpetti)	Sconnix
WCGY	, 93.7,	50 KW @ 403,	CLASSIC ROCK	, \$ 67.00	(Masla)	Curt Gowdy
WCRB	, 102.5,	11 KW @ 920,	CLASSICAL	, \$ 90.00	(---)	
WFNX	, 101.7,	3 KW @ 170,	AOR	, \$ 54.00	(---)	
WHRB	, 95.3,	3 KW @ 110,	CLASS/JAZZ	, \$ 22.00	(Roslin)	
WJIB	, 96.9,	12 KW @ 1010,	BTF/EZ	, \$170.00	(Mc-Guild)	NBC
WMJX	, 106.7,	12 KW @ 720,	AC	, \$140.00*	(Mc-Guild)	Greater Media
WOODS	, 103.3,	12 KW @ 890,	OLDIES	CBS-R, \$100.00*	(CBS)	CBS
WPLM	, 99.1,	50 KW @ 430,	NOSTALGIA	, \$ 42.00	(---)	(PLYMOUTH)
WROR	, 98.5,	8 KW @ 1191,	AC	US 1, \$175.00*	(Republic)	RKO
WSSH	, 99.5,	32 KW @ 600,	SOFT AC	, \$140.00*	(HNWH)	Noble
WVBF	, 105.7,	14 KW @ 954,	AC	, \$130.00*	(Banner)	Fairbanks
WXS	, 107.9,	21 KW @ 710,	CHR	, \$270.00	(MMR)	Pyramid
WZLX	, 100.7,	50 KW @ 500,	CLASSIC AOR	, \$150.00*	(Christal)	Cook Inlet
WZOU	, 94.5,	5 KW @ 1140,	CHR	, \$138.00*	(Eastman)	Ardman

WAAF - See Worcester

BUFFALO - NIAGARA FALLS

Arbitron Rank/Pop (12+): 35/1,006,500
 MSA Rank/Pop: Buffalo - 51/952,500
 ADI # 38 Niagara Falls - 198/212,400
 Average Person Ratings: 17.4
 Market TSL: 22.8 hours

Stations: 25/22
 Diaries: 1289/776:1/57.9%
 Sample Target: 1290
 Below Line: 1.7
 Not Listed: 9.2

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

12+ METRO	1/4/SHARE	12+ METRO				4 Book Avg.	12+ TSA 1/4/CUME	CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
		FAL 87	SUM 87	SPG 87	WIN 87											
1. WJYE-F	181/10.4	8.6	9.3	7.2	10.4	8.9	197/2281	2099/21.0	19.6	20.6			5.9	92	1515	WJYE-F
2. WBEN	175/10.0	11.8	8.8	8.0	10.0	11.5	184/2600	2471/24.7	33.5	25.8			9.0	140	2279	WBEN
3. WYRK-F	157/ 9.0	7.0	9.0	8.9	6.9	8.5	182/1937	1675/15.8	14.5	12.3			7.3	114	1522	WYRK-F
4. WKSE-F	150/ 8.6	8.2	7.5	5.6	6.0	7.5	164/2206	1895/19.0	20.1	16.7			11.2	174	2075	WKSE-F
5. WHTT-F	130/ 7.5	8.0	9.1	7.6	7.9	8.0	138/1795	1672/16.7	16.1	19.3			7.0	109	1380	WHTT-F
6. WBUF-F	113/ 6.5	6.2	7.7	10.3	6.8	7.7	130/1672	1428/14.3	15.5	17.4			5.2	81	1202	WBUF-F
7. WPHD-F	99/ 5.7	5.4	6.2	4.8	5.4	5.5	108/1960	1858/18.6	17.2	17.5			7.0	109	2096	WPHD-F
8. WECK	89/ 5.1	6.3	5.0	5.6	5.2	5.5	90/ 993	966/ 9.7	11.7	11.0			4.6	72	938	WECK
9. WBLK-F	78/ 4.5	6.5	4.3	5.4	5.5	5.2	78/ 857	950/ 8.5	9.2	9.8			6.7	104	1137	WBLK-F
10. WWKB	71/ 4.1	3.7	3.2	3.6	4.2	3.7	80/1560	1424/14.2	13.7	14.7			2.9	45	1219	WWKB
11. WMJQ-F	63/ 3.6	4.7	3.6	5.3	4.2	5.2	141/2723	1515/15.2	17.4	19.7			6.0	93	1346	WMJQ-F
12. WRLT-F	62/ 3.6	2.6	4.7	4.6	4.1	3.9	68/1062	972/ 9.7	9.1	11.2			1.6	25	697	WRLT-F
13. WGR	56/ 3.2	4.1	3.8	5.2	4.3	4.1	74/1577	1131/11.3	11.6	14.6			2.4	37	843	WGR
14. WBYR-F	33/ 1.9	1.5	1.7	2.6	2.6	1.9	48/1099	829/ 8.3	6.6	8.1			3.1	49	937	WBYR-F

12+ FM SHARE (METR): 70.90% (1123 of 1584) (WIN 87: 68.61%)

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

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WHLD	1270	Niagara Falls	.3/2.2
WHTT	1120	Buffalo	.6/1.3
WJL	1440	Niagara Falls	.4/1.6
WLVL	1340	Lockport	.5/2.2
WPHD	1400	Buffalo	.3/1.6
WUFO	1080	Amherst	.9/1.8
WXRL	1300	Lancaster	1.0/3.0
CFNY-F	102.1	Brampton, ON	1.0/2.7
WHUM-F	104.5	Toronto	.3/1.4
CILQ-F	107.1	Toronto	.4/2.1

RADIO STATIONS

WBEN, 930,	5 KW (DA-N)	, MOR	NBC,\$ 77.00*	(Eastman)	
WECK, 1230,	1 KW	, NOSTALGIA	CBS,\$ 44.00*	(Roslin)	
WGR, 550,	5 KW (DA-N)	, MOR/AC	ABC-E,\$ 50.00*	(Katz)	
WHLD, 1270,	5 KW (DAYS,DA)	, COUNTRY	, \$ 17.00	(Market 4)	(NIAGARA FALLS)
WHTT, 1120,	1 KW (DAYS)	, CLASSIC AOR	, \$ NA	(MMR)	Pyramid
WJL, 1440,	1 KW (DAYS)	, MOR	MBS,\$ 11.00	(S. Katz)	(NIAGARA FALLS)
WUFO, 1080,	1 KW (DAYS)	, BLACK	SBN,\$ 18.00	(Roslin)	
WWKB, 1520,	50 KW (DA-1)	, OLDIES	ABC-D,NBC-T,\$ 45.00*	(HNWH)	Pyramid
WXRL, 1300,	1 KW/2.5 KW (DA-2)	, COUNTRY	MBS,\$ 19.00	(---)	
WMJQ-F, 102.5,	110 KW @ 1347,	CHR	ABC-C,\$ 52.00*	(Eastman)	
WBLK-F, 93.7,	50 KW @ 400,	BLACK	CBS-R,\$ 41.00*	(Durpetti)	
WBUF-F, 92.9,	91 KW @ 580,	AC	, \$ 70.00*	(Mc-Guild)	Lincoln
WBYR-F, 107.7,	14 KW @ 650,	AOR	Source,\$ 40.00*	(Torbet)	
WDCX-F, 99.5,	17 KW @ 430,	RELIGION	, \$ 20.00	(---)	Crawford
WHTT-F, 104.1,	50 KW @ 500,	CLASSIC AOR	, \$ 62.00*	(MMR)	Pyramid
WJYE-F, 96.1,	50 KW @ 480,	BTF/EZ	, \$ 65.00*	(Christal)	
WKSE-F, 98.5,	46 KW @ 420,	URBAN/CHR	ABC-R,\$ 44.00*	(HNWH)	Price
WPHD-F, 103.3,	49 KW @ 423,	AOR	CBS-R,\$ 48.00*	(CBS)	
WRLT-F, 96.9,	13 KW @ 890,	AC	ABC-E,\$ 43.00*	(Katz)	
WYRK-F, 106.5,	50 KW @ 390,	COUNTRY	, \$ 61.00*	(Mc-Guild)	Stoner

CHARLOTTE

Arbitron Rank/Pop (12+): 41/877,200

Stations: 29/22
Diaries: 1248/717:1/55.2%
Sample Target: 1130
% Below Line: 3.8
% Not Listed: 11.1

1987 Revenue: \$27,100,000
HH Inc.: \$31,563
Retail \$: 7.7 Bil
Pop per Station: 40,700
#1 Biller: WEZC-F \$4,700,000

MSA Rank/Pop: 44/1,080,000

AD1 # 31

Average Person Ratings: 15.7

Market TSL: 21.0 hours

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume
1. WSOC-F	202/14.4	12.1	10.8	12.2	13.7	12.4	352/3988	2105/23.5	23.7	23.2					WSOC-F
2. WPEG-F	147/10.5	14.2	13.7	11.9	10.0	12.6	183/1789	1476/16.5	16.5	15.6					WPEG-F
3. WEZC-F	107/ 7.6	6.2	7.2	6.5	8.9	6.9	134/1940	1402/15.7	15.1	18.5					WEZC-F
4. WLVK-F	97/ 6.9	6.7	7.3	7.1	8.1	7.0	168/2480	1137/12.7	14.1	14.8					WLVK-F
5. WCKZ-F	93/ 6.6	3.3	3.4	4.5	4.0	4.5	144/1900	1292/14.4	8.7	8.6					WCKZ-F
6. WBCY-F	83/ 5.9	6.5	5.3	5.1	6.5	5.7	208/3396	1508/16.8	18.9	14.4					WBCY-F
7. WRFX-F	82/ 5.8	9.1	7.7	7.8	6.9	7.4	116/1547	1143/12.8	13.4	13.7					WRFX-F
8. WBT	81/ 5.8	7.0	7.1	8.0	8.3	7.0	104/1529	1156/12.9	14.2	17.2					WBT
9. WROQ-F	71/ 5.1	6.3	8.4	7.6	8.8	6.9	134/2716	1374/15.3	18.0	19.6					WROQ-F
10. WWMG-F	59/ 4.2	5.2	5.1	5.6	1.5	5.0	101/1367	737/ 8.2	9.1	3.5					WWMG-F
11. WRLX-F	58/ 4.1	3.6	.5	---	---	2.7	75/ 830	618/ 6.9	7.0	---					WRLX-F
12. WGIV	24/ 1.7	2.0	1.8	1.1	1.5	1.7	26/ 374	358/ 4.0	5.2	4.3					WGIV

12+ FM SHARE (METRO): 85.16% (1062 of 1247) (WIN 87: 84.52%)

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

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAES	610	Charlotte	.4/2.0	WFMX-F	105.7	Statesville	.4/1.4
WAME	1480	Charlotte	.4/1.8	WXRC-F	95.7	Hickory	.6/2.8
WGSP	1310	Charlotte	.4/1.4				
WHVN	1240	Charlotte	.4/2.1	WKRR-F	92.3	Asheboro	.4/1.0
WLON	1050	Lincolnton	.9/1.4	WMIT-F	106.9	Black Mountain	.9/3.5
WQCC	1540	Charlotte	1.3/1.8	WOJY-F	100.3	High Point	.4/1.2
WRDX-F	106.5	Salisbury	.7/2.3	WSPA-F	98.9	Spartanburg	.8/2.2
WSAT	1280	Salisbury	.9/1.8	WSSL-F	100.5	Gray Court	.4/ .7
WSOC	930	Charlotte	.6/3.2				
WSTP	1490	Salisbury	.4/1.0				

RADIO STATIONS

WAES, 610, 5 KW/1 KW (DA-2)	, OLDIES	US 1,\$ NA (Republic)	CRB
WAME, 1480, 5 KW (DA-2)	, RELIGION	UPI,\$ 16.00 (---)	Swaggert
WBT, 1110, 50 KW (DA-N)	, MOR/AC	NBC,MBS,\$ 86.00* (Banner)	Jeff-Pilot
WGIV, 1600, 1 KW (DA-2)	, BLACK	NBN,\$ 28.00 (HNWH)	Dorton
WGSP, 1310, 1 KW (DAYS,DA)	, GOSPEL (?)	NBN,\$ 19.00* (Masla)	Willis
WHVN, 1240, 1 KW (DA-1)	, RELIGION	,\$ NA (---)	Buck
WQCC, 1540, 1 KW (DAYS)	, GOSPEL	,\$ NA (Savalli)	
WSOC, 930, 5 KW (DA-N)	, COUNTRY	,\$ NA (Christal)	Cox
WBCY-F, 107.9, 97 KW @ 970, CHR		,\$ 68.00* (Banner)	Jeff-Pilot
WEZC-F, 104.7, 100 KW @ 1240, AC		,\$115.00* (MMR)	EZ
WCKZ-F, 101.9, 100 KW @ 870, CONTEMP		US 2,\$ 50.00* (Republic)	Beasley
WLVK-F, 96.9, 100 KW @ 1554, COUNTRY		ABC-E,\$ 57.00* (Torbet)	Capitol-Johnson (STATESVILLE)
WPEG-F, 97.9, 50 KW @ 390, BLACK		CBS-R,\$ 70.00* (HNWH)	Dorton (CONCORD)
WRFX-F, 99.7, 100 KW @ 1044, AOR		,\$ 55.00* (Mc-Guild)	Metropiex (KANNAPOLIS)
WROQ-F, 95.1, 100 KW @ 570, CHR		US 1,\$ 65.00* (Republic)	CRB
WSOC-F, 103.7, 100 KW @ 1040, COUNTRY		,\$120.00* (Christal)	Cox
WWMG-F, 96.1, 100 KW @ 1745, AC		,\$ NA (Katz)	Voyager (SHELBY)
WXRC-F, 95.7, 100 KW @ 1275, AOR		Source,\$ 40.00 (---)	(HICKORY)

CHATTANOOGA

Arbitron Rank/Pop (12+): 95/356,100

MSA Rank/Pop: 109/433,000
ADI # 80

Average Person Ratings: 15.6
Market TSL: 21.3 hours

Stations: 19/17
Diaries: 1000/257:1/59.7%
Sample Target: 760
% Below Line: 1.1
% Not Listed: 9.0

1987 Revenue: \$11,200,000
HH Inc.: \$27,241
Retail \$: 2.9 Bil
Pop per Station: 20,988
#1 Biller: WSKZ-F, WUSY-F \$2,100,000

12+ METRO	1/4/SHARE	12+ METRO					4 Book Avg.	12+ TSA 1/4/CUME	CJME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
		FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.											
1. WSKZ-F	89/16.0	19.2	18.8	17.4	17.4	17.9	172/2116	1029/23.8	34.1	31.4			24.7	165	1535	WSKZ-F	
2. WUSY-F	79/14.2	11.6	14.2	11.8	11.0	13.0	155/1612	765/21.4	21.7	21.6			12.6	84	1029	WUSY-F	
3. WDEF-F	61/11.0	10.3	10.7	9.9	9.8	10.5	81/1110	768/21.5	21.2	21.0			8.7	58	745	WDEF-F	
4. WLMX-F	54/ 9.7	14.3	10.6	9.4	10.0	11.0	60/ 941	766/21.5	24.4	20.4			8.7	58	842	WLMX-F	
5. WOOD-F	52/ 9.4	8.0	8.2	8.7	10.0	8.6	91/1150	647/18.1	21.2	22.2			7.8	52	687	WOOD-F	
6. WJTT-F	44/ 7.9	4.6	6.0	6.4	5.4	6.2	46/ 605	483/13.5	10.8	12.2			7.5	50	585	WJTT-F	
7. WDEF	34/ 6.1	3.6	5.5	4.6	6.1	5.0	34/ 376	376/10.5	10.9	13.1			2.8	19	224	WDEF	
8. WYYY-F	20/ 3.6	3.5	4.2	6.1	3.9	4.4	20/ 291	280/ 7.8	7.2	6.3			7.6	51	523	WYYY-F	
9. WOOD	17/ 3.1	2.3	2.0	3.0	3.4	2.6	20/ 335	287/ 8.0	5.9	8.7			2.2	15	282	WOOD	
10. WNOO	14/ 2.5	5.5	3.8	5.4	6.4	4.3	14/ 176	176/ 4.9	6.9	7.1			5.5	37	306	WNOO	
11. WGOV	12/ 2.2	1.2	1.3	2.5	2.7	1.8	12/ 257	257/ 7.2	5.6	8.2			1.3	9	238	WGOV	
12.																	
13.																	
14.																	
15.																	

12+ FM SHARE (METRO): 80.04% (405 of 506) (WIN 87: 74.85%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WSKZ-F>	1. WSKZ-F>	1. WSKZ-F	1. WUSY-F>	1. WUSY-F	1. WDEF-F	1. WDEF-F	1. WUSY-F	1. WSKZ-F	1. WSKZ-F>	1. WUSY-F
2. WJTT-F>	2. WUSY-F	2. WUSY-F	2. WSKZ-F	2. WLMX-F	2. WUSY-F	2. WSKZ-F	2. WDEF-F	2. WUSY-F	2. WUSY-F	2. WJTT-F
3. WLMX-F	3. WLMX-F	3. WLMX-F	3. WLMX-F	3. WSKZ-F	3. WOOD-F	3. WUSY-F	3. WLMX-F	3. WLMX-F	3. WJTT-F	3. WSKZ-F
4. WJTT-F>	4. WJTT-F	4. WJTT-F	4. WOOD-F	4. WDEF-F	4. WDEF-F	4. WLMX-F	4. WOOD-F	4. WDEF-F	4. WLMX-F	4. WDEF-F
5. WYYY-F	5. WYYY-F	5. WOOD-F	5. WJTT-F	5. WDEF-F	5. WLMX-F	5. WDEF-F	5. WSKZ-F	5. WOOD-F	5. WYYY-F	5. WLMX-F
			6. WDEF-F	6. WJTT-F		6. WOOD-F		6. WJTT-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WSKZ-F>	1. WSKZ-F>	1. WSKZ-F	1. WSKZ-F	1. WUSY-F>	1. WSKZ-F>	1. WSKZ-F>	1. WLMX-F	1. WUSY-F	1. WUSY-F>
2. WJTT-F	2. WUSY-F	2. WUSY-F	2. WUSY-F>	2. WSKZ-F	2. WJTT-F	2. WLMX-F	2. WSKZ-F	2. WSKZ-F	2. WOOD-F
3. WUSY-F	3. WJTT-F	3. WLMX-F	3. WLMX-F	3. WLMX-F	3. WUSY-F	3. WUSY-F	3. WUSY-F	3. WLMX-F>	3. WLMX-F
4. WYYY-F	4. WLMX-F>	4. WJTT-F	4. WJTT-F	4. WDEF-F	4. WLMX-F	4. WJTT-F>	4. WJTT-F	4. WOOD-F	4. WSKZ-F>
5. WLMX-F	5. WYYY-F	5. WJTT-F	5. WDEF-F	5. WOOD-F	5. WOOD-F	5. WOOD-F	5. WOOD-F	5. WJTT-F	5. WJTT-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDXB	1490	Chattanooga	.5/3.2
WEPG	910	S. Pittsburgh	.9/1.3
WFLI	1070	Lookout Point	1.1/4.1
WLFA	1590	Lafayette	.4/1.0
WMOC	1450	Chattanooga	.4/2.6
WSDQ	1190	Dunlap	1.1/1.8
WJSQ-F	101.7	Athens	.5/1.6
WKLS-F	96.1	Atlanta	.5/1.7

RADIO STATIONS

WDEF, 1370,	5 KW (DA-N)	, MOR	CBS,NBC,\$ 35.00* (Katz)	Park
WOOD, 1310,	5 KW (DA-N)	, COUNTRY	ABC-E,\$ 27.00* (Banner)	Bahake1
WFLI, 1070,	50 KW/1 KW (DA-2)	, RELIGION	ABC-I,\$ 12.00 (---)	
WGOV, 1150,	5 KW/1 KW (DA-N)	, AC	, \$ 30.00* (Christal)	Bloomington
WNOO, 1260,	5 KW (DAYS)	, GOSPEL/BLACK	SBN,\$ 12.00 (Mas1a)	
WDEF-F, 92.3,	100 KW @ 895,	BTFL/EZ	ABC-D,\$ 46.00 (Katz)	Park
WOOD-F, 96.5,	100 KW @ 1080,	COUNTRY	ABC-E,\$ 55.00* (Banner)	Bahake1
WJTT-F, 94.3,	3 KW @ 300,	BLACK	CBS-R,\$ 30.00* (HNWH)	
WLMX-F, 105.5,	3 KW @ 270,	AC	, \$ 45.00* (Republic)	(ROSSVILLE, GA)
WYYY-F, 102.3,	3 KW @ 300,	BLACK	NBN,\$ 24.00* (Mas1a)	
WSKZ-F, 106.5,	100 KW @ 1076,	CHR	, \$ 70.00 (Christal)	Bloomington
WUSY-F, 100.7,	100 KW @ 500,	COUNTRY	US 2,\$ 60.00 (Mc-Guild)	Colonial

CHICAGO

Arbitron Rank/Pop (12+): 3/6,673,400

Stations: 38/38
Diaries: 3321/2015:1/57.0%
Sample Target: 3120
% Below Line: 0
% Not Listed: 9.6

1987 Revenue: \$192,000,000
HH Inc.: \$38,507
Retail \$: 51.2 Bil
Pop per Station: 176,116
#1 Biller: WGN \$31,000,000

MSA Rank/Pop: 3/8,140,000

ADI # 3

Average Person Ratings: 18.6

Market TSL: 24.5 hours

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. WICI-F	1153/9.2	8.0	8.2	8.6	7.7	8.5	1155/10791	10724/16.0	15.1	15.3			12.1	1422	11706	WICI-F
2. WGN	1146/9.2	8.0	9.7	8.4	8.1	8.8	1295/15101	12588/18.8	19.8	17.8			8.8	1038	9533	WGN
3. WBBM	782/6.3	6.3	6.3	5.7	6.8	6.2	857/14874	13094/19.6	19.8	19.4			5.9	691	3692	WBBM
4. WLOO-F	594/4.8	5.4	5.3	5.3	6.2	5.2	604/ 6932	6756/10.1	10.7	12.2			3.4	404	4749	WLOO-F
5. WBMX-F	531/4.3	4.5	5.1	4.4	4.6	4.6	582/ 8573	8242/12.3	12.4	13.0			6.0	704	9178	WBMX-F
6. WBBM-F	529/4.2	3.9	4.1	3.8	3.7	4.0	531/ 9815	9677/14.5	15.0	15.1			3.9	464	10780	WBBM-F
7. WLUP-F	512/4.1	4.5	3.6	3.7	5.1	4.0	521/ 7810	7516/11.2	12.0	11.9			4.6	540	7372	WLUP-F
8. WYTZ-F	469/3.8	3.9	3.5	2.7	2.7	3.5	494/ 8893	8392/12.5	12.5	9.8			5.6	663	9066	WYTZ-F
9. WLAK-F	431/3.5	3.7	3.3	4.2	4.2	3.7	431/ 6557	6391/ 9.5	10.0	11.4			2.1	245	3770	WLAK-F
10. WCLR-F	424/3.4	3.0	2.7	3.0	3.5	3.0	433/ 6673	6586/ 9.8	9.7	10.3			3.2	382	5551	WCLR-F
11. WJMK-F	421/3.4	2.7	2.9	2.9	2.4	3.0	447/ 7389	7046/10.5	8.8	8.9			2.2	254	4485	WJMK-F
12. WJJD	402/3.2	3.3	2.7	2.6	3.4	3.0	427/ 4189	3921/ 5.9	5.6	6.6			2.3	275	2529	WJJD
13. WUSN-F	326/2.6	2.6	2.6	3.3	3.1	2.8	332/ 4760	4581/ 6.8	6.3	8.0			2.9	338	3846	WUSN-F
14. WCKG-F	327/2.6	3.4	3.7	2.9	2.8	3.2	363/ 6364	5681/ 8.5	9.4	8.0			4.5	534	6824	WCKG-F
15. WLUP	319/2.6	2.1	1.9	1.2	.7	2.0	356/ 4714	4376/ 6.5	5.7	3.1			2.1	249	3314	WLUP
16. WXRT-F	275/2.2	2.5	2.4	2.7	2.9	2.5	280/ 3711	3593/ 5.4	6.2	7.6			2.1	242	3322	WXRT-F
17. WFYR-F	269/2.2	2.0	2.9	2.6	2.3	2.4	290/ 5992	5668/ 8.5	7.8	9.2			1.9	219	3528	WFYR-F
18. WVON	252/2.0	1.6	1.2	1.5	1.5	1.6	252/ 1514	1514/ 2.3	2.1	1.9			.7	80	1360	WVON
19. WOJO-F	247/2.0	1.1	1.1	1.2	1.3	1.4	247/ 2078	2078/ 3.1	2.7	3.1			.3	32	1119	WOJO-F
20. WKQX-F	246/2.0	2.5	2.9	3.2	3.0	2.7	258/ 6104	5917/ 8.8	2.5	3.0			2.1	246	6689	WKQX-F
21. WLS	208/1.7	1.8	2.2	2.5	2.7	2.1	363/ 6102	3946/ 5.9	7.1	9.4			1.9	226	4423	WLS
22. WNUA-F	193/1.5	1.8	1.2	1.6	1.3	1.5	195/ 4128	4039/ 6.0	5.9	6.1			1.9	229	4628	WNUA-F
23. WFMT-F	164/1.3	2.0	1.1	1.4	1.3	1.5	177/ 3516	3292/ 4.9	5.3	4.3			2.0	232	3423	WFMT-F
24. WNIB-F	151/1.2	1.4	.8	1.2	.9	1.2	152/ 3014	2932/ 4.4	4.6	3.5			.8	97	1593	WNIB-F
25. WIND	139/1.1	.8	.4	.9	.8	.8	139/ 1262	1236/ 1.8	2.2	2.0			.6	65	982	WIND

12+ FM SHARE (METRO): 66.82% (7538 of 11281) (WIN 87: 68.84%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WYTZ-F	1. WICI-F>	1. WICI-F>	1. WICI-F>	1. WICI-F>	1. WGN >	1. WGN >	1. WICI-F	1. WICI-F	1. WICI-F>	1. WGN >
2. WBBM-F	2. WLUP-F	2. WLUP-F	2. WJMK-F	2. WGN	2. WBBM	2. WCI-F	2. WLOO-F	2. WGN	2. WGN	2. WBBM >
3. WCI-F	3. WBMX-F	3. WJMK-F	3. WLUP-F	3. WJMK-F	3. WLOO-F	3. WBBM	3. WGN	3. WLUP	3. WBMX-F	3. WCI-F>
4. WBMX-F	4. WBBM-F	4. WBMX-F	4. WCLR-F	4. WCLR-F	4. WJJD	4. WLUP-F>	4. WLAK-F	4. WBBM-F	4. WBBM-F	4. WBMX-F>
5.	5. WCKG-F	5. WCLR-F	5. WGN	5. WLUP-F	5. WCI-F	5. WJJD	5. WCLR-F	5. WBBM	5. WYTZ-F	5. WVON
6.	6. WXRT-F	6. WGN	6. WLAK-F	6. WBBM	6. WLAK-F	6. WYTZ-F	6. WBBM	6. WLOO-F	6. WBBM	6. WJJD
7.	7. WLUP	7. WBBM-F	7. WBBM	7. WLAK-F	7. WJMK	7. WLOO-F	7. WLUP-F	7. WYTZ-F	7. WLOO-F	7. WOJO-F
8.	8. WCLR-F	8. WCKG-F	8. WXRT-F	8. WXRT-F	8. WUSN-F	8. WBBM-F	8. WJJD	8. WJMK-F	8. WJMK-F	8. WJMK-F
9.	9. WYTZ-F>	9. WLUP	9. WFYR-F	9. WBMX-F	9. WVON	9. WCLR-F	9. WJMK-F	9. WLUP-F	9. WCKG-F	9. WLAK-F
10.	10.	10. WLAK-F	10. WBMX-F	10. WUSN-F	10. WCLR-F	10. WLAK-F	10. WFYR-F	10. WJMK-F	10. WVON	10. WBBM-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WICI-F	1. WICI-F>	1. WICI-F>	1. WICI-F>	1. WICI-F>	1. WCI-F	1. WLUP-F	1. WLUP-F	1. WCI-F	1. WCI-F
2. WYTZ-F	2. WBMX-F	2. WCLR-F	2. WCLR-F	2. WGN	2. WLUP-F	2. WCI-F>	2. WCI-F	2. WLUP-F>	2. WJMK-F
3. WBMX-F	3. WCLR-F	3. WLUP-F	3. WLAK-F	3. WCLR-F	3. WCKG-F	3. WCKG-F	3. WXRT-F	3. WJMK-F	3. WLUP-F
4. WBBM-F	4. WBBM-F	4. WBBM-F	4. WBMX-F	4. WLAK-F	4. WBMX-F	4. WLUP	4. WLUP	4. WGN	4. WGN
5. WLUP-F	5. WLUP-F	5. WLAK-F	5. WBBM-F	5. WJMK-F	5. WYTZ-F	5. WBMX-F	5. WCKG-F	5. WCKG-F	5. WBBM
6. WCLR-F	6. WYTZ-F	6. WFYR-F	6. WJMK-F	6. WFYR-F	6. WLUP	6. WXRT-F>	6. WBMX-F	6. WBMX-F	6. WXRT-F
7. WCKG-F	7. WLAK-F	7. WBBM-F	7. WGN	7. WBBM	7. WBBM-F>	7. WBBM-F	7. WJMK-F	7. WXRT-F	7. WLUP
8. WKQX-F	8. WFYR-F	8. WUSN-F	8. WLUP-F	8. WLOO-F	3. WGN	8. WYTZ-F	8. WCLR-F	8. WGN	8. WCLR-F
9. WLAK-F	9. WKQX-F	9. WXRT-F	9. WFYR-F	9. WUSN-F	9. WUSN-F	9. WJMK-F	9. WGN	9. WBBM	9. WCKG-F
10. WLNRF	10. WXRT-F	10. WKQX-F	10. WYTZ-F	10. WBBM-F	10. WXRT-F	10. WCLR-F	10. WIND	10. WCLR	10. WBMX-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAIT	850	Crystal Lake	.4/ .8
WCZE	820	Chicago	.7/1.9
WGCI	1390	Chicago	.5/1.8
WJOB	1230	Hammond	.3/ .8
WJOL	1340	Joliet	.3/ .7
WJPC	950	Chicago	.2/1.4
WLNR-F	106.3	Lansing	.9/2.7
WJZQ-F	95.1	Kenosha	.3/1.5
WLLI-F	96.7	Joliet	.4/1.0
WMAQ	670	Chicago	1.1/6.2
WVXX-F	103.1	Highland Park	.3/ .8
WYCA	92.3	Hammond	.4/1.4
WYSY-F	107.9	Aurora	.4/1.4

RADIO STATIONS

AM STATIONS

WBBM,	780,	50 KW	, NEWS	CBS,\$220.00*	(CBS)	CBS
WLUP,	1000,	50 KW (DA-2)	, TALK/AOR	MBS,\$ 65.00	(MMR)	H & W
WCZE,	820,	5 KW/1 KW (DA-N)	, SOFT AC	MBS,\$ 70.00	(Republic)	Century
WGCI,	1390,	5 KW (DA-2)	, URBAN	, \$ NA	(Mc-Guild)	Gannett
WGN,	720,	50 KW	, VARIETY/TALK	ABC-I,\$340.00*	(Christal)	Tribune Co.
WIND,	560,	5 KW (DA-2)	, SPANISH	, \$ 80.00	(Katz)	Tichenor
WJJD,	1160,	50 KW/4 KW (DA-2)	, NOSTALGIA	US 2,\$140.00*	(Katz)	Infinity
WJPC,	950,	1 KW/5 KW (DA-N)	, BLACK	NBN,\$ 70.00*	(---)	Johnson
WLS,	890,	50 KW	, AC/CONTEMP	ABC-C,\$170.00*	(Banner)	Cap Cities/ABC
WMAQ,	670,	50 KW	, TALK	NBC,NBC-T,\$150.00*	(Group W)	NBC
WSBC,	1240,	1 KW	, ETHNIC	, \$ 24.00	(---)	
WVON,	1450,	1 KW	, BLACK	MBS,\$ 51.00	(Roslin)	

FM STATIONS

WBBM,	96.3,	6 KW @ 1174,	CHR	CBS-R,\$150.00*	(CBS)	CBS
WBMX,	102.7,	6 KW @ 1170,	BLACK	ABC-F,\$155.00*	(Durpetti)	
WCKG,	105.9,	4 KW @ 1575,	AOR	, \$115.00*	(Katz)	Cox
WCLR,	101.9,	4 KW @ 1560,	AC	, \$175.00*	(Mc-Guild)	Bonneville
WFMT,	98.7,	16 KW @ 1167,	CLASSICAL	, \$150.00	(CMBS)	
WFYR,	103.5,	4 KW @ 1548,	AC	US 1,\$140.00*	(Republic)	RKO
WGCI,	107.5,	33 KW @ 600,	URBAN	, \$190.00*	(Mc-Guild)	Gannett
WJMK,	104.3,	19 KW @ 820,	OLDIES	US 2,\$160.00	(Katz)	Infinity
WKQX,	101.1,	6 KW @ 1170,	CONTEMP	Source,\$180.00*	(Eastman)	NBC
WLAK,	93.9,	5 KW @ 1581,	SOFT AC	, \$175.00*	(Christal)	Viacom
WLOO,	100.3,	6 KW @ 1167,	BTFL/EZ	ABC-E,\$240.00	(Republic)	Century
WLUP,	97.9,	6 KW @ 1170,	AOR	, \$225.00*	(MMR)	H & W
WNIB,	97.1,	8 KW @ 1196,	CLASSICAL	, \$ 95.00	(---)	
WOJO,	105.1,	6 KW @ 1174,	SPANISH	, \$ 87.00	(Katz)	Tichenor
WNUA,	95.5,	6 KW @ 1170,	JAZZ/NEW AGE	, \$105.00*	(Durpetti)	Pyramid
WUSN,	99.5,	6 KW @ 1170,	COUNTRY	ABC-D,\$165.00*	(Torbet)	First Media
WXRT,	93.1,	7 KW @ 1310,	AOR	, \$175.00	(CBS)	
WTYZ,	94.7,	6 KW @ 1170,	CHR	ABC-R,\$130.00*	(Banner)	Cap Cities/ABC
WTWV,	106.7,	50 KW @ 328,	JAZZ/NEW AGE	SMN,\$ 80.00*	(Roslin)	(DES PLAINES)
WLNR,	106.3,	2 KW @ 397,	AC/JAZZ	, \$ 28.00	(---)	(LANSING)

MINNAPOLI

Arbitron Rank/Pop (12+): 30/1,151,670

Stations: 25/22
 Licenses: 1433/1311/56.14
 Sample Target: 1340
 Below Line: 2.0
 Not Listed: 7.6

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

MSA Rank/Pop: 31/1,690,000
 ADI # 29
 Average Person Ratings: 16.3
 Market TSL: 21.5 hours

12+ METRO	1/4/SHARE	12+ METRO										Birch Share	Birch AQH	Birch Cume		
		FAL 87	SUM 87	SPR 87	FALL 87	4 Book Avg.	12+ TSA 1/4/CUME	CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion					%
1. WEBN-F	236/12.4	11.9	16.7	17.3	12.6	12.8	282/3664	2368/24.7	24.8	24.0		17.1	339	4029	WEBN-F	
2. WVEZ-F	183/ 9.6	8.8	9.2	9.6	10.5	9.3	232/2426	1958/16.3	16.9	13.3		9.1	181	1941	WVEZ-F	
3. WKRQ-F	175/ 9.2	9.5	7.7	9.6	10.0	9.0	246/4112	3053/26.3	24.0	24.8		11.1	220	3203	WKRQ-F	
4. WKRC	154/ 8.1	9.0	6.1	6.3	8.3	7.1	176/2910	2099/13.1	20.0	20.6		7.0	139	1879	WKRC	
5. WLW	132/ 6.9	9.7	13.4	13.9	7.2	11.0	214/3648	2258/19.5	21.8	21.5		6.6	131	2401	WLW	
6. WCKY	110/ 5.8	4.9	6.0	4.2	4.5	5.2	121/1420	1219/10.5	10.1	11.3		4.3	85	1007	WCKY	
7. WRRM-F	107/ 5.6	5.3	4.2	4.0	5.0	4.8	123/1362	1579/13.6	13.9	13.6		4.1	81	1571	WRRM-F	
8. WUBE-F	91/ 4.8	5.3	5.3	5.9	6.2	5.3	133/1787	1136/ 9.8	11.5	13.3		5.7	113	1415	WUBE-F	
9. WLLT-F	88/ 4.6	2.8	3.3	2.7	3.4	3.3	113/1636	1221/10.5	9.8	11.0		3.9	77	1063	WLLT-F	
10. WBLZ-F	86/ 4.5	4.4	3.4	3.6	4.7	4.2	94/1399	1189/10.2	10.4	12.5		5.1	101	1652	WBLZ-F	
11. WBVE-F	80/ 4.2	3.8	3.3	3.4	3.8	4.0	156/1992	1062/ 9.1	9.3	8.6		4.7	94	1588	WBVE-F	
12. WNNK-F	64/ 3.4	3.4	2.2	3.3	3.1	3.1	76/1751	1323/11.4	12.1	11.0		3.1	61	1112	WNNK-F	
13. WIZF-F	61/ 3.2	3.7	2.4	2.5	1.3	3.0	61/ 797	639/ 5.9	5.2	3.2		3.9	78	1087	WIZF-F	
14.																
15.																
16.																
17.																
18.																
19.																
20.																
21.																
22.																
23.																
24.																
25.																

12+ FM SHARE (METRO): 70.6% (1239 of 1755) (WIN 87: 72.16%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AM	12+ MID	12+ PM	12+ EVE	OVERNIGHT
1. WKRQ-F	1. WEBN-F	1. WEBN-F	1. WEBN-F	1. WEBN-F	1. WVEZ-F	1. WKRC	1. WVEZ-F	1. WEBN-F	1. WEBN-F	1. WKRC
2. WEBN-F	2. WKRQ-F	2. WKRQ-F	2. WLW	2. WLW	2. WKRC	2. WEBN-F	2. WEBN-F	2. WLW	2. WKRQ-F	2. WCKY
3. WBLZ-F	3. WRRM-F	3. WRRM-F	3. WKRQ-F	3. WKRC	3. WCKY	3. WKRQ-F	3. WRRM-F	3. WVEZ-F	3. WLW	3. WEBN-F
4.	4. WBLZ-F	4. WLW	4. WKRC	4. WUBE-F	4. WLW	4. WVEZ-F	4. WKRC	4. WKRQ-F	4. WBLZ-F	4. WUBE-F
5.	5. WLLT-F	5. WLLT-F	5. WRRM-F	5. WKRQ-F	5. WUBE-F	5. WCKY	5. WLLT-F	5. WRRM-F	5. WVEZ-F	5. WBLZ-F
6.	6. WLW	6. WKRC	6. WUBE-F	6. WVEZ-F	6. WBVE-F	6. WLW	6. WKRQ-F	6. WLLT-F	6. WKRC	6. WVEZ-F
7.	7. WNNK-F	7. WBLZ-F	7. WVEZ-F	7. WRRM-F	7.	7.	7. WCKY	7. WBLZ-F	7.	7. WKRQ-F
8.	8.	8. WUBE-F	8. WLLT-F	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCIN	1480	Cincinnati	1.3/3.7
WOJO	1230	Cincinnati	1.0/2.6
WJOJ-F	107.1	Milford	1.2/6.1
WMLX	1180	Florence	1.6/1.5
WNOP	740	Newport	.8/1.3
WOXY-F	92.7	Oxford	.4/ .9
WSCH-F	99.3	Aurora	.3/ .6
WTSJ	1050	Cincinnati	.5/1.4
WWNK	1360	Cincinnati	.7/2.4
WHIO-F	99.1	Dayton	.9/2.5
WONE	980	Dayton	.3/ .8
WTUE-F	104.7	Dayton	.7/2.8

RADIO STATIONS

AM STATIONS

WCIN, 1480,	5 KW/500 W (DA-2)	, BLACK	NBN, SBN, \$ 32.00	(Roslin)	
WCKY, 1530,	5 KW (DA-N)	, NEWS/TALK	NBC, CBS, NBC-T, \$ 67.00	(CBS)	Federated
WOJO, 1230,	1 KW	, OLDIES	US 2, \$ 41.00	(Mc-Guild)	American
WKRC, 550,	5 KW/1 KW (DA-2)	, MOR/AC	ABC-E, \$ 90.00*	(Katz)	Great American
WLW, 700,	50 KW	, MOR	ABC-I, \$ 90.00*	(Eastman)	Jacor
WNOP, 740,	1 KW (DAYS, DA)	, JAZZ/VARIETY	, \$ 22.00	(---)	(NEWPORT, KY)
WTSJ, 1050,	1 KW (DAYS)	, RELIGION	CNN, \$ 20.00	(---)	
WWNK, 1360,	5 KW (DA-N)	, OLDIES	, \$ 35.00*	(MMR)	Booth

FM STATIONS

WBLZ, 103.5,	19 KW @ 790,	BLACK	, \$ 71.00*	(Republic)	Panache	(HAMILTON)
WBVE, 96.5,	20 KW @ 810,	COUNTRY	ABC-D, \$ 45.00*	(Durpetti)	Reams	(HAMILTON)
WEBN, 102.7,	17 KW @ 876,	AOR	, \$ 90.00*	(Eastman)	Jacor	
WIZF, 100.9,	1 KW @ 466,	URBAN	, \$ 20.00	(Torbet)	Inter Urban	(ERLANGER, KY)
WLLT, 94.9,	27 KW @ 650,	AC	, \$ 65.00*	(Republic)	Hoker	(FAIRFIELD)
WJOJ, 107.1,	3 KW @ 300,	AC	, \$ 40.00	(K & P)		(MILFORD)
WKRQ, 101.9,	25 KW @ 660,	CHR	ABC-F, \$ 93.00*	(Katz)	Great American	
WRRM, 98.5,	15 KW @ 810,	AC	, \$ 73.00*	(Banner)	Susquehanna	
WUBE, 105.1,	14 KW @ 920,	COUNTRY	, \$ 78.00*	(Mc-Guild)	American	
WWEZ, 92.5,	11 KW @ 905,	BTFL/EZ	, \$ 80.00*	(CBS)	Federated	
WWNK, 94.1,	32 KW @ 550,	AC	, \$ 55.00*	(MMR)	Booth	

CLEVELAND

Arbitron Rank/Pop (12+): 21/1,782,100
 MSA Rank/Pop: 24/1,840,000
 ADI # 11
 Average Person Ratings: 17.2
 Market TSL: 22.8 hours

Stations: 28/22
 Diaries: 1708/1033:1/58.1%
 Sample Target: 1640
 % Below Line: 3.9
 % Not Listed: 7.8

1987 Revenue: \$44,300,000
 HH Inc.: \$33,340
 Retail \$: 13.4 Bil
 Pop per Station: 80,191
 #1 Biller: WMMS-F \$9,000,000

12+ METRO	1/4/SHARE	12+ METRO					4 Book Avg.	12+ METRO		FAL 87	WIN 87	25-54 Conversion	; Male	Birch Share	Birch AQH	Birch Cume	
		FAL 87	SIJ 87	SPG 87	WIN 87	TSA CUME		CUME/RATING									
1. WMMS-F	378/12.4	12.5	11.7	12.9	12.1	12.4	538/7567	4661/26.4	24.7	28.6			18.5	557	6355	WMMS-F	
2. WQAL-F	348/11.4	10.1	9.3	8.5	8.2	9.8	400/3979	3212/18.2	17.6	16.1			6.2	185	1999	WQAL-F	
3. WZAK-F	243/ 8.0	8.9	9.8	7.5	8.1	8.5	289/2675	2193/12.4	11.2	12.1			10.9	323	3457	WZAK-F	
4. WMJI A/F	222/ 7.3	9.0	11.3	13.1	11.5	10.2	320/5435	3616/20.5	NA	NA			7.4	222	2851	WMJI A/F	
5. WLTF-F	192/ 6.3	7.4	6.5	5.4	6.3	6.4	242/4288	3204/18.2	18.6	19.4			5.8	175	2412	WLTF-F	
6. WGAR-F	187/ 6.1	4.7	4.0	5.9	4.7	5.2	226/2517	1762/10.0	10.3	10.0			6.3	189	2121	WGAR-F	
7. WDOK-F	155/ 5.1	6.8	4.4	5.2	6.3	5.4	213/3276	2492/14.1	17.6	14.1			3.9	117	1920	WDOK-F	
8. WNCX-F	147/ 4.8	4.8	4.7	4.1	3.2	4.6	175/2998	2160/12.2	13.4	14.7			6.1	182	3057	WNCX-F	
9. WWWE	143/ 4.7	5.3	6.4	6.9	5.1	5.8	191/3662	2533/14.4	15.5	15.3			5.1	152	2671	WWWE	
10. WERE	133/ 4.4	3.7	2.9	3.2	3.2	3.5	134/1832	1765/10.0	9.5	10.4			3.7	111	2153	WERE	
11. WRMR	89/ 2.9	1.1	1.1	1.2	1.6	1.6	106/1361	1063/ 6.0	3.4	4.6			1.0	29	550	WRMR	
12. WRQC-F	81/ 2.7	2.7	3.1	3.1	3.5	2.9	84/2013	1880/10.7	9.6	12.2			4.3	128	2407	WRQC-F	
13. WNWV-F	75/ 2.5	1.0	1.1	1.1	1.6	1.4	88/1540	1270/ 7.2	3.7	4.2			2.7	82	858	WNWV-F	
14. WPHR-F	59/ 1.9	1.6	2.0	1.5	2.2	1.7	110/2474	1669/ 9.5	5.9	8.3			2.6	78	1264	WPHR-F	
15. WCLV-F	56/ 1.8	2.1	1.4	1.6	1.7	1.7	59/1147	1008/ 5.7	5.4	4.6			1.3	40	794	WCLV-F	
16.																	
17.																	
18.																	
19.																	
20.																	
21.																	
22.																	
23.																	
24.																	
25.																	

12+ FM SHARE (METRO): 79.75% (2237 of 2805) (WIN 87: 75.41%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AM	12+ MID	12+ PM	12+ EVE	OVERNIGHT
1. WZAK-F	1. WMMS-F>	1. WMMS-F>	1. WMMS-F>	1. WMMS-F	1. WQAL-F>	1. WMMS-F	1. WQAL-F>	1. WMMS-F	1. WZAK-F>	1. WZAK-F>
2. WRQC-F	2. WZAK-F	2. WMJI-F+	2. WMJI-F+	2. WMJI-F+	2. WERE	2. WMJI-F	2. WMMS-F>>	2. WQAK-F	2. WMMS-F	2. WERE
3. WMMS-F>	3. WNCX-F	3. WZAK-F	3. WLTF-F	3. WLTF-F	3. WWWE	3. WQAL-F	3. WOOK-F	3. WZAL-F	3. WLTF-F	WWWE
4.	4. WLTF-F	4. WLTF-F	4. WZAK-F	4. WQAL-F	4. WMJI-F+	4. WZAK-F	4. WMJI-F+	4. WLTF-F	4. WNCX-F	4. WQAL-F
5.	5. WMJI-F>	5. WNCX-F	5. WGAR-F	5. WZAK-F	5. WGAR-F	5. WGAR-F	5. WLTF-F	5. WGAR-F	5. WWWE	5. WGAR-F
6.	6. WGAR-F	6. WGAR-F	6. WNCX-F	6. WGAR-F	6. WOOK-F	6. WLTF-F	6. WWWE	6. WMJI-F+	6. WGAR-F	6. WMJI-F
7.	7. WDOK-F	7. WDOK-F	7. WQAC-F	7. WDOK-F	7.	7. WWWE	7. WNCX-F	7. WNCX-F	7. WQAL-F	7. WMMS-F
8.	8.	8.	8. WDOK-F	8.	8.	8. WERE	8. WGAR-F	8. WOOK-F	8. WRQC-F	8. WLTF-F
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WABQ	1540	Cleveland	1.0/2.0
WELW	1330	Willoughby	.7/1.3
WEOL	930	Elyria	1.0/2.2
WGAR	1220	Cleveland	1.0/4.2
WHK	1420	Cleveland	.6/4.0
WJMO	1490	Cleveland Heights	1.5/3.3
WDBN-F	94.9	Medina	.9/2.2
WDOF-F	104.9	Geneva	.3/ .8
WKDD-F	96.5	Akron	.7/4.7
WNIR-F	100.1	Kent	.5/1.0
WONE-F	97.5	Akron	1.0/3.7
CKLW	800	Windsor	.6/1.7

RADIO STATIONS

AM STATIONS

WABQ, 1540, 1 KW (DAYS)	, GOSPEL	NBN, \$ 21.00 (---)	
WMJI, 1260, 5 KW (DA-2)	, AC	, \$ 50.00* (Eastman)	Jacor
WELW, 1330, 500 W (DAYS, DA)	, BTFL/ETHNIC	, \$ 18.00 (---)	
WERE, 1300, 5 KW (DA-1)	, NEWS/TALK	CBS, MBS, ABC-T, \$ 57.00* (Banner)	Metropolis
WHK, 1420, 5 KW (DA-N)	, OLDIES	NBC, \$ 50.00* (Katz)	Malrite
WJMO, 1490, 1 KW	, BLAKC	NBN, SBN, \$ 35.00* (MMR)	United
WRMR, 850, 10 KW/5 KW (DA-2)	, NOST/MOR	APR, \$ 44.00* (Christal)	Booth
WWWE, 1100, 50 KW	, TALK/NEWS	ABC-I, CNN, NBC-T, \$ 80.00* (Mc-Guild)	
WGAR, 1220, 50 KW (DA-N)	, COUNTRY	ABC-E, \$ NA (HNWH)	Nationwide

FM STATIONS

WCLV, 95.5, 37 KW @ 580, CLASSICAL		, \$ 58.00 (CMBS)	
WNWV, 107.3, 50 KW @ 275, JAZZ/NEW AGE		SMN, \$ 28.00* (Regional)	(ELYRIA)
WDOK, 102.1, 9 KW @ 1000, BTFL/EZ		, \$ 82.00* (Mc-Guild)	
WGAR, 99.5, 50 KW @ 500, COUNTRY		ABC-E, \$ 80.00* (HNWH)	Nationwide
WLTF, 106.5, 11 KW @ 1060, AC		APR, \$110.00* (Christal)	Booth
WMJI, 105.7, 27 KW @ 900, AC		, \$104.00* (Eastman)	Jacor
WMMS, 100.7, 32 KW @ 600, AOR/CHR		Source, \$160.00* (Katz)	Malrite
WNCX, 98.5, 16 KW @ 960, CLASSIC AOR		ABC-F, \$ 75.00 (Banner)	Metropolis
WQAL, 104.1, 11 KW @ 1060, BTFL/EZ		, \$100.00* (Christal)	WIN
WRQC, 92.3, 27 KW @ 234, CHR		ABC-C, ABC-R, \$ 56.00 (MMR)	United
WZAK, 93.1, 28 KW @ 620, URBAN		CBS-R, \$ 90.00 (Durpetti)	Zapis
WPHR, 107.9, 70 KW @ 390, CHR		ABC-C, US 1, \$ 65.00* (Republic)	Ardman

COLUMBUS, OH

Arbitron Rank/Pop (12+): 34/1,068,000

Stations: 21/19
Diaries: 1442/748:1/57.7%
Sample Target: 1280
% Below Line: 2.1
% Not Listed: 11.3

1987 Revenue: \$34,100,000
HH Inc.: \$32,109
Retail \$: 9.2 Bil
Pop per Station: 56,732
#1 Biller: WLVQ-F \$6,500,000

MSA Rank/Pop: 36/1,300,000
ADI # 33
Average Person Ratings: 14.9
Market TSL: 19.8 hours

12+ METRO	1/4/SHARE	12+ METRO					4 Book Avg.	12+ TSA 1/4/CUME	CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
		FAL 87	SUM 87	SPG 87	WIN 87												
1. WNCI-F	161/10.0	9.8	10.6	9.2	8.2	9.9	246/4030	2760/25.6	23.9	22.2			10.2	188	3101	WNCI-F	
2. WBNS-F	158/ 9.8	10.9	10.7	8.9	12.9	10.0	189/2596	2104/19.5	18.0	19.4			7.8	143	1995	WBNS-F	
3. WTVN	150/ 9.3	9.8	7.6	10.1	8.7	9.2	181/2541	2024/18.8	18.7	21.0			7.4	137	1529	WTVN	
4. WXGT-F	148/ 9.2	8.0	8.3	9.2	8.9	8.7	176/2977	2426/22.5	23.3	24.2			11.0	202	2836	WXGT-F	
5. WLVQ-F	143/ 8.9	9.5	11.9	11.3	13.1	10.4	162/2466	2067/19.2	21.8	23.0			11.9	218	2524	WLVQ-F	
7. WSNY-F	143/ 8.9	8.7	6.8	9.7	7.9	8.5	155/2339	2143/19.9	20.4	19.2			8.8	161	1927	WSNY-F	
7. WHOK-F	79/ 4.9	4.8	4.4	4.4	3.6	4.6	122/1609	1079/10.0	10.7	7.8			5.5	102	1273	WHOK-F	
8. WMGG-F	74/ 4.6	4.6	3.6	4.1	4.2	4.2	80/1428	1265/11.7	12.5	13.0			8.3	152	1522	WMGG-F	
9. WCKX-F	52/ 3.2	1.7	2.7	1.8	1.4	3.4	52/ 608	608/ 5.6	3.5	2.6			3.4	62	840	WCKX-F	
10. WMNI	51/ 3.2	3.8	3.4	3.3	3.1	3.4	52/ 675	631/ 5.9	6.4	6.4			2.4	44	709	WMNI	
11. WBBY-F	44/ 2.7	2.1	1.8	2.3	1.4	2.2	44/ 723	701/ 6.5	5.4	4.7			1.6	30	446	WBBY-F	
12. WCOL	42/ 2.6	1.5	2.5	1.8	2.2	2.1	45/ 548	494/ 4.6	4.7	5.5			1.8	34	966	WCOL	
13. WVKO	33/ 2.1	2.7	1.9	3.1	3.3	2.4	33/ 658	658/ 6.1	5.9	6.1			2.3	42	1041	WVKO	
14.																	
15.																	
16.																	
17.																	
18.																	
19.																	
20.																	
21.																	
22.																	
23.																	
24.																	
25.																	

12+ FM SHARE (METRO): 72.91% (1039 of 1425) (WIN 87: 73.53%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WXGT-F>	1. WLVQ-F	1. WNCI-F	1. WSNY-F>	1. WSNY-F>	1. WBNS-F	1. WTVN	1. WBNS-F>	1. WNCI-F	1. WXGT-F	1. WCKX-F
2. WNCI-F>	2. WNCI-F>	2. WSNY-F	2. WNCI-F	2. WTVN	2. WTVN >	2. WNCI-F	2. WSNY-F	2. WBNS-F	2. WLVQ-F	2. WMNI
3. WLVQ-F>	3. WSNY-F	3. WLVQ-F	WTVN	3. WNCI-F	3. WSNY-F	3. WXGT-F	3. WTVN	3. WSNY-F	3. WNCI-F>	3. WBNS-F
4. WCKX-F	4. WXGT-F	4. WXGT-F	4. WLVQ-F	4. WLVQ-F	4. WHOK-F	4. WSNY-F	4. WNCI-F	4. WLVQ-F	4. WSNY-F	WHOK-F
6. WVKO	5. WMGG-F>	5. WTVN	5. WXGT-F	5. WHOK-F	5. WCOL	5. WLVQ-F	5. WLVQ-F	5. WXGT-F	5. WBNS-F	5. WTVN
7.	6. WMGG-F	6. WMGG-F	6. WHOK-F	6. WXGT-F	6. WMNI	6. WBNS-F	6. WXGT-F	6. WTVN	6. WTVN	6. WXGT-F
8.	7.	7.	7. WBNS-F	7.	7.	7.	7.	7.	7.	7.
9.	8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
10.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WNCI-F	1. WNCI-F>	1. WSNY-F	1. WSNY-F	1. WSNY-F>	1. WLVQ-F	1. WLVQ-F>	1. WLVQ-F>	1. WLVQ-F>	1. WLVQ-F
2. WXGT-F	2. WSNY-F	2. WNCI-F>	2. WNCI-F	2. WTVN	2. WMGG-F>	2. WMGG-F	2. WNCI-F	2. WNCI-F	2. WSNY-F
3. WLVQ-F	3. WXGT-F>	3. WXGT-F	3. WXGT-F	3. WNCI-F	3. WNCI-F	3. WNCI-F>	3. WSNY-F	3. WMGG-F	3. WTVN-F
4. WSNY-F	4. WLVQ-F	4. WHOK-F	4. WLVQ-F	4. WXGT-F	4. WCKX-F	4. WSNY-F	4. WMGG-F	4. WSNY-F	4. WNCI-F>
5. WCKX-F	5.	5. WLVQ-F	WTVN	5. WHOK-F	5. WXGT-F	5. WXGT-F	5. WHOK-F	5. WTVN	5. WHOK-F
6.	6.	6. WMGG-F	6. WHOK-F	6. WBNS-F	6.	6.	WTVN	6. WXGT-F	6. WBNS-F
7.	7.	7.	7.	7.	7.	7.	WXGT-F	7.	7.
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBNS	1460	Columbus	1.8/6.7
WCLT	1430	Newark	.7/1.0
WCLT-F	100.3	Newark	.6/1.9
WHTH	790	Heath	1.9/1.4
WRFD	880	Columbus	.9/2.4
WZZT-F	103.1	Johnstown	1.2/4.1
WMRN-F	106.9	Marion	.6/1.6
WLW	700	Cincinnati	1.6/5.4

RADIO STATIONS

AM STATIONS

WBNS, 1460,	5 KW/1 KW (DA-N)	, MOR	ABC-I, NBC-T, \$ 45.00*	(Banner)	Columbus Dispatch
WCOL, 1230,	1 KW	, NOSTALGIA	CBS, SMN, \$ 35.00	(Christal)	Great Trails
WMNI, 920,	1 KW/500 W (DA-2)	, COUNTRY	MBS, \$ 34.00*	(Torbet)	
WRFD, 880,	5 KW (DAYS)	, RELIGION	CNN, \$ 20.00	(---)	Salem
WTVN, 610,	5 KW (DA-N)	, MOR/AC	ABC-E, \$113.00	(Katz)	Great American
WVKO, 1580,	1 KW/250 W (DA-2)	, BLACK	SBN, \$ 35.00*	(Mc-Guild)	Saga

FM STATIONS

WBBY, 103.9,	2 KW @ 360,	JAZZ	US 2, \$ 25.00	(Torbet)	
WBNS, 97.1,	26 KW @ 660,	BTFL/EZ	, \$ 65.00*	(Banner)	Columbus Dispatch
WCKX, 106.3,	3 KW @ 300,	BLACK	NBN, \$ 28.00*	(Roslin)	
WLVQ, 96.3,	18 KW @ 753,	AOR	Source, \$105.00*	(Katz)	Great American
WHOK, 95.5,	50 KW @ 215,	COUNTRY	APR, \$ 20.00	(Regional)	(LANCASTER)
WMGG, 99.7,	50 KW @ 500,	AC/CLAS. HITS	MBS, \$ 60.00*	(Torbet)	
WNCI, 97.9,	175 KW @ 565,	CHR	ABC-C, \$ 90.00	(MMR)	Nationwide
WSNY, 94.7,	22 KW @ 753,	AC	, \$100.00*	(Mc-Guild)	Saga
WXGT, 92.3,	18 KW @ 753,	CHR	CBS-R, \$ 70.00*	(Christal)	Great Trails
WZZT, 103.1,	1.5 KW @ 444,	BLACK	MBS, \$ 36.00*	(Masla)	(JOHNSTOWN)

WLW - See Cincinnati

DALLAS - FORT WORTH

Arbitron Rank/Pop (12+): 10/2,959,100
 MSA Rank/Pop: Dallas - 13/2,420,800
 ADI # 8 Fort Worth - 39/1,271,100
 Average Person Ratings: 17.7
 Market TSL: 23.3 hours

Stations: 30/30
 Diaries: 2548/1202:1/54.7%
 Sample Target: 220
 % Below Line: 0
 % Not Listed: 6.8

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

12+ METRO	1/4/SHARE	12+ METRO				4 Book Avg.	12+ TSA 1/4/CUME	CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
		FAL 87	SUM 87	SPG 87	WIN 87											
1. KKDA-F	469/8.7	8.6	10.6	8.7	9.6	9.2	505/4253	3836/12.5	11.4	13.1			11.4	633	4659	KKDA-F
2. KVIL A/F	438/8.1	9.6	8.1	7.5	7.2	8.3	449/5218	5020/16.4	19.6	14.0			7.9	440	4633	KVIL A/F
3. KPLX-F	422/7.8	7.4	6.9	7.4	8.4	7.4	486/5934	5018/16.4	16.1	17.4			8.4	467	4823	KPLX-F
4. KRLD	316/5.8	6.6	5.6	5.6	5.5	5.9	393/6435	5146/16.8	20.8	16.4			5.0	278	4164	KRLD
5. KMEZ A/F	308/5.6	6.0	6.3	4.9	6.3	5.7	363/3795	3247/10.6	11.3	12.5			4.4	247	2575	KMEZ A/F
6. KHYI-F	304/5.6	4.9	4.1	3.9	4.2	4.6	353/5042	4584/15.0	14.0	11.7			6.6	367	5563	KHYI-F
7. WBAP	289/5.3	5.3	5.2	6.6	5.2	5.6	530/7535	4258/13.9	12.2	11.9			5.1	283	3485	WBAP
8. KEGL-F	295/5.3	6.2	4.6	6.3	5.3	5.6	360/6184	5200/17.0	16.9	17.4			9.4	518	5372	KEGL-F
9. KTXQ-F	248/4.6	3.7	3.9	4.6	4.3	4.2	261/4146	3830/12.5	10.7	12.7			4.8	268	3556	KTXQ-F
10. KSCS-F	229/4.2	4.1	5.8	4.5	3.2	4.7	278/4741	3998/13.1	11.5	10.7			4.9	269	4145	KSCS-F
11. KQZY-F	202/3.7	3.3	3.3	3.6	3.6	3.5	208/3343	3172/10.4	7.9	10.2			1.8	102	1813	KQZY-F
12. KLUV-F	181/3.3	3.6	3.6	4.0	3.3	3.6	191/3154	2809/ 9.2	11.0	8.9			2.3	126	2577	KLUV-F
13. KHVN	172/3.2	1.6	2.9	2.0	3.0	2.4	172/1082	1069/ 3.5	2.7	3.4			1.4	79	366	KHVN
14. KOAI-F	145/2.7	2.8	2.2	2.0	3.1	2.4	148/2327	2254/ 7.4	8.0	11.4			2.3	127	1609	KOAI-F
15. KZEW-F	129/2.4	3.0	2.8	2.5	2.2	2.7	138/3000	2730/ 8.9	8.7	8.5			3.8	212	3270	KZEW-F
16. KDLZ-F	111/2.1	1.6	1.4	1.4	2.0	1.6	111/1613	1613/ 5.3	4.6	5.3			2.0	110	1710	KDLZ-F
17. KZPS-F	110/2.0	1.5	2.4	2.7	2.0	2.2	116/1983	1360/ 6.1	4.9	7.7			1.9	103	1539	KZPS-F
18. KLIF	108/2.0	2.2	1.7	1.9	1.5	2.0	120/1381	1722/ 5.6	5.9	5.0			1.5	82	1350	KLIF
19. KMGC-F	107/2.0	2.4	3.0	3.6	3.9	2.8	110/2516	2448/ 8.0	8.9	10.5			1.6	89	1722	KMGC-F
20. KOJO-F	95/1.8	2.9	2.4	1.4	1.9	2.1	99/1787	1574/ 5.1	5.9	2.3			2.3	126	1212	KOJO-F
21.																
22.																
23.																
24.																
25.																

12+ FM SHARE (METRO): 76.52% (3859 of 5043) (WIN 87: 76.30%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AM	12+ MID	12+ PM	12+ EVE	OVERNIGHT
1. KHYI-F	1. KKDA-F	1. KVIL A/F	1. KVIL A/F	1. KVIL A/F	1. KMEZ A/F	1. KVIL A/F	1. KVIL A/F	1. KVIL A/F	1. KKDA-F	1. KKDA-F
2. KEGL-F	2. KTXQ-F	2. KKDA-F	2. KPLX-F	2. KPLX-F	2. KRLD	2. KRLD	2. KPLX-F	2. KKDA-F	2. KHYI-F	2. KRLD
3. KKDA-F	4. KEGL-F	4. KTXQ-F	4. KLUV-F	4. KLUV-F	4. WBAP	4. WBAP	4. KPLX-F	3. KMEZ A/F	3. KPLX-F	3. KEGL-F
4.	5. KPLX-F	5. KEGL-F	5. KQZY-F	5. KRLD	5. KVIL A/F	5. KKDA-F	5. KRLD	4. KMEZ A/F	4. KTXQ-F	4. WBAP
5.	6. KHYI-F	6. KHYI-F	6. KOAI-F	6. KQZY-F	6. KSCS-F	6. KEGL-F	6. WBAP	5. KEGL-F	5. KPLX-F	5. KHYI-F
6.	7. KZEW-F	7. KLUV-F	7. KRLD	7. WBAP	7. KHVN-F	7. KHYI-F	7. KLUV-F	6. KPLX-F	6. KVIL A/F	6. KVIL A/F
7.	8. KLUV-F	8. KQZY-F	8. KTXQ-F	8. KMEZ A/F	8. KKDA-F	8. KMEZ A/F	8. KQZY-F	7. WBAP	7. KMEZ A/F	7. KDLZ-F
8.	9.	9.	9.	9. KOAI-F	9. KQZY-F	9. KTXQ-F	9. KSCS-F	9.	9.	9.
9.	10.	10.	10.	10. KSCS-F	10.	10.	10. KTXQ-F	10.	10.	10.

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAAM	1310	Dallas	1.1/2.6
KCLE	1120	Cleburne	.4/ .6
KESS	1270	Fort Worth	1.5/2.1
KKDA	730	Grand Prairie	.4/1.2
KLDD	570	Dallas	.6/3.0
KSSA	1600	Piano	1.0/1.1
KZRR-F	94.5	Gainesville	.4/2.1
WRR-F	101.1	Dallas	1.6/4.6

RADIO STATIONS

AM STATIONS

KAAM, 1310, 5 KW (DA-N)	, NOSTALGIA	, \$ 50.00 (Durpetti)	Bonneville
KFJZ, 870, 250 W (DAYS)	, NOSTALGIA	US 2, \$ 60.00 (Roslin)	
KKDA, 730, 500 W/10 W	, BLACK	APR, \$ NA (Katz)	
KLDD, 570, 5 KW (DA-2)	, OLDIES	CBS, \$ 60.00 (MMR)	Anchor
KLIF, 1190, 50 KW/5 KW (DA-2)	, TALK	NBC, NBC-T, \$ 61.00* (Eastman)	Susquehanna
KMEZ, 1480, 5 KW/1 KW (DA-2)	, BTFL/EZ	, \$ NA (Mc-Guild)	Summit
KPBC, 1040, 1 KW (DAYS)	, RELIGION	, \$ 58.00 (---)	Crawford
KRLD, 1080, 50 KW (DA-N)	, NEWS	CBS, \$220.00* (Katz)	Metropolitan
KSKY, 660, 10 KW/500 W (DA-N)	, RELIGION	, \$ 25.00 (---)	Dorton
KWJS, 1360, 5 KW/1 KW (DA-2)	, RELIGION	, \$ 35.00 (---)	Universal
KESS, 1270, 5 KW (DA-1)	, SPANISH	, \$ 70.00 (Caballero)	
KHVN, 970, 1 KW (DAYS)	, GOSPEL	NBN, \$ 40.00 (K & P)	
KMIA, 1540, 50 KW/1 KW (DA-2)	, RELIGION	, \$ 41.00 (---)	Command
WBAP, 820, 50 KW	, COUNTRY	ABC-I, \$190.00* (Banner)	Cap Cities/ABC

FM STATIONS

KDLZ, 107.5, 100 KW @ 450, BLACK	US 1, \$100.00 (---)	
KEGL, 97.1, 98 KW @ 1460, CHR/AOR	ABC-C, \$145.00* (Torbet)	Sandusky
KKDA, 104.5, 100 KW @ 1585, URBAN	APR, \$170.00* (Katz)	
KHYI, 94.9, 100 KW @ 1140, CHR	, \$ NA (Christal)	H & G
KLUV, 98.7, 100 KW @ 1585, OLDIES/AC	US 2, \$120.00* (Republic)	TK
KMEZ, 100.3, 100 KW @ 1280, BTFL/EZ	, \$160.00* (Mc-Guild)	Summit
KMGC, 102.9, 100 KW @ 1572, AC	, \$135.00* (Christal)	Shamrock
KPLX, 99.5, 100 KW @ 1680, COUNTRY	APR, \$200.00* (Eastman)	Susquehanna
KQZY, 105.3, 100 KW @ 1560, SOFT AC	, \$110.00* (Group W)	Westinghouse
KSCS, 96.3, 100 KW @ 1680, COUNTRY	, \$160.00* (Banner)	Cap Cities/ABC
KOAI, 106.1, 100 KW @ 1585, JAZZ/NEW AGE	, \$130.00* (HNWH)	Gannett
KTXQ, 102.1, 100 KW @ 1420, AOR	ABC-R, \$140.00* (CBS)	CBS
KVIL+, 103.7, 100 KW @ 1470, AC	, \$415.00 (Torbet)	Infinity
KZEW, 97.9, 100 KW @ 1680, AOR	Source, \$140.00* (MMR)	Anchor
KZPS, 92.5, 100 KW @ 1685, CLASSIC HITS	, \$115.00* (Durpetti)	Bonneville
WRR, 101.1, 100 KW @ 1510, CLASSICAL	, \$ 75.00 (CMBS)	City of Dallas
KOJO, 94.1, 100 KW @ 1585, RELIGION	, \$110.00 (HNWH)	

DAYTON

Arbitron Rank/Pop (12+): 46/795,500

Stations: 26/19
Diaries: 1277/625:1/60.4%
Sample Target: 1110
% Below Line: 11.5
% Not Listed: 9.7

1987 Revenue: \$21,300,000
HH Inc.: \$33,262
Retail \$: 5.9 Bil
Pop per Station: 42,021
#1 Biller: WHIO \$3,200,000

MSA Rank/Pop: 54/928,000

ADI # 48

Average Person Ratings: 16.8

Market TSL: 22.3 hours

12+ METRO	1/4/SHARE	12+ METRO					4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO		FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
		FAL 87	SUM 87	SPG 87	WIN 87	CUME/CUME RATING												
1. WTUE-F	180/13.4	13.0	12.4	13.9	11.0	13.2	226/2516	1830/22.9	21.1	18.8				18.2	235	2172	WTUE-F	
2. WHIO-F	158/11.8	10.8	13.2	11.5	12.8	11.8	221/2520	1819/22.8	19.1	21.4				10.4	134	1572	WHIO-F	
3. WGTZ-F	150/11.2	10.2	12.1	12.5	12.7	11.5	222/2972	1960/24.5	24.8	25.9				11.7	151	2191	WGTZ-F	
4. WHIO	114/ 8.5	8.5	9.2	6.5	7.5	8.2	118/1558	1409/17.6	17.8	17.6				7.7	99	1306	WHIO	
5. WWSN-F	80/ 6.0	6.9	5.3	5.2	6.4	5.9	99/1423	1082/13.6	14.8	14.9				4.0	51	942	WWSN-F	
6. WONE	73/ 5.4	6.7	6.2	7.2	4.7	6.4	80/1105	908/11.4	13.6	12.3				5.7	73	953	WONE	
7. WVUD-F	60/ 4.5	2.7	3.3	3.2	5.3	3.4	68/1175	936/11.7	9.5	12.6				3.7	48	551	WVUD-F	
8. WYMJ-F	53/ 4.3	5.4	4.7	4.4	4.5	4.7	58/1255	1247/15.6	13.0	13.0				6.0	77	1349	WYMJ-F	
9. WBVE-F	54/ 4.0	3.5	3.0	4.2	3.0	3.7	123/1503	669/ 8.4	7.9	6.4				2.5	32	667	WBVE-F	
10. WBLZ-F	43/ 3.2	4.3	3.1	3.7	4.9	3.6	52/ 858	609/ 7.6	8.0	8.7				4.7	61	1006	WBLZ-F	
11. WLW	33/ 2.5	4.3	5.0	4.1	2.3	4.0	113/1991	658/ 8.2	11.7	6.5				4.1	53	840	WLW	
12. WING	31/ 2.3	2.5	2.3	2.6	3.1	2.4	35/ 629	536/ 6.7	10.2	9.0				2.0	26	497	WING	

12+ FM SHARE (METRO): 73.29% (889 of 1213) (WIN 87: 75.43%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WGTZ-F>	1. WTUE-F>	1. WTUE-F>	1. WTUE-F>	1. WTUE-F	1. WHIO-F>	1. WHIO	1. WHIO-F	1. WTUE-F	1. WTUE-F	1. WHIO-F
2. WTUE-F	2. WGTZ-F	2. WGTZ-F	2. WGTZ-F	2. WGRZ-F	2. WHIO >	2. WTUE-F	2. WTUE-F>	2. WGTZ-F	2. WGTZ-F>	2. WHIO
3. WBLZ-F	3. WWSN-F	3. WWSN-F	3. WWSN-F	3. WHIO-F	3. WONE >	3. WHIO-F	3. WHIO	3. WHIO-F>	3. WHIO-F	WTUE-F
4. WYMJ-F	4. WYMJ-F	4. WHIO-F	4. WHIO-F	4. WWSN-F>	4.	4. WGTZ-F>	4. WGTZ-F	4. WWSN-F	4. WHIO	4. WGTZ-F
5.	5. WVUD-F	5. WYMJ-F	5. WVUD-F	5. WBVE-F	5.	5. WONE	5. WWSN-F	5. WBVE-F	5. WBLZ-F	5. WWSN
			6. WBVE-F	6. WVUD-F		6. WWSN-F	6. WONE		6. WYMJ-F	6. WONE WBVE-F
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54	
1. WGTZ-F	1. WGTZ-F>	1. WGTZ-F	1. WGTZ-F>	1. WHIO-F	1. WTUE-F>	1. WTUE-F>	1. WTUE-F>	1. WTUE-F>	1. WTUE-F>	
2. WTUE-F>	2. WTUE-F	2. WWSN-F	2. WTUE-F	2. WGTZ-F	2. WGTZ-F	2. WGTZ-F	2. WGTZ-F>	2. WGTZ-F	2. WGTZ-F	
3. WYMJ-F	3. WWSN-F	3. WTUE-F	3. WHIO-F	3. WWSN-F	3. WDAO-F	3. WWSN-F>	WWSN-F	3. WWSN-F	3. WWSN-F	
4. WWSN-F	4. WYMJ-F>	4. WYMJ-F	WWSN-F	4. WTUE-F	WWSN-F	4.	4.	4. WDAO	4. WBVE-F	
5.	5. WVUD-F	5. WVUD-F	5. WYMJ-F	5. WVUD-F	5.	5.	5.	5. WBVE-F	5. WONE	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAZU-F	102.9	Springfield	1.5/3.3
WBLV	1600	Springfield	.6/2.2
WDAO	1210	Dayton	3.4/5.1
WDJK-F	95.3	Xenia	.7/2.3
WIZE	1340	Springfield	.8/2.3
WKSW-F	101.7	Urbana	1.0/1.8
WPFB-F	105.9	Middleton	.6/1.7
WPTW	1570	Piqua	.3/1.0
WPTW-F	95.7	Piqua	1.2/3.0
WEBN-F	102.7	Cincinnati	.6/1.7
WKRC	550	Cincinnati	.3/ .8
WKRQ-F	101.9	Cincinnati	.3/1.2
WLLT-F	94.9	Fairfield	.2/1.7

RADIO STATIONS

WDAO, 1210, 1 KW (DAYS)	, BLACK	SBN, \$ 37.00* (Eastman)	
WHIO, 1290, 5 KW (DA-N)	, MOR	CBS, \$ 74.00* (Christal)	Cox
WING, 1410, 5 KW (DA-N)	, AC	MBS, ABC-I, \$ 40.00* (Katz)	Great Trails
WONE, 980, 5 KW (DA-N)	, COUNTRY	MBS, ABC-D, \$ 50.00* (Mc-Guild)	DKM
WDJK-F, 95.3, 3 KW @ 300, COUNTRY		US 2, \$ 25.00 (Masla)	
WFCC-F, 93.7, 59 KW @ 245, RELIGION		APR, \$ 10.00 (---)	(MIAMISBURG)
WHIO-F, 99.1, 50 KW @ 1060, BTFL/EZ		, \$ 80.00* (Christal)	Cox
WPFB-F, 105.9, 34 KW @ 593, RELIGION		MBS, \$ 21.00 (Lotus)	(MIDDLETOWN)
WTUE-F, 104.7, 50 KW @ 780, AOR		, \$ 60.00* (Mc-Guild)	DKM
WVUD-F, 99.9, 50 KW @ 500, SOFT AC		CBS-R, \$ 33.00* (Masla)	Univ. of Dayton
WWSN-F, 107.7, 50 KW @ 420, AC		, \$ 63.00* (Eastman)	Stoner
WYMJ-F, 103.9, 1.5 KW @ 528, AC		US 1, \$ 41.00* (Banner)	Malkan
WYMJ-F, 92.9, 40 KW @ 590, CHR		, \$ 70.00* (Katz)	Great Trails (EATON)

Other ranked stations - See Cincinnati

DENVER

Arbitron Rank/Pop (12+): 23/1,568,200

MSA Rank/Pop: 27/1,890,000
AOI # 19

Average Person Ratings: 16.9
Market TSL: 22.0 hours

Stations: 30/28
Diaries: 1554/1011:1/53.8%
Sample Target: 1490
% Below Line: 1.1
% Not Listed: 8.1

1987 Revenue: \$59,100,000
HH Inc.: \$36,329
Retail \$: 14.6 Bil
Pop per Station: 56,096
#1 Biller: KOA \$7,300,000

12+ METRO	1/4/SHARE	12+ METRO					4 Book Avg.	12+ TSA 1/4/CUME	CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
		FAL 87	SUM 87	SPG 87	WIN 87												
1. KBCO A/F	216/8.1	7.2	7.9	7.8	8.3	7.8	235/2764	2794/17.8	14.6	16.9			8.5	237	1980	KBCO A/F	
2. KBPI-F	205/7.7	5.2	5.9	6.1	5.3	6.2	242/3609	2794/17.8	15.7	16.9			9.2	254	3101	KBPI-F	
3. KRXY A/F	184/6.9	7.6	9.2	8.0	6.3	7.9	202/3328	2822/18.0	18.8	16.6			9.6	268	3470	KRXY A/F	
4. KOA	182/6.9	7.4	6.5	5.4	6.5	6.6	248/4277	3011/19.2	22.0	17.4			5.2	144	2884	KOA	
5. KOSI-F	176/6.6	7.8	8.9	8.4	8.8	7.9	198/2428	2080/13.2	15.2	18.1			5.0	138	1809	KOSI-F	
6. KAZY-F	167/6.3	5.8	5.5	5.6	5.4	4.7	190/2892	2349/15.0	12.6	11.1			8.1	225	2127	KAZY-F	
7. KYGO-F	146/5.5	5.8	3.8	5.6	5.4	5.2	164/2130	1880/12.0	11.4	10.5			7.5	208	2058	KYGO-F	
8. KMJI-F	142/5.4	4.4	5.5	7.0	6.4	5.6	146/2346	2262/14.4	12.5	15.9			3.2	90	1502	KMJI-F	
9. KXKL-F	120/4.5	4.8	2.7	1.6	.9	3.4	158/2278	1845/11.7	10.3	2.7			4.3	118	1696	KXKL-F	
10. KOAQ-F	110/4.1	3.1	4.0	4.8	3.5	4.0	149/2498	1958/12.5	11.1	12.6			3.1	86	1852	KOAQ-F	
11. KLZ	96/3.6	3.5	4.3	1.9	2.0	3.3	141/1993	1367/ 8.7	7.2	5.9			4.2	116	1261	KLZ	
12. KVOD-F	86/3.2	3.0	1.6	3.4	3.5	2.8	95/1312	1199/ 7.6	7.5	9.4			2.6	71	1241	KVOD-F	
13. KQKS-F	76/2.9	1.7	1.3	1.0	.4	1.7	88/1555	1347/ 8.6	6.5	1.7			2.6	73	1235	KQKS-F	
14. KSYY-F	75/2.8	3.3	2.2	2.7	4.4	2.8	76/ 978	916/ 5.8	8.0	15.2			1.9	53	1145	KSYY-F	
15. KNUS	73/2.8	2.4	3.1	3.1	3.2	2.9	79/1313	1173/ 7.5	7.4	7.5			2.1	58	1192	KNUS	
16. KEZW	68/2.6	2.1	2.1	3.5	4.0	2.6	70/ 934	833/ 5.3	5.7	6.7			.8	21	498	KEZW	
17. KHOW	67/2.5	3.4	3.5	3.8	3.3	3.3	85/1831	1408/ 9.0	9.7	9.3			2.6	71	1089	KHOW	
18. KIMN	50/1.9	2.7	2.6	2.1	1.8	2.3	61/1421	1062/ 6.8	8.0	8.0			2.1	58	1288	KIMN	
19. KHIH-F	49/1.8	2.5	2.0	2.1	4.3	2.1	50/ 954	891/ 5.7	6.7	9.1			1.9	52	835	KHIH-F	
20. KDEN	33/1.2	1.3	1.1	1.2	1.1	1.2	33/ 719	706/ 4.5	4.1	4.6			.8	22	749	KDEN	

- 21.
- 22.
- 23.
- 24.
- 25.

12+ FM SHARE (METRO): 73.18% (1785 of 2439) (WIN 87: 69.65%)

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

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KADX-F	92.1	Castle Rock	.7/2.5
KDKO	1510	Littleton	.9/2.6
KLTT	800	Brighton	.3/ .9
KRKS	990	Denver	.5/ .9
KRZN	1150	Englewood	.7/3.1
KXKL	1280	Denver	.3/1.3
KTCL-F	93.3	Fort Collins	.8/3.1
KILO-F	93.9	Colorado Springs	.3/1.0

RADIO STATIONS

AM STATIONS

KBNO, 1220, 1 KW	, SPANISH	, \$ 30.00 (Caballero)	
KXKL, 1280, 5 KW (DA-2)	, OLDIES	MBS, \$ 38.00 (Durpetti)	Shamrock
KDEN, 1340, 1 KW	, NEWS/TALK	MBS, ABC-E, \$ 45.00* (Savalli)	
KDKO, 1510, 10 KW/5 KW (DA-1)	, BLACK	, \$ 58.00 (Banner)	SRO
KEZW, 1430, 5 KW (DA-N)	, NOSTALGIA	MBS, \$ 56.00* (Group W)	Westinghouse
KHOW, 630, 5 KW (DA-N)	, MOR	MBS, \$ 85.00* (Republic)	Legacy
KIMN, 950, 5 KW (DA-N)	, AC	US 1, \$ 80.00* (CBS)	Jeff-Pilot
KYBG, 1090, 50 KW/500 W (DA-2)	, OLDIES	Trans, \$ 40.00* (HNWH)	Century
KLZ, 560, 5 KW (DA-1)	, COUNTRY	ABC-I, \$ 58.00* (Mc-Guild)	Summit
KNUS, 710, 5 KW (DA-1)	, TALK	NBC, \$ 70.00* (Durpetti)	Sandusky
KOA, 850, 50 KW	, NEWS/TALK	CBS, \$130.00 (Katz)	Jacor
KPOF, 910, 5 KW 1 KW (DA-2)	, RELIGION	, \$ 25.00* (---)	
KPPL, 1390, 5 KW (DAYS)	, SPANISH (?)	, \$ 20.00 (Roslin)	
KRKS, 990, 5 KW/390 W	, RELIGION	, \$ 12.00 (---)	
KMVP, 1600, 5 KW (DA-N)	, AC/TALK	MBS, ABC-E, \$ 30.00* (Torbet)	Cap Cities/ABC
KRZN, 1150, 5 KW/1 KW (DA-2)	, OLDIES	, \$ 37.00* (Christal)	Genesis

FM STATIONS

KAZY, 106.7, 100 KW @ 987, AOR	ABC-R, \$ 75.00* (Mc-Guild)	Summit	
KADX, 92.1, 720 W @ 620, JAZZ	APR, \$ 34.00 (HNWH)	Century	(CASTLE ROCK)
KBCO, 97.3, 100 KW @ 1541, AOR	, \$125.00* (MMR)	Noble	(BOULDER)
KBPI, 105.9, 100 KW @ 900, AOR	Source, \$105.00* (Durpetti)	Sandusky	
KXKL, 105.1, 100 KW @ 1200, OLDIES	MBS, \$ 60.00 (Durpetti)	Shamrock	
KHIH, 94.7, 100 KW @ 984, CHR	US 1, \$ 55.00* (Banner)	SRO	(BOULDER)
KMJI, 100.3, 100 KW @ 500, AC	, \$125.00* (Christal)	Genesis	
KOAQ, 103.5, 100 KW @ 1061, AC	CBS-R, \$ 80.00* (Katz)	Jacor	
KOSI, 101.1, 100 KW @ 790, BTFL/EZ	, \$120.00* (Group W)	Westinghouse	
KSY, 95.7, 100 KW @ 725, SOFT AC	MBS, Trans, \$ 90.00* (Eastman)	Legacy	
KRXY, 107.5, 100 KW @ 545, CHR	ABC-F, \$ 95.00* (Torbet)	Cap Cities/ABC	
KVOD, 99.5, 100 KW @ 380, CLASSICAL	, \$ 85.00* (Republic)	Henry	
KYGO, 98.5, 100 KW @ 720, COUNTRY	, \$ 90.00* (CBS)	Jeff-Pilot	
KQKS, 104.3, 100 KW @ ??, CHR	, \$ NA (HNWH)		

DETROIT

Arbitron Rank/Pop (12+): 6/3,573,100

MSA Rank/Pop: 5/4,640,000

ADI # 7

Average Person Ratings: 17.3

Market TSL: 22.5 hours

Stations: 30/28

Diaries: 2413/1482:1/56.8%

Sample Target: 2310

% Below Line: 4.6

% Not Listed: 8.4

1987 Revenue: \$96,000,000

HH Inc.: \$35,744

Retail \$: 31.1 Bil

Pop per Station: 127,721

#1 Biller: WJR \$18,600,000

12+ METRO	1/4/SHARE	FAL					4 Book Avg.	12+ TSA		12+ METRO		25-54		% Male	Birch			
		87	SUM 87	SPG 87	WIN 87			1/4/CUME	CUME/CUME	FAL 87	WIN 87	Conversion	Share		AQH	Cume		
1. WJR	520/10.0	10.8	13.7	10.9	8.4	11.2	808/11021	3061/22.5	25.8	20.8			6.8	429	6460	WJR		
2. WJLB-F	527/ 8.5	8.6	7.8	7.8	9.0	8.2	542/ 5323	5025/14.1	15.0	15.9			10.7	680	5988	WJLB-F		
3. WJOI-F	363/ 5.9	6.2	5.4	5.5	5.7	5.8	391/ 4671	4435/12.4	12.9	13.2			4.0	254	2773	WJOI-F		
4. WCZY-F	342/ 5.5	4.3	4.7	4.9	5.5	4.9	368/ 7716	6974/19.5	17.4	19.8			5.4	343	7364	WCZY-F		
5. WHYT-F	302/ 4.9	4.7	4.8	4.4	5.2	4.7	330/ 6585	6145/17.2	17.6	18.9			5.9	377	7369	WHYT-F		
6. WCSX-F	293/ 4.7	3.7	3.8	4.2	1.7	4.1	315/ 5145	4558/12.7	13.1	8.5			4.5	286	2901	WCSX-F		
7. WWJ	288/ 4.7	4.9	4.8	4.5	5.2	4.7	305/ 5286	4957/13.9	15.6	16.4			4.5	285	3992	WWJ		
8. WLLZ-F	286/ 4.6	4.5	4.6	4.6	4.1	4.6	317/ 5668	5087/14.2	14.1	14.4			6.5	410	6034	WLLZ-F		
9. WWW-F	245/ 4.0	4.1	4.1	3.9	3.8	4.0	281/ 3877	3446/ 9.6	9.4	9.5			4.9	313	2999	WWW-F		
10. WNIC-F	221/ 3.6	4.1	3.8	3.9	4.0	3.9	243/ 4768	4406/12.3	13.9	14.4			3.2	200	2622	WNIC-F		
11. CKLW	220/ 3.6	3.2	3.6	3.8	4.1	3.6	282/ 3644	2826/ 7.9	7.8	9.8			2.7	171	2612	CKLW		
12. WRIF-F	211/ 3.4	3.9	3.9	4.5	4.8	3.9	245/ 5566	4654/13.0	15.2	16.4			5.3	333	5992	WRIF-F		
13. WXYT	190/ 3.1	4.0	3.5	4.8	4.0	3.9	192/ 2849	2820/ 7.9	8.1	9.5			4.3	271	2434	WXYT		
14. WOMC-F	177/ 2.9	4.0	3.8	3.3	3.7	3.5	187/ 3700	3486/ 9.7	10.4	10.9			3.2	205	2635	WOMC-F		
15. WLTJ-F	176/ 2.8	3.3	2.7	2.8	3.5	2.9	184/ 2680	2460/ 6.9	8.1	7.9			1.9	119	1937	WLTJ-F		
16. WDTX-F	175/ 2.8	2.4	1.8	2.7	2.6	2.4	176/ 3843	3672/10.3	10.4	11.3			3.0	193	3507	WDTX-F		
17. WVAE-F	123/ 2.0	.6	.6	.8	1.0	1.0	128/ 2408	2205/ 6.2	2.2	3.7			.9	54	1452	WVAE-F		
18. WKSG-F	118/ 1.9	2.3	2.1	2.4	2.5	2.2	124/ 2390	2351/ 6.6	6.8	7.5			2.0	130	1893	WKSG-F		
19. WQRS-F	116/ 1.9	1.5	1.6	1.2	1.3	1.2	123/ 1907	1784/ 5.0	5.1	4.0			1.7	108	1279	WQRS-F		
20. WMTG	97/ 1.6	1.1	.9	1.1	---	1.2	97/ 919	919/ 2.6	2.5	---			1.7	106	1046	WMTG-F		
21. WJZZ-F	93/ 1.5	2.1	1.8	1.6	2.6	1.8	101/ 2098	1920/ 5.4	6.3	6.4			3.1	198	2569	WJZZ-F		
22. WCXI	82/ 1.3	1.3	1.6	1.4	1.5	1.4	107/ 1522	1289/ 3.6	4.0	3.7			.9	58	1060	WCXI-F		
23. WМУZ-F	73/ 1.2	.7	.7	.9	.8	.9	74/ 1058	1030/ 2.9	2.3	3.2			.7	44	802	WMUZ-F		
WQBH	73/ 1.2	1.0	1.3	.7	1.2	1.1	72/ 1169	1162/ 3.2	3.7	3.0			.7	46	976	WQBH		
25. WGPR-F	66/ 1.1	1.3	1.3	1.6	1.2	1.3	69/ 1928	1779/ 5.0	5.4	3.8			1.9	118	1920	WGPR-F		

12+ FM SHARE (METRO): 70.30% (3984 of 5667) (WIN 87: 70.64%)

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

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCHB	1440	Inkster	.9/2.9
WHMI	1350	Howell	.1/ .1
WHMI-F	93.5	Howell	.2/ .8
WHND	560	Monroe	.8/2.1
CKLW-F	800	Windsor	1.0/4.5

RADIO STATIONS

AM STATIONS

WCXI, 1130, 50 KW/10 KW (DA-2)	, COUNTRY	APR,\$ 90.00* (Christal)	Shamrock
WHND, 560, 500 W (DAYS,DA)	, OLDIES	US 1,\$ NA (Mc-Guild)	Greater Media (MONROE)
WJR, 760, 50 KW	, MOR	ABC-I,\$230.00 (Katz)	Cap Cities/ABC
WMTG, 1310, 5 KW (DA-2)	, OLDIES	SMN,\$ 40.00* (Durpetti)	Price
WQBH, 1400, 1 KW	, BLACK	, \$ 60.00 (Patt)	
WWJ, 950, 5 KW (DA-N)	, NEWS	CBS,\$145.00* (Eastman)	Federal
WXYT, 1270, 5 KW (DA-N)	, TALK	NBC,MBS,NBC-T,\$105.00* (Roslin)	
WCAR, 1090, 250 W/500 W (DA-2)	, ETHNIC	, \$ 25.00 (---)	Wolpin (LIVONIA)
WCHB, 1440, 1 KW	, BLACK	NBN,\$ 45.00 (Torbet)	(INKSTER)
CKLW, 800, 50 KW (DA-2)	, NOSTALGIA	, \$ 85.00* (Masla)	(WINDSOR, ONT)

FM STATIONS

WCZY, 95.5, 100 KW @ 430, CHR	, \$200.00 (HNWH)	
WDTX, 99.5, 21 KW @ 754, CONTEMP	CBS-R,\$125.00* (Torbet)	Metropolis
WGPR, 107.5, 50 KW @ 360, BLACK	SBN,\$ 65.00 (Lazar)	
WHYT, 96.3, 20 KW @ 786, CHR	ABC-C,\$140.00* (Katz)	Cap Cities/ABC
WJLB, 97.9, 50 KW @ 490, BLACK	, \$150.00* (MMR)	Booth
WJOI, 97.1, 12 KW @ 802, BTFL/EZ	, \$142.00* (Eastman)	Federal
WJZZ, 105.9, 20 KW @ 724, JAZZ	, \$ 80.00 (Torbet)	
WKSG, 102.7, 50 KW @ 500, OLDIES	ABC-E,\$107.00* (Masla)	Inner City
WLLZ, 98.7, 50 KW @ 480, AOR	ABC-F,\$170.00 (Mc-Guild)	Legacy
WLTi, 93.1, 20 KW @ 500, SOFT AC	, \$103.00* (Christal)	Keymarket
WMUZ, 103.5, 50 KW @ 500, RELIGION	, \$ 45.00 (---)	Crawford
WNIC, 100.3, 50 KW @ 400, AC	, \$142.00* (Durpetti)	Fairmont
WVAE, 92.3, 22 KW @ 742, JAZZ/NEW AGE	, \$ 85.00* (Roslin)	
WOMC, 104.3, 190 KW @ 416, AC	US 2,\$145.00 (Republic)	Metropolitan
WQRS, 105.1, 18 KW @ 782, CLASSICAL	, \$ 89.00 (CMBS)	
WRIF, 101.1, 27 KW @ 880, AOR	ABC-R,\$142.00* (Republic)	Great American
WWNW, 106.7, 61 KW @ 508, COUNTRY	APR,\$132.00* (Christal)	Shamrock
WCSX, 94.7, 10 KW @ 950, CLASSIC AOR	US 1,\$ 95.00* (Mc-Guild)	Greater Media
CKLW, 93.9, 100 KW @ 700, AC/OLDIES	, \$ 70.00* (Masla)	(WINDSOR, ONT)

EL PASO

Arbitron Rank/Pop (12+): 79/429,300
 MSA Rank/Pop: 88/567,000
 ADI # 104
 Average Person Ratings: 19.2
 Market TSL: 25.0 hours

Stations: 22/18
 Diaries: 1094/399:1/54.6%
 Sample Target: 800
 % Below Line: 3.4
 % Not Listed: 7.7

1987 Revenue: \$11,500,000
 HH Inc.: \$28,241
 Retail \$: 2.7 Bil
 Pop per Station: 24,278
 #1 Biller: KHEY A/F \$3,000,000

12+ METRO	1/4/SHARE	12+ METRO					4 Book Avg.	12+ TSA 1/4/CUME	CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume
		FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.										
1. KHEY-F	88/10.5	9.3	7.2	8.7	9.3	8.9	96/1172	977/22.4	20.0	19.5					KHEY-F	
2. KEZB-F	87/10.3	10.0	14.2	11.6	12.4	11.5	109/1615	1290/29.5	29.0	34.3					KEZB-F	
3. KLAQ-F	87/10.3	11.4	11.6	10.7	11.3	11.0	109/1242	1001/22.9	27.5	23.3					KLAQ-F	
4. KBNA A/F	73/ 8.7	8.0	5.7	3.8	2.5	6.6	78/ 954	831/19.0	17.0	NA					KBNA A/F	
5. KPRR-F	72/ 8.6	6.1	7.1	4.6	4.4	6.6	73/ 899	838/19.2	16.3	14.1					KPRR-F	
6. KAMZ-F	57/ 6.8	7.0	7.7	7.4	11.8	7.2	59/1167	1045/23.9	21.5	30.6					KAMZ-F	
7. KAMA	56/ 6.7	9.1	6.0	5.4	6.0	6.8	63/ 704	638/14.6	14.2	15.0					KAMA	
8. KTSM-F	54/ 6.4	7.0	6.3	8.4	6.4	7.0	67/ 764	627/14.3	15.3	15.2					KTSM-F	
9. KLTO-F	41/ 4.9	5.7	5.2	4.9	5.0	5.2	42/ 603	595/13.6	16.3	14.6					KLTO-F	
10. KHEY	34/ 4.0	3.1	3.1	4.4	2.8	3.7	39/ 588	503/11.5	10.1	12.1					KHEY	
11. KOFX-F	29/ 3.4	5.3	6.3	5.8	5.3	5.2	36/ 623	480/11.0	12.3	12.3					KOFX-F	
12. KTSM	25/ 3.0	2.7	3.1	5.4	4.1	3.6	26/ 374	364/ 8.3	8.1	9.2					KTSM	
13. KR0D	20/ 2.4	2.6	3.0	4.8	4.8	3.2	31/ 460	366/ 8.4	9.8	14.0					KR0D	
14.																
15.																

12+ FM SHARE (METRO): 75.00% (582 of 776) (WIN 87: 75.99%)

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

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KELP	1590	El Paso	.4/1.9
KEZB	1150	El Paso	.4/1.9
KPAS-F	103.1	Fabens	1.0/1.9
KVIV	1340	El Paso	1.2/2.3
XEFV	1000	Ciudad Juarez	.8/1.6
XEJ	970	Ciudad Juarez	.8/3.1
XHNZ-F	107.5	Ciudad Juarez	.7/2.0
XROK	800	Ciudad Juarez	1.1/3.9

RADIO STATIONS

KAMA, 750, 10 KW/1 KW (DA-2)	, SPANISH	, \$ 42.00* (Caballero)	Thrash
KFNA, 1060, 10 KW (DAYS)	, SPANISH	, \$ 12.00* (MMR)	
KHEY, 690, 10 KW (DA-2)	, COUNTRY	ABC-I, \$ 40.00* (Katz)	
KROD, 600, 5 KW (DA-N)	, AC	CBS-R, \$ 23.00 (HNWH)	
KTSM, 1380, 5 KW/500 W	, NEWS/TALK	CBS,ABC-T,NBC-T, \$ 25.00 (HNWH)	
KAMZ-F, 93.1, 30 KW @ 1190, CHR/URBAN		, \$ 45.00* (Eastman)	Thrash
KBNA-F+, 97.5, 60 KW @ 1080, SPANISH		, \$ 26.00* (Katz)	Tichenor
KEZB-F, 93.9, 100 KW @ 1210, CHR		ABC-F, \$ 49.00* (Christal)	
KHEY-F, 96.3, 100 KW @ 1388, COUNTRY		, \$ 75.00* (Katz)	
KLAQ-F, 95.5, 88 KW @ 1390, AOR		Source, \$ 55.00* (HNWH)	
KLTO-F, 94.7, 91 KW @ 1080, AC		, \$ 30.00* (Republic)	
KOFX-F, 92.3, 100 KW @ 1860, AC		US 1, \$ 27.00* (Mc-Guild)	
KPRR-F, 102.1, 57 KW @ 1160, CHR		US 2, \$ 25.00* (Banner)	
KTSM-F, 99.9, 100 KW @ 1820, BTFL/EZ		, \$ 31.00* (HNWH)	

FRESNO

Arbitron Rank/Pop (12+): 73/478,500

Stations: 28/26
Diaries: 1029/471:1/55.0%
Sample Target: 840
% Below Line: 1.1
% Not Listed: 10.6

1987 Revenue: \$17,400,000
HH Inc.: \$33,709
Retail \$: 3.4 Bil
Pop per Station: 18,658
#1 Biller: KMJ \$2,200,000

MSA Rank/Pop: 82/597,000

ADI # 63

Average Person Ratings: 15.4

Market TSL: 21.0 hours

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. KMJ	75/10.0	8.4	8.5	8.1	7.9	8.8	126/1688	976/20.1	16.9	17.9			8.5	66	1011	KMJ
2. KMGX-F	74/ 9.9	8.4	9.0	8.4	7.5	8.9	89/1216	915/13.9	19.4	18.1			11.6	90	1413	KMGX-F
3. KYNO-F	57/ 7.6	7.8	6.5	7.8	7.6	7.4	66/1133	967/19.9	21.9	22.9			5.9	46	1171	KYNO-F
4. KBOS-F	51/ 6.8	5.4	3.2	4.3	4.6	4.9	122/1725	763/15.7	15.6	15.2			9.9	77	1041	KBOS-F
KOJY-F	51/ 6.8	7.8	7.6	5.3	5.7	6.9	99/1081	576/11.9	11.6	10.9			3.7	29	400	KOJY-F
6. KNAX-F	50/ 5.7	6.7	9.1	6.3	5.1	7.2	58/ 665	604/12.5	11.7	8.1			7.6	59	643	KNAX-F
7. KKDJ-F	49/ 6.6	6.9	5.9	6.1	5.3	6.4	90/1125	680/14.0	14.9	13.9			7.5	58	634	KKDJ-F
8. KFIG A/F	36/ 4.8	4.3	4.9	4.3	6.2	4.7	46/ 797	726/15.0	12.7	14.8			4.6	35	585	KFIG A/F
9. KFSO-F	34/ 4.5	1.8	1.7	2.6	3.9	2.2	54/ 976	561/11.6	5.0	9.4			3.0	23	329	KFSO-F
10. KFRE	27/ 3.6	4.0	2.0	3.0	3.2	3.2	58/ 817	333/ 6.9	5.9	6.1			3.1	24	380	KFRE
11. KFRE-F	25/ 3.3	3.4	4.4	3.8	3.4	3.7	69/ 941	364/ 7.5	8.4	8.2			3.4	26	515	KFRE-F
12. KCLQ-F	19/ 2.5	3.5	3.9	4.6	6.1	3.6	72/ 873	414/ 8.5	8.6	11.7			6.4	50	709	KCLQ-F
13. KGST	18/ 2.4	4.7	2.9	3.0	3.2	3.3	20/ 247	230/ 4.7	8.1	6.9			3.4	26	432	KGST
14. KFYE-F	17/ 2.3	2.1	3.0	3.3	3.2	2.7	53/1186	439/ 9.0	8.9	12.2			3.0	23	366	KFYE-F
15. KGNU-F	12/ 1.6	2.7	3.1	2.5	3.4	2.5	25/ 440	317/ 6.5	8.3	8.1			1.3	10	210	KGNU-F
KMAK	12/ 1.6	2.4	2.2	2.0	2.1	2.1	14/ 211	198/ 4.1	5.4	5.0			1.7	13	226	KMAK

12+ FM SHARE (METRO): 73.99% (495 of 669) (WIN 87: 70.01%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KSEQ-F	1. KMGX-F	1. KNAX-F	1. KMGX-F	1. KNAX-F	1. KKDJ-F	1. KKDJ-F	1. KBOS-F	1. KKDJ-F	1. KMJ
2. KBOS-F	KYNO-F	2. KMGX-F	2. KYNO-F	2. KMGX-F	2. KMGX-F	> 2. KMGX-F	KMGX-F	2. KMGX-F	2. KKDJ-F
3. KYNO-F	3. KBOS-F	3. KYNO-F	3. KNAX-F	3. KFIG-F+	3. KFSO-F	3. KBOS-F	3. KKDJ-F	3. KMJ	3. KMGX-F
4. KMGX-F	4. KNAX-F	4. KFIG-F+	4. KFIF-F+	4. KYNO-F	4. KYNO-F	4. KYNO-F	4. KFIF-F+	4. KBOS-F	4. KBOS-F
5.	5. KFIG-F+	5.	5. KBOS-F	5. KFSO-F	5.	5. KFIF-F+	KYNO-F	5. KFSO-F	5. KOJY-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBIF	900	Fresno	.4/1.9
KEZL-F	96.7	Fowler	.4/2.8
KHOT-F	92.1	Madera	.5/2.3
KIRV	1510	Fresno	.8/1.6
KRDU	1130	Dinuba	.9/2.4
KSEQ-F	97.1	Visalia	.8/2.7
KXEX	1550	Fresno	1.2/2.9
KXTC	790	Clovis	.9/3.2
KYNO	1300	Fresno	1.2/4.3
KJUG-F	106.7	Tulare	.4/2.0
KUBB-F	96.3	Mariposa	.7/2.2

RADIO STATIONS

KFRE, 940, 50 KW (DA-2)	, COUNTRY	ABC-D, \$ 30.00*	(HNWH)	
KGST, 1600, 5 KW (DA-2)	, SPANISH	, \$ 21.00	(Lotus)	
KMAK, 1340, 1 KW	, NEWS/TALK	MBS, CBS, \$ 25.00*	(Torbet)	
KMJ, 580, 5 KW	, NEWS/TALK	ABC-I, NBC-T, \$ 55.00*	(Katz)	Henry
KXEX, 1550, 5 KW/2.5 KW (DA-2)	, SPANISH	, \$ 30.00	(Caballero)	
KXTC, 790, 500 W (DAYS, DA)	, BTFL/EZ	, \$ 15.00	(Radio Time)	
KYNO, 1300, 5 KW/1 KW (DA-N)	, OLDIES	US 2, \$ NM	(Banner)	Brown
KBOX-F, 94.9, 16 KW @ 847, CHR		Source, ABC-F, \$ 35.00*	(Torbet)	(TULARE)
KCLQ-F, 107.5, 19 KW @ 790, CLASSIC AOR		, \$ 40.00*	(Republic)	Liggett (HANFORD)
KFIG-F+, 101.1, 50 KW @ 352, AC		APR, \$ 45.00	(Durpetti)	Davis/Weaver
KFRE-F, 101.9, 2 KW @ 1880, COUNTRY		, \$ 30.00*	(HNWH)	
KFSO-F, 92.9, 19 KW @ 820, AC/OLDIES		US 1, CBS-R, \$ 40.00	(CBS)	Americom (VISALIA)
KFYE-F, 93.7, 68 KW @ 1950, AC		, \$ 44.00*	(Mc-Guild)	
KKDJ-F, 105.9, 2 KW @ 1960, AOR		, \$ 55.00*	(Durpetti)	
KGNU-F, 102.7, 50 KW @ 500, SOFT AC		, \$ 29.00*	(Christal)	
KMGX-F, 103.7, 50 KW @ 500, CHR		, \$ 50.00*	(Christal)	Olympic (HANFORD)
KNAX-F, 97.7, 48 KW @ 310, COUNTRY		ABC-E, \$ 44.00*	(Katz)	Henry
KOJY-F, 98.9, 19 KW @ 820, BTFL/EZ		, \$ 34.00*	(MMR)	(DINUBA)
KYNO-F, 95.7, 50 KW @ 320, CHR		, \$ 63.00*	(Banner)	Brown

GRAND RAPIDS

Arbitron Rank/Pop (12+): 65/517,900

Stations: 24/18
Diaries: 926/568:1/57.3%
Sample Target: 890
% Below Line: 10.5
% Not Listed: 12.9

1987 Revenue: \$22,200,000
HH Inc.: \$35,153
Retail \$: 4.5 Bil
Pop per Station: 29,217
#1 Biller: WCIJZ A/F \$4,100,000

MSA Rank/Pop: 71/22,200,000
ADI # 39 (w/Kalamazoo)
Average Person Ratings: 16.9
Market TSL: 21.8 hours

12+ METRO	1/4/SHARE	FAL					4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO		FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
		87	SUM 87	SPG 87	WIN 87	CUME/CUME RATING												
1. WOOD-F	95/10.7	9.9	8.2	10.6	12.3	9.9	142/1825	1023/19.5	20.7	21.3				7.9	72	965	WOOD-F	
2. WLAV-F	89/10.0	11.5	9.7	9.7	3.6	10.2	136/1855	1143/21.7	21.0	19.2				14.6	133	1681	WLAK-F	
3. WLHT-F	79/ 8.9	8.3	6.3	7.9	7.3	7.9	96/1325	987/18.8	19.5	18.8				7.1	65	1014	WLHT-F	
4. WKLQ-F	78/ 8.8	8.8	10.3	10.6	10.0	9.6	134/2047	1199/22.8	22.8	23.9				13.1	120	1397	WKLQ-F	
5. WOOD	71/ 8.0	7.3	8.4	9.5	8.1	8.3	76/1043	918/17.5	14.1	15.8				7.4	68	881	WOOD	
6. WCIJZ-F	60/ 6.8	8.6	8.4	10.1	5.7	8.5	109/1382	820/15.6	16.8	15.8				5.0	46	793	WCIJZ-F	
7. WMUS-F	48/ 5.4	3.6	4.2	5.8	5.1	4.8	94/1314	543/10.3	8.3	10.7				5.6	51	478	WMUS-F	
8. WGRD-F	44/ 5.0	6.7	5.7	5.8	7.5	5.8	86/1997	1032/19.6	21.1	20.9				8.4	77	1339	WGRD-F	
9. WCIJZ	40/ 4.5	3.6	4.6	2.8	2.1	3.9	40/ 532	477/ 9.1	9.6	7.0				1.8	16	243	WCIJZ	
10. WFUR-F	27/ 3.0	3.3	2.6	3.1	3.5	3.0	38/ 673	418/ 7.9	8.8	9.0				2.6	24	369	WFUR-F	
11. WSNX-F	26/ 2.9	2.7	3.7	1.9	2.6	2.8	98/1211	510/ 9.7	10.2	7.8				3.4	31	532	WSNX-F	
12. WKWM	24/ 2.7	1.4	1.7	1.7	2.0	1.9	44/ 158	116/ 2.2	1.4	1.9				1.9	17	189	WKWM	
13. WJFM-F	21/ 2.4	2.6	2.9	1.3	3.2	2.3	59/1197	457/ 8.7	8.4	9.4				1.3	12	338	WJFM-F	

12+ FM SHARE (METRO): 77.88% (602 of 773) (WIN 87: 80.85%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WKLQ-F>	1. WLAV-F>	1. WLAV-F	1. WLHT-F	1. WLHT-F	1. WOOD-F>	1. WOOD	1. WOOD-F	1. WLAV-F	1. WKLQ-F	1. WOOD >
2. WGRD-F	2. WLHT-F	2. WLHT-F>	2. WLAV-F	2. WLAV-F	2. WOOD >	2. WOOD-F	2. WLHT-F	2. WKLQ-F	2. WLAV-F	2. WOOD-F
WSNX-F	3. WKLQ-F	3. WKLQ-F	3. WCIJZ-F	3. WOOD-F	3. WCIJZ-F	3. WCIJZ-F	3. WLAV-F>	3. WOOD-F	3. WOOD	3. WCIJZ-F
4.	4. WGRD-F>	4. WCIJZ-F	4. WOOD-F	4. WCIJZ-F	4. WCIJZ	4. WKLQ-F	4. WLHT-F	4. WOOD-F	4. WOOD-F	4. WLAV-F
5.	5.	5. WOOD-F	5. WKLQ-F	5. WMUS-F	5. WMUS-F	5. WLAV-F	5. WKLQ-F	5. WOOD	5. WGRD-F	5. WCIJZ
		6. WGRD-F	6. WMUS-F	6. WOOD	6. WLHT-F					
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WLHT-F	1. WLHT-F	1. WLHT-F	1. WLHT-F>	1. WOOD-F		1. WLAV-F>	1. WLAV-F>	1. WLAV-F	1. WLAV-F>	1. WLAV-F
2. WKLQ-F	2. WLAV-F	2. WLAV-F	2. WKLQ-F	2. WLHT-F>		2. WGRD-F	2. WLHT-F	2. WLHT-F>	2. WLHT-F>	2. WLHT-F
WLAV-F	3. WKLQ-F>	3. WKLQ-F	3. WLAV-F	3. WMUS-F		WKLQ-F	3. WGRD-F	3. WGRD-F	3. WCIJZ-F	3. WCIJZ-F>
4. WGRD-F	4. WGRD-F	4.	4. WOOD-F	4. WOOD		4.	WKLQ-F>	WKLQ-F	4. WGRD-F	4. WOOD-F
5.	5. WJFM-F	5.	5. WMUS-F	5. WCIJZ-F		5.	5.	5. WCIJZ-F	WKLQ-F	5. WMUS-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFUR	1570	Grand Rapids	.2/1.7
WGHN-F	92.1	Grand Haven	.7/1.7
WHTC	1450	Holland	1.1/3.2
WKTH	1410	Grand Rapids	.7/1.2
WLAV	1340	Grand Rapids	.9/5.2
WMAX	1480	Grand Rapids	.3/1.4
WYXX-F	96.1	Holland	1.9/7.2
WCXT-F	105.3	Hart	.3/1.2
WMUS	1090	Muskegon	.2/ .8
WQLR-F	106.5	Kalamazoo	1.0/2.1
WGN	720	Chicago	.6/1.0

RADIO STATIONS

WCIJZ, 1230,	1 KW	, COUNTRY	ABC-I, \$ 30.00*	(Christal)	Federated
WKTH, 1410,	1 KW	, OLDIES	SMN, \$ 17.00*	(Durpetti)	Regional
WKWM, 1140,	5 KW (DAYS,DA)	, BLACK	SBN, \$ 15.00	(Patt)	
WLAV, 1340,	1 KW	, OLDIES	Trans, \$ 17.00*	(MMR)	Adams
WMAX, 1480,	5 KW (DAYS,DA)	, RELIGION	MBS, \$ 10.00	(---)	
WOOD, 1300,	5 KW (DA-N)	, MOR	NBC, \$ 63.00*	(Katz)	United Artists
WCIJZ-F, 101.3,	50 KW @	420, COUNTRY	ABC-E, \$ 71.00*	(Christal)	Federated
WFUR-F, 102.9,	48 KW @	510, RELIGION/BTFL	, \$ 15.00	(---)	Kuiper
WGRD-F, 97.9,	30 KW @	590, CHR	ABC-C, \$ 50.00*	(Durpetti)	Regional
WJFM-F, 93.7,	320 KW @	780, SOFT AC	CBS-R, \$ 30.00*	(Mc-Guild)	
WKLQ-F, 94.5,	50 KW @	500, CHR	, \$ 63.00*	(Eastman)	Bloomington
WLAV-F, 96.9,	50 KW @	500, AOR	Source, \$ 67.00*	(MMR)	Adams
WLHT-F, 95.7,	41 KW @	554, AC	, \$ 57.00*	(Republic)	Liggett
WOOD-F, 105.7,	265 KW @	810, BTFL/EZ	, \$ 80.00*	(Katz)	United Artists
WYXX-F, 96.1,	50 KW @	295, SOFT AC	, \$ 20.00*	(Patt)	(HOLLAND)
WMUS-F, 106.9,	50 KW @	480, COUNTRY	, \$ 40.00*	(HNWH)	(MUSKEGON)
WSNX-F, 104.5,	50 KW @	360, CHR	, \$ 31.00*	(Christal)	Goodrich (MUSKEGON)

GREENSBORO - WINSTON SALEM

Arbitron Rank/Pop (12+): 49/762,100

Stations: 29/23
Diaries: 1206/637:1/56.1%
Sample Target: 1070
% Below Line: 4.9
% Not Listed: 10.8

1987 Revenue: \$19,200,000
HH Inc.: \$31,060
Retail \$: 6.3 Bil
Pop per Station: 33,396
#1 Biller: WTQR-F \$4,100,000

MSA Rank/Pop: 57/916,000

ADI # 50

Average Person Ratings: 16.9

Market TSL: 22.3 hours

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. WTQR-F	242/13.6	14.8	17.4	17.5	17.8	17.1	410/4092	2218/28.9	27.3	29.2			15.6	208	2170	WTQR-F
2. WKRR-F	96/ 7.4	8.6	9.4	9.5	7.7	8.7	156/1818	1094/14.2	15.4	13.5			11.4	151	1424	WKRR-F
3. WMAG-F	94/ 5.5	8.5	6.2	5.3	7.0	6.7	125/1781	1331/17.3	18.7	16.4			6.2	82	1294	WMAG-F
4. WKZL-F	81/ 6.2	6.0	6.2	7.2	6.3	6.4	134/2162	1328/17.3	16.9	15.1			8.3	110	1376	WKZL-F
5. WSJS	73/ 5.6	4.7	5.5	5.5	4.8	5.3	73/ 983	924/12.0	11.8	13.6			2.6	34	557	WSJS
6. WKSI-F	72/ 5.5	4.9	7.1	8.0	6.8	6.4	124/2219	1296/16.9	14.8	20.7			7.2	96	1585	WKSI-F
7. WQMG-F	70/ 5.4	7.8	6.9	6.8	6.0	6.7	125/1267	791/10.3	11.4	10.9			8.6	114	935	WQMG-F
8. WOJY-F	69/ 5.3	4.1	6.3	6.9	5.7	5.7	97/1489	1004/13.1	10.7	14.8			4.8	64	382	WOJY-F
9. WBIG-F	64/ 4.9	6.9	2.9	1.1	1.7	4.0	1115/1499	855/11.2	15.5	6.1			6.5	87	921	WBIG-F
10. WAAA	39/ 3.0	2.2	2.6	1.9	2.3	2.4	39/ 336	336/ 4.4	4.6	4.2			3.3	44	496	WAAA
11. WMQX-F	30/ 2.3	2.0	2.2	2.9	1.1	2.4	35/ 691	540/ 7.0	8.4	5.9			2.6	34	631	WMQX-F
12. WTNC	27/ 2.1	1.9	2.3	.3	.4	1.7	31/ 195	177/ 2.3	2.5	1.0			1.1	14	126	WTNC
13. WHPE-F	26/ 2.0	2.2	2.1	1.1	2.1	1.9	46/ 698	423/ 5.5	4.7	5.6			1.2	16	285	WHPE-F

12+ FM SHARE (METRO): 79.90% (926 of 1159) (WIN 87: 80.60%)

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

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WEAL	1510	Greensboro	1.6/3.3	WDCC-F	105.1	Durham	.5/3.2
WGLD	1320	Greensboro	.3/1.5	WPEG-F	97.9	Concord	2.9/4.0
WKEW	1400	Greensboro	.9/2.8	WPTF	680	Raleigh	.4/ .9
WKXR	1260	Asheboro	.7/1.4	WRDX-F	106.5	Salisbury	.5/ .9
WMFR	1230	High Point	1.7/3.8	WROQ	95.1	Charlotte	.4/1.7
WMQX	1340	Winston Salem	.2/1.4	WSOC-F	103.7	Charlotte	.3/2.3
WPCM-F	101.1	Burlington	.7/3.6				
WPET	950	Greensboro	.7/1.8				
WSMX	1500	Winston Salem	.8/1.2				
WWMY-F	94.5	Eden	1.8/4.9				

RADIO STATIONS

WAAA, 980, 1 KW (DAYS)	, BLACK	NBN, \$ 17.00	(---)		
WEAL, 1510, 1 KW (DAYS)	, BLACK/GOSPEL	SBN, \$ 12.00	(HNWH)		
WGLD, 1320, 5 KW/1 KW (DA-2)	, OLDIES	US 2, Trans, \$ 18.00*	(Christal)	Mann	
WMFR, 1230, 1 KW	, NOSTALGIA	ABC-I, ABC-E, \$ 22.00*	(MMR)	Voyager	
WSJS, 600, 5 KW (DA-2)	, MOR	CBS, MBS, \$ 64.00*	(Mc-Guild)	New Market	
WBIG-F, 102.1, 100 KW @ 770,	COUNTRY	, \$ NA	(Banner)	Beasley	(REIDSVILLE)
WHPE-F, 95.5, 100 KW @ 440,	RELIGION	, \$ NA	(---)		
WWMY-F, 94.5, 27 KW @ ??,	BTFL	, \$ 19.00*	(Katz)		(EDEN)
WKRR-F, 92.3, 100 KW @ 1276,	CLASSIC ROCK	, \$ 75.00*	(Republic)	Dick	(ASHEBORO)
WKSI-F, 98.7, 100 KW @ 814,	CHR	, \$ 73.00	(Eastman)	Bahakel	
WKZL-F, 107.5, 100 KW @ 500,	CHR	ABC-R, \$ 70.00	(Katz)	Nationwide	
WMAG-F, 99.5, 100 KW @ 1500,	AC	, \$ 70.00*	(MMR)	Voyager	
WMQX-F, 93.1, 100 KW @ 483,	AC	, \$ 42.00*	(Durpetti)		
WOJY-F, 100.3, 100 KW @ 1049,	SOFT AC	, \$ 74.00*	(Christal)	Mann	
WPCM-F, 101.1, 100 KW @ 910,	COUNTRY	MBS, \$ 25.00	(Masla)		(BURLINGTON)
WQMG-F, 97.1, 100 KW @ 555,	BLACK	CBS-R, \$ 58.00*	(HNWH)		
WTHP-F, 98.3, 1.6 KW @ 429,	BLACK	, \$ 19.00	(T-N)		(THOMASVILLE)
WTQR-F, 104.1, 100 KW @ 1420,	COUNTRY	, \$125.00*	(Mc-Guild)		

GREENVILLE - SPARTANBURG

Arbitron Rank/Pop (12+): 66/510,000
 MSA Rank/Pop: 83/623,000
 ADI # 36 (w/Asheville)
 Average Person Ratings: 16.1
 Market TSL: 21.8 hours

Stations: 27/19
 Diaries: 1062/485:1/58.3%
 Sample Target: 880
 % Below Line: 8.7
 % Not Listed: 10.0

1987 Revenue: \$17,500,000
 HH Inc.: \$27,214
 Retail \$: 4.0 Bil
 Pop per Station: 27,126
 #1 Biller: WFBC A/F \$5,500,000

12+ METRO	1/4/SHARE	12+ METRO					4 Book Avg.	12+ TSA 1/4/CUME	CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
		FAL 87	SUM 87	SPG 87	WIN 87												
1. WESC A/F	124/14.9	14.8	15.1	16.1	14.6	15.2	299/2779	1136/22.0	26.3	24.6			13.7	126	1200	WESC A/F	
2. WANS-F	89/10.7	6.2	8.5	6.3	7.8	7.9	146/1887	1199/23.3	18.2	22.0			13.7	126	1390	WANS-F	
3. WSPA-F	79/ 9.5	8.0	8.3	7.0	7.9	8.2	156/1557	933/16.2	16.6	14.5			5.5	51	710	WSPA-F	
4. WLWZ-F	76/ 9.1	1.1	1.3	1.0	1.4	3.1	77/ 679	632/12.3	3.5	4.6			9.6	89	655	WLWZ-F	
5. WSSL-F	65/ 7.8	9.0	7.3	9.9	9.1	8.5	173/2118	945/18.3	16.9	18.6			9.1	84	1040	WSSL-F	
6. WFBC-F	55/ 5.6	10.4	13.0	14.0	11.7	11.0	101/1731	1019/19.8	24.0	27.6			7.9	73	896	WFBC-F	
7. WMYI-F	45/ 5.4	6.8	3.3	---	---	5.2	130/1507	762/14.8	15.1	---			5.1	47	583	WMYI-F	
8. WCKN-F	42/ 5.0	4.2	6.0	7.6	8.1	5.7	99/1258	706/13.7	16.2	21.0			6.6	61	985	WCKN-F	
9. WORD	19/ 2.3	2.0	1.9	2.8	3.9	2.3	19/ 247	247/ 4.8	6.2	9.1			2.7	25	385	WORD	
WHYZ	19/ 2.3	6.5	8.0	9.6	6.8	6.6	28/ 303	259/ 5.0	9.1	9.7			2.4	22	327	WHYZ	

12+ FM SHARE (METRO): 86.52% (648 of 749) (WIN 87: 76.33%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AM	12+ MID	12+ PM	12+ EVE	OVERNIGHT
1. WANS-F+	1. WANS-F+	1. WESC-F+	1. WESC-F+	1. WESC-F+	1. WESC-F+	1. WESC-F+	1. WESC-F+	1. WESC-F+	1. WLWZ-F	1. WLWZ-F
2. WLWZ-F+	2. WLWZ-F	2. WANS-F	2. WLWZ-F	2. WFBC-F	2. WSPA-F+	2. WANS-F	2. WSPA-F	2. WLWZ-F	2. WANS-F+	2. WESC-F
3.	3. WCKN-F	3. WLWZ-F	3. WFBC-F	3. WLWZ-F	3. WSSL-F	3. WANS-F	3. WFBC-F	3. WANS-F	3. WSPA-F	3. WANS-F
4.	4. WESC-F+	4. WSSL-F	4. WSSL-F	4. WSSL-F	4. WFBC-F	4. WSSL-F	4. WSSL-F	4. WSPA-F	4. WESC-F	4. WCKN-F
5.	5. WMYI-F	5. WFBC-F	5. WSPA-F	5. WSPA-F	5.	5. WSPA-F	5. WMYI-F	5. WSSL-F	5. WCKN-F	5. WSSL-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WANS-F	1. WLWZ-F	1. WLWZ-F	1. WLWZ-F	1. WESC-F+	1. WANS-F+	1. WANS-F+	1. WESC-F+	1. WESC-F+	1. WESC-F+
2. WLWZ-F+	2. WANS-F	2. WANS-F	2. WANS-F	2. WSPA-F	2. WCKN-F+	2. WCKN-F	2. WCKN-F	2. WANS-F	2. WMYI-F
3.	3. WCKN-F	3. WFBC-F	3. WESC-F+	3. WLWZ-F	3.	3. WESC-F+	3. WMYI-F	3. WCKN-F	3. WFBC-F
4.	4. WMYI-F	4. WSSL-F	4. WSPA-F	4. WSSL-F	4.	4. WLWZ-F	4. WLWZ-F	4. WMYI-F	4. WLWZ-F
5.	5. WSSL-F	5. WCKN-F	5. WSSL-F	5. WFBC-F	5.	5. WMYI-F	5. WANS-F	5. WLWZ-F	5. WSSL-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WASC	1530	Spartanburg	1.0/2.5	WBCY-F	107.9	Charlotte	2.0/6.6
WBRR	1580	Travelers Rest	.6/1.2	WCKZ-F	101.9	Gastonia	2.3/4.2
WELP	1360	Easley	.8/1.7	WROQ-F	95.1	Charlotte	.5/2.1
WFBC	1330	Greenville	1.2/3.0	WWMG-F	96.1	Shelby	.5/2.3
WKDY	1400	Spartanburg	.4/1.9	WXRC-F	95.7	Hickory	1.2/2.1
WMMU-F	94.5	Greenville	1.7/3.4				
WSPA	950	Spartanburg	1.7/5.6				
WSSL	1440	Greenville	.4/1.9				
WBBO-F	780	Forest City	.8/2.6				
WBFM-F	98.1	Seneca	.5/1.6				
WKSF-F	99.9	Asheville	.8/4.7				

RADIO STATIONS

WFBC, 1330, 5 KW (DA-N)	, OLOIES	NBC, \$ NA (Katz)	Multimedia
WHYZ, 1070, 50 KW (DAYS, DA)	, BLACK	ABC-C, SBN, \$ 30.00* (HNWH)	
WORD, 910, 5 KW/1 KW (DA-2)	, AC	UPI, \$ 16.00 (Masla)	
WSPA, 950, 5 KW (DA-N)	, MOR	CBS, \$ 25.00 (Mc-Guild)	
WASC, 1530, 1 KW (DAYS)	, BLACK	NBN, ABC-C, \$ 14.00* (---)	
WANS-F, 107.3, 100 KW @ 1012, CHR/AOR		US 1, \$ 42.00* (Christal)	(ANDERSON)
WCKN-F, 101.1, 100 KW @ 1092, CHR		MBS, ABC-C, \$ 45.00* (Durpetti)	(ANDERSON)
WESC-F+, 92.5, 100 KW @ 2000, COUNTRY		ABC-E, \$ 70.00* (Banner)	
WFBC-F, 93.7, 100 KW @ 1840, AC		, \$ 87.00* (Katz)	Multimedia
WMMU-F, 94.5, 100 KW @ 1200, BTFL/EZ		APR, \$ 16.00 (S. Katz)	
WSPA-F, 98.9, 100 KW @ 1910, BTFL/EZ		, \$ 50.00 (Mc-Guild)	
WSSL-F, 100.5, 100 KW @ 1280, COUNTRY		MBS, \$ 56.00 (Torbet)	Sterling
WMYI-F, 102.5, 100 KW @ 323, AC		, \$ NA (Republic)	Am Com
WLWZ-F, 103.9, 3 KW @ 300, BLACK		, \$ NA (HNWH)	(HENDERSONVILLE, NC)

WKSF - See Asheville

WBCY - See Charlotte

HARRISBURG

Arbitron Rank/Pop (12+): 72/490,100

Stations: 31/19
Diaries: 974/504:1/61.2%
Sample Target: 880
% Below Line: 21.0
% Not Listed: 7.6

1987 Revenue: \$12,000,000
HH Inc.: \$33,463
Retail \$: 4.5 Bil
Pop per Station: 25,837
#1 Biller: WNNK-F \$4,100,000

MSA Rank/Pop: 87/584,000
ADI # 45 (w/York & Lancaster)
Average Person Ratings: 17.7
Market TSL: 23.0 hours

12+ METRO	1/4/SHARE	12+ METRO						12+ TSA		12+ METRO		FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
		FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	1/4/CUME	CUME/CUME	RATING										
1. WNNK-F	169/19.5	20.2	20.7	19.4	16.7	20.0	197/2276	1808/36.8	35.6	35.2					32.9	217	2174	WNNK-F	
2. WRKZ-F	70/ 8.1	6.6	11.0	8.0	10.9	8.4	157/1762	804/16.4	14.3	15.6					7.6	50	544	WRKZ-F	
3. WHP	67/ 7.7	7.7	6.5	5.5	6.4	6.9	71/ 965	341/17.1	14.7	17.9					6.1	40	527	WHP	
4. WHP-F	52/ 7.1	7.1	4.8	8.3	8.1	6.8	69/ 384	728/14.8	14.7	17.9					6.2	41	525	WHP-F	
5. WHYL A/F	52/ 6.0	4.3	3.6	4.3	3.2	4.7	53/ 638	568/11.6	9.4	8.8					5.9	39	522	WHYL A/F	
6. WNCE-F	49/ 5.6	5.3	3.8	2.6	4.2	4.3	203/1894	570/11.6	10.6	9.0					2.6	17	270	WNCE-F	
7. WTPA-F	47/ 5.4	3.3	5.1	4.4	5.3	4.6	63/ 748	462/ 9.4	8.7	10.3					6.2	41	551	WTPA-F	
8. WQXA-F	30/ 3.5	3.8	4.8	5.1	3.0	4.3	88/1690	536/10.9	12.2	14.0					2.9	19	390	WQXA-F	
9. WHTF-F	28/ 3.2	3.8	3.6	3.0	3.7	3.4	79/1317	374/ 7.6	7.7	8.1					1.7	11	280	WHTF-F	
10. WHIT-F	25/ 2.9	3.7	3.6	5.9	4.9	4.0	30/ 638	559/11.4	11.3	14.3					3.6	24	442	WHIT-F	
11.																			
12.																			
13.																			
14.																			
15.																			

12+ FM SHARE (METRO): 79.55% (638 of 802) (WIN 87: 78.97%)

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

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAHT	1510	Annville-Cleona	1.2/2.2	WARM-F	103.3	York	1.5/5.7
WCMB	1460	Harrisburg	2.6/6.9	WDAC-F	94.5	Lancaster	1.3/4.1
WCTX-F	92.1	Palmyra	.7/2.1	WGCB-F	96.1	Red Lyon	.5/1.9
WHGB	1400	Harrisburg	1.4/3.9	WIOV-F	105.1	Ephrata	.5/1.8
WIOO	1000	Carlisle	.8/1.9	WLAN-F	96.9	Lancaster	.9/4.5
WKBO	1230	Harrisburg	1.2/4.3	WYCR-F	98.5	York	.8/3.4
WLBR	1270	Lebanon	2.3/6.8				
WMSP-F	94.9	Harrisburg	.9/3.0	WGRX-F	100.7	Westminster	1.8/3.7
WQIN	1290	Lykens	.5/1.0	WQKX-F	94.1	Sunbury	.5/1.9
WUFM-F	100.1	Lebanon	2.5/4.4	WRFY-F	102.5	Reading	.9/1.9
WWII	720	Shiremanstown	.7/1.2				

RADIO STATIONS

WCMB, 1460,	5 KW (DA-N)	, OLDIES	US 2,\$ 26.00*	(Eastman)	McKenna	
WHGB, 1400,	1 KW	, NOSTALGIA	SMN,\$ 18.00	(Mc-Guild)	Scott	
WHP, 580,	5 KW (DA-N)	, MOR	CBS,\$ 55.00*	(Katz)	Commonwealth	
WKBO, 1230,	1 KW	, OLDIES	APR,SMN,\$ 28.00	(Banner)		
WLBR, 1270,	5 KW/1 KW (DA-2)	, MOR/AC	ABC-I,\$ 18.00	(Masla)	(LEBANON)	
WHP-F,	97.3,	14 KW @ 840,	BTFL/EZ	ABC-D,\$ 60.00*	(Katz)	Commonwealth
WHYL-F+,	102.3,	3 KW @ 300,	COUNTRY	APR,\$ 31.00	(HNWH)	
WNNK-F,	104.1,	15 KW @ 950,	CHR	APR,\$ 80.00*	(Christal)	Keymarket
WRKZ-F,	106.7,	50 KW @ 500,	COUNTRY	ABC-E,\$ 63.00*	(Mc-Guild)	Eastern
WHIT-F,	99.3,	3 KW @ 300,	AC	US 1,\$ 40.00*	(Eastman)	McKenna
WTPA-F,	93.5,	3 KW @ 300,	AOR	ABC-R,\$ 35.00*	(Republic)	

Other ranked stations - See York or Lancaster

HARTFORD

Arbitron Rank/Pop (12+): 40/895,500

MSA Rank/Pop: 43/1,110,000
 ADI # 23 (w/New Haven)
 Average Person Ratings: 17.5
 Market TSL: 22.8 hours

Stations: 22/14
 Diaries: 1448/632:1/55.3%
 Sample Target: 1170
 % Below Line: 8.7
 % Not Listed: 9.2

1987 Revenue: \$33,200,000
 HH Inc.: \$41,923
 Retail \$: 9.1 Bil
 Pop per Station: 65,357
 #1 Biller: WTIC \$9,000,000

12+ METRO	1/4/SHARE	FAL					SUM					SPG					WIN					4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME		FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
		87	87	87	87	87	87	87	87	87	87	87	87	87	87	87	RATING	RATING															
1. WTIC	301/18.8	19.8	18.4	19.0	19.2	19.0	399/4662	3337/36.5	35.3	33.1	17.6	268	2672	WTIC																			
2. WTIC-F	233/14.6	14.8	13.7	14.1	13.0	14.3	349/5184	3236/35.4	31.8	31.7	19.1	290	3707	WTIC-F																			
3. WRCH-F	159/ 9.9	9.3	8.3	9.3	9.0	9.2	300/3097	1718/18.8	20.1	18.9	4.6	70	936	WRCH-F																			
4. WDRC-F	126/ 7.9	8.8	5.7	7.3	7.6	7.4	288/3488	1540/16.8	22.0	16.5	7.4	113	1529	WDRC-F																			
5. WHCN-F	99/ 6.2	4.9	4.9	4.6	4.0	5.2	223/2801	1500/16.4	15.5	15.5	8.0	122	1966	WHCN-F																			
6. WCCC A/F	86/ 5.4	4.4	5.0	5.1	5.2	5.0	134/2084	1259/13.8	13.5	16.6	7.0	106	1369	WCCC A/F																			
7. WIOF-F	73/ 4.6	4.0	5.9	4.7	4.4	4.8	129/2068	1206/13.2	12.4	11.0	3.3	50	683	WIOF-F																			
8. WKSS-F	73/ 4.6	5.0	6.0	5.5	4.9	5.3	124/2742	1411/15.4	16.6	15.7	8.3	127	1867	WKSS-F																			
9. WRCQ	60/ 3.8	3.5	5.2	3.2	4.3	4.0	74/ 860	709/ 7.7	7.6	7.8	1.8	28	591	WRCQ																			
10. WPOP	44/ 2.8	2.9	3.4	3.4	3.8	3.1	51/1084	923/10.1	9.6	11.5	2.3	35	932	WPOP																			
11. WDRC	40/ 2.5	1.8	2.6	2.0	2.2	2.2	45/ 822	692/ 7.6	6.5	6.8	1.5	23	394	WDRC																			

12+ FM SHARE (METRO): 66.96% (973 of 1453) (WIN 87: 62.38%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WTIC-F>	1. WTIC-F>	1. WTIC-F>	1. WTIC-F>	1. WTIC-F	1. WTIC	1. WTIC >	1. WTIC >	1. WTIC-F	1. WTIC	1. WTIC >
2. WKSS-F	2. WHCN-F	2. WDRC-F	2. WDRC-F>	2. WTIC-F	2. WRCH-F>	2. WTIC-F>	2. WTIC-F>	2. WTIC	2. WTIC-F>	2. WTIC-F>
3. WHCN-F	3. WCCC-F+	3. WHCN-F	3. WTIC	3. WDRC-F>	3. WDRC-F	3. WRCH-F	3. WRCH-F	3. WRCH-F	3. WRCH-F	3. WDRC-F
4. WCCC-F+	4. WDRC-F	4. WCCC-F+	4. WHCN-F	4. WIOF-F	4. WRCQ	4. WDRC-F	4. WDRC-F	4. WDRC-F	4. WKSS-F	4. WRCH-F
5.	5. WKSS-F	5. WTIC	5. WIOF-F	5. WRCH-F	5. WHCN-F	5. WHCN-F	5. WHCN-F	5. WHCN-F	5. WDRC-F	5. WDRC
	6. WIOF-F	6. WIOF-F	6. WCCC-F+	6. WHCN-F	6. WIOF-F	6. WCCC-F	6. WCCC-F	6. WCCC-F	6. WCCC-F	6. WCCC-F
		7. WKSS-F	7. WRCH-F			7. WIOF-F	7. WIOF-F	7. WHCN-F	7. WHCN-F	7. WPOP
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WTIC-F>	1. WTIC-F>	1. WTIC-F>	1. WTIC-F>	1. WTIC-F		1. WTIC-F	1. WTIC-F	1. WDRC-F	1. WTIC-F	1. WDRC-F
2. WKSS-F	2. WKSS-F	2. WDRC-F	2. WDRC-F	2. WTIC >		2. WCCC-F+	2. WCCC-F+	2. WHCN-F	2. WDRC-F	2. WTIC
3. WHCN-F	3. WHCN-F	3. WIOF-F	3. WIOF-F	3. WIOF-F		3. WHCN-F>	3. WHCN-F	3. WTIC-F	3. WHCN-F	3. WTIC-F
4.	4. WIOF-F	4. WCCC-F+	4. WTIC	4. WDRC-F		4. WKSS-F	4. WDRC-F>	4. WCCC-F>	4. WCCC-F+	4. WHCN-F
5.	5. WCCC-F	5. WHCN-F	5. WKSS-F	5. WRCH-F		5. WAQY-F	5.	5. WPLR-F	5. WTIC	5. WCCC-F+
			6. WHCN-F							6. WRCH-F
			7. WRCH-F							

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCCC	1290	Hartford	.3/1.3
WKHT	1230	Manchester	.9/2.5
WKND	1480	Windsor	.4/1.1
WKCI-F	101.3	Hamden	1.0/4.9
WPLR-F	99.1	New Haven	1.9/7.2
WVYZ-F	92.5	Waterbury	1.6/6.8
WAAF-F	107.3	Worcester	.4/1.6
WAQY-F	102.1	Springfield	2.1/7.8
WHYN-F	93.1	Springfield	.4/2.8
WMAS-F	94.7	Springfield	.5/2.0
WNBC	660	New York	.7/2.2

RADIO STATIONS

WDRC, 1360, 5 KW (DA-N)	, AC/OLDIES	, \$ 36.00* (Mc-Guild)	Buckley
WGAB, 1550, 5 KW/740 W (DA-2)	, TALK	ABC-T, \$ 20.00 (---)	
WKHT, 1230, 1 KW	, COUNTRY	MBS, \$ 24.00* (P/W)	
WKND, 1480, 500 W (DAYS, DA)	, BLACK	NBN, \$ 28.00* (Roslin)	
WPOP, 1410, 5 KW (DA-2)	, NEWS/TALK	CBS, \$ 53.00* (Eastman)	Merv Griffin
WRCQ, 910, 5 KW (DA-2)	, NOSTALGIA	ABC-E, \$ 45.00* (Banner)	
WRYM, 840, 1 KW (DAYS)	, SPANISH	, \$ 22.00* (Caballero)	
WTIC, 1080, 50 KW (DA-N)	, MOR	NBC, \$185.00* (Katz)	Chase
WCCC-F+, 106.9, 23 KW @ 720, AOR	Source, ABC-C, \$ 50.00* (Durpetti)		
WDRC-F, 102.9, 20 KW @ 810, OLDIES	, \$ 64.00* (Mc-Guild)		Buckley
WHCN-F, 105.9, 16 KW @ 867, AOR	ABC-R, \$ 59.00* (Christal)		Beck-Ross
WIOF-F, 104.1, 18 KW @ 835, AC	CBS-R, \$ 73.00* (Eastman)		Merv Griffin (WATERBURY)
WKSS-F, 95.7, 17 KW @ 880, CHR	, \$ 80.00 (MMR)		
WLWH-F, 93.7, 21 KW @ 780, SPANISH	APR, \$ 30.00* (MMR)		Sage
WRCH-F, 100.5, 8 KW @ 1250, BTFL/EZ	ABC-D, \$ 81.00* (Banner)		
WTIC-F, 96.5, 20 KW @ 810, CHR	, \$135.00* (Katz)		Chase
WVYZ-F, 92.5, 18 KW @ 860, AC	US 2, \$ 48.00* (Blair)		(WATERBURY)

Other ranked stations - See New Haven or Springfield

HONOLULU

Arbitron Rank/Pop (12+): 55/687,600

Stations: 23/23
Diaries: 1368/502:1/60.0%
Sample Target: 1010
% Below Line: 0
% Not Listed: 4.7

1987 Revenue: \$16,500,000
HH Inc.: \$41,840
Retail \$: 5.5 Bil
Pop per Station: 29,848
#1 Biller: KSSK \$4,000,000

MSA Rank/Pop: 62/837,000
ADI # None
Average Person Ratings: 16.5
Market TSL: 22.0 hours

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume
1. KQMQ A/F	162/14.2	14.4	16.4	14.0	15.2	14.8	----	2283/33.3	34.3	27.9					KQMQ A/F
2. KSSK	127/11.2	13.0	13.4	14.0	10.9	12.9	----	1488/21.7	24.9	23.0					KSSK
3. KUMU A/F	113/10.0	12.6	10.4	10.2	13.4	10.8	----	1292/18.8	21.7	21.5					KUMU A/F
4. KMAI-F	102/ 9.0	4.9	6.6	8.0	10.7	7.1	----	1492/21.7	15.4	23.2					KMAI-F
5. KRTR-F	83/ 7.3	6.6	5.7	5.9	5.2	6.4	----	1118/16.3	15.2	14.1					KRTR-F
6. KPOI-F	71/ 6.3	8.7	7.5	6.6	7.2	7.3	----	1042/15.2	15.4	14.9					KPOI-F
KXPW-F	71/ 6.3	9.5	9.8	7.8	6.6	8.4	----	1320/19.2	20.0	20.1					KXPW-F
8. KIKI	66/ 5.8	5.2	4.7	6.3	4.6	5.5	----	890/13.0	11.8	11.0					KIKI
9. KCCN	63/ 5.5	4.4	4.0	4.6	4.0	4.6	----	714/10.4	10.2	10.5					KCCN
10. KHVH	45/ 4.0	3.8	4.0	3.9	3.7	3.9	----	734/10.7	12.5	10.2					KHVH
11. KGU	42/ 3.7	4.8	3.5	4.5	4.9	4.1	----	523/ 7.6	10.6	10.2					KGU
12. KDEO	35/ 3.1	2.2	2.0	1.9	1.1	2.3	----	385/ 5.6	4.9	3.6					KDEO

NOTE: HONOLULU'S METRO AND TSA ARE THE SAME

12+ FM SHARE (METRO): 50.51% (547 of 1083) (WIN 87: 54.49%)

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

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAIM	870	Honolulu	1.0/2.7
KAIM-F	95.5	Honolulu	.8/2.2
KISA	1540	Honolulu	.6/2.0
KLHT	1040	Honolulu	1.4/2.8
KLNI	1380	Pearl City	1.5/1.7
KNDI	1270	Honolulu	.8/2.1
KQHO	1170	Honolulu	1.1/2.9
KORL	650	Honolulu	.4/1.2
KZOO	1210	Honolulu	1.5/2.7

RADIO STATIONS

KCCN, 1420, 5 KW	, ETHNIC	, \$ 25.00* (Roslin)	
KDEO, 940, 10 KW	, COUNTRY	MBS, \$ 23.00 (Masla)	
KGU, 760, 10 KW	, NEWS/TALK	CBS, ABC-T, \$ 28.00 (Banner)	
KHVH, 990, 5 KW	, NEWS/TALK	NBC, ABC-I, \$ 40.00 (HNWH)	
KIKI, 830, 10 KW	, OLDSIES	, \$ 38.00 (Katz)	Parker
KSSK, 590, 5 KW	, MOR/AC	, \$ 95.00* (Eastman)	H & G
KAIM-F, 95.5, 100 KW @ 421,	RELIGION	, \$ 10.00 (---)	
KMAI-F, 93.9, 100 KW @ 421,	CHR	, \$ 35.00* (Katz)	Parker
KPOI-F, 97.5, 83 KW @ 46,	AOR	, \$ 45.00* (Republic)	
KQMQ-F+, 93.1, 54 KW @ -119,	CHR	US 1, APR, \$ 60.00* (Christal)	
KRTR-F, 96.3, 75 KW @ 2120,	AC	, \$ 32.00* (Torbet)	
KUMU-F+, 94.7, 100 KW @ 500,	BTFL/EZ	, \$ 44.00* (Torbet)	
KXPW-F, 92.3, 100 KW @ 1685,	AC	, \$ 61.00* (Eastman)	H & G

HOUSTON

Arbitron Rank/Pop (12+): 8/2,990,500

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

Average Person Ratings: 17.3
Market TSL: 22.5 hours

Stations: 29/29
Diaries: 2537/1182:1/48.4%
Sample Target: 2030
% Below Line: 0
% Not Listed: 9.6

1987 Revenue: \$100,300,000
HH Inc.: \$36,984
Retail \$: 26.3 Bil
Pop per Station: 103,376
#1 Biller: KIKK A/F \$12,000,000

12+ METRO	1/4/SHARE	12+ METRO					4 Book Avg.	12+ TSA 1/4/CUME	CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
		FAL 87	SUM 87	SPG 87	WIN 87												
1. KMJQ-F	442/8.5	7.8	10.3	9.1	9.9	8.9	451/4300	4114/13.7	12.3	16.2			13.7	760	6423	KMJQ-F	
2. KRBE-F	409/7.9	6.4	7.2	6.6	6.2	7.0	442/7513	6818/22.7	20.2	19.8			8.6	475	6271	KRBE-F	
3. KKBQ A/F	393/7.6	6.5	7.5	7.1	8.1	7.2	409/6629	6294/21.0	19.2	22.1			8.5	473	7429	KKBA A/F	
4. KIKK-F	357/6.9	8.3	7.3	8.0	7.6	7.6	388/5084	4603/15.4	16.4	16.8			8.5	472	5389	KIKK-F	
5. KILT-F	308/6.0	5.9	6.0	7.3	6.4	6.3	357/5331	4599/15.3	14.1	15.2			5.7	314	3547	KILT-F	
6. KLOL-F	291/5.6	6.2	5.6	4.3	4.4	5.4	304/4485	4061/13.5	13.3	12.8			6.7	369	4530	KLOL-F	
7. KTRH	281/5.4	4.9	6.9	6.8	4.6	6.0	318/5550	4845/16.2	13.7	15.4			3.8	208	3170	KTRH	
8. KODA-F	271/5.2	5.7	5.5	5.4	5.5	5.5	296/4255	3882/12.9	13.3	15.0			3.9	214	3853	KODA-F	
9. KLTR-F	232/4.5	2.8	2.5	2.8	2.9	3.2	233/3829	3776/12.6	9.7	9.4			2.8	155	3408	KLTR-F	
10. KFMM-F	217/4.2	4.9	4.9	5.2	5.3	4.8	239/3271	2905/ 9.7	11.4	13.0			4.2	235	2433	KFMM-F	
11. KZFX-F	192/3.7	4.8	3.8	4.0	3.8	4.1	200/3572	3338/11.1	9.8	9.8			5.2	286	3198	KZFX-F	
12. KKHT-F	166/3.2	4.2	2.6	2.0	1.6	3.0	169/2587	2509/ 8.4	9.5	7.0			2.3	129	2003	KKHT-F	
13. KQUE-F	165/3.2	4.2	3.9	4.0	4.4	3.8	171/2030	1935/ 6.5	7.4	8.6			3.2	176	2084	KQUE-F	
14. KPRC	159/3.1	3.1	2.2	2.9	2.6	2.8	162/2903	2723/ 9.1	9.4	7.9			3.3	183	2115	KPRC	
15. KJYY-F	113/2.2	1.8	2.7	2.5	2.5	2.3	113/1752	1693/ 5.6	5.9	7.4			1.3	74	1235	KJYY-F	
16. KLAT	96/1.9	3.1	.8	1.1	1.6	1.7	98/1085	1078/ 3.6	3.7	2.8			1.0	56	877	KLAT	
17. KYOK	90/1.7	1.7	1.4	1.8	1.2	1.7	90/1239	1239/ 4.1	4.4	4.9			1.0	53	1255	KYOK	
18. KXYZ	86/1.7	1.0	1.7	1.0	2.5	1.4	86/ 844	844/ 2.8	2.7	3.6			1.2	67	732	KXYZ	
19. KEYH	58/1.1	1.2	1.3	1.6	1.9	1.3	58/ 540	540/ 1.8	1.6	1.9			.7	37	375	KEYH	
20. KCOH	56/1.1	1.4	1.2	1.8	1.4	1.4	56/ 850	850/ 2.8	3.2	3.3			.9	49	721	KCOH	
21.																	
22.																	
23.																	
24.																	
25.																	

12+ FM SHARE (METRO): 77.62% (3631 of 4678) (WIN 87: 79.56%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KKBQ A/F	1. KMJQ-F	1. KMJQ-F	1. KMJQ-F	1. KIKK-F	1. KTRH	1. KTRH	1. KODA-F	1. KRBE A/F1.	1. KMJQ-F>	1. KTRH
2. KRBE A/F>2.	2. KRBE A/F2.	2. KRBE A/F2.	2. KIKK-F	2. KMJQ-F	2. KODA-F	2. KMJQ-F	2. KIKK-F	2. KMJQ-F	2. KKBQ A/F	2. KMJQ-F
3. KMJQ-F>	3. KLOL-F	3. KLOL-F	3. KFMM-F	3. KILT-F	3. KIKK-F	3. KKBQ A/F3.	3. KRBE A/F3.	3. KIKK-F	3. KRBE A/F>3.	3. KILT-F
4.	4. KKBQ A/F4.	4. KKBQ A/F4.	4. KLOL-F	4. KFMM-F	4. KILT-F	4. KILT-F	4. KLTR-F	4. KKBQ A/F4.	4. KIKK-F	4. KIKK-F
5.	5. KZFX-F	5. KIKK-F	5. KLTR-F	5. KLOL-F	5. KQUE-F	5. KIKK-F	5. KMJQ-F	5. KLOL-F	5. KTRH	5. KPRC
6.	6. KIKK A/F6.	6. KLTR-F	6. KILT-F	6. KLTR-F	6. KFMM-F	6. KRBE A/F6.	6. KILT-F	6. KLOL-F	6. KLOL-F	6. KLOL-F
7.	7. KLTR-F	7. KILT-F	7. KKBQ A/F7.	7. KKBQ A/F	7. KMJQ-F	7. KLOL-F	7. KFMM-F	7. KODA-F	7. KILT-F	7.
8.	8.	8. KFMM-F	8. KRBE A/F8.	8. KODA-F	8. KLTR-F	8. KODA-F	8. KLOL-F	8. KLTR-F	8. KODA-F	8.
9.	9.	9. KZFX-F	9. KZFX-F	9. KKHT-F	9.	9.	9. KKBQ A/F9.	9.	9.	9.
10.	10.	10.	10. KNHT-F	10. KRBE A/F10.	10.	10.	10. KTRH	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KRBE A/F1.	1. KMJQ-F	1. KMJQ-F	1. KMJQ-F	1. KIKK-F	1. KRBE A/F1.	1. KLOL-F	1. KLOL-F>	1. KLOL-F	1. KLOL-F>
2. KMJQ-F	2. KRBE A/F2.	2. KIKK-F	2. KIKK-F	2. KMJQ-F	2. KKBQ A/F2.	2. KMJQ-F	2. KZFX-F	2. KMJQ-F	2. KMJQ-F
3. KKBQ A/F3.	3. KKBQ A/F3.	3. KKBQ A/F3.	3. KKBQ A/F3.	3. KILT-F	3. KMJQ-F	3. KRBE A/F	3. KMJQ-F	3. KRBE A/F3.	3. KFMM-F
4. KIKK-F	4. KIKK-F	4. KLTR-F	4. KRBE A/F4.	4. KFMM-F	4. KLOL-F>	4. KZFX-F	4. KLTR-F	4. KKBQ A/F4.	4. KILT-F
5. KLOL-F	5. KLTR-F	5. KFMM-F	5. KILT-F	5. KODA-F	5. KZFX-F	5. KKBQ A/F>5.	5. KRBE A/F5.	5. KZFX-F	5. KTRH
6. KLTR-F	6. KILT-F	6. KRBE A/F6.	6. KLTR-F	6. KLTR-F	6. KIKK-F	6. KLTR-F	6. KFMM-F	6. KFMM-F	6. KLTR-F
7. KZFX-F	7. KKHT-F	7. KKHT-F	7. KFMM-F	7. KKBQ A/F	7. KILT-F	7.	7. KKBQ A/F7.	7. KIKK-F	7. KIKK-F
8. KILT-F	8. KZFX-F	8. KILT-F	8. KKHT-F	8. KRBE A/F	8.	8.	8. KKHT-F	8. KILT-F	8. KZFX-F
9.	9. KLOL-F	9. KZFX-F	9.	9. KKHT-F	9.	9.	9.	9.	9.
10.	10. KFMM-F	10.	10.	10. KJYY-F	10.	10.	10.	10.	10.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KHCB-F	105.7	Houston	1.0/3.6
KIKK	650	Pasadena	1.0/1.5
KILT	610	Houston	.9/3.3
KJQJ-F	106.9	Conroe	.6/2.2
KNUZ	1230	Houston	.4/1.6
KQQK-F	106.5	Galveston	1.0/4.2
KRTS	92.1	Seabrook	.3/1.5
KYST	920	Texas City	.5/1.3

RADIO STATIONS

AM STATIONS

KCOH, 1430, 1 KW	, BLACK	SBN,NBN,\$ 57.00	(Roslin)	
KEYH, 850, 10 KW (DAYS,DA)	, SPANISH	, \$ 45.00*	(Lotus)	
KIKK, 650, 250 W (DAYS)	, COUNTRY	, \$ 55.00	(Torbet)	Viacom
KILT, 610, 5 KW (DA-2)	, COUNTRY	, \$ 70.00*	(Banner)	Legacy
KKBQ, 790, 5 KW (DA-2)	, CHR	ABC-F,\$ 75.00*	(Mc-Guild)	Gannett
KLAT, 1010, 5 KW (DA-2)	, SPANISH	, \$ 96.00	(Katz)	Tichenor
KLVL, 1480, 1 KW/500 W (DA-N)	, SPANISH	, \$ 30.00	(---)	
KNUZ, 1230, 1 KW	, OLDIES	ABC-D,\$ 45.00*	(Republic)	
KPRC, 950, 5 KW (DA-N)	, NEWS/TALK	NBC,ABC-T,NBC-T,\$122.00*	(Eastman)	
KRBE, 1070, 10 KW/5 KW (DA-2)	, CHR	, \$ NA	(Katz)	Susquehanna
KTRH, 740, 50 KW (DA-1)	, NEWS	MBS,ABC-I,\$161.00*	(CBS)	
KXYZ, 1320, 5 KW (DA-N)	, SPANISH	, \$ 75.00	(Caballero)	Infinity
KYOK, 1590, 5 KW (DA-N)	, BLACK	SMN,\$ 54.00	(Masla)	All Pro

FM STATIONS

KFMK, 97.9, 100 KW @ 1920, AC	, \$210.00*	(MMR)	Cook Inlet
KIKK, 95.7, 100 KW @ 1920, COUNTRY	, \$225.00*	(Torbet)	Viacom
KILT, 100.3, 100 KW @ 1920, COUNTRY	, \$160.00*	(Banner)	Legacy
KJYY, 94.5, 100 KW @ 1970, SOFT AC	Trans,\$120.00	(Durpetti)	Entercom
KKBQ, 92.9, 100 KW @ 1920, CHR	ABC-F,\$240.00*	(Mc-Guild)	Gannett
KKHT, 96.5, 100 KW @ 2000, AC	ABC-R,\$130.00*	(Republic)	Malrite
KRTS, 92.1, 3 KW @ 300, CLASSICAL	, \$ 75.00	(CMBS)	
KLLOL, 101.1, 100 KW @ 1949, AOR	Source,\$158.00*	(CBS)	(SEABROOK)
KLTR, 93.7, 100 KW @ 1779, AC	CBS-R,\$160.00	(CBS)	CBS
KMJQ, 102.1, 100 KW @ 1720, URBAN	, \$195.00*	(Crystal)	Keymarket
KODA, 99.1, 100 KW @ 1920, BTFL/EZ	, \$220.00*	(Group W)	Westinghouse
KQUE, 102.9, 100 KW @ 1049, NOSTALGIA	ABC-E,\$124.00*	(Eastman)	
KRBE, 104.1, 100 KW @ 1920, CHR	, \$185.00*	(Katz)	Susquehanna
KZFX, 107.5, 100 KW @ 2000, CLASSIC AOR	, \$135.00*	(Republic)	Shamrock

INDIANAPOLIS

Arbitron Rank/Pop (12+): 37/993,500

Stations: 19/19
Diaries: 1876/534:1/58.1%
Sample Target: 1500
% Below Line: 0
% Not Listed: 6.3

1987 Revenue: \$43,800,000
HH Inc.: \$34,011
Retail \$: 9.1 Bil
Pop per Station: 52,732
#1 Biller: WIBC \$9,200,000

MSA Rank/Pop: 40/1,230,000
ADI # 24
Average Person Ratings: 16.9
Market TSL: 22.3 hours

12+ METRO	1/4/SHARE	12+ METRO					4 Book Avg.	12+ TSA 1/4/CUME	CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
		FAL 87	SUM 87	SPG 87	WIN 87												
1. WIBC	248/14.7	13.1	13.0	14.6	14.8	13.9	258/3009	2672/26.7	26.7	26.5			12.1	206	2370	WIBC	
2. WFBQ-F	216/12.8	13.7	16.5	16.3	14.1	14.8	436/5084	2549/25.4	25.4	27.0			19.7	337	2868	WFBQ-F	
3. WFMS-F	191/11.3	13.7	11.9	10.8	11.6	11.9	271/2878	1954/19.5	21.0	20.3			12.7	217	2396	WFMS-F	
4. WZPL-F	161/9.5	10.0	8.0	6.9	8.1	8.6	238/3432	2261/22.6	21.7	22.8			12.6	215	2602	WZPL-F	
5. WENS-F	146/8.6	6.7	7.4	7.5	7.9	7.6	175/2819	2122/21.2	18.0	19.7			5.9	101	1403	WENS-F	
6. WTLC-F	136/8.0	8.2	8.7	9.2	8.6	8.5	137/1400	1325/13.2	13.7	12.6			10.9	186	1550	WTLC-F	
7. WXTZ-F	119/7.0	8.0	8.0	9.2	8.8	8.1	172/2245	1566/15.6	15.4	17.1			4.3	74	1480	WXTZ-F	
8. WKLR-F	84/5.0	5.2	4.1	4.1	4.9	4.6	106/1786	1295/12.9	13.7	15.6			5.0	86	1289	WKLR-F	
9. WTPI-F	73/4.3	4.0	4.4	3.5	4.2	4.1	85/1305	999/10.0	10.4	8.6			2.8	47	713	WTPI-F	
10. WTUX	61/3.6	3.3	3.3	4.0	3.6	3.6	66/803	687/6.9	6.6	7.4			1.0	17	300	WTUX	
11. WIRE	37/2.2	2.2	2.4	1.9	2.3	2.2	46/723	570/5.7	8.9	7.4			2.0	35	850	WIRE	

12+ FM SHARE (METRO): 74.67% (1182 of 1583) (WIN 87: 74.26%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WZPL-F>	1. WFBQ-F>	1. WFBQ-F>	1. WFBQ-F	1. WFMS-F	1. WIBC >	1. WIBC	1. WIBC	1. WFBQ-F	1. WZPL-F	1. WIBC >
2. WENS-F	2. WENS-F	2. WFMS-F	2. WFMS-F	2. WFBQ-F	2. WFMS-F	2. WFBQ-F>	2. WFBQ-F	2. WFMS-F	2. WENS-F	2. WFMS-F
3. WTLC-F	3. WTLC-F	3. WENS-F	3. WENS-F	3. WIBC	3. WXTZ-F>	3. WFMS-F	3. WFMS-F	3. WIBC	3. WIBC	3. WTLC-F
4. WFBQ-F	4. WZPL-F	4. WTLC-F	4. WIBC	4. WENS-F	4. WTUX	4. WZPL-F	4. WENS-F	4. WZPL-F	4. WTUX	4. WXTZ-F
5.	5. WFMS-F	5. WZPL-F	5. WTLC-F	5. WTLC-F	5. WENS-F	5. WENS-F	5. WXTZ-F	5. WTLC-F	5. WFBQ-F	5. WFBQ-F
	6. WKLR-F	6. WIBC	6. WKLR-F	6. WKLR-F	6. WFBQ-F	6. WTLC-F	6. WZPL-F	6. WENS-F	6. WFMS-F>	6. WPZZ-F
		7. WKLR-F	7. WTPI-F	7. WTPI-F	7. WTLC-F	7. WXTZ-F	7. WKLR-F	7. WXTZ-F	7. WXTZ-F	7. WENS-F
			8. WZPL-F	8. WZPL-F	8. WTPI-F		8. WTPI-F		8. WKLR-F	
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WFBQ-F	1. WFBQ-F	1. WENS-F	1. WFMS-F	1. WFMS-F		1. WFBQ-F>	1. WFBQ-F>	1. WFBQ-F>	1. WFBQ-F>	1. WFBQ-F
2. WZPL-F	2. WENS-F	2. WFBQ-F	2. WENS-F	2. WIBC		2. WZPL-F>	2. WKLR-F	2. WKLR-F	2. WKLR-F	2. WFMS-F
3. WTLC-F	3. WTLC-F	3. WTLC-F	3. WFBQ-F	3. WENS-F>		3. WTLC-F	3. WTLC-F	3. WTLC-F	3. WFMS-F	3. WIBC
4. WENS-F	4. WZPL-F	4. WFMS-F	4. WTLC-F	4. WTLC-F		4. WENS-F	4. WZPL-F	4. WENS-F	4. WENS-F	4. WKLR-F
5. WFMS-F	5. WFMS-F>	5. WTPI-F	5. WZPL-F	5. WFBQ-F		5. WZPL-F	5. WENS-F	5. WFMS-F	5. WTLC-F	5. WENS-F
6. WKLR-F	6. WTPI-F	6. WZPL-F	6. WIBC	6. WTPI-F		6. WZPL-F	6. WFMS-F	6. WZPL-F	6. WZPL-F	6. WTLC-F>
	7. WKLR-F	7. WIBC	7. WTPI-F	7. WXTZ-F				7. WIBC	7. WIBC	7. WTPI-F
	8. WIBC	8. WKLR-F		8. WZPL-F						8. WZPL-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBRI	1500	Indianapolis	---/---
WGRT	810	Indianapolis	---/---
WCBK-F	102.3	Martinsville	.4/.4
WNDE	1260	Indianapolis	1.3/1.6
WPZZ-F	95.9	Franklin	1.3/1.1
WTTS-F	92.3	Bloomington	2.2/1.4
WXIR-F	98.3	Plainfield	1.3/1.2
WXLW	950	Indianapolis	---/---

RADIO STATIONS

WBRI, 1500,	5 KW (DAYS,DA)	, RELIGION	,\$ 17.00 (---)	
WFBM, 1110,	500 W (DAYS,DA)	, NOSTALGIA	,\$ 11.00 (---)	(NOBLESVILLE)
WGRT, 810,	250 W (DAYS)	, GOSPEL	SBN,\$ 20.00 (---)	Universal
WIBC, 1070,	50 KW/10 KW (DA-2)	, MOR	NBC,NBC-T,\$140.00 (Ourpetti)	Sconnix
WIRE, 1430,	5 KW (DA-N)	, COUNTRY	ABC-I,\$ 40.00* (Republic)	WIN
WNDE, 1260,	5 KW (DA-N)	, OLDIES	US 2,\$ 45.00* (Katz)	Great American
WNTS, 1590,	5 KW/500 W (DA-2)	, RELIGION	,\$ 20.00 (---)	
WTUX, 1310,	5 KW/1 KW (DA-2)	, NOSTALGIA	CBS,\$ 42.00* (MMR)	Panache
WXLW, 950,	5 KW (DAYS,DA)	, RELIGION	,\$ 12.00 (---)	
WKLR-F, 93.1,	13 KW @ 1022,	CLASSIC ROCK	,\$ 60.00 (Durpetti)	Sconnix
WENS-F, 97.1,	23 KW @ 739,	AC	,\$105.00* (Christal)	Emmis
WFBQ-F, 94.7,	52 KW @ 850,	AOR	Source,\$130.00* (Katz)	Great American
WFMS-F, 95.5,	13 KW @ 1000,	COUNTRY	,\$ 95.00* (Mc-Guild)	Susquehanna
WTLC-F, 105.7,	50 KW @ 445,	BLACK	,\$ 75.00* (MMR)	Panache
WXTZ-F, 103.3,	18 KW @ 850,	BTFL/EZ	,\$ 77.00* (Republic)	WIN
WZPL-F, 99.5,	50 KW @ 500,	CHR	APR,\$ 80.00* (HNWH)	Booth
WTPI-F, 107.9,	22 KW @ 885,	SOFT AC	APR,CBS-R,\$ 45.00* (Eastman)	
WXIR-F, 98.3,	3 KW @ 300,	RELIGION	,\$ 17.00 (---)	(PLAINFIELD)
WATI-F, 107.1,	3 KW @ 300,	COUNTRY	SMN,\$ 32.00 (Regional)	(DANVILLE)
WTTS-F, 92.3,	37 KW @ 1090,	AC	,\$ 37.00 (Republic)	Sarkes Tarzian (BLOOMINGTON)

JACKSONVILLE

Arbitron Rank/Pop (12+): 53/698,000

Stations: 25/23
Diaries: 1013/717:1/53.0%
Sample Target: 1000
% Below Line: 1.6
% Not Listed: 16.5

1987 Revenue: \$19,200,000
HH Inc.: \$30,862
Retail \$: 5.6 Bil
Pop per Station: 31,560
#1 Biller: WAPE A/F \$3,800,000

MSA Rank/Pop: 59/861,000
ADI # 57
Average Person Ratings: 15.5
Market TSL: 20.7 hours

12+ METRO	1/4/SHARE	12+ METRO						4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO		25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
		FAL 87	SUM 87	SPG 87	WIN 87	CUME/RATING	FAL 87			WIN 87							
1. WAPE A/F	181/16.1	20.5	21.8	16.5	23.1	18.7	235/3095	2307/31.8	34.1	36.2			21.7	256	2900	WAPE A/F	
2. WQIK-F	96/ 8.5	10.5	8.6	11.0	11.0	9.7	125/1711	1212/16.7	17.8	17.7			7.9	93	1158	WQIK-F	
3. WIVY-F	89/ 7.9	6.7	4.8	5.2	7.1	6.2	94/1569	1343/18.5	19.0	17.6			7.1	84	1255	WIVY-F	
4. WYV-F	88/ 7.8	9.6	7.9	9.2	6.7	8.6	98/1240	1075/14.8	16.6	12.8			11.0	130	1506	WYV-F	
5. WAIV-F	78/ 6.9	7.8	7.6	9.2	6.6	7.9	96/1470	1118/15.4	19.4	17.6			5.9	69	1072	WAIV-F	
6. WEJZ-F	72/ 6.4	4.0	3.3	2.3	3.7	4.0	76/1022	836/11.5	9.9	10.3			3.7	44	612	WEJZ-F	
7. WCRJ-F	62/ 5.5	3.8	5.6	4.6	3.2	4.9	69/ 875	782/10.8	9.3	8.1			6.6	78	830	WCRJ-F	
8. WPDQ-F	44/ 3.9	4.0	2.5	2.9	2.1	3.3	50/ 708	526/ 7.2	7.6	6.2			6.5	77	994	WPDQ-F	
9. WOKV	41/ 3.6	3.5	2.5	2.3	3.3	3.0	41/ 716	681/ 9.4	9.5	7.9			2.0	24	369	WOKV	
10. WGL	35/ 3.1	2.6	4.0	5.8	2.5	3.9	35/ 400	330/ 4.5	3.0	4.5			3.1	36	370	WGL	

12+ FM SHARE (METRO): 78.89% (740 of 938) (WIN 87: 78.42%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WAPE-F+>1. WAPE-F+	1. WAPE-F+>1. WIVY-F	1. WIVY-F	1. WIVY-F	1. WQIK-F	1. WAPE-F>	1. WAPE-F	1. WAPE-F>	1. WAPE-F>	1. WAPE-F>	1. WAPE-F
2. WYV-F	2. WYV-F	2. WYV-F	2. WAIV-F	2. WEJZ-F	2. WQIK-F	2. WIVY-F	2. WIVY-F	2. WIVY-F	2. WYV-F	2. WQIK-F>
3. WIVY-F>	3. WIVY-F	3. WIVY-F	3. WAPE-F+	3. WAIV-F	3. WIVY-F	3. WQIK-F	3. WQIK-F	3. WYV-F	3. WPDQ-F	3. WOKV-F
4. WPDQ-F	4. WAIV-F	4. WQIK-F	4. WQIK-F	4. WCRJ-F	4. WYV-F	4. WAIV-F	4. WAIV-F	4. WAIV-F	4. WQIK-F	4. WZAZ
5. WAIV-F	5. WQIK-F	5. WQIK-F	5. WCRJ-F	5. WAPE-F+	5. WAIV-F	5. WEJZ-F	5. WEJZ-F	5. WQIK-F	5. WAIV-F	5. WCRJ-F
6. WQIK-F			WFYV-F			WCRJ-F		6. WEJZ-F		7. WEJZ-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WAPE-F+>1. WAPE-F+	1. WAPE-F	1. WAPE-F	1. WAPE-F+>1. WAIV-F	1. WAIV-F	1. WYV-F>	1. WYV-F>	1. WYV-F	1. WYV-F	1. WIVY-F
2. WYV-F	2. WIVY-F	2. WIVY-F	2. WAIV-F	2. WAPE-F+	2. WAPE-F+>2. WAPE-F+	2. WAPE-F+	2. WIVY-F	2. WAPE-F+	2. WCRJ-F
3. WIVY-F	3. WYV-F	3. WIVY-F	3. WIVY-F>	3. WIVY-F	3. WPDQ-F>	3. WIVY-F	3. WAPE-F+	3. WIVY-F	3. WAIV-F
4. WPDQ-F	4. WAIV-F>	4. WQIK-F	4. WQIK-F	4. WQIK-F	4. WIVY-F	4. WPDQ-F	4. WQIK-F	4. WCRJ-F	4. WQIK-F
5. WQIK-F	5. WYV-F	5. WYV-F	5. WEJZ-F	5. WEJZ-F	5. WCRJ-F	5. WCRJ-F	5. WCRJ-F	5. WAIV-F	5. WYV-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAYR	550	Orange Park	.4/1.5
WFOY	1240	St. Augustine	.4/1.3
WYV	1460	Jacksonville	.8/1.9
WJAX	1220	Jacksonville	1.6/2.9
WJXR-F	92.1	MacClenny	.6/1.8
WQIK	1320	Jacksonville	.4/2.7
WROS	1050	Jacksonville	.4/2.3
WRXJ	930	Jacksonville	1.3/2.7
WSOS-F	105.5	St. Augustine	.6/1.5
WSVE	1280	Jacksonville	2.0/3.1
WVOJ	970	Jacksonville	.4/3.6
WZAZ	1400	Jacksonville	2.6/6.2
WNFI-F	99.9	Palatka	.9/3.8
WRUF-F	103.7	Gainsville	.8/2.1

RADIO STATIONS

WAPE, 690, 50 KW/10 KW (DA-N)	, CHR	, \$ NA (Christal)	H & G
WGL, 1360, 5 KW (DAYS)	, GOSPEL	SBN, \$ 15.00 (---)	
WJAX, 1220, 1 KW/44 W	, NOSTALGIA	, \$ NA (---)	
WOKV, 600, 5 KW (DA-N)	, NEWS/TALK	CBS,ABC-T,NBC-T, \$ 35.00* (MMR)	EZ
WQIK, 1320, 5 KW (DA-N)	, COUNTRY	ABC-E, \$ NA (Eastman)	Jacor
WZAZ, 1400, 1 KW	, BLACK	SBN, \$ 27.00* (Roslin)	
WAIV-F, 96.9, 100 KW @ 935, AC		, \$ 90.00* (MMR)	EZ
WAPE-F, 95.1, 100 KW @ 860, CHR		ABC-R, \$100.00* (Christal)	H & G
WCRJ-F, 107.3, 100 KW @ 350, COUNTRY		, \$ 65.00* (Katz)	Hoker
WEJZ-F, 96.1, 100 KW @ 830, BTFL/EZ		, \$ 45.00* (Christal)	Win
WYV-F, 104.5, 100 KW @ 700, AOR		Source, \$ 85.00* (Mc-Guild)	Metroplex
WIVY-F, 102.9, 100 KW @ 984, AC		APR, \$ 77.00* (Torbet)	Gilmore
WPDQ-F, 92.7, 3 KW @ 300, BLACK		, \$ 22.00* (Republic)	(GREEN COVE SPGS)
WQIK-F, 99.1, 100 KW @ 620, COUNTRY		ABC-E, \$ 85.00* (Eastman)	Jacor

WNFI - See Daytona Beach

KANSAS CITY

Arbitron Rank/Pop (12+): 27/1,240,900

Stations: 22/22
Diaries: 1559/811:1/56.9%
Sample Target: 1360
% Below Line: 0
% Not Listed: 5.5

1987 Revenue: \$39,200,000
4H Inc.: \$36,363
Retail \$: 11.7 Bil
Pop per Station: 57,477
#1 Biller: WDAF \$4,900,000

MSA Rank/Pop: 28/1,540,000
ADI # 23
Average Person Ratings: 16.6
Market TSL: 22.0 hours

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. WDAF	264/12.6	12.8	8.0	14.3	11.6	12.0	499/5538	2959/23.4	21.7	22.8			13.1	295	3007	WDAF
2. KBEQ-F	199/ 9.5	9.8	8.8	9.3	10.1	9.4	275/3817	2766/21.9	24.2	24.7			11.7	264	3360	KBEQ-F
KFKF-F	199/ 9.5	6.8	5.3	6.3	6.3	7.0	236/2729	2306/18.2	14.4	15.9			8.7	196	2256	KFKF-F
4. KYYS-F	196/ 9.4	9.2	8.3	10.4	8.5	9.3	241/3029	2358/18.6	18.0	19.0			11.3	253	3133	KYYS-F
5. KMBR-F	150/ 7.2	7.1	6.0	7.3	7.8	6.9	182/2065	1605/12.7	12.9	15.2			4.1	93	1497	KMBR-F
6. KCMO	146/ 7.0	7.6	8.2	5.0	6.0	7.0	202/2785	1940/15.3	19.0	16.0			6.1	138	1690	KCMO
7. KPRS-F	141/ 6.7	7.6	5.6	4.6	4.7	6.1	145/1467	1324/10.5	9.8	9.7			7.9	177	2019	KPRS-F
8. KCFX-F	109/ 5.2	3.9	5.3	4.4	5.3	4.7	132/2059	1666/13.2	11.4	12.3			7.3	163	2551	KCFX-F
9. KCPW-F	106/ 5.1	3.4	5.6	5.9	4.3	4.6	137/2382	1815/14.4	13.6	13.4			5.8	130	1940	KCPW-F
10. KLSI-F	87/ 4.2	3.3	4.6	3.9	3.2	4.0	97/1664	1434/11.3	10.6	10.2			4.1	92	1501	KLSI-F
11. KUDL-F	83/ 4.0	3.1	3.9	3.2	4.7	3.6	99/1509	1287/10.2	9.7	14.6			2.0	45	1079	KUDL-F
12. WHB	51/ 2.4	3.4	2.7	1.9	2.4	2.6	82/1526	948/ 7.5	10.6	8.2			3.0	67	1287	WHB
13. KJLA	45/ 2.1	2.6	3.0	2.8	4.0	2.6	46/ 728	679/ 5.4	5.8	8.6			.6	13	327	KJLA
14. KXTR-F	33/ 1.6	1.6	1.9	2.0	2.3	1.8	40/ 783	657/ 5.2	4.9	5.5			1.4	32	711	KXTR-F
15. KCWV-F	31/ 1.5	1.2	2.4	1.9	2.7	1.8	34/ 651	587/ 4.6	4.8	6.6			1.1	24	714	KCWV-F
16.																
17.																
18.																
19.																
20.																
21.																
22.																
23.																
24.																
25.																

12+ FM SHARE (METRO): 68.03% (1347 of 1980) (WIN 87: 64.82%)

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

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCCV	1510	Independence	.8/2.0
KCNW	1380	Fairway	.4/1.8
KCXL	1140	Liberty	.5/2.4
KEXS	1090	Excelsior Springs	.4/1.1
KLTY-F	106.5	Liberty	.6/3.2
KPRT	1590	Kansas City	.7/2.6

RADIO STATIONS

AM STATIONS

KBEQ, 1480,	1 KW/500 W (DA-1)	, TALK	, \$ 16.00 (---)	
KCCV, 1510,	10 KW (DAYS)	, RELIGION	, \$ 20.00 (---)	
KCKM, 1340,	1 KW	, COUNTRY	, \$ NA (HNWH)	Sconnix
KCMO, 810,	50 KW/5 KW (DA-N)	, NEWS/TALK	MBS, ABC-I, \$ 80.00* (Mc-Guild)	Gannett
KCNW, 1380,	5 KW (DAYS)	, RELIGION	, \$ 26.00 (---)	Universal
KCXL, 1140,	500 W (DAYS)	, BLACK	SBN, \$ 20.00* (Iazar)	
KJLA, 1190,	5 KW/250 W (DA-N)	, NOSTALGIA	MBS, \$ 35.00* (Roslin)	
KMBZ, 980,	5 KW (DA-N)	, MOR/TALK	NBC, NBC-T, \$ 72.00* (Durpetti)	Bonneville
KPRT, 1590,	1 KW	, GOSPEL	MBS, \$ 35.00 (Republic)	
WDAF, 610,	5 KW	, COUNTRY	ABC-E, \$115.00* (Katz)	Great American
WHB, 710,	10 KW/5 KW (DA-2)	, AC	APR, \$ 53.00* (Christal)	Shamrock

FM STATIONS

KBEQ, 104.3,	100 KW @ 984,	CHR	ABC-C, \$ 80.00 (Banner)	Noble
KCFX, 100.7,	100 KW @ 846,	CLASSIC AOR	US 1, \$ 50.00* (MMR)	Hoker
KCPW, 94.9,	100 KW @ 1057,	CHR	, \$ 57.00* (Mc-Guild)	Gannett
KFKF, 94.1,	100 KW @ 465,	COUNTRY	, \$ 75.00* (HNWH)	Sconnix
KLSI, 93.3,	100 KW @ 428,	AC	CNN, \$ 65.00* (Eastman)	Sandusky
KLTY, 106.5,	100 KW @ 880,	AC	CBS-R, \$ 44.00* (Torbet)	Trans Columbia
KMBR, 99.7,	100 KW @ 950,	BTFL/EZ	, \$ 72.00* (Durpetti)	Bonneville
KPRS, 103.3,	100 KW @ 450,	BLACK	NBN, \$ 54.00* (Republic)	
KUDL, 98.1,	100 KW @ 555,	AC	APR, \$ 95.00* (Christal)	Shamrock
KXTR, 96.5,	100 KW @ 546,	CLASSICAL	US 2, \$ 38.00 (CMBS)	
KYYS, 102.1,	100 KW @ 1013,	AOR	Source, \$ 80.00* (Katz)	Great American
KCWV, 98.9,	100 KW @ 988,	JAZZ/NEW AGE	SMN, \$ 42.00 (CBS)	

KNOXVILLE

Arbitron Rank/Pop (12+): 67/508,000

Stations: 22/21
Diaries: 1099/462:1/61.8%
Sample Target: 890
% Below Line: 0.4
% Not Listed: 6.5

1987 Revenue: \$12,700,000
HH Inc.: \$27,698
Retail \$: 4.9 Bil
Pop per Station: 24,152
#1 Biller: WIVK A/F \$4,600,000

MSA Rank/Pop: 84/605,000
ADI # 61
Average Person Ratings: 16.4
Market TSL: 21.5 hours

12+ METRO	1/4/SHARE	12+ METRO					4 Book Avg.	12+ TSA		FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
		FAL 87	SUM 87	SPG 87	WIN 87	CUME/CUME		RATING									
1. WIVK A/F	296/35.6	34.9	34.2	37.1	36.2	35.5	494/4280	2385/47.0	48.1	50.3			35.7	311	2475	WIVK A/F	
2. WEZK-F	99/11.9	10.7	11.8	10.2	10.6	11.2	126/1325	982/19.4	20.0	20.2			7.8	68	890	WEZK-F	
3. WMYU-F	92/11.1	13.7	14.5	8.0	9.3	11.8	114/1946	1438/28.4	30.5	25.6			10.4	91	1749	WMYU-F	
4. WIMZ A/F	91/10.9	11.9	13.6	15.5	14.0	13.0	144/2005	1240/24.4	24.9	29.2			18.1	158	1640	WIMZ A/F	
5. WOKI-F	77/ 9.3	6.1	6.4	7.9	7.4	7.4	198/2724	1078/21.3	16.9	23.1			7.9	69	1143	WOKI-F	
6. WTNZ-F	23/ 2.8	3.7	2.8	2.7	1.8	3.0	28/ 591	482/ 9.5	9.6	6.5			4.4	38	674	WTNZ-F	
7.																	
8.																	
9.																	
10.																	
11.																	
12.																	
13.																	
14.																	
15.																	

12+ FM SHARE (METRO): 34.58% (558 of 778) (WIN 87: 80.10%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WOKI-F>	1. WIVK-F+>	1. WIVK-F+>	1. WIVK-F+>	1. WIVK-F+>	1. WIVK-F+>	1. WIVK-F>	1. WIVK-F>	1. WIVK-F>	1. WOKI-F	1. WIVK-F>
2. WIMZ-F+>	2. WIMZ-F+>	2. WIMZ-F+>	2. WMYU-F>	2. WMYU-F	2. WEZK-F>	2. WIMZ-F	2. WEZK-F	2. WMYU-F	2. WIVK-F	2. WEZK-F>
3. WMYU-F	3. WMYU-F>	3. WMYU-F>	3. WIMZ-F+>	3. WEZK-F	3. WMYU-F	3. WMYU-F	3. WIMZ-F	3. WIMZ-F	3. WEZK-F	3. WGAP
4. WIVK-F+>	4. WOKI-F	4. WOKI-F	4. WEZK-F>	4. WIMZ-F+>	4.	4. WEZK-F>	4. WMYU-F>	4. WEZK-F	4. WIMZ-F	4. WIMZ-F
WTNZ	5.	5. WEZK-F	5.	5.	5.	5. WOKI-F	5. WOKI-F	5.	5. WMYU-F	5.
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WIMZ-F+>	1. WIVK-F+>	1. WIVK-F+>	1. WIVK-F+>	1. WIVK-F+>		1. WIMZ-F+>	1. WIVK-F	1. WIVK-F+>	1. WIVK-F+>	1. WIVK-F+>
2. WMYU-F	2. WMYU-F>	2. WMYU-F	2. WMYU-F>	2. WMYU-F		2. WOKI-F	2. WIMZ-F+>	2. WIMZ-F+>	2. WIMZ-F+>	2. WMYU-F
3. WOKI-F	3. WIMZ-F+>	3. WIMZ-F+>	3. WIMZ-F+>	3. WEZK-F>		3. WIVK-F+>	3. WMYU-F	3. WMYU-F	3. WMYU-F	3. WIMZ-F+>
4.	4. WOKI-F>	4.	4. WEZK-F	4. WIMZ-F+>		4.	WOKI-F	4.	4. WOKI-F	4.
5.	5. WEZK-F	5.	5. WOKI-F	5.		5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBZW	1040	Powell	1.1/1.9
WEMG	1430	Knoxville	.5/ .9
WGAP	1400	Maryville	1.3/3.9
WJFC	1480	Jefferson City	.5/ .8
WJFC-F	99.3	Jefferson City	.1/1.0
WKNF-F	94.3	Oak Ridge	.8/2.5
WKXV	900	Knoxville	.4/2.5
WLIQ	1340	Knoxville	1.8/3.5
WNOX	990	Knoxville	1.1/6.6
WRJZ	620	Knoxville	1.8/4.1
WYSH	1380	Clinton	.5/1.1
WQUT-F	101.5	Johnson City	.4/2.0

RADIO STATIONS

WNOX, 990, 10 KW (DA-2)	, COUNTRY	CBS, \$ 18.00* (Eastman)	REBS
WRJZ, 620, 5 KW (DA-N)	, RELIGION	ABC-D, \$ 13.00 (---)	
WSEV, 630, 5 KW (DAYS,DA)	, COUNTRY	, \$ 12.00 (---)	(SEVIERVILLE)

WIVK (50 KW, DAYS,DA) simulcasts with WIVK-F (850)
WIMZ (1240, 1 KW) simulcasts with WIMZ-F

WEZK-F, 97.5, 100 KW @ 1250, BTFL/EZ	, \$ 57.00* (Christal)	South Central
WIMZ-F, 103.5, 100 KW @ 1723, AOR	Source, \$ 70.00* (Banner)	Stoner
WIVK-F, 107.7, 100 KW @ 1970, COUNTRY	ABC-E, \$100.00* (Katz)	Dick
WMYU-F, 102.1, 100 KW @ 1000, AC	US 1, \$ 60.00* (Eastman)	Jacor
WOKI-F, 100.3, 100 KW @ 2000, CHR	ABC-F, \$ 43.00* (HNWH)	(OAK RIDGE)
WTNZ-F, 95.3, 3 KW @ 300, CHR	US 2, \$ 20.00 (Eastman)	REBS

LANSING

Arbitron Rank/Pop (12+): 98/352,100

Stations: 19/14
Diaries: 963/367:1/56.6%
Sample Target: 780
% Below Line: 6.2
% Not Listed: 12.2

1987 Revenue: \$12,000,000
HH Inc.: \$35,080
Retail \$: 3.0 Bill
Pop per Station: 25,221
#1 Biller: WVIC A/F \$3,200,000

MSA Rank/Pop: 110/430,000

ADI # 105

Average Person Ratings: 16.0

Market TSL: 21.3 hours

12+ METRO	1/4/SHARE	12+ METRO				4 Book Avg.	12+ TSA 1/4/CUME	12+ CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
		FAL 87	SUM 87	SPG 87	WIN 87											
1. WVIC-F	109/19.3	19.5	18.7	26.6	---	21.0	155/2168	1475/41.8	37.6	---			26.1	176	1697	WVIC-F
2. WITL-F	86/15.2	15.1	13.8	13.8	---	14.5	156/1585	834/23.6	24.6	---			17.3	117	1110	WITL-F
3. WJIM-F	48/ 8.5	7.6	8.2	6.6	---	7.7	60/ 734	549/15.5	14.6	---			6.2	42	566	WJIM-F
4. WFMK-F	47/ 8.3	5.1	5.9	8.1	---	6.9	71/1007	692/19.6	16.5	---			5.8	39	631	WFMK-F
5. WLNZ-F	28/ 4.9	3.0	4.4	3.9	---	4.1	33/ 580	462/13.1	8.3	---			2.4	16	348	WLNZ-F
6. WJXQ-F	26/ 4.6	4.7	4.5	3.5	---	4.3	70/1048	487/13.8	13.4	---			4.3	29	555	WJXQ-F
7. WILS-F	25/ 4.4	4.4	2.8	3.9	---	3.9	25/ 454	450/12.7	12.6	---			3.4	23	457	WILS-F
8. WMMQ-F	24/ 4.2	4.6	5.8	5.4	---	5.0	25/ 498	437/12.4	15.6	---			5.5	37	463	WMMQ-F
9. WIBM-F	23/ 4.1	5.8	5.8	5.2	---	5.2	43/ 799	394/11.2	12.9	---			2.7	18	399	WIBM-F
WJR	23/ 4.1	6.7	8.0	4.4	---	5.8	103/1310	419/11.9	14.9	---			3.6	24	371	WJR
11. WXLA	18/ 3.2	1.8	2.6	1.7	---	2.3	18/ 112	112/ 3.2	3.0	---			.7	5	132	WXLA
12. WILS	14/ 2.5	3.3	.5	.3	---	1.7	14/ 185	135/ 5.2	7.7	---			6.1	41	323	WILS
13.																
14.																
15.																

12+ FM SHARE (METRO): 36.12% (428 of 497) (WIN 87: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WVIC-F>	1. WVIC-F>	1. WVIC-F>	1. WITL-F	1. WITL-F	1. WITL-F>	1. WVIC-F>	1. WITL-F	1. WVIC-F>	1. WVIC-F>	1. WITL-F>
2. WLNZ-F>	2. WFMK-F	2. WITL-F	WVIC-F	2. WVIC-F	2. WJIM-F>	2. WITL-F>	2. WVIC-F>	2. WITL-F>	2. WITL-F>	2. WITL-F
3.	3. WJXQ-F	3. WFMK-F>	3. WFMK-F>	3. WFMK-F>	3. WFMK-F	3. WJIM-F	3. WFMK-F	3. WJIM-F	3. WJIM-F	3. WJIM-F
4.	WLNZ-F	4.	4. WIBM-F	4. WJIM-F	4. WJR	4. WFMK-F	4. WJIM-F>	4. WFMK-F	WJXQ-F	4. WMMQ-F
5.	5. WMMQ-F	5.	5. WJIM-F	5. WIBM-F	5. WVIC-F	5. WJR	5.	5. WLNZ-F	WLNZ-F	5. WIBM-F
										WJIM-F
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WVIC-F>	1. WVIC-F>	1. WVIC-F	1. WVIC-F>	1. WITL-F		1. WVIC-F>	1. WVIC-F>	1. WVIC-F>	1. WVIC-F>	1. WITL-F
2. WJXQ-F	2. WFMK-F>	2. WFMK-F	2. WFMK-F	2. WFMK-F		2. WJXQ-F	2. WMMQ-F	2. WMMQ-F	2. WITL-F	2. WVIC-F>
3. WLNZ-F	3. WILS-F	3. WILS-F	3. WITL-F>	3. WVIC-F>		WMMQ-F	3. WJXQ-F	3. WITL-F	3. WMMQ-F	3. WFMK-F
4. WFMK-F	WLNZ-F	WITL-F	4. WILS-F	4. WJIM-F		4. WLNZ-F	4. WLNZ-F	4. WFMK-F	4. WFMK-F	4. WIBM-F
5.	5. WITL-F	5.	5. WJIM-F	5. WILS-F		5.	5. WITL-F	WIBM-F	WIBM-F	5. WMMQ-F
	WJXQ-F							WLNZ-F	WILS-F	6. WJIM-F
								WXLA		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WITL	1010	Lansing	1.1/2.8
WJIM	1240	Lansing	.9/4.5
WVIC	730	East Lansing	.2/1.4
WIOG-F	102.5	Bay City	.5/3.9
WLAV-F	96.9	Grand Rapids	.4/1.1
WOOD-F	105.7	Grand Rapids	.9/3.7
WRIF-F	101.1	Detroit	.4/1.6

RADIO STATIONS

WITL, 1010, 500 W/13 W	, COUNTRY	ABC-E,\$ NA (Mc-Guild)	Midwest Family
WJIM, 1240, 1 KW	, BTFL	NBC,\$ NA (Torbet)	
WXLA, 1180, 1 KW (DAYS,DA)	, BLACK	,\$ 15.00* (Patt)	
WFMK-F, 99.1, 28 KW @ 600, AC		,\$ 55.00* (Republic)	Liggett
WIBM-F, 94.1, 50 KW @ 500, OLDIES		US 2,\$ 33.00* (MMR)	(JACKSON)
WILS-F, 101.7, 3 KW @ 180, AC		US 1,\$ 27.00 (Banner)	
WITL-F, 100.7, 27 KW @ 680, COUNTRY		ABC-E,\$ 45.00 (Mc-Guild)	Midwest Family
WJIM-F, 97.5, 28 KW @ 440, BTFL/EZ		NBC,\$ 24.00* (Torbet)	
WJXQ-F, 106.1, 50 KW @ 500, AOR		ABC-C,\$ 29.00* (Christal)	(JACKSON)
WLNZ-F, 92.1, 3 KW @ 300, AOR		,\$ 27.00* (MMR)	
WMMQ-F, 92.7, 3 KW @ 300, CLASSIC AOR		Source,\$ 32.00* (HNWH)	(CHARLOTTE)
WVIC-F, 94.9, 49 KW @ 500, CHR		,\$ 72.00* (Katz)	Goodrich

WJR - See Detroit

LAS VEGAS

Arbitron Rank/Pop (12+): 74/472,300

Stations: 19/19
Diaries: 901/533:1/51.1%
Sample Target: 820
% Below Line: 0
% Not Listed: 13.9

1987 Revenue: \$17,600,000
HH Inc.: \$30,679
Retail \$: 4.7 Bil
Pop per Station: 25,258
#1 Biller: KLUC-F/KRSR \$2,500,000

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

Average Person Ratings: 16.5
Market TSL: 21.8 hours

12+ METRO	1/4/SHARE	12+ METRO					4 Book Avg.	12+ TSA 1/4/CUME	CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
		FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.											
1. KXTZ-F	104/13.1	9.6	13.0	12.4	10.6	12.0	943/ 112	856/17.8	16.7	16.5			5.8	48	622	KXTZ-F	
2. KFMS A/F	88/10.9	9.5	10.2	7.9	10.8	9.6	107/1073	961/20.0	17.3	18.3			8.5	71	710	KFMS A/F	
3. KLUC-F	85/10.7	11.3	12.3	11.2	9.1	11.4	86/1276	1258/26.2	23.8	23.0			11.7	97	1286	KLUC-F	
4. KKLZ-F	68/ 8.6	4.7	5.7	3.6	3.6	5.7	68/ 746	738/15.4	11.7	9.3			9.0	75	759	KKLZ-F	
5. KYRK-F	42/ 5.3	8.2	4.8	6.1	5.2	6.1	43/ 813	794/16.5	20.7	14.0			8.7	72	1010	KYRK-F	
6. KMZQ-F	39/ 4.9	6.0	8.1	10.1	6.4	7.3	39/ 559	559/11.6	11.4	14.7			4.2	35	495	KMZQ-F	
7. KOMP-F	35/ 4.4	7.1	9.1	8.5	8.5	7.3	43/ 560	543/11.3	12.2	16.0			9.8	81	1055	KOMP-F	
8. KEYV-F	31/ 3.9	2.4	2.5	3.1	4.5	3.0	31/ 279	274/ 5.7	5.5	9.0			3.4	28	323	KEYV-F	
9. KDOWN	29/ 3.7	3.9	2.7	3.1	3.9	3.4	32/ 378	341/ 7.1	6.6	8.9			2.3	19	357	KDOWN	
10. KRLV-F	28/ 3.5	1.7	---	---	---	2.6	28/ 384	384/ 8.0		---			1.9	16	207	KRLV-F	
										4.8							
11. KLSQ-F	27/ 3.4	3.3	2.2	3.2	3.1	3.0	27/ 476	476/ 9.9	8.1	9.0			2.5	21	301	KLSQ-F	
12. KNUU	24/ 3.0	3.3	2.9	1.3	2.0	2.6	24/ 376	372/ 7.8	8.1	6.7			1.6	13	347	KNUU	
13. KORK	21/ 2.7	5.9	4.0	4.6	6.1	4.3	21/ 410	402/ 8.4	8.5	9.2			3.0	25	289	KORK	
14. KRRI-F	17/ 2.1	1.8	2.5	1.9	2.8	2.1	17/ 300	292/ 6.1	7.2	7.4			2.7	22	262	KRRI-F	
15. KENO	14/ 1.8	2.2	1.6	1.4	2.1	1.8	14/ 261	261/ 5.4	5.2	6.4			1.9	16	237	KENO	

12+ FM SHARE (METRO): 81.38% (555 of 682) (WIN 87: 76.56%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AM	12+ MID	12+ PM	12+ EVE	OVERNIGHT
1. KLUC-F>	1. KKLZ-F	1. KKLZ-F	1. KFMS-F+	1. KFMS-F+	1. KXTZ-F>	1. KXTZ-F	1. KXTZ-F	1. KXTZ-F	1. KXTZ-F	1. KXTZ-F
2. KYRK-F>	2. KLUC-F>	2. KLUC-F>	2. KLUC-F	2. KLUC-F	2. KFMS-F+	2. KLUC-F	2. KFMS-F+	2. KLUC-F	2. KLUC-F	2. KDOWN >
3.	3. KOMP-F	3. KFMS-F+>	3. KKLZ-F	3. KXTZ-F	3.	3. KFMS-F+	3. KLUC-F	3. KFMS-F+	3. KDOWN	3. KKLZ-F
4.	4. KMZQ-F	4. KXTZ-F	4. KXTZ-F	4. KKLZ-F	4.	4. KKLZ-F	4. KKLZ-F	4. KKLZ-F>	4. KKLZ-F	4. KFMS-F
5.	5. KFMS-F+	5. KMZQ-F	5. KMZQ-F	5. KMZQ-F	5.	5. KYRK-F	5. KMZQ-F	5. KMZQ-F	5. KFMS-F+	5.

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KMTW	1340	Las Vegas	1.4/4.2
KROL	870	Laughlin	.9/4.9
KRSR	1140	N. Las Vegas	1.5/2.6

RADIO STATIONS

KDOWN, 720, 50 KW (DA-N)	, TALK	,\$ 20.00 (Banner)	
KENO, 1460, 5 KW/1 KW (DA-N)	, OLDIES	Trans,\$ 15.00* (Christal)	Lotus
KRSR, 1140, 10 KW/2.5 KW (DA-N)	, CHR/AOR	ABC-E,\$ 15.00* (---)	Nationwide
KNUU, 970, 5 KW/500 W (DA-2)	, TALK (?)	MBS,CBS,\$ 14.00* (---)	
KORK, 920, 5 KW/500 W (DA-N)	, NOSTALGIA	NBC,\$ 21.00* (MMR)	Anchor
KMTW, 1340, 1 KW	, COUNTRY	,\$ 16.00 (Banner)	Medina

KFMS (1410, 5 KW, DA-2) simulcasting with KFMS-F

KEYV-F, 93.1, 50 KW @ 103, AC	,\$ 23.00 (HNWH)	
KFMS-F, 101.9, 100 KW @ 1110, COUNTRY	,\$ 42.00* (Katz)	
KKLZ-F, 96.3, 100 KW @ 175, CLASSIC AOR	,\$ 28.00* (Banner)	Medina
KLSQ-F, 95.5, 100 KW @ 1120, OLDIES/CLASSIC	,\$ 24.00* (Torbet)	SRO
KLUC-F, 98.5, 100 KW @ 1180, CHR	ABC-C,\$ 57.00* (Mc-Guild)	Nationwide
KMZQ-F, 100.5, 98 KW @ 1180, AC	,\$ 43.00* (Republic)	Olympic
KOMP-F, 92.3, 100 KW @ 1520, AOR	,\$ 41.00* (Christal)	Lotus
KRRI-F, 105.5, 120 W @ 1477, OLDIES	MBS,\$ 20.00* (Torbet)	
KXTZ-F, 94.1, 100 KW @ 1250, BTFL	,\$ 51.00* (Durpetti)	Parker
KYRK-F, 97.1, 55 KW @ 1936, CHR/URBAN	,\$ 30.00* (MMR)	Anchor
KRLV-F, 106.5, 100 KW @ ??, AC	,\$ NA (Eastman)	

(BOULDER CITY)

LOS ANGELES

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

Stations: 44/44

1987 Revenue: 5293,600,000

MSA Rank/Pop: 2/11,300,000

Diaries: 3932/2246:1/49.3%

HH Inc.: 537,900

ADI # 2

Sample Target: 3440

Retail \$: 80.0 Bil

Average Person Ratings: 17.8

% Below Line: 0

Pop per Station: 200,723

Market TSL: 23.5 hours

% Not Listed: 8.5

#1 Biller: KIIS A/F \$29,000,000

12+ METRO	1/4/SHARE	12+ METRO					12+ TSA	CUME/CUME	FAL	WIN	25-54	% Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
		FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.											
1. KPWR-F	1115/7.1	7.5	6.6	7.0	5.7	7.1	1213/16745	14901/16.9	17.7	15.4			11.5	1668	19517	KPWR-F	
2. KIIS A/F	1064/6.8	7.2	6.5	7.4	6.4	7.0	1298/21544	17865/20.2	22.3	20.6			8.1	1179	18100	KIIS A/F	
3. KABC	916/5.8	10.7	13.5	12.7	11.2	10.7	996/11265	10266/11.6	10.7	11.2			4.9	703	8386	KABC	
4. KOST-F	827/5.3	4.5	4.9	4.3	4.8	4.8	960/14418	12278/13.9	13.2	12.6			4.5	659	8675	KOST-F	
5. KJOI-F	616/3.9	4.3	4.5	4.9	4.7	4.4	669/ 9343	7296/ 8.3	9.3	9.8			2.9	414	3979	KJOI-F	
6. KLOS-F	572/3.6	3.8	3.0	2.9	2.8	3.3	805/11982	9176/10.4	9.6	9.0			5.5	796	10081	KLOS-F	
7. KROQ-F	536/3.4	3.7	4.3	4.1	4.0	3.9	589/ 9660	8849/10.0	9.6	10.3			5.0	725	9327	KROQ-F	
8. KBIG-F	523/3.3	4.0	4.3	3.7	3.8	3.8	652/10406	8380/ 9.5	11.2	11.0			2.0	292	4736	KBIG-F	
9. KRTH-F	518/3.3	3.7	3.3	3.8	3.6	3.5	727/13315	9920/11.2	3.9	3.6			3.0	435	7087	KRTH-F	
10. KFVB	511/3.3	4.2	2.6	3.0	4.2	3.3	542/12903	12023/13.6	15.3	14.9			2.6	382	8828	KFVB	
11. KTNQ	472/3.0	3.0	2.3	3.1	2.3	2.9	481/ 4622	4401/ 5.0	4.6	4.8			1.5	219	2840	KTNQ	
12. KLSX-F	468/3.0	3.6	3.0	3.3	3.6	3.2	504/ 8636	8099/ 9.2	9.5	9.3			3.8	557	7493	KLSX-F	
13. KNX	467/3.0	3.2	2.8	3.0	3.3	3.0	616/13354	10320/11.7	11.9	11.5			3.5	501	7174	KNX	
14. KLVE-F	437/2.8	2.5	2.8	3.0	3.2	2.8	457/ 4793	4469/ 5.1	5.1	6.8			1.3	194	3315	KLVE-F	
15. KMPC	432/2.7	2.5	2.8	2.8	2.4	2.7	468/ 6167	5557/ 6.3	6.7	6.3			2.1	297	4125	KMPC	
16. KIQQ-F	400/2.5	2.8	2.7	2.9	2.9	2.7	441/ 8010	7133/ 8.1	8.7	7.8			2.4	341	5048	KIQQ-F	
17. KTWW-F	379/2.4	2.3	2.7	2.5	1.9	2.5	479/ 8214	6507/ 7.4	6.8	5.9			2.8	408	7178	KTWW-F	
18. KZLA-F	378/2.4	2.1	2.5	1.9	1.7	2.2	425/ 5601	4756/ 5.4	5.8	4.7			2.7	388	4992	KZLA-F	
19. KJLH-F	362/2.3	1.8	2.2	2.0	2.4	2.1	377/ 4771	4559/ 5.2	4.4	5.7			3.0	439	6150	KJLH-F	
20. KNX-F	302/1.9	1.3	1.6	.9	1.1	1.4	408/ 7186	5655/ 6.4	4.9	4.6			1.7	246	3550	KNX-F	
21. KWKW	277/1.8	1.0	1.2	1.6	1.9	1.4	277/ 2928	2914/ 3.3	1.9	3.7			.5	77	1775	KWKW	
22. KDAY	256/1.7	1.5	1.5	1.8	1.6	1.6	269/ 3792	3680/ 4.2	4.3	4.2			1.7	251	3894	KDAY	
23. KFAC-F	217/1.4	1.6	1.7	1.2	1.3	1.5	243/ 4884	4148/ 4.7	4.8	5.3			1.2	169	3102	KFAC-F	
24. KRLA	193/1.3	1.1	1.2	1.5	1.3	1.3	222/ 3325	2773/ 3.1	4.4	4.4			1.4	201	3879	KRLA	
25. KKG0-F	188/1.2	1.0	1.0	1.1	1.2	1.1	214/ 4143	3574/ 4.0	3.4	3.7			1.6	238	3061	KKG0-F	

12+ FM SHARE (METRO): 67.31% (9633 of 14370) (WIN 87: 65.61%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KPWR-F	1. KIIS A/F1	1. KIIS A/F1	1. KIIS A/F1	1. KIIS A/F1	1. KABC	1. KIIS A/F1	1. KIIS A/F1	1. KPWR-F	1. KPWR-F	1. KABC
2. KIIS A/F2	2. KPWR-F	2. KOST-F	2. KOST-F	2. KOST-F	2. KJOI-F	2. KABC	2. KOST-F	2. KIIS A/F2	2. KABC	2. KFVB
3. KROQ-F	3. KLOS-F	3. KPWR-F	3. KRTH-F	3. KRTH-F	3. KFVB	3. KPWR-F	3. KABC	3. KOST-F	3. KOST-F	3. KNX
4. KDAY	4. KOST-F	4. KLOS-F	4. KLOS-F	4. KTNQ	4. KMPC	4. KFVB	4. KJOI-F	4. KBIG-F	4. KIIS A/F4	4. KOST-F
5.	5. KROQ-F	5. KRTH-F	5. KLSX-F	5. KABC	5. KNX	5. KNX	5. KPWR-F	5. KROQ-F	5. KROQ-F	5. KMPC
6.	6. KLSX-F	6. KLSX-F	6. KTNQ	6. KLOS-F	6. KOST-F	6. KOST-F	6. KBIG-F	6. KLOS-F	6. KDAY	6. KPWR-F
7.	7. KRTH-F	7. WROQ-F	7. KLVE-F	7. KLSX-F	7. KBIG-F	7. KLOS-F	7. KLSX-F	7. KJOI-F	7. KTNQ	7. KJOI-F
8.	8. KLVE-F	8. KTNQ	8. KPWR-F	8. KLVE-F	8. KIQQ-F	8. KTNQ	8. KLOS-F	8. KABC	8. KLOS-F	8. KROQ-F
9.	9. KJLH-F	9. KLVE-F	9. KTWW-F	9. KBIG-F	9. KZLA-F	9. KJOI-F	9. KMPC	9. KLSX-F	9. KNX	9. KBIG-F
10.	10. KTNQ	10. KTWW-F	10. KBIG-F	10. KTWW-F	10. KIIS A/F10	10. KMPC	10. KIQQ-F	10. KRTH-F	10. KBIG-F	10. KIIS A/F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KPWR-F	1. KIIS A/F1	1. KIIS A/F1	1. KIIS A/F1	1. KIIS A/F	1. KPWR-F	1. KLOS-F	1. KLOS-F	1. KLOS-F	1. KLOS-F
2. KOST-F	2. KPWR-F	2. KOST-F	2. KOST-F	2. KOST-F	2. KROQ-F	2. KIIS A/F2	2. KLSX-F	2. KIIS A/F2	2. KOST-F
3. KIIS A/F3	3. KOST-F	3. KRTH-F	3. KPWR-F	3. KBIG-F	3. KLOS-F	3. KPWR-F	3. KTNQ	3. KPWR-F	3. KIIS A/F
4. KROQ-F	4. KJLH-F	4. KBIG-F	4. KBIG-F	4. KRTH-F	4. KIIS A/F4	4. KROQ-F	4. KLVE-F	4. KLSX-F	4. KLSX-F
5. KJLH-F	5. KLVE-F	5. KLVE-F	5. KRTH-F	5. KIQQ-F	5. KNAC-F	5. KLSX-F	5. KPWR-F	5. KOST-F	5. KOST-F
6. KLOS-F	6. KROQ-F	6. KLSX-F	6. KIQQ-F	6. KLVE-F	6. KLSX-F	6. KTNQ	6. KNX-F	6. KROQ-F	6. KRTH-F
7. KLVE-F	7. KBIG-F	7. KPWR-F	7. KLVE-F	7. KTWW-F	7. KDAY	7. KRTH-F	7. KROQ-F	7. KRTH-F	7. KABC
8. KIQQ-F	8. KLOS-F	8. KTWW-F	8. KJLH-F	8. KZLA-F	8. KTWW-F	8. KLVE-F	8. KRTH-F	8. KTNQ	8. KPWR-F
9. KDAY	9. KRTH-F	9. KJLH-F	9. KTNQ	9. KTNQ	9.	9. KNX-F	9. KOST-F	9. KTWW-F	9. KTWW-F
10. KBIG-F	10. KLSX-F	10. KTNQ	10. KTWW-F	10. KABC	10.	10. KOST-F	10.	10. KABC	10. KLVE-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KACE-F	103.9	Inglewood	1.0/2.9
KALI	1430	San Gabriel	1.1/2.5
KBRT	740	Avalon	.3/ .8
KFAC	1330	Los Angeles	.2/ .7
KFI	640	Los Angeles	1.2/5.0
KGFJ	1230	Los Angeles	.7/1.7
KGRB	900	West Covina	.4/ .7
KIEV	870	Glendale	.5/2.2
KKLA-F	99.5	Los Angeles	.6/1.8
KLAC	570	Los Angeles	1.2/4.3
KMAX-F	107.1	Arcadia	.5/1.4
KMPC-F	101.9	Glendale	.5/2.4
KNAC-F	105.5	Long Beach	1.1/2.9
KRTH	930	Los Angeles	.8/3.3
KSKQ	1540	Los Angeles	.9/2.2
KSKQ-F	97.9	Long Beach	.8/1.9
KWVE-F	107.9	San Clemente	.3/ .9
KYMS-F	106.3	Santa Ana	.3/ .7

RADIO STATIONS

AM STATIONS

KABC,	790,	5 KW (DA-N)	, TALK	ABC-I,ABC-T,	\$360.00	(Katz)	Cap Cities/ABC
KALI,	1430,	5 KW (DA-2)	, SPANISH CONTEMP	,	\$ 77.00	(MMR)	United
KBRT,	740,	10 KW (DAYS,DA)	, RELIGION	,	\$ 50.00*	(---)	Crawford
KDAY,	1580,	50 KW (DA-2)	, BLACK	NBN,	\$100.00	(Roslin)	Heritage
KFI,	640,	50 KW	, AC	MBS,	\$175.00*	(Christal)	Cox
KFWB,	980,	5 KW	, NEWS	UPI,NBC,	\$285.00	(Group W)	Westinghouse
KGFJ,	1230,	1 KW	, BLACK	SBN,SMN,	\$ NA	(---)	
KIEV,	870,	5 KW/1 KW (DA-N)	, TALK	,	\$100.00*	(---)	
KLAC,	570,	5 KW (DA-N)	, COUNTRY	ABC-D,	\$135.00*	(Eastman)	Malrite
KMPC,	710,	50 KW/10 KW (DA-N)	, NOSTALGIA	,	\$200.00	(Durpetti)	Golden West
KNX,	1070,	50 KW	, NEWS	CBS,	\$270.00	(CBS)	CBS
KRLA,	1110,	50 KW/10 KW (DA-2)	, OLDIES	,	\$130.00*	(MMR)	Greater Media
KRTH,	930,	5 KW (DA-N)	, OLDIES	US 1,	\$ NA	(Republic)	RKO
KSKQ,	1540,	50 KW/10 KW (DA-D)	, SPANISH CONTEMP	,	\$100.00*	(Caballero)	Spanish Broadcast
KTNQ,	1020,	50 KW (DA-2)	, SPANISH AC	,	\$160.00*	(Caballero)	H & G
KWKW,	1300,	5 KW/1 KW (DA-2)	, SPANISH	,	\$ 91.00	(Lotus)	Lotus

FM STATIONS

KACE,	103.9,	2 KW @ 390,	BLACK	APR,	\$ 70.00*	(---)	All Pro
KBIG,	104.3,	105 KW @ 2890,	SOFT AC	,	\$260.00*	(CBS)	Bonneville
KFAC,	92.3,	43 KW @ 2835,	CLASSICAL	,	\$215.00	(Mc-Guild)	
KFSG,	96.3,	54 KW @ 480,	RELIGION	APR,	\$ 25.00	(---)	
KGIL,	94.3,	3 KW @ -180,	SOFT AC	,	\$ 45.00	(HNWH)	Buckley (SAN FERNANDO)
KIIS,	102.7,	8 KW @ 2790,	CHR	,	\$500.00*	(Mc-Guild)	Gannett
KIQI,	100.3,	5 KW @ 3060,	SOFT AC	Trans,	\$250.00*	(HNWH)	Outlet
KJLH,	102.3,	3 KW @ 300,	BLACK	,	\$110.00*	(Radio West)	(COMPTON)
KJQI,	98.7,	75 KW @ 1180,	BTFI/EZ	,	\$280.00*	(Banner)	Legacy
KKGO,	105.1,	18 KW @ 2900,	JAZZ	APR,	\$ NA	(Torbet)	
KL0S,	95.5,	63 KW @ 3129,	AOR	ABC-R,	\$300.00*	(Katz)	Cap Cities/ABC
KL0S,	97.1,	55 KW @ 770,	CLASSIC AOR	,	\$240.00*	(MMR)	Greater Media
KLVE,	107.5,	30 KW @ 2800,	SPANISH AOR	,	\$170.00*	(Caballero)	H & G
KNAC,	105.5,	2 KW @ 400,	AOR	ABC-F,	\$100.00*	(Masla)	(LONG BEACH)
KNX,	93.1,	29 KW @ 3496,	SOFT AOR	CBS-R,	\$165.00*	(CBS)	CBS
KOST,	103.5,	13 KW @ 3100,	AC	,	\$275.00*	(Christal)	Cox
KSKQ,	97.9,	79 KW @ 420,	HISPANIC	,	\$103.00	(---)	Spanish Broadcast (LONG BEACH)
KPWR,	105.9,	72 KW @ 770,	URBAN/CHR	,	\$300.00	(HNWH)	Emmis
KROQ,	106.7,	5 KW @ 1388,	AOR	,	\$330.00*	(Torbet)	Infinity
KRTH,	101.1,	51 KW @ 3130,	OLDIES	US 2,	\$280.00*	(Republic)	RKO
KTWV,	94.7,	58 KW @ 2835,	JAZZ/AC	Source,	\$175.00*	(Banner)	Metropolitan
KMPC,	101.9,	.7 KW @ 2848,	CONTEMP	,	\$150.00	(Durpetti)	Golden West
KZLA,	93.9,	49 KW @ 720,	COUNTRY	,	\$145.00*	(Eastman)	Malrite

LOUISVILLE

Arbitron Rank/Pop (12+): 45/797,800

Stations: 18/17
Diaries: 1342/593:1/59.0%
Sample Target: 1200
Below Line: 0.7
% Not Listed: 6.2

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

MSA Rank/Pop: 48/971,000
ADI # 47
Average Person Ratings: 14.6
Market TSL: 19.3 hours

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. WHAS	205/17.7	16.1	13.0	16.2	14.8	15.8	279/3473	2599/32.7	32.3	33.9			14.1	189	2670	WHAS
2. WAMZ-F	194/16.7	14.3	16.6	15.4	15.8	15.8	291/3210	2100/26.4	22.8	23.4			15.7	210	2275	WAMZ-F
3. WQMF-F	107/ 9.2	8.8	8.8	7.9	8.8	8.7	154/2052	1443/18.1	17.8	18.0			10.8	144	1642	WQMF-F
4. WDJX-F	105/ 9.1	9.3	9.5	9.1	8.6	8.5	178/2433	1680/21.1	20.7	20.3			12.3	165	1997	WDJX-F
5. WVEZ-F	71/ 6.1	8.5	9.0	7.5	8.3	7.8	90/1444	1180/14.8	17.7	16.0			5.0	67	903	WVEZ-F
6. WAVG	67/ 5.8	3.8	4.9	4.5	5.2	4.8	72/1242	1171/14.7	12.2	16.2			3.5	47	377	WAVG
7. WLRS-F	61/ 5.3	6.3	5.9	6.5	5.7	6.0	63/1607	1434/18.0	20.7	19.8			7.6	101	2049	WLRS-F
8. WRKA-F	59/ 5.1	7.9	6.3	8.1	5.7	6.9	66/1134	1090/13.7	16.5	16.6			5.2	70	1570	WRKA-F
9. WJYL-F	55/ 7.9	4.1	6.1	5.7	5.1	6.0	57/ 668	630/ 7.9	8.2	9.2			9.8	131	1037	WJYL-F
10. WLOU	46/ 4.0	4.5	3.2	4.4	3.4	4.0	46/ 664	659/ 3.3	7.6	8.0			4.6	62	692	WLOU
11. WXXVW	28/ 2.4	2.6	3.2	2.5	2.9	2.7	29/ 413	410/ 5.2	5.0	6.1			1.3	18	239	WXXVW
12. WTMT	17/ 1.5	1.4	1.5	1.1	1.0	1.4	26/ 416	373/ 4.7	2.9	2.4			1.0	13	233	WTMT
WVEZ	17/ 1.5	.9	2.1	1.0	1.3	1.4	20/ 377	335/ 4.2	4.8	4.9			---	---	---	---
WCII	17/ 1.5	2.5	1.2	.3	1.0	1.4	20/ 390	349/ 4.4	6.0	4.6			.4	5	239	WCII

12+ FM SHARE (METRO): 61.91% (673 of 1089) (WIN 87: 64.83%)

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFIA	900	Louisville	.9/2.9
WLLV	1240	Louisville	.5/1.4
WXLN-F	103.9	Louisville	1.1/3.5
WKQQ-F	98.1	Lexington	.7/1.0

RADIO STATIONS

WVEZ, 790, 5 KW/1 KW (DA-2)	, AC	MBS, \$ 30.00*	(Katz)	Federal
WAVG, 970, 5 KW (DA-2)	, MOR	NBC, NBC-T, US 2, \$ 39.00*	(MMR)	
WCII, 1080, 10 KW/1 KW (DA-2)	, OLDIES	SMN, CBS, \$ 35.00*	(Republic)	Great Trails
WDGS, 1290, 500 W/1 KW (DA-2)	, BLACK	NBN, \$ 15.00	(Masla)	
WFIA, 900, 1 KW/1.63 W	, RELIGION	, \$ 14.00	(---)	
WHAS, 840, 50 KW	, MOR	ABC-I, \$100.00*	(Christal)	Clear Channel
WLLV, 1240, 1 KW	, RELIGION	, \$ 17.00	(Roslin)	
WLOU, 1350, 5 KW/500 W (DA-N)	, BLACK	SBN, \$ 38.00*	(MMR)	Johnson
WTMT, 620, 500 W (DA-2)	, COUNTRY	, \$ 16.00	(Masla)	
WXXVW, 1450, 1 KW	, NOSTALGIA	SMN, \$ 30.00*	(S. Katz)	
WAMZ-F, 97.5, 100 KW @ 505, COUNTRY		, \$ 78.00*	(Christal)	Clear Channel
WDJX-F, 99.7, 20 KW @ 720, CHR		CBS-R, \$ 60.00*	(Eastman)	Great Trails
WJYL-F, 101.7, 3 KW @ 300, URBAN		, \$ 38.00*	(Banner)	
WLRS-F, 102.3, 3 KW @ 300, CHR		ABC-R, \$ 48.00	(MMR)	
WQMF-F, 95.7, 34 KW @ 580, AOR		Source, \$ 62.00*	(Torbet)	
WRKA-F, 103.1, 3 KW @ 300, AC		ABC-D, \$ 64.00*	(Zanner)	Capitol-Johnson
WVEZ-F, 106.9, 25 KW @ 670, SOFT AC		, \$ 50.00*	(Katz)	Federal
WXLN-F, 103.9, 3 KW @ 300, RELIGION		ABC-C, \$ 18.00	(---)	

McALLEN - BROWNSVILLE

Arbitron Rank/Pop (12+): 77/450,100
 MSA Rank/Pop: McAllen - 125/371,500
 ADI # 115 Brownsville - 168/259,900
 Average Person Ratings: 17.8
 Market TSL: 23.8 hours

Stations: 18/17
 Diaries: 876/534:1/54.1.
 Sample Target: 310
 % Below Line: 0.4
 % Not Listed: 9.8

1987 Revenue: \$10,500,000
 HH Inc.: \$23,900
 Retail \$: 3.3 Bill
 Pop per Station: 27,506
 #1 Biller: KGBT \$1,800,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	Birch Male Share	Birch AQH	Birch Cume
1. KGBT	161/19.4	15.2	11.2	17.6	16.8	15.9	171/1503	1423/30.4	27.8	28.7				KGBT
2. KBFM-F	93/11.2	14.0	15.6	11.0	10.8	13.0	108/1564	1402/30.0	31.5	28.9				KBFM-F
3. KIWW-F	74/ 8.9	8.6	7.6	11.0	8.1	9.0	78/1048	999/21.4	19.5	18.3				KIWW-F
4. KTXF-F	68/ 8.2	7.8	9.0	1.4	1.7	6.6	69/ 806	782/16.7	16.3	12.6				KTXF-F
5. KQXX-F	59/ 7.1	5.2	6.2	3.6	6.0	5.5	59/ 573	545/11.7	10.9	11.3				KQXX-F
6. KELT-F	47/ 5.7	7.0	7.8	6.9	5.3	6.9	51/ 854	777/16.6	19.0	15.2				KELT-F
7. KIRT	43/ 5.2	2.7	3.6	5.0	3.4	4.1	45/ 582	536/11.5	8.5	8.1				KIRT
8. KRIX-F	42/ 5.1	5.6	6.1	5.3	6.1	5.5	45/ 601	560/12.0	11.8	13.5				KRIX-F
9. KRGE	40/ 4.8	6.4	6.6	7.3	8.0	6.3	52/ 838	766/16.4	19.1	17.4				KRGE
10. KVLV-F	40/ 4.8	4.8	5.5	5.6	4.6	5.2	42/ 415	400/ 8.6	9.4	8.4				KVLV-F
11. KBOR	26/ 3.1	1.9	1.3	3.6	4.9	2.5	26/ 360	358/ 7.7	5.3	8.9				KBOR

12+ FM SHARE (METRO): 60.21% (451 of 749) (WIN 87: 57.84%)

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

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KITM-F	105.5	Mission	.4/2.6
KJAV-F	104.9	Alamo	2.3/3.5
KRIO	910	McAllen	.8/2.8
KURV	710	Edinburg	1.0/3.6
KTRH	740	Houston	.4/1.5

RADIO STATIONS

KBOR, 1600,	1 KW (DA-1)	, SPANISH	,\$ 20.00* (Lotus)	
KGBT, 1530,	50 KW/10 KW (DA-N)	, SPANISH	,\$100.00* (Katz)	Tichenor
KIRT, 1580,	1 KW/300 W	, SPANISH	,\$ 24.00 (Caballero)	Gomez
KRGE, 1290,	5 KW (DA-2)	, CHR	US 1,\$ 35.00* (Banner)	Daytona
KRIO, 910,	5 KW (DA-2)	, OLDIES (?)	APR,\$ 15.00* (---)	
KURV, 710,	1 KW	, TALK	NBC,NBC-T,ABC-T,\$ 15.00 (Miller)	
KBFM-F, 104.1,	100 KW @ 990,	CHR	ABC-F,\$ 65.00 (Christal)	Encore
KELT-F, 94.5,	100 KW @ 800,	AC	,\$ 48.00* (Katz)	Tichenor
KIWW-F, 96.1,	100 KW @ 540,	SPANISH	,\$ 55.00* (MMR)	
KQXX-F, 98.5,	100 KW @ 1400,	SPANISH	,\$ 26.00* (Caballero)	Gomez
KRIX-F, 99.5,	100 KW @ 480,	AOR	,\$ 23.00* (Banner)	Daytona
KTXF-F, 100.3,	100 KW @ 500,	COUNTRY	ABC-E,\$ 37.00* (Eastman)	
KVLV-F, 107.9,	100 KW @ 490,	BTFL/EZ	,\$ 28.00* (HNWH)	Tippie

MEMPHIS

Arbitron Rank/Pop (12+): 50/756,300

Stations: 19/19
Diaries: 1232/630:1/51.9%
Sample Target: 1090
% Below Line: 0
% Not Listed: 6.2

1987 Revenue: \$24,000,000
HH Inc.: \$29,448
Retail \$: 7.1 Bil
Pop per Station: 40,874
#1 Biller: WMC-F, WRVR A/F \$4,200,000

MSA Rank/Pop: 50/960,000
ADI # 41
Average Person Ratings: 16.7
Market TSL: 22.5 hours

12+ METRO	1/4/SHARE	12+ METRO					4 Book Avg.	12+ TSA 1/4/CUME	CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
		FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.											
1. WHRK-F	158/12.2	14.0	13.5	15.8	14.3	13.9	200/2516	1977/25.5	27.4	27.9			18.2	258	2632	WHRK-F	
2. KRNB-F	137/10.6	8.4	9.2	8.8	10.2	9.3	182/1993	1558/20.1	19.4	19.5			9.8	138	2285	KRNB-F	
3. WMC-F	136/10.5	9.1	11.2	11.6	10.9	10.6	225/3150	1988/25.6	21.2	24.9			10.5	149	2110	WMC-F	
4. WGKX-F	121/ 9.3	9.0	9.6	8.4	8.1	9.1	197/2365	1440/18.5	19.1	19.4			8.6	121	1562	WGKX-F	
5. WRVR-F	108/ 8.3	6.7	8.0	7.2	6.6	7.6	150/1922	1515/19.5	16.7	17.5			6.1	87	1300	WRVR-F	
6. WEZI-F	85/ 5.6	6.2	5.7	5.6	6.7	6.0	88/1238	1125/14.5	13.3	13.6			4.3	61	903	WEZI-F	
7. WDIA	73/ 5.6	5.7	5.3	7.1	4.3	5.9	97/1656	1236/15.9	15.5	15.0			7.0	99	1159	WDIA	
8. WLOK	69/ 5.3	6.8	6.3	6.9	5.4	6.3	69/1015	998/12.9	12.7	10.9			5.2	74	1012	WLOK	
9. WEGR-F	68/ 5.2	5.4	5.2	3.8	3.9	4.9	89/1442	1043/13.4	12.1	12.0			4.9	69	1028	WEGR-F	
10. WHBQ	63/ 4.9	2.9	4.6	3.9	4.6	4.1	77/1247	886/11.4	8.8	10.8			5.5	78	941	WHBQ	
11. KWLN-F	44/ 3.4	4.0	4.3	3.0	2.5	3.7	82/ 998	616/ 7.9	8.1	7.0			4.7	66	838	KWLN-F	
12. WMC	35/ 2.7	3.9	3.3	3.2	4.9	3.3	41/ 817	660/ 8.5	9.2	12.8			2.6	37	438	WMC	
13.																	
14.																	
15.																	

12+ FM SHARE (METRO): 72.94% (887 of 1216) (WIN 87: 69.26%)

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

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KFTH-F	107.1	Marion	2.3/4.0
KSUD	730	West Memphis	.6/1.7
KWAM	990	Memphis	1.0/3.4
WCRU	640	Collierville	.5/2.7
WREC	600	Memphis	2.0/7.1
WRVR	680	Memphis	.8/3.8
WXSS	1030	Memphis	1.9/4.5

RAIO STATIONS

KSUD, 730,	250 W/108 W	, GOSPEL	, \$ 10.00 (---)	
KWAM, 990,	10 KW/87 W (DA-2)	, GOSPEL	, \$ 20.00 (Republic)	Rivers
WDIA, 1070,	50 KW/5 KW (DA-2)	, BLACK	SBN, APR, \$ 40.00* (Katz)	Adams
WEZI, 1430,	2.5 KW (DAYS)	, BTFL/EZ	, \$ 22.00 (Christal)	
WHBQ, 560,	5 KW/1 KW (DA-2)	, NEWS/TALK	US 1, US 2, NBC-T, \$ 40.00* (Republic)	RKO
WLOK, 1340,	1 KW	, BLACK	SBN, NBN, \$ 34.00* (Masla)	
WMC, 790,	5 KW (DA-N)	, COUNTRY	NBC, ABC-I, \$ 49.00* (Banner)	Scripps-Howard
WMQM, 1480,	5 KW (DAYS)	, RELIGION	, \$ 7.00 (---)	
WREC, 600,	5 KW (DA-N)	, NOSTALGIA	CBS, \$ 34.00* (Mc-Guild)	New Market
WRVR, 680,	10 KW/5 KW (DA-N)	, AC	Trans, \$ NA (Christal)	Viacom
WXSS, 1030,	50 KW/1 KW (DA-2)	, BLACK	, \$ NA (Bolton)	
KRNB-F, 101.1,	100 KW @ 347,	BLACK	ABC-F, \$ 46.00* (Republic)	Rivers
WEGR-F, 102.7,	100 KW @ 900,	AOR	US 1, \$ 50.00* (Mc-Guild)	New Market
WEZI-F, 94.3,	3 KW @ 300,	BTFL/EZ	, \$ 42.00* (Christal)	
WGKX-F, 105.9,	100 KW @ 762,	COUNTRY	, \$ 63.00* (HNWH)	Barnstable
WHRK-F, 97.1,	100 KW @ 530,	BLACK	NBC, \$ 75.00* (Katz)	Adams
WMC-F, 99.7,	100 KW @ 910,	CHR	ABC-C, \$ 86.00* (Banner)	Scripps-Howard
WRVR-F, 104.5,	100 KW @ 750,	AC	, \$ 80.00* (Christal)	Viacom
KWLN-F, 98.1,	100 KW @ 715,	AOR	, \$ 23.00 (Torbet)	(OSCEOLA, AR)

MIAMI - FORT LAUDERDALE

Arbitron Rank/Pop (12+): 11/2,581,300

Stations: 37/33
Diaries: 2738/948:1/46.2%
Sample Target: 2510
% Below Line: 2.4
% Not Listed: 7.2

1987 Revenue: \$96,000,000
HH Inc.: \$32,950
Retail \$: 24.5 Bill
Pop per Station: 78,664
#1 Biller: WQBA A/F \$8,100,000

MSA Rank/Pop: Miami - 22/1,784,600
ADI # 16 Fort Lauderdale - 4/1,159,400
Average Person Ratings: 19.6
Market TSL: 25.8 hours

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. WLYF-F	429/8.5	8.5	7.0	8.6	9.0	8.2	456/4390	4103/15.8	16.0	17.0			5.1	214	2325	WLYF-F
2. WEDR-F	252/5.0	5.3	3.9	4.1	5.0	4.6	253/2276	2235/ 8.6	8.5	8.9			6.2	262	2670	WEDR-F
3. WCMQ-F	232/4.6	5.3	4.2	4.8	4.6	4.6	232/2089	2089/ 3.0	8.3	7.7			3.5	146	1597	WCMQ-F
4. WMXJ-F	221/4.4	3.7	2.5	1.7	2.5	3.1	265/3670	3065/11.8	10.1	7.1			4.4	187	2676	WMXJ-F
5. WPOW-F	219/4.3	5.7	5.0	5.4	4.5	5.1	248/3693	3158/12.2	13.4	12.8			7.9	333	4504	WPOW-F
6. WQBA	215/4.2	5.4	6.5	5.1	5.6	5.3	215/1906	1900/ 7.3	8.3	8.1			4.2	178	1541	WQBA
7. WHYI-F	212/4.2	3.8	3.3	4.5	4.9	4.0	258/5169	4282/16.5	13.7	17.9			5.2	219	4131	WHYI-F
8. WIOD	206/4.1	3.6	2.9	3.6	3.1	3.6	227/3157	2775/10.7	12.8	10.6			2.6	111	1873	WIOD
9. WJQY-F	202/4.0	4.2	4.7	4.4	3.5	4.3	224/2303	2504/ 9.6	9.3	9.0			2.8	118	1808	WJQY-F
WKQS-F	202/4.0	3.0	3.1	2.8	4.2	3.2	209/2323	2064/ 8.0	8.3	9.8			3.4	143	2253	WKQS-F
11. WNWS	172/3.4	3.5	3.3	3.9	3.5	3.5	181/2512	2326/ 9.0	8.5	9.6			2.8	120	1761	WNWS
12. WLVE-F	165/3.3	2.8	3.2	3.7	2.4	3.3	175/2852	2630/10.1	9.5	8.6			3.5	147	2189	WLVE-F
13. WINZ	164/3.2	3.9	5.0	6.3	5.0	4.6	165/2448	2371/ 9.1	10.0	11.5			2.9	122	1725	WINZ
14. WAXY-F	158/3.1	4.2	4.5	3.5	3.0	3.8	179/3259	2924/11.3	11.4	11.7			4.2	179	2251	WAXY-F
15. WAQI	155/3.1	3.6	3.4	3.2	4.6	3.3	156/1591	1585/ 6.1	6.7	6.6			1.9	79	1032	WAQI
16. WGTR-F	153/3.0	3.4	3.2	2.6	2.2	3.1	191/2682	2319/ 8.9	7.6	6.1			6.0	251	2463	WGTR-F
17. WHQT-F	146/2.9	2.6	3.2	3.3	3.4	3.0	176/3461	2891/11.1	10.9	10.7			4.1	174	2800	WHQT-F
18. WTMI-F	142/2.8	2.5	2.5	3.3	3.5	2.8	158/2242	1978/ 7.6	6.7	9.5			2.3	97	1729	WTMI-F
19. WZTA-F	122/2.4	2.0	1.4	1.2	1.6	1.8	140/2450	2185/ 8.4	8.0	8.8			2.7	115	2231	WZTA-F
20. WQBA-F	113/2.2	2.1	2.1	2.3	1.9	2.2	113/1369	1362/ 5.2	5.3	5.9			2.6	108	1375	WQBA-F
21. WFTL	97/1.9	1.2	1.9	1.6	1.6	1.7	102/ 984	953/ 3.7	2.9	2.7			1.3	56	797	WFTL
22. WXDJ-F	96/1.9	2.1	.5	---	---	---	100/1332	1286/ 5.0	5.0	---			2.3	96	1211	WXDJ-F
23. WSHE-F	86/1.7	1.7	2.6	2.2	2.7	2.1	104/2201	1852/ 7.1	7.3	10.0			2.5	104	2042	WSHE-F
24. WEAT A/F	82/1.6	.9	1.1	.8	.5	1.1	249/2636	1078/ 4.2	2.8	1.3			---	---	---	WEAT A/F
25. WCMQ	80/1.6	1.7	1.5	1.2	1.4	1.5	80/ 951	951/ 3.7	3.3	2.8			.6	24	374	WCMQ

12+ FM SHARE (METRO): 68.84% (3241 of 4708) (WIN 87: 64.59%)

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

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

MEMPHIS

Arbitron Rank/Pop (12+): 50/756,300

Stations: 19/19
Diaries: 1232/630:1/51.9%
Sample Target: 1090
% Below Line: 0
% Not Listed: 6.2

1987 Revenue: \$24,000,000
HH Inc.: \$29,448
Retail \$: 7.1 Bil
Pop per Station: 40,874
#1 Biller: WMC-F, WRVR A/F \$4,200,000

MSA Rank/Pop: 50/960,000

ADI # 41

Average Person Ratings: 16.7

Market TSL: 22.5 hours

12+ METRO	1/4/SHARE	12+ METRO					4 Book Avg.	12+ TSA 1/4/CUME	CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
		FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.											
1. WHRK-F	158/12.2	14.0	13.5	15.8	14.3	13.9	200/2516	1977/25.5	27.4	27.9			18.2	258	2632	WHRK-F	
2. KRNB-F	137/10.6	8.4	9.2	9.8	10.2	9.3	182/1993	1558/20.1	19.4	19.5			9.8	138	2285	KRNB-F	
3. WMC-F	136/10.5	9.1	11.2	11.6	10.9	10.6	225/3150	1988/25.6	21.2	24.9			10.5	149	2110	WMC-F	
4. WGKX-F	121/ 9.3	9.0	9.6	8.4	8.1	9.1	197/2365	1440/18.5	19.1	19.4			8.6	121	1562	WGKX-F	
5. WRVR-F	108/ 8.3	6.7	8.0	7.2	6.6	7.6	150/1922	1515/19.5	16.7	17.5			6.1	87	1300	WRVR-F	
6. WEZI-F	85/ 6.6	6.2	5.7	5.6	6.7	6.0	88/1238	1125/14.5	13.3	13.6			4.3	61	903	WEZI-F	
7. WDIA	73/ 5.6	5.7	5.3	7.1	4.3	5.9	97/1656	1236/15.9	15.5	15.0			7.0	99	1159	WDIA	
8. WLOK	69/ 5.3	6.8	6.3	6.9	5.4	6.3	69/1015	998/12.9	12.7	10.9			5.2	74	1012	WLOK	
9. WEGR-F	68/ 5.2	5.4	5.2	3.8	3.9	4.9	89/1442	1043/13.4	12.1	12.0			4.9	69	1028	WEGR-F	
10. WHBQ	63/ 4.9	2.9	4.6	3.9	4.6	4.1	77/1247	886/11.4	8.8	10.8			5.5	78	941	WHBQ	
11. KWLN-F	44/ 3.4	4.0	4.3	3.0	2.5	3.7	82/ 998	616/ 7.9	8.1	7.0			4.7	66	838	KWLN-F	
12. WMC	35/ 2.7	3.9	3.3	3.2	4.9	3.3	41/ 817	660/ 8.5	9.2	12.8			2.6	37	438	WMC	
13.																	
14.																	
15.																	

12+ FM SHARE (METRO): 72.94% (887 of 1216) (WIN 87: 59.26%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AM	12+ MID	12+ PM	12+ EVE	OVERNIGHT
1. KRNB-F	1. WHRK-F	1. WHRK-F	1. WRVR-F	1. WRVR-F	1. WEZI-F	1. WMC-F	1. WRVR-F	1. WHRK-F	1. WHRK-F	1. KRNB-F
2. WHRK-F	2. KRNB-F	2. WMC-F	2. WMC-F	2. WGKX-F	2. WGKX-F	2. WGKX-F	2. WMC-F	2. KRNB-F	2. KRNB-F	2. WHRK-F
3. WMC-F	WMC-F	3. WRVR-F	3. WGKX-F	WMC-F	3. WHBQ	3. KRNB-F	3. WGKX-F	3. WMC-F	3. WMC-F	3. WRVR-F
4.	4. WRVR-F	4. KRNB-F	4. WHRK-F	4. WHRK-F	4. WRVR-F	WHRK-F	4. WEZI-F	4. WGKX-F	4. WRVR-F	4. WHBQ
5.	5. WEGR-F	5. WGKX-F	5. KRNB-F	5. WLOK	5. WDIA	5. WRVR-F	5. WHRK-F	5. WRVR-F	5. WLOK	5. WEZI-F
	6. WGKX-F			6. KRNB-F	6. WLOK					WGKX-F
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WHRK-F	1. WMC-F	1. WMC-F	1. WMC-F	1. WMC-F		1. KRNB-F	1. WHRK-F	1. WEGR-F	1. WHRK-F	1. WRVR-F
2. KRNB-F	2. WHRK-F	2. WRVR-F	2. WRVR-F	2. WRVR-F		2. WHRK-F	2. KRNB-F	2. WHRK-F	2. KRNB-F	2. WGKX-F
WMC-F	3. WRVR-F	3. WHRK-F	3. WHRK-F	3. WGKX-F		3. KWLN-F	3. WEGR-F	3. WRVR-F	3. WEGR-F	3. WEGR-F
4. WRVR-F	4. KRNB-F	4. KRNB-F	4. WHRK-F	4. WHRK-F		4. WEGR-F	4. KWLN-F	4. KRNB-F	4. KRNB-F	4. WHRK-F
5. WDIA	5. WGKX-F	5. WGKX-F	5. KRNB-F	5. WEZI-F		5. WMC-F	5. WMC-F	WGKX-F	5. WGKX-F	5. WMC-F
				WLOK			6. WGKX-F	6. WMC-F	6. KWLN-F	6. KRNB-F
										7. WHBQ

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KFTH-F	107.1	Marion		2.3/4.0
KSUD	730	West Memphis		.6/1.7
KWAM	990	Memphis		1.0/3.4
WCRJ	640	Collierville		.5/2.7
WREC	600	Memphis		2.0/7.1
WRVR	680	Memphis		.8/3.8
WXSS	1030	Memphis		1.9/4.5

RADIO STATIONS

KSUD, 730,	250 W/108 W	, GOSPEL		, \$ 10.00 (---)	
KWAM, 990,	10 KW/87 W (DA-2)	, GOSPEL		, \$ 20.00 (Republic)	Rivers
WDIA, 1070,	50 KW/5 KW (DA-2)	, BLACK		SBN, APR, \$ 40.00* (Katz)	Adams
WEZI, 1430,	2.5 KW (DAYS)	, BTFL/EZ		, \$ 22.00 (Christal)	
WHBQ, 560,	5 KW/1 KW (DA-2)	, NEWS/TALK	US 1, US 2, NBC-T, \$ 40.00*	(Republic)	RKO
WLOK, 1340,	1 KW	, BLACK	SBN, NBN, \$ 34.00*	(Masla)	
WMC, 790,	5 KW (DA-N)	, COUNTRY	NBC, ABC-I, \$ 49.00*	(Banner)	Scripps-Howard
WMQM, 1480,	5 KW (DAYS)	, RELIGION		, \$ 7.00 (---)	
WREC, 600,	5 KW (DA-N)	, NOSTALGIA		CBS, \$ 34.00* (Mc-Guild)	New Market
WRVR, 680,	10 KW/5 KW (DA-N)	, AC		Trans, \$ NA (Christal)	Viacom
WXSS, 1030,	50 KW/1 KW (DA-2)	, BLACK		, \$ NA (Bolton)	
KRNB-F, 101.1,	100 KW @ 347,	BLACK		ABC-F, \$ 46.00* (Republic)	Rivers
WEGR-F, 102.7,	100 KW @ 900,	AOR		US 1, \$ 50.00* (Mc-Guild)	New Market
WEZI-F, 94.3,	3 KW @ 300,	BTFL/EZ		, \$ 42.00* (Christal)	
WGKX-F, 105.9,	100 KW @ 762,	COUNTRY		, \$ 63.00* (HNWH)	Barnstable
WHRK-F, 97.1,	100 KW @ 530,	BLACK		NBC, \$ 75.00* (Katz)	Adams
WMC-F, 99.7,	100 KW @ 910,	CHR		ABC-C, \$ 86.00* (Banner)	Scripps-Howard
WRVR-F, 104.5,	100 KW @ 750,	AC		, \$ 80.00* (Christal)	Viacom
KWLN-F, 98.1,	100 KW @ 715,	AOR		, \$ 23.00 (Torbet)	(CSCEOLA, AR)

MIAMI - FORT LAUDERDALE

Arbitron Rank/Pop (12+): 11/2,581,300
 MSA Rank/Pop: Miami - 22/1,784,600
 ADI # 16 Fort Lauderdale - 4/1,159,400
 Average Person Ratings: 19.6
 Market TSL: 25.8 hours

Stations: 37/33
 Diaries: 2738/948:1/46.2%
 Sample Target: 2510
 % Below Line: 2.4
 % Not Listed: 7.2

1987 Revenue: \$96,000,000
 HH Inc.: \$32,950
 Retail \$: 24.5 Bil
 Pop per Station: 78,664
 #1 Biller: WQBA A/F \$8,100,000

12+ METRO	1/4/SHARE	FAL				SUM				4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME		FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
		87	87	87	87	87	87	87	87			RATING	RATING								
1. WLYF-F	429/8.5	8.5	7.0	8.6	9.0	8.2	456/4390	4103/15.8	16.0	17.0	8.3	8.1	16.0	17.0			5.1	214	2325	WLYF-F	
2. WEDR-F	252/5.0	5.3	3.9	4.1	5.0	4.6	253/2276	2235/ 8.6	8.5	8.9	8.5	8.9	8.5	8.9			6.2	262	2670	WEDR-F	
3. WCMQ-F	232/4.6	5.3	4.2	4.8	4.6	4.6	232/2089	2089/ 3.0	8.3	7.7	8.3	7.7	8.3	7.7			3.5	146	1597	WCMQ-F	
4. WMXJ-F	221/4.4	3.7	2.5	1.7	2.5	3.1	265/3670	3065/11.8	10.1	7.1	10.1	7.1	10.1	7.1			4.4	187	2676	WMXJ-F	
5. WPOW-F	219/4.3	5.7	5.0	5.4	4.5	5.1	248/3693	3158/12.2	13.4	12.8	13.4	12.8	13.4	12.8			7.9	333	4504	WPOW-F	
6. WQBA	215/4.2	5.4	6.5	5.1	5.6	5.3	215/1906	1900/ 7.3	8.3	8.1	8.3	8.1	8.3	8.1			4.2	178	1541	WQBA	
7. WHYI-F	212/4.2	3.8	3.3	4.5	4.9	4.0	258/5169	4282/16.5	13.7	17.9	13.7	17.9	13.7	17.9			5.2	219	4131	WHYI-F	
8. WIOD	206/4.1	3.6	2.9	3.6	3.1	3.6	227/3157	2775/10.7	12.8	10.6	12.8	10.6	12.8	10.6			2.6	111	1873	WIOD	
9. WJQY-F	202/4.0	4.2	4.7	4.4	3.5	4.3	224/2803	2504/ 9.6	9.3	9.0	9.3	9.0	9.3	9.0			2.8	118	1808	WJQY-F	
WKQS-F	202/4.0	3.0	3.1	2.8	4.2	3.2	209/2323	2064/ 8.0	8.3	9.8	8.3	9.8	8.3	9.8			3.4	143	2253	WKQS-F	
11. WNWS	172/3.4	3.5	3.3	3.9	3.5	3.5	181/2512	2326/ 9.0	8.5	9.6	8.5	9.6	8.5	9.6			2.8	120	1761	WNWS	
12. WLVE-F	165/3.3	2.8	3.2	3.7	2.4	3.3	175/2852	2630/10.1	9.5	8.6	9.5	8.6	9.5	8.6			3.5	147	2189	WLVE-F	
13. WINZ	164/3.2	3.9	5.0	6.3	5.0	4.6	165/2448	2371/ 9.1	10.0	11.5	10.0	11.5	10.0	11.5			2.9	122	1725	WINZ	
14. WAXY-F	158/3.1	4.2	4.5	3.5	3.0	3.8	179/3259	2924/11.3	11.4	11.7	11.4	11.7	11.4	11.7			4.2	179	2251	WAXY-F	
15. WAQI	155/3.1	3.6	3.4	3.2	4.6	3.3	156/1591	1585/ 6.1	6.7	6.6	6.7	6.6	6.7	6.6			1.9	79	1032	WAQI	
16. WGTR-F	153/3.0	3.4	3.2	2.6	2.2	3.1	191/2682	2319/ 8.9	7.6	6.1	7.6	6.1	7.6	6.1			6.0	251	2463	WGTR-F	
17. WHQT-F	146/2.9	2.6	3.2	3.3	3.4	3.0	176/3461	2891/11.1	10.9	10.7	10.9	10.7	10.9	10.7			4.1	174	2800	WHQT-F	
18. WTMI-F	142/2.8	2.5	2.5	3.3	3.5	2.8	158/2242	1978/ 7.6	6.7	8.5	6.7	8.5	6.7	8.5			2.3	97	1729	WTMI-F	
19. WZTA-F	122/2.4	2.0	1.4	1.2	1.6	1.8	140/2450	2185/ 8.4	8.0	8.3	8.0	8.3	8.0	8.3			2.7	115	2231	WZTA-F	
20. WQBA-F	113/2.2	2.1	2.1	2.3	1.9	2.2	113/1369	1362/ 5.2	5.3	5.9	5.3	5.9	5.3	5.9			2.6	108	1375	WQBA-F	
21. WFTL	97/1.9	1.2	1.9	1.6	1.6	1.7	102/ 984	953/ 3.7	2.9	2.7	2.9	2.7	2.9	2.7			1.3	56	797	WFTL	
22. WXDJ-F	96/1.9	2.1	.5	---	---	---	100/1332	1286/ 5.0	5.0	---	5.0	---	5.0	---			2.3	96	1211	WXDJ-F	
23. WSHE-F	86/1.7	1.7	2.6	2.2	2.7	2.1	104/2201	1852/ 7.1	7.3	10.0	7.3	10.0	7.3	10.0			2.5	104	2042	WSHE-F	
24. WEAT A/F	82/1.6	.9	1.1	.8	.5	1.1	249/2636	1078/ 4.2	2.8	1.3	2.8	1.3	2.8	1.3			---	---	---	WEAT A/F	
25. WCMQ	80/1.6	1.7	1.5	1.2	1.4	1.5	80/ 951	951/ 3.7	3.3	2.8	3.3	2.8	3.3	2.8			.6	24	374	WCMQ	

12+ FM SHARE (METRO): 68.84% (3241 of 4708) (WIN 87: 64.59%)

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

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WEXY	1520	Wilton Manors	.4/ .7
WKAT	1360	Miami Beach	.6/2.2
WMBM	1490	Miami Beach	1.0/1.6
WQAM	560	Miami	.6/2.5
WRBD	1470	Pompano Beach	.6/1.4
WRHC	1550	Coral Gables	1.5/3.1
WSUA	1260	Miami	.8/2.0
WVCG	1080	Coral Gables	.6/2.8
WRMF-F	97.9	West Palm Beach	.4/1.8
WYFX	1040	Boynton Beach	.4/1.0

RADIO STATIONS

AM STATIONS

WAQI, 710,	50 KW (DA-2)	, SPANISH NEWS/TALK	,\$ 61.00* (Lotus)	
WCMQ, 1210,	25 KW/2.5 KW (DA-2)	, SPANISH MOR	,\$ 51.00* (MMR)	Spanish Broadcast
WINZ, 940,	50 KW/25 KW (DA-2)	, NEWS/TALK	CBS,\$ 93.00* (Katz)	Guy Gannett
WIOD, 610,	10 KW (DA-2)	, TALK	ABC-I,ABC-T,\$ 96.00* (Christal)	Cox
WKAT, 1360,	5 KW/1 KW	, OLDIES	MBS,\$ 44.00 (S. Katz)	
WMBM, 1490,	1 KW	, GOSPEL	NBN,\$ 38.00* (Masla)	
WNWS, 790,	25 KW (DA-2)	, TALK/NEWS	ABC-E,\$ 70.00* (Banner)	Jeff-Pilot
WOCN, 1450,	1 KW (DA-2)	, SPANISH NEWS/TALK	,\$ 42.00* (Lotus)	
WQAM, 560,	5 KW/1 KW	, COUNTRY	NBC,\$ 48.00* (HNWH)	Sunshine
WQBA, 1140,	50 KW/10 KW (DA-2)	, SPANISH NEWS/TALK	,\$120.00* (Eastman)	Susquehanna
WRBD, 1470,	5 KW/2.5 KW (DA-1)	, BLACK	NBN,\$ 41.00 (Smith)	
WRHC, 1550,	10 KW/500 W (DA-2)	, SPANISH NEWS/TALK	,\$ 50.00* (Roslin)	
WSUA, 1260,	5 KW (DA-2)	, SPANISH AC	,\$ 49.00 (Caballero)	
WVCG, 1080,	50 KW/20 KW (DA-2)	, RELIGION	,\$ 34.00* (MMR)	Statewide
WFTL, 1400,	1 KW	, NOSTALGIA	APR,\$ 30.00 (Southern)	
WNNN, 980,	5 KW/1 KW	, TALK	,\$ NA (---)	(POMPANO BEACH)

FM STATIONS

WAXY, 105.9,	100 KW @ 1049, AC	US 1,\$122.00* (Republic)	RKO
WCMQ, 92.3,	41 KW @ 281, SPANISH AC	,\$ 75.00* (MMR)	Spanish Broadcast
WEDR, 98.1,	70 KW @ 175, BLACK	SBN,\$ 65.00* (HNWH)	Rivers
WGTR, 97.3,	98 KW @ 790, AOR	,\$ 79.00* (Christal)	Cox
WHQT, 105.1,	100 KW @ 600, CHR/URBAN	,\$105.00* (MMR)	EZ
WHYI, 100.7,	100 KW @ 1000, CHR	,\$140.00* (Mc-Guild)	Metroplex
WJQY, 106.7,	100 KW @ 1025, SOFT AC	,\$125.00* (Masla)	Amaturo
WKQS, 99.9,	100 KW @ 986, COUNTRY	US 2,\$ 70.00* (HNWH)	Sunshine
WLVE, 93.9,	96 KW @ 1006, AC/JAZZ	,\$ 90.00* (Torbet)	Gilmore
WLYF, 101.5,	100 KW @ 813, BTFL/EZ	,\$115.00* (Banner)	Jeff-Pilot
WMXJ, 102.7,	100 KW @ 1006, OLDIES	,\$ 80.00* (Durpetti)	Sconnix
WPOW, 96.3,	100 KW @ 1006, CHR/URBAN	ABC-C,\$ 70.00* (HNWH)	Beasley
WQBA, 107.5,	100 KW @ 500, SPANISH CHR	,\$ 60.00* (Eastman)	Susquehanna
WSHE, 103.5,	100 KW @ 600, AOR	,\$147.00* (Eastman)	TK
WTHM, 98.3,	1.5 KW @ 475, BLACK	UPI,\$ 40.00* (Roslin)	
WTMI, 93.1,	96 KW @ 1006, CLASSICAL	,\$ 68.00* (CMBS)	Tanger
WZTA, 94.9,	96 KW @ 1010, AOR	,\$ 70.00* (Katz)	Guy Gannett
WXDJ, 95.7,	100 KW @ ??, JAZZ/NEW AGE	,\$ NA (---)	

MILWAUKEE

Arbitron Rank/Pop (12+): 26/1,302,100
 MSA Rank/Pop: 32/1,400,000
 ADI # 30
 Average Person Ratings: 16.9
 Market TSL: 22.3 hours

Stations: 26/23
 Diaries: 1531/848:1/60.5%
 Sample Target: 1420
 % Below Line: 1.0
 % Not Listed: 7.6

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

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. WTMJ	266/12.1	12.9	15.1	16.1	14.3	14.1	302/3908	3189/24.6	28.1	25.4			10.2	240	3305	WTMJ
2. WKTJ-F	227/10.4	9.5	7.5	9.2	10.1	9.2	253/4012	3569/27.5	25.3	26.4			10.6	249	3557	WKTJ-F
3. WOKY	173/ 7.9	6.8	6.9	5.7	6.7	6.8	180/1995	1517/11.7	13.1	14.1			7.3	171	1766	WOKY
4. WEZW-F	166/ 7.6	8.4	7.1	7.0	6.6	7.5	180/2264	2013/15.5	16.8	15.9			6.7	157	2166	WEZW-F
5. WMIL-F	164/ 7.5	6.7	5.5	6.7	5.4	6.6	208/2620	2048/15.8	13.4	12.3			6.0	140	1806	WMIL-F
6. WLUM-F	145/ 6.6	5.9	6.7	5.6	5.0	6.2	150/1676	1592/12.3	13.9	12.9			10.1	238	2685	WLUM-F
7. WKLH-F	129/ 5.9	8.3	5.9	8.8	8.5	7.2	161/2462	2007/15.5	17.2	17.4			7.8	184	2345	WKLH-F
8. WLZR A/F	128/ 5.8	2.4	2.9	2.8	2.6	3.5	141/1880	1617/12.5	9.6	7.8			6.4	150	2262	WLZR A/F
9. WQFM-F	90/ 4.1	5.4	7.6	6.6	6.7	5.9	115/2028	1586/12.2	14.6	16.5			6.0	140	2560	WQFM-F
10. WLTQ-F	75/ 3.4	5.0	4.0	3.5	3.5	4.0	83/1459	1341/10.3	11.4	9.3			2.3	54	726	WLTQ-F
11. WFMR-F	72/ 3.3	1.9	1.6	1.4	1.6	2.1	78/ 934	889/ 5.8	5.4	4.7			2.1	50	853	WFMR-F
12. WISN	66/ 3.0	2.3	3.3	2.8	3.4	2.9	68/1428	1314/10.1	9.8	11.3			2.1	50	975	WISN
13. WMYX-F	65/ 3.0	4.8	4.4	3.8	3.5	4.0	96/1628	1304/10.0	11.6	11.5			3.1	72	1324	WMYX-F
14. WEMP	47/ 2.1	2.2	2.4	2.1	2.3	2.2	51/1159	1017/ 7.8	7.8	7.1			3.0	70	758	WEMP
15. WBZN-F	44/ 2.0	1.3	2.0	1.6	2.7	1.7	57/ 862	752/ 5.8	4.5	10.0			2.1	49	552	WBZN-F
16. WZTR-F	43/ 2.0	2.0	1.2	1.9	1.7	1.8	52/1360	1216/ 9.4	6.3	5.8			.9	21	444	WZTR-F
17.																
18.																
19.																
20.																
21.																
22.																
23.																
24.																
25.																

12+ FM SHARE (METRO): 67.83% (1375 of 2027) (WIN 87: 62.73%)

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

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBKV	1470	West Bend	.9/1.0
WLUM	1590	West Allis	.3/1.3
WMVP	1290	Greenfield	.5/1.6
WNOV	960	Milwaukee	1.1/3.9
WRJN	1400	Racine	.9/2.2
WTKM-F	104.9	Hartford	1.0/2.0
WBBM	780	Chicago	.4/3.1
WGN	720	Chicago	.4/2.0
WJZQ-F	95.1	Kenosha	.3/1.6

RADIO STATIONS

AM STATIONS

WLUM, 1590,	1 KW (DAYS,DA)	, BLACK	CBS-R,\$ 20.00	(Masla)	All Pro
WEMP, 1250,	5 KW (DA-2)	, OLDIES	MBS,Trans,\$ 40.00*	(Banner)	Heritage
WISN, 1130,	50 KW/10 KW (DA-N)	, NEWS/TALK	MBS,ABC-I,\$ 55.00*	(Katz)	Hearst
WLZR, 1340,	1 KW	, AOR	ABC-F,\$ NA	(Republic)	Taft
WMVP, 1290,	5 KW (DA-2)	, AC	SMN,\$ NA	(Durpetti)	Fairwest
WNOV, 860,	250 W (DAYS,DA)	, BLACK	NBN,\$ 20.00	(---)	Sundance
WOKY, 920,	5 KW/1 KW (DA-2)	, NOSTALGIA	CBS,\$ 57.00*	(CBS)	Milw. Journal
WTMJ, 620,	5 KW (DA-N)	, MOR	NBC,\$108.00*	(Christal)	Universal
WYLO, 540,	250 W/150 W (DA-1)	, RELIGION/ETHNIC	,\$ 18.00	(---)	(JACKSON)

FM STATIONS

WZTR, 95.7,	34 KW @ 610,	AC ? ?	US 1,\$ 40.00*	(Durpetti)	Fairwest
WEZW, 103.7,	20 KW @ 840,	BTFL/EZ	,\$ 73.00*	(MMR)	Multimedia
WFMR, 98.3,	3 KW @ 300,	CLASSICAL	,\$ 44.00*	(CMBS)	
WKLH, 96.5,	22 KW @ 810,	CLASSIC AOR	,\$ 80.00*	(Mc-Guild)	Saga
WKTi, 94.5,	16 KW @ 911,	CHR	Source,\$ 80.00*	(Christal)	Milw. Journal
WBZN, 100.7,	50 KW @ 500,	JAZZ/NEW AGE	ABC-C,\$ 40.00*	(Torbet)	SRO
WLTQ, 97.3,	16 KW @ 980,	SOFT AC	,\$ 52.00*	(Katz)	Hearst
WLUM, 102.1,	50 KW @ 500,	BLACK	CBS-R,\$ 44.00*	(Masla)	All Pro
WLZR, 102.9,	50 KW @ 440,	AOR	ABC-F,\$ 45.00*	(Republic)	Taft
WMIL, 106.1,	13 KW @ 976,	COUNTRY	,\$ 70.00*	(CBS)	Sundance
WMYX, 99.1,	50 KW @ 486,	AC	MBS,\$ 67.00*	(Banner)	Heritage
WQFM, 93.3,	14 KW @ 940,	AOR	ABC-R,\$ 77.00	(Eastman)	Shamrock-Lynett

MINNEAPOLIS - ST. PAUL

Arbitron Rank/Pop (12+): 18/1,876,700
 MSA Rank/Pop: 14/2,340,000
 ADI # 13
 Average Person Ratings: 16.4
 Market TSL: 21.5 hours

Stations: 19/18
 Diaries: 2179/889:1/64.2%
 Sample Target: 1660
 % Below Line: 0.1
 % Not Listed: 13.2

1987 Revenue: \$63,000,000
 HH Inc.: \$38,799
 Retail \$: 18.4 Bil
 Pop per Station: 107,583
 #1 Biller: WCCO \$19,000,000

12+ METRO	1/4/SHARE	12+ METRO					4 Book Avg.	12+ 1/4/CUME	TSA CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
		FAL 87	SUM 87	SPG 87	WIN 87	25-54 Conversion											
1. WCCO	573/16.9	19.4	19.3	16.3	17.6	18.0	741/9647	6767/34.9	38.3	33.1			17.2	618	7415	WCCO	
2. KSTP-F	300/ 9.4	8.3	8.7	8.5	9.5	8.7	347/4909	4103/21.2	22.0	22.2			8.7	314	3600	KSTP-F	
3. WLOL-F	265/ 8.3	8.0	7.0	10.0	8.2	8.3	303/5102	4570/23.6	23.8	23.0			8.9	322	5331	WLOL-F	
4. KQRS A/F	249/ 7.9	10.2	8.6	8.0	9.6	8.7	285/4496	3699/19.1	21.9	21.9			12.4	444	4805	KQRS A/F	
5. KEEY-F	234/ 7.4	6.3	6.6	5.8	6.1	6.2	294/3552	2941/15.2	16.2	13.8			5.6	202	2337	KEEY-F	
6. WLTE-F	186/ 5.9	4.7	5.2	3.8	3.6	4.9	253/3709	2852/14.7	13.5	12.2			5.0	181	2231	WLTE-F	
7. WAYL-F	176/ 5.5	5.8	5.4	6.5	5.8	5.8	220/2745	2189/11.3	12.6	12.6			4.3	155	2251	WAYL-F	
8. KDWB-F	161/ 5.1	5.2	6.5	6.8	7.0	5.9	188/3966	3442/17.8	18.1	20.5			5.7	204	3680	KDWB-F	
9. KSTP	133/ 4.2	2.6	2.7	2.7	4.5	3.0	144/2097	1851/ 9.6	7.6	11.3			3.6	129	2123	KSTP	
10. KTCZ-F	129/ 4.1	4.0	3.9	4.4	3.2	4.1	129/2105	2065/10.7	9.4	9.2			2.9	105	1679	KTCZ-F	
11. KJJO-F	126/ 4.0	6.6	5.4	5.9	2.7	5.5	202/2823	2057/10.6	12.6	10.8			6.6	238	2524	KJJO-F	
12. KDWB	66/ 2.1	2.0	2.2	2.1	1.7	2.1	76/1519	1325/ 6.8	7.7	7.0			1.5	53	900	KDWB	
13. WDGY	61/ 1.9	2.0	1.6	1.8	2.3	1.8	81/1496	1117/ 5.8	5.5	7.4			1.0	35	820	WDGY	
14. KMGK-F	54/ 1.7	2.2	2.3	2.1	3.3	2.1	82/1615	1199/ 6.2	7.9	8.3			1.1	41	958	KMGK-F	
15. KLB	53/ 1.7	1.2	.7	1.4	1.3	1.3	54/ 654	636/ 3.3	2.6	3.5			.8	28	390	KLB	
16.																	
17.																	
18.																	
19.																	
20.																	
21.																	
22.																	
23.																	
24.																	
25.																	

12+ FM SHARE (METRO): 67.84% (1871 of 2758) (WIN 87: 66.84%)

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

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KJJO	950	St. Louis Park	.1/ .7
WAYL	93.7	Minneapolis	.5/2.2
KDHL	920	Fairbault	.3/ .9

RADIO STATIONS

AM STATIONS

KDWB, 630,	5 KW/500 W (DA-2)	, OLDIES	, \$ NA	(Banner)	Legacy
KLBB, 1400,	1 KW	, NOSTALGIA	CNN, ABC-D, \$ 35.00*	(Roslin)	
WAYL, 980,	5 KW (DA-1)	, BTFL/EZ	, \$ 28.00*	(Republic)	Entercom
KSNE, 1280,	5 KW (DA-N)	, MOR (?)	SMM, \$ 22.00*	(Roslin)	
KSTP, 1500,	50 KW (DA-N)	, NEWS/TALK	ABC-I, NBC-T, ABC-T, \$ 50.00*	(Mc-Guild)	Hubbard
KTCJ, 690,	500 W (DAYS)	, JAZZ	, \$ 25.00*	(Durpetti)	Parker
KUXL, 1570,	2.5 KW/300 W	, RELIGION	, \$ 20.00*	(---)	Universal
WCCO, 830,	50 KW	, MOR	CBS, \$220.00	(CBS)	
WDGY, 1130,	50 KW/25 KW (DA-2)	, COUNTRY	MBS, \$ 52.00*	(Katz)	Malrite
WMIN, 1010,	250 W (DAYS, DA)	, COUNTRY	, \$16.00	(---)	

FM STATIONS

KDWB, 101.3,	50 KW @ 822,	CHR	, \$ 84.00*	(Banner)	Legacy
KEEY, 102.1,	100 KW @ 1066,	COUNTRY	, \$104.00*	(Katz)	Malrite
KJJO+, 104.1,	100 KW @ 1050,	AOR	CBS-R, \$ 48.00*	(Republic)	Park
KMGK, 107.9,	100 KW @ 1080,	SOFT AC	Trans, \$ 44.00*	(Republic)	Sunbelt
KQRS+, 92.5,	50 KW @ 822,	AOR	ABC-R, \$106.00*	(Katz)	Cap Cities/ABC
KSTP, 94.5,	100 KW @ 1250,	AC	, \$180.00*	(Mc-Guild)	Hubbard
KTCZ, 97.1,	100 KW @ 285,	JAZZ/NEW AGE	, \$ 55.00*	(Durpetti)	Parker
WAYL, 93.7,	50 KW @ 822,	BTFL/EZ	, \$ 70.00*	(Durpetti)	Entercom
WLQL, 99.5,	50 KW @ 844,	CHR	, \$120.00*	(HNWH)	Emmis
WLTE, 102.9,	100 KW @ 1304,	AC	, \$ 59.00*	(CBS)	

NASHVILLE

Arbitron Rank/Pop (12+): 48/763,800

Stations: 22/22
Diaries: 1165/675:1/54.1%
Sample Target: 1080
% Below Line: 0
% Not Listed: 8.3

1987 Revenue: \$30,300,000
HH Inc.: \$32,753
Retail \$: 6.7 Bil
Pop per Station: 35,736
#1 Biller: WSM A/F \$6,500,000

MSA Rank/Pop: 53/946,000
ADI # 32
Average Person Ratings: 15.3
Market TSL: 20.5 hours

12+ METRO	1/4/SHARE	12+ METRO					4 Book Avg.	12+ TSA 1/4/CUME	CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
		FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.											
1. WSM-F	147/12.2	9.1	10.2	11.8	10.5	10.8	266/2924	1620/20.6	22.1	21.1			11.5	168	1399	WSM-F	
2. WYHY-F	132/11.0	10.4	10.7	9.1	7.3	10.3	227/2772	1715/21.8	22.3	19.1			14.7	216	2131	WYHY-F	
3. WSIX-F	123/10.2	10.5	5.1	5.3	5.7	7.8	202/2311	1455/18.5	18.5	12.9			9.5	139	1633	WSIX-F	
4. WZEZ-F	122/10.1	10.2	7.8	8.1	10.3	9.1	140/1377	1054/13.4	15.7	17.2			5.5	80	967	WZEZ-F	
5. WKDF-F	102/ 8.5	11.3	12.5	15.6	14.4	12.0	213/2942	1603/20.4	20.8	22.8			13.3	195	2031	WKDF-F	
6. WLAC-F	72/ 6.0	7.0	6.5	8.1	7.9	6.9	110/1864	1076/13.7	15.7	19.9			5.3	78	987	WLAC-F	
7. WSM	68/ 5.6	3.9	5.5	5.3	7.0	5.1	122/1986	943/12.0	13.4	15.6			3.8	56	1040	WSM	
8. WGFX-F	66/ 5.5	6.4	6.4	5.5	5.5	6.0	93/1521	1025/13.0	16.5	18.0			5.5	81	1229	WGFX-F	
9. WQK-F	65/ 5.4	6.5	7.6	7.5	5.8	6.8	67/ 915	838/10.7	10.9	11.8			8.5	125	1470	WQK-F	
10. WVOL	37/ 3.1	2.2	2.6	2.6	3.5	2.6	38/ 531	501/ 6.4	6.1	8.0			1.7	25	443	WVOL	
11. WRMX-F	35/ 2.9	3.3	4.1	2.6	3.7	3.2	38/ 837	669/ 8.5	8.5	8.3			2.1	31	548	WRMX-F	
12. WLAC	34/ 2.8	4.1	2.9	3.8	3.5	3.4	37/ 718	626/ 8.0	8.2	9.6			2.6	38	576	WLAC	

12+ FM SHARE (METRO): 80.54% (890 of 1105) (WIN 87: 80.41%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WYHY-F	1. WYHY-F	1. WLAC-F	1. WSM-F	1. WSM-F	1. WKDF-F	1. WKDF-F	1. WKDF-F	1. WKDF-F	1. WSIX-F
2. WKDF-F	2. WLAC-F	2. WSIX-F	2. WSIX-F	2. WSIX-F	2. WYHY-F	2. WGFX-F	2. WGFX-F	2. WSIX-F	2. WSM-F
3. WLAC-F	3. WKDF-F	WSM-F	3. WLAC-F	3. WLAC-F	3. WSM-F	3. WYHY-F	3. WWRB-F	3. WSM-F	3. WKDF-F
4. WQK-F	4. WSIX-F	4. WGFX-F	4. WYHY-F	4. WYHY-F	4. WGFX-F	4. WSM-F	4. WSIX-F	4. WGFX-F	4. WZEZ-F
5. WSIX-F	5. WSM-F	5. WYHY-F	5. WKDF-F	5. WYHY-F	5. WSIX-F	5. WSIX-F	WSM-F	5. WYHY-F	5. WGFX-F
	6. WQK-F	6. WKDF-F		6. WGFX-F					
	7. WGFX-F			WKDF-F					

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAMB	1160	Nashville	1.0/2.5
WDBL-F	94.3	Springfield	.4/1.7
WDKN	1260	Dickson	.9/ .8
WQZQ-F	102.3	Dickson	.2/ .5
WGNS	1450	Murfreesboro	.3/1.4
WKDA	1240	Nashville	1.2/2.7
WMDB	880	Nashville	1.4/3.0
WNAH	1360	Nashville	.7/1.0
WSIX	980	Nashville	.7/2.8
WWRB-F	100.1	Franklin	1.5/3.5

RADIO STATIONS

WAMB, 1160,	50 KW/1 KW (DA-N)	, NOSTALGIA	MBS, \$ 20.00*	(Roslin)	
WKDA, 1240,	1 KW	, OLDIES	ABC-R, ABC-I, \$ 24.00*	(Katz)	Dick
WLAC, 1510,	50 KW (DA-N)	, NEWS/TALK	CBS, \$ 51.00*	(Durpetti)	Fairmont
WMDB, 880,	2.5 KW (DAYS, DA)	, BLACK	, \$ 20.00 (---)		
WNAH, 1360,	1 KW (DAYS)	, RELIGION	, \$ 16.00 (---)		
WNKZ, 1430,	5 KW/1 KW (DA-N)	, AC	, \$ NA (Republic)		
WNQM, 1300,	5 KW (DA-N)	, RELIGION	, \$ 10.00 (---)		
WSIX, 980,	5 KW (DA-N)	, MOR	APR, \$ 33.00*	(Mc-Guild)	Hicks
WSM, 650,	50 KW	, COUNTRY	NBC, \$ 57.00*	(Christal)	
WVOL, 1470,	5 KW/1 KW (DA-2)	, BLACK	NBN, \$ 30.00*	(Republic)	
WWGM, 1560,	10 KW (DAYS, DA)	, RELIGION	, \$ 13.00 (---)		
WKDF-F, 103.3,	100 KW @ 1220, AOR		ABC-R, ABC-E, \$ 99.00*	(Katz)	Dick
WLAC-F, 105.9,	100 KW @ 1229, AC		, \$109.00*	(Durpetti)	Fairmont
WQK-F, 92.1,	1.5 KW @ 430, BLACK		, \$ 45.00*	(Republic)	
WSIX-F, 97.9,	100 KW @ 1145, COUNTRY		, \$ 60.00*	(Mc-Guild)	Hicks
WSM-F, 95.5,	100 KW @ 1280, COUNTRY		, \$106.00*	(Christal)	Gaylord
WRMX-F, 96.3,	100 KW @ 840, AC		, \$ 52.00*	(Torbet)	Signature
WGFX-F, 104.5,	100 KW @ 1050, CLASSIC ROCK		ABC-F, \$ 46.00*	(Banner)	Capitol-Johnson
WYHY-F, 107.5,	100 KW @ 780, CHR		US 2, \$ 60.00*	(Eastman)	Jacor
WZEZ-F, 92.9,	100 KW @ 1053, BTFL/EZ		, \$ 64.00*	(Durpetti)	South Central
WWRB-F, 100.1,	3 KW @ ??, AOR/CHR		CBS-R, \$ 30.00*	(Republic)	

NASSAU - SUFFOLK

Arbitron Rank/Pop (12+): 12/2,279,700

MSA Rank/Pop: 10/2,655,700
New York ADI
Average Person Ratings: 17.6
Market TSL: 23.3 hours

Stations: 43/16
Diaries: 1872/1199:1/50.3%
Sample Target: 1650
% Below Line: NA
% Not Listed: NA

1987 Revenue: NA
HH Inc.: \$48,900
Retail S: 21.5 Bill
Pop per Station: NA
#1 Biller: NA

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA* 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. WALK A/F	276/7.0	6.1	6.3	4.6	5.8	6.0	----	2999/12.9	14.5	13.0			4.5	175	2350	WALK A/F
2. WHLI	200/5.1	5.2	3.5	3.0	3.6	4.2	----	1144/ 5.1	5.0	5.3			2.3	88	607	WHLI
3. WBLI-F	186/4.7	4.9	5.1	5.1	5.7	5.0	----	2802/12.5	13.0	13.5			5.1	200	3366	WBLI-F
4. WBAB-F	182/4.6	5.5	5.1	5.9	4.3	5.3	----	2766/12.3	12.7	11.7			7.0	273	3608	WBAB-F
5. WQHT-F	144/3.7	3.0	3.6	3.4	3.6	3.4	----	2162/ 9.6	9.5	10.2			6.0	232	3269	WQHT-F
6. WKJY-F	111/2.8	1.5	2.3	2.1	1.8	2.2	----	1307/ 5.8	4.5	5.0			1.4	54	963	WKJY-F
7. WGSM	77/2.0	2.4	2.3	2.2	3.0	2.2	----	503/ 2.2	3.0	3.2			1.0	39	349	WGSM
8. WDRE-F	69/1.8	1.6	1.8	3.3	2.2	2.1	----	949/ 4.2	4.9	5.7			2.7	105	1313	WDRE-F
9. WCTO-F	59/1.5	2.7	1.8	2.3	2.8	2.1	----	781/12.5	6.7	5.8			.9	34	859	WCTO-F
10. WBAZ	28/ .7	.4	.4	---	---	0.5	----	318/ 1.4	1.2	---			---	---	---	WBAZ
11. WBAB	13/ .3	---	.3	.6	.3	0.4	----	350/ 1.6	---	2.4			.2	7	179	WBAB
WLNK A/F	13/ .3	.4	.4	---	.3	0.4	----	223/ 1.0	.8	.9			---	---	---	WLNK A/F
WRCN-F	13/ .3	.7	.8	.6	.6	0.6	----	376/ 1.7	2.1	2.2			1.2	---	---	WRCN-F
14. WWHB-F	12/ .3	.5	---	---	---	0.4	----	236/ 1.1	1.0	---			---	---	---	WWHB-F

*This market's metro and TSA are the same
NOTE: Only Nassau-Suffolk stations are listed in the rankers

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

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WQHT-F>	1. WBAB-F>	1. WALK-F+	1. WALK-F+>	1. WALK-F+>	1. WALK-F+	1. WALK-F>	1. WALK-F	1. WALK-F	1. WQHT-F	1. WALK-F>
2. WBLI-F>	2. WQHT-F	2. WBAB-F	2. WBLI-F>	2. WBLI-F	2. WHLI >	2. WBLI-F	2. WBLI-F	2. WBAB-F	2. WBAB-F	2. WBAB-F>
3. WBAB-F	3. WALK-F+	3. WBLI-F	3. WBAB-F	3. WBAB-F	3. WBAB-F	3. WBAB-F	3. WQHT-F	3. WQHT-F	3. WBLI-F	3. WBLI-F
4.	4. WBLI-F	4. WQHT-F	4. WKJY-F	4. WKJY-F	4. WGSM	4. WHLI	4. WKJY-F	4. WHLI	4. WDRE-F	4.
5.	5. WDRE-F	5. WKJY-F	5.	5. WHLI	5. WKJY-F	5. WKJY-F	5. WHLI	5. WBLI-F	5. WALK-F	5.
6. WKJY-F					6. WCTO-F					

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

See New York for more about the following:

WABC	2.6/ 8.4	WMCA	1.1/ 2.9	WPIX-F	1.0/ 3.9
WBSL-F	1.1/ 2.9	WNBC	1.5/ 6.5	WQXR	.1/ 1.0
WCBS	3.8/14.3	WNCN-F	1.2/ 3.1	WQXR-F	1.3/ 4.0
WCBS-F	4.2/12.5	WNEW	1.3/ 3.0	WRKS-F	1.1/ 3.6
WFAN	.8/ 3.6	WNEW-F	3.2/10.2	WWPR	3.9/14.5
WHTZ-F	6.5/18.6	WNSR-F	2.6/ 8.2	WXRK-F	4.0/11.2
WINS	2.8/13.2	WOR	4.2/ 9.6	WYNY-F	2.1/ 6.6
WLTW	2.4/ 7.8	WPAT-F	2.7/ 6.1		

WEZN-F	99.9	Bridgeport	1.5/3.3
WJAZ-F	96.7	Stamford	.7/2.5
WPLR-F	99.1	New Haven	.5/1.9
WRTN-F	93.5	New Rochelle	.4/1.1

RADIO STATIONS

WBAB, 1240, 1 KW	, TALK	,\$ 32.00* (MMR)	Noble
WGSM, 740, 25 KW (DAYS)	, MOR	,\$ 55.00* (Roslin)	Greater Media
WHLI, 1100, 10 KW (DAYS,DA)	, NOSTALGIA	,\$ 65.00 (Roslin)	Barnstable
WLIX, 540, 250 W (DAYS)	, RELIGION	UPI,\$ 28.00 (---)	
WALK-F+, 97.5, 45 KW @ 530, AC		,\$118.00* (Durpetti)	American
WBAB-F, 102.3, 3 KW @ 268, AOR		,\$125.00 (MMR)	Noble
WBLI-F, 106.1, 10 KW @ 500, CHR		,\$115.00* (Masla)	Beck-Ross
WCTO-F, 94.3, 3 KW @ 300, BTFL/EZ		,\$ 84.00 (Roslin)	Greater Media
WKJY-F, 98.3, 3 KW @ 300, BTFL/EZ		Trans,\$ 69.00 (Roslin)	Barnstable
WDRE-F, 92.7, 3 KW @ 300, AOR (?)		,\$ 80.00 (Masla)	
WRCN-F, 103.9, 1.5 KW @ 466, AOR		,\$ 50.00* (---)	(RIVERHEAD)
WSBH-F, 95.3, 2.6 KW @ 400, AC		,\$ 22.00 (Katz)	Faircom (SOUTHAMPTON)

NEW ORLEANS

Arbitron Rank/Pop (12+): 31/1,103,100
 MSA Rank/Pop: 34/1,360,000
 ADI # 35
 Average Person Ratings: 17.8
 Market TSL: 24.0 hours

Stations: 24/20
 Diaries: 1542/712:1/49.9%
 Sample Target: 1500
 % Below Line: 2.5
 % Not Listed: 8.7

1987 Revenue: \$25,900,000
 HH Inc.: \$29,286
 Retail S: 8.8 Bil
 Pop per Station: 54,875
 #1 Biller: WEZB-F \$4,600,000

12+ METRO	1/4/SHARE	12+ METRO					4 Book Avg.	12+ TSA 1/4/CUME	CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
		FAL 87	SUM 87	SPG 87	WIN 87												
1. WQUE A/F	293/15.0	15.6	12.4	15.2	14.6	14.6	383/3812	3097/28.2	30.7	28.5			19.1	358	3991	WQUE A/F	
2. WYLD-F	210/10.8	9.0	11.5	12.2	12.2	10.9	26/458	356/3.2	17.0	18.8			14.2	267	2476	WYLD-F	
3. WEZB-F	172/8.8	10.0	9.7	9.6	9.4	9.5	199/3105	2465/22.5	26.5	23.9			10.4	195	3026	WEZB-F	
4. WBYU-F	154/7.9	9.9	7.7	9.4	7.4	8.7	182/1929	1522/13.9	15.9	15.2			5.1	96	1434	WBYU-F	
5. WWL	119/6.1	5.1	5.8	4.3	5.9	5.3	154/2649	1935/17.6	17.8	16.2			5.4	101	1417	WWL	
6. WLTS-F	115/5.9	7.3	8.1	5.9	6.7	6.8	141/1828	1385/14.2	17.6	15.8			4.7	88	1111	WLTS-F	
7. WRNO-F	107/5.5	5.6	5.2	4.9	6.1	5.3	133/2015	1482/13.5	15.4	15.3			7.6	142	2147	WRNO-F	
8. WNOE-F	98/5.0	4.7	4.8	4.9	3.8	4.9	148/1966	1269/11.6	11.7	11.2			4.9	91	1336	WNOE-F	
9. WLMG-F	95/4.9	2.8	3.5	4.8	4.2	4.0	109/1692	1394/12.7	10.2	11.3			4.4	83	1407	WLMG-F	
10. WBOK	82/4.2	4.4	4.5	6.2	5.1	4.8	88/756	675/6.2	7.5	8.3			2.3	44	943	WBOK	
11. WCKW-F	78/4.0	3.1	4.6	2.8	2.8	3.6	111/1279	803/7.3	8.3	6.0			4.3	81	1085	WCKW-F	
12. WSMB	72/3.7	3.1	3.8	2.4	3.2	3.3	75/593	558/5.1	5.3	6.1			3.5	65	814	WSMB	
13. WTIX	33/1.7	2.0	2.2	3.1	2.4	2.3	61/1258	710/6.5	6.9	7.0			1.3	24	658	WTIX	
14. WWIW	31/1.6	1.9	2.1	2.3	1.5	2.0	31/493	487/4.4	4.6	4.3			2.1	39	773	WWIW	
15.																	
16.																	
17.																	
18.																	
19.																	
20.																	
21.																	
22.																	
23.																	
24.																	
25.																	

12+ FM SHARE (METRO): 76.23% (1360 of 1784) (WIN 87: 73.74%)

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

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WNOE	1060	New Orleans	1.1/3.0
WSHO	800	New Orleans	.4/1.3
WVOG	600	New Orleans	.5/1.1
WYAT	990	New Orleans	.9/3.3
WYLD	940	New Orleans	1.0/3.2
KHAA-F	106.7	Port Sulphur	1.3/1.8
WFME-F	102.5	Baton Rouge	.4/1.8
WGGZ-F	98.1	Baton Rouge	.4/1.0
WKJN-F	103.3	Hammond	.4/2.4

RADIO STATIONS

AM STATIONS

WBOK, 1230, 1 KW	, GOSPEL	SBN, \$ 31.00* (Republic)	Willis
WQUE, 1280, 5 KW (DA-1)	, BLACK	SMN, \$ 21.00* (HNWH)	Clear Channel
WNOE, 1060, 50 KW/5 KW (DA-2)	, COUNTRY	ABC-E, \$ 30.00* (Mc-Guild)	Noe
WSHO, 800, 1 KW (DAYS, DA)	, RELIGION	APR, \$ 25.00* (---)	
WSMB, 1350, 5 KW (DA-N)	, TALK	ABC-I, MBS, \$ 32.00* (Smith)	
WTIX, 690, 10 KW/5 KW (DA-2)	, AC	NBC, MBS, \$ 40.00* (Mc-Guild)	Price
WVOG, 600, 1 KW (DAYS)	, RELIGION	, \$ 10.00 (---)	
WWIW, 1450, 1 KW	, NOSTALGIA	SMN, \$ 27.00* (Target)	
WWL, 870, 50 KW	, NEWS/TALK	CBS, \$ 70.00* (Katz)	Loyola University
WYAT, 990, 250 W	, OLDIES	CBS-R, \$ 22.00* (Durpetti)	
WYLD, 940, 10 KW/500 W (DA-2)	, BLACK	, \$ 27.00* (Banner)	Inter-Urban

FM STATIONS

WLMG, 101.9, 100 KW @ 825, AC	, \$ 46.00* (Katz)	Loyola University
WBYU, 95.7, 100 KW @ 600, BTFL/EZ	, \$ 58.00* (Christal)	Stoner
WCKW, 92.3, 100 KW @ 440, CLASSIC AOR	ABC-D, \$ 30.00* (Republic)	(LAPLACE)
WEZB, 97.1, 100 KW @ 511, CHR	US 1, \$100.00* (MMR)	EZ
WNOE, 101.1, 100 KW @ 440, COUNTRY	ABC-E, \$ 50.00* (Mc-Guild)	Noe
WQUE, 93.3, 100 KW @ 512, CHR/URBAN	, \$ 69.00* (HNWH)	Clear Channel
WRNO, 99.5, 100 KW @ 1049, AGR	ABC-R, ABC-F, \$ 55.00* (MMR)	
WYLD, 98.5, 100 KW @ 480, BLACK	, \$ 70.00* (Banner)	Inter-Urban
WLTS, 105.3, 100 KW @ 902, AC	CBS-R, \$ 57.00* (Durpetti)	

NEW YORK

Arbitron Rank/Pop (12+): 1/13,958,100

Stations: 46/45
Diaries: 5868/2395:1/46.5%
Sample Target: 4000
% Below Line: 0.4
% Not Listed: 9.7

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

MSA Rank/Pop: 1/15,300,000

ADI # 1

Average Person Ratings: 18.9

Market TSL: 24.5 hours

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. WHTZ-F	1654/6.2	6.0	6.2	5.8	5.1	6.1	1738/25965	25003/17.8	17.4	16.0			7.5	1981	28082	WHTZ-F
2. WINS	1311/4.9	5.0	4.5	4.5	5.4	4.7	1320/26684	26308/18.7	19.5	20.3			4.6	1216	20769	WINS
3. WPAT-F	1246/4.7	4.4	4.6	4.8	4.3	4.6	1316/14716	13996/10.0	10.1	10.1			4.5	1173	10895	WPAT-F
4. WQHT-F	1214/4.6	3.7	4.3	4.4	3.5	4.3	1235/16860	16335/11.6	10.3	9.3			5.6	1464	17058	WQHT-F
5. WLTW-F	1213/4.6	4.7	4.3	4.1	4.0	4.4	1216/15993	15740/11.2	12.3	11.6			2.4	638	10183	WLTW-F
6. WBLS-F	1211/4.6	4.1	4.8	4.6	4.7	4.5	1241/14281	13905/ 9.9	9.8	11.4			5.7	1496	15856	WBLS-F
7. WCBS-F	1150/4.3	3.6	3.8	3.7	3.9	3.9	1191/17442	16440/11.7	11.3	12.2			3.1	827	10900	WCBS-F
8. WWPR-F	1079/4.1	4.7	4.8	4.8	4.8	4.6	1134/23110	21810/15.5	16.4	17.8			3.7	982	19292	WWPR-F
9. WRKS-F	1059/4.0	4.6	4.6	4.4	4.8	4.4	1096/13320	12802/ 9.1	9.4	10.9			6.3	1654	16365	WRKS-F
10. WOR	1041/3.9	4.5	4.5	4.4	5.6	4.3	1146/16145	14584/10.4	11.2	13.3			4.0	1053	12341	WOR
11. WNEW-F	927/3.5	3.3	4.0	3.5	3.6	3.6	993/15696	14855/10.6	9.5	10.1			4.2	1109	14877	WNEW-F
12. WXRK-F	921/3.5	2.8	3.7	3.3	2.9	3.3	991/16820	15518/11.0	10.4	9.5			4.2	1111	13788	WXRK-F
13. WCBS	906/3.4	3.2	3.1	3.3	3.4	3.3	1027/21568	18629/13.3	12.4	13.6			3.2	945	14709	WCBS
14. WYNY-F	794/3.0	2.7	1.9	1.6	1.6	2.3	892/11808	10572/ 7.5	7.1	7.4			1.8	472	6903	WYNY-F
15. WNSR-F	750/2.8	2.9	2.8	2.5	3.2	2.8	757/13517	13116/ 9.3	9.6	9.5			2.1	563	8729	WNSR-F
16. WABC	703/2.6	2.4	2.9	2.9	3.0	2.7	842/14662	12256/ 8.7	9.4	10.3			2.9	756	11094	WABC
17. WNEW	431/1.6	2.0	1.9	1.8	1.6	1.8	449/ 6806	6444/ 4.6	5.7	5.1			1.2	312	5355	WNEW
18. WNCN-F	428/1.6	1.3	1.4	1.6	1.8	1.5	461/ 7650	7219/ 5.1	4.9	5.1			1.2	323	6151	WNCN-F
19. WQXR-F	382/1.4	1.2	1.5	1.3	1.4	1.4	403/ 6623	6308/ 4.5	.9	.9			1.8	481	6574	WQXR-F
20. WADO	380/1.4	2.4	1.8	1.6	2.0	1.8	380/ 3491	3461/ 2.5	3.5	3.4			.8	210	4480	WADO
21. WPAT	359/1.4	1.6	1.5	1.5	1.4	1.5	363/ 5668	5573/ 4.0	5.1	4.5			1.2	313	3637	WPAT
22. WPIX-F	341/1.3	1.4	1.6	1.4	1.8	1.4	354/ 7370	7089/ 5.0	5.4	6.8			.7	186	4101	WPIX-F
23. WSKQ	336/1.3	1.2	.8	2.0	1.2	1.3	336/ 3110	3110/ 2.2	2.1	2.6			.8	212	3178	WSKQ
24. WKDM	321/1.2	1.2	.6	1.2	.9	1.1	321/ 2738	2738/ 1.9	2.2	1.9			.5	139	1757	WKDM
25. WALK-F	282/1.1	.9	1.0	.7	.9	.9	313/ 3511	3081/ 2.2	2.4	2.1			.7	186	2722	WALK-F

12+ FM SHARE (METRO): 65.71% (15744 of 23959) (WIN 87: 62.35%)

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

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WALK A/F	1370	Patchogue	---/ .2
WBAB-F	102.3	Babylon	.8/2.3
WBLI	106.1	Babylon	.7/2.1
WCTC	1450	New Brunswick	.3/ .8
WDRE-F	92.7	Garden City	.8/2.0
WEVD-F	97.9	New York	.3/1.8
WFAN	1050	New York	1.0/3.7
WFME-F	94.7	Newark	.5/1.4
WGSM	740	Huntington	.4/ .5
WHLI	1100	Hempstead	1.0/1.1
WHUD-F	100.7	Peekskill	.6/1.2
WJIT	1480	New York	.6/1.1
WKJY-F	98.3	Hempstead	.5/1.2
WLIB	1190	New York	.7/1.9
WMCA	570	New York	.9/3.4
WMGO-F	98.3	New Brunswick	.3/ .7
WNBC	660	New York	1.0/4.6
WNJR	1430	Newark	.5/1.4
WQXR	1560	New York	.3/1.3
WWDJ	970	Hackensack	.5/1.2
WWRL	1600	New York	1.1/2.2
WEZN-F	99.9	Bridgeport	.4/1.1

RADIO STATIONS

AM STATIONS

WABC, 770, 50 KW	, TALK	ABC-I, \$210.00*	(Banner)	Cap Cities/ABC
WADO, 1280, 5 KW (DA-1)	, SPANISH	, \$150.00	(---)	
WCBS, 880, 50 KW	, NEWS	CBS, \$375.00	(CBS)	CBS
WFAN, 1050, 50 KW (DA-1)	, SPORTS	MBS, \$200.00	(Eastman)	Emmis
WINS, 1010, 50 KW (DA-1)	, NEWS	ABC-D, \$360.00*	(Group W)	Westinghouse
WJIT, 1480, 5 KW (DA-2)	, SPANISH AC	, \$121.00	(Caballero)	Infinity
WKDM, 1330, 5 KW (DA-1)	, SPANISH CONTEMP	, \$100.00*	(MMR)	United
WLIB, 1190, 10 KW (DAYS, DA)	, BLACK NEWS/TALK	SBN, \$100.00	(Mc-Guild)	Inner City
WMCA, 570, 5 KW (DA-1)	, TALK	MBS, APR, \$120.00	(CBS)	Federal
WNBC, 660, 50 KW	, AC	NBC, \$260.00*	(HNWH)	NBC
WNEW, 1130, 50 KW (DA-N)	, NOSTALGIA	, \$244.00	(Katz)	Metropolitan
WOR, 710, 50 KW (DA-1)	, TALK	US 2, ABC-E, \$325.00	(Republic)	RKO
WNYM, 1330, 5 KW (DA-1)	, RELIGION	, \$ 30.00	(---)	Salem
WPAT, 930, 5 KW (DA-2)	, BTFL/EZ	, \$ NA	(Katz)	Park
WSKQ, 620, 5 KW (DA-2)	, SPANISH CONTEMP	, \$140.00*	(Caballero)	Spanish Broadcast
WWDJ, 970, 5 KW (DA-2)	, RELIGION	, \$ 40.00	(---)	
WWRL, 1600, 5 KW (DA-2)	, BLACK GOSPEL	NBN, \$ 90.000	(---)	Unity

FM STATIONS

WBLS, 107.5, 5.4 KW @ 1241, BLACK	ABC-F, \$350.00	(Mc-Guild)	Inner City
WCBS, 101.1, 4.6 KW @ 1300, OLDIES/AC	CBS-R, \$300.00*	(CBS)	CBS
WEVD, 97.9, 7.6 KW @ 1220, BIG BAND/ETHNIC	, \$ 70.00	(Groskin)	
WFME, 94.7, 38 KW @ 570, RELIGION	, \$ NA	(---)	Family
WHTZ, 100.3, 7.8 KW @ 1220, CHR	, \$410.00*	(Christal)	Malrite
WHUD, 100.7, 50 KW @ 500, BTFL/EZ	, \$ 75.00*	(Masla)	
WLTW, 106.7, 7.6 KW @ 1220, SOFT AC	, \$425.00	(MMR)	Viacom
WNCN, 104.3, 7.6 KW @ 1220, CLASSICAL	APR, \$150.00	(CMBS)	GAF
WNEW, 102.7, 7.8 KW @ 1220, AOR	Source, \$310.00*	(Katz)	Metropolitan
WNSR, 105.1, 7.8 KW @ 1220, AC	, \$330.00	(Mc-Guild)	Bonneville
WPAT, 93.1, 5.3 KW @ 1420, BTFL/EZ	, \$250.00	(Katz)	Park
WPIX, 101.9, 5.3 KW @ 1420, AC	, \$180.00	(Christal)	Tribune Co.
WWPR, 95.5, 7.2 KW @ 1335, CHR	ABC-R, \$450.00*	(Banner)	Cap Cities/ABC
WQHT, 103.5, 5.8 KW @ 1390, URBAN/CHR	, \$270.00	(Eastman)	Emmis
WQXR, 96.3, 7.8 KW @ 1220, CLASSICAL	, \$175.00	(Mc-Guild)	New York Times
WRKS, 98.7, 7.8 KW @ 1250, URBAN	US 1, \$300.00*	(Republic)	RKO
WXRK, 92.3, 5.4 KW @ 1200, CLASSIC AOR	ABC-R, \$450.00	(Torbet)	Infinity
WYNY, 97.1, 7.2 KW @ 1300, COUNTRY	, \$270.00*	(HNWH)	NBC

NORFOLK

Arbitron Rank/Pop (12+): 33/1,076,000

Stations: 24/23
Diaries: 1377/790:1/57.7
Sample Target: 1230
% Below Line: 0.5
% Not Listed: 7.6

198 Revenue: \$30,400,000

HH inc.: \$34,450

Retail \$: 8.2 Bil

Pop per Station: 47,313

#1 Biller: WNOR A/F \$4,800,000

MSA Rank/Pop: 33/1,330,000

ADI # 43

Average Person Ratings: 16.7

Market TSL: 22.0 hours

12+ METRO	1/4/SHARE	12+ METRO					4 Book Avg.	12+ TSA 1/4/CUME	CUME/CJME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
		FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.											
1. WFOG-F	185/10.2	7.5	8.7	8.1	9.3	8.6	207/1361	1641/15.1	15.1	15.9			5.5	116	1392	WFOG-F	
2. WNVZ-F	181/10.0	8.9	8.0	9.2	9.6	9.0	199/2922	2631/24.2	23.8	24.8			11.7	246	3260	WNVZ-F	
3. WCMS A/F	177/ 9.7	9.9	8.1	11.0	9.3	9.7	212/2243	1813/16.7	15.9	15.7			8.2	171	2220	WCMS A/F	
4. WNOR A/F	170/ 9.3	9.2	12.5	11.2	10.2	10.6	186/1863	1704/15.7	17.4	17.9			14.3	300	2499	WNOR A/F	
5. WOWI-F	119/ 6.6	6.2	6.3	6.2	8.1	6.3	132/1897	1670/15.3	14.0	18.8			8.6	181	1828	WOWI-F	
6. WMYK-F	113/ 6.2	6.6	7.3	5.7	4.6	6.5	144/1980	1576/14.5	15.6	13.7			8.7	183	2341	WMYK-F	
7. WGH-F	107/ 5.9	6.5	5.0	4.9	5.1	5.6	135/1965	1578/14.5	17.2	15.2			6.1	127	1778	WGH-F	
8. WWDE-F	93/ 5.1	6.6	5.8	5.7	5.6	5.8	105/1499	1339/12.3	14.8	14.3			6.2	130	1541	WWDE-F	
9. WLTY-F	78/ 4.3	4.5	4.8	4.6	5.5	4.6	91/1451	1177/10.8	12.3	13.9			2.3	48	803	WLTY-F	
10. WPCE	71/ 3.9	3.1	2.6	1.9	3.7	2.9	72/ 839	810/ 7.4	6.0	7.6			1.8	37	735	WPCE	
11. WJQI-F	65/ 3.6	4.5	3.5	4.2	1.9	4.0	67/1041	1002/ 9.2	9.5	4.2			2.2	46	668	WJQI-F	
12. WTAR	63/ 3.5	3.2	5.7	4.5	5.2	4.2	64/1190	1138/10.5	9.9	12.8			2.0	41	1080	WTAR	
13. WRAP	48/ 2.6	3.5	4.0	3.8	4.7	3.5	50/ 927	901/ 8.3	9.4	12.0			4.2	88	651	WRAP	
14. WSKX-F	42/ 2.3	2.6	2.0	2.8	1.0	2.4	103/1242	637/ 5.9	6.2	3.3			1.6	34	577	WSKY-F	
15. WKEZ-F	40/ 2.2	.8	.6	1.0	1.1	1.2	64/ 628	408/ 3.7	1.7	2.8			1.4	30	416	WKEZ-F	
16. WNIS	33/ 1.8	2.4	2.2	1.8	1.8	2.1	35/ 599	594/ 5.5	6.1	4.6			2.7	56	488	WNIS	
17. WXRI-F	30/ 1.7	2.4	1.0	1.8	1.3	1.7	30/ 491	455/ 4.2	6.7	4.5			2.7	56	909	WXRI-F	
18.																	
19.																	
20.																	
21.																	
22.																	
23.																	
24.																	
25.																	

12+ FM SHARE (METRO): 83.89% (1406 of 1676) (WIN 87: 31.96%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AM	12+ MID	12+ PM	12+ EVE	OVERNIGHT
1. WNVZ-F	1. WNOR-F	1. WNOR-F	1. WCMS-F	1. WCMS-F	1. NOT	1. WCMS-F	1. WFOG-F	1. WNVZ-F	1. WNVZ-F	1. WFOG-F
2. WGH-F	2. WNVZ-F	2. WNVZ-F	2. WNOR-F	2. WNOR-F	2. AVAIL-	2. WFOG-F	2. WCMS-F	2. WCMS-F	2. WNOR-F	2. WPCE
3. WMYK-F	3. WMYK-F	3. WOWI-F	3. WNVZ-F	3. WNVZ-F	3. ABLE	3. WNVZ-F	3. WNOR-F	3. WNOR-F	3. WOWI-F	3. WNOR-F
4. WNOR-F	4. WGH-F	4. WCMS-F	4. WOWI-F	4. WWDE-F	4.	4. WNOR-F	4. WNVZ-F	4. WFOG-F	4. WMYK-F	4. WCMS-F
5. WOWI-F	5. WOWI-F	5. WMYK-F	5. WWDE-F	5. WFOG-F	5.	5. WWDE-F	5. WWDE-F	5. WGH-F	5. WGH-F	5. WNVZ-F
6.	6. WCMS-F	6. WGH-F	6. WJQI-F	6. WOWI-F	6.	6. WOWI-F	6. WGH-F	6. WMYK-F	6. WFOG-F	6. WMYK-F
7.	7. WLTY-F	7. WWDE-F	7. WLTY-F	7. WJQI-F	7.	7. WMYK-F	7. WLTY-F	7. WOWI-F	7.	7. WRAP
8.	8. WWDE-F	8.	8.	8. WLTY-F	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WNVZ-F	1. WNVZ-F	1. WNVZ-F	1. WNVZ-F	1. WCMS-F	1. WNOR-F	1. NOT	1. WNOR-F	1. WNOR-F	1. WNOR-F
2. WOWI-F	2. WOWI-F	2. WMYK-F	2. WOWI-F	2. WNVZ-F	2. WGH-F	2. AVAIL-	2. WNOR-F	2. WCMS-F	2. WCMS-F
3. WGH-F	3. WMYK-F	3. WCMS-F	3. WWDE-F	3. WWDE-F	3. WMYK-F	3. ABLE	3. WCMS-F	3. WNUZ-F	3. WOWI-F
4. WMYK-F	4. WGH-F	4. WNOR-F	4. WCMS-F	4. WFOG-F	4. WNVZ-F	4.	4. WNVZ-F	4. WMYK-F	4. WNVZ-F
5. WNOR-F	5. WNOR-F	5. WOWI-F	5. WMYK-F	5. WLTY-F	5. WOWI-F	5.	5. WGH-F	5. WGH-F	5. WWDE-F
6. WLTY-F	6. WLTY-F	6. WGH-F	6. WLTY-F	6. WMYK-F	6. WCMS-F	6.	6. WMYK-F	6. WOWI-F	6. WFOG-F
7.	7. WWDE-F	7. WLTY-F	7. WJQI-F	7. WOWI-F	7.	7.	7. WOFM-F	7. WWDE-F	7. WTAR
8.	8.	8. WJQI-F	8. WGH-F	8.	8.	8.	8.	8.	8.
9.	9.	9.	9. WNOR-F	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGH	1310	Newport News	.7/1.9
WOFM-F	92.1	Moyock	1.3/3.1
WTJZ	1270	Newport News	.7/1.9
WZAM	1110	Norfolk	.3/1.3
WQSF-F	96.5	Williamsburg	.4/1.4

RADIO STATIONS

AM STATIONS

WCMS, 1050,	5 KW (DAYS)	, COUNTRY	ABC-E,\$ NA	(Katz)	
WJQI, 1600,	5 KW (DAYS)	, NOSTALGIA (?)	,\$ 17.00	(Masla)	
WGH, 1310,	5 KW (DA-N)	, CHR	ABC-F,\$ 25.00*	(Banner)	
WLPM, 1450,	1 KW	, ? ?	,\$ 15.00	(MMR)	
WNIS, 850,	5 KW/1 KW (DA-N)	, NEWS/TALK	ABC-T,NBC-T,\$ 41.00*	(Roslin)	Sinclair
WPCE, 1400,	1 KW	, GOSPEL	SBN,\$ 20.00	(Mc-Guild)	Willis
WPEX, 1490,	1 KW (DA-1)	, OLDIES	,\$ 18.00	(---)	
WPMH, 1010,	5 KW (DAYS,DA)	, RELIGION	MBS,\$ 10.00	(Keystone)	
WRAP, 1350,	5 KW (DA-2)	, BLACK	NBN,\$ 40.00	(Masla)	
WTAR, 790,	5 KW (DA-N)	, OLDIES/MOR	CBS,\$ 51.00*	(Christal)	Landmark
WTJZ, 1270,	1 KW (DA-N)	, RELIGION (?)	,\$ 15.00	(Republic)	
WZAM, 1110,	50 KW (DAYS,DA)	, GOSPEL	NBN,\$ 20.00	(Durpetti)	

FM STATIONS

WCMS, 100.5,	50 KW @ 509,	COUNTRY	ABC-E,\$ 90.00*	(Katz)	
WFOG, 92.9,	50 KW @ 480,	BTFL/EZ	,\$ 75.00*	(MMR)	JAG
WGH, 97.3,	74 KW @ 420,	CHR	ABC-E,\$ 44.00	(Banner)	Susquehanna
WKEZ, 94.1,	50 KW @ 500,	COUNTRY	US 2,\$ 40.00	(Roslin)	Eure
WLTJ, 95.7,	40 KW @ 881,	AC	,\$ 79.00*	(Christal)	Landmark
WMYK, 93.7,	100 KW @ 940,	URBAN	,\$ 60.00	(Durpetti)	
WNOR, 98.7,	50 KW @ 549,	AOR	Source,\$ 88.00*	(Mc-Guild)	Saga
WJQI, 94.9,	50 KW @ 536,	SOFT AC	,\$ 30.00	(Torbet)	
WNVZ, 104.5,	50 KW @ 500,	CHR	,\$ 64.00*	(Republic)	Capitol-WRAL
WOWI, 102.9,	50 KW @ 500,	BLACK	SBN,\$ 49.00*	(Mc-Guild)	Willis
WSKX, 106.9,	100 KW @ 964,	COUNTRY	,\$ 25.00	(Torbet)	Hawthorne
WUDE, 101.3,	50 KW @ 380,	AC	CBS-R,\$ 64.00*	(Eastman)	Edens
WXRI, 105.3,	50 KW @ 500,	RELIGION	,\$ 40.00*	(Masla)	CBN

(ELIZABETH CITY)

WQSF-F - See Richmond

OKLAHOMA CITY

Arbitron Rank/Pop (12+): 43/822,400

Stations: 19/18
Diaries: 1109/744:1/51.9%
Sample Target: 1080
% Below Line: 0.4
% Not Listed: 8.9

1987 Revenue: \$21,200,000
HH Inc.: \$31,351
Retail \$: 8.2 Bil
Pop per Station: 45,856
#1 Biller: KXXY A/F \$3,800,000

MSA Rank/Pop: 46/995,000
ADI # 37
Average Person Ratings: 16.4
Market TSL: 21.8 hours

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. KXXY A/F	188/13.9	13.4	11.9	11.3	10.2	12.6	258/2680	1883/22.8	21.4	20.8			14.5	210	2114	KXXY A/F
2. KJYO-F	172/12.7	13.4	16.1	10.1	11.1	13.1	209/2674	2038/24.7	24.8	24.5			16.2	236	2337	KJYO-F
3. KKNG-F	122/ 9.0	7.4	7.6	7.6	9.4	7.9	141/1570	1308/15.8	14.8	16.3			5.8	84	777	KKNG-F
4. KATT-F	109/ 8.1	7.6	12.5	13.7	13.2	10.5	155/2051	1479/17.9	17.7	23.3			10.4	151	1897	KATT-F
5. KRXO-F	87/ 6.4	6.7	2.9	2.3	2.9	4.6	101/1458	1276/15.5	16.2	8.1			8.0	117	1341	KRXO-F
6. KTOK	84/ 6.2	7.6	7.4	7.8	7.6	7.3	91/1359	1160/14.1	19.4	17.5			6.7	98	1551	KTOK
7. KEBC-F	66/ 4.9	5.5	4.6	3.9	7.0	4.7	95/1561	1148/13.9	11.1	15.6			5.4	79	1271	KEBC-F
8. KOMA	65/ 4.8	3.3	3.9	4.2	3.4	4.1	92/1115	749/ 9.1	8.6	9.2			3.0	44	484	KOMA
9. KLTE-F	61/ 4.5	4.0	4.2	5.5	5.4	4.6	68/1237	985/11.9	12.8	15.5			3.0	44	624	KLTE-F
10. KMGL-F	59/ 4.4	4.6	3.2	3.3	3.4	3.9	75/1294	939/11.4	11.8	8.6			2.9	42	661	KMGL-F
11. KZBS-F	58/ 4.3	5.7	6.2	7.7	7.1	6.0	78/1399	1105/13.4	14.7	17.4			3.5	51	1068	KZBS-F
12. WKY	48/ 3.6	4.8	3.5	4.0	3.8	4.0	110/1678	929/11.3	11.9	9.8			4.4	64	970	WKY
13. KPRW	43/ 3.2	3.3	4.5	4.4	4.4	3.9	43/ 314	314/ 3.8	3.8	4.0			7.4	108	590	KPRW
14.																
15.																

12+ FM SHARE (METRO): 77.76% (958 of 1232) (WIN 87: 76.47%)

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

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KGFF	1450	Shawnee	.4/1.4
KJIL-F	104.9	Bethany	1.8/4.9
KKLR-F	97.9	Edmond	1.4/3.8
KQCV	800	Oklahoma City	1.2/2.6
KRMG	740	Tulsa	.4/1.5

RADIO STATIONS

KBYE, 890, 1 KW (DAYS)	, RELIGION	, \$ 9.00 (---)	
KOMA, 1520, 50 KW (DA-N)	, NOSTALGIA	NBC, \$ 38.00* (Durpetti)	Price
KPRW, 1140, 1 KW (DAYS)	, BLACK	SBN, \$ NA (Banner)	Surrey
KQCV, 800, 250 W (DAYS)	, RELIGION	, \$ 18.00 (---)	Bott
KTOK, 1000, 5 KW (DA-2)	, NEWS/TALK	ABC-I, \$ 63.00* (Banner)	Clear Channel
WKY, 930, 5 KW (DA-N)	, COUNTRY	ABC-E, \$ 43.00* (Christal)	Gaylord
KATT-F, 100.5, 100 KW @ 1200, AOR		Source, \$ 70.00* (Banner)	Surrey
KEBC-F, 94.7, 100 KW @ 440, COUNTRY		CBS-R, \$ 39.00* (Eastman)	Van Wagner
KRXO-F, 107.7, 100 KW @ 1027, CLASSIC ROCK		, \$ 36.00* (Durpetti)	Price
KJIL-F, 104.9, 3 KW @ 300, RELIGION		UPI, \$ 22.00* (---)	Swaggert
KJYO-F, 102.7, 100 KW @ 1003, CHR		, \$ 50.00* (Banner)	Clear Channel
KKLR-F, 97.7, 3 KW @ 300, OLDIES		, \$ 18.00 (Masla)	(EDMOND)
KKNG-F, 92.5, 100 KW @ 1000, BTFL/EZ		, \$ 60.00* (Christal)	New City
KLTE-F, 101.9, 100 KW @ 457, AC		, \$ 44.00* (Torbet)	Mel Wheeler
KMGL-F, 104.1, 100 KW @ 1425, SOFT AC		Trans, US 1, \$ 41.00* (Katz)	Guy Gannett
KXXY-F+, 96.1, 100 KW @ 1340, COUNTRY		ABC-D, \$ 89.00* (Mc-Guild)	New Market
KZBS-F, 98.9, 100 KW @ 1253, AC		APR, \$ 68.00* (HNWH)	

OMAHA

Arbitron Rank/Pop (12+): 69/499,900
 MSA Rank/Pop: 78/620,000
 ADI # 70
 Average Person Ratings: 17.8
 Market TSL: 23.3 hours

Stations: 16/14
 Diaries: 1003/501:1/63.0%
 Sample Target: 870
 % Below Line: 1.7
 % Not Listed: 9.3

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

12+ METRO	1/4/SHARE	FAL 87	SJM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Bi-ch Cume
1. KFAB	152/17.0	22.3	20.4	20.5	19.6	20.1	271/2997	1587/31.6	38.5	32.6					KFAB
2. KEZO A/F	138/15.4	14.7	14.7	14.1	13.3	14.7	162/1633	1232/24.5	26.4	23.0					KEZO A/F
3. KQKQ-F	108/12.1	10.4	9.1	10.9	12.0	10.6	115/1779	1554/30.9	29.8	29.8					KQKQ-F
4. KGOR-F	97/10.8	9.1	11.2	11.2	11.5	10.6	151/2268	1388/27.6	25.9	28.1					KGOR-F
5. KESY A/F	78/ 8.7	9.8	8.7	6.8	9.0	8.5	80/ 888	783/15.6	15.6	17.3					KESY A/F
6. KEFM-F	70/ 7.8	6.4	6.8	8.7	6.6	7.4	109/1408	935/18.6	18.1	16.7					KEFM-F
7. WOW-F	55/ 6.1	7.0	7.9	5.4	7.4	6.6	66/ 794	610/12.1	12.0	13.1					WOW-F
8. KOIL	43/ 4.8	3.0	4.4	4.6	2.6	4.2	51/ 761	599/11.9	8.6	10.4					KOIL
9. WOW	39/ 4.4	6.5	5.3	4.5	5.3	5.2	99/1426	574/11.4	12.2	14.0					WOW
10.															
11.															
12.															
13.															
14.															
15.															

12+ FM SHARE (METRO): 67.24% (546 of 812) (WIN 87: 67.26%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KGOR-F	1. KEZO-F	1. KEZO-F	1. KEZO-F	1. KEZO-F	1. KFAB	1. KFAB	1. KEZO-F	1. KEZO-F	1. KEZO-F	1. KFAB
2. KQKQ-F	2. KQKQ-F	2. KQKQ-F	2. KEFM-F	2. KEFM-F	2. KESY-F	2. KEZO-F	2. KFAB	2. KFAB	2. KFAB	2. KEZO-F
3. KEZO-F	3. KGOR-F	3. KEFM-F	3. KQKQ-F	3. KQKQ-F	3. WOW-F	3. KQKQ-F	3. KESY-F	3. KQKQ-F	3. KQKQ-F	3. KQKQ-F
4.	4. KEFM-F	4. KGOR-F	4. KGOR-F	4. KFAB	4. WOW	4. KGOR-F	KQKQ-F	4. KGOR-F	4. KGOR-F	4. KESY-F
5.	5.	5. KFAB	5. KFAB	5. KGOR-F	5. KEFM-F	5. KEFM-F	5. KEFM-F	5. KESY-F	5.	KMA
			6. KOIL	6. WOW-F				6. KEFM-F		6. WOW-F
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54	
1. KQKQ-F	1. KQKQ-F	1. KEFM-F	1. KQKQ-F	1. KEFM-F	1. KEZO-F	1. KEZO-F	1. KEZO-F	1. KEZO-F	1. KEZO-F	
2. KEZO-F	2. KEFM-F	2. KQKQ-F	2. KEFM-F	2. KQKQ-F	2. KQKQ-F	2. KQKQ-F	2. KQKQ-F	2. KQKQ-F	2. KOIL	
3. KGOR-F	3. KGOR-F	3. KGOR-F	3. KGOR-F	3. KGOR-F	3.	3. KGOR-F	3. KOIL	3. KOIL	WOW-F	
4. KEFM-F	4. KEZO-F	4. KEZO-F	4. KEZO-F	4. KFAB	4.	4.	4.	4. KGOR-F	4. KFAB	
5.	5.	5.	5. KFAB	5. KEZO-F	5.	5.	5.	5. WOW-F	KQKQ-F	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBWH-F	106.3	Blair	.7/2.2
KCRO	660	Omaha	.3/1.4
KKAR	1180	Bellevue	.9/4.3
KMA	960	Shenandoah	1.0/2.3
KZKX-F	96.9	Steward	.7/1.4

RADIO STATIONS

KFAB, 1110, 50 KW (DA-N)	, MOR	NBC, NBC-T, \$130.00*	(Christal)	Henry
KOIL, 1290, 5 KW (DA-N)	, OLDIES	US 1, CBS-R, \$ 26.00*	(Torbet)	
WOW, 590, 5 KW	, COUNTRY	ABC-I, \$ 40.00*	(Torbet)	Great Empire
KMA, 960, 5 KW (DA-N)	, MOR	, \$ 50.00	(Katz)	May
KKAR, 1180, 5 KW/1 KW (DA-2)	, NEWS/TALK	MBS, CBS, \$ 20.00*	(Eastman)	(SHENANDOAH, IA)
KEFM-F, 96.1, 100 KW @ 1442, SOFT AC		, \$ 40.00	(Mc-Guild)	Sungroup
KESY-F, 104.5, 32 KW @ 285, BTFLE/EZ		, \$ 36.00	(Mc-Guild)	Naragansett
KEZO-F, 92.3, 100 KW @ 1210, AOR		ABC-R, \$ 75.00*	(HNWH)	Henry
KGOR-F, 99.9, 115 KW @ 1227, CHR		Source, \$ 60.00	(Christal)	
KQKQ-F, 98.5, 100 KW @ 510, CHR		ABC-F, \$ 65.00*	(Eastman)	Great Empire
WOF-F, 94.1, 100 KW @ 510, COUNTRY		ABC-E, \$ 47.00*	(Torbet)	

ORLANDO

Arbitron Rank/Pop (12+): 51/746,800

Stations: 22/20
Diaries: 1162/665:1/54.1%
Sample Target: 1010
% Below Line: 3.5
% Not Listed: 7.2

1987 Revenue: \$38,000,000
HH Inc.: \$31,813
Retail \$: 7.3 Bil
Pop per Station: 38,655
#1 Biller: WWKA-F \$5,100,000

MSA Rank/Pop: 55/925,000
ADI # 27

Average Person Ratings: 16.1
Market TSL: 21.3 hours

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. WWKA-F	166/13.4	12.1	9.3	12.8	9.2	11.9	323/3163	1391/18.0	18.1	17.6			11.0	144	1817	WWKA-F
2. WSSP-F	113/ 9.1	8.2	12.2	11.7	11.8	10.3	210/2440	1207/15.6	16.1	21.0			6.4	84	965	WSSP-F
3. WBJW A/F	110/ 8.9	10.4	10.3	9.8	9.6	9.9	236/3805	1934/25.0	25.4	28.2			13.8	180	2600	WBJW A/F
4. WSTF-F	108/ 8.7	9.8	5.7	5.8	7.6	7.5	188/2768	1345/17.4	17.9	17.9			7.8	102	1346	WSTF-F
5. WDIZ-F	87/ 7.0	6.8	6.3	5.1	7.8	6.3	149/2070	1064/13.8	13.9	17.0			7.4	97	1408	WDIZ-F
6. WDBO	76/ 6.1	5.5	6.7	7.1	6.7	6.4	98/1407	1025/13.3	12.9	15.1			6.0	78	963	WDBO
7. WCAT-F	73/ 5.9	5.2	7.5	8.2	8.1	6.7	131/2392	1364/17.6	16.9	22.5			9.5	124	1722	WCAT-F
8. WJYO-F	61/ 4.9	6.1	7.6	5.8	5.0	5.8	120/1699	931/12.0	13.9	13.8			4.8	63	799	WJYO-F
9. WKIS	54/ 4.3	3.9	3.7	4.7	3.8	4.2	69/ 959	665/ 8.6	9.9	9.7			2.7	36	498	WKIS
10. WHTQ-F	50/ 4.0	3.7	4.7	3.7	2.8	4.0	140/1751	849/11.0	10.5	7.5			6.6	86	916	WHTQ-F
WOCL-F	50/ 4.0	3.5	4.4	4.7	4.1	4.1	110/1790	1011/13.1	9.1	10.3			4.7	61	798	WOCL-F
12. WORL	45/ 3.6	5.2	4.8	3.6	3.7	4.3	45/ 414	365/ 4.7	7.6	8.0			2.7	35	838	WORL
13. WLOQ-F	40/ 3.2	3.2	2.8	3.0	3.0	3.0	42/ 767	677/ 8.8	7.2	7.5			4.3	56	690	WLOQ-F
14. WORZ-F	37/ 3.0	3.1	2.8	2.7	4.0	2.9	74/1189	563/ 7.3	7.8	10.9			4.0	52	762	WORZ-F
15. WWLV-F	34/ 2.7	2.4	.6	.6	.5	1.6	135/1578	391/ 5.1	4.9	2.0			1.0	13	207	WWLV-F

12+ FM SHARE (METRO): 82.48% (951 of 1153) (WIN 87: 80.03%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WBJW-F+	1. WDIZ-F	1. WSTF-F	1. WSTT-F	1. WWKA-F	1. WWKA-F	1. WWKA-F>	1. WWKA-F	1. WWKA-F	1. WCAT-F	1. WDBO
2. WCAT-F>	2. WSTF-F	2. WWKA-F	2. WWKA-F	2. WSTF-F>	2. WSSP-F>	2. WBJW-F+	2. WSSP-F	2. WBJW-F	2. WBJW-F+	2. WWKA-F
3.	3. WBJW-F+	3. WDIZ-F	3. WBJW-F+	3. WBJW-F+	3. WDBO-F>	3. WDBO	3. WSTF-F	3. WSSP-F	3. WWKA-F	3. WKIS
4.	4. WHTQ-F	4. WBJW-F+>	4. WOCL-F	4. WOCL-F	4. WKIS	4. WSTF-F	4. WBJW-F	4. WSTF-F	4. WSSP-F	4. WORL
5.	5. WWKA-F	5. WJYO-F	5. WDIZ-F	5. WDIZ-F	5. WSTF-F	5. WDIZ-F	5. WDIZ-F	5. WDIZ-F	5. WSTF-F	5. WLOQ-F
	6. WCAT-F	WOCL-F	6. WJYO-F	6. WJYO-F	6. WJYO-F	6. WSSP-F	6. WJYO-F	6. WCAT-F	6. WDBO	6. WDIZ-F
										WSTF-F
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WSTF-F	1. WSTF-F>	1. WSTF-F>	1. WSTF-F	1. WSTF-F		1. WDIZ-F>	1. WDIZ-F>	1. WDIZ-F	1. WDIZ-F>	1. WWKA-F>
2. WBJW-F+	2. WWKA-F	2. WWKA-F	2. WWKA-F	2. WWKA-F>		2. WHTQ-F>	2. WHTQ-F	2. WBJW-F+	2. WWKA-F	2. WSTF-F
3. WORL	3. WBJW-F+	3. WBJW-F+	3. WBJW-F+	3. WJYO-F		3. WCAT-F	3. WBJW-F+	3. WOCL-F	3. WBJW-F+	3. WBJW-F+
4. WWKA-F	4. WDIZ-F	WDIZ-F	WJYO-F	4. WBJW-F+		4. WBJW-F+	4. WCAT-F	4. WORZ-F	WSTF-F	4. WDIZ-F
5. WCAT-F	5. WJYO-F	5. WJYO-F	5. WORL	5. WSSP-F		5.	WORZ-F	5. WHTQ-F	5. WHTQ-F	WOCL-F
							WORZ-F	6. WSTT-F	6. WOCL-F	
							WWKA-F	7. WORZ-F		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFIV	1080	Kissimmee	.3/ .8
WHOO	990	Orlando	.8/2.2
WOKB	1600	Winter Garden	.6/2.8
WPRD	1440	Winter Park	.4/1.6
WTLN-F	95.3	Apopka	1.1/3.7
WPCV-F	97.5	Winter Haven	.7/2.2

RADIO STATIONS

WAJL, 1440,	5 KW/1 KW (DA-N)	, RELIGION	, \$ 12.00 (---)	
WDBO, 580,	5 KW (DA-N)	, MOR	ABC-I, \$ 74.00* (Katz)	New City
WKIS, 740,	5 KW/1 KW (DA-1)	, NEWS/TALK	NBC,ABC-T, \$ 60.00* (Eastman)	Guy Gannett
WHOO, 990,	50 KW/5 KW (DA-N)	, COUNTRY	CBS,SMN, \$ 32.00* (Torbet)	TK
WONQ, 1140,	4.1 KW (DAYS)	, SPANISH	UPI, \$ 15.00* (Lotus)	
WORL, 1270,	5 KW (DA-N)	, BLACK	CBS-R, \$ 35.00* (HNWH)	
WBJW-F ,	105.1, 100 KW @ 1310,	CHR	ABC-C, \$125.00 (Banner)	Nationwide
WDIZ-F ,	100.3, 100 KW @ 890,	AOR	ABC-R, \$ 85.00* (MMR)	Shamrock-Lynett
WCAT-F ,	106.7, 100 KW @ 875,	CHR	, \$105.00* (Durpetti)	Southern Starr
WHTQ-F ,	96.5, 100 KW @ 1609,	AOR	, \$ 60.00* (Torbet)	TK
WJYO-F ,	107.7, 100 KW @ 1613,	SOFT AC	, \$110.00* (Mc-Guild)	Metroplex
WLOQ-F ,	103.1, 3 KW @ 300,	JAZZ	, \$ 45.00* (---)	
WWKA-F ,	92.3, 100 KW @ 1341,	COUNTRY	, \$135.00* (Katz)	New City
WOCL-F ,	105.9, 100 KW @ 1650,	CLASSIC/AC	APR, \$ 70.00* (Christal)	American
WORZ-F ,	101.9, 28 KW @ 1650,	CLASSIC AOR	, \$ 55.00* (CBS)	(DE LAND)
WSSP-F ,	104.1, 100 KW @ 1590,	BTFL/EZ	, \$ 93.00* (Christal)	Guy Gannett
WSTF-F ,	101.1, 100 KW @ 1598,	AC	, \$ 84.00* (Republic)	Capitol-Goodman
				(COCOA BEACH)
				(COCOA BEACH)

PHILADELPHIA

Arbitration wk/Pop. (12+): 5/4, 47,200
 M31 Rank: 10: 44,840,000
 Average Person Ratings: 13.8
 Market FS: 24.5 hours

Stations: 30/25
 Diaries: 272/199:1/53...
 Sample Target: 140
 Below Line: 2.1
 % Not Listed: 3.2

1987 Revenue: \$15,600,000
 HH: 10,350,799
 Ret: 3:311
 Pop per Station: 162,384
 #1 Biter: WMMR-F 511,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CJME RATING	FAL 87	WIN 87	25-5. Conversion	Birch Share	Birch Adj	Line	
1. WMMR-F	590/7.7	8.1	8.1	8.9	9.0	8.2	784/10043	7442/13.3	18.9	21.2		9.9	747	3329	WMMR-F
2. WEAZ-F	576/7.6	7.4	6.5	7.4	9.0	7.2	715/ 8110	6620/16.3	15.9	17.7		4.7	350	4377	WEAZ-F
3. KYW	559/7.3	8.0	7.2	6.8	7.6	7.3	611/12571	11294/27.3	29.4	31.3		7.9	595	3831	KYW
4. WUSL-F	538/7.1	7.8	7.8	7.4	7.2	7.5	623/ 7193	5984/14.7	14.2	15.4		10.0	754	7334	WUSL-F
5. WEGX-F	497/6.5	4.8	3.3	3.0	1.6	4.4	594/ 8316	6739/16.6	13.8	8.0		6.3	479	7632	WEGX-F
6. WPEN	452/5.9	4.6	4.2	4.5	4.3	4.8	474/ 4930	4572/11.3	9.2	10.5		4.6	344	2760	WPEN
7. WKSZ-F	413/5.4	5.8	5.0	5.3	5.7	5.4	485/ 7023	5647/13.9	14.9	14.5		4.5	343	4633	WKSZ-F
8. WWDB-F	406/5.3	5.2	5.1	4.4	4.5	5.0	468/ 5310	4328/10.7	9.4	9.9		5.3	402	3117	WWDB-F
9. WYSP-F	355/4.7	4.6	4.0	4.2	4.5	4.4	498/ 8291	5853/14.4	14.0	13.4		5.7	433	5777	WYSP-F
10. WXTU-F	352/4.6	3.5	4.6	3.3	3.2	4.0	433/ 5204	3677/ 9.1	9.0	7.3		4.3	323	3471	WXTU-F
11. WMGK-F	342/4.5	4.7	4.1	5.1	4.5	4.6	392/ 6412	5269/13.0	14.8	13.6		3.2	239	4677	WMGK-F
12. WDAS-F	273/3.6	3.9	4.0	5.0	3.6	4.1	288/ 4323	3987/ 9.8	8.6	10.0		4.9	372	4035	WDAS-F
13. WOGL-F	227/3.0	3.5	3.4	4.3	5.0	3.6	303/ 5591	4064/10.0	14.0	17.1		3.5	268	4125	WOGL-F
14. WSNI-F	212/2.8	3.3	3.7	4.4	4.7	3.3	262/ 5263	4199/10.3	9.9	11.7		3.2	244	3163	WSNI-F
15. WCAU	200/2.6	2.9	3.7	3.5	3.0	3.2	231/ 5382	4570/11.3	11.4	11.6		2.7	205	3354	WCAU
16. WIOQ-F	192/2.5	2.4	2.3	2.3	2.9	2.4	244/ 4613	3625/ 8.9	9.4	10.0		2.2	167	2843	WIOQ-F
17. WFLN-F	163/2.1	1.9	2.0	1.8	2.0	2.0	210/ 3406	2633/ 6.5	5.7	6.1		2.3	172	2053	WELW-F
18. WIP	83/1.1	1.5	1.7	2.4	2.6	1.7	90/ 2546	2318/ 5.7	8.0	8.0		1.2	93	2792	WIP
19. WDAS	76/1.0	1.2	1.2	1.1	1.5	1.1	76/ 1513	1513/ 3.7	4.4	4.4		.8	59	1273	WDAS
20. WHAT	73/1.0	.9	1.0	1.0	.5	1.0	73/ 1015	994/ 2.4	2.9	2.4		.8	58	891	WHAT

- 21.
- 22.
- 23.
- 24.
- 25.

12+ FM SHARE (METRO): 76.09% (5322 of 6994) (WIN 87: 75.60%)

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

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDUT	900	Philadelphia	.3/ .7
WFIL	560	Philadelphia	.9/4.5
WKAP	1110	Norristown	.7/ .8
WPGR	1540	Philadelphia	.7/1.5
WZZD	990	Philadelphia	.4/1.4
WFMZ-F	100.2	Allentown	.3/1.1
WJBR-F	99.5	Wilmington	.6/2.1
WKXQ-F	101.5	Trenton	.3/1.0
WPST-F	97.5	Trenton	.8/2.9
WSTW-F	93.7	Wilmington	.4/2.1

RADIO STATIONS

AM STATIONS

KYW , 1060,	50 KW (DA-1)	, NEWS	NBC,\$283.00 (Group W)	Westinghouse
WCAJ, 1210,	50 KW	, TALK/NEWS	CBS,\$180.00 (CBS)	CBS
WDAS, 1480,	5 KW/1 KW (DA-2)	, BLACK	NBN,\$ 55.00* (HNWH)	Unity
WDVT, 900,	1 KW (DAYS,DA)	, TALK	MBS,\$ 43.00 (---)	
WFIL, 560,	5 KW (DA-2)	, OLDIES	ABC-D,\$ 85.00* (Mc-Guild)	
WHAT, 1340,	1 KW	, NOSTALGIA (?)	SBN,\$ 50.00* (Roslin)	
WIP , 610,	5 KW (DA-1)	, MOR/TALK	ABC-E,\$110.00 (Katz)	
WPEN, 950,	5 KW (DA-N)	, NOSTALGIA	US 2,\$155.00* (MMR)	Greater Media
WPGR, 1540,	50 KW (DAYS,DA)	, OLDIES	US 1,\$ 70.00* (Durpetti)	Pyramid
WTEL, 860,	10 KW (DAYS,DA)	, SPANISH/RELIG	, \$ 23.00 (Caballero)	
WYIS, 690,	1 KW (DAYS,DA)	, SPANISH	, \$ 39.00 (Lotus)	(PHOENIXVILLE)
WZZD, 990,	50 KW/10 KW (DA-2)	, RELIGION	, \$ 35.00 (---)	

FM STATIONS

WOGL, 98.1,	13 KW @ 1000,	OLDIES	CBS-R,\$150.00 (CBS)	CBS
WDAS, 105.3,	3 KW @ 870,	BLACK	, \$130.00 (HNWH)	Unity
WEAZ, 101.1,	13 KW @ 1010,	BTFL/EZ	, \$270.00 (Mc-Guild)	
WFLN, 95.7,	50 KW @ 490,	CLASSICAL	, \$ 95.00 (CMBS)	
WIOQ, 102.1,	30 KW @ 650,	OLDIES	, \$165.00* (Mc-Guild)	Outlet
WKSZ, 100.3,	35 KW @ 600,	SOFT AC	, \$142.00* (HNWH)	(MEDIA)
WMGK, 102.9,	50 KW @ 300,	AC	, \$215.00 (MMR)	Greater Media
WMMR, 93.3,	25 KW @ 670,	AOR	Source,\$375.00* (Katz)	Metromedia
WSNI, 104.5,	13 KW @ 1008,	AC	US 1,\$175.00* (Durpetti)	Pyramid
WUSL, 98.9,	18 KW @ 830,	URBAN	ABC-F,\$165.00* (Eastman)	
WWDB, 96.5,	18 KW @ 850,	TALK	ABC-I,\$130.00* (Republic)	Panache
WXTJ, 92.5,	50 KW @ 500,	COUNTRY	MBS,\$140.00* (Durpetti)	Beasley
WYSP, 94.1,	16 KW @ 900,	CLASSIC AOR	ABC-R,\$175.00* (Torbet)	Infinity
WEGX, 106.1,	23 KW @ 740,	CHR	ABC-C,\$110.00* (Christal)	Malrite

PHOENIX

Arbitron Rank/Pop (12+): 24/1,564,000
 MSA Rank/Pop: 20/1,960,000
 ADI # 21
 Average Person Ratings: 16.3
 Market TSL: 21.8 hours

Stations: 26/26
 Diaries: 1616/1006:1/60.7%
 Sample Target: 1460
 % Below Line: 0
 % Not Listed: 6.1

1987 Revenue: \$65,500,000
 HH Inc.: \$32,627
 Retail \$: 13.5 Bil
 Pop per Station: 62,500
 #1 Biller: KNIX A/F \$10,700,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. KNIX A/F	375/14.1	17.4	14.1	13.1	11.8	14.7	446/4849	4057/25.0	28.9	22.8			14.8	430	3850	KNIX A/F
2. KMEQ A/F	306/11.5	13.2	12.7	11.7	12.8	12.3	322/3158	3009/18.5	19.7	20.8			7.0	204	2250	KMEQ A/F
3. KZZP-F	293/11.1	10.3	12.2	11.8	10.0	11.4	319/4441	4047/24.9	24.4	22.3			16.1	465	5109	KZZP-F
4. KTAR	270/10.2	6.3	7.5	7.0	9.3	7.8	286/3582	3350/20.6	16.4	19.4			6.5	187	2951	KTAR
5. KUPD-F	163/ 6.2	6.7	6.1	6.4	6.7	6.4	197/2382	2083/12.8	14.7	15.4			9.2	265	2811	KUPD-F
6. KDKB-F	109/ 4.1	3.1	4.0	3.7	3.3	3.7	150/2191	1691/10.4	10.8	NA			3.2	94	2019	KDKB-F
7. KSLX-F	103/ 3.9	3.8	3.9	4.5	3.7	4.0	103/1373	1339/ 8.2	8.5	8.3			3.5	101	1215	KSLX-F
8. KOOL-F	98/ 3.7	2.7	4.2	3.8	3.4	3.6	103/1695	1583/ 9.7	9.4	10.3			3.9	113	1533	KOOL-F
9. KKFR-F	95/ 3.6	3.0	2.9	3.2	2.5	3.2	104/2941	1903/11.7	7.7	9.3			4.9	142	2122	KKFR-F
10. KKLT-F	89/ 3.4	3.9	2.6	4.0	3.5	3.5	99/1783	1642/10.1	9.6	10.9			2.5	73	1239	KKLT-F
11. KOY-F	86/ 3.2	3.1	1.9	2.4	2.1	2.7	100/2078	1864/11.5	8.4	7.4			2.7	79	1434	KOY-F
12. KFYI	84/ 3.2	2.8	2.0	2.5	3.0	2.6	86/1110	1026/ 6.3	6.2	6.7			4.2	122	1240	KFYI
13. KAMJ-F	80/ 3.0	4.6	3.5	2.3	4.5	3.4	85/1478	1394/ 8.6	10.0	9.0			2.1	62	1009	KAMJ-F
14. KESZ-F	76/ 2.9	2.1	2.6	3.0	2.9	2.7	76/1252	1229/ 7.6	6.0	9.0			1.5	44	618	KESZ-F
15. KOOL	64/ 2.4	2.5	2.1	1.8	1.2	2.2	66/ 898	847/ 5.2	5.0	3.8			3.2	93	821	KOOL
16. KLFF	39/ 1.5	2.6	1.6	1.6	1.9	1.8	40/ 552	542/ 3.3	4.2	4.3			1.9	56	433	KLFF
17. KOY	29/ 1.1	1.2	1.9	1.8	2.4	1.5	29/ 769	741/ 4.6	4.5	8.4			.8	22	636	KOY
18.																
19.																
20.																
21.																
22.																
23.																
24.																
25.																

12+ FM SHARE (METRO): 74.84% (1859 of 2484) (WIN 87: 71.20%)

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

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KGRX-F	100.3	Globe	.9/3.3
KMLE-F	107.9	Chandler	.9/2.4
KONC-F	106.3	Sun City	.9/3.0
KOPA	1440	Scottsdale	.5/ .7
KRDS	1190	Tolleson	.6/1.3
KUKQ	1060	Tempe	.4/1.3
KVVA	860	Phoenix	.5/1.1

RADIO STATIONS

AM STATIONS

KASA, 1540,	10 KW (DAYS,DA)	, RELIGION	, \$ 10.00 (---)	Ostrander-Wilson
KFYI, 910,	5 KW (DA-N)	, NEWS/TALK	CBS,MBS, \$ 44.00* (Republic)	
KHEP, 1280,	1 KW (DAYS)	, RELIGION	, \$ 18.00 (---)	
KLFF, 1360,	5 KW/1 KW (DA-N)	, NOSTALGIA	ABC-D, \$ 31.00* (---)	
KNTS, 1510,	10 KW (DAYS)	, COUNTRY	, \$ 15.00 (---)	
KOOL, 960,	5 KW (DA-N)	, OLDIES	CBS-R, \$ 30.00* (HNWH)	Adams
KOY, 550,	5 KW/1 KW	, MOR	NBC,NBC-T, \$ 65.00* (Eastman)	Edens
KPHX, 1480,	1 KW/500 W (DA-2)	, SPANISH	, \$ 34.00 (Caballero)	
KRDS, 1190,	5 KW/250 W (DA-2)	, RELIGION	, \$ 22.00 (---)	Interstate
KTAR, 620,	5 KW (DA-N)	, NEWS/TALK	NBC,ABC-I,ABC-T, \$140.00* (CBS)	Pulitzer
KUKQ, 1060,	5 KW/500 W (DA-N)	, COUNTRY	, \$ 30.00 (Masla)	
KVVA, 860,	1 KW (DA-N)	, SPANISH	, \$ 32.00* (Lotus)	
KXEG, 1010,	1 KW/250 W	, RELIGION	, \$ 10.00 (---)	Mid-America Gospel
KAMJ, 1230,	1 KW	, RELIGION	APR, \$ NA (Durpetti)	EZ

FM STATIONS

KAMJ, 101.5,	100 KW @ 1740,	SOFT AC	, \$ 77.00* (Durpetti)	EZ
KDKB, 93.3,	100 KW @ 1550,	AOR	Source, \$ 65.00* (Christal)	Sandusky
KEYX, 100.3,	37 KW @ 3344,	JAZZ/NEW AGE	, \$ 35.00* (Torbet)	(GLOBE)
KKFR, 92.3,	100 KW @ 1600,	CHR	ABC-C, \$ 50.00* (Republic)	
KKLT, 98.7,	115 KW @ 1650,	AC	, \$ 95.00* (CBS)	Pulitzer
KESX, 99.9,	100 KW @ 1680,	AC	, \$ 70.00* (Christal)	
KMEO+, 96.9,	100 KW @ 1556,	BTFL/EZ	, \$ 89.00* (Group W)	Westinghouse
KMLE, 107.9,	100 KW @ 1006,	RELIGION	, \$ 20.00 (---)	Ostrander-Wilson
				(CHANDLER)
KNIX+, 102.5,	100 KW @ 1610,	COUNTRY	, \$150.00* (Katz)	Buck Owens
KONC, 106.3,	2 KW @ 400,	CLASSICAL	ABC-D, \$ 35.00 (CMBS)	(SUN CITY)
KOOL, 94.5,	100 KW @ 1620,	OLDIES	CBS-R, \$ 81.00* (HNWH)	Adams
KOY, 95.5,	100 KW @ 1550,	CHR	, \$ 55.00* (Eastman)	Edens
KSLX, 100.7,	100 KW @ 1847,	CLASSIC AOR	, \$ 68.00* (MMR)	Cook Inlet
KVVA, 107.1,	2 KW @ 430,	SPANISH	, \$ 42.00* (Roslin)	(APACHE JUNCTION)
KUPD, 97.9,	100 KW @ 1620,	AOR	, \$ 95.00* (Banner)	
KZZP+, 104.7,	100 KW @ 1550,	CHR	, \$ 95.00* (Mc-Guild)	Nationwide

PITTSBURGH

Arbitron Rank/Pop (12+): 14/2,026,400

Stations: 33/33
Diaries: 1779/1117:1/59.6%
Sample Target: 1760
Below Line: 0
Not Listed: 7.5

1987 Revenue: \$47,400,000
HH Inc.: \$31,461
Retail \$: 13.0 Bill
Pop per Station: 60,194
#1 Biller: KDKA \$9,700,000

MSA Rank/Pop: 18/2,140,000
ADI # 17
Average Person Ratings: 17.6
Market TSL: 23.3 hours

12+ METRO	1/4/SHARE	12+ METRO					4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO		25-54 Conversion	Birch Male Share	Birch AQH	Birch Cume	
		FAL 87	SUM 87	SPG 87	WIN 87	CUME/CJME RATING			FAL 87	WIN 87					
1. KDKA	460/13.2	14.3	13.9	14.6	14.1	14.0	609/8359	6300/31.7	32.9	31.7		13.8	417	5851	KDKA
2. WSHH-F	359/10.3	8.2	8.1	8.2	9.0	8.7	454/4561	3518/17.7	17.3	17.6		7.9	238	2478	WSHH-F
3. WBZZ-F	340/ 9.7	11.3	11.6	9.9	9.6	10.6	407/6416	4980/25.1	26.6	25.9		13.0	392	6195	WBZZ-F
4. WWSW-F	203/ 5.8	3.4	4.2	4.4	4.6	4.5	256/3492	2742/13.8	10.1	14.2		3.1	94	1786	WWSW-F
5. WDVE-F	200/ 5.7	5.6	7.3	8.0	7.7	6.7	319/5112	3149/15.9	15.1	18.4		6.5	198	3320	WDVE-F
6. WAMO-F	194/ 5.6	5.2	5.6	5.8	5.2	5.6	230/2272	1997/10.1	9.3	11.0		6.9	209	2470	WAMO-F
7. WMYG-F	187/ 5.4	5.5	5.3	3.9	2.8	5.0	242/3100	2380/12.0	13.8	8.9		6.0	180	2991	WMYG-F
8. WDSY-F	144/ 4.1	4.2	4.6	4.4	4.2	4.3	193/2490	1820/ 9.2	8.7	9.0		4.8	144	1854	WDSY-F
9. WLTJ-F	139/ 4.0	3.1	3.2	4.3	4.9	3.7	147/2072	1775/ 8.9	9.1	11.4		2.9	88	1424	WLTJ-F
10. WHTX-F	126/ 3.6	4.9	3.7	3.5	4.6	3.9	139/2478	2270/11.4	15.1	14.3		3.2	96	1792	WHTX-F
WJAS	126/ 3.6	3.2	3.8	3.8	2.9	3.6	133/1502	1414/ 7.1	8.0	7.1		2.9	97	1046	WJAS
12. WTAE	112/ 3.2	3.6	2.0	3.1	4.0	3.0	121/2277	2123/10.7	13.8	13.6		3.8	116	2211	WTAE
13. WYDD-F	109/ 3.1	2.2	2.0	2.2	2.9	2.4	127/2368	1848/ 9.3	9.3	11.6		2.9	87	2183	WYDD-F
14. KQV	102/ 2.9	2.2	2.0	2.0	2.2	2.3	111/1712	1555/ 7.8	8.0	8.1		2.0	60	1095	KQV
15. WEEP	50/ 1.4	2.8	1.9	1.1	.9	1.8	57/ 829	683/ 3.4	3.7	2.4		1.1	33	489	WEEP
16.															
17.															
18.															
19.															
20.															
21.															
22.															
23.															
24.															
25.															

12+ FM SHARE (METRO): 66.50% (2150 of 3233) (WIN 87: 65.13%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AM	12+ MID	12+ PM	12+ EVE	OVERNIGHT
1. WBZZ-F>	1. WMYG-F	1. WBZZ-F	1. WWSW-F	1. WWSW-F	1. KDKA	1. KDKA >	1. WSHH-F>	1. WBZZ-F	1. KDKA	1. KDKA >
2. WAMO-F	2. WDVE-F	2. WMYG-F	2. WBZZ-F	2. KDKA	2. WSHH-F>	2. WBZZ-F	2. KDKA	2. WSHH-F	2. WBZZ-F>	2. WSHH-F
3. WDVE-F	3. WBZZ-F	3. WDVE-F	3. KDKA	3. WBZZ-F	3. WJAS	3. WSHH-F	3. WBZZ-F	3. KDKA	3. WAMO-F	3. WAMO-F>
4.	4. WAMO-F	4. WWSW-F	4. WMYG-F	4. WSHH-F	4. WWSW-F	4. WAMO-F	4. WWSW-F	4. WDVE-F	4. WDVE-F	4. WDVE-F
5.	5. WWSW-F	5. WAMO-F	5. WAMO-F	5. WMYG-F	5. KQV	5. WWSW-F	5. WMYG-F	5. WAMO-F	5. WSHH-F	5. WTAE
6.	6. WYDD-F	6. KDKA	6. WSHH-F	6. WAMO-F	6. WHTX-F	6. WHTX-F	6. WHTX-F	6. WMYG-F	6. WMYG-F	6. WWSW-F
7.	7. WHTX-F	7. WHTX-F	7. WHTX-F	7. WHTX-F	7. WTAE	7. WMYG-F	7. WDVE-F	7. WWSW-F	7. WTAE	7. WLTJ-F
8.	8.	8. WSHH-F	8. WDVE-F	8. WDSY-F	8.	8. WDVE-F	8. WAMO-F	8. WDSY-F	8. WWSW-F	8. WMYG-F
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WASP	1130	Brownsville	.6/ .8
WBCW	1530	Jeanette	.3/ .7
WBVP	1230	Beaver Falls	.8/1.3
WCVI	1340	Connellsville	.3/ .8
WEDO	810	McKeesport	.4/1.2
WESA-F	940	Charleroi	.7/1.2
WHJB	620	Greensburg	.4/1.8
WIXZ	1360	McKeesport	.4/1.1
WKPA	1150	New Kensington	.3/ .9
WMBS	590	Uniontown	1.0/2.5
WPIT	730	Pittsburgh	.3/1.9
WPIT-F	101.5	Pittsburgh	.8/4.4
WPQR-F	99.3	Uniontown	.4/1.0
WSSZ-F	107.1	Greensburg	.3/1.0
WKS-F	106.7	Beaver Falls	.4/1.7
WWSW	970	Pittsburgh	1.9/4.2
WXXP-F	100.7	New Kensington	1.3/2.9
WYTK-F	95.3	Washington	.5/1.3

RADIO STATIONS

AM STATIONS

KDKA, 1020,	50 KW	, MOR	NBC,\$200.00 (Group W)	Westinghouse
KQV , 1410,	5 KW (DA-2)	, NEWS	CBS,US 2,\$ 48.00* (CBS)	
WAMO, 860,	1 KW (DAYS,DA)	, BLACK	SBN,\$ NA (HNWH)	Sheridan
WBVP, 1230,	1 KW (DA-1)	, MOR	ABC-I,\$ 18.00* (Dome)	(BEAVER FALLS)
WEDO, 810,	1 KW (DAYS)	, VARIETY	,\$ 14.00 (---)	(McKEESPORT)
WEPP, 1080,	50 KW (DAYS,DA)	, OLDIES	ABC-I,\$ 40.00* (CBS)	
WHJB, 620,	2.5 KW/500 W (DA-2)	, MOR	MBS,\$ 25.00 (Dome)	(GREENSBURG)
WIXZ, 1360,	5 KW/1 KW (DA-N)	, COUNTRY	SMN,\$ 18.00 (---)	(McKEESPORT)
WJAS, 1320,	5 KW (DA-N)	, NOSTALGIA	APR,\$ 45.00* (MMR)	
WKPA, 1150,	1 KW (DAYS,DA)	, AC	,\$ 21.00 (Roslin)	(NEW KENSINGTON)
WPIT, 730,	5 KW (DAYS)	, RELIGION	,\$ 25.00 (---)	Pyramid
WTAE, 1250,	5 KW (DA-N)	, TALK	US 2,ABC-E,\$ 80.00* (Katz)	Hearst
WWSW, 970,	5 KW (DA-2)	, OLDIES	ABC-T,ABC-I,\$ 60.00* (Mc-Guild)	Shamrock

FM STATIONS

WAMO, 105.9,	72 KW @ 440,	BLACK	SBN,\$ 55.00* (HNWH)	Sheridan
WBZZ, 93.7,	41 KW @ 547,	CHR	,\$129.00* (Banner)	EZ
WDSY, 107.9,	50 KW @ 500,	COUNTRY	ABC-I,\$ 57.00* (CBS)	Entercom
WDVE, 102.5,	55 KW @ 820,	AOR	Source,\$110.00* (Christal)	Great American
WHTX, 96.1,	50 KW @ 500,	AC	ABC-E,\$ 85.00* (Katz)	Hearst
WLTJ, 92.9,	47 KW @ 890,	SOFT AC	,\$ 67.00* (CBS)	
WMYG, 96.9,	15 KW @ 930,	CLASSIC ROCK	,\$ 45.00* (MMR)	Benns
WPIT, 101.5,	48 KW @ 505,	RELIGION	,\$ 28.00* (---)	Pyramid
WSHH, 99.7,	11 KW @ 930,	BTFL/EZ	,\$ 77.00* (MMR)	
WKS, 106.7,	50 KW @ 520,	OLDIES	ABC-F,\$ 25.00* (Dome)	(BEAVER FALLS)
WWSW, 94.5,	50 KW @ 810,	AC/OLDIES	ABC-D,\$ 95.00* (Mc-Guild)	Shamrock
WXXP, 100.7,	20 KW @ 500,	AOR	,\$ 35.00* (---)	(NEW KENSINGTON)
WYDD, 104.7,	50 KW @ 500,	CHR	ABC-F,\$ 48.00* (Roslin)	

PORTLAND, OR

Arbitron Rank/Pop (12+): 25/1,308,100

Stations: 25/25
Diaries: 1514/872:1/55.7%
Sample Target: 1420
% Below Line: 0
% Not Listed: 7.8

1987 Revenue: \$40,000,000
HH Inc.: \$32,454
Retail \$: 9.5 Bil
Pop per Station: 52,796
#1 Biller: KINK-F \$4,700,000

MSA Rank/Pop: 41/1,370,000
ADI # 26
Average Person Ratings: 15.5
Market TSL: 20.8 hours

12+ METRO	1/4/SHARE	12+ METRO				4 Book Avg.	12+ TSA 1/4/CUME	CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
		FAL 87	SUM 87	SPG 87	WIN 87											
1. KKRZ-F	222/10.8	8.0	9.8	9.0	5.2	9.4	235/3146	3117/23.6	18.6	16.9			13.4	269	4135	KKRZ-F
2. KEX	155/ 7.6	5.7	5.1	6.7	6.1	6.3	163/2373	2098/15.9	13.5	14.1			5.3	107	1658	KEX
3. KINK-F	141/ 6.9	6.9	6.5	6.1	7.8	6.6	157/1964	1781/13.5	14.5	13.3			6.1	123	1360	KINK-F
4. KXYQ-F	139/ 6.7	5.3	5.1	4.6	3.2	5.4	203/2768	2152/16.3	12.5	7.7			8.6	173	2143	KXYQ-F
5. KUPL-F	132/ 6.4	5.9	6.7	6.5	5.7	6.4	162/1826	1522/11.5	9.9	10.5			4.4	89	1377	KUPL-F
6. KXL	122/ 5.9	7.9	5.0	6.4	6.0	6.3	133/1801	1600/12.1	14.0	13.7			5.8	116	1442	KXL
7. KXL-F	111/ 5.4	5.9	5.6	7.6	8.5	6.1	137/1608	1387/10.5	11.0	14.3			3.6	72	800	KXL-F
8. KYTE	104/ 5.1	3.6	4.4	4.3	3.7	4.4	112/1113	962/ 7.3	8.6	8.3			2.1	42	590	KYTE
9. KKSJ-F	93/ 4.5	2.4	2.9	2.6	3.1	3.1	108/1456	1215/ 9.2	7.8	7.8			1.7	35	540	KKSJ-F
10. KGON-F	92/ 4.5	5.6	7.3	6.5	8.0	6.0	114/1903	1689/12.8	13.5	14.1			7.3	147	2483	KGON-F
11. KKCW-F	91/ 4.4	4.6	6.3	6.5	5.0	5.5	97/1706	1514/11.5	12.7	12.9			6.1	123	1979	KKCW-F
12. KMJK-F	86/ 4.2	5.1	3.8	4.1	4.3	4.3	96/1561	1320/10.0	10.7	14.2			4.6	92	1565	KMJK-F
13. KGW	85/ 4.1	4.9	4.0	4.1	5.1	4.3	91/2063	1365/14.1	14.4	17.8			4.4	88	2026	KGW
14. KWJJ-F	63/ 3.1	3.5	3.7	3.4	4.1	3.4	75/1161	963/ 7.3	8.7	8.4			3.9	79	1173	KWJJ-F
15. KYTE-F	58/ 2.8	5.3	3.0	3.0	2.6	3.5	70/1191	1022/ 7.7	10.1	7.5			2.3	47	561	KYTE-F
16.																
17.																
18.																
19.																
20.																
21.																
22.																
23.																
24.																
25.																

12+ FM SHARE (METRO): 66.74% (1262 of 1891) (WIN 87: 67.55%)

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

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCCS	1220	Salem	.4/ .8
KKEY	1150	Portland	1.0/1.7
KKSN	910	Vancouver	.9/3.7
KKUL	1410	Portland	.7/ .7
KPDQ-F	93.7	Portland	1.7/5.3
KSGO	1520	Oregon City	1.6/5.0
KSLM	1390	Portland	.4/1.2
KUPL	1330	Portland	1.1/3.9
KVIX	1290	Lake Oswego	.7/2.5
KWJJ	1080	Portland	1.2/4.4

RADIO STATIONS

AM STATIONS

KAAR, 1480,	1 KW/2.5 KW (DA-N)	, OLDIES	CBS-R, \$ 20.00*	(Roslin)	
KKUL, 1410,	5 KW (DAYS)	, ? ?	, \$?	(---)	
KEX, 1190,	50 KW (DA-1)	, MOR	ABC-I, \$ 80.00	(Katz)	Great American
KGW, 620,	5 KW (DA-N)	, AC	APR, \$108.00	(MMR)	King
KKEY, 1150,	5 KW (DAYS,DA)	, TALK	MBS, \$ 32.00*	(---)	
KKSN, 910,	5 KW (DA-2)	, OLDIES	, \$ 48.00*	(Republic)	
KPDQ, 800,	1 KW (DAYS,DA)	, RELIGION	, \$ 25.00	(---)	Salem
KSDR, 1230,	1 KW (DA-1)	, COUNTRY	, \$ 35.00	(---)	
KSGD, 1520,	50 KW/10 KW (DA-1)	, OLDIES	, \$ 40.00*	(HNWH)	Ackerly
KUIK, 1360,	5 KW (DA-N)	, COUNTRY	, \$ NA	(---)	(HILLSBORO)
KUPL, 1330,	5 KW (DA-1)	, COUNTRY	APR, \$ NA	(Banner)	Scripps-Howard
KVAN, 1550,	10 KW (DA-N)	, MOR	, \$ 19.00	(Moore)	Capps
KWJJ, 1080,	50 KW/10 KW (DA-2)	, COUNTRY	ABC-E, \$ 50.00*	(Republic)	Park
KXL, 750,	50 KW/10 KW (DA-1)	, NEWS/TALK	NBC, NBC-T, \$ 75.00*	(Mc-Guild)	Alexander
KYTE, 970,	5 KW (DA-1)	, NOSTALGIA	CBS, \$ 56.00*	(Christal)	Henry

FM STATIONS

KGON, 92.3,	100 KW @ 920,	AOR	, \$ 65.00*	(HNWH)	Ackerly
KINK, 101.9,	100 KW @ 1611,	AOR	, \$120.00	(MMR)	King
KKCW, 103.3,	100 KW @ 1654,	SOFT AC	, \$ 70.00*	(Durpetti)	Trumper
KKSN, 97.1,	100 KW @ 980,	SOFT AC	, \$ 50.00*	(Eastman)	
KKRZ, 100.3,	100 KW @ 920,	CHR	ABC-F, \$ 80.00*	(Katz)	Great American
KMJK, 106.7,	100 KW @ 877,	CLASSIC ROCK	NBC, Source, \$ 54.00*	(Christal)	
KPDQ, 93.7,	100 KW @ 247,	RELIGION	, \$ 25.00	(---)	Salem
KUPL, 98.5,	100 KW @ 1100,	COUNTRY	APR, \$ 59.00*	(Banner)	Scripps-Howard
KWJJ, 99.5,	100 KW @ 920,	COUNTRY	ABC-E, \$ 60.00*	(Republic)	Park
KXL, 95.5,	100 KW @ 920,	BTFL/EZ	, \$ 73.00*	(Mc-Guild)	Alexander
KYTE, 101.1,	100 KW @ 1635,	CLASSICAL	, \$ 57.00*	(Christal)	Henry
KXYQ, 105.1,	100 KW @ 1099,	CHR	ABC-C, \$ 30.00	(Banner)	Daytona (SALEM)

PROVIDENCE

Arbitron Rank/Pop (12+): 28/1,239,900

Stations: 36/22
Diaries: 1563/799:1/53.3%
Sample Target: 1370
% Below Line: 13.8
% Not Listed: 7.9

1987 Revenue: \$23,000,000
HH Inc.: \$34,268
Retail \$: 5.9 Bil
Pop per Station: 56,791
#1 Biller: WPRO-F \$4,600,000

MSA Rank/Pop: 58/897,000
ADI # 44
Average Person Ratings: 18.0
Market TSL: 23.8 hours

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. WPRO-F	347/15.4	13.5	14.0	13.5	12.5	14.1	351/4778	4412/35.3	32.2	32.3			17.7	386	4310	WPRO-F
2. WLKW-F	236/10.5	11.3	10.9	11.0	11.2	11.0	252/2361	2140/17.1	19.4	19.7			8.1	176	2138	WLKW-F
3. WHJY-F	190/ 8.4	9.7	10.5	9.8	8.3	9.6	209/2609	2320/18.6	21.9	21.1			10.8	237	2993	WHJY-F
4. WHJJ	150/ 6.7	7.1	5.7	5.9	7.5	6.4	153/1584	1572/12.6	12.7	13.5			6.6	144	1619	WHJJ
5. WWLI-F	134/ 6.0	6.3	6.5	5.9	6.1	6.2	145/1717	1481/11.9	12.7	14.4			4.2	91	1183	WWLI-F
6. WPRO	128/ 5.7	5.0	5.7	5.4	6.5	5.5	129/2071	2026/16.2	15.5	18.9			3.5	76	1758	WPRO
7. WSNE-F	91/ 4.0	5.6	3.5	3.7	3.4	4.2	98/1634	1491/11.9	14.2	11.3			3.9	86	1541	WSNE-F
8. WBRU-F	61/ 2.7	3.3	3.6	3.6	3.9	3.3	65/1592	1417/11.3	11.7	13.4			3.4	75	1289	WBRU-F
WMYS-F	60/ 2.7	1.8	2.3	3.2	2.7	2.5	66/1068	931/ 7.5	5.2	7.9			1.4	30	940	WMYS-F
10. WODS-F	52/ 2.3	1.0	.4	.4	.3	1.0	102/1728	916/ 7.3	3.3	1.8			1.8	40	724	WODS-F
11. WWRX-F	50/ 2.2	2.0	1.5	1.3	1.9	1.8	102/1453	804/ 6.4	6.0	8.5			1.5	33	681	WWRX-F
12.																
13.																
14.																
15.																

12+ FM SHARE (METRO): 70.82% (1468 of 2073) (WIN 87: 66.68%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AM	12+ MID	12+ PM	12+ EVE	OVERNIGHT
1. WPRO-F	1. WPRO-F	1. WPRO-F	1. WPRO-F	1. WPRO-F	1. WLKW-F	1. WPRO-F	1. WPRO-F	1. WPRO-F	1. WPRO-F	1. WHJJ
2. WHJY-F	2. WHJY-F	2. WHJY-F	2. WWLI-F	2. WWLI-F	2. WHJJ	2. WPRO	2. WLKW-F	2. WLKW-F	2. WHJY-F	2. WPRO
3.	3. WSNE-F	3. WWLI-F	3. WHJY-F	3. WHJY-F	3. WPRO	3. WLKW-F	3. WHJY-F	3. WHJY-F	3. WLKW-F	3. WBZ
4.	4. WBRU-F	4. WSNE-F	4. WSNE-F	4. WLKW-F	4. WPRO-F	4. WHJJ	4. WWLI-F	4. WHJJ	4. WHJJ	4. WPRO-F
5.	5. WWLI-F	5. WBRU-F	5. WPRO	5. WSNE-F	5. WWLI-F	5. WHJY-F	5. WHJJ	5. WWLI-F	5. WSNE-F	5. WLKW-F
	6. WWRX-F			6. WPRO					6. WPRO	6. WWLI-F
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WPRO-F	1. WPRO-F	1. WPRO-F	1. WPRO-F	1. WPRO-F		1. WHJY-F	1. WHJY-F	1. WHJY-F	1. WHJY-F	1. WHJY-F
2. WHJY-F	2. WWLI-F	2. WWLI-F	2. WWLI-F	2. WWLI-F		2. WPRO-F	2. WPRO-F	2. WBRU-F	2. WPRO-F	2. WPRO-F
3. WWLI-F	3. WHJY-F	3. WSNE-F	3. WHJY-F	3. WLKW-F		3. WWRX-F	3. WBRU-F	3. WPRO-F	3. WBRU-F	3. WSNE-F
4. WWRX-F	4. WSNE-F	4.	4. WSNE-F	4. WSNE-F		4. WBRU-F	4. WWRX-F	4. WSNE-F	4. WSNE-F	4. WPRO
5.	5. WXKS-F	5.	5. WLKW-F	5. WPRO		5.	5. WSNE-F	5. WWRX-F	5. WWRX-F	5. WWLI-F
									6. WWRK-F	6. WBRU-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WADK	1540	Newport	.4/1.0	WAAF-F	107.3	Worcester	.4/2.5
WALE	1400	Fall River	1.5/2.6	WBCN-F	104.1	Boston	.6/2.5
WARA	1320	Attleboro	.3/1.5	WBOS-F	92.9	Brookline	1.1/3.0
WBSM	1420	New Bedford	1.2/2.4	WBZ	1030	Boston	1.4/3.8
WEAN	990	Providence	.9/2.5	WCIB-F	101.9	Falmouth	.4/1.1
WERI	1230	Westerly	.3/ .7	WCRB-F	102.5	Waltham	1.2/3.5
WHIM	1110	Providence	3.3/4.0	WJTB-F	96.9	Boston	.7/1.4
WICE	550	Pawtucket	1.2/3.9	WPLM-F	99.1	Plymouth	.9/3.9
WNBH	1340	New Bedford	1.0/2.4	WROR-F	98.5	Boston	.8/2.4
WNRI	1380	Woonsocket	.4/1.4	WVBF-F	105.7	Framingham	.4/1.4
WOTB-F	100.3	Middletown	.8/2.2	WVVE-F	102.3	Stonington	.3/1.1
WPEP	1570	Taunton	.8/1.4	WXKS-F	107.9	Medford	1.9/5.6
WWAZ	790	Providence	1.3/3.6	WZLX-F	100.7	Boston	.9/3.2
WWON	1240	Woonsocket	.5/1.9	WZOU-F	94.5	Boston	.6/3.8

RADIO STATIONS

WHIM, 1110,	5 KW (DAYS)	, COUNTRY	CBS, \$ 25.00 (Masla)
WHJJ, 920,	5 KW (DA-N)	, NEWS/TALK	ABC-I, NBC-T, \$ 60.00* (Katz)
WICE, 550,	1 KW/500 W (DA-N)	, OLDIES	US 1, \$ 22.00* (Republic)
WPRO, 630,	5 KW (DA-N)	, MOR/AC	ACB-D, \$ 70.00* (Katz)
WRCP, 1290,	5 KW/1 KW (DA-2)	, ETHNIC	, \$ 17.00 (NE Spot)
WRIB, 1220,	1 KW (DAYS)	, RELIGION	, \$ 19.00 (---)
WWAZ, 790,	5 KW (DA-N)	, NOSTALGIA	US 2, \$ 48.00* (Mc-Guild)
WBRU-F, 95.5,	20 KW @ 440,	AOR	Source, \$ 47.00* (MMR)
WWRX-F, 103.7,	50 KW @ 500,	CHR	, \$ 43.00* (Roslin)
WHJY-F, 94.1,	50 KW @ 500,	AOR	ABC-R, \$ 77.00* (Katz)
WLKW-F, 101.5,	50 KW @ 500,	BTFLE/EZ	ABC-D, \$ 83.00* (Christal)
WPRO-F, 92.3,	39 KW @ 550,	CHR	ABC-C, \$ 105.00* (Katz)
WSNE-F, 93.3,	50 KW @ 500,	AC	ABC-E, \$ 58.00* (Eastman)
WWLI-F, 105.1,	50 KW @ 500,	SOFT AC	Trans, \$ 64.00* (Mc-Guild)
WMYS-F, 98.1,	50 KW @ 500,	AC	, \$ 40.00* (Torbet)
			Cap Cities/ABC
			Federal
			Wilkes-Schwartz
			Cap Cities/ABC
			Beck-Ross
			(TAUNTON, MA)
			Eastern
			Hall
			(NEW BEDFORD, MA)

RALEIGH - DURHAM

Arbitron Rank/Pop (12+): 62/545,100
 MSA Rank/Pop: 70/661,000
 ADI # 35
 Average Person Ratings: 16.2
 Market TSL: 21.5 hours

Stations: 24/22
 Diaries: 1050/532:1/54.1%
 Sample Target: 890
 % Below Line: 1.3
 % Not Listed: 12.5

1987 Revenue: \$24,300,000
 HH Inc.: \$34,512
 Retail \$: 4.5 Bil
 Pop per Station: 25,368
 #1 Biller: WRAL-F \$5,000,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. WDCG-F	85/9.4	6.7	7.8	7.4	5.8	7.8	152/2780	1245/22.3	19.2	20.7			9.0	86	1286	WDCG-F
WRAL-F	85/9.4	9.9	7.9	7.7	8.9	8.7	232/3248	1136/20.4	22.4	24.3			7.1	68	1173	WRAL-F
3. WFXC-F	83/9.2	3.1	4.0	6.1	9.3	5.6	94/884	730/13.1	9.5	15.9			5.9	56	935	WFXC-F
4. WRDU-F	75/8.3	6.5	10.9	7.9	7.2	8.4	122/1856	854/15.3	14.9	16.5			8.9	85	1150	WRDU-F
5. WPTF	74/8.2	8.9	8.1	9.0	9.1	8.6	103/1500	905/16.2	16.3	21.7			7.0	67	884	WPTF
6. WQDR-F	67/7.4	9.1	8.2	8.1	7.3	8.2	170/2457	816/14.6	17.3	15.8			9.0	86	1099	WQDR-F
7. WQOK-F	58/6.4	7.4	7.3	---	---	5.3	167/1484	704/12.6	10.6	---			9.8	94	950	WQOK-F
8. WTRG-F	35/3.9	3.7	3.3	4.5	4.6	3.9	114/1611	703/12.6	13.8	14.3			4.2	40	890	WTRG-F
9. WDJR	33/3.6	3.2	2.6	4.7	2.9	3.5	35/392	380/6.8	4.0	5.5			2.9	28	580	WDJR
WYLT-F	33/3.6	6.3	4.1	5.9	4.6	5.0	60/1168	555/9.9	14.0	13.8			3.1	30	817	WYLT-F
11. WYRN	28/3.1	1.6	---	---	1.6	1.2	28/147	139/2.5	1.4	1.3			.8	8	113	WYRN
12. WZZU-F	25/2.8	4.1	5.2	5.4	5.0	4.4	85/1705	741/13.3	13.5	17.1			4.6	44	829	WZZU-F
WLLC	25/2.6	2.5	3.3	2.8	4.7	4.9	27/376	357/6.4	5.8	6.4			3.4	32	269	WLLC
14. WDNC	23/2.5	3.3	2.3	2.6	3.8	2.7	26/448	358/6.4	8.2	9.4			1.6	15	277	WDNC

12+ FM SHARE (METRO): 71.34% (565 of 792) (WIN 87: 66.93%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WDCG-F	1. WRDU-F	1. WRDU-F	1. WRAL-F	1. WRAL-F	1. WPTF	1. WRAL-F	1. WRAL-F	1. WDCG-F	1. WFXC-F	1. WFXC-F
2. WFXC-F	2. WFXC-F	2. WFXC-F	2. WRDU-F	2. WQDR-F	2. WRAL-F	2. WPTF	2. WRDU-F	2. WFXC-F	2. WDCG-F	2. WQDR-F
3. WZZU-F	3. WDLG-F	WRAL-F	3. WFXC-F	3. WRDU-F	3. WQDR-F	3. WDCG-F	3. WDCG-F	3. WRAL-F	3. WQOK-F	3. WPTF
4.	4. WQOK-F	4. WDCG-F	WQDR-F	4. WFXC-F	4.	4. WQDR-F	4. WPTF	WRDU-F	4. WQDR-F	4. WLLC
5.	5. WRAL-F	5. WQOK-F	5. WDCG-F	5. WDCG-F	5.	5. WRDU-F	5. WQDR-F	5. WQDR-F	5. WRAL-F	WQOK-F
	6. WTRG	6. WQDR-F	6. WQOK-F	6. WQOK-F		6. WFXC-F		WRDU-F	6. WDCG-F	
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WDCG-F	1. WFXC-F	1. WFXC-F	1. WRAL-F	1. WRAL-F		1. WRDU-F	1. WRDU-F	1. WRDU-F	1. WRDU-F	1. WRDU-F
WFXC-F	2. WDCG-F	2. WCHL	2. WDCG-F	2. WQDR-F		2. WDCG-F	2. WFXC-F	2. WFXC-F	2. WFXC-F	2. WRAL-F
3. WRDU-F	3. WRDU-F	3. WRAL-F	3. WFXC-F	3. WDCG-F		3. WFXC-F	3. WQOK-F	3. WQOK-F	3. WDCG-F	3. WQDR-F
4. WQOK-F	4. WQOK-F	4. WRDU-F	4. WQDR-F	4. WFXC-F		4. WQOK-F	4. WDCG-F	4. WRAL-F	4. WRAL-F	4. WFXC-F
5.	5. WRAL-F	5. WDCG-F	5. WQOK-F	5. WYLT-F		WTRG	5. WTRG	5. WDCG-F	5. WRAL-F	5. WQOK-F
		WQOK-F						WQDR-F	6. WQDR-F	
								WTRG	WTRG	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAUG	750	New Hope	.9/1.5
WAZZ-F	103.9	Fuquay-Varina	.8/1.8
WCHL	1360	Chapel Hill	.7/4.4
WCLY	1550	Raleigh	.4/1.0
WKIX	850	Raleigh	.7/4.1
WPJL	1240	Raleigh	.8/2.5
WSRC	1410	Durham	.9/2.5
WTKI	1310	Durham	.6/1.1
WMAG-F	99.5	High Point	.3/1.3
WPCM-F	101.1	Burlington	1.0/3.2

RADIO STATIONS

WDNC,	620,	5 KW/1 KW (DA-2)	, NOSTALGIA	CBS,	\$ 32.00*	(Republic)	
WDUR,	1490,	1 KW	, BLACK	ABC-R,	\$ 21.00*	(Eastman)	
WKIX,	850,	10 KW/5 KW (DA-N)	, OLDIES	US 2,	\$ 30.00*	(Mc-Guild)	Metroplex
WLLC,	570,	500 W (DAYS)	, BLACK	SBN,	\$ 20.00*	(Masla)	
WPTF,	680,	50 KW (DA-N)	, MOR/TALK	NBC,ABC-I,	\$ 80.00*	(Mc-Guild)	Durham Life
WDCG-F,	95.1,	99 KW @ 1141,	CHR	ABC-F,	\$ 72.00*	(Republic)	
WFXC-F,	107.1,	3 KW @ 300,	BLACK	,	\$ 51.00*	(Eastman)	
WQDR-F,	94.7,	100 KW @ 1025,	COUNTRY	ABC-E,	\$ 77.00*	(Mc-Guild)	Durham Life
WRAL-F,	101.5,	100 KW @ 1900,	AC	,	\$105.00*	(Katz)	Capitol-Goodmon
WRDU-F,	106.1,	100 KW @ 1350,	AOR	Source,	\$ 73.00*	(MMR)	Voyager
WTRG-F,	100.7,	100 KW @ 1968,	AC	,	\$ 66.00*	(Banner)	Capitol-Johnson
WYLT-F,	96.1,	98 KW @ 930,	SOFT AC	,	\$ 79.00*	(Mc-Guild)	Metroplex
WZZU-F,	93.9,	100 KW @ 1811,	CHR	,	\$ 75.00*	(Torbet)	Village
WQOK-F,	97.5,	100 KW @ ??,	BLACK	,	\$ NA	(HNWH)	Joyner

(S. BOSTON)

WZFX - See Fayetteville

RICHMOND

Arbitron Rank/Pop (12+): 54/687,900

Stations: 19/18
Diaries: 1220/566:1/60.3%
Sample Target: 1020
% Below Line: 0.6
% Not Listed: 8.9

1987 Revenue: \$24,200,000
HH Inc.: \$35,205
Retail \$: 5.7 Bil
Pop per Station: 38,350
#1 Biller: WRVA \$5,300,000

MSA Rank/Pop: 63/824,000

ADI # 62

Average Person Ratings: 17.6

Market TSL: 23.0 hours

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume
1. WRVA	178/14.6	13.3	12.4	15.0	13.9	13.8	195/2196	1911/27.7	27.9	28.4			13.3	156	2256
2. WRVQ-F	160/13.2	12.1	13.3	11.6	12.3	12.6	199/2617	2018/29.2	27.7	29.5			14.5	169	2225
WRXL-F	160/13.2	13.2	12.2	10.8	9.2	12.4	170/1724	1567/22.7	21.0	18.3			14.2	166	1719
4. WPLZ-F	116/ 9.5	12.2	14.5	12.6	16.0	12.2	128/1253	1099/15.9	19.1	22.2			13.6	159	1888
5. WEZS-F	96/ 7.9	6.8	9.0	9.1	7.2	8.2	115/1554	1325/19.2	18.7	18.8			5.6	65	1023
6. WCDX-F	77/ 6.3	3.8	2.5	3.7	3.0	4.1	81/ 906	880/12.7	9.0	12.0			9.3	109	1189
WQSF-F	77/ 6.3	5.2	4.4	5.5	5.1	5.4	87/1005	850/12.3	9.9	8.3			3.9	46	619
8. WTVR-F	67/ 5.5	6.4	5.5	5.9	6.8	5.8	102/1239	865/12.5	15.4	14.7			3.8	45	969
9. WKHK-F	35/ 2.9	4.3	1.4	3.8	3.3	3.1	38/ 586	560/ 8.1	8.4	6.9			2.5	29	441
10. WLEE	34/ 2.8	2.2	2.1	1.9	2.3	2.3	34/ 365	361/ 5.2	5.3	5.3			1.5	18	306
11. WRNL	25/ 2.1	1.2	2.6	2.1	3.2	2.0	25/ 411	377/ 5.5	6.2	9.0			2.6	30	484
12.															
13.															
14.															
15.															

12+ FM SHARE (METRO): 72.38% (802 of 1108) (WIN 87: 69.76%)

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

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WANT	990	Richmond	.7/3.6
WDYL-F	92.1	Chester	.5/2.9
WFTH	1590	Richmond	1.5/2.9
WKIE	1540	Richmond	1.3/4.0
WPLZ	1240	Petersburg	1.4/2.7
WTVR	1380	Richmond	.1/1.6
WXGI	950	Richmond	.7/1.2
WMYK-F	93.7	Elizabeth City	.6/1.1

RADIO STATIONS

WANT, 990,	1 KW (DAYS)	, BLACK	NBN,\$ 17.00* (Masla)	
WFTH, 1590,	5 KW (DAYS)	, RELIGION	,\$ 14.00* (---)	Willis
WKIE, 1540,	10 KW (DAYS,DA)	, BLACK	,\$ 20.00* (Roslin)	
WLEE, 1480,	5 KW (DA-2)	, NOSTALGIA	CBS,\$ 31.00* (HNWH)	Gilcom
WPLZ, 1240,	1 KW	, RELIGION	US 2,\$ 11.00* (Mc-Guild)	(PETERSBURG)
WRNL, 910,	5 KW (DA-N)	, OLDIES	US 1,\$ NA (Katz)	Capitol-Goodmon
WRVA, 1140,	50 KW (DA-1)	, MOR	NBC,\$110.00* (Eastman)	Edens
WTVR, 1380,	5 KW (DA-2)	, COUNTRY	ABC-E,\$ NA (Christal)	Park
WCDX-F, 92.7,	2.7 KW @ 340,	URBAN	,\$ 35.00* (Torbet)	Sinclair
WEZS-F, 103.7,	20 KW @ 750,	AC	,\$ 85.00* (MMR)	EZ
WKHK-F, 95.3,	3 KW @ 300,	COUNTRY	ABC-D,\$ 28.00* (Christal)	Brill
WPLZ-F, 99.3,	3 KW @ 300,	BLACK	US 1,\$ 60.00* (Mc-Guild)	(COLONIAL HTS)
WQSF-F, 96.5,	50 KW @ 440,	BTFL/AC	,\$ 48.00* (HNWH)	(WILLIAMSBURG)
WRVQ-F, 94.5,	200 KW @ 355,	CHR	ABC-C,\$ 95.00* (Eastman)	Edens
WRXL-F, 102.1,	140 KW @ 320,	AOR	,\$ NA (Katz)	Capitol-Goodmon
WTVR-F, 98.1,	50 KW @ 840,	COUNTRY	ABC-E,\$ 56.00* (Christal)	Park

RIVERSIDE - SAN BERNARDINO

Arbitron Rank/Pop (12+): 39/929,000

MSA Rank/Pop: 19/2,060,000
Los Angeles ADI
Average Person Ratings: 17.3
Market TSL: 23.0 hours

Stations: 44/17
Diaries: 1514/647:1/53.2%
Sample Target: 1280
% Below Line: 49.4
% Not Listed: 11.6

1987 Revenue: \$14,000,000
HH Inc.: \$33,611
Retail \$: 12.2 Bil
Pop per Station: 57,582
#1 Biller: KGGI-F \$3,000,000

12+ METRO	1/4/SHARE	FAL 87	SIJM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. KDUO-F	137/8.1	7.3	8.3	7.7	7.5	7.9	177/1677	1323/13.5	12.7	13.2			3.3	49	769	KDUO-F
2. KGGI-F	126/7.4	7.0	8.5	7.4	7.5	7.6	154/2357	1820/18.6	17.3	18.6			9.6	141	2115	KGGI-F
3. KIIS-F	102/6.0	6.2	6.4	5.5	5.5	4.7	168/2563	1563/16.0	14.7	15.5			8.0	118	1940	KIIS-F
4. KLOS-F	100/5.9	4.2	3.6	4.2	4.3	4.5	143/1517	1030/10.5	10.0	10.1			6.9	101	1357	KLOS-F
5. KRTH-F	82/4.8	5.0	7.4	7.2	5.0	6.1	144/2183	1253/12.8	13.7	11.9			4.5	66	978	KRTH-F
6. KCAL-F	70/4.1	5.7	2.9	2.5	3.6	3.8	84/1118	847/ 8.7	9.8	8.2			4.3	63	816	KCAL-F
7. KOST-F	69/4.1	3.6	3.1	3.4	4.2	3.6	117/1720	1014/10.4	9.0	11.9			2.7	40	981	KOST-F
8. KNX	54/3.2	2.6	3.3	2.3	3.4	2.9	82/1581	966/ 9.9	9.3	10.1			2.5	36	815	KNX
9. KOLA-F	53/3.1	2.6	2.0	2.3	3.0	2.5	74/1480	1061/10.8	10.6	11.5			2.4	35	787	KOLA-F
10. KQLH-F	49/2.9	3.0	2.4	3.1	2.4	2.9	60/ 796	634/ 6.5	7.6	8.2			2.3	34	463	KQLH-F
11. KFI	47/2.8	3.7	3.2	3.8	4.3	3.4	68/1731	971/ 9.9	11.8	11.7			2.5	37	705	KFI
12. KPWR-F	45/2.7	2.3	2.1	2.8	2.6	3.4	74/1236	744/ 7.6	7.2	6.9			4.7	69	1030	KPWR-F
13. KCKC	44/2.6	2.8	2.5	2.9	2.7	2.7	44/ 480	480/ 4.9	5.5	4.9			1.8	26	488	KCKC
14. KBIG	42/2.5	2.3	3.0	2.7	2.8	2.6	70/1188	737/ 7.5	7.2	7.7			1.3	19	274	KBIG
15. KWDJ A/F	38/2.3	1.0	.9	1.4	1.3	1.4	48/ 623	471/ 4.8	3.4	3.0			1.5	22	281	KWDJ A/F
KFXM	38/2.2	1.3	2.5	3.2	2.4	2.3	48/ 531	435/ 4.4	4.0	4.8			2.0	29	366	KFXM

12+ FM SHARE (METRO): 77.49% (1160 of 1497) (WIN 87: 75.61%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KGGI-F	1. KGGI-F	1. KOST-F	1. KGGI-F	1. KOST-F	1. KLOS-F	1. KLOS-F>	1. KLOS-F>	1. KLAC >	1. KLOS-F
2. KIIS-F+	KIIS-F+	2. KIIS-F+	2. KIIS-F+	2. KDUO-F	2. KCAL-F	2. KCAL-F	2. KCAL-F	2. KCAL-F	2. KRTH-F>
3. KPWR-F	3. KOST-F	3. KLOS-F	3. KOST-F	KIIS-F+	3. KIIS-F+	3. KIIS-F+	3. KIIS-F+	KRTH-F	3. KIIS-F+
4. KOLA-F	4. KLOS-F	4. KRTH-F	4. KRTH-F	KRTH-F	4. KOLA-F	4. KRTH-F	4. KRTH-F	4. KIIS-F+	4. KCAL-F
	KOST-F	5.	5. KQLH-F	5. KQLH-F	5.	5. KOLA-F	5.	5. KGGI-F	5. KGGI-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBON-F	103.9	Lake Arrowhead	.6/3.2
KCAL	1410	Redlands	.9/1.6
KDIF	1440	Riverside	.6/1.1
KHSJ	1320	Hemet	.8/1.1
KHYE-F	105.7	Hemet	.6/1.4
KLFE	1240	San Bernardino	.6/1.3
KMEN	1290	San Bernardino	.3/2.4
KNTF-F	93.5	Ontario	1.8/4.4

See Los Angeles for more about the following:

KABC	2.0/3.8	KKGO-F	.5/1.6	KNAC-F	.3/1.3
KBRT	.6/1.3	KLAC	.9/2.9	KNX-F	1.2/2.1
KFAC-F	1.0/3.6	KLSX-F	.7/2.4	KRLA	.5/1.7
KJOI-F	.6/1.5	KLVE-F	1.2/2.1	KROQ-F	1.5/4.3
KFWB	.6/4.2	KMPC	.7/1.9	KTNQ	.4/ .9
KIQQ-F	.8/2.8	KMPC-F	.3/ .6	KTWV-F	2.1/6.3
				KZLA-F	1.6/4.3

RADIO STATIONS

KCAL, 1410,	5 KW/1 KW (DA-N)	, SPANISH	UPI, \$ 20.00 (Lotus)
KCKC, 1350,	5 KW/500 W (DA-2)	, COUNTRY	ABC-I, \$ 35.00 (HNWH)
KFXM, 590,	1 KW (DA-2)	, NOSTALGIA	ABC-D, ABC-E, \$ 24.00* (Katz)
KMEN, 1290,	5 KW (DA-2)	, OLDIES/AC	, \$ 22.00* (Mc-Guild)
KCAL-F, 96.7,	3 KW @ 300,	AOR	CBS-R, \$ 34.00* (Torbet)
KDUO-F, 97.5,	72 KW @ 1530,	BTFL/EZ	ABC-D, \$ 67.00* (Katz)
KGGI-F, 99.1,	3 KW @ 1530,	CHR	, \$ 80.00* (Mc-Guild)
KNTF-F, 93.5,	3 KW @ -165,	COUNTRY	, \$ 37.00 (HNWH)
KOLA-F, 99.9,	31 KW @ 1360,	CHR	ABC-R, \$ 40.00 (Banner)
KQLH-F, 95.1,	50 KW @ ??,	SOFT AC	MBS, \$ 45.00* (Torbet)
KWDJ-F, 92.7,	3 KW @ 300,	COUNTRY	MBS, \$ 19.00 (Gillis)

ROCHESTER

Arbitron Rank/Pop (12+): 42/839,400

Stations: 19/16
Diaries: 1197/694:1/58.6%
Sample Target: 1130
% Below Line: 1.7
% Not Listed: 11.5

1987 Revenue: \$23,000,000
HH Inc.: \$38,832
Retail \$: 6.3 Bil
Pop per Station: 51,888
#1 Biller: WVOR-F \$5,200,000

MSA Rank/Pop: 47/995,000

ADI # 72

Average Person Ratings: 16.7

Market TSL: 21.3 hours

12+ METRO	1/4/SHARE	12+ METRO					4 Book Avg.	12+ TSA 1/4/CUME	CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
		FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.											
1. WCMF-F	211/15.2	13.7	14.0	14.8	12.2	14.4	242/2369	2007/24.2	25.3	24.9			17.3	255	2559	WCMF-F	
2. WPXY A/F	207/14.9	14.4	15.8	13.2	10.7	14.6	228/3031	2658/32.0	31.6	28.6			14.6	216	2635	WPXY A/F	
3. WVOR-F	131/ 9.4	11.1	9.1	10.2	11.4	10.0	141/2109	2000/24.1	24.0	27.1			8.6	126	1433	WVOR-F	
4. WHAM	121/ 8.7	8.2	8.7	7.7	8.4	8.3	127/1788	1566/18.9	21.0	19.8			9.5	139	1724	WHAM	
5. WBEE-F	107/ 7.7	8.4	8.8	7.4	5.5	8.1	133/1441	1227/14.8	15.5	20.5			9.5	140	1369	WBEE-F	
6. WZSH-F	96/ 6.9	8.0	5.8	7.0	9.1	6.9	115/1420	1223/14.7	15.2	14.9			3.5	51	905	WZSH-F	
7. WEZO-F	89/ 6.4	6.0	6.8	7.7	8.6	6.7	89/1365	1296/15.6	15.6	21.5			3.7	55	1047	WEZO-F	
8. WDKX-F	82/ 5.9	3.9	5.3	5.6	3.3	5.2	93/ 764	745/ 9.0	7.6	7.1			8.9	131	1384	WDKX-F	
9. WKLX-F	63/ 4.5	5.8	4.3	4.7	6.0	5.0	68/1254	1125/13.6	15.9	16.3			5.2	77	1336	WKLX-F	
10. WNYR	44/ 3.2	2.7	2.9	2.2	6.2	2.8	45/ 592	561/ 6.8	6.0	9.4			3.1	46	532	WNYR	
11.																	
12.																	
13.																	
14.																	
15.																	

12+ FM SHARE (METRO): 82.91% (1019 of 1229) (WIN 87: 80.43%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WPXY-F+>1. WPXY-F+>	1. WPXY-F	1. WPXY-F	1. WPXY-F+>	1. WVOR-F	1. WCMF-F>	1. WCMF-F>	1. WCMF-F>	1. WCMF-F>	1. WCMF-F>
2. WCMF-F>	2. WCMF-F	WVOR-F	2. WVOR-F	2. WPXY-F+>	2. WPXY-F+>	2. WPXY-F+>	2. WKLX-F	2. WPXY-F+>	2. WVOR-F
3. WVOR-F	3. WVOR-F>	3. WCMF-F>	3. WCMF-F>	3. WBEE-F	3. WKLX-F	3. WKLX-F>	3. WPXY-F+>	3. WBEE-F	3. WBEE-F
4. WEZO-F	4. WEZO-F	4. WKLX-F	4. WBEE-F	4. WCMF-F	4. WDKX-F	4. WDKX-F	4. WVOR-F	4. WVOR-F	4. WPXY-F+>
5. WBEE-F	WKLX-F	5. WDKX-F	5. WEZO-F	5. WEZO-F	5.	5. WBEE-F	5. WBEE-F	5. WKLX-F	5. WEZO-F
WDKX-F	6. WEZO-F					WVOR-F		6. WKLX-F	6. WKLX-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBBF	950	Rochester	1.2/4.9
WFLC-F	102.3	Canandaigua	1.3/2.2
WGVA	1240	Geneva	.4/1.1
WWWG	1460	Rochester	.4/2.4
WYSL	1030	Avon	.8/1.7
WMJQ-F	102.5	Buffalo	.7/2.3
WPCX-F	106.9	Auburn	.6/1.3
WYYY-F	94.5	Syracuse	.4/ .8

RADIO STATIONS

WBBF, 950, 1 KW (DA-2)	, ODLIES	US 2,\$ 30.00* (Republic)	Heritage
WHAM, 1180, 50 KW	, MOR	CBS,NBC-T,\$ 72.00* (Mc-Guild)	Lincoln
WNYR, 990, 5 KW/2.5 KW (DA-2)	, NOST/MOR	ABC-I,\$ 23.00* (HNWH)	Dorton
WWWG, 1460, 5 KW (DA-N)	, RELIGION	,\$ 12.00 (---)	Brandon
WBEE-F, 92.5, 50 KW @ 500,	COUNTRY	US 2,\$ 45.00* (Republic)	Heritage
WCMF-F, 96.5, 50 KW @ 457,	AOR	,\$ 90.00* (Torbet)	Stoner
WDKX-F, 103.9, 1 KW @ 540,	BLACK	NBN,\$ 38.00* (Roslin)	
WEZO-F, 101.3, 27 KW @ 637,	SOFT AC	ABC-E,\$ 68.00* (HNWH)	Dorton
WKLX-F, 98.9, 50 KW @ 340,	CLASSIC AOR	,\$ 42.00* (Durpetti)	
WPXY-F+, 97.9, 50 KW @ 456,	CHR	,\$ 80.00* (MMR)	Pyramid
WVOR-F, 100.5, 50 KW @ 490,	AC	,\$ 93.00* (Mc-Guild)	Lincoln
WZSH-F, 95.1, 11 KW @ 993,	BTFL	,\$ 40.00* (Torbet)	

(BRISTOL CENTER)

SACRAMENTO

Arbitron Rank/Pop (12+): 32/1,082,800
 MSA Rank/Pop: 35/1,330,000
 ADI # 20
 Average Person Ratings: 16.5
 Market TSL: 21.5 hours

Stations: 27/22
 Diaries: 1294/861:1/54.6%
 Sample Target: 1240
 % Below Line: 3.3
 % Not Listed: 11.0

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

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. KCTC-F	209/11.4	10.1	7.9	10.5	8.9	10.0	252/2425	1942/17.4	16.5	16.0			8.2	153	1260	KCTC-F
2. KFBK	164/ 8.9	8.3	9.5	8.3	9.1	8.8	217/2934	2199/19.7	16.7	18.9			9.1	170	1536	KFBK
3. KXOA-F	149/ 8.1	8.0	8.2	7.6	7.4	8.0	169/2436	2074/18.6	17.3	19.1			6.0	113	1747	KXOA-F
4. KRAK-F	138/ 7.5	8.0	6.9	6.9	7.6	7.3	200/2540	1785/16.0	15.8	14.8			8.9	167	1736	KRAK-F
5. KZAP-F	129/ 7.0	7.2	8.8	6.3	8.0	7.3	165/2343	1782/16.0	17.3	16.0			10.0	187	2621	KZAP-F
6. KRXQ-F	122/ 6.7	4.1	4.0	3.4	3.9	4.6	122/1420	1420/12.7	8.8	9.7			6.7	125	1755	KRXQ-F
7. KWOD-F	119/ 6.5	6.2	6.1	7.5	6.4	6.6	153/2781	2069/18.6	18.2	17.7			7.4	139	1988	KWOD-F
8. KSFM-F	94/ 5.1	6.4	7.2	6.0	7.1	6.2	128/2780	1990/17.9	20.8	22.1			6.3	119	2207	KSFM-F
9. KROY-F	74/ 4.0	4.7	4.6	7.0	6.8	5.1	82/1764	1543/13.9	13.9	16.1			5.8	109	1691	KROY-F
10. KAER-F	67/ 3.7	3.0	3.9	3.0	2.8	3.3	71/1382	1262/11.3	9.4	8.4			2.2	41	775	KAER-F
11. KRAK	63/ 3.4	3.1	2.9	4.0	3.5	3.4	160/2016	944/ 8.5	7.8	8.3			3.4	64	717	KRAK
12. KHYL-F	50/ 2.7	2.2	3.1	2.4	2.3	2.6	80/1467	1040/ 9.3	9.4	8.9			3.3	62	1025	KHYL-F
13. KXOA	34/ 1.9	2.1	2.8	3.3	2.8	2.5	40/ 546	493/ 4.4	4.8	5.7			1.7	31	310	KXOA
14. KRCX	33/ 1.8	1.9	---	1.4	.5	1.7	33/ 211	211/ 1.9	1.3	1.4			.4	7	288	KRCX
15. KSAC	22/ 1.2	.7	1.0	---	.7	1.0	22/ 391	391/ 3.5	2.1	2.3			1.0	18	322	KSAC
16.																
17.																
18.																
19.																
20.																
21.																
22.																
23.																
24.																
25.																

12+ FM SHARE (METRO): 73.04% (1192 of 1632) (WIN 87: 71.57%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KWOD-F >	1. KRXQ-F	1. KXOA-F	1. KXOA-F	1. KXOA-F	1. KCTC-F	1. KFBK >	1. KCTC-F	1. KCTC-F	1. KCTC-F	1. KFBK >
2. KSFM-F	2. KZAP-F >	KZAP-F	2. KZAP-F	2. KCTC-F	2. KFBK	2. KCTC-F	2. KXOA-F	2. KRAK-F	2. KWOD-F	2. KXOA-F
3. KROY-F	3. KXOA-F	3. KRXQ-F	3. KRAK-F	3. KZAP-F	3. KRAK-F	3. KXOA-F	3. KFBK	3. KWOD-F	3. KRXQ-F	3. KCTC-F
4. KRXQ-F	4. KWOD-F	4. KRAK-F	4. KCTC-F	4. KFBK	4. KXOA-F	4. KRAK-F	4. KRAK-F	4. KXOA-F	4. KFBK	4. KRXQ-F
5.	5. KRAK-F	5. KCTC-F	5. KFBK >	5. KRAK-F >	5. KRAK	5. KZAP-F	5. KZAP-F	5. KRXQ-F	5. KZAP-F	5. KAER-F
6.	6. KSFM-F	6. KFBK	6. KSFM-F	6. KSFM-F	6. KXOA	6. KRXQ-F	6. KRXQ-F	6. KZAP-F	6. KROY-F	6. KRAK-F
7.	7.	7. KWOD-F	7. KWOD-F	7. KWOD-F	7.	7. KSFM-F	7. KSFM-F	7. KFBK	7.	KGO
8.	8.	8.	8. KAER	8. KAER-F	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KRXQ-F	1. KWOD-F	1. KXOA-F	1. KXOA-F	1. KCTC-F	1. KRXQ-F >	1. KRXQ-F	1. KZAP-F >	1. KZAP-F	1. KZAP-F
2. KWOD-F >	2. KXOA-F	2. KSFM-F	2. KRAK-F	2. KXOA-F	2. KZAP-F	2. KZAP-F	2. KRXQ-F	2. KRXQ-F >	2. KFBK
3. KROY-F	3. KRXQ-F	3. KRAK-F	3. KCTC-F	3. KRAK-F	3. KRAK-F	3. KXOA-F	3. KXOA-F	3. KFBK	3. KXOA-F
4. KAER-F	4. KAER-F	4. KAER-F	4. KWOD-F	4. KSFM-F	4. KSFM-F	4. KRAK-F	4. KFBK	4. KXOA-F	4. KRAK-F
5. KZAP-F	KRAK-F	KZAP-F	5. KAER-F	5. KAER-F	5. KROY-F	5. KSFM-F	5. KWOD-F	5. KRAK-F >	5. KRXQ-F
6. KRAK-F	KSFM-F	6. KWOD-F	KSFM-F	6. KFBK-F	6. KWOD-F	6. KWOD-F	6. KHYL-F	6.	6. KCTC-F
7.	7. KZAP-F	7. KROY-F	7. KZAP-F	7. KZAP-F	7.	7.	7. KRAK-F	7.	7.
8.	8. KROY-F	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KFIA	710	Carmichael	1.1/3.2
KGNR	1320	Sacramento	.9/4.0
KKSA	1030	Folsom	.7/1.8
KRLT-F	93.9	S. Lake Tahoe	.6/1.3
KSMJ	1380	Sacramento	1.0/3.3
KTHO-F	102.9	S. Lake Tahoe	.5/1.0
KYLO-F	105.5	Davis	.7/2.3
KCBS	740	San Francisco	.4/2.1
KFRC	610	San Francisco	.8/1.5
KGO	810	San Francisco	1.0/4.0
KMEL-F	106.1	San Francisco	.4/ .9
KNBR	680	San Francisco	.7/3.9

RADIO STATIONS

AM STATIONS

KFBK, 1530, 5 KW (DA-1)	, NEWS/TALK	APR,NBC,NBC-T,\$ 85.00* (Group W)	Westinghouse	
KFIA, 710, 10 KW/250 W (DA-2)	, RELIGION	CNN,\$ 26.00 (---)		(CARMICHAEL)
KGNR, 1320, 5 KW (DA-2)	, OLDIES	CBS,\$ 45.00* (Christal)	Tribune Co.	
KIQQ, 1030, 50 KW/1 KW (DA-2)	, ? ?	,\$ 21.00 (Roslin)		(FOLSOM)
KJAY, 1430, 500 W (DAYS,DA)	, RELIGION/VARIOUS	,\$ 22.00 (---)		
KRAK, 1140, 50 KW (DA-2)	, COUNTRY	,\$ 70.00* (Durpetti)	EZ	
KRCX, 1110, 5 KW/500 W	, SPANISH	,\$ 40.00* (Lotus)	Fuller-Jeffrey	(ROSEVILLE)
KSAC, 1240, 1 KW	, CLASSICAL	,\$ 35.00* (---)		
KSMJ, 1380, 5 KW	, BLACK	SMN,\$ 30.00* (MMR)	Genesis	
KXOA, 1470, 5 KW/1 KW (DA-2)	, NOSTALGIA	APR,\$ 55.00* (Banner)	Brown	

FM STATIONS

KAER, 92.5, 50 KW @ 449, SOFT AC	ABC-E,\$ 57.00* (Group W)	Westinghouse	
KCTC, 96.1, 50 KW @ 476, BTFL/EZ	,\$ 84.00* (Christal)	Tribune Co.	
KRXQ, 93.5, 3 KW @ 306, AOR	,\$ 50.00* (Torbet)	Fuller-Jeffrey	
KHYL, 101.1, 36 KW @ 567, OLDIES/AC	,\$ 45.00* (Torbet)	Parker	(AUBURN)
KRAK, 105.1, 50 KW @ 500, COUNTRY	,\$ 80.00* (Durpetti)	EZ	
KROY, 96.9, 50 KW @ 500, CHR	US 1,Source,\$ 60.00* (HNWH)		
KSFM, 102.5, 50 KW @ 500, CHR	,\$ 90.00* (MMR)	Genesis	(WOODLAND)
KWOD, 106.5, 50 KW @ 310, CHR	ABC-F,CBS-R,\$ 65.00* (Republic)		
KXOA, 107.9, 50 KW @ 420, AC	,\$115.00* (Banner)	Brown	
KZAP, 98.5, 50 KW @ 495, AOR	,\$ 85.00* (Mc-Guild)	Nationwide	

ST. LOUIS

Arbitron Rank/Pop (12+): 15/1,996,300

Stations: 28/28
Diaries: 1892/72,429:1/60.9%
Sample Target: 1740
% Below Line: 0
% Not Listed: 5.9

1987 Revenue: \$60,000,000
HH Inc.: \$35,346
Retail \$: 17.2 Bil
Pop per Station: 72,429
#1 Biller: KMOX \$18,400,000

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

ADI # 18

Average Person Ratings: 17.6

Market TSL: 23.2 hours

12+ METRO	1/4/SHARE	12+ METRO					4 Book Avg.	12+ TSA 1/4/CUME	CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
		FAL 87	SUM 87	SPG 87	WIN 87												
1. KMOX	760/21.3	22.1	25.5	23.0	17.7	22.9	848/8261	7020/34.6	42.7	35.5			21.2	827	8274	KMOX	
2. KSHE-F	356/10.0	9.9	10.6	11.5	10.5	10.5	414/4984	4095/20.2	20.2	21.1			13.8	539	5714	KSHE-F	
3. KMJX-F	250/ 7.0	8.2	5.7	7.2	6.7	7.0	255/2308	2201/10.9	11.2	10.7			10.1	395	3196	KMJX-F	
4. KEZK-F	248/ 6.9	7.1	7.2	6.8	8.9	7.0	302/3581	2930/14.4	15.4	16.3			4.4	171	2153	KEZK-F	
5. KHTR-F	213/ 6.0	4.9	5.9	6.8	7.3	5.9	245/4334	3626/17.9	17.3	18.2			6.0	233	4439	KHTR-F	
6. WIL-F	192/ 5.4	4.2	4.5	3.4	5.0	4.4	235/2958	2400/11.8	10.0	11.4			4.7	184	2224	WIL-F	
7. KSD-F	191/ 5.3	3.8	3.3	4.1	4.6	4.1	208/3218	2912/14.4	11.0	11.5			5.0	196	2877	KSD-F	
8. KYKY-F	179/ 5.0	3.9	4.5	3.3	5.4	4.4	185/2860	2687/13.2	12.7	15.6			3.5	137	2337	KYKY-F	
9. WKBQ-F	107/ 3.0	3.0	3.3	4.0	2.9	3.3	117/2700	2421/11.9	12.4	12.3			4.0	157	3162	WKBQ-F	
10. WRTH	98/ 2.7	3.3	1.8	2.2	2.5	2.5	99/1265	1228/ 6.1	6.3	6.4			2.3	91	1234	WRTH	
11. KATZ	78/ 2.2	2.1	1.2	1.7	1.3	1.8	78/ 869	869/ 4.3	5.0	4.4			2.2	85	678	KATZ	
12. KRJY-F	73/ 2.0	3.2	1.8	1.6	1.3	2.2	86/1700	1446/ 7.1	9.1	7.3			1.9	75	1359	KRJY-F	
13. WMRY-F	71/ 2.0	2.6	1.8	2.5	2.0	2.2	80/1415	1325/ 6.5	7.0	6.2			1.9	75	1453	WMRY-F	
14. WKKX-F	66/ 1.8	1.7	2.0	1.9	2.5	1.9	89/1373	1119/ 5.5	5.2	5.9			1.4	54	956	WKKX-F	
15. KUSA	58/ 1.6	1.8	2.3	2.7	3.2	2.1	106/2194	1296/ 6.4	5.3	9.5			1.7	66	951	KUSA	
16. KLTH-F	49/ 1.4	2.2	1.9	1.7	2.4	1.8	61/1059	879/ 4.3	6.7	7.5			1.4	53	784	KLTH-F	
17. KFJQ-F	46/ 1.3	1.2	.8	1.0	1.7	1.1	48/ 647	624/ 3.1	4.1	4.9			1.7	65	917	KFJQ-F	
18.																	
19.																	
20.																	
21.																	
22.																	
23.																	
24.																	
25.																	

12+ FM SHARE (METRO): 63.90% (2149 of 3363) (WIN 87: 66.38%)

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

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KATZ-F	1600	St. Louis	1.0/5.1
KGLD	1380	St. Louis	1.0/4.3
KSIV	1320	Clayton	.6/1.9
KSTZ-F	105.7	Ste. Genevieve	.9/3.8
KXOK	630	St. Louis	.5/3.4
WCBW-F	104.9	Columbia	1.1/2.7
WESL	1490	E. St. Louis	1.1/2.5
WEW	770	St. Louis	.8/1.4
WGNU	920	Granite City	.4/1.6
WIBV	1250	Belleville	.6/2.1
WIL	1430	St. Louis	1.0/2.9

RADIO STATIONS

AM STATIONS

KATZ, 1600,	5 KW (DA-N)	, BLACK	NBN,\$	NA (Roslin)	Interurban
KGLD, 1380,	5 KW/1 KW (DA-2)	, OLDIES	, \$ 34.00	(Republic)	Chase
KIRL, 1460,	5 KW (DAYS)	, RELIGION	, \$ 23.00	(---)	
KMOX, 1120,	50 KW	, TALK/VARIETY	CBS,\$330.00*	(CBS)	CBS
KSIV, 1320,	5 KW (DAYS)	, RELIGION	, \$ 20.00	(---)	Bott
KSTL, 690,	1 KW (DAYS)	, RELIGION	, \$ 16.00	(---)	
KUSA, 550,	5 KW (DA-N)	, COUNTRY	ABC-I,\$ 54.00*	(Mc-Guild)	Gannett
KXEN, 1010,	50 KW (DAYS,DA)	, RELIGION	, \$ 12.00	(---)	Mid-American Gospel
KXOK, 630,	5 KW (DA-2)	, CONTEMP	MBS,ABC-I,\$ 40.00*	(HNWH)	
WESL, 1490,	1 KW/250 W (DA-1)	, BLACK	SBN,\$ 24.00	(K & P)	Willis
WEW, 770,	1 KW (DAYS)	, NOSTALGIA	, \$ 22.00	(---)	
WGNU, 920,	500 W (DA-2)	, VARIETY	, \$ 30.00*	(Market 4)	
WIL, 1430,	5 KW (DA-2)	, COUNTRY	ABC-E,\$ 35.00*	(Banner)	Heritage
WRTH, 590,	1 KW (DA-1)	, NOSTALGIA	NBC,\$ 55.00*	(MMR)	Adams

FM STATIONS

KRJY, 96.3,	100 KW @ 650,	SOFT AC	ABC-F,\$ 36.00	(Banner)	
KATZ, 100.3,	50 KW @ 495,	BLACK	NBN,\$ 30.00*	(Roslin)	Interurban
KEZK, 102.5,	100 KW @ 500,	BTFL/EZ	, \$ 87.00*	(MMR)	Adams
KFUO, 99.1,	100 KW @ 557,	CLASSICAL	, \$ 50.00*	(CMBS)	
KHTR, 103.3,	100 KW @ 1212,	CHR	CBS-R,\$ 75.00*	(CBS)	CBS
KLTH, 97.1,	100 KW @ 560,	SOFT AC	SMN,\$ 46.00*	(HNWH)	
KMJM, 107.7,	100 KW @ 320,	URBAN	, \$ 90.00*	(Christal)	Keymarket
KSD, 93.7,	100 KW @ 850,	CLASSIC ROCK	, \$ 80.00*	(Mc-Guild)	Gannett
KSHE, 94.7,	100 KW @ 1019,	AOR	, \$140.00*	(Katz)	Emmis
WKBQ, 106.5,	39 KW @ 592,	CHR	, \$ 60.00	(Republic)	Chase
KYKY, 98.1,	100 KW @ 580,	AC	, \$ 95.00*	(MMR)	EZ
WCBW, 104.9,	3 KW @ 235,	RELIGION	, \$ 20.00	(Radio Spot)	Universal
WIL, 92.3,	100 KW @ 510,	COUNTRY	ABC-E,\$ 70.00*	(Banner)	Heritage
WKKX, 104.1,	50 KW @ 500,	COUNTRY	, \$ 43.00*	(Republic)	
WMRY, 101.1,	50 KW @ 320,	AOR	, \$ 45.00	(Torbet)	(COLUMBIA)

SALINAS - MONTEREY - SANTA CRUZ

Arbitron Rank/Pop (12+): 75/466,100

Stations: 34/20
Diaries: 1055/449:1/48.5%
Sample Target: 860
% Below Line: 30.2
% Not Listed: 12.0

1987 Revenue: \$11,000,000
HH Inc.: \$38,420
Retail \$: 3.4 Bil
Pop per Station: 23,690
#1 Biller: KQAV-F \$1,800,000

MSA Rank/Pop: Salinas-Monterey - 136/344,600
ADI # 108 Santa Cruz - NA
Average Person Ratings: 17.0
Market TSL: 22.3 hours

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. KDON-F	71/8.8	6.8	6.6	6.9	---	7.3	72/1002	961/20.3	20.9	---			11.6	90	973	KDON-F
2. KGO	67/8.3	6.8	6.9	7.9	---	7.5	74/ 879	795/16.8	15.2	---			6.2	48	708	KGO
3. KWSS-F	56/6.9	7.8	10.3	10.5	---	8.9	59/ 948	907/19.1	21.0	---			10.1	78	1333	KWSS-F
4. KMBY-F	47/5.8	4.9	4.7	5.3	---	5.2	47/ 555	555/11.7	11.3	---			7.2	56	813	KMBY-F
5. KCTY	34/4.2	3.5	1.9	4.1	---	3.4	34/ 336	336/ 7.1	5.6	---			2.1	16	353	KCTY
KQAV-F	34/4.2	4.3	4.1	5.7	---	4.6	34/ 644	644/13.6	13.3	---			4.6	36	697	KQAV-F
7. KTOM-F	32/4.0	4.8	5.8	4.5	---	4.8	32/ 446	443/ 9.3	11.2	---			4.8	37	452	KTOM-F
8. KBAY-F	31/3.8	7.0	6.8	7.2	---	6.2	34/ 521	470/ 9.9	13.5	---			5.7	44	426	KBAY-F
9. KOCN-F	27/3.3	4.9	3.4	3.1	---	3.7	27/ 366	366/ 7.7	9.6	---			5.2	40	277	KOCN-F
KRAY-F	27/3.3	1.9	3.0	2.4	---	2.7	27/ 220	220/ 4.6	4.1	---			.9	7	109	KRAY-F
11. KBOQ-F	26/3.2	3.6	4.1	3.9	---	3.7	26/ 330	330/ 7.0	8.6	---			3.1	24	309	KBOQ-F
12. KTOM	24/3.0	1.9	2.1	3.3	---	2.7	24/ 280	269/ 5.7	5.2	---			1.9	15	192	KTOM
13. KTGE	23/2.9	2.5	1.6	1.3	---	2.1	23/ 227	219/ 4.6	4.5	---			1.0	8	237	KTGE
KHIP-F	23/2.9	2.0	1.7	2.0	---	2.2	26/ 384	334/ 2.9	8.1	---			1.5	12	188	KHIP-F
15. KCBS	20/2.5	2.8	2.6	2.7	---	2.7	22/ 441	407/ 8.6	9.5	---			2.6	20	454	KCBS

12+ FM SHARE (METRO): 66.62% (473 of 710) (WIN 87: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KDON-F	1. KDON-F	1. KDON-F	1. KDON-F	1. KDON-F	1. KGO	> 1. KGO	> 1. KDON-F	1. KDON-F	1. KGO	1. KGO
2. KWSS-F	2. KWSS-F	2. KMBY-F	2. KWAV-F	2. KWAV-F	2. KBAY	2. KWSS-F	2. KMBY-F	2. KWSS-F	2. KDON-F	2. KNBR
3.	KMBY-F	3. KWSS-F	3. KMBY-F	3. KMBY-F	3. KBOQ-F	3. KDON-F	3. KGO	3. KMBY-F	3. KWSS-F	3. KKMC
4.	KTGE	4. KWAV-F	4. KCTY	4. KCTY	4. KCBS	4. KCTY	4. KWSS-F	4. KGO	4. KMBY-F	4. KOCN-F
5.	KWAV-F	5. KCTY	KWSS-F	KTOM-F	5. KTOM	5. KMBY-F	5. KTOM	5. KTOM-F	KRAY-F	5.
	6. KCTY									
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KDON-F	1. KWSS-F	1. KWSS-F	1. KWSS-F	1. KWAV-F		1. KMBY-F	1. KMBY-F	1. KDON-F	1. KMBY-F	1. KMBY-F
2. KWSS-F	2. KDON-F	2. KWAV-F	2. KDON-F	2. KWSS-F		2. KDON-F	2. KDON-F	2. KMBY-F	2. KDON-F	2. KDON-F
3. KLFA-F	3. KCTY	3. KCTY	3. KWAV-F	3. KDON-F		3. KWSS-F	3. KWSS-F	3. KOCN-F	3. KWSS-F	3. KGO
4. KMBY-F	4. KWAV-F	KDON-F	4. KCTY	KTOM-F		4.	4. KTGE	4. KTGE	4. KHIP-F	4. KHIP-F
5.	5.	5. KRAY-F	KTOM-F	5. KCTY		5.	5. KWAV-F	5. KRAY-F	KWAV-F	5. KOCN-F
								KWAV-F		KTOM-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KDON	1460	Salinas	1.4/4.3
KKMC	880	Gonzales	.9/2.2
KLFA-F	93.9	King City	1.9/2.2
KNZS	1540	Capitola	1.0/3.3
KOMY	1340	Watsonville	1.0/2.6
KPIG-F	107.5	Freedom	1.5/2.5
KSCO	1080	Santa Cruz	1.9/3.7
KXDC-F	630	Monterey	.7/1.5
KAMB-F	101.5	Merced	.5/ .9

See San Francisco or San Jose for more about the following:

KARA-F	.6/2.6	KFOG-F	.4/1.1	KNBR	1.1/5.3
KATD-F	.4/3.0	KLOK	.5/2.3	KOME-F	1.2/3.6
KAZA	.7/1.9	KMEL-F	1.7/4.1	KSJO-F	1.4/4.2

RADIO STATIONS

KCTY, 980,	1 KW (DAYS,DA)	, SPANISH	, \$ 30.00 (Lotus)	
KDON, 1460,	5 KW (DA-1)	, NOSTALGIA	SMN, \$ 15.00 (Katz)	Henry
KNRY, 1240,	1 KW	, OLDIES	MBS, \$ 17.00 (---)	
KOMY, 1340,	1 KW	, NOSTALGIA	MBS, \$ 12.00 (Radio Time)	(WATSONVILLE)
KSCO, 1080,	10 KW/5 KW (DA-N)	, OLDIES	, \$ 16.00* (Mc-Guild)	Fuller-Jeffrey
KTOM, 1380,	5 KW (DA-2)	, COUNTRY	ABC-E, \$ 20.00 (MMR)	Comm. Pacific
KBOQ-F, 92.7,	1 KW @ 570,	CLASSICAL	, \$ 18.00 (Durpetti)	(MARINA)
KDON-F, 102.5,	19 KW @ 2270,	CHR	, \$ 40.00* (Katz)	Henry
KHIP-F, 93.5,	3 KW @ ??,	CLASSIC	, \$ 10.00 (Eastman)	(HOLLISTER)
KLFA-F, 92.1,	3 KW @ 300,	SPANISH	, \$ 20.00 (Caballero)	(KING CITY)
KLRS-F, 99.1,	24 KW @ -250,	NEW AGE	, \$ 28.00 (Mc-Guild)	Fuller-Jeffrey
KMBY-F, 107.1,	1 KW @ 570,	AOR	, \$ 35.00 (Banner)	
KOCN-F, 104.9,	1 KW @ 550,	AC	MBS, \$ 21.00 (Torbet)	
KRAY-F, 103.9,	3 KW @ 165,	SPANISH	, \$ 30.00 (Lotus)	
KTOM-F, 100.7,	1 KW @ 2420,	COUNTRY	US 2, \$ 20.00 (MMR)	Comm. Pacific
KWAV-F, 96.9,	18 KW @ 2570,	AC	APR, \$ 43.00 (HNWH)	Buckley
KXDC-F, 101.7,	800 W @ 590,	BTFL/EZ	, \$ 15.00 (Christal)	Woods

Other ranked stations - See San Francisco or San Jose

SALT LAKE CITY

Arbitron Rank/Pop (12+): 36/1,001,300

Stations: 32/32
Diaries: 1267/790:1/57.6%
Sample Target: 1240
% Below Line: 0
% Not Listed: 6.5

1987 Revenue: \$26,000,000
HH Inc.: \$30,695
Retail \$: 5.9 Bil
Pop per Station: 31,375
#1 Biller: KSL \$5,200,000

MSA Rank/Pop: 45/1,060,000

ADI # 40

Average Person Ratings: 15.4

Market TSL: 20.3 hours

12+ METRO	1/4/SHARE	12+ METRO				4 Book Avg.	12+ TSA		FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
		FAL 87	SUM 87	SPG 87	WIN 87		1/4/CUME	CUME/CUME RATING								
1. KSFI-F	151/9.8	11.0	8.5	8.8	9.1	9.5	190/2366	1909/19.1	20.7	18.6			5.1	92	1752	KSFI-F
2. KKAT-F	137/8.9	10.8	8.5	7.1	8.6	8.8	149/1908	1741/17.4	18.1	15.4			12.2	219	2117	KKAT-F
3. KCPX-F	129/8.4	7.8	6.6	7.0	7.8	7.5	150/2528	2277/22.8	19.0	20.9			9.5	171	2658	KCPX-F
4. KSL	122/7.9	9.3	7.3	7.8	9.0	8.1	151/2910	2305/23.0	25.1	24.6			11.6	208	2680	KSL
5. KISN-F	120/7.8	7.2	8.5	9.4	5.6	8.2	140/2484	2077/20.8	17.9	16.3			7.7	138	2635	KISN-F
6. KRSP-F	120/7.8	6.9	9.6	10.3	7.9	8.7	145/2206	1961/19.6	18.6	20.1			10.1	181	2591	KRSP-F
7. KSOP A/F	81/5.2	6.8	6.2	5.6	7.0	6.0	107/1733	1321/13.2	15.6	14.6			4.8	86	1900	KSOP A/F
8. KMGR-F	66/4.3	3.2	3.3	2.8	3.5	3.4	67/1099	1053/10.5	7.1	8.0			2.7	49	642	KMGR-F
9. KALL	60/3.9	3.3	3.3	3.7	3.2	3.6	60/1096	1090/10.9	8.8	9.8			3.7	66	991	KALL
10. KLCY-F	57/3.7	5.0	4.5	4.3	4.7	4.4	84/1246	876/ 8.8	9.2	10.2			3.8	69	811	KLCY-F
11. KBER-F	53/3.4	2.1	3.0	4.3	3.2	3.2	53/ 830	803/ 8.0	6.6	7.6			3.1	55	768	KBER-F
12. KDAB-F	46/3.0	2.0	1.7	1.6	2.0	2.1	48/ 876	832/ 8.3	4.0	5.3			3.2	57	797	KDAB-F
13. KTKK	39/2.5	1.6	2.7	2.2	2.4	2.3	41/ 523	498/ 5.0	3.5	4.8			2.4	44	462	KTKK
14. KLZX-F	34/2.2	1.7	1.8	1.5	2.0	1.8	37/ 734	792/ 7.0	5.3	6.1			1.7	30	514	KLZX-F
15. KDYL	27/1.7	1.9	1.3	1.1	1.7	1.5	28/ 257	251/ 2.5	3.9	3.2			1.1	20	381	KDYL

16.
17.
18.
19.
20.

21.
22.
23.
24.
25.

12+ FM SHARE (METRO): 74.15% (1070 of 1443) (WIN 87: 73.78%)

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

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCPX	1320	Salt Lake City	.9/3.7
KFAM	700	N. Salt Lake City	.4/1.0
KJQN-F	95.5	Ogden	.4/1.9
KLO	1430	Ogden	.7/1.4
KLUB	570	Salt Lake City	1.3/5.3
KMGR	1230	Murray	.8/1.8
KPRN-F	107.9	Roy	1.3/3.0
KRSP	1060	S. Salt Lake City	.6/2.3
KSOS-F	106.9	Brigham	.5/1.7
KSRR	1400	Provo	.7/1.5
KTOU-F	94.9	Provo	1.2/2.7
KUTR	860	Salt Lake City	.8/3.9
KZAN-F	97.9	Ogden	.8/3.7
KZQQ	1550	W. Valley City	1.0/2.5

RADIO STATIONS

AM STATIONS

KALL, 910, 5 KW/1 KW (DA-N)	, AC	MBS, \$ 50.00* (Eastman)	Hatch
KBBX, 1600, 5 KW/1 KW (DA-N)	, RELIGION	, \$ 6.00 (---)	Mid-America Gospel
KCPX, 1320, 5 KW (DA-N)	, OLDIES	CBS, \$ 40.00* (Katz)	John Price
KDYL, 1290, 5 KW/500 W (DA-N)	, NOSTALGIA	MBS, \$ 24.00 (CBS)	Simmons
KFAM, 700, 50 KW/1 KW (DA-1)	, BTFL/EZ	UPI, \$ 22.00 (Radio Time)	
KLUB, 570, 5 KW (DA-1)	, MOR/NOST	NBC, \$ 30.00* (Mc-Guild)	
KRSP, 1060, 10 KW/1 KW (DA-N)	, OLDIES	ACB-D, \$ 21.00 (Durpetti)	
KSL, 1160, 50 KW	, MOR	CBS, \$103.00* (MMR)	Bonneville
KTKK, 630, 1 KW/500 W (DA-2)	, TALK	ABC-T, \$ 19.00 (---)	
KUTR, 860, 50 KW (DAYS)	, AC	, \$ 20.00 (Torbet)	Sunrise

FM STATIONS

KCGL, 105.5, 500 W @ 650, RELIGION		, \$ 12.00 (---)	Mid-America Gospel
KCPX, 98.7, 27 KW @ 2930, CHR		, \$ 70.00* (Katz)	John Price
KFMY, 96.1, 55 KW @ 2620, CHR		, \$ 37.00* (HNWH)	Cook Inlet (PROVO)
KISN, 97.1, 26 KW @ 3650, CHR		, \$ 53.00* (Mc-Guild)	
KKAT, 101.9, 26 KW @ 3740, COUNTRY		, \$ 48.00* (Banner)	Brown (OGOEN)
KLCY, 94.1, 24 KW @ 3030, AC	US 1, ABC-C, \$ 60.00* (Eastman)		Hatch
KLZX, 93.3, 26 KW @ 3740, AC		, \$ 44.00* (Torbet)	
KMGR+, 107.5, 45 KW @ 2850, SOFT AC	Trans, \$ 42.00* (Torbet)		Trans Columbia
KRSP, 103.5, 28 KW @ 3630, AOR	ABC-R, \$ 56.00* (Durpetti)		
KSF1, 100.3, 26 KW @ 3740, BTFL/EZ	, \$ 75.00* (CBS)		Simmons
KSOP+, 104.3, 25 KW @ 3650, COUNTRY	, \$ 50.00 (MMR)		
KZAN, 97.9, 26 KW @ 3770, COUNTRY	, \$ 20.00 (Christal)		(OGOEN)
KOAB, 101.1, 25 KW @ 3742, JAZZ/AC	US 2, \$ 30.00 (HNWH)		Albimar (OGOEN)
KBER, 106.5, 100 KW @ ??, AOR	Source, \$ 20.00* (Torbet)		(SPANISH FORK)

SAN ANTONIO

Arbitron Rank/Pop (12+): 38/985,000

Stations: 26/26

1987 Revenue: \$37,000,000

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

Diaries: 1334/763:1/51.8%

HH Inc.: \$31,204

ADI # 42

Sample Target: 1200

Retail \$: 7.6 Bil

Average Person Ratings: 18.5

% Below Line: 0

Pop per Station: 39,154

Market TSL: 24.3 hours

% Not Listed: 5.6

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

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. KQXT-F	157/8.3	7.7	6.3	7.5	9.1	7.5	181/2083	1784/17.5	16.6	14.7			4.9	94	1242	KQXT-F
2. KTFM-F	154/8.2	8.0	8.8	9.6	7.8	8.7	164/2580	2342/23.0	23.0	21.8			9.7	186	2688	KTFM-F
3. KITY-F	151/8.0	7.7	6.5	7.6	5.7	7.5	166/2124	1924/18.9	17.2	14.8			12.3	235	2351	KITY-F
4. KISS-F	143/7.6	8.4	8.6	8.6	8.7	8.3	165/1786	1510/14.8	16.2	18.0			10.5	201	2142	KISS-F
5. KCYY-F	125/6.6	4.4	2.8	2.4	4.1	4.1	143/1753	1530/15.0	12.8	12.7			5.5	105	1078	KCYY-F
6. WOAI	105/5.6	6.2	4.5	4.4	5.1	5.2	149/2048	1387/13.6	15.5	12.8			5.9	114	1373	WOAI
7. KAJA-F	103/5.5	5.2	6.8	6.5	6.8	6.0	112/1575	1437/14.1	13.7	15.8			4.6	88	1048	KAJA-F
8. KMMX-F	101/5.4	4.6	4.1	3.0	3.3	4.3	109/1278	1211/11.9	11.9	7.0			4.4	85	1056	KMMX-F
9. KONO	98/5.2	2.5	4.1	4.1	4.7	4.0	106/1340	1150/11.3	8.5	11.6			4.3	83	969	KONO
10. KCOR	92/4.9	9.7	5.6	5.1	4.3	6.3	94/787	742/7.3	10.9	8.0			4.9	93	1142	KCOR
11. KZEP-F	78/4.1	3.0	3.9	3.6	3.4	3.7	82/963	923/9.1	8.6	10.8			3.5	68	1113	KZEP-F
12. KEDA	63/3.3	2.5	2.9	3.6	2.2	3.1	66/835	795/7.8	5.0	6.3			2.8	54	895	KEDA
13. KSAQ A/F	63/3.3	3.4	4.2	3.4	3.8	3.6	74/1491	1226/12.0	12.4	13.3			4.0	76	1437	KSAQ A/F
14. KBUC-F	62/3.3	2.9	5.9	4.1	4.5	4.1	93/1269	802/7.9	7.7	11.6			2.9	56	731	KBUC-F
15. KTSA	60/3.2	2.8	2.8	3.5	2.7	3.1	119/1818	1048/10.3	9.6	10.6			2.9	56	659	KTSA
16. KSMG-F	52/2.8	3.1	3.4	4.4	3.8	3.4	62/1279	1060/10.4	11.3	13.1			3.7	70	899	KSMG-F
17. KKYY	49/2.6	3.8	2.9	3.1	4.4	3.1	164/1921	751/7.4	9.5	8.9			2.5	47	641	KKYY
18. KXET	37/2.0	1.9	2.3	2.0	2.1	2.1	38/306	302/3.0	4.3	4.3			1.0	20	188	KXET
19.																
20.																
21.																
22.																
23.																
24.																
25.																

12+ FM SHARE (METRO): 66.20% (1177 of 1778) (WIN 87: 62.55%)

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

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBUC	1310	San Antonio	.6/1.8
KDRY	1100	Alamo Heights	.5/1.9
KLHM	1160	San Antonio	.4/1.3
KGNB	1420	New Braunfels	.4/1.5
KSAH	720	Universal City	.8/2.0
KSLR	630	San Antonio	1.2/3.8
KWTD	1530	Sequin	.6/1.2

RADIO STATIONS

AM STATIONS

KCHL, 1480,	2.5 KW (DAYS,DA)	, OLDIES	SMN, \$ 28.00*	(Durpetti)	
KBUC, 1310,	5 KW (DAYS,DA)	, COUNTRY	, \$ 30.00*	(Republic)	TK
KCOR, 1350,	5 KW (DA-N)	, SPANISH	, \$ 75.00*	(Katz)	Tichenor
KDRY, 1100,	5 KW/1 KW (DA-N)	, RELIGION	, \$ 10.00	(---)	
KLDA, 1540,	5 KW/1 KW (DA-N)	, SPANISH	, \$ 35.00	(Caballero)	
KLHM, 1160,	10 KW/1 KW (DA-2)	, SPANISH	, \$ 27.00	(MMR)	
KKYY, 680,	50 KW/10 KW (DA-N)	, COUNTRY	ABC-D, \$ 55.00*	(Katz)	New City
KONO, 860,	5 KW/1 KW (DA-N)	, OLDIES	NBC, \$ 43.00*	(Christal)	Genesis
KRIA, 930,	5 KW/1 KW (DA-N)	, NEWS/TALK	APR, ABC-I, \$ 34.00*	(Republic)	
KSAH, 720,	10 KW/1 KW (DA-2)	, SPANISH	, \$ NA	(Caballero)	
KSLR, 630,	5 KW (DA-2)	, RELIGION	, \$ 24.00*	(---)	Salem
KTSA, 550,	5 KW (DA-N)	, AC/MOR	, \$ 48.00*	(Banner)	
KXLT, 1250,	1 KW (DA-N)	, SPANISH	, \$ 29.00	(Lotus)	Lotus
WOAI, 1200,	50 KW	, NEWS/TALK	CBS, NBC-T, \$ 80.00*	(HNWH)	Clear Channel

FM STATIONS

KAJA, 97.3,	100 KW @ 472,	COUNTRY	, \$ 85.00*	(HNWH)	Clear Channel
KBUC, 107.5,	100 KW @ 1535,	COUNTRY	, \$ 58.00*	(Republic)	TK
KMMX, 106.7,	100 KW @ 1030,	AC	, \$ 60.00	(MMR)	
KISS, 93.7,	100 KW @ 576,	AOR	ABC-R, \$ 67.00*	(Katz)	Adams
KITY, 92.9,	100 KW @ 500,	CHR	, \$ 58.00*	(MMR)	Genesis
KCYY, 100.3,	100 KW @ 580,	AC	UPI, \$ 46.00*	(Katz)	New City
KQXT, 101.9,	100 KW @ 700,	BTEL/EZ	, \$ 77.00*	(Group W)	Westinghouse
KSAQ+, 96.1,	100 KW @ 480,	CHR	US 1, CBS-R, \$ 51.00*	(Eastman)	Inner City
KSMG, 105.3,	100 KW @ 1240,	AC/OLDIES	, \$ 59.00*	(Mc-Guild)	American
KTFM, 102.7,	100 KW @ 670,	CHR	, \$ 88.00*	(Banner)	
KZLP, 104.5,	100 KW @ 750,	AOR	MBS, \$ 42.00*	(Torbet)	Lotus

SAN DIEGO

Arbitron Rank/Pop (12+): 19/1,837,600

Stations: 35/27
Diaries: 1904/999:1/46.9%
Sample Target: 1610
% Below Line: 6.6
% Not Listed: 8.3

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

MSA Rank/Pop: 16/2,260,000
ADI # 25
Average Person Ratings: 16.6
Market TSL: 22.0 hours

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. KKLQ A/F	275/8.7	8.8	6.6	3.7	1.8	7.0	----	3622/19.0	18.9	5.1			11.3	354	4790	KKLQ A/F
2. KSDO	255/8.1	6.1	5.7	6.8	6.0	6.7	----	2867/15.1	13.4	12.1			5.3	166	2476	KSDO
3. KJQY-F	250/7.9	8.5	8.2	8.7	9.0	8.3	----	2980/15.7	14.6	16.5			5.0	158	2095	KJQY-F
4. KFMB-F	247/7.8	7.3	7.0	7.1	7.5	7.3	----	4116/21.6	20.9	21.3			6.5	203	3616	KFMB-F
5. KGB-F	198/6.3	7.0	7.5	7.2	7.2	7.0	----	2537/13.3	13.4	14.7			11.1	347	4063	KGB-F
6. XTRA-F	171/5.4	4.9	5.5	6.4	6.1	5.6	----	2695/14.2	13.2	14.4			7.9	249	3731	XTRA-F
7. KFMB	167/5.3	4.8	6.0	7.0	4.2	5.8	----	2558/13.4	12.2	11.0			2.5	77	1548	KFMB
8. KSON-F	153/4.8	5.8	5.9	5.8	4.3	5.6	----	1892/ 9.9	11.9	11.2			4.5	141	1935	KSON-F
9. KIFM-F	149/4.7	2.9	3.9	3.1	4.1	3.7	----	1976/10.4	9.5	11.7			4.9	154	2127	KIFM-F
10. KCBQ A/F	112/3.6	3.4	3.9	3.3	4.4	3.6	----	2017/11.6	9.7	9.7			3.0	92	1706	KCBQ A/F
11. KYXY-F	108/3.4	3.6	3.3	3.0	2.9	3.3	----	1874/ 9.9	8.9	8.9			3.5	111	1570	KYXY-F
12. KPOP	99/3.1	3.4	3.7	3.4	4.1	3.4	----	1478/ 7.8	7.0	8.6			2.9	92	1085	KPOP
13. KFSD-F	89/2.8	3.2	2.8	2.0	3.0	2.7	----	1313/ 6.9	7.7	7.8			1.4	43	914	KFSD-F
14. XHRM-F	87/2.8	4.1	3.0	4.6	5.0	3.6	----	1423/ 7.5	8.8	10.2			4.4	137	2142	XHRM-F
15. KWLT-F	71/2.2	2.2	2.4	2.3	2.7	2.3	----	1343/ 7.1	7.4	8.1			1.1	33	820	KWLT-F
16. KSWV-F	66/2.1	1.5	3.8	3.5	4.2	2.7	----	1249/ 6.6	5.9	14.0			2.7	84	1220	KSWV-F
17. KNX	50/1.6	1.9	1.3	1.5	1.9	1.6	----	1035/ 5.4	5.7	6.0			2.5	78	986	KNX
18. KGMG-F	46/1.5	2.0	2.1	1.9	2.3	1.9	----	831/ 4.4	4.7	6.1			1.3	41	425	KGMG-F
19. XHIT-F	45/1.4	1.0	1.3	.9	.6	1.2	----	1049/ 5.5	4.2	3.2			1.4	43	1101	XHIT-F
20. KSON	42/1.3	1.3	.6	1.3	1.5	1.1	----	1892/ 9.9	3.7	3.6			.8	24	565	KSON

21.
22.
23.
24.
25.

NOTE: SAN DIEGO'S METRO AND TSA ARE THE SAME

12+ FM SHARE (METRO): 73.16% (2121 of 2899) (WIN 87: 74.71%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KKLQ A/F	1. KGB-F	1. KFMB-F	1. KFMB-F	1. KFMB-F	1. KJQY-F	1. KSDO	1. KJQY-F	1. KKLQ A/F1.	1. KKLQ A/F1.	1. KSDO
2. XTRA-F	2. KFMB-F	2. KGB-F	2. KIFM-F	2. KIFM-F	2. KSDO	2. KFMB-F	2. KSDO	2. KFMB-F	2. KIFM-F	2. KFMB-F
3. KFMB-F	3. KKLQ A/F3.	3. KKLQ A/F3.	3. KGB-F	3. KSDO	3. KFMB	3. KKLQ A/F3.	3. KFMB-F	3. KJQY-F	3. XTRA-F	3. KNX
4. XHRM-F	4. XTRA-F	4. KIFM-F	4. KCBQ A/F4.	4. KGB-F	4. KSON-F	4. KFMB	4. KKLQ A/F	4. KSDO	4. KGB-F	4. KIFM-F
5. KKOS-F	5. KIFM-F	5. XTRA-F	5. KSDO	5. KCBQ A/F5.	5. KPOP	5. KJQY-F	5. KGB-F	5. KGB-F	5. KFMB-F	5. KGB -F
6. KGB-F	6. KCBQ A/F6.	6. KCBQ A/F6.	6. KSON-F	6. KFMB	6. KIFM-F	6. KGB-F	6. KSON-F	6. XTRA-F	6. KPOP	6. KJQY-F
7.	7. KYXY-F	7. KSDO	7. KKLQ A/F7.	7. KFSD-F	7. XTRA-F	7. XTRA-F	7. KYXY-F	7. KIFM-F	7. KSDO	7. KFMB
8.	8. KSDO	8. KSON-F	8. KFMB	8. KSON-F	8. KFMB-F	8. KSON-F	8. KFMB	8. KSON-F	8. KJQY-F	8. KSON-F
9.	9.	9. KYXY-F	9. KYXY-F	9. KYXY-F	9. KCBQ A/F9.	9. XTRA-F	9.	9.	9.	9. KCBQ A/F
10.	10.	10.	10.	10.	10.	10.	10. KCBQ A/F10.	10.	10.	10. KKLQ-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KKLQ A/F1.	1. KFMB-F	1. KFMB-F	1. KFMB-F	1. KFMB-F	1. KGB-F	1. KGB-F	1. KFB-F	1. KGB-F	1. KIFM-F
2. KFMB-F	2. KKLQ A/F2.	2. KKLQ A/F2.	2. KKLQ A/F2.	2. KJQY-F	2. KKLQ A/F2.	2. KKLQ A/F2.	2. KFMB-F	2. KKLQ A/F2.	2. KGB-F
3. XTRA-F	3. XTRA-F	3. KCBQ A/F3.	3. KYXY-F	3. KKLQ A/F	3. XTRA-F	3. KFMB-F	3. KIFM-F	3. KIFM-F	3. KSDO
4. KGB-F	4. KGB-F	4. KGB-F	4. XTRA-F	4. KCBQ A/F	4. KFMB-F	4. XTRA-F	4. KCBQ A/F4.	4. KFMB-F	4. KFMB
5. XHRM-F	5. KYXY-F	5. KIFM-F	5. KCBQ A/F	5. KYXY-F	5. XHRM-F	5. KIFM-F	5. KSWV-F	5. XTRA-F	5. KFMB-F
6.	6. KCBQ A/F	6. KWLT-F	6. KIFM-F	6. KIFM-F	6.	6. KSDO	6. KSDO	6. KSDO	6. KSON-F
7.	7. KIFM-F	7. KYXY-F	7. KGB-F	7. KFMB	7.	7. KSWV-F	7. KKLQ A/F7.	7. KSON-F	7. KCBQ A/F
8.	8. KWLT-F	8.	8. KJQY-F	8. KSON-F	8.	8. XHRM-F	8. XTRA-F	8. KFMB	8. KSWV-F
9.	9.	9.	9. KSON-F	9.	9.	9.	9.	9. KCBQ A/F9.	9. KKLQ A/F
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KKOS-F	95.9	Carlsbad	1.3/3.0
KOWA	1450	Escondido	.5/1.0
KPRZ	1210	San Marcos	.4/ .8
KVSD	1000	Vista	.6/1.8
XHKY-F	95.7	Tijuana	.4/1.1
XLTN-F	104.5	Tijuana	.3/1.3
XTRA	690	Tijuana	1.0/5.5
KBRT	740	Avalon	.3/ .9
KLQS-F	95.5	Los Angeles	.4/1.5
KPWR-F	105.9	Los Angeles	.3/1.7
KWVE-F	107.9	San Clemente	.3/1.3
XEAZ	1270	Tijuana	.4/ .7
XEMO	860	Tijuana	.4/1.0

RADIO STATIONS

AM STATIONS

KCBQ, 1170,	50 KW/5 KW (DA-2)	, OLDIES	CBS-R,\$ NA (Republic)	Eric/Chandler
KFMB, 760,	5 KW (DA-N)	, MOR	CBS,\$170.00* (Mc-Guild)	Midwest TV
KKLQ, 600,	5 KW (DA-1)	, CHR	APR,MBS,\$ NA (Eastman)	Edens
KMJC, 910,	5 KW (DA-2)	, RELIGION	,\$ 25.00 (---)	
KOWN, 1450,	1 KW	, COUNTRY	,\$ 30.00* (---)	
KPOP, 1360,	5 KW/1 KW	, NOSTALGIA	NBC,\$ 50.00* (Katz)	Brown
KSDQ, 1130,	10 KW (DA-2)	, NEWS/TALK	ABC-I,NBC-T,\$100.00* (Durpetti)	Gannett
KSON, 1240,	1 KW	, COUNTRY	MBS,\$ NA (Banner)	Jeff-Pilot
KVSD, 1000,	2.5 KW/500 W (DA-2)	, TALK	ABC-D,\$ 30.00* (---)	
XTRA, 690,	50 KW (DA-2)	, OLDIES	,\$ 55.00* (MMR)	Noble (TIJUANA)

FM STATIONS

KCBQ, 105.3,	29 KW @ 620,	OLDIES	,\$ 60.00* (Republic)	Eric/Chandler
KFMB, 100.7,	30 KW @ 620,	CONTEMP	,\$140.00* (Mc-Guild)	Midwest TV
KFSD, 94.1,	100 KW @ 641,	CLASSICAL	,\$ 70.00* (Christal)	Lotus
KGB, 101.5,	50 KW @ 577,	AOR	,\$132.00* (Katz)	Brown
KIFM, 98.1,	28 KW @ 640,	JAZZ	CBS-R,\$ 68.00* (CBS)	
KJQY, 103.7,	36 KW @ 650,	BTFL/EZ	,\$120.00* (Group W)	Westinghouse
KKOS, 95.9,	3 KW @ 300,	AC	,\$ 45.00* (---)	
KKLQ, 106.5,	50 KW @ 442,	CHR	,\$ 80.00* (Eastman)	Edens
KOWN, 92.1,	270 W @ 1020,	AC/JAZZ	,\$ 35.00* (---)	
KSWV, 102.9,	2 KW @ 1840,	JAZZ/NEW AGE	SMN,\$ 95.00* (Durpetti)	Gannett
KSON, 97.3,	50 KW @ 465,	COUNTRY	,\$ 80.00 (Banner)	Jeff-Pilot
KWLT, 94.9,	22 KW @ 701,	AC	,\$ 65.00* (Christal)	Sandusky
KYXY, 96.5,	41 KW @ 540,	AC	,\$ 60.00* (HNWH)	
XTRA, 91.1,	100 KW @ 1000,	AOR	,\$ 86.00* (MMR)	Noble (TIJUANA)
XHRM, 92.5,	50 KW @ 600,	BLACK	ABC-F,\$ 61.00* (---)	(TIJUANA)
XHIT, 90.3,	100 KW @ 1000,	AC	SMN,\$ 35.00* (Torbet)	(TIJUANA)
KGMG, 102.1,	10 KW @ 980,	AC	MBS,\$ NA (Banner)	(OCEANSIDE)

SAN FRANCISCO

Arbitron Rank/Pop (12+): 4/4,792,600

Stations: 54/51
Diaries: 3647/1338:1/49.8%
Sample Target: 2650
% Below Line: 1.5
% Not Listed: 10.2

1987 Revenue: \$148,400,000
HH Inc.: \$41,900
Retail \$: 35.6 Bil
Pop per Station: 95,682
#1 Biller: KGO \$20,000,000

MSA Rank/Pop: San Francisco - 28/1,608,700
ADI # 5 Oakland - 21/1,960,900
Average Person Ratings: 17.0
Market TSL: 22.3 hours

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume
1. KGO	564/6.8	8.0	8.7	7.8	7.3	7.8	685/10043	7999/16.4	20.0	16.2			7.7	623	7095 KGO
2. KMEL-F	502/6.1	4.9	4.9	3.9	4.4	5.0	535/ 8254	7663/15.7	14.1	13.4			9.4	758	8463 KMEL-F
3. KABL A/F	485/5.9	4.8	4.0	4.8	6.8	4.9	496/ 5911	5644/11.6	10.7	12.6			3.8	304	3000 KABL A/F
4. KCBS	392/4.7	5.4	5.6	5.2	6.0	5.2	495/ 9350	7776/15.9	17.3	16.7			5.0	400	5606 KCBS
5. KSOL-F	362/4.4	4.7	4.1	4.8	4.1	4.5	369/ 5387	5176/10.6	11.0	11.0			6.8	545	3745 KSOL-F
6. KFRC	355/4.3	3.3	3.6	3.6	2.9	3.7	395/ 4949	4445/ 9.1	7.3	7.4			2.4	195	2971 KFRC
7. KIOI-F	292/3.5	2.7	2.5	2.1	2.3	2.7	298/ 5429	5304/10.9	9.2	9.3			3.0	239	4316 KIOI-F
8. KITS-F	270/3.3	3.0	3.2	2.3	3.0	3.0	274/ 3720	3643/ 7.5	7.0	7.8			3.2	257	3818 KITS-F
9. KOIT A/F	268/3.2	3.8	3.5	3.5	3.1	3.5	271/ 5170	5023/10.3	9.8	8.5			1.8	145	3036 KOIT A/F
10. KSAN-F	263/3.2	3.4	3.2	2.3	2.3	3.0	269/ 4027	3895/ 8.0	8.7	7.3			3.7	296	3566 KSAN-F
11. KBAY-F	234/2.8	1.8	2.0	1.4	2.0	2.0	264/ 3165	2587/ 5.3	4.5	5.2			1.8	146	1650 KBAY-F
12. KRQR-F	205/2.5	1.7	2.2	2.6	2.0	2.3	212/ 3865	3700/ 7.6	5.6	6.5			2.9	232	3522 KRQR-F
13. KDFC A/F	202/2.4	1.9	2.0	2.1	2.1	2.1	208/ 3794	3581/ 7.3	6.3	6.6			1.5	117	1702 KDFC A/F
14. KKSF-F	201/2.4	2.7	1.6	2.9	3.1	2.4	211/ 3667	3543/ 7.3	6.6	9.7			2.3	186	2142 KKSF-F
15. KBLX A/F	199/2.4	2.9	2.1	2.5	3.5	2.5	203/ 3297	3187/ 6.5	7.9	9.0			3.1	247	3301 KBLX A/F
16. KYUU-F	193/2.3	2.8	2.4	2.7	2.8	2.6	196/ 5028	4908/10.1	9.7	9.9			2.4	191	4472 KYUU-F
17. KFOG-F	182/2.2	2.1	1.7	2.3	2.0	2.1	189/ 3473	3318/ 6.8	6.5	7.1			2.5	200	3515 KFOG-F
18. KNBR	177/2.1	3.1	5.2	4.9	2.5	3.8	249/ 5472	3868/ 7.9	9.8	8.4			2.4	190	2687 KNBR
19. KSFO	145/1.7	1.4	2.2	2.4	1.6	1.9	158/ 3195	2944/ 6.0	6.0	5.7			1.1	86	2434 KSFO
20. KWSS-F	142/1.7	1.7	1.5	1.1	1.4	1.5	205/ 3613	2525/ 5.2	5.2	4.2			2.2	177	2798 KWSS-F
21. KNEW	123/1.5	1.4	1.9	1.7	2.7	1.6	126/ 2063	2001/ 4.1	3.9	6.3			1.7	135	2034 KNEW
22. KOME-F	121/1.5	1.1	1.5	1.7	1.8	1.5	134/ 2428	2203/ 4.5	4.2	5.5			2.3	184	3103 KOME-F
23. KYA-F	117/1.4	1.4	1.5	1.7	1.4	1.5	127/ 3054	2887/ 5.9	6.2	6.0			1.6	129	2758 KYA-F
24. KDIA	109/1.3	1.3	1.1	1.2	.9	1.2	109/ 1424	1411/ 2.9	3.4	2.9			.4	32	1289 KDIA
25. KSJO-F	106/1.3	.8	1.0	.9	1.1	1.0	119/ 2120	1876/ 3.8	3.4	4.1			1.8	142	2055 KSJO-F

12+ FM SHARE (METRO): 65.41% (4872 of 7448) (WIN 87: 62.22%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KMEL-F>	1. KMEL-F	1. KMEL-F	1. KGO	1. KGO	1. KGO	1. KGO	1. KABL A/F1.	1. KMEL-F	1. KMEL-F	1. KGO
2. KSOL-F>	2. KSOL-F	2. KSOL-F	2. KOIT A/F2.	2. KOIT A/F2.	2. KABL A/F2.	2. KCBS	2. KGO	2. KABL A/F2.	2. KGO	2. KNBR
3. KWSS-F	3. KITS-F	3. KIOI-F	3. KIOI-F	3. KIOI-F	3. KCBS	3. KMEL-F	3. KFRC	3. KGO	3. KSOL-F	3. KCBS
4.	4. KRQR-F	4. KITS-F	4. KBRG-F	4. KABL A/F	4. KFRC	4. KABL A/F4.	4. KCBS	4. KSOL-F	4. KITS-F	4. KMEL-F
5.	5. KIOI-F	5. KGO	5. KKSF-F	5. KBLX A/F5.	5. KBAY-F	5. KFRC	5. KIOI-F	5. KCBS	5. KABL A/F5.	5. KSOL-F
6.	6. KOIT A/F	6. KOIT A/F	6. KSOL-F	6. KKSF-F	6. KDFC A/F6.	6. KITS-F	6. KOIT A/F6.	6. KOIT A/F6.	6. KRQR-F	6. KFRC
7.	7. KFOG-F	7. KSFO	7. KMEL-F	7. KMEL-F	7. KSAN-F	7. KNBR	7. KMEL-F	7. KFRC	7. KKSF-F	7. KNEW
8.	8. KSAN-F	8. KBLX A/F8.	8. KFOG-F	8. KCBS	8. KOIT A/F8.	8. KIOI-F	8. KSAN-F	8. KSAN-F	8. KNBR	8. KIOI-F
9.	9. KYUU-F	9. KRQR-F	9. KSAN-F	9. KFOG-F	9. KNBR	9. KOIT A/F9.	9. KSOL-F	9. KIOI-F	9. KBLX A/F	9. KSAN-F
10.	10. KKSF-F	10. KKSF-F	10. KABL A/F	10. KABL A/F	10. KIOI-F	10. KSOL-F	10. KBAY-F	10. KITS-F	10. KSAN-F	10. KRQR-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KMEL-F>	1. KMEL-F>	1. KIOI-F	1. KMEL-F	1. KOIT A/F	1. KRQR-F	1. KITS-F	1. KSOL-F	1. KITS-F	1. KGO
2. KSOL-F	2. KIOI-F	2. KOIT A/F2.	2. KIOI-F	2. KIOI-F	2. KITS-F	2. KMEL-F	2. KFOG-F	2. KMEL-F	2. KCBS
3. KIOI-F	3. KSOL-F	3. KMEL-F	3. KSOL-F	3. KGO	3. KMEL-F>	3. KRQR-F	3. KMEL-F	3. KSOL-F	3. KKSF-F
4. KITS-F	4. KOIT A/F	4. KYUU-F	4. KOIT A/F4.	4. KABL A/F	4. KSOL-F	4. KSOL-F>	4. KITS-F	4. KGO	4. KITS-F
5. KWSS-F	5. KYUU-F	5. KFOG-F	5. KGO	5. KBAY-F	5. KOME-F	5. KOME-F	5. KBLX A/F	5. KRQR-F>	5. KBLX A/F
6. KRQR-F	6. KITS-F	6. KSOL-F	6. KYUU-F	6. KMEL-F	6. KSJO-F	6. KFOG-F	6. KKSF-F	6. KKSF-F	6. KSOL-F
7. KYUU-F	7. KFOG-F	7. KKSF-F	7. KBLX A/F7.	7. KBLX A/F	7. KSAN-F	7. KSAN-F	7. KOIT A/F7.	7. KSAN-F	7. KFOG-F
8. KDIA	8. KWSS-F	8. KBLX A/F8.	8. KABL A/F	8. KYUU-F	8. KWSS-F	8. KSJO-F	8. KSFO-F	8. KFOG-F	8. KMEL-F
9. KSAN-F	9. KRQR-F	9. KABL A/F9.	9. KBAY-F	9. KSAN-F	9.	9. KKSF-F	9. KGO	9. KBLX A/F	9. KBLX-F
10. KBRG-F	10. KBLX A/F10.	10. KKSF-F	10. KSAN-F	10. KSOL-F	10.	10. KBLX A/F	10. KOME-F	10. KOIT A/F10.	10. KSAN-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KARA-F	105.7	Santa Clara	1.1/3.2
KATD-F	95.3	Los Gatos	.7/3.3
KBRG-F	104.9	Fremont	1.1/1.9
KEAR-F	106.9	San Francisco	.4/ .9
KEEN	1370	San Jose	.5/1.4
KEZR-F	106.5	San Jose	.6/2.4
KFAX	1100	San Francisco	.5/1.6
KHQT-F	97.7	Los Altos	.6/2.4
KIQI	1010	San Francisco	1.1/2.0
KJAZ-F	92.7	Alameda	.9/3.2
KKIQ-F	101.7	Livermore	.4/ .9
KLIV	1590	San Jose	.5/1.5
KLOK	1170	San Jose	.7/2.1
KNTA	1430	Santa Clara	.4/ .8
KOFY	1050	San Mateo	.9/3.0
KREQ-F	92.9	Healdsburg	.4/1.4
KRPQ-F	104.9	Rohnert Park	.5/ .5
KZST-F	100.1	Santa Rosa	.7/1.4
KFIA	710	Carmichael	.4/ .8
KRAK	1140	Sacramento	.7/1.1
KSFM-F	102.5	Woodland	.4/1.5

RADIO STATIONS

AM STATIONS

KCBS,	740,	50 KW (DA-2)	, NEWS/TALK	CBS,\$200.00	(CBS)	CBS
KEST,	1450,	1 KW	, RELIGION	,\$ 37.00	(---)	Universal
KFAX,	1100,	50 KW (DA-1)	, RELIGION	,\$ 30.00	(---)	Salem
KFRC,	610,	5 KW	, NOSTALGIA	MBS,US 1,\$140.00*	(Republic)	RKO
KDIA,	1310,	5 KW (DA-1)	, BLACK	,\$ 60.00*	(---)	Ragan Henry
KGO,	810,	50 KW (DA-1)	, TALK/NEWS	ABC-I,\$295.00	(Banner)	Cap Cities/ABC
KIQI,	1010,	10 KW/500 W (DA-1)	, SPANISH	,\$ 55.00	(Caballero)	
KNBR,	680,	50 KW	, MOR/AC	NBC,\$190.00	(Mc-Guild)	NBC
KNEW,	910,	5 KW (DA-N)	, COUNTRY	,\$100.00	(Katz)	Malrite
KOFY,	1050,	1 KW/500 W (DA-N)	, OLDIES	,\$ 60.00*	(Roslin)	
KOIT,	1260,	5 KW/1 KW	, SOFT AC	,\$ NA	(Torbet)	Bonneville
KSF0,	560,	5 KW (DA-N)	, OLDIES	US 2,\$100.00*	(MMR)	King

FM STATIONS

KABL+,	98.1,	100 KW @ 940,	BTFL/EZ	,\$200.00	(Christal)	Shamrock
KBLX+,	102.9,	7 KW @ 1285,	URBAN/AC	SBN,\$140.00	(HNWH)	Inner City
KDFC+,	102.1,	33 KW @ 1050,	CLASSICAL	,\$ 66.00	(CMBS)	
KFOG,	104.5,	8 KW @ 1454,	AOR	Source,\$160.00*	(Eastman)	Susquehanna
KIOI,	101.3,	125 KW @ 1220,	AC	,\$200.00	(MMR)	Fairmont
KITS,	105.3,	15 KW @ 1200,	CLASSIC/AOR	ABC-F,\$140.00	(Republic)	Entercom
KJAZ,	92.7,	2 KW @ 550,	JAZZ	,\$ 80.00*	(Roslin)	
KKCY,	98.9,	4 KW @ 1450,	AOR/JAZZ/URBAN	,\$100.00*	(Roslin)	
KKHI+,	95.7,	9 KW @ 1473,	CLASSICAL	,\$ 90.00*	(HNWH)	Buckley
KKSF,	103.7,	8 KW @ 1470,	JAZZ/AC	,\$135.00*	(Banner)	Brown
KMEL,	106.1,	69 KW @ 1290,	CHR	,\$175.00*	(Christal)	Century
KOIT,	96.5,	33 KW @ 1410,	SOFT AC	,\$140.00*	(Torbet)	Bonneville
KRQR,	97.3,	82 KW @ 1100,	AOR	CBS-R,\$165.00	(CBS)	CBS
KSAN,	94.9,	35 KW @ 1290,	COUNTRY	,\$170.00*	(Katz)	Malrite
KSOL,	107.7,	9 KW @ 1590,	BLACK/URBAN	APR,\$150.00*	(MMR)	United
KYA,	93.3,	31 KW @ 593,	OLDIES	US 2,\$120.00*	(MMR)	King
KYUU,	99.7,	45 KW @ 1240,	CONTEMP/AC	,\$180.00	(Mc-Guild)	NBC

SAN JOSE

Arbitron Rank/Pop (12+): 29/1,177,300
 MSA Rank/Pop: 30/1,420,000
 San Francisco ADI
 Average Person Ratings: 16.1
 Market TSL: 21.3 hours

Stations: 45/16
 Diaries: 1484/900:1/49.7%
 Sample Target: 1400
 % Below Line: NA
 % Not Listed: NA

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

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. KBAY-F	186/9.7	4.7	5.6	3.7	5.8	5.9	265/3083	1797/15.1	11.4	13.4			3.4	67	933	KBAY-F
2. KWSS-F	125/6.5	6.4	5.7	4.7	5.6	5.8	198/3390	1997/16.8	18.2	15.3			6.8	135	2086	KWSS-F
3. KOME-F	88/4.6	3.0	4.1	5.2	5.4	4.1	131/2312	1371/11.5	10.0	14.0			5.4	107	1326	KOME-F
4. KSJO-F	97/4.5	2.8	2.3	3.5	3.0	4.3	117/2019	1365/11.5	9.6	12.0			4.9	96	1263	KSJO-F
5. KARA-F	75/3.9	3.8	3.0	3.7	3.0	4.7	92/1546	1212/10.2	9.5	10.2			2.2	44	717	KARA-F
6. KATD-F	61/3.2	3.5	3.0	2.9	3.8	3.2	68/1729	1444/12.2	13.0	10.0			3.3	75	1343	KATD-F
7. KHQT-F	48/2.5	3.2	2.9	3.6	4.7	3.1	49/1166	987/ 8.3	8.0	9.4			2.0	39	604	KHQT-F
8. KEZR-F	45/2.3	1.7	2.4	2.8	3.0	3.1	50/1228	1072/ 9.0	7.6	9.7			1.7	34	1288	KEZR-F
9. KDFC A/F	41/2.1	1.7	1.7	2.1	1.4	1.9	101/2008	736/ 6.2	5.3	5.0			.8	15	269	KDFC A/F
10. KEEN	32/1.7	3.0	2.7	2.4	2.5	2.5	41/ 653	481/ 4.0	5.1	5.3			2.0	39	434	KEEN
11. KNTA	31/1.6	1.7	1.0	1.2	.7	1.4	31/ 390	390/ 3.3	2.2	1.7			.8	15	176	KNTA
12. KLIV	27/1.4	1.9	1.9	1.9	2.3	1.8	36/ 681	501/ 4.2	4.1	6.3			1.2	23	410	KLIV
13. KLOK	22/1.1	2.0	1.9	2.1	2.0	1.8	49/1054	687/ 5.8	6.5	7.0			1.1	22	555	KLOK
14. KAZA	12/ .6	2.8	1.6	.7	.6	1.4	19/ 440	287/ 2.4	3.3	1.1			1.4	27	251	KAZA
15. KHTT	9/ .5	.8	.8	.6	.4	0.7	11/ 380	266/ 2.2	3.6	2.1			.2	3	161	KHTT

12+ FM SHARE (METRO): NA

(WIN 87: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AM	12+ MID	12+ PM	12+ EVE	OVERNIGHT
1. KWSS-F	1. KOME-F	1. KWSS-F	1. KBAY-F	1. KBAY-F	1. KBAY-F	1. KBAY-F	1. KBAY-F	1. KBAY-F	1. KBAY-F	1. KBAY-F
2. KATD-F	2. KSJO-F	2. KOME-F	2. KARA-F	2. KARA-F	2. KARA-F	2. KWSS-F	2. KOME-F	2. KWSS-F	2. KWSS-F	2. KSJO-F
3. KHQT-F	3. KWSS-F	3. KBAY-F	3. KOME-F	3. KOME-F	3. KEEN	3. KSJO-F	3. KARA-F	3. KOME-F	3. KSJO-F	3. KNTA
4. KARA-F	4. KSJO-F	4. KSJO-F	4. KWSS-F	4. KWSS-F	4. KDFC-F	4. KOME-F	4. KSJO-F	4. KSJO-F	4. KATD-F	4. KWSS-F
5. KATD-F	5. KARA-F	5. KARA-F	5. KSJO-F	5. KSJO-F	5. KLIV	5. KARA-F	5. KSJO-F	5. KARA-F	5. KOME-F	5. KOME-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KWSS-F	1. KWSS-F	1. KWSS-F	1. KBAY-F	1. KBAY-F	1. KSJO-F	1. KSJO-F	1. KOME-F	1. KSJO-F	1. KOME-F
2. KATD-F	2. KEZR-F	2. KARA-F	2. KWSS-F	2. KARA-F	2. KOME-F	2. KOME-F	2. KSJO-F	2. KOME-F	2. KBAY-F
3. KOME-F	3. KARA-F	3. KEZR-F	3. KARA-F	3. KWSS-F	3. KWSS-F	3. KWSS-F	3. KARA-F	3. KWSS-F	3. KSJO-F
4. KHQT-F	4. KATD-F	4. KBAY-F	4. KEZR-F	4. KEZR-F	4. KATD-F	4. KATD-F	4. KWSS-F	4. KARA-F	4. KARA-F
5. KSJO-F	5. KOME-F	5. KOME-F	5. KATD-F	5. KHQT-F	5. KARA-F	5. KARA-F	5. KEZR-F	5. KBAY-F	5. KWSS-F
6. KEZR-F							6. KATD-F		6. KEEN

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KDON-F	102.5	Salinas	.4/1.9
KHIP-F	93.5	Hollister	.4/ .8
KLRS-F	99.1	Santa Cruz	1.0/3.4

See San Francisco for more about the following:

KABL A/F	1.4/ 4.6	KIOI-F	2.5/ 8.9	KOIT A/F	2.5/9.3
KBLX A/F	1.4/ 4.7	KIQI	1.4/ 1.6	KRQR-F	.6/3.9
KBRG-F	1.7/ 3.5	KITS-F	2.0/ 5.3	KSAN-F	2.5/7.9
KCBS	4.1/14.1	KKHI A/F	.9/ 3.8	KSFO	1.0/3.6
KFAX	.6/ 1.6	KKSF-F	1.6/ 6.0	KYA-F	1.1/4.2
KFOG-F	1.9/ 5.0	KMEL	3.8/11.0	KSOL-F	2.8/8.3
KFRC	.9/ 3.8	KNBR	1.5/ 6.6	KYUU-F	2.5/9.2
KGO	7.2/16.9	KOFY	.8/ 2.5		

RADIO STATIONS

KAZA, 1290, 5 KW (DAYS,DA)	, SPANISH	, \$ 56.00 (Caballero)	(GILROY)
KEEN, 1370, 5 KW (DA-2)	, COUNTRY	UPI, \$ 55.00 (MMR)	
KHTT, 1500, 10 KW/5 KW (DA-1)	, OLDIES	APR, \$ 30.00 (Katz)	
KLIV, 1590, 5 KW (DA-N)	, NOSTALGIA	, \$ 46.88 (Eastman)	Empire
KLOK, 1170, 50 KW/5 KW (DA-2)	, MOR/AC	, \$ 64.00 (Katz)	Davis/Weaver
KNTA, 1430, 1 KW (DA-1)	, SPANISH	, \$ 42.00 (Lotus)	Tamarack
KARA-F, 105.7, 50 KW @ 500, AC		, \$ 77.00 (Eastman)	Empire
KATD-F, 95.3, 375 W @ 860, CHR		, \$ 50.00 (Durpetti)	
KBAY-F, 100.3, 14 KW @ 2580, BTFL/EZ		, \$ 90.00 (MMR)	
KBRG-F, 104.9, 3 KW @ 300, SPANISH		, \$ 50.00 (Lotus)	(FREMONT)
KEZR-F, 106.5, 50 KW @ 430, AC		, \$ 82.00 (Christal)	
KHQT-F, 97.7, 3 KW @ 300, CHR		, \$ 60.00* (Republic)	
KOME-F, 98.5, 13 KW @ 880, AOR		, \$120.00 (Torbet)	Infinity
KSJO-F, 92.3, 50 KW @ 369, AOR		ABC-R, \$120.00 (Katz)	Narragansett
KWSS-F, 94.5, 1.2 KW @ 2580, CHR		, \$135.00* (Mc-Guild)	Nationwide

Other ranked stations - See San Francisco

SEATTLE - TACOMA

Arbitron Rank/Pop (12+): 17/1,900,500

MSA Rank/Pop: Seattle - 1,763,600
 ADI # 15 Tacoma - 92/535,900
 Average Person Ratings: 15.3
 Market TSL: 20.3 hours

Stations: 31/31
 Diaries: 1802/1080:1/56.0%
 Sample Target: 1670
 % Below Line: 0.4
 % Not Listed: 7.9

1987 Revenue: \$67,600,000
 HH Inc.: \$35,634
 Retail \$: 16.3 Bil
 Pop per Station: 62,784
 #1 Biller: KIRO \$18,000,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. KUBE-F	280/9.4	6.3	6.6	5.2	5.5	6.9	322/4606	3949/20.3	19.4	16.9			10.2	342	4391	KUBE-F
2. KIRO	264/8.9	11.3	8.7	9.5	9.1	9.6	305/5186	4264/21.9	25.8	23.1			9.2	307	3990	KIRO
3. KBRD-F	180/6.1	4.2	5.9	6.1	5.5	5.6	242/2517	1877/ 9.6	8.8	9.3			3.3	110	1449	KBRD-F
4. KOMO	165/5.5	5.4	5.9	7.4	7.2	6.1	211/3627	2960/15.2	15.8	15.4			5.8	193	2862	KOMO
5. KPLZ-F	163/5.5	5.5	6.0	4.1	5.2	5.3	220/3769	2923/15.0	15.1	12.6			8.1	271	3994	KPLZ-F
6. KISW-F	140/4.7	3.8	5.1	5.4	6.2	4.8	164/2377	1957/10.1	10.5	13.1			6.0	202	2320	KISW-F
7. KMPS A/F	137/4.6	5.9	4.4	5.0	5.5	5.0	192/2376	1869/ 9.6	11.2	8.8			4.6	154	1901	KMPS A/F
8. KXRX-F	133/4.5	4.6	4.8	3.8	4.3	5.4	169/2394	1763/ 9.1	9.6	6.8			4.1	136	1813	KXRX-F
9. KSEA-F	117/3.9	4.2	3.9	3.6	3.6	3.9	136/2281	1887/ 9.7	7.8	8.8			2.3	76	1374	KSEA-F
KMGI-F	117/3.9	2.4	3.0	2.8	3.7	3.0	143/2115	1752/ 9.0	6.2	8.5			2.6	86	1316	KMGI-F
11. KLSY A/F	116/3.9	3.3	2.8	3.2	3.6	3.3	133/2178	1834/ 9.4	9.0	8.9			3.2	107	1795	KLSY A/F
12. KIXI	106/3.6	3.8	3.7	2.8	3.0	3.5	145/2012	1562/ 8.0	6.6	7.4			3.6	122	1648	KIXI
13. KZOK-F	94/3.2	3.0	3.3	4.5	3.5	3.5	114/1960	1671/ 8.6	9.6	9.7			2.8	95	2112	KZOK-F
14. KRPM A/F	79/2.7	4.4	3.3	3.2	3.7	3.4	131/1701	1102/ 5.7	6.7	6.1			2.9	97	904	KRPM A/F
15. KLTX-F	76/2.6	2.4	2.7	2.0	1.9	2.4	87/1480	1267/ 6.5	5.8	5.5			1.0	37	541	KLTX-F
16. KING-F	72/2.4	3.4	3.2	3.0	3.4	3.0	98/1595	1244/ 6.4	8.0	9.3			3.6	122	1347	KING-F
17. KJR	67/2.3	2.3	1.7	2.9	2.4	2.3	76/1677	1411/ 7.2	8.6	8.8			2.0	67	1256	KJR
18. KVI	64/2.2	2.5	2.6	2.5	2.0	2.5	79/1754	1481/ 7.6	7.8	7.3			2.7	89	1514	KVI
19. KCMS-F	61/2.1	1.7	1.7	2.1	1.7	1.9	63/ 890	765/ 3.9	4.4	4.2			1.6	53	1265	KCMS-F
20. KING	58/2.0	1.7	2.1	1.9	2.0	1.9	66/1402	1179/ 6.1	5.3	6.6			1.8	62	1222	KING
21. KBSG-F	57/1.9	3.1	3.4	2.9	2.2	2.8	73/1428	1148/ 5.9	9.4	8.6			2.4	80	1626	KBSG-F
22. KNUA-F	52/1.7	2.3	1.3	1.7	1.8	1.8	55/1067	986/ 5.1	5.2	5.8			2.6	88	1307	KNUA-F
23. KEZX-F	47/1.6	2.1	1.9	2.2	2.3	2.0	59/ 970	703/ 3.6	6.1	6.3			1.1	38	806	KEZX-F
24.																
25.																

12+ FM SHARE (METRO): 69.46% (1901 of 2737) (WIN 87: 66.86%)

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

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KEZX	1150	Seattle	.3/ .9
KJET	1590	Seattle	.8/1.5
KKFX	1250	Seattle	.7/1.9
KRIZ	1420	Renton	.4/ .8
KWYZ	1230	Everett	.5/ .9
KISM-F	92.9	Bellingham	.4/1.3

RADIO STATIONS

AM STATIONS

KBLE, 1050,	5 KW/453 W	, RELIGION	, \$ 30.00 (---)	
KCIS, 630,	5 KW/2.5 KW (DA-N)	, RELIGION	UPI, APR, \$ 50.00 (---)	
KING, 1090,	50 KW (DA-2)	, NEWS/TALK	NBC, ABC-T, \$ 57.00* (Banner)	King
KEZX, 820,	50 KW/5 KW (DA-2)	, JAZZ/NEW AGE	, \$ 30.00* (Republic)	Park
KIRO, 710,	50 KW (DA-N)	, NEWS/TALK	CBS, \$200.00* (Torbet)	Bonneville
KIXI, 880,	50 KW/1 KW (DA-2)	, NOSTALGIA	, \$ 65.00* (Christal)	
KJET, 1590,	5 KW (DA-2)	, CHR	Source, \$ NA (Banner)	SRO
KJR, 950,	5 KW (DA-N)	, AC	, \$ 63.00 (HNWH)	Ackerly
KKFX, 1250,	5 KW (DA-N)	, BLACK	APR, \$ 35.00 (Roslin)	
KLSY, 1540,	5 KW (DA-N)	, AC	CBS-R, \$ NA (Banner)	Sandusky
KMPS, 1300,	5 KW (DA-N)	, COUNTRY	APR, \$? (Mc-Guild)	EZ
KOMO, 1000,	50 KW (DA-N)	, MOR	ABC-I, \$160.00 (Katz)	
KRKO, 1380,	5 KW (DA-N)	, MOR	, \$ 20.00 (---)	
KVI, 570,	5 KW	, AC/OLDIES	, \$ 60.00* (Durpetti)	Golden West
KRPM, 770,	1 KW	, COUNTRY	, \$ NA (Torbet)	Olympic

FM STATIONS

KBRO, 103.7,	100 KW @ 1675,	BTFL/EZ	, \$ 85.00* (Republic)	Entercom
KCMS, 105.3,	115 KW @ 721,	RELIGION	UPI, \$ 50.00 (Radio Spot)	
KEZX, 98.9,	100 KW @ 1070,	AOR/JAZZ	ABC-E, \$ 75.00 (Republic)	Park
KNUA, 106.9,	100 KW @ 819,	JAZZ/NEW AGE	ABC-R, \$ 45.00* (HNWH)	Gannett
KING, 98.1,	100 KW @ 850,	CLASSICAL	, \$ 75.00* (MMR)	King
KISW, 99.9,	100 KW @ 1200,	AOR	, \$100.00* (Mc-Guild)	Alexander
KLSY, 92.5,	100 KW @ 1100,	AC	CBS-R, \$ 95.00* (Banner)	Sandusky
KLTX, 95.7,	100 KW @ 1150,	AC	, \$ 60.00* (HNWH)	
KMGI, 107.7,	100 KW @ 1194,	SOFT AC	Trans, \$ 70.00* (Republic)	Sunbelt
KMPS, 94.1,	100 KW @ 1165,	COUNTRY	APR, \$110.00* (Mc-Guild)	EZ
KBSG, 97.3,	100 KW @ 700,	? ?	, \$ 60.00 (Christal)	Viacom
KPLZ, 101.5,	100 KW @ 1150,	CHR	, \$ 80.00* (Durpetti)	Golden West
KSEA, 100.7,	100 KW @ 730,	BTFL/EZ	, \$ 90.00* (Torbet)	Bonneville
KRPM, 106.1,	100 KW @ 700,	COUNTRY	, \$ 70.00* (Christal)	Olympic
KUBE, 93.3,	100 KW @ 300,	CHR	, \$130.00* (MMR)	Cook Inlet
KXXR, 96.5,	81 KW @ 1100,	AOR	, \$ 40.00 (Katz)	Shamrock
KZOK, 102.5,	100 KW @ 1165,	CLASSIC AOR	Source, \$ 60.00* (Banner)	SRO

KRPM A/F simulcasted during rating period
 KMPS A/F simulcasted during rating period
 KLSY A/F simulcasted during rating period

SPRINGFIELD, MA

Arbitron Rank/Pop (12+): 70/498,300

Stations: 27/13
Diaries: 901/556:1/54.5%
Sample Target: 890
% Below Line: 34.6
% Not Listed: 12.7

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

MSA Rank/Pop: 86/590,000
ADI # 108
Average Person Ratings: 17.4
Market TSL: 22.3 hours

12+ METRO	1/4/SHARE	12+ METRO						12+ TSA	12+ METRO		25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
		FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	CUME/CUME		FAL 87	WIN 87						
1. WRCH-F	82/9.4	9.0	8.9	10.5	7.8	9.5	84/ 798	766/15.3	17.1	17.7		5.4	49	766	WRCH-F	
2. WTIC-F	81/9.3	7.1	8.7	8.1	8.8	8.3	81/1163	1137/22.7	22.6	25.2		10.3	93	1434	WTIC-F	
3. WMAS-F	78/9.0	8.6	11.5	10.4	10.2	9.9	78/1085	1050/20.9	21.6	20.4		7.1	64	907	WMAS-F	
4. WHYN-F	74/8.5	10.6	8.5	8.9	7.6	9.1	94/1277	1105/22.0	25.3	19.0		9.1	82	1069	WHYN-F	
5. WAQY-F	67/7.7	10.0	8.2	7.3	8.6	8.3	68/1022	977/19.5	23.0	22.4		11.5	104	1417	WAQY-F	
6. WMAS	64/7.3	8.3	6.9	7.5	8.1	7.5	64/ 531	531/10.6	12.3	12.1		6.4	58	787	WMAS	
7. WHYN	62/7.1	5.6	7.1	7.3	6.9	6.8	62/ 866	858/17.1	15.8	19.0		5.2	47	794	WHYN	
8. WHMP	37/4.2	1.7	3.5	2.9	3.2	3.1	37/ 310	310/ 6.2	5.1	6.2		1.6	14	254	WHMP	
9. WDRC-F	30/3.4	3.2	3.8	4.1	3.4	3.6	33/ 589	568/11.3	10.2	7.9		3.4	31	508	WDRC-F	
10. WTIC	25/2.9	2.5	2.1	3.1	2.8	2.7	29/ 409	363/ 7.2	8.0	7.4		3.3	30	525	WTIC	

12+ FM SHARE (METRO): 67.24% (511 of 760) (WIN 87: 67.28%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WTIC-F>	1. WTIC-F	1. WHYN-F	1. WTIC-F	1. WMAS-F	1. WAQY-F>	1. WAQY-F>	1. WAQY-F	1. WAQY-F>	1. WAQY-F
2. WHYN-F>	2. WHYN-F	WMAS-F	WMAS-F	2. WHYN-F	2. WMAS-F	2. WTIC-F	2. WTIC-F	2. WMAS-F	2. WHYN-F
3. WAQY-F	3. WMAS-F>	3. WTIC-F	3. WHYN-F	3. WHYN	3. WTIC-F	3. WMAS-F>	3. WHYN-F	3. WTIC-F	3. WTIC-F
WMAS-F	4. WAQY-F	4.	4. WHYN	4. WTIC-F	4.	4.	WMAS-F	4. WDRC-F	4. WDRC-F
WCCC-F+	WHYN	5.	5. WAQY-F	5.	5.	5.	WDRC-F	5. WHYN-F	5. WTIC-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WACE	730	Chicopee	1.0/3.1
WHMP-F	99.3	Northampton	2.5/7.6
WIXY	1600	E. Longmeadow	1.3/4.1
WHNZ	640	Westfield	2.5/5.5
WREB	930	Holyoke	1.5/2.6
WSPR	1270	Springfield	.7/4.2
WTTT	1430	Amherst	.3/2.3
WAAF-F	107.3	Worcester	1.5/7.0
WBZ	1030	Boston	.3/1.9
WCCC-F	106.9	Hartford	2.5/7.7
WDRC	1360	Hartford	.3/1.3
WHCN-F	105.9	Hartford	1.0/4.7
WIOF-F	104.1	Waterbury	.3/2.7
WKSS-F	95.7	Hartford	1.1/7.4
WRSI-F	95.3	Greenfield	.6/1.1
WSRS-F	96.1	Worcester	1.4/3.9
WWYZ-F	92.5	Waterbury	.3/2.5

RADIO STATIONS

WHMP, 1400, 1 KW	, MOR	NBC, \$ 19.00* (Republic)	
WHYN, 560, 5 KW/1 KW (DA-N)	, MOR/AC	ABC-I, \$ 50.00 (Mc-Guild)	Wilks-Schwartz
WIXY, 1600, 5 KW/2.5 KW (DA-1)	, COUNTRY	CBS, \$ 18.00 (Katz)	Sunshine
WMAS, 1450, 1 KW	, NOSTALGIA	MBS, \$ 38.00* (Banner)	
WREB, 930, 500 W (DAYS)	, TALK	, \$ 14.00 (---)	
WSPR, 1270, 5 KW/1 KW (DA-2)	, TALK	APR, \$ 19.00* (Roslin)	
WAQY-F, 102.1, 27 KW @ 650, AOR		ABC-F, \$ 59.00* (Katz)	Sunshine
WHYN-F, 93.1, 9 KW @ 970, AC		, \$ 70.00* (Mc-Guild)	Wilks-Schwartz
WHMP-F, 99.3, 3 KW @ 300, CHR		, \$ 26.00* (Republic)	
WMAS-F, 94.7, 50 KW @ 360, AC		, \$ 64.00* (Banner)	

Other ranked stations - See Hartford or Worcester

SYRACUSE

Arbitron Rank/Pop (12+): 61/553,800

Stations: 23/19
Diaries: 976/559:1/57.8%
Sample Target: 920
% Below Line: 2.8
% Not Listed: 13.9

1987 Revenue: \$15,000,000
HH Inc.: \$36,884
Retail \$: 4.0 Bil
Pop per Station: 28,653
#1 Biller: WYYY-F \$4,300,000

MSA Rank/Pop: 74/657,000

ADI # 67

Average Person Ratings: 16.8

Market TSL: 22.3 hours

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. WSYR	125/13.7	11.8	11.7	9.3	14.4	11.6	135/1702	1452/26.7	26.2	27.5			12.0	107	1426	WSYR
WYYY-F	125/13.7	13.5	17.5	17.9	16.4	15.7	158/2326	1736/31.9	33.6	35.4			14.4	128	1714	WYYY-F
3. WNTQ-F	124/13.6	13.2	11.8	10.8	9.4	12.4	143/1891	1430/26.3	30.1	25.4			14.4	128	1784	WNTQ-F
4. WEZG-F	75/ 8.2	7.2	7.5	6.5	6.8	7.4	76/ 797	780/14.3	11.4	15.5			5.3	47	559	WEZG-F
5. WAQX A/F	56/ 6.1	7.2	8.4	9.3	7.8	7.8	58/1054	934/17.2	18.2	16.3			8.5	76	814	WAQX A/F
6. WRHP-F	53/ 5.8	5.7	5.2	5.8	7.3	5.9	89/ 970	668/12.3	11.2	14.8			7.9	70	638	WRHP-F
7. WKFM-F	52/ 5.7	7.0	4.8	4.6	3.9	5.5	92/1124	803/14.7	15.6	10.3			5.1	45	840	WKFM-F
WSEN A/F	52/ 5.7	3.9	5.3	5.4	4.7	5.1	57/ 860	755/13.9	12.8	13.3			4.7	42	548	WSEN A/F
9. WHEN	32/ 3.5	4.0	4.5	6.1	5.0	4.5	40/ 925	674/12.4	10.2	15.8			4.0	36	662	WHEN
10. WNDR	15/ 1.6	1.7	2.4	1.0	1.0	1.7	17/ 438	380/ 7.0	6.8	4.7			1.1	10	246	WNDR
11.																
12.																
13.																
14.																
15.																

12+ FM SHARE (METRO): 73.60% (580 of 788) (WIN 87: 70.10%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WNTQ-F>	1. WYYY-F	1. WYYY-F>	1. WYYY-F>	1. WYYY-F>	1. WSYR >	1. WSYR	1. WYYY-F	1. WNTQ-F	1. WNTQ-F>	1. WSYR >
2.	2. WNTQ-F>	2. WNTQ-F>	2. WSEN-F+	2. WSEN-F+	2. WEZG-F	2. WYYY-F>	2. WNTQ-F	2. WYYY-F	2. WSYR >	2. WNTQ-F
3.	3. WAQX-F+	3. WKFM-F	3. WKFM-F	3. WSYR	3. WYYY-F	3. WNTQ-F>	3. WSYR	3. WSYR	3. WAQX-F	3. WYYY-F
4.	4. WKFM-F>	4. WAQX-F+	4. WSYR	4. WKFM-F	4. WRHP-F	4. WRHP-F	4. WEZG-F	4. WEZG-F	WYYY-F	4. WSEN-F
5.	5.	5. WSEN-F+	5. WAQX-F	5. WNTQ-F	5. WSEN-F+	5. WEZG-F	5. WKFM-F	5. WAQX-F+	5. WRHP-F	5. WKFM-F
		5. WSYR	WNTQ-F	WRHP-F		WHEN				
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WYYY-F	1. WYYY-F	1. WYYY-F>	1. WYYY-F>	1. WYYY-F>		1. WNTQ-F>	1. WNTQ-F	1. WYYY-F	1. WYYY-F	1. WYYY-F>
2. WNTQ-F>	2. WNTQ-F>	2. WNTQ-F	2. WNTQ-F>	2. WSEN-F+		2. WAQX-F+	2. WAQX-F+	2. WAQX-F+	2. WNTQ-F	2. WKFM-F
3. WAQX-F+	3. WKFM-F	3. WKFM-F	3. WSEN-F+	3. WNTQ-F		3. WKFM-F	3. WKFM-F	3. WKFM-F>	3. WKFM-F	3. WSEN-F+
4. WKFM-F	4. WAQX-F+	WSEN-F+	WSYR	WSYR		4.	4. WYYY-F>	4. WSYR	4. WAQX-F+	4. WAQX-F+
WSYR	5. WSEN-F+	5.	5. WAQX-F+	5. WEZG-F		5.	5.	5. WSEN-F+	5. WSEN-F	WSYR
			WHEN	WKFM-F						

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WMCR	1600	Oneida	.7/ .8
WMCR-F	106.3	Oneida	1.2/1.4
WMHR-F	102.9	Syracuse	1.1/2.8
WSGO-F	105.5	Oswego	.3/1.8
WXRA	1220	N. Syracuse	1.0/3.0
WNYZ-F	98.7	Utica	.3/2.4
WOUR-F	96.9	Utica	1.5/4.3
WRCK-F	107.3	Utica	.5/2.3
WUUU-F	102.5	Rome	.4/1.4

RADIO STATIONS

WHEN, 620,	5 KW/1 KW (DA-N)	, AC/MOR	ABC-E, \$ 64.00* (Eastman)	Park
WNDR, 1260,	5 KW (DA-N)	, NOSTALGIA	CBS, \$ 19.00* (Mc-Guild)	Osborn
WSYR, 570,	5 KW (DA-2)	, MOR	NBC, \$ 85.00* (Katz)	New City
WAQX-F, 95.3,	3 KW @ 300,	AOR	ABC-R, \$ 60.00* (MMR)	
WEZG-F, 100.9,	3 KW @ 165,	BTFL/EZ	, \$ 37.00* (Durpetti)	
WKFM-F, 104.7,	50 KW @ 500,	AOR	Source, \$ 36.00* (Christal)	Wilks-Schwartz
WMHR-F, 102.9,	16 KW @ 780,	RELIGION	, \$ 8.00 (---)	
WNTQ-F, 93.1,	97 KW @ 660,	CHR	, \$ 63.00* (Mc-Guild)	Osborn
WRHP-F, 107.9,	50 KW @ 500,	COUNTRY	, \$ 48.00* (Eastman)	Park
WSEN-F, 92.1,	3 KW @ 300,	OLDIES	, \$ 32.00* (HNWH)	Buckley
WYYY-F, 94.5,	100 KW @ 650,	AC	, \$115.00* (Katz)	New City

WOUR - See Utica

TAMPA - ST. PETERSBURG

Arbitron Rank/Pop (12+): 22/1,663,500

Stations: 27/23
Diaries: 1709/995:1/52.8%
Sample Target: 1530
% Below Line: 5.8
% Not Listed: 9.4

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

MSA Rank/Pop: 22/1,960,000

ADI # 14

Average Person Ratings: 18.1

Market TSL: 24.5 hours

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. WRBQ-F	513/16.6	14.5	16.9	17.8	16.9	16.5	602/6299	5157/30.3	30.1	32.8			23.6	673	6067	WRBQ-F
2. WWBA-F	324/10.5	10.8	10.3	9.4	13.0	10.3	356/3117	2656/15.6	16.2	21.2			5.9	168	2161	WWBA-F
3. WQYK-F	267/ 8.7	8.0	5.3	6.4	4.9	7.9	300/2992	2490/14.6	14.2	10.7			7.8	222	2008	WQYK-F
4. WYNF-F	183/ 5.9	4.8	6.5	6.0	5.7	5.8	229/2612	1881/11.1	12.6	12.6			7.4	212	2178	WYNF-F
5. WUSA-F	162/ 5.2	4.8	5.0	5.0	5.1	5.0	178/2138	1812/10.7	12.3	12.2			5.3	152	1634	WUSA-F
6. WNLT-F	159/ 5.2	4.0	3.9	5.1	5.2	4.6	171/1907	1698/10.0	11.0	11.5			5.5	158	1627	WNLT-F
7. WFLZ-F	145/ 4.7	4.1	3.9	3.5	2.9	4.0	234/2626	1666/ 9.8	9.4	7.6			3.0	86	1739	WFLZ-F
8. WFLA	137/ 4.4	5.1	3.7	3.8	4.7	4.3	151/1970	1678/ 9.9	11.9	10.8			5.3	151	1911	WFLA
9. WKRL-F	116/ 3.8	3.2	4.8	3.4	3.3	3.8	126/1589	1296/ 7.6	8.9	9.4			4.8	137	1506	WKRL-F
10. WSUN	105/ 3.4	2.7	3.3	3.6	3.8	3.3	147/2048	1390/ 8.2	4.0	5.5			1.7	48	933	WSUN
11. WGUL A/F	97/ 3.2	5.2	3.5	4.5	4.2	4.1	99/1052	1026/ 6.0	7.4	6.5			1.9	53	601	WGUL A/F
12. WDUV-F	93/ 3.0	3.2	2.6	2.5	3.0	2.8	250/2724	1156/ 6.8	7.0	6.9			2.4	69	854	WDUV-F
13. WDAE	88/ 2.9	2.2	3.7	3.8	4.0	3.2	99/ 928	852/ 5.0	4.6	6.8			2.2	63	633	WDAE
14. WPLP	79/ 2.6	3.7	3.4	3.3	3.3	3.3	86/1210	1061/ 6.2	7.9	6.7			2.9	84	868	WPLP
15. WTMP	56/ 1.8	1.7	2.0	2.1	2.1	1.9	56/ 771	720/ 4.2	1.9	1.6			1.7	48	893	WTMP
16. WHVE-F	55/ 1.8	2.2	1.7	.8	1.4	1.6	101/1558	852/ 5.0	6.1	3.9			1.3	37	797	WHVE-F
17.																
18.																
19.																
20.																
21.																
22.																
23.																
24.																
25.																

12+ FM SHARE (METRO): 77.75% (2173 of 2795) (WIN 87: 74.00%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WRBQ-F>	1. WRBQ-F>	1. WRBQ-F>	1. WRBQ-F>	1. WRBQ-F>	1. WWBA-F	1. WRBQ-F>	1. WRBQ-F	1. WRBQ-F>	1. WRBQ-F>	1. WFLA
2. WYNF-F	2. WYNF-F	2. WYNF-F	2. WUSA-F	2. WUSA-F	2. WQYK-F	2. WWBA-F	2. WWBA-F	2. WQYK-F	2. WYNF-F	2. WRBQ-F
3. WTMP	3. WNLT-F	3. WNLT-F	3. WQYK-F	3. WQYK-F	3. WRBQ-F	3. WQYK-F	3. WQYK-F	3. WQYK-F	3. WNLT-F	3. WSUN
4. WCAT-F	4. WKRL-F	4. WUSA-F	4. WNLT-F	4. WNLT-F	4. WFLA	4. WUSA-F	4. WUSA-F	4. WYNF-F	4. WWBA-F	4. WWBA-F
5. WNLT-F	5. WUSA-F	5. WQYK-F	5. WYNF-F	5. WFLZ-F	5. WFLZ-F	5. WNLT-F	5. WYNF-F	5. WUSA-F	5. WFLA	5. WQYK-F
6.	6. WQYK-F	6. WKRL-F	6. WFLZ-F	6. WKRL-F	6. WSUN	6. WYNF-F	6. WFLZ-F	6. WFLA	6. WTMP	6. WNLT-F
7.	7. WFLZ-F	7. WFLZ-F	7.	7. WYNF-F	7. WGUL-F	7. WFLZ-F	7. WFLA	7. WFLZ-F	7. WKRL-F	7. WFLZ-F
8.	8.	8.	8.	8.	8.	8. WSUN	8. WKRL-F	8.	8.	8. WPLP
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WRBQ-F	1. WRBQ-F>	1. WRBQ-F>	1. WRBQ-F>	1. WRBQ-F>	1. WYNF-F>	1. WRBQ-F	1. WRBQ-F>	1. WRBQ-F>	1. WRBQ-F>
2. WYNF-F	2. WNLT-F	2. WUSA-F	2. WUSA-F	2. WUSA-F	2. WRBQ-F	2. WYNF-F	2. WKRL-F	2. WYNF-F	2. WKRL-F
3. WNLT-F	3. WUSA-F	3. WNLT-F	3. WNLT-F	3. WFLZ-F	3. WNLT-F	3. WNLT-F	3. WNLT-F	3. WKRL-F	3. WUSA-F
4. WQYK-F	4. WYNF-F	4. WFLZ-F	4. WFLZ-F	4. WQYK-F	4. WKRL-F	4. WKRL-F	4. WYNF-F	4. WNLT-F	4. WQYK-F
5. WKRL-F	5. WFLZ-F	5. WKRL-F	5. WQYK-F	5. WNLT-F>	5. WQYK-F	5.	5. WHVE-F	5. WUSA-F	5. WYNF-F
6.	6. WQYK-F	6. WQYK-F	6. WYNF-F	6.	6.	6.	6. WUSA-F	6. WQYK-F	6. WNLT-F
7.	7. WKRL-F	7. WYNF-F	7. WKRL-F	7.	7.	7.	7.	7.	7.
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WHBO	1040	Tampa	1.3/2.6
WLFF	680	St. Petersburg	.5/1.6
WPAS	1400	Zephyrhills	.5/ .9
WPLA	910	Plant City	.5/1.3
WRBQ	1380	St. Petersburg	.8/3.2
WRFA	820	Largo	.4/1.5
WRXB	1590	St. Petersburg	.7/1.9
WXCR-F	92.1	Safety Harbor	1.3/3.5
WPCV-F	97.5	Winter Haven	.4/2.0
WCAT-F	106.7	Leesburg	.6/1.8

RADIO STATIONS

AM STATIONS

WAMA, 1550, 10 KW (DAYS)	, SPANISH	, \$ 25.00	(Caballero)	
WCBF, 1010, 50 KW/5 KW (DA-2)	, RELIGION	, \$ 13.00	(---)	Sudbrink
WDAE, 1250, 5 KW (DA-N)	, NOSTALGIA	ABC-I, \$ 69.00*	(Mc-Guild)	Gannett
WFLA, 970, 5 KW (DA-2)	, NEWS/TALK	NBC, \$ 65.00*	(Durpetti)	Sconnix
WHBO, 1040, 5 KW (DAYS)	, OLDIES	, \$ 40.00	(Mc-Guild)	Metroplex
WLFF, 680, 1 KW (DAYS)	, NOSTALGIA	, \$ 32.00	(Christal)	Century
WPLP, 570, 1 KW (DA-2)	, TALK/NEWS	MBS, CBS, \$ 44.00	(HNWH)	Susquehanna
WPSO, 1500, 250 W (DAYS)	, TALK	ABC-T, ABC-I, \$ 20.00	(---)	
WQBN, 1300, 5 KW/1 KW (DA-2)	, SPANISH	, \$ 34.00	(Caballero)	
WRFA, 820, 50 KW/1 KW (DA-2)	, COUNTRY	, \$ 20.00*	(---)	
WRXB, 1590, 5 KW/1 KW (DA-2)	, BLACK	NBN, \$ 35.00	(Lazar)	
WSUN, 620, 10 KW (DA-2)	, COUNTRY	CBS, ABC-E, \$ 72.00*	(CBS)	CBS
WTAN, 1340, 1 KW (DA-1)	, MOR	, \$ 25.00	(Torbet)	
WTIS, 1110, 10 KW (DAYS, DA)	, RELIG/ETHNIC	, \$ 17.00*	(---)	
WTMP, 1150, 5 KW/2.5 KW (DA-2)	, BLACK	SBN, \$ 35.00*	(HNWH)	

FM STATIONS

WGUL+, 105.5, 3 KW @ 300, NOSTALGIA	MBS, \$ 49.00*	(Masla)	
WKRL, 97.9, 100 KW @ 639, CLASSIC AOR	Source, \$ 70.00*	(Christal)	Sandusky
WLVU, 106.3, 3 KW @ 300, AC (?)	, \$ 32.00	(HNWH)	(HOLIDAY)
WNLT, 95.7, 100 KW @ 650, AC	, \$ 60.00*	(Mc-Guild)	Metroplex
WFLZ, 93.3, 100 KW @ 930, AC	, \$ 60.00*	(Durpetti)	Sconnix
WQYK, 99.5, 100 KW @ 550, COUNTRY	, \$119.00*	(Katz)	Infinity
WRBQ, 104.7, 100 KW @ 555, CHR	ABC-F, \$220.00*	(Eastman)	Edens
WUSA, 100.7, 100 KW @ 503, AC	, \$112.00*	(Mc-Guild)	Gannett
WWBA, 107.3, 100 KW @ 649, BTFL/EZ	, \$110.00*	(Republic)	Metropolitan
WXCR, 92.1, 2 KW @ 400, CLASSICAL	UPI, \$ 40.00*	(CMBS)	Entercom
WYNF, 94.9, 100 KW @ 1360, AOR	ABC-R, \$100.00*	(CBS)	CBS

WGUL (860, 500 W (DA-1)) simulcasts with WGUL-F

TOLEDO

Arbitron Rank/Pop (12+): 69/505,300

Stations: 22/13
Diaries: 1045/481:1/56.0%
Sample Target: 1010
% Below Line: 11.7
% Not Listed: 10.4

1987 Revenue: \$14,400,000
HH Inc.: \$32,816
Retail \$: 4.9 Bil
Pop per Station: 38,638
#1 Biller: WMHE-F \$3,000,000

MSA Rank/Pop: 81/614,000

ADI # 64

Average Person Ratings: 16.3

Market TSL: 21.8 hours

12+ METRO	1/4/SHARE	12+ METRO					4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
		FAL 87	SUM 87	SPG 87	WIN 87												
1. WMHE-F	126/15.4	15.3	13.3	13.2	12.9	14.3	214/2983	1656/33.0	33.4	32.8			15.4	128	1888	WMHE-F	
2. WLQR-F	80/ 9.8	10.2	12.1	9.5	10.8	10.4	118/1466	955/19.0	19.0	19.0			9.4	78	1051	WLQR-F	
3. WKKO-F	78/ 9.5	10.0	8.5	8.3	9.4	9.1	92/1267	954/19.0	19.3	19.1			8.7	72	963	WKKO-F	
4. WIOT-F	72/ 8.8	9.7	10.0	11.0	9.9	9.9	124/1831	1125/22.4	22.6	23.0			13.8	115	1357	WIOT-F	
5. WSPD	68/ 8.3	6.5	7.6	8.6	7.6	7.8	77/1195	936/18.6	15.9	20.4			6.0	50	939	WSPD	
6. WRQN-F	52/ 6.3	5.2	5.0	7.4	6.2	6.0	63/1252	941/18.7	14.9	18.6			6.4	53	1211	WRQN-F	
7. WWWM-F	51/ 6.2	7.9	6.3	8.3	5.3	7.2	71/1068	843/16.8	19.5	16.7			6.9	57	921	WWWM-F	
8. WTOD	39/ 4.8	4.7	3.4	4.0	5.0	4.2	46/ 517	406/ 8.1	8.8	9.5			2.6	22	317	WTOD	
9. WJR	33/ 4.0	6.9	7.2	4.7	3.8	5.7	92/1289	564/11.2	14.1	11.1			4.1	34	546	WJR	
10. WCWA	31/ 3.8	2.7	3.2	2.3	2.8	3.0	34/ 516	445/ 8.9	8.5	8.3			1.8	15	328	WCWA	
12. CKLW	31/ 3.8	2.7	3.6	2.3	4.1	3.1	63/ 785	376/ 7.5	6.8	8.1			2.0	17	249	CKLW	
12. WVOI	26/ 3.2	4.3	3.8	4.4	4.3	3.9	26/ 322	322/ 6.4	7.5	8.0			7.1	59	609	WVOI	
13.																	
14.																	
15.																	

12+ FM SHARE (METRO): 67.71% (497 of 734) (WIN 87: 67.04%)

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

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WOHO	1470	Toledo	.7/5.2
WTWR-F	98.3	Monroe	.4/1.7
CKLW-F	93.9	Windsor	.7/3.4
WCXI	1130	Detroit	.4/1.0
WGPR-F	107.5	Detroit	.4/1.7
WHMQ-F	100.5	Findlay	.9/1.4
WIQB-F	102.9	Ann Arbor	.5/1.3
WJLB-F	97.9	Detroit	.6/2.8
WRIF-F	101.1	Detroit	.5/3.0

RADIO STATIONS

WCWA, 1230,	1 KW	, OLDIES	CBS,MBS,\$ 21.00* (Mc-Guild)	Reams
WOHO, 1470,	1 KW (DA-2)	, AC/OLDIES	, \$ 16.00* (Banner)	
WSPD, 1370,	5 KW (DA-N)	, MOR	NBC,\$ 51.00* (Katz)	Commonwealth
WTOD, 1560,	5 KW (DAYS,DA)	, COUNTRY	ABC-I,\$ 34.00* (MMR)	Booth
WVOI, 1520,	1 KW (DA-2)	, BLACK	SBN,\$ 20.00* (Roslin)	
WIOT-F, 104.7,	37 KW @ 655,	AOR	Source,\$ 64.00* (Mc-Guild)	Reams
WLQR-F, 101.5,	15 KW @ 810,	BTFL/EZ	, \$ 64.00* (Katz)	Commonwealth
WMHE-F, 92.5,	50 KW @ 480,	CHR	ABC-F,\$ 72.00* (Christal)	Osborn
WRQN-F, 93.5,	3 KW @ 176,	CHR	, \$ 23.00* (Republic)	(BOWLING GREEN)
WKKO-F, 99.9,	50 KW @ 500,	COUNTRY	ABC-E,\$ 54.00* (MMR)	Booth
WWWM-F, 105.5,	3 KW @ 300,	AC	, \$ 41.00* (Banner)	

WJR, CKLW - See Detroit

TUCSON

Arbitron Rank/Pop (12+): 63/542,700

MSA Rank/Pop: 79/626,000
ADI # 83

Average Person Ratings: 16.4
Market TSL: 22.0 hours

Stations: 22/21
Diaries: 877/596:1/58.3%
Sample Target: 880
% Below Line: 3.0
% Not Listed: 11.5

1987 Revenue: \$16,000,000
HH Inc.: \$27,740
Retail \$: 3.7 Bil
Pop per Station: 24,890
#1 Biller: KRQQ \$2,000,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. KRQQ-F	166/19.3	15.8	11.2	11.6	9.2	14.5	194/2079	1734/33.2	28.9	22.0			22.2	197	1952	KRQQ-F
2. KIIM-F	89/10.4	8.5	11.3	7.6	8.1	8.7	101/1081	907/17.4	17.0	17.6			11.8	105	1121	KIIM-F
KJYK-F	89/10.4	12.6	12.0	13.1	15.5	12.0	94/ 973	924/17.7	20.5	23.3			8.2	73	956	KJYK-F
4. KWFM-F	79/ 9.2	9.5	11.2	9.0	7.4	9.7	90/1148	975/13.7	18.2	20.0			7.9	70	1176	KWFM-F
5. KLPX-F	75/ 8.7	9.2	7.6	8.0	8.0	8.4	76/1008	990/18.9	16.9	17.6			8.9	79	1166	KLPX-F
6. KNST	31/ 3.6	4.0	4.3	3.2	4.2	3.8	33/ 630	610/11.7	13.9	11.2			3.2	28	603	KNST
7. KCUB	30/ 3.5	4.2	4.6	3.2	4.3	3.9	32/ 423	390/ 7.5	9.4	9.3			4.6	41	626	KCUB
8. KUPD-F	26/ 3.0	3.0	4.0	5.0	6.1	3.8	43/ 517	372/ 7.1	6.5	11.2			6.1	54	521	KUPD-F
9. KGVY	24/ 2.8	2.5	3.2	3.9	4.4	3.1	24/ 235	229/ 2.8	3.6	5.4			.9	8	79	KGVY
KQTL	24/ 2.8	.8	3.3	1.8	3.0	2.2	28/ 221	173/ 3.3	2.8	4.7			.6	5	81	KQTL
11. KAIR	19/ 2.2	2.7	2.6	2.5	1.8	2.5	19/ 335	329/ 6.3	7.2	6.4			1.9	17	419	KAIR
12. KXEW	18/ 2.1	1.8	1.9	4.3	2.2	2.5	18/ 220	206/ 7.9	3.9	5.9			.7	6	165	KXEW
13. KTKT	14/ 1.6	1.6	1.7	1.6	2.8	1.6	14/ 348	331/ 6.3	7.3	8.5			.9	8	211	KTKT
KVOI	14/ 1.6	.6	.7	2.0	1.8	1.2	14/ 129	123/ 2.4	2.6	4.4			2.0	18	179	KVOI
15. KFXX-F	11/ 1.3	.7	.7	.6	.3	0.8	11/ 298	298/ 5.7	4.7	3.0			1.6	14	412	KFXX-F

12+ FM SHARE (METRO): 72.20% (548 of 759) (WIN 87: 62.65%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KRQQ-F>	1. KRQQ-F	1. KRQQ-F>	1. KRQQ-F	1. KRQQ-F	1. KJYK-F>	1. KRQQ-F>	1. KRQQ-F	1. KRQQ-F>	1. KRQQ-F>	1. KJYK-F>
2.	2. KLPX-F>	2. KWFM-F	2. KWFM-F	2. KWFM-F	2. KIIM-F>	2. KJYK-F	2. KJYK-F	2. KWFM-F	2. KJYK-F	2. KIIM-F
3.	3. KWFM-F>	3. KLPX-F	3. KLPX-F	3. KIIM-F	3. KWFM-F	KWFM-F	3. KIIM-F	3. KIIM-F	3. KIIM-F	3. KIIM-F>
4.	4. KIIM-F	4. KIIM-F>	4. KIIM-F>	4. KLPX-F>	4. KRQQ-F	4. KLPX-F	4. KLPX-F	4. KLPX-F	4. KLPX-F	4. KLPX-F
5.	5. KUPD-F	5.	5.	5. KJYK-F	5. KCUB	5. KIIM-F	5. KWFM-F	5. KJYK-F	5. KWFM-F	5. KWFM-F
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KRQQ-F>	1. KRQQ-F>	1. KRQQ-F>	1. KRQQ-F>	1. KRQQ-F		1. KRQQ-F	1. KLPX-F>	1. KLPX-F>	1. KLPX-F	1. KWFM-F
2. KWFM-F	2. KWFM-F	2. KLPX-F	2. KWFM-F	2. KIIM-F		2. KLPX-F	2. KRQQ-F>	2. KRQQ-F	2. KRQQ-F	2. KLPX-F
3. KUPD-F	3. KLPX-F>	3. KWFM-F	3. KIIM-F	3. KJYK-F		3. KUPD-F	3. KWFM-F	3. KWFM-F	3. KWFM-F>	3. KRQQ-F
4. KLPX-F	4. KJYK-F	4.	4. KJYK-F	4. KWFM-F		4.	4. KUPD-F	4. KIIM-F	4. KIIM-F	4. KIIM-F>
5.	5. KIIM-F	5.	5. KLPX-F	5. KLPX-F		5.	5. KIIM-F	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCEE	790	Tucson	1.2/3.8
KFXX	1450	Tucson	1.2/4.1
KHYT-F	103.1	Oracle	.9/2.3
KJMM	580	Tucson	.5/1.5
KMRR	1330	Tucson	.3/1.8
KTUC	1400	Tucson	1.2/6.2
KXMG-F	98.3	Marana	.6/1.1

RADIO STATIONS

KAIR, 1490,	1 KW	AC	NBC, \$ 24.00* (Christal)	Duchossois
KCEE, 790,	5 KW/500 W (DA-2)	, OLDIES/AC	CBS, \$ 20.00* (MMR)	American
KCUB, 1290,	1 KW	, COUNTRY	, \$ 38.00* (Katz)	
KGVY, 1080,	1 KW (DAYS)	, NOSTALGIA	APR, \$ 18.00 (Roslin)	(GREEN VALLEY)
KMRR, 1330,	2 KW/5 KW (DA-2)	, NOSTALGIA	SMN, \$ 23.00* (Republic)	
KFXX, 1450,	1 KW	, URBAN	, \$ 17.00* (K & P)	
KNST, 940,	1 KW/250 W	, TALK	ABC-I, MBS, \$ 27.00* (Mc-Guild)	Nationwide
KQTL, 1210,	10 KW/500 W (DA-2)	, SPANISH	, \$ 15.00* (Caballero)	
KTKT, 990,	10 KW/1 KW (DA-N)	, SOFT AC	UPI, Trans, \$ 17.00* (HNWH)	Lotus
KTUC, 1400,	1 KW	, NEWS	CBS, CNN, \$ 20.00* (Roslin)	
KVOI, 690,	250 W (DAYS)	, ? ?	, \$ 12.00 (---)	
KXEW, 1600,	1 KW (DA-N)	, SPANISH	, \$ 26.00* (Lotus)	
KIIM-F,	99.5,	96 KW @ 2000, COUNTRY	, \$ 40.00* (Katz)	Duchossois
KJYK-F,	94.9,	97 KW @ 1952, BTFL/EZ	, \$ 42.00* (Christal)	Lotus
KLPX-F,	96.1,	93 KW @ 505, AOR	, \$ 38.00* (Torbet)	Nationwide
KRQQ-F,	93.7,	26 KW @ 150, CHR	, \$ 45.00* (Mc-Guild)	American
KWFM-F,	92.9,	93 KW @ 2036, AC	, \$ 50.00* (MMR)	(GREEN VALLEY)
KFXX-F,	92.1,	2 KW @ 445, CHR	, \$ 23.00 (K & P)	(MARANA)
KXMG-F,	98.3,	3 KW @ 200, SPANISH	, \$ NA (Lotus)	

TULSA

Arbitron Rank/Pop (12+): 57/651,300

MSA Rank/Pop: 67/757,000
ADI # 54

Average Person Ratings: 15.2
Market TSL: 20.8 hours

Stations: 19/18
Diaries: 1110/584:1/61.8%
Sample Target: 970
% Below Line: 0.5
% Not Listed: 7.9

1987 Revenue: \$18,000,000
HH Inc.: \$30,604
Retail \$: 4.7 Bil
Pop per Station: 36,017
#1 Biller: KWEN-F 52,800,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. KWEN-F	127/12.9	12.8	10.3	13.1	11.2	12.3	197/2188	1468/22.6	23.2	21.6			13.3	142	1237	KWEN-F
2. KMOD-F	123/12.5	13.8	14.9	12.5	10.2	13.4	197/2028	1392/21.5	23.3	19.9			18.9	202	1864	KMOD-F
3. KAYI-F	99/10.1	9.0	10.2	12.0	10.5	10.3	130/1889	1310/20.2	20.0	22.2			10.3	110	1582	KAYI-F
4. KBEZ-F	87/ 8.8	7.8	7.9	9.1	10.5	8.4	126/1259	892/13.8	14.2	18.2			4.4	47	714	KBEZ-F
5. KRMG	86/ 8.7	10.2	9.0	10.4	11.2	9.6	106/1629	1277/19.7	19.3	24.9			9.8	105	1261	KRMG
6. KVOO	83/ 8.4	7.4	9.1	8.8	9.1	8.4	141/1945	1096/16.9	14.6	19.0			6.0	64	1058	KVOO
7. KRAV-F	66/ 6.7	6.8	5.7	7.6	5.7	6.7	72/1200	1011/15.6	15.6	15.0			6.1	65	893	KRAV-F
8. KMYZ-F	56/ 5.7	4.4	3.6	2.8	2.7	4.1	75/1222	956/14.7	14.0	7.5			5.9	63	1016	KMYZ-F
9. KTFX-F	46/ 4.7	4.7	5.2	3.2	3.9	4.5	115/1352	627/ 9.7	11.3	11.7			4.1	44	599	KTFX-F
10. KVL-T-F	29/ 2.9	3.7	4.1	3.8	4.2	4.0	67/ 876	555/ 8.6	10.9	7.4			1.4	15	365	KVL-T-F
11. KQMJ-F	26/ 2.6	3.2	2.2	1.3	1.6	2.3	39/ 880	529/ 8.2	7.8	6.6			2.6	28	528	KQMJ-F
12.																
13.																
14.																
15.																

12+ FM SHARE (METRO): 75.52% (685 of 907) (WIN 87: 72.70%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KAYI-F>	1. KMOD-F>	1. KMOD-F	1. KWEN-F	1. KWEN-F>	1. KBEZ-F	1. KWEN-F	1. KWEN-F	1. KMOD-F	1. KMOD-F	1. KRMG >
2. KMOD-F	2. KAYI-F	2. KWEN-F	2. KMOD-F	2. KMOD-F	2. KRMG	2. KRMG	2. KMOD-F	2. KWEN-F	2. KAYI-F	2. KWEN-F
3. KMYZ-F+	3. KWEN-F	3. KAYI-F	3. KRAV-F>	3. KRAV-F	3. KWEN-F	3. KMOD-F	3. KBEZ-F	3. KAYI-F	3. KRMG	3. KMOD-F
4.	4. KRAV-F	4. KRAV-F	4. KAYI-F	4. KRMG	4. KVOO >	4. KVOO	4. KBEZ-F	4. KMYZ-F	4. KMYZ-F	4. KVOO
5.	5. KMYZ-F+	5. KMYZ-F+	5. KRMG	5. KAYI-F	5.	5. KAYI-F	5. KRAV-F	5. KVOO	5. KWEN-F	5. KBEZ-F
				6. KBEZ-F			6. KAYI-F		6. KVOO	6. KAYI-F
				7. KVOO						
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KAYI-F	1. KMOD-F	1. KMOD-F	1. KWEN-F	1. KWEN-F>		1. KMOD-F>	1. KMOD-F>	1. KMOD-F>	1. KMOD-F	1. KWEN-F
2. KWEN-F	2. KAYI-F	2. KRAV-F	2. KAYI-F	2. KRAV-F		2. KAYI-F	2. KAYI-F	2. KRAV-F	2. KWEN-F>	2. KMOD-F>
3. KMOD-F	3. KWEN-F>	3. KWEN-F	KMOD-F	3. KBEZ-F		3. KMYZ-F+	KWEN-F	3. KWEN-F	3. KRAV-F	3. KRAV-F
4. KMYZ-F+	4. KMYZ-F+	4. KAYI-F	4. KRAV-F	4. KRMG		4. KWEN-F	4. KRAV-F>	4. KAYI-F	4. KAYI-F>	4. KRMG
5.	5. KRAV-F	5. KMYZ-F+	5. KMYZ-F+	5. KMOD-F		5.	5. KMYZ-F+	5.	5.	5. KAYI-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAKL	1300	Tulsa	.6/3.0
KCFO	970	Tulsa	.9/2.7
KCMA-F	92.1	Broken Arrow	1.2/3.3
KGTO	1050	Tulsa	1.5/2.5
KUSO-F	98.5	Tulsa	1.3/4.0
KXOJ	1550	Sapulpa	1.0/1.0
KXOJ-F	100.9	Sapulpa	.9/2.3
KMGL-F	104.1	Oklahoma City	.5/1.4

RADIO STATIONS

KCFO, 970,	2.5 KW/1 KW (DA-2)	, RELIGION	, \$ 12.00 (---)	Salem
KGTO, 1050,	5 KW (DAYS)	, OLDIES	US 1, \$ 13.00* (Torbet)	
KRMG, 740,	50 KW/25 KW (DA-2)	, MOR	ABC-I, \$ 71.00* (Katz)	New City
KVOO, 1170,	50 KW (DA-N)	, COUNTRY	CNN, \$ 62.00* (Mc-Guild)	
KAKC, 1300,	5 KW/1 KW (DA-2)	, OLDIES	, \$ 15.00* (HNWH)	Clear Channel
KSKS, 1430,	5 KW (DA-N)	, SOFT AC	, \$ 16.00* (Durpetti)	Federated
KAYI-F,	106.9, 100 KW @ 1005,	CHR	ABC-F, \$ 67.00* (Katz)	Narragansett
KBEZ-F,	92.9, 100 KW @ 680,	BTFL/EZ	, \$ 64.00* (Republic)	WIN
KUSO-F,	98.5, 100 KW @ 660,	COUNTRY	, \$ 25.00* (Mc-Guild)	
KCMA-F,	92.1, 3 KW @ 300,	CLASSICAL	, \$ 20.00* (CMBS)	
KMOD-F,	97.5, 100 KW @ 1330,	AOR	, \$ 73.00* (HNWH)	Clear Channel
KMYZ-F+,	104.5, 78 KW @ 1300,	CHR	Source, \$ 32.00* (Eastman)	Shamrock-Lynett
KQMJ-F,	99.5, 28 KW @ 984,	AC	, \$ 29.00* (Christal)	Swanson
KRAV-F,	96.5, 100 KW @ 1329,	AC	, \$ 71.00* (Torbet)	
KTFX-F,	103.3, 100 KW @ 1280,	COUNTRY	, \$ 51.00* (MMR)	
KVLT-F,	106.1, 100 KW @ 1315,	AC	, \$ 35.00* (Durpetti)	Federated
KWEN-F,	95.5, 100 KW @ 1328,	COUNTRY	APR, \$100.00* (Katz)	New City
				(MUSKOGEE)
				(PRYOR)
				(HENRIETTA)
				(OWASSO)

WASHINGTON, DC

Arbitron Rank/Pop (12+): 9/2,965,900

Stations: 34/32

1987 Revenue: \$126,000,000

MSA Rank/Pop: 7/3,580,000

Diaries: 2486/1210:1/53.3%

HH Inc.: \$46,665

AD: # 9

Sample Target: 2050

Retail \$: 28.6 Bill

Average Person Ratings: 16.7

% Below Line: 0.9

Pop per Station: 93,966

Market TSL: 22.0 hours

% Not Listed: 11.8

#1 Biller: WMAL \$14,000,000

12+ METRO	1/4/SHARE	12+ METRO				4 Book Avg.	12+ TSA 1/4/CUME	CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
		FAL 87	SUM 87	SPG 87	WIN 87											
1. WGAY-F	403/8.1	7.4	6.7	6.8	7.6	7.3	443/4726	4188/13.9	14.9	14.4			5.0	270	2929	WGAY-F
2. WKYS-F	314/6.2	6.5	5.1	7.2	7.4	6.3	327/4336	4039/13.4	13.2	14.9			7.2	387	3809	WKYS-F
3. WMAL	313/6.2	6.5	6.6	6.0	6.0	6.3	341/4928	4529/15.1	16.1	15.6			5.1	274	4074	WMAL
4. WMZQ A/F	287/5.7	7.3	5.4	5.8	7.0	6.1	354/4776	3710/12.3	13.2	12.3			6.7	363	3400	WMZQ A/F
5. WAVA-F	264/5.2	4.5	6.1	5.5	5.3	5.3	297/6072	5156/17.1	9.4	8.7			7.2	386	5446	WAVA-F
6. WHUR-F	252/5.2	5.0	5.3	5.3	5.9	5.2	278/4020	3695/12.3	13.6	14.0			5.1	276	3064	WHUR-F
7. WWDC-F	258/5.1	5.6	4.7	5.9	4.7	5.3	391/6787	4568/15.2	15.0	14.9			7.1	381	6131	WWDC-F
8. WPGC A/F	234/4.7	5.1	4.5	2.1	1.5	4.1	253/3731	3276/10.9	11.9	6.8			5.0	270	3320	WPGC A/F
9. WTOP	221/4.4	4.7	4.3	4.1	4.5	4.4	245/5209	4651/15.5	16.4	15.9			5.2	278	4126	WTOP
10. WDJY-F	195/3.9	3.6	5.7	5.1	4.5	4.6	203/3013	2864/ 9.5	9.6	10.3			4.5	243	2993	WDJY-F
11. WRQX-F	192/3.8	4.3	4.8	4.6	3.8	4.4	258/5631	4220/14.0	13.8	14.6			5.6	300	4648	WRQX-F
12. WLTT-F	181/3.6	3.4	3.0	3.2	3.2	3.3	191/3786	3475/11.6	11.1	11.6			2.3	122	1978	WLTT-F
13. WCXR-F	169/3.4	4.0	3.8	3.7	3.3	3.7	224/3976	3473/11.6	11.6	10.8			5.4	289	3944	WCXR-F
14. WGMS A/F	165/3.3	2.7	2.3	2.5	3.6	2.7	176/2716	2473/ 8.2	7.8	9.8			1.6	86	1800	WGMS A/F
15. WXTR-F	136/2.7	2.3	3.0	2.3	1.8	2.6	161/3189	2666/ 8.9	6.6	6.6			2.1	112	2075	WXTR-F
16. WASH-F	124/2.5	2.9	2.6	3.1	3.0	2.8	156/2621	2281/ 7.6	9.4	8.7			2.7	143	1867	WASH-F
17. WWRC	115/2.3	2.3	2.1	2.3	2.4	2.3	120/1774	1660/ 5.5	4.8	6.1			2.4	128	1667	WWRC
18. WBMW-F	86/1.7	1.7	1.3	2.4	3.4	1.8	99/1763	1546/ 5.1	5.6	10.0			2.2	116	2024	WBMW-F
19. WHFS-F	84/1.7	.9	1.5	1.9	.8	1.5	117/1686	1191/ 4.0	3.1	3.1			2.1	113	1284	WHFS-F
20. WOL	77/1.5	1.7	1.5	1.0	1.3	1.4	77/1077	1077/ 3.6	3.8	3.1			1.0	52	925	WOL

- 21.
- 22.
- 23.
- 24.
- 25.

12+ FM SHARE (METRO): 78.45% (3480 of 4436) (WIN 87: 75.63%)

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

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WABS	780	Arlington	.4/ .8
WCPT	730	Alexandria	.7/1.7
WFMD	930	Frederick	.6/1.3
WFRE-F	99.9	Frederick	.8/1.5
WMMJ-F	102.3	Bethesda	.9/3.6
WUST	1120	Washington	.4/ .9
WWDC	1260	Washington	.4/ .8
WYCB	1340	Washington	1.3/2.9
WZYQ-F	320	Frederick	.5/ .9
WLIF-F	101.9	Baltimore	.4/1.0
WWMX-F	106.5	Baltimore	.5/1.0

RADIO STATIONS

AM STATIONS

WABS, 780, 5 KW (DAYS)	, RELIGION	, \$ 30.00 (---)	
WCPT, 730, 5 KW/20 W	, BLACK	SMN, \$ 35.00* (Mc-Guild)	Legacy
WDCT, 1310, 5 KW/500 W (DA-2)	, RELIGION	, \$ 36.00 (---)	Universal
WFAX, 1220, 5 KW (DAYS)	, RELIGION	, \$ 20.00 (---)	
WMAL, 630, 5 KW (DA-2)	, MOR	ABC-I, \$230.00 (Katz)	Cap Cities/ABC
WMDO, 1540, 5 KW (DAYS)	, SPANISH	, \$ 57.00 (Lotus)	Lotus
WMZQ, 1390, 5 KW (DA-2)	, COUNTRY	, \$ NA (Christal)	Viacom
WNTR, 1050, 1 KW/500 W	, TALK	ABC-T, \$ 33.0 (---)	
WOL, 1450, 1 KW	, BLACK	NBN, \$ 43.00 (K & P)	
WTOP, 1500, 50 KW (DA-2)	, NEWS	CBS, MBS, \$133.00* (HNWH)	Outlet
WUST, 1120, 1 KW (DAYS)	, GOSPEL	NBN, \$ 26.00 (---)	
WWDC, 1260, 5 KW (DA-2)	, NOSTALGIA	US 2, \$ 48.00* (Christal)	
WWRC, 980, 5 KW (DA-N)	, TALK	MBS, NBC, NBC-T, \$ 85.00* (MMR)	Greater Media
WYCB, 1340, 1 KW	, GOSPEL	SBN, \$ 50.00 (---)	

FM STATIONS

WASH, 97.1, 23 KW @ 690, AC	Trans, \$130.00* (Katz)	Outlet
WAVA, 105.1, 50 KW @ 500, CHR	, \$180.00 (HNWH)	Emmis
WBMW, 106.7, 23 KW @ 731, JAZZ/NEW AGE	ABC-R, \$120.00* (Torbet)	Infinity
WCXR, 105.9, 50 KW @ 500, CLASSIC AOR	, \$138.00* (Mc-Guild)	Legacy
WDJY, 100.3, 40 KW @ 330, BLACK	APR, \$ 90.00* (Mc-Guild)	United
WGAY, 99.5, 21 KW @ 780, BTFL/EZ	, \$200.00* (MMR)	Greater Media
WGMS+, 103.5, 47 KW @ 510, CLASSICAL	MBS, \$140.00 (Republic)	RKO
WHUR, 96.3, 24 KW @ 669, BLACK	, \$134.00* (Durpetti)	Howard University
WKYS, 93.9, 50 KW @ 485, URBAN	NBC, \$205.00* (Eastman)	NBC
WLTT, 94.7, 21 KW @ 780, AC	, \$175.00* (CBS)	CBS
WMZQ, 98.7, 50 KW @ 490, COUNTRY	, \$176.00* (Christal)	Viacom
WPGC+, 95.5, 50 KW @ 496, URBAN/CHR	, \$130.00* (Banner)	Cook Inlet
WRQX, 107.3, 50 KW @ 410, CHR	ABC-C, \$172.00 (Katz)	Cap Cities/ABC
WMMJ, 102.3, 1 KW @ 480, ? ?	, \$ 70.00* (K & P)	
WWDC, 101.1, 22 KW @ 750, AOR	US 1, \$170.00* (Christal)	
WXTR, 104.1, 50 KW @ 500, OLDIES	, \$ 95.00 (Mc-Guild)	
WHFS, 99.1, 50 KW @ 390, AOR	MBS, \$ 55.00 (Masla)	

(LA PLATA)
(ANNAPOLIS)

WEST PALM BEACH

Arbitron Rank/Pop (12+): 56/661,100

Stations: 31/15
Diaries: 1050/652:1/48.0%
Sample Target: 940
% Below Line: 30.6
% Not Listed: 9.8

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

MSA Rank/Pop: 65/794,000
ADI # 53
Average Person Ratings: 16.6
Market TSL: 22.3 hours

12+ METRO	1/4/SHARE	FAL 87	SJM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. WEAT A/F	166/14.6	12.9	14.3	14.7	14.2	14.1	299/2710	1521/22.2	22.1	22.1			9.5	91	1203	WEAT A/F
2. WRMF-F	96/ 8.4	8.9	7.8	12.0	10.6	9.3	119/1551	1216/17.8	17.0	19.3			7.8	74	1119	WRMF-F
3. WJNO	90/ 7.9	5.9	5.4	5.6	6.5	6.2	91/ 865	844/12.3	11.9	12.8			7.9	75	846	WJNO
4. WIRK-F	71/ 6.2	5.2	7.3	4.7	6.2	5.9	76/ 855	751/11.0	9.1	10.5			5.2	50	614	WIRK-F
5. WNJY-F	69/ 6.1	4.6	4.8	6.1	7.0	5.4	83/ 726	596/ 8.7	9.6	11.0			5.1	49	774	WNJY-F
6. WPOM	53/ 4.7	3.0	2.9	3.7	3.7	3.6	53/ 552	529/ 7.7	5.0	6.8			4.2	40	591	WPOM
7. WMXJ-F	42/ 3.7	3.7	2.8	2.1	2.0	3.1	140/2010	511/ 7.5	9.1	4.4			3.4	32	517	WMXJ-F
8. WGTR-F	36/ 3.2	1.8	1.6	2.1	1.5	2.2	129/1549	332/ 4.9	4.7	3.3			3.6	34	432	WGTR-F
9. WNGS-F	35/ 3.1	2.6	3.5	1.3	2.7	2.6	40/ 620	509/ 7.4	5.2	7.5			3.8	36	403	WNGS-F
WHYI-F	35/ 3.1	5.1	5.7	5.3	5.2	4.8	146/2524	839/12.3	11.8	15.6			4.7	45	1165	WHYI-F
11.																
12.																
13.																
14.																
15.																

12+ FM SHARE (METRO): 74.76% (767 of 1026) (WIN 87: 77.46%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WHQT-F	1. WRMF-F	1. WRMF-F	1. WRMF-F	1. WRMF-F	1. WEAT-F	1. WEAT-F	1. WEAT-F	1. WEAT-F	1. WJNO	1. WPOM
2. WPOW-F	2. WPOM	2. WPOM	2. WMJX-F	2. WIRK-F	2. WJNO	2. WRMF-F	2. WRMF-F	2. WJNO	2. WEAT-F	2. WJNO
3. WJNO	3. WGTR-F	3. WMJX-F	3. WPOM	3. WMXJ-F	3. WNJY-F	3. WJNO	3. WNJY-F	3. WRMF-F	3. WPOM	3. WEAT-F
WHYI-F	4. WMXJ-F	4. WGTR-F	4. WIRK-F	4. WPOM	4. WIRK-F	4. WIRK-F	4. WIRK-F	4. WNJY-F	4. WHQT-F	4. WNJY-F
5. WPOM	5. WHYI-F	5. WIRK-F	5. WNGS-F	5. WEAT-F	5. WRMF-F	5. WNJY-F	5. WJNO	5. WIRK-F	5. WIRK-F	5. WPBR
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54	
1. WRMF-F	1. WRMF-F	1. WPOM	1. WRMF-F	1. WRMF-F	1. WGTR-F	1. WGTR-F	1. WGTR-F	1. WRMF-F	1. WIRK-F	
2.	2. WPOM	2. WRMF-F	2. WPOM	2. WPOM	2. WSHE-F	2. WRMF-F	2. WRMF-F	2. WGTR-F	WRMF-F	
3.	3.	3. WMXJ-F	3. WMXJ-F	3. WEAT-F	3. WHYI-F	3. WSHE-F	WYFX	3. WMXJ-F	3. WMXJ-F	
4.	4.	4.	4. WIRK-F	4. WIRK-F	4. WRMF-F	4. WHYI-F	WSHE-F	4. WIRK-F	4. WIRK-F	
5.	5.	5.	5. WNGS-F	5. WMXJ-F	5.	5. WIRK-F	5.	5. WSHE-F	5. WEAT-F	
								WHYI-F	WJNO	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDBF	1420	Delray Beach	.6/2.3	WNWS	790	South Miami	.7/2.2
WKGR-F	98.7	Fort Pierce	1.8/6.6	WOVV-F	95.5	Fort Pierce	2.3/7.1
WLVS	1380	Lake Worth	.4/ .8	WPOW-F	96.5	Miami	2.4/7.6
WPBG	1290	West Palm Beach	1.2/2.8	WSHE-F	103.5	Fort Lauderdale	1.4/4.7
WPBR	1340	Palm Beach	2.1/4.6	WTMI-F	93.1	Miami	1.2/3.7
WSRR	740	Boca Raton	.5/2.7	WZTA-F	94.9	Miami Beach	1.4/3.7
WYFX	1040	Boynton Beach	2.0/3.7				
WXY-F	105.9	Fort Lauderdale	1.6/4.8				
WHQT-F	105.1	Coral Gables	2.9/8.1				
WIOD	610	Miami	1.2/4.2				
WJQY-F	106.7	Fort Lauderdale	1.9/4.3				
WKQS-F	99.9	Boca Raton	.6/3.7				
WLVE-F	93.9	Miami Beach	.7/3.0				
WLYF-F	101.5	Miami	2.3/4.1				

RADIO STATIONS

WJNO, 1230, 1 KW	, NEWS/TALK	CBS,ABC-E,NBC-T,\$ 50.00* (Banner)	Fairbanks
WPBR, 1340, 1 KW	, TALK	MBS,ABC-T,\$ 22.00* (Savalli)	
WPOM, 1600, 1 KW (DA-N)	, BLACK	ABC-D,\$ 25.00* (Republic)	
WEAT-F+, 104.3, 56 KW @ 1250,	BTFI/EZ	,\$ 70.00* (Katz)	Taylor
WIRK-F, 107.9, 100 KW @ 400,	COUNTRY	ABC-E,\$ 51.00* (HNWH)	Price
WKGR-F, 98.7, 100 KW @ 1384,	AOR	UPI,\$ 45.00* (HNWH)	(FORT PIERCE)
WNGS-F, 92.1, 2 KW @ 378,	AC	,\$ 30.00* (Eastman)	
WNJY-F, 94.3, 1 KW @ 480,	NOSTALGIA	NBC,\$ 35.00* (Republic)	
WRMF-F, 97.9, 100 KW @ 1350,	AC	,\$ 87.00* (Banner)	Fairbanks

Other ranked stations - See Miami

WILKES BARRE - SCRANTON

Arbitron Rank/Pop (12+): 58/627,600

MSA Rank/Pop: 69/734,000
ADI # 51

Average Person Ratings: 16.8
Market TSL: 23.0 hours

Stations: 37/26
Diaries: 1025/610:1/58.5%
Sample Target: 1000
% Below Line: 10.2
% Not Listed: 12.0

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

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. WKRZ-F	146/13.9	11.5	10.6	9.5	9.7	11.4	162/2138	1781/28.5	28.9	25.7			14.7	160	2026	WKRZ-F
2. WNAK	76/ 7.3	4.3	6.4	6.7	7.1	6.2	76/ 646	646/10.3	8.2	11.0			5.4	59	535	WNAK
3. WEZX-F	72/ 6.9	10.8	8.0	8.6	7.3	8.6	79/ 951	862/13.8	14.5	13.4			11.0	119	1249	WEZX-F
4. WEJL	62/ 5.9	4.8	5.1	3.6	3.3	4.9	64/ 493	443/ 7.1	7.6	7.8			2.7	29	244	WEJL
5. WARM	54/ 5.2	6.4	7.2	6.8	6.1	6.4	67/1138	998/16.0	19.4	17.8			7.4	80	1523	WARM
6. WMGS-F	52/ 5.0	4.7	4.7	4.9	5.1	4.8	56/ 918	779/12.5	12.7	11.6			2.8	30	477	WMGS-F
7. WGBI-F	48/ 4.6	6.3	6.2	6.1	5.0	5.8	60/ 866	707/11.3	15.5	14.5			3.4	27	831	WGBI-F
8. WBAX	43/ 4.1	1.2	2.0	1.9	1.9	2.3	43/ 448	448/ 7.2	3.9	5.5			1.7	18	258	WBAX
9. WTLQ-F	41/ 3.9	5.5	6.2	5.0	4.1	5.2	42/ 766	749/12.0	13.8	13.5			5.6	61	1114	WTLQ-F
10. WWSH-F	33/ 3.1	4.7	5.2	5.9	5.7	4.7	62/ 730	467/ 7.5	9.6	11.9			4.3	47	717	WWSH-F
11. WZZO-F	39/ 2.9	.9	.7	1.4	1.6	1.5	45/ 429	254/ 4.1	2.6	3.9			1.7	18	246	WZZO-F
12. WHLM-F	29/ 2.8	3.0	2.6	2.1	2.3	2.6	36/ 489	335/ 5.4	6.0	4.6			2.6	28	416	WHLM-F

12+ FM SHARE (METRO): 62.91% (580 of 922) (WIN 87: 62.57%)

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

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WARD 1550	Pittston	1.5/4.5	WABC 770	New York	.6/1.8
WAZL 1490	Hazleton	1.0/2.4	WAEB-F 104.1	Allentown	.6/2.3
WCNR 930	Bloomsburg	.7/1.0	WAVT-F 101.9	Pottsville	.4/1.2
WEAY-F 92.1	Nanticoke	.7/2.8	WFMU-F 106.3	Blairstown	.5/1.6
WGBI 910	Scranton	1.8/4.7	WFMZ-F 100.7	Allentown	1.4/2.5
WHLM 550	Bloomsburg	.5/2.1	WILQ-F 105.1	Williamsport	.7/1.6
WICK 1400	Scranton	1.2/2.9	WATP-F 93.1	Paterson	.5/1.3
WILK 980	Wilkes Barre	1.4/6.3	WQQQ-F 99.9	Easton	1.2/2.7
WLSF-F 94.3	Carbondale	1.2/2.4	WRKZ-F 106.7	Hershey	.7/2.2
WQE-Q 103.1	Freeland	1.0/2.6	WYSP-F 94.1	Philadelphia	.4/2.1
WSBG-F 93.5	Stroudsburg	1.3/3.2			
WSCR 1320	Scranton	.6/2.3			
WVPO 840	Stroudsburg	.6/1.9			
WWDL-F 104.9	Scranton	1.2/2.8			
WXPX 1300	W. Hazleton	.4/1.8			

RADIO STATIONS

WARM, 590,	5 KW (DA-2)	, MOR	NBC, \$ 54.00*	(Eastman)	Susquehanna
WARD, 1550,	5 KW/500 W (DA-2)	, TALK	APR, ABC-T, \$ 13.00	(Savalli)	
WBAX, 1240,	1 KW	, NOSTALGIA	CNN, \$ 15.00*	(---)	
WEJL, 630,	500 W (DAYS)	, NOSTALGIA	ABC-I, \$ 20.00*	(Christal)	Shamrock-Lynett
WGBI, 910,	1 KW/500 W	, COUNTRY	CBS, \$ 16.00*	(Torbet)	
WICK, 1400,	1 KW	, BTFL/EZ	ABC-D, \$ 17.00*	(Masla)	
WILK, 980,	5 KW/1 KW (DA-2)	, MOR/TALK	ABC-E, NBC-T, MBS, \$ 18.00*	(Mc-Guild)	
WNAK, 730,	1 KW (DAYS)	, NOSTALGIA	NBC, \$ 30.00*	(Masla)	
WEZX-F, 107.1,	125 W @ 1270,	AOR	ABC-R, \$ 39.00*	(Christal)	Shamrock-Lynett
WGBI-F, 101.3,	7 KW @ 1110,	AC	CBS-R, \$ 34.00*	(Torbet)	
WHLM-F, 106.5,	37 KW @ 597,	AC	US 2, \$ 17.00*	(Banner)	(BLOOMSBURG)
WKRZ-F, 98.5,	7 KW @ 1180,	CHR	APR, \$ 54.00*	(Katz)	Osborn
WMGS-F, 92.9,	9 KW @ 1060,	AC	, \$ 36.00*	(Eastman)	Susquehanna
WEAY-F, 92.1,	.9 KW @ 552,	CHR	, \$ 13.00*	(---)	
WSBG-F, 93.5,	3 KW @ 300,	CHR	APR, \$ 15.00*	(Market 4)	(STROUDSBURG)
WTLQ-F, 102.3,	3 KW @ 71,	CHR	ABC-C, \$ 25.00*	(Mc-Guild)	(PITTSBURGH)
WWDL-F, 104.9,	1.6 KW @ 1093,	SOFT AC	ABC-D, \$ 18.00*	(Masla)	
WWSH-F, 97.9,	24 KW @ 640,	BTFL/EZ	, \$ 23.00*	(---)	

YORK

Arbitron Rank/Pop (12+): 103/336,700

Stations: 25/11

1987 Revenue: \$11,000,000

MSA Rank/Pop: 114/400,000

Diaries: 724/459:1/61.8%

HH Inc.: \$31,680

ADI # 45 (w/Harrisburg & Lancaster)

Sample Target: 730

Retail \$: 2.1 Bil

Average Person Ratings: 15.8

% Below Line: 42.0

Pop per Station: 30,227

Market TSL: 21.0 hours

% Not Listed: 9.7

#1 Biller: WSBA-F \$2,800,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume
1. WARM-F	54/10.2	12.1	9.5	10.2	7.7	10.5	116/1520	622/18.7	21.3	18.0					WARM-F
2. WRKZ-F	46/ 8.7	9.6	10.0	12.4	10.1	10.2	157/1743	502/15.1	16.1	18.1					WRKZ-F
3. WQXA-F	44/ 8.3	10.1	12.0	11.3	12.0	10.4	86/1533	727/21.9	23.9	27.3					WQXA-F
4. WNCE-F	44/ 8.3	7.4	7.7	6.9	6.8	7.6	202/1894	506/15.2	14.5	12.3					WNCE-F
5. WYCR-F	43/ 8.2	7.2	6.1	4.1	2.8	6.4	58/1194	712/21.4	17.8	10.7					WYCR-F
6. WSBA	41/ 7.8	7.2	6.4	6.9	9.1	7.1	44/ 730	623/18.7	19.4	22.6					WSBA
7. WGTY-F	31/ 5.9	5.5	3.0	3.2	5.9	4.4	31/ 292	284/ 8.5	8.4	8.8					WGTY-F
8. WNNK-F	22/ 4.2	2.9	2.9	4.2	2.3	3.6	195/2254	322/ 9.7	8.1	6.5					WNNK-F
9. WHTF-F	21/ 4.0	2.4	5.2	3.9	3.5	3.9	79/1317	367/11.0	7.7	10.2					WHTF-F
10. WOYK	18/ 3.4	1.8	5.0	2.5	4.0	3.2	18/ 238	196/ 5.9	5.6	5.4					WOYK
11. WGRX-F	17/ 3.2	3.9	3.8	5.3	3.3	4.1	35/ 503	276/ 8.3	9.1	7.7					WGRX-F
12.															
13.															
14.															
15.															

12+ FM SHARE (METRO): 81.09% (386 of 476) (WIN 87: NA)

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGCB-F	96.1	Red Lion	.6/2.5
WGET	1320	Gettysburg	1.7/4.0
WHVR	1280	Hanover	.9/4.5
WOBG	1250	York	1.3/3.5
WDAC-F	94.5	Lancaster	2.1/3.4
WHIT-F	99.3	Harrisburg	.4/1.7
WHP	580	Harrisburg	.6/2.4
WHP-F	97.3	Harrisburg	.9/2.5
WIOV-F	105.1	Harrisburg	2.3/4.2
WLAN-F	96.9	Lancaster	1.5/6.3
WTPA-F	93.5	Mechanicsburg	1.7/6.2
WBAL	1090	Baltimore	1.3/3.2
WPOC-F	93.1	Baltimore	1.1/4.4
WWMD-F	104.1	Hagerstown	1.5/3.4

RADIO STATIONS

WOBG, 1250,	1 KW (DAYS)	, MOR/OLDIES	SMN,ABC-I,\$ 15.00* (Katz)	
WHVR, 1280,	5 KW/500 W (DA-2)	, MOR	NBC,\$ 11.00* (HNWH)	(HANOVER)
WOYK, 1350,	5 KW/1 KW (DA-2)	, NOSTALGIA	MBS,\$ 13.00 (Republic)	
WSBA, 910,	5 KW/1 KW (DA-2)	, MOR	,\$ 42.00* (Eastman)	Susquehanna
WGTY-F, 107.7,	10 KW @ 350,	COUNTRY	MBS,\$ 18.00* (---)	(GETTYSBURG)
WHTF-F, 92.7,	3 KW @ 300,	AOR	Source,\$ 25.00* (Banner)	(STARVIEW)
WQXA-F, 105.7,	25 KW @ 717,	CHR	ABC-C,\$ 47.00* (Katz)	
WARM-F, 103.3,	12 KW @ 890,	AC	,\$ 50.00* (Eastman)	Susquehanna
WYCR-F, 98.5,	11 KW @ 930,	CONTEMP	,\$ 30.00* (HNWH)	

Other ranked stations - See Harrisburg, Lancaster or Baltimore

YOUNGSTOWN

Arbitron Rank/Pop (12+): 82/425,300
 MSA Rank/Pop: 96/514,000
 ADI # 88
 Average Person Ratings: 17.3
 Market TSL: 22.8 hours

Stations: 29/15
 Diaries: 966/442:1/61.9%
 Sample Target: 850
 % Below Line: 15.0
 % Not Listed: 7.6

1987 Revenue: \$10,900,000
 HH Inc.: \$31,666
 Retail \$: 3.1 Bil
 Pop per Station: 28,453
 #1 Biller: WHOT A/F \$2,700,000

12+ METRO	1/4/SHARE	12+ METRO					4 Book Avg.	12+ TSA 1/4/CUME	CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
		FAL 87	SUM 87	SPG 87	WIN 87												
1. WHOT-F	118/16.0	15.6	18.2	16.7	15.4	16.6	201/2587	1598/37.5	37.4	36.8			20.6	151	1686	WHOT-F	
2. WKBN	87/11.8	9.3	9.0	8.0	9.3	9.5	101/1191	977/22.9	20.9	22.3			9.3	68	762	WKBN	
3. WKBN-F	78/10.6	8.6	8.3	9.8	10.8	9.3	136/1625	870/20.4	19.5	20.6			10.2	75	896	WKBN-F	
4. WYFM-F	75/10.1	9.0	11.5	8.1	8.7	9.7	143/1718	997/23.4	20.2	20.6			8.9	65	980	WYFM-F	
5. WQXK-F	58/ 7.8	8.6	7.6	12.0	9.0	9.0	123/1217	689/16.2	15.8	15.3			9.0	66	701	WQXK-F	
6. WBBW	41/ 5.5	5.7	6.6	5.0	6.1	5.7	42/ 596	559/13.1	13.5	14.5			4.1	30	430	WBBW	
7. WMGZ-F	29/ 3.9	4.2	3.2	5.1	2.7	4.1	34/ 786	480/11.3	10.3	9.3			5.0	37	492	WMGZ-F	
8. WMMS-F	26/ 3.5	3.0	2.2	3.0	2.7	2.9	31/ 376	327/ 7.7	7.9	8.9			5.3	39	502	WMMS-F	
9. WQOD-F	20/ 2.7	3.5	2.6	4.7	2.1	3.4	27/ 392	278/ 6.5	8.1	5.8			2.0	15	147	WQOD-F	
10. WOVE-F	16/ 2.2	1.3	2.6	2.4	1.3	2.1	32/ 546	223/ 5.2	4.2	4.3			2.6	19	331	WOVE-F	

12+ FM SHARE (METRO): 71.60% (489 of 688) (WIN 87: 71.41%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WHOT-F>	1. WHOT-F>	1. WHOT-F	1. WYFM-F	1. WYFM-F	1. WKBN	1. WHOT-F	1. WKBN	1. WHOT-F>	1. WHOT-F	1. WKBN
2. WMGZ-F>	2. WYFM-F	2. WYFM-F>	2. WHOT-F>	2. WHOT-F>	2. WKBN-F>	2. WKBN	2. WKBN-F	2. WKBN-F	2. WKBN	2. WKBN-F
3.	3. WMMS-F	3. WQXK-F	3. WQXK-F	3. WQXK-F	3. WQXK-F	3. WYFM-F	3. WYFM-F	3. WYFM-F	3. WKBN-F	3. WBBW
4.	4. WMGZ-F	4. WKBN-F	4. WKBN-F	4. WKBN-F	4. WYFM-F	4. WKRN-F	4. WHOT-F	4. WQXK-F>	4. WYFM-F	4. WHOT-F
5.	WQXK-F	WMMS-F	5. WKBN	5. WKBN	5. WBBW	5. WQXK-F	5. WQXK-F	5. WKBN	5. WMGZ-F	5. WQXK-F
					6. WHOT-F	6. WBBW			WQXK-F	WYFM-F
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54	
1. WHOT-F>	1. WHOT-F>	1. WHOT-F>	1. WHOT-F>	1. WHOT-F	1. WMMS-F	1. WHOT-F	1. WYFM-F	1. WHOT-F	1. WYFM-F	
2.	2. WYFM-F>	2. WYFM-F	2. WYFM-F>	2. WYFM-F	2. WHOT-F	2. WMMS-F	WHOT-F>	WYFM-F>	2. WHOT-F	
3.	3. WQXK-F>	3. WQXK-F	3. WKBN-F	3. WKBN-F	3. WOVE-F	3. WYFM-F	3. WQXK-F	3. WMMS-F	3. WQXK-F	
4.	4.	4.	4. WQXK-F	4. WQXK-F	4. WMGZ-F	4.	4.	4. WQXK-F	4. WKBN	
5.	5.	5.	5. WKBN	5. WKBN	5.	5. WOVE-F	5.	5. WMGZ-F	5. WKBN-F	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFMJ	1390	Youngstown	1.8/7.7
WGFT	1500	Youngstown	1.1/2.3
WHOT	1330	Campbell	1.1/4.8
WKTX-F	96.7	Mercer	.7/1.5
WNIO	1540	Niles	1.1/2.0
WOKG	1570	Warren	1.5/1.2
WRRD	1440	Warren	1.8/6.3
WAMO-F	105.9	Pittsburgh	.8/1.5
WDJQ-F	92.5	Alliance	.7/2.3
WHBC-F	94.1	Canton	.5/1.0
WKDD-F	96.5	Akron	.5/2.3
WMJI	1260	Cleveland	.1/ .1
WMJI-F	105.7	Cleveland	1.6/5.4
WNCR-F	98.5	Cleveland	.5/1.8
WNIR-F	100.1	Kent	.5/1.5
WONE-F	97.5	Akron	1.6/5.2
WPHR-F	107.9	Cleveland	1.2/5.2
WTOF-F	98.1	Canton	.5/2.0
WWWE	1100	Cleveland	.5/2.6

RADIO STATIONS

WBBW, 1240,	1 KW	, TALK	ABC-T,ABC-E,\$ 30.00*	(Mc-Guild)	
WFMJ, 1390,	5 KW (DA-N)	, NOSTALGIA	NBC,NBC-T,\$ 22.00*	(Unirep)	
WHOT, 1330,	500 W/1 KW (DA-2)	, CHR	,\$ NA	(Eastman)	Myron Jones
WKBN, 570,	5 KW (DA-N)	, MOR	CBS,\$ 45.00*	(Katz)	
WRRD, 1440,	5 KW (DA-N)	, MOR/OLDIES	ABC-I,\$ 15.00*	(Regional)	(WARREN)
WHOT-F, 101.1,	16 KW @ 710,	CHR	,\$ 65.00*	(Eastman)	Myron Jones
WKBN-F, 98.9,	9 KW @ 1370,	BTFL/EZ	,\$ 55.00*	(Katz)	
WMGZ-F, 95.9,	3 KW @ 165,	CHR	,\$ NA	(---)	(SHARPSVILLE, PA)
WQOD-F, 93.3,	50 KW @ 280,	SOFT AC	MBS,\$ 28.00*	(---)	
WQXK-F, 105.1,	88 KW @ 430,	COUNTRY	ABC-D,\$ 41.00*	(Mc-Guild)	Lincoln
WYFM-F, 102.9,	26 KW @ 455,	AC	ABC-C,\$ 36.00	(Durpetti)	Regional