

AMERICAN RADIO

Small Market Edition 1989



James H. Duncan, Jr.

AMERICAN RADIO
1989 SMALL MARKET EDITION

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INTRODUCTION

I am pleased to present the sixth edition of American Radio - Small Market Edition. This book is designed to complement the primary edition of American Radio by providing expanded coverage of over 100 small radio markets in the United States.

The Small Market Edition is issued every September.

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

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

Special thanks to Patti Mallender and Beth Barnhorst for their excellent help in the preparation of this edition.

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Alexandria, LA	Gainesville, FL	Parkersburg, WV
Augusta, ME	Grand Forks, ND	Pascagoula, MS
Bangor, ME	Grand Junction, CO	Poughkeepsie, NY
Battle Creek, MI	Great Falls, MT	Rapid City, SD
Beckley, WV	Hagerstown, MD	Reading, PA
Biloxi-Gulfport, MS	Ithaca, NY	Redding, CA
	Joplin, MO	Rochester, NY
Bismarck, ND	Kileen-Temple, TX	St. Cloud, MN
	LaCrosse, WI	San Angelo, TX
Bozeman, MT	Lafayette, IN	San Antonio, TX
Bryan-Coll. Station, TX	Lake Charles, LA	Santa Barbara, CA
Burlington, VT	Laurel, MS	Santa Fe, NM
Cape Cod, MA	Lawton, OK	Santa Rosa, CA
Cape May, NJ	Longview-Marshall, TX	Sioux City, IA
Charlottesville, VA	Lufkin, TX	Springfield, IL
Cheyenne, WY	Medford-Ashland, OR	Stamford-Norwalk, CT
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LEADING STATIONS IN ARBITRON CONDENSED MARKETS *

<u>STATION</u>	<u>MARKET</u>	<u>SHARE</u>	<u>FORMAT</u>	<u>GROUP OWNER</u>
1. WSTO-F	Owensboro, KY	33.9	CHR	
2. WBKR-F	Owensboro, KY	31.2	Country	
3. KYYY-F	Bismarck, ND	30.9	CHR	Meyer
4. WAXX-F	Eau Claire, WI	29.7	Country	
5. WJIZ-F	Albany, GA	29.5	Black	
KGKL-F	San Angelo, TX	29.5	Country	
7. KCJB	Minot, ND	28.6	Country	
8. KTMT-F	Medford-Ashland, OR	28.5	CHR	
9. KLUR-F	Wichita Falls, TX	27.5	Country	
10. KROC-F	Rochester, MN	26.5	CHR	So. Minn.
11. KAFX-F	Lufkin-Nacagdoches, TX	26.4	AC	
12. KBOZ-F	Bozeman, MT	26.1	Contemp	Citadel
13. KRRV-F	Alexandria, LA	26.0	Country	
14. KGGG-F	Rapid City, SD	25.5	CHR	Ingstad
15. WTNJ-F	Beckley, WV	25.0	Country	
16. KKIX-F	Fayetteville-Springdale, AR	24.3	Country	
17. KLAW-F	Lawton, OK	24.0	Country	
18. WDNL-F	Danville, IL	23.6	CHR	
19. WSNX-F	Muskegon, MI	23.2	CHR	
20. WTNV-F	Watertown, NY	23.0	CHR	
21. KFBQ-F	Cheyenne, WY	22.8	CHR	
22. KQIX-F	Grand Junction, CO	22.5	AC	
23. WTVY-F	Dothan, AL	22.3	Country	
24. KSEZ-F	Sioux City, IA	22.0	AOR	Sage
KBCE-F	Alexandria, LA	22.0	Urban/Black	
26. KMGZ-F	Lawton, OK	21.9	CHR	
27. KZEU-F	Victoria, TX	21.8	CHR	
WILQ-F	Williamsport, PA	21.8	Country	
KVIC-F	Victoria, TX	21.8	CHR	
30. WNUS-F	Parkersburg-Marietta, WV-OH	21.7	Country	Somerset
31. WZBQ-F	Tuscaloosa, AL	21.5	CHR	
WIZN-F	Burlington, VT	21.5	AOR	
WAZY-F	Lafayette, IN	21.5	CHR	Heritage
34. KHHT-F	Minot, ND	21.4	CHR	
35. KGLI-F	Sioux City, IA	21.3	CHR	
KNIN-F	Wichita Falls, TX	21.3	CHR	
37. WMME-F	Augusta-Waterville, ME	21.2	CHR	
WPAP-F	Panama City, FL	21.2	Country	
39. WIAL-F	Eau Claire, WI	21.0	AC	
40. WQCB-F	Bangor, ME	20.9	Country	
41. KFMZ-F	Columbia, MO	20.8	AOR	Cntmp Media
42. WQRC-F	Cape Cod, MA	20.7	EZ	
43. KYKZ-F	Lake Charles, LA	20.6	Country	
44. KNUE-F	Tyler, TX	20.5	Country	
WCIR-F	Beckley, WV	20.5	Contemp/AC	
46. WKMX-F	Dothan, AL	20.3	Contemp	

* Based on 12+ Metro Share, 1/4 Hr Avg, Mon-Sun, 6A-Mid.

S E C T I O N A

A R B I T R O N C O N D E N S E D R A D I O R E P O R T S

Arbitron's Condensed reports differ greatly from the standard market reports. Much of the data available in the standard book is not available in the Condensed. However, we have made do with what data is available.

The data for each station is read from left to right across the entire page. The methodology is the same as in the regular edition of American Radio.



ABILENE, TX

MSA Rank/Pop: 281/127,000
 ARB Rank/Pop: 195/130,500
 Market TSL: 22.0
 Average Person Ratings: 16.6

Diaries: 297/439:1
 Sample Target: 310
 % Below Line: 4.1
 % Not Listed: 26.3

Retail \$: 1.16 Bil
 FM Share: 89.38%
 Stations: 15/13

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		88	87		S89	S88	S87
1. KEAN-F	41/18.9	15.7	24.7	507	38.9	26.7	36.1
2. KFQX-F	23/10.6	7.3	5.6	98	25.3	17.1	16.5
3. KORQ-F	21/ 9.7	13.1	9.6	81	26.3	27.5	26.6
4. KEYJ-F	17/ 7.8	11.5	13.1	247	18.9	22.9	25.9
5. KWZD-F	15/ 6.9	13.6	12.1	193	14.8	19.8	16.7
6. KKHR-F	13/ 6.0	2.1	--	198	15.2	3.7	--
7. KTLC-F	9/ 4.1	5.8	2.5	172	13.2	14.8	12.4

12+ AMD

1. KEAN-F
2. KORQ-F >
3. KFQX-F
4. KEYJ-F
5. KTLC-F

12+ MID

1. KEAN-F >
2. KORQ-F
3. KEYJ-F
4. KFQX-F
5. KKHR-F

12+ PMD

1. KEAN-F >
2. KORQ-F
3. KFQX-F
4. KWZD-F
5. KEYJ-F

12+ EVE

1. KFQX-F >
2. KEAN-F
3. KEYJ-F
4. KORQ-F
5. KORQ

ADULTS 18-34

1. KEAN-F
2. KEYJ-F
3. KFQX-F
- KORQ-F
- 5.

ADULTS 25-54

1. KEAN-F >
2. KORQ-F >
3. KEYJ-F
- KKHR
- 5.

ADULTS 35-64

1. KEAN-F >>
- 2.
- 3.
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KEAN	1280	Abilene	.9/7.3
KEYJ	1560	Abilene	--/1.5
KFQX	1470	Abilene	.5/7.5
KORQ	1340	Abilene	1.8/6.2
KVRP	1400	Stamford	2.3/4.5
KVRP-F	95.5	Haskill	--/4.0
KKDA-F	104.5	Dallas/Ft.Worth	1.8/3.7
WBAP	820	Fort Worth	2.3/4.0

RADIO STATIONS

KVRP, 1400, 1 KW	, COUNTRY	APR, \$ 10.00 (Banner)	(HASKELL)	G. Barrett
KEAN-F, 105.1, 100 KW @ 808,	COUNTRY	ABC-I, \$ 27.00 (Mc-Guild)	Sungroup	L. Murray
KEYJ-F, 107.9, 100 KW @ 670,	CHR	, \$ 19.00 (K & P)		C. Whitaker
KFQX-F, 102.3, 3 KW @ 300,	CHR	, \$ 17.00 (Republic)	(MERKEL)	D. Fox
KKHR-F, 98.1, 50 KW @ 300,	??	, \$ N/A (---)	(ANSON)	---
KORQ-F, 100.7, 100 KW @ 1260,	AC	US 1, \$ N/A (HNWH)	Bakke	T. Bettis
KTLC-F, 99.7, 100 KW @ 744,	AC	CBS, \$ N/A (Riley)	(TYE)	D. Taylor
KWZD-F, 103.7, 100 KW @ 985,	COUNTRY	, \$ 13.00 (Katz)	(HAMILIN)	J. Christoferson

ALBANY, GA

MSA Rank/Pop: 299/118,300
 ARB Rank/Pop: 237/ 93,100
 Market TSL: 24.25
 Average Person Ratings: 17.8

Diaries: 339/275:1
 Sample Target: 270
 % Below Line: 0.6
 % Not Listed: 12.7

Retail \$: .83 Bil
 FM Share: 86.21%
 Stations: 11/10

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		88	87		S89	S88	S87
1. WJIZ-F	49/29.5	39.6	37.2	347	37.3	39.0	39.2
2. WKAK-F	25/15.1	13.2	10.2	251	27.0	25.4	21.4
3. WJAD-F	20/12.0	16.0	17.5	288	30.9	31.2	35.2
4. WSGY-F	15/ 9.0	10.4	7.3	184	19.8	23.4	22.3
5. WJYZ	10/ 6.0	1.4	3.6	104	11.2	8.6	8.7
6. WGPC-F	9/ 5.4	3.5	5.1	42	12.1	10.2	12.2
7. WAZE-F	6/ 3.6	.7	3.6	73	7.8	7.4	11.2
8. WALG	4/ 2.4	6.3	2.9	75	8.1	17.6	8.9
WNL	4/ 2.4	2.1	2.9	67	7.2	8.0	9.5

12+ AMD

1. WJIZ-F >>
2. WKAK-F
3. WJAD-F
4. WSGY-F
- 5.

12+ MID

1. WJIZ-F >>
2. WKAK-F
3. WSGY-F
4. WJAD-F >
5. WJYZ

12+ PMD

1. WJIZ-F >
2. WKAK-F
3. WJAD-F
4. WSGY-F
- 5.

12+ EVE

1. WJIZ-F >>
2. WJAD-F
3. WKAK-F
- 4.
- 5.

ADULTS 18-34

1. WJIZ-F >>
2. WJAD-F
3. WKAK-F
4. WSGY-F
- 5.

ADULTS 25-54

1. WJIZ-F >
2. WKAK-F
3. WSGY-F
4. WJAD-F
5. WJYZ

ADULTS 35-64

1. WJIZ-F >
2. WKAK-F >
3. WSGY-F
- WGPC-F
5. WJAD-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGPC	1590	Albany	1.2/4.5
WNKS	102.9	Columbus	.6/5.7

RADIO STATIONS

WALG, 1560, 5 KW/1 KW (DA-2)	, OLDIES	ABC-I, \$ 17.00 (Republic)	R. Segers
WANL, 1250, 1 KW/53 W	, RELIGION	NBC, \$ 10.00 (---)	L. Birdsong
WJYZ, 960, 5 KW (DAYS, DA)	, GOSPEL/BLACK	MBS, \$ 10.00 (HNWH)	D. Karnes
WAZE-F, 92.1, 3 KW @ 300, AC		, \$ 12.00 (Roslin)	(DAWSON) J. Thacker
WGPC-F, 104.5, 43 KW @ 140, EZ		CBS, \$ 13.00 (Southern)	L. George
WJAD-F, 97.3, 100 KW @ 1000, CHR		ABC-C, \$ 19.00 (Roslin)	(BAINBRIDGE) J. Williams
WJIZ-F, 96.3, 100 KW @ 500, BLACK		SBN, \$ 23.00 (HNWH)	D. Karnes
WKAK-F, 101.7, 3 KW @ 300, COUNTRY		ABC-E, \$ 17.00 (Republic)	R. Segers
WSGY-F, 100.3, 97 KW @ 500, AC		, \$ N/A (K & P)	(TIFTON) H. Dunn

ALBANY - CORVALLIS - LEBANON, OR

MSA Rank/Pop: NA
 ARB Rank/Pop: 199/128,400
 Market TSL: 21.0
 Average Person Ratings: 15.6

Diaries: 383/335:1
 Sample Target: 340
 % Below Line: 36.5
 % Not Listed: 27.0

Retail \$: .85 Bil
 FM Share: 79.45
 Stations: 22/11

12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87
1. KXYQ-F	23/11.5	19.5	10.7	319	24.8	29.6	17.8
2. KRKT-F	22/11.0	8.6	13.8	225	17.5	12.7	15.9
3. KLCX-F	17/ 8.5	3.9	1.3	131	10.2	5.9	5.0
4. KIQY-F	13/ 6.5	7.0	9.4	210	16.4	14.6	16.3
5. KPNW-F	12/ 6.0	2.3	3.8	151	11.8	8.4	7.7
6. KFAT-F	10/ 5.0	4.7	5.0	182	14.2	7.6	9.5
7. KGAL	8/ 4.0	---	4.4	125	9.7	---	15.9
8. KEJO-F	6/ 3.0	3.1	5.0	130	10.1	8.0	14.8
9. KFIR	5/ 2.5	6.3	2.5	51	4.0	3.0	4.1
KZEL-F	5/ 2.5	1.6	2.5	112	8.7	5.1	6.4

12+ AMD

1. KRKT-F
2. KXYQ-F >
3. KLCX-F
4. KIQY-F
5. KFAT-F

12+ MID

1. KLCX-F
2. KRKT-F
3. KPNW-F
4. KXYQ-F
- 5.

12+ PMD

1. KXYQ-F
2. KLCX-F
3. KRKT-F
4. KIQY-F
- 5.

12+ EVE

1. KXYQ-F >>
2. KIQY-F
3. KRKT-F
- 4.
- 5.

ADULTS 18-34

1. KXYQ-F
2. KLCX-F >>
3. KIQY-F
4. KRKT-F
- 5.

ADULTS 25-54

1. KRKT-F
2. KLCX-F >
3. KGAL
4. KFAT-F
5. KPNW-F

ADULTS 35-64

1. KRKT-F >
2. KPNW-F
3. KFAT-F
4. KGAL
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KFLY	1240	Corvallis	1.0/8.4
KHPE-F	107.9	Albany	.5/4.8
KLOO	1340	Corvallis	1.0/5.8
KWIL	790	Albany	1.0/5.0
KDUK	1280	Eugene	1.5/2.8
KGON-F	92.3	Portland	1.0/5.3
KMGE-F	94.5	Eugene	.5/5.8
KUGN	590	Eugene/Springfld.	1.0/3.6
KUGN-F	97.9	Eugene/Springfld.	1.0/3.6
KXL	750	Portland	2.0/7.2
KXL-F	95.5	Portland	1.0/3.0

RADIO STATION

KFIR, 1370, 1 KW (DAYS)	, COUNTRY	ABC-E, \$ 8.00 (Tacher)	(SWEET HOME)	B. Ratter
KGAL, 920, 1 KW (DA-1)	, OLDIES	SMN, \$ 8.00 (MMR)	(LEBANON)	C. Eads
KEJO-F, 101.5, 28 KW @ 250, AC		ABC-F, \$ 14.00 (Radio Times)	(CORVALLIS)	B. Holt
KFAT-F, 106.1, 27 KW @ 150, COUNTRY		CBS, MBS, \$ 11.00 (Sandeberg-Glenn)	(CORVALLIS)	L. Blair
KHPE-F, 107.9, 100 KW @ 1100, RELIGION		, \$ 8.00 (Sandeberg-Glenn)	(ALBANY)	D. Winchester
KIQY-F, 103.7, 53 KW @ 380, CHR		, \$ 15.00 (Tacher)	(LEBANON)	R. Mack
KRKT-F, 99.9, 100 KW @ 1075, COUNTRY		ABC-I, \$ 19.00 (Mc-Guild)	(ALBANY)	G. Grossman

Other ranked stations -- See Eugene or Portland in Spring 1989 edition of American Radio

ALEXANDRIA, LA

MSA Rank/Pop: 263/137,400
 ARB Rank/Pop: 201/126,700
 Market TSL: 22.0
 Average Person Ratings: 15.8

Diaries: 380/362:1
 Sample Target: 320
 % Below Line: 0
 % Not Listed: 14.5

Retail \$: 1.08 Bil
 FM Share: 86.55%
 Stations: 9/9

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING			B I R C H		
		88	87		S89	S88	S87	SHR	AQH	CUME
1. KRRV-F	52/26.0	20.1	28.6	440	38.4	31.9	37.4	23.5	43	375
2. KBCE-F	44/22.0	25.8	20.6	237	22.7	23.3	24.1	22.4	41	407
3. KQID-F	21/10.5	17.0	12.2	210	24.5	32.8	24.1	20.8	38	319
KZMZ-F	21/10.5	10.3	10.6	191	20.4	18.7	18.9	10.4	19	220
5. KALB	10/ 5.0	3.6	7.4	156	12.3	13.7	14.9	3.3	6	120
KISY-F	10/ 5.0	6.7	3.7	161	14.2	13.4	10.5	6.6	12	146

12+ AMD

1. KRRV-F >>
2. KBCE-F
3. KZMZ-F
4. KQID-F
- 5.

12+ MID

1. KRRV-F >>
2. KBCE-F
3. KZMZ-F
4. KQID-F
- 5.

12+ PMD

1. KRRV-F
2. KBCE-F >
3. KQID-F
4. KZMZ-F
- 5.

12+ EVE

1. KBCE-F >
2. KRRV-F
3. KQID-F
4. KZMZ-F
- 5.

ADULTS 18-34

1. KBCE-F >>
2. KRRV-F
3. KZMZ-F
4. KISY-F
- KQID-F

ADULTS 25-54

1. KRRV-F >
2. KBCE-F >>
3. KZMZ-F
- 4.
- 5.

ADULTS 35-64

1. KRRV-F >>
2. KBCE-F >
3. KZMZ-F
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KRRV	1410	Alexandria	2.5/5.5
KSYL	970	Alexandria	2.5/6.9
KWDF	840	Ball/Alexandria	1.5/3.9

RADIO STATIONS

KALB, 580, 5 KW/1 KW (DA-N), COUNTRY	SMN, \$ 12.00 (Katz)	R. Reynolds
KBCE-F, 102.3, 3 KW @ 310, URBAN/BLACK	SBN, \$ 24.00 (HNWH)	G. Lewis
KISY-F, 98.3, 3 KW @ 300, AC	MBS, \$ 20.00 (HNWH)	R. Cavaness
KQID-F, 93.1, 100 KW @ 1000, CHR	ABC-D, \$ 19.00 (Torbet)	T. Thompson
KRRV-F, 100.3, 100 KW @ 574, COUNTRY	ABC-E, \$ N/A (Republic)	H. Lazarone
KZMZ-F, 96.9, 100 KW @ 1450, CHR	ABC-F, \$ 16.00 (Katz)	R. Reynolds

AUGUSTA - WATERVILLE, ME

MSA Rank/Pop: NA
 ARB Rank/Pop: 233/95,800
 Market TSL: 21.25
 Average Person Ratings: 15.8

Diaries: 317/302:1
 Sample Target: 280
 % Below Line: 41.1
 % Not Listed: 16.6

Retail \$: .94 Bil
 FM Share: 95.24%
 Stations: 15/7

12+ METRO	1/4/SHARE	SPG	SPG	METRO CUME	METRO CUME RATING		
		88	87		S89	S88	S87
1. WMME-F	32/21.2	27.1	11.8	361	37.7	43.4	26.7
2. WQCB-F	15/ 9.9	1.3	3.1	102	10.6	5.5	8.7
3. WABK-F	10/ 6.6	11.0	18.1	164	17.1	23.8	32.2
WKCG-F	10/ 6.6	13.5	11.8	144	15.0	20.0	17.1
WBLM-F	10/ 6.6	5.2	4.7	127	13.3	15.2	17.2
WHOM-F	10/ 6.6	6.5	7.1	133	13.9	11.3	15.1
7. WTOS-F	9/ 6.0	3.9	2.4	131	13.7	10.0	6.6
8. WXGL-F	7/ 4.6	2.6	4.7	98	10.2	10.1	8.4
9. WTVL-F	6/ 4.0	1.9	3.9	135	14.1	9.1	15.6
10. WFAU	5/ 3.3	---	---	66	6.9	3.9	---
WIGY-F	5/ 3.3	4.5	10.2	101	10.5	14.8	24.6

12+ AMD

1. WMME-F >
2. WABK-F
3. WBLM-F
- WQCB-F
- 5.

12+ MID

1. WMME-F >
2. WQCB-F
3. WABK-F
4. WHOM-F
- 5.

12+ PMD

1. WMME-F >>
2. WQCB-F
3. WBLM-F
4. WKCG-F
5. WHOM-F

12+ EVE

1. WMME-F >>
2. WBLM-F
- WQCB-F
4. WTOS-F
- 5.

ADULTS 18-34

1. WMME-F >>
2. WTOS-F
3. WABK-F
4. WBLM-F
5. WIGY-F

ADULTS 25-54

1. WMME-F
2. WQCB-F >
3. WKCG-F
- WABK-F
- WHOM-F
- WTOS-F

ADULTS 35-64

1. WQCB-F
2. WHOM-F
3. WKCG-F
- WMME-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WABK	1280	Gardiner/Augusta	.7/2.7
WMME	1400	Augusta/Waterville	--/1.8
WKZS-F	99.9	Auburn/Portland	2.6/8.5
WTHT	102.9	Portland	1.3/6.8

RADIO STATIONS

WFAU, 1340, 1 KW	, MOR	CBS, TRNSTR, \$ 9.00 (K & P)	W. Devine
WABK-F, 104.3, 50 KW @ 400, AC		ABC-I, \$ 30.00 (Christal)	(GARDINER) S. Carroll
WKCG-F, 101.3, 50 KW @ 315, Country		CBS, \$ 20.00 (K & P)	W. Devine
WMME-F, 92.3, 50 KW @ 500, CHR		Source, \$ 28.00 (Republic)	J. Mann
WTVL-F, 98.5, 50 KW @ 373, Oldies		ABC-E, \$ 17.00	(WATERVILLE) E. Close

Other ranked stations -- See Bangor in this edition or Portland in Spring 1989 edition of American Radio

BANGOR, ME

MSA Rank/Pop: 337/83,900
 ARB Rank/Pop: 253/67,300
 Market TSL: 21.75
 Average Person Ratings: 16.3

Diaries: 305/221:1
 Sample Target: 250
 % Below Line: 7.3
 % Not Listed: 24.5

Retail \$: 1.12 Bil
 FM Share: 93.98%
 Stations: 9/8

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING			B I R C H		
		88	87		S89	S88	S87	SHR	AQH	CUME
1. WQCB-F	23/20.9	7.0	8.4	193	28.7	16.2	15.7	19.5	23	226
2. WKSQ-F	11/10.0	11.0	8.4	174	25.9	27.7	22.9	9.3	11	215
WVFX-F	11/10.0	16.0	15.8	163	24.2	32.1	24.3	16.9	20	232
4. WWMJ-F	10/ 9.1	9.0	14.7	146	21.7	24.7	22.8	5.9	7	165
5. WTOS-F	8/ 7.3	5.0	2.1	84	12.5	14.3	6.1	7.6	9	137
6. WPBC-F	7/ 6.4	13.0	14.7	114	16.9	21.4	20.6	7.6	9	118
7. WYOU-F	6/ 5.5	9.0	9.5	101	15.0	11.9	16.6	2.5	3	85
8. WABI	5/ 4.5	9.0	9.5	113	16.8	20.5	18.2	6.8	8	109

12+ AMD

1. WQCB-F >>
2. WABI
3. WWMJ-F
4. WYOU-F
5. WVFX-F

12+ MID

1. WQCB-F >>
2. WWMJ-F
3. WKSQ-F
4. WPBC-F
5. WVFX-F

12+ PMD

1. WQCB-F
2. WKSQ-F >
3. WWMJ-F
4. WTOS-F
5. WVFX-F

12+ EVE

1. WVFX-F
2. WQCB-F
3. WWMJ-F
4. WTOS-F
- 5.

ADULTS 18-34

1. WKSQ-F
2. WWMJ-F
3. WVFX-F
4. WPBC-F
- WQCB-F

ADULTS 25-54

1. WQCB-F >
2. WWMJ-F >
3. WKSQ-F
- WPBC-F
- 5.

ADULTS 35-64

1. WQCB-F >>
2. WWMJ-F >
3. WKSQ-F
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WKIT-F 100.3 Brewer/Bangor 1.8/13.5

RADIO STATIONS

WABI, 910, 5 KW (DA-N)	, OLDIES	ABC-I, \$ N/A (Torbet)	G. Gonyar
WKSQ-F, 94.5, 50 KW @ 1030, AC		, \$ N/A (Christal)	(ELLSWORTH) M. Osborne
WPBC-F, 92.9, 20 KW @ 781, SOFT AC		, \$ 24.00 (Republic)	J. Goff
WQCB-F, 106.5, 100 KW @ 1080, COUNTRY		SMN, \$ 30.00 (Mc-Guild)	(BREWER) K. Dolley
WVFX-F, 104.7, 10 KW @ 1080, CHR		, \$ 25.00 (Republic)	(BELFAST) B. Darling
WWMJ-F, 95.7, 8 KW @ 1000, AC		, \$ 33.00 (HNWH)	(ELLSWORTH) H. Dudman
WYOU-F, 97.1, 5 KW @ 1228, COUNTRY		ABC-E, \$ N/A (Torbet)	G. Gonyar

BATTLE CREEK, MI

MSA Rank/Pop: 264/137,000
 ARB Rank/Pop: 214/113,000
 Market TSL: 20.75
 Average Person Ratings: 15.4

Diaries: 306/369:1
 Sample Target: 310
 % Below Line: 64.4
 % Not Listed: 17.2

Retail \$: .86 Bil
 FM Share: 78.47%
 Stations: 12/2

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		88	87		S89	S88	S87
1. WKFR-F	31/17.8	21.9	13.0	373	33.0	36.9	27.2
2. WBCK	28/16.1	13.5	12.4	333	29.5	28.1	28.7
3. WNWN-F	22/12.6	13.5	24.3	255	22.6	23.7	28.3
4. WQLR-F	14/ 8.0	4.7	2.4	106	9.4	13.2	9.2
WRKR-F	14/ 8.0	---	---	139	12.3	---	---
6. WJXQ-F	8/ 4.6	5.2	7.1	138	12.2	14.6	21.6
WOOD-F	8/ 4.6	5.2	2.4	114	10.1	13.4	8.5
8. WIBM-F	5/ 2.9	3.6	2.4	93	8.2	9.3	8.1
WVIC-F	5/ 2.9	2.6	3.0	107	9.5	4.8	9.4
10. WMJC-F	4/ 2.3	5.2	8.9	129	11.4	17.7	19.2

12+ AMD

1. WBCK >
2. WKFR-F >
3. WNWN-F
4. WRKR-F
- 5.

12+ MID

1. WKFR-F >
2. WNWN-F
3. WRKR-F
4. WQLR-F
5. WBCK

12+ PMD

1. WKFR-F
2. WNWN-F >
3. WRKR-F
4. WBCK
- 5.

12+ EVE

1. WBCK
2. WKFR-F >>
3. WNWN-F
- 4.
- 5.

ADULTS 18-34

1. WKFR-F >
2. WRKR-F
3. WJXQ-F >
4. WNWN-F
- WQLR-F

ADULTS 25-54

1. WKFR-F
2. WNWN-F
3. WRKR-F
- WBCK
- 5.

ADULTS 35-64

1. WBCK
2. WNWN-F >
3. WKFR-F
4. WOOD-F
5. WIBM-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WITL-F	100.7	Lansing	1.1/4.6
WJR	760	Detroit	1.7/5.8

RADIO STATIONS

WBCK, 930, 5 KW/1 KW (DA-2), MOR	NBC, TALKNT, \$ 18.00 (Republic)	Liggett	J. Landon
WMJC-F, 95.3, 3 KW @ 270, AC	TRNSTR, \$ 16.00 (Republic)	Liggett	J. Landon

Other rated stations -- See Kalamazoo, Grand Rapids, or Lansing in Spring 1989 edition American Radio

BECKLEY, WV

MSA Rank/Pop: NA
 ARB Rank/Pop: 252/68,300
 Market TSL: 21.5
 Average Person Ratings: 16.4

Diaries: 265/258:1
 Sample Target: 250
 % Below Line: 0
 % Not Listed: 18.8

Retail \$: .52 Bil
 FM Share: 69.23%
 Stations: 8/8

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		88	87		S89	S88	S87
1. WTNJ-F	28/25.0	18.0	24.5	219	32.1	28.9	34.8
2. WCIR-F	23/20.5	30.0	26.6	295	43.2	44.6	41.2
3. WJLS	21.18.8	20.0	22.3	247	36.2	32.7	34.0
4. WBKW-F	7/ 6.3	6.0	7.4	94	13.8	18.6	13.9
5. WWRN	5/ 4.5	4.0	3.2	128	18.7	14.9	14.5
6. WHAJ-F	3/ 2.7	5.0	1.1	100	14.6	7.9	10.7
7. WVMA-F	2/ 1.8	3.0	1.1	73	10.7	10.3	12.5

12+ AMD

1. WTNJ-F
2. WJLS >>
3. WCIR-F >
4. WWRN
5. WBKW-F

12+ MID

1. WTNJ-F >>
2. WJLS
WCIR-F
- 4.
- 5.

12+ PMD

1. WCIR-F
2. WTNJ-F >
3. WJLS >
4. WBKW-F
- 5.

12+ EVE

1. WCIR-F >>
2. WJLS
3. WTNJ-F
- 4.
- 5.

ADULTS 18-34

1. WCIR-F
WTNJ-F >>
3. WJLS
- 4.
- 5.

ADULTS 25-54

1. WTNJ-F >
2. WCIR-F
WJLS >>
- 4.
- 5.

ADULTS 35-64

1. WTNJ
2. WJLS >>
3. WBKW-F
WCIR-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCIR 1070 Beckley 1.8/2.5

RADIO STATIONS

WJLS, 560, 5 KW/500 W (DA-N), COUNTRY
 WWRN, 620, 1 KW/500 W (DA-N), MOR

CBS, \$ 12.00 (Savalli)
 ABC-C, \$ 8.00 (Katz)

N. Smith
 A. Martino

WBKW-F, 99.5, 34 KW @ 1050, RELIGION
 WCIR-F, 103.7, 5 KW @ 1485, CONTEMP/AC
 WHAJ-F, 104.5, 100 KW @ 1197, CHR
 WTNJ-F, 105.9, 50 KW @ 500, COUNTRY
 WVMA-F, 94.1, 26 KW @ 650, AC

MBS, \$ 7.00 (Savalli)
 NBC, \$ 20.00 (K & P)
 US 1, \$ N/A (---)
 ABC-E, \$ 20.00 (Roslin)
 SMN, \$ 12.00 (---)

(BLUEFIELD)
 (MT. HOPE)

N. Smith
 R. Southern
 M. Shott
 T. Gonzales
 L. Thomas

BILOXI - GULFPORT, MS

MSA Rank/Pop: 202/208,100
 ARB Rank/Pop: 172/168,500
 Market TSL: 22.5
 Average Person Ratings: 16.7

Diaries: 382/441:1
 Sample Target: 370
 % Below Line: 11.7
 % Not Listed: 16.7

Retail \$: 1.19 Bil
 FM Share: 84.26%
 Stations: 21/10

12+ METRO	1/4/SHARE	SPG	SPG	METRO CUME	METRO CUME RATING		
		88	87		S89	S88	S87
1. WKNN-F	45/16.0	10.4	5.1	434	25.8	19.2	11.1
2. WZKX-F	38/13.5	18.5	21.7	462	27.4	33.1	33.8
3. WQID-F	29/10.3	8.1	12.6	466	27.7	21.0	31.5
4. WTKI-F	23/ 8.2	6.5	6.3	237	14.1	11.8	12.1
5. WXLS-F	22/ 7.8	6.9	4.0	257	15.3	16.2	13.9
6. WVMI	15/ 5.0	7.3	7.5	133	7.9	12.9	13.8
7. WQFX-F	13/ 4.6	12.3	6.3	252	15.0	14.3	14.9
8. WROA	11/ 3.9	1.5	3.6	145	8.6	6.2	6.5

12+ AMD

1. WKNN-F >
2. WQID-F
- WZKX-F >
4. WTKI-F
5. WXLS-F

12+ MID

1. WKNN-F >
2. WXLS-F
3. WTKI-F
4. WQID-F
5. WZKX-F

12+ PMD

1. WKNN-F
2. WZKX-F
3. WQID-F
4. WTKI-F <
5. WXLS-F

12+ EVE

1. WZKX-F
2. WQID-F >
3. WKNN-F >
4. WTKI-F
- 5.

ADULTS 18-34

1. WZKX-F
2. WTKI-F
3. WQID-F
4. WKNN-F
- 5.

ADULTS 25-54

1. WKNN-F >
2. WXLS-F
3. WZKX-F
4. WTKI-F
- 5.

ADULTS 35-64

1. WKNN-F >
2. WXLS-F
3. WVMI
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGCM	1240	Gulfport	2.6/4.5
WPMO	1580	Pascagoula/Moss Pt	0.0/0.7
WAVH-F	96.1	Mobile	0.4/2.9
WBLX-F	92.9	Mobile/Pensacola	1.4/4.5
WCKW-F	92.3	LaPlace/New Orl.	1.4/3.3
WKKY-F	104.9	Moss Pt.	0.7/3.7
WLTS-F	105.3	Slidell	2.1/7.6
WNOE-F	101.1	New Orleans	1.4/5.3
WOSH	103.1	Ocean Springs	1.4/2.7
WQUE	1280	New Orleans	0.0/0.6
WQUE-F	93.3	New Orleans	0.4/2.8
WRNO-F	99.5	New Orleans	0.7/4.0
WWL	870	New Orleans	1.8/7.7

RADIO STATIONS

WROA, 1390, 5 KW (DA-2)	, MOR	US 2, \$ 14.00 (Republic)	C. Rowe
WVMI, 570, 5 KW/1 KW (DA-2)	, COUNTRY	ABC-E, \$ 20.00 (Mc-Guild)	W. Vowell
WQFX-F, 96.7, 3 KW @ 245,	BLACK	SBN, MBS, \$ 14.00 (Roslin)	D. Steere
WQID-F, 93.7, 100 KW @ 1012,	CHR	ABC-F, \$ 24.00 (Mc-Guild)	W. Vowell
WTKI-F, 102.3, 3 KW @ 300,	AOR	ABC-D, NBC, \$ 20.00 (Banner)	P. Scott
WXLS-F, 107.1, 3 KW @ 328,	AC	, \$ --- (Torbet)	G. Michaels
WZKX-F, 107.9, 100 KW @ 450,	CHR	, \$ 24.00 (Republic)	C. Rowe

WKNN -- See Pascagoula

BISMARCK, ND

MSA Rank/Pop: 333/85,700
 ARB Rank/Pop: 249/74,200
 Market TSL: 21.75
 Average Person Ratings: 16.6

Diaries: 250/297:1
 Sample Target: 250
 % Below Line: 0
 % Not Listed: 12.2

Retail \$: .65 Bil
 FM Share: 65.74%
 Stations: 7/7

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		88	87		S89	S88	S87
1. KYYY-F	38/30.9	22.4	28.0	344	46.4	39.3	41.9
2. KQDY-F	18/14.6	10.3	14.4	216	29.1	19.9	24.5
3. KFYZ	17/13.8	19.0	15.3	298	40.2	43.7	40.6
4. KBMR	13/10.6	10.3	6.8	130	17.5	15.1	17.6
KBYZ-F	13/10.6	18.1	12.7	212	28.6	28.0	28.5
6. KLXX	7/ 5.7	4.3	9.3	96	12.9	14.9	14.0
7. KNDR-F	2/ 1.6	7.8	3.4	39	5.3	11.6	7.9

12+ AMD

1. KYYY-F >>
2. KFYZ
3. KQDY-F
4. KBMR
- 5.

12+ MID

1. KYYY-F >
2. KQDY-F >
3. KFYZ
4. KBMR
5. KBYZ-F

12+ PMD

1. KYYY-F >>
2. KQDY-F >
3. KBYZ-F
4. KBMR
5. KLXX

12+ EVE

1. KYYY-F >>
2. KFYZ
3. KBYZ-F
- KQDY-F
- 5.

ADULTS 18-34

1. KYYY-F >>
2. KQDY-F
3. KBYZ-F >
4. KFYZ
- 5.

ADULTS 25-54

1. KYYY-F
2. KQDY-F
3. KFYZ
4. KBYZ-F
5. KLXX

ADULTS 35-64

1. KFYZ-F >
2. KQDY-F
- KYYY-F
4. KBMR
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

NONE

RADIO STATIONS

KBMR, 1130, 50 KW (DAYS)	, COUNTRY	NBC, \$ 15.00 (Mc-Guild)	A. Anderson
KFYZ, 550, 5 KW (DA-N)	, AC	ABC-1, \$ 28.00 (Banner)	B. Denver
KLXX, 1270, 1 KW/250 W	, COUNTRY	, \$ 11.00 (Torbet)	G. Krahn
KBYZ-F, 96.5, 100 KW @ 1000, AC		US 1, \$ 17.00 (Torbet)	G. Krahn
KNDR-F, 104.7, 100 KW @ 852, RELIGION		, \$ 7.00 (---)	(MANDAN) B. Bales
KQDY-F, 94.5, 100 KW @ 1090, COUNTRY		CNN, \$ 23.00 (Mc-Guild)	A. Anderson
KYYY-F, 92.9, 100 KW @ 1190, CHR		ABC-D, \$ 27.00 (Banner)	B. Denver

BOZEMAN, MT

MSA Rank/Pop: NA
 ARB Rank/Pop: 260/42,200
 Market TSL: 21.75
 Average Person Ratings: 16.4

Diaries: 299/141:1
 Sample Target: 250
 % Below Line: 1.4
 % Not Listed: 29.0

Retail \$: .38 Bil
 FM Share: 59.18%
 Stations: 7/6

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		88	87		S89	S88	S87
1. KBOZ-F	18/26.1	31.9	13.9	164	50.7	53.6	35.4
2. KBOZ	13/18.8	22.2	15.3	214	38.9	35.1	33.3
3. KUUB-F	10/14.5	15.3	32.2	141	33.4	38.6	39.2
4. KGVW	5/ 7.2	--	3.4	57	13.5	--	9.6
5. KBMN	2/ 2.9	9.7	13.6	60	14.2	17.1	17.8

12+ AMD

1. KBOZ-F
2. KBOZ >
3. KUUB-F
- 4.
- 5.

12+ MID

1. KBOZ-F >
2. KBOZ
3. KUUB-F >
4. KGVW
- 5.

12+ PMD

1. KBOZ-F
2. KBOZ >
3. KUUB-F
- 4.
- 5.

12+ EVE

1. KBOZ-F >>
2. KUUB-F
- 3.
- 4.
- 5.

ADULTS 18-34

1. KBOZ-F >>
2. KUUB-F
3. KBOZ
- 4.
- 5.

ADULTS 25-54

1. KBOZ-F
2. KBOZ >>
3. KUUB-F
- 4.
- 5.

ADULTS 35-64

1. KBOZ >>
2. KBOZ-F
- 3.
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KGVW-F	96.7	Belgrade	0.0/7.3
KQUY-F	95.5	Butte	1.4/3.8

RADIO STATIONS

KBMN, 1230, 1 KW (DA-2)	, EZ	ABC-I, \$ 13.00 (Eastman)	L. Kehl
KBOZ, 1090, 5 KW (DA-N)	, COUNTRY	ABC-I, \$ 17.00 (Art Moore & Assoc)	Citadel J. Brandt
KGVW, 640, 10 KW/1 KW	, RELIGION	MBS, \$ 10.00 (---)	(BELEGRADE) M. Brashear
KBOZ-F, 93.7, 100 KW @ 248,	CONTEMP	RADRAD, NBC, \$ 23.00 (John McGuire)	Citadel J. Brandt
KUUB-F, 95.1, 100 KW @ 750,	??	ABC-C, \$ N/A (---)	---

BRYAN - COLLEGE STATION, TX

MSA Rank/Pop: 288/124,600
 ARB Rank/Pop: 218/108,900
 Market TSL: 20.25
 Average Person Ratings: 15.2

Diaries: 340/320:1
 Sample Target: 290
 % Below Line: 17.5
 % Not Listed: 18.7

Retail \$: .85 Bil
 FM Share: 77.78%
 Stations: 12/6

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		88	87		S89	S88	S87
1. KORA-F	31/18.7	23.7	--	400	36.7	27.9	--
2. KKYS-F	29/17.5	13.7	--	460	42.2	35.9	--
3. KTAM	18/10.8	6.9	--	284	26.1	17.0	--
4. KTSR-F	16/ 9.6	9.9	--	300	27.5	28.8	--
5. KLOL-F	15/ 9.0	3.8	--	180	16.5	13.0	--
6. KAGC	6/ 3.6	4.5	--	74	6.8	4.5	--
WTAW	6/ 3.6	3.8	--	88	8.1	8.2	--

12+ AMD

1. KORA-F <
2. KKYS-F >>
3. KTSR-F <
4. KTAM
- 5.

12+ MID

1. KORA-F >
2. KKYS-F
3. KTSR-F
4. KTAM
- 5.

12+ PMD

1. KORA-F
2. KKYS-F >
3. KLOL-F
4. KTAM
- KTSR-F

12+ EVE

1. KKYS-F
2. KORA-F
3. KTAM
4. KLOL-F
5. KTSR

ADULTS 18-34

1. KKYS-F
2. KORA-F
3. KTSR-F
4. KLOL-F
5. KTAM

ADULTS 25-54

1. KORA-F
2. KTAM
3. KKYS-F
- KTSR-F
- 5.

ADULTS 35-64

1. KORA-F
2. KTAM >>
3. KKYS-F
- WTAW
- KODA-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KHRN-F	94.3	Hearne	1.8/11.0
KKBQ-F	92.9	Pasadena	1.2/ 6.6
KODA-F	99.1	Houston	2.4/ 4.7
KQUE-F	102.9	Houston	.6/ 2.3
KRBE-F	104.1	Houston	2.4/11.2

RADIO STATIONS

KAGC, 1510, 500 W (DAYS)	, RELIGION	, \$ 10.00 (Republic)		J. Bell
KTAM, 1240, 1 KW	, OLDIES	ABC-C, \$ 14.00 (---)	Clear Channel	S. Jones
WTAW, 1150, 1 KW/500W (DA-N)	, COUNTRY	CBS, \$ 11.00 (Katz)		W. Hicks
KKYS-F, 104.9, 3 KW @ 300, CHR		, \$ 22.00 (Republic)		---
KORA-F, 98.3, 3 KW @ 300, COUNTRY		ABC-I, \$ 24.00 (---)	Clear Channel	S. Jones
KTSR-F, 92.1, 3 KW @ 275, AC		, \$ 20.00 (Katz)		W. Hicks

KLOL -- See Houston in Spring 1989 edition of American Radio

BURLINGTON, VT

MSA Rank/Pop: 280/128,200
 ARB Rank/Pop: 216/111,800
 Market TSL: 22.0
 Average Person Ratings: 16.6

Diaries: 292/383:1
 Sample Target: 290
 % Below Line: 3.2
 % Not Listed: 17.2

Retail \$: 1.23 Bil
 FM Share: 84.42%
 Stations: 10/9

12+ METRO	1/4/SHARE	FAL		SPG		METRO CUME	METRO CUME RATING			B I R C H		
		88	88	87	87		S89	S88	S87	SHR	AQH	CUME
1. WIZN-F	40/21.5	15.2	16.9	13.1	16.2	359	32.1	28.1	24.5	23.5	42	382
2. WEZF-F	32/17.2	15.2	14.1	14.9	12.7	363	32.5	30.5	23.1	11.2	20	265
3. WXXX-F	30/16.1	14.6	19.8	14.9	20.2	431	38.6	35.3	40.0	20.1	36	358
4. WQCR-F	14/ 7.5	8.8	9.6	8.3	8.1	326	29.2	27.7	22.4	14.0	25	364
5. WJOY	13/ 7.0	6.4	9.0	6.0	9.2	133	11.9	16.0	16.0	3.4	6	110
6. WDOT	8/ 4.3	3.5	5.1	7.7	4.0	122	10.9	11.1	9.6	5.6	10	149
7. WLFE-F	6/ 3.2	5.3	3.4	3.0	2.3	90	8.1	7.3	7.8	1.1	2	70
WGFB-F	6/ 3.2	2.9	2.8	2.4	1.2	141	12.6	12.1	8.2	3.4	6	117
9. WVMT	3/ 1.6	5.8	7.3	10.1	7.5	136	12.2	15.1	18.9	3.9	7	166

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WIZN-F >	1. WEZF-F	1. WIZN-F	1. WXXX-F
2. WEZF-F <	2. WIZN-F	2. WEZF-F <	2. WIZN-F
3. WXXX-F >	3. WXXX-F >	3. WXXX-F >>	3. WQCR-F >
4. WJOY >	4. WQCR-F	4. WJOY	4. WEZF-F
5. WDOT	5. WJOY	5. WQCR-F	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WIZN-F >>	1. WIZN-F	1. WEZF-F >>
2. WEZF-F	2. WEZF-F >	2. WDOT
3. WXXX-F >	3. WXXX-F >	WXXX-F
4. WQCR-F	4. WDOT	4.
5.	5. WQCR-F	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGLY-F 103.1 Waterbury 1.1/3.5

RADIO STATIONS

WDOT, 1390, 5 KW (DA-1)	, COUNTRY	ABC-E, \$ 10.00 (Republic)		W. Hunter
WJOY, 1230, 1 KW	, MOR	CBS, \$ 17.00 (Christal)	Hall	D. Dubonnet
WVMT, 620, 5 KW (DA-2)	, MOR/AC	NBC, \$ 16.00 (Mc-Guild)		P. Goldman
WEZF-F, 92.9, 46 KW @ 2700,	SOFT AC	TRNSTR, \$ N/A (Banner)	Knight	T. Pierce
WIZN-F, 106.7, 50 KW @ 373,	AOR	, \$ 21.00 (Katz)	(VERGENES)	A. LaVigne
WLFE-F, 102.3, 440 W @ 800,	COUNTRY	MBS, \$ 15.00 (Republic)	(ST. ALBANS)	P. Knight
WQCR-F, 98.9, 100 KW @ 310,	CHR	, \$ N/A (Christal)	Hall	D. Dubonnet
WXXX-F, 95.3, 3 KW @ 225,	CHR	, \$ N/A (Republic)		R. Borel

CAPE COD, MA

MSA Rank/Pop: NA
 ARB Rank/Pop: 180/159,500
 Market TSL: 24.75
 Average Person Ratings: 19.1

Diaries: 353/452:1
 Sample Target: 340
 % Below Line: 17.4
 % Not Listed: 14.1

Retail \$: 2.24 Bil
 FM Share: 93.49%
 Stations: 21/11

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING			B I R C H		
		88	87		S89	S88	S87	SHR	AQH	CUME
1. WQRC-F	63/20.7	20.5	23.3	548	34.4	31.9	37.1	12.4	34	303
2. WKPE-F	27/ 8.9	7.2	8.4	366	22.9	20.1	19.6	10.9	30	361
WPXC-F	27/ 8.9	12.1	8.4	345	21.6	20.9	16.9	17.9	49	291
4. WCIB-F	25/ 8.2	6.4	2.3	283	17.7	15.7	15.1	3.3	9	125
5. WFCC-F	17/ 5.6	4.9	3.4	219	13.7	8.9	9.0	4.4	12	157
6. WCOD-F	15/ 4.9	4.5	8.4	280	17.6	14.4	21.0	3.3	9	275
7. WPLM-F	13/ 4.3	4.2	2.7	177	11.1	14.4	12.5	2.2	6	154
8. WNTX-F	12/ 3.9	2.7	2.3	159	10.0	6.4	6.3	5.1	14	146
9. WOCB-F	9/ 3.0	3.4	1.1	49	9.3	10.8	5.9	2.2	6	111
WHJY-F	9/ 3.0	.8	3.8	70	4.4	6.9	8.1	2.6	7	137
WRKO	9/ 3.0	3.8	5.3	148	9.3	8.5	11.5	5.5	15	184

12+ AMD

1. WQRC-F >>
2. WKPE-F >
3. WCIB-F <
4. WPXC-F
5. WCOD-F

12+ MID

1. WQRC-F >
2. WCIB-F
3. WPXC-F
4. WKPE-F
5. WFCC-F

12+ PMD

1. WQRC-F >
2. WKPE-F
3. WCIB-F <
4. WPXC-F
5. WCOD-F

12+ EVE

1. WQRC-F >
2. WOCB-F
3. WPXC-F
4. WKPE-F
5. WFCC-F

ADULTS 18-34

1. WPXC-F
2. WCIB-F >
3. WKPE-F
4. WCOD-F
- 5.

ADULTS 25-54

1. WPXC-F
2. WCIB-F
3. WCOD-F
4. WKPE-F
5. WQRC-F

ADULTS 35-64

1. WQRC-F >>
2. WCIB-F
3. WFCC-F
4. WKPE-F
5. WCOD-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFAL-F	101.1	Falmouth	2.0/9.3
WMNY-F	92.7	Tisbury	2.3/3.9
WBCN-F	104.1	Boston	2.3/7.0
WBZ	1030	Boston	.3/3.7
WCRB-F	102.5	Waltham	.7/3.3
WEEI	590	Boston	1.0/6.6
WJIB-F	96.9	Boston	.3/4.4
WMYS-F	98.1	New Bedford	1.3/4.6
WPLM	1390	Plymouth	1.3/2.9

RADIO STATIONS

WCIB-F, 101.9,	50 KW @ 280, AC	ABC-D, \$ 29.00 (Katz)	Justice (FALMOUTH)	B. Frisch
WCOD-F, 106.1,	50 KW @ 445, AC	APR, \$ 40.00 (Banner)	Taylor (HYANNIS)	B. McCarthy
WFCC-F, 107.5,	50 KW @ 341, CLASSICAL	APR, \$ N/A (Concert Music)	(CHATHAM)	---
WKPE-F, 104.7,	50 KW @ 504, CHR	, \$ 40.00 (Mc-Guild)	Roth (ORLEANS)	D. Weinfeld
WMVY-F, 92.7,	3 KW @ 300, AOR	APR, \$ 24.00 (---)	(TISBURY)	D. Ray
WNTX-F, 96.3,	50 KW @ 405, OLDIES	, \$ N/A (Torbet)	(NANTUCKET)	L. Dehaan
WOCB-F, 94.9,	50 KW @ 245, EZ	SUN, TALKNT, \$ 30.00 (---)	(W.YARMOUTH)	C. Dunn
WPXC-F, 102.9,	3 KW @ 328, AOR	, \$ 34.00 (---)	(HYANNIS)	A. Makkay
WQRC-F, 99.9,	50 KW @ 445, EZ	UPI, \$ 48.00 (Christal)	(BARNSTABLE)	G. Lombardi

Other ranked stations -- See Providence or Boston in Spring 1989 edition of American Radio

CAPE MAY, NJ

MSA Rank/Pop: NA
 ARB Rank/Pop: 239/85,100
 Market TSL: 27.75
 Average Person Ratings: 21.2

Diaries: 244/349:1
 Sample Target: 250
 % Below Line: 29.4
 % Not Listed: 28.9

Retail \$: .92 Bil
 FM Share: 78.13%
 Stations: 18/7

12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87
1. WZXL-F	23/12.8	15.6	16.4	229	26.9	25.0	22.4
2. WCMC	14/ 7.8	4.1	2.0	125	14.7	11.1	8.4
WKTU-F	14/ 7.8	2.7	2.0	122	14.3	7.0	8.3
4. WBNJ-F	11/ 6.1	10.9	5.9	113	13.3	19.2	14.7
5. WFPG-F	10/ 5.6	8.2	4.6	110	12.9	13.0	15.1
6. WBSS-F	9/ 5.0	2.7	--	119	14.0	7.8	--
7. WMGM-F	8/ 4.4	2.7	4.6	150	17.6	13.1	15.5
WMID	8/ 4.4	2.0	9.2	68	8.0	8.1	12.9
9. WWOC-F	7/ 3.9	10.2	13.2	115	13.5	21.0	19.1
10. WMMR-F	6/ 3.3	4.1	5.9	115	13.5	8.7	16.1

12+ AMD

1. WZXL-F <
2. WCMC >
3. WWOC-F
- WMGM-F
5. WFPG-F

12+ MID

1. WZXL-F >
2. WCMC
- WKTU-F
4. WFPG-F
5. WBNJ-F

12+ PMD

1. WZXL-F >>
2. WKTU-F
3. WBNJ-F
4. WFPG-F
5. WCMC

12+ EVE

1. WBSS-F
2. WBNJ-F
- WKTU-F
4. WZXL-F
5. WCMC

ADULTS 18-34

1. WZXL-F >>
2. WKTU-F >
3. WMMR-F >
4. WMGM-F
- 5.

ADULTS 25-54

1. WZXL-F
2. WKTU-F >>
3. WBNJ-F
- 4.
- 5.

ADULTS 35-64

1. WBNJ-F >>
2. WCMC
- WKTU-F
- WFPG-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WSJL-F	102.3	Cape May	1.1/3.6
WSLT-F	106.3	Ocean City	2.2/9.4
KYW	1060	Philadelphia	1.7/6.5
WAYV-F	95.1	Atlantic City	1.1/5.4
WCAU	1210	Philadelphia	1.7/7.2
WDSD-F	94.7	Dover	.6/4.8
WRDR-F	104.9	Egg Harbor	.6/7.5
WNDB-F	96.5	Philadelphia	1.1/4.0

RADIO STATIONS

WCMC, 1230, 1 KW	, NOSTALGIA	SMN, \$ 10.00 (Durpetti)	(WILDWOOD)	J. Gallagher
WBNJ-F, 105.5, 3 KW @ 300, AC		, \$ 19.00 (K & P)	(COURT MAY)	M. Strauss
WKTU-F, 98.3, 3 KW @ 326, AC		, \$ 16.00 (Roslin)	(OCEAN CITY)	B. Law
WWOC-F, 94.3, 3 KW @ 300, EZ		APR, \$ 15.00 (---)	(AVALON)	P. Sullivan
WZXL-F, 100.7, 38 KW @ 330, CHR		, \$ 26.00 (Durpetti)	(WILDWOOD)	R. Martin

Other ranked stations -- See Philadelphia or Atlantic City in Spring 1989 edition of American Radio

CHARLOTTESVILLE, VA

MSA Rank/Pop: 288/124,600
 ARB Rank/Pop: 220/107,800
 Market TSL: 18.5
 Average Person Ratings: 13.9

Diaries: 343/314:1
 Sample Target: 290
 % Below Line: 4.0
 % Not Listed: 26.7

Retail \$: 1.11 Bil
 FM Share: 70.0%
 Stations: 12/9

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING			B I R C H		
		88	87		S89	S88	S87	SHR	AQH	CUME
1. WWV-F	25/16.7	16.3	18.5	354	32.8	28.7	36.4	17.6	26	398
2. WUVA-F	24/16.0	12.6	3.1	359	33.3	25.2	15.8	13.5	20	290
3. WINA	18/12.0	17.8	16.9	275	25.5	27.3	29.4	22.3	33	366
4. WQMZ-F	12/ 8.0	6.7	11.5	169	15.7	13.8	16.4	6.1	9	81
5. WKAV	9/ 6.0	7.4	8.5	121	11.2	12.1	10.7	4.1	6	98
6. WJLT-F	7/ 4.7	4.4	3.1	127	11.8	13.6	11.1	4.1	6	145
7. WCHV	6/ 4.0	6.7	6.2	157	14.6	11.3	18.5	4.1	6	149

12+ AMD

1. WINA
- WWV-F
3. WUVA-F >>
4. WQMZ-F
5. WKAV

12+ MID

1. WWV-F >
2. WUVA-F >
3. WINA
4. WQMZ-F
5. WKAV

12+ PMD

1. WUVA-F
2. WWV-F >>
3. WQMZ-F
4. WJLT-F
- 5.

12+ EVE

1. WINA >
2. WUVA-F >
3. WWV-F
- 4.
- 5.

ADULTS 18-34

1. WWV-F
2. WUVA-F >>
3. WINA
- WJLT-F
- 5.

ADULTS 25-54

1. WWV-F
2. WINA >
3. WUVA-F
4. WQMZ-F
- 5.

ADULTS 35-64

1. WINA >
2. WKAV
3. WWV-F
4. WQMZ-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WJLT	810	Crozet	--/0.6
WLSA-F	105.5	Louisa	2.0/4.9
WQPO-F	100.7	Harrisburg	.7/5.8
WRVQ-F	94.5	Richmond	1.3/6.8
WTVR-F	98.1	Richmond	2.0/3.5

RADIO STATIONS

WCHV, 1260, 5 KW/2.5 KW (DA-2), MOR	ABC-D, \$ 18.00 (Republic)	Eure	B. Eure
WINA, 1070, 5 KW (DA-N), ??	CBS, \$ 21.00 (Market 4)		C. Rosse
WKAV, 1400, 1 KW, COUNTRY	MBS, \$ 12.00 (---)		---
WJLT-F, 102.3, 2 KW @ 360, AC	NBC, \$ 18.00 (Savalli)	(CROZET)	J. Elting
WQMZ-F, 95.1, 3 KW @ 145, EZ	CBS, \$ 16.00 (Market 4)		C. Russe
WUVA-F, 92.7, 2 KW @ 900, AOR (?)	SOURCE, \$ 15.00 (---)		D. Wilson
WWV-F, 97.5, 50 KW @ 450, CHR	, \$ 35.00 (Republic)	Eure	B. Eure

CHEYENNE, WY

MSA Rank/Pop: 345/72,600
 ARB Rank/Pop: 257/60,000
 Market TSI: 22.5
 Average Person Ratings: 16.8

Diaries: 277/217:1
 Sample Target: 250
 % Below Line: 5.0
 % Not Listed: 19.8

Retail \$: .56 Bil
 FM Share: 66.67%
 Stations: 13/9

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		88	87		S89	S88	S87
1. KFBQ-F	23/22.8	22.0	20.8	256	42.7	33.9	38.8
2. KUUY	14/13.9	16.5	9.4	119	19.8	24.5	19.4
3. KLEN-F	12/11.9	17.6	11.5	116	19.3	25.5	17.4
4. KKAZ-F	8/ 7.9	4.4	16.7	111	18.5	22.0	32.5
5. KRAE	7/ 6.9	5.5	3.1	81	13.5	13.5	7.6
6. KFBC	4/ 4.0	7.7	11.5	65	10.8	21.1	19.7
KRQU-F	4/ 4.0	1.1	6.3	55	9.2	9.2	13.1
8. KCGY-F	3/ 3.0	3.3	3.1	87	14.5	11.3	11.9
KXKL-F	3/ 3.0	4.4	---	69	11.5	9.3	---

12+ AMD

1. KFBQ-F
2. KUUY >
3. KKAZ-F
4. KRAE
5. KLEN-F

12+ MID

1. KFBQ-F
2. KUUY
3. KKAZ-F
4. KLEN-F
5. KRAE

12+ PMD

1. KFBQ-F >
2. KLEN-F
3. KUUY >
4. KKAZ-F
5. KRAE

12+ EVE

1. KFBQ-F >>
2. KCGY-F
3. KLEN-F
- 4.
- 5.

ADULTS 18-34

1. KFBQ-F >>
2. KKAZ-F >
3. KRAE
4. KRQU-F
- 5.

ADULTS 25-54

1. KFBQ-F >>
2. KKAZ-F
3. KUUY
4. KLEN-F
5. KRAE

ADULTS 35-64

1. KUUY >>
2. KLEN-F >
3. KFBQ-F
4. KRAE
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KSHY	1370	Cheyenne	1.0/3.8
KOA	850	Denver	1.0/6.3
KSQ1-F	96.1	Greeley	1.0/5.0
KXKL	1280	Denver	-- / .5

RADIO STATIONS

KFBC, 1240, 1 KW	, MOR/AC	ABC-I, \$ 13.00 (Eastman)	J. Shideler
KRAE, 1480, 1 KW/67 W	, NOST/OLDIES	CBS, SMN, \$ 9.00 (---)	T. Bauman
KUUY, 650, 8 KW/500W (DA-N)	, COUNTRY	NBC, \$ 15.00 (Torbet)	R. Liljedahl
KCGY-F, 95.1, 100 KW @ 1070, COUNTRY		SMN, \$ 14.00 (Keystone)	Gowdy (LARAMIE) A. Hoefler
KFBQ-F, 97.9, 100 KW @ 580, CHR		ABC-E, \$ 18.00 (Eastman)	J. Shideler
KKAZ-F, 100.7, 100 KW @ 490, AC		RADRAD, \$ 13.00 (Torbet)	R. Liljedahl
KLEN-F, 106.3, 3 KW @ -4, EZ		, \$ 11.00 (Republic)	P. Noble
KRQU-F, 102.9, 100 KW @ 1221, AOR		SOURCE, \$ 12.00 (---)	(LARAMIE) K. Krywanek

CHICO, CA

MSA Rank/Pop: 223/174,000
 ARB Rank/Pop: 184/153,000
 Market TSL: 22.25
 Average Person Ratings: 16.3

Diaries: 423/362:1
 Sample Target: 330
 % Below Line: 18.9
 % Not Listed: 17.7

Retail \$: 1.08 Bil
 FM Share: 75.12%
 Stations: 23/13

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87
1. KFMF-F	33/13.3	11.2	16.4	--	6.7	332	21.7	24.3	13.1
2. KRFD-F	21/ 8.4	4.5	10.8	--	7.6	342	22.4	23.0	20.1
3. KPAY-F	15/ 6.0	4.9	4.3	--	9.3	306	20.0	14.3	21.7
4. KCEZ-F	14/ 5.6	6.3	3.9	--	3.1	242	15.8	8.0	--
5. KGO	14/ 5.6	3.1	1.3	--	3.6	122	8.0	3.5	7.2
6. KFBK	13/ 5.2	7.1	5.6	--	1.8	181	11.8	9.6	7.6
7. KALF-F	12/ 4.8	6.3	7.8	--	6.2	170	11.1	16.3	11.6
8. KEWE-F	11/ 4.4	4.9	4.3	--	3.1	116	7.6	6.2	7.7
9. KNVR-F	10/ 4.0	5.8	6.9	--	6.7	261	17.1	16.5	17.7
10. KPAY	10/ 4.0	2.7	2.2	--	3.1	187	12.2	9.2	10.4
11. KRIJ-F	10/ 4.0	2.7	6.0	--	6.7	144	9.4	12.4	14.9
12. KTMX-F	10/ 4.0	1.8	.9	--	1.8	180	11.8	7.2	7.0
13. KHSI	9/ 3.6	8.5	4.7	--	8.9	191	12.5	10.9	14.8

12+ AMD

1. KFMF-F >
2. KFBK
3. KRFD-F
4. KPAY
- 5.

12+ MID

1. KFMF-F >
2. KCEZ-F <
3. KPAY-F
4. KRFD-F
5. KFBK

12+ PMD

1. KFMF-F >
2. KRFD-F
3. KCEZ-F
4. KPAY-F
5. KGO

12+ EVE

1. KRFD-F
2. KGO
3. KFMF-F
4. KTMX-F
- 5.

ADULTS 18-34

1. KFMF-F >>
2. KRFD-F >
3. KNVR-F
4. KPAY-F
- 5.

ADULTS 25-54

1. KFMF-F >
2. KCEZ-F
3. KPAY-F
- 4.
- 5.

ADULTS 35-64

1. KCEZ-F
2. KGO
3. KEWE-F
4. KFBK
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KKXX	930	Paradise	1.2/3.7
KRFD	1410	Marysville	-- / .9
KCTC-F	96.1	Sacramento	2.8/5.8
KNBR	680	San Francisco	.8/4.8
KNCQ-F	97.3	Redding	1.2/2.8
KRAK-F	105.1	Sacramento	.4/2.4
KSFM-F	102.5	Woodland	.4/4.6
KSHA-F	104.3	Redding	.8/2.4
KXOA-F	107.9	Sacramento	.4/2.2
KZAP-F	98.5	Sacramento	1.2/3.1

RADIO STATIONS

KHSL, 1270, 5 KW (DA-N)	, COUNTRY	CBS, \$ 17.00 (Torbet)	D. Shore
KPAY, 1060, 10 KW (DA-2)	, MOR	MBS, \$ 14.00 (Katz)	M. Ivey
KALF-F, 95.7, 7 KW @ 1265,	COUNTRY	ABC D, \$ 20.00 (K & P)	(RED BLUFF) G. Herron
KCEZ-F, 100.7, 50 KW @ 290,	OLDIES	, \$ 17.00 (---)	(CORNING) J. Caulfield
KEKE-F, 97.7, 3 KW @ 140,	NOST/OLDIES	ABC E, \$ 13.00 (Sandberg-Glen)	(OROVILLE) V. Uecker
KFMF-F, 93.9, 2 KW @ 360,	AOR	, \$ 28.00 (Torbet)	Fuller-Jeffrey J. Kragel
KNVR-F, 96.7, 3 KW @ 285,	AC	, \$ 16.00 (Republic)	R. Cheal
KPAY-F, 95.1, 8 KW @ 1170,	EZ	, \$ 17.00 (Katz)	M. Ivey
KRFD-F, 99.9, 2 KW @ 2000,	CHR	SOURCE, \$ 18.00 (Mc-Guild)	(MARYSVILLE) J. Leary
KRIJ-F, 92.7, 3 KW @ 285,	CHR	SMN, \$ 16.00 (Gillis)	(PARADISE) E. Kelly
KTMX-F, 107.5, 28 KW @ 600,	??	, \$ 10.00 (---)	(COLUSA) F. Gainis

COLUMBIA, MO

MSA Rank/Pop: 314/108,400
 ARB Rank/Pop: 235/95,000
 Market TSL: 22.5
 Average Person Ratings: 16.7

Diaries: 257/370:1
 Sample Target: 270
 % Below Line: 13.21
 % Not Listed: 21.4

Retail \$: .59 Bil
 FM Share: 90.40%
 Stations: 10/7

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		88	87		S89	S88	S87
1. KFMZ-F	33/20.8	21.8	22.0	350	36.8	35.6	39.3
2. KARO-F	31/19.5	19.7	13.4	328	34.5	29.1	31.3
3. KWR-F	17/10.7	4.9	6.3	179	18.8	14.9	13.1
4. KCMQ-F	14/ 8.8	14.9	18.9	246	25.9	28.4	35.0
5. KTX-F	13/ 8.2	2.8	.8	222	23.4	14.0	9.3
6. KFRU	9/ 5.7	11.3	10.2	154	16.2	27.5	24.4

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KFMZ-F	1. KARO-F	1. KFMZ-F >	1. KARO-F
2. KARO-F	2. KFMZ-F >	2. KARO-F >	KTX-F <
3. KCMQ-F	3. KCMQ-F	3. KCMQ-F	3. KFMZ-F
KWR-F <	4. KWR-F	4. KTX-F	4.
5. KFRU	5. KTX-F	5.	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. KFMZ-F	1. KARO-F >	1. KARO-F >
2. KARO-F >>	2. KFMZ-F >	2. KWR-F >>
3. KTX-F	3. KWR-F	3.
4. KCMQ-F	4.	4.
5. KWR-F	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KMFC-F	92.1	Centralia	.6/3.7
KTGR	1580	Columbia	1.9/8.2
KJMO-F	100.1	Jefferson City	.6/6.0
KRES-F	104.7	Moberly	1.9/8.5

RADIO STATIONS

KFRU, 1400, 1 KW	, TALK	ABC, \$ 17.00 (---)	B. Weaver
KARO-F, 101.7, 3 KW @ 300, AC		, \$ N/A (Roslin)	D. Baugher
KCMQ-F, 96.7, 3 KW @ 150, CHR		ABC-F, \$ 23.00 (---)	R. Peterson
KFMZ-F, 98.3, 2.6 KW @ 350, AOR		ABC-R, \$ 29.00 (Christal)	S. Boltz
KTX-F, 106.9, 100 KW @ 600, CONTEMP		, \$ 14.00 (Mc-Guild)	T. Thies
KWR-F, 95.7, 100 KW @ 992, COUNTRY		MBS, \$ 15.00 (---)	J. Johnson
		Contemp Media (JEFF. CITY) (MEXICO)	

DANBURY, CT

MSA Rank/Pop: 208/191,300
 ARB Rank/Pop: 173/166,700
 Market TSL: 22.75
 Average Person Ratings: 17.5

Diaries: 346/482:1
 Sample Target: 350
 % Below Line: 50.3
 % Not Listed: 13.7

Retail \$: 1.7 Bil (est)
 FM Share: 68.25%
 Stations: 24/5

12+ METRO	1/4/SHARE	FALL 88	SPG 88	FALL 87	SPG 87	METRO CUME	METRO S89	CUME S88	RATING S87
1. WRKI-F	39/13.4	11.0	11.3	11.7	12.2	483	29.0	23.9	23.6
2. WKCI-F	38/13.0	6.0	9.8	8.1	10.1	417	25.0	21.1	24.2
3. WLAD	24/ 8.2	11.6	10.2	8.1	7.6	332	19.9	23.9	21.6
4. WEZN-F	23/ 7.9	8.0	5.3	7.0	8.0	349	20.9	13.2	19.1
5. WDAQ-F	21/ 7.2	8.3	11.3	12.8	8.4	310	18.6	22.6	20.0
6. WREF	13/ 4.5	2.0	7.2	5.1	2.5	153	9.2	7.5	6.4
7. WFBE-F	13/ 4.5	4.3	5.7	4.8	5.5	203	12.2	15.6	11.4
8. WCBS	11/ 3.8	4.7	3.8	3.7	3.4	279	16.7	15.4	16.7
9. WFAN	10/ 3.4	1.7	.8	.7	1.3	205	12.3	5.6	6.6
10. WOR	9/ 3.1	2.0	1.1	2.2	4.2	134	8.0	4.3	7.9

12+ AMD

1. WLAD
2. WRKI-F
3. WKCI-F
4. WEZN-F
5. WCBS

12+ MID

1. WRKI-F
2. WKCI-F
3. WDAQ-F
4. WEZN-F
5. WLAD

12+ PMD

1. WRKI-F
2. WKCI-F
3. WEBE-F <
4. WDAQ-F
5. WEZN-F

12+ EVE

1. WKCI-F >
2. WRKI-F >>
3. WFAN
- WSPK-F
- 5.

ADULTS 18-34

1. WRKI-F >
2. WKCI-F
- 3.
- 4.
- 5.

ADULTS 25-54

1. WRKI-F >
2. WDAQ-F
3. WKCI-F
4. WLAD
5. WEZN-F

ADULTS 35-64

1. WDAQ-F
2. WEZN-F
3. WLAD >
4. WRKI-F
5. WCBS

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WINE	940	Brookfield	2.7/9.5
WABC	770	New York	1.7/7.0
WCBS-F	101.1	New York	.3/2.9
WDRC-F	102.9	Hartford	2.4/6.9
WHUD-F	100.7	Peekskill	1.4/4.8
WNEW-F	102.7	New York	.3/2.6
WPLJ-F	95.5	New York	.3/2.7
WPLR-F	99.1	New Haven	1.0/5.9
WQCD-F	101.9	New York	1.0/2.4
WQHT-F	97.1	New York	.3/3.6
WSPK-F	104.7	Poughkeepsie	1.4/4.6
WVYZ-F	92.5	Waterbury/Hrtfd	1.7/3.4
WXRK-F	92.3	New York	2.4/4.7
WYNY-F	103.5	Lake Success/NY	.3/2.5

RADIO STATIONS

WINE, 940,	1 KW (DAYS)	, OLDIES	RADRAD, \$ 25.00 (Eastman)	Home News	J. Fullam
WLAD, 800,	1 KW/287 W	, MOR	SUN, \$ N/A (Durpetti)		I. Goldstein
WREF, 850,	1 KW (DAYS)	, MOR/NOST	, \$ 18.00 (Eastman)	(RIDGEFIELD)	M. Fray
WDAQ-F, 98.3,	1.3 KW @ 460, AC		, \$ N/A (Durpetti)		I. Goldstein
WRKI-F, 95.1,	50 KW @ 500, CHR		, \$ 75.00 (Eastman)	Home News	J. Fullam

Other ranked stations -- See New York, New Haven or Bridgeport in Spring 1989 edition of American Radio

DANVILLE, IL

MSA Rank/Pop: NA
 ARB Rank/Pop: 248/74,600
 Market TSL: 20.25
 Average Person Ratings: 14.7

Diaries: 317/235:1
 Sample Target: 260
 % Below Line: 19.1
 % Not Listed: 20.9

Retail \$: .64 Bil
 FM Share: 78.16%
 Stations: 13/6

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		88	87		S89	S88	S87
1. WDNL-F	26/23.6	20.4	20.4	285	38.2	44.5	43.2
2. WIAI-F	20/18.2	23.0	18.4	233	31.2	31.5	30.2
3. WLRW-F	9/ 8.2	6.2	3.1	119	16.0	14.2	12.9
4. WITY	7/ 6.4	6.2	8.2	139	18.6	14.4	23.5
5. WDAN	6/ 5.5	4.4	8.2	97	13.0	12.1	16.3
6. WCDV-F	5/ 4.5	6.2	4.1	82	11.0	11.2	9.0
WGN	5/ 4.5	1.8	3.1	77	10.3	6.2	10.6
8. WHMS-F	3/ 2.7	5.3	4.1	74	9.9	9.1	13.6

12+ AMD

1. WDNL-F
2. WIAI-F >
3. WITY
- 4.
- 5.

12+ MID

1. WDNL-F
2. WIAI-F >>
3. WDAN
4. WITY
5. WLRW-F

12+ PMD

1. WDNL-F
2. WIAI-F
3. WLRW-F
- 4.
- 5.

12+ EVE

1. WDNL-F >
2. WIAI-F
- WLRW-F >>
4. WDAN
- 5.

ADULTS 18-34

1. WDNL-F >>
2. WLRW-F >>
3. WIAI-F
- 4.
- 5.

ADULTS 25-54

1. WDNL-F >>
2. WIAI-F >
3. WLRW-F
4. WCDV-F
- 5.

ADULTS 35-64

1. WIAI-F >>
2. WDNL-F
- 3.
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WACF-F	98.5	Paris	.9/ 4.7
WAZY-F	96.5	Lafayette	.9/10.1
WLS	890	Chicago	.9/ 7.9
WZZQ-F	107.5	Terre Haute	.9/ 6.4

RADIO STATIONS

WDAN, 1490, 1 KW	COUNTRY	US 2, \$ 18.00 (Roslin)	D. Quick
WITY, 980, 1 KW (DA-2)	MOR	ABC-I, \$ 18.00 (Unirep)	A. Thomann
WCDV-F, 103.1, 3 KW @ 300,	OLDIES	, \$ 11.00 (---)	(COVINGTON) R. Weatherford
WDNL-F, 102.1, 50 KW @ 380,	CHR	US 1, \$ 28.00 (Roslin)	D. Quick
WHPO-F, 101.1, 3 KW @ 295,	COUNTRY	, \$ 8.00 (Keystone)	(HOPESTOWN) R. Stipp
WIAI-F, 99.1, 50 KW @ 500,	COUNTRY	UPI, NBC, \$ 30.00 (HNWH)	D. Foley

DOTHAN, AL

MSA Rank/Pop: 271/132,200
 ARB Rank/Pop: 221/106,600
 Market TSL: 25.5
 Average Person Ratings: 18.5

Diaries: 272/392:1
 Sample Target: 290
 % Below Line: 12.2
 % Not Listed: 14.7

Retail \$: .91 Bil
 FM Share: 92.86%
 Stations: 9/7

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		88	87		S89	S88	S87
1. WTVY-F	44/22.3	25.6	25.5	311	29.2	35.6	40.5
2. WKMX-F	40/20.3	22.4	23.0	416	39.0	36.2	40.0
3. WOOF-F	25/12.7	13.5	6.8	345	32.4	22.7	25.0
4. WZHT-F	21/10.7	3.2	1.9	139	13.0	9.1	7.8
5. WNER-F	12/ 6.1	11.5	21.7	131	12.3	21.0	18.8
6. WLHQ-F	11/ 5.6	8.3	4.3	222	20.8	21.3	16.9

12+ AMD

1. WTVY-F
2. WKMX-F >
3. WOOF-F >>
4. WZHT-F
- 5.

12+ MID

1. WTVY-F
2. WKMX-F >
3. WOOF-F
4. WZHT-F
- 5.

12+ PHD

1. WTVY-F
2. WKMX-F >
3. WOOF-F
4. WZHT-F
5. WLHQ-F

12+ EVE

1. WKMX-F
2. WTVY-F
3. WZHT-F
4. WLHQ-F
- 5.

ADULTS 18-34

1. WKMX-F >>
2. WZHT-F >
3. WOOF-F >>
4. WLHQ-F
- WTVY-F

ADULTS 25-54

1. WTVY-F
2. WKMX-F
3. WOOF-F >
4. WZHT-F
- 5.

ADULTS 35-64

1. WTVY-F >>
2. WOOF-F >>
3. WKMX-F
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WOZK	900	Ozark	1.5/4.1
WFSY-F	98.5	Panama City	1.5/3.8

RADIO STATIONS

WOOF	, 560,	5 KW/117W	,	Black/Gospel	MBS,	\$ 8.00	(Roslin)	A. Simpson
WKMX-F,	106.7,	100 KW @ 1119,		Contemp	ABC C,	NA	(HNWH)	(ENTERPRISE) T. Duffie
WLHQ-F,	96.9,	100 KW @ 300,		CHR		\$18.00	(---)	(ENTERPRISE) B. Price
WNER-F,	103.9,	3 KW @ 330,		Black		\$11.00	(---)	(OZARK) W. Morgan
WOOF-F,	99.7,	100 KW @ 1021,		AC	MBS,	\$18.00	(Roslin)	A. Simpson
WTVY-F,	95.5,	100 KW @ 1078,		Country	ABC D,	\$22.00	(Mc-Guild)	C. Woods

WZHT - See Montgomery in Spring 89 edition

DUBUQUE, IA

MSA Rank/Pop: 328/90,100
 ARB Rank/Pop: 193/134,900
 Market TSL: 26.0
 Average Person Ratings: 20.0

Diaries: 363/372:1
 Sample Target: 340
 % Below Line: 11.5
 % Not Listed: 19.3

Retail \$: .56 Bil
 FM Share: 63.75%
 Stations: 23/10

12+ METRO	1/4/SHARE	SPG	SPG	METRO CUME	METRO CUME RATING			B I R C H		
		88	87		S89	S88	S87	SHR	AQH	CUME
1. KATF-F	45/16.7	19.0	16.0	491	36.4	37.5	35.2	17.4	21	266
2. KLYV-F	34/12.6	21.0	21.3	468	34.7	33.4	37.7	19.0	23	298
3. KDTH	32/11.9	13.9	16.4	362	26.8	29.4	32.4	24.0	29	303
4. KDFX-F	23/ 8.5	9.5	7.8	257	19.1	16.0	18.1	9.1	11	157
5. WDBQ	17/ 6.3	7.1	9.4	253	18.8	20.0	22.8	15.7	19	185
6. WGLR	16/ 5.9	2.8	2.9	143	10.6	5.6	6.4	--	--	--
7. WAXL-F	12/ 4.4	1.2	.4	119	8.8	4.9	5.1	--	--	17
8. WMT	9/ 3.3	2.8	2.0	159	11.8	8.7	6.8	2.5	3	71

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KDTH	1. KATF-F >	1. KATF-F	1. KATF-F
2. KATF-F	2. KDTH <	2. KLYV-F >	2. KLYV-F
3. KLYV-F >	3. KLYV-F	3. KDFX-F	3. KDFX-F
4. WGLR	4. KDFX-F	4. KDTH	4.
5. KDFX-F	5. WDBQ	5. WDBQ	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. KATF-F <	1. KATF-F >>	1. KATF-F
2. KDFX-F <	2. KDFX-F	2. KDTH >>
3. KLYV-F >>	KDTH	3. WAXL-F
4.	4. KLYV-F	WGLR
5.	5.	5. WDBQ

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WJOD-F	107.5	Galena	1.9/6.8
WKPL-F	107.1	Plattessville	.4/3.3
WTOQ	1590	Plattessville	.7/6.2
KFMW-F	107.9	Waterloo	1.9/4.4
KHAK	1360	Cedar Rapids	0/ .7
KHAK-F	98.1	Cedar Rapids	.7/2.7
KOEL-F	92.3	Oelwein	1.5/3.9
KOKZ-F	105.7	Waterloo	.7/3.5
WEKZ-F	93.7	Monroe	.7/3.1
WGN	720	Chicago	.4/3.1
WIZM-F	93.3	La Crosse	.4/3.8
WLLR-F	101.3	E. Monroe	.4/3.3
WMAQ	670	Chicago	.4/2.4
WOLX-F	94.9	Barbaboo	.7/2.7
WTSO	1070	Madison	.4/3.7

RADIO STATIONS

KDTH, 1370, 5 KW (DA-N)	, MOR	MBS, CBS, \$ 18.00 (Eastman)	Woodward	J. Hafemeyer
WDBQ, 1490, 1 KW	, AC	ABC-D, \$ 14.00 (Banner)	Comm. Prop.	K. Kelly
KATF-F, 92.9, 100 KW @ 450, AC		US 1, \$ 18.00 (Eastman)	Woodward	J. Hafkemeyer
KDFX-F, 102.3, 1.6 KW @ 410, CLASSIC AOR		US 2, \$ 16.00 (Eastman)	Target	S. Buchanan
KLYV-F, 105.3, 50 KW @ 340, CHR		, \$ 23.00 (Banner)	Comm. Prop.	K. Kelly
WAXL-F, 97.7, 3 KW @ 235, COUNTRY		ABC-E, \$ 8.00 (---)	(LANCASTER, IA)	J. Zimmerman

WMT - See Cedar Rapids in Spring 1989 edition of American Radio

EAU CLAIRE, WI

MSA Rank/Pop: 261/138,300
 ARB Rank/Pop: 210/115,000
 Market TSL: 26.0
 Average Person Ratings: 19.9

Diaries: 345/333:1
 Sample Target: 300
 % Below Line: 3.5
 % Not Listed: 10.0

Retail \$: 1.04 Bil
 FM Share: 84.47%
 Stations: 12/10

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		88	87		S89	S88	S87
1. WAXX-F	68/29.7	27.9	27.4	512	44.5	41.0	39.8
2. WIAL-F	48/21.0	20.5	19.4	520	45.2	38.2	37.8
3. WBIZ-F	33/14.4	13.7	17.1	428	37.2	37.4	32.5
4. WEAQ	11/ 4.8	5.8	8.6	151	13.1	15.3	15.9
5. WCFW-F	10/ 4.4	6.8	4.0	119	10.3	15.1	8.4
6. WYYY	9/ 3.9	4.2	9.1	123	10.7	10.3	14.4
7. WWIB-F	8/ 3.5	2.6	5.1	99	8.6	7.7	10.6

12+ AMP

1. WAXX-F >>
2. WIAL-F >>
3. WBIZ-F
- 4.
- 5.

12+ MID

1. WAXX-F >
2. WIAL-F <
3. WBIZ-F
- 4.
- 5.

12+ PMD

1. WAXX-F
- WIAL-F >>
3. WBIZ-F
- 4.
- 5.

12+ EVE

1. WIAL-F
2. WAXX-F >
3. WBIZ-F
- 4.
- 5.

ADULTS 18-34

1. WIAL-F >>
2. WBIZ-F >
3. WAXX-F
- 4.
- 5.

ADULTS 25-54

1. WAXX-F >>
2. WIAL-F <
3. WBIZ-F
- 4.
- 5.

ADULTS 35-64

1. WAXX-F >>
- 2.
- 3.
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WEUZ	1400	Eau Claire	3.1/11.0
WISM	1050	Eau Claire	.9/ 2.5
WOGO	680	Hallie	.9/ 2.5
KJJO-F	326	St. Louis Park	3.1/5.9
WCCO	830	Minneapolis	.4/3.0

RADIO STATIONS

WYYY, 1150, 5 KW (DAYS)	, MOR/OLDIES	ABC-I, \$ 15.00 (Katz)	K. Jones
WEAQ, 790, 5 KW (DA-N)	, COUNTRY	CNN, TRNSTR, \$ 12.00 (---)	S. Dickoff
WAXX-F, 104.5, 100 KW @ 1830,	COUNTRY	ABC-I, \$ 60.00 (Katz)	D. Nelson
WBIZ-F, 100.7, 100 KW @ 792,	CHR	, \$ 30.00 (Christal)	M. Dorn
WCFW-F, 105.5, 3 KW @ 300,	MOR	APR, \$ 10.00 (---)	(CHIPPEWA FALLS) R. Bushland
WIAL-F, 94.1, 84 KW @ 351,	AC	, \$ 21.00 (---)	S. Dickoff
WWIB-F, 103.7, 100 KW @ 708,	RELIG/MOR	UPI, \$ 10.00 (---)	(LADYSMITH) W. Steward

FAYETTEVILLE - SPRINGDALE, AR

MSA Rank/Pop: 313/109,800
 ARB Rank/Pop: 171/172,300
 Market TSI: 20.5
 Average Person Ratings: 15.6

Diaries: 403/427:1
 Sample Target: 370
 % Below Line: 2.6
 % Not Listed: 13.1

Retail \$: .73 Bil
 FM Share: 81.55%
 Stations: 20/16

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		88	87		S89	S88	S87
1. KKIX-F	65/24.3	25.4	19.4	549	31.9	36.6	28.4
2. KKEG-F	33/12.3	12.3	11.9	451	26.2	18.1	22.1
3. KAMO-F	28/10.4	9.6	8.7	346	20.1	15.6	11.8
4. KCIZ-F	24/ 9.0	8.8	11.1	367	21.3	19.6	28.1
5. KEZA-F	18/ 6.7	7.7	13.9	295	17.1	18.5	25.5
6. KJEM	15/ 5.6	---	---	115	6.7	---	---
7. KMCK-F	11/ 4.1	11.2	12.7	322	18.7	23.3	26.6
	KURM	11/ 3.1	3.8	182	10.6	12.0	7.1
9. KUOA	6/ 2.2	2.3	1.6	78	4.5	3.8	2.1
10. KFAY	5/ 1.9	2.3	4.8	114	6.6	10.8	8.6

12+ AM	12+ MID	12+ PM	12+ EVE
1. KKIX-F >>	1. KKIX-F >>	1. KKIX-F >	1. KKEG-F <
2. KAMO-F	2. KKEG-F >	2. KKEG-F >	2. KKIX-F >
	3. KAMO-F	3. KCIZ-F <	3. KCIZ-F
4. KCIZ-F	4. KCIZ-F	4. KAMO-F	4. KAMO-F
5. KEZA-F	5. KEZA-F	5. KEZA-F	5. KEZA-F

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. KKEG-F	1. KKIX-F >>	1. KKIX-F >>
2. KKIX-F >	2. KAMO-F	2. KAMO-F >>
3. KCIZ-F >		3. KCIZ-F
4. KAMO-F	4. KCIZ-F	4. KEZA-F
	5. KEZA-F	
		KKEG-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAMO	1390	Rogers	.7/2.7
KBCV-F	98.3	Bentonville	1.5/5.0
KBRS	1340	Springdale	.4/6.3
KFAY-F	1030	Farmington	--/2.0
KOFC	1250	Fayetteville	.7/3.1
KQXK	1590	Springdale	.4/3.5
KISR-F	93.7	Fort Smith	.7/3.9
KSYN-F	92.5	Joplin	.4/3.8
KVLT-F	106.1	Owasso	1.1/3.7
KZBB-F	97.9	Poteau	.4/2.7

RADIO STATIONS

KJEM, 1190, 2.5 KW (DAYS), COUNTRY	, \$ 10.00 (---)	(BENTONVILLE)	E. Moody
KUOA, 1290, 5 KW (DAYS), COUNTRY	APR, \$ 9.00 (---)	(SILOAM SPRINGS)	C. McQuay
KURM, 790, 5 KW/500 W (DA-N), VARIETY	NBC, \$ 7.00 (---)	(ROGERS)	S. Womack
KAMO-F, 94.3, 3 KW @ 310, COUNTRY	ABC-E, \$ 9.00 (---)	(ROGERS)	H. Graves
KCIZ-F, 104.9, 3 KW @ 289, CHR	, \$ 14.00 (Banner)	(SPRINGDALE)	D. Hargrove
KEZA-F, 107.9, 100 KW @ 1259, EZ	MBS, \$ 25.00 (Christal)		---
KKEG-F, 92.1, 3 KW @ 300, AC (?)	APR, \$ 20.00 (Republic)		B. Hash
KKIX-F, 103.9, 800 KW @ 550, COUNTRY	, \$ 40.00 (Katz)		D. Whitman
KMCK-F, 105.7, 100 KW @ 415, CONTEMP	, \$ 18.00 (K & P)	(SILOAM SPRINGS)	J. Smith

FLORENCE, SC

MSA Rank/Pop: 301/117,900
 ARB Rank/Pop: 232/97,400
 Market TSL: 20.75
 Average Person Ratings: 15.5

Diaries: 293/332:1
 Sample Target: 280
 % Below Line: 29.8
 % Not Listed: 16.6

Retail \$: .80 Bil
 FM Share: 80.16%
 Stations: 20/10

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING			B I R C H		
		88	87		S89	S88	S87	SHR	AQH	CUME
1. WHLZ-F	30/19.9	14.9	---	226	23.2	19.7	---	12.5	23	218
2. WWDM-F	17/11.3	20.5	---	230	23.6	28.9	---	15.2	28	308
3. WJMX-F	14/ 9.3	10.6	---	185	19.0	22.3	---	14.1	26	297
4. WYNN	13/ 8.6	9.9	---	186	19.1	23.6	---	9.8	18	202
5. WYNN-F	10/ 6.6	---	---	154	15.8	---	---	8.7	16	200
6. WZNS-F	9/ 6.0	4.3	---	142	14.6	13.4	---	3.8	7	94
7. WJMX	8/ 5.3	1.9	---	185	10.7	8.3	---	1.6	3	135

12+ AMD

1. WHLZ-F >>
2. WWDM-F
3. WJMX
WJMX-F
5. WYNN

12+ MID

1. WHLZ-F >
2. WYNN
3. WJMX-F
4. WWDM-F
5. WZNS-F

12+ PMD

1. WHLZ-F >
2. WJMX-F
3. WWDM-F
4. WYNN
5. WYNN-F
WZNS-F

12+ EVE

1. WHLZ-F
WWDM-F >
3. WJMX-F
WYNN-F
- 5.

ADULTS 18-34

1. WWDM-F >>
2. WJMX-F
WYNN-F
4. WHKZ-F
- 5.

ADULTS 25-54

1. WHLZ-F >>
2. WWDM-F
WZNS-F
4. WYNN
- 5.

ADULTS 35-64

1. WHLZ-F >>
2. WZNS-F >
3. WJMX-F
WYNN
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDAR	1350	Darlington	.7/ 1.5
WMMG-F	105.5	Darlington	1.3/10.5
WJOT	1260	Lake City	.7/ 4.3
WOLS	1230	Florence	1.3/ 6.4
WYMB	1410	Manning	-- / .3
WBPR-F	97.7	Georgetown	.7/ 4.1
WCIG-F	107.1	Mullins	.7/ 7.9
WKQB-F	107.5	St. George	1.3/ 6.1
WNOK-F	104.7	Columbia	1.3/ 5.4
WTCB-F	106.7	Orangeburg	.7/ 4.1
WWKT-F	98.3	Kingstree	1.3/ 4.4
WPPD-F	94.3	Marion	2.6/ 6.9

RADIO STATIONS

WJMX, 970, 5 KW/3 KW (DA-2)	, MOR/AC	APR, TRNSTR, \$ N/A (Mc-Guild)	H. Miller
WYNN, 540, 250W/166W	, GOSPEL	SBN, \$ 10.00 (Dora-Clayton)	J. Maurer
WJMX-F, 103.3, 44 KW @ 500, CHR		APR, \$ 20.00 (Mc-Guild)	(CHERAW) H. Miller
WHLZ-F, 92.5, 100 KW @ 1207, COUNTRY		, \$ 19.00 (Mc-Guild)	(MANNING) C. Roach
WYNN-F, 106.3, 3 KW @ 328, BLACK		SBN, \$ 14.00 (Southern Spot)	J. Maurer

WWDM -- See Columbia in Spring 1989 edition of American Radio

FT. MYERS, FL

MSA Rank/Pop: 152/300,800
 ARB Rank/Pop: 133/263,800
 Market TSL: 26.0
 Average Person Ratings: 18.9

Diaries: 428/616:1
 Sample Target: 400
 % Below Line: 8.4
 % Not Listed: 17.3

Retail \$: 2.33 Bil
 FM Share: 79.85%
 Stations: 17/15

12+ METRO	1/4/SHARE	FAL	SPG	FAL	SPG	METRO CUME	METRO CUME RATING			B I R C H		
		88	88	87	87		S89	S88	S87	SHR	AQH	CUME
1. WCVU-F	78/15.7	16.0	14.6	---	18.2	680	25.8	25.7	29.3	12.3	93	1144
2. WINK-F	54/10.8	12.4	18.8	---	10.6	685	26.0	30.3	22.2	14.0	106	1141
3. WRXK-F	49/ 9.8	12.1	12.4	---	10.2	464	17.6	18.0	15.5	11.0	83	731
4. WHEW-F	40/ 8.0	5.3	4.9	---	6.0	395	15.0	10.4	14.2	5.7	43	339
WIXI-F	40/ 8.0	5.9	7.1	---	2.3	263	10.0	7.3	5.0	3.8	29	381
6. WINK	24/ 4.8	5.7	4.9	---	6.9	271	10.3	12.7	15.1	2.6	20	234
7. WKII	23/ 4.6	4.1	1.6	---	3.5	136	5.2	5.0	2.6	1.3	10	121
8. WDCQ	21/ 4.2	3.4	5.2	---	9.2	224	8.5	11.5	13.6	2.6	20	212
9. WOOJ-F	17/ 3.4	2.5	4.5	---	2.1	208	7.9	8.2	7.6	2.1	16	272

12+ AMD

1. WCVU-F
2. WINK-F
3. WRXK-F
4. WHEW-F
- 5.

12+ MID

1. WCVU-F >
2. WRXK-F
3. WINK-F
4. WHEW-F
5. WIXI-F

12+ PMD

1. WCVU-F >
2. WINK-F
3. WRXK-F >
4. WHEW-F <
5. WIXI-F

12+ EVE

1. WCVU-F
2. WINK-F >
3. WHEW-F
4. WRXK-F
5. WIXI-F

ADULTS 18-34

1. WRXK-F >
2. WINK-F
3. WOOJ-F >
4. WDCQ-F
- 5.

ADULTS 25-54

1. WRXK-F
2. WCVU-F
3. WHEW-F
4. WINK-F
5. WDCQ-F

ADULTS 35-64

1. WCVU-F >
2. WHEW-F >>
3. WIXI-F
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFJY-F	95.3	Ft. Myers	2.0/5.5
WMYR	1410	Ft. Myers	.8/2.7
WOOJ	107.1	Lehigh Acres	.2/ .6
WRCC-F	103.9	Cape Coral	2.0/7.1
WWAM	770	N. Ft. Myers	2.0/4.8
WIVE-F	102.5	Sarasota	.4/2.7

RADIO STATIONS

WDCQ, 1200, 10 KW/1 KW (DA-2)	, OLDIES	ABC-D, \$ 15.00 (Banner)	(PINE IS.)	C. Fazio
WINK, 1240, 1 KW	, MOR	SUN, \$ 20.00 (Mc-Guild)		J. Schwartzel
WKII, 1090, 5 KW (DAYS)	, NOSTALGIA	CNN, \$ 17.00 (---)		J. Kneller
WAVV-F, 101.1, 100 KW @ 1035, SOFT AC		APR, \$ 40.00 (CBS)	(MARCO)	N. Alpert
WCVU-F, 94.5, 100 KW @ 1050, EZ		, \$ 50.00 (Christal)	Palmer (NAPLES)	J. Eddens
WHEW-F, 101.9, 100 KW @ 1029, COUNTRY		, \$ 40.00 (---)		R. Hecksher
WINK-F, 96.9, 100 KW @ 840, CHR		ABC-C, \$ 50.00 (Mc-Guild)		J. Schwartzel
WOOJ-F, 107.1, 3 KW @ 300, CLASSIC ROCK		SOURCE, NBC, \$ 18.00 (Eastman)	(LEHIGH ACRES)	R. Dwyer
WQEZ-F, 99.3, 3 KW @ 285, SOFT AC		APR, \$ N/A (Katz)	Justice	D. Fogg
WRXK-F, 96.1, 100 KW @ 494, AOR		ABC-R, \$ 52.00 (Katz)	Beasley	B. Beasley

Other ranked stations -- See Naples

FT. PIERCE, FL

MSA Rank/Pop: 192/220,600
 ARB Rank/Pop: 160/193,500
 Market TSL: 22.5
 Average Person Ratings: 16.7

Diaries: 405/478:1
 Sample Target: 350
 % Below Line: 46.9
 % Not Listed: 18.5

Retail \$: 1.67 Bil
 FM Share: 92.42%
 Stations: 16/9

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		88	87		S89	S88	S87
1. WOYV-F	64/19.8	15.8	19.9	643	33.2	27.3	35.9
2. WHLG-F	37/11.4	14.4	6.3	343	17.7	18.9	13.5
3. WKGR-F	32/ 9.9	6.0	7.0	347	17.9	13.2	14.8
4. WEAT-F	31/ 9.6	7.4	6.3	292	15.1	11.9	10.6
5. WZZR-F	27/ 8.3	7.4	11.5	472	24.4	16.2	17.0
6. WTRK-F	12/ 3.7	5.7	3.8	151	7.8	8.9	8.7
7. WAVV-F	10/ 3.1	5.0	4.2	119	6.1	8.7	9.1
WCXL-F	10/ 3.1	6.7	5.9	223	11.5	11.0	9.8

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WOYV-F >	1. WOYV-F	1. WOYV-F	1. WOYV-F >>
2. WHLG-F >	2. WHLG-F	2. WEAT-F <	2. WZZR-F
3. WKGR-F	3. WKGR-F	3. WZZR-F	3. WEAT-F
4. WZZR-F	4. WEAT-F >	4. WHLG-F	4. WKGR-F
5. WEAT-F	5. WZZR-F	WKGR-F	5. WIRA

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WOYV-F	1. WOYV-F	1. WHLG-F
2. WKGR-F >>	2. WKGR-F >>	2. WEAT-F
3. WZZR-F	3. WZZR-F	3. WOYV-F >
4.	4. WCXL-F	4. WZZR-F
5.	5.	5. WSTU

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDKC	1330	Ft. Pierce	.9/3.7
WGYL-F	93.5	Vero Beach	2.5/5.0
WIRA	1400	Ft. Pierce	2.5/5.7
WPSL	1590	Pt. St. Lucie	.3/3.5
WSTU	1450	Stuart	2.5/9.4
WEAT	850	West Palm Beach	-/ .3
WMXQ-F	94.3	Riviera Beach	.9/3.5

RADIO STATIONS

WIRA, 1400, 1 KW	,MOR/NOST	NBC, \$ 15.00 (Mc-Guild)	A. Chapman
WAVV-F, 105.5, 2.6 KW @ 340,	COUNTRY	APR, \$ 18.00 (Roslin)	J. Healy
WCXL-F, 101.7, 1.4 KW @ 450,	AC	, \$ 17.00 (K & P)	W. Dillon
WHLG-F, 102.3, 3 KW @ 300,	EZ	UPI, \$ 18.00 (---)	G. Glascock
WZZR-F, 92.7, 50 KW @ 500,	CHR	, \$ 28.00 (Katz)	T. Donnelly

Other ranked stations -- See West Palm Beach in Spring 1989 edition of American Radio

FT. SMITH, AR

MSA Rank/Pop: 219/179,000
 ARB Rank/Pop: 161/187,900
 Market TSL: 21.25
 Average Person Ratings: 15.2

Diaries: 403/466:1
 Sample Target: 400
 % Below Line: 3.9
 % Not Listed: 9.8

Retail \$: .95 Bil
 FM Share: 92.61%
 Stations: 16/14

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		88	87		S89	S88	S87
1. KZBB-F	56/19.6	19.7	20.7	637	33.9	29.0	33.7
2. KTCS-F	50/17.5	15.7	13.0	666	35.4	22.6	19.3
3. KMAG-F	34/11.9	3.5	3.6	365	19.4	12.3	10.5
4. KISR-F	30/10.5	17.3	18.1	527	28.0	26.8	31.6
5. KINB-F	23/ 8.1	7.1	1.0	262	13.9	11.3	5.8
6. KFPW	13/ 4.6	.4	2.6	159	8.5	4.8	3.5
7. KBBQ-F	11/ 3.9	5.5	2.1	157	8.4	6.2	7.7
KLSZ-F	11/ 3.9	2.4	3.1	149	7.9	8.0	6.4
9. KEZA-F	10/ 3.5	7.9	10.4	123	6.5	11.6	13.1

12+ AMD

1. KTCS-F
2. KMAG-F
3. KZBB-F
4. KISR-F >
5. KINB-F

12+ MID

1. KZBB-F
2. KTCS-F
3. KISR-F
- KMAG-F >
5. KINB-F

12+ PMD

1. KZBB-F
2. KTCS-F >
3. KISR-F
4. KMAG-F
- 5.

12+ EVE

1. KZBB-F >
2. KTCS-F
3. KMAG-F
4. KISR-F
- 5.

ADULTS 18-34

1. KZBB-F >>
2. KISR-F
3. KTCS-F
- 4.
- 5.

ADULTS 25-54

1. KTCS-F
2. KZBB-F
3. KMAG-F >
4. KISR-F >
5. KBBQ-F

ADULTS 35-64

1. KTCS-F
2. KMAG-F >
3. KINB-F
- KZBB-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KFDK	1580	Van Buren	.7/2.2
KFSA	950	Ft. Smith	.7/2.8
KKID-F	95.9	Sallisaw	1.8/6.1
KPHN-F	94.5	Barling	1.1/3.5
KWHN	1320	Ft. Smith	.7/3.0
KZKZ-F	106.3	Greenwood	1.4/4.4
KKWK-F	97.1	Muskogee	.4/2.2

RADIO STATIONS

KFPW	, 1230,	1 KW (DA-1)	,	Nostalgia	SMN,	\$ 9.00	(Riley)	G. Brown
KBBQ-F,	100.9,	3 KW @ 220	,	Oldies	SMN,	\$10.00	(Riley)	G. Brown
KINB-F,	107.3,	100 KW @ 1810	,	Country	ABC E,	\$15.00	(---)	V. Nowlin
KISR-F,	93.7,	100 KW @ 1250	,	CHR	ABC FM,	\$30.00	(---)	F. Baker
KLSZ-F,	102.3,	3 KW @ 295	,	AC	SMN,	\$ NA	(---)	L. Ruth
KTCS-F,	99.9,	100 KW @ 2000	,	Country		\$20.00	(Republic)	L. Young
KMAG-F,	99.1,	100 KW @ 2000	,	??		\$14.00	(---)	J. Moore
KZBB-F,	97.9,	100 KW @ 2000	,	Contemp	US1,	\$27.00	(Mc-Guild) Arrow (POTEAU, OK)	R. Collar

FT. WALTON BEACH, FL

MSA Rank/Pop: 243/151,200
 ARB Rank/Pop: 203/126,200
 Market TSL: 21.5
 Average Person Ratings: 15.8

Diaries: 314/402:1
 Sample Target: 280
 % Below Line: 29.6
 % Not Listed: 18.1

Retail \$: 1.13 Bil
 FM Share: 95.09%
 Stations: 17/9

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		88	87		S89	S88	S87
1. WWSF-F	26/13.1	--	--	320	25.4	--	--
2. WTKX-F	25/12.6	16.9	10.3	281	22.3	21.1	20.4
3. WWAV-F	21/10.6	4.9	5.2	288	22.8	10.9	10.0
4. WKSM-F	18/ 9.0	9.8	10.3	299	23.7	20.7	24.3
5. WYZB-F	13/ 6.5	14.2	25.8	255	20.2	30.5	37.9
6. WMMK-F	12/ 6.0	10.9	8.4	131	10.4	14.3	15.0
7. WMEZ-F	12/ 6.0	7.7	9.7	200	15.8	11.1	13.9
8. WBLX-F	7/ 3.5	3.8	3.9	93	7.4	5.7	5.1
9. WXRW-F	7/ 3.5	1.6	2.6	114	9.0	5.7	7.9

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>
1. WWSF-F	1. WWSF-F	1. WWSF-F	1. WTKX-F
2. WWAV-F	2. WWAV-F	2. WTKX-F	2. WKSM-F
3. WTKX-F >	3. WTKX-F	3. WWAV-F <	3. WWSF-F >>
4. WKSM-F	4. WKSM-F	4. WKSM-F >	4. WYZB-F
5. WMEZ-F	5. WYZB-F	5. WYZB-F	5.

<u>ADULTS 18-34</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35-64</u>
1. WTKX-F	1. WWAV-F >	1. WWAV-F
2. WWSF-F	2. WWSF-F	2. WMMK-F
3. WKSM-F >	3. WTKX-F	3. WMEZ-F >
4. WWAV-F	4. WYZB-F	4. WYZB-F
5. WYZB-F	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCNU	1010	Crestview	2.0/3.4
WFTW	1260	Ft. Walton Beach	2.0/4.6
WJSB	1050	Crestview	0/2.4
WAAZ-F	104.9	Crestview	3.0/4.8
WFSY-F	98.5	Panama City	1.5/4.0
WGCC-F	104.1	Atmore	1.0/5.9
WJLQ-F	100.7	Pensacola	.5/8.3
WOWW-F	107.3	Pensacola	1.0/4.6

RADIO STATIONS

WKSM-F, 99.3,	3 KW @ 214,	CHR	\$ NA	D. Harrison
WMMK-F, 92.1,	1 KW @ 294,	Country	\$18.00	(DESTIN) E. Smith
WWAV-F, 102.3,	3 KW @ 328,	Soft AC	\$15.00	(SANTA ROSA) M. Carter
WWSF-F, 98.1,	100 KW @ 260,	CHR	\$25.00	(ANDALUSIA)
WYZB-F, 105.5,	3 KW @ 300,	AC	\$ NA	(MARY ESTER) J. Yeiser

Other ranked stations - See Mobile or Pensacola in Spring '89 edition of American Radio

FREDERICK, MD

MSA Rank/Pop: NA
 ARB Rank/Pop: 211/114,100
 Market TSL: 22.5
 Average Person Ratings: 17.0

Diaries: 283/403:1
 Sample Target: 290
 % Below Line: 42.8
 % Not Listed: 24.2

Retail \$: .79 Bil
 FM Share: 77.55%
 Stations: 18/4

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		88	87		S89	S88	S87
1. WZYQ-F	20/10.3	10.7	6.8	327	28.7	23.1	21.6
2. WFMD	19/ 9.8	14.2	16.5	282	24.7	25.1	31.6
3. WMZQ-F	17/ 8.8	9.1	7.4	184	16.1	18.4	13.5
4. WFRE-F	13/ 6.7	12.7	10.8	154	13.5	21.2	14.3
5. WQSI	12/ 6.2	2.5	3.4	100	8.8	6.7	4.8
6. WGRX-F	11/ 5.7	5.1	1.7	150	13.1	10.7	8.0
7. WPOC-F	8/ 4.1	2.0	4.0	149	13.1	8.7	8.2
WWDC-F	8/ 4.1	5.1	5.7	183	16.0	12.3	11.7
9. WAVA-F	7/ 3.6	2.5	4.0	116	10.2	11.8	11.6
WCXR-F	7/ 3.6	2.5	1.1	124	10.9	9.2	6.5

12+ AMD

1. WFMD >
2. WZYQ-F >
3. WFRE-F
- WMZQ-F
5. WWDC-F

12+ MID

1. WZYQ-F
2. WMZQ-F
3. WQSI
4. WFRE-F
5. WFMD

12+ PMD

1. WMZQ-F
2. WZYQ-F
3. WQSI >
4. WFRE-F
- WGRX-F

12+ EVE

1. WZYQ-F >
2. WFMD
- WPOC-F
4. WGRX-F
- WMZQ-F

ADULTS 18-34

1. WZYQ-F
2. WGRX-F
3. WWDC-F
4. WCXR-F
5. WAVA-F

ADULTS 25-54

1. WMZQ-F
2. WZYQ-F >
3. WFMD
- WGRX-F
- 5.

ADULTS 35-64

1. WMZQ-F >
2. WQSI-F
3. WFMD
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WARX-F	106.9	Hagerstown	2.1/7.6
WASH-F	97.1	Washington	1.5/5.6
WIYY-F	97.9	Baltimore	2.1/7.4
WLTT-F	94.7	Bethesda	2.1/6.4
WMAL	630	Washington	.5/3.6
WMZQ	1390	Arlington	.5/1.8
WPGC-F	95.5	Morningside	1.0/3.9
WRQX-F	107.3	Washington	3.1/12.4

RADIO STATIONS

WFMD	, 930,	5 KW/2.5 KW (DA-N), MOR	CBS	, \$NA	(---)	F. Veihmey
WQSI	, 820,	5 KW/680 W (DA-N), Country	ABC E	, \$24.00	(Roslin)	T. Boock
WFRE-F,	99.9,	9 KW @ 1100		\$NA	(---)	F. Veihmey
WZYQ-F,	103.9,	380 W @ 912	ABC C	, \$40.00	(Roslin)	T. Boock

Other ranked stations -- See Washington in Spring 1989 edition of American Radio

GAINESVILLE, FL

MSA Rank/Pop: 201/208,200
 ARB Rank/Pop: 182/155,500
 Market TSL: 18.75
 Average Person Ratings: 13.6

Diaries: 371/419:1
 Sample Target: 340
 % Below Line: 6.2
 % Not Listed: 22.7

Retail \$: 1.44 Bil
 FM Share: 82.21%
 Stations: 16/10

12+ METRO	1/4/SHARE	FAL	SPG	FAL	SPG	METRO CUME	METRO CUME RATING			B I R C H		
		88	88	87	87		S89	S88	S87	SHR	AQH	CUME
1. WRUF-F	38/18.0	16.5	11.8	17.7	16.1	223	28.6	27.0	30.3	23.0	53	676
2. WYKS-F	28/13.3	12.7	14.4	8.6	8.7	454	29.2	30.9	24.5	13.5	31	533
3. WYGC-F	21/10.0	8.1	5.7	10.3	4.6	239	15.4	11.9	12.9	7.8	18	207
4. WLUS	20/ 9.5	4.7	8.7	3.4	7.8	123	7.9	7.9	6.8	2.6	6	77
5. WKTK-F	14/ 6.6	11.9	18.3	15.1	15.1	381	24.5	30.4	27.2	10.9	25	328
6. WHMZ-F	10/ 4.7	6.8	3.5	1.3	.9	207	13.3	11.5	2.8	5.2	12	222
7. WRUF	8/ 3.8	5.2	4.8	6.9	3.7	223	14.3	14.1	14.0	2.6	6	183
8. WGGG-F	5/ 2.4	5.9	5.2	4.3	3.2	185	11.9	14.2	11.8	4.3	10	179

12+ AMD

1. WRUF-F >
2. WYKS-F >
3. WYGC-F
4. WLUS
5. WRUF

12+ MID

1. WRUF-F
2. WYGC-F
3. WLUS
4. WYKS-F
5. WKTK-F

12+ PMD

1. WRUF-F
2. WYKS-F >
3. WKTK-F
4. WLUS
5. WYGC-F

12+ EVE

1. WRUF-F <
2. WYKS-F >>
- 3.
- 4.
- 5.

ADULTS 18-34

1. WRUF-F >>
2. WYKS-F >
3. WKTK-F
4. WHMZ-F >
5. WYGC-F

ADULTS 25-54

1. WRUF-F >
2. WKTK-F
3. WYGC-F
4. WLUS
5. WYKS-F

ADULTS 35-64

1. WYGC-F
2. WLUS >
3. WRUF-F >
4. WRUF
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGGG	1230	Gainesville	.5/3.7
WYOC-F	104.9	High Springs	2.4/4.5
WAFE	690	Jacksonville	0/1.5
WAFE-F	95.1	Jacksonville	.9/5.5
WJHM-F	101.9	Daytona Beach	2.4/6.9
WNFI-F	99.9	Polatka	1.4/10.4
WOCL-F	105.9	De Land	.5/3.0
WQ1K-F	99.1	Jacksonville	.9/3.1

RADIO STATIONS

WLUS	980. 5 KW (Days)	Nostalgia	\$19.00 (Roslin)	M. Turner
WRUF	850. 5 KW (DA-N)	Oldies	CBS \$14.00 (Smith)	J. Geason
WGGG-F	97.7. 3 KW @ 300	AC	Trans/Sun \$17.00 (Christal)	(M1CANOPY)
WKTK-F	98.5. 100 KW @ 1330	AC	\$23.00 (---)	(CRYSTAL RIVER)
WHMZ-F	93.7. 100 KW @ 600	CHR	ABC FM \$21.00 (K&P)	(OCALA)
WRUF-F	103.7. 100 KW @ 768	AOR	ABC R \$20.00 (Smith)	Univ. of Florida
WYGC-F	103.9. 3 KW @ 300	Country	ABC F \$24.00 (Mc-Guild)	J. Geason
WYKS-F	105.5. 3 KW @ 300	CHR	\$27.00 (Republic)	C. Holladay
				J. Gillen

GRAND FORKS, ND - MN

MSA Rank/Pop: 346/68,900
 ARB Rank/Pop: 240/84,400
 Market TSL: 23.25
 Average Person Ratings: 17.9

Diaries: 272/310:1
 Sample Target: 260
 % Below Line: 7.9
 % Not Listed: 15.2

Retail \$: .51 Bil
 FM Share: 64.06%
 Stations: 13/11

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		88	87		S89	S88	S87
1. KQHT-F	26/17.2	11.4	12.7	311	36.8	23.9	19.4
2. KSNR-F	16/10.6	8.1	---	150	17.8	11.7	---
3. KJKJ-F	15/ 9.9	13.8	2.5	181	21.4	16.5	9.2
4. KNOX	11/ 7.3	6.5	11.9	168	19.9	20.3	24.5
5. KROX	10/ 6.6	---	---	79	9.4	---	---
KFGO	10/ 6.6	1.6	4.2	85	10.1	8.1	8.9
7. KYCK-F	9/ 6.0	12.2	9.3	110	13.0	19.6	19.6
KZLT-F	9/ 6.0	6.5	7.6	122	14.5	13.7	20.6
9. KKXL	7/ 4.6	5.7	2.5	151	8.9	14.5	8.9

12+ AMD

1. KQHT-F
2. KSNR-F
- KYCK-F
4. KNOX
5. KJKJ-F

12+ MID

1. KQHT-F
2. KSNR-F
3. KJKJ-F
- KZLT-F
5. KYCK-F

12+ PMD

1. KQHT-F >>
2. KJKJ-F
3. KSNR-F
4. KZLT-F
- KFGO

12+ EVE

1. KQHT-F >>
2. KJKJ-F
3. KNOX
4. KFGO
- 5.

ADULTS 18-34

1. KQHT-F
2. KJKJ-F >
3. KSNR-F >
4. KZLT-F
- 5.

ADULTS 25-54

1. KSNR-F
2. KQHT-F
3. KZLT-F
4. KYCK-F
5. KJKJ-F

ADULTS 35-64

1. KYCK-F
- KFGO
3. KNOX-F >
- KSNR-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KKCQ-F	1480	Fosston	1.3/3.6
WDAY-F	93.7	Fargo	1.3/3.8

RADIO STATIONS

KCNN , 1590 ,	5 KW/1KW (DA-2) ,	Talk	ABC T,	\$10.00	(---		D. Norman
KKXL , 1440 ,	1 KW/500W (DA-N),	Country	US 2,	\$14.00	(Torbet)	Vaughn	J. Vasiche
KNOX , 1310 ,	5 KW (DA-N) ,	MOR	ABC E,	\$18.00	(Katz)	Ingstad	D. Salo
KROX , 1260 ,	1 KW/500W (DA-N),	AC	MBS,	\$ 9.00	(Hooper-Jones)	(CROOKSTON)	F. Fee
KJKJ-F, 107.5,	100 KW @ 500 ,	ADR	US1,	\$16.00	(Republic)		J. Hoberg
KKXL-F, 92.9,	63 KW @ 386 ,	CHR		\$15.00	(Torbet)	Vaughn	J. Vasiche
KQHT-F, 96.1,	100 KW @ 500 ,	CHR		\$17.00	(Torbet)	(CROOKSTON)	M. Ring
KSNR-F, 100.3,	100 KW @ 620 ,	Oldies	SMN,	\$ 8.00	(Eastman)	(THIEF RIVER, MN)	J. Glasman
KYCK-F, 97.1,	100 KW @ 403 ,	Country	ABC D,	\$17.00	(HNWH)	(CROOKSTON)	M. Ring
KZLT-F, 104.3,	100 KW @ 550 ,	AC		\$19.00	(---		D. Norman

KFGO - See Fargo in Spring 89 edition

GRAND JUNCTION, CO

MSA Rank/Pop: NA
 ARB Rank/Pop: 250/73,500
 Market TSL: 22.0
 Average Person Ratings: 16.3

Diaries: 283/260:1
 Sample Target: 250
 % Below Line: 0
 % Not Listed: 20.8

Retail \$: .53 Bil
 FM Share: 76.84%
 Stations: 9/9

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING			B I R C H		
		88	87		S89	S88	S87	SHR	AOH	CUME
1. KQIX-F	27/22.5	10.6	4.3	224	30.5	21.3	16.6	18.0	20	202
2. KEKB-F	23/19.2	16.0	16.4	221	30.1	26.0	28.3	24.3	27	254
3. KQIL	15/12.5	11.7	15.5	170	23.1	21.3	16.6	11.7	13	235
4. KKLY-F	9/ 7.5	5.3	6.0	109	14.8	11.9	12.9	9.9	11	135
KSTR-F	9/ 7.5	14.9	19.8	205	27.9	31.6	34.6	14.4	16	191
6. KVEE-F	5/ 4.2	3.2	5.2	54	7.3	6.7	11.4	3.6	4	71
7. KEXO	3/ 2.5	8.5	3.4	93	12.7	18.8	14.2	4.5	5	139
8. KSTR	2/ 1.7	5.3	9.5	87	11.8	11.5	14.5	.9	1	85
KVEE	2/ 1.7	4.3	---	62	8.4	6.7	7.0	.9	1	47

12+ AMD

1. KQIX-F
2. KEKB-F
3. KQIL >
4. KSTR-F
- 5.

12+ MID

1. KEKB-F
2. KQIL
3. KQIX-F >
4. KKLY-F
- 5.

12+ PMD

1. KQIX-F >
2. KEKB-F
3. KQIL
4. KSTR-F
5. KKLY-F

12+ EVE

1. KQIX-F >>
2. KEKB-F >>
3. KSTR-F
- 4.
- 5.

ADULTS 18-34

1. KQIX-F >>
2. KEKB-F >
3. KQIL
- KSTR-F
5. KKLY-F

ADULTS 25-54

1. KEKB-F
2. KQIL
3. KQIX-F
- KSTR-F >
5. KKLY-F

ADULTS 35-64

1. KEKB-F
2. KQIL >>
3. KKLY-F
- KVEE-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

NONE

RADIO STATIONS

KEXO, 1230, 1 KW, OLDIES/NOST.
 KQIL, 1340, 1 KW, COUNTRY
 KSTR, 620, 5 KW (DAYS), MOR
 KVEE, 1100, 50 KW/10 KW (DA-N), EZ

ABC-I, ABC-D, \$ 13.00 (HNWH)
 NBC, \$ 21.00 (---)
 MBS, \$ 16.00 (Mc-Guild)
 CBS, \$ 11.00 (Eastman)

J. Spehar
 B. Gass
 M. Shannon
 J. Hendrick

KEKB-F, 99.9, 79 KW @ 1385, COUNTRY
 KKLY-F, 95.1, 100 KW @ 969, SOFT AC
 KQIX-F, 93.1, 26 KW @ 1027, AC
 KSTR-F, 96.1, 100 KW @ 1070, CHR
 KVEE-F, 92.3, 30 KW @ 500, EZ

, \$ 24.00 (Banner)
 TRNSTR, \$ N/A (HNWH)
 , \$ 22.00 (---)
 , \$ 19.00 (Mc-Guild)
 CBS, \$ 13.00 (Eastman)

(FRUITA) D. Maynard
 J. Spehar
 R. St. John
 (MONTROSE) M. Shannon
 J. Henrick

GREAT FALLS, MT

MSA Rank/Pop: 342/77,200
 ARB Rank/Pop: 255/64,500
 Market TSL: 21.75
 Average Person Ratings: 15.7

Diaries: 288/224:1
 Sample Target: 250
 % Below Line: 0
 % Not Listed: 11.9

Retail \$: .53 Bil
 FM Share: 73.03%
 Stations: 8/8

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		88	87		S89	S88	S87
1. KAAK-F	18/17.8	22.1	25.7	214	33.2	36.7	33.4
KLFM-F	18/17.8	11.6	9.2	185	28.7	15.5	20.4
3. KQDI-F	16/15.8	4.7	9.2	170	26.4	12.4	19.8
4. KMON-F	13/12.9	18.6	18.3	177	27.4	32.0	36.0
5. KMON	11/10.9	12.8	11.9	169	26.2	21.5	23.7
6. KEIN	6/ 5.9	9.3	7.3	105	16.3	12.9	16.9
KXGF	6/ 5.9	10.5	1.8	87	13.5	15.0	3.6
8. KQDI	1/ 1.0	2.3	9.2	170	6.2	14.9	19.8

12+ AMD

1. KAAK-F
2. KMON
3. KMON-F
4. KEIN
- KQDI-F

12+ MID

1. KLFM-F
2. KQDI-F
3. KAAK-F
4. KMON
5. KMON-F

12+ PMD

1. KAAK-F
2. KLFM-F
3. KQDI-F >
4. KMON-F
- 5.

12+ EVE

1. KQDI-F
2. KAAK-F >
3. KMON-F
4. KLFM-F
- 5.

ADULTS 18-34

1. KQDI-F
2. KAAK-F
3. KLFM-F
- KMON-F
- 5.

ADULTS 25-54

1. KAAK-F
2. KLFM-F
3. KQDI-F >>
4. KEIN
- KMON-F

ADULTS 35-64

1. KMON
2. KLFM-F >
3. KEIN
4. KAAK-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

NONE

RADIO STATIONS

KEIN, 1310, 5 KW/1 KW , COUNTRY
 KMON, 560, 5 KW (DA-N) , COUNTRY
 KQDI, 1450, 1 KW (DA-1) , OLDIES
 KXGR, 1400, 1 KW (DA-2) , MOR
 KAAK-F, 98.9, 100 KW @ 500, AC
 KLFM-F, 92.9, 100 KW @ 450, COUNTRY
 KMON-F, 94.5, 36 KW @ 470, CHR
 KQDI-F, 106.7, 100 KW @ 300, CONTEMP

ABC-D, \$ 15.00 (Banner)
 ABC-I, \$ 16.00 (Mc-Guild)
 US 2, \$ 16.00 (Republic)
 , \$ 10.00 (Torbet)
 , \$ 19.00 (Torbet)
 ABC-D, \$ 18.00 (Banner)
 US 1, \$ 17.00 (Mc-Guild)
 US 2, \$ 16.00 (Republic)

H. Balfanz
 J. Senst
 B. Lockhart
 D. Robinson
 D. Robinson
 H. Balfanz
 J. Senst
 B. Lockhart

HAGERSTOWN - CHAMBERSBURG - WAYNESBORO, MD - PA

MSA Rank/Pop: 305/115,700
 ARB Rank/Pop: 156/197,900
 Market TSL: 26.0
 Average Person Ratings: 19.5

Diaries: 478/414:1
 Sample Target: 400
 % Below Line: 14.8
 % Not Listed: 21.8

Retail \$: 1.28 Bil
 FM Share: 81.06%
 Stations: 25/13

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING			B I R C H		
		88	87		S89	S88	S87	SHR	AQH	CUME
1. WIZK-F	45/11.7	10.7	12.1	549	27.7	22.9	22.5	13.8	43	549
2. WAYZ-F	41/10.6	12.6	12.8	379	19.2	20.7	19.7	11.5	36	381
3. WQCM-F	28/ 7.3	6.7	10.6	376	19.0	16.4	19.7	9.0	28	541
WYII-F	28/ 7.3	5.2	5.3	265	13.4	11.3	13.0	6.1	19	210
5. WCHA	17/ 4.4	2.8	3.4	168	8.5	8.2	10.2	3.5	11	165
WGLL-F	17/ 4.4	4.6	4.4	199	10.1	10.6	9.4	4.5	14	168
7. WJEJ	16/ 4.2	4.3	5.0	217	11.0	10.7	13.5	5.1	16	229
8. WKMZ-F	13/ 3.4	2.8	2.2	212	10.7	9.4	10.0	3.5	11	210
9. WWMD-F	12/ 3.1	6.7	7.5	194	8.4	11.0	12.6	3.5	11	135
10. WARK	11/ 2.9	1.5	1.2	137	6.9	4.7	5.3	1.3	4	64

- 12+ AMD
1. WIKZ-F
 2. WAYZ-F >
 3. WJEJ
 4. WYII-F
 5. WQCM-F

- 12+ MID
1. WIKZ-F
 2. WAYZ-F >
 3. WQCM-F
 4. WYII-F
 - 5.

- 12+ PMD
1. WIKZ-F
 2. WAYZ-F >
 3. WQCM-F
 - 4.
 - 5.

- 12+ EVE
1. WIKZ-F
 2. WAYZ-F
 - WQCM-F
 4. WYII-F
 - 5.

- ADULTS 18-34
1. WIKZ-F >
 2. WQCM-F >
 3. WKMZ-F >>
 4. WARK-F
 - WAYZ-F

- ADULTS 25-54
1. WIKZ-F >
 2. WAYZ-F
 3. WYII-F
 4. WQCM-F
 5. WGLL-F

- ADULTS 35-64
1. WAYZ-F >
 2. WYII-F >
 3. WGLL-F
 - 4.
 - 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WARK-F	106.9	Hagerstown	2.6/8.6
WAYZ	1380	Waynesboro	1.6/2.5
WHAG	1410	Halfway	1.8/4.5
WKSI-F	94.3	Greencastle	1.6/5.2
WCXR-F	105.9	Woodbridge	1.8/3.8
WFRE-F	99.9	Frederick	2.1/7.5
WGRX-F	100.7	Westmnstr.	1.8/5.1
WINC-F	92.5	Winchester	1.0/2.7
WMZQ-F	98.7	Washington	.8/3.4
WNNK-F	104.1	Harrisburg	1.3/2.6
WPOL-F	93.1	Baltimore	.3/2.3
WRQX-F	107.3	Washington	.5/3.0
WWDC-F	101.1	Washington	1.3/9.8
WZYQ-F	103.9	Braddock	.5/2.4

RADIO STATIONS

WARK, 1490, 1 KW	, OLDIES	SMN, \$ 8.00 (K & P)	(HAGERSTOWN)	E. Manning
WCHA, 800, 1 KW/196W	, COUNTRY	, \$ 12.00 (---)	(CHAMBERSBURG)	D. Burchill
WJEJ, 1240, 1 KW	, MOR	CBS, \$ 11.00 (---)	(HAGERSTOWN)	J. Staub
WAYZ-F 101.5, 50 KW @ 240, COUNTRY		APR, \$ N/A (Republic)	(WAYNESBORO)	M. Martin
WGLL-F, 92.1, 3 KW @ 295, AC		ABC-D, TRNSTR, \$ 16.00 (---)	(MERCERSBURG)	P. Low
WIKZ-F, 95.1, 50 KW @ 480, CHR		, \$ 24.00 (---)	(CHAMBERSBURG)	M. Kellam
WQCM-F, 96.7, 3 KW @ 165, ??		ABC-F, \$ 10.00 (Dome)	(HALFWAY)	K. Albright
WWMD-F, 104.7, 7 KW @ 1320, EZ		, \$ 14.00 (---)	(HAGERSTOWN)	J. Staub
WYII-F, 95.9, 3 KW @ 300, COUNTRY		NBC, \$ 13.00 (Market 4)	(WILLIAMSPORT)	K. Smith

ITHACA, NY

MSA Rank/Pop: NA
 ARB Rank/Pop: 246/79,000
 Market TSL: 18.5
 Average Person Ratings: 14.3

Diaries: 274/288:1
 Sample Target: 250
 % Below Line: 11.5
 % Not Listed: 35.4

Retail \$: 1.14 Bil
 FM Share: 80.82%
 Stations: 8/6

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		88	87		S89	S88	S87
1. WNYP-F	17/15.0	10.8	12.0	277	35.1	27.5	26.9
2. WVBR-F	11/ 9.7	8.8	10.2	226	28.6	27.1	24.3
3. WQNY-F	9/ 8.0	14.7	13.9	206	26.1	32.3	30.3
WYXL-F	9/ 8.0	11.8	7.4	163	20.6	26.4	19.9
5. WHCU	8/ 7.1	13.7	10.2	147	18.6	20.8	21.4
WPCX-F	8/ 7.1	5.9	11.1	105	13.3	10.5	18.0
7. WTKO	6/ 5.3	7.8	4.6	99	12.5	12.4	21.4
8. WAAL-F	5/ 4.4	2.0	---	81	10.3	4.4	---

12+ AMD

1. WHCU
2. WNYP-F
3. WTKO
4. WYXL-F
- 5.

12+ MID

1. WVBR-F
2. WPCX-F
3. WYXL-F
4. WQNY-F
5. WNYP-F

12+ PMD

1. WNYP-F >
2. WYXL-F >
3. WPCX-F
4. WVBR-F
- 5.

12+ EVE

1. WNYP-F >>
2. WVBR-F
3. WAAL-F
4. WYXL-F
- 5.

ADULTS 18-34

1. WNYP-F
2. WVBR-F
3. WYXL-F >
4. WQNY-F
- WAAL-F

ADULTS 25-54

1. WQNY-F
2. WVBR-F
- WYXL-F
4. WPCX-F
- 5.

ADULTS 35-64

1. WPCX-F
2. WQNY-F
3. WHCU
- WVBR-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

NONE

RADIO STATIONS

WHCU, 870, 5 KW/1 KW, MOR	CBS, \$ 18.00 (Christal)	K. Cowan
WTKO, 1470, 5 KW/1 KW (DA-N), MOR	ABC-I, ABC-E, \$ 13.00 (---)	J. Gilmore
WNYP-F, 99.9, 23 KW @ 730, CHR	, \$ 16.00 (Katz)	(CORTLAND) R. May
WQNY-F, 103.7, 12 KW @ 878, AC	, \$ 17.00 (Roslin)	J. Gilmore
WVBR-F, 93.5, 3 KW @ 250, AOR	NBC, \$ 15.00 (K & P)	E. Ledkowsky
WYXL-F, 97.3, 26 KW @ 580, AC	TRNSTR, \$ 15.00 (Christal)	K. Cowan
WPCX-F, 106.9, 45 KW @ 530, COUNTRY	SMN, \$ 17.00 (Market 4)	(AUBURN) R. Duayne

WAAL -- See Binghamton in Spring 1989 Edition of American Radio

JOPLIN, MO

MSA Rank/Pop: 267/134,900
 ARB Rank/Pop: 213/113,200
 Market TSL: 21.75
 Average Person Ratings: 16.4

Diaries: 354/320:1
 Sample Target: 300
 % Below Line: 2.2
 % Not Listed: 23.1

Retail \$: .86 Bil
 FM Share: 78.32%
 Stations: 17/14

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		88	87		S89	S88	S87
1. KIXQ-F	30/16.1	7.8	9.7	306	13.7	10.0	15.0
KSYN-F	30/16.1	18.6	13.5	357	31.5	29.5	13.5
3. KKUZ-F	15/ 8.1	15.0	17.4	255	22.5	29.0	27.4
4. KRGK-F	13/ 7.0	3.6	5.8	156	13.7	8.0	11.2
5. KKOW-F	9/ 4.8	6.0	7.7	132	11.7	10.0	13.2
6. KMOQ-F	8/ 4.3	3.6	3.9	124	11.0	7.9	10.7
WMBH	8/ 4.3	5.4	2.6	113	10.0	9.1	10.4
8. KFSB	6/ 3.2	2.4	6.5	155	13.7	10.0	15.0

- 12+ AMD
1. KSYN-F <
 2. KIXQ-F >>
 3. KFSB
 4. KRGK-F
 5. KKUZ-F

- 12+ MID
1. KIXQ-F
 2. KSYN-F >
 3. KRGK-F
 4. KKUZ-F
 - 5.

- 12+ PMD
1. KIXQ-F
 2. KSYN-F >>
 3. KKUZ-F
 4. KRGK-F
 5. WMBH

- 12+ EVE
1. KSYN-F >
 2. KIXQ-F
 3. KKUZ-F >
 4. WMBH
 - 5.

- ADULTS 18-34
1. KSYN-F >
 2. KKUZ-F
 3. KIXQ-F >
 4. KKOW-F
 - 5.

- ADULTS 25-54
1. KIXQ-F >
 2. KSYN-F >
 3. KKUZ-F
 4. KKOW-F
 - KMOQ-F

- ADULTS 35-64
1. KIXQ-F >>
 2. KRGK-F
 3. KFSB
 4. KKLL
 - KMOQ-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBTN	1420	Neosho	1.6/5.7
KDMO	1490	Carthage	1.1/6.6
KKLL	1100	Webb City	2.7/4.7
KKLL-F	95.1	Webb City	1.6/4.3
KKOW	860	Pittsburgh	2.2/9.0
KQYX	1560	Joplin	1.6/5.9
KTTS-F	94.7	Springfield	.5/4.0
KVLT-F	106.1	Owasso	1.1/2.9
KWTO-F	98.7	Springfield	.5/3.4

RADIO STATIONS

KFSB, 1310, 5 KW/1 KW (DA-2), MOR
 WMBH, 1450, 1 KW/250W, VARIETY

ABC-E, \$ 10.00 (K & P)
 , \$ 10.00 (Republic)

Demaree J. David
 G. Exline

KIXQ-F, 93.9, 1 KW @ 520, COUNTRY
 KKOW-F, 96.9, 100 KW @ 390, AOR
 KKUZ-F, 102.5, 100 KW @ 400, AC/CHR
 KMOQ-F, 107.1, 3 KW @ 300, OLDIES
 KRGK-F, 104.9, 1.5 KW @ 450, EZ
 KSYN-F, 92.5, 100 KW @ 430, CHR

ABC-E, \$ 10.00 (---)
 , \$ 13.00 (Mc-Guild)
 US 1, \$ 16.00 (Republic)
 , \$ 12.00 (---)
 ABC-D, \$ 10.00 (---)
 ABC-R, \$ 20.00 (K & P)

(WEBB CITY) R. Chegwin
 (PITTSBURGH, KS) R. Freeman
 Demaree G. Exline
 (BAXTER SPRINGS, KS) ---
 (CARTHAGE) R. Kolpin
 W. Neal

KILLEEN - TEMPLE, TX

MSA Rank/Pop: 182/233,600
 ARB Rank/Pop: 157/196,900
 Market TSL: 24.0
 Average Person Ratings: 18.0

Diaries: 421/468:1
 Sample Target: 390
 % Below Line: 47.5
 % Not Listed: 15.5

Retail \$: 1.23 Bil
 FM Share: 81.94
 Stations: 16/7

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		88	87		S89	S88	S87
1. KLTD-F	51/14.4	2.1	--	517	26.3	8.3	--
2. KBTS-F	45/12.7	22.6	17.3	660	33.5	41.1	34.9
3. KOOV-F	38/10.7	10.8	18.0	359	18.2	16.9	27.3
4. KIIZ	35/ 9.9	11.1	5.4	221	11.2	17.1	8.0
5. KLBJ-F	24/ 6.8	3.0	4.4	216	11.0	6.2	8.1
6. KNFO-F	22/ 6.2	6.3	5.8	267	13.6	12.5	11.7
7. KPLE-F	20/ 5.6	1.2	2.4	132	6.7	5.9	7.2
8. KIXS-F	18/ 5.1	6.9	---	320	16.3	18.4	---
9. KTQN-F	10/ 2.8	4.5	11.6	231	11.7	20.8	25.6
KWTX-F	10/ 2.8	2.8	2.4		13.1	13.0	14.6

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KLTD-F >	1. KLTD-F >	1. KLTD-F	1. KBTS-F >
2. KOOV-F	2. KOOV-F	2. KBTS-F	2. KLBJ-F
3. KBTS-F >	3. KBTS-F >	3. KIIZ <	3. KLTD-F
4. KPLE-F	4. KPLE-F	4. KOOV-F	4. KOOV-F
5.	5. KIIZ	5.	5. KIXS-F

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. KLTD-F >	1. KLTD-F >	1. KOOV-F
2. KBTS-F <	2. KIIZ	2. KBTS-F
3. KLBJ-F	KIXS-F	KLTD-F >
4. KOOV-F	4. KBTS-F	4. KBTS-F
5. KIXS-F	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KTEM	1400	Temple	1.4/5.4
KTON	940	Belton	1.4/3.3
KASE-F	100.7	Austin	1.1/2.7
KJNE-F	102.5	Hillsboro	.6/3.5
KTKS-F	99.9	Waco	.3/3.5
WBAP	820	Fort Worth	2.5/8.6

RADIO STATIONS

KIIZ, 1050, 250 W (DAYS)	, BLACK	APR, \$ 10.00 (Christal)	D. Rabb
KIXS-F, 105.5,	2 KW @ 379, ??	APR, \$ N/A (Christal)	(HARKER HEIGHTS) ---
KOOV-F, 103.1,	1 KW @ 444, COUNTRY	ABC-E, \$ 20.00 (Riley)	(COPPERAS COVE) G. Christie
KPLE-F, 104.9,	3 KW @ 300, COUNTRY	, \$ 13.00 (---)	Formby G. Franz
KTQN-F, 106.3,	1 KW @ 450, CHR	ABC-I, \$ 18.00 (HNWH)	(BELTON) ---

Other ranked stations -- See Waco or Austin in Spring 1989 Edition of American Radio

LA CROSSE, WI

MSA Rank/Pop: 327/94,800
 ARB Rank/Pop: 244/80,800
 Market TSL: 25.5
 Average Person Ratings: 18.9

Diaries: 296/273:1
 Sample Target: 250
 % Below Line: 4.6
 % Not Listed: 17.6

Retail \$: .73 Bil
 FM Share: 69.84%
 Stations: 13/10

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		88	87		S89	S88	S87
1. WLXR-F	20/13.1	17.4	22.8	304	37.6	39.4	40.2
2. WIZM-F	19/12.4	23.5	17.9	346	42.8	44.9	40.3
3. WKTY	17/11.1	14.4	17.9	195	24.1	27.9	32.4
4. WSPL-F	16/10.5	6.8	8.9	172	21.3	20.4	20.2
5. KQEG-F	10/ 6.5	---	---	156	19.3	---	---
WIZM	10/ 6.5	6.1	5.7	153	18.9	16.9	14.4
7. WQJY-F	9/ 5.9	4.5	4.1	152	21.3	20.4	20.2
8. WKBH-F	7/ 4.6	2.3	2.4	102	12.6	10.0	11.9
9. WLFN	6/ 3.9	3.0	7.3	94	11.6	9.3	14.3

12+ AMD

1. WKTY
2. WLXR-F
3. WIZM
- WSPL-F
5. WIZM-F

12+ MID

1. WSPL-F
2. WLXR-F
3. WKTY <
4. WIZM-F
5. KQEG-F

12+ PMD

1. WIZM-F
2. WLXR-F
3. WSPL-F >
4. KQEG-F
- WIZM

12+ EVE

1. WLXR-F >
2. WIZM-F >
3. WIZM
4. WCOW-F
- 5.

ADULTS 18-34

1. WLXR-F
2. WIZM-F
3. WSPL-F >
4. KQEG-F
- 5.

ADULTS 25-54

1. WSPL-F >
2. WIZM-F
3. KQEG-F
4. WLXR-F
- 5.

ADULTS 35-64

1. WKTY
2. WQJY-F
3. WSPL-F
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KROC-F	106.9	Rochester	.7/ 5.4
WAXX-F	104.9	Eau Claire	2.0/ 4.0
WCOW-F	97.1	Sparta	2.0/10.1

RADIO STATIONS

WIZM, 1410, 5 KW (DA-2), MOR	NBC, ABC-T, \$ 14.00 (Republic)	Midwest Family	D. Record
WKBH, 1570, 1 KW/500 W (DA-1), COUNTRY	, \$ 7.00 (Roslin)	(HOLMEN)	M. Schmitz
WKTY, 580, 5 KW/1 KW (DA-2), COUNTRY	ABC-I, \$ 13.00 (Katz)	May	S. Stach
WLFN, 1490, 1 KW, COUNTRY	RADRAD, \$ 9.00 (Torbet)	Vaughn	K. Gephart
KQEG-F, 102.7, 3 KW @ 300, ??	, \$ N/A (---)	(LA CRESCENT, MN)	---
WIZM-F, 93.3, 100 KW @ 1000, CHR	ABC-C, \$ 25.00 (Republic)	Midwest Family	D. Record
WKBH-F, 105.5, 1 KW @ 400, COUNTRY	, \$ 8.00 (Roslin)	(TREMPEALEAU)	M. Schmitz
WLXR-F, 104.9, 1 KW @ 400, CHR	, \$ 20.00 (Torbet)	Vaughn	K. Gephart
WQJY-F, 100.1, 2 KW @ 350, EZ	US 2, \$ 8.00 (---)	(W. SALEM)	J. Hackman
WSPL-F, 95.7, 50 KW @ 492, SOFT AC	ABC-E, \$ 17.00 (Katz)	May	S. Stach

LAFAYETTE, IN

MSA Rank/Pop: 285/125,600
 ARB Rank/Pop: 225/104,400
 Market TSL: 20.25
 Average Person Ratings: 15.1

Diaries: 261/400:1
 Sample Target: 290
 % Below Line: 13.3
 % Not Listed: 14.6

Retail \$: .79 Bil
 FM Share: 75.56%
 Stations: 9/5

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87
1. WAZY-F	34/21.5	22.9	27.8	23.1	26.7	441	42.2	43.8	41.3
2. WASK	30/19.0	16.0	11.9	16.8	14.3	216	20.7	19.9	27.4
3. WASK-F	24/15.2	16.7	18.3	14.7	13.0	222	21.3	20.3	25.1
4. WKHY-F	22/13.9	11.8	10.3	12.6	8.1	307	29.4	24.7	20.9
5. WFBQ-F	11/ 7.0	11.8	8.7	8.4	14.3	234	22.4	19.9	21.8
6. WSHW-F	5/ 3.2	1.4	---	2.1	3.1	93	8.9	---	9.7

12+ AMD

1. WASK
2. WAZY-F >
3. WASK-F
4. WKHY-F >
5. WFBQ-F

12+ MID

1. WKHY-F
2. WASK
3. WASK-F
4. WAZY-F
- 5.

12+ PMD

1. WAZY-F
2. WKHY-F
3. WASK >
4. WASK-F >
5. WFBQ-F

12+ EVE

1. WAZY-F >>
2. WASK
- WASK-F
- WKHY-F >
5. WFBQ-F

ADULTS 18-34

1. WAZY-F
2. WKHY-F >>
3. WASK
- WFBQ-F
5. WASK-F

ADULTS 25-54

1. WASK-F >
2. WKHY-F >
3. WAZY-F >
4. WASK
- WFBQ-F

ADULTS 35-64

1. WASK-F >>
2. WASK >>
- 3.
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WKJM-F	95.3	Monticello	2.5/14.5
WLS	890	Chicago	1.9/ 6.7
WXTZ-F	103.3	Indianapolis	1.3/ 3.3

RADIO STATIONS

WASK, 1450, 1 KW	MOR	NBC, \$ 22.00 (Republic)	H. Youart
WASK-F, 105.3	50 KW @ 375, COUNTRY	ABC-E, \$ 21.00 (Republic)	H. Youart
WAZY-F, 96.5,	50 KW @ 500, CHR	ABC-C, \$ 30.00 (Christal)	---
WKHY-F, 93.5,	3 KW @ 215, OLDIES	APR, \$ 18.00 (Katz)	E. McCart
		Heritage	

LAKE CHARLES, LA

MSA Rank/Pop: NA
 ARB Rank/Pop: 190/139,100
 Market TSL: 23.5
 Average Person Ratings: 17.1

Diaries: 360/386:1
 Sample Target: 340
 % Below Line: 12.6
 % Not Listed: 18.5

Retail \$: 1.08 Bil
 FM Share: 74.23%
 Stations: 15/8

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		88	87		S89	S88	S87
1. KYKZ-F	49/20.6	17.4	15.1	505	36.3	27.6	23.0
2. KBIU-F	32/13.4	17.9	22.4	426	30.6	32.7	34.8
3. KXZZ	30/12.6	7.7	12.3	228	16.4	12.3	16.1
4. KTQQ-F	23/ 9.7	8.9	11.0	302	21.7	14.2	17.7
5. KHLA-F	15/ 6.3	11.9	11.9	250	18.0	19.0	23.3
6. KAJN-F	10/ 4.2	3.4	2.7	102	7.3	8.2	5.8
7. KIOC-F	7/ 2.9	3.4	1.8	149	10.7	9.2	6.9
8. KLCL	6/ 2.5	2.6	---	111	8.0	8.2	---
KHYS-F	6/ 2.5	6.4	6.8	134	9.6	10.6	13.5

12+ AMD

1. KYKZ-F >>
2. KXZZ
3. KBIU-F
4. KTQQ-F
5. KHLA-F

12+ MID

1. KYKZ-F >>
2. KTQQ-F
3. KXZZ
4. KBIU-F
5. KHLA-F

12+ PMD

1. KYKZ-F
2. KBIU-F >
3. KTQQ-F >
4. KHLA-F
- 5.

12+ EVE

1. KXZZ
2. KBIU-F
3. KYKZ-F
- 4.
- 5.

ADULTS 18-34

1. KBIU-F
2. KXZZ
3. KYKZ-F >
4. KHLA-F
- KTQQ-F

ADULTS 25-54

1. KYKZ-F >>
2. KXZZ
3. KBIU-F
4. KHLA-F
- KTQQ-F

ADULTS 35-64

1. KYKZ-F >>
2. KTQQ-F >
3. KXZZ
4. KHLA-F
5. KBIU-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAOK	1400	Lake Charles	2.1/8.3
KEZM	1310	Sulphur	1.7/6.9
KALO-F	102.9	Port Arthur	1.7/5.3
KKMY-F	104.5	Orange	.4/4.0
KLVI	560	Beaumont	.4/4.2
KYKS-F	105.1	Lufkin	.4/3.2

RADIO STATIONS

KLCL, 1470, 5 KW/500 W (DA-2) , MOR	TRNSTR, \$ 10.00 (Republic)	G. Swift
KBUI-F, 103.7, 100 KW @ 471, CHR	, \$ 20.00 (Katz)	G. Allen
KHLA-F, 99.5, 100 KW @ 400, AC	ABC-D, \$ 16.00 (Republic)	G. Swift
KTQQ-F, 100.9, 3 KW @ 300, COUNTRY	US 2, \$ 13.00 (Christal)	M. Basso
KYKZ-F, 96.1, 100 KW @ 428, COUNTRY	ABC-I, \$ 26.00 (Banner)	R. Chambers

Other ranked stations -- See Beaumont in Spring 1989 Edition American Radio

LAUREL - HATTIESBURG, MS

MSA Rank/Pop: NA
 ARB Rank/Pop: 194/131,800
 Market TSL: 24.75
 Average Person Ratings: 18.7

Diaries: 418/315:1
 Sample Target: 330
 % Below Line: 17.1
 % Not Listed: 16.3

Retail \$: 1.0 Bil
 FM Share: 81.07%
 Stations: 17/14

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		88	87		S89	S88	S87
1. WNSL-F	29/11.8	16.3	15.7	366	27.8	31.7	35.4
2. WBBN-F	27/11.0	5.1	6.1	262	19.9	9.1	12.3
3. WQIS	26/10.6	5.6	6.6	163	12.4	11.7	11.6
4. WZKX-F	25/10.2	8.8	6.6	322	24.4	18.5	13.6
5. WHER-F	17/ 6.9	10.7	8.1	224	17.0	20.4	16.9
6. WBSJ-F	14/ 5.7	4.2	3.5	161	12.2	9.3	10.5
7. WEEZ-F	13/ 5.3	6.5	---	112	8.5	8.7	---
8. WHSY-F	12/ 4.9	9.3	8.6	239	18.1	23.8	22.2
WJMG-F	12/ 4.9	7.9	11.6	178	13.5	9.8	11.6
10. WORV	9/ 3.7	6.5	3.0	99	7.5	5.0	5.9

12+ AM	12+ MID	12+ PM	12+ EVE
1. WBBN-F	1. WBBN-F	1. WNSL-F	1. WZKX-F
2. WNSL-F	2. WNSL-F	WZKX-F	2. WNSL-F
3. WBSJ-F <	3. WQIS	3. WBBN-F	3. WEEZ-F
4. WZKX-F	4. WHER-F <	WQIS	4. WBBN-F
5. WHER-F	5. WZKX-F	5.	WJMG-F

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WNSL-F <	1. WBBN-F	1. WQIS
2. WZKX-F >	2. WQIS	2. WBBN-F >
3. WBBN-F	3. WNSL-F >	3. WHER-F
WHSY-F	4. WZKX-F	4. WNSL-F
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBKH	950	Hattiesburg	1.2/4.7
WFOR	1400	Hattiesburg	.4/4.1
WIZK	1570	Bay Springs	0/.2
WIZK-F	93.5	Bay Springs	.8/2.7
WKNZ-F	101.7	Collins	2.0/7.5
WMFM-F	106.3	Petal	2.8/10.5
WKNN-F	99.1	Pascagoula	1.6/5.2

RADIO STATIONS

WORV, 1580, 1 KW (DAYS), BLACK
 WQIS, 890, 10 KW (DAYS), BLACK

NBN, \$ 7.00 (Dora-Clayton)
 ABC-F, \$ 6.00 (HNWH)

V. Floyd
 B. Holladay

WBBN-F, 95.9, 31 KW @ 624, COUNTRY
 WBSJ-F, 102.3, 3 KW @ 300, COUNTRY
 WHER-F, 103.7, 100 KW @ 1056, EZ
 WHSY-F, 104.5, 100 KW @ 130, CHR
 WNSI-F, 100.3, 100 KW @ 1050, AC
 WJMG-F, 92.1, 3 KW @ 300, BLACK
 WEEZ-F, 99.3, 3 KW @ 300, AC

, \$ 13.00 (---) (TAYLORSVILLE)
 ABC-E, \$ 6.00 (Gert Bunchez) (ELLISVILLE)
 NBC, \$ 11.00 (Savalli)
 ABC-C, \$ 8.00 (Republic)
 ABC-F, \$ 10.00 (HNWH)
 SBN, \$ 9.00 (Dora-Clayton)
 , \$ 6.00 (Mid-South) (HEIDELBURG)

R. Blakeney
 H. Knotts
 J. Cameron
 T. Tibbett
 B. Holladay
 V. Floyd
 C. Vance

WZKX - See Biloxi

LAWTON, OK

MSA Rank/Pop: 298/118,600
 ARB Rank/Pop: 234/95,100
 Market TSL: 21.25
 Average Person Ratings: 15.4

Diaries: 339/280:1
 Sample Target: 290
 % Below Line: 8.2
 % Not Listed: 17.8

Retail \$: .61 Bil
 FM Share: 88.33%
 Stations: 9/6

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		88	87		S89	S88	S87
1. KLaw-F	35/24.0	23.3	30.9	280	29.4	36.3	40.6
2. KMGZ-F	32/21.9	20.9	25.5	368	38.7	44.8	43.9
3. KKRX-F	16/11.0	15.5	11.4	157	16.5	24.4	29.6
4. KQLI-F	12/ 8.2	14.7	---	203	21.3	23.2	---
5. KSWO	11/ 7.5	7.8	6.7	184	19.3	17.6	18.8
6. KKQV-F	7/ 4.8	1.6	2.0	108	11.4	6.2	6.5
7. KNIN-F	4/ 2.7	.8	5.4	80	8.4	10.6	12.8

12+ AMO

1. KLaw-F
2. KMGZ-F
- KSWO
- 4.
- 5.

12+ MID

1. KLaw-F
2. KMGZ-F >
3. KKRX-F
4. KQLI-F
- 5.

12+ PMD

1. KLaw-F
2. KMGZ-F >
3. KKRX-F >
4. KQLI-F
- 5.

12+ EVE

1. KMGZ-F >>
2. KLaw-F
3. KKRX-F >
4. KKQV-F
- 5.

ADULTS 18-34

1. KMGZ-F
2. KKRX-F >
3. KLaw-F
4. KQLI-F
- 5.

ADULTS 25-54

1. KLaw-F
2. KMGZ-F >
3. KQLI-F
- 4.
- 5.

ADULTS 35-64

1. KLaw-F >>
2. KMGZ-F
- KSWO
4. KQLI-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KKRX	1050	Lawton	1.4/4.9
KOMA	1520	Oklahoma City	.7/4.7

RADIO STATIONS

KSWO, 1180, 1 KW (DA-2)	"URBAN COUNTRY"	\$ 8.00 (Roslin)	R. Kirby
KKRX-F, 98.1, 100 KW @ 202, AC		\$ 9.00 (---)	M. Russell
KLaw-F, 101.5, 100 KW @ 600, COUNTRY		ARC-E, \$ 15.00 (Katz)	B. Shoemate
KMGZ-F, 95.3, 3 KW @ 295, CHR		US 1, \$ 13.00 (Republic)	C. Morgan
KQLI-F, 94.3, 3 KW @ 328, AC		\$ 10.00 (---)	J. Gardner

Other ranked stations -- See Wichita Falls

LONGVIEW - MARSHALL, TX

MSA Rank/Pop: 228/171,100
 ARB Rank/Pop: 191/138,800
 Market TSL: 21.5
 Average Person Ratings: 16.1

Diaries: 428/324:1
 Sample Target: 330
 % Below Line: 41.1
 % Not Listed: 22.8

Retail \$: 1.35 Bil
 FM Share: 88.44
 Stations: 25/10

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING			B I R C H		
		88	87		S89	S88	S87	SHR	AQH	CUME
1. KYKX-F	32/14.3	17.5	19.2	326	23.5	22.6	30.3	18.7	35	472
2. KTUX-F	19/ 8.5	12.6	9.1	237	17.1	22.1	22.0	11.8	22	269
3. KOOI-F	15/ 6.7	5.3	4.6	140	10.1	9.4	6.5	5.9	11	118
4. KNUE-F	12/ 5.4	6.3	7.3	209	15.1	13.0	13.6	6.4	12	251
5. KFRO	11/ 4.9	1.5	5.9	151	10.9	8.5	12.6	1.1	2	108
6. KROZ-F	10/ 4.5	---	---	110	7.9	---	---	3.2	6	120
KTAL-F	10/ 4.5	4.4	6.4	140	10.1	10.1	10.3	9.1	17	179

12+ AMD

1. KYKX-F >>
2. KTUX-F
3. KOOI-F
4. KFRO
- 5.

12+ MID

1. KYKX-F >
2. KOOI-F
3. KTUX-F
- KNUE-F
- 5.

12+ PMD

1. KYKX-F >
2. KTUX-F
3. KOOI-F
4. KNUE-F
- KTAL-F

12+ EVE

1. KROZ-F
2. KTUX-F
3. KTAL-F
4. KKDA-F
- 5.

ADULTS 18-34

1. KYKX-F >
2. KTUX-F >
3. KTAL-F
- 4.
- 5.

ADULTS 25-54

1. KYKX-F >>
2. KTUX-F
3. KISX-F
- 4.
- 5.

ADULTS 35-64

1. KYKX-F >
2. KOOI-F
3. KFRO
- KFMD-F
5. KMHT-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAEZ-F	95.3	Gilmer	1.3/5.8
KCUL	1410	Marshall	1.8/5.0
KES	1430	Gladewater	1.8/5.8
KKTX	1240	Kilgore	.0/ .2
KKTX-F	96.1	Kilgore	.9/7.2
KMHT	1450	Marshall	.4/3.3
KMHT-F	103.9	Marshall	2.2/7.3
KDKS-F	92.1	Benton	4.0/8.3
KISX-F	107.3	Whitehouse	3.6/6.5
KITT-F	93.7	Shreveport	3.1/9.2
KKDA-F	104.5	Dallas	2.2/7.5
KRMD	1340	Shreveport	0/ .6
KRMD-F	101.1	Shreveport	3.1/4.6
KTYL	1330	Tyler	0/ .3

RADIO STATIONS

KFRO, 1370, 1 KW (DA-N), MOR, CBS, \$ 15.00 (K & P), J. Curtis
 KMHT-F, 103.9, 3 KW @ 300, BLACK, \$ 10.00 (Target), D. Forester
 KYKX-F, 105.7, 100 KW @ 1005, COUNTRY, ABC-I, \$ 29.00 (Mc-Guild), Sungroup, M. Gatons

Other ranked stations -- See Tyler, TX or Shreveport in Spring 1989 Edition of American Radio

LUFKIN - NACOGDOCHES, TX

MSA Rank/Pop: NA
 ARB Rank/Pop: 227/102,800
 Market TSL: 24.25
 Average Person Ratings: 17.7

Diaries: 358/287:1
 Sample Target: 280
 % Below Line: 9.9
 % Not Listed: 192

Retail \$: .69 Bil
 FM Share: 90.48%
 Stations: 12/9

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		88	87		S89	S88	S87
1. KAFX-F	48/26.4	25.7	19.9	477	46.4	42.8	34.0
2. KYKS-F	33/18.1	10.5	14.9	349	33.9	25.6	33.4
3. KJCS-F	21/11.5	28.9	26.7	343	33.4	42.4	39.5
4. KOOI-F	10/ 5.5	3.3	3.1	104	10.1	7.7	7.8
5. KRBA	9/ 4.9	.7	.6	93	9.0	5.1	7.4
6. KUEZ-F	8/ 4.4	---	2.5	110	10.7	---	5.4
7. KTBC-F	5/ 2.7	3.3	---	75	7.3	7.2	---
KHYS-F	5/ 2.7	---	---	80	7.8	---	---

12+ AMD

1. KAFX-F >>
2. KYKS-F
3. KJCS-F >>
4. KOOI-F
- 5.

12+ MID

1. KAFX-F
2. KYKS-F >
3. KJCS-F >
4. KUEZ-F
5. KOOI-F

12+ PMD

1. KAFX-F >
2. KYKS-F >>
3. KJCS-F >
4. KUEZ-F
- 5.

12+ EVE

1. KAFX-F >>
2. KYKS-F >>
3. KJCS-F
- 4.
- 5.

ADULTS 18-34

1. KAFX-F >>
2. KYKS-F >>
- 3.
- 4.
- 5.

ADULTS 25-54

1. KAFX-F <
2. KYKS-F
3. KJCS-F >>
- 4.
- 5.

ADULTS 35-64

1. KJCS-F
2. KYKS-F >>
3. KOOI-F >
4. KAFX-F
5. KUEZ-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAFX	1260	Diboll	0.0/2.4
KEEE	1230	Nacogdoches	.5/7.9
KNUE-F	101.5	Tyler	1.6/4.7

RADIO STATIONS

KRBA, 1340, 1 KW	, COUNTRY	APR, \$ 7.00 (Target)	S. Yates
KSFA, 860, 1 KW/500 W (DAYS)	, COUNTRY	APR, \$ 10.00 (---)	M. Williams
KAFX-F, 95.5, 100 KW @ 569, AC		, \$ 20.00 (Christal)	(DIBOLL) C. Bosewell
KJCS-F, 103.3, 50 KW @ 425, COUNTRY		, \$ 18.00 (---)	M. Williams
KTBC-F, 92.1, 2 KW @ 370, AOR		MBS, \$ 9.00 (---)	B. Downes
KUEZ-F, 99.3, 2 KW @ 360, EZ		APR, \$ 13.00 (Target)	S. Yates
KYKS-F, 105.1, 100 KW @ 660, COUNTRY		APR, \$ 14.00 (Eastman)	L. Gunter

KHYS -- See Beaumont in Spring 1989 Edition of American Radio

KOOI -- See Tyler

MEDFORD - ASHLAND, OR

MSA Rank/Pop: 254/143,600
 ARB Rank/Pop: 207/119,400
 Market TSL: 20.75
 Average Person Ratings: 14.4

Diaries: 331/361:1
 Sample Target: 310
 % Below Line: 6.4
 % Not Listed: 18.6

Retail \$: .86 Bil
 FM Share: 70.0%
 Stations: 14.12

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		88	87		S89	S88	S87
1. KTMT-F	49/28.5	17.2	21.4	407	34.1	25.5	35.7
2. KRWQ-F	19/11.0	14.1	13.1	242	20.3	19.8	14.4
3. KMED	15/ 8.7	8.0	1.4	148	12.4	15.4	4.3
4. KCMX-F	13/ 7.6	8.6	13.1	169	14.2	17.5	17.9
5. KBOY-F	12/ 7.0	5.5	8.3	236	19.8	13.4	14.3
6. KAJO	7/ 4.1	4.3	---	43	3.6	4.2	---
7. KDOV	6/ 3.5	2.5	3.4	84	7.0	8.3	7.6
8. KYJC	7/ 4.1	4.3	---	149	3.6	4.2	---

12+ AMD

1. KTMT-F >>
2. KRWQ-F
3. KMED
4. KBOY-F
5. KCMX-F

12+ MID

1. KTMT-F >>
2. KMED
3. KCMX-F
4. KRWQ-F >
5. KBOY-F

12+ PMD

1. KTMT-F >>
2. KRWQ-F
3. KBOY-F
4. KCMX-F
5. KMED

12+ EVE

1. KTMT-F >>
2. KBOY-F
3. KRWQ-F
4. KFMJ-F
- 5.

ADULTS 18-34

1. KTMT-F >>
- 2.
- 3.
- 4.
- 5.

ADULTS 25-54

1. KTMT-F
2. KRWQ-F >
3. KCMX-F
4. KBOY-F
- 5.

ADULTS 35-64

1. KRWQ-F >
2. KCMX-F
3. KMED >
4. KTMT-F
5. KYJC

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBGG-F	102.7	Cave Junction	.6/5.2
KBOY	730	Medford	.6/7.0
KCMX	580	Ashland	1.2/6.1
KFMJ-F	98.3	Grants Pass	2.3/8.0
KMFR	880	Phoenix	1.2/6.2
KGO	810	San Francisco	2.3/3.4

RADIO STATIONS

KDOV, 1300, 5 KW (DA-N)	, RELIGION	NBC, \$ 5.00 (---)	P. Atkinson
KMED, 1440, 5 KW/1 KW (DA-1)	, MOR	MBS, \$ 8.00 (Radio West)	D. Hill
KYJC, 610, 5 KW (DA-2)	, AC	ABC-C, NBC, \$ 16.00 (HNWH)	J. Miner
KBOY-F, 95.3, 100 KW @ 915, AC		, \$ 13.00 (Mc-Guild)	P. Schroeder
KCMX-F, 101.9, 31 KW @ 1431, SOFT AC		MBS, \$ 13.00 (Katz)	J. Baker
KRWQ-F, 100.3, 30 KW @ 985, COUNTRY		APR, \$ 16.00 (Radio West)	S. Christiansen
KTMT-F, 93.7, 18 KW @ 3400, CHR		ABC-R, \$ 22.00 (Torbet)	R. Johnson

MERIDIAN, MS

MSA Rank/Pop: NA
 AKB Rank/Pop: 245/65,000
 Market TSL: 25.25
 Average Person Ratings: 19.4

Diaries: 265/245:1
 Sample Target: 250
 % Below Line: 0
 % Not Listed: 14.3

Retail \$: .52 Bil
 FM Share: 54.63%
 Stations: 8.8

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		88	87		S89	S88	S87
1. WJDQ-F	24/19.0	19.3	23.1	235	36.2	34.8	31.0
2. WOKK-F	23/18.3	31.1	26.0	208	32.0	45.2	36.0
3. WALT	17/13.7	16.0	16.3	157	24.2	23.4	23.3
WMOX	17/13.5	4.2	10.6	143	22.0	13.0	23.7
5. WQIC-F	12/ 9.5	11.8	6.7	159	24.5	22.4	18.1
6. WBNB	9/ 7.1	5.9	---	79	12.2	3.2	---
7. WMDN	4/ 3.2	4.2	1.9	24	3.7	5.6	10.9

12+ AMD

1. WOKK-F
2. WMOX
3. WJDQ-F
4. WALT
- 5.

12+ MID

1. WOKK-F
2. WKDQ-F
3. WMOX >
4. WMDN
5. WQIC-F

12+ PMD

1. WJDQ-F
2. WALT
- WOKK-F >
4. WMOX
- WQOC-F

12+ EVE

1. WALT
2. WJDQ-F >>
3. WQIC-F
4. WOKK-F
5. WMOX

ADULTS 18-34

1. WJDQ-F >>
2. WALT >
3. WQIC-F
4. WOKK-F
- 5.

ADULTS 25-54

1. WOKK-F >
2. WALT
- WJDQ-F
4. WQIC-F >
5. WBNB

ADULTS 35-64

1. WOKK-F >>
2. WMOX
3. WALT
- WBNB
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WMER 1390 Meridian 1.6/5.7

RADIO STATIONS

WALT , 910, 5 KW/1 KW , Black	ABC E, \$13.00 (Mc-Guild)	K. Rainey
WMDN , 1450, 1 KW , AC	SMN, \$ 9.00 (Banner)	L. Maith
WMOX , 1010, 10 KW/1 KW (DA-2),Country	US2, \$10.00 (Savalli)	J. Kewes
WBNB , 1290, 1 KW (Days) , ??	NBN, \$ NA (---)	
WJDQ-F, 101.3, 100 KW @ 580 , Contemp	ABC C, \$19.00 (Republic)	G. Pearce
WOKK-F, 97.1, 100 KW @ 330 , Country	ABC E, \$20.00 (Mc-Guild)	K. Rainey
WQIC-F, 103.1, 3 KW @ 300 , Black	\$12.00 (Banner)	(MARION) L. Torgerson

MINOT, ND

MSA Rank/Pop: NA
 ARB Rank/Pop: 259/48,700
 Market TSL: 23.0
 Average Person Ratings: 17.2

Diaries: 313/156:1
 Sample Target: 250
 % Below Line: 0
 % Not Listed: 13.1

Retail \$: .47 Bil
 FM Share: 61.64%
 Stations: 7/7

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		88	87		S89	S88	S87
1. KCJB	24/28.6	28.4	32.9	189	38.8	39.3	38.9
2. KHHT-F	18/21.4	14.9	19.0	225	46.2	31.0	37.1
3. KIZZ-F	11/13.1	16.2	12.7	144	29.6	32.2	26.6
4. KZPR-F	9/10.7	17.6	12.7	125	25.7	27.1	25.2
5. KBQQ-F	7/ 8.3	13.5	13.9	127	26.1	30.1	30.0
6. KRRZ	3/ 3.6	4.1	3.8	56	11.5	14.5	13.2
7. KHRT	1/ 1.2	2.7	2.5	20	4.1	9.0	8.5

12+ AMD

1. KCJB >>
2. KHHT-F >
3. KZPR-F
4. KIZZ-F
5. KBQQ-F

12+ MID

1. KCJB
2. KHHT-F
3. KIZZ-F
4. KZPR-F
- 5.

12+ PMD

1. KHHT-F
2. KCJB
3. KIZZ-F >
4. KBQQ-F
5. KZPR-F

12+ EVE

1. KHHT-F >>
2. KZPR-F
3. KRRZ
4. KCJB
- 5.

ADULTS 18-34

1. KHHT-F >>
2. KIZZ-F
3. KBQQ-F >
4. KZPR-F
- 5.

ADULTS 25-54

1. KCJB
2. KIZZ-F
3. KZPR-F
4. KHHT-F >
5. KBQQ-F

ADULTS 35-64

1. KCJB >>
2. KZPR-F
3. KIZZ-F
4. KHHT-F
5. KRRZ

OTHER RATED STATIONS/METRO SHARE & CUME RATING

NONE

RADIO STATIONS

KCJB	, 910,	5 KW/1 KW (DA-2),	Country	CBS,	\$30.00	(Katz)	D. Reiten
KRRZ	, 1390,	5 KW/1 KW	Oldies		\$10.00	(Torbet)	C. Ferguson
KHHT-F,	97.1,	100 KW @ 910	, CHR		\$34.00	(Katz)	P. Finken
KIZZ-F,	93.7,	100 KW @ 600	, AC	ABC C,	\$19.00	(Banner)	W. Sanders
KBQQ-F,	99.9,	100 KW @ 500	, Classic AOR		\$12.00	(Torbet)	D. Hoberg
KZPR-F,	105.3,	100 KW @ 580	, Country		\$ NA	(Torbet)	C. Ferguson

MONMOUTH-OCEAN, NJ

MSA Rank/Pop: 50/963,700
 ARB Rank/Pop: 45/824,300
 Market TSL: 26.75
 Average Person Ratings: 20.5

Diaries: 455/1811:1
 Sample Target: 400
 % Below Line: 74.6
 % Not Listed: 14.1

Retail \$: 7.5 Bil
 FM Share: 78.40%
 Stations: 34/8

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING			B I R C H		
		88	87		S89	S88	S87	SHR	AQH	CUME
1. WOBN-F	135/8.0	5.1	5.7	236	16.5	12.1	15.5	4.4	58	1182
2. WPAT-F	95/5.6	6.7	5.7	941	11.4	13.9	11.0	4.0	53	655
3. WXRK-F	82/4.8	5.2	5.3	1088	13.2	14.4	10.7	6.5	85	1448
4. WFPG-F	78/4.6	1.4	.8	410	5.0	3.2	2.4	.8	10	131
5. WNEW-F	77/4.5	4.0	6.4	1004	12.2	9.9	12.5	8.2	108	1395
6. WPLJ-F	74/4.4	4.6	7.6	1577	19.1	14.4	17.7	7.1	93	1700
7. WHTZ-F	71/4.2	5.6	3.3	1085	13.2	14.1	9.4	5.1	67	1589
WOR	71/4.2	7.1	6.6	905	11.0	13.5	15.4	5.5	73	968
9. WFAN	66/3.9	1.0	2.5	1000	12.1	5.6	7.9	3.1	41	772
10. WCBS	58/3.4	2.8	3.7	1153	14.0	11.8	13.7	3.8	50	725
11. WJLK-F	54/3.2	3.5	3.0	842	10.2	11.2	10.4	3.4	45	1209
WJRZ-F	54/3.2	1.2	1.9	719	8.7	5.4	8.5	3.5	46	1037
WYNY-F	54/3.2	3.1	1.1	539	6.5	9.6	5.1	2.7	36	637
14. WABC	50/3.0	3.3	2.8	722	8.8	13.1	11.1	2.1	28	654
15. WADB-F	47/2.8	6.4	6.2	453	5.5	11.0	12.6	2.8	37	444

12+ AMD

1. WOBN-F
2. WXRK-F <
3. WFAN
4. WCBS
5. WOR

12+ MID

1. WOBN-F
2. WPAT-F
3. WNEW-F
4. WFPG-F <
5. WYNY-F

12+ PMD

1. WHTZ-F
2. WOBN-F
3. WXRK-F
- WNEW-F
- 5.

12+ EVE

1. WPLJ-F
2. WHTZ-F
3. WFPG-F
4. WNEW-F
- 5.

ADULTS 18-34

1. WXRK-F >
2. WNEW-F
3. WJRZ-F
4. WPLJ-F
5. WMMR-F

ADULTS 25-54

1. WOBN-F
- WXRK-F
3. WNEW-F
4. WCBS-F
5. WFAN

ADULTS 35-64

1. WOBN-F >>
2. WPAT-F
3. WOR
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WHTG-F	106.3	Eatontown	1.1/3.2
WJLK	1310	Asbury Park	1.2/5.1
WMJY-F	107.1	Long Branch	1.8/9.0
WOBN	92.7	Toms River	.6/2.9
WBLS-F	107.5	New York	.5/2.2
WKXW-F	101.5	Trenton	1.1/4.3
WLTW-F	106.7	New York	2.4/7.8
WMGQ-F	98.3	New Brunswick	.8/3.6
WMMR-F	93.3	Philadelphia	1.7/5.1
WNEW	1130	New York	1.3/5.9
WNSR-F	105.1	New York	1.4/4.7
WGL-F	98.1	Philadelphia	.4/1.8
WPAT	930	Paterson	1.0/2.4
WPST-F	97.5	Trenton	.3/3.1
WQCD-F	101.9	New York	.7/2.9
WQHT-F	97.1	New York	2.1/6.9
WQXR-F	96.3	New York	.7/2.3
WRKS-F	98.7	New York	.6/4.2

RADIO STATIONS

WJLK , 1310 , 2.5 KW/1 KW (DA-D),	Oldies	\$ NA	(Katz)	(ASBURY PARK)	J. Bradford
WADB-F, 95.9, 3 KW @ 300 ,	EZ	\$30.00	(---)	(POINT PLEASANT)	A. Brown
WJLK-F, 94.3, 3 KW @ 330 ,	CHR	\$65.00	(Katz)	(ASBURY PARK)	J. Bradford
WJRZ-F, 100.1, 1.6 KW @ 450 ,	AOR	\$39.00	(Katz)	(MANAHAWKIN)	L. DeBock
WMJY-F, 107.1, 3 KW @ 300 ,	Contemp	\$36.00	(Christal)	(LONG BRANCH)	C. DeProspro
WOBN-F, 92.7, 1.4 KW @ 493 ,	AC	\$48.00	(---)	(TOMS RIVER)	G. Jones

Other ranked stations - See New York in Spring 89 edition

MONROE, LA

MSA Rank/Pop: 252/144,600
 ARB Rank/Pop: 209/115,100
 Market TSI: 21.5
 Average Person Ratings: 16.0

Diaries: 299/385:1
 Sample Target: 310
 % Below Line: 0.5
 % Not Listed: 12.5

Retail \$: .82 Bil
 FM Share: 80.75%
 Stations: 12/11

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		88	87		S89	S88	S87
1. KJLO-F	35/19.0	13.4	18.1	361	31.4	22.0	25.7
KYEA-F	35/19.1	23.8	22.3	300	26.1	24.4	28.3
3. KNOE-F	24/13.0	8.7	10.9	360	31.3	25.4	26.0
4. KNAN-F	20/10.9	19.2	17.6	340	29.5	32.0	35.2
5. KMBS	13/ 7.1	6.4	4.7	109	9.5	11.0	6.5
6. KXLA	11/ 6.0	4.7	4.1	75	6.5	8.7	5.7
7. KMYQ-F	7/ 3.8	2.3	---	53	4.6	3.6	---
8. KXKZ-F	6/ 3.3	1.2	2.6	92	8.0	6.5	7.6
9. KNOE	5/ 2.7	9.9	5.7	106	9.2	17.3	16.3

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KJLO-F >	1. KJLO-F >	1. KJLO-F	1. KYEA-F >>
2. KYEA-F >	2. KNAN-F	2. KYEA-F	2. KJLO-F
3. KNOE-F	KYEA-F	3. KNOE-F	3. KNOE-F
4. KNAN-F	4. KNOE-F	4. KNAN-F >	4. KNAN-F
5.	5. KMBS	5. KMBS	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. KJLO-F	1. KJLO-F >	1. KJLO-F >
2. KNAN-F	2. KYEA-F	2. KYEA-F
KYEA-F	3. KNAN-F	3. KMBS
4. KNOE-F	4. KNOE-F	KXLA
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KJLO	1440	Monroe	1.1/3.2
KTRY-F	94.3	Bastrop	1.1/4.0
KQID-F	93.1	Alexandria	.5/4.5

RADIO STATIONS

KMBS , 1310, 5 KW/52 W (DA-1), Nostalgia	SMN, \$12.00 (Riley)	C. Morgan
KNOE , 540, 5 KW/1 KW (DA-N), Country	ABC I, \$18.00 (Mc-Guild)	T. Deal
KXLA , 990, 1 KW (DA-1), Black	SBN, \$ 8.00 (K & P)	T. Bigby
		(RAYVILLE)
KJLO-F, 104.1, 100 KW @ 900 , Country	ABC E, \$17.00 (HNWH)	New South
KMYQ-F, 100.1, 3 KW @ 200 , Oldies	SMN, \$ 8.00 (Roslin)	(BASTROP)
KNAN-F, 106.1, 100 KW @ 1050 , CHR	ABC FM, \$28.00 (Banner)	C. Holladay
KNOE-F, 101.9, 100 KW @ 1650 , CHR	ABC FM, \$20.00 (Mc-Guild)	G. Grubbs
KXKZ-F, 107.5, 100 KW @ 1066 , Country	APR, \$14.00 (---)	R. Reynolds
KYEA-F, 98.3, 3 KW @ 300 , Black	\$20.00 (Durpetti)	(RUSTON)
		T. Deal
		D. Hollingswo
		J. Wilson

MORRISTOWN, NJ

MSA Rank/Pop: NA
 ARB Rank/Pop: 95/360,500
 Market TSL: 24.0
 Average Person Ratings: 18.3

Diaries: 417/865:1
 Sample Target: 400
 % Below Line: 74.6
 % Not Listed: 14.7

Retail \$: 3.5 Bil
 FM Share: 73.40%
 Stations: 25/3

12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87
1. WXRK-F	61/ 9.2	5.2	5.3	797	22.1	16.8	13.8
2. WNEW-F	40/ 6.1	4.5	7.8	589	16.3	13.1	20.3
3. WHTZ-F	38/ 5.7	8.2	9.4	838	23.2	22.8	24.1
4. WLTW-F	36/ 5.4	4.2	6.0	553	15.3	15.0	15.6
5. WPAT-F	35/ 5.3	7.4	7.6	504	14.0	12.0	12.2
6. WPLJ-F	33/ 5.0	7.6	7.1	805	22.3	24.0	24.5
7. WYNY-F	31/ 4.7	5.2	3.9	489	13.6	12.6	13.0
8. WDHA-F	30/ 4.5	5.0	3.7	574	15.9	13.2	11.0
WXMC	30/ 4.5	3.0	2.6	271	7.5	3.5	3.1
10. WCBS-F	29/ 4.4	3.5	5.3	542	15.0	14.0	11.5
11. WABC	27/ 4.1	4.7	2.9	436	12.1	12.4	10.8
WOR	27/ 4.1	3.9	9.0	431	12.0	9.9	15.6

12+ AM	12+ MID	12+ PM	12+ EVE
1. WXRK-F >>	1. WLTW-F	1. WXRK-F	1. WHTZ-F
2. WHTZ-F	2. WXRK-F	2. WPAT-F	2. WFAN
3. WOR	3. WNEW-F	WPLJ-F	3. WPLJ-F
4. WNEW-F	4. WPAT-F	4. WHTZ-F	4. WQHT-F
5. WLTW-F	5.	5. WABC	WYNY

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WXRK-F >	1. WXRK-F >	1. WLTW-F
2. WNEW-F	2. WLTW-F	2. WCBS-F
3. WDHA-F	3. WNEW-F	WPAT-F
4. WHTZ-F	4. WYNY-F	4. WYNY-F
WNSR-F	5. WDHA-F	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCBS	880	New York	1.8/9.6
WFAN	660	New York	2.7/8.9
WINS	1010	New York	1.1/8.9
WNCN-F	104.3	New York	.6/4.9
WNEW	1130	New York	2.4/5.4
WNSR-F	105.1	New York	3.8/11.8
WPAT	930	Paterson	.3/2.6
WPST-F	97.5	Trenton	.3/2.1
WQCD-F	101.9	New York	3.5/7.5
WQHT-F	97.1	New York	2.3/8.6
WQXR-F	96.3	New York	1.2/3.3
WRKS-F	98.7	New York	.6/2.0

RADIO STATIONS

WMTR	, 1250,	5 KW/1 KW (DA-2),	MOR	APR, \$43.00	(Groskin)	(MORRISTOWN)	P. Arnow
WXMC	, 1310,	1 KW (DAYS,DA),	Nostalgia	\$40.00	(K & P)	(PARSIPP)	R. Coppinger
WDHA-F,	105.5,	3 KW @ 300	, AOR	\$60.00	(Groskin)	(DOVER)	R. Linder

Other ranked stations - See New York in Spring 89 edition

MUSKEGON, MI

MSA Rank/Pop: 235/160,300
 ARB Rank/Pop: 198/128,700
 Market TSL: 22.5
 Average Person Ratings: 17.0

Diaries: 454/283:1
 Sample Target: 350
 % Below Line: 11.4
 % Not Listed: 17.4

Retail \$: .84 Bil
 FM Share: 88.40%
 Stations: 16/9

12+ METRO	1/4/SHARE	FAL 88	SPG 88	FAL 87	SPG 87	METRO CUME	METRO CUME S89	RATING F88	S87
1. WSNX-F	50/22.8	23.2	22.0	---	25.4	538	41.8	34.3	41.7
2. WMUS-F	38/17.4	13.6	20.8	---	22.3	344	26.7	23.1	34.5
3. WQWQ-F	18/ 8.2	8.2	9.5	---	10.7	191	14.8	14.9	17.4
4. WLCS-F	13/ 5.9	6.8	4.2	---	3.6	164	12.7	12.7	11.7
5. WKBZ	12/ 5.5	6.8	7.1	---	6.6	156	11.2	17.5	17.2
6. WCXT-F	11/ 5.0	1.8	3.0	---	4.6	189	14.7	7.5	10.1

12+ AMD

1. WMUS-F
2. WSNX-F >>
3. WQWQ-F
4. WKBZ
5. WKBZ-F

12+ MID

1. WSNX-F
2. WMUS-F >
3. WQWQ-F >>
4. WLCS-F
5. WKBZ

12+ PHD

1. WSNX-F >
2. WMUS-F >
3. WQWQ-F
4. WCXT-F
5. WLCS-F

12+ EVE

1. WSNX-F >>
2. WQWQ-F
3. WMUS-F
4. WGRD-F
- 5.

ADULTS 18-34

1. WSNX-F >>
2. WLCS-F >
3. WLAV-F
- 4.
- 5.

ADULTS 25-54

1. WMUS-F
2. WSNX-F >>
3. WLCS-F
4. WCXT-F
- 5.

ADULTS 35-64

1. WMUS-F >>
2. WQWQ-F
3. WCXT-F
4. WKBZ-F
5. WSNX-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WKJR	1520	Muskegon Heights	.5/2.3
WMUS	1090	Muskegon	1.4/3.8
WBBM	780	Chicago	.5/2.7
WGRD-F	97.9	Grand Rapids	2.7/8.2
WJFM-F	93.7	Grand Rapids	.9/2.9
WKLQ-F	94.5	Holland	2.3/11.2
WKMM	1140	Kentwood	1.8/3.4
WLAV-F	96.9	Grand Rapids	2.7/7.4
WOOD-F	105.7	Grand Rapids	.5/3.9

RADIO STATIONS

WKBZ	, 850,	1 KW (DA-1),	MOR/AC	ABC I,	\$See FM	(Roslin)	F. Tascone
WCXT-F,	105.3,	100 KW @ 650,	AC		\$12.00	(K & P)	L. Nalley
WKBZ-F,	95.3,	2 KW @ 367,	AC	ABC I,	\$15.00	(Roslin)	F. Tascone
WLCS-F,	98.3,	3 KW @ 300,	Oldies		\$ NA	(K & P)	R. Crow
WQWQ-F,	101.7,	3 KW @ 300,	EZ		\$13.00	(Roslin)	W. Kuiper

WMUS, WSNX - See Grand Rapids in Spring 89 edition

NAPLES - MARCO ISLAND, FL

MSA Rank/Pop: 274/131,200
 ARB Rank/Pop: 212/113,700
 Market TSL: 23.75
 Average Person Ratings: 17.7

Diaries: 317/359:1
 Sample Target: 280
 % Below Line: 45.3
 % Not Listed: 17.4

Retail \$: 1.32 Bil
 FM Share: 81.32%
 Stations: 13/6

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		88	87		S89	S88	S87
1. WCVU-F	22/10.9	17.4	19.9	271	23.8	26.1	36.2
2. WNOG	21/10.4	10.1	12.0	188	16.5	15.9	18.6
3. WIXI-F	20/10.0	8.1	6.0	221	19.4	14.6	13.5
4. WAVV-F	17/ 8.5	8.7	---	178	15.7	11.2	---
WRXK-F	17/ 8.5	8.7	12.0	180	15.8	13.9	21.1
6. WHEW-F	16/ 8.0	10.1	3.6	150	13.2	12.6	5.9
WINK-F	16/ 8.0	5.4	8.4	166	14.6	16.1	18.2
8. WLAZ-F	12/ 6.0	6.0	6.6	201	17.7	16.9	23.4
9. WZOR	10/ 5.0	9.4	---	44	3.9	7.7	---
10. WSGL-F	8/ 4.0	2.0	11.4	157	13.8	8.4	21.1

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WNOG	1. WRXK-F	1. WIXI-F <	1. WNOG
2. WCVU-F	2. WCVU-F	2. WCVU-F	2. WCVU-F
3. WIXI-F <	3. WIXI-F	3. WRXK-F	3. WZOR
4. WINK-F	4. WAVV-F >	4. WNOG	WAVV-F
5. WRXK-F	5. WINK-F	5. WAVV-F	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WRXK-F >	1. WAVV-F	1. WCVU-F >
2. WLAZ-F	2. WRXK-F	2. WHEW-F
3. WAVV-F	3. WHEW-F	3. WNOG
WINK-F	4. WZOR	WAVV-F
5. WSGL-F	WINK-F	5. WIXI-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WC00-F	98.3	Immokalee	0/2.0
W00J	1440	LeHigh Acres	0/ .2

RADIO STATIONS

WNOG, 1270, 5 KW/2.5 KW (DA-N), NEWS/TALK	SMN, \$ 23.00 (Roslin)	Palmer	J. Eddens
WZOR, 1490, 1 KW, HISPANIC	CRC, \$ 10.00 (Caballero)		M. Ritchey
WIXI-F, 105.5, 1 KW @ 580, NOSTALGIA	SMN, \$ 16.00 (Torbet)		M. Wodlinger
WLAZ-F, 93.5, 3 KW @ 300, ??	US 1, \$ N/A (Roslin)		---
WSGL-F, 103.1, 2 KW @ 384, AC/OLDIES	, \$ 22.00 (Banner)		B. Michael

Other ranked stations -- See Ft. Myers

NEW BEDFORD - FALL RIVER, MA

MSA Rank/Pop: 230/169,700 (New Bdf. only) Diaries: 480/864:1
 ARB Rank/Pop: 84/414,700 Sample Target: 400
 Market TSL: 24.25 % Below Line: 65.6
 Average Person Ratings: 18.2 % Not Listed: 11.1

Retail \$: 4.0 Bil
 FM Share: 73.96%
 Stations: 36/8

12+ METRO	1/4/SHARE	FAL		SPG		METRO CUME	METRO CUME RATING			B I R C H		
		88	88	87	87		S89	S88	S87	SHR	AQH	CUME
1. WPRO-F	77/10.2	10.1	15.5	11.4	9.1	1026	24.7	33.6	25.5	16.6	123	1167
2. WHJY-F	71/ 9.4	8.6	9.0	9.2	8.4	785	18.9	17.2	21.6	11.1	82	707
3. WBSM	50/ 6.6	5.9	2.1	6.7	6.2	413	10.0	6.2	11.4	2.2	16	273
4. WLKW-F	44/ 5.8	4.1	6.6	10.6	8.6	501	12.1	13.8	17.3	6.5	48	475
5. WODS-F	39/ 5.2	3.3	4.8	2.2	---	477	11.5	11.3	---	3.2	24	416
6. WMYS-F	38/ 5.0	7.4	4.1	4.7	8.8	537	12.9	13.2	15.0	5.8	43	469
7. WWLI-F	30/ 4.0	3.4	3.3	3.8	3.1	332	8.0	8.9	10.2	1.8	13	215
8. WFHN-F	29/ 3.8	---	---	---	---	363	8.8	---	---	---	---	---

12+ AMD

1. WHJY-F
2. WPRO-F >
3. WBSM <
4. WMYS-F
5. WLKW-F

12+ MID

1. WHJY-F
2. WPRO-F
3. WLKW-F >
4. WMYS-F
5. WWLI-F

12+ PMD

1. WPRO-F
2. WHJY-F
3. WLKW-F
4. WODS-F
5. WMYS-F

12+ EVE

1. WBSM
2. WHJY-F
3. WPRO-F >
4. WODS-F
- 5.

ADULTS 18-34

1. WHJY-F >
2. WPRO-F >
3. WFHN-F
- 4.
- 5.

ADULTS 25-54

1. WODS-F
2. WPRO-F <
3. WHJY-F
4. WMYS-F
- 5.

ADULTS 35-64

1. WMYS-F
- WLKW-F
- WODS-F
4. WPRO-F
5. WWLI-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WALE	1400	Fall River	2.5/5.9
WARA	1320	Attleboro	1.2/3.4
WNBH	1340	New Bedford	1.3/6.1
WSAR	1480	Fall River	.4/3.1
WSNE-F	93.3	Taunton	2.4/8.4
WBCN-F	104.1	Boston	.4/3.0
WBOS-F	92.9	Brookline	.9/1.9
WBRU-F	95.5	Providence	1.3/5.6
WBZ	1030	Boston	1.5/5.1
WCAV-F	97.7	Brockton	1.6/2.5
WCIB-F	101.9	Falmouth	.7/2.4
WCRB-F	102.5	Watham	.4/2.7
WEEI	590	Boston	.8/3.5
WHDH	850	Boston	1.1/2.6
WHIM	1110	Providence	2.9/3.7
WHJJ	920	Providence	1.9/4.0
WJIB-F	96.9	Boston	1.6/4.7
WMJX-F	106.7	Boston	.7/3.1
WPLM	1390	Plymouth	0/ .3
WPRO	630	Providence	2.0/7.7
WRKO	680	Boston	1.1/2.9
WROR-F	98.5	Boston	.8/3.0
WVBF-F	105.7	Framington	.4/2.0
WNKX-F	106.3	Woonsocket	2.1/5.6
WXKS-F	107.9	Medford	2.0/4.4
WZLX-F	100.7	Boston	2.5/3.9
WZOU-F	94.5	Boston	2.5/9.0

RADIO STATIONS

WALE, 1400, 1 KW , TALK MBS, \$ 24.00 (Mc-Guild) (FALL RIVER) F. Battaglia
 WBSM, 1420, 5 KW/1 KW (DA-1) , NEWS/TALK NBC, \$ 27.00 (Christal) Sage (NEW BEDFORD) D. Shackett
 WFHN-F, 107.1, 3 KW @ 370, CHR , \$ 20.00 (Christal) Sage (FAIRHAVEN) A. Robinson

Other ranked stations -- See Providence or Boston in Spring 1989 Edition of American Radio

NEWBURGH - MIDDLETOWN, NY

MSA Rank/Pop: NA
 ARB Rank/Pop: 139/234,300
 Market TSL: 24.25
 Average Person Ratings: 18.7

Diaries: 463/506:1
 Sample Target: 400
 % Below Line: 75.8
 % Not Listed: 9.8

Retail \$: 2.03 Bil
 FM Share: 82.78%
 Stations: 29/5

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		88	87		S89	S88	S87
1. WHUD-F	68/15.5	---	---	545	23.3	---	---
2. WSPK-F	50/11.4	---	---	646	27.6	---	---
3. WPDH-F	48/11.0	---	---	534	22.8	---	---
4. WGNV-F	21/ 4.8	---	---	309	13.2	---	---
5. WKOJ-F	17/ 3.9	---	---	314	13.4	---	---
6. WALL	16/ 3.7	---	---	246	10.5	---	---
7. WXRK-F	14/ 3.2	---	---	230	9.4	---	---
WYNY-F	14/ 3.2	---	---	174	7.4	---	---
9. WCBS-F	12/ 2.7	---	---	195	8.3	---	---
WFAN	12/ 2.7	---	---	239	10.2	---	---

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>
1. WHUD-F >	1. WHUD-F	1. WHUD-F <	1. WSPK-F
2. WPDH-F	2. WPDH-F	2. WSPK-F	2. WHUD-F
3. WSPK-F	3. WSPK-F >>	3. WPDH-F	3. WPDH-F
4. WALL	4. WGNV-F	4.	4.
5. WXRK-F	5. WYNY-F	5.	5.

<u>ADULTS 18-34</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35-64</u>
1. WPDH-F	1. WSPK-F	1. WHUD-F >>
2. WSPK-F >	2. WPDH-F	2. WPDH-F
3. WXRK-F	3. WHUD-F	3. WSPK-F
4. WGNV-F	4. WGNV-F	4.
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGNV	1220	Newburgh	.7/2.7
WTSX-F	96.7	Port Jervis	1.4/2.9
WABC	770	New York	2.5/8.4
WBLS-F	107.5	New York	.5/3.0
WBNR	1260	Beacon	2.5/4.9
WCBS	880	New York	2.1/9.6
WCZX-F	97.7	Hyde Park	2.1/6.8
WELV-F	99.3	Ellenville	1.8/3.8
WHTZ-F	100.3	Newark	2.3/9.6
WINS	1010	New York	.5/2.0
WLTW-F	106.7	New York	2.3/4.9
WNEW	1130	New York	.5/2.1
WNEW-F	102.7	New York	1.6/7.9
WNSR-F	105.1	New York	1.1/5.5
WOR	710	New York	.5/2.8
WPLJ-F	95.5	New York	2.3/9.2
WQHT-F	97.1	New York	1.1/5.5
WQXR-F	96.3	New York	1.1/4.2

RADIO STATIONS

WALL, 1340, 1 KW	, MOR	UPI, MBS, \$ 29.00 (Katz)	(MIDDLETOWN)	S. MacWilliams
WGNV-F, 103.1, 3 KW @ 300, AC		, \$ N/A (---)	(NEWBURGH)	K. Gugliemi
WKOJ-F, 92.7, 3 KW @ 308, AOR (?)		UPI, \$ 33.00 (Katz)	(MIDDLETOWN)	S. MacWilliams

Other ranked stations -- See New York in Spring 1989 Edition or Poughkeepsie in this Edition.

NEW LONDON, CT

MSA Rank/Pop: 169/260,900
 ARB Rank/Pop: 148/212,500
 Market TSL: 21.25
 Average Person Ratings: 16.5

Diaries: 432/492:1
 Sample Target: 400
 % Below Line: 37.7
 % Not Listed: 20.3

Retail \$: 1.97 Bil
 FM Share: 77.78%
 Stations: 23/7

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING			B I R C H		
		88	87		S89	S88	S87	SHR	AQH	CUME
1. WQGN-F	53/15.1	17.6	---	711	33.5	32.3	---	21.1	75	814
2. WWRX-F	34/ 9.7	12.4	---	474	22.3	26.6	---	13.0	46	476
3. WCTY-F	28/ 8.0	12.9	---	398	18.7	21.4	---	9.6	34	413
4. WTYD-F	19/ 5.4	7.1	---	331	15.6	18.4	---	5.9	21	301
5. WICH	18/ 5.1	6.8	---	242	11.4	10.1	---	3.7	13	295
6. WNLC	13/ 3.7	1.5	---	192	9.0	7.0	---	1.1	4	103
WVVE-F	13/ 3.7	3.8	---	220	10.4	10.4	---	3.4	12	168
8. WDRC-F	12/ 3.4	1.5	---	226	10.6	8.2	---	3.7	13	158
WNCH-F	12/ 3.4	2.6	---	245	11.5	7.4	---	3.4	12	312
WTIC	12/ 3.4	2.6	---	107	6.0	8.6	---	2.0	7	218

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WQGN-F >	1. WQGN-F	1. WQGN-F >	1. WQGN-F >
2. WWRX-F	2. WWRX-F	2. WWRX-F	2. WWRX-F >>
3. WCTY-F	3. WCTY-F	3. WCTY-F >	3. WKSS-F
4. WICH	4. WTYD-F	4. WTYD-F	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WQGN-F >	1. WWRX-F <	1. WCTY-F >
2. WWRX-F >>	2. WQGN-F >	2. WTYD-F
3. WHCN-F	3. WCTY-F	WWRX-F
4. WDRC-F	4. WTYD-F	4. WICH
5.	5.	WQGN-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WSUB	980	Groton	.9/2.9
WAAF-F	107.3	Worcester	3.1/5.6
WCBS	880	New York	2.0/10.2
WCCC-F	106.9	Hartford	1.4/6.5
WERI	1230	Weslerly	.6/1.9
WFAN	660	New York	.9/3.7
WIOF-F	104.1	Waterbury	1.1/4.1
WKSS-F	95.7	Hartford	2.0/8.0
WOR	710	New York	1.1/2.0
WPLR-F	99.1	New Haven	.9/3.6
WRCH-F	100.5	New Britain	2.0/5.7
WTIC-F	1080	Hartford	.9/5.0
WVYZ-F	92.5	Waterbury	1.7/6.9

RADIO STATIONS

WICH, 1310, 5 KW (DA-2)	, AC	, \$ N/A (Torbet)	Hall (NORWICH)	R. Reed
WNLC, 1510, 10 KW/5 KW (DA)	, MOR	CBS, \$ N/A (Mc-Guild)		R. Elder
WCTY-F, 97.7, 3 KW @ 300, COUNTRY		ABC-F, \$ N/A (Torbet)	Hall (NORWICH)	K. Dole
WQGN-F, 105.5, 3 KW @ 275, CHR		, \$ N/A (Eastman)	Hartstone-Dick. (GROTON)	S. Wodlinger
WTYD-F, 100.9, 3 KW @ 330, SOFT AC		, \$ N/A (Mc-Guild)		R. Elder
WVVE-F, 102.3, 3 KW @ 300, AC		, \$ 20.00 (HNWH)	(STONINGTON)	D. Quinn

Other ranked stations -- See Providence or Hartford in Spring 1989 Edition of American Radio

NORTHWEST MICHIGAN, MI
(Traverse City - Petoskey - Charlevoix)

MSA Rank/Pop:
ARB Rank/Pop: 226/103,400
Market TSL: 24.0
Average Person Ratings: 18.6

Diaries: 290/ :1
Sample Target: 315
% Below Line: 2.1
% Not Listed: 17.7

Retail \$:
FM Share: 96.2
Stations: 12/11

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING			B I R C H		
		88	87		S89	S88	S87	SHR	AQH	CUME
1. WKHQ-F	35/18.2	18.1	18.2	451	43.6	37.3	37.6	18.0	22	269
2. WTCM-F	27/14.1	14.6	10.7	246	23.8	19.2	18.9	2.5	3	66
3. WMBN-F	26/13.5	8.8	8.0	238	23.0	17.3	18.4	14.8	18	154
4. WLDR-F	16/ 8.3	8.2	1.6	198	19.1	13.1	7.6	---	---	---
5. WJML-F	10/ 5.2	4.1	8.6	175	16.9	12.9	22.0	9.0	11	158
WKPK-F	10/ 5.2	7.0	5.3	226	21.9	17.0	21.3	10.7	13	151
7. WKLT-F	9/ 4.7	6.4	8.0	159	15.4	10.6	18.1	2.5	3	20
8. WCCW-F	8/ 4.2	8.2	10.7	135	13.1	13.9	18.8	---	---	---
9. WTCM	6/ 3.1	2.3	.5	246	10.8	9.7	6.5	---	---	6
10. WMKC-F	4/ 2.1	3.5	3.2	59	5.7	5.7	7.5	6.6	8	78

12+ AMD

1. WKHQ-F
2. WTCM-F <
3. WMBN-F
4. WLDR-F
- 5.

12+ MID

1. WKHQ-F
- WTCM-F
3. WMBN-F
4. WLDR-F
- 5.

12+ PMD

1. WKHQ-F
2. WMBN-F
3. WTCM-F >
4. WLDR-F
- 5.

12+ EVE

1. WKHQ-F >
2. WMBN-F >
3. WJML-F
- 4.
- 5.

ADULTS 18-34

1. WKHQ-F >>
2. WTCM-F
3. WKPK-F
- WLDR-F
5. WKLT-F

ADULTS 25-54

1. WTCM-F
2. WKHQ-F
3. WLDR-F >
4. WCCW-F
- WKLT-F

ADULTS 35-64

1. WTCM-F
2. WMBN-F >
3. WKHQ-F
4. WLDR-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WLTO-F	103.9	Harbor Springs	1.6/6.6
WGFM-F	105.1	Cheboygan	2.1/4.0

RADIO STATIONS

WTCM, 580, 5 KW/500 W (DA-2) , SEE WTCM-F

(TRAVERSE CITY)

WCCW-F, 92.1, 3 KW @ 251, AC/OLDIES
WMKC-F, 102.9, 100 KW @ 370, COUNTRY
WJML-F, 98.9, 100 KW @ 800, AC
WKHQ-F, 105.9, 100 KW @ 900, CHR

ABC-E, \$ 14.00 (Durpetti) (TRAVERSE CITY) H. Payne
ABC-I, \$ 12.00 (Patt) (ST. IGNACE) T. Ahlborn
 , \$ 18.00 (HNWH) (PETOSKY) D. Dexter
ABC-C, \$ 23.00 (Mc-Guild) Midwest Family (CHARLEVOIX) T. Moore

WKLT-F, 97.7, 1 KW @ 500, AOR
WKPK-F, 106.7, 100 KW @ 570, CHR
WLDR-F, 101.9, 100 KW @ 590, AC
WMBN-F, 96.3, 100 KW @ 980, EZ
WTCM-F, 103.5, 100 KW @ 1000, COUNTRY

SOURCE, \$ 10.00 (Unirep) (KALKASKA) R. Box
US 1, \$ 12.00 (Michigan Spot) (GAYLORD) J. DeGrout
US 2, \$ 14.00 (K & P) (TRAVERSE CITY) D. Wiitala
MBS, \$ 17.00 (Christal) MacDonald (PETOSKY) P. MacDonald
ABC-I, \$ 18.00 (Katz) (TRAVERSE CITY) R. Biederman

ODESSA-MIDLAND, TX

MSA Rank/Pop:

Midland: 307/114,700

Odessa: 269/131,700

ARB Rank/Pop: 154/202,500

Market TSL: 24.25

Average Person Ratings: 18.0

Diaries: 412/492:1

Sample Target: 380

% Below Line: 0

% Not Listed: 8.8

Retail \$: 2.62 Bil

FM Share: 86.49%

Stations: 16/16

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING			B I R C H		
		88	87		S89	S88	S87	SHR	AQH	CUME
1. KNFM-F	62/17.0	10.3	12.8	603	29.8	21.4	23.9	14.4	51	563
2. KODM-F	49/13.4	16.1	16.8	467	23.1	29.6	23.5	11.6	41	559
3. KWES-F	36/ 9.9	13.5	14.3	529	26.1	24.4	29.2	9.6	34	430
4. KBAT-F	35/ 9.6	8.3	12.5	407	20.1	19.2	14.8	19.5	69	572
5. KGEE-F	23/ 6.3	10.6	8.8	231	11.4	16.3	13.3	5.6	20	303
6. KCHX-F	22/ 6.0	--	--	258	12.7	--	--	11.6	41	410
7. KWMJ-F	20/ 5.5	7.8	8.5	281	13.9	13.3	16.2	1.1	4	181
8. KQIP-F	17/ 4.7	2.9	6.1	223	11.0	9.8	12.0	5.9	21	201
9. KKKK-F	15/ 4.1	.6	--	193	9.5	5.0	--	2.3	8	93
10. KMND	12/ 3.3	3.4	1.2	75	3.7	4.9	2.3	--	--	28
11. KCRS	10/ 2.7	3.4	3.7	145	7.2	7.7	9.5	2.0	7	122
12. KIOL-F	9/ 2.5	3.2	2.1	189	9.3	5.8	3.1	.3	1	72
KNDA	9/ 2.5	9.2	3.7	116	5.7	8.4	6.2	1.1	4	182

12+ AMD

1. KNFM-F
2. KODM-F >
3. KWES-F <
4. KBAT-F
- 5.

12+ MID

1. KNFM-F
2. KODM-F >
3. KBAT-F
4. KGEE-F
- 5.

12+ PMD

1. KNFM-F
2. KODM-F >
3. KBAT-F
4. KWES-F
- 5.

12+ EVE

1. KWES-F
2. KNFM-F
3. KCHX-F
4. KODM-F
5. KBAT-F

ADULTS 18-34

1. KNFM-F
- KODM-F
3. KBAT-F >
4. KWES-F >
5. KCHX-F

ADULTS 25-54

1. KNFM-F >
2. KODM-F >
3. KBAT-F
4. KQIP-F
5. KGEE-F

ADULTS 35-64

1. KNFM-F >
2. KGEE-F
3. KQIP-F
4. KODM-F
5. KWMJ-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KJBC	1150	Midland	2.2/4.3
KOYL	1310	Odessa	.8/1.7
KRIL	1410	Odessa	.8/3.6

RADIO STATIONS

KCRS, 550, 5 KW/1 KW (DA-2), COUNTRY
KMND, 1510, 500 W (DAYS), OLDIES

UPI, \$ 12.00 (Mc-Guild)
ABC-I, \$ 7.00 (Banner)

Bakke
P. Humes
K. Cooper

KBAT-F, 93.3, 100 KW @ 500, AOR
KCHX-F, 106.7, 100 KW @ 613, ??
KGEE-F, 99.9, 100 KW @ 500, COUNTRY
KIOL-F, 100.3, 100 KW @ 950, ??
KQIP-F, 99.1, 100 KW @ 410, RELIGION
KNFM-F, 92.3, 100 KW @ 985, COUNTRY
KODM-F, 97.9, 100 KW @ 360, AC (?)
KQIP-F, 96.9, 100 KW @ 500, AC
KWES-F, 102.1, 100 KW @ 970, CHR
KWMJ-F, 103.3, 100 KW @ 920, EZ

, \$ 16.00 (Katz)
, \$ N/A (---)
, \$ 20.00 (Republic)
, \$ 14.00 (Target)
, \$ 8.00 (Walton)
, \$ 24.00 (Banner)
, \$ 23.00 (HNWH)
SMN, \$ 16.00 (Target)
, \$ 25.00 (Christal)
, \$ 16.00 (Mc-Guild)

B. Hicks

Amer. Gen'l. (MONAHANS) J. Lovell
(LAMESA) W. Bundy
McClure P. George
Bakke K. Cooper
F. Hall
R. Eisner
Rusk (MONAHANS) M. Dearoff
P. Humes

OWENSBORO, KY

MSA Rank/Pop: 331/87,400
 ARB Rank/Pop: 251/71,400
 Market TSL: 21.5
 Average Person Ratings: 15.3

Diaries: 273/261:1
 Sample Target: 250
 % Below Line: 49.5
 % Not Listed: 7.3

Retail \$: .74 Bil
 FM Share: 87.13%
 Stations: 8/3

12+ METRO	1/4/SHARE	SPG	SPG	METRO CUME	METRO CUME RATING		
		88	87		S89	S88	S87
1.	WSTO-F 37/33.9	34.3	33.9	326	45.7	46.1	48.1
2.	WBKR-F 34/31.2	35.2	30.6	363	50.8	49.7	46.9
3.	WVJS 11/10.1	5.6	13.2	216	29.8	26.3	32.1
4.	WIKY-F 8/ 7.3	6.5	5.8	76	10.6	13.5	11.1
	WKDQ-F 8/ 7.3	5.6	6.6	111	15.5	17.0	16.1
6.	WOMI 2/ 1.8	2.8	3.3	69	9.7	10.8	12.1

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>
1. WBKR-F >>	1. WBKR-F >	1. WBKR-F <	1. WSTO-F >>
2. WSTO-F >	2. WSTO-F >>	2. WSTO-F	2. WBKR-F
3. WVJS >	3. WKDQ-F	3.	3.
4. WIKY-F	4. WVJS	4.	4.
5. WKDQ-F	5.	5.	5.

<u>ADULTS 18-34</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35-64</u>
1. WSTO-F >>	1. WBKR-F	1. WBKR-F >>
2. WBKR-F	2. WSTO-F >>	2. WIKY-F
3.	3. WVJS	3. WVJS
4.	4. WKDQ-F	4. WKDQ-F
5.	5.	5. WSTO-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGBF	1280	Evansville	0/ .4
WGBF-F	103.1	Henderson	.9/5.9

RADIO STATIONS

WOMI, 1490, 1 KW	, COUNTRY	NBC, \$ 15.00 (---)	D. Murray
WVJS, 1420, 5 KW/1 KW (DA-2)	, MOR	ABC-C, \$ 17.00 (Republic)	L. Norcia

Other ranked stations -- See Evansville in Spring 1989 Edition of American Radio

PALM SPRINGS, CA

MSA Rank/Pop: NA
 ARB Rank/Pop: 188/146,200
 Market TSL: 25.25
 Average Person Ratings: 18.9

Diaries: 331/442:1
 Sample Target: 300
 % Below Line: 1.8
 % Not Listed: 15.2

Retail \$: NA
 FM Share: 68.08%
 Stations: 18/16

12+ METRO	1/4/SHARE	FALL	SPG	FALL	SPG	METRO CUME	METRO CUME RATING			
		88	88	87	87		S89	S88	S87	
1. KUNA	31/11.2	4.1	7.9	10.0	1.0	148	10.1	10.8	5.3	
2. KCMJ-F	27/ 9.7	14.9	12.4	6.1	2.9	310	21.2	19.0	12.0	
3. KDES-F	22/ 7.9	4.5	8.7	10.0	14.8	66	19.1	23.4	34.6	
	KPLM-F	22/ 7.9	12.7	6.2	11.5	8.1	240	16.4	17.3	17.1
5. KCHV-F	21/ 7.6	5.2	8.7	6.1	5.2	188	12.9	9.1	10.7	
	KWXY-F	21/ 7.6	9.7	12.0	13.4	13.3	197	13.5	18.7	18.0
7. KPSI-F	19/ 6.9	9.7	6.6	13.4	19.5	264	18.1	20.3	33.2	
8. KCMJ	18/ 6.5	6.0	4.1	2.7	3.8	129	8.8	9.7	8.5	
9. KBZT-F	12/ 4.3	4.1	5.4	3.1	--	118	8.1	10.3	--	
	KPSI	12/ 4.3	4.5	3.3	1.9	4.3	159	10.9	6.1	6.0
11. KVIM	10/ 3.6	3.0	3.3	4.6	3.3	105	7.2	7.8	7.3	
12. KEZN-F	9/ 3.2	5.2	7.4	3.1	4.8	98	6.7	12.8	9.4	

12+ AMD

1. KUNA
2. KCMJ-F
3. KCMJ
4. KDES-F
KWXY-F

12+ MID

1. KCHV-F
2. KPLM-F
3. KUNA <
4. KDES-F <
5. KWXY-F

12+ PMD

1. KDES-F
2. KCMJ-F <
3. KCHV-F
KPLM-F
5. KUNA

12+ EVE

1. KUNA >
2. KPSI-F
3. KPLM-F
KCMJ-F
5. KWXY-F

ADULTS 18-34

1. KUNA
2. KCMJ-F
3. KCHV-F >>
4. KPSI-F
- 5.

ADULTS 25-54

1. KDES-F
2. KCHV-F
3. KUNA
4. KPLM-F >
5. KCMJ

ADULTS 35-64

1. KDES-F
2. KCMJ
KPLM-F >
4. KUNA
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KDES	920	Palm Springs	0/4.5
KNWZ	1270	Palm Desert	1.4/5.5
KROR-F	106.9	Yucca Valley	.7/4.4
KWXY	1340	Cathedral City	0/3.0
KLOS-F	95.5	Los Angeles	1.1/5.7
KTWV-F	94.7	Los Angeles	.7/2.9

RADIO STATIONS

KCMJ, 1140,	10 KW/2.5 KW (DA-N),	COUNTRY	CBS, \$ 14.00 (Mc-Guild)	S. Kimer
KPSI, 1440,	1 KW	, TALK	ABC-I, \$ 15.00 (Christal)	R. Supple
KUNA, 1400,	1 KW	, HISPANIC	CRC, \$ 14.00 (Katz)	T. Ayers
KVIM, 970,	5 KW/1 KW	, HISPANIC	, \$ 12.00 (Lotus)	S. Gorges
KBZT-F, 96.7,	650 W @ 578,	OLDIES	TRNSTR, \$ 14.00 (K & P)	(LA QUINTA) E. Kibby
KCHV-F, 93.7,	26 KW @ 680,	CLASSIC AOR	, \$ N/A (Republic)	(COACHELLA) S. Gorges
KCMJ-F, 92.7,	1 KW @ 578,	AC	, \$ 16.00 (Mc-Guild)	(INDIO) ---
KDES-F, 104.7,	42 KW @ 540,	AC	, \$ 36.00 (HNWH)	J. Tourtelot
KEZN-F, 103.1,	640 W @ 590,	EZ	MBS, \$ 17.00 (Torbet)	L. Ward
KPLM-F, 106.1,	50 KW @ 392,	SOFT AC	APR, \$ 28.00 (Katz)	J. Keye
KPSI-F, 100.9,	3 KW @ 300,	CHR	, \$ 28.00 (Christal)	R. Supple
KWXY-F, 98.5,	50 KW @ 500,	EZ	, \$ 19.00 (Eastman)	(CATHEDRAL CITY) G. Barnett

PANAMA CITY, FL

MSA Rank/Pop: 276/130,400
 ARB Rank/Pop: 219/108,600
 Market TSL: 23.25
 Average Person Ratings: 16.9

Diaries: 305/356:1
 Sample Target: 260
 % Below Line: 0
 % Not Listed: 14.1

Retail \$: .94 Bil
 FM Share: 93.67%
 Stations: 8/8

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING			B I R C H		
		88	87		S89	S88	S87	SHR	AQH	CUME
1. WPAP-F	39/21.2	13.5	23.9	359	33.1	24.8	35.7	22.8	42	351
2. WFSY-F	29/15.8	18.2	25.4	392	36.1	28.3	34.0	15.2	28	283
3. WPFM-F	28/15.2	25.7	16.7	317	29.2	36.1	33.0	22.8	42	394
4. WILN-F	23/12.5	8.1	2.9	193	17.8	16.8	10.7	11.4	21	214
5. WRBA-F	13/ 7.1	5.4	4.3	153	14.1	8.9	5.5	4.9	9	119
6. WGNE	10/ 5.4	7.4	8.7	112	10.3	12.9	12.7	6.0	11	113
7. WWZR-F	9/ 4.9	6.8	2.2	114	10.5	13.1	9.2	5.4	10	135
8. WPCF-F	7/ 3.8	---	---	87	8.0	---	---	.5	1	51

12+ AMD

1. WPAP-F
2. WFSY-F >
3. WPFM-F
4. WILN-F
5. WRBA-F

12+ MID

1. WFSY-F
2. WPAP-F
3. WILN-F
4. WPFM-F
- 5.

12+ PMD

1. WPAP-F
2. WPFM-F
3. WFSY-F <
4. WILN-F
- 5.

12+ EVE

1. WPFM-F
2. WPAP-F >
3. WILN-F
4. WPCF-F
5. WFSY-F

ADULTS 18-34

1. WPFM-F
2. WFSY-F >
- WILN-F
4. WPAP-F
5. WRBA-F

ADULTS 25-54

1. WFSY-F
2. WPAP-F
3. WILN-F
4. WPFM-F
5. WRBA-F

ADULTS 35-64

1. WPAP-F >>
2. WFSY-F >
3. WGNE >
4. WILN-F
- WRBA-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING/

NONE

RADIO STATIONS

WGNE, 590, 1.7 KW/2.5 KW (DA-N), EZ	ABC-I, \$ 10.00 (Torbet)	Woodfin	R. Sheffield
WFSY-F, 98.5, 100 KW @ 1050, OLDIES	ABC-D, \$ 28.00 (Torbet)	Woodfin	J. Broadus
WILN-F, 105.9, 50 KW @ 500, CLASSIC ROCK	, \$ 20.00 (Banner)		W. Bowman
WPAP-F, 92.5, 100 KW @ 1230, COUNTRY	, \$ 25.00 (Mc-Guild)		---
WPCF-F, 100.1, 2 KW @ 371, ??	, \$ N/A (---)		R. Wahlberg
WPFM-F, 107.9, 100 KW @ 840, CHR	, \$ 26.00 (Christal)	(SPRINGFIELD)	P. Bardach
WRBA-F, 95.9, 3 KW @ 300, SOFT AC	, \$ 13.00 (---)	(PORT ST. JOE)	R. Kight
WWZR-F, 94.5, 100 KW @ 991, AOR (?)	SMN, \$ 15.00 (Roslin)		

PARKERSBURG-MARIETTA, WV-OH

MSA Rank/Pop: 240/154,600
 ARB Rank/Pop: 197/129,000
 Market TSL: 22.5
 Average Person Ratings: 16.8

Diaries: 396/326:1
 Sample Target: 330
 % Below Line: 4.1
 % Not Listed: 12.9

Retail \$: 1.0 Bil
 FM Share: 80.42%
 Stations: 13/10

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		88	87		S89	S88	S87
1. WNUS-F	47/21.7	15.9	12.7	427	33.1	25.9	26.4
2. WXIL-F	37/17.1	28.0	28.5	517	40.1	42.9	42.5
3. WXXK-F	30/13.8	16.9	14.5	280	21.7	31.3	23.6
4. WEYQ-F	15/ 6.9	8.5	7.3	268	20.8	19.7	12.6
5. WKYG	13/ 6.0	4.2	8.5	167	12.9	12.1	16.2
6. WADC	10/ 4.6	3.7	6.1	124	9.6	9.6	9.3
WMGP-F	10/ 4.6	10.6	7.3	194	15.0	18.4	13.2
8. WMOA	9/ 4.1	3.2	1.2	114	8.8	7.0	4.3

12+ AMD

1. WXIL-F <
2. WNUS-F >
3. WXXK-F >
4. WEYQ-F
- 5.

12+ MID

1. WNUS-F >
2. WXIL-F <
3. WXXK-F >>
4. WMGP-F <
5. WADC

12+ PMD

1. WNUS-F
2. WXIL-F >
3. WXXK-F >
4. WEYQ-F
5. WADC

12+ EVE

1. WNUS-F
2. WXIL-F
3. WXXK-F
4. WEYQ-F
- 5.

ADULTS 18-34

1. WXIL-F >
2. WNUS-F
3. WXXK-F >
4. WEYQ-F
- 5.

ADULTS 25-54

1. WNUS-F
2. WXIL-F
3. WXXK-F >>
4. WMGP-F
5. WKYG

ADULTS 35-64

1. WNUS-F >>
2. WXIL-F
3. WXXK-F
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDMX-F	100.1	Vienna/Parkrsbrg	1.8/4.1
WLTP	1450	Parkersburg	2.3/5.9
WRRR-F	93.9	St. Marys	1.4/7.9
WRZZ-F	106.1	Ravenswood	1.4/6.0
WTCR-F	103.3	Huntington	1.4/3.0

RADIO STATIONS

WADC, 1050, 5 KW/143 W	, NOST.	MBS, CBS, \$ 14.00 (Regional Reps)	D. Milhoan
WKYG, 1230, 1 KW (DA-1)	, COUNTRY	ABC-E, \$ 13.00 (Mc-Guild)	J. Beard
WMOA, 1490, 1 KW	, EZ	, \$ 25.00 (Regional Reps)	Fritz (MARIETTA) J. Wharff
WEYQ-F, 94.3, 3 KW @ 200, AC/OLDIES		, \$ 11.00 (Savalli)	(MARIETTA) G. Siegfried
WMGP-F, 99.3, 3 KW @ 210, AC		, \$ 17.00 (---)	D. Milhoan
WNUS-F, 107.1, 2 KW @ 370, COUNTRY		, \$ 22.00 (Dome)	Somerset (BELPRE) L. Petronio
WXIL-F, 95.1, 50 KW @ 500, CHR		, \$ 18.00 (Katz)	Burbach ---
WXXK-F, 103.1, 730 W @ 556, COUNTRY		ABC-E, \$ 15.00 (Mc-Guild)	Fritz J. Beard

PASCAGOULA-HOSS POINT, MS

MSA Rank/Pop: 277/129,600
 ARB Rank/Pop: 228/101,900
 Market TSL: 22.0
 Average Person Ratings: 16.8

Diaries: 284/359:1
 Sample Target: 280
 % Below Line: 61.4
 % Not Listed: 19.3

Retail \$: .63 Bil
 FM Share: 100%
 Stations: 16/3

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		88	87		S89	S88	S87
1. WKNN-F	28/16.4	15.2	19.9	288	28.3	23.1	30.0
2. WQID-F	22/12.9	9.9	16.6	311	30.5	28.4	33.8
3. WKKY-F	17/ 9.9	14.6	7.3	150	14.7	18.6	15.3
4. WZKX-F	14/ 8.2	15.9	4.6	201	19.7	23.2	13.3
5. WAVH-F	12/ 7.0	4.0	.7	148	14.5	8.3	2.5
6. WGUD-F	10/ 5.8	8.6	7.9	108	10.6	19.0	17.9
WBLX-F	10/ 5.8	4.0	7.9	126	12.4	9.7	13.8
8. WOSM-F	6/ 3.5	4.0	6.0	83	8.1	8.1	12.0

12+ AMD

1. WKNN-F
2. WKKY-F
3. WQID-F
4. WGUD-F
5. WZKX-F

12+ MID

1. WKNN-F >
2. WQID-F
- WAVH-F
- WGUD-F
5. WKKY-F

12+ PMD

1. WKNN-F >
2. WQID-F
3. WAVH-F
4. WZKX-F
5. WKKY-F

12+ EVE

1. WQID-F >
2. WKNN-F
3. WBLX-F
4. WZKX-F
- 5.

ADULTS 18-34

1. WQID-F >
2. WKNN-F
3. WZKX-F
- 4.
- 5.

ADULTS 25-54

1. WKNN-F >
2. WQID-F
3. WAVH-F
4. WKKY-F
- 5.

ADULTS 35-64

1. WKNN-F >
2. WKKY-F >
3. WGUD-F
- WAVH-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WABB-F	97.5	Mobile/Pensacola	2.9/14.0
WKRQ-F	99.9	Mobile	1.8/ 4.1
WKSJ-F	94.9	Mobile	.6/ 3.5
WMEZ-F	94.1	Pensacola	1.8/ 3.1
WTKI-F	102.3	Gulfport	2.9/ 5.3
WXLS-F	107.1	Gulfport	1.2/ 5.8

RADIO STATIONS

WGUD-F, 106.3,	2.3 KW @ 350,	Country	\$13.00	(---)		G. Murphy
WKKY-F, 104.9,	3 KW @ 223,	CHR	ABC R,	\$17.00	(K & P)	S. Farnham
WOSM-F, 103.1,	3 KW @ 328,	Religion (?)		\$10.00	(---)	(OCEAN SPRINGS) C. Cooper

Other ranked stations - See Biloxi in this edition or Mobile in Spring 1989 edition of American Radio

POUGHKEEPSIE, NY

MSA Rank/Pop: 170/260,700
 ARB Rank/Pop: 147/220,200
 Market TSL: 23.5
 Average Person Ratings: 18.0

Diaries: 426/517:1
 Sample Target: 400
 % Below Line: 33.1
 % Not Listed: 16.7

Retail \$: 1.71 Bil
 FM Share: 76.67%
 Stations: 22/8

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		88	87		S89	S88	S87
1. WSPK-F	55/13.9	19.0	13.5	678	30.8	35.4	32.0
2. WPDH-F	51/12.9	17.3	16.4	658	29.9	28.5	28.3
3. WHUD-F	49/12.4	11.0	11.6	491	22.3	18.6	25.7
4. WCZX-F	36/ 9.1	4.2	5.8	488	22.2	14.6	13.3
5. WKIP	23/ 5.8	4.2	7.9	267	12.1	9.0	13.1
6. WEOK	13/ 3.3	4.2	3.4	199	9.0	10.0	8.5
WGNA-F	13/ 3.3	.8	1.6	126	5.9	2.1	2.5

12+ AMD

1. WSPK-F <
2. WHUD-F >
3. WPDH-F
4. WCZX-F
5. WKIP

12+ MID

1. WPDH-F
2. WHUD-F
3. WCZX-F
4. WSPK
- 5.

12+ PMD

1. WPDH-F
2. WSPK-F
3. WCZX-F <
4. WHUD-F
- 5.

12+ EVE

1. WSPK-F >
2. WPDH-F >
3. WHUD-F
- 4.
- 5.

ADULTS 18-34

1. WPDH-F >>
2. WSPK-F
3. WCZX-F
- 4.
- 5.

ADULTS 25-54

1. WCZX-F <
2. WPDH-F
3. WSPK-F
- WHUD-F
- 5.

ADULTS 35-64

1. WHUD-F >>
2. WSPK-F
3. WCZX-F
- WKIP-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBNR	1260	Beacon	2.0/5.5
WHVW	950	Hyde Park	1.8/4.6
WMJV-F	105.5	Patterson	1.5/6.0
WABC	770	New York	2.5/6.9
WBPM-F	94.3	Kingston	1.8/5.6
WCBS	880	New York	1.8/9.4
WDST-F	101.1	Woodstock	.8/2.8
WFAN	660	New York	2.3/8.0
WGNY-F	103.1	Newburgh	1.3/5.7
WQHT-F	97.1	New York	1.0/3.3
WQXR-F	96.3	New York	2.0/4.2
WRKI-F	95.1	Brookfield	1.3/3.9
WRKS-F	98.7	New York	.5/3.0
WXRK-F	92.3	New York	1.0/3.5
WYNY-F	103.5	LK Success	1.3/4.6

RADIO STATIONS

WEOK	, 1190,	5 KW/106 W	, MOR	ABC D,	\$20.00	(Phillips)	M. Harris
WKIP	, 1450,	1 KW (DA-1)	, AC	ABC I,	\$19.00	(Katz)	
WHVW	, 950,	500 W/57 W	, MOR/Nostalgia	MBS,	\$23.00	(Andrews)	L. Kinney
WBNR	, 1260,	1 KW/500 W (DA-1),	Oldies	ABC E,	\$16.00	(HNWH)	R. Lessner
						(BEACON)	
WCZX-F,	97.7,	300 W @ 1030	, Classic Rock		\$33.00	(Katz)	H. Gregor
WPDH-F,	101.5,	4.5 KW @ 1560	, AOR	ABC R,	\$50.00	(Phillips)	M. Harris
WSPK-F,	101.7,	7.4 KW @ 1250	, CHR	ABC FM,	\$42.00	(HNWH)	R. Lessner
						(HYDE PARK)	

RAPID CITY, SD

MSA Rank/Pop: 340/78,500
 ARB Rank/Pop: 241/81,800
 Market TSL: 23.5
 Average Person Ratings: 18.2

Diaries: 307/266:1
 Sample Target: 250
 % Below Line: 1.3
 % Not Listed: 10.7

Retail \$: .68 Bil
 FM Share: 61.65%
 Stations: 11/10

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		88	87		S89	S88	S87
1. KGGG-F	38/25.5	22.8	25.0	345	42.2	34.1	42.9
2. KSQY-F	19/12.8	14.0	11.2	169	20.7	21.9	17.1
3. KKLS	16/10.7	4.4	7.8	148	18.1	14.3	15.4
4. KKMK-F	13/ 8.7	8.1	10.3	163	19.9	25.1	21.3
5. KIMM	11/ 7.4	12.5	13.8	147	18.0	25.1	19.3
KOTA	11/ 7.4	6.6	9.5	190	23.2	18.9	25.6
7. KTOQ	8/ 5.4	6.6	5.2	109	13.3	13.7	15.2
8.							

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>
1. KGGG-F >>	1. KGGG-F >	1. KGGG-F >	1. KGGG-F >>
2. KOTA	2. KSQY-F	2. KSQY-F >	2.
3. KKLS	3. KIMM	3. KKLS	3.
4. KKMK-F	KKLS	KKMK-F	4.
5. KSQY-F	5. KKMK-F	5.	5.

<u>ADULTS 18-34</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35-64</u>
1. KGGG-F >	1. KKLS	1. KKLS >>
2. KSQY-F >>	2. KGGG-F	2. KOTA
3. KKMK-F	3. KKMK-F	3. KEZV-F
4.	KSQY-F	4.
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KRCS-F	93.1	Sturgis	2.0/9.4
KSLT-F	107.3	Spearfish	1.3/4.6

RADIO STATIONS

KBHB, 810, 25 KW (DAYS)	, COUNTRY	UPI, \$ 12.00 (K & P)	(STURGIS)	D. Caldwell
KIMM, 1150, 5 KW/27 W	, COUNTRY	ABC-E, \$ 21.00 (Christal)	Ingstad	R. Hanson
KKLS, 920, 5 KW/100 W (DAYS)	, MOR	US 2, TRANSTR, \$ 14.00 (Mc-Guild)	S. Minn.	R. Currier
KOTA, 1380, 5 KW (DA-N)	, AC	CBS, MBS, \$ 13.00 (Katz)		W. Duhamel
KTOQ, 1340, 1 KW	, COUNTRY	NBC, \$ 15.00 (K & P)		T. Kerns
KEZV-F, 101.1, 85 KW @ 1600, EZ/SOFT AC		APR, \$ 9.00 (---)	(SPEARFISH)	M. Herrick
KGGG-F, 100.3, 100 KW @ 450, CHR		ABC-R, \$ 26.00 (Christal)	Ingstad	R. Hanson
KKMK-F, 93.9, 100 KW @ 650, ??		CNN, SOURCE, \$ 17.00 (Mc-Guild)	S. Minn.	R. Currier
KSQY-F, 95.1, 100 KW @ 1707, AOR		, \$ 14.00 (Torbet)	(DEARWOOD)	C. McNeil

READING, PA

MSA Rank/Pop: 145.324,600
 ARB Rank/Pop: 127/279,600
 Market TSL: 24.0
 Average Person Ratings: 18.1

Diaries: 461/606:1
 Sample Target: 400
 % Below Line: 46.0
 % Not Listed: 11.1

Retail \$: 2.63 Bil
 FM Share: 70.67%
 Stations: 26/5

12+ METRO	1/4/SHARE	FAL		SPG		METRO CUME	METRO CUME RATING			B I R C H		
		88	88	87	87		S89	S88	S87	SHR	AQH	CUME
1. WRFY-F	100/19.8	16.8	22.1	13.5	16.3	1075	38.4	37.7	33.7	23.8	112	1105
2. WEEU	54/10.7	11.2	11.4	10.0	8.0	599	21.4	24.4	21.9	7.9	37	459
3. WRW	39/ 7.7	5.0	7.7	9.4	6.6	413	14.8	13.9	14.2	7.2	34	331
4. WMMR-F	29/ 5.7	4.3	5.4	5.5	7.8	397	14.2	10.8	13.7	6.6	31	468
5. WYSP-F	24/ 4.7	5.8	6.9	4.8	5.7	406	14.5	14.3	14.5	7.7	36	452
6. WIOV-F	23/ 4.5	8.0	3.9	4.1	6.6	367	13.1	8.6	11.6	4.5	21	330
7. WAGO	22/ 4.3	3.9	3.9	4.6	5.7	323	11.6	11.6	11.6	1.5	7	228
8. WEAZ-F	21/ 4.2	4.3	2.6	5.2	4.7	361	12.9	7.1	8.8	3.6	17	311
9. WFLN-F	17/ 3.4	1.3	.9	.7	.6	164	5.9	2.9	4.2	2.1	10	90
10. KYW	14/ 2.8	2.4	2.4	2.2	1.7	311	11.1	7.7	11.4	1.5	7	320

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WRFY-F >	1. WRFY-F >>	1. WRFY-F >>	1. WRFY-F >
2. WEEU >	2. WEEU >	2. WEEU	2. WIOV-F
3. WRW	3. WRW >	3. WRW	3. WEEU
4. WMMR-F	4. WEAZ-F <	4. WMMR-F	4. WNCE-F
5. WYSP-F	5. WNCE-F	5.	5. WYSP-F

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WRFY-F >>	1. WRFY-F >>	1. WRFY-F >
2. WYSP-F	2. WEEU	2. WEEU
3. WMMR-F	WMMR-F	3. WRW
4.	4. WAGO	4.
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBYO-F	107.5	Boyertown	.4/3.9
WAEB	790	Allentown	.6/2.5
WAEB-F	104.1	Allentown	1.6/4.9
WDAC-F	94.5	Lancaster	1.2/2.6
WEGX-F	106.1	Philadelphia	2.4/9.3
WFMZ-F	100.7	Allentown	1.2/4.1
WHP-F	97.3	Harrisburg	.4/2.5
WKSZ-F	100.3	Media	.6/3.7
WMGK-F	102.9	Philadelphia	1.4/3.9
WNCE-F	101.3	Lancaster	1.0/2.7
WUGL-F	98.9	Philadelphia	2.0/7.5
WSNI-F	104.5	Philadelphia	1.8/6.0
WWDB-F	96.5	Philadelphia	1.8/3.9
WXTU-F	92.5	Philadelphia	1.0/5.2
WZZO-F	95.1	Bethlehem	1.6/3.4

RADIO STATIONS

WAGO	, 1240,	1 KW	, Oldies	APR,	\$ NA	(HNWH)	J. Weinlein
WEEU	, 850,	1 KW (DA-N)	, MOR	ABC E,	\$ NA	(Mc-Guild)	R. Schipp
WRW	, 1340,	1 KW	, MOR	CBS,	\$ NA	(Torbet)	T. Franco
WBYO-F,	107.5,	30 KW @ 610	, Religion	APR,	\$ NA	(---)	D. Hendricks
WRFY-F,	102.5,	15 KW @ 820	, CHR		\$47.00	(Torbet)	T. Franco

Other ranked stations - See Philadelphia or Lancaster in Spring '89 edition

REDDING, CA

MSA Rank/Pop: 259/138,700
 ARB Rank/Pop: 208/115,400
 Market TSL: 21.0
 Average Person Ratings: 15.3

Diaries: 307/376:1
 Sample Target: 290
 % Below Line: 9.0
 % Not Listed: 19.8

Retail \$: .91 Bil
 FM Share: 80.99%
 Stations: 12/9

12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME S89	RATING S88	S87
1. KNCQ-F	33/18.6	20.0	13.0	293	25.4	26.8	18.5
2. KEWB-F	25/14.1	27.3	29.0	299	25.9	27.3	29.0
3. KSHA-F	24/13.6	14.2	4.1	230	19.9	17.5	13.4
4. KQMS	15/ 8.5	6.5	10.4	213	18.5	12.1	15.9
5. KARZ-F	13/ 7.3	9.7	7.8	217	18.8	16.5	15.2

12+ AMD

1. KNCQ-F >
2. KQMS
3. KEWB-F >
4. KSHA-F
5. KARZ-F

12+ MID

1. KNCQ-F >
2. KSHA-F >
3. KEWB-F <
4. KARZ-F
- 5.

12+ PMD

1. KNCQ-F
2. KEWB-F
3. KSHA-F >
4. KARZ-F
- 5.

12+ EVE

1. KEWB-F >
2. KNCQ-F >
3. KQMS
- KSHA-F
- 5.

ADULTS 18-34

1. KNCQ-F
2. KEWB-F >
3. KARZ-F
- 4.
- 5.

ADULTS 25-54

1. KNCQ-F >>
2. KSHA-F
3. KEWB-F
4. KARZ-F
5. KQMS

ADULTS 35-64

1. KSHA-F
2. KNCQ-F
3. KQMS
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KDJQ-F	102.7	Red Bluff	2.3/9.0
KHTE	600	Redding	1.7/6.1
KLXR-F	1230	Redding	2.3/6.5
KRDG	1330	Redding	2.8/6.8
KALF-F	95.7	Red Bluff	3.4/5.8
KCEZ-F	100.7	Corning	2.3/6.8
KFMF	93.9	Chico	3.4/9.0

RADIO STATIONS

KQMS	, 1400,	1 KW	, MOR	ABC E,	\$16.00 (Katz)	John Price	G. Hill
KARZ-F,	106.1,	100 KW @ 2000	, AC		\$18.00 (Christal)	(BURNEY)	M. Martin
KEWB-F,	94.3,	3 KW @ 300	, CHR		\$21.00 (Torbet)	(ANDERSON)	H. Breck
KNCQ-F,	97.3,	28 KW @ 3500	, Country		\$29.00 (Durpetti)		C. McCarthy
KSHA-F,	104.3,	100 KW @ 1650	, AC	ABC D,	\$15.00 (Katz)	John Price	G. Hill

ROCHESTER, MN

MSA Rank/Pop: 322/10,000
 ARB Rank/Pop: 243/80,900
 Market TSL: 21.5
 Average Person Ratings: 16.3

Diaries: 262/309:1
 Sample Target: 250
 % Below Line: 2.9
 % Not Listed: 17.4

Retail \$: .93 Bil
 FM Share: 78.90%
 Stations: 14/7

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		88	87		S89	S88	S87
1. KROC-F	35/26.5	20.9	21.0	389	48.1	39.2	36.8
2. KWWK-F	14/10.6	6.4	4.0	130	16.1	13.2	12.4
3. KNXR-F	12/ 9.1	10.9	9.0	153	18.9	20.1	17.9
4. KRCH-F	9/ 6.8	8.2	12.0	176	21.8	23.1	30.0
	KROC	12.7	13.0	170	21.0	22.0	21.3
	KWEB	3.6	8.0	138	17.1	15.3	21.7
	KJJO-F	3.6	3.0	109	13.5	6.2	4.3
8. KOLM	4/ 3.0	9.1	1.0	52	6.4	9.3	2.4

12+ AMD	12+ MID	12+ PHD	12+ EVE
1. KROC-F >>	1. KROC-F >	1. KROC-F >>	1. KROC-F >>
2. KRCH-F	2. KWWK-F >	2. KWWK-F	2. KJJO-F
3. KNXR-F	3. KNXR-F	3. KNXR-F	3. KROC
KWWK-F	4. KRCH-F	4. KRCH-F	KWEB
5. KWEB	5.	5.	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. KROC-F >>	1. KROC-F >	1. KWWK-F
2. KRCH-F	2. KWWK-F >	2. KROC-F >
KJJO-F	3. KRCH-F	3. KNXR-F
4.	4. KROC	KWEB
5.	5.	5. KROC

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAUS-F	99.9	Austin	2.3/9.0
KEEY-F	102.1	St. Paul	.8/3.1
KQRS-F	92.5	Golden Valley	.8/6.7
WCCO	830	Minneapolis	.8/7.2
WIZM-F	93.3	La Crosse	.8/5.9
WLTE-F	102.9	Minneapolis	.8/6.4

RADIO STATIONS

KOLM	, 1520,	10 KW (DAYS),	?	MBS,	\$14.00	(Mc-Guild)		H. Bill
KROC	, 1340,	1 KW	MOR/AC	ABC I,	\$22.00	(Torbet)	So. Minn	G. Gentling
KWEB	, 1270,	5 KW/1KW (DA-2),	MOR/AC	NBC,	\$21.00	(HNWH)		C. Mahlman
KNXR-F,	97.5,	100 KW @ 600	EZ	ABC E,	\$12.00	(K & P)		T. Jones
KRCH-F,	101.7,	710 W @ 560	AC	NBC,	\$18.00	(HNWH)		C. Mahlman
KROC-F,	106.9,	100 KW @ 1110	CHR	Source,	\$30.00	(Torbet)	So. Minn	G. Gentling
KWWK-F,	96.5,	31 KW @ 623	Country	MBS,	\$18.00	(Mc-Guild)		H. Bill

KJJO - See Minneapolis in Spring '89 edition

ST. CLOUD, MN

MSA Rank/Pop: 219/179,000
 ARB Rank/Pop: 187/146,700
 Market TSL: 25.0
 Average Person Ratings: 19.2

Diaries: 384/382:1
 Sample Target: 340
 % Below Line: 38.7
 % Not Listed: 12.8

Retail \$: 1.63 Bil
 FM Share: 73.58%
 Stations: 20/9

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		88	87		S89	S88	S87
1. KCLD-F	46/16.3	13.5	16.5	527	35.9	34.2	30.3
2. WCCO	26/ 9.2	13.5	8.4	364	24.8	24.1	19.8
3. WWJO-F	25/ 8.9	9.3	8.9	241	16.4	16.4	18.6
4. WJON	22/ 7.8	11.0	6.8	280	19.1	24.2	18.7
5. KKS-R-F	19/ 6.7	---	---	213	14.5	---	---
6. KQQL-F	15/ 5.3	2.1	3.0	207	14.1	8.7	5.6
KSTP-F	15/ 5.3	5.1	3.4	184	12.5	14.3	10.2
8. KASH	14/ 5.0	4.6	11.0	118	8.0	8.6	12.1

12+ AHD

1. KCLD-F
2. WJON
3. WCCO
4. WWJO-F <
5. WSTP-F

12+ MID

1. KCLD-F
2. WWJO-F
3. WCCO
4. KKS-R-F
5. KSTP-F

12+ PMD

1. KCLD-F
2. WWJO-F
3. WCCO
4. KKS-R-F
5. KQQL-F

12+ EVE

1. KCLD-F >>
2. WCCO
3. WJON
- 4.
- 5.

ADULTS 18-34

1. KCLD-F >
2. KKS-R-F
3. KSTP-F
4. KQRS-F
- 5.

ADULTS 25-54

1. KCLD-F
2. KKS-R-F
3. KQQL-F
4. WWJO-F
- WCCO

ADULTS 35-64

1. WCCO
2. WWJO-F >
3. KCLD-F
4. WJON
5. KQQL-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCLD	1450	St. Cloud	.4/2.4
KMSR-F	94.3	Sauk Centre	.7/3.1
WHMH-F	101.7	Sauk Rapids	2.1/7.9
WVAL	660	Sauk Rapids	.7/3.3
KDWB-F	101.3	Richfield	1.4/6.0
KEEY-F	102.1	St. Paul	3.2/10.6
KJJO-F	104.1	St. Louis Park	1.8/5.2
KQIC-F	102.5	Willmar	1.4/3.3
KQRS	1440	Golden Valley	0/ .7
KQRS-F	92.5	Golden Valley	3.9/14.6
WLWL-F	99.5	Minneapolis	2.8/9.7
WLTE-F	102.9	Minneapolis	4.3/13.6

RADIO STATIONS

KASH	, 1150,	2.5 KW (DAYS),	Country		\$10.00	(---		
WJON	, 1240,	1 KW	MOR	ABC E,	\$19.00	(Tucker)	(ALBANY)	B. Gretsch J. Hansen
KCLD-F,	104.7,	100 KW @ 500,	CHR	ABC C/ABC I,	\$32.00	(Roslin)		C. Johnson
KKS-R-F,	96.1,	1 KW @ 300,	AC		\$13.00	(---		J. Geibel
WWJO-F,	98.1,	100 KW @ 470,	Country	ABC E,	\$19.00	(Tucker)		J. Hansen

Other ranked stations - See Minneapolis in Spring '89 edition

SAN ANGELO, TX

MSA Rank/Pop:
ARB Rank/Pop: 242/81,700
Market TSL: 21.75
Average Person Ratings: 15.8

Diaries: 249/ :1
Sample Target: 250
% Below Line: 0
% Not Listed: 11.6

Retail \$:
FM Share: 89.47%
Stations: 9/9

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		88	87		S89	S88	S87
1. KGKL-F	38/29.5	17.2	20.3	368	45.0	26.0	35.9
2. KIXY-F	23/17.8	30.2	32.5	300	36.5	39.7	44.2
3. KBIL-F	13/10.1	9.5	2.4	208	25.5	22.4	14.6
	KELI-F 13/10.1	13.8	7.3	121	14.8	21.3	15.9
5. KSJT-F	9/ 7.0	8.6	7.3	65	8.0	8.8	10.1
6. KGKL	6/ 4.7	2.6	.8	118	14.4	11.5	10.6
	KTEO-F 6/ 4.7	1.7	8.1	166	20.3	9.2	8.9
8. KAYJ	5/ 3.9	6.0	3.3	104	12.7	15.7	7.9

12+ AMD

1. KGKL-F >>
2. KIXY-F >
3. KBIL-F >
4. KELI-F >
5. KGKL

12+ MID

1. KGKL-F >>
2. KIXY-F >
3. KELI-F >
4. KBIL-F >
- KGKL

12+ PMD

1. KGKL-F >>
2. KIXY-F >
3. KBIL-F >
4. KELI-F >
- 5.

12+ EVE

1. KGKL-F >>
2. KIXY-F >
3. KBIL-F >
- 4.
- 5.

ADULTS 18-34

1. KGKL-F >>
2. KIXY-F >
3. KBIL-F >
4. KELI-F >
5. KSJT-F

ADULTS 25-54

1. KGKL-F >>
2. KIXY-F >
3. KELI-F >
4. KSJT-F
- 5.

ADULTS 35-64

1. KGKL-F >>
2. KELI-F >
- KIXY-F >
4. KSJT-F
5. KGKL

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KTEO 1340 San Angelo .8/5.8

RADIO STATIONS

KAYJ, 1260, 1 KW/250 W	, OLDIES	, \$ 12.00 (Torbet)	W. Foster
KGKL, 960, 5 KW/1 KW (DA-N)	, MOR	ABC-I, \$ 14.00 (Katz)	A. Lewis
KBIL-F, 92.9, 100 KW @ 729, AC (?)		, \$ 10.00 (Banner)	S. Everett
KELI-F, 98.7, 100 KW @ 1290, EZ		APR, \$ 14.00 (K & P)	G. Thomas
KGKL-F, 97.5, 100 KW @ 500, COUNTRY		ABC-I, \$ 21.00 (Katz)	A. Lewis
KIXY-F, 94.7, 100 KW @ 360, CHR		, \$ 25.00 (Torbet)	W. Foster
KSJT-F, 107.5, 100 KW @ 606, HISPANIC		, \$ 14.00 (Lotus)	V. Guajardo
KTEO-F, 93.9, 100 KW @ 710, COUNTRY		, \$ 15.00 (Banner)	L. Farr

SANTA BARBARA, CA

MSA Rank/Pop: 134/353,700
 ARB Rank/Pop: 174/165,300
 Market TSL: 21.75
 Average Person Ratings: 16.3

Diaries: 424/390:1
 Sample Target: 360
 % Below Line: 17.4
 % Not Listed: 16.7

Retail \$: 1.8 Bil
 FM Share: 68.44%
 Stations: 20/12

12+ METRO	1/4/SHARE	FALL 88	SPG 88	FALL 87	SPG 87	METRO CUME	METRO CUME S89	RATING S88	S87
1. KTYD-F	33/12.2	17.9	14.0	12.1	8.9	525	11.8	8.3	12.5
2. KRUZ-F	25/ 9.3	9.1	9.1	10.1	10.6	368	22.3	20.7	18.0
3. KTMS	20/ 7.4	6.3	6.6	8.2	7.6	250	15.1	17.7	19.6
4. KHTY-F	19/ 7.0	7.7	9.5	12.5	10.2	369	22.3	21.1	24.6
KLIT-F	19/ 7.0	9.5	.8	.8	.8	262	15.8	5.5	3.0
6. KIST	17/ 6.3	2.5	3.3	5.4	5.1	179	10.8	12.7	13.0
KMGQ-F	17/ 6.3	5.6	9.9	7.8	10.2	276	16.7	18.9	20.3
8. KDB -F	14/ 5.2	5.6	5.8	4.7	8.5	71	12.9	12.8	17.5
9. KNX	12/ 4.4	2.8	3.7	5.1	3.8	205	12.4	10.4	10.9
10. KCAQ-F	10/ 3.7	2.8	1.7	3.1	3.8	195	11.8	8.3	12.5
KTRO	10/ 3.7	1.4	---	1.9	3.8	74	4.5	---	4.4

12+ AMD

1. KTYD-F >
2. KTMS <
3. KRUZ-F
4. KMGQ-F <
5. KIST

12+ MID

1. KRUZ-F
2. KTYD-F
3. KMGQ-F
- KTRO
- 5.

12+ PMD

1. KTYD-F
2. KRUZ-F >
3. KHTY-F
4. KLIT-F <
5. KMGQ-F

12+ EVE

1. KTYD-F
2. KHTY-F
3. KDB -f
4. KTMS
5. KLIT-F

ADULTS 18-34

1. KTYD-F >
2. KHTY-F >
3. KMGQ-F
4. KTRO
- 5.

ADULTS 25-54

1. KTYD-F
- KLIT-F
3. KIST
4. KMGQ-F
5. KRUZ-F

ADULTS 35-64

1. KRUZ-F
2. KIST
- KLIT-F
4. KDB -F
- KTMS

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBBQ	990	Santa Barbara	.7/4.1
KCQR-F	94.5	Ellwood	3.0/9.2
KDB	1490	Santa Barbara	0/4.3
KESP	1290	Santa Barbara	1.5/3.4
KFI	640	Los Angeles	.7/3.0
KHAY-F	100.7	Ventura	1.1/3.3
KLOS-F	95.5	Los Angeles	1.1/6.1
KMPC	710	Los Angeles	1.5/2.8
KTWV-F	94.7	Los Angeles	1.1/2.9

RADIO STATIONS

KIST	1340	1 KW	Oldies	\$14.00	(CBS)	
KTMS	1250	2.5 KW/1 KW (DA-1)	Talk	\$28.00	(Christal)	W. Johnson
KDB -F	93.7	13 KW @ 870	Classical	\$23.00	(CMB)	R. Scott
KHTY-F	97.5	18 KW @ 2920	CHR	\$28.00	(Christal)	W. Johnson
KLIT-F	101.7	300 W @ 810	Soft AC	\$ NA	(Republic)	C. Whatley
KMGQ-F	106.3	365 W @ 879	AC	\$24.00	(CBS)	B. Kaplan
KRUZ-F	103.3	105 KW @ 2980	Btfl/EZ	\$43.00	(Katz)	C. Schuele
KTYD-F	99.9	34 KW @ 1278	AOR	\$40.00	(Mc-Guild)	Home News A. Reimer

Other ranked stations - See Los Angeles or Oxnard in Spring 1989 edition of American Radio

SANTA FE, NM

MSA Rank/Pop: 312/110,000
 ARB Rank/Pop: 238/91,100
 Market TSL: 23.0
 Average Person Ratings: 17.3

Diaries: 334/273:1
 Sample Target: 260
 % Below Line: 55.7
 % Not Listed: 19.0

Retail \$: .75 Bil
 FM Share: 70.31%
 Stations: 18/5

12+ METRO	1/4/SHARE	SPG 88	SPG 87	METRO CUME	METRO CUME RATING S89	S88	S87
1. KKBR-F	17/10.8	8.6	2.6	199	21.8	14.1	8.5
2. KDCE	13/ 8.2	3.9	7.8	71	7.8	7.7	9.5
3. KNYN-F	10/ 6.3	3.9	10.5	136	14.9	11.7	14.2
KNMQ-F	10/ 6.3	7.8	11.1	167	18.3	25.3	28.4
KRST-F	10/ 6.3	5.5	3.3	127	13.9	14.6	9.5
6. KKOB-F	9/ 5.7	7.0	7.2	95	16.4	14.7	21.7
7. KRSN	7/ 4.4	.8	2.6	88	9.7	4.3	6.1
KIVA	4/ 4.4	4.7	5.2	129	14.2	13.4	19.0
9. KTRC	6/ 3.8	3.1	4.6	56	6.1	8.1	14.3
KZRR-F	6/ 3.8	8.6	2.6	135	14.8	14.7	11.3

12+ AMD

1. KKBR-F <
2. KDCE >
3. KRSN
4. KRST-F
- 5.

12+ MID

1. KKBR-F >
2. KNYN-F
3. KRST-F <
4. KKOB-F
- 5.

12+ PMD

1. KKBR-F >
2. KNYN-F
3. KNMQ-F
4. KKOB-F
5. KRST-F

12+ EVE

1. KFPM-F
2. KNMQ-F >
3. KKBR-F
4. KKJY-F
- 5.

ADULTS 18-34

1. KKBR-F
2. KKOB-F
- KRST-F
- KZRR-F
- 5.

ADULTS 25-54

1. KKBR-F >
2. KNYN-F
3. KRST-F
4. KKOB-F
- KLSK-F

ADULTS 35-64

1. KKBR-F >
2. KNYN-F
3. KTRC
4. KRSN
- KRST-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KMIK	810	Santa Fe	2.5/4.8
KFPM-F	107.9	Albuquerque	3.8/14.2
KHFM-F	96.3	Albuquerque	3.2/9.8
KKJY-F	100.3	Albuquerque	2.5/9.0
KKOB	770	Albuquerque	.6/10.4
KKSS-F	97.3	Santa Fe	1.9/6.6
KLSK-F	104.1	Albuquerque	3.2/8.6
KMGA-F	99.5	Albuquerque	3.2/11.3

RADIO STATIONS

KDCE, 970, 1 KW	, HISPANIC	UPI, \$ 14.00 (Lotus)	(ESPAÑOLA)	R. Garcia
KMIK, 810, 5 KW (DAYS)	, OLDIES	CBS, MBS, \$ 10.00 (---)		B. Sims
KRSN, 1490, 1 KW	, MOR	ABC-I, \$ 11.00 (---)	(LOS ALAMOS)	D. Burns
KTRC, 1400, 1 KW	, NOSTALGIA	ABC-I, \$ 14.00 (Eastman)		B. Hamilton
KNYN-F, 95.5, 100 KW @ 280, COUNTRY		MBS, \$ 17.00 (---)		---

Other ranked stations -- See Albuquerque in Spring 1989 Edition of American Radio

SANTA ROSA, CA

MSA Rank/Pop: 132/358,400
 ARB Rank/Pop: 117/307,300
 Market TSL: 23.5
 Average Person Ratings: 17.7

Diaries: 433/710:1
 Sample Target: 400
 % Below Line: 58.7
 % Not Listed: 12.1

Retail \$: 2.38 Bil
 FM Share: 60.54%
 Stations: 28/7

12+ METRO	1/4/SHARE	FALL				METRO CUME	METRO CUME RATING		
		88	SPG 88	FALL 87	SPG 87		S89	S88	S87
1. KABL-AF	66/12.1	6.0	7.4	8.4	7.6	594	12.2	12.1	10.0
2. KZST-F	56/10.3	9.7	9.0	10.7	11.0	626	20.4	22.5	24.3
3. KXFX-F	42/ 7.7	6.2	2.9	4.4	4.0	548	17.8	7.8	7.6
4. KRQR-F	30/ 5.5	5.6	4.7	3.4	3.3	421	13.7	11.5	9.4
5. KFRC	29/ 5.3	5.2	5.1	4.6	4.4	384	12.5	13.1	11.7
KGO	29/ 5.3	7.9	8.6	11.5	7.3	623	20.3	15.7	17.6
7. KNBR	27/ 5.0	1.5	5.5	3.2	4.4	499	16.2	13.7	14.3
8. KNEW	25/ 4.6	2.6	3.7	4.4	6.6	338	11.0	8.9	12.7
9. KCBS	22/ 4.0	6.4	4.3	4.4	5.2	454	14.8	13.9	17.0
10. KHTT-F	18/ 3.3	4.9	5.9	4.2	6.4	387	12.6	21.1	17.9
11. KMGF-F	16/ 2.9	3.7	3.7	4.8	4.6	376	12.2	13.3	12.1
KMEL-F	16/ 2.9	2.6	2.7	2.2	1.9	272	8.9	9.4	7.1

12+ AMD

1. KZST-F
2. KABL-AF
3. KGO
4. KXFX-F <
5. KNEW

12+ MID

1. KZST-F <
2. KABL-AF
3. KXFX-F
4. KRQR-F
- 5.

12+ PMD

1. KABL-AF >
2. KZST-F
3. KXFX-F >
4. KRQR-F
5. KNEW

12+ EVE

1. KNBR >
2. KGO
3. KABL-AF
- 4.
- 5.

ADULTS 18-34

1. KXFX-F
2. KZST-F
3. KRQR-F
- 4.
- 5.

ADULTS 25-54

1. KZST-F >
2. KXFX-F >
3. KRQR-F
4. KGO
- KNBR

ADULTS 35-64

1. KZST-F
- KABL-AF
3. KNBR
4. KNEW
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KRPQ-F	104.9	Rohnert Park	2.8/7.8
KRVE	1150	Santa Rosa	.4/2.1
KSRO	1350	Santa Rosa	1.8/8.9
KBLX-F	102.9	Berkley	.7/3.4
KDFC	1220	Palo Alto	-.1/4
KDFC-F	102.1	San Francisco	1.7/5.3
KFOG-F	104.5	San Francisco	2.0/4.7
KIOI-F	101.3	San Francisco	1.7/7.1
KITS-F	105.3	San Francisco	1.7/6.0
KKSF-F	103.7	San Francisco	.4/2.8
KOIT	1260	San Francisco	.2/ .5
KOIT-F	96.5	San Francisco	1.5/4.9
KSAN-F	94.5	San Francisco	1.1/4.9
KSFO	560	San Francisco	2.2/7.6
KYA -F	93.3	San Francisco	.9/4.6

RADIO STATIONS

KSRO, 1350, 5 KW (DA-N)	, MOR	NBC, \$ 22.00 (Torbet)	Fuller-Jeffrey	T. DeVota
KHTT-F, 92.9,	2.3 KW @ 2100, CHR	, \$ 30.00 (Torbet)	Fuller-Jeffrey (HEALDSBURG)	T. DeVota
KMGF-F, 97.7,	450 W @ 1000, OLDIES	, \$ (Republic)	Liggett (MONTE RIO)	K. Bjugstad
KRPQ-F, 104.9,	340 W @ 915, COUNTRY	, \$ 23.00 (---)	(ROHNERT PARK)	R. Castro
KXFX-F, 101.7,	18 KW @ 360, AOR	, \$ 35.00 (HNWH)		J. Detz
KZST-F, 100.1,	3 KW @ 240, AC	, \$ 38.00 (Mc-Guild)		G. Zlot

Other ranked stations -- See San Francisco in Spring 1989 Edition of American Radio

SIoux CITY, IA

MSA Rank/Pop: 308/114,600
 ARB Rank/Pop: 236/93,800
 Market TSL: 21.5
 Average Person Ratings: 16.0

Diaries: 304/309:1
 Sample Target: 290
 % Below Line: 4.7
 % Not Listed: 11.3

Retail \$: .78 Bil
 FM Share: 64.66%
 Stations: 8/6

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		88	87		S89	S88	S87
1. KSEZ-F	33/22.0	12.5	20.0	292	31.1	29.0	32.9
2. KGLI-F	32/21.3	25.0	24.4	332	35.4	39.4	40.1
3. KKMA-F	21/14.0	6.6	6.7	260	27.7	17.0	17.5
KMNS	21/14.0	16.2	11.9	197	21.0	23.7	18.3
5. KSCJ	16/10.7	11.0	14.1	183	19.5	26.8	28.1
6. WNAX	4/ 2.7	.7	.7	50	5.3	7.0	3.8
7. WOW	3/ 2.0	5.1	.7	71	7.6	10.4	6.4
KWSL	3/ 2.0	8.1	11.1	107	11.4	17.1	19.1

12+ AMD

1. KSCJ <
2. KSEZ-F
3. KMNS
4. KGLI-F
5. KKMA-F

12+ MID

1. KSEZ-F >
2. KGLI-F
3. KMNS
4. KKMA-F >
5. KSCJ

12+ PMD

1. KGLI-F
2. KSEZ-F >
3. KKMA-F
4. KMNS
5. KSCJ

12+ EVE

1. KGLI-F >>
2. KSEZ-F
3. KKMA-F
4. KSCJ
- 5.

ADULTS 18-34

1. KSEZ-F
2. KGLI-F
- 3.
- 4.
- 5.

ADULTS 25-54

1. KSEZ-F
2. KKMA-F
3. KGLI-F >
4. KMNS
- 5.

ADULTS 35-64

1. KKMA-F
2. KMNS >
3. KSEZ-F >
4. KSCJ
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

NONE

RADIO STATIONS

KMNS, 620, 1 KW (DA-2)	, COUNTRY	MBS, \$ 12.00 (Christal)	Sage	J. Schnacke
KSCJ, 1360, 5 KW (DA-N)	, MOR	ABC-I, \$ 12.00 (K & P)		L. Magnuson
KWSL, 1470, 5 KW (DA-2)	, OLDIES/MOR	ABC-C, \$ 7.00 (Torbet)		J. Daniels
KGLI-F, 95.5, 100 KW @ 900, CHR		ABC-C, \$ 24.00 (Torbet)		J. Daniels
KKMA-F, 99.5, 100 KW @ 794, SOFT AC		TRNSTR, \$ 13.00 (Marv Roslin)	(LEMARS)	R. Olson
KSEZ-F, 97.9, 100 KW @ 609, AOR		NBC, SOURCE, \$ 19.00 (Christal)	Sage	J. Schnacke

SPRINGFIELD, IL

MSA Rank/Pop: 207/191,500
 ARB Rank/Pop: 179/161,100
 Market TSL: 22.75
 Average Person Ratings: 17.6

Diaries: 363/444:1
 Sample Target: 370
 % Below Line: 1.8
 % Not Listed: 10.9

Retail \$: 1.41 Bil
 FM Share: 71.03%
 Stations: 12/9

12+ METRO	1/4/SHARE	SPG	SPG	METRO CUME	METRO CUME RATING		
		88	87		S89	S88	S87
1. WYMG-F	51/18.0	23.3	17.9	426	26.4	35.1	28.4
2. WDBR-F	41/14.5	7.9	11.8	509	31.6	24.3	25.7
3. WFMB-F	35/12.4	12.1	17.2	330	20.5	27.4	26.3
WTAX	35/12.4	9.2	9.0	432	26.8	20.8	24.2
5. WNNS-F	34/12.0	18.4	8.6	390	24.2	32.4	25.8
6. WMAY	20/ 7.1	5.9	7.9	224	13.9	11.0	16.6
7. WCVS	15/ 5.3	4.3	3.6	193	12.0	15.5	13.7
8. WVEM-F	11/ 3.9	4.9	9.0	197	12.2	35.1	28.4

12+ AMD

1. WTAX
2. WYMG-F
3. WFMB-F
4. WDBR-F
- WMAY

12+ MID

1. WYMG-F >
2. WDBR-F <
3. WNNS-F
4. WFMB-F
5. WTAX

12+ PMD

1. WYMG-F >
2. WDBR-F <
3. WNNS-F
4. WFMB-F
- 5.

12+ EVE

1. WDBR-F >
2. WTAX
- WYMG-F <
4. WNNS-F
5. WFMB-F

ADULTS 18-34

1. WYMG-F >>
2. WDBR-F >
3. WNNS-F
4. WFMB-F
- 5.

ADULTS 25-54

1. WYMG-F
2. WNNS-F
3. WFMB-F
4. WDBR-F
- 5.

ADULTS 35-64

1. WTAX
2. WNNS-F
3. WMAY
- WFMB-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WLUL-F	97.7	Petersburg	1.8/3.6
KMOX	1102	St. Louis	1.1/5.8
WDZQ-F	95.1	Decatur	.4/3.5
WKZW-F	93.3	Peoria	.4/4.0

RADIO STATIONS

WCVS, 1450, 1 KW	, MOR	ABC-D, \$ 18.00 (Mc-Guild)	G. Newhoff
WMAY, 970, 1 KW/500 W (DA-2)	, COUNTRY	NBC, \$ N/A (HNWH)	Mid. Family T. Kushak
WTAX, 1240, 1 KW	, MOR	CBS, MBS, \$ N/A (Christal)	Sage ---
WDBR-F, 103.7, 50 KW @ 320, CHR		, \$ 24.00 (Christal)	Sage ---
WFMB-F, 104.5, 43 KW @ 427, COUNTRY		ABC-I, \$ N/A (Mc-Guild)	G. Neuhoff
WNNS-F, 98.7, 50 KW @ 500, AC		US 1, \$ N/A (HNWH)	Mid Family T. Kushak
WVEM-F, 101.9, 50 KW @ 300, EZ		ABC-E, \$ 16.00 (K & P)	D. Rion
WYMG-F, 100.5, 50 KW @ 500, AOR		, \$ 29.00 (Katz)	Saga (JACKSONVILLE) P. Donsbach

STAMFORD-NORWALK, CT

MSA Rank/Pop: 204/198,000 (Stamford)
 ARB Rank/Pop: 126/280,800
 Market TSL: 23.5
 Average Person Ratings: 18.2

Diaries: 431/651:1
 Sample Target: 400
 % Below Line: 59.1
 % Not Listed: 15.7

Retail \$: 2.12 Bil
 FM Share: 67.75%
 Stations: 32/7

12+ METRO	1/4/SHARE	FALL				METRO CUME	METRO CUME RATING		
		88	SPG 88	FALL 87	SPG 87		S89	S88	S87
1. WSTC	37/7.2	6.1	8.4	7.9	7.3	453	16.1	14.6	13.6
2. WHTZ-F	31/6.1	3.7	4.9	5.2	4.1	442	15.7	13.7	11.7
3. WCBS	29/5.7	4.5	5.4	6.9	5.0	554	19.7	22.6	14.3
4. WEZN-F	28/5.5	5.2	3.8	8.2	6.4	416	14.8	13.0	16.3
5. WEBE-F	25/4.9	3.7	5.1	4.2	2.3	392	14.0	12.0	12.4
6. WRKS-F	22/4.3	3.5	4.1	2.0	3.0	184	6.6	5.0	5.8
7. WXRK-F	20/3.9	4.5	4.9	3.2	4.5	245	8.7	10.8	14.7
WGMX-F	20/3.9	5.0	3.8	3.5	3.9	306	10.9	9.8	13.0
9. WPAT-F	17/3.3	.6	---	.7	2.0	103	3.7	---	4.6
10. WLTW-F	16/3.1	2.4	2.3	1.7	2.0	263	9.4	5.8	7.2

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WSTC	1. WPAT-F <	1. WEZN-F	1. WHTZ-F >
2. WCBS >	2. WGMX-F	2. WEBE-F	2. WEZN-F <
3. WEBE-F	WSTC	3. WSTC	3. WRKS-F
4. WHTZ-F	4.	4. WGMX-F	4. WSTC
5.	5.	WHTZ-F	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WHTZ-F	1. WEBE-F >	1. WSTC
2. WXRK-F	2. WSTC	2. WEZN-F
3. WRKS-F	3. WGMX-F	3. WCBS
WGMX-F	WEZN-F	4. WEBE-F
5. WEBE-F	WCBS	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCFS	1260	Westpoint	2.0/2.6
WGCH	1490	Greenwich	2.0/5.9
WJAZ-F	96.7	Stamford	2.5/5.8
WNLK	1350	Norwalk	2.7/6.4
WABC	770	New York	1.8/7.1
WBLS-F	107.5	New York	1.4/5.1
WCBS-F	101.1	New York	2.0/8.3
WDRE-F	92.7	Garden City	1.6/4.7
WFAN	660	New York	2.3/8.9
WINS	1010	New York	.8/4.4
WNCN-F	104.3	New York	2.7/7.8
WNEW	1130	New York	.8/4.1
WNEW-F	102.7	New York	2.5/8.1
WNSR-F	105.1	New York	1.2/8.0
WOR	710	New York	1.4/4.4
WPAT	930	Paterson	.6/ .6
WPLJ-F	95.5	New York	2.3/11.2
WQCD-F	101.9	New York	.8/3.9
WQHT-F	97.1	New York	1.4/4.6
WQXR-F	963	New York	1.2/5.9
WRKI-F	95.1	Brookfield	.6/2.8
WYNY-F	103.5	Lake Success	2.0/7.5

RADIO STATIONS

WGCH, 1490, 1 KW	, MOR	NBC, APR, \$ 39.00 (Roslin)	W. Broadhurst
WNLK, 1350, 1 KW/500 W (DA-N)	, AC	ABC-E, \$ 37.00 (Christal)	M. Hanson
WSTC, 1400, 1 KW	, ??	ABC-I, \$ 80.00 (Katz)	W. Lada
WGMX-F, 95.9, 3 KW @ 300, AC		, \$ 74.00 (Christal)	M. Hanson
WJAZ-F, 96.7, 3 KW @ 330, JAZZ		, \$ 38.00 (Katz)	W. Lada

Other ranked stations -- See New York or Bridgeport in Spring 1989 Edition of American Radio

STAUNTON - WAYNESBORO, VA

MSA Rank/Pop: NA
 ARB Rank/Pop: 245/80,000
 Market TSL: 23.0
 Average Person Ratings: 17.5

Diaries: 239/335:1
 Sample Target: 250
 % Below Line: 5.7
 % Not Listed: 22.9

Retail \$: .61 Bil
 FM Share: 46.30
 Stations: 13/11

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		88	87		S89	S88	S87
1. WKDW	24/17.1	24.4	26.3	246	30.8	30.2	37.4
2. WSGM-F	22/15.7	21.3	19.3	305	38.1	29.6	38.8
3. WTON	12/ 8.6	5.5	7.0	160	20.0	17.9	21.1
4. WSVL	9/ 6.4	4.7	4.4	107	13.4	7.2	7.9
5. WANV-F	7/ 5.0	7.1	4.4	114	14.3	15.1	12.1
6. WANV	6/ 4.3	6.3	8.8	86	10.8	13.6	18.6
WQPO-F	6/ 4.3	2.4	4.4	133	16.6	10.0	15.2
8. WXLK-F	5/ 3.6	---	.9	41	5.1	---	4.5
9. WSKO-F	4/ 2.9	---	---	62	7.8	---	---
WZKT	4/ 2.9	.8	3.5	54	6.8	8.0	7.8

12+ AMD

1. WKDW
2. WSGM-F >
3. WSVL >
4. WTON
- 5.

12+ MID

1. WKDW >
2. WSGM-F >
3. WANV-F
- WTON >
5. WZKT

12+ PMD

1. WKDW
2. WSGM-F >
3. WANV
4. WQPO-F
- WTON

12+ EVE

1. WSGM-F >>
2. WQPO-F
- WSVL
4. WKDW
- 5.

ADULTS 18-34

1. WSGM-F >>
2. WKDW
- WQPO-F
4. WTON
- 5.

ADULTS 25-54

1. WKDW >
2. WSGM-F >
3. WTON
- 4.
- 5.

ADULTS 35-64

1. WKDW >>
2. WSGM-F >
3. WTON
4. WANV-F
- WSKO-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WKCX-F	104.3	Harrisburg	2.1/10.4
WNLR	1150	Churchville	2.1/ 6.3
WWV-F	97.5	Charlottesville	2.1/ 7.6

RADIO STATIONS

WANV, 970, 5 KW/1 KW (DA-2)	, COUNTRY	SMN, MBS, \$ 9.00 (---)	C. Rogers
WKDW, 900, 2.5 K2/129 W	, COUNTRY	APR, \$ 13.00 (---)	N. Brooks
WSVA, 550, 5 KW/1 KW	, TALK	, \$ N/A (Republic)	Verstandig (HARRISONBURG)
WTON, 1240, 1 KW	, VARIETY	ABC-E, \$ 8.00 (---)	D. Ridgeway
WZKT, 1490, 1 KW	, MOR	CNN, \$ 9.00 (---)	R. Koon
			S. Slocum
WANV-F, 99.7, 1 KW @ 2400, AC		MBS, \$ 11.00 (---)	C. Rogers
WQPO-F, 100.7, 50 KW @ 500, CONTEMP		APR, \$ N/A (Republic)	Verstandig (HARRISONBURG)
WSGM-F, 93.5, 3 KW @ 330, CHR		APR, \$ 15.00 (---)	D. Ridgeway
WSKO-F, 105.5, 3 KW @ 300, ??		, \$ N/A (---)	N. Brooks
		(BUFFALO GAP)	---

TEXARKANA, TX

MSA Rank/Pop: 295/119,900
 ARB Rank/Pop: 230/98,500
 Market TSL: 21.5
 Average Person Ratings: 15.4

Diaries: 332/297:1
 Sample Target:280
 % Below Line: 23.0
 % Not Listed: 28.3

Retail \$: .82 Bil
 FM Share: 83.49%
 Stations: 18/11

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		88	87		S89	S88	S87
1. KTWN-F	19/12.5	7.0	15.3	245	24.9	18.0	19.6
2. KXAR-F	17/11.2	12.4	4.5	152	15.4	12.4	10.8
3. KCMC	15/ 9.9	10.9	9.9	186	18.9	16.3	15.5
4. KTAL-F	14/ 9.2	10.9	9.0	165	16.8	17.0	16.6
5. KLLI-F	12/ 7.9	7.8	8.1	165	16.8	14.4	17.4
6. KRMD-F	11/ 7.2	10.1	8.1	180	18.3	14.8	17.7
7. KMLA-F	6/ 3.9	3.9	3.6	157	15.9	11.1	11.3
KTUX-F	6/ 3.9	3.9	2.7	116	11.8	10.9	9.0

12+ AMD	12+ MID	12+ PHD	12+ EVE
1. KCMC	1. KTWN-F >	1. KTWN-F	1. KXAR-F >>
2. KTWN-F	2. KCMC	2. KTAL-F	2. KTAL-F
3. KLLI-F	3. KRMD-F	3. KRMD-F	3. KTWN-F
4. KXAR-F	4. KLLI-F	4. KCMC	4. KRMD-F
5. KTAL-F	5. KTAL-F	5. KXAR-F	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. KTWN-F	1. KTWN-F >	1. KTWN-F
KTAL-F	2. KLLI-F	2. KCMC
3. KXAR-F	3. KXAR-F >	3. KLLI-F
4. KLLI-F	4. KTAL-F	4. KRMD-F
5. KRMD-F	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KALT	900	Atlanta	0/ .9
KPYN-F	99.3	Atlanta	1.3/3.8
KMLA	1400	Texarkana	.7/6.6
KOSY-F	102.5	Texarkana	.7/8.8
KTWN	940	Texarkana	.7/4.5
KITT-F	93.7	Shreveport	2.0/9.6
KRMD	1340	Shreveport	0/ .5
KWKH	1130	Shreveport	.7/4.0
KWKH-F	94.5	Shreveport	0/4.4

RADIO STATIONS

KCMC	, 740,	1 KW (DA-1)	, Country	MBS,	\$12.00	(K & P)		D. Davis
KLLI-F,	95.9,	1 KW @ 450	, AC		\$12.00	(Mc-Guild)	(HOOKS)	R. Weber
KMLA-F,	103.9,	2.6 KW @ 355	, Country		\$ 8.00	(---)	(ASHDOWN, AR)	G. Leach
KTWN-F,	107.1,	1 KW @ 490	, Country	ABC E,	\$11.00	(Roberts)		J. Bell
KXAR-F,	101.7,	3 KW @ 300	, Black	SBN,	\$ 8.00	(K & P)	(HOPE, AR)	N. Mason

Other ranked stations - See Shreveport in Spring '89 edition

TRENTON, NJ

MSA Rank/Pop: 144/325,800
 ARB Rank/Pop: 129/276,500
 Market TSL: 23.0
 Average Person Ratings: 17.4

Diaries: 404/684:1
 Sample Target: 400
 % Below Line: 52.5
 % Not Listed: 21.6

Retail \$: 2.61 Bil
 FM Share: 67.72%
 Stations: 28/7

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		88	87		S89	S88	S87
1. WPST-F	38/ 7.9	5.4	8.3	573	20.7	22.3	26.6
2. WMMR-F	28/ 5.8	6.5	4.7	534	19.3	16.6	12.1
WUSL-F	28/ 5.8	5.0	6.4	290	10.5	10.3	8.5
4. WXTU-F	27/ 5.6	3.4	3.1	339	12.3	8.2	5.8
WHWH	27/ 5.6	5.6	5.9	455	16.5	15.3	10.9
6. WBUD	23/ 4.8	4.5	7.3	228	8.2	8.5	12.5
7. WYSP-F	19/ 3.9	4.5	3.6	388	14.0	16.2	10.0
8. WKXW-F	17/ 3.5	6.5	5.7	356	12.9	18.7	15.1
WABC	17/ 3.5	.5	---	160	5.8	3.0	---

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WPST-F	1. WPST-F	1. WPST-F	1. WUSL-F
2. WHWH	2. WMMR-F <	2. WUSL-F	2. WPST-F
3. WMMR-F	3. WABC <	3. WXTU-F <	3. WHWH
4. WBUD	4. WXT7-F	4. WMMR-F	4. WBUD
5.	5. WBUD	5. WABC	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WPST-F	1. WUSL-F	1. WXTU-F
2. WMMR-F	2. WPST-F	2. WABC
3. WUSL-F >	3. WABC	3. WMGK-F
4. WYSP-F	4. WKXW-F	4. WEAZ-F
5.	WMGK-F	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WIMG	1300	Trenton	2.7/5.9
WPRB-F	103.3	Princeton	.4/4.0
WTTM	920	Trenton	1.0/4.2
WCAU	1210	Philadelphia	1.5/8.8
WCBS	880	New York	1.5/5.2
WDAS-F	105.3	Philadelphia	2.3/6.5
WEAZ-F	101.1	Philadelphia	3.1/7.3
WEGX-F	106.1	Philadelphia	2.1/9.2
WFAN	660	New York	.8/4.5
WIOQ-F	102.1	Philadelphia	1.2/4.3
WMGK-F	102.9	Philadelphia	3.1/8.4
WNEW-F	102.7	New York	1.5/4.1
WUOL-F	98.1	Philadelphia	1.7/7.5
WOR	710	New York	3.1/6.4
WPEN	950	Philadelphia	.8/2.2
WPLJ-F	95.5	New York	1.5/7.6
WSNI-F	104.5	Philadelphia	.6/6.2
WVDB-F	96.5	Philadelphia	1.2/5.6
WXRK-F	92.3	New York	1.9/4.8

RADIO STATIONS

WBUD	, 1260,	5 KW/1 KW (DA-1),	MOR	NBC,	\$35.00	(K & P)	T. Watts
WHWH	, 1350,	5 KW (DA-2),	MOR	ABC E,	\$37.00	(Katz)	J. Morris
WKXW-F,	101.5,	18 KW @ 850	, AC		\$50.00	(K & P)	T. Watts
WPST-F	97.5,	50 KW @ 462	, CHR		\$55.00	(Katz)	J. Morris

TRI-CITIES, WA
(Richland - Kennewick - Pasco)

MSA Rank/Pop: 243/151,200
ARB Rank/Pop: 215/112,000
Market TSL: 22.75
Average Person Ratings: 16.9

Diaries: 348/322:1
Sample Target: 330
% Below Line: 9.0
% Not Listed: 19.6

Retail \$: .91 Bil
FM Share: 69.74%
Stations: 12/9

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING			B I R C H		
		88	87		S89	S88	S87	SHR	AQH	CUME
1. KIOK-F	32/16.9	25.0	23.1	383	34.2	34.7	34.7	28.7	50	432
2. KOTY-F	19/ 9.0	9.0	2.5	135	12.1	14.0	7.8	5.2	9	158
3. KONA-F	16/ 8.5	9.7	10.6	169	15.1	19.3	17.4	6.9	12	155
4. KALE	15/ 7.9	3.5	2.5	189	16.9	7.1	13.9	4.6	8	122
5. KORD	14/ 7.4	3.5	5.0	94	8.4	8.6	11.4	6.3	11	155
KNLT-F	14/ 7.4	2.1	6.3	210	18.8	10.1	19.3	2.9	5	136
7. KONA	13/ 6.9	12.5	8.8	210	18.8	22.4	21.9	10.9	19	212
8. KEYW-F	12/ 6.3	4.9	7.5	216	19.3	10.1	13.2	3.4	6	134
KZZK-F	12/ 6.3	13.2	8.1	161	14.4	23.4	18.5	12.1	21	258

12+ AMD

1. KIOK-F
2. KONA >
3. KOTY-F
4. KONA-F
5. KEYW-F

12+ MID

1. KIOK-F >
2. KONA-F
3. KOTY-F <
4. KNLT-F
- 5.

12+ PMD

1. KIOK-F >
2. KONA-F
3. KALE
4. KNLT-F
5. KZZK-F

12+ EVE

1. KIOK-F >
2. KALE
3. KZZK-F
- 4.
- 5.

ADULTS 18-34

1. KIOK-F >>
2. KNLT-F
3. KOTY-F
4. KZZK-F
5. KEYW-F

ADULTS 25-54

1. KIOK-F
2. KALE
3. KOTY-F
4. KNLT-F
5. KEYW-F

ADULTS 35-64

1. KALE
2. KONA-F
3. KONA
4. KORD
5. KOTY-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KTGR	1340	Kennewick	2.1/7.7
KATS-F	94.5	Yakima	1.1/4.6
KWHT-F	103.5	Pendleton	.5/3.4

RADIO STATIONS

KALE	, 960,	5 KW/1 KW (DA-N),	AC	NBC,	\$10.00 (HNWH)	N. Balcom
KONA	, 610,	5 KW (DA-2),	MOR	ABC I,	\$11.00 (K & P)	D. Mitchell
KORD	, 870,	10 KW/250 W	Country	ABC D,	\$10.00 (MMR)	M. Ripley
KEYW-F,	98.3,	3 KW @ 200	Oldies		\$13.00 (Republic)	L. DuBoef
KIOK-F,	94.9,	100 KW @ 1250	CHR		\$28.00 (HNWH)	N. Balcom
KONA-F,	105.3,	100 KW @ 1180	EZ	CBS,	\$12.00 (K & P)	D. Mitchell
KOTY-F,	106.5,	25 KW @ -44	Country	MBS,	\$13.00 (Christal)	B. Dodd
KZZK-F,	102.7,	100 KW @ 1100	CHR	ABC R,	\$14.00 (MMR)	G. Hamblin
KNLT-F,	95.7,	100 KW @ 1400	AC	Transtar,	\$ NA (Republic)	(WALLA WALLA) D. Sapp

TUSCALOOSA, AL

MSA Rank/Pop: 256/143,100
 ARB Rank/Pop: 206/121,000
 Market TSL: 23.0
 Average Person Ratings: 16.9

Diaries: 347/349:1
 Sample Target: 310
 % Below Line: 14.6
 % Not Listed: 12.7

Retail \$: .84 Bil
 FM Share: 78.21%
 Stations: 17/9

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		88	87		S89	S88	S87
1. WZBQ-F	44/21.5	12.0	4.7	478	39.5	20.9	15.9
2. WTSK	37/18.0	9.3	8.8	263	21.7	15.0	13.2
3. WTUG-F	22/10.7	10.4	19.3	229	18.9	20.2	21.7
4. WFFX-F	21/10.2	10.9	15.8	339	28.0	26.2	34.7
5. WACT-F	17/ 8.3	12.6	7.6	194	16.0	22.6	17.2
6. WZZK-F	10/ 4.9	9.8	11.1	188	15.5	23.3	23.9

12+ AMD

1. WZBQ-F
2. WTSK >
3. WACT-F >
4. WFFX-F
5. WTUG-F

12+ MID

1. WZBQ-F >>
2. WFFX-F <
3. WTSK
4. WTUG-F
5. WACT-F

12+ PMD

1. WZBQ-F >
2. WTSK <
3. WTUG-F <
4. WFFX-F >
5. WACT-F

12+ EVE

1. WZBQ-F >
2. WTUG-F >
3. WTSK
- 4.
- 5.

ADULTS 18-34

1. WZBQ-F >>
2. WFFX-F >
3. WTUG-F
- 4.
- 5.

ADULTS 25-54

1. WTSK >
2. WZBQ-F
3. WFFX-F >
4. WTUG-F
- WZZK-F

ADULTS 35-64

1. WTSK >>
2. WZBQ-F
- WZZK-F
4. WACT-F
5. WFFX-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WACT	1420	Tuscaloosa	.5/3.7
WHKW-F	98.1	Fayette	.5/3.3
WRLX	1230	Tuscaloosa	2.4/5.3
WZBQ	1150	Tuscaloosa	.5/ .7
WAPI-F	94.5	Birmingham	2.4/8.4
WAQT-F	94.1	Carrollton	2.0/2.9
WDJC-F	93.7	Birmingham	2.0/8.3
WENN-F	107.7	Birmingham	1.0/6.0
WXXX-F	106.9	Birmingham	1.0/5.3
WZRR-F	99.5	Birmingham	1.5/5.5
WZZK	610	Birmingham	0/ .5

RADIO STATIONS

WTSK	790,	5 KW/36W	Gospel/Black	\$16.00	(Republic)	J. Shaw
WACT-F,	105.5,	3 KW @ 300	Country	APR,	\$12.00	(Roslin)
WFFX-F,	95.7,	100 KW @ 450	AC		\$20.00	(Eastman)
WTUG-F,	92.7,	3 KW @ 300	Black	SBN,	\$18.00	(Republic)
WZBQ-F,	102.5,	13 KW @ ?	CHR	ABC I,	\$ NA	(Torbet)

WZZK - See Birmingham in Spring '89 edition

TYLER, TX

MSA Rank/Pop: 239/154,900
 ARB Rank/Pop: 196/129,200
 Market TSL: 24.75
 Average Person Ratings: 17.7

Diaries: 342/378:1
 Sample Target: 310
 % Below Line: 4.4
 % Not Listed: 19.2

Retail \$: 1.0 Bil
 FM Share: 87.03%
 Stations: 14/10

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		88	87		S89	S88	S87
1. KNUE-F	47/20.5	21.6	13.2	330	25.5	31.0	22.6
2. KTYL-F	36/15.7	11.5	16.7	329	25.5	24.2	28.7
3. KROZ-F	30/13.1	9.6	2.5	252	19.5	13.9	10.9
4. KOOI-F	17/ 7.4	10.1	9.3	193	14.9	13.6	16.9
5. KISX-F	12/ 5.2	8.2	9.8	225	17.4	17.2	23.2
KZEY	12/ 5.2	8.7	19.6	151	11.7	15.5	22.0
7. KPXI-F	11/ 4.8	---	---	128	9.9	---	---
8. KTBB	9/ 3.9	11.5	7.4	188	14.6	21.8	21.1

12+ AMD

1. KNUE-F
2. KTYL-F >
3. KROZ-F
4. KOOI-F
- 5.

12+ MID

1. KNUE-F
2. KTYL-F >>
3. KOOI-F
4. KROZ-F
5. KZEY

12+ PMD

1. KNUE-F >
2. KROZ-F
- KTYL-F >>
4. KOOI-F
5. KISX-F

12+ EVE

1. KROZ-F <
2. KNUE-F
3. KTYL-F >
4. KKDA-F
- 5.

ADULTS 18-34

1. KTYL-F >
2. KROZ-F
3. KNUE-F >
4. KISX-F >
5. KPXI-F

ADULTS 25-54

1. KTYL-F
2. KNUE-F >>
3. KISX-F
- KROZ-F
- 5.

ADULTS 35-64

1. KNUE-F >>
2. KOOI-F >
3. KTYL-F
4. KROZ-F
- KZEY

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KDOK	1490	Tyler	.4/3.4
KTYL	1300	Tyler	0/1.1
KKDA-F	104.5	Dallas	1.7/7.2
KRLD	1080	Dallas	.9/5.3
KYKX-F	105.7	Longview	.9/5.1
KEGL-F	97.1	Fort Worth	.9/4.1

RADIO STATIONS

KTBB	, 600,	5 KW/2.5 KW (DA-2),	MOR/AC	ABC I,	\$12.00 (Banner)		D. Chaney
KZEY	, 690,	1 KW/250 W (DA-2),	Black	SBN,	\$11.00 (Mc-Guild)		M. Walker
KISX-F,	107.3	3 KW @ 500	, CHR (?)	US 1,	\$ NA (Christal)	(WHITEHOUSE)	
KNUE-F,	101.5	98 KW @ 1074	, Country		\$26.00 (Banner)		D. Chaney
KOOI-F,	106.5,	100 KW @ 1468	, Soft AC/EZ	ABC E,	\$18.00 (Republic)	(JACKSONVILLE)	D. Waller
KPXI-F,	100.7,	100 KW @ 985	, ??		\$ NA (---)	(MT. PLEASANT)	
KROZ-F,	92.1,	3 KW @ 280	, Black (?)		\$12.00 (Mc-Guild)		
KTYL-F,	93.1,	100 KW @ 375	, AC	ABC C,	\$24.00 (Durpetti)		A. Drake

VICTORIA, TX

MSA Rank/Pop: 343/76,000
 ARB Rank/Pop: 256/61,100
 Market TSL: 23.0
 Average Person Ratings: 16.5

Diaries: 271/225:1
 Sample Target: 250
 % Below Line: 4.0
 % Not Listed: 27.7

Retail \$: .58 Bil
 FM Share: 83.56%
 Stations: 9/7

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		88	87		S89	S88	S87
1. KVIC-F	22/21.8	30.5	27.8	257	42.1	45.9	45.9
KZEU-F	22/21.8	13.7	20.3	242	39.6	26.3	29.2
3. KEFG-F	9/ 8.9	---	---	84	13.7	---	---
4. KNAL	5/ 5.0	12.6	6.3	85	13.9	21.9	16.7
5. KAMG	4/ 4.0	6.3	6.3	63	10.3	17.4	15.0
KPLV-F	4/ 4.0	7.4	8.9	82	13.4	21.5	21.7
7. KTXN-F	3/ 3.0	3.2	3.8	53	8.7	8.0	9.9
KTRH	3/ 3.0	3.0	---	53	8.7	6.9	---
9. KLOL-F	1/ 1.0	2.1	---	21	3.4	---	---

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KZEU-F >	1. KZEU-F	1. KVIC-F	1. KEFG-F
2. KVIC-F >>	2. KVIC-F >>	2. KZEU-F >>	2. KVIC-F >>
3. KNAL	3. KAMG	3. KEFG-F	3. KZEU-F
4.	4.	4.	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. KVIC-F >>	1. KZEU-F	1. KZEU-F >>
2. KZEU-F >	2. KVIC-F >	2. KEFG-F
3. KEFG-F >	3. KEFG-F >	KVIC-F
4. KPLV-F	4. KAMG	4.
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

NONE

RADIO STATIONS

KAMG , 1340, 1 KW ,	Oldies	ABC D, \$ 7.00	(Mc-Guild)	B. Woodman
KNAL , 1410, 500 (DA-N) ,	Country	\$11.00	(Riley)	
KEFG-F, 100.9, 3 KW @ 300 ,	??	\$ NA	(---)	
KPLV-F, 93.3, 100 KW @ 750 ,	AC/Oldies	\$14.00	(Christal)	D. McDougal
KTXN-F, 98.7, 100 KW @ 347 ,	EZ	\$13.00	(K & P)	D. Freed
KVIC-F, 95.1, 100 KW @ 500 ,	CHR	\$18.00	(Mc-Guild)	B. Woodman
KZEU-F, 107.9, 100 KW @ 450 ,	Country	\$18.00	(Eastman)	B. Springer

KLOL, KTRH - See Houston in Spring 1989 edition of American Radio

WATERBURY, CT

MSA Rank/Pop: 199/212,900
 ARB Rank/Pop: 164/183,200
 Market TSL: 25.25
 Average Person Ratings: 19.1

Diaries: 460/398:1
 Sample Target: 400
 % Below Line: 59.7
 % Not Listed: 16.0

Retail \$: 1.53 Bil
 FM Share: 69.39%
 Stations: 24/4

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		88	87		S89	S88	S87
1. WKCI-F	40/11.4	12.0	8.8	540	29.5	23.7	24.7
2. WDRC-F	28/ 8.0	7.1	9.7	335	18.3	14.7	20.0
3. WQQW	26/ 7.4	4.9	4.5	241	13.2	10.2	8.3
4. WWYZ-F	24/ 6.9	1.1	2.7	223	12.2	4.4	8.6
5. WATR	23/ 6.6	8.5	8.8	344	18.8	16.3	16.8
WKSS-F	23/ 6.6	8.5	7.6	373	20.4	17.5	20.0
7. WRCH-F	17/ 4.9	6.4	4.8	190	10.4	8.7	10.4
8. WIOF-F	14/ 4.0	4.9	6.4	226	12.3	11.4	19.4
WTIC	14/ 4.0	8.5	4.2	275	15.0	18.0	14.3
10. WFLR-F	13/ 3.7	4.6	7.0	230	12.6	10.9	15.7
11. WWCO	12/ 3.4	1.4	3.9	187	10.2	6.1	7.8

12+ AMD

1. WKCI-F
2. WATR
3. WDRC-F <
4. WTIC
- 5.

12+ MID

1. WKCI-F
2. WWYZ-F
3. WDRC-F
4. WQQW >
5. WKSS-F

12+ PMD

1. WKCI-F
2. WDRC-F
3. WQQW <
4. WWYZ-F
5. WKSS-F

12+ EVE

1. WKCI-F >
2. WWCO
3. WDRC-F
4. WKSS-F
- 5.

ADULTS 18-34

1. WKSS-F <
2. WKCI-F
3. WWYZ-F
- 4.
- 5.

ADULTS 25-54

1. WKCI-F <
2. WDRC-F
3. WWYZ-F
- 4.
- 5.

ADULTS 35-64

1. WDRC-F
2. WKCI-F
3. WQQW
4. WRCH-F
5. WATR

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WABC	770	New York	1.4/4.7
WALK-F	97.5	Patchogue	.3/2.2
WCBS	880	New York	.9/6.5
WCCC	1290	Hartford	0/ .3
WCCC-F	106.9	Hartford	.3/3.6
WEBE-F	107.9	Westport	1.1/4.6
WEZN-F	99.9	Bridgeport	3.1/9.7
WFAN	660	New York	1.7/7.8
WHCN-F	105.9	Hartford	2.6/9.4
WOR	710	New York	.3/4.1
WRKI-F	95.1	Brookfield	2.3/9.2
WRKS-F	98.7	New York	.6/2.6
WTIC-F	96.5	Hartford	2.6/9.9

RADIO STATIONS

WATR	, 1320,	5 KW/1 KW (DA-2),	MOR	CBS,	\$36.00	(Banner)	F. Erwin
WQQW	, 1590,	1 KW (DA-1),	Nostalgia	APR,	\$33.00	(Ketteli)	T. Coffey
WWCO	, 1240	1 KW	AC	ABC E,	\$25.00	(---	E. Raymond

Other ranked stations - See Hartford and New Haven in Spring 1989 edition of American Radio

WATERTOWN, NY

MSA Rank/Pop: NA
 ARB Rank/Pop: 247/76,700
 Market TSL: 23.25
 Average Person Ratings: 17.6

Diaries: 270/284:1
 Sample Target: 250
 % Below Line: 8.1
 % Not Listed: 20.7

Retail \$: .64 Bill
 FH Share: 61.68%
 Stations: 8/6

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		88	87		S89	S88	S87
1. WTNF-F	31/23.0	34.2	32.1	308	40.2	47.2	46.5
2. WTNF	19/14.1	16.2	20.4	252	32.9	31.1	40.5
3. WCIZ-F	15/11.1	15.4	19.0	170	22.2	22.5	26.3
WNCQ	15/11.1	4.3	4.4	126	16.4	10.4	11.5
5. WTOJ-F	9/ 6.7	12.0	7.3	140	18.3	21.6	24.4
6. WATN	7/ 5.2	3.4	2.2	104	13.6	9.4	10.5

12+ AMD

1. WTNF
2. WTNF-F >
3. WNCQ >
4. WATN
5. WCIZ-F

12+ MID

1. WTNF-F >>
2. WTOJ-F
3. WNCQ >
- WTN
5. WCIZ-F

12+ PMD

1. WTNF-F >
2. WCIZ-F
3. WTNF >
4. WNCQ >
- WTOJ-F

12+ EVE

1. WTNF-F >>
2. WCIZ-F >
3. WATN >
4. WTOJ-F
- 5.

ADULTS 18-34

1. WTNF-F >>
2. WCIZ-F
3. WTOJ-F
4. WKFM-F
- 5.

ADULTS 25-54

1. WTNF-F >
2. WNCQ
3. WCIZ-F
4. WTNF
- 5.

ADULTS 35-64

1. WNCQ >
2. WTNF >
3. WATN
4. WTNF-F >
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WKFM-F	104.7	Fulton	3.7/6.6
WMHR-F	102.9	Syracuse	4.4/4.8

RADIO STATIONS

WATN	, 1240,	1 KW	, Oldies	ABC E,	\$10.00	(Roslin)	D. Mance
WNCQ	, 1410,	5 KW/1 KW (DA-N),	Country	SMN,	\$11.00	(K & P)	B. Danzinger
WTNF	, 790,	1 KW (DA-N),	MOR	CBS,	\$25.00	(Torbet)	D. Alexander
WCIZ-F,	97.5,	41 KW @ 292	, AOR		\$16.00	(K & P)	B. Danzinger
WTNF-F,	93.5,	3 KW @ 330	, CHR		\$31.00	(Torbet)	D. Alexander
WTOJ-F,	103.1,	.5 KW @ 670	, AC		\$11.00	(Roslin) (CARTHAGE)	D. Mance

WICHITA FALLS, TX

ISA Rank/Pop: 287/125,300
 ARB Rank/Pop: 222/105,400
 Market TSL: 20.25
 Average Person Ratings: 15.2

Diaries: 330/319:1
 Sample Target: 300
 % Below Line: 4.4
 % Not Listed: 11.9

Retail \$: .99 Bil
 FM Share: 83.69%
 Stations: 9/6

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		88	87		S89	S88	S87
1. KLUR-F	44/27.5	35.1	27.8	467	44.3	43.2	39.9
2. KNIN-F	34/21.3	13.6	22.2	409	38.8	33.0	40.2
3. KTLT-F	22/13.8	12.3	13.2	274	26.0	23.4	27.3
4. KKQV-F	18/11.3	14.9	11.8	285	27.0	29.2	29.6
5. KWFT	10/ 6.3	1.3	3.5	123	11.7	9.8	9.6
6. KGTM	6/ 3.8	6.5	4.9	113	10.7	11.3	9.1

12+ AMD

1. KLUR-F >>
2. KNIN-F >
3. KTLT-F >
4. KKQV-F
5. KWFT

12+ MID

1. KLUR-F >>
2. KNIN-F >
3. KTLT-F >
4. KKQV-F
- 5.

12+ PMD

1. KLUR-F
2. KNIN-F >>
3. KTLT-F
4. KKQV-F
- 5.

12+ EVE

1. KNIN-F
2. KLUR-F
3. KKQV-F
4. KTLT-F
- 5.

ADULTS 18-34

1. KNIN-F >>
2. KLUR-F
3. KKQV-F
4. KTLT-F
- 5.

ADULTS 25-54

1. KLUR-F >>
2. KNIN-F
3. KTLT-F >>
4. KKQV-F
- 5.

ADULTS 35-64

1. KLUR-F >>
2. KTLT-F >
3. KNIN-F
4. KWFT
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WLD	570	Dallas	1.9/4.6
WRLD	1080	Dallas	.6/3.3
WBAP	820	Fort Worth	1.9/6.9

RADIO STATIONS

KGTM	, 990,	10 KW/1 KW (DA-2),	Country						
KWFT	, 620,	5 KW (DA-N),	MOR						J. Vincent D. Whan
KKQV-F,	103.3,	100 KW @ 440	CHR						
KLUR-F,	99.9,	100 KW @ 820	Country						B. Smith
KNIN-F,	92.9,	100 KW @ 900	CHR	ABC I,	\$28.00	(Katz)	Sungroup		S. Russell
KTLT-F,	106.3,	3 KW @ 330	AC	ABC C,	\$25.00	(Banner)			J. Vincent
				NBC,	\$15.00	(Christal)			K. Schroder

WILLIAMSPORT, PA

MSA Rank/Pop: 303/116,100
 ARB Rank/Pop: 231/97,800
 Market TSL: 25.75
 Average Person Ratings: 19.2

Diaries: 287/341:1
 Sample Target: 290
 % Below Line: 0
 % Not Listed: 9.0

Retail \$: .73 Bil
 FM Share: 84.79%
 Stations: 12/12

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		88	87		S89	S88	S87
1. WILQ-F	41/21.8	25.9	25.1	372	38.0	36.9	38.3
2. WHTO-F	30/16.0	18.7	.6	277	28.3	31.6	4.0
WKSJ-F	30/16.0	8.4	10.5	292	29.9	19.5	24.6
4. WFXX-F	22/11.7	18.7	21.1	273	27.9	32.0	35.7
5. WWZU-F	17/ 9.0	4.2	2.3	122	12.5	6.4	5.2
6. WWPA	12/ 6.4	7.2	8.2	114	11.7	14.5	18.2
7. WLYC	11/ 5.9	8.4	12.9	113	11.6	15.0	20.1

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>
1. WILQ-F <	1. WKSJ-F	1. WILQ-F >	1. WILQ-F
2. WKSJ-F >	2. WILQ-F <	2. WHTO-F <	2. WHTO-F >
3. WHTO-F >	3. WHTO-F >	3. WKSJ-F	3. WWZU-F >
4. WFXX-F	4. WFXX-F	4. WFXX-F	4. WFXX-F
5.	5. WWZU-F	5. WWZU-F	WKSJ-F

<u>ADULTS 18-34</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35-64</u>
1. WHTO-F >>	1. WKSJ-F	1. WILQ-F
2. WFXX-F	2. WILQ-F	2. WKSJ-F >>
3. WKSJ-F	3. WHTO-F	3. WWZU-F
4. WILQ-F >	4. WFXX-F	4.
5. WWZU-F	5. WWZU-F	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFXX	1450	S. Williamsport	0/ 1.6
WHUM	1190	Hughsville	0/ 3.1
WJSA	1600	Jersy Shr.	0/ 1.0
WRAC	1400	Williamsport	1.6/10.0

RADIO STATIONS

WLYC , 1050,	1 KW/35 W ,	Nostalgia	ABC I,	\$15.00	(---)	R. Cunnion
WWPA , 1340,	1 KW ,	MOR	CBS,	\$13.00	(Radio Station)	W. Ott
WFXX-F, 99.3,	210 W @ 1280,	CHR	Source,	\$20.00	(Republic)	W. Diggins
WHTO-F, 103.9	1 KW @ 429,	CHR	ABC FM,	\$15.00	(---)	V. Michael
WILQ-F, 105.1,	4 KW @ 1300,	Country	ABC I,	\$26.00	(---)	R. Cunnion
WKSJ-F, 102.7,	53 KW @ 1270,	AC		\$22.00	(---)	J. Dame
WWZU-F, 92.1,	3 KW @ 225,	AOR		\$11.00	(Pates)	J. Lipez
					(LOCK HAVEN)	

YAKIMA, WA

MSA Rank/Pop: 214/187,200
 ARB Rank/Pop: 185/150,600
 Market TSL: 20.0
 Average Person Ratings: 14.9

Diaries: 419/359:1
 Sample Target: 350
 % Below Line: 2.7
 % Not Listed: 18.8

Retail \$: 1.03 Bil
 FM Share: 71.43%
 Stations: 18/15

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING			B I R C H		
		88	87		S89	S88	S87	SHR	AQH	CUME
1. KATS-F	38/17.0	17.7	8.6	410	27.2	25.2	17.5	16.2	43	434
2. KFFM-F	37/16.5	8.8	10.3	434	28.8	20.6	24.2	24.4	65	477
3. KXDD-F	34/15.2	16.3	13.3	300	19.9	23.0	16.5	14.7	39	313
4. KIT	18/ 8.0	11.2	9.0	313	20.8	20.4	22.3	12.4	33	298
5. KUTI	12/ 5.4	7.9	6.9	183	12.2	10.6	15.0	4.5	12	179
6. KRSE-F	9/ 4.0	4.2	8.2	125	8.3	7.6	12.6	3.8	10	99
7. KBBO	8/ 3.6	2.3	5.2	148	9.8	7.5	13.0	2.6	7	132

12+ AMD

1. KATS-F
2. KFFM-F
3. KXDD-F
4. KIT
5. KUTI

12+ MID

1. KATS-F
2. KXDD-F
3. KFFM-F >
4. KIT
- 5.

12+ PMD

1. KFFM-F
2. KATS-F
3. KXDD-F
- 4.
- 5.

12+ EVE

1. KFFM-F
2. KATS-F >
3. KXDD-F
- 4.
- 5.

ADULTS 18-34

1. KATS-F >>
2. KFFM-F >
3. KXDD-F
- 4.
- 5.

ADULTS 25-54

1. KATS-F >
2. KXDD-F >
3. KFFM-F
4. KIT
- 5.

ADULTS 35-64

1. KXDD-F >>
2. KATS-F
- KIT
- KUTI
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KENE	1490	Toppenish	.4/3.1
KHYT-F	92.9	Toppenish	.4/2.1
KIHS-F	99.3	Yakima	1.8/2.8
KREW	1210	Sunnyside	.9/3.7
KYKA-F	96.9	Naches	.9/4.6
KYXE	1020	Selah	1.3/3.3
KZTA	930	Yakima	.9/1.9
KBRD-F	103.7	Tacoma	.9/2.9
KGO	810	San Francisco	.4/3.1
KIOK-F	94.9	Richland	1.3/2.7

RADIO STATIONS

KBBO	, 1390,	5 KW/500W (DA-2),	Religion	UPI,	\$ NA	(MMR)	P. Fretwell
KIT	, 1280,	5 KW/1 KW	MOR	ABC I,	\$16.00	(Mc-Guild)	J. Goetz
KMFX	, 1460,	5 KW (DA-N),	Oldies	NBC,	\$10.00	(K & P)	G. Meyers
KUTI	, 980,	5 KW/500W (DA-N),	Country	ABC E,	\$12.00	(Christal)	T. McCoy
KATS-F,	94.5,	100 KW @ 850	AOR	ABC R,	\$15.00	(Mc-Guild)	J. Goetz
KFFM-F,	107.3,	100 KW @ 1500	CHR	Source,	\$18.00	(Torbet)	G. Meyers
KRSE-F,	98.3,	760 KW @ 560	EZ	EZ	\$14.00	(MMR)	P. Fretwell
KXDD-F,	104.1,	61 KW @ 840	Country	ABC D,	\$17.00	(Christal)	T. McCoy

SECTION B

BIRCH NON-MONTHLY MARKETS*BLUEFIELD, WV

1. WHAJ-F,	32.0/32/296	104.5,	100 KW @ 1197, CHR	ABC,	\$ N/A (---)	
2. WBDY-F,	14.0/14/210	106.3,	3 KW @ 300, COUNTRY	,	\$ 16.00 (---)	
3. WAEY-F,	6.0/ 6/ 64	95.9,	3 KW @ 178, COUNTRY	ABC-E,	\$ 8.00 (---)	(PRINCETON)
WQUT-F,	6.0/ 6/ 50		SEE JOHNSON CITY IN SPRING 1989 EDITION			

ELKHART-GOSHEN, IN

1. WNDU-F,	11.1/10/204		SEE SOUTH BEND IN SPRING 1989 EDITION			
2. WZZP-F,	10.0/ 9/134		SEE SOUTH BEND IN SPRING 1989 EDITION			
3. WNSN-F,	8.9/ 8/ 83		SEE SOUTH BEND IN SPRING 1989 EDITION			
WTRC	8.9/ 8/ 55	134.0,	1 KW , MOR	NBC-T, NBC,	\$ 20.00 (Christal)	Federated (ELKHART)
5. WZOW-F,	7.8/ 7/ 53	97.7,	2.8 KW @ 340, OLDIES	,	\$ 13.00 (Regional)	(GOSHEN)
WAOR-F,	7.8/ 7/ 70		SEE SOUTH BEND IN SPRING 1989 EDITION			
WRKR-F,	7.8/ 7/ 51		SEE KALAMAZOO IN SPRING 1989 EDITION			

FAIRBANKS, AK

1. KWL-F,	20.8/11/ 94	98.1,	25 KW @ ? , CHR	,	\$ N/A (N/A)	
2. KAYY-F,	17.0/ 9/ 79	101.1,	25 KW @ 370 , AC	,	\$ 16.00 (Mc-Guild)	
3. KQRZ-F,	13.2/ 7/ 67	102.5,	25 KW @ -86 , AOR	,	\$ 17.00 (Christal)	
KSUA-F,	13.2/ 7/ 87	103.9,	3 KW @ 120 , AOR	SOURCE,	\$ 12.00 (---)	
KUAC-F,	13.2/ 7/ 65	104.7,	10 KW @ 440 , PUBLIC	,	\$ N/A	
6. KIAK	11.3/ 6/ 52	97.0,	5 KW , COUNTRY	,	\$ 15.00 (Christal)	

FT. COLLINS-GREELEY-LOVELAND, CO

1. KAZY-F,	14.4/29/262		SEE DENVER IN SPRING 1989 EDITION			
2. KXKL-F,	7.9/16/191		SEE DENVER IN SPRING 1989 EDITION			
3. KLZ	7.9/15/200		SEE DENVER IN SPRING 1989 EDITION			(FT. COLLINS)
4. KIMN-F,	6.4/13/173	107.9,	100 KW @ 470, CHR	,	\$ 20.00 (Eastman)	
5. KOA	5.9/12/213		SEE DENVER IN SPRING 1989 EDITION			

IDAHO FALLS, ID

1. KUPI-F,	24.1/21/161	99.1,	100 KW @ 510, COUNTRY	ABC-C,	\$ 21.00 (Eastman)	
2. KFTZ-F,	23.0/20/157	103.3,	50 KW @ ?? , CHR	,	\$ 13.00 (K & P)	
3. KLCE-F,	20.7/18/162	97.3,	100 KW @ ?? , AC	,	\$ 19.00 (---)	(BLACKFOOT)
4. KSIF-F,	5.7/ 5/ 71	96.1,	100 KW @ 1500, SOFT AC	,	\$ N/A (Banner)	
5. KRIC-F,	4.6/ 4/ 73	100.5,	75 KW @ ?? , PUBLIC/CLASS	,	\$ N/A (---)	(REXBURG)

JEFFERSON CITY, MO

1. KTXY-F,	23.4/22/221	106.9,	100 KW @ 600, CHR	,	\$ N/A (Mc-Guild)	
2. KLIK	22.3/21/257	95.0,	5 KW/500 W (DA-N), COUNTRY	ABC-E,	\$ N/A (---)	
3. KWRN-F,	6.4/ 6/ 92	95.7,	100 KW @ 992, COUNTRY	MBS,	\$ 17.00 (---)	(MEXICO)
4. KBIA-F,	5.3/ 5/ 54	91.3,	100 KW @ ?? , PUBLIC/CLASS.		N/A	
KWOS	5.3/ 5/103	124.0,	1 KW , MOR	CBS,	\$ 12.00 (---)	

LAKE TAHOE, NV-CA

1. KRLL-F	16.3/ 6/ 64	93.9,	6 KW @ -180, AC	,	\$ 14.00 (K & P)	
2. KWNZ-F,	14.9/ 5/ 47		SEE RENO IN SPRING 1989 EDITION			
3. KOZZ-F,	12.1/ 4/ 46		SEE RENO IN SPRING 1989 EDITION			
4. KTHO,	7.6/ 3/ 46	590,	2.5 KW/500 W, MOR	CBS,	\$ N/A (---)	
5. KOWL,	7.0/ 3/ 50	1490,	1 KW , AC	ABC-I,	\$ N/A (?)	
6. KTHO-F,	6.2/ 2/ 27	102.9,	1 KW @ ? , EZ	,	\$ N/A (?)	

LAREDO, TX

1. KRRG-F,	26.4/14/124	98.1,	100 KW @ 774, CHR	ABC-C,	\$ N/A (HNWH)	
2. KOYE-F,	11.3/ 6/102	94.9,	100 KW @ 1000, AC (?)	,	\$ 18.00 (Republic)	
3. KJBZ-F,	9.4/ 5/ 97	92.3,	3 KW @ 300, HISPANIC	,	\$ 14.00 (Katz Hisp.)	
4. KHOY-F,	7.5/ 4/ 58	88.1,	2 KW @ 246, PUBLIC/EZ		N/A (N/A)	
KVOZ,	7.5/ 4/112	890,	10 KW/1 KW (DA-N), HISPANIC	,	\$ 16.00 (Lotus)	
XHTL-F,	7.5/ 4/ 37	94.1,	1 KW , HISPANIC		N/A (---)	(NUEVO LAREDO)
7. KLAR	5.7/ 3/ 70	130.0,	1 KW/500 W (DA-N), COUNTRY	,	\$ 12.00 (?)	

* Figures shown for each station are: 12+ share/AQH/Cume.
All are 12+, Mon-Sun, 6A-Mid.

MORGANTOWN, WV

1. WVAQ-F, 14.8/18/185	101.9, 50 KW @ 500, CHR	ABC-C, \$ 21.00 (---)	
2. WKKW-F, 13.9/17/196	106.5, 50 KW @ 500, COUNTRY	, \$ 16.00 (K & P)	(CLARKSBURG)
3. WAJR, 9.0/11/127	1440, 5 KW/500 W (DA-N), COUNTRY	ABC-C, \$ 17.00 (---)	
4. WCLG-F, 6.6/ 8/150	100.1, 3 KW @ 300, CLASSIC ROCK	SOURCE, \$ 14.00 (Dome)	
WFGM-F, 6.6/ 8/105	97.9, 50 KW @ 500, CONTEMP	, \$ 9.00 (Regional)	(FAIRMONT)

CENTRAL UPPER MICHIGAN

1. WIMK-F, 23.7/23/155	93.1, 100 KW @ 635, AOR	, \$ 15.00 (---)	(IRON MOUNT.)
2. WGLQ-F, 20.6/20/188	97.1, 100 KW @ 1066, CHR	ABC-C, \$ 20.00 (Mc-Guild)	Midwest Fam. (ESCANABA)
3. WJPD-F, 12.4/12/126	92.3, 100 KW @ 470, COUNTRY	NBC, \$ 15.00	(ISHPEMING)
4. WYKX-F, 8.2/ 8/116	104.7, 100 KW @ 400, COUNTRY	, \$ 14.00 (Republic)	(ESCANABA)
5. WMQT-F, 7.2/ 7/ 97	107.5, 100 KW @ 540, CONTEMP	CBS-R, \$ 16.00 (HNWH)	(ISHPEMING)
6. WRUP-F, 6.2/ 6/105	103.3, 100 KW @ 650, OLDIES	MBS, \$ 12.00 (Patt)	(MARQUETTE)

NORTHEASTERN MICHIGAN

1. WHSB-F, 32.6/15/136	107.7, 100 KW @ 450, CONTEMP	ABC-C, \$ 13.00 (Mich. Spart)	(ALPENA)
2. WATZ-F, 21.7/10/ 71	93.5, 3 KW @ 280, COUNTRY	NBC, \$ 13.00 (Katz)	(ALPENA)
3. WAIR-F, 8.7/ 4/ 64	92.5, 100 KW @ 868, SOFT AC	CBS, \$ 13.00 (---)	(PETOKSY)
4. WATZ, 6.5/ 3/ 30	1450, 1 KW @ , COUNTRY	NBC-T, NBC, \$ 12.00 (Katz)	(ALPENA)
WKJC-F, 6.5/ 3/ 46	104.7, 50 KW @ 500, COUNTRY	ABC, \$ N/A (---)	(TAWAS CITY)

POCATELLO, ID

1. KZBQ-F, 25.0/14/127	93.7, 100 KW @ 977, COUNTRY	, \$ 18.00 (Mc-Guild)	
2. KLCE-F, 21.4/12/141	97.3, 100 KW @ ?? , AC	, \$ 19.00 (---)	(BLACKFOOT)
3. KPKY-F, 14.3/ 8/138	94.9, 30 KW @ ?? , CHR	ABC-C, \$ N/A (Torbet)	
4. KSEI-F, 7.1/ 4/ 93	102.5, 100 KW @ ?? , CONTEMP	MBS, \$ N/A (Katz)	

ROME, GA

1. WAPW-F, 13.1/16/146	SEE ATLANTA IN SPRING 1989 EDITION		
2. WVEE-F, 12.2/15/ 95	SEE ATLANTA IN SPRING 1989 EDITION		
3. WRGA, 10.2/12/149	1470, 5 KW (DA-1) , COUNTRY	, \$ 11.00 (Regional)	
4. WKHX-F, 8.7/10/137	SEE ATLANTA IN SPRING 1989 EDITION		
5. WKLS-F, 8.5/10/ 87	SEE ATLANTA IN SPRING 1989 EDITION		
6. WKCX-F, 4.9/ 6/143	97.7, 3 KW @ 300, CONTEMP	MBS, \$ N/A (---)	

SAN LUIS OBISPO, CA

1. KZOF-F, 17.4/25/249	93.3, 30 KW @ 1500, CHR	, \$ N/A (Republic)	Amer. General
2. KSLY-F, 13.2/19/301	96.1, 6 KW @ 1410, CONTEMP	, \$ N/A (Katz)	
3. KPGA-F, 11.8/17/119	95.3, 2 KW @ 390, AOR	, \$ N/A (Eastman)	(PISMO BEACH)
4. KKUS-F, 7.6/11/156	98.1, 4 KW @ ?? , AC	, \$ N/A (Durpetti)	
5. KOTR-F, 5.6/ 8/ 92	94.9, 3 KW @ ?? , AOR	, \$ N/A (---)	(CAMBRIA)
KLZZ-F, 5.6/ 8/ 86	101.3, 5 KW @ 1410, SOFT AC	, \$ N/A (---)	(LOS OSOS)
7. KIQQ-F, 4.9/ 7/ 83	104.5, 6 KW @ ?? , OLDIES	, \$ N/A (Western)	(ATASCAD)

SANTA MARIA-LOMPOC, CA

1. KSNI-F, 24.1/21/178	102.5, 18 KW @ 770, COUNTRY	, \$ N/A (Torbet)	
2. KXFM-F, 11.5/10/105	99.1, 2.5 KW @ 2000, AC	, \$ 17.00 (HNWH)	
3. KBOX-F, 8.0/ 7/ 29	104.1, 6 KW @ 710, AC	SOURCE, \$ N/A (Gillis)	
4. KUHL, 6.9/ 6/ 83	1440, 5 KW/1 KW (DA-1) , TALK	, \$ 15.00 (HNWH)	
5. KRQK-F, 5.7/ 5/152	100.9, 375 W @ 800, CLASSIC ROCK	CNN, \$ N/A (---)	

SOUTHBRIDGE, MA

1. WAAF-F, 20.2/36/289	SEE WORCESTER IN SPRING 1989 EDITION		
2. WSRF-F, 12.4/22/219	SEE WORCESTER IN SPRING 1989 EDITION		
3. WESO, 8.0/14/142	970, 1 KW/250 W, MOR	, \$ 17.00 (---)	
4. WZOU-F, 7.6/14/145	SEE BOSTON IN SPRING 1989 EDITION		
5. WQVR-F, 5.6/10/111	100.1, 3 KW @ 300, COUNTRY	, \$ 20.00 (---)	

WAUSAU, WI

1. WIFC-F, 31.3/21/169	95.5, 100 KW @ 1150, CHR	ABC-R,ABC-F, \$ N/A (Christal)	Journal Co.
2. WDEZ-F, 23.9/16/131	101.9, 100 KW @ 490, COUNTRY	ABC-D, \$ N/A (Banner)	Midwest
3. WRIG, 11.9/ 8/ 96	1390, 5 KW (DA-1), OLDIES	ABC-D, \$ N/A (Banner)	Midwest (SCHOFIELD)
4. WYCO-F, 9.0/ 6/ 83	107.9, 100 KW @ ?? , AC	, \$ 17.00 (K & P)	
5. WXCO, 4.5/ 3/ 65	1230, 1 KW , COUNTRY	, \$ 14.00 (K & P)	

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WINCHESTER, VA

1. WUSQ-F, 24.4/10/105	102.5, 28 KW @ 670, COUNTRY	ABC-E, \$ 16.00 (Durpetti)	Holt
2. WINC-F, 14.6/ 6/ 97	92.5, 22 KW @ 700, AC	, \$ 15.00 (---)	
3. WWDC-F, 12.2/ 5/ 77	SEE WASHINGTON IN SPRING 89 EDITION		
4. WCXR-F, 9.8/ 4/ 36	SEE WASHINGTON IN SPRING 89 EDITION		
5. WMZQ-F, 7.3/ 3/ 38	SEE WASHINGTON IN SPRING 89 EDITION		

YUMA, AZ

1. KJOK-F, 31.1/34/241	93.1, 100 KW @ 80, CHR	, \$ 24.00 (K & P)	
2. KYXI-F, 21.0/23/258	100.9, 3 KW @ 300, AC	, \$ 23.00 (HNWH)	
3. KTTI-F, 20.3/22/243	95.1, 25 KW @ 76, COUNTRY	, \$ 20.00 (Torbet)	UNO
4. KEZC, 6.1/ 7/ 67	1400, 1 KW, COUNTRY	ABC-I, \$ 18.00 (K & P)	
5. KBLU 5.3/ 6/102	560, 1 KW (DA-N), OLDIES	, \$ 18.00 (Torbet)	UNO

*Figures shown for each station are: 12+ share/AQH/Cume.
All are 12+, Mon-Sun, 6A-Mid.



