

AMERICAN RADIO

FALL 1989



James H. Duncan, Jr.

AMERICAN RADIO

FALL, 1989 REPORT

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INTRODUCTION

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

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I strongly urge all of you (particularly new subscribers) to carefully read the definition pages at the beginning of Section B. This will help you to understand all of the information given in the Individual Market Reports. However, if you have any questions, please feel free to call me. I figure that my time and my call back to you are part of the subscription price. Also, I always enjoy talking about American Radio.

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

Any corrections made by Arbitron to earlier published reports are included if they are received by 14 February, 1990.

Work on this edition was completed on 15 February, 1990. Mailing will begin on 23 February, 1990. If your copy is defective in any way, let me know and I will promptly mail another copy to you.

NOTES AND COMMENTS

LEADING STATIONS

WGN is now the most-listened-to station in the US. Stations in the top 100 making impressive gains include: WNEW-F, KLOS-F, WFAN, KQLZ-F, WVAZ-F, WQCD-F, WYSP-F, KCBS, WVEE-F, KWKW, WJLB-F, WXTU-F, WLUP, WBBM-F, WHQT-F, WIOQ-F, WFLZ-F, WLIB, WXRT-F, KNBR, WJJD, KILT-F AND KFI.

FM SHARE

The national FM share of audience is now 72.52% This represents a growth rate of 0.857% since the Fall of 1988 when the FM share was 71.904% In the Spring of 1989 the FM share was 73.438% There seems to be a bit of a pattern developing here where the Spring markets seem to be growing in FM share at a quicker rate than the Fall markets. Since the Fall markets are a subset of the Spring markets it allows us to make some fairly reliable assumptions about cause. Primarily, since the larger markets are rated again in the Fall it makes sense to assume that FM share is growing more rapidly in the small markets.

Lancaster, PA had the highest FM share at 93.26% The lowest was San Francisco with 60.74%

LEADING STATIONS BY FORMAT

	<u>1/4 HOUR AVERAGE</u>	<u>METRO SHARE</u>
CHR/TOP 40	WHTZ-F - New York	WKEE-F - Huntington, WV
AOR	WNEW-F - New York	WCMF-F - Rochester
AC/SOFT ROCK/OLDIES	WLTW-F - New York	WCRZ-F - Flint
BTFL/EZ	WPAT-F - New York	WEAT A/F - West Palm
BLACK/URBAN	WRKS-F - New York	WIKS-F - Greenville, NC
COUNTRY	WYNY - New York	WIVK A/F - Knoxville
NEWS/TALK	WGN - Chicago	KMOX - St. Louis
MOR/VARIETY	WCCO - Minneapolis	WCCO - Minneapolis
NOSTALGIA	WNEW - New York	WNAK - WB/Scranton
HISPANIC	KWKW - Los Angeles	KGBT - McAllen/Brown.
RELIGION/GOSPEL	WWRL - New York	WDAC-F - Lancaster
CLASSICAL	WNCN-F - New York	KLEF-F - Anchorage
JAZZ/NEW AGE	WQCD-F - New York	KHHH-F - Honolulu

GREATEST SHARE CHANGES

(Fall 88 to Fall 89)

Share Gainers

WRKT A/F	Erie	+ 14.7
WDRM-F	Huntsville	+ 9.5
WBYS-F	Fort Wayne	+ 9.0
KHYS-F	Beaumont	+ 8.3

Share Losers

WIOG-F	Saginaw	- 12.2
WMEE-F	Fort Wayne	- 9.0
WMJC-F	Indianapolis	- 7.0

OTHER LEADERS

Cume Rating:	WIVK A/F - Knoxville
12+ TSA Cume:	WINS - New York
Metro Share:	WIVK A/F - Knoxville

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Individual Market Reports for these markets in alphabetical order:

Akron	Honolulu	Portland, ME
Albany-Schenectady	Houston	Portland, OR
Albuquerque	Huntington, WV	Portsmouth/Dover
Allentown-Beth	Huntsville	Providence
Anchorage	Indianapolis	Raleigh
Appleton-Oshkosh	Jackson	Reno
Atlanta	Jacksonville	Richmond
Atlantic City	JC-Kings-Bristol	Riverside-SB
Austin	Kalamazoo	Roanoke-Lynchburg
Bakersfield	Lancaster	Rochester
Baltimore	Lansing	Sacramento
Baton Rouge	Las Vegas	Saginaw-BC
Beaumont	Lexington	St. Louis
Birmingham	Little Rock	Salinas-Monterey-SC
Boston	Los Angeles	Salt Lake City
Bridgeport	Louisville	San Antonio
Buffalo	Lubbock	San Diego
Canton	Madison	San Francisco
Charlotte	McAllen-Brownsville	San Jose
Chattanooga	Manchester	Seattle-Tacoma
Chicago	Memphis	Shreveport
Cincinnati	Miami-Ft. Lauderdale	Spokane
Cleveland	Milwaukee	Syracuse
Colorado Springs	Minneapolis-St. Paul	Tampa-St. Petersburg
Columbia, SC	Mobile	Toledo
Columbus, OH	Modesto	Tucson
Corpus Christi	Monmouth-Ocean	Tulsa
Dallas-Ft. Worth	Montgomery	Utica-Rome
Davenport-RI-Moline	Nashville	Washington
Dayton	Nassau-Suffolk	West Palm Beach
Daytona Beach	Milwaukee	Wichita
Denver	Minneapolis-St. Paul	Wilkes-Barre-Scranton
Des Moines	Mobile	Wilmington, DE
Detroit	Modesto	Worcester
El Paso	Monmouth-OC	York
Erie	Montgomery	Youngstown
Des Moines	Nashville	
Detroit	Nassau-Suffolk	<u>CONDENSED MARKETS:</u>
El Paso	New Haven	Burlington, VT
Erie	New Orleans	Cape Cod, MA
Eugene	New York	Chico, CA
Flint	Norfolk	Danbury, CT
Ft. Wayne	Oklahoma City	Fayetteville
Fresno	Omaha	Ft. Myers
Grand Rapids	Orlando	Ft. Pierce
Greensboro-WS	Pensacola	Gainesville, FL
Greenville-NB, NC	Peoria	Lafayette, IN
Greenville-Spartanburg	Philadelphia	Muskegon
Harrisburg	Phoenix	New Bedford
Hartford	Pittsburgh	Odessa-Midland
		Palm Springs
		Reading, PA
		Santa Barbara
		Santa Rosa
		Stamford, CT

METRO SHARE LEADERS AND MAJOR MARKET CHANGES

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

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

MARKET	12+ LEADER/FORMAT	LARGEST SHARE GAINER	LARGEST SHARE LOSER
Akron	WKDD-F, 8.7, CHR	WDOK-F, +2.4, AC	WMMS-F, -3.7, AOR
Albany-Schenectady-Troy	WGNA-AF, 11.0, C	WGNA-AF, +2.6, C	WPYX-F, -2.8, AOR
Albuquerque	KRST-F, 12.4, C	KZKL-F, +3.6, AC	KKOB-F, -5.1, AC
Allentown-Bethlehem	WFMZ-F, 14.1, EZ	WHXT-F, +2.7, CHR	WAEB, -2.0, AC
Anchorage	KPXR-F, 13.4, CHR	KBFX-F, +5.8, AOR	KEAG-F, -4.7, AC
Appleton-Oshkosh	WAPL-F, 15.6, AOR	WAPL-F, +3.6, AOR	WOSH, -2.4, MOR
Atlanta	WVEE-F, 13.1, B	WVEE-F, +5.3, B	WYAY-F, -2.7, C
Atlantic City	WPPG-F, 10.0, EZ	WSLT-F, +4.4, CL	WAYV-F, -3.3, AC
Wayv-F, 10.0, AC			
Austin	KASE-F, 15.4, C	KLTD-F, +2.4, AC	KEYI-F, -2.6, AC
Bakersfield	KUZZ-AF, 18.2, C	KWAC, +3.4, SP	KKBB-F, -3.6, AOR
Baltimore	WXYV-F, 9.1, B	WYXY-F, +1.7, AOR	WCAO, -1.0, C
Baton Rouge	WFMF-F, 13.7, CHR	WNDC, +5.6, REL	WYNK-F, -5.5, C
Beaumont	KHYS-F, 18.8, B	KHYS-F, +8.3, B	WKIC-F, -2.9, AOR
Birmingham	WZZK-AF, 16.2, C	WZRR-F, +4.0, AOR	WMJJ-F, -4.3, AC
Boston	WRKO, 6.6, N/T	WMJX-F, +1.0, AC	WZLX-F, -1.7, AOR
Bridgeport	WEZN-F, 15.7, AC	WPLM-F, +1.0, BB	WYNY-F, -1.4, C
Buffalo-Niagara Falls	WBEN, 10.7, MOR	WKCI-F, +2.1, CHR	WBUF-F, -3.5, AC
Canton	WHBC-F, 12.7, EZ	WGR -F, +3.1, AOR	WHBC, -1.9, MOR
Charlotte	WSOC-F, 15.4, C	WONE-F, +2.0, AOR	WLVK-F, -1.9, C
Charlotte		WBT, +3.0, MOR	
Chattanooga	WSKZ-F, 17.3, CHR	WNOO, +2.2, B	WLX-F, -1.8, AC
Chicago	WGN, 10.7, N/T	WGN, +2.1, N/T	WXEZ-AF, -2.4, EZ
Cincinnati	WKRO-F, 10.5, CHR	WIZF-F, +2.8, B	WRRM-F, -1.4, AC
Cleveland	WDOK-F, 8.5, AC	WPHR-F, +2.3, CHR	WQAL-F, -1.8, EZ
Colorado Springs	KKCS-AF, 9.3, C	KOA, +1.8, N/T	KIKX-F, -2.2, CHR
Columbia, SC	WDM-F, 15.7, B	WOMG-F, +3.5, AC	WNOK-F, -3.6, CHR
Columbus, OH	WNCI-F, 13.9, CHR	WXGT-F, +2.6, CHR	WLQV-F, -4.0, AOR
Corpus Christi	KOUL-F, 14.3, C	KWVS-F, +2.3, AC	KRYS, -2.0, C
Dallas-Ft. Worth	KVIL-AF, 10.2, AC	KMIQ-F, +2.3, ?	KHYI-F, -1.8, CHR
Dallas-Ft. Worth		KMEZ-F, +2.4, EZ	WBAP, -1.8, C
Davenport-Ri-Moline	WPXR-F, 17.1, CHR	WOC, +3.0, N/T	KKDA-F, -1.8, B
Davenport-Ri-Moline			KRVR-F, -2.6, EZ
Dayton	WGTZ-F, 9.7, CHR	WAZU-F, +5.0, AOR	WTUE-F, -6.4, AOR
Daytona Beach	WWLV-F, 17.9, EZ	WHTQ-F, +5.5, AOR	WKA-F, -4.8, C
Denver	KOA, 8.4, N/T	KSYY-F, +2.2, AC	KBPI-F, -1.4, AOR
Des Moines	WHO, 15.8, MOR	WHO, +4.7, MOR	KGGO, -6.5, AOR
Detroit	WJR, 8.3, MOR	WLTJ-F, +2.1, AC	WMC-F, -1.8, AC
El Paso	KPRR-F, 13.0, CHR	KOFX-F, +2.6, AC	KBNA-AF, -2.9, SP
Erie	WJET-F, 19.4, CHR	WRKT-AF, +14.7, AOR	WCCX-F, -5.9, AOR
Eugene	KUGN-F, 14.0, C	KUGN-F, +5.6, C	KZEL-F, -3.5, AOR
Flint	WCRZ-F, 18.2, AC	WWCK-F, +5.4, CHR	WIOG-F, -10.8, CHR
Fort Wayne	WMEE-F, 19.8, CHR	WBYR-F, +9.0, AC	WMEB-F, -9.0, CHR
Fresno	KMJ, 11.1, N/T	KNAX-F, +3.7, C	KOJY-F, -4.1, EZ
Grand Rapids	WCUZ-F, 11.0, C	WCUZ-F, +4.1, C	WJFM-F, -2.8, AC
Greensboro-WS	WTQR-F, 13.8, C	WJMH-F, +5.0, B	WQMG-F, -4.4, B
Greenville, NC	WIKS-F, 20.2, B	WTRG-F, +1.8, AC	WZYC-F, -4.5, AOR
Greenville-Spartanburg	WESC-F, 11.8, C	WMI-F, +6.4, AC	WFCB-F, -3.1, AC
Harrisburg	WNNK-F, 19.6, CHR	WHYL, +3.2, BB	WNCE-F, -1.4, EZ
Hartford	WTIC, 15.0, MOR	WVYZ-F, +2.2, C	WRCH-F, -2.1, EZ
Honolulu	KMQ-AF, 12.4, CHR	KHFX-F, +4.2, AOR	KMQ-AF, -3.5, CHR
Houston	KMJQ-F, 8.1, B	KILT-F, +2.7, C	KRBE-F, -2.5, CHR
Huntington, WV	WTCR-AF, 29.8, C	WKEE-F, +4.4, CHR	WEMM-F, -3.5, REL
Huntsville	WDRM-AF, 22.1, C	WDRM-AF, +9.5, C	WZYP-F, -5.4, CHR
Indianapolis	WIBC, 15.8, MOR	WFMS-F, +3.3, C	WMJC-F, -7.0, AC
Jackson	WJMI-F, 15.6, B	NA	NA
Jacksonville	WAPE-F, 14.0, CHR	WHJX-F, +5.3, B	WZAZ-F, -4.0, B
John City-Kingsport	WQUT-F, 19.3, CHR	WIMZ-F, +1.7, AOR	WJCW, -2.7, C
Kalamazoo	WKFR-F, 19.9, CHR	WNWN-F, +5.0, C	WJFM-F, -4.0, AC
Kansas City	WDAF, 10.3, C	KBEQ-F, +3.9, CHR	KYYS-F, -2.7, AOR
Knoxville	WIVK-AF, 37.7, C	WIVK-AF, +4.7, C	WIMZ-AF, -4.9, AOR
Lancaster	WLAN-F, 11.1, CHR	WWKL-F, -1.5, AC	WARM-F, -2.2, AC
Lansing	WVIC-AF, 18.5, CHR	WITL-F, +5.7, C	WJXQ-F, -3.1, AOR
Las Vegas	KFMS-AF, 12.0, C	KUDA-F, +3.4, AC	KKLZ-F, -3.1, AOR
Lexington	WVLK-F, 18.1, C	WTKT-F, +3.3, AC	WLFX-F, -4.2, CHR
Little Rock	KSSN-F, 17.7, C	KOLL-F, +3.8, AC	KSSN-F, -2.6, C
Los Angeles	KPWR-F, 6.2, CHR	KWKW, +2.2, SP	KJOI-F, -2.1, EZ
Louisville	WHAS, 15.9, MOR	WDJX-F, +2.2, CHR	WQMF-F, -3.2, AOR
Louisville		WLOU, +2.2, B	

MARKET	12+ LEADER/FORMAT	LARGEST SHARE GAINER	LARGEST SHARE LOSER
Lubbock	KLLL-F, 18.7, C	KZII-F, +5.1, CHR	KRLB-F, -2.6, CHR
Madison	WZEE-F, 12.7, CHR	WOLX-F, +6.0, AC	WZEE-F, -6.1, CHR
Manchester	WZID-F, 15.6, EZ	NA	NA
McAllen-Brownsville	KBFM-F, 18.6, CHR	KTXF-F, +5.6, C	KGBT, -5.3, SP
Memphis	WHRK-F, 16.2, B	WDIA, +4.7, B	KRNB-F, -2.0, B
Miami-Ft. Lauderdale	WHQT-F, 8.0, B	WHQT-F, +3.1, B	WEDR-F, -1.2, B
Milwaukee	WTMJ, 10.5, MOR	WLUM-F, +4.0, B	WFTL, -1.2, BB
Minneapolis-St. Paul	WCCO, 18.4, MOR	KQQL-F, +2.2, AC	WTMJ, -2.5, MOR
Mobile	WKSJ-AF, 18.2, C	WBLX-F, +4.7, B	KLXX-F, -4.0, AC
Modesto	KHOP-F, 12.8, CHR	WHOP-F, +4.1, CHR	WMML, -3.8, B
Monmouth-Ocean	WOBM-F, 7.0, AC	NA	KJSN-F, -3.6, AC
Montgomery	WZHT-F, 19.2, B	WZHT-F, +6.9, B	NA
Nashville	WSIX-F, 12.4, C	WSIX-F, +2.5, C	WSYA-F, -5.0, AC
Nassau-Suffolk	WALK-F, 6.1, AC	WBLI-F, +1.8, CHR	WZEE-F, -4.0, EZ
New Haven	WKCI-F, 14.7, CHR	WKCI-F, +3.0, CHR	WKJY-F, -7.0, B
New Orleans	WYLD-F, 15.1, B	WYLD-F, +6.6, B	WTIC, -1.7, MOR
New York	WPAT-F, 5.0, EZ	WSKQ-F, +1.6, SP	WQUE-AF, -4.5, B
Norfolk	WFOG-F, 10.0, EZ	WAFX-F, +5.6, AOR	WHTZ-F, -1.3, CHR
Oklahoma City	KXXY-AF, 14.0, C	KEBC-F, +2.7, C	WLTJ-F, -3.7, AC
Omaha	KFAB, 15.8, MOR	KZBS-F, +2.7, CHR	KJYO-F, -3.1, CHR
Orlando	WNKA-F, 10.1, C	KEFM-F, +2.9, AC	KOIL, -2.5, AC
Pensacola	WMEZ-F, 10.1, EZ	WJHM-F, +4.3, B	WNKA-F, -1.8, C
Peoria	WKZW-F, 16.0, CHR	WWSF-F, +4.1, CHR	WBLX-F, -2.8, B
Philadelphia	WMMR-F, 7.5, AOR	WGLO-F, +2.2, AC	WTKX-F, -2.8, AOR
Phoenix	KNIX-AF, 11.4, C	WIOQ-F, +2.8, CHR	WWCT-F, -2.8, AOR
Pittsburgh	KDKA, 12.3, MOR	KMLE-F, +3.0, C	WEGX-F, -2.4, CHR
Portland, ME	WPOR-AF, 14.1, C	WTAE, +1.8, N/T	KZZP-AF, -3.0, CHR
Portland, OR	KKRZ-F, 10.7, CHR	WMGX-F, +5.4, AC	KDKA, -1.1, MOR
Portsmouth-Dover-Rochester, nh	WHEB-AF, 11.4, AOR	KEX, +2.7, MOR	WPOR-F, -2.1, C
Providence	WPRO-F, 9.9, CHR	WERZ-F, +3.3, CHR	KYTE, -2.4, CL
Raleigh	WRDU-F, 8.2, AOR	WPRO, +3.2, N/T	WOKQ-F, -2.1, C
Reno	KWNZ-F, 10.8, CHR	WTRG-F, +3.3, AC	WPRO-F, -2.9, CHR
Richmond	WRVQ-F, 12.5, CHR	KRNO-AF, +1.9, AC	WRDU-F, -2.3, AOR
Riverside-San Bernardino	KGGI-F, 10.1, CHR	KIIQ-F, +1.9, C	KOH, -1.6, N/T
Roanoke-Lynchburg	WXLK-F, 15.2, CHR	WTVR-F, +2.5, EZ	KROI-F, -1.6, J/NA
Rochester	WCMF-F, 15.7, AOR	KQLZ-F, +3.2, CHR	WMXB-F, -3.2, AC
Sacramento	KRAK-F, 9.3, C	WROV-F, +7.6, AOR	KIIS-F, -2.6, CHR
Saginaw-Bay City-Midland	WIOG-F, 17.9, CHR	WKLX-F, +3.3, AC	WXLK-F, -5.4, CHR
Salinas-Monterey-Santa Cruz	KGO, 7.1, N/T	KRAK-F, +2.2, C	WPXY-F, -1.7, CHR
	KDON-F, 7.1, CHR	KXOA-F, +2.2, AC	KOPT-F, -3.1, J/NA
Salt Lake City	KSFI-F, 11.3, EZ	WTLZ-F, +4.4, B	WIOG-F, -12.2, CHR
San Antonio	KCYY-F, 10.3, C	KTGE, +1.3, SP	KDON-F, -4.1, CHR
San Diego	KKLQ-AF, 9.0, CHR	KRAY-F, +1.3, SP	KRSP-F, -4.3, AOR
San Francisco	KGO, 8.2, N/T	KLZX-F, +2.8, AOR	KQXT-F, -3.2, EZ
San Jose	KBAY-F, 6.2, B	KMMX-F, +2.1, AC	KFMB-F, -2.2, AC
Seattle-Tacoma	KPLZ-F, 9.1, CHR	KFSD-F, +1.1, CL	KIOI-F, -1.3, AC
Shreveport	KRMD-AF, 18.1, C	KNBR, +1.5, MOR	KSJO-F, -2.5, B
Spokane	KZZU-F, 14.4, CHR	KLOK, +1.2, B	KIRO, -2.3, N/T
Springfield, MA	WAQY-F, 9.6, AOR	KPLZ-F, +3.3, CHR	KOKA, -3.2, REL
St. Louis	KMOX, 18.8, N/T	KVKI-F, +4.1, AC	KAQQ, -1.8, MOR
Stockton	KHOP-F, 6.8, CHR	KEZE-F, +3.2, AOR	WRCH-F, -2.2, AC
Syracuse	WYYY-F, 14.1, AC	WMAS, +3.0, BB	KSHE-F, -1.5, AOR
Tampa-St. Petersburg	WFLZ-F, 11.6, AC	WKBQ-F, +3.1, CHR	KLOU-F, -1.5, AC
Toledo	WIOT-F, 12.7, AOR	KNBR, +3.2, MOR	KRAK, -3.4, C
Tucson	KRQQ-F, 16.7, CHR	WFBL, +4.5, BB	WSYR, -4.6, MOR
Tulsa	KMOD-F, 9.7, AOR	WFLZ-F, +7.3, AC	WRRBQ-F, -5.7, CHR
Utica-Rome	WRCK-F, 10.5, CHR	WLQR-F, +3.0, EZ	WTOD, -2.6, C
Washington	WGAY-F, 7.7, EZ	KLPX-F, +2.4, AOR	KIIM-F, -2.3, C
West Palm Beach	WEAT-AF, 19.3, EZ	KVLT-F, +3.4, AC	KMOD-F, -4.7, AOR
Wichita	KKRD-F, 14.9, CHR	NA	NA
Wilkes Barre-Scranton	WKRZ-F, 13.4, CHR	WMMJ-F, +2.4, B	WHUR-F, -1.1, B
Wilmington, DE	WSTW-F, 11.0, CHR	WEAT-AF, +2.6, EZ	WWDC-F, -1.1, AOR
Worcester	WSRS-F, 13.1, EZ	KRBB-F, +2.4, AC	WMXJ-F, -2.2, AC
York	WYCR-F, 12.4, CHR	WNAK, +3.6, BB	KEYN-F, -2.1, AC
Youngstown	WHOT-F, 12.8, CHR	WFMJ, +3.1, BB	WGBI-F, -2.3, AC
			WGRX-F, -1.7, AOR
			WKBN-F, -2.7, MOR

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

STATION TRADING ACTIVITY

(23 Aug 89 - 10 Feb 90)

Below are the major station sales made in rated markets of interest. Remember that these are announced sales and those transactions may never have closed. (E) = estimate.

STATION	MARKET	GROUP OWNERS	PRICE	BROKER
KKYX-F	Bryan, TX	Sold to Sun Group	\$ 3,600,000	
KMJJ-F	Shreveport	Sold to Sun Group	<u>2,400,000</u>	
			\$ 6,000,000	(John Barger)
KLSI-F	Kansas City	From Sandusky to Apollo	8,500,000	(Blackburn)
KBPI-F	Denver	From Sandusky to Great America	13,500,000 (E)	
WKRL-F	Tampa	From Sandusky to Great American	<u>16,500,000 (E)</u>	
			\$ 30,000,000	(Chapman)
KKBB-F	Bakersfield	Sold to Kohl	3,300,000	(MVP & Americom)
WWSO/WIQI-F	Quincy (Tallahassee)	From Ardman to Ragan Henry's son	2,000,000	
WCLZ-F	Brunswick (Portland, ME)	Sold to Doug Tanger	2,175,000	(Chapman)
WEEI	Boston	Sold to Boston Celtics	8,000,000	(Stevens)
WMYK-F	Eliza. City (Norfolk)	From Paul Lucci to Paco-Jon	7,500,000	(Chapman)
KRTH	Los Angeles	From Beasley to Lieberman	23,000,000 + tax cert.	
KLOK/KBRG-F	San Jose		15,000,000	(Blackburn)
WORC	Worcester		600,000	
WDAN/WDNL-F	Danville, IL	Sold by Majac to Neuhoff	2,350,000	(Americom)
WTHH-F	Portland, ME	Sold to Beacon	2,600,000	(Kozacko-Horton)
WEIR A/F	Steubenville		406,200	
KNIS-F	Carson City (Reno)		1,500,000	(Chapman)
KTGR, KCMQ-F	Columbia, MO		2,150,000	(Chapman)
KTGR, KOTY-F	Richland, WA	From Ives to Kip Guth	1,000,000	
KUTI, KXDD-F	Yakima, WA	From Ives to Kip Guth	<u>1,000,000</u>	
			\$ 2,000,000	
WKOL A/F	Amsterdam, NY	Sold by Sage	1,500,000	
WBIG	Gastonia, NC	Sold by Beasley	125,000	
KGLF-F	Freeport, TX	Sold to Ragan Henry	2,000,000	(Sailors)
WTH	Richmond	Sold by Willis	450,000	
WDJK	Richmond	Sold to Willis	450,000	
KDAB-F	Ogden (Salt Lake)	Sold by Albimar	1,850,000	
KBER-F	Spanish Fork (Salt Lake)		1,000,000	
WOFM-F	Moyock (Norfolk)		3,075,000	(Hickman)
KASY	Auburn (Seattle)	Sold to Viacom	1,750,000	
WYLL-F	Des Plaines, IL	Sold to Salem	9,250,000	(Blackburn)
WLMX A/F	Rossville (Chattanooga)	Sold to Baum by Media Capital	7,000,000	(Blackburn)
KFAN-F	Fredericksburg, TX		6,000,000	(Blackburn)
WSOM/WQXK-F	Salem (Youngstown)	From Lincoln to Legend	5,500,000	(Americom)
WAIM/WCKN-F	Anderson (Greenville, SC)	Sold to ABS	6,000,000	(Americom)
WAYV-F	Atlantic City	Sold to Ragan Henry	13,000,000	(Mahlman)
WTAX, WDBR-F	Springfield, IL	From Sage to Lakeshore	4,000,000	(Blackburn)
WLWH	Manchester, CT	60% sold by Sage	925,000	
KMNS, KSEZ-F	Sioux City	From Sage to Legend	3,250,000	
KOGO, KBBY-F	Oxnard	Sold to George Duncan	6,700,000	(MVP)
WWPA, WYRS-F	Williamsport, PA		490,000	(Rosenblum)
WSIX A/F	Nashville	From Hicks to Capstar	16,000,000	(Americom)
KEAP	Fresno	Sold to Americom (Quinn)	460,000	
WHMA A/F	Anniston, AL	Sold to Crown	7,500,000	(MVP)
KJNE-F	Hillsboro (Waco)	From Moran to Hilliard		
KGTM, KNIN-F	Wichita Falls	From Moran to Hilliard		
KWON	Bartlesville, OK	From Moran to Hilliard		
			<u>\$ 2,225,000</u>	(Media Finance)
WSUA	Miami		?	
WCHB	Inkster (Detroit)		550,000	(Chapman & Mediacor)
WMTX, WXLS-F	Biloxi, MS		1,432,000	
WOIC, WNOK-F	Columbia, SC	Sold by Audubon to Voyager	7,500,000	(Sailors)
WTPI-F	Indianapolis	From Somerset to Pinnacle	12,000,000	
WAQI A/F	Miami	Sold to Viva/HefTel	7,400,000 + assets	
WIBB, WFXM-F	Macon	From Davis to Woodfin	1,650,000	
KILZ, KIXS-F	Killeen, TX		2,600,000	(Chapman)
WPVA	Colonial Heights, VA	Sold by ABS	130,000	
KMPZ-F	Memphis	From Dittman to Diamond	6,000,000	(Americom)
WHDH	Boston	Sold by Scornix	14,000,000	
WILK	WB/Scranton	Sold to Keymarket	?	(Comm. Equity)
KDMG-F	Pella (Des Moines)	From Beta to Valley	2,750,000	(Questcom)
KTRH	Houston	From Rusk to Jacor	31,000,000 (E)	
KIOL-F	Houston	From Rusk to Jacor	39,000,000 (E)	
KSMG-F	San Antonio	From Rusk to Jacor	<u>10,000,000 (E)</u>	
			\$ 70,500,000	(MVP/Americom)
WVOI	Toledo	Sold out of receivership	663,000	
KZKX-F	Lincoln	From Music Radio to Sherman/Osborn	1,845,000	(MVP)
WXVI	Montgomery		330,000	
KZZP	Phoenix	Sold by Nationwide	975,000	
WTIS	Tampa		1,700,000	

STATION	MARKET	GROUP OWNERS	PRICE	BROKER
WABK A/F KJIL-F	Gardiner, ME Oklahoma City	From Swaggert to CBN	\$ 1,050,000 1,000,000	
KJOI KHOW/KSYY-F	Los Angeles Denver	From Command to Viacom From Command to Viacom	86,000,000 <u>15,500,000</u>	
			\$101,500,000	
KJQY-F WNEW KWTD-F KQXX, KCIZ-F WAME KLSK-F WXTR-F KOFY A/F WKMI, WKFR-F	San Diego New York Lonoke, AR Springdale, AR Charlotte Santa Fe/Albuquerque Washington, DC San Francisco Kalamazoo	From Command to Westwood One From Westwood One to Command Sold to Willis From Moran to Kelly From Swaggert to CBN From Ragan Henry to Radio Ventures Sold to Viacom From Dave Hicks to Waldron	19,000,000 15,300,000 445,000 1,000,000 725,000 2,000,000 32,500,000 20,200,000 11,000,000	(Chapman) (Kalil) (LaRue) + tax cert(Americom)
WQIK A/F WHYU	Jacksonville Knoxville (THIS DEAL NEVER CLOSED)	From Jacor to Channel 17 From Jacor to Channel 17	16,000,000 <u>12,000,000</u>	(Americom)
			\$ 28,000,000	
WNNN WTTT WKKY-F WBVE-F WQIZ, WKQB-F KNTA	Pompano Beach Amherst, MA Moss Point, MS Hamilton (Cincinnati) St. George (Charleston, SC) S. Clara (San Jose)		3,500,000 400,000 1,500,000 5,850,000 2,450,000 2,000,000	(Craig Culp) (Stevens) (Gazzana)
KKAM, KBOS-F KIST, KMGQ-F	Fresno Santa Barbara	Sold to Dwight Case Sold to Dwight Case	6,900,000 (E) <u>4,800,000</u> (E)	(MVP)
			\$ 11,750,000	
WADC, WMGP KPMC	Parkersburg, WV Bakersfield		670,000 1,000,000	(MVP) (Chapman)
WEJZ-F KBEZ-F	Jacksonville Tulsa	From ML to Renda From ML to Renda	7,000,000 (E) <u>4,635,000</u> (E)	(MVP)
			\$ 11,635,000	
KNRJ-F WBAB A/F	Houston Long Island	From Emmis to Nationwide Sold by Noble	30,000,000 26,000,000	(Morgan Stanley) (First Boston/CEA)
WSOK, WAGU-F KNAN-F WKXI, WTYX-F	Savannah Monroe, LA Jackson, MS	From Love to Opus From Love to Opus From Love to Opus	3,900,000 (E) 2,000,000 (E) <u>5,100,000</u> (E)	
			\$ 11,000,000	
KQYT-F WJPC KFOR, KFRX-F WICE WHYU-F KTHO A/F KFKF WEAZ WBZN A/F WBBB, WPCM-F WGLL WDOT	Green Valley (Tucson) Chicago Lincoln Pawtucket, RI Knoxville Salt Lake Tahoe Kansas City Philadelphia Racine (Milwaukee) Burlington, NC Jacksonville Burlington, VT	Sold to Nova From Johnson to Douglas/Winners From Arrow to May From Jacor to Dalton Sold by Sconnix Sold to Salem From Adams to Ragan Henry Sold to Don Curtis (GAMC)	2,000,000 6,000,000 6,600,000 688,000 (E) 11,600,000 1,525,000 500,000 6,500,000 3,500,000 3,450,000 510,000 700,000	(Questcom) (Americom) (Hogan-Feldman)
KHEY A/F WYCB KKOB A/F KTME, KRQK-F WWIN A/F WMGL-F WSVS-F	El Paso Washington Albuquerque Lompoc Baltimore Ravenal (Charleston, SC) Crewe, VA	Sold to Ragan Henry From Fairmont to Fritzing From Ragan Henry to Almic Sold to Willis	8,400,000 2,750,000 20,000,000 1,500,000 6,900,000 525,000 5,500,000	(Barger) (Stevens) (MVP) (Fischer)
KRLD KODA-F	Dallas Houston	From Command to Evergreen From Command to Evergreen	47,000,000 (E) <u>28,000,000</u>	(Americom)
			\$75,000,000	
WNWE KXPT-F	Cleveland Oxnard	Sold to Booth	10,000,000 +WRMR (Crisler) 2,000,000 (MVP)	
WTTB, WGYL-F WQRC-F	Vero Beach Cape Cod		7,500,000 (E) <u>7,000,000</u> (E)	(Blackburn)
			\$14,500,000	
WACO, KTKS-F WGNE-F	Waco Titusville	49% sold by Sage to Sungroup 49% sold by Sage to Sungroup	NA NA	
			\$ 7,500,000	
WMRE (1580) WNON WKJR, WQWQ-F KYJC, KFMJ-F WGAR KKAT-F KEZQ-F	Knoxville Woonsocket Muskegon Medford Cleveland Salt Lake Little Rock	Sold to Federated From Nationwide to Douglas From Brown to Apollo	135,000 600,000 1,540,000 300,000 2,000,000 12,000,000 3,250,000	(Mahlman) (Americom) (CEA)

<u>STATION</u>	<u>MARKET</u>	<u>GROUP OWNERS</u>	<u>PRICE</u>	<u>BROKER</u>
KMGC-F	Dallas	From Shamrock to Cook Inlet	\$22,000,000 + tax cert.	
KMJC	El Cajon (San Diego)	Sold to Family Stations	2,400,000	
WEZL-F	Charleston, SC	From John Price to Apollo	8,100,000	(Stevens)
WBSM, WFHM-F	New Bedford, MA	From Sage to Benchmark to Hartstone/Dickstein	4,750,000	(Americom;Cohn)
WDOV, WDSO-F		From Benchmark to Hartstone/Dickstein	4,750,000	(Americom;Cohn)
KZAM A/F	Creswell (Eugene)	Sold by Jim Kefford	295,000	(Exline;Miller)
KFXZ-F	Maurice, LA (Lafayette)	Sold to Vetter	1,200,000	
KORQ A/F	Abilene, TX	From Bakke to Adams, Jr.		
KLSF-F	Amarillo	From Bakke to Adams, Jr.		
KMND, KNFM-F	Midland	From Bakke to Adams, Jr.		
			<u>\$ 4,928,000</u>	
KEZQ-AM	Little Rock	Sold to Willis	250,000	
WYNN, WTNT-F	Tallahassee	Sold by Palmer	2,800,000	(Clark)
WSIR	Winter Haven, FL		230,000	
KEIN, KLFM-F	Great Falls	Sold to Adams, Jr.	650,000	
WWHB-F	Long Island	Sold to BAB	1,800,000	
KKFN, KKRC-F	Sioux Falls	Sold by Vaughn	1,500,000	
WQBZ-F	Ft. Valley (Macon)	Sold to Steven Taylor	3,000,000	(LaRue)
WJNL A/F	Johnstown, PA		1,350,000	
WTGH	Columbia, SC	Sold to Willis	500,000	
WTAX, WDBR-F	Springfield, IL	From Sage to Lakeshore	4,000,000	(Blackburn)
WAFX-F	Norfolk	From Downs to Radio Ventures	10,000,000	(Richards)
WTUX, WTLC-F	Indianapolis	From Panache to Broadcast Partners	13,100,000	(MVP)
KSSK A/F	Honolulu	Sold by Heftel	6,800,000	
WXOK	Baton Rouge		1,000,000	
WOCB A/F	Cape Cod	Sold to US Media	2,750,000	(Sherman)
KFMY, KZOL-F	Provo	Sold by Cook Inlet	972,000	
KDAE, KLTG-F	Corpus Christi	Sold to Broad Based	1,900,000	(Peterson)
KKWM (570)	Dallas	From Anchor to Susquehanna	?	

AMERICA'S LEADING STATIONS - 12+ METRO SHARE*

STATION	MARKET	SHARE	FORMAT	GROUP OWNER	EST 1989 REVENUE	STATION	MARKET	SHARE	FORMAT	GROUP OWNER	EST 1989 REVENUE
1. WIVK-AF	Knoxville	37.7	C	Dick	\$ 5,500,000	KASE-F	Austin	15.4	C	---	\$4,500,000
2. WTCR-AF	Huntingto	29.8	C	CRB	2,200,000	52. WFBQ-F	Indy	15.3	AOR	Great Am.	9,000,000
3. WKEE-F	Huntingto	22.6	CHR	---	1,800,000	53. WXLK-F	Roanoke-1	15.2	CHR	Coleman	3,500,000
4. WDRM-AF	Huntsville	22.1	C	---	2,400,000	54. WYLD-F	New Orlns	15.1	B	Interurban	2,600,000
5. WIKS-F	GreenvINC	20.2	B	---	N/A	55. WTIC	Hartford	15.0	MOR	Chase	9,200,000
6. WKFR-F	Kalamazoo	19.9	CHR	---	2,500,000	WNWN-F	Kalamazoo	15.0	C	---	1,400,000
7. WMEE-F	Ft. Wayne	19.8	CHR	Federated	3,000,000	57. KKR-D-F	Wichita	14.9	CHR	---	2,200,000
8. WNNK-F	Harrisbrg	19.6	CHR	Keymarket	5,700,000	58. WKCI-F	New Haven	14.7	CHR	Noble	8,500,000
9. WJET-F	Erie	19.4	CHR	Myron Jones	1,500,000	WSWT-F	Peoria	14.7	EZ	Comm.Service	1,000,000
10. WEAT-AF	West Palm	19.3	EZ	Taylor	3,100,000	WRKT-AF	Erie	14.7	AOR	---	N/A
WQUT-F	John city	19.3	CHR	Bloomington	2,150,000	61. WTFM-F	John city	14.6	AC	Home News	1,600,000
12. WZHT-F	Montgomer	19.2	B	---	N/A	62. KZZU-F	Spokane	14.4	CHR	Olympia	1,600,000
13. WXBQ-F	John city	19.1	C	Nininger	1,800,000	WXLX-F	Davenport	14.4	AOR	Goodrich	1,500,000
14. KMOX	St. Louis	18.8	N/T	CBS	21,700,000	64. KOUL-F	Corpus Ch	14.3	C	---	1,500,000
KHYS-F	Beaumont	18.8	B	Clear Channel	1,400,000	65. WFMZ-F	Allentown	14.1	EZ	---	1,900,000
16. KLLL-F	Lubbock	18.7	C	Pinnacle	2,000,000	WYYY-F	Syracuse	14.1	AC	NewCity	5,000,000
17. KBFM-F	MC-BROWN	18.6	CHR	Encore	1,600,000	WCOS-F	Columbia	14.1	C	---	3,000,000
18. WVIC-AF	Lansing	18.5	CHR	Goodrich	3,100,000	WPOR-AF	Prtlnd,ME	14.1	C	---	2,500,000
19. WCCO	Minn-St.P	18.4	MOR	---	21,500,000	69. KXXY-AF	Oklahoma	14.0	C	NewMarket	4,700,000
20. WKSJ-AF	Mobile	18.2	C	Capitol	3,800,000	WAPE-F	Jacksnvle	14.0	CHR	Evergreen	4,600,000
WCRZ-F	Flint	18.2	AC	Faircom	3,200,000	KTXN-F	MC-BROWN	14.0	C	---	1,500,000
KUZZ-AF	Bkrsfield	18.2	C	Buck Owens	2,800,000	KUGN-F	Eugene	14.0	C	---	N/A
23. KRMD-AF	Shreveprt	18.1	C	AmCom	2,000,000	KZII-F	Lubbock	14.0	CHR	---	600,000
WVWK-F	Lexington	18.1	C	Bluegrass	2,700,000	74. WNCI-F	ColumbusO	13.9	CHR	Nationwide	8,100,000
25. WZYP-F	Huntsville	17.9	CHR	---	2,000,000	KZFM-F	Corpus Ch	13.9	CHR	---	1,300,000
WIOG-F	Saginaw-b	17.9	CHR	Booth	3,700,000	76. WTQR-F	Greensbor	13.8	C	NewMarket	4,200,000
WMLV-F	Dytna Bch	17.9	EZ	Root	1,800,000	77. WFMF-F	Btn Rouge	13.7	CHR	Jenne	2,400,000
28. KSSN-F	Little Rk	17.7	C	So. Skies	4,100,000	WJJI-F	Ft. Wayne	13.7	AC	S. Tarzian	2,000,000
29. WITL-F	Lansing	17.3	C	Mid. Family	2,600,000	WKKC-F	rie	13.7	AC	---	1,800,000
WSKZ-F	Chtnooga	17.3	CHR	Bloomington	2,600,000	80. WMSI-F	Jackson	13.6	C	---	3,300,000
31. WPXR-F	Davenport	17.1	CHR	Roth	1,400,000	WLAP-F	Lexington	13.6	CHR	Trumper	2,550,000
WLLR-F	Davenport	17.1	C	Sconnix	2,200,000	82. WWCY-F	Peoria	13.5	AOR	---	1,500,000
33. KRQQ-F	Tucson	16.7	CHR	Nationwide	3,300,000	83. WKRZ-F	WilkesBar	13.4	CHR	Keymarket	2,800,000
34. WBLX-F	Mobile	16.6	B	Beasley	1,950,000	KPXR-F	Anchorage	13.4	CHR	Ingstad	900,000
35. WHRK-F	Memphis	16.2	B	Ragan Henry	3,400,000	85. KQKQ-F	Omaha	13.3	CHR	---	3,100,000
WZZK-AF	Brmngham	16.2	C	NewCity	6,100,000	KKXX-F	Bkrsfield	13.3	CHR	---	1,000,000
37. WKZW-F	Peoria	16.0	CHR	Midwest TV	1,400,000	87. WRVC-F	Huntingto	13.2	AC	---	800,000
38. WHAS	Louisvill	15.9	MOR	Clear Channel	5,800,000	WGIR-F	Manchestr	13.2	AOR	Knight	3,000,000
WAMZ-F	Louisvill	15.9	C	Clear Channel	4,000,000	89. WVVE-F	Atlanta	13.1	B	Summit	10,900,000
40. WIBC	Indy	15.8	MOR	Sconnix	8,300,000	WRSB-F	Worcester	13.1	EZ	Knight	3,000,000
KFAB	Omaha	15.8	MOR	Henry	4,200,000	KRLB-F	Lubbock	13.1	CHR	Dowe	1,600,000
WHO	Des moine	15.8	MOR	Palmer	3,200,000	92. KEZO-AF	Omaha	13.0	AOR	Narragansett	3,100,000
43. WCMF-F	Rochester	15.7	AOR	Stoner	5,400,000	KPRR-F	El paso	13.0	CHR	---	1,200,000
WEZN-F	Brdgeport	15.7	AC	NewCity	4,900,000	94. WUSY-F	Chtnooga	12.9	C	Colonial	2,550,000
WWDH-F	Columbia	15.7	B	---	2,200,000	KGGO-F	Des moine	12.9	AOR	Stoner	2,500,000
46. WJMI-F	Jackson	15.6	B	Holt	2,100,000	96. WHOT-F	Youngstwn	12.8	CHR	Myron Jones	2,800,000
WAPL-F	Appleton	15.6	AOR	Woodward	2,200,000	KHOP-F	Modesto	12.8	CHR	Fuller Jeff.	2,000,000
WZLD-F	Manchestr	15.6	EZ	Sunshine	1,800,000	98. WLEV-F	Allentown	12.7	AC	Zimmerman	3,600,000
49. WLWI-F	Montgomer	15.5	C	Colonial	2,800,000	WIOT-F	Toledo	12.7	AOR	Reams	3,100,000
50. WSOC-F	Charlotte	15.4	C	Cox	6,000,000	WDZZ-F	Flint	12.7	B	---	2,000,000

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

NATIONAL FM SHARE*

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

FM GROWTH RATE

OCT/NOV 76 TO OCT/NOV 77:	6.123%
OCT/NOV 77 TO OCT/NOV 78:	9.026%
OCT/NOV 78 TO OCT/NOV 79:	5.777%
OCT/NOV 79 TO OCT/NOV 80:	4.641%
OCT/NOV 80 TO FAL 81:	4.517%
FAL 81 TO FAL 82:	3.274%
FAL 82 TO FAL 83:	4.106%
FAL 83 TO FAL 84:	3.130%
FAL 84 TO FAL 85:	3.194%
FAL 85 TO FAL 86:	3.794%
FAL 86 TO FAL 87:	1.364%
FAL 87 TO FAL 88:	1.840%
FAL 88 TO FAL 89:	0.857%

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

STATION	MARKET	1/4 HOUR AVG.	FORMAT	GROUP OWNER	FAL '88 RANK	ESTIMATED 1989 REVENUE
1. WGN	Chicago	1537	N/T	Tribune Co.	7	\$ 37,400,000
2. WPAT-F	New York	1405	EZ	Park	3	11,200,000
3. WOR	New York	1388	N/T	Buckley	2	16,500,000
4. WLTW-F	New York	1366	AC	Viacom	4	24,000,000
5. WINS	New York	1289	N/T	Westinghouse	8	25,000,000
6. WHTZ-F	New York	1216	CHR	Malrite	1	21,000,000
7. WCBS-F	New York	1161	AC	CBS	5	23,500,000
8. WRKS-F	New York	1127	B	Summit	9	12,000,000
9. WQHT-F	New York	1127	CHR	Emmis	12	13,300,000
10. WNEW-F	New York	1113	AOR	Westinghouse (P)	19	18,500,000
11. KOST-F	Los Angeles	1097	AC	Cox	16	28,800,000
12. KPWR-F	Los Angeles	1064	CHR	Emmis	6	28,700,000
13. KIIS-F	Los Angeles	1053	CHR	Gannett	10	31,700,000
14. WCBS	New York	1046	N/T	CBS	11	20,200,000
15. WBLS-F	New York	1037	B	Inner City	17	14,000,000
16. KLOS-F	Los Angeles	982	AOR	Cap Cities/ABC	28	22,000,000
17. WNSR-F	New York	966	AC	Bonneville	20	15,000,000
18. WGCI-F	Chicago	918	B	Gannett	23	19,100,000
19. WXRK-F	New York	892	AOR	Infinity	13	18,000,000
20. WCCO	Minneapolis-St. Paul	888	MOR		24	21,500,000
21. WPLJ-F	New York	887	CHR	Cap Cities/ABC	14	13,000,000
22. WABC	New York	885	N/T	Cap Cities/ABC	15	15,800,000
23. WFAN	New York	872	N/T	Emmis	35	17,000,000
24. KQLZ-F	Los Angeles	868	CHR	Westwood One	55	7,500,000
25. KGO	San Francisco	824	N/T	Cap Cities/ABC	22	21,500,000
26. KABC	Los Angeles	814	N/T	Cap Cities/ABC	18	35,000,000
27. KMOX	St. Louis	806	N/T	CBS	32	21,700,000
28. WMMR-F	Philadelphia	773	AOR	Westinghouse	26	16,000,000
29. WJR	Detroit	751	MOR	Cap Cities/ABC	29	21,000,000
30. KBIG-F	Los Angeles	750	AC	Bonneville	38	17,900,000
31. WYNY-F	New York	726	C	Westwood One	21	8,400,000
32. KNX	Los Angeles	717	N/T	CBS	33	21,500,000
33. WBBM	Chicago	684	N/T	CBS	27	19,000,000
34. WNEW	New York	665	BB	Westwood One/Sillerman	44	7,000,000
35. WVAZ-F	Chicago	635	B	Broadcast Partners	52	8,200,000
36. WQCD-F	New York	627	J/NA	Tribune Co.	59	10,100,000
37. WYSP-F	Philadelphia	607	AOR	Infinity	55	8,700,000
38. KCBS	San Francisco	600	N/T	CBS	62	15,000,000
39. KTUV-F	Los Angeles	594	J/NA	Westinghouse	37	14,200,000
40. WVEE-F	Atlanta	586	B	Summit	127	10,900,000
41. KRTH-F	Los Angeles	581	AC	Beasley	31	22,400,000
42. KNKW	Los Angeles	577	SP	Lotus	276	5,000,000
43. KVIL-AF	Dallas-Ft. Worth	573	AC	Infinity	66	21,000,000
44. KLVE-F	Los Angeles	566	SP	HefTel	67	8,500,000
45. KYW	Philadelphia	563	N/T	Westinghouse	45	15,500,000
46. WUSL-F	Philadelphia	555	B	Tak	34	10,000,000
47. WEAZ-F	Philadelphia	537	EZ		43	9,200,000
48. WLUP-F	Chicago	533	AOR	Evergreen	45	20,000,000
49. KDKA	Pittsburgh	521	MOR	Westinghouse	42	8,700,000
50. WJLB-F	Detroit	519	B	Booth	75	10,600,000
51. WEGX-F	Philadelphia	513	CHR	Malrite	36	7,200,000
52. WXTU-F	Philadelphia	512	C	Beasley	82	5,500,000
53. WLUP	Chicago	511	N/T	Evergreen	113	6,500,000
54. WIVK-AF	Knoxville	510	C	Dick	72	5,500,000
55. KROQ-F	Los Angeles	507	AOR	Infinity	39	12,300,000
56. WBBM-F	Chicago	503	CHR	CBS	90	7,600,000
57. WHQT-F	Miami-Ft. Lauderdale	502	B	EZ	173	7,000,000
58. WYTZ-F	Chicago	501	CHR	Cap Cities/ABC	51	6,600,000
59. WBZ	Boston	497	MOR	Westinghouse	40	11,700,000
60. WIOQ-F	Philadelphia	492	CHR	EZ	247	3,200,000
61. WCKG-F	Chicago	492	AOR	Cox	49	8,000,000
62. WFLZ-F	Tampa-St. Petersburg	481	AC	Jacor	410	2,900,000
63. KSCS-F	Dallas-Ft. Worth	479	C	Cap Cities/ABC	63	10,000,000
64. KJOI-F	Los Angeles	476	EZ	Viacom (P)	25	10,000,000
65. KFVB	Los Angeles	474	N/T	Westinghouse	54	16,400,000
66. WRKO	Boston	471	N/T	Atlantic Ventures	64	9,500,000
67. KTNQ	Los Angeles	466	SP	HefTel	70	10,500,000
68. KMEL-F	San Francisco	463	CHR	Century	60	11,000,000
69. WXEZ-AF	Chicago	461	EZ	Century	30	7,400,000
70. WLIB	New York	459	B	Inner City	119	NA
71. WADO	New York	454	SP		57	NA
72. WFBQ-F	Indianapolis	454	AOR	Great American	78	9,000,000
73. WBAP	Dallas-Ft. Worth	453	C	Cap Cities/ABC	47	12,000,000
74. WPEN	Philadelphia	453	BB	Greater Media	89	6,000,000
75. WODS-F	Boston	452	AC	CBS	79	8,200,000
76. WDVN-F	Pittsburgh	451	AOR	Great American	86	5,100,000
77. WMZQ-AF	Washington	450	C	Viacom	88	14,500,000

STATION	MARKET	1/4 HOUR AVG.	FORMAT	GROUP OWNER	FAL '88 RANK	1989 REVENUE					
79. WGAY-F	Washington	450	EZ	Greater Media	119	8,600,000					
79. WAPW-F	Atlanta	447	CHR	Susquehanna	111	8,600,000					
80. WUSN-F	Chicago	446	C	Cook Inlet	106	6,700,000					
81. WXRT-F	Chicago	434	AOR	Diamond	163	7,100,000					
82. KNBR	San Francisco	433	MOR	Susquehanna	227	13,000,000					
WZOU-F	Boston	433	CHR	Ardman	85	5,600,000					
84. WSKQ-F	New York	430	SP	SBS	NA	NA					
85. WNCN-F	New York	428	CL	GAF	110	5,800,000					
86. KMJQ-F	Houston	427	B	Noble	53	11,100,000					
87. WJJD	Chicago	426	BB	Infinity	163	4,000,000					
88. KMPC	Los Angeles	425	BB	Golden West	102	13,500,000					
89. WKSZ-F	Philadelphia	424	AC		76	9,000,000					
90. KLSX-F	Los Angeles	422	AOR	Greater Media	100	18,900,000					
91. WLYF-F	Miami-Ft. Lauderdale	417	EZ	Jefferson-Pilot	108	5,500,000					
KILT-F	Houston	417	C	Westinghouse	182	10,100,000					
KRLD	Dallas-Ft. Worth	417	N/T	Evergreen (P)	97	13,000,000					
94. WSOC-F	Charlotte	413	C	Cox	96	6,000,000					
WKQX-F	Chicago	413	AC	Emmis	58	9,300,000					
WXKS-F	Boston	413	CHR	Pyramid	98	15,200,000					
97. KOIT-AF	San Francisco	409	AC	Bonneville	123	10,000,000					
98. WJMK-F	Chicago	407	AC	Infinity	41	11,800,000					
99. WBCN-F	Boston	406	AOR	Infinity	112	15,000,000					
101. KFI	Los Angel	405	151. WDAS-F	Philadelp	324	201. WCMF-F	Rochester	281	WRIF-F	Detroit	241
102. KZLA-F	Los Angel	404	152. WDUV-F	Tampa-st.	321	202. WKBQ-F	St. Louis	279	252. KSSN-F	Little Rk	240
103. KIKK-F	Houston	402	WLTF-F	Cleveland	321	WZAK-F	Cleveland	279	WKCI-F	New Haven	240
104. KEZK-F	St. Louis	399	154. WHUD-F	NewYork	320	WDFX-F	Detroit	279	WPHR-F	Cleveland	240
105. WPGC-F	Washington	397	WTIC-F	Hartford	320	WCSX-F	Detroit	279	WEBN-F	Cincinnati	240
WUGL-F	Philadelp	397	WLTI-F	Detroit	320	206. WALK-AF	NewYork	278	WZLX-F	Boston	240
107. WWJ	Detroit	396	157. WCAU	Philadelp	318	WUSA-F	Tampa-st.	278	257. KFAB	Omaha	239
108. WSB -F	Atlanta	394	158. KKDA-F	Dallas-FW	317	208. WMXJ-F	Miami-ft.	277	KUBE-F	Seattle	239
109. WDAF	Knsas Cty	393	159. WTQR-F	Greensbor	315	KJMJ-F	Dallas-FW	277	KMEZ-F	Dallas-FW	239
KSHE-F	St. Louis	393	160. WYHY-F	Nashville	314	210. WRQX-F	Washington	276	260. KASE-F	Austin	238
111. KABL-AF	San Fran	392	WLTE-F	Minn-St.P	314	211. WIOG-F	Saginaw-b	273	WKIS-F	Miami-ft.	238
112. KPLX-F	Dallas-FW	390	162. KSTP-F	Minn-St.P	313	212. WBSB-F	Baltimore	272	WNCX-F	Cleveland	238
WTHX-F	Chicago	390	WMGK-F	Philadelp	313	KBEQ-F	Knsas Cty	272	263. WTAE	Pittsburg	237
114. WPCF-F	Atlanta	387	164. KACE-F	Los Angel	312	214. WLW	Cincinnati	271	264. KRAX-F	Sacramento	236
115. WEAT-AF	West Palm	386	165. WFMS-F	Indy	311	215. WNIC-F	Detroit	269	KSD -F	St. Louis	236
KODJ-F	Los Angel	386	WMAQ	Chicago	311	216. WSM -F	Nashville	267	WJZZ-F	Detroit	236
117. KNIX-F	Phoenix	383	167. WIBC	Indy	310	217. CKLW	Detroit	266	WKHX-F	Atlanta	236
KNIX-AF	Phoenix	383	168. WKYS-F	Washington	308	218. WAAF-F	Boston	262	268. WDRM-AF	Huntsville	234
WSKQ	NewYork	383	WAVA-F	Washington	308	WGNA-AF	ALBANY	262	WQUE-AF	New Orlns	234
120. WSSH-F	Pittsburg	381	170. WSB	Atlanta	307	220. KCYY-F	San anton	261	270. WSSP-F	Orlando	233
121. KQRS-AF	Minn-St.P	379	171. WLIF-F	Baltimore	306	221. WHAS	Louisvill	260	WCMS-AF	Norfolk	233
122. KPLZ-F	Seattle	378	WMAL	Washington	306	KMJM-F	St. Louis	260	KEGL-F	Dallas-FW	233
123. KJLH-F	Los Angel	373	173. WKRQ-F	Cincinnati	305	223. WIYY-F	Baltimore	258	WRE-F	NewYork	233
124. WQXR-F	NewYork	367	174. WAMZ-F	Louisvill	302	225. WYXX-F	Los Angel	258	274. WHQT-F	West Palm	232
125. WBZZ-F	Pittsburg	366	175. KODA-F	Houston	301	225. KSOL-F	San Fran	257	WYXK-AF	Btn Rouge	232
126. KFRC	San Fran	359	176. KEYY-F	Minn-St.P	300	WYFZ-F	Hartford	257	WENN-F	Brmngham	232
127. WWRM-F	Tampa-st.	357	177. WYLD-F	New Orlns	299	227. KMPS-AF	Seattle	256	WTVN	Columbus0	232
128. WLIT-F	Chicago	354	WZZK-AF	Brmngham	299	WWDG-F	Washington	256	278. WXLK-F	Roanoke-1	231
129. KIRO	Seattle	352	WWRL	NewYork	299	KTAR	Phoenix	256	WHO	Des moine	231
WPAT	NewYork	352	180. KDWB-F	Minn-St.P	297	WLS	Chicago	256	280. KXXX-F	San Fran	230
WHYT-F	Detroit	352	181. WKQI-F	Detroit	296	231. KXXY-F	Oklahoma	254	WFYR-F	Chicago	230
132. WFOX-F	Atlanta	351	WHDH	Boston	296	KXXY-AF	Oklahoma	254	282. KKRZ-F	Prtlnd,OR	229
133. WMMS-F	Cleveland	349	183. KTRH	Houston	295	233. WPRO-F	Providenc	253	KUPD-F	Phoenix	229
WKLS-F	Atlanta	349	184. WSNi-F	Philadelp	294	234. WKTI-F	Milwaukee	251	284. WQAL-F	Cleveland	228
135. KLOL-F	Houston	348	185. WWSW-F	Pittsburg	293	WBAB-F	NewYork	251	WZPL-F	Indy	228
136. WJIB-F	Boston	347	WEZN-F	NewYork	293	236. WJHM-F	Orlando	250	286. KBRD-F	Seattle	227
137. WRBQ-F	Tampa-st.	346	187. WSSH-F	Boston	292	KRQR-F	San Fran	250	WIP	Philadelp	227
WDOK-F	Cleveland	346	188. WNUA-F	Chicago	291	WBLI-F	NewYork	250	WRCH-F	Hartford	227
139. WTIC	Hartford	341	WMJX-F	Boston	291	239. WOKI-F	Knoxville	248	289. WMSI-F	Jackson	226
140. WXYV-F	Baltimore	338	190. WPOW-F	Miami-ft.	290	WJQY-F	Miami-ft.	248	WSIX-F	Nashville	226
WVDB-F	Philadelp	338	191. WKKA-F	Orlando	286	241. WFLN-F	Philadelp	247	WTOP	Washington	226
142. WNCI-F	Columbus0	336	WBAL	Baltimore	286	WLLZ-F	Detroit	247	KSAN-F	San Fran	226
143. WMMW-F	Detroit	333	193. WYAI-AF	Atlanta	285	243. KFKF-AF	Knsas Cty	246	KKSF-F	San Fran	226
144. WYNF-F	Tampa-st.	331	WESC-F	Grnvl-Sp	285	WFOG-F	Norfolk	246	WNIB-F	Chicago	226
145. WJOI-F	Detroit	330	WYAY-AF	Atlanta	285	WIL -F	St. Louis	246	295. WOCL-F	Orlando	225
146. KOA	Denver	328	196. WTMJ	Milwaukee	284	246. WVLC-F	Lexington	245	KLAC	Los Angel	225
147. WQYX-F	Tampa-st.	326	WMMX-F	Baltimore	284	247. WSTF-F	Orlando	244	297. WBLX-F	Mobile	224
KKBQ-AF	Houston	326	198. WHRK-F	Memphis	283	248. WDJX-AF	Louisvill	243	298. WLTT-F	Washington	223
149. WIOD	Miami-ft.	325	WEEI	Boston	283	249. WEZB-F	New Orlns	241	WHUR-F	Washington	223
KLTR-F	Houston	325	200. WMJI-F	Cleveland	282	WL0L-F	Minn-St.P	241	KIOI-F	San Fran	223

301.	WHTQ-F	Orlando	222	KMEO-F	Phoenix	201	WKDM	NewYork	181	KQUE-F	Houston	168			
	KOMO	Seattle	222	352.	WKSF-F	Grnvl-Sp	200	402.	KEX	Prtlnd,OR	180	WSTR-AF	Atlanta	168	
	WHYI-F	Miami-ft.	222		KLOU-F	St. Louis	200		WMJQ-F	Buffalo	180	453.	WITL-F	Lansing	167
	KTXQ-F	Dallas-FW	222		WXTR-F	Washington	200		KKLT-F	Phoenix	180		KIXI	Seattle	167
	KDFC-AF	San Fran	222	355.	WNWE	Cleveland	199	405.	WKKS-F	GreenvINC	179		WPRO	Providenc	167
306.	KYKY-F	St. Louis	221	356.	WDIA	Memphis	198		WKLR-F	Indy	179	456.	KWEN-F	Tulsa	166
	WCXR-F	Washington	221	357.	KLTY-F	Dallas-FW	197	407.	WPXY-F	Rochester	178		WGTZ-F	Dayton	166
	WASH-F	Washington	221		KRBE-F	Houston	197		WNNK-F	Harrisbrg	178		WEZW-F	Milwaukee	166
309.	WPOC-F	Baltimore	220		KHYI-F	Dallas-FW	197		WPEG-F	Charlotte	178	459.	KBTS-F	Austin	165
310.	WKDF-F	Nashville	219	360.	KKYX	San anton	196		WPXY-AF	Rochester	178	460.	KRST-F	Albuquerque	164
	WFMZ-F	Philadelp	219		WLUM-F	Milwaukee	196		WROW-F	ALBANY	178		WTRG-F	Raleigh	164
	KGGI-F	Riverside	219		WWLI-F	Providenc	196	412.	KKL -F	Prtlnd,OR	177		WRAL-F	Raleigh	164
	KLIT-F	Los Angel	219	363.	WAQI	Miami-ft.	195		WSSL-F	Grnvl-Sp	177		WROC-F	Charlotte	164
	WHJY-F	Boston	219	364.	WPLM-F	Boston	194		WIOT-F	Toledo	177		KAZY-F	Denver	164
315.	KFBK	Sacrament	218	365.	WBEN	Buffalo	193		WDSY-F	Pittsburg	177	465.	WLAP-F	Lexington	163
	WGAR-F	Cleveland	218		WMYG-F	Pittsburg	193		KSFO	San Fran	177		WAPL-F	Appleton	163
	WHLI	NewYork	218		KLUV-F	Dallas-FW	193		KQLZ-F	Riverside	177		WRFX-F	Charlotte	163
	KRXY-F	Denver	218		KLOS-F	Riverside	193		WPYX-F	ALBANY	177		KTCZ-F	Minn-St.P	163
	KRXY-AF	Denver	218	369.	WWLV-F	Orlando	192	419.	WNNK-F	York	176		WOKQ-F	Boston	163
	KBCO-AF	Denver	218		WCMQ-F	Miami-ft.	192		KXOA-F	Sacrament	176	470.	WIOD	West Palm	162
321.	KZZP-AF	Phoenix	217		WKCI-F	Hartford	192		KSFM-F	Sacrament	176		KBOS-F	Fresno	162
	KOSI-F	Denver	217	372.	KZAP-F	Sacrament	191		KKCW-F	Prtlnd,OR	176		KBSG-AF	Seattle	162
323.	WAFX-F	Norfolk	216		WAXY-F	Miami-ft.	191		WKSE-F	Buffalo	176		WFLA	Tampa-st.	162
	KXXL-F	Denver	216		KYGO-F	Denver	191		KDKB-F	Phoenix	176		WFMZ-F	Allentown	162
325.	KRQQ-F	Tucson	212	375.	KUPL-F	Prtlnd,OR	190	425.	WTMI-F	Miami-ft.	175	475.	WBT -F	Charlotte	161
326.	KKFI-F	Salt Lake	211		KOAI-F	Dallas-FW	190	426.	WSHE-F	Miami-ft.	173		WNBS	Miami-ft.	161
327.	WMYI-F	Grnvl-Sp	210		WOMC-F	Detroit	190	427.	WOMX-F	Orlando	172		KKHI-AF	San Fran	161
	WQBA	Miami-ft.	210		WROR-F	Boston	190		WAPI-F	Brmngham	172		WQRS-F	Detroit	161
	WSNY-F	Columbus0	210	379.	KZFX-F	Houston	189		WKDD-F	Cleveland	172	479.	WTCR-AF	Huntingto	160
	WAMO-F	Pittsburg	210	380.	KISW-F	Seattle	188		KALI	Los Angel	172		WKEE-F	Huntingto	160
	KLIF	Dallas-FW	210		KKFR-F	Phoenix	188		WIOF-F	Hartford	172		KTFM-F	San anton	160
332.	WGKX-F	Memphis	209	382.	KCTC-F	Sacrament	187	432.	WJMI-F	Jackson	171		WFMF-F	Btn Rouge	160
	KCMO	Knsas Cty	209		WAPE-F	Jacksnvle	187		WEGR-F	Memphis	171		WYYY-F	Syracuse	160
334.	WCKZ-F	Charlotte	208		WXGT-F	Columbus0	187		KFOG-F	San Fran	171		KBLX-F	San Fran	160
	WHJY-F	Providenc	208	385.	KXYQ-F	Prtlnd,OR	186		KRLA	Los Angel	171	485.	WBT	Charlotte	159
	KSKQ	Los Angel	208		WHCN-F	Hartford	185	436.	WVDM-F	Columbia	170		KITS-F	San Fran	159
337.	WRKZ-F	Harrisbrg	206	387.	WUSY-F	Chtnooga	185		WCOS-F	Columbia	170		WSNE-F	Providenc	159
	KBAY-F	San Fran	206		KQQL-F	Minn-St.P	185		WEZN-F	New Haven	170	488.	WHIL-F	Milwaukee	158
	WZGC-F	Atlanta	206		KDUO-F	Riverside	185		WRDU-F	Raleigh	170	489.	WVIC-F	Lansing	157
340.	WDRC-F	Hartford	205	390.	WIXX-F	Appleton	184		KBFM-F	MC-BROWN	170		WVIC-AF	Lansing	157
341.	KKAT-F	Salt Lake	204		WMEE-F	Ft. Wayne	184		WSKZ-F	Chtnooga	170		WLAC-F	Nashville	157
	WWEZ-F	Cincinnati	204		KQKS-F	Denver	184	442.	WRKZ-F	York	169		WINZ	Miami-ft.	157
343.	WGR -F	Buffalo	203		WGY	ALBANY	184		WJMH-F	Greensbor	169		WCCC-F	Hartford	157
	WQSR-F	Baltimore	203	394.	WRVQ-F	Richmond	183		KXRX-F	Seattle	169	494.	KRMD-AF	Shreveprt	156
345.	WLYF-F	West Palm	202		KHYS-F	Houston	183		WHOK-F	Columbus0	169		WRMF-F	West Palm	156
	KBAY-F	San jose	202	396.	WRMR	Cleveland	182		WLTJ-F	Pittsburg	169		WBEE-F	Rochester	156
	WXYT	Detroit	202		KOME-F	San Fran	182		KQZY-F	Dallas-FW	169		KATT-F	Oklahoma	156
348.	WKRFR-F	Greensbor	201		KGFJ	Los Angel	182	448.	WOAI	San anton	168		WNL	New Orlns	156
	KLDE-F	Houston	201	399.	WKRZ-F	WilkesBar	181		KMBR-F	Knsas Cty	168		WRXL-F	Richmond	156
	WLKW-F	Providenc	201		WYRK-F	Buffalo	181		WKLH-F	Milwaukee	168		KPRS-F	Knsas Cty	156

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

AMERICA'S LEADING STATIONS - 12+ TSA CUME*

1. WINS	NewYork	29535	51. KLSX-F	Los Angel	8532	101. WRQX-F	Washington	5730
2. WHTZ-F	NewYork	23634	52. WMAQ	Chicago	8444	KRBE-F	Houston	5730
3. WCBS	NewYork	21852	53. WKQX-F	Chicago	8383	103. KPLX-F	Dallas-FW	5721
4. WPLJ-F	NewYork	20319	54. WZOU-F	Boston	8267	104. WLUP	Chicago	5714
5. KIIS-F	Los Angel	19685	55. WEAZ-F	Philadelp	8229	105. WRKO	Boston	5711
6. WGN	Chicago	19407	56. WJMK-F	Chicago	8168	106. KQRS-AF	Minn-St.P	5708
7. WLTW-F	NewYork	18895	57. KROQ-F	Los Angel	8155	107. WMGK-F	Philadelp	5697
8. WCBS-F	NewYork	18437	58. KRDL	Dallas-FW	8137	108. KABL-AF	San Fran	5684
9. KMYZ-F	Tulsa	17851	59. WNCN-F	NewYork	8075	109. WMMS-F	Cleveland	5681
10. KPWR-F	Los Angel	17164	60. KFI	Los Angel	7866	110. WMAL	Washington	5645
11. WNEW-F	NewYork	16901	61. KMEL-F	San Fran	7810	111. WMZQ-AF	Washington	5641
12. KOST-F	Los Angel	16818	62. KMPC	Los Angel	7726	112. WSNL-F	Philadelp	5618
13. WPAT-F	NewYork	16562	63. KJOI-F	Los Angel	7513	113. KFRC	San Fran	5597
14. WQHT-F	NewYork	16474	64. KDKA	Pittsburg	7387	114. WWDG-F	Washington	5525
15. WXRK-F	NewYork	16373	65. KODJ-F	Los Angel	7299	115. WEET	Boston	5524
16. WOR	NewYork	16298	66. WL	Boston	7205	116. WFYR-F	Chicago	5482
17. WRKS-F	NewYork	16065	67. WXKS-F	Boston	7184	117. WGAY-F	Washington	5480
18. KNX	Los Angel	15583	68. WVAZ-F	Chicago	7117	118. WJLB-F	Detroit	5474
19. WNSR-F	NewYork	15084	69. WODS-F	NewYork	7107	119. WDFX-F	Detroit	5453
20. KPRR-F	El paso	14753	70. WWJ	Detroit	7014	120. WXRT-F	Chicago	5420
21. WFAN	NewYork	14616	71. WBAP	Dallas-FW	6991	121. WFBQ-F	Indy	5399
22. KLOS-F	Los Angel	14166	72. KLVE-F	Los Angel	6891	122. KDWB-F	Minn-St.P	5397
23. WBBM	Chicago	14062	73. KOIT-AF	San Fran	6795	123. WHDH	Boston	5389
24. KYW	Philadelp	13896	74. WOGL-F	Philadelp	6767	124. KTRH	Houston	5346
25. WBLS-F	NewYork	13737	75. WQXR-F	NewYork	6719	WFOX-F	Atlanta	5346
26. KQLZ-F	Los Angel	13239	76. WKQI-F	Detroit	6553	126. KKGQ-F	Los Angel	5345
27. WABC	NewYork	12431	77. WBCN-F	Boston	6535	127. WPAT	NewYork	5341
28. KGO	San Fran	12388	78. KSCS-F	Dallas-FW	6498	128. KJLH-F	Los Angel	5288
29. KFWB	San Angel	12317	79. KIRO	Seattle	6493	129. WMJX-F	Boston	5266
30. KCBS	San Fran	12095	80. WXEZ-AF	Chicago	6480	130. KSHE-F	St. Louis	5248
31. KRTH-F	Los Angel	12020	81. WUSL-F	Philadelp	6379	131. WRBQ-F	Tampa-st.	5196
32. WCCO	Minn-St.P	11370	82. WHYT-F	Detroit	6356	132. KIOI-F	San Fran	5185
33. KABC	Los Angel	11112	83. WKSZ-F	Philadelp	6328	133. KEGL-F	Dallas-FW	5159
34. WMMR-F	Philadelp	10900	84. WAVA-F	Washington	6316	134. WSB	Atlanta	5156
35. KBIG-F	Los Angel	10667	85. KKQB-AF	Houston	6259	135. WDAF	Knsas Cty	5149
36. WJR	Detroit	10634	86. WBZZ-F	Pittsburg	6238	136. WHQT-F	Miami-ft.	5127
37. WBBM-F	Chicago	10322	87. WAPW-F	Atlanta	6155	137. WRIF-F	Detroit	5115
38. WGCJ-F	Chicago	10256	88. WUSN-F	Chicago	6146	138. KPLZ-F	Seattle	5070
39. KTWV-F	Los Angel	10002	89. WXTU-F	Philadelp	6142	139. KXXX-F	San Fran	5014
40. WQCD-F	NewYork	9614	90. WSB -F	Atlanta	6096	KLIT-F	Los Angel	5014
41. WYTZ-F	Chicago	9555	91. KZLA-F	Los Angel	6004	141. WLWL-F	Minn-St.P	4976
42. WNEW	NewYork	9519	92. KVIL-AF	Dallas-FW	5996	142. WLIT-F	Chicago	4948
43. WEGX-F	Philadelp	9502	93. KILT-F	Houston	5974	143. KWKW	Los Angel	4943
44. WYSP-F	Philadelp	9371	94. KOA	Denver	5935	144. WVEE-F	Atlanta	4942
45. KMOX	St. Louis	9296	95. WPGC-F	Washington	5924	145. WJJD	Chicago	4939
46. WYNY-F	NewYork	9276	96. WTMX-F	Chicago	5898	146. WIP	Philadelp	4936
47. KNBR	San Fran	9266	97. WCAU	Philadelp	5833	147. WNIC-F	Detroit	4923
48. WLUP-F	Chicago	8981	98. KIKK-F	Houston	5830	148. KNIX-AF	Phoenix	4888
49. WCKG-F	Chicago	8873	99. WDV-F	Pittsburg	5784	149. WLTE-F	Minn-St.P	4884
50. WIOQ-F	Philadelp	8722	100. WTOP	Washington	5783	WCSX-F	Detroit	4884

*Based on 12+ TSA Cume, Broadcast Week

151. WNUA-F	Chicago	4874	201. WCXR-F	Washington	4255	251. WTAE	Pittsburg	3523
152. KLOL-F	Houston	4861	202. WYAY-AF	Atlanta	4246	252. KRXY-AF	Denver	3520
153. WLLZ-F	Detroit	4845	203. WYAI-AF	Atlanta	4246	253. KLDE-F	Houston	3519
154. WPCB-F	Atlanta	4842	204. WADB-F	Philadelp	4243	254. CKLW	Detroit	3511
155. WIOD	Miami-ft.	4832	205. WPHR-F	Cleveland	4243	255. WLIF-F	Baltimore	3493
156. WTIC-F	Hartford	4825	206. WDAS-F	Philadelp	4213	256. WKHX-F	Atlanta	3493
157. WDOK-F	Cleveland	4820	207. WWWE	Cleveland	4205	257. KRLA	Los Angel	3483
158. WWW-F	Detroit	4806	208. WTMJ	Milwaukee	4153	258. KYKY-F	St. Louis	3476
159. KTNQ	Los Angel	4767	209. KUBE-F	Seattle	4151	259. WZPL-F	Indy	3464
160. WFLZ-F	Tampa-st.	4751	210. WLTT-F	Washington	4141	260. WOMX-F	Orlando	3463
161. WKLS-F	Atlanta	4750	211. WTIC	Hartford	4131	261. KFAB	Omaha	3448
162. WLS	Chicago	4744	212. KACE-F	Los Angel	4123	262. WIYY-F	Baltimore	3414
163. WLTF-F	Cleveland	4742	213. KKDA-F	Dallas-FW	4071	263. WKSS-F	Hartford	3400
164. WSSH-F	Boston	4669	214. WPRO-F	Providenc	4050	264. WBEN	Buffalo	3390
165. WSOC-F	Charlotte	4653	215. WBAB-F	NewYork	4047	265. WHAS	Louisvill	3371
166. KODA-F	Houston	4644	216. WALK-AF	NewYork	4045	266. WSTR-AF	Atlanta	3367
167. WPEN	Philadelp	4635	217. KEZK-F	St. Louis	4026	267. WNCX-F	Cleveland	3365
168. WIVK-AF	Knoxville	4629	218. WMMX-F	Baltimore	4022	268. WIOG-F	Saginaw-b	3361
169. WJIB-F	Boston	4622	219. WXXJ-F	Miami-ft.	4017	269. WTQR-F	Greensbor	3355
170. WSW-F	Pittsburg	4606	220. WADO	NewYork	3976	270. WQYK-F	Tampa-st.	3343
171. KJMZ-F	Dallas-FW	4588	221. KLUV-F	Dallas-FW	3967	271. WXY-F	Miami-ft.	3339
172. KSOL-F	San Fran	4583	222. KDFC-AF	San Fran	3942	272. KITS-F	San Fran	3337
173. WJOL-F	Detroit	4582	223. KBEQ-F	Knsas Cty	3935	273. WHJY-F	Boston	3329
174. WLYF-F	Miami-ft.	4562	224. KTXQ-F	Dallas-FW	3918	274. WEBN-F	Cincinnati	3323
175. WKBO-F	St. Louis	4542	225. WBAL	Baltimore	3903	275. WFMT-F	Chicago	3321
176. KSFO	San Fran	4541	226. WSHH-F	Pittsburg	3892	276. WKKA-F	Orlando	3315
177. WLW	Cincinnati	4524	227. KSAN-F	San Fran	3881	277. WHUD-F	NewYork	3306
178. KHYY-F	Dallas-FW	4514	228. WZZK-AF	Birmingham	3875	278. WKDD-F	Cleveland	3290
179. WZLX-F	Boston	4507	229. WXTR-F	Washington	3863	279. WXYV-F	Baltimore	3290
180. WSKQ-F	NewYork	4506	230. WYHY-F	Nashville	3850	280. WIBC	Indy	3275
181. KLAC	Los Angel	4484	231. KFOG-F	San Fran	3845	281. KKHI-AF	San Fran	3272
182. KOMO	Seattle	4446	232. WBLI-F	NewYork	3823	282. KNRJ-F	Houston	3256
183. WMJI-F	Cleveland	4437	233. WFLN-F	Philadelp	3819	283. WUSA-F	Tampa-st.	3254
184. WLTI-F	Detroit	4431	234. WASH-F	Washington	3816	284. WFNS-F	Indy	3249
185. WEZN-F	NewYork	4413	235. KZZP-AF	Phoenix	3800	285. WDRC-F	Hartford	3236
186. WWRM-F	Tampa-st.	4412	236. WEZB-F	New Orleans	3775	286. KKSF-F	San Fran	3229
187. WROR-F	Boston	4397	237. WDRE-F	NewYork	3766	287. WSNY-F	Columbus0	3221
188. WHYY-F	Miami-ft.	4372	238. WPOW-F	Miami-ft.	3757	288. WQMS-AF	Washington	3219
189. KMJQ-F	Houston	4368	239. WYNF-F	Tampa-st.	3729	289. KLOU-F	St. Louis	3209
190. WKRQ-F	Cincinnati	4363	240. WEAT-AF	West Palm	3655	290. KKRZ-F	Portland,OR	3202
191. WNCI-F	Columbus0	4359	241. WNB-F	Chicago	3605	291. WIL -F	St. Louis	3200
192. WLIB	NewYork	4358	242. KCMO	Knsas Cty	3605	292. WQUE-AF	New Orleans	3196
193. KSTP-F	Minn-St.P	4356	243. KSD -F	St. Louis	3597	293. WJOY-F	Miami-ft.	3174
194. KRQR-F	San Fran	4341	244. WJZZ-F	Detroit	3587	294. WAMZ-F	Louisvill	3172
195. WTTI-F	Milwaukee	4322	245. WZGC-F	Atlanta	3586	295. WDJX-AF	Louisvill	3171
196. WHUR-F	Washington	4308	246. WOMC-F	Detroit	3559	296. KZFX-F	Houston	3166
197. WKYS-F	Washington	4301	247. KTAR	Phoenix	3558	297. WWL	New Orleans	3164
198. KLTR-F	Houston	4294	248. WSTF-F	Orlando	3549	298. KSFM-F	Sacramento	3164
199. WAAF-F	Boston	4273	249. KEEY-F	Minn-St.P	3537	299. WWRL	NewYork	3152
200. WBSB-F	Baltimore	4268	250. WDUV-F	Tampa-st.	3527	300. WKCI-F	New Haven	3148
						301. KXKL-F	Denver	3144
						302. KQQL-F	Minn-St.P	3138
						303. WQAL-F	Cleveland	3133
						304. WXYT	Detroit	3128
						305. KMPS-AF	Seattle	3126
						306. WHJY-F	Providenc	3123
						307. WOCL-F	Orlando	3118
						308. WKDF-F	Nashville	3112
						309. WJQ-F	Buffalo	3110
						310. WSM -F	Nashville	3108
						311. WQSR-F	Baltimore	3094
						312. KGGI-F	Riverside	3091
						313. KOAI-F	Dallas-FW	3070
						314. WGAR-F	Cleveland	3066
						315. KFBK	Sacramento	3049
						316. WRCH-F	Hartford	3037
						317. WHCN-F	Hartford	3032
						318. KSSN-F	Little Rk	3029
						319. KUPD-F	Phoenix	3016
						320. KPRC	Houston	3014
						321. WZAK-F	Cleveland	3001

AMERICA'S LEADING STATIONS - METRO CUME RATING* (25.0+)

1. WIVK-AF	Knoxville	53.7	64. WNTQ-F	Syracuse	28.9	
2. WTCR-AF	Huntington, WV	44.3	WEAT-AF	West Palm Beach	28.9	
3. WCCO	Minneapolis-St. Paul	41.5	66. KZZU-F	Spokane	28.8	
4. WIOG-F	Saginaw-Bay City-Mid	40.4	WMHE-F	Toledo	28.8	
5. WZYP-F	Huntsville	40.2	WABB-F	Mobile	28.8	
6. WKFR-F	Kalamazoo	39.9	KLLL-F	Lubbock	28.8	
7. WMEE-F	Fort Wayne	39.5	KUZZ-AF	Bakersfield	28.8	
8. WKEE-F	Huntington, WV	39.3	71. WFMF-F	Baton Rouge	28.7	
9. WVIC-AF	Lansing	39.2	72. WSRS-F	Worcester	28.5	
10. WJET-F	Erie	38.9	WRQN-F	Toledo	28.5	
11. KFAB	Omaha	38.5	KPRR-F	El Paso	28.5	
12. KMOX	St. Louis	37.5	WPRO-F	Providence	28.5	
13. WNNK-F	Harrisburg	37.1	76. WEZB-F	New Orleans	28.4	
14. WQUT-F	John City-Kingsport	36.2	WTIC	Hartford	28.4	
15. WXBQ-F	John City-Kingsport	34.7	78. WKTI-F	Milwaukee	28.1	
16. WKZW-F	Peoria	34.6	79. KOUL-F	Corpus Christi	28.0	
17. WHOT-F	Youngstown	34.5	80. WSOC-F	Charlotte	27.9	
	KRQQ-F	Tucson	34.5	81. WPXY-AF	Rochester	27.7
19. WCRZ-F	Flint	34.2	WMSI-F	Jackson	27.7	
20. WDRM-AF	Huntsville	34.0	WFBQ-F	Indianapolis	27.7	
21. WPXR-F	Davenport-Ri-Moline	33.7	84. WRVQ-F	Richmond	27.4	
22. KRLB-F	Lubbock	33.6	85. KRMD-AF	Shreveport	27.3	
23. KBFM-F	Mcallen-Brownsville	33.4	86. WCMF-F	Rochester	27.2	
24. WKRZ-F	Wilkes Barre-Scranto	33.2	WUSY-F	Chattanooga	27.2	
25. WVLK-F	Lexington	33.1	88. WOWO-AF	Fort Wayne	27.1	
26. KPXR-F	Anchorage	32.8	89. WITL-F	Lansing	26.8	
27. KGOT-F	Anchorage	32.3	90. KIRO	Seattle-Tacoma	26.7	
28. KSSN-F	Little Rock	32.2	WIBC	Indianapolis	26.7	
29. WXLK-F	Roanoke-Lynchburg	32.1	92. WZHT-F	Montgomery	26.6	
	WZEE-F	Madison	32.1	WDJX-AF	Louisville	26.6
31. WYYY-F	Syracuse	32.0	WAMZ-F	Louisville	26.6	
32. WIXX-F	Appleton-Oshkosh	31.6	KOA	Denver	26.6	
33. WLAP-F	Lexington	31.4	96. WJMI-F	Jackson	26.4	
34. WSKZ-F	Chattanooga	31.3	KKOB	Albuquerque	26.4	
35. WEZN-F	Bridgeport	31.2	WTMJ	Milwaukee	26.4	
	WBEN	Buffalo-Niagara Fall	31.2	99. WYHY-F	Nashville	26.3
37. KQHQ-AF	Honolulu	31.0	100. WHRK-F	Memphis	26.2	
38. WHHY-F	Montgomery	30.9	101. KXXY-AF	Oklahoma City	26.0	
	WXKC-F	Erie	30.9	WWCT-F	Peoria	26.0
40. KQKQ-F	Omaha	30.8	WSNY-F	Columbus, OH	26.0	
41. WHO	Des Moines	30.6	104. WBLX-F	Mobile	25.9	
42. WKCI-F	New Haven	30.4	105. WCCK-F	Erie	25.8	
	WICC	Bridgeport	30.4	WIOG-F	Flint	25.8
44. WLAN-F	Lancaster	30.3	WHNN-F	Saginaw-Bay City-Mid	25.8	
	WHAS	Louisville	30.3	KNSD-F	Eugene	25.8
46. KZII-F	Lubbock	30.2	109. WKCI-F	Bridgeport	25.7	
	WAPE-F	Jacksonville	30.2	110. WWLV-F	Daytona Beach	25.6
48. WZZK-AF	Birmingham	30.0	111. KTXF-F	Mcallen-Brownsville	25.5	
49. WTEM-F	John City-Kingsport	29.9	KLAQ-F	El Paso	25.5	
	KKXX-F	Bakersfield	29.9	WXLFP	Davenport-Ri-Moline	25.5
	KDKA	Pittsburgh	29.9	WAYV-F	Atlantic City	25.5
52. WLWI-F	Montgomery	29.8	WKRO-F	Cincinnati	25.5	
	WTIC-F	Hartford	29.8	116. WCOS-F	Columbia, SC	25.4
54. WIKS-F	Greenville, NC	29.7	117. WSYR	Syracuse	25.3	
55. WMYU-F	Knoxville	29.6	WRKT-AF	Erie	25.3	
	KYW	Philadelphia	29.6	119. WKQQ-F	Lexington	25.2
57. WGIR-F	Manchester	29.5	WBZZ-F	Pittsburgh	25.2	
58. KZFM-F	Corpus Christi	29.4	WSGW	Saginaw-Bay City-Mid	25.2	
	WNCI-F	Columbus, OH	29.4	122. WMYI-F	Greenville-Spartanbu	25.1
60. WAPL-F	Appleton-Oshkosh	29.3	WRVA	Richmond	25.1	
61. WYCR-F	York	29.1	124. WIBA-F	Madison	25.0	
	KKRD-F	Wichita	29.1	WSTW-F	Wilmington, DE	25.0
	KRNQ-F	Des Moines	29.1			

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

NEWS/TALK

1. WGN	Chicago	1325
2. WINS	NewYork	1277
3. WOR	NewYork	1240
4. WCBS	NewYork	937
5. WABC	NewYork	767
6. KABC	Los Angel	764
7. WFAN	NewYork	732
8. KMOX	St. Louis	696
9. KGO	San Fran	680
10. WBBM	Chicago	612
11. KNX	Los Angel	559
12. KYW	Philadelp	514
13. WLS	San Fran	509
14. WLUP	Chicago	459
15. KFNB	Los Angel	431
16. WRKO	Boston	383
17. WWJ	Detroit	374
18. KRLD	Dallas-FW	348
19. KIRO	Seattle	317
20. WCAU	Philadelp	280
21. KFI	Los Angel	273
22. WBAL	Baltimore	270
	WHDH	270
24. WIOD	Miami-ft.	268
25. WMAQ	Chicago	262
26. WEEI	Boston	259
27. KTRH	Houston	255
28. WWDB-F	Philadelp	252
29. WTAE	Pittsburg	234
30. KOA	Denver	233
31. KTAR	Phoenix	230
32. WIP	Philadelp	203
33. WTOP	Washington	201
34. KLIF	Dallas-FW	195
35. WXYT	Detroit	193
36. WLS	Chicago	179
37. KSDO	SanDiego	170
38. WPRO	Providenc	166
39. KFBK	Sacrament	164
40. KCMO	Knsas Cty	155
41. WNWS	Miami-ft.	151
42. WINZ	Miami-ft.	149
43. WHJJ	Providenc	148
44. WWWE	Cleveland	147
45. KPRC	Houston	145
46. WGST	Atlanta	136
47. WWRC	Washington	131
48. KXL	Prtlnd,OR	130
49. WFLA	Tampa-st.	128
50. WWL	New Orlns	124
51. WCBM	Baltimore	115
52. KTOK	Oklahoma	112
53. WOAI	San anton	111
54. KFYI	Phoenix	107
55. KING	Seattle	100

NOSTALGIA

1. WNEW	NewYork	628
2. WPEN	Philadelp	408
3. WJJD	Chicago	401
4. KMPC	Los Angel	343
5. KFRC	San Fran	294
6. WHLI	NewYork	211

7. CKLW	Detroit	178
8. KQUE-F	Houston	166
9. KPOP	SanDiego	154
10. WRMR	Cleveland	153
11. WOKY	Milwaukee	152
12. KIXI	Seattle	134
13. WPLM-F	Boston	124
14. WGUL-AF	Tampa-st.	119
	WJAS	119
16. WNAK	WilkesBar	103
17. KAAM	Dallas-FW	99
18. KOY	Phoenix	97
19. WBYU	New Orlns	89
20. WXXS	Boston	83
21. KLIFF	Phoenix	81
22. WLVU-F	Tampa-st.	73

RELIGION/GOSPEL

1. WRRL	NewYork	299
2. KLTY-F	Dallas-FW	159
3. WAOK	Atlanta	143
4. WFME-F	NewYork	139
	KKLA-F	139
6. WBOK	New Orlns	93
7. WYLL-F	Chicago	75
8. KHVN	Dallas-FW	72
9. KHCB-F	Houston	69
10. WLOK	Memphis	67
	WBGR	67
12. WYCB	Washington	65
13. KCMS-F	Seattle	64
14. WYCA-F	Chicago	61
15. WPCE	Norfolk	60
	KMAX-F	60
17. WMBM	Miami-ft.	58
18. KNWJ	Houston	57
	KRVK	57
20. WMUZ-F	Detroit	55
21. WRBS-F	Baltimore	54
22. WDAC-F	Lancaster	49
23. WAGG	Birmingham	48
24. KFAX	San Fran	47
	KFSG-F	47
26. WNAP	Philadelp	43

SPANISH

1. KWKW	Los Angel	573
2. KLVE-F	Los Angel	522
3. WADO	NewYork	454
4. KTNQ	Los Angel	450
5. WSKQ-F	NewYork	427
6. WSKQ	NewYork	383
7. WQBA	Miami-ft.	210
8. KSKQ	Los Angel	208
9. WCMQ-F	Miami-ft.	192
10. WKDM	NewYork	181
11. WAQI	Miami-ft.	180
12. KALI	Los Angel	170
13. WOJO-F	Chicago	152
14. WIND	Chicago	147
15. WJIT	NewYork	138
16. WQBA-F	Miami-ft.	136
17. KSKQ-F	Los Angel	135
18. KBRG-F	San Fran	127
19. KGBT	MC-BROWN	107
20. KCOR	San anton	99

21. KLOK	San Fran	87	
	KLAT	87	
23. KXYZ	Houston	76	
24. KIQI	San Fran	71	
25. KQQK-F	Houston	69	
26. KEYH	Houston	67	
27. WCMQ	Miami-ft.	58	
28. KESS	Dallas-FW	57	
29. KLVU	Houston	54	
30. KIWW-F	MC-BROWN	52	
	KAMA	El paso	52

CLASSICAL

1. WNCN-F	NewYork	417
2. WQXR-F	NewYork	351
3. WNIB-F	Chicago	225
4. KDFC-AF	San Fran	215
5. WFLN-F	Philadelp	205
6. WTMI-F	Miami-ft.	159
7. KKHI-AF	San Fran	156
8. WGMS-AF	Washington	144
9. WQRS-F	Detroit	143
10. KFSD-F	SanDiego	136
11. WFMT-F	Chicago	132
12. KING-F	Seattle	128
13. WCRB-F	Boston	121
14. WRR -F	Dallas-FW	109
15. WCLV-F	Cleveland	82
16. KVOD-F	Denver	72
17. KCFX-F	Knsas Cty	68
18. WFMR-F	Milwaukee	51

JAZZ/NEW AGE

1. WQCD-F	NewYork	619	
2. KTWV-F	Los Angel	504	
3. WNUA-F	Chicago	289	
4. KKGO-F	Los Angel	228	
5. WJZZ-F	Detroit	227	
6. KKSF-F	San Fran	224	
7. KOAI-F	Dallas-FW	183	
8. KBLX-F	San Fran	157	
9. KIFM-F	SanDiego	130	
	WXDJ-F	Miami-ft.	130
11. KJAZ-F	San Fran	94	
12. WHVE-F	Tampa-st.	78	
13. KQPT-F	Sacrament	76	

NOSTALGIA

1. WNAK	WilkesBar	8.6	3. KFSD-F	SanDiego	3.9
WEYZ	Erie	8.6	4. KING-F	Seattle	3.5
3. WMAS	Springfie	7.7	5. KBOQ-F	Salinas	3.4
4. WOKY	Milwaukee	6.6	6. KHFM-F	Albuquerque	3.3
5. WFMJ	Youngstwn	6.5	7. KCFX-F	Knsas Cty	3.2
WRDR-F	Atlantic	6.5	8. WTMI-F	Miami-ft.	3.1
7. WROD	Dytna Bch	6.3	9. WPKM-F	Prtlnd,ME	2.8
8. KEEL	Shreveprt	6.2	10. KDFC-AF	San Fran	2.6
9. WYNZ	Prtlnd,ME	5.8	WGMS-AF	Washington	2.6
KORK	Las Vegas	5.8	WFLN-F	Philadelp	2.6
11. KGVY	Tucson	5.3	WCLV-F	Cleveland	2.6
12. WPEN	Philadelp	5.2	KVOD-F	Denver	2.6
13. WNEB	Worcester	5.0	15. KIWI-F	Bkrsfield	2.5
WNAM	Appleton	5.0	16. WQRS-F	Detroit	2.2

RELIGION/GOSPEL

1. WDAC-F	Lancaster	8.6	18. WCRB-F	Boston	2.1
2. WOAD	Jackson	6.5	19. WRR -F	Dallas-FW	2.0
3. WNDC	Btn Rouge	5.6	20. KHHI-F	San Fran	1.9
4. KOKA	Shreveprt	5.0	KXTR-F	Knsas Cty	1.9
5. WBOK	New Orlns	4.8	22. WNIB-F	Chicago	1.8
6. WLOK	Memphis	4.4	23. KSAC	Sacrament	1.7
7. WAGG	Brmngham	3.8	24. WNCN-F	NewYork	1.5
8. WAOK	Atlanta	3.7	JAZZ/NEW AGE		
9. WZTN	Montgomer	3.5	-----		
10. WJMM-F	Lexington	3.3	1. KHHH-F	Honolulu	4.2
11. WCTL-F	Erie	3.2	2. KQPT-F	Sacrament	3.9
12. WPCE	Norfolk	2.9	3. KIFM-F	SanDiego	3.7
KLTY-F	Dallas-FW	2.9	4. KEYV-F	Las Vegas	3.6
WTGH	Columbia	2.9	5. WLOQ-F	Orlando	3.5
15. WEMM-F	Huntingto	2.8	WJZZ-F	Detroit	3.5
16. WCGW	Lexington	2.7	7. KOAI-F	Dallas-FW	3.3
KWKY	Des moine	2.7	8. KTWV-F	Los Angel	3.1
KRVK	Knsas Cty	2.7	9. KNIK-F	Anchorage	2.9
19. WDJC-F	Brmngham	2.6	10. KLRS-F	Salinas	2.7
20. WGTM	GreenvlNC	2.5	KKSF-F	San Fran	2.7
21. WPEO	Peoria	2.4	12. WAEZ-F	Huntingto	2.5
22. WKPR	Kalamazoo	2.3	WXDJ-F	Miami-ft.	2.5
23. KJAK-F	Lubbock	2.2	WBZN-AF	Milwaukee	2.5
24. WAPZ	Montgomer	2.1	15. WQCD-F	NewYork	2.3
KCTA	Corpus Ch	2.1	WHVE-F	Tampa-st.	2.3
KTFA-F	Beaumont	2.1	WNUA-F	Chicago	2.3
KAMB-F	Modesto	2.1	KHHI-F	Denver	2.3
28. WEMI-F	Appleton	2.0	19. KGSR-F	Austin	2.2
WFUR-F	Gr Rapids	2.0	20. KLSK-F	Albuquerque	2.1
			KBZE-F	Colorado	2.1
			WNWV-F	Cleveland	2.1

SPANISH

1. KGBT	MC-BROWN	12.4
2. KWAC	Bkrsfield	7.9
3. KUNO	Corpus Ch	6.9
4. KLOC	Modesto	6.8
5. KAMA	El paso	6.5
6. KINW-F	MC-BROWN	6.0
KBNA-AF	El paso	6.0
8. KQXX-F	MC-BROWN	5.5
9. KCOR	San anton	5.1
10. KBOR-AF	MC-BROWN	4.5
11. KCCT	Corpus Ch	4.2
12. WQBA	Miami-ft.	4.0

CLASSICAL

1. KLEF-F	Anchorage	7.2
2. WSLT-F	Atlantic	5.0

MARKETS WITH HIGHEST AND LOWEST PERCENTAGE OF FM LISTENING*

HIGHEST		LOWEST	
1. Lancaster	93.26%	1. San Francisco	60.74%
2. Huntington, WV	92.81%	2. Bakersfield	61.72%
3. Greenville, NC	89.75%	3. Wilkes Barre-Scranton	63.14%
4. Greenville-Spartanburg	88.67%	4. Stockton	63.91%
5. Lansing	87.57%	5. Des Moines	65.02%
6. Orlando	85.98%	6. Honolulu	65.37%
7. Greensboro-WS	85.94%	7. San Antonio	65.48%
8. Grand Rapids	85.83%	8. New York	65.50%
9. Columbia, SC	85.55%	9. Kansas City	65.78%
10. Norfolk	85.15%	10. Boston	65.94%

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

MARKETS WITH HIGHEST AND LOWEST APR'S**

HIGHEST		LOWEST	
1. Providence	19.4	1. Huntington, WV	14.6
2. Miami-Ft. Lauderdale	19.3	2. Eugene	14.9
3. New York	19.1	3. John City-Kingsport	15.3
4. Wilkes Barre-Scranton	19.0	4. Portland, OR	15.4
5. Philadelphia	18.9	5. Modesto	15.5
6. Tampa-St. Petersburg	18.8	Dayton	15.5
7. Atlantic City	18.7	7. Beaumont	15.6
8. Bridgeport	18.6	8. Raleigh	15.7
9. Nassau-Suffolk	18.5	Grand Rapids	15.7
10. San Antonio	18.4	Salt Lake City	15.7

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

MEAN APR FOR ALL RATED MARKETS

FAL 89 17.13

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

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

1. Monmouth-Ocean	68.5%	11. New Haven	42.0%
2. Stockton	58.5%	12. Lancaster	40.1%
3. Bridgeport	55.5%	13. Worcester	37.4%
4. Wilmington, DE	55.3%	14. Atlantic City	36.4%
5. Akron	54.0%	15. Springfield, MA	35.1%
6. Daytona Beach	50.9%	16. York	34.4%
7. Manchester	48.5%	17. Pensacola	32.6%
8. Riverside-San Bernardino	48.5%	18. Salinas-Monterey-Santa Cruz	31.5%
9. Portsmouth-Dover-Rochester,nh	48.2%	19. West Palm Beach	30.7%
10. Canton	43.7%	20. Flint	29.0%

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

MARKETS WITH HIGHEST PERCENTAGE OF LISTENING TO NON-LISTED STATIONS****

1. Eugene	20.7%	10. Stockton	17.6%
2. Portland, ME	20.2%	11. Madison	17.0%
3. Jackson	20.1%	12. Jacksonville	16.9%
4. Lancaster	19.2%	13. Kalamazoo	16.7%
5. Las Vegas	19.0%	14. Bakersfield	16.3%
6. Austin	18.5%	15. Salinas-Monterey-Santa Cruz	16.1%
7. Colorado Springs	17.8%	16. Lexington	15.6%
8. Modesto	17.8%	17. Lansing	15.5%
9. Raleigh	17.6%	18. New Haven	15.4%

**** Based on 12+ Metro, 1/4 HR AVG, Broadcast Week. Calculated by dividing listening to non-listed stations by total listening to all radio stations. A large part of the non-listed listening is probably to public and non-commercial stations. Other listening to distant stations (clears). Other listening will be to local commercial stations which do not qualify for listing in the rating book. The importance of this table (and the table above) is that this is listening that is not going to local commercial outlets. This affects CPM's and the effectiveness of local radio.

STATION FORMAT AND FORMAT LISTENERSHIP*

	AM	FM	TOTAL	%
AC/OLDIES/SOFT ROCK	264,800 (125)	3,737,800 (368)	4,002,600 (493)	18.61
TOP 40/CHR/CONTEMP	15,000 (16)	3,096,400 (229)	3,111,400 (245)	14.47
AOR/CLASSIC	26,800 (25)	2,697,000 (224)	2,723,800 (249)	12.67
NEWS/TALK	2,367,900 (149)	40,600 (4)	2,408,500 (153)	11.20
COUNTRY	367,000 (142)	1,838,000 (182)	2,205,000 (324)	10.25
BLACK/URBAN	363,100 (82)	1,528,600 (80)	1,891,700 (162)	8.80
BEAUTIFUL/EASY	88,100 (25)	1,451,000 (110)	1,539,100 (135)	7.16
MOR/VARIETY	930,300 (121)	2,300 (4)	932,600 (125)	4.34
SPANISH	501,200 (72)	219,200 (26)	720,400 (98)	3.35
NOSTALGIA	602,800 (93)	55,700 (7)	658,500 (100)	3.06
RELIGION/GOSPEL	245,800 (124)	158,900 (53)	404,700 (177)	1.88
JAZZ/NEW AGE	6,400 (4)	367,600 (37)	374,000 (41)	1.74
CLASSICAL	18,300 (8)	319,200 (29)	337,500 (37)	1.57
UNKNOWN/OTHERS	113,900 (90)	79,200 (66)	193,100 (156)	0.90
	5,911,400 (1076)	15,591,500 (1419)	21,502,900 (2495)	

* Based on 12+ Metro, 1/4 HR AVG, Broadcast Week. Every station reported in the metro is included. Simulcast facilities count as two stations. Figures in paranthesis are the number if stations programming that format. FIGURES NOT IN 100's.

FORMAT PERCENTAGES - AM AND FM BANDS - FORMAT SHARE TRENDS

	AM	FM	COMBINED	FAL 88	FAL 87	FAL 86	FAL 85	FAL 84	FAL 83	FAL 82	FAL 81
AC/OLDIES/SOFT ROCK	4.48%	23.97%	18.61%	18.39%	17.10%	18.20%	15.80%	15.10%	13.00%	-	-
TOP 40/CHR/CONTEMP	0.25%	19.86%	14.47%	14.83%	14.00%	14.50%	15.40%	16.50%	-	-	-
AOR/CLASSIC	0.45%	17.30%	12.67%	12.91%	12.50%	12.40%	11.20%	10.10%	-	-	-
NEWS/TALK	40.06%	0.26%	11.20%	10.78%	9.90%	9.50%	9.60%	9.80%	10.20%	10.30%	10.30%
COUNTRY	6.21%	11.79%	10.25%	10.29%	10.40%	10.00%	10.60%	10.80%	11.50%	11.20%	12.20%
BLACK/URBAN	6.14%	9.80%	8.80%	8.64%	10.40%	10.50%	9.80%	9.80%	10.60%	10.90%	9.60%
BEAUTIFUL/EASY	1.49%	9.31%	7.16%	7.77%	8.50%	8.80%	10.00%	10.70%	10.70%	11.90%	13.50%
MOR/VARIETY	15.74%	0.01%	4.34%	4.55%	5.70%	6.00%	6.70%	7.20%	7.60%	-	-
SPANISH	8.48%	1.41%	3.35%	3.04%	3.00%	2.70%	2.90%	2.60%	3.00%	2.60%	2.60%
NOSTALGIA	10.20%	0.36%	3.06%	2.98%	3.00%	3.30%	4.00%	4.00%	4.50%	4.10%	2.40%
RELIGION/GOSPEL	4.16%	1.02%	1.88%	1.77%	1.80%	1.50%	1.80%	1.80%	1.70%	1.60%	1.30%
JAZZ/NEW AGE	0.11%	2.36%	1.74%	1.78%	1.30%	-	-	-	-	-	-
CLASSICAL	0.31%	2.05%	1.57%	1.70%	1.50%	1.60%	1.50%	1.50%	1.50%	1.50%	1.40%
UNKNOWN/OTHERS	1.93%	0.51%	0.90%	0.58%	0.80%	0.90%	0.70%	0.40%	0.40%	0.30%	0.30%

CHANGES SINCE FALL 1988

	Changes in Format Share			Change in	Change in # of
	Since 1988	Since 1985	Since 1980	1/4 HR Totals	Stations (89 vs. 88)
AC/OLDIES/SOFT ROCK	+ 1.2%	+ 17.8%	NA	+ 3.1%	+17 (+ 3.6%)
TOP 40/CHR/CONTEMP	- 2.4%	- 6.0%	NA	- 0.6%	+ 3 (+ 1.2%)
AOR/CLASSIC	- 1.9%	+ 13.1%	NA	0.0%	+13 (+ 5.5%)
NEWS/TALK	+ 3.9%	+ 16.7%	+ 5.7%	+ 5.9%	+23 (+17.7%)
COUNTRY	- 0.4%	- 3.3%	+ 0.5%	+ 1.5%	-11 (- 3.3%)
BLACK/URBAN	+ 1.9%	- 10.2%	- 9.3%	+ 3.7%	-19 (-10.4%)
BEAUTIFUL/EASY	- 7.9%	- 28.4%	- 52.9%	- 6.1%	-12 (- 8.2%)
MOR/VARIETY	- 4.6%	- 35.2%	NA	- 2.9%	-10 (- 7.4%)
SPANISH	+ 10.2%	+ 15.5%	+ 40.0%	+ 12.3%	+11 (+12.6%)
NOSTALGIA	+ 2.7%	- 23.5%	NM	+ 4.9%	- 1 (- 1.0%)
RELIGION/GOSPEL	+ 6.2%	+ 4.4%	+ 56.7%	+ 8.2%	+ 0 (+ 0.0%)
JAZZ/NEW AGE	- 2.2%	NM	NM	- 0.2%	+ 1 (+ 2.5%)
CLASSICAL	- 7.6%	+ 4.7%	+ 12.1%	- 6.0%	- 3 (- 7.5%)
UNKNOWN/OTHERS	+ 55.2%	+ 28.6%	+ 43.0%	+ 57.8%	+47 (+43.1%)

BEST MARKETS FOR VARIOUS FORMATS

TOP 40/CHR/CONTEMP

(National Average: 14.47%)

1. Harrisburg	31.0%
2. Kalamazoo	29.8%
Lubbock	29.8%
4. Anchorage	28.7%
5. John City-Kings	26.9%
6. Huntington, WV	26.6%
Lansing	26.6%
8. Columbus, OH	25.7%
9. Lancaster	25.2%
Baton Rouge	25.2%

AOR/CLASSIC

(National Average: 12.67%)

1. Erie	27.8%
2. Portsmouth-Dover	27.7%
3. Manchester	26.1%
4. San Diego	20.7%
5. Springfield, MA	20.4%
6. Anchorage	20.2%
7. Minneapolis-St.	19.6%
8. Worcester	18.9%
9. Portland, OR	18.8%
10. Boston	18.7%

AC/OLDIES/SOFT ROCK

(National Average: 18.61%)

1. Tampa-St. Pete	39.3%
2. Bridgeport	30.9%
3. Portland, ME	30.8%
4. Allentown-Beth	29.6%
5. Raleigh	26.8%
6. Springfield, MA	26.6%
7. Rochester	26.5%
8. Utica-Rome	26.3%
9. Fort Wayne	26.2%
10. Cleveland	26.1%

MOR/VARIETY

(National Average: 4.34%)

1. Des Moines	25.8%
2. Minneapolis-St.	21.9%
3. Louisville	20.4%
4. Eugene	17.6%
Omaha	17.6%
6. Indianapolis	17.4%
7. Saginaw-Bay City	17.2%
Hartford	17.2%
9. Flint	16.1%
Pittsburgh	16.1%

COUNTRY

(National Average: 10.25%)

1. Knoxville	43.6%
2. John City-Kings	41.9%
3. Huntington, WV	38.3%
4. Lubbock	32.9%
5. Shreveport	31.2%
6. Nashville	30.6%
7. Chattanooga	30.5%
8. Wichita	30.2%
9. Huntsville	29.8%
10. Oklahoma City	26.2%

BLACK/URBAN

(National Average: 8.80%)

1. Memphis	34.9%
2. Montgomery	30.8%
3. Beaumont	29.5%
4. Birmingham	28.6%
5. Mobile	28.2%
6. New Orleans	27.7%
7. Jackson	27.3%
8. Greenville, NC	26.5%
9. Shreveport	24.6%
10. Raleigh	22.7%

BEAUTIFUL/EASY

(National Average: 7.16%)

1. Daytona Beach	22.9%
2. West Palm Beach	22.6%
3. Manchester	22.1%
4. Allentown-Beth	18.4%
5. Worcester	17.8%
6. Peoria	16.4%
7. Albany-Schenect	16.2%
8. Canton	14.5%
9. Atlantic City	14.2%
Stockton	14.2%

NEWS/TALK

(National Average: 11.20%)

1. Chicago	25.3%
2. St. Louis	20.6%
3. New York	20.4%
4. Providence	19.0%
5. Monmouth-Ocean	18.5%
Boston	18.5%
7. Philadelphia	18.1%
8. San Francisco	16.2%
9. Los Angeles	14.8%
10. West Palm Beach	13.5%

NOSTALGIA

(National Average: 3.06%)

1. Wilkes Barre-SC	17.7%
2. Tucson	10.8%
3. Erie	10.1%
4. Tampa-St. Pete	9.9%
5. Springfield, MA	9.3%
6. Utica-Rome	8.9%
7. Syracuse	8.2%
8. Daytona Beach	7.8%
9. Atlantic City	7.5%
10. Appleton-Oshkos	7.4%

RELIGION/GOSPEL

(National Average: 1.88%)

1. Lancaster	10.7%
2. Jackson	9.3%
3. Birmingham	9.1%
4. Baton Rouge	8.3%
5. Memphis	7.7%
6. Lexington	7.5%
7. New Orleans	7.4%
8. Montgomery	6.5%
9. Shreveport	6.1%
10. Kansas City	5.8%

SPANISH

(National Average: 3.35%)

1. McAllen-Brownsv	42.8%
2. Miami-Ft. Laude	18.0%
3. El Paso	17.2%
4. Salinas-Monterey	15.7%
5. Bakersfield	14.2%
Los Angeles	14.2%
7. Corpus Christi	13.1%
8. San Antonio	12.3%
9. Fresno	9.0%
10. Lubbock	8.9%

CLASSICAL

(National Average: 1.57%)

1. Anchorage	8.1%
2. Atlantic City	6.4%
3. Kansas City	5.5%
4. San Francisco	5.0%
5. San Diego	4.3%
6. Salinas-Monterey	4.0%
7. Seattle-Tacoma	3.9%
8. Albuquerque	3.7%
9. Portland, ME	3.5%
10. Miami-Ft. Laude	3.3%

JAZZ/NEW AGE

(National Average: 1.74%)

1. San Francisco	6.5%
2. Los Angeles	5.0%
3. Sacramento	4.6%
4. Honolulu	4.5%
Las Vegas	4.5%
6. San Diego	4.1%
7. Orlando	3.9%
8. Detroit	3.8%
9. Dallas-Ft. Worth	3.6%
10. Anchorage	3.3%

INDIVIDUAL STATION AUDIENCE BREAKDOWNS

In this section the audience composition of almost 800 stations is examined. This total equals nearly 10% of all commercial radio stations in the United States. The following information is included for each station:

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

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

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

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

PERCENT 12-24, 25-54, 55+: As of Spring 1987, we have changed the ages covered in this breakdown. You may recall that in previous editions, the cells were Teens, 18-34, 18-49, and 50+. The changes were made for two reasons. First of all the new Arbitron rating books make it easier to calculate these cells. Secondly, I think the new cells better reflect those which readers are most interested.

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

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

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

		STAT	TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
<u>CHR/CONTEMP</u>	1990	117	8.0	15.7	11.1	54.7	42.8	2.5	41.5	58.5
	1989	108	8.2	15.3	11.6	53.8	41.9	4.3	42.3	57.7
	1988	123	9.0	14.0	13.8	55.1	42.3	2.6	41.1	58.9
	1987	-	9.0	14.0	12.8	56.9	42.4	.7	43.9	56.1
	1986	-	8.6	14.6	11.2	-	-	-	42.6	57.4
<u>AOR/CLASSIC</u>	1990	109	8.7	14.5	8.4	39.7	58.8	1.5	69.0	31.0
	1989	95	9.2	13.7	9.0	41.9	56.4	1.7	66.4	33.6
	1988	100	9.5	13.3	10.5	43.3	54.7	2.0	68.1	31.9
	1987	-	9.5	13.3	9.8	47.2	50.8	2.2	66.8	33.2
	1986	-	9.1	13.7	11.1	-	-	-	67.0	33.0
<u>AC/SOFT/OLDIES</u>	1990	118	7.9	15.6	6.8	15.2	74.8	10.0	40.4	59.6
	1989	124	8.5	14.8	7.5	15.4	75.5	9.1	41.9	58.1
	1988	115	8.6	14.7	8.5	17.3	75.2	7.5	40.4	59.6
	1987	-	8.1	15.2	8.2	17.6	72.5	9.9	42.0	58.0
	1986	-	8.8	14.3	8.1	-	-	-	41.5	58.5
<u>BTFL/EZ</u>	1990	61	10.9	11.6	14.6	4.2	42.8	53.0	39.0	61.0
	1989	63	11.1	11.3	14.1	4.0	41.2	54.8	39.3	60.7
	1988	64	11.2	11.3	16.9	2.8	37.9	59.3	39.1	60.9
	1987	-	11.5	11.0	16.4	3.4	40.1	56.5	40.3	59.7
	1986	-	11.7	10.7	14.4	-	-	-	39.0	61.0
<u>MOR/VARIETY</u>	1990	52	8.5	14.9	10.7	2.8	42.7	54.5	45.7	54.3
	1989	53	8.5	14.8	11.3	3.2	42.8	54.0	42.7	57.3
	1988	56	9.8	12.9	14.2	3.1	41.0	55.9	41.4	58.6
	1987	-	9.6	13.2	13.2	4.1	44.1	52.8	43.2	56.8
	1986	-	9.6	13.1	12.4	-	-	-	44.2	55.8
<u>COUNTRY</u>	1990	100	10.6	11.9	17.7	12.5	62.8	24.7	48.4	51.6
	1989	97	10.8	11.6	18.4	12.8	63.1	24.1	48.1	51.9
	1988	103	11.0	11.5	19.5	13.1	63.2	23.7	48.2	51.8
	1987	-	11.0	11.5	18.8	13.2	62.1	24.7	47.8	52.2
	1986	-	11.1	11.3	18.0	-	-	-	50.3	49.7
<u>NEWS/TALK</u>	1990	52	7.7	16.3	7.5	2.8	41.6	55.6	50.6	49.4
	1989	54	7.8	16.1	8.7	2.8	39.0	58.2	50.0	50.0
	1988	51	8.5	15.0	9.3	2.8	39.6	57.6	48.2	51.8
	1987	-	8.1	15.3	9.1	3.0	38.6	58.4	48.4	51.6
	1986	-	8.1	15.2	8.8	-	-	-	47.5	52.5

		<u>STAT</u>	<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>% M</u>	<u>% F</u>
<u>BLACK/URBAN</u>	1990	44	11.1	11.4	14.6	42.0	52.9	5.1	44.4	55.6
	1989	45	10.6	11.9	14.3	44.3	50.3	5.4	45.4	54.6
	1988	48	11.4	11.1	14.8	45.6	49.7	4.7	45.9	54.1
	1987	-	11.9	10.6	13.6	47.2	47.2	5.6	45.0	55.0
	1986	-	11.7	10.7	12.3	-	-	-	45.0	55.0
<u>NOSTALGIA</u>	1990	25	10.0	12.5	12.6	0.8	17.8	81.4	43.2	56.8
	1989	23	11.6	10.8	14.1	1.1	19.7	79.2	39.9	60.1
	1988	21	10.7	11.9	14.7	1.0	20.7	78.3	41.2	58.8
	1987	-	10.9	11.6	13.8	1.1	22.8	76.1	43.4	55.6
	1986	-	11.9	10.6	14.1	-	-	-	46.0	54.0
<u>RELIGION/GOSPEL</u>	1990	20	8.3	15.2	12.5	8.5	53.4	38.1	31.9	68.1
	1989	19	8.9	14.2	11.9	10.2	52.6	37.3	33.8	66.2
	1988	21	8.3	15.1	11.8	11.0	54.1	34.9	31.7	68.3
	1987	-	8.9	14.2	14.3	10.8	53.1	36.1	32.2	67.8
	1986	-	8.9	14.2	10.0	-	-	-	30.9	69.1
<u>HISPANIC</u>	1990	23	11.3	11.1	14.0	13.9	58.5	27.6	40.5	59.5
	1989	20	11.8	10.5	15.8	12.2	59.2	28.6	43.8	56.2
	1988	24	13.0	9.7	18.6	13.1	63.2	23.7	45.2	54.8
	1987	-	13.2	9.5	15.4	15.5	57.0	57.0	46.6	53.4
	1986	-	12.2	10.3	16.1	-	-	-	38.0	62.0
<u>CLASSICAL</u>	1990	17	7.5	16.7	5.6	3.2	53.2	43.6	49.2	50.8
	1989	20	7.9	16.0	5.5	4.5	53.5	42.0	47.9	52.1
	1988	19	7.1	17.6	6.5	4.4	51.3	44.3	52.1	47.9
	1987	-	7.2	17.4	5.7	3.4	51.5	45.1	49.7	50.3
	1986	-	7.6	16.7	6.3	-	-	-	52.5	47.5
<u>JAZZ/NEW AGE</u>	1990	20	7.2	17.5	4.8	6.0	85.4	8.6	57.3	42.7
	1989	21	7.9	16.0	5.5	9.3	82.2	8.5	57.5	42.5
	1988	21	7.4	16.9	4.8	8.8	84.0	7.2	58.7	41.3
	1987	14	6.9	18.3	5.7	9.4	80.3	10.3	54.2	45.8

CHR/TOP 40/CONTEMP

National Mean:		8.0	15.7	11.1	54.7	42.8	2.5	41.5	58.5
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>% M</u>	<u>% F</u>
WKDD	Akron	8.1	15.4	7	64	34	2	42	58
WFLY	Albany	8.3	15.2	10	62	37	1	43	57
WAEB-F	Allen-Beth	7.9	16.0	7	52	40	8	42	58
KGOT	Anch	8.0	15.8	9	40	60	0	65	35
WAPW	Atlanta	9.0	14.0	14	69	29	2	46	54
WAYV	Atlantic City	9.2	13.6	13	36	57	7	47	53
KBTS	Austin	7.7	16.3	9	62	37	1	33	67
WBSB	Baltimore	8.2	15.3	12	55	44	1	40	60
WGGZ	Baton Rouge	6.7	19.0	8	50	50	0	40	60
WAPI-F	Birm	8.4	15.1	11	59	35	6	45	55
WXKS-F	Boston	7.7	16.5	6	49	49	2	38	62
WZOU	Boston	7.0	18.1	8	65	34	1	41	59
WKSE	Buff	8.1	15.5	10	51	48	1	31	69
WSKZ	Chatt	11.1	11.4	21	55	42	3	53	47
WBBM-F	Chicago	6.2	20.2	4	61	35	4	43	57
WY TZ	Chicago	6.5	19.3	9	71	27	2	41	59
WKRQ	Cincinnati	8.8	14.3	13	63	34	3	39	61
KIKX	Colo Spg	6.9	18.2	8	57	36	7	52	48
WNOK	Colum SC	6.6	19.2	5	41	59	0	38	62
WNCI	Colum OH	10.0	12.6	15	40	53	7	38	62
WXGT	Colum OH	9.2	13.7	12	60	38	2	64	36
KHYI	Dallas	5.3	23.9	8	64	36	0	43	57
KEGL	Dallas	5.3	23.7	4	63	37	0	38	62
WPXR	Daven RI	10.3	12.3	21	51	48	1	34	66
WGTZ	Dayton	7.9	16.0	15	53	44	3	42	58
KRXY-F	Denver	8.0	15.7	9	60	39	1	34	66
KQKS	Denver	7.8	16.2	6	80	18	2	37	63
KRNQ	Des Moines	8.8	14.4	22	54	46	0	44	56
WHYT	Detroit	7.1	17.7	6	68	30	2	37	63
WKQI-F	Detroit	5.8	21.6	4	28	68	4	35	65
KPRR	El Paso	10.1	12.4	15	69	31	0	42	58
WJET	Erie	10.1	12.5	15	56	40	4	38	62
WMEE	Ft. Wayne	11.0	11.5	21	48	52	0	34	66
KRZR	Fresno	8.0	15.8	11	62	38	0	54	46
WKZL	Greens WS	9.2	13.7	10	59	41	0	26	74
WANS	Green SC	9.3	13.6	17	74	24	2	44	56
WNNK	Harris	10.9	11.5	18	35	60	5	40	60
WTIC-F	Hart	8.6	14.6	12	48	46	6	40	60
KKBQ-F	Houston	6.7	18.9	6	49	48	3	43	57
KRBE-F	Houston	4.5	27.9	3	55	42	3	40	60
KNRJ	Houston	5.6	22.6	3	72	28	0	28	72
WKEE-F	Hunt WV	10.6	11.9	23	55	39	6	52	48
WZYP	Hunts AL	9.9	12.7	16	51	42	7	45	55
WZPL	Indy	9.3	13.5	14	55	43	2	43	57
WAPE-F	Jacksonville	9.3	13.5	14	59	38	3	46	54
WQUT	JC-King	10.2	12.3	15	49	51	0	45	55
WKFR	Kalamazoo	10.4	12.1	11	47	51	2	52	48
KBEQ	Kansas City	8.9	14.2	13	64	35	1	44	56
KXXR	Kansas City	9.5	13.3	15	67	33	0	50	50
WLAN-F	Lanc	7.7	16.3	12	42	53	5	42	58
WVIC A/F	Lansing	9.8	12.7	15	38	39	23	46	54
KLUC	LV	9.4	13.6	9	60	38	2	43	57
WLAP-F	Lexington	9.2	13.6	12	50	48	2	26	74
WBLI	Long Island	8.7	14.4	12	27	66	7	35	65
WDJX A/F	Louisville	9.0	14.0	13	54	45	1	43	57
KPWR	LA	8.1	15.6	8	64	35	1	44	56
KIIS-F	LA	6.7	18.7	5	46	52	2	44	56
KQLZ	LA	7.7	16.3	9	64	35	1	56	44
WZEE	Madison	8.4	15.1	9	62	38	0	40	60
KBFM	McAllen	12.5	10.1	21	68	31	1	37	63

CHR/TOP 40/CONTEHP Continued

National Mean:		8.0	15.7	11.1	54.7	42.8	2.5	41.5	58.5
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>% M</u>	<u>% F</u>
WMC-F	Memphis	8.8	14.3	8	33	62	5	39	61
WHQT	Miami	12.2	10.3	17	44	53	3	41	59
WPOW	Miami	10.0	12.6	11	66	32	2	45	55
WHYI	Miami	6.4	19.6	5	40	55	5	38	62
WKTI	Milwaukee	7.3	17.2	12	46	50	4	38	62
WLDL-F	Minn-SP	6.1	20.7	5	58	41	1	34	66
KDWB-F	Minn-SP	6.9	18.1	5	78	22	0	39	61
WABB-F	Mobile	9.4	13.4	13	53	44	3	48	52
WYHY	Nashville	9.5	13.2	10	65	33	2	36	64
WKCI	New Haven	10.1	12.5	13	45	53	2	39	61
WEZB	New Orleans	8.7	14.4	12	49	46	5	46	54
WHTZ	NY	6.5	19.5	6	47	48	5	40	60
WPLJ	NY	5.5	23.0	6	45	52	3	39	61
WQHT	NY	8.8	14.4	9	66	30	4	41	59
WNVZ	Norfolk	7.6	16.6	24	47	49	4	41	59
WGH	Norfolk	6.9	18.2	6	68	29	3	44	56
KJYO	Oklahoma City	7.8	16.1	8	61	39	0	46	54
KQKQ	Omaha	9.5	13.3	14	60	39	1	27	73
WOMX A/F	Orlando	7.1	17.7	2	38	60	2	43	57
WKZW	Peoria	9.7	13.0	18	50	48	2	41	59
WEGX	Philadelphia	7.1	15.0	8	59	39	2	43	57
WIOQ	Philadelphia	7.3	17.2	5	65	31	4	37	63
KZZP A/F	Phoenix	7.0	18.1	12	60	39	1	37	63
WBZZ	Pittsburgh	7.7	16.4	10	48	50	2	36	64
KKRZ	Port O	9.4	13.4	14	58	41	1	39	61
WERZ	Ports NH	11.0	11.5	4	44	54	2	32	68
WPRO-F	Providence	8.4	15.0	14	51	45	4	42	58
WRVQ	Richmond	9.5	13.2	21	46	52	2	47	53
KGGI	River-SB	9.9	12.8	13	59	37	4	41	59
WXLK	Roanoke	11.0	11.5	16	43	52	5	45	55
WPXY A/F	Rochester	8.7	14.6	13	47	50	3	42	58
KSFM	Sacramento	7.3	17.3	11	54	44	2	42	58
WIOG	Sag-BC	9.8	12.8	17	50	46	4	41	59
WKBO	St. Louis	8.1	15.5	14	68	31	1	34	66
KCPX-F	Salt Lake	5.2	24.2	7	57	43	0	33	67
KITY	San Antonio	8.2	15.4	8	63	36	1	45	55
KTFM	San Antonio	7.7	16.3	9	48	46	6	43	57
KKLQ A/F	San Diego	9.2	13.7	11	59	39	2	45	55
KFMB-F	San Diego	6.1	20.8	8	30	69	1	28	72
KMEL	SF	7.6	16.6	8	58	40	2	49	51
KXXX	SF	5.7	22.1	5	61	39	0	30	70
KITS	SF	6.0	21.1	7	48	52	0	49	51
KPLZ	Seattle	9.3	13.5	14	74	26	0	44	56
KUBE	Seattle	7.2	17.5	6	47	52	1	41	59
KZZU-F	Spokane	9.9	12.8	22	70	30	0	53	47
WNTD	Syracuse	8.3	15.1	12	66	34	0	36	64
WRBQ A/F	Tampa	8.9	14.1	11	38	55	7	47	53
WMHE	Toledo	5.4	23.4	5	38	60	2	40	60
KRQQ	Tucson	10.5	12.0	20	63	35	2	41	59
KAYI	Tulsa	7.8	16.1	10	58	42	0	51	49
WAVA	Washington DC	6.4	19.6	5	56	43	1	44	56
WPGC	Washington DC	8.8	14.3	5	50	46	4	45	55
WRQX	Washington DC	6.4	19.7	6	53	47	0	27	73
KKRD	Wichita	10.3	12.3	23	53	46	1	41	59
WKRZ	WB/Scran	9.7	13.0	15	41	50	9	43	57
WSTW	Wilm DE	9.9	12.7	8	29	66	5	48	52
WHOT-F	Young	8.2	15.3	11	43	49	8	39	61

AOR/CLASSIC

National Mean:		8.7	14.5	8.4	39.7	58.8	1.5	69.0	31.0
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>% M</u>	<u>% F</u>
WPYX	Albany	8.0	15.8	7	33	64	3	59	41
KZRR	Albuquerque	9.3	13.4	5	26	74	0	67	33
WZZO	Allen-Beth	9.9	12.8	14	41	57	2	66	34
KWHL	Anch	10.1	12.5	12	47	53	0	72	28
WAPL	Apple-Osh	11.5	11.0	12	50	50	0	62	38
WKLS	Atlanta	9.0	13.9	7	46	53	1	69	31
KLBJ-F	Austin	9.7	12.9	9	47	51	2	78	22
WIYY	Baltimore	9.6	13.1	10	34	65	1	65	35
WZRR	Birm	10.5	12.0	17	31	68	1	65	35
WBCN	Boston	8.2	15.3	6	31	69	0	72	28
WZLX	Boston	6.7	18.7	8	30	70	0	72	28
WGR-F	Buffalo	11.5	7.4	10	43	54	3	71	29
WRFX	Charlotte	9.6	13.1	8	22	74	4	59	41
WCKG	Chicago	6.5	19.3	5	44	54	2	54	46
WLUP-F	Chicago	7.4	17.1	3	36	63	1	62	38
WXRT	Chicago	10.2	12.4	8	14	85	1	69	31
WEBN	Cincinnati	9.7	13.0	10	47	53	0	70	30
WMMS	Cleveland	8.4	14.9	7	34	65	1	62	38
WNCX	Cleveland	9.4	13.5	4	31	68	1	76	24
KILO	Colo Spg	10.6	11.9	7	55	45	0	71	29
WLVQ	Columbus OH	7.0	17.9	5	35	62	3	67	33
KTXQ	Dallas	7.0	18.0	2	34	66	0	71	29
KZEW	Dallas	6.1	20.6	1	47	53	0	77	23
WXLP	Daven RI	11.4	11.1	15	41	59	0	62	38
WTUE	Dayton	8.1	15.5	14	41	59	0	68	32
KBCO-F	Denver	10.8	11.7	6	15	83	2	62	38
KBPI	Denver	6.1	20.8	3	37	63	0	67	33
KAZY	Denver	7.3	17.3	7	53	47	0	74	26
KGGO	Des Moines	11.0	11.4	15	41	56	3	56	44
WLLZ	Detroit	6.5	19.3	3	45	52	3	62	38
WRIF	Detroit	5.7	22.3	2	40	59	1	70	30
WCSX	Detroit	6.9	18.4	2	25	73	2	62	38
KLAQ	El Paso	11.0	11.4	15	56	43	1	71	29
WXKE	Ft. Wayne	10.0	12.6	11	48	50	2	86	14
KKDJ	Fresno	9.6	13.1	7	36	64	0	68	32
WLAV-F	Grand Rapids	9.6	13.1	7	38	60	2	67	33
WKRR	Greens WS	12.2	10.3	16	45	53	2	58	42
WHCN	Hart	8.0	15.8	36	43	57	0	75	25
KZFX	Houston	7.9	16.0	6	22	78	0	62	38
KLLO	Houston	8.9	14.2	9	36	63	1	76	24
WFBQ	Indy	12.4	10.1	15	42	55	3	68	32
WFYV	Jkville	9.4	13.4	11	37	62	1	63	37
WRKR	Kalamazoo	10.9	11.5	16	34	62	4	74	26
KYYS	Kansas City	7.3	17.2	4	31	69	0	71	29
WIMZ A/F	Knoxville	9.5	13.3	10	48	51	1	65	35
KKLZ	LV	8.6	14.6	9	26	74	0	67	33
WKQQ	Lexington	10.1	12.4	8	48	51	1	69	31
WBAB	Long Island	8.8	14.4	6	34	64	2	78	22
KLOS	LA	8.5	14.9	5	25	74	1	69	31
KLSX	LA	6.2	20.4	2	22	78	0	66	34
KROQ	LA	7.7	16.3	9	57	41	2	63	37
WQMF	Louisville	8.4	14.9	11	35	65	0	80	20
WIBA-F	Madison	8.7	14.4	8	38	62	0	77	23
WEGR	Memphis	11.8	10.7	16	37	61	2	62	38
WGTR	Miami	6.6	19.1	3	35	63	2	66	34
WLZR A/F	Milwaukee	8.3	15.1	11	60	40	0	73	27
WKLH	Milwaukee	8.9	14.1	6	19	81	0	66	34
WQFM	Milwaukee	7.8	16.2	2	55	45	0	64	36
KQRS A/F	Minn-SP	8.3	15.1	6	38	59	3	77	23
KTCZ	Minn-SP	8.7	14.5	7	12	86	2	61	39

AOR/CLASSIC Continued

National Mean:		8.7	14.5	8.4	39.7	58.8	1.5	69.0	31.0
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>% M</u>	<u>% F</u>
KDJK	Modesto	10.5	12.0	9	40	60	0	82	18
WKDF	Nashville	8.3	15.2	7	48	52	0	66	34
WNEW-F	NY	8.1	15.6	6	33	65	2	65	35
WXRK	NY	6.9	18.3	4	26	70	4	72	28
WNOR A/F	Norfolk	8.8	14.3	8	45	55	0	78	22
WAFX	Norfolk	10.6	11.9	10	37	63	0	68	32
KATT	Oklahoma City	8.6	14.7	5	58	43	9	70	30
KEZO-F	Omaha	11.4	11.0	13	38	61	1	66	34
WDIZ	Orlando	8.9	14.2	4	45	52	3	74	26
WHTQ	Orlando	10.1	12.5	11	48	51	1	72	28
WWCT	Peoria	10.8	11.7	17	50	48	2	70	30
WMMR	Philadelphia	9.4	13.4	6	32	67	1	69	31
WYSP	Philadelphia	7.9	16.0	3	36	62	2	72	28
KDKB	Phoenix	7.2	17.4	6	24	76	0	65	35
KUPD	Phoenix	9.1	13.8	10	54	46	0	63	37
WDVE	Pittsburgh	9.8	12.8	8	53	47	0	66	34
WMYG	Pittsburgh	8.8	14.3	5	44	56	0	67	33
WBLM	Port M	10.5	12.0	10	46	54	0	68	32
KINK	Port O	8.8	14.4	7	7	89	4	51	49
KGON	Port O	9.2	13.7	10	34	64	2	84	16
WHEB-F	Ports NH	12.3	10.2	14	55	45	0	61	39
WHJY	Providence	8.8	14.4	9	46	53	3	73	27
WRDU	Raleigh	8.2	15.4	11	38	62	0	59	41
WRXL	Richmond	11.1	11.3	12	31	69	0	61	39
WROV-F	Roanoke	12.8	9.8	12	22	75	3	61	39
WCMF	Rochester	12.5	10.1	16	44	55	1	72	28
KRXQ	Sacramento	11.1	11.4	16	49	51	0	69	31
KZAP	Sacramento	9.1	13.9	7	22	78	0	71	29
WKQZ	Sag - BC	11.6	10.9	13	51	49	0	77	23
KSHE	St. Louis	9.6	13.1	8	48	52	0	67	33
KSD	St. Louis	8.4	15.0	6	29	69	2	65	35
KISS	San Antonio	7.9	15.9	4	42	52	6	70	30
KGB	San Diego	9.2	13.8	11	46	54	0	75	25
KRQR	SF	7.6	16.5	5	29	70	1	65	35
KFOG	SF	5.6	22.3	4	15	83	2	68	32
KOME	San Jose	8.1	15.6	5	29	69	2	71	29
KISW	Seattle	8.5	14.9	7	41	59	0	77	23
KRRX	Seattle	8.6	14.7	5	25	75	0	81	39
WAQX-F	Syracuse	7.6	16.7	4	41	59	0	68	32
WYNF	Tampa	9.9	12.8	9	37	62	1	72	28
WKRL	Tampa	6.9	18.2	5	16	84	0	60	40
WIOT	Toledo	10.7	11.8	15	46	54	0	72	28
KMOD	Tulsa	8.8	14.3	11	38	62	0	79	21
WOUR	Utica	10.5	12.0	13	36	63	1	69	31
WWDC-F	Washington DC	5.1	24.5	2	36	62	2	67	33
WCXR	Washington DC	6.6	19.2	3	23	76	1	64	36
KICT	Wichita	8.1	15.5	10	45	54	1	61	39
WEZX	WB/Scran	13.0	9.7	16	38	58	4	75	25
WAAF	Worc	10.3	12.3	14	57	41	2	59	41

AC/SOFT/OLDIES

National Mean:		7.9	15.6	6.8	15.2	74.8	10.0	40.4	59.6
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>% M</u>	<u>% F</u>
WKLI	Albany	8.1	15.5	10	29	66	5	21	79
KKOB-F	Albuquerque	7.7	16.3	5	25	66	9	35	65
WLEV	Allen-Beth	12.2	10.4	10	8	84	8	38	62
KEAG	Anch	8.6	14.7	6	14	86	0	57	43
WSB-F	Atlanta	8.1	15.5	6	15	80	5	37	63
WFOX	Atlanta	7.5	16.7	8	12	86	14	49	51
KKMJ	Austin	8.4	15.0	7	16	76	8	35	65
WWMX	Baltimore	8.8	14.4	8	17	74	9	35	65
WMJJ	Birm	9.0	14.1	13	20	72	8	38	62
WODS	Boston	8.2	15.4	7	13	78	9	52	48
WSSH-F	Boston	7.6	16.6	6	12	59	29	28	72
WMJX	Boston	7.4	17.0	4	26	65	9	34	66
WROR	Boston	5.0	25.2	5	18	73	9	36	64
WEBE	Bridge	9.8	12.8	6	15	85	0	34	66
WEZN	Bridge	11.8	10.7	11	3	44	53	59	41
WBUF	Buffalo	9.6	13.1	8	8	78	14	33	67
WLMX	Chatt	7.5	16.9	6	18	61	21	24	76
WLIT	Chicago	9.2	13.7	4	7	80	13	48	52
WJMK	Chicago	6.3	19.9	5	13	77	10	54	46
WKQX	Chicago	6.0	21.0	4	21	72	7	34	66
WTMX	Chicago	8.4	15.0	4	14	79	7	32	68
WFYR	Chicago	5.3	23.7	5	9	83	8	46	54
WWNK-F	Cincinnati	8.5	14.9	5	26	72	2	37	63
WRRM	Cincinnati	8.2	15.4	4	18	75	7	17	83
WLTF	Cleveland	9.0	14.0	7	21	75	4	31	69
WMJI	Cleveland	8.3	15.2	6	15	80	5	51	49
WSNY	Colum OH	8.4	15.1	6	21	73	6	34	66
KVIL A/F	Dallas	12.6	10.0	11	8	79	13	28	72
KLUV	Dallas	6.6	19.1	5	15	85	0	51	49
KQZY	Dallas	7.8	16.2	7	25	67	8	40	60
KZPS	Dallas	6.8	18.6	5	22	77	1	66	34
KMGC	Dallas	7.9	15.9	2	27	70	3	36	64
WWSN	Dayton	9.0	14.1	9	14	82	4	36	64
KXKL A/F	Denver	8.1	15.5	9	14	84	2	57	43
KXLT	Denver	9.3	13.6	5	21	76	3	40	60
KLYF	Des Moines	8.3	15.3	10	9	85	6	45	55
WNIC	Detroit	6.9	18.3	3	22	73	5	30	70
WOMC	Detroit	6.8	18.4	3	12	74	14	38	62
WLTJ	Detroit	9.2	13.7	4	12	78	10	33	67
WKSG	Detroit	6.5	19.3	4	21	76	3	47	53
WXKC	Erie	9.0	14.1	11	16	76	8	34	66
WCRZ	Flint	12.0	10.5	10	16	82	2	43	57
WAJI	Ft. Wayne	12.1	10.4	12	8	88	4	42	58
KFSO	Fresno	8.1	15.6	7	6	91	3	64	36
WLHT	Grand Rapids	8.3	15.2	9	16	84	0	40	60
WMAG	Greens-WS	10.0	12.6	9	5	84	11	33	67
WFBC-F	Green SC	7.4	17.0	6	16	56	28	31	69
WMYI-F	Green SC	9.7	13.0	12	20	76	4	39	61
WIOF	Hart	9.4	13.4	5	19	67	14	30	70
WDRG-F	Hart	8.2	15.3	7	5	94	1	50	50
WAIV	Jkville	6.9	18.2	4	11	75	14	46	54
WIVY	Jkville	6.6	19.2	6	12	79	9	34	66
WTFM	JC-King	9.4	13.4	16	19	62	19	33	67
KUDL	Kansas City	8.1	15.5	8	13	81	6	39	61
KLSI	Kansas City	8.0	15.8	5	17	78	5	27	73
WMYU	Knox	6.7	18.7	12	9	80	11	43	57
WFMK	Lansing	8.9	14.2	4	22	76	2	40	60
KMZQ	LV	7.2	17.5	8	23	63	14	30	70
WALK A/F	Long Island	9.8	12.8	5	8	74	18	34	66
KOST	LA	8.3	15.2	5	23	67	10	36	64

AC/SOFT/OLDIES Continued

National Mean:		7.9	15.6	6.8	15.2	74.8	10.0	40.4	59.6
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>% M</u>	<u>% F</u>
KBIG	LA	9.1	13.8	5	13	69	18	32	68
KRTH	LA	5.9	21.3	4	7	84	9	49	51
WVEZ	Louisville	9.3	13.6	12	6	71	23	43	57
WMGN	Madison	10.4	12.2	8	23	69	8	30	70
WRVR-F	Memphis	8.2	15.3	5	23	68	9	38	62
WMXJ	Miami	9.7	13.0	8	7	83	10	48	52
WAXY	Miami	7.4	17.1	4	25	62	13	38	62
WLVE	Miami	7.2	17.6	3	12	75	13	40	60
WJQY	Miami	10.0	12.7	9	14	71	15	31	69
WMYX	Milwaukee	9.3	13.6	6	26	69	5	24	76
WZTR	Milwaukee	8.4	14.9	8	12	84	4	58	42
KSTP-F	Minn-SP	9.4	13.4	7	11	75	14	36	64
KLXK	Minn-SP	5.7	22.0	1	12	86	2	47	53
WLAC-F	Nashville	8.2	15.4	6	25	73	2	32	68
WLTS	New Orleans	6.7	18.7	8	18	74	8	33	67
WCBS-F	NY	8.1	15.6	6	7	82	11	58	42
WLTW	NY	8.9	14.1	4	10	72	18	34	66
WNSR	NY	8.2	15.3	6	18	69	13	38	62
WLTJ	Norfolk	6.7	18.8	7	19	73	8	47	53
WSTF	Orlando	9.6	13.2	11	21	67	12	38	62
WKSZ	Philadelphia	8.7	14.5	6	7	60	33	30	70
WMGK	Philadelphia	6.8	18.4	2	11	80	9	26	74
WUGL	Philadelphia	7.8	16.1	8	7	85	15	50	50
WSNI	Philadelphia	6.8	18.4	4	13	78	9	43	57
KKLT	Phoenix	8.8	14.3	8	17	77	6	33	67
KOOL-F	Phoenix	8.4	15.0	8	9	89	2	60	40
WLTJ	Pittsburgh	10.2	12.4	6	9	83	8	28	72
WWSW	Pittsburgh	8.0	15.7	10	12	80	8	48	52
KKCW	Port O	8.0	15.7	12	13	80	7	42	58
WWLI	Providence	11.8	10.7	10	5	81	14	40	60
WRAL	Raleigh	7.9	15.9	10	14	73	13	33	67
WSLQ	Roanoke	7.2	17.6	2	18	79	3	44	56
WVOR	Roch	8.2	15.3	7	12	80	8	38	62
KXOA-F	Sacramento	8.8	14.4	11	17	78	5	35	65
WHNN	Sag-BC	7.9	15.9	5	15	77	8	41	59
KMMX	San Antonio	10.0	12.6	10	15	83	2	41	59
KYXY	San Diego	8.9	14.1	6	7	82	11	33	67
KCBQ A/F	San Diego	6.1	20.6	5	9	90	1	62	38
KOIT A/F	SF	7.8	16.2	3	15	69	16	38	62
KIOI-F	SF	5.6	22.6	9	22	75	3	40	60
KYA-F	SF	5.0	25.4	3	8	88	4	53	47
KARA	San Jose	6.8	18.6	8	21	78	1	41	59
KEZR	San Jose	6.2	20.2	2	24	76	0	37	63
KBSG A/F	Seattle	6.8	18.5	6	16	83	1	54	46
KLSY A/F	Seattle	6.5	19.4	3	45	53	2	38	62
WHYN-F	Spg MA	7.8	16.1	8	25	63	12	34	66
WYYY	Syracuse	9.3	13.5	9	22	75	3	39	61
WWRM	Tampa	9.6	13.2	13	9	46	45	41	59
WUSA	Tampa	11.6	10.9	12	7	73	20	43	57
WNLT	Tampa	8.7	14.6	5	24	76	0	33	67
WXTR	Washington DC	6.7	18.7	6	15	78	7	49	51
WLTT	Washington DC	6.8	18.6	4	8	89	3	35	65
WASH	Washington DC	6.7	18.7	5	19	75	6	43	57
WRMF	W. Palm	11.2	11.3	12	12	64	24	38	62
WMGS	WB/Scran	10.1	12.5	7	16	73	11	45	55
WJBR-F	Wilm DE	9.4	13.3	7	21	63	16	30	70
WARM	York	11.0	11.5	6	9	85	6	38	62

BTFL/EZ

National Mean:		10.9	11.6	14.6	4.2	42.8	53.0	39.0	61.0
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>% M</u>	<u>% F</u>
WROW-F	Albany	13.0	9.7	17	6	33	61	37	63
WFMZ	Allen	13.2	9.5	23	2	42	56	35	65
WPCH	Atlanta	3.1	12.3	13	6	56	38	45	55
WLIF	Baltimore	10.9	11.5	15	7	40	53	33	67
WJIB	Boston	9.6	13.1	13	4	36	60	37	63
WJYE	Buffalo	9.4	13.5	10	9	51	40	37	63
WHBC-F	Canton	11.4	11.0	20	1	42	57	38	62
WDEF-F	Chatt	9.7	12.6	15	3	43	54	34	66
WXEZ A/F	Chicago	9.1	13.8	5	2	56	42	42	58
WWEZ	Cincinnati	11.3	11.1	15	3	45	52	35	65
WQAL	Cleveland	9.3	13.5	13	4	39	57	35	65
KMEZ	Dallas	11.0	11.5	12	2	44	54	44	56
WWLV	Daytona	15.8	8.0	34	0	21	79	43	57
KOSI	Denver	10.7	11.8	10	5	46	49	38	62
WJOI	Detroit	9.2	13.7	8	3	36	61	38	62
WEZV	Ft. Wayne	7.8	16.1	7	8	48	44	52	48
WOOD-F	Grand Rapids	9.5	13.2	10	1	36	63	36	64
WRCH	Hart	10.2	12.4	7	1	65	34	44	56
KUMU A/F	Hono	10.4	12.1	14	4	56	40	43	57
KODA	Houston	8.4	15.0	6	10	60	30	40	60
WXTZ	Indy	3.9	32.7	7	6	42	52	53	47
WQLR	Kalamazoo	10.3	12.2	9	5	47	48	32	68
KMBR	Kansas City	9.4	13.4	9	8	49	43	39	61
WEZK	Knox	11.4	11.1	14	5	51	44	35	65
WNCE	Lanc	10.7	11.7	16	0	32	68	40	60
KXTZ	LV	13.9	9.1	29	1	30	69	39	61
KEZQ-F	Little Rock	11.3	11.2	17	5	43	52	35	65
KJOI	LA	7.7	16.3	8	1	46	53	39	61
WZID	Manchester	15.1	8.4	15	9	46	45	40	60
WLYF	Miami	12.0	10.5	17	2	34	64	41	59
WEZW	Milwaukee	9.9	12.8	11	8	44	48	41	59
KBEE	Modesto	10.7	11.8	20	2	30	68	40	60
WZEZ	Nashville	7.9	16.0	14	3	54	43	30	70
WPAT A/F	NY	10.7	11.7	9	0	28	72	44	56
WFOG	Norfolk	12.8	9.9	18	5	38	57	38	62
KKNG	Oklahoma City	10.6	11.9	11	8	46	46	48	52
KESY	Omaha	11.5	11.0	11	4	48	48	23	77
WSSP	Orlando	10.2	12.4	21	7	40	53	42	58
WMEZ	Pensacola	11.3	11.1	12	10	40	50	29	71
WSWT	Peoria	14.1	8.9	17	5	50	45	30	70
WEAZ	Philadelphia	8.6	14.7	8	15	49	36	32	68
KMEO-A	Phoenix	10.3	12.2	21	5	35	60	39	61
WSHH	Pittsburgh	12.6	10.0	12	3	37	60	37	63
KXL-F	Port O	11.3	11.2	23	2	38	60	36	64
WLKW	Providence	12.0	10.5	14	1	26	73	28	72
WTVR-F	Richmond	11.0	11.5	11	0	41	59	38	62
KDUO	River-SB	13.6	9.30	19	6	34	60	44	56
KCTC	Sacramento	11.6	10.8	16	1	31	68	36	64
WGER	Sag-BC	10.4	12.1	8	0	71	29	29	71
KEZK	St. Louis	13.0	9.7	13	3	40	57	42	58
KSFI	Salt Lake	11.3	11.2	12	8	55	37	38	62
KQXT	San Antonio	9.3	13.6	6	6	35	59	35	65
KJQY	San Diego	13.1	9.6	13	2	29	69	37	63
KABL A/F	SF	8.8	14.3	11	2	40	58	34	66
KBAY	San Jose	10.6	11.9	10	3	46	51	46	54
KBRD	Seattle	9.8	10.9	16	4	37	59	42	58
KBEZ	Tulsa	12.1	10.4	19	3	52	45	46	54
WGAY	Washington DC	10.4	12.1	15	2	46	52	37	63
WEAT A/F	W. Palm	15.2	8.3	27	2	17	81	35	65
WSRS	Worc	10.4	12.1	10	7	57	36	38	62
WKBN-F	Young	8.6	14.6	10	5	59	36	40	60

MOR/VARIETY

National Mean:		8.5	14.9	10.7	2.8	42.7	54.5	45.7	54.3
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>% M</u>	<u>% F</u>
WAKR	Akron	7.4	16.9	14	7	45	48	38	62
WGY	Albany	9.6	13.1	10	5	48	47	35	65
KKOB	Albuquerque	9.6	13.2	14	6	50	44	52	48
WHBY	Apple-Osh	6.8	18.5	12	0	37	63	54	46
WSB	Atlanta	7.7	16.3	12	1	45	54	50	50
WBZ	Boston	8.8	14.3	9	2	42	66	36	64
WICC	Bridge	8.4	14.9	13	3	48	49	40	60
WBEN	Buffalo	7.4	16.9	10	6	42	52	46	54
WHBC	Canton	8.8	14.2	11	0	35	65	40	60
WBT	Charlotte	10.5	11.9	9	0	46	54	45	55
WGN	Chicago	10.2	12.3	10	2	38	60	45	55
WKRC	Cincinnati	6.5	19.3	6	5	48	47	43	57
WLW	Cincinnati	7.7	16.5	8	3	56	41	67	33
WTVN	Colum OH	11.8	10.7	16	5	51	44	46	54
WHO	Des Moines	10.4	12.1	14	5	37	58	46	54
WJR	Detroit	8.8	14.3	8	3	50	47	48	52
WOVO	Ft. Wayne	7.1	17.7	7	2	51	47	54	46
WOOD	Grand Rapids	9.5	13.2	6	2	32	66	53	47
WHP	Harrisburg	7.7	16.3	18	0	30	70	50	50
WTIC	Hart	12.1	10.4	19	0	25	75	41	59
KSSK	Hono	11.9	12.4	13	6	74	20	46	54
WIBC	Indy	13.3	9.5	17	2	38	60	34	66
WKZO	Kalamazoo	6.2	20.2	10	0	38	62	41	59
KMBZ	Kansas City	5.9	21.2	6	7	46	47	48	52
WVLK	Lexington	8.7	14.5	10	3	58	39	58	42
WHAS	Louisville	10.9	11.6	13	0	44	56	44	56
WIBA	Madison	9.7	13.0	10	2	35	63	55	45
WTMJ	Milwaukee	8.8	14.3	8	3	36	61	46	54
WCCO	Minn-SP	9.8	12.9	13	3	42	55	51	49
WELI	New Haven	9.1	13.9	11	0	39	61	38	62
KFAB	Omaha	9.0	14.1	16	3	49	48	49	51
WDBO	Orlando	7.9	15.9	8	1	40	59	52	48
WMBD	Peoria	9.7	13.0	9	2	33	65	29	71
KDKA	Pittsburgh	9.2	13.7	11	2	39	59	45	55
KEX	Port O	9.1	13.8	8	2	59	39	49	51
WPTF	Raleigh	8.2	15.3	10	2	41	57	39	61
WRVA	Richmond	9.7	13.0	20	4	43	53	39	61
WHAM	Roch	8.2	15.4	12	3	42	55	50	50
WSGW	Sag-BC	10.9	11.6	10	1	38	61	42	58
KSL	Salt Lake	7.0	18.1	10	4	49	47	58	42
KFMB	San Diego	7.7	16.1	9	2	61	37	56	44
KNBR	SF	5.9	21.4	4	11	56	33	56	44
KOMO	Seattle	6.3	19.9	9	5	44	51	46	54
WSYR	Syracuse	8.0	15.7	9	1	37	62	44	56
WSPD	Toledo	7.6	16.5	10	0	24	76	31	69
KRMG	Tulsa	9.1	13.8	11	6	55	39	49	51
WMAL	Washington DC	6.9	18.3	7	3	39	58	48	52
WARM	WB/Scranton	7.6	16.7	9	2	36	62	44	56
WDEL	Wilm DE	10.0	12.6	13	0	36	64	38	62
WTAG	Worc	8.5	14.9	10	2	28	70	42	58
WSBA	York	10.7	11.8	15	2	34	66	37	63
WKBN	Young	8.9	14.1	6	6	33	61	43	57

COUNTRY

National Mean:		10.6	11.9	17.7	12.5	62.8	24.7	48.4	51.6
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>% M</u>	<u>% F</u>
KRST	Albuquerque	11.8	10.6	14	17	71	12	55	45
WKHX	Atlanta	9.1	13.8	13	15	72	13	45	55
WYAY	Atlanta	7.8	16.2	11	14	70	16	51	49
KASE	Austin	12.6	10.0	23	17	64	19	51	49
KUZZ A/F	Bakers	12.7	9.9	21	14	61	25	53	47
WPOC	Baltimore	10.3	12.3	16	11	57	32	59	41
WYNK A/F	Baton Rouge	8.3	15.2	13	18	58	24	47	53
WZZK A/F	Birm	11.2	11.3	27	9	60	31	49	51
WYRK	Buffalo	11.9	10.6	20	8	60	22	54	46
WSOC-F	Charlotte	11.6	10.9	23	10	58	32	49	51
WLVK	Charlotte	7.4	17.1	11	22	57	21	41	59
WUSY	Chatt	9.5	13.2	19	8	72	20	49	51
WUSN	Chicago	9.4	13.4	11	9	62	29	43	57
WUBE	Cincinnati	10.5	12.0	26	7	55	38	46	54
WGAR-F	Cleveland	9.2	13.7	13	4	65	31	43	57
KKCS A/F	Colo Spg	11.6	10.9	28	18	71	11	49	51
WCOS-F	Colum SC	12.3	10.3	20	17	53	30	54	46
KOUL	Corpus C	11.9	10.6	18	14	71	15	43	57
KSCS	Dallas	9.4	13.4	10	21	59	20	50	50
KPLX	Dallas	8.6	14.6	8	24	56	20	40	60
WBAP	Dallas	7.4	17.1	12	2	54	44	61	39
WLLR	Daven RI	14.3	8.8	25	14	62	24	52	48
WHKO	Dayton	9.4	12.7	15	11	60	29	42	58
KYGO-F	Denver	9.9	12.8	12	12	70	18	51	49
KJJY A/F	Des Moines	10.9	11.6	19	18	61	21	41	59
WWWW	Detroit	8.9	14.1	13	8	62	30	46	54
KHEY-F	El Paso	11.2	11.2	14	21	66	13	48	52
KUGN-F	Eugene	11.8	10.7	20	8	70	22	47	53
KFRE-F	Fresno	9.3	13.5	15	3	54	43	45	55
WCUZ-F	Grand Rapids	10.5	12.0	19	9	70	21	54	46
WTQR	Greens-WS	13.4	9.4	22	7	64	29	54	46
WESC-F	Green SC	11.4	11.0	15	8	54	38	45	55
WRKZ	Harris	12.0	10.5	28	8	71	21	53	47
KDEO	Hono	9.0	14.1	16	22	71	7	46	54
KIKK-F	Houston	8.8	14.3	13	21	59	20	45	55
KILT-F	Houston	9.1	13.8	12	16	69	15	48	52
WTCR A/F	Hunt WV	12.3	10.2	24	8	69	23	41	59
WDRM	Hunts AL	14.6	8.6	26	14	67	19	46	54
WBHP	Hunts AL	9.5	13.2	10	4	58	38	65	35
WFMS	Indy	13.1	9.6	26	13	67	20	49	51
WMSI	Jackson MS	10.2	12.3	27	17	60	23	54	46
WQIK-F	Jkville	10.7	11.8	22	11	62	27	50	50
WXBQ	JC-King	10.6	11.9	20	14	67	19	42	58
WDAF	Kansas City	9.5	13.2	19	3	61	36	49	81
KFKF-F	Kansas City	10.9	11.6	11	25	53	22	41	59
WIVK A/F	Knox	15.3	8.2	30	13	55	32	49	51
WITL	Lansing	13.6	9.3	29	14	64	22	39	61
KFMS A/F	LV	12.5	10.1	21	4	78	18	51	49
WVLC-F	Lexington	11.7	10.8	26	6	66	28	48	52
KSSN	Little Rock	11.5	11.0	25	15	61	24	48	52
KZLA	LA	8.6	14.7	9	5	75	20	59	41
WAMZ	Louisville	12.4	10.1	22	16	66	18	54	46
KLLL-F	Lubbock	14.4	8.8	22	17	70	13	53	47
KTXF	McAllen	12.3	10.3	24	26	57	17	38	62
WGKX	Memphis	11.2	11.3	31	14	53	33	54	46
WKIS	Miami	10.7	11.8	19	2	60	38	49	51
WMIL	Milwaukee	8.6	14.7	12	7	65	28	50	50
KEEY	Minn-SP	11.4	11.0	10	16	64	20	42	58
WKSJ-F	Mobile	12.1	10.4	23	6	55	39	50	50
KMIX-F	Modesto	9.4	13.4	14	16	65	19	50	50

COUNTRY Continued

National Mean:		10.6	11.9	17.7	12.5	62.8	24.7	48.4	51.6
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>% M</u>	<u>% F</u>
WLWI	Mont AL	11.2	11.3	22	10	62	28	47	53
WSM-F	Nash	9.8	12.9	17	10	62	28	44	56
WSIX-F	Nash	13.5	9.3	17	9	71	20	51	49
WYNY	NY	10.2	12.4	8	6	64	30	46	54
WCMS A/F	Norfolk	12.6	10.0	21	14	52	34	63	37
KXXY A/F	Oklahoma City	11.4	11.1	15	15	65	20	50	50
WOW-F	Omaha	10.3	12.3	13	12	71	7	52	48
WWKA	Orlando	12.2	10.3	18	6	55	39	49	51
WOWW	Pensa	10.7	11.8	21	18	57	25	45	55
WXTU	Philadelphia	11.0	11.4	11	11	58	31	49	51
KNIX A/F	Phoenix	10.5	12.0	21	10	64	26	43	57
WDSY	Pittsburgh	9.8	12.8	14	6	75	19	56	44
WPOR A/F	Port M	12.0	10.5	20	2	52	44	47	53
KUPL-F	Port O	9.4	13.4	16	9	62	29	47	53
WOKQ	Ports NH	10.4	12.1	17	6	47	47	49	51
WQDR	Raleigh	10.7	11.8	13	19	66	15	37	63
WYYD	Roanoke	13.0	9.7	20	9	64	27	44	56
WBEE	Roch	12.2	10.4	21	8	60	32	50	50
KRAK-F	Sacramento	10.7	11.8	16	8	63	29	51	49
WKCQ	Sag-BC	12.7	9.9	9	11	66	23	46	54
WIL-F	St. Louis	9.7	13.0	15	12	68	30	48	52
KKAT	Salt Lake	10.5	12.0	11	25	66	9	48	52
KCYY	San Antonio	12.1	10.4	15	24	68	8	42	58
KAJA	San Antonio	7.8	16.0	9	19	62	19	40	60
KSON A/F	San Diego	9.9	12.7	17	12	62	26	55	45
KSAN	SF	7.4	17.0	8	12	70	18	48	52
KMPS A/F	Seattle	9.7	12.9	15	10	70	20	44	56
KRPM A/F	Seattle	8.7	14.5	14	26	60	14	55	45
KRMD A/F	Shreve	14.3	8.8	25	19	55	26	50	50
KDRK	Spokane	9.9	12.8	13	21	64	15	36	64
WQYK A/F	Tampa	13.6	9.3	25	6	58	36	46	54
WKKO	Toledo	10.9	11.5	19	5	71	24	49	51
KIIM	Tucson	10.6	11.8	14	9	63	28	47	53
KVOO	Tulsa	6.9	18.2	6	16	40	44	37	63
KWEN-F	Tulsa	9.6	13.2	15	14	80	6	51	49
WMZQ A/F	Washington DC	9.8	12.9	15	10	68	22	50	50
WIRK	W. Palm	11.3	11.1	27	9	54	37	55	45
KFDI-F	Wichita	10.5	12.0	19	2	69	29	53	47
KZSN	Wichita	11.1	11.4	16	26	53	21	46	54
WQXK	Youngs	12.1	10.4	24	5	49	46	62	38

NEWS/TALK

National Mean:		7.7	16.3	7.5	2.8	41.6	55.6	50.6	49.4
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>% M</u>	<u>% F</u>
WNIR-F	Akron	13.2	9.5	14	1	44	55	45	55
WGST	Atlanta	7.3	17.3	3	3	66	31	63	37
WBAL	Baltimore	9.2	13.6	10	2	34	64	50	50
WERC	Birm	8.2	15.4	14	0	48	52	48	52
WRKO	Boston	11.0	11.5	6	3	32	65	44	56
WEEI	Boston	6.9	18.4	5	2	37	61	57	43
WHDH	Boston	7.3	17.4	6	1	44	55	46	54
WBBM	Chicago	6.2	20.2	6	4	38	58	56	44
WMAQ	Chicago	4.7	27.1	5	0	36	64	52	48
WLUP-A	Chicago	11.1	11.3	3	19	78	3	76	24
WCKY	Cincinnati	8.8	14.4	6	0	25	75	41	59
WWVE	Cleveland	6.1	20.6	4	7	42	51	63	37
KRLD	Dallas	6.3	19.9	11	5	50	45	61	39
KLIF	Dallas	9.6	13.2	6	5	61	34	53	47
WHIO	Dayton	9.7	12.9	15	1	37	62	36	64

NEWS/TALK Continued

National Mean:		7.7	16.3	7.5	2.8	41.6	55.6	50.6	49.4
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>% M</u>	<u>% F</u>
KOA	Denver	6.9	18.3	5	4	51	45	52	48
WWJ	Detroit	7.3	17.3	8	3	36	61	54	46
WXYT	Detroit	8.2	15.4	3	1	43	66	47	53
KMJ	Fresno	10.5	12.0	16	2	41	57	51	49
KTRH	Houston	6.9	18.2	7	0	42	58	58	42
KPRC	Houston	6.3	19.9	4	4	44	52	64	36
KCMO	Kansas City	7.0	18.0	8	4	45	51	56	44
KABC	LA	9.6	13.1	8	2	44	54	46	54
KNX	LA	5.8	21.8	5	4	47	49	56	44
KFWB	LA	4.8	26.0	10	0	39	61	53	47
WIOD	Miami	8.1	15.5	6	4	50	46	53	47
WNWS	Miami	9.0	14.0	9	1	19	80	43	57
WINZ	Miami	7.5	16.8	7	0	20	80	47	53
WISN	Milwaukee	7.9	15.9	2	0	35	65	44	56
WWL	New Orleans	6.4	19.6	6	1	39	60	54	46
WABC	NY	8.8	14.4	4	5	36	59	47	53
WCBS	NY	6.2	20.4	8	2	34	64	44	56
WINS	NY	5.6	22.6	7	5	48	47	49	51
WOR	NY	10.7	11.8	7	0	23	77	31	69
KTOK	Oklahoma City	8.4	15.1	14	3	38	59	42	58
KYW	Philadelphia	5.3	23.8	6	3	42	55	46	54
WCAU	Philadelphia	7.2	17.4	4	3	36	61	39	61
KTAR	Phoenix	8.7	14.5	8	1	37	62	54	46
WTAE	Pittsburgh	8.8	14.3	3	1	36	63	53	47
KXL	Port O	8.8	14.2	8	6	27	67	42	58
KOH	Reno	7.4	17.1	8	5	42	53	55	45
KFBK	Sacramento	8.9	14.1	9	3	50	47	55	45
KMOX	St. Louis	11.4	11.1	15	3	38	59	46	54
WOAI	San Antonio	8.7	14.5	11	0	34	66	49	51
KSDO	San Diego	9.2	13.7	10	1	45	54	50	50
KGO	SF	8.6	14.6	8	2	43	55	48	52
KCBS	SF	6.4	19.8	5	4	52	44	54	46
KIRO	Seattle	6.8	18.4	8	3	56	41	60	40
WFLA	Tampa	9.1	13.8	7	5	40	55	57	43
WTOP	Washington	5.1	24.7	7	1	60	39	56	44
WWRC	Washington DC	9.2	13.6	4	1	50	49	45	55
WJNO	W. Palm	10.4	12.2	11	1	27	72	38	62

BLACK/URBAN

National Mean:		11.1	11.4	14.6	42.0	52.9	5.1	44.4	55.6
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>% M</u>	<u>% F</u>
WVEE	Atlanta	15.0	8.4	35	39	59	2	54	46
WXYV	Baltimore	13.0	9.7	17	45	50	5	43	57
KQXL	Baton Rouge	12.0	10.5	12	52	46	2	42	58
KHYS	Beaumont	18.5	6.8	26	38	51	11	49	51
WENN	Birm	14.4	8.7	17	39	48	13	40	60
WPEG	Charlotte	13.3	9.5	27	46	49	5	45	55
WGCI-F	Chicago	11.3	11.2	13	46	51	3	41	59
WVAZ	Chicago	11.3	11.2	8	20	76	4	38	62
WBLZ	Cincinnati	8.5	14.8	8	44	55	1	34	66
WZAK	Cleveland	12.4	10.2	18	46	52	2	43	57
WWDH	Colum SC	15.5	8.1	26	40	53	7	56	44
KKDA-F	Dallas	10.9	11.6	13	44	51	5	49	51
KJHZ-F	Dallas	7.7	16.3	7	71	26	3	38	62
WJLB	Detroit	12.5	10.1	13	47	49	4	41	59
WDZZ	Flint	13.5	9.3	26	33	62	5	47	53

BLACK/URBAN

National Mean:		11.1	11.4	14.6	42.0	52.9	5.1	44.4	55.6
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>% M</u>	<u>% F</u>
WQMG	Greens-WS	10.2	12.4	4	41	49	10	59	41
WLWZ	Green SC	13.9	9.0	35	43	57	0	42	58
WIKS	Green NC	15.0	8.3	29	44	51	5	51	49
KHJQ	Houston	12.7	10.0	14	32	63	5	54	46
WTLC	Indy	14.2	8.9	20	27	57	16	50	50
WJMI	Jackson MS	12.4	10.2	14	55	42	3	50	50
KJLH	LA	9.1	13.9	5	34	63	3	54	46
WHRK	Memphis	13.4	9.0	15	54	44	2	50	50
KRNB	Memphis	5.8	21.6	2	51	47	2	45	55
WEDR	Miami	10.5	12.0	8	39	57	4	49	51
WBLX	Mobile	14.4	8.8	21	40	54	6	37	63
WQQK	Nashville	12.3	10.2	10	36	63	1	31	69
WQUE A/F	New Orleans	9.6	13.1	7	47	49	4	40	60
WYLD-F	New Orleans	16.8	7.5	20	38	56	6	50	50
WRKS	NY	8.9	14.1	10	54	42	4	40	60
WBLS	NY	9.6	13.1	5	23	69	8	49	51
WOWI	Norfolk	9.0	14.1	10	34	57	9	50	50
WJHM	Orlando	13.1	9.6	22	50	48	2	32	68
WUSL	Philadelphia	11.0	11.5	13	53	42	5	35	65
WDAS-F	Philadelphia	9.7	13.0	5	21	74	5	49	51
WAMO-F	Pittsburgh	11.1	11.3	18	47	45	8	33	67
WFXC	Raleigh	9.4	13.4	11	47	43	10	44	56
WCDX	Richmond	14.1	8.9	21	43	55	2	39	61
KMJM	St. Louis	13.3	9.5	21	46	47	7	35	65
KSOL	SF	7.0	18.0	5	52	47	1	31	69
KDKS	Shreveport	11.4	11.0	16	53	44	3	47	53
WHUR	Washington DC	6.5	19.3	3	20	70	10	51	49
WDJY	Washington DC	5.6	22.5	7	44	51	5	51	49
WKYS	Washington DC	9.1	13.8	4	31	63	6	47	53

NOSTALGIA

National Mean:		10.0	12.5	12.6	0.8	17.8	81.4	43.2	56.8
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>% M</u>	<u>% F</u>
WITH	Baltimore	7.4	17.1	4	0	5	95	55	45
WECK	Buffalo	9.9	12.7	12	0	6	94	36	64
WJJD	Chicago	10.9	11.5	8	2	18	80	46	54
WRMR	Cleveland	11.3	11.2	10	0	19	81	45	55
KEZW	Denver	10.5	12.0	18	0	13	87	42	58
CKLW	Detroit	8.0	15.7	4	1	22	77	37	63
WEYZ	Erie	12.9	9.8	19	0	25	75	44	56
KQUE	Houston	9.2	13.7	12	2	45	53	42	58
KJLA	Kansas City	7.7	16.3	15	0	10	90	53	47
WHLI	Long Island	16.4	7.7	5	0	17	83	48	52
KMPC	LA	6.7	18.7	7	3	31	66	52	48
WOKY	Milwaukee	10.7	11.8	13	2	30	68	45	55
WAVZ	New Haven	9.0	14.0	18	0	8	92	44	56
WBYU	New Orleans	11.3	11.2	13	2	19	79	42	58
WNEW	NY	9.0	14.0	5	1	30	69	49	51
WPEN	Philadelphia	12.4	10.2	15	0	17	73	38	62
KOY	Phoenix	9.9	12.7	12	0	32	68	39	61
WJAS	Pittsburgh	9.8	12.9	10	0	21	79	41	59
WYNZ	Port M	11.5	11.0	26	5	10	85	47	53
KFRC	SF	7.8	16.1	6	1	20	79	38	62
KIXI	Seattle	8.9	14.1	15	0	25	75	37	63
WMAS	Spg MA	14.5	8.7	23	0	8	92	31	69
WGUL A/F	Tampa	11.5	11.0	16	0	3	97	51	49
WDAE	Tampa	9.5	13.3	11	0	4	96	42	58
WNAK	WB/Scrán	22.1	5.7	19	0	6	94	35	65

RELIGION/GOSPEL

National Mean:		8.3	15.2	12.5	8.5	53.4	38.1	31.9	68.1
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>% M</u>	<u>% F</u>
WBGR	Baltimore	11.1	11.4	7	10	42	48	26	74
WDJC	Birm	8.5	14.8	19	6	66	28	34	66
WRDL	Boston	8.0	15.7	4	3	47	50	18	82
KHVN	Dallas	10.2	12.3	21	15	61	24	20	80
KLTY	Dallas	10.3	12.2	13	25	75	0	36	64
WMUZ	Detroit	5.9	21.2	11	18	61	21	41	59
WFUR-F	Grand Rapids	4.6	27.2	7	12	24	64	41	59
WEMM	Hunt, WV	5.0	25.5	15	0	18	82	18	82
WDAC	Lanc	12.5	10.0	21	6	48	46	40	60
WJMM	Lexington	10.5	12.0	19	0	94	6	50	50
WLOK	Memphis	8.8	14.3	11	4	54	42	22	78
WBOK	New Orleans	11.8	8.2	29	2	37	61	42	58
WRRL	NY	12.0	10.5	11	10	55	35	30	70
WFME	NY	10.3	12.3	6	3	53	44	17	83
WNAP	Philadephia	14.4	8.7	14	14	70	16	23	77
WPIT-F	Pittsburgh	5.3	23.7	7	3	56	41	35	65
KPDQ-F	Port O	7.3	17.3	10	10	55	35	21	79
KFAX	SF	7.0	18.0	3	4	44	52	50	50
KCMS-F	Seattle	7.5	16.8	13	22	75	3	47	53
WYCB	Washington	10.3	12.2	9	2	33	65	27	73

HISPANIC

National Mean:		11.3	11.1	14.0	13.9	58.5	27.6	40.5	59.5
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>% M</u>	<u>% F</u>
KXKS	Albuquerque	24.6	5.1	14	12	59	29	45	55
WOJO	Chicago	9.5	13.3	14	32	63	5	54	46
WIND	Chicago	11.8	10.7	13	24	61	15	33	67
KUNO	Corpus C	12.7	9.9	24	3	36	61	39	61
KESS	Dallas	13.3	9.5	21	17	40	43	46	54
KBNA A/F	El Paso	8.8	14.3	8	23	61	16	36	64
KAMA	El Paso	12.3	10.2	14	6	69	25	48	52
KLAT	Houston	8.4	15.1	7	15	61	24	45	55
KXYZ	Houston	9.1	13.9	9	13	82	5	47	53
KLVE	LA	10.6	11.9	11	31	65	4	48	52
KTNO	LA	12.6	10.0	15	23	58	19	53	47
KWKW	LA	14.7	8.6	20	15	78	7	45	55
KSKQ-F	LA	7.8	16.1	7	22	68	10	42	58
KGBT	McAllen	11.1	11.3	21	9	50	41	48	52
KIWW-F	McAllen	7.7	16.4	9	20	69	11	42	58
KBOR A/F	McAllen	9.8	12.8	8	21	45	34	42	58
WAQI	Miami	13.2	9.5	12	1	37	62	48	52
WQBA	Miami	14.1	8.9	11	2	25	72	34	66
WCMO-F	Miami	10.6	11.9	11	7	70	23	35	65
WADO	NY	14.4	8.7	17	1	57	42	21	79
WSKQ-F	NY	12.0	10.5	15	11	83	6	53	47
WJIT	NY	13.7	9.2	14	8	59	33	28	72
KCOR	San Antonio	16.0	7.9	27	4	49	47	30	70

CLASSICAL

National Mean:		7.5	16.7	5.6	3.2	53.2	43.6	49.2	50.8
		<u>TSL</u>	<u>I/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>% M</u>	<u>% F</u>
KLEF	Anch	12.6	10.0	5	10	78	12	45	55
WCRB	Boston	7.2	17.5	6	4	52	44	54	46
WFMT	Chicago	5.2	24.0	5	3	49	48	50	50
WNIB	Chicago	8.0	15.7	2	1	55	44	53	47
WCLV	Cleveland	8.4	15.0	7	3	34	63	36	64
WRR	Dallas	7.0	18.1	7	4	48	48	43	57
KVOD	Denver	7.9	15.9	5	1	63	36	43	57
WQRS	Detroit	7.8	16.2	5	2	40	58	46	54
WTMI	Miami	8.7	14.5	12	3	41	56	52	48
WQXR	NY	7.1	17.8	5	2	45	53	55	45
WNCN	NY	6.8	18.6	4	3	60	37	51	49
WFLN	Philadelphia	8.4	15.0	4	0	49	51	58	42
KFSD	San Diego	8.8	14.3	10	4	51	45	46	54
KKHI A/F	SF	6.3	20.0	2	2	52	46	41	59
KDFC A/F	SF	7.1	17.7	5	9	64	27	52	48
KING-F	Seattle	8.6	14.6	7	2	65	33	65	35
WGMS A/F	Washington DC	6.4	19.7	4	2	58	40	47	53

JAZZ/NAC

National Mean:		7.2	17.5	4.8	6.0	85.4	8.6	57.3	42.7
		<u>TSL</u>	<u>I/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>% M</u>	<u>% F</u>
KLSK	Alb/SF	6.7	18.7	4	0	89	11	71	29
KNIK	Anch	6.7	18.9	0	0	78	22	56	44
WNUA	Chicago	7.6	16.5	5	8	86	6	66	34
WRBZ	Cincinnati	3.9	32.6	3	0	89	11	63	37
KOAI	Dallas	7.8	16.1	4	8	92	0	63	37
KHIH	Denver	6.6	19.0	4	6	90	4	54	46
WJZZ	Detroit	8.4	15.1	5	8	80	12	55	45
KTWV	LA	7.6	16.6	5	4	81	15	55	45
KKGO	LA	6.1	20.6	5	5	54	41	46	54
WXDJ	Miami	12.6	10.0	7	9	88	3	64	36
WBZN A/F	Milwaukee	8.9	14.1	3	13	84	3	54	46
WQCD	NY	8.3	15.1	6	4	87	9	57	43
WLOQ	Orlando	8.8	14.3	4	2	93	5	63	37
KGRX	Phoenix	5.1	24.5	4	5	95	0	76	24
KQPT	Sacramento	7.7	16.3	9	10	84	6	46	54
KIFM	San Diego	8.9	14.2	7	8	84	8	59	41
KKSF	SF	8.9	14.2	3	5	91	4	57	43
KBLX	SF	7.1	17.9	4	12	84	4	41	59
KNVA	Seattle	6.8	18.7	7	3	89	8	51	49
WHVE	Tampa	7.5	16.7	7	4	90	6	49	51



SECTION B

INDIVIDUAL MARKET REPORTS

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

DEFINITIONS, CLARIFICATIONS AND EXPLANATIONS

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Est. 1989 Revenue: \$14,500,000
HH Income: \$25,700
Retail \$: 3.5 Bil
Pop Per Station: 25,600
#1 Biller: WAAA \$2,000,000

The revenue estimates are based upon calculations made in the 1990 edition of Duncan's Radio Market Guide. The figures are gross and they do not include trades.

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

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

The data comes from Sales & Marketing Management and they are dated 1 October, 1989.

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

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

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

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

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

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

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

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

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

Next is the Latest Birch audience data for each station.

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

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

DEMOGRAPHIC AND DAYPART RANKINGS

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

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

- WOM 18-24: Women 18-24, Mon-Sun, 6A-MID, Metro
- WOM 18-34: Women 18-34, Mon-Sun, 6A-MID, Metro
- WOM 18-49: Women 18-49, Mon-Sun, 6A-MID, Metro
- WOM 25-34: Women 25-34, Mon-Sun, 6A-MID, Metro
- WOM 25-54: Women 25-54, Mon-Sun, 6A-MID, Metro

- MEN 18-24: Men 18-24, Mon-Sun, 6A-MID, Metro
- MEN 18-34: Men 18-34, Mon-Sun, 6A-MID, Metro
- MEN 18-49: Men 18-49, Mon-Sun, 6A-MID, Metro
- MEN 25-34: Men 25-34, Mon-Sun, 6A-MID, Metro
- MEN 25-54: Men 25-54, Mon-Sun, 6A-MID, Metro

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

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

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

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

CAPSULE STATION DESCRIPTIONS

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

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

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

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

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

WAAA-F programs a CHR format.

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

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

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

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

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

CALL LETTER CHANGES: The old calls and new calls for stations which have changed calls since the last issue of American Radio. The date of the change is listed if it is available.

FORMAT CHANGES: This table should probably be called "major format changes." It is nearly impossible to track down every subtle change in format for every station. I hope to list the major changes at major stations since the previous edition of American Radio.

STATION SALES: This section lists the proposed sales in each market. These sales do not necessarily close. If I know the brokers involved, they are also listed. In some cases, I had to estimate the sale price.

MISCELLANEOUS COMMENTS: These are various comments and observations which come to my mind as I process the data for each market.

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

AKRON

Arbitron Rank/Pop (12+): 67/537,600
 MSA Rank/Pop: 76/648,000
 Cleveland ADI
 Average Person Ratings: 17.4
 Market TSL: 22.5 hours

Stations: 26/77
 Diaries: 1061/507:1/61.9%
 Sample Target: 930
 % Below Line: 54.0
 % Not Listed: 10.9

1989 Revenue: \$13,300,000
 HH Inc.: \$32,063
 Retail \$: 4.3 Bil
 Pop per Station: 76,800
 #1 Biller: WKDD-F \$3,700,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume
1. WKDD-F (CHR)	81/ 8.7	9.1	8.4	11.3	10.3	----	151/2407	1259/23.4	22.0	20.9	66	9.9	93	1568
2. WNIR-F (T)	69/ 7.4	5.3	6.9	6.7	4.3	----	86/878	658/12.2	11.8	15.2	82	5.2	49	592
3. WAKR (MOR)	59/ 6.3	5.6	6.7	7.5	7.6	----	61/1144	998/18.6	18.6	19.9	87	6.7	63	977
4. WDOK-F (AC)	58/ 6.2	4.5	3.8	4.4	3.3	----	94/1299	750/14.0	11.6	10.2	129	3.7	35	437
5. WONE-F (AOR)	51/ 5.5	7.3	6.6	6.8	6.2	----	90/1279	780/14.5	14.0	14.5	104	10.3	97	982
6. WMMS-F (AOR)	47/ 5.0	5.8	8.7	8.6	7.1	----	85/1603	918/17.1	18.1	21.2	122	5.8	54	966
WGAR-F (C)	47/ 5.0	2.6	3.7	2.9	2.6	----	61/894	618/11.5	7.9	9.8	118	4.9	46	425
8. WMJI-F (AC)	46/ 4.9	4.6	4.6	6.5	5.6	----	76/1236	721/13.4	14.0	12.3	167	4.1	38	581
9. WLTF-F (AC)	45/ 4.8	6.1	4.2	4.7	5.1	----	71/1165	745/13.9	13.9	12.7	148	3.1	29	499
10. WPHR-F (CHR)	41/ 4.4	5.6	2.9	1.9	2.3	----	69/1249	754/14.0	16.2	10.4	23	7.0	66	888
11. WQMX-F (AC)	39/ 4.2	3.4	2.5	3.2	4.1	----	63/935	536/10.0	7.6	7.3	155	3.5	33	323
12.														
13.														
14.														
15.														

12+ FM SHARE (METRO): 82.93% (690 of 832) (FAL 88: 80.94%)

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

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER	RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		122 (2)	122 (2)	14.7	13.0	WHLO	640 Akron/Cleveland	0.7/1.9/ 15/ 225		
AOR/CLASSIC		136 (4)	136 (4)	16.3	21.3	WSLR	1350 Akron	2.4/7.2/ 34/ 499		
AC/OLDIES/SOFT ROCK		188 (4)	188 (4)	22.6	17.4					
MOR/VARIETY	59 (1)		59 (1)	7.1	7.7	WCLV-F	95.5 Cleveland	0.6/3.1/ 12/ 256		
COUNTRY	28 (2)	61 (2)	89 (4)	10.7	11.1	WGAR	1220 Cleveland	0.6/2.7/ 8/ 230		
BLACK/URBAN		34 (1)	34 (1)	4.1	2.8	WHBC-F	94.1 Canton/Akron	3.3/7.3/105/1271		
BEAUTIFUL/EASY		58 (2)	58 (2)	7.0	7.4	WHK	1420 Cleveland	0.5/2.0/ 6/ 160		
NEWS/TALK	31 (2)	69 (1)	100 (3)	12.0	12.1	WNCX-F	98.5 Cleveland	2.1/9.2/ 29/ 653		
NOSTALGIA	17 (1)		17 (1)	2.0	3.0	WNWV-F	107.3 Elyria/Cleveland	1.4/4.9/ 18/ 376		
RELIGION/GOSPEL	7 (1)	3 (1)	10 (2)	1.2	1.3	WQAL-F	104.1 Cleveland	2.9/7.1/ 31/ 496		
SPANISH						WQXK-F	105.1 Salem/Youngstown	1.5/4.9/ 42/ 644		
CLASSICAL		6 (1)	6 (1)	0.7	0.8	WRMR	850 Cleveland	1.8/4.1/ 36/ 380		
JAZZ/NEW AGE		13 (1)	13 (1)	1.6	2.0	WRQK-F	106.9 Canton/Akron	1.9/6.5/ 63/ 977		
UNKNOWN/OTHERS						WTOF-F	98.1 Canton/Akron	0.3/1.4/ 7/ 209		
						WWNE	1100 Cleveland	2.8/9.6/ 49/1059		
	142 (7)	690 (19)	832 (26)			WZAK-F	93.1 Cleveland	3.6/7.9/ 42/ 563		

RADIO STATIONS

WAKR, 1590, 5 KW (DA-N), MOR, MBS, \$ 50.00 (Mc-Guild), Ragan Henry
 WHLO, 640, 5 KW/500 W (DA-2), RELIGION, ABC D, \$ 14.00 (---), Mortenson
 WSLR, 1350, 5 KW (DA-1), COUNTRY, ABC E, \$ 28.00 (Katz), Barnstable

WKDD-F, 95.6, 50 KW @ 450, CHR, \$ 75.00 (Katz), Barnstable
 WNIR-F, 100.1, 3 KW @ 333, TALK, CBS, \$ 34.00 (K & P), (KENT)
 WONE-F, 97.5, 13 KW @ 890, AOR, \$ 58.00 (Mc-Guild), Ragan Henry
 WQMX-F, 94.9, 16 KW @ 880, AC, \$ 38.00 (Banner), (MEDINA)

OTHER RANKED STATIONS: See Cleveland or Canton

ALBANY-SCHENECTEDY-TROY

Arbitron Rank/Pop (12+): 54/723,900
 MSA Rank/Pop: 60/860,000
 ADI # 53
 Average Person Ratings: 17.5
 Market TSL: 23.00 hours

Stations: 26/23
 Diaries: 1045/693:1/53.3%
 Sample Target: 1060
 % Below Line: 1.4
 % Not Listed: 11.2

1989 Revenue: \$20,900,000
 HH Inc.: \$37,838
 Retail \$: 6.7 Bil
 Pop per Station: 31,473
 #1 Biller: WPYX-F \$4,300,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion	Birch Share	Birch AQH	Birch Cume	
1. WGNA-AF (C)	139/11.0	8.2	10.1	10.8	8.4	10.0	262/2440	1260/17.4	18.3	15.9	118	11.0	122	1014	WGNA-AF
2. WROW-F (EZ)	134/10.6	9.6	9.4	9.9	10.7	9.9	178/1903	1300/18.0	16.3	18.3	67	5.7	69	829	WROW-F
3. WGY (HOR)	131/10.3	9.8	9.7	9.3	8.9	9.8	184/2597	1716/23.7	23.8	22.6	95	8.9	108	1778	WGY
4. WFLY-F (CHR)	100/ 7.9	9.4	7.1	8.6	7.6	8.3	124/2127	1520/21.0	21.0	19.6	72	10.9	132	1652	WFLY-F
5. WPYX-F (AOR)	99/ 7.8	8.3	10.2	8.9	10.6	8.8	177/2494	1566/21.6	23.6	24.2	127	11.2	136	1711	WPYX-F
6. WGY -F (CHR)	78/ 6.2	4.5	4.8	4.0	5.0	4.9	99/1963	1336/18.5	19.0	19.6	73	5.6	68	1415	WGY -F
7. WKLI-F (AC)	74/ 5.8	6.6	6.0	6.1	6.6	6.1	77/1203	1149/15.9	15.7	16.8	131	5.1	62	870	WKLI-F
8. WTRY (O)	55/ 4.3	3.4	3.5	3.6	3.7	3.7	60/889	736/10.2	10.2	11.8	137	2.7	33	611	WTRY
9. WQBK (N/T)	54/ 4.3	4.3	4.0	4.8	4.6	4.4	57/729	666/ 9.2	8.1	9.2	47	3.7	45	582	WQBK
10. WQBK-F (AOR)	48/ 3.8	4.1	4.3	5.3	4.8	4.4	49/884	825/11.4	12.9	13.7	126	6.2	75	1077	WQBK-F
11. WVKZ-F (AOR)	34/ 2.7	2.3	2.1	1.4	2.7	2.1	35/558	512/ 7.1	6.7	5.9	63	4.3	52	775	WVKZ-F
12. WABY (BB)	31/ 2.4	2.6	3.1	2.4	2.5	2.6	31/434	434/ 6.0	5.9	4.5	21	1.5	18	346	WABY
13. WHRL-F (EZ)	26/ 2.1	1.6	1.7	1.4	1.0	1.7	27/295	286/ 4.0	4.3	4.1	133	1.1	13	236	WHRL-F
14. WROW (EZ)	22/ 1.7	2.1	2.7	2.1	2.2	2.2	32/503	378/ 5.2	7.9	6.9	112	1.1	13	245	WROW
WPTR (N/T)	22/ 1.7	1.4	1.0	1.0	1.3	1.3	23/634	600/ 8.3	5.2	5.2	129	2.1	25	429	WPTR

12+ FM SHARE (METRO): 70.84% (797 of 1125) (FAL 88: 70.90%)

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

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

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		182 (3)	182 (3)	16.2	18.4	WCKL 560 Catskill	0.6/1.6/ 8/113
AOR/CLASSIC		191 (4)	191 (4)	17.0	18.5	WEQX-F 102.7 Manchester	0.8/3.4/15/436
AC/OLDIES/SOFT ROCK	55 (1)	112 (5)	167 (6)	14.8	13.9	WKOL-F 97.7 Amsterdam	0.8/3.2/12/351
MOR/VARIETY	139 (2)		139 (2)	12.4	13.9	WQQY-F 102.3 Saratoga Spgs.	0.3/1.9/ 6/158
COUNTRY	5 (1)	134 (1)	139 (2)	12.4	9.7	WSHQ-F 103.5 Coblesk/Schnct	0.4/2.3/32/504
BLACK/URBAN						WSHZ-F 98.3 Rotterdam/Albn	1.2/5.9/17/503
BEAUTIFUL/EASY	22 (1)	160 (2)	182 (3)	16.2	13.6	WSSV-F 101.3 Stillwater	0.6/2.7/ 9/259
NEWS/TALK	76 (2)		76 (2)	6.8	6.9		
NOSTALGIA	31 (1)		31 (1)	2.8	2.9	WJIV-F 101.9 Cherry Valley	0.4/1.3/ 8/243
RELIGION/GOSPEL		5 (1)	5 (1)	0.4	0.7	WPDH-F 101.5 Poughkeepsie	0.5/1.2/29/504
SPANISH						WSPK-F 104.7 Poughkeepsie	0.6/1.4/28/514
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS		13 (2)	13 (2)	1.2	1.5		
	328 (8)	797 (18)	1125 (26)				

RADIO STATIONS

WABY, 1400, 1 KW	, NOSTALGIA	, \$ 17.00 (Durpetti)	Premiere
WGY, 810, 50 KW	, MOR	CBS, \$ 85.00 (Eastman)	Empire
WPTR, 1540, 50 KW (DA-1)	, NEWS/TALK	US 2, ABC C, \$ 26.00 (Torbet)	
WQBK, 1300, 5 KW (DA-2)	, TALK	CBS, ABC T, \$ 30.00 (HNWH)	
WROW, 590, 5 KW/1 KW (DA-2)	, COMBINATION WITH WROW-F		
WTRY, 980, 5 KW (DA-N)	, OLDIES	MBS, ABC D, \$ 37.00 (Mc-Guild)	Merv Griffin
WFLY-F, 92.3, 17 KW @ 890, CHR		ABC C, \$ 55.00 (Torbet)	
WGNA-F, 107.7, 13 KW @ 980, COUNTRY		, \$ 51.00 (Republic)	Barnstable
WGY-F, 99.5, 15 KW @ 930, CHR		SOURCE, \$ 47.00 (Eastman)	Empire
WHRL-F, 103.1, 1 KW @ 400, EZ		MBS, \$ 18.00 (---)	
WKLI-F, 100.9, 3 KW @ 300, AC		US 1, \$ 60.00 (Durpetti)	Premiere
WSHZ-F, 98.3, 3 KW @ 328, AC		TRNSTR, \$ 23.00 (HNWH)	
WPYX-F, 106.5, 15 KW @ 902, AOR		ABC R, \$ 85.00 (Mc-Guild)	Merv Griffin
WQBK-F, 103.9, 3 KW @ 300, CLASSIC AOR		RADRAD, \$ 33.00 (HNWH)	
WROW-F, 95.5, 13 KW @ 1020, BTFL/EZ		, \$ 46.00 (Christal)	Radio Terrace
WVKZ-F, 96.7, 3 KW @ 328, CHR/AOR		SMN, SOURCE, \$ 24.00 (Banner)	

MISCELLANEOUS COMMENTS: WNJY-F changes to WSHZ-F (June)...WKOL A/F (Amsterdam) sold by Sage for \$1,500,000...

ALBUQUERQUE

Arbitron Rank/Pop (12+): 78/459,800
MSA Rank/Pop: 101/504,000
ADI # 49
Average Person Ratings: 17.7
Market TSL: 23.25 hours

Stations: 26/26
Diaries: 944/487:1/56.8%
Sample Target: 840
% Below Line: 0.0
% Not Listed: 10.9

1989 Revenue: \$18,200,000
HH Inc.: \$29,790
Retail \$: 4.0 Bil
Pop per Station: 17,684
#1 Biller: KKOB \$3,400,000

12+ METRO	1/4/SHARE	SPG					4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG		% Conversion	Birch Share	Birch AQH	Birch Cume	
		89	FAL 88	SPG 88	FAL 87	88				89	FAL 88					
1. KRST-F (C)	101/12.4	13.3	9.4	10.9	9.9	----	164/1672	1075/23.4	23.2	19.9	124	15.7	131	1085	KRST-F	
2. KKOB (MOR)	92/11.3	10.5	10.4	11.3	11.1	----	122/1786	1212/26.4	22.8	25.9	88	9.9	83	849	KKOB	
3. KZRR-AF (AOR)	69/ 8.4	7.7	7.2	8.2	7.1	----	91/1205	927/20.2	19.4	18.0	132	9.1	73	1140	KZRR-AF	
4. KKOB-F (AC)	65/ 8.0	7.5	12.0	11.0	13.1	----	92/1495	1058/23.0	24.1	28.9	114	9.4	79	1147	KKOB-F	
5. KZKL-AF (O)	48/ 5.9	5.2	2.1	1.4	2.3	----	58/757	652/14.2	11.6	2.7	144	5.6	45	449	KZKL-AF	
6. KKJY-F (EZ)	45/ 5.5	5.5	7.5	5.5	5.6	----	58/849	568/12.4	12.0	15.1	64	3.0	25	382	KKJY-F	
7. KKSS-F (CHR)	41/ 5.0	5.1	7.1	6.9	7.1	----	52/1031	807/17.6	14.9	16.3	48	5.7	48	828	KKSS-F	
8. KXKS (SP)	32/ 3.9	0.9	1.1	4.2	2.2	----	32/177	164/ 3.6	1.7	1.6	105	2.5	21	283	KXKS	
9. KMQ-F (CHR)	31/ 3.8	5.8	2.9	3.2	4.8	----	44/1049	672/14.6	14.1	12.3	39	5.3	44	639	KMQ-F	
10. KIVA-F (CHR)	29/ 3.6	3.3	3.3	3.3	4.6	----	54/1016	646/14.0	13.2	14.3	42	4.3	36	728	KIVA-F	
11. KHFM-F (CL)	27/ 3.3	3.2	2.7	2.2	2.8	----	53/586	407/ 8.9	8.2	7.1	124	2.4	20	348	KHFM-F	
12. KFVG-F (AOR)	26/ 3.2	3.6	5.3	6.6	6.0	----	48/952	638/13.7	12.8	16.7	69	3.7	31	729	KFVG-F	
13. KMG-F (AC)	19/ 2.3	3.9	3.0	3.5	2.6	----	23/515	416/ 9.0	8.6	9.5	122	2.2	18	249	KMG-F	
14. KLSK-F (J/NA)	17/ 2.1	1.9	2.2	2.4	2.2	----	29/497	318/ 6.9	6.3	6.8	157	2.5	21	321	KLSK-F	
15. KABQ (SP)	16/ 2.0	3.4	0.8	0.9	1.3	----	19/273	222/ 4.8	5.8	3.7	75	1.7	14	163	KABQ	
16. KZRQ (AOR)	14/ 1.7	1.0	1.6	----	----	----	14/147	147/ 3.2	2.8	3.0	12	2.5	21	153	KZRQ	
17. KKBR-F (O)	10/ 1.2	1.8	1.6	1.3	----	----	32/550	225/ 4.9	6.2	5.1	183	1.7	14	205	KKBR-F	
18. KDEF (BB)	9/ 1.1	1.3	2.9	2.7	2.2	----	10/180	154/ 3.3	4.4	5.7	18	1.6	13	105	KDEF	
19. KMYI-F (AC)	8/ 1.0	1.2	1.8	0.5	----	----	8/201	194/ 4.2	4.6	3.9	130	0.6	5	100	KMYI-F	
KALY (SP)	8/ 1.0	0.4	----	----	0.1	----	8/116	116/ 2.5	1.4	0.0	150	0.7	6	103	KALY	

12+ FM SHARE (METRO): 73.42% (533 of 726) (FAL 88: 74.40%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKOB-F	1 KKOB-F	1 KKOB-F	1 KKOB-F	1 KRST-F	1 KFVG-F	1 KZRR-AF	1 KZRR-AF	1 KRST-F	1 KRST-F
2 KRST-F	2 KRST-F	2 KRST-F	2 KRST-F	2 KKOB-F	2 KRST-F	2 KRST-F	2 KRST-F	2 KZRR-AF	2 KZRR-AF
3 KZRR-AF	3 KZRR-AF	3 KZRR-AF	3 KZKL-AF	3 KZKL-AF	3 KZRR-AF	3 KFVG-F	3 KKOB-F	3 KKOB	3 KKOB >
KMQ-F	4 KZKL-AF	4 KZKL-AF	4 KZRR-AF	4 KKOB	KKSS-F	4 KKOB-F	4 KZKL-AF	4 KKOB-F	4 KZKL-AF
KKSS-F	5 KMQ-F	5 KMG-F	5 KKOB	5 KZRR-AF	5 KZRQ >	5 KKSS-F	5 KFVG-F	5 KZKL-AF	5 KZKL-AF
6 KZKL-AF	KKSS-F	KKOB	6	6	6 KMQ-F	6 KZKL-AF	6 KLSK-F	6 KFVG-F	6

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
-----	---	---	-----	-	-	-----	-----	---	---
TOP 40/CHR/CONTEMP		101 (3)	101 (3)	13.9	14.8	KKIM 1000 Albuquerque	0.4/2.1/	3/	96
AOR/CLASSIC	16 (2)	93 (2)	109 (4)	15.0	16.3	KMBA 1050 L Ranchs Dalbq	0.5/2.0/	4/	94
AC/OLDIES/SOFT ROCK	6 (2)	149 (5)	155 (7)	21.3	22.1	KQEO 920 Albuquerque	0.6/3.6/	5/	218
MOR/VARIETY	92 (1)		92 (1)	12.7	11.5	KRZY 1450 Albuquerque	0.9/4.0/	7/	193
COUNTRY	7 (1)	101 (1)	108 (2)	14.9	12.7				
BLACK/URBAN									
BEAUTIFUL/EASY		45 (1)	45 (1)	6.2	8.3				
NEWS/TALK					2.4				
NOSTALGIA	9 (1)		9 (1)	1.2	3.2				
RELIGION/GOSPEL	3 (1)		3 (1)	0.4	1.3				
SPANISH	56 (3)		56 (3)	7.7	2.1				
CLASSICAL		27 (1)	27 (1)	3.7	3.0				
JAZZ/NEW AGE		17 (1)	17 (1)	2.3	2.4				
UNKNOWN/OTHERS	4 (1)		4 (1)	0.6					
	193 (12)	533 (14)	726 (26)						

RADIO STATIONS

KABQ, 1350, 5 KW/500 W (DA-2), HISPANIC	, \$ 18.00 (Caballero)	
KDEF, 1150, 5 KW/500 W (DA-N), NOSTALGIA	, \$ 17.00 (---)	
KKOB, 770, 50 KW (DA-N), MOR	ABC I, \$ 68.00 (Mc-Guild)	Fairmont
KQEO, 920, 1 KW/500 W (DA-N), OLDIES	ABC E, \$ 17.00 (Banner)	Penn
KRZY, 1450, 1 KW (DA-1), COUNTRY	MBS, \$ 25.00 (Katz)	Commonwealth
KXKS, 1190, 10 KW (DAYS), HISPANIC	CRC, UPI, \$ 20.00 (Caballero)	
KFMG-F, 107.9, 22 KW @ 4130, AOR	ABC R, \$ 34.00 (HNWH)	Coastal
KHFM-F, 96.3, 20 KW @ 4110, CLASSICAL	, \$ 26.00 (CMBS)	
KIVA-F, 105.1, 100 KW @ 1973, CHR	, \$ 27.00 (Banner)	First Cities (SANTA FE)
KKBR-F, 98.5, 100 KW @ 1781, OLDIES	, \$ 24.00 (Torbet)	(LOS ALAMOS)
KKJY-F, 100.3, 20 KW @ 4110, BTFL/EZ	, \$ 20.00 (Torbet)	
KKOB-F, 93.3, 21 KW @ 4150, AC	, \$ 75.00 (Mc-Guild)	Fairmont
KKSS-F, 97.3, 100 KW @ 1700, CHR/URBAN	, \$ 30.00 (Eastman)	SunGroup (SANTA FE)
KLSK-F, 104.1, 100 KW @ 1876, JAZZ/NAC	, \$ 30.00 (K & P)	(SANTA FE)
KMGA-F, 99.5, 20 KW @ 4134, SOFT AC	US 2, \$ 27.00 (Banner)	Penn
KMYI-F, 107.1, 50 KW @ 463, AC	, \$ 20.00 (Roslin)	(ARMIJO)
KNMQ-F, 105.9, 100 KW @ 1936, CHR	ABC C, \$ 34.00 (Christal)	(SANTA FE)
KRST-F, 92.3, 23 KW @ 4110, COUNTRY	, \$ 60.00 (Katz)	Commonwealth
KZKL-F, 101.7, 3 KW @ 98, OLDIES	CBS, \$ 18.00 (Christal)	(RIO RANCHO)
KZRR-F, 94.1, 22 KW @ 4130, AOR	SOURCE, \$ 50.00 (Republic)	Anchor

CALL LETTER CHANGES

KZIA A/F changes to KZKL A/F (Nov)

FORMAT CHANGES

STATION SALES

KLSK-F (Santa Fe) sold for \$2,000,000 (Kalil)...
 KKOB A/F: From Fairmont to Fritzingler for \$20,000,000 (Stevens)...

ALLENTOWN-BETHLEHEM

Arbitron Rank/Pop (12+): 62/575,600
 MSA Rank/Pop: 73/679,000
 Philadelphia ADI
 Average Person Ratings: 17.4
 Market TSL: 23.00 hours

Stations: 36/14
 Diaries: 1043/552:1/60.1%
 Sample Target: 950
 % Below Line: 17.1
 % Not Listed: 12.1

1989 Revenue: \$15,800,000
 HH Inc.: \$35,513
 Retail \$: 5.0 Bil
 Pop per Station: 41,114
 #1 Biller: WLEV-F \$3,600,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WFMZ-F (EZ)	141/14.1	14.2	12.8	14.6	16.0	13.9	162/1618	1346/23.4	20.3	24.3	81	10.2	96	958	WFMZ-F
2. WLEV-F (AC)	127/12.7	10.7	13.5	11.0	10.9	12.0	153/1759	1315/22.8	29.6	23.6	159	9.9	93	1016	WLEV-F
3. WZZO-F (AOR)	95/ 9.5	11.5	11.1	12.2	11.1	11.1	125/1607	1212/21.1	22.9	23.3	108	15.6	147	1452	WZZO-F
4. WAEB-F (CHR)	83/ 8.3	10.8	10.9	10.8	9.8	10.2	101/1614	1325/23.0	26.7	25.8	78	11.4	108	1493	WAEB-F
5. WHXT-F (CHR)	79/ 7.9	5.7	6.7	5.9	5.2	6.6	96/1606	1215/21.1	24.2	17.5	70	10.4	98	1380	WHXT-F
6. WAEB (AC)	43/ 4.3	5.7	5.5	4.6	6.3	5.0	43/763	756/13.1	14.1	13.5	156	4.8	45	543	WAEB
7. WEST (BB)	41/ 4.1	1.8	4.2	2.9	3.6	3.3	42/404	390/ 6.8	8.2	6.0	46	2.6	25	204	WEST
8. WKAP (BB)	39/ 3.9	2.9	2.0	4.5	3.2	3.3	39/371	371/ 6.4	7.0	7.3	26	1.8	17	356	WKAP
9. WYSP-F (AOR)	32/ 3.2	2.5	2.0	2.9	2.6	2.7	55/654	444/ 7.7	7.6	8.0	144	2.5	24	579	WYSP-F
10. WKKW (C)	26/ 2.6	4.0	3.0	3.4	3.4	3.3	27/463	434/ 7.5	7.4	7.3	115	2.8	26	264	WKKW

12+ FM SHARE (METRO): 74.94% (661 of 882) (FAL 88: 72.59%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHXT-F	1 WZZO-F>	1 WLEV-F	1 WLEV-F>	1 WLEV-F>	1 WFMZ-F>	1 WLEV-F<	1 WFMZ-F	1 WFMZ-F	1 WHXT-F	1 WLEV-F
2 WAEB-F>>	2 WLEV-F<	2 WZZO-F>	2 WZZO-F	2 WFMZ-F	2 WLEV-F>>	2 WFMZ-F>	2 WLEV-F>	2 WLEV-F<	2 WAEB-F	2 WFMZ-F
3 WZZO-F	3 WAEB-F	3 WAEB-F	3 WFMZ-F	3 WZZO-F>	3 WKAP	3 WZZO-F	3 WZZO-F	3 WZZO-F	3 WLEV-F	3 WKAP
4	4 WHXT-F	4 WHXT-F	4 WAEB-F	4 WAEB-F	4 WAEB-F	4 WAEB-F<	4 WAEB-F	4 WAEB-F	4 WZZO-F	4 WZZO-F
5	5 WYSP-F	5 WFMZ-F	5 WHXT-F	5 WAEB-F	5 WAEB-F	5 WHXT-F	5 WHXT-F	5 WHXT-F	5 WFMZ-F	5 WAEB

WOM 18-24 WOM 18-34 WOM 25-34 WOM 18-49 WOM 25-54 MEN 18-24 MEN 18-34 MEN 25-34 MEN 18-49 MEN 25-54

1 WHXT-F	1 WLEV-F<	1 WLEV-F>>	1 WLEV-F>	1 WLEV-F>	1 WZZO-F>>	1 WZZO-F>>	1 WZZO-F	1 WZZO-F	1 WLEV-F
2 WAEB-F>	2 WAEB-F<	2 WZZO-F	2 WAEB-F	2 WFMZ-F>>	2 WAEB-F>	2 WYSP-F>	2 WYSP-F	2 WLEV-F>	2 WZZO-F>
3 WZZO-F>>	3 WHXT-F	3 WAEB-F	3 WHXT-F<	3 WAEB-F	3 WHXT-F	3 WLEV-F	3 WLEV-F>>	3 WAEB-F<	3 WYSP-F
4 WLEV-F	4 WZZO-F	4 WHXT-F>	4 WFMZ-F	4 WZZO-F	4 WYSP-F>>	4 WAEB-F>	4 WAEB-F>	4 WYSP-F	4 WFMZ-F
5	5	5 WFMZ-F	5 WZZO-F	5 WHXT-F	5	5 WHXT-F	5	5 WHXT-F	5 WAEB-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		174 (5)	174 (5)	19.7	17.3	WEEX 1230 Easton	0.9/3.4/ 9/ 207
AOR/CLASSIC		136 (3)	136 (3)	15.4	18.3	WGPA 1100 Bethlehem	0.3/1.5/ 3/ 84
AC/OLDIES/SOFT ROCK	107 (5)	154 (5)	261 (10)	29.6	21.3	WLSH 1410 Lansford	0.3/1.0/ 9/ 134
MOR/VARIETY	11 (2)		11 (2)	1.2	1.3	WRNJ 1000 Hackettstown	0.8/1.7/ 8/ 95
COUNTRY	26 (1)	15 (1)	41 (2)	4.6	5.1	WYNS 1160 Lehighton	1.3/2.4/ 19/ 223
BLACK/URBAN		3 (1)	3 (1)	0.3			
BEAUTIFUL/EASY		162 (3)	162 (3)	18.4	20.2	KYW 1060 Philadelphia	0.9/6.2/ 11/ 459
NEWS/TALK	33 (5)	5 (1)	38 (6)	4.3	6.8	WABC 770 New York	1.0/1.9/ 22/ 304
NOSTALGIA	44 (2)		44 (2)	5.0	8.5	WAVT-F 101.9 Pottsville	0.5/1.2/ 38/ 504
RELIGION/GOSPEL					0.3	WCAU 1210 Philadelphia	0.4/1.8/ 7/ 146
SPANISH						WEAZ-F 101.1 Philadelphia	1.8/4.4/ 23/ 381
CLASSICAL		7 (1)	7 (1)	0.8	0.7	WFAN 660 New York	0.3/1.2/ 8/ 187
JAZZ/NEW AGE						WFLN-F 95.7 Philadelphia	0.7/2.4/ 9/ 184
UNKNOWN/OTHERS		5 (1)	5 (1)	0.6		WIOQ-F 102.1 Philadelphia	0.3/1.7/ 3/ 118
	221 (15)	661 (21)	882 (36)			WKRZ-F 98.5 Wilkes-Barre/Sc	0.3/1.9/ 9/ 205
						WLTW-F 106.7 New York	0.3/0.9/ 4/ 127
						WMGK-F 102.9 Philadelphia	1.0/2.4/ 15/ 218
						WMMR-F 93.3 Philadelphia	0.9/3.2/ 14/ 345
						WNEW 1130 New York	0.3/0.9/ 6/ 125
						WUOL-F 98.1 Philadelphia	0.5/2.3/ 11/ 261
						WOR 710 New York	0.7/2.5/ 25/ 314
						WPLJ-F 95.5 New York	0.6/1.4/ 11/ 229
						WSNI-F 104.5 Philadelphia	0.9/2.4/ 12/ 228
						WUSL-F 98.9 Philadelphia	0.3/1.7/ 4/ 122
						WNDB-F 96.5 Philadelphia	0.5/1.8/ 7/ 139
						WWSH-F 97.9 Hazelton	0.3/0.9/ 22/ 191
						WXTU-F 92.5 Philadelphia	1.5/5.6/ 28/ 495

RADIO STATIONS

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

OTHER RANKED STATIONS -- See Philadelphia MISCELLANEOUS COMMENTS: WQQQ-F changes to WHXT-F (October)

ANCHORAGE

Arbitron Rank/Pop (12+): 166/180,600
 MSA Rank/Pop: 185/231,700
 No ADI
 Average Person Ratings: 17.0
 Market TSL: 22.50 hours

Stations: 17/17
 Diaries: 599/301:1/51.7%
 Sample Target: 550
 % Below Line: 0.0
 % Not Listed: 11.4

1989 Revenue: \$8,300,000
 HH Inc.: \$42,879
 Retail \$: 2.3 Bil
 Pop per Station: 10,623
 #1 Biller: KGOT-F \$1,200,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KPXR-F (CHR)	41/13.4	11.8	8.1	7.8	11.4	----	42/623	592/32.8	27.0	22.2	64	13.8	48	571	KPXR-F
2. KGOT-F (CHR)	37/12.1	10.4	12.8	13.3	20.4	----	39/605	584/32.3	29.4	31.8	87	12.3	43	657	KGOT-F
3. KWHL-F (AOR)	30/ 9.8	11.0	12.8	14.3	11.1	----	30/402	376/20.8	20.3	22.2	78	16.9	59	540	KWHL-F
4. KBFX-F (AOR)	25/ 8.1	3.2	2.3	3.4	3.8	----	34/409	321/17.8	10.2	7.7	111	4.0	14	227	KBFX-F
5. KLEF-F (CL)	22/ 7.2	2.9	6.1	----	----	----	22/232	220/12.2	9.9	11.9	113	3.2	11	152	KLEF-F
6. KASH-F (C)	21/ 6.8	8.7	5.2	6.1	4.5	----	21/330	293/16.2	16.7	12.3	140	6.6	23	306	KASH-F
7. KYAK (C)	15/ 4.9	3.2	4.9	6.1	7.3	----	17/235	161/ 8.9	7.9	10.5	127	6.0	21	210	KYAK
8. KEAG-F (O)	14/ 4.6	6.4	9.3	9.2	----	----	19/262	206/11.4	15.7	19.2	124	6.3	22	300	KEAG-F
9. KENI (N/T)	11/ 3.6	7.2	3.8	4.8	7.8	----	17/313	199/11.0	13.9	9.7	92	4.0	14	238	KENI
10. KNIK-F (J/NA)	9/ 2.9	3.8	5.5	6.1	3.5	----	10/220	170/ 9.4	11.2	12.3	131	2.9	10	182	KNIK-F
11. KYMG-F (AC)	8/ 2.6	1.7	----	----	----	----	12/184	155/ 8.6	7.0	0.0	146	1.7	6	117	KYMG-F
KKSD (BB)	8/ 2.6	1.7	2.3	1.0	1.0	----	10/106	74/ 4.1	3.3	3.0	38	1.7	6	86	KKSD
KHAR (EZ)	8/ 2.6	4.0	2.3	3.4	4.5	----	12/170	110/ 6.1	8.5	6.3	92	3.4	12	97	KHAR
14. KKLV-F (AC)	6/ 2.0	2.9	3.5	2.7	4.5	----	6/108	108/ 6.0	11.1	10.4	120	1.7	6	160	KKLV-F
KFQD (AC)	6/ 2.0	6.1	5.5	5.4	6.2	----	7/277	168/ 9.3	12.7	13.7	145	3.7	13	223	KFQD
KBYR (O)	6/ 2.0	0.9	2.0	2.7	2.8	----	7/245	188/10.4	6.4	9.9	145	2.3	8	124	KBYR
17. KCFA (REL)	5/ 1.6	0.9	2.3	1.4	0.3	----	7/115	84/ 4.7	4.3	5.2	119	0.6	2	64	KCFA

12+ FM SHARE (METRO): 78.31% (213 of 272) (FAL 88: 74.52%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPXR-F	1 KGOT-F	1 KGOT-F	1 KGOT-F	1 KGOT-F	1 KLEF-F	1 KGOT-F	1 KGOT-F	1 KPXR-F	1 KGOT-F	1 KWHL-F
2	2 KWHL-F	2 KPXR-F	2 KASH-F	2 KASH-F	2 KYAK	2 KPXR-F	2 KPXR-F	2 KPXR-F	2 KPXR-F	2 KGOT-F
3	3 KPXR-F	3 KWHL-F	3 KBFX-F	3 KBFX-F	3 KASH-F	3 KASH-F	3 KWHL-F	3 KWHL-F	3 KWHL-F	3 KPXR-F
4	4 KBFX-F	4 KBFX-F	4 KPXR-F	4 KPXR-F	4 KENI	4 KWHL-F	4 KLEF-F	4 KBFX-F	4 KBFX-F	4 KASH-F
5	5 KASH-F	5 KASH-F	5 KWHL-F	5 KLEF-F	5	5 KEAG-F	5 KBFX-F	5 KLEF-F	5 KLEF-F	5
6	6	6	6 KEAG-F	6 KWHL-F	6	6	6 KEAG-F	6 KASH-F	6 KASH-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KPXR-F	1 KGOT-F	1 KGOT-F	1 KGOT-F	1 KGOT-F	1 KWHL-F	1 KWHL-F	1 KWHL-F	1 KWHL-F	1 KBFX-F
2 KGOT-F	2 KPXR-F	2 KPXR-F	2 KPXR-F	2 KLEF-F	2 KGOT-F	2 KGOT-F	2 KBFX-F	2 KBFX-F	2 KWHL-F
3 KWHL-F	3 KWHL-F	3 KYMG-F	3 KWHL-F	3 KPXR-F	3 KPXR-F	3 KBFX-F	3 KGOT-F	3 KGOT-F	3 KASH-F
4 KBFX-F	4 KYMG-F	4 KEAG-F	4 KLEF-F	4 KASH-F	4 KBFX-F	4 KPXR-F	4 KPXR-F	4 KPXR-F	4 KPXR-F
5	5 KEAG-F	5 KASH-F	5 KASH-F	5 KYAK	5 KEAG-F	5 KASH-F	5 KASH-F	5 KASH-F	5 KLEF-F
6	6 KBFX-F	6 KLEF-F	6 KBFX-F	6 KYMG-F	6	6	6	6	6 KGOT-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		78 (2)	78 (2)	28.7	22.9		
AOR/CLASSIC		55 (2)	55 (2)	20.2	14.0		
AC/OLDIES/SOFT ROCK	12 (2)	28 (3)	40 (5)	14.7	27.4		
MOR/VARIETY							
COUNTRY	15 (1)	21 (1)	36 (2)	13.2	13.7		
BLACK/URBAN					2.0		
BEAUTIFUL/EASY	8 (1)		8 (1)	2.9	2.5		
NEWS/TALK	11 (1)		11 (1)	4.0	4.1		
NOSTALGIA	8 (1)		8 (1)	2.9			
RELIGION/GOSPEL	5 (1)		5 (1)	1.8	2.5		
SPANISH							
CLASSICAL		22 (1)	22 (1)	8.1	6.7		
JAZZ/NEW AGE		9 (1)	9 (1)	3.3	6.1		
UNKNOWN/OTHERS							
	59 (7)	213 (10)	272 (17)				

RADIO STATIONS

KBYR, 700, 10 KW	, OLDIES	CBS, \$ 11.00 (Roslin)	
KENI, 550, 5 KW (DA-1)	, TALK/NEWS	ABC I, NBC, \$ 17.00 (Katz)	
KFQD, 750, 50 KW	, AC	, \$ 31.00 (Mc-Guild)	
KHAR, 590, 5 KW (DA-1)	, BTFL/EZ	, \$ 14.00 (Tacher)	
KKSD, 1080, 10 KW (DA-1)	, NOSTALGIA	SMN, ABC E, \$ 11.00 (MMR)	Comm. Pacific
KYAK, 650, 50 KW (DA-1)	, COUNTRY	MBS, \$ 20.00 (Christal)	Olympia
KASH-F, 107.5, 100 KW @ -300,	COUNTRY	ABC E, \$ 22.00 (MMR)	Comm. Pacific
KEAG-F, 97.3, 100 KW @ 590,	OLDIES	, \$ 20.00 (Republic)	
KBFX-F, 100.5, 25 KW @ 179,	CLASSIC ROCK	, \$ 17.00 (Katz)	
KGOT-F, 101.3, 26 KW @ -70,	CHR	MBS, \$ 34.00 (Christal)	Olympia
KKLV-F, 104.1, 55 KW @ 61,	AC	APR, \$ 15.00 (Tacher)	
KLEF-F, 98.1, 25 KW @ -85,	CLASSICAL	, \$ 18.00 (CMBS)	
KNIK-F, 105.3, 60 KW @ 269,	JAZZ/NAC	CBS, \$ 15.00 (Roslin)	
KPXR-F, 102.1, 25 KW @ 165,	CHR	, \$ 31.00 (Katz)	Ingstad
KWHL-F, 106.5, 50 KW @ -99,	AOR	, \$ 34.00 (Mc-Guild)	
KYMG-F, 98.9, 100 KW @ 500,	AC	APR, \$ 15.00 (Republic)	

MISCELLANEOUS COMMENTS: KENI-F changed to KBFX-F and format from AC to CLASSIC AOR (Sep)...

APPLETON-OSHKOSH

Arbitron Rank/Pop (12+): 134/258,600
 MSA Rank/Pop: 149/316,000
 Green Bay ADI
 Average Person Ratings: 17.1
 Market TSL: 22.50 hours

Stations: 22/14
 Diaries: 763/339:1/69.4%
 Sample Target: 640
 % Below Line: 22.2
 % Not Listed: 14.1

1989 Revenue: \$7,700,000
 HH Inc.: \$34,920
 Retail \$: 2.1 Bil
 Pop per Station: 18,471
 #1 Biller: WAPL-F \$2,200,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume
1. WAPL-F (AOR)	69/15.6	16.0	12.0	15.2	14.8	----	163/1886	757/29.3	28.7	27.0	96	20.4	87	969 WAPL-F
2. WIXX-F (CHR)	48/10.9	8.9	12.7	11.8	9.5	----	184/2310	816/31.6	29.9	30.8	91	15.0	64	858 WIXX-F
3. WMGV-F (CHR)	41/ 9.3	8.5	10.4	7.1	6.3	----	51/811	564/21.8	24.0	27.3	101	9.6	41	564 WMGV-F
4. WROE-F (EZ)	25/ 5.7	6.7	7.1	9.1	9.0	----	31/427	349/13.5	16.4	15.5	53	4.0	17	232 WROE-F
5. WHBY (MOR)	24/ 5.4	3.6	7.6	5.4	8.5	----	26/513	443/17.1	14.2	19.2	72	5.4	23	344 WHBY
6. WNAM (BB)	22/ 5.0	4.3	1.8	2.2	4.5	----	33/385	236/ 9.1	13.0	10.0	86	3.5	15	190 WNAM
7. WYNE (C)	20/ 4.5	4.7	3.8	5.2	5.0	----	25/365	224/ 8.7	10.4	9.1	76	3.3	14	154 WYNE
8. WDUZ-F (EZ)	18/ 4.1	3.6	2.2	3.9	2.3	----	86/948	229/ 8.9	9.0	7.5	105	1.6	7	132 WDUZ-F
9. WUSW-F (C)	16/ 3.6	4.9	4.7	4.2	4.8	----	21/285	218/ 8.4	10.4	10.6	119	3.0	13	131 WUSW-F
10. WGEE (C)	14/ 3.2	3.2	1.8	2.2	2.5	----	43/591	194/ 7.5	8.0	6.7	94	2.8	12	184 WGEE
11. WOSH (MOR)	12/ 2.7	3.4	5.1	3.9	4.3	----	14/242	181/ 7.0	9.1	10.6	78	4.0	17	287 WOSH
WKFX-F (O)	12/ 2.7	3.8	3.1	4.9	4.5	----	26/505	292/11.3	12.3	10.3	193	4.2	18	285 WKFX-F

12+ FM SHARE (METRO): 69.13% (262 of 379) (FAL 88: 65.19%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIXX-F	1 WAPL-F>>	1 WAPL-F>	1 WAPL-F>	1 WAPL-F>	1 WROE-F	1 WAPL-F	1 WAPL-F>	1 WAPL-F>	1 WAPL-F>	1 WAPL-F
2 WMGV-F	2 WIXX-F	2 WIXX-F	2 WIXX-F<	2 WIXX-F	2 WNAM	2 WIXX-F	2 WIXX-F	2 WIXX-F	2 WIXX-F>	2 WIXX-F>
3 WAPL-F	3 WMGV-F	3 WMGV-F	3 WMGV-F>	3 WMGV-F>	WHBY	3 WMGV-F>	3 WMGV-F	3 WMGV-F>	3 WMGV-F>	3 WMGV-F
4	4	4	4 WKFX-F	4 WKFX-F	4 WYNE	4 WHBY >	4 WROE-F	4 WROE-F	4 WROE-F	4 WYNE
5	5	5	5 WUSW-F	5 WDUZ-F	5 WDUZ-F	5 WNAM	5 WHBY	5 WYNE	5 WYNE	5
6	6	6	6	6	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAPL-F	1 WAPL-F	1 WAPL-F	1 WAPL-F<	1 WIXX-F	1 WAPL-F>>	1 WAPL-F>>	1 WAPL-F>>	1 WAPL-F>>	1 WAPL-F>>
2 WIXX-F	2 WIXX-F	2 WIXX-F	2 WIXX-F	WMGV-F	2 WIXX-F>	2 WIXX-F>	2 WIXX-F>	2 WIXX-F	2 WIXX-F
3 WMGV-F>>	3 WMGV-F	WMGV-F>>	3 WMGV-F	3 WAPL-F>	3 WMGV-F>	3 WMGV-F	3 WMGV-F	3 WMGV-F	3 WMGV-F
4 WFON-F	4	4	4	4 WDUZ-F	4 WYNE >>	4	4 WOZZ-F	4	4 WKFX-F
5	5	5	5	5 WROE-F	5	5	5 WKFX-F	5	5 WNAM

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		89 (2)	89 (2)	23.5	27.0	WEMI-F 100.1	2.0/5.1/ 16/ 269
AOR/CLASSIC		69 (1)	69 (1)	18.2	14.0	WMBE 1530	1.4/2.1/ 21/ 137
AC/OLDIES/SOFT ROCK	7 (1)	29 (4)	36 (5)	9.5	10.1	WOZZ-F 93.5	2.0/11.6/ 35/ 606
MOR/VARIETY	39 (3)		39 (3)	10.3	16.1	WQW 1050	1.6/6.1/ 11/ 291
COUNTRY	34 (2)	20 (2)	54 (4)	14.2	12.5	WRJQ 1570	2.0/5.8/ 13/ 252
BLACK/URBAN							
BEAUTIFUL/EASY		43 (2)	43 (2)	11.3	10.9	WFON-F 107.1	1.4/5.7/ 16/ 295
NEWS/TALK						WJLW-F 95.9	0.9/1.7/ 21/ 287
NOSTALGIA	28 (2)		28 (2)	7.4	3.1	WMGU-F 104.9	0.7/2.2/ 3/ 58
RELIGION/GOSPEL		9 (1)	9 (1)	2.4	1.5	WTHJ 620	0.7/3.3/ 12/ 297
SPANISH						WYCO-F 107.9	0.5/1.8/ 6/ 153
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS	9 (1)	3 (1)	12 (2)	3.2	4.7		
	117 (9)	262 (13)	379 (22)				

RADIO STATIONS

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

OTHER RANKED STATIONS -- See Green Bay

ATLANTA

Arbitron Rank/Pop (12+): 12/2,305,200

Stations: 23/22
 Diaries: 2015/1144:1/54.9%
 Sample Target: 1840
 % Below Line: 0.3
 % Not Listed: 11.3

1989 Revenue: \$112,000,000
 HH Inc.: \$31,892
 Retail \$: 24.4 Bil
 Pop per Station: 104,781
 #1 Biller: WSB \$13,300,000

MSA Rank/Pop: 11/2,830,000
 ADI # 12
 Average Person Ratings: 17.0
 Market TSL: 22.15 hours

12+ METRO	1/4/SHARE	SUM				4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	%		Birch Share	Birch AQH	Birch Cume		
		89	89	89	88				SPG 89	FAL 88					Conversion
1. WVEE-F (B)	510/13.1	14.4	9.9	8.8	7.8	11.6	586/4942	4274/18.5	17.1	16.6	94	18.6	842	6629	WVEE-F
2. WPCH-F (EZ)	341/ 8.7	6.6	8.1	9.9	7.6	8.3	387/4842	4193/18.2	16.9	16.1	92	6.7	301	3372	WPCH-F
3. WSB -F (AC)	338/ 8.6	9.5	9.6	9.2	10.4	9.2	394/6096	5230/22.7	22.5	23.6	129	7.7	347	4257	WSB -F
4. WAPW-F (CHR)	317/ 8.1	9.5	9.4	8.9	7.8	9.0	447/6155	4445/19.3	21.2	16.6	47	10.6	481	5041	WAPW-F
5. WSB (MOR)	298/ 7.6	5.8	7.3	6.4	7.4	6.8	307/5156	4872/21.1	19.2	20.0	72	5.7	259	3632	WSB
6. WKLS-F (AOR)	274/ 7.0	6.8	5.8	6.4	8.3	6.5	349/4750	3816/16.6	16.5	17.5	86	10.1	456	4876	WKLS-F
7. WFOX-F (O)	228/ 5.8	5.3	5.2	5.3	4.2	5.4	351/5346	3814/16.5	15.6	15.0	141	5.1	233	3404	WFOX-F
8. WYAY-AF (C)	217/ 5.5	4.6	8.2	7.2	8.2	6.4	285/4246	2840/13.4	20.4	20.6	105	6.9	229	3276	WYAY-AF
9. WKHX-F (C)	184/ 4.7	7.1	7.7	7.7	6.4	6.8	236/3493	2547/11.0	15.0	12.8	115	4.7	211	2167	WKHX-F
10. WZGC-F (AOR)	183/ 4.7	6.1	5.7	4.9	5.5	5.3	206/3586	3224/14.0	14.9	17.7	123	5.1	230	3290	WZGC-F
11. WSTR-AF (AC)	148/ 3.8	4.5	3.3	5.2	4.3	4.2	168/3367	3117/13.5	14.8	14.3	129	4.5	201	3353	WSTR-AF
12. WAOK (G)	143/ 3.7	3.4	2.8	3.1	2.9	3.3	143/1448	1448/ 6.3	6.8	5.3	97	2.5	112	1279	WAOK
13. WGST (N/T)	136/ 3.5	2.6	3.4	2.5	2.5	3.0	151/2451	2359/10.2	10.2	8.7	106	2.7	122	1816	WGST
14.															

12+ FM SHARE (METRO): 79.62% (2759 of 3465) (FAL 88: 80.33%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WVEE-F	1 WVEE-F	1 WSB -F<	1 WVEE-F<	1 WSB -F	1 WVEE-F	1 WVEE-F>	1 WVEE-F>	1 WVEE-F>	1 WVEE-F>
2 WAPW-F	2 WSB -F	2 WVEE-F>	2 WSB -F>	2 WVEE-F>	2 WKLS-F	2 WKLS-F>	2 WKLS-F	2 WKLS-F>	2 WKLS-F
3 WKLS-F>	3 WAPW-F	3 WSTR-AF>	3 WFOX-F<	3 WPCH-F	3 WAPW-F>	3 WZGC-F	3 WZGC-F>	3 WZGC-F	3 WFOX-F<
4 WSB -F>	4 WKLS-F	4 WFOX-F<	4 WAPW-F	4 WFOX-F	4 WZGC-F	4 WAPW-F	4 WSB -F	4 WSB -F<	4 WZGC-F<
5 WZGC-F<	5 WSTR-AF	5 WZGC-F<	5 WPCH-F	5 WYAY-AF<	5 WYAY-AF	5 WSTR-AF	5 WSTR-AF	5 WKHX-F	5 WFOX-F
6 WSTR-AF	6 WZGC-F	6 WAPW-F	6 WSTR-AF<	6 WKHX-F	6 WKHX-F	6 WKHX-F	6 WSTR-AF	6 WAPW-F	6 WPCH-F
7 WPCH-F	7 WFOX-F	7 WKLS-F	7 WKLS-F<	7 WAOK	7 WSTR-AF	7 WSB -F	7 WAPW-F	7 WSB <	7 WSB
8 WAOK	8	8 WAOK	8 WYAY-AF	8 WSTR-AF	8 WSB -F	8	8	8 WYAY-AF	8
			9 WKHX-F					9 WKHX-F	

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME /SHARE/RTG/AQH	TSA /CUME
TOP 40/CHR/CONTEMP		317 (1)	317 (1)	9.1	15.1	WAFS 920 Atlanta	0.3/0.5/12/124	
AOR/CLASSIC		457 (2)	457 (2)	13.2	9.3	WALR-F 104.7 Athens/Atlanta	0.3/2.0/46/991	
AC/OLDIES/SOFT ROCK	6 (1)	708 (3)	714 (4)	20.6	21.4	WCNN 680 No. Atlanta	1.0/5.0/40/1183	
MOR/VARIETY	298 (1)		298 (1)	8.6	8.4	WGKA 1190 Atlanta	0.4/0.8/14/180	
COUNTRY		401 (3)	401 (3)	11.6	14.1	WIGO 1340 Atlanta	0.5/0.0/18/500	
BLACK/URBAN	18 (1)	510 (1)	528 (2)	15.2	13.7	WNIV 970 Atlanta	0.4/1.1/14/263	
BEAUTIFUL/EASY		341 (1)	341 (1)	9.8	8.6	WXLL 1310 Decatur	0.6/0.8/25/194	
NEWS/TALK	176 (2)		176 (2)	5.1	3.5			
NOSTALGIA						WVFJ-F 93.3 Manchester	0.3/1.6/25/508	
RELIGION/GOSPEL	143 (1)	13 (1)	156 (2)	4.5	1.7			
SPANISH								
CLASSICAL	14 (1)		14 (1)	0.4	0.4			
JAZZ/NEW AGE								
UNKNOWN/OTHERS	51 (3)	12 (1)	63 (4)	1.8	0.9			
	706 (10)	2759 (13)	3465 (23)					

AM STATIONS

WAOK, 1380, 5 KW	, BLACK	NBN, NBC, \$ 60.00 (Mc-Guild)	Summit
WCNN, 680, 50 KW/10 KW (DA-N)	, NEWS/TALK	CNN, NBC, \$ 42.00 (HNWH)	
WGST, 640, 50 KW/1 KW (DA-2)	, NEWS/TALK	ABC I, NBS, \$ 80.00 (Eastman)	Jacor
WGKA, 1190, 10 KW (DAYS)	, CLASSICAL	, \$ 36.00 (CMBS)	
WIGO, 1340, 1 KW (DA-1)	, BLACK	SBN, \$ 40.00 (---)	
WKHX, 590, 5 KW (DA-N)	, BASIC SIMULCAST WITH WKHX-F		
WNIV, 970, 5 KW (DAYS, DA)	, RELIGION	, \$ 20.00 (---)	
WQXI, 790, 5 KW/1 KW (DA-N)	, SIMULCAST WITH WSTR-F		
WSB, 750, 50 KW	, MOR/TALK	ABC T, APR, \$ 190.00 (Christal)	Cox

FM STATIONS

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

CALL LETTER CHANGES

WQXI-F changes to WSTR-F (Nov)

FORMAT CHANGES

We have classified WQXI (now WSTR) as AC for a number of years...

STATION SALES

MISCELLANEOUS COMMENTS: WYAY and WYAI are simulcasted and their figures are combined for the purpose of these rankings even though Arbitron's software would not allow them to accomplish this.

ATLANTIC CITY

Arbitron Rank/Pop (12+): 164/182,300
 MSA Rank/Pop: 151/316,000
 Philadelphia ADI
 Average Person Ratings: 18.7
 Market TSL: 25.00 hours

Stations: 31/9
 Diaries: 668/273:1/48.0%
 Sample Target: 550
 % Below Line: 36.4
 % Not Listed: 13.5

1989 Revenue: \$7,500,000
 HH Inc.: \$25,262
 Retail \$: 3.0 Bill
 Pop per Station: 20,255
 #1 Biller: WAYV-F \$2,600,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume
1. WFPG-F (EZ)	34/10.0	8.8	12.3	14.2	----	----	41/512	399/21.9	19.9	19.6	120			WFPG-F
WAYV-F (AC)	34/10.0	14.4	13.3	17.7	----	----	36/471	464/25.5	31.2	27.2	127			WAYV-F
3. WUSS (B)	27/ 7.9	5.6	4.6	1.3	----	----	27/196	196/10.8	10.4	8.7	110			WUSS
4. WZXL-F (AOR)	22/ 6.5	4.4	4.6	2.8	----	----	47/496	279/15.3	11.5	9.9	143			WZXL-F
WRDR-F (BB)	22/ 6.5	3.8	2.5	4.4	----	----	26/225	165/ 9.1	7.7	6.0	42			WRDR-F
6. WMID (AC)	18/ 5.3	6.2	7.7	7.9	----	----	23/282	244/13.4	10.8	14.5	51			WMID
WMGM-F (CHR)	18/ 5.3	7.6	8.3	6.3	----	----	28/432	286/15.7	19.5	16.0	100			WMGM-F
8. WSLT-F (CL)	17/ 5.0	0.3	0.6	0.6	----	----	31/280	167/ 9.2	2.8	4.3	54			WSLT-F
9. WMMR-F (AOR)	15/ 4.4	5.3	4.0	6.3	----	----	17/369	280/15.4	15.1	11.7	136			WMMR-F
10. WMID-F (AC)	11/ 3.2	3.8	5.6	3.2	----	----	11/208	172/ 9.4	11.6	16.3	103			WMID-F

12+ FM SHARE (METRO): 78.64% (232 of 295) (FAL 88: 81.27%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIOQ-F	1 WZXL-F	1 WAYV-F	1 WAYV-F	1 WAYV-F	1 WFPG-F	1 WAYV-F	1 WFPG-F	1 WFPG-F	1 WMID	1 WCAU
WUSS	WAYV-F	2 WZXL-F	2 WFPG-F	2 WFPG-F	2 WRDR-F	2 WUSS	2 WAYV-F	2 WAYV-F	2 WAYV-F	WUSS
WMGM-F	3 WMMR-F	3 WFPG-F	3 WZXL-F	3 WZXL-F	3 WMID	3 WFPG-F	3 WZXL-F	3 WZXL-F	3 WFPG-F	3 WMID
WAYV-F	4 WMGM-F	4 WUSS	4 WUSS	4 WUSS	4 WUSS	4 WRDR-F	4 WSLT-F	4 WSLT-F	4 WUSS	WFPG-F
5 WBSS-F	5 WUSS	5 WMMR-F	5 WMMR-F	5 WMMR-F	5 WSLT-F	5 WMID	5 WSLT-F	5 WRDR-F	5	WAYV-F
6	6	WMGM-F	6 WMGM-F	6	6	6	6	6 WUSS	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WMGM-F	1 WAYV-F	1 WAYV-F	1 WAYV-F	1 WFPG-F	1 WZXL-F	1 WZXL-F	1 WZXL-F	1 WZXL-F	1 WZXL-F
2 WAYV-F	2 WZXL-F	2 WUSS	2 WFPG-F	2 WAYV-F	WAYV-F	2 WAYV-F	2 WMMR-F	2 WAYV-F	2 WAYV-F
3 WZXL-F	WMGM-F	3 WZXL-F	3 WUSS	3 WUSS	3 WMMR-F	3 WMMR-F	WAYV-F	3 WMMR-F	3 WMMR-F
4 WXTU-F	4 WUSS	4 WUSL-F	WMGM-F	4	4 WYSP-F	4	4	4 WUSS	WFPG-F
WMMR-F	5 WMMR-F	WMMR-F	5 WZXL-F	5	WSLT-F	5	5	WFPG-F	5
WFPG-F	WFPG-F	WFPG-F	6	6	WUSS	6	6	6	6
					WMID-F				

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		31 (4)	31 (4)	10.5	26.6	WFPG 1450 Atlantic City	1.8/6.1/ 7/ 119
AOR/CLASSIC		49 (4)	49 (4)	16.6	10.9	WOND 1400 Pleasantvl/AtlCt	0.3/5.1/ 5/ 116
AC/OLDIES/SOFT ROCK	18 (1)	53 (6)	71 (7)	24.1	12.0	KYW 1060 Philadelphia	0.6/3.9/ 6/ 193
MOR/VARIETY		10 (1)	10 (1)	3.4	5.2	WBSS-F 97.3 Millville/VnInd	2.1/8.4/ 10/ 268
COUNTRY		6 (1)	34 (3)	11.5	11.2	WCAU 1210 Philadelphia	1.8/6.4/ 15/ 273
BLACK/URBAN	28 (2)	36 (2)	42 (3)	14.2	16.5	WCMC 1230 Wildwood	0.3/1.3/ 8/ 136
BEAUTIFUL/EASY	6 (1)	5 (1)	15 (4)	5.1	1.5	WEAZ-F 101.1 Philadelphia	0.6/4.1/ 3/ 98
NEWS/TALK	10 (3)	22 (1)	22 (1)	7.5	12.4	WEGX-F 106.1 Philadelphia	0.6/4.2/ 2/ 77
NOSTALGIA						WFLN-F 95.7 Philadelphia	0.6/2.1/ 2/ 61
RELIGION/GOSPEL						WIOQ-F 102.1 Philadelphia	2.1/7.4/ 7/ 134
SPANISH		19 (2)	19 (2)	6.4		WIP 610 Philadelphia	0.6/3.3/ 3/ 107
CLASSICAL						WKSZ-F 100.3 Media	0.6/2.9/ 2/ 53
JAZZ/NEW AGE						WKTU-F 98.3 Ocean City	1.2/3.2/ 8/ 165
UNKNOWN/OTHERS	1 (1)	1 (1)	2 (2)	0.7	3.7	WMGK-F 102.9 Philadelphia	0.6/2.5/ 2/ 46
	63 (8)	232 (23)	295 (31)			WOGF-F 98.1 Philadelphia	0.6/3.1/ 3/ 70
						WSNI-F 104.5 Philadelphia	0.6/1.7/ 2/ 52
						WUSL-F 98.9 Philadelphia	1.8/6.0/ 6/ 109
						WVLT-F 92.1 Vineland	0.3/1.9/ 1/ 34
						WVDB-F 96.5 Philadelphia	1.5/2.7/ 12/ 119
						WXTU-F 92.5 Philadelphia	2.9/7.0/ 12/ 179
						WYSP-F 94.1 Philadelphia	1.5/5.4/ 6/ 136

RADIO STATIONS

WFPG, 1450, 1 KW, EZ
 WMID, 1400, 1 KW, OLDIES
 WOND, 1490, 1 KW/250 W, BLACK
 ABC, MBS, \$ 14.00 (Mc-Guild)
 ABC E, MBS, \$ 16.00 (K & P)

WAYV-F, 95.1, 50 KW @ 330, CHR, \$ 42.00 (Katz), Ragan Henry (P)
 WFPG-F, 96.9, 50 KW @ 400, SOFT AC, \$ 31.00 (Eastman), Hartstone-Dickstein
 WMGM-F, 103.7, 50 KW @ 395, CHR, \$ 24.00 (Mc-Guild)
 WMID-F, 99.3, 3 KW @ 290, AC, \$ 19.00 (Republic)
 WZXL-F, 100.7, 38 KW @ 330, AOR, \$ 16.00 (Durpetti), (WILDWOOD)

OTHER RANKED STATIONS -- See Philadelphia

MISCELLANEOUS COMMENTS: WAYV-F sold to Ragan Henry for \$17,000,000 (Mahlman)

AUSTIN

Arbitron Rank/Pop (12+): 58/634,000
 MSA Rank/Pop: 66/753,000
 ADI # 72
 Average Person Ratings: 16.1
 Market TSL: 21.50 hours

Stations: 22/18
 Diaries: 1150/551:1/49.4%
 Sample Target: 1000
 % Below Line: 2.3
 % Not Listed: 18.5

1989 Revenue: \$23,000,000
 HH Inc.: \$27,114
 Retail \$: 5.3 Bil
 Pop per Station: 35,222
 #1 Biller: KASE-F \$4,500,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54			Birch Share	Birch AQH	Birch Cume	
											Conversion	Share	AQH				
1. KASE-F (C)	157/15.4	12.7	13.4	13.4	14.9	13.7	238/2278	1567/24.7	23.6	24.0	116	15.3	166	1639	KASE-F		
2. KLBJ-F (AOR)	108/10.6	9.2	8.7	9.6	9.9	9.5	129/1732	1398/22.1	22.7	23.9	92	11.8	128	1643	KLBJ-F		
3. KBTS-F (CHR)	92/ 9.0	10.2	11.0	9.4	9.1	9.9	165/2365	1498/23.6	26.4	21.8	67	11.5	125	2037	KBTS-F		
4. KKMJ-F (AC)	80/ 7.8	7.0	7.2	9.4	8.9	7.8	87/1330	1198/18.9	17.1	20.3	137	6.9	75	1197	KKMJ-F		
5. KHFI-F (CHR)	67/ 6.6	6.0	7.0	6.3	5.4	6.5	71/1215	1162/18.3	20.8	17.5	48	9.4	102	1750	KHFI-F		
6. KLBJ (N/T)	43/ 4.2	4.3	4.3	4.5	5.3	4.3	53/1124	992/15.6	13.4	14.5	79	4.1	45	861	KLBJ		
KEYI-F (AC)	43/ 4.2	4.6	5.5	6.4	6.8	5.2	60/1099	864/13.6	13.5	17.0	131	4.1	45	670	KEYI-F		
8. KPEZ-F (AOR)	42/ 4.1	4.3	4.5	2.4	3.5	3.8	43/743	730/11.5	13.4	13.6	120	4.0	43	716	KPEZ-F		
9. KVET (C)	27/ 2.6	2.2	2.3	2.7	2.4	2.5	29/452	396/ 6.2	7.7	6.9	100	1.9	21	340	KVET		
10. KLTD-F (O)	24/ 2.4	3.2	2.3	3.0	----	2.7	47/798	471/ 7.4	7.9	0.0	146	1.1	12	408	KLTD-F		
11. KAPT-F (EZ)	23/ 2.3	2.4	1.3	4.1	2.9	2.5	25/461	366/ 5.8	6.9	6.9	91	2.0	22	299	KAPT-F		
12. KQFX-F (O)	22/ 2.2	3.1	4.4	3.2	4.5	3.2	22/518	503/ 7.9	11.3	15.4	145	2.9	31	470	KQFX-F		
KGSR-F (J/NA)	22/ 2.2	2.9	2.4	----	----	1.9	22/458	446/ 7.0	6.9	0.0	159	4.4	48	665	KGSR-F		
14. KTXZ (SP)	19/ 1.9	1.6	1.3	1.4	0.7	1.5	19/174	174/ 2.7	1.8	2.5	137	0.4	4	70	KTXZ		
15. KFON (T)	18/ 1.8	1.1	1.3	1.6	2.2	1.5	18/260	236/ 3.7	4.0	2.9	28	1.5	16	219	KFON		

12+ FM SHARE (METRO): 83.03% (690 of 831) (FAL 88: 82.65%)

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

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA 4/	TSA 5/
TOP 40/CHR/CONTEMP		159 (2)	159 (2)	19.1	18.2	KIXL 970 Del Valle/Austn	0.4/2.8/	4/	180
AOR/CLASSIC		155 (3)	155 (3)	18.7	16.7	KMOW 1490 Austin	0.4/1.8/	5/	137
AC/OLDIES/SOFT ROCK	4 (1)	169 (4)	173 (5)	20.8	29.0	KTAE 1260 Taylor	1.3/1.8/	19/	183
MOR/VARIETY									
COUNTRY	27 (1)	157 (1)	184 (2)	22.1	21.7	KISS-F 99.5 San Antonio	0.5/2.2/	5/	138
BLACK/URBAN						KSAH 720 Universal City	0.7/1.5/	10/	156
BEAUTIFUL/EASY		23 (1)	23 (1)	2.8	2.7	KZVE-F 107.5 San Antonio	0.5/1.9/	5/	150
NEWS/TALK	67 (3)		67 (3)	8.1	8.3	WOAI 1200 San Antonio	0.6/3.2/	20/	404
NOSTALGIA									
RELIGION/GOSPEL	4 (1)		4 (1)	0.5	1.2				
SPANISH	26 (2)	5 (1)	31 (3)	3.7	0.9				
CLASSICAL									
JAZZ/NEW AGE		22 (1)	22 (1)	2.6					
UNKNOWN/OTHERS	13 (1)		13 (1)	1.6	1.2				
	141 (9)	690 (13)	831 (22)						

RADIO STATIONS

KIXL, 970, 1 KW	, GOSPEL/BLACK	, \$ 10.00 (Republic)	
KLBJ, 590, 5 KW/1 KW (DA-N)	, NEWS/TALK	CBS, MBS, \$ 40.00 (Eastman)	
KFON, 1370, 5 KW/500 W (DA-2)	, TALK	ABC T, \$ 18.00 (K & P)	
KTXX, 1560, 2.5 KW (DA-2)	, HISPANIC	US 2, \$ 12.00 (Katz Hisp.)	
KVET, 1300, 5 KW/1 KW (DA-2)	, COUNTRY	ABC I, \$ 31.00 (Katz)	
KAPT-F, 94.7, 97 KW @ 1154,	BTFL/EZ	, \$ 23.00 (Durpetti)	(LULING)
KASE-F, 100.7, 100 KW @ 1190,	COUNTRY	, \$ 100.00 (Katz)	
KBTS-F, 93.3, 93 KW @ 1983,	CHR	, \$ 60.00 (Christal)	Genesis/Booth
KEYI-F, 103.5, 90 KW @ 1260,	AC	, \$ 50.00 (Republic)	Degree
KGSR-F, 107.1, 3 KW @ 300,	JAZZ/NAC	, \$ 25.00 (Mc-Guild)	Beta (BASTROP)
KHFI-F, 98.3, 1 KW @ 420,	CHR	, \$ 48.00 (Republic)	Encore
KKMJ-F, 95.5, 100 KW @ 1000,	AC	, \$ 83.00 (CBS)	Keymarket
KLBJ-F, 93.7, 97 KW @ 1057,	AOR	, \$ 75.00 (Eastman)	
KLTD-F, 99.1, 19 KW @ 300,	OLDIES	TRNSTR, \$ 25.00 (Torbet)	Shamrock-Lynett (LAMPASAS) ---
KPEZ-F, 102.3, 3 KW @ 300,	CLASSIC AOR	, \$ 39.00 (Christal)	Clear Channel
KQFX-F, 96.7, 28 KW @ 300,	OLDIES	, \$ 32.00 (Banner)	Capitol-Johnson (GEORGETOWN)

MISCELLANEOUS COMMENTS: KOKE changes to KFON and format change from EZ to TALK (Nov)...

BAKERSFIELD

Arbitron Rank/Pop (12+): 98/357,700
 MSA Rank/Pop: 93/531,000
 ADI # 141
 Average Person Ratings: 16.0
 Market TSL: 21.50 hours

Stations: 26/23
 Diaries: 809/442:1/48.2%
 Sample Target: 750
 % Below Line: 2.8
 % Not Listed: 16.3

1989 Revenue: \$14,000,000
 HH Inc.: \$27,865
 Retail \$: 3.3 Bill
 Pop per Station: 15,552
 #1 Biller: KUZZ-AF \$2,800,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. KUZZ-AF (C)	104/18.2	18.4	18.0	15.4	24.1	----	126/1395	1029/28.8	39.4	31.0	109	27.9	161	1624	KUZZ-AF
2. KKXX-F (CHR)	76/13.3	13.2	11.9	6.7	----	----	78/1099	1071/29.9	27.9	29.2	68	14.6	84	1137	KKXX-F
3. KWAC (SP)	45/ 7.9	7.2	4.5	3.4	6.5	----	49/395	373/10.4	9.0	8.4	104	3.1	18	233	KWAC
4. KLLY-F (AC)	28/ 4.9	4.8	4.5	3.3	4.5	----	34/478	429/12.0	11.4	10.4	129	4.0	23	344	KLLY-F
5. KGFM-F (EZ)	27/ 4.7	6.8	8.0	6.8	6.3	----	27/398	366/10.2	12.5	13.0	81	2.6	15	374	KGFM-F
KERN (MOR)	27/ 4.7	6.2	5.0	4.6	4.7	----	27/448	438/12.2	11.9	12.2	115	3.5	20	355	KERN
7. KKBB-F (AOR)	25/ 4.4	8.4	8.0	5.2	1.1	----	25/345	345/ 9.6	14.2	12.4	114	6.9	40	392	KKBB-F
8. KERN-F (O)	22/ 3.9	4.8	6.2	9.6	7.9	----	27/521	466/13.0	17.6	20.7	146	6.1	35	601	KERN-F
9. KAFY (SP)	20/ 3.5	2.7	2.4	2.0	5.3	----	20/241	223/ 6.2	6.4	5.3	109	4.7	27	267	KAFY
10. KIWI-F (CL)	14/ 2.5	2.1	1.4	1.5	2.3	----	15/252	208/ 5.8	4.8	3.3	100	0.7	4	165	KIWI-F
11. KGEO (O)	13/ 2.3	3.5	5.0	5.0	2.1	----	13/305	305/ 8.5	10.8	11.1	139	2.4	14	385	KGEO
12. KBOS-F (CHR)	12/ 2.1	1.7	2.4	2.1	2.6	----	83/863	129/ 3.6	5.8	4.9	14	5.9	34	483	KBOS-F
KKRV-F (?)	12/ 2.1	0.6	0.7	0.7	3.1	----	12/105	105/ 2.9	1.5	1.7	90				KKRV-F

12+ FM SHARE (METRO): 61.72% (295 of 478) (FAL 88: 65.94%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKXX-F	1 KKXX-F	1 KKXX-F	1 KKXX-F	1 KUZZ-AF	1 KKXX-F	1 KUZZ-AF	1 KUZZ-AF	1 KUZZ-AF	1 KUZZ-AF
2 KUZZ-AF	2 KUZZ-AF	2 KUZZ-AF	2 KUZZ-AF	2 KWAC	2 KKBB-F	2 KKXX-F	2 KKXX-F	2 KKXX-F	2 KKXX-F
3 KLLY-F	3 KLLY-F	3 KWAC	3 KWAC	3 KKXX-F	3 KUZZ-AF	3 KKBB-F	3 KLLY-F	3 KKBB-F	3 KERN
4 KBOS-F	4 KWAC	4 KLLY-F	4 KLLY-F	4 KLLY-F	4 KBOS-F	4 KLLY-F	4 KKBB-F	4 KERN	4 KWAC
5 KGFM-F	5 KAFY	5 KKBB-F	5 KGFM-F	5 KGFM-F	5 KWAC	5 KERN-F	5 KERN-F	5 KWAC	5 KKBB-F
6	6	6	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		88 (2)	88 (2)	18.4	23.7	KBAD 1350 Bakersfield	1.4/1.6/ 8/ 59
AOR/CLASSIC		25 (1)	25 (1)	5.2	9.2	KERT 1180 Wasco	1.9/4.1/ 13/ 203
AC/OLDIES/SOFT ROCK	13 (1)	50 (2)	63 (3)	13.2	12.5	KHIS 800 Bakersfield	0.4/2.1/ 2/ 74
MOR/VARIETY	33 (2)		33 (2)	6.9	8.0	KHIS-F 96.5 Bakersfield	0.7/4.3/ 4/ 194
COUNTRY	43 (1)	61 (1)	104 (2)	21.8	21.1	KPMC 1560 Bakersfield	1.1/4.5/ 6/ 162
BLACK/URBAN						KRAB-F 106.3 Greenacres	1.5/3.7/ 8/ 131
BEAUTIFUL/EASY		27 (1)	27 (1)	5.6	9.2	KTKR 1310 Taft/Bakersf.	0.7/1.3/ 4/ 45
NEWS/TALK	2 (1)		2 (1)	0.4	0.4	KTLN-F 103.9 Taft	0.5/1.3/ 3/ 47
NOSTALGIA					0.4		
RELIGION/GOSPEL	13 (2)	4 (1)	17 (3)	3.6	3.8	KFI 640 Los Angeles	0.4/1.5/ 7/ 175
SPANISH	67 (3)	1 (1)	68 (4)	14.2	9.8	KSEQ-F 97.1 Visalia/fresno	0.4/1.4/ 19/ 236
CLASSICAL		14 (1)	14 (1)	2.9	1.6		
JAZZ/NEW AGE							
UNKNOWN/OTHERS	12 (2)	25 (4)	37 (6)	7.7	0.4		
	183 (12)	295 (14)	478 (26)				

RADIO STATIONS

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

MISCELLANEOUS COMMENTS: KQXR-F changes calls to KERN-F and format from CHR to OLDIES (Aug)...KRAB-F (Greenacres) signs on with CHR (Nov)...KKBB-F sold to Kohl for \$3,300,000, (MVP; Americom)...KPMC sold to Buckley for \$1,000,000 (Chapman)...

BALTIMORE

Arbitron Rank/Pop (12+): 17/2,006,100
 MSA Rank/Pop: 15/2,400,000
 ADI # 22
 Average Person Ratings: 17.9
 Market TSL: 23.25 hours

Stations: 32/20
 Diaries: 1940/1034:1/54.1%
 Sample Target: 1740
 % Below Line: 11.2
 % Not Listed: 12.0

1989 Revenue: \$61,500,000
 HH Inc.: \$31,528
 Retail \$: 17.6 Bil
 Pop per Station: 100,305
 #1 Biller: WMMX-F \$10,000,000

12+ METRO	1/4/SHARE	SUM					4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
		89	SPG 89	WIN 89	FAL 88											
1. WXYV-F (B)	326/ 9.1	7.3	7.6	6.6	8.7	7.7	338/3290	3168/15.8	14.8	16.0	89	11.3	426	4225	WXYV-F	
2. WLIF-F (EZ)	284/ 7.9	9.1	8.6	9.9	8.7	8.9	306/3493	3271/16.3	16.7	16.6	73	4.5	171	1930	WLIF-F	
3. WMMX-F (AC)	270/ 7.5	6.1	7.3	7.1	7.0	7.0	284/4022	3887/19.4	17.4	16.9	136	6.1	230	2764	WMMX-F	
WBAL (N/T)	270/ 7.5	9.7	9.6	7.0	5.9	8.4	286/3903	3680/18.3	23.7	16.8	61	5.5	207	3295	WBAL	
5. WBSB-F (CHR)	237/ 6.6	5.2	6.0	5.7	6.0	5.9	272/4268	3624/18.1	18.1	18.1	79	6.7	254	3728	WBSB-F	
6. WIYY-F (AOR)	231/ 6.4	6.2	6.7	6.3	4.7	6.4	258/3414	3034/15.1	15.2	13.0	122	8.0	303	3695	WIYY-F	
7. WPOC-F (C)	191/ 5.3	6.4	6.5	7.4	5.8	6.4	220/2834	2346/11.7	12.3	12.6	106	6.3	238	2449	WPOC-F	
8. WQSR-F (O)	189/ 5.3	4.1	2.8	3.4	3.7	3.9	203/3094	2828/14.1	10.1	10.0	143	4.2	160	2222	WQSR-F	
9. WCBM (N/T)	115/ 3.2	2.9	2.6	4.3	2.3	3.3	116/1195	1164/ 5.8	5.5	3.8	56	1.6	59	802	WCBM	
10. WYST-F (AC)	110/ 3.1	2.3	2.3	2.8	2.8	2.6	111/1952	1912/ 9.5	8.5	9.0	132	1.9	73	1600	WYST-F	
11. WWIN-F (B)	77/ 2.1	2.0	2.0	1.8	2.7	2.0	77/1356	1356/ 6.8	7.8	9.9	148	2.2	83	1300	WWIN-F	
12. WHFS-F (AOR)	73/ 2.0	2.7	2.3	2.2	2.3	2.3	75/1129	1085/ 5.4	6.5	4.4	145	2.9	111	1698	WHFS-F	
WGRX-F (AOR)	73/ 2.0	3.2	2.0	2.5	2.7	2.4	103/1890	1379/ 6.9	7.8	7.7	130	3.8	142	1690	WGRX-F	
14. WCAO (C)	72/ 2.0	1.7	1.5	2.6	3.0	2.0	72/1086	1041/ 5.2	4.4	6.7	65	2.0	75	1133	WCAO	
15. WWIN (B)	71/ 2.0	1.7	1.7	1.8	2.1	1.8	71/923	4.5	5.3	5.6	95	3.0	114	1154	WWIN	
16. WBGR (REL)	67/ 1.9	3.0	2.1	2.4	2.4	2.3	71/796	762/ 3.8	4.9	5.0	79	4.1	157	1081	WBGR	
17. WWDC-F (AOR)	56/ 1.6	1.3	1.6	2.3	2.5	1.7	58/1483	1335/ 6.7	7.4	8.5	106	1.4	54	1482	WWDC-F	
18. WRBS-F (REL)	54/ 1.5	1.2	1.2	1.1	1.2	1.3	57/689	648/ 3.2	3.0	2.8	107	0.8	32	865	WRBS-F	
19.																
20.																

12+ FM SHARE (NETRO): 76.69% (2418 of 3153) (FAL 88: 74.06%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PND	12+ EVE	OVERNIGHT
1 WBSB-F	1 WIYY-F	1 WXYV-F<	1 WMMX-F	1 WMMX-F	1 WLIF-F<	1 WBAL	1 WLIF-F	1 WXYV-F	1 WXYV-F>	1 WXYV-F
2 WXYV-F	2 WXYV-F>	2 WMMX-F	2 WIYY-F<	2 WXYV-F	2 WBAL >	2 WXYV-F	2 WMMX-F	2 WLIF-F	2 WBSB-F	WBAL >>
3	3 WMMX-F	WIYY-F	3 WXYV-F	3 WIYY-F<	3 WMMX-F	3 WMMX-F	3 WXYV-F	WIYY-F<	3 WBAL	3 WPOC-F
4	4 WBSB-F>	4 WQSR-F	4 WQSR-F>	4 WQSR-F	4 WPOC-F	4 WIYY-F	4 WBAL <	4 WMMX-F<	4 WMMX-F	WIYY-F
5	5 WQSR-F	5 WBSB-F>	5 WBSB-F	5 WLIF-F<	5 WQSR-F	5 WBSB-F	5 WIYY-F	5 WBSB-F	WIYY-F	5 WCBM
6	6 WHFS-F	6 WPOC-F	6 WPOC-F	6 WPOC-F	6 WCBM	6 WLIF-F	6 WQSR-F	6 WBAL	6 WLIF-F<	6 WMMX-F>>
7	7	7 WLIF-F	7	7 WBSB-F	7 WXYV-F	7 WPOC-F	7 WPOC-F	7 WQSR-F<	7 WPOC-F	7
		8 WYST-F						8 WPOC-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WXYV-F>	1 WXYV-F	1 WXYV-F	1 WMMX-F	1 WMMX-F>	1 WXYV-F	1 WIYY-F>	1 WIYY-F>>	1 WIYY-F	1 WIYY-F
2 WBSB-F	2 WMMX-F	2 WMMX-F	2 WXYV-F	2 WXYV-F	WIYY-F>	2 WXYV-F>	2 WXYV-F	2 WXYV-F	2 WQSR-F<
3 WMMX-F	3 WIYY-F	3 WIYY-F>	3 WBSB-F	3 WLIF-F	3 WBSB-F	3 WWDC-F	3 WMMX-F	3 WQSR-F	3 WMMX-F
4 WIYY-F>	4 WBSB-F>	4 WBSB-F>	4 WIYY-F	4 WQSR-F<	4 WWDC-F>	WBSB-F<	4 WHFS-F	4 WMMX-F	4 WXYV-F
5 WYST-F	5 WYST-F	5 WWIN-F	5 WQSR-F	5 WBSB-F>	5 WGRX-F	5 WMMX-F	5 WWDC-F	5 WBSB-F	5 WPOC-F
6 WQSR-F	6 WQSR-F	WQSR-F	6 WYST-F	6 WYST-F	6 WRQX-F	6 WHFS-F<	6 WGRX-F	6 WPOC-F<	6 WBAL
7 WPGC-F	7 WPOC-F	WPOC-F	7 WLIF-F	WIYY-F	WQSR-F>	7 WGRX-F	7 WWIN-F	7 WBAL	7
WPOC-F	8 WWIN								

FORMATS	AM	FM	TOTAL	%	FAL 88	OTHER RATED STATIONS	METRO CUME TSA TSA
-----	--	--	-----	-	-	-----	SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		348 (4)	348 (4)	11.0	10.2	WEBB 1360 Baltimore	1.0/3.5/ 35/ 710
AOR/CLASSIC		433 (4)	433 (4)	13.7	14.1	WFSI-F 107.9 Annapolis	0.3/0.8/ 14/ 151
AC/OLDIES/SOFT ROCK	24 (1)	606 (5)	630 (6)	20.0	18.7	WITH 1230 Baltimore	1.2/3.8/ 44/ 753
MOR/VARIETY					0.4	WYST 1010 Baltimore	0.7/1.9/ 24/ 385
COUNTRY	72 (1)	205 (2)	277 (3)	8.8	9.8		
BLACK/URBAN	106 (2)	460 (4)	566 (6)	18.0	19.0	WASH-F 97.1 Washington	0.7/1.9/ 27/ 385
BEAUTIFUL/EASY		300 (2)	300 (2)	9.5	10.2	WAVA-F 105.1 Arlington/Wash	0.7/3.6/ 26/ 727
NEWS/TALK	422 (3)		422 (3)	13.4	10.9	WGAY-F 99.5 Washington	0.4/1.7/ 21/ 340
NOSTALGIA	44 (1)		44 (1)	1.4	2.4	WHUR-F 96.3 Washington	1.2/4.4/ 45/ 881
RELIGION/GOSPEL	67 (1)	66 (2)	133 (3)	4.2	4.3	WKYS-F 93.9 Washington	0.4/2.0/ 17/ 393
SPANISH						WLTT-F 94.7 Bethesda/Washg	0.3/1.5/ 15/ 310
CLASSICAL						WMZQ 1390 Arlington	
JAZZ/NEW AGE						WMZQ-F 98.7 Washington	0.4/1.7/ 17/ 356
UNKNOWN/OTHERS						WPGC-F 95.5 Horningside	1.0/4.7/ 43/ 933
	735 (9)	2418 (23)	3153 (32)			WRQX-F 107.3 Washington	1.4/6.4/ 55/1280
						WTOP 1500 Washington	1.0/5.6/ 41/1114

AM STATIONS

WBAL, 1090, 50 KW (DA-N), NEWS/TALK	CBS, \$ 130.00 (HNWH)	Hearst
WBGR, 860, 2.5 KW/100 W(DA-1), RELIG/GOSPEL	NBN, \$ 45.00 (Roslin)	Mortenson
WCAO, 600, 5 KW (DA-1), COUNTRY	NBC, \$ 60.00 (Mc-Guild)	Summit
WCBM, 680, 10 KW/5 KW (DA-2), TALK	ACB I, ABC T, \$ 45.00 (Katz)	
WEBB, 1360, 5 KW/1.7 KW(DA-1),BLACK	SBN, \$ 35.00 (Roslin)	
WITH, 1230, 1 KW, NOSTALGIA	MBS, \$ 40.00 (---)	
WWIN, 1400, 1 KW, BLACK	, \$ 34.00 (Durpetti)	Almic (P)
WYST, 1010, 1 KW (DAYS), OLDIES	APR, \$ 30.00 (MMR)	United

FM STATIONS

WBSB, 104.3, 50 KW @ 420, CHR	ABC C, \$ 160.00 (Banner)	Scripps-Howard
WGRX, 100.7, 16 KW @ 858, CLASSIC AOR	ABC F, \$ 54.00 (Durpetti)	Shamrock-Lynett (WESTMINISTER)
WYYY, 97.9, 13 KW @ 946, AOR	ABC R, \$ 100.00 (HNWH)	Hearst
WLIF, 101.9, 13 KW @ 961, SOFT AC	, \$ 144.00 (Christal)	Infinity
WPOC, 93.1, 16 KW @ 870, COUNTRY	ABC D, \$ 136.00 (Banner)	Nationwide
WQSR, 105.7, 50 KW @ 500, OLDIES	CBS US 1, \$ 80.00 (MMR)	Sconnix
WRBS, 95.1, 50 KW @ 500, RELIGION	, \$ 20.00 (---)	
WWIN, 95.9, 3 KW @ 300, CHR/URBAN	, \$ 130.00 (Durpetti)	Almic (P)
WWMX, 106.5, 7 KW @ 1182, AC	, \$ 130.00 (Katz)	Capitol-Goodman
WXYV, 102.7, 50 KW @ 400, BLACK	, \$ 127.00 (Mc-Guild)	Summit
WYST, 92.3, 10 KW @ 550, AC	APR, \$ 70.00 (MMR)	United

CALL LETTER CHANGES

WFBR changes to WLIF (Jan)

FORMAT CHANGES

WLIF-F changes to EZ/SOFT AC (Feb)
 WLIF-A changes from BUSINESS NEWS
 to SOFT AC (Jan)

STATION SALES

WWIN A/F sold by Ragan Henry to
 Almic for \$6,900,000

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

* CHR - Contemporart Hit Radio, Top 40, Contemporary	T - Talk
* AC - Adult Contemporary	N - News
* O - Oldies (1955 to near 1988)	SP - Hispanic/Spanish
* B - Black (audience predominantly Black - over 75%)	PB - Big Band, Nostalgia
* U - Urban (majority of audience is non-white although a large segment is white)	M - Middle of Road (MOR), Full Service, Variety
* EZ - EZ listening, Beautiful Music	J/NA - Jazz and New Age
* AOR - Album Oriented Rock, also includes Classic Rock	R - Religion, Christian, Christian Music*
* CL - Classical	G - Gospel
* C - Country	E - Ethnic
*	? - Others or Unknown
*	*

BATON ROUGE

Arbitron Rank/Pop (12+): 80/435,400
 MSA Rank/Pop: 92/547,000
 ADI # 95
 Average Person Ratings: 16.1
 Market TSL: 21.50 hours

Stations: 23/16
 Diaries: 847/514:1/51.9%
 Sample Target: 840
 % Below Line: 13.4
 % Not Listed: 13.9

1989 Revenue: \$12,800,000
 HH Inc.: \$26,846
 Retail \$: 3.6 Bil
 Pop per Station: 27,212
 #1 Biller: WYNK-AF \$2,800,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume
1. WFMF-F (CHR)	96/13.7	10.8	12.3	10.5	11.2	11.8	160/2106	19/28.7	24.8	27.3	84	15.7	114	1606
2. KQXL-F (B)	69/ 9.9	11.3	13.5	11.3	13.1	11.5	82/914	723/16.6	21.9	21.3	85	15.0	109	1024
3. WYNK-AF (C)	61/ 8.7	14.7	14.8	12.7	13.8	12.7	232/2820	926/21.3	25.1	27.0	105	12.0	83	1158
4. WGGZ-F (CHR)	47/ 6.7	7.9	6.9	7.4	8.9	7.2	89/2036	888/20.4	21.2	23.2	94	9.2	67	1144
5. WJBO (N/T)	44/ 6.3	3.2	4.7	4.8	3.8	4.8	44/714	594/13.6	11.7	11.5	90	4.0	29	564
6. WXOK (B)	40/ 5.7	7.4	8.2	7.8	10.1	7.3	41/672	643/14.8	17.3	17.8	91	4.3	31	613
7. WNDC (REL)	39/ 5.6	4.2	4.2	2.1	---	4.0	39/399	399/ 9.2	6.6	0.0	136	5.5	40	259
8. WKJN-F (C)	38/ 5.4	6.5	6.7	7.0	6.7	6.4	69/1172	645/14.8	15.0	14.6	111	5.0	36	538
9. KHOM-F (O)	36/ 5.1	5.7	4.2	4.3	1.8	4.8	116/1494	541/12.4	9.9	3.6	159	4.7	34	428
10. WTGE-F (AC)	29/ 4.1	5.1	4.4	7.3	2.7	5.2	39/824	544/12.5	12.5	9.8	139	5.0	36	607
11. WCKW-F (AOR)	25/ 3.6	4.0	2.9	2.8	4.3	3.3	73/881	375/ 8.6	6.6	9.5	144	4.8	35	417
12. WXLT-F (AOR)	16/ 2.3	2.5	3.2	2.2	2.0	2.5	28/370	257/ 5.9	8.2	5.6	70	1.1	8	240
13. KDEA-F (EZ)	12/ 1.7	1.7	1.8	3.4	3.9	2.2	57/868	275/ 6.3	5.2	6.3	106	1.2	9	146
14.														
15. 12+ FM SHARE (METRO):	75.29%	(454 of 603)		(FAL 88: 80.00%)										

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

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		152 (3)	152 (3)	25.2	22.9	KIEZ-F 96.3	1.6/2.6/ 11/ 146
AOR/CLASSIC		41 (2)	41 (2)	6.8	7.9	WKJN 1300	0.4/2.7/ 3/ 141
AC/OLDIES/SOFT ROCK		65 (2)	65 (2)	10.8	4.3	WLUX 1550	0.7/1.4/ 5/ 62
MOR/VARIETY						WQCK-F 92.7	0.9/2.9/ 8/ 152
COUNTRY	8 (2)	94 (2)	102 (4)	16.9	23.3	WTKL 1260	0.7/2.0/ 13/ 119
BLACK/URBAN	40 (1)	69 (2)	109 (3)	18.1	26.3		
BEAUTIFUL/EASY	5 (1)	12 (1)	17 (2)	2.8	4.9	KSMB-F 94.5	1.3/2.1/ 91/1142
NEWS/TALK	52 (2)		52 (2)	8.6	5.7	KTDY-F 99.9	0.6/2.2/ 46/ 613
NOSTALGIA						WQUE-F 93.3	1.0/4.0/ 24/ 492
RELIGION/GOSPEL	44 (2)	6 (1)	50 (3)	8.3	4.6	WNL 870	1.1/4.8/ 29/ 587
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS		15 (2)	15 (2)	2.5			
	149 (8)	454 (15)	603 (23)				

RADIO STATIONS

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

MISCELLANEOUS COMMENTS: KIEZ-F signs on with EZ...
 WXOK sold for \$1,000,000

BEAUMONT

Arbitron Rank/Pop (12+): 118/306,900 Stations: 21/16 1989 Revenue: \$6,900,000
 Diaries: 803/382:1/54.3% HH Inc.: \$30,135
 MSA Rank/Pop: 126/378,000 Sample Target: 710 Retail \$: 2.7 Bil
 ADI # 138 % Below Line: 7.1 Pop per Station: 19,181
 Average Person Ratings: 15.6 % Not Listed: 11.7 #1 Biller: KLVI/KYKR-F \$2,100,000
 Market TSL: 21.25 hours

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. KHYS-F (B)	90/18.8	12.6	10.5	16.6	12.9	----	111/877	613/20.0	19.3	15.6	96	15.6	81	686	KHYS-F
2. KAYD-AF (C)	53/11.0	11.7	10.5	10.6	9.6	----	65/821	666/21.7	18.8	24.0	117	12.7	66	657	KAYD-AF
3. KKMY-F (AC)	44/9.2	5.6	7.0	6.4	6.4	----	55/782	558/18.2	16.6	14.9	145	6.2	32	533	KKMY-F
4. KYKR-F (C)	37/7.7	10.7	10.5	9.6	12.5	----	48/686	540/17.6	22.1	22.8	101	6.6	34	467	KYKR-F
5. KALO (B)	33/6.9	5.4	6.4	4.0	3.0	----	51/405	291/9.5	7.8	8.3	109	5.4	28	223	KALO
6. KZZB-F (CHR)	31/6.5	6.6	6.4	7.3	13.3	----	36/641	542/17.7	25.8	21.5	97	8.1	42	807	KZZB-F
7. KTRH (N/T)	26/5.4	4.3	4.1	2.3	3.0	----	27/386	337/11.0	8.9	10.3	50	2.7	14	265	KTRH
8. KIOC-F (CHR)	25/5.2	7.4	5.2	11.0	7.6	----	33/638	455/14.8	18.1	15.1	52	9.4	49	669	KIOC-F
9. KQXY-F (AC)	22/4.6	7.4	7.4	5.0	7.0	----	24/396	294/9.6	15.5	13.9	137	3.3	17	277	KQXY-F
10. KLVI (C)	18/3.8	4.1	5.2	6.7	7.6	----	32/470	347/11.3	11.2	15.0	92	3.5	18	252	KLVI
11. KWIC-F (AOR)	12/2.5	6.6	5.4	4.6	4.4	----	16/297	222/7.2	11.6	10.2	96	9.2	48	416	KWIC-F
12. KTFA-F (REL)	10/2.1	0.4	2.1	1.7	1.2	----	10/179	179/5.8	3.2	5.0	148	2.1	11	205	KTFA-F
13.															
14.															
15.	12+ FM SHARE (METRO):	78.07%	(331 of 424)	(FAL 88:	78.00%										

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHYS-F>>	1 KHYS-F>>	1 KHYS-F>	1 KHYS-F	1 KHYS-F>	1 KYKR-F<	1 KHYS-F	1 KHYS-F	1 KHYS-F>	1 KHYS-F>>	1 KTRH
2 KZZB-F	2 KKMY-F	2 KAYD-AF	2 KKMY-F	2 KKMY-F<	2 KHYS-F<	2 KAYD-AF	2 KKMY-F	2 KKMY-F<	2 KAYD-AF	2 KHYS-F
3 KIOC-F	3 KAYD-AF>	3 KKMY-F>	3 KAYD-AF>	3 KAYD-AF>	3 KAYD-AF	3 KALO	3 KAYD-AF	3 KAYD-AF	3 KZZB-F	KAYD-F>
4	4 KZZB-F	4 KZZB-F	4 KYKR-F	4 KYKR-F	KALO	4 KTRH	4 KYKR-F	4 KYKR-F>	4 KYKR-F	4 KLVI
5	KIOC-F	5 KYKR-F<	5 KZZB-F	5 KALO	5 KTRH	5 KKMY-F<	5 KQXY-F	5 KZZB-F	5 KIOC-F	5 KKMY-F
6	6	6 KIOC-F	KALO	6	6	6 KYKR-F	6 KZZB-F	6 KIOC-F	6 KALO	6 KIOC-F
						7 KZZB-F				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KHYS-F>	1 KHYS-F>>	1 KHYS-F	1 KHYS-F	1 KHYS-F	1 KHYS-F>	1 KHYS-F>>	1 KHYS-F>	1 KHYS-F>	1 KHYS-F>
2 KAYD-AF>	2 KAYD-AF	2 KKMY-F>>	2 KAYD-AF	2 KAYD-AF	2 KIOC-F	2 KKMY-F	2 KKMY-F	2 KKMY-F>	2 KKMY-F
3 KIOC-F>>	3 KKMY-F>	3 KAYD-AF	3 KKMY-F>	3 KKMY-F>	3 KWIC-F	3 KAYD-AF	3 KAYD-AF>	3 KAYD-AF	3 KAYD-AF
4 KZZB-F	4 KZZB-F	4 KZZB-F	4 KZZB-F	4 KQXY-F	4 KZZB-F>	4 KWIC-F	4 KYKR-F	4 KZZB-F	4 KYKR-F>
KTFA-F	5 KIOC-F	KQXY-F>>	KQXY-F	5 KALO	5 KAYD-AF	5 KIOC-F	KWIC-F	KYKR-F	5 KALO
KKMY-F	6	6	KALO	6 KZZB-F	6 KKMY-F	6 KZZB-F	6 KZZB-F	6	6 KZZB-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP	2 (1)	56 (2)	58 (3)	13.7	13.3	KDLF 1150 Port Neches	0.8/2.8/ 4/ 85
AOR/CLASSIC		16 (2)	16 (2)	3.8	7.1	KJUS 1380 Beaumont/PtArth	0.4/2.8/ 2/ 97
AC/OLDIES/SOFT ROCK	4 (1)	68 (3)	72 (4)	17.0	8.0	KOLE 1340 Port Arthur	0.8/3.9/ 4/ 119
MOR/VARIETY						KQXY 1510 Nederland	0.6/2.2/ 3/ 66
COUNTRY	19 (2)	89 (2)	108 (4)	25.5	31.8	KZZB 990 Beaumont/PtArth	0.4/2.6/ 2/ 81
BLACK/URBAN	33 (1)	92 (2)	125 (3)	29.5	21.1		
BEAUTIFUL/EASY	3 (1)		3 (1)	0.7	8.4	KLDE-F 94.5 Houston	0.4/1.4/ 2/ 49
NEWS/TALK	26 (1)		26 (1)	6.1	5.1	KLQL-F 101.1 Houston	0.8/1.5/ 6/ 91
NOSTALGIA						KMJQ-F 102.1 Clear Lake City	0.4/2.7/ 5/ 157
RELIGION/GOSPEL	6 (2)	10 (1)	16 (3)	3.8	3.3		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS					1.8		
	93 (9)	331 (12)	424 (21)				

RADIO STATIONS

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

BIRMINGHAM

Arbitron Rank/Pop (12+): 52/773,000
 MSA Rank/Pop: 56/940,000
 ADI # 48
 Average Person Ratings: 16.5
 Market TSL: 22.00 hours

Stations: 21/17
 Diaries: 1145/675:1/53.1%
 Sample Target: 1100
 % Below Line: 4.2
 % Not Listed: 9.2

1989 Revenue: \$24,500,000
 HH Inc.: \$23,096
 Retail \$: 5.7 Bil
 Pop per Station: 45,470
 #1 Biller: WZZK-AF \$6,100,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume
1. WZZK-AF (C)	206/16.2	14.4	18.7	17.5	14.7	16.7	299/3875	2318/30.0	30.7	27.1	114	14.6	196	2216
2. WENN-F (B)	157/12.3	10.6	11.0	10.5	9.4	11.1	232/2012	1370/17.7	21.0	18.0	91	14.5	195	1710
3. WZRR-F (AOR)	105/ 8.2	8.6	8.2	10.4	4.2	8.9	126/1866	1262/16.3	14.1	11.7	129	12.2	164	1576
WMJJ-F (AC)	105/ 8.2	11.9	10.4	8.3	12.5	9.7	129/1945	1478/19.1	19.4	22.9	138	8.9	120	1327
5. WAPI-F (CHR)	99/ 7.8	8.0	7.3	8.4	9.0	7.9	172/2774	1493/19.3	18.8	21.4	67	9.3	125	1972
6. WKXX-F (CHR)	89/ 7.0	5.8	7.1	7.3	8.0	6.8	109/1999	1413/18.3	21.2	21.7	81	6.8	91	1804
7. WERC (N/T)	67/ 5.2	6.3	5.6	3.6	4.9	5.2	70/1077	1032/13.4	11.1	12.6	94	5.7	76	870
8. WATV (B)	65/ 5.1	4.0	4.0	3.7	4.8	4.2	65/830	830/10.7	9.4	8.7	102	5.1	68	549
9. WAPI (BB)	59/ 4.6	4.2	3.7	4.5	5.3	4.3	64/836	780/10.1	8.5	11.3	59	3.6	49	595
10. WAGG (REL)	48/ 3.8	3.6	2.9	2.7	5.0	3.3	51/562	539/ 7.0	5.8	7.7	121	1.5	20	279
11. WDJC-F (REL)	33/ 2.6	3.1	2.8	2.9	3.5	2.8	51/916	490/ 6.3	8.3	9.7	127	2.9	39	760
12. WZBQ-F (CHR)	25/ 2.0	1.4	1.0	0.8	1.0	1.3	106/1405	483/ 6.2	4.3	5.4	90			
13. WAYE (REL)	24/ 1.9	1.8	0.8	2.8	1.5	1.8	24/270	270/ 3.5	3.1	3.8	53	0.7	9	195
14. WJLD (B)	21/ 1.6	2.0	1.7	2.8	1.8	2.0	21/430	430/ 5.6	7.3	6.1	112	2.5	34	525

12+ FM SHARE (METRO): 72.04% (835 of 1159) (FAL 88: 69.74%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WENN-F<	1 WENN-F>	1 WENN-F	1 WENN-F	1 WZZK-AF>	1 WZRR-F	1 WZRR-F>	1 WZRR-F>	1 WZRR-F<	1 WZZK-AF
2 WKXX-F	2 WMJJ-F	2 WMJJ-F	2 WMJJ-F<	2 WMJJ-F<	2 WKXX-F	2 WENN-F<	2 WZZK-AF	2 WZZK-AF>	2 WZRR-F>
3 WAPI-F>	3 WKXX-F<	3 WZRR-F	3 WZZK-AF>	3 WENN-F>	3 WENN-F	3 WZZK-AF	3 WMJJ-F	3 WENN-F	3 WMJJ-F
4 WMJJ-F	4 WZRR-F	4 WZZK-AF>	4 WKXX-F	4 WZRR-F	4 WAPI-F	4 WKXX-F	4 WENN-F	4 WMJJ-F	WENN-F
5 WZRR-F>	5 WAPI-F	5 WKXX-F	5 WZRR-F<	5 WKXX-F	5 WZZK-AF>	5 WMJJ-F	5 WATV >	5 WKXX-F	5 WERC
6 WZZK-AF	6	6 WATV	6 WAPI-F	6 WAGG	6 WZBQ-F	6 WAPI-F	6	6 WAPI-F	6

FORMATS	AM	FM	TOTAL	%	FAL 88	OTHER	RATED STATIONS	METRO CUME TSA	TSA
	--	--	----	-	-		SHARE/RTG/AQH/CUME	SHARE/RTG/AQH/CUME	
TOP 40/CHR/CONTEMP		131 (3)	131 (3)	11.3	11.1	WCRT	1260 Birmingham	1.1/3.5/ 14/ 268	
AOR/CLASSIC		105 (1)	105 (1)	9.1		WKLD-F	97.7 Oneonta	0.3/1.2/ 4/ 109	
AC/OLDIES/SOFT ROCK	14 (1)	109 (2)	123 (3)	10.6	20.5	WVOK	690 Birmingham	0.7/4.7/ 14/ 614	
MOR/VARIETY									
COUNTRY	26 (2)	190 (1)	216 (3)	18.6	17.5	WHNA-F	100.5 Anniston	0.6/1.6/ 70/ 718	
BLACK/URBAN	86 (2)	246 (2)	332 (4)	28.6	26.4	WQEN-F	103.7 Gadsden/Anstn	0.5/1.8/ 82/1008	
BEAUTIFUL/EASY		13 (1)	13 (1)	1.1	0.9	WRS-A-F	96.9 Decatur/Hntsvle	1.0/1.7/ 44/ 526	
NEWS/TALK	67 (1)		67 (1)	5.8	5.5				
NOSTALGIA	59 (1)		59 (1)	5.1	5.8				
RELIGION/GOSPEL	72 (2)	33 (1)	105 (3)	9.1	11.6				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS		8 (1)	8 (1)	0.7	0.8				
	324 (9)	835 (12)	1159 (21)						

RADIO STATIONS

WAGG, 1320, 5 KW	GOSPEL	SBN, \$ 30.00 (HNWH)	
WAPI, 1070, 50 KW/5 KW (DA-N)	NOSTALGIA	NBC, \$ 29.00 (Christal)	Dittman
WATV, 900, 1 KW	BLACK	ABC E, \$ 30.00 (Roslin)	
WAYE, 1220, 1 KW (DAYS)	RELIGION	, \$ 15.00 (---)	Willis
WCRT, 1260, 5 KW/41 W	OLDIES	CNN, TRNSTR, \$ 16.00 (Banner)	
WERC, 960, 5 KW (DA-N)	NEWS/TALK	, \$ 40.00 (Mc-Guild)	Sungroup
WJLD, 1400, 1 KW	BLACK	MBC, SBN, \$ 21.00 (---)	
WVOK, 690, 50 KW/30 W	COUNTRY	CBS, \$ 17.00 (Republic)	Dick
WZZK, 610, 5 KW/1 KW (DA-N)	SIMULCAST WITH WZZK-F		
WAPI-F, 94.5, 98 KW @ 1214, CHR		ABC C, \$ 80.00 (Christal)	Dittman
WDJC-F, 93.7, 99 KW @ 984, RELIGION		, \$ 22.00 (---)	Crawford
WENN-F, 107.7, 100 KW @ 640, BLACK		SBN, \$ 57.00 (HNWH)	
WKXX-F, 106.9, 99 KW @ 1114, CHR		ABC D, \$ 59.00 (Mc-Guild)	Sungroup
WMJJ-F, 96.5, 100 KW @ 1026, AC		, \$ 107.00 (Banner)	Capitol-Johnson
WZRR-F, 99.5, 100 KW @ 869, CLASSIC AOR		, \$ 50.00 (Republic)	Dick
WZZK-F, 104.7, 100 KW @ 1300, COUNTRY		, \$ 130.00 (Katz)	NewCity

BOSTON

Arbitron Rank/Pop (12+): 8/3,184,100
 MSA Rank/Pop: 6/3,740,000
 ADI # 6
 Average Person Ratings: 18.2
 Market TSL: 24.00 hours

Stations: 37/30
 Diaries: 2473/1287:1/51.3%
 Sample Target: 2190
 % Below Line: 4.7
 % Not Listed: 12.8

1989 Revenue: \$111,800,000
 HH Inc.: \$35,763
 Retail \$: 34.9 Bil
 Pop per Station: 106,136
 #1 Biller: WXKS-F \$15,200,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WRKO (N/T)	383/ 6.6	6.6	6.5	7.7	7.2	6.8	471/5711	4404/13.8	14.8	14.2	61	5.7	308	3726	WRKO
2. WXKS-F (CHR)	358/ 6.2	8.0	7.7	7.1	5.9	7.3	413/7184	5896/18.5	20.3	18.7	94	9.4	505	6300	WXKS-F
3. WBZ (MOR)	344/ 5.9	5.4	5.9	6.6	7.4	5.9	497/7205	4902/15.4	16.0	16.3	83	6.8	365	4448	WBZ
4. WZOU-F (CHR)	321/ 5.5	5.6	6.6	5.7	5.0	5.8	433/8267	5795/18.2	18.8	15.1	69	8.9	477	6314	WZOU-F
5. WBCN-F (AOR)	308/ 5.3	5.5	5.8	5.1	4.8	5.4	406/6535	4724/14.8	15.4	15.7	136	8.2	439	5369	WBCN-F
6. WODS-F (O)	296/ 5.1	4.8	3.7	4.7	5.2	4.6	452/7107	4551/14.3	13.1	14.2	153	3.8	203	3865	WODS-F
7. WJIB-F (EZ)	295/ 5.1	5.2	6.3	5.4	5.4	5.5	347/4622	3869/12.2	13.3	10.7	73	3.8	202	2822	WJIB-F
8. WHDH (N/T)	270/ 4.7	4.4	4.6	4.4	5.2	4.5	296/5389	4685/14.7	11.6	15.5	87	4.3	232	4080	WHDH
9. WMJX-F (AC)	267/ 4.6	4.5	4.7	3.7	3.6	4.4	291/5266	4532/14.2	14.0	11.1	128	3.1	169	2989	WMJX-F
10. WEEI (N/T)	259/ 4.5	3.8	3.6	4.0	4.2	4.0	283/5524	4763/15.0	13.0	14.3	73	3.0	160	3469	WEEI
11. WSSH-F (AC)	200/ 3.5	4.6	3.9	4.3	3.6	4.1	292/4669	3317/10.4	10.8	10.5	111	3.4	185	2970	WSSH-F
12. WZLX-F (AOR)	180/ 3.1	3.5	3.6	4.2	4.8	3.6	240/4507	3363/10.6	11.5	11.7	135	4.2	227	3385	WZLX-F
13. WILD (B)	143/ 2.5	2.1	2.1	2.4	2.6	2.3	144/991	975/ 3.1	3.3	3.2	112	1.9	102	1104	WILD
14. WVBF-F (AC)	132/ 2.3	2.4	2.4	2.4	2.5	2.4	147/2722	2208/ 6.9	7.2	7.1	161	3.0	161	2068	WVBF-F
15. WROR-F (AC)	125/ 2.2	2.8	3.0	3.1	3.2	2.8	190/4397	3147/ 9.9	11.8	11.5	141	2.6	139	2940	WROR-F
16. WPLM-F (BB)	124/ 2.1	1.2	1.9	0.8	1.1	1.5	194/2095	1334/ 4.2	6.2	3.4	14	1.8	97	970	WPLM-F
17. WCRB-F (CL)	121/ 2.1	1.7	1.9	2.5	1.8	2.0	155/2807	2118/ 6.7	5.9	5.5	105	1.5	81	1330	WCRB-F
18. WCGY-F (AOR)	112/ 1.9	1.9	1.4	1.9	1.5	1.8	144/2348	1713/ 5.4	5.6	4.4	111	2.2	118	2018	WCGY-F
19. WFNX-F (AOR)	108/ 1.9	1.9	2.2	1.8	1.4	2.0	115/1870	1654/ 5.2	6.4	4.5	121	1.1	57	1477	WFNX-F
20. WAAF-F (AOR)	103/ 1.8	1.2	0.9	1.5	2.1	1.4	262/4273	2144/ 6.7	5.4	7.0	50	3.3	175	3022	WAAF-F
21. WBOS-F (AOR)	92/ 1.6	2.2	1.3	2.4	2.4	1.9	115/2397	1802/ 5.7	5.3	5.7	162	2.0	105	1461	WBOS-F
22. WXKS (BB)	83/ 1.4	2.1	2.1	1.0	1.3	1.6	83/1097	1081/ 3.4	4.1	3.1	29	0.8	44	610	WXKS
23.															
24.															
25.															

12+ FM SHARE (METRO): 65.94% (3328 of 5047) (FAL 88: 64.86%)

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

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

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		703 (3)	703 (3)	13.9	13.1	WBOQ-F 104.9 Gloucester	0.3/1.2/24/420
AOR/CLASSIC		945 (7)	945 (7)	18.7	17.4	WCAP 980 Lowell	0.4/1.0/23/386
AC/OLDIES/SOFT ROCK	52 (2)	1042 (6)	1094 (8)	21.7	22.4	WCCH 800 Lawrence	0.3/0.6/19/207
MOR/VARIETY	397 (2)		397 (2)	7.9	9.1	WEZE 1260 Boston	0.3/1.1/17/377
COUNTRY		37 (1)	37 (1)	0.7	3.5	WJDA 1300 Quincy	0.9/1.1/53/372
BLACK/URBAN	143 (1)		143 (1)	2.8	3.0	WKKU 1510 Boston	0.6/1.7/37/568
BEAUTIFUL/EASY		313 (2)	313 (2)	6.2	6.2	WLVG 740 Cambridge	0.7/0.5/43/159
NEWS/TALK	933 (4)		933 (4)	18.5	19.1	WMEX 1150 Boston	0.3/1.5/18/493
NOSTALGIA	83 (1)	124 (1)	207 (2)	4.1	2.7	WROL 950 Boston	0.6/1.7/45/669
RELIGION/GOSPEL	50 (2)		50 (2)	1.0	1.5		
SPANISH						WCTK-F 98.1 New Bedfrd/Prvd	0.4/1.5/108/1563
CLASSICAL		121 (1)	121 (1)	2.4	2.1	WHJY-F 94.1 Providence	0.7/2.4/219/3329
JAZZ/NEW AGE						WHOB-F 106.3 Nashua	0.4/1.4/96/1480
UNKNOWN/OTHERS	61 (2)	43 (2)	104 (4)	2.1		WOKQ-F 97.5 Dover/Portsmth	0.6/1.5/163/1913
	1719 (14)	3328 (23)	5047 (37)			WSRS-F 96.1 Worcester	0.3/0.9/130/1775
						WXLO-F 104.5 Fitchbrg/Worcst	0.4/2.1/131/2206

AM STATIONS

WBZ, 1030, 50 KW (DA-1), MOR	ABC I, \$ 230.00 (Group W)	Westinghouse
WEEI, 590, 5 KW (DA-1), NEWS	CBS, \$ 135.00 (CBS)	
WHDH, 850, 50 KW (DA-2), TALK	NBC, TLKNT, \$ 173.00 (Durpetti)	
WILD, 1090, 5 KW (DAYS), BLACK	SBN, \$ 42.00 (Roslin)	
WMEX, 1150, 5 KW (DA-2), BUSINESS NEWS	ABC E, \$ 35.00 (Mc-Guild)	Greater Media
WRKO, 680, 50 KW (DA-2), TALK	MBS, \$ 180.00 (Republic)	Atlantic Ventures
WROL, 950, 5 KW (DAYS), RELIGION	\$ 21.00 (---)	
WXKS, 1430, 5 KW/1 KW(DA-N), NOSTALGIA	\$ N/A (MMR)	Pyramid

FM STATIONS

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

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

WMEX changes from OLDIES to BUSINESS NEWS (Nov)

WEEI sold to Boston Celtics for \$8,000,000 (Stevens)

WHDH sold by Sconnix for \$14,000,000

BRIDGEPORT

Arbitron Rank/Pop (12+): 93/373,200
 MSA Rank/Pop: 64/833,000 (County)
 New York ADI
 Average Person Ratings: 18.6
 Market TSL: 24.25 hours

Stations: 33/5
 Diaries: 817/457:1/55.5%
 Sample Target: 780
 % Below Line: 55.5
 % Not Listed: 12.4

1989 Revenue: \$23,000,000
 HH Inc.: \$42,595
 Retail \$: 9.0 Bil
 Pop per Station: 74,640
 #1 Biller: WEBE-F \$5,400,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume
1. WEZN-F (AC)	109/15.7	16.6	14.7	13.5	13.4	----	109/1165	1165/31.2	32.5	28.1	83			WEZN-F
2. WICC (MOR)	76/11.0	10.3	10.7	13.3	15.5	----	76/1134	1134/30.4	30.0	29.8	92			WICC
3. WKCI-F (CHR)	68/ 9.8	9.3	7.7	9.3	10.1	----	68/958	958/25.7	24.7	23.5	86			WKCI-F
4. WEBE-F (AC)	63/ 9.1	8.6	8.9	10.5	10.4	----	63/806	806/21.6	22.4	20.2	158			WEBE-F
5. WPLR-F (AOR)	53/ 7.6	7.0	8.4	9.2	7.7	----	53/692	692/18.5	20.1	18.7	96			WPLR-F
6. WFAN (T)	23/ 3.3	2.9	1.3	1.3	0.3	----	23/431	431/11.5	9.9	9.1	148			WFAN
WCBS (N/T)	23/ 3.3	2.7	2.8	3.3	3.9	----	23/560	560/15.0	12.0	14.4	67			WCBS
8. WQHT-F (CHR)	17/ 2.4	2.4	1.2	2.0	1.8	----	17/192	192/ 5.1	5.4	5.7	33			WQHT-F
WCUM (?)	17/ 2.4	0.6	0.8	0.4	1.2	----	17/74	74/ 2.0	1.6	2.3	137			WCUM

10. 12+ FM SHARE (METRO): 67.43% (410 of 608) (FAL 88: 62.03%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKCI-F>>	1 WEBE-F	1 WEBE-F>>	1 WEBE-F	1 WEZN-F<	1 WPLR-F>>	1 WPLR-F>>	1 WPLR-F>	1 WPLR-F>	1 WPLR-F
2 WEBE-F>>	2 WKCI-F>>	2 WKCI-F	2 WKCI-F	2 WEBE-F>	2 WQHT-F>	2 WKCI-F	2 WEBE-F>	2 WEBE-F	2 WEBE-F
3 WRKS-F	3 WEZN-F	3 WEZN-F	3 WEZN-F>	3 WICC	3 WKCI-F>	3 WQHT-F	3 WKCI-F	3 WKCI-F	3 WFAN
4	4	4	4 WICC	4 WKCI-F	4 WRKI-F>	WEBE-F	WFAN >>	4 WFAN	WICC
5	5	5	5	5	5 WRKS-F>>	5	5	WICC	5 WEZN-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		98 (5)	98 (5)	16.1	13.0	WADS 690 Ansonia	0.4/2.9/ 3/ 109
AOR/CLASSIC		79 (5)	79 (5)	13.0	14.6	WDJZ 1530 Bridgeport	2.0/2.4/ 14/ 90
AC/OLDIES/SOFT ROCK		188 (5)	188 (5)	30.9	15.7	WFIF 1500 Milford	0.6/1.3/ 4/ 50
MOR/VARIETY	88 (3)		88 (3)	14.5	15.9		
COUNTRY		16 (2)	16 (2)	2.6	2.5	WABC 770 New York	1.2/2.3/ 8/ 86
BLACK/URBAN		12 (1)	12 (1)	2.0	3.1	WALK 1370 Patchogue	
BEAUTIFUL/EASY		3 (1)	3 (1)	0.5	17.3	WALK-F 97.5 Patchogue	0.6/3.9/ 4/ 151
NEWS/TALK	67 (5)		67 (5)	11.0	11.6	WAVZ 1300 New Haven	1.2/2.8/ 8/ 104
NOSTALGIA	22 (2)		22 (2)	3.6	3.8	WBLI-F 106.1 Patchogue	0.6/4.9/ 4/ 182
RELIGION/GOSPEL						WCBS-F 101.1 New York	0.3/1.7/ 2/ 64
SPANISH						WDRG-F 102.9 Hartford	1.4/6.1/ 10/ 228
CLASSICAL		4 (1)	4 (1)	0.7	0.9	WEFX-F 95.9 Norwalk/Stmfrd	1.3/5.7/ 9/ 214
JAZZ/NEW AGE		10 (2)	10 (2)	1.6	0.8	WELI 960 New Haven	0.4/2.1/ 3/ 78
UNKNOWN/OTHERS	21 (2)		21 (2)	3.5	0.8	WGSM 740 Huntington	1.3/1.5/ 9/ 56
	198 (12)	410 (22)	608 (34)			WHTZ-F 100.3 Newark/New York	0.9/3.8/ 6/ 141
						WJAZ-F 96.7 Stamford	0.7/2.7/ 5/ 99
						WNCN-F 104.3 New York	0.6/1.8/ 4/ 66
						WNEW-F 102.7 New York	0.6/3.5/ 4/ 129
						WOR 710 New York	1.4/4.1/ 10/ 152
						WPLJ-F 95.5 New York	0.4/4.6/ 3/ 171
						WQCD-F 101.9 New York	0.7/1.9/ 5/ 72
						WRCH-F 100.5 New Britain/Hrt	0.4/1.5/ 3/ 56
						WRKI-F 95.1 Brookfield	1.2/8.7/ 8/ 325
						WRKS-F 98.7 New York	1.7/4.2/ 12/ 155
						WVYZ-F 92.5 Waterbury/Hrtfd	1.6/3.9/ 11/ 144
						WXRK-F 92.3 New York	0.7/5.6/ 5/ 209
						WYNY-F 103.5 Lk Success/NY	0.7/3.8/ 5/ 141

RADIO STATIONS

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

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

BUFFALO-NIAGARA FALLS

Arbitron Rank/Pop (12+): 39/992,000
 MSA Rank/Pop: 54 (Buffalo) 1,180,000
 197 (Niagara Falls)
 ADI # 38
 Average Person Ratings: 17.3
 Market TSL: 22.45 hours

Stations: 24/20
 Diaries: 1326/748:1/55.1%
 Sample Target: 1290
 % Below Line: 2.6
 % Not Listed: 10.3

1989 Revenue: \$28,100,000
 HH Inc.: \$27,650
 Retail \$: 7.9 Bil
 Pop per Station: 49,600
 #1 Biller: WBN \$4,700,000

12+ METRO	1/4/SHARE	SUM					4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
		89	SPG 89	WIN 89	FAL 88											
1. WBN (MOR)	183/10.7	6.8	7.9	9.1	10.8	8.6	193/3390	3097/31.2	20.4	31.5	85	7.2	129	2099	WBN	
2. WKSE-F (CHR)	156/ 9.1	11.3	9.5	11.0	9.2	10.2	176/2688	2422/24.4	25.9	26.1	96	12.0	215	3276	WKSE-F	
WGR -F (AOR)	156/ 9.1	7.6	9.4	7.4	6.0	8.4	203/2147	1707/17.2	17.6	15.1	110	10.1	181	2278	WGR -F	
4. WYRK-F (C)	151/ 8.8	8.8	8.5	10.0	10.7	9.0	181/1849	1603/16.2	17.3	17.4	120	6.1	109	1103	WYRK-F	
5. WJYE-F (EZ)	136/ 7.9	9.1	11.2	9.3	9.7	9.4	146/1992	1830/18.4	23.5	21.3	103	8.8	158	1448	WJYE-F	
6. WHTT-F (O)	104/ 6.1	6.0	5.2	5.2	4.4	5.6	119/1963	1716/17.3	14.3	14.8	156	7.0	126	1725	WHTT-F	
7. WBUF-F (AC) **	93/ 5.4	6.3	8.6	6.8	8.9	6.8	117/1480	1220/12.3	17.2	16.1	156	4.0	72	1223	WBUF-F	
8. WMJQ-F (CHR)	88/ 5.1	5.9	4.2	4.5	5.1	4.9	180/3110	1899/19.1	18.2	18.0	78	5.7	103	2267	WMJQ-F	
9. WUPX-F (AOR)	84/ 4.9	4.4	2.9	3.7	3.4	4.0	88/1586	1409/14.2	12.9	13.3	112	6.0		1592	WUPX-F	
10. WBLK-F (B)	81/ 4.7	6.6	5.7	4.8	6.6	5.4	81/1010	1003/10.1	10.1	10.1	106	6.5	116	1454	WBLK-F	
11. WGR (N/T)	60/ 3.5	4.0	1.6	4.2	3.0	3.3	64/1336	1160/11.7	9.4	13.3	74	2.5	45	794	WGR	
12. WECK (BB)	55/ 3.2	3.8	5.8	5.7	5.7	4.6	57/754	700/ 7.1	9.7	10.1	13	3.1	55	723	WECK	
13. WWKB (N/T)	33/ 1.9	1.0	1.7	1.2	1.6	1.5	35/577	546/ 5.5	5.3	6.4	105	2.4	44	592	WWKB	
14. CJFT (MOR)	28/ 1.6	1.2	1.1	0.4	----	1.1	28/255	255/ 2.6	3.0	0.0	13				CJFT	
15. WDCX-F (REL)	25/ 1.5	1.0	1.5	1.0	1.0	1.3	35/685	436/ 4.4	4.0	3.5	107	1.4	26	473	WDCX-F	
16. WBMW-F (J/NA)	23/ 1.3	1.4	0.6	1.1	0.3	1.1	26/430	386/ 3.9	2.7	2.1	138	1.5	27	518	WBMW-F	
17.																
18.																
19.																
20.																

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

12+ FM SHARE (METRO): 71.60% (1102 of 1539) (FAL 88: 0.00%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKSE-F>	1 WKSE-F>	1 WKSE-F>	1 WKSE-F>	1 WKSE-F	1 WGR -F>>	1 WGR -F>>	1 WGR -F>>	1 WGR -F>	1 WGR -F
2 WMJQ-F	2 WGR -F	2 WGR -F	2 WBUF-F	2 WBUF-F	2 WUPX-F>	2 WUPX-F>	2 WUPX-F>	2 WUPX-F	2 WYRK-F
3 WGR -F>	3 WMJQ-F	3 WHTT-F	3 WGR -F<	3 WJYE-F	3 WKSE-F	3 WKSE-F	3 WKSE-F	3 WHTT-F	3 WBN <
4 WBLK-F	4 WBUF-F	4 WBUF-F	4 WJYE-F	4 WXRL	4 WMJQ-F>	4 WMJQ-F	4 WBN	4 WBN	4 WHTT-F>
5 WUPX-F	5 WHTT-F	5 WJYE-F	5 WHTT-F	5 WHTT-F	5 WJYE-F	5 WBN	5 WHTT-F	5 WYRK-F	5 WUPX-F
6 WBUF-F	6 WJYE-F	6 WYRK-F	6 WYRK-F	6 WBN	6 WGR	6 WJYE-F	6 WYRK-F	6 WKSE-F	6 WJYE-F
7	7 WBLK-F	7 WUPX-F	7 WMJQ-F	7 WBLK-F	7 WBN	7 WYRK-F	7 WMJQ-F	7	7 WBUF-F<
8	8 WYRK-F	8 WBLK-F	8	8 WGR -F	8 WYRK-F	8 WHTT-F	8 WJYE-F	8	8 WKSE-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		244 (2)	244 (2)	15.9	16.1	WGKT 1400 Buffalo	0.8/3.1/13/307
AOR/CLASSIC		245 (3)	245 (3)	15.9	15.7	WHLD 1270 Niagara Falls	0.3/1.8/ 5/179
AC/OLDIES/SOFT ROCK	21 (2)	197 (2)	218 (4)	14.2	13.1	WHTT 1120 Buffalo	0.5/1.7/ 8/181
MOR/VARIETY	211 (2)		211 (2)	13.7	16.3	WUFO 1080 Amherst	1.2/3.4/20/340
COUNTRY	20 (1)	151 (1)	171 (2)	11.1	12.3	WXRL 1300 Lancaster/Buffl	1.2/3.6/22/383
BLACK/URBAN	20 (1)	81 (1)	101 (2)	6.6	7.7		
BEAUTIFUL/EASY		136 (1)	136 (1)	8.8	10.6	CFNY-F 102.1 Brampton ON	0.3/1.5/ 5/153
NEWS/TALK	93 (2)		93 (2)	6.0		CJRN 710 Niagara Flls ON	0.3/0.9/ 6/97
NOSTALGIA	55 (1)		55 (1)	3.6	6.2	WYSL 1030 Avon/Rochester	0.3/0.7/ 6/74
RELIGION/GOSPEL		25 (1)	25 (1)	1.6	1.1		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE		23 (1)	23 (1)	1.5	0.3		
UNKNOWN/OTHERS	17 (3)		17 (3)	1.1	0.4		
	437 (12)	1102 (12)	1539 (24)				

AM STATIONS

WBEN, 930, 5 KW (DA-N)	, MOR	CBS, \$ 80.00 (Eastman)	
WECK, 1230, 1 KW	, NOSTALGIA	NBC, \$ 31.00 (Roslin)	
WGKT, 1400, 1 KW	, OLDIES	, \$ 20.00 (CBS)	Metroplex
WGR, 550, 5 KW (DA-N)	, NEWS/TALK	ABC E, \$ 42.00 (Katz)	
WUFO, 1080, 1 KW (DAYS)	, BLACK	SBN, \$ 16.00 (---)	
WWKB, 1520, 50 KW (DA-1)	, BUSINESS NEWS	, \$ 40.00 (HNWH)	Price

FM STATIONS

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

CALL LETTER CHANGES

WPHD changes to WUFX (Sept)

FORMAT CHANGES

WGR reclassified as NEWS/TALK

STATION SALES

CANTON

Arbitron Rank/Pop (12+): 108/332,400
 MSA Rank/Pop: 117/404,000
 Cleveland ADI
 Average Person Ratings: 17.4
 Market TSL: 23.00 hours

Stations: 32/9
 Diaries: 805/413:1/55.3%
 Sample Target: 730
 % Below Line: 43.7
 % Not Listed: 10.6

1989 Revenue: \$7,900,000
 HH Inc.: \$26,594
 Retail \$: 2.6 Bil
 Pop per Station: 36,933
 #1 Biller: WHBC \$2,400,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume
1. WHBC-F (EZ)	73/12.7	14.7	12.8	11.8	17.5	----	107/1128	806/24.2	24.4	23.9	82			WHBC-F
2. WDJQ-F (CHR)	58/10.1	8.1	11.1	10.9	10.7	----	78/876	648/19.5	19.9	25.5	126			WDJQ-F
3. WHBC (MOR)	57/ 9.9	11.6	11.8	10.7	12.2	----	59/851	812/24.4	23.1	25.3	68			WHBC
4. WRQK-F (AOR)	44/ 7.6	4.6	8.2	8.6	5.3	----	55/712	519/15.6	13.7	15.7	84			WRQK-F
5. WKDD-F (CHR)	41/ 7.1	6.2	7.4	7.4	7.6	----	36/986	622/18.7	18.5	21.6	127			WKDD-F
6. WQXK-F (C)	40/ 6.9	9.0	7.5	10.9	6.1	----	76/896	462/13.9	17.6	15.8	107			WQXK-F
7. WONE-F (AOR)	28/ 4.9	4.6	2.9	1.8	3.2	----	48/473	325/ 9.8	9.7	8.7	143			WONE-F
8. WQMX-F (AC)	19/ 3.3	2.3	1.9	0.7	1.3	----	24/394	225/ 6.8	6.9	8.1	142			WQMX-F
9. WNIR-F (T)	17/ 2.9	4.1	1.9	3.5	2.3	----	19/294	192/ 5.8	5.1	5.9	103			WNIR-F
10. WMJI-F (AC)	14/ 2.4	2.3	2.9	2.8	2.7	----	16/314	268/ 8.1	7.0	8.8	196			WMJI-F
11. WNPQ-F (CHR)	13/ 2.3	2.4	0.9	1.6	2.3	----	30/473	239/ 7.2	9.8	4.6	30			WNPQ-F

12+ FM SHARE (METRO): 80.04% (413 of 516) (FAL 88: 67.32%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFAH >	1 WRQK-F	1 WDJQ-F	1 WDJQ-F>	1 WDJQ-F	1 WHBC-F	1 WHBC	1 WHBC-F	1 WHBC-F	1 WRQK-F>	1 WHBC >>
2 WNPQ-F	WDJQ-F	2 WRQK-F	2 WKDD-F	2 WHBC-F	2 WHBC >	2 WHBC-F	2 WDJQ-F>	2 WDJQ-F	2 WHBC	2 WDJQ-F
3 WRQK-F	3 WKDD-F	3 WKDD-F>	3 WHBC-F	3 WKDD-F	3 WQXK-F	3 WDJQ-F>	3 WONE-F	3 WRQK-F	3 WDJQ-F	3 WHBC-F
4 WKDD-F	4 WONE-F>	4 WONE-F	4 WONE-F	4 WQXK-F	4	4 WQXK-F<	4 WQXK-F	4 WQXK-F<	4 WKDD-F	4 WKDD-F
5 WPHR-F	5 WQMX-F	5 WQXK-F	5 WQXK-F	5 WONE-F	5	5 WKDD-F	5 WRQK-F	5 WKDD-F	5 WHBC-F	5 WQXK-F
6	6	WHBC-F	WRQK-F	6 WHBC <	6	6	6 WHBC	6	6	6
				7 WRQK-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 WDJQ-F	1 WDJQ-F	1 WKDD-F	1 WDJQ-F	1 WDJQ-F	1 WRQK-F>>	1 WRQK-F>	1 WONE-F	1 WRQK-F	1 WDJQ-F
2 WRQK-F	2 WKDD-F>	2 WDJQ-F>	2 WKDD-F>	2 WKDD-F	2 WZAK-F	2 WONE-F	2 WDJQ-F	2 WDJQ-F	2 WONE-F
3 WQMX-F	3 WRQK-F	3 WQXK-F	3 WQXK-F	3 WHBC-F	WONE-F	3 WDJQ-F	3 WKDD-F	3 WONE-F>	3 WHBC-F
4 WKDD-F	4 WQMX-F>	4 WQMX-F	WRQK-F	4 WQXK-F>	WDJQ-F	4 WKDD-F	WRQK-F>	4 WKDD-F	4 WRQK-F
5 WNPQ-F>	5 WQXK-F	WONE-F	5 WHBC-F	5 WHBC	5 WKDD-F	5	5 WQMX-F	5 WHBC-F	5 WHBC
6 WHOT-F	6	WRQK-F	6	6	6	6	WMMS-F	6	6

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		122 (5)	122 (5)	23.6	24.5	WBXT 900 Canton/Akron	1.2/3.0/ 7/ 99
AOR/CLASSIC		82 (3)	82 (3)	15.9	16.9	WFAH 1310 Alliance	0.7/2.9/ 4/ 115
AC/OLDIES/SOFT ROCK		54 (4)	54 (4)	10.5	7.8	WTIG 990 Massillion	1.0/2.1/ 6/ 69
MOR/VARIETY	64 (3)		64 (3)	12.4	17.3	WTOF-F 98.1 Canton/Akron	0.3/3.9/ 6/ 198
COUNTRY	19 (3)	47 (3)	66 (6)	12.8	11.8		
BLACK/URBAN		8 (1)	8 (1)	1.6	1.0	WCLV-F 95.5 Cleveland	0.7/1.7/ 4/ 64
BEAUTIFUL/EASY		75 (2)	75 (2)	14.5	14.7	WDOK-F 102.1 Cleveland	1.7/6.7/ 11/ 316
NEWS/TALK	4 (1)	17 (1)	21 (2)	4.1	4.3	WGAR 1220 Cleveland	0.3/1.4/ 2/ 76
NOSTALGIA	3 (1)		3 (1)	0.6	0.6	WGAR-F 99.5 Cleveland	0.5/2.3/ 5/ 141
RELIGION/GOSPEL	13 (2)	2 (1)	15 (3)	2.9	1.2	WHL0 640 Akron/Cleveland	1.0/2.8/ 11/ 189
SPANISH						WHOT-F 101.1 Youngstown	0.7/1.9/ 33/ 431
CLASSICAL		4 (1)	4 (1)	0.8		WJER-F 101.7 Dover-New Phily	0.3/1.7/ 21/ 270
JAZZ/NEW AGE						WLTF-F 106.5 Cleveland	1.9/5.6/ 14/ 245
UNKNOWN/OTHERS		2 (1)	2 (1)	0.4		WMMS-F 100.7 Cleveland	1.7/7.3/ 13/ 356
	103 (10)	413 (22)	516 (32)			WPHR-F 107.9 Cleveland	1.0/4.9/ 9/ 247
						WQAL-F 104.1 Cleveland	0.3/1.5/ 2/ 50
						WQKT-F 104.5 Wooster	0.7/2.2/ 46/ 502
						WRMR 850 Cleveland	0.5/1.5/ 11/ 123
						WSLR 1350 Akron	1.9/3.2/ 11/ 119
						WSOM 600 Salem	0.5/1.4/ 6/ 85
						WWWE 1100 Cleveland	0.7/5.3/ 9/ 339
						WZAK-F 93.1 Cleveland	1.4/3.7/ 11/ 164

RADIO STATIONS

WHBC, 1480, 5 KW (DA-N), MOR, ABC E, \$ 60.00 (Christal)
 WFAH, 1310, 1 KW/8 W (DA-1), AC, ABC I, \$ 15.00 (HNWH)
 WTIG, 990, 250 W (DAYS), COUNTRY, MBS, \$ 13.00 (---)
 WBXT, 900, 500 W (DAYS), RELIGION, SBN, APR, \$ 10.00 (---)
 WDJQ-F, 92.5, 50 KW @ 500, CHR, \$ 42.00 (HNWH)
 WHBC-F, 94.1, 50 KW @ 500, BTFL/EZ, ABC E, \$ 39.00 (Christal)
 WNPQ-F, 95.9, 1.6 KW @ 300, CHR, RADRAD, \$ 15.00 (---)
 WRQK-F, 106.9, 28 KW @ 340, AOR, \$ 35.00 (MMR)
 WTOF-F, 98.1, 36 KW @ 570, RELIGION, \$ 15.00 (---) Mortenson

OTHER RANKED STATIONS -- See Akron and Cleveland

CHARLESTON, SC

Arbitron Rank/Pop (12+): 80/407,300
MSA Rank/Pop: 98/519,000
ADI # 107

1989 Revenue: \$11,300,000
HH Income: \$23,092
Retail \$: 3.3 Bil
#1 Biller: WEZL-F \$2,300,000

IMPORTANT NOTICE

Hurricane Hugo disrupted the Charleston market to such a degree that neither Arbitron nor Birch felt that they could conduct an accurate and reliable survey. So the Fall surveys were cancelled. The next survey will appear in the Spring 1990 issue of American Radio.

MISCELLANEOUS COMMENTS

WJYQ-F changed from AC to Jazz/NAC (Nov). . .
WQIZ, WKQB-F (St. George) sold for \$2,450,000
(Gazzana). . . WMGL-F (Ravenal) sold for \$2,400,000
. . . WEZL-F sold by John Price to Apollo for
\$8,100,000 (Stevens). . .

CHARLOTTE

Arbitron Rank/Pop (12+): 41/930,900
 MSA Rank/Pop: 44/1,130,000
 ADI # 31
 Average Person Ratings: 16.7
 Market TSL: 22.00 hours

Stations: 26/19
 Diaries: 1366/681:1/52.4%
 Sample Target: 1190
 % Below Line: 4.6
 % Not Listed: 11.3

1989 Revenue: \$32,900,000
 HH Inc.: \$27,430
 Retail \$: 9.0 Bil
 Pop per Station: 48,994
 #1 Biller: WSOC-AF \$5,000,000

12+ METRO	1/4/SHARE	SUM				4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion	Birch Share	Birch AQH	Birch Cume	
		89	89	89	88										
1. WSOC-F (C)	239/15.4	9.1	14.4	12.7	15.6	12.9	413/4653	2601/27.9	22.4	26.6	103	14.4	233	2296	WSOC-F
2. WPEG-F (B)	147/ 9.5	11.4	10.6	10.7	9.9	10.6	178/1858	1390/14.9	17.4	16.1	88	13.2	214	1925	WPEG-F
3. WBT (MOR)	139/ 9.0	5.6	7.2	5.8	6.0	6.9	159/2026	1661/17.8	15.7	16.4	82	5.1	83	1061	WBT
4. WCKZ-F (CHR)	124/ 8.0	8.7	8.5	8.2	8.4	8.4	208/2886	1699/18.3	19.6	17.4	52	12.8	207	2328	WCKZ-F
5. WRFX-F (AOR)	122/ 7.9	7.5	7.2	7.3	6.9	7.5	163/2235	1594/17.1	15.0	13.4	133	8.9	145	1544	WRFX-F
6. WMXC-F (AC)	97/ 6.3	6.6	7.2	5.7	4.6	6.4	155/2149	1399/15.0	16.2	12.9	132	6.3	102	1123	WMXC-F
7. WEZC-F (EZ)	86/ 5.5	6.0	5.3	5.8	5.7	5.7	145/2001	1218/13.1	9.1	11.0	145	3.3	53	617	WEZC-F
8. WWMG-F (O)	75/ 4.8	4.5	3.6	3.9	4.8	4.2	149/1999	1046/11.2	11.0	11.3	154	5.8	94	704	WWMG-F
9. WBT -F (AC)	74/ 4.8	3.8	3.8	5.0	4.7	4.3	161/2553	1364/14.7	14.1	16.4	110	4.0	65	1308	WBT -F
10. WZZG-F (CHR)	66/ 4.3	5.6	4.9	5.3	4.7	5.0	164/2274	1194/12.8	13.1	16.2	63	5.4	88	1399	WRDQ-F
11. WLVK-F (C)	57/ 3.7	6.2	5.3	6.1	5.6	5.3	152/2102	974/10.5	12.7	13.1	100	2.9	47	836	WLVK-F
12. WGIV (B)	21/ 1.4	1.0	1.3	0.9	1.4	1.1	21/345	345/ 3.7	3.5	3.8	57	1.0	17	271	WGIV
13.															
14.															
15.															

12+ FM SHARE (METRO): 84.82% (1168 of 1377) (FAL 88: 88.12%)

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

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		199 (3)	199 (3)	14.5	10.9	WGSP 1310 Charlotte	0.4/1.3/ 6/ 124
AOR/CLASSIC		140 (2)	140 (2)	10.2	8.5	WIXE 1190 Monroe	0.5/0.9/ 7/ 87
AC/OLDIES/SOFT ROCK		259 (4)	259 (4)	18.8	12.3	WLON 1050 Lincolnton	0.8/1.9/ 13/ 189
MOR/VARIETY	149 (2)		149 (2)	10.8	7.6	WRDX-F 106.5 Salisbury/Chrit	0.8/2.6/ 21/ 388
COUNTRY	5 (1)	305 (3)	310 (4)	22.5	25.0	WRHI 1340 Rock Hill	0.6/2.1/ 10/ 197
BLACK/URBAN	21 (1)	156 (2)	177 (3)	12.9	23.7	WSAT 1280 Salisbury	0.3/1.0/ 5/ 93
BEAUTIFUL/EASY NEWS/TALK		96 (2)	96 (2)	7.0	6.6	WSOC 930 Charlotte	0.3/3.5/ 6/ 368
NOSTALGIA					0.4	WFGW 1010 Black Mountain	0.3/1.3/ 5/ 210
RELIGION/GOSPEL	22 (3)	13 (1)	35 (4)	2.5	3.0	WFMX-F 105.7 Statesville	0.6/2.1/ 37/ 761
SPANISH						WKZL-F 107.5 Winstn-Slm/Grns	0.6/1.7/ 34/ 633
CLASSICAL						WMT-F 106.9 Black Mountain	0.8/3.6/ 22/ 685
JAZZ/NEW AGE						WSPA-F 98.9 Spartanburg	0.6/2.2/ 66/ 628
UNKNOWN/OTHERS	12 (2)		12 (2)	0.9		WDM-F 101.3 Sumter	0.6/1.3/ 14/ 253
	209 (9)	1168 (17)	1377 (26)			WXRC-F 95.7 Hickory	1.2/3.4/ 41/ 837

RADIO STATIONS

AM STATIONS

WBT , 1110, 50 KW (DA-N) , MOR NBC, \$ 78.00 (Banner) Jeff-Pilot
 WGIV, 1600, 1 KW (DA-2) , BLACK NBN, \$ 25.00 (HNWH) Broadcasting Partners

FM STATIONS

WBT -F, 107.9, 97 KW @ 1962, AC , \$ 55.00 (Banner) Jeff-Pilot
 WCKZ-F, 101.9, 100 KW @ 1000, CHR/URBAN US 2, \$ 45.00 (Durpetti) Beasley
 WEZK-F, 102.9, 100 KW @ 1545, BTFL/EZ , \$ 42.00 (CBS) Keymarket (HICKORY)
 WLVK-F, 96.9, 100 KW @ 1554, COUNTRY ABC E, \$ 58.00 (Republic) Trumper (STATESVILLE)
 WMXC-F, 104.7, 100 KW @ 1230, AC , \$ 95.00 (MNR) EZ
 WPEG-F, 97.9, 50 KW @ 400, BLACK RADRAD, \$ 64.00 (HNWH) Broadcasting Part. (CONCORD)
 WRFX-F, 99.7, 100 KW @ 1044, AOR , \$ 80.00 (Mc-Guild) Pyramid (KANNAPOLIS)
 WZZG-F, 95.1, 100 KW @ 1000, CHR US 1, \$ 50.00 (Republic)
 WSOC-F, 103.7, 100 KW @ 1003, AC , \$ 106.00 (Christal) Cox
 WMMG-F, 96.1, 100 KW @ 1738, AC/OLDIES , \$ 51.00 (Eastman) Voyager (SHELBY)
 WXRC-F, 95.7, 100 K2 @ 1276, AOR ABC R, \$ 25.00 (---) (HICKORY)

CALL LETTER CHANGES

WBCY-F changes calls to WBT-F
 WROQ-F changes calls to WZZG-F (Jan)

FORMAT CHANGES

WBT-F changes format to AC (Dec)

STATION SALES

WBIF sold by Beasley for \$125,000...WAME sold by Swaggert to CBN for \$725,000...

CHATTANOOGA

Arbitron Rank/Pop (12+): 96/360,500
 MSA Rank/Pop: 110/438,000
 ADI # 84
 Average Person Ratings: 15.9
 Market TSL: 20.75 hours

Stations: 18/18
 Diaries: 843/428:1/59.0%
 Sample Target: 760
 % Below Line: 0.0
 % Not Listed: 12.9

1989 Revenue: \$12,400,000
 HH Inc.: \$23,680
 Retail \$: 3.1 Bil
 Pop per Station: 20,027
 #1 Biller: WSKZ-F \$2,600,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume
1. WSKZ-F (CHR)	99/17.3	18.0	19.2	15.0	17.9	17.4	170/2169	1127/31.3	30.5	31.9	76	21.3	142	1298
2. WUSY-F (C)	74/12.9	12.2	12.6	12.9	14.0	12.6	185/2128	980/27.2	24.6	21.3	129	12.9	86	918
3. WDEF-F (EZ)	68/11.9	9.6	10.3	12.9	13.4	11.2	106/1258	885/24.5	20.8	21.6	79	9.3	62	688
4. WDOD-F (C)	55/9.6	8.0	9.4	8.5	7.8	8.9	74/1279	861/23.9	18.9	17.4	110	7.2	48	646
5. WJTT-F (B)	48/8.4	6.9	7.9	8.2	8.8	7.8	58/469	395/11.0	10.8	12.7	105	10.0	67	608
6. WLMX-F (AC)	39/6.8	10.0	10.5	12.4	8.6	9.9	41/749	659/18.3	21.6	19.8	143	9.0	60	713
7. WNOO (B)	35/6.1	4.5	3.4	3.1	3.9	4.3	35/262	247/6.9	6.9	6.4	108	3.4	23	270
8. WDEF (MOR)	18/3.1	2.2	3.8	4.4	3.1	3.4	19/410	366/10.2	8.5	9.9	29	2.8	19	255
9. WFXS-F (AOR)	17/3.0	2.1	1.1	2.7	2.1	2.2	17/377	354/9.8	5.3	8.3	127	5.5	37	465
10. WDOD (C)	13/2.3	1.9	2.3	2.2	1.8	2.2	15/330	289/8.0	6.3	5.5	39	1.9	13	235

12+ FM SHARE (METRO): 81.53% (406 of 498) (FAL 88: 84.63%)

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 WLMX-F	2 WUSY-F>	2 WSKZ-F>	2 WSKZ-F	2 WUSY-F	2 WSKZ-F>	WSKZ-F	2 WUSY-F	2 WJTT-F	2 WSKZ-F
3	WJTT-F	3 WDOD-F	3 WDOD-F<	3 WDOD-F	3 WDOD-F>	3 WUSY-F>	3 WDEF-F	3 WDOD-F	3 WUSY-F>	3 WJTT-F
4	4 WUSY-F>	4 WLMX-F	4 WLMX-F	4 WLMX-F	4 WNOO	4 WDOD-F	4 WDOD-F	4 WDEF-F	4 WDOD-F	4 WDEF-F
5	5 WFXS-F	WJTT-F	5 WDEF-F	5 WDEF-F	5	5 WJTT-F	5 WLMX-F	5 WJTT-F	5 WDEF-F	5
6	WDOD-F	6 WDEF-F	6 WJTT-F	6 WJTT-F>	6	6 WLMX-F	6	6 WLMX-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WSKZ-F>>	1 WSKZ-F>>	1 WSKZ-F	1 WSKZ-F	1 WUSY-F	1 WSKZ-F>>	1 WSKZ-F>>	1 WSKZ-F>	1 WSKZ-F>	1 WUSY-F<
2 WLMX-F	2 WLMX-F>	2 WLMX-F>	2 WUSY-F	2 WLMX-F	2 WJTT-F>	2 WUSY-F>	2 WUSY-F>	2 WUSY-F	2 WSKZ-F
3 WJTT-F>	3 WJTT-F>	3 WJTT-F>	WLMX-F>	3 WSKZ-F	3 WDOD-F>	3 WJTT-F	3 WFXS-F	3 WDOD-F	3 WDOD-F>
4 WDOD-F	4 WUSY-F	4 WUSY-F	4 WJTT-F	4 WDEF-F	4 WUSY-F	4 WFXS-F	4 WDOD-F	4 WJTT-F>	4 WDEF-F
5 WDEF-F>>	5 WDEF-F	5	5 WDEF-F	5 WJTT-F	WFXS-F>	WDOD-F	5 WJTT-F	5 WFXS-F	5 WJTT-F
6	6	6	6 WDOD-F	6 WDOD-F	6 WQCH	6	6	WDEF-F	6

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER	RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		99 (1)	99 (1)	19.9	20.9	WDXB	1490 Chattanooga	0.5/3.0/ 3/ 108
AOR/CLASSIC		17 (1)	17 (1)	3.4	0.9	WFLI	1070 Lookout Mountn	0.5/3.2/ 3/ 128
AC/OLDIES/SOFT ROCK	1 (1)	45 (2)	46 (3)	9.2	12.9	WGOW	1150 Chattanooga	1.0/5.2/ 6/ 189
MOR/VARIETY	18 (1)		18 (1)	3.6	3.6	WLMX	980 Rossville/Chtng	0.2/0.5/ 1/ 19
COUNTRY	23 (3)	129 (2)	152 (5)	30.5	28.7	WMOC	1450 Chattanooga	0.3/1.8/ 2/ 65
BLACK/URBAN	35 (1)	48 (1)	83 (2)	16.7	14.8	WQCH	1590 Lafayette	1.2/1.8/ 7/ 66
BEAUTIFUL/EASY		68 (1)	68 (1)	13.7	15.6	WSOQ	1190 Dunlap	0.7/1.6/ 4/ 69
NEWS/TALK	6 (1)		6 (1)	1.2		WSGC-F	101.9 Ringgold	1.0/5.5/ 8/ 258
NOSTALGIA								
RELIGION/GOSPEL	5 (2)		5 (2)	1.0	2.7			
SPANISH								
CLASSICAL								
JAZZ/NEW AGE								
UNKNOWN/OTHERS	4 (1)		4 (1)	0.8				
	92 (10)	406 (8)	498 (18)					

RADIO STATIONS

WDEF, 1370, 5 KW (DA-N)	, MOR	CBS, NBC, \$ 30.00 (Katz)	Park
WDOD, 1310, 5 KW (DA-N)	, COUNTRY	ABC E, \$ 20.00 (Banner)	Bahakel
WFLI, 1070, 50 KW/1 KW (DA-2)	, RELIGION	ABC I, \$ 12.00 (---)	
WGOW, 1150, 5 KW/1 KW (DA-N)	, TALK	SUN, \$ 20.00 (Christal)	Bloomington
WNOO, 1260, 5 KW (DAYS)	, BLACK	SBN, \$ 15.00 (Eastman)	
WDEF-F, 92.3, 97 KW @ 895,	BTF/EZ	ABC D, \$ 35.00 (Katz)	Park
WDOD-F, 96.5, 100 KW @ 1080,	COUNTRY	ABC E, \$ 40.00 (Banner)	Bahakel
WJTT-F, 94.3, 3 KW @ 300,	BLACK	RADRAD, \$ 22.00 (HNWH)	
WLMX-F, 105.5, 3 KW @ 270,	AC	, \$ 44.00 (Republic) Baum	(ROSSVILLE, GA)
WSGC-F, 101.9, 3 KW @ 650,	OLDIES	, \$ /A (---)	(RINGOLD, GA)
WSKZ-F, 106.5, 100 KW @ 1076,	CHR	, \$ 57.00 (Christal)	Bloomington
WUSY-F, 100.7, 100 KW @ 500,	COUNTRY	MBS, \$ 52.00 (Mc-Guild)	Colonial
WFXS-F, 102.3, 3 KW @ 287,	CLASSIC ROCK	NBC, \$ 16.00 (Eastman)	

MISCELLANEOUS COMMENTS: WYVY-F changed to WFXS-F and format from BLACK to CLASSIC AOR (Sep)...WLMX A/F (Roseville) sold to BAUM by Media Capital for \$7,000,000 (Blackburn)...WDXB now programming COUNTRY...

CHICAGO

Arbitron Rank/Pop (12+): 3/6,744,900
 MSA Rank/Pop: 3/8,210,000
 ADI # 3
 Average Person Ratings: 18.4
 Market TSL: 24.00 hours

Stations: 35/35
 Diaries: 3304/2041:1/52.2%
 Sample Target: 3150
 % Below Line: 0.0
 % Not Listed: 9.9

1989 Revenue: \$228,000,000
 HH Inc.: \$33,675
 Retail \$: 60.0 Bill
 Pop per Station: 192,711
 #1 Biller: WGN \$37,400,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WGN (N/T)	1325/10.7	9.3	9.1	9.5	8.6	9.6	1537/19407	16318/24.2	19.9	21.2	68	8.7	1035	13409	WGN
2. WGCI-F (B)	910/ 7.3	6.7	6.2	7.4	6.7	6.9	918/10256	10149/15.0	13.4	14.3	89	9.4	1124	11520	WGCI-F
3. WVAZ-F (B)	633/ 5.1	4.9	4.7	6.0	4.2	5.2	635/7117	7063/10.5	10.3	11.3	137	6.1	725	5969	WVAZ-F
4. WBBM (N/T)	612/ 4.9	5.5	5.3	4.8	6.0	5.1	684/14062	12354/18.3	19.6	18.8	69	5.1	604	9736	WBBM
5. WLUP-F (AOR)	513/ 4.1	4.4	4.8	4.8	4.3	4.5	533/8981	8758/13.0	13.1	13.3	112	5.8	686	10006	WLUP-F
6. WBBM-F (CHR)	499/ 4.0	3.6	4.1	3.8	3.2	3.9	503/10322	10097/15.0	15.1	15.3	63	5.5	653	11633	WBBM-F
7. WYTZ-F (CHR)	468/ 3.8	3.7	4.4	3.6	4.0	3.9	501/9555	9027/13.4	14.1	14.3	47	4.6	552	11635	WYTZ-F
8. WLUP (N/T)	459/ 3.7	3.5	2.5	3.1	2.8	3.2	511/5714	5201/ 7.7	8.2	6.3	141	2.6	306	4249	WLUP
9. WXEZ-AF (EZ)	454/ 3.7	4.1	4.5	5.2	6.1	4.4	461/6480	6263/ 9.3	9.3	11.3	100	2.2	228	4435	WXEZ-AF
10. WUSN-F (C)	435/ 3.5	3.7	2.7	3.4	3.0	3.3	446/6146	5836/ 8.7	7.3	8.0	111	3.8	451	6234	WUSN-F
11. WXRT-F (AOR)	425/ 3.4	2.3	2.7	2.7	2.4	2.8	434/5420	5267/ 7.8	6.5	6.4	153	3.1	372	4692	WXRT-F
12. WCKG-F (AOR)	419/ 3.4	3.8	4.1	4.0	4.3	3.8	492/8873	8073/12.0	11.6	12.3	97	5.1	610	7864	WCKG-F
13. WJJD (BB)	401/ 3.2	2.6	3.0	2.7	2.3	2.9	426/4939	4621/ 6.9	6.6	5.1	34	2.3	273	3847	WJJD
14. WKQX-F (AC)	385/ 3.1	4.4	4.0	3.1	4.1	3.7	413/8383	8098/12.0	13.4	13.8	129	3.4	405	6841	WKQX-F
15. WTMX-F (AC)	384/ 3.1	2.6	2.6	2.7	3.0	2.8	390/5898	5752/ 8.5	8.2	10.2	139	2.2	264	4537	WTMX-F
WJMK-F (O)	384/ 3.1	3.5	2.8	3.4	4.2	3.2	407/8168	7628/11.3	10.4	13.8	139	2.8	331	5258	WJMK-F
17. WLIT-F (AC)	350/ 2.8	2.0	3.0	3.6	3.2	2.8	354/4948	4794/ 7.1	7.4	10.5	146	1.8	218	3370	WLIT-F
18. WNUA-F (J/NA)	289/ 2.3	2.1	2.3	1.3	2.5	2.0	291/4874	4775/ 7.1	7.1	6.2	152	2.4	282	4294	WNUA-F
19. WMAQ (N/T)	262/ 2.1	1.8	1.8	1.6	1.4	1.8	311/8444	7089/10.5	8.4	6.6	67	2.2	259	4970	WMAQ
20. WNIB-F (CL)	225/ 1.8	1.3	1.2	1.3	1.4	1.4	226/3605	3539/ 5.2	4.8	4.1	100	0.9	104	1846	WNIB-F
21. WFYR-F (AC)	221/ 1.8	1.6	2.0	1.9	1.8	1.8	230/5482	5244/ 7.8	8.5	8.9	150	2.0	242	4486	WFYR-F
22. WLS (N/T)	179/ 1.4	1.4	1.6	1.6	1.6	1.5	256/4744	3168/ 4.7	5.7	5.5	86	1.3	154	2775	WLS
23. WOJO-F (SP)	152/ 1.2	1.9	1.7	1.6	1.2	1.6	155/2028	2014/ 3.0	3.3	3.1	117	1.3	154	2231	WOJO-F
24. WIND (SP)	147/ 1.2	1.4	1.0	0.5	0.8	1.0	148/1609	1574/ 2.3	2.3	2.0	108	0.6	67	1294	WIND
25. WFMT-F (CL)	132/ 1.1	1.3	1.4	1.2	1.3	1.3	138/3321	3171/ 4.7	5.2	4.7	82	1.1	134	2409	WFMT-F

12+ FM SHARE (METRO): 66.98% (7501 of 11199) (FAL 88: 70.41%)

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

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

FORMATS	AM	FM	TOTAL	FAL 88		OTHER RATED STATIONS/METRO SHARE & CUME RATING
				%	%	
TOP 40/CHR/CONTEMP		967 (2)	967 (2)	8.6	8.4	WGCI 1390 CHICAGO 0.5/2.4
AOR/CLASSIC		1357 (3)	1357 (3)	12.1	12.2	WJOB 1230 HAMMOND 0.3/1.1
AC/OLDIES/SOFT ROCK		1868 (7)	1868 (7)	16.7	21.5	WJPC 950 CHICAGO 0.2/0.9
MOR/VARIETY	40 (1)		40 (1)	0.4		WLNR-F 106.3 LANSING/CHICAGO 0.7/2.9
COUNTRY		435 (1)	435 (1)	3.9	3.3	WTAQ 1300 LA GRANGE 0.3/1.0
BLACK/URBAN	160 (2)	1543 (2)	1703 (4)	15.2	14.0	WVON 1450 CHICAGO 0.8/1.4
BEAUTIFUL/EASY	57 (1)	397 (1)	454 (2)	4.1	6.8	WYCA-F 92.3 HAMMOND 0.5/1.3
NEWS/TALK	2837 (5)		2837 (5)	25.3	20.7	WYLL-F 106.7 DES PLAINES/CHI 0.6/1.5
NOSTALGIA	401 (1)		401 (1)	3.6	2.5	WYSY-F 107.9 AURORA 0.4/1.9
RELIGION/GOSPEL		136 (2)	136 (2)	1.2	0.3	
SPANISH	184 (2)	152 (1)	336 (3)	3.0	2.7	
CLASSICAL		357 (2)	357 (2)	3.2	3.0	
JAZZ/NEW AGE		289 (1)	289 (1)	2.6	3.1	
UNKNOWN/OTHERS	19 (1)		19 (1)	0.2	1.5	
	3698 (13)	7501 (22)	11199 (35)			

RADIO STATIONS

WBBM, 780, 50 KW	, NEWS	CBS, \$ 235.00 (CBS)	CBS
WGCI, 1390, 5 KW (DA-2)	, BLACK	, \$ N/A (Mc-Guild)	Gannett
WGN, 720, 50 KW	, TALK/VARIETY	ABC 1, \$ 300.00 (Christal)	Tribune Co.
WIND, 560, 5 KW (DA-2)	, HISPANIC	, \$ 75.00 (Katz Hisp)	Tichenor
WJJD, 1160, 50 KW/4 KW (DA-2)	, NOSTALGIA	US 2, \$ 125.00 (Katz)	Infinity
WJPC, 950, 1 KW/5 KW (DA-N)	, TALK	NBN, \$ 45.00 (---)	Douglas
WLS, 890, 50 KW	, AC/TALK	ABC C, \$ 105.00 (Banner)	
WLUP, 1000, 50 KW (DA-2)	, TALK/AOR	, \$ 115.00 (MMR)	: green
WMAQ, 670, 50 KW	, NEWS	NBC APR, \$ 125.00 (Group W)	Westinghouse
WVON, 1450, 1 KW	, BLACK TALK	MBS, \$ 50.00 (Roslin)	
WXEZ, 820, 5 KW/1 KW (DA-N)	, BTFL/EZ	MBS, \$ N/A (Republic)	Century

FM STATIONS

WBBM, 96.3, 6.2 KW @ 1174, CHR		RADRAD, \$ 140.00 (CBS)	CBS
WCKG, 105.9, 4.2 KW @ 1575, CLASSIC AOR		, \$ 150.00 (Katz)	Cox
WFMT, 98.7, 16 KW @ 1167, CLASSICAL		, \$ 120.00 (HNWH)	
WFYR, 103.5, 4 KW @ 1548, SOFT AC		, \$ 124.00 (Republic)	Summit
WGCI, 107.5, 33 KW @ 600, BLACK		, \$ 200.00 (Mc-Guild)	Gannett
WJMK, 104.3, 4 KW @ 1575, OLDIES		US 2, \$ 170.00 (Katz)	Infinity
WKQX, 101.1, 6 KW @ 1170, AC/CONTEMPORARY		SOURCE, \$ 165.00 (HNWH)	Emmis
WLIT, 93.9, 5 KW @ 1581, SOFT AC		, \$ 172.00 (Christal)	Viacom
WLUP, 97.9, 6 KW @ 1174, CHR		, \$ 200.00 (MMR)	Evergreen
WNIB, 97.1, 8 KW @ 1:96, CLASSICAL		, \$ 100.00 (CMBS)	
WNUA, 95.5, 8 KW @ 1170, JAZZ/NAC		, \$ 125.00 (Durpetti)	Pyramid
WOJO, 105.1, 6 KW @ 1174, HISPANIC		, \$ 98.00 (Katz Hisp.)	Tichenor
WTMX, 101.9, 4 KW @ 1560, AC		, \$ 163.00 (Mc-Guild)	Bonneville
WUSN, 99.5, 6 KW @ 1170, COUNTRY		US 2, \$ 160.00 (MMR)	Cook Inlet
WVAZ, 102.7, 6 KW @ 1170, BLACK AC		ABC F, \$ 140.00 (Durpetti)	Broadcasting Partners
WXEZ, 100.3, 6 KW @ 1167, BTFL/EZ		MBS, \$ 175.00 (Republic)	Century
WXRT, 93.1, 7 KW @ 1310, AOR		, \$ 153.00 (CBS)	
WYTZ, 94.7, 4 KW @ 1535, CHR		ABC R, \$ 158.00 (Banner)	Cap Cities/ABC

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

WFYR-F changes from OLDIES to SOFT AC (Oct)...WJPC changes from BLACK to MOTIVATIONAL TALK (Jan)

WYLL-F (Des Plaines) sold to Salem for \$9,250,000 (Blackburn)... WJPC from Johnson to Douglas/Winners for \$6,000,000...

CINCINNATI

Arbitron Rank/Pop (12+): 31/1,183,200
 MSA Rank/Pop: 31/1,720,000
 ADI # 30
 Average Person Ratings: 17.0
 Market TSL: 22.50 hours

Stations: 25/22
 Diaries: 1496/791:1/60.6%
 Sample Target: 1340
 % Below Line: 0.9
 % Not Listed: 8.1

1989 Revenue: \$55,000,000
 HH Inc.: \$29,445
 Retail \$: 12.3 Bil
 Pop per Station: 53,781
 #1 Biller: WLW \$12,800,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WKRC-F (CHR)	211/10.5	9.7	10.6	9.4	9.2	10.1	305/4363	3017/25.5	27.3	24.6	67	12.0	240	3395	WKRC-F
2. WEBN-F (AOR)	206/10.3	11.9	10.2	11.9	10.7	11.1	240/3323	2681/22.7	23.6	23.5	102	15.4	309	3215	WEBN-F
3. WVEZ-F (EZ)	173/ 8.6	5.6	7.1	9.2	9.0	7.6	204/2412	1923/16.3	13.5	16.4	85	4.3	87	1327	WVEZ-F
4. WLW (MOR)	168/ 8.4	13.4	12.0	8.8	8.5	10.6	271/4524	2767/23.4	29.8	25.2	104	8.1	162	2484	WLW
5. WKRC (MOR)	122/ 6.1	4.1	5.0	6.6	4.6	5.4	139/2919	2360/19.9	14.5	19.4	93	5.0	101	1639	WKRC
6. WIZF-F (B)	119/ 5.9	4.4	4.0	3.5	3.1	4.4	120/1062	1044/ 8.8	8.3	6.8	112	3.6	73	1477	WIZF-F
7. WNNK-F (AC)	115/ 5.7	5.6	6.2	6.6	5.6	6.0	147/2277	1709/14.4	16.7	13.5	137	6.4	128	1780	WNNK-F
8. WOFX-F (O)	108/ 5.4	5.9	6.0	4.6	5.5	5.5	143/2405	1883/15.9	13.9	15.5	122	6.0	121	1725	WOFX-F
9. WUBE-F (C)	104/ 5.2	5.3	4.8	4.6	6.4	5.0	155/2033	1246/10.5	11.1	12.1	102	7.2	144	1333	WUBE-F
10. WCKY (N/T)	96/ 4.8	3.0	3.8	4.9	5.7	4.1	106/1591	1382/11.7	9.2	11.8	50	3.8	76	919	WCKY
11. WRRM-F (AC)	94/ 4.7	5.3	6.1	5.3	6.1	5.3	119/1793	1443/12.2	14.2	14.6	143	4.8	97	1130	WRRM-F
12. WBLZ-F (B)	77/ 3.8	4.5	4.3	3.9	3.7	4.1	93/1454	1143/ 9.7	12.6	9.7	105	5.7	115	1617	WBLZ-F
13. WMLX (BB)	60/ 3.0	1.8	1.9	0.9	1.2	1.9	61/451	415/ 3.5	2.5	1.7	53	1.5	30	275	WMLX
14. WBVE-F (C)	50/ 2.5	2.5	2.8	2.7	2.7	2.6	86/1376	867/ 7.3	7.3	7.5	120	2.3	47	696	WBVE-F
15. WSAI (O)	24/ 1.2	1.4	1.2	1.6	1.7	1.4	32/653	491/ 4.1	4.3	4.2	175	1.9	39	505	WSAI
WNOP (J/XA)	24/ 1.2	1.3	0.6	1.3	1.4	1.1	24/134	134/ 1.1	1.8	1.7	75	0.1	3	67	WNOP

12+ FM SHARE (METRO): 71.17% (1313 of 1845) (FAL 88: 73.24%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKRC-F>	1 WKRC-F	1 WRRM-F <	1 WKRC-F	1 WRRM-F	1 WEBN-F>>	1 WEBN-F>>	1 WEBN-F>	1 WEBN-F>>	1 WEBN-F
2 WEBN-F	2 WEBN-F	2 WNNK-F	2 WRRM-F	2 WNNK-F	2 WKRC-F>	2 WKRC-F <	2 WOFX-F	2 WLW <	2 WLW >
3 WIZF-F	3 WRRM-F	3 WKRC-F	3 WNNK-F	3 WVEZ-F <	3 WOFX-F	3 WOFX-F	3 WLW	3 WOFX-F <	3 WOFX-F>
4 WBLZ-F	4 WNNK-F	WEBN-F <	4 WIZF-F	4 WKRC-F	4 WIZF-F>	4 WIZF-F	4 WIZF-F	4 WKRC-F	4 WNNK-F
5 WRRM-F	5 WOFX-F	5 WOFX-F	WEBN-F	5 WIZF-F	5 WNNK-F>	5 WNNK-F	5 WNNK-F	5 WIZF-F	WKRC <
WOFX-F	6 WIZF-F	6 WIZF-F	6 WVEZ-F <	6 WEBN-F	6 WBLZ-F	6 WLW	6 WKRC-F>	6 WNNK-F	6 WVEZ-F <
7	7 WBLZ-F	7 WBLZ-F>	7 WOFX-F	7 WKRC <	7 WUBE-F	7	7 WBLZ-F>	7	7 WIZF-F <
8	8	8 WBVE-F>	8 WBLZ-F	8 WUBE-F	WOXY-F>	8	8 WUBE-F>	8	8 WUBE-F
9	9	9	9	WOFX-F	9	9	9	9	WKRC-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		274 (3)	274 (3)	9.6	7.9	WEOL 930 Elyria	1.0/2.6/ 36/ 557
AOR/CLASSIC		473 (3)	473 (3)	16.6	18.6	WGAR 1220 Cleveland	0.5/3.2/ 25/ 786
AC/OLDIES/SOFT ROCK		743 (3)	743 (3)	26.1	23.1		
MOR/VARIETY	42 (2)		42 (2)	1.5		CKLW 800 Windsor	0.8/2.3/ 60/ 708
COUNTRY	17 (1)	158 (1)	175 (2)	6.1	5.7	WJR 760 Detroit	0.3/1.9/ 18/ 571
BLACK/URBAN	83 (1)	229 (1)	312 (2)	10.9	9.4	WKDD-F 96.5 Akron/Canton	1.0/5.9/172/3290
BEAUTIFUL/EASY		190 (1)	190 (1)	6.7	8.5	WONE-F 97.5 Akron/Cleveland	0.5/3.3/113/1977
NEWS/TALK	274 (3)		274 (3)	9.6	11.5		
NOSTALGIA	179 (2)		179 (2)	6.3	6.4		
RELIGION/GOSPEL	39 (1)		39 (1)	1.4	1.3		
SPANISH							
CLASSICAL		82 (1)	82 (1)	2.9	2.9		
JAZZ/NEW AGE		67 (1)	67 (1)	2.4	3.4		
UNKNOWN/OTHERS					1.2		
	634 (10)	2216 (14)	2850 (24)				

AM STATIONS

WABQ, 1540, 1 KW (DAYS)	, RELIGION	NBN, \$ 20.00 (---)	
WERE, 1300, 5 KW (DA-1)	, TALK	MBS, \$ 52.00 (Banner)	Metroplex
WGAR, 1220, 50 KW (DA-N)	, COUNTRY	ABC E, \$ N/A (HNWH)	Nationwide
WKH, 1420, 5 KW (DA-N)	, BUSINESS NEWS	NBC, TALKNT, \$ 37.00 (Katz)	Malrite
WJMO, 1490, 1 KW	, BLACK	NBN, SBN, \$ 34.00 (MMR)	United
WRMR, 850, 10 KW/5 KW (DA-2)	, NOSTALGIA	APR, \$ 44.00 (Christal)	Booth
WWWE, 1100, 50 KW	, NEWS/TALK	ABC I, CNN, \$ 80.00 (Eastman)	

FM STATIONS

WCLV, 95.5, 31 KW @ 625, CLASSICAL	, \$ 59.00 (HNWH)	
WDOK, 102.1, 12 KW @ 850, SOFT AC	, \$ 78.00 (Republic)	
WGAR, 99.5, 50 KW @ 500, COUNTRY	ABC E, \$ 84.00 (HNWH)	Nationwide
WLTF, 106.5, 11 KW @ 1060, AC	APR, \$ 117.00 (Christal)	Booth
WMJI, 105.7, 27 KW @ 900, AC	, \$ 105.00 (Eastman)	Jacor
WMMS, 100.7, 34 KW @ 600, AOR	SOURCE, NBC, \$ 165.00 (Katz)	Malrite
WNCX, 98.5, 16 KW @ 960, CLASSIC AOR	ABC F, RADRAD, \$ 75.00 (Banner)	Metroplex
WNNV, 107.3, 50 KW @ 466, JAZZ/NAC	SMN, \$ 58.00 (Torbet)	(ELYRIA)
WPHR, 107.9, 70 KW @ 385, CHR	SOURCE, US 1, \$ 57.00 (Republic)	Ardman
WQAL, 104.1, 11 KW @ 1060, BTFL/EZ	, \$ 102.00 (Christal)	ML/WIN
WZAK, 93.1, 27 KW @ 620, BLACK	RADRAD, \$ 81.00 (Durpetti)	Zapis

CALL LETTER CHANGES

WRQC changes to WJMO-F (Jan)

FORMAT CHANGES

WJMO-F changes from CHR to BLACK (Jan)

STATION SALES

WWWE sold to Booth for \$10,000,000 plus WRMR (Crisler)...WGAR from Nationwide to Douglas for \$2,000,000 (Mahlman)

COLORADO SPRINGS

Arbitron Rank/Pop (12+): 106/334,000
 MSA Rank/Pop: 116/410,000
 ADI # 100 (w/Pueblo)
 Average Person Ratings: 17.5
 Market TSL: 22.75 hours

Stations: 19/16
 Diaries: 757/441:1/57.2%
 Sample Target: 720
 % Below Line: 7.5
 % Not Listed: 17.8

1989 Revenue: \$11,400,000
 HH Inc.: \$27,044
 Retail \$: 2.8 Bil
 Pop per Station: 20,875
 #1 Biller: KKCS A/F \$1,700,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion	Birch Share	Birch AQH	Birch Cume	
1. KKCS-AF (C)	54/ 9.3	8.4	7.8	10.3	11.6	----	68/786	587/17.6	18.3	16.6	108	9.6	56	593	KKCS-AF
2. KKF-F (AOR)	44/ 7.5	7.1	6.5	5.2	7.0	----	57/731	521/15.6	16.0	17.6	105	8.7	51	490	KKF-F
KILO-F (AOR)	44/ 7.5	6.1	9.6	11.1	13.3	----	78/842	523/15.7	16.9	19.3	80	9.6	56	599	KILO-F
4. KRDO-F (EZ)	40/ 6.8	6.2	8.9	9.9	7.0	----	68/738	516/15.4	15.8	16.4	66	5.7	33	383	KRDO-F
5. KKM-F (CHR)	38/ 6.5	7.1	5.2	-----	-----	----	51/670	477/14.3	12.9	9.3	65	9.9	58	540	KKM-F
6. KVUU-F (AC)	37/ 6.3	9.8	8.1	8.2	6.3	----	59/866	608/18.2	21.3	21.1	168	6.0	35	436	KVUU-F
7. KIKX-F (CHR)	33/ 5.6	5.9	7.8	11.5	16.6	----	62/977	602/18.0	20.5	21.1	64	11.1	65	932	KIKX-F
8. KOA (N/T)	30/ 5.1	3.0	3.3	2.6	3.7	----	40/737	434/13.0	10.0	10.4	106	3.6	21	380	KOA
9. KATM-F (CHR)	28/ 4.8	7.5	4.8	4.8	-----	----	57/799	521/15.6	19.3	19.2	56	7.5	44	707	KATM-F
10. KSSS (C)	22/ 3.8	2.9	4.8	4.0	3.3	----	25/279	228/ 6.8	8.5	8.2	79	2.2	13	192	KSSS
11. KVOR (N/T)	21/ 3.6	5.2	4.3	3.8	5.5	----	22/447	387/11.6	15.2	11.8	67	3.4	20	314	KVOR
12. KKLI-F (AC)	18/ 3.1	4.1	4.8	3.4	3.5	----	18/331	326/ 9.8	10.8	9.2	135	2.4	14	153	KKLI-F
13. KRDO (AC)	17/ 2.9	3.6	2.4	3.6	1.4	----	18/347	330/ 9.9	9.4	10.3	124	1.9	11	279	KRDO
14. KSPZ-F (AC)	16/ 2.7	5.2	4.3	5.6	6.5	----	29/459	345/10.3	14.7	14.6	133	2.6	15	292	KSPZ-F
15. KCMN (BB)	13/ 2.2	0.7	2.6	1.8	2.0	----	13/126	123/ 3.7	3.0	3.9	27	0.5	3	45	KCMN
16. KBZE-F (J/NA)	12/ 2.1	1.6	0.4	0.4	0.4	----	12/203	203/ 6.1	1.8	1.4	114	1.2	7	115	KBZE-F

12+ FM SHARE (METRO): 77.55% (373 of 481) (FAL 88: 77.20%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PND	12+ EVE	OVERNIGHT
1 KIKX-F	1 KILO-F	1 KKF-F<	1 KVUU-F	1 KVUU-F	1 KRDO-F	1 KKCS-AF	1 KKCS-AF	1 KKCS-AF<	1 KILO-F	1 KKCS-F>
2 KKM-F>	2 KKF-F	2 KILO-F	2 KKCS-AF	2 KKCS-AF	2 KOA	2 KKF-F	2 KILO-F<	2 KILO-F	2 KKM-F	2 KOA
3 KATM-F	3 KKCS-AF	3 KKCS-AF	3 KKF-F	3 KKF-F	3 KKCS-AF	3 KVUU-F	3 KVUU-F	3 KRDO-F	3 KKCS-AF	KVOR
4	4 KKM-F	4 KVUU-F	4 KILO-F	4 KILO-F	4 KSSS	4 KILO-F	4 KIL-F	4 KIKX-F	4 KATM-F	4 KATM-F
5	5 KVUU-F	5 KKM-F	5 KOA	5 KOA	5 KVOR	5 KKM-F	5 KKM-F	5 KKM-F	5 KKF-F	5 KRDO-F
6	6 KATM-F	6	6	6	6	6	6	6	6	6
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKM-F	1 KKCS-AF	1 KVUU-F	1 KVUU-F	1 KVUU-F		1 KKF-F	1 KKF-F	1 KILO-F	1 KKF-F	1 KKF-F
KILO-F	2 KVUU-F	2 KKCS-AF>	2 KKCS-AF>	2 KKCS-AF>		2 KILO-F>>	KILO-F>	2 KKCS-AF	2 KILO-F>	2 KKCS-AF
3 KATM-F>	3 KKM-F	3 KKLI-F	3 KKM-F	3 KKLI-F		3 KKM-F	3 KKCS-AF>	3 KKF-F>	3 KKCS-AF>	3 KILO-F
4 KKCS-AF	4 KILO-F	4 KKF-F	4 KILO-F	4 KRDO-F		KATM-F	4 KKM-F>	4 KVUU-F>	4 KVUU-F	4 KVUU-F
KRDO-F	KATM-F	5	KATM-F	5		5 KKCS-AF>	5 KVUU-F	5 KKM-F>	5 KKM-F	5 KOA
KIKX-F>	6 KIKX-F	6	6	6		6	KATM-F	6	6	6

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		99 (3)	99 (3)	20.6	20.0		
AOR/CLASSIC		88 (2)	88 (2)	18.3	18.2	KHOW 630 Denver	0.7/1.8/ 7/ 94
AC/OLDIES/SOFT ROCK	17 (1)	81 (4)	98 (5)	20.4	19.5	KRYT-F 107.9 Pueblo	1.7/4.7/ 29/ 409
MOR/VARIETY	4 (1)		4 (1)	0.8	2.7		
COUNTRY	23 (2)	53 (1)	76 (3)	15.8	14.2		
BLACK/URBAN							
BEAUTIFUL/EASY		40 (1)	40 (1)	8.3	10.0		
NEWS/TALK	51 (2)		51 (2)	10.6	8.6		
NOSTALGIA	13 (1)		13 (1)	2.7	2.9		
RELIGION/GOSPEL					3.1		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE		12 (1)	12 (1)	2.5			
UNKNOWN/OTHERS					0.6		
	108 (7)	373 (12)	481 (19)				

RADIO STATIONS

KCMN, 1530, 1 KW (DAYS)	NOSTALGIA	CNN, \$ 15.00 (K & P)
KRDO, 1240, 1 KW (DA-1)	OLDIES	\$ 14.00 (HNWH)
KSSS, 740, 1 KW/250 W (DA-2)	COUNTRY	ABC I, \$ 23.00 (Mc-Guild)
KVOR, 1300, 5 KW/1 KW	NEWS/TALK	ABC T, TALKNT, \$ 26.00 (Katz)
		Lakoduk Penn
KIKX-F, 102.7, 100 KW @ 2080, CHR		\$ 44.00 (Mc-Guild)
KILO-F, 93.9, 83 KW @ 2110, AOR		\$ 48.00 (Republic)
KKCS-F, 101.9, 79 KW @ 2220, COUNTRY		\$ 37.00 (Torbet)
KKFM-F, 96.5, 72 KW @ 2300, CLASSIC AOR		SOU'CEE, \$ 34.00 (Christal)
KKLI-F, 106.3, 71 KW @ 2022, SUFT AC		\$ 22.00 (Torbet)
KKMG-F, 98.9, 70 KW @ 2200, CHR		\$ 29.00 (Durpetti)
KRDO-F, 95.1, 96 KW @ 2010, BTFL/EZ		\$ 30.00 (HNWH)
KSPZ-F, 92.9, 72 KW @ 2130, AC/OLDIES		\$ 36.00 (Katz)
KVUU-F, 96.9, 87 KW @ 2220, AC		ABC E, \$ 48.00 (Mc-Guild)
		First Sierra Bahakel
		Citadel Tippie
		(PUEBLO)
		Penn Lakoduk (PUEBLO)

MISCELLANEOUS COMMENTS: KKCS changes to KWES (Oct)...KSPZ-F reclassified as OLDIES/AC...

COLUMBIA, SC

Arbitron Rank/Pop (12+): 91/388,900
 MSA Rank/Pop: 105/471,000
 ADI # 85
 Average Person Ratings: 17.5
 Market TSL: 23.00 hours

Stations: 18/15
 Diaries: 831/468:1/55.8%
 Sample Target: 770
 % Below Line: 1.5
 % Not Listed: 12.6

1989 Revenue: \$13,000,000
 HH Inc.: \$27,951
 Retail \$: 3.2 Bil
 Pop per Station: 25,926
 #1 Biller: WCOS-AF \$3,000,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WNDM-F (B)	107/15.7	15.7	15.2	18.7	18.9	----	170/1527	871/22.4	24.8	24.5	92	17.6	123	832	WNDM-F
2. WCOS-F (C)	96/14.1	15.4	16.5	19.5	16.6	----	170/1828	987/25.4	31.6	26.9	91	14.6	102	1000	WCOS-F
3. WTCB-F (AC)	60/ 8.8	6.6	6.4	5.0	4.1	----	98/1251	744/19.1	14.3	15.3	141	7.2	50	535	WTCB-F
4. WMFX-F (AOR)	50/ 7.3	10.4	7.4	6.0	4.9	----	51/776	749/19.3	20.7	17.8	110	8.3	58	667	WMFX-F
5. WVOC (N/T)	45/ 6.6	5.5	5.4	5.8	4.6	----	51/786	646/16.6	16.3	18.2	83	6.7	47	584	WVOC
6. WNOK-F (CHR)	44/ 6.5	7.3	10.1	8.8	7.8	----	81/1520	843/21.7	22.5	28.3	100	10.5	73	1070	WNOK-F
7. WYYS-F (CHR)	37/ 5.4	2.9	3.4	3.1	----	----	38/566	544/14.0	12.5	11.5	46	5.6	39	514	WYYS-F
8. WCEZ-F (EZ)	35/ 5.1	6.9	7.7	5.4	8.4	----	41/526	430/11.1	13.2	13.9	88	2.4	17	312	WCEZ-F
9. WOMG-F (O)	33/ 4.8	3.4	1.3	1.9	4.9	----	33/521	497/12.8	10.0	9.6	150	4.3	30	402	WOMG-F
10. WSCQ-F (AC)	27/ 4.0	3.9	5.1	6.0	5.6	----	29/550	495/12.7	11.1	15.1	117	3.6	25	388	WSCQ-F
11. WTGH (REL)	20/ 2.9	3.2	2.8	3.3	4.1	----	20/274	267/ 6.9	7.2	5.7	103	2.1	15	241	WTGH
12. WOIC (B)	18/ 2.6	1.0	----	0.3	----	----	19/279	259/ 6.7	2.2	0.0	96	1.1	8	224	WOIC

12+ FM SHARE (METRO): 85.55% (509 of 595) (FAL 88: 85.33%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WYYS-F	1 WNDM-F>	1 WNDM-F>	1 WNDM-F	1 WNDM-F	1 WCOS-F>>	1 WNDM-F	1 WCOS-F	1 WCOS-F	1 WNDM-F>>	1 WNDM-F>>
2 WNDM-F>>	2 WMFX-F>	2 WCOS-F	2 WTCB-F<	2 WCOS-F<	2 WVOC	2 WCOS-F	2 WNDM-F	2 WNDM-F>	2 WCOS-F	2 WCOS-F
3 WNOK-F>	3 WNOK-F	3 WTCB-F	3 WCOS-F>	3 WTCB-F>	WTCB-F<	3 WSCQ-F	3 WTCB-F	3 WTCB-F	3 WYYS-F	3 WCEZ-F>
4 WCOS-F	4 WCOS-F	4 WMFX-F>	4 WMFX-F	4 WMFX-F	4 WCEZ-F	4 WTCB-F>	4 WMFX-F<	4 WMFX-F<	4 WMFX-F	4 WTCB-F
5	5 WTCB-F>	5 WNOK-F	5 WOMG-F	5 WOMG-F	5 WNDM-F	5 WVOC	5 WCEZ-F	5 WNOK-F	5 WNOK-F	5
6	6 WYYS-F	6	6 WNOK-F	6 WNOK-F	6	WMFX-F	6 WNOK-F<	6 WYYS-F	6 WVOC	6
						7 WNOK-F	7 WOMG-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 WNDM-F>>	1 WNDM-F>	1 WTCB-F	1 WNDM-F	1 WTCB-F		1 WNDM-F>	1 WNDM-F>	1 WNDM-F>	1 WNDM-F>	1 WNDM-F
2 WYYS-F	2 WTCB-F	2 WNDM-F	2 WTCB-F	2 WNDM-F		2 WMFX-F	2 WMFX-F>	2 WMFX-F>	2 WCOS-F	2 WCOS-F>
3 WNOK-F	3 WNOK-F	WNOK-F	3 WCOS-F	WCOS-F>		3 WCOS-F	3 WCOS-F>	3 WCOS-F	3 WMFX-F>	3 WMFX-F<
WMFX-F>	4 WMFX-F>	4 WMFX-F	4 WNOK-F	4 WOMG-F		4 WKWQ-F>	4 WNOK-F	4 WNOK-F	4 WTCB-F	4 WTCB-F
5 WTCB-F	5 WYYS-F	5 WOMG-F	5 WMFX-F	WNOK-F		5 WVOC	5 WYYS-F	5 WTCB-F	5 WVOC	5 WVOC
WCOS-F	WCOS-F	6	6	6		WNOK-F	6	6 WYYS-F	6	6

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		83 (3)	83 (4)	13.9	17.0	WCOS 1400	Columbia 0.0/1.9/ 0/ 116
AOR/CLASSIC		50 (1)	50 (1)	8.4	9.4	WKWQ-F 95.3	Batesburg/Clmba 1.5/6.1/ 16/ 319
AC/OLDIES/SOFT ROCK	1 (1)	124 (4)	125 (5)	21.0	13.3	WOMG 1320	Columbia 0.1/1.1/ 1/ 42
MOR/VARIETY						WQXL 1470	Columbia 0.3/1.7/ 2/ 65
COUNTRY		100 (2)	100 (3)	16.8	19.6		
BLACK/URBAN	18 (1)	117 (2)	135 (3)	22.7	21.8	WBBQ 1340	Augusta
BEAUTIFUL/EASY		35 (1)	35 (1)	5.9	8.9	WBBQ-F 104.3	Augusta 0.3/2.2/ 8/ 308
NEWS/TALK	45 (1)		45 (1)	7.6	6.2	WSOC-F 103.7	Charlotte 0.6/3.3/ 6/ 198
NOSTALGIA						WZNY-F 105.7	Augusta/Aiken 0.6/2.0/ 9/ 198
RELIGION/GOSPEL	22 (2)		22 (2)	3.7			
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	86 (7)	509 (13)	595 (20)				

RADIO STATIONS

WOMG, 1320, 5 KW/2.5 KW (DA-N), OLDIES	MBS, \$ 26.00 (---)	John Price
WTGH, 620, 1 KW/125 W (DA-1), RELIGION	SBN, \$ 12.00 (---)	Willis
WVOC, 560, 5 KW (DA-N), NEWS/TALK	CBS, \$ 26.00 (Banner)	
WCEZ-F, 93.5, 3 KW @ 300, BTFL/EZ	NBC, \$ 38.00 (Banner)	
WCOS-F, 97.9, 100 KW @ 985, COUNTRY	ABC I, \$ 75.00 (Mc-Guild)	GHB
WMFX-F, 102.3, 3 KW @ 322, AOR	, \$ 40.00 (Durpetti)	Baum
WNOK-F, 104.7, 100 KW @ 1004, CHR	ABC R, \$ 55.00 (Katz)	Voyager
WOMG-F, 103.1, 3 KW @ 300, OLDIES	MBS, \$ 27.00 (Banner)	John Price
WSCQ-F, 100.1, 3 KW @ 330, SOFT AC	RADRAD, \$ 37.00 (Republic)	
WTCB-F, 106.7, 100 KW @ 580, AC	APR, \$ 44.00 (Christal)	Bloomington (ORANGEBURG)
WNDM-F, 101.3, 100 KW @ 1322, BLACK	US 1, \$ 52.00 (HNNH)	(SUMTER)
WYYS-F, 96.7, 2 KW @ 400, CHR	, \$ 25.00 (---)	

MISCELLANEOUS COMMENTS: WODE changes to WOIC (1230) and format to BLACK (Aug)...WOIC changes to WOMG (1320) and format from BLACK to OLDIES (Aug)...WOIC, WNOK-F sold by Audubon to Voyager for \$7,500,000 (Sailors)...WTGH sold to Willis for \$500,000.

COLUMBUS, OH

Arbitron Rank/Pop (12+): 34/1,106,200
 MSA Rank/Pop: 35/1,340,000
 ADI # 34
 Average Person Ratings: 16.8
 Market TSL: 22.00 hours

Stations: 24/21
 Diaries: 1346/822:1/57.1%
 Sample Target: 1300
 % Below Line: 2.3
 % Not Listed: 11.3

1989 Revenue: \$42,000,000
 HH Inc.: \$27,661
 Retail \$: 10.0 Bil
 Pop per Station: 52,676
 #1 Biller: WNCI-F \$8,100,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WNCI-F (CHR)	258/13.9	13.7	16.0	13.6	12.4	14.3	336/4359	3250/29.4	30.8	26.8	96	14.5	277	3108	WNCI-F
2. WSNY-F (AC)	191/10.3	10.6	10.8	10.3	11.1	10.5	210/3221	2878/26.0	23.9	22.0	130	11.8	225	2730	WSNY-F
3. WTVN (MOR)	179/ 9.7	7.1	7.0	6.8	8.3	7.7	232/2603	1908/17.2	16.3	19.4	89	7.2	138	1695	WTVN
4. WXGT-F (CHR)	157/ 8.5	7.6	5.4	6.5	5.9	7.0	187/2788	2145/19.4	19.1	20.3	68	9.9	189	2151	WXGT-F
5. WBNS-F (EZ)	121/ 6.5	7.2	7.6	8.0	8.1	7.3	146/1971	1519/13.7	16.9	17.6	74	3.4	64	1505	WBNS-F
6. WHOK-F (C)	111/ 6.0	5.6	5.6	6.6	4.3	5.9	169/1935	1299/11.7	10.0	10.3	113	5.3	102	1109	WHOK-F
7. WLVQ-F (AOR)	107/ 5.8	7.3	9.6	9.1	9.8	8.0	125/2253	1920/17.4	19.4	21.1	109	8.1	155	1935	WLVQ-F
8. WMGG-F (AOR)	88/ 4.7	5.1	5.2	4.1	5.0	4.8	116/1881	1591/14.4	15.0	14.8	130	5.8	111	1622	WMGG-F
9. WVKO (B)	67/ 3.6	4.7	3.9	4.4	4.1	4.2	67/825	825/ 7.5	6.5	7.3	89	6.4	123	1632	WVKO
10. WMNI (C)	51/ 2.8	2.5	2.6	2.7	2.5	2.7	53/722	623/ 5.6	5.2	5.2	100	1.8	35	629	WMNI
11. WBNS (MOR)	47/ 2.5	0.9	1.0	1.4	2.6	1.5	56/1374	1248/11.3	4.4	11.4	72	1.3	25	874	WBNS
12. WXLE-F (O)	42/ 2.3	1.5	2.0	2.6	2.1	2.1	55/1133	869/ 7.9	6.4	5.9	152	2.1	41	595	WXLE-F
WCOL (BB)	42/ 2.3	2.8	1.9	3.5	3.3	2.6	44/612	584/ 5.3	5.9	7.1	26	1.4	26	387	WCOL
14. WXXM-F (AC)	30/ 1.6	1.8	-----	-----	-----	0.9	30/591	591/ 5.3	0.0	0.0	169	1.5	29	330	WXXM-F
15. WBBY-F (J/NA)	29/ 1.6	1.6	2.1	1.5	1.8	1.7	30/626	616/ 5.6	6.2	6.0	131	1.9	37	643	WBBY-F

12+ FM SHARE (METRO): 72.81% (1197 of 1644) (FAL 88: 72.36%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WNCI-F<	1 WNCI-F>	1 WNCI-F	1 WSNY-F<	1 WSNY-F	1 WTVN >	1 WNCI-F	1 WSNY-F	1 WNCI-F	1 WNCI-F	1 WNCI-F>>
2 WXGT-F>>	2 WSNY-F<	2 WSNY-F>	2 WNCI-F>	WNCI-F>	2 WBNS-F	2 WTVN >	2 WNCI-F>	2 WSNY-F<	2 WXGT-F	2 WHOK-F
3 WVKO	3 WXGT-F	3 WXGT-F	3 WTVN	3 WTVN	3 WSNY-F	3 WSNY-F	3 WTVN	3 WTVN	3 WSNY-F>>	3 WLVQ-F
4	4 WLVQ-F>	4 WLVQ-F	4 WLVQ-F	4 WHOK-F	4 WHOK-F	4 WXGT-F	4 WBNS-F	4 WXGT-F>	4 WLVQ-F<	4 WSNY-F
5	5 WMGG-F	5 WMGG-F	5 WMGG-F<	5 WLVQ-F<	5 WNCI-F	5 WLVQ-F	5 WXGT-F	5 WBNS-F	5 WMGG-F	5 WTVN
6	6	6 WTVN	6 WHOK-F<	6 WMGG-F<	6	6 WHOK-F	6 WLVQ-F	6 WHOK-F<	6	6
7	7	7 WHOK-F	7 WXGT-F	7 WXGT-F	7	7 WBNS-F	7 WHOK-F	7 WLVQ-F	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WNCI-F>>	1 WNCI-F>	1 WNCI-F	1 WNCI-F	1 WSNY-F	1 WXGT-F	1 WXGT-F	1 WXGT-F	1 WXGT-F	1 WNCI-F
2 WSNY-F<	2 WSNY-F>>	2 WSNY-F>>	2 WSNY-F>>	2 WNCI-F>	2 WLVQ-F>	2 WLVQ-F>	2 WNCI-F	2 WNCI-F<	2 WSNY-F
3 WXGT-F>	3 WXGT-F	3 WLVQ-F>	3 WXGT-F	3 WTVN >	3 WNCI-F	3 WNCI-F>	3 WLVQ-F	3 WLVQ-F	3 WTVN
4 WVKO	4 WLVQ-F<	4 WMGG-F	4 WVKO	4 WHOK-F	4 WMGG-F>	4 WMGG-F	4 WSNY-F	4 WMGG-F<	4 WXGT-F
5	5 WVKO	5 WVKO	WHOK-F	5 WLVQ-F	5 WSNY-F>>	5 WSNY-F	5 WMGG-F>	5 WSNY-F	WMGG-F
6	6	6	6 WTVN <	6	6	6	6 WHOK-F>	6	WLVQ-F
			7 WLVQ-F						7 WHOK-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME TSA SHARE/RTG /AQH/CUME
TOP 40/CHR/CONTEMP		422 (3)	422 (3)	25.7	20.7	WCKX-F 106.3	London/Columbus 1.1/4.7/266/568
AOR/CLASSIC		195 (2)	195 (2)	11.9	16.8	WCLT-F 100.3	Newark 1.1/2.9/25/489
AC/OLDIES/SOFT ROCK		284 (4)	284 (4)	17.3	15.8	WHTH 790	Heath 0.6/0.9/24/154
MOR/VARIETY	259 (4)		259 (4)	15.8	15.0	WLOH 1320	Lancaster 0.3/1.3/ 8/158
COUNTRY	62 (2)	119 (2)	181 (4)	11.0	7.7	WRFD 880	Columbus/Wrthgt 0.9/2.2/27/374
BLACK/URBAN	67 (1)	20 (1)	87 (2)	5.3	6.3	WSWZ-F 103.5	Lancaster 0.4/1.6/ 9/216
BEAUTIFUL/EASY		121 (1)	121 (1)	7.4	9.1		
NEWS/TALK						WLW 700	Cincinnati 1.5/5.1/56/1222
NOSTALGIA	42 (1)		42 (1)	2.6	3.7	WMRN-F 106.9	Marion 0.4/1.5/34/493
RELIGION/GOSPEL	17 (1)		17 (1)	1.0	1.5	WQIO-F 93.7	Mt. Vernon 0.4/2.0/32/752
SPANISH							
CLASSICAL							
JAZZ/NEW AGE		29 (1)	29 (1)	1.8	2.0		
UNKNOWN/OTHERS		7 (1)	7 (1)	0.4	1.2		
	447 (9)	1197 (15)	1644 (24)				

AM STATIONS

WBNS, 1460, 5 KW/1 KW (DA-N), MOR	APR, CBS, \$ 35.00 (Banner)	Columbus Dispatch
WCOL, 1230, 1 KW, NOSTALGIA	SMN, CBS, \$ 30.00 (Christal)	Great Trails
WNMI, 920, 1 KW/500 W (DA-2), COUNTRY	MBS, NBC, \$ 33.00 (Torbet)	
WRFD, 880, 9 KW (DAYS, DA), RELIGION	CNN, \$ 20.00 (---)	Salem
WTVN, 610, 5 KW (DA-N), MOR	ABC E, \$ 115.00 (Katz)	Great American
WVKO, 1580, 1 KW/250 W (DA-2), BLACK	SBN, \$ 34.00 (Mc-Guild)	Saga

FM STATIONS

WBBY, 103.9, 2.7 KW @ 360, JAZZ	NBC, \$ 32.00 (---)	
WBNS, 97.1, 36 KW @ 660, BTFL/EZ	, \$ 70.00 (Banner)	Columbus Dispatch
WCKX, 106.3, 3 KW @ 328, BLACK	NBN, \$ 30.00 (Roslin)	(LONDON)
WHOK, 95.5, 50 KW @ 492, COUNTRY	APR, \$ 46.00 (Christal)	
WLVQ, 96.3, 18 KW @ 753, AOR	, \$ 143.00 (Katz)	Great American
WMGG, 99.7, 50 KW @ 500, CLASSIC AOR	, \$ 62.00 (Torbet)	
WNCI, 97.9, 175 KW @ 565, CHR	APR, \$ 144.00 (MMR)	Nationwide
WSNY, 94.7, 22 KW @ 753, AC	, \$ 134.00 (Mc-Guild)	Saga
WXGT, 92.3, 22 KW @ 753, CHR/AOR	RADRAD, \$ 70.00 (Christal)	Great Trails
WXLE, 103.1, 1.5 KW @ 455, OLDIES	ABC F, MBS, \$ 31.00 (Durpetti)	Ragen Henry (LANCASTER)

CORPUS CHRISTI

Arbitron Rank/Pop (12+): 126/285,000
 MSA Rank/Pop: 128/363,000
 ADI # 124
 Average Person Ratings: 18.4
 Market TSL: 24.75 hours

Stations: 19/18
 Diaries: 784/364:1/54.3%
 Sample Target: 680
 % Below Line: 0.6
 % Not Listed: 12.6

1989 Revenue: \$8,000,000
 HH Inc.: \$24,641
 Retail \$: 2.45 Bil
 Pop per Station: 15,833
 #1 Biller: KOUL-F \$1,500,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. KOUL-F (C)	75/14.3	12.8	14.9	16.9	13.0	----	89/1134	797/28.0	26.9	30.7	131	10.0	43	369	KOUL-F
2. KZFM-F (CHR)	73/13.9	13.0	14.5	15.1	14.5	----	103/116	837/29.4	32.7	33.4	76	24.8	107	743	KZFM-F
3. KNKN-F (AOR)	46/ 8.8	8.6	9.3	10.5	7.5	----	55/729	574/20.1	16.2	19.3	92	10.9	47	528	KNKN-F
4. KLTG-F (O)	37/ 7.1	3.1	6.5	3.9	3.4	----	46/523	444/15.6	14.7	14.0	154	5.6	30	282	KLTG-F
5. KUNO (SP)	36/ 6.9	9.3	7.4	8.2	11.1	----	42/418	357/12.5	13.6	13.5	67	3.9	17	103	KUNO
KRYS-F (C)	36/ 6.9	7.6	8.2	8.2	8.1	----	57/897	509/17.9	20.3	24.5	101	5.1	22	311	KRYS-F
7. KMXR-F (AC)	27/ 5.2	5.3	4.5	1.9	3.2	----	40/593	437/15.3	15.3	10.4	142	13.0	56	330	KMXR-F
8. KJKC-F (CHR)	23/ 4.4	7.0	6.3	6.2	7.5	----	27/552	450/15.8	17.6	17.0	48	7.1	38	617	KJKC-F
9. KCCT (SP)	22/ 4.2	3.7	4.1	7.0	6.0	----	28/354	283/ 9.9	9.7	11.1	76	3.4	18	205	KCCT
10. KDAE (EZ)	13/ 2.5	2.7	2.0	2.3	2.4	----	15/156	144/ 5.1	4.6	4.4	44	1.3	7	119	KDAE
11. KWVS-F (AC)	12/ 2.3	2.7	----	----	----	----	12/168	145/ 5.1	6.2	0.0	183				KWVS-F
KMIQ-F (?)	12/ 2.3	----	----	----	----	----	12/180	180/ 6.3	0.0	0.0	139				KMIQ-F
KEYS (O)	12/ 2.3	5.6	3.5	5.8	3.8	----	12/186	180/ 6.3	11.5	11.3	170	1.9	10	200	KEYS

12+ FM SHARE (METRO): 75.98% (348 of 458) (FAL 88: 73.29%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KZFM-F>	1 KOUL-F<	1 KOUL-F>>	1 KOUL-F	1 KOUL-F>	1 KNKN-F>>	1 KNKN-F>>	1 KNKN-F	1 KNKN-F>	1 KOUL-F
2 KRYS-F>	2 KZFM-F>	2 KZFM-F	2 KZFM-F>	2 KZFM-F	2 KZFM-F>>	2 KZFM-F	2 KZFM-F>	2 KOUL-F<	2 KNKN-F
3 KNKN-F	3 KRYS-F	KMXR-F>	3 KRYS-F	3 KLTG-F	3 KRYS-F	3 KOUL-F	3 KOUL-F>	3 KZFM-F	3 KLTG-F
4 KOUL-F>	4 KMXR-F	4 KRYS-F	4 KMXR-F	4 KRYS-F	KOUL-F	4	4 KLTG-F>	4 KLTG-F>	4 KZFM-F>
5 KMXR-F>	5 KNKN-F	5 KLTG-F>	KLTG-F	5 KMXR-F	KJKC-F>>	5	5 KRYS-F>	5 KMXR-F	5 KMXR-F
6 KLTG-F	6	6 KNKN-F	6	6	6 KMXR-F	6	6 KMXR-F	6 KRYS-F	6 KWVS-F
KJKC-F>	7	KMIQ-F>	7	7	7	7	KMIQ-F>>	7	7

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		96 (2)	96 (2)	21.0	23.2	KCTA 1030	Corpus Christi 2.1/2.8/ 27/ 147
AOR/CLASSIC		46 (1)	46 (1)	10.0	10.4	KKHQ-F	98.3 Odem/CorpusChrs 0.4/2.5/ 2/ 70
AC/OLDIES/SOFT ROCK	12 (1)	76 (3)	88 (4)	19.2	16.1	KRYS 1360	Corpus Christi 0.6/4.4/ 4/ 172
MOR/VARIETY						KSIX 1230	Corpus Christi 1.9/4.9/ 11/ 179
COUNTRY	3 (2)	116 (3)	119 (5)	26.0	29.6	KTRH 740	Houston 0.6/2.6/ 5/ 134
BLACK/URBAN							
BEAUTIFUL/EASY	23 (2)		23 (2)	5.0	2.9		
NEWS/TALK	3 (1)		3 (1)	0.7			
NOSTALGIA							
RELIGION/GOSPEL	11 (1)		11 (1)	2.4	1.9		
SPANISH	58 (2)	2 (1)	60 (3)	13.1	13.7		
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS		12 (1)	12 (1)	2.6	2.3		
	110 (9)	348 (11)	458 (20)				

RADIO STATIONS

KCCT, 1150, 1 KW/500 W (DA-2), HISPANIC	CRC, \$ 20.00 (Caballero)
KCTA, 1030, 50 KW (DAYS), RELIGION	, \$ 12.00 (---)
KDAE, 1590, 1 KW/500 W (DA-2), EZ	, \$ 13.00 (Mc-Guild) (SINTON)
KEYS, 1440, 1 KW (DA-N), OLDIES	CNN, \$ 18.00 (Banner)
KRYS, 1360, 1 KW, COUNTRY	ABC I, \$ N/A (Durpetti)
KSIX, 1230, 1 KW, BTF/EZ	CBS, MBS, \$ 14.00 (---)
KUNO, 1400, 1 KW, HISPANIC	, \$ 29.00 (Katz Hisp.)
KJKC-F, 105.5, 3 KW @ 300, CHR	ABC C, \$ 24.00 (Christal)
KKHQ-F, 98.3, 3 KW @ 300, HISPANIC	, \$ 17.00 (Lotus) (ODEM)
KLTG-F, 96.5, 100 KW @ 870, SOFT AC	, \$ 23.00 (Mc-Guild)
KMXR-F, 93.9, 100 KW @ 900, AC/OLDIES	, \$ --- (Christal)
KNKN-F, 101.3, 100 KW @ 380, AOR	, \$ 30.00 (Torbet)
KRYS-F, 99.1, 100 KW @ 880, COUNTRY	, \$ 31.00 (Durpetti)
KWVS-F, 97.7, 3 KW @ 150, AC	, \$ 15.00 (Republic) (KINGSVILLE)
KZFM-F, 95.5, 100 KW @ 690, CHR	, \$ 35.00 (Banner)
KOUL-F, 103.7, 100 KW @ 950, COUNTRY	APR, \$ 40.00 (Mc-Guild)
<u>MISCELLANEOUS COMMENTS:</u> KJKC-F (Portland) sold for \$525,000 (Fischer)...KDAE, KLTG-F sold to Broad Based for \$1,900,000 (Peterson)	

DALLAS-FT. WORTH

Arbitron Rank/Pop (12+): 7/3,184,300
 MSA Rank/Pop: 12 (Dallas) 3,830,000
 37 (Fort Worth)
 ADI # 7
 Average Person Ratings: 17.3
 Market TSL: 22.75 hours

Stations: 30/30
 Diaries: 2311/1378:1/54.1%
 Sample Target: 2200
 % Below Line: 0.0
 % Not Listed: 7.5

1989 Revenue: \$129,700,000
 HH Inc.: \$30,967
 Retail \$: 30.4 Bil
 Pop per Station: 106,143
 #1 Biller: KVIL-AF \$21,000,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KVIL-AF (AC)	562/10.2	8.0	8.6	9.3	8.3	9.0	573/5996	5638/17.7	15.9	16.8	134	7.8	459	4803	KVIL-AF
2. KSCS-F (C)	418/ 7.6	6.6	6.9	6.7	7.4	6.9	479/6498	5600/17.6	16.2	16.4	100	8.0	484	5318	KSCS-F
3. KRLD (N/T)	348/ 6.3	5.3	4.3	4.8	5.9	5.2	417/8137	6941/21.8	14.2	20.6	87	4.2	256	4544	KRLD
4. KPLX-F (C)	336/ 6.1	5.5	7.3	6.6	6.5	6.4	390/5721	4911/15.4	16.6	14.2	97	7.1	430	4184	KPLX-F
5. KKDA-F (B)	299/ 5.4	5.6	5.9	8.5	7.2	6.3	317/4071	3456/10.9	12.4	14.0	85	7.3	441	3996	KKDA-F
6. KJMZ-F (B)	260/ 4.7	5.4	4.3	3.4	4.7	4.4	277/4588	4231/13.3	12.0	10.0	45	6.3	378	4922	KJMZ-F
7. WBAP (C)	241/ 4.4	7.3	6.6	5.1	6.2	5.8	453/6991	4110/12.9	15.8	14.3	91	4.0	240	3139	WBAP
8. KMEZ-F (EZ)	222/ 4.0	4.3	4.0	4.4	1.6	4.2	239/2729	2548/ 8.0	8.4	5.9	75	2.7	165	1768	KMEZ-F
9. KLIF (N/T)	195/ 3.5	2.6	2.7	2.6	3.3	2.8	210/2833	2565/ 8.1	6.5	8.5	106	1.6	95	1128	KLIF
10. KTXQ-F (AOR)	187/ 3.4	3.8	3.6	3.6	3.4	3.6	222/3918	3371/10.6	11.4	11.3	112	4.6	279	4355	KTXQ-F
KEGL-F (CHR)	187/ 3.4	4.0	4.4	4.5	4.5	4.1	233/5159	4439/13.9	15.4	16.0	62	5.0	299	4767	KEGL-F
12. KOAI-F (J/NA)	183/ 3.3	3.4	3.3	2.3	2.6	3.1	190/3070	2948/ 9.3	8.9	8.0	155	3.8	232	2614	KOAI-F
13. KHYI-F (CHR)	176/ 3.2	4.2	4.3	4.8	5.0	4.1	197/4514	4211/13.2	15.1	15.1	62	5.2	312	5253	KHYI-F
14. KLUV-F (O)	171/ 3.1	3.4	3.1	3.8	3.4	3.3	193/3967	3272/10.3	9.9	10.1	142	2.6	158	2371	KLUV-F
15. KQZY-F (AC)	165/ 3.0	2.7	2.8	3.7	2.8	3.0	169/2775	2676/ 8.4	7.9	8.2	113	2.3	141	2038	KQZY-F
16. KLTJ-F (REL)	159/ 2.9	3.5	2.8	2.4	2.7	2.9	197/2488	1947/ 6.1	7.1	6.3	124	3.3	200	2246	KLTJ-F
17. KZPS-F (AOR)	146/ 2.6	2.9	2.7	2.4	2.7	2.7	151/2898	2713/ 8.5	8.8	8.6	135	3.4	206	2878	KZPS-F
KMGC-F (AC)	146/ 2.6	2.8	2.3	2.3	2.5	2.5	152/2502	2321/ 7.3	7.8	8.2	119	2.1	127	1663	KMGC-F
19. KZEW-F (AOR)	116/ 2.1	1.6	2.2	2.4	2.6	2.1	129/2785	2391/ 7.5	7.2	9.6	90	3.3	200	2893	KZEW-F
20. WRR -F (CL)	109/ 2.0	1.7	1.4	1.7	1.4	1.7	113/2159	1975/ 6.2	4.6	3.9	80	1.7	101	1599	WRR -F
21. KAAM (BB)	99/ 1.8	1.3	1.6	0.9	1.3	1.4	100/1543	1489/ 4.7	3.2	3.1	33	1.1	66	806	KAAM
22. KDGE-F (AOR)	75/ 1.4	1.1	1.4	0.7	0.7	1.1	78/1374	1268/ 4.0	3.0	2.2	57	1.9	117	1847	KDGE-F
23. KHVN (REL)	72/ 1.3	2.0	1.8	2.5	1.9	1.9	72/889	889/ 2.8	3.4	3.6	100	1.6	94	785	KHVN
24. KKDA (B)	68/ 1.2	1.8	2.6	1.7	1.7	1.8	69/1175	1139/ 3.6	4.2	3.6	100	1.4	83	877	KKDA
25. KESS (SP)	57/ 1.0	1.0	0.7	1.5	1.0	1.0	58/554	541/ 1.7	1.9	2.6	70	0.5	29	721	KESS

12+ FM SHARE (METRO): 76.83% (3920 of 5102) (FAL 88: 74.79%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KJMZ-F>	1 KVIL-AF	1 KVIL-AF>	1 KVIL-AF>	1 KVIL-AF>	1 KVIL-AF>	1 KVIL-AF>	1 KVIL-AF>	1 KVIL-AF>	1 KVIL-AF>	1 KRLD >>
2 KHYI-F<	2 KPLX-F	2 KSCS-F	2 KSCS-F	2 KSCS-F	2 KRLD	2 KSCS-F	2 KSCS-F	2 KSCS-F	2 KJMZ-F>	2 KQZY-F<
3 KKDA-F	KKDA-F	3 KPLX-F	3 KPLX-F	3 KPLX-F	3 KSCS-F	3 KRLD	3 KPLX-F	3 KPLX-F	3 KPLX-F	3 WBAP
4	4 KTXQ-F	4 KKDA-F	4 KOAI-F<	4 KRLD	4 WBAP	4 WBAP	4 KMEZ-F<	4 KRLD <	4 KHYI-F<	4 KKDA-F
5	KSCS-F	5 KTXQ-F	5 KKDA-F<	5 KOAI-F	5 KMEZ-F	5 KPLX-F	5 KRLD	5 KJMZ-F<	5 KSCS-F	5 KSCS-F<
6	KEGL-F	6 KOAI-F<	6 KRLD	6 KKDA-F	6 KPLX-F	6 KKDA-F	6 KLIF <	6 KKDA-F	6 KVIL-AF	6 KMEZ-F
7	7 KJMZ-F	7 KRLD	7 KLUV-F	7 KLUV-F	7 KLIF	7 KMEZ-F	7 WBAP	7 WBAP	7 WBAP	7
8	8 KOAI-F	8 KEGL-F<	8 KTXQ-F	8 WBAP	8	8 KTXQ-F	KOAI-F	8 KOAI-F	8	8
9	9 KMGC-F	9 KLUV-F	9 KZPS-F	9	9	9	9	9	9	9
10	10	KJMZ-F	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KJMZ-F<	1 KPLX-F	1 KVIL-AF>	1 KVIL-AF>>	1 KVIL-AF>>	1 KSCS-F>	1 KTXQ-F	1 KTXQ-F	1 KSCS-F	1 KRLD
2 KEGL-F	2 KEGL-F	2 KPLX-F	2 KSCS-F	2 KSCS-F	2 KEGL-F	2 KKDA-F	2 KOAI-F	2 KTXQ-F	2 KVIL-AF
3 KPLX-F	3 KKDA-F<	3 KLTJ-F<	KPLX-F>	3 KPLX-F>	3 KJMZ-F	3 KZEW-F<	3 KKDA-F	3 KVIL-AF<	3 KSCS-F<
4 KKDA-F	4 KJMZ-F	4 KKDA-F<	4 KKDA-F	4 KLTJ-F	4 KZEW-F	4 KSCS-F	4 KZEW-F<	4 KRLD	4 KOAI-F
5 KVIL-AF<	5 KSCS-F	5 KSCS-F	5 KJMZ-F<	5 KKDA-F<	KTXQ-F	5 KOAI-F<	5 KVIL-AF	5 KKDA-F<	5 KTXQ-F
6 KMGC-F<	6 KMGC-F>	6 KMGC-F	6 KEGL-F<	6 KLUV-F	KPLX-F	6 KZPS-F<	6 KZPS-F	6 KOAI-F<	6 WBAP
7 KSCS-F	7 KTXQ-F>	7 KEGL-F	7 KMGC-F	7 KQZY-F	7 KKDA-F	7 KEGL-F<	KRLD	7 KPLX-F<	7 KLIF <
8 KTXQ-F<	8 KDFT >>	8 KLUV-F	8	8	8 KZPS-F	8 KPLX-F	8	8 KZPS-F	8 KKDA-F
9 KHYI-F	9 KVIL-AF	9 KOAI-F	9	9	9 KDGE-F	9	9	9	9
10	10	10	10	10	10	10	10	10	10

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		363 (2)	363 (2)	7.1	10.2	KDFT 540 Ferris	0.5/0.6/ 27/ 198
AOR/CLASSIC		524 (4)	524 (4)	10.3	7.1	KFJZ 870 Ft. Worth/Dallas	0.5/0.9/ 29/ 275
AC/OLDIES/SOFT ROCK	46 (2)	1024 (4)	1070 (6)	21.0	21.8	KJZY-F 99.1 Denton/Dallas	0.4/0.4/ 26/ 511
MOR/VARIETY						KLDD 570 Dallas	0.5/2.5/ 47/1157
COUNTRY	241 (1)	754 (2)	995 (3)	19.5	21.6		
BLACK/URBAN	68 (1)	559 (2)	627 (3)	12.3	11.2		
BEAUTIFUL/EASY		222 (1)	222 (1)	4.4	5.2		
NEWS/TALK	543 (2)		543 (2)	10.6	9.8		
NOSTALGIA	99 (1)		99 (1)	1.9	2.1		
RELIGION/GOSPEL	101 (2)	159 (1)	260 (3)	5.1	4.9		
SPANISH	57 (1)		57 (1)	1.1	1.7		
CLASSICAL		109 (1)	109 (1)	2.1	1.5		
JAZZ/NEW AGE		183 (1)	183 (1)	3.6	2.8		
UNKNOWN/OTHERS	27 (1)	23 (1)	50 (2)	1.0			
	1182 (11)	3920 (19)	5102 (30)				

AM STATIONS

KAAM, 1310, 5 KW (DA-N)	, NOSTALGIA	SMN, \$ 45.00 (Durpetti)	Bonneville
KESS, 1270, 5 KW (DA-1)	, HISPANIC	, \$ 53.00 (Caballero)	
KHVN, 970, 1 KW/270 W	, GOSPEL	ABC F, \$ 45.00 (Mc-Guild)	
KKDA, 730, 500 W (DAYS)	, BLACK	APR, \$ N/A (Katz)	
KLDD, 570, 5 KW (DA-2)	, SOFT AC	US 1, \$ 43.00 (MMR)	Anchor
KLIF, 1190, 50 KW/5 KW (DA-2)	, TALK	NBC, \$ 75.00 (Eastman)	Susquehanna
KRLD, 1080, 50 KW (DA-N)	, NEWS	CBS, MBS, \$ 205.00 (CBS)	Command
WBAP, WBAP 820, 50 KW	, COUNTRY	ABC I, \$ 190.00 (Banner)	Cap Cities/ABC

FM STATIONS

KHYI, 94.9, 33 KW @ 1509, CHR		, \$ 130.00 (MMR)	Evergreen
KJMZ, 100.3, 89 KW @ 1280, BLACK		US 1, \$ 110.00 (Mc-Guild)	Summit
KKDA, 104.5, 98 KW @ 1585, BLACK		APR, \$ 178.00 (Katz)	
KEGL, 97.1, 97 KW @ 1460, CHR		, \$ 154.00 (Torbet)	Sandusky
KLTY, 94.1, 100 KW @ 1585, RELIGION		ABC F, \$ 96.00 (HNWH)	
KLUV, 98.7, 98 KW @ 1585, OLDIES		US 2, \$ 117.00 (MMR)	TK
KMEZ, 107.5, 25 KW @ 1264, BTFL/EZ		US 2, \$ 118.00 (Mc-Guild)	Gilmore
KMGC, 102.9, 100 KW @ 1572, SOFT AC/JAZZ		, \$ 116.00 (Christal)	Shamrock
KOAI, 106.1, 100 KW @ 1585, JAZZ/NAC		, \$ 95.00 (HNWH)	Gannett
KPLX, 99.5, 100 KW @ 1680, COUNTRY		APR, \$ 235.00 (Eastman)	Susquehanna
KQZY, 105.3, 100 KW @ 1560, SOFT AC		, \$ 115.00 (Group W)	Westinghouse
KSCS, 96.3, 99 KW @ 1680, COUNTRY		, \$ 153.00 (Banner)	Cap Cities/ABC
KTXQ, 102.1, 100 KW @ 1420, AOR		RADRAD, \$ 146.00 (CBS)	CBS
KVIL, 103.7, 100 KW @ 1550, AC		, \$ 375.00 (Torbet)	Infinity
KKWM, 97.9, 99 KW @ 1680, SOFT AC		SOURCE, \$ 100.00 (MMR)	Anchor
KZPS, 92.5, 96 KW @ 1685, CLASSIC AOR		, \$ 100.00 (Durpetti)	
WRR, 101.1, 98 KW @ 1510, CLASSICAL		, \$ 70.00 (CMBS)	City of Dallas

CALL LETTER CHANGES

KZEW-F changes to KKWM (Jan)

FORMAT CHANGES

KLDD changes from OLDIES to
KKWM changes from AOR to SOFT AC

STATION SALES

KRLD sold by Command to
Evergreen for \$47,000,000
(E) (Americom)...KMGC-F
from Shamrock to Cook
Inlet for \$22,000,000 plus
tax certificate.

DAVENPORT-RI-MOLINE

Arbitron Rank/Pop (12+): 120/299,200
 MSA Rank/Pop: 127/369,000
 ADI # 78
 Average Person Ratings: 16.0
 Market TSL: 20.75 hours

Stations: 17/14
 Diaries: 758/395:1/57.3%
 Sample Target: 720
 % Below Line: 1.9
 % Not Listed: 10.9

1989 Revenue: \$9,300,000
 HH Inc.: \$31,040
 Retail \$: 2.7 Bil
 Pop per Station: 21,371
 #1 Biller: WLLR-F \$2,200,000

12+ METRO	1/4/SHARE	SPG		FAL		4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME		SPG		FAL		25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
		89	88	88	87			89	88	89	88							
1. WPXR-F (CHR)	82/17.1	16.4	16.9	14.5	17.3	----	148/1994	1007/33.7	34.7	33.9	86	19.6	97	1057	WPXR-F			
WLLR-F (C)	82/17.1	12.2	15.5	15.3	11.3	----	123/1268	722/24.1	21.6	25.4	110	11.9	59	810	WLLR-F			
3. WXLP-F (AOR)	69/14.4	11.1	13.2	16.1	9.9	----	109/1132	764/25.5	22.8	22.5	107	18.8	93	907	WXLP-F			
4. KUUL-F (O)	45/ 9.4	10.7	6.6	6.6	11.7	----	105/1435	654/21.9	21.4	22.4	148	9.7	48	731	KUUL-F			
5. WOC (N/T)	44/ 9.2	10.0	6.2	8.2	11.1	----	54/660	594/19.9	19.9	15.6	61	7.1	35	435	WOC			
6. KRVR-F (EZ)	32/ 6.7	8.5	9.3	9.8	7.6	----	46/518	420/14.0	19.0	14.8	84	6.1	30	408	KRVR-F			
7. KMJC-F (AC)	24/ 5.0	7.3	5.2	6.2	6.8	----	57/760	372/12.4	14.6	12.1	150	6.9	34	417	KMJC-F			
8. WKBF (C)	17/ 3.5	3.6	5.4	5.2	4.9	----	20/322	290/ 9.7	8.7	11.8	23	2.2	11	174	WKBF			
9. WMRZ (O)	8/ 1.7	3.0	2.1	2.8	2.7	----	9/211	187/ 6.3	8.7	9.1	176	0.6	3	106	WMRZ			
10. KFMH-F (AOR)	6/ 1.3	2.1	1.2	2.2	2.3	----	6/200	110/ 3.7	6.1	3.7	146	1.0	5	148	KFMH-F			

12+ FM SHARE (METRO): 80.80% (345 of 427) (FAL 88: 77.39%)

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

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		82 (1)	82 (1)	19.2	19.1	KBQC-F 93.5 Bettendorf	0.4/1.6/ 8/ 62
AOR/CLASSIC	2 (1)	75 (2)	77 (3)	18.0	16.3	KSTT 1170 Davenport	0.4/2.3/ 2/ 79
AC/OLDIES/SOFT ROCK	8 (1)	69 (2)	77 (3)	18.0	17.9	WJRE-F 92.1 Kewanee	0.6/1.7/ 3/ 51
MOR/VARIETY	4 (2)		4 (2)	0.9	3.5	WKEI 1450 Kewanee	0.4/1.8/ 4/ 89
COUNTRY	17 (1)	82 (1)	99 (2)	23.2	23.5		
BLACK/URBAN						WBBM 780 Chicago	0.4/1.9/ 12/ 232
BEAUTIFUL/EASY		32 (1)	32 (1)	7.5	10.5	WGN 720 Chicago	1.0/3.8/ 41/ 586
NEWS/TALK	51 (3)		51 (3)	11.9	8.4	WMT 600 Cedar Rapids	0.4/1.8/ 21/ 267
NOSTALGIA							
RELIGION/GOSPEL		2 (1)	2 (1)	0.5	0.7		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS		3 (1)	3 (1)	0.7			
	82 (8)	345 (9)	427 (17)				

RADIO STATIONS

WKBF, 1270, 5 KW (DA-N)	COUNTRY	CBS, \$ 19.00 (Mc-Guild)
WMRZ, 1230, 1 KW	OLDIES	\$ 18.00 (HNWH)
WOC, 1420, 5 KW (DA-2)	NEWS/TALK	NBC, ABC T, \$ 34.00 (Christal)
KFMH-F, 99.7, 50 KW @ 470, AOR		\$ 16.00 (---)
KMJC-F, 96.1, 100 KW @ 988, AC		US 1, \$ 25.00 (Eastman)
KRVR-F, 106.5, 60 KW @ 210, EZ		\$ 24.00 (Christal)
KUUL-F, 103.7, 100 KW @ 1220, OLDIES		US 2, \$ 33.00 (Christal)
WLLR-F, 101.3, 50 KW @ 500, COUNTRY		\$ 42.00 (HNWH)
WPXR-F, 98.9, 39 KW @ 900, CHR		ABC R, \$ 35.00 (Mc-Guild)
WXLP-F, 96.9, 50 KW @ 500, AOR		\$ 35.00 (Katz)
		Scannix
		Arrow
		Comm. Service
		Roth
		Goodrich

MISCELLANEOUS COMMENTS: KLIO-F changes to KMJC-F (Nov)...

DAYTON

Arbitron Rank/Pop (12+): 48/807,400
 MSA Rank/Pop: 55/939,000
 ADI # 52
 Average Person Ratings: 15.5
 Market TSL: 20.50 hours

Stations: 24/18
 Diaries: 1219/662:1/57.0%
 Sample Target: 1120
 % Below Line: 10.9
 % Not Listed: 12.8

1989 Revenue: \$21,500,000
 HH Inc.: \$28,229
 Retail \$: 6.5 Bil
 Pop per Station: 44,855
 #1 Biller: WTUE-F \$3,500,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WGTZ-F (CHR)	121/ 9.7	9.5	7.3	8.6	11.0	8.8	166/2731	1937/24.0	20.4	44.2	79	9.9	135	2523	WGTZ-F
2. WHIO (MOR)	111/ 8.9	7.1	8.8	8.4	8.1	8.3	117/1534	1436/17.8	19.9	16.6	67	4.9	67	1167	WHIO
3. WHKO-F (C)	107/ 8.5	8.5	8.4	9.0	9.1	8.6	137/1865	1410/17.5	17.4	20.7	112	7.0	95	1263	WHKO-F
4. WTUE-F (AOR)	104/ 8.3	10.1	9.2	12.1	14.7	9.9	147/2299	1613/20.0	18.9	24.8	107	11.3	154	1900	WTUE-F
5. WWSN-F (AC)	82/ 6.5	7.8	6.5	7.3	8.7	7.0	91/1347	1153/14.3	14.5	16.3	151	7.1	97	1100	WWSN-F
6. WVUD-F (AC)	73/ 5.8	5.3	6.1	5.8	5.6	5.8	80/1212	970/12.0	14.2	13.1	128	2.9	40	544	WVUD-F
7. WAZU-F (AOR)	71/ 5.7	7.8	7.3	3.7	0.7	6.1	106/1628	1061/13.1	14.4	3.5	68	9.6	131	1536	WAZU-F
8. WONE (C)	68/ 5.4	3.3	4.7	4.7	4.3	4.5	74/1006	806/10.0	10.3	10.8	72	3.9	53	632	WONE
9. WCLR-F (EZ)	50/ 4.0	3.0	2.7	1.0	2.3	2.7	72/802	583/ 7.2	5.4	3.8	77	1.8	25	337	WCLR-F
10. WLW (MOR)	49/ 3.9	5.0	4.9	3.7	4.2	4.4	151/2488	841/10.4	12.4	10.3	121	3.2	44	815	WLW
11. WBLZ-F (B)	44/ 3.5	3.3	5.6	3.2	3.7	3.9	61/941	669/ 8.3	8.8	8.4	109	4.8	66	788	WBLZ-F
12. WYMJ-F (O)	42/ 3.4	3.8	2.9	3.6	4.4	3.4	46/1058	970/12.0	9.4	14.3	159	5.6	76	795	WYMJ-F
13. WDAO (B)	35/ 2.8	2.5	1.9	3.3	1.0	2.6	35/485	476/ 5.9	4.2	3.9	114	4.3	59	467	WDAO
14. WING (AC)	32/ 2.6	1.1	2.3	3.1	3.5	2.3	37/797	672/ 8.3	7.3	10.2	158	1.8	25	431	WING

12+ FM SHARE (METRO): 70.60% (771 of 1092) (FAL 88: 75.54%)

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

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		163 (2)	163 (2)	14.9	17.1	WBLY 1600 Springfield	0.5/1.7/ 6/ 141		
AOR/CLASSIC		175 (2)	175 (2)	16.0	16.8	WFCJ-F 93.7 Miamisburg/Datn	1.3/5.2/ 25/ 661		
AC/OLDIES/SOFT ROCK	38 (2)	178 (3)	216 (5)	19.8	21.6	WKSJ-F 101.7 Urbana	0.9/1.5/ 18/ 229		
MOR/VARIETY	160 (2)		160 (2)	14.7	13.7	WPFB 910 Middletown	1.1/1.7/ 28/ 269		
COUNTRY	68 (1)	133 (4)	201 (5)	18.4	11.2	WPFB-F 105.9 Middletown	0.5/2.1/ 24/ 387		
BLACK/URBAN	35 (1)	44 (1)	79 (2)	7.2	5.2	WPTW 1570 Piqua	0.5/0.8/ 8/ 104		
BEAUTIFUL/EASY NEWS/TALK		62 (3)	62 (3)	5.7	10.1	WBNS-F 97.1 Columbus	0.4/1.1/ 6/ 135		
NOSTALGIA	20 (2)		20 (2)	1.8	2.9	WBVE-F 96.5 Hamilton	0.7/3.7/ 39/ 810		
RELIGION/GOSPEL		16 (1)	16 (1)	1.5	0.8	WOFX-F 94.9 Fairfield	1.8/4.3/ 67/ 977		
SPANISH CLASSICAL						WWEZ-F 92.5 Cincinnati	0.6/1.9/ 33/ 565		
JAZZ/NEW AGE									
UNKNOWN/OTHERS					0.7				
	321 (8)	771 (16)	1092 (24)						

RADIO STATIONS

WDAO, 1210, 1 KW (DAYS), BLACK, SBN, \$ 28.00 (---)
 WHIO, 1290, 5 KW (DA-N), MOR/TALK, CBS, \$ 71.00 (Durpetti)
 WING, 1410, 5 KW (DA-N), OLDIES, NBC, US 1, \$ 30.00 (Katz)
 WONE, 980, 5 KW (DA-N), COUNTRY, ABC I, \$ 45.00 (Mc-Guild)
 WAZU-F, 102.9, 50 KW @ 493, AOR, ABC F, \$ 44.00 (Christal)
 WCLR-F, 95.7, 50 KW @ 476, BTFL/EZ, \$ 18.00 (Regional)
 WFCJ-F, 93.7, 50 KW @ 492, RELIGION, \$ 15.00 (---)
 WGTZ-F, 92.9, 40 KW @ 590, CHR, \$ 74.00 (Katz)
 WHKO-F, 99.1, 50 KW @ 1060, COUNTRY, \$ 65.00 (Durpetti)
 WPFB-F, 105.9, 34 KW @ 590, COUNTRY, US 2, \$ 20.00 (Roslin)
 WTUE-F, 104.7, 50 KW @ 500, AOR, \$ 77.00 (Mc-Guild)
 WVUD-F, 99.9, 50 KW @ 500, AC, ABC E, \$ 41.00 (Republic)
 WWSN-F, 107.7, 50 KW @ 420, AC, \$ 70.00 (Eastman)
 WYMJ-F, 103.9, 1.5 KW @ 528, OLDIES, US 1, \$ 40.00 (Banner)

MISCELLANEOUS COMMENTS: WYMJ-F changed formats from CHR to OLDIES...

DAYTONA BEACH

Arbitron Rank/Pop (12+): 116/311,400
 MSA Rank/Pop: 138/349,700
 Orlando ADI
 Average Person Ratings: 18.0
 Market TSL: 23.75 hours

Stations: 19/8
 Diaries: 790/394:1/56.0%
 Sample Target: 700
 % Below Line: 50.9
 % Not Listed: 12.7

1989 Revenue: NA
 HH Inc.: \$ NA
 Retail \$: 2.5 Bil
 Pop per Station: 38,925
 #1 Biller: NA

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume
1. WWLV-F (EZ)	100/17.9	13.6	13.9	12.0	16.6	----	149/1278	798/25.6	20.4	22.5	45			
2. WHTQ-F (AOR)	46/ 8.2	6.0	2.7	4.1	2.2	----	65/664	449/14.4	11.3	9.8	109			WNLV-F
3. WOCL-F (AC)	45/ 8.0	7.4	7.4	8.3	4.8	----	91/1096	521/16.7	13.7	14.6	175			WHTQ-F
4. WJHM-F (B)	38/ 5.8	10.1	9.1	8.7	2.8	----	76/707	446/14.3	14.0	15.9	119			WOCL-F
5. WWKA-F (C)	36/ 6.4	9.9	11.2	11.2	10.7	----	82/903	504/16.2	16.9	21.0	133			WJHM-F
														WWKA-F
6. WROD (BB)	35/ 6.3	3.9	7.0	3.5	5.3	----	35/373	373/12.0	9.2	10.9	13			WROD
7. WJYO-F (AC)	29/ 5.2	5.1	5.3	6.7	3.7	----	50/768	346/11.1	12.3	11.2	150			WJYO-F
8. WDIZ-F (AOR)	26/ 4.6	4.3	5.7	6.9	5.9	----	35/470	344/11.0	11.8	13.0	152			WDIZ-F
9. WSTF-F (AC)	24/ 4.3	3.7	3.6	3.0	1.5	----	31/599	397/12.7	9.5	13.5	172			WSTF-F
10. WRFI-F (CHR)	19/ 3.4	2.9	4.6	7.5	9.0	----	37/668	340/10.9	10.3	15.0	56			WRFI-F
11. WNDB (T)	18/ 3.2	4.1	4.2	3.1	2.4	----	18/229	229/ 7.4	7.0	9.2	59			WNDB
12. WOMX-F (CHR)	17/ 3.0	5.7	6.6	5.1	10.3	----	25/590	426/13.7	15.9	17.7	103			WOMX-F
13. WGNE-F (C)	16/ 2.9	1.0	----	----	----	----	16/244	224/ 7.0	4.0	0.0	134			WGNE-F
14. WSSP-F (EZ)	12/ 2.1	3.7	4.2	3.5	7.0	----	49/550	241/ 7.7	8.1	9.6	38			WSSP-F
15.														

12+ FM SHARE (METRO): 84.05% (411 of 489) (FAL 88: 83.92%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJHM-F	1 WHTQ-F>>	1 WHTQ-F	1 WOCL-F>	1 WOCL-F>	1 WWLV-F>>	1 WWLV-F>>	1 WWLV-F>	1 WWLV-F>	1 WWLV-F>	1 WHTQ-F
WNFI-F>	2 WDIZ-F	2 WOCL-F>	2 WHTQ-F<	2 WHTQ-F	2 WROD	2 WWKA-F	2 WHTQ-F	2 WHTQ-F	2 WHTQ-F	WNDB
3 WOMX-F	3 WJHM-F	3 WJHM-F	3 WWKA-F	3 WWKA-F	3 WOCL-F<	WOCL-F	3 WOCL-F	3 WWKA-F	3 WJHM-F	3 WWKA-F
4 WHTQ-F	4 WOCL-F	WDIZ-F	4 WJYO-F	4 WJHM-F	4 WWKA-F	4 WJHM-F<	4 WROD <	WJHM-F	4 WNDB	WJHM-F
5	5 WJYO-F	5 WWKA-F	WJHM-F	WWLV-F	5	5 WHTQ-F	5 WJYO-F<	5 WOCL-F	5 WWKA-F	5 WHTQ-F
			WDIZ-F				6 WWKA-F		WOCL-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WJHM-F	1 WJHM-F>	1 WJYO-F	1 WOCL-F	1 WOCL-F	1 WHTQ-F>>	1 WHTQ-F>>	1 WHTQ-F>	1 WHTQ-F>	1 WOCL-F
WHTQ-F>	2 WJYO-F	WJHM-F	2 WJHM-F>	2 WJHM-F	2 WDIZ-F>	2 WDIZ-F>>	2 WDIZ-F>	2 WDIZ-F	WHTQ-F
3 WSTF-F	WHTQ-F	3 WWKA-F	3 WJYO-F	3 WJYO-F	3 WNFI-F	3 WSTF-F	3 WOCL-F	3 WOCL-F>	3 WDIZ-F>
WDIZ-F	4 WOCL-F	WOCL-F>	4 WWKA-F	WWLV-F	4 WJHM-F>	WOCL-F	4 WSTF-F	4 WWKA-F	4 WWKA-F
WNFI-F	5 WWKA-F	5 WHTQ-F	WSTF-F	5 WWKA-F	5 WOMX-F>>	5	5 WJYO-F>>	5 WSTF-F	5 WSTF-F
			6 WHTQ-F						

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		39 (3)	39 (3)	8.0	13.6	WMFJ 1450 Daytona Beach	0.9/2.2/ 5/ 67
AOR/CLASSIC		72 (2)	72 (2)	14.7	9.2	WPUL 1590 S. Daytona	1.4/3.3/ 8/ 104
AC/OLDIES/SOFT ROCK		98 (3)	98 (3)	20.0	18.0	WSBB 1230 New Smyrna Bch	0.5/2.9/ 3/ 89
MOR/VARIETY	9 (1)		9 (1)	1.8	1.3		
COUNTRY		52 (2)	52 (2)	10.6	12.7	WDBO 580 Orlando	1.6/2.6/ 13/ 153
BLACK/URBAN		38 (1)	38 (1)	7.8	10.0	WHLY-F 106.7 Leesburg	0.5/3.3/ 11/ 306
BEAUTIFUL/EASY		112 (2)	112 (2)	22.9	19.8		
NEWS/TALK	18 (1)		18 (1)	3.7	5.6		
NOSTALGIA	38 (2)		38 (2)	7.8	8.4		
RELIGION/GOSPEL	5 (1)		5 (1)	1.0			
SPANISH							
CLASSICAL							
JAZZ/NEW AGE					1.0		
UNKNOWN/OTHERS	8 (1)		8 (1)	1.6	0.4		
	78 (6)	411 (13)	489 (19)				

RADIO STATIONS

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

DENVER

Arbitron Rank/Pop (12+): 24/1,599,500
 MSA Rank/Pop: 27/1,930,000
 ADI # 19
 Average Person Ratings: 17.3
 Market TSL: 22.75 hours

Stations: 31/31
 Diaries: 1679/953:1/54.5%
 Sample Target: 1560
 % Below Line: 0.0
 % Not Listed: 9.3

1989 Revenue: \$67,000,000
 HH Inc.: \$32,533
 Retail \$: 14.5 Bil
 Pop per Station: 51,596
 #1 Biller: KOA \$10,000,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KOA (N/T)	233/ 8.4	6.1	6.2	6.4	7.9	6.8	328/5935	4258/26.6	19.0	23.1	83	7.9	223	3697	KOA
2. KRXY-AF (CHR)	208/ 7.5	7.5	7.0	7.0	5.8	7.3	218/3520	3257/20.4	18.3	18.2	67	9.5	259	3393	KRXY-AF
3. KBCO-AF (AOR)	204/ 7.3	6.9	8.2	7.5	8.3	7.5	218/2665	2391/14.9	15.3	15.4	140	7.3	200	1945	KBCO-AF
4. KOSI-F (EZ)	196/ 7.1	5.8	6.3	6.3	7.2	6.4	217/2619	2317/14.5	14.3	14.3	73	3.8	107	1076	KOSI-F
5. KXKL-F (O)	161/ 5.8	7.1	7.3	6.8	6.3	6.8	216/3144	2497/15.6	19.4	17.0	136	4.7	133	1882	KXKL-F
6. KYGO-F (C)	161/ 5.8	6.3	6.5	6.9	5.0	6.4	191/2389	2059/12.9	13.2	11.5	116	6.9	195	1790	KYGO-F
7. KQKS-F (CHR)	146/ 5.3	5.1	4.9	5.5	4.8	5.2	184/2892	2358/14.7	15.0	12.6	30	5.8	163	2163	KQKS-F
8. KXLT-F (AC)	138/ 5.0	5.3	4.2	4.7	4.4	4.8	150/2061	1877/11.7	12.3	12.1	126	3.7	104	1161	KXLT-F
9. KAZY-F (AOR)	129/ 4.7	5.4	6.3	5.4	5.8	5.4	164/2760	2226/13.9	14.4	14.7	74	8.7	245	3380	KAZY-F
10. KSYF-F (AC)	111/ 4.0	4.0	2.7	2.0	1.8	3.2	121/2073	1891/11.8	8.8	5.0	133	1.9	54	765	KSYF-F
11. KBPI-F (AOR)	104/ 3.8	4.0	3.5	5.1	5.2	4.1	134/2591	2164/13.5	14.0	16.0	103	5.9	166	2718	KBPI-F
12. KRFX-F (AOR)	102/ 3.7	4.0	4.0	3.6	2.7	3.8	119/2073	1744/10.9	12.8	12.1	143	3.0	85	1368	KRFX-F
13. KHOW (MOR)	81/ 2.9	3.4	3.2	2.4	2.7	3.0	104/1848	1519/ 9.5	7.3	8.8	117	2.3	66	895	KHOW
14. KVOD-F (CL)	72/ 2.6	3.2	3.3	4.2	3.2	3.3	80/1227	1144/ 7.2	8.5	8.8	104	1.6	46	1328	KVOD-F
15. KEZW (BB)	69/ 2.5	2.1	2.4	3.4	1.9	2.6	72/872	829/ 5.2	4.9	4.7	20	1.8	50	620	KEZW
16. KLZ (C)	68/ 2.5	2.9	2.0	2.2	2.4	2.4	100/1218	835/ 5.2	5.9	6.3	56	1.6	44	731	KLZ
17. KHIH-F (J/NA)	64/ 2.3	2.6	2.8	2.5	3.2	2.5	67/1275	1215/ 7.6	7.1	8.0	148	3.3	94	1151	KHIH-F
18. KYBG (N/T)	58/ 2.1	1.4	0.5	0.6	0.9	1.1	63/946	793/ 5.0	2.8	3.8	119	1.4	38	610	KYBG
19.															
20.															

12+ FM SHARE (METRO): 73.62% (1850 of 2513) (FAL 88: 73.88%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KOSI-F	1 KBCO-AF	1 KBNO	1 KBCO-AF>	1 KBCO-AF	1 KOA	1 KOA	1 KBCO-AF	1 KBCO-AF	1 KRXY-AF	1 KOA >>
2 KRXY-AF	2 KRXY-AF>	2 KRXY-AF	2 KXKL-F	2 KXKL-F	2 KOSI-F>	2 KRXY-AF	2 KOSI-F	2 KRXY-AF<	2 KQKS-F	2 KOSI-F
3 KAZY-F	3 KXKL-F	3 KXLT-F	3 KXLT-F	3 KOA	3 KYGO-F	3 KBCO-AF	3 KOA	3 KOSI-F<	3 KAZY-F<	3 KYGO-F
4 KBPI-F	4 KXLT-F	4 KXLT-F	4 KYGO-F<	4 KYGO-F	4 KXKL-F	4 KXKL-F	4 KRXY-AF<	4 KQKS-F	4 KOA	4 KHOW <
5 KXLT-F	5 KYGO-F	5 KOA	5 KXLT-F	5 KSYF-F<	5 KOSI-F	5 KOSI-F	5 KXKL-F<	5 KXKL-F<	5 KYGO-F	5 KBCO-F
6 KRFX-F	6 KAZY-F<	6 KRFX-F<	6 KRFX-F<	6 KSYF-F	6 KEZW	6 KYGO-F	6 KYGO-F	6 KYGO-F	6 KXKL-F	6 KXKL-F
7 KXKL-F<	7 KOA	7 KSYF-F<	7 KRFX-F<	7 KRFX-F<	7 KVOD-F<	7 KXLT-F	7 KXLT-F	7 KOA	7 KXLT-F<	7 KAZY-F>
8 KQKS-F	8 KRFX-F>	8 KRXY-AF	8 KOSI-F<	8 KHOW	8 KHOW	8 KSYF-F	8 KXLT-F	8 KOSI-F	8	8
9 KBCO-AF	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 KRXY-AF	1 KRXY-AF>	1 KBCO-AF	1 KRXY-AF	1 KBCO-AF	1 KAZY-F>	1 KBCO-AF>	1 KBCO-AF>	1 KBCO-AF>	1 KBCO-AF>
2 KQKS-F>	2 KBCO-AF	2 KRXY-AF>	2 KXLT-F<	2 KSYF-F	2 KRXY-AF>	2 KAZY-F>	2 KRFX-F	2 KXKL-F	2 KXKL-F<
3 KXLT-F>	3 KXLT-F	3 KYGO-F	3 KBCO-AF	3 KXKL-F<	3 KQKS-F	3 KBPI-F	3 KBPI-F	3 KAZY-F	3 KOA
4 KBCO-AF	4 KQKS-F	4 KRFX-F	4 KSYF-F	4 KXLT-F<	4 KBPI-F	4 KRXY-AF	4 KAZY-F	4 KOA	4 KYGO-F
5 KAZY-F	5 KYGO-F	5 KXKL-F	5 KYGO-F	5 KOSI-F	5 KBCO-AF	5 KRFX-F	5 KXKL-F	5 KBPI-F	5 KRFX-F
6 KYGO-F	6 KRFX-F	6 KXLT-F>	6 KXKL-F	6 KRXY-AF	6 KLZ	6 KXKL-F	6 KXLT-F<	6 KRFX-F<	6 KXLT-F<
7 KBPI-F>	7 KXKL-F	7 KSYF-F	7 KQKS-F	7 KYGO-F	7 KXKL-F>	7 KXLT-F<	7 KYBG	7 KYGO-F	7 KBPI-F<
8 KBNO >	8 KBPI-F	8 KHIH-F	8	8 KOA	8 KOA	8 KOA	8 KOA <	8 KXLT-F<	8 KAZY-F
9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10

FORMATS	AM	FM	TOTAL	FAL 88		OTHER RATED STATIONS/METRO SHARE & CUME RATING			
				%	%				
TOP 40/CHR/CONTEMP	10 (1)	344 (2)	354 (3)	14.1	11.9	KBNO	1220	Denver	0.4/0.6
AOR/CLASSIC	9 (1)	460 (5)	469 (6)	18.7	25.4	KBXG	710	Denver	0.9/3.5
AC/OLDIES/SOFT ROCK	34 (2)	512 (4)	546 (6)	21.7	18.7	KDEN	1340	Denver	0.5/2.8
MOR/VARIETY	81 (1)		81 (1)	3.2	3.1	KDHT-F	92.5	Greeley	1.5/3.4
COUNTRY	99 (2)	161 (1)	260 (3)	10.3	10.3	KDKO	1510	Littleton/Denver	0.4/1.4
BLACK/URBAN	12 (1)		12 (1)	0.5	1.3	KRKS	990	Denver	0.4/1.5
BEAUTIFUL/EASY		196 (1)	196 (1)	7.8	8.1	KRZN	760	Englewood	0.8/2.4
NEWS/TALK	328 (4)		328 (4)	13.1	9.9	KTCL-F	93.3	Denver	0.6/2.8
NOSTALGIA	69 (1)		69 (1)	2.7	2.1	KXKL	1280	Denver	0.5/2.2
RELIGION/GOSPEL	10 (1)		10 (1)	0.4	0.8	KYBG-F	92.1	Castle rock	0.6/2.4
SPANISH	11 (1)		11 (1)	0.4	0.3	KYGO	950	Denver	1.1/3.5
CLASSICAL		72 (1)	72 (1)	2.9	3.6				
JAZZ/NEW AGE		64 (1)	64 (1)	2.5	3.5				
UNKNOWN/OTHERS		41 (1)	41 (1)	1.6	1.0				
	663 (15)	1850 (16)	2513 (31)						

AM STATIONS

KBXG, 710, 5 KW (DA-1)	, TALK	CNN, \$ N/A (Banner)	Sandusky
KDEN, 1340, 1 KW	, TALK	ABC C, MBS, \$ 35.00 (Savalli)	
KEZW, 1430, 5 KW (DA-N)	, NOSTALGIA	SMN, \$ 45.00 (Torbet)	
KHOW, 630, 5 KW (DA-N)	, MOR	MBS, NBC, \$ 78.00 (Republic)	Legacy
KLTT, 800, 1 KW (DAYS, DA)	, RELIGION	\$ 18.00 (---)	Mortenson
KLZ, 560, 5 KW (DA-1)	, COUNTRY	SMN, \$ 70.00 (Mc-Guild)	Summit
KOA, 850, 50 KW	, NEWS/TALK	ABC I, ABC E, \$140.00 (Eastman)	Subrink
KRZN, 1150, 5 KW/1 KW (DA-2)	, OLDIES	\$ 37.00 (Christal)	Genesis/Booth
KYGO, 950, 5 KW (DA-N)	, COUNTRY	US 2, \$ N/A (CBS)	Jeff-Pilot

FM STATIONS

KAZY, 106.7, 100 KW @ 987, AOR	ABC R, \$ 90.00 (Mc-Guild)	Summit
KBBC, 97.3, 88 KW @ 1541, AOR	\$ 170.00 (MMR)	Noble (BOULDER)
KBPI, 105.9, 100 KW @ 1433, AOR	SOURCE, \$100.00 (Banner)	Sandusky
KHIH, 94.7, 30 KW @ 984, JAZZ/NAC	SMN, \$ 70.00 (Banner)	Adams (BOULDER)
KXLT, 100.3, 100 KW @ 350, AC	\$ 100.00 (Christal)	Genesis/Booth
KOSI, 101.1, 100 KW @ 1624, BTFL/EZ	\$ 95.00 (Torbet)	
KQKS, 104.3, 28 KW @ 1400, CHR	\$ 71.00 (HNWH)	Western Cities (LONGMONT)
KRFX, 103.5, 100 KW @ 1061, OLDIES	CBS, \$ 80.00 (Eastman)	Jacor
KRXY, 107.5, 91 KW @ 1149, CHR	\$ 109.00 (Katz)	Cap Cities/ABC
KSYY, 95.7, 100 KW @ 725, SOFT AC	MBS, \$ 81.00 (Republic)	Legacy
KTCL, 93.3, 100 KW @ 1330, AOR	MBS, \$ 40.00 (Mc-Guild)	(FT. COLLINS)
KVOD, 99.5, 100 KW @ 300, CLASSICAL	\$ 75.00 (Katz)	Henry
KXKL, 105.1, 100 KW @ 1150, OLDIES	\$ 137.00 (Durpetti)	Shamrock
KYGO, 98.5, 100 KW @ 700, COUNTRY	US 2, \$112.00 (CBS)	Jeff-Pilot
KYBG, 92.1, .8 KW @ 610, TALK	\$ 35.00 (Banner)	Century (CASTLE ROCK)

CALL LETTER CHANGES

KMJI-F changes to KXLT-F (Sep)
K2RZ-F changes to KYBG-F (Nov)

FORMAT CHANGES

KYBG-F changes from AOR
to TALK

STATION SALES

KBPI-F: From Sandusky to
Great American for \$13,500,000
(E) Chapman...KHOW, KSYY-F:
From Command to Viacom for
\$15,500,000...

DES MOINES

Arbitron Rank/Pop (12+): 114/321,600
 MSA Rank/Pop: 122/390,000
 ADI # 66
 Average Person Ratings: 15.9
 Market TSL: 21.00 hours

Stations: 14/14
 Diaries: 795/405:1/55.2%
 Sample Target: 710
 % Below Line: 0.0
 % Not Listed: 9.0

1989 Revenue: \$12,900,000
 HH Inc.: \$29,398
 Retail \$: 3.0 Bil
 Pop per Station: 22,971
 #1 Biller: WHO \$3,200,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WHO (MOR)	81/15.8	11.9	11.1	10.0	11.5	----	231/2983	983/30.6	23.8	25.9	68	12.8	69	823	WHO
2. KGGO-F (AOR)	66/12.9	17.0	14.9	21.5	16.4	----	119/1448	755/23.5	27.8	26.9	103	18.1	97	1131	KGGO-F
3. KRNO-F (CHR)	65/12.7	11.2	11.1	10.0	10.4	----	154/2131	936/29.1	28.9	29.6	82	17.3	93	1204	KRNO-F
4. KJYY-AF (C)	61/11.9	12.5	9.5	8.7	9.4	----	102/1062	705/21.9	21.4	19.8	109	11.3	61	740	KJYY-AF
5. KLYF-F (AC)	43/ 8.4	7.3	8.8	12.4	8.0	----	91/1319	656/20.4	17.1	18.5	158	8.2	44	610	KLYF-F
6. KRNT (MOR)	39/ 7.9	6.0	5.3	6.1	4.7	----	43/501	450/14.0	15.2	13.8	51	3.0	16	319	KRNT
7. KDZ-F (CHR)	25/ 4.9	3.4	4.8	5.7	7.2	----	48/859	739/13.7	14.3	16.5	73	6.3	34	500	KDZ-F
8. KEZT-F (EZ)	24/ 4.7	5.2	4.0	4.3	2.9	----	37/696	362/11.3	9.6	8.5	130	1.9	10	248	KEZT-F
KDMG-F (O)	24/ 4.7	8.0	6.1	1.1	5.1	----	48/874	531/16.5	17.7	15.8	138	6.9	37	430	KDMG-F
10. KIOA (O)	20/ 3.9	5.6	8.6	4.6	5.5	----	49/774	309/ 9.6	17.1	18.0	167	4.5	24	313	KIOA
11. KWKY (REL)	14/ 2.7	1.1	1.0	0.4	----	----	14/246	207/ 6.4	4.7	3.9	119	1.1	6	144	KWKY

12+ FM SHARE (METRO): 65.02% (303 of 466) (FAL 88: 62.55%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KRNO-F 1 KGGO-F 1 KGGO-F 1 KJYY-AF 1 KJYY-AF 1 KGGO-F>> 1 KGGO-F>> 1 KGGO-F>> 1 KGGO-F> 1 KGGO-F	2 KGGO-F>> 2 KRNO-F 2 KJYY-AF 2 KGGO-F 2 KLYF-F 2 KJYY-AF> 2 KRNO-F 2 KRNO-F< 2 KRNO-F< 2 WHO	3 KJYY-AF 3 KJYY-AF> 3 KLYF-F> 3 KRNO-F 3 KGGO-F 3 KRNO-F 3 KJYY-AF 3 KLYF-F 3 WHO 3 KRNO-F	KDZ-F 4 KLYF-F 4 KRNO-F> 4 KLYF-F> 4 KRNO-F 4 KDZ-F> 4 KLYF-F 4 KDZ-F KLYF-F KLYF-F	5 KDMG-F>> 5 KDMG-F 5 KDMG-F>> 5 5 WHO 5 5 KJYY-AF 5 KJYY-AF 5 KJYY-AF	6 6 6 6 6 6 6 6 6 6 6	6 6 6 6 6 6 6 6 6 6 6	6 6 6 6 6 6 6 6 6 6 6	6 6 6 6 6 6 6 6 6 6 6	6 6 6 6 6 6 6 6 6 6 6

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		90 (2)	90 (2)	19.3	17.1	KGGO 1460 Des Moines	0.4/4.0/ 8/ 233
AOR/CLASSIC	2 (1)	66 (1)	68 (2)	14.6	16.0	KXLQ 1490 Indianola	0.4/1.8/ 2/ 59
AC/OLDIES/SOFT ROCK	20 (1)	67 (2)	87 (3)	18.7	25.3		
MOR/VARIETY	120 (2)		120 (2)	25.8	17.7		
COUNTRY	5 (1)	56 (1)	61 (2)	13.1	18.5		
BLACK/URBAN							
BEAUTIFUL/EASY		24 (1)	24 (1)	5.2	4.3		
NEWS/TALK							
NOSTALGIA							
RELIGION/GOSPEL	14 (1)		14 (1)	3.0	1.0		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS	2 (1)		2 (1)	0.4			
	163 (7)	303 (7)	466 (14)				

RADIO STATIONS

KIOA, 940, 10 KW/5 KW (DA-2), OLDIES	ABC E, \$ 27.00 (Banner)	Midwest
KRNT, 1350, 5 KW (DA-N), MOR	CBS, \$ 27.00 (Katz)	Saga
KGGO, 1460, 5 KW (DA-N), AOR	SOURCE, \$ N/A (Eastman)	Stoner
WHO, 1040, 50 KW, VARIETY/TALK	ABC I, \$ 64.00 (Christal)	Palmer
KDMG-F, 103.3, 100 KW @ 800, OLDIES	US 1, \$ 28.00 (Roslin)	Valley (PELLA)
KDZ-F, 93.3, 100 KW @ 1063, CHR	, \$ 32.00 (Banner)	Midwest
KEZT-F, 104.1, 100 KW @ 1026, BTFL/EZ	, \$ 20.00 (K & P)	(AMES)
KGGO-F, 94.9, 100 KW @ 1059, AOR	SOURCE, \$ 61.00 (Eastman)	Stoner
KJYY-F, 92.5, 42 KW @ 549, COUNTRY	, \$ 44.00 (Mc-Guild)	Fuller-Jeffrey (ANKENY)
KLYF-F, 100.3, 100 KW @ 1700, SOFT AC	US 2, \$ 45.00 (Christal)	Palmer
KRNO-F, 102.5, 100 KW @ 1248, CHR	ABC F, \$ 40.00 (Katz)	Saga

MISCELLANEOUS COMMENTS: KSO changes to KGGO and format from COUNTRY to AOR...KDMG-F (Pella) sold by Beta to Valley for \$2,750,000 (Questcom)...

DETROIT

Arbitron Rank/Pop (12+): 6/3,595,600
MSA Rank/Pop: 5/4,670,000
ADI # 8
Average Person Ratings: 18.1
Market TSL: 23.50 hours

Stations: 31/29
Diaries: 2523/1425:1/56.1%
Sample Target: 2320
% Below Line: 0.6
% Not Listed: 8.5

1989 Revenue: \$113,300,000
HH Inc.: \$31,289
Retail \$: 35.3 Bil
Pop per Station: 123,986
#1 Biller: WJR \$21,000,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ 1/4/CUME	TSA CUME/RATING	SPG 89	FAL 88	% Conversion	Birch Share	Birch AQH	Birch Cume	
1. WJR (MOR)	539/ 8.3	9.2	9.9	9.6	9.0	9.3	751/10634	7710/21.4	24.6	23.4	93	7.0	467	7164	WJR
2. WJLB-F (B)	508/ 7.8	6.4	7.4	6.9	7.0	7.1	519/5474	5129/14.3	15.0	14.2	87	8.8	591	5465	WJLB-F
3. WJW (N/T)	374/ 5.7	3.9	4.5	4.6	5.1	4.7	396/7014	6479/18.0	14.9	14.6	65	3.8	253	4500	WJW
4. WHYT-F (CHR)	329/ 5.0	4.3	3.8	4.4	3.4	4.4	352/6356	5836/16.2	17.0	15.4	56	6.9	465	6651	WHYT-F
5. WJOI-F (EZ)	315/ 4.8	5.0	5.5	5.5	4.7	5.2	330/4582	4316/12.0	12.3	10.5	67	3.7	247	2571	WJOI-F
6. WLTI-F (AC)	305/ 4.7	4.1	3.7	3.5	2.6	4.0	320/4431	4182/11.6	11.1	7.8	140	3.1	209	2407	WLTI-F
7. WWWW-F (C)	303/ 4.7	3.5	4.3	5.2	4.7	4.4	333/4806	4272/11.9	10.2	11.7	113	4.2	284	3486	WWW-F
8. WKQI-F (AC)	276/ 4.2	4.2	4.3	4.0	4.4	4.2	296/6553	5965/16.6	17.8	16.4	124	4.7	318	5083	WKQI-F
9. WDFX-F (CHR)	272/ 4.2	4.4	4.5	4.1	5.4	4.3	279/5453	5240/14.6	14.9	14.7	62	5.1	339	5951	WDFX-F
10. WNIC-F (AC)	252/ 3.9	4.1	3.8	4.0	4.9	4.0	269/4923	4616/12.8	13.7	13.1	131	4.5	305	4301	WNIC-F
11. WLLZ-F (AOR)	237/ 3.6	3.3	4.1	4.7	3.8	3.9	247/4845	4568/12.7	14.2	13.2	97	4.9	331	5205	WLLZ-F
12. WCSX-F (AOR)	235/ 3.6	3.6	3.9	3.3	3.4	3.6	279/4884	4318/12.0	11.9	11.3	136	3.8	256	3978	WCSX-F
13. WJZZ-F (J/NA)	227/ 3.5	3.8	2.5	2.1	1.7	3.0	236/3587	3423/ 9.5	7.3	6.3	146	5.4	361	3683	WJZZ-F
14. WXYT (N/T)	193/ 3.0	3.3	3.7	3.4	3.1	3.3	202/3128	2971/ 8.3	8.4	7.3	73	3.8	256	2641	WXYT
WRIF-F (AOR)	193/ 3.0	3.2	3.8	3.5	3.6	3.4	241/5115	4299/12.0	13.3	13.2	107	4.7	318	4467	WRIF-F
16. CKLW (BB)	178/ 2.7	3.2	3.2	3.2	3.3	3.1	266/3511	2788/ 7.8	6.6	8.9	41	2.3	156	1720	CKLW
17. WOMC-F (AC)	172/ 2.6	4.1	2.6	3.6	4.4	3.2	190/3559	3171/ 8.8	9.7	11.3	135	2.1	142	2422	WOMC-F
18. WQRS-F (CL)	143/ 2.2	1.5	1.8	1.8	1.5	1.8	161/2667	2311/ 6.4	5.2	4.8	73	1.6	106	1387	WQRS-F
19. WKSG-F (O)	132/ 2.0	2.7	2.1	2.2	3.4	2.3	133/2574	2543/ 7.1	7.2	8.1	140	1.8	120	2037	WKSG-F
20. WGPR-F (B)	118/ 1.8	1.4	1.6	1.5	1.1	1.6	123/2450	2323/ 6.5	7.1	5.0	100	1.8	123	2538	WGPR-F
21. CKMR-F (AC)	113/ 1.7	2.2	1.9	1.6	2.1	1.9	127/2606	2240/ 6.2	5.6	6.1	141	0.9	59	1027	CKMR-F
22. WMTG (AC)	106/ 1.6	1.9	1.5	1.0	1.3	1.5	106/1382	1378/ 3.8	3.8	2.8	144	1.3	90	1058	WMTG
23. WCXI (C)	95/ 1.5	1.2	1.5	1.8	1.3	1.5	103/1599	1530/ 4.3	4.3	4.3	80	0.9	61	1133	WCXI
24. WQBH (B)	70/ 1.1	1.4	1.1	1.0	1.0	1.1	70/1038	1038/ 2.9	3.7	3.6	100	0.5	33	1237	WQBH
25. WCHB (B)	58/ 0.9	1.1	1.0	1.4	1.1	1.1	58/783	783/ 2.2	3.4	3.1	78	1.1	75	1005	WCHB
26. WMXD-F (CHR)	57/ 0.9	1.2	1.3	1.4	1.3	1.2	61/1344	1245/ 3.5	4.3	4.0	144				WMXD-F
27.															
28.															
29.															
30.															

12+ FM SHARE (METRO): 72.25% (4307 of 5961) (FAL 88: 71.67%)

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

FORMATS	AM	FM	TOTAL	%	FAL 88 %	METRO CUME	TSA TSA
-----	---	---	-----	-	-	OTHER RATED STATIONS/ SHARE/ RATING/ AQH/ CUME	-----
TOP 40/CHR/CONTEMP		703 (5)	703 (5)	11.8		CJOM-F 88.7 Windsor	0.4/2.2/29/907
AOR/CLASSIC		685 (4)	685 (4)	11.5		WHND 560 Monroe/Detroit	0.6/1.6/41/591
AC/OLDIES/SOFT ROCK	147 (2)	1250 (6)	1397 (8)	23.4	14.4	WMUZ-F 103.5 Detroit	0.8/3.2/59/1222
MOR/VARIETY	539 (1)		539 (1)	9.0			
COUNTRY	95 (1)	303 (1)	398 (2)	6.7		WIOG-F 102.5 Bay City/Flint	0.3/1.2/151/2053
BLACK/URBAN	128 (2)	626 (2)	754 (4)	12.6	11.8	WIQB-F 102.9 Ann Arbor	0.3/1.5/80/1477
BEAUTIFUL/EASY		315 (1)	315 (1)	5.3			
NEWS/TALK	567 (2)		567 (2)	9.5			
NOSTALGIA	178 (1)		178 (1)	3.0	11.6		
RELIGION/GOSPEL		55 (1)	55 (1)	0.9			
SPANISH							
CLASSICAL		143 (1)	143 (1)	2.4	10.1		
JAZZ/NEW AGE		227 (1)	227 (1)	3.8			
UNKNOWN/OTHERS							
	-----	-----	-----				
	1654 (9)	4307 (22)	5961 (31)				

RADIO STATIONS

AM STATIONS

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

FM STATIONS

WCSX, 94.7, 10 KW @ 950	, CLASSIC AOR	US 1, \$ 109.00 (Mc-Guild)	Greater Media
WKQI, 95.5, 100 KW @ 430	, AC	US 1, \$ 138.00 (HNWH)	Broadcasting Partners
WDFX, 99.5, 21 KW @ 745	, CHR	SOURCE, \$ 99.00 (MMR)	Hoker
WHYT, 96.3, 20 KW @ 780	, CHR	ABC C, \$ 150.00 (Katz)	Cap Cities/ABC
WJLB, 97.9, 50 KW @ 490	, BLACK	, \$ 167.00 (MMR)	Booth/Genesis
WJOI, 97.1, 12 KW @ 802	, BTFL/EZ	, \$ 137.00 (CBS)	CBS
WJZZ, 105.9, 20 KW @ 724	, JAZZ	, \$ 80.00 (---)	
WKSG, 102.7, 50 KW @ 500	, OLDIES	TRNSTR, \$ 90.00 (Durpetti)	Ragan Henry
WLLZ, 98.7, 50 KW @ 480	, AOR	MBS, NBC, \$ 150.00 (Banner)	Legacy
WLTJ, 93.1, 26 KW @ 600	, SOFT AC	, \$ 106.00 (Christal)	Viacom
WMUZ, 103.5, 50 KW @ 500	, RELIGION	, \$ 40.00 (---)	Crawford
WNIC, 100.3, 50 KW @ 400	, AC	, \$ 161.00 (Mc-Guild)	Fairmont
WOMC, 104.3, 190 KW @ 416	, AC	US 2, \$ 140.00 (Republic)	Infinity
WQRS, 105.1, 18 KW @ 782	, CLASSICAL	, \$ 80.00 (CHBS)	Marlin
WRIF, 101.1, 27 KW @ 880	, AOR	ABC R, \$ 117.00 (Republic)	Great American
WXXD, 92.3, 21 KW @ 742	, CHR/DANCE	, \$ 81.00 (Roslin)	Fritz
WXXX, 106.7, 61 KW @ 508	, COUNTRY	APR, \$ 150.00 (Christal)	Shamrock
CKMR, 93.9, 100 KW @ 700	, OLDIES	, \$ 62.00 (Banner)	(WINDSOR, ONT)

CALL LETTER CHANGES

WXZY changes to WKQI (Aug)
WVAE changes to WXXD (Dec)

FORMAT CHANGES

WXXD changes from JAZZ/NAC to
CHR/DANCE...WKQI changes from CHR
to AC (Aug)

STATION SALES

WCHB (Inkster) sold for \$550,000
(Chapman; Medicor)

EL PASO

Arbitron Rank/Pop (12+): 79/454,000

Stations: 23/18
Diaries: 878/517:1/57.5%
Sample Target: 840
% Below Line: 3.2
% Not Listed: 8.6

1989 Revenue: \$13,200,000
HH Inc.: \$21,657
Retail \$: 2.9 Bil
Pop per Station: 25,222
#1 Biller: KHEY-AF \$3,400,000

MSA Rank/Pop: 88/587,000

ADI # 105

Average Person Ratings: 17.7

Maximum TSL: 23.50 hours

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. KPRR-F (CHR)	104/13.0	13.3	14.4	13.4	12.0	13.5	116/1475	1292/28.5	28.3	23.9	52	20.1	157	1570	KPRR-F
2. KLAQ-F (AOR)	101/12.6	11.6	9.9	10.8	10.9	11.2	117/1488	1156/25.5	23.1	21.7	75	16.2	127	1450	KLAQ-F
3. KHEY-F (C)	100/12.5	11.0	11.6	10.4	11.2	11.4	105/1218	1124/24.8	23.3	24.5	116	14.7	115	1209	KHEY-F
4. KOFX-F (AC)	56/ 7.0	3.7	6.8	4.2	4.4	5.4	58/785	665/14.6	12.7	13.2	141	3.8	30	416	KOEX-F
5. KAMA (SP)	52/ 6.5	5.9	4.8	4.9	4.8	5.5	56/625	531/11.7	9.5	9.9	122	4.2	33	606	KAMA
6. KTSM-F (EZ)	49/ 6.1	8.1	8.3	6.7	5.9	7.3	63/871	639/14.1	17.0	12.5	97	4.5	35	527	KTSM-F
7. KBNA-AF (SP)	48/ 6.0	6.8	6.9	7.6	8.9	6.8	54/797	686/15.1	16.5	17.7	110	4.8	38	666	KBNA-AF
8. KHEY (C)	35/ 4.4	2.6	2.9	2.5	2.8	3.1	37/568	506/11.1	9.9	9.0	75	1.9	15	312	KHEY
9. KTSM (N/T)	29/ 3.6	3.0	2.4	3.1	3.8	3.0	29/385	385/ 8.5	7.4	9.4	61	3.3	26	356	KTSM
KEZB-F (CHR)	29/ 3.6	6.2	4.6	4.3	6.2	4.7	41/1025	756/16.7	22.0	22.9	92	6.1	48	1097	KEZB-F
11. KROD (AC)	28/ 3.5	2.9	1.9	3.9	4.4	3.0	36/539	463/10.2	7.5	8.2	126	2.8	22	299	KROD
KAMZ-F (AC)	28/ 3.5	4.3	4.7	7.1	4.8	4.9	29/591	558/12.3	18.0	16.4	131	5.1	40	797	KAMZ-F
13. KLTO-F (AC)	24/ 3.0	2.8	5.1	5.9	5.6	4.2	25/516	458/10.1	16.6	14.0	153	4.3	34	578	KLTO-F

12+ FM SHARE (METRO): 73.98% (543 of 734) (FAL 88: 75.07%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KPRR-F>	1 KPRR-F	1 KHEY-F	1 KHEY-F	1 KHEY-F>>	1 KLAQ-F>>	1 KLAQ-F>>	1 KLAQ-F>>	1 KLAQ-F>	1 KLAQ-F
2 KLAQ-F>	2 KHEY-F	2 KOFX-F	2 KPRR-F>	2 KBNA-AF	2 KPRR-F>	2 KPRR-F	2 KHEY-F	2 KHEY-F	2 KHEY-F<
3 KBNA-AF	3 KLAQ-F	3 KPRR-F	3 KLAQ-F	KPRR-F	3 KHEY-F>	3 KHEY-F>	3 KOFX-F	3 KOFX-F	3 KOFX-F
KHEY-F>	4 KBNA-AF	4 KBNA-AF	4 KBNA-AF	KOFX-F	4 KOFX-F>	4 KOFX-F	4 KAMA	4 KPRR-F	4 KAMA
5 KEZB-F	5	KLAQ-F>	5 KOFX-F	5 KAMA	5 KEZB-F>	5	5 KPRR-F	5 KAMA	5
6	6	6	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		133 (2)	133 (2)	18.1	19.7	KELP 1590 El Paso	1.2/3.6/ 10/ 185
AOR/CLASSIC		101 (1)	101 (1)	13.8	11.6	KEZB 1150 El Paso	0.4/2.8/ 3/ 125
AC/OLDIES/SOFT ROCK	28 (1)	108 (3)	136 (4)	18.5	20.6	KPAS-F 103.1 Fabens/El Paso	0.5/1.6/ 4/ 74
MOR/VARIETY						KVIV 1340 El Paso	1.0/2.4/ 8/ 114
COUNTRY	35 (1)	100 (1)	135 (2)	18.4	15.0		
BLACK/URBAN						XEJ 970 Ciudad Juarez	1.0/2.7/ 8/ 123
BEAUTIFUL/EASY		49 (1)	49 (1)	6.7	6.3	XHGU-F 105.9 Ciudad Juarez	0.4/2.7/ 3/ 96
NEWS/TALK	29 (1)		29 (1)	4.0	4.1	XHIM-F 105.1 Ciudad Juarez	0.4/1.5/ 3/ 68
NOSTALGIA						XHNZ-F 107.5 Ciudad Juarez	0.6/2.5/ 5/ 115
RELIGION/GOSPEL	10 (1)	4 (1)	14 (2)	1.9	0.7	XROK 800 Ciudad Juarez	0.9/2.6/ 11/ 184
SPANISH	89 (6)	37 (1)	126 (7)	17.2	21.1		
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS		11 (3)	11 (3)	1.5	0.9		
	191 (10)	543 (13)	734 (23)				

RADIO STATIONS

KAMA, 750, 10 KW/1 KW (DA-2), HISPANIC, \$ 33.00 (Caballero) Pinnacle
 KBNA, 920, 1 KW/500 W (DA-N), SIMULCAST WITH KBNA-F
 KHEY, 690, 10 KW (DA-2), COUNTRY, ABC I, \$ N/A (Katz)
 KROD, 600, 5 KW (DA-2), OLDIES, ABC E, \$ 18.00 (HNWH)
 KTSM, 1380, 5 KW/500 W, TALK/NEWS, TALKNT, CBS, \$ 20.00 (HNWH)

KAMZ-F, 93.1, 30 KW @ 1190, AC, \$ 31.00 (Eastman) Pinnacle
 KBNA-F, 97.5, 60 KW @ 1080, HISPANIC, \$ 40.00 (Katz Hisp.) Tichenor
 KEZB-F, 93.9, 96 KW @ 1210, CHR, \$ 34.00 (Christal)
 KHEY-F, 96.3, 88 KW @ 1388, COUNTRY, \$ 70.00 (Katz)
 KLAQ-F, 95.5, 100 KW @ 1390, AOR, ABC R, \$ 50.00 (HNWH)

KLTO-F, 94.7, 61 KW @ 1080, AC, \$ 29.00 (Republic)
 KOFX-F, 92.3, 100 KW @ 1860, AC, US 1, \$ 30.00 (Mc-Guild)
 KPRR-F, 102.1, 100 KW @ 1190, CHR, \$ 41.00 (Torbet)
 KTSM-F, 99.9, 100 KW @ 1800, BTFL/EZ, NBC, CBS, \$ 30.00 (HNWH)

MISCELLANEOUS COMMENTS: KHEY A/F sold by Jim Phillips to Ragan Henry for \$8,400,000 (Barger)

ERIE

Arbitron Rank/Pop (12+): 142/231,700

Stations: 15/11
Diaries: 624/371:1/60.5%
Sample Target: 610
% Below Line: 5.4
% Not Listed: 15.1

1989 Revenue: \$5,900,000
HH Inc.: \$28,598
Retail \$: 1.8 Bil
Pop per Station: 21,063
#1 Biller: WRIE/WXKC-F \$1,800,000

MSA Rank/Pop: 158/283,000
ADI # 139
Average Person Ratings: 16.1
Market TSL: 21.50 hours

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WJET-F (CHR)	72/19.4	24.5	23.8	24.1	----	----	79/945	902/38.9	41.1	41.9	75	27.2	110	980	WJET-F
2. WRKT-AF (AOR)	55/14.7	----	----	1.8	----	----	58/632	586/25.3	0.0	0.0	116	16.2	66	679	WRKT-AF
3. WXKC-F (AC)	51/13.7	13.5	17.3	17.2	----	----	63/879	717/30.9	29.6	33.1	144	16.0	65	718	WXKC-F
4. WCKC-F (AOR)	33/ 8.9	11.5	14.8	14.2	----	----	41/846	597/25.8	29.8	34.4	110	8.9	36	703	WCKC-F
5. WEYZ (BB)	32/ 8.6	10.4	7.7	9.0	----	----	32/321	313/13.5	17.7	14.4	48	5.7	23	354	WEYZ
6. WZPR-F (C)	14/ 3.8	6.0	5.8	3.5	----	----	69/684	194/ 8.4	9.7	10.6	124	3.2	13	220	WZPR-F
7. WREO-F (EZ)	13/ 3.5	4.7	7.4	6.1	----	----	27/509	269/11.6	11.1	12.6	60				WREO-F
8. WCTL-F (REL)	12/ 3.2	2.2	1.1	1.7	----	----	19/143	85/ 3.7	4.5	4.0	50	0.2	1	56	WCTL-F
9. WRIE (O)	10/ 2.7	5.8	2.7	5.5	----	----	11/230	217/ 9.4	16.9	10.6	133	3.0	12	205	WRIE
10. WXTA-F (C)	9/ 2.4	0.5	----	----	----	----	9/131	125/ 5.4	1.9	0.0	129	0.5	2	41	WXTA-F
11. WLKK (C)	8/ 2.2	4.4	3.5	3.2	----	----	8/188	188/ 8.1	9.2	9.8	95	2.5	10	224	WLKK
12.															
13.															
14.															
15.															

12+ FM SHARE (METRO): 82.59% (261 of 316) (FAL 88: 81.06%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJET-F>>	1 WRKT-AF	1 WRKT-AF	1 WXKC-F	1 WXKC-F	1 WEYZ	1 WJET-F>	1 WXKC-F	1 WJET-F<	1 WJET-F	1 WJET-F
2 WRKT-AF	2 WJET-F>	2 WJET-F	2 WRKT-AF	2 WRKT-AF	2 WXKC-F>	2 WXKC-F	2 WRKT-AF	2 WRKT-AF>>	2 WXKC-F	2 WXKC-F
3	3 WXKC-F>	3 WXKC-F>	3 WJET-F>	3 WJET-F>	3 WJET-F	3 WRKT-AF	WJET-F	3 WXKC-F>	3 WXKC-F	3 WREO-F
4	4 WCKC-F	4 WCKC-F	4 WCKC-F	4 WCKC-F>>	4 WCKC-F	4 WCKC-F	4 WEYZ	4 WCKC-F	WCKC-F	4 WRKT-F
5	5	5	5	5	5 WRKT-AF	5 WEYZ	5 WCKC-F	5 WEYZ	5 WCTL-F	5 WCKC-F>

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WJET-F>>	1 WJET-F>	1 WXKC-F	1 WJET-F	1 WXKC-F	1 WRKT-AF>>	1 WRKT-AF>>	1 WRKT-AF>>	1 WRKT-AF<	1 WRKT-AF>
2 WXKC-F>	2 WXKC-F>	2 WJET-F>	2 WXKC-F>>	2 WJET-F>	2 WJET-F>	2 WJET-F	2 WXKC-F>	2 WJET-T	2 WXKC-F>
3 WRKT-AF	3 WRKT-AF>	3 WRKT-AF>>	3 WRKT-AF	3 WRKT-AF	3 WCKC-F>>	3 WCKC-F>	3 WCKC-F	WCKC-F	3 WCKC-F
4 WCKC-F>>	4 WCKC-F	4 WCKC-F>>	4 WCKC-F	4 WCKC-F	4 WRIE >>	4 WXKC-F	4 WJET-F	4 WXKC-F	4 WJET-F
5 WNSE-F	5	5	5	5	5 WXKC-F	5	5 WZPR-F>	5	5
6	6	6	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		72 (1)	72 (1)	22.8	27.0				
AOR/CLASSIC	2 (1)	86 (2)	88 (3)	27.8		WGR 550 Buffalo	0.8/2.3/ 3/	53	
AC/OLDIES/SOFT ROCK	10 (1)	53 (2)	63 (3)	19.9	39.4	WRRN-F 92.3 Warren	0.5/1.9/ 2/	50	
MOR/VARIETY					3.1	WNSE-F 93.3 Jamestown	0.5/1.8/ 2/	78	
COUNTRY	8 (1)	23 (2)	31 (3)	9.8	10.6				
BLACK/URBAN									
BEAUTIFUL/EASY		13 (1)	13 (1)	4.1	9.9				
NEWS/TALK	3 (1)		3 (1)	0.9					
NOSTALGIA	32 (1)		32 (1)	10.1	8.7				
RELIGION/GOSPEL		12 (1)	12 (1)	3.8	1.2				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS		2 (1)	2 (1)	0.6					
	55 (5)	261 (10)	316 (15)						

RADIO STATIONS

WEYZ, 1450, 5 KW (DA-2)	, NOSTALGIA	ABC I, \$ 20.00 (Katz)	Burbach
WLKK, 1400, 1 KW	, COUNTRY	SMN, \$ 10.00 (Roslin)	
WRIE, 1260, 5 KW (DA-2)	, OLDIES (?)	SMN, \$ 14.00 (Christal)	
WCKC-F, 103.7, 50 KW @ 500,	CLASSIC AOR (?)	ABC D, \$ 35.00 (Katz)	Burbach
WCTL-F, 106.3, 3 KW @ 300,	RELIGION	, \$ 4.00 (---)	(UNION CITY)
WJET-F, 102.3, 470 W @ 670,	CHR	, \$ 30.00 (Banner)	Myson Jones
WXKC-F, 99.9, 10 KW @ 400,	AC	, \$ 39.00 (Torbet)	
WZPR-F, 100.3, 20 KW @ 585,	COUNTRY	ABC E, \$ 19.00 (---)	(MEADVILLE)
WREO-F, 97.1, 50 KW @ 500,	BTFL/EZ	APR, \$ 17.00 (Dome)	(ASHTABULA, OH)
WRKT-F, 100.9, 3 KW @ 100,	CLASSIC AOR	\$ N/A (---)	(NORTH EAST)

EUGENE

Arbitron Rank/Pop (12+): 146/221,200
 MSA Rank/Pop: 165/267,000
 ADI # 116
 Average Person Ratings: 14.9
 Market TSL: 20.25 hours

Stations: 12/11
 Diaries: 766/289:1/60.2%
 Sample Target: 620
 % Below Line: 0.9
 % Not Listed: 20.7

1989 Revenue: \$6,700,000
 HH Inc.: \$22,628
 Retail \$: 1.74 Bil
 Pop per Station: 20,109
 #1 Biller: NA

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume
1. KUGN-F (C)	46/14.0	16.6	8.4	13.8	14.7	----	50/579	490/22.2	22.5	16.6	119	14.0	48	386
2. KSND-F (CHR)	33/10.0	9.0	11.1	12.1	13.3	----	34/600	570/25.8	23.9	23.9	62	16.6	57	638
3. KMGE-F (AC)	30/ 9.1	8.5	7.5	8.2	6.8	----	36/467	402/18.2	20.4	21.1	108	6.4	22	391
4. KLCX-F (AOR)	27/ 8.2	6.4	3.0	4.9	4.1	----	46/553	353/16.0	11.5	7.3	89	10.8	37	389
5. KUGN (MOR)	26/ 7.9	8.5	9.9	9.5	10.2	----	28/437	391/17.7	20.8	21.4	78	7.9	27	368
KPNW-F (AC)	26/ 7.9	7.0	8.4	9.5	7.8	----	53/663	324/14.6	14.4	17.8	124	5.8	20	293
7. KZEL-F (AOR)	20/ 6.1	7.3	9.6	8.9	4.4	----	32/602	435/19.7	20.3	20.1	120	11.4	39	530
KPNW (MOR)	20/ 6.1	4.7	5.7	5.6	5.1	----	36/668	388/17.5	11.6	19.7	102	3.2	11	225
9. KDUK (BB)	12/ 3.6	2.9	3.0	2.6	3.4	----	14/174	131/ 5.9	6.7	5.8	28	2.9	10	142
10. KKXO (O)	9/ 2.7	1.5	1.8	1.3	3.1	----	9/105	105/ 4.7	5.4	6.6	174	1.7	6	84
KEED (C)	9/ 2.7	0.6	1.8	2.6	3.1	----	9/166	152/ 6.9	5.2	5.1	59	1.5	5	76

12+ FM SHARE (METRO): 70.88% (185 of 261) (FAL 88: 68.24%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KSND-F>>	1 KLCX-F<	1 KUGN-F	1 KUGN-F>	1 KUGN-F>>	1 KUGN-F	1 KUGN-F	1 KUGN-F	1 KUGN-F	1 KSND-F	1 KUGN >
2 KMGE-F>	2 KSND-F	2 KMGE-F	2 KMGE-F	2 KPNW-F	2 KUGN >	2 KUGN >	2 KPNW-F	2 KSND-F	KMGE-F>	2 KUGN-F>
3 KZEL-F	3 KMGE-F	KLCX-F<	3 KPNW-F	KMGE-F	3 KSND-F	3 KMGE-F	3 KSND-F	3 KLCX-F<	3 KUGN	3 KSND-F>
4	4 KZEL-F	4 KSND-F	4 KZEL-F	4 KZEL-F	KPNW-F>	4 KSND-F	KMGE-F	4 KMGE-F	4 KLCX-F	4 KMGE-F
5	5 KUGN-F	5 KPNW-F	KLCX-F	KLCX-F	5 KDUK	5 KPNW	KLCX-F	5 KPNW-F<	5 KUGN-F	KLCX-F>>
6	6	6 KZEL-F	6	6	6	6	6 KZEL-F	6 KZEL-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KSND-F	1 KSND-F	1 KUGN-F	1 KPNW-F	1 KUGN-F	1 KLCX-F>>	1 KLCX-F	1 KZEL-F	1 KLCX-F	1 KUGN-F>
2 KMGE-F>	KMGE-F	2 KPNW-F	2 KMGE-F	KPNW-F>	2 KSND-F>	2 KZEL-F	2 KMGE-F>	2 KUGN-F	2 KZEL-F
3 KPNW-F>>	3 KPNW-F	KMGE-F	3 KUGN-F	3 KMGE-F>	3 KZEL-F>>	3 KSND-F	3 KUGN-F	3 KZEL-F	3 KMGE-F
4 KUGN-F	4 KUGN-F	4 KSND-F	4 KSND-F>	4 KSND-F	4 KUGN-F	4 KMGE-F	KLCX-F	4 KMGE-F	KLCX-F
KLCX-F>>	5 KLCX-F	KLCX-F	5 KPNW	KPNW	KMGE-F	5 KUGN-F	5 KSND-F>>	5 KSND-F	5 KUGN
6	6	6 KKXO >	KLCX-F	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		33 (1)	33 (1)	12.6	14.5		
AOR/CLASSIC		47 (2)	47 (2)	18.0	16.5	KFAT-F 106.1 Corvallis	0.9/2.2/ 15/ 239
AC/OLDIES/SOFT ROCK	9 (1)	56 (2)	65 (3)	24.9	20.8		
MOR/VARIETY	46 (2)		46 (2)	17.6	20.4		
COUNTRY	9 (1)	49 (2)	58 (3)	22.2	19.2		
BLACK/URBAN							
BEAUTIFUL/EASY					0.8		
NEWS/TALK					0.8		
NOSTALGIA	12 (1)		12 (1)	4.6	3.9		
RELIGION/GOSPEL					2.0		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS					1.2		
	76 (5)	185 (7)	261 (12)				

RADIO STATIONS

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

MISCELLANEOUS COMMENTS: KZAM A/F (Creswell) sold by Kefford for \$295,000 (Exline; Miller)

FLINT

Arbitron Rank/Pop (12+): 101/351,300
 MSA Rank/Pop: 108/438,000
 ADI # 58 (w/Saginaw)
 Average Person Ratings: 17.9
 Market TSL: 23.25 hours

Stations: 21/9
 Diaries: 786/447:1/51.8%
 Sample Target: 810
 % Below Line: 29.0
 % Not Listed: 14.2

1989 Revenue: \$10,300,000
 HH Inc.: \$26,589
 Retail \$: 3.4 Bil
 Pop per Station: 39,033
 #1 Biller: WCRZ-F \$3,200,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WCRZ-F (AC)	114/18.2	14.9	14.4	13.1	13.2	----	133/1482	1200/34.2	30.1	27.4	143	13.6	89	797	WCRZ-F
2. WDZZ-F (B)	80/12.7	12.6	12.7	17.4	13.4	----	80/755	747/21.3	21.2	22.0	105	16.1	105	1002	WDZZ-F
3. WWCK-F (CHR)	70/11.1	10.0	5.7	5.6	6.3	----	76/969	842/24.0	24.3	15.1	55	12.9	84	1014	WWCK-F
4. WIOG-F (CHR)	59/ 9.4	13.0	20.2	22.3	19.3	----	124/1584	906/25.8	31.1	36.2	83	15.8	103	1334	WIOG-F
5. WJR (MOR)	48/ 7.6	7.5	5.0	6.0	8.0	----	67/785	570/16.2	19.6	15.3	91	5.2	34	453	WJR
6. WFDF (MOR)	39/ 6.2	5.9	6.7	4.5	6.3	----	41/544	510/14.5	12.2	12.7	53	4.6	30	312	WFDF
7. WKCQ-F (C)	24/ 3.8	3.6	2.7	2.9	4.2	----	44/665	349/ 9.9	8.6	8.4	116	2.9	19	261	WKCQ-F
8. WKMF (C)	23/ 3.7	5.9	4.8	4.0	3.4	----	26/292	259/ 7.4	8.1	8.5	89	3.7	24	311	WKMF
9. WDLZ (AOR)	15/ 2.4	2.1	3.7	3.8	4.0	----	17/192	162/ 4.6	10.1	9.3	58	2.5	16	193	WDLZ

12+ FM SHARE (METRO): 74.03% (399 of 539) (FAL 88: 72.05%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WWCK-F>	1 WCRZ-F	1 WCRZ-F>	1 WCRZ-F>>	1 WCRZ-F>>	1 WCRZ-F>	1 WCRZ-F>	1 WCRZ-F>>	1 WCRZ-F>	1 WCRZ-F<	1 WCRZ-F<
2 WIOG-F	2 WWCK-F	2 WDZZ-F	2 WDZZ-F>	2 WDZZ-F>	2 WJR	2 WJR <	2 WWCK-F<	2 WDZZ-F	2 WDZZ-F	2 WDZZ-F
3 WDZZ-F	3 WDZZ-F	3 WWCK-F	3 WIOG-F	3 WIOG-F	3 WFDF	3 WWCK-F	3 WDZZ-F	3 WWCK-F	3 WWCK-F	3 WJR >
4	4 WIOG-F>>	4 WIOG-F>>	4 WJR	4 WJR	4 WDZZ-F>	4 WDZZ-F>	4 WJR	4 WIOG-F	4 WIOG-F	4 WWCK-F>
5	5	5	5 WWCK-F	5 WWCK-F	5 WKMF	5 WIOG-F	5 WIOG-F	5	5	5 WGMZ-F
6	6	6	6	6	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WWCK-F>>	1 WCRZ-F	1 WCRZ-F>>	1 WCRZ-F>>	1 WCRZ-F>>	1 WWCK-F>	1 WCRZ-F	1 WCRZ-F>	1 WCRZ-F>	1 WCRZ-F>>
2 WIOG-F>	2 WWCK-F	2 WDZZ-F>	2 WDZZ-F<	2 WDZZ-F>	2 WDZZ-F>	2 WDZZ-F	2 WDZZ-F>	2 WDZZ-F>	2 WDZZ-F
3 WCRZ-F	3 WIOG-F	3 WWCK-F	3 WWCK-F	3 WIOG-F	3 WIOG-F	3 WIOG-F>	3 WIOG-F>	3 WWCK-F	3 WJR >
4 WDZZ-F>>	4 WDZZ-F>>	4 WWCK-F>>	4 WIOG-F>>	4 WKCQ-F	4 WDLZ	4 WWCK-F	4 WWCK-F	4 WIOG-F<	4 WIOG-F>
5 WTLZ-F	5	5 WHNN-F>	5	5 WWCK-F	5 WRIF-F	5	5 WJR >	5 WJR	5 WWCK-F
6 WITL-F>>	6	6	6	6	6 WCRZ-F>	6	6	6	6

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA	88
TOP 40/CHR/CONTEMP		129 (2)	129 (2)	23.9	23.8	WFLT 1420 Flint/Burton	1.1/2.2/ 7/			88
AOR/CLASSIC	15 (1)	18 (3)	33 (4)	6.1	8.2	WGMZ-F 101.7 Tuscola	1.4/5.1/ 13/			246
AC/OLDIES/SOFT ROCK		122 (3)	122 (3)	22.6	23.4	WWCK 1570 Flint	0.0/0.4/ 0/			15
MOR/VARIETY	87 (2)		87 (2)	16.1	13.3					
COUNTRY	23 (1)	32 (2)	55 (3)	10.2	9.3	CKLW 800 Windsor/Detr.	0.6/1.3/ 3/			63
BLACK/URBAN		89 (2)	89 (2)	16.5	15.6	WCSX-F 94.7 Birmingham	0.6/2.7/ 5/			131
BEAUTIFUL/EASY		9 (1)	9 (1)	1.7	2.3	WHNN-F 96.1 Bay City/Flint	1.0/5.6/ 28/			463
NEWS/TALK	5 (1)		5 (1)	0.9	0.8	WITL-F 100.7 Lansing	1.3/1.7/ 20/			222
NOSTALGIA	3 (1)		3 (1)	0.6		WKQI-F 95.5 Detroit	0.3/1.7/ 2/			154
RELIGION/GOSPEL	7 (1)		7 (1)	1.3	2.9	WLTJ-F 93.1 Detroit	0.3/1.7/ 4/			117
SPANISH						WRIF-F 101.1 Detroit	1.9/4.1/ 12/			180
CLASSICAL						WTLZ-F 107.1 Saginaw	1.4/6.9/ 9/			244
JAZZ/NEW AGE					0.6	WNJ 950 Detroit	0.8/5.0/ 9/			293
UNKNOWN/OTHERS										
	140 (8)	399 (13)	539 (21)							

RADIO STATIONS

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

OTHER RANKED STATIONS -- See Detroit or Saginaw

FORT WAYNE

Arbitron Rank/Pop (12+): 123/294,300
 MSA Rank/Pop: 131/365,000
 ADI # 98
 Average Person Ratings: 17.4
 Market TSL: 22.75 hours

Stations: 13/11
 Diaries: 918/321:1/64.0%
 Sample Target: 690
 % Below Line: 1.8
 % Not Listed: 13.5

1989 Revenue: \$11,700,000
 HH Inc.: \$29,443
 Retail \$: 2.6 Bil
 Pop per Station: 26,754
 #1 Biller: WMEE-F \$3,000,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume
1. WMEE-F (CHR)	101/19.8	23.4	28.8	24.6	26.2	----	184/2101	1162/39.5	45.1	47.1	86			WMEE-F
2. WAJI-F (AC)	70/13.7	12.5	18.3	19.1	15.2	----	94/1245	731/24.8	28.0	32.6	150			WAJI-F
3. WBYP-F (O)	46/ 9.0	9.6	-----	-----	-----	----	89/1390	621/21.1	23.4	0.0	127			WBYP-F
4. WOWO-AF (MOR)	45/ 8.8	8.8	9.0	7.2	10.8	----	95/1942	797/27.1	23.7	22.5	91			WOWO-AF
WBTU-F (C)	45/ 8.8	6.7	6.1	6.8	6.5	----	115/1260	492/16.7	17.8	18.3	95			WBTU-F
6. WXKE-F (AOR)	38/ 7.4	7.7	9.7	8.3	7.0	----	42/578	478/16.2	16.7	19.1	86			WXKE-F
7. WQHK (C)	35/ 6.8	5.2	4.2	8.1	7.6	----	44/531	409/13.9	13.3	11.5	84			WQHK
8. WEZV-F (EZ)	25/ 4.9	5.8	6.7	8.5	7.4	----	30/423	402/13.7	14.0	17.2	82			WEZV-F
9. WGL (N/T)	21/ 4.1	3.3	1.9	1.9	2.7	----	22/323	250/ 8.5	9.6	7.0	49			WGL

12+ FM SHARE (METRO): 76.92% (340 of 442) (FAL 88: 81.84%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WMEE-F	1 WMEE-F>>	1 WMEE-F	1 WAJI-F	1 WAJI-F	1 WOWO-AF<	1 WMEE-F>	1 WMEE-F	1 WMEE-F>	1 WMEE-F>>	1 WMEE-F
2	2 WBYP-F	2 WAJI-F>	2 WMEE-F>	2 WMEE-F>	2 WAJI-F>	2 WAJI-F<	2 WAJI-F>	2 WAJI-F>	2 WQHK	2 WAJI-F>
3	WAJI-F<	3 WBYP-F	3 WBYP-F>	3 WBYP-F>	3 WBTU-F	3 WOWO-AF>	3 WBYP-F	3 WXKE-F	3 WAJI-F	3 WBTU-F
4	4 WXKE-F	4 WXKE-F	4 WBTU-F	4 WBTU-F	4 WQHK >	4 WBTU-F	4 WBTU-F	4 WBYP-F	4 WBYP-F	4 WQHK
5	5	5 WBTU-F	5 WOWO-AF	5 WOWO-AF	5 WGL	5 WBYP-F	5 WXKE-F	5 WQHK <	5 WXKE-F	5 WQHK
6	6	6	WXKE-F	6	6 WMEE-F	6	6 WOWO-AF	6 WBTU-F	6	6 WBYP-F
					7 WEZV-F			7 WOWO-AF		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WMEE-F>>	1 WMEE-F>>	1 WMEE-F>>	1 WMEE-F	1 WAJI-F<	1 WXKE-F>>	1 WXKE-F>	1 WXKE-F	1 WXKE-F	1 WAJI-F>
2 WBYP-F	2 WAJI-F>	2 WAJI-F>	2 WAJI-F>>	2 WMEE-F>>	2 WMEE-F>	2 WMEE-F	WBYP-F	2 WAJI-F	2 WBYP-F
WAJI-F>	3 WBYP-F	3 WBYP-F>	3 WBYP-F>	3 WBYP-F	3 WBYP-F>	3 WBYP-F>	3 WAJI-F	3 WMEE-F	3 WMEE-F
4 WXKE-F	4	4 WOWO-AF>	4 WBTU-F>	4 WBTU-F	4 WQHK >	4 WAJI-F>	4 WMEE-F>	WBYP-F>	4 WXKE-F
5	5	5 WBTU-F	5 WOWO-AF	5 WOWO-AF	5 WBTU-F>	5 WBTU-F	5 WBTU-F>	5 WBTU-F	5 WOWO-AF
									WBTU-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME TSA	TSA
	---	---	---	---	---		SHARE/RTG/AQH/CUME	
TOP 40/CHR/CONTEMP		101 (1)	101 (1)	22.9	33.0	WIFF-F 105.5 Auburn	1.4/2.7/ 8/ 121	
AOR/CLASSIC		38 (1)	38 (1)	8.6	11.1			
AC/OLDIES/SOFT ROCK		116 (2)	116 (2)	26.2	21.6	CKLW 800 Windsor	1.0/2.4/ 8/ 131	
MOR/VARIETY	41 (1)	11 (2)	52 (3)	11.8	10.3	WMRI-F 106.9 Marion	0.8/3.6/ 47/ 512	
COUNTRY	35 (1)	45 (1)	80 (2)	18.1	11.8			
BLACK/URBAN								
BEAUTIFUL/EASY		29 (2)	29 (2)	6.6	8.5			
NEWS/TALK	21 (1)		21 (1)	4.8	2.2			
NOSTALGIA	5 (1)		5 (1)	1.1	0.4			
RELIGION/GOSPEL								
SPANISH								
CLASSICAL								
JAZZ/NEW AGE								
UNKNOWN/OTHERS					0.9			
	102 (4)	340 (9)	442 (13)					

RADIO STATIONS

WGL, 1250, 1 KW (DA-2)	NEWS/TALK	ABC T, CNN, \$ 14.00 (---)	
WOWO, 1190, 50 KW (DA-N)	MOR	CBS, \$ 45.00 (Mc-Guild)	Price
WQHK, 1380, 5 KW (DA-2)	COUNTRY	ABC I, \$ 23.00 (Christal)	Federated
WAJI-F, 95.1, 39 KW @ 680, AC		\$ 58.00 (Republic)	Sarkes Tarzian
WBTU-F, 93.3, 50 KW @ 469, COUNTRY		\$ 26.00 (Torbet)	(KENDALLVILLE)
WBYP-F, 98.9, 50 KW @ 450, OLDIES		\$ 25.00 (Eastman)	(VAN WERT, OH)
WEZV-F, 101.7, 3 KW @ 300, BTFE/EZ		\$ 26.00 (Banner)	Fairfield
WMEE-F, 97.3, 48 KW @ 480, CHR		ABC C, \$ 75.00 (Christal)	Federated
WOWO-F, 103.1, 3 KW @ 300, -- SEE WOWO-AM			
WXKE-F, 103.9, 3 KW @ 250, AOR		SOURCE, \$ 25.00 (HNWH)	

FRESNO

Arbitron Rank/Pop (12+): 71/505,300

Stations: 26/25

1989 Revenue: \$18,500,000

MSA Rank/Pop: 82/622,000

Diaries: 1093/462:1/52.5%

HH Inc.: \$27,283

ADI # 62

Sample Target: 890

Retail \$: 3.8 Bil

Average Person Ratings: 16.1

% Below Line: 0.9

Pop per Station: 20,212

Market TSL: 21.50 hours

% Not Listed: 15.1

#1 Biller: KMJ \$3,100,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. KMJ (N/T)	90/11.1	5.8	7.6	11.6	9.3	9.0	153/1863	1082/21.4	16.3	18.5	74	8.5	72	948	KMJ
2. KBOS-F (CHR)	73/ 9.0	8.3	8.1	7.5	5.9	8.2	162/1824	862/17.1	19.2	17.8	57	12.5	106	1167	KBOS-F
3. KNAX-F (C)	70/ 8.6	9.2	5.6	7.0	4.9	7.6	82/941	812/16.1	11.8	11.6	106	9.4	80	688	KNAX-F
4. KKDJ-F (AOR)	50/ 6.1	5.5	5.5	8.3	6.1	6.3	91/1062	657/13.0	14.7	13.6	116	5.8	49	693	KKDJ-F
5. KYNO-F (CHR)	49/ 6.0	5.4	4.8	4.6	5.2	5.2	59/1112	877/17.4	16.8	15.3	73	6.3	53	1001	KYNO-F
6. KFSO-F (O)	46/ 5.7	5.3	5.0	5.4	6.4	5.3	95/1276	716/14.2	13.1	13.8	163	4.5	38	759	KFSO-F
7. KRZR-F (AOR)	42/ 5.2	4.8	5.1	5.9	7.0	5.3	90/1076	662/13.1	17.8	20.1	67	9.3	79	785	KRZR-F
8. KOJY-F (EZ)	38/ 4.7	5.7	8.8	6.1	8.8	6.3	83/1272	691/13.7	12.4	14.9	81	4.1	35	457	KOJY-F
9. KFRE (C)	33/ 4.1	2.3	4.0	3.0	3.2	3.3	98/1011	445/ 8.8	9.4	6.4	98	4.1	35	320	KFRE
10. KGST (SP)	31/ 3.8	4.0	4.5	2.5	3.6	3.7	33/400	336/ 6.6	6.2	6.0	63	1.5	13	241	KGST
11. KFYE-F (AC)	25/ 3.1	1.8	2.9	3.3	3.7	2.8	56/732	465/ 9.2	8.2	10.3	142	2.2	19	291	KFYE-F
12. KEZL-F (AC)	23/ 2.8	2.4	2.2	1.2	1.2	2.2	23/260	232/ 4.6	5.0	4.8	164	2.7	23	282	KEZL-F
13. KFIG-F (AC)	20/ 2.5	3.8	3.5	3.9	4.0	3.4	24/562	462/ 9.1	12.2	14.8	124	2.8	24	305	KFIG-F
14. KTHT-F (AC)	18/ 2.2	1.7	1.8	2.0	2.0	1.9	26/625	412/ 8.2	6.8	7.1	141	2.0	17	233	KTHT-F
15. KCLQ-F (AOR)	14/ 1.7	2.4	2.2	3.3	1.7	2.4	46/590	262/ 5.2	7.3	6.6	118	2.1	18	280	KCLQ-F
16. KOQO-F (SP)	10/ 1.2	3.2	3.0	3.4	2.9	2.7	15/286	181/ 3.6	6.3	6.9	92	0.8	7	108	KOQO-F
17.															
18.															
19.															
20.															

12+ FM SHARE (METRO): 70.48% (487 of 691) (FAL 88: 72.97%)

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

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		164 (3)	164 (3)	23.7	21.3	KEAP 980 Fresno	1.0/2.3/ 8/ 116
AOR/CLASSIC		64 (2)	64 (2)	9.3	9.2	KFIG 1430 Fresno	0.4/1.4/ 3/ 79
AC/OLDIES/SOFT ROCK	3 (1)	132 (5)	135 (6)	19.5	21.5	KIRV 1510 Fresno	0.4/1.3/ 8/ 112
MOR/VARIETY						KKAM 1340 Fresno	0.6/3.0/ 6/ 195
COUNTRY	33 (1)	73 (2)	106 (3)	15.3	10.4	KOQO 790 Clovis/Fresno	0.7/2.7/ 6/ 143
BLACK/URBAN	11 (2)		11 (2)	1.6	2.0	KRDU 1130 Dinuba	0.7/2.0/ 15/ 248
BEAUTIFUL/EASY		38 (1)	38 (1)	5.5	10.4	KXEX 1550 Fresno	1.1/3.4/ 9/ 211
NEWS/TALK	90 (1)		90 (1)	13.0	11.9	KXMX-F 92.1 Madera	0.7/2.8/ 6/ 141
NOSTALGIA	8 (1)		8 (1)	1.2		KYNO 1300 Fresno	0.7/4.1/ 10/ 308
RELIGION/GOSPEL	9 (2)		9 (2)	1.3	1.2		
SPANISH	46 (3)	16 (2)	62 (5)	9.0	11.6	KJOP 1240 Lemoore	0.5/1.2/ 5/ 104
CLASSICAL						KUBB-F 96.3 Mariposa	0.4/2.9/ 55/ 687
JAZZ/NEW AGE							
UNKNOWN/OTHERS	4 (1)		4 (1)	0.6	0.8		
	204 (12)	487 (15)	691 (27)				

RADIO STATIONS

AM STATIONS

KFRE, 940, 50 KW (DA-2), COUNTRY	ABC D, \$ 30.00 (HNWH)	First Sierra
KGST, 1600, 5 KW (DA-N), HISPANIC	, \$ 24.00 (Lotus)	Lotus
KKAM, 1340, 1 KW, BLACK	CBS, \$ 20.00 (CBS)	
KMJ, 580, 5 KW, NEWS/TALK	TALKNT, \$ 53.00 (Katz)	Henry
KOQO, 790, 500W (DAYS,DA), HISPANIC	CRC, \$ 21.00 (Caballero)	Group III
KNEX, 1550, 5 KW/2.5 KW(DA-2), HISPANIC	, \$ 23.00 (SBS)	
KYNO, 1300, 5 KW/1 KW (DA-N), OLDIES	SMN, \$ 19.00 (Banner)	Brown

FM STATIONS

KBOS-F, 94.9, 16 KW @ 847, CHR	ABC F, \$ 37.00 (CBS)	(TULARE)
KCLQ-F, 107.5, 21 KW @ 790, AOR	, \$ 31.00 (Republic)	Liggett (HANFORD)
KEZL-F, 96.7, 25 KW @ 300, SOFT AC	, \$ 22.00 (K & P)	(FOWLER)
KFIG-F, 101.1, 50 KW @ 310, AC	, \$ 40.00 (Eastman)	
KFSO-F, 92.9, 10 KW @ 800, OLDIES	, \$ 40.00 (CBS)	Americom (VISALIA)
KFYE-F, 93.7, 68 KW @ 1912, AC	, \$ 32.00 (Katz)	Henry
KKDJ-F, 105.9, 2 KW @ 1960, AOR	, \$ 48.00 (Durpetti)	
KRZR-F, 103.7, 50 KW @ 500, CHR	, \$ 38.00 (Christal)	Olympia (HANFORD)
KNAX-F, 97.9, 48 KW @ 290, COUNTRY	ABC E, \$ 40.00 (HNWH)	First Sierra
KQJY-F, 98.9, 19 KW @ 820, BTFL/EZ	, \$ 35.00 (MMR)	
KOQO-F, 101.9, 2 KW @ 1870, HISPANIC	CRC, \$ 27.00 (Caballer)	Group III
KTHT-F, 102.7, 50 KW @ 500, SOFT AC	, \$ 30.00 (Christal)	
KYNO-F, 95.7, 18 KW @ 850, CHR	SMN, \$ 42.00 (Banner)	Brown

CALL LETTER CHANGES

KMGX changes to KRZR (July)

FORMAT CHANGES

KCLQ-F changes from CLASSIC AOR to Z ROCK (Nov)

STATION SALES

KEAP sold to Americom for \$460,000...KKAM, KBOS-F sold to Dwight Case for \$6,900,000 (E) (MVP)...

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

* CHR - Contemporart Hit Radio, Top 40, Contemporary	T - Talk	*
* AC - Adult Ccntemporary	N - News	*
* O - Oldies (1955 to near 1988)	SP - Hispanic/Spanish	*
* B - Black (audience predominantly Black - over 75%)	BB - Big Band, Nostalgia	*
* U - Urban (majority of audience is non-white although a large segment is white)	M - Middle of Road (MOR), Full Service, Variety	*
* EZ - EZ listening, Beautiful Music	J/NA - Jazz and New Age	*
* AOR - Album Oriented Rock, also includes Classic Rock	R - Religion, Christian, Christian Music	*
* CL - Classical	G - Gospel	*
* C - Country	E - Ethnic	*
*	? - Others or Unknown	*
*		*

GRAND RAPIDS

Arbitron Rank/Pop (12+): 65/544,500
 MSA Rank/Pop: 71/672,000
 ADI #37 (w/ Kalamazoo)
 Average Person Ratings: 15.7
 Market TSL: 20.75 hours

Stations: 21/16
 Diaries: 893/610:1/56.6%
 Sample Target: 920
 % Below Line: 8.4
 % Not Listed: 15.0

1989 Revenue: \$23,800,000
 HH Inc.: \$31,191
 Retail \$: 5.1 Bil
 Pop per Station: 34,031
 #1 Biller: WCUZ A/F \$3,800,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WCUZ-F (C)	94/11.0	7.0	7.0	8.0	6.9	8.3	131/1766	1131/20.8	16.4	16.1	125	7.5	72	792	WCUZ-F
2. WOOD-F (EZ)	81/ 9.5	10.2	11.4	7.8	8.7	9.7	138/2037	1072/19.7	22.4	18.5	64	8.5	82	1126	WOOD-F
3. WLAV-F (AOR)	73/ 8.5	5.8	7.9	7.7	7.8	7.5	91/1435	957/17.6	17.5	15.3	112	11.1	107	1034	WLAV-F
4. WGRD-F (CHR)	68/ 8.0	10.6	8.3	7.7	8.7	8.6	111/2277	1352/24.8	23.4	24.0	71	12.2	117	1290	WGRD-F
5. WLHT-F (AC)	66/ 7.7	7.8	7.7	7.9	7.3	7.8	74/1197	1004/18.4	15.9	16.9	151	5.8	56	813	WLHT-F
6. WKLQ-F (CHR)	56/ 6.5	5.6	4.4	8.0	7.1	6.1	84/1700	1050/19.3	19.3	22.3	58	6.2	60	933	WKLQ-F
7. WOOD (MOR)	55/ 6.4	5.5	7.4	7.2	6.3	6.6	73/948	726/13.3	14.2	17.7	59	5.6	54	788	WOOD
8. WJFM-F (O)	47/ 5.5	6.0	3.7	6.2	8.3	5.3	98/1423	691/12.7	12.3	17.7	127	4.9	47	701	WJFM-F
9. WMUS-F (C)	38/ 4.4	4.2	4.8	5.5	3.1	4.7	102/1379	512/ 9.4	12.0	9.2	130	5.0	48	579	WMUS-F
10. WODJ-F (O)	33/ 3.9	0.4	0.7	0.6	0.5	1.4	63/1102	475/ 8.7	2.0	1.6	151	2.8	27	277	WODJ-F
11. WSNX-AF (CHR)	28/ 3.3	5.6	3.7	5.0	4.7	4.4	109/1736	648/11.9	15.7	13.0	58	5.0	48	708	WSNX-AF
12. WFUR-F (REL)	17/ 2.0	0.7	2.3	2.9	2.2	2.0	28/641	463/ 8.5	8.0	6.9	40	1.1	11	221	WFUR-F
13. WKWM (B)	16/ 1.9	2.4	1.7	1.3	0.7	1.8	25/183	137/ 2.5	2.4	1.3	111	1.8	17	175	WKWM
14. WYXX-F (AC)	14/ 1.6	2.7	2.1	2.4	2.6	2.2	34/713	395/ 7.3	6.2	7.2	169	1.4	13	190	WYXX-F
15. WCUZ (C)	13/ 1.5	3.0	3.1	2.7	3.3	2.6	14/315	307/ 5.6	8.5	9.1	113	1.4	13	250	WCUZ

12+ FM SHARE (METRO): 85.83% (624 of 727) (FAL 88: 83.29%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WGRD-F>	1 WLHT-F	1 WLHT-F>>	1 WLHT-F	1 WLHT-F	1 WKLQ-F	1 WLAV-F	1 WLAV-F	1 WLAV-F	1 WCUZ-F
2 WLHT-F	2 WFUR-F	2 WLAV-F	2 WGRD-F	WCUZ-F>	2 WLAV-F>	2 WKLQ-F	2 WCUZ-F	2 WCUZ-F	2 WLAV-F
WKLQ-F	3 WLAV-F>	3 WGRD-F>	3 WCUZ-F	3 WOOD-F	3 WJFM-F>	3 WJFM-F	3 WJFM-F>	3 WJFM-F	3 WLHT-F<
4 WLAV-F>	4 WKLQ-F>	4 WJFM-F	4 WLAV-F>	4 WGRD-F	4 WSNX-AF	4 WCUZ-F	4 WKLQ-F	4 WKLQ-F>	4 WJFM-F
5 WSNX-AF	5 WCUZ-F	WCUZ-F	5 WOOD-F	5 WLAV-F	5 WGRD-F	5	5 WMUS-F	5 WLHT-F	5 WMUS-F
6 WKWM	6	6	6 WKLQ-F	6	WCUZ-F	6	WLHT-F>>	6	6 WODJ-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP	1 (1)	151 (3)	152 (4)	20.9	24.2	WHTC 1450	Holland 1.1/3.0/ 10/ 207
AOR/CLASSIC		73 (1)	73 (1)	10.0	9.2	WJQK-F 99.3	Zeeland/Holland 0.8/3.9/ 8/ 232
AC/OLDIES/SOFT ROCK	6 (1)	160 (4)	166 (5)	22.8	24.2	WLAV 1340	Grand Rapids 0.7/2.6/ 6/ 168
MOR/VARIETY	64 (2)		64 (2)	8.8	9.9		
COUNTRY	13 (1)	132 (2)	145 (3)	19.9	16.2	WGN 720	Chicago 0.4/2.6/ 15/ 309
BLACK/URBAN	16 (1)		16 (1)	2.2	0.8	WQWQ-F 101.7	Muskegon Hts. 0.4/1.1/ 27/ 312
BEAUTIFUL/EASY		81 (1)	81 (1)	11.1	11.4	WSNX 1600	Muskegon 0.1/0.3/ 2/ 48
NENS/TALK	3 (1)		3 (1)	0.4	0.6		
NOSTALGIA							
RELIGION/GOSPEL		24 (2)	24 (2)	3.3	3.5		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS		3 (1)	3 (1)	0.4			
	103 (7)	624 (14)	727 (21)				

RADIO STATIONS

AM STATIONS

WCUZ, 1230, 1 KW	, SEE WCUZ-F		
WFUR, 1570, 1 KW	, RELIGION		
WKWM, 1140, 5 KW (DAYS,DA)	, BLACK	SBN, \$ 10.00 (Patt)	Kuiper
WOOD, 1300, 5 KW (DA-N)	, MOR	NBC, \$ 55.00 (Katz)	United Artists

FM STATIONS

WCUZ-F, 101.3, 50 KW @ 420, COUNTRY	ABC I, \$ 75.00 (Christal)	Federated
WFUR-F, 102.9, 48 KW @ 510, RELIGION	, \$ 15.00 (Patt)	Kuiper
WGRD-F, 97.9, 13 KW @ 590, CHR	ABC C, \$ 35.00 (Durpetti)	Regional
WJFM-F, 93.7, 320 KW @ 780, OLDIES	CBS, \$ 31.00 (Mc-Guild)	
WKLQ-F, 94.5, 50 KW @ 500, CHR/AOR	ABC F, \$ 50.00 (Eastman)	Bloomington (HOLLAND)
WLAV-F, 96.9, 50 KW @ 500, AOR	SOURCE, \$ 70.00 (MMR)	Adams
WLHT-F, 95.7, 41 KW @ 554, AC	, \$ 65.00 (Republic)	Liggett
WOOD-F, 105.7, 265 KW @ 810, BTFL/EZ	, \$ 61.00 (Katz)	United Artists
WYXX-F, 96.1, 50 KW @ 420, SOFT AC	, \$ 24.00 (Patt)	(HOLLAND)
WMUS-F, 106.9, 50 KW @ 480, COUNTRY	ABC D, \$ 36.00 (HNWH)	(MUSKEGON)
WODJ-F, 107.3, 50 KW @ 500, OLDIES	UPI, MBS, \$ 14.00 (Patt)	Goodrich (GREENVILLE)
WSNX-F, 104.5, 50 KW @ 360, CHR	, \$ 33.00 (Banner)	Goodrich (MUSKEGON)

CALL LETTER CHANGES

WPLB-F changes to WODJ-F

FORMAT CHANGES

WODJ-F changes from COUNTRY to OLDIES (Oct)...WKLQ reclassified as CHR/AOR

STATION SALES

GREENSBORO-WS

Arbitron Rank/Pop (12+): 50/787,400
 MSA Rank/Pop: 57/940,000
 ADI # 47
 Average Person Ratings: 17.7
 Market TSL: 23.50 hours

Stations: 29/22
 Diaries: 1175/670:1/57.8%
 Sample Target: 1100
 % Below Line: 4.6
 % Not Listed: 12.6

1989 Revenue: \$22,000,000
 HH Inc.: \$26,025
 Retail \$: 7.3 Bil
 Pop per Station: 35,790
 #1 Biller: WTQR-F \$4,250,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion	Birch Share	Birch AQH	Birch Cume	
1. WTQR-F (C)	192/13.8	15.3	15.9	15.1	16.8	15.0	315/3355	1805/22.9	27.5	25.6	115	14.8	206	2000	WTQR-F
2. WKRR-F (AOR)	134/ 9.6	11.4	9.2	8.1	8.3	9.6	201/2230	1381/17.5	17.0	17.3	94	11.6	161	1616	WKRR-F
3. WJMH-F (B)	123/ 8.8	7.1	11.5	7.6	3.8	8.8	169/2313	1465/18.6	18.9	9.8	91	12.8	178	1709	WJMH-F
4. WMAG-F (AC)	96/ 6.9	5.0	5.7	5.5	6.8	5.8	129/1800	1213/15.4	14.3	15.2	152	7.0	98	1152	WMAG-F
5. WKZL-F (CHR)	84/ 6.0	5.6	5.8	5.5	6.2	5.7	124/1989	1147/14.6	16.7	17.1	75	7.9	110	1508	WKZL-F
6. WWNB-F (AC)	72/ 5.2	4.6	3.9	4.4	3.1	4.5	108/1579	918/11.7	11.6	10.3	125	2.4	33	596	WWNB-F
7. WMQX-F (O)	68/ 4.9	4.2	4.2	4.8	3.1	4.5	135/2021	1016/12.9	10.5	10.4	147	3.5	48	861	WMQX-F
8. WQMG-F (B)	63/ 4.5	4.8	4.0	4.1	8.9	4.3	89/1228	782/ 9.9	9.8	12.7	87	6.9	96	908	WQMG-F
9. WSJS (N/T)	62/ 4.5	3.8	4.8	5.1	5.0	4.6	62/806	752/ 9.6	10.3	12.1	62	3.3	46	903	WSJS
10. WKSI-F (CHR)	54/ 3.9	3.4	3.9	3.9	5.4	3.8	122/2181	1033/13.1	13.8	16.0	95	4.7	65	1057	WKSI-F
11. WWMY-F (EZ)	42/ 3.0	1.9	2.4	3.2	2.3	2.6	70/909	628/ 8.0	5.5	5.3	87	2.1	29	326	WWMY-F
12. WAAA (B)	28/ 2.0	1.7	1.4	2.0	2.0	1.8	28/315	309/ 3.9	3.3	4.1	105	0.9	12	266	WAAA

12+ FM SHARE (METRO): 85.94% (1045 of 1216) (FAL 88: 82.74%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJMH-F	1 WKRR-F	1 WKRR-F	1 WTQR-F	1 WTQR-F	1 WTQR-F	1 WTQR-F	1 WTQR-F	1 WTQR-F	1 WJMH-F	1 WTQR-F
2 WKZL-F	2 WJMH-F	2 WTQR-F	2 WMAG-F	2 WMAG-F	2 WSJS	2 WKRR-F	2 WKRR-F	2 WKRR-F	2 WKRR-F	2 WQMG-F
3 WKSI-F	3 WKZL-F	3 WJMH-F	3 WKRR-F	3 WKRR-F	3 WMAG-F	3 WJMH-F	3 WMAG-F	3 WJMH-F	3 WKZL-F	3 WKRR-F
4	4 WTQR-F	4 WMAG-F	4 WJMH-F	4 WJMH-F	4 WWNB-F	4 WMAG-F	4 WWNB-F	4 WMQX-F	4 WQMG-F	4 WJMH-F
5	WMQX-F	5 WMQX-F	5 WMQX-F	5 WMQX-F	5 WMQX-F	5 WSJS	5 WJMH-F	5 WMQX-F	5 WTQR-F	5 WMFR
6	6 WMAG-F	7 WKZL-F	6 WWNB-F	6 WWNB-F	6	6 WKZL-F	6 WMQX-F	6 WWNB-F	6	6
		7 WWNB-F								
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKRR-F	1 WKRR-F	1 WMAG-F	1 WTQR-F	1 WTQR-F		1 WKRR-F	1 WKRR-F	1 WKRR-F	1 WKRR-F	1 WTQR-F
2 WJMH-F	2 WJMH-F	2 WJMH-F	2 WMAG-F	2 WMAG-F		2 WQMG-F	2 WTQR-F	2 WTQR-F	2 WTQR-F	2 WKRR-F
3 WKZL-F	3 WKZL-F	3 WTQR-F	3 WKRR-F	3 WWNB-F		3 WQMG-F	WJMH-F	WQMG-F	3 WJMH-F	3 WMQX-F
4 WQMG-F	4 WMAG-F	WKRR-F	4 WJMH-F	WJMH-F		4 WKZL-F	4 WTQR-F	4 WJMH-F	4 WMQX-F	4 WJMH-F
5 WKSI-F	5 WTQR-F	5 WKZL-F	5 WKRR-F	5 WKRR-F		5 WTQR-F	5	5 WKSI-F	5 WQMG-F	5 WMAG-F
6 WWNB-F	6 WQMG-F	6	6 WWNB-F	6 WKZL-F		6	6	6 WMAG-F	6 WMAG-F	6

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		145 (3)	145 (3)	11.9	15.2	WGLD 1320 Greensboro	0.3/0.9/ 4/ 70
AOR/CLASSIC		149 (4)	149 (4)	12.3	9.4	WHPE-F 95.5 High Point	1.4/3.7/ 33/ 417
AC/OLDIES/SOFT ROCK		274 (5)	274 (5)	22.5	15.8	WKWE 1400 Greensboro	1.1/2.3/ 15/ 185
MOR/VARIETY	15 (1)		15 (1)	1.2	6.6	WLXN 1440 Lexington	0.4/1.1/ 6/ 85
COUNTRY		215 (3)	215 (3)	17.7	26.2	WMFR 1230 High Point	1.9/5.0/ 27/ 394
BLACK/URBAN	28 (1)	186 (2)	214 (3)	17.6	13.9	WPCM-F 101.1 Burlington	1.4/4.3/ 82/1195
BEAUTIFUL/EASY		42 (1)	42 (1)	3.5	3.1	WPET 950 Greensboro	0.7/0.9/ 10/ 73
NEWS/TALK	62 (1)		62 (1)	5.1		WSMX 1500 Winston-Salem	0.5/1.6/ 7/ 123
NOSTALGIA	27 (1)		27 (1)	2.2	2.8	WTNC 790 Thomasville	0.9/1.8/ 13/ 160
RELIGION/GOSPEL	29 (3)	34 (2)	63 (5)	5.2	5.8	WWGL-F 94.1 Lexington/WS	1.0/3.2/ 26/ 432
SPANISH CLASSICAL						WDCG-F 105.1 Durham/Raleigh	0.5/3.7/ 44/1157
JAZZ/NEW AGE						WMXC-F 104.7 Charlotte	1.1/4.4/ 51/ 932
UNKNOWN/OTHERS	10 (2)		10 (2)	0.8	1.2	WRDX-F 106.5 Salisbury/Chrlt	1.6/2.3/ 29/ 350
						WROQ-F 95.1 Charlotte	0.3/1.3/ 40/ 655
	171 (9)	1045 (20)	1216 (29)			WROV-F 96.3 Martinsville	0.4/1.2/ 24/ 449
						WSOC-F 103.7 Charlotte	0.3/1.8/ 73/1087
						WZZU-F 93.9 Burlington	0.4/1.7/ 37/ 684

RADIO STATIONS

WAAA, 980, 1 KW	, BLACK	NBN, \$ 17.00 (---)	
WMFR, 1230, 1 KW	, NOSTALGIA	ABC I, APR, \$ 25.00 (MMR)	Voyager
WSJS, 600, 5 KW (DA-2)	, MOR	NBC, MBS, \$ 49.00 (Mc-Guild)	New Market
WHPE-F, 95.5, 100 KW @ 440,	RELIGION	, \$ 14.00 (---)	
WJMH-F, 102.1, 61 KW @ 1160,	URBAN/CHR	, \$ 50.00 (HNWH)	Beasley (REIDSVILLE)
WKRR-F, 92.3, 100 KW @ 1276,	CLASSIC AOR	, \$ 68.00 (MMR)	Dick
WKSI-F, 98.7, 100 KW @ 800,	CHR	, \$ 47.00 (Republic)	Bahakel
WKZL-F, 107.5, 100 KW @ 500,	CHR	ABC R, \$ 55.00 (Katz)	Nationwide
WMAG-F, 99.5, 100 KW @ 1500,	AC	, \$ 75.00 (MMR)	Voyager
WMQX-F, 93.1, 100 KW @ 1050,	OLDIES	, \$ 40.00 (Durpetti)	Ralph Guild
WPCM-F, 101.1, 100 KW @ 1176,	COUNTRY	MBS, \$ N/A (---)	(BURLINGTON)
WQMG-F, 97.1, 100 KW @ 550,	BLACK	RADRAD, \$ 43.00 (HNWH)	
WTQR-F, 104.1, 100 KW @ 1420,	COUNTRY	MBS, \$ 95.00 (Mc-Guild)	New Market
WWMY-F, 94.5, 100 KW @ 1000,	BTFL/EZ	US 2, \$ 25.00 (Katz)	(EDEN)
WWNB-F, 100.3, 100 KW @ 1049,	AC	US 2, \$ 44.00 (Mc-Guild)	

GREENVILLE, NC

Arbitron Rank/Pop (12+): 85/418,800
 MSA Rank/Pop: NA
 ADI # 104
 Average Person Ratings: 17.5
 Market TSL: 23.25 hours

Stations: 30/22
 Diaries: 988/424:1/59.2%
 Sample Target: 810
 % Below Line: 11.1
 % Not Listed: 13.5

1989 Revenue: NA
 HH Inc.: NA
 Retail \$: NA
 Pop per Station: 19,036
 #1 Biller: NA

12+ METRO	SPG	FAL	SPG	FAL	4 Book	12+ TSA	12+ METRO	%	SPG	FAL	25-54	Birch	Birch	Birch	
	1/4/SHARE	89	88	88	87	Avg.	1/4/CUME	CUME/CUME	89	88	Conversion	Share	AQH	Cume	
1. WIKS-F (B)	148/20.2	16.9	19.6	23.1	24.9	----	179/1739	1243/29.7	28.2	29.4	105				WIKS-F
2. WRNS-AF (C)	83/11.4	15.3	15.0	14.4	16.7	----	151/1695	921/22.0	24.3	22.5	118				WRNS-AF
3. WDLX-F (CHR)	63/ 8.6	11.0	9.6	11.6	9.5	----	105/1640	850/20.3	22.4	26.6	62				WDLX-F
4. WNCT-F (EZ)	44/ 6.0	6.1	7.9	5.8	8.7	----	76/1014	518/12.4	11.7	12.6	70				WNCT-F
5. WKOO-F (?)	36/ 4.9	3.5	3.9	2.0	1.9	----	39/436	358/ 8.5	8.5	7.8	182				WKOO-F
6. WSFL-AF (AC)	33/ 4.5	7.3	6.2	7.8	5.6	----	35/590	503/12.0	15.0	14.0	167				WSFL-AF
7. WHITE-F (?)	28/ 3.8	3.2	2.9	-----	-----	----	54/629	340/ 8.1	6.6	3.3	58				WHITE-F
8. WZYC-F (AOR)	27/ 3.7	4.7	8.2	7.0	4.3	----	29/525	469/11.2	12.9	14.8	89				WZYC-F
9. WXQR-F (AOR)	22/ 3.0	1.9	2.9	3.1	3.2	----	22/269	230/ 5.5	3.7	7.8	27				WXQR-F
10. WTRG-F (AC)	20/ 2.7	1.9	0.9	0.8	0.5	----	65/1133	338/ 8.1	5.7	3.3	185				WTRG-F

12+ FM SHARE (METRO): 89.75% (569 of 634) (FAL 88: 93.85%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIKS-F	1 WIKS-F>>	1 WIKS-F>>	1 WIKS-F>	1 WIKS-F>	1 WRNS-AF	1 WIKS-F>	1 WIKS-F	1 WIKS-F>	1 WIKS-F>>	1 WIKS-F>>
2 WDLX-F	2 WDLX-F>	2 WRNS-AF	2 WRNS-AF>	2 WRNS-AF>	2 WIKS-F	2 WRNS-AF>	2 WRNS-AF>	2 WDLX-F>	2 WRNS-AF>	2 WRNS-F>
3	3 WRNS-AF<	3 WDLX-F	3 WKOO-F	3 WKOO-F	3 WNCT-F>	3 WDLX-F>	3 WNCT-F>	3 WDLX-F>	3 WRNS-AF	3 WDLX-F
4	4 WZYC-F	4 WKOO-F	4 WSFL-AF	4 WSFL-AF>	4 WKOO-F	4 WNCT-F<	4 WKOO-F	4 WNCT-F	4	4 WJCV >
5	5 WXQR-F	5 WSFL-AF<	5 WDLX-F	5 WDLX-F	5 WSFL-AF	5 WSFL-AF	5 WSFL-AF	5 WKOO-F	5	5 WHITE-F
6	6	6 WZYC-F	6	6 WTRG-F	6	6 WKOO-F	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WIKS-F>	1 WIKS-F>>	1 WIKS-F>>	1 WIKS-F>>	1 WIKS-F>>	1 WIKS-F>	1 WIKS-F>>	1 WIKS-F>>	1 WIKS-F>>	1 WIKS-F>
2 WHITE-F	2 WDLX-F>	2 WSFL-AF	2 WDLX-F<	2 WRNS-AF	2 WXQR-F	2 WXQR-F	2 WRNS-AF	2 WRNS-AF>	2 WRNS-AF>
WDLX-F>>	3 WHITE-F	3 WDLX-F	3 WRNS-AF>	3 WSFL-AF	3 WDLX-F>	3 WDLX-F	3 WZYC-F	3 WDLX-F	3 WKOO-F>
4 WRNS-AF	4 WSFL-AF	4 WRNS-AF	4 WSFL-AF	4 WKOO-F	4 WZYC-F	4 WZYC-F	4 WSFL-AF	4 WKOO-F	4 WSFL-AF
WZYC-F	5 WRNS-AF	5 WKOO-F	5 WHITE-F	5 WNCT-F	5 WRNS-AF	5 WRNS-AF	WGTM	5 WZYC-F	5 WTRG-F
6	6	6	6 WKOO-F	WDLX-F	6 WLAS	6	WKOO-F	WXQR-F	6

FORMATS	AM	FM	TOTAL	%	FAL 88	OTHER RATED STATIONS	METRO CUME TSA TSA
					%		SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		72 (2)	72 (2)	11.4	11.8	WCZI-F 98.3	Washington/Grnv 0.4/2.0/ 3/ 85
AOR/CLASSIC		60 (3)	60 (3)	9.5	14.4	WELS 1010	Kinston 1.6/3.0/ 14/ 138
AC/OLDIES/SOFT ROCK	2 (1)	68 (5)	70 (6)	11.0	10.2	WJCV 1290	Jacksonville 0.5/1.6/ 4/ 65
MOR/VARIETY	6 (1)		6 (1)	0.9	2.9	WJNC 1240	Jacksonville 0.8/2.5/ 6/ 105
COUNTRY	10 (2)	95 (3)	105 (5)	16.6	24.8	WKCP-F 97.7	Kinston 0.7/1.2/ 6/ 65
BLACK/URBAN	10 (1)	158 (3)	168 (4)	26.5	23.3	WKJA-F 92.1	Belhaven 0.7/2.0/ 5/ 84
BEAUTIFUL/EASY	3 (1)	44 (1)	47 (2)	7.4	8.9	WLAS 910	Jacksonville 1.1/1.7/ 9/ 94
NEWS/TALK						WNCT 1070	Greenville 0.4/1.4/ 3/ 106
NOSTALGIA					0.5	WOOW 1340	Greenville 1.4/2.9/ 10/ 134
RELIGION/GOSPEL	18 ()		18 (1)	2.8		WRHT-F 96.3	Morehead City 0.5/3.2/ 4/ 136
SPANISH						WRQR-F 94.3	Farmville/Grnvl 1.2/3.1/ 9/ 130
CLASSICAL							
JAZZ/NEW AGE						WGTM 590	Wilson 2.5/4.6/ 28/ 380
UNKNOWN/OTHERS	16 (2)	72 (4)	88 (6)	13.9	3.2	WKTC-F 96.9	Tarboro/Rky Mnt 1.2/3.3/ 53/ 650
	65 (9)	569 (21)	634 (30)			WOKN-F 102.3	Goldsboro/Wilsn 0.4/2.7/ 10/ 335
						WRAL-F 101.5	Raleigh 0.5/3.5/ 49/ 854
						WRDU-F 106.1	Wilson 1.5/4.8/ 66/ 835
						WBBS-F 99.9	Burgaw 1.2/3.9/ 24/ 337
						WZFX-F 99.1	Whiteville 1.0/4.0/ 23/ 400

RADIO STATIONS

WOOW, 1340, 1 KW (DA-1)	BLACK/GOSPEL	\$ 9.00 (Southern)	(GREENVILLE)
WDLX-F, 93.3, 100 KW @ 1800, CHR		\$ 30.00 (Banner)	(WASHINGTON)
WHITE-F, 103.7, 50 KW @ 400, ??		\$ N/A (Mc-Guild)	(WILLIAMSTON)
WIKS-F, 101.9, 100 KW @ 1020, BLACK		\$ 36.00 (HNWH)	(NEW BERN)
WNCT-F, 107.9, 100 KW @ 1800, BTFL/EZ		\$ 22.00 (Katz)	Park (GREENVILLE)
WKOO-F, 98.7, 100 KW @ 1015, ??		\$ 16.00 (Eastman)	(JACKSONVILLE)
WRNS-F, 95.1, 100 KW @ 1500, COUNTRY		\$ 38.00 (Mc-Guild)	Pinnacle (KINSTON)
WSFL-F, 106.5, 100 KW @ 915, AC		\$ 20.00 (Eastman)	Caravelle (NEW BERN)
WXQR-F, 105.3, 3 KW @ 275, AOR	SOURCE, ABC F,	\$ 14.00 (T-N)	(JACKSONVILLE)
WZYC-F, 103.3, 100 KW @ 600, AOR	ABC R,	\$ 17.00 (Mc-Guild)	(NEWPORT)

MISCELLANEOUS COMMENTS: WRCM-F changes to WKOO-F (Sep)...WFTC changes to WRNS-A and simulcasts with FM (Aug)...WBRE changes to WCZI and format to AC...

GREENVILLE-SPARTANBURG

Arbitron Rank/Pop (12+): 68/522,100
 MSA Rank/Pop: 80/631,000
 ADI #36 (w/ Asheville)
 Average Person Ratings: 17.0
 Market TSL: 22.50 hours

Stations: 25/18
 Diaries: 957/546:1/55.5%
 Sample Target: 900
 % Below Line: 8.8
 % Not Listed: 12.6

1989 Revenue: \$20,600,000
 HH Inc.: \$23,181
 Retail \$: 4.4 Bil
 Pop per Station: 29,005
 #1 Biller: WESC-AF \$4,800,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	CUME/CUME RATING	SPG 89	FAL 88	% Conversion	25-54	Birch Share	Birch AQH	Birch Cume	
1. WESC-F (C)	105/11.8	12.8	9.3	12.4	12.0	11.6	285/2947	1159/22.2	20.8	22.1	97	10.0	96	982	WESC-F	
2. WMYI-F (AC)	101/11.4	10.4	9.4	8.6	5.0	9.9	210/2795	1312/25.1	19.8	15.1	132	10.1	97	992	WMYI-F	
3. WSSL-F (C)	83/ 9.3	11.1	8.4	8.1	10.5	9.2	177/2212	911/17.4	19.6	21.9	106	10.4	100	914	WSSL-F	
4. WANS-F (CHR)	74/ 8.3	9.3	10.4	11.8	11.2	9.9	139/1915	1005/19.2	18.5	23.8	43	0.0	0	21	WANS-F	
5. WSPA-F (EZ)	70/ 7.9	7.2	7.3	8.3	8.1	7.7	51/1670	779/14.9	14.7	14.7	78	4.3	41	634	WSPA-F	
6. WLWZ-F (B)	54/ 6.1	6.1	7.8	5.4	5.3	6.3	59/558	488/ 9.3	11.5	11.1	102	8.9	86	663	WLWZ-F	
7. WFBC-F (AC)	50/ 5.6	7.9	9.0	8.7	8.7	7.8	93/1686	849/16.3	21.0	22.9	100	4.9	47	625	WFBC-F	
8. WCKN-F (AOR)	48/ 5.4	5.7	4.1	5.2	4.5	5.1	93/1026	607/11.6	10.3	14.0	111	7.4	71	797	WCKN-F	
9. WCKZ-F (CHR)	39/ 4.4	3.8	3.8	4.7	2.7	4.2	81/846	433/ 8.3	8.3	5.9	105	5.1	49	606	WCKZ-F	
10. WHYZ (B)	27/ 3.0	0.7	1.3	2.4	4.1	1.9	28/158	148/ 2.8	2.7	6.4	160	0.5	5	132	WHYZ	
11. WSPA (MOR)	19/ 2.1	2.1	2.3	3.4	2.0	2.5	21/503	353/ 6.8	5.8	6.8	86	1.5	14	177	WSPA	
12. WFBC (N/T)	18/ 2.0	1.5	2.5	1.6	1.9	1.9	23/370	267/ 5.1	5.5	5.1	60	1.8	17	186	WFBC	
13. WBBO-F (J/NA)	14/ 1.6	1.1	2.1	1.3	1.6	1.5	31/517	286/ 5.5	5.6	3.2	150	2.9	28	234	WBBO-F	
14. WMUU-F (EZ)	12/ 1.3	1.2	1.1	1.1	2.1	1.2	21/500	292/ 5.6	4.1	4.8	46	1.5	14	237	WMUU-F	
WASC (B)	12/ 1.3	1.3	1.0	0.5	1.1	1.0	12/184	184/ 3.5	2.7	3.2	154	0.3	3	80	WASC	

12+ FM SHARE (METRO): 88.67% (689 of 777) (FAL 88: 83.66%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WANS-F>>	1 WMYI-F	1 WMYI-F>	1 WMYI-F>	1 WMYI-F	1 WESC-F	1 WMYI-F<	1 WESC-F	1 WMYI-F	1 WANS-F>	1 WSSL-F<
2 WCKZ-F>	2 WCKN-F	2 WESC-F	2 WESC-F	2 WESC-F	2 WSPA-F	2 WESC-F>	2 WMYI-F	2 WESC-F	2 WLWZ-F>	2 WMYI-F>
3 WLWZ-F	3 WANS-F<	3 WSSL-F	3 WSSL-F>	3 WSSL-F>	3 WSSL-F	3 WSSL-F	3 WSPA-F<	3 WSPA-F<	3 WMYI-F	3 WLWZ-F
4	4 WLWZ-F	4 WLWZ-F	4 WCKN-F	4 WSPA-F	4 WMYI-F	4 WFBC-F	4 WSSL-F>	4 WSSL-F<	4 WCKN-F	4 WSPA-F
5	5 WSSL-F>	5 WCKN-F<	5 WLWZ-F	5 WCKN-F	5 WFBC-F	5 WANS-F	5 WANS-F	5 WCKN-F	5 WSSL-F	5 WESC-F
6	6 WESC-F	6 WANS-F	6 WFBC-F	6 WCKN-F	6	6 WSPA-F	6 WANS-F<	6 WCKN-F	6	6
				7 WFBC-F			7 WFBC-F	7 WLWZ-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 WMYI-F	1 WMYI-F>	1 WMYI-F>	1 WMYI-F>	1 WANS-F	1 WCKN-F>	1 WCKN-F	1 WMYI-F	1 WMYI-F
2 WMYI-F	2 WANS-F	2 WSSL-F	2 WESC-F	2 WESC-F	2 WCKN-F>	2 WMYI-F>	2 WMYI-F	2 WCKN-F	2 WESC-F<
3 WLWZ-F>>	3 WLWZ-F	3 WESC-F	3 WSSL-F	3 WSSL-F	3 WMYI-F	3 WSSL-F	3 WSSL-F>	3 WESC-F	3 WSSL-F
4 WSSL-F	4 WSSL-F	4 WLWZ-F	4 WLWZ-F	4 WSPA-F	4 WLWZ-F>	4 WLWZ-F	4 WHYZ >	4 WSSL-F	4 WCKN-F>
5 WFBC-F	5 WCKZ-F	5 WANS-F	5 WANS-F	5 WLWZ-F	5 WESC-F	5 WANS-F	5 WLWZ-F	5 WANS-F	5 WLWZ-F
6 WCKN-F	6 WESC-F	6	6 WFBC-F	6 WFBC-F	6	6	6 WBBO-F	6 WLWZ-F	6

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME TSA
						SHARE/RTG/AQH/CUME	
TOP 40/CHR/CONTEMP		44 (2)	44 (2)	5.7	14.9	WBBO 780 Forest City	0.1/0.2/ 2/ 25
AOR/CLASSIC		53 (2)	53 (2)	6.8	5.4	WBRR 1580 Travlrs Rst/Grn	0.3/1.6/ 3/ 81
AC/OLDIES/SOFT ROCK		168 (4)	168 (4)	21.6	15.8	WESC 660 Greenville	0.6/2.4/ 17/ 242
MOR/VARIETY	19 (1)		19 (1)	2.4	5.9	WSSL 1440 Greenville	0.3/1.0/ 4/ 105
COUNTRY	8 (2)	188 (2)	196 (4)	25.2	26.4		
BLACK/URBAN	39 (2)	54 (1)	93 (3)	12.0	14.6	WBFM-F 98.1 Seneca	1.0/2.1/ 18/ 210
BEAUTIFUL/EASY		82 (2)	82 (2)	10.6	11.3	WBT -F 107.9 Charlotte	0.7/4.0/ 27/ 441
NEWS/TALK	18 (1)		18 (1)	2.3	2.1	WKSF-F 99.9 Asheville/Grnvl	0.6/3.6/200/1735
NOSTALGIA						WHIT-F 106.9 Black Mountain	0.3/1.3/ 32/ 420
RELIGION/GOSPEL	3 (1)	3 (1)	6 (2)	0.8	0.5	WROQ-F 95.1 Charlotte	0.6/2.4/ 15/ 279
SPANISH						WVMG-F 96.1 Shelby	1.2/2.4/ 22/ 371
CLASSICAL							
JAZZ/NEW AGE	1 (1)	14 (1)	15 (2)	1.9	1.7		
UNKNOWN/OTHERS		9 (1)	9 (1)	1.2	1.4		
	88 (8)	615 (16)	777 (24)				

RADIO STATIONS

WASC, 1530, 1 KW , BLACK ABC C, NBN, \$ 14.00 (---)
 WFBC, 1330, 5 KW (DA-N) , NEWS/TALK NBC, SUN, \$ 22.00 (Katz) Multimedia
 WHYZ, 1070, 50 KW (DAYS, DA) , BLACK SBN, ABC C, \$ -- (HNWH)
 WSPA, 950, 5 KW (DA-N) , MOR CBS, \$ 23.00 (Mc-Guild)
 WANS-F, 107.3, 100 KW @ 1008, CHR , \$ 39.00 (Christal) Degree
 WBBO-F, 93.3, 87 KW @ 2000, NAC/JAZZ , \$ 21.00 (Eastman)
 WCKN-F, 101.1, 100 KW @ 994, CLASSIC AOR ABC R, \$ 36.00 (Durpetti) ABS
 WESC-F, 92.5, 95 KW @ 2000, COUNTRY ABC F, \$ 90.00 (Banner)
 WFBC-F, 93.7, 100 KW @ 1840, AC ABC D, \$ 86.00 (Katz) Multimedia
 WLWZ-F, 103.9, 3 KW @ 328, BLACK , \$ 30.00 (Eastman) Voyager
 WMUU-F, 94.5, 100 KW @ 1200, BTFL/EZ APR, \$ 18.00 (---)
 WMYI-F, 102.5, 20 KW @ 1750, AC , \$ 70.00 (Republic) AmCom
 WSPA-F, 98.9, 100 KW @ 1910, BTFL/EZ , \$ 40.00 (Mc-Guild)
 WSSL-F, 100.5, 100 KW @ 1280, COUNTRY MBS, \$ 55.00 (Christal)

MISCELLANEOUS COMMENTS: WAIM, WCKN-F (Anderson) sold to ABS for \$6,000,000 (Americom)

HARRISBURG

Arbitron Rank/Pop (12+): 74/497,200

Stations: 28/16
Diaries: 853/583:1/54.8%
Sample Target: 880
% Below Line: 20.2
% Not Listed: 12.5

1989 Revenue: \$13,100,000
HH Inc.: \$29,989
Retail \$: 5.2 Bil
Pop per Station: 31,075
#1 Biller: WNNK-F \$5,700,000

MSA Rank/Pop: 87/592,000

ADI # 46 (w/York & Lancaster)

Average Person Ratings: 16.4

Market TSL: 21.75 hours

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion	Birch Share	Birch AQH	Birch Cume
1. WNNK-F (CHR)	160/19.6	17.0	19.0	19.9	20.8	18.9	178/2283	1847/37.1	38.3	40.9	108	27.4	194	1840
2. WRKZ-F (C)	79/ 9.7	7.2	9.9	10.7	7.7	9.4	206/2200	830/16.7	18.6	14.5	127	8.2	58	538
3. WTPA-F (AOR)	54/ 6.6	6.3	6.6	5.8	6.0	6.3	71/1008	627/12.6	12.5	12.1	139	9.7	69	669
4. WHP (MOR)	48/ 5.9	5.4	6.1	8.7	7.1	6.5	57/1060	783/15.7	15.0	14.9	56	5.5	39	642
5. WQXA-F (CHR)	46/ 5.6	3.9	2.8	2.3	4.2	3.7	113/1952	716/14.4	12.6	13.6	63	3.2	23	475
6. WIMX-F (AC)	44/ 5.4	4.1	4.6	5.8	6.4	5.0	53/795	623/12.5	12.0	15.9	135	3.9	28	489
7. WNCE-F (EZ)	37/ 4.5	6.0	7.4	5.7	5.9	5.9	133/1656	436/ 8.8	12.0	12.7	73	2.7	19	259
8. WWKL-F (O)	29/ 3.6	4.6	2.9	3.1	1.0	3.5	54/844	394/ 7.9	6.6	4.9	147	4.7	33	313
WHYL (BB)	29/ 3.6	0.7	0.2	0.5	0.4	1.3	36/379	293/ 5.9	0.0	0.0	11	2.7	19	231
WHP -F (AC)	29/ 3.6	6.3	4.8	4.9	4.6	4.9	37/686	516/10.4	12.1	15.1	117	3.5	25	406
11. WHYL-F (C)	21/ 2.6	2.9	3.9	2.5	2.9	3.0	21/324	290/ 5.8	8.9	7.1	135	4.2	30	389
12. WLBR (MOR)	16/ 2.0	3.0	2.2	2.3	2.9	2.4	18/348	323/ 6.5	6.2	7.4	100			
13. WHTF-F (AOR)	15/ 1.8	2.9	1.7	1.6	2.2	2.0	67/1044	285/ 5.7	7.2	8.5	111	1.1	8	244
WCMB (O)	15/ 1.8	2.4	2.4	1.4	1.4	2.0	16/359	317/ 6.4	7.1	8.2	133	2.0	14	156
15. WDAC-F (REL)	14/ 1.7	0.9	0.8	1.2	0.6	1.1	80/845	236/ 4.7	2.7	2.6	106	0.8	6	108

12+ FM SHARE (METRO): 81.91% (584 of 713) (FAL 88: 81.00%)

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

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		221 (4)	221 (4)	31.0	31.8	WAHT 1510	Annville-Cleona 0.9/2.1/ 7/ 110
AOR/CLASSIC		74 (3)	74 (3)	10.4	10.8	WIOO 1000	Carlisle 0.4/1.4/ 3/ 77
AC/OLDIES/SOFT ROCK	15 (1)	109 (4)	124 (5)	17.4	19.0	WKBO 1230	Harrisburg 1.0/5.1/ 10/ 273
MOR/VARIETY	67 (3)		67 (3)	9.4	13.1	WUFM-F 100.1	Lebanon 0.4/2.3/ 4/ 159
COUNTRY		123 (5)	123 (5)	17.3	13.9	WWII 720	Shirmonstwn/Hrsb 0.4/1.7/ 3/ 102
BLACK/URBAN							
BEAUTIFUL/EASY		37 (1)	37 (1)	5.2	7.8	WARM-F 103.3	York 0.9/4.4/120/1716
NEWS/TALK	8 (1)		8 (1)	1.1		WGCB-F 96.1	Gettysburg 0.4/1.5/ 7/ 259
NOSTALGIA	29 (1)		29 (1)	4.1	2.4	WGRX-F 100.7	Westminster/Bal 0.6/3.0/ 30/ 556
RELIGION/GOSPEL		17 (2)	17 (2)	2.4	0.7	WGTY-F 107.7	Gettysburg 1.5/2.3/ 60/ 635
SPANISH						WIOV-F 105.1	Ephrata/Lncstr 1.0/1.7/ 82/1151
CLASSICAL						WLAN-F 96.9	Lancaster 0.4/2.9/ 76/1447
JAZZ/NEW AGE						WQXX-F 94.1	Sunbury 0.4/1.4/ 6/ 224
UNKNOWN/OTHERS	10 (2)	3 (1)	13 (3)	1.8	0.6	WYCR-F 98.5	York/Hanover 1.5/5.5/102/1610
	129 (8)	584 (20)	713 (28)				

RADIO STATIONS

WCMB, 1460, 5 KW (DA-N), OLDIES, NBC, TALKNT, \$ 20.00 (Eastman)
WHP, 580, 5 KW (DA-N), MOR, CBS, NBC, \$ 33.00 (Katz)
WLBR, 1270, 5 KW/1 KW (DA-2), MOR, ABC I, \$ 16.00 (K & P) (LEBANON)

WWKL-F, 94.9, 25 KW @ 700, OLDIES, \$ 25.00 (Banner) Barnstable
WHYL-F, 102.3, 3 KW @ 328, COUNTRY, APR, \$ 28.00 (---)
WIMX-F, 99.3, 3 KW @ 328, AC, \$ 34.00 (Eastman)
WNNK-F, 104.1, 22 KW @ 726, CHR, APR, \$ 94.00 (Christal) Keymarket
WRKZ-F, 106.7, 50 KW @ 500, COUNTRY, ABC E, \$ 70.00 (Torbet) Zimmerman
WTPA-F, 93.5, .8 KW @ 740, AOR, ABC R, \$ 29.00 (Republic)
WHP-F, 97.3, 17 KW @ 840, SOFT AC, \$ 40.00 (Katz)

OTHER RANKED STATIONS -- See Harrisburg and York MISCELLANEOUS COMMENTS: WHKS changes calls to WWKL...WWKL reclassified as OLDIES...

HARTFORD

Arbitron Rank/Pop (12+): 40/982,400
 MSA Rank/Pop: 43/1,120,000
 ADI # 23 (w/New Haven)
 Average Person Ratings: 18.2
 Market TSL: 23.75 hours

Stations: 25/15
 Diaries: 1186/828:1/48.3%
 Sample Target: 1230
 % Below Line: 14.5
 % Not Listed: 12.8

1989 Revenue: \$36,900,000
 HH Inc.: \$37,576
 Retail \$: 10.0 Bil
 Pop per Station: 65,493
 #1 Biller: WTIC \$9,200,000 9

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WTIC (MOR)	268/15.0	15.5	15.9	16.5	15.8	15.7	341/4131	2790/28.4	33.6	33.4	49	17.4	266	3187	WTIC
2. WTIC-F (CHR)	201/11.2	12.7	13.7	10.3	12.2	12.0	320/4825	2932/29.8	30.7	34.7	88	15.3	234	3172	WTIC-F
3. WXYZ-F (C)	139/ 7.8	5.7	7.4	5.7	5.6	6.7	257/2916	1556/15.8	16.0	11.3	113				WXYZ-F
4. WRCH-F (AC)	135/ 7.6	8.0	9.0	9.4	9.7	8.5	227/3037	1673/17.0	19.6	20.5	124	6.2	95	1053	WRCH-F
5. WIOF-F (AC)	123/ 6.9	4.8	5.6	4.7	5.9	5.5	172/2538	1645/16.7	13.9	17.2	128	3.1	47	947	WIOF-F
6. WDRC-F (AC)	114/ 6.4	4.8	5.9	7.1	7.8	6.1	205/3236	1749/17.8	16.9	16.6	177	4.7	72	1347	WDRC-F
7. WHCN-F (AOR)	104/ 5.8	5.8	6.1	6.4	5.3	6.0	186/3032	1644/16.7	17.2	16.0	109	6.5	99	1710	WHCN-F
WCCC-F (AOR)	104/ 5.8	6.6	5.1	6.1	4.4	5.9	157/2750	1638/16.7	16.9	13.1	110	8.0	122	1384	WCCC-F
9. WKSS-F (CHR)	95/ 5.3	5.9	4.0	4.8	4.9	5.0	154/3400	1908/19.4	18.5	16.2	68	5.8	89	1813	WKSS-F
10. WPOP (N/T)	46/ 2.6	2.5	1.9	2.4	2.7	2.3	52/980	881/ 9.0	9.2	10.5	77	2.0	30	984	WPOP
11. WNEZ (EZ)	38/ 2.1	1.7	3.1	4.1	3.0	2.8	43/485	417/ 4.2	6.5	6.2	29	1.1	17	537	WNEZ
12. WDRC (AC)	32/ 1.8	1.2	1.0	1.2	0.9	1.3	39/514	389/ 4.0	3.8	4.9	144	0.9	13	238	WDRC
13.															
14.															
15.															

12+ FM SHARE (METRO): 72.82% (1136 of 1560) (FAL 88: 72.68%)

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 WDRC-F	1 WDRC-F	1 WTIC-F>>	1 WTIC >>	1 WRCH-F	1 WTIC-F	1 WTIC-F	1 WTIC >>
2 WKSS-F	2 WHCN-F<	2 WDRC-F	2 WTIC-F	2 WTIC-F	2 WRCH-F<	2 WTIC-F>	2 WTIC <	2 WTIC	2 WTIC >	2 WTIC-F>
3	3 WCCC-F	3 WHCN-F	3 WRCH-F	3 WRCH-F	3 WXYZ-F>	3 WCCC-F>	3 WIOF-F	3 WXYZ-F	3 WKSS-F>	3 WXYZ-F
4	4 WIOF-F	4 WIOF-F<	4 WIOF-F	4 WXYZ-F	4 WDRC-F	4 WXYZ-F<	4 WXYZ-F	4 WRCH-F	4 WHCN-F	4 WDRC-F
5	5 WKSS-F	5 WCCC-F	5 WXYZ-F	5 WIOF-F	5 WIOF-F	5 WRCH-F<	5 WTIC-F	5 WIOF-F	5 WXYZ-F	5 WRCH-F
6	6	6 WRCH-F	6 WCCC-F<	6 WTIC	6	6 WDRC-F	6 WDRC-F	6 WDRC-F<	6	6 WPOP
7	7	7 WXYZ-F<	7 WHCN-F	7 WCCC-F<	7	7	7	7 WHCN-F<	7	7 WKSS-F
8	8	8 WKSS-F	8	8 WHCN-F>	8	8	8	8 WKSS-F	8	8 WKCI-F>
9	9	9	9	9	9	9	9	9	9	9 WIOF-F
10	10	10	10	10	10	10	10	10	10	10 WHCN-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 WTIC-F	1 WTIC-F	1 WAQY-F<	1 WHCN-F	1 WHCN-F<	1 WCCC-F	1 WHCN-F<	1 WDRC-F
2 WIOF-F	2 WIOF-F>>	2 WIOF-F>>	2 WIOF-F	2 WIOF-F<	2 WTIC-F	2 WCCC-F	2 WHCN-F>	2 WCCC-F	2 WXYZ-F<
3 WKSS-F>	3 WKSS-F	3 WXYZ-F	3 WDRC-F	3 WDRC-F	3 WCCC-F	3 WTIC-F>	3 WTIC-F	3 WTIC-F	3 WCCC-F
4 WAQY-F	4 WCCC-F	4 WHCN-F	4 WRCH-F>	4 WRCH-F	4 WKSS-F>>	4 WKSS-F	4 WDRC-F>	4 WDRC-F	4 WRCH-F<
5 WCCC-F	5 WHCN-F	5 WXYZ-F	5 WXYZ-F	5 WTIC-F	5 WKCI-F>	5 WDRC-F	5 WXYZ-F	5 WXYZ-F	5 WHCN-F
6 WHCN-F>	6	6 WCCC-F>	6 WKSS-F	6 WXYZ-F	6 WPLR-F	6	6 WXYZ-F	6 WRCH-F<	6 WTIC-F
7 WLVH-F	7	7	7	7	7 WAQY-F>	7	7 WKSS-F>	7 WKSS-F	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

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		315 (3)	315 (3)	20.2	21.7	WCCC 1290 Hartford	0.1/0.6/ 2/ 69		
AOR/CLASSIC	2 (1)	265 (5)	267 (6)	17.1	14.1	WLVH 1230 Manchester	0.5/1.3/ 9/ 127		
AC/OLDIES/SOFT ROCK	32 (1)	256 (4)	288 (5)	18.5	18.4	WLVH-F 93.7 Hartford	1.1/1.5/ 33/ 261		
MOR/VARIETY	268 (1)		268 (1)	17.2	18.4	WRYM 840 New Britain	0.6/1.3/ 10/ 148		
COUNTRY		145 (2)	145 (2)	9.3	7.3				
BLACK/URBAN					0.4	WAQY-F 102.1 Springfield	1.6/6.9/123/1892		
BEAUTIFUL/EASY	38 (1)	135 (1)	173 (2)	11.1	11.5	WCBS 880 New York	0.4/2.2/ 37/1137		
NEWS/TALK	65 (3)		65 (3)	4.2	3.5	WCTY-F 97.7 Norwich	0.3/0.8/ 38/ 537		
NOSTALGIA					3.5	WFAN 660 New York	0.7/2.9/ 57/1095		
RELIGION/GOSPEL						WHYN-F 93.1 Springfield	0.3/2.7/ 94/1594		
SPANISH	9 (1)	20 (1)	29 (2)	1.9		WKCI-F 101.3 Hamden	1.1/6.8/192/2930		
CLASSICAL						WMAS-F 94.7 Springfield	0.7/2.9/ 86/1223		
JAZZ/NEW AGE						WPLR-F 99.1 New Haven	1.0/7.7/ 96/1897		
UNKNOWN/OTHERS	10 (1)		10 (1)	0.6	1.2	WRRX-F 103.7 Westerly/prov	0.6/1.4/ 48/ 916		
	424 (9)	1136 (16)	1560 (25)						

RADIO STATIONS

AM STATIONS

WDRC,	1360,	5 KW (DA-N)	, OLDIES	, \$ 33.00 (Mc-Guild)	Buckley
WNEZ,	910,	5 KW (DA-N)	, NOSTALGIA	, \$ 32.00 (Banner)	
WPOP,	1410,	5 KW (DA-2)	, NEWS/TALK	CBS, \$ 50.00 (Eastman)	Merv Griffin
WTIC,	1080,	50 KW (DA-N)	, MOR	NBC, \$ 190.00 (Katz)	Chase
WRYM,	840,	1 KW (DAYS)	, HISPANIC	\$ 20.00 (Caballero)	

FM STATIONS

WCCC-F,	106.9,	23 KW @ 720,	AOR	SOURCE, ABC C, \$ 40.00 (Durpetti)	
WDRC-F,	102.9,	20 KW @ 810,	OLDIES	, \$ 100.00 (Mc-Guild)	Buckley
WHCN-F,	105.9,	16 KW @ 867,	AOR	ABC R, \$ 61.00 (Christal)	Beck-Ross
WIOF-F,	104.1,	18 KW @ 835,	AC	RADRAD, \$ 64.00 (Eastman)	Merv Griffin (WATERBURY)
WKSS-F,	95.7,	17 KW @ 880,	CHR	APR, \$ 57.00 (MMR)	Precision
WLVH-F,	93.7,	21 KW @ 780,	HISPANIC	CRC, \$ 28.00 (Katz Hisp.)	First City
WRCH-F,	100.5,	8 KW @ 1250,	SOFT AC	, \$ 78.00 (Banner)	
WTIC-F,	96.5,	20 KW @ 810,	CHR	, \$ 155.00 (Katz)	Chase
WWYZ-F,	92.5,	18 KW @ 860,	COUNTRY	US 2, \$ 53.00 (Banner)	(WATERBURY)

MISCELLANEOUS COMMENTS: WLVH is currently broadcasting NOAA weather radio until pending sale is complete...

HONOLULU

Arbitron Rank/Pop (12+): 56/697,400
 MSA Rank/Pop: 61/850,000
 No ADI
 Average Person Ratings: 16.6
 Market TSL: 22.00 hours

Stations: 23/23
 Diaries: 1081/645:1/54.8%
 Sample Target: 1040
 % Below Line: 0.0
 % Not Listed: 6.8

1989 Revenue: \$19,900,000
 HH Inc.: \$35,194
 Retail \$: 6.2 Bil
 Pop per Station: 30,321
 #1 Biller: KSSK \$4,000,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ 1/4/CUME	TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume
1. KQM-Q- <u>AF</u> (CHR)	143/12.4	11.9	13.6	14.6	15.9	13.1			2162/31.0	36.9	34.8	96			KQM-Q- <u>AF</u>
2. KUMU- <u>AF</u> (EZ)	124/10.8	9.6	13.0	12.8	11.2	11.6			1498/21.5	24.9	22.3	92			KUMU- <u>AF</u>
3. KIKI- <u>F</u> (CHR)	118/10.2	9.8	10.5	9.2	9.7	9.9			1564/22.4	24.9	21.1	39			KIKI- <u>F</u>
4. KSSK (MOR)	113/ 9.8	13.0	9.2	8.8	10.6	10.2			1405/20.1	21.3	23.3	120			KSSK
5. KSSK- <u>F</u> (AC)	83/ 7.2	7.2	4.7	6.5	7.0	6.4			1262/18.1	18.9	20.1	103			KSSK- <u>F</u>
6. KRTR- <u>F</u> (AC)	79/ 6.8	7.9	8.3	5.8	6.1	7.2			1088/15.6	19.3	15.7	124			KRTR- <u>F</u>
7. KPOI- <u>F</u> (AOR)	57/ 4.9	6.0	6.5	6.3	6.7	5.9			849/12.2	15.7	16.2	96			KPOI- <u>F</u>
8. KHFX- <u>F</u> (AOR)	52/ 4.5	3.0	2.1	2.7	0.3	3.1			747/10.7	6.6	1.4	127			KHFX- <u>F</u>
9. KCCN (E)	51/ 4.4	5.1	7.1	6.3	3.5	5.7			764/11.0	11.2	10.7	132			KCCN
10. KHHH- <u>F</u> (J/NA)	49/ 4.2	3.4	2.7	3.3	2.5	3.4			586/ 8.4	7.7	7.8	150			KHHH- <u>F</u>
11. KHVH (N/T)	46/ 4.0	4.1	3.5	3.8	4.1	3.8			1063/15.2	11.8	13.9	60			KHVH
12. KIKI (O)	36/ 3.1	3.2	4.1	5.1	5.9	3.9			552/ 7.9	11.4	13.4	142			KIKI
13. KGU (N/T)	29/ 2.5	2.6	2.8	2.8	3.5	2.7			657/ 9.4	7.2	12.1	68			KGU
14. KDEO- <u>F</u> (C)	28/ 2.4	1.4	2.4	1.3	----	1.9			394/ 5.6	4.1	0.0	117			KDEO- <u>F</u>
15. KDEO (C)	17/ 1.5	1.1	1.5	1.3	1.4	1.4			280/ 4.0	4.3	4.3	87			KDEO

12+ FM SHARE (METRO): 65.37% (704 of 1077) (FAL 88: 60.13%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KQM-Q- <u>AF</u>	1 KQM-Q- <u>AF</u> >	1 KQM-Q- <u>AF</u> >	1 KQM-Q- <u>AF</u> >	1 KQM-Q- <u>AF</u>	1 KIKI- <u>F</u> >>	1 KIKI- <u>F</u> <	1 KQM-Q- <u>AF</u> <	1 KQM-Q- <u>AF</u>	1 KSSK
KIKI- <u>F</u> >>	2 KIKI- <u>F</u> <	2 KSSK- <u>F</u>	2 KRTR- <u>F</u> <	2 KSSK	2 KQM-Q- <u>AF</u> >	2 KQM-Q- <u>AF</u>	2 KPOI- <u>F</u>	2 KIKI- <u>F</u>	2 KQM-Q- <u>AF</u>
3 KSSK- <u>F</u>	3 KSSK- <u>F</u>	3 KRTR- <u>F</u>	3 KSSK- <u>F</u>	3 KUMU- <u>AF</u>	3 KPOI- <u>F</u>	3 KPOI- <u>F</u>	3 KHFX- <u>F</u> >	3 KPOI- <u>F</u>	3 KUMU- <u>AF</u>
4 KRTR- <u>F</u>	4 KRTR- <u>F</u> >	4 KSSK >	4 KUMU- <u>AF</u>	4 KRTR- <u>F</u>	4 KSSK- <u>F</u>	4 KHFX- <u>F</u>	4 KSSK- <u>F</u>	4 KHFX- <u>F</u> <	KHFX- <u>F</u>
KPOI- <u>F</u> >	5 KSSK	5 KIKI- <u>F</u>	KIKI- <u>F</u>	5 KSSK- <u>F</u>	5 KRTR- <u>F</u>	5 KSSK- <u>F</u>	KRTR- <u>F</u>	5 KSSK	5 KPOI- <u>F</u>
6 KDEO- <u>F</u> >	6	KCCN	6 KSSK	6	6 KHFX- <u>F</u>	6 KRTR- <u>F</u>	6 KHHH- <u>F</u>	6 KSSK- <u>F</u>	6 KHHH- <u>F</u>
7 KSSK	7	7 KHHH- <u>F</u>	7	7	7	7	7	8 KUMU- <u>AF</u>	KCCN

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP	17 (1)	244 (2)	261 (3)	24.2	27.5	KAIM 870 Honolulu	0.4/1.7/
AOR/CLASSIC		109 (2)	109 (2)	10.1	7.2	KAIM- <u>F</u> 95.5 Honolulu	1.2/3.1/
AC/OLDIES/SOFT ROCK	36 (1)	162 (2)	198 (3)	18.4	20.3	KNDI 1270 Honolulu	0.8/2.6/
MOR/VARIETY	113 (1)		113 (1)	10.5	11.4	KOHO 1170 Honolulu	0.5/1.8/
COUNTRY	17 (1)	28 (1)	45 (2)	4.2	1.5	KWAI 1080 Honolulu	0.7/1.2/
BLACK/URBAN						KZOO 1210 Honolulu	0.9/1.3/
BEAUTIFUL/EASY	26 (1)	98 (1)	124 (2)	11.5	12.1		
NEWS/TALK	75 (2)		75 (2)	7.0	8.2		
NOSTALGIA							
RELIGION/GOSPEL	5 (1)	14 (1)	19 (2)	1.8	2.0		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE		49 (1)	49 (1)	4.5	2.7		
UNKNOWN/OTHERS	84 (5)		84 (5)	7.8	7.1		
	373 (13)	704 (10)	1077 (23)				

RADIO STATIONS

KCCN, 1420, 5 KW, ETHNIC, \$ 25.00 (Roslin)
 KDEO, 940, 10 KW, COUNTRY, MBS, \$ 21.00 (K & P)
 KGU, 760, 10 KW, TALK, CBS, ABC T, \$ 20.00 (Banner)
 KHVH, 990, 5 KW, NEWS/TALK, NBC, ABC I, \$ 28.00 (HNWH)
 KIKI, 830, 10 KW, OLDIES, \$ 24.00 (Christal) Henry
 KSSK, 590, 5 KW, MOR/AC, \$ 90.00 (Eastman) Heftel

KAIM-F, 95.5, 100 KW @ 421, RELIGION, \$ 10.00 (---)
 KDEO-F, 102.7, 100 KW @ 1580, COUNTRY (?), MBS, \$ 23.00 (K & P)
 KHHH-F, 98.5, 100 KW @ 280, JAZZ/NAC, SMN, \$ 24.00 (HNWH)
 KIKI-F, 93.9, 100 KW @ 421, CHR, \$ 37.00 (Christal) Henry
 KHFX-F, 105.1, 100 KW @ 1775, CLASSIC ROCK, \$ N/A (---)

KPOI-F, 97.5, 83 KW @ 46, AOR, \$ 44.00 (Republic)
 KQM-Q-F, 93.1, 54 KW @ -119, CHR, \$ 61.00 (Christal)
 KRTR-F, 96.3, 75 KW @ 2120, AC, \$ 33.00 (Republic)
 KUMU-F, 94.7, 100 KW @ 500, BTFL/EZ, \$ 45.00 (Banner)
 KSSK-F, 92.3, 100 KW @ 1685, AC, \$ 30.00 (Eastman)

MISCELLANEOUS COMMENTS: KIOV changes to KHFX and format to AOR (Aug)...KXPW changes to KSSK-F and format from CHR to AC (A)
 KSSK A/F sold by Heftel for \$6,800,000.

HOUSTON

Arbitron Rank/Pop (12+): 10/2,930,100
 MSA Rank/Pop: 8/3,630,000
 ADI # 11
 Average Person Ratings: 17.5
 Market TSL: 22.75 hours

Stations: 31/31
 Diaries: 2195/1335:1/51.2%
 Sample Target: 2110
 % Below Line: 0.0
 % Not Listed: 11.5

1989 Revenue: \$118,000,000
 HH Inc.: \$30,639
 Retail \$: 28.1 Bil
 Pop per Station: 94,519
 #1 Biller: KIKK-AF \$12,900,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ 1/4/CUME	TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KMJQ-F (B)	415/ 8.1	8.6	9.1	8.8	9.8	8.7	427/4368	4130/14.1	14.4	14.7	105	8.7	489	5416	KMJQ-F	
2. KILT-F (C)	372/ 7.3	7.5	8.2	6.4	4.6	7.3	417/5974	5152/17.6	18.3	13.2	115	7.0	397	4225	KILT-F	
3. KIKK-F (C)	363/ 7.1	6.9	6.5	8.8	6.8	7.3	402/5830	5178/17.7	17.2	16.4	100	8.8	495	5479	KIKK-F	
4. KLTR-F (AC)	320/ 6.2	5.5	4.2	3.7	3.8	4.9	325/4294	4120/14.1	12.2	12.0	126	3.3	185	2192	KLTR-F	
5. KKBQ-AF (CHR)	314/ 6.2	6.7	6.6	6.5	7.5	6.5	326/6259	5921/20.2	21.5	21.8	79	6.4	359	6683	KKBQ-AF	
6. KLOL-F (AOR)	297/ 5.8	5.0	7.0	4.3	5.2	5.5	348/4861	4206/14.4	16.6	13.2	105	7.9	445	4648	KLOL-F	
7. KODA-F (EZ)	285/ 5.6	5.0	5.9	5.3	6.1	5.4	301/4644	4265/14.6	13.1	15.2	100	4.1	229	3124	KODA-F	
8. KTRH (N/T)	255/ 5.0	5.9	5.8	6.0	5.7	5.7	295/5346	4629/15.8	17.8	17.9	70	4.3	241	3524	KTRH	
9. KZFX-F (AOR)	179/ 3.5	3.5	3.3	4.3	3.7	3.7	189/3166	2867/ 9.8	10.1	10.4	129	4.8	271	3286	KZFX-F	
KRBE-F (CHR)	179/ 3.5	4.6	5.5	5.8	6.0	4.8	197/5730	4999/17.1	19.3	19.6	69	5.3	300	5792	KRBE-F	
11. KLDE-F (O)	178/ 3.5	3.2	2.9	2.9	2.5	3.1	201/3519	3293/11.2	11.2	8.7	143	2.8	160	2375	KLDE-F	
12. KQUE-F (BB)	166/ 3.2	3.7	3.8	4.8	3.4	3.9	168/2344	2278/ 7.8	7.5	7.7	78	2.8	159	2036	KQUE-F	
13. KPRC (T)	145/ 2.8	3.2	2.3	2.8	4.0	2.8	154/3014	2882/ 9.8	7.0	10.5	75	2.4	137	2110	KPRC	
14. KNRJ-F (CHR)	132/ 2.6	3.3	3.2	2.5	3.8	2.9	142/3256	2986/10.2	11.3	10.4	46	5.3	297	3649	KNRJ-F	
15. KFMK-F (O)	115/ 2.2	3.5	3.6	2.8	4.3	3.0	149/2883	2560/ 8.7	10.2	9.5	145	3.0	170	2183	KFMK-F	
16. KHYS-F (B)	112/ 2.2	1.4	1.3	1.2	1.0	1.5	183/2736	2234/ 7.6	4.5	2.5	45	3.7	206	3698	KHYS-F	
17. KLAT (SP)	87/ 1.7	1.0	0.8	1.8	1.3	1.3	88/1341	1312/ 4.5	2.5	2.6	112	1.6	88	892	KLAT	
18. KXYZ (SP)	76/ 1.5	1.1	1.5	1.0	1.3	1.3	76/1057	1057/ 3.6	3.4	2.6	133	1.2	67	951	KXYZ	
19. KQK-F (SP)	69/ 1.3	0.6	0.4	0.5	0.4	0.7	71/832	774/ 2.6	1.8	1.8	92	1.2	70	717	KQK-F	
KHCB-F (REL)	69/ 1.3	1.0	1.2	0.8	1.0	1.1	74/939	878/ 3.0	3.1	3.3	92	1.5	83	677	KHCB-F	
21. KEYH (SP)	67/ 1.3	0.3	0.6	0.7	1.1	0.7	70/600	650/ 2.2	1.2	1.5	154	0.5	30	323	KEYH	
22. KWWJ (REL)	57/ 1.1	0.4	0.7	0.5	---	0.7	57/707	707/ 2.4	2.0	0.0	82				KWWJ	
23. KLVL (SP)	54/ 1.1	0.3	---	0.6	0.3	0.5	54/565	565/ 1.9	0.0	0.9	109	0.4	25	517	KLVL	
24. KYOK (B)	50/ 1.0	1.0	1.2	1.4	1.1	1.1	50/965	965/ 3.3	3.4	3.4	120	0.7	42	648	KYOK	

12+ PM SHARE (METRO): 78.73% (3568 of 4532) (FAL 88: 79.72%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKBQ-AF>	1 KMJQ-F	1 KMJQ-F	1 KMJQ-F	1 KMJQ-F<	1 KTRH	1 KILT-F	1 KLTR-F	1 KMJQ-F	1 KMJQ-F>>	1 KTRH
2 KMJQ-F	2 KLOL-F	2 KLTR-F<	2 KILT-F<	2 KILT-F	2 KILT-F<	2 KMJQ-F	2 KODA-F	2 KILT-F<	2 KKBQ-AF	2 KILT-F
3 KNRJ-F<	3 KLTR-F	3 KILT-F<	3 KLTR-F	3 KLTR-F	3 KIKK-F	3 KTRH <	3 KIKK-F	3 KIKK-F	3 KIKK-F	3 KIKK-F
4 KRBE-F	4 KKBQ-AF	4 KLOL-F	4 KIKK-F	4 KIKK-F	4 KODA-F>	4 KIKK-F<	4 KILT-F<	4 KLTR-F	4 KHYS-F	4 KMJQ-F
5 KHYS-F	5 KZFX-F	5 KIKK-F	5 KLOL-F	5 KLOL-F	5 KQUE-F	5 KLOL-F	5 KMJQ-F	5 KKBQ-AF<	5 KNRJ-F	5 KPRC
6 KILT-F	6 KKBQ-AF	6 KKBQ-AF	6 KKBQ-AF<	6 KODA-F	6 KLTR-F	6 KKBQ-AF	6 KLOL-F	6 KLOL-F	6 KLOL-F	6 KLOL-F
7 KIKK-F	7 KZFX-F	7 KLDE-F<	7 KLDE-F	7	7	7 KLTR-F	7 KTRH	7 KODA-F	7 KLOL-F	7 KODA-F
8	8	8	8 KZFX-F	8 KKBQ-AF	8	8	8 KKBQ-AF	8	8 KTRH	8 KLTR-F<
9	9	9	KODA-F	9	9	9	9	9	9 KRBE-F	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 KLTR-F	1 KLTR-F	1 KLTR-F	1 KLTR-F	1 KLTR-F	1 KLOL-F>	1 KLOL-F	1 KLOL-F	1 KLOL-F	1 KMJQ-F
2 KRBE-F	2 KMJQ-F>	2 KMJQ-F>	2 KILT-F	2 KILT-F	2 KMJQ-F	2 KMJQ-F>	2 KMJQ-F>	2 KMJQ-F	2 KLOL-F
3 KNRJ-F	3 KKBQ-AF	3 KKBQ-AF	3 KMJQ-F	3 KMJQ-F<	3 KKBQ-AF	3 KZFX-F	3 KZFX-F	3 KILT-F	3 KILT-F
4 KMJQ-F	4 KILT-F<	4 KZFX-F	4 KIKK-F	4 KIKK-F	4 KIKK-F	4 KKBQ-AF<	4 KILT-F	4 KIKK-F	4 KIKK-F
5 KILT-F	5 KIKK-F	5 KILT-F<	5 KKBQ-AF	5 KODA-F	5 KZFX-F	5 KILT-F	5 KKBQ-AF	5 KZFX-F	5 KLDE-F<
KIKK-F<	6 KZFX-F<	6 KIKK-F	6 KODA-F	6 KKBQ-AF	6 KILT-F	6 KIKK-F>	6 KIKK-F	6 KKBQ-AF	6 KZFX-F
7 KKBQ-AF	7 KRBE-F	7 KODA-F<	7 KRBE-F	7	7 KRBE-F	7 KLTR-F	7 KLTR-F	7 KLTR-F	7 KTRH
8	8 KODA-F	8	8	8	8	8 KRBE-F	8 KLDE-F	8 KLDE-F	8 KLTR-F
9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10

FORMATS	AM	FM	TOTAL	%	FAL 88	OTHER RATED STATIONS			METRO CUME TSA TSA
	--	--			%				SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP	18 (1)	607 (3)	625 (4)	13.8	15.1	KCOH	1430	Houston	0.9/2.8/ 48/ 834
AOR/CLASSIC	23 (1)	476 (2)	499 (3)	11.0	13.9	KIKK	650	Pasadena	0.7/1.7/ 39/ 535
AC/OLDIES/SOFT ROCK	15 (1)	613 (3)	628 (4)	13.9	18.8	KILT	610	Houston	0.7/4.1/ 39/1329
MOR/VARIETY						KJOJ-F	106.9	Conroe	0.4/1.2/ 24/ 390
COUNTRY	69 (2)	735 (2)	804 (4)	17.7	4.4	KKZR	1070	Houston	0.4/1.1/ 23/ 340
BLACK/URBAN	98 (2)	527 (2)	625 (4)	13.8	6.1	KNUZ	1230	Houston	0.3/1.5/ 15/ 466
BEAUTIFUL/EASY		285 (1)	285 (1)	6.3	5.1				
NEWS/TALK	400 (2)		400 (2)	8.8	15.0				
NOSTALGIA		166 (1)	166 (1)	3.7	2.3				
RELIGION/GOSPEL	57 (1)	90 (2)	147 (3)	3.2	0.6				
SPANISH	284 (4)	69 (1)	353 (5)	7.8	10.9				
CLASSICAL					1.8				
JAZZ/NEW AGE					4.8				
UNKNOWN/OTHERS					1.2				
	964 (14)	3568 (17)	4532 (31)						

AM STATIONS

KCOH, 1430, 1 KW (DAYS)	, BLACK	SBN, NBN, \$ 48.00 (Roslin)	
KEYH, 850, 10 KW (DAYS, DA)	, HISPANIC	, \$ 49.00 (Caballero)	
KIKK, 650, 250 W (DAYS)	, COUNTRY	, \$ N/A (Torbet)	Viacom
KILT, 610, 5 KW (DA-2)	, COUNTRY OLDIES	, \$ N/A (Banner)	Legacy
KKZR, 1070, 10 KW/5 KW (DA-2)	, AOR	SMN, \$ 36.00 (Durpetti)	Susquehanna
KLAT, 1010, 5 KW (DA-2)	, HISPANIC	, \$ 75.00 (Katz Hisp.)	
KPRC, 950, 5 KW (DA-N)	, TALK	CBS, \$ 90.00 (Eastman)	
KTRH, 740, 50 KW (DA-1)	, NEWS/TALK	ABC I, MBS, \$ 168.00 (CBS)	Rusk
KXYZ, 1320, 5 KW (DA-N)	, HISPANIC	, \$ 64.00 (Caballero)	Infinity
KYOK, 1590, 5 KW (DA-N)	, BLACK	SMN, ABC C, \$ 54.00 (Christal)	Noble

FM STATIONS

KFMK, 97.9, 95 KW @ 1900, AC	, \$ 190.00 (Katz)	Cook Inlet
KHCB, 105.7, 100 KW @ 1594, RELIGION	, \$ 30.00 (---)	
KIKK, 95.7, 95 KW @ 1895, COUNTRY	, \$ 215.00 (Torbet)	Viacom
KILT, 100.3, 95 KW @ 1895, COUNTRY	, \$ 195.00 (Banner)	Legacy
KKBQ, 92.9, 97 KW @ 1895, CHR	ABC F, \$ 174.00 (Mc-Guild)	Gannett
KNRJ, 96.5, 97 KW @ 1895, CHR/URBAN	, \$ 125.00 (HNWH)	Nationwide (P)
KLDE, 94.5, 95 KW @ 1895, OLDIES	US 1, \$ 100.00 (Durpetti)	Entercom
KLLOL, 101.1, 95 KW @ 1895, AOR	SOURCE, \$ 167.00 (CBS)	Rusk
KLTR, 93.7, 100 KW @ 1700, AC	RADRAD, \$ 100.00 (CBS)	CBS
KMJQ, 102.1, 100 KW @ 1700, BLACK	, \$ 204.00 (Christal)	Noble
KODA, 99.1, 95 KW @ 1895, EZ	, \$ 184.00 (Group W)	Westinghouse
KQUE, 102.9, 100 KW @ 959, NOSTALGIA	ABC E, \$ 90.00 (Eastman)	
KRBE, 104.1, 95 KW @ 1895, CHR	, \$ 170.00 (Durpetti)	Susquehanna
KZFX, 107.5, 95 KW @ 1947, CLASSIC AOR	, \$ 150.00 (Republic)	Shamrock
KJOJ, 106.9, 90 KW @ 1446, RELIGION	UPI, \$ 23.00 (---)	Ragan Henry (P) (CONROE)

KHYS -- See Beaumont

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

KTRH sold by Rusk to Jacor for \$31,000,000 (E)...KLLOL-F sold by Rusk to Jacor for \$39,000,000 (E) (MVP/Americom)...KNRJ-F sold by Emmis to Nationwide for \$30,000,000 (Morgan Stanley)...KODA-F: From Command to Evergreen for \$28,000,000

HUNTINGTON, WV

Arbitron Rank/Pop (12+): 132/269,900
 MSA Rank/Pop: 147/329,000
 ADI # 51 (w/Charleston)
 Average Person Ratings: 14.6
 Market TSL: 20.00 hours

Stations: 14/11
 Diaries: 764/353:1/56.9%
 Sample Target: 680
 % Below Line: 8.1
 % Not Listed: 15.0

1989 Revenue: \$6,300,000
 HH Inc.: \$21,319
 Retail \$: 2.2 Bil
 Pop per Station: 24,536
 #1 Biller: WTCR-AF \$2,200,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WTCR-AF (C)	117/29.8	29.6	30.3	31.7	33.1	----	160/1716	1195/44.3	46.7	52.8	121	30.3	132	1382	WTCR-AF
2. WKEE-F (CHR)	89/22.6	18.7	18.2	27.1	22.7	----	160/1676	1061/39.3	34.4	37.8	69	27.6	120	1054	WKEE-F
3. WRVC-F (AC)	52/13.2	12.0	9.2	6.5	8.8	----	84/1163	567/22.1	23.9	21.0	145	8.5	37	475	WRVC-F
4. WKLC-F (AOR)	23/ 5.9	5.8	4.7	5.3	7.0	----	42/795	319/11.8	14.2	12.7	68	10.1	44	579	WKLC-F
5. WEMM-F (REL)	11/ 2.8	4.6	6.3	3.5	4.5	----	24/446	280/10.4	10.1	10.0	32	5.5	24	420	WEMM-F
6. WAEZ-F (J/NA)	10/ 2.5	4.4	3.6	3.9	1.3	----	13/220	160/ 5.9	6.6	5.6	52	0.9	4	92	WAEZ-F
7. WLGC-F (MOR)	8/ 2.0	0.7	1.7	0.9	0.8	----	11/219	130/ 4.8	3.0	4.9	155	1.6	7	136	WLGC-F
8. WPAY-F (C)	7/ 1.8	2.3	3.3	2.1	2.1	----	50/715	189/ 7.0	6.5	9.3	222	2.1	9	152	WPAY-F
WKEE (O)	7/ 1.8	3.2	1.7	2.5	2.7	----	7/183	154/ 5.7	7.6	8.4	100	3.0	13	143	WKEE

12+ FM SHARE (METRO): 92.81% (310 of 334) (FAL 88: 89.32%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT	
1 WKEE-F	1 WKEE-F	1 WTCR-AF	1 WTCR-AF	>>1 WTCR-AF	>>1 WTCR-AF	>>1 WTCR-AF	1 WTCR-AF	1 WTCR-AF	>>1 WTCR-AF	1 WKEE-F	1 WTCR-F
2	2 WTCR-AF	2 WKEE-F	2 WRVC-F	2 WRVC-F	2 WRVC-F	2 WKEE-F	2 WKEE-F	2 WKEE-F	>>2 WTCR-AF	>>2 WPAY-F	<
3	3 WRVC-F	3 WRVC-F	>>3 WKEE-F	>>3 WKEE-F	3 WKEE-F	3 WRVC-F	3 WRVC-F	3 WRVC-F	>>3 WRVC-F	3 WRVC-F	3 WRVC-F
4	4 WKLC-F	4 WKLC-F	4	4	4 WEMM-F	4 WKLC-F	4 WKLC-F	4 WKLC-F	4 WKLC-F	4 WKEE-F	4 WKEE-F
5	5	5	5	5	5 WAEZ-F	5	5 WAEZ-F	5 WAEZ-F	5 WEMM-F	5 WKLC-F	5 WKLC-F
6	6	6	6	6	6	6	6	6 WEMM-F	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKEE-F	>>1 WTCR-AF	1 WTCR-AF	>>1 WTCR-AF	>>1 WTCR-AF	1 WKEE-F	1 WKEE-F	1 WTCR-AF	1 WTCR-AF	1 WTCR-AF
2 WTCR-AF	2 WKEE-F	2 WRVC-F	2 WRVC-F	2 WRVC-F	2 WKLC-F	2 WTCR-AF	WKEE-F	2 WKEE-F	2 WKEE-F
WRVC-F	3 WRVC-F	>>3 WKEE-F	3 WKEE-F	3 WKEE-F	3 WTCR-AF	>>3 WKLC-F	3 WRVC-F	3 WRVC-F	3 WRVC-F
4 WKLC-F	4	4 WKLC-F	4	4	4 WRVC-F	4 WRVC-F	4 WKLC-F	4 WKLC-F	4
5 WEMM-F	5	WLGC-F	5	5	5	5	5	5	5

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		89 (1)	89 (1)	26.6	21.6	WGOH 1370 Grayson	0.5/2.8/ 2/ 76
AOR/CLASSIC		23 (1)	23 (1)	6.9	5.4	WIRO 1230 Ironton	0.8/4.6/ 3/ 124
AC/OLDIES/SOFT ROCK	13 (3)	52 (1)	65 (4)	19.5	13.7	WRVC 930 Huntington	0.8/4.5/ 3/ 151
MOR/VARIETY		8 (1)	8 (1)	2.4	1.4		
COUNTRY	11 (2)	117 (3)	128 (5)	38.3	42.6	WQBE-F 97.5 Charleston	0.5/3.2/ 43/ 713
BLACK/URBAN							
BEAUTIFUL/EASY NEWS/TALK					5.8		
NOSTALGIA							
RELIGION/GOSPEL		11 (1)	11 (1)	3.3	8.8		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE		10 (1)	10 (1)	3.0			
UNKNOWN/OTHERS					0.8		
	24 (5)	310 (9)	334 (14)				

RADIO STATIONS

WKEE, 800, 5 KW/185 W (DA-2), OLDIES CBS, \$ 15.00 (Katz)
 WTCR, 1420, 5 KW/500 W (DA-N), SEE WTCR-F
 WRVC, 930, 5 KW/1 KW, AC ABC F, \$ 11.00 (Banner)
 WAEZ-F, 106.3, 300 W @ 981, JAZZ/NAC US 2, MBS, \$ 10.00 (---) (MILTON)
 WEMM-F, 107.9, 50 KW @ 500, RELIGION, \$ 16.00 (---) Mortenson
 WKEE-F, 100.5, 53 KW @ 560, CHR ABC C, \$ 41.00 (Katz)
 WRVC-F, 93.7, 100 KW @ 741, AC ABC F, \$ 28.00 (Banner)
 WTCR-F, 103.3, 50 KW @ 500, COUNTRY ABC 1, \$ 48.00 (Katz) CRB
 WPAY-F, 104.1, 100 KW @ 840, COUNTRY US 2, \$ 12.00 (Regional) (PORTSMOUTH, OH)

MISCELLANEOUS COMMENTS: WAEZ reclassified as NAC...

HUNTSVILLE

Arbitron Rank/Pop (12+): 109/331,300
 MSA Rank/Pop: 132(e) 350,000
 ADI # 82 (w/Decatur)
 Average Person Ratings: 17.7
 Market TSL: 23.75 hours

Stations: 18/14
 Diaries: 809/409:1/60.2%
 Sample Target: 720
 % Below Line: 8.9
 % Not Listed: 10.9

1989 Revenue: \$9,200,000
 HH Inc.: \$26,600
 Retail \$: 2.3 Bil
 Pop per Station: 23,664
 #1 Biller: WDRM A/F \$2,400,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WDRM-AF (C)	130/22.1	22.4	12.6	16.9	----	----	234/2038	1127/34.0	28.8	24.6	119	19.3	102	1253	WDRM-AF
2. WZYP-F (CHR)	105/17.9	19.3	23.3	21.7	----	----	154/2129	1332/40.2	34.7	41.5	75	23.5	124	1511	WZYP-F
3. WRSA-F (EZ)	65/11.1	6.8	9.3	8.8	----	----	89/958	609/18.4	12.9	17.5	92	5.5	29	438	WRSA-F
4. WENN-F (B)	41/ 7.0	5.6	7.1	8.1	----	----	45/368	314/ 9.5	11.1	12.9	77	11.6	61	831	WENN-F
5. WKQD-F (AC)	37/ 6.3	3.5	1.6	----	----	----	51/812	573/17.3	11.3	3.6	86	4.2	22	503	WKQD-F
6. WTAK (AOR)	27/ 4.6	3.7	5.9	6.7	----	----	34/195	175/ 5.3	4.7	7.9	130	5.1	27	312	WTAK
7. WBHP (C)	26/ 4.4	4.9	5.1	7.5	----	----	26/361	344/10.4	10.4	9.5	102	5.7	30	382	WBHP
8. WAHR-F (AC)	24/ 4.1	9.1	5.9	5.2	----	----	27/539	406/12.3	17.0	13.4	146	2.7	14	478	WAHR-F
9. WDKT (B)	17/ 2.9	2.7	6.1	3.8	----	----	17/179	179/ 5.4	7.0	10.0	114	4.2	22	430	WDKT
10. WEUP (B)	12/ 2.0	3.9	2.6	4.0	----	----	12/216	216/ 6.5	8.7	7.6	105	1.5	8	143	WEUP
11. WNDA-F (REL)	10/ 1.7	0.8	1.4	2.1	----	----	18/295	204/ 6.2	5.1	4.5	106	2.1	11	185	WNDA-F
12.															

12+ FM SHARE (METRO): 80.88% (423 of 523) (FAL 88: 72.56%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZYP-F>>	1 WZYP-F>	1 WDRM-AF	1 WDRM-AF>>	1 WDRM-AF>>	1 WDRM-AF>	1 WDRM-AF>	1 WDRM-AF>>	1 WDRM-AF	1 WZYP-F	1 WDRM-F
2 WENN-F	2 WDRM-AF>	2 WZYP-F>>	2 WZYP-F>	2 WRSA-F	2 WRSA-F>>	2 WZYP-F>	2 WRSA-F<	2 WZYP-F>	2 WDRM-AF<	2 WZYP-F>
3 WKQD-F	3 WKQD-F>	3 WENN-F	3 WRSA-F>	3 WZYP-F	3 WZYP-F	3 WRSA-F	3 WZYP-F>>	3 WRSA-F	3 WENN-F>	3 WRSA-F
4	4 WENN-F>	4 WRSA-F<	4 WTAK	4 WBHP	4 WBHP	4 WBHP	4	4 WKQD-F	4 WKQD-F	4 WDKT
5	5 WTAK	5 WKQD-F	5	5	5	5	5	5	5 WRSA-F	5 WAHR-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 WDRM-AF>>	1 WZYP-F	1 WDRM-AF>>	1 WDRM-AF	1 WDRM-AF>>	1 WZYP-F>>	1 WZYP-F>>	1 WDRM-AF>>	1 WDRM-AF	1 WDRM-AF>>
2 WZYP-F>>	2 WDRM-AF>	2 WZYP-F>	2 WZYP-F>	2 WZYP-F>	2 WENN-F>	2 WDRM-AF	2 WZYP-F	2 WZYP-F>	2 WZYP-F
3 WKQD-F>	3 WKQD-F>	3 WENN-F	3 WRSA-F>	3 WZYP-F	3 WKQD-F	3 WENN-F	3 WTAK >	3 WENN-F<	3 WTAK >
4 WENN-F>	4 WENN-F	4 WENN-F	4 WKQD-F	4	4 WDRM-AF>	4 WTAK	4 WKQD-F	4 WTAK	4 WENN-F
5 WNDA-F>	5 WRSA-F	5 WDKT	5 WENN-F	5	5 WTAK >>	5 WKQD-F	5 WENN-F	5 WKQD-F	5 WKQD-F
6	6	6 WAHR-F>	6 WAHR-F	6	6 WDKT	6	6	6	6 WBHP

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		107 (2)	107 (2)	20.5	28.1	WAJF 1490 Decatur	0.5/2.1/ 3/ 71
AOR/CLASSIC	27 (1)	2 (1)	29 (2)	5.5	8.6	WFIK 1450 Huntsville	0.7/1.8/ 4/ 58
AC/OLDIES/SOFT ROCK		68 (3)	68 (3)	13.0	7.7	WKAC 1080 Athens	0.7/1.4/ 4/ 57
MOR/VARIETY						WVNN 770 Athens/Huntsville	1.2/4.9/ 9/ 201
COUNTRY	26 (1)	130 (1)	156 (2)	29.8	28.1		
BLACK/URBAN	29 (2)	41 (1)	70 (3)	13.4	11.1	WAPI-F 94.5 Birmingham	0.3/2.2/ 23/ 428
BEAUTIFUL/EASY		65 (1)	65 (1)	12.4	10.7	WKDF-F 103.3 Nashville	0.3/1.2/ 31/ 351
NEWS/TALK	7 (1)		7 (1)	1.3		WQLT-F 107.3 Florence/MusSho	1.2/5.3/ 36/ 859
NOSTALGIA	4 (1)		4 (1)	0.8	1.1		
RELIGION/GOSPEL		10 (1)	10 (1)	1.9	1.6		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS	7 (3)		7 (3)	1.3	2.9		
	100 (9)	423 (10)	523 (19)				

RADIO STATIONS

WBHP, 1230, 1 KW	COUNTRY	ABC I, \$ 30.00 (Katz)
WDKT, 1360, 1 KW/128 W	COUNTRY	\$ 13.00 (---)
WEUP, 1600, 5 KW/500 W (DA-N)	BLACK	SBN, \$ 12.00 (---)
WTAK, 1000, 10 KW (DAYS, DA)	AOR	ABC R, \$ 15.00 (---)
WAHR-F, 99.1, 100 KW @ 540, AC		NBC, \$ 30.00 (Torbet)
WDRM-F, 102.1, 100 KW @ 727, COUNTRY		\$ 50.00 (HNWH)
WKQD-F, 93.3, 100 KW @ 990, AC		(DECATUR)
WRSA-F, 96.9, 100 KW @ 830, BTFL/EZ		\$ 16.00 (---)
WZYP-F, 104.3, 100 KW @ 1118, CHR		(TULLAHOMA, TN)
		CBS, \$ 20.00 (---)
		ABC C, \$ 50.00 (Christal)
		(ATHENS)

INDIANAPOLIS

Arbitron Rank/Pop (12+): 37/1,021,600
 MSA Rank/Pop: 40/1,250,000
 ADI # 25
 Average Person Ratings: 17.8
 Market TSL: 23.15 hours

Stations: 19/18
 Diaries: 1609/635:1/56.9%
 Sample Target: 1500
 % Below Line: 0.3
 % Not Listed: 7.3

1989 Revenue: \$48,200,000
 HH Inc.: \$30,375
 Retail \$: 10.2 Bil
 Pop per Station: 56,755
 #1 Biller: WFBQ-F \$9,000,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WIBC (MOR)	288/15.8	11.7	12.4	11.1	14.3	12.8	310/3275	2723/26.7	23.5	24.0	69	9.5	178	2113	WIBC
2. WFBQ-F (AOR)	279/15.3	14.4	15.6	14.9	14.5	15.1	454/5399	2828/27.7	27.1	26.4	101	22.1	415	3613	WFBQ-F
3. WFMS-F (C)	223/12.3	12.1	11.3	12.3	9.0	12.0	311/3249	2147/21.0	19.6	18.7	117	10.7	202	2041	WFMS-F
4. WZPL-F (CHR)	177/ 9.7	10.0	9.7	8.8	9.2	9.6	228/3464	2398/23.5	27.3	23.4	76	13.9	261	2515	WZPL-F
5. WTLC-F (B)	142/ 7.8	8.1	6.9	6.8	6.3	7.4	145/1343	1263/12.4	12.4	13.7	101	7.2	135	1963	WTLC-F
6. WKLR-F (AC)	128/ 7.0	6.0	8.5	8.0	6.9	7.4	179/2946	1855/18.2	19.4	17.0	159	6.2	117	1525	WKLR-F
7. WENS-F (AC)	102/ 5.6	6.9	7.3	6.6	7.1	6.6	134/2624	1875/18.4	19.3	19.6	120	7.2	135	1755	WENS-F
8. WTPI-F (AC)	101/ 5.6	4.1	3.3	3.9	4.6	4.2	117/1669	1335/13.1	8.9	11.2	129	3.5	65	1115	WTPI-F
9. WTUX (BB)	50/ 2.8	3.1	2.9	3.2	3.2	3.0	57/705	630/ 6.2	5.4	7.0	18	2.7	50	634	WTUX
10. WPZZ-F (B)	39/ 2.1	3.5	2.0	1.9	2.2	2.4	39/592	592/ 5.8	5.3	5.7	81	2.8	52	1155	WPZZ-F
11. WMJC-F (AC)	38/ 2.1	4.6	6.4	8.6	9.1	5.4	52/1263	854/ 8.4	14.6	17.0	105	1.9	35	736	WMJC-F
12. WTTS-F (CHR)	25/ 1.4	1.1	1.0	1.0	0.5	1.1	63/1308	538/ 5.3	5.9	3.9	143	1.1	20	545	WTTS-F
13. WNDE (N/T)	19/ 1.0	0.5	0.8	0.3	0.6	0.6	22/609	470/ 4.6	3.7	4.1	120	0.9	17	301	WNDE
14. WGRT (REL)	18/ 1.0	2.1	0.9	0.9	0.5	1.2	18/201	201/ 2.0	1.6	0.9	90				WGRT
15. WXTZ (EZ)	17/ 0.9	1.8	1.5	1.0	1.6	1.3	19/638	556/ 5.4	4.4	6.1	78	0.7	13	460	WXTZ
16. WSYW-F (CL)	16/ 0.9	0.4	0.8	1.0	----	" *	16/301	292/ 2.9	2.1	" "	89	0.5	9	204	WSYW-F

12+ FM SHARE (METRO): 76.38% (1287 of 1685) (FAL 88: 76.48%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZPL-F>>	1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>	1 WFBQ-F<	1 WIBC >	1 WFBQ-F<	1 WFBQ-F	1 WFBQ-F	1 WZPL-F	1 WIBC >>
2 WTLC-F>	2 WZPL-F	2 WFMS-F	2 WKLR-F<	2 WFMS-F	2 WFMS-F>>	2 WIBC >	2 WIBC	2 WIBC	2 WIBC <	2 WFBQ-F
3 WFBQ-F	3 WTLC-F	3 WZPL-F<	3 WFMS-F	3 WKLR-F<	3 WKLR-F<	3 WFMS-F>	3 WFMS-F>	3 WFMS-F	3 WTLC-F	3 WTLC-F
4 WENS-F	4 WFMS-F	4 WKLR-F	4 WIBC	4 WIBC >	4 WTPI-F	4 WZPL-F	4 WKLR-F<	4 WKLR-F<	4 WZPL-F	4 WFBQ-F>>
5 WPZZ-F	5 WENS-F	5 WTLC-F	5 WTLC-F	5 WTLC-F	5 WTLC-F	5 WTLC-F	5 WZPL-F	5 WKLR-F<	5 WFMS-F	5 WZPL-F
6	6 WKLR-F>	6 WENS-F	6 WZPL-F	6 WZPL-F<	6 WFBQ-F	6 WKLR-F	6 WTPI-F	6 WTLC-F>	6 WPZZ-F	6 WTPI-F
7	7 WIBC	7 WTPI-F	7 WTPI-F	7 WTPI-F	7 WTUX	7 WENS-F<	7 WENS-F<	7 WTPI-F<	7 WENS-F	7 WKLR-F<
8	8	8	WENS-F	8 WENS-F>>	8	8 WTPI-F	8 WTLC-F	8 WENS-F	8	8 WENS-F
										9 WCBK-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 WFBQ-F	1 WFBQ-F	1 WFMS-F	1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>
2 WZPL-F>	2 WZPL-F	2 WENS-F	2 WZPL-F<	2 WIBC	2 WZPL-F>>	2 WZPL-F	2 WTLC-F	2 WFMS-F<	2 WFMS-F
3 WTLC-F	3 WENS-F	3 WZPL-F	3 WFMS-F	3 WKLR-F	3 WFMS-F>	3 WTLC-F	3 WFMS-F	3 WKLR-F	3 WKLR-F
4 WENS-F	4 WTLC-F	4 WKLR-F<	4 WENS-F	WENS-F	4 WTLC-F	4 WFMS-F>	4 WKLR-F>	4 WZPL-F<	4 WIBC
5 WFMS-F>>	5 WFMS-F	5 WTLC-F	5 WKLR-F	5 WTPI-F<	WPZZ-F	5 WKLR-F	5 WZPL-F	5 WTLC-F>	5 WTLC-F>
6 WMJC-F	6 WKLR-F	6 WTPI-F	WIBC	6 WFBQ-F	6	6	6 WTTS-F	6 WIBC >	6 WZPL-F
7	7 WTPI-F	7 WIBC	7 WTLC-F	7 WZPL-F	7	7	WIBC >	7 WTPI-F	7 WTPI-F
8	8 WIBC	8 WFMS-F	8 WTPI-F	8 WTLC-F	8	8	8 WENS-F	8	8
9	9	9 WPZZ-F	9	9	9	9	9	9	9

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		202 (2)	202 (2)	12.0	9.8	WCBK-F 102.3	Mrtnsvl/Hoorsvl 0.4/1.4/ 8/193
AOR/CLASSIC		279 (1)	279 (1)	16.6	15.6	WMCB 1540	Mrtnsvl/Hoorsvl
AC/OLDIES/SOFT ROCK		369 (4)	369 (4)	21.9	21.2	WXIR-F 98.3	Plainfield/Indy 0.6/2.4/10/250
MOR/VARIETY	294 (2)		294 (2)	17.4	15.7		
COUNTRY		230 (2)	230 (2)	13.6	12.1	WLW 700	Cincinnati 0.3/1.4/32/597
BLACK/URBAN		181 (2)	181 (2)	10.7	9.1		
BEAUTIFUL/EASY	17 (1)		17 (1)	1.0	9.8		
NEWS/TALK	19 (1)		19 (1)	1.1			
NOSTALGIA	50 (1)		50 (1)	3.0	3.4		
RELIGION/GOSPEL	18 (1)	10 (1)	28 (2)	1.7	2.7		
SPANISH							
CLASSICAL		16 (1)	16 (1)	0.9			
JAZZ/NEW AGE							
UNKNOWN/OTHERS					6.2		
	398 (6)	1287 (13)	1685 (19)				

RADIO STATIONS

AM STATIONS

WSYW, 810, 250 W (DAYS), CLASSICAL	, \$ 18.00 (---)	Universal
WIBC, 1070, 50 KW/10 KW (DA-2), MOR	NBC, TNLKNT, \$ 140.00 (Durpetti)	Sconnix
WXTZ, 1430, 5 KW (DA-N), EZ	ABC I, \$ 40.00 (Christal)	ML/WIN
WNDE, 1260, 5 KW (DA-N), TALK	US 2, \$ 34.00 (Katz)	Great American
WTUX, 1310, 5 KW/1 KW (DA-2), NOSTALGIA	CBS, \$ 43.00 (MMR)	Panache

FM STATIONS

WENS-F, 97.1, 23 KW @ 739, AC	, \$ 107.00 (Mc-Guild)	Emmis
WFMS-F, 95.5, 13 KW @ 990, COUNTRY	, \$ 116.00 (Eastman)	Susquehanna
WKLR-F, 93.1, 12 KW @ 1000, OLDIES	, \$ 100.00 (Durpetti)	Sconnix
WFBQ-F, 94.7, 52 KW @ 850, AOR	SOURCE, \$ 163.00 (Katz)	Great American
WPZZ-F, 95.9, 3 KW @ 300, GOSPEL	SBN, NBN, \$ 16.00 (Regional)	Willis (FRANKLIN)
WSYW-F, 107.1, 1 KW @ 500, CLASSICAL	UPI, \$ 25.00 (CMBS)	Universal (DANVILLE)
WTLC-F, 105.7, 50 KW @ 445, BLACK	, \$ 70.00 (MMR)	Panache
WTPI-F, 107.9, 22 KW @ 750, SOFT AC	US 2, \$ 56.00 (Eastman)	Mystar (PLAINFIELD)
WXIR-F, 96.3, 3 KW @ 296, RELIGION	, \$ 15.00 (---)	ML/WIN
WMJC-F, 103.3, 18 KW @ 860, AC	ABC E, \$ 80.00 (Christal)	Booth
WZPL-F, 99.5, 13 KW @ 900, CHR	APR, \$ 90.00 (HNWH)	Sarkes Tarzian
WTTS-F, 92.3, 37 KW @ 1091, CHR	, \$ 30.00 (Republic)	

CALL LETTER CHANGES

WXTZ-F changes to WMJC-F
WIRE changes to WXTZ
WGRT changes to WSYW

FORMAT CHANGES

WMJC-F changes from EZ to AC (Sept)...WXTZ changes from COUNTRY to EZ...WSYW changes from GOSPEL to CLASSICAL (Jan)...
WPZZ-F changes from BLACK to GOSPEL (Jan)..

STATION SALES

WTPI-F sold by Somerset to Mystar for \$12,000,000...

JACKSON

Arbitron Rank/Pop (12+): 113/324,600

Stations: 19/19
Diaries: 797/407:1/51.0%
Sample Target: 720
% Below Line: 0.0
% Not Listed: 20.1

1989 Revenue: \$11,100,000
HH Inc.: \$24,243
Retail \$: 2.6 Bil
Pop per Station: 17,084
#1 Biller: WMSI-F \$3,300,000

MSA Rank/Pop: 118/405,000
ADI # 86
Average Person Ratings: 16.5
Market TSL: 22.00 hours

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion	Birch Share	Birch AQH	Birch Cume	
1. WJMI-F (B)	84/15.6	16.6	----	17.8	----	----	171/1644	856/26.4	29.0	---	74	20.3	119	1142	WJMI-F
2. WMSI-F (C)	73/13.6	15.7	----	14.2	----	----	226/2128	900/27.7	27.3	---	104	18.4	108	886	WMSI-F
3. WOAD (REL)	35/ 6.5	5.2	----	8.1	----	----	35/375	367/11.3	13.5	---	102	7.3	43	550	WOAD
4. WOHT-F (CHR)	33/ 6.1	4.3	----	5.9	----	----	54/1044	553/17.0	13.4	---	64	4.9	29	530	WOHT-F
WKXI (B)	33/ 6.1	5.5	----	5.4	----	----	35/550	534/16.5	16.8	---	118	4.8	28	421	WKXI
6. WTYX-F (CHR)	32/ 6.0	7.8	----	8.8	----	----	79/1238	589/18.1	21.9	---	77	7.3	43	921	WTYX-F
7. WMJW-F (AC)	25/ 4.7	5.4	----	2.2	----	----	41/625	409/12.6	12.3	---	147	7.3	43	577	WMJW-F
8. WLIN-F (EZ)	18/ 3.4	4.0	----	----	----	----	24/382	303/ 9.3	12.8	---	97	2.2	13	244	WLIN-F
9. WSTZ-F (AOR)	16/ 3.0	2.4	----	6.8	----	----	18/273	243/ 7.5	6.9	---	143	5.6	33	368	WSTZ-F
WJNT (N/T)	16/ 3.0	3.5	----	2.2	----	----	16/215	205/ 6.3	6.7	---	120	1.4	8	200	JNT
11. WSLI-F (AC)	14/ 2.6	4.0	----	7.5	----	----	27/650	350/10.8	12.9	---	115	3.9	23	416	WSLI-F
WJDX (MOR)	14/ 2.6	2.1	----	3.1	----	----	19/514	378/11.6	8.7	---	127	1.4	8	262	WJDX
13. WZRX (BB)	12/ 2.2	0.8	----	0.4	----	----	15/203	120/ 3.7	2.8	---	73	0.3	2	104	WZRX

12+ FM SHARE (METRO): 70.63% (303 of 429) (FAL 88: NA)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WJMI-F>>	1 WJMI-F>>	1 WJMI-F>	1 WJMI-F>	1 WMSI-F	1 WJMI-F	1 WJMI-F>	1 WJMI-F>	1 WJMI-F	1 WMSI-F
2 WTYX-F	2 WOHT-F	2 WMSI-F	2 WMSI-F	2 WJMI-F>	2 WOHT-F>	2 WMSI-F>	2 WMSI-F>	2 WMSI-F>>	2 WJMI-F>
3 WOHT-F	3 WTYX-F	3 WKXI	3 WMJW-F	3 WKXI	3 WTYX-F	3 WTYX-F	3 WSTZ-F	3 WTYX-F	3 WMJW-F
4 WMJW-F>	4 WMSI-F	4 WOHT-F	4 WOHT-F	4 WOAD	4 WMSI-F>>	4 WOHT-F	4 WTYX-F>	4 WOHT-F	4 WKXI
5 WMSI-F	5 WMJW-F	5 WTYX-F	5 WTYX-F	5 WMJW-F	5 WJNT-F	5	5 WMJW-F	5 WSTZ-F	5 WOAD
WKXI	WKXI	WSLI-F	WKXI	6	6	6	WKXI	WMJW-F	WSTZ-F
		WMJW-F						WKXI	WJNT

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		65 (2)	65 (2)	15.2		WHJT-F 93.5	Clinton/Jackson 0.9/5.1/ 5/ 183
AOR/CLASSIC		16 (1)	16 (1)	3.7		WIIN-F 98.7	Vicksburg 0.6/2.0/ 6/ 186
AC/OLDIES/SOFT ROCK		39 (2)	39 (2)	9.1		WJXN 1450	Jackson 0.6/2.3/ 3/ 75
MOR/VARIETY	14 (1)		14 (1)	3.3		WMGO 1370	Canton 0.7/1.1/ 4/ 35
COUNTRY	9 (2)	76 (2)	85 (4)	19.8		WOKJ 1550	Jackson 0.4/3.1/ 5/ 131
BLACK/URBAN	33 (1)	84 (1)	117 (2)	27.3		WSLI 930	Jackson 1.3/6.9/ 8/ 242
BEAUTIFUL/EASY		18 (1)	18 (1)	4.2			
NEWS/TALK	19 (2)		19 (2)	4.4			
NOSTALGIA	12 (1)		12 (1)	2.8			
RELIGION/GOSPEL	35 (1)	5 (1)	40 (2)	9.3			
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS	4 (1)		4 (1)	0.9			
	126 (9)	303 (10)	429 (19)				

RADIO STATIONS

WJDX, 620, 5 KW/1 KW (DA-N), MOR	ABC D, \$ 17.00 (Christal)	Capstar
WJNT, 1180, 50 KW/5 KW (DA-2), TALK	NBC, TRNSTR, \$ 14.00 (---)	(PEARL)
WKXI, 1300, 5 KW/1 KW, BLACK	SBN, \$ 15.00 (Banner)	Opus
WMGO, 1370, 1 KW (DAYS), GOSPEL	, \$ 6.00 (Bunchez)	(CANTON)
WOAD, 1400, 1 KW, GOSPEL	NBN, \$ 16.00 (Durpetti)	Holt
WSLI, 930, 5 KW (DA-N), COUNTRY	CBS, \$ N/A (Eastman)	
WJMI-F, 99.7, 100 KW @ 1060, BLACK	ABC F, CBS, \$ 44.00 (Durpetti)	Holt
WLIN-F, 101.7, 3 KW @ 300, BTFL/EZ	, \$ 15.00 (K & P)	(GLUCKSTADT)
WMJW-F, 107.5, 100 KW @ 960, AC	, \$ 15.00 (Republic)	(MAGEE)
WMSI-F, 102.9, 100 KW @ 1800, COUNTRY	ABC E, \$ 60.00 (Christal)	Capstar
WOHT-F, 95.5, 100 KW @ 1060, CHR	MBS, \$ 23.00 (HNWH)	
WSLI-F, 96.3, 100 KW @ 1450, AC	, \$ 33.00 (Eastman)	
WSTZ-F, 106.7, 100 KW @ 1050, AOR	NBC, \$ 35.00 (HNWH)	Lewis (VICKSBURG)
WTYX-F, 94.7, 100 KW @ 1168, CHR	ABC C, \$ 45.00 (Banner)	Opus

MISCELLANEOUS COMMENTS: WKXI, WTYX-F sold by Love to Opus for \$5,100,000 (E)...

JACKSONVILLE

Arbitron Rank/Pop (12+): 51/783,500

Stations: 23/22
Diaries: 1089/719:1/49.2%
Sample Target: 1090
% Below Line: 0.8
% Not Listed: 16.9

1989 Revenue: \$23,300,000
HH Inc.: \$26,802
Retail \$: 6.5 Bil
Pop per Station: 35,613
#1 Biller: WAPE-F \$4,600,000

MSA Rank/Pop: 59/931,000

ADI # 60

Average Person Ratings: 15.9

Market TSL: 21.25 hours

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion	Birch Share	Birch AQH	Birch Cume	
1. WAPE-F (CHR)	175/14.0	14.3	13.8	15.8	15.3	14.5	187/2705	2367/30.2	28.2	30.7	69	18.2	242	2372	WAPE-F
2. WQIK-F (C)	129/10.4	9.8	12.2	10.8	9.7	10.8	153/1975	1516/19.3	19.4	19.6	110	10.6	141	1529	WQIK-F
3. WEJZ-F (AC)	96/ 7.7	8.4	6.3	6.4	3.7	7.2	107/1539	1371/17.5	13.6	8.7	132	5.0	66	974	WEJZ-F
4. WFYV-F (AOR)	94/ 7.5	9.5	8.3	8.3	11.2	8.4	100/1391	1255/16.0	14.5	19.0	111	9.1	121	1468	WFYV-F
5. WHJX-F (B)	66/ 5.3	1.3	----	----	----	1.7	112/908	662/ 8.4	0.0	0.0	70	9.9	131	1378	WHJX-F
WAIV-F (AC)	66/ 5.3	4.6	6.0	5.5	7.7	5.3	69/1286	1204/15.4	15.6	18.6	132	5.9	78	1032	WAIV-F
7. WIVY-F (AC)	63/ 5.1	5.2	5.4	5.4	6.5	5.3	64/1274	1208/15.4	14.9	19.4	139	6.9	92	1055	WIVY-F
8. WCRJ-F (C)	62/ 5.0	5.5	3.7	4.7	6.1	4.7	65/988	929/11.9	9.6	12.7	134	3.5	46	721	WCRJ-F
9. WOKV (N/T)	53/ 4.3	3.7	3.1	3.0	2.3	3.5	55/739	688/ 8.8	6.7	7.0	79	2.7	36	517	WOKV
10. WZAZ (B)	39/ 3.1	3.5	3.1	3.8	3.0	3.4	39/474	474/ 6.0	6.0	5.9	106	2.2	29	315	WZAZ
11. WZAZ-F (B)	34/ 2.7	4.0	6.1	5.6	6.7	4.6	34/727	721/ 9.2	10.7	11.1	89	2.3	31	727	WZAZ-F
12. WIOI-F (AOR)	32/ 2.6	3.0	2.3	2.3	----	2.5	45/732	650/ 8.3	6.4	0.0	127	2.8	37	621	WIOI-F
13. WCGL (REL)	24/ 1.9	2.2	1.5	1.6	3.8	1.8	24/253	253/ 3.2	3.0	4.2	89	0.4	5	145	WCGL
14. WSVE (REL)	22/ 1.8	1.8	1.1	1.3	2.8	1.5	22/247	247/ 3.2	2.9	4.1	100	1.7	22	242	WSVE

12+ FM SHARE (METRO): 79.83% (827 of 1036) (FAL 88: 80.73%)

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 WAPE-F	1 WQIK-F	1 WQIK-F	1 WAPE-F	1 WQIK-F	1 WAPE-F	1 WAPE-F	1 WQIK-F
2	2 WFYV-F	2 WFYV-F	2 WQIK-F	2 WEJZ-F	2 WEJZ-F	2 WQIK-F	2 WEJZ-F	2 WQIK-F	2 WHJX-F	2 WAPE-F
3	3 WHJX-F	3 WQIK-F	WEJZ-F	3 WAPE-F	3 WCRJ-F	3 WEJZ-F	3 WAPE-F	3 WEJZ-F	3 WQIK-F	3 WFYV-F
4	4 WQIK-F	4 WEJZ-F	4 WFYV-F	4 WFYV-F	4 WOKV	4 WFYV-F	4 WFYV-F	4 WFYV-F	4 WFYV-F	4 WOKV
5	5 WEJZ-F	5 WIVY-F	5 WIVY-F	5 WIVY-F	5 WIVY-F	5 WCRJ-F	5 WAIV-F	5 WHJX-F	5 WZAZ-F	5
6	6 WIVY-F	6 WHJX-F	6 WAIV-F	6 WAIV-F	6 WIVY-F	6 WIVY-F	6 WIVY-F	6 WAIV-F	6 WEJZ-F	6
7	7 WAIV-F	WAIV-F	7 WCRJ-F	7 WCRJ-F	7 WAPE-F	7 WAIV-F	7 WCRJ-F	7 WCRJ-F	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAPE-F	1 WAPE-F	1 WAPE-F	1 WAPE-F	1 WAPE-F	1 WAPE-F	1 WAPE-F	1 WFYV-F	1 WFYV-F	1 WQIK-F
2 WHJX-F	2 WHJX-F	2 WIVY-F	2 WEJZ-F	2 WEJZ-F	2 WFYV-F	2 WFYV-F	2 WAPE-F	2 WAPE-F	2 WFYV-F
3 WFYV-F	3 WFYV-F	WFYV-F	3 WQIK-F	3 WQIK-F	3 WQIK-F	3 WQIK-F	3 WCRJ-F	3 WQIK-F	3 WEJZ-F
4 WEJZ-F	4 WIVY-F	4 WQIK-F	4 WIVY-F	4 WIVY-F	4 WHJX-F	4 WHJX-F	4 WQIK-F	4 WEJZ-F	4 WAPE-F
5 WQIK-F	WEJZ-F	WHJX-F	5 WHJX-F	5 WAIV-F	5	5 WEJZ-F	WEJZ-F	5 WCRJ-F	5 WCRJ-F
6	6 WQIK-F	6 WEJZ-F	6 WFYV-F	6 WCRJ-F	6	6 WAIV-F	WAIV-F	6 WAIV-F	6 WAIV-F
7	7 WAIV-F	7 WAIV-F	7 WAIV-F	7 WFYV-F	7	7	7	7 WIVY-F	7 WIVY-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		185 (2)	185 (2)	17.9	18.5	WFOY 1240 St. Augustine	0.3/0.9/ 5/ 84
AOR/CLASSIC	6 (1)	126 (2)	132 (3)	12.7	14.6	WFYV 1460 Jacksonville	0.5/1.6/ 6/ 127
AC/OLDIES/SOFT ROCK	20 (2)	225 (3)	245 (5)	23.6	19.1	WJAX 1220 Jacksonville	1.1/2.6/ 14/ 210
MOR/VARIETY	4 (1)		4 (1)	0.4		WJGC 1530 Jacksonville	0.3/1.2/ 4/ 96
COUNTRY	11 (1)	191 (2)	202 (3)	19.5	19.7	WPDQ 690 Jacksonville	0.6/4.4/ 10/ 392
BLACK/URBAN	39 (1)	100 (2)	139 (3)	13.4	11.5	WQIK 1320 Jacksonville	0.9/3.6/ 11/ 309
BEAUTIFUL/EASY					4.4	WROS 1050 Jcksnvl/Daytona	1.0/1.7/ 12/ 134
NEWS/TALK	53 (1)		53 (1)	5.1	2.7	WRXJ 930 Jacksonville	1.0/3.1/ 13/ 259
NOSTALGIA	14 (1)		14 (1)	1.4	0.6		
RELIGION/GOSPEL	58 (3)		58 (3)	5.6	8.9	WNFI-F 99.9 Palatka	0.8/3.7/ 25/ 544
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS	4 (1)		4 (1)	0.4			
	209 (12)	827 (11)	1036 (23)				

RADIO STATIONS

WCGL, 1360, 5 KW (DAYS)	GOSPEL	SBN, \$ 16.00 (K & P)
WOKV, 600, 5 KW (DA-N)	NEWS/TALK	ABC T, CBS, \$ 30.00 (MMR)
WZAZ, 1400, 1 KW	BLACK	SBN, \$ 24.00 (Roslin)
WAIV-F, 96.9, 100 KW @ 935,	AC/OLDIES	, \$ 86.00 (MMR)
WAPE-F, 95.1, 100 KW @ 860,	CHR	, \$ 96.00 (Christal)
WCRJ-F, 107.3, 100 KW @ 350,	COUNTRY	SBN, \$ 56.00 (Katz)
WFYV-F, 104.5, 100 KW @ 700,	AOR	NBC, \$ 70.00 (Mc-Guild)
WIOI-F, 100.7, 100 KW @ 500,	CLASSIC AOR	, \$ 40.00 (---)
WIVY-F, 102.9, 100 KW @ 984,	AC	APR, \$ 64.00 (Banner)
WPDQ-F, 92.7, 3 KW @ 300,	BLACK	SBN, NBN, \$ 30.00 (Republic)
WQIK-F, 99.1, 100 KW @ 1050,	COUNTRY	ABC E, \$ 94.00 (Eastman)
WEJZ-F, 96.1, 100 KW @ 830,	SOFT AC	, \$ 49.00 (Christal)
		Osborn (BRUNSWICK, GA)
		Taylor
		Willis (GREEN COVE)
		Jacor
		ML/WIN

MISCELLANEOUS COMMENTS: WAPE changes to WPDQ-A (July)...and format from CHR to OLDIES...WQIK A/F sold by Jacor for \$16,000,000 but this deal never closed...WEJZ-F sold by ML to Renda for \$7,000,000 (E) (MVP)...WCGL sold for \$510,000... WAIV changes from AC to primarily OLDIES (Jan)...

JOHN CITY-KINGSPORT

Arbitron Rank/Pop (12+): 92/377,700

Stations: 24/20
Diaries: 821/460:1/61.4%
Sample Target: 780
% Below Line: 4.9
% Not Listed: 13.0

1989 Revenue: \$9,900,000
HH Inc.: \$23,100
Retail \$: 2.8 Bil
Pop per Station: 18,885
#1 Biller: WQUT-F \$2,150,000

MSA Rank/Pop: 106/452,000
ADI # 87
Average Person Ratings: 15.3
Market TSL: 20.00 hours

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion	25-54	Birch Share	Birch AQH	Birch Cume
1. WQUT-F (CHR)	111/19.3	20.6	19.6	22.6	24.1	----	148/1859	1368/36.2	37.0	38.5	94	25.2	152	1519	WQUT-F
2. WXBQ-F (C)	110/19.1	19.0	17.6	19.4	17.9	----	153/1886	1310/34.7	29.7	29.4	124	22.2	134	1497	WXBQ-F
3. WTFM-F (AC)	84/14.6	14.6	14.9	17.1	11.9	----	119/1546	1128/29.9	29.3	26.5	136	14.7	89	1011	WTFM-F
4. WUSJ-F (C)	26/ 4.5	3.7	3.4	3.1	3.4	----	26/438	438/11.6	7.5	9.1	87	2.0	12	232	WUSJ-F
WJCW (C)	26/ 4.5	5.2	7.2	7.2	9.9	----	48/459	382/10.1	13.6	13.3	64	3.0	18	305	WJCW
6. WZXY-F (CHR)	24/ 4.2	2.8	4.4	3.5	3.2	----	24/355	355/ 9.4	9.9	10.9	45	4.6	28	543	WZXY-F
7. WKPT (EZ)	20/ 3.5	3.8	4.0	3.1	2.2	----	21/317	310/ 8.2	8.4	7.6	37	3.5	21	218	WKPT
8. WIVK-F (C)	14/ 2.4	1.7	2.5	2.2	2.6	----	42/677	237/ 6.3	3.4	4.1	133	1.7	10	134	WIVK-F
9. WBEJ (C)	13/ 2.3	1.2	0.8	1.3	1.7	----	13/139	139/ 3.7	3.4	2.5	57	0.8	5	155	WBEJ
10. WIMZ-F (AOR)	10/ 1.7	2.0	-----	-----	0.5	----	22/326	172/ 4.6	3.7	0.0	0	3.3	20	255	WIMZ-F

12+ FM SHARE (METRO): 79.44% (398 of 501) (FAL 88: 75.47%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WQUT-F>>	1 WQUT-F>>	1 WQUT-F	1 WXBQ-F	1 WXBQ-F	1 WXBQ-F>	1 WQUT-F	1 WXBQ-F	1 WXBQ-F	1 WQUT-F>	1 WQUT-F
2 WZXY-F	2 WTFM-F	2 WXBQ-F	2 WQUT-F<	2 WTFM-F	2 WTFM-F>	2 WTFM-F<	2 WQUT-F<	2 WQUT-F>	2 WXBQ-F	2 WXBQ-F>
3	3 WXBQ-F	3 WTFM-F	3 WTFM-F	3 WQUT-F>>	3 WJCW	3 WXBQ-F>>	3 WTFM-F>>	3 WTFM-F>>	3 WTFM-F>	3 WTFM-F
4	4	4	4	4	4 WQUT-F	4 WJCW	4 WUSJ-F>	4 WZXY-F>	4 WZXY-F>	4 WUSJ-F
5	5	5	5	5	5 WKPT	5 WKPT	5 WJCW <	5 WUSJ-F	5 WJCW	5 WJCW
6	6	6	6	6	6	6	6 WKPT	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WQUT-F	1 WQUT-F>	1 WQUT-F>>	1 WQUT-F<	1 WXBQ-F<	1 WQUT-F>>	1 WQUT-F>>	1 WQUT-F	1 WQUT-F	1 WXBQ-F>
2 WTFM-F>	2 WTFM-F	2 WXBQ-F	2 WTFM-F	2 WTFM-F	2 WZXY-F>>	2 WTFM-F	2 WTFM-F>	2 WXBQ-F>	2 WTFM-F
3 WXBQ-F>>	3 WXBQ-F	WTFM-F>>	3 WXBQ-F	3 WQUT-F	3 WXBQ-F	3 WXBQ-F>	3 WXBQ-F>>	3 WTFM-F>>	WQUT-F
4	4	4	4	4	4 WUSJ-F>>	4 WZXY-F	4 WIMZ-F>	4 WZXY-F	4
5	5	5	5	5	5	5	5	5 WUSJ-F	5

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		135 (2)	135 (2)	26.9	28.3	WBBI 1230 Abingdon	0.5/2.2/ 3/ 84
AOR/CLASSIC		13 (2)	13 (2)	2.6		WEMB 1420 Erwin	1.4/2.2/ 8/ 83
AC/OLDIES/SOFT ROCK	6 (1)	92 (3)	98 (4)	19.6	18.3	WETB 790 Johnson City	0.9/4.7/ 9/ 264
MOR/VARIETY						WFHG 980 Bristol	1.0/4.4/ 6/ 186
COUNTRY	60 (6)	150 (3)	210 (9)	41.9	39.2	WIKQ-F 94.9 Greenville	1.0/3.5/ 10/ 246
BLACK/URBAN						WKIN 1320 Kingsport	0.3/2.3/ 2/ 85
BEAUTIFUL/EASY	20 (1)		20 (1)	4.0	3.1	WMCH 1260 Church Hill	0.5/1.7/ 3/ 76
NEWS/TALK						WMEV-F 93.9 Marion	1.0/2.6/ 22/ 376
NOSTALGIA	3 (1)		3 (1)	0.6	1.9	WOPI 1490 Bristol	0.5/1.8/ 3/ 68
RELIGION/GOSPEL	14 (4)	8 (2)	22 (6)	4.4	4.9	WRGS 1370 Rogerville	1.4/3.0/ 8/ 112
SPANISH						WXIS-F 103.9 Erwin	0.5/2.0/ 3/ 76
CLASSICAL						WZAP 690 Bristol	1.0/3.6/ 10/ 233
JAZZ/NEW AGE							
UNKNOWN/OTHERS					1.2	WFGW 1010 Black Mountain	
						WIMZ 1240 Knoxville	
	103 (13)	398 (12)	501 (25)			WMIT-F 106.9 Black Mountain	0.3/2.0/ 10/ 229
						WHYU-F 102.1 Sevierville	0.3/2.5/ 22/ 276

RADIO STATIONS

WJCW, 910, 5 KW/1 KW (DA-N), COUNTRY	MBS, \$ 21.00 (Katz)	Bloomington (JOHNSON CITY)
WKPT, 1400, 1 KW, BTFL/EZ	ABC E, \$ 14.00 (Republic)	Home News (KINGSPORT)
WZAP, 690, 10 KW (DAYS), RELIGION	\$ 10.00 (Gates)	(BRISTOL, VA)
WFHG, 980, 5 KW/1 KW (DA-N), OLDIES	ABC D, \$ 13.00 (Mc-Guild)	Nininger (BRISTOL, VA)
WQUT-F, 101.5, 100 KW @ 1500, CHR	US 1, \$ 48.00 (Katz)	Bloomington (JOHNSON CITY)
WTFM-F, 98.5, 100 KW @ 1260, AC	ABC E, \$ 36.00 (Republic)	Home News (KINGSPORT)
WUSJ-F, 99.3, 3 KW @ 300, COUNTRY	NBC, TRNSTR, \$ 18.00 (Durpetti)	(ELIZABETHTON)
WXBQ-F, 96.9, 67 KW @ 2240, COUNTRY	ABC I, \$ 40.00 (Mc-Guild)	Nininger (BRISTOL, VA)
WZXY-F, 104.9, 1 KW @ 475, CHR	ABC C, \$ 18.00 (Torbet)	Bahakel (KINGSPORT)

KALAMAZOO

Arbitron Rank/Pop (12+): 162/185,400

Stations: 23/9
Diaries: 673/375:1/55.5%
Sample Target: 610
% Below Line: 15.7
% Not Listed: 16.7

1989 Revenue: \$8,200,000
HH Inc.: \$31,591
Retail \$: 1.8 Bil
Pop per Station: 20,600
#1 Biller: WKFR-F \$2,500,000

MSA Rank/Pop: 191/223,000
ADI # 37 (w/Grand Rapids)
Average Person Ratings: 17.0
Market TSL: 22.00 hours

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WKFR-F (CHR)	61/19.9	19.4	17.3	28.5	20.4	----	118/1373	739/39.9	39.5	37.9	93	22.3	70	780	WKFR-F
2. WNNW-F (C)	46/15.0	9.3	10.0	10.3	11.3	----	79/778	344/18.6	16.9	18.5	123	9.9	31	383	WNNW-F
3. WRKR-F (AOR)	35/11.4	15.6	7.3	-----	-----	-----	50/770	403/21.7	26.0	16.7	115	21.3	67	645	WRKR-F
4. WQLR-F (EZ)	22/ 7.2	7.6	8.0	9.5	9.1	----	46/537	268/14.5	14.5	18.7	83	6.1	19	267	WQLR-F
WKZO (MOR)	22/ 7.2	9.3	10.0	12.6	13.1	----	34/693	444/23.9	24.5	27.9	67	8.0	25	463	WKZO
6. WJFM-F (O)	11/ 3.6	3.5	7.6	5.9	5.1	----	36/607	222/12.0	12.0	20.2	167	4.1	13	215	WJFM-F
7. WOOD-F (EZ)	9/ 2.9	4.2	4.5	4.0	4.7	----	28/482	209/11.3	12.9	14.3	21	1.9	6	159	WOOD-F
8. WKLQ-F (CHR)	7/ 2.3	1.7	0.7	1.6	4.7	----	18/408	155/ 8.4	9.5	5.5	26	2.2	7	257	WKLQ-F
WGRD-F (CHR)	7/ 2.3	2.4	2.4	2.8	4.4	----	31/671	220/11.9	11.0	11.7	52	2.5	8	209	WGRD-F
WKPR (REL)	7/ 2.3	0.3	1.0	1.2	2.2	----	7/60	56/ 3.0	1.7	2.9	78	0.6	2	48	WKPR
WHEZ (O)	7/ 2.3	0.7	1.7	3.6	2.5	----	7/87	78/ 4.2	3.1	4.8	157	1.9	6	58	WHEZ

12+ FM SHARE (METRO): 81.18% (207 of 255) (FAL 88: 78.11%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKFR-F>>	1 WKFR-F	1 WKFR-F>	1 WKFR-F	1 WNNW-F	1 WNNW-F>	1 WKFR-F>	1 WKFR-F	1 WKFR-F	1 WKFR-F>	1 WKFR-F
2 WGRD-F	2 WRKR-F>>	2 WRKR-F	2 WNNW-F	2 WNNW-F	2 WKZO	2 WNNW-F	2 WNNW-F	2 WNNW-F	2 WRKR-F>	2 WRKR-F
3	3 WNNW-F>>	3 WNNW-F	3 WRKR-F>>	3 WRKR-F>>	3 WQLR-F	3 WKZO >	3 WRKR-F>	3 WRKR-F	3 WNNW-F>	3 WKZO >
4	4 WJFM-F	4	4 WJFM-F	4 WJFM-F	4 WKFR-F	4 WRKR-F	4 WQLR-F	4 WQLR-F	4 WKLQ-F	4 WNNW-F
5	5 WKLQ-F	5	5 WQLR-F	WQLR-F	5	5 WQLR-F			5 WKZO	5 WKLQ-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKFR-F>>	1 WKFR-F>>	1 WKFR-F	1 WKFR-F>	1 WNNW-F	1 WKFR-F	1 WRKR-F	1 WRKR-F>	1 WKFR-F	1 WRKR-F
2 WRKR-F	2 WNNW-F	2 WNNW-F>	2 WNNW-F>	2 WKFR-F>	2 WRKR-F>>	2 WKFR-F	2 WKFR-F>>	2 WRKR-F>	2 WRKR-F
3	3 WRKR-F>>	3 WRKR-F	3 WRKR-F	3 WQLR-F>	3 WKLQ-F>>	3	3 WJFM-F	3 WNNW-F>>	4 WKFR-F>>
4 WKLQ-F>>	4 WQLR-F	4 WQLR-F>	4 WQLR-F	4 WRKR-F	4	4	4 WNNW-F>	4 WJFM-F	4 WJFM-F
5	5 WJFM-F	5 WJFM-F>>	5	WKZO	5	5	5	5	5

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		76 (4)	76 (4)	29.8	25.3	WKMI 1360 Kalamazoo	1.6/9.3/ 5/ 199
AOR/CLASSIC		36 (2)	36 (2)	14.1	12.8	WQSN 1470 Kalamazoo/Prtge	0.7/4.9/ 4/ 120
AC/OLDIES/SOFT ROCK	12 (2)	18 (5)	30 (7)	11.8	17.6		
MOR/VARIETY	23 (2)		23 (2)	9.0	12.4	WBBM 780 Chicago	0.3/2.3/ 5/ 121
COUNTRY	2 (1)	46 (1)	48 (2)	18.8	15.0	WBXX-F 95.3 Battle Creek	0.3/2.9/ 3/ 68
BLACK/URBAN						WGN 720 Chicago	0.7/2.3/ 8/ 120
BEAUTIFUL/EASY		31 (2)	31 (2)	12.2	15.5	WIBM-F 94.1 Jackson	0.7/4.2/ 8/ 150
NEWS/TALK	4 (3)		4 (3)	1.6		WJR 760 Detroit	0.3/1.5/ 4/ 115
NOSTALGIA						WLAV-F 96.9 N. Muskegon	0.3/3.4/ 10/ 315
RELIGION/GOSPEL	7 (1)		7 (1)	2.7	1.3	WMAQ 670 Chicago	0.3/1.3/ 2/ 67
SPANISH						WNDU-F 92.9 South Bend	0.3/1.9/ 7/ 200
CLASSICAL						WODJ-F 107.3 Greenvl/grd rap	0.7/4.4/ 8/ 179
JAZZ/NEW AGE						WYXX-F 96.1 Holland	0.7/2.9/ 13/ 276
UNKNOWN/OTHERS							
	48 (9)	207 (14)	255 (23)				

RADIO STATIONS

WHEZ, 1560, 4.1 KW (DAYS)	, OLDIES	TRNSTR, \$ 10.00 (Christal)
WKMI, 1360, 5 KW/1 KW (DA-2), AC		ABC D, \$ 19.00 (Eastman)
WKPR, 1260, 1 KW (DAYS, DA), RELIGION		, \$ 8.00 (---)
WKZO, 590, 5 KW (DA-N), MOR		CBS, MBS, \$ 30.00 (Mc-Guild)
WQSN, 1470, 500 W/1 KW, COUNTRY		, \$ 13.00 (Banner)
		Fairfield
WKFR-F, 103.3, 50 KW @ 500, CHR		, \$ 50.00 (Eastman)
WNNW-F, 98.5, 50 KW @ 500, COUNTRY		ABC E, \$ 34.00 (Christal)
WQLR-F, 106.5, 33 KW @ 600, BTFL/EZ		, \$ 30.00 (Banner)
WRKR-F, 107.7, 50 KW @ 485, CLASSIC AOR		, \$ 24.00 (HNWH)
		Waldron (COLDWATER)
		Fairfield

MISCELLANEOUS COMMENTS: WKMI/WRKR-F sold by Dave Hicks to Waldron for \$11,000,000 (plus tax certificate) (Americom)...

KANSAS CITY

Arbitron Rank/Pop (12+): 27/1,300,900
 MSA Rank/Pop: 29/1,580,400
 ADI # 28
 Average Person Ratings: 16.4
 Market TSL: 21.75 hours

Stations: 26/25
 Diaries: 1426/912:1/57.6%
 Sample Target: 1410
 % Below Line: 0.3
 % Not Listed: 6.5

1989 Revenue: \$42,100,000
 HH Inc.: \$31,591
 Retail \$: 12.3 Bil
 Pop per Station: 52,036
 #1 Biller: WDAF \$5,000,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume
1. WDAF (C)	220/10.3	11.6	15.5	12.7	11.0	12.5	393/5149	2908/22.4	24.1	21.0	108	13.2	311	2759
2. KBEQ-F (CHR)	214/10.1	8.2	7.4	7.1	6.2	8.2	272/3935	3046/23.4	21.2	19.5	62	11.8	279	3595
3. KFKE-AF (C)	208/ 9.8	7.8	7.2	8.2	9.0	8.3	246/2905	2412/18.5	16.5	19.0	93	8.0	183	2291
4. KCMO (N/T)	155/ 7.3	6.1	6.0	6.6	9.6	6.5	209/3605	2790/21.4	14.7	21.9	79	6.2	146	1921
5. KPRS-F (B)	153/ 7.2	4.5	5.2	5.3	6.0	5.6	156/1436	1328/10.2	10.3	10.5	118	10.2	241	1511
6. KMBR-F (EZ)	127/ 6.0	5.6	5.9	7.4	6.1	6.2	168/2092	1700/13.1	11.9	12.9	85	3.0	71	1352
7. KUDL-F (AC)	118/ 5.5	3.9	4.4	6.5	4.8	5.1	135/2148	1834/14.1	12.1	13.9	144	4.0	94	1682
8. KXXR-F (CHR)	105/ 4.9	5.1	6.7	7.0	6.0	5.9	116/1664	1399/10.8	14.0	14.0	59	5.3	126	1811
9. KLSI-F (AC)	95/ 4.5	4.8	4.3	4.1	4.3	4.4	101/1717	1500/11.5	10.4	10.5	138	3.7	87	1501
10. KYYS-F (AOR)	92/ 4.3	5.3	4.7	6.4	7.0	5.2	130/2324	1584/12.2	13.4	16.1	123	6.3	149	2207
11. KCMO-F (O)	81/ 3.8	6.1	5.4	4.7	4.2	5.0	105/2000	1616/12.4	15.1	13.8	153	4.3	102	1710
12. KMBZ (MOR)	72/ 3.4	6.1	6.4	3.8	4.0	4.9	79/1723	1526/11.7	18.5	11.9	76	3.0	71	1455
13. KCFX-F (CL)	68/ 3.2	4.6	4.3	3.2	3.8	3.8	104/1900	1349/10.4	11.7	10.9	138			
14. KRVK (REL)	57/ 2.7	1.4	1.5	0.9	0.9	1.6	68/1170	926/ 7.1	3.0	2.7	122	2.1	50	910
15. KJLA (BB)	51/ 2.4	2.7	1.8	2.4	3.5	2.3	63/950	832/ 6.4	4.8	6.0	17	0.8	20	710
16. KXTR-F (CL)	41/ 1.9	1.5	1.8	2.1	1.7	1.8	54/862	646/ 5.0	5.1	4.8	121	1.7	40	746
17. WHB (O)	33/ 1.6	3.0	2.8	2.2	3.0	2.4	56/1397	813/ 6.2	10.1	9.3	150	1.9	44	545
18.														
19.														
20.														

12+ FM SHARE (METRO): 65.78% (1309 of 1990) (FAL 88: 64.93%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBEQ-F>>	1 KBEQ-F	1 KFKE-AF<	1 WDAF	1 WDAF	1 WDAF >	1 WDAF >	1 KFKE-AF	1 KFKE-AF	1 KBEQ-F>	1 WDAF >>
2 KXXR-F>	2 KFKE-AF	2 KBEQ-F	2 KFKE-AF	2 KFKE-AF	2 KCMO	2 KBEQ-F<	2 WDAF <	2 KBEQ-F	2 KPRS-F	2 KCMO >>
3 KPRS-F	3 KPRS-F	3 KPRS-F	3 KPRS-F	3 KPRS-F	3 KFKE-AF	3 KFKE-AF	3 KMBR-F	3 WDAF	3 KFKE-AF>	3 KFKE-F>>
4	4 KYYS-F<	4 WDAF	4 KUDL-F	4 KUDL-F	4 KMBR-F>	4 KCMO	4 KUDL-F	4 KPRS-F	4 WDAF	4 KMBZ
5	5 KXXR-F	5 KUDL-F	5 KLSI-F	5 KBEQ-F<	5 KCMO-F	5 KPRS-F	KCMO	5 KUDL-F	KCMO	5 KPRS-F>>
6	6 KUDL-F	6 KYYS-F	KBEQ-F<	6 KLSI-F	6 KMBZ	KMBR-F	6 KBEQ-F<	6 KCMO <	6 KMBZ	6 KBEQ-F
7	7 KCFX-F	KLSI-F	7 KCMO-F	7	7 KUDL-F	7 KUDL-F<	7 KPRS-F	7 KMBR-F	7 KXXR-F	7 KXXR-F
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 KBEQ-F>	1 KBEQ-F<	1 KFKE-AF	1 KFKE-AF	1 KFKE-AF<	1 KBEQ-F>	1 KBEQ-F	1 KYYS-F	1 WDAF	1 WHB >
2 KFKE-AF	2 KFKE-AF	2 KUDL-F	2 KBEQ-F<	2 WDAF	2 KFKE-AF	2 KYYS-F	2 KCFX-F	2 KBEQ-F<	2 KYYS-F
3 KXXR-F	3 KPRS-F	KPRS-F	3 KPRS-F	3 KPRS-F	KXXR-F>	3 KCFX-F	3 KPRS-F	3 KYYS-F<	3 KCMO
4 KPRS-F>	4 KUDL-F	4 KLSI-F	4 KLSI-F<	4 KUDL-F	4 KYYS-F	4 KPRS-F	4 KBEQ-F>	4 KFKE-AF	4 KCMO-F<
5 KLSI-F	KLSI-F<	5 KBEQ-F>	5 KUDL-F	5 KLSI-F>	5 KPRS-F	5 KFKE-AF	5 KUDL-F	5 KPRS-F<	5 KJLA
6 KYYS-F	6 KXXR-F	6 WDAF	6 WDAF	6 KBEQ-F<	6 KBZR	6 KXXR-F	6 WDAF	6 KCFX-F	6 KPRS-F<
7 KUDL-F	7	7 KYYS-F	7	7 KMBR-F	7 KCFX-F>	7 KUDL-F	7	7 KCMO-F<	7
8	8	8	8	8	8	8		8	8
9	9	9	9	9		9	9	9	9
10	10	10	10	10		10	10	10	10

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME	TSA	TSA
-----	--	--	-----	-	-	-----	SHARE/RTG/AQH/CUME		
TOP 40/CHR/CONTEMP		326 (3)	326 (3)	16.4	11.1	KBZR 1030 Blue Sprg/KCty	0.7/1.5/ 16/	214	
AOR/CLASSIC		92 (1)	92 (1)	4.6	17.9	KCCV 1510 Independence	0.9/1.9/ 19/	250	
AC/OLDIES/SOFT ROCK	33 (1)	294 (3)	327 (4)	16.4	12.9	KCFM-F 107.3 Lexington	0.5/1.7/ 22/	421	
MOR/VARIETY	72 (1)		72 (1)	3.6	4.2	KCNW 1380 Fairway/KC	0.3/1.7/ 7/	219	
COUNTRY	230 (2)	198 (1)	428 (3)	21.5	21.4	KCXL 1140 Liberty	0.5/1.5/ 10/	195	
BLACK/URBAN	10 (1)	153 (1)	163 (2)	8.2	6.4	KEXS 1090 Excelsr spgs	0.7/1.0/ 18/	2054	
BEAUTIFUL/EASY		127 (1)	127 (1)	6.4	6.6	KPRT 1590 Kansas City	0.8/3.1/ 18/	416	
NEWS/TALK	155 (1)		155 (1)	7.8	10.3				
NOSTALGIA	51 (1)		51 (1)	2.6	3.7	KLZR-F 105.9 Lawrence	0.3/2.1/ 22/	683	
RELIGION/GOSPEL	116 (5)		116 (5)	5.8	1.6				
SPANISH									
CLASSICAL		109 (2)	109 (2)	5.5	1.8				
JAZZ/NEW AGE					2.1				
UNKNOWN/OTHERS	14 (1)	10 (1)	24 (2)	1.2					
	-----	-----	-----						
	681 (13)	1309 (13)	1990 (26)						

RADIO STATIONS

AM STATIONS

KCCV, 1510, 10 KW (DAYS), RELIGION	, \$ 18.00 (---) Ragan Henry (INDEPENDENCE)
KCMO, 810, 50 KW/5 KW (DA-N), TALK/NEWS	CBS, MBS, \$ 83.00 (Mc-Guild) Gannett
KCNW, 1380, 2.5 KW, RELIGION	CBN, \$ 20.00 (----) Marsh
KJLA, 1190, 5 KW/250 W(DA-N), NOSTALGIA	MBS, \$ 33.00 (Roslin)
KMBZ, 980, 5 KW (DA-2), MOR/TALK	NBC, \$ 70.00 (Durpetti) Bonneville
KPRT, 1590, 1 KW, GOSPEL	MBS, \$ 23.00 (Republic)
WDAF, 610, 5 KW, COUNTRY	ABC E, \$ 108.00 (Katz) Great American
WHB, 710, 10 KW/5KW (DA-2), OLDIES	APR, \$ 50.00 (Christal) Shamrock

FM STATIONS

KBEQ, 104.3, 100 KW @ 987, CHR	ABC C, \$ 91.00 (MMR) Noble
KCFX, 100.7, 100 KW @ 850, CLASSIC AOR	US 1, \$ 60.00 (MMR) Hoker
KCMO, 94.9, 100 KW @ 1057, OLDIES	, \$ 61.00 (Mc-Guild) Gannett
KRVK, 98.9, 100 KW @ 990, AC	SMN, \$ 47.00 (CBS) Journal Co (LEAVENWORTH)
KFKF, 94.1, 100 KW @ 987, COUNTRY	, \$ 94.00 (HNWH) Sconnix
KLSI, 93.3, 100 KW @ 1050, AC	CNN, \$ 66.00 (Banner) Sandusky
KMBR, 99.7, 98 KW @ 950, BTFL/EZ	, \$ 60.00 (Durpetti) Bonneville
KPRS, 103.3, 100 KW @ 940, BLACK	SBN, ABC I, \$ 51.00 (Republic)
KUDL, 98.1, 100 KW @ 500, AC	APR, \$ 64.00 (Christal) Shamrock
KXTR, 96.5, 99 KW @ 960, CLASSICAL	US 2, \$ 39.00 (CMBS)
KXXR, 106.5, 100 KW @ 850, CHR/AOR	, \$ 59.00 (Republic) Olympia
KYY5, 102.1, 100 KW @ 1013, AOR	SOURCE, \$ 101.00 (Katz) Great American

CALL LETTER CHANGES

KCPW changes to KCMO-F (Sept)
 KCWV changes to KRVK-F (Nov)
 KFKF-A changes to KNHN (Jan)

FORMAT CHANGES

KRVK-F changes from JAZZ/NAC to AC (Nov)...KCMO-F changes from CHR to OLDIES (Sept)...
 KNHN changes from COUNTRY to NEWS (Jan)

STATION SALES

KLSI-F: From Sandusky to Apollo for \$8,500,000 (Blackburn)...KFKF: Sold by Sconnix for \$500,000...

KNOXVILLE

Arbitron Rank/Pop (12+): 69/512 300
 MSA Rank/Pop: 85/610,000
 ADI # 64
 Average Person Ratings: 17.3
 Market TSL: 22.75 hours

Stations: 19/19
 Diaries: 994/515:1/59.2%
 Sample Target: 900
 % Below Line: 0.0
 % Not Listed: 7.7

1989 Revenue: \$14,300,000
 HH Inc.: \$23,365
 Retail \$: 5.1 Bil
 Pop per Station: 26,963
 #1 Biller: WIVK-AF \$5,500,000 9

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WIVK-AF (C)	334/37.7	35.2	34.2	32.5	33.0	34.9	510/4629	2750/53.7	47.5	52.0	103	34.4	313	2885	WIVK-AF
2. WOKI-F (CHR)	99/11.2	11.2	11.6	10.3	9.1	11.1	248/2746	1189/23.2	24.2	24.1	63	10.9	99	1283	WOKI-F
3. WEZK-F (EZ)	89/10.0	9.7	8.9	8.2	10.1	9.2	115/1414	984/19.2	17.0	19.0	94	5.7	52	734	WEZK-F
4. WIMZ-AF (AOR)	83/ 9.3	11.0	10.7	15.0	14.0	11.5	123/1755	1101/21.5	24.9	26.6	98	16.0	146	1610	WIMZ-AF
5. WMYU-F (AC)	81/ 9.1	12.7	13.7	14.4	13.7	12.5	128/2235	1514/29.6	29.5	33.4	152	14.4	131	1511	WMYU-F

12+ FM SHARE (METRO): 83.86% (686 of 818) (FAL 88: 87.98%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOKI-F>>	1 WIVK-AF>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-F>>
2 WKGN	2 WIMZ-AF	2 WIMZ-AF	2 WMYU-F>	2 WMYU-F>	2 WEZK-F>	2 WIMZ-AF<	2 WEZK-F	2 WOKI-F	2 WOKI-F>	2 WMYU-F<
3 WIMZ-AF	3 WOKI-F>	3 WMYU-F	3 WIMZ-AF	3 WEZK-F	3 WMYU-F	3 WOKI-F<	3 WIMZ-AF	3 WMYU-F	3 WIMZ-AF	3 WOKI-F
4	4 WMYU-F	4 WOKI-F>	4 WEZK-F	4 WIMZ-AF	4	4 WEZK-F	4 WMYU-F<	4 WEZK-F<	4 WEZK-F	4 WIMZ-F
5	5	5 WEZK-F	5 WOKI-F	5 WOKI-F>>	5	5 WMYU-F	5 WOKI-F	5 WIMZ-AF	5 WMYU-F	5 WEZK-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 WOKI-F	1 WIVK-AF>	1 WIVK-AF	1 WIVK-AF>>	1 WIVK-AF>>	1 WIMZ-AF	1 WIVK-AF	1 WIVK-AF>	1 WIVK-AF>>	1 WIVK-AF>>
2 WIVK-AF>	2 WOKI-F	2 WMYU-F>>	2 WMYU-F	2 WMYU-F	2 WIMZ-AF>	2 WIMZ-AF>	2 WIMZ-AF	2 WIMZ-AF>	2 WMYU-F
3 WIMZ-AF>>	3 WMYU-F	3 WOKI-F	3 WOKI-F	3 WEZK-F>	3 WOKI-F>>	3 WOKI-F>>	3 WOKI-F>	3 WOKI-F	3 WIMZ-AF>
4 WMYU-F>>	4 WIMZ-AF>>	4 WIMZ-AF	4 WIMZ-AF	4 WIMZ-AF	4 WNOX-F	4 WMYU-F	4 WMYU-F>	4 WMYU-F>	4 WOKI-F
5 WEZK-F>>	5 WEZK-F	5 WEZK-F	5 WEZK-F	5 WOKI-F	5 WMYU-F	5	5 WEZK-F>	5 WEZK-F	5 WEZK-F
6	6	6	6	6	6 WGAP >>	6	6 WCKS-F>	6	6

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		99 (1)	99 (1)	12.1	10.3	WCKS-F 93.1	Karns 1.6/6.7/ 16/ 365
AOR/CLASSIC	2 (1)	81 (1)	83 (2)	10.1	15.9	WGAP 1400	Maryville 1.6/3.1/ 17/ 199
AC/OLDIES/SOFT ROCK		109 (3)	109 (3)	13.3	18.2	WJFC 1480	JeffCity/Morris 1.0/1.0/ 9/ 52
MOR/VARIETY	10 (1)	4 (1)	14 (2)	1.7		WKGN 1340	Knoxville 2.0/3.5/ 18/ 179
COUNTRY	53 (2)	304 (2)	357 (4)	43.6	40.4	WKNF-F 94.3	Oak Ridge 1.6/5.0/ 17/ 329
BLACK/URBAN	18 (1)		18 (1)	2.2		WKXV 900	Knoxville 0.8/2.3/ 7/ 125
BEAUTIFUL/EASY		89 (1)	89 (1)	10.9	11.5	WNOX-F 99.3	Jeff City/Knoxvl 1.0/2.5/ 9/ 173
NEWS/TALK	9 (1)		9 (1)	1.1		WQBB 1040	Powell/Knoxvill 1.4/2.4/ 14/ 166
NOSTALGIA	12 (1)		12 (1)	1.5		WRJZ 620	Knoxville 1.4/4.7/ 14/ 267
RELIGION/GOSPEL	19 (2)		19 (2)	2.3	1.3	WSEV 930	Sevierville 1.1/1.6/ 11/ 99
SPANISH						WSEV-F 105.5	Gatlinburg 0.5/1.3/ 4/ 69
CLASSICAL						WUTK 850	Knoxville 1.0/2.8/ 10/ 189
JAZZ/NEW AGE							
UNKNOWN/OTHERS	9 (1)		9 (1)	1.1	2.0		
	132 (10)	686 (9)	818 (19)				

RADIO STATIONS

WKGN, 1340, 1 KW , OLDIES NBN, \$ 9.00 (Roslin)
 WRJZ, 620, 5 KW (DA-N) , RELIGION SMN, \$ 11.00 (---)
 WIVK (10 KW, 990) SIMULCASTS WITH WIVK-F
 WIMZ (1 KW, 1240) SIMULCASTS WITH WIMZ-F

WEZK-F, 97.5, 100 KW @ 1250, EZ , \$ 37.00 (Christal) South Central
 WIMZ-F, 103.5, 100 KW @ 1723, AOR SOURCE, \$ 70.00 (Christal) Stoner
 WIVK-F, 107.7, 100 KW @ 1970, COUNTRY ABC E, \$ 109.00 (Katz) Dick
 WMYU-F, 102.1, 15 KW @ 1990, AC US 1, \$ 68.00 (Eastman) Jacor
 WOKI-F, 100.3, 100 KW @ 2000, CHR ABC F, CBS, \$ 34.00 (HNWH) (OAK RIDGE)
 WKNF-F, 94.3, 2 KW @ 395, SOFT AC TRNSTR, \$ 18.00 (---) (OAK RIDGE)

MISCELLANEOUS COMMENTS: WMYU-F sold by Jacor for \$12,000,000 but this deal never closed...WMYU-F resold to Dalton for \$11,200,000 (Americom)...

LANCASTER

Arbitron Rank/Pop (12+): 105/339,200

Stations: 27/6

1989 Revenue: \$6,700,000

MSA Rank/Pop: 115/410,000

Diaries: 913/372:1/60.9%

HH Inc.: \$29,627

ADI # 46 (w/York & Harrisburg)

Sample Target: 730

Retail \$: 3.1 Bil

Average Person Ratings: 16.8

% Below Line: 40.1

Pop per Station: 56,533

Market TSL: 22.15 hours

% Not Listed: 19.2

#1 Biller: WLAN-F \$2,300,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion	Birch Share	Birch AQH	Birch Cume	
1. WLAN-F (CHR)	63/11.1	12.3	12.6	11.3	15.3	----	73/1280	1029/30.3	29.0	28.7	95	13.0	71	1166	WLAN-F
2. WNCE-F (EZ)	55/ 9.7	11.8	11.5	12.9	12.6	----	107/1211	645/19.0	22.2	21.1	59	5.7	31	466	WNCE-F
3. WIOV-F (C)	50/ 8.8	8.2	8.0	9.2	7.9	----	61/804	647/19.1	19.3	19.1	80	8.8	48	533	WIOV-F
4. WDAC-F (REL)	49/ 8.6	8.5	8.2	9.0	8.1	----	64/680	492/14.5	14.3	13.3	88	6.1	33	486	WDAC-F
5. WARM-F (AC)	47/ 8.3	9.8	10.5	9.9	8.4	----	108/1340	696/20.5	21.1	23.8	134	8.1	44	631	WARM-F
6. WRKZ-F (C)	40/ 7.0	7.4	5.2	9.4	6.3	----	110/1189	445/13.1	15.1	14.3	123	4.8	26	383	WRKZ-F
7. WHTF-F (AOR)	29/ 5.1	4.2	5.5	6.6	5.7	----	60/835	439/12.9	12.8	13.2	137	7.9	43	528	WHTF-F
8. WQXA-F (CHR)	25/ 4.4	4.3	3.6	2.9	4.1	----	68/1242	512/15.1	13.6	14.0	73	5.5	30	473	WQXA-F
9. WYCR-F (CHR)	15/ 2.6	1.8	2.3	1.2	0.6	----	67/1170	348/10.3	8.1	9.6	96	5.0	27	439	WYCR-F
10. WWKL-F (AC)	14/ 2.5	----	----	----	----	----	29/454	211/ 6.2	0.0	0.0	164	1.3	7	145	WWKL-F

12+ FM SHARE (METRO): 93.26% (429 of 460) (FAL 88: 94.11%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WLAN-F>>	1 WLAN-F>	1 WLAN-F	1 WARM-F	1 WARM-F	1 WNCE-F	1 WLAN-F	1 WNCE-F	1 WLAN-F	1 WLAN-F<	1 WIOV-F
2 WYCR-F	2 WHTF-F	2 WARM-F	WLAN-F>	2 WLAN-F	2 WIOV-F	2 WARM-F<	2 WARM-F<	2 WDAC-F	2 WDAC-F>	2 WDAC-F
WQXA-F	3 WARM-F	3 WHTF-F	3 WRKZ-F	3 WRKZ-F	3 WDAC-F<	3 WIOV-F<	3 WLAN-F	3 WNCE-F	3 WHTF-F	3 WARM-F
4	4 WQXA-F>	4 WRKZ-F	WHTF-F	4 WDAC-F	4 WRKZ-F	4 WDAC-F	4 WIOV-F	4 WIOV-F	4 WRKZ-F	WNCE-F
5	5 WDAC-F	5 WDAC-F	5 WDAC-F	5 WHTF-F	5 WARM-F	5 WNCE-F<	5 WARM-F	5 WARM-F	5 WNCE-F	5 WNCE-F
6	6	6 WIOV-F	6 WIOV-F	WIOV-F	6	6 WRKZ-F	6 WHTF-F	6 WRKZ-F	WIOV-F	6 WRKZ-F
7	7	7	7	7	7	7	WDAC-F	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WLAN-F>	1 WLAN-F	1 WARM-F	1 WARM-F	1 WARM-F	1 WQXA-F	1 WHTF-F	1 WHTF-F>	1 WHTF-F	1 WRKZ-F
2 WARM-F	2 WARM-F>	2 WLAN-F>	2 WLAN-F>	2 WLAN-F	WLAN-F>	2 WLAN-F>	2 WLAN-F>	WLAN-F	2 WHTF-F
3 WQXA-F>	3 WQXA-F>	3 WQXA-F	3 WIOV-F	3 WIOV-F	3 WHTF-F>	3 WQXA-F	3 WDAC-F	3 WRKZ-F>	3 WLAN-F>
4 WHTF-F>	4 WHTF-F	WDAC-F>	4 WQXA-F	4 WDAC-F	4 WYSP-F>	4 WDAC-F	4 WDAC-F	4 WYCR-F	4 WARM-F
5 WKSZ-F	5 WDAC-F	5 WHTF-F	5 WDAC-F	5 WNCE-F	5 WTPA-F	5 WYCR-F	WWKL-F	5 WWKL-F	WDAC-F
WIOV-F>>	6	6 WNCE-F>	6	6	WRKZ-F>>	WRFY-F	WRFY-F>	WARM-F	6 WWKL-F
7	7	7	7	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		116 (5)	116 (5)	25.2	25.9	WLAN 1390 Lancaster	1.6/5.6/ 9/ 191
AOR/CLASSIC		45 (5)	45 (5)	9.8	9.7	WLPA 1490 Lancaster	1.1/5.2/ 6/ 176
AC/OLDIES/SOFT ROCK		67 (4)	76 (5)	16.5	16.8		
MOR/VARIETY	9 (1)		11 (3)	2.4	2.7	KYW 1060 Philadelphia	0.9/5.2/ 6/ 221
COUNTRY	6 (2)	90 (2)	96 (4)	20.9	15.6	WCTX-F 92.1 Palmyra/harris.	0.5/1.7/ 3/ 144
BLACK/URBAN					0.6	WEAZ-F 101.1 Philadelphia	0.7/2.0/ 5/ 93
BEAUTIFUL/EASY		59 (2)	59 (2)	12.8	13.7	WEEU 850 Reading	0.5/1.4/ 4/ 63
NEWS/TALK	5 (1)		5 (1)	1.1	0.8	WHP 580 Harrisburg	0.4/3.8/ 9/ 272
NOSTALGIA					1.7	WHP -F 97.3 Harrisburg	0.5/1.9/ 7/ 172
RELIGION/GOSPEL		49 (1)	49 (1)	10.7	10.1	WHYL 960 Carlisle/harris	0.5/1.0/ 8/ 95
SPANISH						WIOQ-F 102.1 Philadelphia	0.4/1.6/ 2/ 54
CLASSICAL						WKSZ-F 100.3 Media	0.5/1.6/ 3/ 54
JAZZ/NEW AGE						WMMR-F 93.3 Philadelphia	0.9/2.1/ 7/ 94
UNKNOWN/OTHERS		3 (1)	3 (1)	0.7	2.3	WNNK-F 104.1 Harrisburg	0.7/5.1/ 25/ 530
	31 (7)	429 (20)	460 (27)			WRFY-F 102.5 Reading	1.6/5.2/ 10/ 242
						WSBA 910 York	0.5/4.7/ 61/ 781
						WTPA-F 93.5 Mechncsbrg/Hrsb	0.7/2.7/ 26/ 300
						WYSP-F 94.1 Philadelphia	0.9/3.0/ 7/ 119

RADIO STATIONS

WLAN, 1390, 5 KW/1 KW (DA-2)	, OLDIES	, \$ 10.00 (HNWH)	Peoples Hall
WLPA, 1490, 1 KW	, NOSTALGIA	NBC, \$ 12.00 (Torbet)	Hall
WDAC-F, 94.5, 19 KW @ 810, RELIGION		, \$ 27.00 (Savalli)	
WIOV-F, 105.1, 50 KW @ 500, COUNTRY		ABC E, \$ 30.00 (HNWH)	
WLAN-F, 96.9, 50 KW @ 500, CHR		ABC F, ABC R, \$ 47.00 (HNWH)	Peoples Hall
WNCE-F, 101.3, 7 KW @ 1300, BTFL/EZ		NBC, \$ 40.00 (Torbet)	Hall

OTHER RANKED STATIONS -- See Philadelphia, Harrisburg or York

LANSING

Arbitron Rank/Pop (12+): 97/359,900
 MSA Rank/Pop: 109/439,000
 ADI # 102
 Average Person Ratings: 16.7
 Market TSL: 22.25 hours

Stations: 20/14
 Diaries: 908/396:1/56.6%
 Sample Target: 780
 % Below Line: 6.2
 % Not Listed: 15.5

1989 Revenue: \$12,100,000
 HH Inc.: \$30,114
 Retail \$: 3.2 Bil
 Pop per Station: 25,707
 #1 Biller: WVIC-AF \$3,100,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion	Birch Share	Birch AQH	12+ Cume
1. WVIC-AF (CHR)	111/18.5	16.2	16.2	16.5	19.4	16.9	157/2061	1412/39.2	38.2	40.8	72	19.7	130	1600
2. WITL-F (C)	104/17.3	15.4	17.5	15.7	11.6	16.5	167/1645	965/26.8	24.6	22.8	117	14.2	94	931
3. WJIM-F (EZ)	53/ 8.8	7.2	7.2	6.7	9.1	7.5	68/719	522/14.5	13.7	18.7	92	5.3	35	324
4. WFMK-F (AC)	51/ 8.5	9.5	7.9	8.7	7.3	8.6	81/1165	722/20.1	19.6	18.7	139	7.7	51	571
5. WIBM-F (O)	33/ 5.5	5.9	5.7	5.6	6.8	5.7	71/1293	588/16.3	14.3	14.4	142	4.5	30	466
6. WMMQ-F (AOR)	22/ 3.7	5.3	5.1	4.5	3.3	4.7	22/488	482/13.4	15.3	12.9	116	7.6	50	695
7. WGOR-F (CHR)	22/ 3.7	4.7	4.4	6.4	5.1	4.8	32/611	475/13.2	14.8	17.1	68	5.9	39	538
8. WJR (MOR)	21/ 3.5	3.0	5.2	5.0	4.5	4.2	82/1072	356/ 9.9	11.8	13.6	106	4.1	27	305
9. WKKP-F (AC)	21/ 3.5	3.2	1.5	1.9	2.1	2.5	21/525	496/13.8	7.5	7.9	151	3.9	26	361
10. WJXQ-F (AOR)	18/ 3.0	2.7	4.8	3.1	6.1	3.4	49/781	402/11.2	11.2	14.2	73	3.5	23	406
11. WILS (B)	13/ 2.2	1.9	0.7	2.0	1.3	1.7	13/271	250/ 6.9	2.7	7.0	100	3.3	22	267
12. WXLA (B)	9/ 1.5	4.5	1.0	1.7	0.5	2.2	9/111	111/ 3.1	2.3	2.3	107	1.8	12	186
13. WITL (C)	7/ 1.2	0.3	---	1.1	1.2	0.7	15/152	90/ 2.5	0.0	3.7	75	0.8	5	100
14. WJIM (T)	6/ 1.0	0.6	1.0	0.9	2.0	0.9	7/185	162/ 4.5	3.9	5.1	60	0.5	3	96

12+ FM SHARE (METRO): 87.57% (444 of 507) (FAL 88: 88.51%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WVIC-AF>>1	WVIC-AF>>1	WVIC-AF>	1 WITL-F	1 WITL-F>	1 WITL-F>	1 WVIC-AF>	1 WVIC-AF<	1 WVIC-AF	1 WVIC-AF>	1 WITL-F>>
2 WGOR-F	2 WITL-F	2 WITL-F>	2 WVIC-AF	2 WVIC-AF	2 WJIM-F>	2 WITL-F>>	2 WITL-F>	2 WITL-F>	2 WITL-F>	2 WVIC-F>
3	3 WFMK-F>	3 WFMK-F>	3 WFMK-F>	3 WFMK-F>	3 WFMK-F	3 WJIM-F	3 WFMK-F	3 WFMK-F	3 WJIM-F	3 WJXQ-F>
4	4 WMMQ-F	4 WIBM-F	4 WIBM-F	4 WJIM-F	4 WVIC-AF	4 WFMK-F>	4 WJIM-F	4 WJIM-F	4 WJXQ-F	4 WJIM
5	5 WJXQ-F	5 WMMQ-F<	5 WJIM-F	5 WIBM-F>	5 WIBM-F	5 WJR	5	5 WIBM-F	5 WGOR-F<	5 WJIM-F
6	6	6 WJIM-F	6	6	6	6	6	6	6 WIBM-F	6
7	7	7	7	7	7	7	7	7	7 WFMK-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WVIC-AF>>1	WVIC-AF>>1	WITL-F	1 WVIC-AF>	1 WITL-F>	1 WVIC-AF>>1	WVIC-AF>>1	WVIC-AF	1 WVIC-AF>	1 WITL-F>
2 WGOR-F	2 WITL-F	2 WVIC-AF	2 WITL-F	2 WVIC-AF<	2 WJXQ-F	2 WITL-F	2 WITL-F	2 WITL-F>	2 WVIC-AF
3 WITL-F	3 WFMK-F>	3 WFMK-F>	3 WFMK-F>	3 WFMK-F>	3 WITL-F	3 WFMK-F	3 WFMK-F>	3 WFMK-F	3 WFMK-F>
4 WFMK-F	4 WGOR-F	4 WJIM-F	4 WJIM-F	4 WJIM-F	4 WMMQ-F	4 WJXQ-F	4 WJR	4 WIBM-F	4 WIBM-F
5 WJXQ-F	5 WMMQ-F	WIBM-F	WIBM-F	5 WIBM-F	WIBM-F	5 WMMQ-F	WMMQ-F	5 WMMQ-F	5 WJIM-F
6 WMMQ-F>>	6	6 WKKP-F	6	6	WFMK-F>>	6	WJXQ-F	6 WJXQ-F	6
7	7	7	7	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP	2 (1)	133 (3)	135 (4)	26.6	30.7	WIBM 1450 Jackson	0.0/0.2/ 3/ 78
AOR/CLASSIC		40 (2)	40 (2)	7.9	12.1		
AC/OLDIES/SOFT ROCK		109 (4)	109 (4)	21.5	19.8	CKLW 800 Windsor/Detr	0.5/1.0/ 5/ 122
MOR/VARIETY	21 (1)		21 (1)	4.1	5.3	WJFM-F 93.7 Grand Rapids	0.7/1.7/ 16/ 123
COUNTRY	7 (1)	104 (1)	111 (2)	21.9	15.8	WKFR-F 103.3 Battle Crk/Kal	0.3/1.7/ 15/ 380
BLACK/URBAN	22 (2)		22 (2)	4.3	2.2	WOOD-F 105.7 Grand Rapids	0.8/1.7/ 33/ 549
BEAUTIFUL/EASY		58 (2)	58 (2)	11.4	14.1	HWJ 950 Detroit	0.3/1.2/ 3/ 129
NEWS/TALK	8 (2)		8 (2)	1.6			
NOSTALGIA	3 (1)		3 (1)	0.6			
RELIGION/GOSPEL							
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	63 (9)	444 (12)	507 (21)				

RADIO STATIONS

WILS, 1320, 5 KW/1 KW (DA-3)	BLACK	CBS, \$ 14.00 (Christal)	MacDonald
WJIM, 1240, 1 KW	TALK	NBC, \$ 15.00 (Torbet)	Double L
WXLA, 1180, 1 KW (DAYS,DA)	BLACK	\$ 11.00 (Roslin)	(DIMONDALE)
WGOR-F, 92.1, 3 KW @ 300, CHR		CBS, \$ 20.00 (Mc-Guild)	(ST. JOHNS)
WFMK-F, 99.1, 28 KW @ 600, AC		\$ 39.00 (Republic)	Liggett
WIBM-F, 94.1, 40 KW @ 560, OLDIES		US 2, \$ 30.00 (MMR)	(JACKSON)
WITL-F, 100.7, 27 KW @ 680, COUNTRY		ABC E, \$ 54.00 (Banner)	
WJIM-F, 97.5, 28 KW @ 440, BTFL/EZ		NBC, \$ 30.00 (Torbet)	Double L
WJXQ-F, 106.1, 50 KW @ 500, AOR		ABC R, \$ 26.00 (Christal)	(JACKSON)
WKKP-F, 101.7, 3 KW @ 150, AC		CBS, \$ 24.00 (Christal)	MacDonald
WMMQ-F, 92.7, 1.5 KW @ 450, CLASSIC AOR		SOURCE, NBC, \$ 29.00 (HNWH)	(CHARLOTTE)
WVIC-F, 94.9, 49 KW @ 500, CHR		\$ 70.00 (Katz)	Goodrich

MISCELLANEOUS COMMENTS: WVIV now simulcasting with WVIC-F

LAS VEGAS

Arbitron Rank/Pop (12+): 64/547,400

Stations: 21/21
Diaries: 1013/540:1/49.3%
Sample Target: 910
% Below Line: 0.0
% Not Listed: 19.0

1989 Revenue: \$20,100,000
HH Inc.: \$27,953
Retail \$: 5.2 Bil
Pop per Station: 26,066
#1 Biller: KFMS-AF \$3,000,000

MSA Rank/Pop: 83/658,000
ADI # 93
Average Person Ratings: 17.2
Market TSL: 22.75 hours

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. KFMS-AF (C)	113/12.0	10.8	11.3	13.2	11.4	11.8	115/1211	1142/20.9	17.8	19.0	136	11.4	105	974	KFMS-AF
2. KLUC-F (CHR)	97/10.3	8.7	10.0	7.6	9.1	9.1	99/1395	1339/23.9	22.3	23.2	69	15.6	150	1532	KLUC-F
3. KXTZ-F (EZ)	87/ 9.3	7.9	8.5	12.4	10.3	9.5	89/825	789/14.4	14.6	14.3	53	5.9	57	595	KXTZ-F
4. KORK (BB)	54/ 5.8	5.6	3.1	3.8	4.3	4.6	55/408	392/ 7.2	7.1	8.5	38	2.7	26	317	KORK
5. KYRK-F (CHR)	47/ 5.0	6.5	5.3	5.1	6.4	5.5	50/1016	957/17.5	16.5	16.8	64	6.6	64	1185	KYRK-F
6. KKLZ-F (AOR)	46/ 4.9	5.6	5.7	5.9	8.0	5.5	50/692	671/12.3	12.4	14.7	129	7.5	72	611	KKLZ-F
7. KUDA-F (O)	44/ 4.7	3.9	4.7	4.2	1.3	4.4	48/642	628/11.5	11.9	4.1	128	4.8	46	466	KUDA-F
8. KOMP-F (AOR)	35/ 3.7	4.8	6.3	5.9	5.0	5.2	36/597	571/10.4	11.0	14.0	122	6.1	59	765	KOMP-F
KMZQ-F (AC)	35/ 3.7	5.8	4.2	4.7	5.5	4.6	36/643	612/11.2	10.5	13.0	111	2.8	27	424	KMZQ-F
10. KEYV-F (J/NA)	34/ 3.6	1.4	2.9	2.0	2.3	2.5	34/389	386/ 7.1	7.5	5.7	139	3.1	30	388	KEYV-F
11. KRLV-F (AC)	32/ 3.4	3.9	5.3	4.2	4.2	4.2	32/542	520/ 9.5	10.6	9.7	132	2.7	26	437	KRLV-F
12. KWNR-F (AC)	25/ 2.7	2.4	2.6	2.5	2.3	2.5	27/433	393/ 7.2	8.4	10.1	159	1.3	13	186	KWNR-F
13. KLTN-F (AC)	22/ 2.3	1.8	1.1	----	----	1.3	22/370	365/ 6.7	4.8	0.0	170	2.0	19	217	KLTN-F
14. KNUU (N/T)	20/ 2.1	2.6	2.5	3.1	2.3	2.6	20/395	391/ 7.1	7.3	6.2	81	1.9	18	263	KNUU
15. KJUL-F (AC)	15/ 1.6	1.6	0.7	----	----	1.0	16/319	307/ 5.6	2.6	0.0	150	1.1	11	171	KJUL-F
KDWN (T)	15/ 1.6	2.7	3.9	1.9	2.8	2.5	16/303	292/ 5.3	8.0	6.6	81	2.3	69	831	KDWN
17.															
18.															
19.															
20.	12+ FM SHARE (METRO):	84.36%	(642 of 761)	(FAL 88:	83.55%)										

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KLUC-F	1 KLUC-F>	1 KFMS-AF	1 KFMS-AF>>	1 KFMS-AF>>	1 KXTZ-F<	1 KFMS-AF	1 KFMS-AF	1 KFMS-AF	1 KFMS-AF	1 KXTZ-F
2 KYRK-F	2 KKLZ-F>	2 KLUC-F>	2 KLUC-F	2 KLUC-F	2 KFMS-AF>	2 KLUC-F	2 KLUC-F<	2 KLUC-F	2 KLUC-F	2 KFMS-F
3	3 KFMS-AF	3 KKLZ-F	3 KKLZ-F	3 KKLZ-F	3 KORK >	3 KXTZ-F>	3 KXTZ-F>	3 KXTZ-F>	3 KYRK-F	3 KDWN
4	4 KOMP-F	4 KUDA-F	4 KUDA-F>	4 KUDA-F	4 KUDA-F	4 KORK	4 KKLZ-F	4 KYRK-F	4 KORK <	4 KLUC-F
5	5 KYRK-F	5 KOMP-F	5 KWNR-F	5 KEYV-F<	5 KEYV-F	5 KKLZ-F	5 KUDA-F	5 KUDA-F<	5 KXTZ-F	5
6	6	6	KOMP-F	6 KXTZ-F	6	6	6 KORK	6 KORK	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KLUC-F>>	1 KLUC-F>	1 KFMS-AF>	1 KLUC-F	1 KFMS-AF>	1 KLUC-F>>	1 KKLZ-F	1 KKLZ-F>	1 KFMS-AF	1 KFMS-AF>
2 KYRK-F	2 KFMS-AF	2 KWNR-F	2 KFMS-AF>	2 KLUC-F	2 KKLZ-F>	2 KLUC-F	2 KFMS-AF	2 KLUC-F<	2 KKLZ-F
KRLV-F	3 KKLZ-F	3 KKLZ-F	3 KRLV-F	3 KXTZ-F	3 KYRK-F	3 KOMP-F>	KOMP-F>	3 KKLZ-F	3 KUDA-F
KMZQ-F	4 KYRK-F	4 KKLZ-F	4 KMZQ-F	4 KRLV-F	KOMP-F	4 KFMS-AF	4 KLUC-F	4 KUDA-F	4 KOMP-F
5 KOMP-F	KWNR-F	5 KYRK-F	5 KKLZ-F	5 KMZQ-F	5 KUDA-F	5 KYRK-F	5 KWNR-F	5 KOMP-F	KLUC-F
KKLZ-F	KRLV-F	KRLV-F	6	6 KWNR-F	KMTW	6	6 KLTN-F	6	6 KEYV-F
	7 KMZQ-F	7 KMZQ-F		KEYV-F					

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		144 (2)	144 (2)	18.9	19.2	KENO 1460 Las Vegas	1.1/3.3/ 10/ 182
AOR/CLASSIC		81 (2)	81 (2)	10.6	16.8	KMTW 1340 Las Vegas	1.4/2.7/ 13/ 148
AC/OLDIES/SOFT ROCK	10 (1)	185 (7)	195 (8)	25.6	19.5	KREL 1280 Henderson/LosVg	0.5/1.9/ 5/ 104
MOR/VARIETY						KRRI-F 105.5 Boulder Cty/LV	1.3/4.6/ 13/ 264
COUNTRY	2 (1)	111 (1)	113 (2)	14.8	14.2		
BLACK/URBAN	13 (1)		13 (1)	1.7	1.1		
BEAUTIFUL/EASY		87 (1)	87 (1)	11.4	12.7		
NEWS/TALK	35 (2)		35 (2)	4.6	6.8		
NOSTALGIA	54 (1)		54 (1)	7.1	5.3		
RELIGION/GOSPEL	5 (1)		5 (1)	0.7			
SPANISH							
CLASSICAL							
JAZZ/NEW AGE		34 (1)	34 (1)	4.5	2.8		
UNKNOWN/OTHERS					1.6		
	119 (7)	642 (14)	761 (21)				

RADIO STATIONS

KDWN, 720, 50 KW (DA-N), TALK	, \$ 19.00 (Roslin)	
KENO, 1460, 5 KW/1 KW (DA-N), OLDIES	, \$ 16.00 (Christal)	Lotus
KNUU, 970, 5 KW/500 W (DA-2), NEWS/TALK	MBS, CBS, \$ 15.00 (---)	
KORK, 920, 5 KW/500 W (DA-2), NOSTALGIA	ABC I, \$ 19.00 (MMR)	Anchor
KEYV-F, 93.1, 50 KW @ 100, JAZZ/NAC	, \$ 29.00 (HNWH)	
KFMS-F, 101.9, 100 KW @ 1110, COUNTRY	, \$ 61.00 (Katz)	
KJUL-F, 104.3, 100 KW @ 1115, AC	APR, \$ 20.00 (---)	Ragan Henry
KKLZ-F, 96.3, 100 KW @ 1170, CLASSIC AOR	, \$ 34.00 (Banner)	
KLTN-F, 103.5, 100 KW @ 1042, AC	TRNSTR, \$ 20.00 (K & P)	
KLUC-F, 98.5, 100 KW @ 1180, CHR	UPI, \$ 60.00 (Mc-Guild)	Nationwide
KMZQ-F, 100.5, 98 KW @ 1180, AC	, \$ 46.00 (Eastman)	Commonwealth
KOMP-F, 92.3, 100 KW @ 1520, AOR	, \$ 35.00 (Christal)	Lotus
KRLV-F, 106.5, 100 KW @ 1155, SOFT AC	, \$ 28.00 (Eastman)	
KRRI-F, 105.5, 50 KW @ 1450, OLDIES	MBS, \$ 20.00 (Torbet)	
KUDA-F, 107.5, 25 KW @ 3726, OLDIES	, \$ 30.00 (Katz)	Americom (Quinn)
KWNR-F, 95.5, 100 KW @ 1120, OLDIES	, \$ 26.00 (Torbet)	
KXTZ-F, 94.1, 100 KW @ 1250, BTFL/EZ	, \$ 44.00 (Durpetti)	Parker
KYRK-F, 97.1, 50 KW @ 1950, CHR	, \$ 33.00 (MMR)	Anchor

CALL LETTER CHANGES

KRSR changes to KLUC-A

FORMAT CHANGES

KLUC-F changes format to CHR

STATION SALES

LEXINGTON

Arbitron Rank/Pop (12+): 125/286,700
 MSA Rank/Pop: 139/347,400
 ADI # 69
 Average Person Ratings: 17.0
 Market TSL: 22.50 hours

Stations: 16/14
 Diaries: 754/380:1/57.4%
 Sample Target: 670
 % Below Line: 0.8
 % Not Listed: 15.6

1989 Revenue: \$12,100,000
 HH Inc.: \$25,994
 Retail \$: 2.9 Bil
 Pop per Station: 20,478
 #1 Biller: WVLK-F \$2,700,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WVLK-F (C)	88/18.1	19.9	18.3	15.4	16.5	----	245/2644	949/33.1	33.2	32.4	119	18.2	87	830	WVLK-F
2. WLAP-F (CHR)	66/13.6	16.1	11.4	13.9	15.5	----	163/1951	900/31.4	34.1	26.8	87	18.0	86	1010	WVLK-F
3. WKQQ-F (AOR)	58/11.9	14.0	10.5	14.9	13.0	----	93/1351	722/25.2	27.2	24.1	91	15.7	75	878	WKQQ-F
4. WCKU-F (B)	44/ 9.0	9.1	10.5	-----	-----	-----	51/525	417/14.5	15.6	16.4	70	13.0	62	612	WCKU-F
5. WVLK (MOR)	40/ 8.2	6.6	8.9	9.9	8.8	----	48/745	579/20.2	14.9	23.6	105	6.5	31	411	WVLK
6. WTKT-F (AC)	27/ 5.5	1.7	2.2	3.7	3.8	----	30/518	419/14.6	10.6	11.5	149	6.5	31	463	WTKT-F
7. WBBE (BB)	18/ 3.7	2.1	3.4	2.7	3.0	----	25/285	138/ 4.8	3.9	6.1	19	1.9	9	72	WBBE
8. WJMM-F (REL)	16/ 3.3	1.9	2.0	1.7	2.8	----	25/303	192/ 6.7	7.0	8.1	170	2.7	13	207	WJMM-F
9. WCOZ-F (AC)	15/ 3.1	4.9	5.8	5.5	4.3	----	21/417	346/12.1	11.7	14.0	145	2.3	11	281	WCOZ-F
10. WCGW (REL)	13/ 2.7	1.1	2.7	2.7	2.0	----	31/352	92/ 3.2	4.0	3.8	56	1.5	7	95	WCGW
11. WLAP (AC)	11/ 2.3	3.4	2.7	3.2	3.3	----	28/602	316/11.0	8.3	8.8	96	1.3	6	149	WLAB
12. WLFX-F (CHR)	7/ 1.4	2.3	5.6	7.9	9.5	----	17/492	314/11.0	10.6	19.2	79	2.5	12	429	WLFX-F

12+ FM SHARE (METRO): 78.10% (321 of 411) (FAL 88: 76.94%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WLAP-F>>	1 WKQQ-F<	1 WVLK-F<	1 WVLK-F>	1 WVLK-F>	1 WVLK-F>>	1 WVLK-F>	1 WVLK-F>	1 WVLK-F	1 WVLK-F<	1 WVLK >>
2 WKQQ-F	2 WLAP-F>	2 WLAP-F<	2 WLAP-F	2 WLAP-F	2 WVLK >	2 WLAP-F>	2 WLAP-F	2 WKQQ-F	2 WCKU-F	2 WVLK-F
3 WCKU-F	3 WCKU-F	3 WKQQ-F>	3 WKQQ-F	3 WKQQ-F	3 WBBE	3 WKQQ-F>	3 WLAP-F>	3 WLAP-F	3 WLAP-F	3 WLAP-F
4	4 WVLK-F	4 WCKU-F	4 WTKT-F>	4 WVLK	4 WCKU-F	4 WVLK	4 WTKT-F	4 WCKU-F>	4 WKQQ-F>	4 WCKU-F>
5	5 WTKT-F	5 WTKT-F	5 WVLK	5 WTKT-F	5 WJMM-F	5 WCKU-F	5 WVLK	5 WTKT-F	5 WVLK	5 WKQQ-F>>
6	6	6	6 WCKU-F	6 WCKU-F	6	6	6	6 WVLK	6	6
7	7	7	7 WJMM-F	7	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WLAP-F>>	1 WLAP-F>>	1 WLAP-F>	1 WLAP-F>	1 WVLK-F	1 WKQQ-F>>	1 WKQQ-F>>	1 WKQQ-F>>	1 WKQQ-F	1 WVLK-F
2 WCKU-F	2 WTKT-F	2 WTKT-F>	2 WTKT-F>	2 WLAP-F>	2 WCKU-F>	2 WVLK-F	2 WVLK-F	2 WHAS >	2 WKQQ-F>
3 WKQQ-F>>	3 WCKU-F	3 WVLK-F>	3 WTKT-F	3 WTKT-F>	3 WLAP-F	3 WLAP-F	3 WVLK	3 WCKU-F	3 WVLK >
4 WTKT-F	4 WKQQ-F>	4 WKQQ-F	4 WCKU-F	4 WCKU-F>	4 WVLK-F>>	4 WCKU-F>	4 WTKT-F	4 WLAP-F	4 WCKU-F
5 WCGW >>	5 WVLK-F	5 WCKU-F>>	5 WKQQ-F	5 WVLK	5 WTKT-F	5 WVLK	5 WLAP-F>	5 WVLK-F	5 WTKT-F
6	6	6	6	6 WKQQ-F	6 WLFX-F	6 WTKT-F	6 WCOZ-F>	6	6
7	7	7	7	7 WJMM-F	7	7	7	7	7 WJMM-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		73 (2)	73 (2)	17.8	19.7	WHRS 1380	Windchester 0.4/1.7/ 2/ 55
AOR/CLASSIC		58 (1)	58 (1)	14.1	12.2	WLXG 1300	Lexington 0.4/4.8/ 6/ 244
AC/OLDIES/SOFT ROCK	13 (2)	42 (2)	55 (4)	13.4	10.6		
MOR/VARIETY	44 (3)		44 (3)	10.7	14.8	WHAS 840	Louisville 0.4/3.7/ 45/ 885
COUNTRY		88 (1)	88 (1)	21.4	21.2	WLW 700	Cincinnati 0.4/3.8/ 8/ 394
BLACK/URBAN		44 (1)	44 (1)	10.7	12.1		
BEAUTIFUL/EASY							
NEWS/TALK							
NOSTALGIA	18 (1)		18 (1)	4.4	3.9		
RELIGION/GOSPEL	15 (2)	16 (1)	31 (3)	7.5	5.4		
SPANISH							
CLASSICAL							
JAZZ/BLUES							
UNKNOWN/OTHERS							
	90 (8)	321 (8)	411 (16)				

RADIO STATIONS

WBBE, 1580, 10 KW/45 W (DA-1), NOSTALGIA, \$ 14.00 (Republic) (GEORGETOWN)
 WLAP, 630, 5 KW/1 KW (DA-2), OLDIES, CBS, US 2, \$ 17.00 (Mc-Guild) Trumper
 WLXG, 1300, 2.5 KW/1 KW (DA-N), OLDIES, NBC, \$ 14.00 (HNWH) Martin
 WVLK, 590, 5 KW/1 KW (DA-2), MOR, ABC I, \$ 40.00 (Katz) Bluegrass
 WCGW, 770, 1 KW (DAYS), GOSPEL, \$ 10.00 (---) Mortenson (NICHOLASVILLE)

WCKU-F, 102.5, 2 KW @ 350, BLACK, \$ 20.00 (---) (NICHOLASVILLE)
 WCOZ-F, 96.7, 3 KW @ 300, SOFT AC, NBC, \$ 19.00 (HNWH) Martin (PARIS)
 WJMM-F, 106.3, 3 KW @ 316, RELIGION, \$ 15.00 (---) Mortenson
 WKQQ-F, 98.1, 100 KW @ 551, AOR, \$ 50.00 (Christal) Village

WLAB-F, 94.5, 100 KW @ 660, CHR, \$ 48.00 (Mc-Guild) Trumper
 WLFX-F, 100.1, 1 KW @ 460, CHR, \$ 25.00 (Durpetti) Premier (WINCHESTER)
 WTKT-F, 103.1, 3 KW @ 300, OLDIES, \$ 18.00 (Republic) (GEORGETOWN)
 WVLK-F, 92.9, 100 KW @ 854, COUNTRY, \$ 60.00 (Katz) Bluegrass

MISCELLANEOUS COMMENTS: WMGB-F changes to WTKT and format from AC to OLDIES...

LITTLE ROCK

Arbitron Rank/Pop (12+): 81/426,300
 MSA Rank/Pop: 96/524,000
 ADI # 55
 Average Person Ratings: 16.6
 Market TSL: 22.25 hours

Stations: 18/18
 Diaries: 862/495:1/58.6%
 Sample Target: 820
 % Below Line: 0.0
 % Not Listed: 9.7

1989 Revenue: \$13,900,000
 HH Inc.: \$26,875
 Retail \$: 3.8 Bil
 Pop per Station: 23,683
 #1 Biller: KSSN-F \$4,100,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. KSSN-F (C)	125/17.7	20.7	20.3	20.3	20.6	----	240/3029	1373/32.2	36.7	32.5	107	23.2	163	1448	KSSN-F
2. KIPR-F (B)	74/10.5	9.7	9.9	7.5	3.2	----	108/900	600/14.1	12.5	12.2	95	12.8	90	740	KIPR-F
3. KMJX-F (AOR)	66/ 9.3	5.3	5.6	5.7	4.9	----	105/1227	772/18.1	13.2	13.2	118	12.1	85	841	KMJX-F
4. KEZQ-F (EZ)	63/ 8.9	8.3	9.0	11.2	8.8	----	100/1183	704/16.5	16.7	18.3	75	5.0	35	431	KEZQ-F
5. KKYK-F (CHR)	60/ 8.5	9.4	9.6	11.6	10.5	----	113/2207	1060/24.9	26.8	26.7	94	7.8	55	1064	KKYK-F
6. KOLL-F (O)	53/ 7.5	3.3	3.7	2.9	2.1	----	93/1256	708/16.6	11.3	9.9	147	7.0	49	566	KOLL-F
7. KARN (N/T)	50/ 7.1	7.9	7.6	6.2	6.8	----	55/808	642/15.1	15.3	14.9	59	4.1	29	479	KARN
8. KZOU-F (CHR)	44/ 6.2	6.4	8.2	6.8	9.1	----	100/1625	780/18.3	21.8	20.7	81	9.5	67	966	KZOU-F
9. KHLT-F (AC)	35/ 4.9	6.0	5.2	6.4	6.9	----	57/1008	547/12.8	14.6	15.6	122	5.4	38	561	KHLT-F
10. KWTD-F (B)	16/ 2.3	3.6	2.6	3.2	6.0	----	16/336	336/ 7.9	8.1	6.2	117	3.6	25	330	KWTD-F
11. KBIS (N/T)	14/ 2.0	1.8	1.7	0.4	3.4	----	17/268	194/ 4.6	5.2	4.3	85	0.6	4	139	KBIS

12+ FM SHARE (METRO): 84.98% (543 of 639) (FAL 88: 84.07%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KSSN-F	1 KIPR-F	1 KKYK-F	1 KSSN-F	1 KSSN-F>	1 KMJX-F>>	1 KMJX-F>>	1 KMJX-F>	1 KSSN-F<	1 KSSN-F>
KIPR-F	2 KSSN-F	2 KMJX-F	2 KIPR-F	2 KIPR-F	2 KKYK-F	2 KSSN-F	2 KSSN-F>	2 KMJX-F	2 KMJX-F
3 KZOU-F	3 KKYK-F	3 KIPR-F	3 KKYK-F	3 KOLL-F	3 KSSN-F	3 KIPR-F	3 KIPR-F>	3 KOLL-F	3 KOLL-F>
4 KKYK-F	4 KZOU-F	4 KSSN-F	4 KZOU-F	4 KKYK-F	KIPR-F>	4 KKYK-F>	4 KOLL-F	4 KIPR-F	4 KIPR-F
5 KMJX-F	5 KZOU-F	5 KZOU-F	5 KOLL-F	5 KEZQ-F	5 KZOU-F	5 KZOU-F	5 KKYK-F	5 KKYK-F	5 KKYK-F
KHLT-F>>	6	KOLL-F	KMJX-F	6 KMJX-F	6 KHLT-F	KOLL-F	6 KZOU-F	6	6
			7 KHLT-F	KHLT-F					

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		104 (2)	104 (2)	16.3	20.2	KAAY 1090 Little Rock	1.0/4.3/ 14/ 372
AOR/CLASSIC		66 (1)	66 (1)	10.3	10.6	KITA 1440 Little Rock	1.4/3.0/ 11/ 162
AC/OLDIES/SOFT ROCK		88 (2)	88 (2)	13.8	8.3	KLRA 1530 England	0.3/0.8/ 2/ 35
MOR/VARIETY						KLRA-F 96.5 England	1.0/1.3/ 7/ 82
COUNTRY		125 (1)	125 (1)	19.6	23.1	KMTL 760 Sherwood/Lt1Rck	0.7/2.5/ 10/ 240
BLACK/URBAN		90 (2)	90 (2)	14.1	14.1	KWNN 1050 Little Rock	0.7/1.6/ 5/ 82
BEAUTIFUL/EASY		63 (1)	63 (1)	9.9	10.2	KZOU 1250 Little Rock	0.4/1.1/ 3/ 46
NEWS/TALK	64 (2)		64 (2)	10.0	8.6		
NOSTALGIA							
RELIGION/GOSPEL	27 (4)		27 (4)	4.2	4.4		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS	5 (2)	7 (1)	12 (3)	1.9	0.5		
	96 (8)	543 (10)	639 (18)				

RADIO STATIONS

KARN, 920, 5 KW (DA-2) , NEWS/TALK CBS, \$ 32.00 (Banner)
 KBIS, 1010, 10 KW/5 KW (DA-N) , TALK NBC, \$ 20.00 (Christal) Signal
 KITA, 1440, 5 KW/50 W , RELIGION , \$ 13.00 (---)
 KEZQ-F, 100.3, 44 KW @ 1369, BTFL/EZ , \$ 37.00 (Eastman)
 KHLT-F, 94.1, 100 KW @ 760, AC , \$ 39.00 (Christal) Signal
 KIPR-F, 92.3, 100 KW @ 938, BLACK , \$ 23.00 (Banner) (PINE BLUFF)
 KKYK-F, 103.7, 96 KW @ 1510, CHR , \$ 50.00 (Banner) Sheppard
 KMJX-F, 105.1, 79 KW @ 1054, AOR ABC R, \$ 38.00 (HNWH) Coastal
 KSSN-F, 95.7, 100 KW @ 1664, COUNTRY ABC E, \$ 85.00 (Katz) Southern Skies
 KWTD-F, 106.3, 3 KW @ 290, BLACK MBS, \$ 21.00 (Roslin) Willis (LONOKE)
 KOLL-F, 94.9, 100 KW @ 1843, OLDIES , \$ 25.00 (Durpetti) South. Starr (P.BLUFF)
 KZOU-F, 98.5, 99 KW @ 860, CHR , \$ 35.00 (Christal)

MISCELLANEOUS COMMENTS: KHLT changes to KBIS and format from AC to BUSINESS NEWS (Nov)...KZLR changes to KOLL and format from AOR to OLDIES (Sep)...KWTD-F (Lonoke) sold to Willis for \$445,000...KEZQ-F sold for \$3,250,000 (CEA)...KEZQ-A sold to Willis for \$250,000...

LOS ANGELES

Arbitron Rank/Pop (12+): 2/9,265,900
 MSA Rank/Pop: 2/11,800,000
 ADI # 2
 Average Person Ratings: 17.8
 Market TSL: 23.50 hours

Stations: 42/42
 Diaries: 4584/2021:1/50.6%
 Sample Target: 3650
 % Below Line: 0.0
 % Not Listed: 11.7

1989 Revenue: \$385,000,000
 MH Inc.: \$33,525
 Retail \$: 88.0 Bil
 Pop per Station: 220,616
 #1 Biller: KABC \$35,000,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion	Birch share	Birch AQH	Birch Cume	
1. KPWR-F (CHR)	1016/ 6.2	6.1	7.1	6.4	7.2	6.4	1064/17164	15841/17.1	18.1	18.8	60	7.7	1229	15913	KPWR-F
2. KOST-F (AC)	946/ 5.7	6.8	6.1	5.6	5.4	6.1	1097/16818	14414/15.6	16.4	14.7	116	4.9	783	9325	KOST-F
3. KIIS-F (CHR) **	890/ 5.4	6.2	4.9	6.2	5.8	5.7	1053/19685	16687/18.0	19.7	18.9	89	7.1	1129	18387	KIIS-F
4. KABC (T)	764/ 4.6	4.3	5.2	4.9	5.3	4.8	814/11112	10004/10.8	12.7	12.5	78	5.2	832	8824	KABC
5. KLOS-F (AOR)	694/ 4.2	4.1	3.8	4.6	3.6	4.2	982/14166	10325/11.1	10.3	10.0	129	6.5	1032	10911	KLOS-F
6. KBIG-F (AC)	651/ 4.0	3.6	4.3	4.0	3.3	4.0	750/10667	9005/ 9.7	10.8	9.6	117	2.6	419	4893	KBIG-F
7. KQLZ-F (CHR)	626/ 3.8	5.5	4.3	2.7	2.8	4.1	868/13239	10221/11.0	12.6	8.5	61	4.8	756	10769	KQLZ-F
8. KWKK (SP)	573/ 3.5	2.7	2.2	2.3	1.3	2.7	577/4943	4919/ 5.3	3.8	2.5	134	1.8	278	3049	KWKK
9. KNX (N/T)	559/ 3.4	2.8	3.3	3.6	3.5	3.3	717/15583	12189/13.2	13.0	13.5	82	2.6	411	7996	KNX
10. KLVE-F (SP)	522/ 3.2	3.2	1.8	2.3	2.8	2.6	566/6891	6187/ 6.7	4.7	6.0	109	2.0	315	3628	KLVE-F
11. KTWV-F (J/NA)	504/ 3.1	2.8	2.5	3.4	3.3	3.0	594/10002	8359/ 9.0	8.5	8.5	139	3.3	521	6052	KTWV-F
12. KTNQ (SP)	450/ 2.7	1.9	2.5	1.6	2.8	2.2	466/4767	4496/ 4.9	5.0	5.2	104	2.3	365	3398	KTNQ
13. KRTH-F (O)	439/ 2.7	2.8	3.1	3.3	3.2	3.0	581/12020	9344/10.1	10.2	12.2	144	2.6	412	6788	KRTH-F
14. KFVB (N)	431/ 2.6	3.1	3.0	2.9	3.1	2.9	474/12317	11210/12.1	12.6	12.9	69	2.6	405	7823	KFVB
15. KJOI-F (EZ)	415/ 2.5	4.6	4.1	4.5	4.6	3.9	476/7513	6761/ 7.3	9.5	9.5	80	2.8	439	4553	KJOI-F
16. KROQ-F (AOR)	414/ 2.5	2.5	2.3	3.0	3.2	2.6	507/8155	6764/ 7.3	7.3	9.4	72	4.1	651	9145	KROQ-F
17. KJLH-F (B)	372/ 2.3	1.9	2.2	2.3	2.3	2.2	373/5288	5163/ 5.6	5.9	5.7	109	2.9	453	6020	KJLH-F
18. KZLA-F (C)	363/ 2.2	2.3	2.0	2.3	2.6	2.2	404/6004	5337/ 5.8	5.4	5.9	132	3.1	487	3226	KZLA-F
19. KLSX-F (AOR)	360/ 2.2	2.0	1.8	2.5	2.3	2.1	422/8532	7356/ 7.9	7.4	8.3	136	2.7	432	6241	KLSX-F
20. KMPC (BB)	343/ 2.1	2.7	2.5	2.3	2.1	2.4	425/7726	6424/ 6.9	7.4	7.7	57	1.9	295	3775	KMPC
21. KACE-F (B)	311/ 1.9	1.2	1.3	0.9	1.4	1.3	312/4123	4078/ 4.4	3.8	4.6	105	1.7	272	3208	KACE-F
22. KODJ-F (O)	292/ 1.8	2.0	2.0	1.1	1.2	1.7	386/7299	5656/ 6.1	6.9	4.9	117	1.4	219	4031	KODJ-F
23. KFI (T)	273/ 1.7	1.6	1.8	1.3	1.3	1.6	405/7866	5404/ 5.8	6.1	4.8	100	1.9	297	3754	KFI
24. KKGO-F (J/NA)	228/ 1.4	1.0	1.2	1.1	1.0	1.2	258/5345	4686/ 5.1	3.7	3.4	93	1.5	242	3368	KKGO-F
25. KSKQ (SP)	208/ 1.3	1.1	1.0	1.1	1.2	1.1	208/2566	2566/ 2.8	2.3	2.4	123	0.5	78	1508	KSKQ
26. KLIT-F (AC)	196/ 1.2	1.2	0.7	0.9	0.7	1.0	219/5014	4554/ 4.9	2.7	2.8	133	1.1	180	2954	KLIT-F
KLAC (C)	196/ 1.2	0.8	1.2	1.2	1.0	1.1	225/4484	3731/ 4.0	5.1	3.5	83	0.6	99	2233	KLAC
28. KGFJ (B)	182/ 1.1	0.7	0.8	0.6	0.6	0.8	182/2230	2219/ 2.4	1.9	1.9	145	0.7	106	1582	KGFJ
29. KALI (SP)	170/ 1.0	0.8	1.0	1.2	0.8	1.0	172/2564	2531/ 2.7	2.1	2.4	90	0.7	105	1911	KALI
30. KRLA (O)	163/ 1.0	0.8	0.9	0.8	1.2	0.9	171/3483	3234/ 3.5	4.2	3.8	100	0.9	149	1623	KRLA

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

12+ FM SHARE (METRO): 67.86% (9865 of 14537) (FAL 88: 64.13%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPWR-F>	1 KPWR-F	1 KOST-F	1 KOST-F	1 KOST-F	1 KABC >	1 KABC	1 KOST-F	1 KPWR-F	1 KOST-F<	1 KABC >>
2 KIIS-F	2 KLOS-F	2 KPWR-F<	2 KLOS-F	2 KLOS-F	2 KNX <	2 KLOS-F	2 KBIG-F	2 KIIS-F	2 KPWR-F	2 KFVB <
3 KQLZ-F	3 KIIS-F	3 KLOS-F<	3 KIIS-F	3 KIIS-F<	3 KOST-F	3 KPWR-F<	3 KPWR-F	3 KOST-F	3 KIIS-F	3 KNX >>
4	4 KOST-F	4 KIIS-F>	4 KBIG-F<	4 KWKK	4 KFVB <	4 KIIS-F	KIIS-F>	4 KQLZ-F	4 KABC	4 KWKK
5	5 KQLZ-F	5 KWKK	5 KWKK	KBIG-F	5 KBIG-F<	5 KNX <	5 KABC	5 KBIG-F	5 KQLZ-F	5 KOST-F>>
6	6 KLVE-F	KQLZ-F<	KTWV-F	6 KTWV-F	6 KJOI-F	6 KOST-F	6 KLOS-F	6 KLOS-F	6 KNX	6 KIIS-F
7	7 KROQ-F	7 KLVE-F	7 KRTH-F	7 KRTH-F	7 KTWV-F	7 KWKK	7 KWKK <	7 KTWV-F<	7 KTWV-F	7 KBIG-F<
8	8 KWKK	KBIG-F	KPWR-F	8 KPWR-F<	8 KWKK	8 KBIG-F<	8 KTWV-F	8 KNX	8 KWKK	8 KTWV-F
9	9 KBIG-F	9 KTWV-F	9 KLVE-F	9 KABC <	9 KMPC <	9 KFVB	KRTH-F<	9 KLVE-F	9 KQLZ-F	9 KFI <
10	10 KLSX-F	10 KRTH-F	10 KABC	10 KLVE-F	10 KRTH-F	10 KTNQ	10 KQLZ-F	10 KWKK	10 KROQ-F	10 KPWR-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 KPWR-F<	1 KOST-F>	1 KOST-F	1 KOST-F	1 KPWR-F	1 KLOS-F>	1 KLOS-F>	1 KLOS-F>	1 KLOS-F>
2 KIIS-F	2 KOST-F	2 KBIG-F<	2 KPWR-F	2 KBIG-F	2 KQLZ-F	2 KPWR-F	2 KIIS-F	2 KPWR-F	2 KOST-F
3 KOST-F	3 KIIS-F>	3 KIIS-F	3 KIIS-F	3 KIIS-F<	3 KLOS-F	3 KQLZ-F	3 KLSX-F<	3 KIIS-F<	3 KTWV-F
4 KQLZ-F>	4 KQLZ-F<	4 KLVE-F<	4 KBIG-F	4 KWKK	4 KROQ-F	4 KIIS-F	4 KWKK	4 KOST-F	4 KIIS-F
5 KROQ-F<	5 KLVE-F<	5 KLOS-F<	5 KWKK <	5 KPWR-F	5 KIIS-F	5 KROQ-F	5 KROQ-F	5 KQLZ-F	5 KWKK
6 KACE-F	6 KBIG-F<	6 KPWR-F	6 KLVE-F	6 KRTH-F	6 KNAC-F<	6 KLSX-F<	6 KROQ-F	6 KWKK	KABC
7 KLVE-F	7 KLOS-F	7 KTWV-F	7 KLOS-F<	7 KTWV-F	7 KLVE-F	7 KLVE-F<	KOST-F	7 KTWV-F	7 KRTH-F
8 KLOS-F	8 KACE-F	8 KWKK	8 KQLZ-F	8 KLVE-F	8 KLSX-F	8 KOST-F	8 KQLZ-F	8 KROQ-F	8 KLSX-F<
9 KJLH-F>	9 KJLH-F	9 KQLZ-F	9 KRTH-F	9 KLOS-F	9 KOST-F	9 KWKK	KLVE-F	9 KTNQ	9 KNX
10 KBIG-F	10 KWKK	KJLH-F	KACE-F	10 KABC	10 KWKK	10 KTNQ	10 KTNQ	10 KRTH-F	10 KTNQ

FORMATS	AM	FM	TOTAL	%	FAL 88	OTHER RATED STATIONS	METRO CUME TSA TSA
-----	--	--	-----	-	%	-----	SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		2600 (4)	2600 (4)	17.9	15.1	KDAY 1580 Santa Monica/LA	0.6/3.2/101/2982
AOR/CL.		1595 (4)	1595 (4)	11.0	13.9	KEZY-F 95.9 Anaheim	0.3/1.5/ 51/1385
AC/OLDIES/SOFT ROCK	236 (2)	2524 (5)	2760 (7)	19.0	18.8	KFSG-F 96.3 Los Angeles	0.3/1.0/ 52/1032
NOR/VARIETY						KGIL 1260 San Fernando	0.4/1.3/ 64/1323
COUNTRY	196 (1)	363 (1)	559 (2)	3.8	4.4	KIEV 870 Glendale	0.4/2.4/ 74/2472
BLACK/URBAN	281 (2)	683 (2)	964 (4)	6.6	6.1	KKBT-F 92.3 Los Angeles	0.4/2.1/ 77/2169
BEAUTIFUL/EASY		415 (1)	415 (1)	2.9	5.1	KKLA-F 99.5 Los Angeles	0.8/2.3/148/2395
NEWS/TALK	2151 (6)		2151 (6)	14.8	15.0	KMAX-F 107.1 Arcadia/LosAnge	0.4/0.9/ 60/ 925
NOSTALGIA	343 (1)		343 (1)	2.4	2.3	KNAC-F 105.5 Long Beach/LA	0.8/2.4/146/2577
RELIGION/GOSPEL		246 (3)	246 (3)	1.7	0.6	KRTH 930 Los Angeles	0.4/2.5/ 82/2482
SPANISH	1401 (4)	657 (2)	2058 (6)	14.2	10.9	KSKQ-F 97.9 Long Beach	0.8/2.3/137/2198
CLASSICAL					1.8	KWIZ 1480 Santa Ana	0.4/1.1/ 65/1049
JAZZ/NEW AGE		732 (2)	732 (2)	5.0	4.8		
UNKNOWN/OTHERS	64 (1)	50 (1)	114 (2)	0.8	1.2		
	-----	-----	-----				
	4672 (17)	9865 (25)	14537 (42)				

RADIO STATIONS

KABC, 790, 5 KW (DA-N), TALK	ABC 1, ABC T, \$ 410.00 (Katz)	Cap Cities/ABC
KALI, 1430, 5 KW (DA-2), HISPANIC	, \$ 90.00 (Katz)	TA/Shaw (SAN GABRIEL)
KDAY, 1580, 50 KW (DA-2), BLACK	NBN, \$ 100.00 (Roslin)	Heritage (SANTA MONICA)
KFI, 640, 50 KW, TALK	NBS, \$ 150.00 (Christal)	Cox
KFWB, 980, 5 KW, NEWS	NBC, UPI, \$ 300.00 (Group W)	Westinghouse
KGJ, 1230, 1 KW, BLACK OLDIES	SBN, SMN, \$ 70.00 (Roslin)	
KLAC, 570, 5 KW (DA-N), COUNTRY	ABC D, \$ 130.00 (Eastman)	Malrite
KNBC, 710, 50 KW/10 KW (DA-N), NOSTALGIA/MOR	, \$ 270.00 (Durpetti)	Golden West
KNX, 1070, 50 KW, NEWS	CBS, \$ 340.00 (CBS)	CBS
KRLA, 1110, 50 KW (DA-2), OLIDES	, \$ 100.00 (MMR)	Greater Media
KRTH, 930, 5 KW (DA-N), OLDIES	US 2, \$ N/A (Republic)	Beasley
KSKQ, 1540, 50 KW/10 KW (DA-2), HISPANIC	, \$ 100.00 (SBS)	SBS
KTNQ, 1020, 50 KW (DA-2), HISPANIC	CRC, \$ 165.00 (Caballero)	Heftel
KWKW, 1330, 5 KW (DA-N), HISPANIC	, \$ 120.00 (Lotus)	Lotus

FM STATIONS

KACE, 103.9, 1.6 KW @ 390, BLACK	APR, \$ 85.00 (K & P)	All Pro (INGLEWOOD)
KBIG, 104.3, 105 KW @ 2890, AC	, \$ 280.00 (CBS)	Bonneville
KLIT, 101.9, 2.5 KW @ 2848, SOFT AC	, \$ 100.00 (Durpetti)	Golden West (GLENDALE)
KKBT, 92.3, 39 KW @ 2835, CHR	, \$ 200.00 (Mc-Guild)	Evergreen
KIIS, 102.7, 8 KW @ 2790, CHR	, \$ 550.00 (Mc-Guild)	Gannett
KJLH, 102.3, 3 KW @ 360, BLACK	, \$ 117.00 (Roslin)	
KJOL, 98.7, 75 KW @ 1180, EZ	, \$ 285.00 (Banner)	Command (COMPTON)
KKGO, 105.1, 18 KW @ 2900, SOFT AC	APR, \$ 110.00 (CHBS)	
KLOS, 95.5, 63 KW @ 3129, AOR	ABC R, \$ 312.00 (Katz)	Cap Cities/ABC
KLSX, 97.1, 55 KW @ 770, CLASSIC AOR	, \$ 300.00 (MMR)	Greater Media
KLVE, 107.5, 60 KW @ 2800, HISPANIC	, \$ 175.00 (Caballero)	Heftel
KMAX, 107.1, 3 KW @ -13, HISPANIC	, \$ 60.00 (---)	Douglas (ARCADIA)
KNAC, 105.5, 1.6 KW @ 300, AOR	ABC F, \$ 120.00 (---)	(LONG BEACH)
KODJ, 93.1, 28 KW @ 3496, OLDIES	RADRAD, \$ 200.00 (CBS)	
KOST, 103.5, 13 KW @ 3100, AC	, \$ 410.00 (Christal)	Cox
KPWR, 105.9, 72 KW @ 770, CHR/URBAN	, \$ 425.00 (HNWH)	Emmis
KQLZ, 100.3, 5 KW @ 3060, CHR/AOR	SOURCE, \$ 600.00 (Eastman)	Westwood One
KROQ, 106.7, 6 KW @ 1388, AOR	, \$ 300.00 (Torbet)	Infinity
KRTH, 101.1, 51 KW @ 3130, OLDIES	, \$ 350.00 (Republic)	Beasley
KSKQ, 97.9, 79 KW @ 420, HISPANIC	, \$ 120.00 (SBS)	SBS
KTWV, 94.7, 55 KW @ 2952, JAZZ/SAC	, \$ 260.00 (Banner)	Legacy
KZLA, 93.9, 49 KW @ 720, COUNTRY	, \$ 225.00 (Eastman)	Malrite

CALL LETTER CHANGES

KFAC-F changes to KKBT (Sept)
 KEDG-F changes to KLIT (Oct)

FORMAT CHANGES

KKBT changes from CLASSICAL to CHR/HYBRID...KLIT changes from AOR to SOFT AC...KKGO-F changes from JAZZ to CLASSICAL (Jun)

STATION SALES

KRTH-A: From Beasley to Lieberman for \$23,000,000 plus tax certificate...KJOL-F: From Command to Viacom for \$86,000,000

LOUISVILLE

Arbitron Rank/Pop (12+): 69/793,200
 MSA Rank/Pop: 51/968,000
 ADI # 45
 Average Person Ratings: 16.5
 Market TSL: 21.75 hours

Stations: 17/17
 Diaries: 1284/618:1/53.5%
 Sample Target: 1200
 % Below Line: 0.0
 % Not Listed: 9.6

1989 Revenue: \$23,600,000
 HH Inc.: \$27,183
 Retail \$: 7.7 Bil
 Pop per Station: 46,658
 #1 Biller: WHAS \$5,800,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion	Birch Share	Birch AQH	Birch Cume	
1. WHAS (MOR)	208/15.9	10.8	12.2	14.8	15.0	13.4	260/3371	2405/30.3	28.3	31.4	81	11.2	152	2149	WHAS
WAMZ-F (C)	208/15.9	16.4	16.3	17.1	17.2	16.4	302/3172	2111/26.6	26.8	28.5	119	17.8	242	2190	WAMZ-F
3. WDJX-AF (CHR)	150/11.5	13.7	15.3	12.2	9.6	13.2	243/3171	2107/26.6	28.1	23.1	82	13.9	180	2197	WDJX-AF
4. WVEZ-F (AC)	114/ 8.7	7.9	5.9	6.7	7.1	7.3	139/1750	1545/19.5	14.9	15.5	130	7.6	103	1366	WVEZ-F
5. WLRS-F (CHR)	96/ 7.4	6.3	5.5	4.2	6.0	5.8	103/1466	1289/16.3	15.9	18.8	58	10.5	142	1917	WLRS-F
6. WQMF-F (AOR)	86/ 6.6	8.2	8.3	9.4	9.8	8.1	138/1886	1284/16.2	16.5	18.2	118	7.5	102	2031	WQMF-F
7. WLOU (B)	79/ 6.1	9.4	7.1	7.4	3.9	7.5	79/824	786/ 9.9	9.4	6.8	105	8.1	110	1113	WLOU
8. WRKA-F (AC)	63/ 4.8	5.6	6.0	6.4	6.3	5.7	64/1141	1107/14.0	14.7	15.9	152	5.6	76	1060	WRKA-F
9. WLSY-F (EZ)	43/ 3.3	3.0	3.0	1.9	6.2	2.8	44/647	620/ 7.8	6.4	9.6	118	1.6	22	310	WLSY-F
10. WAVG (MOR)	33/ 2.5	3.2	3.8	4.4	3.7	3.5	35/914	862/10.9	10.7	11.9	116	2.0	27	422	WAVG
11. WKY (C)	23/ 1.8	1.9	0.5	0.8	0.7	1.3	28/502	350/ 4.4	3.0	3.1	94	0.5	7	177	WKY
12. WXVW (BB)	21/ 1.6	2.8	3.0	1.9	2.3	2.3	21/383	383/ 4.8	6.2	4.2	19	1.2	16	187	WXVW
WXLN-F (REL)	21/ 1.6	0.9	1.5	0.8	1.0	1.2	22/437	424/ 5.3	3.5	3.4	138	1.0	14	339	WXLN-F
14.															
15.	12+ FM SHARE (METRO):		66.02%		(779 of 1180)		(FAL 88: 68.92%)								

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WDJX-AF>>	1 WDJX-AF>>	1 WDJX-AF	1 WAMZ-F<	1 WAMZ-F>	1 WLRS-F	1 WQMF-F	1 WQMF-F	1 WAMZ-F	1 WAMZ-F>
2 WLRS-F	2 WAMZ-F	2 WVEZ-F	2 WDJX-AF>	2 WVEZ-F	2 WDJX-AF	2 WAMZ-F	2 WAMZ-F	2 WQMF-F	2 WHAS
3 WAMZ-F	3 WVEZ-F<	3 WRKA-F	3 WVEZ-F	3 WHAS	3 WQMF-F<	3 WLRS-F<	3 WHAS	3 WDJX-AF	3 WQMF-F
4 WLOU	4 WLOU <	4 WLOU	4 WHAS	4 WDJX-AF	4 WAMZ-F>	4 WDJX-AF>	4 WDJX-AF	4 WHAS	4 WVEZ-F
5	5 WRKA-F	5 WAMZ-F>	5 WLOU	5 WRKA-F	5 WLOU >>	5 WHAS	5 WLRS-F>	5 WLRS-F<	5 WDJX-AF>
6	6 WLRS-F	6 WHAS	6 WRKA-F	6 WLOU	6	6 WLOU	6 WVEZ-F	6 WVEZ-F	6 WRKA-F
7	7	7	7 WLRS-F	7	7	7	7 WRKA-F	7	7
							WLOU >>		

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP	2 (1)	244 (2)	246 (3)	20.8	17.1	WFIA 900 Louisville	0.3/1.7/ 5/ 194
AOR/CLASSIC		86 (1)	86 (1)	7.3	10.8	WLLV 1240 Louisville	1.1/2.3/ 14/ 183
AC/OLDIES/SOFT ROCK		177 (2)	177 (2)	15.0	19.6	WTMT 620 Louisville	1.3/2.6/ 18/ 230
MOR/VARIETY	241 (2)		241 (2)	20.4	16.5		
COUNTRY	40 (2)	208 (1)	248 (3)	21.0	20.0		
BLACK/URBAN	79 (1)		79 (1)	6.7	11.2		
BEAUTIFUL/EASY NEWS/TALK		43 (1)	43 (1)	3.6			
NOSTALGIA	21 (1)		21 (1)	1.8	2.6		
RELIGION/GOSPEL	18 (2)	21 (1)	39 (3)	3.3	2.3		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	401 (9)	779 (8)	1180 (17)				

RADIO STATIONS

WAVG, 970, 5 KW (DA-N)	MOR	NBC, US 2, \$ 33.00 (MHR)	Radio One
WDJX, 1080, 10 KW/1 KW (DA-2)	SIMULCAST WITH WDJX-F		
WHAS, 840, 50 KW	MOR	ABC I, \$ 120.00 (Christal)	Clear Channel
WLOU, 1350, 5 KW/500 W (DA-N)	BLACK	SBN, \$ 40.00 (MMR)	Johnson
WTMT, 620, 500 W (DA-2)	COUNTRY	\$ 14.00 (---)	
WKY, 790, 5 KW/1 KW (DA-2)	COUNTRY	TRNSTR, \$ 26.00 (Katz)	Wilkes-Schwartz
WXVW, 1450, 1 KW	NOSTALGIA	SMN, \$ 25.00 (K & P)	
WAMZ-F, 97.5, 100 KW @ 505,	COUNTRY	\$ 96.00 (Christal)	Clear Channel
WDJX-F, 99.7, 24 KW @ 720,	CHR	APR, \$ 65.00 (Republic)	Stoner
WLRS-F, 102.3, 3 KW @ 300,	CHR/AOR	ABC R, \$ 44.00 (Durpetti)	Radio One
WLSY-F, 101.7, 1 KW @ 400,	BTFL/EZ	US 2, \$ 30.00 (Banner)	
WQMF-F, 95.7, 34 KW @ 580,	AOR	\$ 56.00 (Eastman)	
WRKA-F, 103.1, 3 KW @ 300,	OLDIES	\$ 53.00 (Banner)	
WVEZ-F, 106.9, 24 KW @ 670,	SOFT AC	\$ 59.00 (Katz)	Wilkes-Schwartz
WXLN-F, 103.9, 1 KW @ 500,	RELIGION	\$ 18.00 (---)	

MISCELLANEOUS COMMENTS: WRKA changes from AC to OLDIES (Jan)...

LUBBOCK

Arbitron Rank/Pop (12+): 163/182,500

Stations: 18/17
Diaries: 567/322:1/54.0%
Sample Target: 550
% Below Line: 0.3
% Not Listed: 9.0

1989 Revenue: \$6,500,000
MH Inc.: \$23,086
Retail \$: 1.72 Bil
Pop per Station: 10,735
#1 Biller: KLLL A/F \$2,000,000

MSA Rank/Pop: 189/225,000

ADI # 152

Average Person Ratings: 17.6

Market TSL: 23.50 hours

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion	Birch Share	Birch AQH	Birch Cume	
1. KLLL-F (C)	60/18.7	18.9	20.4	16.9	14.6	----	88/965	525/28.8	29.6	31.6	119	17.5	59	566	KLLL-F
2. KZII-F (CHR)	45/14.0	12.5	8.9	12.0	3.1	----	55/793	551/30.2	27.1	25.6	64	11.9	40	526	KZII-F
3. KRLB-F (CHR)	42/13.1	16.7	15.7	30.7	30.3	----	54/853	614/33.6	39.5	40.7	105	20.8	70	798	KRLB-F
4. KFMX-F (AOR)	25/ 7.8	10.6	9.6	10.9	12.5	----	42/502	320/17.5	22.1	20.3	103	13.1	44	490	KFMX-F
5. KFYO (C)	20/ 6.2	6.1	2.9	5.2	4.9	----	42/589	312/17.1	12.9	13.9	77	3.3	11	185	KFYO
6. KTEZ-F (AC)	19/ 5.9	6.4	6.7	4.9	8.4	----	28/420	281/15.4	14.9	19.1	136	3.9	13	208	KTEZ-F
7. KKIK-F (C)	13/ 4.0	5.1	3.5	4.5	4.9	----	19/344	230/12.6	12.7	13.5	120	3.3	11	185	KKIK-F
8. KXTQ (SP)	11/ 3.4	1.3	1.3	2.6	0.7	----	12/142	108/ 5.9	3.8	4.2	156	1.5	5	112	KXTQ
9. KCAS (BB)	10/ 3.1	1.9	1.0	1.1	2.4	----	10/87	66/ 3.6	3.3	2.1	68	0.3	1	69	KCAS
10. KLFB (SP)	9/ 2.8	----	3.2	----	3.5	----	9/73	73/ 4.0	0.0	5.1	114	0.3	1	39	KLFB
KKCL-F (O)	9/ 2.8	3.2	3.2	1.1	0.7	----	20/272	147/ 9.1	7.9	5.3	171	2.7	9	238	KKCL-F
12. KJAK-F (REL)	7/ 2.2	0.6	1.0	1.1	2.8	----	9/156	111/ 6.1	4.6	4.7	73	1.5	5	131	KJAK-F
13. KTLK (SP)	6/ 1.9	----	1.3	0.4	2.4	----	6/70	64/ 3.5	0.0	5.1	142	2.7	9	69	KTLK
KLSC-F (O)	6/ 1.9	1.3	4.2	1.9	0.3	----	23/251	129/ 7.1	6.5	10.4	111				KLSC-F

12+ FM SHARE (METRO): 77.40% (226 of 292) (FAL 88: 83.58%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZII-F>>	1 KZII-F	1 KLLL-F>	1 KLLL-F>	1 KLLL-F>	1 KLLL-F>	1 KLLL-F>	1 KLLL-F>	1 KLLL-F>	1 KZII-F>>	1 KRLB-F
2 KRLB-F	2 KLLL-F	2 KRLB-F	2 KRLB-F>	2 KRLB-F>	2 KFYO >	2 KRLB-F	2 KRLB-F<	2 KZII-F	2 KRLB-F	2 KLLL-F>
3	3 KRLB-F>	3 KZII-F>	3 KZII-F	3 KZII-F	3 KRLB-F	3 KZII-F>	3 KZII-F>	3 KRLB-F>	3 KLLL-F	3 KZII-F
4	4 KFMX-F	4 KFMX-F>	4 KFMX-F	4 KTEZ-F	KCAS	4 KTEZ-F	4 KTEZ-F	4 KFYO	4 KFMX-F	4 KTEZ-F
5	5	5 KTEZ-F	5 KTEZ-F	KFMX-F>	5 KTEZ-F	KFYO	5 KFYO	KFMX-F	5	KFMX-F>>
6	6	6	6	6	KKIK-F	6 KFMX-F	KFMX-F	6 KTEZ-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KZII-F>>	1 KZII-F	1 KZII-F	1 KLLL-F	1 KLLL-F	1 KZII-F	1 KLLL-F	1 KLLL-F	1 KLLL-F>	1 KLLL-F>>
2 KLLL-F	2 KLLL-F	KRLB-F	2 KZII-F	2 KRLB-F	2 KFMX-F>	2 KZII-F	2 KRLB-F	2 KFMX-F	2 KRLB-F
3 KRLB-F>	3 KRLB-F>>	KLLL-F>>	3 KRLB-F>	3 KZII-F>	3 KRLB-F>	KRLB-F	3 KZII-F	3 KRLB-F	3 KFMX-F>
4 KFMX-F>	4 KTEZ-F	4 KTEZ-F>	4 KTEZ-F	4 KTEZ-F	4 KLLL-F>>	KFMX-F	KFMX-F>	4 KZII-F>	4 KTEZ-F
5 KTEZ-F	KFMX-F	5 KXTQ	5 KKIK-F	KKIK-F	5 KTLK	5	5 KXTQ	5 KTEZ-F	5 KZII-F
KKIK-F>	6	KKIK-F	6	6	KTEZ-F	6	KTEZ-F	6	KXTQ

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		87 (2)	87 (2)	29.8	28.1	KFMX 1340 Lubbock	1.2/3.3/ 4/ 60
AOR/CLASSIC		25 (1)	25 (1)	8.6	15.7	KJKB 580 Lubbock	0.6/3.9/ 7/ 108
AC/OLDIES/SOFT ROCK		34 (3)	34 (3)	11.6	14.6	KLLL 1590 Lubbock	0.9/4.3/ 3/ 103
MOR/VARIETY							
COUNTRY	23 (2)	73 (2)	96 (4)	32.9	28.1	KGNC 710 Amarillo	0.3/1.9/ 11/ 200
BLACK/URBAN	2 (1)		2 (1)	0.7			
BEAUTIFUL/EASY	4 (1)		4 (1)	1.4			
NEWS/TALK	1 (1)		1 (1)	0.3			
NOSTALGIA	10 (1)		10 (1)	3.4	1.1		
RELIGION/GOSPEL		7 (1)	7 (1)	2.4	1.1		
SPANISH	26 (3)		26 (3)	8.9	6.6		
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS					4.7		
	66 (9)	226 (9)	292 (18)				

RADIO STATIONS

KCAS, 1050, 250 W (DAYS), NOSTALGIA	TRNSTR, \$ 7.00 (---)	(SLATON)
KFYO, 790, 5 KW/1 KW (DA-2), COUNTRY	CBS, \$ 17.00 (Torbet)	Seaton
KJKB, 580, 500 W/380 W, BLACK	ABC I, \$ 13.00 (Christal)	Dowe
KXTQ, 950, 5 KW/500 W (DA-2), HISPANIC	\$ 12.00 (Katz Hisp.)	Bakke
KFMX-F, 94.5, 100 KW @ 850, AOR	SOURCE, \$ 33.00 (Katz)	
KJAK-F, 92.9, 3 KW @ 335, RELIGION	\$ 8.00 (---)	(SLATON)
KKIK-F, 93.7, 100 KW @ 736, COUNTRY	\$ 22.00 (Banner)	Bakke
KLLL-F, 96.3, 100 KW @ 850, COUNTRY	MBS, \$ 40.00 (Eastman)	Pinnacle
KLSC-F, 104.7, 100 KW @ 980, OLDIES	ABC D, \$ 10.00 (---)	(LAMESA)
KRLB-F, 99.5, 100 KW @ 817, CHR	ABC I, \$ 40.00 (Christal)	Dowe
KTEZ-F, 101.1, 100 KW @ 750, SOFT AC	TRNSTR, \$ 23.00 (HNWH)	Lotus
KKCL-F, 98.1, 50 KW @ 300, OLDIES	\$ 14.00 (Republic)	(LORENZO)
KZII-F, 102.5, 100 KW @ 850, CHR	\$ 27.00 (Torbet)	

MISCELLANEOUS COMMENTS: KVOQ-F changes to KKCL-F (July)...

MADISON

Arbitron Rank/Pop (12+): 119/300,200
 MSA Rank/Pop: 136/355,000
 ADI # 88
 Average Person Ratings: 16.8
 Market TSL: 21.75 hours

Stations: 17/13
 Diaries: 750/400:1/62.9%
 Sample Target: 690
 % Below Line: 2.2
 % Not Listed: 17.0

1989 Revenue: \$13,900,000
 HH Inc.: \$29,575
 Retail \$: 3.4 Bil
 Pop per Station: 23,092
 #1 Biller: WZEE-F \$2,800,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion	Birch Share	Birch AQH	Birch Cume	
1. WZEE-F (CHR)	64/12.7	17.1	18.8	18.4	15.9	----	134/2100	964/32.1	38.4	40.4	69	16.0	79	1028	WZEE-F
2. WIBA-F (AOR)	52/10.3	10.9	10.7	12.3	11.7	----	72/1289	751/25.0	28.2	28.8	110	15.4	76	929	WIBA-F
3. WMGN-F (AC)	47/ 9.3	8.3	6.8	7.9	12.2	----	57/792	572/19.1	20.9	22.0	122	6.7	33	428	WMGN-F
4. WIBA (MOR)	42/ 8.3	7.3	7.7	9.2	8.7	----	46/744	544/18.1	23.3	21.1	64	4.2	21	357	WIBA
5. WWQM-F (C)	39/ 7.7	6.3	7.3	4.0	4.9	----	49/632	440/14.2	15.1	15.4	119	6.7	33	373	WWQM-F
7. WOLX-F (O)	39/ 7.7	7.3	1.7	1.5	3.0	----	140/1395	621/20.7	15.8	6.2	156	6.1	30	568	WOLX-F
7. WTSO (C)	30/ 5.9	6.7	6.4	7.9	9.1	----	72/1203	681/22.7	13.6	21.2	97	6.1	30	405	WTSO
WTFX-F (CHR)	30/ 5.9	-----	-----	-----	-----	-----	36/744	588/19.6	0.0	0.0	83	8.1	40	526	WTFX-F
9. WMLI-F (AC)	23/ 4.6	4.2	5.1	4.0	1.4	----	28/513	372/12.4	14.5	13.9	124	3.0	15	303	WMLI-F
10. WMAD-F (AOR)	13/ 2.6	4.8	4.9	5.9	5.4	----	14/304	276/ 9.2	12.3	14.0	108	4.6	23	406	WMAD-F
11. WTDY (N/T)	12/ 2.4	2.7	2.1	1.9	2.6	----	13/287	250/ 8.3	7.9	8.2	133	3.2	16	259	WTDY
12. WIBU (BB)	9/ 1.8	2.9	1.9	1.7	-----	----	24/297	106/ 3.5	4.7	3.3	0	1.2	6	88	WIBU
13. WSJY-F (EZ)	8/ 1.6	1.3	2.4	1.0	1.9	----	25/523	205/ 6.8	6.2	5.0	69	1.0	5	166	WSJY-F
14.															
15.															

12+ FM SHARE (METRO): 76.37% (320 of 419) (FAL 88: 70.68%)

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

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		94 (2)	94 (2)	22.4	23.0		
AOR/CLASSIC		65 (2)	65 (2)	15.5	19.1	WBBM 780 Chicago	0.4/1.8/ 10/ 268
AC/OLDIES/SOFT ROCK		109 (3)	109 (3)	26.0	20.9	WEKZ-F 93.7 Monroe	0.4/1.2/ 15/ 233
MOR/VARIETY	42 (1)		42 (1)	10.0	9.4	WGN 720 Chicago	0.8/2.7/ 18/ 417
COUNTRY	30 (1)	39 (1)	69 (2)	16.5	16.8	WJVL-F 99.9 Janesville	0.6/2.0/ 39/ 469
BLACK/URBAN							
BEAUTIFUL/EASY		8 (1)	8 (1)	1.9	5.0		
NEWS/TALK	18 (3)		18 (3)	4.3	3.4		
NOSTALGIA	9 (1)		9 (1)	2.1			
RELIGION/GOSPEL							
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS		5 (2)	5 (2)	1.2	2.4		
	99 (6)	320 (11)	419 (17)				

RADIO STATIONS

WHIT, 1550, 5 KW (DAYS,DA)	, OLDIES	ABC E, \$ 16.00 (Eastman)	
WIBA, 1310, 5 KW (DA-2)	, MOR	CBS, \$ 43.00 (Katz)	Double L
WIBU, 1240, 1 KW	, NOSTALGIA (?)	CBS, \$ 8.00 (---)	(POYNETTE)
WMAD, 1190, 1 KW (DAYS,DA)	, NEWS	, \$ 14.00 (Torbet)	
WTDY, 1480, 5 KW (DA-2)	, NEWS/TALK	NBC, ABC I, \$ 21.00 (Mc-Guild)	Midwest Family
WTSO, 1070, 10 KW/5 KW (DA-2)	, COUNTRY	APR, \$ 39.00 (Banner)	Midcontinent
WIBA-F, 101.5, 50 KW @ 450, AOR		CBS, \$ 45.00 (Katz)	Double L
WMAD-F, 92.1, 3 KW @ 312, CLASSIC AOR		, \$ 25.00 (Torbet)	
WMGN-F, 98.1, 38 KW @ 580, AC		, \$ 48.00 (Mc-Guild)	Midwest Family
WMLI-F, 96.3, 5 KW @ 487, AC		, \$ 19.00 (Torbet)	(SAUK CITY)
WOLX-F, 94.9, 37 KW @ 1600, OLDIES		, \$ 24.00 (Republic)	(BARABOO)
WSJY-F, 107.3, 50 KW @ 500, BTFL/EZ		ABC I, \$ 17.00 (---)	(PORT ATKINSON)
WWQM-F, 106.3, 2 KW @ 380, COUNTRY		ABC E, \$ 24.00 (Eastman)	
WZEE-F, 104.1, 6 KW @ 1120, CHR		, \$ 47.00 (Banner)	Midcontinent
WTFX-F, 94.1, 50 KW @ 500, CHR		, \$ N/A (HNWH)	Joyner (WATERTOWN)

MISCELLANEOUS COMMENTS: WTFX makes first appearance...it signed on in July...WMAD-A now NEWS...

MANCHESTER

Arbitron Rank/Pop (12+): 177/162,000
 MSA Rank/Pop: 200(e)/252,000
 Boston ADI
 Average Person Ratings: 18.2
 Market TSL: 24.25 hours

Stations: 28/6
 Diaries: 707/229:1/57.8%
 Sample Target: 550
 % Below Line: 48.5
 % Not Listed: 14.2

1989 Revenue: \$7,700,000
 HH Inc.: \$36,887
 Retail \$: 2.7 Bil
 Pop per Station: 27,000
 #1 Biller: WGIR-F \$3,000,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume
1. WZID-F (EZ)	46/15.6	11.0	----	17.2	----	----	71/912	385/23.8	22.9	---	81			WZID-F
2. WGIR-F (AOR)	39/13.2	11.3	----	9.9	----	----	65/1098	478/29.5	30.2	---	105			WGIR-F
3. WOKQ-F (C)	20/ 6.8	3.5	----	4.2	----	----	64/665	225/13.9	9.7	---	97			WOKQ-F
4. WHOB-F (CHR)	18/ 6.1	8.7	----	5.7	----	----	60/816	293/18.1	18.2	---	69			WHOB-F
5. WODS-F (O)	15/ 5.1	2.6	----	4.6	----	----	33/508	177/10.9	14.1	---	153			WODS-F
6. WSSH-F (AC)	14/ 4.7	5.5	----	5.7	----	----	43/618	219/13.5	16.7	---	128			WSSH-F
7. WBCN-F (AOR)	12/ 4.1	3.5	----	4.6	----	----	27/426	191/11.8	11.3	---	102			WBCN-F
WGIR (N/T)	12/ 4.1	8.1	----	8.0	----	----	21/425	226/14.0	18.2	---	73			WGIR
9. WRKO (T)	8/ 2.7	1.9	----	2.7	----	----	21/388	122/ 7.5	6.2	---	67			WRKO
WAAF-F (AOR)	8/ 2.7	0.6	----	3.4	----	----	18/275	131/ 8.1	6.6	---	67			WAAF-F
WFEA (AC)	8/ 2.7	3.2	----	5.3	----	----	9/217	181/11.2	9.4	---	133			WFEA

12+ FM SHARE (METRO): 84.98% (215 of 253) (FAL 88: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHOB-F>>	1 WGIR-F>>	1 WGIR-F>	1 WGIR-F	1 WGIR-F	1 WZID-F>>	1 WZID-F>	1 WZID-F	1 WZID-F	1 WGIR-F	1 WZID-F>
2 WGIR-F>	2 WHOB-F	2 WZID-F>	2 WZID-F>	2 WZID-F>	2 WOKQ-F	2 WGIR-F>	2 WGIR-F>>	2 WGIR-F>	2 WZID-F	2 WBZ
3 WZOU-F	WBCN-F	3 WBCN-F	3 WODS-F	3 WODS-F	3 WGIR	3 WOKQ-F<	3 WOKQ-F	3 WHOB-F>	3 WHOB-F	WGIR
WAAF-F	4 WXKS-F	4 WSSH-F	4 WSSH-F	4 WOKQ-F	4 WSSH-F	4 WGIR	4	4 WOKQ-F	4 WGIR	4 WOKQ-F
5	WZID-F	WOKQ-F	WOKQ-F	5 WSSH-F>	WODS-F	5 WHOB-F	5	5 WODS-F	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WGIR-F>	1 WGIR-F>	1 WGIR-F>	1 WZID-F	1 WZID-F>	1 WGIR-F>>	1 WGIR-F>>	1 WGIR-F>>	1 WGIR-F>>	1 WGIR-F>
2 WHOB-F	2 WHOB-F>	2 WHOB-F	2 WGIR-F>	2 WGIR-F>	2 WBCN-F	2 WBCN-F	2 WXKS-F	2 WBCN-F	2 WZID-F
WBCN-F	3 WZID-F	3 WOKQ-F>	3 WHOB-F	3 WSSH-F	WAAF-F	WAAF-F	WBCN-F	WZID-F	3 WODS-F>
WZID-F>>	4 WOKQ-F	4 WXKS-F	4 WSSH-F	WOKQ-F	4	4 WXKS-F	WAAF-F>	4 WODS-F	4 WBCN-F
5	WBCN-F	WZID-F>>	5 WOKQ-F	5	5	5	5	5	5

FORMATS	AM	FM	TOTAL	%	FAL 88	OTHER RATED STATIONS	METRO CUME TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		31 (3)	31 (3)	12.3		WJYY-F 105.5	Concord/Mnchstr 0.7/3.1/ 18/ 367
AOR/CLASSIC		66 (7)	66 (7)	26.1		WKBR 1250	Manchester 1.0/6.1/ 3/ 108
AC/OLDIES/SOFT ROCK	8 (1)	41 (7)	49 (8)	19.4		WBOS-F 92.9	Brookline/Bostn 0.3/3.1/ 8/ 130
MOR/VARIETY	9 (2)		9 (2)	3.6		WBZ 1030	Boston 2.0/6.4/ 18/ 420
COUNTRY		20 (1)	20 (1)	7.9		WCGY-F 93.7	Lawrence/Boston 0.7/7.3/ 10/ 280
BLACK/URBAN		56 (3)	56 (3)	22.1		WCRB-F 102.5	Waltham/Boston 0.3/1.7/ 2/ 108
BEAUTIFUL/EASY						WFNX-F 101.7	Lynn 0.7/2.0/ 2/ 41
NEWS/TALK	21 (3)		21 (3)	8.3		WHDH 850	Boston 0.3/3.0/ 5/ 157
NOSTALGIA						WHOM-F 94.9	Mt.Wash/Portlnd 1.7/3.8/ 24/ 333
RELIGION/GOSPEL						WJIB-F 96.9	Boston 1.7/3.5/ 9/ 185
SPANISH		1 (1)	1 (1)	0.4		WLYT-F 92.5	Haverhill/Bostn 1.0/4.9/ 12/ 230
CLASSICAL						WROR-F 98.5	Boston 1.0/5.1/ 12/ 224
JAZZ/NEW AGE						WVBF-F 105.7	Framingham/Bstn 0.3/2.1/ 2/ 94
UNKNOWN/OTHERS						WXKS-F 107.9	Medford/Boston 2.4/8.9/ 8/ 250
	38 (6)	215 (22)	253 (28)			WXLO-F 104.5	Fitchburg 1.0/6.4/ 6/ 217
						WZLX-F 100.7	Boston 0.7/5.2/ 6/ 136
						WZOU-F 94.5	Boston 2.0/12.5/ 20/ 649

RADIO STATIONS

WFEA, 1370, 5 KW (DA-2), AC, ABC E, \$ 18.00 (Katz), Sunshine
 WGIR, 610, 5 KW/ 1 KW (DA-2), NEWS/TALK, NBC, ABC T, \$ 37.00 (Banner), Knight
 WKBR, 1250, 5 KW (DA-2), MOR, SUN, \$ 18.00 (S. Katz)
 WGIR-F, 101.1, 10 KW @ 920, AOR, \$ 63.00 (Banner), Knight
 WJYY-F, 105.5, 1.6 KW @ 456, SOFT AC, \$ 32.00 (Eastman), Empire (CONCORD)
 WZID-F, 95.7, 10 KW @ 930, BTFL/EZ, \$ 43.00 (Katz), Sunshine

MCALLEN-BROWNSVILLE

Arbitron Rank/Pop (12+): 76/486,900
 MSA Rank/Pop: 122 (McAllen) 655,000
 162 (Brownsville)
 ADI # 111
 Average Person Ratings: 17.8
 Market TSL: 23.75 hours

Stations: 20/19
 Diaries: 906/537:1/52.3%
 Sample Target: 870
 % Below Line: 0.3
 % Not Listed: 12.9

1989 Revenue: \$12,100,000
 HH Inc.: \$17,591
 Retail \$: 3.5 Bil
 Pop per Station: 25,626
 #1 Biller: KGBT \$2,000,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. KBFM-F (CHR)	161/18.6	20.0	19.7	18.7	18.6	19.3	170/1769	1625/33.4	40.3	35.8	59	24.5	224	1860	KBFM-F
2. KTXF-F (C)	121/14.0	13.2	13.4	13.0	8.4	13.4	140/1358	1243/25.5	23.4	17.8	110	17.7	162	1269	KTXF-F
3. KGBT (SP)	107/12.4	17.2	11.8	16.6	17.7	14.5	119/1327	1212/24.9	24.0	25.5	99	10.5	96	1216	KGBT
4. KELT-F (AC)	53/ 6.1	6.4	6.8	5.5	5.5	6.2	61/882	786/16.1	16.7	13.4	154	8.3	76	825	KELT-F
5. KIWW-F (SP)	52/ 6.0	5.1	8.8	6.8	9.7	6.7	55/930	853/17.5	19.9	23.1	135	4.7	43	579	KIWW-F
6. KQXX-F (SP)	48/ 5.5	4.0	4.7	5.4	4.8	4.9	48/519	513/10.5	9.6	11.5	125	3.8	35	486	KQXX-F
7. KBOR-AF (SP)	39/ 4.5	2.2	3.1	1.8	1.5	2.9	39/499	499/10.2	6.7	6.0	84	1.6	15	322	KBOR-AF
8. KVLY-F (EZ)	34/ 3.9	5.4	4.3	5.4	6.0	4.8	34/387	387/ 7.9	8.8	11.0	69	3.7	34	390	KVLY-F
9. KRFX-F (AOR)	27/ 3.1	4.1	4.0	3.7	4.7	3.7	29/588	554/11.4	12.8	12.3	100	6.9	63	859	KRFX-F
10. KITM-F (SP)	22/ 2.5	2.2	1.1	1.4	0.6	1.8	22/314	307/ 6.3	3.4	2.7	160	1.4	13	201	KITM-F
11. KIRT (SP)	20/ 2.3	3.5	3.6	2.6	2.2	3.0	24/401	308/ 6.3	7.5	6.4	109	1.9	17	221	KIRT
12. KJAV-F (SP)	14/ 1.6	1.0	3.0	2.3	2.2	2.0	16/168	157/ 3.2	3.3	3.7	169	2.1	19	162	KJAV-F
13. KURV (T)	11/ 1.3	1.2	1.5	1.1	1.1	1.3	13/196	184/ 3.8	3.5	4.5	100	1.9	17	229	KURV
KRIO (SP)	11/ 1.3	0.9	0.6	1.6	0.6	1.1	11/154	154/ 3.2	2.8	2.1	15	0.4	4	114	KRIO
15. KRGE (O)	10/ 1.2	1.2	1.8	0.6	2.1	1.2	13/366	325/ 6.7	5.9	6.8	108	1.6	15	221	KRGE

12+ FM SHARE (METRO): 71.58% (539 of 753) (FAL 88: 70.41%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KBFM-F	1 KBFM-F	1 KTXF-F	1 KTXF-F	1 KTXF-F	1 KTXF-F	1 KGBT	1 KBFM-F	1 KTXF-F	1 KBFM-F	1 KBFM-F	1 KTXF-F
2	2 KTXF-F	2 KBFM-F	2 KBFM-F	2 KBFM-F	2 KGBT	2 KTXF-F	2 KGBT	2 KGBT	2 KTXF-F	2 KTXF-F	2 KGBT
3	3 KELT-F	3 KGBT	3 KGBT	3 KGBT	3 KBFM-F	3 KVLY-F	3 KTXF-F	3 KBFM-F	3 KTXF-F	3 KGBT	3 KELT-F
4	4 KIWW-F	4 KGBT	4 KGBT	4 KGBT	4 KELT-F	4 KQXX-F	4 KELT-F	4 KELT-F	4 KELT-F	4 KQXX-F	4 KBFM-F
5	5 KGBT	5 KIWW-F	5 KIWW-F	5 KIWW-F	5 KIWW-F	5	5 KBOR-AF	5 KQXX-F	5 KIWW-F	5 KIWW-F	5 KBOR
6	6	6	6	6	6	6	6	6	6	6	6

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KBFM-F	1 KBFM-F	1 KTXF-F	1 KTXF-F	1 KTXF-F	1 KTXF-F	1 KTXF-F	1 KBFM-F	1 KBFM-F	1 KTXF-F	1 KGBT
2 KTXF-F	2 KTXF-F	2 KBFM-F	2 KBFM-F	2 KBFM-F	2 KBFM-F	2 KTXF-F	2 KTXF-F	2 KTXF-F	2 KBFM-F	2 KTXF-F
3 KELT-F	3 KGBT	3 KGBT	3 KGBT	3 KGBT	3 KGBT	3 KRFX-F	3 KRFX-F	3 KRFX-F	3 KELT-F	3 KELT-F
4 KGBT	4 KIWW-F	4 KIWW-F	4 KIWW-F	4 KIWW-F	4 KELT-F	4 KIWW-F	4 KELT-F	4 KIWW-F	4 KIWW-F	4 KBFM-F
5 KIWW-F	KELT-F	5 KELT-F	KELT-F	5 KIWW-F	5 KIWW-F	KELT-F	5 KIWW-F	5 KTXF-F	5 KRFX-F	5 KIWW-F
6	6	6	6	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		161 (1)	161 (1)	21.4	21.6	KIKN 840 Pharr	0.8/2.9/ 9/ 172
AOR/CLASSIC		27 (1)	27 (1)	3.6	5.5	KUBR 1210 San Juan	1.0/1.7/ 10/ 87
AC/OLDIES/SOFT ROCK	10 (1)	53 (1)	63 (2)	8.4	8.9		
MOR/VARIETY						XHRR-F 102.5 Reynosa	0.3/1.2/ 3/ 59
COUNTRY	11 (2)	121 (1)	132 (3)	17.5	9.7		
BLACK/URBAN							
BEAUTIFUL/EASY		34 (1)	34 (1)	4.5	7.0		
NEWS/TALK	11 (1)		11 (1)	1.5	1.2		
NOSTALGIA							
RELIGION/GOSPEL					2.9		
SPANISH	182 (5)	140 (5)	322 (10)	42.8	42.5		
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS		3 (2)	3 (2)	0.4	0.7		
	214 (9)	539 (12)	753 (21)				

RADIO STATIONS

KBOR, 1600, 1 KW (DA-1)	HISPANIC	\$ 20.00 (Caballero)
KGBT, 1530, 50 KW/10 KW (DA-N)	HISPANIC	\$ 50.00 (Katz Hisp.)
KIRT, 1580, 1 KW/300 W	HISPANIC	\$ 18.00 (Caballero)
KRGE, 1290, 5 KW (DA-N)	OLDIES	US 1, SMN, \$ 15.00 (Banner)
KURV, 710, 1 KW (DA-1)	TALK	ABC T, CNN, \$ 12.00 (Miller)
KBFM-F, 104.1, 100 KW @ 990, CHR		ABC F, \$ 39.00 (Republic)
KBOR-F, 106.3, 530 KW @ 640, HISPANIC		\$ 20.00 (Caballero)
KELT-F, 94.5, 100 KW @ 1154, AC		\$ 31.00 (Katz)
KIWW-F, 96.1, 100 KW @ 937, HISPANIC		\$ 30.00 (Katz Hisp.)
KQXX-F, 98.5, 100 KW @ 1400, HISPANIC		\$ 21.00 (Caballero)
KRIX-F, 99.5, 100 KW @ 1100, AOR		ABC R, \$ 25.00 (Banner)
KTXF-F, 100.3, 100 KW @ 1140, COUNTRY		ABC E, \$ 35.00 (Chrystal)
KJAV-F, 104.9, 3 KW @ 260, HISPANIC		\$ 10.00 (---)
KVLY-F, 107.9, 100 KW @ 490, "L/EZ		\$ 22.00 (Torbet)

MEMPHIS

Arbitron Rank/Pop (12+): 42/890,800

Stations: 20/20
Diaries: 1234/722:1/51.5%
Sample Target: 1170
% Below Line: 0.0
% Not Listed: 7.4

1989 Revenue: \$27,200,000
HH Inc.: \$23,401
Retail \$: 7.5 Bil
Pop per Station: 44,540
#1 Biller: WGKX-F \$5,600,000

MSA Rank/Pop: 48/987,000
ADI # 39
Average Person Ratings: 17.2
Market TSL: 22.50 hours

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion	Birch Share	Birch AQH	Birch Cume	
1. WHRK-F (B)	248/16.2	14.3	13.1	15.0	17.0	14.7	283/2813	2331/26.2	25.4	25.8	82	20.2	279	2380	WHRK-F
2. WDIA (B)	172/11.2	9.5	9.4	7.8	6.5	9.5	198/2292	1803/20.2	19.0	14.3	121	7.9	109	1349	WDIA
3. WGKX-F (C)	167/10.9	9.9	10.5	10.1	9.4	10.4	209/2763	1886/21.2	21.7	20.4	100	11.1	153	1706	WGKX-F
4. WEGR-F (AOR)	131/ 8.6	8.8	7.6	8.8	6.3	8.4	171/1985	1398/15.7	13.0	13.5	114	12.1	167	1531	WEGR-F
5. WMC -F (CHR)	126/ 8.2	6.8	6.1	7.6	9.6	7.2	152/2503	1804/20.3	19.6	23.8	117	7.4	103	1703	WMC -F
6. WRVR-F (AC)	113/ 7.4	6.4	9.1	8.2	7.7	7.8	126/2036	1730/19.4	18.8	22.8	127	7.3	101	1204	WRVR-F
7. KMPZ-F (CHR)	80/ 5.2	4.4	4.1	5.1	4.5	4.7	123/1870	1200/13.5	13.5	13.7	63	6.4	89	1317	KMPZ-F
8. WMC (N/T)	73/ 4.8	3.9	3.3	3.7	4.4	3.9	75/835	741/ 8.3	8.6	9.2	52	2.5	35	569	WMC
9. WLOK (REL)	67/ 4.4	4.6	5.6	4.2	5.1	4.7	68/964	957/10.7	10.4	8.8	105	3.2	44	914	WLOK
10. KRNB-F (B)	62/ 4.1	6.0	6.1	6.2	6.1	5.6	65/1482	1342/15.1	18.2	18.6	88	4.2	58	1394	KRNB-F
11. WEZI-F (EZ)	48/ 3.1	6.5	4.5	6.0	4.9	5.0	49/857	831/ 9.3	9.6	11.7	65	3.2	44	485	WEZI-F
12. WREC (T)	32/ 2.1	1.7	3.4	3.1	2.8	2.6	57/1021	739/ 8.3	8.0	8.8	43	2.4	33	430	WREC

12+ FM SHARE (METRO): 70.22% (995 of 1417) (FAL 88: 73.41%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WHRK-F>>	1 WHRK-F>	1 WHRK-F>	1 WHRK-F<	1 WDIA <	1 WGKX-F	1 WGKX-F<	1 WGKX-F<	1 WHRK-F	1 WHRK-F>>	1 WHRK-F
2 KMPZ-F>>	2 WEGR-F>	2 WEGR-F	2 WDIA	2 WHRK-F	2 WDIA >	2 WHRK-F<	2 WHRK-F	2 WGKX-F	2 WDIA >>	2 WDIA >>
3 WMC -F	3 WMC -F	WDIA	3 WEGR-F	3 WGKX-F	3 WMC	3 WDIA	3 WDIA <	3 WMC -F<	3 WEGR-F	3 WGKX-F>>
4 KRNB-F	4 WDIA	4 WMC -F	4 WMC -F<	4 WEGR-F<	4 WRVR-F	4 WEGR-F	4 WRVR-F	4 WEGR-F	4 KMPZ-F	4 KWAM
5	5 WRVR-F	5 WRVR-F<	5 WGKX-F	5 WMC -F<	5 WLOK	5 WMC -F	5 WMC -F<	5 WDIA <	5 KRNB-F	5 WMC
6	6	6 WGKX-F	6 WRVR-F	6 WRVR-F>>	6 WEZI-F<	6	6 WEGR-F	6 WRVR-F	6	6 WLOK
					7 WHRK-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 WHRK-F>	1 WHRK-F	1 WHRK-F	1 WDIA	1 WHRK-F>	1 WHRK-F	1 WHRK-F	1 WHRK-F	1 WHRK-F
2 WRVR-F	2 WMC -F	2 WMC -F	2 WDIA	2 WHRK-F<	2 WEGR-F>	2 WEGR-F>	2 WEGR-F>	2 WEGR-F>	2 WDIA <
3 WEGR-F	WEGR-F<	WDIA	3 WRVR-F	3 WMC -F	3 WGKX-F	3 WMC -F	3 WDIA	3 WDIA	3 WEGR-F
4 WMC -F	4 WRVR-F	4 WEGR-F	4 WMC -F	4 WRVR-F<	4 WMC -F>	4 WDIA	4 WMC -F>	4 WGKX-F	4 WGKX-F>
KRNB-F	WDIA	5 WRVR-F	5 WGKX-F	5 WGKX-F	5 WRVR-F	5 WRVR-F	5 WRVR-F	5 WMC -F	5 WRVR-F<
6 WDIA	6	6	6 WEGR-F	6	6 KMPZ-F	6 WGKX-F	6	6 WRVR-F	6 WMC -F

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER	RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME	
TOP 40/CHR/CONTEMP		206 (2)	206 (2)	14.5	15.4	KFTH-F	107.1	Marion/Memphis	0.8/4.3/ 12/ 387
AOR/CLASSIC		131 (1)	131 (1)	9.2	6.9	KHLS-F	96.3	Blytheville	0.5/1.3/ 17/ 222
AC/OLDIES/SOFT ROCK	30 (2)	113 (1)	143 (3)	10.1	9.7	KWAM	990	Memphis	1.0/3.6/ 20/ 366
MOR/VARIETY						WCRV	640	Collierville	1.0/2.6/ 20/ 328
COUNTRY		175 (2)	175 (2)	12.4	15.0	WHBQ	560	Memphis	0.9/3.5/ 20/ 464
BLACK/URBAN	185 (2)	310 (2)	495 (4)	34.9	33.0	WNWZ	1430	Germantown/Mmph	0.3/2.0/ 5/ 182
BEAUTIFUL/EASY		48 (1)	48 (1)	3.4	5.4	WODZ	680	Memphis	1.0/4.7/ 19/ 536
NEWS/TALK	110 (3)		110 (3)	7.8	1.5	WXSS	1030	Memphis	0.8/3.0/ 14/ 285
NOSTALGIA									3.0
RELIGION/GOSPEL	97 (3)	12 (1)	109 (4)	7.7	9.1				9.1
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS					0.9				
	422 (10)	995 (10)	1417 (20)						

RADIO STATIONS

KWAM, 990, 10 KW/450 W (DA-2), GOSPEL		\$ 20.00 (---)	Rivers
WDIA, 1070, 50 KW/5 KW (DA-2), BLACK	APR, SBN, \$	34.00 (Katz)	Ragan Henry
WHBQ, 560, 5 KW/1 KW (DA-2), OLDIES	US 1, US 2, \$	27.00 (Republic)	
WLOK, 1340, 1 KW (DA-1), GOSPEL	NBN, SBN, \$	25.00 (K & P)	
WMC, 790, 5 KW (DA-N), TALK	ABC C, \$	41.00 (Banner)	Scripps-Howard
WREC, 600, 5 KW (DA-N), NOSTALGIA	CBS, \$	30.00 (Mc-Guild)	Newmarket
WXSS, 1030, 50 KW/1 KW (DA-2), BLACK	SMN, NBN, \$	20.00 (Bolton)	Willis
KMPZ-F, 98.1, 100 KW @ 715, CHR	ABC R, ABC C, \$	40.00 (Christal)	Diamond (OSCEOLA, AR)
KRNB-F, 101.1, 100 KW @ 347, BLACK	ABC F, \$	46.00 (Republic)	Rivers
WEGR-F, 102.7, 98 KW @ 970, AOR	US 1, \$	57.00 (Mc-Guild)	Newmarket
WEZI-F, 94.3, 3 KW @ 300, BTFL/EZ		\$ 35.00 (Eastman)	Ardman
WGKX-F, 105.9, 100 KW @ 760, COUNTRY		\$ 100.00 (HNWH)	Barnstable
WHRK-F, 97.1, 100 KW @ 530, BLACK	NBC, \$	80.00 (Katz)	Ragan Henry
WMC-F, 99.7, 290 KW @ 910, CHR	ABC C, \$	95.00 (Banner)	Scripps-Howard
WRVR-F, 104.5, 100 KW @ 750, AC		\$ 97.00 (Christal)	Keymarket

MISCELLANEOUS COMMENTS: WEZI-A changes to WNWZ and format from EZ to TALK (Oct.)...KMPZ-F sold by Dittman to Diamond for \$6,000,000 (Americom)...WMP5 (1380) was silent ans now is RELIGION...

MIAMI-FT. LAUDERDALE

Arbitron Rank/Pop (12+): 11/2,696,300
 ADI # 16
 MSA Rank/Pop: 25 (Miami) 3,100,000
 41 (Ft. Lauderdale)
 Average Person Ratings: 19.3
 Market TSL: 25.50 hours

Stations: 39/34
 Diaries: 2926/921:1/50.9%
 Sample Target: 2510
 % Below Line: 3.0
 % Not Listed: 6.7

1989 Revenue: \$112,400,000
 HH Inc.: \$27,695
 Retail \$: 29.6 Bil
 Pop per Station: 79,302
 #1 Biller: WMXJ-F \$10,300,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion	Birch Share	Birch AQH	Birch Cume	
1. WHQT-F (B/U)	416/ 8.0	8.3	9.0	8.3	4.9	8.4	502/5127	4279/15.9	16.2	13.5	104	11.9	522	4706	WHQT-F
2. WLYF-F (EZ)	398/ 7.7	7.4	8.7	7.1	7.0	7.7	417/4562	4181/15.5	16.2	14.2	65	5.7	224	1656	WLYF-F
3. WIOD (T)	268/ 5.2	5.1	4.7	5.1	4.8	5.0	325/4832	4164/15.4	10.9	15.0	98	3.8	165	2919	WIOD
4. WPOW-F (CHR)	266/ 5.1	4.4	5.0	4.3	4.4	4.7	290/3757	3348/12.4	13.5	11.8	65	8.1	314	2600	WPOW-F
5. WMXJ-F (O)	250/ 4.8	4.1	5.1	4.2	3.9	4.6	277/4017	3242/12.0	12.6	11.7	160	3.8	149	1452	WMXJ-F
6. WJQY-F (AC)	228/ 4.4	3.4	3.4	2.7	4.0	3.5	248/3174	2886/10.7	9.4	9.7	139	3.3	146	1637	WJQY-F
7. WKIS-F (C)	213/ 4.1	3.3	3.2	3.4	3.5	3.5	238/2870	2511/ 9.3	9.3	9.6	117	4.4	172	1428	WKIS-F
8. WQBA (SP)	210/ 4.0	5.0	4.4	5.0	3.8	4.6	210/1877	1870/ 6.9	7.9	6.3	47	3.3	128	1038	WQBA
9. WCMQ-F (SP)	192/ 3.7	4.0	3.9	3.8	4.2	3.8	192/2289	2289/ 8.5	9.0	8.2	138	4.1	177	2054	WCMQ-F
10. WHYI-F (CHR)	187/ 3.6	3.8	4.7	3.8	3.6	4.0	222/4372	3663/13.6	14.6	14.6	108	4.6	200	3908	WHYI-F
11. WAQI (SP)	180/ 3.5	3.5	3.8	3.9	3.8	3.7	195/1794	1718/ 6.4	5.8	6.7	71	2.9	126	1366	WAQI
12. WAXY-F (AC)	178/ 3.4	2.8	3.2	3.9	3.1	3.3	191/3339	3051/11.3	11.1	10.0	124	4.2	185	2994	WAXY-F
13. WTMI-F (CL)	159/ 3.1	2.3	2.0	3.0	2.9	2.6	175/2590	2299/ 8.5	7.2	7.3	81	1.9	76	866	WTMI-F
14. WNWS (N/T)	151/ 2.9	3.6	2.5	3.2	3.6	3.0	161/2359	2109/ 7.8	7.0	9.7	38	1.1	44	548	WNWS
15. WINZ (N/T)	149/ 2.9	3.0	3.2	3.1	3.3	3.0	157/2681	2498/ 9.3	9.6	10.0	41	2.6	115	1668	WINZ
16. WEDR-F (B)	139/ 2.7	2.7	1.4	2.5	3.9	2.3	139/1675	1663/ 6.2	4.7	6.5	111	3.2	142	1251	WEDR-F
17. WQBA-F (SP)	136/ 2.6	2.6	2.7	2.7	2.2	2.7	142/1862	1748/ 6.5	6.7	5.5	138	3.0	118	1115	WQBA-F
18. WSHE-F (AOR)	132/ 2.5	2.9	2.4	1.7	2.0	2.4	173/2932	2257/ 8.4	8.9	8.2	76	4.0	155	1687	WSHE-F
19. WLVE-F (AC)	131/ 2.5	3.0	2.4	3.3	3.4	2.8	141/2601	2304/ 8.5	7.9	9.4	152	2.8	111	1387	WLVE-F
20. WXDJ-F (J/NA)	130/ 2.5	1.7	1.7	1.8	2.4	1.9	132/1369	1303/ 4.8	5.4	5.2	172	1.7	65	908	WXDJ-F
21. WGTR-F (AOR)	108/ 2.1	2.9	3.5	4.0	2.8	3.1	133/2530	2065/ 7.7	10.6	8.8	124	3.7	161	2457	WGTR-F
22. WEAT-AF (EZ)	96/ 1.9	1.5	1.4	1.3	2.1	1.5	331/3187	1189/ 4.9	4.8	5.6	42	1.1	44	382	WEAT-AF
23. WZTA-F (AOR)	89/ 1.7	2.5	1.7	1.6	1.8	1.9	113/2117	1581/ 5.9	5.7	7.1	153	1.8	71	1153	WZTA-F
24. WMBM (REL)	58/ 1.1	0.8	1.4	0.8	1.1	1.0	58/631	626/ 2.3	2.7	1.9	55	1.6	63	396	WMBM
WCMQ (SP)	58/ 1.1	1.1	1.8	1.2	1.9	1.3	58/696	696/ 2.6	3.9	3.6	73	0.8	36	406	WCMQ

12+ FM SHARE (METRO): 71.47% (3464 of 4847) (FAL 88: 67.89%)

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

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		453 (2)	453 (2)	9.3	3.9	WAVS 1170 Davie/Miami	0.5/1.3/ 28/ 374
AOR/CLASSIC		329 (3)	329 (3)	6.8	7.0	WEXY 1520 Wilton Mnrs/FtL	0.3/0.6/ 14/ 173
AC/OLDIES/SOFT ROCK	36 (2)	812 (5)	848 (7)	17.5	16.6	WFTL 1400 Ft.Lauderdale	0.5/1.9/ 24/ 532
MOR/VARIETY						WKAT 1360 North Miami	0.3/1.4/ 14/ 375
COUNTRY	45 (1)	213 (1)	258 (2)	5.3	4.5	WOCN 1450 Miami	0.4/0.9/ 19/ 238
BLACK/URBAN	21 (1)	555 (2)	576 (3)	11.9	14.9	WQAM 560 Miami/Ft. Ldrdl	0.9/3.1/ 46/ 898
BEAUTIFUL/EASY	9 (1)	485 (2)	494 (3)	10.2	9.9	WRBD 1470 Pompano Beach	0.4/1.1/ 23/ 375
NEWS/TALK	568 (3)		568 (3)	11.7	13.3	WRHC 1550 Coral Gables/Mi	0.9/2.4/ 45/ 638
NOSTALGIA	24 (1)		24 (1)	0.5	1.9	WSUA 1260 Miami	0.4/1.4/ 19/ 383
RELIGION/GOSPEL	72 (2)		72 (2)	1.5	1.5	WWFE 670 Miami	0.7/1.6/ 35/ 422
SPANISH	545 (7)	328 (2)	873 (9)	18.0	20.2		
CLASSICAL		159 (1)	159 (1)	3.3	3.1	WEAT 850 West Palm Beach	0.2/0.8/ 29/ 539
JAZZ/NEW AGE		130 (1)	130 (1)	2.7	2.6	WJNO 1230 West Palm Beach	0.3/1.0/110/1390
UNKNOWN/OTHERS	63 (2)		63 (2)	1.3	0.6	WRMP-F 97.9 West Palm Beach	0.5/2.1/142/1867
						WYFX 1040 Boynton Beach	0.4/0.7/ 32/ 399
	1383 (20)	3464 (19)	4847 (39)				

AM STATIONS

WAQI, 710, 50 KW (DA-2), HISPANIC	, \$ 65.00 (Katz Hisp.)	
WCMQ, 1210, 25 KW/2.5 KW(DA-2), HISPANIC MOR	, \$ 50.00 (SBS)	SBS
WFTL, 1400, 1 KW, TALK	APR, \$ 39.00 (Roslin)	
WINZ, 940, 50 KW/25 KW(DA-N), NEWS/TALK	CBS, \$ 74.00 (Katz)	Guy Gannett
WIOD, 610, 10 KW (DA-2), TALK	ABC T, MBS, \$ 95.00 (Christal)	Cox
WMBM, 1490, 1 KW, GOSPEL	NBN, \$ 31.00 (K & P)	
WNWS, 790, 25 KW, TALK/NEWS	ABC I, \$ 80.00 (Banner)	Jeff-Pilot
WOCN, 1450, 1 KW (DA-2), HISPANIC	, \$ 35.00 (Lotus)	
WQAM, 560, 5 KW/1 KW, COUNTRY	NBC, \$ 37.00 (HNWH)	Sunshine Wireless
WQBA, 1140, 50 KW/10 KW(DA-2), HISPANIC	, \$ 130.00 (Eastman)	Tichenor/WADO
WRHC, 1550, 10 KW/500 W(DA-2), HISPANIC	, \$ 47.00 (Lotus)	
WSUA, 1290, 5 KW (DA-2), HISPANIC	, \$ 43.00 (Caballero)	

FM STATIONS

WAXY, 105.9, 100 KW @ 1040, AC/OLDIES	, \$ 130.00 (Republic)	Ackerly
WCMQ, 92.3, 41 KW @ 300, HISPANIC AC	, \$ 75.00 (SBS)	SBS
WEDR, 99.1, 70 KW @ 175, BLACK	RADRAD, \$ 72.00 (---)	Rivers
WGTR, 97.3, 100 KW @ 790, AOR	, \$ 100.00 (Christal)	Cox
WHQT, 105.1, 100 KW @ 1007, URBAN/CHR	, \$ 95.00 (NMR)	EZ
WHYI, 100.7, 100 KW @ 917, CHR	, \$ 133.00 (Mc-Guild)	Metroplex
WJQY, 106.7, 100 KW @ 1024, SOFT AC	TRNSTR, \$ 144.00 (Katz)	Tak
WKIS, 99.9, 100 KW @ 986, COUNTRY	, \$ 90.00 (HNWH)	Sunshine Wireless
WLVE, 93.9, 99 KW @ 1006, AC/JAZZ	, \$ 118.00 (Torbet)	Gilmore
WLYF, 101.5, 100 KW @ 813, BTFL/EZ	, \$ 123.00 (Banner)	Jeff-Pilot
WMXJ, 102.7, 100 KW @ 1006, OLDIES	, \$ 161.00 (Durpetti)	Sconnix
WPOW, 96.5, 100 KW @ 1006, CHR	SOURCE, \$ 90.00 (HNWH)	Beasley
WQBA, 107.5, 95 KW @ 995, HISPANIC AC	, \$ 60.00 (Eastman)	tichenor/WADO
WSHE, 103.5, 100 KW @ 1049, AOR	, \$ 82.00 (Eastman)	TK
WTMI, 93.1, 95 KW @ 1006, CLASSICAL	, \$ 80.00 (CMBS)	Marlin
WWDJ, 95.7, 100 KW @ 982, JAZZ/NAC	, \$ 68.00 (CBS)	
WZTA, 94.9, 96 KW @ 600, CLASSIC AOR	, \$ 70.00 (Katz)	Guy Gannett

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

WFTL changed from NOSTALGIA to TALK (Nov)

WSUA sold for an unknown amount...
 WAQI sold to Viva/Hefel for \$7,400,000 + assets...
 WWNN (Pompano Beach) sold for \$3,500,000...

MILWAUKEE

Arbitron Rank/Pop (12+): 26/1,301,100
 MSA Rank/Pop: 32/1,400,000
 ADI # 29
 Average Person Ratings: 17.6
 Market TSL: 23.25 hours

Stations: 26/23
 Diaries: 1545/842:1/58.7%
 Sample Target: 1420
 % Below Line: 1.7
 % Not Listed: 7.7

1989 Revenue: \$43,100,000
 HH Inc.: \$31,752
 Retail \$: 10.5 Bill
 Pop per Station: 56,569
 #1 Biller: WTMJ \$8,600,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WTMJ (MOR)	240/10.5	12.1	12.3	9.8	13.0	11.2	284/4153	3429/26.4	27.8	26.6	69	8.2	194	2823	WTMJ
2. WKTI-F (CHR)	213/ 9.3	9.8	10.1	9.0	9.3	9.6	251/4322	3657/28.1	27.7	29.0	95	10.1	239	3277	WKTI-F
3. WLUM-F (B)	186/ 8.1	7.9	6.1	5.9	4.1	7.0	196/2519	2339/18.0	17.6	12.2	89	10.9	257	3513	WLUM-F
4. WOKY (BB)	152/ 6.6	5.4	6.7	5.6	5.9	6.1	153/1860	1795/13.8	13.8	11.6	55	6.5	153	1548	WOKY
5. WEZW-F (EZ)	144/ 6.3	6.2	5.9	7.6	7.5	6.5	166/2138	1839/14.1	13.4	17.8	83	2.5	60	1246	WEZW-F
6. WKLH-F (AOR)	132/ 5.8	8.2	6.1	6.2	7.9	6.6	168/2197	1861/14.3	17.7	18.7	150	7.0	165	2220	WKLH-F
7. WLZR-AF (AOR)	129/ 5.6	6.4	5.8	6.7	6.2	6.1	156/2329	1954/15.0	18.0	16.2	73	9.8	227	2484	WLZR-AF
8. WMIL-F (C)	124/ 5.4	5.2	6.5	7.8	6.7	6.2	158/2432	1826/14.0	14.9	13.5	122	8.4	198	2143	WMIL-F
9. WMYX-F (AC)	111/ 4.9	3.6	3.4	4.0	4.1	4.0	127/1825	1512/11.6	10.3	12.3	129	3.1	73	1140	WMYX-F
10. WZTR-F (O)	98/ 4.3	4.1	4.4	3.1	2.7	4.0	124/1756	1464/11.3	12.8	7.9	160	3.6	85	1319	WZTR-F
11. WQFM-F (AOR)	88/ 3.8	3.6	4.0	3.1	2.6	3.6	113/1948	1424/10.9	13.8	11.7	87	4.6	108	1892	WQFM-F
12. WLTQ-F (AC)	86/ 3.8	4.8	4.1	4.7	4.6	4.3	110/1361	1123/ 8.6	11.5	12.8	150	3.9	93	980	WLTQ-F
13. WISN (T)	84/ 3.7	3.6	3.7	3.7	3.6	3.7	87/1414	1339/10.3	10.8	11.6	65	2.5	58	1250	WISN
14. WBZN-AF (J/NA)	57/ 2.5	1.5	2.3	2.6	2.2	2.2	60/847	803/ 6.2	7.1	5.4	152	2.0	47	901	WBZN-AF
15. WFMR-F (CL)	51/ 2.2	2.2	1.9	2.7	3.1	2.3	51/702	671/ 5.2	5.0	6.6	109	2.3	55	777	WFMR-F
16. WEMP (O)	47/ 2.1	1.5	1.4	1.7	1.7	1.7	49/723	679/ 5.2	7.1	7.6	119	0.9	21	535	WEMP
17. WMVP (B)	39/ 1.7	0.9	0.9	1.9	0.7	1.4	39/397	397/ 3.1	3.3	2.6	147	0.9	22	335	WMVP
18. WNOV (B)	27/ 1.2	2.1	1.6	0.7	1.1	1.4	27/330	330/ 2.5	3.6	2.8	108	0.8	19	381	WNOV
19.															
20.															

12+ FM SHARE (METRO): 68.77% (1451 of 2110) (FAL 88: 67.32%)

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

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		213 (1)	213 (1)	10.1	10.6	WBWI-F 92.5 West Bend	0.4/1.4/14/245
AOR/CLASSIC	3 (1)	346 (3)	349 (4)	16.5	18.2	WRJN 1400 Racine	1.1/1.7/25/246
AC/OLDIES/SOFT ROCK	47 (1)	295 (3)	342 (4)	16.2	14.5	WTKM 1540 Hartford	0.1/0.2/ 4/49
MOR/VARIETY	265 (2)		265 (2)	12.6	14.8	WTKM-F 104.9 Hartford	1.1/1.6/32/339
COUNTRY		134 (2)	134 (2)	6.4	8.0		
BLACK/URBAN	66 (2)	186 (1)	252 (3)	11.9	6.4	WBBM 780 Chicago	0.4/2.3/17/505
BEAUTIFUL/EASY		144 (1)	144 (1)	6.8	8.1	WGN 720 Chicago	0.7/3.5/32/817
NEWS/TALK	123 (4)		123 (4)	5.8	6.0	WLUP 1000 Chicago	0.6/1.7/23/299
NOSTALGIA	152 (1)		152 (1)	7.2	6.4		
RELIGION/GOSPEL					0.4		
SPANISH							
CLASSICAL		51 (1)	51 (1)	2.4	3.3		
JAZZ/NEW AGE		57 (1)	57 (1)	2.7	2.3		
UNKNOWN/OTHERS	3 (1)	25 (1)	28 (2)	1.3	0.8		
	659 (12)	1451 (14)	2110 (26)				

RADIO STATIONS

AM STATIONS

WEMP, 1250, 5 KW (DA-2), OLDIES	TRNSTR, CBS, \$ 40.00 (Banner)	Heritage
WISN, 1130, 50 KW/10 KW (DA-N), TALK	ABC I, MBS, \$ 56.00 (Katz)	Hearst
WMVP, 1290, 5 KW (DA-2), BLACK	SMN, \$ 24.00 (K & P)	All Pro
WNOV, 860, 250 W (DAYS, DA), BLACK/GOSPEL	NBN, \$ 20.00 (---)	
WTMJ, 620, 5 KW (DA-N), MOR	NBC, \$ 128.00 (Christal)	Jounal Co.
WOKY, 920, 5 KW/1 KW (DA-2), NOSTALGIA	MBS, \$ 49.00 (CBS)	Sundance

FM STATIONS

WBZN, 100.7, 50 KW @ 500, JAZZ/NAC	\$ 44.00 (Torbet)	(RACINE)
WEZW, 103.7, 19 KW @ 840, EZ/SOFT AC	\$ 63.00 (Republic)	Multimedia
WFMR, 98.3, 3 KW @ 330, CLASSICAL	\$ 42.00 (CMBS)	
WKLH, 96.5, 20 KW @ 810, CLASSICAL AOR	\$ 94.00 (Mc-Guild)	Saga
WKTI, 94.5, 16 KW @ 911, CHR	SOURCE, \$ 96.00 (Christal)	Journal Co.
WLTQ, 97.3, 15 KW @ 980, SOFT AC	RADRAD, \$ 56.00 (Katz)	Hearst
WLUM, 102.1, 50 KW @ 490, BLACK/URBAN	RADRAD, \$ 49.00 (HNWH)	All Pro
WLZR, 102.9, 50 KW @ 440, AOR	ABC F, \$ 62.00 (Republic)	Great American
WMIL, 106.1, 13 KW @ 976, COUNTRY	\$ 78.00 (CBS)	Sundance
WMYX, 99.1, 50 KW @ 450, AC	CBS, \$ 59.00 (Banner)	Heritage
WQFM, 93.3, 13 KW @ 992, AOR	ABC R, \$ 65.00 (Torbet)	Shamrock-Lynett
WZTR, 95.7, 34 KW @ 610, OLDIES	\$ 50.00 (Durpetti)	Mystar

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

WEZW changes from EZ to SOFT AC (Jan)

WBZN A/F (Racine): From Adams to Ragan Henry for \$3,500,000 (Capstone)

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

* CHR - Contemporart Hit Radio, Top 40, Contemporary	T - Talk
* AC - Adult Contemporary	N - News
* O - Oldies (1955 to near 1988)	SP - Hispanic/Spanish
* B - Black (audience predominantly Black - over 75%)	BB - Big Band, Nostalgia
* U - Urban (majority of audience is non-white although a large segment is white)	M - Middle of Road (MOR), Full Service, Variety
* EZ - EZ listening, Beautiful Music	J/NA - Jazz and New Age
* AOR - Album Oriented Rock, also includes Classic Rock	R - Religion, Christian, Christian Music*
* CL - Classical	G - Gospel
* C - Country	E - Ethnic
	? - Others or Unknown

MINNEAPOLIS-ST. PAUL

Arbitron Rank/Pop (12+): 18/1,978,600
 MSA Rank/Pop: 14/2,400,000
 ADI # 13
 Average Person Ratings: 17.5
 Market TSL: 22.75 hours

Stations: 20/20
 Diaries: 1912/1035:1/62.2%
 Sample Target: 1720
 % Below Line: 0.0
 % Not Listed: 12.8

1989 Revenue: \$74,000,000
 HH Inc.: \$35,952
 Retail \$: 20.8 Bill
 Pop per Station: 98,930
 #1 Biller: WCCO \$21,500,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WCCO (MOR)	638/18.4	17.9	16.4	16.3	16.9	17.3	888/11370	8206/41.5	38.1	38.1	77	15.7	595	7138	WCCO
2. KQRS-AF (AOR)	314/ 9.1	9.9	8.6	8.0	8.4	8.9	379/5708	4741/24.0	22.2	21.9	108	12.0	450	5173	KQRS-AF
3. KSTP-F (AC)	281/ 8.1	6.5	7.7	8.7	9.2	7.8	313/4356	3771/19.1	17.7	20.9	138	5.5	207	3114	KSTP-F
4. KEEY-F (C)	276/ 8.0	6.0	6.1	6.5	6.8	6.7	300/3537	3040/15.4	12.8	15.5	114	6.9	262	3253	KEEY-F
5. KDWB-F (CHR)	257/ 7.4	6.6	6.8	6.5	6.8	6.8	297/5397	4660/23.6	20.8	21.6	41	9.6	365	4968	KDWB-F
6. WLTE-F (AC)	239/ 6.9	7.3	7.5	7.3	6.9	7.3	314/4884	3936/19.9	18.3	19.1	132	6.3	240	3044	WLTE-F
7. WLOL-F (CHR)	212/ 6.1	5.8	7.0	6.4	6.2	6.3	241/4976	4383/22.2	24.5	21.9	72	6.2	234	4706	WLOL-F
8. KTCZ-F (AOR)	160/ 4.6	4.0	4.2	4.5	4.2	4.3	163/2421	2315/11.7	12.5	10.4	157	3.0	112	1580	KTCZ-F
9. KQQL-F (O)	131/ 3.8	3.8	4.5	3.7	1.6	4.0	185/3138	2389/12.1	12.8	6.6	161	3.7	139	2216	KQQL-F
10. KJJO-F (AOR)	103/ 3.0	3.6	3.2	3.6	3.7	3.3	141/2324	1731/ 8.7	9.7	12.8	73	4.9	187	2186	KJJO-F
11. KLXK-F (O)	96/ 2.8	4.3	3.9	5.6	6.8	4.2	97/2285	2112/10.7	15.7	17.7	154	2.5	93	1400	KLXK-F
12. KSTP (N/T)	92/ 2.7	3.1	2.8	2.7	2.9	2.8	99/2010	1878/ 9.5	8.9	7.9	93	3.7	140	1887	KSTP
13. KLBB (BB)	61/ 1.8	2.1	2.6	1.5	1.6	2.0	61/869	869/ 4.4	5.3	4.2	22	1.9	71	637	KLBB
14. WAYL (EZ)	47/ 1.4	0.8	1.2	1.4	1.3	1.2	48/973	937/ 4.7	3.5	4.3	43	1.0	36	644	WAYL
15. WDGY (C)	36/ 1.0	1.1	1.8	1.6	1.3	1.1	70/1560	1197/ 6.0	5.5	5.4	80	0.6	24	887	WDGY

12+ FM SHARE (METRO): 68.06% (2056 of 3021) (FAL 88: 70.35%)

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

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		469 (2)	469 (2)	15.5	15.1	KDWB 630 St. Paul	0.7/3.9/ 27/ 857
AOR/CLASSIC	29 (2)	564 (3)	593 (5)	19.6	18.9	KTCJ 690 Minneapolis	0.4/0.8/ 16/ 163
AC/OLDIES/SOFT ROCK	23 (1)	747 (4)	770 (5)	25.5	29.8	KZOW 950 St. Louis Park	0.5/1.7/ 16/ 343
MOR/VARIETY	662 (2)		662 (2)	21.9	19.6	WMIN 1030 Maplewood	0.7/1.8/ 32/ 444
COUNTRY	36 (1)	276 (1)	312 (2)	10.3	9.4		
BLACK/URBAN							
BEAUTIFUL/EASY	47 (1)		47 (1)	1.6	1.5		
NEWS/TALK	92 (1)		92 (1)	3.0	3.4		
NOSTALGIA	61 (1)		61 (1)	2.0	1.9		
RELIGION/GOSPEL							
SPANISH							
CLASSICAL							
JAZZ/NEW AGE	15 (1)		15 (1)	0.5			
UNKNOWN/OTHERS					0.4		
	-----	-----	-----				
	965 (10)	2056 (10)	3021 (20)				

RADIO STATIONS

AM STATIONS

KDWB, 630, 5 KW/500 W (DA-2), OLDIES	, \$ N/A (Christal)	Mid Continent
KLBB, 1400, 1 KW, NOSTALGIA	ABC D, CNN, \$ 34.00 (Roslin)	
KSTP, 1500, 50 KW (DA-N), TALK/NEWS	ABC I, ABC T, \$ 50.00 (Mc-Guild)	Hubbard
KTCJ, 690, 500 W (DAYS), JAZZ	, \$ 23.00 (Durpetti)	Parker
WAYL, 980, 5 KW (DA-1), BTFL/EZ	, \$ 20.00 (Banner)	Entercom
WCCO, 830, 50 KW, MOR	CBS, \$ 279.00 (CBS)	
WDGY, 1130, 50 KW/25 KW (DA-2), COUNTRY	MBS, \$ 46.00 (Katz)	Malrite

FM STATIONS

KDWB, 101.3, 50 KW @ 840, CHR	, \$ 95.00 (Christal)	Mid Continent
KEEY, 102.1, 50 KW @ 842, COUNTRY	, \$ 117.00 (Katz)	Malrite
KJJO, 104.1, 100 KW @ 1040, AOR	CBS, \$ 57.00 (Republic)	Park
KLXK, 93.7, 50 KW @ 424, OLDIES/AC	, \$ 70.00 (Durpetti)	Entercom
KQRS, 92.5, 50 KW @ 822, AOR	ABC R, \$ 154.00 (Katz)	Cap Cities/ABC
KQQL, 107.9, 97 KW @ 1080, OLDIES	, \$ 60.00 (Republic)	Trumper
KSTP, 94.5, 95 KW @ 1250, AC	, \$ 178.00 (Mc-Guild)	Hubbard
KTCZ, 97.1, 100 KW @ 280, AOR	, \$ 65.00 (Durpetti)	Parker
WLWL, 99.5, 50 KW @ 844, CHR	, \$ 120.00 (HNWH)	Emmis
WLTE, 102.9, 100 KW @ 1304, SOFT AC	, \$ 100.00 (CBS)	

MOBILE

Arbitron Rank/Pop (12+): 88/394,700

Stations: 26/20
Diaries: 797/495:1/50%
Sample Target: 780
% Below Line: 7.1
% Not Listed: 8.7

1989 Revenue: \$11,100,000
HH Inc.: \$23,909
Retail \$: 3.3 Bil
Pop per Station: 19,735
#1 Biller: WKSJ-F \$3,800,000

MSA Rank/Pop: 102/491,000
ADI # 56 (w/Pensacola)
Average Person Ratings: 17.8
Market TSL: 23.50 hours

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WKSJ-F (C)	128/18.2	18.3	18.0	17.7	17.9	----	135/1487	1330/18.2	31.8	33.0	103	16.4	118	1348	WKSJ-AF
2. WBLX-F (B)	117/16.6	15.2	11.9	12.9	17.3	----	224/1755	1024/25.9	22.6	23.2	104	20.9	150	1250	WBLX-F
3. WABB-F (CHR)	85/12.1	11.6	14.7	13.9	15.4	----	130/2020	1137/28.8	27.3	28.4	82	17.3	124	1474	WABB-F
4. WGOK (B)	41/ 5.8	8.5	6.9	8.5	7.3	----	41/517	517/13.1	14.9	15.1	97	3.8	27	316	WGOK
5. WGCX-F (AOR)	38/ 5.4	5.2	3.0	2.4	1.2	----	66/810	406/10.3	12.2	8.1	120	6.7	48	438	WGCX-F
6. WKRG-F (AC)	32/ 4.6	3.7	4.4	5.0	4.5	----	57/1068	537/13.6	12.7	13.3	135	3.2	23	390	WKRG-F
7. WKRG (N/T)	29/ 4.1	5.8	4.0	4.6	4.4	----	30/500	485/12.3	10.3	11.9	54	4.6	33	297	WKRG
8. WMEZ-F (EZ)	26/ 3.7	2.8	1.9	2.5	2.6	----	81/939	312/ 7.9	6.5	4.2	51	1.0	7	200	WMEZ-F
9. WAVH-F (O)	24/ 3.4	5.4	5.4	3.3	4.5	----	60/1025	422/10.7	13.4	13.8	165	5.3	38	420	WAVH-F
10. WDLT-F (AC)	22/ 3.1	2.7	2.9	3.6	3.4	----	22/395	391/ 9.9	8.2	7.9	129	2.4	17	347	WDLT-F

12+ FM SHARE (METRO): 78.97% (507 of 642) (FAL 88: 71.74%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WABB-F	1 WBLX-F>>	1 WBLX-F>	1 WBLX-F<	1 WKSJ-AF	1 WKSJ-AF>>	1 WKSJ-AF>	1 WKSJ-AF>	1 WBLX-F<	1 WBLX-F>	1 WBLX-F>>
2 WBLX-F	2 WABB-F>	2 WKSJ-AF	2 WKSJ-AF>	2 WBLX-F>	2 WBLX-F	2 WBLX-F	2 WBLX-F	2 WKSJ-AF>	2 WABB-F>	2 WKRG <
3	3 WKSJ-AF	3 WABB-F>	3 WABB-F>	3 WABB-F>	3 WGOK <	3 WABB-F>	3 WABB-F>	3 WKSJ-AF>	3 WKSJ-AF>	3 WABB-F
4	4 WGCX-F>	4 WGCX-F	4 WGCX-F	4 WGCX-F	4 WKRG	4 WKRG	4 WGOK	4 WGCX-F<	4 WKRG-F	4 WKSJ-F>>
5	5 WKRG-F	5 WKRG-F	5 WKRG-F	5 WKRG-F	5 WABB-F<	5 WGCX-F	5 WGCX-F	5 WKRG-F	5 WGCX-F	5 WMEZ-F
6	6	6	6	6	6	6	6	6	6	6
7	7	7	7	7	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBLX-F>>	1 WBLX-F>>	1 WBLX-F>>	1 WBLX-F>>	1 WBLX-F	1 WABB-F	1 WBLX-F	1 WKSJ-AF	1 WKSJ-AF	1 WKSJ-AF>
2 WABB-F>>	2 WABB-F>	2 WKRG-F	2 WKSJ-AF>	2 WKSJ-AF>	2 WBLX-F>	2 WABB-F	2 WBLX-F	2 WKSJ-AF>	2 WBLX-F>
3 WGOK	3 WKRG-F	3 WABB-F	3 WKSJ-AF>	3 WABB-F	3 WGCX-F>	3 WKSJ-AF	3 WGCX-F>	3 WABB-F>	3 WABB-F
4 WGCX-F	4 WGOK	4 WGOK	4 WGOK	4 WGOK	4 WKSJ-AF>	4 WGCX-F	4 WABB-F>	4 WGCX-F>	4 WGCX-F
5 WKSJ-AF	5 WGCX-F	5 WKSJ-AF	5 WKRG-F	5 WKRG-F	5	5	5 WDLT-F>	5 WAVH-F	5 WAVH-F
6	6 WDLT-F	6	6	6	6	6	6 WZEW-F>	6	6

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	TRO CUME SHARE/RTG/AQH/CUME	TSA
TOP 40/CHR/CONTEMP	2 (1)	93 (3)	95 (4)	14.8	14.3	WABB 1480 Mobile	0.3/3.5/ 2/ 158	
AOR/CLASSIC		49 (2)	49 (2)	7.6	6.0	WBCA 1110 Bay Minette	0.6/1.6/ 4/ 65	
AC/OLDIES/SOFT ROCK		78 (3)	78 (3)	12.1	14.0	WBHY 840 Mobile	0.6/3.1/ 5/ 143	
MOR/VARIETY	14 (2)		14 (2)	2.2	1.6	WBLX 660 Fairhope/Mobile	1.0/4.7/ 7/ 208	
COUNTRY	8 (1)	132 (3)	140 (4)	21.8	20.9	WHEP 1310 Foley	1.4/2.6/ 10/ 104	
BLACK/URBAN	56 (3)	125 (2)	181 (5)	28.2	26.7	WLPB 960 Prichard/Mobile	1.6/3.0/ 11/ 121	
BEAUTIFUL/EASY		26 (1)	26 (1)	4.0	3.5	WMML 1410 Mobile	1.1/4.8/ 8/ 207	
NEWS/TALK	29 (1)		29 (1)	4.5	4.4	WMNV-F 105.5 Bay Minette/Mob	1.1/5.0/ 8/ 211	
NOSTALGIA	11 (1)		11 (1)	1.7		WMOB 1360 Mobile	1.6/5.5/ 11/ 219	
RELIGION/GOSPEL	15 (2)		15 (2)	2.3	5.3	WZEW-F 92.1 Fairhope	1.6/5.1/ 12/ 212	
SPANISH								
CLASSICAL						WJLQ-F 100.7 Pensacola	0.6/6.1/ 38/ 822	
JAZZ/NEW AGE						WKNN-F 99.1 Pascagoula	0.6/1.5/ 35/ 522	
UNKNOWN/OTHERS		4 (1)	4 (1)	0.6	3.4	WOWW-F 107.3 Pensacola	0.7/4.2/ 61/ 848	
						WQID-F 93.7 Biloxi	0.6/3.0/ 47/ 438	
	135 (11)	507 (15)	642 (26)			WXBM-F 102.7 Milton/Pensacola	1.0/3.9/ 69/ 836	

RADIO STATIONS

WBLX, 660, 22 KW/1 KW (DA-N), BLACK
WGOK, 900, 1 KW/500 W (DA-2), BLACK
WKRG, 710, 1 KW/500 W (DA-N), NEWS/TALK
WMML, 1410, 5 KW (DA-N), BLACK
WMOB, 1360, 5 KW (DAYS, DA), GOSPEL

WABB-F, 97.5, 100 KW @ 1350, CHR
WAVH-F, 96.1, 100 KW @ 1441, OLDIES
WBLX-F, 92.9, 100 KW @ 1555, BLACK
WDLT-F, 98.3, 100 KW @ 300, SOFT AC
WGCX-F, 104.1, 100 KW @ 1555, AOR
WKRG-F, 99.9, 100 KW @ 1604, AC

WKSJ-F, 94.9, 100 KW @ 430, COUNTRY
WMNV-F, 105.5, 2.6 KW @ 357, BLACK
WZEW-F, 92.1, 3 KW @ 300, AOR

, \$ N/A (HNWH) Beasley
SBN, \$ 13.00 (Roslin)
CBS, MBS, \$ 27.00 (Katz)
SBN, \$ 15.00 (K & P)
, \$ 10.00 (---)
ABC F, \$ 68.00 (Christal) Dittman
TRNSTR, \$ 30.00 (Durpetti) Marathon
US 1, ABC C, \$ 48.00 (HNWH) Beasley
TRNSTR, \$ 20.00 (K & P)
ABC R, \$ 25.00 (Republic) (ATHORE)
MBS, \$ 30.00 (Katz)
ABC E, \$ 88.00 (Banner) Capitol-Johnson
CBS, \$ 15.00 (K & P) (BAY MINETTE)
, \$ 20.00 (---) (FAIRHOPE)

MISCELLANEOUS COMMENTS: WMML-F changes to WMNV (Sep)...WABB primarily simulcasts with WABLX-F except for TALK in p.m...

MODESTO

Abitron Rank/Pop (12+): 127/284,100
 MSA Rank/Pop: 140/347,000
 Sacramento ADI
 Average Person Ratings: 15.5
 Market TSL: 21.00 hours

Stations: 22/13
 Diaries: 643/442:1/44.4%
 Sample Target: 660
 % Below Line: 12.5
 % Not Listed: 17.8

1989 Revenue: \$10,200,000
 HH Inc.: \$26,480
 Retail \$: 2.3 Bil
 Pop per Station: 21,853
 #1 Biller: KHOP-F \$2,000,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ CUME/RATING	SPG 89	FAL 88	% Conversion	Birch Share	Birch AQH	Birch Cume	
1. KHOP-F (CHR)	56/12.8	13.9	8.7	7.1	5.9	----	134/2028	671/23.6	27.9	23.6	70	19.0	82	850	KHOP-F
2. KBEE-F (EZ)	43/ 9.8	10.6	11.9	9.7	11.5	----	101/1259	506/17.8	16.3	19.8	56	6.7	29	340	KBEE-F
3. KDJK-F (AOR)	35/ 8.0	11.2	9.1	13.0	8.0	----	79/988	421/14.8	17.9	14.8	111	12.5	54	433	KDJK-F
4. KLOC (SP)	30/ 6.8	2.4	4.9	6.1	1.6	----	36/259	182/ 6.4	5.3	5.7	100	1.9	8	145	KLOC
5. KMIX-F (C)	29/ 6.6	8.4	8.0	9.5	8.8	----	43/504	388/13.7	17.0	14.4	123	2.3	29	350	KMIX-F
6. KTRB (C)	22/ 5.0	4.4	4.7	5.4	4.5	----	29/518	349/12.3	10.7	10.3	68	4.4	19	242	KTRB
KOSO-F (AC)	22/ 5.0	5.3	6.3	8.0	9.9	----	40/533	317/11.2	14.5	12.4	154	4.9	21	350	KOSO-F
8. KVFX-F (AOR)	20/ 4.6	2.6	3.5	3.8	8.0	----	32/467	252/ 8.9	8.9	9.2	148	5.8	25	344	KVFX-F
9. KCBS (N/T)	15/ 3.4	2.6	3.7	2.4	3.2	----	50/931	254/ 8.9	5.2	10.4	50	1.6	7	187	KCBS
10. KABX-F (O)	14/ 3.2	3.5	0.7	2.1	0.5	----	32/376	179/ 6.3	9.4	2.2	159	3.9	17	218	KABX-F
11. KJSN-F (AC)	13/ 3.0	3.3	6.6	5.9	7.2	----	17/437	306/10.8	13.2	16.5	143	4.4	19	345	KJSN-F
12. KNBR (MOR)	12/ 2.7	2.2	2.1	4.0	4.3	----	64/1216	213/ 7.5	7.9	6.6	126	3.7	16	190	KNBR
13. KUBB-F (AC)	9/ 2.1	1.8	2.3	2.4	2.4	----	60/697	198/ 7.0	6.7	5.4	143	2.5	11	125	KUBB-F
KAMB-F (REL)	9/ 2.1	2.4	1.9	2.1	2.9	----	14/217	154/ 5.4	4.8	5.5	143	3.2	14	143	KAMB-F

12+ FM SHARE (METRO): 73.13% (264 of 361) (FAL 88: 0.00%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHOP-F	1 KDJK-F	1 KHOP-F	1 KHOP-F	1 KHOP-F	1 KBEE-F>>	1 KHOP-F	1 KBEE-F	1 KHOP-F>	1 KHOP-F	1 KHOP-F
2	2 KHOP-F	2 KDJK-F	KDJK-F	KDJK-F	2 KTRB	2 KBEE-F>	2 KHOP-F	2 KDJK-F	2 KLOC >>	KDJK-F>
3	3 KLOC >	3 KLOC	3 KOSO-F	3 KMIX-F	3 KMIX-F	3 KDJK-F	3 KDJK-F	3 KLOC <	3 KDJK-F	3 KNBR
4	4 KVFX-F>	4 KMIX-F<	KMIX-F	4 KOSO-F	4 KCBS	4 KMIX-F	4 KOSO-F	4 KOSO-F	4 KMIX-F	4 KMIX-F
5	5 KMIX-F	5 KOSO-F	5 KVFX-F	5 KVFX-F	KOSO-F	5	5 KOSO-F	KBEE-F	5 KMIX-F	KBEE-F
6	6	6 KVFX-F	KLOC	KLOC	6	6	6 KTRB	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KLOC	1 KLOC	1 KLOC	1 KHOP-F	1 KOSO-F	1 KDJK-F	1 KDJK-F>	1 KDJK-F>	1 KDJK-F>	1 KDJK-F>
2 KHOP-F>>	2 KHOP-F>>	2 KHOP-F	2 KLOC	2 KHOP-F>	2 KHOP-F>	2 KHOP-F	2 KVFX-F>	2 KHOP-F	2 KVFX-F
3 KMIX-F	3 KMIX-F	3 KVFX-F>	3 KOSO-F	3 KMIX-F	3 KMEL-F>>	3 KVFX-F>	3 KHOP-F	3 KVFX-F	3 KMIX-F
KDJK-F>>	KDJK-F	4 KOSO-F	4 KMIX-F>	KLOC	4 KVFX-F	4 KLOC	4 KLOC >	4 KMIX-F	4 KHOP-F
5	5 KVFX-F	KMIX-F	5 KJSN-F	5 KJSN-F	KUBB-F	5 KMEL-F	5 KMIX-F>	5 KLOC	5 KLOC
6	6	KDJK-F>	6	6	KOSO-F>>	6	6	6	KBEE-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		63 (2)	63 (2)	17.5	19.4	KOOK 970 Modesto	0.9/4.1/ 5/ 139
AOR/CLASSIC		35 (1)	35 (1)	9.7	10.8		
AC/OLDIES/SOFT ROCK	4 (1)	58 (4)	62 (5)	17.2	9.4	KCIV-F 99.9 Mt. Bullion	0.9/2.6/ 8/ 112
MOR/VARIETY	12 (1)		12 (1)	3.3	2.5	KFRC 610 San Francisco	0.9/2.0/ 25/ 280
COUNTRY	28 (2)	32 (2)	60 (4)	16.6	21.6	KGO 810 San Francisco	0.5/2.0/ 16/ 347
BLACK/URBAN					4.2	KMEL-F 96.7 Manteca/Modesto	1.6/3.6/ 35/ 515
BEAUTIFUL/EASY		43 (1)	43 (1)	11.9	15.0	KMJ 580 Fresno	0.5/2.0/ 15/ 268
NEWS/TALK	19 (3)		19 (3)	5.3	5.8	KRAK 1140 Sacramento	1.4/3.8/ 42/ 526
NOSTALGIA	4 (1)		4 (1)	1.1	0.8	KRAK-F 105.1 Sacramento	0.7/1.8/ 29/ 429
RELIGION/GOSPEL		9 (1)	9 (1)	2.5	2.2		
SPANISH	30 (1)		30 (1)	8.3	6.9		
CLASSICAL		20 (1)	20 (1)	5.5	1.4		
JAZZ/NEW AGE							
UNKNOWN/OTHERS		4 (1)	4 (1)	1.1			
	97 (9)	264 (13)	361 (22)				

RADIO STATIONS

KLOC, 920, 500 W/2.5 KW(DA-2), HISPANIC
 KOOK, 970, 1 KW (DA-2), OLDIES
 KTRB, 860, 50 KW/10 KW(DA-2), COUNTRY

KABX-F, 97.5, 50 KW @ 493, OLDIES
 KAMB-F, 101.5, 50 KW @ 390, RELIGION
 KJSN-F, 102.3, 3 KW @ 300, AC
 KBEE-F, 103.3, 50 KW @ 500, BTFL/EZ
 KDJK-F, 95.1, 32 KW @ 602, AOR
 KHOP-F, 104.1, 50 KW @ 500, CHR
 KMIX-F, 98.3, 2 KW @ 371, COUNTRY
 KOSO-F, 93.1, 3 KW @ 1600, AC
 KUBB-F, 96.3, 2 KW @ 2079, COUNTRY

, \$ 15.00 (Lotus)
 ABC D, \$ N/A (Republic) John Price
 NBC, \$ 20.00 (Banner)

, \$ 22.00 (Republic) (MERCED)
 , \$ N/A (---) (MERCED)
 US 1, \$ 28.00 (MMR) Community Pacific
 ABC D, \$ 25.00 (Republic) John Price
 , \$ 41.00 (Eastman)
 , \$ 34.00 (Mc-Guild) Fuller-Jeffrey
 MBS, \$ 31.00 (Christal) (T. T.)
 APR, \$ 32.00 (Katz) (PATTERSON)
 , \$ 19.00 (HNWH) Buckley

OTHER RANKED STATIONS -- See Stockton and San Francisco... MISCELLANEOUS COMMENTS: KFIV-F changes calls to KJSN and format from CONTEMPORARY to AC (Sep)...KIZS-F changes calls to KVFX and format from URBAN/CHR to CLASSIC AOR (Sep)...

MONTGOMERY

Arbitron Rank/Pop (12+): 135/249,600
 MSA Rank/Pop: 150/309,000
 ADI # 109
 Average Person Ratings: 17.1
 Market TSL: 22.50 hours

Stations: 12/12
 Diaries: 695/359:1/56.3%
 Sample Target: 630
 % Below Line: 0.0
 % Not Listed: 14.1

1989 Revenue: \$9,000,000
 HH Inc.: \$24,163
 Retail \$: 2.0 Bil
 Pop per Station: 20,800
 #1 Biller: WLWI-F \$2,800,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WZHT-F (B)	82/19.2	11.5	12.3	3.2	----	----	153/1212	665/26.6	21.2	20.3	77	23.2	101	724	WZHT-F
2. WLWI-F (C)	66/15.5	17.2	18.1	19.2	----	----	93/1160	745/29.8	32.8	29.4	105	14.9	65	620	WLWI-F
3. WHHY-F (CHR)	50/11.7	13.4	13.3	9.7	----	----	68/1103	771/30.9	32.7	29.1	87	12.8	56	660	WHHY-F
4. WAFX-F (AOR)	46/10.8	9.3	7.4	12.7	----	----	51/536	363/14.5	19.7	21.1	140	13.5	59	534	WAFX-F
5. WXVI (B)	31/ 7.3	5.3	5.1	8.3	----	----	34/333	285/11.4	12.2	11.6	95	3.9	17	218	WXVI
6. WSYA-F (AC)	29/ 6.8	14.3	11.8	10.4	----	----	50/887	523/20.6	24.9	24.5	121	6.2	27	397	WSYA-F
7. WBAM-F (CHR)	22/ 5.2	7.5	8.5	7.6	----	----	46/753	371/14.9	23.2	22.0	158	5.5	24	402	WBAM-F
8. WZTN (REL)	15/ 3.5	2.6	2.4	5.6	----	----	15/144	135/ 5.4	4.9	5.0	83	1.1	5	72	WZTN
9. WLWI (O)	9/ 2.1	1.5	0.5	1.2	----	----	10/218	165/ 6.6	6.8	3.8	57	0.7	3	92	WLWI
WAPZ (REL)	9/ 2.1	----	----	----	----	----	9/121	115/ 4.6	0.0	0.0	57	1.4	6	66	WAPZ

12+ FM SHARE (METRO): 80.38% (295 of 367) (FAL 88: 85.80%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZHT-F>>	1 WZHT-F	1 WZHT-F	1 WAFX-F	1 WLWI-F	1 WLWI-F>>	1 WZHT-F<	1 WZHT-F	1 WZHT-F>	1 WZHT-F>>	1 WLWI-F>
2 WHHY-F	2 WAFX-F>	2 WAFX-F	2 WZHT-F	2 WAFX-F<	2 WXVI	2 WLWI-F	2 WLWI-F<	2 WLWI-F	2 WXVI	2 WZHT-F>
3	3 WHHY-F	3 WLWI-F	3 WLWI-F>	3 WZHT-F>	3 WZHT-F	3 WHHY-F>	3 WAFX-F>	3 WAFX-F	3 WLWI-F<	3 WHHY-F>
4	4 WLWI-F>	4 WHHY-F>	4 WHHY-F	4 WHHY-F	4 WSYA-F	4 WAFX-F	4 WHHY-F	4 WHHY-F>	4 WHHY-F	4 WXVI >>
5	5 WSYA-F	5 WSYA-F	5 WBAM-F	5 WSYA-F	5 WHHY-F	5	5 WSYA-F	5 WSYA-F	5	5 WAFX-F
6	6	6 WBAM-F	6 WSYA-F	6 WBAM-F	6	6	6	6	6	6 WHHY

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZHT-F>>	1 WZHT-F>	1 WZHT-F	1 WZHT-F	1 WLWI-F	1 WZHT-F>>	1 WAFX-F	1 WAFX-F>>	1 WZHT-F	1 WAFX-F
2 WHHY-F	2 WHHY-F	2 WHHY-F	2 WHHY-F	2 WZHT-F	2 WAFX-F	2 WZHT-F>>	2 WZHT-F	2 WAFX-F>	2 WLWI-F<
3 WAFX-F	3 WAFX-F>	3 WAFX-F	3 WLWI-F	3 WHHY-F	3 WHHY-F>>	3 WLWI-F	3 WLWI-F>>	3 WLWI-F>	3 WZHT-F>
4 WLWI-F	4 WLWI-F	4 WLWI-F	4 WAFX-F	4 WXVI	4 WSYA-F	4 WHHY-F>	4 WSYA-F	4 WHHY-F>	4 WHHY-F
5 WSYA-F>>	5 WSYA-F	5 WSYA-F	5 WXVI	5 WAFX-F	5 WLWI-F	5 WSYA-F	5 WHHY-F	5 WSYA-F	5 WSYA-F
6	6	6 WXVI	6 WSYA-F	6 WBAM-F	6 WBAM-F	6	6 WBAM-F>>	6	6 WBAM-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER	RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP	3 (1)	72 (2)	75 (3)	20.4	10.1	WACV	1170 Montgomery	1.2/3.8/ 8/ 108
AOR/CLASSIC		46 (1)	46 (1)	12.5		WHHY	1440 Montgomery	0.7/3.6/ 3/ 104
AC/OLDIES/SOFT ROCK		29 (1)	29 (1)	7.9	31.9	WSYA	950 Montgomery	
MOR/VARIETY								
COUNTRY		66 (1)	66 (1)	18.0	22.3			
BLACK/URBAN	31 (1)	82 (1)	113 (2)	30.8	29.9			
BEAUTIFUL/EASY								
NEWS/TALK	5 (1)		5 (1)	1.4	2.3			
NOSTALGIA	9 (1)		9 (1)	2.5				
RELIGION/GOSPEL	24 (2)		24 (2)	6.5	3.5			
SPANISH								
CLASSICAL								
JAZZ/NEW AGE								
UNKNOWN/OTHERS								
	72 (7)	295 (6)	367 (13)					

RADIO STATIONS

WACV, 1170, 10 KW/1 KW (DA-2), TALK CBS, SUN, \$ 12.00 (---)
 WHHY, 1440, 5 KW/1 KW (DA-N), SEE WHHY-F
 WXVI, 1600, 5 KW/1 KW (DA-N), BLACK SBN, \$ 20.00 (Roslin)
 WZTN, 1000, 5 KW (DAYS, DA), OLDIES, \$ 10.00 (---)
 WBAM-F, 98.9, 100 KW @ 730, OLDIES, \$ 30.00 (Christal)
 WHHY-F, 101.9, 100 KW @ 670, CHR ABC C, \$ 40.00 (Banner)
 WLWI-F, 92.3, 100 KW @ 500, COUNTRY MBS, \$ 65.00 (Katz) Colonial
 WAFX-F, 95.3, 3 KW @ 230, CLASSIC ROCK NBN, \$ 25.00 (Torbet)
 WSYA-F, 103.3, 28 KW @ 290, AC US 1, \$ 29.00 (Republic)
 WZHT-F, 105.7, 100 KW @ 1854, BLACK, \$ 26.00 (Banner) New South (TROY)

MISCELLANEOUS COMMENTS: WQIM changes to WAFX and format from BLACK to CLASSIC AOR (Sep)...WXVI sold for \$300,000...WBAM-F changed from CHR to OLDIES (Sep)...

NASHVILLE

Arbitron Rank/Pop (12+): 46/829,000
 MSA Rank/Pop: 52/995,000
 ADI # 32
 Average Person Ratings: 17.1
 Market TSL: 22.50 hours

Stations: 23/21
 Diaries: 1142/725:1/50.2%
 Sample Target: 1120
 % Below Line: 1.5
 % Not Listed: 10.5

1989 Revenue: \$35,400,000
 HH Inc.: \$28,279
 Retail \$: 7.1 Bil
 Pop per Station: 39,476
 #1 Biller: WSM -AF \$6,700,000

12+ METRO	1/4/SHARE	SUM				4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
		89	89	89	88										
1. WSIX-F (C)	176/12.4	8.9	9.4	7.9	9.9	9.6	226/2345	1638/19.8	19.1	19.4	123	8.9	127	1391	WSIX-F
2. WYHY-F (CHR)	165/11.6	17.3	13.8	14.8	10.3	14.4	314/3850	2182/26.3	26.3	24.4	58	19.2	275	2609	WYHY-F
3. WSM -F (C)	131/ 9.2	8.2	10.4	11.2	9.3	9.8	267/3108	1692/20.4	20.6	20.2	105	7.1	102	1430	WSM -F
4. WKDF-F (AOR)	112/ 7.9	9.0	10.7	8.9	8.3	9.1	219/3112	1703/20.5	20.2	18.7	91	12.1	174	2159	WKDF-F
5. WQQK-F (B)	103/ 7.2	7.1	5.9	5.3	6.9	6.4	104/1132	1054/12.7	11.7	13.7	110	10.3	148	1257	WQQK-F
6. WLAC-F (AC)	94/ 6.6	6.8	7.6	7.8	7.1	7.2	157/2195	1451/17.5	17.6	16.9	129	7.6	109	1579	WLAC-F
7. WRMX-F (AC)	86/ 6.1	6.8	5.4	4.4	5.1	5.7	122/1524	1060/12.8	12.5	13.2	159	6.0	86	1136	WRMX-F
8. WGFY-F (AOR)	81/ 5.7	4.5	5.8	4.2	5.8	5.1	103/1649	1233/14.9	14.4	14.4	105	6.8	97	1350	WGFY-F
9. WZEZ-F (EZ)	80/ 5.6	7.0	6.8	9.1	9.6	7.1	96/1664	1283/15.5	13.8	13.6	93	5.7	81	749	WZEZ-F
10. WSM (C)	50/ 3.5	4.0	4.1	4.4	4.2	4.0	104/1655	941/11.4	11.5	11.6	57	2.0	29	773	WSM
11. WVOL (B)	45/ 3.2	1.7	4.1	2.0	2.9	2.8	45/597	597/ 7.2	7.1	6.2	94	2.2	32	735	WVOL
12. WLAC (N/T)	44/ 3.1	2.6	1.5	3.3	3.0	2.6	54/1055	874/10.5	4.6	9.7	90	2.2	32	795	WLAC
13. WSIX (MOR)	18/ 1.3	0.6	0.4	0.5	0.8	0.7	18/545	508/ 6.1	3.4	4.0	115	1.3	18	336	WSIX
14.															
15.															

12+ FM SHARE (METRO): 83.88% (1067 of 1272) (FAL 88: 82.35%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ L	OVERNIGHT
1 WYHY-F>>	1 WYHY-F	1 WSIX-F	1 WSIX-F>	1 WSIX-F>	1 WSIX-F<	1 WSIX-F>	1 WSIX-F>	1 WYHY-F	1 WYHY-F	1 WSIX-F
2 WQQK-F	2 WKDF-F	2 WYHY-F	2 WRMX-F	2 WSM -F	2 WSM -F>	2 WYHY-F<	2 WSM -F<	2 WSIX-F	2 WQQK-F>	2 WSM -F
3 WKDF-F	3 WSIX-F<	3 WKDF-F	3 WSM -F<	WRMX-F	3 WRMX-F<	3 WSM -F	3 WYHY-F	3 WKDF-F	3 WSIX-F	WSM
4	4 WGFY-F	4 WLAC-F	4 WLAC-F<	4 WLAC-F	4 WZEZ-F>	4 WKDF-F	4 WLAC-F	4 WSM -F	4 WKDF-F<	4 WYHY-F
5	5 WLAC-F	5 WQQK-F<	5 WQQK-F	5 WQQK-F	5 WSM	5 WLAC-F	5 WZEZ-F	WQQK-F	5 WLAC-F	WQQK-F>
6	6 WQQK-F	6 WRMX-F<	6 WKDF-F	6 WKDF-F	6 WLAC	6 WQQK-F<	6 WKDF-F	6 WLAC-F	WGFY-F	6
7	7	7 WGFY-F<	7 WYHY-F	7 WYHY-F	7	7 WGFY-F	7 WGFY-F	7 WGFY-F	7 WSM -F	7
8	8	8 WSM -F	8 WGFY-F	8 WGFY-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 WYHY-F>>	1 WYHY-F>	1 WQQK-F	1 WYHY-F	1 WSIX-F	1 WKDF-F	1 WKDF-F	1 WSIX-F	1 WSIX-F	1 WSIX-F>
2 WLAC-F	2 WQQK-F	2 WYHY-F	2 WLAC-F	2 WQQK-F	2 WYHY-F>	2 WSIX-F	2 WGFY-F	2 WKDF-F>	2 WRMX-F
3 WGFY-F	3 WLAC-F	3 WSIX-F	3 WQQK-F<	WLAC-F<	3 WGFY-F	3 WGFY-F	3 WKDF-F	3 WGFY-F	3 WKDF-F
4 WKDF-F	4 WGFY-F<	4 WLAC-F	4 WSIX-F>	4 WSM -F	4 WSIX-F>	4 WYHY-F>	4 WLAC-F>	4 WYHY-F	4 WSM -F
5 WQQK-F>>	5 WKDF-F	5 WKDF-F	5 WRMX-F	5 WRMX-F	5 WSM -F	5 WLAC-F	5 WYHY-F>	5 WRMX-F<	5 WGFY-F
6 WSM -F>	6 WSIX-F	6 WGFY-F>>	6 WSM -F	6 WYHY-F	WQQK-F>	6	6 WQQK-F>	6 WSM -F	6 WLAC-F
7 WSIX-F	7	7 WZEZ-F	7 WKDF-F	7 WZEZ-F	7	7	7	7 WLAC-F	7 WYHY-F
WRMX-F>	8	WMDA	WGFY-F	8	8	8	8	8	WQQK-F
9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		176 (2)	176 (2)	13.8	11.6	WAKM 950 Franklin	0.6/1.0/ 8/ 82
AOR/CLASSIC		193 (2)	193 (2)	15.2	15.8	WAMB 1160 Nashville	0.6/2.1/ 11/ 209
AC/OLDIES/SOFT ROCK	5 (1)	185 (3)	190 (4)	14.9	15.8	WDBL-F 94.3 Springfield	0.8/1.4/ 11/ 116
MOR/VARIETY	18 (1)		18 (1)	1.4	0.9	WKDA 1240 Nashville	0.4/2.4/ 5/ 197
COUNTRY	59 (2)	330 (5)	389 (7)	30.6	26.2	WMDB 880 Nashville	1.2/2.9/ 19/ 267
BLACK/URBAN	62 (2)	103 (1)	165 (3)	13.0	13.2	WRLT-F 100.1 Franklin/Nash.	0.4/2.8/ 6/ 262
BEAUTIFUL/EASY		80 (1)	80 (1)	6.3	10.8		
NEWS/TALK	44 (1)		44 (1)	3.5	3.4	WBVR-F 101.1 Russellville	0.7/1.7/133/1287
NOSTALGIA	9 (1)		9 (1)	0.7	1.2	WSTO-F 96.1 Owensboro/Ensv	0.8/1.0/ 11/ 146
RELIGION/GOSPEL							
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS	8 (1)		8 (1)	0.6	1.1		
	205 (9)	1067 (14)	1272 (23)				

RADIO STATIONS

AM STATIONS

WAMB, 1160, 50 KW/1 KW (DA-N), NOSTALGIA	MBS, \$ 20.00 (Roslin)	
WLAC, 1510, 50 KW (DA-N), NEWS/TALK/RELIG.	CBS, \$ 45.00 (Durpetti)	Fairmont
WMDB, 880, 2.5 KW (DAYS, DA), BLACK	, \$ 17.00 (---)	
WSIX, 980, 5 KW (DA-N), MOR/VARIETY	, \$ 25.00 (Mc-Guild)	Capstar
WSM, 650, 50 KW, COUNTRY	NBC, \$ 47.00 (Christal)	Gaylord
WVOL, 1470, 5 KW/1 KW (DA-2), BLACK	NBN, \$ 25.00 (Republic)	

FM STATIONS

WGFX-F, 104.5, 100 KW @ 762, CLASSIC AOR	, \$ 50.00 (Banner)	Capitol-Johnson (BALLANTIN)
WKDF-F, 103.3, 100 KW @ 1220, AOR	ABC E, ABC R, \$ 92.00 (Katz)	Dick
WLAC-F, 105.9, 100 KW @ 1229, AC	, \$ 90.00 (Durpetti)	Fairmont
WQQK-F, 92.1, 1.5 KW @ 430, BLACK	, \$ 42.00 (Republic)	
WRMX-F, 96.3, 100 KW @ 840, AC/OLDIES	, \$ 44.00 (HNWH)	Signature (MURFREESBORO)
WSIX-F, 97.9, 100 KW @ 1145, COUNTRY	, \$ 85.00 (Mc-Guild)	Capstar
WSM-F, 95.5, 100 KW @ 1280, COUNTRY	, \$ 86.00 (Christal)	Gaylord
WYHY-F, 107.5, 100 KW @ 710, CHR	US 2, \$ 80.00 (Eastman)	Jacor (LEBANON)
WZEZ-F, 92.9 100 KW @ 321 EZ	, \$ 54.00 (Eastman)	South Central

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

WSIX A/F sold by Hicks to Capstar for \$16,000,000 (Americom)

NASSAU-SUFFOLK

Arbitron Rank/Pop (12+): 13/2,244,400

Stations: 39/14
Diaries: 1654/1357:1/50.5%
Sample Target: 1650
% Below Line: NA
% Not Listed: NA

1989 Revenue: \$32,300,000
HH Inc.: NA
Retail \$: 26.0 Bil
Pop per Station: 160,314
#1 Biller: WALK-AF \$8,000,000

MSA Rank/Pop: 11/2,680,000
New York ADI
Average Person Ratings: 18.5
Market TSL: 24.00 hours

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion	Birch Share	Birch AQH	Birch Cume	
1. WALK-F (AC)	251/ 6.1	6.3	8.0	5.7	6.3	6.5		3231/14.1	15.1	13.1	138	5.9	234	2361	WALK-F
2. WBAB-F (CHR)	240/ 5.8	5.4	5.4	4.8	4.0	5.4		3461/15.4	13.5	12.8	124	5.5	221	3191	WBAB-F
3. WBAB-F (AOR)	237/ 5.7	5.2	4.9	3.9	4.8	4.9		3403/15.2	14.4	12.9	121	7.6	305	3092	WBAB-F
4. WHLI (BB)	160/ 3.9	2.4	3.0	3.7	3.5	3.3		1229/ 5.5	4.4	4.4	31	2.3	91	522	WHLI
5. WKJY-F (AC)	120/ 2.9	3.5	3.1	3.7	3.6	3.3		1699/ 7.6	7.2	7.8	117	2.3	92	1409	WKJY-F
6. WYNY-F (C)	119/ 2.9	3.1	3.1	3.2	2.8	3.1		1651/ 7.4	8.2	7.6	134	3.1	123	1478	WYNY-F
7. WCTO-F (EZ)	98/ 2.4	1.5	2.6	3.1	2.9	2.4		1321/ 5.9	6.2	6.4	79	1.7	66	770	WCTO-F
8. WGSM (MOR)	92/ 2.2	1.1	1.4	1.9	2.4	1.6		702/ 3.1	2.6	3.6	45	1.6	64	480	WGSM
9. WDRE-F (AOR)	61/ 1.5	1.5	1.7	1.9	1.4	1.6		1006/ 4.5	5.4	4.5	60	3.1	122	1569	WDRE-F
10. WRCN-F (AOR)	20/ 0.5	0.7	1.0	0.6	0.5	0.7		485/ 2.2	3.1	2.0	120	0.9	34	553	WRCN-F
11. WWHB-F (CHR)	15/ 0.4	----	0.4	----	----	0.2		277/ 1.2	1.1	0.0	100	0.7	27	454	WWHB-F
WBAB (AOR)	15/ 0.4	0.1	0.1	0.3	0.3	0.2		247/ 1.1	1.3	2.2	100				WBAB

13.
14.
15.

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

12+ FM SHARE (METRO): NA (FAL 88: NA)

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

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP						WBAZ-F 101.7 Southold	0.3/0.8
AOR/CLASSIC						WLIX 540 Islip	0.3/1.1
AC/OLDIES/SOFT ROCK						See New York for more about the following:	
MOR/VARIETY						WABC 2.1/ 7.0	WLTW 3.5/ 9.0
COUNTRY						WBLS-F 0.8/ 3.0	WNCN-F 1.4/ 4.7
BLACK/URBAN						WCBS 4.0/15.8	WNEW 0.9/ 5.0
BEAUTIFUL/EASY						WCBS-F 4.6/13.7	WNEW-F 4.0/11.8
NEWS/TALK						WDRC-F 0.3/ 0.7	WNSR-F 2.1/ 7.1
NOSTALGIA						WEZN-F 1.4/ 4.9	WOR 3.7/ 7.4
RELIGION/GOSPEL						WFAN 3.5/10.2	WPAT 0.2/ 1.7
SPANISH						WHTZ-F 5.5/19.3	WPAT-F 3.6/ 6.5
CLASSICAL						WINS 2.7/14.0	WPLJ-F 2.2/12.0
JAZZ/NEW AGE						WJAZ-F 0.3/ 1.5	WPLR-F 0.4/ 2.1
UNKNOWN/OTHERS							

RADIO STATIONS

WGSM, 740, 25 KW (DAYS,DA)	MOR/NOSTALGIA	\$ 55.00 (Roslin)	Greater Media
WHLI, 1100, 10 KW (DAYS,DA)	NOSTALGIA	\$ 61.00 (Katz)	Barnstable
WALK-F, 97.5, 45 KW @ 530, AC		\$ 148.00 (Durpetti)	American
WBAB-F, 102.3, 3 KW @ 268, AOR		\$ 130.00 (MMR)	Noble
WBLI-F 106.1, 10 KW @ 500, CHR		\$ 110.00 (Katz)	Beck-Ross
WCTO-F, 94.3, 3 KW @ 300, BTFL/EZ		\$ 60.00 (Roslin)	Greater Media
WDRE-F, 92.7, 3 KW @ 300, AOR		\$ 55.00 (Katz)	
WKJY-F, 98.3, 3 KW @ 330, SOFT AC		\$ 73.00 (Katz)	Barnstable
WLNG-F, 92.1, 3 KW @ 325, AC		MBS, \$ 30.00 (K & P)	
WRCN-F, 103.9, 1.5 KW @ 466, AOR		\$ 50.00 (---)	

MISCELLANEOUS COMMENTS: WBAB A/F sold by Noble for \$26,000,000 (First Boston/CEA)...WWHB-F sold for \$1,800,000...

NEW HAVEN

Arbitron Rank/Pop (12+): 89/393,600

Stations: 29/6
Diaries: 843/467:1/49.2%
Sample Target: 780
% Below Line: 42.0
% Not Listed: 15.4

1989 Revenue: \$16,600,000
HH Inc.: \$36,352
Retail \$: 4.3 Bil
Pop per Station: 65,600
#1 Biller: WKCI-F \$8,500,000

MSA Rank/Pop: 94/524,000

Hartford ADI

Average Person Ratings: 16.6

Market TSL: 21.75 hours

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WKCI-F (CHR)	96/14.7	13.3	11.7	12.9	11.1	----	240/3148	1197/30.4	32.9	27.6	99	13.8	97	1219	WKCI-F
2. WELI (MOR)	65/ 9.9	10.2	10.1	9.9	10.7	----	70/1039	904/23.0	20.1	22.4	72	5.7	40	707	WELI
3. WPLR-F (AOR)	59/ 9.0	7.0	7.1	8.2	10.3	----	124/1898	773/19.6	18.4	19.6	123	8.8	62	925	WPLR-F
4. WEZN-F (AC)	34/ 5.2	6.4	6.6	6.7	5.1	----	170/2082	563/14.3	16.2	15.9	110	4.0	28	454	WEZN-F
5. WDRC-F (O)	30/ 4.6	6.4	5.7	3.7	5.4	----	65/1213	509/12.9	13.8	13.9	143	4.0	28	447	WDRC-F
6. WAVZ (BB)	25/ 3.8	4.9	4.8	4.4	4.9	----	39/475	350/ 8.9	9.0	9.7	16	3.1	22	254	WAVZ
7. WNYZ-F (C)	23/ 3.5	4.0	4.4	0.5	1.7	----	110/1150	310/ 7.9	8.9	9.2	97	6.8	48	394	WNYZ-F
8. WFAN (T)	22/ 3.4	2.2	2.3	----	----	----	62/1104	420/10.7	7.6	6.7	144	2.4	17	297	WFAN
9. WCBS (N)	21/ 3.2	2.4	2.3	2.7	2.8	----	53/1277	519/13.2	11.0	9.9	81	2.8	20	412	WCBS
10. WEBE-F (AC)	20/ 3.1	3.0	2.9	3.2	1.4	----	87/1285	371/ 9.4	8.4	9.0	165	2.6	18	233	WEBE-F
WNHC (B)	20/ 3.1	3.3	4.7	4.2	4.4	----	23/372	340/ 8.6	8.0	7.9	110	2.7	19	375	WNHC
12. WKSS-F (CHR)	19/ 2.9	3.7	3.9	4.4	6.9	----	56/1240	478/12.1	13.2	12.9	90	4.6	32	646	WKSS-F

12+ FM SHARE (METRO): 67.81% (375 of 553) (FAL 88: 63.89%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKCI-F>>	1 WKCI-F	1 WKCI-F>	1 WKCI-F	1 WKCI-F	1 WELI >	1 WKCI-F<	1 WKCI-F>	1 WKCI-F>	1 WKCI-F>	1 WELI >>
2 WPLR-F	2 WPLR-F	2 WPLR-F>	2 WPLR-F>	2 WPLR-F>	2 WKCI-F>	2 WELI >	2 WPLR-F	2 WPLR-F	2 WELI	2 WCBS
3 WNHC	3	3 WDRC-F>	3 WDRC-F	3 WELI	3 WEZN-F	3 WPLR-F<	3 WELI >	3 WELI >	3 WPLR-F>	3 WPLR-F
4	4	4 WEBE-F	4 WEBE-F	4 WDRC-F	4 WAVZ >	4 WFAN >	4 WEZN-F	4 WAVZ <	4 WEZN-F	4 WKCI-F
5	5	5 WKSS-F	5 WEZN-F<	5 WEZN-F	5 WCBS	5 WEZN-F	5 WDRC-F	5 WNYZ-F<	5 WNHC	5 WEZN-F
6	6	WEZN-F	6 WELI	6	6 WDRC-F	6 WNHC	6 WAVZ	6 WEZN-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKCI-F>>	1 WKCI-F>>	1 WKCI-F>	1 WKCI-F>>	1 WKCI-F>>	1 WKCI-F	1 WPLR-F>	1 WPLR-F>>	1 WPLR-F	1 WPLR-F>
2 WKSS-F	2 WPLR-F>	2 WPLR-F	2 WPLR-F>	2 WELI	2 WPLR-F>	2 WKCI-F	2 WKCI-F>	2 WKCI-F>	2 WKCI-F
3 WPLR-F>	3 WEBE-F	3 WEBE-F>	3 WNHC	3 WEZN-F	3 WHCN-F>	3	3 WFAN	3 WDRC-F	3 WFAN
4 WNHC	4 WKSS-F	4 WIOF-F	4 WKSS-F	4 WPLR-F	4 WNYZ-F>	4	4 WEBE-F	4 WFAN >	4 WDRC-F
5	5 WDRC-F	5 WEZN-F	5 WDRC-F	5 WDRC-F	5 WDRC-F	5	5	5 WHCN-F	5 WEBE-F
6	6	WDRC-F	6	WNHC	6 WCCC-F	6	6	6 WEBE-F	6 WELI

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		125 (4)	125 (4)	22.6	18.8	WYBC-F 94.3	New Haven	2.0/6.1/	14/ 260
AOR/CLASSIC		81 (3)	81 (3)	14.6	11.3	WABC 770	New York	0.9/2.5/	20/ 236
AC/OLDIES/SOFT ROCK		108 (5)	108 (5)	19.5	14.2	WALK-F 97.5	Patchogue	0.9/2.4/	12/ 285
MOR/VARIETY	73 (3)		73 (3)	13.2	15.3	WBLR-F 107.5	New York	0.5/2.5/	6/ 198
COUNTRY		23 (1)	23 (1)	4.2	5.0	WCCC-F 106.9	Hartford	1.1/3.4/	19/ 496
BLACK/URBAN	20 (1)	9 (2)	29 (3)	5.2	8.5	WFIF 1500	Milford	0.3/1.0/	6/ 91
BEAUTIFUL/EASY		16 (1)	16 (1)	2.9	11.6	WHCN-F 105.9	Hartford	2.3/7.5/	45/ 891
NEWS/TALK	56 (5)		56 (5)	10.1	6.9	WICC 600	Bridgeport	0.3/2.2/	80/1275
NOSTALGIA	27 (2)		27 (2)	4.9	6.1	WIOF-F 104.1	Waterbury	2.8/8.8/	58/ 956
RELIGION/GOSPEL	2 (1)		2 (1)	0.4	1.7	WNEW 1130	New York	0.3/1.5/	2/ 130
SPANISH						WOR 710	New York	0.8/1.6/	27/ 346
CLASSICAL						WPOP 1410	Hartford	0.3/1.6/	5/ 200
JAZZ/NEW AGE						WQHT-F 97.1	New York	0.5/1.8/	22/ 333
UNKNOWN/OTHERS		13 (1)	13 (1)	2.4	0.5	WRCH-F 100.5	New Britain/Hrt	2.4/6.7/	39/ 663
	178 (12)	375 (17)	553 (29)			WRKS-F 98.7	New York	0.9/3.4/	19/ 348
						WTIC 1080	Hartford	0.9/3.8/	68/ 888
						WTIC-F 96.5	Hartford	1.1/5.4/	25/ 681

RADIO STATIONS

WAVZ, 1300, 1 KW (DA-N), NOSTALGIA US 2, TRNSTAR, \$ 35.00 (Mc-Guild)
WELI, 960, 5 KW (DA-N), MOR, \$ 70.00 (Banner)
WNHC, 1340, 1 KW, BLACK, SBN, \$ 124.00 (K & P)

Noble
Clear Channe.

WKCI-F, 101.3, 10 KW @ 1070, CHR, \$ 145.00 (Mc-Guild)
WPLR-F, 99.1, 14 KW @ 950, AOR, \$ 83.00 (Durpetti)
WYBC-F, 94.3, 1 KW @ 122, JAZZ/VARIOUS, \$ 21.00 (---)

Noble
Southern Starr

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

NEW ORLEANS

Arbitron Rank/Pop (12+): 35/1,072,400
 MSA Rank/Pop: 36/1,330,000
 ADI # 35
 Average Person Ratings: 18.2
 Market TSL: 23.75 hours

Stations: 23/23
 Diaries: 1507/712:1/48.7%
 Sample Target: 1500
 % Below Line: 0.0
 % Not Listed: 9.6

1989 Revenue: \$28,400,000
 HH Inc.: \$24,228
 Retail \$: 9.8 Bil
 Pop per Station: 46,626
 #1 Biller: WEZB-F \$5,100,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion	Birch Share	Birch AQH	Birch Cume	
1. WYLD-F (B)	295/15.1	13.3	9.3	10.2	8.5	12.0	299/2414	2218/20.7	19.2	17.4	105	16.7	291	2420	WYLD-F
2. WEZB-F (CHR)	211/10.8	11.1	12.4	11.7	10.8	11.5	241/3775	3047/28.4	28.5	29.2	87	12.3	214	3290	WEZB-F
3. WQUE-AF (B)	195/10.0	10.9	10.3	11.5	14.5	10.7	234/3196	2558/23.9	25.8	27.9	92	11.4	197	2717	WQUE-AF
4. WNWL (N/T)	124/ 6.3	6.1	4.8	5.1	8.6	5.6	156/3164	2432/22.7	14.0	21.7	78	5.9	103	1823	WNWL
5. WLMG-F (AC)	105/ 5.4	5.1	5.0	5.2	6.4	5.2	115/1672	1416/13.2	13.9	16.9	131	5.2	90	967	WLMG-F
6. WBOK (REL)	93/ 4.8	4.4	4.7	3.3	3.2	4.3	93/785	767/ 7.2	6.8	6.7	69	3.0	53	536	WBOK
7. WLTS-F (AC)	90/ 4.6	6.2	7.8	9.2	5.6	6.9	114/2073	1681/15.7	16.6	15.6	137	4.3	75	1355	WLTS-F
8. KQLD-F (O)	90/ 4.6	2.5	1.7	1.9	2.1	2.7	135/1753	1256/11.7	4.5	3.3	159	4.3	75	1251	KQLD-F
9. WBYU (BB)	89/ 4.6	5.0	5.4	4.9	4.5	5.0	94/1034	993/ 9.3	8.9	7.2	37	3.9	68	665	WBYU
10. WRNO-F (AOR)	75/ 3.8	3.0	4.8	4.6	3.8	4.1	89/1660	1353/12.6	13.0	14.5	89	4.8	83	1576	WRNO-F
11. WNOE-F (C)	69/ 3.5	3.4	3.1	4.1	4.3	3.5	121/1634	1023/ 9.5	8.1	11.4	97	3.4	60	781	WNOE-F
12. WCKW-F (AOR)	68/ 3.5	2.8	3.9	3.4	4.0	3.4	99/1500	1090/ 9.8	10.1	10.9	143	5.4	94	1057	WCKW-F
13. WQXY-F (C)	52/ 2.7	3.3	2.8	2.8	2.5	2.9	68/1011	748/ 7.0	7.7	7.5	126	2.3	41	760	WQXY-F
14. KHOM-F (O)	49/ 2.5	2.6	2.5	1.3	1.4	2.2	129/1787	838/ 7.8	7.1	4.2	156	2.7	47	828	KHOM-F
15. WYLD (REL)	37/ 1.9	2.1	1.7	2.1	2.8	1.9	43/677	608/ 5.7	6.9	7.4	153	2.3	40	692	WYLD
16. WSMB (T)	31/ 1.6	1.1	1.4	1.6	1.9	1.4	31/539	527/ 4.9	4.6	4.9	50	1.4	24	394	WSMB
17. WTIX (T)	26/ 1.3	1.5	1.5	1.1	0.8	1.4	30/581	473/ 4.4	5.0	4.5	77	1.4	24	246	WTIX
18.															
19.															
20.															

12+ FM SHARE (METRO): 73.13% (1293 of 1768) (FAL 88: 71.64%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WEZB-F	1 WYLD-F>	1 WYLD-F>	1 WYLD-F>	1 WYLD-F>	1 WNL	1 WEZB-F	1 WYLD-F>	1 WYLD-F	1 WYLD-F>>	1 WYLD-F>>
2 WQUE-AF	2 WEZB-F	2 WEZB-F<	2 WEZB-F<	2 WEZB-F<	2 WYLD-F	2 WYLD-F	2 WEZB-F<	2 WQUE-AF<	2 WQUE-AF	2 WNL >>
3 WYLD-F	3 WQUE-AF>	3 WQUE-AF>	3 WQUE-AF	3 WQUE-AF	3 WBYU <	3 WNL	3 WQUE-AF	3 WEZB-F>	3 WEZB-F>	3 WBOK <
4	4 WRNO-F<	4 KQLD-F	4 KQLD-F	4 KQLD-F<	4 WBOK	4 WQUE-AF>	4 WLMG-F	4 WNL <	4 WBOK	4 WQUE-F
5	5 WCKW-F	5 WLMG-F<	5 WLMG-F	5 WLMG-F	5 WLMG-F	5 WLTS-F	5 WBYU	5 KQLD-F<	5 WRNO-F	5 WYLD
6	6 WLTS-F	6 WLTS-F	6 WLTS-F	6 WLTS-F	6 WNOE-F	6 WBOK <	6 WNL <	6 WLMG-F	6	6 WEZB-F
7	7 KQLD-F	7 WRNO-F	7	7	7 KQLD-F	7 WLMG-F	7 KQLD-F	7 WLTS-F	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WYLD-F	1 WYLD-F>	1 WYLD-F>	1 WYLD-F>	1 WYLD-F>	1 WYLD-F	1 WYLD-F>	1 WYLD-F	1 WYLD-F>	1 WYLD-F>
2 WEZB-F	2 WQUE-AF<	2 WQUE-AF	2 WQUE-AF	2 WQUE-AF	2 WRNO-F	2 WEZB-F	2 WEZB-F>	2 WEZB-F	2 WEZB-F>
3 WQUE-AF>>	3 WEZB-F>	3 WLTS-F	3 WEZB-F>	3 WEZB-F	3 WQUE-AF	3 WQUE-AF	3 WCKW-F	3 WQUE-AF	3 WQUE-AF
4 WLTS-F	4 WLTS-F>	WEZB-F	4 WLTS-F	4 WLTS-F	4 WEZB-F>	4 WRNO-F	4 WQUE-AF>	4 WRNO-F<	4 WCKW-F
5	5 KQLD-F	5 KQLD-F	5 WLMG-F	5 WLMG-F	5 WCKW-F>>	5 WCKW-F	5 WRNO-F	5 WCKW-F	5 KQLD-F
6	6 WLMG-F	6	6 KQLD-F	KQLD-F	6	6	6	6 KQLD-F	6 WLMG-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		211 (1)	211 (1)	11.9	12.6	KGLA 1540 Gretna	0.3/0.7/ 6/ 71
AOR/CLASSIC		143 (2)	143 (2)	8.1	8.6	WADU 830 Norco/Kenner	0.8/1.3/ 20/ 183
AC/OLDIES/SOFT ROCK		334 (4)	334 (4)	18.9	16.8	WARB 730 Covington	0.6/1.0/ 15/ 140
MOR/VARIETY	12 (1)		12 (1)	0.7		WNOE 1060 New Orleans	0.9/2.5/ 18/ 353
COUNTRY	17 (1)	121 (2)	138 (3)	7.8	10.0	WYAT 990 New Orleans	1.0/3.4/ 19/ 381
BLACK/URBAN	6 (1)	484 (2)	490 (3)	27.7	34.2		
BEAUTIFUL/EASY	15 (1)		15 (1)	0.8			
NEWS/TALK	181 (3)		181 (3)	10.2	12.4		
NOSTALGIA	108 (2)		108 (2)	6.1	4.9		
RELIGION/GOSPEL	130 (2)		130 (2)	7.4	0.5		
SPANISH CLASSICAL JAZZ/NEW AGE							
UNKNOWN/OTHERS	6 (1)		6 (1)	0.3			
	475 (12)	1293 (11)	1768 (23)				

AM STATIONS

WBOK, 1230, 1 KW	, BLACK/GOSPEL	SBN, \$ 27.00 (---)	Willis
WBYU, 1450, 1 KW	, BIG BAND/EZ	SMN, \$ 30.00 (Roslin)	
WNOE, 1060, 50 KW/5 KW (DA-2)	, SOLD IN COMBINATION WITH WNOE-F		
WSMB, 1350, 5 KW (DA-2)	, TALK	MBS, ABC 1, \$ 25.00 (Smith)	
WTIX, 690, 10 KW/5 KW (DA-2)	, TALK	NBC, MBS, \$ 30.00 (Mc-Guild)	United Network
WWL, 870, 50 KW (DA-1)	, NEWS/TALK	CBS, \$ 62.00 (Katz)	Keymarket
WYAT, 990, 250 W	, NOSTALGIA	RADRAD, \$ 21.00 (Durpetti)	
WYLD, 940, 10 KW/500 W (DA-2)	, BLACK	, \$ 24.00 (Banner)	Interurban

FM STATIONS

KQLD, 106.7, 100 KW @ 960, RELIGION	, \$ N/A (---)	(PORT SULPHUR)
KHOM, 104.1, 100 KW @ 1943, OLDIES	NBC, \$ 30.00 (Torbet)	(HOUMA)
WCKW, 92.3, 100 KW @ 429, AOR	SOURCE, \$ 35.00 (Republic)	
WEZB, 97.1, 100 KW @ 511, CHR	US 1, \$ 97.00 (MMR)	EZ
WLMG, 101.9, 95 KW @ 825, AC	, \$ 55.00 (Katz)	Keymarket
WLTS, 105.3, 100 KW @ 925, SOFT AC	RADRAD, \$ 60.00 (Durpetti)	
WNOE, 101.1, 100 KW @ 1004, COUNTRY	ABC E, \$ 50.00 (Mc-Guild)	New Market
WQUE, 93.3, 93 KW @ 512, URBAN/CHR	, \$ 79.00 (Christal)	Clear Channel
WQXY, 95.7, 100 KW @ 580, COUNTRY	, \$ 45.00 (Christal)	Stoner
WRNO, 99.5, 100 KW @ 990, AOR	ABC F, ABC R, \$ 53.00 (MMR)	
WYLD, 98.5, 100 KW @ 352, BLACK	ABC C, \$ 54.00 (Banner)	Interurban

CALL LETTER CHANGES

KHAA changes to KQLD (July)

FORMAT CHANGES

KQLD changes format from RELIGION
to OLDIES...WYAT changes from OLDIES
to NOSTALGIA...

STATION SALES

NEW YORK

Arbitron Rank/Pop (12+): 1/14,126,100
 MSA Rank/Pop: 1/15,400,000
 ADI # 1
 Average Person Ratings: 19.1
 Market TSL: 25.00 hours

Stations: 44/43
 Diaries: 6048/2336:1/49.4%
 Sample Target: 4000
 % Below Line: 0.3
 % Not Listed: 10.0

1989 Revenue: \$315,700,000
 HH Inc.: \$32,828
 Retail \$:117.9 Bil
 Pop per Station: 328,513
 #1 Biller: WINS \$25,000,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WPAT-F (EZ)	1343/5.0	4.3	4.2	5.0	3.6	4.6	1405/16562	15756/11.2	12.8	12.9	52	2.7	702	8304	WPAT-F
2. WLTW-F (AC)	1284/4.7	5.7	5.3	4.3	4.7	5.0	1366/18895	18087/12.8	13.2	11.2	136	3.7	964	11900	WLTW-F
3. WINS (N/T)	1277/4.7	4.5	4.7	4.3	4.4	4.6	1289/29535	28917/20.5	19.5	19.8	89	4.1	1063	21207	WINS
4. WOR (N/T)	1240/4.6	4.3	3.7	4.5	4.7	4.3	1388/16298	14591/10.3	9.1	11.0	41	3.4	894	10821	WOR
5. WHTZ-F (CHR)	1172/4.3	5.7	6.0	5.3	5.6	5.3	1216/23634	22876/16.2	17.7	17.5	91	6.0	1557	24996	WHTZ-F
6. WCBS-F (AC)	1116/4.1	4.2	5.0	4.7	4.3	4.5	1161/18437	17448/12.4	14.4	12.4	154	2.6	920	14227	WCBS-F
7. WRKS-F (B)	1097/4.1	3.9	4.1	4.2	4.2	4.1	1127/16065	15508/11.0	10.3	10.5	80	6.3	1641	18743	WRKS-F
8. WQHT-F (CHR)	1073/4.0	3.9	4.0	4.0	4.0	4.0	1127/16474	15411/10.9	10.6	10.4	57	5.6	1439	15373	WQHT-F
9. WBLS-F (B)	1026/3.8	3.7	2.9	3.8	3.6	3.5	1037/13737	13397/9.5	9.4	10.4	121	4.6	1198	14366	WBLS-F
10. WNEW-F (AOR)	1002/3.7	4.2	4.2	3.5	3.2	3.9	1113/16901	15621/11.1	11.2	9.7	119	5.0	1306	16789	WNEW-F
11. WNSR-F (AC)	941/3.5	3.2	3.5	3.1	3.1	3.3	966/15084	14413/10.2	11.0	9.9	129	2.5	641	8908	WNSR-F
12. WCBS (N/T)	937/3.5	3.4	3.0	2.7	3.6	3.2	1046/21852	19123/13.5	12.0	13.8	63	2.6	682	13382	WCBS
13. WXRK-F (AOR)	829/3.1	3.6	3.4	3.1	3.4	3.3	892/16373	15136/10.7	10.7	10.6	129	3.3	846	13384	WXRK-F
14. WPLJ-F (CHR)	798/3.0	3.5	3.1	3.5	3.6	3.3	887/20319	18344/13.0	13.8	13.6	97	3.4	892	20608	WPLJ-F
15. WABC (N/T)	767/2.8	2.6	3.2	3.3	3.3	3.0	885/12431	11021/7.8	9.6	9.6	68	3.0	787	9220	WABC
16. WFAN (N/T)	732/2.7	3.1	2.5	1.8	2.3	2.5	872/14616	12240/8.7	10.1	8.4	115	2.5	660	10549	WFAN
17. WYNY-F (C)	686/2.5	3.1	2.3	2.8	2.9	2.7	726/9276	8478/6.0	7.1	7.9	120	2.1	548	5545	WYNY-F
18. WNEW (BB)	628/2.3	2.5	1.9	2.3	1.9	2.3	665/9519	8811/6.2	5.2	5.9	57	1.5	394	5269	WNEW
19. WQCD-F (J/NA)	619/2.3	2.2	2.5	2.9	1.8	2.5	627/9614	9367/6.6	7.3	5.0	161	3.1	796	9125	WQCD-F
20. WLIB (B)	459/1.7	1.2	1.0	1.4	1.3	1.3	459/4358	4354/3.1	2.7	2.7	118	1.3	340	3174	WLIB
21. WADO (SP)	454/1.7	1.7	1.2	1.6	1.9	1.6	454/3976	3961/2.8	2.2	3.6	100	1.6	403	3927	WADO
22. WSKQ-F (SP)	427/1.6	1.3	2.4	1.7	---	1.8	430/4506	4488/3.2	3.4	0.0	150	1.6	411	4116	WSKQ-F
23. WNCN-F (CL)	417/1.5	1.4	1.3	1.8	1.3	1.5	428/8075	7768/5.5	4.6	5.2	113	1.1	289	4526	WNCN-F
24. WSKQ (SP)	383/1.4	1.2	0.7	0.7	2.0	1.0	383/2847	2842/2.0	1.8	3.5	157	0.5	123	1726	WSKQ
25. WQXR-F (CL)	351/1.3	1.2	1.2	1.8	1.6	1.4	367/6719	6264/4.4	4.5	4.6	85	1.1	295	5351	WQXR-F

12+ FM SHARE (METRO): 65.50% (15937 of 24332) (FAL 88: 63.32%)

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

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		3287 (4)	3287 (4)	13.5	15.2	WBAB-F 102.3 BABYLON	0.9/2.8/251/4047
AOR/CLASSIC		2393 (5)	2393 (5)	9.8	8.9	WBLI-F 106.1 PATCHOGUE	0.9/2.5/250/3823
AC/OLDIES/SOFT ROCK		3924 (7)	3924 (7)	16.1	15.1	WCTO-F 94.3 SMITHTOWN	0.4/1.0/114/1406
MOR/VARIETY					0.8	WDHA-F 105.5 DOVER	0.3/1.4/ 95/2184
COUNTRY		686 (1)	686 (1)	2.8	3.2	WDRE-F 92.7 GARDEN CITY/NY	0.8/2.5/233/3766
BLACK/URBAN	615 (2)	2123 (2)	2738 (4)	11.3	10.4	WEVD 1050 New York	0.3/1.5/ 88/2232
BEAUTIFUL/EASY	351 (1)	1571 (3)	1922 (4)	7.9	6.8	WFME-F 94.7 NEWARK	0.5/1.2/146/1849
NEWS/TALK	4953 (5)		4953 (5)	20.4	21.0	WGSM 740 HUNTINGTON	0.4/0.6/103/ 923
NOSTALGIA	839 (2)		839 (2)	3.4	3.1	WHLI 1100 HEMPSTEAD	0.8/1.1/218/1619
RELIGION/GOSPEL	299 (1)	139 (1)	438 (2)	1.8	2.1	WHUD-F 100.7 PEEKSKILL	0.4/1.2/320/3306
SPANISH	1156 (4)	427 (1)	1583 (5)	6.5	6.8	WJIT 1480 NEW YORK	0.5/0.9/138/1272
CLASSICAL		768 (2)	768 (2)	3.2	3.4	WKDM 1380 NEW YORK	0.7/1.6/181/2231
JAZZ/NEW AGE		619 (1)	619 (1)	2.5	2.3	WKJY-F 98.3 HEMPSTEAD	0.5/1.4/131/1969
UNKNOWN/OTHERS	182 (3)		182 (3)	0.7	0.7	WMGQ-F 98.3 NEW BRUNSWICK	0.3/0.9/ 97/1271
	8395 (18)	15937 (27)	24332 (45)			WNJR 1430 NEWARK	0.6/1.6/156/2243
						WWRL 1600 NEW YORK	1.1/2.2/299/3152
						WEZN-F 99.9 BRIDGEPORT	0.3/1.3/293/4413

RADIO STATIONS

AM STATIONS

WABC, 770, 50 KW, TALK	ABC I, 240.00 (Banner)	Cap Cities/ABC
WADO, 1280, 5 KW, HISPANIC	, 140.00 (---)	
WCBS, 880, 5 KW, NEWS	CBS, 370.00 (CBS)	CBS
WEVD, 1050, 50 KW (DA-1), BIG BAND	, 75.00 (Groskin)	
WFAN, 660, 50 KW, SPORTS TALK	NBC US 1, 200.00 (HNWH)	Emmis
WINS, 1010, 50 KW (DA-1), NEWS	ABC D, 410.00 (Group W)	Westinghouse
WJIT, 1480, 5 KW (DA-2), HISPANIC	, 90.00 (---)	Infinity
WKDM, 1380, 5 KW (DA-1), HISPANIC	, 96.00 (Katz Hisp.)	United
WLIB, 1190, 10 KW (DAYS,DA), BLACK NEWS/TALK	SBN, 90.00 (Mc-Guild)	Inner City
WNEW, 1130, 50 KW (DA-N), NOSTALGIA	MBS, NBC, 180.00 (Katz)	Westwood One
WOR, 710, 50 KW (DA-1), TALK	ABC E, US 2, 310.00 (Republic)	RKO
WPAT, 930, 5 KW (DA-2), BTFL/EZ	, N/A (Katz)	Park
WQXR, 1560, 50 KW (DA-2), FINE ARTS	, N/A (Mc-Guild)	NY Times
WSKQ, 620, 5 KW (DA-2), HISPANIC	, 120.00 (SBS)	SBS
WWRL, 1600, 5 KW (DA-2), GOSPEL	NBN, 70.00 (K & P)	

FM STATIONS

WBLS, 107.5, 5.4 KW @ 1241, BLACK	ABC F, 320.00 (Mc-Guild)	Inner City
WCBS, 101.1, 4.6 KW @ 1300, OLDIES	RADRAD, 380.00 (CBS)	CBS
WHTZ, 100.3, 7.8 KW @ 1220, CHR	, 425.00 (Christal)	Malrite
WFME, 94.7, 37 KW @ 570, RELIGION	, N/A (---)	Family
WHUD, 100.7, 50 KW @ 500, BTFL/EZ	, 100.00 (Katz)	(PEEKSKILL)
WLTW, 106.7, 7.6 KW @ 1220, SOFT AC	, 375.00 (Katz)	Viacom
WNCN, 104.3, 7.6 KW @ 1220, CLASSICAL	APR, TRNSTR, 175.00 (CMBS)	GAF
WNEW, 102.7, 7.8 KW @ 1210, AOR	SOURCE, 310.00 (Katz)	Legacy
WNSR, 105.1, 7.8 KW @ 1220, AC	, 225.00 (Mc-Guild)	Bonneville
WPAT, 93.1, 5 KW @ 1420, BTFL/EZ	, 240.00 (Katz)	Park
WQCD, 101.9, 5.3 KW @ 1420, JAZZ	ABC R, 295.00 (Banner)	Cap Cities/ABC
WQHT, 97.1, 6.7 KW @ 1340, CHR/URBAN	, 215.00 (Christal)	Tribune Co.
WQXR, 96.3, 7.8 KW @ 1220, CLASSICAL	, 230.00 (HNWH)	Emmis
WRKS, 98.7, 7.8 KW @ 1225, BLACK	, 170.00 (Mc-Guild)	NY Times
WSKQ, 97.9, 7.6 KW @ 1220, HISPANIC	US1, 288.00 (Republic)	Summit
WXRK, 92.3, 5.4 KW @ 1200, CLASSIC AOR	, 125.00 (SBS)	SBS
	ABC R, 300.00 (Torbet)	Infinity

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

WNEW: From Westwood One to
Command for \$15,300,000...
(THIS DEAL WAS CANCELLED)

NORFOLK

Arbitron Rank/Pop (12+): 32/1,144,600
 MSA Rank/Pop: 33/1,390,000
 ADI # 40
 Average Person Ratings: 18.0
 Market TSL: 23.75 hours

Stations: 26/25
 Diaries: 1482/772:1/57.9%
 Sample Target: 1310
 % Below Line: 0.5
 % Not Listed: 9.6

1989 Revenue: \$32,600,000
 HH Inc.: \$29,175
 Retail \$: 9.9 Bil
 Pop per Station: 45,784
 #1 Biller: WNOR-AF \$4,900,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WFOG-F (EZ)	207/10.0	6.6	9.0	8.6	8.3	8.6	246/2367	2045/17.9	16.3	16.1	68	6.5	139	1478	WFOG-F
2. WCMS-AF (C)	182/ 8.8	7.4	9.9	8.7	8.4	8.7	233/2317	1823/15.9	17.4	15.8	91	8.2	176	2357	WCMS-AF
3. WAFX-F (AOR)	167/ 8.1	6.8	11.7	4.5	2.5	7.8	216/2473	1994/17.4	19.1	5.4	110	10.2	218	2224	WAFX-F
4. WNDE-F (AC)	141/ 6.8	6.0	4.4	4.5	6.0	5.4	146/2031	1824/15.9	12.6	15.6	140	5.2	111	1397	WNDE-F
5. WNOR-AF (AOR)	136/ 6.5	7.9	6.6	10.6	9.0	7.9	150/2104	1943/17.0	15.7	18.0	100	8.7	186	2603	WNOR-AF
6. WOWI-F (B)	129/ 6.3	6.9	7.3	8.7	8.0	7.3	137/2048	1814/15.8	15.2	18.2	102	10.6	226	2375	WOWI-F
7. WNVZ-F (CHR)	128/ 6.2	5.3	7.6	7.4	6.9	6.6	145/2490	2126/18.6	21.0	20.1	85	8.5	182	2588	WNVZ-F
8. WJQI-AF (AC)	113/ 5.5	5.6	5.1	5.5	5.7	5.4	129/1731	1581/13.7	11.3	12.4	135	4.4	93	1205	WJQI-AF
9. WMYK-F (B)	112/ 5.4	3.9	5.6	4.7	5.9	4.9	140/1879	1612/14.1	14.4	14.8	96	8.2	174	2553	WMYK-F
10. WGH -F (CHIR)	85/ 4.1	4.9	3.4	5.7	5.0	4.5	103/1965	1550/13.5	11.7	61.1	51	0.0	0	80	WGH -F
11. WLTY-F (O)	64/ 3.1	4.7	4.4	5.3	6.8	4.4	102/1610	1201/10.5	12.9	16.0	129	2.7	58	869	WLTY-F
12. WNIS (N/T)	63/ 3.1	3.5	2.6	2.2	2.5	2.8	64/765	711/ 6.2	6.5	6.5	81	2.3	50	669	WNIS
13. WTAR (MOR)	61/ 3.0	2.6	2.9	2.7	3.2	2.8	66/1049	968/ 8.5	8.6	8.7	77	2.0	42	748	WTAR
14. WPCE (REL)	60/ 2.9	3.3	2.4	3.0	3.1	2.9	60/762	747/ 6.5	4.7	6.6	76	2.0	42	497	WPCE
15. WZCL-F (O)	45/ 2.2	4.3	1.4	1.7	3.2	2.4	66/1007	856/ 7.5	5.6	7.2	141	2.3	49	1098	WZCL-F
16. WBSK (B)	43/ 2.1	3.4	2.1	1.8	3.0	2.3	45/888	857/ 7.5	7.8	8.7	86	1.9	40	699	WBSK
17. WKEZ-F (C)	35/ 1.7	2.0	1.1	1.4	1.2	1.5	57/702	404/ 3.5	3.0	2.8	124	1.7	36	519	WKEZ-F
18. WOFM-F (AOR)	26/ 1.3	1.9	0.6	1.5	0.6	1.3	26/325	325/ 2.8	2.5	2.1	108	1.4	29	393	WOFM-F
19.															
20.															

12+ FM SHARE (METRO): 85.15% (1588 of 1865) (FAL 88: 84.53%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WMYK-F	1 WAFX-F	1 WAFX-F	1 WAFX-F<	1 WNDE-F	1 WFOG-F>	1 WCMS-AF	1 WFOG-F	1 WFOG-F<	1 WAFX-F	1 WOWI-F
WGH -F	2 WNOR-AF	2 WNOR-AF	2 WNOR-AF	2 WJQI-AF	2 WJQI-AF	2 WJQI-AF	2 WJQI-AF	2 WJQI-AF	2 WJQI-AF	2 WJQI-AF
3 WNVZ-F>	3 WOWI-F	3 WNDE-F	3 WJQI-AF	3 WCMS-AF	3 WNDE-F	3 WNDE-F	3 WNDE-F	3 WCMS-AF<	3 WNVZ-F<	3 WAFX-F<
4 WOWI-F	4 WNVZ-F <	4 WJQI-AF	4 WNOR-AF<	4 WJQI-AF	4 WJQI-AF	4 WNOR-AF	4 WNOR-AF	4 WAFX-F<	4 WNDE-F	4 WMYK-F
5	5 WNDE-F	5 WOWI-F	5 WOKI-F	5 WFOG-F<	5 WNIS <	5 WNVZ-F	5 WNOR-AF	5 WNOR-AF<	5 WFOG-F<	5 WCMS-F
6	6 WMYK-F	6 WNVZ-F<	6 WCMS-AF	6 WNOR-AF<	6 WTAR	6 WAFX-F<	6 WJQI-AF	6 WNVZ-F	6 WNOR-AF	6 WMYK-F
7	7 WCMS-AF	7 WCMS-AF	7 WNVZ-F	7	7	7 WMYK-F	7 WNVZ-F	7 WMYK-F	7 WGH -F	7 WNIS
8	8 WJQI-AF	8 WMYK-F	8 WMYK-F<	8	8	8	8	8	8 WJQI-AF	8
9	9	9	9 WFOG-F	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 WNDE-F<	1 WNDE-F	1 WNDE-F	1 WNDE-F	1 WNOR-AF	1 WAFX-F	1 WAFX-F>	1 WAFX-F<	1 WAFX-F<
WGH -F	2 WAFX-F	2 WAFX-F	2 WJQI-AF	2 WJQI-AF	2 WAFX-F>	2 WNOR-AF>	2 WNOR-AF>	2 WNOR-AF>	2 WCMS-AF
3 WOWI-F	3 WOWI-F<	3 WJQI-AF	3 WNVZ-F	3 WFOG-F>	3 WCMS-AF	3 WCMS-AF	3 WOWI-F	3 WCMS-AF	3 WNOR-AF
WMYK-F	4 WNVZ-F	4 WOWI-F	4 WOWI-F<	4 WNVZ-F	4 WNVZ-F	4 WOWI-F	4 WMYK-F	4 WOWI-F	4 WNDE-F
5 WAFX-F	5 WJQI-AF	5 WNVZ-F	5 WAFX-F	5 WOWI-F	5 WOWI-F	5 WNVZ-F	5 WCMS-AF	5 WNVZ-F	5 WOWI-F
6 WNDE-F	6 WMYK-F>	6 WMYK-F>	6 WMYK-F	6 WAFX-F	6 WGH -F	6 WMYK-F	6 WNDE-F>	6 WMYK-F<	6 WMYK-F
7 WJQI-AF	7 WGH -F	7 WCMS-AF	7 WFOG-F	7 WCMS-AF<	7 WFOG-F	7	7 WZCL-F	7 WNDE-F	7
8	8	8 WNOR-AF	8	8 WMYK-F	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

FORMATS	AM	FM	TOTAL	%	FAL 88		OTHER RATED STATIONS			METRO CUME TSA TSA	
					%	%	SHARE/RTG/AQH/CUME	SHARE/RTG/AQH/CUME	SHARE/RTG/AQH/CUME	SHARE/RTG/AQH/CUME	
TOP 40/CHR/CONTEMP		213 (2)	213 (2)	11.4	13.1	WKSX-F 96.1	Cp Charles/Va B	1.0/2.9/ 24/ 375			
AOR/CLASSIC	3 (1)	326 (3)	329 (4)	17.6	17.0	WPEX 1490	Hampton	0.6/1.2/ 12/ 153			
AC/OLDIES/SOFT ROCK		363 (4)	363 (4)	19.5	20.3	WPMH 1010	Portsmouth	0.3/0.7/ 7/ 77			
MOR/VARIETY	61 (1)		61 (1)	3.3	3.4	WTJZ 1270	Newport News	0.4/2.0/ 8/ 244			
COUNTRY	10 (1)	207 (2)	217 (3)	11.6	13.3	WZAM 1110	Norfolk	0.5/1.0/ 10/ 129			
BLACK/URBAN	43 (1)	241 (2)	284 (3)	15.2	12.1						
BEAUTIFUL/EASY		217 (2)	217 (2)	11.6	9.2	WQSF-F 96.5	Williamsbrg/rmd	0.5/1.4/ 18/ 342			
NEWS/TALK	63 (1)		63 (1)	3.4	2.8						
NOSTALGIA											
RELIGION/GOSPEL	85 (4)	21 (1)	106 (5)	5.7	8.8						
SPANISH											
CLASSICAL											
JAZZ/NEW AGE											
UNKNOWN/OTHERS	12 (2)		12 (2)	0.6							
	277 (11)	1588 (16)	1865 (27)								

AM STATIONS

WNIS, 850, 5 KW/1 KW (DA-2), NEWS/TALK	NBC, ABC T, \$ 40.00 (Roslin)	Sinclair
WPCE, 1400, 1 KW, GOSPEL	SBN, \$ 26.00 (Mc-Guild)	Willis
:350, 5 KW (DA-2), BLACK	NBC, ABC F, \$ 34.00 (Roslin)	Ragan Henry
WTAR, 790, 5 KW (DA-1), MOR	CBS, \$ 42.00 (Katz)	Landmark

FM STATIONS

WAFX, 106.9, 100 KW @ 964, CLASSIC AOR	, \$ 50.00 (CBS)	Downs
WCMS, 100.5, 50 KW @ 500, COUNTRY	ABC E, \$ 97.00 (Eastman)	
WFOG, 92.9, 50 KW @ 480, BTFL/EZ	, \$ 67.00 (MMR)	Sunshine Wireless
WGH, 97.3, 74 KW @ 400, CHR	ABC E, \$ 51.00 (Durpetti)	Susquehanna
WJQI, 94.9, 50 KW @ 500, SOFT AC	, \$ 44.00 (Torbet)	Coleman
WKEZ, 94.1, 50 KW @ 500, COUNTRY	US 2, \$ 38.00 (Roslin)	Eure
WLTY, 95.7, 40 KW @ 881, AC	, \$ 71.00 (Katz)	Landmark
WMYK, 93.7, 100 KW @ 940, BLACK	ABC C, \$ 49.00 (Durpetti)	(ELIZABETH CITY)
WNOR, 98.7, 46 KW @ 520, AOR	SOURCE, \$ 96.00 (Mc-Guild)	Saga
WNVZ, 104.5, 50 KW @ 480, CHR	, \$ 70.00 (Republic)	Wilks-Schwartz
WOFM, 92.1, 2 KW @ 400, AOR	, \$ 23.00 (K & P)	(MOYOCK, NC)
WOWI, 102.9, 50 KW @ 500, BLACK	SBN, \$ 53.00 (Mc-Guild)	Ragan Henry
KWDE, 101.3, 50 KW @ 500, AC	RADRAD, \$ 84.00 (Christal)	Edens
WZCL, 105.3, 50 KW @ 500, ??	MBS, ABC D, \$ 40.00 (Banner)	ML/WIN

CALL LETTER CHANGES

WRAP changes to WBSK (Dec)

FORMAT CHANGES

STATION SALES

WMYK-F (Eliz. City, NC) sold by Lucci to Paco-Jon for \$7,500,000 (Chapman)...WOFM-F (Moyock) sold for \$3,075,000 (Hickman)...

WAFX-F sold by Downs to Radio Ventures for \$10,000,000 (Richards)

OKLAHOMA CITY

Arbitron Rank/Pop (12+): 47/818,800

Stations: 20/20
 Diaries: 1276/638:1/53.2%
 Sample Target: 1130
 % Below Line: 0.0
 % Not Listed: 7.1

1989 Revenue: \$23,500,000
 HH Inc.: \$25,477
 Retail \$: 7.9 Bil
 Pop per Station: 40,940
 #1 Biller: KXXY-AF \$4,700,000

MSA Rank/Pop: 46/990,000

ADI # 41

Average Person Ratings: 16.8

Market TSL: 22.25 hours

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion	Birch Share	Birch AQH	Birch Cume
1. KXXY-AF (C)	191/14.0	15.6	15.0	14.1	13.9	14.7	254/2834	2116/26.0	29.1	28.9	111	13.6	186	1672
2. KJYO-F (CHR)	125/ 9.2	8.7	10.1	11.8	12.3	9.9	150/2543	2011/24.7	27.9	27.4	66	13.1	180	2226
3. KTOK (N/T)	112/ 8.2	8.7	5.9	7.4	7.3	7.6	117/1853	1689/20.8	12.5	17.6	67	7.2	99	1055
4. KKNG-F (EZ)	110/ 8.1	8.8	7.8	9.4	10.0	8.5	141/1647	1312/16.1	15.9	15.7	80	6.6	90	939
5. KZBS-F (CHR)	105/ 7.7	5.9	6.4	8.1	5.0	7.0	123/2087	1583/19.5	18.7	16.6	83	7.9	108	1929
6. KATT-F (AOR)	103/ 7.6	4.7	7.5	7.8	10.0	6.9	156/2144	1514/18.6	16.9	18.6	74	9.6	131	1617
7. KRXO-F (AOR)	90/ 6.6	6.8	5.4	6.3	5.0	6.3	99/1491	1311/16.1	15.4	11.8	142	5.2	71	1300
8. KEBC-F (C)	87/ 6.4	5.7	6.5	3.6	3.7	5.6	129/2166	1444/17.8	14.5	12.4	92	5.2	71	975
9. KOMA (O)	81/ 5.9	7.0	5.7	5.1	4.7	5.9	107/1453	1019/12.5	12.1	10.0	147	6.3	86	1109
10. KMGL-F (AC)	68/ 5.0	4.6	6.4	5.1	4.4	5.3	87/1483	1132/13.9	13.6	11.5	114	4.8	66	636
11. KLTE-F (AC)	55/ 4.0	3.7	4.0	4.7	4.7	4.1	67/1442	1176/14.5	12.9	11.2	140	3.4	46	1044
12. WKY (C)	54/ 4.0	3.0	2.4	2.8	5.1	3.0	70/1391	935/11.5	7.0	15.1	82	2.8	39	879

12+ FM SHARE (METRO): 74.90% (949 of 1267) (FAL 88: 74.78%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KJYO-F>>	1 KATT-F	1 KXXY-AF>	1 KXXY-AF>	1 KXXY-AF>	1 KXXY-AF	1 KXXY-AF>	1 KXXY-AF>	1 KXXY-AF>	1 KJYO-F	1 KXXY-F>>
2 KZBS-F>	2 KXXY-AF<	2 KATT-F<	2 KRXO-F	2 KRXO-F	2 KTOK	2 KTOK	2 KKNG-F	2 KJYO-F	2 KZBS-F	2 KTOK
3 KATT-F	3 KJYO-F<	3 KRXO-F	3 KOMA	3 KOMA >	3 KKNG-F>	3 KJYO-F	3 KOMA	3 KATT-F	3 KATT-F	KATT-F>
4	4 KZBS-F	4 KJYO-F<	4 KZBS-F	4 KKNG-F<	4 KOMA	4 KZBS-F	4 KEBC-F<	4 KZBS-F	4 KXXY-AF	4 WKY
5	5 KRXO-F	5 KZBS-F<	5 KJYO-F	5 KZBS-F	5 KEBC-F	5 KATT-F	5 KJYO-F	5 KKNG-F	5 KKNG-F	5 KKNG-F
6	6	6 KOMA	6 KMGL-F	6 KJYO-F<	6	6 KKNG-F	6	6 KRXO-F	6 KRXO-F	6 KZBS-F
7	7	7 KATT-F	7	7	7	7 KEBC-F	7	7	7	7
8	8	8	8	8	8	8 KOMA-F	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KJYO-F	1 KZBS-F	1 KZBS-F	1 KXXY-AF>	1 KXXY-AF>	1 KATT-F>>	1 KATT-F>	1 KRXO-F	1 KXXY-AF	1 KXXY-AF
2 KZBS-F<	2 KXXY-AF	2 KXXY-AF	2 KJYO-F<	2 KMGL-F<	2 KJYO-F>	2 KRXO-F<	KATT-F	2 KATT-F<	2 KRXO-F>
3 KXXY-AF	3 KJYO-F	3 KRXO-F	3 KZBS-F	3 KOMA	3 KZBS-F	3 KXXY-AF<	3 KXXY-AF>	3 KRXO-F>	3 KOMA
KATT-F>	4 KATT-F	4 KMGL-F	4 KMGL-F	4 KZBS-F	4 KXXY-AF	4 KJYO-F	4 KJYO-F	4 KJYO-F	4 KATT-F
5 KMGL-F>	5 KMGL-F<	KEBC-F	5 KOMA	5 KJYO-F	5 KRXO-F	5 KZBS-F	5 KZBS-F	5 KOMA <	5 KTOK
6 KPRW	6 KRXO-F	6 KJYO-F>	6 KRXO-F	6 KKNG-F	6 KKNG-F	6	KOMA	6 KZBS-F	6 KKNG-F
KEBC-F	7 KEBC-F	7	KATT-F	7 KRXO-F	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	FAL 88	OTHER RATED STATIONS	METRO CUME TSA	TSA
	--	--					SHARE/RTG/AQH/CUME	
TOP 40/CHR/CONTEMP		230 (2)	230 (2)	18.2	18.5	KGFF 1450 Shawnee	0.4/1.5/ 6/ 121	
AOR/CLASSIC		204 (3)	204 (3)	16.1	16.1	KJIL-F 104.9 Bethany	1.0/3.6/ 16/ 351	
AC/OLDIES/SOFT ROCK	87 (2)	123 (2)	210 (4)	16.6	15.3	KPRW 1140 Oklahoma City	1.6/2.9/ 22/ 233	
MOR/VARIETY	12 (1)		12 (1)	0.9	1.0	KQCV 800 Oklahoma City	0.7/2.5/ 9/ 218	
COUNTRY	64 (2)	268 (2)	332 (4)	26.2	24.3	KTLL 1220 Midwest City	0.9/1.0/ 12/ 83	
BLACK/URBAN	22 (1)		22 (1)	1.7	3.1	KTNT-F 97.7 Edmond	0.8/4.2/ 12/ 367	
BEAUTIFUL/EASY		110 (1)	110 (1)	8.7	10.7	WWLS 640 Moore/Norman	0.9/5.0/ 16/ 556	
NEWS/TALK	112 (1)		112 (1)	8.8	7.8			
NOSTALGIA								
RELIGION/GOSPEL	9 (1)	14 (1)	23 (2)	1.8	2.6			
SPANISH								
CLASSICAL								
JAZZ/NEW AGE								
UNKNOWN/OTHERS	12 (1)		12 (1)	0.9	0.6			
	318 (9)	949 (11)	1267 (20)					

RADIO STATIONS

KOMA, 1520, 50 KW (DA-N)	, OLDIES	CBS, \$ 40.00 (CBS)	Diamond
KPAN, 1140, 1 KW (DAYS)	, BLACK	SBN, \$ 24.00 (Banner)	Surrey
KQCV, 800, 250 W (DAYS)	, RELIGION	, \$ 16.00 (---)	Bott
KTOK, 1000, 5 KW (DA-2)	, NEWS/TALK	ABC I, MBS, \$ 57.00 (Christal)	Clear Channel
WKY, 930, 5 KW (DA-N)	, COUNTRY	US 2, \$ 32.00 (Banner)	Gaylord
KATT-F, 100.5, 97 KW @ 1188, AOR		SOURCE, \$ 68.00 (Banner)	Surrey
KEBC-F, 94.7, 98 KW @ 1387, COUNTRY		, \$ 39.00 (Durpetti)	Independence
KJIL-F, 104.9, 3 KW @ 300, RELIGION		UPI, \$ 18.00 (---)	CBN (BETHANY)
KJYO-F, 102.7, 98 KW @ 900, CHR		, \$ 54.00 (Christal)	Clear Channel
KKNG-F, 92.5, 98 KW @ 900, BTFL/EZ		, \$ 43.00 (Katz)	Wilks-Schwartz
KLTE-F, 101.9, 98 KW @ 1390, AC		, \$ 42.00 (Katz)	Entercom
KMGL-F, 104.1, 99 KW @ 1400, AC	TRNSTR, US 1, \$ 35.00 (Eastman)		Renda
KRXO-F, 107.7, 99 KW @ 1027, CLASSIC AOR		, \$ 50.00 (CBS)	Diamond
KXXY-F, 96.1, 98 KW @ 1167, COUNTRY	MBS, \$ 94.00 (Mc-Guild)		NewMarket

MISCELLANEOUS COMMENTS: KJIL-F (Bethany) sold by Swaggert to CBN for \$1,000,000...

OMAHA

Arbitron Rank/Pop (12+): 70/506,800
 MSA Rank/Pop: 71/626,000
 ADI # 71
 Average Person Ratings: 17.4
 Market TSL: 22.75 hours

Stations: 17/15
 Diaries: 956/530:1/55.7%
 Sample Target: 890
 % Below Line: 1.7
 % Not Listed: 10.5

1989 Revenue: \$19,800,000
 HH Inc.: \$32,173
 Retail \$: 4.7 Bil
 Pop per Station: 33,786
 #1 Biller: KFAB \$4,200,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion	Birch Share	Birch AQH	Birch Cume
1. KFAB (MOR)	139/15.8	12.9	14.3	15.9	17.2	14.7	239/3448	1953/38.5	28.8	39.0	84			KFAB
2. KQKQ-F (CHR)	117/13.3	16.6	15.0	17.0	13.1	15.5	140/2137	1559/30.8	36.6	30.4	68			KQKQ-F
3. KEZO-AF (AOR)	115/13.0	13.1	13.1	12.9	12.4	13.0	148/1678	1245/24.6	22.2	23.9	102			KEZO-AF
4. KEFM-F (AC)	73/ 8.3	7.4	6.7	5.5	5.4	7.0	95/1578	1185/23.4	18.9	14.4	136			KEFM-F
5. KESY-AF (EZ)	72/ 8.1	7.9	8.1	7.6	6.6	7.9	90/1022	792/15.6	13.8	13.3	81			KESY-AF
6. KGOR-F (O)	66/ 7.5	8.4	6.9	7.0	9.6	7.4	96/1499	1060/20.9	19.3	24.5	129			KGOR-F
7. WOW -F (C)	62/ 7.0	7.3	7.7	7.0	9.1	7.3	89/1106	761/15.0	14.3	15.4	123			WOW -F
8. WOW (C)	37/ 4.2	3.6	5.5	6.0	4.8	4.8	83/1585	628/12.4	13.8	12.2	43			WOW
9. KOIL (O)	28/ 3.2	3.8	4.2	4.3	5.7	3.9	31/546	376/ 7.4	10.6	14.5	159			KOIL
10. KOMJ-F (AC)	24/ 2.7	3.9	2.3	2.1	1.4	2.8	58/737	383/ 7.6	7.8	5.6	85			KOMJ-F
11. KKAR (T)	21/ 2.4	1.9	2.1	1.9	0.8	2.1	21/437	406/ 8.0	6.7	4.8	104			KKAR

12+ FM SHARE (METRO): 69.20% (546 of 789) (FAL 88: 66.58%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KQKQ-F>>	1 KEZO-AF	1 KEZO-AF	1 KEZO-AF	1 KEZO-AF	1 KFAB	>> 1 KFAB	> 1 KEZO-AF	> 1 KQKQ-F	1 KQKQ-F>	1 KFAB >
2 KEZO-AF	2 KQKQ-F>	2 KQKQ-F	2 KEFM-F<	KFAB	2 KESY-AF>	2 KEZO-AF	2 KFAB	2 KEZO-AF>	2 KFAB	2 KQKQ-F
3	3 KEFM-F>	3 KEFM-F	3 KFAB	3 KEFM-F	3 WOW -F	3 KQKQ-F>	3 KESY-AF<	3 KESY-AF	3 KEZO-AF>	3 WOW -F
4	4 KGOR-F	4 KGOR-F<	4 KGOR-F<	4 KGOR-F	4 WOW	4 KEFM-F	4 KQKQ-F<	4 KEFM-F<	4 KGOR-F	4 KKAR
5	5 KFAB	5 KFAB	5 KQKQ-F	5 KQKQ-F	5 KGOR-F	5 KGOR-F	5 KEFM-F	5 KFAB	5 KESY-AF<	5 KEZO-F
6	6	6	6	6	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KQKQ-F>>	1 KQKQ-F>>	1 KQKQ-F	1 KQKQ-F>	1 KEFM-F<	1 KEZO-AF>>	1 KEZO-AF>>	1 KEZO-AF>>	1 KEZO-AF>>	1 KEZO-AF
2 KEZO-AF>>	2 KEFM-F	2 KEFM-F>>	2 KEFM-F	2 KQKQ-F	2 KQKQ-F>>	2 KQKQ-F	2 KFAB	2 KGOR-F	2 KFAB
3 KEFM-F>	3 KEZO-AF>>	3 KEZO-AF	3 KEZO-AF>	3 KFAB	3 KOMJ-F	3 KGOR-F	3 KGOR-F	3 KFAB	3 KGOR-F>
4 KOMJ-F	4 KGOR-F	4 KGOR-F	4 KESY-AF	4 KESY-AF	KGOR-F	4 KFAB	4 KEFM-F>	4 KEFM-F	4 KEFM-F
5 KGOR-F>>	5 KOMJ-F	KFAB	KFAB	5 WOW -F	KEFM-F	KEFM-F	5 KQKQ-F	5 KQKQ-F	5 WOW -F
6	6	6	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		117 (1)	117 (1)	14.8	25.5	KBWH-F 106.3 Blair	0.6/1.2/ 5/ 62
AOR/CLASSIC	2 (1)	125 (2)	127 (3)	16.1	14.8	KCRO 660 Omaha	1.7/1.6/ 15/ 90
AC/OLDIES/SOFT ROCK	28 (1)	163 (3)	191 (4)	24.2	14.0		
MOR/VARIETY	139 (1)		139 (1)	17.6	19.3	KFMQ-F 101.9 Lincoln/Omaha	1.4/5.7/ 59/ 866
COUNTRY	37 (1)	65 (2)	102 (3)	12.9	16.3	KZKX-F 96.9 Seward	0.3/1.4/ 54/ 776
BLACK/URBAN		5 (1)	5 (1)	0.6	1.2		
BEAUTIFUL/EASY	1 (1)	71 (1)	72 (2)	9.1	7.4		
NEWS/TALK	21 (1)		21 (1)	2.7	0.9		
NOSTALGIA							
RELIGION/GOSPEL					0.4		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS	15 (1)		15 (1)	1.9			
	243 (7)	546 (10)	789 (17)				

RADIO STATIONS

KFAB, 1110, 50 KW (DA-N)	MOR	NBC, \$ 90.00 (Christal)	Henry
KKAR, 1180, 5 KW/1 KW	TALK	CBS, MBS, \$ 20.00 (Eastman)	
KOIL, 1290, 5 KW (DA-N)	OLDIES	US 2, \$ 27.00 (Banner)	
WOW, 590, 5 KW	COUNTRY	ABC I, \$ 40.00 (Torbet)	Great Empire
KBWH-F, 106.3, 1 KW @ 470,	BLACK	\$ 16.00 (---)	(BLAIR)
KEFM-F, 96.1, 100 KW @ 1442,	SOFT AC	\$ 43.00 (Mc-Guild)	
KESY-F, 104.5, 100 KW @ 1040,	BTFL/EZ	ABC D, US 2, \$ 35.00 (Mc-Guild)	SunGroup
KEZO-F, 92.3, 100 KW @ 1210,	AOR	\$ 64.00 (Katz)	Narragansett
KGOR-F, 99.9, 115 KW @ 1227,	OLDIES	NBC, \$ 45.00 (Christal)	Henry
KOMJ-F, 103.7, 100 KW @ 405,	AC	\$ N/A (Banner)	(ATLANTIC IA)
KQKQ-F, 98.5, 100 KW @ 1099,	CHR	\$ 54.00 (Eastman)	
WOW-F, 94.1, 100 KW @ 510,	COUNTRY	ABC E, \$ 45.00 (Torbet)	Great Empire

ORLANDO

Arbitron Rank/Pop (12+): 43/852,200

Stations: 20/18
Diaries: 1184/720:1/52.1%
Sample Target: 1140
% Below Line: 3.4
% Not Listed: 10.0

1989 Revenue: \$43,900,000
HH Inc.: \$27,359
Retail \$: 8.9 Bil
Pop per Station: 47,344
#1 Biller: WKKA-F \$6,800,000

MSA Rank/Pop: 53/1,010,000
ADI # 27
Average Person Ratings: 17.4
Market TSL: 23.00 hours

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume
1. WKKA-F (C)	150/10.1	8.8	9.7	8.6	11.9	9.3	286/3315	1545/18.1	16.4	21.3	97	9.6	137	1394 WKKA-F
2. WSTF-F (AC)	144/ 9.7	8.2	8.6	9.1	7.0	8.9	244/3549	1896/22.2	17.3	19.5	120	8.0	115	1358 WSTF-F
3. WJHM-F (B)	143/ 9.6	7.3	7.9	6.0	5.3	7.7	250/2415	1374/16.1	14.7	11.2	87	14.4	206	1692 WJHM-F
4. WSSP-F (EZ)	102/ 6.9	6.6	8.3	8.3	8.6	7.5	233/2826	1263/14.8	13.9	16.4	68	4.6	66	795 WSSP-F
5. WHTQ-F (AOR)	100/ 6.7	8.6	8.1	4.9	6.2	7.1	222/2965	1249/14.7	15.4	14.5	90	9.2	132	1509 WHTQ-F
6. WOMX-F (CHR)	91/ 6.1	7.6	6.1	7.7	6.9	6.9	172/3463	1613/18.7	20.2	22.3	105	7.0	100	1856 WOMX-F
7. WOCL-F (O)	90/ 6.1	7.0	5.4	7.7	7.6	6.6	225/3118	1371/16.1	15.9	15.6	148	6.4	92	1254 WOCL-F
8. WDIZ-F (AOR)	81/ 5.5	5.8	5.2	6.7	5.5	5.8	131/2145	1151/13.5	15.3	13.8	93	6.7	96	1691 WDIZ-F
9. WDBO (MOR)	69/ 4.7	4.2	6.7	5.8	5.6	5.3	89/1372	1097/12.9	12.5	13.9	70	4.1	59	1046 WDBO
10. WJYO-F (AC)	66/ 4.5	5.7	4.4	5.5	4.8	5.0	119/1982	907/10.6	12.7	13.0	142	2.8	40	764 WJYO-F
11. WNNZ (N/T)	62/ 4.2	3.5	5.2	4.7	4.3	4.4	91/1219	943/11.1	9.4	9.0	81	3.8	55	653 WNNZ
WHLY-F (CHR)	62/ 4.2	4.6	4.2	3.8	5.6	4.2	88/1942	1180/13.8	13.8	2.0	50	4.0	57	1333 WHLY-F
13. WLOQ-F (J/NA)	52/ 3.5	3.5	3.8	3.4	2.2	3.5	70/917	743/ 8.7	9.4	7.0	166	4.4	63	814 WLOQ-F
14. WWLV-F (EZ)	37/ 2.5	2.2	2.5	1.7	1.8	2.2	192/2078	677/ 7.9	5.2	5.0	72	1.7	24	265 WWLV-F
15. WXXO (REL)	28/ 1.9	1.2	0.6	1.1	2.7	1.2	28/295	291/ 3.4	3.3	4.1	126	1.2	17	320 WXXO

12+ PM SHARE (METRO): 85.98% (1147 of 1334) (FAL 88: 82.51%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AND	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJHM-F	1 WHTQ-F	1 WSTF-F	1 WSTF-F	1 WSTF-F	1 WKKA-F	1 WSTF-F	1 WJHM-F	1 WJHM-F	1 WJHM-F	1 WDBO
2 WHLY-F	2 WJHM-F	2 WJHM-F	2 WKKA-F	2 WKKA-F	2 WSSP-F	2 WKKA-F	2 WKKA-F	2 WKKA-F	2 WDBO	2 WSTF-F
3 WOMX-F	3 WSTF-F	3 WHTQ-F	3 WOCL-F	3 WOCL-F	3 WSTF-F	3 WJHM-F	3 WSSP-F	3 WSTF-F	3 WHTQ-F	3 WHTQ-F
4	4 WDIZ-F	4 WKKA-F	4 WJHM-F	4 WJHM-F	4 WOCL-F	4 WDBO	4 WJHM-F	4 WOMX-F	4 WHLY-F	4 WJHM-F
5	5 WOMX-F	5 WDIZ-F	5 WOMX-F	5 WOMX-F	5 WDBO	5 WSSP-F	5 WOCL-F	5 WHTQ-F	5 WSTF-F	5 WNNZ
6	6 WKKA-F	6 WOCL-F	6 WHTQ-F	6 WJYO-F	6 WNNZ	6 WOMX-F	6 WHTQ-F	6 WOCL-F	6 WOMX-F	6 WKKA-F
7	7 WLOQ-F	7 WOMX-F	7 WJYO-F	7 WHTQ-F	7 WJYO-F	7	7 WJYO-F	7 WSSP-F	7 WKKA-F	7 WSSP-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WJHM-F	1 WJHM-F	1 WSTF-F	1 WSTF-F	1 WSTF-F	1 WHTQ-F	1 WHTQ-F	1 WHTQ-F	1 WHTQ-F	1 WKKA-F
2 WSTF-F	2 WJHM-F	2 WJHM-F	2 WJHM-F	2 WJHM-F	2 WDIZ-F	2 WDIZ-F	2 WLOQ-F	2 WDIZ-F	2 WOCL-F
3 WHTQ-F	3 WOMX-F	3 WOMX-F	3 WJYO-F	3 WKKA-F	3 WSTF-F	3 WSTF-F	3 WDIZ-F	3 WSTF-F	3 WSTF-F
4 WOMX-F	4 WHTQ-F	4 WJYO-F	4 WOMX-F	4 WJYO-F	4 WJHM-F	4 WJHM-F	4 WOCL-F	4 WKKA-F	4 WHTQ-F
5 WHLY-F	5 WJYO-F	5 WKKA-F	5 WKKA-F	5 WOCL-F	5 WOMX-F	5 WLOQ-F	5 WJHM-F	5 WOCL-F	5 WLOQ-F
6 WDIZ-F	6 WKKA-F	6 WHTQ-F	6 WOCL-F	6 WOMX-F	6	6 WOMX-F	6 WSTF-F	6 WJHM-F	6 WDIZ-F
7	7 WDIZ-F	7 WOCL-F	7 WHTQ-F	7	7	7	7	7 WOMX-F	7 WOMX-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS			METRO CUME	TSA	TSA
-----	--	--	-----	-	-	-----			SHARE/RTG/AQH/CUME	SHARE/RTG/AQH/CUME	SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		153 (2)	153 (2)	11.5	14.4	WHDG	990	Orlando	0.5/1.8/	7/	192
AOR/CLASSIC	7 (1)	181 (2)	188 (3)	14.1	13.4	WPRD	1440	Winter Park	1.3/3.4/	22/	321
AC/OLDIES/SOFT ROCK		300 (3)	300 (3)	22.5	21.1	WTLN	1520	Apopka	0.1/0.2/	2/	48
MOR/VARIETY	69 (1)		69 (1)	5.2	6.1	WTLN-F	95.3	Apopka	1.0/2.7/	17/	307
COUNTRY		164 (2)	164 (2)	12.3	13.5						
BLACK/URBAN		143 (1)	143 (1)	10.7	7.0	WPCV-F	97.5	Winter Haven/Lk	0.9/3.8/	85/	1136
BEAUTIFUL/EASY		139 (2)	139 (2)	10.4	11.2						
NEWS/TALK	62 (1)		62 (1)	4.6	4.7						
NOSTALGIA	19 (1)		19 (1)	1.4	0.4						
RELIGION/GOSPEL	30 (2)	15 (1)	45 (3)	3.4	4.7						
SPANISH					1.1						
CLASSICAL											
JAZZ/NEW AGE		52 (1)	52 (1)	3.9	2.4						
UNKNOWN/OTHERS											
	-----	-----	-----								
	187 (6)	1147 (14)	1334 (20)								

RADIO STATIONS

WDBO, 580, 5 KW (DA-N), MOR	ABC I, \$ 62.00 (Katz)	NewCity
WHDG, 990, 50 KW/5 KW (DA-N), COUNTRY	CBS, \$ 15.00 (Eastman)	TK
WPRD, 1440, 5 KW/1 KW (DA-N), RELIGION	TRNSTR, \$ 16.00 (---)	
WTLN, 1520, 5 KW/1 KW (DA-N), NEWS/TALK	CBS, MBS, \$ 55.00 (Christal)	Guy Gannett
WOMX-F, 105.1, 95 KW @ 1310, CHR	, \$ 108.00 (Banner)	Nationwide
WDIZ-F, 100.3, 100 KW @ 1300, AOR	ABC R, \$ 90.00 (MMR)	Shamrock-Lynett
WXXL-F, 106.7, 100 KW @ 800, CHR	ABC D, \$ 66.00 (Durpetti)	Taylor
WHTQ-F, 96.5, 100 KW @ 1609, AOR	, \$ 73.00 (Eastman)	TK
WJHM-F, 101.9, 28 KW @ 1650, BLACK/URBAN	, \$ 58.00 (HNWH)	Beasley (DAYTONA BEACH)
WJYO-F, 107.7, 100 KW @ 1613, SOFT AC	, \$ 80.00 (MMR)	Metroplex
WLOQ-F, 103.1, 3 KW @ 330, JAZZ	, \$ 48.00 (Banner)	
WOCL-F, 105.9, 100 KW @ 1650, OLDIES	APR, \$ 71.00 (Christal)	American (DELAND)
WSSP-F, 104.1, 100 KW @ 1609, BTFL/EZ	, \$ 70.00 (Christal)	Guy Gannett (COCOA BEACH)
WSTF-F, 101.1, 100 KW @ 1598, AC	, \$ 100.00 (Republic)	Capitol-Goodman
WWKA-F, 92.3, 100 KW @ 1341, COUNTRY	, \$ 130.00 (Katz)	NewCity

CALL LETTER CHANGES

WBJW-A/F changes to WOMX A/F (Sep)
 WHLY-F changes calls to WXXL (Jan)...

FORMAT CHANGES

STATION SALES

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

* CHR - Contemporat Hit Radio, Top 40, Contemporary	T - Talk	*
* AC - Adult Contemporary	N - News	*
* O - Oldies (1955 to near 1988)	SP - Hispanic/Spanish	*
* B - Black (audience predominantly Black - over 75%)	BB - Big Band, Nostalgia	*
* U - Urban (majority of audience is non-white although a large segment is white)	M - Middle of Road (MOR), Full Service, Variety	*
* EZ - EZ listening, Beautiful Music	J/NA - Jazz and New Age	*
* AOR - Album Oriented Rock, also includes Classic Rock	R - Religion, Christian, Christian Music*	*
* CL - Classical	G - Gospel	*
* C - Country	E - Ethnic	*
*	? - Others or Unknown	*
*		*

PENSACOLA

Arbitron Rank/Pop (12+): 122/296,500
 MSA Rank/Pop: 136/361,000
 Mobile ADI
 Average Person Ratings: 16.4
 Market TSL: 21.75 hours

Stations: 17/11
 Diaries: 785/378:1/58.8%
 Sample Target: 690
 % Below Line: 32.6
 % Not Listed: 10.9

1989 Revenue: \$7,900,000
 HH Inc.: \$25,887
 Retail \$: 2.3 Bil
 Pop per Station: 26,954
 #1 Biller: WOWW-F \$1,800,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume
1. WMEZ-F (EZ)	49/10.1	7.1	7.4	8.7	8.4	----	83/908	545/18.4	14.9	15.0	74	6.5	37	381
2. WBLX-F (B)	48/ 9.9	7.7	12.7	11.2	10.4	----	111/811	424/14.3	13.9	13.6	99	19.1	109	762
3. WOWW-F (C)	47/ 9.7	10.7	10.2	12.7	12.0	----	61/822	553/18.7	16.6	21.7	101	10.9	62	611
4. WXBW-F (C)	45/ 9.3	9.7	6.5	5.4	7.8	----	73/821	504/17.0	14.9	16.0	126	6.5	37	556
5. WTKX-F (AOR)	30/ 6.2	8.1	9.0	8.7	9.1	----	38/680	540/18.2	18.9	18.1	110	7.7	44	665
6. WCOA (MOR)	29/ 6.0	6.5	6.3	8.3	6.2	----	29/467	446/15.0	12.8	13.6	63	7.7	44	490
7. WABB-F (CHR)	27/ 5.6	7.1	8.4	7.8	10.0	----	68/1067	593/20.0	20.6	20.2	61	7.0	40	669
8. WTKX (B)	27/ 5.6	5.4	4.5	5.4	6.2	----	27/266	266/ 9.0	9.5	11.2	102	5.4	31	323
9. WJLQ-F (CHR)	26/ 5.4	5.8	6.5	5.8	5.8	----	28/605	465/15.7	16.6	20.8	111	4.0	23	490
10. WAVH-F (AC)	25/ 5.2	6.3	6.5	4.7	4.7	----	43/683	433/14.6	14.4	15.7	167	4.4	25	366
11. WGCX-F (AOR)	22/ 4.5	4.6	4.5	6.7	6.2	----	34/450	323/10.9	10.7	14.8	127	3.2	18	367
12. WWSF-F (CHR)	20/ 4.1	2.4	----	----	----	----	62/736	369/12.4	7.8	---	73	4.4	25	393

12+ FM SHARE (METRO): 84.03% (363 of 432) (FAL 88: 85.06%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBLX-F	1 WBLX-F	1 WBLX-F	1 WXBW-F	1 WXBW-F	1 WMEZ-F>	1 WXBW-F	1 WMEZ-F	1 WMEZ-F	1 WBLX-F>>	1 WCOA
2 WABB-F>	2 WTKX-F>	2 WXBW-F	2 WBLX-F	2 WBLX-F	2 WXBW-F	2 WOWW-F	2 WXBW-F<	2 WXBW-F	2 WMEZ-F	2 WBLX-F
3 WWSF-F	3 WJLQ-F	3 WOWW-F	3 WOWW-F	3 WOWW-F	3 WTKX-F	3 WMEZ-F<	3 WOWW-F>	3 WOWW-F	3 WABB-F	3 WAVH-F
4	4 WOWW-F	4 WTKX-F	4 WAVH-F	4 WAVH-F	4 WCOA	4 WBLX-F<	4 WTKX-F	4 WBLX-F	4 WCOA	4 WTKX
5	5 WGCX-F	5 WAVH-F	5 WTKX-F	5 WMEZ-F	5 WTKX	5 WCOA	5 WTKX	5 WAVH-F	5 WTKX-F	5 WXBW-F
6	6 WABB-F	6 WJLQ-F	6	6 WTKX-F	6	6	6 WBLX-F	6	6 WOWW-F	6 WTKX-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WABB-F>	1 WABB-F	1 WBLX-F	1 WOWW-F	1 WOWW-F	1 WBLX-F	1 WTKX-F	1 WTKX-F	1 WTKX-F	1 WXBW-F
2 WOWW-F	2 WOWW-F	2 WOWW-F	2 WXBW-F	2 WMEZ-F	2 WTKX-F>>	2 WBLX-F>	2 WBLX-F>	2 WBLX-F	2 WBLX-F
3 WJLQ-F	3 WBLX-F	3 WJLQ-F	3 WMEZ-F	3 WXBW-F	3 WWSF-F	3 WGCX-F	3 WGCX-F>	3 WXBW-F>	3 WTKX-F
4	4 WJLQ-F	4 WKRQ-F	4 WBLX-F	4 WAVH-F	4 WGCX-F	4 WJLQ-F	4 WXBW-F	4 WOWW-F	4 WAVH-F
5	5 WXBW-F	5 WABB-F	5 WBLX-F	5 WAVH-F	5 WOWW-F	5 WXBW-F	5 WJLQ-F	5 WGCX-F	5 WOWW-F
6	6	6 WXBW-F>>	6 WJLQ-F	6 WTKX	6 WJLQ-F	6	6 WKRQ-F	6 WAVH-F	6
			7 WAVH-F		7 WXBW-F			7 WJLQ-F	

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER	RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		73 (3)	73 (3)	16.9	16.8	WFXP	980	Gulf Breeze/Pen	0.4/1.8/	2/ 54
AOR/CLASSIC		52 (2)	52 (2)	12.0	15.2	WHYM	610	Pensacola	1.4/4.0/	7/ 118
AC/OLDIES/SOFT ROCK		41 (2)	41 (2)	9.5	11.7					
MOR/VARIETY	29 (1)		29 (1)	6.7	7.1	WKRQ-F	99.9	Mobile	3.3/13.1/	26/ 548
COUNTRY		92 (2)	92 (2)	21.3	18.9					
BLACK/URBAN	27 (1)	48 (1)	75 (2)	17.4	19.3					
BEAUTIFUL/EASY		49 (1)	49 (1)	11.3	8.3					
NEWS/TALK										
NOSTALGIA	4 (1)	8 (1)	12 (2)	2.8						
RELIGION/GOSPEL	7 (1)		7 (1)	1.6	2.3					
SPANISH										
CLASSICAL										
JAZZ/NEW AGE										
UNKNOWN/OTHERS	2 (1)		2 (1)	0.5	0.5					
	69 (5)	363 (12)	432 (17)							

RADIO STATIONS

WTKX, 1230, 1 KW, AOR, NBC, \$ 17.00 (Durpetti) Holt
 WCOA, 1370, 5 KW (DA-2), MOR, SUN, MBS, \$ 20.00 (Mc-Guild) First City
 WHYM, 610, 500 W (DAYS), RELIGION, UPI, \$ 8.00 (---) Swaggert
 WJLQ-F, 100.7, 100 KW @ 1555, CHR, ABC C, \$ 29.00 (Mc-Guild) First City
 WMEZ-F, 94.1, 100 KW @ 1328, BTFL/EZ, ABC D, \$ 30.00 (Torbet)
 WOWW-F, 107.3, 100 KW @ 1428, COUNTRY, US 2, \$ 45.00 (Katz) Colonial
 WTKX-F, 101.5, 100 KW @ 493, AOR, ABC R, \$ 33.00 (Banner) Holt
 WXBW-F, 102.7, 100 KW @ 1328, COUNTRY, MBS, \$ 24.00 (Torbet)

WWSF -- See Fort Walton Beach in "Small Market Edition." OTHER RANKED STATIONS -- See Mobile

MISCELLANEOUS COMMENTS: WBOP changes to WTKX and format from BLACK to AOR (Dec)...

PEORIA

Arbitron Rank/Pop (12+): 128/282,500

Stations: 19/13
Diaries: 742/381:1/61.1%
Sample Target: 700
% Below Line: 5.8
% Not Listed: 10.3

1989 Revenue: \$7,900,000
HH Inc.: \$32,879
Retail \$: 2.4 Bil
Pop per Station: 21,730
#1 Biller: WWCT-F \$1,500,000

MSA Rank/Pop: 142/347,000
ADI # 113 (w/Bloomington)
Average Person Ratings: 16.6
Market TSL: 20.75 hours

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WKZW-F (CHR)	75/16.0	14.9	16.1	19.9	15.0	----	111/1641	977/34.6	33.7	35.3	93	19.4	86	1084	WKZW-F
2. WSWT-F (EZ)	69/14.7	13.8	16.9	15.4	15.5	----	96/1046	616/21.8	25.7	25.7	96	9.2	41	549	WSWT-F
3. WWCT-F (AOR)	63/13.5	15.8	16.3	12.5	16.3	----	86/1092	735/26.0	25.6	25.7	92	21.6	96	936	WWCT-F
4. WMBD (MOR)	45/ 9.6	10.4	8.8	7.8	7.9	----	50/661	586/20.7	23.0	22.2	65	10.6	47	589	WMBD
5. WGLO-F (AC)	29/ 6.2	4.0	4.0	2.6	3.8	----	45/769	545/19.3	12.0	12.6	161	5.4	24	406	WGLO-F
6. WXCL (C)	27/ 5.8	7.3	6.3	7.6	8.2	----	28/424	409/14.5	12.9	12.7	71	4.7	21	435	WXCL
7. WXCL-F (C)	25/ 5.3	4.2	3.8	3.8	4.2	----	27/478	417/14.8	13.1	12.8	102	2.9	13	266	WXCL-F
8. WIRL (AC)	21/ 4.5	4.9	4.6	7.8	7.1	----	23/508	435/15.4	15.7	13.2	138	5.4	24	530	WIRL
9. WBZM-F (AC)	13/ 2.8	3.6	1.7	3.3	2.2	----	14/298	281/ 9.9	7.3	6.8	193	2.9	13	215	WBZM-F
10. WTAZ-F (N/T)	11/ 2.4	4.0	2.9	3.1	2.0	----	11/225	208/ 7.4	11.2	7.9	87	1.8	8	187	WTAZ-F
WPEO (REL)	11/ 2.4	0.7	1.3	0.5	1.5	----	11/121	121/ 4.3	3.3	3.9	104	37.3	0	62	WPEO

12+ FM SHARE (METRO): 70.71% (297 of 420) (FAL 88: 72.16%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WKZW-F>>	1 WWCT-F	1 WWCT-F	1 WKZW-F<	1 WKZW-F	1 WSWT-F>	1 WKZW-F	1 WSWT-F	1 WKZW-F	1 WKZW-F	1 WMBD
2 WWCT-F	2 WKZW-F>>	2 WKZW-F>	2 WWCT-F<	2 WSWT-F	2 WMBD >	2 WMBD	2 WWCT-F	2 WWCT-F	2 WWCT-F>	2 WWCT-F<
3	3 WGLO-F	3 WSWT-F	3 WSWT-F	3 WWCT-F	3 WXCL	3 WSWT-F	3 WKZW-F>	3 WSWT-F>	3 WSWT-F	3 WSWT-F>
4	4 WXCL-F	4 WGLO-F>	4 WGLO-F	4 WGLO-F>	4 WKZW-F	4 WWCT-F>	4 WXCL	4 WMBD <	4 WMBD	4 WKZW-F
5	5 WSWT-F	5 WIRL	5	5 WMBD	5 WGLO-F	5 WGLO-F	5 WGLO-F	5 WXCL-F	5 WXCL-F	5 WIRL
6	6	6 WXCL-F	6	6 WIRL	6	6 WXCL	6 WMBD	6 WGLO-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKZW-F>	1 WKZW-F>	1 WKZW-F>	1 WKZW-F>	1 WSWT-F	1 WWCT-F>>	1 WWCT-F>>	1 WWCT-F>>	1 WWCT-F>>	1 WWCT-F>
2 WWCT-F>>	2 WWCT-F>>	2 WWCT-F	2 WSWT-F	2 WKZW-F>	2 WKZW-F>>	2 WKZW-F>	2 WKZW-F>	2 WKZW-F>	2 WKZW-F
3 WXCL-F>	3 WSWT-F	3 WSWT-F>	3 WWCT-F	3 WGLO-F>	3 WXCL-F	3 WGLO-F	3 WGLO-F>	3 WGLO-F	3 WGLO-F
4 WXCL >>	4 WXCL-F	4 WGLO-F	4 WGLO-F>	4 WWCT-F	4 WIRL >>	4 WIRL	4 WIRL	4 WIRL	4 WSWT-F
5	5 WGLO-F	5 WBZM-F	5 WXCL-F	5 WMBD	5	5 WXCL-F	5 WXCL-F>	5 WSWT-F	5 WIRL
6	6	6	6	6 WBZM-F	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		82 (2)	82 (2)	19.5	18.6	WCRI-F 98.5	Eureka 0.4/1.9/ 2/ 54
AOR/CLASSIC		63 (1)	63 (1)	15.0	18.1	WVEL 1140	Pekin/Peoria 0.4/2.4/ 2/ 69
AC/OLDIES/SOFT ROCK		42 (2)	66 (4)	15.7	16.9		
MOR/VARIETY	24 (2)	49 (2)	49 (2)	11.7	10.9	WAAG-F 94.9	Galesburg 0.6/1.9/ 10/ 235
COUNTRY	27 (1)	28 (2)	55 (3)	13.1	10.0	WBBM 780	Chicago 0.6/4.5/ 16/ 310
BLACK/URBAN						WBNO-F 101.5	Bloomington/Nrm 1.5/5.6/ 30/ 539
BEAUTIFUL/EASY		69 (1)	69 (1)	16.4	18.8	WGN 720	Chicago 1.5/6.6/ 33/ 487
NEWS/TALK	10 (2)	11 (1)	21 (3)	5.0	5.3	WJBC 1230	Bloomington 0.9/2.3/ 62/ 450
NOSTALGIA						WLS 890	Chicago 0.6/3.8/ 8/ 258
RELIGION/GOSPEL	13 (2)		13 (2)	3.1	1.4		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS		2 (1)	2 (1)	0.5			
	123 (9)	297 (10)	420 (19)				

RADIO STATIONS

WIRL, 1290, 5 KW (DA-2), AC	ACB E MBS, \$ 25.00 (Christal)	Comm. Service
WMBD, 1470, 5 KW (DA-2), MOR	CBS, \$ 34.00 (Katz)	Midwest TV
WPEO, 1020, 1 KW (DAYS), RELIGION	, \$ 11.00 (---)	
WXCL, 1350, 1 KW (DA-2), COUNTRY	ABC D, \$ 27.00 (Banner)	
WBZM-F, 94.3, 3 KW @ 300, OLDIES	SMN, \$ 14.00 (K & P)	(CHILLICOTHE)
WGLO-F, 95.3, 25 KW @ 640, AC	NBC, \$ 15.00 (Roslin)	(PEKIN)
WXCL-F, 104.9, 3 KW @ 265, COUNTRY	US 1, \$ 20.00 (Banner)	
WKZW-F, 93.3, 40 KW @ 548, CHR	, \$ 40.00 (Katz)	Midwest TV
WSWT-F, 106.9, 50 KW @ 480, BTFL/EZ	ABC E, \$ 31.00 (Christal)	Comm. Service
WTAZ-F, 102.3, 3 KW @ 300, TALK	ABC T, TALKNT, \$ 13.00 (---)	(HORTON)
WWCT-F, 105.7, 36 KW @ 571, AOR	SOURCE, \$ 36.00 (HNWH)	

MISCELLANEOUS COMMENTS: WKQA-F changes calls to WXCL-F and format from AC to COUNTRY (Sep)...

PHILADELPHIA

Arbitron Rank/Pop (12+): 5/4,133,600
 MSA Rank/Pop: 4/4,930,000
 ADI # 4
 Average Person Ratings: 18.9
 Market TSL: 24.50 hours

Stations: 28/24
 Diaries: 2803/1475:1/58.0%
 Sample Target: 2470
 % Below Line: 2.0
 % Not Listed: 11.8

1989 Revenue: \$131,200,000
 HH Inc.: \$31,782
 Retail \$: 38.8 Bil
 Pop per Station: 172,233
 #1 Biller: WMMR-F \$16,000,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WMMR-F (AOR)	588/ 7.5	8.1	6.9	8.1	7.7	7.7	773/10900	7884/19.1	19.2	20.7	128	8.8	668	7625	WMMR-F
2. KYW (N)	514/ 6.6	7.0	7.1	7.2	6.5	7.0	563/13896	12216/29.6	27.0	27.1	80	6.7	505	10110	KYW
3. WUSL-F (B)	457/ 5.8	5.7	6.9	7.1	7.5	6.4	555/6379	5233/12.7	14.3	14.9	81	8.0	605	6179	WUSL-F
4. WEAZ-F (EZ)	440/ 5.6	6.3	6.6	5.9	5.7	6.1	537/8229	6479/15.7	17.0	15.8	95	4.1	307	3946	WEAZ-F
5. WEGX-F (CHR)	432/ 5.5	4.3	6.1	7.9	7.9	5.9	513/9502	7704/18.6	20.6	20.5	73	6.4	485	8729	WEGX-F
6. WYSP-F (AOR)	417/ 5.3	5.5	4.5	4.5	4.9	4.9	607/9371	6658/16.1	15.3	16.6	119	7.0	528	6381	WYSP-F
7. WIOQ-F (CHR)	414/ 5.3	4.8	4.8	3.1	2.5	4.5	492/8722	7109/17.2	15.9	8.4	60	7.9	598	7904	WIOQ-F
8. WPEN (BB)	408/ 5.2	6.8	5.8	5.3	5.1	5.8	453/4635	4153/10.0	10.6	9.6	33	4.4	330	3291	WPEN
9. WXTU-F (C)	375/ 4.8	4.6	4.0	4.0	4.1	4.3	512/6142	4277/10.3	10.6	9.7	110	4.7	353	3306	WXTU-F
10. WKSZ-F (AC)	353/ 4.5	4.3	4.6	4.9	4.8	4.6	424/6328	5130/12.4	12.0	12.9	116	2.5	192	3179	WKSZ-F
11. WOGL-F (AC)	318/ 4.1	4.5	3.2	3.4	2.4	3.8	397/6767	5121/12.4	10.7	9.5	163	3.5	268	3549	WOGL-F
12. WDAS-F (B)	284/ 3.6	3.6	3.8	3.3	3.0	3.6	324/4213	3694/ 8.9	9.3	9.0	144	4.0	300	3978	WDAS-F
13. WCAU (T)	280/ 3.6	3.8	3.4	3.5	3.2	3.6	318/5833	4879/11.8	12.8	12.2	67	3.7	279	4338	WCAU
14. WWDB-F (T)	252/ 3.2	3.7	4.4	3.6	4.6	3.7	338/4243	3103/ 7.5	9.8	10.0	72	3.8	291	3219	WWDB-F
15. WMGK-F (AC)	247/ 3.2	3.8	4.6	4.3	4.7	4.0	313/5697	4556/11.0	14.0	12.4	153	3.5	265	3155	WMGK-F
16. WSN1-F (AC)	245/ 3.1	3.8	2.9	3.1	4.0	3.2	294/5618	4509/10.9	10.8	12.4	148	2.0	150	3070	WSN1-F
17. WFLN-F (CL)	205/ 2.6	2.0	2.3	2.8	2.4	2.4	247/3819	3072/ 7.4	7.4	6.1	92	2.2	168	2780	WFLN-F
18. WIP (T)	203/ 2.6	1.9	1.8	1.8	3.1	2.0	227/4936	4340/10.5	8.3	11.5	127	2.0	149	2714	WIP
19. WDAS (B)	128/ 1.6	1.1	1.0	0.8	1.0	1.1	128/1603	1564/ 3.8	3.6	3.0	69	1.0	79	1059	WDAS
20.															

12+ FM SHARE (METRO): 75.14% (5187 of 6903) (FAL 88: 76.07%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WUSL-F<	1 WMMR-F>	1 WMMR-F>	1 WMMR-F>	1 WMMR-F>	1 KYW	1 KYW >	1 WMMR-F	1 WMMR-F	1 WUSL-F	1 KYW >>
2 WIOQ-F<	2 WYSP-F	2 WYSP-F	2 WYSP-F	2 WOGL-F	2 WPEN	2 WMMR-F	WEAZ-F>	2 WEGX-F	2 WMMR-F	2 WCAU
3 WEGX-F	3 WIOQ-F	3 WUSL-F<	3 WOGL-F	3 WYSP-F	3 WEAZ-F	3 WYSP-F>	3 WPEN	3 WIOQ-F<	3 WIOQ-F	3 WWDB-F>>
4	4 WUSL-F	4 WEGX-F	4 WDAS-F	4 WXTU-F	4 WXTU-F	4 WPEN	4 WKSZ-F	4 WUSL-F	4 WEGX-F	4 WUSL-F>>
5	5 WEGX-F>	5 WIOQ-F	5 KYW	WEAZ-F	WKSZ-F	WEGX-F	5 WXTU-F<	5 WEAZ-F<	5 WYSP-F<	5 WIP
6	6 WDAS-F	6 WOGL-F<	WUSL-F	KYW <	6 WCAU	6 WUSL-F	6 WEGX-F	6 WPEN <	6 WDAS-F	6 WMMR-F
7	7 WMGK-F	7 WDAS-F	WMGK-F<	7 WKSZ-F	7 WOGL-F	7 WEAZ-F	7 WUSL-F	7 WYSP-F<	7 WYSP-F	7 WXTU-F
8	8 WSN1-F	8 WEAZ-F	8 WEAZ-F	WDAS-F	8 WWDB-F	8 WXTU-F	8 WYSP-F	8 WXTU-F	8 WKSZ-F	WPEN
9	9	9	9	9	9	WIOQ-F	WOGL-F	9	9	WEAZ-F
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 WIOQ-F>	1 WIOQ-F	1 WUSL-F	1 WUSL-F	1 WKSZ-F	1 WMMR-F	1 WMMR-F>	1 WMMR-F>	1 WMMR-F>	1 WMMR-F>
2 WUSL-F	2 WUSL-F	2 WMGK-F	2 WIOQ-F	2 WMGK-F	2 WYSP-F	2 WYSP-F>>	2 WYSP-F>>	2 WYSP-F>>	2 WYSP-F>
3 WEGX-F	3 WEGX-F	3 WDAS-F	3 WMMR-F	3 WOGL-F<	3 WEGX-F>	3 WEGX-F	3 WDAS-F	3 WEGX-F<	3 WOGL-F
4 WMMR-F	4 WMMR-F	4 WMMR-F	WEGX-F<	4 WEAZ-F<	4 WUSL-F	4 WUSL-F	4 WIP	4 WOGL-F<	4 WIP
5 WYSP-F	5 WMGK-F	5 WIOQ-F	5 WMGK-F	5 WUSL-F	5 WIOQ-F>>	5 WIOQ-F	5 WSN1-F	5 WIP	5 WDAS-F<
WEAZ-F>	WDAS-F	6 WEGX-F	6 WEAZ-F	6 WMMR-F<	6	6 WDAS-F	6 WUSL-F	6 WDAS-F	6 WXTU-F
7 WDAS-F	7 WYSP-F	7 WYSP-F<	7 WOGL-F<	7 WXTU-F	7	7 WIP	WIOQ-F	7 WUSL-F	7 WUSL-F
8 WXTU-F	8 WEAZ-F	8 WSN1-F<	8 WKSZ-F	WSN1-F	8	8 WSN1-F	8	8 WIOQ-F	8
9	9	9 WOGL-F	WDAS-F	KYW	9	9	9	9 KYW	9
10	10	10	10	10	10	10	10	10	10

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		929 (4)	929 (4)	13.5	9.8	WEAZ 560 Philadelphia	0.5/2.1/ 44/1071
AOR/CLASSIC		1005 (2)	1005 (2)	14.6	13.8	WHAT 1340 Philadelphia	0.5/1.9/ 40/ 806
AC/OLDIES/SOFT ROCK	41 (1)	1199 (5)	1240 (6)	18.0	21.9	WNAP 1110 Norristown	0.5/0.9/ 48/ 418
MOR/VARIETY					4.9	WPAZ 1370 Pottstown	0.3/0.5/ 28/ 257
COUNTRY		375 (1)	375 (1)	5.4	4.5	WPGR 1540 Philadelphia	0.5/0.7/ 42/ 312
BLACK/URBAN	128 (1)	741 (2)	869 (3)	12.6	13.5		
BEAUTIFUL/EASY	38 (1)	481 (2)	519 (3)	7.5	7.1	WFMZ-F 100.7 Allentown	0.5/1.4/219/2426
NEWS/TALK	997 (3)	252 (1)	1249 (4)	18.1	19.2	WJBR-F 99.5 Wilmington	0.5/2.4/142/2332
NOSTALGIA	408 (1)		408 (1)	5.9	5.7	WPST-F 97.5 Trenton/Phily	0.5/2.8/ 83/2111
RELIGION/GOSPEL	43 (1)		43 (1)	0.6	0.5	WSTW-F 93.7 Wilmington	0.5/2.4/150/2584
SPANISH							
CLASSICAL		205 (1)	205 (1)	3.0	2.7		
JAZZ/NEW AGE							
UNKNOWN/OTHERS	61 (2)		61 (2)	0.9	1.1		
	1716 (10)	5187 (18)	6903 (28)				

AM STATIONS

KYW, 1060, 50 KW (DA-1), NEWS	NBC, APR, \$ 290.00 (Group W)	Westinghouse
WCAU, 1210, 50 KW, TALK	CBS, \$ 150.00 (CBS)	CBS
WDAS, 1480, 5 KW/1 KW (DA-2), BLACK	NBN, \$ 45.00 (Banner)	
WEAZ, 560, 5 KW (DA-2), OLDIES	\$ 40.00 (Mc-Guild)	Salem
WHAT, 1340, 1 KW, BLACK TALK	SBN, \$ 47.00 (Roslin)	
WIP, 610, 5 KW (DA-1), SPORTS	ABC E, MBS, \$ 80.00 (Katz)	
WPEN, 950, 5 KW (DA-N), NOSTALGIA	US 2, \$ 150.00 (MMR)	Greater Media
WPGR, 1540, 50 KW (DAYS, DA), OLDIES	US 1, \$ 40.00 (Durpetti)	Pyramid

FM STATIONS

WDAS, 105.3, 3 KW @ 800, BLACK	\$ 90.00 (Banner)	
WEAZ, 101.1, 14 KW @ 900, EZ	\$ 190.00 (Mc-Guild)	
WEGX, 106.1, 23 KW @ 740, CHR	ABC C, \$ 170.00 (Eastman)	Malrite LP
WFLN, 95.7, 50 KW @ 490, CLASSICAL	\$ 95.00 (CMBS)	Marlin
WIOQ, 102.1, 30 KW @ 650, CHR/URBAN	\$ 120.00 (HNNH)	EZ
WKSZ, 100.3, 35 KW @ 600, SOFT AC	\$ 160.00 (Katz)	
WMGK, 102.9, 9 KW @ 1140, AC	US 2, \$ 200.00 (MMR)	Greater Media
WMNR, 93.3, 25 KW @ 670, AOR	SOURCE, \$ 320.00 (K...)	Legacy
WQGL, 98.1, 12 KW @ 1000, OLDIES	CBS, \$ 145.00 (CBS)	CBS
WSNI, 104.5, 13 KW @ 873, AC	US 1, \$ 167.00 (Durpetti)	Pyramid
WUSL, 98.9, 18 KW @ 830, BLACK/URBAN	ABC F, \$ 190.00 (Mc-Guild)	Tak
WNDB, 96.5, 17 KW @ 829, TALK	ABC I, \$ 100.00 (Republic)	Panache
WXTU, 92.5, 15 KW @ 900, COUNTRY	MBS, \$ 145.00 (Republic)	Beasley
WYSP, 94.1, 16 KW @ 900, CLASSIC AOR	ABC R, \$ 166.00 (Torbet)	Infinity

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

WEAZ sold to Salem for \$6,500,000 (Stevens)...

PHOENIX

Arbitron Rank/Pop (12+): 23/1,743,300
 MSA Rank/Pop: 20/2,120,000
 ADI # 21
 Average Person Ratings: 16.7
 Market TSL: 22.00 hours

Stations: 31/30
 Diaries: 1729/1008:1/54.3%
 Sample Target: 1610
 % Below Line: 0.3
 % Not Listed: 6.9

1989 Revenue: \$72,600,000
 HH Inc.: \$29,530
 Retail \$: 17.0 Bil
 Pop per Station: 58,110
 #1 Biller: KNIX-AF \$12,300,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KNIX-AF (C)	331/11.4	11.4	12.2	12.3	14.0	11.8	383/4888	3976/22.8	22.0	25.0	119	10.6	338	4429	KNIX-AF
2. KTAR (N/T)	230/ 7.9	8.3	7.9	7.7	8.3	7.9	256/3558	3325/19.1	18.7	20.9	68	8.7	278	3217	KTAR
3. KMEO-F (EZ)	167/ 6.7	7.2	6.4	8.6	9.0	7.9	101/2505	2199/13.8	14.7	16.3	66	3.8	120	1307	KMEO-F
4. KZZP-AF (CHR)	189/ 6.5	7.3	9.0	8.9	9.5	7.9	217/3800	3425/19.6	23.3	26.4	74	9.9	317	4998	KZZP-AF
5. KUPD-F (AOR)	179/ 6.2	7.2	7.7	6.5	7.1	6.9	229/3016	2470/14.2	15.9	14.1	85	10.7	342	3670	KUPD-F
6. KKLT-F (AC)	169/ 5.8	6.9	5.5	5.2	6.1	5.8	180/2591	2419/13.9	14.3	14.7	143	4.6	148	1933	KKLT-F
7. KKFR-F (CHR)	167/ 5.7	3.9	2.6	2.9	2.9	3.8	188/2598	2400/13.8	11.1	11.8	86	5.1	163	2837	KKFR-F
8. KOOL-F (O)	130/ 4.5	3.3	3.0	2.3	4.6	3.3	145/2104	1950/11.2	10.3	11.5	167	3.2	103	1327	KOOL-F
9. KMLE-F (C)	107/ 3.7	3.7	3.3	2.5	0.7	3.3	119/1437	1309/ 7.5	7.0	3.1	130	3.3	105	1814	KMLE-F
10. KFYI (N/T)	107/ 3.7	3.6	3.3	2.6	3.3	3.3	110/1516	1444/ 8.3	7.1	7.4	97	5.7	51	590	KFYI
11. KDKB-F (AOR)	101/ 3.5	3.5	3.4	3.7	3.0	3.5	176/2379	1756/10.1	12.0	11.0	140	4.2	135	2174	KDKB-F
12. KOY (BB)	97/ 3.3	2.2	3.0	2.4	1.0	2.7	103/1331	1233/ 7.1	8.1	4.3	64	1.6	51	793	KOY
13. KSLX-F (AOR)	95/ 3.3	4.3	4.5	4.4	3.2	4.1	119/2025	1752/10.0	11.4	9.7	142	4.3	137	1999	KSLX-F
14. KOY -F (CHR)	91/ 3.1	4.8	4.4	4.4	4.8	4.2	103/2650	2366/13.6	15.8	14.8	48	5.4	171	3052	KOY -F
15. KLFF (BB)	81/ 2.8	1.8	2.1	1.5	2.0	2.0	82/817	806/ 4.6	4.3	4.1	18	1.6	51	590	KLFF
16. KESZ-F (AC)	76/ 2.6	2.7	3.0	3.4	3.4	2.9	79/1633	1574/ 9.0	8.1	8.2	123	1.8	59	995	KESZ-F
17. KPHX (SP)	47/ 1.6	0.7	0.6	1.4	0.8	1.1	47/455	455/ 2.6	1.3	0.9	131	0.4	12	314	KPHX
18. KAMJ-F (AC)	47/ 1.6	2.3	2.7	2.2	2.8	2.2	49/1155	1119/ 6.4	7.8	7.8	119	1.2	37	837	KAMJ-F
19. KOOL (O)	40/ 1.4	2.2	2.2	2.0	2.6	2.0	45/725	616/ 3.5	5.7	6.2	150	1.5	48	860	KOOL
20. KMEO (EZ)	34/ 1.3	0.2	0.2	0.4	0.7	0.5	34/515	515/ 3.0	0.0	0.0	23	0.3	8	107	KMEO
21. KSUN (SP)	35/ 1.2	0.4	0.5	1.2	----	0.8	35/294	294/ 1.7	1.3	0.0	125	0.5	16	328	KSUN
22. KONC-F (CL)	34/ 1.2	1.4	1.2	1.5	0.9	1.3	34/620	620/ 3.6	2.6	3.1	83	0.9	28	611	KONC-F
23. KUKQ (AOR)	33/ 1.1	1.0	1.1	----	0.5	0.8	33/485	485/ 2.8	1.9	1.4	82	1.6	51	518	KUKQ
24.															
25.															

12+ FM SHARE (METRO): 71.33% (1933 of 2710) (FAL 88: 75.71%)

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

FORMATS	AM	FM	TOTAL	%	FAL 88	%	OTHER RATED STATIONS	METRO CUME TSA TSA
-----	--	--	-----	-	-	-	-----	SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		2600 (4)	2600 (4)	17.9	15.1	KDAY 1580	Santa Monica/LA	0.6/3.2/101/2982
AOR/CLASSIC		1595 (4)	1595 (4)	11.0	13.9	KEZY-F 95.9	Anaheim	0.3/1.5/ 51/1385
AC/OLDIES/SOFT ROCK	236 (2)	2524 (5)	2760 (7)	19.0	18.8	KFSG-F 96.3	Los Angeles	0.3/1.0/ 52/1032
MOR/VARIETY						KGIL 1260	San Fernando	0.4/1.3/ 64/1323
COUNTRY	196 (1)	363 (1)	559 (2)	3.8	4.4	KIEV 870	Glendale	0.4/2.4/ 74/2472
BLACK/URBAN	281 (2)	683 (2)	964 (4)	6.6	6.1	KKBT-F 92.3	Los Angeles	0.4/2.1/ 77/2169
BEAUTIFUL/EASY		415 (1)	415 (1)	2.9	5.1	KKLA-F 99.5	Los Angeles	0.8/2.3/148/2395
NEWS/TALK	2151 (6)		2151 (6)	14.8	15.0	KMAX-F 107.1	Arcadia/LosAngeles	0.4/0.9/ 60/ 925
NOSTALGIA	343 (1)		343 (1)	2.4	2.3	KNAC-F 105.5	Long Beach/LA	0.8/2.4/146/2577
RELIGION/GOSPEL		246 (3)	246 (3)	1.7	0.6	KRTH 930	Los Angeles	0.4/2.5/ 82/2482
SPANISH	1401 (4)	657 (2)	2058 (6)	14.2	10.9	KSKQ-F 97.9	Long Beach	0.8/2.3/137/2198
CLASSICAL					1.8	KWIZ 1480	Santa Ana	0.4/1.1/ 65/1049
JAZZ/NEW AGE		732 (2)	732 (2)	5.0	4.8			
UNKNOWN/OTHERS	64 (1)	50 (1)	114 (2)	0.8	1.2			
	-----	-----	-----					
	4672 (17)	9865 (25)	14537 (42)					

RADIO STATIONS

KABC, 790, 5 KW (DA-N)	, TALK	ABC I, ABC T, \$ 410.00 (Katz)	Cap Cities/ABC
KALI, 1430, 5 KW (DA-2)	, HISPANIC	, \$ 90.00 (Katz)	TA/Shaw (SAN GABRIEL)
KDAY, 1580, 50 KW (DA-2)	, BLACK	NBN, \$ 100.00 (Roslin)	Heritage (SANTA MONICA)
KFI, 640, 50 KW	, TALK	MBS, \$ 150.00 (Christal)	Cox
KFWB, 980, 5 KW	, NEWS	NBC, UPI, \$ 300.00 (Group W)	Westinghouse
KGFJ, 1230, 1 KW	, BLACK OLDIES	SBN, SMN, \$ 70.00 (Roslin)	
KLAC, 570, 5 KW (DA-N)	, COUNTRY	ABC D, \$ 130.00 (Eastman)	Malrite
KMPC, 710, 50 KW/10 KW (DA-N)	, NOSTALGIA/MOR	, \$ 270.00 (Durpetti)	Golden West
KNX, 1070, 50 KW	, NEWS	CBS, \$ 340.00 (CBS)	CBS
KRLA, 1110, 50 KW (DA-2)	, OLIDES	, \$ 100.00 (MMR)	Greater Media
KRTH, 930, 5 KW (DA-N)	, OLDIES	US 2, \$ N/A (Republic)	Beasley
KSKQ, 1540, 50 KW/10 KW (DA-2)	, HISPANIC	, \$ 100.00 (SBS)	SBS
KTNQ, 1020, 50 KW (DA-2)	, HISPANIC	CRC, \$ 165.00 (Caballero)	Heftel
KWKW, 1330, 5 KW (DA-N)	, HISPANIC	, \$ 120.00 (Lotus)	Lotus

FM STATIONS

KACE, 103.9, 1.6 KW @ 390, BLACK	APR, \$ 85.00 (K & P)	All Pro (INGLEWOOD)
KBIG, 104.3, 105 KW @ 2890, AC	, \$ 280.00 (CBS)	Bonneville
KLIT, 101.9, 2.5 KW @ 2848, SOFT AC	, \$ 100.00 (Durpetti)	Golden West (GLENDALE)
KKBT, 92.3, 39 KW @ 2835, CHR	, \$ 200.00 (Mc-Guild)	Evergreen
KIIS, 102.7, 8 KW @ 2790, CHR	, \$ 550.00 (Mc-Guild)	Gannett
KJLH, 102.3, 3 KW @ 300, BLACK	, \$ 117.00 (Roslin)	(COMPTON)
KJOI, 98.7, 75 KW @ 1180, EZ	, \$ 285.00 (Banner)	Command
KKGO, 105.1, 18 KW @ 2900, SOFT AC	APR, \$ 110.00 (CMBS)	
KLOS, 95.5, 63 KW @ 3129, AOR	ABC R, \$ 312.00 (Katz)	Cap Cities/ABC
KLSX, 97.1, 55 KW @ 770, CLASSIC AOR	, \$ 300.00 (MMR)	Greater Media
KLVE, 107.5, 60 KW @ 2800, HISPANIC	, \$ 175.00 (Caballero)	Heftel
KMAX, 107.1, 3 KW @ -13, HISPANIC	, \$ 60.00 (---)	Douglas (ARCADIA)
KNAC, 105.5, 1.6 KW @ 400, AOR	ABC F, \$ 120.00 (---)	(LONG BEACH)
KODJ, 93.1, 28 KW @ 3496, OLDIES	RADRAD, \$ 200.00 (CBS)	
KOST, 103.5, 13 KW @ 3100, AC	, \$ 410.00 (Christal)	Cox
KPWR, 105.9, 72 KW @ 770, CHR/URBAN	, \$ 425.00 (HNWH)	Emmis
KQLZ, 100.3, 5 KW @ 3060, CHR/AOR	SOURCE, \$ 600.00 (Eastman)	Westwood One
KROQ, 106.7, 6 KW @ 1388, AOR	, \$ 300.00 (Torbet)	Infinity
KRTH, 101.1, 51 KW @ 3130, OLDIES	, \$ 350.00 (Republic)	Beasley
KSKQ, 97.9, 79 KW @ 420, HISPANIC	, \$ 120.00 (SBS)	SBS
KTWV, 94.7, 55 KW @ 2952, JAZZ/NAC	, \$ 260.00 (Banner)	Legacy
, 93.9, 49 KW @ 720, COUNTRY	, \$ 225.00 (Eastman)	Malrite

CALL LETTERS

KFAC-F changes to KKBT (Sept)
 KEDG-F changes to KLIT (Oct)

FORMAT CHANGES

KKBT changes from CLASSICAL to CHR/HYBRID...KLIT changes from AOR to SOFT AC...KKGO-F changes from JAZZ to CLASSICAL (Jan)

STATION SALES

KRTH-A: From Beasley to Lieberman for \$23,000,000 plus tax certificate...KJOI-F: From Command to Viacom for \$86,000,000

PITTSBURGH

Arbitron Rank/Pop (12+): 19/1,954,700
 MSA Rank/Pop: 19/2,121,000
 ADI # 17
 Average Person Ratings: 17.7
 Market TSL: 23.50 hours

Stations: 28/26
 Diaries: 1872/1044:1/59.8%
 Sample Target: 1760
 % Below Line: 0.8
 % Not Listed: 10.3

1989 Revenue: \$50,700,000
 HH Inc.: \$26,898
 Retail \$: 14.2 Bil
 Pop per Station: 75,180
 #1 Biller: KDKA \$8,700,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion			Birch Share	Birch AQH	Birch Cume
											25-54	Birch	Birch			
1. KDKA (MOR)	426/12.3	13.6	14.1	12.3	13.4	13.1	521/7387	5851/29.9	33.7	31.2	79	10.7	350	5568	KDKA	
2. WSHH-F (EZ)	333/ 9.6	7.6	9.4	11.1	8.2	9.4	381/3892	3326/17.0	18.4	16.2	74	5.6	182	2473	WSHH-F	
3. WBZZ-F (CHR)	300/ 8.7	9.3	9.9	8.7	8.4	9.1	366/6238	4932/25.2	26.1	24.1	98	12.3	401	5170	WBZZ-F	
4. WDVE-F (AOR)	270/ 7.8	9.3	7.1	7.6	8.0	7.9	451/5784	3454/17.7	17.2	18.9	94	10.0	326	4148	WDVE-F	
5. WTAE (N/T)	234/ 6.8	2.9	3.9	3.8	5.0	4.3	237/3523	3342/17.1	12.1	16.5	69	4.3	140	2122	WTAE	
6. WWSW-F (AC)	210/ 6.1	6.6	7.3	5.4	6.1	6.3	293/4606	3291/16.8	17.4	16.0	159	6.4	210	2805	WWSW-F	
7. WAMO-F (B)	188/ 5.4	6.1	5.5	5.5	4.6	5.6	210/2372	2131/10.9	11.3	9.7	89	7.7	252	3398	WAMO-F	
8. WLTJ-F (AC)	151/ 4.4	3.8	4.7	6.1	4.9	4.8	169/2153	1866/ 9.5	11.4	10.7	164	3.8	123	1624	WLTJ-F	
9. WMYG-F (AOR)	146/ 4.2	5.3	4.4	5.2	3.6	4.8	193/2858	2087/10.7	11.3	10.7	112	4.7	154	2356	WMYG-F	
10. WDSY-F (C)	133/ 3.8	3.6	4.2	3.9	4.5	3.9	177/2440	1707/ 8.7	8.9	9.3	150	4.5	148	1579	WDSY-F	
11. WHTX-F (AC)	127/ 3.7	3.9	2.6	3.5	4.4	3.4	128/2755	2619/13.4	10.4	13.4	162	3.9	126	1699	WHTX-F	
12. WJAS (BB)	119/ 3.4	4.4	3.1	2.8	4.2	3.4	121/1576	1532/ 7.8	7.2	7.9	41	2.5	83	942	WJAS	
13. WNRJ-F (CHR)	82/ 2.4	2.4	1.7	1.3	1.9	2.0	112/2239	1738/ 8.9	8.8	7.8	62	2.6	84	1616	WNRJ-F	
14. KQV (N/T)	72/ 2.1	2.0	2.6	2.0	2.2	2.2	72/1528	1486/ 7.6	9.3	8.1	62	1.7	56	1147	KQV	
15. WMBS (MOR)	56/ 1.6	1.3	1.3	1.4	0.9	1.4	63/700	620/ 3.2	2.2	1.9	69	0.7	24	324	WMBS	
16. WMXP-F (AC)	49/ 1.4	1.9	2.1	2.5	1.7	2.0	78/1731	1374/ 7.0	7.4	6.6	129	1.9	63	918	WMXP-F	
17.																
18.																
19.																
20.																

12+ FM SHARE (METRO): 66.93% (2079 of 3106) (FAL 88: 67.05%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBZZ-F>>	1 WDVE-F	1 WDVE-F<	1 WWSW-F<	1 WWSW-F	1 KDKA	1 KDKA >>	1 WSHH-F>	1 KDKA <	1 KDKA >	1 KDKA >>
2 WAMO-F<	2 WBZZ-F>	2 WBZZ-F	2 WBZZ-F	KDKA	2 WSHH-F>	2 WBZZ-F	2 KDKA	2 WSHH-F	2 WSHH-F	2 WTAE >>
3 WDVE-F	3 WAMO-F	3 WWSW-F	3 WDVE-F	3 WBZZ-F	3 WTAE >	3 WSHH-F	3 WDVE-F	3 WDVE-F<	3 WDVE-F<	3 WDVE-F>>
4 WNRJ-F	4 WMYG-F>	4 WAMO-F<	4 KDKA	4 WDVE-F<	4 WWSW-F	4 WDVE-F	WBZZ-F	4 WBZZ-F	4 WBZZ-F	4 WMYG-F
5	5 WWSW-F	5 WMYG-F	5 WLTJ-F	5 WLTJ-F<	5 WJAS <	5 WHTX-F<	5 WTAE	5 WWSW-F	5 WYTK-F	5 WAMO-F
6	6 WLTJ-F	6 KDKA	6 WHTX-F	6 WSHH-F	6 WDSY-F	6 WWSW-F	6 WWSW-F	6 WTAE	6 WTAE	6 WDSY-F<
7	7 WHTX-F	7 WLTJ-F	7 WSHH-F<	7 WHTX-F	7	7 WTAE	7 WLTJ-F	7 WAMO-F	7 WAMO-F	7 WSHH-F
8	8	8	8 WMYG-F<	8	8	8	8	8	8	8
9	9	9	9 WAMO-F	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 WDVE-F>>	1 WDVE-F>	1 WDVE-F>	1 KDKA
2 WAMO-F<	2 WDVE-F	2 WLTJ-F	2 WWSW-F<	2 WLTJ-F<	2 WMYG-F>	2 WMYG-F	2 WBZZ-F	2 WMYG-F	2 WDVE-F
3 WDVE-F>>	WAMO-F>	3 WWSW-F	3 WLTJ-F	3 WWSW-F	3 WBZZ-F>	3 WBZZ-F>	3 KDKA	3 WBZZ-F	3 WWSW-F
4 WNRJ-F	4 WLTJ-F	4 WDVE-F	WAMO-F	4 WSHH-F	4 WAMO-F	4 WAMO-F	4 WMYG-F	4 WWSW-F	4 WTAE <
5 WWSW-F	5 WWSW-F>	5 WAMO-F	5 WDVE-F	5 KDKA	5 WNRJ-F>	5 KDKA	5 WTAE	KDKA >	5 WDSY-F
6 WMYG-F	6 WMYG-F	6 WHTX-F	6 WHTX-F	6 WHTX-F	6 WWSW-F>	6 WWSW-F	6 WWSW-F	6 WTAE	6 WBZZ-F
WLTJ-F	WHTX-F	7 WMYG-F<	7 WSHH-F	7	7 WVA	7	7 WAMO-F	7 WAMO-F	7 WMYG-F<
8	8	8 WSHH-F	8	8	8 KDKA >	8	8 WHTX-F	8 WDSY-F	8 WSHH-F
9	9	9 WMXP-F>	9	9	9	9	9	9	9
10	10	10 WDSY-F	10	10	10	10	10	10	10

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME	TSA	TSA
----	--	--	----	-	-	-----	SHARE/RTG/AQH/CUME		
TOP 40/CHR/CONTEMP		394 (3)	394 (3)	12.7	10.4	WAMO 860 Pittsburgh	0.5/1.2/	19/	243
AOR/CLASSIC		416 (2)	416 (2)	13.4	14.6	WBVP 1230 Beaver Falls	0.5/1.4/	17/	289
AC/OLDIES/SOFT ROCK	30 (1)	553 (5)	583 (6)	18.8	21.4	WEEP 1080 Pittsburgh	0.4/1.5/	19/	352
MOR/VARIETY	499 (3)		499 (3)	16.1	16.8	WHJB 620 Greensburg	0.3/2.2/	11/	441
COUNTRY	43 (3)	147 (2)	190 (5)	6.1	8.4	WIXZ 1360 McKeepprt/Ptsb	0.4/1.8/	15/	374
BLACK/URBAN	19 (1)	188 (1)	207 (2)	6.7	5.5	WPIT-F 101.5 Pittsburgh	1.1/4.5/	51/	1121
BEAUTIFUL/EASY		333 (1)	333 (1)	10.7	8.9	WSSZ-F 107.1 Greensburg/Pitt	0.3/1.5/	13/	330
NEWS/TALK	72 (1)		72 (1)	2.3	7.8	WWS-F 106.7 Beaver Falls	0.5/2.2/	19/	537
NOSTALGIA	119 (1)		119 (1)	3.8	4.5	WWSW 970 Pittsburgh	0.9/3.2/	30/	639
RELIGION/GOSPEL		37 (1)	37 (1)	1.2	1.0	WYTK-F 95.3 Washington	0.4/0.8/	14/	185
SPANISH									
CLASSICAL					0.5	WVAQ-F 101.9 MORGANTOWN	0.3/0.6/	59/	699
JAZZ/NEW AGE	234 (1)		234 (1)	7.5		WVVA 1170 WHEELING	0.4/1.0/	62/	1002
UNKNOWN/OTHERS	11 (1)	11 (1)	22 (2)	0.7	0.3				
	1027 (12)	2079 (16)	3106 (28)						

RADIO STATIONS

AM STATIONS

KDKA, 1020, 50 KW	, MOR	NBC, \$ 180.00 (Group W)	Westinghouse
KQV, 1410, 5 KW (DA-2)	, NEWS	CBS, US 2, \$ 40.00 (Roslin)	
WEEP, 1080, 50 KW (DAYS, DA)	, COUNTRY	US 2, \$ N/A (Republic)	Entercom
WJAS, 1320, 5 KW (DA-N)	, NOSTALGIA	UPI, CNN, \$ 44.00 (Eastman)	Renda
WMBS, 590, 1 KW (DA-N)	, MOR	CBS, \$ 14.00 (Regional)	(UNIONTOWN)
WPIT, 730, 5 KW/24 W	, RELIGION	, \$ N/A (---)	Pyramid
WTAE, 1250, 5 KW (DA-N)	, NEWS/TALK	ABC E, US 2, \$ 65.00 (Katz)	Hearst
WWSW, 970, 5 KW (DA-2)	, OLDIES	ABC I, ABC D, \$ N/A (Mc-Guild)	Shamrock

FM STATIONS

WAMO, 105.9, 72 KW @ 420, BLACK	SBN, \$ 56.00 (HNWH)	Sheridan
WBZZ, 93.7, 41 KW @ 547, CHR	, \$ 144.00 (Banner)	EZ
WDSY, 107.9, 50 KW @ 500, COUNTRY	US 1, \$ 59.00 (Republic)	Entercom
WDVE, 102.5, 55 KW @ 820, AOR	SOURCE, \$ 104.00 (Christal)	Great American
WHTX, 96.1, 50 KW @ 500, AC	ABC E, \$ 97.00 (Katz)	Hearst
WLTJ, 92.9, 47 KW @ 890, SOFT AC	, \$ 53.00 (Durpetti)	
WMXP, 100.7, 20 KW @ 500, AC	, \$ 40.00 (HNWH)	Signature
WMYG, 96.9, 45 KW @ 162, CLASSIC AOR	, \$ 60.00 (MMR)	
WNRJ, 104.7, 50 KW @ 500, EZ	ABC F, \$ 40.00 (Roslin)	
WPIT, 98.5, 48 KW @ 510, RELIGION	, \$ N/A (---)	Pyramid
WSHH, 99.7, 11 KW @ 930, EZ/SOFT AC	UPI, \$ 75.00 (Eastman)	Renda
WWSW, 94.5, 50 KW @ 800, OLDIES	ABC D, \$ 120.00 (Mc-Guild)	Shamrock

CALL LETTER CHANGES

WAMO-A changes to WYJZ (Jan)

FORMAT CHANGES

WNRJ changes from CHR to EZ in (Feb)...WSHH changes from EZ to SOFT AC...WYJZ changes from BLACK to JAZZ (Jan)...

STATION SALES

PORTLAND, ME

Arbitron Rank/Pop (12+): 158/198,500
 MSA Rank/Pop: 183/236,000
 ADI # 74
 Average Person Ratings: 16.4
 Market TSL: 22.25 hours

Stations: 18/16
 Diaries: 591/336:1/57.2%
 Sample Target: 560
 % Below Line: 1.5
 % Not Listed: 20.2

1989 Revenue: \$11,900,000
 HH Inc.: \$28,748
 Retail \$: 3.2 Bil
 Pop per Station: 12,406
 #1 Biller: WPOR-AF \$2,500,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WPOR-AF (C)	46/14.1	16.6	14.7	14.5	15.8	----	84/1002	482/24.3	23.2	24.8	99	11.8	54	497	WPCR-AF
2. WBLM-F (AOR)	41/12.6	9.9	14.3	16.8	11.2	----	118/1556	490/24.7	23.1	24.4	101	17.1	87	963	WBLM-F
3. WMGX-F (O)	35/10.7	10.5	5.3	8.9	10.9	----	54/722	458/23.1	21.4	17.5	119	7.7	39	550	WMGX-F
4. WYNZ (BB)	19/ 5.8	6.3	6.7	8.9	9.1	----	22/352	209/10.5	12.5	11.6	21	1.6	8	216	WYNZ
5. WGAN (MOR)	18/ 5.5	3.6	5.3	4.9	4.6	----	21/406	237/11.9	12.9	15.0	84	4.7	24	342	WGAN
6. WKZS-F (AC)	17/ 5.2	3.9	5.7	5.9	4.6	----	68/986	262/13.2	12.9	15.3	123	8.1	41	537	WKZS-F
7. WCLZ-F (AC)	15/ 4.6	1.8	3.0	1.6	1.4	----	28/406	192/ 9.7	7.9	8.3	163	3.5	18	193	WCLZ-F
8. WNGT-F (CHR)	13/ 4.0	5.4	6.0	6.6	1.1	----	35/577	275/13.9	17.7	16.7	57	6.5	33	507	WNGT-F
9. WTHT-F (CHR)	13/ 4.0	6.3	5.3	5.9	11.9	----	66/1014	285/14.4	20.0	16.9	88	7.1	36	599	WTHT-F
10. WHOM-F (EZ)	12/ 3.7	5.4	5.0	3.3	5.6	----	59/875	212/10.7	10.8	14.1	32	3.5	18	241	WHOM-F
11. WYNZ-F (O)	9/ 2.8	3.3	4.7	5.3	3.5	----	15/305	220/11.1	11.7	14.8	143	4.1	21	220	WYNZ-F
12. WPKM-F (CL)	9/ 2.8	1.5	1.0	0.7	1.1	----	10/149	117/ 5.9	6.9	3.5	43	0.4	2	63	WPKM-F
13. WXGL-F (O)	4/ 1.2	1.8	1.0	1.6	1.8	----	22/493	128/ 6.4	6.0	3.6	142	2.0	10	200	WXGL-F

12+ FM SHARE (METRO): 82.69% (215 of 260) (FAL 88: 83.06%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PND	12+ EVE	OVERNIGHT
1 WBLM-F>>	1 WBLM-F	1 WBLM-F<	1 WMGX-F	1 WPOR-AF	1 WPOR-AF>>	1 WPOR-AF>	1 WPOR-AF	1 WPOR-AF<	1 WBLM-F>	1 WMGX-F
2 WTHT-F	2 WMGX-F>>	2 WMGX-F>	WBLM-F	2 WMGX-F	2 WYNZ	2 WBLM-F<	2 WBLM-F	2 WBLM-F	2 WMGX-F<	2 WPOR-F
3 WNGT-F	3 WNGT-F	3 WPOR-AF	3 WPOR-AF>	WBLM-F>	WGAN >	3 WMGX-F>	3 WMGX-F>	3 WMGX-F>	3 WGAN	WGAN
4	4 WKZS-F	4 WKZS-F	4 WCLZ-F	4 WCLZ-F	4 WHOM-F	4 WYNZ <	4 WCLZ-F	4 WCLZ-F	4 WCLZ-F	WBLM-F
5	5 WTHT-F	5 WCLZ-F	5 WKZS-F	5 WKZS-F	5	5 WGAN	5 WKZS-F	5 WKZS-F	5 WTHT-F	5
	WCLZ-F								6 WPOR-AF	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WMGX-F	1 WMGX-F>	1 WMGX-F>>	1 WMGX-F>	1 WPOR-AF	1 WBLM-F>	1 WBLM-F>>	1 WBLM-F>>	1 WBLM-F>	1 WBLM-F
WBLM-F	2 WBLM-F	2 WBLM-F	2 WBLM-F	2 WMGX-F>	2 WMGX-F>>	2 WMGX-F	2 WMGX-F>	2 WMGX-F>	2 WPOR-AF
3 WNGT-F	3 WKZS-F	3 WPOR-AF	3 WPOR-AF	3 WKZS-F	3 WNGT-F	3	3 WCLZ-F>>	3 WPOR-AF	3 WMGX-F>
WKZS-F>>	4 WNGT-F>	WTHT-F	WKZS-F>	WBLM-F	4	4	4	4 WCLZ-F	4 WCLZ-F
5	5 WTHT-F	WKZS-F	5 WNGT-F	5 WCLZ-F	5	5	5	5	5
		WCLZ-F							

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		29 (3)	29 (3)	11.2	16.1	WIGY-F 105.9 Bath	0.9/4.7/ 21/ 545
AOR/CLASSIC		41 (1)	41 (1)	15.8	21.0	WZPK-F 103.7 Berlin	0.3/3.1/ 24/ 295
AC/OLDIES/SOFT ROCK		80 (5)	80 (5)	30.8	19.0		
MOR/VARIETY	21 (2)		21 (2)	8.1	7.7	WBZ 1030 Boston	0.9/4.2/ 13/ 369
COUNTRY	5 (1)	41 (1)	46 (2)	17.7	17.7	WCME-F 96.7 BoothbayHrb/Bth	0.6/1.6/ 5/ 152
BLACK/URBAN					7.0		
BEAUTIFUL/EASY		14 (2)	14 (2)	5.4	6.9		
NEWS/TALK							
NOSTALGIA	19 (1)		19 (1)	7.3	8.1		
RELIGION/GOSPEL							
SPANISH							
CLASSICAL		9 (1)	9 (1)	3.5	1.2		
JAZZ/NEW AGE							
UNKNOWN/OTHERS		1 (1)	1 (1)	0.4	2.4		
	45 (4)	215 (14)	260 (18)				

RADIO STATIONS

WGAN, 560, 5 KW (DA-1)	, MOR	NBC, \$ 18.00 (Katz)	Sunshine
WYNZ, 970, 5 KW (DA-N)	, NOSTALGIA	CBS, \$ 19.00 (Eastman)	Buckley
WBLM-F, 102.9, 100 KW @ 1470, AOR		\$ 44.00 (Mc-Guild)	Fuller-Jeffrey
WCLZ-F, 98.9, 50 KW @ 400, AC		\$ 20.00 (Christal)	(BRUNSWICK)
WHOM-F, 94.9, 48 KW @ 3760, BTFL/EZ		\$ 50.00 (Republic)	Barnstable (MT WASHINGTON)
WIGY-F, 105.9, 50 KW @ 500, CHR	ABC F,	\$ 17.00 (Durpetti)	(BATH)
WKZS-F, 99.9, 30 KW @ 650, SOFT AC		\$ 32.00 (HNWH)	(AUBURN)
WMGX-F, 93.1, 50 KW @ 443, OLDIES		\$ 35.00 (Katz)	Sunshine
WPKM-F, 106.3, 3 KW @ 300, CLASSICAL		\$ 20.00 (CMBS)	
WPOR-F, 101.9, 50 KW @ 492, COUNTRY	ABC E,	\$ 57.00 (Mc-Guild)	
WTHT-F, 107.5, 35 KW @ 610, CHR		\$ 31.00 (Banner)	Taylor (LEWISTON)
WNGT-F, 97.9, 16 KW @ 900, CHR		\$ 25.00 (Christal)	Porter
WXGL-F, 93.9, 28 KW @ 640, OLDIES		\$ 16.00 (Torbet)	(LEWISTON)
WYNZ-F, 100.9, 3 KW @ 225, OLDIES		\$ 24.00 (Eastman)	Buckley

MISCELLANEOUS COMMENTS: WBLM and WTHT exchanged frequencies in Dec...WBLM moved from 107.5 to 102.9 and WTHT moved the other way...WCLZ-F (Brunswick) sold to Doug Tanger for \$2,175,000 (Chapman)...WTHT-F sold to Beacon for \$2,600,000 (Kozacko-Horton)...

PORTLAND, OR

Arbitron Rank/Pop (12+): 25/1,343,400
 MSA Rank/Pop: 42/1,410,000
 ADI # 26
 Average Person Ratings: 15.4
 Market TSL: 20.50 hours

Stations: 26/24
 Diaries: 1543/871:1/52.7%
 Sample Target: 1430
 % Below Line: 0.8
 % Not Listed: 9.5

1989 Revenue: \$45,200,000
 HH Inc.: \$27,375
 Retail \$: 10.7 Bil
 Pop per Station: 55,975
 #1 Biller: KKCW-F \$6,400,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. KKRZ-F (CHR)	222/10.7	9.2	8.9	8.5	8.2	9.3	229/3202	2979/22.2	22.2	20.7	75	10.3	214	3348	KKRZ-F
2. KEX (MOR)	170/ 8.2	5.5	7.5	4.7	5.5	6.5	180/2687	2346/17.5	15.7	12.6	105	6.2	128	1704	KEX
3. KKCW-F (AC)	166/ 8.0	8.7	8.6	9.5	6.6	8.7	176/2739	2610/19.4	18.9	16.3	145	6.2	129	2053	KKCW-F
4. KUPL-F (C)	143/ 6.9	6.2	6.5	6.5	5.2	6.5	190/2321	1918/14.3	10.3	11.2	113	7.6	157	1824	KUPL-F
5. KXYQ-F (CHR)	137/ 6.6	7.0	6.2	6.2	7.3	6.5	186/2888	2198/16.4	15.3	17.0	80	8.5	177	2007	KXYQ-F
6. KXL (EZ)	137/ 6.6	6.2	6.2	6.0	7.7	6.2	177/1822	1512/11.4	10.7	11.8	67	3.0	62	1085	KXL -F
7. KXL (N/T)	130/ 6.3	6.0	6.3	6.5	6.2	6.3	138/2073	1851/13.8	14.4	15.9	48	5.8	121	1672	KXL
8. KGON-F (AOR)	126/ 6.1	6.5	6.3	6.0	4.6	6.2	135/1887	1731/12.9	12.1	23.1	113	7.3	151	1422	KGON-F
9. KINK-F (AOR)	113/ 5.5	4.0	6.8	6.4	7.1	5.7	122/1819	1626/12.1	15.2	14.2	156	7.5	155	1845	KINK-F
10. KMJK-F (AOR)	87/ 4.2	3.7	3.8	3.5	4.3	3.8	95/1604	1505/11.2	9.0	10.1	148	5.7	118	1522	KMJK-F
11. KKSJ-F (O)	87/ 4.2	3.9	4.0	3.9	3.4	4.0	106/1958	1649/12.3	9.8	9.1	169	3.9	80	1615	KKSJ-F
12. KWJJ-F (C)	56/ 2.7	3.6	2.9	3.4	1.6	3.2	74/1223	1028/ 7.7	7.1	5.1	96	3.2	66	964	KWJJ-F
13. KKSJ (BB)	55/ 2.7	2.6	2.4	1.6	0.3	2.3	55/728	700/ 5.2	5.7	2.4	44	2.8	57	659	KKSJ
14. KKCW-F (AC)	47/ 2.3	2.2	1.7	2.7	3.6	2.2	51/906	849/ 6.3	5.0	11.0	109	1.7	35	676	KKCW-F
15. KGW (T)	34/ 1.6	1.7	2.0	2.7	2.1	2.0	40/930	812/ 6.0	7.7	10.3	94	2.0	41	826	KGW
16. KUPL (C)	33/ 1.6	1.1	0.8	1.0	1.0	1.1	35/618	572/ 4.3	2.7	2.5	38	1.8	38	502	KUPL
17. KPQ-F (REL)	29/ 1.4	1.5	1.8	2.1	2.2	1.7	34/604	503/ 3.7	4.6	6.1	100	1.8	37	614	KPQ-F
18. KYTE (CL)	20/ 1.0	1.4	1.0	1.1	3.4	1.1	23/371	362/ 2.7	3.0	7.2	80	0.7	15	403	KYTE
19. KWJJ (C)	17/ 0.8	1.8	2.0	1.2	0.9	1.5	20/646	579/ 4.3	5.0	3.7	87	1.7	35	693	KWJJ
20. KZRC (AOR)	16/ 0.8	1.7	1.0	2.0	2.6	1.4	26/142	92/ 0.7	1.9	1.8	13	0.7	15	265	KZRC

12+ FM SHARE (METRO): 72.97% (1366 of 1872) (FAL 88: 71.49%)

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 KKCW-F	1 KKCW-F>	1 KEX	1 KKRZ-F	1 KKCW-F<	1 KKRZ-F	1 KKRZ-F>	1 KKRZ-F
2 KXYQ-F	2 KGON-F	2 KKCW-F	2 KINK-F	2 KINK-F>	2 KXL -F	2 KEX	2 KKCW-F	2 KXYQ-F	2 KXYQ-F	2 KXL
3	3 KXYQ-F<	3 KGON-F	3 KKRZ-F	KEX	3 KXL	3 KXL	3 KKRZ-F	3 KXYQ-F	3 KKCW-F	3 KKCW-F
4	4 KKCW-F	4 KINK-F	4 KEX	4 KKRZ-F<	4 KUPL-F>	4 KKCW-F	4 KXL -F	4 KEX <	4 KEX	4 KINK-F<
5	5 KMJK-F	5 KXYQ-F	5 KKSJ-F	5 KUPL-F	5 KKL -F	5 KUPL-F	5 KGON-F	5 KXSJ-F	5 KINK-F	5 KEX
6	KINK-F	6 KMJK-F	6 KGON-F	6 KKSJ-F<	6 KKSJ	6 KUPL-F	6 KGON-F	6 KUPL-F	6 KGON-F<	6 KXL -F
7	7	KEX <	7 KUPL-F<	7 KGON-F	7 KKSJ-F	KINK-F	7 KXL <	7 KXL -F	7 KUPL-F<	7 KUPL-F
8	8	8 KKSJ-F<	8 KMJK-F	8 KMJK-F	8	8	8 KXYQ-F	8	8 KXL -F	8 KXL -F
		9 KUPL-F								

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

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME TSA	TSA
							SHARE/RTG/AQH/CUME	
TOP 40/CHR/CONTEMP		359 (2)	359 (2)	19.2	17.9	KBZY 1490 Salem	0.3/1.2/ 7/ 176	
AOR/CLASSIC	25 (2)	326 (3)	351 (5)	18.8	21.3	KFXJ 1520 Oregon City	0.4/1.7/ 9/ 259	
AC/OLDIES/SOFT ROCK		300 (3)	300 (3)	16.0	14.8	KKEY 1150 Portland	0.5/1.3/ 11/ 192	
MOR/VARIETY	170 (1)		170 (1)	9.1	6.3	KPDQ 800 Portland	0.2/1.9/ 6/ 277	
COUNTRY	50 (2)	199 (2)	249 (4)	13.3	10.6			
BLACK/URBAN						KHPE-F 107.9 Albany	0.4/1.3/ 18/ 274	
BEAUTIFUL/EASY		137 (1)	137 (1)	7.3	8.8	KRKT-F 99.9 Albany/Corvalis	0.4/0.9/ 33/ 417	
NEWS/TALK	174 (3)		174 (3)	9.3	7.1			
NOSTALGIA	55 (1)		55 (1)	2.9	3.9			
RELIGION/GOSPEL	5 (1)	29 (1)	34 (2)	1.8	3.4			
SPANISH								
CLASSICAL	20 (1)		20 (1)	1.1	4.1			
JAZZ/NEW AGE								
UNKNOWN/OTHERS	7 (1)	16 (2)	23 (3)	1.2	1.9			
	506 (12)	1366 (14)	1872 (26)					

RADIO STATIONS

AM STATIONS

KEX , 1190, 50 KW (DA-1) , MOR	ABC I, \$ 85.00 (Katz)	Great American
KGW , 620, 5 KW (DA-N) , TALK	ABC D, \$ 70.00 (MMR)	King
KKEY, 1150, 5 KW (DAYS. DA) , TALK	MBS, \$ (---)	
KKSN, 910, 5 KW (DA-2) , NOSTALGIA	US 2, \$ 30.00 (Eastman)	Heritage
KPDQ, 800, 1 KW (DAYS.DA) , RELIGION	, \$ 25.00 (---)	
KFXX, 1520, 50 KW/10KW (DA-1), CHR/AOR	CNN, TRNSTR, \$ 30.00 (HNWH)	Ackerly
KUPL, 1330, 5 KW (DA-1) BASICALLY SIMULCASTED WITH KUPL-F		
KWJJ, 1080, 50 KW/10KW (DA-N), COUNTRY	ABC E, \$ 34.00 (Republic)	Park
KXL , 750, 50 KW/20KW (DA-1), NEWS/TALK	NBC, \$ 73.00 (Mc-Guild)	Alexander
KYTE, 970, 5 KW (DA-N) , CLASSICAL	, \$ 35.00 (Christal)	Henry
KZRC, 1010, 5 KW/500W (DA-N), AOR	SMN, \$ 26.00 (Banner)	

FM STATIONS

KGON, 92.3, 100 KW @ 920, AOR	, \$ 92.00 (HNWH)	Ackerly
KINK, 101.9, 100 KW @ 1611, AOR	, \$ 120.00 (MMR)	Kink
KKCN, 103.3, 100 KW @ 1654, AC	, \$ 99.00 (Durpetti)	Trumper
KUFO, 101.1, 100 KW @ 1635, AOR	, \$ 50.00 (Christal)	Henry
KKRZ, 100.3, 100 KW @ 1435, CHR	ABC F, \$ 95.00 (Katz)	Great American
KKSN, 97.1, 100 KW @ 1266, OLDIES	US 2, \$ 63.00 (Eastman)	Heritage
KMJK, 106.7, 94 KW @ 877, CLASSIC AOR	NBC, SOURCE, \$ 56.00 (Christal)	Fairmont
KPDQ, 93.7, 100 KW @ 930, RELIGION	, \$ 24.00 (---)	
KUPL, 98.5, 100 KW @ 1100, COUNTRY	APR, \$ 70.00 (Banner)	Scripps-Howard
KWJJ, 99.5, 100 KW @ 920, COUNTRY	ABC E, \$ 47.00 (Republic)	Park
KXL , 95.5, 100 KW @ 990, BTF/EZ	, \$ 60.00 (Mc-Guild)	Alexander
KXYQ, 105.1, 100 KW @ 1099, CHR	ABC C, \$ 61.00 (Banner)	First Cities (SALEM)

CALL LETTER CHANGES

KSGO changes to KFXX (Sep)
 KKCY-F changes to KUFO-F (Jan)

FORMAT CHANGES

KUFO-F changes from JAZZ/NAC
 to AOR...

STATION SALES

PORTSMOUTH-DOVER-ROCHESTER, NH

Arbitron Rank/Pop (12+): 112/325,600
 MSA Rank/Pop: 141/340,000
 Boston ADI
 Average Person Ratings: 18.3
 Market TSL: 23.75 hours

Stations: 33/10
 Diaries: 943/345:1/58.8%
 Sample Target: 710
 % Below Line: 48.2
 % Not Listed: 13.4

1989 Revenue: \$9,400,000
 HH Inc.: \$33,922
 Retail \$: 3.5 Bill
 Pop per Station: 32,560
 #1 Biller: WOKQ-F \$3,200,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WHEB-AF (AOR)	68/11.4	6.5	9.2	8.6	5.2	----	70/781	695/21.3	18.1	17.3	82	14.7	82	1011	WHEB-AI
2. WOKQ-F (C)	55/ 9.2	9.1	11.3	12.7	12.9	----	71/833	667/20.5	21.1	18.7	86	8.7	51	664	WOKQ-F
3. WERZ-F (CHR)	41/ 6.9	5.3	3.6	6.2	4.8	----	42/496	470/14.4	15.6	11.3	97	8.5	50	809	WERZ-F
4. WBZ (MOR)	35/ 5.9	4.1	4.0	4.3	6.9	----	37/518	448/13.8	11.4	9.6	88	2.4	14	330	WBZ
5. WSSH-F (AC)	33/ 5.5	7.9	5.8	5.3	7.9	----	37/490	409/12.6	17.6	17.0	105	2.2	13	293	WSSH-F
6. WRKO (T)	20/ 3.4	4.6	4.0	4.5	4.2	----	22/375	318/ 9.8	10.2	10.1	88	4.1	24	384	WRKO
WGIR-F (AC)	20/ 3.4	1.9	2.8	2.9	3.0	----	23/489	353/10.8	11.1	9.7	115	2.7	16	451	WGIR-F
WJN-F (AOR)	20/ 3.4	2.4	3.2	4.7	4.8	----	21/335	311/ 9.6	10.7	9.2	141	4.6	27	390	WBCN-F
9. WTSN (MOR)	19/ 3.2	3.3	2.6	2.7	4.8	----	19/284	284/ 8.7	9.6	6.0	75	2.7	16	293	WTSN
WCQL-F (O)	19/ 3.2	1.2	3.6	0.4	0.8	----	25/243	193/ 5.9	3.4	6.8	150	0.9	5	70	WCQL-F
11. WHOM-F (EZ)	18/ 3.0	3.8	4.0	2.9	4.0	----	43/514	242/ 7.4	8.2	7.8	60	3.1	18	168	WHOM-F
12. WZID-F (EZ)	17/ 2.9	2.7	3.8	3.1	2.4	----	19/305	249/ 7.6	8.7	6.1	103	2.2	13	235	WZID-F
WCGY-F (AOR)	17/ 2.9	3.4	2.6	2.5	1.2	----	17/228	228/ 7.0	11.1	8.3	93	4.6	27	385	WCGY-F

12+ FM SHARE (METRO): 80.04% (413 of 516) (FAL 88: 81.60%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTHT-F<	1 WHEB-AF>>	1 WHEB-AF>	1 WHEB-AF>	1 WHEB-AF	1 WOKQ-F>	1 WHEB-AF	1 WHEB-AF	1 WHEB-AF	1 WHEB-AF	1 WBZ >>
2 WHEB-AF	2 WERZ-F>	2 WERZ-F>	2 WERZ-F	2 WOKQ-F	2 WBZ	2 WOKQ-F	2 WOKQ-F	2 WOKQ-F	2 WBZ >	2 WTSN
3 WHOB-F>	3 WCGY-F	3 WOKQ-F	3 WOKQ-F	3 WERZ-F	3 WSSH-F>	3 WBZ	3 WERZ-F>	3 WERZ-F>	3 WGIR-F>	3 WOKQ-F
4 WERZ-F	4 WGIR-F	4 WSSH-F	4 WSSH-F	4 WSSH-F	4 WRKO	4 WERZ-F	4 WSSH-F>	4 WSSH-F	4 WERZ-F	4 WHEB-F>>
5	5 WBCN-F	WBCN-F	5 WBCN-F	5 WBZ	5 WHOM-F	5 WSSH-F<	5 WBCN-F	5 WRKO	5 WSSH-F	5 WRKO
6	6	6	WCQL-F	6 WBCN-F	6	6 WTSN	6	6	6	6 WERZ-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 WHEB-AF	1 WHEB-AF	1 WHEB-AF>	1 WERZ-F	1 WERZ-F	1 WHEB-AF>>	1 WHEB-AF>>	1 WHEB-AF>>	1 WHEB-AF>>	1 WHEB-AF>
2 WERZ-F>>	2 WERZ-F>>	2 WERZ-F>	2 WHEB-AF>	2 WSSH-F	2 WCGY-F	2 WGIR-F	2 WGIR-F>	2 WBCN-F	2 WOKQ-F
3 WCGY-F>	3 WCGY-F>	3 WSSH-F	3 WSSH-F	3 WOKQ-F	3 WERZ-F	3 WCGY-F	3 WBCN-F	3 WGIR-F	3 WGIR-F
4 WHOB-F	4 WHOB-F	4 WLYT-F	4 WOKQ-F	4 WHEB-AF	4 WYKS-F	WBCN-F	WOKQ-F	4 WOKQ-F	WBCN-F
5	5	5	5 WZID-F	5 WZID-F	5 WGIR-F	5 WERZ-F	5 WCGY-F	5 WERZ-F	5 WCQL-F
6	6	6	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		87 (5)	87 (5)	16.9	14.3	WCDQ-F 92.1	Sanford 1.3/4.2/ 11/ 224
AOR/CLASSIC	2 (1)	141 (8)	143 (9)	27.7	20.1	WKOS 930	Rochester/Prtsm 1.2/4.5/ 11/ 202
AC/OLDIES/SOFT ROCK		92 (7)	92 (7)	17.8	27.7	WKOS-F 96.7	Rochester/Ports 1.5/6.8/ 11/ 270
MOR/VARIETY	61 (3)		61 (3)	11.8	8.4	WYMF 1540	Exeter 0.5/1.3/ 3/ 48
COUNTRY		55 (1)	55 (1)	10.7	13.6		
BLACK/URBAN						WBLM-F 102.9	Portland 0.5/1.5/ 20/ 351
BEAUTIFUL/EASY		38 (3)	38 (3)	7.4	8.9	WBOS-F 92.9	Brookline/Bostn 0.5/1.3/ 3/ 43
NEWS/TALK	37 (4)		37 (4)	7.2	6.9	WEEI 590	Boston 0.5/5.2/ 4/ 199
NOSTALGIA						WGIR 610	Manchester 0.7/2.0/ 4/ 87
RELIGION/GOSPEL						WHDH 850	Boston 1.7/4.9/ 11/ 188
SPANISH						WHOB-F 106.3	Nashua 2.3/7.0/ 14/ 227
CLASSICAL						WJTB-F 96.9	Boston 0.5/2.3/ 3/ 75
JAZZ/NEW AGE						WLYT-F 92.5	Haverhill/Bstn 1.2/5.9/ 7/ 192
UNKNOWN/OTHERS	3 (1)		3 (1)	0.6		WYKS-F 93.1	Portland 0.5/2.3/ 21/ 241
	103 (9)	413 (24)	516 (33)			WODS-F 103.3	Boston 2.2/8.0/ 13/ 276
						WROR-F 98.5	Boston 1.3/4.5/ 8/ 146
						WTHT-F 107.5	Lewiston 2.0/6.6/ 41/ 656
						WYKS-F 107.9	Medford/Boston 1.5/6.5/ 9/ 227
						WZLX-F 100.7	Boston 0.7/4.3/ 4/ 144
						WZOU-F 94.5	Boston 1.8/7.3/ 14/ 310

RADIO STATIONS

WKOS, 930, 5 KW (DA-2), COUNTRY, CBS, \$ 16.00 (Christal)
 WTSN, 1270, 5 KW (DA-2), MOR, ABC I, \$ 21.00 (Torbet)

WCDQ-F, 92.1, 1 KW @ 526, CLASSIC ROCK, \$ 15.00 (Roslin) (SANFORD, ME)
 WERZ-F, 107.1, 2.5 KW @ 356, CHR, \$ 40.00 (Mc-Guild) Precision
 WHEB-F, 100.3, 32 KW @ 140, AOR, \$ 58.00 (Banner) Knight
 WKOS-F, 96.7, 3 KW @ 280, AC, \$ 22.00 (Christal)
 WOKQ-F, 97.5, 50 KW @ 500, COUNTRY, \$ 75.00 (Mc-Guild) Fuller-Jeffrey
 WLYT-F, 92.5, 25 KW @ 710, SOFT AC, \$ 38.00 (Eastman) (HAVERHILL, MA)

OTHER RANKED STATIONS -- See Manchester, Boston, or Portland

PROVIDENCE

Arbitron Rank/Pop (12+): 28/1,268,500
 MSA Rank/Pop: 58/912,000
 ADI # 44
 Average Person Ratings: 19.4
 Market TSL: 25.30 hours

Stations: 42/24
 Diaries: 1458/870:1/49.0%
 Sample Target: 1390
 % Below Line: 14.8
 % Not Listed: 9.0

1989 Revenue: \$26,200,000
 HH Inc.: \$28,456
 Retail \$: 6.9 Bil
 Pop per Station: 52,854
 #1 Biller: WPRO-F \$5,400,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion	Birch Share	Birch AQH	Birch Cume	
1. WPRO-F (CHR)	242/ 9.9	13.0	12.8	11.3	12.8	11.8	253/4050	3618/28.5	31.2	31.0	89	12.7	319	4052	WPRO-F
2. WLKW-F (EZ)	194/ 7.9	10.6	9.5	9.5	8.9	9.4	201/2261	2033/16.0	16.8	17.4	51	7.4	185	2175	WLKW-F
3. WWLI-F (AC)	179/ 7.3	6.8	6.4	7.1	6.1	6.9	196/2218	1909/15.0	13.9	13.7	162	4.9	124	1110	WWLI-F
4. WHJY-F (AOR)	177/ 7.2	9.2	9.8	8.1	8.4	8.6	208/3123	2546/20.1	19.3	19.8	107	10.6	265	3028	WHJY-F
5. WPRO (T)	166/ 6.8	5.0	5.0	6.3	3.6	5.8	167/2035	1996/15.7	15.6	12.5	71	4.3	107	1587	WPRO
6. WSNE-F (AC)	151/ 6.2	5.1	4.3	6.1	6.1	5.4	159/1982	1821/14.4	13.0	14.8	155	3.8	96	1221	WSNE-F
7. WHJJ (N/T)	148/ 6.0	4.0	5.3	7.6	5.3	5.7	149/1671	1629/12.8	12.0	13.9	48	4.2	105	1178	WHJJ
8. WWKX-F (B)	80/ 3.3	3.0	4.4	2.2	1.8	3.2	80/1043	1019/ 8.0	8.8	4.6	45	7.0	175	1701	WWKX-F
9. WWRX-F (AOR)	77/ 3.1	3.4	1.9	2.3	2.3	2.7	126/2076	1194/ 9.4	6.5	7.0	161	4.5	112	1263	WWRX-F
10. WHIM (C)	76/ 3.1	2.2	2.2	2.2	2.6	2.4	78/757	727/ 5.7	4.5	4.1	97	2.4	61	513	WHIM
11. WCTK-F (C)	75/ 3.1	2.3	2.1	2.4	3.0	2.5	105/1404	952/ 7.5	6.8	6.9	152	2.5	64	883	WCTK-F
12. WBRU-F (AOR)	74/ 3.0	2.7	2.9	2.9	2.8	2.9	80/1445	1334/10.5	9.1	10.8	90	4.3	109	1259	WBRU-F
13.															
14.															
15.															

12+ FM SHARE (METRO): 71.90% (1607 of 2235) (FAL 88: 73.97%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WPRO-F>>	1 WHJY-F	1 WPRO-F<	1 WWLI-F	1 WWLI-F	1 WLKW-F	1 WPRO	1 WWLI-F	1 WPRO-F	1 WPRO-F>	1 WPRO
2 WWKX-F	2 WPRO-F>	2 WHJY-F	2 WSNE-F<	2 WSNE-F	2 WPRO	2 WPRO-F	2 WLKW-F	2 WHJY-F	2 WHJY-F	2 WHJJ >>
3	3 WSNE-F	3 WWLI-F<	3 WPRO-F	3 WPRO-F	3 WHJJ	3 WWLI-F<	3 WPRO <	3 WHJJ <	3 WWKX-F	3 WHJY-F<
4	4 WWLI-F	4 WSNE-F>	4 WHJY-F>	4 WHJY-F>	4 WWLI-F>	4 WHJJ	4 WSNE-F<	4 WWLI-F	4 WLKW-F	4 WSNE-F<
5	5 WBRU-F	5 WWRX-F	5 WWRX-F	5 WWRX-F	5 WHIM <	5 WLKW-F	5 WPRO-F	5 WLKW-F<	5 WWLI-F	5 WCTK-F
6	6 WWKX-F<	6 WBRU-F	6	6 WPRO	6 WSNE-F	6 WHJY-F<	6 WHJY-F	6 WSNE-F	6 WHJJ-F	6 WWLI-F
7	7 WWRX-F	7	7	7 WCTK-F	7 WPRO-F	7 WSNE-F	7	7	7	7 WPRO-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 WPRO-F>	1 WPRO-F	1 WWLI-F<	1 WPRO-F<	1 WWLI-F	1 WHJY-F>>	1 WHJY-F>>	1 WHJY-F>	1 WHJY-F>	1 WHJY-F
2 WSNE-F<	2 WSNE-F>	2 WSNE-F>	2 WSNE-F	2 WSNE-F	2 WPRO-F>	2 WPRO-F	2 WWRX-F	2 WPRO-F	2 WWLI-F
3 WWKX-F	3 WWLI-F	3 WPRO-F	3 WWLI-F>	3 WPRO-F>	3 WWKX-F	3 WWRX-F	3 WPRO-F	3 WWLI-F	3 WPRO-F<
4 WHJY-F	4 WHJY-F	4 WHJY-F	4 WHJY-F	4 WLKW-F	4 WBRU-F>	4 WWLI-F	4 WWLI-F	4 WWRX-F>	4 WWRX-F
5 WBRU-F>>	5 WBRU-F<	5 WHJY-F>	5 WBRU-F	5 WPRO <	5 WWRX-F>	5 WBRU-F	5 WSNE-F>	5 WSNE-F	5 WSNE-F
6 WWKX-F	6 WWKX-F	6 WBRU-F	6	6 WCTK-F	6	6	6	6	6 WPRO
7 WJID-F	7	7	7	7	7	7	7	7	7 WCTK-F

FORMATS	AM	FM	TOTAL	%	FAL 88	OTHER RATED STATIONS			METRO CUME TSA TSA
-----	--	--	----	-	-	-----			SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		323 (4)	323 (4)	14.5	16.7	WADK	1540	Newport	0.4/0.6/ 11/ 70
AOR/CLASSIC		395 (7)	395 (7)	17.7	20.9	WALE	1400	Fall River	0.4/1.6/ 11/ 214
AC/OLDIES/SOFT ROCK	16 (2)	425 (6)	441 (8)	19.7	22.3	WBSM	1420	New Bedford	1.5/2.2/ 39/ 314
MOR/VARIETY	45 (1)		45 (1)	2.0	7.9	WFHN-F	107.1	Fairhaven/NBdfd	2.0/4.3/ 60/ 718
COUNTRY	76 (1)	75 (1)	151 (2)	6.8	3.9	WHTB	1400	Fall River	0.6/1.4/ 14/ 188
BLACK/URBAN		80 (1)	80 (1)	3.6		WICE	550	Pawtucket/Prov	0.3/2.1/ 7/ 271
BEAUTIFUL/EASY		213 (2)	213 (2)	9.5	10.6	WNBH	1340	New Bedford	0.4/1.1/ 9/ 160
NEWS/TALK	424 (8)		424 (8)	19.0	11.3	WNRI	1380	Woonsocket	1.1/1.7/ 27/ 220
NOSTALGIA		48 (1)	48 (1)	2.1	4.6	WOTB-F	100.3	Middletown/Prov	0.6/2.8/ 14/ 351
RELIGION/GOSPEL						WPEP	1570	Taunton	0.9/1.2/ 23/ 177
SPANISH						WVAZ	790	Providence	1.0/3.1/ 26/ 404
CLASSICAL	25 (1)	16 (1)	41 (2)	1.8	0.6	WWON	1240	Woonsocket	0.3/1.1/ 7/ 141
JAZZ/NEW AGE		14 (1)	14 (1)	0.6					
UNKNOWN/OTHERS	42 (3)	18 (2)	60 (5)	2.7	1.1	WAAF-F	107.3	Worcester/Bstn	0.7/2.8/ 29/ 729
	628 (16)	1607 (26)	2235 (42)			WBCN-F	104.1	Boston	0.9/3.9/ 73/1090
						WBOS-F	92.9	Brookline/Bosto	0.3/1.8/ 13/ 389
						WBZ	1030	Boston	1.8/4.8/ 86/1089
						WCAV-F	97.7	Brockton	0.4/1.4/ 26/ 339
						WCIB-F	101.9	Falmouth/hyanni	0.3/0.7/ 29/ 426
						WCRB-F	102.5	Waltham/Boston	0.7/2.0/ 31/ 454
						WEEI	590	Boston	0.5/2.2/ 27/ 758
						WJIB-F	96.9	Boston	0.8/1.8/ 48/ 631
						WMJX-F	106.7	Boston	0.4/1.5/ 41/ 744
						WODS-F	103.3	Boston	2.2/8.5/ 98/1746
						WPLM-F	99.1	Plymouth/Boston	2.0/3.4/114/1057
						WRKO	680	Boston	0.4/1.2/ 54/ 802
						WROR-F	98.5	Boston	1.0/3.5/ 42/ 796
						WVBF-F	105.7	Framington	0.3/1.6/ 40/ 624
						WXKS-F	107.9	Medford/Boston	0.8/3.3/ 54/ 994
						WZLX-F	100.7	Boston	0.9/3.5/ 41/ 918
						WZOU-F	94.5	Boston	0.5/4.4/ 68/1421

RADIO STATIONS

AM STATIONS

WHIM, 1110, 5 KW (DAYS)	, COUNTRY	CBS, \$ 24.00 (Durpetti)	
WHJJ, 920, 5 KW (DA-N)	, NEWS/TALK	NBC, \$ 51.00 (Katz)	Merv Griffin
WPRO, 630, 5 KW (DA-N)	, TALK	ABC I, \$ 75.00 (Banner)	Cap Cities/ABC

FM STATIONS

WBRU-F, 95.5, 20 KW @ 440, AOR	APR, \$ 42.00 (MIR)	
WHJY-F, 94.1, 50 KW @ 415, AOR	, \$ 95.00 (Katz)	Merv Griffin
WWBB-F, 101.5, 50 KW @ 500, OLDIES	, \$ 74.00 (Christal)	Wilkes-Schwartz
WCTK-F, 98.1, 47 KW @ 470, COUNTRY	, \$ 26.00 (Torbet)	Hall (NEW BEDFORD)
WPRO-F, 92.3, 39 KW @ 550, CHR	ABC C, \$107.00 (Banner)	Cap Cities/ABC
WSNE-F, 93.3, 30 KW @ 590, AC	, \$ 65.00 (Eastman)	Beck-Ross
WWKX-F, 106.3, 3 KW @ 196, BLACK	, \$ 35.00 (Republic)	
WNLI-F, 105.1, 50 KW @ 500, SOFT AC	, \$ 72.00 (Mc-Guild)	
WVRX-F, 103.7, 50 KW @ 500, CLASSIC AOR	ABC R, \$ 37.00 (Durpetti)	

WODS - See Boston; WBSM - See New Bedford

CALL LETTER CHANGES

WMYS-F changes to WCTK-F (Aug)
 WLKW-F changes to WWBB-F (Dec)

FORMAT CHANGES

WCTK-F changes from AC to
 COUNTRY (Aug)...WWBB-F changes
 from EZ to OLDIES (Jan)

STATION SALES

WICE (Pawtucket) sold for
 \$688,000 (E)...WWON (Woonsocket)
 sold for \$600,000...

RALEIGH

Arbitron Rank/Pop (12+): 60/592,600
 MSA Rank/Pop: 70/700,000
 ADI # 33
 Average Person Ratings: 15.7
 Market TSL: 20.50 hours

Stations: 24/21
 Diaries: 1079/549:1/55.3%
 Sample Target: 950
 % Below Line: 1.7
 % Not Listed: 17.6

1989 Revenue: \$25,400,000
 HH Inc.: \$29,797
 Retail \$: 5:2 Bil
 Pop per Station: 28,219
 #1 Biller: WRDU-F \$4,600,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion	Birch Share	Birch AQH	Birch Cume	
1. WRDU-F (AOR)	76/ 8.2	8.7	10.1	7.4	10.5	8.6	170/2403	1174/19.8	20.1	21.3	102	11.3	117	1636	WRDU-F
2. WQOK-F (B)	71/ 7.6	7.5	7.2	7.2	8.2	7.4	147/1526	880/14.8	14.3	14.0	101	7.4	77	1066	WQOK-F
3. WRAL-F (AC)	67/ 7.2	6.0	8.1	7.3	6.8	7.2	164/2885	1062/17.9	18.9	18.8	128	7.4	77	943	WRAL-F
WDCG-F (CHR)	67/ 7.2	7.1	8.1	9.0	8.5	7.8	134/2653	1262/21.3	21.2	23.1	79	9.6	100	1570	WDCG-F
5. WPTF (N/T)	66/ 7.1	8.9	7.8	8.1	7.9	8.0	107/1688	1010/17.0	16.4	14.9	68	6.0	62	998	WPTF
6. WQDR-F (C)	64/ 6.9	6.2	6.4	9.3	8.8	7.2	144/2018	755/12.7	12.6	15.2	109	5.8	60	824	WQDR-F
7. WFXC-F (B)	61/ 6.6	5.6	5.8	9.2	5.5	6.8	62/863	818/13.8	15.0	14.7	73	11.3	117	1160	WFXC-F
8. WTRG-F (O)	52/ 5.6	5.6	5.5	2.6	2.3	4.8	164/2611	808/13.6	15.5	10.7	137	4.5	47	666	WTRG-F
9. WYLT-F (AC)	47/ 5.1	2.4	3.6	4.7	4.6	3.9	75/1371	806/13.6	10.9	12.4	104	3.2	33	453	WYLT-F
10. WZZU-F (CHR)	40/ 4.3	6.5	3.0	2.7	2.8	4.1	112/1663	716/12.1	11.5	13.9	60	5.4	56	834	WZZU-F
11. WNND-F (AC)	32/ 3.4	2.2	1.8	1.4	1.4	2.2	36/472	403/ 6.8	4.6	3.5	168	3.5	36	503	WNND-F
12. WDNC (BB)	28/ 3.0	1.4	1.8	2.9	2.2	2.3	31/571	487/ 8.2	6.1	6.2	67	1.3	13	249	WDNC
13. WLLE (B)	24/ 2.6	4.3	1.7	2.5	1.2	2.8	30/399	324/ 5.5	4.6	4.5	77	1.3	14	239	WLLE
14. W DUR (B)	15/ 1.6	3.0	3.4	1.8	2.7	2.5	15/274	263/ 4.4	5.4	4.7	106	1.8	19	265	W DUR

12+ FM SHARE (METRO): 78.07% (598 of 766) (FAL 88: 75.34%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WDCG-F>>	1 WRDU-F>	1 WRDU-F	1 WRDU-F	1 WRAL-F	1 WPTF >	1 WRAL-F	1 WRDU-F	1 WRDU-F	1 WDCG-F	1 WRAL-F
2 WFXC-F	2 WQOK-F>	2 WRAL-F<	WRAL-F	2 WRDU-F	2 WRAL-F	2 WPTF	2 WQDR-F	2 WDCG-F<	2 WQOK-F<	2 WPTF >
3 WZZU-F	3 WDCG-F	3 WQOK-F	3 WTRG-F	3 WTRG-F	WQDR-F>	3 WRDU-F	3 WRAL-F<	3 WQOK-F	3 WFXC-F>	3 WFXC-F
4 WQOK-F	4 WFXC-F	4 WTRG-F	WQOK-F	WQOK-F<	4 WTRG-F	4 WDCG-F<	4 WYLT-F<	4 WQDR-F<	4 WRDU-F	4 WQOK-F>
5	5 WZZU-F	WQDR-F	5 WQDR-F	5 WQDR-F	5 WYLT-F<	5 WQDR-F<	5 WPTF	5 WRAL-F	5 WZZU-F	5 WDCG-F
6	6 WRAL-F	6 WFXC-F	6 WNND-F<	6 WNND-F	6 WDNC	6 WQOK-F	6 WTRG-F<	6 WYLT-F<	6 WPTF	6 WNND-F
7	7 WDCG-F	WDCG-F	7 WDCG-F	7 WNND-F	7 WNND-F	7 WFXC-F	7 WQOK-F<	7 WTRG-F	7	WDNC
8	8	8 WYLT-F	8 WYLT-F	8 WYLT-F	8	8	8 WDCG-F	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WRDU-F	1 WRDU-F	1 WQOK-F	1 WRAL-F	1 WRAL-F	1 WRDU-F>	1 WRDU-F>	1 WRDU-F>	1 WRDU-F>	1 WRDU-F
2 WFXC-F	2 WDCG-F<	2 WDCG-F	2 WQDR-F	2 WQDR-F	2 WZZU-F	2 WQOK-F	2 WQOK-F>	2 WTRG-F	2 WTRG-F
WDCG-F>	3 WQOK-F	3 WRDU-F	3 WRDU-F	3 WQOK-F	3 WQOK-F	3 WZZU-F>	3 WZZU-F	3 WQOK-F	3 WNND-F
4 WQDR-F	4 WFXC-F	4 WRAL-F	WDCG-F	4 WDCG-F	4 WYLT-F	4 WFXC-F	4 WNND-F	4 WNND-F	4 WQOK-F
5 WZZU-F	5 WRAL-F	5 WFXC-F	5 WQOK-F	5 WRDU-F	5 WTRG-F>	5 WRDU-F	5 WZZU-F<	5 WZZU-F	5 WRAL-F
6 WRAL-F	6 WQDR-F	6 WTRG-F	6 WFXC-F	6 WYLT-F	6 WRAL-F>	6 WYLT-F	WDCG-F	6 WYLT-F	6 WQDR-F
WQOK-F	7	WQDR-F	7 WYLT-F	7 WTRG-F	7 WTRG-F	WDCG-F	7 WFXC-F	7 WFXC-F	WPTF
8 WYLT-F	8	8	8 WTRG-F	8	WQDR-F	8 WNND-F	8 WPTF	8 WRAL-F	8

FORMATS	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP	107 (2)	107 (2)	14.0	13.7	WCHL 1360 Chapel Hill	0.6/2.7/ 6/ 158
AOR/CLASSIC	81 (2)	81 (2)	10.6	13.5	WCLY 1550 Raleigh	0.6/2.0/ 8/ 132
AC/OLDIES/SOFT ROCK	7 (1)	198 (4)	205 (5)	26.8	18.7 WKIX 850 Raleigh	0.8/4.2/ 9/ 297
MOR/VARIETY					WKTC-F 96.9 Tarboro/Rcky Mt	0.5/2.5/ 59/ 884
COUNTRY	3 (1)	77 (3)	80 (4)	10.4	13.0 WPJL 1240 Raleigh	0.8/2.0/ 7/ 157
BLACK/URBAN	39 (2)	135 (3)	174 (5)	22.7	22.2 WSRG 1410 Durham	0.6/1.3/ 6/ 78
BEAUTIFUL/EASY					1.7 WTIK 1310 Durham	0.3/1.2/ 3/ 72
NEWS/TALK	66 (1)	66 (1)	8.6	9.6		
NOSTALGIA	28 (1)	28 (1)	3.7	2.7	WJHM-F 102.1 Reidsvl/Grensb	0.3/1.2/ 13/ 338
RELIGION/GOSPEL	13 (2)	13 (2)	1.7	2.0	WKRR-F 92.3 Asheboro/Greens	0.5/2.9/ 51/ 652
SPANISH					WPCM-F 101.1 Burlington	0.9/3.9/ 64/1007
CLASSICAL						
JAZZ/NEW AGE						
UNKNOWN/OTHERS	12 (2)	12 (2)	1.6	2.9		
	168 (10)	598 (14)	766 (24)			

RADIO STATIONS

WDNC, 620, 5 KW/1 KW (DA-2)	NOSTALGIA	CBS, \$ 25.00 (Republic)
W DUR, 1490, 1 KW	GOSPEL	NBN, \$ 17.00 (Eastman)
WKIX, 850, 10 KW/5 KW (DA-N)	OLDIES	MBS, \$ 20.00 (Christal)
WLLE, 570, 500 W/55 W	BLACK	SBN, \$ 18.00 (---)
WPTF, 680, 50 KW (DA-N)	MOR/TALK	ABC I, CNN, \$ 73.00 (Mc-Guild)
WSRC, 1410, 5 KW (DA-2)	BLACK	SBN, \$ 15.00 (Savalli)
WDCG-F, 95.1, 99 KW @ 1016, CHR		ABC F, \$ 65.00 (Republic)
WFXC-F, 107.1, 3 KW @ 300, BLACK		\$ 41.00 (Eastman)
WNND-F, 103.9, 3 KW @ 300, JAZZ/NAC		\$ 23.00 (---)
WQDR-F, 94.7, 99 KW @ 1025, COUNTRY		ABC E, \$ 62.00 (Mc-Guild)
WQOK-F, 97.5, 100 KW @ 1020, BLACK		ABC C, \$ 40.00 (HNWH)
WRAL-F, 101.5, 97 KW @ 1900, AC		\$ 103.00 (Katz)
WRDU-F, 106.1, 100 KW @ 1350, AOR		SOURCE, \$ 88.00 (MMR)
WTRG-F, 100.7, 100 KW @ 1950, OLDIES		\$ 56.00 (Banner)
WYLT-F, 96.1, 98 KW @ 930, SOFT AC		\$ 50.00 (Christal)
WZZU-F, 93.9, 100 KW @ 1280, CHR		\$ 47.00 (Torbet)
		Pinnacle
		Universal
		Durham Life
		Willis
		(FUQUAY)
		Durham Life
		Ragan Henry (S.BOSTON, VA)
		Capitol-Goodman
		Voyager
		Capitol-Johnson (ROCKY MOUNT)
		Universal
		Village (BURLINGTON)

RENO

Arbitron Rank/Pop (12+): 136/247,400

MSA Rank/Pop: 180/246,000

Average Person Ratings: 16.8

Market TSL: 22.50 hours

Stations: 17/17
Diaries: 656/377:1/52.5%
Sample Target: 620
% Below Line: 0.0
% Not Listed: 9.9

1989 Revenue: \$ NA
HH Inc.: \$29,780
Retail \$: 2.4 Bil
Pop per Station: 14,552
#1 Biller: NA

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. KWNZ-F (CHR)	45/10.8	11.7	10.3	10.7	9.3	----	65/916	607/24.5	29.4	21.8	85	14.7	54	571	KWNZ-F
2. KODS-F (O)	41/ 9.9	7.6	11.3	5.3	7.0	----	47/772	545/22.0	20.6	21.6	148	10.1	37	450	KODS-F
3. KRNO-AF (AC)	40/ 9.6	8.7	7.7	9.6	8.9	----	53/641	484/19.6	18.1	14.7	121	4.0	22	331	KRNO-AF
4. KNEV-F (EZ)	36/ 8.7	9.0	9.0	10.7	8.3	----	46/409	283/11.4	15.8	13.7	46	6.5	24	250	KNEV-F
5. KOZZ-F (AOR)	35/ 8.4	6.4	7.7	11.2	6.3	----	65/761	522/21.1	16.6	19.5	138	10.6	39	489	KOZZ-F
6. KIIQ-F (C)	29/ 7.0	3.2	5.1	8.5	5.0	----	40/487	311/12.6	11.0	10.7	109	4.4	16	211	KIIQ-F
7. KBUL-F (C)	26/ 6.3	4.6	5.6	5.3	4.6	----	40/567	348/14.1	11.3	11.4	108	6.3	23	354	KBUL-F
8. KOH (N/T)	22/ 5.3	4.4	6.9	7.5	8.6	----	26/414	377/15.2	9.8	15.3	68	4.1	15	308	KOH
9. KSXY-F (CHR)	21/ 5.1	7.8	3.3	3.7	4.6	----	21/380	365/14.8	16.2	9.1	39	6.5	24	313	KSXY-F
10. KRZQ-F (AOR)	20/ 4.8	7.1	6.2	5.9	8.9	----	34/469	293/11.8	17.9	14.2	125	10.9	40	322	KRZQ-F
KROW (C)	20/ 4.8	3.9	5.9	3.2	3.6	----	26/464	248/10.0	8.6	12.1	92	3.0	11	151	KROW
12. KONE (BB)	10/ 2.4	3.4	1.3	1.3	2.0	----	10/222	211/ 8.5	6.4	7.4	33	1.9	7	109	KONE
13. KPLY (MOR)	9/ 2.2	0.7	1.3	2.1	3.3	----	9/159	129/ 5.2	4.1	4.0	145	0.8	3	109	KPLY
14. KROI-F (J/NA)	7/ 1.7	2.8	3.3	2.4	3.0	----	7/146	146/ 5.9	7.6	9.1	141	3.5	13	199	KROI-F
KQLO (N/T)	7/ 1.7	2.8	1.5	0.8	4.0	----	8/170	133/ 5.4	6.1	3.7	71	1.4	5	82	KQLO
16. KLKT-F (AC)	6/ 1.4	2.3	2.6	0.8	----	----	9/158	110/ 4.4	5.1	4.6	143	0.8	3	113	KLKT-F

12+ FM SHARE (METRO): 81.02% (303 of 374) (FAL 88: 79.83%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KWNZ-F>>	1 KOZZ-F	1 KODS-F	1 KODS-F>	1 KODS-F	1 KNEV-F	1 KWNZ-F<	1 KRNO-AF<	1 KODS-F<	1 KWNZ-F	1 KRNO-F
2 KSXY-F	2 KWNZ-F>	2 KWNZ-F<	2 KRNO-AF	2 KRNO-AF	2 KODS-F	2 KODS-F<	2 KODS-F<	2 KRNO-AF	2 KRNO-AF	2 KOZZ-F>
3	3 KRZQ-F	3 KRNO-AF	KOZZ-F	KOZZ-F	3 KRNO-AF	3 KRNO-AF<	3 KOZZ-F	KWNZ-F	3 KOZZ-F	3 KOH
4	4 KRNO-AF	4 KOZZ-F>	4 KWNZ-F>	4 KWNZ-F	4 KOH	4 KOZZ-F	4 KWNZ-F<	4 KOZZ-F	4 KSXY-F	4 KRZQ-F
5	5 KSXY-F	5 KIIQ-F	5 KIIQ-F	5 KIIQ-F	5 KROW	5 KOH	5 KNEV-F	5 KNEV-F	5 KNEV-F	KROW
6	6	6	6 KBUL-F	KIQQ-F	6	6	6	6	6	6 KBUL-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KRNO-AF	1 KRNO-AF	1 KODS-F	1 KRNO-AF	1 KODS-F<	1 KWNZ-F	1 KOZZ-F>	1 KOZZ-F>	1 KOZZ-F	1 KOZZ-F
KWNZ-F	KWNZ-F	2 KOZZ-F	2 KODS-F	2 KRNO-AF>	2 KSXY-F>	2 KWNZ-F	2 KRZQ-F	2 KODS-F	2 KODS-F>
KSXY-F>>	3 KODS-F	3 KRNO-AF	3 KWNZ-F>	3 KWNZ-F>	3 KOZZ-F>	3 KRZQ-F>	3 KWNZ-F	3 KWNZ-F	3 KRNO-AF
4 KIIQ-F>	4 KSXY-F	KWNZ-F	4 KSXY-F	4 KOZZ-F	4 KRZQ-F	4 KIIQ-F>	4 KIIQ-F>	4 KRZQ-F	KWNZ-F
5 KOZZ-F>>	KOZZ-F	5 KRZQ-F	KOZZ-F	KIIQ-F	KIIQ-F>	5 KSXY-F	5 KRNO-AF	5 KIIQ-F	KRZQ-F
6	6	6	6 KBUL-F>	KIIQ-F	6	6	6	6	6
7	7	7	7	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER	RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		66 (2)	66 (2)	17.6	15.1	KHIT	1590 Sun Valley	
AOR/CLASSIC		55 (2)	55 (2)	14.7	15.3			
AC/OLDIES/SOFT ROCK	3 (1)	84 (3)	87 (4)	23.3	26.1			
MOR/VARIETY	9 (1)		9 (1)	2.4				
COUNTRY	27 (2)	55 (2)	82 (4)	21.9	20.2			
BLACK/URBAN								
BEAUTIFUL/EASY		36 (1)	36 (1)	9.6	9.9			
NEWS/TALK	22 (1)		22 (1)	5.9	7.7			
NOSTALGIA	10 (1)		10 (1)	2.7	1.4			
RELIGION/GOSPEL								
SPANISH								
CLASSICAL								
JAZZ/NEW AGE		7 (1)	7 (1)	1.9	2.8			
UNKNOWN/OTHERS					1.4			
	71 (6)	303 (11)	374 (17)					

RADIO STATIONS

KOH, 630, 5 KW/1 KW (DA-N), NEWS/TALK	CBS, ABC T, \$ 25.00 (Katz)
KONE, 1450, 1 KW, NOSTALGIA	ABC C, \$ 15.00 (HNWH)
KPLY, 1270, 5 KW (DAYS), MOR	\$ 11.00 (Durpetti)
KQLO, 920, 5 KW/1 KW (DA-N), TALK	NBC, MBS, \$ 13.00 (Banner)
KROW, 780, 50 KW, COUNTRY	ABC I, \$ 20.00 (Mc-Guild)
KBUL-F, 98.1, 76 KW @ 2274, COUNTRY	MBS, \$ 21.00 (Durpetti)
KIIQ-F, 104.5, 25 KW @ 2930, COUNTRY	\$ 18.00 (Christal)
KLKT-F, 100.1, .7 KW @ 600, SOFT AC	\$ 16.00 (K & P)
KNEV-F, 95.5, 60 KW @ 2270, BTFL/EZ	\$ 24.00 (Mc-Guild)
KODS-F, 103.7, 6 KW @ 2870, OLDIES	\$ 30.00 (CBS)
KOZZ-F, 105.7, 75 KW @ 2120, AOR	SOURCE, \$ 31.00 (HNWH)
KRNO-F, 106.9, 37 KW @ 2956, SOFT AC	\$ 40.00 (Torbet)
KROI-F, 100.9, .3 KW @ 840, JAZZ/NAC	\$ 19.00 (Durpetti)
KRZQ-F, 96.5, 85 KW @ 2350, AOR	\$ 27.00 (MMR)
KSXY-F, 101.7, 1 KW @ 150, CHR	TRNSTR, \$ 24.00 (Katz)
KWNZ-F, 97.3, 87 KW @ 2126, CHR	\$ 30.00 (Banner)

MISCELLANEOUS COMMENTS: KCBN changes to KRNO (Sep) and now simulcasts with KRNO-F...KROI-F changed from AC to JAZZ/NAC... KQLO changes from COUNTRY to TALK...KSXY-F changes from AC to CHR...KNIS-F (Carson City) sold for \$1,500,000 (Chapman)...KXTO (1550) comes out of silence with HISPANIC format...

RICHMOND

Arbitron Rank/Pop (12+): 55/712,500

Stations: 20/18
Diaries: 1193/597:1/59.2%
Sample Target: 1050
% Below Line: 0.9
% Not Listed: 12.3

1989 Revenue: \$28,800,000
HH Inc.: \$31,707
Retail \$: 7.1 Bil
Pop per Station: 39,583
#1 Biller: WRVA \$6,000,000

MSA Rank/Pop: 62/854,000
ADI # 57
Average Person Ratings: 16.6
Market TSL: 22.00 hours

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book	12+ TSA Avg.	1/4/CUME	12+ METRO CUME/CUME	RATING	SPG 89	FAL 88	% Conversion	Birch Share	Birch AQH	Birch Cume
1. WRVQ-F (CHR)	148/12.5	12.2	9.4	11.7	13.0	11.4	183/2392	1953/27.4	25.2	29.1	92	11.8	155	2125	WRVQ-F	
2. WRXL-F (AOR)	143/12.1	9.7	9.9	11.6	11.2	10.8	156/1862	1619/22.7	20.9	20.4	121	16.2	212	1721	WRXL-F	
3. WRVA (MOR)	138/11.7	11.4	14.7	15.9	12.3	13.4	154/2011	1791/25.1	26.1	28.0	74	10.6	139	2305	WRVA	
4. WCDX-F (B)	113/ 9.6	10.2	11.1	7.9	10.4	9.7	126/1086	1011/14.2	17.4	18.0	95	15.9	208	1785	WCDX-F	
5. WKHK-F (C)	92/ 7.8	7.5	9.3	5.3	6.0	7.5	112/1266	1025/14.4	15.0	13.6	121	9.0	118	1122	WKHK-F	
6. WPLZ-F (B)	91/ 7.7	7.2	7.8	7.8	8.2	7.6	94/952	922/12.9	16.1	16.1	110	7.1	93	1259	WPLZ-F	
7. WTVR-F (EZ)	84/ 7.1	6.6	5.4	8.1	4.6	6.8	104/1352	966/13.6	12.0	11.9	70	3.7	48	616	WTVR-F	
8. WMXB-F (AC)	55/ 4.7	8.0	8.3	6.7	7.9	6.9	75/1223	1027/14.4	19.0	18.1	151	5.1	67	980	WMXB-F	
9. WVGO-F (O)	47/ 4.0	3.0	3.6	1.2	2.0	3.0	57/1069	900/12.6	9.2	7.6	148	5.3	70	994	WVGO-F	
10. WQSF-F (EZ)	22/ 1.9	1.0	1.3	2.6	3.3	1.7	28/646	515/ 7.2	5.2	9.2	126	1.3	17	250	WQSF-F	
11. WTVR (BB)	20/ 1.7	0.8	0.9	0.5	1.0	1.0	20/272	272/ 3.8	3.5	3.8	18	1.3	17	100	WTVR	
12. WDYL-F (REL)	15/ 1.3	0.9	1.1	1.2	0.6	1.1	15/310	310/ 4.4	2.8	3.2	138	1.4	18	224	WDYL-F	
13. WANT (B)	14/ 1.2	1.7	1.0	1.2	1.3	1.3	14/305	296/ 4.2	4.2	4.2	83	0.7	9	278	WANT	

12+ FM SHARE (METRO): 79.32% (821 of 1035) (FAL 88: 75.40%)

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 WRVQ-F	2 WRVQ-F	2 WTVR-F	2 WRVQ-F	2 WRVQ-F	2 WRVQ-F>	2 WCDX-F<	2 WCDX-F>>
3 WRXL-F	WCDX-F>	3 WCDX-F>	3 WCDX-F	3 WKHK-F<	3 WKHK-F>	3 WRXL-F	3 WTVR-F	3 WKHK-F<	3 WRVA	3 WPLZ-F
4 WPLZ-F	4 WPLZ-F>	4 WPLZ-F	4 WPLZ-F<	4 WCDX-F	4 WPLZ-F<	4 WCDX-F	4 WKHK-F	4 WCDX-F<	4 WPLZ-F>	4 WRVQ-F
5	5 WMXB-F<	5 WKHK-F	5 WKHK-F	5 WRVA <	5 WRVQ-F	5 WKHK-F	5 WCDX-F<	5 WRVA	5 WRXL-F	5
6	6 WKHK-F	6 WRVA	6 WMXB-F	6 WPLZ-F	6	6 WPLZ-F	6 WRVA	6 WTVR-F<	6	6
7	7	7 WMXB-F	7	7 WMXB-F	7	7 WTVR-F	7	7 WPLZ-F	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WCDX-F	1 WRXL-F	1 WRXL-F>	1 WCDX-F	1 WRVQ-F	1 WRXL-F>	1 WRXL-F>>	1 WRXL-F>>	1 WRXL-F>	1 WRXL-F>
2 WRXL-F>	2 WCDX-F	2 WRVQ-F	2 WRXL-F<	2 WCDX-F<	2 WRVQ-F	2 WRVQ-F>	2 WRVQ-F>	2 WRVQ-F	2 WKHK-F
3 WRVQ-F	3 WRVQ-F	WMXB-F	3 WRVQ-F>	3 WRXL-F	WCDX-F>	3 WCDX-F>	3 WCDX-F	3 WCDX-F	3 WRVQ-F
4 WPLZ-F>>	4 WPLZ-F	WCDX-F	4 WPLZ-F	WMXB-F	4 WPLZ-F	4 WPLZ-F	4 WKHK-F	4 WKHK-F	4 WRVA
5 WRVA	5 WMXB-F	5 WPLZ-F	WMXB-F	5 WPLZ-F	5 WAFX-F	5 WPLZ-F	5 WKHK-F	5 WPLZ-F	5 WPLZ-F
6	6	6	6	6 WRVA	WKHK-F>>	6	6 WRVA >	6	6 WCDX-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME TSA	SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		148 (1)	148 (1)	14.3	14.4	WPTH 1590 Richmond	0.8/2.5/ 10/ 198	
AOR/CLASSIC		150 (2)	150 (2)	14.5	12.5	WGCV 1240 Petersburg	0.8/1.8/ 9/ 130	
AC/OLDIES/SOFT ROCK	8 (1)	102 (2)	110 (3)	10.6	11.9	WKIE 1540 Richmond	0.6/2.7/ 7/ 192	
MOR/VARIETY	138 (1)		138 (1)	13.3	13.7	WLEE 1320 Richmond	0.7/1.9/ 8/ 138	
COUNTRY		92 (1)	92 (1)	8.9	8.9	WRNL 910 Richmond	0.7/2.7/ 8/ 199	
BLACK/URBAN	21 (2)	208 (3)	229 (5)	22.1	23.1			
BEAUTIFUL/EASY NEWS/TALK		106 (2)	106 (2)	10.2	8.8	WAFX-F 106.9 Suffolk/Norfolk	0.6/2.8/ 31/ 370	
NOSTALGIA	26 (1)		20 (1)	1.9	2.9	WOWI-F 102.9 Norfolk	0.3/1.7/ 7/ 176	
RELIGION/GOSPEL	19 (2)	15 (1)	34 (3)	3.3	3.3			
SPANISH CLASSICAL								
JAZZ/NEW AGE								
UNKNOWN/OTHERS	8 (1)		8 (1)	0.8	0.5			
	214 (8)	821 (12)	1035 (20)					

RADIO STATIONS

WANT, 990, 1 KW/16 W	, BLACK	NBN, \$ 15.00 (---)
WPTH, 1590, 5 KW (DAYS)	, RELIGION	, \$ 15.00 (---)
WRNL, 910, 5 KW (DA-N)	, OLDIES	MBS, \$ 29.00 (Katz)
WRVA, 1140, 50 KW (DA-1)	, MOR	NBC, CBS, \$ 97.00 (Christal)
WTVR, 1380, 5 KW (DA-2)	, NOSTALGIA	ABC E, \$ 20.00 (Republic)
WCDX-F, 92.7, 2.8 KW @ 340	BLACK	, \$ 40.00 (Eastman)
WDYL-F, 92.1, 3 KW @ 300	RELIGION	, \$ 15.00 (---)
WKHK-F, 95.3, 1.6 KW @ 550	COUNTRY	, \$ 35.00 (Banner)
WMXB-F, 103.7, 20 KW @ 720	AC	APR, \$ 72.00 (Durpetti)
WPLZ-F, 99.3, 3 KW @ 328	BLACK	US 1, \$ 60.00 (Mc-Guild)
WQSF-F, 96.5, 50 KW @ 500	SOFT AC	, \$ 34.00 (HNWH) Keymarket (WILLIAMSBURG)
WRVQ-F, 94.5, 200 KW @ 355	CHR	ABC C, \$ 101.00 (Christal)
WRXL-F, 102.1, 140 KW @ 320	AOR	, \$ 93.00 (Katz)
WTVR-F, 98.1, 50 KW @ 840	BTFL/EZ	ABC E, \$ 44.00 (Republic)
WVGO-F, 106.5, 8 KW @ 240	CHR/AOR	SOURCE, \$ 37.00 (Banner)

MISCELLANEOUS COMMENTS: WMX changes calls to WVGO (Aug)...WXGI changes to COUNTRY (Nov)...WPTH sold by Willis for \$450,000, WDJK sold to Willis for \$450,000...WPVA (Colonial Hts) sold by ABS for \$130,000...

RIVERSIDE-SAN BERNARDINO

Arbitron Rank/Pop (12+): 33/1,129,100
 MSA Rank/Pop: 18/2,360,000
 Los Angeles ADI
 Average Person Ratings: 17.2
 Market TSL: 25.25 hours

Stations: 44/17
 Diaries: 1313/860:1/51.0%
 Sample Target: 1290
 % Below Line: 48.5
 % Not Listed: 12.4

1989 Revenue: \$17,900,000
 HH Inc.: \$29,022
 Retail \$: 14.0 Bil
 Pop per Station: 66,417
 #1 Biller: KGGI-F \$3,800,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. KGGI-F (CHR)	195/10.1	8.5	7.0	8.9	7.7	8.6	219/3091	2493/22.1	18.1	20.1	68	16.3	318	2938	KGGI-F
2. KDUO-F (EZ)	135/ 7.0	7.5	8.2	10.0	8.0	8.2	185/1712	1254/11.1	13.9	10.5	64	3.3	65	679	KDUO-F
3. KLOS-F (AOR)	117/ 6.0	4.6	4.3	5.4	4.4	5.1	193/2314	1324/11.7	10.6	10.4	120	9.5	186	1492	KLOS-F
4. KQLZ-F (CHR)	89/ 4.6	6.1	6.7	1.1	1.4	4.6	177/1944	1185/10.5	14.0	3.7	63	5.7	112	1611	KQLZ-F
5. KOST-F (O)	81/ 4.2	4.5	4.6	4.4	3.5	4.4	134/1923	1221/10.8	12.5	11.9	133	3.2	62	972	KOST-F
6. KRTH-F (AC)	71/ 3.7	3.9	4.8	5.8	5.8	4.6	93/1825	1206/10.7	13.4	14.5	151	3.2	63	775	KRTH-F
7. KCKC (C)	66/ 3.4	3.7	2.8	2.4	2.3	3.1	70/562	509/ 4.5	6.2	5.0	53	3.6	70	526	KCKC
8. KODJ-F (AC)	65/ 3.4	3.3	2.8	1.0	2.0	2.6	74/1112	838/ 7.4	7.6	5.0	168	1.1	22	507	KODJ-F
KFI (N/T)	65/ 3.4	3.4	3.9	4.3	3.4	3.8	89/1574	1092/ 9.7	10.6	10.4	97	3.0	58	743	KFI
10. KIIS-F (CHR)**	52/ 2.7	3.2	3.3	4.4	5.3	3.4	137/2297	1244/11.0	13.2	15.3	85	4.8	93	1416	KIIS-F
11. KNTF-F (C)	51/ 2.6	1.5	1.6	1.7	1.0	1.9	89/1055	545/ 4.8	4.1	2.2	92	0.8	15	367	KNTF-F
KFGR-F (AC)	51/ 2.6	2.0	2.3	1.6	1.0	2.1	54/681	603/ 5.3	5.6	3.7	173				KFGR-F
13. KNX (N)	47/ 2.4	2.6	3.4	1.8	3.5	2.5	79/1721	1094/ 9.7	11.2	9.2	75	2.8	54	1224	KNX
14. KCAL-F (AOR)	45/ 2.3	3.9	3.5	2.9	4.7	3.2	73/1049	927/ 8.2	8.7	9.4	117	4.4	86	917	KCAL-F
15. KBIG-F (EZ)	39/ 2.0	2.3	2.2	2.7	2.4	2.3	60/960	708/ 6.3	6.8	7.5	105	1.7	33	406	KBIG-F

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

12+ FM SHARE (METRO): 75.35% (1281 of 1700) (FAL 88: 73.94%)

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 KGGI-F<	1 KLOS-F	1 KLOS-F<	1 KDUO-F>	1 KLOS-F<	1 KGGI-F	1 KGGI-F>	1 KGGI-F>	1 KNTF-F<
2 KQLZ-F	2 KGGI-F>	2 KLOS-F>	2 KGGI-F	2 KCKC	2 KGGI-F	2 KGGI-F	2 KDUO-F	2 KDUO-F<	2 KDUO-F	2 KNX
3	3 KQLZ-F>	3 KQLZ-F	3 KRTH-F	3 KODJ-F<	3 KFI	3 KDUO-F	3 KLOS-F	3 KQLZ-F<	3 KQLZ-F	3 KGGI-F
4	4 KRTH-F<	KOST-F<	4 KODJ-F<	4 KRTH-F	4 KODJ-F<	4 KOST-F	4 KRTH-F<	4 KLOS-F	4 KLOS-F	4 KFI
5	5 KOST-F<	5 KRTH-F	5 KOST-F	KOST-F	5 KGGI-F	5 KFI	5 KOST-F	5 KOST-F	5 KOST-F	5 KQLZ-F
6	6 KCAL-F	6	6	6	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KGGI-F>>	1 KGGI-F>	1 KRTH-F	1 KGGI-F	1 KOST-F	1 KLOS-F>	1 KLOS-F>>	1 KLOS-F>	1 KLOS-F>	1 KLOS-F>
2 KQLZ-F>	2 KLOS-F	2 KGGI-F	2 KOST-F	2 KGGI-F<	2 KQLZ-F	2 KGGI-F	2 KGGI-F	2 KGGI-F	2 KODJ-F
3 KOST-F	3 KRTH-F	3 KLOS-F>	3 KRTH-F	3 KRTH-F	KGGI-F>>	3 KQLZ-F	3 KCAL-F	3 KQLZ-F	3 KGGI-F
4 KLOS-F>	4 KQLZ-F	4 KTWV-F	4 KLOS-F	4 KDUO-F	4 KROQ-F	4 KCAL-F	4 KIIS-F	4 KODJ-F	4 KRTH-F
5 KCAL-F	KOST-F	5 KOST-F	5 KQLZ-F	5 KFGR-F	5 KDUO-F	5	5 KQLZ-F	5 KCAL-F	5 KFGR-F
6 KIIS-F>	6	6	6	6	6 KCAL-F	6	KOST-F	6	6
7	7	7	7	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		368 (5)	368 (5)	21.6	18.8	KBON-F 103.9 Lake Arrowhead	1.0/3.1/ 34/ 475
AOR/CLASSIC		209 (4)	209 (4)	12.3	17.0	KCAL 1410 Redlands	1.4/3.0/ 28/ 354
AC/OLDIES/SOFT ROCK		299 (6)	299 (6)	17.6	18.6	KDIF 1440 Riverside/SB	1.9/3.3/ 37/ 374
MOR/VARIETY	16 (1)		16 (1)	0.9		KHSJ 1320 Hemet	0.8/2.2/ 16/ 253
COUNTRY	90 (2)	130 (4)	220 (6)	12.9	8.8	KHYE-F 105.7 Hemet	1.0/2.4/ 21/ 283
BLACK/URBAN	13 (1)		13 (1)	0.8	1.5	KLFE 1240 San Bernardino	0.4/1.3/ 7/ 147
BEAUTIFUL/EASY		195 (4)	195 (4)	11.5	11.0	KHEN 1290 San Bernardino	0.7/2.4/ 13/ 270
NEWS/TALK	171 (6)		171 (6)	10.1	9.9	KOLA-F 99.9 San Bernardino	0.7/3.7/ 17/ 549
NOSTALGIA	31 (1)		31 (1)	1.8	3.6	KRSO 590 San Bernardino	1.0/3.9/ 20/ 509
RELIGION/GOSPEL	20 (2)		20 (2)	1.2	1.3	KWDJ-F 92.7 Riverside	1.9/4.4/ 42/ 627
SPANISH	71 (3)	27 (1)	98 (4)	5.8	5.5	KWRH 1370 Corona	0.4/0.7/ 8/ 107
CLASSICAL					1.1		
JAZZ/NEW AGE		46 (2)	46 (2)	2.7	2.9	KABC 790 Los Angeles	0.7/2.7/ 22/ 527
UNKNOWN/OTHERS	7 (2)	7 (1)	14 (3)	0.8		KBRT 740 Avalon	0.7/1.2/ 22/ 262
	419 (18)	1281 (27)	1700 (45)			KFWB 980 Los Angeles	1.0/4.2/ 40/ 934
						KIEV 870 Glendale	0.3/0.8/ 7/ 172
						KJOI-F 98.7 Los Angeles	0.6/1.4/ 31/ 339
						KKGO-F 105.1 Los Angeles	0.6/2.1/ 15/ 362
						KLAC 570 Los Angeles	1.2/3.3/ 27/ 590
						KLIT-F 101.9 Glendale	0.6/2.2/ 18/ 281
						KLX-F 97.1 Los Angeles	0.6/2.8/ 47/ 732
						KLVE-F 107.5 Los Angeles	1.4/3.3/ 34/ 467
						KMPC 710 Los Angeles	1.6/4.4/ 40/ 707
						KPWR-F 105.9 Los Angeles	0.9/4.1/ 23/ 677
						KROQ-F 106.7 Pasadena	1.8/4.2/ 69/ 886
						KTNQ 1020 Los Angeles	0.3/1.1/ 13/ 223
						KTWV-F 94.7 Los Angeles	1.8/5.4/ 54/ 973
						KWVE-F 107.9 San Clemente	0.4/1.1/ 9/ 175
						KWXT 1340 Cathedral City	0.0/0.1/ 0/ 0
						KWXY-F 98.5 Cathedral city	0.5/0.9/ 17/ 174
						KZLA-F 93.9 Los Angeles	1.2/2.5/ 37/ 513

RADIO STATIONS

AM STATIONS

KCAL,	1410,	5 KW/4 KW (DA-N),	HISPANIC	,	\$ 23.00 (Lotus)	
KCKC,	1350,	5 KW/500 W(DA-2),	COUNTRY	ABC I,	\$ 33.00 (HNWH)	
KDIF,	1440,	1 KW (DA-1)	, HISPANIC	UPI,	\$ 19.00 (Katz Hisp.)	
KMEN,	1290,	5 KW (DA-2)	, BLACK	,	\$ 15.00 (Mc-Guid)	American
KRSO,	590,	1 KW (DA-2)	, NEWS/TALK	ABC E,TALKNT,	\$ 27.00 (Katz)	Henry

FM STATIONS

KBON-F,	103.9,	.4 KW @ 2500,	OLDIES	,	\$ 26.00 (HNWH)	
KCAL-F,	96.7,	3 KW @ 300,	AOR	,	\$ 45.00 (Torbet)	Anahieim
KDUO-F,	97.5,	72 KW @ 360,	BTFL/EZ	ABC D,	\$ 65.00 (Katz)	Henry
KGGI-F,	99.1,	3 KW @ 1530,	CHR	,	\$ 87.00 (Mc-Guild)	American
KHYE-F,	105.5,	3 KW @ -245,	COUNTRY	ABC E,	\$ 15.00 (---)	
KNTF-F,	93.5,	3 KW @ -165,	COUNTRY	,	\$ 37.00 (---)	
KOLA-F,	99.9,	31 KW @ 1630,	OLDIES	ABC R,	\$ 42.00 (Banner)	Keymarket
KFGR-F,	95.1,	50 KW @ 330,	COUNTRY	MBS,	\$ 40.00 (MMR)	
KWDJ-F,	92.7,	3 KW @ 300,	COUNTRY	MBS,	\$ 28.00 (Banner)	

CALL LETTER CHANGES

KQLH-F changes to KFRG-F

FORMAT CHANGES

KFRG-F changes from AC to COUNTRY (Dec)...KOLA-F changes from AC to OLDIES (Dec)

STATION SALES

ROANOKE-LYNCHBURG

Arbitron Rank/Pop (12+): 94/371,900
 ADI # 68
 MSA Rank/Pop: 187 (Roanoke) 380,000
 248 (Lynchburg)
 Average Person Ratings: 18.4
 Market TSL: 24.25 hours

Stations: 24/21
 Diaries: 906/412:1/66.6%
 Sample Target: 770
 % Below Line: 2.3
 % Not Listed: 12.0

1989 Revenue: \$12,800,000
 HH Inc.: \$26,999
 Retail \$: 3.1 Bil
 Pop per Station: 17,709
 #1 Biller: WXLK-F \$3,500,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume
1. WXLK-F (CHR)	104/15.2	15.0	20.6	20.9	22.7	----	231/2833	1196/32.1	34.0	41.3	86			WXLK-F
2. WPVR-F (EZ)	79/11.5	11.5	13.9	11.0	13.4	----	138/1608	883/23.7	21.2	23.2	74			WPVR-F
3. WYYD-F (C)	73/10.7	14.5	10.0	12.7	11.0	----	98/948	706/18.9	22.0	18.8	110			WYYD-F
4. WROV-F (AOR)	52/ 7.6	8.2	-----	-----	-----	----	75/992	512/13.7	13.2	0.0	129			WROV-F
5. WJJS (B)	39/ 5.7	6.9	3.6	3.4	3.4	----	39/289	289/ 7.7	8.3	5.8	93			WJJS
6. WSLQ-F (AC)	38/ 5.5	4.0	8.5	8.2	6.5	----	85/1720	667/17.9	16.3	21.1	136			WSLQ-F
WJLM-F (C)	38/ 5.5	3.4	2.6	4.6	3.8	----	40/446	420/11.3	9.5	7.2	109			WJLM-F
8. WSLC (C)	35/ 5.1	3.5	5.1	5.1	4.8	----	53/503	364/ 9.8	8.4	10.5	104			WSLC
9. WFIR (N/T)	28/ 4.1	2.7	3.6	2.6	3.3	----	28/347	340/ 9.1	6.0	9.2	68			WFIR
10. WROV (O)	21/ 3.1	3.1	2.1	3.1	1.7	----	22/273	256/ 6.9	7.8	7.3	171			WROV
11. WGOL-F (O)	15/ 2.2	1.1	2.1	1.8	2.1	----	15/328	319/ 8.5	5.2	7.0	127			WGOL-F
12. WKZZ-F (CHR)	14/ 2.0	2.4	3.1	2.6	3.1	----	14/242	242/ 6.5	6.4	10.0	75			WKZZ-F
13. WTOY (B)	12/ 1.8	1.8	3.9	4.6	3.6	----	12/166	155/ 4.2	4.0	6.2	139			WTOY
14. WXYU-F (C)	10/ 1.5	0.9	1.1	1.3	1.0	----	11/203	170/ 4.6	4.2	5.8	120			WXYU-F
15.														

12+ FM SHARE (METRO): 74.96% (452 of 603) (FAL 88: 74.86%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WXLK-F>>	1 WXLK-F>	1 WXLK-F	1 WXLK-F>	1 WXLK-F	1 WXLK-F>>	1 WROV-F	1 WROV-F>	1 WXLK-F	1 WXLK-F
2 WJJS >	2 WROV-F	2 WSLQ-F	2 WYYD-F	2 WYYD-F	2 WROV-F	2 WXLK-F>>	2 WXLK-F>	2 WROV-F	2 WROV-F
3 WSLC	3 WJJS	3 WROV-F>	3 WSLQ-F	3 WPVR-F	3 WJLM-F	3 WYYD-F	3 WYYD-F	3 WYYD-F>	3 WYYD-F>
4 WROV-F	4 WSLQ-F>	4 WJJS	4 WJJS	4 WSLQ-F>	4 WYYD-F	4 WJLM-F	4 WROV	4 WSLQ-F	4 WROV
5 WPVR-F>	5 WSLC	5 WJLM-F	5 WROV-F	5 WROV-F	5 WSLQ-F>	5 WSLQ-F	5 WSLQ-F	5 WSLQ-F	5 WPVR-F
6	WPVR-F	6 WYYD-F	6 WPVR-F	6 WJJS	6 WFIR >	6	6 WJLM-F>	6 WJLM-F	6 WSLQ-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		118 (2)	118 (2)	19.6	28.5	WBLT 1350 Bedford	0.6/1.6/ 4/	61	
AOR/CLASSIC		52 (1)	52 (1)	8.6		WKHV-F 105.5 Altavista	0.4/1.8/ 6/	129	
AC/OLDIES/SOFT ROCK	21 (1)	63 (4)	84 (5)	13.9	15.9	WLLL 930 Lynchburg	1.0/2.5/ 9/	105	
MOR/VARIETY	4 (1)		4 (1)	0.7	6.0	WSAY 1480 Salem/Roanoke	0.4/1.2/ 3/	44	
COUNTRY	37 (2)	121 (3)	158 (5)	26.2	20.6	WNOD 1390 Lynchburg	0.3/1.7/ 2/	64	
BLACK/URBAN	51 (2)	11 (2)	62 (4)	10.3	10.7	WZST-F 102.7 Lynchburg	1.0/2.5/ 11/	151	
BEAUTIFUL/EASY		79 (1)	79 (1)	13.1	15.9				
NEWS/TALK	28 (1)		28 (1)	4.6		WFLO-F 95.7 Farmville	0.7/1.4/ 17/	362	
NOSTALGIA	7 (1)		7 (1)	1.2	0.9	WJMH-F 102.1 Reidsville	0.3/1.4/ 25/	386	
RELIGION/GOSPEL	3 (1)	3 (1)	6 (2)	1.0	1.3	WQOK-F 97.5 So. Boston	1.3/2.4/ 37/	395	
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS		5 (1)	5 (1)	0.8					
	151 (9)	452 (15)	603 (24)						

RADIO STATIONS

WFIR, 960, 5 KW (DA-N)	, NEWS/TALK	CBS, \$ 20.00 (HNWH)	Gibbons
WJJS, 1320, 1 KW/24 W (DA-1)	, BLACK	ABC F, \$ 18.00 (K & P)	(LYNCHBURG)
WROV, 1240, 1 KW	, OLDIES	ABC D, \$ 16.00 (HNWH)	Joyner
WSLC, 610, 5 KW/1 KW (DA-2)	, COUNTRY	NBC, \$ 23.00 (Katz)	Mel Wheeler
WTOY, 910, 1 KW/89 W (DA-1)	, BLACK	SBN, \$ 15.00 (K & P)	
WGOL-F, 98.3, 3 KW @ 240,	OLDIES	, \$ 13.00 (Roslin)	(LYNCHBURG)
WJLM-F, 93.5, 3 KW @ 97,	COUNTRY	MBS, US 2, \$ 18.00 (Southern)	(SALEM)
WKZZ-F, 100.1, .7 KW @ 620,	CHR	US 1, CBS, \$ 15.00 (Republic)	Bahakel (LYNCHBURG)
WPVR-F, 94.9, 100 KW @ 1980,	BTFL/EZ	, \$ 35.00 (HNWH)	Gibbons
WROV-F, 96.3, 100 KW @ 600,	AOR	ABC R, \$ 30.00 (HNWH)	Joyner (MARTINSVILLE)
WSLQ-F, 99.1, 200 KW @ 1985,	AC	ABC F, \$ 40.00 (Katz)	Mel Wheeler
WXLK-F, 92.3, 93 KW @ 2050,	CHR	US 1, \$ 80.00 (Torbet)	Coleman
WXYU-F, 101.7, 3 KW @ 300,	AOR	TRNSTR, \$ 13.00 (K & P)	(LYNCHBURG)
WYYD-F, 107.9, 20 KW @ 1720,	COUNTRY	MBS, \$ 37.00 (Eastman)	(AMHERST)

SACRAMENTO

Arbitron Rank/Pop (12+): 30/1195200
 MSA Rank/Pop: 34/1430,000
 ADI # 20
 Average Person Ratings: 16.2
 Market TSL: 21.50 hours

Stations: 23/20
 Diaries: 1452/823:1/51.2%
 Sample Target: 1340
 % Below Line: 4.4
 % Not Listed: 13.9

1989 Revenue: \$52,500,000
 HH Inc.: \$30,536
 Retail \$: 10.3 Bil
 Pop per Station: 59,760
 #1 Biller: KRAK-AF \$9,600,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUMC RATING	SPG 89	FAL 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. KRAK-F (C)	180/ 9.3	6.7	7.0	7.6	7.1	7.7	236/2921	2116/17.7	14.2	15.0	105	7.5	148	2012	KRAK-F
2. KFBK (N/T)	164/ 8.5	8.1	9.3	8.2	8.8	8.5	218/3049	2319/19.4	18.4	19.0	85	9.6	190	1759	KFBK
3. KXOA-F (AC)	157/ 8.1	7.8	6.9	6.1	5.9	7.2	176/2621	2260/18.9	17.0	18.2	135	4.9	98	1398	KXOA-F
4. KCTC-F (EZ)	143/ 7.4	7.6	7.9	8.3	7.0	7.8	187/2104	1547/12.9	13.8	14.5	55	3.7	73	1029	KCTC-F
5. KSFM-F (CHR)	137/ 7.1	7.1	7.4	6.0	5.2	6.9	176/3164	2372/19.8	20.7	19.0	75	12.3	244	3115	KSFM-F
6. KZAP-F (AOR)	133/ 6.9	6.4	6.0	5.5	5.2	6.2	191/2503	1849/15.5	14.6	13.5	133	6.6	132	1895	KZAP-F
7. KRXQ-F (AOR)	133/ 6.9	5.6	5.8	7.1	5.8	6.3	143/1764	1512/12.7	13.7	13.6	87	9.3	185	1771	KRXQ-F
8. KHYL-F (O)	90/ 4.7	5.5	5.1	3.8	5.1	4.8	111/1817	1466/12.3	13.1	13.4	145	5.2	104	1329	KHYL-F
9. KAER-F (AC)	79/ 4.1	4.7	3.4	3.7	3.3	4.0	92/1644	1391/11.6	10.6	10.1	129	4.0	79	1249	KAER-F
10. KQPT-F (J/NA)	76/ 3.9	4.9	4.1	6.4	7.0	4.8	92/1493	1240/10.4	11.4	14.1	144	4.0	80	1029	KQPT-F
11. KROY-F (CHR)	64/ 3.3	3.3	3.1	4.8	5.5	3.6	72/1631	1466/12.3	12.6	15.2	82	4.9	98	2289	KROY-F
12. KRAK (C)	54/ 2.8	3.5	4.3	4.1	4.2	3.7	127/1640	831/ 7.0	8.0	9.5	89	3.4	67	939	KRAK
13. KWOD-F (CHR)	49/ 2.5	3.4	3.8	3.7	4.1	3.3	64/1864	1333/11.2	12.7	15.1	40	3.9	77	1549	KWOD-F
14. KSAC (CL)	33/ 1.7	0.4	1.0	0.7	0.6	0.9	36/436	405/ 3.4	2.9	2.8	41	0.3	5	170	KSAC
15. KFRC (BB)	32/ 1.7	2.4	1.5	1.4	1.0	1.8	83/1012	438/ 3.7	3.6	2.3	18	1.1	21	246	KFRC
16. KNBR (MOR)	30/ 1.6	1.7	1.8	1.1	0.7	1.5	94/1872	588/ 4.9	5.6	3.4	112	1.2	23	549	KNBR
17. KSMJ (O)	26/ 1.3	0.8	0.3	0.6	1.3	0.8	27/364	312/ 2.6	2.2	4.3	146	1.1	22	447	KSMJ
18. KGO (N/T)	23/ 1.2	1.4	1.8	0.8	1.6	1.3	111/1683	540/ 4.5	4.5	5.2	33	1.8	36	497	KGO
19. KGNR (O)	21/ 1.1	0.8	1.9	1.2	1.4	1.3	25/644	590/ 4.9	5.4	5.9	136	0.9	17	466	KGNR
20.															

12+ FM SHARE (METRO): 74.81% (1247 of 1667) (FAL 88: 71.19%)

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

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

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS/	METRO CUME TSA TSA SHARE/RATING/AQH/CUME
TOP 40/CHR/CONTEMP		250 (3)	250 (3)	15.0	17.2	KFIA 710 Carmichael	0.6/2.1/13/316
AOR/CLASSIC		266 (2)	266 (2)	16.0	12.5	KRCX 1110 Roseville/Scrmn	0.9/1.4/31/254
AC/OLDIES/SOFT ROCK	47 (2)	326 (3)	373 (5)	22.4	20.0	KRLT-F 93.9 SL Tahoe	0.3/0.9/6/135
MOR/VARIETY	30 (1)		30 (1)	1.8	0.8	KXOA 1470 Sacramento	0.4/2.3/8/276
COUNTRY	54 (1)	180 (1)	234 (2)	14.0	12.8		
BLACK/URBAN							
BEAUTIFUL/EASY		143 (1)	143 (1)	8.6	8.4		
NEWS/TALK	195 (3)		195 (3)	11.7	12.3		
NOSTALGIA	32 (1)		32 (1)	1.9	4.2		
RELIGION/GOSPEL	11 (1)		11 (1)	0.7	0.8		
SPANISH	18 (1)		18 (1)	1.1	2.3		
CLASSICAL	33 (1)		33 (1)	2.0	0.7		
JAZZ/NEW AGE		76 (1)	76 (1)	4.6	7.9		
UNKNOWN/OTHERS		6 (1)	6 (1)	0.4			
	420 (11)	1247 (12)	1667 (23)				

RADIO STATIONS

AM STATIONS

KFBK, 1530, 50 KW (DA-2), NEWS	APR, ABC I, \$ 100.00 (Group W)	Westinghouse
KFIA, 710, 10 KW/250 W(DA-2), RELIGION	, \$ 24.00 (---)	
KGNR, 1320, 5 KW (DA-2), SOFT AC	CBS, \$ 30.00 (Christal)	Tribune Co.
KRAK, 1140, 50 KW (DA-2), COUNTRY	, \$ 72.00 (Katz)	EZ
KRCX, 1100, 5 KW/500 W(DA-2), HISPANIC	, \$ 42.00 (Lotus)	Fuller-Jeffrey
KSAC, 1240, 1 KW, CLASSICAL	, \$ 32.00 (CMBS)	
KSMJ, 1380, 5 KW (DA-2), OLDIES	SMN, \$ 28.00 (MMR)	Booth/Genesis
KXOA, 1470, 5 KW/1 KW (DA-2), NEWS/TALK	, \$ 35.00 (Banner)	Brown

FM STATIONS

KAER, 92.5, 50 KW @ 500, AC	, \$ 55.00 (Group W)	Westinghouse
KYMX, 96.1, 50 KW @ 476, EZ/SOFT AC	, \$ 88.00 (Christal)	Tribune Co.
KHYL, 101.1, 36 KW @ 567, OLDIES	, \$ 40.00 (Eastman)	Parker (PAUBURN)
KQPT, 100.5, 115 KW @ 380, JAZZ/NAC	SOURCE, \$ 95.00 (Republic)	Duchossois
KRAK, 105.1, 50 KW @ 500, COUNTRY	, \$ 110.00 (Katz)	EZ
KROY, 96.9, 50 KW @ 500, CHR	ABC R, \$ 60.00 (Christal)	Great American
KRXQ, 93.7, 25 KW @ 306, AOR	, \$ 70.00 (Torbet)	Fuller-Jeffrey
KSFM, 102.5, 50 KW @ 500, CHR	, \$ 90.00 (MMR)	Booth/Gen. (WOODLAND)
KNOD, 106.5, 50 KW @ 310, CHR	RADRAD ABC F, \$ 59.00 (CBS)	
KXOA, 107.9, 50 KW @ 420, AC/OLDIES	, \$ 124.00 (Banner)	Brown
KZAP, 98.5, 50 KW @ 495, AOR	, \$ 94.00 (Mc-Guild)	Nationwide

CALL LETTER CHANGES

KCTC-F changes to KYMX (Jan)

FORMAT CHANGES

KYMX changes from EZ to SOFT AC (Jan)...KGNR changes from OLDIES to SOFT AC (Jan)...

STATION SALES

SAGINAW-BAY CITY-MIDLAND

Arbitron Rank/Pop (12+): 111/327,100
 MSA Rank/Pop: 116/407,000
 ADI # 58 (w/Flint)
 Average Person Ratings: 17.6
 Market TSL: 20/11 hours

Stations: 19/12
 Diaries: 755/433:1/56.8%
 Sample Target: 740
 % Below Line: 6.4
 % Not Listed: 10.2

1989 Revenue: \$10,000,000
 HH Inc.: \$28,265
 Retail \$: 3.1 Bil
 Pop per Station: 27,258
 #1 Biller: WIOG-F \$3,700,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WIOG-F (CHR)	103/17.9	24.1	30.1	24.3	29.9	----	273/3361	1321/40.4	41.9	51.2	80	26.2	175	1566	WIOG-F
2. WSGW (MOR)	71/12.3	10.6	10.8	13.3	15.0	----	77/1032	824/25.2	19.4	20.4	71	8.1	54	563	WSGW
3. WKQC-F (C)	70/12.1	9.4	12.5	10.8	8.7	----	122/1486	696/21.3	20.5	25.8	118	7.9	53	602	WKQC-F
4. WKQZ-F (AOR)	60/10.4	8.6	7.8	8.3	7.3	----	90/955	652/19.9	16.3	14.4	87	10.3	69	602	WKQZ-F
5. WHNN-F (AC)	53/ 9.2	11.1	11.0	13.7	7.7	----	119/1642	844/25.8	24.2	26.6	139	10.6	71	836	WHNN-F
6. WTLZ-F (B)	45/ 7.8	8.2	3.4	2.5	2.8	----	53/559	337/10.3	9.1	6.1	119	8.1	54	518	WTLZ-F
7. WGER-F (EZ)	42/ 7.3	5.6	6.1	6.6	8.9	----	51/696	509/15.6	13.6	12.6	127	7.0	47	440	WGER-F
8. WKNX (BB)	17/ 2.9	0.8	0.3	1.2	0.9	----	27/213	162/ 5.0	2.9	2.0	41	2.1	14	137	WKNX
9. WJR (MOR)	10/ 1.7	2.2	2.2	1.8	3.8	----	82/1278	289/ 8.8	7.1	5.6	112	1.3	9	195	WJR
10. WXOX (O)	9/ 1.6	1.3	1.0	0.9	1.0	----	10/295	201/ 6.1	4.1	3.9	175	1.0	7	156	WXOX
11. WFDF (MOR)	8/ 1.4	0.7	1.2	1.6	1.0	----	49/690	188/ 5.7	2.4	2.7	0	1.0	7	134	WFDF
12. WSAM (O)	7/ 1.2	1.5	1.5	2.1	1.6	----	9/251	196/ 6.0	5.4	6.2	183	2.1	14	192	WSAM

12+ FM SHARE (METRO): 76.45% (396 of 518) (FAL 88: 80.71%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WIOG-F>>	1 WIOG-F>>	1 WIOG-F	1 WIOG-F>	1 WIOG-F	1 WKQC-F>>	1 WKQC-F>>	1 WKQC-F	1 WKQC-F>	1 WKQC-F<
2 WKQC-F	2 WHNN-F>	2 WHNN-F>	2 WHNN-F	2 WKQC-F	2 WIOG-F>>	2 WIOG-F>>	2 WIOG-F>	2 WIOG-F	2 WKQC-F<
WHNN-F>	3 WKQC-F	3 WKQC-F	3 WKQC-F	3 WHNN-F	3 WKQC-F>>	3 WTLZ-F	3 WTLZ-F>	3 WKQC-F	3 WIOG-F<
4 WUPS-F	4 WKQC-F	4 WTLZ-F	4 WGER-F	4 WGER-F	4 WSGW	WKQC-F	4 WKQC-F	4 WHNN-F	4 WHNN-F<
WTLZ-F	5 WTLZ-F	WGER-F	5 WTLZ-F	5 WTLZ-F	WHNN-F	5 WHNN-F	WHNN-F>	5 WTLZ-F	5 WSGW
WKQC-F>	6	6 WKQC-F>	6	6	6	6	6 WSGW >	6 WSGW	6 WTLZ-F
7	7	7	7	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		106 (2)	106 (2)	20.5	33.0	WLFS-F 100.9	Pinconning/Sag	0.7/2.8/	9/ 142
AOR/CLASSIC		63 (2)	63 (2)	12.2	8.9				
AC/OLDIES/SOFT ROCK	16 (2)	60 (3)	76 (5)	14.7	16.3				
MOR/VARIETY	89 (3)		89 (3)	17.2	15.6	WCEN-F 94.5	Mt. Pleasant	0.5/3.7/	49/ 508
COUNTRY		75 (3)	75 (3)	14.5	14.1	WCFX-F 95.3	Clare/Mt Pleasn	0.3/1.9/	13/ 279
BLACK/URBAN		45 (1)	45 (1)	8.7	3.7	WCRZ-F 107.9	Flint	0.5/3.0/139/1511	
BEAUTIFUL/EASY		45 (2)	45 (2)	8.7	7.1	WGMZ-F 101.7	Tuscola/Flint	0.5/2.0/	14/ 313
NEWS/TALK						WUPS-F 98.5	Houghton Lake	0.5/2.4/	22/ 304
NOSTALGIA	17 (1)		17 (1)	3.3		WWCK-F 105.5	Flint	0.5/2.7/	87/1091
RELIGION/GOSPEL					0.4	WWW-F 106.7	Detroit	0.3/1.8/	3/ 135
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS		2 (1)	2 (3)	0.4	0.9				
	122 (8)	396 (14)	518 (22)						

RADIO STATIONS

WSAM, 1400, 1 KW (DA-2), OLDIES, ABC D, \$ 16.00 (Christal), MacDonald
 WSGW, 790, 5 KW/1 KW (DA-2), MOR, NBC, MBS, \$ 39.00 (Katz), Booth
 WXOX, 1250, 1 KW (DAYS), OLDIES, \$ 14.00 (---)
 WGER-F, 106.3, 3 KW @ 325, EZ, MBS, \$ 30.00 (Mc-Guild)
 WHNN-F, 96.1, 100 KW @ 1032, AC, US 2, \$ 43.00 (Republic), Liggett
 WIOG-F, 102.5, 86 KW @ 870, CHR, ABC C, SOURCE, \$ 80.00 (Katz), Booth
 WKQC-F, 98.1, 50 KW @ 500, COUNTRY, ABC D, \$ 42.00 (Christal), MacDonald
 WKQZ-F, 93.5, 3 KW @ 300, AOR, US 1, ABC R, \$ 31.00 (Eastman)
 WTLZ-F, 107.1, 2 KW @ 360, BLACK, SBN, \$ 21.00 (Banner)

MISCELLANEOUS COMMENTS: WBCM changes from RELIGION to COUNTRY (Dec)...

ST. LOUIS

Arbitron Rank/Pop (12+): 15/2,052,400
 MSA Rank/Pop: 13/2,490,000
 ADI # 18
 Average Person Ratings: 18.1
 Market TSL: 23.30 hours

Stations: 26/26
 Diaries: 1830/1121:1/60.1%
 Sample Target: 1760
 % Below Line: 0.0
 % Not Listed: 6.9

1989 Revenue: \$69,000,000
 HH Inc.: \$30,906
 Retail \$: 18.3 Bil
 Pop per Station: 78,938
 #1 Biller: KMOX \$21,700,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume
1. KMOX (N/T)	696/18.8	22.3	21.2	18.7	17.1	20.3	806/9296	7693/37.5	39.9	34.3	72	19.4	732	7923 KMOX
2. KEZK-F (EZ)	353/ 9.5	6.4	8.1	7.7	8.4	7.9	399/4026	3432/16.7	15.8	17.4	74	3.8	142	2138 KEZK-F
3. KSHE-F (AOR)	312/ 8.4	9.3	9.7	8.3	9.9	8.9	393/5248	4100/20.0	21.3	20.9	99	12.8	482	5185 KSHE-F
4. KMJM-F (B)	258/ 7.0	7.6	5.7	5.5	6.5	6.4	260/32513	2450/11.9	10.3	10.8	90	12.5	471	3064 KMJM-F
5. WKBQ-F (CHR)	250/ 6.7	8.5	6.1	6.4	3.6	6.9	279/4542	3884/18.9	17.9	14.2	57	8.7	328	4301 WKBQ-F
6. KSD -F (AOR)	223/ 6.0	4.9	5.1	4.7	6.8	5.2	236/3597	3342/16.3	15.0	16.4	132	7.4	280	3228 KSD -F
7. KYKY-F (AC)	205/ 5.5	5.5	4.7	5.0	5.1	5.2	221/3476	3269/15.9	14.5	13.2	135	4.2	160	2785 KYKY-F
8. WIL -F (C)	199/ 5.4	4.4	5.8	4.9	5.8	5.1	246/3200	2584/12.6	12.9	13.2	126	4.4	166	2912 WIL -F
9. KLOU-F (O)	161/ 4.3	3.5	5.2	7.0	5.8	5.0	200/3209	2639/12.9	16.1	17.8	174	2.9	110	1995 KLOU-F
10. WKKX-F (C)	131/ 3.5	1.7	1.8	3.0	2.4	2.5	145/1948	1549/ 7.5	6.5	6.2	117	2.0	76	1243 WKKX-F
11. KRJY-F (AC)	93/ 2.5	2.5	2.5	3.0	3.5	2.6	96/1880	1742/ 8.5	7.2	11.1	164	1.4	54	888 KRJY-F
12. KUSA (C)	85/ 2.3	1.5	2.0	1.8	1.4	1.9	142/1943	1119/ 5.5	5.6	5.2	87	0.8	32	753 KUSA
13. KATZ (B)	74/ 2.0	1.6	2.1	1.6	2.0	1.8	74/1036	1036/ 5.0	4.6	3.9	135	1.8	68	773 KATZ
14. KATZ-F (B)	59/ 1.6	1.1	1.4	1.0	1.0	1.3	60/1010	979/ 4.8	5.7	3.9	156	1.8	69	1478 KATZ-F
15. WSNL-F (AC)	55/ 1.5	1.2	0.6	1.4	1.6	1.2	61/1387	1341/ 6.5	3.4	5.3	167	1.2	45	970 WSNL-F
16. WEW (BB)	47/ 1.3	1.3	1.0	1.4	0.7	1.3	50/463	392/ 1.9	2.2	2.0	8	0.9	35	261 WEW
17. KFUF-F (CL)	46/ 1.2	2.0	1.6	1.2	1.3	1.5	51/1243	1174/ 5.7	5.1	5.0	108	2.0	76	1210 KFUF-F
18.														
19.														
20.														

12+ FM SHARE (METRO): 70.75% (2445 of 3456) (FAL 88: 69.54%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKBQ-F>>	1 KSHE-F	1 KSHE-F	1 KMOX	1 KMOX >	1 KMOX >>	1 KMOX >>	1 KMOX	1 KMOX >	1 KMOX >	1 KMOX >>
2 KMJM-F>	2 KSD -F	2 KSD -F<	2 KSHE-F	2 KSHE-F	2 KEZK-F>>	2 KSD -F	2 KEZK-F>	2 KEZK-F	2 KMJM-F	2 WKBQ-F<
3 KSHE-F	3 KYKY-F<	3 KMOX	3 KSD -F	3 KSD -F	3 WIL -F	3 KSHE-F	3 KSHE-F	3 KSHE-F	3 WKBQ-F	3 KMJM-F
4	4 KMJM-F	4 KYKY-F	4 KYKY-F<	4 KLOU-F<	4 KLOU-F	4 KEZK-F	4 KSD -F<	4 WKBQ-F	4 KSHE-F	4 WIL -F
5	5 WKBQ-F>	5 KMJM-F	5 KLOU-F	5 KYKY-F	5 WKKX-F	5 WIL -F<	5 KYKY-F	5 KMJM-F	5 KEZK-F	5 KSHE-F
6	6 KMOX	6 WIL -F	6 WIL -F<	6 KEZK-F<	6	6 KYKY-F	6 KLOU-F	6 KSD -F	6	6 KYKY-F
7	7 WIL -F	7 KLOU-F	7 KMJM-F	7 WIL -F	7	7 WKBQ-F	7 KMJM-F<	7 KYKY-F<	7	7 KEZK-F
8	8	8 WKBQ-F	8	8 KMJM-F	8	8 KMJM-F	8 WIL -F	8 WIL -F	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KMJM-F	1 KMJM-F	1 KYKY-F	1 KMJM-F<	1 KMOX >	1 KSHE-F>>	1 KSHE-F>	1 KSD -F	1 KSHE-F	1 KMOX >
2 WKBQ-F	2 KYKY-F<	2 WKBQ-F	2 KYKY-F	2 KYKY-F	2 KSD -F	2 KSD -F>	2 KSHE-F>	2 KSD -F	2 KSD -F<
3 KSHE-F	3 WKBQ-F	3 KMJM-F<	3 WKBQ-F	3 KEZK-F	3 WKBQ-F>	3 KYKY-F	3 KMOX	3 KMOX >	3 KSHE-F>
4 KSD -F	4 KSHE-F	4 KSHE-F	4 KSHE-F	4 KMJM-F<	4 KYKY-F>	4 KMOX	4 KYKY-F	4 KYKY-F	4 KLOU-F
5 KYKY-F>>	5 KSD -F	5 KSD -F	5 KMOX	5 WIL -F<	5 KMJM-F	5 KMJM-F	5 KMJM-F	5 KLOU-F	5 WIL -F
6	6	6 KRJY-F	6 KSD -F<	6 KLOU-F	6 WIL -F	6 WKBQ-F	6 KLOU-F	6 WIL -F	6 KYKY-F
7	7	7	7 WIL -F	7 KSHE-F	7	7 KLOU-F	7 KATZ-F	7	7 KEZK-F
8	8	8	8 KLOU-F	8	8	8	8	8	8

FORMATS	AM	FM	TOTAL	%	FAL 88	OTHER RATED STATIONS	METRO CUME TSA	TSA
	--	--	----	-	%		/SHARE/RTG/	AQH/CUME
TOP 40/CHR/CONTEMP		286 (2)	286 (2)	8.3	3.8	KGLD 1380	St. Louis	0.6/2.5/23/546
AOR/CLASSIC		535 (2)	535 (2)	15.5	19.7	KHTK-F 97.1	Florissant/St L	1.0/4.9/49/1139
AC/OLDIES/SOFT ROCK	23 (1)	550 (5)	573 (6)	16.6	19.2	KSIV 1320	Clayton/St. L.	0.4/1.5/23/342
MOR/VARIETY						KSTZ-F 105.7	Ste. Geneve/St.L	1.0/5.2/56/1396
COUNTRY	99 (2)	330 (2)	429 (4)	12.4	11.1	KXOK 630	St. Louis	0.4/3.0/20/710
BLACK/URBAN	74 (1)	317 (2)	391 (3)	11.3	10.2	WCBW-F 104.9	Columbia/St. L.	0.8/2.2/28/485
BEAUTIFUL/EASY		353 (1)	353 (1)	10.2	8.9	WESL 1490	E. St. Louis	0.5/1.3/20/268
NEWS/TALK	712 (2)		712 (2)	20.6	19.6	WGNU 920	Granite City	0.6/1.8/21/369
NOSTALGIA	47 (1)		47 (1)	1.4	1.2	WIL 1430	St. Louis	0.4/2.7/14/586
RELIGION/GOSPEL	35 (2)	28 (1)	63 (3)	1.8	3.1			
SPANISH								
CLASSICAL		46 (1)	46 (1)	1.3	1.4			
JAZZ/NEW AGE								
UNKNOWN/OTHERS	21 (1)		21 (1)	0.6	1.8			
	1011 (10)	2445 (16)	3456 (26)					

RADIO STATIONS

AM STATIONS

KATZ, 1600,	5 KW (DA-N)	, BLACK	NBN, \$ 45.00 (K & P)	Interurban
KGLD, 1380,	5 KW/1 KW (DA-2),	OLDIES	US 1, \$ 35.00 (Katz)	Chase
KMOX, 1120,	50 KW	, TALK	CBS, \$ 325.00 (CBS)	CBS
KSIV, 1320,	5 KW/125 W(DA-2),	RELIGION	, \$ 18.00 (---)	Bott
KUSA, 550,	5 KW (DA-N)	, COUNTRY OLDIES	MBS, \$ 50.00 (Mc-Guild)	Gannett
KXOK, 630,	5 KW (DA-2)	, TALK	ABC D, \$ 35.00 (HNWH)	
WESL, 1490,	1 KW/250 W(DA-1),	BLACK	SBN, \$ 25.00 (K & P)	
WEW, 770,	1 KW (DAYS)	, NOSTALGIA	, \$ 27.00 (---)	
WIL, 1430,	5 KW (DA-2)	, COUNTRY OLDIES	ABC I, \$ N/A (Banner)	Heritage

FM STATIONS

KATZ, 100.3,	50 KW @ 495,	BLACK	NBN, \$ 37.00 (K & P)	Interurban
KEZK, 102.5,	100 KW @ 500,	BTFL/EZ	, \$ 93.00 (MMR)	Adams
KFUO, 99.1,	100 KW @ 557,	CLASSICAL	MBS, \$ 46.00 (CMBS)	
KLOU, 103.3,	100 KW @ 900,	OLDIES	CBS, \$ 85.00 (CBS)	CBS
KHTK, 97.1,	100 KW @ 560,	JAZZ/NAC	, \$ 45.00 (HNWH)	
KMJM, 107.7,	100 KW @ 575,	BLACK	, \$ 95.00 (Christal)	Noble
KRJY, 96.3,	100 KW @ 540,	SOFT AC	NBC, \$ 54.00 (Banner)	
KSD, 93.7,	100 KW @ 850,	CLASSIC AOR	, \$ 100.00 (Mc-Guild)	Gannett
KSHE, 94.7,	100 KW @ 1019,	AOR	, \$ 155.00 (HNWH)	Emmis
KSTZ, 105.7,	100 KW @ 285,	AC	SOURCE, \$ N/A (---)	(ST.GENEVIEVE)
KYKY, 98.1,	100 KW @ 580,	AC	, \$ 125.00 (MMR)	EZ
WCBW, 104.9,	3 KW @ 235,	RELIGION	, \$ 20.00 (---)	Universal
WIL, 92.3,	97 KW @ 900,	COUNTRY	ABC E, \$ 75.00 (Banner)	Heritage
WKBQ, 106.5,	93 KW @ 1015,	CHR	, \$ 73.00 (Katz)	Chase
WKKX, 104.1,	50 KW @ 500,	COUNTRY	, \$ 41.00 (Roslin)	(JERSEY)
WSNL, 101.1,	50 KW @ 550,	AC	, \$ 40.00 (Torbet)	

CALL LETTER CHANGES

KLTH-F changes to KHTK-F (Aug)

FORMAT CHANGES

KHTK-F changes from JAZZ/NAC to CONTEMP.

STATION SALES

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

* CHR - Contemporart Hit Radio, Top 40, Contemporary	T - Talk
* AC - Adult Contemporary	N - News
* O - Oldies (1955 to near 1988)	SP - Hispanic/Spanish
* B - Black (audience predominantly Black - over 75%)	BB - Big Band, Nostalgia
* U - Urban (majority of audience is non-white although a large segment is white)	M - Middle of Road (MOR), Full Service, Variety
* EZ - EZ listening, Beautiful Music	J/NA - Jazz and New Age
* AOR - Album Oriented Rock, also includes Classic Rock	R - Religion, Christian, Christian Music*
* CL - Classical	G - Gospel
* C - Country	E - Ethnic
*	? - Others or Unknown
*	

SALINAS-MONTEREY-SANTA CRUZ

Arbitron Rank/Pop (12+): 75/494,900
 ADI # 106
 MSA Rank/Pop: 133 (Sal/Mont) 594,000
 NA (Santa Cruz)
 Average Person Ratings: 16.7
 Market TSL: 22.00 hours

Stations: 35/20
 Diaries: 964/513:1/49.5%
 Sample Target: 880
 % Below Line: 31.5
 % Not Listed: 16.1

1989 Revenue: \$12,400,000
 HH Inc.: \$30,643
 Retail \$: 3.8 Bil
 Pop per Station: 24,745
 #1 Biller: KNAV-F \$1,900,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. KGO (N/T)	59/ 7.1	7.4	6.6	7.9	7.5	7.3	64/916	876/17.7	16.2	14.4	56	10.5	87	941	KGO
KDON-F (CHR)	59/ 7.1	7.5	11.2	8.7	8.7	8.6	64/1165	1095/22.1	28.0	22.0	62	14.7	122	1468	KDON-F
3. KMBY-F (AOR)	49/ 5.9	5.6	4.8	5.3	5.0	5.4	49/636	626/12.6	12.1	11.9	110	4.9	41	576	KMBY-F
4. KNAV-F (AC)	46/ 5.6	5.0	3.8	5.3	5.9	4.9	48/674	626/12.6	14.9	14.2	148	4.0	33	589	KNAV-F
5. KTOM-AF (C)	44/ 5.3	7.3	6.0	7.4	5.8	6.5	47/677	658/13.3	16.2	10.7	117	6.2	52	762	KTOM-AI
6. KWSS-F (CHR)	42/ 5.1	5.3	5.8	6.3	6.8	5.6	46/858	795/16.1	20.9	19.4	88	7.1	59	1135	KWSS-F
7. KBAY-F (EZ)	37/ 4.5	5.1	4.9	5.9	3.4	5.1	38/508	452/ 9.1	10.2	9.3	44	3.3	27	391	KBAY-F
8. KOCN-F (AC)	34/ 4.1	2.5	3.8	4.0	5.2	3.6	34/459	459/ 9.3	8.4	8.7	120	2.9	24	279	KOCN-F
9. KCTY (SP)	31/ 3.7	2.7	3.1	2.1	3.3	2.9	31/356	356/ 7.0	7.5	5.4	122	1.3	11	217	KCTY
10. KRAY-F (SP)	29/ 3.5	1.2	1.2	2.0	2.2	2.0	29/273	273/ 5.5	3.9	4.7	83	1.3	11	191	KRAY-F
11. KBOQ-F (CL)	28/ 3.4	3.9	2.8	3.8	3.4	3.5	28/368	360/ 7.3	7.6	8.8	85	4.0	33	385	KBOQ-F
12. KCBS (N/T)	26/ 3.1	2.1	2.7	2.8	2.9	2.7	27/553	518/10.5	8.0	9.5	52	2.4	20	357	KCBS
13. KLRS-F (J/NA)	22/ 2.7	2.9	2.4	2.3	1.6	2.6	24/472	452/ 9.1	9.0	5.7	159				KLRS-F
14. KTGE (SP)	20/ 2.4	1.3	2.0	1.4	1.1	1.8	20/244	244/ 4.9	3.8	3.1	129	1.4	12	181	KTGE
15. KLFA-F (SP)	18/ 2.2	2.2	3.8	2.7	1.5	2.7	23/160	148/ 3.0	4.7	2.8	50	1.9	16	137	KLFA-F

12+ FM SHARE (METRO): 69.64% (484 of 695) (FAL 88: 73.39%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KDON-F>>	1 KMBY-F>	1 KMBY-F	1 KNAV-F	1 KNAV-F	1 KGO>	1 KGO	1 KMBY-F	1 KMBY-F<	1 KGO <	1 KGO >>
2 KWSS-F>	2 KWSS-F<	2 KNAV-F	2 KMBY-F	2 KMBY-F<	2 KBAY-F	2 KDON-F	2 KGO <	2 KDON-F	2 KWSS-F	2 KCTY >>
3 KRAY-F	3 KDON-F	3 KDON-F	3 KTOM-AF<	3 KTOM-AF	3 KTOM-AF	3 KTOM-AF<	3 KDON-F<	3 KTOM-AF	3 KRAY-F	3 KLFA-F
4 KZXR	4 KNAV-F	4 KWSS-F	4 KOCN-F	4 KOCN-F	4 KBOQ-F	4 KNAV-F	4 KTOM-AF<	4 KGO	4 KDON-F	4 KSJO-F
5 KLFA-F	5 KRAY-F	5 KOCN-F	5 KWSS-F<	5 KWSS-F	5 KCBS	5 KWSS-F	5 KNAV-F	5 KOCN-F	5 KMBY-F<	5 KFRC >
6 KOCN-F	6 KTOM-AF	6 KDON-F	6 KCTY	6 KCTY	6 KMBY-F	6	6	6	6 KOCN-F<	6
7	7	7	7 KLRS-F	7 KDON-F	7 KNAV-F	7	7	7	7 KBOQ-F<	7
8	8	8	8	8	8	8	8	8	8 KLFA-F	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KWSS-F	1 KWSS-F	1 KNAV-F>	1 KNAV-F	1 KNAV-F>	1 KMBY-F>	1 KMBY-F>	1 KMBY-F>>	1 KMBY-F>>	1 KMBY-F>
KOCN-F	KNAV-F	2 KWSS-F	2 KOCN-F	2 KTOM-AF	2 KDON-F>	2 KDON-F	2 KLRS-F	2 KDON-F	2 KNAV-F
KDON-F>	3 KOCN-F	3 KOCN-F	3 KDON-F	3 KOCN-F	3 KWSS-F	3 KWSS-F	3 KWSS-F	3 KTOM-AF	3 KTOM-AF
4 KNAV-F	4 KDON-F	4 KMBY-F	4 KWSS-F	4 KCTY	KZXR	4 KRAY-F	KNAV-F	KWSS-F	KGO
KRAY-F	5 KMBY-F	5 KLRS-F>	5 KTOM-AF	5 KDON-F	KRAY-F	5 KTGE	KDON-F	5 KGO	KLRS-F
KLFA-F	6	6	6	6	6 KTOM-AF	6	6 KTGE	KNAV-F	6
7	7	7	7	7	7 KSJO-F	7	7 KRAY-F>	7	7

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		114 (4)	114 (4)	16.4	20.0	KHIP-F 93.5 Hollister	1.6/6.6/ 15/ 351
AOR/CLASSIC	13 (1)	77 (4)	90 (5)	12.9	11.7	KOMY 1340 Watsonville	1.3/4.5/ 13/ 229
AC/OLDIES/SOFT ROCK		101 (4)	101 (4)	14.5	13.6	KPIG-F 107.5 Freedom	1.2/4.2/ 10/ 210
MOR/VARIETY	19 (2)		19 (2)	2.7	1.3	KPUP 540 Salinas	0.4/1.5/ 3/ 72
COUNTRY	14 (2)	43 (2)	57 (4)	8.2	10.4	KSCO 1080 Santa Cruz/Mont	1.0/3.6/ 8/ 176
BLACK/URBAN						KSUR-F 99.5 Greenfield	0.5/1.7/ 4/ 84
BEAUTIFUL/EASY	3 (1)	48 (2)	51 (3)	7.3	9.7	KZXR 1460 Salinas	1.6/3.5/ 13/ 172
NEWS/TALK	85 (2)		85 (2)	12.2	13.0		
NOSTALGIA	15 (2)		15 (2)	2.2	2.1	KARA-F 105.7 Santa Clara/SJ	1.0/2.8/ 8/ 138
RELIGION/GOSPEL					1.1	KAZA 1290 Gilroy	0.5/2.2/ 4/ 111
SPANISH	62 (4)	47 (2)	109 (6)	15.7	10.0	KFOG-F 104.5 San Francisco	0.4/2.1/ 3/ 102
CLASSICAL		28 (1)	28 (1)	4.0	4.0	KFRC 610 San Francisco	0.5/2.2/ 6/ 116
JAZZ/NEW AGE		22 (1)	22 (1)	3.2	1.9	KLOK 1170 San Jose/SF	0.8/2.2/ 9/ 119
UNKNOWN/OTHERS		4 (1)	4 (1)	0.6	1.0	KMEL-F 106.1 San Francisco	1.2/3.0/ 10/ 150
	211 (14)	484 (21)	695 (35)			KNBR 680 San Francisco	1.3/6.3/ 17/ 395
						KOME-F 98.5 San Jose/SF	1.6/5.7/ 13/ 287
						KSJO-F 92.3 San Jose	1.4/5.8/ 12/ 308
						KXXX-F 99.7 San Francisco	0.4/1.3/ 3/ 70

RADIO STATIONS

KCTY, 980, 1 KW/247 W (DA-1), HISPANIC
 KOMY, 1340, 1 KW, NOSTALGIA
 KTGE, 1570, 250 W/8 W, HISPANIC

\$ 23.00 (Lotus)
 MBS, \$ 12.00 (Radio Time) (WATSONVILLE)
 \$ 13.00 (---)

KBOQ-F, 92.7, 1 KW @ 570, CLASSICAL, \$ 22.00 (Durpetti)
 KDON-F, 102.5, 19 KW @ 2270, CHR, \$ 39.00 (Katz) Henry
 KHIP-F, 93.5, 1 KW @ 1500, CLASSIC AOR, \$ 17.00 (Eastman) (HOLLISTER)
 KLFA-F, 93.9, 5 KW @ 667, HISPANIC, \$ 16.00 (Caballero) (KING CITY)
 KMBY-F, 107.1, 1 KW @ 1570, AOR, \$ 32.00 (Banner)
 KOCN-F, 104.9, 1 KW @ 500, AC, MBS, TRNSTR, \$ 24.00 (Torbet)
 KPIG-F, 95.9, 3 KW @ 335, COUNTRY, \$ 17.00 (Republic) (WATSONVILLE)
 KRAY-F, 103.9, 3 KW @ 165, HISPANIC, \$ 23.00 (Lotus)
 KTOM-F, 100.7, 1 KW @ 2575, COUNTRY, ABC E, \$ 30.00 (HMR) Comm. Service
 KNAV-F, 96.9, 18 KW @ 2500, AC, APR, \$ 35.00 (HNWH) Buckley
 KXDC-F, 101.7, 1 KW @ 590, BTFI/EZ, \$ 15.00 (Christal)
 KLRS-F, 99.1, 1 KW @ 2618, JAZZ/WAC, \$ 28.00 (Mc-Guild) Fuller-Jeffrey

OTHER RANKED STATIONS -- See San Francisco or San Jose...KLRS-A changes back to KSCO (Oct)...

SALT LAKE CITY

Arbitron Rank/Pop (12+): 38/1,004,800
 MSA Rank/Pop: 45/1,090,000
 ADI # 42
 Average Person Ratings: 15.7
 Market TSL: 20.5 hours

Stations: 31/31
 Diaries: 1375/731:1/57.4%
 Sample Target: 1250
 % Below Line: 0.0
 % Not Listed: 7.7

1989 Revenue: \$30,500,000
 HH Inc.: \$28,337
 Retail \$: 6.9 Bil
 Pop per Station: 32,412
 #1 Biller: KSL \$4,500,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. KSFI-F (E2)	179/11.3	9.4	7.3	9.8	10.0	9.4	211/2434	2004/19.9	18.8	19.6	99	4.1	69	1206	KSFI-F
2. KKAT-F (C)	167/10.6	9.1	9.3	8.6	9.6	9.4	204/2486	2001/19.9	18.9	19.7	115	11.8	196	2055	KKAT-F
3. KSL (MOR)	124/ 7.8	4.6	6.7	7.0	7.0	6.5	153/2748	2244/22.3	22.0	24.2	87	7.7	128	2318	KSL
4. KISN-F (CHR)	108/ 6.8	8.0	7.3	6.9	7.9	7.3	127/2561	2141/21.3	23.4	20.0	100	7.5	125	2142	KISN-F
5. KLZX-AF (AOR)	99/ 6.2	3.0	5.0	3.6	4.8	4.4	99/1343	1293/12.9	13.4	12.5	139	6.8	111	1274	KLZX-AF
6. KSOP-AF (C)	95/ 6.0	5.6	8.3	8.0	4.2	7.0	131/2038	1543/15.4	18.1	12.8	110	7.4	116	1313	KSOP-AF
7. KBER-F (AOR)	92/ 5.8	5.3	5.0	4.5	4.1	5.2	97/1298	1179/11.7	9.3	9.4	64	6.9	115	1229	KBER-F
8. KCPX-F (CHR)	77/ 4.9	6.9	7.2	7.9	7.3	6.7	93/2183	1863/18.5	23.0	22.1	76	6.3	105	2227	KCPX-F
9. KMGR-F (AC)	65/ 4.1	2.9	2.6	3.2	4.0	3.2	67/979	930/ 9.3	7.4	8.3	117	2.3	39	788	KMGR-F
10. KALL (AC)	46/ 2.9	2.4	2.4	2.3	3.7	2.5	47/916	901/ 9.0	7.8	10.3	110	2.0	34	640	KALL
11. KLCY-F (AC)	43/ 2.7	2.2	3.7	3.0	3.2	2.9	70/1147	825/ 8.2	10.2	9.5	144	2.4	40	665	KLCY-F
12. KLVV-F (AC)	40/ 2.5	2.2	1.2	0.5	0.6	1.6	40/937	906/ 9.0	5.0	2.0	116	2.4	40	563	KLVV-F
13. KDYL (BB)	38/ 2.4	2.4	2.3	1.6	1.0	2.2	42/462	432/ 4.3	3.8	2.8	33	2.2	36	376	KDYL
14. KZHT-F (CHR)	36/ 2.3	4.9	2.6	1.7	0.8	2.9	36/914	892/ 8.9	8.0	2.8	43	4.2	70	1358	KZHT-F
15. KRSP-F (AOR)	32/ 2.0	3.7	5.3	5.6	6.3	4.2	42/1124	943/ 9.4	15.4	18.4	100	2.6	44	1425	KRSP-F
KJQN-F (AOR)	32/ 2.0	3.8	2.2	3.3	3.2	2.8	34/677	646/ 6.4	6.3	5.7	55	4.2	70	973	KJQN-F
17. KKWY-F (AC)	28/ 1.8	2.1	2.2	1.0	1.1	1.8	28/757	725/ 7.2	7.5	4.4	89	0.8	13	354	KKWY-F
18. KZOL-F (O)	22/ 1.4	2.5	2.2	1.3	1.1	1.9	22/677	639/ 6.4	8.7	6.3	157	1.6	27	459	KZOL-F
19. KTKK (T)	21/ 1.3	3.0	1.7	3.1	3.4	2.3	21/410	407/ 4.1	3.2	5.8	77	2.9	48	533	KTKK
KRPN-F (O)	21/ 1.3	1.0	0.5	0.8	1.2	0.9	24/441	334/ 3.3	2.9	3.6	154	0.7	12	188	KRPN-F

12+ FM SHARE (METRO): 77.79% (1135 of 1459) (FAL 88: 75.95%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KCPX-F>	1 KKAT-F<	1 KKAT-F	1 KKAT-F	1 KKAT-F	1 KSFI-F>	1 KSFI-F	1 KSFI-F>	1 KKAT-F	1 KKAT-F	1 KKAT-F>>
2 KISN-F	2 KLZX-AF	2 KSFI-F<	2 KSFI-F	2 KSFI-F	2 KSL	2 KSL	2 KKAT-F>	2 KSFI-F>	2 KBER-F	2 KSFI-F
3 KBER-F	3 KBER-F	3 KLZX-AF	3 KLZX-AF	3 KLZX-AF	3 KKAT-F>	3 KKAT-F	3 KISN-F	3 KISN-F	3 KSFI-F	3 KSOP-F<
4 KZHT-F>	4 KISN-F>	4 KISN-F	4 KISN-F	4 KSL	4 KSOP-AF	4 KLZX-AF<	4 KBER-F<	4 KSL	4 KCPX-F	4 KSL >
5 KJQN-F	5 KMGR-F	5 KBER-F	5 KSOP-AF<	5 KISN-F<	5	5 KISN-F>	5 KLZX-AF<	5 KBER-F	5 KSL	5 KLZX-F
6 KKAT-F	6 KSFI-F<	6 KSOP-AF<	6 KSL	6 KSOP-AF>	6	6 KSOP-AF	6 KSOP-AF	6 KSOP-AF	6 KISN-F	6 KISN-F
7	7 KSOP-AF	7 KMGR-F	7 KMGR-F	7 KMGR-F	7	7 KALL	7 KMGR-F<	7 KLZX-AF	7 KLZX-AF	7 KUTR
8	KCPX-F	8	8	8	8	8	8 KSL	8	8 KSOP-AF	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KMGR-F	1 KKAT-F	1 KKAT-F	1 KKAT-F	1 KSFI-F	1 KBER-F>	1 KBER-F<	1 KLZX-AF>	1 KLZX-AF	1 KLZX-AF
2 KKAT-F	2 KISN-F>	2 KISN-F	2 KISN-F<	2 KKAT-F	2 KKAT-F	2 KLZX-AF>	2 KBER-F>	2 KKAT-F	2 KKAT-F
KISN-F	3 KMGR-F	3 KLZX-AF	3 KSFI-F>	3 KISN-F>	3 KLZX-AF>	3 KKAT-F>	3 KKAT-F	3 KBER-F	3 KSL <
4 KBER-F>	4 KLZX-AF	4 KSOP-AF	4 KMGR-F	4 KSOP-AF	4 KSOP-AF	4 KISN-F	4 KSL	4 KSFI-F	4 KSFI-F>
5 KCPX-F	5 KSFI-F	5 KSFI-F>	5 KCPX-F	5 KMGR-F<	KJQN-F	5 KSOP-AF	5 KISN-F	5 KSL	5 KSOP-AF
6 KZHT-F	6 KBER-F	6 KMGR-F	6 KLZX-AF<	6 KBER-F<	6 KRSP-F	6 KRSP-F	6 KMGR-F	6 KSOP-AF	6 KBER-F
7	7 KSFI-F	7 KCPX-F	7 KSOP-AF	7 KLZX-AF	7 KISN-F	7 KKWY-F	7 KKWY-F	7	7
KLVV-F	8	8	8	8	8	KJQN-F	8	8	8

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP	16 (1)	221 (3)	237 (4)	16.2	16.2	KANN 1120 Ogden	0.8/1.6/ 12/ 165
AOR/CLASSIC	2 (1)	262 (5)	264 (6)	18.1	21.5	KDAB-F 101.1 Ogden/Slt.Lk.Ct	0.6/2.0/ 9/ 206
AC/OLDIES/SOFT ROCK	75 (5)	219 (6)	294 (11)	20.2	17.1	KFAM 700 N Salt Lake Cit	0.6/1.8/ 9/ 210
MOR/VARIETY	124 (1)		124 (1)	8.5	7.5	KPMY 960 Provo/Salt Lake	0.1/0.7/ 2/ 80
COUNTRY	8 (1)	254 (2)	262 (3)	18.0	14.9	KISN 570 Salt Lake City	1.0/6.3/ 18/ 677
BLACK/URBAN						KLO 1430 Ogden	0.8/1.6/ 13/ 176
BEAUTIFUL/EASY	9 (1)	179 (1)	188 (2)	12.9	10.7	KRSP 1060 S Salt Lake	0.6/3.4/ 11/ 395
NEWS/TALK	21 (1)		21 (1)	1.4	3.6	KSRP 1400 Provo	0.4/1.9/ 6/ 194
NOSTALGIA	38 (1)		38 (1)	2.6	2.5	KUTR 1320 Salt Lake City	1.2/3.2/ 19/ 317
RELIGION/GOSPEL	12 (1)		12 (1)	0.8	2.3		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE					2.2		
UNKNOWN/OTHERS	19 (1)		19 (1)	1.3	1.5		
	324 (14)	1135 (17)	1459 (31)				

RADIO STATIONS

AM STATIONS

KALL, 910, 5 KW/1 KW (DA-N) , AC	ABC I, MBS, \$ 30.00 (Eastman)	Hatch
KDYL, 1280, 5 KW/500 W (DA-N) , NOSTALGIA	SMN, \$ 22.00 (CBS)	
KISN, 570, 5 KW (DA-1) , ??	, \$ 26.00 (Mc-Guild)	
KRSP, 1060, 10 KW/1 KW (DA-N) , OLDIES	ABC D, \$ 20.00 (Durpetti)	
KSL , 1160, 50 KW , MOR	CBS, \$ 90.00 (MMR)	Bonneville
KTKK, 630, 1 KW/500 W (DA-2) , TALK	ABC T, \$ 23.00 (K & P)	
KLZX, 860, 50 KW/196 W , AOR	SOURCE, \$ 20.00 (Christal)	Citadel

FM STATIONS

KQOL, 106.3, 7 KW @ 2710, COUNTRY ROCK	, \$ 26.00 (Torbet)	
KCPX, 98.7, 27 KW @ 2930, CHR	, \$ 60.00 (Katz)	John Price
KBER, 101.1, 25 KW @ 3740, AOR	, \$ 33.00 (HNWH)	(OGDEN)
KZOL, 96.1, 55 KW @ 2620, OLDIES	TRNSTR, \$ 27.00 (HNWH)	Cook Inlet (PROVO)
KISN, 97.1, 26 KW @ 3650, CHR	, \$ 60.00 (Mc-Guild)	
KJQN, 95.5, 100 KW @ 680, AOR	, \$ 27.00 (---)	(OGDEN)
KKAT, 101.9, 26 KW @ 3740, COUNTRY	, \$ 74.00 (Banner)	Brown (OGDEN)
KKWY, 97.9, 26 KW @ 3770, AOR	TRNSTR, \$ 20.00 (CBS)	(OGDEN)
KLCY, 94.1, 24 KW @ 3030, AC	ABC E, \$ 46.00 (Eastman)	Hatch
KLVV, 99.5, 40 KW @ 2953, AC	, \$ 21.00 (K & P)	(BOUNTIFUL)
KLZX, 93.3, 26 KW @ 3740, CLASSIC AOR	, \$ 30.00 (Christal)	Citadel
KMGR, 107.5, 49 KW @ 2850, SOFT AC	, \$ 34.00 (HNWH)	(OREM)
KRPN, 107.9, 67 KW @ 2383, OLDIES	, \$ N/A (Christal)	Bonneville (ROY)
KRSP, 103.5, 27 KW @ 3630, AOR	ABC R, \$ 58.00 (Durpetti)	
KSFI, 100.3, 26 KW @ 3740, BTFL/EZ	, \$ 65.00 (CBS)	
KSOP, 104.3, 25 KW @ 3650, COUNTRY	, \$ 56.00 (MMR)	
KSOS, 106.9, 68 KW @ 2369, ??	, \$ 20.00 (Moore)	(BRIGHMAN)
KZHT, 94.9, 47 KW @ 2730, CHR	, \$ 31.00 (Durpetti)	(PROVO)

CALL LETTER CHANGES

KUTR changes to KLZX (Jan)
 KEMX changes to KUTR (Sep)
 KBER changes to KQOL (Jan)
 KDAB changes to KBER (Jan)

FORMAT CHANGES

KLZX changes from RELIGION
 to AOR...KQOL change to COUNTRY
 ROCK (Jan)...KBER changes from
 JAZZ/NAC to AOR (Jan)...KMGR-A changes
 from BLACK to AC...

STATION SALES

KDAB-F (Ogden) sold by
 Albimar \$1,850,000...KBER-F
 (Spanish Fork) sold for
 \$1,000,000...KKAT-F sold by
 Brown to Appollo for
 \$12,000,000 (Americom)

KFMY, KZOL_F (Provo) sold by
 Cook Inlet for \$972,000

SAN ANTONIO

Arbitron Rank/Pop (12+): 36/1,054,000
MSA Rank/Pop: 38/1,320,000
ADI # 43
Average Person Ratings: 18.4
Market TSL: 24.00 hours

Stations: 28/28
Diaries: 1407/749:1/53%
Sample Target: 1260
% Below Line: 0.0
% Not Listed: 7.0

1989 Revenue: \$38,500,000
HH Inc.: \$24,968
Retail \$: 8.0 Bil
Pop per Station: 37,642
#1 Biller: KKYX, KCYY-F \$5,500,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. KCYY-F (C)	200/10.3	9.0	8.4	9.5	10.3	9.3	261/2685	2075/19.7	20.2	21.5	120	11.3	211	2014	KCYY-F
2. KTFM-F (B)	150/ 7.7	6.6	6.0	7.2	5.7	6.9	160/2684	2439/23.1	21.3	17.9	87	9.0	168	2104	KTFM-F
3. KITY-F (CHR)	126/ 6.5	7.6	6.8	6.2	7.0	6.8	138/2211	1937/18.4	19.2	19.5	63	10.4	194	2670	KITY-F
4. WOAI (N/T)	111/ 5.7	4.7	6.0	7.9	6.4	6.1	168/2279	1604/15.2	14.1	14.9	61	4.3	80	1162	WOAI
5. KMMX-F (AC)	106/ 5.5	4.5	5.1	4.4	3.4	4.9	108/1418	1339/12.7	13.9	9.9	149	2.8	53	819	KMMX-F
6. KCOR (SP)	99/ 5.1	3.6	5.2	5.6	7.0	4.9	102/819	778/ 4.7	7.6	8.7	90	3.4	64	753	KCOR
7. KAJA-F (C)	98/ 5.0	5.3	5.6	5.1	5.5	5.3	106/1802	1569/14.9	13.8	15.3	116	5.4	100	1787	KAJA-F
8. KSAQ-F (CHR)	94/ 4.8	4.4	3.1	3.3	3.4	3.9	101/1700	1611/15.3	13.1	12.9	40	5.0	94	1463	KSAQ-F
9. KKYX (C)	90/ 4.6	5.1	5.4	4.2	3.9	4.8	196/2260	1009/ 9.6	8.6	8.9	104	3.6	67	1078	KKYX
10. KSMG-F (O)	88/ 4.5	7.3	6.4	3.9	5.4	5.5	109/1624	1370/13.0	17.3	13.8	160	6.7	124	1335	KSMG-F
11. KISS-F (AOR)	86/ 4.4	5.5	5.1	5.0	4.7	5.0	96/1631	1369/13.0	16.0	14.4	95	7.7	144	1611	KISS-F
12. KQXT-F (EZ)	85/ 4.4	4.2	4.7	6.3	7.6	4.9	108/1376	1154/10.9	13.1	14.6	66	3.1	57	847	KQXT-F
13. KTSA (MOR)	81/ 4.2	4.2	3.4	2.5	3.5	3.6	119/1422	968/ 9.2	9.5	9.8	60	1.8	34	590	KTSA
14. KZEP-F (AOR)	69/ 3.6	4.2	3.1	3.5	4.5	3.6	76/1161	1082/10.3	10.4	11.0	142	3.6	67	984	KZEP-F
15. KONO (O)	48/ 2.5	3.3	3.1	3.3	2.9	3.0	53/927	801/ 7.6	8.6	9.1	148	2.6	48	671	KONO
16. KZVE-F (SP)	42/ 2.2	3.0	3.1	2.1	2.2	2.6	50/596	445/ 4.2	5.3	4.3	123	1.6	30	436	KZVE-F
17. KFAN-F (AC)	38/ 2.0	1.7	0.8	1.3	1.1	1.5	47/711	588/ 5.6	5.1	4.1	110	0.9	16	340	KFAN-F
18. KEDA (SP)	32/ 1.6	1.9	2.8	2.2	2.0	2.1	33/512	490/ 4.6	3.7	5.7	112	1.6	29	378	KEDA
19. KSLR (REL)	31/ 1.6	1.0	1.1	1.6	1.3	1.3	32/493	444/ 4.2	3.7	3.8	125	1.8	34	478	KSLR
20. KSAH (SP)	26/ 1.3	1.3	1.0	----	1.0	0.9	31/369	302/ 2.9	2.2	3.3	115	0.6	11	260	KSAH
21. KCHL (J/NA)	24/ 1.2	0.9	1.1	1.0	0.7	1.0	24/230	230/ 2.2	2.4	1.8	175	1.2	22	247	KCHL
22. KXTN (SP)	.. 1.2	1.1	3.1	1.2	0.8	1.6	25/483	437/ 4.1	5.2	3.0	125	1.1	20	315	KXTN
23.															
24.															
25.															

12+ FM SHARE (METRO): 65.48% (1182 of 1805) (FAL 88: 65.59%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KITY-F	1 KCYY-F	1 KCYY-F>	1 KCYY-F>	1 KCYY-F>	1 WOAI	1 KCYY-F>	1 KCYY-F>	1 KCYY-F>	1 KTFM-F	1 KITY-F>>
2 KTFM-F	2 KTFM-F	2 KTFM-F	2 KMMX-F	2 KMMX-F	2 KCYY-F	2 WOAI	2 KMMX-F	2 KTFM-F>	KITY-F	2 WOAI
3 KSAQ-F	3 KITY-F<	3 KMMX-F	3 KSMG-F	3 KSMG-F	3 KCOR	3 KTFM-F	3 KAJA-F<	3 KITY-F	3 KSAQ-F	3 KTFM-F
4	4 KISS-F	4 KSMG-F	4 KTFM-F	4 KTFM-F	4 KTSA <	4 KCOR <	4 KTFM-F<	4 KAJA-F	4 KISS-F	4 KCYY-F
5	5 KMMX-F	KITY-F	5 KAJA-F<	5 KAJA-F	5 KQXT-F	5 KKYX	5 KSMG-F<	5 KMMX-F	5 KCYY-F	5 KRNS <
6	6 KSAQ-F	6 KISS-F	6 KZEP-F	6 KZEP-F<	6 KKYX >	6 KITY-F	6 KKYX	6 KSMG-F	6 KTSA	6 KMMX-F<
7	7 KAJA-F<	7 KAJA-F	7 KISS-F<	7 KKYX	7 KAJA-F	7 KAJA-F	7 KQXT-F	KKKYX-F	7 KMMX-F	7
8	8 KZEP-F<	8 KZEP-F	8 KKYX	8	8	8	8	8	KCOR	
9	9 KSMG-F	9	9	9	9	9	9	9	9 KAJA-F	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 KCYY-F	1 KCYY-F	1 KCYY-F	1 KCYY-F>	1 KCYY-F	1 KSAQ-F	1 KISS-F	1 KCYY-F	1 KCYY-F	1 KCYY-F>
2 KITY-F	2 KTFM-F	2 KTFM-F<	2 KTFM-F<	2 KMMX-F	KISS-F	2 KCYY-F<	2 KISS-F	2 KISS-F	2 KSMG-F
3 KTFM-F	3 KITY-F	3 KMMX-F>	3 KMMX-F>	3 KTFM-F	3 KTFM-F	3 KTFM-F	3 KTFM-F	3 KTFM-F<	3 KZEP-F
4 KSAQ-F>	4 KMMX-F	4 KITY-F	4 KITY-F	4 KAJA-F	4 KITY-F>	4 KSAQ-F	4 KZEP-F	4 KSMG-F<	4 KMMX-F<
5 KAJA-F	5 KAJA-F	5 KSMG-F	KAJA-F	5 KSMG-F	5 KCYY-F	5 KITY-F	KMMX-F	5 KZEP-F	5 KISS-F
6 KFAN-F	6 KSAQ-F	6 KAJA-F	6 KSMG-F>	KCOR >	6 KSJL >	6 KZEP-F	6 KSMG-F>	6 KMMX-F	6 KKYX <
7 KMMX-F	7 KSMG-F	7 KZVE-F	7 KCOR	7 KITY-F	7 KZEP-F	KMMX-F	7 KITY-F	7 KITY-F	7 KTFM-F
KISS-F	8 KZEP-F	8 KZEP-F	8	8	KMMX-F	8	KAJA-F	8	8
9	9	KCOR >	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10

FORMATS	AM	FM	TOTAL	%	FAL 88		OTHER RATED STATIONS	METRO CUME TSA TSA	
					%	%		SHARE/RTG/AQH/CUME	SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP	16 (1)	220 (2)	236 (3)	13.1	12.1	KDRY 1100	Alamo Heights	0.5/2.4/ 15/ 310	
AOR/CLASSIC		155 (2)	155 (2)	8.6	9.8	KFHM 1160	San Antonio	0.4/2.1/ 8/ 218	
AC/OLDIES/SOFT ROCK	60 (3)	232 (3)	292 (6)	16.2	13.8	KRIA 930	Terrill Hills	0.3/1.1/ 7/ 116	
MOR/VARIETY	81 (1)		81 (1)	4.5	4.2	KRNS 1250	San Antonio	0.6/2.3/ 14/ 268	
COUNTRY	90 (1)	298 (2)	388 (3)	21.5	21.4	KSJL 760	San Antonio	0.8/3.5/ 19/ 469	
BLACK/URBAN		150 (1)	150 (1)	8.3	6.9	KWED 1580	Seguin	0.3/1.1/ 6/ 119	
BEAUTIFUL/EASY		85 (1)	85 (1)	4.7	8.2				
NEWS/TALK	123 (2)		123 (2)	6.8	6.8				
NOSTALGIA									
RELIGION/GOSPEL	41 (2)		41 (2)	2.3	1.3				
SPANISH	180 (4)	42 (1)	222 (5)	12.3	14.9				
CLASSICAL									
JAZZ/NEW AGE	24 (1)		24 (1)	1.3					
UNKNOWN/OTHERS	8 (1)		8 (1)	0.4	0.4				
	623 (16)	1182 (12)	1805 (28)						

RADIO STATIONS

AM STATIONS

KCHL, 1480, 2.5 KW (DAYS, DA)	, BLACK	, \$ 20.00 (Mc-Guild)	
KCOR, 1350, 5 KW (DA-N)	, HISPANIC	, \$ 67.00 (Katz Hisp.)	Tichenor
KDRY, 1100, 11 KW/1 KW (DA-N)	, RELIGION	, \$ 12.00 (---)	
KEDA, 1540, 5 KW/1 KW (DA-N)	, HISPANIC	, \$ 38.00 (Caballero)	
KFHM, 1160, 10 KW/1 KW (DA-2)	, HISPANIC	, \$ 19.00 (---)	
KKYX, 680, 50 KW/10 KW (DA-N)	, COUNTRY	ABC I, \$ 53.00 (Katz)	NewCity
KONO, 860, 5 KW/1 KW	, OLDIES	NBC, \$ 36.00 (Christal)	Genesis/Booth
KRIA, 930, 5 KW/1 KW (DA-N)	, OLDIES	CRC, \$ 26.00 (Lotus)	Adams
KRNS, 1250, 1 KW (DA-N)	, NEWS/TALK	CNN, MBS, \$ 35.00 (Torbet)	Lotus
KSAH, 720, 10 KW/1 KW (DA-2)	, HISPANIC	, \$ 22.00 (Caballero)	
KSJL, 760, 50 KW/1 KW (DA-1)	, AOR	SMN, NBC, \$ N/A (Eastman)	Inner City
KSLR, 630, 5 KW (DA-2)	, RELIGION	, \$ 19.00 (---)	
KTSA, 1310, 5 KW (DA-N)	, MOR	ABC D, \$ 29.00 (Banner)	
KXTN, 1310, 5 KW/280 W (DA-1)	, HISPANIC	, \$ 29.00 (Lotus)	TK
WOAI, 1200, 50 KW	, NEWS/TALK	CBS, \$ 80.00 (Christal)	Clear Channel

FM STATIONS

KAJA, 97.3, 100 KW @ 472, COUNTRY	, \$ 65.00 (Christal)	Clear Channel
KCYX, 100.3, 98 KW @ 570, COUNTRY	, \$ 84.00 (Katz)	NewCity
KFAN, 101.1, 100 KW @ 620, AC	, \$ N/A (Eastman)	(FREDERICKSBURG)
KISS, 99.5, 100 KW @ 1084, AOR	SOURCE, \$ 70.00 (MMR)	Adams
KITY, 92.9, 100 KW @ 1016, CHR	, \$ 64.00 (Christal)	Genesis/Booth
KMMX, 106.7, 100 KW @ 1030, SOFT AC	, \$ 58.00 (Mc-Guild)	
KQXT, 101.9, 100 KW @ 700, BTFL/EZ	, \$ 59.00 (Group W)	Westinghouse
KSAQ, 96.1, 100 KW @ 480, CHR	NBC, US 1, \$ 45.00 (Eastman)	Inner City
KSMG, 105.3, 100 KW @ 1240, OLDIES	US 1, \$ 60.00 (CBS)	Rusk
KTFM, 102.7, 100 KW @ 670, CHR	, \$ 70.00 (Banner)	
KZEP, 104.5, 100 KW @ 660, CLASSIC AOR	MBS, \$ 50.00 (Torbet)	Lotus
KZVE, 107.5, 100 KW @ 1514, HISPANIC	, \$ 44.00 (Eastman)	TK

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

KTSA reclassified as NOST.

KSMG-F from Rusk to Jaco for \$10,000,000 (E) (MVP Americom)...

SAN DIEGO

Arbitron Rank/Pop (12+): 16/2,046,800

Stations: 39/30
Diaries: 2092/978:1/49.1%
Sample Target: 1740
% Below Line: 6.1
% Not Listed: 9.2

1989 Revenue: \$84,300,000
HH Inc.: \$31,832
Retail \$: 17.6 Bil
Pop per Station: 68,226
#1 Biller: KFMB \$10,000,000

MSA Rank/Pop: 16/2,430,600
ADI # 24
Average Person Ratings: 17.1
Market TSL: 22.25 hours

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. KKLQ-AF (CHR)	316/ 9.0	9.6	8.8	8.9	9.5	9.1		4336/21.2	22.3	22.1	72	13.0	411	4704	KKLQ-AF
2. KGB -F (AOR)	244/ 7.0	5.0	8.8	6.5	7.0	6.8		3356/16.4	16.0	16.8	99	9.9	324	3193	KGB -F
3. KJQY-F (EZ)	228/ 6.5	5.4	6.6	8.3	6.2	6.7		2189/10.7	13.3	13.2	52	3.8	124	1656	KJQY-F
4. KSON-AF (C)	200/ 5.7	6.1	7.0	6.1	7.1	6.2		2548/12.4	14.4	12.0	114	7.4	226	2021	KSON-AF
5. KSDO (N/T)	170/ 4.9	6.2	6.0	5.6	6.2	5.7		2335/11.4	12.9	14.1	84	4.6	152	1738	KSDO
6. XTRA-F (AOR)	168/ 4.8	5.6	4.6	5.0	5.1	5.0		2718/13.3	14.3	15.8	69	6.9	226	3009	XTRA-F
7. KPOP (BB)	154/ 4.4	3.0	2.5	3.7	4.3	3.4		1610/ 7.9	6.9	6.1	36	2.7	90	1052	KPOP
8. KYXY-F (AC)	150/ 4.3	3.6	3.6	5.2	3.6	4.2		2114/10.3	10.2	8.8	151	4.7	153	2094	KYXY-F
9. KFMB (MOR)	148/ 4.2	8.3	6.7	4.4	5.3	5.9		2417/11.8	17.8	12.6	114	5.1	169	2802	KFMB
10. KFMB-F (AC)	145/ 4.1	5.4	5.7	5.2	6.3	5.1		3018/14.7	18.7	20.3	129	4.4	143	2343	KFMB-F
11. KFSD-F (CL)	136/ 3.9	3.0	2.6	3.4	2.8	3.2		1942/ 9.5	6.9	7.4	92	1.8	58	1014	KFSD-F
12. KIFM-F (J/NA)	130/ 3.7	3.5	3.1	3.2	2.9	3.4		1849/ 9.0	10.7	9.2	154	3.2	105	1564	KIFM-F
13. XHRM-F (B)	114/ 3.3	3.2	3.2	3.8	2.8	3.4		1671/ 8.2	8.5	8.8	82		181	2672	XHRM-F
14. KKYY-F (AC)	113/ 3.2	3.1	3.5	3.8	3.2	3.4		2041/10.0	9.3	9.6	147	2.1	70	1206	KKYY-F
15. KGMG-F (AOR)	74/ 2.1	2.3	1.8	2.0	2.0	2.0		1193/ 5.8	5.1	5.9	157	3.4	112	1336	KGMG-F
KCBQ-F (O)	74/ 2.1	3.2	2.5	3.0	2.6	2.7		1522/ 7.4	11.8	9.0	167	2.2	72	1325	KCBQ-F
17. KSDO-F (AOR)	61/ 1.7	2.0	1.9	1.8	1.6	1.9		1532/ 7.5	6.9	5.6	159	2.7	88	980	KSDO-F
18. KNX (N/T)	55/ 1.6	1.1	1.6	1.6	1.4	1.5		1100/ 5.4	6.4	5.8	50	1.1	35	1073	KNX
XTRA (N)	55/ 1.6	1.1	0.8	0.9	1.0	1.1		1470/ 7.2	4.5	6.3	94	1.1	37	960	XTRA
20. XHTZ-F (AOR)	50/ 1.4	1.9	1.1	1.3	1.5	1.4		1354/ 6.6	7.4	6.9	129	1.1	37	1009	XHTZ-F
21. XLTN-F (SP)	49/ 1.4	0.6	1.3	0.3	0.7	0.9		490/ 2.4	2.6	2.1	100	0.7	23	423	XLTN-F
22. KCBQ (O)	44/ 1.3	0.6	0.5	0.5	0.3	0.7		687/ 3.4	2.1	1.5	162	0.6	21	410	KCBQ
23.															
24.															
25.															

NOTE: San Diego's Metro and TSA are the same.

12+ FM SHARE (METRO): 73.78% (2344 of 3177) (FAL 88: 71.96%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKLQ-AF>>>1 KGB -F	1 KGB -F	1 KGB -F	1 KGB -F	1 KGB -F	1 KJQY-F>	1 KKLQ-AF<	1 KGB -F	1 KKLQ-AF>	1 KKLQ-AF>	1 KSDO >>
2 XTRA-F	2 KKLQ-AF	2 KKLQ-AF>	2 KKLQ-AF	2 KKLQ-AF	2 KPOP	2 KGB -F	2 KKLQ-AF<	2 KGB -F	2 XTRA-F	2 KGB -F<
3 XHRM-F	3 XTRA-F>	3 XTRA-F	3 KYXY-F<	KSON-AF	3 KSDO	KSDO <	3 KJQY-F	3 KJQY-F	3 KFMB	3 KSON-F
4	4 KKYY-F	4 KFMB-F<	4 KSON-AF	KYXY-F	4 KSON-AF<	4 KSON-AF	4 KSON-AF	4 XTRA-F	4 KGB -F	KFMB >>
5	5 KFMB-F	5 KSON-AF<	KIFM-F	5 KIFM-F	5 KFMB	5 KFMB	5 KYXY-F	5 KSON-AF	5 KJQY-F<	5 KNX
6	6 KSON-AF<	6 KYXY-F<	6 KFMB-F	6 KFMB-F	6 KFSD-F	6 KJQY-F	6 KSDO	6 KYXY-F	6 XHRM-F	6 KFI
7	7 XHRM-F	7 KIFM-F	7 KKYY-F	7 KFMB	7 KYXY-F	7 KYXY-F<	KPOP <	KSDO	KFSD-F	7 KFMB-F<
8	8 KIFM-F	8 KKYY-F	8 KFMB	8 KKYY-F	8	8 KFMB-F	8 XTRA-F	KFMB-F	8 KSDO	8 KKLQ-F
	KGMG-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-AF>>>1 KKLQ-AF>	1 KKLQ-AF	1 KKLQ-AF	1 KKLQ-AF	1 KYXY-F	1 KGB -F>	1 KGB -F>	1 KGB -F>	1 KGB -F>	1 KGB -F>
2 XTRA-F	2 KFMB-F	KKYY-F	2 KFMB-F	2 KFMB-F	2 XTRA-F	2 XTRA-F	2 KGMG-F	2 KKLQ-AF	2 KSON-AF<
3 KGB -F	3 KGB -F	3 KFMB-F	3 KYXY-F	3 KKLQ-AF	3 KKLQ-AF>	3 KKLQ-AF>	3 KKLQ-AF	3 XTRA-F>	3 KKLQ-AF
4 KFMB-F>>	4 KKYY-F	4 KSON-AF	4 KKYY-F	4 KSON-AF	4 XHRM-F>	4 XHRM-F<	4 XTRA-F	4 KSON-AF<	KIFM-F
5 XLTN-F	5 XTRA-F>	5 KGB -F>	5 KGB -F<	5 KKYY-F<	5 KSON-AF>	5 KGMG-F	5 KIFM-F	5 KIFM-F	5 KFMB
6 KKYY-F	6 KSON-AF>	6 KYXY-F	6 KSON-AF	6 KIFM-F	6 XLTN-F	6 KSON-AF	6 KKYY-F	6 KGMG-F	6 KGMG-F<
7 XHTZ-F	7 XHRM-F	KIFM-F	7 KIFM-F	7 KJQY-F	7	7 KIFM-F	7 KSDO-F	7 XHRM-F	7 KSDO
XHRM-F>	8 KYXY-F	8	8 XTRA-F	8 KFSD-F	8	8 KKYY-F	8 KSON-AF	8 KFMB	8 XTRA-F
				KFMB			9 KCBQ-F		

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP	25 (1)	333 (3)	358 (4)	11.3	17.9	KGMG 1320 OCEANSIDE	1.1/1.8/ 39/ 374
AOR/CLASSIC	39 (1)	619 (6)	658 (7)	20.7	17.7	KKOS-F 95.9 CARLSBAD	0.5/2.1/ 16/ 432
AC/OLDIES/SOFT ROCK	44 (1)	524 (7)	568 (8)	17.9	11.4	KOWA 1450 Escondido/SD	0.1/0.5/ 5/ 96
MOR/VARIETY	148 (1)		148 (1)	4.7	5.8	KOWF-F 92.1 ESCONDIDO/SNDGO	0.5/1.4/ 16/ 289
COUNTRY	31 (2)	190 (2)	221 (4)	7.0	8.5	KPRZ 1210 SAN MARCOS/SD	0.4/1.4/ 13/ 296
BLACK/URBAN		114 (1)	114 (1)	3.6	3.1	XMO 860 TIJUANA	0.9/2.3/ 30/ 465
BEAUTIFUL/EASY NEWS/TALK	312 (4)	228 (1)	228 (1)	7.2	7.1	XHKY-F 95.7 TIJUANA/SD	0.6/1.7/ 21/ 354
NOSTALGIA	154 (1)		154 (1)	4.8	5.7	KBIG-F 104.3 LOS ANGELES	0.3/1.1/ 11/ 219
RELIGION/GOSPEL	13 (1)		13 (1)	0.4		KFI 640 LOS ANGELES	0.9/3.0/ 32/ 621
SPANISH	30 (1)	49 (1)	79 (2)	2.5	0.7	KLOS-F 95.5 LOS ANGELES	0.6/2.6/ 22/ 523
CLASSICAL		136 (1)	136 (1)	4.3	3.1	KPWR-F 105.9 LOS ANGELES	0.4/2.3/ 14/ 468
JAZZ/NEW AGE		130 (1)	130 (1)	4.1	4.9	KQLZ-F 100.3 Los Angeles	0.8/2.0/ 28/ 417
UNKNOWN/OTHERS	37 (2)	21 (1)	58 (3)	1.8	3.2	KRTH-F 101.1 Los Angeles	0.4/1.9/ 15/ 384
	833 (15)	2344 (24)	3177 (39)			XEAZ 1270 San Ysidro	0.4/0.8/ 15/ 154
						XPRS 1090 TIJUANA	0.6/0.5/ 5/ 106

AM STATIONS

KCBQ, 1170, 50 KW/1.5 KW (DA-2), OLDIES	, \$ N/A (Republic)	Adams
KFMB, 760, 5 KW (DA-N), MOR	CBS, \$ 170.00 (Mc-Guild)	Midwest TV
KKLQ, 600, 5 KW (DA-1), CHR	APR, MBS, \$ N/A (Christal)	Edens
KPOP, 1360, 5 KW/ 1 KW, NOSTALGIA	NBC, \$ 43.00 (Katz)	Brown
KSDO, 1130, 10 KW (DA-2), NEWS/TALK	ABC I, \$ 128.00 (Durpetti)	Gannett
KSON, 1240, 1 KW, COUNTRY	, \$ N/A (Banner)	Jeff-Pilot
XTRA, 690, 50 KW (DS-2), NEWS	ABC E, CNN, \$ 40.00 (MMR)	Noble

FM STATIONS

KCBQ, 105.3, 29 KW @ 620, OLDIES	, \$ 75.00 (Republic)	Adams
KFMB, 100.7, 30 KW @ 620, CONTEMP/AC	CBS, \$ 128.00 (Mc-Guild)	Midwest TV
KFSD, 94.1, 100 KW @ 641, CLASSICAL	, \$ 71.00 (HNWH)	Lotus
KGB, 101.5, 50 KW @ 470, AOR	, \$ 153.00 (Katz)	Brown
KGMG, 102.1, 10 KW @ 980, CLASSIC AOR	SOURCE, \$ 44.00 (Banner)	
KIFM, 98.1, 28 KW @ 640, JAZZ/NAC	, \$ 79.00 (CBS)	
KJQY, 103.7, 36 KW @ 650, EZ	, \$ 90.00 (Group W)	Westinghouse
KKLQ, 106.5, 50 KW @ 442, CHR	, \$ 128.00 (Christal)	Edens
KKOS, 95.9, 3 KW @ 305, AOR	, \$ 40.00 (---)	
KKYY, 94.9, 22 KW @ 710, AC	, \$ 70.00 (Torbet)	Sandusky
KSON, 97.3, 50 KW @ 442, COUNTRY	, \$ 99.00 (Banner)	Jeff-Pilot
KSDO, 102.9, 32 KW @ 590, CLASSIC AOR	, \$ 60.00 (Durpetti)	Gannett
KYXY, 96.5, 41 KW @ 540, AC	, \$ 70.00 (HNWH)	
XHRM, 92.5, 50 KW @ 600, BLACK	ABC F, \$ 49.00 (K & P)	
XHTZ, 90.3, 100 KW @ 1000, AOR	ABC C, \$ 40.00 (---)	
XLTN, 104.5, 60 KW @ 1200, HISPANIC	, \$ 35.00 (Katz Hisp.)	
XTRA, 91.1, 100 KW @ 1000, AOR	, \$ 92.00 (MMR)	Noble

CALL LETTER CHANGES

KSWV-F changes to KSDO-F (Sep)

FORMAT CHANGES

KSDO-F changes from JAZZ/NAC to CLASSIC AOR (Sep)

STATION SALES

KJQY-F: From Command to Westwood One for \$19,000,000 (THIS DEAL W/ CANCELLED)...KMJC (El Cajon) sold to Family stations for \$2,400,000

SAN FRANCISCO

Arbitron Rank/Pop (12+): 4/5,017,400
 ADI # 4
 MSA Rank/Pop: 28 (San Francisco) 4,700,000
 22 (Oakland)
 Average Person Ratings: 16.5
 Market TSL: 21.75 hours

Stations: 50/49
 Diaries: 3858/1300:1/48.1%
 Sample Target: 2720
 % Below Line: 0.5
 % Not Listed: 11.1

1989 Revenue: \$173,200,000
 HH Inc.: \$37,970
 Retail \$: 39.9 Bil
 Pop per Station: 102,395
 #1 Biller: KGO \$21,500,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ 1/4/CUME	TSA CUME/RATING	SPG 89	FAL 88	% Conversion	Birch Share	Birch AQH	Birch Cume	
1. KGO (N/T)	680/ 8.2	7.6	7.0	8.3	8.3	7.8	824/12388	9923/19.8	17.1	20.5	74	8.8	712	7856	KGO
2. KCBS (N/T)	509/ 6.1	5.3	4.6	4.6	5.0	5.2	600/12095	10078/20.1	15.2	17.0	90	4.5	366	5784	KCBS
3. KMEL-F (CHR)	407/ 4.9	4.8	5.6	5.0	5.6	5.1	463/7810	6742/13.4	15.4	13.4	71	7.5	608	7691	KMEL-F
4. KOIT-AF (AC)	404/ 4.8	4.0	4.9	3.8	4.2	4.4	409/6795	6562/13.1	13.3	12.8	121	2.9	217	3067	KOIT-AF
5. KABL-AF (EZ)	382/ 4.6	3.6	4.5	5.0	4.7	4.4	392/5684	5453/10.9	9.9	10.2	70	3.6	225	2107	KABL-AF
6. KNBR (MOR)	309/ 3.7	5.0	3.5	2.6	2.2	3.7	433/9266	6606/13.2	12.0	7.7	97	3.5	284	4910	KNBR
7. KFRC (BB)	294/ 3.6	3.1	3.5	3.7	3.4	3.5	359/5597	4726/ 9.4	9.3	7.8	33	2.6	208	3101	KFRC
8. KSOL-F (B)	236/ 2.9	3.0	2.7	2.7	2.8	2.8	257/4583	4238/ 8.4	8.9	8.9	79	3.6	293	4378	KSOL-F
9. KRQR-F (AOR)	236/ 2.9	2.9	3.0	2.8	2.9	2.9	250/4341	3898/ 7.8	8.6	7.7	117	3.3	271	3820	KRQR-F
10. KKSF-F (J/NA)	224/ 2.7	2.8	2.3	3.0	2.7	2.7	226/3229	3176/ 6.3	7.2	7.0	156	2.9	238	3066	KKSF-F
11. KXXX-F (CHR)	221/ 2.7	2.7	2.8	2.8	2.2	2.8	230/5014	4878/ 9.7	10.2	8.0	67	3.3	270	4033	KXXX-F
12. KIOI-F (AC)	217/ 2.6	3.6	3.9	3.6	3.9	3.4	223/5185	4894/ 9.8	11.2	11.8	131	3.0	246	4184	KIOI-F
13. KSAN-F (C)	216/ 2.6	2.7	3.4	3.2	2.2	3.0	226/3881	3667/ 7.3	8.7	6.8	119	3.7	303	3469	KSAN-F
14. KDFC-AF (CL)	215/ 2.6	2.3	2.3	2.8	2.9	2.5	222/3942	3814/ 7.6	7.3	6.9	112	1.3	109	1773	KDFC-AF
15. KOME-F (AOR)	169/ 2.0	1.6	2.0	1.4	1.6	1.8	182/2540	2229/ 4.4	5.2	4.5	120	1.7	139	2357	KOME-F
16. KSFO (O)	166/ 2.0	2.9	2.4	1.7	2.1	2.3	177/4541	4112/ 8.2	9.5	8.4	135	1.7	135	2957	KSFO
17. KBAY-F (EZ)	165/ 2.0	2.1	2.0	2.2	2.0	2.1	206/2704	2137/ 4.3	4.8	5.0	85	1.1	90	1011	KBAY-F
18. KFOG-F (AOR)	164/ 2.0	2.1	2.0	2.0	1.8	2.0	171/3845	3663/ 7.3	7.2	5.6	140	2.0	162	3242	KFOG-F
19. KBLX-F (J/NA)	157/ 1.9	1.9	2.3	2.3	2.8	2.1	160/2961	2805/ 5.6	6.4	7.8	142	2.7	218	2995	KBLX-F
20. KKHI-AF (CL)	156/ 1.9	2.1	2.0	2.3	3.0	2.1	161/3272	3118/ 6.2	5.6	6.4	84	1.5	86	2122	KKHI-AF
21. KITS-F (CHR)	152/ 1.8	2.3	2.7	2.6	3.0	2.3	159/3337	3209/ 6.4	7.2	7.1	89	3.0	247	3260	KITS-F
22. KBRG-F (SP)	127/ 1.5	1.1	0.8	1.0	0.8	1.1	131/1077	1051/ 2.1	1.8	1.6	120	1.1	88	946	KBRG-F
23. KNEW (C)	123/ 1.5	1.1	1.4	1.3	1.1	1.3	126/2019	1958/ 3.9	4.0	3.8	100	1.3	107	1875	KNEW
24. KDIA (B)	106/ 1.3	1.0	1.1	0.8	0.8	1.0	107/1560	1541/ 3.1	3.1	2.6	131	1.8	148	1732	KDIA
25. KHQT-F (CHR)	99/ 1.2	1.7	1.2	1.7	1.2	1.5	102/2010	1973/ 3.9	4.2	3.8	58	2.4	195	2700	KHQT-F
26. KYA -F (AC)	94/ 1.1	1.5	1.7	1.5	1.6	1.5	98/2518	2384/ 4.8	5.9	6.4	155	1.1	90	2130	KYA -F
27. KJAZ-F (J/NA)	94/ 1.1	1.3	0.7	1.1	0.8	1.0	95/1868	1818/ 3.6	2.3	2.5	118	1.3	106	1711	KJAZ-F
28. KARA-F (AC)	91/ 1.1	1.4	1.3	1.1	1.0	1.2	99/1971	1794/ 3.6	3.9	3.5	136	1.0	84	1343	KARA-F
29. KSJO-F (AOR)	88/ 1.1	1.1	1.1	1.4	1.6	1.2	99/2368	2036/ 4.1	4.2	4.7	100	1.6	131	2328	KSJO-F
30. KLOK (SP)	87/ 1.1	0.5	0.6	0.5	0.5	0.7	98/1274	1129/ 2.3	1.9	1.6	91	0.6	46	846	KLOK

12+ FM SHARE (METRO): 60.74% (4471 of 7361) (FAL 88: 65.30%)

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 KOME-F<	1 KOIT-AF	1 KGO	1 KGO >	1 KGO	1 KGO	1 KGO >	1 KGO	1 KGO >>
2 KXXX-F	2 KRQR-F<	2 KOIT-AF<	KGO	2 KOIT-AF<	2 KCBS	2 KCBS >	2 KOIT-AF	2 KCBS <	2 KNBR	2 KCBS
3 KSOL-F	3 KOIT-AF	3 KMEL-F	3 KCBS	3 KCBS	3 KABL-AF	3 KMEL-F	3 KABL-AF	3 KOIT-AF	3 KMEL-F	3 KNBR >>
4	4 KKSF-F	4 KGO	4 KKSF-F	4 KKSF-F	4 KFRC	4 KOIT-AF	KCBS >	4 KMEL-F	4 KCBS >	4 KMEL-F>
5	5 KOME-F	5 KCBS	5 KMEL-F	5 KNBR <	5 KOIT-AF	5 KABL-AF	5 KMEL-F	5 KABL-AF	5 KSOL-F<	5 KOIT-F
6	6 KSOL-F	6 KRQR-F	6 KIOI-F<	6 KMEL-F<	6 KNBR >	6 KNBR >	KFRC	6 KFRC	6 KABL-AF	6 KKSF-F
7	7 KIOI-F<	7 KKSF-F	7 KRQR-F	7 KRQR-F	7 KDFC-AF	7 KFRC	7 KRQR-F	7 KIOI-F	KXXX-F	7 KSAN-F
8	8 KITS-F	8 KIOI-F	8 KNBR	KIOI-F	8 KSAN-F	8 KRQR-F	8 KKSF-F	8 KKSF-F<	8 KDFC-AF	8 KABL-F
9	9	9 KNBR	9	9 KABL-AF	KBAY-F	9 KXXX-F	9 KIOI-F	9 KXXX-F	9	9 KDFC-F<
10	10	10	10	10 KSAN-F	10 KKHI-AF	KSOL-F	10 KDFC-AF	KRQR-F	10	10 KRQR-F
								KSAN-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 KOIT-AF	1 KOIT-AF	1 KOIT-AF>		1 KMEL-F	1 KMEL-F	1 KKSF-F<	1 KGO	1 KGO
2 KXXX-F	2 KOIT-AF	2 KKSF-F	2 KMEL-F	2 KCBS		2 KRQR-F	2 KOME-F	2 KOME-F	2 KRQR-F<	2 KCBS
3 KSOL-F	3 KSOL-F	3 KIOI-F	3 KIOI-F	3 KGO		3 KOME-F	3 KRQR-F	3 KMEL-F	3 KMEL-F<	3 KKSF-F
KITS-F	4 KXXX-F<	4 KSOL-F	4 KSOL-F	4 KABL-AF<		4 KNBR	4 KKSF-F	4 KRQR-F<	4 KCBS	4 KRQR-F
5 KOIT-AF>	5 KIOI-F	5 KXXX-F	5 KCBS	5 KIOI-F		5 KOIT-AF	5 KFOG-F	5 KGO <	5 KOME-F	5 KOIT-AF
6 KIOI-F	6 KKSF-F	KMEL-F<	6 KXXX-F	6 KKSF-F<		KITS-F	6 KGO	6 KFOG-F>	KNBR	KNBR
7 KRQR-F	7 KRQR-F	7 KGO	7 KBLX-F<			7 KSOL-F	7 KOIT-AF	7 KOIT-AF<	KKSF-F<	7 KFOG-F
KHQT-F	8 KITS-F	8 KCBS	8 KKSF-F	8 KSOL-F		8 KXXX-F	8 KITS-F	8 KCBS	8 KOIT-AF	8 KOME-F
	9	9	KBLX-F	KSAN-F		9 KSJO-F	9 KNBR	9 KITS-F	9 KFOG-F	9
	10	10	10 KSAN-F	10 KMEL-F		10 KWSS-F	10	10	10	10

FORMATS	AM	FM	TOTAL	%	FAL 88		OTHER RATED STATIONS	METRO CUME TSA TSA	
					SHARE/RTG/AQH/CUME	SHARE/RTG/AQH/CUME			
TOP 40/CHR/CONTEMP		989 (6)	989 (6)	13.4	15.7	KAZA 1290	Gilroy	0.4/0.6/	39/ 431
AOR/CLASSIC		657 (4)	657 (4)	8.9	9.8	KEEN 1370	San Jose	0.5/1.4/	43/ 737
AC/OLDIES/SOFT ROCK	297 (3)	915 (7)	1212 (10)	16.5	18.2	KEZR-F 106.5	San Jose	0.8/3.0/	70/1611
MOR/VARIETY	309 (1)		309 (1)	4.2	3.0	KFAX 1100	San Francisco	0.6/1.7/	53/ 899
COUNTRY	206 (3)	242 (2)	448 (5)	6.1	4.9	KHTT-F 92.9	Healdsburg/SnRsa	0.5/1.2/	38/ 650
BLACK/URBAN	106 (1)	236 (1)	342 (2)	4.6	4.1	KIQI 1010	San Francisco	0.9/1.9/	76/ 998
BEAUTIFUL/EASY	101 (1)	446 (2)	547 (3)	7.4	7.5	KKIS-F 92.1	Walnut Creek	0.4/1.4/	38/ 760
NEWS/TALK	1189 (2)		1189 (2)	16.2	14.8	KLIV 1590	San Jose	0.5/1.4/	43/ 729
NOSTALGIA	336 (2)		336 (2)	4.6	4.6	KNTA 1430	Santa Clara/SJ	0.5/0.6/	45/ 324
RELIGION/GOSPEL	47 (1)		47 (1)	0.6	1.1	KOFY 1050	San Mateo/SF	0.8/2.5/	72/1270
SPANISH	237 (4)	127 (1)	364 (5)	4.9	2.2	KOFY-F 98.9	San Francisco	0.6/2.9/	52/1477
CLASSICAL	62 (2)	309 (2)	371 (4)	5.0	6.5	KWSS-F 94.5	Gilroy	0.9/3.5/119/2652	
JAZZ/NEW AGE		475 (3)	475 (3)	6.5	7.1	KXFX-F 101.7	Santa Rosa	0.5/1.0/	38/ 492
UNKNOWN/OTHERS		75 (2)	75 (2)	1.0	0.4	KYAY-F 95.3	Los Gatos	0.3/1.2/	28/ 649
	2890 (20)	4471 (30)	7361 (50)			KZST-F 100.1	Santa Rosa	0.6/1.0/	50/ 710
						KRAK 1140	Sacramento	0.5/0.9/146/1938	

RADIO STATIONS

KABL, 960, 5 KW (DA-1)	, EZ/SOFT AC	, \$ N/A (Christal)	Shamrock
KCBS, 740, 50 KW (DA-2)	, NEWS/TALK	CBS, \$ 225.00 (CBS)	CBS
KDIA, 1310, 5 KW (DA-1)	, BLACK	, \$ 50.00 (---)	Ragan Henry
KFAX, 1100, 50 KW (DA-1)	, RELIGION	, \$ 45.00 (---)	Salem
KFRC, 610, 5 KW	, NOSTALGIA	MBS, TRNSTR, \$ 60.00 (Republic)	RKO
KGO, 810, 50 KW	, NEWS/TALK	ABC I, \$ 340.00 (Banner)	Cap Cities/ABC
KIQI, 1010, 10 KW/500W (DA-1)	, HISPANIC	, \$ 57.00 (Caballers)	
KNBR, 680, 50 KW	, MOR	NBC, \$ 190.00 (Eastman)	Susquehanna
KNEW, 910, 5 KW (DA-N)	, COUNTRY	, \$ 70.00 (Katz)	Malrite
KOFY, 1050, 50 KW/1KW (DA-2)	, OLDIES	, \$ 55.00 (K & P)	
KSFO, 560, 5 KW (DA-N)	, OLDIES	US 2, \$ 100.00 (MMR)	King

FM STATIONS

KABL, 98.1, 100 KW @ 940	, EZ/SOFT AC	, \$ 160.00 (Christal)	Shamrock
KBLX, 102.9, 7 KW @ 1285	, JAZZ/URBAN	, \$ 145.00 (HNWH)	Inner City
KBRG, 104.9, 3 KW @ 300	, HISPANIC	, \$ 55.00 (Lotus)	
KDFC, 102.1, 33 KW @ 1000	, CLASSICAL	, \$ 75.00 (CMBS)	
KFOG, 104.5, 8 KW @ 1370	, AOR	SOURCE, \$ 125.00 (Eastman)	Susquehanna
KIOI, 101.3, 125 KW @ 1160	, AC	, \$ 140.00 (Durpetti)	Fairmont
KITS, 105.3, 15 KW @ 1200	, AOR/CHR	ABC F, \$ 100.00 (Republic)	Entercom
KJAZ, 92.7, 2 KW @ 550	, JAZZ	, \$ 80.00 (Roslin)	
KKHI, 95.7, 9 KW @ 1473	, CLASSICAL	, \$ 80.00 (HNWH)	Buckley
KKSF, 130.7, 8 KW @ 1470	, JAZZ/NAC	, \$ 140.00 (Banner)	Brown
KMEL, 106.1, 69 KW @ 1240	, CHR	, \$ 180.00 (Christal)	Century
KOFY, 98.9, 6 KW @ 1350	, AC	, \$ 70.00 (K & P)	Viacom
KOIT, 96.5, 33 KW @ 1410	, SOFT AC	, \$ 137.00 (Torbet)	Bonneville
KRQR, 97.3, 82 KW @ 1100	, AOR	CBS, \$ 135.00 (CBS)	CBS
KSAN, 94.9, 35 KW @ 1290	, COUNTRY	, \$ 170.00 (Katz)	Malrite
KYA, 93.3, 31 KW @ 593	, OLDIES	US 2, \$ 90.00 (MMR)	King
KSOL, 107.7, 9 KW @ 1590	, BLACK	APR, \$ 135.00 (MMR)	United
KXXX, 99.7, 45 KW @ 1240	, CHR	, \$ 140.00 (Mc-Guild)	John Hayes

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

KABL A/F changes to SOFT

KOFY A/F sold to Viacom for \$20,000,000 (LaRue)...KXXX-F from Emmis to John Hayes for \$25,000,000.

MISCELLANEOUS COMMENTS: Many stations had reduced power or off the air for several days following the 17 October, 1989 earthquake.
AC/EZ (Dec)

SAN JOSE

Arbitron Rank/Pop (12+): 29/1,211,400
 MSA Rank/Pop: 30/1,460,000
 San Francisco ADI
 Average Person Ratings: 16.7
 Market TSL: 21.75 hours

Stations: 41/16
 Diaries: 1540/787:1/46.5%
 Sample Target: 1400
 % Below Line: NA
 % Not Listed: NA

1989 Revenue: \$29,400,000
 HH Inc.: \$44,492
 Retail \$: 12.3 Bil
 Pop per Station: 75,712
 #1 Biller: KOME-F \$4,800,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ 1/4/CUME	TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion	Birch Share	Birch AQH	Birch Cume	
1. KBAY-F (EZ)	125/ 6.2	6.3	6.6	6.9	6.2	6.5	202/2557	1489/12.3	14.2	13.1	79	4.2	86	720	KBAY-F	
2. KOME-F (AOR)	97/ 4.8	4.8	5.0	4.2	4.3	4.7	155/2355	1509/12.5	13.2	11.7	121	5.9	121	1746	KOME-F	
3. KHQT-F (CHR)	91/ 4.5	6.2	4.1	6.3	4.4	5.3	102/2012	1721/14.2	14.1	12.4	58	8.3	170	2189	KHQT-F	
4. KARA-F (AC)	84/ 4.2	5.2	5.2	3.7	3.5	4.6	97/1849	1566/12.9	13.3	10.9	131	3.6	73	1058	KARA-F	
5. KWSS-F (CHR)	70/ 3.5	4.2	4.4	3.8	3.6	4.0	117/2583	1591/13.1	13.2	12.5	69	4.3	88	1530	KWSS-F	
6. KEZR-F (AC)	63/ 3.1	3.7	4.4	2.8	3.6	3.5	67/1514	1273/10.5	11.4	9.7	132	2.8	58	981	KEZR-F	
7. KLOK (SP)	48/ 2.4	1.2	1.1	1.1	1.2	1.5	71/927	500/ 4.1	2.9	3.3	92	0.6	12	345	KLOK	
8. KSJO-F (AOR)	44/ 2.2	3.4	3.9	3.5	4.7	3.3	95/2148	1289/10.6	12.3	11.7	105	4.3	87	1473	KSJO-F	
9. KLIV (BB)	39/ 1.9	1.3	2.3	1.7	2.5	1.8	43/702	627/ 5.2	5.8	4.8	47	1.6	32	342	KLIV	
10. KDFC-AF (CL)	38/ 1.9	2.0	1.4	1.4	2.0	1.7	100/2176	959/ 7.9	5.1	5.8	121	0.9	19	450	KDFC-AI	
11. KNTA (SP)	35/ 1.7	0.4	0.8	1.1	0.6	1.0	35/286	286/ 2.4	2.0	2.6	94	0.3	6	191	KNTA	
12. KAZA (SP)	34/ 1.7	0.4	0.8	1.1	0.7	1.0	39/427	321/ 2.6	1.7	1.6	53	0.5	15	407	KAZA	
13. KEEN (C)	26/ 1.3	2.3	3.4	2.4	1.7	2.3	33/663	510/ 4.2	5.5	4.5	108	1.9	39	377	KEEN	
14. KYAY-F (C)	23/ 1.1	1.3	1.3	2.2	1.3	1.5	28/636	517/ 4.3	6.7	6.7	136				KYAY-F	
15. KLRS-F (J/NA)	12/ 0.6	0.6	0.9	1.1	1.1	0.8	46/814	296/ 2.4	3.1	3.3	150	0.7	14	225	KLRS-F	

12+ FM SHARE (METRO): NA (FAL 88: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHQT-F>	1 KOME-F>	1 KOME-F	1 KOME-F	1 KOME-F	1 KBAY-F>>	1 KBAY-F<	1 KBAY-F>	1 KBAY-F	1 KHQT-F	1 KBAY-F>
2 KWSS-F	2 KHQT-F>	2 KARA-F	2 KARA-F	2 KARA-F	2 KARA-F	2 KARA-F<	2 KOME-F	2 KOME-F	2 KOME-F	2 KNTA
3	3 KWSS-F	3 KHQT-F	3 KEZR-F	3 KBAY-F	3 KLIV >	3 KOME-F	3 KARA-F	3 KHQT-F	3 KBAY-F	3 KARA-F<
4	4 KSJO-F	4 KEZR-F	4 KBAY-F	4 KEZR-F>	4 KDFC-AF	4 KHQT-F	4 KARA-F	4 KWSS-F>	4 KOME-F	4 KOME-F
5	5 KEZR-F	5 KWSS-F	5 KHQT-F	5 KHQT-F	5 KEZR-F	5 KEZR-F	5 KEZR-F	5 KWSS-F	5 KLOK	5 KHQT-F
6	6 KARA-F	6	6	6 KWSS-F	6	6 KWSS-F	6	6	6 KEZR-F	6 KEZR-F>
7	7	7	7	7	7	7	7	7	7 KARA-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KHQT-F>	1 KHQT-F	1 KEZR-F	1 KARA-F	1 KARA-F	1 KWSS-F	1 KOME-F>>	1 KOME-F>>	1 KOME-F>>	1 KOME-F>
2 KLOK	2 KARA-F<	2 KOME-F	2 KEZR-F	2 KEZR-F	2 KHQT-F	2 KHQT-F	2 KSJO-F>	2 KHQT-F	2 KARA-F
3 KARA-F	3 KOME-F	3 KARA-F	3 KHQT-F	3 KBAY-F>	3 KOME-F>>	3 KWSS-F	3 KLOK	3 KARA-F	3 KBAY-F>
4 KWSS-F	4 KEZR-F>	4 KHQT-F>	4 KOME-F	4 KOME-F	4 KSJO-F	4 KSJO-F>	4 KHQT-F	4 KWSS-F	4 KSJO-F
5 KSJO-F	5 KLOK	5 KWSS-F	5 KWSS-F	5 KHQT-F	5 KEZR-F	5 KEZR-F	5 KEZR-F	5 KSJO-F	5 KEZR-F
6 KOME-F>	6 KWSS-F	6 KSJO-F	6 KBAY-F	6 KWSS-F	6 KAZA >>	6	6 KWSS-F	6 KEZR-F	6 KDFC-AF
7	7 KSJO-F	7 KLOK >	7	7	7	7	7	7	7 KLOK

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
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TOP 40/CHR/CONTEMP
 AOR/CLASSIC
 AC/OLDIES/SOFT ROCK
 MOR/VARIETY
 COUNTRY
 BLACK/URBAN
 BEAUTIFUL/EASY
 NEWS/TALK
 NOSTALGIA
 RELIGION/GOSPEL
 SPANISH
 CLASSICAL
 JAZZ/NEW AGE
 UNKNOWN/OTHERS

See San Francisco for more about the following:
 KABL-AF 2.1/5.3 KIOI-F 2.1/9.2 KOFY .6/2.4
 KBLX-F 1.0/3.7 KTTS-F 2.1/5.8 KOIT-AF 3.4/10.1
 KBRG-F 4.2/4.8 KKHI-F 1.4/5.8 KRQR-F .5/3.0
 KCBS 5.4/18.3 KKSF-F 2.0/7.7 KSNF-F 2.4/5.9
 KFOG-F 1.2/4.6 KMEL-F 2.0/7.7 KSFO 1.2/5.6
 KFRC 1.8/5.2 KNBR 3.7/12.2 KYA-F .5/3.8
 KGO 7.8/157 KNEW .4/1.8 KSOL-F 1.8/5.4
 KXXX-F 2.4/9.2 KDON-F .4/1.6

RADIO STATIONS

KAZA, 1290, 5 KW (DAYS,DA) , HISPANIC
 KEEN, 1370, 5 KW (DA-2) , COUNTRY
 KLIV, 1590, 5 KW (DA-N) , NOSTALGIA
 KLOK, 1170, 5 KW (DA-2) , HISPANIC
 KNTA, 1430, 1 KW (DA-1) , HISPANIC

CRC, \$ 36.00 (Caballero)
 UPI, \$ 45.00 (MMR)
 , \$ 40.00 (Eastman) Empire
 , \$ 40.00 (Katz Hisp.)
 , \$ 37.00 (Lotus)
 , \$ 80.00 (Eastman) Empire
 , \$ 47.00 (Durpetti)
 , \$ 85.00 (MMR) Crown
 , \$ 62.00 (Christal)
 , \$ 50.00 (HNWH) Anaheim
 , \$100.00 (Torbet) Infinity
 ABC R, \$ 82.00 (Katz) Narragansett
 , \$ 93.00 (Mc-Guild) Nationwide

KARA-F, 105.7, 50 KW @ 500, AC
 KYAY-F, 95.3, .4 KW @ 860, COUNTRY
 KBAY-F, 100.3, 15 KW @ 2580, BTFL/EZ
 KEZR-F, 106.5, 50 KW @ 430, AC
 KHQT-F, 97.7, 1.7 KW @ 875, CHR
 KOME-F, 98.5, 13 KW @ 880, AOR
 KSJO-F, 92.3, 50 KW @ 464, AOR
 KWSS-F, 94.5, 1 KW @ 2580, CHR
 KLRS - See Monterey-Santa Cruz

MISCELLANEOUS COMMENTS: KATD-F changes to KYAY-F (Dec)...KSJX changes from BUSINESS NEWS to simulcast with KSJO (Jan)...KLOK/KBRG-F sold for \$15,000,000 (Blackburn)...KNTA sold for \$2,000,000...

SEATTLE-TACOMA

Arbitron Rank/Pop (12+): 14/2,186,300
 MSA Rank/Pop: 26 (Seattle) 2,450,000
 MSA Rank/Pop: 91 (Tacoma)
 ADI # 14
 Average Person Ratings: 16.6
 Market TSL: 22.0 hours

Stations: 31/31
 Diaries: 1895/1154:1/52.4%
 Sample Target: 1800
 % Below Line: 0.0
 % Not Listed: 10.0

1989 Revenue: \$80,400,000
 HH Inc.: \$32,286
 Retail \$: 19.4 Bil
 Pop per Station: 70,525
 #1 Biller: KIRO \$17,000,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. KPLZ-F (CHR)	331/ 9.1	7.2	7.0	8.6	5.8	8.0	378/5070	4461/20.4	19.6	16.5	46	10.2	355	4802	KPLZ-F
2. KIRO (N/T)	317/ 8.7	9.7	9.6	10.0	11.0	9.5	352/6493	5831/26.7	25.3	29.1	97	8.0	279	4580	KIRO
3. KUBE-F (CHR)	218/ 6.0	8.7	7.0	6.9	8.1	7.2	239/4151	3807/17.4	19.6	22.3	92	8.8	307	4631	KUBE-F
4. KMPS-AF (C)	212/ 5.8	7.4	5.0	5.7	5.5	6.0	256/3126	2740/12.5	10.2	12.3	122	7.3	233	2508	KMPS-AI
5. KOMO (MOR)	193/ 5.3	4.5	6.0	5.5	5.5	5.3	222/4446	3844/17.6	16.0	16.7	77	5.6	194	2749	KOMO
6. KBRD-F (EZ)	191/ 5.3	4.4	4.7	4.6	4.2	4.8	227/2431	2078/ 9.5	9.6	7.7	64	2.8	98	1276	KBRD-F
7. KISW-F (AOR)	171/ 4.7	6.0	4.7	4.2	4.1	4.9	188/2879	2544/11.6	11.5	11.6	102	6.5	227	2563	KISW-F
8. KXRX-F (AOR)	153/ 4.2	4.6	4.1	3.8	4.3	4.2	169/2515	2253/10.3	9.8	11.5	131	4.5	155	2751	KXRX-F
9. KIXI (BB)	134/ 3.7	4.6	2.8	3.1	4.2	3.5	167/2215	1889/ 8.6	6.5	8.6	46	1.8	63	996	KIXI
10. KING-F (CL)	128/ 3.5	2.9	3.7	3.6	3.6	3.4	141/2260	1873/ 8.6	8.9	9.2	111	2.7	94	1506	KING-F
11. KBSG-AF (O)	121/ 3.3	3.0	3.6	3.7	3.3	3.4	162/2785	2242/10.3	9.2	10.7	145	3.3	114	1221	KBSG-AI
12. KZOK-F (AOR)	115/ 3.2	2.0	2.3	2.2	2.4	2.4	137/2815	2433/11.1	8.6	8.3	122	3.4	118	2157	KZOK-F
13. KRPM-F (C)	110/ 3.0	3.5	2.5	2.3	2.4	2.8	124/1894	1594/ 7.3	6.8	6.5	107	2.6	92	1261	KRPM-F
14. KLSY-AF (AC)	107/ 3.0	3.1	3.8	3.1	2.2	3.3	115/2201	2072/ 9.5	9.6	7.9	90	2.9	97	1926	KLSY-AI
15. KLTIX-F (AC)	106/ 2.9	2.8	3.3	2.6	2.7	2.9	117/2303	1961/ 9.0	7.3	8.2	107	2.4	84	1153	KLTIX-F
16. KING (N/T)	100/ 2.8	2.4	2.8	2.7	3.0	2.7	108/2442	2065/ 9.4	8.3	7.9	93	2.6	92	1239	KING
17. KMGF-F (AC)	92/ 2.5	2.0	2.7	2.8	2.6	2.5	94/1357	1260/ 5.8	5.9	8.0	148	1.7	58	659	KMGF-F
18. KSEA-F (AC)	89/ 2.5	2.3	2.2	2.9	3.1	2.5	98/1793	1624/ 7.4	6.0	7.7	124	2.0	68	938	KSEA-F
19. KNUA-F (J/NA)	67/ 1.8	1.8	2.5	2.2	2.7	2.1	74/1320	1250/ 5.7	5.1	6.8	161	2.8	98	1302	KNUA-F
20. KVI (AC)	64/ 1.8	1.5	1.6	2.0	2.0	1.7	70/1572	1400/ 6.4	6.0	6.6	133	0.7	23	551	KVI
KCMS-F (REL)	64/ 1.8	1.4	1.6	2.1	1.6	1.7	93/1374	1077/ 4.9	4.6	5.2	128	2.8	98	960	KCMS-F
22. KJR (O)	57/ 1.6	1.1	2.0	1.7	1.6	1.6	57/1502	1457/ 6.7	7.9	6.2	112	1.4	48	754	KJR
23. KEZX-F (AOR)	46/ 1.3	1.5	1.3	1.9	1.2	1.5	60/1127	804/ 3.7	4.1	4.2	146	1.2	42	634	KEZX-F
24.															
25.															

12+ FM SHARE (METRO): 69.51% (2273 of 3270) (FAL 88: 64.63%)

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

FORMATS	AM	FM	TOTAL	%	FAL 88	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
					%				
TOP 40/CHR/CONTEMP		549 (2)	549 (2)	16.8	15.5	KCIS	630	Edmonds	0.8/3.5/41/949
AOR/CLASSIC		485 (4)	485 (4)	14.8	12.1	KGNW	820	Burien/Seattle	0.5/1.9/19/461
AC/OLDIES/SOFT ROCK	131 (4)	505 (5)	636 (9)	19.4	15.9	KJUN	1450	Puyallup	0.4/0.5/15/109
MOR/VARIETY	193 (1)		193 (1)	5.9	6.1	KRIZ	1420	Renton/Seattle	0.4/0.7/14/146
COUNTRY	45 (2)	284 (2)	329 (4)	10.1	8.8	KRPM	770	Seattle/Tacoma	0.2/1.2/ 7/264
BLACK/URBAN	14 (1)		14 (1)	0.4	1.3				
BEAUTIFUL/EASY		191 (1)	191 (1)	5.8	8.0				
NEWS/TALK	417 (2)		417 (2)	12.8	15.5				
NOSTALGIA	134 (1)		134 (1)	4.1	4.7				
RELIGION/GOSPEL	48 (2)	64 (1)	112 (3)	3.4	3.1				
SPANISH									
CLASSICAL		128 (1)	128 (1)	3.9	4.0				
JAZZ/NEW AGE		67 (1)	67 (1)	2.0	4.5				
UNKNOWN/OTHERS	15 (1)		15 (1)	0.5	0.4				
	997 (14)	2273 (17)	3270 (31)						

RADIO STATIONS

AM STATIONS

KCIS, 630, 5 KW/2.5KW(DA-2), RELIGION	UPI, \$ 40.00 (---)	
KING, 1090, 50 KW (DA-2), TALK	NBC, \$ 60.00 (MMR)	King
KIRO, 710, 50 KW (DA-N), NEWS/TALK	CBS, \$ 287.00 (Torbet)	Bonneville
KIXI, 880, 50 KW/10 KW(DA-2), NOSTALGIA	, \$ 53.00 (Republic)	Noble
KJR, 950, 5 KW (DA-1), AC	, \$ 55.00 (HNWH)	Ackerly
KOMO, 1000, 50 KW (DA-N), MOR	ABC I, \$ 160.00 (Katz)	
KVI, 570, 5 KW, OLDIES	, \$ 50.00 (Durpetti)	Golden West

FM STATIONS

KBRD, 103.7, 100 KW @ 1670, BTFL/EZ	, \$ 76.00 (CBS)	Entercom
KBSG, 97.3, 19 KW @ 700, OLDIES	, \$ 90.00 (Torbet)	Viacom
KCMS, 105.3, 115 KW @ 710, RELIGION	UPI, \$ 47.00 (---)	
KEZK, 98.9, 100 KW @ 1095, JAZZ/AOR	ABC E, \$ 60.00 (Republic)	Park
KING, 98.1, 100 KW @ 700, CLASSICAL	, \$ 72.00 (MMR)	King
KISW, 99.9, 100 KW @ 1134, AOR	, \$ 110.00 (Mc-Guild)	Nationwide
KLSY, 92.5, 100 KW @ 1085, AC	APR, ABC C, \$ 87.00 (Banner)	Sandusky
KLTX, 95.7, 100 KW @ 1166, SOFT AC	, \$ 64.00 (HNWH)	Ackerly
KMGI, 107.7, 100 KW @ 1175, AC	, \$ 66.00 (Republic)	Noble
KMPS, 94.1, 98 KW @ 1140, COUNTRY	APR, \$ 125.00 (Mc-Guild)	EZ
KNUA, 106.9, 100 KW @ 810, JAZZ/NAC	ABC R, \$ 60.00 (Durpetti)	Gannett
KPLZ, 101.5, 100 KW @ 1185, CHR	, \$ 85.00 (Durpetti)	Golden West
KRPM, 106.1, 100 KW @ 690, COUNTRY	, \$ 66.00 (Christal)	Heritage
KSEA, 100.7, 100 KW @ 720, SOFT AC	, \$ 71.00 (Torbet)	Bonneville
KUBE, 93.3, 100 KW @ 1273, CHR	, \$ 150.00 (MMR)	Cook Inlet
KXXR, 96.5, 81 KW @ 1205, CLASSIC AOR	, \$ 100.00 (Katz)	Shamrock
KZOK, 102.5, 100 KW @ 1157, AOR	, \$ 74.00 (Banner)	

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

KASY (Auburn) sold to Viacom for \$1,700,000

SHREVEPORT

Arbitron Rank/Pop (12+): 110/330,500
 MSA Rank/Pop: 129/365,000
 ADI # 65
 Average Person Ratings: 17.0
 Market TSL: 22.75 hours

Stations: 16/15
 Diaries: 792/417:1/56.7%
 Sample Target: 730
 % Below Line: 7.5
 % Not Listed: 6.6

1989 Revenue: \$9,100,000
 HH Inc.: \$23,300
 Retail \$: 2.4 Bil
 Pop per Station: 22,033
 #1 Biller: KRMD-AF \$2,000,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KRMD-AF (C)	102/18.1	13.8	17.6	11.8	12.6	----	156/1750	901/27.3	27.1	22.2	103	15.4	79	888	KRMD-AF
2. KMJJ-F (B)	65/11.6	9.5	13.0	7.5	7.7	----	70/707	650/19.7	18.5	18.0	110	12.9	73	666	KMJJ-F
3. KDKS-F (B)	64/11.4	11.0	9.9	18.8	13.9	----	80/854	705/21.3	19.1	17.3	83	17.0	96	734	KDKS-F
4. KVKI-F (AC)	50/ 8.9	6.7	4.8	6.4	7.1	----	59/781	596/18.0	17.2	14.8	129	4.8	27	440	KVKI-F
5. KITT-F (AC)	45/ 8.0	6.9	6.9	5.3	6.2	----	80/1152	620/18.8	19.3	19.4	156	7.1	40	500	KITT-F
6. KTUX-F (CHR)	42/ 7.5	6.4	7.3	11.7	9.0	----	110/1622	556/16.8	18.6	19.9	63	10.8	61	691	KTUX-F
7. KEEL (BB)	35/ 6.2	8.4	4.6	3.5	3.4	----	44/678	422/12.8	14.6	12.8	87	3.2	18	313	KEEL
8. KWKH (C)	34/ 6.0	7.5	4.4	4.6	5.5	----	48/717	410/12.4	12.1	11.1	50	3.4	19	233	KWKH
9. KOKA (REL)	28/ 5.0	5.8	8.2	----	0.3	----	32/332	286/ 8.7	8.4	10.6	68	3.5	20	331	KOKA
10. KWKH-F (C)	25/ 4.4	6.0	4.0	4.6	5.3	----	38/699	430/13.0	13.4	14.5	116	4.1	23	392	KWKH-F
KTAL-F (AOR)	25/ 4.4	7.3	5.3	5.9	7.1	----	75/1054	416/12.6	13.6	13.3	139	10.1	57	611	KTAL-F

12+ FM SHARE (METRO): 78.10% (410 of 525) (FAL 88: 75.25%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KTUX-F	1 KTUX-F	1 KITT-F	1 KRMD-AF	1 KRMD-AF	1 KRMD-AF	1 KRMD-AF	1 KRMD-AF	1 KRMD-AF	>>1 KRMD-AF
KDKS-F	KDKS-F	2 KVKI-F	2 KVKI-F	KITT-F	2 KDKS-F	2 KDKS-F	2 KTAL-F	2 KMJJ-F	2 KMJJ-F
3 KRMD-AF	3 KVKI-F	3 KMJJ-F	KMJJ-F	3 KVKI-F	3 KTUX-F	3 KMJJ-F	KMJJ-F	KDKS-F	3 KVKI-F
4 KVKI-F	4 KMJJ-F	4 KTUX-F	4 KDKS-F	4 KMJJ-F	4 KVKI-F	4 KVKI-F	4 KVKI-F	4 KVKI-F	4 KTAL-F
KMJJ-F	KITT-F	KDKS-F	5 KITT-F	5 KDKS-F	5 KMJJ-F	KTAL-F	5 KDKS-F	5 KITT-F	KITT-F
6 KITT-F	6 KRMD-AF	6 KRMD-AF	6 KTUX-F	6 KEEL	6	6	6 KITT-F	6 KTAL-F	KDKS-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		42 (1)	42 (1)	8.0	8.2	KASO 1240 Minden	0.5/1.8/ 3/ 59
AOR/CLASSIC		25 (1)	25 (1)	4.8	5.9	KBCL 1070 Bossr City/Shrv	0.4/1.7/ 2/ 55
AC/OLDIES/SOFT ROCK		95 (2)	95 (2)	18.1	13.1	KFLO 1300 Shreveport	0.4/2.5/ 3/ 98
MOR/VARIETY						KIOU 1480 Shreveport	0.5/1.8/ 3/ 61
COUNTRY	45 (3)	119 (2)	164 (5)	31.2	30.9		
BLACK/URBAN		129 (2)	129 (2)	24.6	26.0		
BEAUTIFUL/EASY NEWS/TALK							
NOSTALGIA	35 (1)		35 (1)	6.7	6.1		
RELIGION/GOSPEL	32 (3)		32 (3)	6.1	9.8		
SPANISH CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS	3 (1)		3 (1)	0.6			
	115 (8)	410 (8)	525 (16)				

RADIO STATIONS

KEEL, 710, 50 KW/5 KW (DA-2)	NOSTALGIA	ABC I, \$ 27.00 (Katz)	Multimedia
KMJJ, 980, 5 KW (DAYS)	BLACK	SBN, \$ N/A (HNWH)	
KOKA, 1480, 1 KW (DAYS)	GOSPEL	NBN, SBN, \$ 17.00 (HNWH)	
KWKH, 1130, 50 KW (DA-N)	COUNTRY	MBS, \$ N/A (Christal)	Great Empire
KDKS-F, 92.1, 3 KW @ 300,	BLACK	\$ 21.00 (Mc-Guild)	(BENTON)
KITT-F, 93.7, 100 KW @ 1020,	CHR	ABC F, \$ 34.00 (Katz)	Multimedia
KMJJ-F, 100.1, 3 KW @ 300,	BLACK	SBN, \$ 27.00 (HNWH)	
KRMD-F, 101.1, 100 KW @ 1154,	COUNTRY	\$ 48.00 (Republic)	AmCom
KTAL-F, 98.1, 100 KW @ 1328,	AOR	\$ 24.00 (Banner)	(TEXARAKANA)
KVVI-F, 96.5, 100 KW @ 790,	AC	\$ 31.00 (Christal)	
KWKH-F, 94.5, 100 KW @ 320,	COUNTRY	MBS, \$ 40.00 (Christal)	Great Empire
KTUX-F, 98.9, 100 KW @ 720,	CHR	\$ 33.00 (Banner)	(CHARTHAGE)

MISCELLANEOUS COMMENTS: KMJJ-F sold to Sun Group for \$2,400,000 (Barger)...KBCL changes from NOSTALGIA to RELIGION (Jan)...

SPOKANE

Arbitron Rank/Pop (12+): 99/354,000
 MSA Rank/Pop: 130/358,000
 ADI # 76
 Average Person Ratings: 15.7
 Market TSL: 21.0 hours

Stations: 18/18
 Diaries: 715/495:1/57.7%
 Sample Target: 750
 % Below Line: 0.0
 % Not Listed: 12.4

1989 Revenue: \$10,600,000
 HH Inc.: \$23,560
 Retail \$: 2.6 Bil
 Pop per Station: 19,666
 #1 Biller: KGA/KDRK-F \$2,400,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion	Birch Share	Birch AQH	Birch Cume
1. KZZU-F (CHR)	80/14.4	15.6	14.8	16.9	15.2	----	119/1549	1020/28.8	31.2	27.7	56	24.7	143	1297
2. KISC-F (AC) **	56/10.1	9.2	10.9	8.4	8.3	----	75/1031	686/19.4	18.3	16.9	136	5.0	29	639
3. KXLY-F (EZ) **	53/ 9.5	11.1	9.9	13.8	10.7	----	80/953	585/16.5	17.0	16.8	60	7.8	45	588
4. KEZE-F (AOR)	49/ 8.8	7.2	5.6	6.4	7.0	----	64/692	494/14.0	15.1	13.6	95	10.0	58	705
5. KDRK-F (C)	43/ 7.7	8.6	8.9	6.8	11.1	----	77/958	549/15.5	17.3	17.4	117	10.4	60	925
6. KXLY (N/T)**	32/ 5.7	4.6	6.8	5.1	6.3	----	42/665	526/14.9	12.2	14.5	82	5.5	32	503
KKZX-F (AOR)	32/ 5.7	6.3	5.8	3.9	4.4	----	36/578	481/13.6	11.7	12.6	123	8.1	47	568
8. KGA (C)	31/ 5.6	4.1	5.5	4.5	6.1	----	46/648	486/13.7	11.2	12.3	96	4.3	25	334
9. KKPL-F (AC)	29/ 5.2	5.3	3.1	4.9	5.4	----	46/847	590/16.7	13.9	10.9	142	3.8	22	608
10. KTRW (C)	27/ 4.8	2.4	2.7	4.3	0.4	----	35/355	296/ 8.4	5.7	5.9	98	1.9	11	161
11. KJRB (AC)	15/ 2.7	2.2	1.4	3.1	3.0	----	20/338	275/ 7.8	8.8	6.1	137	3.1	18	259
12. KAAR-F (AC)	11/ 2.0	1.7	----	----	----	----	11/302	262/ 7.4	3.9	0.0	165	2.9	17	252
13. KEYF-F (J/NA)	10/ 1.8	0.5	1.5	1.4	3.5	----	14/249	222/ 6.3	2.6	3.1	183	1.4	8	133
14. KAQQ (MOR)	7/ 1.3	3.3	3.1	2.7	2.8	----	26/408	178/ 5.0	6.5	7.9	0	0.3	2	104

12+ FM SHARE (METRO): 75.20% (367 of 488) (FAL 88: 74.17%)

** Stations determined to have engaged in a special station activity.

TEENS	18-34	18-49	18-49	25-54	35+	1+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZZU-F	1 KEZE-F	1 KZZU-F	1 KISC-F	1 KISC-F	1 KXLY-F	1 KZZU-F	1 KISC-F	1 KZZU-F	1 KZZU-F	1 KDRK-F
2	2 KZZU-F	2 KISC-F	2 KEZE-F	2 KDRK-F	2 KXLY	2 KISC-F	2 KZZU-F	2 KISC-F	2 KEZE-F	2 KISC-F
3	3 KISC-F	3 KEZE-F	3 KZZU-F	3 KEZE-F	3 KDRK-F	3 KDRK-F	3 KXLY-F	3 KEZE-F	3 KEZE-F	3 KXLY
4	4 KKZX-F	4 KKZX-F	4 KZZU-F	4 KZZU-F	4 KTRW	4 KXLY-F	4 KEZE-F	4 KXLY-F	4 KKPL-F	4 KKPL-F
5	5 KDRK-F	5 KDRK-F	KDRK-F	5 KKPL-F	5 KISC-F	5 KEZE-F	5 KDRK-F	5 KDRK-F	5 KXLY-F	5
6	6 KKPL-F	6 KKPL-F	6 KKPL-F	6 KKZX-F	6 KGA	6 KXLY	6	6	6 KJRB	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KZZU-F	1 KISC-F	1 KISC-F	1 KISC-F	1 KISC-F	1 KZZU-F	1 KEZE-F	1 KEZE-F	1 KEZE-F	1 KISC-F
2 KISC-F	2 KZZU-F	2 KEZE-F	2 KZZU-F	2 KDRK-F	2 KEZE-F	2 KZZU-F	2 KISC-F	2 KZZU-F	2 KEZE-F
3 KEZE-F	3 KEZE-F	3 KKPL-F	3 KDRK-F	3 KZZU-F	3 KKZX-F	3 KKZX-F	3 KKZX-F	3 KKZX-F	3 KKZX-F
KDRK-F	4 KDRK-F	4 KZZU-F	4 KKPL-F	4 KKPL-F	4 KISC-F	4 KISC-F	4 KZZU-F	4 KISC-F	4 KZZU-F
5 KKPL-F	5 KKPL-F	KDRK-F	5 KEZE-F	5 KEZE-F	5	5 KGA	5 KGA	5	KXLY-F
6 KKZX-F	6	6 KKZX-F	6	6	6	6	6 KJRB	6	KGA KDRK-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		80 (1)	80 (1)	16.4	21.2	KCDA-F 103.1	Cr Dalene/PstFl 0.7/2.0/ 4/ 71
AOR/CLASSIC		81 (2)	81 (2)	16.6	13.0	KFVR 1050	Dishman/Spokane 0.9/4.5/ 5/ 170
AC/OLDIES/SOFT ROCK	20 (2)	100 (4)	120 (6)	24.6	18.4	KHDL 630	Opportunity 0.4/2.1/ 2/ 79
MOR/VARIETY	7 (1)		7 (1)	1.4	3.5	KVNI 1080	Coeur D Alene 0.4/3.4/ 2/ 137
COUNTRY	58 (2)	43 (1)	101 (3)	20.7	19.4		
BLACK/URBAN							
BEAUTIFUL/EASY		53 (1)	53 (1)	10.9	11.3		
NEWS/TALK	32 (1)		32 (1)	6.6	7.8		
NOSTALGIA					2.1		
RELIGION/GOSPEL					0.4		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE		10 (1)	10 (1)	2.0	1.7		
UNKNOWN/OTHERS	4 (2)		4 (2)	0.8	1.2		
	121 (8)	367 (10)	488 (18)				

RADIO STATIONS

KAQQ, 590, 5 KW	MOR	TRNSTR, CNN, \$ 16.00 (Katz)	Home News
KFVR, 1050, 5 KW/500 W, DA-1)	NOSTALGIA	ABC E, \$ 14.00 (Republic)	
KGA, 1510, 50 KW (DA-N)	COUNTRY	ABC I, \$ 21.00 (Eastman)	John Price
KJRB, 790, 5 KW (DA-N)	OLDIES	\$ 17.00 (Mc-Guild)	Apollo
KTRW, 970, 5 KW/1 KW (DA-N)	COUNTRY	US 2, \$ 18.00 (Christal)	Olympia
KXLY, 920, 5 KW	NEWS/TALK	CBS, MBS, \$ 21.00 (Torbet)	
KAAR-F, 95.3, 1 KW @ 680, ??		\$ 14.00 (---)	(MEDICAL LAKE)
KCDA-F, 103.1, 2 KW @ 350, AC		TRNSTR, \$ 10.00 (Republic)	(COEUR D'ALENE)
KDRK-F, 93.7, 56 KW @ 2380, COUNTRY		US 1, \$ 35.00 (Eastman)	John Price
KEYF-F, 101.1, 100 KW @ 900, JAZZ/NAC		\$ 17.00 (Republic)	(CHENEY)
KEZE-F, 105.7, 100 KW @ 1910, AOR		\$ 30.00 (Mc-Guild)	Apollo
KISC-F, 98.1, 94 KW @ 2030, AC		\$ 36.00 (Katz)	Home News
KKPL-F, 96.1, 56 KW @ 2380, AC		\$ 27.00 (Republic)	
KKZX-F, 98.9, 100 KW @ 1614, CLASSIC AOR		\$ 28.00 (Banner)	Medina
KXLY-F, 99.9, 37 KW @ 2998, BTFL/EZ		\$ 32.00 (Torbet)	
KZZU-F, 92.9, 85 KW @ 2110, CHR		\$ 40.00 (Christal)	Olympia

MISCELLANEOUS COMMENTS: KEYF-A changes to KFVR (Oct)...

SPRINGFIELD, MA

Arbitron Rank/Pop (12+): 73/502,000
 MSA Rank/Pop: 86/592,000
 ADI # 97
 Average Person Ratings: 16.9
 Market TSL: 22.00 hours

Stations: 28/13
 Diaries: 927/542:1/51.8%
 Sample 1.00: 890
 % Below Line: 35.1
 % Not Listed: 13.9

1989 Revenue: \$12,000,000
 HH Inc.: \$28,374
 Retail \$: 4.8 Bil
 Pop per Station: 38,615
 #1 Biller: WHYN-AF \$5,000,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WAQY-F (AOR)	81/ 9.6	10.7	9.8	8.6	8.2	9.7	92/1151	1031/20.5	24.5	20.2	87	11.8	101	1379	WAQY-F
2. WMAS-F (AC)	72/ 8.5	8.0	9.2	7.3	10.2	8.3	74/944	908/18.1	18.3	21.0	134	5.5	47	685	WMAS-F
WHYN-F (AC)	72/ 8.5	9.7	11.5	8.2	10.3	9.5	85/1290	1157/23.0	24.2	24.8	134	9.6	82	1200	WHYN-F
4. WMAS (BB)	65/ 7.7	4.0	5.3	5.9	4.7	5.7	65/575	566/11.3	11.0	9.1	17	4.8	41	526	WMAS
5. WTIC-F (CHR)	64/ 7.5	10.5	7.6	9.1	7.9	8.7	64/1056	1050/20.9	22.5	23.1	68	10.8	92	1375	WTIC-F
6. WHYN (MOR)	60/ 7.1	7.8	8.3	5.3	5.5	7.1	62/823	803/16.0	19.4	17.2	107	5.3	45	604	WHYN
7. WRCH-F (EZ)	55/ 6.5	6.1	7.2	10.1	8.7	7.5	57/736	710/14.1	16.3	15.4	97	5.4	46	454	WRCH-F
8. WCCC-F (AOR)	35/ 4.1	3.1	2.2	2.9	2.5	3.1	35/553	535/10.7	10.8	10.5	80	3.2	27	436	WCCC-F
9. WWYZ-F (C)	32/ 3.8	3.0	3.5	2.6	2.2	3.2	35/394	346/ 6.9	8.4	5.2	153	3.2	27	369	WWYZ-F
10. WDRC-F (AC)	24/ 2.8	2.0	1.7	2.6	2.5	2.3	26/416	406/ 8.1	8.6	8.5	171	2.9	25	488	WDRC-F
11. WNNZ (AC)	19/ 2.2	1.8	2.7	3.5	1.8	2.5	19/323	308/ 6.1	7.1	5.6	186	1.8	15	206	WNNZ
12. WHMP-F (CHR)	18/ 2.1	2.9	2.4	3.2	3.2	2.7	24/515	435/ 8.7	8.9	9.0	62	2.1	18	403	WHMP-F

12+ FM SHARE (METRO): 70.55% (515 of 730) (FAL 88: 73.71%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WTIC-F>>	1 WAQY-F>>	1 WAQY-F	1 WHYN-F<	1 WHYN-F	1 WMAS-F	1 WHYN	1 WHYN-F<	1 WAQY-F	1 WAQY-F>	1 WAQY-F
2 WAQY-F	2 WHYN-F<	2 WHYN-F	2 WMAS-F	WMAS-F>	2 WHYN-F<	2 WHYN-F	2 WMAS-F<	2 WHYN-F	2 WTIC-F>	2 WHYN
3	3 WTIC-F>	3 WMAS-F	3 WAQY-F	3 WAQY-F	3 WMAS	3 WMAS-F	3 WAQY-F	3 WTIC-F	3 WRCH-F	3 WTIC-F
4	4 WCCC-F	4 WTIC-F>	4 WHYN-F	4 WHYN	4 WRCH-F	4 WMAS	4 WMAS	4 WMAS-F	4 WHYN	WMAS
5	5 WMAS-F	5 WHYN	5 WRCH-F	5 WRCH-F	5 WHYN-F	5 WTIC-F	5 WRCH-F	5 WRCH-F	5 WMAS-F	5 WTIC
6	6	6	6	6	6	6 WAQY-F	6 WTIC-F	6 WMAS	6	6 WHMP-F
7	7	7	7	7	7	7	7 WHYN	7 WHYN	7	7
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WTIC-F>	1 WHYN-F	1 WHYN-F>>	1 WHYN-F	1 WIXY >		1 WAQY-F>>	1 WAQY-F>>	1 WAQY-F>	1 WAQY-F>>	1 WAQY-F
2 WHYN-F>	2 WTIC-F>>	2 WRCH-F	2 WTIC-F	2 WMAS-F		2 WCCC-F>>	2 WCCC-F	2 WMAS-F>>	2 WCCC-F	2 WMAS-F>
3 WAQY-F>	3 WAQY-F	3 WTIC-F	3 WMAS-F>	3 WRCH-F		3 WTIC-F	3 WTIC-F	3 WHCN-F	3 WMAS-F	3 WHYN-F
4 WMAS-F	4 WMAS-F	WMAS-F	4 WRCH-F	4 WHYN-F		4 WHYN-F>	4 WMAS-F	WCCC-F	4 WHYN-F>	4 WHYN
WHMP-F>	5	5 WHCN-F	WHYN	5 WTIC-F		5 WHCN-F	5 WHCN-F	WAAF-F	5	5
6 WDRC-F>	6	WAQY-F>	6	6 WWYZ-F		6 WAAF-F>	6 WHYN-F	6	6	6
7	7	7	7	7		7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		91 (3)	91 (3)	12.5	14.2	WACE 730 Chicopee	0.8/3.1/ 7/ 165
AOR/CLASSIC	4 (1)	145 (4)	149 (5)	20.4	16.7	WHMP 1400 Northampton	1.7/4.6/ 15/ 238
AC/OLDIES/SOFT ROCK	19 (1)	175 (4)	194 (5)	26.6	30.9	WIXY 1600 East Longmeadow	0.4/1.8/ 4/ 104
MOR/VARIETY	96 (4)		96 (4)	13.2	11.0	WREB 930 Holyoke	0.8/3.5/ 7/ 183
COUNTRY	3 (1)	32 (1)	35 (2)	4.8	3.1	WSPR 1270 Springfield	1.3/6.2/ 11/ 322
BLACK/URBAN						WTTT 1430 Amherst	0.4/1.4/ 8/ 83
BEAUTIFUL/EASY		68 (3)	68 (3)	9.3	12.2		
NEWS/TALK	18 (2)		18 (2)	2.5	3.6	WAAF-F 107.3 Worcester	1.9/9.0/ 28/ 555
NOSTALGIA	68 (2)		68 (2)	9.3	6.1	WBZ 1030 Boston	0.7/1.6/ 7/ 115
RELIGION/GOSPEL	7 (1)		7 (1)	1.0	0.4	WFAN 660 New York	0.5/1.1/ 5/ 61
SPANISH					0.7	WHCN-F 105.9 Hartford	1.5/7.2/ 14/ 375
CLASSICAL						WIOF-F 104.1 Waterbury	0.8/3.6/ 7/ 183
JAZZ/NEW AGE						WKSS-F 95.7 Hartford	1.1/8.4/ 9/ 422
UNKNOWN/OTHERS		4 (1)	4 (1)	0.5	0.9	WLWH-F 93.7 Hartford	0.9/1.2/ 8/ 60
	215 (12)	515 (16)	730 (28)			WRSI-F 95.3 Greenfield	0.5/1.6/ 13/ 145
						WRSR-F 96.1 Worcester	0.6/3.2/ 7/ 207
						WTIC 1080 Hartford	1.9/7.1/ 17/ 380

RADIO STATIONS

WHMP, 1400, 1 KW	MOR	NBC, \$ 18.00 (K & P)	
WHYN, 560, 5 KW/1 KW (DA-2)	MOR/AC	ABC 1, \$ 35.00 (Mc-Guild)	Wilkes-Schwartz
WMAS, 1450, 1 KW	NOSTALGIA	MBS, \$ 28.00 (Banner)	Lappin
WNNZ, 640, 50 KW/1 KW (DA-2)	OLDIES	US 2, CBS, \$ 25.00 (---)	
WREB, 930, 500 W (DAYS)		\$ 13.00 (---)	
WSPR, 1270, 5 KW/1 KW (DA-2)	TALK	MBS, APR, \$ 20.00 (Roslin)	
WAQY-F, 102.1, 27 KW @ 650, AOR		ABC F, \$ 55.00 (Katz)	Sunshine
WHMP-F, 99.3, 3 KW @ 300, CHR		\$ 25.00 (K & P)	
WHYN-F, 93.1, 9 KW @ 300, AC		\$ 64.00 (Mc-Guild)	Wilkes-Schwartz
WMAS-F, 94.1, 50 KW @ 360, AC		\$ 56.00 (Banner)	Lappin

OTHER RANKED STATIONS -- See Hartford

STOCKTON

Arbitron Rank/Pop (12+): 90/392,400

Stations: 33/9
Diaries: 725/541:1/44.2%
Sample Target: 780
% Below Line: 58.5
% Not Listed: 17.6

1989 Revenue: \$7,800,000
HH Inc.: \$27,343
Retail \$: 2.8 Bil
Pop per Station: 43,600
#1 Biller: KWG/KYBB-F \$1,900,000

MSA Rank/Pop: 104/479,000
Sacramento ADI
Average Person Ratings: 15.7
Market TSL: 21.00 hours

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion	Birch Share	Birch AQH	Birch Cume	
1. KHOP-F (CHR)	42/ 6.8	10.4	4.4	6.5	7.0	----	42/869	869/22.1	25.0	18.0	93	10.6	62	931	KHOP-F
2. KNBR (MOR)	38/ 6.2	4.6	3.0	3.6	3.7	----	38/641	641/16.3	10.7	9.4	97	5.3	31	439	KNBR
3. KBEE-F (EZ)	36/ 5.9	3.8	5.5	6.1	6.6	----	36/532	532/13.6	9.8	11.4	102	2.4	14	276	KBEE-F
4. KRAK (C)	35/ 5.7	5.6	9.1	6.3	5.6	----	35/410	410/10.4	10.3	15.0	128	5.1	30	340	KRAK
5. KJOY-F (EZ)	34/ 5.5	4.8	2.7	3.5	7.6	----	34/374	374/ 9.5	10.7	8.1	104	0.9	5	163	KJOY-F
6. KMEL-F (CHR)	27/ 4.4	4.3	2.1	3.1	1.7	----	27/365	365/ 9.3	11.2	6.5	55	4.1	24	439	KMEL-F
7. KDJK-F (AOR)	25/ 4.1	5.1	3.2	5.6	3.9	----	25/315	315/ 8.0	9.0	7.5	146	5.8	34	338	KDJK-F
8. KFMR-F (C)	21/ 3.4	3.1	6.5	5.0	4.3	----	21/393	393/10.0	9.8	13.3	88	6.3	37	412	KFMR-F
9. KYBB-F (O)	19/ 3.1	3.6	3.6	2.5	3.7	----	19/285	285/ 7.3	9.7	9.7	174	2.0	12	174	KYBB-F
10. KCBS (N/T)	18/ 2.9	3.9	3.2	2.9	5.2	----	18/428	428/10.9	10.4	9.6	31	3.1	18	287	KCBS
11. KWG (O)	17/ 2.8	4.1	4.1	5.2	5.2	----	17/285	285/ 7.3	9.1	7.3	161	3.8	22	272	KWG
KSTN-F (SP)	17/ 2.8	1.1	2.8	2.9	2.3	----	17/249	249/ 6.3	3.2	6.4	118	2.0	12	238	KSTN-F
13. KRAK-F (C)	16/ 2.6	2.3	3.3	3.8	1.9	----	16/254	254/ 6.5	7.1	7.3	92	1.7	10	209	KRAK-F
14. KGO (N/T)	14/ 2.3	2.0	2.2	2.1	1.9	----	14/279	279/ 7.1	4.7	4.5	39	2.0	12	214	KGO
KFRC (BB)	14/ 2.3	5.4	1.3	1.5	1.0	----	14/241	241/ 6.1	6.8	3.9	26	1.5	9	122	KFRC

12+ FM SHARE (METRO): 63.91% (324 of 507) (FAL 88: 63.94%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHOP-F	1 KHOP-F	1 KHOP-F	1 KHOP-F	1 KRAK	1 KRAK	1 KNBR <	1 KBEE-F	1 KJOY-F<	1 KNBR	1 KNBR >>
2 KMEL-F>	2 KDJK-F>	2 KDJK-F	2 KNBR	2 KHOP-F	KBEE-F	2 KHOP-F>	2 KJOY-F	2 KHOP-F>	2 KMEL-F	2 KDJK-F
3 KSOL-F	3 KMEL-F>	3 KNBR	KDJK-F	3 KNBR	3 KNBR	3 KRAK	3 KRAK	3 KNBR	3 KHOP-F	3 KRAK
KSTN	4 KZAP-F	4 KJOY-F<	4 KYBB-F	KDJK-F	4 KJOY-F	4 KBEE-F	4 KHOP-F	KMEL-F	4 KJOY-F	KFBK
5	KSPM-F	5 KMEL-F	5 KRAK	KBEE-F	5	5 KCBS	5 KDJK-F	KBEE-F	5	KCBS
6	6	6 KYBB-F	KJOY-F	6 KJOY-F<	6	6	6	6	6	6
				7 KYBB-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 KHOP-F>	1 KHOP-F	1 KHOP-F>	1 KBEE-F	1 KSPM-F>	1 KDJK-F	1 KDJK-F	1 KDJK-F	1 KRAK
2 KHOP-F>	2 KMEL-F	2 KDJK-F>	2 KYBB-F	KYBB-F	2 KHOP-F	2 KHOP-F>	2 KHOP-F>>	2 KHOP-F	KDJK-F
3 KFMR-F>	KDJK-F>	3 KYBB-F	KJOY-F	3 KJOY-F	3 KMEL-F	3 KMEL-F	3 KZAP-F	3 KNBR	3 KNBR
4 KVFX-F	4 KNBR	4 KZAP-F	4 KNBR	4 KRAK	KDJK-F	4 KSPM-F	KOSO-F	4 KRAK	4 KHOP-F
KMEL-F	KYBB-F	KNBR	5 KMEL-F	KHOP-F	KJOY-F	5 KJOY-F	KMEL-F>	5 KMEL-F	5 KZAP-F
KSPM-F	KWIN-F	KWIN-F>>	6	6	6 KVFX-F	6	6	6	KWG
KSTN					KWIN-F				

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		98 (5)	98 (5)	19.3	18.7	KCVX 1570 Lodi	1.6/4.2/ 10/ 163
AOR/CLASSIC		48 (4)	48 (4)	9.5	6.8	KJAX 1280 Stockton	0.8/4.0/ 5/ 157
AC/OLDIES/SOFT ROCK	26 (3)	29 (2)	55 (5)	10.8	13.5	KSTN 1420 STOCKTON	2.0/10.0/ 12/ 391
MOR/VARIETY	38 (1)		38 (1)	7.5	5.7	KWIN-F 97.7 LODI	2.0/9.6/ 12/ 377
COUNTRY	47 (3)	40 (3)	87 (6)	17.2	25.3		
BLACK/URBAN		13 (1)	13 (1)	2.6	0.4	KCTC-F 96.1 Sacramento	0.3/1.4/ 2/ 54
BEAUTIFUL/EASY		72 (3)	72 (3)	14.2	10.9	KFBK 1530 SACRAMENTO	1.5/2.9/ 9/ 112
NEWS/TALK	41 (3)		41 (3)	8.1	7.4	KLOC 920 Ceres	0.8/2.0/ 5/ 78
NOSTALGIA	14 (1)		14 (1)	2.8	1.6	KOSO-F 93.1 PATTERSON/MDSTO	1.6/4.5/ 10/ 175
RELIGION/GOSPEL						KQPT-F 100.5 SACRAMENTO	1.1/3.8/ 7/ 150
SPANISH	17 (2)	17 (1)	34 (3)	6.7	8.0	KRQR-F 97.3 SAN FRANCISCO	0.3/1.3/ 2/ 52
CLASSICAL						KSAN-F 94.9 San Francisco	0.5/1.5/ 3/ 59
JAZZ/NEW AGE		7 (1)	7 (1)	1.4	1.8	KSPM-F 102.5 WOODLAND	1.6/5.1/ 10/ 199
UNKNOWN/OTHERS						KSFO 560 SAN FRANCISCO	0.7/2.7/ 4/ 107
						KSOL-F 107.7 SAN MATEO	2.1/4.2/ 13/ 164
	183 (13)	324 (20)	507 (33)			KTRB 860 MODESTO/STOCKTN	0.3/2.3/ 2/ 92
						KVFX-F 96.7 Manteca	1.3/4.2/ 8/ 163
						KWOD-F 106.5 SACRAMENTO	1.1/5.9/ 7/ 230
						KZAP-F 98.5 SACRAMENTO	2.1/5.3/ 13/ 207

RADIO STATIONS

KJAX, 1280, 1 KW (DA-N), NEWS/TALK
KSTN, 1420, 5 KW/1KW (DA-2), HISPANIC
KWG, 1230, 1 KW, OLIDES
KCVX, 1570, 5 KW (DAYS, DA), HISPANIC

ABC E, \$ 12.00 (Christal)
ABC C, \$ 16.00 (Roslin)
MBS, \$ 18.00 (Katz) Home News
\$ 14.00 (Caballero)

KFMR-F, 100.1, 3 KW @ 300, COUNTRY
KJOY-F, 99.3, 3 KW @ 300, SOFT AC
KSTN-F, 107.3, 8 KW @ 1610, HISPANIC
KYBB-F, 100.9, 3 KW @ 300, OLDIES
KWIN-F, 97.7, 3 KW @ 300, CHR

\$ 24.00 (CBS)
ABC E, \$ 23.00 (Christal)
ABC C, \$ 17.00 (Roslin)
\$ 24.00 (Katz) Home News (TRACY)
\$ 27.00 (MMR) (LODI)

OTHER RANKED STATIONS - See Modesto or Sacramento... MISCELLANEOUS COMMENTS: KFOY-A changes to KJAX...KJAX-F changes to KJOY-F
KJOY now programs SOFT AC and KJAX programs NEWS/

SYRACUSE

Arbitron Rank/Pop (12+): 66/540,300
 MSA Rank/Pop: 74/651,000
 ADI # 70
 Average Person Ratings: 16.8
 Market TSL: 22.00 hours

Stations: 23/17
 Diaries: 991/545:1/59.9%
 Sample Target: 920
 % Below Line: 6.6
 % Not Listed: 14.3

1989 Revenue: \$17,000,000
 HH Inc.: \$30,327
 Retail \$: 4.6 Bil
 Pop per Station: 31,782
 #1 Biller: WYYY-F \$5,000,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WYYY-F (AC)	128/14.1	15.7	11.8	14.7	13.8	14.1	160/2214	1730/32.0	31.4	33.6	149	10.5	96	1324	WYYY-F
2. WNTQ-F (CHR)	103/11.4	10.0	13.9	15.3	12.6	12.6	133/2053	1561/28.9	30.7	30.4	65	14.6	134	1860	WNTQ-F
3. WSYR (MOR)	87/ 9.6	10.0	10.8	10.0	14.2	10.1	106/1565	1366/25.3	23.4	28.9	73	7.5	69	1071	WSYR
4. WRHP-F (EZ)	63/ 6.9	6.6	6.5	7.7	6.6	6.9	75/928	675/12.5	11.7	11.0	70	4.9	45	495	WRHP-F
5. WAQX-F (AOR)	61/ 6.7	7.3	7.8	6.2	8.0	7.0	73/1180	1018/18.8	18.7	19.0	118	12.1	111	1628	WAQX-F
6. WKFM-F (AOR)	56/ 6.2	7.3	7.4	5.9	6.0	6.7	71/1342	1000/18.5	18.7	15.6	134	9.6	88	846	WKFM-F
7. WSEN-AF (O)	50/ 5.5	5.8	5.8	4.9	4.8	5.5	60/858	762/14.1	16.5	13.0	180	4.4	32	665	WSEN-AF
8. WFBL (BB)	41/ 4.5	2.8	0.7	-----	-----	2.0	45/580	493/ 9.1	2.7	0.0	20	2.5	23	289	WFBL
9. WHEN (MOR)	30/ 3.3	3.3	4.2	3.2	4.6	3.5	31/748	617/11.4	15.2	14.9	12	4.4	40	477	WHEN
10. WEZG-F (EZ)	28/ 3.1	2.7	2.7	4.6	4.2	3.3	28/522	513/ 9.5	9.1	11.2	119	2.4	22	577	WEZG-F

12+ FM SHARE (METRO): 73.87% (574 of 777) (FAL 88: 74.52%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WNTQ-F	1 WYYY-F	1 WYYY-F>	1 WYYY-F>>	1 WYYY-F>>	1 WSYR >	1 WYYY-F	1 WYYY-F>	1 WYYY-F	1 WYYY-F	1 WSYR <
2	2 WNTQ-F	2 WNTQ-F	2 WSEN-AF	2 WSEN-AF	2 WYYY-F	2 WSYR <	2 WRHP-F<	2 WNTQ-F>	WNTQ-F	2 WYYY-F>>
3	3 WAQX-F	3 WAQX-F<	3 WKFM-F<	3 WKFM-F	WRHP-F>	3 WNTQ-F>>	3 WNTQ-F	3 WAQX-F	3 WSYR	3 WSEN-F
4	4 WKFM-F	4 WKFM-F	4 WAQX-F	4 WAQX-F	4 WFBL	4 WAQX-F	4 WRHP-F	4 WAQX-F	4 WKFM-F	4 WNTQ-F
5	5	5 WSEN-AF	5 WNTQ-F	5 WNTQ-F	5 WSEN-AF	5 WSEN-AF<	5 WSYR <	WKFM-F	5 WKFM-F	5 WEZG-F
6	6	6	6	6 WSYR	6	6 WRHP-F	6 WSEN-AF	6 WSYR	6 WRHP-F	6 WAQX-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WNTQ-F>>	1 WYYY-F	1 WYYY-F>	1 WYYY-F>	1 WYYY-F>>	1 WNTQ-F	1 WAQX-F	1 WAQX-F	1 WYYY-F	1 WYYY-F
2 WYYY-F	2 WNTQ-F>>	2 WNTQ-F	2 WNTQ-F>>	2 WNTQ-F>	2 WAQX-F>	2 WYYY-F<	2 WKFM-F	2 WAQX-F	2 WSEN-AF<
3 WKFM-F>	3 WAQX-F	3 WAQX-F>	3 WKFM-F	3 WSEN-AF	3 WYYY-F>	3 WKFM-F	3 WYYY-F>>	3 WKFM-F	3 WKFM-F
4 WAQX-F>>	4 WKFM-F	4 WKFM-F>>	4 WAQX-F	4 WSYR	4 WKFM-F	4 WNTQ-F	4 WNTQ-F	4 WSEN-AF	4 WAQX-F>
5	5	5	5 WSEN-AF	WRHP-F	5 WOUR-F	5	5	5 WNTQ-F	5 WSYR

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		106 (2)	106 (2)	13.6	15.2	WMCR 1600 Oneida	0.4/1.1/ 5/ 91
AOR/CLASSIC		133 (3)	133 (3)	17.1	17.4	WMHR-F 102.9 Syracuse	1.3/3.5/ 23/ 261
AC/OLDIES/SOFT ROCK	3 (1)	181 (3)	184 (4)	23.7	22.9	WNDR 1260 Syracuse	1.7/6.1/ 17/ 362
MOR/VARIETY	121 (3)		121 (3)	15.6	22.3	WSCP-F 101.7 Pulaski	1.8/2.1/ 24/ 175
COUNTRY	15 (1)	42 (3)	57 (4)	7.3	6.4	WSGO 1440 Oswego	1.0/1.2/ 9/ 79
BLACK/URBAN						WXRA 1220 North Syracuse	1.5/3.4/ 22/ 197
BEAUTIFUL/EASY NEWS/TALK		91 (2)	91 (2)	11.7	12.3	WFRG-F 96.1 Rome/Utica	0.8/2.7/ 33/ 465
NOSTALGIA	64 (3)		64 (3)	8.2	0.5	WLZW-F 98.7 Utica/Rome	0.3/1.7/ 19/ 317
RELIGION/GOSPEL		12 (1)	12 (1)	1.5	1.6	WOUR-F 96.9 Utica	1.8/5.2/ 32/ 478
SPANISH						WPCX-F 106.9 Auburn	2.1/5.9/ 50/ 727
CLASSICAL						WRCK-F 107.3 Utica	1.0/3.2/ 22/ 361
JAZZ/NEW AGE						WUUF-F 102.5 Rome/Utica	0.7/1.5/ 24/ 277
UNKNOWN/OTHERS		9 (1)	9 (1)	1.2	1.3		
	203 (8)	574 (15)	777 (23)				

RADIO STATIONS

WFBL, 1390, 5 KW (DA-N)	NOSTALGIA	CNN, \$ 17.00 (Christal)	Wilkes-Schwartz
WHEN, 620, 5 KW/1 KW (DA-N)	MOR/AC	ABC E, \$ 34.00 (Banner)	Park
WNDR, 1260, 5 KW (DA-N)	COUNTRY	CBS, \$ 18.00 (Mc-Guild)	Osborn
WSYR, 570, 5 KW (DA-2)	MOR	NBC, \$ 77.00 (Katz)	NewCity
WAQX-F, 95.7, 25 KW @ 300, AOR		ABC R, \$ 46.00 (MMR)	Atlantic Ventures
WEZG-F, 100.9, 3 KW @ 165, SOFT AC		, \$ 28.00 (Durpetti)	---
WKFM-F, 104.7, 50 KW @ 500, AOR		SOURCE, \$ 34.00 (Christal)	Wilkes-Schwartz
WMHR-F, 102.9, 20 KW @ 780, RELIGION		, \$ 10.00 (---)	
WNTQ-F, 93.1, 97 KW @ 660, CHR		, \$ 50.00 (Mc-Guild)	Osborn
WRHP-F, 107.9, 50 KW @ 500, BTFL/EZ		ABC D, \$ 38.00 (Banner)	Park
WSEN-F, 92.1, 25 KW @ 300, OLDIES		, \$ 32.00 (HNWH)	Buckley
WYYY-F, 94.5, 100 KW @ 650, AC		, \$ 106.00 (Katz)	NewCity
WPCX-F, 106.9, 45 KW @ 530, COUNTRY		SMN, \$ 18.00 (Market)	Scott (AUBURN)

MISCELLANEOUS COMMENTS: WEZG-F changes to EZ/SOFT AC...

TAMPA-ST. PETERSBURG

Arbitron Rank/Pop (12+): 21/1,803,700
 MSA Rank/Pop: 21/2,070,000
 ADI # 15
 Average Person Ratings: 18.8
 Market TSL: 24.75 hours

Stations: 26/23
 Diaries: 1649/1094:1/49.9%
 Sample Target: 1640
 % Below Line: 8.3
 % Not Listed: 10.7

1989 Revenue: \$60,500,000
 HH Inc.: \$24,733
 Retail \$: 16.0 Bil
 Pop per Station: 78,421
 #1 Biller: WRBQ-F \$17,500,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion	Birch Share	Birch AQH	Birch Cume	
1. WFLZ-F (AC)	392/11.6	2.6	3.5	2.7	4.3	5.1	481/4751	3660/20.3	9.5	11.8	76	11.9	364	3615	WFLZ-F
2. WQYK-F (C)	301/ 8.9	7.5	7.8	6.1	7.6	7.6	326/3343	2785/15.4	14.4	13.9	119	6.4	197	2309	WQYK-F
3. WRRQ-F (CHR)	298/ 8.8	13.9	14.6	14.9	14.5	13.1	346/5196	4211/23.3	31.8	33.0	116	13.1	399	5094	WRRQ-F
4. WWRM-F (AC)	278/ 8.2	9.9	7.5	6.3	9.4	8.0	357/4412	3666/20.3	20.2	20.2	98	6.7	206	2263	WWRM-F
5. WUSA-F (AC)	266/ 7.9	5.0	5.9	5.6	4.8	6.1	278/3254	2894/16.0	14.3	12.2	154	4.8	147	1663	WUSA-F
6. WYNF-F (AOR)	191/ 5.6	7.4	6.8	7.5	6.9	6.8	331/3729	2441/13.5	13.7	15.0	132	10.4	319	3005	WYNF-F
7. WDUV-F (EZ)	183/ 5.4	6.2	6.7	6.8	6.4	6.3	321/3527	2133/11.8	11.2	11.8	30				WDUV-F
8. WNLT-F (AC)	132/ 3.9	4.4	5.7	4.3	4.1	4.6	151/2288	1922/10.7	14.0	12.4	159	3.8	115	2079	WNLT-F
9. WFLA (N/T)	128/ 3.8	5.0	4.2	6.3	4.7	4.8	162/2212	1763/ 9.8	9.8	10.4	84	3.5	1081	518	WFLA
10. WGUL-AF (BB)	119/ 3.5	3.8	3.7	5.5	3.3	4.1	119/1350	1309/ 7.3	7.4	6.3	6	3.9	117	1057	WGUL-AI
11. WYUU-F (O)	81/ 2.4	1.4	1.7	2.3	1.6	2.0	102/1314	989/ 5.5	4.0	4.4	154	1.7	53	772	WYUU-F
12. WHVE-F (J/NA)	78/ 2.3	2.8	3.0	3.1	1.4	2.8	126/1992	1302/ 7.2	7.4	6.0	191				WHVE-F
13. WKRL-F (AOR)	76/ 2.2	1.9	3.2	3.1	3.7	2.6	82/1577	1385/ 7.7	8.9	9.3	182	4.4	135	1592	WKRL-F
14. WLVU-F (BB)	73/ 2.2	1.5	1.2	0.8	1.2	1.4	73/745	736/ 4.1	2.8	3.4	14	0.7	20	382	WLVU-F
15. WSUN (N/T)	69/ 2.0	2.2	2.6	1.9	2.7	2.2	101/1753	1318/ 7.3	6.4	7.4	40	1.9	57	893	WSUN
16. WDAE (BB)	65/ 1.9	2.6	3.9	3.0	2.7	2.8	67/955	866/ 4.8	5.7	5.2	5	1.9	59	719	WDAE
17. WTMP (B)	60/ 1.8	2.5	1.6	2.4	2.1	2.1	60/681	681/ 3.8	4.4	4.6	128	1.4	44	927	WTMP
18. WTKN (N/T)	53/ 1.6	1.0	1.1	0.9	0.9	1.1	61/1379	1131/ 6.3	4.0	4.3	69	0.9	28	629	WTKN
19. WLFF (BB)	42/ 1.2	1.5	0.9	1.2	1.4	1.2	61/636	498/ 2.8	1.8	2.0	17				WLFF
20. WHBO (O)	38/ 1.1	1.1	0.4	0.9	0.7	0.9	38/466	450/ 2.5	1.7	3.0	173	1.3	41	601	WHBO

12+ FM SHARE (METRO): 81.14% (2452 of 3022) (FAL 88: 79.04%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFLZ-F>>	1 WFLZ-F>	1 WFLZ-F	1 WUSA-F	1 WUSA-F	1 WQYK-F<	1 WRBQ-F	1 WWRM-F	1 WFLZ-F	1 WFLZ-F>	1 WTKN >>
2 WRBQ-F	2 WYNF-F	2 WRBQ-F	2 WRBQ-F	2 WQYK-F<	2 WWRM-F	WFLZ-F	WFLZ-F	2 WQYK-F	2 WRBQ-F	2 WQYK-F>>
3	3 WRBQ-F>	3 WUSA-F	3 WQYK-F<	3 WRBQ-F	3 WUSA-F	3 WQYK-F	3 WRBQ-F	3 WWRM-F	3 WUSA-F	3 WUSA-F
4	4 WNLT-F	4 WYNF-F	4 WFLZ-F	4 WFLZ-F	4 WDUV-F>	4 WYNF-F	4 WUSA-F	4 WUSA-F	4 WQYK-F	4 WFLA
5	5 WQYK-F<	5 WQYK-F	5 WYNF-F	5 WWRM-F	5 WRBQ-F<	WUSA-F	5 WRBQ-F>	5 WWRM-F	5 WUSA-F<	5 WWRM-F
6	6 WUSA-F	6 WWRM-F	6 WWRM-F	6 WYNF-F	6 WGUL-AF<	6 WWRM-F	6 WDUV-F	6 WYNF-F<	6 WYNF-F	6 WFLZ-F
7	7 WKRL-F	7 WNLT-F	7 WNLT-F	7 WNLT-F>	7 WFLA	7	7 WYNF-F	7 WDUV-F	7	7 WRBQ-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 WFLZ-F>>	1 WFLZ-F>	1 WFLZ-F	1 WFLZ-F	1 WUSA-F	1 WFLZ-F>>	1 WFLZ-F	1 WYNF-F	1 WFLZ-F	1 WQYK-F<
2 WRBQ-F>>	2 WRBQ-F	2 WNLT-F	2 WRBQ-F	2 WWRM-F<	2 WYNF-F>	2 WYNF-F>	2 WFLZ-F	2 WYNF-F	2 WUSA-F
3 WYNF-F	3 WNLT-F>	3 WUSA-F	3 WUSA-F	3 WRBQ-F	3 WRBQ-F>	3 WRBQ-F	3 WRBQ-F<	3 WRBQ-F	3 WYNF-F<
4 WNLT-F	4 WUSA-F<	4 WRBQ-F	4 WNLT-F<	4 WQYK-F	4 WWRM-F>	4 WQYK-F	4 WQYK-F>	4 WUSA-F	4 WRBQ-F
5 WQYK-F>	5 WYNF-F>	5 WYNF-F	5 WWRM-F	5 WFLZ-F	5 WNLT-F	5 WKRL-F	5 WKRL-F	5 WQYK-F>	5 WFLZ-F
6 WWRM-F	6 WQYK-F	6 WHVE-F	6 WQYK-F	6 WNLT-F	6 WUSA-F	6 WUSA-F<	6 WUSA-F	6 WWRM-F	6
7 WUSA-F>>	7 WWRM-F	WKRL-F	7	7	WKRL-F	7 WNLT-F	7 WNLT-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

FORMATS	AM	FM	TOTAL	%	FAL 88	OTHER RATED STATIONS			METRO CUME TSA TSA
					%				SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP	27 (1)	298 (1)	325 (2)	10.8	17.7	WPAS 1400	Zephyrhills	0.5/0.7/ 17/ 123	
AOR/CLASSIC		267 (2)	267 (2)	8.8	11.9	WQYK 1010	Seffner/Tampa	0.2/1.5/ 11/ 356	
AC/OLDIES/SOFT ROCK	38 (1)	1149 (5)	1187 (6)	39.3	27.5	WRBQ 1380	St Petersburg	0.8/5.4/ 27/ 996	
MOR/VARIETY						WRXB 1590	St Pete Bch/Tam	0.9/2.0/ 29/ 386	
COUNTRY	7 (1)	301 (1)	308 (2)	10.2	12.8				
BLACK/URBAN	29 (1)		29 (1)	1.0	3.5	WPCV-F 97.5	Wintr Haven/lak	0.6/2.8/ 85/1245	
BEAUTIFUL/EASY		183 (1)	183 (1)	6.1	7.5				
NEWS/TALK	250 (3)		250 (3)	8.3	6.3				
NOSTALGIA	142 (3)	157 (2)	299 (5)	9.9	8.2				
RELIGION/GOSPEL									
SPANISH									
CLASSICAL					1.8				
JAZZ/NEW AGE		97 (2)	97 (2)	3.2	1.6				
UNKNOWN/OTHERS	17 (1)		17 (1)	0.6	1.0				
	-----	-----	-----						
	510 (11)	2452 (14)	3022 (25)						

RADIO STATIONS

AM STATIONS

WDAE, 1250, 5 KW (DA-N)	, NOSTALGIA	ABC I, \$ 54.00 (Mc-Guild)	Gannett
WFLA, 970, 5 KW (DA-2)	, NEWS/TALK	ABC I, \$ 68.00 (Eastman)	Jacor
WHBO, 1040, 5 KW (DAYS)	, OLDIES	, \$ 38.00 (MMR)	Metroplex
WLFF, 680, 1 KW (DAYS)	, NOSTALGIA	, \$ 27.00 (---)	Century
WQYK, 1010, 50 KW/5 KW (DA-2)	, BASICALLY A SIMULCAST WITH WQYK-F		
WRBQ, 1380, 5 KW (DA-N)	, SIMULCAST WITH WRBQ-F		
WRXB, 1590, 5 KW/1 KW (DA-2)	, BLACK	NBN, ABC C, \$ 26.00 (---)	
WSUN, 620, 10 KW (DA-N)	, NEWS/TALK	CBS, MBS, \$ 71.00 (CBS)	CBS
WTKN, 570, 5 KW/10 KW (DA-2)	, TALK	MBS, NBC, \$ 48.00 (HNWH)	Susquehanna
WTMP, 1150, 5 KW/2.5 KW (DA-2)	, BLACK	SBN, \$ 34.00 (HNWH)	
WGUL, 860, 2 KW/1.6 KW (DA-2)	, SIMULCAST WITH WGUL-F		

FM STATIONS

WFLZ, 93.3, 99 KW @ 1350, CHR	ABC E, \$ 60.00 (Eastman)	Jacor
WGUL, 105.5, 3 KW @ 300, NOSTALGIA	MBS, \$ 44.00 (Roslin)	Marcocci
WXTB, 97.9, 100 KW @ 649, AOR	SOURCE, \$ 79.00 (Banner)	Sandusky
WLVU, 106.3, 3 KW @ 300, NOSTALGIA	, \$ 35.00 (---)	
WNLN, 95.7, 100 KW @ 650, AC	, \$ 84.00 (MMR)	Metroplex
WQYK, 99.5, 100 KW @ 550, COUNTRY	, \$ 136.00 (Katz)	Infinity
WRBQ, 104.7, 100 KW @ 555, CHR	ABC F, \$ 325.00 (Christal)	Edens
WUSA, 100.7, 100 KW @ 630, AC	, \$ 108.00 (Mc-Guild)	Gannett
WWRM, 107.3, 100 KW @ 649, SOFT AC	, \$ 80.00 (Durpetti)	Cox
WYUU, 92.5, 50 KW @ 500, OLDIES	UPI, \$ 48.00 (CMBS)	Entercom
WYNF, 94.9, 100 KW @ 1360, AOR	RADRAD, \$ 98.00 (CBS)	CBS
WHVE, 102.5, 100 KW @ 570, JAZZ/NAC	, \$ 58.00 (HNWH)	Susquehanna (SARASOTA)
WDUV, 103.3, 100 KW @ 649, BTFL/EZ	MBS, \$ 60.00 (Christal)	(BRADENTON)

CALL LETTER CHANGES

WXCR-F changes to WYUU (Oct)
WKRL changes to WXTB (Jan)

WKRL changes to WXTB (Jan)

FORMAT CHANGES

WYUU-F changes from CLASSICAL
to OLDIES...WXTB changes from
CLASSIC AOR to AOR (Jan)...

STATION SALES

WXTB (WKRL) From Sandusky
to Great American for \$16,500,000
(E) (Chapman)...WTIS sold for
\$1,700,000...

TOLEDO

Arbitron Rank/Pop (12+): 72/502,600
 MSA Rank/Pop: 81/615,000
 ADI # 63
 Average Person Ratings: 16.5
 Market TSL: 21.75 hours

Stations: 24/15
 Diaries: 1027:489:1/52.3%
 Sample Target: 1010
 % Below Line: 10.6
 % Not Listed: 13.5

1989 Revenue: \$14,700,000
 HH Inc.: \$29,055
 Retail \$: 5.2 Bil
 Pop per Station: 33,506
 #1 Biller: WTOD/WKKO-F \$3,200,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume
1. WIOT-F (AOR)	105/12.7	9.7	12.9	11.4	12.2	11.7	177/2201	1235/24.6	23.6	23.5	100	19.0	158	1512
2. WKKO-F (C)	89/10.7	10.9	9.6	9.1	10.7	10.1	132/1645	1027/20.4	19.2	19.1	134	9.0	75	821
3. WRQN-F (CHR)	87/10.5	11.6	11.3	11.8	9.0	11.3	109/1966	1434/28.5	24.9	26.1	74	13.9	116	1542
4. WLQR-F (EZ)	86/10.4	8.2	8.7	9.3	7.4	9.1	120/1419	981/19.5	18.9	17.2	86	5.8	48	688
5. WWM-F (AC)	63/7.6	9.9	6.9	9.1	7.6	8.4	88/1218	981/19.5	18.4	19.1	162	6.2	42	717
6. WMHE-F (CHR)	62/7.5	9.3	7.7	9.7	8.9	8.6	141/2752	1448/28.8	25.6	29.7	111	9.2	77	1435
7. WSPD (MOR)	49/5.9	5.5	5.7	5.7	5.2	5.7	56/980	810/16.1	15.6	16.0	64	5.2	43	667
8. WJR (MOR)	30/3.6	4.9	6.8	4.0	4.7	4.8	116/1563	524/10.4	15.8	12.0	69	3.2	27	520
9. WTOD (C)	29/3.5	2.4	3.3	2.6	6.1	3.0	30/256	242/4.8	7.5	7.7	46	2.2	18	197
10. WCWA (O)	23/2.8	1.7	2.3	1.3	2.8	2.0	23/354	354/7.0	7.9	8.7	143	1.6	13	256
11. CKLW (BB)	21/2.5	4.9	3.6	3.3	3.9	3.6	65/902	392/7.8	6.8	8.4	44	2.3	19	369
12. WVOI (B)	14/1.7	2.7	3.2	2.8	3.7	2.6	14/259	259/5.2	7.6	7.8	65	5.3	44	367

12+ FM SHARE (METRO): 75.45% (541 of 717) (FAL 88: 68.56%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRQN-F>>	1 WIOT-F>>	1 WIOT-F>	1 WIOT-F<	1 WKKO-F	1 WLQR-F	1 WKKO-F	1 WIOT-F<	1 WIOT-F	1 WIOT-F<	1 WSPD >>
2 WMHE-F>	2 WRQN-F	2 WRQN-F<	2 WWM-F<	2 WIOT-F<	2 WKKO-F>	2 WRQN-F<	2 WLQR-F	2 WLQR-F	2 WRQN-F	2 WKKO-F>
3 WIOT-F	3 WWM-F	3 WWM-F<	3 WKKO-F>	3 WWM-F>	3 WSPD >	3 WIOT-F>	3 WKKO-F	3 WRQN-F<	3 WSPD >	3 WIOT-F>
4	4 WMHE-F>	4 WKKO-F	4 WMHE-F	4 WLQR-F	4 WTOD <	4 WLQR-F<	4 WWM-F	4 WKKO-F	4 WMHE-F	4 WVOI
5	5 WKKO-F	5 WMHE-F>	5 WRQN-F<	5 WMHE-F	5 WJR	5 WSPD	5 WMHE-F	5 WMHE-F	5 WLQR-F	5 WRQN-F
6	6	6 WLQR-F	6 WLQR-F	6 WRQN-F>	6 WWM-F	6 WWM-F	6 WRQN-F	6 WWM-F	6 WWM-F	6 WCWA

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WRQN-F>	1 WRQN-F	1 WWM-F>	1 WRQN-F	1 WWM-F<	1 WIOT-F>>	1 WIOT-F>>	1 WIOT-F>>	1 WIOT-F>>	1 WIOT-F
2 WIOT-F>	2 WIOT-F<	2 WRQN-F	2 WWM-F	2 WKKO-F>	2 WRQN-F>	2 WRQN-F	2 WWM-F	2 WKKO-F	2 WKKO-F>
3 WMHE-F>	3 WWM-F	3 WMHE-F	3 WKKO-F<	3 WRQN-F<	3 WMHE-F>>	3 WMHE-F	3 WMHE-F>	3 WWM-F	3 WWM-F
4 WWM-F>	4 WMHE-F>	WKKO-F	4 WMHE-F	4 WLQR-F	4 WIQB-F	4 WWM-F>	4 WRQN-F	4 WRQN-F	4 WLQR-F
5 WKKO-F>	5 WKKO-F	WIOT-F>>	5 WIOT-F>	5 WMHE-F>	5 WKKO-F>>	5 WKKO-F	5 WKKO-F>	5 WMHE-F	5 WMHE-F>
6	6	6	6 WLQR-F	6 WIOT-F>	6	6	6	6 WLQR-F	6 WRQN-F
	7		7	7 WSPD	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		149 (2)	149 (2)	20.8	20.5	WFOB 1430 Toledo	0.4/1.1/ 7/ 181		
AOR/CLASSIC		114 (2)	114 (2)	15.9	15.2	WMTR-F 95.9 Rchbold/Wauseon	1.0/1.5/ 14/ 175		
AC/OLDIES/SOFT ROCK	23 (1)	74 (3)	97 (4)	13.5	15.2	WOHO 1470 Toledo	0.8/4.5/ 13/ 322		
MOR/VARIETY	79 (2)		79 (2)	11.0	11.4	WRED-F 95.7 Gibsonburg/Toi	0.5/2.6/ 8/ 202		
COUNTRY	36 (2)	89 (1)	125 (3)	17.4	19.3				
BLACK/URBAN	14 (1)	14 (2)	28 (3)	3.9	5.2	CKMR-F 93.9 Windsor	0.4/2.6/ 14/ 351		
BEAUTIFUL/EASY		86 (1)	86 (1)	12.0	8.5	WGPR-F 107.5 Detroit	0.4/2.0/ 3/ 101		
NEWS/TALK						WIQB-F 102.9 Ann Arbor	0.7/2.6/ 21/ 365		
NOSTALGIA	21 (1)		21 (1)	2.9	4.5	WJLB-F 97.9 Detroit	1.3/3.3/ 12/ 181		
RELIGION/GOSPEL						WQTE-F 95.3 Adrian	0.6/1.3/ 25/ 252		
SPANISH						WRIF-F 101.1 Detroit	1.1/2.8/ 19/ 358		
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS	3 (1)	15 (3)	18 (4)	2.5	0.4				
	176 (8)	541 (14)	717 (22)						

RADIO STATIONS

WCWA, 1230, 1 KW, OLDIES, MBS, CBS, \$ 20.00 (Eastman), Reams
 WOHO, 1470, 1 KW (DA-2), COUNTRY, \$ 16.00 (Durpetti)
 WSPD, 1370, 5 KW (DA-N), MOR, NBC, \$ 42.00 (Katz), WHP, Inc.
 WTOD, 1560, 5 KW (DAYS, DA), COUNTRY, ABC I, \$ 31.00 (Country), Booth
 WVOI, 1520, 1 KW (DA-2), BLACK, SBN, \$ 19.00 (Roslin)
 WIOT-F, 104.7, 50 KW @ 500, AOR, SOURCE, \$ 60.00 (Eastman), Reams
 WLQR-F, 101.5, 15 KW @ 810, BTF/EZ, \$ 46.00 (Katz), WHP, Inc.
 WRQN-F, 93.5, 2 KW @ 400, CHR, \$ 26.00 (Banner), (BOWLING GREEN)
 WKKO-F, 99.9, 50 KW @ 500, COUNTRY, ABC F, \$ 51.00 (MMR), Booth
 WWM-F, 105.5, 2.7 KW @ 341, AC, \$ 43.00 (Durpetti)
 WMHE-F, 92.5, 50 KW @ 480, CHR, ABC F, \$ 79.00 (Christal), Osborn

MISCELLANEOUS COMMENTS: WVOI sold out of receivership for \$663,000...

TUCSON

Arbitron Rank/Pop (12+): 63/551,100
 MSA Rank/Pop: 78/661,000
 ADI #: 83
 Average Person Ratings: 17.1
 Market TSL: 23.00 hours

Stations: 21/20
 Diaries: 965/571:1/56.1%
 Sample Target: 930
 % Below Line: 3.6
 % Not Listed: 14.7

1989 Revenue: \$16,600,000
 HH Inc.: \$23,907
 Retail \$: 4.7 Bill
 Pop per Station: 27,555
 #1 Biller: KRQQ-F \$3,300,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. KRQQ-F (CHR)	158/16.7	20.9	21.5	23.0	18.0	20.5	212/2315	1899/34.5	37.0	35.0	69	29.2	275	2337	KRQQ-F
2. KLPX-F (AOR)	94/10.0	10.5	7.9	8.9	7.6	9.3	95/1205	1168/21.2	18.1	19.0	115	11.8	111	1293	KLPX-F
3. KWFM-AF (AC)	93/ 9.9	8.6	9.7	7.0	8.5	8.8	114/1391	1236/22.4	25.0	23.0	155	8.2	68	1168	KWFM-AF
4. KIIM-F (C)	88/ 9.3	10.3	6.9	10.4	11.6	9.2	95/1159	1042/18.9	14.0	20.0	124	10.0	94	899	KIIM-F
5. KKLD-F (AC)	59/ 6.3	8.9	8.0	7.6	6.0	7.7	60/930	921/16.7	16.6	14.8	149	6.6	62	576	KKLD-F
6. KGVY (BB)	50/ 5.3	2.7	2.9	3.6	5.2	3.6	51/338	326/ 5.9	4.5	5.4	8	1.6	15	126	KGVY
7. KNST (N/T)	46/ 4.9	3.2	4.0	4.0	4.4	4.0	48/823	784/14.2	11.1	13.2	78	3.3	31	552	KNST
8. KMRR (BB)	37/ 3.9	2.5	3.5	3.9	5.3	3.5	38/482	458/ 8.3	5.9	7.5	38	1.8	17	180	KMRR
9. KUPD-F (AOR)	34/ 3.6	2.5	3.0	2.7	2.0	3.0	56/628	435/ 7.9	7.3	6.7	81	1.9	18	363	KUPD-F
10. KXEW (SP)	33/ 3.5	2.8	0.9	2.9	2.9	2.5	33/250	228/ 4.1	2.6	3.9	126				KXEW
11. KQYT-F (EZ)	19/ 2.0	1.7	2.6	2.1	1.3	2.1	19/361	361/ 6.6	6.7	4.4	50	1.9	18	233	KQYT-F
12. KTUC (T)	18/ 1.9	0.9	1.8	1.6	1.3	1.5	18/463	443/ 8.0	5.6	6.1	79	1.1	10	175	KTUC
13. KTKT (T)	16/ 1.7	1.3	2.3	0.9	0.8	1.5	16/375	363/ 6.6	7.8	4.9	100	1.4	13	246	KTKT
14. KIIM (C)	16/ 1.7	3.0	3.9	2.7	3.2	2.8	16/285	285/ 5.2	8.0	8.2	88				KIIM
15. KVOI (REL)	12/ 1.3	0.9	0.6	0.3	1.1	0.8	12/196	196/ 3.6	1.6	2.8	177	1.0	9	183	KVOI

12+ FM SHARE (METRO): 67.20% (541 of 805) (FAL 88: 64.01%)

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 KWFM-AF	1 KWFM-AF	1 KIIM-F	1 KRQQ-F>	1 KRQQ-F	1 KRQQ-F>	1 KRQQ-F>	1 KRQQ-F>>
2 KLPX-F	2 KLPX-F>	2 KLPX-F	2 KRQQ-F	2 KRQQ-F	2 KWFM-AF	2 KIIM-F<	2 KWFM-AF	2 KLPX-F<	2 KLPX-F>	2 KXEW
3	3 KWFM-AF>	3 KWFM-AF>	KLPX-F	KLPX-F	3 KGVY	3 KWFM-AF<	3 KLPX-F	3 KTKT	3 KIIM-F	KMRR
4	4 KKLD-F	4 KIIM-F	4 KIIM-F	KIIM-F	4 KNST	4 KLPX-F>	4 KIIM-F	4 KIIM-F>	4 KNST	4 KIIM-F
5	5 KIIM-F	5 KKLD-F	5 KKLD-F	5 KKLD-F>>	5 KMRR	5 KKLD-F	5 KKLD-F	5 KKLD-F	5 KUPD-F	5 KKLD-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KRQQ-F>>	1 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-AF
2 KLPX-F	2 KLPX-F	2 KWFM-AF	2 KWFM-AF	2 KWFM-AF	2 KLPX-F>>	2 KRQQ-F>	2 KWFM-AF	2 KWFM-AF	KLPX-F>
3 KKLD-F	3 KKLD-F	KLPX-F	3 KKLD-F	3 KIIM-F	3 KUPD-F>	3 KWFM-AF	3 KRQQ-F	KRQQ-F>	3 KIIM-F
4 KIIM-F>	4 KWFM-AF	4 KKLD-F>	KIIM-F	4 KKLD-F	4 KWFM-AF	4 KUPD-F	KIIM-F	4 KIIM-F	4 KRQQ-F
5 KWFM-AF	5 KIIM-F	5 KIIM-F	5 KLPX-F	5	5	5 KIIM-F	5 KKLD-F>>	5 KUPD-F	5 KKLD-F
KUPD-F	6	6 KXEW >>	6	6	6	6 KKLD-F	6 KUPD-F>>	6 KKLD-F	6

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		158 (1)	158 (1)	19.6	20.8	KAWV-F 103.1 Oracle	0.4/3.0/ 4/ 165
AOR/CLASSIC		128 (2)	128 (2)	15.9	13.6	KJYK 1490 Tucson	0.6/2.8/ 6/ 155
AC/OLDIES/SOFT ROCK	20 (2)	138 (2)	158 (4)	19.6	13.3	KQTL 1210 Sahuarita	0.8/2.2/ 9/ 150
MOR/VARIETY						KTZR 1450 Tucson	0.8/1.6/ 10/ 105
COUNTRY	16 (1)	88 (1)	104 (2)	12.9	17.1	KXMG-F 98.3 Marana	0.6/1.9/ 6/ 104
BLACK/URBAN							
BEAUTIFUL/EASY		19 (1)	19 (1)	2.4	7.0		
NEWS/TALK	80 (3)		80 (3)	9.9	7.1		
NOSTALGIA	87 (2)		87 (2)	10.8	12.1		
RELIGION/GOSPEL	12 (1)		12 (1)	1.5	1.2		
SPANISH	49 (3)	6 (1)	55 (4)	6.8	5.0		
CLASSICAL							
JAZZ/NEW AGE		4 (1)	4 (1)	0.5	2.2		
UNKNOWN/OTHERS					0.5		
	264 (12)	541 (9)	805 (21)				

RADIO STATIONS

KJYK, 1490, 1 KW (DA-1)	, OLDIES	NBC, \$ 16.00 (Christal)	Duchossois
KCEE, 790, 5 KW/500 W (DA-2)	, OLDIES	RADRAD, \$ 20.00 (MMR)	American
KIIM, 1290, 1 KW	, COUNTRY	, \$ 32.00 (Katz)	
KGVY, 1080, 1 KW (DAYS)	, NOSTALGIA	APR, \$ 20.00 (---)	
KMRR, 1330, 2 KW/5 KW (DA-2)	, NOSTALGIA	SMN, \$ 21.00 (Republic)	
KNST, 940, 1 KW/250 W (DA-2)	, NEWS/TALK	ABC I, MDS, \$ 30.00 (Mc-Guild)	Nationwide
KQTL, 1210, 10 KW/1 KW (DA-2)	, HISPANIC	, \$ 18.00 (Caballero)	
KTKT, 990, 10 KW/1 KW (DA-N)	, NEWS/TALK	CNN, TRNSTR, \$ 18.00 (HNWH)	Lotus
KTUC, 1400, 1 KW	, TALK	CBS, CNN, \$ 17.00 (Roslin)	
KXEW, 1600, 1 KW (DA-2)	, HISPANIC	CRC, \$ 15.00 (Lotus)	
KAWV-F, 103.1, .6 KW @ 610,	JAZZ/NAC	SMN, \$ 16.00 (Republic)	(ORACLE)
KIIM-F, 99.9, 93 KW @ 2000,	COUNTRY	, \$ 44.00 (Katz)	
KKLD-F, 94.9, 97 KW @ 1952,	SOFT AC/EZ	, \$ 42.00 (Christal)	Duchossois
KLPX-F, 96.1, 93 KW @ 100,	AOR	, \$ 35.00 (HNWH)	Lotus
KQYT-F, 92.1, 1.8 KW @ 445,	BTFL/EZ	, \$ 17.00 (K & P)	(GREEN VALLEY)
KRQQ-F, 93.7, 91 KW @ 2000,	CHR	, \$ 65.00 (Mc-Guild)	Nationwide
KXMG-F, 98.3, 3 KW @ 200,	HISPANIC	CRC, \$ 14.00 (Lotus)	(MARANA)

MISCELLANEOUS COMMENTS: KCUB changes to KIIM (Dec)...KAIR changes KJYK (Nov)...KJYK-F changes to KKLD-F (Nov)...KQYT-I (Green Valley) sold to Nova for \$2,000,000 (Questcom)...

TULSA

Arbitron Rank/Pop (12+): 57/646,600
 MSA Rank/Pop: 68/750,000
 ADI # 59
 Average Person Ratings: 16.7
 Market TSL: 22.25 hours

Stations: 19/19
 Diaries: 1077/600:1/53.9%
 Sample Target: 1010
 % Below Line: 0.0
 % Not Listed: 12.5

1989 Revenue: \$19,300,000
 HH Inc.: \$24,394
 Retail \$: 4.7 Bil
 Pop per Station: 34,031
 #1 Biller: KMOD-F \$3,300,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion	Birch Share	Birch AQH	Birch Cume	
1. KMOD-F (AOR)	105/ 9.7	12.5	10.6	11.0	14.4	10.9	141/2008	1499/23.2	18.3	20.4	103	16.0	175	1911	KMOD-F
2. KWEN-F (C)	103/ 9.5	11.0	11.7	8.1	8.4	10.1	166/2124	1358/21.0	25.4	19.5	132	10.2	111	1391	KWEN-F
3. KRMG (MOR)	101/ 9.3	8.6	9.3	11.0	9.2	9.6	118/1610	1396/21.6	19.3	23.9	92	8.2	90	1327	KRMG
4. KMYZ-F (CHR)	97/ 9.0	7.3	6.3	5.4	6.2	7.0	118/17851	1374/21.2	17.5	17.8	57	10.4	114	1464	KMYZ-F
5. KBEZ-F (EZ)	96/ 8.9	7.1	8.2	9.4	8.0	8.4	113/1387	1001/15.5	17.1	17.9	88	3.6	39	602	KBEZ-F
6. KVOO (C)	81/ 7.5	7.3	7.2	7.4	7.2	7.3	120/1502	816/12.6	15.8	14.3	79	6.2	68	684	KVOO
KAYI-F (CHR)	81/ 7.5	8.3	9.3	8.0	9.0	8.3	103/1663	1306/20.2	21.3	21.2	71	9.2	101	1315	KAYI-F
8. KVLT-F (O)	71/ 6.6	5.5	4.9	6.4	3.2	5.8	122/1269	876/13.5	12.1	10.0	135	4.8	53	957	KVLT-F
9. KRAV-F (AC)	59/ 5.4	4.8	4.2	3.7	6.1	4.5	74/1105	889/13.7	9.9	14.3	133	4.8	52	855	KRAV-F
10. KVOO-F (C)	37/ 3.4	4.1	4.7	4.6	4.0	4.2	53/934	675/10.4	10.6	9.8	68	5.3	58	577	KVOO-F
11. KQMJ-F (AC)	29/ 2.7	3.7	4.1	3.5	4.9	3.5	39/709	556/ 8.6	9.2	11.2	137	3.7	40	536	KQMJ-F
12. KBLK (B)	21/ 1.9	1.1	1.8	2.3	0.9	1.8	21/199	189/ 2.9	3.1	2.9	132	3.3	36	343	KBLK
13. KTFX-F (C)	14/ 1.3	3.3	2.5	4.0	4.3	2.8	42/698	339/ 5.2	7.0	9.7	131	1.4	15	346	KTFX-F
14. KCFO (REL)	13/ 1.2	0.6	0.9	1.2	0.7	1.0	17/333	255/ 3.9	2.7	2.4	100	0.5	5	129	KCFO

12+ FM SHARE (METRO): 75.63% (717 of 948) (FAL 88: 78.60%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KMYZ-F	1 KMOD-F>	1 KMOD-F	1 KWEN-F	1 KWEN-F	1 KBEZ-F	1 KRMG	1 KBEZ-F	1 KMYZ-F	1 KMYZ-F<	1 KMYZ-F<
2 KAYI-F	2 KMYZ-F	2 KWEN-F>	2 KMOD-F	2 KMOD-F	2 KVOO <	2 KWEN-F>	2 KRMG	2 KMOD-F<	2 KAYI-F	2 KMOD-F
3	3 KAYI-F<	3 KMYZ-F	3 KVLT-F	3 KVLT-F<	3 KRMG	3 KMOD-F<	3 KMOD-F<	3 KWEN-F<	3 KMOD-F>	3 KBEZ-F<
4	4 KRAV-F	4 KVLT-F	4 KRMG <	4 KRMG	4 KWEN-F>	4 KVOO	4 KVOO	4 KBEZ-F	4 KWEN-F<	4 KRMG <
5	5 KWEN-F>	5 KRAV-F	5 KRAV-F	5 KBEZ-F	5 KVLT-F	5 KBEZ-F	5 KWEN-F>	5 KAYI-F	5 KVLT-F	5 KWEN-F
6	6 KRMG	6 KRMG	6 KBEZ-F	6 KRAV-F	6	6 KMYZ-F	6 KVLT-F	6 KVLT-F<	6 KRMG	KRAV-F
7	7 KVLT-F	KAYI-F	7 KAYI-F	7 KVOO	7	7 KRAV-F	7 KRAV-F	7 KRMG	7	7
8	8	8	8	8	8	8 KAYI-F	8 KMYZ-F	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KMYZ-F	1 KRAV-F>	1 KRAV-F>	1 KRAV-F	1 KWEN-F	1 KMYZ-F>>	1 KMOD-F>>	1 KMOD-F>>	1 KMOD-F>	1 KMOD-F
2 KAYI-F>	2 KMYZ-F	2 KWEN-F	2 KWEN-F	2 KRAV-F	2 KMOD-F>>	2 KMYZ-F	2 KWEN-F	2 KWEN-F>	2 KWEN-F>
3 KRAV-F>	3 KAYI-F	3 KVLT-F	3 KMYZ-F	3 KBEZ-F	3 KWEN-F	3 KWEN-F<	3 KAYI-F	3 KRMG	3 KRMG <
4 KWEN-F	4 KMOD-F	4 KMOD-F	4 KVLT-F	4 KVLT-F	KRMG	4 KAYI-F<	4 KRMG >>	4 KVLT-F	4 KVLT-F
KMOD-F>>	5 KVLT-F	5 KWEN-F	5 KAYI-F	5 KRMG	KAYI-F>	5 KRMG	5 KRAV-F	5 KMYZ-F	5 KVOO
6 KVOO-F	6 KWEN-F	KBLK	6 KBEZ-F	6 KMYZ-F	6 KVLT-F>>	6	6 KVOO	6 KAYI-F	6 KBEZ-F<
KVLT-F	7	7 KQMJ-F	7 KMOD-F	7 KQMJ-F	7	7	7 KQMJ-F	7 KVOO	7 KAYI-F
KBLK	8	KAYI-F	8	8	8	8	KBEZ-F	8	8

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		178 (2)	178 (2)	18.8	17.1	KAKC 1300	Tulsa 0.8/3.8/ 9/ 245
AOR/CLASSIC		112 (2)	112 (2)	11.8	16.4	KCMA-F 92.1	Broken Arrow 0.7/3.9/ 8/ 259
AC/OLDIES/SOFT ROCK	9 (1)	159 (3)	168 (4)	17.7	16.6	KGTO 1050	Tulsa 0.6/1.3/ 6/ 81
MOR/VARIETY	101 (1)		101 (1)	10.7	10.5	KMYZ 1570	Pryor/Tulsa
COUNTRY	81 (1)	154 (3)	235 (4)	24.8	27.2	KTOW-F 102.3	Sand Springs 0.6/2.8/ 7/ 183
BLACK/URBAN	21 (1)		21 (1)	2.2	1.0	KXOJ-F 100.9	Sapulpa/Tulsa 0.9/4.0/ 10/ 258
BEAUTIFUL/EASY NEWS/TALK		96 (1)	96 (1)	10.1	9.1		
NOSTALGIA	6 (1)		6 (1)	0.6			
RELIGION/GOSPEL	13 (1)	10 (1)	23 (2)	2.4	0.8		
SPANISH							
CLASSICAL		8 (1)	8 (1)	0.8	1.0		
JAZZ/NEW AGE							
UNKNOWN/OTHERS					0.4		
	231 (6)	717 (13)	948 (19)				

RADIO STATIONS

KBLK, 1550, 2.5 KW/350 W (DA-2), BLACK	, \$ 17.00 (---)	
KCFO, 970, 2.5 KW/1 KW (DA-2), RELIGION	, \$ 12.00 (---)	Salem
KRMG, 740, 50 K2/25 KW (DA-2), MOR	ABC I, \$ 55.00 (Katz)	NewCity
KVOO, 1170, 50 KW (DA-N), COUNTRY	CNN, \$ 44.00 (Eastman)	
KAYI-F, 106.9, 100 KW @ 1010, CHR	ABC F, \$ 55.00 (Katz)	Narragansett
KBEZ-F, 92.9, 100 KW @ 1318, EZ	ABC D, \$ 39.00 (Christal)	Renda
KCMA-F, 92.1, 3 KW @ 300, CLASSICAL	, \$ 17.00 (CHBS)	
KMOD-F, 97.5, 100 KW @ 1330, AOR	, \$ 68.00 (HNWH)	Clear Channel
KMYZ-F, 103.3, 70 KW @ 1200, CHR	ABC R, \$ 32.00 (Banner)	Shamrock-Lynett (PRYOR)
KQMJ-F, 99.5, 100 KW @ 984, AC	, \$ 30.00 (Banner)	(HENRYETTA)
KRAV-F, 96.5, 100 KW @ 1329, AC	, \$ 42.00 (Republic)	
KTFX-F, 101.3, 100 KW @ 1280, COUNTRY	, \$ 30.00 (---)	
KVLT-F, 106.1, 100 KW @ 1315, OLDIES	, \$ 29.00 (Christal)	Federated (OWASSO)
KVOO-F, 98.5, 100 KW @ 1135, COUNTRY	, \$ 26.00 (Eastman)	
KWEN-F, 95.5, 100 KW @ 1328, COUNTRY	, \$ 77.00 (Katz)	NewCity

MISCELLANEOUS COMMENTS: KBEZ-F sold by ML to Renda for \$4,635,000 (E) (MVP)...

UTICA-ROME

Arbitron Rank/Pop (12+): 133/267,800
 MSA Rank/Pop: 148/321,000
 ADI # 158
 Average Person Ratings: 17.0
 Market TSL: 22.75 hours

Stations: 27/17
 Diaries: 729/367:1/56.4%
 Sample Target: 660
 % Below Line: 10.1
 % Not Listed: 13.4

1989 Revenue: \$7,500,000
 HH Inc.: \$26,117
 Retail \$: 2.0 Bil
 Pop per Station: 15,752
 #1 Biller: WOUR-F \$1,400,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WRCK-F (CHR)	48/10.5	10.1	----	8.7	----	----	55/789	668/24.9	25.1	0.0	74	13.4	63	738	WRCK-F
2. WUUU-F (O)	46/10.1	7.2	----	8.9	----	----	52/612	506/18.9	19.8	0.0	167	7.2	34	367	WUUU-F
3. WOUR-F (AOR)	45/ 9.9	13.7	----	12.5	----	----	71/774	541/20.2	22.5	0.0	127	18.5	87	627	WOUR-F
4. WFRG-AF (C)	43/ 9.5	15.5	----	10.2	----	----	57/754	557/20.8	20.8	0.0	123	13.5	63	646	WFRG-AF
5. WIBX (N/T)	40/ 8.8	8.1	----	11.8	----	----	45/598	565/21.1	18.1	0.0	49	7.4	35	532	WIBX
6. WKGW-F (AC)	32/ 7.0	5.4	----	4.9	----	----	34/535	445/16.6	19.4	0.0	124	6.4	30	348	WKGW-F
7. WLZW-F (CHR)	23/ 5.0	4.3	----	9.6	----	----	35/600	437/16.3	19.0	0.0	104	3.8	18	407	WLZW-F
8. WYUT-F (BB)	19/ 4.2	4.3	----	2.9	----	----	20/270	250/ 9.3	9.5	0.0	0	2.3	11	175	WYUT-F
9. WTLB (O)	14/ 3.0	3.9	----	4.7	----	----	14/245	234/ 8.7	10.1	0.0	130	2.1	10	221	WTLB
10. WUTQ (BB)	12/ 2.6	1.5	----	2.4	----	----	12/146	135/ 5.0	5.9	0.0	35	1.1	5	64	WUTQ
WLFH (C)	12/ 2.6	1.9	----	2.7	----	----	16/188	117/ 4.4	4.4	0.0	100	3.2	15	151	WLFH

12+ FM SHARE (METRO): 73.92% (292 of 395) (FAL 88: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WRCK-F	1 WOUR-F>>	1 WOUR-F	1 WUUU-F	1 WUUU-F>	1 WIBX	1 WIBX >	1 WUUU-F	1 WRCK-F	1 WRCK-F>>	1 WIBX >
2	2 WRCK-F	2 WUUU-F	2 WOUR-F>	2 WOUR-F	2 WUUU-F<	2 WUUU-F	2 WOUR-F	2 WFRG-AF<	2 WFRG-F	2 WFRG-F
3	3 WKGW-F>	3 WRCK-F	3 WFRG-AF	3 WFRG-AF>	3 WFRG-AF>	3 WOUR-F	3 WFRG-AF<	3 WUUU-F	3 WOUR-F>	3 WOUR-F>
4	4 WUUU-F	4 WKGW-F	4 WRCK-F	4 WKGW-F	4 WYUT-F	4 WRCK-F	4 WKGW-F>	4 WFRG-AF	4 WUUU-F	4 WUUU-F
5	5 WLZW-F	5 WFRG-AF>	5 WKGW-F	5 WRCK-F>	5 WKGW-F	5 WFRG-AF	5 WIBX <	5 WIBX	5 WLZW-F	5 WFRG >
6	6 WFRG-AF	6 WLZW-F	6	6	6	6	6 WYUT-F	6 WKGW-F	6 WIBX	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WRCK-F	1 WRCK-F	1 WUUU-F	1 WRCK-F	1 WUUU-F>	1 WOUR-F>>	1 WOUR-F	1 WOUR-F>>	1 WOUR-F>	1 WOUR-F<
2 WKGW-F>	2 WKGW-F	2 WOUR-F	2 WKGW-F	2 WKGW-F>	2 WLZW-F>	2	2 WUUU-F>	2 WUUU-F>	2 WUUU-F
3 WLZW-F	3 WOUR-F>	3 WRCK-F	3 WUUU-F	3 WFRG-AF	3 WKFM-F	3	3 WFRG-AF	3 WFRG-AF>	3 WFRG-AF>>
4 WFRG-AF	4 WUUU-F<	4 WKGW-F>	4 WOUR-F	4 WRCK-F	4 WRCK-F	4	4 WGY	4 WRCK-F	4 WRCK-F
5 WOUR-F>	5 WFRG-AF	5 WFRG-AF>	5 WFRG-AF	5 WOUR-F	5 WKGW-F>	5	5 WRCK-F>	5	5 WIBX
6	6	6	6 WLZW-F	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		73 (3)	73 (3)	18.5		WBRV 900 Booneville	0.4/1.3/ 6/ 76		
AOR/CLASSIC		55 (3)	55 (3)	13.9		WIBQ-F 93.5 Remsen	0.9/2.7/ 4/ 94		
AC/OLDIES/SOFT ROCK		90 (5)	104 (6)	26.3		WRNY 1350 Rome/Utica	0.4/1.7/ 2/ 45		
MOR/VARIETY	14 (1)		10 (2)	2.5		WRUN 1150 Utica/Rome	0.7/3.1/ 5/ 107		
COUNTRY	17 (3)	40 (1)	57 (4)	14.4		WYUT 1420 Herkimer	0.9/2.7/ 6/ 102		
BLACK/URBAN									
BEAUTIFUL/EASY		10 (1)	10 (1)	2.5		WAQX-F 95.7 Manlius/Syracus	1.1/2.8/ 12/ 174		
NEWS/TALK	42 (2)		42 (2)	10.6		WGY 810 Schenectady/Alb	1.5/3.2/ 24/ 408		
NOSTALGIA	16 (2)	19 (1)	35 (3)	8.9		WKFM-F 104.7 Fulton/Syracuse	1.1/4.7/ 10/ 253		
RELIGION/GOSPEL	3 (1)		3 (1)	0.8		WMCR 1600 Onedia	0.2/0.0/ 0/ 0		
SPANISH						WMCR-F 106.3 Onedia	1.1/2.2/ 10/ 130		
CLASSICAL						WNTQ-F 93.1 Syracuse	0.4/4.8/ 18/ 323		
JAZZ/NEW AGE						WRHP-F 107.9 Syracuse	2.2/4.4/ 11/ 158		
UNKNOWN/OTHERS	1 (1)	5 (1)	6 (2)	1.5		WSHQ-F 103.5 Coblesk	0.7/1.8/ 18/ 265		
						WSYR 570 Syracuse	0.7/4.0/ 12/ 267		
	103 (12)	292 (15)	395 (27)			WYYY-F 94.5 Syracuse	1.1/4.6/ 16/ 264		

RADIO STATIONS

WIBX, 950, 5 KW (DA-1), TALK/MOR, ABC I, CBS, \$ 29.00 (Mc-Guild)
 WTLB, 1310, 5 KW/500 W (DA-2), OLDIES, ABC D, \$ 17.00 (Eastman) H & D
 WUTQ, 1550, 1 KW, NOSTALGIA, ABC E, \$ 13.00 (Durpetti) Premier

WFRG-F, 96.1, 7 KW @ 580, COUNTRY, \$ 35.00 (Christal) Arrow
 WKGW-F, 104.3, 100 KW @ 500, AC, US 1, \$ 20.00 (Katz) Altdoerffer
 WLZW-F, 98.7, 25 KW @ 660, AC, CBS, \$ 22.00 (Mc-Guild)
 WOUR-F, 96.9, 16 KW @ 800, AOR, ABC E, \$ 31.00 (Durpetti) Premier
 WRCK-F, 107.3, 50 KW @ 500, CHR, ABC F, \$ 25.00 (Eastman) H & D
 WUUU-F, 102.5, 50 KW @ 650, CHR, US 2, MBS, \$ 21.00 (HNNW)
 WYUT-F, 92.7, 3 KW @ 158, NOSTALGIA, \$ 15.00 (K & P) (HERKIMER)

MISCELLANEOUS COMMENTS: WNYZ changes to WLZW (Dec) and format from CHR to AC...

WASHINGTON

Arbitron Rank/Pop (12+): 9/3,171,100
 MSA Rank/Pop: 7/3,770,000
 ADI # 9
 Average Person Ratings: 17.0
 Market TSL: 22.25 hours

Stations: 35/31
 Diaries: 2346/1352:1/55.7%
 Sample Target: 2150
 % Below Line: 2.2
 % Not Listed: 13.9

1989 Revenue: \$144,400,000
 HH Inc.: \$41,825
 Retail \$: 34.0 Bil
 Pop per Station: 102,293
 #1 Biller: WMZQ A/F \$14,500,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WGAY-F (EZ)	414/ 7.7	7.1	6.0	7.5	6.8	7.1	450/5480	5011/15.8	13.8	14.1	75	5.3	299	2961	WGAY-F
2. WPGC-F (CHR)	362/ 6.7	5.8	6.4	5.7	6.0	6.2	397/5924	5191/16.4	13.7	13.9	78	8.9	496	5465	WPGC-F
3. WMZQ-AF (C)	353/ 6.6	6.4	6.1	6.2	7.1	6.3	450/5641	4546/14.3	12.9	14.9	112	6.3	343	3519	WMZQ-AI
4. WMAL (MOR)	293/ 5.4	5.5	5.3	6.1	5.7	5.6	306/5645	5359/16.9	12.7	15.8	67	5.3	298	4646	WMAL
5. WKYS-F (B)	285/ 5.3	4.6	5.0	5.3	6.2	5.1	308/4301	3941/12.4	10.9	12.2	104	6.0	337	4782	WKYS-F
6. WAVA-F (CHR)	261/ 4.8	5.3	4.7	5.2	4.5	5.0	308/6316	5115/16.1	16.2	17.0	73	5.1	283	5413	WAVA-F
7. WRQX-F (CHR)	217/ 4.0	4.7	4.2	4.5	4.5	4.3	276/5730	4277/13.5	14.2	15.7	77	4.0	225	4959	WRQX-F
8. WHUR-F (B)	206/ 3.8	4.1	3.7	4.8	4.9	4.1	223/4308	3976/12.5	11.6	13.0	116	4.1	229	3460	WHUR-F
9. WCXR-F (AOR)	202/ 3.7	5.2	3.8	4.4	3.7	4.3	221/4255	3875/12.2	12.4	12.8	127	5.4	301	5122	WCXR-F
10. WTOP (N/T)	201/ 3.7	4.5	4.1	3.5	3.7	4.0	226/5783	4971/15.7	15.7	14.3	103	3.4	191	3995	WTOP
11. WLTT-F (AC)	200/ 3.7	3.1	3.3	3.5	3.5	3.4	223/4141	3714/11.7	10.6	9.3	146	2.1	130	2023	WLTT-F
12. WXTR-F (O)	181/ 3.4	3.1	3.0	3.0	3.4	3.1	200/3863	3390/10.7	9.8	9.4	126	2.3	131	2391	WXTR-F
13. WASH-F (AC)	178/ 3.3	3.6	4.0	4.5	3.2	3.8	221/3816	3326/10.5	11.3	9.0	124	3.1	175	2808	WASH-F
14. WWDC-F (AOR)	170/ 3.1	2.8	3.8	4.1	4.2	3.4	256/5525	4162/13.1	14.2	14.6	103	4.2	233	4225	WWDC-F
15. WGMS-AF (CL)	144/ 2.6	2.8	2.8	3.0	2.3	2.8	152/3219	2836/ 8.9	8.5	7.2	100	2.2	116	2205	WGMS-AI
16. WWRC (N/T)	131/ 2.4	2.8	2.5	2.1	2.3	2.5	135/1963	1788/ 5.6	6.7	5.9	83	1.9	105	1414	WWRC
17. WMMJ-F (B)	129/ 2.4	3.3	2.9	0.8	----	2.4	131/2030	1989/ 6.3	4.4	0.0	142	3.3	186	1474	WMMJ-F
18. WJFK-F (AOR)	117/ 2.2	1.5	1.4	0.9	1.3	1.5	123/2787	2668/ 8.4	5.8	5.5	118	1.9	107	2293	WJFK-F
19. WDJY-F (B)	103/ 1.9	1.7	2.3	2.5	2.4	2.1	105/2408	2320/ 7.3	7.6	8.2	84	1.5	86	1991	WDJY-F
20. WHFS-F (AOR)	101/ 1.9	1.9	2.2	1.8	1.6	2.0	143/2380	1901/ 6.0	5.3	4.6	121	2.2	123	1535	WHFS-F
21. WYCB (REL)	65/ 1.2	1.5	1.3	1.5	1.2	1.4	66/812	794/ 2.5	2.6	2.4	50	1.1	63	829	WYCB
22. WOL (B)	52/ 1.0	1.2	2.0	1.9	1.6	1.5	52/1100	1100/ 3.5	2.8	3.7	70	0.9	48	686	WOL
23.															
24.															
25.															

12+ FM SHARE (METRO): 80.95% (3764 of 4650) (FAL 88: 79.21%)

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

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		840 (3)	840 (3)	18.1	17.5	WCPT 730 Alexandria/Wsht	0.4/1.0/ 20/ 340
AOR/CLASSIC		634 (5)	634 (5)	13.6	13.7	WFMD 930 Frederick	0.3/0.9/ 21/ 408
AC/OLDIES/SOFT ROCK		559 (3)	559 (3)	12.0	11.8	WFRE-F 99.9 Frederick	0.6/1.6/ 79/ 968
MOR/VARIETY	311 (2)		311 (2)	6.7	6.7	WMJR-F 107.7 Warrenton	0.3/1.5/ 25/ 643
COUNTRY	14 (1)	339 (1)	353 (2)	7.6	9.4	WQSI 820 Frederick	0.4/0.6/ 25/ 213
BLACK/URBAN	72 (2)	741 (5)	813 (7)	17.5	18.8	WUST 1120 Washington	0.4/0.8/ 19/ 260
BEAUTIFUL/EASY		444 (2)	444 (2)	9.5	8.7	WWDG 1260 Washington	0.7/1.9/ 36/ 594
NEWS/TALK	332 (2)		332 (2)	7.1	7.4		
NOSTALGIA	36 (1)		36 (1)	0.8	1.0	WFSL-F 93.3 Fredericksburg	0.7/1.9/ 95/1183
RELIGION/GOSPEL	84 (2)	19 (1)	103 (3)	2.2	1.9	WFSI-F 107.9 Annapolis	0.4/1.2/ 26/ 435
SPANISH						WYYY-F 97.9 Baltimore	0.8/3.3/122/2071
CLASSICAL	13 (1)	131 (1)	144 (2)	3.1	2.7	WXYV-F 102.7 Baltimore	0.3/1.6/ 50/ 968
JAZZ/NEW AGE							
UNKNOWN/OTHERS	24 (1)	57 (2)	81 (3)	1.7	0.5		
	886 (12)	3764 (23)	4650 (35)				

RADIO STATIONS

AM STATIONS

WCPT, 730, 5 KW/20 KW (DA-1), BLACK	SMN, \$ N/A (Mc-Guild)	Legacy
WMAL, 630, 5 KW (DA-2), MOR	ABC I, \$ 211.00 (Katz)	Cap Cities/ABC
WMDO, 1540, 5 KW (DAYS), HISPANIC	, \$ 40.00 (Lotus)	
WDL, 1450, 1 KW, BLACK	NBN, \$ 49.00 (K & P)	
WTOP, 1500, 50 KW (DA-2), NEWS	CBS, MBS, \$ 180.00 (HNWH)	Chase
WWDG, 1260, 5 KW (DA-2), NOSTALGIA	US 1, \$ 46.00 (Christal)	
WWRG, 980, 5 KW (DA-N), TALK	NBC, MBS, \$ 70.00 (MMR)	Greater Media
WYCB, 1340, 1 KW, GOSPEL	SBN, \$ 40.00 (---)	

FM STATIONS

WASH, 97.1, 22 KW @ 690, AC	TRNSTR, \$ 105.00 (HNWH)	Chase
WAVA, 105.1, 50 KW @ 500, CHR	, \$ 160.00 (HNWH)	Emmis
WCXR, 105.9, 28 KW @ 650, CLASSIC AOR	, \$ 150.00 (Mc-Guild)	TA/Shaw
WDJY, 100.3, 40 KW @ 323, BLACK	APR, \$ 80.00 (Mc-Guild)	United
WGAY, 99.5, 21 KW @ 780, BTFL/EZ	, \$ 210.00 (MMR)	Greater Media
WGMS, 103.5, 47 KW @ 510, CLASSICAL	MBS, \$ 145.00 (Republic)	Verstandig
WHFS, 99.1, 47 KW @ 390, AOR	APR, \$ 60.00 (Republic)	Duchossois (ANNAPOLIS)
WHUR, 96.3, 24 KW @ 669, BLACK	, \$ 117.00 (Durpetti)	Howard University
WJFK, 106.7, 23 KW @ 731, CLASSIC AOR	ABC R, \$ 80.00 (Torbet)	Infinity
WKYS, 93.9, 50 KW @ 485, BLACK	, \$ 190.00 (Eastman)	Albimar
WLTT, 94.7, 21 KW @ 780, AC	, \$ 173.00 (CBS)	CBS
WMMJ, 102.3, 3 KW @ 171, BLACK OLDIES	ABC E, MBS, \$ 60.00 (K & P)	
WMZQ, 98.7, 50 KW @ 490, COUNTRY	, \$ 250.00 (Christal)	Viacom
WPGC, 95.5, 50 KW @ 500, CHR/URBAN	, \$ 155.00 (Banner)	Cook Inlet
WRQX, 107.3, 50 KW @ 410, CHR	ABC C, \$ 120.00 (Katz)	Cap Cities/ABC
WWDG, 101.1, 22 KW @ 760, AOR	US 1, \$ 200.00 (Christal)	
WXTR, 104.1, 50 KW @ 500, OLDIES	, \$ 115.00 (Mc-Guild)	Ragan Henry (WALDORF,MD)

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

WXTR-F sold by Ragan Henry to Radio Ventures for \$32,500,000
WYCB sold for \$2,750,000...

WEST PALM BEACH

Arbitron Rank/Pop (12+): 53/751,900
 MSA Rank/Pop: 64/860,000
 ADI # 50
 Average Person Ratings: 17.9
 Market TSL: 24.00 hours

Stations: 35/16
 Diaries: 1206/623:1/48.6%
 Sample Target: 1070
 % Below Line: 30.7
 % Not Listed: 9.9

1989 Revenue: \$23,000,000
 HH Inc.: \$39,666
 Retail \$: 8.1 Bill
 Pop per Station: 46,993
 #1 Biller: WRMF-F \$6,000,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WEAT-AF (EZ)	262/19.3	18.7	17.5	18.0	16.7	18.4	386/3655	2175/28.9	27.4	25.4	38	12.3	134	1455	WEAT-AF
2. WRMF-F (AC)	116/ 8.5	8.4	11.5	7.2	8.8	8.9	156/1941	1305/17.4	20.2	17.9	166	9.4	102	1062	WRMF-F
3. WJNO (N/T)	92/ 6.7	6.9	5.0	5.9	6.9	6.1	110/1393	1120/14.9	12.7	15.0	63	6.8	74	711	WJNO
4. WHQT-F (B)	81/ 5.9	4.7	4.5	6.0	4.0	5.3	232/2269	753/10.0	8.8	9.0	81	6.6	72	857	WHQT-F
5. WIRK-F (C)	74/ 5.4	5.3	5.4	5.6	5.3	5.4	89/1024	822/10.9	9.9	9.1	126	5.7	62	861	WIRK-F
6. WOVV-F (CHR)	60/ 4.4	3.6	3.9	3.3	3.5	3.8	105/1462	909/12.1	10.0	11.2	107	6.1	66	1301	WOVV-F
7. WSHE-F (AOR)	44/ 3.2	2.5	2.0	2.0	2.6	2.4	111/1698	622/ 8.3	7.6	7.0	78	4.7	51	598	WSHE-F
8. WKGR-F (AOR)	41/ 3.0	3.1	1.7	2.8	2.5	2.7	103/1160	630/ 8.4	7.3	7.0	170	2.7	29	507	WKGR-F
9. WNGS-F (AC)	36/ 2.6	2.2	2.4	2.8	4.4	2.5	37/498	477/ 6.3	6.8	8.5	185	1.7	19	345	WNGS-F
10. WIOD (N/T)	32/ 2.3	2.1	2.0	1.8	1.6	2.0	162/2457	486/ 6.5	5.6	5.7	100	1.8	20	413	WIOD
WHYI-F (CHR)	32/ 2.3	2.7	2.2	2.9	3.4	2.5	125/2297	708/ 9.4	9.9	13.7	130	5.0	54	1033	WHYI-F
12. WOLL-F (AC)	31/ 2.3	2.2	1.5	2.8	1.6	2.2	37/468	423/ 5.6	4.3	4.2	165				WOLL-F
13. WPOW-F (CHR)	25/ 1.8	1.5	0.8	2.0	0.8	1.5	89/1303	410/ 5.5	4.1	5.9	72	2.5	27	558	WPOW-F
14. WZTA-F (AOR)	24/ 1.8	1.5	2.4	1.9	1.4	1.9	85/1276	420/ 5.6	6.3	3.5	194	2.9	32	508	WZTA-F
WMXJ-F (O)	24/ 1.8	2.4	2.3	3.1	4.0	2.4	148/2155	563/ 7.5	6.3	9.6	139	2.6	28	454	WMXJ-F

12+ FM SHARE (METRO): 77.61% (953 of 1228) (FAL 88: 76.54%)

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-AF>>	1 WEAT-AF>	1 WEAT-AF>>	1 WEAT-AF>>	1 WEAT-AF<	1 WEAT-F
2 WOVV-F>	2 WHQT-F>	2 WHQT-F	2 WIRK-F	2 WEAT-AF	2 WJNO >	2 WRMF-F	2 WRMF-F>	2 WRMF-F>	2 WHQT-F>>	2 WJNO <
3 WPOW-F>	3 WSHE-F	3 WOVV-F	3 WKGR-F	3 WIRK-F	3 WRMF-F	3 WJNO >	3 WJNO	3 WJNO	3 WOVV-F	3 WRMF-F>
4 WSHE-F	4 WOVV-F	4 WIRK-F	4 WEAT-AF	4 WKGR-F<	4 WIRK-F	4 WIRK-F	4 WIRK-F	4 WHQT-F	4 WJNO	4 WPBR
5 WHYI-F	5 WKGR-F	5	5 WNGS-F	5 WHQT-F	5	5 WHQT-F	5 WHQT-F	5 WIRK-F	5 WRMF-F	5 WHQT-F>
6	6	6	6	6	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHQT-F>>	1 WRMF-F	1 WRMF-F>>	1 WRMF-F>	1 WRMF-F>	1 WSHE-F>	1 WSHE-F	1 WRMF-F	1 WRMF-F	1 WRMF-F>
2 WRMF-F>	2 WHQT-F>	2 WHQT-F	2 WHQT-F>	2 WEAT-AF	2 WGR-F	2 WKGR-F	2 WKGR-F	2 WKGR-F	2 WKGR-F
3 WOVV-F	3 WOVV-F>	3 WOVV-F>	3 WOVV-F<	3 WIRK-F	3 WOVV-F	3 WRMF-F	3 WSHE-F	3 WSHE-F	3 WIRK-F
4 WSHE-F	4 WHYI-F	4 WHYI-F	4 WEAT-AF	4 WOVV-F	4 WHQT-F	4 WHQT-F	4 WHQT-F	4 WIRK-F	4 WEAT-AF
5 WEAT-AF>	WKGR-F	WKGR-F	5 WIRK-F	5 WHQT-F	WKGR-F	5 WGR-F	5 WIOD	5 WHQT-F	5 WZTA-F
6	6	6	6	6	6	6	6	6	6
7	7	7	7	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		117 (3)	117 (3)	9.5	13.0	WDBF 1420 Delray Bch/W.P.	1.0/1.7/ 15/ 137
AOR/CLASSIC		131 (4)	131 (4)	10.7	9.8	WPBG 1290 West Palm BEach	1.0/1.9/ 14/ 164
AC/OLDIES/SOFT ROCK	13 (1)	248 (7)	261 (8)	21.3	26.4	WPBR 1340 Palm Beach	1.2/4.8/ 20/ 400
MOR/VARIETY	14 (1)		14 (1)	1.1		WPOM 1600 Riviera Bch/WP1	1.5/4.1/ 21/ 314
COUNTRY		97 (2)	97 (2)	7.9	7.8	WWSR 740 Boca Rtn/WPlmBc	0.4/2.6/ 12/ 444
BLACK/URBAN	47 (3)	81 (1)	128 (4)	10.4	3.9	WSWN 900 Belle Glade	1.0/1.8/ 14/ 164
BEAUTIFUL/EASY	20 (1)	257 (2)	277 (3)	22.6	20.4	WYFX 1040 Boynton Bch/Mia	0.9/2.9/ 29/ 348
NEWS/TALK	166 (7)		166 (7)	13.5	14.0		
NOSTALGIA					1.9	WAQI 710 Miami	1.1/1.0/ 25/ 160
RELIGION/GOSPEL						WAXY-F 105.9 Ft. Lauderdale	1.0/3.6/108/1665
SPANISH	15 (1)	7 (1)	22 (2)	1.8		WGTR-F 97.3 Miami	1.6/4.7/ 95/1436
CLASSICAL		15 (1)	15 (1)	1.2	1.4	WINZ 940 Miami	0.5/2.2/ 76/1178
JAZZ/NEW AGE						WJQY-F 106.7 Ft. Lauderdale	1.3/3.7/144/1687
UNKNOWN/OTHERS					1.5	WKIS-F 99.9 Boca Raton	1.7/4.7/136/1770
	275 (14)	953 (21)	1228 (35)			WLVE-F 93.9 Miami Beach	0.7/3.2/ 64/1160
						WLYF-F 101.5 Miami	1.1/4.7/202/2550
						WNWS 790 South Miami	0.4/1.8/ 69/1098
						WQBA-F 107.5 Miami	0.5/1.5/ 23/ 302
						WTMI-F 93.1 Miami/Ft Ldrdle	1.1/3.7/ 85/1303
						WNN 980 Pompano Beach	0.4/1.1/ 14/ 249

RADIO STATIONS

WDBF, 1420, 5 KW/500 W (DA-1), MOR
 WJNO, 1230, 1 KW, NEWS/TALK
 WPBR, 1340, 1 KW, TALK
 WPOM, 1600, 1 KW (DA-1), BLACK
 WYFX, 1040, 10 KW/1 KW (DA-2), BLACK
 WEAT-F, 104.3, 56 KW @ 1250, BTFL/EZ
 WIRK-F, 107.9, 100 KW @ 350, COUNTRY
 WKGR-F, 98.7, 100 KW @ 1420, AOR
 WOLL-F, 94.3, 3 KW @ 300, OLDIES
 WNGS-F, 92.1, 2.2 KW @ 378, SOFT AC
 WOVV-F, 95.5, 100 KW @ 1000, CHR
 WRMF-F, 97.9, 100 KW @ 1350, AC
 OTHER RANKED STATIONS -- See Miami

CBS, \$ 14.00 (---)
 CBS, ABC E, \$ 54.00 (Banner) Fairbanks
 NBC, MBS, \$ 23.00 (Eastman)
 \$ 27.00 (Republic)
 SBN, \$ 16.00 (K & P)
 \$ 79.00 (Katz) Taylor
 ABC E, \$ 59.00 (HNWH) Price
 UPI, \$ 43.00 (HNWH) (FORT PIERCE)
 \$ 35.00 (Republic) Lappin
 \$ 32.00 (Eastman)
 SOURCE, \$ 44.00 (Mc-Guild) (FORT PIERCE)
 \$ 105.00 (Banner) Fairbanks

MISCELLANEOUS COMMENTS: WMXJ-F changes to WOLL-F (Nov)...

WICHITA

Arbitron Rank/Pop (12+): 87/396,100

Stations: 18/18
Diaries: 848/467:1/57.9%
Sample Target: 790
% Below Line: 0.0
% Not Listed: 8.9

1989 Revenue: \$17,000,000
HH Inc.: \$30,955
Retail \$: 3.2 Bill
Pop per Station: 22,005
#1 Biller: KFDI-AF \$5,000,000

MSA Rank/Pop: 103/452,000
ADI # 61
Average Person Ratings: 15.9
Market TSL: 21.25 hours

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. KKR-D-F (CHR)	94/14.9	15.0	13.8	15.9	14.0	----	146/1679	1154/29.1	29.1	29.6	79	18.1	116	1207	KKRD-F
2. KFDI-F (C)	62/ 9.9	8.6	9.5	12.6	10.6	----	88/1023	741/18.7	18.2	20.2	116	9.2	59	966	KFDI-F
3. KZSN-F (C)	61/ 9.7	9.3	11.6	7.6	10.0	----	82/1083	695/17.5	16.5	18.3	93	9.5	61	692	KZSN-F
4. KFDI (C)	50/ 7.9	5.8	7.6	7.4	7.3	----	85/1062	653/16.5	14.6	16.1	42	7.8	50	556	KFDI
5. KXLK-F (AC)	44/ 7.0	7.4	8.0	5.5	8.8	----	51/824	670/16.9	18.2	20.1	149	5.2	33	364	KXLK-F
KICT-F (AOR)	44/ 7.0	7.4	7.8	7.1	10.4	----	67/933	683/17.2	15.6	16.8	94	11.1	71	839	KICT-F
7. KOEZ-F (EZ)	41/ 6.5	6.9	5.5	5.7	5.2	----	62/651	447/11.3	12.9	11.9	72	3.9	25	353	KOEZ-F
8. KEYN-F (O)	34/ 5.4	6.2	7.5	7.3	7.5	----	47/893	599/15.1	22.2	22.2	146	5.0	32	563	KEYN-F
9. KRZZ-F (AOR)	29/ 4.6	3.9	3.0	2.2	3.9	----	33/486	457/11.5	11.2	8.8	113	4.8	31	423	KRZZ-F
10. KRBB-F (AC)	23/ 3.7	1.8	1.3	1.9	3.2	----	24/336	279/ 7.0	5.7	5.1	141	2.7	17	268	KRBB-F
11. KNSS (N/T)	22/ 3.5	3.3	1.8	2.2	1.6	----	28/390	373/ 9.4	10.2	8.0	109	2.3	15	270	KNSS
12. KBUZ-F (B)	15/ 2.4	0.4	1.3	2.4	----	----	15/251	251/ 6.3	1.4	3.1	92	4.1	26	307	KBUZ-F
13. KWKL-F (O)	14/ 2.2	4.9	2.7	2.9	1.4	----	20/290	215/ 5.4	11.1	8.7	150	1.3	12	176	KWKL-F
KLEO (BB)	14/ 2.2	3.3	4.0	4.0	4.3	----	14/280	266/ 6.7	7.3	7.7	36				KLEO
15. KSGL (REL)	9/ 1.4	0.7	2.0	1.6	0.5	----	9/192	182/ 4.6	4.5	4.8	136	0.8	5	135	KSGL
16. KFH (O)	8/ 1.3	0.4	1.0	4.8	3.8	----	10/293	194/ 4.9	1.8	4.6	123	0.8	5	164	KFH
17. KQAM (O)	6/ 1.0	1.9	1.7	2.2	2.2	----	6/192	182/ 4.6	6.6	5.5	160	1.6	10	146	KQAM

12+ FM SHARE (METRO): 80.45% (461 of 573) (FAL 88: 78.73%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKR-D-F	1 KKR-D-F	1 KKR-D-F	1 KKR-D-F	1 KKR-D-F	1 KFDI-F	1 KKR-D-F	1 KKR-D-F	1 KKR-D-F	1 KKR-D-F	1 KFDI-F
2	2 KICT-F	2 KZSN-F	2 KXLK-F	2 KFDI-F	2 KFDI	2 KFDI-F	2 KZSN-F	2 KZSN-F	2 KZSN-F	2 KNSS
3	3 KZSN-F	KICT-F	3 KZSN-F	3 KXLK-F	3 KOEZ-F	3 KFDI	3 KFDI-F	3 KICT-F	3 KICT-F	KFDI
4	4 KXLK-F	4 KXLK-F	4 KFDI-F	4 KZSN-F	4 KZSN-F	4 KZSN-F	4 KXLK-F	4 KFDI-F	4 KFDI-F	4 KKR-D-F
5	5 KRZZ-F	5 KEYN-F	5 KEYN-F	5 KEYN-F	5 KKR-D-F	5 KXLK-F	5 KFDI	5 KXLK-F	5 KOEZ-F	5 KZSN-F
6	6 KEYN-F	6 KFDI-F	6 KICT-F	6	6	6 KOEZ-F	6 KOEZ-F	6 KOEZ-F	6	6 KOEZ-F
		7 KRZZ-F						KEYN-F		KICT-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 KKR-D-F	1 KKR-D-F	1 KKR-D-F	1 KKR-D-F	1 KKR-D-F	1 KKR-D-F	1 KKR-D-F	1 KICT-F	1 KICT-F	1 KKR-D-F	1 KFDI-F
2 KICT-F	2 KZSN-F	2 KXLK-F	2 KZSN-F	2 KXLK-F	2 KZSN-F	2 KICT-F	2 KKR-D-F	2 KXLK-F	2 KICT-F	2 KXLK-F
3 KZSN-F	3 KXLK-F	3 KZSN-F	3 KXLK-F	3 KZSN-F	3 KRZZ-F	3 KRZZ-F	3 KRZZ-F	3 KRZZ-F	3 KEYN-F	KICT-F
4 KBUZ-F	4 KICT-F	4 KEYN-F	4 KICT-F	4 KFDI-F	4 KZSN-F	4 KZSN-F	4 KEYN-F	4 KEYN-F	4 KZSN-F	4 KZSN-F
5 KRZZ-F	5 KEYN-F	5 KRZZ-F	5 KEYN-F	5 KEYN-F	5 KEYN-F	5 KEYN-F	5 KFDI-F	5 KFDI-F	5 KRZZ-F	5 KEYN-F
6	6 KRZZ-F	KICT-F	6 KFDI-F	6 KRBB-F	6 KOEZ-F	6	6 KZSN-F	6 KZSN-F	6 KFDI-F	6 KKR-D-F
		7 KRBB-F						KRBB-F	7 KXLK-F	7 KRZZ-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		94 (1)	94 (1)	16.4	23.3	KJRG 950 Newton	0.5/2.9/ 3/ 129
AOR/CLASSIC		73 (2)	73 (2)	12.7	11.8		
AC/OLDIES/SOFT ROCK	14 (2)	115 (4)	129 (6)	22.5	13.5		
MOR/VARIETY							
COUNTRY	50 (1)	123 (2)	173 (3)	30.2	32.9		
BLACK/URBAN		15 (1)	15 (1)	2.6	1.5		
BEAUTIFUL/EASY		41 (1)	41 (1)	7.2	6.0		
NEWS/TALK	22 (1)		22 (1)	3.8	2.0		
NOSTALGIA	14 (1)		14 (1)	2.4	4.4		
RELIGION/GOSPEL	12 (2)		12 (2)	2.1	3.3		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE					1.5		
UNKNOWN/OTHERS							
	112 (7)	461 (11)	573 (18)				

RADIO STATIONS

KFDI, 1070, 10 KW/1 KW (DA-N), COUNTRY	ABC E, \$ 35.00 (Torbet)	Great Empire
KFH, 1330, 5 KW (DA-N), OLDIES	CBS, MBS, \$ N/A (Banner)	Midcontinent
KLEO, 1480, 5 KW/1 KW (DA-N), COUNTRY	SMN, \$ 20.00 (Katz)	Southern Skies
KNSS, 1240, 1 KW, TALK	MBS, ABC T, \$ N/A (Durpetti)	---
KQAM, 1410, 5 KW/1 KW (DA-2), OLDIES	US 1, \$ 19.00 (Eastman)	
KBUZ-F, 99.3, 3 KW @ 175, BLACK	SBN, \$ 16.00 (---)	(EL DORADO)
KEYN-F, 103.7, 100 KW @ 860, OLDIES	US 1, \$ 37.00 (Eastman)	
KFDI-F, 101.3, 100 KW @ 1130, COUNTRY	ABC E, \$ 60.00 (Torbet)	Great Empire
KICT-F, 95.1, 100 KW @ 970, AOR	ABC R, \$ 38.00 (Mc-Guild)	Lakoduk
KKRD-F, 107.3, 100 KW @ 884, CHR	, \$ 50.00 (HNWH)	
KRBB-F, 97.9, 100 KW @ 370, AC	, \$ 30.00 (Republic)	
KOEZ-F, 92.3, 100 KW @ 650, BTFL/EZ	US 2, \$ 23.00 (Roslin)	(NEWTON)
KRZZ-F, 95.9, 3 KW @ 300, CLASSIC AOR	SOURCE, \$ 26.00 (Durpetti)	(DERBY)
KWKL-F, 106.5, 100 KW @ 460, SOFT AC	, \$ 18.00 (---)	(ARKANSAS CITY)
KXLK-F, 105.3, 100 KW @ 1000, AC	APR, \$ 40.00 (Banner)	Midcontinent
KZSN-F, 102.1, 100 KW @ 1032, COUNTRY	, \$ 44.00 (Katz)	Southern Skies

MISCELLANEOUS COMMENTS: KLZS-F changes to KRBB and format from JAZZ/NAC to AC (Oct). KFH now programming OLDIES...

WILKES BARRE-SCRANTON

Arbitron Rank/Pop (12+): 59/627,500
 MSA Rank/Pop: 69/736,000
 ADI # 54
 Average Person Ratings: 19.0
 Market TSL: 25.00 hours

Stations: 38/27
 Diaries: 1076/583:1/58.2%
 Sample Target: 1000
 % Below Line: 8.0
 % Not Listed: 10.4

1989 Revenue: \$15,200,000
 HH Inc.: \$24,373
 Retail \$: 5.1 Bil
 Pop per Station: 23,240
 #1 Biller: WKRZ-F \$2,800,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume
1. WKRZ-F (CHR)	160/13.4	14.9	13.3	13.8	13.0	13.9	181/2523	2081/33.2	32.6	32.9	109	19.6	208	2127
2. WNAK (BB)	103/ 8.6	7.3	8.7	7.0	5.0	7.9	103/588	588/ 9.4	9.5	9.6	13	4.4	47	318
3. WEZX-F (AOR)	96/ 8.0	6.1	7.1	6.4	8.9	6.9	102/984	929/14.8	14.7	15.6	131	9.8	104	1126
4. WARM (MOR)	66/ 5.5	7.6	5.8	5.5	6.8	6.1	68/1192	1101/17.5	17.3	18.1	78	6.0	64	1014
5. WWSH-F (EZ)	63/ 5.3	4.0	5.4	5.3	4.8	5.0	88/898	642/10.2	12.3	10.7	87	4.3	46	537
6. WMGS-F (AC)	58/ 4.9	3.5	5.4	5.4	5.0	4.8	69/893	727/11.6	14.8	12.9	159	3.1	33	483
WEJL (BB)	58/ 4.9	4.0	2.8	2.2	1.8	3.5	60/644	621/ 9.9	7.2	3.6	31	2.9	31	321
8. WWRB-F (AOR)	35/ 2.9	4.6	3.3	4.4	3.5	3.8	35/707	707/11.3	14.0	12.1	90	4.2	45	934
9. WGBI-F (AC)	34/ 2.8	2.6	2.9	3.8	5.1	3.0	51/884	639/10.2	9.5	10.8	139	1.4	15	469
10. WDLS-F (C)	29/ 2.4	2.2	----	----	----	1.2	35/337	310/ 4.9	0.0	0.0	129	2.5	27	294
11. WARD (T)	25/ 2.1	1.3	2.2	2.3	1.5	2.0	25/350	350/ 5.6	6.2	5.5	29	1.4	15	248
12. WSGD-F (O)	22/ 1.8	3.4	2.7	3.0	2.9	2.7	24/530	444/ 7.1	6.5	5.7	183	1.9	20	302
WHLM-F (CHR)	22/ 1.8	2.6	1.8	2.8	3.1	2.3	35/661	321/ 5.1	6.4	5.0	144	2.2	23	411
WBAX (BB)	22/ 1.8	1.1	2.1	2.4	2.3	1.9	22/279	279/ 4.4	4.0	4.7	22	1.8	19	200
15. WZZO-F (AOR)	21/ 1.8	0.9	1.4	1.3	2.0	1.3	55/660	267/ 4.3	4.0	3.7	122			
WSBG-F (CHR)	21/ 1.8	1.8	1.2	1.6	1.1	1.6	26/283	249/ 4.0	4.1	3.5	156	1.8	19	341
WEAY-F (O)	21/ 1.8	2.0	2.2	1.7	0.6	1.9	21/292	292/ 4.7	6.6	3.0	194	2.2	23	263
18.														
19.														
20.														

12+ FM SHARE (METRO): 63.14% (675 of 1069) (FAL 88: 69.18%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKRZ-F>>	1 WKRZ-F<	1 WKRZ-F	1 WKRZ-F>	1 WKRZ-F>	1 WNAK >	1 WKRZ-F>	1 WKRZ-F>	1 WKRZ-F>	1 WKRZ-F	1 WARM >>
2 WWRB-F>	2 WEZX-F>>	2 WEZX-F>	2 WEZX-F	2 WEZX-F>	2 WARM >	2 WARM >	2 WEZX-F	2 WEZX-F	2 WEZX-F>	2 WEZX-F
3 WEZX-F	3 WMGS-F>	3 WMGS-F	3 WMGS-F	3 WMGS-F>	3 WKRZ-F	3 WEZX-F	3 WNAK	3 WNAK	3 WARM	3 WKRZ-F
4	4 WZZO-F	4	4	4 WWSH-F	WEJL	4 WNAK	WMGS-F<	4 WWSH-F>	4 WWSH-F	4 WILK
5	WWRB-F	5	5	5 WARM	5 WWSH-F	5 WMGS-F	5 WEJL	5 WMGS-F	WWRB-F	5 WLEV-F
6	6	6	6	6	6	6	6 WWSH-F	6 WEJL	6	6 WWSH-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKRZ-F>>	1 WKRZ-F>>	1 WKRZ-F>	1 WKRZ-F>>	1 WKRZ-F>	1 WEZX-F>>	1 WEZX-F>>	1 WEZX-F>>	1 WEZX-F>	1 WEZX-F
2 WWRB-F	2 WMGS-F	2 WMGS-F>	2 WMGS-F>	2 WMGS-F>	2 WKRZ-F>>	2 WKRZ-F>>	2 WKRZ-F>	2 WKRZ-F>>	2 WKRZ-F>
WEZX-F>	WEZX-F	3 WEZX-F	3 WEZX-F	3 WWSH-F	3 WZZO-F	3 WZZO-F>	3 WZZO-F>	3 WMGS-F	3 WMGS-F>
4 WZZO-F	4 WWRB-F>	4 WGBI-F>	4 WWRB-F	WEZX-F	4 WWSH-F	4 WHLM-F	4 WHLM-F	4	4 WARM
WHXT-F	5 WGBI-F	5 WWRB-F	5 WWSH-F	5 WGBI-F	5	5 WGBI-F	5 WGBI-F	5	5 WDDL-F
WMGS-F	6	6 WHLM-F	6	6 WARM	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		220 (5)	220 (5)	20.6	21.7	WAZL 1490 Hazleton	0.8/1.8/ 9/ 155
AOR/CLASSIC		162 (5)	162 (5)	15.2	13.2	WC DL 1440 Carbondale	0.8/1.4/ 16/ 152
AC/OLDIES/SOFT ROCK	9 (1)	171 (8)	180 (9)	16.8	24.4	WCNR 930 Bloomsburg	1.3/2.6/ 20/ 228
MOR/VARIETY	86 (3)		86 (3)	8.0	10.5	WG BI 910 Scranton/Wl.Br.	1.6/4.7/ 20/ 371
COUNTRY	35 (2)	39 (2)	74 (4)	6.9	5.0	WICK 1400 Scranton	1.5/4.8/ 18/ 304
BLACK/URBAN						WILK 980 Wilkes-Barre/Sc	1.3/5.2/ 16/ 361
BEAUTIFUL/EASY	18 (1)	78 (2)	96 (3)	9.0	10.6	WJMW 550 Bloomsburg	0.5/1.2/ 8/ 127
NEWS/TALK	45 (3)		45 (3)	4.2	2.4	WQE Q-F 103.1 Freeland/Hzlton	0.3/1.9/ 9/ 179
NOSTALGIA	189 (4)		189 (4)	17.7	11.0	WVPO 840 Stroudsburg	0.8/1.5/ 10/ 95
RELIGION/GOSPEL						WV DL-F 104.9 Scranton	1.6/4.1/ 19/ 260
SPANISH						WXPX 1300 W Hazleton/Hzlt	1.0/2.4/ 12/ 161
CLASSICAL							
JAZZ/NEW AGE						WABC 770 New York	0.3/1.1/ 4/ 141
UNKNOWN/OTHERS	12 (1)	5 (1)	17 (2)	1.6	1.1	WAEB-F 104.1 Allentown	0.3/1.7/ 43/ 627
	394 (15)	675 (23)	1069 (38)			WAVT-F 101.9 Pottsville	0.4/1.3/ 35/ 549
						WFMZ-F 100.7 Allentown	1.3/2.7/ 28/ 329
						WHXT-F 99.9 Easton/Allentwn	1.1/3.9/ 24/ 505
						WILQ-F 105.1 Williamsport	0.8/2.7/ 48/ 479
						WKSB-F 102.7 Williamsport	0.4/2.3/ 34/ 579
						WLEV-F 96.1 Easton	0.7/2.5/ 19/ 449
						WMMR-F 93.3 Philadelphia	0.3/1.4/ 9/ 207
						WYSP-F 94.1 Philadelphia	0.5/1.2/ 16/ 149

RADIO STATIONS

WARD, 1550, 10 KW/500 W (DA-2), TALK	APR, ABC T, \$ 12.00 (Savalli)	
WARM, 590, 5 KW (DA-2), MOR	NBC, \$ 45.00 (Mc-Guild)	Susquehanna
WBAX, 1240, 1 KW, NOSTALGIA	CNN, \$ 16.00 (---)	
WEJL, 630, 500 W (DAYS), NOSTALGIA	ABC I, \$ 20.00 (Christal)	Shamrock-Lynett
WG BI, 910, 1 KW/500 W, COUNTRY	CBS, \$ 14.00 (Torbet)	
WICK, 1400, 1 KW, BTFL/EZ	ABC D, \$ 14.00 (Roslin)	
WILK, 980, 5 KW/1 KW (DA-2), TALK	CNN, ABC E, \$ 17.00 (Mc-Guild)	Keymarket
WNAK, 730, 1 KW/38 W (DA-1), NOSTALGIA	NBC, \$ 27.00 (K & P)	
WEAY-F, 92.1, .9 KW @ 552, OLDIES	CNN, \$ 16.00 (---)	
WEZX-F, 107.1, 190 W @ 1270, AOR	ABC R, \$ 37.00 (Christal)	Shamrock-Lynett
WG BI-F, 101.3, 7 KW @ 1110, AC	RADRAD, \$ 27.00 (Torbet)	
WHLM-F, 106.5, 37 KW @ 597, AC	US 2, \$ 18.00 (Banner)	(BLOOMSBURG)
WKRZ-F, 98.5, 9 KW @ 1172, CHR	, \$ 60.00 (Katz)	Keymarket
WMGS-F, 92.9, 9 KW @ 1060, AC	, \$ 40.00 (Mc-Guild)	Susquehanna
WSGD-F, 94.3, .3 KW @ 770, OLDIES	, \$ 18.00 (Republic)	(CARBONDALE)
WWSH-F, 97.9, 24 KW @ 660, BTFL/EZ	, \$ 23.00 (Katz)	(HAZLETON)
WWRB-F, 102.3, 3 KW @ 71, CHR/AOR	ABC C, \$ 22.00 (Mc-Guild)	

CALL LETTER CHANGES

WTLQ changes to WWRB

FORMAT CHANGES

WWRB changes from CHR to CHR/AOR (Nov)...

STATION SALES

WILK sold to Keymarket (CEA)...

WILMINGTON, DE

Arbitron Rank/Pop (12+): 77/473,200
 MSA Rank/Pop: 89/567,000
 Philadelphia ADI
 Average Person Ratings: 17.8
 Market TSL: 23.5 hours

Stations: 32/5
 Diaries: 1008/469:1/57.2%
 Sample Target: 860
 % Below Line: 55.3
 % Not Listed: 12.1

1989 Revenue: \$10,000,000
 HH Inc.: \$33,085
 Retail \$: 4.4 Bil
 Pop per Station: 94,640
 #1 Biller: WJBR-AF \$3,400,000

12+ METRO	1/4/SHARE	SPG				4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG		% Conversion	Birch Share	Birch AQH	Birch Cume
		89	88	88	87				89	88				
1. WSTW-F (CHR)	93/11.0	9.2	9.1	10.5	8.2	----	99/1349	1181/25.0	24.6	26.0	124		WSTW-F	
2. WJBR-F (AC)	79/ 9.4	7.8	8.8	10.0	11.1	----	92/1159	1054/22.3	21.2	18.3	117		WJBR-F	
3. WDEL (MOR)	55/ 6.5	6.4	6.2	6.5	4.1	----	55/727	695/14.7	15.0	13.0	68		WDEL	
4. WMMR-F (AOR)	49/ 5.8	8.8	9.7	7.3	6.9	----	51/791	737/15.6	19.8	20.9	129		WMMR-F	
5. WUSL-F (B)	42/ 5.0	7.5	7.3	7.3	9.0	----	43/483	444/ 9.4	13.7	13.2	62		WUSL-F	
6. WYSP-F (AOR)	41/ 4.9	3.4	3.8	4.7	3.2	----	49/800	680/14.4	13.9	14.8	127		WYSP-F	
7. WKSZ-F (AC)	34/ 4.0	2.5	3.6	4.6	4.1	----	35/592	574/12.1	10.3	11.6	88		WKSZ-F	
8. WXTU-F (C)	33/ 3.9	5.0	3.6	3.2	3.2	----	33/363	356/ 7.5	11.6	9.8	113		WXTU-F	
9. WILM (N/T)	31/ 3.7	4.1	3.4	3.6	3.5	----	32/539	525/11.1	11.7	9.4	54		WILM	
10. WIOQ-F (CHR)	30/ 3.6	3.2	1.4	2.3	1.5	----	32/676	645/13.6	12.0	4.4	42		WIOQ-F	

12+ FM SHARE (METRO): 82.84% (613 of 740) (FAL 88: 82.68%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WUSL-F	1 WSTW-F>	1 WSTW-F>	1 WSTW-F>	1 WSTW-F	1 WDEL	1 WSTW-F<	1 WSTW-F<	1 WSTW-F	1 WUSL-F	1 WWDB-F
2 WIOQ-F	2 WMMR-F	2 WJBR-F	2 WJBR-F>	2 WJBR-F>	2 WJBR-F>	2 WDEL	2 WJBR-F>	2 WJBR-F>	2 WSTW-F	2 WILM >
3 WEGX-F>	3 WYSP-F<	3 WMMR-F	3 WMMR-F	3 WMMR-F	3 WSTW-F	3 WMMR-F	3 WMMR-F<	3 WWDB-F<	3 WUSL-F	3 WXTU-F
4 WSTW-F	4 WJBR-F>	4 WYSP-F>	4 WYSP-F	4 WYSP-F>	4 WILM	4 WMMR-F	4 WKSZ-F<	4 WUSL-F<	4 WIOQ-F	4 WJBR-F
5	5 WUSL-F	5 WUSL-F	5	5 WXTU-F	5 WXTU-F	5 WILM	5 WYSP-F	5 WYSP-F	5 WXTU-F	5 WDEL
6	6	6	6	WDEL	WKSZ-F	6	WDEL	6	6 WMMR-F	6
									WJBR-F	WDEL

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WSTW-F	1 WSTW-F	1 WSTW-F	1 WSTW-F	1 WJBR-F<	1 WMMR-F	1 WSTW-F	1 WSTW-F	1 WSTW-F	1 WSTW-F
2 WJBR-F	2 WJBR-F>	2 WJBR-F>	2 WJBR-F>	2 WSTW-F	2 WSTW-F>	2 WMMR-F	2 WYSP-F	2 WMMR-F	2 WMMR-F
3 WUSL-F	3 WUSL-F	3 WMMR-F>	3 WUSL-F>	3	3 WYSP-F>	3 WYSP-F>	3 WMMR-F	3 WYSP-F	3 WYSP-F
4 WIOQ-F>	4 WMMR-F	4 WYSP-F	4 WYSP-F	4	4 WIOQ-F	4 WIYY-F	4 WIYY-F>>	4 WJBR-F>	4 WJBR-F
5 WYSP-F	5 WYSP-F	WMGK-F	WMMR-F	5	5 WEGX-F	5	5	5 WIYY-F	5 WXTU-F
6 WEGX-F	WIOQ-F	6	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		155 (4)	155 (4)	20.9	17.0	WDSB-F 94.7	Dover/Wilmington 1.9/5.3/ 46/ 480
AOR/CLASSIC		104 (3)	104 (3)	14.1	16.0		
AC/OLDIES/SOFT ROCK		158 (7)	158 (7)	21.4	20.7	KYW 1060	Philadelphia 0.5/4.8/ 5/ 267
MOR/VARIETY	55 (1)		55 (1)	7.4	7.1	WBSB-F 104.3	Baltimore 0.8/2.8/ 21/ 325
COUNTRY		59 (3)	59 (3)	8.0	8.6	WCAU 1210	Philadelphia 0.7/4.4/ 6/ 221
BLACK/URBAN		62 (2)	62 (2)	8.4	10.9	WDAC-F 94.5	Lancaster 0.4/0.8/ 3/ 38
BEAUTIFUL/EASY		29 (2)	29 (2)	3.9	4.4	WDAS-F 105.3	Philadelphia 2.4/5.1/ 20/ 243
NEWS/TALK	48 (4)	24 (1)	72 (5)	9.7	9.8	WEAZ-F 101.1	Philadelphia 2.6/10.1/ 24/ 506
NOSTALGIA	20 (1)		20 (1)	2.7	1.7	WEGX-F 106.1	Philadelphia 3.0/13.7/ 25/ 655
RELIGION/GOSPEL		3 (1)	3 (1)	0.4		WFLN-F 95.7	Philadelphia 1.2/5.0/ 10/ 236
SPANISH						WIP 610	Philadelphia 0.8/3.0/ 7/ 165
CLASSICAL		10 (1)	10 (1)	1.4	1.7	WIYY-F 97.9	Baltimore 1.7/3.2/ 14/ 150
JAZZ/NEW AGE						WIF-F 101.9	Baltimore 0.8/1.2/ 7/ 77
UNKNOWN/OTHERS	4 (1)	9 (1)	13 (2)	1.8	2.0	WMGK-F 102.9	Philadelphia 1.1/4.2/ 9/ 198
						WUGL-F 98.1	Philadelphia 1.9/7.7/ 19/ 408
	127 (7)	613 (25)	740 (32)			WPEN 950	Philadelphia 2.4/4.0/ 20/ 200
						WPOC-F 93.1	Baltimore 1.2/2.4/ 12/ 161
						WQSR-F 105.7	Catonsville 1.0/2.3/ 11/ 132
						WNSI-F 104.5	Philadelphia 0.7/4.3/ 6/ 209
						WVCH 740	Chester/Philly 0.5/1.0/ 4/ 64
						WNDB-F 96.5	Philadelphia 2.9/5.8/ 24/ 276
						WMMR-F 106.5	Baltimore 0.7/1.1/ 6/ 52
						WXCX-F 103.7	Havre de Grace 1.1/1.9/ 9/ 89

RADIO STATIONS

WDEL, 1150, 5 KW (DA-2), MOR, NBC, APR, \$ 35.00 (Eastman)
 WILM, 1450, 1 KW, NEWS/TALK, CBS, MBS, \$ 30.00 (Savalli)
 WJBR, 1290, 2.5 KW/500 W(DA-2), BASICALLY A SIMULCAST WITH WJBR-F.

WJBR-F, 99.5, 50 KW @ 500, AC, APR, \$ 75.00 (Katz), CRB
 WSTW-F, 93.7, 50 KW @ 460, CHR, \$ 70.00 (Eastman)

OTHER RANKED STATIONS -- See Philadelphia

WORCESTER

Arbitron Rank/Pop (12+): 100/352,300
 MSA Rank/Pop: 111/417,000
 Boston ADI
 Average Person Ratings: 18.1
 Market TSL: 23.50 hours

Stations: 29/7
 Diaries: 888/397:1/54.1%
 Sample Target: 740
 % Below Line: 37.4
 % Not Listed: 11.8

1989 Revenue: \$11,400,000
 HH Inc.: \$31,703
 Retail \$: 3.8 Bil
 Pop per Station: 50,328
 #1 Biller: WAAF-F \$4,000,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WSRS-F (EZ)	83/13.1	11.2	13.8	12.7	13.0	----	120/1553	1005/28.5	24.2	24.5	110	8.9	56	629	WSRS-F
2. WAAF-F (AOR)	69/10.8	14.9	12.1	12.5	10.9	----	134/1691	846/24.0	28.4	25.9	82				WAAF-F
3. WXLO-F (AC)	51/ 8.0	4.1	5.5	6.4	7.4	----	97/1249	672/19.1	12.6	14.9	152	6.2	39	508	WXLO-F
4. WTAG (MOR)	50/ 7.9	7.4	8.5	7.5	9.8	----	52/828	745/21.1	21.8	20.7	54	9.7	61	723	WTAG
5. WZOU-F (CHR)	47/ 7.4	6.1	7.7	6.1	6.7	----	64/1063	696/19.8	16.2	18.8	66	12.2	77	688	WZOU-F
6. WNEB (BB)	32/ 5.0	4.0	4.2	3.8	4.7	----	32/354	346/ 9.8	7.6	9.3	12	3.5	22	378	WNEB
7. WODS-F (O)	27/ 4.2	5.0	4.5	5.5	3.6	----	51/746	400/11.4	13.8	12.9	174	3.8	24	399	WODS-F
WFTQ (AC)	27/ 4.2	3.1	2.6	5.2	2.9	----	27/436	428/12.1	9.6	7.5	110	2.4	15	207	WFTQ
9. WBZ (MOR)	21/ 3.3	4.5	4.7	3.2	5.4	----	58/813	390/11.1	11.4	10.7	64	4.8	30	393	WBZ
10. WBCN-F (AOR)	18/ 2.8	2.5	2.7	2.0	3.6	----	29/457	251/ 7.1	7.4	8.5	121	3.3	21	468	WBCN-F

12+ FM SHARE (METRO): 71.30% (400 of 561) (FAL 88: 71.98%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZOU-F	1 WAAF-F>	1 WAAF-F	1 WXLO-F	1 WSRS-F	1 WSRS-F>	1 WSRS-F	1 WSRS-F>	1 WSRS-F<	1 WAAF-F	1 WBZ >
WAAF-F	2 WZOU-F	2 WXLO-F	2 WSRS-F	2 WXLO-F>	2 WTAG >	2 WTAG	2 WAAF-F<	2 WAAF-F	2 WTAG	2 WAAF-F
3	WXLO-F>	3 WSRS-F	3 WAAF-F	3 WNEB >	3 WAAF-F	3 WXLO-F	3 WXLO-F>	3 WZOU-F>	3 WTAG >	
4	4 WSRS-F	4 WZOU-F	4 WODS-F>	4 WODS-F>	4 WXLO-F	4 WXLO-F	4 WZOU-F	4 WZOU-F>	4 WSRS-F	4 WXLO-F
5	5 WBCN-F	5 WODS-F	5 WZOU-F	5 WZOU-F	5 WFTQ	5 WZOU-F	5 WTAG	5 WTAG	5 WBZ	5 WSRS-F
6	6	6	6	6 WFTQ	6	6 WNEB <	6	6	6 WXLO-F	6 WFTQ
7	7	7	7	7 WTAG	7	7 WFTQ	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAAF-F	1 WAAF-F<	1 WXLO-F>	1 WXLO-F>	1 WSRS-F<	1 WAAF-F>>	1 WAAF-F>>	1 WAAF-F>>	1 WAAF-F>	1 WSRS-F
2 WZOU-F>	2 WZOU-F	2 WZOU-F	2 WSRS-F	2 WXLO-F>>	2 WZOU-F>	2 WZOU-F	2 WXLO-F	2 WSRS-F	WAAF-F>
3 WXLO-F>	WXLO-F>>	WAAF-F>	3 WZOU-F	3 WODS-F	3 WXLO-F>	WXLO-F	3 WXKS-F	3 WXLO-F	3 WXLO-F
4 WSRS-F	4 WSRS-F	4 WSRS-F>	WAAF-F>	4 WZOU-F	4 WZLX-F	4 WBCN-F	WBCN-F	4 WODS-F	4 WODS-F>
5 WBCN-F>	5	5 WZLX-F	5 WFTQ	WFTQ	WBCN-F>>	5 WZLX-F	5 WZLX-F	5 WZOU-F	5 WZOU-F
6 WXKS-F	6	WODS-F	6	6 WAAF-F	6	6	WZLX-F	WBCN-F	6
WFTQ >>	7	WFTQ >	7	7	7	7	WSRS-F>	7	7

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		64 (3)	64 (3)	11.4	10.8	WORC 1310 Worcester	1.7/7.0/ 16/ 285
AOR/CLASSIC		106 (5)	106 (5)	18.9	21.9		
AC/OLDIES/SOFT ROCK	27 (1)	99 (6)	126 (7)	22.5	19.5	WARE 1250 Ware	0.5/1.4/ 5/ 100
MOR/VARIETY	79 (4)		79 (4)	14.1	16.4	WBOS-F 92.9 Brookline/Bston	0.3/2.4/ 4/ 182
COUNTRY	11 (1)	14 (1)	25 (2)	4.5	5.3	WBRU-F 95.5 Providence	0.6/2.5/ 5/ 122
BLACK/URBAN						WCRB-F 102.5 Waltham/Boston	1.4/4.7/ 10/ 267
BEAUTIFUL/EASY		100 (3)	100 (3)	17.8	17.8	WESO 970 Southbridge	0.8/1.7/ 16/ 141
NEWS/TALK	12 (1)		12 (1)	2.1	1.0	WJIB-F 96.9 Boston	1.4/4.1/ 13/ 275
NOSTALGIA	32 (1)	4 (1)	36 (2)	6.4	5.1	WLKW-F 101.5 Providence	1.3/2.8/ 13/ 158
RELIGION/GOSPEL						WMJX-F 106.7 Boston	0.8/4.9/ 12/ 267
SPANISH						WPLM-F 99.1 Plymouth/Bos.	0.6/2.2/ 4/ 110
CLASSICAL		9 (1)	9 (1)	1.6	0.6	WPRO-F 92.3 Providence	0.3/3.3/ 8/ 218
JAZZ/NEW AGE						WQVR-F 100.1 Southbridge	2.2/5.1/ 22/ 303
UNKNOWN/OTHERS		4 (1)	4 (1)	0.7		WRKO 680 Boston	1.9/4.6/ 28/ 31%
	161 (8)	400 (21)	561 (29)			WROR-F 98.5 Boston	1.4/6.3/ 21/ 423
						WSSH-F 99.5 Lowell/Boston	0.5/2.7/ 18/ 287
						WVBF-F 105.7 Framingham/Bstn	0.6/2.6/ 6/ 14%
						WWKS-F 106.3 Woonsocket	0.6/1.6/ 4/ 90
						WXKS-F 107.9 Medford/Boston	2.4/7.8/ 18/ 40%
						WZLX-F 100.7 Boston	2.0/7.9/ 28/ 43%

RADIO STATIONS

WFTQ, 1440, 5 KW (DA-2), AC
 WNEB, 1230, 1 KW, NOSTALGIA
 WORC, 1310, 5 KW/1 KW (DA-2), OLDIES
 WTAG, 580, 5 KW (DA-2), MOR
 WAAF-F, 107.3, 19 KW @ 823, AOR/CHR
 WSRS-F, 96.1, 17 KW @ 863, BTFL/EZ
 WXLO-F, 104.5, 37 KW @ 670, AC

ABC I, \$ 35.00 (Katz) Zapis
 CBS, MBS, \$ 18.00 (Savalli)
 ABC D, \$ 20.00 (---)
 MBS, TALKNT, \$ 45.00 (Banner) Knight
 \$ 97.00 (Katz) Zapis
 \$ 70.00 (Banner) Knight
 CNN, \$ 50.00 (Mc-Guild)

OTHER RANKED STATIONS -- See Boston

MISCELLANEOUS COMMENTS:

WORC sold for \$600,000...WORC changes format from COUNTRY to OLDIES (Dec)...

YORK

Arbitron Rank/Pop (12+): 104/340,200

Stations: 30/10
Diaries: 745/457:1/68.0%
Sample Target: 730
% Below Line: 34.4
% Not Listed: 11.9

1989 Revenue: \$12,300,000
HH Inc.: \$29,429
Retail \$: 2.5 Bil
Pop per Station: 34,020
#1 Biller: WARM-F \$3,400,000

MSA Rank/Pop: 114/409,000
ADI # 46 (w/Harris/Lancaster)
Average Person Ratings: 17.8
Market TSL: 23.00 hours

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion	Birch Share	Birch AQH	Birch Cume	
1. WYCR-F (CHR)	75/12.4	12.8	12.8	8.8	12.1	11.7	102/1610	990/29.1	27.1	24.6	65	13.5	85	984	WYCR-F
2. WARM-F (AC)	62/10.3	9.2	10.4	12.1	8.7	10.5	119/1623	713/21.0	21.9	17.5	150	6.7	42	603	WARM-F
3. WSBA (MOR)	53/ 8.8	9.7	5.6	8.4	6.4	8.1	61/827	623/18.3	14.9	17.6	61	9.4	59	937	WSBA
4. WRKZ-F (C)	49/ 8.1	9.2	7.8	11.1	9.2	9.1	169/1849	511/15.0	17.4	17.1	132	7.5	47	509	WRKZ-F
5. WGTY-F (C)	48/ 7.9	7.0	5.6	5.4	3.2	6.5	60/635	490/14.4	13.1	7.7	90	7.8	49	471	WGTY-F
6. WNCE-F (EZ)	39/ 6.5	7.5	8.7	9.6	7.6	8.1	130/1612	474/13.9	15.5	17.4	88	3.7	23	324	WNCE-F
7. WQXA-F (CHR)	35/ 5.8	5.3	6.5	6.3	6.4	6.0	111/1836	575/16.9	22.2	19.8	78	7.8	49	746	WQXA-F
8. WHTF-F (AOR)	24/ 4.0	2.9	3.1	2.0	2.8	3.0	67/1044	321/ 9.4	10.2	6.1	150	3.7	23	333	WHTF-F
9. WGRX-F (AOR)	23/ 3.8	3.6	5.1	6.2	5.5	4.7	30/556	370/10.9	13.1	11.1	126	9.2	58	506	WGRX-F
10. WGET (MOR)	13/ 2.2	0.5	1.7	1.1	2.3	1.4	13/164	164/ 4.8	3.9	5.6	68	2.1	13	201	WGET

12+ FM SHARE (METRO): 82.14% (437 of 532) (FAL 88: 85.22%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WYCR-F>>	1 WYCR-F>	1 WYCR-F	1 WARM-F>	1 WARM-F>	1 WSBA	1 WSBA	1 WARM-F	1 WYCR-F	1 WYCR-F>>	1 WYCR-F>
2 WQXA-F	2 WARM-F>	2 WARM-F>	2 WRKZ-F	2 WRKZ-F>	2 WGTY-F	2 WARM-F<	2 WYCR-F	2 WARM-F	2 WARM-F	2 WNCE-F
3	3 WGRX-F	3 WRKZ-F	3 WYCR-F>	3 WYCR-F	3 WNCE-F	3 WYCR-F	3 WGTY-F	3 WSBA	3 WQXA-F	3 WRKZ-F
4	4 WQXA-F	4 WQXA-F	4 WHTF-F	4 WGTY-F	4 WRKZ-F	4 WRKZ-F	4 WRKZ-F	4 WGTY-F	4 WGRX-F<	4 WGTY-F
5	5 WRKZ-F	5 WGTY-F	5 WGTY-F	5 WHTF-F	5 WARM-F	5 WGTY-F	5 WSBA	5 WRKZ-F	5 WNCE-F	5 WARM-F
6	6 WHTF-F	6	6	6	6	6	6	6 WQXA-F	6 WSBA	6 WSBA

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WYCR-F	1 WARM-F	1 WARM-F>>	1 WARM-F>	1 WARM-F>>	1 WYCR-F>>	1 WYCR-F>>	1 WGRX-F	1 WYCR-F>	1 WRKZ-F
2 WQXA-F>>	2 WYCR-F	2 WYCR-F	2 WYCR-F	2 WRKZ-F	2 WGTY-F	2 WGRX-F	2 WRKZ-F	2 WRKZ-F	2 WARM-F
3 WLAN-F	3 WQXA-F	3 WQXA-F	3 WQXA-F>	3 WNCE-F	3 WTPA-F	3 WRKZ-F	3 WYCR-F	3 WARM-F	3 WHTF-F
4 WARM-F	4	4 WSBA	4 WNCE-F	4 WYCR-F	4 WGRX-F>	4 WHTF-F	4 WHTF-F	4 WGRX-F	4 WGRX-F
5	5	5 WHTF-F	5 WRKZ-F	5 WSBA	5 WRKZ-F	5 WARM-F	5 WARM-F	5 WHTF-F	5 WYCR-F
6	6	6	6 WGTY-F	6 WQXA-F	6	6 WIMX-F	6	6 WGTY-F	6 WGTY-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		129 (5)	129 (5)	24.2	26.5	WHVR 1280 Hanover	1.5/4.2/ 10/ 157		
AOR/CLASSIC		65 (4)	65 (4)	12.2	13.2	WOYK 1350 York	0.3/3.1/ 2/ 115		
AC/OLDIES/SOFT ROCK		80 (4)	80 (4)	15.0	11.5	WKKU 1250 York	0.5/1.9/ 3/ 64		
MOR/VARIETY	82 (5)		82 (5)	15.4	11.5				
COUNTRY	8 (2)	103 (4)	111 (6)	20.9	17.4	WBAL 1090 Baltimore	0.8/2.1/ 7/ 126		
BLACK/URBAN					0.6	WBSB-F 99.9 Frederick	0.3/2.9/ 2/ 158		
BEAUTIFUL/EASY		54 (4)	54 (4)	10.2	13.0	WDAC-F 94.5 Lancaster	1.0/2.9/ 7/ 828		
NEWS/TALK	5 (1)		5 (1)	0.9	1.0	WFRE-F 99.9 Frederick	0.8/2.7/ 7/ 110		
NOSTALGIA					1.6	WHP 580 Harrisburg	0.8/4.2/ 57/1054		
RELIGION/GOSPEL		6 (1)	6 (1)	1.1	2.6	WHP -F 97.3 Harrisburg	0.3/3.1/ 37/ 686		
SPANISH						WHYL 960 Carlisle/Hrsbrg	0.8/1.6/ 36/ 379		
CLASSICAL						WIMX-F 99.3 Harrisburg	1.2/3.4/ 53/ 781		
JAZZ/NEW AGE						WIOV-F 105.1 Ephrata/Lancast	0.5/3.0/ 62/ 846		
UNKNOWN/OTHERS					1.0	WIYY-F 97.9 Baltimore	1.3/4.4/ 9/ 184		
	95 (8)	437 (22)	532 (30)			WLAN-F 96.9 Lancaster	1.0/4.1/ 75/1320		
						WLIF-F 101.9 Baltimore	1.3/1.9/ 8/ 112		
						WNNK-F 104.1 Harrisburg	1.8/6.6/176/2253		
						WPOC-F 93.1 Baltimore	0.5/3.9/ 4/ 150		
						WTPA-F 93.5 Mechsbrg/Harsbr	1.7/4.3/ 70/ 865		
						WWKL-F 94.9 Harrisburg	1.5/4.0/ 51/ 740		
						WWMD-F 104.7 Hagerstown	0.3/1.5/ 5/ 78		

RADIO STATIONS

WGET, 1320, 1 KW/500 W (DA-2), MOR	MBS, \$ 14.00 (---)	(GETTYSBURG)
WHVR, 1280, 5 KW/500 W (DA-2), MOR	NBC, \$ N/A (HNWH)	
WSBA, 910, 5 KW/1 KW (DA-2), MOR	\$ 47.00 (Eastman)	Susquehanna
WARM-F, 103.3, 6 KW @ 1310, AC	\$ 57.00 (Eastman)	Susquehanna
WGTY-F, 107.7, 16 KW @ 350, COUNTRY	MBS, \$ 17.00 (---)	(GETTYSBURG)
WHTF-F, 92.7, .6 KW @ 700, CLASSIC AOR	SOURCE, \$ 25.00 (Banner)	
WQXA-F, 105.7, 25 KW @ 520, CHR	\$ 40.00 (Katz)	
WYCR-F, 98.5, 11 KW @ 930, CHR	\$ 33.00 (HNWH)	

OTHER RANKED STATIONS -- See Harrisburg, Lancaster or Baltimore

YOUNGSTOWN

Arbitron Rank/Pop (12+): 83/419,000

Stations: 21/14
Diaries: 1000/419:1/57.1%
Sample Target: 850
% Below Line: 7.9
% Not Listed: 11.5

1989 Revenue: \$10,200,000

HH Inc.: \$27,240

Retail \$: 3.2 Bil

Pop per Station: 29,928

#1 Biller: NA

MSA Rank/Pop: 97/505,000

ADI # 90

Average Person Ratings: 16.9

Market TSL: 22.25 hours

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WHOT-F (CHR)	91/12.8	14.5	14.4	11.9	13.3	13.4	145/2326	1446/34.5	33.8	35.9	97	15.3	109	1480	WHOT-F
2. WQXK-F (C)	69/ 9.7	8.3	10.9	7.9	9.5	9.2	129/1374	716/17.1	17.7	16.2	97	8.7	62	686	WQXK-F
3. WBBG-F (O)	60/ 8.5	8.8	8.7	6.8	7.3	8.2	75/1068	826/19.7	18.5	15.6	179	8.7	62	529	WBBG-F
4. WKBN-F (EZ)	58/ 8.2	9.0	10.6	11.3	9.5	9.8	88/1349	848/20.2	22.4	22.8	115	8.6	61	696	WKBN-F
5. WKBN (MOR)	56/ 7.9	10.2	8.0	9.0	10.6	8.8	66/1042	791/18.9	17.3	22.0	63	6.9	49	667	WKBN
6. WYFM-F (AC)	50/ 7.0	6.6	4.9	5.9	6.6	6.1	81/1225	684/16.3	15.1	19.4	153	3.7	26	486	WYFM-F
7. WFMJ (BB)	46/ 6.5	6.0	4.7	6.1	3.4	5.8	50/665	562/13.4	11.4	10.7	51	5.1	36	468	WFMJ
8. WNCD-F (AOR)	37/ 5.2	5.6	5.2	7.0	5.4	5.8	37/600	555/13.2	14.1	13.6	106	7.2	51	734	WNCD-F
9. WRKU-F (AOR)	26/ 3.9	3.4	4.5	3.5	0.8	3.8	76/899	485/11.6	9.3	2.9	100	7.2	51	652	WRKU-F
WBBW (N/T)	26/ 3.9	4.0	3.9	3.6	5.2	3.8	32/505	481/11.5	13.3	14.1	44	2.4	17	471	WBBW
11. WMMS-F (AOR)	20/ 2.8	0.7	0.7	2.4	2.2	1.6	20/333	294/ 7.0	4.8	5.8	89	2.1	15	242	WMMS-F
12. WRRO (MOR)	13/ 1.8	0.4	1.1	1.4	1.9	1.2	15/250	222/ 5.3	5.3	7.5	106	0.8	6	223	WRRO
WGFT (REL)	13/ 1.8	1.7	1.4	1.9	1.1	1.7	13/164	164/ 3.9	3.2	2.4	61	0.4	3	22	WGFT
14. WQJY-F (CHR)	12/ 1.7	8.3	10.9	7.9	9.5	7.2	17/526	337/ 8.0	17.7	16.2	65	2.5	18	478	WQJY-F
15. WSOM (MOR)	11/ 1.5	2.0	0.6	----	----	1.0	15/217	141/ 3.4	1.9	0.0	20	1.0	7	113	WSOM

12+ FM SHARE (METRO): 71.02% (446 of 628) (FAL 88: 74.46%)

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 WBBG-F	1 WBBG-F	1 WQXK-F	1 WHOT-F>	1 WKBN-F<	1 WHOT-F	1 WHOT-F>	1 WKBN <
2	2 WNCD-F	2 WBBG-F	2 WHOT-F	2 WHOT-F	2 WKBN-F	2 WKBN	2 WQXK-F<	2 WQXK-F	2 WBBG-F	2 WHOT-F>
3	3 WYFM-F	3 WYFM-F	3 WYFM-F	3 WYFM-F	3 WFMJ	3 WQXK-F<	3 WBBG-F<	3 WBBG-F	3 WKBN	3 WBBG-F>>
4	4 WRKU-F	4 WNCD-F	4 WKBN-F	4 WQXK-F	4 WNCD-F<	4 WYFM-F<	4 WKBN-F	4 WHOT-F	4 WQXK-F>	4 WYFM-F
5	5 WBBG-F	5 WKBN-F	5 WQXK-F	5 WBBG-F>	5 WBBG-F	5 WBBG-F	5 WYFM-F	5 WKBN	5 WNCD-F	5 WQXK-F
6	6 WKBN-F	6 WQXK-F	6	6	6	6 WKBN-F	6	6 WNCD-F	6 WKBN-F	6 WFMJ
7	7	7	7	7	7	7	7	7	7	7 WBBW

WOM 18-24	WOM 18-34	WOM 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 WRKU-F	1 WRKU-F	1 WKBN-F	1 WBBG-F>	1 WBBG-F>
2 WNCD-F	2 WYFM-F	2 WYFM-F	2 WYFM-F<	2 WBBG-F	2 WNCD-F	WNCD-F	WBBG-F	2 WHOT-F	2 WYFM-F
3 WYFM-F>	3 WNCD-F	WBBG-F>	3 WBBG-F>	3 WYFM-F	3 WHOT-F	3 WHOT-F	3 WYFM-F	3 WRKU-F	3 WQXK-F<
4 WMMS-F	4 WBBG-F>	4 WNCD-F	4 WKBN-F	4 WKBN-F	4 WMMS-F>>	4 WKBN-F	4 WNCD-F	4 WKBN-F	4 WYFM-F
5 WQXK-F	5 WQXK-F	5 WKBN-F	5 WQXK-F	5 WQXK-F	5 WRRO >	5 WMMS-F	WHOT-F	5 WYFM-F	5 WKBN-F
6 WQJY-F>	6 WKBN-F	6 WQXK-F>>	6 WNCD-F	6	6 WQJY-F	WBBG-F	6 WRKU-F>	6 WQXK-F	6
7	7	7	7	7	7 WKBN-F>	7 WYFM-F	7	7 WKBN-F	7

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		100 (2)	100 (3)	15.9	22.5	WHOT	1330 Campbell 0.0/2.5/ 0/ 0
AOR/CLASSIC		85 (3)	85 (3)	13.5	9.9		
AC/OLDIES/SOFT ROCK		113 (3)	113 (3)	18.0	15.9	WMJI-F	105.7 Cleveland 0.4/2.8/ 3/ 153
MOR/VARIETY	87 (4)		87 (4)	13.9	13.9	WNIR-F	100.1 Kent/Akron 0.7/2.0/ 6/ 129
COUNTRY		81 (2)	81 (2)	12.9	10.6	WPHR-F	107.9 Cleveland 1.3/6.5/ 16/ 376
BLACK/URBAN					1.2	WPIC	790 Sharon 1.0/3.4/ 20/ 352
BEAUTIFUL/EASY		58 (1)	58 (1)	9.2	11.3	WTOF-F	98.1 Canton/Akron 0.6/2.3/ 5/ 137
NEWS/TALK	36 (2)	9 (2)	45 (4)	7.2	7.6	WWWE	1100 Cleveland 1.1/5.2/ 8/ 256
NOSTALGIA	46 (1)		46 (1)	7.3	3.8		
RELIGION/GOSPEL	13 (1)		13 (1)	2.1	1.8		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS					1.4		
	182 (9)	446 (13)	628 (22)				

RADIO STATIONS

WBBW, 1240, 1 KW (DA-1)	, TALK	ABC E, ABC T, \$ 24.00 (Republic)	H & D
WFMJ, 1390, 5 KW (DA-N)	, NOSTALGIA	NBC, \$ 18.00 (Savalli)	
WKBN, 570, 5 KW (DA-N)	, MOR	CBS, \$ 36.00 (Katz)	
WBBG-F, 93.3, 50 KW @ 280,	OLDIES	ABC E, \$ 37.00 (Republic)	H & D
WHOT-F, 101.1, 24 KW @ 711,	NOSTALGIA	\$ 65.00 (Eastman)	Myron Jones
WKBN-F, 98.9, 5 KW @ 1370,	EZ/SOFT AC	\$ 35.00 (Katz)	
WQJY-F, 95.9, 3 KW @ 165,	CHR	\$ 20.00 (K & P)	(SHARPSVILLE, PA)
WNCD-F, 106.1, 3 KW @ 330,	CLASSIC AOR	\$ N/A (Torbet)	(NILES)
WQXK-F, 105.1, 88 KW @ 430,	COUNTRY	\$ 40.00 (Mc-Guild)	Legend (SALEM)
WRKU-F, 95.1, 19 KW @ 805,	AOR	\$ 20.00 (---)	Beta (GROVE CITY, PA)
WYFM-F, 102.9, 26 KW @ 455,	AC	ABC-C, \$ 39.00 (Durpetti)	Regional (SHARON, PA)

MISCELLANEOUS COMMENTS: WMGZ changes to WOJY (Dec)...WSOM/WQXK-F (Salem) sold by Lincoln to Legend for \$5,500,000 (Americom)...WHOT-A stops simulcasting with WHOT-F and changes to NOST. (Dec)...WNCD-F and WRKU-F are reportedly simulcasting and selling in combination...

CONDENSED MARKETS

BURLINGTON, VT

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	METRO CUME	METRO F89	CUME S89	RATING S88	Birch Share	Birch AQH	Birch Cume
1. WXXX-F	34/18.3	16.1	14.6	19.8	14.9	410	36.0	38.6	35.3	20.7	37	505
2. WEZF-F	26/14.0	17.2	15.2	14.1	14.9	329	28.9	32.5	30.5	14.5	26	397
3. WIZN-F	23/12.4	21.5	15.2	16.9	13.1	315	27.6	32.1	28.1	21.2	38	419
4. WQCR-F	19/10.2	7.5	8.8	9.6	8.3	277	24.3	29.2	27.7	8.9	16	373
5. WJOY	14/ 7.5	7.0	6.4	9.0	6.0	125	11.0	11.9	16.0	5.0	9	142
6. WDOT	12/ 6.5	4.3	3.5	5.1	7.7	146	12.8	10.9	11.1	4.5	8	140
7. WLFE-F	8/ 4.3	3.2	5.3	3.4	3.0	105	9.2	8.1	7.3	1.1	2	98
WVMT	8/ 4.3	1.6	5.8	7.3	10.1	188	16.5	12.2	15.1	4.5	8	142
WKDR	8/ 4.3	---	1.2	---	3.0	56	4.9	---	---	1.7	3	68

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WXXX-F>	1 WEZF-F	1 WXXX-F>	1 WXXX-F>>	1 WXXX-F>	1 WEZF-F	1 WEZF-F
2 WEZF-F<	2 WQCR-F	2 WEZF-F<	2 WIZN-F<	2 WIZN-F>	2 WIZN-F	2 WDOT >
3 WIZN-F	WXXX-F<	3 WIZN-F	3 WEZF-F>	3 WQCR-F	3 WQCR-F	3 WLFE-F
4 WJOY	4 WIZN-F	4 WQCR-F>	4 WQCR-F	4 WEZF-F	4 WDOT	4 WIZN-F
5 WQCR-F	5	5 WJOY	5	5	WXXX-F	WJOY

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

WGLY-F	103.1	Waterbury	.5/3.2/1/36
WMNH-F	92.1	Port Henry	.5/3.1/1/35

CAPE COD

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	METRO CUME	METRO F89	CUME S89	RATING S88	Birch Share	Birch AQH	Birch Cume
1. WQRC-F	65/21.7	20.7	17.2	20.5	21.6	597	36.7	34.4	31.9	14.1	38	421
2. WPXC-F	38/12.7	8.9	9.1	12.1	11.7	378	23.2	21.6	20.9	15.2	41	460
3. WKPE-F	22/ 7.3	8.9	10.2	7.2	7.6	296	18.2	22.9	20.1	8.1	22	343
4. WPLM-F	18/ 6.0	4.3	4.9	4.2	3.8	225	13.8	11.1	14.4	3.7	10	196
5. WFCC-F	17/ 5.6	5.6	3.9	4.9	4.2	174	10.7	13.7	8.9	4.8	13	171
6. WCIB-F	15/ 5.0	8.2	6.0	6.4	4.9	215	13.2	17.7	15.7	2.6	7	158
7. WCOD-F	14/ 4.7	4.9	6.0	4.5	6.8	304	18.7	17.6	14.4	7.0	19	303
8. WRKO	10/ 3.3	3.0	2.8	3.8	3.4	133	8.2	9.3	8.5	7.4	20	177
9. WNTX-F	8/ 2.7	3.9	2.8	2.7	1.5	130	8.0	10.0	6.4	1.9	5	81
WMVY-F	8/ 2.7	2.3	2.5	3.8	2.3	130	8.0	3.9	6.4	4.8	13	159

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WQRC-F>>	1 WQRC-F>	1 WQRC-F	1 WPXC-F	1 WPXV-F>>	1 WPXC-F>	1 WQRC-F>>
2 WPXC-F>	2 WPXC-F>	2 WPXC-F>	2 WQRC-F	2 WKPE-F>>	2 WQRC-F	2 WCIB-F
3 WKPE-F	3 WPLM-F<	3 WPLM-F<	3 WKPE-F	3 WCOD-F	3 WCIB-F	3 WFCC-F
4 WCOD-F	4 WFCC-F<	4 WFCC-F<	4 WFCC-F	4 WMVY-F	4 WCOD-F	4 WCOD-F
5 WCIB-F	5 WCIB-F	5 WCIB-F	5 WOCB-F	5	5	5 WPXC-F

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

WFAL-F	101.1	Falmouth	.3/4.7/1/77	WEEI	590	Boston	.7/8.0/2/130
WFXR-F	93.5	Harwich Port.	1.7/8.2/5/133	WHJY-F	94.1	Providence	.7/3.7/2/60
WOCB-F	94.9	W. Yarmouth	2.3/9.3/7/151	WJIB-F	96.6	Boston	.3/2.9/1/47
WBZ	104.1	Boston	1.7/8.9/5/145	WODS-F	103.3	Boston	1.7/3.2/5/52
WCTK-F	98.1	New Bedford	2.3/7.6/7/124				

CHICO

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	METRO CUME	METRO F89	CUME S89	RATING S88	Birch Share	Birch AQH	Birch Cume
1. KFME-F	39/16.5	13.3	11.2	16.4	---	373	24.3	21.7	24.3	14.2	31	433
2. KPAY-F	22/ 9.3	6.0	4.9	4.3	---	272	17.7	20.0	14.3	5.0	11	147
3. KEWE-F	15/ 6.3	4.4	4.9	4.3	---	144	9.4	7.6	6.2	2.3	5	80
4. KALF-F	14/ 5.9	4.8	6.3	7.8	---	172	11.2	11.1	16.3	4.6	10	126
	KFBK	14/ 5.9	5.2	7.1	5.6	91	5.9	5.2	5.6	6.0	13	171
6. KRIJ-F	3/ 5.5	4.0	2.7	6.0	---	141	9.2	9.4	12.4	7.8	17	243
7. KTMX-F	12/ 5.1	4.0	1.8	.9	---	204	13.3	11.8	7.2	4.1	9	182
	KNVR-F	12/ 5.1	4.0	5.8	6.9	214	13.9	17.1	16.5	4.6	10	277
9. KCEZ-F	11/ 4.6	5.6	6.3	3.9	---	186	12.1	15.8	8.0	7.3	16	185
10. KRFD-F	8/ 3.4	8.4	4.5	10.8	---	184	12.0	22.4	23.0	11.5	25	380
	KGO	8/ 3.4	5.6	3.1	1.3	134	8.7	8.0	3.5	4.6	10	122

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 KFME-F>	1 KFME-F	1 KFME-F>	1 KFME-F>	1 KFME-F>>	1 KFME-F>>	1 KPAY-F
2 KPAY-F	2 KPAY-F>	2 KPAY-F>	2 KTMX-F	2 KNVR-F	2 KPAY-F	2 KALF-F
3 KFBK>	3 KEWE-F	3 KALF-F	3 KFBK	KPAY-F	3 KALF-F	3 KRIJ-F
4 KEWE-F	4 KALF-F	KNVR-F	4 KPAY-F	4 KTMX-F	4 KNVR-F	4 KFME-F
5 KCEZ-F	5	KTMX-F	5 KALF-F	5	5 KRIJ-F	KFBK

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

KHSL	1290	Chico	2.5/11.3/6/174	KCTC-F	96.1	Sacramento	2.1/5.7/5/77
KKXX	930	Paradise	.4/ 3.6/1/55	KDJQ-F	102.7	Red Bluff	.8/5.7/2/88
KORV	1340	Oroville	.4/2.9/1/45	KNBR	680	San Francisco	.8/5.2/2/80
KPAY	1060	Chico	2.5/10.0/6/154	KSFM-F	102.5	Woodland	.8/2.9/2/45
KRFD	1410	Marysville	.4/1.1/1/16	KZAP-F	98.5	Sacramento	.8/4.0/2/61

DANBURY, CT

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	METRO CUME	METRO F89	CUME S89	RATING S88	Birch Share	Birch AQH	Birch Cume
1. WRKI-F	33/12.9	13.4	11.0	11.3	11.7	409	25.6	29.0	23.9			
2. WEZN-F	19/ 7.4	7.9	8.0	5.3	7.0	249	15.6	20.9	13.2			
3. WKCI-F	18/ 7.0	13.0	6.0	9.8	8.1	326	20.4	25.0	21.1			
4. WDAQ-F	17/ 6.6	7.2	8.3	11.3	12.8	230	14.4	18.6	22.6			
5. WEBE-F	15/ 5.9	4.5	4.3	5.7	4.8	203	12.7	12.2	15.6			
6. WLAD	12/ 4.7	8.2	11.6	10.2	8.1	282	17.7	19.9	23.9			
7. WCBS	9/ 3.5	3.8	4.7	3.8	3.7	251	15.7	16.7	15.4			
	WREF	9/ 3.5	4.5	2.0	7.2	61	3.8	9.2	7.5			
9. WFAN	8/ 3.1	3.4	1.7	.8	.7	192	12.0	12.3	5.6			
10. WWYZ-F	8/ 3.1	3.1	1.7	---	---	136	8.5	3.4	---			

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WRKI-F >	1 WRKI-F	1 WRKI-F	1 WKCI-F>	1 WRKI-F>>	1 WRKI-F>	1 WEZN-F
2 WLAD	2 WEZN-F	2 WEZN-F>	2 WKCI-F>	2 WKCI-F	2 WEBE-F<	2 WRKI-F
3 WDAQ-F	3 WDAQ-F	3 WKCI-F	3 WEZN-F	3 WDAQ-F	3 WDAQ-F	3 WEBE-F
4 WEBE-F	4 WKCI-F	4 WEBE-F<	4 WCBS	4 WEBE-F	4 WEZN-F	4 WDAQ-F
WKCI-F	5	5 WFAN	5	5	5 WFAN	5 WCBS

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

WINE	940	Brookfield	2.3/6.8/6/109	WPLJ-F	95.5	New York	.4/2.2/1/35
WABC	770	New York	1.5/4.7/3/75	WPLR-F	99.1	New Haven	1.6/7.1/4/113
WDRF-F	102.9	Hartford	2.3/5.3/6/85	WQHT-F	97.1	New York	1.6/3.5/4/56
WHUD-F	100.7	Peekskill	2.0/4.6/5/73	WQXR-F	96.3	New York	.4/3.4/1/54
WINS	1010	New York	.4/3.2/1/51	WRCH-F	100.5	Hartford	1.6/5.2/4/83
WKSS-F	95.7	Hartford	1.2/3.5/3/56	WXRK-F	92.3	New York	1.6/2.6/4/41
WOR	710	New York	2.7/8.1/7/129	WYNY-F	103.5	New York	2.0/6.0/5/96

FAYETTEVILLE - SPRINGDALE, AR

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	METRO CUME	METRO F89	CUME S89	RATING S88	Birch Share	Birch AQH	Birch Cume
1. KKIX-F	41/17.2	24.3	---	25.4	---	529	29.7	31.9	36.6			
2. KAMO-F	36/15.1	10.4	---	9.6	---	360	20.2	20.1	15.6			
3. KEZA-F	26/10.9	6.7	---	7.7	---	388	21.8	17.1	18.5			
4. KMCK-F	26/10.9	4.1	---	11.2	---	393	22.1	18.7	23.3			
5. KKEG-F	21/ 8.8	12.3	---	12.3	---	342	19.2	26.2	18.1			
6. KCIZ-F	15/ 6.3	9.0	---	8.8	---	310	17.4	21.3	19.6			
7. KOPC	6/ 2.5	.7	---	---	---	50	2.8	3.1	---			
8. KURM	5/ 2.1	4.1	---	3.8	---	150	8.4	10.6	12.0			
9. KBCV-F	5/ 2.1	1.5	---	1.5	---	121	6.8	5.0	6.8			

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 KKIX-F	1 KAMO-F	1 KKIX-F	1 KMCK-F<	1 KEZA-F	1 KKIX-F	1 KAMO-F
2 KAMO-F>	2 KKIX-F	2 KEZA-F	2 KKIX-F>	KKEG-F	2 KAMO-F>	KKIX-F>>
3 KEZA-F<	3 KEZA-F	3 KMCK-F<	3 KEZA-F	3 KMCK-F	3 KEZA-F>	3 KEZA-F
4 KMCK-F	4 KKEG-F	4 KAMO-F	4 KAMO-F	4 KKIX-F	4 KKEG-F	4 KMCK-F
5 KCIZ-F	5	5 KKEG-F	5 KCIZ-F	5 KCIZ-F	5 KMCK-F	5

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

KAMO	1390	Rogers	.8/2.6/2/46	KJEM-F	95.3	Seligman	.4/2.1/1/37
KFAY	1030	Farmington	1.7/5.2/4/93	KQXX	1590	Springdale	.8/2.9/2/52
KJEM	1190	Bentonville	.8/2.6/2/46	KVLT-F	106.1	Tulsa	.8/4.5/2/80

FT. MYERS, FL

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	METRO CUME	METRO F89	CUME S89	RATING S88	Birch Share	Birch AQH	Birch Cume
1. WRXK-F	60/12.9	9.8	12.1	12.4	---	468	17.0	17.6	18.0	12.3	99	938
2. WCVU-F	47/10.1	15.7	16.0	14.6	---	616	22.4	25.8	25.7	9.5	77	684
3. WINK-F	40/ 8.6	10.8	12.4	18.8	---	627	22.8	26.0	30.3	7.2	58	823
4. WCKT-F	40/ 8.6	3.4	2.5	4.5	---	402	14.6	7.9	8.2	4.6	37	506
5. WOLZ-F	37/ 8.0	2.0	2.1	1.6	---	446	16.2	5.5	6.5	7.1	57	478
6. WQEZ-F	30/ 6.5	2.6	10.3	5.4	---	333	12.1	12.4	13.3	2.6	21	244
7. WIXI-F	26/ 5.6	8.0	5.9	7.3	---	195	7.1	10.0	8.4	5.7	46	433
8. WDCQ	22/ 4.7	4.2	3.4	5.2	---	338	12.3	8.5	11.5	1.4	11	179
9. WINK	19/ 4.1	4.8	5.7	4.9	---	275	10.0	10.3	12.7	2.5	20	222
10. WAVV-F	12/ 2.6	3.2	1.8	1.4	---	220	8.0	10.6	3.7	3.6	29	305
11. WKII	12/ 2.6	4.6	4.1	1.6	---	124	4.5	5.2	5.0	2.4	19	125
12. WHEW-F	11/ 2.4	8.0	5.3	4.9	---	160	5.8	15.0	10.4	4.3	35	397

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WRXK-F	1 WRXK-F>	1 WRXK-F	1 WCVU-F<	1 WRXK-F>>	1 WRXK-F>	1 WOLZ-F
2 WCKT-F<	2 WCVU-F	2 WCVU-F	2 WRXK-F	2 WINK-F	2 WOLZ-F	2 WCVU-F
3 WCVU-F	3 WQEZ-F<	3 WINK-F	WINK-F	3 WCKT-F	3 WINK-F	3 WQEZ-F<
4 WINK-F	4 WINK-F	WOLZ-F<	4 WDCQ	4 WQEZ-F	4 WDCQ	4 WCKT-F<
5 WINK	5 WCKT-F	5 WCKT-F	5 WOLZ-F	5 WOLZ-F	WCKT-F	5 WDCQ

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

WMYR	1410	Ft. Myers	.4/2.4/2/66	WZRZ	770	N. Ft. Myers	.6/2.5/3/69
WRCC-F	103.7	Cape Cod	1.9/5.2/9/143	WHVE-F	102.5	Sarasota	1.3/2.9/6/105

FT. PIERCE, FL

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	METRO CUME	METRO F89	CUME S89	RATING S88	Birch Share	Birch AQH	Birch Cume
1. WKGR-F	50/14.7	9.9	---	6.0	---	385	19.3	17.9	13.2			
2. WHLG-F	47/13.8	11.4	---	14.4	---	401	20.1	17.7	18.9			
3. WOJV-F	44/12.9	19.8	---	15.8	---	509	25.5	33.2	27.3			
4. WEAT-F	28/ 8.2	9.6	---	7.4	---	263	13.2	15.1	11.9			
5. WZZR-F	24/ 7.1	8.3	---	7.4	---	311	15.6	24.4	16.2			
6. WSTU	15/ 4.4	2.5	---	1.3	---	184	9.2	9.4	4.2			
7. WIRK-F	14/ 4.1	3.7	---	5.7	---	148	7.4	7.8	8.9			
WRMF-F	14/ 4.1	3.1	---	6.4	---	184	9.2	11.2	8.6			
9. WGYL-F	12/ 3.5	2.5	---	2.0	---	134	6.7	5.0	3.6			
10. WCXL-F	11/ 3.2	3.1	---	6.7	---	229	11.5	11.5	11.0			
11. WAVW-F	10/ 2.9	3.1	---	5.0	---	174	8.7	6.1	8.7			

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WKGR-F<	1 WKGR-F<	1 WKGR-F<	1 WOJV-F>	1 WKGR-F>>	1 WKGR-F>	1 WHLG-F>
2 WOJV-F	2 WHLG-F>	2 WHLG-F	2 WKGR-F<	2 WOJV-F	2 WOJV-F>	2 WOJV-F
3 WHLG-F	3 WOJV-F	3 WOJV-F>	3 WHLG-F	3 WZZR-F>	3 WRMF-F	3 WEAT-F
4 WEAT-F	4 WEAT-F	4 WZZR-F	4 WZZR-F	4	4 WSTU	4 WIRK-F
5 WZZR-F	5 WZZR-F	5 WEAT-F	5	5	5 WHLG-F	5 WRMF-F

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

WDKC	1330	Fort Pierce	1.8/8.2/6/164
WIRA	1400	Fort Pierce	.9/6.3/3/126
WPSL	1590	Port St. Lucie	.3/2.3/1/46
WIOD	610	Miami	.3/2.7/1/54

GAINESVILLE, FL

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	METRO CUME	METRO F89	CUME S89	RATING S88	Birch Share	Birch AQH	Birch Cume
1. WRUF-F	43/18.5	18.0	16.5	11.8	17.7	638	40.1	28.6	27.0			
2. WYKS-F	26/11.2	13.3	12.7	14.4	8.6	474	29.8	29.2	30.9			
WKTK-F	26/11.2	6.6	11.9	18.3	15.1	355	27.3	24.5	30.4			
4. WJHM-F	25/10.8	2.4	5.5	2.2	---	224	14.1	6.9	4.9			
5. KYGC-F	15/ 6.5	10.0	8.1	5.7	10.3	228	14.3	15.4	11.9			
6. WMMZ-F	6/ 2.6	4.7	6.8	3.5	1.3	256	16.1	13.3	11.5			
WLUS	6/ 2.6	9.5	4.7	8.7	3.4	78	4.9	7.9	7.9			
WGGG-F	6/ 2.6	2.4	5.9	5.2	4.3	194	12.2	11.9	14.2			
WYOC-F	6/ 2.6	2.4	.4	1.7	1.3	138	8.7	4.2	2.8			
10. WRUF	6/ 2.6	3.8	4.2	4.8	6.9	156	9.8	14.3	14.1			

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WRUF-F>	1 WRUF-F>	1 WRUF-F>	1 WYKS-F<	1 WRUF-F	1 WRUF-F>	1 WRUF-F
2 WKTK-F<	2 WKTK-F	2 WYKS-F<	2 WJHM-F	2 WYKS-F>	2 WKTK-F>	2 WKTK-F>
3 WYGC-F	3 WYKS-F	3 WJHM-F	3 WRUF-F>	3 WKTK-F<	3 WJHM-F>	3 WYGC-F
4 WJHM-F	4 WJHM-F	4 WKTK-F	4 WKTK-F	4 WJHM-F	4 WYGC-F	4 WYOC-F
5 WYKS-F	5 WYGC-F	5	5	5	5	5 WJHM-F 5 WLUS

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

WGGG	1230	Gainesville	.4/2.6/1/41	WMFQ-F	92.9	Ocala	.4/3.3/1/53
WAPE-F	95.1	Jacksonville	.9/6.0/2/95	WNFI-F	99.9	Palatka	.4/7.7/1/123

LAFAYETTE, IN

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	METRO CUME	METRO F89	CUME S89	RATING S88	Birch Share	Birch AQH	Birch Cume
1. WASK-F	28/19.2	15.2	16.7	18.3	14.7	290	27.5	21.3	20.3			
2. WAZY-F	24/16.4	21.5	22.9	27.8	23.1	382	36.3	42.2	43.8			
3. WASK	19/13.0	19.0	16.0	11.9	16.8	257	24.5	20.7	19.9			
4. WKHY-F	16/11.0	13.9	11.8	10.3	12.6	269	25.5	29.4	24.7			
5. WFBQ-F	11/ 7.5	7.0	11.8	8.7	8.4	204	19.4	22.4	19.9			
6. WKJM-F	9/ 6.2	2.5	4.2	2.4	4.2	196	18.6	14.5	7.2			
7. WSHW-F	6/ 4.1	3.2	1.2	---	2.1	141	13.4	8.9	---			
8. WCFY	3/ 2.1	---	---	4.8	2.8	57	5.4	---	5.4			

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WASK-F>	1 WASK-F	1 WASK-F	1 WAZY-F>	1 WAZY-F	1 WASK-F>	1 WASK-F>>
2 WASK	2 WAZY-F<	2 WAZY-F>	2 WKHY-F<	2 WKHY-F	2 WKHY-F	2 WASK >>
3 WAZY-F>	3 WKHY-F	3 WASK	3 WASK	3 WFBQ-F	3 WAZY-F	3 WKHY-F
4 WKHY-F	4 WASK	4 WKHY-F	4 WASK-F	4	4 WASK	4 WAZY-F
5 WFBQ-F	5	5	5	5	5	5

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

WFMS-F	95.5	Indianapolis	1.4/3.7/2/39
WIBC	1070	Indianapolis	.7/3.9/1/41
WMJC-F	103.3	Indianapolis	1.4/3.2/2/34

MUSKEGON, MI

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	METRO CUME	METRO F89	CUME S89	RATING S88	Birch Share	Birch AQH	Birch Cume
1. WSNX-F	38/18.1	22.8	23.2	22.0	---	490	37.8	41.8	34.3			
2. WMUS-F	30/14.3	17.4	13.6	20.8	---	351	27.1	26.7	23.1			
3. WQWQ-F	19/ 9.0	8.2	8.2	9.5	---	221	17.1	14.8	14.9			
4. WKBZ	15/ 7.1	5.5	6.8	7.1	---	269	20.8	11.2	17.5			
5. WLCS-F	10/ 4.8	5.9	6.8	4.2	---	183	14.1	12.7	12.7			
6. WKBZ-F	9/ 4.3	4.6	5.5	4.8	---	206	15.9	12.1	10.4			
7. WCXT-F	9/ 4.3	5.0	1.8	3.0	---	146	11.3	14.7	7.5			
8. WKWM	9/ 4.3	1.8	---	3.0	---	47	3.6	3.4	5.0			
9. WKLQ-F	8/ 3.8	2.3	3.2	3.0	---	184	14.2	11.2	10.1			
10. WLAV-F	7/ 3.3	2.7	3.6	6.0	---	102	7.9	7.4	9.9			

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WSNX-F	1 WSNX-F<	1 WSNX-F>	1 WSNX-F>>	1 WSNX-F>>	1 WSNX-F<	1 WMUS-F>>
2 WMUS-F	2 WMUS-F	2 WMUS-F>	2 WMUS-F>	2 WKLQ-F	2 WMUS-F>>	2 WKBZ <
3 WKBZ >	3 WQWQ-F>	3 WQWQ-F	3 WLCS-F	3 WLAV-F	3 WLCS-F	3 WQWQ-F
4 WQWQ-F	4 WKBZ	4	4 WQWQ-F	4	4 WCXT-F	4 WSNX-F
5	5 WKBZ-F	5	5	5 WMUS-F	5 WKBZ-F	5

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

WMUS	1090	Muskegon	1.4/5.5/3/71
WSHW-F	100.1	Fremont	.5/2.3/1/30
WFUR-F	102.9	Grand Rapids	1.0/3.2/2/41
WGN	720	Chicago	1.9/4.2/4/54
WGRD-F	97.9	Grand Rapids	2.4/9.2/5/119
WODJ-F	107.3	Greenville	.5/4.6/1/60
WYXX-F	96.1	Holland	.5/2.2/1/28

NEW BEDFORD - FALL RIVER

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	METRO CUME	METRO F89	CUME S89	RATING S88	Birch Share	Birch AQH	Birch Cume
1. WPRO-F	63/ 7.9	10.2	10.1	15.5	11.4	1028	24.5	24.7	33.6	12.7	101	1154
2. WHJY-F	59/ 7.4	9.4	8.6	9.0	9.0	770	18.4	18.9	17.2	12.2	97	941
3. WFHN-F	48/ 6.0	3.8	---	---	---	491	11.7	8.8	---	7.1	56	475
4. WLI-F	44/ 5.5	4.0	3.4	3.3	3.8	493	11.8	8.0	8.9	2.4	19	244
5. WLKN-F	43/ 5.4	5.8	4.1	6.6	10.6	456	10.9	11.1	13.8	7.7	61	563
6. WBSM	38/ 4.8	6.6	5.9	2.1	6.7	276	6.6	10.0	6.2	4.9	39	353
7. WSNE-F	34/ 4.3	2.4	4.9	3.1	4.3	446	10.6	8.4	12.7	3.8	30	437
WBZ	34/ 4.3	1.5	2.7	4.0	1.7	376	9.0	5.1	8.6	3.1	25	321
WPLM-F	34/ 4.3	2.1	3.4	2.7	2.6	214	5.1	5.9	5.7	2.3	18	290
10. WODS-F	32/ 4.0	5.2	3.3	4.8	2.2	478	11.4	11.5	11.3	3.3	26	6.2

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WHJY-F	1 WLI-F	1 WHJY-F	1 WPRO-F	1 WHJY-F>	1 WHJY-F	1 WLI-F<
2 WPRO-F	2 WHJY-F	2 WPRO-F	2 WHJY-F	2 WFHN-F	2 WSNE-F<	2 WLKN-F
3 WSNE-F	3 WFHN-F	3 WFHN-F	3 WLKN-F	3 WPRO-F	3 WLI-F	3 WODS-F<
4 WBZ	4 WBSM	4 WLI-F	4 WFHN-F	4 WSNE-F	4 WFHN-F	4 WPRO-F
5 WFHN-F	WPRO-F	5 WBZ	5 WBZ	5 WLI-F	5 WODS-F	5 WBSM-F
	WLI-F					WTK-F

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

WCKT-F	98.1	New Bedford	2.9/8.2/23/345	WCAV-F	97.7	Brockton	1.4/4.0/11/168
WHTB	1400	Fall River	1.5/3.8/12/159	WEEI	590	Boston	1.3/4.5/10/190
WNBH	1340	New Bedford	1.1/3.3/9/139	WHDH	850	Boston	.5/4.0/4/168
WPEP	1570	Taunton	2.6/3.3/21/139	WHIM	1110	Providence	1.8/3.8/14/161
WSAR	1480	Fall River	.5/2.8/4/117	WHJJ	920	Providence	1.9/5.7/15/240
WAAF-F	107.3	Worcester	.6/2.9/5/120	WJIB-F	96.9	Boston	2.1/3.3/17/137
WBCN-F	104.1	Boston	1.6/5.6/13/236	WMJX-F	106.7	Boston	.6/2.8/5/118
WBOS-F	92.9	Brookline	.4/2.2/3/91	WPRO	630	Providence	1.9/7.0/15/294
WBRU-F	95.5	Providence	1.3/5.7/10/240	WQRC-F	99.9	Barnstable	.4/2.6/3/110
WVKX-F	106.3	Woonsocket	1.5/4.1/12/172	WROR-F	98.5	Boston	2.0/5.3/16/221
WVRX-F	107.9	Medford	1.4/5.3/11/224	WVBF-F	105.7	Framingham	.5/2.2/4/94
WZLX-F	100.7	Boston	1.4/4.1/11/171				
WZOU-F	94.5	Boston	1.1/6.8/9/284				

ODESSA-MIDLAND

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	METRO CUME	METRO F89	CUME S89	RATING S88	Birch Share	Birch AQH	Birch Cume
1. KODM-F	52/16.1	13.4	---	16.1	---	475	24.4	23.1	29.6			
2. KNFM-F	46/14.2	17.0	---	10.3	---	438	22.5	29.8	21.4			
3. KCHX-F	38/11.8	6.0	---	---	---	492	25.3	12.7	---			
4. KBAT-F	28/ 8.7	9.6	---	8.3	---	368	18.9	20.1	19.2			
5. KMGF-F	20/ 6.2	9.9	---	13.5	---	321	16.5	26.1	24.4			
6. KQIP-F	16/ 5.0	4.7	---	2.9	---	181	9.3	11.0	9.8			
KGEE-F	16/ 5.0	6.3	---	10.6	---	248	12.8	11.4	16.3			
8. KMND	13/ 4.0	3.3	---	3.4	---	80	4.1	3.7	4.9			
9. KWMJ-F	11/ 3.4	5.5	---	7.8	---	242	12.5	13.9	13.3			
KCRS	11/ 3.4	2.7	---	3.4	---	211	10.9	7.2	7.7			

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 KNFM-F	1 KODM-F	1 KODM-F>	1 KCHX-F>	1 KODM-F	1 KNFM-F<	1 KNFM-F<
2 KODM-F>	2 KNFM-F>	2 KNFM-F	2 KBAT-F	2 KBAT-F	2 KODM-F>>	2 KODM-F>
3 KCHX-F>	3 KMGF-F<	3 KBAT-F<	3 KODM-F	3 KCHX-F	3 KQIP-F	3 KGEE-F
4 KBAT-F	4 KCHX-F<	4 KCHX-F>	4 KNFM-F	4 KNFM-F>	4 KBAT-F	4 KMND-F
5 KMGF-F	5 KGEE-F	5	5	5 KMGF-F	5	KMGF-F

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

KIOL-F	100.3	Lamesa	2.2/9.1/7/177
KJBC	1150	Midland	1.9/3.9/6/76
KKKK-F	99.1	Odessa/Midland	1.2/5.6/4/108
KNDA	1000	Odessa	1.9/3.0/6/59
KOZA	1230	Odessa	3.4/4.4/11/86
KRIL	1410	Odessa/Midland	.3/3.0/1/58
KWEL	1070	Midland/Odessa	1.9/2.6/6/50

PALM SPRINGS, CA

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	METRO CUME	METRO F89	CUME S89	RATING S88	Birch Share	Birch AQH	Birch Cume
1. KPSI-F	27/11.3	6.9	9.7	6.6	13.4	381	24.9	18.1	20.3	13.3	34	377
2. KCMJ-F	25/10.5	9.7	14.9	12.4	6.1	305	19.9	21.2	19.0	2.7	7	130
KWXY-F	25/10.5	7.6	9.7	12.0	13.4	188	12.3	13.5	18.7	5.5	14	133
4. KBZT-F	18/ 7.6	4.3	4.1	5.4	3.1	157	10.2	8.1	10.3	4.3	11	146
5. KUNA	17/ 7.1	11.2	4.1	7.9	10.0	148	9.7	10.1	10.8	7.8	20	194
6. KDES-F	14/ 5.9	7.9	4.5	8.7	10.0	242	15.8	19.1	23.4	5.5	14	235
KPLM-F	14/ 5.9	7.9	12.7	6.2	11.5	224	14.6	16.4	17.3	5.9	15	212
8. KCLB	13/ 5.3	3.6	3.0	3.3	4.6	121	7.9	7.2	7.8	6.3	16	186
9. KCHV-F	12/ 5.0	7.6	5.2	8.7	6.1	154	10.0	12.9	9.1	10.6	27	250
10. KPSI	8/ 3.4	4.3	4.5	3.3	1.9	89	5.8	10.9	6.1	2.4	6	93

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 KWXY-F<	1 KCMJ-F	1 KPSI-F	1 KPSI-F	1 KCMJ-F	1 KCMJ-F	1 KBZT-F
2 KPSI-F<	2 KPSI-F	2 KCMJ-F	2 KCMJ-F	2 KPSI-F	2 KDES-F	2 KPLM-F
KBZT-F	3 KBZT-F	3 KWXY-F	3 KCHV-F	3 KCHV-F	KPSI-F	3 KWXY-F
KCMJ-F	4 KWXY-F	4 KBZT-F	4 KUNA	4 KUNA	KUNA	4 KDES-F
5 KUNA	5 KPLM-F<	5 KDES-F	5 KWXY-F	5 KCLB	5 KCHV-F	KPSI
	6 KDES-F	KUNA			KCLB	KUNA
					KPLM-F	

OTHER RATED STATIONS		SHARE/CUME RTG/AQH/CUME	
KCMJ	1140	Palm Springs	2.5/10.0/6/153
KDES	920	Palm Springs	.8/6.1/2/93
KEZN-F	103.1	Palm Desert	2.1/7.2/5/110
KNWZ	1270	Palm Desert	1.3/4.9/3/75
KROR-F	106.9	Yucca Valley	.8/2.9/2/44
KWXY	1340	Cathedral City	2.5/5.0/6/76

READING, PA

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	METRO CUME	METRO F89	CUME S89	RATING S88	Birch Share	Birch AQH	Birch Cume
1. WRFY-F	82/16.1	19.8	16.8	22.1	13.5	984	34.9	38.4	37.7			
2. WYSP-F	34/ 6.7	4.7	5.8	6.9	4.8	369	13.1	14.5	14.2			
3. WIOV-F	32/ 6.3	4.5	8.0	3.9	4.1	297	10.5	13.1	8.6			
4. WEEU	31/ 6.1	10.7	11.2	11.4	10.0	548	19.5	21.4	24.4			
WRW	31/ 6.1	7.7	5.0	7.7	9.4	350	12.4	14.8	13.9			
6. WEGX-F	27/ 5.3	2.4	2.8	3.4	3.3	345	12.3	9.3	10.2			
WMMR-F	27/ 5.3	5.7	4.3	5.4	5.5	376	13.4	14.2	10.8			
8. WXTU-F	25/ 4.9	1.0	1.9	2.1	4.4	258	9.2	5.2	6.7			
9. WYCL-F	22/ 4.3	.4	---	.9	1.3	371	13.2	3.9	3.9			
10. WAGO	21/ 4.1	4.3	3.9	3.9	4.6	285	10.1	11.6	11.6			

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WRFY-F>	1 WRFY-F>	1 WRFY-F>	1 WRFY-F	1 WRFY-F	1 WRFY-F>>	1 WRFY-F
2 WEEU	2 WEEU	2 WYSP-F<	2 WYSP-F>>	2 WYSP-F>>	2 WYSP-F<	2 WIOV-F>
3 WMMR-F<	3 WYSP-F<	3 WMMR-F	3 WYSP-F	3 WMMR-F	3 WIOV-F<	3 WXTU-F<
4 WIOV-F<	4 WMMR-F<	4 WRW<	4 WUSL-F	4 WYCL-F	4 WMMR-F	4 WAGO
5 WEGX-F	5 WIOV-F	5 WEGX-F	5 WEEU	5 WEGX-F	5 WYCL-F	5 WEEU

OTHER RATED STATIONS		SHARE/CUME RTG/AQH/CUME	
KYW	1060	Philadelphia	1.8/12.0/9/337
WAEB-F	104.1	Allentown	.8/6.4/4/181
WDAC-F	94.5	Lancaster	2.5/4.6/13/130
WEAZ-F	101.1	Philadelphia	3.1/11.0/16/309
WFLN-F	95.7	Philadelphia	.8/4.3/4/120
WFHZ-F	100.7	Allentown	1.2/4.0/6/114
WIP	610	Philadelphia	.6/3.3/3/93
WKSZ-F	100.3	Media	.6/2.8/3/78
WMGK-F	102.9	Philadelphia	1.0/5.6/5/157
WUGL-F	98.1	Philadelphia	2.4/8.9/12/250
WSNI-F	104.5	Philadelphia	1.4/7.1/7/201
WUSL-F	98.9	Philadelphia	1.4/5.5/7/154
WNDB-F	96.5	Philadelphia	1.4/4.2/7/117
WZZO-F	95.1	Bethlehem	1.4/3.5/7/99

SANTA BARBARA, CA

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	METRO CUME	METRO F89	CUME S89	RATING S88	Birch Share	Birch AQH	Birch Cume
1. KRUZ-F	29/11.3	9.3	9.1	9.1	10.3	293	17.6	22.3	20.7	8.9	18	282
2. KTYD-F	23/8.9	12.2	17.9	14.0	12.1	417	25.1	31.8	27.8	21.9	46	665
3. KMGQ-F	20/7.8	6.3	5.6	9.9	7.8	352	21.2	16.7	18.9	5.7	12	231
4. KSBL-F	19/7.4	7.0	9.5	.8	.8	247	14.8	15.8	5.5	6.2	13	207
5. KCQR-F	18/7.0	3.0	---	---	---	226	13.6	9.2	---	3.3	7	143
6. KTMS	16/6.2	7.4	6.3	6.6	8.2	264	15.9	15.1	17.7	8.1	17	301
7. KCAQ-F	15/5.8	3.7	2.8	1.7	3.1	216	13.0	11.8	8.3	5.7	12	309
8. KDB-F	14/5.4	5.2	5.6	5.8	4.7	230	13.8	12.9	12.8	4.3	9	178
9. KIST	12/4.7	6.3	2.5	3.3	5.4	125	7.5	10.8	12.7	1.4	3	89
10. KHTY-F	8/3.1	7.0	7.7	9.5	12.5	258	15.5	22.3	21.1	6.2	13	340

12+ AMD	12+ MID	12+ PHD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 KRUZ-F<	1 KRUZ-F	1 KRUZ-F	1 KMGQ-F<	1 KTYD-F	1 KMGQ-F	1 KRUZ-F
2 KTMS	2 KSBL-F	2 KSBL-F	2 KTYD-F	2 KMGQ-F	2 KTYD-F	2 KSBL-F
3 KTYD-F	KTYD-F	3 KTYD-F	3 KCQR-F	3 KCQR-F	3 KCQR-F	3 KIST
4 KIST	4 KMGQ-F	4 KMGQ-F	KRUZ-F	4 KSBL-F	KIST	KTMS
5 KSBL-F	5 KTMS	KCAQ-F	5 KCAQ-F	5 KRUZ-F	KRUZ-F	5 KMGQ-F
					KSBL-F	

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

KBBQ 990	Santa Barbara	.8/4.8/2/80	KNX 1070	Los Angeles	2.7/10.6/7/177
KDB 1490	Santa Barbara	.4/2.9/0/49	KTRO 1520	Port Hueneme	2.3/3.2/6/53
KESP 1290	Santa Barbara	2.7/4.5/7/75	KTWV-F 94.7	Los Angeles	1.2/2.3/3/39
KFI 640	Los Angeles	2.3/4.2/6/70			
KHAY-F 100.7	Ventura	1.2/2.3/3/39			
KKGQ-F 105.1	Los Angeles	1.2/2.6/3/44			
KLOS-F 95.5	Los Angeles	1.6/7.8/4/129			

SANTA ROSA, CA

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	METRO CUME	METRO F89	CUME S89	RATING S88	Birch Share	Birch AQH	Birch Cume
1. KZST-F	47/9.0	10.3	9.7	9.0	10.7	602	19.1	20.4	22.5	6.0	34	499
2. KRQR-F	42/8.1	5.5	5.6	4.7	3.4	442	14.0	13.7	11.5	5.3	30	383
3. KGO	40/7.7	5.3	5.2	5.1	4.6	591	18.7	20.3	15.7	8.5	48	477
4. KHIT-F	37/7.1	3.3	4.9	5.9	4.2	521	16.5	12.6	21.1	8.5	50	629
5. KXFX-F	34/6.5	7.7	6.2	2.9	4.4	441	14.0	17.8	7.8	7.3	41	439
6. KCBS	30/5.8	4.0	6.4	4.3	4.4	609	19.3	14.8	13.9	4.8	27	462
KNEW	30/5.8	4.6	2.6	3.7	4.4	361	11.4	11.0	8.9	3.9	22	293
8. KFRC	23/4.4	5.3	5.2	5.1	4.6	349	11.1	12.5	13.1	4.4	25	304
9. KABL-F	21/4.0	6.2	3.9	3.5	3.8	247	9.1	8.9	7.5	2.7	15	248
10. KPRQ-F	20/3.8	2.8	5.2	3.9	4.2	406	12.9	7.8	8.9	4.1	23	223
KNBR	20/5.8	5.0	1.5	5.5	3.2	436	13.8	16.2	13.7	3.7	21	341

12+ AMD	12+ MID	12+ PHD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 KRQR-F	1 KRQR-F	1 KZST-F	1 KZST-F	1 KRQR-F>	1 KZST-F	1 KGO<
2 KGO	2 KZST-F	2 KRQR-F	2 KXFX-F	2 KXFX-F	2 KRQR-F	2 KZST-F
3 KZST-F<	3 KGO	3 KGO<	KGO<	3 KHIT-F	3 KXFX-F	3 KNEW
KCBS	4 KCBS	4 KXFX-F	4 KHIT-F	KZST-F	4 KNEW	4 KNBR
5 KSRO	KXFX-F	5 KHIT-F	5 KNEW	5	5 KRPQ-F	5
					KGO	

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

KMGQ-F 97.7	Monte Rio	2.9/13.1/15/413	KOIT 1260	San Francisco	.4/1.2/2/39
KSRO 1350	Santa Rosa	3.6/9.7/19/307	KOIT-F 96.5	San Francisco	1.0/4.4/5/140
KABL 740	San Francisco	1.9/7.8/10/247	KSAN-F 94.9	San Francisco	1.3/3.9/7/124
KDFC 1220	Palo Alto	0/1.3/0/41	KSFO 560	San Francisco	2.3/6.2/12/195
KDFC-F 102.1	San Francisco	.8/3.9/4/124	KYA-F 93.3	San Francisco	1.2/3.1/6/98
KITS-F 105.3	San Francisco	1.2/4.9/6/155	KXXX-F 99.7	San Francisco	1.0/4.3/5/137
KKHI 1550	San Francisco	.4/1.3/2/42			
KKHI-F 106.1	San Francisco	0/1.5/0/47			
KOFY-F 1050	San Francisco	1.0/3.0/5/96			

STAMFORD - NORWALK, CT

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	METRO CUME	METRO F89	CUME S89	RATING S88	Birch Share	Birch AQH	Birch Cume
1. WHTZ-F	31/ 6.7	6.1	3.7	4.9	5.2	489	17.0	15.7	13.7			
2. WSTC	28/ 6.0	7.2	6.1	8.4	7.9	312	10.8	16.1	14.6			
3. WCBS	25/ 5.4	5.7	4.5	5.4	6.9	561	19.5	19.7	22.6			
WEZN-F	25/ 6.7	5.5	5.2	3.8	8.2	438	15.2	14.8	13.0			
5. WEBE-F	23/ 4.9	4.9	3.7	5.1	4.2	407	14.1	14.0	12.0			
WNEW-F	23/ 4.9	2.5	3.9	5.6	3.7	363	12.6	8.1	12.3			
7. WYNY-F	19/ 4.1	2.0	2.4	1.5	2.7	224	7.8	7.5	5.3			
8. WEFX-F	15/ 3.2	3.9	5.0	3.8	3.5	361	12.5	10.9	9.8			
WABC	15/ 3.2	1.8	1.9	1.3	1.5	129	4.5	7.1	7.2			
WXRK-F	15/ 3.2	3.9	4.5	4.9	3.2	293	10.2	8.7	10.8			
11. WNLK	14/ 3.0	2.7	2.8	2.0	3.5	220	7.6	6.4	5.9			
12. WOR	13/ 2.8	1.4	2.8	1.3	3.0	162	5.6	4.4	3.3			

12+ AMD	12+ MID	12+ PHD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WCBS <	1 WEZN-F>	1 WHTZ-F	1 WSTC	1 WHTZ-F	1 WEBE-F	1 WEZN-F
2 WSTC	2 WEBE-F	2 WEBE-F	2 WNEW-F<	2 WXRK-F	2 WYNY-F	2 WCBS
3 WHTZ-F	3 WSTC <	3 WNEW-F	3 WHTZ-F	3 WEBE-F	3 WCBS	3 WYNY-F
4 WEZN-F	4 WEFX-F	WYNY-F	4	WNEW-F	WFAN	4 WSTC
5 WEBE-F<	WHTZ-F	5 WABC	5	5 WEFX-F	WHTZ-F	5 WEBE-F
6 WNLK						

OTHER RATED STATIONS

SHARE/CUME RTG/AQH/CUME

WGCH	1490	Greenwich	1.7/6.0/8/174	WFAN	660	New York	2.4/7.5/11/322
WJAZ-F	96.7	Stamford	2.4/8.9/11/255	WHUD-F	100.7	Peekskill	.9/2.3/4/67
WBLI-F	106.1	Patchogue	.4/2.5/2/73	WICC	600	Bridgeport	.6/3.4/3/99
WBLS-F	107.5	New York	1.5/5.0/7/143	WINS	1010	New York	1.1/6.8/5/196
WCBS-F	101.1	New York	2.4/7.5/11/215	WKCI-F	101.3	Hamden	.6/2.5/3/72
WDRE-F	92.1	Garden City	1.1/3.8/5/109	WLTW-F	106.7	New York	2.6/6.3/12/182
WNCN-F	104.3	New York	1.7/9.1/8/263	WNSR-F	105.1	New York	1.9/5.7/9/165
WNEW	1130	New York	1.5/2.8/7/80	WPLJ-F	95.5	New York	2.4/10.8/11/310
WPAT-F	93.1	Paterson	2.6/3.1/12/89	WQHT-F	97.1	New York	1.5/5.0/7/144
WQCD-F	101.9	New York	1.1/3.4/5/99	WRKS-F	95.1	Brookfield	2.6/6.3/12/182
WRKI-F	96.3	New York	.6/5.6/3/160				

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