

AMERICAN RADIO

FALL 1990



James H. Duncan, Jr.

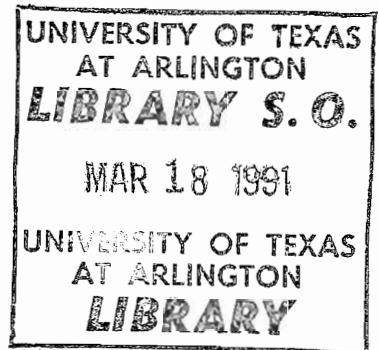
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AMERICAN RADIO

FALL, 1990 REPORT

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~~REFERENCE~~

INTRODUCTION

This is the 16th year American Radio has been published. Your support of this work is sincerely appreciated. Please feel free to make comments or suggestions at any time. I can be reached at the following address:

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

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

Any corrections made by Arbitron to earlier published reports are included if they are received by 28 February 1991.

Work on this edition was completed on 28 February 1991. Mailing will begin the following week. If your copy is defective in any way, let me know and I will promptly mail another copy to you.

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Individual Market Reports for these markets in alphabetical order:

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

METRO SHARE LEADERS AND MAJOR MARKET CHANGES

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

The period covered for the share changes is Fall 1989 to Fall 1990. I am convinced that year-to-year comparisons are more accurate and valid than "last book" comparisons.

MARKET	12+ LEADER/FORMAT	LARGEST SHARE GAINER	LARGEST SHARE LOSER
Akron	WONE-F, 7.7, AOR	WONE-F, +2.2, AOR	WKDD-F, -2.0, CHR
Albany-Schenectady-Troy	WROW-F, 10.9, EZ	WFLY-F, +2.3, CHR	WGY, -2.9, MOR
Albuquerque	KRST-AF, 16.7, C	KRST-AF, +3.4, C	KIVA-F, -3.1, CHR
Allentown-Bethlehem	WFMZ-F, 17.4, EZ	WFMZ-F, +3.3, EZ	WKAP, -3.0, BB
Anchorage	KBFX-F, 14.1, AOR	KBFX-F, +6.0, AOR	KPXR-F, -3.6, CHR
Ann Arbor	WJR, 11.4, MOR	NA	NA
Appleton-Oshkosh	WAPL-F, 15.2, AOR	WYNE, +2.8, C	WROE-F, -2.1, EZ
Atlanta	WVEE-F, 11.0, B	WYAY-F, +2.4, C	WVEE-F, -2.1, B
Atlantic City	WFPG-F, 11.4, EZ	WOND, +5.1, N/T	WZXL-F, -2.6, AOR
Augusta	WBBQ-AF, 21.5, CHR	NA	NA
Austin	KASE-F, 15.8, C	KVET-F, +3.8, C	KBTS-F, -2.0, CHR
Bakersfield	KUZZ-F, 14.4, C	KUZZ-F, +3.7, C	KCWR, -2.9, C
Baltimore	WXYV-F, 8.1, B	WPOC-F, +2.1, C	WBSB-F, -1.6, CHR
Baton Rouge	WYNK-AF, 17.5, C	WYNK-AF, +8.8, C	WPMF-F, -5.6, CHR
Binghamton	WAAL-F, 18.6, CHR	NA	NA
Birmingham	WZZK-AF, 17.0, C	WJLD, +1.6, B	WKXX-F, -2.1, CHR
Boise	KCIX-F, 14.0, AC	NA	NA
Boston	WRKO, 7.9, N/T	WZOU-F, +1.7, CHR	WCJD-F, -2.2, J/NA
Buffalo-Niagara Falls	WJYE-F, 10.6, EZ	WJYE-F, +2.7, EZ	WBEN, -2.9, MOR
Canton	WHBC, 14.8, MOR	WHBC, +4.9, MOR	WDJQ-F, -5.1, CHR
Charleston, SC	WEZL-F, 12.5, C	NA	NA
Charleston, WV	WQBE-F, 29.2, C	NA	NA
Charlotte	WSOC-F, 12.3, C	WPEG-F, +2.8, B	WBT, -3.3, MOR
Chattanooga	WPEG-F, 12.3, B	WUSY-F, +6.8, C	WSKZ-F, -7.0, CHR
Chicago	WUSY-F, 19.7, C	WBBM-F, +2.2, CHR	WYTZ-F, -1.7, CHR
Cincinnati	WGN, 9.3, N/T	WLW, +2.8, MOR	WOXF-F, -2.4, AC
Cleveland	WLW, 11.2, MOR	WLTF-F, +2.9, AC	WQAL-F, -1.5, EZ
Cleveland	WLTF-F, 10.8, AC	WLTF-F, +2.9, AC	WQAL-F, -1.5, EZ
Colorado Springs	KKCS-AF, 14.4, C	KKCS-AF, +5.1, C	KILO-F, -2.6, AOR
Columbia, SC	WVDM-F, 16.5, B	WNOK-F, +5.0, CHR	WTCB-F, -2.8, AC
Columbus, OH	WNCI-F, 10.9, AC	WLVQ-F, +2.5, AOR	WCOL-F, -4.3, AC
Corpus Christi	KZFM-F, 14.6, CHR	KRYS-F, +5.9, C	KCCR-F, -3.4, CHR
Dallas-Ft. Worth	KSCS-F, 10.0, C	KSCS-F, +2.4, C	KJMZ-F, -2.0, B
Davenport-Ri-Moline	WLLR-F, 17.8, C	KRVR-F, +1.8, EZ	WPXR-F, -5.6, CHR
Dayton	WTUE-F, 9.7, AOR	WYMJ-F, +2.3, AC	WGRR-F, -2.9, AC
Daytona Beach	WWLV-F, 9.3, EZ	WGNE-F, +6.2, C	WWLV-F, -8.6, EZ
Denver	KYGO-F, 8.3, C	KYGO-F, +2.5, C	KRXY-AF, -3.2, CHR
Des Moines	KRNQ-F, 15.3, CHR	KRNQ-F, +2.6, CHR	KWKY, -2.3, REL
Detroit	WJR, 7.8, MOR	WMXD-F, +1.1, B	WDFX-F, -1.4, CHR
El Paso	KHEY-F, 13.7, C	KAMZ-F, +4.1, AC	KOFX-F, -2.7, AC
Erie	WJET-F, 17.9, CHR	WRKT-F, +2.8, AOR	WCCK-F, -2.8, CHR
Eugene	KUGN-F, 15.6, C	KMGE-F, +3.8, AC	KPNW-F, -3.4, AC
Evansville	WSTO-F, 18.9, CHR	NA	NA
Fairfield County (Bridgeport)	WEZN-F, 10.7, AC	WEFX-F, +1.7, AOR	WHTZ-F, -1.5, CHR
Fayetteville, NC	WZFX-F, 19.3, B	NA	NA
Flint	WCRZ-F, 14.9, AC	WFLT, +3.8, REL	WCRZ-F, -3.3, AC
Fort Wayne	WAJI-F, 12.6, AC	WJFX-F, +7.3, CHR	WMEE-F, -8.2, CHR
Fresno	KMJ, 12.7, N/T	KNAX-F, +2.3, C	KJFX-F, -3.1, AOR
Grand Rapids	WODJ-F, 9.5, AC	WODJ-F, +5.6, AC	WCUZ-F, -4.7, C
Greensboro-WS	WTQR-F, 15.0, C	WFMX-F, +1.8, C	WJMH-F, -2.3, B
Greenville, NC	WIKS-F, 18.6, B	WRNS-F, +5.6, C	WSFL-F, -3.3, AC
Greenville-Spartanburg	WESC-F, 11.7, C	WFBC-F, +2.2, AC	WSPA-F, -2.4, EZ
Harrisburg	WNNK-F, 12.9, CHR	WWKL-F, +3.7, AC	WNNK-F, -6.7, CHR
Hartford	WTIC, 14.8, MOR	WPXK-F, +1.2, C	WTIC-F, -2.2, CHR
Honolulu	KSSK-F, 10.6, AC	KCCN-F, +6.7, B	KHHH-F, -3.3, J/NA
Houston	KIKK-F, 8.4, C	KHMX-F, +4.0, AC	KLTR-F, -2.3, AC
Huntington, WV	WTCR-AF, 30.1, C	WEMM-F, +2.7, REL	WKEE-F, -4.4, CHR
Huntsville	WDRM-F, 22.6, C	WEUP, +3.3, B	WRSA-F, -4.6, EZ
Indianapolis	WFMS-F, 13.3, C	WFXF-F, +3.7, AOR	WFBQ-F, -5.1, AOR
Jackson	WMSI-F, 17.5, C	WSTZ-F, +4.3, AOR	WMJW-F, -2.3, AC
Jacksonville	WAPE-F, 11.3, CHR	WKQL-F, +2.3, AC	WAPE-F, -2.7, CHR
Jacksonville	WQIK-F, 11.3, C	WQIK-F, +2.3, AC	WQIK-F, -2.7, CHR
John City-Kingsport	WTFM-F, 18.4, AC	WTFM-F, +3.8, AC	WQUT-F, -2.8, CHR
Johnstown	WGLU-F, 14.4, CHR	NA	NA
Kalamazoo	WKFR-F, 15.0, CHR	WBXX-F, +3.4, CHR	WKFR-F, -4.9, CHR
Kansas City	WDAF, 12.1, C	KYYS-F, +3.6, AOR	KBEQ-F, -5.0, CHR
Knoxville	WIVK-AF, 38.8, C	WQBB, +2.7, BB	WOKI-F, -1.7, CHR
Lakeland	WPCV-F, 17.7, C	NA	NA
Lancaster	WNCE-F, 11.2, EZ	WHTF-F, +1.9, AOR	WRKZ-F, -3.4, C
Lansing	WITL-AF, 18.5, C	WJXQ-F, +3.1, AOR	WVIC-F, -4.9, CHR
Las Vegas	KFMS-AF, 13.4, C	KROL, +1.8, N/T	KORK, -3.5, BB
Lexington	WVLK-F, 17.3, C	WKQQ-F, +3.5, AOR	WAXU, -3.1, C

MARKET	12+ LEADER/FORMAT	LARGEST SHARE GAINER	LARGEST SHARE LOSER
Lincoln	KFOR, 13.9, MOR	NA	NA
Little Rock	KSSN-F, 24.2, C	KSSN-F, +6.5, C	KKYF-F, -4.1, CHR
Los Angeles	KOST-F, 5.5, AC	KKBT-F, +3.1, B	KPWR-F, -1.7, CHR
Louisville	WAMZ-F, 20.8, C	WGZB-F, +6.3, B	WDJX-AF, -4.0, CHR
Lubbock	KLLL-F, 22.2, C	KFMX-F, +5.7, AOR	KRLB-F, -5.0, AC
Macon	WDEN-AF, 21.3, C	WDEN-AF, +21.3, C	WBML, -4, REL
Madison	WIBA-F, 12.3, AOR	WTDY, +2.3, N/T	WZEE-F, -4.7, CHR
Manchester	WZID-F, 18.8, EZ	WZID-F, +3.2, EZ	WGIR-F, -5.9, AOR
Mcallen-Brownsville	KTEX-F, 17.3, C	KTEX-F, +3.3, C	KBFM-F, -4.6, CHR
Melbourne-Titusville-Cocoa	WWKA-F, 11.3, C	NA	NA
Memphis	WHRK-F, 14.0, B	KHUL-F, +1.3, B	WHRK-F, -2.2, B
Miami-Ft. Lauderdale	WLYF-F, 8.1, EZ	WEDR-F, +3.5, B	WHQT-F, -3.9, B
Milwaukee	WTMJ, 10.3, MOR	WMIL-F, +3.2, C	WBKV, -2.5, J/NA
Minneapolis-St. Paul	WCCO, 15.2, MOR	KLXK-F, +2.1, AC	WCCO, -3.2, MOR
Mobile	WBLX-F, 17.2, B	WAVH-F, +2.2, AC	WKSJ-AF, -2.2, C
Modesto	KMIX-F, 14.6, C	KMIX-F, +8.0, C	KHOP-F, -3.1, CHR
Monmouth-Ocean	WNEW-F, 5.8, AOR	WKXW-F, +3.1, AC	WOR, -2.2, N/T
Montgomery	WZHT-F, 22.5, B	WZHT-F, +3.3, B	WXFX-F, -2.3, AOR
Nashville	WSIX-F, 11.6, C	WAMB, +2.0, BB	WKDF-F, -1.8, AOR
Nassau-Suffolk	WALK-AF, 7.2,	WALK-AF, +1.1,	WHLI, -1.7,
New Haven	WKCI-F, 10.9, CHR	WVYZ-F, +2.3, C	WKCI-F, -3.8, CHR
New Orleans	WYLD-F, 13.3, B	WNOE-F, +4.0, C	WYLD-F, -1.8, B
New York	WRKS-F, 5.6, B	WRKS-F, +1.5, B	WPLJ-F, -1.8, CHR
Norfolk	WOWI-F, 13.1, B	WOWI-F, +6.8, B	WFOG-F, -4.5, EZ
Oklahoma City	KXXY-AF, 17.1, C	KXXY-AF, +3.1, C	KOMA, -3.6, AC
Omaha	KFAB, 14.6, MOR	KKVU-F, +3.9, J/NA	KQKQ-F, -1.8, CHR
Orlando	WWKA-F, 9.6, C	WMMO-F, +7.2, AC	WOMX-AF, -6.8, CHR
Oxnard-Ventura	KHAY-F, 7.9, C	NA	NA
Pensacola	WOWW-F, 14.2, C	WOWW-F, +4.5, C	WMEZ-F, -3.9, EZ
Peoria	WKZW-F, 15.4, CHR	WGLO-F, +4.1, AC	WMBD, -2.9, MOR
Philadelphia	KYW, 8.8, N/T	KYW, +2.2, N/T	WUGL, -3.0, AC
Phoenix	KNIX-F, 11.0, C	KESZ-F, +1.8, AC	KZZP-F, -2.6, CHR
Pittsburgh	KDKA, 14.9, MOR	KDKA, +2.6, MOR	WSHH-F, -4.4, AC
Portland, ME	WPOR-AF, 14.7, C	WKZN, +4.0, BB	WYNZ-AF, -2.5, AC
Portland, OR	KUPL-F, 9.1, C	KUFO-F, +3.2, AOR	KXYQ-F, -3.0, CHR
Portsmouth-Dover-Rochester,nh	WOKQ-F, 13.6, C	WOKQ-F, +4.4, C	WHBF-F, -2.9, AOR
Providence	WPRO-F, 9.6, CHR	WPLM-F, +2.0, BB	WWBB-F, -2.0, AC
Raleigh	WQOK-F, 10.7, B	WQOK-F, +3.1, B	WDNC, -1.7, BB
Reno	KWNZ-F, 12.7, CHR	KOH, +3.8, N/T	KIIQ-F, -2.7, C
Richmond	WRXL-F, 12.5, AOR	WKHK-F, +1.9, C	WRVQ-F, -2.0, CHR
Riverside-San Bernardino	KFRG-F, 7.6, C	KFRG-F, +5.0, C	KGGI-F, -2.6, CHR
Roanoke-Lynchburg	WXLK-F, 19.3, CHR	WXLK-F, +4.1, CHR	WJJS, -2.5, B
Rochester	WCMF-F, 15.5, AOR	WHAM, +2.4, MOR	WRX-F, -2.1, AC
Rockford	WZOK-F, 19.5, CHR	NA	WZSH-F, -2.1, EZ
Sacramento	KRAK-F, 8.9, C	KRCX, +1.0, SP	NA
Saginaw-Bay City-Midland	WIOG-F, 18.5, CHR	WHNN-F, +5.9, AC	KZAP-F, -2.3, AOR
Salinas-Monterey-Santa Cruz	KDON-F, 10.4, CHR	KDON-F, +3.3, CHR	WSGW, -2.6, MOR
Salt Lake City	KSL, 9.6, MOR	KLZX-F, +2.3, AOR	KOCN-F, -2.1, AC
San Antonio	KCYY-F, 10.9, C	KSJL, +3.5, AOR	KKAT-F, -3.0, C
San Diego	KKIQ-AF, 7.7, CHR	KSON-AF, +1.8, C	KSRR-F, -3.1, AC
San Francisco	KGO, 8.3, N/T	KFRC, +1.7, BB	XHRM-F, -2.4, B
San Jose	KBAY-F, 7.2,	KEEN, +2.1,	KABL-AF, -1.5, EZ
Sarasota-Bradenton	WOUV-F, 17.1, EZ	NA	KLOK, -1.6,
Savannah	WEAS-F, 16.3, B	NA	NA
Seattle-Tacoma	KIRO, 8.7, N/T	KLSY-AF, +1.8, AC	KPLZ-F, -2.1, CHR
Shreveport	KRMD-AF, 15.0, C	KTAL-F, +3.7, AOR	KRMD-AF, -3.1, C
Spokane	KZZU-F, 14.7, CHR	KDRK-F, +2.1, C	KXLY-F, -2.8, EZ
Springfield, MA	WHYN-F, 10.4, AC	WPKX-F, +7.5, C	WRCH-F, -2.7, EZ
St. Louis	KMOX, 16.6, N/T	WRTH, +1.3, BB	KMOX, -2.2, N/T
Stockton	KBEE-F, 8.2, EZ	KWIN-F, +3.9, CHR	KNBR, -3.4, MOR
Syracuse	WNTO-F, 11.1, CHR	WPCX-F, +1.8, C	WYYY-F, -3.7, AC
Tampa-St. Petersburg	WWRM-F, 10.5, AC	WWRM-F, +2.3, AC	WFLZ-F, -4.2, CHR
Toledo	WIOT-F, 12.6, AOR	WXKR-F, +3.0, AOR	WLQR-F, -2.6, EZ
Tucson	KRQQ-F, 15.1, CHR	KIIM-F, +4.9, C	KLPX-F, -2.4, AOR
Tulsa	KWEN-F, 13.9, C	KTHK-F, +4.4, AOR	KQLL-AF, -9.8, AC
Utica-Rome	WRCK-F, 12.9, CHR	WKLL-F, +5.1, AOR	WIBX, -2.3, N/T
Washington	WPGC-F, 8.1, CHR	WMMJ-F, +1.6, B	WRQX-F, -1.0, CHR
West Palm Beach	WEAT-AF, 14.1, EZ	WEDR-F, +3.1, B	WEAT-AF, -5.2, EZ
Wichita	KKRD-F, 11.6, CHR	KRBB-F, +2.4, AC	KKRD-F, -3.3, CHR
Wilkes Barre-Scranton	WKRZ-F, 15.0, CHR	WDLN-F, +1.9, C	WNAK, -4.3, BB
Wilmington, DE	WSTW-F, 9.7, CHR	WFLN-F, +1.8, CL	WDEL, -1.8, MOR
Worcester	WSRS-F, 15.1, EZ	WSRS-F, +2.0, EZ	WAAF-F, -2.8, AOR
York	WARM-F, 11.2, AC	WDAC-F, +2.8, REL	WYCR-F, -3.8, CHR
Youngstown	WKBN, 10.9, N/T	WHOT, +4.2, BB	WHOT-F, -2.6, CHR

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

STATION	MARKET	1/4 HOUR AVG.	FORMAT	GROUP OWNER	FAL '89 RANK	ESTIMATED 1990 REVENUE
1. WRKS-F	New York	1574	B	Summit	8	\$ 13,300,000
2. WLTW-F	New York	1389	AC	Viacom	4	25,000,000
3. WCBS-F	New York	1386	AC	CBS	7	25,500,000
4. WPAT-F	New York	1355	EZ	Park	2	12,000,000
5. WGN	Chicago	1298	N/T	Tribune Co.	1	38,000,000
6. WHTZ-F	New York	1273	CHR	Malrite	6	20,200,000
7. WINS	New York	1181	N/T	Westinghouse	5	26,700,000
8. WOR	New York	1157	N/T	Buckley	3	18,000,000
9. WQHT-F	New York	1141	CHR	Emmis	8	14,300,000
10. KLOS-F	Los Angeles	1125	AOR	Cap Cities/ABC	16	25,800,000
11. KOST-F	Los Angeles	1089	AC	-----	11	33,000,000
12. WBLS-F	New York	1088	B	Inner City	15	12,900,000
13. WCBS	New York	1081	N/T	CBS	14	22,000,000
14. WXRK-F	New York	1030	AOR	Infinity	19	20,000,000
15. WABC	New York	1005	N/T	Cap Cities/ABC	22	15,800,000
16. KIIS-AF	Los Angeles	1005	CHR	Gannett	79	30,000,000
17. WNSR-F	New York	961	AC	Bonneville	17	19,500,000
18. WNEW-F	New York	956	AOR	Westinghouse	10	19,600,000
19. WGCI-F	Chicago	921	B	Gannett	18	16,000,000
20. WFAN	New York	900	N/T	Emmis	23	23,000,000
21. KGO	San Francisco	828	N/T	Cap Cities/ABC	25	25,000,000
22. WMMR-F	Philadelphia	810	AOR	Westinghouse	28	16,600,000
23. KPWR-F	Los Angeles	808	CHR	Emmis	12	26,000,000
24. KABC	Los Angeles	800	N/T	Cap Cities/ABC	26	35,000,000
25. WBBM-F	Chicago	774	CHR	CBS	56	17,600,000
26. WYNY-F	New York	773	C	Westwood One	31	10,100,000
27. KBIG-F	Los Angeles	763	AC	Bonneville	30	21,000,000
28. KYW	Philadelphia	757	N/T	Westinghouse	45	17,000,000
29. WCCO	Minneapolis-St. Paul	754	MOR	-----	20	22,000,000
30. WJR	Detroit	702	MOR	Cap Cities/ABC	29	19,000,000
31. KMOX	St. Louis	678	N/T	CBS	27	22,000,000
32. KLVE-F	Los Angeles	675	SP	HefTel	44	19,000,000
33. KNX	Los Angeles	668	N/T	CBS	32	24,500,000
34. KSCS-F	Dallas-Ft. Worth	657	C	Cap Cities/ABC	63	11,800,000
35. WPLJ-F	New York	656	CHR	Cap Cities/ABC	21	9,200,000
36. KQLZ-F	Los Angeles	653	CHR	Westwood One	24	14,700,000
37. KKBT-F	Los Angeles	646	B	Evergreen	176	7,700,000
38. WUSL-F	Philadelphia	639	B	Tak	46	10,600,000
39. WYSP-F	Philadelphia	631	AOR	Infinity	37	11,800,000
40. WBBM	Chicago	627	N/T	CBS	33	17,600,000
41. KDKA	Pittsburgh	621	MOR	Westinghouse	49	9,000,000
42. KTWV-F	Los Angeles	611	J/NA	Westinghouse	39	16,800,000
43. KROQ-F	Los Angeles	589	AOR	Infinity	55	12,700,000
44. WQCD-F	New York	562	J/NA	Tribune Co.	36	8,800,000
45. WVAZ-F	Chicago	560	B	Broadcast Partners	35	11,900,000
46. WZOU-F	Boston	557	CHR	Ardman	82	7,300,000
47. WCKG-F	Chicago	553	AOR	-----	60	11,100,000
48. KWKW	Los Angeles	553	SP	Lotus	42	8,000,000
49. WIVK-AF	Knoxville	547	C	Dick	277	6,200,000
50. WEAZ-F	Philadelphia	547	EZ	-----	47	
51. WUSN-F	Chicago	545	C	Cook Inlet	80	7,000,000
52. WNEW	New York	543	BB	Westinghouse	34	9,600,000
53. KFVB	Los Angeles	542	N/T	Westinghouse	65	19,300,000
54. WLUP-F	Chicago	539	AOR	Evergreen	48	19,500,000
55. WRKO	Boston	538	N/T	Atlantic Ventures	66	12,900,000
56. KXEZ-F	Los Angeles	537	EZ	Viacom	102	9,500,000
57. KFRC	San Francisco	533	BB	RKO	126	4,900,000
58. KMPC	Los Angeles	526	BB	Golden West	88	16,000,000
59. WPGC-F	Washington	516	CHR	Cook Inlet	105	10,000,000
60. KFI	Los Angeles	516	N/T	Cox	101	6,500,000
61. WJLB-F	Detroit	509	B	Booth	50	11,000,000
62. WVEE-F	Atlanta	507	B	Summit	40	12,500,000
63. KMEL-F	San Francisco	502	CHR	Century	68	11,600,000
64. WYAY-FF	Atlanta	496	C	NewCity	142	6,000,000
65. WOGL-F	Philadelphia	489	AC	CBS	105	7,200,000
66. KRTH-F	Los Angeles	487	AC	Beasley	41	18,000,000
67. KIKK-F	Houston	486	C	Viacom	103	13,500,000
68. WJJD	Chicago	484	BB	Infinity	87	4,200,000
69. KCBS	San Francisco	484	N/T	CBS	38	15,700,000
70. KVIL-AF	Dallas-Ft. Worth	481	AC	Infinity	435	21,500,000
71. WPEN	Philadelphia	478	BB	Greater Media	73	6,500,000
72. KILT-F	Houston	471	C	Westinghouse	91	13,500,000
73. WXTU-F	Philadelphia	470	C	Beasley	52	6,600,000
74. KZLA-F	Los Angeles	470	C	Malrite	102	17,000,000
75. WLYF-F	Miami-Ft. Lauderdale	467	EZ	Jefferson-Pilot	91	5,900,000
76. WMGK-F	Philadelphia	464	AC	Greater Media	162	7,200,000
77. KPLX-F	Dallas-Ft. Worth	464	C	Susquehanna	112	11,000,000

STATION	MARKET	1/4 HOUR AVG.	FORMAT	GROUP OWNER	FAL '89 RANK	1990 REVENUE					
78. KMJQ-F	Houston	462	B	Noble	86	\$ 12,300,000					
79. WODS-F	Boston	455	AC	CBS	75	8,000,000					
80. WWDB-F	Philadelphia	451	N/T	Panache	140	4,400,000					
81. WIOQ-F	Philadelphia	446	CHR	EZ	60	5,600,000					
82. WDVE-F	Pittsburgh	439	AOR	Great American	76	6,000,000					
83. WADO	New York	436	SP	Tichenor	71	NA					
84. WDAF	Kansas City	433	C	Great American	109	5,200,000					
85. WGAY-F	Washington	432	EZ	Greater Media	77	9,100,000					
86. WQXR-AF	New York	431	CL	New York Times	248	5,400,000					
87. WSKQ-F	New York	430	SP	SBS	84	NA					
88. WJMK-F	Chicago	424	AC	Infinity	99	11,000,000					
89. KTNQ	Los Angeles	420	SP	HefTel	67	19,000,000					
90. KKHJ	Los Angeles	418	SP	-----	111	NA					
91. WSKQ	New York	412	SP	SBS	117	NA					
92. WWJ	Detroit	411	N/T	CBS	107	10,000,000					
93. WBZ	Boston	409	MOR	-----	59	10,200,000					
KLXS-F	Los Angeles	409	AOR	Greater Media	90	16,200,000					
95. WLIT-F	Chicago	408	AC	Viacom	128	NA					
96. WLIB	New York	407	B	Inner City	70	NA					
97. WAPW-F	Atlanta	405	CHR	Susquehanna	79	10,000,000					
98. KQRS-AF	Minneapolis-St. Paul	404	AOR	Cap Cities/ABC	324	9,600,000					
99. WXRT-F	Chicago	401	AOR	-----	81	7,300,000					
100. WWRM-F	Tampa-St. Petersburg	396	AC	Cox	127	6,000,000					
102. WMZQ-AF	Washingtn	396	WJOI-F	Detroit	315	KSAN-F	San Fran	270	251. WQUE-F	New Orlns	244
WNCN-F	New York	392	152. WYXR-F	Philadelp	314	KITS-F	San Fran	270	KHYI-F	Dallas-FW	244
WBAP	Dallas-FW	392	153. WWKA-F	Orlando	313	203. WMAL	Washingtn	269	253. WWDN-F	ColumbiaSC	243
KODJ-F	Los Angel	392	154. WZZK-AF	Brmngham	308	WBAL	Baltimore	269	254. WPRO-F	Providenc	241
105. WXKS-F	Boston	390	155. WDAS-F	Philadelp	307	205. KFBK	Sacramnto	268	KSDD	SanDiego	241
106. WBCN-F	Boston	389	156. WXYV-F	Baltimore	305	206. KRAK-F	San Fran	267	256. WYVZ-F	Hartford	240
107. WLUP	Chicago	386	WIOD	Miami-Ft.	305	207. WZAK-F	Cleveland	266	WFLN-F	Philadelp	240
WLT-F	Cleveland	386	158. WLTI-F	Detroit	302	WOWI-F	Norfolk	266	WEZB-F	New Orlns	240
KOIT-AF	San Fran	386	KIOI-F	San Fran	302	WLLZ-F	Detroit	266	259. WAQI	Miami-Ft.	238
110. WAMZ-F	Louisvill	381	160. WFOX-F	Atlanta	300	WIBC	Indy	266	260. WMIL-F	Milwaukee	237
111. WFLZ-F	TampaSt.P	379	WBZZ-F	Pittsburg	300	WHQT-F	Miami-Ft.	266	KOMO	Seattle	237
112. KNIX-F	Phoenix	376	162. WRIF-F	Detroit	299	212. WKHX-F	Atlanta	265	KKQB-AF	Houston	237
113. WEDR-F	Miami-Ft.	375	163. WEZN-F	NewYork	297	213. WLYF-F	West Palm	264	263. WSHH-F	Pittsburg	234
114. WMAQ	Chicago	373	KPLZ-F	Seattle	297	KODA-F	Houston	264	264. WTIC-F	Hartford	230
115. WSB -F	Atlanta	372	KOA	Denver	297	CKLW	Detroit	264	265. KSFM-F	San Fran	229
116. WEGX-F	Philadelp	371	166. WALK-AF	Nassau	296	216. WZPL-F	Indy	263	266. KYYS-F	Knsas Cty	228
117. WTMX-F	Chicago	370	KNBR	San Fran	296	WAVA-F	Washingtn	263	267. WMSI-F	Jackson	227
118. WLTE-F	Minn-St.P	367	168. WSB	Atlanta	295	218. WWMX-F	Baltimore	262	WHUD-F	NewYork	227
119. WKSZ-F	Philadelp	364	WPOW-F	Miami-Ft.	295	KKGO-F	Los Angel	262	WGNA-AF	ALBANY	227
120. KEYE-F	Minn-St.P	362	170. WNUA-F	Chicago	294	220. WPRO-F	Boston	261	WDSY-F	Pittsburg	227
121. WLS	Chicago	357	WJZZ-F	Detroit	294	KDWB-F	Minn-St.P	261	KXXX-F	San Fran	227
122. WPCH-F	Atlanta	356	172. WIYY-F	Baltimore	293	222. WHDH	Boston	260	KUPL-F	PrtInd,OR	227
WKQX-F	Chicago	356	173. WIP	Philadelp	291	WFLC-F	Miami-Ft.	260	273. WPEG-F	Charlotte	226
WKLS-F	Atlanta	356	KTAR	Phoenix	291	WAAF-F	Boston	260	WOCL-F	Orlando	226
KHMX-F	Houston	356	175. KXXY-AF	Oklahoma	290	225. WYNK-AF	Btn Rouge	259	WJHM-F	Orlando	226
126. WQYK-F	TampaSt.P	355	KEGL-F	Dallas-FW	290	WKQI-F	Detroit	259	WIOG-F	Saginaw	226
KIRO	Seattle	355	177. WYTZ-F	Chicago	289	227. WSTR-F	Atlanta	257	277. WSSL-F	Grnvl-Sp	224
128. WSOC-F	Charlotte	353	KMPS-AF	Seattle	289	WKDM	NewYork	257	WQSR-F	Baltimore	224
129. WLW	Cincinnati	351	179. WEAT-AF	West Palm	288	229. WPHR-F	Cleveland	256	WHJY-F	Boston	224
130. WSSH-F	Boston	346	180. WKYS-F	Washingtn	286	WPAT	NewYork	256	KZPS-F	Dallas-FW	224
131. WHYT-F	Detroit	344	WIL -F	St. Louis	286	KRAK-F	Sacramnto	256	281. WLOL-F	Minn-St.P	222
KLOL-F	Houston	344	182. WNIC-F	Detroit	283	232. WKRQ-F	Cincinnati	255	WESC-F	Grnvl-Sp	222
133. WWWW-F	Detroit	343	183. WDOK-F	Cleveland	282	KSTP-F	Minn-St.P	255	283. WLUM-F	Milwaukee	221
134. KSSN-F	Little Rk	341	KLDE-F	Houston	282	234. WEI	Boston	252	WHYI-F	Miami-Ft.	221
135. WTQR-F	Grnsbrows	340	185. WNCI-F	ColumbusO	281	WEBN-F	Cincinnati	252	WGKX-F	Memphis	221
136. KRDL	Dallas-FW	336	WDRM-F	Huntsvill	281	WCMF-F	Rochester	252	KSOL-F	San Fran	221
137. WDUV-F	TampaSt.P	334	187. WUSA-F	TampaSt.P	280	237. WZLX-F	Boston	251	287. WMMJ-F	Washingtn	220
138. WPNT-AF	Chicago	333	WFMZ-F	Philadelp	280	WLXK-F	Roanoke	251	WLW	Dayton	220
139. WTIC	Hartford	331	KYGO-F	Denver	280	WCSX-F	Detroit	251	289. WOKI-F	Knoxville	219
140. WWSW-AF	Pittsburg	329	KKLQ-AF	SanDiego	280	KYKY-F	St. Louis	251	KJQY-F	SanDiego	219
141. KTRH	Houston	326	191. WYNF-F	TampaSt.P	277	241. KMJM-F	St. Louis	249	KGB -F	SanDiego	219
142. WGAR-F	Cleveland	325	WTMJ	Milwaukee	277	242. WQMC-F	Detroit	248	KBAY-F	San Fran	219
143. KSHF-F	St. Louis	324	193. KSON-AF	SanDiego	274	WCXR-F	Washingtn	248	293. KUPD-F	Phoenix	218
144. WALK-F	NewYork	323	KALI	Los Angel	274	KFKF-F	Knsas Cty	248	294. WXYT	Detroit	217
145. KTXQ-F	Dallas-FW	322	195. WMIJ-F	Cleveland	272	KDFC-AF	San Fran	248	WKBQ-F	St. Louis	217
146. KEZK-F	St. Louis	321	KSD -F	St. Louis	272	KCYF-F	San Anton	248	KWEN-F	Tulsa	217
147. KKDA-F	Dallas-FW	318	197. WMSM-F	Cleveland	271	247. WKIS-F	Miami-Ft.	246	KASE-F	Austin	217
148. WPOC-F	Baltimore	317	WHRK-F	Memphis	271	WHAS	Louisvill	246	298. WWLI-F	Providenc	216
149. WMJX-F	Boston	316	KABL-AF	San Fran	271	249. WYHY-F	Nashville	245	WPLM-F	Boston	216
150. WWDC-F	Washingtn	315	200. WYLD-F	New Orlns	270	WHO	DesMoines	245	KBAY-F	San Jose	216

301.	WTOP	Washingtn	215	351.	WZHT-F	Montgomery	197		KQKS-F	Denver	180		WLTJ-F	Pittsburg	167
	WMXJ-F	Miami-Ft.	215		WBLI-F	NewYork	197		KLSY-AF	Seattle	180		WIXX-F	Appleton	167
303.	WFMZ-F	Allentown	214	353.	WDFX-F	Detroit	196	403.	WXTR-F	Washington	179		WAPE-F	Jacksnvle	167
	WBSB-F	Baltimore	214		WAFX-F	Norfolk	196		WOUJ-F	Chicago	179		KMEO-F	Phoenix	167
305.	WVLK-F	Lexington	213		KLUV-F	Dallas-FW	196		WNOE-F	New Orlns	179	455.	WWRL	NewYork	166
	WSM -F	Nashville	213		KLOS-F	Riverside	196		WLQV-F	ColumbusO	179		KOST-F	Riverside	166
	WRBQ-F	TampaSt.P	213	357.	WBAB-F	NewYork	195		WKQQ-F	Lexington	179		KBQ-F	Knsas Cty	166
	KLXK-F	Minn-St.P	213	358.	WZTA-F	Miami-Ft.	194		KDUO-F	Riverside	179	458.	WRXL-F	Richmond	165
309.	WNXX-F	Cleveland	212		WHUR-F	Washingtn	194	409.	WFLA	TampaSt.P	178		WLEV-F	Allentown	165
	WHJY-F	Providenc	212		WDIA	Memphis	194		WBLI-F	Nassau	178		WQZ-AF	Pittsburg	165
	WASH-F	Washingtn	212		KXOA-F	Sacramnto	194	411.	WTRG-F	Raleigh	177		KRQQ-F	Tucson	165
312.	WSNY-F	ColumbusO	211		KACE-F	Los Angel	194		KTEX-F	Mc-Brown	177		KCMO	Knsas Cty	165
	WMJQ-F	Buffalo	211	363.	WYRK-F	Buffalo	192		KQUE-F	Houston	177	463.	WRMR	Cleveland	164
	KEX	Prtlnd,OR	211		WTAE	Pittsburg	192		KPRS-F	Knsas Cty	177		WKLH-F	Milwaukee	164
315.	WKRZ-F	WilksBare	210		WKTJ-F	Milwaukee	192		KKCW-F	Prtlnd,OR	177		WEZK-F	Knoxville	164
	WJQY-F	Miami-Ft.	210		WEZC-F	Charlotte	192	416.	WSTO-F	Evansvill	176		KZAP-F	San Fran	164
	WCDJ-F	Boston	210	367.	WRCH-F	Hartford	191		KBEF-F	Modesto	176		KKYX	San Anton	164
	KRPM-AF	Seattle	210		WQBA	Miami-Ft.	191	418.	WFYR-F	Chicago	175		KKHI-AF	San Fran	164
319.	KUBE-F	Seattle	209		WFME-F	NewYork	191		KZAP-F	Sacramnto	175		KJMZ-F	Dallas-FW	164
	KBLX-AF	San Fran	209	370.	WHKO-F	Dayton	190	420.	WBQ-F	John City	174		KFMS-AF	Las Vegas	164
321.	WJMI-F	Jackson	208		KTFM-F	San Anton	190		WRDU-F	Raleigh	174	471.	WRVA	Richmond	163
	WDRC-F	Hartford	208		KFOG-F	San Fran	190		WKDF-F	Nashville	174		WMYQ-F	Pittsburg	163
	KLTR-F	Houston	208	373.	WJYE-F	Buffalo	189		KFMB-F	SanDiego	174		WHAM	Rochester	163
324.	XTRA-F	SanDiego	207	374.	WWEZ-F	Cincinnati	187	425.	KBPI-F	Denver	174		WENS-F	Indy	163
	KLTY-F	Dallas-FW	207		WTVN	ColumbusO	187		WHFS-F	Washington	173		WBBQ-AF	Augusta	163
	KFAB	Omaha	207		WKSS-F	Hartford	187		KXRX-F	Seattle	173		KOAI-F	Dallas-FW	163
327.	KQQL-F	Minn-St.P	206		WAMO-F	Pittsburg	187		KRFX-F	Denver	173	477.	WLAP-F	Lexington	162
328.	WSIX-F	Nashville	205	378.	WXDJ-F	Miami-Ft.	186	428.	WVBF-F	Boston	172		WKIS-F	West Palm	162
	WQIK-F	Jacksnvle	205	379.	WKML-F	Faytville	185		WRVR-F	Memphis	172		WCMQ-F	Miami-Ft.	162
	WDRE-F	NewYork	205		WIOD	West Palm	185		WRNS-F	GreenvlNC	172		KXLT-F	Denver	162
331.	WSHE-F	Miami-Ft.	204		WBAB-F	Nassau	185		WQAL-F	Cleveland	172		KSL	Salt Lake	162
	KSFO	San Fran	204		KLAC	Los Angel	185		WPYX-F	ALBANY	172		KQLZ-F	Riverside	162
333.	WRFX-F	Charlotte	203		KHYS-F	Houston	185		WCOS-F	ColumbiaSC	172	483.	WUBE-AF	Cincinnati	161
	KRQR-F	San Fran	203	384.	WHTQ-F	Orlando	184		KBOS-F	Fresno	172		WIKS-F	GreenvlNC	161
	KKLT-F	Phoenix	203		KATT-F	Oklahoma	184	435.	WGR -F	Buffalo	171		KRXQ-F	Sacramnto	161
336.	WWL	New Orlns	202	386.	WHNN-F	Saginaw	183	436.	WWWE	Cleveland	170	486.	WZZO-F	Allentown	160
	WRQX-F	Washington	202		KRST-AF	Albuquerq	183		WMC -F	Memphis	170		WZRR-F	Brmngham	160
	WBLX-F	Mobile	202	388.	KOSI-F	Denver	182		KKDA	Dallas-FW	170		WVON	Chicago	160
339.	WUSY-F	Chtnooga	201		KKRZ-F	Prtlnd,OR	182		KGJ	Los Angel	170		WHCN-F	Hartford	160
	KSFM-F	Sacramnto	201		KFRG-F	Riverside	182		KBSG-AF	Seattle	170		WENN-F	Brmngham	160
341.	WOKQ-F	Boston	200	391.	WZGC-F	Atlanta	181		KAJA-F	San Anton	170		KJLH-F	Los Ange	160
	WEGR-F	Memphis	200		WXKW-F	NewYork	181	442.	WRMF-F	West Palm	169	492.	WMEE-F	Ft. Wayne	159
	WCMS-AF	Norfolk	200		WIOT-F	Toledo	181		WOAI	San Anton	169		WKCI-F	New Haven	159
	KSKQ	Los Angel	200		WGMS-AF	Washingtn	181		WBEE-F	Rochester	169		WDEN-AF	Macon	159
345.	WQDR-F	Raleigh	199		WCKZ-F	Charlotte	181	445.	WQBE-F	ChristnWV	168		KISW-F	Seattle	159
	WMI-F	Grnvl-Sp	199	396.	WQOK-F	Raleigh	180		WONE-F	Cleveland	168		KFI	Riverside	159
347.	WROR-F	Boston	198		WLTT-F	Washingtn	180		WEZN-F	New Haven	168	497.	WEZW-F	Milwaukee	158
	KLOU-F	St. Louis	198		WGTZ-F	Dayton	180		WCRB-F	Boston	168		KRBE-F	Houston	158
	KKSF-F	San Fran	198		WGST	Atlanta	180		KXKL-AF	Denver	168		KMJ	Fresno	158
	KGGI-F	Riverside	198		WBTU-F	Ft. Wayne	180	450.	WTCR-AF	Huntingtn	167	500.	WIZF-F	Cincinnati	157

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

AMERICA'S LEADING STATIONS - 12+ TSA CUME*

1. WINS	NewYork	26996	51. KDKA	Pittsburg	8096	101. WWDC-F	Washington	5581
2. WCBS	NewYork	23569	52. KKBT-F	Los Angel	8017	102. KHMZ-F	Houston	5542
3. WHTZ-F	NewYork	22500	53. WKQX-F	Chicago	8001	103. WTOP	Washington	5530
4. KIIS-AF	Los Ange1	20362	54. WEGX-F	Philadelp	7940	104. WJLB-F	Detroit	5527
5. WCBS-F	NewYork	20184	55. WIOQ-F	Philadelp	7886	105. KEGF-F	Dallas-FW	5524
6. WLTW-F	NewYork	18823	56. KMPC	Los Angel	7823	106. WMJX-F	Boston	5510
7. KOST-F	Los Ange1	18513	57. KXEZ-F	Los Ange1	7811	107. WDVZ-F	Pittsburg	5468
8. WPLJ-F	NewYork	18010	58. WEAZ-F	Philadelp	7717	108. KIOI-F	San Fran	5425
9. WRKS-F	NewYork	17453	59. KMEL-F	San Fran	7619	109. WIP	Philadelp	5423
10. WXRK-F	NewYork	17450	60. KSCS-F	Dallas-FW	7599	110. WLUP	Chicago	5394
11. WQHT-F	NewYork	16387	61. WOGL-F	Philadelp	7563	111. WYAY-FF	Atlanta	5348
12. WGN	Chicago	16061	62. WWJ	Detroit	7507	112. KOA	Denver	5326
13. WNEW-F	NewYork	16055	63. KLVE-F	Los Ange1	7486	113. WYXR-F	Philadelp	5319
14. WFAN	NewYork	15925	64. KODJ-F	Los Ange1	7337	114. KLOL-F	Houston	5316
15. KLOS-F	Los Ange1	15435	65. WYTZ-F	Chicago	7305	115. WLW	Cincinnati	5294
16. WNSR-F	NewYork	15421	66. WHYT-F	Detroit	7247	116. WBZZ-F	Pittsburg	5273
17. WOR	NewYork	14999	67. WXKS-F	Boston	6982	117. KTNQ	Los Ange1	5268
18. WPAT-F	NewYork	14620	68. WQXR-AF	NewYork	6869	118. KKHJ	Los Ange1	5222
19. KPWR-F	Los Ange1	14288	69. WMGK-F	Philadelp	6836	119. KTRH	Houston	5221
20. WABC	NewYork	14034	70. WVAZ-F	Chicago	6760	120. KVIL-AF	Dallas-FW	5180
21. KNX	Los Ange1	13967	71. KNBR	San Fran	6694	121. WJJD	Chicago	5169
22. WBLS-F	NewYork	13863	72. WUSL-F	Philadelp	6644	122. WEEI	Boston	5166
23. KFWB	Los Ange1	13431	73. WUSN-F	Chicago	6573	123. WFOZ-F	Atlanta	5146
24. KYW	Philadelp	13218	74. WBZ	Boston	6567	124. KDWB-F	Minn-St.P	5140
25. WBMM	Chicago	13027	75. KRLD	Dallas-FW	6556	125. WFLZ-F	TampaSt.P	5127
26. WBBM-F	Chicago	12560	76. WPGC-F	Washington	6469	WGAY-F	Washington	5127
27. KGO	San Fran	12054	77. WXTU-F	Philadelp	6440	127. WPAT	NewYork	5084
28. KQLZ-F	Los Ange1	11884	78. WNCN-F	NewYork	6406	128. WFBQ-F	Indy	5080
29. KBIG-F	Los Ange1	11553	79. KFRC	San Fran	6367	129. WXRT-F	Chicago	5075
30. WMMR-F	Philadelp	10679	80. WTMX-F	Chicago	6324	130. WSB	Atlanta	5061
31. WYNY-F	NewYork	10635	81. KIKK-F	Houston	6317	131. WMZQ-AF	Washington	5047
32. KRTH-F	Los Ange1	10288	82. WLIT-F	Chicago	6254	132. KKBQ-AF	Houston	5039
33. WJR	Detroit	10231	83. KQRS-AF	Minn-St.P	6215	133. WDFX-F	Detroit	5013
34. WCCO	Minn-St.P	10064	84. WRKO	Boston	6211	134. WLTE-F	Minn-St.P	5006
35. KABC	Los Ange1	9948	85. KIRO	Seattle	6201	135. WRQX-F	Washington	5005
36. WYSP-F	Philadelp	9808	86. WSB -F	Atlanta	6197	136. WLYF-F	Miami-Ft.	5003
37. WGCI-F	Chicago	9685	87. WBCN-F	Boston	6186	137. WLTF-F	Cleveland	4977
38. WCKG-F	Chicago	9638	88. KILT-F	Houston	6151	138. WCSX-F	Detroit	4952
39. KCBS	San Fran	9507	89. WODS-F	Boston	6106	139. WRIF-F	Detroit	4944
40. WZOU-F	Boston	9434	90. WLS	Chicago	6028	140. WWDB-F	Philadelp	4942
41. WQCD-F	NewYork	9412	91. KOIT-AF	San Fran	5994	141. WWRM-F	TampaSt.P	4925
42. WMAQ	Chicago	9293	92. WAVA-F	Washington	5913	142. WLLZ-F	Detroit	4924
43. WNEW	NewYork	9156	93. WBAP	Dallas-FW	5875	143. KHVI-F	Dallas-FW	4915
44. WLUP-F	Chicago	9076	94. WKQI-F	Detroit	5748	144. WHDH	Boston	4894
45. KROQ-F	Los Ange1	8858	95. WKSZ-F	Philadelp	5747	145. WNUA-F	Chicago	4887
46. KTUV-F	Los Ange1	8824	96. WAPW-F	Atlanta	5730	146. WIVK-AF	Knoxville	4877
47. KLSX-F	Los Ange1	8726	97. KPLX-F	Dallas-FW	5694	147. KSOL-F	San Fran	4873
48. KFI	Los Ange1	8475	98. KWKW	Los Ange1	5689	148. WSKQ-F	NewYork	4864
49. KMOX	St. Louis	8329	99. WSSH-F	Boston	5684	149. WMAL	Washington	4833
50. WJMK-F	Chicago	8152	100. KZLA-F	Los Ange1	5642	150. WWSW-AF	Pittsburg	4824

*Based on 12+ TSA Cume, Broadcast Week

AMERICA'S LEADING STATIONS BY FORMAT*

1/4 HOUR AVERAGE

TOP 40/CHR/CONTEMP		AC/OLDIES/SOFT ROCK			COUNTRY			BEAUTIFUL/EASY			
1. WBZZ-F	Pittsburg	2392	1. WLTW-F	NewYork	1378	22. KFAB	Omaha	123	24. KACE-F	Los Angel	194
2. WHTZ-F	NewYork	1253	2. WCBS-F	NewYork	1339	23. WDBO	Orlando	105	25. WQUE-F	New Orlns	192
3. WQHT-F	NewYork	1091	3. WNSR-F	NewYork	945				26. WPEG-F	Charlotte	188
4. KIIS-AF	Los Angel	849	4. KOST-F	Los Angel	904				27. WHUR-F	Washingtn	184
5. WBBM-F	Chicago	772	5. KBIG-F	Los Angel	624				28. WAMO-F	Pittsburg	181
6. KPWR-F	Los Angel	745	6. KVIL-AF	Dallas-FW	476				29. KGFJ	Los Angel	169
7. WPLJ-F	NewYork	600	7. WMGK-F	Philadelp	404				30. KKDA	Dallas-FW	168
8. WPGC-F	Washingtn	448	8. WLIT-F	Chicago	400				31. KPRS-F	Knsas Cty	163
9. KMEL-F	San Fran	443	9. WJMK-F	Chicago	393				32. WYON	Chicago	160
10. KQLZ-F	Los Angel	441	10. KOIT-AF	San Fran	382				33. WDLA	Memphis	156
11. WZOU-F	Boston	412	11. WQGL-F	Philadelp	378				34. KJMZ-F	Dallas-FW	151
12. WKIQ-F	Philadelp	387	12. WTMX-F	Chicago	366				35. KJLH-F	Los Angel	150
13. WAPW-F	Atlanta	336	13. KHMN-F	Houston	351				36. WTLC-F	Indy	147
14. WXS-F	Boston	330	14. WKQX-F	Chicago	348				37. WIZF-F	Cincinnati	146
15. WHYT-F	Detroit	321	15. WWRM-F	TampaSt.P	340				38. WNNW-F	Birmingham	134
16. WEGX-F	Philadelp	299	16. WSB -F	Atlanta	335				39. WENF-F	Detroit	134
17. KKLG-AF	SanDiego	280	17. WODS-F	Boston	334				40. KHYS-F	Houston	130
18. WPOW-F	Miami-Ft.	266	18. WLTF-F	Cleveland	324				41. WIKS-F	GreenvINC	129
19. WYZZ-F	Chicago	263	19. KRTH-F	Los Angel	318				42. WNJR	Washingtn	128
20. KITS-F	San Fran	256	20. WALK-F	NewYork	306				43. KDAY	Los Angel	122
21. KPLZ-F	Seattle	246	21. WLTE-F	Minn-St.P	303				44. WJHM-F	Orlando	121
22. WFLZ-F	TampaSt.P	240	22. WKSZ-F	Philadelp	299				45. WWIN-F	Baltimore	121
23. KEGF-F	Dallas-FW	235	23. KIOI-F	San Fran	293				46. WCDX-F	Richmond	120
24. KDWB-F	Minn-St.P	230	24. WYXR-F	Philadelp	291				47. WLDN	Washingtn	117
WPB-F	Providenc	230	25. WLTJ-F	Detroit	286				48. WBLX-F	Mobile	116
WKQI-F	Detroit	230	26. WODS-F	Houston	286				49. WILD	Boston	116
27. KHYI-F	Dallas-FW	227	27. WJXX-F	Boston	282				AOR/CLASSIC		
28. KKIQ-AF	Houston	224	28. WWSW-AF	Pittsburg	280				-----		
29. WAVA-F	Washingtn	219	29. WNIC-F	Detroit	271				1. WXRK-F	NewYork	944
30. KXXX-F	San Fran	218	30. KLDE-F	Houston	268				2. WNEW-F	NewYork	859
31. WLUM-F	Milwaukee	214	31. WUSA-F	TampaSt.P	261				3. KLOS-F	Los Angel	767
			32. WMMX-F	Baltimore	243				4. WMMR-F	Philadelp	611
			33. WFLC-F	Miami-Ft.	239				5. WLUP-F	Chicago	530
			34. WDMC-F	Detroit	235				6. KROQ-F	Los Angel	526
			35. WSSH-F	Boston	235				7. WCKG-F	Chicago	511
			36. KYKY-F	St. Louis	229				8. WYSP-F	Philadelp	466
			37. WFOV-F	Atlanta	225				9. KLSX-F	Los Angel	365
			38. KSTP-F	Minn-St.P	212				10. WXRT-F	Chicago	354
			39. WDOK-F	Cleveland	212				11. KQRS-AF	Minn-St.P	352
			40. WSTR-F	Atlanta	210				12. KLOL-F	Houston	316
			41. WQSR-F	Baltimore	209				13. WDVE-F	Pittsburg	303
			42. KLTR-F	Houston	205				14. KTXQ-F	Dallas-FW	303
			43. WMJI-F	Cleveland	203				15. WBCN-F	Boston	299
			44. WWLI-F	Providenc	201				16. WKLS-F	Atlanta	295
			MOR/VARIETY						17. KSHE-F	St. Louis	261
			-----						18. WRIF-F	Detroit	257
			1. WCCO	Minn-St.P	531				19. WLZ-F	Detroit	253
			2. KDKA	Pittsburg	513				20. WIYY-F	Baltimore	252
			3. WJR	Detroit	513				21. KSD -F	St. Louis	244
			4. WBZ	Boston	307				22. WWDC-F	Washingtn	238
			5. WSB	Atlanta	265				23. WCSX-F	Detroit	226
			6. WMAL	Washingtn	257				24. KGB -F	SanDiego	219
			7. WTIC	Hartford	254				25. WCMF-F	Rochester	209
			8. WIBC	Indy	237				26. XTRA-F	SanDiego	207
			9. WTMJ	Milwaukee	231				27. WCXR-F	Washingtn	204
			10. WLW	Cincinnati	227				28. WDRE-F	NewYork	203
			11. KNBR	San Fran	222				29. WMMS-F	Cleveland	202
			12. WHAS	Louisvill	197				NEWS/TALK		
			13. KOHO	Seattle	194				-----		
			14. KEX	PrtInd,OR	184				1. WINS	NewYork	1173
			15. WTVN	ColumbusO	153				2. WGN	Chicago	1163
			16. WRVA	Richmond	148				3. WOR	NewYork	1054
			17. KSL	Salt Lake	147				4. WCBS	NewYork	961
			18. KFMB	SanDiego	145				5. WABC	NewYork	918
			19. WBEN	Buffalo	137				6. WFAN	NewYork	730
			20. WHAM	Rochester	135				7. KABC	Los Angel	712
			21. KSSK	Honolulu	126				8. KYW	Philadelp	708
			BLACK/URBAN						9. KGO	San Fran	704
			-----						10. KMox	St. Louis	603
			1. WRKS-F	NewYork	1495				11. WBBM	Chicago	554
			2. WBLS-F	NewYork	1072				12. KNX	Los Angel	526
			3. WICI-F	Chicago	902				13. KFWB	Los Angel	488
			4. KKBT-F	Los Angel	585				14. WRKO	Boston	455
			5. WVAZ-F	Chicago	558						
			6. WUSL-F	Philadelp	540						
			7. WJLB-F	Detroit	474						
			8. WVEE-F	Atlanta	451						
			9. KMJQ-F	Houston	422						
			10. WLFB	NewYork	406						
			11. WEDR-F	Miami-Ft.	333						
			12. WXYV-F	Baltimore	300						
			13. KKDA-F	Dallas-FW	295						
			14. WNAS-F	Philadelp	282						
			15. WKYS-F	Washingtn	267						
			16. WYLD-F	New Orlns	255						
			17. WOWI-F	Norfolk	249						
			18. KMJM-F	St. Louis	249						
			19. WHQT-F	Miami-Ft.	221						
			20. WMMJ-F	Washingtn	219						
			21. WZAK-F	Cleveland	219						
			22. WHRK-F	Memphis	218						
			23. KSOL-F	San Fran	213						

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

15. KCBS	San Fran	400	RELIGION/GOSPEL	3. KDFC-AF	San Fran	242		
16. WWJ	Detroit	398	-----	4. KKGO-F	Los Angel	213		
17. WWDB-F	Philadelp	386		5. WFLN-F	Philadelp	188		
18. WMAQ	Chicago	340	1. KLTY-F	Dallas-FW	193	6. WGMS-AF	Washingtn	165
19. WLUP	Chicago	327	2. WFME-F	NewYork	179	7. KKHI-AF	San Fran	155
20. KFI	Los Angel	318	3. WWRL	NewYork	166	8. KING-F	Seattle	148
21. KIRO	Seattle	308	4. WAOK	Atlanta	134	9. WNIB-F	Chicago	146
22. KTRH	Houston	276	5. KKLA-F	Los Angel	110	10. WQRS-F	Detroit	135
23. WIOD	Miami-Ft.	275	6. KHVN	Dallas-FW	106	WTMI-F	Miami-Ft.	135
KRLD	Dallas-FW	275	7. KFSG-F	Los Angel	101	12. WCRB-F	Boston	119
25. WLS	Chicago	271	8. WLOK	Memphis	84	13. WFMT-F	Chicago	118
26. KTAR	Phoenix	258	9. WBGR	Baltimore	82	14. WRR -F	Dallas-FW	116
27. WIP	Philadelp	255	10. WWDJ	NewYork	78	15. KFSD-F	SanDiego	107
28. WBAL	Baltimore	252	11. WYCB	Washingtn	77	16. KVOD-F	Denver	95
29. KSDO	SanDiego	241	12. WYCA-F	Chicago	71	17. KFUF-F	St. Louis	73
30. WHDH	Boston	231	13. WRBS-F	Baltimore	69	18. WCLV-F	Cleveland	66
31. WEEI	Boston	229	14. WBOK	New Orlns	60	19. KXTR-F	Knsas Cty	64
32. KOA	Denver	215	15. WМУZ-F	Detroit	58	20. WFMR-F	Milwaukee	54
33. WXYT	Detroit	211	16. KYMS-F	Los Angel	55			
34. WTOP	Washingtn	193	17. WDAS	Philadelp	54	JAZZ/NEW AGE		
35. WTAE	Pittsburg	188	18. KCMS-F	Seattle	51	-----		
KFBK	Sacramnto	188	KMAX-F	Los Angel	51	1. WQCD-F	NewYork	550
37. WGST	Atlanta	176	20. WBBM	Miami-Ft.	48	2. KTUV-F	Los Angel	504
38. WWL	New Orlns	156	21. WOAD	Jackson	44	3. WNUA-F	Chicago	289
39. WFLA	TampaSt.P	153	WPIT-F	Pittsburg	44	4. WJZZ-F	Detroit	288
40. WHJJ	Providenc	145	23. WDDO	Macon	43	5. KBLX-AF	San Fran	204
41. WINZ	Miami-Ft.	143	WRDL	Boston	43	6. KKSF-F	San Fran	193
KLIF	Dallas-FW	143	25. WABQ	Cleveland	42	7. WCDJ-F	Boston	164
43. WPRO	Providenc	142				8. KOAI-F	Dallas-FW	141
44. KCMO	Knsas Cty	132	SPANISH			9. WLVE-F	Miami-Ft.	135
45. KPRC	Houston	129	-----			10. KIFM-F	SanDiego	130
46. KSTP	Minn-St.P	127	1. KLVE-F	Los Angel	612	11. KQPT-F	Sacramnto	92
47. WWWE	Cleveland	121	2. KWKW	Los Angel	549	12. KJAZ-F	San Fran	78
48. WOAI	San Anton	117	3. WADO	NewYork	436	13. KKNW-F	Seattle	76
WCBM	Baltimore	117	4. WSKQ-F	NewYork	430	14. WNWV-F	Cleveland	72
50. KXL	PrtLnd,OR	116	5. WSKQ	NewYork	412	15. KHIH-F	Denver	71
51. WJNO	West Palm	115	6. KKHJ	Los Angel	409			
WWRC	Washingtn	115	7. KTNQ	Los Angel	384			
53. KMJ	Fresno	114	8. KALI	Los Angel	274			
54. KFI	Riverside	108	9. WKDM	NewYork	257			
55. KING	Seattle	102	10. WAQI	Miami-Ft.	235			
			11. KSKQ	Los Angel	197			
NOSTALGIA			12. WQBA	Miami-Ft.	191			
-----			13. WXDJ-F	Miami-Ft.	185			
1. WNEW	NewYork	496	14. WOJO-F	Chicago	179			
2. KMPC	Los Angel	462	15. WCMQ-F	Miami-Ft.	162			
3. WJJD	Chicago	461	16. KLAT	Houston	122			
4. KFRC	San Fran	447	17. WWFE	Miami-Ft.	114			
5. WPEN	Philadelp	438	18. KGBT	Mc-Brown	110			
6. CKLW	Detroit	215	19. WIND	Chicago	104			
7. KQUE-F	Houston	173	20. KCOR	San Anton	103			
8. WGUL-AF	TampaSt.P	153	21. KBRG-F	San Fran	102			
9. WJAS	Pittsburg	137	22. KXYZ	Houston	101			
10. KPOP	SanDiego	125	23. WQBA-F	Miami-Ft.	93			
11. WRMR	Cleveland	120	KQK-F	Houston	93			
12. WHLI	NewYork	117	KSKQ-F	Los Angel	93			
13. WOKY	Milwaukee	116	26. KESS	Dallas-FW	74			
14. WGSM	NewYork	113	27. KIWW-F	Mc-Brown	68			
15. WXKS	Boston	107	28. KFJZ	Dallas-FW	65			
16. KIXI	Seattle	106	29. KBNA-AF	El Paso	62			
17. WPLM-F	Boston	100	30. KIQI	San Fran	55			
18. WPLM-F	Providenc	95	31. WOPA	Chicago	54			
KAAM	Dallas-FW	95	32. XLTN-F	SanDiego	51			
20. KEZW	Denver	94						
21. WITH	Baltimore	85	CLASSICAL					
22. WLUV-F	TampaSt.P	77	-----					
23. WBNS	ColumbusO	74	1. WQXR-AF	NewYork	412			
24. KLFF	Phoenix	70	2. WNCN-F	NewYork	380			

AMERICA'S LEADING STATIONS BY FORMAT*

METRO SHARE

TOP 40/CHR/CONTEMP

1.	WBBQ-AF	Augusta	21.5
2.	WZOK-F	Rockford	19.5
3.	WXLK-F	Roanoke	19.3
4.	WSTO-F	Evansville	18.9
5.	WAAL-F	Binghamtn	18.6
6.	WIOG-F	Saginaw	18.5
7.	WKEE-F	Huntingtn	18.2
8.	WJET-F	Erie	17.9
9.	WZYP-F	Huntsvill	17.2
10.	WQUT-F	John City	16.5
11.	WLAP-F	Lexington	16.0
12.	WKZW-F	Peoria	15.4
13.	KRNQ-F	DesMoines	15.3
14.	KRQU-F	Tucson	15.1
15.	WKRZ-F	WilksBare	15.0
16.	WFRF-F	Kalamazoo	15.0
17.	KZZU-F	Spokane	14.7
18.	KZFM-F	CrpusChrs	14.6
19.	WGLU-F	Johnstown	14.4
20.	KBFM-F	Mc-Brown	14.0

AOR/CLASSIC

1.	WRKT-F	Erie	17.0
2.	WCMF-F	Rochester	15.5
3.	WKQQ-F	Lexington	15.4
4.	WAPL-F	Appleton	15.2
5.	WDRX-F	Rockford	14.4
6.	WRKR-F	Kalamazoo	14.3
7.	KBFX-F	Anchorage	14.1
8.	WXLN-F	Peoria	13.6
9.	KFMX-F	Lubbock	13.5
10.	WIXV-F	Savannah	12.9
11.	WBLM-F	Prtlnd,ME	12.8
12.	WIOT-F	Toledo	12.6
13.	WRXL-F	Richmond	12.5
14.	WIBA-F	Madison	12.3
15.	KEZO-F	Omaha	12.1
16.	KGGO-F	DesMoines	11.6
17.	WZZO-F	Allentown	10.9
18.	WXLP-F	Davenport	10.8
19.	KMJX-F	Little Rk	10.6
20.	KLAQ-F	El Paso	10.2
21.	KATT-F	Oklahoma	10.2
22.	WFBO-F	Indy	10.2
23.	KQRS-AF	Minn-St.P	10.1
24.	WYNF-F	Sarasota	10.1
25.	WEBN-F	Cincinnati	9.7
26.	WTUE-F	Dayton	9.7
27.	WKLC-F	Chr1stnWV	9.6
28.	WZRR-F	Brmngham	9.4
29.	WKRR-F	GrnsbroWS	9.4
30.	KJOT-F	Boise	9.4
31.	WPYX-F	ALBANY	9.4
32.	WRDU-F	Raleigh	9.0
33.	KLBJ-F	Austin	9.0

AC/OLDIES/SOFT ROCK

1.	WTFM-F	John City	18.4
2.	WHNN-F	Saginaw	15.1
3.	WXKC-F	Erie	15.0
4.	WCRZ-F	Flint	14.9
5.	WKDQ-F	Evansville	14.3
6.	KCIX-F	Boise	14.0

7.	WLEV-F	Allentown	13.9
8.	KMGE-F	Eugene	12.9
9.	WPEZ-F	Macon	12.9
10.	WAJI-F	Ft. Wayne	12.6
11.	WVAF-F	Chr1stnWV	12.2
12.	WHBC-F	Canton	11.9
13.	WEZK-F	Knoxville	11.8
14.	WQSM-F	Faytville	11.6
15.	WARM-F	York	11.2
16.	WMI-F	Grnv1-Sp	10.9
17.	WNCI-F	ColumbusO	10.9
18.	WSNY-F	ColumbusO	10.8
19.	WKYE-F	Johnstown	10.8
20.	WLTF-F	Cleveland	10.8
21.	WEZN-F	Brdgeport	10.7
22.	KODS-F	Reno	10.7
23.	KSSK-F	Hono1ulu	10.6
24.	KKOB-F	Albuquerq	10.5
25.	WMYU-F	Knoxville	10.5
26.	WWRM-F	TampaSt.P	10.5
27.	WMGX-F	Prtlnd,ME	10.4
28.	WHYN-F	SprgfldMA	10.4
29.	KUUL-F	Davenport	10.4
30.	WYYY-F	Syracuse	10.4
31.	WGLO-F	Peoria	10.3
32.	WRVC-F	Huntingtn	10.2
33.	WGER-F	Saginaw	10.2
34.	KISC-F	Spokane	10.0
35.	WMJJ-F	Brmngham	9.6
36.	WZNY-F	Augusta	9.6
37.	KEZG-F	Lincoln	9.5
38.	WODJ-F	Gr Rapids	9.5
39.	WKMQ-F	Rockford	9.5
40.	WMRV-F	Binghamtn	9.4
41.	WSYA-F	Montgomery	9.4
42.	KLYF-F	DesMoines	9.2
43.	WJBR-F	WlmgtnDE	9.1
44.	WAYV-F	Atlantic	9.0

MOR/VARIETY

1.	WIKY-F	Evansville	17.9
2.	WCCO	Minn-St.P	15.2
3.	WHO	DesMoines	15.0
4.	WHAS	Louisvill	15.0
5.	KDKA	Pittsburg	14.9
6.	WHBC	Canton	14.8
7.	WTIC	Hartford	14.8
8.	KFAB	Omaha	14.6
9.	KFOR	Lincoln	13.9
10.	WIBC	Indy	13.1
11.	WRVA	Richmond	12.2
12.	WJR	Ann Arbor	11.4
13.	WLW	Cincinnati	11.2
14.	WNB	Binghamtn	10.3
15.	KSSK	Hono1ulu	10.3
16.	WTMJ	Milwaukee	10.3
17.	WHAM	Rochester	10.0
18.	WSYR	Syracuse	9.8
19.	WSGW	Saginaw	9.7
20.	KSL	Salt Lake	9.6
21.	WROK	Rockford	9.2
22.	KKOB	Albuquerq	8.9
23.	WKZO	Kalamazoo	8.8
24.	KEX	Prtlnd,OR	8.6
25.	WTVN	ColumbusO	8.5
26.	WOWO-AF	Ft. Wayne	8.4
27.	WELI	New Haven	8.4
28.	KRMG	Tulsa	8.3
29.	WTAG	Worcester	8.0

COUNTRY

1.	WIVK-AF	Knoxville	38.8
2.	WTCR-AF	Huntingtn	30.1
3.	WQBE-F	Chr1stnWV	29.2
4.	KSSN-F	Little Rk	24.2
5.	WDRM-F	Huntsvill	22.6
6.	KLLL-F	Lubbock	22.2
7.	WDEX-AF	Macon	21.3
8.	WAMZ-F	Louisvill	20.8
9.	WUSY-F	Chtnooga	19.7
10.	WITL-AF	Lansing	18.5
11.	WBQF-F	John City	17.9
12.	WLLR-F	Davenport	17.8
13.	WPCV-F	Lakeland	17.7
14.	WMSI-F	Jackson	17.5
15.	WYNK-AF	Btn Rouge	17.5
16.	WVLK-F	Lexington	17.3
17.	KTEX-F	Mc-Brown	17.3
18.	KXXY-AF	Oklahoma	17.1
19.	WZZK-AF	Brmngham	17.0
20.	KRST-AF	Albuquerq	16.7
21.	WRNS-F	Greenv1NC	16.7
22.	WKML-F	Faytville	16.2
23.	WLWI-F	Montgomery	16.2
24.	WKSJ-AF	Mobile	16.0
25.	KASE-F	Austin	15.8
26.	KUGN-F	Eugene	15.6
27.	WKXC-F	Augusta	15.6
28.	WHWK-F	Binghamtn	15.1
29.	WTRF-F	GrnsbroWS	15.0
30.	KRMD-AF	Shreveport	15.0
31.	WCOS-F	ColmbiaSC	14.8
32.	WPOR-AF	Prtlnd,ME	14.7
33.	KMIX-F	Modesto	14.6
34.	KKCS-AF	ClradoSpg	14.4
35.	WOWW-F	Pensacola	14.2
36.	KWEN-F	Tulsa	13.9
37.	KOUL-F	CrpusChrs	13.8
38.	KHEY-F	El Paso	13.7
39.	WOKQ-F	Portsmoth	13.6
40.	KRMD-AF	Las Vegas	13.4
41.	WFMS-F	Indy	13.3
42.	WEZL-F	Chr1stnSC	12.5
43.	WSOC-F	Charlotte	12.3
44.	WYYD-F	Roanoke	12.1
45.	WDAF	Knsas Cty	12.1
46.	WYNG-F	Evansville	12.0
47.	KQFC-F	Boise	12.0
48.	WNWN-F	Kalamazoo	11.9
49.	WESC-F	Grnv1-Sp	11.7
50.	WFRG-AF	Utca-Rome	11.6
51.	WSIX-F	Nashville	11.6
52.	WQIK-F	Jacksnvle	11.3
53.	WWKA-F	Melbourne	11.3
54.	WSSL-F	Grnv1-Sp	11.1
55.	KNIX-F	Phoenix	11.0

BLACK/URBAN

1.	WZHT-F	Montgomery	22.5
2.	WZFX-F	Faytville	19.3
3.	WIKS-F	Greenv1NC	18.6
4.	WBXL-F	Mobile	17.2
5.	WDM-F	ColmbiaSC	16.5
6.	WEAS-F	Savannah	16.3

7.	WJMI-F	Jackson	15.1
8.	KQXL-F	Btn Rouge	14.1
9.	WHRK-F	Memphis	14.0
10.	KMJJ-F	Shreveport	13.4
11.	WYLD-F	New OrIns	13.3
12.	WBLX-F	Pensacola	13.2
13.	WOWI-F	Norfolk	13.1
14.	WFXA-F	Augusta	13.1
15.	WPEG-F	Charlotte	12.3
16.	WVEE-F	Atlanta	11.0
17.	WQOK-F	Raleigh	10.7
18.	WENN-F	Brmngham	10.6
19.	WDZZ-F	Flint	10.5
20.	KDKS-F	Shreveport	10.1
21.	WSOK	Savannah	10.0
22.	WQUE-F	New OrIns	10.0
23.	WDIA	Memphis	10.0
24.	WCDX-F	Richmond	9.9
25.	WCKU-F	Lexington	9.7
26.	WPGA-F	Macon	9.4
27.	WJTT-F	Chtnooga	9.3
28.	KIPR-F	Little Rk	9.1
29.	WFXM-F	Macon	8.5
30.	WXOK	Btn Rouge	8.4
31.	WJHM-F	Orlando	8.3
32.	WTLC-F	Indy	8.1
33.	WXYV-F	Baltimore	8.1

BEAUTIFUL/EASY

1.	WZID-F	Manchestr	18.8
2.	WFMZ-F	Allentown	17.4
3.	WOUV-F	Sarasota	17.1
4.	WSRS-F	Worcester	15.1
5.	WEAT-AF	West Palm	14.1
6.	WSWT-F	Peoria	13.1
7.	WPFG-F	Atlantic	11.4
8.	WNCE-F	Lancaster	11.2
9.	WROW-F	ALBANY	10.9
10.	WPVR-F	Roanoke	10.6
11.	WJYE-F	Buffalo	10.6
12.	KBEE-F	Modesto	10.5
13.	KUMU-AF	Hono1ulu	9.4
14.	WDEF-F	Chtnooga	9.3
15.	WEZY-F	Lakeland	9.3
16.	WWLV-F	Dytna Bch	9.3
17.	WOOD-F	Gr Rapids	9.1
18.	WKBN-F	Youngstwn	9.0

NEWS/TALK

1.	KMOX	St. Louis	16.6
2.	KMJ	Fresno	12.7
3.	WKBN	Youngstwn	10.9
4.	WOC	Davenport	9.5
5.	WGN	Chicago	9.3
6.	KOH	Reno	9.1
7.	KTAR	Phoenix	8.8
8.	KFBK	Sacramnto	8.8
9.	KYW	Philadelp	8.8
10.	KIRO	Seattl	8.7
11.	WJNO	West Palm	8.4
12.	KGO	San Fran	8.3
13.	WWL	New OrIns	8.1
14.	KOA	Denver	7.9
15.	WRKO	Boston	7.9
16.	KIDO	Boise	7.6
17.	KGO	Salinas	7.2

*Based on 12+ Metro Share, Broadcast week.

KTOK	Oklahoma	7.2	22. WDJC-F	Birmingham	2.8	4. KLSK-F	Albuquerque	3.7
19. WTMA	ChrIstnSC	6.9	23. WCGL	Jacksnvle	2.5	WHVE-F	Sarasota	3.7
20. WNIR-F	Akron	6.8	24. WSVL	Jacksnvle	2.3	6. KIFM-F	SanDiego	3.6
WBAL	Baltimore	6.8	WNDC	Btn Rouge	2.3	7. KNIK-F	Anchorage	3.3
22. KSDO	SanDiego	6.6	KDAR-F	Oxnard-Vn	2.3	KGSR-F	Austin	3.3
23. KENI	Anchorage	6.5	27. WETB	John City	2.2	9. WLOQ-F	Orlando	3.2
WIBX	Utca-Rome	6.5	WHYM	Pensacola	2.2	10. KEYV-F	Las Vegas	3.0
25. KARN	Little Rk	6.3	WBGR	Baltimore	2.2	WYBC-F	New Haven	3.0
26. WDAI	San Anton	6.1	30. WHPE-F	Grnsbrows	2.1	KTWV-F	Los Angel	3.0
WHJJ	Providenc	6.1	WQIZ	ChrIstnSC	2.1	13. KEYF-F	Spokane	2.9
28. KXLY	Spokane	6.0	32. WPJM	Grnvl-Sp	2.0	WMGL-F	ChrIstnSC	2.9
WWJ	Detroit	6.0	WFRN-F	Kalamazoo	2.0	WCDJ-F	Boston	2.9
30. WGIR	Manchestr	5.9	WCTL-F	Erie	2.0	16. KHIF-F	Denver	2.6
KCMO	Knsas Cty	5.9				17. KEZL-F	Fresno	2.5
KNST	Tucson	5.9	SPANISH			WLVE-F	Miami-Ft.	2.5
WPRO	Providenc	5.9	-----			KOAI-F	Dallas-FW	2.5
34. WVOC	ColmbiaSC	5.8				20. KBLX-AF	San Fran	2.4
35. KERN	Bkrsfield	5.7	1. KGBT	Mc-Brown	12.1	KTNT-F	Oklahoma	2.4
36. WJBO	Btn Rouge	5.5	2. KUNO	CrpusChrs	8.8	WNWV-F	Cleveland	2.4
KXL	Prtlnd,OR	5.5	3. KIWW-F	Mc-Brown	7.5	23. KKMR-F	Reno	2.3
38. WERC	Brmngham	5.4	4. KBNA-AF	El Paso	7.2	KKSF-F	San Fran	2.3
WTAE	Pittsburg	5.4	5. KTRO	Oxnard-Vn	6.2	WNUA-F	Chicago	2.3
WOND	Atlantic	5.4	6. KAFY	Bkrsfield	5.9	26. KXDC-F	Salinas	2.2
41. KFI	Riverside	5.3	7. KWAC	Bkrsfield	5.6	27. WCLZ-F	Prtlnd,ME	2.1
42. KTRH	Houston	5.2	8. KCOR	San Anton	5.4	KKNW-F	Seattle	2.1
43. WIOD	Miami-Ft.	5.1	9. KAMA	El Paso	5.3	29. WNNF-F	Raleigh	2.0
			10. KCCT	CrpusChrs	4.8	WHVE-F	TampaSt.P	2.0
NOSTALGIA			11. KQXX-F	Mc-Brown	4.5	WQCD-F	NewYork	2.0
-----			KQTL	Tucson	4.5			
1. WMMB	Melbourne	8.9	13. WAQI	Miami-Ft.	4.4			
2. WEYZ	Erie	8.4	14. KMIQ-F	CrpusChrs	4.0			
3. WFDF	Flint	8.2	KBOR	Mc-Brown	4.0			
4. WRDR-F	Atlantic	8.1	CLASSICAL					
5. WWOK	Evansvill	7.4	-----					
6. WRDQ	Dytna Bch	7.2	1. KBOQ-F	Salinas	5.3			
7. KRNT	DesMoines	5.9	2. KLEF-F	Anchorage	4.7			
8. WIRN	Binghamtn	5.7	3. KING-F	Seattle	4.2			
9. WMAS	SprgfidMA	5.6	4. KVOD-F	Denver	3.5			
10. KEEL	Shreveprt	5.5	5. WQRS-F	Ann Arbor	3.2			
WPEN	Philadelp	5.5	6. WSLT-F	Atlantic	3.0			
12. WEJL	WilksBare	5.4	WFLN-F	WlmgngtnDE	3.0			
WMID	Atlantic	5.4	WGMS-AF	Washingtn	3.0			
14. KFRC	San Fran	5.3	9. KDFC-AF	San Fran	2.9			
15. WOKY	Milwaukee	5.2	KXTR-F	Knsas Cty	2.9			
			KFSD-F	SanDiego	2.9			
RELIGION/GOSPEL			12. KHFM-F	Albuquerque	2.7			
-----			13. WTMJ-F	Miami-Ft.	2.5			
1. WDDO	Macon	9.9	14. WFMR-F	Milwaukee	2.4			
2. WOAD	Jackson	7.5	15. WFLN-F	Philadelp	2.3			
3. WDAC-F	Lancaster	7.2	16. WCRB-F	Worcester	2.2			
4. KOKA	Shreveprt	5.8	WCLV-F	Cleveland	2.2			
5. WEMM-F	Huntingtn	5.5	18. KIWI-F	Bkrsfield	2.1			
6. WLOK	Memphis	5.4	WCRB-F	Boston	2.1			
7. WFLT	Flint	4.9	WRR -F	Dallas-FW	2.1			
8. WIDU	Faytville	4.3	21. KFUF-F	St. Louis	2.0			
9. KLRG	Little Rk	3.8	KCMA-F	Tulsa	2.0			
WDAC-F	York	3.8	WQRS-F	Detroit	2.0			
11. WTGH	ColmbiaSC	3.6	24. KKHI-AF	San Fran	1.8			
KCFA	Anchorage	3.6	WPKM-F	Prtlnd,ME	1.8			
13. WKZK	Augusta	3.5	26. WNCN-F	Brdgeport	1.7			
14. KLTJ-F	Dallas-FW	3.4	27. WQXR-AF	NewYork	1.5			
15. WFUR-F	Gr Rapids	3.3	JAZZ/NEW AGE					
WAOK	Atlanta	3.3	-----					
17. WZJY	ChrIstnSC	3.2	1. WJZZ-F	Detroit	4.4			
18. WBOK	New Orlns	3.1	2. KQPT-F	Sacramnto	4.3			
19. WAGG	Brmngham	3.0	3. KKVU-F	Omaha	3.9			
KJAK-F	Lubbock	3.0						
WSTS-F	Faytville	3.0						

MARKETS WITH HIGHEST AND LOWEST PERCENTAGE OF FM LISTENING*

HIGHEST		LOWEST	
1. Greenville, NC	92.44%	1. San Antonio	63.16%
2. Lansing	90.43%	2. Appleton-Oshkosh	63.23%
3. Pensacola	89.80%	3. San Francisco	63.35%
4. Greenville-Spartanburg	89.45%	4. Bridgeport	64.36%
5. Huntington, WV	89.41%	5. Los Angeles	66.14%
6. Lancaster	89.25%	6. Tucson	66.17%
7. Grand Rapids	89.21%	7. Chicago	66.25%
8. Charleston, WV	89.18%	8. Fresno	66.54%
9. Augusta	88.93%	9. New Haven	66.67%
10. Charlotte	87.77%		

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

MARKETS WITH HIGHEST AND LOWEST APR'S**

HIGHEST		LOWEST	
1. Miami-Ft. Lauderdale	19.4	1. Peoria	13.9
2. Philadelphia	19.3	2. Boise	14.2
3. New York	19.0	3. Ann Arbor	14.6
4. Providence	18.8	4. Eugene	14.9
5. El Paso	18.6	Huntington, WV	14.9
6. Detroit	18.4	6. Erie	15.1
Chicago	18.4	Lancaster	15.1
8. Mcallen-Brownsville	18.3	8. Salt Lake City	15.2
9. Monmouth-Ocean	18.2	9. Austin	15.3
Johnstown	18.2		

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

MEAN APR FOR ALL RATED MARKETS

FAL 90	16.76		
FAL 89	17.30	FAL 82	17.32
FAL 88	17.09	FAL 81	15.94
FAL 87	16.35	O/N 80	15.62
FAL 86	16.48	O/N 79	15.28
FAL 85	16.86	O/N 78	15.41
FAL 84	17.14	O/N 77	15.20
FAL 83	17.14		

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

1. Ann Arbor	67.8%	11. Daytona Beach	48.1%
2. Monmouth-Ocean	65.7%	12. Lakeland	46.3%
3. Wilmington, DE	60.0%	13. New Haven	46.1%
4. Stockton	58.9%	14. Bridgeport	46.0%
5. Melbourne-Titusville-Cocoa	57.9%	15. Manchester	45.5%
6. Akron	54.1%	16. Lancaster	43.8%
7. Riverside-San Bernardino	52.6%	17. Oxnard-Ventura	41.4%
8. Sarasota-Bradenton	51.0%	18. Canton	39.8%
9. Worcester	50.2%	19. York	39.3%
10. Portsmouth-Dover-Rochester, nh	48.4%	20. Pensacola	37.0%

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

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

1. Charleston, WV	90.9%	11. Lancaster	18.5%
2. Eugene	24.0%	12. Fort Wayne	18.3%
3. Madison	22.9%	13. Binghamton	18.3%
4. Ann Arbor	22.8%	14. Syracuse	18.1%
5. Austin	20.1%	15. Las Vegas	17.6%
6. Grand Rapids	19.9%	16. Salinas-Monterey-Santa Cruz	17.6%
7. Lansing	19.8%	17. Johnstown	17.3%
8. Kalamazoo	19.7%	18. Portland, ME	17.1%
9. Lakeland	19.3%	19. Rochester	17.1%
10. Raleigh	19.2%	20. Sacramento	16.8%

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

STATION FORMAT AND FORMAT LISTENERSHIP*

	AM	FM	TOTAL	%
AC/OLDIES/SOFT ROCK	206,800 (123)	4,101,400 (433)	4,308,200 (556)	19.18
TOP 40/CHR/CONTEMP	18,000 (17)	3,116,800 (235)	3,134,800 (252)	13.95
AOR/CLASSIC	38,900 (22)	2,913,900 (256)	2,952,800 (278)	13.14
COUNTRY	340,000 (137)	2,257,900 (224)	2,597,900 (361)	11.56
NEWS/TALK	2,357,500 (180)	50,400 (4)	2,407,900 (184)	10.72
BLACK/URBAN	375,900 (86)	1,626,100 (88)	2,002,000 (174)	8.91
BEAUTIFUL/EASY	76,700 (29)	1,222,600 (104)	1,299,300 (133)	5.78
MOR/VARIETY	872,700 (118)	8,600 (4)	881,300 (122)	3.92
SPANISH	556,500 (72)	248,300 (29)	804,800 (101)	3.58
NOSTALGIA	692,000 (122)	64,900 (8)	756,900 (130)	3.37
RELIGION/GOSPEL	258,600 (144)	180,000 (59)	438,600 (203)	1.95
JAZZ/NEW AGE	4,500 (3)	380,100 (45)	384,600 (48)	1.71
CLASSICAL	19,400 (7)	339,500 (32)	358,900 (39)	1.60
UNKNOWN/OTHERS	81,100 (56)	56,100 (51)	137,200 (107)	0.61
	5,898,600 (1116)	16,566,600 (1572)	22,465,200 (2688)	

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

FORMAT PERCENTAGES - AM AND FM BANDS - FORMAT SHARE TRENDS

	AM	FM	COMBINED	FAL 89	FAL 88	FAL 87	FAL 86	FAL 85	FAL 84	FAL 83	FAL 82
AC/OLDIES/SOFT ROCK	3.51%	24.76%	19.18%	18.61%	18.39%	17.10%	18.20%	15.80%	15.10%	13.00%	-
TOP 40/CHR/CONTEMP	0.31%	18.81%	13.95%	14.47%	14.83%	14.00%	14.50%	15.40%	16.50%	-	-
AOR/CLASSIC	0.66%	17.59%	13.14%	12.67%	12.91%	12.50%	12.40%	11.20%	10.10%	-	-
COUNTRY	5.76%	13.63%	11.56%	10.25%	10.29%	10.40%	10.00%	10.60%	10.80%	11.50%	11.20%
NEWS/TALK	39.97%	0.30%	10.72%	11.20%	10.78%	9.90%	9.50%	9.60%	9.80%	10.20%	10.30%
BLACK/URBAN	6.37%	9.82%	8.91%	8.80%	8.64%	10.40%	10.50%	9.80%	9.80%	10.60%	10.90%
BEAUTIFUL/EASY	1.30%	7.38%	5.78%	7.16%	7.77%	8.50%	8.80%	10.00%	10.70%	10.70%	11.90%
MOR/VARIETY	14.80%	0.05%	3.92%	4.34%	4.55%	5.70%	6.00%	6.70%	7.20%	7.60%	-
SPANISH	9.43%	1.50%	3.58%	3.35%	3.04%	3.00%	2.70%	2.90%	2.60%	3.00%	2.60%
NOSTALGIA	11.73%	0.39%	3.37%	3.06%	2.98%	3.00%	3.30%	4.00%	4.00%	4.50%	4.10%
RELIGION/GOSPEL	4.38%	1.09%	1.95%	1.88%	1.77%	1.80%	1.50%	1.80%	1.80%	1.70%	1.60%
JAZZ/NEW AGE	0.08%	2.29%	1.71%	1.74%	1.78%	1.30%	-	-	-	-	-
CLASSICAL	0.33%	2.05%	1.60%	1.57%	1.70%	1.50%	1.60%	1.50%	1.50%	1.50%	1.50%
UNKNOWN/OTHERS	1.37%	0.34%	0.61%	0.90%	0.58%	0.80%	0.90%	0.70%	0.40%	0.40%	0.30%

CHANGES SINCE FALL 1989

	Changes in Format Share			Change in	
	Since 1989	Since 1985	Since 1980	1/4 HR Totals	Change in # of Stations (90 vs. 89)
AC/OLDIES/SOFT ROCK	+ 3.0%	+ 21.4%	NA	+ 7.6%	+60 (+12.2%)
TOP 40/CHR/CONTEMP	- 3.6%	- 9.4%	NA	+ 0.8%	+ 7 (+ 2.9%)
AOR/CLASSIC	+ 3.7%	+ 17.4%	NA	+ 8.4%	+29 (+11.6%)
COUNTRY	+ 12.8%	+ 9.1%	+ 13.4%	+17.8%	+36 (+11.1%)
NEWS/TALK	- 4.3%	+ 11.6%	+ 1.1%	- 0.0%	+31 (+20.3%)
BLACK/URBAN	+ 1.3%	- 9.1%	- 8.1%	+ 5.8%	+11 (+ 6.8%)
BEAUTIFUL/EASY	- 19.2%	- 42.2%	- 61.9%	-15.6%	- 2 (- 1.5%)
MOR/VARIETY	- 9.6%	- 41.4%	NA	- 5.5%	- 3 (- 2.4%)
SPANISH	+ 6.9%	+ 23.5%	+ 49.3%	+11.7%	+ 3 (+ 3.1%)
NOSTALGIA	+ 10.1%	- 15.8%	+274.4%	+14.9%	+30 (+30.0%)
RELIGION/GOSPEL	+ 3.8%	+ 8.5%	+ 62.7%	+ 8.4%	+26 (+14.7%)
JAZZ/NEW AGE	- 1.6%	- 4.9%	NA	+ 2.8%	+ 7 (+17.1%)
CLASSICAL	+ 1.8%	+ 6.5%	+ 14.1%	+ 6.3%	+ 2 (+ 5.4%)
UNKNOWN/OTHERS	- 32.1%	- 12.8%	+ 22.1%	-28.9%	-49 (-31.4%)

BEST MARKETS FOR VARIOUS FORMATS

TOP 40/CHR/CONTEMP		AOR/CLASSIC		AC/OLDIES/SOFT ROCK		MOR/VARIETY	
(National Average: 13.95%)		(National Average: 13.14%)		(National Average: 19.18%)		(National Average: 3.92%)	
1. Pittsburgh	47.7%	1. Denver	26.4%	1. Johnstown	35.6%	1. Lincoln	26.6%
2. Augusta	29.6%	2. Kalamazoo	25.0%	2. Columbus, OH	35.4%	2. Evansville	20.2%
3. Erie	28.6%	3. Portsmouth-Dove	25.0%	3. Saginaw-Bay Cit	31.8%	3. Ann Arbor	18.9%
4. Stockton	27.9%	4. Anchorage	23.5%	4. Portland, ME	30.6%	4. Canton	18.1%
5. Fort Wayne	26.9%	5. Tulsa	23.4%	5. Tampa-St. Peter	30.3%	5. Syracuse	18.0%
6. Kalamazoo	25.8%	6. San Diego	23.3%	6. Utica-Rome	29.6%	6. Minneapolis-St.	17.9%
7. Evansville	25.1%	7. Eugene	22.8%	7. Melbourne-Titus	29.0%	7. Cincinnati	17.6%
8. Wilkes Barre-SC	24.9%	8. Colorado Springs	22.7%	8. Minneapolis-St.	28.8%	8. Hartford	17.2%
9. Lansing	24.7%	9. Salt Lake City	21.5%	9. Cleveland	28.7%	9. Louisville	17.0%
10. Harrisburg	24.3%	10. Madison	21.5%	10. Allentown-Bethl	28.6%	10. Des Moines	16.9%
COUNTRY		BLACK/URBAN		BEAUTIFUL/EASY		NEWS/TALK	
(National Average: 11.56%)		(National Average: 8.91%)		(National Average: 5.78%)		(National Average: 10.72%)	
1. Knoxville	45.1%	1. Montgomery	34.0%	1. Manchester	23.1%	1. Chicago	23.9%
2. Huntington, WV	41.2%	2. Memphis	33.4%	2. Sarasota-Braden	20.0%	2. New York	19.9%
3. John City-Kings	40.8%	3. Savannah	29.4%	3. Allentown-Bethl	19.6%	3. St. Louis	19.7%
4. Charleston, WV	37.4%	4. Mobile	28.6%	4. West Palm Beach	18.7%	4. Philadelphia	18.8%
5. Lubbock	36.8%	5. Baton Rouge	27.7%	5. Peoria	17.5%	5. Boston	18.7%
6. Chattanooga	34.6%	6. Shreveport	26.1%	6. Worcester	17.2%	6. Providence	18.7%
7. Huntsville	32.9%	7. New Orleans	25.8%	7. Albany-Schenect	14.2%	7. Youngstown	17.6%
8. Tulsa	32.5%	8. Columbia, SC	25.7%	8. Daytona Beach	14.2%	8. Bridgeport	15.1%
9. Corpus Christi	32.0%	9. Raleigh	25.1%	9. Monmouth-Ocean	13.9%	9. Fresno	14.7%
10. Wichita	31.1%	10. Greenville, NC	25.0%	10. Lancaster	13.8%	10. San Francisco	14.5%
NOSTALGIA		RELIGION/GOSPEL		SPANISH		CLASSICAL	
(National Average: 3.37%)		(National Average: 1.95%)		(National Average: 3.58%)		(National Average: 1.60%)	
1. Atlantic City	15.8%	1. Macon	13.9%	1. Mcallen-Brownsv	39.0%	1. Salinas-Monterey	7.0%
2. Wilkes Barre-SC	13.8%	2. Jackson	12.2%	2. Miami-Ft. Laude	22.1%	2. Anchorage	5.3%
3. Tampa-St. Peter	11.5%	3. Memphis	10.2%	3. Corpus Christi	19.7%	3. San Francisco	5.2%
4. Melbourne-Titus	10.4%	4. Fayetteville, N	9.3%	4. Los Angeles	17.1%	4. Seattle-Tacoma	4.7%
5. Evansville	10.4%	5. Lancaster	8.9%	5. El Paso	16.2%	5. Ann Arbor	4.2%
6. Erie	10.0%	6. Little Rock	7.3%	6. San Antonio	14.1%	6. Bridgeport	4.0%
7. Sarasota-Braden	9.6%	7. Birmingham	7.1%	7. Oxnard-Ventura	13.5%	7. Denver	4.0%
8. Flint	9.3%	8. Greensboro-WS	7.0%	8. Bakersfield	12.9%	8. Atlantic City	3.5%
9. Daytona Beach	8.3%	9. Jacksonville	7.0%	9. Fresno	12.8%	9. Washington	3.4%
10. Springfield, MA	8.1%	10. Shreveport	6.5%	10. Tucson	10.9%	10. Wilmington, DE	3.3%
JAZZ/NEW AGE							
(National Average: 1.71%)							
1. San Francisco	6.2%						
2. Sacramento	5.2%						
3. Detroit	4.8%						
4. Omaha	4.4%						
5. San Diego	4.3%						
6. Sarasota-Braden	4.3%						
7. Albuquerque	4.1%						
8. Austin	4.1%						
9. Anchorage	3.7%						
10. Las Vegas	3.6%						

SECTION B

INDIVIDUAL MARKET REPORTS

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

DEFINITIONS, CLARIFICATIONS AND EXPLANATIONS

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

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

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

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

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

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

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

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

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

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

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

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

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

The "% Below Line" figure indicates the percentage of total radio listening earned by below the line stations.

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

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

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

The revenue estimates are based upon calculations made in the 1991 edition of Duncan's Radio Market Guide. The figures are gross and they do not include trades.

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

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

The data comes from Sales & Marketing Management and they are dated 1 October, 1990.

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

The #1 Biller shows the station I believe is the leading biller in the market and its estimated 1990 gross revenue. This data is extracted from the 1991 edition of Duncan's Radio Market Guide.

12+METRO	1/4/SHARE	12+ METRO										BIRCH SHARE	BURCH AQH	BIRCH CUME
		SUM 90	SPG 90	WIN 90	FAL 89	BOOK 89	12+ TSA	CUME/CUME	RATING	SPG 90	FAL 89			
1. WAAA-F (AC)	513/10.0	8.1	9.3	8.1	7.5	8.9	527/6596	6262/20.4	19.6	1689	7.8	457	4209	

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

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

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

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

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

Next is the Latest Birch audience data for each station.

12+ METRO SHARE (METRO): 76.96% (3732 of 4849) (Fal. 89: 76.10%)

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

DEMOGRAPHIC AND DAYPART RANKINGS

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

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

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

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

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

FORMATS	AM	FM	TOTAL	%	FAL 89 %
Country	153 (3)	176 (2)	329 (5)	13.9	14.1

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

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

CAPSULE STATION DESCRIPTIONS

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

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

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

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

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

WAAA-F programs a CHR format.

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

ABC-C	ABC	Contemporary	APR	Associated Press Radio
ABC-D	ABC	Direction	CBS	CBS
ABC-I	ABC	Information	CBS-R	CBS Radio Radio
ABC-F	ABC	FM	MBS	Mutual
ABC-E	ABC	Entertainment	NBC	NBC
ABC-R	ABC	Rock	NBC-T	NBC Talk
ABC-T	ABC	Talk	Source	NBC Source
NBN		National Black	UNISUP	Unistar (Super)
SBN		Sheridan	UNIULT	Unistar (Ultimate)
UPI		United Press International	UNIPWR	Unistar (Power)
Trans		Transtar	SMN	Satellite Music Network
RADRAD		CBS RadioRadio Network	SBN	Sheridan Broadcasting Network
SUN		Sun Radio Network	UPI	United Press International

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

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

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

- CALL LETTER CHANGES:** The old calls and new calls for stations which have changed calls since the last issue of American Radio. The date of the change is listed if it is available.
- FORMAT CHANGES:** This table should probably be called "major format changes." It is nearly impossible to track down every subtle change in format for every station. I hope to list the major changes at major stations since the previous edition of American Radio.
- STATION SALES:** This section lists the proposed sales in each market. These sales do not necessarily close. If I know the brokers involved, they are also listed. In some cases, I had to estimate the sale price.
- MISCELLANEOUS COMMENTS:** These are various comments and observations which come to my mind as I process the data for each market.

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

AKRON

Arbitron Rank/Pop (12+): 68/542,700 Stations: 25/7 1990 Revenue: \$13,700,000
 MSA Rank/Pop: 76/654,000 Diaries: 1042/521:1/59.0% HH Inc.: \$30,618
 Cleveland ADI Sample Target: 980 Retail \$: 4.4 Bil
 Average Person Ratings: 17.4 % Below Line: 54.1 Pop per Station: 77,528
 Market TSL: 22.75 hours % Not Listed: 13.8 #1 Biller: WKDD-F \$3,700,000

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume
1. WONE-F (AOR)	73/ 7.7	6.2	5.5	7.3	6.6	----	130/1522	936/17.2	14.7	14.5			WONE-F
2. WNIR-F (T)	64/ 6.8	6.4	7.4	5.3	6.9	----	83/872	654/12.1	12.2	12.2			WNIR-F
3. WKDD-F (CHR)	63/ 6.7	7.5	8.7	9.1	8.4	----	104/1889	1013/18.7	22.2	23.4			WKDD-F
4. WDOK-F (SAC)	52/ 5.5	5.4	6.2	4.5	3.8	----	81/1185	723/13.3	13.6	14.0			WDOK-F
5. WMJI-F (AC)	50/ 5.3	5.5	4.9	4.6	4.6	----	75/1252	796/14.7	12.7	13.4			WMJI-F
WGAR-F (C)	50/ 5.3	4.9	5.0	2.6	3.7	----	84/1184	668/12.3	11.1	11.5			WGAR-F
7. WAKR (MOR)	49/ 5.2	4.2	6.3	5.6	6.7	----	58/1039	892/16.4	16.9	18.6			WAKR
8. WPHR-F (CHR)	48/ 5.1	3.7	4.4	5.6	2.9	----	64/1203	811/14.9	14.4	14.0			WPHR-F
9. WMMS-F (AOR)	43/ 4.5	5.3	5.0	5.8	8.7	----	70/1165	797/14.7	14.4	17.1			WMMS-F
10. WRMR (BB)	36/ 3.8	2.3	1.8	2.2	2.8	----	51/477	297/ 5.5	5.5	4.1			WRMR
WNCX-F (CL AOR)	36/ 3.8	3.0	2.1	2.9	2.2	----	58/917	571/10.5	9.5	9.2			WNCX-F
12. WZAK-F (B)	33/ 3.5	2.7	3.6	1.4	2.4	----	43/501	370/ 6.8	5.7	7.9			WZAK-F
13. WLTF-F (AC)	29/ 3.1	5.1	4.8	6.1	4.2	----	57/1026	566/10.4	14.5	13.9			WLTF-F
14. WQXK-F (C)	28/ 3.0	2.2	1.5	2.2	2.1	----	68/765	316/ 5.8	4.7	4.9			WQXK-F
15. WQMX-F (AC)	24/ 2.5	4.8	4.2	3.4	2.5	----	49/822	418/ 7.7	9.2	10.0			WQMX-F
16. WWWE (N/T)	23/ 2.4	2.5	2.8	2.4	3.1	----	38/844	573/10.6	9.9	9.6			WWWE
17. WSLR (C)	21/ 2.2	2.5	2.4	2.5	3.4	----	26/478	392/ 7.2	5.2	7.2			WSLR
18.													
19.													
20.													

12+ FM SHARE (METRO): 82.23% (671 of 816) (FAL 89: 82.93%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKDD-F>	1 WONE-F	1 WONE-F>>	1 WONE-F	1 WONE-F	1 WONE-F>	1 WONE-F>	1 WONE-F	1 WONE-F>	1 WMJI-F
2 WONE-F	2 WKDD-F>	2 WKDD-F	2 WKDD-F>	2 WGAR-F	2 WMMS-F	2 WNCX-F	2 WNCX-F>	2 WNCX-F	2 WONE-F
3 WPHR-F	3 WMMS-F	3 WLTF-F	3 WGAR-F	3 WDOK-F	3 WNCX-F	3 WMMS-F>	3 WMMS-F	3 WMJI-F	3 WNCX-F
4 WMMS-F>>	4 WPHR-F	4 WMMS-F	4 WDOK-F	4 WKDD-F	4 WZAK-F	4 WKDD-F	4 WGAR-F	4 WMMS-F	4 WGAR-F
5 WZAK-F	5 WLTF-F	5 WQMX-F	5 WLTF-F	5 WLTF-F	5 WKDD-F	5	5 WMJI-F	5 WKDD-F	5 WDOK-F
6 WRQK-F	6	6 WZAK-F	6	6 WMJI-F	6	6	6 WNIR-F	6	6 WNIR-F
7 WNCX-F									7 WKDD-F

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA TSA
TOP 40/CHR/CONTEMP		111 (2)	111 (2)	13.6	14.7	WHLO 640 Akron/Cleveland	1.1/3.5/ 15/ 311	
AOR/CLASSIC		170 (4)	170 (4)	20.8	16.3			
AC/OLDIES/SOFT ROCK		175 (5)	175 (5)	21.4	22.6	WCLV-F 95.5 Cleveland	0.7/4.0/ 10/ 290	
MOR/VARIETY	49 (1)		49 (1)	6.0	7.1	WHBC-F 94.1 Canton/Akron	1.4/4.7/ 77/1003	
COUNTRY	21 (1)	78 (2)	99 (3)	12.1	10.7	WHK 1420 Cleveland	0.6/2.5/ 6/ 180	
BLACK/URBAN		33 (1)	33 (1)	4.0	4.1	WNWV-F 107.3 Elyria/Cleveland	1.6/3.4/ 21/ 259	
BEAUTIFUL/EASY		13 (1)	13 (1)	1.6	7.0	WQAL-F 104.1 Cleveland	2.1/6.9/ 26/ 503	
NEWS/TALK	29 (2)	64 (1)	93 (3)	11.4	12.0	WRQK-F 106.9 Canton/Akron	1.9/5.2/ 76/1053	
NOSTALGIA	36 (1)		36 (1)	4.4	2.0	WTOF-F 98.1 Canton/Akron	0.5/2.3/ 10/ 359	
RELIGION/GOSPEL	10 (1)	5 (1)	15 (2)	1.8	1.2			
SPANISH								
CLASSICAL		7 (1)	7 (1)	0.9	0.7			
JAZZ/NEW AGE		15 (1)	15 (1)	1.8	1.6			
UNKNOWN/OTHERS								
	145 (6)	671 (19)	816 (25)					

RADIO STATIONS

WAKR , 1590, 5 KW (DA-N) , MOR/Full Service	MBS, \$50.00 (Mc-Guild)	Ragan Henry
WHLO , 640, 5 KW/500 W (DA-2), Religion	ABC D, \$14.00 (---)	Mortenson
WSLR , 1350, 5 KW (DA-1) , Country	ABC E, \$22.00 (Katz)	Barnstable
WKDD-F, 96.5, 50 KW @ 441 , CHR	, \$73.00 (Katz)	Barnstable
WNIR-F, 100.1, 3 KW @ 328 , Talk	CBS, \$40.00 (K & P)	(KENT)
WONE-F, 97.5, 12 KW @ 890 , AOR	ABC R, \$52.00 (Mc-Guild)	Ragan Henry
WQMX-F, 94.0, 16 KW @ 878 , AC	, \$35.00 (Banner)	(MEDINA)

Other ranked stations -- see Canton or Cleveland

ALBANY-SCHENECTEDY-TROY

Arbitron Rank/Pop (12+): 54/725,600
 MSA Rank/Pop: 62/861,000
 ADI # 53
 Average Person Ratings: 16.5
 Market TSL: 21.75 hours

Stations: 27/24
 Diaries: 1205/602:1/57.6%
 Sample Target: 1115
 % Below Line: 1.7
 % Not Listed: 13.8

1990 Revenue: \$21,900,000
 HH Inc.: \$34,434
 Retail \$: 7.4 Bill
 Pop per Station: 30,233
 #1 Biller: WPYX-F \$4,400,000

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. WROW-F (EZ)	130/10.9	7.9	9.4	11.3	10.6	9.9	152/1568	1232/17.0	15.5	18.0	5.0	57	802	WROW-F
2. WFLY-F (CHR)	122/10.2	7.4	7.6	7.2	7.9	8.1	141/2136	1634/22.5	22.3	21.0	11.8	134	1932	WFLY-F
3. WGNA-AF (C)	119/ 9.9	10.2	9.8	11.9	11.0	10.4	227/2474	1193/16.4	19.1	17.4	10.6	116	1244	WGNA-AF
4. WPYX-F (AOR)	113/ 9.4	10.2	8.9	7.1	7.8	8.9	172/2681	1618/22.3	21.6	21.6	8.3	94	1607	WPYX-F
5. WKLI-F (AC)	90/ 7.5	7.9	8.5	5.8	5.8	7.4	102/1413	1300/17.9	18.3	15.9	6.4	73	959	WKLI-F
6. WGY (MOR)	88/ 7.4	8.4	9.7	9.1	10.3	8.6	157/1877	1216/16.8	22.2	23.7	8.7	99	1166	WGY
7. WGY -F (O)	71/ 5.9	4.8	5.2	4.4	6.2	5.1	105/1971	1251/17.2	19.3	18.5	6.8	77	1260	WGY -F
8. WQBK (T)	43/ 3.6	3.8	4.0	3.8	4.3	3.8	44/626	580/ 8.0	9.3	9.2	1.8	20	459	WQBK
9. WQBK-F (CL AOR)	40/ 3.3	4.4	4.1	2.6	3.8	3.6	45/855	734/10.1	13.8	11.4	7.5	85	1005	WQBK-F
10. WTRY (O)	39/ 3.3	3.9	3.5	5.6	4.3	4.1	42/687	612/ 8.4	9.4	10.2	1.5	17	372	WTRY
11. WVKZ-F (AOR)	36/ 3.0	3.0	1.6	2.4	2.7	2.5	39/746	616/ 8.5	5.6	7.1	4.5	51	967	WVKZ-F
12. WABY (BB)	22/ 1.8	2.5	2.0	3.8	2.4	2.5	22/329	329/ 4.5	4.9	6.0	1.9	22	433	WABY
13. WSHZ-FF (O)	19/ 1.8	0.5	0.5	1.1	1.2	1.0	39/672	419/ 5.8	4.0	5.9	1.0	11	184	WSHZ-FF
14. WROW (EZ)	17/ 1.4	1.7	2.7	2.1	1.7	2.0	21/419	327/ 4.5	6.8	5.2	1.1	13	228	WROW
15. WPTR (N/T)	16/ 1.3	1.6	1.3	1.1	1.7	1.3	18/373	332/ 4.6	5.9	8.3	2.2	25	496	WPTR

12+ FM SHARE (METRO): 77.42% (799 of 1032) (FAL 89: 70.84%)

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

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

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		122 (1)	122 (1)	11.8	16.2	WEQX-F 102.7 Manchester	0.5/2.9/ 36/ 517		
AOR/CLASSIC		199 (5)	199 (5)	19.3	17.0	WHRL-F 103.1 Albany	0.6/3.0/ 7/ 247		
AC/OLDIES/SOFT ROCK	39 (1)	195 (6)	234 (7)	22.7	14.8	WKOL-F 97.7 Amsterdam	0.3/1.5/ 8/ 200		
MOR/VARIETY	88 (1)		88 (1)	8.5	12.4	WQKZ-F 98.5 Catskill	0.7/2.0/ 16/ 238		
COUNTRY	4 (1)	115 (1)	119 (2)	11.5	12.4	WQGY-F 102.3 Saratoga Spgs.	0.8/2.2/ 10/ 176		
BLACK/URBAN						WSCG-F 93.5 Corinth/GlensFls	0.6/0.8/ 16/ 201		
BEAUTIFUL/EASY	17 (1)	130 (1)	147 (2)	14.2	16.2	WSSV-F 101.3 Stillwater/Srtg	0.5/2.0/ 6/ 163		
NEWS/TALK	59 (2)		59 (2)	5.7	6.8				
NOSTALGIA	22 (1)		22 (1)	2.1	2.8	WJIV-F 101.9 Cherry Valley	0.9/1.4/ 13/ 176		
RELIGION/GOSPEL		11 (1)	11 (1)	1.1	0.4	WJVR-F 98.1 Rutland/GlensFls	0.4/1.1/ 34/ 389		
SPANISH						WWSC 1450 Glens Falls	0.3/1.2/ 25/ 248		
CLASSICAL									
JAZZ/NEW AGE		7 (1)	7 (1)	0.7					
UNKNOWN/OTHERS	4 (1)	20 (3)	24 (4)	2.3	1.2				
	233 (8)	799 (19)	1032 (27)						

RADIO STATIONS

AM STATIONS

KABQ, 1350, 5 KW/500 W (DA-2), HISPANIC	, \$ 12.00 (Caballero)	
KDEF, 1150, 5 KW/500 W (DA-2), NOSTALGIA	, \$ 15.00 (Roslin)	
KKOB, 770, 50 KW (DA-2), MOR/FULL SER.	, \$ 62.00 (McGuild)	Fairmont
KQEO, 920, 1 KW/500 W (DA-N), OLDIES	ABC E, UNISUP, \$ 16.00 (Katz)	
KRZY, 1450, 1 KW (DA-1), SEE KRST-F		
KXKS, 1190, 10 KW (DAYS), HISPANIC	CBS, MBS, \$ 15.00 (Caballero)	

FM STATIONS

KFMG, 107.9, 23 KW @ 4131, AOR	ABC R, \$ 25.00 (HNWH)	Coastal
KHFM, 96.3, 20 KW @ 4130, CLASSICAL	, \$ 25.00 (CMBS)	
KIDI, 103.3, 21 KW @ 4186, HISPANIC	, \$ 13.00 (K & P)	
KIVA, 105.1, 100 KW @ 1936, CHR	, \$ 22.00 (Banner)	First City (SANTA FE)
KKJY, 100.3, 23 KW @ 4107, EZ	, \$ 20.00 (Torbat)	
KKOB, 93.3, 22 KW @ 4150, AC	, \$ 76.00 (McGuild)	Fairmont
KKSS, 97.3, 100 KW @ 1875, CHR	UNIPWR, \$ 23.00 (Durpetti)	Sun Group (SANTA FE)
KLSK, 104.1, 100 KW @ 1875, CL AOR	, \$ 28.00 (K & P)	(SANTA FE)
KMGA, 99.5, 23 KW @ 4130, SOFT AC	UNISUP, UNIPWR, \$ 23.00 (Katz)	
KMYI, 107.1, 25 KW @ 705, AC	, \$ 21.00 (Roslin)	(ARMIJO)
KOLT, 105.9, 100 KW @ 1936, COUNTRY	ABC C, \$ 20.00 (Christal)	(SANTA FE)
KRBL, 98.5, 23 KW @ 4130, AOR	UNIULT, UNIPWR, \$ 17.00 (Torbat)	(LOS ALAMOS)
KRST, 92.3, 22 KW @ 4160, COUNTRY	, \$ 65.00 (Katz)	Commonwealth
KZKL, 101.7, 3 KW @ 92, OLDIES	CBS, MBS, \$ 35.00 (Christal)	(RIO RANCHO)
KZRR, 94.1, 23 KW @ 4130, AOR	SOURCE, \$ 52.00 (Republic)	Anchor

MISCELLANEOUS: KLSK-F - From Jazz/NAC to Classic AOR (Feb) . . . KZKL A/F - Sold for \$1,300,000 . . . KOLT-F (Santa Fe) - Sold for \$1,000,000 (Kalil) . . . KNMQ changes to KOLT and format from CHR to Country (Jan) . . . KKBR changes to KRBL and format from Oldies to AOR (Feb) . . . KQEO, KMGA-F sold from Penn to Unistar for \$1,500,000 (E) . . . KQEO, KMGA-F sold by Unistar to Spacecom for \$1,400,000 (MVP, Kalil) . . .

ALLENTOWN-BETHLEHEM

Arbitron Rank/Pop (12+): 64/584,900

Stations: 32/13
 Diaries: 969/604:1/56.3%
 Sample Target: 1000
 % Below Line: 17.6
 % Not Listed: 11.5

1990 Revenue: \$16,500,000
 HH Inc.: \$33,734
 Retail \$: 5.4 B11
 Pop per Station: 44,992
 #1 Biller: WLEV-F \$4,200,000

MSA Rank/Pop: 71/687,000
 Philadelphia ADI
 Average Person Ratings: 17.9
 Market TSL: 23.50 hours

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. WFMZ-F (EZ)	182/17.4	12.1	14.9	12.8	14.1	14.3	214/1879	1543/26.4	22.1	23.4	10.1	93	999	WFMZ-F
2. WLEV-F (AC)	146/13.9	12.7	11.8	12.4	12.7	12.7	165/1876	1584/27.1	23.7	22.8	11.9	109	1076	WLEV-F
3. WZZO-F (AOR)	114/10.9	12.5	12.4	12.2	9.5	12.0	160/1741	1310/22.4	21.8	21.1	15.7	144	1691	WZZO-F
4. WAEB-F (CHR)	70/ 6.7	7.3	10.4	7.9	8.3	8.1	82/1387	1252/21.4	24.8	23.0	8.4	77	1392	WAEB-F
5. WHXT-F (CHR)	67/ 6.4	6.5	7.2	7.1	7.9	6.8	79/1534	1209/20.7	21.2	21.1	9.1	84	1281	WHXT-F
6. WAEB (AC)	45/ 4.3	4.7	3.4	4.5	4.3	4.2	45/824	810/13.8	11.7	13.1	5.2	48	691	WAEB
7. WKKW (C)	38/ 3.6	7.2	4.4	4.6	2.6	4.9	42/532	511/ 8.7	9.6	7.5	3.7	34	482	WKKW
8. WEST (BB)	36/ 3.4	5.1	4.0	3.7	4.1	4.1	36/421	421/ 7.2	6.5	6.8	2.0	18	307	WEST
9. WYSP-F (CL AOR)	34/ 3.2	2.0	3.0	1.9	3.2	2.5	55/677	480/ 8.2	8.4	7.7	4.0	37	568	WYSP-F
10. WXTU-F (C)	19/ 1.8	2.5	2.2	2.3	1.5	2.2	32/527	360/ 6.2	6.3	5.6	2.1	19	489	WXTU-F
11. WEEX (O)	16/ 1.5	1.3	1.0	0.9	0.9	1.2	16/310	301/ 5.1	3.4	3.4	0.9	8	221	WEEX
12.														
13.														
14.														
15.	12+ FM SHARE (METRO):	78.13%	(725 of 928)	(FAL 89:	74.94%)									

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHXT-F	1 WZZO-F	1 WLEV-F	1 WLEV-F>	1 WLEV-F>	1 WFMZ-F>>	1 WFMZ-F	1 WFMZ-F	1 WFMZ-F	1 WAEB-F<	1 WLEV-F>
2 WAEB-F>>	2 WLEV-F>>	2 WZZO-F>	2 WZZO-F>	2 WZZO-F>	2 WLEV-F>>	2 WLEV-F	2 WLEV-F>	2 WLEV-F>	2 WZZO-F	2 WAEB
3 WZZO-F	3 WYSP-F	3 WAEB-F	3 WFMZ-F	3 WFMZ-F>	3 WAEB	3 WZZO-F>	3 WZZO-F>	3 WZZO-F>	3 WZZO-F>	3 WEST
4	4 WAEB-F<	4 WHXT-F	4 WAEB-F	4 WAEB-F	4 WEST	4 WAEB	4 WAEB-F	4 WAEB-F	4 WHXT-F	4 WYSP-F
5	5 WHXT-F	5 WFMZ-F	5 WHXT-F	5 WHXT-F	5 WKKW	5 WAEB-F	5 WHXT-F	5 WHXT-F	5 WHXT-F>	5 WZZO-F
6	6	6 WYSP-F	6 WYSP-F	6	6	6	6	6	6	6 WFMZ-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZZO-F	1 WLEV-F>	1 WLEV-F>>	1 WLEV-F>>	1 WLEV-F>	1 WZZO-F>	1 WZZO-F>>	1 WZZO-F>>	1 WZZO-F>	1 WZZO-F
2 WHXT-F	2 WZZO-F	2 WZZO-F>	2 WAEB-F	2 WFMZ-F>	2 WLEV-F>>	2 WLEV-F	2 WYSP-F	2 WLEV-F>	2 WLEV-F>>
3 WAEB-F	3 WAEB-F	3 WAEB-F	3 WZZO-F<	3 WAEB-F	3 WYSP-F>	3 WYSP-F>	3 WLEV-F>>	3 WYSP-F>	3 WYSP-F
4 WLEV-F>>	4 WHXT-F>	4 WHXT-F>	4 WHXT-F<	4 WZZO-F	4 WHXT-F	4 WHXT-F	4 WFMZ-F	4 WAEB-F	4 WAEB-F>
5 WFMZ-F	5 WFMZ-F	5 WFMZ-F	5 WFMZ-F>>	5 WHXT-F	5 WAEB-F	5 WAEB-F	5 WEEX	5 WFMZ-F	5 WAEB-F
								6 WFMZ-F	6 WHXT-F

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		146 (4)	146 (4)	15.7	19.7	WFMV-F 106.3	Blairstown	0.7/1.7/	17/ 264
AOR/CLASSIC		160 (5)	160 (5)	17.2	15.4	WKAP 1320	Allentown	0.9/3.6/	9/ 212
AC/OLDIES/SOFT ROCK	72 (3)	193 (6)	265 (9)	28.6	29.6	WRNJ 1000	Hackettstown	0.3/1.9/	3/ 114
MOR/VARIETY	3 (1)		3 (1)	0.3	1.2	WYNS 1160	Lehighton	1.0/2.8/	16/ 224
COUNTRY	38 (1)	19 (1)	57 (2)	6.1	4.6				
BLACK/URBAN					0.3	KYW 1060	Philadelphia	1.3/8.8/	14/ 576
BEAUTIFUL/EASY		182 (1)	182 (1)	19.6	18.4	WABC 770	New York	1.0/2.3/	18/ 232
NEWS/TALK	45 (4)	3 (1)	48 (5)	5.2	4.3	WEAZ-F 101.1	Philadelphia	1.0/3.9/	14/ 265
NOSTALGIA	45 (2)		45 (2)	4.8	5.0	WFAN 660	New York	0.6/2.8/	11/ 308
RELIGION/GOSPEL						WFLN-F 95.7	Philadelphia	0.5/2.2/	8/ 199
SPANISH						WIOQ-F 102.1	Philadelphia	0.5/2.6/	8/ 205
CLASSICAL		5 (1)	5 (1)	0.5	0.8	WKRZ-F 98.5	WilkesBarre/Scr	1.0/1.4/	21/ 219
JAZZ/NEW AGE						WKSZ-F 100.3	Media	0.3/1.6/	12/ 187
UNKNOWN/OTHERS		17 (2)	17 (2)	1.8	0.6	WKKW-F 101.5	Trenton	0.5/1.4/	14/ 245
						WMMR-F 93.3	Philadelphia	0.4/2.6/	8/ 252
						WNEW-F 102.7	New York	0.4/1.0/	8/ 163
						WUOL-F 98.1	Philadelphia	1.3/3.9/	22/ 350
						WOR 710	New York	1.3/3.5/	26/ 369
						WPLJ-F 95.5	New York	0.4/1.9/	10/ 266
						WVDB-F 96.5	Philadelphia	0.3/1.9/	8/ 190
						WXRK-F 92.3	New York	0.4/1.6/	13/ 271
						WYCL-F 107.5	Boyertown	1.3/4.6/	19/ 314

RADIO STATIONS

WAEB, 790, 1 KW (DA-2)	, AC	ABC I, CBS, \$ 25.00 (Katz)	CRB
WEEX, 1230, 1 KW (DA-2)	, OLDIES	MBS, CNN, \$ 13.00 (Christal)	Roth
WEST, 1400, 1 KW	, NOSTALGIA	CBS, \$ 18.00 (McGuild)	Zimmerman
WKAP, 1320, 5 KW/1 KW (DA-2)	, NOSTALGIA/MOR	APR, \$ 14.00 (Banner)	Holt
WKKW, 1470, 5 KW (DA-N)	, COUNTRY	NBC, ABC I, \$ 19.00 (Republic)	
WAEB-F, 104.1, 50 KW @ 500, CHR		UNIPWR, \$ 47.00 (Katz)	CRB
WFMZ-F, 100.7, 17 KW @ 869, EZ/BTFL		, \$ 50.00 (Torbet)	
WHXT-F, 99.9, 50 KW @ 446, CHR		, \$ 40.00 (Christal)	Roth
WLEV-F, 96.1, 50 KW @ 500, AC		, \$ 73.00 (McGuild)	Zimmerman
WZZO-F, 95.1, 30 KW @ 631, AOR		, \$ 59.00 (Banner)	Holt

OTHER RANKED STATIONS -- See Philadelphia or New York

ANCHORAGE

Arbitron Rank/Pop (12+): 168/178,000

Stations: 17/17

1990 Revenue: \$9,600,000

MSA Rank/Pop: 199/222,000

Diaries: 634/281:1/55.6%

HH Inc.: \$42,140

No ADI

Sample Target: 580

Retail \$: 2.5 Bill

Average Person Ratings: 15.5

% Below Line: 0.0

Pop per Station: 10,470

Market TSL: 20.50 hours

% Not Listed: 12.0

#1 Biller: KWHL-F \$1,400,000

12+ METRO	1/4/SHARE	SPG				4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG		Birch Share	Birch AQH	Birch Cume	
		90	89	89	88				90	89				
1. KBFX-F (CL AOR)	39/14.1	9.9	8.1	3.2	2.3	----	51/560	454/25.5	19.1	17.8	14.2	50	417	KBFX-F
2. KPXR-F (CHR)	27/ 9.8	12.2	13.4	11.8	8.1	----	28/492	443/24.9	29.5	32.8	13.1	46	592	KPXR-F
KASH-F (C)	27/ 9.8	7.3	6.8	8.7	5.2	----	30/433	336/18.9	15.6	16.2	8.0	28	347	KASH-F
4. KGOT-F (CHR)	26/ 9.4	8.9	12.1	10.4	12.8	----	32/574	501/28.1	27.1	32.3	14.0	49	600	KGOT-F
5. KWHL-F (AOR)	18/ 6.5	10.2	9.8	11.0	12.8	----	24/329	291/16.3	16.4	20.8	8.0	28	414	KWHL-F
KENI (N/T)	18/ 6.5	3.6	3.6	7.2	3.8	----	23/255	198/11.1	9.8	11.0	5.1	18	167	KENI
7. KYMG-F (AC)	13/ 4.7	5.0	2.6	1.7	----	----	13/242	219/12.3	12.6	8.6	4.8	17	165	KYMG-F
KLEF-F (CL)	13/ 4.7	6.3	7.2	2.9	6.1	----	14/227	202/11.3	11.7	12.2	3.1	11	112	KLEF-F
9. KEAG-F (O)	10/ 3.6	3.3	4.6	6.4	9.3	----	10/227	197/11.1	9.6	11.4	3.7	13	219	KEAG-F
KCFA (REL)	10/ 3.6	1.0	1.6	0.9	2.3	----	10/70	64/ 3.6	3.4	4.7	2.6	9	102	KCFA
11. KNIK-F (J/NA)	9/ 3.3	4.6	2.9	3.8	5.5	----	9/167	149/ 8.4	12.2	9.4	3.1	11	133	KNIK-F
12. KHAR (BB)	8/ 2.9	2.6	2.6	4.0	2.3	----	15/135	108/ 6.1	3.8	6.1	2.3	8	123	KHAR
13. KYAK (C)	7/ 2.5	4.6	4.9	3.2	4.9	----	19/255	147/ 8.3	8.4	8.9	2.8	10	134	KYAK
KBYR (AC)	7/ 2.5	2.0	2.0	0.9	2.0	----	8/164	143/ 8.0	5.7	10.4	1.7	6	85	KBYR
15. KFQD (MOR)	6/ 2.2	4.0	2.0	6.1	5.5	----	9/186	147/ 8.3	10.2	9.3	4.6	16	161	KFQD
16. KKLV-F (AC)	4/ 1.4	1.7	2.0	2.9	3.5	----	4/89	89/ 5.0	6.3	6.0	1.1	4	111	KKLV-F
17. KKSD (T)	1/ 0.4	1.7	2.6	1.7	2.3	----	1/51	51/ 2.9	2.0	4.1	1.7	6	98	KKSD
18.														
19.														
20.														

12+ FM SHARE (METRO): 76.54% (186 of 243) (FAL 89: 78.31%)

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

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

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		53 (2)	53 (2)	21.8	28.7		
AOR/CLASSIC		57 (2)	57 (2)	23.5	20.2		
AC/OLDIES/SOFT ROCK	7 (1)	27 (3)	34 (4)	14.0	14.7		
MOR/VARIETY	6 (1)		6 (1)	2.5			
COUNTRY	7 (1)	27 (1)	34 (2)	14.0	13.2		
BLACK/URBAN							
BEAUTIFUL/EASY					2.9		
NEWS/TALK	19 (2)		19 (2)	7.8	4.0		
NOSTALGIA	8 (1)		8 (1)	3.3	2.9		
RELIGION/GOSPEL	10 (1)		10 (1)	4.1	1.8		
SPANISH							
CLASSICAL		13 (1)	13 (1)	5.3	8.1		
JAZZ/NEW AGE		9 (1)	9 (1)	3.7	3.3		
UNKNOWN/OTHERS							
	57 (7)	186 (10)	243 (17)				

RADIO STATIONS

KBYR	,	700,	10 KW	,	Oldies		CBS, \$12.00	(Roslin)		
KCFA	,	1020,	10 KW	,	Religion		, \$10.00	(---)		
KENI	,	550,	5 KW (DA-1)	,	News/Talk	ABC I NBC,	\$16.00	(Roslin)		
KFQD	,	750,	50 KW	,	AC		, \$23.00	(Mc-Guild)		
KHAR	,	590,	5 KW (DA-1)	,	Nostalgia/EZ		, \$13.00	(Roslin)		
KKSD	,	1080,	10 KW (DA-1)	,	Talk	SMN ABC E,	\$11.00	(MMR)	Comm. Pacific	
KYAK	,	650,	50 KW (DA-1)	,	Country	MBS,	\$18.00	(Christal)	Olympia	
KASH-F,		107.5,	100 KW @ -300	,	Country	ABC E,	\$25.00	(MMR)	Comm. Pacific	
KBFX-F,		100.5,	25 KW @ 179	,	Classic AOR	UNISUP UNIULT,	\$27.00	(Roslin)		
KEAG-F,		97.3,	100 KW @ 590	,	Oldies/AC		, \$20.00	(Republic)		
KGOT-F,		101.3,	26 KW @ -70	,	CHR	MBS,	\$29.00	(Christal)	Olympia	
KKLV-F,		104.1,	55 KW @ 61	,	AC	APR,	\$15.00	(Roslin)		
KLEF-F,		98.1,	25 KW @ -85	,	Classical		, \$21.00	(CMBS)		
KNIK-F,		105.3,	51 KW @ 225	,	Jazz/NAC	CBS,	\$18.00	(K & P)		
KPXR-F,		102.1,	25 KW @ 165	,	CHR		, \$30.00	(Katz)	Tom Ingstad	
KWHL-F,		106.5,	100 KW @ -99	,	AOR		, \$33.00	(Mc-Guild)		
KYMG-F,		98.9,	100 KW @ 499	,	AC	APR,	\$17.00	(Republic)		

MISCELLANEOUS: KKSD - From Nostalgia to Talk . . . KYAK, KGOT-F - From Anchorage to Harbor for \$1,200,000 (E) . . .

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

* AC - Adult Contemporary	J/NA - Jazz and New Age	*
* AOR - Album Oriented Rock	M - Middle of Road, (MOR) Full Service	*
* B - Black (audience predominately black - over 60%)	N - News	*
* BB - Big Band, Nostalgia	O - Oldies (1955 to near 1988)	*
* C - Country	R - Religion, Christian	*
* CHR - Contemporary Hit Radio, Top 40, Contemporary	SAC - Soft Adult Contemporary	*
* CL - Classical	SP - Hispanic/Spanish	*
* CL AOR - Classic AOR, Classic Rock	T - Talk	*
* E - Ethnic	U - Urban (majority of audience is non-white)	*
* EZ - EZ Listening, Beautiful Music, Some Very soft AC	? - Others or Unknown	*
* G - Gospel		*

APPLETON-OSHKOSH

Arbitron Rank/Pop (12+): 134/260,300
 MSA Rank/Pop: 148/316,000
 ADI # 67 (w/Green Bay)
 Average Person Ratings: 16.9
 Market TSL: 21.75 hours

Stations: 20/15
 Diaries: 737/353:1/67.4%
 Sample Target: 675
 % Below Line: 19.3
 % Not Listed: 14.3

1990 Revenue: \$8,100,000
 HH Inc.: \$32,913
 Retail \$: 2.5 Bll
 Pop per Station: 17,353
 #1 Biller: WAPL-F \$2,400,000

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. WAPL-F (AOR)	67/15.2	15.1	15.6	16.0	12.0	----	137/1691	763/29.3	29.5	29.3	25.1	101	928	WAPL-F
2. WIXX-F (CHR)	51/11.6	11.7	10.9	8.9	12.7	----	167/2312	875/33.6	32.1	31.6	12.9	52	755	WIXX-F
3. WHBY (MOR)	34/ 7.7	7.6	5.4	3.6	7.6	----	38/604	547/21.0	19.5	17.1	7.2	29	398	WHBY
4. WYNE (C)	32/ 7.3	5.2	4.5	4.7	3.8	----	42/377	291/11.2	10.9	8.7	3.0	12	151	WYNE
WMGV-F (CHR)	32/ 7.3	8.9	9.3	8.5	10.4	----	42/736	573/22.0	23.9	21.8	8.0	32	585	WMGV-F
6. WUSW-F (C)	22/ 5.0	3.0	3.6	4.9	4.7	----	40/374	257/ 9.9	8.8	8.4	5.0	20	194	WUSW-F
7. WNAM (BB)	19/ 4.3	6.0	5.0	4.3	1.8	----	28/488	321/12.3	14.8	9.1	4.7	19	239	WNAM
8. WROE-F (EZ/SAC)	16/ 3.6	6.0	5.7	6.7	7.1	----	20/401	297/11.4	17.8	13.5	5.2	21	263	WROE-F
9. WOZZ-F (AC)	11/ 2.5	3.2	2.0	1.2	0.4	----	26/466	261/10.0	9.3	11.6	2.5	10	250	WOZZ-F
WOSH (MOR)	11/ 2.5	2.8	2.7	3.4	5.1	----	14/272	229/ 8.8	10.3	7.0	2.2	9	204	WOSH
12. WKFX-F (O)	11/ 2.5	3.0	2.7	3.8	3.1	----	24/471	238/ 9.1	10.4	11.3	4.0	16	190	WKFX-F
WQLH-F (SAC)	10/ 2.3	0.4	4.1	3.6	2.2	----	40/792	164/ 6.3	5.7	8.9	0.5	2	51	WQLH-F
WQWM (O)	10/ 2.3	1.9	1.6	2.0	1.3	----	12/239	193/ 7.4	6.3	6.1	2.2	9	106	WQWM
WLKE (E)	10/ 2.3	0.9	-----	-----	0.7	----	10/101	90/ 3.5	2.6	0.0	1.2	5	32	WLKE

12+ FM SHARE (METRO): 63.23% (239 of 378) (FAL 89: 69.13%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WIXX-F	1 WAPL-F	1 WAPL-F>	1 WIXX-F	1 WIXX-F	1 WAPL-F>>	1 WAPL-F>>	1 WAPL-F>>	1 WAPL-F>>	1 WAPL-F>>
2 WAPL-F>	2 WIXX-F>	2 WIXX-F	2 WAPL-F	2 WMGV-F	2 WIXX-F>>	2 WIXX-F>>	2 WIXX-F>	2 WIXX-F>>	2 WIXX-F>
3 WMGV-F>>	3 WMGV-F>>	3 WROE-F	3 WMGV-F>	3 WAPL-F	3 WUSW-F>	3 WUSW-F	3 WUSW-F	3 WUSW-F	3 WHBY
4 WOZZ-F	4 WROE-F	4 WMGV-F	4 WROE-F	4 WYNE	4 WFON-F	4	4 WHBY	4 WHBY	4 WYNE
5	5	5 WQLH-F	5 WYNE	6 WROE-F	5 WMGV-F	5	5	5	5

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA TSA CUME
TOP 40/CHR/CONTEMP		83 (2)	83 (2)	22.0	23.5	WEMI-F 100.1 Neenah-Menasha	1.4/5.5/ 11/ 248	
AOR/CLASSIC		76 (2)	76 (2)	20.1	18.2	WMBE 1530 Chilton	1.8/3.2/ 13/ 118	
AC/OLDIES/SOFT ROCK	10 (1)	32 (3)	42 (4)	11.1	9.5	WPKR-F 99.5 Waupun	0.9/5.3/ 22/ 400	
MOR/VARIETY	52 (3)		52 (3)	13.8	10.3			
COUNTRY	40 (2)	26 (2)	66 (4)	17.5	14.2	WFON-F 107.1 Fond Du Lac	2.0/6.6/ 29/ 390	
BLACK/URBAN	10 (1)		10 (1)	2.6		WGEE 1360 Green Bay	1.8/4.1/ 36/ 492	
BEAUTIFUL/EASY NEWS/TALK		16 (1)	16 (1)	4.2	11.3	WTMJ 620 Milwaukee	1.6/3.6/ 17/ 320	
NOSTALGIA	27 (2)		27 (2)	7.1	7.4			
RELIGION/GOSPEL		6 (1)	6 (1)	1.6	2.4			
SPANISH								
CLASSICAL								
JAZZ/NEW AGE								
UNKNOWN/OTHERS					3.2			
	139 (9)	239 (11)	378 (20)					

RADIO STATIONS

WHBY , 1230, 1 KW	MOR/Full Service	CBS, \$25.00	(Eastman)	Woodward
WNAM , 1280, 5 KW/1 KW (DA-1),	Nostalgia	ABC I UNISUP, \$16.00	(Torbet)	
WOSH , 1490, 1 KW	MOR	NBC, \$14.00	(HNWH)	Midwest Family
WQWM , 1050, 1 KW/500 W (DA-2),	Oldies	UNISUP UNILT, \$10.00	(Katz)	
WRJQ , 1570, 1 KW (DAYS)	Polka/Ethnic	, \$11.00	(---)	
WYNE , 1150, 5 KW (DA-2)	Country	ABC E, \$19.00	(Republic)	Fox Valley
WAPL-F, 105.7, 100 KW @ 410	AOR	, \$49.00	(Eastman)	Woodward
WKFX-F, 104.9, 1 KW @ 480	Oldies	, \$16.00	(Katz)	WinCom
WMGV-F, 103.9, 6 KW @ 355	CHR	SOURCE, \$27.00	(HNWH)	Midwest Family
WOZZ-F, 93.5, 50 KW @ 500	AC	SMN, \$14.00	(Katz)	
WROE-F, 94.3, 3 KW @ 330	EZ/Soft AC	APR, \$20.00	(Republic)	Fox Valley
WUSW-F, 96.7, 3 KW @ 293	Country	UNISUP UNILT, \$15.00	(Torbet)	

Misc: WNBK-F changes to WOZZ-F and upgraded power (Jan) . . . WROE-F reclassified as Soft AC . . . WKJE sold for \$325,000...

ATLANTA

Arbitron Rank/Pop (12+): 12/2,347,800
 MSA Rank/Pop: 9/2,870,000
 ADI # 12
 Average Person Ratings: 17.4
 Market TSL: 22.75 hours

Stations: 25/24
 Diaries: 2228/1054:1/52.6%
 Sample Target: 1935
 % Below Line: 0.4
 % Not Listed: 9.7

1990 Revenue: \$114,000,000
 HH Inc.: \$36,639
 Retail \$: 24.4 Bil
 Pop per Station: 97,825
 #1 Biller: WSB \$13,400,000

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. WVEE-F (B)	451/11.0	14.8	15.1	14.0	13.1	13.7	507/4597	3895/16.6	19.1	18.5	18.7	812	5124	WVEE-F
2. WAPW-F (CHR)	336/ 8.2	8.6	10.6	9.4	8.1	9.2	405/5730	4547/19.4	22.0	19.3	10.8	468	5289	WAPW-F
3. WSB -F (AC)	335/ 8.2	9.9	8.1	10.9	8.6	9.3	372/6197	5427/23.1	21.3	22.7	7.2	313	4244	WSB -F
4. WPCH-F (EZ)	308/ 7.5	8.0	8.2	8.1	8.7	7.9	356/4732	3997/17.0	16.7	18.2	4.2	181	3034	WPCH-F
5. WKLS-F (AOR)	295/ 7.2	6.3	6.9	5.4	7.0	6.4	356/4552	3638/15.5	16.0	16.6	11.0	476	4449	WKLS-F
6. WYAY-FF (C)	269/ 6.6	5.5	5.6	3.7	4.2	5.3	496/5348	3213/13.7	12.9	13.4	4.7	204	2588	WYAY-FF
7. WSB (MOR)	265/ 6.5	5.7	6.7	7.1	7.6	6.5	295/5061	4490/19.1	16.8	21.1	5.9	258	3325	WSB
8. WFOX-F (AC)	225/ 5.5	5.8	6.4	5.3	5.8	5.8	300/5146	3896/16.6	15.9	16.5	4.0	173	2814	WFOX-F
9. WSTR-F (AC)	210/ 5.1	4.4	3.2	2.8	3.6	3.9	257/3742	3292/14.0	12.1	13.5	3.5	153	1964	WSTR-F
10. WKHX-F (C)	200/ 4.9	5.1	4.5	5.3	4.7	4.9	265/3551	2784/11.9	10.2	11.0	4.1	176	2649	WKHX-F
11. WGST (N/T)	176/ 4.3	4.1	3.3	3.5	3.5	3.8	180/2329	2252/ 9.6	7.8	10.2	3.8	165	2022	WGST
12. WZGC-F (CL AOR)	157/ 3.8	4.0	3.7	3.8	4.7	3.8	181/3541	3022/12.9	11.7	14.0	4.1	176	2643	WZGC-F
13. WAOK (GOSP)	134/ 3.3	2.7	2.8	3.4	3.7	3.0	134/1464	1464/ 6.2	5.5	6.3	2.6	112	1017	WAOK
14. WALR-F (B)	96/ 2.3	0.5	0.6	0.5	0.3	1.0	127/1710	1324/ 5.6	2.6	2.0	2.0	88	1050	WALR-F
15. WCNN (N)	60/ 1.5	0.8	0.9	0.9	1.0	1.0	66/1902	1790/ 7.6	5.3	5.0	0.9	39	907	WCNN

12+ FM SHARE (METRO): 78.81% (2913 of 3696) (FAL 89: 79.62%)

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

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

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		336 (1)	336 (1)	9.1	9.1	WAEC 860 Atlanta	0.3/0.7/ 12/ 158
AOR/CLASSIC		452 (2)	452 (2)	12.2	13.2	WAFS 920 Atlanta	0.3/1.3/ 13/ 294
AC/OLDIES/SOFT ROCK		770 (3)	770 (3)	20.8	20.6	WCHK-F 105.7 Canton/Atlanta	0.4/1.4/ 16/ 390
MOR/VARIETY	265 (1)		265 (1)	7.2	8.6	WGKA 1190 Atlanta	0.9/1.0/ 38/ 233
COUNTRY	3 (1)	484 (4)	487 (5)	13.2	11.6	WIGO 1340 Atlanta	1.1/2.2/ 44/ 521
BLACK/URBAN	44 (1)	547 (2)	591 (3)	16.0	15.2	WKHX 590 Atlanta	0.1/0.7/ 3/ 166
BEAUTIFUL/EASY		308 (1)	308 (1)	8.3	9.8	WXI 790 Atlanta	0.6/2.0/ 25/ 517
NEWS/TALK	236 (2)		236 (2)	6.4	5.1	WYZE 1480 Atlanta	0.3/0.5/ 13/ 126
NOSTALGIA	25 (1)		25 (1)	0.7			
RELIGION/GOSPEL	160 (3)	16 (1)	176 (4)	4.8	4.5	WVJ-F 93.3 Manchester	0.4/1.7/ 44/ 655
SPANISH							
CLASSICAL	38 (1)		38 (1)	1.0	0.4		
JAZZ/NEW AGE							
UNKNOWN/OTHERS	12 (1)		12 (1)	0.3	1.8		
	783 (11)	2913 (14)	3696 (25)				

RADIO STATIONS

AM STATIONS

WAOK,	1380,	5 KW	,	Gospel/Black	NBN NBC, \$ 50.00	(Mc-Guild)	Summit
WCNN,	680,	50 KW/10 KW (DA-N),	,	News	CNN NBC, \$ 41.00	(HNWH)	
WGKA,	1190,	10 KW (DAYS)	,	Classical	, \$ 36.00	(CMBS)	
WGST,	640,	50 KW/1 KW (DA-2)	,	News/Talk	ABC I MBS, \$ 84.00	(Eastman)	Jacor
WIGO,	1340,	1 KW	,	Black	SBN, \$ 38.00	(Roslin)	
WKHX,	590,	5 KW (DA-N) -- See WKHX-FM	,				
WNIV,	970,	5 KW (DAYS, DA)	,	Religion	, \$ 22.00	(---)	
WQXI,	790,	5 KW/1 KW (DA-N) -- See WSTR-FM	,				
WSB,	750,	50 KW	,	Full Service	APR APR, \$195.00	(Christal)	Cox

FM STATIONS

WALR,	104.7,	100 KW @ 981	,	Black AC	, \$ 70.00	(HNWH)	(ATHENS)
WAPW,	99.7,	100 KW @ 1032	,	CHR	, \$170.00	(Durpetti)	Susquehanna
WFOX,	97.1,	100 KW @ 1570	,	Oldies	, \$154.00	(MMR)	Shamrock
WKHX,	101.5,	100 KW @ 984	,	Country	, \$179.00	(Republic)	Cap Cities/ABC
WKLS,	96.1,	100 KW @ 984	,	AOR	, \$180.00	(Katz)	Great American
WPCH,	94.9,	100 KW @ 984	,	EZ	CBS, \$169.00	(Eastman)	Jacor
WSB,	98.5,	100 KW @ 1022	,	AC	, \$220.00	(Christal)	Cox
WSTR,	94.1,	100 KW @ 1022	,	AC	, \$163.00	(Banner)	Jeff-Pilot
WVEE,	103.3,	100 KW @ 1022	,	Black	SOURCE, \$198.00	(Mc-Guild)	Summit
WYAI,	104.1,	60 KW @ 1218 -- Simulcast with WYAY (licensed to LaGrange)	,				
WYAY,	106.7,	100 KW @ 1400	,	Country	, \$130.00	(MMR)	NewCity(GAINESVILLE)
WZGC,	92.9,	100 KW @ 914	,	Classic AOR	, \$149.00	(HNWH)	Cook Inlet

MISCELLANEOUS COMMENTS: WIGO - sold by Brunson for \$2,250,000 (E) . . .

ATLANTIC CITY

Arbitron Rank/Pop (12+): 162/186,000

Stations: 23/9

1990 Revenue: \$7,000,000

MSA Rank/Pop: 150/319,000

Diaries: 554/336:1/43.6%

HH Inc.: \$32,647

Philadelphia ADI

Sample Target: 580

Retail \$: 3.2 Bill

Average Person Ratings: 17.9

% Below Line: 27.3

Pop per Station: 20,666

Market TSL: 24.00 hours

% Not Listed: 14.7

#1 Biller: WAYV-F \$2,500,000

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. WFPG-F (EZ)	38/11.4	10.5	10.0	8.8	12.3	----	51/645	517/27.8	22.5	21.9	8.9	38	506	WFPG-F
2. WAYV-F (AC)	30/ 9.0	8.7	10.0	14.4	13.3	----	37/500	404/21.7	23.8	25.5	7.0	30	593	WAYV-F
3. WRDR-F (BB)	27/ 8.1	6.8	6.5	3.8	2.5	----	31/266	227/12.2	8.7	9.1	0.9	4	110	WRDR-F
4. WUSS (B)	26/ 7.8	6.5	7.9	5.6	4.6	----	27/233	230/12.4	11.7	10.8	6.1	26	270	WUSS
5. WMID-F (CL AOR)	19/ 5.7	2.8	3.2	3.8	5.6	----	26/356	273/14.7	10.0	9.4	3.7	16	333	WMID-F
6. WOND (T)	18/ 5.4	5.3	0.3	1.2	0.9	----	21/279	219/11.8	11.5	5.1	3.0	13	194	WOND
WMID (BB)	18/ 5.4	5.3	6.2	7.7	7.7	----	30/329	238/12.8	11.0	13.4	4.0	17	233	WMID
8. WMGM-F (CHR)	16/ 4.8	5.3	6.3	7.6	8.3	----	22/448	300/16.1	16.3	15.7	4.2	18	437	WMGM-F
9. WZXL-F (AOR)	13/ 3.9	2.8	6.5	4.4	4.6	----	26/421	204/11.0	10.5	15.3	5.1	22	370	WZXL-F
10. WXTU-F (C)	12/ 3.6	6.8	2.9	4.4	4.3	----	12/148	136/ 7.3	11.2	7.0	5.6	24	208	WXTU-F
11. WSLT-F (CL)	10/ 3.0	1.5	5.0	0.3	0.6	----	18/275	136/ 7.3	5.0	9.2				WSLT-F
WOGL-F (AC)	10/ 3.0	1.5	0.6	1.8	0.6	----	12/126	99/ 5.3	4.4	3.1				WOGL-F
13. WMMR-F (AOR)	9/ 2.7	5.0	4.4	5.3	4.0	----	9/245	194/10.4	13.7	15.4	4.2	18	214	WMMR-F
14. WYSP-F (CL AOR)	8/ 2.4	1.5	1.5	0.9	0.3	----	8/140	125/ 6.7	6.3	5.4	1.6	7	150	WYSP-F
15.														

12+ FM SHARE (METRO): 76.41% (217 of 284) (FAL 89: 78.64%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WMGM-F	1 WAYV-F>	1 WFPG-F	1 WFPG-F	1 WFPG-F>	1 WFPG-F	1 WFPG-F	1 WFPG-F>	1 WFPG-F	1 WUSS	1 WUSS
2 WAYV-F>>	2 WMID-F	WAYV-F	2 WAYV-F	2 WAYV-F	2 WRDR-F>	2 WOND	2 WAYV-F	2 WAYV-F	2 WMID-F	2 WFPG-F
3 WUSS	3 WUSS	3 WUSS >	3 WUSS >	3 WUSS	3 WOND	WAYV-F	3 WRDR-F	3 WRDR-F	WMID	3 WMID
4	4 WZXL-F	4 WMID-F	4 WMID-F>	4 WMID-F	WMID	4 WUSS	4 WOND	4 WMID-F	4 WAYV-F	WMGM-F
5	WMGM-F	5 WZXL-F	5 WZXL-F	5 WXTU-F	5 WUSS	5 WRDR-F	5 WMID-F	5	5 WMGM-F	5
6	6 WMMR-F	WMGM-F	WOGL-F	6	6	6	6	6	WFPG-F>>	6
	WFPG-F									

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

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		18 (2)	18 (2)	6.3	10.5	WFPG 1450 Atlantic City	0.3/4.1/	2/	91
AOR/CLASSIC		49 (4)	49 (4)	17.3	16.6				
AC/OLDIES/SOFT ROCK		53 (6)	53 (6)	18.7	24.1	WEAZ-F 101.1 Philadelphia	0.9/4.9/	4/	121
MOR/VARIETY						WIOQ-F 102.1 Philadelphia	0.6/5.1/	2/	98
COUNTRY		12 (1)	12 (1)	4.2	3.4	WIP 610 Philadelphia	1.2/4.4/	5/	136
BLACK/URBAN	26 (1)	6 (1)	32 (2)	11.3	11.5	WKSZ-F 100.3 Media	0.9/2.6/	3/	56
BEAUTIFUL/EASY	1 (1)	38 (1)	39 (2)	13.7	14.2	WKTU-F 98.3 Ocean City	1.8/8.5/	9/	251
NEWS/TALK	22 (2)	4 (1)	26 (3)	9.2	5.1	WMGK-F 102.9 Philadelphia	0.3/3.4/	4/	103
NOSTALGIA	18 (1)	27 (1)	45 (2)	15.8	7.5	WUSL-F 98.9 Philadelphia	1.8/4.7/	6/	99
RELIGION/GOSPEL						WWDB-F 96.5 Philadelphia	1.2/4.1/	5/	86
SPANISH									
CLASSICAL		10 (1)	10 (1)	3.5	6.4				
JAZZ/NEW AGE									
UNKNOWN/OTHERS					0.7				
	67 (5)	217 (18)	284 (23)						

RADIO STATIONS

WFPG	, 1450,	1 KW	-- See WFPG-FM						
WMID	, 1340,	1 KW	, Nostalgia	NBC TALKNT, \$15.00	(Republic)				
WOND	, 1400,	1 KW	, Talk	ABC E MBS, \$14.00	(Mc-Guild)				
WUSS	, 1490,	1 KW/250 W	, Black	NBN, \$15.00	(K & P)				
WAYV-F	, 95.1,	50 KW @ 330	, Contemp/AC	, \$40.00	(Katz)	Ragan Henry			
WFPG-F	, 96.9,	50 KW @ 390	, EZ/Soft AC	, \$34.00	(Eastman)	Hartstone/Dickstein			
WMGM-F	, 103.7,	50 KW @ 395	, CHR	, \$23.00	(Mc-Guild)				
WMID-F	, 99.3,	3 KW @ 290	, CL AOR	, \$18.00	(Republic)				
WRDR-F	, 104.9,	3 KW @ 280	, Nostalgia	APR, \$12.00	(---)	(EGG HARBOR)			
WSLT-F	, 106.3,	3 KW @ 326	, Classical	UPI, \$20.00	(Groskin)	(OCEAN CITY)			
WZXL-F	, 100.7,	38 KW @ 330	, AOR	, \$15.00	(Durpetti)	(WILDWOOD)			

Other ranked stations -- see Philadelphia
 MISCELLANEOUS: WMID-F - From AC to Classic AOR . . .

AUGUSTA

Arbitron Rank/Pop (12+): 109/333,400
 MSA Rank/Pop: 118/410,000
 ADI # 110
 Average Person Ratings: 17.1
 Market TSL: 23.00 hours

Stations: 17/15
 Diaries: 750/444:1/48.7%
 Sample Target: 770
 % Below Line: 1.1
 % Not Listed: 11.4

1990 Revenue: \$9,800,000
 HH Inc.: \$29,543
 Retail \$: 2.8 Bill
 Pop per Station: 22,226
 #1 Biller: WBBQ-AF \$3,500,000

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. WBBQ-AF (CHR)	123/21.5	23.1	----	25.3	----	----	163/1776	1367/41.0	41.7	0.0	24.2	138	1378	WBBQ-AF
2. WKXC-F (C)	89/15.6	9.1	----	8.1	----	----	106/983	789/23.7	16.1	0.0	16.0	96	874	WKXC-F
3. WFXA-F (B)	75/13.1	14.6	----	13.7	----	----	80/756	668/20.0	23.0	0.0	17.5	105	1219	WFXA-F
4. WZNY-F (AC)	55/ 9.6	10.4	----	10.5	----	----	80/1016	736/22.1	24.9	0.0	6.8	41	641	WZNY-F
5. WRXR-F (AOR)	35/ 6.1	6.5	----	8.8	----	----	43/537	430/12.9	13.7	0.0	7.7	46	477	WRXR-F
6. WOPW-F (CHR)	27/ 4.7	6.7	----	5.6	----	----	28/413	363/10.9	13.7	0.0	5.2	31	472	WOPW-F
7. WGAC (MOR/BB)	26/ 4.6	3.2	----	2.6	----	----	27/320	311/ 9.3	8.5	0.0	1.8	11	156	WGAC
8. WKZK (REL)	20/ 3.5	4.2	----	2.5	----	----	20/162	162/ 4.9	6.1	0.0	2.8	17	172	WKZK
9. WCNA-F (EZ)	17/ 3.0	4.5	----	4.4	----	----	17/303	294/ 8.8	8.4	0.0	2.0	12	184	WCNA-F
10. WMTZ-F (AC)	15/ 2.6	2.7	----	3.3	----	----	16/274	256/ 7.7	8.6	0.0	1.3	8	147	WMTZ-F

12+ FM SHARE (METRO): 88.93% (450 of 506) (FAL 89: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBBQ-AF	1 WBBQ-AF	1 WBBQ-AF	1 WBBQ-AF	1 WKXC-F	1 WBBQ-AF	1 WBBQ-AF	1 WBBQ-AF	1 WBBQ-AF	1 WFXA-F	1 WKXC-F
2 WFXA-F	2 WFXA-F	2 WKXC-F	2 WKXC-F	2 WBBQ-AF	2 WKXC-F	2 WKXC-F	2 WKXC-F	2 WKXC-F	2 WBBQ-AF	2 WBBQ-AF
3 WOPW-F	3 WKXC-F	3 WFXA-F	3 WZNY-F	3 WZNY-F	3 WZNY-F	3 WFXA-F	3 WFXA-F	3 WFXA-F	3 WKXC-F	3 WFXA-F
4	4 WRXR-F	4 WZNY-F	4 WFXA-F	4 WFXA-F	4 WGAC	4 WZNY-F	4 WFXA-F	4 WZNY-F	4 WOPW-F	4 WZNY-F
5	5 WZNY-F	5 WRXR-F	5 WRXR-F	5 WRXR-F	5 WFXA-F	5 WGAC	5 WRXR-F	5 WRXR-F	5 WZNY-F	5 WOPW-F
	6 WOPW-F					6 WRXR-F			6 WRXR-F	6 WGAC

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBBQ-AF	1 WBBQ-AF	1 WBBQ-AF	1 WBBQ-AF	1 WBBQ-AF	1 WFXA-F	1 WBBQ-AF	1 WBBQ-AF	1 WKXC-F	1 WKXC-F
2 WFXA-F	2 WFXA-F	2 WKXC-F	2 WKXC-F	2 WKXC-F	2 WBBQ-AF	2 WFXA-F	2 WRXR-F	2 WBBQ-AF	2 WBBQ-AF
3 WOPW-F	3 WKXC-F	3 WFXA-F	3 WZNY-F	3 WZNY-F	3 WKXC-F	3 WRXR-F	3 WFXA-F	3 WFXA-F	3 WRXR-F
4 WZNY-F	4 WZNY-F	4 WZNY-F	4 WFXA-F	4 WFXA-F	4 WRXR-F	4 WKXC-F	4 WKXC-F	4 WRXR-F	4 WZNY-F
5 WKXC-F	5 WOPW-F	5 WRXR-F	5	5	5	5	5 WZNY-F	5 WZNY-F	5 WFXA-F
	6 WRXR-F								

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP	4 (1)	146 (2)	150 (3)	29.6		WAJY-F 102.7 New Ellenton	0.7/3.7/ 4/ 123		
AOR/CLASSIC		35 (1)	35 (1)	6.9		WFAM 1050 Augusta	1.1/1.4/ 6/ 62		
AC/OLDIES/SOFT ROCK		74 (3)	74 (3)	14.6		WRDW-F 96.7 Wrens	0.9/2.5/ 17/ 255		
MOR/VARIETY	26 (1)		26 (1)	5.1		WTHO-F 101.7 Thomson	0.5/2.7/ 11/ 173		
COUNTRY		94 (3)	94 (3)	18.6					
BLACK/URBAN		84 (3)	84 (3)	16.6		WCOS-F 97.5 Columbia	0.4/1.2/ 10/ 130		
BEAUTIFUL/EASY		17 (1)	17 (1)	3.4		WWDH-F 101.3 Sumter	0.7/2.2/ 9/ 193		
NEWS/TALK									
NOSTALGIA									
RELIGION/GOSPEL	26 (2)		26 (2)	5.1					
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS									
	56 (4)	450 (13)	506 (17)						

RADIO STATIONS

WGAC, 580, 5 KW/1 KW (DA-N), MOR/BIG BAND CBS, \$ 14.00 (Republic)
 WKZK, 1600, 500 W (DAYS), GOSPEL SBN, \$ 11.00 (---)

WBBQ-F, 104.3, 100 KW @ 1003, CHR ABC C, \$ 75.00 (Eastman)
 WCNA-F, 98.3, 1.4 KW @ 484, EZ APR, \$ 14.00 (---) (CLEARWATER, SC)
 WFXA-F, 103.1, 3 KW @ 300, BLACK CBS, ABC I, \$ 25.00 (Katz) Davis
 WORU-F, 102.3, 3 KW @ 328, CHR/DANCE UNIULT, \$ 22.00 (Republic) HVS
 WKXC-F, 99.5, 23 KW @ 728, COUNTRY SBN, \$ 20.00 (McGuilid) (AIKEN, SC)

WMTZ-F, 94.3, 3 KW @ 300, OLDIES/AC UNIULT, \$ 13.00 (K & P) (MARTINEZ)
 WRDW-F, 96.7, 1 KW @ 515, BLACK \$ 9.00 (K & P) (WRENS)
 WRXR-F, 96.3, 25 KW @ 900, AOR ABC R, \$ 21.00 (HNWH) (AIKEN, SC)
 WZNY-F, 105.7, 100 KW @ 1167, AC APR, UNIPWR, \$ 48.00 (Christal) Sunny

MISCELLANEOUS: WGUS-F to WORU . . . WORU - From Country to CHR/Dance (Sept) . . .

AUSTIN

Arbitron Rank/Pop (12+): 61/636,000

Stations: 21/19

1990 Revenue: \$24,000,000

MSA Rank/Pop: 66/762,000

Diaries: 1122/567:1/52.2%

HH Inc.: \$31,525

ADI # 71

Sample Target: 1050

Retail \$: 6.4 Bil

Average Person Ratings: 15.3

% Below Line: 2.2

Pop per Station: 33,473

Market TSL: 20.00 hours

% Not Listed: 20.1

#1 Biller: KASE-F \$4,700,000

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. KASE-F (C)	154/15.8	19.8	14.5	17.0	15.4	16.8	217/2434	1701/26.7	28.6	24.7	17.9	178	1657	KASE-F
2. KLBJ-F (AOR)	87/ 9.0	8.6	9.4	7.9	10.6	8.7	113/1580	1289/20.3	22.7	22.1	6.9	69	1259	KLBJ-F
3. KKMJ-F (AC)	81/ 8.3	6.4	7.6	9.5	7.8	7.9	88/1407	1155/18.2	17.7	18.9	7.4	73	904	KKMJ-F
4. KHFI-F (CHR)	77/ 7.9	7.6	8.6	6.3	6.6	7.6	82/1375	1255/19.7	20.1	18.3	8.0	79	1222	KHFI-F
5. KBTS-F (CHR)	68/ 7.0	8.6	7.4	8.5	9.0	7.9	131/2363	1472/23.1	23.2	23.6	7.9	78	1397	KBTS-F
6. KPEZ-F (CL AOR)	53/ 5.5	5.7	5.0	4.1	4.1	5.1	55/960	902/14.2	14.2	11.5	6.3	63	937	KPEZ-F
7. KEYI-F (AC)	39/ 4.0	4.0	4.4	3.6	4.2	4.0	41/891	770/12.1	14.9	13.6	3.6	36	702	KEYI-F
8. KVET-F (C)	37/ 3.8	---	---	---	---	0.9	48/845	759/11.9	0.0	0.0	4.3	43	969	KVET-F
KLBJ (N/T)	37/ 3.8	4.3	5.0	4.0	4.2	4.3	41/1069	896/14.1	13.8	15.6	3.9	39	891	KLBJ
10. KGSR-F (J/NA)	32/ 3.3	2.1	2.2	2.6	2.2	2.5	33/526	503/ 7.9	8.1	7.0	3.3	33	504	KGSR-F
11. KVET (C)	16/ 1.6	3.6	2.7	2.2	2.6	2.5	19/493	438/ 6.9	8.4	6.2	1.9	19	362	KVET
KTZX (SP)	16/ 1.6	1.6	1.6	1.9	1.9	1.7	16/207	207/ 3.3	2.9	2.7	1.7	17	200	KTZX
KLTD-F (O)	16/ 1.6	2.2	2.8	2.0	2.4	2.2	31/788	465/ 7.3	8.4	7.4	2.2	22	419	KLTD-F
14.														
15.	12+ FM SHARE (METRO):	84.04%	(653 of 777)	(FAL 89: 83.03%)										

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHFI-F<	1 KASE-F	1 KASE-F>	1 KASE-F>>	1 KASE-F>>	1 KASE-F>	1 KASE-F>	1 KASE-F>	1 KASE-F>	1 KASE-F	1 KASE-F>>
2 KBTS-F>>	2 KLBJ-F>	2 KLBJ-F>	2 KLBJ-F	2 KKMJ-F<	2 KKMJ-F>	2 KLBJ-F	2 KLBJ-F	2 KLBJ-F	2 KHFI-F	2 KPEZ-F
3	3 KPEZ-F<	3 KKMJ-F	3 KKMJ-F>	3 KLBJ-F>	3 KLBJ	3 KHFI-F<	3 KKMJ-F>	3 KKMJ-F	3 KBTS-F>	3 KHFI-F
4	4 KHFI-F	4 KHFI-F	4 KPEZ-F	4 KPEZ-F<	4 KVET-F	4 KKMJ-F	4 KPEZ-F	4 KBTS-F<	4 KKMJ-F	4 KBTS-F
5	5 KBTS-F	5 KPEZ-F	5 KBTS-F	5 KBTS-F	5	5 KBTS-F>	5 KBTS-F<	5 KHFI-F	5 KLBJ-F<	5 KLBJ-F
6	6 KKMJ-F	6 KBTS-F	6 KEYI-F	6 KEYI-F	6	6 KPEZ-F	6 KHFI-F	6 KPEZ-F	6 KPEZ-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KHFI-F	1 KASE-F	1 KASE-F>	1 KASE-F>	1 KASE-F>	1 KHFI-F	1 KASE-F	1 KASE-F>	1 KASE-F	1 KASE-F>
2 KLBJ-F>	2 KLBJ-F>	2 KLBJ-F>	2 KKMJ-F	2 KKMJ-F>	2 KLBJ-F>	2 KLBJ-F>	2 KLBJ-F>	2 KLBJ-F>	2 KLBJ-F>
3 KKMJ-F	3 KHFI-F	3 KEYI-F	3 KLBJ-F	3 KEYI-F	3 KPEZ-F	3 KPEZ-F	3 KPEZ-F>	3 KPEZ-F	3 KPEZ-F
4 KPEZ-F	4 KPEZ-F	4 KPEZ-F	4 KHFI-F	4 KLBJ-F	4 KBTS-F	4 KHFI-F	4 KBTS-F	4 KHFI-F	4 KKMJ-F
5 KASE-F	5 KKMJ-F	5 KBTS-F	5 KEYI-F	5 KBTS-F	5 KASE-F>	5 KBTS-F>	5 KKMJ-F	5 KKMJ-F	5 KGSR-F
6 KBTS-F	6 KEYI-F	6 KKMJ-F	6 KBTS-F	6	6 KKMJ-F	6 KKMJ-F	6 KGSR-F	6 KBTS-F	6 KLBJ
7 KEYI-F	7 KBTS-F	7 KHFI-F							

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		145 (2)	145 (2)	18.7	19.1	KATG-F 94.7	Luling 0.9/5.7/ 24/ 497
AOR/CLASSIC		140 (2)	140 (2)	18.0	18.7	KELG 1440	Elgin 0.6/1.4/ 6/ 91
AC/OLDIES/SOFT ROCK		136 (3)	136 (3)	17.5	20.8	KFON 1370	Rollingwood/Aus 0.7/2.6/ 8/ 180
MOR/VARIETY						KIXL 970	Del Valle/Austn 0.5/2.6/ 7/ 203
COUNTRY	16 (1)	200 (3)	216 (4)	27.8	22.1	KNOW 1490	Austin 0.8/1.9/ 8/ 120
BLACK/URBAN						KTAE 1260	Taylor 0.8/1.6/ 9/ 149
BEAUTIFUL/EASY					2.8		
NEWS/TALK	58 (4)		58 (4)	7.5	8.1	KSAH 720	Universal City 1.2/1.8/ 14/ 133
NOSTALGIA	8 (1)		8 (1)	1.0		WOAI 1200	San Antonio 0.9/3.2/ 34/ 472
RELIGION/GOSPEL					0.5		
SPANISH	28 (2)		28 (2)	3.6	3.7		
CLASSICAL							
JAZZ/NEW AGE		32 (1)	32 (1)	4.1	2.6		
UNKNOWN/OTHERS	14 (2)		14 (2)	1.8	1.6		
	124 (10)	653 (11)	777 (21)				

RADIO STATIONS

KLBJ , 590,	5 KW/1 KW (DA-N),	News/Talk	CBS MBS, \$36.00	(Eastman)
KTZX , 1560,	2.5 KW (DA-2),	Hispanic	UNIULT, \$13.00	(Katz Hisp.)
KVET , 1300,	5 KW/1 KW (DA-2),	Country	ABC I, \$25.00	(Katz)
KATG-F, 94.7,	100 KW @ 1257,	Soft AC/EZ	\$21.00	(Durpetti)
KBTS-F, 93.3,	100 KW @ 1949,	CHR	\$58.00	(Christal)
KEYI-F, 103.5,	100 KW @ 1257,	AC	\$50.00	(Republic)
KGSR-F, 107.1,	46 KW @ 516,	Jazz/AC	\$25.00	(Mc-Guild)
KVET-F, 98.1,	100 KW @ 702,	Country	\$45.00	(Republic)
KKMJ-F, 95.5,	100 KW @ 1001,	AC	\$75.00	(CBS)
KLBJ-F, 93.7,	97 KW @ 1050,	AOR	\$68.00	(Eastman)
KLTD-F, 99.1,	19 KW @ 1814,	Oldies	UNISUP UNIULT, \$24.00	(Torbet)
KPEZ-F, 102.3,	3 KW @ 300,	Classic AOR	\$35.00	(Christal)
KHFI-F, 96.7,	100 KW @ 951,	CHR	\$29.00	(Banner)
KASE-F, 100.7,	100 KW @ 1190,	Country	\$100.00	(Katz)
				(LULING)
				Booth/Genesis (KILLEEN)
				Degree (SAN MARCOS)
				Beasley (BASTROP)
				Keymarket
				Shamrock-Lynett (LAMPASAS)
				Clear Channel
				Capitol-Johnson (GEORGETOWN)

MISCELLANEOUS: KAPT-F changes to KATG-F (August) . . . KQXF-F (Georgetown) - From Joyner to John Jones for \$3,850,000 (MVP) . . .
 KFON/KKMJ-F - From Keymarket to Tremont for \$7,000,000 . . . KHFI-F to KVET-F and format from CHR to Country (Sept) . . .
 KQXF-F to KHFI-F and format from Oldies to CHR (Sept) . . .

BAKERSFIELD

Arbitron Rank/Pop (12+): 95/366,900
 MSA Rank/Pop: 91/544,000
 ADI # 142
 Average Person Ratings: 16.6
 Market TSL: 22.50 hours

Stations: 26/21
 Diaries: 798/460:1/49.9%
 Sample Target: 790
 % Below Line: 3.4
 % Not Listed: 11.0

1990 Revenue: \$14,700,000
 HH Inc.: \$34,834
 Retail \$: 3.3 Bil
 Pop per Station: 17,471
 #1 Biller: KUZZ-AF \$3,000,000

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume
1. KUZZ-F (C)	88/14.4	12.9	10.7	10.8	10.7	----	99/1040	835/22.8	30.0	28.8	13.8	82	1123
2. KKXX-F (CHR)	84/13.8	13.6	13.3	13.2	11.9	----	84/926	910/24.8	25.8	29.9	21.2	126	1289
3. KGFM-F (EZ)	39/ 6.4	8.0	4.7	6.8	8.0	----	40/485	463/12.6	12.8	10.2	4.2	25	179
4. KAFY (SP)	36/ 5.9	6.7	3.5	2.7	2.4	----	36/328	328/ 8.9	7.2	6.2	6.1	36	348
5. KERN (N/T)	35/ 5.7	4.2	4.7	6.2	5.0	----	36/443	418/11.4	10.5	12.2	3.9	23	335
6. KWAC (SP)	34/ 5.6	5.1	7.9	7.2	4.5	----	34/342	342/ 9.3	7.2	10.4	4.9	29	316
7. KERN-F (O)	32/ 5.2	3.4	3.9	4.8	6.2	----	32/414	387/10.5	10.1	13.0	3.5	21	483
8. KCWR (C)	28/ 4.6	6.7	7.5	7.6	7.3	----	30/376	335/ 9.1	0.0	0.0	6.6	39	563
9. KKBB-F (CL AOR)	21/ 3.4	5.1	4.4	8.9	8.0	----	23/408	363/ 9.9	10.3	9.5	5.9	35	390
10. KRAB-F (AOR)	18/ 3.0	2.7	1.5	----	----	----	18/299	299/ 8.1	8.5	3.7	2.5	15	367
11. KLLY-F (AC)	18/ 3.0	1.6	4.9	4.8	4.5	----	19/362	338/ 9.2	5.4	12.0	1.9	11	169
12. KGEO (O)	17/ 2.8	2.1	2.3	3.5	5.0	----	17/298	298/ 8.1	6.6	8.5	1.7	10	198
13. KTIE-F (C)	14/ 2.3	0.5	0.7	----	----	----	14/158	158/ 4.3	2.0	1.3	0.3	2	63
14. KIWI-F (CL)	13/ 2.1	1.6	2.5	2.1	1.4	----	15/216	208/ 5.7	5.1	5.8	0.2	1	34
15.													

12+ FM SHARE (METRO): 69.24% (376 of 543) (FAL 89: 61.72%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKXX-F	1 KKXX-F	1 KUZZ-F	1 KUZZ-F>	1 KUZZ-F>	1 KUZZ-F>	1 KUZZ-F	1 KUZZ-F>	1 KKXX-F	1 KKXX-F>	1 KERN
2	2 KUZZ-F>	2 KKXX-F>	2 KKXX-F>	2 KKXX-F	2 KGFM-F>	2 KKXX-F>	2 KKXX-F	2 KUZZ-F>	2 KUZZ-F>	2 KKBB-F>
3	3 KWAC	3 KWAC	3 KERN-F	3 KERN-F	3 KERN	3 KWAC <	3 KGFM-F	3 KAFY <	3 KWAC <	3 KKXX-F
4	4 KRAB-F	4 KERN-F	4 KWAC	4 KWAC	4 KERN-F	4 KERN	4 KERN	4 KGFM-F<	4 KAFY	4 KERN-F
5	5 KAFY	5 KERN	5 KERN	5 KERN	5 KCWR	5 KGFM-F	5 KERN-F	5 KERN	5	5 KCWR
6	6	6	6	6 KAFY	6	KERN-F	6	6	6	6
						KCWR <				
						8 KAFY				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKXX-F>>	1 KKXX-F>	1 KKXX-F	1 KKXX-F>	1 KUZZ-F	1 KKXX-F>>	1 KUZZ-F	1 KUZZ-F	1 KUZZ-F>	1 KUZZ-F>
2 KUZZ-F	2 KUZZ-F>	2 KUZZ-F>	2 KUZZ-F>	2 KKXX-F>	2 KUZZ-F	2 KKXX-F	2 KWAC >	2 KKXX-F	2 KERN
3 KKBB-F	3 KWAC	3 KWAC	3 KWAC	3 KERN-F	3 KCWR >	3 KWAC >	3 KRAB-F	3 KERN >	3 KWAC
4 KAFY	4 KTIE-F	4 KTIE-F	4 KERN-F	4 KWAC	4 KRAB-F	4 KRAB-F	4 KAFY	4 KWAC	4 KERN-F
5 KWAC	5 KRAB-F	5 KRAB-F	5	5 KLLY-F	5 KERN	5 KKXX-F	5 KKBB-F	5	5
6	6 KAFY	6	6	6	6 KERN	6 KAFY	6 KERN	6 KERN-F	6

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		92 (2)	92 (2)	16.9	18.4	KCHJ 1010 Delano	0.3/1.7/ 3/ 74
AOR/CLASSIC		43 (3)	43 (3)	7.9	5.2	KERI 1180 Wasco	0.5/2.8/ 5/ 169
AC/OLDIES/SOFT ROCK	17 (1)	70 (5)	87 (6)	16.0	13.2	KHIS-F 96.5 Bakersfield	1.6/3.2/ 11/ 165
MOR/VARIETY	3 (1)		3 (1)	0.6	6.9	KKRV-F 102.3 Kernville	1.3/2.5/ 8/ 93
COUNTRY	28 (1)	102 (2)	130 (3)	23.9	21.8	KMYX-F 103.9 Taft	1.6/5.9/ 12/ 248
BLACK/URBAN						KNZR 1560 Bakersfield	1.5/6.8/ 9/ 274
BEAUTIFUL/EASY		39 (1)	39 (1)	7.2	5.6	KVLI 1140 Lake Isabella	0.5/1.6/ 3/ 59
NEWS/TALK	44 (2)		44 (2)	8.1	0.4		
NOSTALGIA						KBOS-F 94.9 Tulare	1.3/3.7/ 55/ 740
RELIGION/GOSPEL	3 (1)	10 (1)	13 (2)	2.4	3.6	KFSO-F 92.9 Visalia	0.3/1.8/ 22/ 289
SPANISH	70 (2)		70 (2)	12.9	14.2	KLOS-F 95.5 Los Angeles	0.7/1.7/ 11/ 227
CLASSICAL		13 (1)	13 (1)	2.4	2.9	KTWV-F 94.7 Los Angeles	0.8/1.3/ 5/ 49
JAZZ/NEW AGE		5 (1)	5 (1)	0.9		KZZF-F 107.5 Hanford	0.3/1.5/ 14/ 178
UNKNOWN/OTHERS	2 (1)	2 (1)	4 (2)	0.7	7.7		
		167 (9)	376 (17)				

RADIO STATIONS

KAFY, 970, 1 kW/5 kW (DA-1)	HISPANIC	UPI, \$ 20.00 (Caballero)	
KERN, 1410, 1 kW	NEWS/TALK	ABC I ABC T, \$ 20.00 (Christal)	American General
KGEO, 1230, 1 kW	OLDIES	UNISUP, \$ 16.00 (McGuld)	
KCWR, 550, 5 kW (DA-2)	SEE KUZZ-F		
KWAC, 1490, 1 kW	HISPANIC	\$ 28.00 (Lotus)	
KERN-F, 94.1, 5 kW	1310, OLDIES	\$ 24.00 (Christal)	American General
KGFM-F, 101.5, 5 kW	1280, EZ/BTFL	UNISUP, \$ 29.00 (McGuld)	
KIWI-F, 92.1, 3 kW	164, CLASSICAL	\$ 21.00 (CMBS)	
KKBB-F, 97.7, 3 kW	328, CLASSIC AOR	\$ 30.00 (Republic)	(SHAFTER)
KKXX-F, 105.3, 35 kW	584, CHR	\$ 34.00 (Banner)	(DELANO)
KLLY-F, 95.3, 2 kW	394, AC	APP, \$ 20.00 (HNWH)	Buckley
KRAB-F, 105.3, 2 kW	374, AOR	UNISUP, \$ 15.00 (---)	(GREENACRES)
KUZZ-F, 107.9, 6 kW	1358, COUNTRY	\$ 59.00 (Katz)	Buck Owens
KHIS-F, 95.5, 50 kW	500, RELIGION	\$ N/A (---)	
KTIE-F, 107.1, 3 kW	150, ??	\$ N/A (---)	

MISCELLANEOUS: KUZZ-AM to KCWR . . .

BALTIMORE

Arbitron Rank/Pop (12+): 17/2,019,800
 MSA Rank/Pop: 17/2,400,000
 ADI # 22
 Average Person Ratings: 18.2
 Market TSL: 24.00 hours

Stations: 33/21
 Diaries: 1810/1116:1/52.0%
 Sample Target: 1830
 % Below Line: 13.4
 % Not Listed: 10.7

1990 Revenue: \$62,300,000
 HH Inc.: \$36,013
 Retail \$: 18.0 Bill
 Pop per Station: 96,180
 #1 Biller: WBAL \$10,200,000

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. WXYV-F (B)	300/ 8.1	9.5	8.2	8.4	9.1	8.6	305/3309	3208/15.9	16.0	15.8	11.3	396	4272	WXYV-F
2. WLIF-F (EZ)	295/ 8.0	6.4	6.5	8.0	7.9	7.2	307/3420	3264/16.2	14.8	16.3	6.2	216	2020	WLIF-F
3. WPOC-F (C)	273/ 7.4	5.4	6.8	6.7	5.3	6.6	317/3287	2773/13.7	13.1	11.7	6.9	241	2351	WPOC-F
4. WIYY-F (AOR)	252/ 6.8	7.6	6.7	6.2	6.4	6.8	293/3480	3086/15.3	15.8	15.1	8.5	299	3068	WIYY-F
WBAL (N/T)	252/ 6.8	9.0	8.8	7.8	7.5	8.1	269/3834	3600/17.8	21.0	18.3	6.1	213	3060	WBAL
6. WMMX-F (AC)	243/ 6.6	5.4	6.1	6.5	7.5	6.2	262/3780	3566/17.7	16.5	19.4	6.3	221	2509	WMMX-F
7. WQSR-F (O)	209/ 5.7	4.9	5.0	4.8	5.3	5.1	224/3060	2869/14.2	11.6	14.1	2.8	97	1477	WQSR-F
8. WBSB-F (CHR)	185/ 5.0	6.8	5.8	5.5	6.6	5.8	214/3549	3134/15.5	18.9	18.1	6.1	213	3720	WBSB-F
9. WWIN-F (B)	121/ 3.3	2.5	2.2	2.9	2.1	2.7	123/1539	1528/ 7.6	5.4	6.8	4.0	140	2210	WWIN-F
10. WCBM (T)	117/ 3.2	3.2	3.0	3.3	3.2	3.2	119/1165	1137/ 5.6	6.0	5.8	3.1	107	1258	WCBM
11. WPGC-F (CHR)	104/ 2.8	2.0	1.6	1.5	1.0	2.0	108/1553	1428/ 7.1	6.0	4.7	3.4	120	1651	WPGC-F
12. WHFS-F (AOR)	100/ 2.7	2.9	2.4	1.4	2.0	2.4	110/1540	1421/ 7.0	7.7	5.4	3.2	111	1474	WHFS-F
13. WGRX-F (CL AOR)	95/ 2.6	2.4	1.8	2.4	2.0	2.3	129/2412	1806/ 8.9	7.3	6.9	3.4	118	1914	WGRX-F
14. WITH (BB)	85/ 2.3	1.8	2.2	1.8	1.2	2.0	85/1090	1090/ 5.4	4.4	3.8	1.4	49	561	WITH
15. WBGR (GOSP)	82/ 2.2	2.4	2.9	2.9	1.9	2.6	82/827	818/ 4.0	4.3	3.8	2.7	93	981	WBGR
16. WRBS-F (REL)	69/ 1.9	1.3	1.3	2.2	1.5	1.7	71/834	804/ 4.0	2.9	3.2	1.3	45	706	WRBS-F
17. WCAO (C)	66/ 1.8	1.6	1.6	1.5	2.0	1.6	71/864	772/ 3.8	4.5	5.2	0.7	25	591	WCAO
18. WYST-F (SAC)	59/ 1.6	2.0	3.3	2.8	3.1	2.4	60/1243	1185/ 5.9	9.1	9.5	2.4	85	1221	WYST-F
19.														
20.														

12+ FM SHARE (METRO): 78.07% (2570 of 3292) (FAL 89: 76.69%)

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

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

FORMATS	AM	FM	TOTAL	%	FAL 89	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		345 (4)	345 (4)	10.5	11.0	WEBB 1360 Baltimore	0.5/2.0/ 17/ 402
AOR/CLASSIC		496 (4)	496 (4)	15.1	13.7	WLIF 1300 Baltimore	0.7/2.0/ 25/ 402
AC/OLDIES/SOFT ROCK	15 (1)	538 (5)	553 (6)	16.8	20.0	WWIN 1400 Baltimore	0.7/3.4/ 25/ 689
MOR/VARIETY						WXCY-F 103.7 Havre de Grace	0.4/0.7/ 30/ 322
COUNTRY	66 (1)	288 (2)	354 (3)	10.8	8.8	WYST 1010 Baltimore	0.4/1.9/ 15/ 404
BLACK/URBAN	42 (2)	475 (4)	517 (6)	15.7	18.0		
BEAUTIFUL/EASY	25 (1)	345 (2)	370 (3)	11.2	9.5	WASH-F 97.1 Washington	0.3/1.4/ 12/ 292
NEWS/TALK	407 (3)		407 (3)	12.4	13.4	WAVA-F 105.1 Arlington/Wash	0.7/3.2/ 32/ 807
NOSTALGIA	85 (1)		85 (1)	2.6	1.4	WGAY-F 99.5 Washington	1.4/2.9/ 56/ 648
RELIGION/GOSPEL	82 (1)	69 (1)	151 (2)	4.6	4.2	WHUR-F 96.3 Washington	0.8/2.6/ 33/ 570
SPANISH						WKYS-F 93.9 Washington	0.6/1.7/ 23/ 378
CLASSICAL						WLTT-F 94.7 Bethesda/Washg	0.4/1.6/ 16/ 385
JAZZ/NEW AGE						WMZQ-F 98.7 Washington	0.4/1.4/ 31/ 529
UNKNOWN/OTHERS		14 (1)	14 (1)	0.4		WRQX-F 107.3 Washington	0.8/4.3/ 32/1039
						WTOP 1500 Washington	1.0/3.8/ 45/ 857
						WWDG-F 101.1 Washington	1.3/6.6/ 68/1589
	722 (10)	2570 (23)	3292 (33)				

RADIO STATIONS

AM STATIONS

WBAL, 1090, 50 KW (DA-N)	, NEWS/TALK	CBS, \$ 135.00 (HNWH)	Hearst
WBGR, 860, 2.5 KW/100 W (DA-1)	, GOSPEL/RELIGION	NBN, \$ 45.00 (Roslin)	Mortenson
WCAO, 600, 5 KW (DA-1)	, COUNTRY	NBC, \$ 52.00 (Mc-Guild)	Summit
WCBM, 680, 10 KW/5 KW (DA-2)	, TALK	ABC I ABC T, \$ 48.00 (Katz)	
WEBB, 1360, 5 KW/1.7 KW (DA-1)	, BLACK	SBN, \$ 33.00 (Roslin)	
WITH, 1230, 1 KW	, NOSTALGIA	MBS UNISUP, \$ 38.00 (K & P)	
WWIN, 1400, 1 KW	, GOSPEL	, \$ 32.00 (Durpetti)	Ragan Henry
WYST, 1010, 1 KW (DAYS)	, OLDIES	APR, \$ 30.00 (MMR)	United

FM STATIONS

WBSB, 104.3, 50 KW @ 420, CHR	ABC C, \$ 135.00 (Banner)	Scripps-Howard
WGRX, 100.7, 16 KW @ 861, CLASSIC AOR	ABC FM, \$ 55.00 (Durpetti)	Shamrock-Lynett (WESTMINSTER)
WIIY, 97.9, 13 KW @ 946, AOR	ABC R, \$ 117.00 (HNWH)	Hearst
WLIF, 101.9, 13 KW @ 960, EZ/SOFT AC	, \$ 168.00 (Christal)	Infinity
WPOC, 93.1, 16 KW @ 860, COUNTRY	, \$ 110.00 (Banner)	Nationwide
WQSR, 105.7, 50 KW @ 492, OLDIES	, \$ 102.00 (MMR)	Sconnix
WRBS, 95.1, 50 KW @ 500, RELIGION	, \$ 20.00 (---)	
WWIN, 95.9, 3 KW @ 300, URBAN/CHR	UNISUP, \$ 60.00 (Durpetti)	Ragan Henry
WWMX, 106.5, 7 KW @ 1217, AC	, \$ 170.00 (Katz)	Capitol-Goodman
WXYV, 102.7, 50 KW @ 437, BLACK	, \$ 138.00 (McGuild)	Summit
WYST, 92.3, 10 KW @ 560, AC	APR, \$ 66.00 (MMR)	United

MISCELLANEOUS: WWIN-AM - From Black to Gospel (Dec) . . . WEBB - Sol dby Brunson for \$1,400,000 (E) . . .

OTHER RANKED STATIONS -- SEE WASHINGTON

BATON ROUGE

Arbitron Rank/Pop (12+): 80/431,900
 MSA Rank/Pop: 92/543,000
 ADI # 94
 Average Person Ratings: 16.3
 Market TSL: 21.25 hours

Stations: 21/15
 Diaries: 944/457:1/50.2%
 Sample Target: 885
 % Below Line: 13.9
 % Not Listed: 10.2

1990 Revenue: \$12,200,000
 HH Inc.: \$28,134
 Retail \$: 4.0 Bil
 Pop per Station: 28,793
 #1 Biller: WYNK-AF \$2,700,000

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. WYNK-AF (C)	123/17.5	13.9	12.6	14.6	8.7	14.6	259/3044	1166/27.0	24.9	21.3	15.3	103	1288	WYNK-AF
2. KQXL-F (B)	99/14.1	10.1	12.4	11.8	9.9	12.1	140/1341	929/21.5	20.3	16.6	15.2	111	1019	KQXL-F
3. WXOK (B)	59/ 8.4	9.2	9.9	8.5	5.7	9.0	66/779	702/16.3	15.1	14.8	10.3	75	881	WXOK
4. WFMF-F (CHR)	57/ 8.1	11.1	11.3	12.4	13.7	10.7	100/1959	1094/25.3	26.0	28.7	11.1	81	1283	WFMF-F
5. WJBO (T)	39/ 5.5	3.7	3.5	4.3	6.3	4.3	39/759	665/15.4	9.4	13.6	3.6	26	477	WJBO
6. KHOM-F (O)	35/ 5.0	5.9	4.7	6.8	5.1	5.6	76/1236	571/13.2	14.2	12.4	4.0	29	425	KHOM-F
WKJN-F (C)	35/ 5.0	4.8	4.8	4.6	5.4	4.8	62/1261	571/13.2	13.9	14.8	3.4	25	713	WKJN-F
8. WGGZ-F (CHR)	34/ 4.8	5.5	5.3	4.9	6.7	5.1	69/1722	837/19.4	19.8	20.4	4.8	35	927	WGGZ-F
9. WTGE-F (AOR)	28/ 4.0	5.8	6.0	5.5	4.1	5.3	36/775	553/12.8	15.6	12.5	5.1	37	592	WTGE-F
10. WCKW-F (CL AOR)	24/ 3.4	3.0	2.9	3.5	3.6	3.2	99/1146	430/10.0	9.5	8.6	6.6	48	494	WCKW-F
11. KIEZ-F (EZ)	22/ 3.1	2.7	2.8	2.6	1.6	2.8	28/277	236/ 5.5	5.7	2.6	1.1	8	154	KIEZ-F
12. WQUE-F (B)	17/ 2.4	0.7	0.7	---	1.0	1.0	45/613	192/ 4.4	1.6	4.0	1.9	14	200	WQUE-F
13. WNDC (GOSP)	16/ 2.3	1.7	1.6	5.5	5.6	2.8	17/236	231/ 5.3	4.3	9.2	2.2	16	204	WNDC
14.														
15.														

12+ FM SHARE (METRO): 79.56% (502 of 631) (FAL 89: 75.29%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WYNK-AF	1 WYNK-AF	1 KQXL-F	1 WYNK-AF	1 WYNK-AF	1 WFMF-F	1 KQXL-F	1 KQXL-F	1 WYNK-AF	1 WYNK-AF
2 KQXL-F	2 KQXL-F	2 WYNK-AF	2 KQXL-F	2 KQXL-F	2 KQXL-F	2 WYNK-AF	2 WYNK-AF	2 KQXL-F	2 KQXL-F
3 WXOK	3 WXOK	3 KHOM-F	3 WXOK	3 KHOM-F	3 WCKW-F	3 WFMF-F	3 WCKW-F	3 WCKW-F	3 WJBO
4 WTGE-F	4 WGGZ-F	4 WGGZ-F	4 WFMF-F	4 WXOK	4 WTGE-F	4 WCKW-F	4 WJBO	4 WFMF-F	4 KHOM-F
5 WGGZ-F	5 WTGE-F	5 WXOK	5 WGGZ-F	5 WFMF-F	5 WQUE-F	5 WTGE-F	5 WXOK	5 WJBO	5 WCKW-F
6 WFMF-F	6 WFMF-F	6 WFMF-F	6	6	6 WGGZ-F	6 WGGZ-F	6 WFMF-F	6 KHOM-F	6

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		91 (2)	91 (2)	14.4	25.2	WIBR 1300	Baton Rouge 0.6/3.5/ 4/ 168
AOR/CLASSIC		52 (2)	52 (2)	8.2	6.8	WQCK-F 92.7	Clinton 0.4/2.5/ 5/ 139
AC/OLDIES/SOFT ROCK		48 (3)	48 (3)	7.6	10.8	WTKL 1260	Baton Rouge 0.7/2.6/ 5/ 133
MOR/VARIETY						WXLT-F 94.1	McComb 1.3/5.4/ 16/ 355
COUNTRY	1 (1)	157 (2)	158 (3)	25.0	16.9		
BLACK/URBAN	59 (1)	116 (2)	175 (3)	27.7	18.1	KDEA-F 99.1	New Iberia 1.8/4.2/ 48/ 712
BEAUTIFUL/EASY	5 (1)	35 (2)	40 (3)	6.3	2.8	KTDY-F 99.9	Lafayette 0.6/2.8/ 33/ 723
NEWS/TALK	48 (3)		48 (3)	7.6	8.6	WWL 870	New Orleans 0.7/2.7/ 20/ 438
NOSTALGIA							
RELIGION/GOSPEL	16 (1)	3 (1)	19 (2)	3.0	8.3		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS					2.5		
	129 (7)	502 (14)	631 (21)				

RADIO STATIONS

WJBO , 1150, 5 KW (DA-1)	, Talk	CBS TALKNT, \$20.00	(HNWH)	Jenne
WLUX , 1550, 5 KW (DAYS)	, Religion	, \$10.00	(---)	Swaggert
WNDC , 910, 1 KW (DA-1)	, Gospel	, \$12.00	(---)	
WTKL , 1260, 1 KW (DAYS)	, EZ	, \$13.00	(---)	
WXOK , 1460, 5 KW/1 KW (DA-3)	, Black	NBC, \$20.00	(Torbet)	
KIEZ-F, 96.3, 3 KW @ 328	, EZ	, \$15.00	(---)	(BRUSLY)
KQXL-F, 106.5, 50 KW @ 484	, Black	SBN ABC FM, \$25.00	(Banner)	(NEW ROADS)
WFMF-F, 102.5, 100 KW @ 1250	, CHR	UNIPWR, \$46.00	(HNWH)	Jenne
WGGZ-F, 98.1, 100 KW @ 1500	, CHR	RADRAD ABC C, \$39.00	(Katz)	
WKJN-F, 103.3, 100 KW @ 1003	, Country	MBS, \$44.00	(Christal)	(HAMMOND)
WTGE-F, 100.7, 100 KW @ 690	, AOR	, \$32.00	(Republic)	
WXLT-F, 94.1, 100 KW @ 983	, Soft AC	, \$14.00	(Christal)	(McCOMB, MS)
WYNK-F, 101.5, 100 KW @ 1500	, Country	ABC E, \$64.00	(Katz)	Narragansett

MISCELLANEOUS: WTGE-F - From AC to AOR

BINGHAMTON

Arbitron Rank/Pop (12+): 146/221,600
 MSA Rank/Pop: 169/264,000
 Average Person Ratings: 15.8
 Market TSL: 20.75 hours

Stations: 12/10
 Diaries: 778/285:1/63.3%
 Sample Target: 735
 % Below Line: 2.0
 % Not Listed: 18.3

1990 Revenue: \$7,300,000
 HH Inc.: \$33,274
 Retail \$: 2.0 B11
 Pop per Station: 22,160
 #1 Biller: WAAL-F \$1,650,000

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume
1. WAAL-F (CHR)	65/18.6	22.6	----	19.5	----	----	126/1640	896/40.4	42.3	0.0	27.1	91	967
2. WHWK-F (C)	53/15.1	14.7	----	15.1	----	----	123/1137	536/24.2	20.8	0.0	13.1	44	626
3. WMBF (MOR)	36/10.3	14.9	----	15.9	----	----	39/455	413/18.6	25.1	0.0	10.7	36	465
4. WMRV-F (AC)	33/ 9.4	9.2	----	10.7	----	----	45/675	551/24.9	21.0	0.0	5.4	18	500
5. WKGB-F (AOR)	28/ 8.0	6.3	----	6.0	----	----	34/421	323/14.6	12.9	0.0	12.8	43	388
6. WINR (BB)	20/ 5.7	4.1	----	5.5	----	----	22/227	199/ 9.0	11.9	0.0	4.2	14	181
7. WMXW-F (SAC)	18/ 5.1	5.7	----	1.9	----	----	23/355	317/14.3	13.3	0.0	2.7	9	182
8. WQXT-F (O)	14/ 4.0	3.5	----	3.6	----	----	16/325	293/13.2	12.2	0.0	3.3	11	233
9. WENE (O)	10/ 2.9	1.4	----	2.7	----	----	10/196	168/ 7.6	7.9	0.0	1.2	4	211

12+ FM SHARE (METRO): 76.92% (220 of 286) (FAL 89: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAAL-F	1 WAAL-F>>	1 WAAL-F>	1 WAAL-F	1 WHWK-F	1 WHWK-F	1 WAAL-F	1 WAAL-F	1 WAAL-F	1 WAAL-F>>	1 WHWK-F
2	2 WMRV-F>	2 WMRV-F<	2 WHWK-F	2 WHWK-F	2 WMBF >	2 WHWK-F	2 WHWK-F	2 WHWK-F	2 WHWK-F>	2 WAAL-F>
3	3 WKGB-F>	3 WKGB-F	3 WMRV-F	3 WMRV-F	3 WINR	3 WMBF >	3 WMRV-F>	3 WMRV-F	3 WMRV-F	3 WKGB-F
4	4 WHWK-F	4 WHWK-F	4 WKGB-F	4 WKGB-F>	4 WAAL-F	4 WMRV-F	4 WKGB-F	4 WMBF <	4 WKGB-F	4 WMRV-F
5	5	5	5	5 WMXW-F	5	5 WKGB-F	5 WMBF	5 WKGB-F	5 WMBF	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAAL-F>>	1 WAAL-F>	1 WAAL-F	1 WAAL-F	1 WAAL-F	1 WAAL-F>>	1 WKGB-F	1 WKGB-F>>	1 WKGB-F	1 WKGB-F<
2 WMRV-F>>	2 WMRV-F>>	2 WMRV-F>>	2 WMRV-F>	2 WHWK-F	2 WKGB-F	2 WAAL-F>>	2 WAAL-F>	2 WHWK-F	2 WHWK-F
3 WKGB-F	3 WKGB-F	3 WHWK-F>	3 WMXW-F	3 WMRV-F>	3	3 WMRV-F>	3 WMRV-F>	3 WHWK-F>	3 WAAL-F>
4	4 WHWK-F	4 WMXW-F	4 WHWK-F	4 WMXW-F	4	4 WQXT-F	4 WQXT-F	4 WMRV-F	4 WMRV-F
5	5 WMXW-F	5 WKGB-F	5	5	5	5	5	5 WQXT-F	5 WQXT-F

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		65 (1)	65 (1)	22.7		WAVR-F 102.3 Waverly	0.6/2.5/ 8/ 131
AOR/CLASSIC		28 (1)	28 (1)	9.8			
AC/OLDIES/SOFT ROCK	10 (1)	71 (5)	81 (6)	28.3		WHGL-F 100.3 Canton/Troy	0.9/2.4/ 53/ 435
MOR/VARIETY	36 (1)		36 (1)	12.6		WQNY-F 103.7 Ithaca	1.1/3.1/ 8/ 175
COUNTRY		53 (1)	53 (1)	18.5			
BLACK/URBAN							
BEAUTIFUL/EASY							
NEWS/TALK							
NOSTALGIA	20 (1)		20 (1)	7.0			
RELIGION/GOSPEL							
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS		3 (1)	3 (1)	1.0			
	66 (3)	220 (9)	286 (12)				

RADIO STATIONS

WENE, 1430, 5 KW (DA-N)	, OLDIES	ABC E, \$ 12.00 (Banner)	Command
WINR, 680, 1 KW/500 W (DA-2)	, NOSTALGIA	CBS, \$ 14.00 (Roslin)	
WMBF, 1290, 5 KW (DA-N)	, MOR/FULL SER.	NBC, \$ 25.00 (Katz)	Stoner
WRSB, 1360, 5 KW/500 W (DA-2)	, OLDIES	ABC I, \$ 11.00 (Durpetti)	Regional
WAAL-F, 99.1, 7 KW @ 1090, CHR		ABC F, \$ 37.00 (Durpetti)	Regional
WHWK-F, 98.1, 10 KW @ 950, COUNTRY		, \$ 33.00 (Katz)	Stoner
WKGB-F, 92.5, 6 KW @ 531, AOR		SOURCE, \$ 17.00 (Banner)	(SUSQUEHANNA, PA)
WMRV-F, 105.7, 35 KW @ 570, AC		UNIPWR, \$ 30.00 (Banner)	Command
WMXW-F, 103.3, .4 KW @ 850, SOFT AC		, \$ 15.00 (---)	(VESTAL)
WQXT-F, 101.7, 1 KW @ 558, OLDIES		CNN, \$ 12.00 (Torbet)	(OWEGO)

BIRMINGHAM

Arbitron Rank/Pop (12+): 53/775,600
 MSA Rank/Pop: 58/942,000
 ADI # 47
 Average Person Ratings: 16.3
 Market TSL: 21.75 hours

Stations: 21/17
 Diaries: 1074/722:1/51.0%
 Sample Target: 1155
 % Below Line: 3.0
 % Not Listed: 10.4

1990 Revenue: \$24,700,000
 HH Inc.: \$27,025
 Retail \$: 7.0 Bill
 Pop per Station: 45,623
 #1 Biller: WZZK-AF \$6,000,000

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. WZZK-AF (C)	215/17.0	16.0	15.7	16.3	16.2	16.3	308/3821	2457/31.7	28.6	30.0	14.8	189	2254	WZZK-AF
2. WENN-F (B)	134/10.6	11.9	12.0	11.8	12.3	11.6	160/1828	1425/18.4	17.4	17.7	16.1	215	2180	WENN-F
3. WMJJ-F (AC)	121/ 9.6	9.2	7.9	8.3	8.2	8.8	155/1996	1394/18.0	17.4	19.1	8.3	111	1375	WMJJ-F
4. WZRR-F (CL AOR)	119/ 9.4	7.6	7.9	9.1	8.2	8.5	160/2126	1493/19.2	16.1	16.3	8.8	117	1467	WZRR-F
5. WAPI-F (CHR)	98/ 7.7	10.0	8.2	8.7	7.8	8.6	136/2415	1502/19.4	22.4	19.3	9.9	132	2048	WAPI-F
6. WERC (N/T)	68/ 5.4	6.0	6.1	5.0	5.2	5.6	71/959	869/11.2	12.5	13.4	4.9	65	879	WERC
7. WKXX-F (CHR)	62/ 4.9	5.7	5.1	5.3	7.0	5.3	88/1948	1173/15.1	15.3	18.3	5.3	71	1527	WKXX-F
8. WATV (B)	62/ 4.9	4.8	5.9	6.2	5.1	5.4	62/757	757/ 9.8	9.8	10.7	3.5	47	611	WATV
9. WAPI (BB)	61/ 4.8	3.4	4.8	4.9	4.6	4.5	67/972	879/11.3	10.4	10.1	3.5	47	585	WAPI
10. WJLD (B)	40/ 3.2	2.7	2.6	2.7	1.6	2.8	41/642	621/ 8.0	6.7	5.6				WJLD
11. WAGG (GOSP)	38/ 3.0	3.5	4.2	2.4	3.8	3.3	38/415	405/ 5.2	5.9	7.0	3.8	51	764	WAGG
12. WDJC-F (REL)	36/ 2.8	4.1	3.8	3.1	2.6	3.4	66/1212	587/ 7.6	10.0	6.3	2.8	38	675	WDJC-F
13.														
14.														
15.	12+ FM SHARE (METRO):	71.98%	(817 of 1135)	(FAL 89: 72.04%)										

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

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

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA TSA
TOP 40/CHR/CONTEMP		183 (4)	183 (4)	16.1	11.3	WAYE 1220 Birmingham	0.6/3.1/ 7/ 238	
AOR/CLASSIC		119 (1)	119 (1)	10.5	9.1	WCRT 1260 Birmingham	1.0/2.4/ 13/ 190	
AC/OLDIES/SOFT ROCK	31 (2)	121 (1)	152 (3)	13.4	10.6	WFFN-F 95.3 Cordova	0.4/1.0/ 5/ 109	
MOR/VARIETY						WVOK 690 Birmingham	1.4/8.6/ 29/ 881	
COUNTRY	11 (1)	209 (2)	220 (3)	19.4	18.6			
BLACK/URBAN	102 (2)	134 (1)	236 (3)	20.8	28.6	WQEN-F 103.7 Gadsden/Annistn	0.6/2.1/ 75/1032	
BEAUTIFUL/EASY		6 (1)	6 (1)	0.5	1.1	WQSB-F 105.1 Albertvl/Gadsdn	0.7/0.9/ 52/ 727	
NEWS/TALK	68 (1)		68 (1)	6.0	5.8	WRSB-F 96.9 Decatur/Hntsvle	0.5/1.4/ 43/ 439	
NOSTALGIA	61 (1)		61 (1)	5.4	5.1	WZBQ-F 102.5 Jasper	1.2/4.4/ 55/1103	
RELIGION/GOSPEL	45 (2)	36 (1)	81 (3)	7.1	9.1			
SPANISH								
CLASSICAL								
JAZZ/NEW AGE								
UNKNOWN/OTHERS		9 (1)	9 (1)	0.8	0.7			
	318 (9)	817 (12)	1135 (21)					

RADIO STATIONS

WAGG , 1320, 5 KW (DAYS)	Gospel	SBN, \$ 30.00 (HNWH)	
WAPI , 1070, 50 KW/5 KW (DA-N)	Nostalgia	NBC, \$ 27.00 (Christal)	Dittman
WATV , 900, 1 KW	Black	ABC E, \$ 30.00 (Roslin)	
WAYE , 1220, 1 KW (DAYS)	Gospel	UNIULT, \$ 15.00 (---)	Willis
WERC , 960, 5 KW (DA-N)	News/Talk	ABC I, \$ 42.00 (Mc-Guild)	Sun Group
WJLD , 1400, 1 KW	Black	MBS SBN, \$ 21.00 (K & P)	
WVOK , 690, 50 KW/30 W	Country	CBS, \$ 19.00 (Republic)	Dick
WZZK , 610, 5 KW/1 KW(DA-N)	--- See WZZK-F		
WAPI-F, 94.5, 100 KW @ 1214	CHR	ABC C, \$ 74.00 (Christal)	Dittman
WDJC-F, 93.7, 100 KW @ 1007	Religion	, \$ 22.00 (---)	Crawford
WENN-F, 107.7, 100 KW @ 1037	Black	SBN, \$ 55.00 (HNWH)	
WKXX-F, 106.9, 100 KW @ 1150	CHR	ABC D, \$ 40.00 (Mc-Guild)	Sun Group
WMJJ-F, 96.5, 100 KW @ 1026	AC	, \$109.00 (Banner)	Capitol Johnson
WZRR-F, 99.5, 100 KW @ 870	Classic AOR	, \$ 60.00 (Republic)	Dick
WZZK-F, 104.7, 100 KW @ 1300	Country	, \$140.00 (Katz)	NewCity

MISCELLANEOUS: WYDE - From Brandon to Guardian for \$1,000,000

BOISE

Arbitron Rank/Pop (12+): 139/240,300
 MSA Rank/Pop: 202/302,000
 ADI # 135
 Average Person Ratings: 14.2
 Market TSL: 19.00 hours

Stations: 16/16
 Diaries: 741/324:1/59.8%
 Sample Target: 655
 % Below Line: 0.0
 % Not Listed: 13.7

1990 Revenue: \$8,300,000
 HH Inc.: \$20,101
 Retail #: 2.0 Bill
 Pop per Station: 16,020
 #1 Biller: KCIX-F \$2,100,000

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. KCIX-F (AC)	48/14.0	12.2	----	19.6	----	----	51/658	496/20.6	23.5	0.0	14.6	63	629	KCIX-F
2. KQFC-F (C)	41/12.0	9.4	----	6.1	----	----	56/711	465/19.4	17.4	0.0	12.3	53	506	KQFC-F
3. KFXD-F (CHR)	34/ 9.9	9.9	----	9.4	----	----	46/677	554/23.1	21.7	0.0	14.1	61	577	KFXD-F
4. KJOT-F (AOR)	32/ 9.4	6.9	----	10.2	----	----	37/629	414/17.2	13.2	0.0	13.0	56	566	KJOT-F
5. KIDO (N/T)	26/ 7.6	5.1	----	5.3	----	----	29/370	293/12.2	12.3	0.0	3.5	15	226	KIDO
6. KBOI (MOR)	21/ 6.1	6.9	----	8.9	----	----	58/657	400/16.6	17.7	0.0	6.0	26	407	KBOI
7. KIZN-F (C)	17/ 5.0	4.3	----	2.8	----	----	30/442	220/ 9.2	10.7	0.0	4.2	18	281	KIZN-F
8. KHEZ-F (EZ)	14/ 4.1	6.6	----	5.1	----	----	21/290	234/ 9.7	12.0	0.0	2.5	11	180	KHEZ-F
9. KLCI-F (AOR)	13/ 3.8	5.6	----	5.6	----	----	13/272	265/11.0	13.2	0.0	3.7	16	344	KLCI-F
10. KGEM (BB)	12/ 3.5	3.3	----	3.1	----	----	13/191	148/ 6.2	8.1	0.0	1.6	7	128	KGEM
11. KLTB-F (O)	10/ 2.9	6.3	----	4.1	----	----	18/441	295/12.3	15.9	0.0	5.1	22	451	KLTB-F
12. KTSY-F (?)	9/ 2.6	-----	-----	-----	-----	-----	9/101	101/ 4.2	0.0	0.0				KTSY-F
13. KZMG-F (O)	8/ 2.3	3.8	----	6.6	----	----	9/354	287/11.5	11.3	0.0	3.2	14	215	KZMG-F
KBXL-F (EZ)	8/ 2.3	2.8	----	2.0	----	----	12/190	144/ 6.0	7.8	0.0	1.6	7	86	KBXL-F
15. KSGR (AC)	2/ 0.6	1.0	----	1.5	----	----	2/68	65/ 2.7	3.7	0.0	1.2	5	54	KSGR

12+ FM SHARE (METRO): 79.32% (234 of 295) (FAL 89: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KFXD-F>>	1 KJOT-F	1 KCIX-F>	1 KCIX-F>	1 KCIX-F>	1 KQFC-F<	1 KCIX-F	1 KCIX-F	1 KCIX-F	1 KFXD-F>	1 KCIX-F
2	2 KCIX-F>	2 KJOT-F	2 KQFC-F<	2 KQFC-F	2 KCIX-F	2 KQFC-F	2 KQFC-F>	2 KQFC-F	2 KJOT-F	2 KIDO >
3	3 KQFC-F	3 KQFC-F>	3 KJOT-F>	3 KJOT-F>	3 KBOI	3 KBOI	3 KJOT-F	3 KFXD-F<	3 KCIX-F	3 KFXD-F
4	KFXD-F	4 KFXD-F	4 KBOI	4 KBOI	4 KBOI >	4 KIDO	4 KIDO	4 KJOT-F	4 KQFC-F	4 KJOT-F
5	5 KLCI-F>	5 KBOI	5 KIDO	5 KIDO	5 KHEZ-F	KFXD-F	5	5 KIDO	5	5
6	6 KIZN-F	6	6	6	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KFXD-F>	1 KCIX-F>	1 KCIX-F>	1 KCIX-F>	1 KCIX-F>	1 KJOT-F>	1 KJOT-F>>	1 KJOT-F>>	1 KJOT-F	1 KJOT-F
2 KCIX-F>	2 KQFC-F	2 KQFC-F>	2 KQFC-F>	2 KQFC-F>>	2 KFXD-F>	2 KCIX-F>	2 KCIX-F>	2 KCIX-F>	2 KCIX-F>
3 KJOT-F>	KFXD-F	3 KIZN-F	3 KFXD-F	3 KBOI	3 KQFC-F	3 KQFC-F	3 KLCI-F>	3 KQFC-F	3 KIDO
4 KZMG-F>	4 KJOT-F	4 KLCI-F	4 KJOT-F	4 KIZN-F	KCIX-F>	KLCI-F	4 KQFC-F	KIDO	4 KBOI
KIZN-F>>	KIZN-F	KJOT-F	5 KIZN-F	5 KLTB-F	5 KZMG-F>>	KFXD-F>>	5 KIDO	5 KFXD-F	5 KQFC-F
6	6	6	KBOI	KJOT-F	6	6	KFXD-F	6 KLCI-F	KLCI-F

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		34 (1)	34 (1)	11.5			
AOR/CLASSIC		45 (2)	45 (2)	15.3			
AC/OLDIES/SOFT ROCK	2 (1)	66 (3)	68 (4)	23.1			
MOR/VARIETY	21 (1)		21 (1)	7.1			
COUNTRY		58 (2)	58 (2)	19.7			
BLACK/URBAN							
BEAUTIFUL/EASY		22 (2)	22 (2)	7.5			
NEWS/TALK	26 (1)		26 (1)	8.8			
NOSTALGIA	12 (1)		12 (1)	4.1			
RELIGION/GOSPEL							
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS		9 (1)	9 (1)	3.1			
	61 (4)	234 (11)	295 (15)				

RADIO STATIONS

KBOI, 670, 50 KW (DA-N), MOR/FULL SER.	MBS,ABC I, \$ 23.00 (Katz)	Pacific NW
KGEM, 1140, 10 KW (DA-2), NOSTALGIA	\$ 13.00 (MMR)	
KIDO, 630, 5 KW (DA-2), NEWS/TALK	NBC, \$ 16.00 (Christal)	Sundance
KBXL-F, 94.1, 40 KW @ 2574, EZ	\$ 12.00 (---)	(CALDWELL)
KCIX-F, 105.9, 49 KW @ 2700, AC	APR, \$ 42.00 (McGuilid)	
KFXD-F, 94.9, 49 KW @ 2694, CHR	\$ 23.00 (Roslin)	(NAMPA)
KHEZ-F, 103.3, 54 KW @ 2588, EZ	NBC, \$ 14.00 (Republic)	John Price (CALDWELL)
KIZN-F, 92.3, 44 KW @ 2500, COUNTRY	\$ 15.00 (Torbet)	Pacific Telecom
KJOT-F, 105.1, 53 KW @ 2588, AOR	ABC R, \$ 22.00 (MMR)	
KLCI-F, 96.9, 44 KW @ 2520, AOR	UNISUP, \$ 15.00 (---)	(NAMPA)
KLTB-F, 104.3, 52 KW @ 2579, OLDIES	\$ 21.00 (Christal)	Sundance
KQFC-F, 97.9, 47 KW @ 2500, COUNTRY	ABC E, \$ 24.00 (Katz)	Pacific NW
KZMG-F, 93.1, 50 KW @ 2600, AC	\$ 15.00 (Durpett1)	(NEW PLYMOUTH)

Miscellaneous Comments: KIYS-F changes to KIZN-F and from CHR to COUNTRY (May)...KIZN-F (93.1) changes to KZMG-F and from COUNTRY to AC...KGEM now classified as NOSTALGIA...

BOSTON

Arbitron Rank/Pop (12+): 9/3,195,600
 MSA Rank/Pop: 10/3,740,000
 ADI # 6
 Average Person Ratings: 18.0
 Market TSL: 23.50 hours

Stations: 37/31
 Diaries: 2483/1287:1/49.5%
 Sample Target: 2300
 % Below Line: 3.2
 % Not Listed: 12.7

1990 Revenue: \$120,500,000
 HH Inc.: \$35,763
 Retail \$: 33.9 Bill
 Pop per Station: 103,083
 #1 Biller: WXKS-F \$15,100,000

12+ METRO	1/4/SHARE	SUM					4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO		SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
		90	SPG 90	WIN 90	FAL 89	CUME/CUME RATING										
1. WRKO (T)	455/ 7.9	7.0	6.9	7.8	6.6	7.4	538/6211	5044/15.8	15.3	13.8		6.3	345	4425	WRKO	
2. WZOU-F (CHR)	412/ 7.2	6.9	7.4	7.1	5.5	7.2	557/9434	6658/20.8	19.9	18.2		9.2	503	6754	WZOU-F	
3. WODS-F (O)	334/ 5.8	4.8	4.1	4.1	5.1	4.7	455/6106	4031/12.6	11.9	14.3		4.3	236	3121	WODS-F	
4. WXKS-F (CHR)	330/ 5.7	7.0	7.2	5.9	6.2	6.4	390/6982	5863/18.3	20.4	18.5		8.0	436	6078	WXKS-F	
5. WBZ (MOR)	307/ 5.3	5.1	5.9	7.3	5.9	5.9	409/6567	4801/15.0	14.7	15.4		5.2	282	3675	WBZ	
6. WBCN-F (AOR)	299/ 5.2	5.8	7.1	4.6	5.3	5.7	389/6186	4651/14.6	16.3	14.8		6.7	368	4912	WBCN-F	
7. WMJX-F (AC)	282/ 4.9	5.2	4.0	4.1	4.6	4.6	316/5510	4814/15.1	13.2	14.2		3.0	162	2593	WMJX-F	
8. WSSH-F (SAC)	235/ 4.1	4.1	3.6	4.3	3.5	4.0	346/5684	3851/12.1	9.8	10.4		3.5	192	2618	WSSH-F	
9. WHDH (T)	231/ 4.0	3.7	3.9	4.6	4.7	4.1	260/4894	4177/13.1	12.3	14.7		4.6	252	3238	WHDH	
10. WEEI (N)	229/ 4.0	3.8	3.4	4.1	4.5	3.8	252/5166	4516/14.1	13.3	15.0		2.8	153	3269	WEEI	
11. WZLX-F (CL AOR)	179/ 3.1	4.9	3.9	3.0	3.1	3.7	251/4620	3325/10.4	11.2	10.6		5.1	280	3742	WZLX-F	
12. WCDJ-F (J/NA)	164/ 2.9	3.8	4.6	4.8	5.1	4.0	210/3438	2682/ 8.4	9.9	12.2		2.6	142	1938	WCDJ-F	
13. WROR-F (AC)	141/ 2.5	3.2	2.6	3.7	2.2	3.0	198/4312	3000/ 9.4	11.0	9.9		3.5	189	2569	WROR-F	
14. WVBF-F (AC)	140/ 2.4	2.0	2.2	2.4	2.3	2.3	172/3264	2594/ 8.1	7.2	6.9		2.8	151	1871	WVBF-F	
15. WCRB-F (CL)	119/ 2.1	2.1	1.6	1.7	2.1	1.9	168/2905	2246/ 7.0	6.7	6.7		1.8	96	1362	WCRB-F	
16. WAAF-F (AOR)	117/ 2.0	1.7	1.8	1.5	1.8	1.8	260/4313	2361/ 7.4	6.5	6.7		4.0	220	3001	WAAF-F	
17. WILD (B)	116/ 2.0	2.1	2.2	2.9	2.5	2.3	121/1001	988/ 3.1	3.3	3.1		2.0	108	1486	WILD	
18. WXKS (BB)	107/ 1.9	2.0	1.5	1.7	1.4	1.8	111/1241	1214/ 3.8	3.7	3.4		1.2	65	800	WXKS	
19. WPLM-F (BB)	100/ 1.7	1.4	1.6	1.0	2.1	1.4	216/2792	1413/ 4.4	4.5	4.2		1.5	80	1166	WPLM-F	
20. WBOS-F (SAC)	99/ 1.7	2.4	2.0	2.0	1.6	2.0	122/2653	2091/ 6.5	7.0	5.7		1.6	88	1553	WBOS-F	
21. WFNX-F (AOR)	89/ 1.5	1.5	2.0	1.6	1.9	1.6	96/2042	1879/ 5.9	5.8	5.2		1.6	89	1740	WFNX-F	
22. WCGY-F (AOR)	83/ 1.4	1.8	1.4	1.8	1.9	1.6	116/2058	1522/ 4.8	4.5	5.4		1.8	97	1484	WCGY-F	
23.																
24.																
25.																

12+ FM SHARE (METRO): 66.97% (3364 of 5023) (FAL 89: 65.94%)

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

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

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME TGA TBA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		802 (4)	802 (4)	16.0	13.0	WBOQ-F 104.9 Gloucester	0.5/1.2/ 31/ 428
AOR/CLASSIC		796 (6)	796 (6)	16.8	18.7	WCAP 980 Lowell	0.5/0.9/ 28/ 315
AC/OLDIES/SOFT ROCK	25 (1)	1267 (7)	1282 (8)	25.5	21.7	WESX 1230 Salem	0.0/1.1/ 34/ 301
MOR/VARIETY	330 (2)		330 (2)	6.0	7.9	WEZE 1200 Boston	0.5/1.7/ 29/ 505
COUNTRY		78 (2)	78 (2)	1.6	0.7	WJDA 1300 Quincy	0.4/1.1/ 23/ 360
BLACK/URBAN	116 (1)		116 (1)	2.3	2.8	WLVG 740 Cambridge	0.0/0.6/ 34/ 177
BEAUTIFUL/EASY					0.2	WLYT-F 92.6 Haverhill/Batn	0.5/2.3/ 52/1179
NEWS/TALK	941 (4)		941 (4)	18.7	18.5	WROL 950 Boston	0.7/3.2/ 52/1208
NOSTALGIA	107 (1)	100 (1)	207 (2)	4.1	4.1	WSSH 1510 Boston	0.4/1.1/ 26/ 374
RELIGION/GOSPEL	72 (2)		72 (2)	1.4	1.0		
SPANISH						WCTK-F 98.1 New Bedford	0.4/2.0/112/1749
CLASSICAL		147 (2)	147 (2)	2.9	2.4	WFCC-F 107.5 Chatham	0.3/0.6/ 39/ 411
JAZZ/NEW AGE		164 (1)	164 (1)	3.3		WHJY-F 94.1 Providence	0.5/1.9/224/2830
UNKNOWN/OTHERS	68 (2)	20 (1)	88 (3)	1.8	2.1	WHOB-F 106.3 Nashua	0.4/1.6/ 77/1408
						WOKQ-F 97.6 Dover/Portsmouth	0.9/2.8/200/2526
						WPRO-F 92.3 Providence	0.7/2.2/261/4174
	1659 (13)	3364 (24)	5023 (37)				

RADIO STATIONS

AM STATIONS

WBZ, 1030, 50 KW (DA-1)	, FULL SERVICE	ABC I, \$ 220.00 (Group W)	
WEEI, 590, 5 KW (DA-1)	, NEWS	CBS, \$ 138.00 (CBS)	
WHDH, 850, 50 KW (DA-2)	, TALK	NBC TALKNT, \$ 130.00 (Banner)	
WILD, 1090, 5 KW (DAYS)	, BLACK	SBN, \$ 40.00 (Roslin)	
WKUU, 1510, 50 KW (DA-2)	, COUNTRY	UNISUP UNIULT, \$ 30.00 (HNWH)	Noble
WMEX, 1150, 5 KW (DA-2)	, BUSINESS NEWS	, \$ 36.00 (McGuild)	Greater Media
WRKO, 680, 50 KW (DA-2)	, TALK	MBS UNIULT, \$ 178.00 (Republic)	Atlantic Ventures
WROL, 950, 5 KW (DAYS)	, RELIGION	2 \$ 21.00 (---)	
WXKS, 1430, 5 KW/1 KW (DA-N)	, NOSTALGIA	UNISUP UNIULT, \$ N/A (MMR)	Pyramid

FM STATIONS

WBCN, 104.1, 22 KW @ 740, AOR	, \$ 300.00 (Torbet)	Infinity
WBOS, 92.9, 9 KW @ 1152, CL. AOR/VARIOUS	NBC, \$ 80.00 (Katz)	Ackerly
WCGY, 93.7, 50 KW @ 430, AOR/CLASSIC AOR	ABC R, \$ 60.00 (K & P)	Curt Gowdy
WCRB, 102.5, 15 KW @ 920, CLASSICAL	, \$ 90.00 (CMBS)	
WFNX, 101.7, 1.6 KW @ 441, AOR	, \$ 58.00 (---)	
WHRB, 95.3, 3 KW @ 110, VARIOUS	, \$ 30.00 (---)	
WCDJ, 96.9, 12 KW @ 1010, JAZZ/NAC	, \$ 90.00 (McGuild)	Emmis
WMJX, 106.7, 24 KW @ 719, SOFT AC	, \$ 145.00 (McGuild)	Greater Media
WODS, 103.3, 16 KW @ 887, OLDIES	RADRAD, \$ 165.00 (CBS)	CBS
WPLM, 99.1, 50 KW @ 430, NOSTALGIA	UNIULT, \$ 45.00 (Kadetsky)	(PLYMOUTH)
WROR, 98.5, 8 KW @ 1190, AC	UNIPWR, \$ 125.00 (Republic)	Atlantic Ventures
WSSH, 99.5, 39 KW @ 550, SOFT AC	UNISUP, \$ 170.00 (HNWH)	Noble
WVBF, 105.7, 14 KW @ 954, AC	, \$ 80.00 (Banner)	Fairbanks
WXKS, 107.9, 23 KW @ 722, CHR	, \$ 280.00 (MMR)	Pyramid
WZLX, 100.7, 20 KW @ 724, CLASSIC AOR	, \$ 156.00 (Christal)	Cook Inlet
WZOU, 94.5, 12 KW @ 1053, CHR	, \$ 150.00 (Eastman)	Ardman

WAAF -- SEE WORCESTER

BUFFALO-NIAGARA FALLS

Arbitron Rank/Pop (12+): 39/995,200
 MSA Rank/Pop: 55/1,190,000 (Buffalo)
 ADI # 38
 Average Person Ratings: 17.6
 Market TSL: 23.25 hours

Stations: 24/21
 Diaries: 1502/663:1/59.7%
 Sample Target: 1355
 % Below Line: 2.3
 % Not Listed: 9.9

1990 Revenue: \$30,300,000
 HH Inc.: \$27,650
 Retail \$: 8.2 Bil
 Pop per Station: 47,390
 #1 Biller: WBEN \$4,400,000

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WTN 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. WJYE-F (EZ)	187/10.6	10.9	7.1	8.8	7.9	9.4	189/2336	2248/22.6	18.7	18.4	6.2	100	1688	WJYE-F
2. WYRK-F (C)	148/ 8.4	8.7	8.8	8.2	8.8	8.5	192/2057	1659/16.7	16.7	16.2	7.1	114	1190	WYRK-F
3. WBEN (MOR)	137/ 7.8	5.6	8.3	7.8	10.7	7.4	143/2233	2093/21.0	21.2	31.2	6.3	102	1715	WBEN
4. WHTT-F (O)	134/ 7.6	6.2	6.1	5.4	6.1	6.3	151/2105	1888/19.0	16.0	17.3	6.3	102	1868	WHTT-F
5. WGR -F (AOR)	122/ 6.9	6.6	7.3	7.7	9.1	7.1	171/2607	1987/20.0	18.7	17.2	10.6	172	2275	WGR -F
6. WKSE-F (CHR)	121/ 6.9	7.6	10.7	8.1	9.1	8.3	128/2559	2305/23.2	26.0	24.4	7.9	127	2245	WKSE-F
7. WBUF-F (AC)	116/ 6.6	6.9	7.5	8.6	5.4	7.4	121/1679	1473/14.8	15.2	12.3	4.5	72	741	WBUF-F
8. WBLK-F (B)	103/ 5.9	7.0	4.4	7.6	4.7	6.2	103/1138	1131/11.4	9.0	10.1	9.2	149	1346	WBLK-F
9. WMJQ-F (CHR)	101/ 5.8	6.6	6.5	6.6	5.1	6.4	211/3316	2038/20.5	21.5	19.1	6.3	102	2154	WMJQ-F
10. WUFX-F (CL AOR)	98/ 5.6	6.1	5.3	3.6	4.9	5.2	102/1770	1629/16.4	15.0	14.2	7.3	118	1522	WUFX-F
11. WGR (N/T)	79/ 4.5	3.0	2.8	3.0	3.5	3.3	98/2296	2097/21.1	11.2	11.7	3.8	61	1406	WGR
12. WECK (BB)	54/ 3.1	4.3	4.4	3.9	3.2	3.9	54/776	761/ 7.6	8.6	7.1	2.5	41	619	WECK
13. WEZQ-F (EZ)	26/ 1.5	1.2	1.2	1.3	1.3	1.3	40/640	459/ 4.6	4.1	3.9	1.5	25	251	WEZQ-F
14. WWKB (N/T)	21/ 1.2	1.3	1.8	1.0	1.9	1.3	24/590	465/ 4.7	5.6	5.5	1.4	22	323	WWKB
15. CJFT (MOR)	19/ 1.1	0.8	1.5	1.8	1.6	1.3	20/326	286/ 2.9	2.9	2.6				CJFT
WXRL (C)	19/ 1.1	0.6	0.6	0.8	1.2	0.8	20/448	416/ 4.2	2.9	3.6	1.0	16	130	WXRL
17. WDCX-F (B)	17/ 1.0	1.0	1.3	1.1	1.5	1.1	18/447	384/ 3.9	4.6	4.4	1.7	27	369	WDCX-F
18.														
19.														
20.														

12+ FM SHARE (METRO): 75.47% (1194 of 1582) (FAL 89: 71.60%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKSE-F	1 WGR -F	1 WJYE-F	1 WHTT-F	1 WJYE-F	1 WJYE-F	1 WBEN >	1 WJYE-F	1 WJYE-F	1 WBLK-F	1 WBEN >
2 WMJQ-F	2 WUFX-F	2 WHTT-F	2 WJYE-F	2 WHTT-F	2 WBEN	2 WJYE-F	2 WYRK-F	2 WYRK-F	2 WKSE-F	2 WWKB
3 WBLK-F	3 WKSE-F	3 WGR -F	3 WBUF-F	3 WYRK-F	3 WYRK-F	3 WHTT-F	3 WHTT-F	3 WHTT-F	3 WMJQ-F	3 WJYE-F
4 WUFX-F	4 WJYE-F	4 WBUF-F	4 WYRK-F	4 WYRK-F	4 WHTT-F	4 WYRK-F	4 WBUF-F	4 WKSE-F	4 WBEN	4 WBLK-F
5	5 WBLK-F	5 WKSE-F	5 WUFX-F	5 WGR -F	5 WBUF-F	5 WBLK-F	5 WBEN <	5 WGR -F	5 WJYE-F	5 WHTT-F
6	6 WMJQ-F	6 WUFX-F	6 WGR -F	6 WBEN <	6 WGR >	6 WBLK-F	6 WUFX-F	6 WMJQ-F	6 WGR -F	6 WMJQ-F
7	7 WHTT-F	7 WBLK-F	7 WBLK-F	7 WUFX-F	7 WECK	7 WMJQ-F	7 WGR -F	7 WBUF-F	7 WGR	7
8	8 WBUF-F	8 WYRK-F	8 WKSE-F	8 WBLK-F	8	8 WKSE-F	8 WKSE-F	8 WUFX-F	8 WUFX-F	8
9	9 WYRK-F	9 WMJQ-F	9 WBEN	9 WKSE-F	9	9 WGR -F	9	9 WBLK-F	9 WWKB	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKSE-F	1 WKSE-F	1 WJYE-F	1 WJYE-F	1 WJYE-F	1 WGR -F	1 WGR -F	1 WGR -F	1 WGR -F	1 WHTT-F
2 WMJQ-F	2 WJYE-F	2 WBUF-F	2 WKSE-F	2 WHTT-F	2 WUFX-F	2 WUFX-F	2 WUFX-F	2 WUFX-F	2 WGR -F
3 WBLK-F	3 WBLK-F	3 WUFX-F	3 WHTT-F	3 WBUF-F	3 WKSE-F	3 WHTT-F	3 WHTT-F	3 WHTT-F	3 WYRK-F
4 WJYE-F	4 WBUF-F	4 WKSE-F	4 WBUF-F	4 WYRK-F	4 WBLK-F	4 WMJQ-F	4 WJYE-F	4 WYRK-F	4 WUFX-F
5 WGR -F	5 WMJQ-F	5 WBLK-F	5 WBLK-F	5 WKSE-F	5 WMJQ-F	5 WBLK-F	5 WYRK-F	5 WBUF-F	5 WBUF-F
6 WBUF-F	6 WGR -F	6 WHTT-F	6 WMJQ-F	6 WBLK-F	6 WHTT-F	6 WJYE-F	6 WMJQ-F	6 WBLK-F	6 WBEN
7 WYRK-F	7 WUFX-F	7 WGR -F	7 WYRK-F	7 WBEN	7	7 WYRK-F	7 WBLK-F	7 WMJQ-F	7 WJYE-F
8	8 WHTT-F	8 WYRK-F	8 WGR -F	8	8	8 WKSE-F	8	8 WJYE-F	8 WGR
9	9 WYRK-F	9	9 WUFX-F	9	9	9	9	9 WBEN	9

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		222 (2)	222 (2)	14.0	15.9	WHLD 1270	Niagara Falls	0.5/2.1/	8/ 207
AOR/CLASSIC	15 (1)	241 (4)	256 (5)	16.2	15.9	WHTT 1120	Buffalo	0.8/1.9/	14/ 193
AC/OLDIES/SOFT ROCK	14 (1)	250 (2)	264 (3)	16.7	14.2	WJLJ 1440	Niagara Falls	0.7/1.2/	12/ 121
MOR/VARIETY	168 (3)		168 (3)	10.6	13.7	WUFO 1080	Amherst	0.6/2.4/	10/ 240
COUNTRY	19 (1)	148 (1)	167 (2)	10.6	11.1	WXBX 1400	Buffalo	0.9/1.8/	15/ 190
BLACK/URBAN	10 (1)	120 (2)	130 (3)	8.2	6.6				
BEAUTIFUL/EASY		213 (2)	213 (2)	13.5	8.8	CFNY-F 102.1	Brampton ON	0.9/4.3/	17/ 457
NEWS/TALK	100 (2)		100 (2)	6.3	6.0	CHTZ-F 97.7	St. Catherines	0.3/2.7/	6/ 290
NOSTALGIA	54 (1)		54 (1)	3.4	3.6				
RELIGION/GOSPEL					1.6				
SPANISH									
CLASSICAL					1.5				
JAZZ/NEW AGE					1.1				
UNKNOWN/OTHERS	8 (1)		8 (1)	0.5					
	388 (11)	1194 (13)	1582 (24)						

RADIO STATIONS

AM STATIONS

WBEN,	930,	50 KW (DA-N)	,	Full Service	CBS UNIULT,	\$ 80.00	(Eastman)	
WECK,	1230,	1 KW	,	Nostalgia	NBS UNISUP,	\$ 28.00	(HNWH)	Williams
WXBX,	1400,	1 KW	,	Oldies	,	\$ 20.00	(Torbet)	Metroplex
WGR,	550,	5 KW (DA-N)	,	News/Talk	ABC E,	\$ 50.00	(Katz)	
WHTT,	1120,	1 KW (DAYS)	,	See WHTT-F				
WUFO,	1080,	1 KW (DAYS)	,	Black	SBN,	\$ 18.00	(---	Sheridan
WWKB,	1520,	50 KW (DA-1)	,	Business News	UNIULT,	\$ 35.00	(HNWH)	Price
WXRL,	1300,	2.4 KW/2.5KW(DA-2,	,	Country	MBS,	\$ 24.00	(---	
WBLK-F,	93.7,	50 KW @ 400,		Black	RADRAD,	\$ 40.00	(Durpett1)	
WEZQ-F,	107.7,	12 KW @ 800,		EZ	SMN UNIPWR,	\$ 32.00	(---	(WETHERSFIELD)
WBUF-F,	92.9,	91 KW @ 580,		AC	,	\$ 80.00	(McGuild)	Lincoln
WDCX-F,	99.5,	110 KW @ 640,		Religion	,	\$ 21.00	(---	Crawford
WGR-F,	96.9,	16 KW @ 890,		AOR	,	\$ 66.00	(Katz)	
WHTT-F,	104.1,	50 KW @ 390,		Oldies	,	\$ 60.00	(MMR)	Pyramid
WJYE-F,	96.1,	50 KW @ 475,		EZ/Soft AC	UNISUP,	\$ 58.00	(HNWH)	Williams
WKSE-F,	98.5,	46 KW @ 420,		CHR	ABC R,	\$ 57.00	(HNWH)	Price
WMJQ-F,	102.5,	110 KW @ 1340,		CHR	SOURCE,	\$ 52.00	(Eastman)	
WUFX-F,	103.3,	49 KW @ 340,		Classic AOR	CBS,	\$ 48.00	(Torbet)	Metroplex
WYRK-F,	106.5,	50 KW @ 390,		Country	,	\$ 68.00	(McGuild)	Stoner

Miscellaneous: WBMW-F changes to WEZQ-F (August) . . . WGKT changes to WXBX (August)

CANTON

Arbitron Rank/Pop (12+): 107/335,200
 MSA Rank/Pop: 122/406,000
 Cleveland ADI
 Average Person Ratings: 16.6
 Market TSL: 21.75 hours

Stations: 30/8
 Diaries: 821/408:1/60.3%
 Sample Target: 770
 % Below Line: 39.8
 % Not Listed: 14.2

1990 Revenue: \$8,200,000
 HH Inc.: \$28,884
 Retail \$: 2.6 Bill
 Pop per Station: 41,900
 #1 Biller: WHBC \$2,200,000

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. WHBC (MOR)	82/14.8	9.0	9.9	11.6	11.8	----	83/968	960/28.6	23.4	24.4	12.6	73	775	WHBC
2. WHBC-F (SAC)	66/11.9	15.3	12.7	14.7	12.8	----	69/845	770/23.0	22.6	24.2	11.2	65	885	WHBC-F
3. WQXK-F (C)	51/ 9.2	11.1	6.9	9.0	7.5	----	93/872	514/15.3	16.9	13.9	12.4	72	552	WQXK-F
4. WRQK-F (AOR)	41/ 7.4	8.5	7.6	4.6	8.2	----	71/893	554/16.5	16.3	15.6	10.7	62	728	WRQK-F
5. WDJQ-F (CHR)	28/ 5.0	8.0	10.1	8.1	11.1	----	36/714	490/14.6	20.9	19.5	3.5	20	529	WDJQ-F
6. WONE-F (AOR)	26/ 4.7	3.7	4.9	4.6	2.9	----	68/620	345/10.3	9.0	9.8	5.0	29	400	WONE-F
7. WKDD-F (CHR)	23/ 4.1	6.8	7.1	6.2	7.4	----	34/711	521/15.5	18.9	18.7	5.7	33	711	WKDD-F
8. WNPQ-F (CHR)	18/ 3.2	2.5	2.3	2.4	0.9	----	24/417	277/ 8.3	7.9	7.2	2.4	14	349	WNPQ-F
9. WDOK-F (SAC)	15/ 2.7	2.3	1.7	1.1	1.2	----	16/333	276/ 8.2	7.4	6.7	1.6	9	203	WDOK-F
10. WQMX-F (AC)	14/ 2.5	2.7	3.3	2.3	1.9	----	17/337	217/ 6.5	6.5	6.8	2.1	12	207	WQMX-F
11. WNIR-F (T)	13/ 2.3	2.3	2.9	4.1	1.9	----	18/208	154/ 4.6	5.0	5.8	1.2	7	180	WNIR-F
12. WDPN (EZ)	12/ 2.2	0.8	0.7	0.8	1.2	----	12/147	147/ 4.4	3.0	2.9	0.0	0	102	WDPN
13.														
14.														
15.														

12+ FM SHARE (METRO): 74.58% (355 of 476) (FAL 89: 80.04%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKDD-F	1 WHBC-F	1 WHBC-F>	1 WHBC-F>	1 WHBC-F>	1 WRQK-F>>	1 WRQK-F>	1 WONE-F	1 WRQK-F	1 WQXK-F>
2 WRQK-F>>	2 WRQK-F	2 WQXK-F	2 WQXK-F>	2 WQXK-F	2 WONE-F	2 WONE-F>	2 WRQK-F>	2 WQXK-F	2 WHBC-F
3 WDOK-F	3 WKDD-F	3 WONE-F	3 WKDD-F	3 WHBC >	3 WNPQ-F>	3 WQXK-F	3 WQXK-F	3 WONE-F	3 WONE-F
4 WHBC-F	4 WONE-F	4 WRQK-F	4 WRQK-F	4 WDJQ-F	4 WQXK-F	4 WHBC-F	4 WHBC-F	4 WHBC-F>	4 WRQK-F
5 WDJQ-F	5 WDJQ-F	5 WDJQ-F	5 WDJQ-F	5 WKDD-F	5 WHBC-F	5 WNPQ-F	5 WDJQ-F	5 WDJQ-F	5 WHBC
6	6 WQXK-F	6 WKDD-F	6	6 WRQK-F	6	6 WDJQ-F	6	6	6 WDJQ-F

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		74 (4)	74 (4)	15.5	23.6	WTIG 990 Massillon	0.7/2.2/ 4/ 75
AOR/CLASSIC		79 (4)	79 (4)	16.6	15.9	WTOF-F 98.1 Canton/Akron	0.7/4.1/ 10/ 396
AC/OLDIES/SOFT ROCK		116 (7)	116 (7)	24.4	10.5		
MOR/VARIETY	86 (2)		86 (2)	18.1	12.4	WBBG-F 93.3 Youngstown	0.7/2.6/ 9/ 178
COUNTRY	7 (2)	62 (3)	69 (5)	14.5	12.8	WGAR-F 99.5 Cleveland	1.6/4.6/ 23/ 311
BLACK/URBAN		7 (1)	7 (1)	1.5	1.6	WHLO 640 Akron/Cleveland	0.7/2.8/ 5/ 139
BEAUTIFUL/EASY	12 (1)		12 (1)	2.5	14.5	WKNR 1220 Cleveland	0.4/1.6/ 2/ 55
NEWS/TALK	5 (1)	13 (1)	18 (2)	3.8	4.1	WLTF-F 106.5 Cleveland	0.9/3.5/ 9/ 260
NOSTALGIA	5 (1)		5 (1)	1.1	0.6	WMJI-F 105.7 Cleveland	1.8/7.9/ 21/ 350
RELIGION/GOSPEL	4 (1)	4 (1)	8 (2)	1.7	2.9	WMMS-F 100.7 Cleveland	1.1/4.8/ 8/ 177
SPANISH						WNXC-F 98.5 Cleveland	1.1/3.6/ 10/ 192
CLASSICAL					0.8	WPHR-F 107.9 Cleveland	0.9/5.1/ 7/ 225
JAZZ/NEW AGE						WQAL-F 104.1 Cleveland	0.4/1.6/ 2/ 82
UNKNOWN/OTHERS	2 (1)		2 (1)	0.4	0.4	WQKT-F 104.5 Wooster	0.4/2.8/ 53/ 645
						WRMR 850 Cleveland	0.9/2.7/ 6/ 118
						WSLR 1350 Akron	0.5/2.4/ 3/ 82
						WSOM 600 Salem	0.7/1.6/ 20/ 176
						WWWE 1100 Cleveland	0.9/3.8/ 10/ 244
						WZAK-F 93.1 Cleveland	1.3/3.3/ 7/ 133
	121 (9)	355 (21)	476 (30)				

RADIO STATIONS

WFAH, 1310, 1 KW/18 W (DA-1), NOSTALGIA ABC I, \$ 13.00 (HNWH) (ALLIANCE)
 WHBC, 1480, 5 KW (DA-N), MOR/FULL SER. ABC E, \$ 55.00 (Christal)

WDJQ-F, 92.5, 50 KW @ 500, CHR, \$ 40.00 (HNWH)
 WHBC-F, 94.1, 46 KW @ 515, EZ/SAC ABC E, \$ 36.00 (Christal)
 WNPQ-F, 95.9, 1.6 KW @ 400, CHR, \$ 15.00 (Regional) (NEW PHILADELPHIA)
 WRQK-F, 106.9, 28 KW @ 340, AOR UNISUP, \$ 31.00 (Eastman)
 WTOF-F, 98.1, 36 KW @ 570, RELIGION, \$ 15.00 (---) Mortenson

OTHER RANKED STATIONS -- See Akron & Cleveland

CHARLESTON, SC

Arbitron Rank/Pop (12+): 82/420,800
 MSA Rank/Pop: 94/518,000
 ADI # 106
 Average Person Ratings: 18.0
 Market TSL: 24.00 hours

Stations: 23/20
 Diaries: 857/491:1/48.2%
 Sample Target: 855
 % Below Line: 2.9
 % Not Listed: 12.3

1990 Revenue: \$10,600,000
 HH Inc.: \$27,801
 Retail \$: 3.4 Bill
 Pop per Station: 21,040
 #1 Biller: WEZL-F \$2,500,000

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. WEZL-F (C)	95/12.5	13.5	----	11.2	11.5	----	34/877	531/24.0	20.4	0.0	13.5	98	1115	WEZL-F
2. WAVF-F (AOR)	61/ 8.0	5.9	----	7.7	6.5	----	74/751	616/14.6	14.7	0.0	8.3	60	811	WAVF-F
3. WSSX-F (CHR)	54/ 7.1	8.3	----	7.4	6.9	----	61/1046	879/20.9	22.6	0.0	9.4	68	1033	WSSX-F
4. WTMA (N/T)	52/ 6.9	2.5	----	0.5	0.9	----	52/539	539/12.8	7.1	0.0	3.7	27	392	WTMA
5. WXTC-F (AC)	45/ 5.9	4.4	----	6.6	6.9	----	49/647	578/13.7	14.9	0.0	5.4	39	382	WXTC-F
6. WDXZ-F (B)	37/ 4.9	3.3	----	4.9	4.5	----	102/1222	1008/ 9.0	8.5	0.0	3.7	27	341	WDXZ-F
7. WUJM-F (B)	33/ 4.4	5.5	----	2.4	1.0	----	33/497	487/11.0	11.9	0.0	7.5	54	701	WUJM-F
8. WXLV-F (O)	32/ 4.2	4.0	----	3.8	4.6	----	41/560	506/12.0	11.7	0.0	4.1	30	346	WXLV-F
WSUY-F (AC)	32/ 4.2	2.8	----	-----	-----	-----	32/463	442/10.5	6.0	0.0	5.4	39	426	WSUY-F
10. WWVZ-F (B)	29/ 3.8	7.0	----	7.8	9.5	----	40/607	449/10.7	17.4	0.0	6.1	44	662	WWVZ-F
11. WZJY (REL)	24/ 3.2	1.8	----	1.3	1.9	----	24/163	163/ 3.9	3.3	0.0	1.7	12	183	WZJY
WMCJ (B)	24/ 3.2	1.0	----	2.7	1.0	----	24/112	99/ 2.4	2.4	0.0	1.1	8	84	WMCJ
13. WPAL (B)	23/ 3.0	6.6	----	4.9	6.5	----	24/412	380/ 9.0	12.8	0.0	3.6	26	399	WPAL
WKQB-F (CHR)	23/ 3.0	6.6	----	8.0	7.8	----	34/877	531/12.6	19.5	0.0	3.7	27	408	WKQB-F
15. WMGL-F (J/NA)	22/ 2.9	2.5	----	5.8	4.0	----	39/441	367/ 8.7	8.3	0.0	2.9	21	306	WMGL-F
16. WYBB-F (CL AOR)	17/ 2.2	3.7	----	1.3	1.7	----	17/383	371/ 8.8	9.8	0.0	4.6	33	546	WYBB-F
17.														
18.														
19.														
20.														

12+ FM SHARE (METRO): 77.74% (517 of 665) (FAL 89: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKQB-F>	1 WAVF-F>	1 WEZL-F<	1 WEZL-F	1 WEZL-F>	1 WEZL-F>	1 WEZL-F>	1 WEZL-F	1 WEZL-F>	1 WAVF-F	1 WUJM-F
2 WDXZ-F	2 WSSX-F	2 WAVF-F	2 WSSX-F	2 WSSX-F<	2 WTMA >	2 WSSX-F	2 WTMA	2 WAVF-F	2 WUJM-F	2 WEZL-F>
3 WUJM-F	3 WXTC-F	3 WSSX-F	3 WAVF-F	3 WAVF-F	3 WMCJ	3 WAVF-F	3 WXTC-F	3 WSUY-F	3 WSSX-F	3 WWVZ-F
WSSX-F	WEZL-F>	4 WXTC-F>	4 WXTC-F	4 WXTC-F	4 WXLV-F<	4 WTMA >	4 WSUY-F	WSSX-F	4 WDXZ-F	4 WTMA
5	5 WSUY-F	5 WXLV-F	5 WTMA <	5 WTMA <	5 WPAL	5 WXTC-F	WSSX-F	5 WTMA	5 WWVZ-F	5 WAVF-F
6	WDXZ-F	WTMA	6 WXLV-F	6 WXLV-F	6	6	6 WXTC-F	6 WXTC-F	6 WXTC-F	6
		WSUY-F								

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WSUY-F	1 WXTC-F	1 WXTC-F	1 WEZL-F	1 WEZL-F>	1 WAVF-F>>	1 WAVF-F>	1 WAVF-F>	1 WAVF-F>	1 WEZL-F<
2 WUJM-F	WEZL-F	2 WSSX-F	2 WXTC-F	2 WXTC-F>	2 WUJM-F	2 WSSX-F>	2 WSSX-F>	2 WSSX-F<	2 WAVF-F
WDXZ-F>	3 WSUY-F	WDXZ-F>	WSUY-F	3 WSUY-F	3 WWDW-F	3 WXTC-F	3 WDXZ-F	3 WEZL-F	3 WTMA
4 WXTC-F	4 WSSX-F>	4 WSUY-F	4 WSSX-F>	WSSX-F	WWVZ-F	WEZL-F	4 WTMA	4 WTMA >	WSSX-F>
WWVZ-F	5 WUJM-F	5 WZJY	5 WDXZ-F	5 WXLV-F	WSSX-F	5 WTMA	5 WXTC-F	5 WXLV-F	5 WXLV-F
WSSX-F	WAVF-F	WAVF-F	6 WUJM-F	WPAL	6 WXTC-F	6	6 WXLV-F	6 WXTC-F	6
WAVF-F					7 WYBB-F		WMGL-F		

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		80 (3)	80 (3)	12.0		WCSE 1390 Charleston	0.4/2.4/ 3/ 108
AOR/CLASSIC		78 (2)	78 (2)	11.7		WQKE 1340 Charleston	0.8/2.7/ 6/ 115
AC/OLDIES/SOFT ROCK	3 (1)	109 (3)	112 (4)	16.8		WQIZ 810 St. George	2.1/2.3/ 43/ 218
MOR/VARIETY						WTUA-F 105.9 St. Stephens	2.0/2.9/ 26/ 203
COUNTRY		100 (2)	100 (2)	15.0			
BLACK/URBAN	47 (2)	113 (4)	160 (6)	24.1		WHLZ-F 92.5 Manning	0.7/3.2/ 28/ 433
BEAUTIFUL/EASY						WHTK-F 99.7 Pt. Royal	0.4/2.9/ 22/ 462
NEWS/TALK	52 (1)		52 (1)	7.8		WWDW-F 101.3 Sumter	1.8/3.0/ 97/ 765
NOSTALGIA							
RELIGION/GOSPEL	40 (2)		40 (2)	6.0			
SPANISH							
CLASSICAL							
JAZZ/NEW AGE		22 (1)	22 (1)	3.3			
UNKNOWN/OTHERS	6 (1)	15 (1)	21 (2)	3.2			
		-----	-----				
		148 (7)	517 (16)	665 (23)			

RADIO STATIONS

WPAL	,	730,	1 KW/100 W	,	Black	NBN ABC D,	\$19.00	(Roslin)	
WQIZ	,	810,	5 KW (DAYS)	,	Gospel	SBN,	\$12.00	(Eastman)	
WTMA	,	1250,	5 KW/1 KW	,	News/Talk	ABC T TALKNT,	\$14.00	(Katz)	
WZJY	,	1480,	1 KW (DAYS)	,	Gospel	UNIULT,	\$10.00	(---)	
WAVF-F,		96.1,	100 KW @ 538	,	AOR		\$37.00	(Christal)	
WDXZ-F,		104.5,	28 KW @ 656	,	Black		\$20.00	(Eastman)	(MT PLEASANT)
WEZL-F,		103.5,	100 KW @ 661	,	Country	MBS,	\$60.00	(Banner)	Apollo
WKQB-F,		107.5,	100 KW @ 984	,	CHR		\$40.00	(Eastman)	(ST GEORGE)
WJYQ-F,		105.5,	1 KW @ 469	,	Classical		\$15.00	(---)	(MONCK'S CORNER)
WMGL-F,		101.7,	6 KW @ 300	,	Jazz/NAC		\$15.00	(Roslin)	(Ravenal)
WSSX-F,		95.1,	100 KW @ 360	,	CHR		\$34.00	(Katz)	Faircom
WSUY-F,		100.7,	3 KW @ 300	,	AC		\$18.00	(---)	
WUJM-F,		94.3,	1.4 KW @ 480	,	Black	MBS,	\$23.00	(Christal)	Jones-Eastern
									(GOOSE CREEK)
WWWZ-F,		93.5,	1.1 KW @ 460	,	Black	SBN,	\$30.00	(HNWH)	(SUMMERVILLE)
WXLY-F,		102.5,	100 KW @ 550	,	Oldies	UNIULT,	\$31.00	(Republic)	
WXTC-F,		96.9,	100 KW @ 1770	,	AC	RADRAD,	\$45.00	(Mc-Guild)	
WYBB-F,		98.1,	50 KW @ 479	,	Classic AOR		\$19.00	(Durpetti)	Martin (FOLLY BCH)

WWDM-F -- See Columbia

MISCELLANEOUS: WQIZ, WKQB-F (St. George) - Sold to Buddy Barton for \$1,500,000 (MVP) . . . WWHT changes to WUJM-F and format from Oldies to Black (Feb) . . . There was no Fall 1989 rating book because of the devastation left by Hurricane Hugo . . . WKCN, WDXZ-F sold by Caravelle for \$1,600,000 . . . WSUY-F - 51% sold \$500,000 . . .

CHARLESTON, WV

Arbitron Rank/Pop (12+): 148/216,600
 MSA Rank/Pop: 173/261,000
 ADI # 48 (w/Huntington)
 Average Person Ratings: 15.8
 Market TSL: 21.25 hours

Stations: 14/13
 Diaries: 703/308:1/57.9%
 Sample Target: 645
 % Below Line: 0.1
 % Not Listed: 90.9

1990 Revenue: \$8,900,000
 HH Inc.: \$26,764
 Retail \$: 2.0 Bill
 Pop per Station: 16,661
 #1 Biller: WQBE-AF \$1,900,000

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. WQBE-F (C)	100/29.2	24.0	----	19.4	----	----	168/1633	883/40.8	33.4	0.0	22.3	82	714	WQBE-F
2. WVAF-F (AC)	42/12.2	9.6	----	8.8	----	----	57/979	629/29.0	23.5	0.0	11.4	42	458	WVAF-F
3. WKLC-F (AOR)	33/ 9.6	10.5	----	9.8	----	----	75/1062	443/20.2	20.1	0.0	12.5	46	512	WKLC-F
4. WWSR-AF (CHR)	30/ 8.8	14.3	----	14.3	----	----	38/704	472/21.8	28.1	0.0	16.6	60	754	WWSR-AF
5. WLZT-F (O)	26/ 7.6	7.6	----	5.3	----	----	41/785	422/19.5	18.0	0.0	10.3	38	530	WLZT-F
6. WBES-F (EZ)	20/ 5.8	5.8	----	6.6	----	----	21/294	249/11.5	10.5	0.0	2.7	10	189	WBES-F
7. WCHS (MOR)	16/ 4.7	4.1	----	4.5	----	----	19/430	326/15.1	13.3	0.0	3.8	14	274	WCHS
8. WVNS-F (O)	14/ 4.1	2.9	----	5.8	----	----	18/311	213/ 9.8	9.3	0.0	3.5	13	215	WVNS-F
9. WCAW (C)	12/ 3.5	4.1	----	6.1	----	----	20/316	224/10.3	9.4	0.0	4.1	15	176	WCAW
10. WJYP-F (REL)	5/ 1.5	2.9	----	2.1	----	----	7/179	144/ 6.6	6.5	0.0	2.2	8	98	WJYP-F

12+ FM SHARE (METRO): 89.18% (272 of 305) (FAL 89: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WWSR-AF>>1	WKLC-F<	1 WQBE-F>>1	WQBE-F>>1	WQBE-F>>1	WQBE-F>>1	WQBE-F>>1	WQBE-F>>1	WQBE-F>>1	WQBE-F>>1	WQBE-F>>1
2 WVAF-F	2 WQBE-F>	2 WKLC-F	2 WVAF-F	2 WVAF-F<	2 WVAF-F	2 WVAF-F>	2 WVAF-F	2 WKLC-F<	2 WWSR-AF>	2 WLZT-F
3 WQBE-F	3 WWSR-AF	3 WVAF-F	3 WLZT-F	3 WLZT-F	3 WBES-F>	3 WWSR-AF<	3 WKLC-F	3 WVAF-F<	3 WKLC-F<	3 WCHS
4	4 WVAF-F>	4 WLZT-F	4 WKLC-F	4 WKLC-F	4 WCHS	4 WLZT-F	4 WBES-F	4 WWSR-AF	4 WVAF-F	4 WVAF-F
5	5 WLZT-F	5 WWSR-AF	5	5	5 WLZT-F	5 WKLC-F	5	5 WLZT-F	5 WLZT-F	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WVAF-F	1 WVAF-F	1 WQBE-F	1 WQBE-F	1 WQBE-F>>	1 WWSR-AF	1 WKLC-F>>	1 WKLC-F>>	1 WQBE-F	1 WQBE-F>>
2 WQBE-F	2 WQBE-F>	2 WVAF-F>	2 WVAF-F>>	2 WVAF-F>	2 WKLC-F	2 WQBE-F	2 WQBE-F	2 WKLC-F>	2 WKLC-F
3 WKLC-F>>	3 WKLC-F>	3 WWSR-AF	3 WKLC-F	3 WLZT-F>	3 WQBE-F	3 WWSR-AF>	3 WLZT-F>>	3 WLZT-F	3 WLZT-F>
4 WVNS-F	4 WWSR-AF	4 WLZT-F	4 WLZT-F	4 WWSR-AF	4	4 WLZT-F	4 WWSR-AF	4 WWSR-AF	4 WVAF-F
5	5	5 WKLC-F	5	5 WVNS-F	5	5	5	5	5

FORMATS	AM	FM	TOTAL	%	FAL 89	OTHER RATED STATIONS	METRO CUME TSA	TSA
							SHARE/RTG/AQH/CUME	
TOP 40/CHR/CONTEMP	1 (1)	29 (1)	30 (2)	9.8	WQBE	950 Charleston	0.6/4.6/ 2/	123
AOR/CLASSIC		33 (1)	33 (1)	10.8	WSCW	1410 S. Charleston	0.6/2.4/ 2/	51
AC/OLDIES/SOFT ROCK		82 (3)	82 (3)	26.9				
MOR/VARIETY	16 (1)		16 (1)	5.2	WEMM-F	107.9 Huntington	0.9/2.2/ 38/	443
COUNTRY	14 (2)	100 (1)	114 (3)	37.4				
BLACK/URBAN								
BEAUTIFUL/EASY		20 (1)	20 (1)	6.6				
NEWS/TALK								
NOSTALGIA								
RELIGION/GOSPEL	2 (1)	8 (2)	10 (3)	3.3				
SPANISH								
CLASSICAL								
JAZZ/NEW AGE								
UNKNOWN/OTHERS								
	33 (5)	272 (9)	305 (14)					

RADIO STATIONS

WCAW, 680, 50 KW/250 W (DA-N), COUNTRY NBC, MBS, \$ 16.00 (Banner) Capitol-Johnson
 WCHS, 580, 5 KW (DA-N), MOR CBS, \$ 17.00 (Republic)
 WQBE, 950, 5 KW/1 KW (DA-N), SEE WQBE-F
 WBES-F, 94.5, 3 KW @ 328, EZ, \$ 16.00 (K & P) (DUNBAR)
 WJYP-F, 100.9, 3 KW @ 300, RELIGION, \$ 10.00 (---)
 WKLC-F, 105.1, 4 KW @ 1665, AOR SOURCE, ABC R, \$ 26.00 (HNWH) Hartin
 WLZT-F, 107.3, 23 KW @ 640, OLDIES, \$ 19.00 (---) (MIAMI)
 WQBE-F, 97.5, 50 KW @ 500, COUNTRY ABC I, \$ 43.00 (McGuill) Niniger
 WVAF-F, 99.9, 50 KW @ 490, AC ABC F, \$ 34.00 (Banner) Capitol-Johnson
 WVNS-F, 96.1, 50 KW @ 360, OLDIES ABC D, \$ 17.00 (Republic)
 WWSR-F, 102.7, 50 KW @ 420, CHR, \$ 35.00 (Katz) Ardman

Miscellaneous Comments: WVNS changes from AC to primarily OLIDES...WBES-F sold for \$1,100,000 (Rosenblum)...
 WWSR A/F sold by Ardman for \$4,000,000 (E) (Richards)...

CHARLOTTE

Arbitron Rank/Pop (12+): 41/944,300
 MSA Rank/Pop: 43/1,140,000
 ADI # 31
 Average Person Ratings: 16.2
 Market TSL: 21.25 hours

Stations: 26/20
 Diaries: 1315/718:1/52.8%
 Sample Target: 1250
 % Below Line: 3.5
 % Not Listed: 15.3

1990 Revenue: \$33,200,000
 HH Inc.: \$31,722
 Retail \$: 8.7 Bil
 Pop per Station: 47,215
 #1 Biller: WSOC-AF \$6,100,000

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. WSOC-F (C)	189/12.3	14.4	13.1	13.3	15.4	13.3	353/4163	2295/24.3	25.1	27.9	13.0	202	2435	WSOC-F
2. WPEG-F (B)	188/12.3	11.6	11.7	9.3	9.5	11.2	226/2152	1665/17.6	17.4	14.9	15.3	237	2175	WPEG-F
3. WRFX-F (AOR)	117/ 7.6	7.5	7.8	7.0	7.9	7.5	203/2371	1585/16.8	15.7	17.1	9.9	154	1733	WRFX-F
4. WEZC-F (SAC)	110/ 7.2	4.7	5.6	6.8	5.5	6.1	192/1939	1170/12.4	13.3	13.1	5.7	88	946	WEZC-F
5. WCKZ-F (CHR)	102/ 6.6	7.5	8.9	9.2	8.0	8.1	181/2910	1761/18.6	21.0	18.3	10.2	159	2316	WCKZ-F
6. WBT (MOR/FS)	87/ 5.7	4.8	6.7	6.7	9.0	6.0	100/1508	1261/13.4	13.1	17.8	3.0	46	798	WBT
7. WBT -F (AC)	83/ 5.4	4.6	3.9	4.8	4.8	4.7	153/2492	1370/14.5	13.3	14.7	4.6	71	1104	WBT -F
8. WWMG-F (O)	77/ 5.0	5.0	4.4	4.7	4.8	4.8	155/2182	1148/12.2	10.8	11.2	2.9	45	947	WWMG-F
9. WMXC-F (AC)	73/ 4.8	5.6	6.3	5.7	6.3	5.6	113/1700	1209/12.8	14.5	15.0	3.4	53	852	WMXC-F
10. WTDR-F (C)	67/ 4.4	4.7	3.5	5.3	4.8	4.5	141/1687	894/ 9.5	8.3	11.2	3.2	50	613	WTDR-F
11. WZZG-F (CHR)	39/ 2.5	3.2	4.0	3.8	4.3	3.4	81/1815	880/ 9.3	11.0	12.8	2.4	37	1056	WZZG-F
12. WXR-F (AOR)	28/ 1.8	1.9	2.1	1.2	1.2	1.8	55/1097	555/ 5.9	5.9	3.4	2.6	40	556	WXR-F
13. WFMX-F (C)	19/ 1.2	---	1.4	0.9	0.6	0.9	79/1263	284/ 3.0	4.0	2.1	1.0	16	166	WFMX-F
14. WRDX-F (AC)	19/ 1.2	1.8	1.5	1.3	0.8	1.5	30/452	252/ 2.7	2.7	2.6	3.0	46	494	WRDX-F

12+ FM SHARE (METRO): 87.77% (1141 of 1300) (FAL 89: 84.82%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPEG-F	1 WRDX-F	1 WPEG-F	1 WPEG-F	1 WPEG-F	1 WRFX-F	1 WRFX-F	1 WRFX-F	1 WRFX-F	1 WSOC-F
2 WCKZ-F>>	2 WCKZ-F	2 WBT -F	2 WSOC-F	2 WSOC-F	2 WPEG-F	2 WPEG-F	2 WPEG-F	2 WPEG-F	2 WRFX-F
3 WSOC-F	3 WBT -F	3 WMXC-F	3 WEZC-F	3 WEZC-F	3 WCKZ-F	3 WCKZ-F	3 WMXC-F	3 WSOC-F	3 WPEG-F
4 WBT -F	4 WMXC-F	4 WSOC-F	4 WBT -F	4 WBT -F	4 WXR-F	4 WTDR-F	4 WBT -F	4 WEZC-F	4 WEZC-F
5 WRFX-F	5 WSOC-F	5 WRFX-F	5 WCKZ-F	5 WWMG-F	5 WTDR-F	5 WBT -F	5	5 WTDR-F	5 WWMG-F
6 WMXC-F	6 WRFX-F	6 WCKZ-F	6 WMXC-F	6 WMXC-F	6 WZZG-F	6 WXR-F	6	6 WWMG-F	6 WTDR-F
7 WZZG-F	7	7	7 WWMG-F	7	7 WSOC-F	7 WMXC-F	7	7 WBT -F	7 WBT

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		146 (3)	146 (3)	11.2	14.5	WGIV 1600 Charlotte	0.3/2.1/ 5/ 224		
AOR/CLASSIC		150 (3)	150 (3)	11.5	10.2	WGSP 1310 Charlotte	1.0/2.4/ 16/ 224		
AC/OLDIES/SOFT ROCK		362 (5)	362 (5)	27.8	18.8	WHVN 1240 Charlotte	0.5/1.5/ 7/ 155		
MOR/VARIETY	87 (1)		87 (1)	6.7	10.8	WLON 1050 Lincolnton	0.5/1.4/ 8/ 128		
COUNTRY	6 (1)	275 (3)	281 (4)	21.6	22.5	WRHI 1340 Rock Hill	0.7/1.3/ 11/ 120		
BLACK/URBAN	5 (1)	188 (1)	193 (2)	14.8	12.9	WSAT 1280 Salisbury	1.0/1.5/ 15/ 138		
BEAUTIFUL/EASY		9 (1)	9 (1)	0.7	7.0	WSOC 930 Charlotte	0.4/2.3/ 6/ 252		
NEWS/TALK									
NOSTALGIA						WFGW 1010 Black Mountain	0.3/0.0/ 0/ 0		
RELIGION/GOSPEL	27 (3)	11 (1)	38 (4)	2.9	2.5	WKRR-F 92.3 Asheboro	0.3/1.8/ 35/ 578		
SPANISH						WKSJ-F 98.7 Greensboro/W-S	0.3/1.0/ 23/ 387		
CLASSICAL						WMIT-F 106.9 Black Mountain	0.7/3.5/ 59/ 923		
JAZZ/NEW AGE						WSPA-F 98.9 Spartanburg	0.6/1.4/ 27/ 410		
UNKNOWN/OTHERS	34 (3)		34 (3)	2.6	0.9				
	159 (9)	1141 (17)	1300 (26)						

RADIO STATIONS

WBT , 1110, 50 KW (DA-N) , NEWS/TALK/MOR	NBC , \$ 74.00 (Banner)	Jeff-Pilot
WBT-F , 107.9, 100 KW @ 1694, AC	, \$ 53.00 (Banner)	Jeff-Pilot
WCKZ-F, 101.9, 100 KW @ 988, CHR/URBAN	ABC F, \$ 50.00 (Durpett1)	Beasley
WEZC-F, 102.9, 100 KW @ 1535, SOFT AC	UNIULT, \$ 45.00 (CBS)	Keymarket (HICKORY)
WPEG-F, 97.9, 50 KW @ 390, BLACK	RADRAD, UNIPWR, \$ 69.00 (Katz)	Broadcast Partners (CONCORD)
WMXC-F, 104.7, 100 KW @ 1230, AC	, \$ 74.00 (MMR)	EZ
WRFX-F, 106.5, 100 KW @ 1003, AOR	, \$ 95.00 (McGUILD)	Pyramid (KANNAPOLIS)
WRDX-F, 99.7, 100 KW @ 1044, AC	UNISUP, UNIULT, \$ 24.00 (Southern)	(SALISBURY)
WSOC-F, 103.7, 100 KW @ 1059, COUNTRY	, \$ 125.00 (Christal)	Cox
WTDR-F, 96.9, 100 KW @ 1548, COUNTRY	, \$ 46.00 (Republic)	Trumper
WWMG-F, 96.1, 100 KW @ 1745, AC/OLDIES	, \$ 51.00 (Eastman)	Voyager (SHELBY)
WXR-F, 95.7, 100 KW @ 1020, AOR	ABC R, \$ 25.00 (Roslin)	(HICKORY)
WZZG-F, 95.1, 100 KW @ 1542, CHR	ABC C, UNISUP, \$ 45.00 (Republic)	

CHATTANOOGA

Arbitron Rank/Pop (12+): 97/364,700

Stations: 17/17

1990 Revenue: \$12,100,000

MSA Rank/Pop: 107/443,000

Diaries: 837/436:1/53.4%

HH Inc.: \$27,424

ADI # 84

Sample Target: 800

Retail \$: 3.0 Bil

Average Person Ratings: 16.8

% Below Line: 0.0

Pop per Station: 21,452

Market TSL: 22.25 hours

% Not Listed: 13.8

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

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. WUSY-F (C)	121/19.7	14.6	17.7	12.8	12.9	16.2	201/2055	1140/31.3	24.6	27.2	17.0	109	1091	WUSY-F
2. WSKZ-F (CHR)	63/10.3	11.6	13.7	13.0	17.3	12.1	140/1826	836/22.9	26.8	31.3	14.2	91	963	WSKZ-F
3. WJTT-F (B)	57/ 9.3	7.1	8.0	7.8	8.4	8.1	60/425	400/11.0	11.9	11.0	10.9	70	647	WJTT-F
WDEF-F (EZ)	57/ 9.3	11.1	10.2	9.4	11.9	10.0	86/927	687/18.8	18.8	24.5	6.2	40	671	WDEF-F
5. WLMX-F (AC)	45/ 7.3	9.3	7.2	7.8	6.8	7.9	46/682	637/17.6	18.7	18.3	7.5	48	660	WLMX-F
6. WOOD-F (C)	40/ 6.5	5.3	6.7	7.6	9.6	6.5	48/871	600/16.5	16.4	23.9	5.5	35	606	WOOD-F
7. WNOO (B)	32/ 5.2	4.5	3.3	4.5	6.1	4.4	32/246	246/ 6.7	6.9	6.9	3.7	24	204	WNOO
8. WFXS-F (CL AOR)	29/ 4.7	5.0	2.8	5.8	3.0	4.6	35/448	371/10.2	8.8	9.8	8.6	55	444	WFXS-F
9. WSGC-F (O)	18/ 2.9	3.1	2.8	3.4	1.0	3.0	23/426	351/ 9.6	7.5	5.6	3.3	21	352	WSGC-F
10. WOOD (C)	17/ 2.8	1.2	2.6	3.1	2.3	2.4	20/208	174/ 4.8	6.1	8.0	1.4	9	180	WOOD
11. WDEF (MOR)	13/ 2.1	3.1	3.2	2.9	3.1	2.8	13/270	258/ 7.1	8.9	10.2	2.0	13	220	WDEF
12.														
13.														
14.														
15.														

12+ FM SHARE (METRO): 84.31% (446 of 529) (FAL 89: 81.53%)

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

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

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		63 (1)	63 (1)	11.9	19.9	WBDX-F 102.7	Trenton/Chtnoog	1.6/5.0/	10/ 207
AOR/CLASSIC		29 (1)	29 (1)	5.5	3.4	WFLI 1070	Lookout Mountn	0.8/3.3/	5/ 142
AC/OLDIES/SOFT ROCK		63 (2)	63 (2)	11.9	9.2	WGOW 1150	Chattanooga	1.3/5.1/	10/ 204
MOR/VARIETY	13 (1)		13 (1)	2.5	3.6	WJRX-F 107.9	East Ridge/Chtn	1.0/2.3/	6/ 83
COUNTRY	22 (2)	161 (2)	183 (4)	34.6	30.5	WMOC 1450	Chattanooga	0.5/2.2/	3/ 80
BLACK/URBAN	32 (1)	57 (1)	89 (2)	16.8	16.7	WQCH 1590	Lafayette	0.8/1.3/	5/ 46
BEAUTIFUL/EASY		57 (1)	57 (1)	10.8	13.7				
NEWS/TALK	8 (1)		8 (1)	1.5	1.2				
NOSTALGIA									
RELIGION/GOSPEL	8 (2)	16 (2)	24 (4)	4.5	1.0				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS					0.8				
	83 (7)	446 (10)	529 (17)						

RADIO STATIONS

WDEF, 1370, 5 KW (DA-N), MOR/FULL SER.	CBS, NBC, \$ 25.00 (MMR)	Park
WOOD, 1310, 5 KW (DA-N), COUNTRY	ABC E, \$ N/A (Banner)	Bahake1
WFLI, 1070, 50 KW/1 KW (DA-2), RELIGION	ABC I, \$ 12.00 (---)	Burns
WGOW, 1150, 5 KW/1 KW (DA-N), TALK	SUN, MBS, \$ 16.00 (Christal)	Bloomington
WNOO, 1260, 5 KW (DAYS), BLACK	SBN, \$ 14.00 (Eastman)	
WDEF-F, 92.3, 100 KW @ 1180, EZ	ABC D, \$ 35.00 (HMR)	Park
WOOD-F, 96.5, 100 KW @ 1076, COUNTRY	ABC E, \$ 36.00 (Banner)	Bahake1
WFXS-F, 102.3, 3 KW @ 285, CLASSIC AOR	, \$ 16.00 (Eastman)	(SODDY-DAISY)
WJTT-F, 94.3, 2.8 KW @ 325, BLACK	RADRAD, \$ 20.00 (HNWH)	(REDBANK)
WLMX-F, 105.5, 3 KW @ 262, AC	, \$ 45.00 (Republic)	Baum (ROSSVILLE, GA)
WSGC-F, 101.9, .7 KW @ 702, OLDIES	, \$ 17.00 (---)	(RINGGOLD, GA)
WSKZ-F, 106.5, 100 KW @ 1076, CHR	, \$ 56.00 (Christal)	Bloomington
WUSY-F, 100.7, 100 KW @ 1190, COUNTRY	MBS, \$ 56.00 (McGuilid)	

CHICAGO

Arbitron Rank/Pop (12+): 3/6,769,100

Stations: 38/38
 Diaries: 3419/1980:1/54.6%
 Sample Target: 3310
 % Below Line: 0.0
 % Not Listed: 10.9

1990 Revenue: \$232,900,000
 HH Inc.: \$33,675
 Retail \$: 61.0 Bil
 Pop per Station: 178,134
 #1 Biller: WGN \$38,000,000

MSA Rank/Pop: 3/8,240,000
 ADI # 3

Average Person Ratings: 18.4
 Market TSL: 24.00 hours

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. WGN (T)	1163/ 9.3	8.2	8.0	8.3	10.7	8.4	1298/16061	13631/20.1	18.7	24.2	8.0	922	11655	WGN
2. WGCI-F (B)	902/ 7.2	7.9	7.7	7.2	7.3	7.5	921/9685	9422/13.9	14.1	15.0	9.3	1075	10147	WGCI-F
3. WBBM-F (CHR)	772/ 6.2	5.2	4.4	4.4	4.0	5.1	774/12560	12353/18.2	15.2	15.0	9.1	1048	14557	WBBM-F
4. WVAZ-F (B)	558/ 4.5	4.4	5.2	5.3	5.1	4.8	560/6760	6680/ 9.9	10.1	10.5	4.5	516	5547	WVAZ-F
5. WBBM (N)	554/ 4.4	4.1	4.6	4.5	4.9	4.4	627/13027	11305/16.7	17.1	18.3	4.2	483	8916	WBBM
6. WLUP-F (AOR)	530/ 4.2	4.8	4.5	4.0	4.1	4.4	539/9076	8795/13.0	13.0	13.0	4.4	509	7401	WLUP-F
7. WCKG-F (CL AOR)	511/ 4.1	4.8	4.4	3.8	3.4	4.3	553/9638	8957/13.2	13.2	12.0	5.1	593	9135	WCKG-F
8. WUSN-F (C)	496/ 4.0	2.8	3.4	3.5	3.5	3.4	545/6573	6123/ 9.0	9.1	8.7	4.3	500	5776	WUSN-F
9. WJJD (BB)	461/ 3.7	3.1	2.7	2.7	3.2	3.0	484/5169	4807/ 7.1	6.5	6.9	2.8	322	3857	WJJD
10. WLIT-F (SAC)	400/ 3.2	2.6	2.9	2.7	2.8	2.8	408/6254	5927/ 8.8	8.0	7.1	1.6	188	2657	WLIT-F
11. WJMK-F (O)	393/ 3.1	3.4	3.0	3.1	3.1	3.2	424/8152	7565/11.2	10.3	11.3	1.9	217	4768	WJMK-F
12. WTMX-F (AC)	366/ 2.9	2.6	3.2	3.5	3.1	3.0	370/6324	6127/ 9.1	9.3	8.5	1.9	215	3479	WTMX-F
13. WXRT-F (AOR)	354/ 2.8	2.7	3.3	2.5	3.4	2.8	401/5075	4816/ 7.1	8.0	7.8	3.7	423	5866	WXRT-F
14. WKQX-F (AC)	348/ 2.8	3.2	3.5	3.0	3.1	3.1	356/8001	7852/11.6	12.1	12.0	2.6	299	5183	WKQX-F
15. WMAQ (N)	340/ 2.7	2.4	2.2	2.2	2.1	2.4	373/9293	7995/11.8	10.9	10.5	2.3	265	4864	WMAQ
16. WPNT-AF (EZ)	331/ 2.7	2.5	3.4	4.2	3.7	3.2	333/4779	4643/ 6.9	9.0	9.3	1.5	161	3122	WPNT-AF
17. WLUP (T)	327/ 2.6	2.1	2.9	3.2	3.7	2.7	386/5394	4849/ 7.2	8.0	7.7	3.0	352	3621	WLUP
18. WNUA-F (J/NA)	289/ 2.3	3.2	2.6	2.7	2.3	2.7	294/4887	4660/ 6.9	8.0	7.1	3.4	393	4812	WNUA-F
19. WLS (T)	271/ 2.2	2.3	2.0	2.0	1.4	2.1	357/6028	4743/ 7.0	5.6	4.7	1.9	218	3291	WLS
20. WYTZ-F (CHR)	263/ 2.1	2.6	2.8	2.5	3.8	2.5	289/7305	6715/ 9.9	11.8	13.4	2.6	303	7216	WYTZ-F
21. WOJO-F (SP)	179/ 1.4	1.5	1.9	2.5	1.2	1.8	179/1991	1991/ 2.9	3.8	3.0	1.4	157	2428	WOJO-F
22. WFYR-F (SAC)	173/ 1.4	1.8	1.6	1.7	1.8	1.6	175/4645	4483/ 6.6	6.4	7.8	1.3	145	2916	WFYR-F
23. WVON (B)	160/ 1.3	0.7	0.9	1.4	0.8	1.1	160/990	990/ 1.5	1.3	1.4	0.7	83	1303	WVON
24. WNIB-F (CL)	146/ 1.2	1.9	1.3	1.2	1.8	1.4	149/3217	3143/ 4.6	5.2	5.2	1.2	133	2372	WNIB-F
25. WFMT-F (CL)	118/ 0.9	1.4	1.5	1.6	1.1	1.4	120/2817	2747/ 4.1	5.1	4.7	1.0	119	3242	WFMT-F
26. WIND (SP)	104/ 0.8	0.9	0.6	1.1	1.2	0.9	106/1367	1345/ 2.0	1.4	2.3	0.8	98	1883	WIND
27.														
28.														
29.														
30.														

12+ FM SHARE (METRO): 66.25% (7366 of 11119) (FAL 89: 66.98%)

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

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

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTQ/AQH/CUME	TGA	TSA
TOP 40/CHR/CONTEMP		1035 (2)	1035 (2)	9.3	8.6	WABT-F 103.9 Dundee/Schmbrg	0.0/1.4/ 76/ 983		
AOR/CLASSIC		1464 (4)	1464 (4)	13.2	12.1	WAIT 860 Crystal Lk/Chcg	0.7/1.4/ 94/ 646		
AC/OLDIES/SOFT ROCK		1783 (7)	1783 (7)	16.0	16.7	WGCI 1390 Chicago	0.6/2.3/ 86/1583		
MOR/VARIETY					0.4	WJOL 1340 Joliet	0.4/0.8/ 50/ 535		
COUNTRY		496 (1)	496 (1)	4.5	3.9	WJPC 950 Chicago/Lansing	0.2/1.0/ 21/ 695		
BLACK/URBAN	247 (3)	1460 (2)	1707 (5)	15.4	15.2	WLNR-F 106.3 Lansing/Chicago	0.4/2.5/ 52/1724		
BEAUTIFUL/EASY	45 (1)	286 (1)	331 (2)	3.0	4.1	WOPA 1200 Chicago	0.4/1.2/ 64/ 806		
NEWS/TALK	2655 (5)		2655 (5)	23.9	25.3	WTAQ 1300 La Grange/Chicg	0.4/0.9/ 44/ 631		
NOSTALGIA	461 (1)		461 (1)	4.1	3.6	WYCA-F 92.3 Hammond	0.6/1.4/ 71/ 988		
RELIGION/GOSPEL		110 (2)	110 (2)	1.0	1.2	WYLL-F 106.7 Des Plaines/Chl	0.3/1.4/ 39/ 959		
SPANISH	202 (3)	179 (1)	381 (4)	3.4	3.0	WYSY-F 107.9 Aurora	0.4/1.9/ 57/1463		
CLASSICAL		264 (2)	264 (2)	2.4	3.2				
JAZZ/NEW AGE		289 (1)	289 (1)	2.6	2.6				
UNKNOWN/OTHERS	143 (2)		143 (2)	1.3	0.2				
	3753 (15)	7366 (23)	11119 (38)						

RADIO STATIONS

AM STATIONS

WBBM, 780, 50 KW	, NEWS	CBS, \$ 260.00 (CBS)	CBS
WGCI, 1390, 5 KW (DA-2)	, GOSPEL/BLACK	SBN, \$ N/A (McGuild)	Gannett
WGN, 720, 50 KW	, TALK/VARIETY	ABC I, \$ 350.00 (Christal)	Tribune Co.
WJND, 560, 5 KW (DA-2)	, HISPANIC	IND, \$ 75.00 (Katz Hisp)	Tichenor
WJJD, 1160, 50 KW/5KW (DA-2)	, NOSTALGIA	UNIPWR, \$ 88.00 (Katz)	Infinity
WJPC, 950, 1 KW/5KW (DA-N)	, BLACK	, \$ 45.00 (---)	
WLS, 890, 50 KW	, TALK	ABC C, \$ 85.00 (Banner)	Cap. Cities/ABC
WLUP, 1000, 50 KW (DA-2)	, TALK/AOR	, \$ 130.00 (MMR)	Evergreen
WMAQ, 670, 50 KW	, NEWS	NBC APR, \$ 130.00 (Group W)	Westinghouse
WSBC, 1240, 1 KW	, RELIGION/ETHNIC	, \$ 18.00 (---)	
WVON, 1450, 1 KW	, BLACK	MBS, \$ 46.00 (Roslin)	
WXEZ, 820, 50 KW/1 KW (DA-N)	, EZ	MBS, \$ N/A (Republic)	Century

FM STATIONS

WBBM, 96.3, 6 KW @ 1174, CHR		RADRAD, \$ 150.00 (CBS)	CBS
WCKG, 105.9, 4 KW @ 1575, CLASSIC AOR		, \$ 164.00 (Katz)	
WFMT, 98.7, 15 KW @ 1174, CLASSICAL		, \$ 100.00 (HNWH)	
WFYR, 103.5, 4 KW @ 1548, SOFT AC		ABC C UNILT, \$ 106.00 (Eastman)	Summit
WGCI, 107.5, 33 KW @ 605, BLACK		, \$ 230.00 (McGuild)	Gannett
WJMK, 104.3, 4 KW @ 1568, OLDIES		UNIPWR, \$ 210.00 (Katz)	Infinity
WKQX, 101.1, 6 KW @ 1174, AC/CONTEMP		SOURCE, \$ 200.00 (HNWH)	Emmis
WLIT, 93.9, 4 KW @ 1581, SOFT AC		, \$ 215.00 (Christal)	Viacom
WLNR, 106.3, 2 KW @ 297, AC		, \$ 40.00 (---)	(LANSING)
WLUP, 97.9, 6 KW @ 1174, AOR		, \$ 300.00 (MMR)	Evergreen
WNIB, 97.1, 8 KW @ 1190, CLASSICAL		, \$ 105.00 (CMBS)	
WNUA, 95.5, 8 KW @ 1174, JAZZ/NAC		, \$ 120.00 (Durpetti)	Pyramid
WOJO, 105.1, 6 KW @ 1170, HISPANIC		, \$ 95.00 (Katz Hisp)	Tichenor
WTHX, 101.9, 4 KW @ 1561, AC		, \$ 140.00 (McGuild)	Bonneville
WUSN, 99.5, 6 KW @ 1174, COUNTRY		, \$ 155.00 (MMR)	Cook Inlet
WVAZ, 102.7, 6 KW @ 1174, BLACK AC		ABC FM UNIPWR, \$ 185.00 (Durpetti)	Broadcast Partners
WXEZ, 100.3, 7 KW @ 1174, EZ		MBS, \$ 175.00 (Republic)	Century
WXRT, 93.1, 7 KW @ 1308, AOR		, \$ 160.00 (CBS)	
WYTZ, 94.7, 4 KW @ 1535, CHR		ABC R, \$ 158.00 (Banner)	Cap. Cities/ABC
WYSY, 107.9, 22 KW @ 734, AC		, \$ 55.00 (Beasley)	(AURORA)

CINCINNATI

Arbitron Rank/Pop (12+): 31/1,190,800
 MSA Rank/Pop: 30/1,730,000
 ADI # 30
 Average Person Ratings: 17.1
 Market TSL: 22.25 hours

Stations: 25/21
 Diaries: 1485/802:1/56.7%
 Sample Target: 1410
 % Below Line: 1.7
 % Not Listed: 10.5

1990 Revenue: \$55,000,000
 HH Inc.: \$32,910
 Retail \$: 13.2 Bill
 Pop per Station: 56,704
 #1 Biller: WLW \$13,700,000

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. WLW (MOR/FS)	227/11.2	15.0	12.1	9.7	8.4	12.0	351/5294	3550/29.8	32.0	23.4	14.7	286	3881	WLW
2. WKRQ-F (CHR)	199/ 9.8	8.9	10.4	9.5	10.5	9.6	255/3787	2763/23.2	27.4	25.5	12.6	245	3188	WKRQ-F
3. WEBN-F (AOR)	198/ 9.7	11.0	10.1	9.0	10.3	9.9	252/3201	2592/21.8	22.7	22.7	12.7	247	3420	WEBN-F
4. WIZF-F (B)	146/ 7.2	7.5	5.3	6.6	5.9	6.7	157/1367	1300/10.9	8.8	8.8	8.7	170	1919	WIZF-F
5. WWEZ-F (EZ/SAC)	144/ 7.1	6.1	7.0	6.9	8.6	6.8	187/2307	1787/15.0	14.7	16.3	5.0	97	1518	WWEZ-F
6. WGRR-F (AC)	111/ 5.5	5.8	7.6	5.5	3.8	6.1	157/2267	1594/13.4	16.0	9.7	5.8	113	1296	WGRR-F
7. WUBE-AF (C)	109/ 5.4	3.9	4.9	5.0	5.7	4.8	161/2234	1550/13.0	11.0	12.7	5.3	100	1328	WUBE-AF
8. WWNK-F (AC)	109/ 5.4	4.7	5.2	5.8	5.7	5.3	142/2447	1866/15.7	13.5	14.4	5.1	99	1450	WWNK-F
9. WRRM-F (AC)	98/ 4.8	4.8	4.5	5.2	4.7	4.8	121/2011	1677/14.1	11.6	12.2	4.2	82	1252	WRRM-F
10. WKRC (MOR/FS)	93/ 4.6	5.0	4.9	5.0	6.1	4.9	125/2566	1906/16.0	13.8	19.9	3.6	71	1402	WKRC
11. WCKY (N/T)	91/ 4.5	3.3	4.4	4.8	4.8	4.3	100/1371	1213/10.2	10.1	11.7	4.4	85	1129	WCKY
12. WOFX-F (O)	62/ 3.0	5.3	3.7	4.9	5.4	4.2	88/1878	1452/12.2	11.3	15.9	3.4	67	1505	WOFX-F
13. WMLX (BB)	61/ 3.0	1.8	2.3	3.4	3.0	2.6	64/413	403/ 3.4	2.5	3.5	0.8	16	310	WMLX
14. WBVE-F (C)	38/ 1.9	1.9	2.5	1.9	2.5	2.0	59/1065	732/ 6.1	5.7	7.3	2.0	39	546	WBVE-F
15. WNOP (J/NA)	26/ 1.3	0.4	0.3	0.7	1.2	0.7	26/159	159/ 1.3	1.0	1.1	0.3	5	90	WNOP

12+ FM SHARE (METRO): 70.18% (1278 of 1821) (FAL 89: 71.17%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKRQ-F>>	1 WEBN-F>	1 WEBN-F>	1 WEBN-F	1 WLW	1 WLW	1 WEBN-F<	1 WEBN-F	1 WKRQ-F<	1 WLW >	1 WLW
2 WIZF-F>	2 WKRQ-F	2 WLW <	2 WLW >	2 WEBN-F>	2 WWEZ-F>	2 WLW >	2 WWEZ-F	2 WLW	2 WKRQ-F	2 WIZF-F>
3 WWNK-F	3 WIZF-F>	3 WKRQ-F	3 WGRR-F	3 WGRR-F	3 WKRC <	3 WKRQ-F	3 WLW	3 WEBN-F>	3 WIZF-F>	3 WUBE-F
4 WEBN-F	4 WLW	4 WIZF-F	4 WIZF-F	4 WIZF-F	4 WCKY <	4 WKRC	4 WKRQ-F	4 WWEZ-F	4 WEBN-F	4 WKRC
5	5 WWNK-F	5 WGRR-F	5 WWNK-F	5 WWEZ-F	5 WGRR-F	5 WIZF-F	5 WGRR-F<	5 WIZF-F	5 WWNK-F	5 WEBN-F
6	6 WRRM-F<	6 WRRM-F<	6 WRRM-F	6 WKRQ-F<	6 WUBE-AF	6 WRRM-F	6 WRRM-F	6 WUBE-AF	6 WGRR-F	6 WKRQ-F
7	7 WOFX-F	7 WWNK-F	7 WKRQ-F	7 WWNK-F	7 WCKY	7 WCKY	7 WWNK-F	7 WGRR-F	7 WCKY	7 WCKY
				7 WRRM-F				8 WRRM-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKRQ-F	1 WEBN-F	1 WEBN-F	1 WKRQ-F	1 WWEZ-F	1 WEBN-F>	1 WEBN-F>>	1 WEBN-F>	1 WEBN-F	1 WLW
2 WEBN-F	2 WKRQ-F	2 WIZF-F	2 WIZF-F<	2 WWNK-F<	2 WKRQ-F>>	2 WLW >>	2 WLW >>	2 WLW >	2 WEBN-F>
3 WIZF-F>	WIZF-F>	3 WKRQ-F<	3 WIZF-F	3 WIZF-F	3 WOFX-F	3 WKRQ-F>	3 WIZF-F	3 WGRR-F	3 WGRR-F
4 WRRM-F	4 WRRM-F<	4 WWNK-F	4 WWNK-F<	4 WRRM-F	WIZF-F>	4 WIZF-F<	4 WOFX-F>	4 WKRQ-F	4 WUBE-AF
5 WUBE-AF	5 WWNK-F	5 WRRM-F	5 WRRM-F	5 WGRR-F	5 WGRR-F	5 WOFX-F	5 WKRQ-F	5 WUBE-AF<	5 WKRQ-F<
6 WWNK-F	6	6 WGRR-F	6 WWEZ-F	6 WKRQ-F	6	6	6	6 WIZF-F	6 WIZF-F
7 WOFX-F	7	7	7 WGRR-F	7 WEBN-F	7	7	7	7 WOFX-F	7
				8 WLW					

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA CUME	TSA
TOP 40/CHR/CONTEMP		209 (2)	209 (2)	11.5	11.8	WAKW-F 93.3 Cincinnati	1.0/3.5/ 28/ 606		
AOR/CLASSIC		211 (3)	211 (3)	11.6	12.3	WOXY-F 97.7 Oxford/Cinci	0.3/1.1/ 12/ 297		
AC/OLDIES/SOFT ROCK	23 (1)	380 (4)	403 (5)	22.1	19.1	WRBZ-F 107.1 Milford	0.6/2.4/ 12/ 325		
MOR/VARIETY	320 (2)		320 (2)	17.6	15.7	WSAI 1360 Cincinnati	1.1/3.3/ 31/ 522		
COUNTRY	9 (2)	156 (3)	165 (5)	9.1	8.7	WTSJ 1050 Cincinnati	0.6/1.5/ 13/ 180		
BLACK/URBAN		146 (1)	146 (1)	8.0	10.6				
BEAUTIFUL/EASY		144 (1)	144 (1)	7.9	9.4	WGTZ-F 92.9 Eaton/Dayton	0.5/1.5/ 40/ 935		
NEWS/TALK	91 (1)		91 (1)	5.0	5.2	WHKO-F 99.1 Dayton/Sprngfld	0.5/2.3/ 70/ 981		
NOSTALGIA	61 (1)		61 (1)	3.3	3.3	WPFB 910 Middleton	0.3/1.0/ 12/ 254		
RELIGION/GOSPEL	13 (1)		13 (1)	0.7	1.4	WTUE-F 104.7 Dayton	0.3/2.1/ 34/ 714		
SPANISH									
CLASSICAL					0.9				
JAZZ/NEW AGE	26 (1)	12 (1)	38 (2)	2.1	1.7				
UNKNOWN/OTHERS		20 (1)	20 (1)	1.1					
		543 (9)	1278 (16)	1821 (25)					

RADIO STATIONS

AM STATIONS

WCIN,	1480,	5 KW/500 W (DA-2),	Black	,	\$ 25.00	(CMBS)	
WCKY,	1530,	50 KW (DA-N)	News/Talk		CBS NBC, \$ 62.00	(Mc-Guild)	Federated
WKRC,	550,	5 KW/1KW (DA-2)	Full Service		ABC E, \$ 90.00	(Katz)	Great American
WLW,	700,	50 KW	Full Service/Talk		ABC I, \$125.00	(Eastman)	Jacor
WMLX,	1180,	1 KW (Days, DA)	Nostalgia		SMN UNISUP, \$ 30.00	(MMR)	Hoker (FLORENCE, KY)
WNOP,	740,	1 KW (Days, DA)	Jazz/Variety		\$ 25.00	(---)	(NEWPORT, KY)
WSAI,	1360,	5 KW (DA-N)	Oldies		\$ 28.00	(MMR)	Booth
WUBE,	1230,	1 KW	See WUBE-FM				

FM STATIONS

WZRQ,	96.5,	31 KW @ 810	AOR		UNIPWR, \$ 48.00	(Eastman)	(HAMILTON)
WEBN,	102.7,	16 KW @ 905	AOR		\$135.00	(Eastman)	Jacor
WGRR,	103.5,	19 KW @ 790	Oldies		\$ 59.00	(Republic)	Dalton (HAMILTON)
WIZF,	100.9,	1 KW @ 466	Black		ABC C, \$ 35.00	(Banner)	Interurban
WKRQ,	101.9,	16 KW @ 874	CHR		ABC FM, \$110.00	(Katz)	Great American
WOFX,	94.9,	31 KW @ 640	Oldies		\$ 69.00	(MMR)	Hoker (FAIRFIELD)
WRBZ,	107.1,	3 KW @ 300	Jazz/NAC		\$ 33.00	(K & P)	(MILFORD)
WRRM,	98.5,	18 KW @ 808	AC		\$ 83.00	(Christal)	Susquehanna
WUBE,	105.1,	14 KW @ 920	Country		\$ 75.00	(Christal)	American
WWEZ,	92.5,	16 KW @ 905	EZ		UNISUP, \$ 66.00	(Mc-Guild)	Federated
WWNK,	94.1,	32 KW @ 600	AC		\$ 77.00	(MMR)	Booth

MISCELLANEOUS: WBVE to WZRQ and format from Country to AOR (Dec) (The call letter change is in litigation because of an objection by WKRQ) . . . WCIN - from Classical to Black (Dec) . . . WBVE-F (Hamilton) - Sold by Reams for \$3,200,000 (Stevens)

CLEVELAND

Arbitron Rank/Pop (12+): 23/1,753,100
 MSA Rank/Pop: 26/1,840,000
 ADI # 11
 Average Person Ratings: 17.1
 Market TSL: 22.25 hours

Stations: 25/20
 Diaries: 1810/968:1/57.9%
 Sample Target: 1725
 % Below Line: 3.1
 % Not Listed: 11.2

1990 Revenue: \$55,500,000
 HH Inc.: \$29,425
 Retail \$: 14.2 Bil
 Pop per Station: 87,655
 #1 Biller: WLTF-F \$8,200,000

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. WLTF-F (AC)	324/10.8	7.5	10.4	9.0	7.9	9.4	386/4977	3842/21.9	22.4	20.0	10.4	304	3144	WLTF-F
2. WGAR-F (C)	225/ 7.5	6.5	6.9	5.2	4.9	6.5	325/4092	2782/15.9	13.6	12.3	6.6	192	1960	WGAR-F
3. WZAK-F (B)	219/ 7.3	8.8	6.9	6.6	7.2	7.4	266/3003	2434/13.9	12.7	13.2	10.0	291	3374	WZAK-F
4. WDOK-F (SAC)	212/ 7.1	6.4	6.5	7.1	8.5	6.8	282/4075	2965/16.9	16.3	20.7	5.2	153	2177	WDOK-F
5. WMJI-F (AC)	203/ 6.8	7.1	7.1	7.4	6.8	7.1	272/4210	2915/16.6	17.8	18.8	6.7	195	2456	WMJI-F
6. WMMS-F (AOR)	202/ 6.8	9.3	7.6	8.5	8.2	8.1	271/4505	3040/17.3	20.4	22.2	10.3	300	3668	WMMS-F
7. WPHR-F (CHR)	156/ 5.2	5.6	4.8	4.5	5.4	5.0	256/4347	2770/15.8	15.0	15.7	7.8	227	3150	WPHR-F
8. WNCX-F (AOR)	154/ 5.2	6.7	5.3	4.9	6.1	5.5	212/3205	2205/12.6	13.5	14.8	5.0	147	2361	WNCX-F
9. WQAL-F (EZ)	132/ 4.4	5.3	5.7	8.1	5.9	5.9	172/2568	1995/11.4	14.2	14.5	2.0	59	1473	WQAL-F
10. WWWE (N/T)	121/ 4.0	4.8	5.1	4.0	4.6	4.5	170/3527	2499/14.3	15.1	17.2	3.3	97	1825	WWWE
11. WRMR (BB)	120/ 4.0	5.3	5.7	4.5	4.8	4.9	164/1997	1547/ 8.8	10.7	9.7	4.9	143	1559	WRMR
12. WJMO-F (B)	104/ 3.5	3.2	4.1	2.9	2.2	3.4	107/2334	2223/12.7	12.5	9.4	4.4	128	2401	WJMO-F
13. WERE (N/T)	73/ 2.4	3.3	2.0	2.8	2.4	2.6	75/1190	1126/ 6.4	6.8	9.1	1.5	43	855	WERE
14. WNWV-F (J/NA)	72/ 2.4	1.3	1.5	1.9	2.1	1.8	97/1804	1454/ 8.3	5.0	8.0	2.8	82	1101	WNWV-F
15. WCLV-F (CL)	66/ 2.2	1.5	1.7	2.8	2.6	2.0	79/1440	1170/ 6.7	5.9	7.0	1.4	41	1015	WCLV-F
16. WHK (N)	55/ 1.8	1.2	1.2	0.8	1.5	1.3	60/1155	973/ 5.6	4.5	5.5	1.3	37	691	WHK
17. WJMO (B)	54/ 1.8	1.4	1.8	2.5	2.6	1.9	54/652	652/ 3.7	4.7	6.4	1.3	38	668	WJMO
18. WABQ (R/G)	42/ 1.4	0.9	1.0	1.9	1.2	1.3	42/445	440/ 2.5	1.9	2.4	1.3	37	670	WABQ
19.														
20.														

12+ FM SHARE (METRO): 80.49% (2137 of 2655) (FAL 89: 77.75%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPHR-F>>	1 WLTF-F	1 WLTF-F>	1 WLTF-F<	1 WLTF-F	1 WDOK-F	1 WLTF-F	1 WLTF-F	1 WLTF-F>	1 WZAK-F	1 WZAK-F
2 WZAK-F>	2 WMMS-F	2 WMMS-F<	2 WMJI-F	2 WMJI-F	2 WGAR-F<	2 WMJI-F	2 WDOK-F	2 WDOK-F	2 WLTF-F<	2 WGAR-F
3 WLTF-F	3 WZAK-F<	3 WMJI-F	3 WMMS-F	3 WDOK-F	3 WLTF-F	3 WMMS-F	3 WGAR-F	3 WZAK-F	3 WPHR-F>	3 WLTF-F
4 WMMS-F	4 WNCX-F>	4 WZAK-F	4 WZAK-F<	4 WMMS-F<	4 WMJI-F	4 WGAR-F	4 WMMS-F<	4 WGAR-F	4 WGAR-F>	4 WHK
5	5 WPHR-F	5 WNCX-F	5 WDOK-F	5 WGAR-F	5 WRMR	5 WDOK-F	5 WMJI-F	5 WMMS-F<	5 WWWE	5 WDOK-F
6	6 WMJI-F	6 WDOK-F	6 WZAK-F	6 WZAK-F	6 WWWE	6 WZAK-F>	6 WQAL-F	6 WNCX-F	6 WNCX-F	6 WWWE
7	7 WNCX-F<	7 WGAR-F	7 WGAR-F	7 WNCX-F	7 WQAL-F	7 WWWE	7 WNCX-F	7 WNCX-F	7 WNCX-F	7 WNCX-F
8	8 WJMO-F	8	8	8 WQAL-F	8	8	8 WZAK-F	8 WPHR-F	8	8 WERE

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WLTF-F	1 WLTF-F>	1 WLTF-F>>	1 WLTF-F>	1 WLTF-F>	1 WMMS-F	1 WNCX-F<	1 WNCX-F	1 WNCX-F<	1 WMJI-F
2 WZAK-F	2 WZAK-F	2 WZAK-F	2 WZAK-F	2 WMJI-F<	2 WNCX-F>	2 WMMS-F>	2 WMMS-F>	2 WMMS-F	2 WLTF-F
3 WPHR-F	3 WMMS-F<	3 WMMS-F	3 WMJI-F	3 WGAR-F<	3 WZAK-F	3 WZAK-F	3 WZAK-F	3 WLTF-F	3 WNCX-F<
4 WMMS-F	4 WPHR-F>	4 WPHR-F	4 WMMS-F<	4 WDOK-F<	4 WLTF-F	4 WLTF-F	4 WMJI-F	4 WMJI-F>	4 WMMS-F
5 WJMO-F>	5 WJMO-F	5 WMJI-F	5 WDOK-F	5 WZAK-F	5 WPHR-F	5 WMJI-F	5 WLTF-F	5 WZAK-F>	5 WDOK-F
6 WNCX-F	6 WMJI-F	6 WGAR-F	6 WGAR-F	6 WQAL-F<	6 WGAR-F	6 WGAR-F>	6 WNWV-F	6 WDOK-F	6 WZAK-F
7	7 WNCX-F	7 WNWV-F	7 WPHR-F	7 WMMS-F	7 WJMO-F	7 WPHR-F	7 WGAR-F	7 WGAR-F	7 WGAR-F
8	8 WGAR-F	8 WJMO-F<	8 WJMO-F	8	8	8 WDOK-F	8	8	8 WNWV-F
		9 WNCX-F	9 WQAL-F						9 WWWE

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		178 (2)	178 (2)	6.7	9.6	WEOL 930 Elyria	0.6/1.3/ 17/ 222
AOR/CLASSIC		380 (3)	380 (3)	14.3	16.6	WKNR 1220 Cleveland	0.3/1.5/ 17/ 422
AC/OLDIES/SOFT ROCK	10 (1)	751 (4)	761 (5)	28.7	26.1		
MOR/VARIETY	17 (1)		17 (1)	0.6	1.5	CKLW 800 Windsor	0.9/2.8/ 42/ 798
COUNTRY		225 (1)	225 (1)	8.5	6.1	WKDD-F 96.5 Akron/Canton	0.7/4.2/121/2518
BLACK/URBAN	54 (1)	323 (2)	377 (3)	14.2	10.9	WNCO-F 101.3 Ashland/Mansfld	0.3/0.5/ 88/ 964
BEAUTIFUL/EASY		132 (1)	132 (1)	5.0	6.7	WONE-F 97.5 Akron/Cleveland	0.8/3.8/168/2461
NEWS/TALK	249 (3)		249 (3)	9.4	9.6	WQMX-F 94.9 Medina/Akron	0.4/1.6/ 59/1096
NOSTALGIA	146 (2)		146 (2)	5.5	6.3		
RELIGION/GOSPEL	42 (1)		42 (1)	1.6	1.4		
SPANISH							
CLASSICAL		66 (1)	66 (1)	2.5	2.9		
JAZZ/NEW AGE		72 (1)	72 (1)	2.7	2.4		
UNKNOWN/OTHERS		10 (1)	10 (1)	0.4			
	518 (9)	2137 (16)	2655 (25)				

RADIO STATIONS

AM STATIONS

WABQ, 1540, 1 KW (Days)	,	Religion	NBN, \$ 20.00	(---)	
WERE, 1300, 5 KW (DA-1)	,	Talk	MBS, \$ 50.00	(Mc-Guild)	Metroplex
WKNR, 1220, 50 KW (DA-N)	,	Country	, \$ NA	(---)	
WHK, 1420, 5 KW (DA-N)	,	Business News	NBC TALKNT, \$ 35.00	(Katz)	Malrite
WJMO, 1490, 1 KW	,	Black	SBN, \$ 30.00	(MMR)	United
WRMR, 850, 10 KW/5 KW (DA-2)	,	Nostalgia	APR UNISUP, \$ 44.00	(Christal)	
WWWE, 1100, 50 KW	,	News/Talk	CBS ABC T, \$ 80.00	(Eastman)	Booth

FM STATIONS

WCLV, 95.5, 31 KW @ 620	,	Classical	, \$ 55.00	(HNWH)	
WDOK, 102.1, 12 KW @ 1005	,	Soft AC	, \$ 70.00	(Republic)	
WGAR, 99.5, 50 KW @ 500	,	Country	ABC E, \$ 80.00	(HNWH)	Nationwide
WMJO, 92.3, 27 KW @ 235	,	CHR/Urban	ABC R ABC FM, \$ 50.00	(MMR)	United
WLTf, 106.5, 11 KW @ 1060	,	AC	APR, \$140.00	(Christal)	Booth
WMJI, 105.7, 27 KW @ 900	,	AC	, \$110.00	(Eastman)	Legacy
WMMS, 100.7, 34 KW @ 600	,	AOR	SOURCE NBC, \$160.00	(Katz)	Malrite
WNCX, 98.5, 16 KW @ 961	,	Classic AOR	ABC RM RADRAD, \$ 85.00	(Mc-Guild)	Metroplex
WNWV, 107.3, 50 KW @ 466	,	Jazz/NAC	SMN, \$ 55.00	(Torbet)	(ELYRIA)
WPHR, 107.9, 16 KW @ 892	,	CHR	SOURCE UNIPWR, \$ 60.00	(Torbet)	Ardman
WQAL, 104.1, 11 KW @ 1060	,	Oldies/AC	UNISUP, \$ 75.00	(Banner)	ML/Win
WZAK, 93.1, 27 KW @ 623	,	Black	RADRAD, \$ 80.00	(Durpetti)	Zapis

MISCELLANEOUS: WGAR changes to WKNR (June) . . .

COLORADO SPRINGS

Arbitron Rank/Pop (12+): 108/334,400

Stations: 22/17

1990 Revenue: \$10,400,000

MSA Rank/Pop: 117/406,000

Diaries: 798/419:1/56.8%

HH Inc.: \$29,615

ADI # 99 (w/Pueblo)

Sample Target: 760

Retail \$: 2.9 Bil

Average Person Ratings: 17.1

% Below Line: 6.3

Pop per Station: 19,670

Market TSL: 22.75 hours

% Not Listed: 14.2

#1 Biller: KKCS-AF \$1,600,000

12+ METRO	1/4/SHARE	SPG				4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING		SPG		Birch Share	Birch AQH	Birch Cume	
		90	89	89	88			90	89						
1. KKCS-AF (C)	82/14.4	10.9	9.3	8.4	7.8	----	104/1275	907/27.1	18.1	17.6	13.6	78	874	KKCS-AF	
2. KKFM-F (CL AOR)	44/ 7.7	6.2	7.5	7.1	6.5	----	66/713	541/16.2	15.0	15.4	7.3	42	519	KKFM-F	
3. KIKX-F (CHR)	43/ 7.5	8.5	5.6	5.9	7.8	----	53/813	606/18.1	23.2	18.0	6.1	35	688	KIKX-F	
4. KCLI-F (SAC)	37/ 6.5	2.2	3.1	4.1	4.8	----	39/473	453/13.5	7.8	9.8	3.7	21	217	KCLI-F	
5. KKM-F (CHR)	36/ 6.3	8.4	6.5	7.1	5.2	----	61/673	449/13.4	18.0	14.3	14.3	82	805	KKM-F	
6. KSPZ-F (O)	34/ 6.0	7.0	2.7	5.2	4.3	----	49/608	482/14.4	18.1	10.3	6.3	36	445	KSPZ-F	
7. KATM-F (AOR)	32/ 5.6	7.2	4.8	7.5	4.8	----	42/588	456/13.6	19.9	15.6	6.3	36	460	KATM-F	
8. KRDO-F (EZ)	30/ 5.3	6.5	6.8	6.2	8.9	----	44/751	450/13.5	16.8	15.4	3.1	18	375	KRDO-F	
9. KILO-F (AOR)	28/ 4.9	7.4	7.5	6.1	9.6	----	39/609	438/13.1	16.7	15.7	7.3	42	460	KILO-F	
10. KVOR (N/T)	27/ 4.7	4.4	3.6	5.2	4.3	----	29/475	431/12.9	11.6	11.6	3.8	22	236	KVOR	
11. KVUU-F (AC)	25/ 4.4	7.4	6.3	9.8	8.1	----	37/687	504/15.1	17.0	18.2	5.6	32	406	KVUU-F	
12. KOA (N/T)	24/ 4.2	2.2	5.1	3.0	3.3	----	48/729	419/12.5	8.5	13.0	4.2	24	297	KOA	
13. KSSS (C)	10/ 1.8	3.5	3.8	2.9	4.8	----	13/267	234/ 7.0	9.0	6.8	2.6	15	253	KSSS	
14. KBZE-F (J/NA)	9/ 1.6	1.3	2.1	1.6	0.4	----	10/166	145/ 4.3	4.5	6.1	2.1	12	110	KBZE-F	
15. KRDO (O)	7/ 1.2	1.8	2.9	3.6	2.4	----	8/251	200/ 6.0	8.0	9.9	1.4	8	178	KRDO	
KCMN (BB)	7/ 1.2	0.7	2.2	0.7	2.6	----	7/115	97/ 2.9	3.0	3.7	1.2	7	79	KCMN	
17.															
18.															
19.															
20.															

12+ FM SHARE (METRO): 82.86% (406 of 490) (FAL 89: 77.55%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KIKX-F	1 KKCS-AF	1 KKCS-AF>	1 KKCS-AF	1 KKCS-AF>	1 KKCS-AF>	1 KKCS-AF>	1 KKCS-AF>	1 KKCS-AF>	1 KATM-F<	1 KKCS-F
2 KKM-F>	2 KKFM-F	2 KKFM-F	2 KKFM-F	2 KKFM-F	2 KRDO-F	2 KKFM-F	2 KKFM-F<	2 KIKX-F	2 KIKX-F	2 KOA
3 KATM-F	3 KILO-F<	3 KCLI-F	3 KSPZ-F	3 KSPZ-F	3 KVOR	3 KVOR <	3 KCLI-F	3 KKFM-F	3 KKM-F	3 KRDO-F
4	4 KIKX-F<	4 KSPZ-F	4 KCLI-F>	4 KCLI-F	KSPZ-F	4 KIKX-F<	4 KSPZ-F	4 KCLI-F	4 KKFM-F	KILO-F
5	5 KATM-F	5 KIKX-F<	5 KVUU-F	5 KVUU-F	5	5 KCLI-F<	5 KRDO-F<	5 KSPZ-F	5 KKCS-AF	5
6	6 KCLI-F	6 KILO-F	6	6	6	6 KKM-F	6 KIKX-F	6 KKM-F	6 KILO-F	6
7	7 KKM-F									

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKCS-AF	1 KKCS-AF	1 KKFM-F>	1 KKCS-AF>	1 KKCS-AF>	1 KATM-F>	1 KILO-F	1 KKFM-F	1 KKFM-F<	1 KKCS-AF
KIKX-F	2 KIKX-F	2 KKCS-AF	2 KSPZ-F	2 KSPZ-F	2 KILO-F	2 KKFM-F	2 KCLI-F	2 KKCS-AF	2 KKFM-F>
3 KKM-F	3 KKM-F	3 KVUU-F	3 KCLI-F	3 KVUU-F	3 KIKX-F>	3 KATM-F	3 KILO-F	3 KILO-F	3 KCLI-F
KCLI-F	4 KCLI-F	KSPZ-F	4 KVUU-F	4 KKFM-F	4 KKFM-F	4 KKCS-AF	4 KKCS-AF	4 KATM-F	4 KSPZ-F
5 KATM-F	5 KKFM-F	KIKX-F	KIKX-F	5 KCLI-F	5 KKCS-AF	5 KCLI-F	5 KKM-F	5 KCLI-F	5 KILO-F
6	6	6 KKM-F	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME	
TOP 40/CHR/CONTEMP AOR/CLASSIC		79 (2)	79 (2)	16.1	20.6	KWYD	1580	Colorado Sprngs	0.5/1.7/	3/ 58
AC/OLDIES/SOFT ROCK	5 (1)	106 (4)	111 (5)	22.7	18.3					
MOR/VARIETY		96 (3)	103 (4)	21.0	20.4	KBCO-F	97.3	Boulder	0.4/1.5/	3/ 63
COUNTRY	11 (2)	81 (1)	92 (3)	18.8	15.8	KLZ	560	Denver	0.9/1.4/	11/ 112
BLACK/URBAN						KOSI-F	101.1	Denver	0.4/1.3/	2/ 54
BEAUTIFUL/EASY		32 (2)	32 (2)	6.5	8.3	KVOD-F	99.5	Denver/Boulder	0.5/1.7/	3/ 56
NEWS/TALK	51 (2)		51 (2)	10.4	10.6					
NOSTALGIA	7 (1)		7 (1)	1.4	2.7					
RELIGION/GOSPEL										
SPANISH										
CLASSICAL		3 (1)	3 (1)	0.6						
JAZZ/NEW AGE		9 (1)	9 (1)	1.8	2.5					
UNKNOWN/OTHERS	3 (1)		3 (1)	0.6						
	84 (8)	406 (14)	490 (22)							

RADIO STATIONS

KCMN, 1530, 1 KW (DAYS)	, NOSTALGIA	CNN, UNISUP	, \$ 14.00 (K & P)	
KRDO, 1240, 1 KW (DA-1)	, OLDIES		, \$ 13.00 (HNWH)	
KSSS, 740, 3.5KW/1.5 KW(DA-2)	, COUNTRY	ABC I	, \$ 20.00 (McGuild)	Lakoduk
KVOR, 1300, 5 KW/1 KW	, NEWS/TALK	ABC I, TALKNT	, \$ 23.00 (Katz)	
KBZE-F, 105.5, 60W @ 2230	, JAZZ/NAC		, \$ 18.00 (---	(SECURITY)
KATM-F, 100.7, 13 KW @ 2123	AOR		, \$ 22.00 (Banner)	Surrey (PUEBLO)
KIKX-F, 102.7, 100 KW @ 2000	CHR		, \$ 37.00 (McGuild)	
KILO-F, 93.9, 83 KW @ 2110	AOR		, \$ 36.00 (Republic)	Bahakel
KKFM-F, 98.1, 71 KW @ 2290	CLASSIC AOR	SOURCE	, \$ 32.00 (Crystal)	Citadel
KKLI-F, 106.3, 71 W @ 1988	SOFT AC		, \$ 15.00 (Torbet)	Tippie
KKMG-F, 98.9, 70 KW @ 2300	CHR		, \$ 26.00 (Banner)	(PUEBLO)
KRDO-F, 95.1, 96 KW @ 2010	BTFL/EZ		, \$ 30.00 (HNWH)	
KSPZ-F, 92.9, 72 KW @ 2130	AC/OLDIES	UNISUP	, \$ 31.00 (Katz)	
KVUU-F, 99.9, 96 KW @ 2000	AC	ABC E	, \$ 39.00 (McGuild)	Lakoduk (PUEBLO)
KKCS-F, 101.9, 79 KW @ 2080	COUNTRY		, \$ 40.00 (Torbet)	
KOA -- See Denver				

MISCELLANEOUS: KVOR, KSPZ-F sold from Penn to Unistar for \$2,500,000 (MVP) . . .

COLUMBIA, SC

Arbitron Rank/Pop (12+): 91/384,700
 MSA Rank/Pop: 105/465,000
 ADI # 82
 Average Person Ratings: 16.6
 Market TSL: 21.75 hours

Stations: 15/14
 Diaries: 799/481:1/56.3%
 Sample Target: 810
 % Below Line: 0.3
 % Not Listed: 13.8

1990 Revenue: \$14,100,000
 HH Inc.: \$32,602
 Retail \$: 3.5 Bill
 Pop per Station: 27,478
 #1 Biller: WCOS-AF \$3,100,000

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume
1. WWDN-F (B)	105/16.5	17.7	15.7	15.7	15.2	----	243/1886	913/23.7	23.0	22.4	24.5	157	1114
2. WCOS-F (C)	94/14.8	15.4	14.1	15.4	16.5	----	172/1902	992/25.8	31.1	25.4	13.3	85	1112
3. WNOK-F (CHR)	73/11.5	9.5	6.5	7.3	10.1	----	131/1694	968/25.2	23.2	21.7	9.4	60	916
4. WCEZ-F (EZ)	41/ 6.4	4.4	5.1	6.9	7.7	----	46/457	412/10.7	10.7	11.1	4.1	26	303
5. WMFX-F (CL AOR)	39/ 6.1	7.2	7.3	10.4	7.4	----	53/837	631/16.4	18.1	19.3	8.0	51	666
6. WTCB-F (AC)	38/ 6.0	6.2	8.8	6.6	6.4	----	54/963	604/15.7	16.1	19.1	5.6	36	495
7. WVOC (N/T)	37/ 5.8	6.2	6.6	5.5	5.4	----	46/786	715/18.6	15.0	16.6	6.2	40	630
8. WTGH (REL)	23/ 3.6	2.1	2.9	3.2	2.8	----	23/269	262/ 6.8	6.0	6.9	2.8	18	208
9. WOMG-F (O)	20/ 3.1	4.3	4.8	3.4	1.3	----	21/408	376/ 9.8	10.1	12.8	3.4	22	388
10. WYYS-F (CHR)	19/ 3.0	5.7	5.4	2.9	3.4	----	19/365	365/ 9.5	12.3	14.0	3.1	20	410
11. WOIC (B)	18/ 2.8	2.8	2.6	1.0	----	----	19/307	282/ 7.3	7.5	6.7	2.2	14	293
13. WKWQ-F (B)	18/ 2.8	1.2	1.5	0.7	0.7	----	22/267	256/ 6.7	3.9	6.1	1.4	9	355

12+ FM SHARE (METRO): 84.88% (466 of 549) (FAL 89: 85.55%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WWDN-F	1 WWDN-F	1 WWDN-F>	1 WWDN-F	1 WCOS-F	1 WWDN-F>>	1 WWDN-F>	1 WWDN-F	1 WWDN-F	1 WCOS-F>
2 WNOK-F>>	2 WNOK-F>>	2 WNOK-F	2 WNOK-F	2 WWDN-F>	2 WMFX-F	2 WMFX-F>	2 WMFX-F	2 WCOS-F	2 WWDN-F>
3 WCOS-F	3 WCOS-F	3 WMFX-F	3 WCOS-F>	3 WTCB-F	3 WNOK-F	3 WNOK-F	3 WCOS-F>	3 WMFX-F>	3 WVOC
4 WYYS-F	4 WMFX-F	4 WCOS-F>	4 WTCB-F>	4 WNOK-F>	4 WYYS-F	4 WCOS-F	4 WKWQ-F>	4 WNOK-F	4 WMFX-F>
5 WMFX-F	5	5 WSCQ-F	5 WSCQ-F	5 WSCQ-F	5	5 WKWQ-F	5 WVOC	5 WVOC	5 WTCB-F
6	6	6	6	6	6	6 WYYS-F	6 WNOK-F	6	6

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		94 (3)	94 (3)	17.1	13.9	WQXL 1470 Columbia	0.8/2.4/ 5/ 93
AOR/CLASSIC		39 (1)	39 (1)	7.1	8.4	WSCQ-F 100.1 West Columbia	2.7/7.7/ 18/ 303
AC/OLDIES/SOFT ROCK		75 (3)	75 (3)	13.7	21.0	WBBQ-F 104.3 Augusta	0.3/1.5/ 7/ 129
MOR/VARIETY							
COUNTRY		94 (1)	94 (1)	17.1	16.8		
BLACK/URBAN	18 (1)	123 (2)	141 (3)	25.7	22.7		
BEAUTIFUL/EASY		41 (1)	41 (1)	7.5	5.9		
NEWS/TALK	37 (1)		37 (1)	6.7	7.6		
NOSTALGIA							
RELIGION/GOSPEL	28 (2)		28 (2)	5.1	3.7		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	83 (4)	466 (11)	549 (15)				

RADIO STATIONS

WOIC, 1320, 5 KW/2.5KW (DA-N), BLACK	, \$ 14.00 (Katz)	Voyager
WTGH, 620, 1 KW/125 W (DA-1), GOSPEL	SBN, \$ 12.00 (---)	Willis
WVOC, 560, 5 KW (DA-N), NEWS/TALK	CBS, \$ 26.00 (Banner)	
WCEZ-F, 93.5, 1.6 KW @ 443, EZ	NBC, \$ 32.00 (Banner)	
WCOS-F, 97.9, 100 KW @ 984, COUNTRY	ABC E, \$ 70.00 (McGUILD)	Ragan Henry
WMFX-F, 102.3, 3 KW @ 320, CLASSIC AOR	, \$ 45.00 (Durpetti)	Baum
WNOK-F, 104.7, 100 KW @ 1004, CHR	ABC R, \$ 46.00 (Katz)	Voyager
WOMG-F, 103.1, 3 KW @ 300, OLDIES	MBS, UNISUP, \$ 25.00 (Banner)	John Price
WSCQ-F, 100.1, 3 KW @ 330, SOFT AC	RADRAD, \$ 23.00 (Republic)	
WTCB-F, 106.7, 100 KW @ 787, AC	APR, \$ 41.00 (Chrystal)	Bloomington
WWDN-F, 101.3, 100 KW @ 1322, Black	UNIPWR, \$ 55.00 (HNWH)	
WYYS-F, 96.7, 2.2 KW @ 384, CHR	, \$ 27.00 (---)	Universal

MISCELLANEOUS: WVOC/WCEZ-F - Sold to Bunyard/Dames for \$2,550,000 (Chapman) . . .

COLUMBUS, OH

Arbitron Rank/Pop (12+): 34/1,123,500
 MSA Rank/Pop: 35/1,360,000
 ADI # 34
 Average Person Ratings: 16.0
 Market TSL: 21.00 hours

Stations: 25/24
 Diaries: 1506/746:1/56.6%
 Sample Target: 1365
 % Below Line: 2.9
 % Not Listed: 12.0

1990 Revenue: \$42,000,000
 HH Inc.: \$27,661
 Retail \$: 10.9 B11
 Pop per Station: 46,812
 #1 Biller: WNCI-F \$9,000,000

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. WNCI-F (AC)	196/10.9	11.0	16.1	15.2	13.9	13.3	281/4097	2983/26.6	28.2	29.4	12.2	213	3248	WNCI-F
2. WSNY-F (AC)	195/10.8	8.1	9.9	10.0	10.3	9.7	211/3056	2718/24.2	21.6	26.0	10.5	183	2220	WSNY-F
3. WTVN (MOR)	153/ 8.5	9.8	10.2	9.2	9.7	9.4	187/2600	2064/18.4	17.9	17.2	4.9	85	1416	WTVN
4. WLWQ-F (AOR)	150/ 8.3	8.4	7.1	7.6	5.8	7.8	179/2670	2052/18.3	16.0	17.4	9.7	169	2090	WLWQ-F
5. WHOK-F (C)	106/ 5.9	4.6	5.1	6.0	6.0	5.4	154/2150	1472/13.1	9.6	11.7	7.9	138	1772	WHOK-F
6. WBNS-F (EZ/SAC)	87/ 4.8	5.2	5.1	6.6	6.5	5.4	98/1746	1541/13.7	13.0	13.7	4.3	75	1394	WBNS-F
7. WVKO (B)	79/ 4.4	4.9	4.2	4.9	3.6	4.6	79/816	816/ 7.3	7.4	7.5	4.1	71	881	WVKO
8. WMGG-F (CL AOR)	79/ 4.4	5.3	5.4	4.1	4.7	4.8	87/1784	1427/12.7	10.7	14.4	5.0	88	1167	WMGG-F
9. WCOL-F (O)	76/ 4.2	5.7	6.4	6.2	8.5	5.6	98/1987	1554/13.8	17.4	19.4	6.1	107	2114	WCOL-F
10. WBNS (BB)	74/ 4.1	3.0	1.2	1.5	2.5	2.5	80/1375	1298/11.6	4.5	11.3	2.2	38	670	WBNS
11. WCKX-F (B)	53/ 2.9	2.6	1.9	1.9	1.1	2.3	53/594	586/ 5.2	4.5	4.7	2.8	49	722	WCKX-F
12. WLW (MOR)	52/ 2.9	2.7	2.4	1.2	1.5	2.3	107/1837	909/ 8.1	6.7	5.1	1.5	27	523	WLW
13. WCLT-F (C)	45/ 2.5	1.7	2.0	1.5	1.1	1.9	60/848	553/ 4.9	4.9	2.9	2.5	44	621	WCLT-F
14. WMNI (C)	30/ 1.7	3.0	1.7	2.3	2.8	2.2	34/512	455/ 4.0	3.7	5.6	3.7	64	866	WMNI
15. WBBY-F (J/NA)	30/ 1.7	1.1	1.3	2.3	1.6	1.6	31/670	643/ 5.7	5.0	5.6	1.0	18	505	WBBY-F

12+ FM SHARE (METRO): 72.19% (1145 of 1586) (FAL 89: 72.81%)

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

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

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP					25.7	WCLT 1430 Newark	0.6/1.5/ 11/ 227
AOR/CLASSIC		256 (3)	256 (3)	16.1	11.9	WCOL 1230 Columbus	1.3/3.8/ 23/ 442
AC/OLDIES/SOFT ROCK	23 (1)	538 (6)	561 (7)	35.4	17.3	WHTH 790 Heath	0.4/0.8/ 7/ 95
MOR/VARIETY	216 (3)		216 (3)	13.6	15.8	WNKO-F 101.7 Newark/Heath	0.6/0.8/ 12/ 129
COUNTRY	37 (2)	151 (2)	188 (4)	11.9	11.0	WRFD 880 Columbus/Wrthgt	0.7/2.1/ 16/ 333
BLACK/URBAN	79 (1)	53 (1)	132 (2)	8.3	5.3	WSWZ-F 103.5 Lancaster	1.0/3.1/ 21/ 425
BEAUTIFUL/EASY		87 (1)	87 (1)	5.5	7.4	WTLT-F 107.1 Circleville/C1m	1.1/3.6/ 27/ 490
NEWS/TALK						WWCD-F 101.1 Grove Cty/C1mbs	1.5/2.8/ 28/ 352
NOSTALGIA	74 (1)		74 (1)	4.7	2.6	WXLE-F 103.1 Johnstown/C1mbs	1.4/4.5/ 28/ 637
RELIGION/GOSPEL	12 (1)	20 (1)	32 (2)	2.0	1.0	WXMX-F 98.9 Columbus	1.5/6.6/ 28/ 791
SPANISH							
CLASSICAL							
JAZZ/NEW AGE		30 (1)	30 (1)	1.9	1.8		
UNKNOWN/OTHERS		10 (1)	10 (1)	0.6	0.4		
	441 (9)	1145 (16)	1586 (25)				

RADIO STATIONS

AM STATIONS

WBNS, 1460,	5 KW/1 KW (DA-N) ,	Nostalgia	APR CBS, \$ 25.00	(Banner)	Columbus Dispatch
WCOL, 1230,	1 KW	Oldies	SMN CNN, \$ 30.00	(Christal)	Great Trails
WMNI, 920,	1 KW/500 W (DA-2),	Country	MBS NBC, \$ 31.00	(Torbet)	
WRFD, 880,	9 KW (Days, DA) ,	Religion	CNN UNIULT, \$ 20.00	(---)	Salem
WTVN, 610,	5 KW (DA-N) ,	Full Service	ABC I, \$119.00	(Katz)	Great American
WVVK, 1580,	1 KW/250 W (DA-2),	Black	SBN UNIPWR, \$ 34.00	(Mc-Guild)	Saga

FM STATIONS

WBBY, 103.9,	2.6 KW @ 356	, Jazz	NBC, \$ 32.00	(---)	(WESTERVILLE)
WBNS, 97.1,	20 KW @ 780	, EZ/SAC	, \$ 68.00	(Banner)	Columbus Dispatch
WCKX, 106.3,	3 KW @ 328	, Black	NBN, \$ 25.00	(Roslin)	(LONDON)
WHOK, 95.5,	50 KW @ 492	, Country	APR, \$ 46.00	(Christal)	
WLVQ, 96.3,	18 KW @ 753	, AOR	, \$133.00	(Katz)	Great American
WMGG, 99.7,	20 KW @ 783	, Classic AOR	, \$ 64.00	(Torbet)	
WNCI, 97.9,	175 KW @ 560	, CHR	APR, \$155.00	(MMR)	Nationwide
WSNY, 94.7,	22 KW @ 753	, AC	, \$153.00	(Mc-Guild)	Saga
WXGT, 92.3,	22 KW @ 753	, Oldies	RADRAD UNIPWR, \$ 70.00	(Christal)	Great Trails
WXLE, 103.1,	1.6 KW @ 445	, Oldies	ABC FM MBS, \$ 26.00	(Durpetti)	US Radio(JOHNSTOWN)
WXMX, 98.9,	3 KW @ 328	, Soft AC	CNN UNISUP, \$ 24.00	(Republic)	

MISCELLANEOUS: WXGT-F to WCOL-F (Nov); WCOL-F changes from CHR to Oldies (Nov) . . . WCOL-AM - From Nostalgia to Oldies . . .
 WBNS-AM - From MOR/FS to Nostalgia . . .

CORPUS CHRISTI

Arbitron Rank/Pop (12+): 130/284,100

Stations: 20/18
Diaries: 725/392:1/46.3%
Sample Target: 715
% Below Line: 0.8
% Not Listed: 10.4

1990 Revenue: \$8,300,000
HH Inc.: \$27,776
Retail \$: 2.3 B11
Pop per Station: 15,783
#1 Biller: KOUL-F \$1,400,000

MSA Rank/Pop: 137/361,000

ADI # 122

Average Person Ratings: 17.6

Market TSL: 23.25 hours

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. KZFM-F (CHR)	73/14.6	16.7	13.9	13.0	14.5	----	93/1077	764/26.9	31.6	29.4	20.3	137	1255	KZFM-F
2. KOUL-F (C)	69/13.8	11.7	14.3	12.8	14.9	----	103/1063	743/26.2	22.5	28.0	14.6	99	1007	KOUL-F
3. KRYS-F (C)	64/12.8	9.8	6.9	7.6	8.2	----	107/1135	729/25.7	22.8	17.9	12.6	85	834	KRYS-F
4. KUNO (SP)	44/ 8.8	7.9	6.9	9.3	7.4	----	51/423	360/12.7	11.0	12.5	6.1	41	316	KUNO
5. KNCN-F (AOR)	41/ 8.2	6.9	8.8	8.6	9.3	----	66/692	485/17.1	17.7	20.1	10.4	70	930	KNCN-F
6. KMXR-F (AC)	30/ 6.0	7.5	5.2	5.3	4.6	----	31/418	379/13.3	16.3	15.3	5.3	36	429	KMXR-F
7. KCCT (SP)	24/ 4.8	4.6	4.2	3.7	4.1	----	35/263	194/ 6.8	10.1	9.9	2.1	14	165	KCCT
8. KMIQ-F (SP)	20/ 4.0	2.7	2.3	----	----	----	22/208	182/ 6.4	7.2	6.3	4.3	29	413	KMIQ-F
9. KLTG-F (O)	20/ 4.0	4.8	7.1	3.1	6.5	----	27/379	317/11.2	12.1	15.6	5.6	38	372	KLTG-F
10. KWVS-F (AC)	14/ 2.8	2.7	2.3	2.7	----	----	15/159	150/ 5.3	6.3	5.1	1.9	13	162	KWVS-F
11. KDAE (EZ)	11/ 2.2	1.5	2.5	2.7	2.0	----	11/122	122/ 4.3	3.6	5.1	0.9	6	75	KDAE
12. KSIX (EZ)	9/ 1.8	1.5	1.9	2.3	2.6	----	10/152	146/ 5.1	6.1	4.9	1.2	8	126	KSIX
13. KCTA (REL)	6/ 1.2	1.5	2.1	1.4	1.7	----	11/144	84/ 3.0	4.0	2.8	1.2	8	90	KCTA
14.														
15.														

12+ FM SHARE (METRO): 76.06% (340 of 447) (FAL 89: 75.98%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KZFM-F>>	1 KZFM-F	1 KRYS-F>	1 KZFM-F	1 KRYS-F	1 KNCN-F>>	1 KNCN-F>	1 KRYS-F	1 KNCN-F<	1 KRYS-F<
2 KOUL-F	2 KRYS-F	2 KZFM-F	2 KRYS-F	2 KOUL-F	2 KOUL-F>	2 KOUL-F<	2 KOUL-F	2 KRYS-F	2 KOUL-F>
3 KRYS-F	3 KOUL-F>	3 KOUL-F	3 KOUL-F>	3 KZFM-F	3 KZFM-F	3 KRYS-F>	3 KNCN-F>	3 KOUL-F>	3 KNCN-F
4	4 KMXR-F	KMXR-F>	4 KMXR-F	4 KUNO	KRYS-F>>	4 KZFM-F	4 KMXR-F	4 KZFM-F	4 KZFM-F
5	5	5 KUNO	5	KMXR-F	5	5 KMXR-F	5 KZFM-F>	5 KMXR-F	5 KMXR-F
6	6	6	6	6	6	6	6 KLTG-F	6	6

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		78 (2)	78 (2)	17.4	21.0	KCGR-F 105.5	Portland/C.C. 1.0/5.0/ 5/ 145
AOR/CLASSIC		41 (1)	41 (1)	9.2	10.0	KEYS 1440	Corpus Christi 1.0/5.5/ 7/ 183
AC/OLDIES/SOFT ROCK	5 (1)	64 (3)	69 (4)	15.4	19.2	KRYS 1360	Corpus Christi 0.6/3.9/ 10/ 199
MOR/VARIETY							
COUNTRY	6 (3)	137 (3)	143 (6)	32.0	26.0	KKYX 680	San Antonio 0.4/1.5/ 14/ 180
BLACK/URBAN						KTRH 740	Houston 0.4/2.8/ 8/ 165
BEAUTIFUL/EASY	20 (2)		20 (2)	4.5	5.0		
NEWS/TALK	2 (1)		2 (1)	0.4	0.7		
NOSTALGIA							
RELIGION/GOSPEL	6 (1)		6 (1)	1.3	2.4		
SPANISH	68 (2)	20 (1)	88 (3)	19.7	13.1		
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS					2.6		
	107 (10)	340 (10)	447 (20)				

RADIO STATIONS

KCCT, 1150, 1 KW/500 W (DA-2), HISPANIC	CRC, \$ 21.00 (Caballero)
KCTA, 1030, 50 KW (DAYS), RELIGION	, \$ 12.00 (---)
KDAE, 1590, 1 KW/500 W (DA-2), EZ	UNISUP, UNIULT, \$ 13.00 (McGuilid) (SINTON)
KEYS, 1440, 1 KW (DA-N), OLDIES	CNN, UNISUP, \$ 15.00 (Banner)
KSIX, 1230, 1 KW, EZ	CBS, MBS, \$ 12.00 (---)
KUNO, 1400, 1 KW, HISPANIC	, \$ 29.00 (Katz Hisp.)
KCGR-F, 105.5, 2 KW @ 360, OLDIES	ABC C, \$ 19.00 (Christal)
KKHQ-F, 98.3, 3 KW @ 300, HISPANIC	, \$ 17.00 (Lotus) (ODEM)
KLTG-F, 96.5, 97 KW @ 956, OLDIES	UNISUP, \$ 21.00 (McGuilid)
KMIQ-F, 105.1, 3 KW @ 300, HISPANIC	, \$ 14.00 (---) (ROBSTOWN)
KMXR-F, 93.9, 100 KW @ 840, AC	NBC, \$ 24.00 (Christal)
KNCN-F, 101.3, 100 KW @ 380, AOR	, \$ 28.00 (Torbet)
KOUL-F, 103.7, 100 KW @ 943, COUNTRY	APR, \$ 30.00 (Republic)
KRYS-F, 99.1, 100 KW @ 932, COUNTRY	, \$ 16.00 (Durpetti) (KINGSVILLE)
KZFM-F, 95.5, 100 KW @ 640, CHR	, \$ 35.00 (Banner)

MISCELLANEOUS: KISQ-F chantes to KCGR-F and format from CHR to Oldies . . . KJKC-F changes to KISQ-F (March) . . . KLTS to Oldies form AC . . .

CORPUS CHRISTI

Abitron Rank/Pop (12+): 130/284,100
 MSA Rank/Pop: 137/361,000
 ADI # 122
 Average Person Ratings: 17.6
 Market TSL: 23.25 hours

Stations: 20/18
 Diaries: 725/392:1/46.3%
 Sample Target: 715
 % Below Line: 0.8
 % Not Listed: 10.4

1990 Revenue: \$8,300,000
 HH Inc.: \$27,776
 Retail \$: 2.3 Bill
 Pop per Station: 15,783
 #1 Biller: KOUL-F \$1,400,000

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. KZFM-F (CHR)	73/14.6	16.7	13.9	13.0	14.5	----	93/1077	764/26.9	31.6	29.4	20.3	137	1255	KZFM-F
2. KOUL-F (C)	69/13.8	11.7	14.3	12.8	14.9	----	103/1063	743/26.2	22.5	28.0	14.6	99	1007	KOUL-F
3. KRYS-F (C)	64/12.8	9.8	6.9	7.6	8.2	----	107/1135	729/25.7	22.8	17.9	12.6	85	834	KRYS-F
4. KUNO (SP)	44/ 8.8	7.9	6.9	9.3	7.4	----	51/423	360/12.7	11.0	12.5	6.1	41	316	KUNO
5. KNCN-F (AOR)	41/ 8.2	6.9	8.8	8.6	9.3	----	66/692	485/17.1	17.7	20.1	10.4	70	930	KNCN-F
6. KMXR-F (AC)	30/ 6.0	7.5	5.2	5.3	4.5	----	31/418	379/13.3	16.3	15.3	5.3	36	429	KMXR-F
7. KCCT (SP)	24/ 4.8	4.6	4.2	3.7	4.1	----	35/263	194/ 6.8	10.1	9.9	2.1	14	165	KCCT
8. KMIQ-F (SP)	20/ 4.0	2.7	2.3	-----	-----	-----	22/208	182/ 6.4	7.2	6.3	4.3	29	413	KMIQ-F
9. KLTG-F (O)	20/ 4.0	4.8	7.1	3.1	6.5	----	27/379	317/11.2	12.1	15.6	5.6	38	372	KLTG-F
10. KWVS-F (AC)	14/ 2.8	2.7	2.3	2.7	-----	-----	15/159	150/ 5.3	6.3	5.1	1.9	13	162	KWVS-F
11. KDAE (EZ)	11/ 2.2	1.5	2.5	2.7	2.0	----	11/122	122/ 4.3	3.6	5.1	0.9	6	75	KDAE
12. KSIX (EZ)	9/ 1.8	1.5	1.9	2.3	2.6	----	10/152	146/ 5.1	6.1	4.9	1.2	8	126	KSIX
13. KCTA (REL)	6/ 1.2	1.5	2.1	1.4	1.7	----	11/144	84/ 3.0	4.0	2.8	1.2	8	90	KCTA
14.														
15.														

12+ FM SHARE (METRO): 76.06% (340 of 447) (FAL 89: 75.98%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KZFM-F>>	1 KZFM-F	1 KRYS-F>	1 KZFM-F	1 KRYS-F	1 KNCN-F>>	1 KNCN-F>	1 KRYS-F	1 KNCN-F<	1 KRYS-F<
2 KOUL-F	2 KRYS-F	2 KZFM-F	2 KRYS-F	2 KOUL-F	2 KOUL-F>	2 KOUL-F<	2 KOUL-F	2 KRYS-F	2 KOUL-F>
3 KRYS-F	3 KOUL-F	3 KOUL-F	3 KOUL-F	3 KZFM-F	3 KZFM-F	3 KRYS-F>	3 KNCN-F	3 KOUL-F>	3 KNCN-F
4	4 KMXR-F	KMXR-F>	4 KMXR-F	4 KUNO	KRYS-F>>	4 KZFM-F	4 KMXR-F	4 KZFM-F	4 KZFM-F
5	5	5 KUNO	5	KMXR-F	5	5 KMXR-F	5 KZFM-F>	5 KMXR-F	5 KMXR-F
6	6	6	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		78 (2)	78 (2)	17.4	21.0	KCGR-F 105.5	Portland/C.C. 1.0/5.0/ 5/ 145
ACR/CLASSIC		41 (1)	41 (1)	9.2	10.0	KEYS 1440	Corpus Christi 1.0/5.5/ 7/ 183
AC/OLDIES/SOFT ROCK	5 (1)	64 (3)	69 (4)	15.4	19.2	KRYS 1360	Corpus Christi 0.6/3.9/ 10/ 199
MOR/VARIETY							
COUNTRY	6 (3)	137 (3)	143 (6)	32.0	26.0	KKYX 680	San Antonio 0.4/1.5/ 14/ 180
BLACK/URBAN						KTRH 740	Houston 0.4/2.8/ 8/ 165
BEAUTIFUL/EASY	20 (2)		20 (2)	4.5	5.0		
NEWS/TALK	2 (1)		2 (1)	0.4	0.7		
NOSTALGIA							
RELIGION/GOSPEL	6 (1)		6 (1)	1.3	2.4		
SPANISH	65 (2)	20 (1)	85 (3)	19.7	13.1		
CLASSICAL							
JAZZ/NEW AGE							
UNKNOW/OTHERS					2.6		
		107 (10)	340 (10)	447 (20)			

RADIO STATIONS

KOOL-F, 103.0, 1 KW	103.0, 103.0, 103.0	103.0, 103.0, 103.0	103.0, 103.0, 103.0	103.0, 103.0, 103.0	103.0, 103.0, 103.0	103.0, 103.0, 103.0	103.0, 103.0, 103.0
KOOL-F, 103.0, 1 KW	103.0, 103.0, 103.0	103.0, 103.0, 103.0	103.0, 103.0, 103.0	103.0, 103.0, 103.0	103.0, 103.0, 103.0	103.0, 103.0, 103.0	103.0, 103.0, 103.0
KOOL-F, 103.0, 1 KW	103.0, 103.0, 103.0	103.0, 103.0, 103.0	103.0, 103.0, 103.0	103.0, 103.0, 103.0	103.0, 103.0, 103.0	103.0, 103.0, 103.0	103.0, 103.0, 103.0
KOOL-F, 103.0, 1 KW	103.0, 103.0, 103.0	103.0, 103.0, 103.0	103.0, 103.0, 103.0	103.0, 103.0, 103.0	103.0, 103.0, 103.0	103.0, 103.0, 103.0	103.0, 103.0, 103.0
KOOL-F, 103.0, 1 KW	103.0, 103.0, 103.0	103.0, 103.0, 103.0	103.0, 103.0, 103.0	103.0, 103.0, 103.0	103.0, 103.0, 103.0	103.0, 103.0, 103.0	103.0, 103.0, 103.0
KOOL-F, 103.0, 1 KW	103.0, 103.0, 103.0	103.0, 103.0, 103.0	103.0, 103.0, 103.0	103.0, 103.0, 103.0	103.0, 103.0, 103.0	103.0, 103.0, 103.0	103.0, 103.0, 103.0
KOOL-F, 103.0, 1 KW	103.0, 103.0, 103.0	103.0, 103.0, 103.0	103.0, 103.0, 103.0	103.0, 103.0, 103.0	103.0, 103.0, 103.0	103.0, 103.0, 103.0	103.0, 103.0, 103.0
KOOL-F, 103.0, 1 KW	103.0, 103.0, 103.0	103.0, 103.0, 103.0	103.0, 103.0, 103.0	103.0, 103.0, 103.0	103.0, 103.0, 103.0	103.0, 103.0, 103.0	103.0, 103.0, 103.0
KOOL-F, 103.0, 1 KW	103.0, 103.0, 103.0	103.0, 103.0, 103.0	103.0, 103.0, 103.0	103.0, 103.0, 103.0	103.0, 103.0, 103.0	103.0, 103.0, 103.0	103.0, 103.0, 103.0
KOOL-F, 103.0, 1 KW	103.0, 103.0, 103.0	103.0, 103.0, 103.0	103.0, 103.0, 103.0	103.0, 103.0, 103.0	103.0, 103.0, 103.0	103.0, 103.0, 103.0	103.0, 103.0, 103.0

WISCONSIN: KZFM-F changes to KZFM-F and format from CHR to Oldies. . . . KZFM-F changes to KZFM-F (March) . . . KLTG to Oldies (March) . . .

DALLAS-FT. WORTH

Arbitron Rank/Pop (12+): 8/3,200,600
 MSA Rank/Pop: 12/3,860,000 (Dallas)
 ADI # 7 37 (Ft. Worth)
 Average Person Ratings: 17.6
 Market TSL: 23.25 hours

Stations: 29/29
 Diaries: 2285/1401:1/48.7%
 Sample Target: 2310
 % Below Line: 0.0
 % Not Listed: 7.6

1990 Revenue: \$135,000,000
 HH Inc.: \$34,930
 Retail \$: 35.0 Bil
 Pop per Station: 110,365
 #1 Biller: KVIL-AF \$21,500,000

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ 1/4/CUME	TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. KSCS-F (C)	564/10.0	8.3	8.6	8.6	7.6	8.9	657/7599	6683/20.9	19.3	17.6		10.9	644	5662	KSCS-F
2. KVIL-AF (AC)	476/ 8.5	6.9	6.6	7.2	10.2	7.3	481/5180	4914/15.4	13.4	17.7		7.0	385	3775	KVIL-AF
3. KPLX-F (C)	417/ 7.4	7.2	7.4	5.6	6.1	6.9	464/5694	4770/14.9	15.4	15.4		6.1	361	4652	KPLX-F
4. KTXQ-F (AOR)	303/ 5.4	4.9	4.4	4.3	3.4	4.8	322/4605	4113/12.9	11.3	10.6		7.0	415	4876	KTXQ-F
5. KKDA-F (B)	295/ 5.3	5.8	5.7	6.3	5.4	5.8	318/3620	3067/ 9.6	11.3	10.9		6.9	405	4278	KKDA-F
6. KRLD (N/T)	275/ 4.9	5.4	4.2	4.5	6.3	4.8	336/6556	5381/16.8	13.7	21.8		4.4	261	5069	KRLD
7. WBAP (C)	252/ 4.5	5.8	5.8	4.6	4.4	5.2	392/5875	3694/11.5	15.2	12.9		4.0	235	3075	WBAP
8. KEGL-F (CHR)	235/ 4.2	3.4	3.9	4.2	3.4	3.9	290/5524	4611/14.4	13.5	13.9		4.4	257	4753	KEGL-F
9. KHYI-F (CHR)	227/ 4.0	4.9	4.7	4.7	3.2	4.6	244/4915	4566/14.3	16.7	13.2		5.1	302	5370	KHYI-F
10. KLTY-F (REL)	193/ 3.4	3.3	2.4	3.3	2.9	3.1	207/2391	2091/ 6.5	5.8	6.1		3.3	192	2105	KLTY-F
11. KZPS-F (AOR)	183/ 3.3	3.0	3.6	3.0	2.6	3.2	224/3525	2977/ 9.3	8.8	8.5		3.2	188	2869	KZPS-F
12. KKDA (B)	168/ 3.0	1.4	2.3	1.9	1.2	2.2	170/1598	1544/ 4.8	4.3	3.6		2.1	121	1690	KKDA
13. KLUV-F (O)	160/ 2.8	3.4	3.5	3.0	3.1	3.2	196/3498	2922/ 9.1	11.0	10.3		3.1	184	2307	KLUV-F
14. KJMZ-F (B)	151/ 2.7	3.7	4.6	5.2	4.7	4.1	164/3541	3287/10.3	13.1	13.3		4.5	268	4398	KJMZ-F
15. KLIF (T)	143/ 2.5	2.1	2.0	2.5	3.5	2.3	151/2273	2066/ 6.5	5.6	8.1		2.1	124	1879	KLIF
16. KOAI-F (J/NA)	141/ 2.5	3.1	3.1	2.9	3.3	2.9	163/2766	2474/ 7.7	8.0	9.3		3.6	212	2921	KOAI-F
17. KRSR-F (AC)	128/ 2.3	2.1	1.7	2.1	3.0	2.0	134/2465	2269/ 7.1	6.0	8.4		1.9	112	1746	KRSR-F
18. KMEZ-F (EZ)	119/ 2.1	2.3	3.4	3.8	4.0	2.9	124/2034	1856/ 5.8	6.7	8.0		2.0	117	1201	KMEZ-F
KDGE-F (AOR)	119/ 2.1	2.0	1.7	1.3	1.4	1.8	128/2133	1939/ 6.1	4.9	4.0		2.9	173	2182	KDGE-F
20. WRR -F (CL)	116/ 2.1	2.0	2.4	2.4	2.0	2.2	120/1965	1897/ 5.9	5.8	6.2		1.0	60	1312	WRR -F
21. KHVN (R/G)	106/ 1.9	1.8	1.9	2.0	1.3	1.9	110/1166	1147/ 3.6	4.0	2.8		1.5	87	962	KHVN
22. KAAM (BB)	95/ 1.7	2.3	1.8	2.5	1.8	2.1	101/1512	1445/ 4.5	4.3	4.7		1.5	89	1057	KAAM
23. KESS (SP)	74/ 1.3	1.2	0.8	2.0	1.0	1.3	74/767	742/ 2.3	2.1	1.7		0.8	50	1083	KESS
24. KMGCF (AC)	71/ 1.3	2.4	2.4	1.8	2.6	2.0	73/2081	1959/ 6.1	7.5	7.3		1.5	90	2150	KMGCF
25. KFJZ (SP)	65/ 1.2	0.5	0.8	0.3	0.5	0.7	65/359	359/ 1.1	1.2	0.9		0.4	26	470	KFJZ
26. KKWM-F (SAC)	63/ 1.1	2.0	1.4	1.3	2.1	1.5	68/1750	1597/ 5.0	5.5	7.5		0.8	46	1106	KKWM-F
27.															
28.															
29.															
30.															

12+ FM SHARE (METRO): 76.22% (3958 of 5193) (FAL 89: 76.83%)

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

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

FORMATS	AM	FM	TOTAL	%	FAL 89		OTHER RATED STATIONS	METRO CUME TSA TSA	
					%	%		SHARE/RTG/AQH/CUME	SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		462 (2)	462 (2)	8.9	7.1	KJZY-F 99.1	Denton/Dallas	0.3/1.4/ 19/ 487	
AOR/CLASSIC		605 (3)	605 (3)	11.7	10.3	KSSA 1600	Plano	0.6/1.4/ 36/ 461	
AC/OLDIES/SOFT ROCK	21 (1)	877 (5)	898 (6)	17.3	21.0				
MOR/VARIETY									
COUNTRY	252 (1)	981 (2)	1233 (3)	23.7	19.5				
BLACK/URBAN	168 (1)	446 (2)	614 (3)	11.8	12.3				
BEAUTIFUL/EASY		119 (1)	119 (1)	2.3	4.4				
NEWS/TALK	418 (2)		418 (2)	8.0	10.6				
NOSTALGIA	95 (1)		95 (1)	1.8	1.9				
RELIGION/GOSPEL	106 (1)	193 (1)	299 (2)	5.8	5.1				
SPANISH	175 (3)		175 (3)	3.4	1.1				
CLASSICAL		116 (1)	116 (1)	2.2	2.1				
JAZZ/NEW AGE		141 (1)	141 (1)	2.7	3.6				
UNKNOWN/OTHERS		18 (1)	18 (1)	0.3	1.0				
	1235 (10)	3958 (19)	5193 (29)						

RADIO STATIONS

AM STATIONS

KAAM,	1310,	5 KW (DA-N)	, Nostalgia	SMN UNISUP,	\$ 45.00	(Durpetti)	Bonneville
KESS,	1270,	5 KW (DA-1)	, Hispanic	,	\$ 48.00	(Katz Hisp.)	
KFJZ,	870,	500 W (DAYS)	, Hispanic	,	\$ 31.00	(---)	
KHVN,	970,	1 KW/270 W	, Gospel	ABC FM UNIULT,	\$ 35.00	(---)	
KKDA,	730,	500 W	, Black	APR,	\$ NA	(Katz)	
KLIF,	570,	5 KW, (DA-2)	, Talk	NBC,	\$ 76.00	(Eastman)	Susquehanna
KNRB,	1360,	5 KW/1 KW (DA-2),	Religion	,	\$ 25.00	(---)	Marsh
KRLD,	1080,	50 KW (DA-N)	, News	CBS MBS,	\$205.00	(CBS)	Command
KSKY,	660,	10 KW/500 W(DA-N),	Religion	,	\$ 30.00	(---)	Bdcst Partners
WBAP,	820,	50 KW	, Country Full Service	ABC I,	\$190.00	(Banner)	Cap Cities/ABC

FM STATIONS

KHYI,	94.9,	33 KW @ 1510	, CHR	,	\$115.00	(MMR)	Evergreen
KEGL,	97.1,	100 KW @ 1460	, CHR	,	\$146.00	(Torbet)	Sandusky
KJMZ,	100.3,	89 KW @ 1280	, Black	UNISUP UNIPWR,	\$100.00	(Mc-Guild)	Summit
KKDA,	104.5,	100 KW @ 1590	, Black	APR,	\$159.00	(Katz)	
KKWM,	97.9,	100 KW @ 1680	, Soft AC	SOURCE,	\$ 85.00	(Republic)	Cox
KLTY,	94.1,	100 KW @ 1590	, Religion	ABC FM UNIULT,	\$ 70.00	(K & P)	
KLUV,	98.7,	100 KW @ 1590	, Oldies	,	\$118.00	(MMR)	TK
KMEZ,	107.5,	25 KW @ 1657	, EZ	UNISUP UNIULT,	\$100.00	(Mc-Guild)	Gilmore
KMGC,	102.9,	100 KW @ 1348	, Soft AC	,	\$103.00	(Christal)	Shamrock
KOAI,	106.1,	100 KW @ 1590	, Jazz/NAC	,	\$ 98.00	(HNWH)	Gannett
KPLX,	99.5,	100 KW @ 1680	, Country	APR,	\$230.00	(Eastman)	Susquehanna
KRSR,	105.3,	100 KW @ 1560	, Soft AC	,	\$104.00	(Group W)	Westinghouse
KSCS,	96.3,	100 KW @ 1680	, Country	,	\$190.00	(Banner)	Cap Cities/ABC
KTXQ,	102.1,	100 KW @ 1320	, AOR	RADRAD,	\$145.00	(CBS)	CBS
KVIL,	103.7,	100 KW @ 1570	, AC	,	\$350.00	(Torbet)	Infinity
KZPS,	92.5,	98 KW @ 1590	, Classic AOR	,	\$100.00	(Durpetti)	Bonneville
WRR,	101.1,	100 KW @ 1348	, Classical	APR,	\$ 70.00	(CMBS)	City of Dallas
KDGE,	94.5,	100 KW @ 1896	, AOR	,	\$ 50.00	(K & P)	(GAINESVILLE)

MISCELLANEOUS: KMGC-F - From Shamrock to Nationwide for \$15,000,000 (E) . . . KLIF (1190) - Sold by Susquehanna for \$2,000,000 (Moore) . . . KKWM-F - From Anchor to Cox for \$15,100,000 (Questcom/Stevens) . . . KQZY-F changes to KRSR-F (July)

DAVENPORT-RI-MOLINE

Arbitron Rank/Pop (12+): 120/297,900
 MSA Rank/Pop: 135/366,000
 ADI # 78
 Average Person Ratings: 15.5
 Market TSL: 20.75 hours

Stations: 15/12
 Diaries: 837/356:1/58.0%
 Sample Target: 760
 % Below Line: 3.5
 % Not Listed: 15.8

1990 Revenue: \$9,600,000
 HH Inc.: \$31,040
 Retail \$: 2.6 Btl
 Pop per Station: 24,825
 #1 Biller: WLLR-F \$2,300,000

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. WLLR-F (C)	82/17.8	15.5	17.1	12.2	15.5	----	111/1445	844/28.3	28.8	24.1	13.2	63	682	WLLR-F
2. WPXR-F (CHR)	53/11.5	14.1	17.1	16.4	16.9	----	104/1621	818/27.5	29.9	33.7	16.0	76	960	WPXR-F
3. WXL-F (AOR)	50/10.8	10.4	14.4	11.1	13.2	----	100/1291	704/23.6	23.5	25.5	18.1	86	898	WXL-F
4. KUUL-F (O)	48/10.4	10.2	9.4	10.7	6.6	----	129/1485	658/22.1	24.9	21.9	9.9	47	653	KUUL-F
5. WOC (N/T)	44/ 9.5	9.0	9.2	10.0	6.2	----	59/708	564/18.9	16.4	19.9	7.6	36	487	WOC
6. KRVR-F (EZ/SAC)	39/ 8.5	7.4	6.7	8.5	9.3	----	52/717	483/16.2	16.7	14.0	6.7	32	516	KRVR-F
7. WKBF (C)	21/ 4.6	3.4	3.5	3.6	5.4	----	22/294	237/ 8.0	8.4	9.7	1.9	9	143	WKBF
8. KMJC-F (AC)	20/ 4.3	4.6	5.0	7.3	5.2	----	30/568	323/10.8	9.7	12.4	3.2	15	231	KMJC-F
9. WGN (T)	8/ 1.7	1.4	1.0	1.3	1.2	----	37/651	122/ 4.1	4.8	3.8	1.1	5	150	WGN
KFMH-F (AOR)	8/ 1.7	4.2	1.3	2.1	1.2	----	13/246	177/ 5.9	7.4	3.7	4.6	22	243	KFMH-F

12+ FM SHARE (METRO): 78.35% (304 of 388) (FAL 89: 80.80%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPXR-F>>	1 WPXR-F	1 WLLR-F>	1 WLLR-F	1 WLLR-F>	1 WXL-F>>	1 WXL-F>>	1 WXL-F	1 WXL-F	1 WLLR-F<
2 WXL-F	2 WLLR-F>	2 WPXR-F	2 WPXR-F	2 KUUL-F	2 WPXR-F>	2 WPXR-F	2 WLLR-F	2 KUUL-F>	2 KUUL-F>
3 WLLR-F>>	3 WXL-F	3 KMJC-F	3 KUUL-F	3 KRVR-F	3 KUUL-F>>	3 KUUL-F	3 KUUL-F	3 WLLR-F>	3 WXL-F>
4 KUUL-F	4 KMJC-F	4 KUUL-F	4 KRVR-F>	4 WPXR-F>	4 KMJC-F	4 WLLR-F>	4 WPXR-F	4 WPXR-F>	4 WOC
KMJC-F>>	5 KUUL-F>	5 KRVR-F	5 WXL-F	5 KMJC-F	5	5 KMJC-F	5 KFMH-F>	5 WOC	5 WPXR-F
6	6 KRVR-F	6 WXL-F	6 KMJC-F>	6 WOC	6	6 KFMH-F	6 KRVR-F	6 KRVR-F	6 KRVR-F

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		53 (1)	53 (1)	13.7	19.2	KQCS-F 93.5 Bettendorf	0.9/2.6/ 4/ 77		
AOR/CLASSIC	1 (1)	58 (2)	59 (3)	15.2	18.0	KSTT 1170 Davenport	0.2/1.6/ 1/ 48		
AC/OLDIES/SOFT ROCK		72 (3)	72 (3)	18.6	18.0	WLLR 1230 Moline/Dvnpport	0.4/3.3/ 2/ 106		
MOR/VARIETY	5 (1)		5 (1)	1.3	0.9				
COUNTRY	23 (2)	82 (1)	105 (3)	27.1	23.2	WBBM 780 Chicago	0.7/2.0/ 8/ 200		
BLACK/URBAN						WMT 600 Cedar Rapids	1.1/3.3/ 14/ 311		
BEAUTIFUL/EASY NEWS/TALK	55 (3)	39 (1)	39 (1)	10.1	7.5				
NOSTALGIA			55 (3)	14.2	11.9				
RELIGION/GOSPEL					0.5				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS					0.7				

	84 (7)	304 (8)	388 (15)						

RADIO STATIONS

WKBF , 1270, 5 KW (DA-N) , Country CBS, \$ 18.00 (Mc-Guild)
 WOC , 1420, 5 KW (DA-2) , News/Talk ABC T, \$ 30.00 (Christal)

KFMH-F, 99.7, 50 KW @ 470 , AOR , \$ 15.00 (---) (MUSCATINE)
 KMJC-F, 96.1, 100 KW @ 981 , AC UNIPWR, \$ 21.00 (Eastman) Arrow (CLINTON)
 KRVR-F, 106.5, 60 KW @ 210 , EZ , \$ 22.00 (Banner) Comm. Service
 WXL-F, 96.9, 50 KW @ 500 , AOR UNIPWR, \$ 37.00 (Katz) Goodrich
 KUUL-F, 103.7, 100 KW @ 1190 , Oldies UNIULT, \$ 31.00 (Christal)
 WLLR-F, 101.3, 50 KW @ 500 , Country , \$ 50.00 (HNWH) Sconnix
 WPXR-F, 98.9, 39 KW @ 900 , CHR ABC R, \$ 35.00 (Mc-Guild) Roth

Misc: WMRZ-AM changes to WLLR and format from Oldies to Country and now simulcasts with WLLR-F . . .KQBC sold for \$200 000

DAYTON

Arbitron Rank/Pop (12+): 47/813,100
 MSA Rank/Pop: 54/944,000
 ADI # 52
 Average Person Ratings: 16.7
 Market TSL: 22.00 hours

Stations: 24/19
 Diaries: 1185/686:1/57.2%
 Sample Target: 1180
 % Below Line: 8.8
 % Not Listed: 13.1

1990 Revenue: \$22,300,000
 HH Inc.: \$31,515
 Retail \$: 6.9 Bill
 Pop per Station: 42,794
 #1 Biller: WGTZ-F \$3,200,000

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. WTUE-F (AOR)	132/ 9.7	7.4	7.3	9.7	8.3	8.5	153/1976	1559/19.2	17.8	20.0	9.6	123	1546	WTUE-F
2. WGTZ-F (CHR)	124/ 9.1	11.0	10.9	10.2	9.7	10.3	180/3081	2056/25.3	25.1	24.0	14.1	181	2601	WGTZ-F
3. WHKO-F (C)	115/ 8.5	8.5	8.1	10.6	8.5	8.9	190/2430	1456/17.9	16.9	17.5	6.5	83	1152	WHKO-F
4. WHIO (MOR)	95/ 7.0	8.6	6.5	7.0	8.9	7.3	98/1513	1384/17.0	16.0	17.8	9.3	119	1542	WHIO
5. WWSN-F (AC)	89/ 6.5	7.4	6.6	5.9	6.5	6.6	93/1280	1127/13.9	15.4	14.3	5.7	73	1074	WWSN-F
6. WVUD-F (SAC)	82/ 6.0	4.6	4.6	6.2	5.8	5.3	88/1281	1068/13.1	9.2	12.0	4.6	59	719	WVUD-F
7. WAZU-F (AOR)	81/ 6.0	5.0	5.8	6.2	5.7	5.8	120/1644	1134/13.9	12.5	13.1	9.2	118	1155	WAZU-F
8. WLW (MOR)	80/ 5.9	6.2	5.9	3.4	3.9	5.3	220/2966	1065/13.1	13.3	10.4	5.1	65	1049	WLW
9. WYMJ-F (O)	77/ 5.7	3.5	5.8	5.8	3.4	5.2	79/1081	1032/12.7	12.2	12.0	4.4	56	870	WYMJ-F
10. WCLR-F (EZ)	50/ 3.7	2.9	3.0	3.0	4.0	3.2	64/751	660/ 8.1	6.8	7.2	1.7	22	321	WCLR-F
11. WDAO (B)	47/ 3.5	5.0	4.3	3.8	2.8	4.2	48/509	488/ 6.0	7.2	5.9	3.1	40	659	WDAO
12. WONE (C)	46/ 3.4	3.0	4.2	4.3	5.4	3.7	55/813	651/ 8.0	7.3	10.0	3.3	42	668	WONE
13. WING (O)	31/ 2.3	1.6	1.8	1.0	2.6	1.7	34/671	583/ 7.2	5.5	8.3	1.1	14	313	WING
14.														
15.														

12+ FM SHARE (METRO): 71.89% (849 of 1181) (FAL 89: 70.60%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WGTZ-F>>	1 WTUE-F>	1 WTUE-F>	1 WTUE-F	1 WTUE-F	1 WHIO	1 WTUE-F	1 WTUE-F	1 WTUE-F<	1 WGTZ-F	1 WHKO-F
2 WAZU-F	2 WAZU-F<	2 WWSN-F<	2 WWSN-F	2 WWSN-F	2 WHKO-F>	2 WGTZ-F	2 WHKO-F	2 WGTZ-F	2 WLW <	2 WHIO
3	3 WGTZ-F	3 WGTZ-F	3 WYMJ-F	3 WYMJ-F	3 WLW	3 WHKO-F	3 WVUD-F<	3 WHKO-F	3 WAZU-F	3 WYMJ-F
4	4 WWSN-F	4 WVUD-F	4 WHKO-F	4 WYMJ-F<	4 WYMJ-F	4 WHIO <	4 WWSN-F	4 WWSN-F	4 WHIO >	4 WCLR-F
5	5 WVUD-F<	5 WHKO-F	5 WVUD-F	5 WVUD-F	5 WCLR-F	5 WCLR-F	5 WYMJ-F	5 WAZU-F<	5 WTUE-F	5 WAZU-F
6	6 WHKO-F	6 WYMJ-F<	6 WGTZ-F	6 WGTZ-F	6 WVUD-F	6 WYMJ-F	6 WLW	6 WVUD-F<	6 WHKO-F	6 WTUE-F
7	7	7 WAZU-F	7 WLW	7 WLW	7 WWSN-F	7 WVUD-F	7 WHIO	7 WYMJ-F<	7	7 WGTZ-F
		8 WLW						8 WLW		8 WLW

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WGTZ-F	1 WWSN-F<	1 WWSN-F	1 WWSN-F	1 WWSN-F	1 WAZU-F>>	1 WTUE-F>>	1 WTUE-F>>	1 WTUE-F>	1 WTUE-F>
2 WTUE-F>	2 WTUE-F<	2 WTUE-F	2 WHKO-F<	2 WHKO-F	2 WTUE-F>>	2 WAZU-F>	2 WLW	2 WLW	2 WLW
3 WWSN-F	3 WGTZ-F>	3 WGTZ-F	3 WGTZ-F	3 WVUD-F	3 WLW	3 WLW	3 WVUD-F	3 WAZU-F	3 WYMJ-F
4 WHKO-F	4 WHKO-F	4 WHKO-F>	4 WTUE-F	4 WGTZ-F	4 WGTZ-F	4 WGTZ-F	4 WGTZ-F	4 WYMJ-F	4 WVUD-F
5 WAZU-F	5 WAZU-F	5 WAZU-F	5 WVUD-F	5 WTUE-F<	5 WVUD-F>>	5 WVUD-F>	5 WYMJ-F	5 WVUD-F	5 WHKO-F
6 WDAO	6 WDAO	6 WVUD-F	6 WYMJ-F<	6 WYMJ-F	6	6 WYMJ-F	6 WAZU-F	6 WGTZ-F	6 WGTZ-F
7 WVUD-F	7 WVUD-F	7 WDAO	7 WDAO	7 WDAO	7	7	7	7 WHKO-F	7
		8 WYMJ-F	8 WAZU-F						

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		129 (2)	129 (2)	10.9	14.9	WDJK-F 95.3 Xenia/Dayton	0.4/2.3/ 5/ 189
AOR/CLASSIC		213 (2)	213 (2)	18.0	16.0	WFCJ-F 93.7 Miamisburg/Datn	1.5/5.1/ 30/ 665
AC/OLDIES/SOFT ROCK	31 (1)	266 (5)	297 (6)	25.1	19.8	WIZE 1340 Springfield	1.3/2.4/ 18/ 213
MOR/VARIETY	175 (2)		175 (2)	14.8	14.7	WKSJ-F 101.7 Urbana/Spngfld.	0.7/1.5/ 20/ 260
COUNTRY	46 (1)	162 (4)	208 (5)	17.6	18.4	WPFB 910 Middletown	0.7/1.8/ 17/ 331
BLACK/URBAN	47 (1)		47 (1)	4.0	7.2	WPFB-F 105.9 Middletown	1.7/4.8/ 43/ 738
BEAUTIFUL/EASY NEWS/TALK		58 (2)	58 (2)	4.9	5.7	WPTW 1570 Piqua	0.5/1.3/ 7/ 127
NOSTALGIA	33 (3)		33 (3)	2.8	1.8	WBVE-F 96.5 Hamilton	1.0/3.5/ 44/ 664
RELIGION/GOSPEL		21 (1)	21 (1)	1.8	1.5	WGRR-F 103.5 Hamilton/Cinci	0.6/1.6/ 41/ 664
SPANISH						WOFX-F 94.9 Fairfield	0.7/4.1/ 33/ 712
CLASSICAL						WWEZ-F 92.5 Cincinnati	0.6/1.8/ 43/ 526
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	332 (8)	849 (16)	1181 (24)				

RADIO STATIONS

WDAO, 1210, 1 KW (Days)	, Black	SBN, \$ 25.00 (Eastman)
WHIO, 1290, 5 KW (DA-N)	, Full Service	CBS, \$ 70.00 (Durpetti)
WING, 1410, 5 KW (DA-N)	, Oldies	NBC, \$ 30.00 (Katz)
WONE, 980, 5 KW (DA-N)	, Country	ABC I, \$ 43.00 (Mc-Guild)
WAZU-F, 102.9, 50 KW @ 492	, AOR	ABC FM, \$ 44.00 (Christal)
WCLR-F, 95.7, 50 KW @ 476	, EZ	, \$ 22.00 (Regional)
WFCJ-F, 93.7, 50 KW @ 492	, Religion	, \$ 15.00 (---)
WGTZ-F, 92.9, 40 KW @ 551	, CHR	UNIPWR, \$ 68.00 (Katz)
WHKO-F, 99.1, 50 KW @ 1060	, Country	, \$ 71.00 (Durpetti)
WPFB-F, 105.9, 34 KW @ 593	, Country	, \$ 20.00 (Roslin)
WTUE-F, 104.7, 50 KW @ 500	, AOR	, \$ 77.00 (Mc-Guild)
WVUD-F, 99.9, 50 KW @ 500	, Soft AC	ABC E, \$ 40.00 (Republic)
WWSN-F, 107.7, 50 KW @ 420	, AC	, \$ 70.00 (Eastman)
WYMJ-F, 103.9, 1.2 KW @ 522	, Oldies	, \$ 37.00 (Republic)
		Osborn (SPRINGFIELD)
		(PIQUA)
		(MIAMISBURG)
		Great Trails
		Cox
		(MIDDLETOWN)
		Summit
		Univ. of Dayton
		Stoner

DAYTONA BEACH

Arbitron Rank/Pop (12+): 116/323,700
 MSA Rank/Pop: 138/349,700
 Orlando ADI
 Average Person Ratings: 17.7
 Market TSL: 23.50 hours

Stations: 23/9
 Diaries: 810/400:1/58.1%
 Sample Target: 735
 % Below Line: 48.1
 % Not Listed: 13.6

1990 Revenue: NA
 HH Inc.: \$29,915
 Retail \$: 2.7 Bil
 Pop per Station: 35,966
 #1 Biller: NA

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume
1. WWLV-F (EZ)	53/ 9.3	12.6	17.9	13.6	13.9	----	78/938	650/20.1	20.9	25.6			WWLV-F
2. WGNE-F (C)	52/ 9.1	7.2	2.9	1.0	----	----	54/465	400/12.4	14.1	7.0			WGNE-F
3. WWKA-F (C)	46/ 8.0	10.8	6.4	9.9	11.2	----	94/1228	549/17.0	18.9	16.2			WWKA-F
4. WJHM-F (B)	45/ 7.9	6.0	6.8	10.1	9.1	----	79/694	491/15.2	13.4	14.3			WJHM-F
5. WROD (BB)	41/ 7.2	6.4	6.3	3.9	7.0	----	43/491	462/14.3	11.1	12.0			WROD
6. WOCL-F (O)	32/ 5.6	7.4	8.0	7.4	7.4	----	108/983	394/12.2	15.9	16.7			WOCL-F
7. WMGF-F (SAC)	27/ 4.7	5.2	5.2	5.1	5.3	----	82/815	328/10.1	11.3	11.1			WMGF-F
8. WHTQ-F (AOR)	24/ 4.2	7.2	8.2	6.0	2.7	----	47/632	392/12.1	13.9	14.4			WHTQ-F
9. WOMX-F (CHR)	23/ 4.0	3.4	3.0	5.7	6.6	----	24/487	331/10.2	10.5	13.7			WOMX-F
WDIZ-F (AOR)	23/ 4.0	5.0	4.6	4.3	5.7	----	31/598	377/11.6	12.2	11.0			WDIZ-F
11. WPUL (B)	21/ 3.7	5.2	1.4	1.4	0.4	----	21/192	192/ 5.9	3.0	3.3			WPUL
12. WNDB (T)	19/ 3.3	3.2	3.2	4.1	4.2	----	19/254	254/ 7.8	7.2	7.4			WNDB
13. WSTF-F (AC)	18/ 3.1	2.2	4.3	3.7	3.6	----	20/389	292/ 9.0	9.8	12.7			WSTF-F
14. WSSP-F (EZ)	17/ 3.0	2.4	2.1	3.7	4.2	----	29/413	251/ 7.8	8.9	7.7			WSSP-F
WNFI-F (CHR)	17/ 3.0	1.8	3.4	2.9	4.6	----	21/426	337/10.4	7.9	10.9			WNFI-F

12+ FM SHARE (METRO): 79.35% (392 of 494) (FAL 89: 84.05%)

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

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

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		43 (3)	43 (3)	8.7	8.0	WMFJ 1450 Daytona Beach	0.7/2.7/ 4/	89	
AOR/CLASSIC		47 (2)	47 (2)	9.5	14.7	WSBB 1230 New Smyrna Bch	1.4/3.4/ 8/	109	
AC/OLDIES/SOFT ROCK		87 (4)	87 (4)	17.6	20.0	WXVQ 1490 DeLand	0.7/1.4/ 4/	45	
MOR/VARIETY	15 (3)			3.0	1.8				
COUNTRY		98 (2)	98 (2)	19.8	10.6	WDBO 580 Orlando	0.5/2.7/ 12/	234	
BLACK/URBAN	21 (1)	45 (1)	66 (2)	13.4	7.8	WLOQ-F 103.1 Winter Pk/Orlnd	0.3/1.8/ 2/	71	
BEAUTIFUL/EASY		70 (2)	70 (2)	14.2	22.9	WMMO-F 98.9 Orlando	1.7/3.1/ 12/	146	
NEWS/TALK	21 (2)		21 (2)	4.3	3.7	WNZ 740 Orlando	0.3/1.3/ 4/	68	
NOSTALGIA	41 (1)		41 (1)	8.3	7.8	WXXL-F 106.7 Leesburg	0.5/2.7/ 10/	268	
RELIGION/GOSPEL					1.0				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE		2 (1)	2 (1)	0.4					
UNKNOWN/OTHERS	4 (1)		4 (1)	0.8	1.6				
	102 (8)	392 (15)	494 (23)						

RADIO STATIONS

WNDB	, 1150,	1 KW (DA-N)	, Talk	CBS ABC T, \$20.00	(Eastman)	Root
WPUL	, 1590,	1 KW (DAYS)	, Black	SMN SBN, \$15.00	(---)	
WROD	, 1340,	1 KW	, Nostalgia	ABC I UNIULT, \$22.00	(K & P)	
WNFI-F,	99.9,	100 KW @ 1249	, CHR	ABC C UNISUP, \$56.00	(Katz)	(PALATKA)
WWLV-F,	94.5,	100 KW @ 1470	, EZ/Btfl	, \$30.00	(Eastman)	Root

Other ranked stations -- See Orlando or Melbourne

DENVER

Arbitron Rank/Pop (12+): 24/1,596,500

Stations: 29/29
Diaries: 1740/918:1/57.1%
Sample Target: 1640
% Below Line: 0.0
% Not Listed: 11.9

1990 Revenue: \$70,000,000
HH Inc.: \$33,625
Retail \$: 15.0 Bill
Pop per Station: 55,051
#1 Biller: KOA \$11,600,000

MSA Rank/Pop: 27/1,930,000
ADI # 19
Average Person Ratings: 17.0
Market TSL: 22.25 hours

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. KYGO-F (C)	225/ 8.3	8.6	7.9	6.0	5.8	7.7	280/3059	2519/15.8	16.2	12.9	8.3	229	2154	KYGO-F
2. KOA (N/T)	215/ 7.9	7.5	6.2	7.8	8.4	7.3	297/5326	3938/24.7	19.5	26.6	7.8	215	3207	KOA
3. KOSI-F (EZ/SAC)	164/ 6.0	6.7	6.1	6.5	7.1	6.3	182/2912	2442/15.3	15.7	14.5	5.8	159	2268	KOSI-F
4. KQKS-F (CHR)	156/ 5.7	5.3	6.0	5.8	5.3	5.7	180/3059	2548/16.0	16.9	14.7	7.1	196	2666	KQKS-F
5. KXLT-F (AC)	153/ 5.6	6.1	4.1	4.1	5.0	5.0	162/1994	1797/11.3	11.3	11.7	4.8	134	1302	KXLT-F
6. KBPI-F (AOR)	151/ 5.6	6.5	6.3	4.6	3.8	5.8	174/2931	2400/15.0	13.3	13.5	9.4	260	2999	KBPI-F
7. KBCO-F (AOR)	139/ 5.1	5.0	5.7	6.0	7.0	5.4	146/2321	2191/13.7	14.3	14.5	7.2	198	2059	KBCO-F
8. KRFX-F (CL AOR)	137/ 5.0	3.7	3.4	4.0	3.7	4.0	173/2621	2181/13.7	11.5	10.9	4.5	124	1602	KRFX-F
9. KXKL-AF (O)	127/ 4.7	7.0	6.7	5.5	6.3	6.0	168/2900	2457/15.4	18.1	17.8	5.1	135	1921	KXKL-AF
10. KRXY-AF (CHR)	119/ 4.3	5.5	6.7	7.0	7.5	5.9	134/2625	2388/15.0	19.5	21.5	6.0	162	3255	KRXY-AF
11. KSYY-F (SAC)	99/ 3.6	3.1	4.2	4.3	4.0	3.8	111/1804	1499/ 9.4	11.1	11.8	1.8	51	843	KSYY-F
12. KAZY-F (AOR)	96/ 3.5	3.9	3.7	4.2	4.7	3.8	124/2573	1996/12.5	12.0	13.9	3.5	98	2474	KAZY-F
13. KVOD-F (CL)	95/ 3.5	2.4	2.8	3.3	2.6	3.0	114/1547	1369/ 8.6	7.2	7.2	2.5	69	744	KVOD-F
14. KEZW (BB)	94/ 3.5	3.3	3.6	2.6	2.5	3.3	94/1154	1114/ 7.0	6.3	5.2	2.1	59	595	KEZW
15. KHIH-F (J/NA)	71/ 2.6	1.6	2.4	2.5	2.3	2.3	71/1210	1153/ 7.2	6.2	7.6	2.2	60	1196	KHIH-F
16. KHOW (MOR)	60/ 2.2	2.1	2.3	4.2	2.9	2.7	80/1459	1090/ 6.8	5.9	9.5	2.6	73	955	KHOW
17. KYGO (C)	56/ 2.1	1.6	1.8	2.8	1.1	2.1	77/1104	816/ 5.1	4.7	3.5	0.9	26	481	KYGO
18. KTCL-F (AOR)	49/ 1.8	1.3	0.5	1.6	0.6	1.3	55/868	724/ 4.5	3.0	2.8	2.2	61	756	KTCL-F
19. KYBG (T)	48/ 1.8	1.8	1.9	1.8	2.1	1.8	51/1106	962/ 6.0	0.0	0.0	1.4	39	572	KYBG
20. KLZ (AOR)	39/ 1.4	1.1	1.3	1.2	2.5	1.3	61/563	310/ 1.9	2.8	5.2	0.8	23	387	KLZ

12+ FM SHARE (METRO): 75.11% (1799 of 2395) (FAL 89: 73.62%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KBPI-F	1 KXLT-F>	1 KXLT-F>	1 KXLT-F>	1 KXLT-F	1 KBPI-F>	1 KRFX-F	1 KRFX-F	1 KRFX-F	1 KYGO-F
2 KXLT-F	2 KBPI-F	2 KYGO-F	2 KYGO-F	2 KYGO-F	2 KRFX-F	2 KBPI-F	2 KBCO-F	2 KYGO-F	2 KBCO-F
3 KRXY-AF	3 KRXY-AF<	KBCO-F	3 KOSI-F	3 KOSI-F	3 KAZY-F	3 KYGO-F<	3 KYGO-F>	3 KBCO-F	3 KOA <
4 KQKS-F>	4 KYGO-F<	4 KRFX-F	4 KBPI-F	4 KXKL-AF	4 KRXY-AF	4 KBCO-F<	4 KAZY-F	4 KBPI-F<	4 KRFX-F>
5 KOSI-F	5 KBCO-F<	5 KQKS-F	5 KRXY-AF<	5 KSYY-F	KLZ	5 KAZY-F>	5 KTCL-F	5 KOA	5 KXKL-AF
6 KYGO-F	6 KQKS-F	6 KRXY-AF	6 KXKL-AF<	6 KBCO-F<	6 KQKS-F	6 KTCL-F	6 KOA	6 KAZY-F	6 KOSI-F
KAZY-F	7 KOSI-F<	7 KOSI-F	7 KQKS-F	7 KOA	7 KYGO-F	KQKS-F	KBPI-F	7 KXKL-AF	7 KAZY-F
8 KBCO-F	8 KRFX-F	8	KBCO-F<	8	8	KOA	8	8	8
			9 KSYY-F						

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP	4 (1)	271 (2)	275 (3)	11.5	14.1	KBNO 1220 Denver	0.3/1.4/ 9/ 230		
AOR/CLASSIC	39 (1)	594 (6)	633 (7)	26.4	18.7	KDEN 1340 Denver	0.4/2.3/ 13/ 373		
AC/OLDIES/SOFT ROCK	21 (2)	371 (3)	392 (5)	16.4	21.7	KDHT-F 92.5 Greeley	0.8/3.9/ 25/ 745		
MOR/VARIETY	60 (1)		60 (1)	2.5	3.2	KDKO 1510 Littleton/Denve	0.8/2.1/ 21/ 342		
COUNTRY	56 (1)	225 (1)	281 (2)	11.7	10.3	KJME 1390 Denver	0.7/1.0/ 19/ 159		
BLACK/URBAN	21 (1)		21 (1)	0.9	0.5	KRZN 760 Englewood	0.5/1.6/ 15/ 324		
BEAUTIFUL/EASY		172 (2)	172 (2)	7.2	7.8	KYBG-F 92.1 Castle Rock	0.3/1.4/ 9/ 235		
NEWS/TALK	273 (3)		273 (3)	11.4	13.1				
NOSTALGIA	94 (1)		94 (1)	3.9	2.7				
RELIGION/GOSPEL					0.4				
SPANISH	9 (1)		9 (1)	0.4	0.4				
CLASSICAL		95 (1)	95 (1)	4.0	2.9				
JAZZ/NEW AGE		71 (1)	71 (1)	3.0	2.5				
UNKNOWN/OTHERS	19 (1)		19 (1)	0.8	1.6				
	596 (13)	1799 (16)	2395 (29)						

RADIO STATIONS

AM STATIONS

KBNO, 1220, 1 KW/17 W	, HISPANIC		, \$ 30.00 (Lotus)	
KDEN, 1340, 1 KW	, TALK	ABC C MBS,	\$ 35.00 (Savalli)	
KDKO, 1510, 10 KW/1.3 KW(DA-2)	, BLACK		, \$ 37.00 (---)	
KEZW, 1430, 5 KW (DA-N)	, NOSTALGIA	SMN,	\$ 40.00 (Torbet)	
KHOW, 630, 5 KW (DA-N)	, FULL SERVICE	MBS NBC,	\$ 170.00 (Republic)	Viacom
KLTT, 800, 1 KW (DAYS, DA)	, RELIGION		, \$ 18.00 (---)	Mortenson
KLZ, 560, 5 KW (DA-1)	, COUNTRY	SMN UNIPWR,	\$ 55.00 (McGuild)	Summit
KNUS, 710, 5 KW (DA-1)	, TALK	ABC D UNIULT,	\$ 34.00 (---)	
KOA, 860, 50 KW	, NEWS/TALK	ABC E ABC I,	\$ 150.00 (Eastman)	Jacor
KQXI, 1550, 10 KW (DA-1)	, RELIGION		, \$ 25.00 (---)	Mid America Gospel
KRXY, 1600, 5 KW (DA-N)	, SEE KRXY-F			
KRZN, 760, 5 KW/1 KW (DA-1)	, OLDIES		, \$ 37.00 (Christal)	Genesis
KXKL, 1280, 5 KW (DA-2)	, SEE KXKL-F			
KYBG, 1090, 50 KW/500 W (DA-2)	, SPORTS TALK		, \$ 25.00 (Banner)	Century
KYGO, 950, 5 KW (DA-N)	, SEE KYGO-F			

FM STATIONS

KAZY, 106.7, 100 KW @ 987, AOR		ABC R,	\$ 85.00 (McGuild)	Summit
KBCO, 97.3, 100 KW @ 1541, AOR			, \$ 160.00 (MMR)	Noble (BOULDER)
KBPI, 105.9, 100 KW @ 1470, AOR		SOURCE,	\$ 90.00 (Banner)	Great American
KHIH, 94.7, 100 KW @ 984, JAZZ/NAC		SMN,	\$ 65.00 (HNWH)	Adams (BOULDER)
KOSI, 101.1, 100 KW @ 1624, EZ		UNISUP,	\$ 80.00 (Torbet)	
KQKS, 104.3, 5 KW @ 1430, CHR			, \$ 72.00 (HNWH)	Western Cities (LONGMOUNT)
KRFX, 103.5, 100 KW @ 1045, OLDIES		CBS,	\$ 64.00 (Eastman)	Jacor
KRXY, 107.5, 100 KW @ 1198, CHR			, \$ 84.00 (Katz)	Cap Cities/ABC
KSYY, 95.7, 100 KW @ 1608, SOFT AC		MBS,	\$ 67.00 (Republic)	Viacom
KTCL, 93.3, 100 KW @ 1330, AOR			, \$ 44.00 (McGuild)	(FT COLLINS)
KVOD, 99.5, 100 KW @ 282, CLASSICAL		UNISUP,	\$ 70.00 (Katz)	Henry
KXKL, 105.1, 100 KW @ 1169, OLDIES			, \$ 140.00 (Durpetti)	Shamrock
KXLT, 100.3, 100 KW @ 330, AC			, \$ 86.00 (Christal)	Genesis
KYBG, 92.1, .8 KW @ 616, EZ			, \$ 30.00 (Banner)	Century (CASTLE ROCK)
KYGO, 98.5, 100 KW @ 1821, COUNTRY			, \$ 107.00 (CBS)	Jeff-Pilot

MISCELLANEOUS: KBNO - Sold for \$250,000 . . . KDEN - Sold for \$575,000 . . .

DES MOINES

Arbitron Rank/Pop (12+): 111/327,800
 MSA Rank/Pop: 123/398,000
 ADI # 66
 Average Person Ratings: 16.5
 Market TSL: 21.75 hours

Stations: 14/14
 Diaries: 718/466:1/60.1%
 Sample Target: 750
 % Below Line: 0.0
 % Not Listed: 11.5

1990 Revenue: \$13,500,000
 HH Inc.: \$31,632
 Retail \$: 3.5 Bill
 Pop per Station: 23,414
 #1 Biller: WHO \$3,200,000

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. KRNQ-F (CHR)	83/15.3	13.8	12.7	11.2	11.1	----	140/2059	1052/32.1	27.7	29.1	17.5	94	967	KRNQ-F
2. WHO (MOR/FS)	81/15.0	11.3	15.8	11.9	11.1	----	245/2866	946/28.9	25.9	30.6	12.7	68	802	WHO
3. KGGO-F (AOR)	63/11.6	14.9	12.9	17.0	14.9	----	111/1417	828/25.3	26.0	23.5	19.2	103	1010	KGGO-F
4. KJJY-F (C)	59/10.9	11.0	10.9	12.3	8.4	----	103/1172	646/19.7	20.1	21.9	13.0	70	722	KJJY-F
5. KLYF-F (SAC)	50/ 9.2	9.8	8.4	7.3	8.8	----	84/1214	631/19.2	21.5	20.4	6.7	36	509	KLYF-F
6. KRNT (BB)	32/ 5.9	5.7	7.9	6.0	5.3	----	40/723	513/15.6	16.3	14.0	5.4	29	413	KRNT
7. KEZT-F (EZ/SAC)	31/ 5.7	4.3	4.7	5.2	4.0	----	52/742	362/11.0	11.9	11.3	2.0	11	162	KEZT-F
8. KIOA-F (O)	26/ 4.8	5.9	4.9	3.4	4.8	----	66/872	430/13.1	14.7	13.7	3.9	21	594	KIOA-F
9. KDMG-F (O)	19/ 3.5	5.3	4.7	8.0	6.1	----	31/706	406/12.4	14.4	16.5	4.5	24	292	KDMG-F
10. KIOA (AC)	16/ 3.0	3.6	3.9	5.6	8.6	----	34/740	313/ 9.5	10.0	9.6	2.8	15	285	KIOA

12+ FM SHARE (METRO): 69.10% (331 of 479) (FAL 89: 65.02%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KRNQ-F >>	1 KRNQ-F >	1 KRNQ-F	1 KRNQ-F <	1 KLYF-F >	1 KGGO-F >>	1 KRNQ-F <	1 KRNQ-F >	1 KGGO-F	1 KRNQ-F
2 KGGO-F >>	2 KGGO-F >	2 KLYF-F	2 KLYF-F	2 KRNQ-F	2 KRNO-F >>	2 KGGO-F >>	2 KGGO-F	2 KRNO-F	2 WHO
3 KIOA-F >	3 KLYF-F >	3 KGGO-F >>	3 KGGO-F >	KJJY-F	3 KJJY-F >	3 KLYF-F	3 KLYF-F	3 WHO >	KJJY-F
4 KJJY-F	4 KIOA-F	4 KJJY-F	4 KIOA-F	4 KGGO-F	4 WHO >	4 WHO >	4 WHO >	4 KJJY-F	4 KGGO-F >
5	5 KJJY-F	KEZT-F	5 KJJY-F	5 KEZT-F	KLYF-F	5 KJJY-F	5 KJJY-F	5 KLYF-F	5 KLYF-F
					KIOA-F				KDMG-F

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		83 (1)	83 (1)	17.3	19.3	KDLS 1310 Perry	1.3/1.3/ 12/ 102
AOR/CLASSIC	3 (1)	63 (1)	66 (2)	13.8	14.6	KGGO 1460 Des Moines	0.6/3.6/ 7/ 202
AC/OLDIES/SOFT ROCK	16 (1)	95 (3)	111 (4)	23.2	18.7	KKSO 1390 Des Moines	1.3/3.3/ 7/ 116
MOR/VARIETY	81 (1)		81 (1)	16.9	25.8	KWKY 1150 Des Moines	0.4/2.9/ 2/ 111
COUNTRY	7 (1)	59 (1)	66 (2)	13.8	13.1		
BLACK/URBAN							
BEAUTIFUL/EASY		31 (1)	31 (1)	6.5	5.2		
NEWS/TALK							
NOSTALGIA	32 (1)		32 (1)	6.7			
RELIGION/GOSPEL	2 (1)		2 (1)	0.4	3.0		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS	7 (1)		7 (1)	1.5	0.4		
	148 (7)	331 (7)	479 (14)				

RADIO STATIONS

KIOA, 940, 10 KW/5 KW (DA-2), OLDIES	ABC E, \$ 25.00 (Banner)	Midwest	Kipper McGee
KRNT, 1350, 5 KW (DA-N), NOSTALGIA	CBS, UNISUP, \$ 23.00 (Katz)	Saga	Gary Voss
WHO, 1040, 50 KW, FULL SER/TALK	ABC I, \$ 64.00 (Christal)	Palmer	Chuck Jewell
KDMG-F, 103.3, 100 KW @ 745, OLDIES	UNIPWR, \$ 22.00 (Republic)	Valley (PELLA)	Paul Garvin
KIOA-F, 93.3, 100 KW @ 1063, OLDIES	\$ 27.00 (Banner)	Midwest	Kipper McGee
KEZT-F, 104.1, 100 KW @ 1009, EZ	\$ 20.00 (Republic)	(AMES)	Sandy Wyborny
KGGO-F, 94.9, 100 KW @ 1066, ADR	SOURCE, \$ 57.00 (Eastman)	Stoner	Peter McLane
KJJY-F, 92.5, 41 KW @ 541, COUNTRY	\$ 40.00 (McGuild)	Fuller-Jeffrey	Mike McKoy
KLYF-F, 100.3, 100 KW @ 1700, SOFT AC	\$ 42.00 (Christal)	Palmer	Chuck Jewell
KRNO-F, 102.5, 100 KW @ 1248, CHR	ABC F, \$ 41.00 (Katz)	Saga	

MISCELLANEOUS: KDWZ-F changes to KIOA-F and format from CHR to Oldies . . . KRNT reclassified as Nostalgia . . .

DETROIT

Arbitron Rank/Pop (12+): 6/3,589,100

Stations: 32/31
 Diaries: 2522/1406:1/56.6%
 Sample Target: 2440
 % Below Line: 0.3
 % Not Listed: 8.5

1990 Revenue: \$118,400,000
 HH Inc.: \$34,932
 Retail \$: 35.5 Bill
 Pop per Station: 115,777
 #1 Biller: WJR \$19,000,000

MSA Rank/Pop: 5/4,660,000

ADI # 8

Average Person Ratings: 18.4

Market TSL: 23.75 hours

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume
1. WJR (MOR)	513/ 7.8	8.9	8.5	7.9	8.3	8.3	702/10231	7484/20.9	21.6	21.4	7.6	506	6936 WJR
2. WJLB-F (B)	474/ 7.2	7.3	6.7	7.3	7.8	7.1	509/5527	5047/14.1	13.8	14.3	7.9	532	6263 WJLB-F
3. WWJ (N/T)	398/ 6.0	5.1	4.6	5.8	5.7	5.4	411/7507	7072/19.7	18.0	18.0	5.2	346	5073 WWJ
4. WHYT-F (CHR)	321/ 4.9	5.3	5.1	5.9	5.0	5.3	344/7247	6586/18.4	18.2	16.2	6.9	463	8002 WHYT-F
5. WWWW-F (C)	315/ 4.8	4.0	4.1	4.9	4.7	4.4	343/4669	4124/11.5	10.5	11.9	5.7	383	3906 WWWW-F
6. WJOI-F (EZ)	303/ 4.6	4.8	3.8	5.4	4.8	4.7	315/4095	3830/10.7	10.2	12.0	2.2	145	1878 WJOI-F
7. WJZZ-F (J/NA)	288/ 4.4	4.1	4.0	4.0	3.5	4.1	294/4036	3854/10.7	9.2	9.5	5.1	341	3583 WJZZ-F
8. WLTI-F (SAC)	286/ 4.3	3.9	5.7	4.3	4.7	4.6	302/4271	3943/11.0	12.9	11.6	2.9	197	2733 WLTI-F
9. WNIC-F (AC)	271/ 4.1	3.7	3.7	4.3	3.9	4.0	283/4778	4403/12.3	11.0	12.8	4.3	285	4629 WNIC-F
10. WRIF-F (AOR)	257/ 3.9	3.9	3.4	3.7	3.0	3.7	299/4944	4179/11.6	11.3	12.0	5.1	340	4238 WRIF-F
11. WLLZ-F (AOR)	253/ 3.8	3.6	4.3	3.9	3.6	3.9	266/4924	4532/12.6	12.6	12.7	4.1	275	4325 WLLZ-F
12. WOMC-F (AC)	235/ 3.6	3.9	3.2	2.8	2.6	3.4	248/4338	3983/11.1	10.7	8.8	2.2	150	2342 WOMC-F
13. WKQI-F (CHR)	230/ 3.5	4.1	4.8	4.4	4.2	4.2	259/5748	5282/14.7	15.9	16.6	3.5	232	3946 WKQI-F
14. WCSX-F (CL AOR)	226/ 3.4	3.1	3.0	3.5	3.6	3.3	251/4952	4407/12.3	10.0	12.0	3.9	259	4051 WCSX-F
15. CKLW (BB)	215/ 3.3	2.9	2.3	2.3	2.7	2.7	264/3666	2929/ 8.2	8.1	7.8	1.9	127	1731 CKLW
16. WXYT (T)	211/ 3.2	3.6	3.9	3.5	3.0	3.5	217/2983	2833/ 7.9	8.1	8.3	3.6	238	2482 WXYT
17. WDFX-F (CHR)	185/ 2.8	4.0	3.1	3.7	4.2	3.4	196/5013	4686/13.1	12.3	14.6	5.2	345	6725 WDFX-F
18. WQRS-F (CL)	135/ 2.0	1.5	2.2	1.5	2.2	1.8	147/2222	2004/ 5.6	6.2	6.4	2.1	142	1482 WQRS-F
19. WMXD-F (B)	134/ 2.0	1.6	0.5	0.6	0.9	1.2	138/2356	2229/ 6.2	2.8	3.5	2.8	187	2384 WMXD-F
20. WKSG-F (O)	118/ 1.8	1.9	2.0	1.9	2.0	1.9	118/2582	2538/ 7.1	7.2	7.1	2.0	131	1813 WKSG-F
21. WCXI (C)	101/ 1.5	1.5	1.0	1.3	1.5	1.3	123/1679	1432/ 4.0	3.4	4.3	0.8	52	1305 WCXI
22. WGPR-F (B)	98/ 1.5	1.9	2.1	1.5	1.8	1.8	100/2305	2191/ 6.1	6.5	6.5	1.4	95	1966 WGPR-F
23.													
24.													
25.													

12+ FM SHARE (METRO): 71.68% (4323 of 6031) (FAL 89: 72.25%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WJLB-F	1 WJLB-F>	1 WJLB-F	1 WJLB-F	1 WJLB-F	1 WRIF-F	1 WRIF-F	1 WRIF-F	1 WRIF-F	1 WJZZ-F<
2 WDFX-F	2 WNIC-F>	2 WNIC-F	2 WNIC-F>	2 WNIC-F	2 WLLZ-F>	2 WLLZ-F>	2 WLLZ-F	2 WLLZ-F	2 WRIF-F
3 WHYT-F	3 WKQI-F	3 WKQI-F>	3 WLTI-F<	3 WLTI-F	3 WCSX-F<	3 WJLB-F	3 WJZZ-F	3 WJLB-F<	3 WLLZ-F
4 WNIC-F>	4 WHYT-F	4 WJZZ-F	4 WKQI-F	4 WKQI-F	4 WJLB-F>	4 WCSX-F	4 WJLB-F	4 WCSX-F	4 WWWW-F
5 WMXD-F<	5 WDFX-F	5 WCSX-F	5 WHYT-F<	5 WWWW-F<	5 WHYT-F	5 WJZZ-F>	5 WCSX-F	5 WJZZ-F	5 WJLB-F<
6 WRIF-F>	6 WJZZ-F	6 WLTI-F<	6 WWWW-F	6 WJZZ-F	6 WDFX-F>	6 WWWW-F	6 WWWW-F>	6 WWWW-F	6 WJR <
7 WLTI-F	7 WCSX-F	7 WHYT-F<	7 WJZZ-F	7 WJOI-F<	7 WMXD-F	7 WHYT-F	7 WOMC-F	7 WOMC-F	7 WWJ
8 WKQI-F	8 WLTI-F	8 WLLZ-F	8 WOMC-F	8 WOMC-F	8	8	8	8 WWJ	8 WOMC-F<
9	9 WLLZ-F	9 WOMC-F	9 WCSX-F	9 WJR	9	9	9	9 WJR	9 WCSX-F
10	10 WRIF-F	10	10 WJOI-F	10	10	10	10	10 WKQI-F	10 WLTI-F

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		736 (3)	736 (3)	12.2	11.8	CIMX-F 88.7 Windsor/Detroit	0.5/3.5/ 37/1342		
AOR/CLASSIC		755 (4)	755 (4)	12.5	11.5	CKMR-F 93.9 Windsor	1.2/4.5/ 92/1861		
AC/OLDIES/SOFT ROCK	27 (1)	992 (5)	1019 (6)	16.9	23.4	WCHB 1200 Taylor	0.3/1.3/ 24/ 488		
MOR/VARIETY	513 (1)		513 (1)	8.5	9.0	WHND 560 Monroe/Detroit	0.4/0.8/ 33/ 366		
COUNTRY	101 (1)	315 (1)	416 (2)	6.9	6.7	WMKM 1440 Inkster	0.6/1.6/ 41/ 603		
BLACK/URBAN	159 (3)	706 (3)	865 (6)	14.3	12.6	WMTG 1310 Dearborn/Detroit	1.1/3.3/ 77/1224		
BEAUTIFUL/EASY		303 (1)	303 (1)	5.0	5.3	WMUZ-F 103.5 Detroit	0.9/3.0/ 65/1189		
NEWS/TALK	609 (2)		609 (2)	10.1	9.5	WQBH 1400 Detroit	0.9/2.8/ 62/1011		
NOSTALGIA	215 (1)		215 (1)	3.6	3.0	WUFL 1030 Sterling Hghts	0.7/0.7/ 49/ 283		
RELIGION/GOSPEL		58 (1)	58 (1)	1.0	0.9				
SPANISH						WIQB-F 102.9 Ann Arbor	0.3/1.3/ 64/1155		
CLASSICAL		135 (1)	135 (1)	2.2	2.4				
JAZZ/NEW AGE		288 (1)	288 (1)	4.8	3.8				
UNKNOWN/OTHERS	84 (2)	35 (1)	119 (3)	2.0					

	1708 (11)	4323 (21)	6031 (32)						

RADIO STATIONS

AM STATIONS

WCXI, 1130, 50 KW/10 KW (DA-2), COUNTRY	APR, \$ 50.00 (Christal)	Shamrock
WCHB, 1440, 1 KW (DA-2), GOSPEL	NBN, \$ 30.00 (Torbet)	
WHND, 560, 500 W (DAYS,DA), OLDIES	UNIPWR, \$ N/A (McGuild)	Greater Media (MONROE)
WJR, 760, 50 KW, FULL SERVICE	ABC I, \$ 260.00 (Katz)	Cap Cities/ABC
WMTG, 1310, 5 KW (DA-2), BLACK OLDIES	SMN, \$ N/A (McGuild)	
WQBH, 1400, 1 KW, BLACK	, \$ 45.00 (Patt)	
WWJ, 950, 5 KW (DA-N), NEWS	CBS UNISUP, \$ 155.00 (CBS)	CBS
WXYT, 1270, 5 KW (DA-N), TALK	NBC MBS, \$ 75.00 (Durpetti)	
CKLW, 800, 50 KW (DA-2), NOSTALGIA	UNISUP, \$ 70.00 (Banner)	(WINDSOR)

FM STATIONS

WCSX, 94.7, 13 KW @ 950, CLASSIC AOR	UNIPWR, \$ 130.00 (McGuild)	Greater Media
WDFX, 99.5, 21 KW @ 755, CHR	SOURCE, \$ 100.00 (MMR)	Hoker
WGPR, 107.5, 50 KW @ 375, BLACK	SBN, \$ 55.00 (Lazar)	
WHYT, 96.3, 20 KW @ 786, CHR	ABC C, \$ 100.00 (Banner)	Cap Cities/ABC
WJLB, 97.9, 50 KW @ 490, BLACK	, \$ 170.00 (MMR)	Booth
WJOI, 97.1, 12 KW @ 890, EZ	UNISUP, \$ 104.00 (CBS)	CBS
WJZZ, 105.9, 20 KW @ 724, JAZZ	, \$ 80.00 (Torbet)	
WKQI, 95.5, 100 KW @ 426, CHR	UNIPWR, \$ 132.00 (HNWH)	Brdcst. Partners
WKSG, 102.7, 50 KW @ 500, OLDIES	UNISUP, \$ 80.00 (Durpetti)	Ragan Henry
WLLZ, 98.7, 50 KW @ 480, AOR	MBS NBC, \$ 160.00 (Group W)	Westinghouse
WLTI, 93.1, 26 KW @ 668, SOFT AC	, \$ 90.00 (Christal)	Viacom
WMUZ, 103.5, 50 KW @ 465, RELIGION	, \$ 40.00 (---)	Crawford
WMXD, 92.3, 21 KW @ 700, AC/URBAN	, \$ 70.00 (Durpetti)	
WNIC, 100.3, 32 KW @ 600, AC	, \$ 168.00 (McGuild)	Fairmont
WOMC, 104.3, 190 KW @ 360, OLDIES	UNIULT, \$ 140.00 (Republic)	Infinity
WQRS, 105.1, 20 KW @ 784, CLASSICAL	, \$ 80.00 (CMBS)	Marlin
WRIF, 101.1, 27 KW @ 880, AOR	ABC R, \$ 110.00 (Republic)	Great American
WWWW, 106.7, 61 KW @ 510, COUNTRY	APR UNIULT, \$ 150.00 (Christal)	Shamrock
CKMR, 93.9, 100 KW @ 655, OLDIES	, \$ 65.00 (Banner)	

MISCELLANEOUS: WDFX-F - Sold by Hoker to Sherman for \$10,900,000 . . . WKSG-F (Mt. Clemons) - Sold by U.S. Radio for \$8,650,000 (Kalil) . . .

EL PASO

Arbitron Rank/Pop (12+): 79/465,100
 MSA Rank/Pop: 86/600,000
 ADI # 104
 Average Person Ratings: 18.6
 Market TSL: 24.50 hours

Stations: 25/17
 Diaries: 908/512:1/57.0%
 Sample Target: 885
 % Below Line: 5.4
 % Not Listed: 8.8

1990 Revenue: \$13,000,000
 HH Inc.: \$26,336
 Retail \$: 3.6 Btl
 Pop per Station: 27,358
 #1 Biller: KHEY-AF \$3,200,000

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. KHEY-F (C)	119/13.7	14.3	11.9	10.5	12.5	12.6	146/1465	1287/27.7	21.5	24.8	17.5	151	1177	KHEY-F
2. KPRR-F (CHR)	100/11.5	13.7	14.6	13.3	13.0	13.3	107/1446	1289/27.7	33.6	28.5	16.2	140	1453	KPRR-F
3. KLAQ-F (AOR)	88/10.2	11.2	9.3	10.9	12.6	10.4	119/1491	1105/23.8	23.0	25.5	13.2	114	1099	KLAQ-F
4. KAMZ-F (AC)	66/ 7.6	9.0	5.1	4.2	3.5	6.5	69/1062	960/20.6	17.5	12.3	8.0	69	792	KAMZ-F
5. KBNA-AF (SP)	62/ 7.2	6.8	6.5	6.8	6.0	6.8	67/847	800/17.2	15.1	15.1	4.7	29	529	KBNA-AF
6. KTSM-F (EZ)	50/ 5.8	5.6	5.3	5.8	6.1	5.6	82/837	605/13.0	15.5	14.1	4.8	41	481	KTSM-F
7. KAMA (SP)	46/ 5.3	2.9	6.2	5.1	6.5	4.9	48/619	573/12.3	12.9	11.7	4.5	39	662	KAMA
8. KEZB-F (CHR)	38/ 4.4	4.3	5.5	5.4	3.6	4.9	52/1052	809/17.4	19.8	16.7	4.1	35	835	KEZB-F
9. KOFX-F (O)	37/ 4.3	5.7	6.3	6.5	7.0	5.7	44/731	552/11.9	17.8	14.6	4.9	42	638	KOFX-F
10. KROD (O)	35/ 4.0	1.8	2.8	2.5	3.5	2.8	51/769	520/11.2	8.7	10.2	3.9	34	650	KROD
11. KLTO-F (AC)	33/ 3.8	4.5	5.5	5.5	3.0	4.8	38/563	487/10.5	17.3	10.1	3.2	28	447	KLTO-F
12. KTSM (N/T)	26/ 3.0	4.0	2.5	3.2	3.6	3.2	26/260	253/ 5.4	6.9	8.5	2.4	21	284	KTSM
13. KHEY (C)	22/ 2.5	2.9	2.1	3.0	4.4	2.6	32/567	437/ 9.4	8.4	11.1	1.9	16	294	KHEY
14.														
15.														

12+ FM SHARE (METRO): 76.96% (608 of 790) (FAL 89: 73.98%)

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

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

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		138 (2)	138 (2)	17.5	18.1	KELP 1590 El Paso	0.5/2.0/ 4/ 99
AOR/CLASSIC		88 (1)	88 (1)	11.1	13.8	KEZB 1150 El Paso	1.4/3.5/ 12/ 163
AC/OLDIES/SOFT ROCK	35 (1)	136 (3)	171 (4)	21.6	18.5	KPAS-F 103.1 Fabens/El Paso	0.6/1.3/ 5/ 62
MOR/VARIETY							
COUNTRY	22 (1)	119 (1)	141 (2)	17.8	18.4	XCJC 1490 Ciudad Juarez	0.8/2.2/ 0/ 0
BLACK/URBAN						XEJ 970 Ciudad Juarez	0.8/1.6/ 0/ 0
BEAUTIFUL/EASY		50 (1)	50 (1)	6.3	6.7	XHEM-F 103.5 Ciudad Juarez	0.3/1.1/ 0/ 0
NEWS/TALK	26 (1)		26 (1)	3.3	4.0	XHIM-F 105.1 Ciudad Juarez	1.4/2.9/ 0/ 0
NOSTALGIA						XHNZ-F 107.5 Ciudad Juarez	0.5/1.9/ 0/ 0
RELIGION/GOSPEL	4 (1)	5 (1)	9 (2)	1.1	1.9	XHPX-F 98.3 Ciudad Juarez	0.5/2.0/ 0/ 0
SPANISH	95 (6)	72 (6)	167 (12)	21.1	17.2	XHTO-F 104.3 Ciudad Juarez	0.5/1.9/ 0/ 0
CLASSICAL						XROK 800 Ciudad Juarez	0.7/3.4/ 0/ 0
JAZZ/NEW AGE							
UNKNOWN/OTHERS					1.5		
	182 (10)	608 (15)	790 (25)				

RADIO STATIONS

KAMA, 750, 10 KW/1 KW (DA-2), HISPANIC, \$ 28.00 (Caballero) Pinnacle
 KBNA, 920, 1 KW/500 W (DA-N), SEE KBNA-F
 KHEY, 690, 10 KW (DA-2), COUNTRY, ABC I, \$ SEE FM (Katz) Ragan Henry
 KROD, 600, 5 KW (DA-2), OLDIES, ABC E, \$ 17.00 (HNWH)
 KTSM, 1380, 5 KW/500 W, TALK/NEWS, TALKNT, CBS, \$ 19.00 (HNWH)
 KAMZ-F, 93.1, 30 KW @ 1189, AC, \$ 32.00 (Eastman) Pinnacle
 KBNA-F, 97.5, 100 KW @ 1088, HISPANIC, \$ 35.00 (Katz Hisp) Tichenor
 KEZB-F, 93.9, 100 KW @ 1207, CHR, ABC F, \$ 30.00 (Christal)
 KHEY-F, 96.3, 100 KW @ 1388, COUNTRY, \$ 65.00 (Katz) Ragan Henry
 KLAQ-F, 95.5, 100 KW @ 1388, AOR, ABC R, \$ 40.00 (HNWH)
 KLTO-F, 94.7, 61 KW @ 981, AC, \$ 27.00 (Republic)
 KOFX-F, 92.3, 100 KW @ 1860, OLDIES, UNIPWR, \$ 30.00 (McGuil'd)
 KPRR-F, 102.1, 100 KW @ 1190, CHR, \$ 39.00 (McGuil'd)
 KTSM-F, 99.9, 100 KW @ 1820, EZ, NBC, CBS, \$ 27.00 (HNWH)

ERIE

Arbitron Rank/Pop (12+): 143/229,700

Stations: 13/11
Diaries: 703/327:1/63.8%
Sample Target: 645
% Below Line: 2.0
% Not Listed: 16.4

1990 Revenue: \$6,100,000
HH Inc.: \$31,966
Retail \$: 1.8 Bill
Pop per Station: 20,881
#1 Biller: WKKC \$1,500,000

MSA Rank/Pop: 160/281,000
ADI # 139
Average Person Ratings: 15.1
Market TSL: 20.00 hours

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume
1. WJET-F (CHR)	62/17.9	19.8	19.4	24.5	23.8	----	69/884	798/34.7	37.9	38.9	19.9	78	1001
2. WRKT-F (AOR)	59/17.0	14.7	14.2	-----	-----	----	64/627	583/25.4	24.1	25.3	16.3	64	728
3. WKKC-F (AC)	52/15.0	15.5	13.7	13.5	17.3	----	59/857	738/32.1	28.2	30.9	13.5	53	579
4. WEYZ (BB)	29/ 8.4	8.6	8.6	10.4	7.7	----	29/296	296/12.9	15.4	13.5	7.1	28	256
5. WCKC-F (CHR)	21/ 6.1	9.9	8.9	11.5	14.8	----	32/652	483/21.0	25.0	25.8	9.2	36	681
6. WXTA-F (C)	15/ 4.3	5.3	2.4	0.5	-----	----	16/250	228/ 9.9	11.3	5.4	7.1	28	225
7. WZPR-F (C)	13/ 3.7	3.3	3.8	6.0	5.8	----	72/713	162/ 7.1	8.0	8.4	2.8	11	251
WRIE (O)	13/ 3.7	2.8	2.7	5.8	2.7	----	13/230	230/10.0	9.5	9.4	2.3	9	216
9. WLKK (N/T)	9/ 2.6	2.8	2.2	4.4	3.5	----	9/154	154/ 6.7	10.2	8.1	3.3	13	175
10. WCTL-F (REL)	7/ 2.0	1.3	3.2	2.2	1.1	----	7/101	91/ 4.0	4.3	3.7	0.8	3	103
11. WREO-F (J/NA)	5/ 1.4	1.8	3.5	4.7	7.4	----	18/238	134/ 5.8	5.7	11.6	2.6	10	228
12.													
13.													
14.													
15.													

12+ FM SHARE (METRO): 81.38% (236 of 290) (FAL 89: 82.59%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WJET-F>>	1 WRKT-F	1 WKKC-F	1 WKKC-F	1 WKKC-F>>	1 WRKT-F>>	1 WRKT-F>>	1 WRKT-F>>	1 WRKT-F>>	1 WRKT-F>>
2 WKKC-F>	2 WJET-F>	WJET-F	2 WJET-F>>	2 WJET-F>>	2 WJET-F	2 WJET-F	2 WKKC-F	2 WJET-F>	2 WKKC-F>
3 WRKT-F>	3 WKKC-F>>	3 WRKT-F>	3 WRKT-F	3 WRKT-F	3	3	WJET-F>	3 WKKC-F	3 WJET-F
4 WCKC-F	4 WCKC-F	4 WCKC-F>	4 WCKC-F	WCKC-F	4	4	4 WXTA-F>	4	4 WXTA-F

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		83 (2)	83 (2)	28.6	22.8	WPSE 1450 Erie	0.9/3.6/ 3/ 83
AOR/CLASSIC		59 (1)	59 (1)	20.3	27.8		
AC/OLDIES/SOFT ROCK	13 (1)	52 (1)	65 (2)	22.4	19.9	CFPL-F 95.9 London ONT	0.6/1.6/ 3/ 54
MOR/VARIETY							
COUNTRY		28 (2)	28 (2)	9.7	9.8		
BLACK/URBAN							
BEAUTIFUL/EASY					4.1		
NEWS/TALK	9 (1)		9 (1)	3.1	0.9		
NOSTALGIA	29 (1)		29 (1)	10.0	10.1		
RELIGION/GOSPEL		7 (1)	7 (1)	2.4	3.8		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE		5 (1)	5 (1)	1.7			
UNKNOWN/OTHERS	3 (1)	2 (1)	5 (2)	1.7	0.6		
	54 (4)	236 (9)	290 (13)				

RADIO STATIONS

WEYZ , 1450, 5 KW (DA-2)	, Nostalgia	ABC I UNISUP, \$16.00 (Katz)	Burbach
WLKK , 1400, 1 KW	, Talk	SMN, \$10.00 (Roslin)	
WRIE , 1260, 5 KW (DA-2)	, Oldies	SMN, \$12.00 (Christal)	
WCKC-F, 103.7, 50 KW @ 500	, Contemp	ABC D, \$26.00 (Katz)	Burbach
WCTL-F, 106.3, 3 KW @ 300	, Religion	, \$ 6.00 (---)	(UNION CITY)
WJET-F, 102.3, .5 KW @ 670	, CHR	, \$32.00 (Banner)	Myron Jones
WRKT-F, 100.9, 3 KW @ 262	, AOR	, \$25.00 (---)	(NORTH EAST)
WKKC-F, 99.9, 50 KW @ 500	, AC	UNISUP, \$39.00 (Christal)	
WXTA-F, 97.9, 6 KW @ 500	, Country	UNIULT, \$17.00 (Torbet)	(EDINBORO)
WZPR-F, 100.3, 20 KW @ 588	, Country	ABC E, \$16.00 (---)	(MEADVILLE)
WREO-F, 97.1, 50 KW @ 500	, EZ	APR, \$14.00 (---)	(ASHTABULA, OH)

MISCELLANEOUS: WLKK - From Country to Talk . . .

EUGENE

Arbitron Rank/Pop (12+): 145/223,900
 MSA Rank/Pop: 161/270,000
 ADI # 121
 Average Person Ratings: 14.9
 Market TSL: 20.25 hours

Stations: 13/12
 Diaries: 659/340:1/55.2%
 Sample Target: 655
 % Below Line: 1.2
 % Not Listed: 24.0

1990 Revenue: \$7,500,000
 HH Inc.: \$26,747
 Retail \$: 2.1 Bil
 Pop per Station: 18,658
 #1 Biller: KUGN-AF \$2,300,000

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. KUGN-F (C)	52/15.6	14.3	14.0	16.6	8.4	----	54/542	478/21.3	18.7	22.2	12.4	44	538	KUGN-F
2. KMGE-F (AC)	43/12.9	8.4	9.1	8.5	7.5	----	47/596	488/21.8	17.3	18.2	7.3	26	541	KMGE-F
3. KSND-F (CHR)	30/ 9.0	9.9	10.0	9.0	11.1	----	36/537	445/19.9	22.1	25.8	19.2	68	610	KSND-F
4. KZEL-F (AOR)	26/ 7.8	9.9	6.1	7.3	9.6	----	31/494	370/16.5	20.3	19.7	9.0	32	555	KZEL-F
5. KLCX-F (AOR)	25/ 7.5	8.7	8.2	6.4	3.0	----	48/681	301/13.4	14.5	16.0	9.9	35	380	KLCX-F
6. KUGN (MOR/FS)	22/ 6.6	8.1	7.9	8.5	9.9	----	27/541	401/17.9	16.7	17.7	7.6	27	359	KUGN
7. KPNW (MOR/AC)	18/ 5.4	4.3	6.1	4.7	5.7	----	23/508	384/17.2	12.1	17.5	2.8	10	202	KPNW
8. KPNW-F (SAC)	15/ 4.5	6.5	7.9	7.0	8.4	----	28/525	337/15.1	17.0	14.6	4.2	15	280	KPNW-F
9. KEED (C)	8/ 2.4	1.9	2.7	0.6	1.8	----	8/156	156/ 7.0	4.7	6.9	2.3	8	97	KEED
10. KAVE-F (AOR)	7/ 2.1	0.6	----	1.2	0.9	----	10/230	188/ 8.4	3.6	0.0	1.4	5	91	KAVE-F

12+ FM SHARE (METRO): 79.53% (202 of 254) (FAL 89: 70.88%)

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

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

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		30 (1)	30 (1)	11.8	12.6	KDUK 1280 Eugene	0.6/4.0/ 2/ 89
AOR/CLASSIC		58 (3)	58 (3)	22.8	18.0	KORE 1050 Springfld/Eug.	0.6/3.9/ 2/ 87
AC/OLDIES/SOFT ROCK	2 (1)	58 (2)	60 (3)	23.6	24.9		
MOR/VARIETY	40 (2)		40 (2)	15.7	17.6	KFAT-F 106.1 Corvallis	1.2/3.0/ 25/ 284
COUNTRY	8 (1)	56 (2)	64 (3)	25.2	22.2		
BLACK/URBAN							
BEAUTIFUL/EASY NEWS/TALK							
NOSTALGIA					4.6		
RELIGION/GOSPEL	2 (1)		2 (1)	0.8			
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	52 (5)	202 (8)	254 (13)				

RADIO STATIONS

KDUK, 1280, 5 KW/1 KW (DA-N), NOSTALGIA	, \$ 13.00 (McGuild)	Pacific Telecom
KEED, 1600, 5 KW/1 KW (DA-N), COUNTRY	, \$ 10.00 (MMR)	Comm. Pacific
KKXO, 1450, 1 KW, UNISUP,UNIULT,	\$ 11.00 (Eastman)	
KPNW, 1120, 50 KW (DA-1), MOR/AC	ABC I, \$ 17.00 (Katz)	Pacific NW
KUGN, 590, 5 KW/1 KW (DA-N), MOR/FULL SER.	, \$ 27.00 (Torbet)	
KLCX-F, 104.7, 62 KW @ 2326, AOR	, \$ 24.00 (McGuild)	Pacific Telecom
KMGE-F, 94.5, 100 KW @ 1299, AC	, \$ 28.00 (Eastman)	
KPNW-F, 99.1, 100 KW @ 1620, SOFT AC	, \$ 26.00 (Katz)	Pacific NW
KSND-F, 93.1, 100 KW @ 984, CHR	, \$ 32.00 (MMR)	Comm. Pacific
KUGN-F, 97.9, 100 KW @ 785, COUNTRY	MBS, UNISUP, \$ 39.00 (Torbet)	
KZAM-F, 95.3, 1.6 KW @ 400, OLDIES	SMN, UNISUP, \$ 13.00 (Eastman)	(CRESWELL)
KZEL-F, 96.1, 43 KW @ 870, AOR	NBC, SOURCE, \$ 27.00 (Christal)	

EVANSVILLE

Arbitron Rank/Pop (12+): 140/235,200
 MSA Rank/Pop: 158/285,000
 Average Person Ratings: 16.6
 Market TSL: 22.00 hours

Stations: 12/10
 Diaries: 685/343:1/59.8%
 Sample Target: 665
 % Below Line: 3.8
 % Not Listed: 11.3

1990 Revenue: \$10,900,000
 HH Inc.: \$30,062
 Retail \$: 2.0 Btl
 Pop per Station: 23,520
 #1 Biller: WIKY-AF \$2,400,000

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume
1. WSTO-F (CHR)	74/18.9	18.4	----	22.1	----	----	176/1967	947/40.3	39.1	0.0	23.0	93	1003
2. WIKY-F (MOR)	70/17.9	17.2	----	19.3	----	----	101/1160	783/33.3	29.5	0.0	14.6	59	880
3. WKDQ-F (AC)	56/14.3	12.7	----	11.9	----	----	83/1119	658/28.0	26.0	0.0	9.6	39	507
4. WYNG-F (C)	47/12.0	13.5	----	16.2	----	----	76/845	548/23.3	20.1	0.0	12.1	49	684
5. WWOK (BB)	29/ 7.4	7.8	----	1.2	----	----	29/319	270/11.5	12.8	0.0	4.2	17	319
6. WRBT-F (CL AOR)	19/ 4.9	5.1	----	----	----	----	59/713	369/15.7	12.9	0.0	7.9	32	371
WGBF-F (AOR)	19/ 4.9	4.4	----	6.2	----	----	28/403	278/11.8	10.9	0.0	6.7	27	388
8. WBKR-F (CHR)	13/ 3.3	4.2	----	6.0	----	----	125/1128	251/10.7	12.8	0.0	7.9	32	474
9. WVHI (REL)	7/ 1.8	1.2	----	1.4	----	----	7/128	102/ 4.3	2.1	0.0	1.2	5	78
WSON (BB)	7/ 1.8	1.7	----	2.6	----	----	9/147	107/ 4.5	4.4	0.0	1.0	4	65
11. WIKY (O)	4/ 1.0	3.4	----	2.4	----	----	5/161	139/ 5.9	9.1	0.0	4.0	16	231
12.													
13.													
14.													
15.	12+ FM SHARE (METRO): 86.46% (300 of 347) (FAL 89: NA)												

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WSTO-F	1 WSTO-F>>	1 WSTO-F	1 WKDQ-F>	1 WKDQ-F>	1 WIKY-F>	1 WIKY-F	1 WIKY-F	1 WSTO-F	1 WSTO-F>>	1 WYNG-F
2	2 WKDQ-F>	2 WKDQ-F>	2 WSTO-F	2 WSTO-F>	2 WYNG-F	2 WSTO-F	2 WIKY-F	2 WKDQ-F>	2 WKDQ-F>	2 WSTO-F
3	3 WGBF-F	3 WIKY-F	3 WYNG-F	3 WIKY-F<	3 WWOK	3 WKDQ-F	3 WSTO-F>	3 WKDQ-F>	3 WYNG-F	3 WKDQ-F
4	4 WRBT-F	4 WYNG-F>	WIKY-F>	4 WYNG-F>>	WKDQ-F>	4 WYNG-F	4 WYNG-F	4 WYNG-F	WIKY-F	4 WIKY-F
5	WIKY-F>	5 WRBT-F	5 WRBT-F	5 WRBT-F	5 WSTO-F	5	5	5	5 WGBF-F	5 WRBT-F
6	6 WYNG-F	6 WGBF-F	6	6	6	6	6	6	6	6 WBKR-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WSTO-F>>	1 WSTO-F>>	1 WSTO-F	1 WSTO-F	1 WIKY-F<	1 WSTO-F>>	1 WSTO-F	1 WKDQ-F	1 WKDQ-F	1 WKDQ-F>
2 WIKY-F>>	2 WKDQ-F	WKDQ-F>>	2 WKDQ-F	2 WKDQ-F>	2 WGBF-F>>	2 WGBF-F	2 WSTO-F	2 WSTO-F>	2 WSTO-F<
3 WKDQ-F>>	3 WIKY-F>	3 WIKY-F	WIKY-F>	3 WSTO-F	3 WRBT-F>	3 WKDQ-F	3 WRBT-F	3 WGBF-F	3 WYNG-F>
4	4 WYNG-F>	4 WYNG-F>	4 WYNG-F	4 WYNG-F	4 WKDQ-F>>	4 WRBT-F>>	WGBF-F>	4 WRBT-F	4 WRBT-F
5	5 WRBT-F	5 WRBT-F	5	5	5	5	5 WIKY-F	5 WYNG-F	5 WGBF-F
6	6	6	6	6	6	6	6	6	6 WIKY-F

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		87 (2)	87 (2)	25.1			
AOR/CLASSIC		38 (2)	38 (2)	11.0		WRUL-F 97.3 Carmi	0.5/1.5/ 8/ 146
AC/OLDIES/SOFT ROCK	4 (1)	56 (1)	60 (2)	17.3			
MOR/VARIETY		70 (1)	70 (1)	20.2			
COUNTRY		49 (2)	49 (2)	14.1			
BLACK/URBAN							
BEAUTIFUL/EASY NEWS/TALK							
NOSTALGIA	36 (2)		36 (2)	10.4			
RELIGION/GOSPEL	7 (1)		7 (1)	2.0			
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	47 (4)	300 (8)	347 (12)				

RADIO STATIONS

WIKY, 1400, 1 KW SEE WIKY-F
 WSON, 860, 500 W , NOSTALGIA SMN, \$ 10.00 (Regional) (HENRICKSON, KY)
 WWOK, 1280, 5 KW/1 KW (DA-N), NOSTALGIA , \$ 14.00 (Katz)
 WGBF-F, 103.1, 1.7 KW @ 440, AOR ABC R,SOURCE, \$ 17.00 (Katz) (HENRICKSON, KY)
 WIKY-F, 104.1, 39 KW @ 580, MOR/FULL SER. MBS, \$ 55.00 (Christal) South Central
 WKDQ-F, 99.5, 100 KW @ 500, AC ABC I, \$ 39.00 (McGuilid) (HENRICKSON, KY)
 WRBT-F, 94.9, 50 KW @ 420, CL AOR , \$ 15.00 (---) (MOUNT CARMEL, IL)
 WSTO-F, 96.1, 100 KW @ 1000, CHR ABC F, \$ 48.00 (Republic) (OWENSBORO)
 WYNG-F, 105.3, 50 KW @ 500, COUNTRY UNIULT, \$ 40.00 (HNWH) Pinnacle

WBKR-F, See Owensboro in 1990 Small Market Edition...

MISCELLANEOUS: WIKY-F programs EZ at night . . .

FAIRFIELD COUNTY
(Bridgeport)

Arbitron Rank/Pop (12+): NA/702,800
MSA Rank/Pop: 64/827,000 County
New York ADI
Average Person Ratings: 17.6
Market TSL: NA

Stations: 46/15
Diaries: 1532/459:1/52.7%
Sample Target: NA
% Below Line: 46.0
% Not Listed: 11.1

1990 Revenue: \$21,300,000
HH Inc.: \$52,365
Retail \$: 8.9 Bil
Pop per Station: 46,853
#1 Biller: WEBE-F \$4,700,000

12+ METRO	1/4/SHARE	SPG		FAL		4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING		SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
		90	89	89	88										
1. WEZN-F (SAC)	132/10.7	9.6	10.7	10.9	9.4	----	1568/22.3	21.6	22.3			8.6	101	1052	WEZN-F
2. WICC (MOR)	87/ 7.1	7.6	5.7	5.1	5.5	----	1125/16.0	15.3	15.2			3.9	46	778	WICC
3. WEBE-F (AC)	78/ 6.3	6.4	7.2	6.5	7.0	----	1115/15.9	15.3	17.4			6.1	72	847	WEBE-F
4. WKCI-F (CHR)	61/ 4.9	5.9	4.8	5.7	4.2	----	923/13.1	15.4	13.1			5.5	64	1119	WKCI-F
5. WCBS (N)	55/ 4.5	3.7	4.6	4.0	3.9	----	1310/18.6	15.1	17.6			3.8	45	1115	WCBS
6. WFAN (T)	54/ 4.4	4.2	3.4	3.1	2.1	----	971/13.8	12.4	11.8			6.0	70	996	WFAN
7. WEFX-F (CL AOR)	47/ 3.8	4.3	2.1	2.1	2.3	----	843/12.0	10.9	8.3			5.6	66	1233	WEFX-F
8. WSTC (MOR)	36/ 2.9	2.1	2.6	2.8	2.1	----	413/ 5.9	5.2	4.7			3.2	38	376	WSTC
9. WPLR-F (AOR)	33/ 2.7	2.8	3.3	2.5	4.0	----	621/ 8.8	9.2	9.1			3.8	44	580	WPLR-F
10. WRKS-F (B)	32/ 2.6	2.2	2.0	2.4	2.6	----	324/ 4.6	5.4	4.8			4.1	48	500	WRKS-F
WRKI-F (AOR)	32/ 2.6	2.5	2.9	3.9	3.4	----	652/ 9.3	9.1	10.3			3.7	43	713	WRKI-F
12. WYNY-F (C)	30/ 2.4	2.2	2.5	1.9	2.2	----	511/ 7.3	6.2	5.9			2.1	25	461	WYNY-F
13. WXRK-F (CL AOR)	28/ 2.3	2.0	2.1	2.1	2.1	----	663/ 9.4	9.2	7.1			2.7	32	557	WXRK-F
WOR (T)	28/ 2.3	3.1	2.4	1.9	2.4	----	364/ 5.2	6.7	5.9			3.0	35	564	WOR
15. WDAQ-F (AC)	27/ 2.2	2.1	1.3	1.7	1.8	----	294/ 4.2	4.0	3.0			2.0	23	244	WDAQ-F

12+ FM SHARE (METRO): 64.36% (706 of 1097) (FAL 89: 67.43%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKCI-F>	1 WEBE-F	1 WEBE-F	1 WEBE-F<	1 WEZN-F	1 WEZN-F>	1 WICC	1 WEZN-F>	1 WEZN-F>	1 WKCI-F	1 WICC
2 WHTZ-F>	2 WEFX-F	2 WEZN-F>	2 WEZN-F>	2 WEBE-F>	2 WICC >	2 WEZN-F	2 WEBE-F>	2 WEBE-F	2 WEZN-F	2 WEZN-F
3 WEFX-F	3 WPLR-F	3 WFAN <	3 WFAN	3 WFAN	3 WCBS	3 WFAN	3 WICC	3 WICC	3 WEFX-F	3 WOR
4	4 WKCI-F<	4 WEFX-F	4 WICC	4 WICC >	4 WEBE-F	4 WEBE-F	4 WKCI-F	4 WKCI-F	4 WICC	4 WCBS
5	5 WRKI-F	5 WKCI-F	5 WKCI-F	5 WKCI-F	5 WFAN	5 WCBS	5 WEFX-F	5 WFAN	5	5
6	WEZN-F	6	WEFX-F	6	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKCI-F	1 WEBE-F>	1 WKCI-F	1 WEBE-F	1 WEZN-F	1 WEFX-F>	1 WEFX-F	1 WEFX-F	1 WFAN	1 WFAN
2 WQHT-F	2 WKCI-F>	2 WRKS-F	2 WEZN-F>	2 WEBE-F>	2 WRKS-F	2 WPLR-F	2 WRKI-F	2 WEZN-F	2 WEZN-F
3 WEFX-F>	3 WEFX-F	WEZN-F	3 WKCI-F	3 WICC >	WQHT-F	3 WFAN	WEZN-F	3 WEBE-F	3 WEBE-F>
4 WRKI-F	4 WEZN-F	4 WEFX-F	4 WICC	4 WKCI-F	WFAN	WRKI-F	4 WXRK-F	4 WEFX-F	4 WXRK-F
WQQQ-F	5 WPLR-F	5	5	5	5 WRKI-F	5 WXRK-F	WFAN	5 WRKI-F	5 WRKI-F
WEZN-F	6	6	6	6	6 WXRK-F	6 WEZN-F	6	6 WXRK-F	6 WXRK-F
					WKCI-F	WEBE-F		WPLR-F	WEFX-F

FORMATS	AM	FM	TOTAL	%	FAL 89		OTHER RATED STATIONS	METRO CUME TSA TSA	
					%	%		SHARE/RTG/AQH/CUME	SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		114 (4)	114 (4)	10.4	16.1	WCUM	1450	Bridgeport	0.5/0.7/
AOR/CLASSIC		164 (6)	164 (6)	14.9	13.0	WGCH	1490	Greenwich	1.0/2.1/
AC/OLDIES/SOFT ROCK		281 (8)	281 (8)	25.6	30.9	WINE	940	Brookfield	0.6/0.8/
MOR/VARIETY	182 (7)		182 (7)	16.6	14.5	WLAD	800	Danbury	1.5/4.2/
COUNTRY		38 (2)	38 (2)	3.5	2.6	WMMM	1260	Westport	0.5/1.6/
BLACK/URBAN		37 (2)	37 (2)	3.4	2.0	WNLK	1350	Norwalk	0.7/2.1/
BEAUTIFUL/EASY	9 (1)	20 (2)	29 (3)	2.6	0.5	WQQQ-F	96.7	Stamford	1.3/3.7/
NEWS/TALK	166 (5)		166 (5)	15.1	11.0	WREF	850	Ridgefield	1.2/2.1/
NOSTALGIA	24 (3)		24 (3)	2.2	3.6				
RELIGION/GOSPEL	4 (1)		4 (1)	0.4		WABC	770	New York	1.9/5.6/
SPANISH		8 (1)	8 (1)	0.7		WBLS-F	107.5	New York	0.4/1.8/
CLASSICAL	6 (1)	38 (2)	44 (3)	4.0	0.7	WCBS-F	101.1	New York	1.1/6.0/
JAZZ/NEW AGE		6 (1)	6 (1)	0.5	1.6	WDRC-F	102.9	Hartford	0.4/1.9/
UNKNOWN/OTHERS					3.5	WDRE-F	92.7	Garden Cty/NY	0.8/3.0/
						WFIF	1500	Milford	0.3/0.7/
						WGSM	740	Huntington	0.7/1.2/
						WHTZ-F	100.3	Newark/New York	1.6/6.6/
						WHUD-F	100.7	Peekskill	0.7/0.9/
						WINS	1010	New York	0.4/3.6/
						WLTW-F	106.7	New York	0.4/2.0/
						WNCN-F	104.3	New York	1.7/4.8/
						WNEW	1130	New York	0.7/3.0/
						WNEW-F	102.7	New York	1.1/6.7/
						WNSR-F	105.1	New York	0.3/2.2/
						WPAT-F	93.1	Paterson	0.9/2.4/
						WPLJ-F	95.5	New York	1.0/5.7/
						WQCD-F	101.9	New York	0.5/2.1/
						WQHT-F	97.1	New York	1.7/5.3/
						WQXR	1560	New York	0.5/0.0/
						WQXR-F	96.3	New York	1.4/3.8/
						WSKQ-F	97.9	New York	0.6/1.2/
						WWYZ-F	92.5	Waterbury/Hrtfd	0.6/2.2/
	391 (18)	706 (28)	1097 (46)						

RADIO STATIONS

WADS , 690, 1 KW (DAYS) , Ethnic	APR, \$ 14.00 (---)	
WCUM , 1450, 1 KW , Hispanic	, \$ 15.00 (---)	
WDJZ , 1530, 5 KW (DAYS, DA) , Nostalgia	APR, \$ 19.00 (K & P)	
WICC , 600, 1 KW/500W (DA-2) , MOR/Full Service	, \$ 70.00 (Banner)	ML/WIN
WEZN-F, 99.9, 25 KW @ 680 , Soft AC	, \$103.00 (Katz)	NewCity
WEBE-F, 107.9, 50 KW @ 483 , AC	, \$115.00 (Banner)	ML/WIN (WESTPORT)
WAFX-F, 95.9, 3 KW @ 300 , Classic AOR	, \$ 49.00 (Christal)	CRB (NORWALK)
WRKI-F, 95.1, 50 KW @ 500 , AOR	, \$ 70.00 (Eastman)	Home News (BROOKFIELD)

Other ranked stations - See New York, Hartford or New Haven

FAYETTEVILLE, NC

Arbitron Rank/Pop (12+): 124/294,200
 MSA Rank/Pop: 172/265,000
 Raleigh ADI
 Average Person Ratings: 16.8
 Market TSL: 22.25 hours

Stations: 23/13
 Diaries: 758/388:1/49.8%
 Sample Target: 725
 % Below Line: 9.3
 % Not Listed: 13.0

1990 Revenue: \$7,100,000
 HH Inc.: \$28,045
 Retail \$: 1.7 Bil
 Pop per Station: 22,630
 #1 Biller: WKML-F \$2,000,000

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. WZFX-F (B)	95/19.3	23.6	----	17.6	----	----	148/1746	940/32.0	35.0	0.0	29.6	232	1816	WZFX-F
2. WKML-F (C)	80/16.2	14.5	----	17.8	----	----	185/1612	682/23.2	25.7	0.0	17.4	136	1140	WKML-F
3. WQSM-F (AC)	57/11.6	12.9	----	13.7	----	----	70/887	567/19.3	27.7	0.0	8.4	66	1117	WQSM-F
4. WMXF-F (CHR)	37/ 7.5	4.8	----	3.2	----	----	46/677	505/17.2	10.4	0.0	4.5	35	522	WMXF-F
5. WRCQ-F (CL AOR)	34/ 6.9	7.1	----	5.2	----	----	42/564	377/12.8	12.8	0.0	6.0	47	758	WRCQ-F
6. WFNC (N/T/MOR)	24/ 4.9	5.3	----	4.3	----	----	26/365	272/ 9.2	9.7	0.0	1.3	10	253	WFNC
7. WIDU (G)	21/ 4.3	3.0	----	4.1	----	----	21/234	234/ 8.0	5.1	0.0	2.8	22	251	WIDU
8. WSTS-F (REL)	15/ 3.0	0.6	----	1.5	----	----	20/290	182/ 6.2	1.9	0.0	2.0	16	260	WSTS-F
9. WTRG-F (O)	8/ 1.6	2.6	----	0.6	----	----	25/365	147/ 5.0	7.6	0.0	1.8	14	229	WTRG-F
WFAI (BB)	8/ 1.6	1.2	----	2.4	----	----	8/142	136/ 4.6	3.6	0.0	0.6	5	117	WFAI

12+ FM SHARE (METRO): 84.85% (364 of 429) (FAL 89: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZFX-F>>	1 WZFX-F>>	1 WZFX-F	1 WKML-F	1 WKML-F>	1 WKML-F>>	1 WZFX-F<	1 WKML-F	1 WZFX-F	1 WZFX-F>>	1 WZFX-F
2 WMXF-F	2 WQSM-F<	2 WKML-F	2 WZFX-F	2 WZFX-F<	2 WQSM-F<	2 WKML-F>	2 WQSM-F	2 WKML-F	2 WKML-F	2 WKML-F
3	3 WRCQ-F	3 WQSM-F>	3 WQSM-F>	3 WQSM-F>>	3 WZFX-F	3 WQSM-F>	3 WZFX-F>	3 WQSM-F>	3 WMXF-F	3
4	4 WMXF-F	4 WRCQ-F	4 WRCQ-F	4 WRCQ-F	4 WFNC	4 WFNC	4 WRCQ-F	4 WMXF-F	4 WQSM-F	4
5	5 WKML-F	5 WMXF-F	5	5	5	5	5 WRCQ-F	5 WRCQ-F	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZFX-F>>	1 WZFX-F	1 WQSM-F	1 WKML-F<	1 WKML-F	1 WZFX-F	1 WZFX-F>	1 WZFX-F	1 WZFX-F>	1 WKML-F
2 WMXF-F>	2 WQSM-F	2 WZFX-F>	2 WZFX-F	2 WQSM-F	2 WMXF-F>	2 WRCQ-F	2 WRCQ-F>	2 WKML-F	2 WZFX-F
3 WQSM-F	3 WKML-F	3 WKML-F>	3 WQSM-F	3 WZFX-F	3 WRCQ-F>>	3 WMXF-F	3 WQSM-F	3 WRCQ-F	3 WRCQ-F
4 WKML-F>	4 WMXF-F	4 WRCQ-F	4	4	4 WQSM-F	4 WQSM-F	4 WKML-F	4 WQSM-F	4 WQSM-F
5 WRCQ-F	5 WRCQ-F	5	5	5	5	5 WKML-F	5	5 WMXF-F	5

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		43 (3)	43 (3)	10.0		WFLB 1490 Fayetteville	0.4/2.5/ 2/ 75		
AOR/CLASSIC		42 (3)	42 (3)	9.8		WFMO 860 Fairmont/Lumber	1.2/2.0/ 8/ 82		
AC/OLDIES/SOFT ROCK		79 (4)	79 (4)	18.4		WJSK-F 102.3 Lumberton	0.4/1.7/ 3/ 92		
MOR/VARIETY	8 (2)		8 (2)	1.9		WTSB 580 Lumberton	0.4/1.6/ 2/ 47		
COUNTRY		90 (4)	90 (4)	21.0					
BLACK/URBAN		95 (1)	95 (1)	22.1		WDCG-F 105.1 Durham/Raleigh	0.8/7.8/ 14/ 374		
BEAUTIFUL/EASY						WKTC-F 96.9 Goldsboro	0.4/2.7/ 7/ 190		
NEWS/TALK	24 (1)		24 (1)	5.6		WPTF 680 Raleigh/Durham	0.4/2.1/ 4/ 145		
NOSTALGIA	8 (1)		8 (1)	1.9		WQDR-F 94.7 Raleigh	0.6/4.9/ 37/ 348		
RELIGION/GOSPEL	25 (3)	15 (1)	40 (4)	9.3		WRAL-F 101.5 Raleigh	1.4/7.2/ 17/ 360		
SPANISH						WRDU-F 106.1 Wilson	0.4/2.7/ 9/ 184		
CLASSICAL						WYLT-F 96.1 Raleigh	1.4/3.7/ 10/ 199		
JAZZ/NEW AGE						WZNS-F 92.9 Dillon	1.0/1.9/ 26/ 192		
UNKNOWN/OTHERS						WZZU-F 93.9 Burlington	1.2/5.2/ 10/ 312		
		65 (7)	364 (16)	429 (23)					

RADIO STATIONS

WFNC, 640, 10KW/1 KW, NEWS/TALK, CBS, \$ 20.00 (Katz), Cape Fear
 WIDU, 1600, 1 KW/25 W, GOSPEL, \$ 8.00 (Roslin)
 WFAI, 1230, 1 KW, NOST., UNISUP, UNIULT, \$ 10.00 (McGuild), Beasley

WKML-F, 95.7, 100 KW @ 1054, COUNTRY, UNIULT, \$ 50.00 (McGuild), Beasley (LUMBERTON)
 WQSM-F, 98.1, 100 KW @ 850, AC, \$ 47.00 (Katz), Cape Fear
 WRCQ-F, 103.5, 50 KW @ 500, CLASSIC AOR, ABC I, \$ 15.00 (K & P), (DUNN)
 WMXF-F, 96.5, 100 KW @ 850, CHR, NBC, UNIULT, \$ 10.00 (---)
 WZFX-F, 100.9, 100 KW @ 984, BLACK, SBN, \$ 38.00 (HNWH), Joyner

OTHER RANKED STATIONS -- See Raleigh

MISCELLANEOUS: WSTS-F to WMXF-F and format to CHR from Religion . . . WQSM-F reclassified as AC . . . WFAI - Sold by Beasley for \$75,000 . . . WDKS changes to WRCQ and format from Black to Classic AOR (Dec 89) . . .

FLINT

Arbitron Rank/Pop (12+): 105/346,100

Stations: 24/10
Diaries: 864/401:1/55.0%
Sample Target: 855
% Below Line: 30.9
% Not Listed: 12.1

1990 Revenue: \$10,500,000
HH Inc.: \$29,125
Retail \$: 3.5 Bill
Pop per Station: 34,610
#1 Biller: WCRZ-F \$3,200,000

MSA Rank/Pop: 111/432,000

ADI # 59 (w/Saginaw)

Average Person Ratings: 16.5

Market TSL: 21.50 hours

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume
1. WCRZ-F (AC)	85/14.9	15.9	18.2	14.9	14.4	----	102/1104	961/27.8	28.4	34.2	13.9	83	1002
2. WWCK-F (CHR)	68/11.9	10.9	11.1	10.0	5.7	----	81/1033	826/23.9	27.2	24.0	15.4	92	1076
3. WDZZ-F (B)	60/10.5	10.6	12.7	12.6	12.7	----	60/650	641/18.5	18.0	21.3	15.4	92	967
4. WFDF (BB)	47/ 8.2	6.5	6.2	5.9	6.7	----	51/505	436/12.6	12.8	14.5	2.8	17	318
5. WIOG-F (CHR)	40/ 7.0	9.9	9.4	13.0	20.2	----	97/1395	795/23.0	27.1	25.8	11.5	69	1131
6. WJR (MOR)	34/ 5.9	5.4	7.6	7.5	5.0	----	49/810	560/16.2	14.7	16.2	5.7	34	473
7. WKCQ-F (C)	29/ 5.1	3.8	3.8	3.6	2.7	----	50/669	430/12.4	10.0	9.9	3.0	18	289
8. WFLT (R/G)	28/ 4.9	4.6	1.1	2.6	2.5	----	28/211	211/ 6.1	4.8	2.2	3.0	18	134
9. WHNN-F (AC)	23/ 4.0	0.8	1.0	0.8	0.7	----	61/781	428/12.4	4.7	5.6	4.3	26	347
10. WKMF (C)	21/ 3.7	5.8	3.7	5.9	4.8	----	22/273	255/ 7.4	9.3	7.4	4.5	27	238

12+ FM SHARE (METRO): 71.77% (361 of 503) (FAL 89: 74.03%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WWCK-F	1 WWCK-F	1 WWCK-F	1 WCRZ-F	1 WCRZ-F	1 WWCK-F	1 WCRZ-F	1 WIOG-F	1 WCRZ-F	1 WCRZ-F
2 WIOG-F	2 WCRZ-F	2 WCRZ-F	2 WWCK-F	2 WWCK-F	2 WDZZ-F	2 WWCK-F	2 WCRZ-F	2 WIOG-F	2 WKCQ-F
3 WDZZ-F	3 WDZZ-F	3 WDZZ-F	3 WDZZ-F	3 WDZZ-F	3 WIOG-F	3 WIOG-F	3 WKCQ-F	3 WWCK-F	3 WIOG-F
4 WCRZ-F	4 WIOG-F	4 WIOG-F	4 WIOG-F	4 WFLT	4 WIOG-F	4 WDZZ-F	4 WWCK-F	4 WKCQ-F	4 WJR
5	5	5 WHNN-F	5	5 WHNN-F	5 WJR	5 WKCQ-F	5 WRIF-F	5 WDZZ-F	5 WHNN-F
					WCSX-F		WHNN-F		WWCK-F

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		108 (2)	108 (2)	21.5	23.9	WACY 1160 Fenton/Flint	0.5/1.5/ 3/ 52
AOR/CLASSIC		22 (3)	22 (3)	4.4	6.1	WGMZ-F 101.7 Tuscola	1.4/3.2/ 15/ 178
AC/OLDIES/SOFT ROCK	3 (1)	112 (4)	115 (5)	22.9	22.6	WTAC 600 Flint/Saginaw	0.5/3.5/ 3/ 120
MOR/VARIETY	34 (1)		34 (1)	6.8	16.1	WWGZ-F 103.1 Lapeer	0.5/2.0/ 6/ 129
COUNTRY	21 (1)	37 (3)	58 (4)	11.5	10.2		
BLACK/URBAN		71 (3)	71 (3)	14.1	16.5	WCSX-F 94.7 Birmingham	1.9/5.1/ 14/ 228
BEAUTIFUL/EASY		8 (1)	8 (1)	1.6	1.7	WITL-F 100.7 Lansing	0.7/2.3/ 15/ 206
NEWS/TALK	6 (1)		6 (1)	1.2	0.9	WLLZ-F 98.7 Detroit	0.7/2.5/ 6/ 114
NOSTALGIA	47 (1)		47 (1)	9.3	0.6	WNIC-F 100.3 Dearborn/Detroit	0.3/1.2/ 3/ 71
RELIGION/GOSPEL	31 (2)		31 (2)	6.2	1.3	WOMC-F 104.3 Detroit	0.3/1.9/ 2/ 84
SPANISH						WOWE-F 98.9 Vassar	1.0/4.2/ 6/ 146
CLASSICAL						WRIF-F 101.1 Detroit	1.2/3.9/ 11/ 220
JAZZ/NEW AGE						WTLZ-F 107.1 Saginaw	0.9/4.2/ 5/ 146
UNKNOWN/OTHERS		3 (1)	3 (1)	0.6		WWJ 950 Detroit	1.0/5.2/ 12/ 249
						WWW-F 106.7 Detroit	0.7/1.8/ 4/ 130
	142 (7)	361 (17)	503 (24)				

RADIO STATIONS

WDLZ, 1330, 5 KW/1 KW (DA-2), AOR SMN, \$ 14.00 (Christal)
 WFDF, 910, 5 KW/1 KW (DA-N), NOSTALGIA CBS, \$ 20.00 (HNWH)
 WFLT, 1420, 500 W/144 W, RELIGION MBS, \$ 11.00 (P/W)
 WKMF, 1470, 5 KW/1 KW (DA-N), COUNTRY, \$ 23.00 (Katz) Faircom

WCRZ-F, 107.9, 50 KW @ 330, AC, \$ 67.00 (Katz) Faircom
 WDZZ-F, 92.7, 3 KW @ 256, CHR, \$ 40.00 (HNWH)
 WWCK-F, 105.5, 3 KW @ 328, CHR, NBC, \$ 35.00 (Christal)

OTHER RANKED STATIONS -- See Detroit or Saginaw

MISCELLANEOUS: WFDF/WDZZ-F - Sold to McVay for \$7,000,000 . . . WFLT sold for \$225,000 . . .

FORT WAYNE

Arbitron Rank/Pop (12+): 121/297,400
 MSA Rank/Pop: 127/369,000
 ADI # 101
 Average Person Ratings: 17.6
 Market TSL: 23.00 hours

Stations: 16/13
 Diaries: 708/420:1/62.7%
 Sample Target: 725
 % Below Line: 4.8
 % Not Listed: 18.3

1990 Revenue: \$11,900,000
 HH Inc.: \$31,658
 Retail \$: 3.0 B11
 Pop per Station: 22,876
 #1 Biller: WMEE-F \$2,900,000

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume
1. WAJI-F (AC)	66/12.6	11.2	13.7	12.5	18.3	----	145/1671	740/24.9	23.6	24.8			WAJI-F
2. WMEE-F (CHR)	61/11.6	19.9	19.8	23.4	28.8	----	159/2193	927/31.2	40.2	39.5			WMEE-F
3. WBTU-F (C)	52/ 9.9	6.2	8.8	6.7	6.1	----	180/1752	550/18.5	13.7	16.7			WBTU-F
4. WOWO-AF (MOR)	44/ 8.4	10.2	8.8	8.8	9.0	----	140/2087	758/25.5	28.3	27.1			WOWO-AF
5. WJFX-F (CHR)	38/ 7.3	3.7	----	----	----	----	38/314	302/10.2	6.9	0.0			WJFX-F
6. WXKE-F (AOR)	34/ 6.5	8.7	7.4	7.7	9.7	----	55/592	450/15.1	17.0	16.2			WXKE-F
WBYP-F (O)	34/ 6.5	9.1	9.0	9.6	----	----	109/1475	556/18.7	24.3	21.1			WBYP-F
8. WQHK (C)	19/ 3.6	5.2	6.8	5.2	4.2	----	37/432	255/ 8.6	10.3	13.9			WQHK
WJLT-F (SAC)	19/ 3.6	3.7	4.9	5.8	6.7	----	19/225	219/ 7.4	9.1	13.7			WJLT-F
10. WGL (N/T)	17/ 3.2	4.8	4.1	3.3	1.9	----	29/418	260/ 8.7	10.8	8.5			WGL
11. WDJB-F (CHR)	16/ 3.1	----	----	----	----	----	23/462	300/10.1	0.0	0.0			WDJB-F
12.													
13.													
14.													
15.	12+ FM SHARE (METRO):	80.37%	(344 of 428)	(FAL 89:	76.92%)								

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WMEE-F>	1 WMEE-F	1 WAJI-F	1 WAJI-F>	1 WAJI-F>	1 WJFX-F>	1 WXKE-F	1 WXKE-F>	1 WAJI-F<	1 WAJI-F
2 WDJB-F	2 WAJI-F>	2 WMEE-F	2 WMEE-F>	2 WMEE-F>	2 WBYP-F	2 WBYP-F	2 WBYP-F	2 WXKE-F	2 WXKE-F
3 WBTU-F	3 WBYP-F>	3 WBYP-F>	3 WBYP-F	3 WJLT-F	3 WMEE-F	3 WAJI-F	3 WAJI-F>	3 WBYP-F	3 WBTU-F
4	4 WXKE-F	4 WXKE-F	4 WJFX-F	4 WBTU-F	4 WXKE-F	4 WJFX-F	4 WBTU-F	4 WMEE-F	4 WMEE-F
5 WBYP-F	5 WJLT-F	5 WJLT-F	5 WBTU-F	5 WJFX-F	5 WBTU-F	5 WMEE-F	5 WMEE-F	5 WBTU-F	5 WBYP-F
6	6 WJFX-F	6 WJFX-F	6	6 WBYP-F	6	6	6	6	6 WOWO-AF

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		115 (3)	115 (3)	26.9	22.9	WIFF-F 105.5 Auburn	0.6/2.5/ 8/ 167
AOR/CLASSIC		34 (1)	34 (1)	7.9	8.6		
AC/OLDIES/SOFT ROCK		119 (3)	119 (3)	27.8	26.2	CKLW 800 Windsor	1.7/3.4/ 13/ 176
MOR/VARIETY	39 (2)	9 (1)	48 (3)	11.2	11.8	WLW 700 Cincinnati	0.8/3.4/ 21/ 433
COUNTRY	19 (1)	52 (1)	71 (2)	16.6	18.1	WMRI-F 106.9 Marion	2.3/7.4/ 40/ 644
BLACK/URBAN							
BEAUTIFUL/EASY		12 (1)	12 (1)	2.8	6.6		
NEWS/TALK	17 (1)		17 (1)	4.0	4.8		
NOSTALGIA	9 (1)		9 (1)	2.1	1.1		
RELIGION/GOSPEL							
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS		3 (1)	3 (1)	0.7			
	84 (5)	344 (11)	428 (16)				

RADIO STATIONS

WGL, 1250, 2.3KW/1 KW (DA-2), NEWS/TALK	CNN, TALKNT, \$ 15.00 (Roslin)	
WOWO, 1190, 50 KW (DA-N), MOR/FULL SER.	CBS, \$ 35.00 (McGuild)	Price Federated
WQHK, 1380, 5 KW (DA-2), COUNTRY	ABC I, \$ 24.00 (Christal)	
WAJI-F, 95.1, 39 KW @ 680, AC	, \$ 50.00 (Republic)	Sarkes-Tarzian (KENDALVILLE)
WBTU-F, 93.3, 50 KW @ 469, COUNTRY	MBS, \$ 27.00 (Torbet)	(VAN WERTON)
WBYP-F, 98.9, 50 KW @ 453, OLDIES	UNIPWR, \$ 25.00 (Eastman)	Fairfield
WEZV-F, 101.7, 3 KW @ 328, EZ/SOFT AC	, \$ 23.00 (Banner)	
WJFX-F, 107.9, 2.5 KW @ 350, CONTEMP.	, \$ N/A (---)	(NEW HAVEN)
WMEE-F, 97.3, 26 KW @ 689, CHR	ABC C, \$ 70.00 (Christal)	Federated
WOWO-F, 103.1, 3 KW @ 300, SEE WOWO-A		
WXKE-F, 103.9, 3 KW @ 328, AOR	SOURCE, \$ 25.00 (HNWH)	

Miscellaneous Comments: WEZV-F changes to SOFT AC in March...WANK, WBTU-F sold by Ron Kempff for \$4,000,000 (Richards)

FRESNO

Arbitron Rank/Pop (12+): 69/520,500
 MSA Rank/Pop: 80/638,000
 ADI # 62
 Average Person Ratings: 17.2
 Market TSL: 22.75 hours

Stations: 27/24
 Diaries: 974/534:1/52.9%
 Sample Target: 935
 % Below Line: 0.8
 % Not Listed: 13.6

1990 Revenue: \$20,000,000
 HH Inc.: \$35,174
 Retail \$: 4.4 Bill
 Pop per Station: 21,687
 #1 Biller: KMJ \$3,200,000

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume
1. KMJ (N/T)	114/12.7	9.5	10.3	9.8	11.1	10.6	158/1860	1176/22.6	19.7	21.4	11.7	96	1028
2. KNAX-F (C)	98/10.9	8.4	6.7	10.0	8.6	9.0	104/1065	929/17.8	14.3	16.1	8.6	71	670
3. KBOS-F (CHR)	86/ 9.6	9.9	10.2	7.4	9.0	9.3	172/2193	1090/20.9	21.8	17.1	13.7	113	1282
4. KJOI-F (EZ)	52/ 5.8	4.1	5.8	5.9	4.7	5.4	98/1173	597/11.5	12.7	13.7	3.3	27	334
5. KFOS-F (O)	35/ 3.9	3.6	7.2	3.9	5.7	4.7	72/1044	622/12.0	16.1	14.2	4.5	37	572
6. KTHT-F (SAC)	34/ 3.8	6.1	4.2	3.5	2.2	4.4	40/751	514/ 9.9	11.2	8.2	4.5	37	444
7. KKDJ-F (AOR)	34/ 3.8	4.0	5.1	4.1	6.1	4.3	64/856	560/10.8	11.7	13.0	5.1	42	607
8. KFRE (C)	34/ 3.8	3.7	2.6	4.9	4.1	3.8	59/942	437/ 8.4	8.7	8.8	1.9	16	273
9. KRZR-F (CHR)	32/ 3.6	3.1	3.9	3.6	5.2	3.5	40/649	509/ 9.8	11.7	13.1	5.3	44	552
10. KGST (SP)	28/ 3.1	3.1	2.0	2.7	3.8	2.7	38/563	365/ 7.0	4.8	6.6	1.2	10	407
11. KJFX-F (CL AOR)	26/ 2.9	5.2	2.8	6.1	6.0	4.3	43/766	547/10.5	9.4	17.4	4.7	39	698
12. KOQO (SP)	25/ 2.8	2.2	1.1	1.2	0.7	1.8	28/250	217/ 4.2	1.9	2.7	1.2	10	148
13. KFYE-F (AC)	24/ 2.7	2.8	3.5	3.6	3.1	3.2	54/822	422/ 8.1	11.3	9.2	2.4	20	251
14. KOQO-F (SP)	22/ 2.5	1.2	1.0	1.3	1.2	1.5	44/627	316/ 6.1	4.2	3.6	2.8	23	213
15. KEZL-F (J/NA)	22/ 2.5	1.6	2.6	2.9	2.8	2.4	24/383	333/ 6.4	5.8	4.6	2.9	24	363
16. KZZF-F (AOR)	17/ 1.9	3.5	4.2	2.4	1.7	3.0	39/603	322/ 6.2	8.1	5.2	6.6	54	581
17. KFIG-F (AC)	16/ 1.8	2.3	1.8	2.8	2.5	2.2	16/377	339/ 6.5	8.4	9.1	1.9	16	299
18. KEYQ (BB)	14/ 1.6	1.4	2.0	1.9	1.0	1.7	19/267	212/ 4.1	5.3	2.3	1.1	9	150
19. KXEX (SP)	13/ 1.5	0.6	1.6	1.5	1.1	1.3	13/233	219/ 4.2	3.5	3.4	1.0	8	111
20. KXMX-F (SP)	11/ 1.2	2.8	1.5	1.6	0.7	1.8	15/271	182/ 3.5	3.0	2.8	0.5	4	89

12+ FM SHARE (METRO): 66.54% (515 of 774) (FAL 89: 70.48%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBOS-F	1 KNAX-F	1 KNAX-F	1 KNAX-F	1 KNAX-F	1 KMJ	1 KMJ	1 KMJ	1 KNAX-F	1 KBOS-F	1 KMJ
2	KBOS-F	2 KBOS-F	2 KMJ	2 KMJ	2 KNAX-F	2 KNAX-F	2 KNAX-F	2 KBOS-F	2 KMJ	2 KNAX-F
3	3 KRZR-F	3 KMJ	3 KFOS-F	3 KFOS-F	3 KJOI-F	3 KBOS-F	3 KJOI-F	3 KMJ	3 KNAX-F	3 KGST
4	4 KKDJ-F	4 KKDJ-F	4 KKDJ-F	4 KFRE	4 KJOI-F	4 KBOS-F	4 KJOI-F	4 KGST	4 KFOS-F	4 KEYQ
5	5 KTHT-F	5 KFOS-F	5 KBOS-F	5 KFRE	5 KFOS-F	5 KKDJ-F	5 KFOS-F	5 KFOS-F	5 KRZR-F	5 KJOI-F
6	6	6 KTHT-F	6 KJFX-F	6 KBOS-F	6 KGST	6 KTHT-F	6 KKDJ-F	6 KFRE	6 KOQO-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KBOS-F	1 KBOS-F	1 KBOS-F	1 KNAX-F	1 KNAX-F	1 KBOS-F	1 KNAX-F	1 KNAX-F	1 KNAX-F	1 KMJ
2 KNAX-F	2 KNAX-F	2 KNAX-F	2 KBOS-F	2 KBOS-F	2 KZZF-F	2 KBOS-F	2 KKDJ-F	2 KMJ	2 KNAX-F
3 KOQO-F	3 KTHT-F	3 KTHT-F	3 KTHT-F	3 KTHT-F	3 KNAX-F	3 KKDJ-F	3 KMJ	3 KKDJ-F	3 KKDJ-F
4 KTHT-F	4 KRZR-F	4 KRZR-F	4 KFOS-F	4 KFOS-F	4 KRZR-F	4 KMJ	4 KOQO-F	4 KBOS-F	4 KFOS-F
5 KRZR-F	5 KOQO-F	5 KFYE-F	5 KRZR-F	5 KJOI-F	5 KEZL-F	5 KRZR-F	5 KJFX-F	5 KJFX-F	5 KFRE
6	6	6	6 KFYE-F	6 KJFX-F	6	6 KJFX-F	6	6	6 KJFX-F

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		118 (2)	118 (2)	15.2	23.7	KBIF 900 Fresno	0.3/0.9/ 3/ 47		
AOR/CLASSIC		77 (3)	77 (3)	9.9	9.3	KKAM 1340 Fresno	1.0/2.2/ 9/ 113		
AC/OLDIES/SOFT ROCK	9 (1)	109 (4)	118 (5)	15.2	19.5	KRDU 1130 Dinuba	1.0/2.0/ 14/ 233		
MOR/VARIETY						KYNO 1300 Fresno	1.0/3.5/ 9/ 180		
COUNTRY	35 (2)	101 (2)	136 (4)	17.6	15.3				
BLACK/URBAN	9 (1)		9 (1)	1.2	1.6	KCIV-F 99.9 Mt. Bullion	0.3/1.4/ 9/ 128		
BEAUTIFUL/EASY		52 (1)	52 (1)	6.7	5.5	KJUG 1270 Tulare	0.1/0.6/ 4/ 137		
NEWS/TALK	114 (1)		114 (1)	14.7	13.0	KJUG-F 106.7 Tulare	0.3/1.9/109/ 960		
NOSTALGIA	14 (1)		14 (1)	1.8	1.2				
RELIGION/GOSPEL	12 (2)		12 (2)	1.6	1.3				
SPANISH	66 (3)	33 (2)	99 (5)	12.8	9.0				
CLASSICAL									
JAZZ/NEW AGE		22 (1)	22 (1)	2.8					
UNKNOWN/OTHERS		3 (1)	3 (1)	0.4	0.6				
	259 (11)	515 (16)	774 (27)						

RADIO STATIONS

KEYQ	,	980,	500 W/48 W	,	Nostalgia	,	\$18.00	(CBS)	Americom
KFRE	,	940,	50 KW (DA-2)	,	Country	ABC D UNISUP,	\$26.00	(HNWH)	First Sierra
KGST	,	1600,	5 KW (DA-N)	,	Hispanic		\$28.00	(Lotus)	Lotus
KKAM	,	1340,	1 KW	,	Black	CBS,	\$21.00	(CBS)	
KMJ	,	580,	5 KW	,	News/Talk	TALKNT NBC,	\$56.00	(Katz)	Henry
KOQO	,	790,	5 KW/2.5 KW (DA-2)	-- see KOQO-F					
KXEX	,	1550,	5 KW/2.5 KW (DA-2)	Hispanic			\$20.00	(SBS)	
KYNO	,	1300,	5 KW/1 KW (DA-N)	Oldies		SMN,	\$18.00	(Banner)	Brown
KBOS-F,		94.7,	17 KW @ 847	,	CHR	ABC FM,	\$37.00	(CBS)	(TULARE)
KFIG-F,		101.1,	50 KW @ 310	,	AC		\$30.00	(Torbet)	
KFSO-F,		92.9,	18 KW @ 847	,	Oldies		\$41.00	(CBS)	Americom (VISALIA)
KFYE-F,		93.7,	68 KW @ 1912	,	AC		\$33.00	(Katz)	Henry
KJFX-F,		95.7,	18 KW @ 850	,	Classic AOR		\$33.00	(Banner)	Brown
KJOI-F,		98.9,	19 KW @ 820	,	EZ	UNIULT,	\$30.00	(MMR)	
KKDJ-F,		105.9,	2.4 KW @ 1960	,	AOR		\$50.00	(Durpetti)	
KNAX-F,		97.9,	48 KW @ 312	,	Country	ABC E,	\$46.00	(HNWH)	First Sierra
KQPW-F,		101.9,	2 KW @ 1948	,	CHR	CRC,	\$25.00	(Caballero)	Group III
KRZR-F,		103.7,	50 KW @ 500	,	CHR/AOR		\$27.00	(Christal)	Olympia (HANFORD)
KTHT-F,		102.7,	50 KW @ 500	,	Soft AC		\$31.00	(Christal)	
KXMX-F,		92.1,	25 KW @ 312	,	Hispanic	UPI,	\$22.00	(Katz Hisp)	(MADERA)
KZZF-F,		107.5,	21 KW @ 783	,	AOR	SMN,	\$30.00	(Republic)	Liggett (HANFORD)
KEZL-F,		96.7,	25 KW @ 300	,	Jazz/NAC		\$21.00	(K & P)	(FOWLER)

MISCELLANEOUS: KOQO-F to KQPW-F: From Hispanic to CHR/Dance (Dec) . . .

GRAND RAPIDS

Arbitron Rank/Pop (12+): 66/547,300

Stations: 18/15
Diaries: 953/574:1/58.0%
Sample Target: 970
% Below Line: 8.3
% Not Listed: 19.9

1990 Revenue: \$24,400,000
HH Inc.: \$34,367
Retail \$: 5.8 Bil
Pop per Station: 36,486
#1 Biller: WCUZ-AF \$4,000,000

MSA Rank/Pop: 74/673,000
ADI # 37 (w/Kalamazoo)
Average Person Ratings: 16.5
Market TSL: 21.75 hours

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. WODJ-F (O)	86/ 9.5	6.5	6.5	7.4	3.9	7.5	136/1672	998/18.2	15.8	8.7	6.5	59	699	WODJ-F
2. WOOD-F (EZ)	82/ 9.1	8.7	10.0	9.7	9.5	9.4	155/1952	1065/19.5	21.3	19.7	4.6	42	756	WOOD-F
WGRD-F (CHR)	82/ 9.1	11.2	11.5	9.1	8.0	10.2	125/2222	1378/25.2	28.4	24.8	11.2	102	1547	WGRD-F
4. WKLQ-F (AOR)	74/ 8.2	9.4	5.9	5.8	6.5	7.3	112/1357	872/15.9	19.4	19.3	11.8	108	1334	WKLQ-F
5. WLHT-F (AC)	61/ 6.8	8.0	6.3	7.2	7.7	7.1	67/1131	792/14.5	17.1	18.4	7.4	68	684	WLHT-F
6. WCUZ-F (C)	57/ 6.3	6.4	6.8	8.5	11.0	7.0	93/1465	905/16.5	15.1	20.8	7.3	67	732	WCUZ-F
7. WOOD (MOR)	48/ 5.3	3.3	5.1	6.5	6.4	5.1	50/879	749/13.7	12.4	13.3	6.4	58	655	WOOD
8. WMUS-F (C)	40/ 4.4	3.8	2.7	5.0	4.4	4.0	110/1633	668/12.2	8.4	9.4	3.5	32	521	WMUS-F
9. WLAV-F (AOR)	35/ 3.9	5.2	6.8	6.4	8.5	5.6	73/1007	566/10.3	15.4	17.6	6.9	63	867	WLAV-F
10. WSNX-F (CHR)	32/ 3.5	4.0	3.5	2.8	3.2	3.5	89/1500	736/13.4	10.8	11.9	2.8	26	512	WSNX-F
11. WFUR-F (REL)	30/ 3.3	2.4	2.0	3.0	2.0	2.7	43/724	434/ 7.9	8.1	8.5	1.4	13	289	WFUR-F
12. WJFM-F (CL AOR)	22/ 2.4	5.0	2.6	3.0	5.5	3.3	45/1070	512/ 9.4	9.2	12.7	4.2	38	392	WJFM-F
13. WCUZ (C)	18/ 2.0	1.5	2.9	1.5	1.5	2.0	18/447	422/ 7.7	7.5	5.6	2.4	22	277	WCUZ
14. WYXX-F (SAC)	16/ 1.8	1.5	3.4	2.9	1.6	2.4	28/564	418/ 7.6	7.5	7.3	1.8	16	280	WYXX-F
WJQK-F (REL)	16/ 1.8	0.8	1.7	1.5	0.8	1.5	20/448	348/ 6.4	5.4	3.9	1.4	13	229	WJQK-F

12+ FM SHARE (METRO): 89.21% (645 of 723) (FAL 89: 85.83%)

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

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		114 (2)	114 (2)	15.8	20.9	WGHN-F 92.1 Grand Haven	1.0/1.8/ 9/ 114
AOR/CLASSIC		131 (3)	131 (3)	18.1	10.0	WHTC 1450 Holland	1.3/3.0/ 14/ 198
AC/OLDIES/SOFT ROCK		175 (5)	175 (5)	24.2	22.8		
MOR/VARIETY	60 (2)		60 (2)	8.3	8.8	WEVS-F 92.7 Saugatuck	0.3/1.2/ 6/ 100
COUNTRY	18 (1)	97 (2)	115 (3)	15.9	19.9		
BLACK/URBAN				2.2			
BEAUTIFUL/EASY		82 (1)	82 (1)	11.3	11.1		
NEWS/TALK				0.4			
NOSTALGIA							
RELIGION/GOSPEL		46 (2)	46 (2)	6.4	3.3		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS					0.4		

78 (3) 645 (15) 723 (18)

RADIO STATIONS

WCUZ	1230,	1 KW	-- See WCUZ-FM				
WKWH	1140,	5 KW	(DAYS, DA), Black	SBN, \$16.00	(Patt)		
WOOD	1300,	5 KW	(DA-N), MOR/Full Service	NBC, \$54.00	(Katz)	United Artists	
WCUZ-F,	101.3,	50 KW @ 420	, Country	ABC I, \$75.00	(Christal)	Federated	
WFUR-F,	102.9,	48 KW @ 510	, Religion	, \$15.00	(Patt)	Kuiper	
WGRD-F,	97.9,	13 KW @ 590	, CHR	ABC C, \$42.00	(Durpett1)	Regional	
WJFM-F,	93.7,	320 KW @ 780	, CL AOR	CBS, \$36.00	(Mc-Guid)	Fetzer	
WKLQ-F,	94.5,	50 KW @ 500	, AOR	ABC FM, \$44.00	(Eastman)	Bloomington	
WLAV-F,	96.9,	50 KW @ 500	, AOR	SOURCE, \$62.00	(MHR)	Adams	
WLHT-F,	95.7,	41 KW @ 554	, AC	, \$66.00	(Republic)	Liggett	
WODJ-F,	107.3,	50 KW @ 492	, Oldies	, \$40.00	(Banner)	Goodrich(GREENVILLE)	
WOOD-F,	105.7,	265 KW @ 810	, EZ	, \$57.00	(Katz)	United Artists	
WYXX-F,	96.1,	50 KW @ 492	, Soft AC	UNISUP, \$24.00	(Patt)	(HOLLAND)	
WMUS-F,	106.9,	50 KW @ 480	, Country	ABC D, \$39.00	(HNWH)	(MUSKEGON)	
WSNX-F,	104.5,	50 KW @ 360	, CHR	UNIPWR, \$34.00	(Banner)	Goodrich (MUSKEGON)	

MISCELLANEOUS: WKTH-AM changes to WGRD-AM (May) . . .

GREENSBORO-WS

Arbitron Rank/Pop (12+): 50/792,600

Stations: 31/24
Diaries: 1175/675:1/52.8%
Sample Target: 1155
% Below Line: 4.6
% Not Listed: 12.0

1990 Revenue: \$23,300,000
HH Inc.: \$26,025
Retail \$: 7.5 Bil
Pop per Station: 33,025
#1 Biller: WTQR-F \$4,900,000

MSA Rank/Pop: 56/942,000

ADI # 49

Average Person Ratings: 16.6

Market TSL: 21.75 hours

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. WTQR-F (C)	197/15.0	18.6	15.3	18.2	13.8	16.8	340/3862	2340/29.5	27.9	22.9	18.0	238	2243	WTQR-F
2. WKRR-F (AOR)	123/ 9.4	10.6	11.9	10.2	9.6	10.5	145/1964	1437/18.1	19.9	17.5	10.9	144	1969	WKRR-F
3. WJMH-F (B)	86/ 6.5	7.7	7.3	7.1	8.8	7.2	148/2142	1393/17.6	16.4	18.6	11.5	152	1619	WJMH-F
4. WMAG-F (AC)	83/ 6.3	3.6	6.7	5.8	6.9	5.6	119/1539	965/12.2	14.7	15.4	3.7	49	773	WMAG-F
5. WQMG-F (B)	69/ 5.2	5.2	6.0	5.8	4.5	5.6	101/1457	936/11.8	12.2	9.9	7.0	93	986	WQMG-F
6. WSJS (MOR)	67/ 5.1	4.6	4.7	5.8	4.5	5.1	73/988	896/11.3	11.0	9.6	4.9	65	857	WSJS
7. WWWB-F (AC)	66/ 5.0	4.8	5.6	5.8	5.2	5.3	101/1501	1004/12.7	12.9	11.7	5.1	67	947	WWWB-F
8. WKSI-F (CHR)	61/ 4.6	4.0	4.7	4.2	3.9	4.4	89/1555	1049/13.2	15.5	13.1	5.4	71	908	WKSI-F
9. WKZL-F (CHR)	59/ 4.5	3.9	5.7	4.7	6.0	4.7	79/1678	1196/15.1	16.5	14.6	4.8	63	1078	WKZL-F
10. WMQX-F (O)	56/ 4.3	4.7	3.4	3.4	4.9	4.0	95/1537	912/11.5	10.6	12.9	3.6	48	807	WMQX-F
11. WWMY-F (EZ)	38/ 2.9	2.5	2.9	3.4	3.0	2.9	59/833	513/ 6.5	6.9	8.0	0.8	10	300	WWMY-F
12. WMFR (BB)	32/ 2.4	1.7	1.2	1.9	1.9	1.8	32/223	223/ 2.8	3.0	5.0	0.7	9	247	WMFR
13. WPCM-F (C)	27/ 2.1	2.5	1.5	1.6	1.4	1.9	124/1454	454/ 5.7	4.6	4.3	2.6	34	483	WPCM-F
WHPE-F (REL)	27/ 2.1	1.4	0.7	1.3	1.4	1.4	45/679	439/ 5.5	2.9	3.7	2.3	31	336	WHPE-F
15. WFMX-F (C)	24/ 1.8	1.6	0.7	1.1	---	1.3	64/1098	412/ 5.2	4.1	0.0				WFMX-F
16. WWGL-F (REL)	19/ 1.4	1.9	1.0	1.3	1.0	1.4	37/782	418/ 5.3	2.8	3.2	1.3	17	338	WWGL-F
17.														
18.														
19.														
20.														

12+ FM SHARE (METRO): 83.92% (971 of 1157) (FAL 89: 85.94%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WQMG-F	1 WTQR-F	1 WTQR-F	1 WTQR-F>	1 WTQR-F>	1 WTQR-F	1 WKRR-F>	1 WKRR-F>>	1 WKRR-F>	1 WKRR-F
WJMH-F	WJMH-F<	2 WMAG-F	2 WMAG-F	2 WMAG-F	2 WKRR-F	2 WTQR-F>	2 WTQR-F>	2 WTQR-F>	2 WTQR-F>>
3 WKRR-F	3 WKRR-F<	3 WMQX-F	3 WJMH-F	3 WWWB-F	3 WJMH-F>>	3 WQMG-F	3 WQMG-F	3 WMAG-F	3 WMAG-F
4 WTQR-F>	4 WQMG-F>	WKRR-F	4 WWWB-F	4 WMQX-F>	4 WKSI-F	4 WJMH-F	4 WKZL-F	4 WJMH-F	4 WWWB-F
5 WKSI-F	5 WKZL-F	5 WJMH-F	5 WQMG-F	5 WJMH-F	5	5 WKZL-F	5	5 WQMG-F	5 WMQX-F<
6	6 WMQX-F	6 WQMG-F	WKRR-F	6	6	6 WMAG-F	6	6	6 WQMG-F
	WMAG-F	WKZL-F							
		8 WWWB-F							

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		132 (4)	132 (4)	11.4	11.9	WAAA 980 Winston-Salem	1.1/3.9/ 15/ 316
AOR/CLASSIC		123 (1)	123 (1)	10.6	12.3	WGLD 1320 Greensboro	0.4/1.2/ 6/ 115
AC/OLDIES/SOFT ROCK		216 (5)	216 (5)	18.7	22.5	WKEW 1400 Greensboro	0.7/3.2/ 13/ 275
MOR/VARIETY	72 (2)		72 (2)	6.2	1.2	WLXN 1440 Lexington	0.4/0.9/ 5/ 75
COUNTRY		256 (4)	256 (4)	22.1	17.7	WPET 950 Greensboro	0.7/1.6/ 9/ 138
BLACK/URBAN	28 (2)	160 (3)	188 (5)	16.2	17.6	WQMG 1510 Greensboro	1.0/2.0/ 13/ 156
BEAUTIFUL/EASY		38 (1)	38 (1)	3.3	3.5	WSMX 1500 Winston-Salem	0.7/1.1/ 9/ 85
NEWS/TALK	9 (1)		9 (1)	0.8	5.1	WTNC 790 Thomasville	1.3/2.1/ 17/ 168
NOSTALGIA	42 (3)		42 (3)	3.6	2.2	WTOB 1380 Winston-Salem	0.4/1.1/ 5/ 106
RELIGION/GOSPEL	35 (3)	46 (2)	81 (5)	7.0	5.2		
SPANISH						WDCG-F 105.1 Durham/Raleigh	0.5/2.6/ 59/ 835
CLASSICAL						WMXC-F 104.7 Charlotte	0.3/1.5/ 27/ 376
JAZZ/NEW AGE						WQOK-F 97.5 So. Boston	0.4/1.4/ 75/ 643
UNKNOWN/OTHERS					0.8	WRDX-F 106.5 Salisbury/Chrit	0.5/2.1/ 20/ 322
						WSOC-F 103.7 Charlotte	0.6/3.5/ 78/1166
						WZZG-F 95.1 Charlotte	0.5/1.4/ 22/ 421
	186 (11)	971 (20)	1157 (31)				

RADIO STATIONS

WAAA	,	980,	1 KW/69 W	,	Black	NBN, \$17.00	(Roan)	
WMFR	,	1230,	1 KW	,	Nostalgia	ABC 1 APR, \$21.00	(Crystal)	Voyager
WSJS	,	600,	5 KW (DA-2)	,	MOR/Full Service	NBC MBS, \$44.00	(Mc-Guild)	New Market
WHPE-F,		95.5,	100 KW @ 522	,	Religion	, \$14.00	(---)	
WJMH-F,		102.1,	66 KW @ 1165	,	Black/Urban	, \$60.00	(HNWH)	Boaslay (REIDSVILLE)
WKRR-F,		92.3,	100 KW @ 1288	,	Classic AOR	, \$70.00	(Katz)	Dick
WKSI-F,		98.7,	100 KW @ 1035	,	CHR	, \$42.00	(Republic)	Bahakal
WKZL-F,		107.5,	100 KW @ 500	,	CHR	ABC R, \$46.00	(Banner)	Nationwide
WMAG-F,		99.5,	100 KW @ 1500	,	AC	, \$77.00	(Crystal)	Voyager
WMQX-F,		93.1,	100 KW @ 1099	,	Oldies	, \$39.00	(Durpott)	Guild
WPCM-F,		101.1,	100 KW @ 1176	,	Country	MBS, \$23.00	(---)	(BURLINGTON)
WQMG-F,		97.1,	100 KW @ 1234	,	Black	RADRAD, \$40.00	(Banner)	
WTQR-F,		104.1,	100 KW @ 1420	,	Country	MBS, \$94.00	(Mc-Guild)	New Market
WWMY-F,		94.5,	100 KW @ 982	,	EZ	UNIULT, \$25.00	(Katz)	Ragan Henry (EDEN)
WWWB-F,		100.3,	100 KW @ 1035	,	AC	UNISUP UNIULT, \$46.00	(MMR)	Mann
WWGL-F,		94.1,	100 KW @ 485	,	Religion	, \$17.00	(---)	(LEXINGTON)

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

* AC - Adult Contemporary	J/NA - Jazz and New Age
* AOR - Album Oriented Rock	M - Middle of Road, (MOR) Full Service
* B - Black (audience predominately black - over 60%)	N - News
* BB - Big Band, Nostalgia	O - Oldies (1955 to near 1988)
* C - Country	R - Religion, Christian
* CHR - Contemporary Hit Radio, Top 40, Contemporary	SAC - Soft Adult Contemporary
* CL - Classical	SP - Hispanic/Spanish
* CL AOR - Classic AOR, Classic Rock	T - Talk
* E - Ethnic	U - Urban (majority of audience is non-white)
* EZ - EZ Listening, Beautiful Music, Some Very soft AC	? - Others or Unknown
* G - Gospel	

GREENVILLE, NC

Arbitron Rank/Pop (12+): 83/420,000
 MSA Rank/Pop: NA
 ADI # 105
 Average Person Ratings: 16.5
 Market TSL: 22.00 hours

Stations: 28/23
 Diaries: 922/455:1/59.4%
 Sample Target: 855
 % Below Line: 7.5
 % Not Listed: 14.1

1990 Revenue: NA
 HH Inc.: \$26,510
 Retail \$: 3.1 Bil
 Pop per Station: 18,260
 #1 Biller: NA

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume
1. WIKS-F (B)	129/18.6	18.7	20.2	16.9	19.6	----	161/1689	1146/27.3	27.9	29.7			WIKS-F
2. WRNS-F (C)	116/16.7	17.2	11.1	14.6	15.0	----	172/1542	1028/24.5	26.2	22.0			WRNS-F
3. WDLX-F (CHR)	49/ 7.1	8.5	8.6	11.0	9.6	----	89/1633	853/20.3	20.2	20.3			WDLX-F
4. WNCT-F (EZ)	47/ 6.8	4.9	6.0	6.1	7.9	----	127/1109	536/12.8	9.6	12.4			WNCT-F
5. WKOO-F (O)	45/ 6.5	4.9	4.9	3.5	3.9	----	58/687	494/11.8	9.6	8.5			WKOO-F
6. WZYC-F (AOR)	29/ 4.2	4.8	3.7	4.7	8.2	----	30/490	470/11.2	12.6	11.2			WZYC-F
7. WRHT-F (AC)	22/ 3.2	0.8	0.5	0.7	----	----	22/297	289/ 6.9	3.2	3.2			WRHT-F
8. WHITE-F (B)	20/ 2.9	2.5	3.8	3.2	2.9	----	36/657	309/ 7.4	7.0	8.1			WHITE-F
9. WXQR-F (AOR)	18/ 2.6	3.1	3.0	1.9	2.9	----	18/245	245/ 5.8	4.5	5.5			WXQR-F
10. WTRG-F (O)	16/ 2.3	3.2	2.7	1.9	0.9	----	57/1026	230/ 5.5	6.6	8.1			WTRG-F

12+ FM SHARE (METRO): 92.44% (550 of 595) (FAL 89: 89.75%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WIKS-F>	1 WIKS-F>>	1 WIKS-F>>	1 WIKS-F>	1 WIKS-F	1 WIKS-F>	1 WIKS-F>	1 WIKS-F>	1 WIKS-F	1 WRNS-F
2 WDLX-F	2 WRNS-F	2 WRNS-F	2 WRNS-F>	2 WRNS-F>	2 WRNS-F	2 WRNS-F>	2 WRNS-F>	2 WRNS-F>>	2 WIKS-F>
3 WRNS-F	3 WDLX-F	3 WDLX-F>	3 WKOO-F	3 WKOO-F>	3 WDLX-F	3 WZYC-F>	3 WZYC-F>	3 WDLX-F	3 WKOO-F>
4 WHITE-F>	4	4 WKOO-F	4 WDLX-F	4 WDLX-F	4 WXQR-F	4 WDLX-F	4 WTRG-F	4 WZYC-F	4 WZYC-F
5 WRHT-F	5	5 WNCT-F	5	5 WNCT-F	5 WZYC-F	5 WXQR-F	5 WKOO-F	5 WKOO-F	5 WDLX-F

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		54 (2)	54 (2)	9.1	11.4	WCZI-F 98.3	Washington/Grnv	0.6/2.4/	4/ 99
AOR/CLASSIC		61 (3)	61 (3)	10.3	9.5	WELS 1010	Kinston	1.0/2.5/	7/ 104
AC/OLDIES/SOFT ROCK		102 (6)	102 (6)	17.1	11.0	WJNC 1240	Jacksonville	0.4/2.6/	3/ 110
MOR/VARIETY	3 (1)		3 (1)	0.5	0.9	WLAS 910	Jacksonville	0.7/2.0/	6/ 98
COUNTRY	15 (3)	126 (2)	141 (5)	23.7	16.6	WMBL 740	Morehead City	0.4/1.2/	3/ 49
BLACK/URBAN		149 (2)	149 (2)	25.0	26.5	WNCT 1070	Greenville	0.1/1.1/	1/ 47
BEAUTIFUL/EASY	1 (1)	47 (1)	48 (2)	8.1	7.4	WNOS 1450	New Bern	0.4/1.1/	3/ 48
NEWS/TALK	4 (1)		4 (1)	0.7		WOOW 1340	Greenville	1.3/2.7/	9/ 113
NOSTALGIA	3 (1)		3 (1)	0.5		WQDW-F 97.7	Kinston	1.0/2.8/	8/ 127
RELIGION/GOSPEL	16 (2)		16 (2)	2.7	2.8	WRNS 960	Kinston	0.4/1.3/	3/ 72
SPANISH						WRQR-F 94.3	Farmville/Grnv	0.4/2.7/	7/ 201
CLASSICAL						WRRF 930	Washington	0.6/1.0/	8/ 62
JAZZ/NEW AGE		4 (1)	4 (1)	0.7		WSFL-F 106.5	New Bern	0.9/4.6/	6/ 214
UNKNOWN/OTHERS	3 (1)	7 (1)	10 (2)	1.7	13.9	WVVF-F 99.5	Grifton	1.4/4.2/	10/ 208
						WGTM 590	Wilson	1.0/3.4/	15/ 249
						WKTC-F 96.9	Tarboro/Rky Mnt	1.4/5.1/	59/ 961
						WRDU-F 106.1	Wilson	2.0/4.6/	62/ 760
						WVBS-F 99.9	Burgaw	0.7/2.9/	14/ 225
	45 (10)	550 (18)	595 (28)						

RADIO STATIONS

WELS, 1010, 1 KW (DAYS)	, COUNTRY	, \$ 10.00 (---	(KINSTON)
WOOW, 1340, 1 KW (DA-1)	, GOSPEL	, \$ 9.00 (Southern)	(GREENVILLE)
WDLX-F, 93.3, 100 KW @ 1780, CHR	ABC F, \$ 31.00 (Banner)	(WASHINGTON)	
WTE-F, 103.7, 50 KW @ 330, BLACK	, \$ 13.00 (McGuilid)	(WILLIAMSTON)	
WIKS-F, 101.9, 100 KW @ 983, BLACK	ABC C, UNIULT, \$ 37.00 (HNWH)	(NEW BERN)	
WKOO-F, 98.7, 100 KW @ 978, OLDIES	, \$ 17.00 (Eastman)	(JACKSONVILLE)	
WNCT-F, 107.9, 100 KW @ 1701, EZ	ABC E, CBS, \$ 21.00 (MMR)	Park (WASHINGTON)	
WRNS-F, 95.1, 100 KW @ 1500, COUNTRY	UNIULT, \$ 39.00 (McGuilid)	Pinnacle (KINSTON)	
WSFL-F, 106.5, 100 KW @ 915, AC	UNIPWR, \$ 18.00 (Eastman)	Caravelle (NEW BERN)	
WXQR-F, 105.5, 3 KW @ 300, AOR	SOURCE, ABC F, \$ 13.00 (Market4)	(JACKSONVILLE)	
WZYC-F, 103.3, 100 KW @ 593, AOR	ABC R, \$ 16.00 (Christal)	(NEWPORT)	

OTHER RANKED STATIONS -- See Raleigh

GREENVILLE-SPARTANBURG

Arbitron Rank/Pop (12+): 58/646,200
 MSA Rank/Pop: 81/633,000
 ADI # 35 (w/Asheville)
 Average Person Ratings: 17.3
 Market TSL: 22.75 hours

Stations: 22/17
 Diaries: 1045/618:1/53.2%
 Sample Target: 1065
 % Below Line: 6.4
 % Not Listed: 12.8

1990 Revenue: \$21,300,000
 HH Inc.: \$26,955
 Retail \$: 4.7 Btl
 Pop per Station: 38,011
 #1 Biller: WESC-AF \$4,600,000

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. WESC-F (C)	131/11.7	11.9	12.7	11.3	11.8	11.9	222/2854	1575/24.4	23.1	22.2	12.4	129	1296	WESC-F
2. WSSL-F (C)	124/11.1	10.6	11.0	8.5	9.3	10.3	224/2530	1446/22.4	20.9	17.4	12.1	126	1302	WSSL-F
3. WMYI-F (AC)	122/10.9	11.1	12.9	15.9	11.4	12.7	199/2738	1676/25.9	24.6	25.1	10.8	113	1356	WMYI-F
4. WANS-F (CHR)	91/ 8.1	8.2	9.4	8.7	8.3	8.6	134/1818	1131/17.5	22.9	19.2	8.6	90	1115	WANS-F
5. WFBC-F (AC)	87/ 7.8	6.6	5.0	5.5	5.6	6.2	121/1655	1107/17.1	12.6	16.3	4.8	50	891	WFBC-F
6. WCKN-F (AOR)	71/ 6.3	5.2	6.0	3.9	5.4	5.3	97/1454	946/14.6	13.1	11.6	10.3	107	1063	WCKN-F
7. WLWZ-F (B)	64/ 5.7	8.1	5.6	5.2	6.1	6.2	64/621	608/ 9.4	9.9	9.3	7.7	80	805	WLWZ-F
8. WSPA-F (EZ)	62/ 5.5	5.8	8.3	8.5	7.9	7.0	107/1319	683/10.6	13.4	14.9	3.4	35	608	WSPA-F
9. WCKZ-F (CHR)	44/ 3.9	3.1	3.1	5.4	4.4	3.9	75/1100	566/ 8.8	6.9	8.3	4.4	46	534	WCKZ-F
10. WFBC (N/T)	30/ 2.7	2.1	1.6	2.0	2.0	2.1	31/470	394/ 6.1	3.7	5.1	2.5	28	299	WFBC
11. WPJM (REL)	22/ 2.0	1.2	3.0	2.7	---	2.2	22/193	193/ 3.0	3.7	0.0	1.2	12	187	WPJM
WMUU-F (EZ)	22/ 2.0	1.7	0.8	0.6	1.3	1.3	38/566	347/ 5.4	4.3	5.6	1.9	20	224	WMUU-F
13. WHYZ (B)	21/ 1.9	1.8	1.4	1.0	3.0	1.5	22/277	236/ 3.7	3.5	2.8	1.1	11	276	WHYZ
14. WBBO-F (J/NA)	19/ 1.7	1.4	1.4	1.5	1.6	1.5	34/465	243/ 3.8	3.6	5.5	1.7	18	216	WBBO-F
15. WSPA (MOR)	18/ 1.6	2.1	1.3	2.8	2.1	1.9	20/423	338/ 5.2	4.8	6.8	1.5	16	307	WSPA

12+ FM SHARE (METRO): 89.45% (873 of 976) (FAL 89: 88.67%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WANS-F	1 WMYI-F>>	1 WMYI-F>>	1 WMYI-F>	1 WMYI-F>	1 WANS-F>	1 WCKN-F>	1 WCKN-F>	1 WSSL-F	1 WSSL-F
2 WLWZ-F	2 WSSL-F	2 WSSL-F	2 WSSL-F	2 WSSL-F	2 WSSL-F	2 WANS-F<	2 WMYI-F>	2 WMYI-F	WFBC-F
3 WSSL-F	3 WANS-F	WFBC-F	3 WFBC-F	3 WFBC-F<	3 WCKN-F>	3 WSSL-F	3 WSSL-F	WCKN-F<	3 WMYI-F
4 WCKZ-F	4 WLWZ-F	4 WCKN-F>	4 WLWZ-F	4 WESC-F>	4 WESC-F	4 WMYI-F	4 WHYZ	4 WFBC-F	4 WESC-F
5 WMYI-F	WCKN-F	5 WLWZ-F	5 WANS-F	5 WLWZ-F	5 WCKZ-F	5 WCKZ-F	5 WCKZ-F	5 WESC-F	5 WCKN-F
6 WCKN-F	6 WFBC-F	WESC-F	6 WESC-F	6	6 WLWZ-F	6 WESC-F	WFBC-F	6 WANS-F	6

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP	1 (1)	142 (3)	143 (4)	14.7	5.7	WANS 1280	Anderson/Greenv	0.1/0.0/	1/ 27
AOR/CLASSIC		71 (1)	71 (1)	7.3	6.8	WESC 660	Greenville	1.0/2.4/	14/ 210
AC/OLDIES/SOFT ROCK		230 (5)	230 (5)	23.6	21.6	WRIX-F 103.1	Home.Path/Ander	0.7/2.9/	10/ 232
MOR/VARIETY	18 (1)		18 (1)	1.8	2.4				
COUNTRY	11 (1)	263 (3)	274 (4)	28.1	25.2	WBT -F 107.9	Charlotte	0.6/2.5/	19/ 420
BLACK/URBAN	21 (1)	64 (1)	85 (2)	8.7	12.0	WFOX-F 97.1	Gainsville	0.5/1.5/	19/ 324
BEAUTIFUL/EASY		84 (2)	84 (2)	8.6	10.6	WKSF-F 99.9	Asheville/Hndrs	0.6/4.0/146/	1717
NEWS/TALK	30 (1)		30 (1)	3.1	2.3	WWMG-F 96.1	Shelby	0.7/2.4/	16/ 369
NOSTALGIA									
RELIGION/GOSPEL	22 (1)		22 (1)	2.3	0.8				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE		19 (1)	19 (1)	1.9	1.9				
UNKNOWN/OTHERS					1.2				

RADIO STATIONS

WFBC , 1330, 5 KW (DA-N)	News/Talk	NBC SUN, \$23.00	(Katz)	Multimedia
WHYZ , 1070, 50 KW (DAYS,DA)	Black	, \$25.00	(K & P)	
WPJM , 800, 1 KW (DAYS)	Nostalgia	ABC I, \$19.00	(---)	(GREER)
WSPA , 950, 5 KW (DA-N)	MOR	CBS, \$24.00	(Mc-Guild)	
WANS-F, 107.3, 100 KW @ 1010	CHR	, \$50.00	(Chrystal)	Degree (ANDERSON)
WBBO-F, 93.3, 93 KW @ 2030	Jazz/NAC	, \$25.00	(---)	(FOREST CITY)
WCKN-F, 101.1, 100 KW @ 986	Classic AOR	ABC R, \$45.00	(Durpetti)	ABS (ANDERSON)
WFBC-F, 93.7, 100 KW @ 1850	AC	ABC D, \$65.00	(Katz)	Multimedia
WESC-F, 92.5, 100 KW @ 2000	Country	ABC E, \$95.00	(Banner)	
WLWZ-F, 103.9, 3 KW @ 328	Black	, \$32.00	(HNWH)	Voyager
WMUU-F, 94.5, 100 KW @ 1200	EZ	APR, \$18.00	(---)	
WMYI-F, 102.5, 20 KW @ 1782	AC	, \$88.00	(Republic)	AmCom (HNDRSNVLE)
WSPA-F, 98.9, 100 KW @ 1910	EZ	, \$40.00	(Mc-Guild)	
WSSL-F, 100.5, 100 KW @ 1241	Country	UNIPWR, \$44.00	(Christal)	Capstar (GRAY COURT)

MISCELLANEOUS: WKDY - Sold to Voyager for \$95,000 . . .

HARRISBURG

Arbitron Rank/Pop (12+): 74/502,000

Stations: 29/18
Diaries: 954/526:1/57.6%
Sample Target: 925
% Below Line: 20.1
% Not Listed: 13.8

1990 Revenue: \$14,600,000
HH Inc.: \$34,026
Retail \$: 5.4 Bil
Pop per Station: 27,888
#1 Biller: WNNK-AF \$5,700,000

MSA Rank/Pop: 87/597,000

ADI # 45 (w/York & Lancaster)

Average Person Ratings: 16.9

Market TSL: 22.25 hours

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. WNNK-F (CHR)	109/12.9	13.4	17.4	15.3	19.6	14.8	133/1889	1431/28.5	34.0	37.1	15.0	97	1527	WNNK-F
2. WTPA-F (AOR)	66/ 7.8	7.6	8.2	6.7	6.6	7.6	101/1318	774/15.4	14.7	12.6	15.4	100	901	WTPA-F
3. WWKL-F (O)	62/ 7.3	7.6	6.3	5.3	3.6	6.6	113/1534	780/15.5	12.1	7.9	7.3	47	397	WWKL-F
4. WRKZ-F (C)	57/ 6.7	7.8	7.1	6.9	9.7	7.1	144/1812	770/15.3	13.6	16.7	6.6	43	441	WRKZ-F
5. WHP (MOR)	50/ 5.9	6.0	6.6	6.4	5.9	6.2	64/1126	740/14.7	14.3	15.7	5.7	37	742	WHP
6. WIMX-F (AC)	42/ 5.0	5.8	3.0	4.1	5.4	4.5	51/790	649/12.9	11.5	12.5	6.8	44	600	WIMX-F
7. WQXA-F (CHR)	41/ 4.8	8.0	4.1	4.8	5.6	5.4	116/1694	695/13.8	12.3	14.4	9.1	59	720	WQXA-F
WHYL-F (C)	41/ 4.8	2.4	3.0	2.0	2.6	3.1	44/399	355/ 7.1	6.4	5.8	2.9	19	256	WHYL-F
9. WNCE-F (EZ)	36/ 4.3	3.2	6.9	5.8	4.5	5.1	134/1763	504/10.0	11.9	8.8	2.5	16	240	WNCE-F
10. WHYL (BB)	32/ 3.8	3.5	3.7	4.1	3.6	3.8	48/566	382/ 7.6	6.9	5.9	3.2	21	294	WHYL
11. WLBR (MOR)	23/ 2.7	2.9	4.1	3.5	2.0	3.3	24/399	334/ 6.7	8.2	6.5				WLBR
WHP -F (SAC)	23/ 2.7	2.5	2.9	5.0	3.6	3.3	31/670	439/ 8.7	11.2	10.4	3.4	22	278	WHP -F
13. WHTF-F (AOR)	22/ 2.6	1.5	2.3	2.4	1.8	2.2	76/1249	423/ 8.4	6.0	5.7	1.2	8	169	WHTF-F
14. WARM-F (AC)	15/ 1.8	1.8	1.0	1.8	0.9	1.6	127/1808	277/ 5.5	3.1	4.4	0.3	2	75	WARM-F
15. WKBO (N/T)	14/ 1.7	1.4	0.9	1.0	1.0	1.3	15/362	323/ 6.4	4.5	5.1	1.9	12	146	WKBO

12+ FM SHARE (METRO): 79.42% (579 of 729) (FAL 89: 81.91%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WQXA-F	1 WNNK-F	1 WNNK-F>	1 WNNK-F	1 WNNK-F>	1 WHP	1 WNNK-F>	1 WNNK-F>	1 WNNK-F>	1 WNNK-F<	1 WLBR >
2 WNNK-F	2 WTPA-F>>	2 WTPA-F	2 WTPA-F<	2 WWKL-F<	2 WWKL-F	2 WHP	2 WTPA-F	2 WTPA-F	2 WTPA-F	2 WNNK-F<
3 WIMX-F	3 WIMX-F	3 WWKL-F>	3 WWKL-F>	3 WTPA-F>	3 WNNK-F<	3 WRKZ-F	3 WWKL-F	3 WQXA-F	3 WQXA-F	3 WTPA-F
4 WIMX-F	4 WQXA-F	4 WIMX-F	4 WIMX-F	4 WRKZ-F	4 WRKZ-F	4 WWKL-F	4 WRKZ-F	4 WIMX-F	4 WWKL-F>	4 WHYL-F
5 WRKZ-F	5 WRKZ-F	5 WRKZ-F	5 WRKZ-F	5 WIMX-F	5 WNCE-F	5 WTPA-F	5 WIMX-F	5 WQXA-F	5 WRKZ-F	5 WQXA-F
6 WWKL-F	6 WWKL-F	6	6	6	7 WHYL	6	6 WHP	6 WNCE-F	6	6 WRKZ-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WNNK-F	1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>>	1 WTPA-F>	1 WTPA-F>>	1 WTPA-F	1 WTPA-F
2 WQXA-F	2 WTPA-F	2 WTPA-F	2 WIMX-F	2 WWKL-F	2 WTPA-F>>	2 WNNK-F>>	2 WNNK-F	2 WNNK-F	2 WWKL-F
3 WTPA-F>	3 WQXA-F	3 WRKZ-F>	3 WWKL-F	3 WIMX-F	3 WWKL-F	3 WIMX-F	3 WIMX-F>	3 WWKL-F>	3 WNNK-F>
4 WIMX-F	4 WIMX-F	4 WWKL-F	4 WTPA-F	4 WRKZ-F>	4 WHP -F>	4 WHTF-F	4 WHTF-F	4 WHTF-F	4 WRKZ-F
5 WWKL-F	5 WWKL-F	5 WIMX-F	5 WQXA-F	5 WTPA-F	5 WQXA-F	5 WRKZ-F	5 WRKZ-F	5 WIMX-F	5 WHTF-F
6 WLAN-F	6 WRKZ-F	6 WQXA-F	6 WRKZ-F	6	6 WHTF-F	6	6	6	6 WIMX-F

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		177 (5)	177 (5)	24.3	31.0	WADV 940 Lebanon	0.5/1.5/ 7/ 120
AOR/CLASSIC		97 (3)	97 (3)	13.3	10.4	WAHT 1510 Annville-Cleona	0.9/1.6/ 9/ 90
AC/OLDIES/SOFT ROCK	6 (1)	142 (4)	148 (5)	20.3	17.4	WCMB 1460 Harrisburg	0.7/3.4/ 7/ 216
MOR/VARIETY	81 (3)		81 (3)	11.1	9.4	WNNK 1400 Lebanon	0.4/2.0/ 3/ 113
COUNTRY		106 (4)	106 (4)	14.5	17.3	WQIN 1290 Lykens	1.2/1.6/ 14/ 105
BLACK/URBAN						WUFM-F 100.1 Lebanon	0.6/3.0/ 5/ 184
BEAUTIFUL/EASY		36 (1)	36 (1)	4.9	5.2	WYGL-F 100.5 Elizabethtown	0.5/2.0/ 12/ 248
NEWS/TALK	14 (1)		14 (1)	1.9	1.1		
NOSTALGIA	32 (1)		32 (1)	4.4	4.1	WDAC-F 94.5 Lancaster	1.4/3.6/ 73/ 755
RELIGION/GOSPEL	3 (1)	12 (1)	15 (2)	2.1	2.4	WGRX-F 100.7 Westmstr/Balt.	1.1/3.2/ 32/ 632
SPANISH						WGTY-F 107.7 Gettysburg	0.6/2.3/ 65/ 596
CLASSICAL						WIOV-F 105.1 Ephrata/Lncstr	0.4/1.7/ 55/ 863
JAZZ/NEW AGE						WLAN-F 96.9 Lancaster	1.4/4.3/ 61/1102
UNKNOWN/OTHERS	14 (2)	9 (2)	23 (4)	3.2	1.8	WRFY-F 102.5 Reading	0.6/1.5/ 19/ 361
						WYCR-F 98.5 York/Hanover	1.2/5.7/ 72/1339
	150 (9)	579 (20)	729 (29)				

RADIO STATIONS

WCMB , 1460, 5 KW (DA-N)	, Oldies	NBC UNISUP, \$15.00	(Eastman)
WHP , 580, 5 KW (DA-N)	, MOR/Full Service	CBS NBC, \$34.00	(MMR)
WHYL , 960, 5 KW/22 W (DA-1)	, Nostalgia	UNIULT, \$16.00	(---)
WLBR , 1270, 5 KW/1 KW (DA-2)	, MOR	ABC I, \$17.00	(K & P)
WHYL-F, 102.3, 3 KW @ 328	, Country	CNN UNIULT, \$88.00	(---)
WIMX-F, 99.3, 3 KW @ 328	, AC	, \$34.00	(Eastman)
WNNK-F, 104.1, 22 KW @ 725	, CHR	APR, \$101.00	(Christal)
WRKZ-F, 106.7, 14 KW @ 928	, Country	ABC E, \$80.00	(Torbet)
WTPA-F, 93.5, 1 KW @ 620	, AOR	ABC R, \$31.00	(Republic)
WWKL-F, 94.9, 25 KW @ 700	, Oldies	UNIULT, \$37.00	(Katz)
WHP -F, 97.3, 17 KW @ 840	, Soft AC	, \$32.00	(MMR)
			(CARLISLE)
			Keymarket
			Zimmerman (HERSHEY)
			Barnstable
			Commonwealth

Other ranked stations -- See York or Lancaster

MISCELLANEOUS: WXBB-F changes back to WHP-F . . .

HARTFORD

Arbitron Rank/Pop (12+): 40/990,800
 MSA Rank/Pop: 44/1,130,000
 ADI # 23 (w/New Haven)
 Average Person Ratings: 17.3
 Market TSL: 22.25 hours

Stations: 29/18
 Diaries: 1420/698:1/53.1%
 Sample Target: 1295
 % Below Line: 17.6
 % Not Listed: 13.8

1990 Revenue: \$39,800,000
 HH Inc.: \$42,926
 Retail \$: 10.4 Bill
 Pop per Station: 55,044
 #1 Biller: WTIC \$8,800,000

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume
1. WTIC (MOR)	254/14.8	17.2	18.7	16.8	15.0	16.9	331/4227	3034/30.6	30.3	28.4	12.7	251	3327
2. WTIC-F (CHR)	154/ 9.0	10.2	8.3	10.6	11.2	9.5	230/4510	2607/26.3	26.7	29.8	16.8	251	3327
3. WWYZ-F (C)	144/ 8.4	6.8	6.8	9.1	7.8	7.8	240/3012	1745/17.6	13.7	15.8	6.7	106	1195
4. WRCH-F (EZ)	137/ 8.0	8.0	7.5	8.2	7.6	7.9	191/3004	1881/19.0	17.9	17.0	4.7	75	804
5. WHCN-F (AOR)	115/ 6.7	6.0	5.8	5.5	5.8	6.0	160/2862	1769/17.9	16.2	16.7	7.0	111	1455
6. WDRC-F (O)	101/ 5.9	5.7	6.3	4.8	6.4	5.7	208/3207	1438/14.5	15.8	17.8	4.8	76	1127
7. WKSS-F (CHR)	92/ 5.4	6.1	7.4	5.8	5.3	6.2	187/3456	1651/16.7	21.9	19.4	7.7	122	2382
8. WIOF-F (SAC)	90/ 5.3	6.3	5.8	5.6	6.9	5.8	133/2464	1565/15.8	15.3	16.7	3.1	49	805
9. WCCC-AF (AOR)	82/ 4.8	4.8	6.3	5.0	5.9	5.2	133/2646	1653/16.7	16.2	17.3	6.4	88	1498
10. WPOP (N/T)	49/ 2.9	2.0	1.5	3.3	2.6	2.4	49/1007	907/ 9.2	7.0	9.0	2.3	37	698
11. WAQY-F (AOR)	32/ 1.9	2.1	2.3	1.8	1.6	2.0	110/2047	787/ 7.9	7.3	6.9	1.3	21	817
12. WFAN (N/T)	28/ 1.6	1.2	1.1	1.2	0.7	1.3	81/1377	497/ 5.0	4.4	2.9	1.8	29	403
13. WZMX-F (AC)	26/ 1.5	---	---	---	1.1	0.4	44/1006	610/ 6.2	0.0	1.5	1.7	27	585
14.													

12+ FM SHARE (METRO): 71.83% (1061 of 1477) (FAL 89: 72.82%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKSS-F<	1 WTIC-F<	1 WTIC-F<	1 WDRC-F	1 WWYZ-F	1 WTIC >>	1 WTIC >>	1 WRCH-F	1 WWYZ-F	1 WTIC	1 WTIC >>
2 WTIC-F>>	2 WHCN-F	2 WHCN-F	2 WWYZ-F<	2 WDRC-F	2 WWYZ-F	2 WTIC-F	2 WTIC	2 WTIC <	2 WKSS-F	2 WTIC-F
3 WHCN-F>	3 WCCC-AF	3 WWYZ-F	3 WTIC-F	3 WTIC-F<	3 WRCH-F	3 WRCH-F	3 WWYZ-F	3 WTIC-F	3 WTIC-F>	3 WPOP
4	4 WKSS-F>	4 WDRC-F	4 WHCN-F	4 WTIC	4 WDRC-F	4 WDRC-F	4 WWYZ-F	4 WRCH-F	4 WWYZ-F<	4 WWYZ-F
5	5 WRCH-F<	5 WCCC-AF	5 WRCH-F<	5 WRCH-F	5 WIOF-F	5 WHCN-F	5 WHCN-F	5 WHCN-F	5 WRCH-F	5 WRCH-F
6	6 WIOF-F	6 WRCH-F	6 WTIC	6 WHCN-F	6 WPOP	6 WCCC-AF<	6 WDRC-F<	6 WIOF-F<	6 WCCC-AF	6 WDRC-F
7	7 WDRC-F	7 WTIC	7 WIOF-F>	7 WIOF-F	7 WTIC-F	7 WDRC-F	7 WIOF-F	7 WKSS-F	7 WHCN-F	7
8	8 WWYZ-F	8 WKSS-F<	8 WCCC-AF	8	8	8	8	8 WDRC-F	8	8
		9 WIOF-F>>								

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WTIC-F>>	1 WTIC-F>>	1 WTIC-F>	1 WTIC-F>	1 WTIC-F	1 WCCC-AF	1 WHCN-F<	1 WHCN-F>	1 WHCN-F	1 WWYZ-F
2 WKSS-F>	2 WHCN-F	2 WHCN-F	2 WRCH-F	2 WRCH-F	2 WHCN-F>>	2 WCCC-AF>>	2 WCCC-AF	2 WCCC-AF	2 WHCN-F<
3 WCCC-AF	3 WKSS-F	3 WIOF-F>	3 WDRC-F	3 WDRC-F	3 WKSS-F>>	3 WKSS-F	3 WDRC-F	3 WWYZ-F	3 WDRC-F
4 WRCH-F	4 WRCH-F	4 WRCH-F	4 WWYZ-F	4 WWYZ-F	4 WWYZ-F	4 WTIC-F	4 WTIC-F	4 WDRC-F	4 WTIC
5 WHCN-F>	5 WIOF-F>	5 WDRC-F	5 WHCN-F<	5 WTIC	5 WDRC-F	5 WDRC-F	5 WTIC	5 WTIC	5 WCCC-AF
6 WAQY-F	6 WCCC-AF	6 WKSS-F	6 WIOF-F	6 WIOF-F>	6	6 WWYZ-F	6 WKSS-F	6 WKSS-F	6 WRCH-F
7	7 WDRC-F	7 WWYZ-F	7 WTIC	7 WHCN-F	7	7	7	7 WTIC-F	7 WIOF-F
				WKSS-F					

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		258 (3)	258 (3)	17.5	20.2	WCNX 1150 Middletown	0.5/1.5/ 9/ 160
AOR/CLASSIC	1 (1)	271 (6)	272 (7)	18.4	17.1	WLRC 1360 Hartford	0.5/3.0/ 11/ 495
AC/OLDIES/SOFT ROCK	9 (1)	231 (5)	240 (6)	16.2	18.5	WLVH 1230 Manchester	0.8/1.2/ 14/ 115
MOR/VARIETY	254 (1)		254 (1)	17.2	17.2	WLVX 1550 Bloomfield/Hrtf	0.4/0.7/ 7/ 76
COUNTRY		164 (2)	164 (2)	11.1	9.3	WMMW 1470 Meriden	0.9/2.1/ 20/ 233
BLACK/URBAN						WNEZ 910 New Britain/Hrt	0.8/2.0/ 15/ 238
BEAUTIFUL/EASY	14 (1)	137 (1)	151 (2)	10.2	11.1	WRYM 840 New Britain	0.5/0.8/ 9/ 103
NEWS/TALK	85 (3)		85 (3)	5.8	4.2		
NOSTALGIA						WAAF-F 107.3 Worcester	0.6/2.1/ 77/1141
RELIGION/GOSPEL	7 (1)		7 (1)	0.5		WCBS 880 New York	0.5/1.5/ 46/1137
SPANISH	22 (2)		22 (2)	1.5	1.9	WHYN-F 93.1 Springfield	0.5/2.1/108/1481
CLASSICAL						WKCI-F 101.3 Hamden	0.7/5.4/115/2241
JAZZ/NEW AGE						WMAS-F 94.7 Springfield	0.4/2.5/ 74/1199
UNKNOWN/OTHERS	24 (2)		24 (2)	1.6	0.6	WPKX-F 97.9 Enfield	1.2/2.7/ 88/ 886
						WPLR-F 99.1 New Haven	1.3/7.9/128/2286
						WWRX-F 103.7 Westerly/prov	0.6/2.2/ 48/ 958

416 (12) 1061 (17) 1477 (29)

RADIO STATIONS	Power	Frequency	Comments	Advertiser
WDRC, 1300, 5 KW (DA-N)			, SEE WDRC-F	
WKND, 1480, 500 W (DAYS,DA)			, BLACK	SBN, \$ 20.00 (---)
WNEZ, 930, 5 KW (DA-N)			, EZ/NOST.	, \$ 25.00 (Banner)
WPOP, 1410, 5 KW (DA-2)			, NEWS/TALK	CBS, \$ 42.00 (Eastman)
WRYM, 840, 1 KW (DAYS)			, HISPANIC	, \$ 20.00 (Caballero)
WTIC, 1080, 50 KW (DA-N)			, MOR/FULL SER.	NBC, \$ 190.00 (Katz)
WCCC-F, 106.9, 23 KW @ 730, AOR			ABC C, SOURCE,	\$ 41.00 (Durpetti)
WDRC-C, 102.9, 20 KW @ 805, OLDIES				\$ 120.00 (McGuild)
WIOF-F, 104.1, 18 KW @ 836, AC			RADRAD,	\$ 68.00 (Eastman)
WNCN-F, 105.9, 16 KW @ 867, AOR				\$ 71.00 (Christal)
WKSS-F, 95.7, 17 KW @ 877, CHR			APR,	\$ 62.00 (MMR)
WZMX-F, 93.7, 21 KW @ 780, AC				\$ N/A (---)
WRCH-F, 100.5, 8 KW @ 1250, EZ/SOFT AC				CBS, \$ 60.00 (Banner)
WTIC-F, 96.5, 20 KW @ 812, CHR				\$ 170.00 (Katz)
WWYZ-F, 92.5, 18 KW @ 860, COUNTRY			UNIULT,	\$ 58.00 (Banner)
MISCELLANEOUS: WLWH-F to WZMX-F and to AC				

HONOLULU

Arbitron Rank/Pop (12+): 56/705,900
 MSA Rank/Pop: 63/860,000
 No ADI
 Average Person Ratings: 17.4
 Market TSL: 23.00 hours

Stations: 26/26
 Diaries: 1145/616:1/52.1%
 Sample Target: 1095
 % Below Line: 0.0
 % Not Listed: 7.2

1990 Revenue: \$21,000,000
 HH Inc.: \$42,864
 Retail \$: 7.9 Bill
 Pop per Station: 27,150
 #1 Biller: KSSK \$4,200,000

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. KSSK-F (AC)	130/10.6	6.9	7.5	9.1	7.2	8.5		1658/23.5	20.1	18.1	8.5	98	1323	
2. KSSK (MOR)	126/10.3	9.4	10.1	11.9	9.8	10.4		1518/21.5	21.4	20.1	9.1	105	1167	
3. KIKI-F (CHR)	121/ 9.9	8.2	9.3	9.4	10.2	9.2		1596/22.6	22.7	22.4	11.9	138	1815	
4. KUMU-AF (EZ)	115/ 9.4	10.6	11.1	8.0	10.8	9.8		1291/18.3	18.8	21.5	3.7	33	582	
5. KQMQ-AF (CHR)	114/ 9.3	12.3	12.4	12.6	12.4	11.6		1925/27.3	32.5	31.0	8.3	94	1638	
6. KRTR-F (AC)	89/ 7.2	6.0	7.6	6.4	6.8	6.8		1204/17.1	20.2	15.6	7.3	84	952	
7. KCCN-F (E)	82/ 6.7	6.4	2.2	-----	-----	3.8		1072/15.2	4.7	0.0	10.9	126	1235	
8. KHFX-F (AOR)	57/ 4.6	4.7	4.4	4.2	4.5	4.5		648/ 9.2	9.4	10.7	6.3	73	850	
9. KPOI-F (AOR)	54/ 4.4	6.7	5.4	7.8	4.9	6.1		793/11.2	14.5	12.2	6.1	70	1293	
10. KGU (N/T)	43/ 3.5	2.9	2.4	3.2	2.5	3.0		769/10.9	6.8	9.4	2.1	24	576	
11. KHVH (N/T)	38/ 3.1	2.4	2.8	2.6	4.0	2.7		765/10.8	8.8	15.2	2.9	33	613	
12. KCCN (E)	37/ 3.0	4.6	4.7	4.5	4.4	4.2		453/ 6.4	11.7	11.0	3.7	43	600	
13. KIKI (O)	28/ 2.3	2.3	3.0	3.0	3.1	2.7		557/ 7.9	7.4	7.9	2.9	34	523	
14. KDEO-F (C)	21/ 1.7	2.5	1.6	1.7	2.4	1.9		327/ 4.6	6.7	5.6	1.5	17	343	
15. KISA (B)	12/ 1.0	1.3	1.1	0.5	-----	1.0		203/ 2.9	2.4	0.0				
16. KHHH-F (J/NA)	11/ 0.9	1.4	2.3	3.2	4.2	2.0		289/ 4.1	6.6	8.4	2.8	32	407	
17.														
18.	12+ FM SHARE (METRO):	68.22%	(777 of 1139)			(FAL 89:	65.37%)							

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KIKI-F>>	1 KIKI-F<	1 KSSK-F	1 KSSK-F	1 KSSK-F	1 KSSK <	1 KSSK	1 KSSK-F	1 KIKI-F>	1 KIKI-F>	1 KCCN-F
2 KQMQ-AF>>>	2 KSSK-F	2 KQMQ-AF	2 KSSK	2 KSSK	2 KUMU-AF>	2 KSSK-F	2 KUMU-AF	2 KQMQ-AF	2 KCCN-F<	2 KSSK-F
3 KCCN-F	3 KQMQ-AF	3 KIKI-F<	3 KQMQ-AF	3 KSSK-F	3 KSSK-F	3 KSSK-F	3 KQMQ-AF	3 KSSK-F<	3 KRTR-F	3 KSSK
4	4 KCCN-F	4 KSSK	4 KRTR-F>	4 KRTR-F	4	4 KUMU-AF	KSSK	4 KUMU-AF	4 KQMQ-AF	4 KUMU-F
5	5 KRTR-F	5 KRTR-F	5 KHFX-F<	5 KUMU-AF	5	5 KIKI-F	5 KRTR-F<	5 KSSK <	5 KUMU-AF	5 KQMQ-F
6	6 KHFX-F	6 KCCN-F	6 KIKI-F	6 KIKI-F	6	6	6 KIKI-F	6 KCCN-F	6	6 KZOO
7	7 KPOI-F	7	7 KCCN-F	KCCN-F<	7	7	7 KHFX-F	7 KRTR-F	7	7
				8 KHFX-F						
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KIKI-F	1 KQMQ-AF	1 KQMQ-AF	1 KSSK-F<	1 KSSK		1 KIKI-F	1 KIKI-F<	1 KSSK-F	1 KSSK-F	1 KSSK-F
2 KQMQ-AF	2 KIKI-F<	2 KSSK-F	2 KQMQ-AF	2 KSSK-F		2 KCCN-F>	2 KCCN-F<	2 KHFX-F	2 KCCN-F	2 KSSK
3 KSSK-F	3 KSSK-F	3 KRTR-F	3 KSSK	3 KQMQ-AF		3 KSSK-F	3 KSSK-F	3 KPOI-F	3 KIKI-F	3 KHFX-F<
4 KRTR-F>	4 KRTR-F>>	KIKI-F>	4 KRTR-F	4 KRTR-F>		4 KQMQ-AF	4 KHFX-F<	4 KQMQ-AF	4 KHFX-F<	4 KPOI-F
5 KPOI-F>	5 KHFX-F	5 KHFX-F	5 KIKI-F	5 KUMU-AF		5 KPOI-F	5 KPOI-F	KCCN-F	5 KPOI-F	5 KUMU-AF<
6 KCCN-F	6	6 KSSK	6	KIKI-F		6 KHFX-F	6 KQMQ-AF	6 KIKI-F	6 KQMQ-AF	6 KCCN-F
								7 KIKI-F	7 KRTR-F	

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP	9 (1)	226 (2)	235 (3)	20.6	24.2	KAIM-F 95.5 Honolulu	0.8/2.2/
AOR/CLASSIC		111 (2)	111 (2)	9.7	10.1	KDEO 940 Waipahu	0.7/2.2/
AC/OLDIES/ROCK	28 (1)	219 (2)	247 (3)	21.7	18.4	KLHT 1040 Honolulu	0.5/1.7/
MOR/VARIETY	126 (1)		126 (1)	11.1	10.5	KNDI 1270 Honolulu	0.7/2.3/
COUNTRY	8 (1)	21 (1)	29 (2)	2.5	4.2	KOHO 1170 Honolulu	0.8/2.3/
BLACK/URBAN	57 (3)	82 (1)	139 (4)	12.2		KULA 1460 Maunawili	0.6/2.1/
BEAUTIFUL/EASY	18 (1)	97 (1)	115 (2)	10.1	11.5	KWAI 1080 Honolulu	0.3/1.5/
NEWS/TALK	85 (3)		85 (3)	7.5	7.0	KZOO 1210 Honolulu	0.7/1.4/
NOSTALGIA	10 (1)		10 (1)	0.9			
RELIGION/GOSPEL	14 (2)	10 (1)	24 (3)	2.1	1.8		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE		11 (1)	11 (1)	1.0	4.5		
UNKNOWN/OTHERS	7 (1)		7 (1)	0.6	7.8		
	362 (15)	777 (11)	1139 (26)				

RADIO STATIONS

KCCN	, 1420, 5 KW	, Ethnic	, \$21.00	(Roslin)
KDEO	, 940, 10 KW	-- See KDEO-FM		
KGU	, 760, 10 KW	, Talk	CBS ABC T, \$20.00	(Banner) Givens
KHVH	, 990, 5 KW	, News	NBC ABC I, \$26.00	(HNWH)
KIKI	, 830, 10 KW	, Oldies	UNISUP UNIULT, \$21.00	(Christal) Henry
KSSK	, 590, 7.5 KW/5 KW	, MOR/Full Service	, \$80.00	(Eastman) Bedford
KAIM-F	, 95.5, 100 KW @ -24	, Religion	, \$11.00	(---)
KCCN-F	, 100.3, 100 KW @ 2000	, Ethnic	, \$19.00	(Roslin)
KDEO-F	, 102.7, 61 KW @ 1893	, Country	MBS, \$24.00	(K & P)
KHFX-F	, 105.1, 100 KW @ 1965	, Classic AOR	, \$25.00	(Durpetti)
KHHH-F	, 98.5, 100 KW @ -279	, Jazz/NAC	SMN, \$24.00	(HNWH)
KIKI-F	, 93.9, 100 KW @ -143	, CHR	, \$40.00	(Christal) Henry
KPOI-F	, 97.5, 83 KW @ 46	, AOR	, \$41.00	(Republic)
KQMQ-F	, 93.1, 54 KW @ -119	, CHR	, \$64.00	(Katz)
KRTR-F	, 96.3, 75 KW @ 2140	, AC	, \$30.00	(Republic)
KSSK-F	, 92.3, 100 KW @ 1950	, AC	, \$35.00	(Eastman) Bedford
KUMU-F	, 94.7, 100 KW @ 78	, EZ/Btfl	, \$48.00	(Banner)

HOUSTON

Arbitron Rank/Pop (12+): 10/2,966,300
 MSA Rank/Pop: 8/3,700,000
 ADI # 10
 Average Person Ratings: 17.9
 Market TSL: 23.50 hours

Stations: 31/30
 Diaries: 2250/1318:1/49.2%
 Sample Target: 2220
 % Below Line: 0.3
 % Not Listed: 12.0

1990 Revenue: \$124,000,000
 HH Inc.: \$33,870
 Retail \$: 26.5 Bil
 Pop per Station: 98,876
 #1 Biller: KIKK-AF \$13,500,000

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. KIKK-F (C)	449/ 8.4	7.5	7.7	7.7	7.1	7.8	486/6317	5550/18.7	18.0	17.7	8.2	460	5421	KIKK-F
2. KMJQ-F (B)	422/ 7.9	7.2	7.8	7.7	8.1	7.7	462/4365	4047/13.6	14.1	14.1	9.3	520	4548	KMJQ-F
3. KILT-F (C)	399/ 7.5	8.6	7.3	8.6	7.3	8.0	471/6151	5118/17.3	18.3	17.6	8.0	447	4740	KILT-F
4. KHM-F (AC)	351/ 6.6	3.8	2.9	2.7	2.6	4.0	356/5542	5313/17.9	10.2	10.2	6.3	354	5129	KHM-F
5. KLOL-F (AOR)	316/ 5.9	6.2	7.4	7.6	5.8	6.8	344/5316	4789/16.1	15.3	14.4	8.4	471	5077	KLOL-F
6. KTRH (N)	276/ 5.2	5.9	4.6	5.1	5.0	5.2	326/5221	4564/15.4	14.9	15.8	3.6	202	3619	KTRH
7. KLDE-F (O)	268/ 5.0	3.3	3.6	3.4	3.5	3.8	282/3787	3437/11.6	10.7	11.2	3.4	190	2566	KLDE-F
8. KODA-F (EZ)	232/ 4.4	4.0	4.0	5.3	5.6	4.4	264/4150	3765/12.7	11.5	14.6	3.5	196	2889	KODA-F
9. KKBQ-AF (CHR)	224/ 4.2	4.7	5.2	4.0	6.2	4.5	237/5039	4773/16.1	17.7	20.2	5.8	319	5682	KKBQ-AF
10. KLTR-F (AC)	205/ 3.9	3.5	4.4	5.2	6.2	4.3	208/3788	3643/12.3	12.8	14.1	4.2	236	3033	KLTR-F
11. KQUE-F (BB)	173/ 3.3	4.1	3.3	4.5	3.2	3.8	177/2195	2006/ 6.8	7.4	7.8	3.0	167	2083	KQUE-F
12. KZFX-F (CL AOR)	149/ 2.8	4.2	3.7	3.4	3.5	3.5	154/3035	2866/ 9.7	10.4	9.8	3.5	199	2941	KZFX-F
13. KRBE-F (CHR)	143/ 2.7	3.9	4.4	3.7	3.5	3.7	158/4273	3902/13.2	15.7	17.1	4.1	231	5277	KRBE-F
14. KHYS-F (B)	130/ 2.4	3.1	3.6	2.4	2.2	2.9	185/2785	2292/ 7.7	9.5	7.6	3.4	189	3324	KHYS-F
15. KPRC (T)	129/ 2.4	2.3	2.5	2.9	2.8	2.5	131/2335	2277/ 7.7	7.8	9.8	1.9	105	1777	KPRC
16. KLAT (SP)	122/ 2.3	1.5	2.0	1.1	1.7	1.7	122/1335	1335/ 4.5	3.6	4.5	1.6	91	1111	KLAT
17. KFMK-F (O)	105/ 2.0	2.9	3.4	2.9	2.2	2.8	111/2221	2035/ 6.9	10.7	8.7	2.2	123	1940	KFMK-F
18. KXYZ (SP)	101/ 1.9	1.7	1.5	1.0	1.5	1.5	101/1121	1121/ 3.8	4.1	3.6	1.2	68	782	KXYZ
19. KQK-F (SP)	93/ 1.7	1.4	1.5	1.4	1.3	1.5	94/1124	1107/ 3.7	3.6	2.6	1.3	73	1346	KQK-F
20. KYOK (B)	64/ 1.2	1.6	1.1	1.0	1.0	1.2	64/885	885/ 3.0	3.1	3.3	0.4	24	640	KYOK

12+ FM SHARE (METRO): 79.13% (3701 of 4677) (FAL 89: 78.73%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KMJQ-F	1 KMJQ-F	1 KMJQ-F	1 KHM-F	1 KIKK-F	1 KLOL-F	1 KLOL-F	1 KLOL-F	1 KLOL-F	1 KLOL-F
KHM-F	2 KHM-F	2 KHM-F	2 KMJQ-F	2 KILT-F	2 KKBQ-AF	2 KMJQ-F	2 KMJQ-F	2 KMJQ-F	2 KMJQ-F
3 KKBQ-AF	3 KILT-F	3 KILT-F	3 KILT-F	3 KMJQ-F	3 KIKK-F	3 KHM-F	3 KHM-F	3 KIKK-F	3 KLDE-F
4 KILT-F	4 KIKK-F	4 KLTR-F	4 KIKK-F	4 KHM-F	4 KMJQ-F	4 KZFX-F	4 KZFX-F	4 KHM-F	4 KILT-F
5 KIKK-F	5 KKBQ-AF	5 KIKK-F	5 KLDE-F	5 KLDE-F	5 KRBE-F	5 KIKK-F	5 KLDE-F	5 KLDE-F	5 KIKK-F
6 KRBE-F	6 KLTR-F	6 KLDE-F	6 KLTR-F	6 KLTR-F	6 KZFX-F	6 KILT-F	6 KLTR-F	6 KILT-F	6 KHM-F
7 KLOL-F	7 KLOL-F	7 KKBQ-AF	7 KODA-F	7 KODA-F	7 KKZR	7 KLDE-F	7 KIKK-F	7 KZFX-F	7 KTRH
8 KHYS-F	8 KLDE-F	8 KLOL-F	8 KKBQ-AF	8	8 KILT-F	8 KKBQ-AF	8 KILT-F	8 KILT-F	8 KZFX-F
9 KODA-F	9	9	9	9	KHM-F	KLTR-F	9	9	9

FORMATS					FAL 89		OTHER RATED STATIONS			METRO CUME TSA TSA	
	AM	FM	TOTAL	%	%				SHARE/RTG/AQH/CUME		
TOP 40/CHR/CONTEMP	6 (1)	361 (2)	367 (3)	7.8	13.8	KCOH	1430	Houston	0.8/2.7/	46/	818
AOR/CLASSIC	29 (1)	465 (2)	494 (3)	10.6	11.0	KEYH	850	Houston	0.5/1.6/	31/	488
AC/OLDIES/SOFT ROCK	20 (1)	929 (4)	949 (5)	20.3	13.9	KHCB-F	105.7	Houston	0.6/2.7/	39/	877
MOR/VARIETY						KILT	610	Houston	0.7/3.2/	38/	1042
COUNTRY	36 (1)	866 (3)	902 (4)	19.3	17.7	KKZR	1070	Houston	0.5/1.2/	31/	441
BLACK/URBAN	109 (2)	552 (2)	661 (4)	14.1	13.8	KLVL	1480	Pasadena/Houstrn	0.7/1.5/	35/	441
BEAUTIFUL/EASY		232 (1)	232 (1)	5.0	6.3	KNUZ	1230	Houston	0.4/1.4/	20/	417
NEWS/TALK	462 (3)		462 (3)	9.9	8.8	KSEV	700	Tomball/Houston	1.1/2.9/	57/	875
NOSTALGIA		173 (1)	173 (1)	3.7	3.7	KWWJ	1360	Baytown	0.6/2.1/	31/	665
RELIGION/GOSPEL	30 (1)	30 (1)	60 (2)	1.3	3.2						
SPANISH	284 (4)	93 (1)	377 (5)	8.1	7.8	KYKR-F	93.3	Pt. Arthur/Bmnt	0.3/1.2/	50/	866
CLASSICAL											
JAZZ/NEW AGE											
UNKNOWN/OTHERS											
	976 (14)	3701 (17)	4677 (31)								

RADIO STATIONS

AM STATIONS

KCOH, 1430, 5 KW (DAYS)	, BLACK	SBN, NBN, \$	47.00 (Roslin)	
KEYH, 850, 10 KW (DAYS, DA)	, HISPANIC	, \$	44.00 (Caballero)	
KIKK, 650, 250 W (DAYS)	, COUNTRY OLDIES	, \$	N/A (Torbet)	Viacom
KILT, 610, 5 KW (DA-2)	, COUNTRY OLDIES	, \$	N/A (Group W)	Westinghouse
KKBQ, 790, 5 KW (DA-2)	, SEE KKBQ-F			
KKZR, 1070, 10 KW/5 KW (DA-2)	, AOR	SMN, \$	36.00 (Durpetti)	Susquehanna
KLAT, 1010, 5 KW (DA-2)	, HISPANIC	, \$	60.00 (Katz Hisp.)	Tichenor
KNUZ, 1230, 1 KW	, OLDIES	, \$	N/A (Eastman)	
KPRC, 950, 5 KW (DA-N)	, TALK	CBS, \$	75.00 (Eastman)	
KTRH, 740, 50 KW (DA-1)	, NEWS/TALK	ABC I, MBS, \$	180.00 (CBS)	Jacor (P)
KXYZ, 1320, 5 KW (DA-N)	, HISPANIC	, \$	63.00 (Caballero)	
KYOK, 1590, 5 KW (DA-N)	, BLACK	SMN, ABC C, \$	47.00 (Christal)	Noble

FM STATIONS

KFMK, 97.9, 100 KW @ 1920, OLDIES	, \$	160.00 (Katz)	Cook Inlet
KHCB, 105.7, 100 KW @ 1613, RELIGION	, \$	30.00 (---)	
KIKK, 95.7, 100 KW @ 1920, COUNTRY	, \$	215.00 (Torbet)	Viacom
KILT, 100.3, 100 KW @ 1920, COUNTRY	, \$	185.00 (Group W)	Westinghouse
KKBQ, 92.9, 100 KW @ 1920, CHR	ABC F, \$	170.00 (McGuild)	Gannett
KLDE, 94.5, 100 KW @ 1920, OLDIES	UNIULT, \$	90.00 (Durpetti)	Entercom
KLOL, 101.1, 100 KW @ 1920, AOR	SOURCE, \$	190.00 (CBS)	Jacor (P)
KLTR, 93.7, 100 KW @ 1720, AC	RADRAD, \$	140.00 (CBS)	CBS
KMJQ, 102.1, 100 KW @ 1720, BLACK	, \$	190.00 (Christal)	Noble
KHMX, 96.5, 100 KW @ 1920, ADULT CHR	, \$	85.00 (HNWH)	Nationwide
KODA, 99.1, 100 KW @ 1920, EZ	, \$	160.00 (Group W)	
KQUE, 102.9, 100 KW @ 984, NOSTALGIA	ABC E, \$	81.00 (Eastman)	
KRBE, 104.1, 100 KW @ 1920, CHR	, \$	135.00 (Durpetti)	Susquehanna
KRTS, 92.1, 1.4 KW @ 495, CLASSICAL	, \$	49.00 (CMBS)	
KZFX, 107.5, 98 KW @ 1973, CLASSIC AOR	, \$	133.00 (Republic)	Shamrock
KJZS, 106.9, 100 KW @ 1125, JAZZ/NAC	UPI, \$	N/A (---)	(CONROE)
KQQK, 106.5, 100 KW @ 709, HISPANIC	, \$	N/A (---)	

KHYS-F -- See Beaumont

MISCELLANEOUS: KJOJ ato KJZS and format from Religion to Jazz/NAC . . . KNRJ-F changes to KHM-F (July) . . .

HUNTINGTON, WV

Arbitron Rank/Pop (12+): 132/268,400
 MSA Rank/Pop: 148/327,000
 ADI # 48 (w/Charleston)
 Average Person Ratings: 14.9
 Market TSL: 20.00 hours

Stations: 17/14
 Diaries: 780/344:1/60.8%
 Sample Target: 715
 % Below Line: 9.5
 % Not Listed: 15.2

1990 Revenue: \$6,800,000
 HH Inc.: \$23,741
 Retail \$: 2.1 Bill
 Pop per Station: 19,171
 #1 Biller: WTCR-AF \$2,300,000

12+ METRO	1/4/SHARE	SPG				4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME		SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
		90	89	89	88			RATING							
1. WTCR-AF (C)	121/30.1	30.9	29.8	29.6	30.3	----	167/1821	1186/44.2	44.1	44.3	28.8	120	1358	WTCR-AF	
2. WKEE-F (CHR)	73/18.2	20.6	22.6	18.7	18.2	----	101/1416	938/34.9	34.5	39.3	24.6	112	981	WKEE-F	
3. WRVC-F (AC)	41/10.2	11.4	13.2	12.0	9.2	----	75/1093	594/22.1	23.6	22.1	9.4	43	674	WRVC-F	
4. WKLC-F (AOR)	22/ 5.5	4.7	5.9	5.8	4.7	----	57/765	342/12.7	11.2	11.8	10.1	46	349	WKLC-F	
WEMM-F (REL)	22/ 5.5	5.4	2.8	4.6	6.3	----	50/662	278/10.4	14.5	10.4	4.8	22	358	WEMM-F	
6. WPAY-F (C)	10/ 2.5	1.8	1.8	2.3	3.3	----	66/1004	300/11.2	9.3	7.0	3.1	14	211	WPAY-F	
7. WGOH (C)	9/ 2.2	0.7	0.5	0.7	----	----	9/83	73/ 2.7	2.8	2.8	2.0	9	105	WGOH	
8. WKEE (O)	8/ 2.0	1.8	1.8	3.2	1.7	----	10/236	212/ 7.9	7.9	5.7	1.8	8	169	WKEE	
9.															
10.															

12+ FM SHARE (METRO): 89.41% (304 of 340) (FAL 89: 92.81%)

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

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

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		73 (1)	73 (1)	21.5	26.6	WAEZ-F 106.3 Milton/Hntngtn	1.2/6.5/ 6/ 231		
AOR/CLASSIC	3 (1)	28 (2)	31 (3)	9.1	6.9	WIRO 1230 Ironton	0.7/3.4/ 3/ 101		
AC/OLDIES/SOFT ROCK	11 (2)	46 (2)	57 (4)	16.8	19.5	WLGC-F 105.5 Grenup	1.2/4.4/ 12/ 233		
MOR/VARIETY		5 (1)	5 (1)	1.5	2.4	HMLV-F 107.1 Greenup	1.5/3.7/ 6/ 99		
COUNTRY	22 (2)	118 (2)	140 (4)	41.2	38.3	WRVC 930 Huntington	0.7/3.8/ 3/ 106		
BLACK/URBAN						WUGO-F 102.3 Grayson	0.7/2.3/ 3/ 63		
BEAUTIFUL/EASY		6 (1)	6 (1)	1.8		WXVK-F 97.1 Coal Grove	0.7/4.1/ 3/ 119		
NEWS/TALK									
NOSTALGIA						WGTR-F 101.5 Gallipolis	1.5/4.5/ 22/ 448		
RELIGION/GOSPEL		22 (1)	22 (1)	6.5	3.3				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE					3.0				
UNKNOWN/OTHERS		6 (2)	6 (2)	1.8					
	36 (5)	304 (12)	340 (17)						

RADIO STATIONS

WKEE , 800, 5 KW/185 W (DA-2), Oldies CBS CNN, \$12.00 (Katz) Adventure
 WTCR , 1420, 5 KW/500 W (DA-N), --- See WTCR-F
 WRVC , 930, 5 KW/1 KW , --- See WRVC-F

WAEZ-F, 106.3, 300 W @ 981 , Oldies UNIULT MBS, \$10.00 (---) (MILTON)
 WEMM-F, 107.9, 50 KW @ 500 , Religion , \$16.00 (---) Mortenson
 WKEE-F, 100.5, 53 KW @ 560 , CHR ABC C, \$40.00 (Katz) Adventure
 WRVC-F, 93.7, 100 KW @ 742 , AC ABC FM, \$25.00 (Banner)
 WTCR-F, 103.3, 50 KW @ 492 , Country ABC I, \$50.00 (Katz) CRB

WKLC -- See Charleston, WV

MISCELLANEOUS: WAEZ-F - From Jazz/NAC to Oldies . . . WTCR A/F sold by CRB to Alpine (never closed) for \$7,650,000 (Blackburn)

HUNTSVILLE

Arbitron Rank/Pop (12+): 106/338,200
 MSA Rank/Pop: 182/356,000 (e)
 ADI # 80 (w/Decatur)
 Average Person Ratings: 17.2
 Market TSL: 22.75 hours

Stations: 19/14
 Diaries: 819/413:1/59.5%
 Sample Target: 760
 % Below Line: 4.8
 % Not Listed: 11.5

1990 Revenue: \$9,900,000
 HH Inc.: \$31,600
 Retail \$: 2.8 Bil
 Pop per Station: 24,157
 #1 Biller: WDRM-AF \$3,000,000

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. WDRM-F (C)	132/22.6	23.1	22.1	22.4	12.6	----	281/2337	1275/37.2	35.3	34.0	23.0	123	1440	WDRM-F
2. WZYP-F (CHR)	100/17.2	16.2	17.9	19.3	23.3	----	156/2005	1263/37.3	38.4	40.2	20.0	107	1470	WZYP-F
3. WTAK (AOR)	42/ 7.2	6.7	4.6	3.7	5.9	----	42/256	236/ 7.0	8.0	5.3	6.6	35	452	WTAK
4. WRSA-F (EZ)	38/ 6.5	10.5	11.1	6.8	9.3	----	66/756	446/13.2	18.2	18.4	6.2	33	463	WRSA-F
5. WBHP (C)	35/ 6.0	4.9	4.4	4.9	5.1	----	38/457	381/11.3	9.0	6.1	5.1	27	439	WBHP
6. WKQD-F (AC)	32/ 5.5	3.2	6.3	3.5	1.6	----	43/789	489/14.5	11.3	17.3	4.5	24	470	WKQD-F
7. WEUP (B)	31/ 5.3	4.3	2.0	3.9	2.6	----	31/314	314/ 9.3	8.0	6.5	3.4	18	382	WEUP
8. WAHR-F (SAC)	31/ 5.3	3.8	4.1	9.1	5.9	----	36/491	392/11.6	10.4	12.3	7.1	38	415	WAHR-F
9. WENN-F (B)	17/ 2.9	4.9	7.0	5.6	7.1	----	21/385	292/ 8.6	9.7	9.5	6.4	34	514	WENN-F
10. WQLT-F (AC)	12/ 2.1	2.2	1.2	1.2	0.8	----	43/873	304/ 9.0	5.8	5.3	1.9	10	234	WQLT-F
11. WVNN (T)	11/ 1.9	2.2	1.2	1.2	1.0	----	11/173	173/ 5.1	6.2	4.9	0.6	3	71	WVNN
12.														
13.														
14.														
15.														

12+ FM SHARE (METRO): 73.45% (379 of 516) (FAL 89: 80.88%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZYP-F	1 WZYP-F	1 WZYP-F	1 WDRM-F<	1 WDRM-F	1 WZYP-F	1 WTAK <	1 WTAK >	1 WDRM-F>	1 WDRM-F>
2 WEUP	2 WDRM-F>	2 WDRM-F>	2 WZYP-F>>	2 WZYP-F>>	2 WDRM-F>>	2 WDRM-F	2 WKQD-F	2 WTAK	2 WTAK >
3 WDRM-F>>	3 WEUP	3 WTAK	3 WEUP	3 WRSA-F	3 WKQD-F>	3 WZYP-F	3 WDRM-F>	3 WZYP-F	3 WZYP-F
4 WQLT-F	4 WAHR-F	4 WKQD-F	4 WAHR-F>	4 WAHR-F	4 WTAK	4 WKQD-F	4 WZYP-F>	4 WKQD-F	4 WKQD-F
5 WAHR-F	5 WKQD-F	5 WAHR-F>>	5 WRSA-F	5 WBHP	5 WEUP >>	5	5	5	5 WAHR-F
6 WTAK									

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		102 (2)	102 (2)	19.8	20.5	WAAJ 1550 Huntsville	1.2/2.9/ 8/	119	
AOR/CLASSIC	42 (1)	4 (1)	46 (2)	8.9	5.5	WAVD 1400 Decatur	1.2/2.5/ 7/	84	
AC/OLDIES/SOFT ROCK	4 (1)	75 (3)	79 (4)	15.3	13.0	WKGL 1450 Huntsville	0.7/3.0/ 4/	100	
MOR/VARIETY						WNDA-F 95.1 Huntsville	1.0/4.7/ 6/	169	
COUNTRY	35 (1)	135 (2)	170 (3)	32.9	29.8				
BLACK/URBAN	31 (1)	17 (1)	48 (2)	9.3	13.4	WQEN-F 103.7 Gadsden/Annstn	0.3/1.8/ 21/	289	
BEAUTIFUL/EASY		38 (1)	38 (1)	7.4	12.4	WQSB-F 105.1 Albertv1/Gadsdn	0.3/1.6/ 29/	374	
NEWS/TALK	11 (1)		11 (1)	2.1	1.3	WZRR-F 99.5 Birmingham	0.7/1.9/ 13/	147	
NOSTALGIA					0.8	WZZK-F 104.7 Birmingham	0.5/1.3/ 30/	328	
RELIGION/GOSPEL	7 (1)	6 (1)	13 (2)	2.5	1.9				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS	7 (1)	2 (1)	9 (2)	1.7	1.3				
	137 (7)	379 (12)	516 (19)						

RADIO STATIONS

WBHP, 1230, 1 KW	COUNTRY	ABC I, \$ 29.00 (Katz)	
WDKT, 1360, 1 KW/128 W	BLACK	\$ 12.00 (---)	
WEUP, 1600, 5 KW/500 W (DA-N)	BLACK	SBN, \$ 12.00 (Regional)	
WTAK, 1000, 10 KW (DAYS,DA)	AOR	ABC R, \$ 16.00 (Regional)	
WVNN, 770, 10 KW/250 W (DA-N)	TALK	ABC D, \$ (Christal)	(ATHENS)
WAHR-F, 99.1, 100 KW @ 985	AC	NBC, \$ 27.00 (Torbet)	
WDRM-F, 102.1, 100 KW @ 727	COUNTRY	\$ 53.00 (HNWH)	(DECATUR)
WKQD-F, 93.3, 100 KW @ 981	AC	\$ 15.00 (Republic)	(TULLAHOMA, TN)
WNDA-F, 95.1, 50 KW @ 110	RELIGION	\$ 11.00 (---)	
WQLT-F, 107.3, 100 KW @ 1000	AC/OLDIES	ABC F, ABC C, \$ 13.00 (Torbet)	(FLORENCE)
WRSA-F, 96.9, 100 KW @ 994	EZ	CBS, \$ 20.00 (---)	
WZYP-F, 104.3, 100 KW @ 1118	CHR	ABC C, \$ 50.00 (Christal)	(ATHENS)

Miscellaneous Comments: WDRM-F sold to Pollard for \$925,000 (Chapman)...

INDIANAPOLIS

Arbitron Rank/Pop (12+): 37/1,032,200
 MSA Rank/Pop: 40/1,260,000
 ADI # 26
 Average Person Ratings: 17.5
 Market TSL: 23.00 hours

Stations: 21/20
 Diaries: 1708/604:1/55.6%
 Sample Target: 1575
 % Below Line: 0.7
 % Not Listed: 8.5

1990 Revenue: \$50,300,000
 HH Inc.: \$32,434
 Retail \$: 11.4 Bill
 Pop per Station: 51,610
 #1 Biller: WFBQ-F \$10,200,000

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	B1rch Share	B1rch AQH	B1rch Cume	
1. WFMS-F (C)	240/13.3	11.8	13.2	11.0	12.3	12.3	332/3521	2440/23.6	21.7	21.0	14.5	253	2031	WFMS-F
2. WIBC (MOR)	237/13.1	11.0	15.2	13.6	15.8	13.2	266/3129	2592/25.1	23.8	26.7	9.7	170	1921	WIBC
3. WZPL-F (CHR)	187/10.4	12.7	11.4	10.0	9.7	11.1	263/3451	2527/24.5	26.6	23.5	13.7	240	2782	WZPL-F
4. WFBQ-F (AOR)	185/10.2	14.3	15.2	14.8	15.3	13.6	381/5080	2337/22.6	26.9	27.7	12.1	212	2840	WFBQ-F
5. WTLC-F (B)	147/ 8.1	9.0	6.6	11.1	7.8	8.7	156/1398	1310/12.7	12.9	12.4	11.7	205	1612	WTLC-F
6. WENS-F (AC)	140/ 7.8	8.3	6.1	6.6	5.6	7.2	163/2550	2057/19.9	17.6	18.4	6.3	110	1222	WENS-F
7. WTPI-F (SAC)	114/ 6.3	5.3	5.7	3.9	5.6	5.3	125/1762	1476/14.3	11.9	13.1	4.2	74	1527	WTPI-F
8. WFXF-F (CL AOR)	104/ 5.8	3.2	3.1	2.8	2.1	3.7	153/2238	1574/15.2	7.9	8.4	7.2	126	1109	WFXF-F
9. WKLR-F (O)	99/ 5.5	5.5	6.6	6.4	7.0	6.0	138/2611	1590/15.4	15.4	18.2	5.1	89	1216	WKLR-F
10. WTUX (BB)	57/ 3.2	3.5	2.5	3.0	2.8	3.0	62/706	598/ 5.8	5.8	6.2	1.9	33	377	WTUX
11. WNDE (T)	24/ 1.3	1.9	1.1	1.4	1.0	1.4	28/649	503/ 4.9	5.2	4.6	0.7	13	335	WNDE
12. WFXF (CL AOR)	23/ 1.3	1.0	0.7	1.4	0.9	1.1	23/450	422/ 4.1	3.7	5.4	2.4	42	437	WFXF
13. WTTS-F (AOR)	18/ 1.0	1.1	1.5	1.5	1.4	1.3	57/1251	509/ 4.9	5.4	5.3	1.4	24	406	WTTS-F
14. WSYW-AF (CL)	17/ 0.9	1.3	0.5	1.5	1.9	1.0	17/304	300/ 2.9	1.9	4.9	0.4	6	297	WSYW-AF
WXIR-F (REL)	17/ 0.9	1.1	0.7	0.7	0.6	0.9	17/271	266/ 2.6	3.1	2.4	0.8	14	434	WXIR-F

12+ FM SHARE (METRO): 78.04% (1290 of 1653) (FAL 89: 76.38%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZPL-F>>	1 WZPL-F	1 WENS-F	1 WENS-F	1 WFMS-F	1 WFBQ-F	1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>	1 WFBQ-F>
2 WFBQ-F	2 WENS-F	2 WTLC-F	2 WZPL-F	2 WENS-F	2 WZPL-F	2 WFXF-F>	2 WFXF-F>>	2 WFXF-F	2 WFMS-F
3	3 WENS-F	3 WTLC-F	3 WZPL-F	3 WFMS-F	3 WIBC	3 WFMS-F	3 WFMS-F	3 WFMS-F>	3 WFXF-F
4 WTLC-F	4 WFBQ-F	4 WFBQ-F	4 WTLC-F<	4 WTPI-F<	4 WTLC-F	4 WZPL-F	4 WZPL-F	4 WTLC-F	4 WIBC
5 WFMS-F>>	5 WFMS-F	5 WFBQ-F	5 WTPI-F	5 WKLR-F	5 WFXF-F	5 WTLC-F	5 WTLC-F	5 WENS-F	5 WKLR-F
6	6	6 WTPI-F	6 WIBC	6 WTLC-F	6 WENS-F>>	6 WENS-F	6 WZPL-F	6 WZPL-F<	6 WTPI-F
7	7	7 WIBC	7 WFBQ-F	7 WZPL-F	7	7	7 WTPI-F	7 WIBC	7 WENS-F
8	8	8 WFXF-F	8 WKLR-F	8 WFBQ-F	8	8	8	8 WKLR-F	8 WTLC-F

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		187 (1)	187 (1)	11.3	12.0	WBRI 1500 Indianapolis	0.4/1.1/ 8/ 111
AOR/CLASSIC	23 (1)	307 (3)	330 (4)	20.0	16.6	WNTS 1590 Beech Grove/Ind	0.3/1.2/ 6/ 127
AC/OLDIES/SOFT ROCK		353 (3)	353 (3)	21.4	21.9	WPZZ-F 95.9 Franklin/Indy	0.7/2.1/ 12/ 219
MOR/VARIETY	237 (1)		237 (1)	14.3	17.4	WXLW 950 Indianapolis	0.3/1.2/ 9/ 153
COUNTRY		252 (2)	252 (2)	15.2	13.6		
BLACK/URBAN		147 (1)	147 (1)	8.9	10.7	WKKG-F 101.5 Columbus	0.7/1.5/ 71/ 753
BEAUTIFUL/EASY					1.0		
NEWS/TALK	24 (1)		24 (1)	1.5	1.1		
NOSTALGIA	57 (1)		57 (1)	3.4	3.0		
RELIGION/GOSPEL	20 (3)	29 (2)	49 (5)	3.0	1.7		
SPANISH							
CLASSICAL	2 (1)	15 (1)	17 (2)	1.0	0.9		
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	363 (8)	1290 (13)	1653 (21)				

RADIO STATIONS

WBRI, 1500, 5 KW (DAYS, DA) , RELIGION		, \$ 20.00 (---)	
WIBC, 1070, 50 KW/10 KW (DA-2), FULL SERVICE	NBC TALKNT,	\$ 140.00 (Durpetti)	Sconnix
WNDE, 1260, 5 KW (DA-N) , TALK		, \$ 34.00 (Katz)	Great American
WNYS, 1590, 5 KW/500 W (DA-2), RELIGION		, \$ 22.00 (---)	
WSYW, 810, 250 W (DAYS) , SEE WSYW-F			
WTUX, 1310, 5 KW/1 KW (DA-2) , NOSTALGIA	CBS UNISUP,	\$ 30.00 (MMR)	Panache
WXTZ, 1430, 1 KW (DA-N) , EZ	ABC I UNISUP,	\$ 30.00 (Christal)	WIN/ML
WENS-F 97.1, 23 KW @ 739, AC		, \$ 100.00 (McGuild)	Emmis
WFBQ-F, 94.7, 41 KW @ 900, AOR	SOURCE,	\$ 160.00 (Katz)	Great American
WFMS-F, 95.5, 13 KW @ 990, COUNTRY		, \$ 115.00 (Eastman)	Susquehanna
WKLR-F, 93.1, 12 KW @ 1022, OLDIES		, \$ 107.00 (Durpetti)	Sconnix
WFXF-F, 103.3, 18 KW @ 840, AOR	ABC E UNISUP,	\$ 49.00 (Christal)	ML/WIN
WPZZ-F, 95.9, 3 KW @ 300, GOSPEL	SBN NBN,	\$ 17.00 (---)	Willis (FRANKLIN)
WSYW-F, 107.1, 1 KW @ 604, CLASSICAL	UPI,	\$ 25.00 (CMBS)	Universal (DANVILLE)
WTLC-F, 105.7, 50 KW @ 450, BLACK		, \$ 58.00 (MMR)	Panache
WTPI-F, 107.9, 22 KW @ 762, SOFT AC	UNIULT,	\$ 58.00 (Torbet)	Mystar
WXIR-F, 96.3, 3 KW @ 290, RELIGION		, \$ 15.00 (---)	(PLAINFIELD)
WZPL-F, 99.5, 13 KW @ 990, CHR	APR,	\$ 88.00 (HNWH)	Booth
WTTS-F, 92.3, 37 KW @ 1090, CHR		, \$ 34.00 (Republic)	Sarkes Tarzian (BLOOMINGTON)

Miscellaneous: WMJC-F changes to WFXF-F (August)

JACKSON

Arbitron Rank/Pop (12+): 115/324,600
 MSA Rank/Pop: 121/406,000
 ADI # 86
 Average Person Ratings: 18.1
 Market TSL: 23.75 hours

Stations: 22/22
 Diaries: 815/398:1/51.2%
 Sample Target: 760
 % Below Line: 0.0
 % Not Listed: 16.5

1990 Revenue: \$11,400,000
 HH Inc.: \$28,902
 Retail \$: 3.0 Bill
 Pop per Station: 14,754
 #1 Biller: WMSI-F \$3,300,000

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. WMSI-F (C)	103/17.5	16.9	13.6	15.7	----	----	227/2211	933/28.7	26.3	27.7	12.8	84	864	WMSI-F
2. WJMI-F (B)	89/15.1	16.2	15.6	16.6	----	----	208/1774	732/22.6	28.1	26.4	22.7	149	1071	WJMI-F
3. WOAD (G)	44/ 7.5	5.9	6.5	5.2	----	----	45/522	511/15.7	11.2	11.3	5.9	39	553	WOAD
4. WSTZ-F (AOR)	43/ 7.3	6.7	3.0	2.4	----	----	62/524	415/12.8	10.8	7.5	8.7	57	656	WSTZ-F
5. WOHT-F (CHR)	32/ 5.4	5.9	6.1	4.3	----	----	52/799	476/14.7	17.1	17.0	9.9	65	764	WOHT-F
WKXI (B)	32/ 5.4	6.4	6.1	5.5	----	----	37/576	508/15.7	16.6	16.5	4.9	32	343	WKXI
7. WTYX-F (O)	26/ 4.4	6.2	6.0	7.8	----	----	52/872	545/16.8	17.3	18.1	7.2	47	466	WTYX-F
8. WLIN-F (EZ)	19/ 3.2	3.7	3.4	4.0	----	----	20/334	300/ 9.2	8.3	9.3	2.0	13	228	WLIN-F
WJNT (T)	19/ 3.2	1.7	3.0	3.5	----	----	22/271	241/ 7.4	3.7	6.3	2.9	19	153	WJNT
10. WJDX-F (AC)	18/ 3.1	4.0	2.6	4.0	----	----	32/753	455/14.0	9.6	10.8	2.9	19	430	WJDX-F
11. WMJW-F (AC)	14/ 2.4	2.8	4.7	5.4	----	----	29/503	264/ 8.1	10.2	12.6	1.1	7	295	WMJW-F
12.														
13.														
14.														

12+ FM SHARE (METRO): 73.17% (360 of 492) (FAL 89: 70.63%)

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

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

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		32 (1)	32 (1)	6.5	15.2	WHJT-F 93.5	Clinton/Jackson 1.5/5.9/ 9/ 194
AOR/CLASSIC		43 (1)	43 (1)	8.7	3.7	WIIN-F 98.7	Vicksburg 0.3/1.4/ 11/ 103
AC/OLDIES/SOFT ROCK	8 (1)	58 (3)	66 (4)	13.4	9.1	WJDS 620	Jackson 1.4/5.0/ 8/ 187
MOR/VARIETY					3.3	WJXN 1450	Jackson 0.7/3.4/ 4/ 118
COUNTRY		105 (2)	105 (2)	21.3	19.8	WJXN-F 92.9	Utica/Jackson 0.5/1.6/ 4/ 94
BLACK/URBAN	32 (1)	89 (1)	121 (2)	24.6	27.3	WLRM 780	Ridgeland/Jackson 0.3/1.1/ 2/ 37
BEAUTIFUL/EASY		19 (1)	19 (1)	3.9	4.2	WMGO 1370	Canton 0.8/2.2/ 6/ 83
NEWS/TALK	31 (3)		31 (3)	6.3	4.4	WONG 1150	Canton 1.2/1.4/ 7/ 47
NOSTALGIA	3 (1)		3 (1)	0.6	2.8	WRJH-F 97.7	Brandon/Jackson 0.3/2.4/ 2/ 110
RELIGION/GOSPEL	49 (2)	11 (2)	60 (4)	12.2	9.3	WSLI 930	Jackson 1.4/5.3/ 8/ 182
SPANISH						WZRX 1590	Jackson 0.5/1.7/ 3/ 56
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS	9 (2)	3 (1)	12 (3)	2.4	0.9		
	132 (10)	360 (12)	492 (22)				

RADIO STATIONS

WJDS , 620, 5 KW/1 KW (DA-N), Soft AC
 WJNT , 1180, 50 KW/5 KW (DA-2), Talk
 WKXI , 1300, 5 KW/1 KW , Black
 WMGO , 1370, 1 KW (DAYS) , Gospel
 WOAD , 1400, 1 KW , Gospel
 WSLI , 930, 5 KW (DA-N) , Talk

, \$15.00 (Mc-Guild) Capstar
 NBC ABC T, \$14.00 (---)
 SBN, \$16.00 (Banner) Opus
 UNIULT, \$ 7.00 (---)
 NBN, \$15.00 (Durpetti) Holt
 CBS, \$ NA (Eastman)

WJMI-F, 99.7, 98 KW @ 1060 , Black
 WLIN-F, 101.7, 3 KW @ 300 , EZ
 WMJW-F, 107.5, 100 KW @ 951 , AC
 WMSI-F, 102.9, 100 KW @ 1800 , Country
 WOHT-F, 95.5, 100 KW @ 1058 , CHR
 WJDX-F, 96.3, 100 KW @ 1415 , AC
 WSTZ-F, 106.7, 100 KW @ 1064 , AOR
 WTYX-F, 94.7, 100 KW @ 1117 , Oldies

ABC FM CBS, \$45.00 (Durpetti) Holt
 UNIULT, \$15.00 (Regional) (GLUCKSTADT)
 , \$15.00 (Republic) (MAGEE)
 ABC E, \$70.00 (Mc-Guild) Capstar
 UNIPWR, \$23.00 (HNWH) Jenne
 , \$32.00 (Eastman)
 UNISUP, \$33.00 (HNWH) Lewis (VICKSBURG)
 ABC C, \$44.00 (Banner) Opus

MISCELLANEOUS: WTYX-F - From CHR to Oldies . . . WJDX changes to WJDS . . . WSLI-F changes to WJDX-F . . . WSLI A/F sold by Osborn-Reynolds to Spur Austin for \$3,500,000 (Fischer) . . .

JACKSONVILLE

Arbitron Rank/Pop (12+): 49/800,700

Stations: 24/21
Diaries: 1149/697:1/48.7%
Sample Target: 1145
% Below Line: 1.3
% Not Listed: 16.0

1990 Revenue: \$24,500,000
HH Inc.: \$31,680
Retail \$: 7.4 Bil
Pop per Station: 38,128
#1 Biller: WAPE-F \$4,600,000

MSA Rank/Pop: 57/947,000
ADI # 56
Average Person Ratings: 16.2
Market TSL: 21.25 hours

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume
1. WAPE-F (CHR)	147/11.3	11.5	12.8	10.8	14.0	11.6	167/2235	1946/24.3	26.9	30.2	11.8	149	2104
2. WQIK-F (C)	146/11.3	9.9	8.7	10.5	10.4	10.1	205/2241	1642/20.5	15.4	19.3	7.9	100	1499
3. WEJZ-F (SAC)	105/ 8.1	8.8	8.6	7.7	7.7	8.3	106/1578	1527/19.1	17.6	17.5	5.8	74	990
4. WFYV-F (AOR)	100/ 7.7	6.4	8.9	9.4	7.5	8.1	112/1348	1250/15.6	17.7	16.0	12.9	163	1804
5. WKQL-F (O)	99/ 7.6	8.5	6.7	5.1	5.3	7.0	102/1539	1424/17.8	15.2	15.4	7.3	92	1185
6. WHJX-F (B)	84/ 6.5	5.8	5.4	6.8	5.3	6.1	102/1102	918/11.5	10.3	8.4	8.3	105	1097
7. WIVY-F (AC)	73/ 5.6	5.2	5.7	4.6	5.1	5.3	84/1353	1197/14.9	15.0	15.4	4.4	56	1075
8. WCRJ-F (C)	59/ 4.6	5.5	3.6	5.3	5.0	4.8	64/821	727/ 9.1	8.8	11.9	5.4	68	937
9. WOKV (N/T)	53/ 4.1	5.0	2.4	2.8	4.3	3.6	54/823	802/10.0	6.5	8.8	3.3	42	594
10. WZAZ-F (B)	37/ 2.9	3.6	3.8	3.6	2.7	3.5	37/556	529/ 6.6	10.2	9.2	4.5	57	776
11. WZAZ (B)	34/ 2.6	2.4	3.1	3.0	3.1	2.8	34/463	463/ 5.8	5.4	6.0	0.6	7	236
12. WCGL (REL)	32/ 2.5	1.6	2.9	3.3	1.9	2.6	32/367	347/ 4.3	4.9	3.2	3.0	38	327
13. WSVE (G)	30/ 2.3	2.2	2.4	2.4	1.8	2.3	31/296	273/ 3.4	4.3	3.2	2.6	33	342
14. WIOI-F (CL AOR)	19/ 1.5	1.8	3.5	3.2	2.6	2.5	28/609	474/ 5.9	9.2	8.3	2.5	32	480

12+ FM SHARE (METRO): 82.19% (895 of 1089) (FAL 89: 79.83%)

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

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

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		152 (2)	152 (2)	14.0	17.9	WFOY 1240	St. Augustine	0.7/1.2/	9/ 95
AOR/CLASSIC		124 (3)	124 (3)	11.4	12.7	WPDQ 690	Jacksonville	0.7/4.0/	9/ 340
AC/OLDIES/SOFT ROCK	14 (2)	286 (4)	300 (6)	27.5	23.6	WQIK 1320	Jacksonville	0.6/2.8/	8/ 221
MOR/VARIETY	9 (1)		9 (1)	0.8	0.4	WROS 1050	Jacksonville/Daytona	0.5/1.6/	10/ 151
COUNTRY	8 (1)	205 (2)	213 (3)	19.6	19.5	WRXJ 930	Jacksonville	0.4/2.6/	5/ 209
BLACK/URBAN	34 (1)	121 (2)	155 (3)	14.2	13.4	WSOS-F 105.5	St. Augustine	0.7/1.5/	9/ 134
BEAUTIFUL/EASY NEWS/TALK	53 (1)		53 (1)	4.9	5.1	WVOJ 970	Jacksonville	0.5/1.5/	7/ 123
NOSTALGIA					1.4	WAIA-F 93.3	St. Marys/FrnBc	0.5/1.7/	9/ 196
RELIGION/GOSPEL	76 (4)		76 (4)	7.0	5.6	WNFI-F 99.9	Palatka	0.4/2.0/	19/ 302
SPANISH						WRUF-F 103.7	Gainesville	0.4/1.2/	7/ 192
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS		7 (1)	7 (1)	0.6	0.4				

RADIO STATIONS 194 (10) 895 (14) 1089 (24)

WCGL , 1360, 5 KW (DAYS)	Gospel	SBN, \$ 15.00	(K & P)
WOKV , 600, 5 KW (DA-N)	News/Talk	ABC T CBS, \$ 25.00	(MMR)
WSVE , 1280, 5 KW (DAYS)	Gospel	UNIPWR, \$ 13.00	(Republic)
WZAZ , 1400, 1 KW	Black	SBN, \$ 14.00	(Roslin)
WAPE-F, 95.1, 100 KW @ 984	CHR	\$ 100.00	(Christal)
WCRJ-F, 107.3, 100 KW @ 705	Country	\$ 46.00	(Katz)
WEJZ-F, 96.1, 100 KW @ 984	Soft AC	ABC D, \$ 47.00	(Katz)
WFYV-F, 104.5, 100 KW @ 1014	AOR	NBC, \$ 74.00	(MC-Guild)
WHJX-F, 101.5, 100 KW @ 1863	Black	ABC C, \$ 30.00	(Durpetti)
WIOI-F, 100.7, 36 KW @ 1463	Classic AOR	\$ 36.00	(---)
WIVY-F, 102.9, 100 KW @ 1014	AC	APR, \$ 62.00	(Banner)
WKQL-F, 96.9, 100 KW @ 1013	Oldies	\$ 70.00	(MMR)
WQIK-F, 99.1, 100 KW @ 1014	Country	ABC E, \$ 98.00	(Eastman)
WZAZ-F, 92.7, 1.3 KW @ 497	Black	CBS, \$ 21.00	(Roslin)

MISCELLANEOUS: WIOI-F - From Classic AOR to Oldies (Jan) . . .

JOHN CITY-KINGSPORT

Arbitron Rank/Pop (12+): 92/378,400
 MSA Rank/Pop: 109/454,000
 ADI # 87
 Average Person Ratings: 15.5
 Market TSL: 20.75 hours

Stations: 26/20
 Diaries: 833/454:1/62.4%
 Sample Target: 820
 % Below Line: 7.7
 % Not Listed: 11.2

1990 Revenue: \$10,100,000
 HH Inc.: \$27,034
 Retail \$: 2.6 Bill
 Pop per Station: 18,920
 #1 Biller: WQUT-F \$2,000,000

12+ METRO	1/4/SHARE	SPG				4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME		SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
		90	89	89	88			RATING	90						
1. WTFM-F (AC)	108/18.4	12.7	14.6	14.6	14.9	----	121/1465	1171/30.9	28.5	29.9	12.3	71	839	WTFM-F	
2. WXBQ-F (C)	105/17.9	18.3	19.1	19.0	17.6	----	174/2146	1286/34.0	31.9	34.7	23.1	134	1392	WXBQ-F	
3. WQUT-F (CHR)	97/16.5	23.3	19.3	20.6	19.6	----	125/1839	1286/34.0	38.4	36.2	21.6	125	1589	WQUT-F	
4. WUSJ-F (C)	30/ 5.1	4.2	4.5	3.7	3.4	----	30/429	429/11.3	10.6	11.6	3.8	22	367	WUSJ-F	
5. WIMZ-F (AOR)	24/ 4.1	3.5	1.7	2.0	----	----	58/630	344/ 9.1	7.1	4.6	7.4	43	449	WIMZ-F	
6. WJCW (C/FS)	21/ 3.6	3.7	4.5	5.2	7.2	----	23/407	378/10.0	10.6	10.1	2.6	15	226	WJCW	
7. WFHG (O)	15/ 2.6	1.6	1.0	1.0	0.5	----	15/234	223/ 5.9	5.2	4.4	1.0	6	133	WFHG	
8. WKPT (EZ)	13/ 2.2	2.4	3.5	3.8	4.0	----	15/275	252/ 6.7	6.9	8.2	1.6	9	183	WKPT	
WETB (REL)	13/ 2.2	1.7	0.9	0.7	0.5	----	13/162	155/ 4.1	3.9	4.7	2.2	13	113	WETB	
10. WMEV-F (C)	12/ 2.0	0.3	1.0	0.7	1.0	----	39/369	108/ 2.9	1.3	2.6	1.7	10	152	WMEV-F	
11. WIVK-F (C)	11/ 1.9	1.6	2.4	1.7	2.5	----	80/632	174/ 4.4	3.2	6.3	2.4	14	206	WIVK-F	
WZXY-F (CHR)	11/ 1.9	3.1	4.2	2.8	4.4	----	11/257	257/ 6.8	9.9	9.4	4.3	25	380	WZXY-F	
13.															
14.															
15.															

12+ FM SHARE (METRO): 79.31% (414 of 522) (FAL 89: 79.44%)

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

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

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		113 (4)	113 (4)	21.6	26.9	WBBJ 1230 Abingdon	0.3/2.4/ 2/ 91		
AOR/CLASSIC		24 (1)	24 (1)	4.6	2.6	WBEJ 1240 Elizabethton	1.2/2.6/ 7/ 98		
AC/OLDIES/SOFT ROCK	15 (1)	115 (3)	130 (4)	24.9	19.6	WEMB 1420 Erwin	1.2/1.6/ 7/ 59		
MOR/VARIETY						WEYE-F 104.3 Surgoinsville	0.3/1.3/ 2/ 51		
COUNTRY	55 (7)	158 (4)	213 (11)	40.8	41.9	WIKQ-F 94.9 Greenville	0.7/4.9/ 11/ 342		
BLACK/URBAN						WKIN 1320 Kingsport	1.2/4.5/ 7/ 171		
BEAUTIFUL/EASY	13 (1)		13 (1)	2.5	4.0	WMCH 1260 Church Hill	0.7/2.4/ 4/ 89		
NEWS/TALK						WOPI 1490 Bristol	0.7/2.3/ 4/ 87		
NOSTALGIA					0.6	WRGS 1370 Rogersville	1.2/2.1/ 7/ 79		
RELIGION/GOSPEL	25 (3)	2 (1)	27 (4)	5.2	4.4	WZAP 690 Bristol	1.4/4.8/ 11/ 219		
SPANISH									
CLASSICAL						WKSF-F 99.9 Asheville/Hndrs	0.3/3.5/ 13/ 316		
JAZZ/NEW AGE						WMIT-F 106.9 Black Mountain	0.3/1.8/ 5/ 166		
UNKNOWN/OTHERS		2 (1)	2 (1)	0.4		WHYU-F 102.1 Sevierville/Knx	0.5/1.6/ 5/ 152		
						WOKI-F 100.3 Oak Ridge/Knxv1	0.5/2.1/ 8/ 265		

RADIO STATIONS

WJCW , 910, 5 KW/1 KW (DA-N) , Country/Full Service	MBS, \$18.00	(Katz) Bloomington (JOHNSN CTY)
WKPT , 1400, 1 KW , EZ	ABC E, \$13.00	(Republic) Home News (KINGSPORT)
WFHG , 980, 5 KW/1 KW (DA-N) , Oldies	ABC D SMN, \$12.00	(mc-Guild) Nininger (BRISTOL,VA)
WQUT-F, 101.5, 100 KW @ 1497 , CHR	CBS, \$48.00	(Katz) Bloomington (JOHNSN CTY)
WTFM-F, 98.5, 100 KW @ 1260 , AC	ABC E, \$38.00	(Republic) Home News (KINGSPORT)
WUSJ-F, 99.3, 3 KW @ 328 , Country	NBC, \$17.00	(Durpetti) (ELIZABETHTOWN)
WXBQ-F, 96.9, 67 KW @ 2240 , Country	ABC I, \$42.00	(Mc-Guild) Nininger (BRISTOL, VA)
WZXY-F, 104.5, 1.4 KW @ 480 , CHR	ABC C, \$16.00	(Torbet) Bahakel (KINGSPORT)

WIMZ-F -- See Knoxville
 MISCELLANEOUS: WOPI sold for \$140,000 . . .

JOHNSTOWN

Arbitron Rank/Pop (12+): 153/209,500
 MSA Rank/Pop: 176/252,000
 ADI # 88 (w/Altoona)
 Average Person Ratings: 18.2
 Market TSL: 24.00 hours

Stations: 25/13
 Diaries: 737/284:1/64.4%
 Sample Target: 645
 % Below Line: 20.2
 % Not Listed: 17.3

1990 Revenue: \$5,000,000
 HH Inc.: \$23,464
 Retail \$: 1.3 Bill
 Pop per Station: 16,115
 #1 Biller: NA

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. WGLU-F (CHR)	55/14.4	15.2	----	13.9	----	----	64/721	595/28.4	27.7	0.0	18.7	68	672	WGLU-F
2. WKYE-F (AC)	41/10.8	12.6	----	12.3	----	----	56/784	552/26.3	26.4	0.0	12.7	46	450	WKYE-F
3. WKQS-F (AC)	30/ 7.9	6.2	----	4.3	----	----	32/428	370/17.7	12.8	0.0	7.4	27	318	WKQS-F
4. WDV-F (AOR)	29/ 7.6	4.6	----	6.1	----	----	40/512	326/15.6	12.2	0.0				WDVE-F
5. WYSN-F (EZ)	28/ 7.3	6.4	----	6.7	----	----	28/304	299/14.3	11.7	0.0	8.5	31	244	WYSN-F
6. WJAC (MOR)	19/ 5.0	5.4	----	7.8	----	----	21/401	364/17.4	15.2	0.0	5.8	21	434	WJAC
WYQ-F (O)	19/ 5.0	6.2	----	2.9	----	----	27/391	272/13.0	13.8	0.0	3.9	14	217	WYQ-F
8. WVSC-F (AC)	12/ 3.1	3.1	----	1.3	----	----	12/206	206/ 9.8	8.8	0.0	3.0	11	153	WVSC-F
WVSC (C)	12/ 3.1	2.6	----	3.5	----	----	13/165	151/ 7.2	7.5	0.0	2.8	10	159	WVSC
10. WBXQ-F (CL AOR)	11/ 2.9	2.1	----	1.1	----	----	15/245	189/ 9.0	6.3	0.0	2.8	10	140	WBXQ-F

12+ FM SHARE (METRO): 86.03% (271 of 315) (FAL 89: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WGLU-F>>	1 WGLU-F	1 WGLU-F	1 WKYE-F>	1 WKYE-F>	1 WYSN-F>	1 WGLU-F	1 WKYE-F	1 WGLU-F>	1 WGLU-F>	1 WKQS-F
2	2 WDV-F	2 WKYE-F>	2 WGLU-F	2 WGLU-F<	2 WKYE-F	2 WKYE-F>	2 WGLU-F	2 WKYE-F	2 WKYE-F	2 WVSC-F
3	3 WKYE-F>	3 WDV-F	3 WKQS-F	3 WKQS-F	3 WKQS-F	3 WDV-F	3 WYSN-F	3 WYSN-F	3 WDV-F>	3 WGLU-F
4	4 WKQS-F	4 WKQS-F>	4 WDV-F	4 WDV-F	4 WJAC	4 WKQS-F	4 WKQS-F	4 WKQS-F>	4 WKQS-F	4 WDV-F
5	5 WBXQ-F>>	5 WYQ-F	5 WYQ-F	5 WYQ-F>>	5 WYQ-F	5 WJAC	5 WDV-F	5 WDV-F	5 WYSN-F	5 WVSC
6	6	6	6	6	6	6	6 WYQ-F	6 WYQ-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WGLU-F>>	1 WGLU-F	1 WKYE-F>>	1 WGLU-F>	1 WGLU-F	1 WDV-F	1 WDV-F>>	1 WDV-F>	1 WDV-F	1 WKYE-F
2 WKYE-F>	2 WKYE-F>>	2 WDV-F	2 WKYE-F>>	2 WKYE-F>>	2 WGLU-F>>	2 WGLU-F	2 WKYE-F>	2 WKYE-F	2 WKQS-F
3 WDV-F>>	3 WDV-F>>	WGLU-F>>	3 WKQS-F>	3 WKQS-F	3 WBXQ-F>	3 WKYE-F	3 WKQS-F>	3 WKQS-F	3 WDV-F
4	4	4	4 WDV-F	4 WYQ-F	4 WKQS-F>	4 WKQS-F	4 WFRB-F	4 WGLU-F	4 WYQ-F
5	5	5	5 WYQ-F	5	5 WMYG-F	5 WBXQ-F	5 WGLU-F	5 WYQ-F	5
6	6	6	6	6	6	6	6 WBXQ-F	6 WBXQ-F	6

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		64 (2)	64 (2)	20.3		WADJ 1330 Somerset	0.5/2.0/ 2/ 41
AOR/CLASSIC		44 (3)	44 (3)	14.0		WCRO 1230 Johnstown	0.8/3.1/ 3/ 65
AC/OLDIES/SOFT ROCK	3 (1)	109 (6)	112 (7)	35.6		WKQS 1490 Johnstown	1.0/3.9/ 4/ 85
MOR/VARIETY	23 (3)		23 (3)	7.3		WNCC 950 Barnesboro	0.5/1.7/ 2/ 36
COUNTRY	14 (2)	13 (3)	27 (5)	8.6			
BLACK/URBAN		2 (1)	2 (1)	0.6		WAMO-F 105.9 Pittsburgh	0.5/1.6/ 2/ 42
BEAUTIFUL/EASY		39 (3)	39 (3)	12.4		WBZZ-F 93.7 Pittsburgh	2.4/6.9/ 11/ 198
NEWS/TALK						WDSY-F 107.9 Pittsburgh	0.5/2.7/ 13/ 199
NOSTALGIA	4 (1)		4 (1)	1.3		WEZE-F 104.7 Pittsburgh	1.0/2.8/ 8/ 92
RELIGION/GOSPEL						WFBG-F 98.1 Altoona/St.Clge	1.8/4.8/ 20/ 273
SPANISH						WFRB 560 Frostburg/Cumbr	0.5/2.1/ 3/ 48
CLASSICAL						WFRB-F 105.3 Frostburg/Cumbr1	2.1/6.0/ 8/ 131
JAZZ/NEW AGE						WLTJ-F 92.9 Pittsburgh	1.0/3.5/ 11/ 100
UNKNOWN/OTHERS						WMYG-F 96.9 Braddock	1.0/3.2/ 12/ 177
						WOWQ-F 102.1 DuBois	0.8/3.1/ 40/ 401
						WSHH-F 99.7 Pittsburgh	0.8/3.7/ 7/ 143

RADIO STATIONS

WADJ, 1330, 5 KW/35W (DA-1), MOR	CNN, UNISUP, \$ 9.00 (Roslin)	(SOMERSET)
WCRO, 1230, 1 KW (DA-1), AC	SMM, ABC I, \$ 8.00 (Republic)	
WJAC, 850, 10 KW (DA-1), MOR/OLDIES	ABC, UNISUP, \$ 20.00 (McGuilid)	
WKQS, 1490, 1 KW	NBC, UNISUP, \$ 12.00 (Roslin)	
WVSC, 990, 10 KW/100W (DA-1), COUNTRY	ABC E, \$ 7.00 (Regional)	(SOMERSET)
WBXQ-F, 94.3, .4 KW @ 958, CLASSIC AOR	ABC F UNISUP, \$ 17.00 (Roslin)	(CRESSON)
WGLU-F, 92.1, .3 KW @ 1000, CHR	SOURCE, \$ 27.00 (Republic)	
WYQ-F, 99.1, 50 KW @ 500, OLDIES	SMM, \$ 12.00 (Dome)	(EBENSBURG)
WKQS-F, 96.5, 50 KW @ 490, EZ	RADRAD, \$ 17.00 (Roslin)	
WKYE-F, 95.5, 57 KW @ 1060, AC	UNISUP, \$ 30.00 (McGuilid)	
WVSC-F, 97.7, 3 KW @ 270, AC	ABC I, UNISUP, \$ 8.00 (Regional)	(SOMERSET)
WYSN-F, 101.7, .7 KW @ 645, NOSTALGIA/EZ	CNN, UNISUP, \$ 11.00 (Roslin)	(CENTRAL CITY)

OTHER RANKED STATIONS: See Pittsburgh

MISCELLANEOUS: WJNL A/F - Changes to WKQS A/F . . . WCRO - Sold for \$80,000 . . . WJNL A/F sold for \$1,350,000 . . .
 WJNL A/F - station seized by National Credit Union Admin . . .

KALAMAZOO

Arbitron Rank/Pop (12+): 163/184,100
 MSA Rank/Pop: 195/221,000
 Average Person Ratings: 16.0
 Market TSL: 21.00 hours

Stations: 21/10
 Diaries: 698/264:1/66.2%
 Sample Target: 345
 % Below Line: 21.4
 % Not Listed: 19.7

1990 Revenue: \$8,500,000
 HH Inc.: \$36,566
 Retail \$: 1.8 B11
 Pop per Station: 18,410
 #1 Biller: WKFR-F \$2,200,000

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. WKFR-F (CHR)	44/15.0	18.3	19.9	19.4	17.3	----	69/1073	656/35.6	38.0	39.9	21.6	65	719	WKFR-F
2. WRKR-F (CL AOR)	42/14.3	14.9	11.4	15.6	7.3	----	63/665	441/24.0	23.7	21.7	19.6	59	506	WRKR-F
3. WNNW-F (C)	35/11.9	7.8	15.0	9.3	10.0	----	73/882	368/20.0	16.8	18.6	9.6	29	326	WNNW-F
4. WKZO (MOR)	26/ 8.8	8.8	7.2	9.3	10.0	----	42/611	434/23.6	26.0	23.9	7.3	22	472	WKZO
5. WQLR-F (SAC)	17/ 5.8	8.1	7.2	7.6	8.0	----	24/426	295/16.0	16.8	14.5	3.7	11	226	WQLR-F
6. WOOD-F (EZ)	15/ 5.1	4.7	2.9	4.2	4.5	----	53/586	215/11.7	13.7	11.3	4.3	13	207	WOOD-F
7. WBXX-F (CHR)	11/ 3.7	0.7	0.3	----	0.7	----	13/250	188/10.2	4.5	2.9	2.7	8	194	WBXX-F
8. WJFM-F (CL AOR)	9/ 3.1	3.7	3.6	3.5	7.6	----	14/371	235/12.8	15.4	12.0	3.0	9	206	WJFM-F
9. WGRD-F (CHR)	6/ 2.0	2.4	2.3	2.4	2.4	----	27/527	180/ 9.8	13.4	11.9	3.0	9	218	WGRD-F
WFRN-F (REL)	6/ 2.0	0.7	----	----	----	----	10/134	61/ 3.3	3.1	0.0	0.0	0	29	WFRN-F
11. WKLQ-F (AOR)	5/ 1.7	2.0	2.3	1.7	0.7	----	22/238	100/ 5.4	8.9	8.4	1.0	3	93	WKLQ-F
WKMI (AC)	5/ 1.7	1.4	1.6	2.4	2.8	----	5/175	160/ 8.7	6.6	9.3	2.7	8	98	WKMI
13.														
14.														
15.														

12+ FM SHARE (METRO): 84.75% (200 of 236) (FAL 89: 81.18%)

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

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

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		61 (3)	61 (3)	25.8	29.8	WHEZ 1560 Portage	0.3/2.0/ 4/ 66		
AOR/CLASSIC		59 (4)	59 (4)	25.0	14.1	WKPR 1420 Kalamazoo	0.3/1.2/ 1/ 22		
AC/OLDIES/SOFT ROCK	6 (2)	24 (5)	30 (7)	12.7	11.8	WQSN 1470 Kalamazoo/Prtge	0.3/2.7/ 1/ 64		
MOR/VARIETY	26 (1)		26 (1)	11.0	9.0	WQXC-F 100.9 Ostego/Kalmzo.	0.3/1.7/ 6/ 89		
COUNTRY	1 (1)	35 (1)	36 (2)	15.3	18.8				
BLACK/URBAN						WIBM-F 94.1 Jackson	0.3/3.0/ 6/ 170		
BEAUTIFUL/EASY		15 (1)	15 (1)	6.4	12.2	WLAV-F 96.9 N. Muskegon	1.0/3.9/ 10/ 144		
NEWS/TALK	2 (1)		2 (1)	0.8	1.6	WMAQ 670 Chicago	0.7/1.7/ 2/ 41		
NOSTALGIA						WODJ-F 107.3 Greenvl/grd rap	1.0/2.7/ 22/ 327		
RELIGION/GOSPEL	1 (1)	6 (1)	7 (2)	3.0	2.7	WYXX-F 96.1 Holland	0.7/2.3/ 6/ 73		
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS									
	36 (6)	200 (15)	236 (21)						

RADIO STATIONS

WHEZ, 1560, 4.1 KW (DAYS)	OLDIES	UNISUP, UNIULT	\$ 10.00 (Christal)	(PORTAGE)
WKMI, 1360, 5 KW/1 KW (DA-2), AC	ABC D		\$ 14.00 (Eastman)	
WKPR, 1420, 1 KW (DAYS)	RELIGION		\$ 7.00 (---)	Kuiper
WKZO, 590, 5 KW (DA-N)	MOR/FULL SER.	CBS, MBS	\$ 26.00 (McGuild)	Fitzer
WQSN, 1470, 500 W/1 KW	COUNTRY		\$ 11.00 (Banner)	Fairfield
WKFR-F, 103.3, 50 KW	483, CHR	UNIPWR	\$ 50.00 (Eastman)	(BATTLE CREEK)
WNNW-F, 98.5, 50 KW	500, COUNTRY	ABC E	\$ 32.00 (Christal)	(COLDWATER)
WQLR-F, 106.5, 33 KW	600, SOFT AC		\$ 30.00 (Banner)	Fairfield
WRKR-F, 107.7, 50 KW	486, CLASSIC AOR		\$ 36.00 (HNWH)	(PORTAGE)

OTHER RANKED STATIONS -- See Grand Rapids Miscellaneous Comments: WQLR changes from EZ to AC (March)...

KANSAS CITY

Arbitron Rank/Pop (12+): 26/1,316,300
 MSA Rank/Pop: 29/1,600,000
 ADI # 29
 Average Person Ratings: 16.9
 Market TSL: 22.50 hours

Stations: 23/23
 Diaries: 1431/920:1/52.3%
 Sample Target: 1485
 % Below Line: 0.0
 % Not Listed: 6.7

1990 Revenue: \$42,900,000
 HH Inc.: \$35,265
 Retail \$: 12.6 Bill
 Pop per Station: 57,230
 #1 Biller: WDAF \$5,200,000

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. WDAF (C)	269/12.1	11.0	10.7	12.8	10.3	11.6	433/4636	2815/21.4	21.5	22.4	10.3	214	2185	WDAF
2. KFKE-F (C)	204/ 9.2	7.8	7.8	7.0	9.3	7.9	248/2797	2353/17.9	16.4	18.5	10.2	211	2355	KFKE-F
3. KYYS-F (AOR)	177/ 7.9	8.3	5.8	5.5	4.3	6.9	228/2937	2049/15.6	15.0	12.2	11.3	235	2379	KYYS-F
4. KPRS-F (B)	163/ 7.3	5.5	7.8	6.7	7.2	6.8	177/1471	1313/10.0	11.9	10.2	9.0	186	1792	KPRS-F
5. KCFX-F (CL AOR)	136/ 6.1	4.8	3.4	4.1	3.2	4.6	146/3005	2493/18.9	10.1	10.4	7.1	147	1981	KCFX-F
6. KCMO (N/T)	132/ 5.9	5.6	5.8	6.4	7.3	5.9	165/2778	2273/17.3	14.9	21.4	5.2	108	1695	KCMO
7. KMBR-F (SAC/EZ)	118/ 5.3	4.3	4.8	6.0	6.0	5.1	151/1947	1577/12.0	11.3	13.1	3.1	65	984	KMBR-F
8. KBEQ-F (CHR)	113/ 5.1	6.8	8.1	8.2	10.1	7.1	166/3357	2323/17.6	22.2	23.4	8.4	174	2671	KBEQ-F
9. KCMO-F (O)	108/ 4.8	5.2	5.1	4.6	3.8	4.9	127/2183	1714/13.0	12.0	12.4	3.4	70	1186	KCMO-F
10. KXXR-F (CHR)	99/ 4.4	3.0	4.6	4.3	4.9	4.1	106/1819	1570/11.9	12.5	10.8	3.7	77	1744	KXXR-F
KMBZ (MOR/FS)	99/ 4.4	6.4	5.5	2.6	3.4	4.7	103/2020	1877/14.3	15.4	11.7	4.2	86	1337	KMBZ
12. KLSI-F (AC)	86/ 3.9	4.0	3.2	4.4	4.5	3.9	100/1569	1359/10.3	10.0	11.5	3.1	65	1132	KLSI-F
13. KRVK-F (AOR)	80/ 3.6	5.1	3.8	4.0	2.7	4.1	99/1747	1493/11.3	12.6	7.1	3.4	71	1212	KRVK-F
14. KUDL-F (AC)	65/ 2.9	4.1	5.8	4.7	5.5	4.4	77/1806	1525/11.6	14.6	14.1	4.2	86	1605	KUDL-F
15. KXTR-F (CL)	64/ 2.9	2.1	2.2	2.9	1.9	2.5	77/1157	941/ 7.1	5.8	5.0	1.1	23	446	KXTR-F
16. WHB (O)	47/ 2.1	1.8	1.2	1.7	1.6	1.7	77/1489	927/ 7.0	5.4	6.2	1.4	28	791	WHB
17. KPRT (REL)	23/ 1.0	1.8	1.5	2.3	0.8	1.6	23/341	341/ 2.6	3.2	3.1	0.7	14	248	KPRT
18.														
19.														
20.														

12+ FM SHARE (METRO): 69.25% (1439 of 2078) (FAL 89: 65.78%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KYYS-F<	1 KYYS-F>	1 KYYS-F>	1 KYYS-F	1 KFKE-F	1 KYYS-F>>	1 KYYS-F>	1 KCFX-F<	1 KYYS-F	1 KFKE-F<
2 KXXR-F	2 KPRS-F	2 KFKE-F<	2 KPRS-F	2 WDAF	2 KPRS-F>	2 KCFX-F	2 KYYS-F	2 KCFX-F	2 WDAF
3 KPRS-F	3 KXXR-F	3 KRVK-F	3 KFKE-F	3 KCMO-F	3 KCFX-F>	3 KPRS-F	3 KFKE-F	3 KFKE-F	3 KCFX-F
KBEQ-F>	4 KBEQ-F	4 KPRS-F	4 KCMO-F	4 KMBR-F<	4 KFKE-F	4 KFKE-F>	4 WDAF >	4 KPRS-F>	4 KYYS-F
5 KCFX-F	5 KFKE-F	5 KCFX-F	KBEQ-F	5 KYYS-F	KBEQ-F	5 WDAF	5 KPRS-F	5 WDAF	5 KCMO-F
6 KLSI-F	6 KCFX-F	6 KLSI-F	6 KXXR-F	KPRS-F	6	6 KBEQ-F	KBEQ-F	KCMO-F	KCMO
7 KFKE-F	7 KRVK-F	7 KBEQ-F	KRVK-F	7 KRVK-F	7	7	7	7 KCMO	7 KPRS-F
8	8 KLSI-F	8	KLSI-F	8 KLSI-F	8	8	8	8	8
			9 KCFX-F						

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		212 (2)	212 (2)	10.2	16.4	KBZR 1030 Blue Sprng/KCty	0.7/2.0/ 16/ 267
AOR/CLASSIC	16 (1)	393 (3)	409 (4)	19.7	4.6	KCCV 760 Overland Park	0.9/2.3/ 23/ 365
AC/OLDIES/SOFT ROCK	47 (1)	377 (4)	424 (5)	20.4	16.4	KCFM-F 107.3 Lexington	0.8/3.1/ 25/ 599
MOR/VARIETY	99 (1)		99 (1)	4.8	3.6	KIDZ 1510 Independence	0.8/1.9/ 18/ 256
COUNTRY	269 (1)	221 (2)	490 (3)	23.6	21.5	KMZU-F 100.7 Carollton	0.4/1.5/ 36/ 477
BLACK/URBAN	17 (1)	163 (1)	180 (2)	8.7	8.2	KNHN 1340 Kansas City	0.7/4.9/ 16/ 643
BEAUTIFUL/EASY					6.4		
NEWS/TALK	148 (2)		148 (2)	7.1	7.8		
NOSTALGIA					2.6		
RELIGION/GOSPEL	43 (2)		43 (2)	2.1	5.8		
SPANISH							
CLASSICAL		64 (1)	64 (1)	3.1	5.5		
JAZZ/NEW AGE							
UNKNOWN/OTHERS		9 (1)	9 (1)	0.4	1.2		
	639 (9)	1439 (14)	2078 (23)				

AM STATIONS

KCCV, 760, 6 KW/(DAYS)	, Religion	, \$ 18.00	(---)	Bott
KCMO, 810, 50 KW/5 KW (DA-2)	, Talk/News	CBS MBS, \$ 84.00	(Mc-Guild)	Gannett
KCNW, 1380, 2.5 KW	, Religion	, \$ 20.00	(---)	Marsh
KJLA, 1190, 5 KW/250 W (DA-N)	, Nostalgia	MBS UNISUP, \$ 30.00	(Roslin)	
KMBZ, 980, 5 KW (DA-2)	, Full Service	NBC, \$ 65.00	(Durpetti)	Bonneville
KPRT, 1590, 1 KW	, Gospel	MBS, \$ 22.00	(Katz)	
KNHN, 1340, 1 KW	, Talk	, \$ 21.00	(---)	
WDAF, 610, 5 KW	, Country	ABC E, \$100.00	(Katz)	Great American
WHB, 710, 10 KW/5 KW (DA-2)	, Oldies	APR UNISUP, \$ 43.00	(Christal)	Shamrock

FM STATIONS

KBEQ, 104.3, 100 KW @ 987	, CHR	ABC C, \$ 86.00	(CBS)	Noble
KCFX, 100.7, 100 KW @ 833	, Classic AOR	UNIPWR, \$ 59.00	(MMR)	Hoker
KCMO, 94.9, 100 KW @ 1057	, Oldies	, \$ 50.00	(Mc-Guild)	Gannett
KFKF, 94.1, 100 KW @ 995	, Country	, \$ 95.00	(HNWH)	Sconnix
KLSI, 93.3, 100 KW @ 1065	, AC	CNN, \$ 67.00	(MMR)	Apollo
KMBR, 99.7, 100 KW @ 988	, EZ	UNIULT, \$ 60.00	(Durpetti)	Bonneville
KPRS, 103.3, 100 KW @ 995	, Black	SBN ABC I, \$ 50.00	(Katz)	
KRVK, 98.9, 100 KW @ 1057	, AOR	, \$ 47.00	(Banner)	Journal Co
KUDL, 98.1, 100 KW @ 995	, AC	APR, \$ 63.00	(Christal)	Shamrock
KXTR, 96.5, 100 KW @ 984	, Classical	UNIULT, \$ 40.00	(CMBS)	
KXXR, 106.5, 100 KW @ 981	, CHR/DANCE	, \$ 62.00	(Republic)	Olympia
KYY5, 102.1, 100 KW @ 1000	, AOR	SOURCE, \$ 80.00	(Katz)	Great American

MISCELLANEOUS: KJLA - Sold for \$200,000 . . .

KNOXVILLE

Arbitron Rank/Pop (12+): 70/516,600
 MSA Rank/Pop: 85/612,000
 Average Person Ratings: 16.6
 Market TSL: 22.00 hours

Stations: 17/16
 Diaries: 971/531:1/54.5%
 Sample Target: 945
 % Below Line: 0.6
 % Not Listed: 8.9

1990 Revenue: \$14,600,000
 HH Inc.: \$28,176
 Retail \$: 4.8 Bill
 Pop per Station: 32,225
 #1 Biller: WIVK-AF \$6,200,000

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. WIVK-AF (C)	332/38.8	35.2	32.2	34.3	37.7	35.1	547/4877	2834/55.0	47.9	63.7	32.0	253	2406	WIVK-AF
2. WEZK-F (SAC/EZ)	101/11.8	8.7	8.5	11.4	10.0	10.1	164/1897	1239/24.0	17.0	19.2	10.0	87	808	WEZK-F
3. WMYU-F (AC)	90/10.5	11.9	14.9	12.8	9.1	12.5	117/1895	1375/26.7	31.4	29.6	8.3	72	1197	WMYU-F
4. WOKI-F (CHR)	81/ 9.5	12.1	12.8	8.4	11.2	10.7	219/2413	1100/21.3	26.8	23.2	13.7	119	1414	WOKI-F
5. WIMZ-F (AOR)	75/ 8.8	9.8	10.3	10.4	9.1	9.8	152/1903	1054/20.4	22.4	21.5	14.0	122	1303	WIMZ-F
6. WQBB (BB)	35/ 4.1	2.4	1.6	1.4	1.4	2.4	38/209	188/ 3.6	2.2	2.4	2.1	18	126	WQBB
7. WGAP (C)	13/ 1.5	1.2	1.1	2.4	1.6	1.6	16/183	164/ 3.2	2.9	3.1	0.3	3	133	WGAP
8. WRJZ (REL)	11/ 1.3	2.0	1.4	0.6	1.4	1.3	11/256	235/ 4.6	5.0	4.7	2.0	17	318	WRJZ
9. WIMZ (CHR)	10/ 1.2	0.1	0.3	0.3	0.2	0.5	10/124	124/ 2.4	0.0	0.0	2.1	18	252	WIMZ

12+ FM SHARE (METRO): 85.13% (664 of 780) (FAL 89: 83.86%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WOKI-F	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIMZ-F	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>>
2 WIVK-AF>	2 WEZK-F<	2 WMYU-F	2 WEZK-F	2 WEZK-F	2 WOKI-F	2 WIMZ-F>>	2 WIMZ-F>>	2 WIMZ-F	2 WMYU-F
3 WIMZ-F	3 WOKI-F	3 WEZK-F>	3 WMYU-F>	3 WMYU-F>>	3 WIVK-AF>	3 WOKI-F	3 WEZK-F	3 WMYU-F	3 WIMZ-F>
4 WEZK-F>>	4 WMYU-F	4 WOKI-F	4 WOKI-F	4 WOKI-F	4 WEZK-F>>	4 WEZK-F>	4 WMYU-F	4 WEZK-F>	4 WEZK-F
5	5 WIMZ-F	5 WIMZ-F	5 WIMZ-F	5 WIMZ-F	5	5 WMYU-F	5 WOKI-F	5 WOKI-F	5

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP	10 (1)	86 (2)	96 (3)	12.3	12.1	WKNF-F 94.3	Oak Ridge 0.5/2.9/ 6/ 169
AOR/CLASSIC		80 (2)	80 (2)	10.3	10.1	WKXV 900	Knoxville 0.8/2.5/ 7/ 127
AC/OLDIES/SOFT ROCK		195 (3)	195 (3)	25.0	13.3	WSEV 930	Sevierville 0.4/2.2/ 3/ 166
MOR/VARIETY					1.7	WUTK 850	Knoxville 0.5/1.4/ 5/ 95
COUNTRY	49 (4)	303 (1)	352 (5)	45.1	43.6	WZZZ-F 93.1	Karns 0.6/3.5/ 5/ 212
BLACK/URBAN					2.2	WYSH 1380	Clinton 0.5/1.6/ 4/ 85
BEAUTIFUL/EASY					10.9		
NEWS/TALK	4 (1)		4 (1)	0.5	1.1	WQUT-F 101.5	Johnson City 0.6/1.1/ 25/ 457
NOSTALGIA	35 (1)		35 (1)	4.5	1.5		
RELIGION/GOSPEL	18 (2)		18 (2)	2.3	2.3		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS					1.1		
	116 (9)	664 (8)	780 (17)				

RADIO STATIONS

WIVK (10 KW, 990) simulcasts with WIVK-F
 WIMZ (1 KW, 1240) simulcasts with WIMZ-F

WCKS-F, 93.1, 3 KW @ 328	, Classic AOR	, \$15.00	(---)	(KARNS)
WEZK-F, 97.5, 100 KW @ 1298	, EZ	UNISUP, \$37.00	(Christal)	South Central
WIMZ-F, 103.5, 100 KW @ 1720	, AOR	SOURCE, \$65.00	(Christal)	Stoner
WIVK-F, 107.7, 100 KW @ 1970	, Country	ABC E, \$116.00	(Katz)	Dick
WKNF-F, 94.3, 1.8 KW @ 514	, Soft AC	UNISUP UNILT, \$16.00	(---)	(OAK RIDGE)
WMYU-F, 102.3, 15 KW @ 1979	, AC	UNIPWR, \$73.00	(Eastman)	Jacor
WOKI-F, 100.3, 100 KW @ 2000	, CHR	ABC FM CBS, \$35.00	(HNSH)	(OAK RIDGE)

Miscellaneous: WSEV-F changes to WDLY-F (July)

LAKELAND

Arbitron Rank/Pop (12+): 102/350,200
 MSA Rank/Pop: 116/418,000
 Tampa ADI
 Average Person Ratings: 16.3
 Market TSL: 21.75 hours

Stations: 30/7
 Diaries: 770/455:1/53.0%
 Sample Target: 770
 % Below Line: 46.3
 % Not Listed: 19.3

1990 Revenue: \$6,800,000
 HH Inc.: \$27,528
 Retail \$: 2.7 B11
 Pop per Station: 50,028
 #1 Biller: WPCV-F \$2,900,000

12+ METRO	1/4/SHARE	SPG				4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING		SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume
		90	89	89	88			90	89					
1. WPCV-F (C)	101/17.7	15.0	----	14.1	----	119/1155	893/25.5	22.5	0.0					WPCV-F
2. WFLZ-F (CHR)	54/ 9.5	13.4	----	7.1	----	59/886	792/22.6	22.9	0.0					WFLZ-F
3. WEZY-F (EZ)	53/ 9.3	9.8	----	13.8	----	57/713	674/19.2	19.0	0.0					WEZY-F
4. WQYK-F (C)	29/ 5.1	3.4	----	3.6	----	30/402	354/10.1	5.8	0.0					WQYK-F
5. WYNF-F (AOR)	26/ 4.6	8.8	----	8.0	----	33/424	359/10.3	14.0	0.0					WYNF-F
6. WRBQ-F (CHR)	20/ 3.5	3.4	----	7.0	----	20/438	414/11.8	13.4	0.0					WRBQ-F
7. WONN (BB)	17/ 3.0	2.1	----	2.0	----	17/207	207/ 5.9	5.1	0.0					WONN
8. WOCL-F (O)	14/ 2.5	2.3	----	0.9	----	14/268	243/ 6.9	6.4	0.0					WOCL-F
9. WJHM-F (B)	13/ 2.3	2.9	----	3.2	----	13/105	105/ 3.0	6.1	0.0					WJHM-F
10. WUSA-F (AC)	10/ 1.8	0.9	----	----	----	12/199	170/ 4.9	3.6	0.0					WUSA-F
WOMX-F (CHR)	10/ 1.8	2.3	----	2.7	----	11/172	159/ 4.5	5.0	0.0					WOMX-F
WHVE-F (J/NA)	10/ 1.8	2.0	----	2.5	----	11/170	145/ 4.1	4.2	0.0					WHVE-F
13.														
14.														
15.														

12+ FM SHARE (METRO): 87.17% (401 of 460) (FAL 89: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFLZ-F>>	1 WFLZ-F	1 WPCV-F>	1 WPCV-F>>	1 WPCV-F>>	1 WPCV-F>	1 WPCV-F>	1 WPCV-F>	1 WPCV-F>	1 WFLZ-F	1 WFLZ-F
2 WPCV-F	2 WYNF-F	2 WFLZ-F>	2 WFLZ-F>	2 WEZY-F>	2 WEZY-F>	2 WEZY-F>	2 WEZY-F>	2 WEZY-F>	2 WPCV-F>>	2 WPCV-F>
3	WPCV-F	3 WYNF-F	3 WYNF-F	3 WEZY-F	3 WQYK-F>	3 WFLZ-F	3 WFLZ-F	3 WEZY-F	3 WEZY-F	3 WQYK-F
4	4	4	4 WEZY-F	4 WYNF-F	4 WONN	4	4	4	4	4 WEZY-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WFLZ-F>	1 WFLZ-F>	1 WJHM-F	1 WPCV-F>	1 WPCV-F>	1 WYNF-F>	1 WYNF-F	1 WYNF-F	1 WPCV-F>	1 WPCV-F>>
2 WPCV-F>	2 WPCV-F	2 WFLZ-F	2 WFLZ-F>	2 WEZY-F	2 WFLZ-F>	2 WPCV-F	WPCV-F>	2 WYNF-F	2 WYNF-F
3 WQYK-F	3 WJHM-F	3 WRBQ-F	3 WRBQ-F	3 WFLZ-F	3 WRBQ-F	3 WFLZ-F	3 WFLZ-F>	3 WFLZ-F	3 WFLZ-F
WOMX-F	4 WRBQ-F	4 WYNF-F	WEZY-F	4 WRBQ-F	WPCV-F	4	4 WHVE-F	4	4
5	5 WOMX-F	WPCV-F	5	WJHM-F	5	5	5	5	5

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		90 (4)	90 (4)	19.6		WHNR 1360 Lakeland	1.1/2.3/ 6/ 82		
AOR/CLASSIC		45 (4)	45 (4)	9.8		WLKF 1430 Lakeland	1.4/2.8/ 8/ 99		
AC/OLDIES/SOFT ROCK	7 (1)	48 (6)	55 (7)	12.0		WTWB 1570 Auburndale	1.2/1.5/ 7/ 52		
MOR/VARIETY						WWAB 1330 Lakeland	0.7/2.2/ 4/ 77		
COUNTRY	7 (1)	136 (3)	143 (4)	31.1		WDIZ-F 100.3 Orlando	0.7/2.9/ 4/ 117		
BLACK/URBAN	4 (1)	13 (1)	17 (2)	3.7		WDOUV-F 103.3 Bradenton	0.4/1.9/ 2/ 72		
BEAUTIFUL/EASY		59 (3)	59 (3)	12.8		WGTO 540 Pine Hills/Orl.	1.2/2.2/ 8/ 85		
NEWS/TALK	11 (2)		11 (2)	2.4		WHTQ-F 96.5 Orlando	1.4/4.4/ 9/ 161		
NOSTALGIA	17 (1)		17 (1)	3.7		WMGF-F 107.7 Mnt. Dora	1.1/3.3/ 8/ 140		
RELIGION/GOSPEL	7 (1)		7 (1)	1.5		WMMO-F 98.9 Orlando	0.5/1.3/ 3/ 45		
SPANISH						WQYK 1010 Seffner/Tampa	1.2/2.7/ 7/ 96		
CLASSICAL						WSSP-F 104.1 Cocoa Beach	0.7/3.0/ 4/ 114		
JAZZ/NEW AGE		10 (1)	10 (1)	2.2		WSTF-F 101.1 Cocoa Beach	1.1/5.5/ 6/ 191		
UNKNOWN/OTHERS	6 (1)		6 (1)	1.3		WSUN 620 St. Pete/Tampa	0.5/2.5/ 8/ 125		
	59 (8)	401 (22)	460 (30)			WWKA-F 92.3 Orlando	1.1/3.4/ 7/ 138		
						WWRM-F 107.3 St. Pete/Tampa	1.6/6.2/ 9/ 218		
						WXTB-F 97.9 Clearwater/Tam.	1.2/2.8/ 7/ 97		
						WXXL-F 106.7 Leesburg/Orlido.	1.1/4.9/ 6/ 171		

RADIO STATIONS

WGTO, 540, 50 KW (DA-2), OLDIES									
WLKF, 1430, 5 KW/1 KW (DA-2), TALK			ABC E, TALKNT						Root
WONN, 1230, 1 KW			NOSTALGIA						Hall
WEZY-F, 94.1, 100 KW ● 430, EZ/BTFL									Root
WPCV-F, 97.5, 100 KW ● 1017, COUNTRY									Hall

OTHER RANKED STATIONS -- See Tampa or Orlando...Miscellaneous Comments: WSIR sold for \$230,000 . . .

LANCASTER

Arbitron Rank/Pop (12+): 104/346,900

Stations: 26/6

1990 Revenue: \$6,900,000

MSA Rank/Pop: 112/420,000

Diaries: 800/435:1/61.0%

HH Inc.: \$33,808

ADI # 45 (w/York & Harris)

Sample Target: 770

Retail \$: 3.6 Bil

Average Person Ratings: 15.1

% Below Line: 43.8

Pop per Station: 57,816

Market TSL: 20.25 hours

% Not Listed: 18.5

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

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. WNCE-F (EZ)	59/11.2	14.1	9.7	11.8	11.5	----	92/1251	745/21.5	21.5	19.0	5.7	32	408	WNCE-F
2. WARM-F (AC)	45/ 8.6	10.4	8.3	9.8	10.5	----	107/1430	679/19.6	19.2	20.5	6.4	36	508	WARM-F
3. WIOV-F (C)	43/ 8.2	10.0	8.8	8.2	8.0	----	55/791	638/18.4	17.8	19.1	9.2	52	626	WIOV-F
4. WLAN-F (CHR)	42/ 8.0	9.1	11.1	12.3	12.6	----	59/999	741/21.4	26.8	30.3	11.0	62	1117	WLAN-F
5. WDAC-F (REL)	38/ 7.2	6.8	8.6	8.5	8.2	----	66/652	407/11.7	12.5	14.5	8.3	47	522	WDAC-F
6. WHTF-F (AOR)	37/ 7.0	3.9	5.1	4.2	5.5	----	61/871	466/13.4	9.7	12.9	8.0	45	570	WHTF-F
7. WQXA-F (CHR)	29/ 5.5	5.4	4.4	4.3	3.6	----	69/1043	391/11.3	15.7	15.1	9.4	53	522	WQXA-F
8. WRKZ-F (C)	19/ 3.6	4.8	7.0	7.4	5.2	----	72/973	368/10.6	10.6	13.1	5.8	33	478	WRKZ-F
9. WWKL-F (O)	14/ 2.7	2.9	2.5	-----	-----	----	52/725	322/ 9.3	7.9	6.2	2.3	13	210	WWKL-F
10. WRFY-F (CHR)	12/ 2.3	1.6	1.6	2.2	2.5	----	17/293	227/ 6.5	6.0	5.2	0.9	5	112	WRFY-F

12+ FM SHARE (METRO): 89.25% (382 of 428) (FAL 89: 93.26%)

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

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

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		94 (4)	94 (4)	22.0	25.2	WLAN 1390 Lancaster	1.7/4.8/ 9/ 178
AOR/CLASSIC		54 (4)	54 (4)	12.6	9.8	WLPA 1490 Lancaster	1.3/5.0/ 7/ 178
AC/OLDIES/SOFT ROCK	9 (1)	70 (5)	79 (6)	18.5	16.5		
MOR/VARIETY	13 (2)		13 (2)	3.0	2.4	KYW 1060 Philadelphia	1.3/5.3/ 7/ 229
COUNTRY		64 (3)	64 (3)	15.0	20.9	WHP 580 Harrisburg	1.0/3.3/ 12/ 295
BLACK/URBAN		3 (1)	3 (1)	0.7		WHYL 960 Carlisle/Hrsbrg	1.3/2.9/ 18/ 206
BEAUTIFUL/EASY		59 (1)	59 (1)	13.8	12.8	WIP 610 Philadelphia	0.6/1.9/ 3/ 87
NEWS/TALK	17 (3)		17 (3)	4.0	1.1	WKSZ-F 100.3 Media	0.6/1.9/ 4/ 79
NOSTALGIA	7 (1)		7 (1)	1.6		WMGK-F 102.9 Philadelphia	0.8/1.2/ 4/ 50
RELIGION/GOSPEL		38 (1)	38 (1)	8.9	10.7	WMMR-F 93.3 Philadelphia	1.1/4.4/ 7/ 171
SPANISH						WGL-F 98.1 Philadelphia	0.8/2.9/ 4/ 114
CLASSICAL						WSBA 910 York	1.5/3.9/ 51/ 778
JAZZ/NEW AGE						WTPA-F 93.5 Mechncsbrg/Hrsb	1.1/3.9/ 31/ 517
UNKNOWN/OTHERS					0.7	WUSL-F 98.9 Philadelphia	0.6/1.6/ 3/ 67
						WXTU-F 92.5 Philadelphia	0.4/1.2/ 2/ 42
						WYCR-F 98.5 York/Hanover	2.1/8.1/ 52/ 936
						WYSP-F 94.1 Philadelphia	1.0/3.3/ 5/ 126
	46 (7)	382 (19)	428 (26)				

RADIO STATIONS

WLAN, 1390, 5 KW/1 KW (DA-2), OLDIES	\$ 10.00 (HNWH)	Peoples Hall
WLPA, 1490, 1 KW, TALK (?)	NBC, UNIULT, \$ 12.00 (Torbet)	Hall
WDAC-F, 94.5, 19 KW @ 810, RELIGION	\$ 34.00 (Savalli)	
WIOV-F, 105.1, 50 KW @ 500, COUNTRY	ABC E, \$ 36.00 (HNWH)	Brill
WLAN-F, 96.9, 50 KW @ 500, CHR	ABC F, ABC R, \$ 48.00 (HNWH)	Peoples Hall
WNCE-F, 101.3, 7 KW @ 1293, EZ	NBC, \$ 40.00 (Torbet)	Hall

OTHER RANKED STATIONS -- See York and Harrisburg

LANSING

Arbitron Rank/Pop (12+): 100/357,000
 MSA Rank/Pop: 110/436,000
 ADI # 103
 Average Person Ratings: 16.4
 Market TSL: 21.50 hours

Stations: 20/13
 Diaries: 851/419:1/60.2%
 Sample Target: 820
 % Below Line: 9.4
 % Not Listed: 19.8

1990 Revenue: \$13,000,000
 HH Inc.: \$32,649
 Retail \$: 3.5 Bil
 Pop per Station: 27,461
 #1 Biller: WITL-AF \$3,400,000

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. WITL-AF (C)	108/18.5	14.9	16.4	18.0	18.5	17.0	146/1662	1108/31.0	26.7	29.3	18.2	111	960	WITL-AF
2. WVIC-F (CHR)	78/13.3	13.0	16.6	17.6	18.2	15.1	131/1778	1104/30.9	39.0	39.2	13.0	82	1270	WVIC-F
3. WJIM-F (EZ/SAC)	51/ 8.7	7.8	7.3	7.2	8.8	7.8	73/868	610/17.1	15.4	14.5	5.4	34	545	WJIM-F
4. WJXQ-F (AOR)	36/ 6.1	8.2	5.4	3.7	3.0	5.8	92/942	444/12.4	14.5	11.2	9.0	57	597	WJXQ-F
5. WFMK-F (AC)	33/ 5.6	7.7	7.5	7.2	8.5	7.0	59/923	602/16.9	21.0	20.1	4.6	29	468	WFMK-F
6. WGOR-F (CHR)	31/ 5.3	5.7	5.7	4.2	3.7	5.2	36/677	564/15.8	18.1	13.2	6.0	38	693	WGOR-F
7. WIBM-F (AC)	30/ 5.1	4.5	3.4	4.7	5.5	4.4	67/1139	593/16.6	15.1	16.3	4.9	31	443	WIBM-F
8. WJR (MOR)	22/ 3.8	4.2	5.9	6.2	3.5	5.0	82/1294	387/10.8	12.4	9.9	4.0	25	517	WJR
9. WKKP-F (AC)	15/ 2.6	2.8	2.6	2.0	3.5	2.5	16/450	411/11.5	9.3	13.8	1.3	8	232	WKKP-F
10. WMMQ-F (AOR)	14/ 2.4	3.7	4.2	4.9	3.7	3.8	16/469	356/10.0	15.6	13.4	6.5	41	472	WMMQ-F
11. WILS (B)	10/ 1.7	2.3	1.8	1.8	2.2	1.9	10/182	172/ 4.8	3.9	6.9	3.6	23	331	WILS
12.														
13.														
14.														
15.														

12+ FM SHARE (METRO): 90.43% (425 of 470) (FAL 89: 87.57%)

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

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

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		116 (3)	116 (3)	24.7	26.6	WJIM 1240 Lansing	0.7/4.3/ 6/ 177		
AOR/CLASSIC		50 (2)	50 (2)	10.6	7.9	WXLA 1180 Dimondale/Lnsng	0.9/2.5/ 5/ 98		
AC/OLDIES/SOFT ROCK		84 (4)	84 (4)	17.9	21.5				
MOR/VARIETY	22 (1)		22 (1)	4.7	4.1	CKLW 800 Windsor	0.5/1.4/ 15/ 186		
COUNTRY	1 (1)	115 (3)	116 (4)	24.7	21.9	WCUZ-F 101.3 Grand Rapids	0.3/1.4/ 20/ 304		
BLACK/URBAN	15 (2)		15 (2)	3.2	4.3	WIOG-F 102.5 Bay City/Flint	1.2/3.7/ 31/ 511		
BEAUTIFUL/EASY		60 (2)	60 (2)	12.8	11.4	WNWN-F 98.5 Coldwater	1.0/2.3/ 74/ 692		
NEWS/TALK	4 (1)		4 (1)	0.9	1.6	WODJ-F 107.3 Greenvl/GrRpds	1.0/3.5/ 30/ 310		
NOSTALGIA	3 (1)		3 (1)	0.6	0.6	WOOD-F 105.7 Grand Rapids	1.5/4.3/ 33/ 435		
RELIGION/GOSPEL									
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS									

45 (6) 425 (14) 470 (20)

RADIO STATIONS

WILS , 1320, 5 KW/1 KW (DA-3), Black	CBS, \$14.00 (Christal)	MacDonald
WJIM , 1240, 1 KW , Talk	NBC, \$12.00 (Torbet)	Double L
WFMK-F, 99.1, 28 KW @ 559 , AC	, \$41.00 (Republic)	Liggett
WGOR-F, 92.1, 3 KW @ 300 , CHR	CBS, \$21.00 (Mc-Guild)	(ST. JOHNS)
WIBM-F, 94.1, 40 KW @ 550 , Oldies	UNIULT, \$28.00 (MMR)	CR (JACKSON)
WITL-F, 100.7, 27 KW @ 628 , Country	ABC E, \$54.00 (Banner)	
WJIM-F, 97.5, 28 KW @ 440 , EZ/Soft	NBC, \$28.00 (Torbet)	Double L
WJXQ-F, 106.1, 50 KW @ 490 , AOR	ABC R, \$26.00 (Durpetti)	(JACKSON)
WKKP-F, 101.7, 3 KW @ 150 , AC	CBS, \$24.00 (Christal)	MacDonald
WMMQ-F, 92.7, 1.5 KW @ 466 , Classic AOR	SOURCE NBC, \$25.00 (HNWH)	(CHARLOTTE)
WVIC-F, 94.9, 48 KW @ 500 , CHR	, \$65.00 (Katz)	Goodrich

LAS VEGAS

Arbitron Rank/Pop (12+): 59/640,300
 MSA Rank/Pop: 72/670,000
 ADI # 91
 Average Person Ratings: 17.1
 Market TSL: 22.50 hours

Stations: 22/22
 Diaries: 940/681:1/50.2%
 Sample Target: 960
 % Below Line: 0.0
 % Not Listed: 17.6

1990 Revenue: \$22,700,000
 HH Inc.: \$31,781
 Retail \$: 5.4 Btl
 Pop per Station: 29,104
 #1 Biller: KFMS-AF \$3,500,000

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. KFMS-AF (C)	147/13.4	11.8	10.0	10.2	12.0	11.4	164/1400	1282/20.0	19.7	20.9	10.5	99	1011	KFMS-AF
2. KXTZ-F (EZ)	98/ 8.9	7.3	9.1	6.7	9.3	8.0	99/849	845/13.2	14.0	14.4	6.0	62	587	KXTZ-F
3. KLUC-AF (CHR)	94/ 8.6	11.0	11.5	10.5	10.3	10.4	95/1472	1446/22.6	26.2	23.9	11.5	120	1924	KLUC-AF
4. KKLZ-F (CL AOR)	62/ 5.6	6.4	5.0	5.5	4.9	5.6	65/941	878/13.7	13.3	12.3	6.8	71	957	KKLZ-F
5. KYRK-F (CHR)	56/ 5.1	5.8	5.6	5.0	5.0	5.4	57/1089	1027/16.0	16.6	17.5	8.3	86	1305	KYRK-F
KUDA-F (O)	56/ 5.1	5.4	3.9	6.4	4.7	5.2	57/935	919/14.4	10.8	11.5	3.5	36	558	KUDA-F
7. KMZQ-F (AC)	55/ 5.0	6.3	4.4	4.1	3.7	4.9	55/966	964/15.1	12.8	11.2	5.8	60	757	KMZQ-F
8. KOMP-F (AOR)	50/ 4.6	5.5	7.2	4.9	3.7	5.6	50/759	758/11.8	13.1	10.4	8.0	83	810	KOMP-F
9. KWNR-F (C)	39/ 3.6	0.7	1.9	2.9	2.7	2.3	40/594	591/ 9.2	7.9	7.2	3.0	31	483	KWNR-F
10. KRLV-F (SAC)	37/ 3.4	2.9	2.4	3.9	3.4	3.2	37/608	606/ 9.5	9.1	9.5	2.4	25	300	KRLV-F
11. KEYV-F (J/NA)	33/ 3.0	2.1	3.0	4.9	3.6	3.3	33/485	484/ 7.6	8.5	7.1	3.6	37	495	KEYV-F
12. KLTN-F (SAC)	29/ 2.6	2.6	2.8	3.2	2.3	2.8	29/431	408/ 6.4	7.5	6.7	2.6	27	417	KLTN-F
13. KORK (BB)	25/ 2.3	4.2	3.3	3.6	5.8	3.3	26/402	398/ 6.2	6.4	7.2	2.1	22	345	KORK
14. KNUU (N/T)	23/ 2.1	2.1	2.0	2.2	2.1	2.1	23/410	397/ 6.2	7.7	7.1	1.0	10	335	KNUU
15. KRRI-F (O)	22/ 2.0	1.2	1.5	0.9	1.3	1.4	22/363	363/ 5.7	4.9	4.6	1.5	16	255	KRRI-F
KDWN (T)	22/ 2.0	2.1	2.6	2.5	1.6	2.3	23/380	349/ 5.5	6.2	5.3	3.0	31	340	KDWN
17. KROL (T)	20/ 1.8	0.7	0.7	-----	-----	0.8	20/229	214/ 3.3	2.8	0.0	0.2	2	75	KROL
18. KREL (REL)	16/ 1.5	1.7	1.3	0.6	0.5	1.3	16/150	150/ 2.3	2.2	1.9	1.0	10	335	KREL
19. KJUL-F (SAC)	11/ 1.0	2.0	1.6	1.6	1.6	1.5	21/275	206/ 3.2	4.3	5.6	1.8	19	270	KJUL-F
20. KMTW (AOR)	10/ 0.9	1.4	1.5	2.0	1.4	1.5	10/174	174/ 2.7	3.2	2.7	0.7	7	173	KMTW

12+ FM SHARE (METRO): 86.30% (781 of 905) (FAL 89: 84.36%)

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

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

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP	5 (1)	145 (2)	150 (3)	16.6	18.9		
AOR/CLASSIC	10 (1)	112 (2)	122 (3)	13.5	10.6		
AC/OLDIES/SOFT ROCK		210 (6)	210 (6)	23.2	25.6		
MOR/VARIETY							
COUNTRY	3 (1)	183 (2)	186 (3)	20.6	14.8		
BLACK/URBAN					1.7		
BEAUTIFUL/EASY		98 (1)	98 (1)	10.8	11.4		
NEWS/TALK	65 (3)		65 (3)	7.2	4.6		
NOSTALGIA	25 (1)		25 (1)	2.8	7.1		
RELIGION/GOSPEL	16 (1)		16 (1)	1.8	0.7		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE		33 (1)	33 (1)	3.6	4.5		
UNKNOWN/OTHERS							
	124 (8)	781 (14)	905 (22)				

RADIO STATIONS

KDWN	,	720,	50 KW (DA-N)	,	Talk					
KMTW	,	1340,	1 KW	,	AOR			\$18.00	(Ros11n)	
KNUU	,	970,	5 KW/500 W (DA-2),		News/Talk			\$13.00	(Banner)	
KORK	,	920,	5 KW/500 W (DA-2),		Nostalgia			\$17.00	(---)	
								\$19.00	(Republic)	Anchor
KEYV-F	,	93.1,	25 KW @ 3724	,	Jazz/NAC			\$28.00	(HNWH)	
KFMS-F	,	101.9,	100 KW @ 1180	,	Country			\$64.00	(Katz)	
KJUL-F	,	104.3,	25 KW @ 3724	,	Soft AC			\$18.00	(CBS)	
KKLZ-F	,	96.3,	100 KW @ 1176	,	Classic AOR			\$35.00	(Banner)	
KLTN-F	,	103.5,	100 KW @ 1152	,	AC			\$23.00	(K & P)	
KLUC-F	,	98.5,	100 KW @ 1180	,	CHR			\$63.00	(Mc-Guild)	Nationwide
KMZQ-F	,	100.5,	100 KW @ 1104	,	AC			\$35.00	(Eastman)	Commonwealth (ENDERSON)
KOMP-F	,	92.3,	100 KW @ 1520	,	AOR			\$38.00	(Christal)	Lotus
KRLV-F	,	106.5,	100 KW @ 1155	,	Soft AC			\$26.00	(MMR)	
KRRI-F	,	105.5,	4 KW @ 1588	,	Oldies			\$17.00	(Torbet)	(BOULDER CITY)
KUDA-F	,	107.5,	25 KW @ 3724	,	Oldies			\$31.00	(CBS)	Americom-Quinn
KWNR-F	,	95.5,	100 KW @ 1160	,	Country			\$21.00	(Torbet)	
KXTZ-F	,	94.1,	100 KW @ 1210	,	EZ			\$45.00	(Durpetti)	Parker (ENDERSON)
KYRK-F	,	97.1,	100 KW @ 1919	,	CHR			\$31.00	(Republic)	Anchor

MISCELLANEOUS: KVEG - sold for \$431,000 . . . KWNR-F - From AC to Country . . .

LEXINGTON

Arbitron Rank/Pop (12+): 125/291,800
 MSA Rank/Pop: 138/353,000
 ADI # 70
 Average Person Ratings: 16.2
 Market TSL: 21.50 hours

Stations: 16/14
 Diaries: 729/400:1/56.2%
 Sample Target: 705
 % Below Line: 3.6
 % Not Listed: 12.9

1990 Revenue: \$13,000,000
 HH Inc.: \$30,100
 Retail \$: 3.1 Bil
 Pop per Station: 20,842
 #1 Biller: WVLK-F \$2,800,000

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. WVLK-F (C)	82/17.3	16.9	18.1	19.9	18.3	----	213/2640	953/32.7	29.1	33.1	17.9	81	936	WVLK-F
2. WLAP-F (CHR)	76/16.0	16.2	13.6	16.1	11.4	----	162/2010	852/29.2	33.9	31.4	15.7	71	913	WVLK-F
3. WKQQ-F (AOR)	73/15.4	13.7	11.9	14.0	10.5	----	179/1691	833/28.5	25.9	25.2	21.2	96	1105	WKQQ-F
4. WCKU-F (B)	46/ 9.7	11.5	9.0	9.1	10.5	----	52/533	397/13.6	16.7	14.5	13.3	60	552	WCKU-F
5. WVLK (MOR)	29/ 6.1	6.6	8.2	6.6	8.9	----	36/690	560/19.2	14.6	20.2	4.4	20	363	WVLK
6. WCOZ-F (SAC)	22/ 4.6	5.1	3.1	4.9	5.8	----	41/550	358/12.3	14.6	12.1	2.2	10	235	WCOZ-F
7. WTKT-F (O)	18/ 3.8	4.7	5.5	1.7	2.2	----	20/507	435/14.9	13.7	14.6	4.0	18	439	WTKT-F
8. WHAS (MOR)	10/ 2.1	0.9	0.4	----	1.1	----	41/756	143/ 4.9	4.8	3.7	0.4	2	99	WHAS
WLAS (O)	10/ 2.1	2.6	2.3	3.4	2.7	----	33/402	179/ 6.1	8.1	11.0	1.8	8	173	WLAS
WHRB (BB)	10/ 2.1	1.3	0.4	----	----	----	11/117	107/ 3.7	2.8	1.7	1.1	5	77	WHRB
11. WJMM-F (REL)	8/ 1.7	1.9	3.3	1.9	2.0	----	12/346	232/ 8.0	8.4	6.7	0.9	4	236	WJMM-F
WCGW (G)	8/ 1.7	1.5	2.7	1.1	2.7	----	9/95	62/ 2.1	2.9	3.2	1.1	5	77	WCGW
13. WLW (MOR)	7/ 1.5	1.3	0.4	----	----	----	18/356	116/ 4.0	3.9	3.8	1.3	6	134	WLW
14. WLFX-F (AC)	6/ 1.3	1.9	1.4	2.3	5.6	----	7/228	196/ 6.7	9.6	11.0	2.0	9	187	WLFX-F
15.														

12+ FM SHARE (METRO): 80.15% (331 of 413) (FAL 89: 78.10%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WLAP-F>>	1 WKQQ-F>>	1 WKQQ-F	1 WLAP-F	1 WVLK-F	1 WVLK-F>>	1 WLAP-F	1 WVLK-F	1 WVLK-F<	1 WCKU-F<	1 WVLK-F
2 WCKU-F	2 WLAP-F	2 WLAP-F<	2 WVLK-F	2 WLAP-F	2 WLAP-F	2 WVLK-F	2 WKQQ-F<	2 WLAP-F	2 WKQQ-F<	2 WLAP-F
3	3 WVLK-F	3 WVLK-F>	3 WKQQ-F>	3 WKQQ-F>	3 WVLK >	3 WKQQ-F>	3 WLAP-F>>	WKQQ-F>	3 WLAP-F>	3 WCKU-F
4	4 WCKU-F	4 WCKU-F	4 WCKU-F	4 WCKU-F>	4 WCOZ-F	4 WVLK	4 WVLK	4 WCKU-F	4 WVLK-F	4 WKQQ-F
5	5	5	5	5 WVLK	5 WCKU-F	5 WCKU-F	WCOZ-F	5	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKQQ-F	1 WKQQ-F	1 WLAP-F>>	1 WLAP-F>	1 WLAP-F	1 WKQQ-F>>	1 WKQQ-F>>	1 WKQQ-F>	1 WKQQ-F>	1 WVLK-F<
2 WCKU-F>>	2 WLAP-F	2 WKQQ-F	2 WVLK-F<	2 WVLK-F>	2 WVLK-F	2 WVLK-F<	2 WVLK-F	2 WVLK-F	2 WKQQ-F>
3 WVLK-F>	3 WCKU-F>	3 WCKU-F	3 WKQQ-F	3 WCKU-F	3 WLAP-F>	3 WLAP-F>>	WLAP-F>>	3 WLAP-F>>	3 WLAP-F>
4 WLAP-F	4 WVLK-F	4 WVLK-F	4 WCKU-F	4 WKQQ-F	4 WCKU-F	4 WCKU-F	4 WVLK	4 WCKU-F	4 WCKU-F
WCOZ-F	5	5	5	5 WCOZ-F	5	5	WCKU-F	5 WVLK	5 WVLK

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		76 (1)	76 (1)	18.4	17.8	WAXU 1580	Georgetown/Lxgt 0.6/1.8/ 7/ 82
AOR/CLASSIC		73 (1)	73 (1)	17.7	14.1	WLXG 1300	Lexington 1.1/5.8/ 5/ 189
AC/OLDIES/SOFT ROCK	10 (1)	46 (3)	56 (4)	13.6	13.4		
MOR/VARIETY	46 (3)		46 (3)	11.1	10.7		
COUNTRY	3 (1)	82 (1)	85 (2)	20.6	21.4		
BLACK/URBAN		46 (1)	46 (1)	11.1	10.7		
BEAUTIFUL/EASY							
NEWS/TALK	5 (1)		5 (1)	1.2			
NOSTALGIA	10 (1)		10 (1)	2.4	4.4		
RELIGION/GOSPEL	8 (1)	8 (1)	16 (2)	3.9	7.5		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	82 (8)	331 (8)	413 (16)				

RADIO STATIONS

WLAP, 630, 5 KW/1 KW (DA-2),	OLDIES	CBS, UNISUP, \$ 16.00 (McGuild)	Trumper
WCGW, 770, 1 KW (DAYS),	GOSPEL	, \$ 10.00 (---)	Mortenson
WLXG, 1300, 2.5 KW/1KW (DA-N),	TALK	NBC, UNISUP, \$ 12.00 (HNWH)	Martin
WVLK, 590, 5 KW/1 KW (DA-2),	MOR/FULL SER.	, \$ 36.00 (Katz)	Bluegrass
WCKU-F, 102.5, 2 KW @ 350,	BLACK	, \$ 19.00 (---)	(NICHOLASVILLE)
WCOZ-F, 96.7, 1.5 KW @ 470,	SOFT AC	NBC, UNISUP, \$ 20.00 (HNWH)	Martin (PARIS)
WJMM-F, 106.3, 3 KW @ 300,	RELIGION	, \$ 15.00 (---)	Mortenson (VERSAILLES)
WKQQ-F, 98.1, 100 KW @ 551,	AOR	, \$ 51.00 (Christal)	Village
WLAP-F, 94.5, 100 KW @ 660,	CHR	, \$ 55.00 (McGuild)	Trumper
WLFX-F, 100.1, 1.4 KW @ 460,	AC	, \$ 16.00 (Durpetti)	(WINCHESTER)
WTKT-F, 103.1, 3 KW @ 300,	OLDIES	, \$ 20.00 (Republic)	(GEORGETOWN)
WVLK-F, 92.9, 100 KW @ 845,	COUNTRY	, \$ 62.00 (Katz)	Bluegrass

MISCELLANEOUS: WLXG - From Oldies to Talk . . .

LINCOLN

Arbitron Rank/Pop (12+): 167/179,500
 MSA Rank/Pop: 196/213,000
 ADI # 95
 Average Person Ratings: 16.4
 Market TSL: 21.25 hours

Stations: 20/12
 Diaries: 523/343:1/59.0%
 Sample Target: 580
 % Below Line: 9.2
 % Not Listed: 15.9

1990 Revenue: \$8,500,000
 HH Inc.: \$35,589
 Retail \$: 1.6 Bill
 Pop per Station: 14,958
 #1 Biller: KFOR \$2,000,000

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. KFOR (MOR/FS)	41/13.9	12.5	----	11.4	----	----	42/651	596/33.2	26.0	0.0	11.7	36	474	KFOR
2. KEZG-F (SAC)	28/ 9.5	6.4	----	4.3	----	----	39/446	369/20.6	13.3	0.0	2.3	7	134	KEZG-F
3. KZKX-F (C)	26/ 8.8	8.8	----	9.3	----	----	44/609	365/20.3	16.7	0.0	9.7	30	385	KZKX-F
4. KFRX-F (CHR)	22/ 7.5	12.8	----	12.7	----	----	26/548	458/25.5	29.3	0.0	11.7	36	554	KFRX-F
5. KTGL-F (CL AOR)	20/ 6.8	10.5	----	6.8	----	----	32/441	327/18.2	21.2	0.0	10.1	31	398	KTGL-F
6. KFMQ-F (AOR)	19/ 6.4	8.8	----	10.8	----	----	26/435	284/15.8	19.5	0.0	12.7	39	472	KFMQ-F
7. KMXA-F (AC)	18/ 6.1	3.7	----	4.9	----	----	18/237	226/12.6	13.4	0.0	1.0	3	140	KMXA-F
8. KLDZ-F (O)	15/ 5.1	4.1	----	9.3	----	----	16/354	282/15.7	11.0	0.0	3.9	12	181	KLDZ-F
9. KFAB (MOR)	13/ 4.4	2.0	----	3.4	----	----	30/774	308/17.2	10.5	0.0	3.9	12	246	KFAB
KKNB-F (CHR)	13/ 4.4	4.7	----	3.4	----	----	34/528	358/19.9	15.0	0.0	7.5	23	379	KKNB-F
11. KLIN (MOR)	12/ 4.1	5.1	----	3.1	----	----	14/245	220/12.3	13.9	0.0	5.2	16	272	KLIN
12.														
13.														
14.														
15.														

12+ FM SHARE (METRO): 69.76% (173 of 248) (FAL 89: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KFRX-F	1 KTGL-F	1 KEZG-F	1 KEZG-F	1 KZKX-F	1 KFOR >>	1 KFOR >>	1 KEZG-F	1 KZKX-F	1 KFRX-F>>	1 KEZG-F
2 KKNB-F	2 KFMQ-F	2 KTGL-F	2 KZKX-F	2 KEZG-F	2 KEZG-F<	2 KEZG-F	2 KFOR	2 KEZG-F	2 KTGL-F	2 KLDZ-F
3	3 KZKX-F	3 KZKX-F	3 KMXA-F	3 KFOR	3 KZKX-F	3 KZKX-F	3 KMXA-F	3 KFOR	KFOR	3 KFOR >
4	4 KEZG-F	4 KFMQ-F	4 KFOR	4 KMXA-F	4 KFAB	KLIN <	4 KTGL-F<	4 KFRX-F	4 KFMQ-F	4 KTGL-F
5	5 KFRX-F	5 KFRX-F	5 KFMQ-F	5 KFMQ-F	5	5 KFRX-F	5 KFMQ-F	5 KTGL-F	5 KZKX-F	KFRX-F
6	6	6 KFOR	6	6	6	KFMQ-F	6	KFMQ-F	KKNB-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KTGL-F	1 KEZG-F>	1 KEZG-F>	1 KEZG-F>	1 KEZG-F>	1 KZKX-F>	1 KTGL-F	1 KTGL-F	1 KFMQ-F	1 KZKX-F
2 KFRX-F>	2 KFRX-F	2 KZKX-F>	2 KFRX-F	2 KZKX-F	2 KTGL-F	2 KFMQ-F	2 KFMQ-F>	2 KZKX-F	2 KFMQ-F
3 KFMQ-F	3 KTGL-F>	3 KMXA-F>	3 KMXA-F	3 KFOR	KLDZ-F	3 KZKX-F>	3 KZKX-F	KTGL-F	3 KTGL-F
4 KEZG-F>	4 KZKX-F	4 KFRX-F	4 KTGL-F	4 KMXA-F>	KKNB-F	4 KLDZ-F	4	KLDZ-F>	4 KLDZ-F
5 KMXA-F	5 KMXA-F	5	5 KZKX-F	5 KFRX-F	KFMQ-F	5	5	5 KFOR	5 KMXA-F
KKNB-F	KFMQ-F	6	KFOR	6	6	KFRX-F	6	6 KMXA-F	KFOR

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		37 (3)	37 (3)	14.9		KFMQ 1480 Lincoln	0.7/3.0/ 4/ 77		
AOR/CLASSIC	2 (1)	41 (3)	43 (4)	17.3		KHAT 1530 Lincoln	1.7/2.6/ 7/ 78		
AC/OLDIES/SOFT ROCK		66 (5)	66 (5)	26.6					
MOR/VARIETY	66 (3)		66 (3)	26.6		KEFM-F 96.1 Omaha	1.4/9.1/ 6/ 201		
COUNTRY	2 (1)	27 (2)	29 (3)	11.7		KESY-F 104.5 Omaha	0.7/2.5/ 3/ 71		
BLACK/URBAN						KEZG-F 92.3 Omaha	0.7/8.4/ 8/ 228		
BEAUTIFUL/EASY		2 (1)	2 (1)	0.8		KGOR-F 99.9 Omaha	0.3/2.9/ 11/ 135		
NEWS/TALK						KQKQ-F 98.5 Council Bluffs	0.7/6.5/ 8/ 183		
NOSTALGIA	5 (1)		5 (1)	2.0		WOW 590 Omaha/C.Bluff	0.7/5.1/ 16/ 230		
RELIGION/GOSPEL						WOW -F 94.1 Omaha/Cnc1 Blfs	0.3/2.5/ 20/ 221		
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS									
	75 (6)	173 (14)	248 (20)						

RADIO STATIONS

KFOR, 1240, 1 KW , MOR/FULL SER. ABC I , \$ 37.00 (McGuild) May
 KLIN, 1400, 1 KW , MOR/NOST. MBS,UNIULT , \$ 17.00 (Torbet)
 KEZG-F, 107.3, 100 KW @ 550, SOFT AC UNISUP, MBS , \$ 18.00 (Torbet)
 KFMQ-F, 101.9, 100 KW @ 150, AOR SOURCE , \$ 24.00 (Eastman) Midwest
 KFRX-F, 102.7, 100 KW @ 500, CHR , \$ 30.00 (Katz) May
 KHAT-F, 106.3, 3 KW @ 145, AC UNIPWR , \$ 15.00 (Durpetti) Marathon
 KKNB-F, 104.1, 31 KW @ 620, CHR , \$ 15.00 (---) (CRETE)
 KLDZ-F, 95.1, 50 KW @ 248, OLDIES UNIPWR, UNIULT , \$ 25.00 (Christal) Kempff
 KTGL-F, 92.9, 100 KW @ 809, CLASSIC AOR , \$ 24.00 (K & P) (BEATRICE)
 KZKX-F, 96.9, 100 KW @ 610, COUNTRY ABC D , \$ 24.00 (Republic) (SEWARD)

Miscellaneous Comments: KZKX-F sold to Sherman/Osborn from Music Radio for 1,845,000 (MVP)...KFOR, KFRX-F sold by Arrow to May for \$6,600,000...KHAT A/F sold by Marathon to Tate for \$1,325,000 (Chapman)...

LITTLE ROCK

Arbitron Rank/Pop (12+): 81/423,400

Stations: 19/19

1990 Revenue: \$14,800,000

MSA Rank/Pop: 97/523,000

Diaries: 805/526:1/53.0%

HH Inc.: \$30,766

ADI # 57

Sample Target: 865

Retail \$: 4.2 Bil

Average Person Ratings: 17.4

% Below Line: 0.0

Pop per Station: 22,284

Market TSL: 23.00 hours

% Not Listed: 9.0

#1 Biller: KSSN-F \$4,300,000

12+ METRO	1/4/SHARE	SPG				4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING		SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
		90	89	89	88			CUME	RATING						
1. KSSN-F (C)	178/24.2	20.1	17.7	20.7	20.3	----	341/3489	1695/40.0	36.4	32.2	23.2	154	1499	KSSN-F	
2. KMJX-F (AOR)	78/10.6	8.1	9.3	5.3	5.6	----	121/1208	739/17.5	17.3	18.1	12.5	83	784	KMJX-F	
3. KIPR-F (B)	67/ 9.1	8.3	10.5	9.7	9.9	----	138/1166	578/13.7	14.2	14.1	13.9	92	797	KIPR-F	
4. KEZQ-F (EZ/SAC)	54/ 7.3	8.0	8.9	8.3	9.0	----	79/1088	742/17.5	16.6	16.5	5.0	33	585	KEZQ-F	
5. KOLL-F (O)	48/ 6.5	7.9	7.5	3.3	3.7	----	81/1376	675/15.9	15.5	16.6	5.6	37	561	KOLL-F	
6. KARN (N/T)	46/ 6.3	5.5	7.1	7.9	7.6	----	53/839	669/15.8	12.6	15.1	5.0	33	414	KARN	
7. KZOU-F (CHR)	36/ 4.9	6.3	6.2	6.4	8.2	----	81/1397	721/16.7	20.2	18.3	8.1	54	969	KZOU-F	
8. KHLT-F (AC)	34/ 4.6	6.3	4.9	6.0	5.2	----	52/1003	569/13.4	16.5	12.8	4.2	28	497	KHLT-F	
9. KKYK-F (CHR)	32/ 4.4	7.4	8.5	9.4	9.6	----	71/1437	772/18.2	21.7	24.9	6.5	43	885	KKYK-F	
10. KLRG (G)	28/ 3.8	2.8	-----	-----	-----	----	33/291	251/ 5.9	3.3	0.0	3.3	22	247	KLRG	
11. KMZX-F (B)	19/ 2.6	1.7	2.3	3.6	2.6	----	20/238	233/ 5.5	6.2	7.9	1.8	12	274	KMZX-F	
12. KITA (REL)	11/ 1.5	1.3	1.3	3.3	1.6	----	11/151	151/ 3.6	4.3	4.0	1.1	7	68	KITA	
KBIS (N/T)	11/ 1.5	1.4	2.0	1.8	1.7	----	14/285	205/ 4.8	4.1	4.6	1.2	8	166	KBIS	

14.
15.

12+ FM SHARE (METRO): 82.06% (549 of 669) (FAL 89: 84.98%)

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

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

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		68 (2)	68 (2)	10.2	16.3	KAAY 1090 Little Rock	0.8/4.0/ 13/ 339
AOR/CLASSIC		78 (1)	78 (1)	11.7	10.3	KCON 1230 Conway	0.4/1.6/ 3/ 67
AC/OLDIES/SOFT ROCK	3 (1)	82 (2)	85 (3)	12.7	13.8	KGHT 880 Sheridan	0.4/2.5/ 5/ 160
MOR/VARIETY						KGKO 850 Benton	1.1/1.2/ 8/ 50
COUNTRY		181 (2)	181 (2)	27.1	19.6	KLRA-F 96.5 England	0.4/1.8/ 3/ 100
BLACK/URBAN		86 (2)	86 (2)	12.9	14.1	KMTL 760 Sherwood/LtLRck	0.5/2.4/ 7/ 191
BEAUTIFUL/EASY		54 (1)	54 (1)	8.1	9.9		
NEWS/TALK	57 (2)		57 (2)	8.5	10.0		
NOSTALGIA	8 (1)		8 (1)	1.2			
RELIGION/GOSPEL	49 (4)		49 (4)	7.3	4.2		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS	3 (1)		3 (1)	0.4	1.9		
	120 (9)	549 (10)	669 (19)				

RADIO STATIONS

KARN, 920, 5 KW (DA-2)	NEWS/TALK	CBS, \$ 32.00 (Banner)	
KBIS, 1010, 10 KW/5 KW (DA-N)	BUSINESS TALK	NBC, \$ 18.00 (Christal)	Signal
KITA, 1440, 5 KW/50 W	RELIGION	\$ 13.00 (---)	
KLRG, 1150, 5 KW/1 KW (DA-N)	GOSPEL	NBN, \$ 13.00 (K & P)	Willis
KEZQ-F, 100.3, 44 KW @ 1369, EZ/SOFT AC		\$ 37.00 (Eastman)	
KHLT-F, 94.1, 100 KW @ 1602, AC		\$ 38.00 (Christal)	
KIPR-F, 92.3, 100 KW @ 938, BLACK		\$ 25.00 (Banner)	(PINE BLUFF)
KKYK-F, 103.7, 100 KW @ 1510, CHR		\$ 49.00 (Banner)	Shepard
KMJX-F, 105.1, 81 KW @ 1054, AOR		ABC R, \$ 40.00 (HNWH)	
KMZX-F, 106.3, 2.5 KW @ 353, BLACK		\$ 18.00 (Roslin)	Willis (LANOKE)
KOLL-F, 94.9, 100 KW @ 1844, OLDIES		UNIPWR, \$ 36.00 (Durpetti)	(PINE BLUFF)
KSSN-F, 95.7, 100 KW @ 1664, COUNTRY		ABC E, \$ 90.00 (Katz)	South. Skies
KZOU-F, 98.5, 100 KW @ 1285, CHR		\$ 34.00 (Christal)	GHB (Buck)

MISCELLANEOUS: KZOU A/F - From Encore to Buck for \$1,650,000 (LaRue) . . . KEZQ changes to KLRG and format to Gospel (April) . . . KWT-D-F changes to KMZX-F (March) . . . KMJX-F sold for \$3,150,000 (Biernacki) . . . KEZQ-F sold . . .

LOS ANGELES

Arbitron Rank/Pop (12+): 2/9,400,500
 MSA Rank/Pop: 1/12,100,000
 ADI # 2
 Average Person Ratings: 17.6
 Market TSL: 23.25 hours

Stations: 42/42
 Diaries: 4569/2057:1/49.1%
 Sample Target: 3835
 % Below Line: 0.0
 % Not Listed: 11.3

1990 Revenue: \$417,000,000
 HH Inc.: \$42,203
 Retail \$: 95.0 Bil
 Pop per Station: 223,821
 #1 Biller: KABC \$35,000,000

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. KOST-F (AC)	904/ 5.5	6.6	6.2	6.4	5.7	6.2	1089/18513	15400/16.4	16.5	15.6	5.3	829	10597	KOST-F
2. KIIS-AF (CHR)	849/ 5.1	5.1	5.9	6.1	5.4	5.5	1005/20362	17057/18.1	19.4	18.0	6.2	938	18225	KIIS-AF
3. KLOS-F (AOR)	767/ 4.6	4.1	4.1	3.8	4.2	4.2	1125/15435	11119/11.8	11.8	11.1	4.8	739	10980	KLOS-F
4. KPWR-F (CHR)	745/ 4.5	4.3	5.0	5.6	6.2	4.8	808/14288	12797/13.6	15.7	17.1	5.9	923	15608	KPWR-F
5. KABC (T)	712/ 4.3	4.9	4.3	4.4	4.6	4.5	800/9948	8854/ 9.4	10.5	10.8	5.1	800	8350	KABC
6. KBIG-F (AC)	624/ 3.8	3.5	3.0	3.6	4.0	3.5	763/11553	9701/10.3	9.4	9.7	2.4	366	5384	KBIG-F
7. KLVE-F (SP)	612/ 3.7	2.8	3.1	3.0	3.2	3.2	675/7486	6900/ 7.3	7.1	6.7	3.3	509	6571	KLVE-F
8. KKBT-F (B)	585/ 3.5	3.0	3.1	1.3	0.4	2.7	646/8017	6969/ 7.4	6.7	2.1	6.3	984	9813	KKBT-F
9. KWKW (SP)	549/ 3.3	3.6	3.2	3.3	3.5	3.3	553/5689	5615/ 6.0	5.8	5.3	2.4	372	4212	KWKW
10. KROQ-F (AOR)	526/ 3.2	3.4	3.1	3.2	2.5	3.2	589/8858	7795/ 8.3	7.9	7.3	4.2	657	8250	KROQ-F
KNX (N)	526/ 3.2	2.6	2.8	3.0	3.4	2.9	668/13967	10850/11.5	10.4	13.2	2.7	417	7931	KNX
12. KTWV-F (J/NA)	504/ 3.0	3.0	3.1	3.0	3.1	3.0	611/8824	7444/ 7.9	8.5	9.0	2.9	452	7464	KTWV-F
13. KXEZ-F (EZ)	492/ 3.0	3.1	3.4	2.9	2.5	3.1	537/7811	6976/ 7.4	7.3	7.3	1.8	283	4192	KXEZ-F
14. KFWB (N)	488/ 2.9	3.1	3.3	3.3	2.6	3.2	542/13431	12114/12.9	13.3	12.1	2.6	402	8289	KFWB
15. KMPC (BB)	462/ 2.8	2.5	3.0	3.1	2.1	2.8	526/7823	6728/ 7.2	6.6	6.9	2.3	361	4164	KMPC
16. KQLZ-F (CHR)	441/ 2.7	3.5	3.3	3.6	3.8	3.3	653/11884	8733/ 9.3	9.7	11.0	4.2	654	9024	KQLZ-F
17. KZLA-F (C)	421/ 2.5	1.6	2.7	2.0	2.2	2.2	470/5642	4876/ 5.2	5.8	5.8	2.2	345	3898	KZLA-F
18. KKHJ (SP)	409/ 2.5	1.7	0.9	0.1	0.4	1.3	418/5222	5076/ 5.4	3.2	2.5	1.5	235	3220	KKHJ
19. KTNQ (SP)	384/ 2.3	2.3	2.3	3.1	2.7	2.5	420/5268	4972/ 5.3	5.9	4.9	2.3	356	4919	KTNQ
20. KLSX-F (CL AOR)	365/ 2.2	2.3	2.6	2.3	2.2	2.3	409/8726	7507/ 8.0	8.1	7.9	2.5	395	5884	KLSX-F
21. KRTH-F (O)	318/ 1.9	2.4	1.9	2.8	2.7	2.3	487/10288	7661/ 8.1	8.2	10.1	2.0	313	5968	KRTH-F
KFI (T)	318/ 1.9	1.7	1.4	1.6	1.7	1.6	516/8475	5637/ 6.0	5.1	5.8	1.8	284	4688	KFI
23. KODJ-F (O)	286/ 1.7	2.3	2.0	1.7	1.8	1.9	392/7337	5507/ 5.9	6.8	6.1	1.8	287	4200	KODJ-F
24. KALI (SP)	274/ 1.7	1.0	1.4	1.1	1.0	1.3	274/3477	3464/ 3.7	3.4	2.7	1.0	161	2545	KALI
25. KKG0-F (CL)	213/ 1.3	1.4	1.3	1.4	1.4	1.3	262/4698	4010/ 4.3	4.5	5.1	1.0	162	3148	KKG0-F
26. KSKQ (SP)	197/ 1.2	1.2	1.0	1.1	1.3	1.1	200/2924	2901/ 3.1	2.8	2.8	0.7	113	2431	KSKQ
27. KACE-F (B)	194/ 1.2	1.2	0.8	1.2	1.9	1.1	194/3137	3128/ 3.3	2.7	4.4	0.8	131	2705	KACE-F
28. KGFJ (B)	169/ 1.0	0.7	0.9	0.8	1.1	0.9	170/2105	2088/ 2.2	2.3	2.4	0.7	112	1563	KGFJ
29. KLAC (C)	155/ 0.9	0.9	1.3	0.8	1.2	1.0	185/3506	2933/ 3.1	4.4	4.0	0.6	100	2001	KLAC
30. KJLH-F (B)	150/ 0.9	1.1	1.7	1.9	2.3	1.4	160/4201	4066/ 4.3	5.5	5.6	1.2	189	3362	KJLH-F

12+ FM SHARE (METRO): 66.14% (9718 of 14692) (FAL 89: 67.86%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KIIS-AF	1 KLOS-F	1 KLOS-F	1 KLOS-F	1 KLOS-F	1 KABC	1 KLOS-F	1 KOST-F	1 KOST-F	1 KOST-F	1 KABC
2 KPWR-F	2 KPWR-F	2 KOST-F	2 KOST-F	2 KOST-F	2 KNX	2 KABC	2 KBIG-F	2 KIIS-AF	2 KIIS-AF	2 KNX
3 KKBT-F	3 KIIS-AF	3 KIIS-AF	3 KLVE-F	3 KLVE-F	3 KOST-F	3 KIIS-AF	3 KABC	3 KPWR-F	3 KPWR-F	3 KFWB
4 KROQ-F	4 KOST-F	4 KPWR-F	4 KWKW	4 KBIG-F	4 KMPC	4 KOST-F	4 KLOS-F	4 KKBT-F	4 KKBT-F	4 KWB
KQLZ-F	5 KROQ-F	5 KLVE-F	5 KTWV-F	5 KWKW	5 KFWB	5 KFWB	5 KIIS-AF	5 KKBT-F	5 KABC	5 KOST-F
6	6 KKBT-F	6 KKBT-F	6 KBIG-F	6 KTWV-F	6 KBIG-F	6 KNX	6 KWKW	6 KBIG-F	6 KROQ-F	6 KTWV-F
7	7 KLVE-F	7 KBIG-F	7 KIIS-AF	7 KIIS-AF	7 KXEZ-F	7 KPWR-F	7 KTWV-F	7 KROQ-F	7 KROQ-F	7 KFI
8	8 KQLZ-F	8 KWKW	8 KPWR-F	8 KXEZ-F	8 KZLA-F	8 KWKW	8 KLVE-F	8 KTWV-F	8 KQLZ-F	8 KTNQ
9	9 KWKW	9 KROQ-F	9 KLSX-F	9 KPWR-F	9 KTWV-F	9 KLVE-F	9 KPWR-F	9 KNX	9 KLVE-F	9 KMPC
10	10 KKHJ	10 KTWV-F	10 KKBT-F	10 KKBT-F	10 KWKW	10 KBIG-F	10 KXEZ-F	10 KLVE-F	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KPWR-F	1 KOST-F	1 KOST-F	1 KOST-F	1 KOST-F	1 KPWR-F	1 KLOS-F	1 KLOS-F	1 KLOS-F	1 KLOS-F
2 KKBT-F	2 KKBT-F	2 KLVE-F	2 KIIS-AF	2 KLVE-F	2 KIIS-AF	2 KROQ-F	2 KROQ-F	2 KPWR-F	2 KLSX-F
3 KOST-F	3 KIIS-AF	3 KLOS-F	3 KLVE-F	3 KBIG-F	3 KROQ-F	3 KPWR-F	3 KLVE-F	3 KROQ-F	3 KOST-F
4 KIIS-AF	4 KPWR-F	4 KKBT-F	4 KPWR-F	4 KWKW	4 KQLZ-F	4 KIIS-AF	4 KLSX-F	4 KIIS-AF	4 KTWV-F
5 KROQ-F	5 KLOS-F	5 KIIS-AF	5 KIIS-AF	5 KIIS-AF	5 KLOS-F	5 KLVE-F	5 KPWR-F	5 KOST-F	5 KLOS-F
6 KLOS-F	6 KLVE-F	6 KWKW	6 KLOS-F	6 KTWV-F	6 KOST-F	6 KQLZ-F	6 KOST-F	6 KLSX-F	6 KWKW
7 KLVE-F	7 KBIG-F	7 KBIG-F	7 KBIG-F	7 KLOS-F	7 KLVE-F	7 KOST-F	7 KKBT-F	7 KLVE-F	7 KBIG-F
8 KQLZ-F	8 KWKW	8 KPWR-F	8 KWKW	8 KXEZ-F	8 KKBT-F	8 KLSX-F	8 KIIS-AF	8 KWKW	8 KPWR-F
9 KBIG-F	9 KROQ-F	9 KKHJ	9 KTWV-F	9 KKBT-F	9 KKHJ	9 KKBT-F	9 KTWV-F	9 KKBT-F	9 KZLA-F
10 KKHJ	10 KQLZ-F	10 KXEZ-F	10 KKHJ	10 KPWR-F	10	10 KKHJ	10 KQLZ-F	10 KTWV-F	10 KROQ-F

FORMATS	AM	FM	TOTAL	%	FAL 89		OTHER RATED STATIONS			METRO CUME TSA
					%		SHARE/RTG/AQH/CUME			
TOP 40/CHR/CONTEMP	23 (1)	2076 (4)	2099 (5)	14.3	17.9	KDAY	1580	Santa Monica/LA	0.7/3.0/126/2898	
AOR/CLASSIC		1795 (4)	1795 (4)	12.2	11.0	KEZY-F	95.9	Anaheim	0.4/2.0/ 66/1901	
AC/OLDIES/SOFT ROCK	134 (1)	2266 (5)	2400 (6)	16.3	19.0	KFSG-F	96.3	Los Angeles	0.6/1.7/108/1755	
MOR/VARIETY						KGIL	1260	San Fernando	0.3/0.9/ 54/ 896	
COUNTRY	155 (1)	421 (1)	576 (2)	3.9	3.8	KKLA-F	99.5	Los Angeles	0.7/2.7/121/2763	
BLACK/URBAN	291 (2)	929 (3)	1220 (5)	8.3	6.6	KLIT-F	101.9	Glendale	0.8/3.6/152/3906	
BEAUTIFUL/EASY		492 (1)	492 (1)	3.3	2.9	KMAX-F	107.1	Arcadia/LosAngl	0.3/1.4/ 51/1330	
NEWS/TALK	2096 (5)		2096 (5)	14.3	14.8	KNAC-F	105.5	Long Beach/LA	0.8/2.4/147/2467	
NOSTALGIA	462 (1)		462 (1)	3.1	2.4	KRLA	1110	Pasadena	0.8/3.2/157/3365	
RELIGION/GOSPEL		317 (4)	317 (4)	2.2	1.7	KSKQ-F	97.9	Long Beach	0.6/2.2/ 93/2057	
SPANISH	1813 (5)	705 (2)	2518 (7)	17.1	14.2	KYMS--	106.3	Santa Ana	0.3/0.9/ 55/ 827	
CLASSICAL		213 (1)	213 (1)	1.4						
JAZZ/NEW AGE		504 (1)	504 (1)	3.4	5.0					
UNKNOWN/OTHERS					0.8					

 4974 (16) 9718 (26) 14692 (42)

RADIO STATIONS

AM STATIONS

KABC, 790, 5 KW (DA-N)	, TALK	ABC I, ABC T,	\$ 420.00 (Katz)	Cap Cities/ABC
KALI, 1430, 5 KW (DA-2)	, HISPANIC		\$ 90.00 (Katz Hisp.)	United (SAN GABRIEL)
KDAY, 1580, 50 KW (DA-2)	, BLACK	NBN, UNIPWR	\$ 80.00 (Roslin)	(SANTA MONICA)
KFI, 640, 50 KW	, TALK	MBS,	\$ 110.00 (Christal)	Cox
KFWB, 980, 5 KW	, NEWS	NBC, UPI	\$ 305.00 (Group W)	Westinghouse
KGJ, 1230, 1 KW	, BLACK OLDIES	SBN, SMN	\$ 70.00 (Roslin)	
KGIL, 1260, 5 KW (DA-2)	, TALK	APR, TALKNT	\$ 60.00 (HNWH)	Buckley (SAN FERNANDO)
KIEV, 870, 10 KW/1 KW (DA-2)	, TALK		\$ 55.00 (---)	(GLENDALE)

KLAC, 570, 5 KW (DA-N)	, COUNTRY	ABC D,	\$ 115.00 (Eastman)	Malrite
KMPC, 710, 50 KW/10 KW (DA-N)	, NOSTALGIA/MOR		\$ 220.00 (Durpetti)	Golden West
KNX, 1070, 50 KW	, NEWS	CBS,	\$ 340.00 (CBS)	CBS
KRLA, 1110, 50 KW/10 KW (DA-2)	, OLDIES		\$ 80.00 (MMR)	Greater Media
KSKQ, 1540, 50 KW/10 KW (DA-2)	, HISPANIC		\$ 100.00 (SBS)	SBS
KTNQ, 1020, 50 KW (DA-2)	, HISPANIC		\$ 155.00 (Caballero)	HefTel
KWKW, 1330, 5 KW (DA-N)	, HISPANIC		\$ 100.00 (Lotus)	Lotus

FM STATIONS

KACE, 103.9, 1.6 KW @ 390,	BLACK	APR, UNIULT	\$ 80.00 (K & P)	All Pro (INGLEWOOD)
KBIG, 104.3, 105 KW @ 2890,	AC		\$ 300.00 (CBS)	Bonneville
KFSG, 96.3, 54 KW @ 480,	RELIGION	APR,	\$ 25.00 (---)	
KIIS, 102.7, 8 KW @ 2960,	CHR		\$ 520.00 (McGuild)	Gannett
KJLH, 102.3, 2.2 KW @ 338,	BLACK		\$ 110.00 (Roslin)	(COMPTON)
KKBT, 92.3, 43 KW @ 2910,	URBAN		\$ 160.00 (McGuild)	Evergreen
KKGO, 105.1, 18 KW @ 2887,	CLASSICAL	APR,	\$ 125.00 (CMBS)	
KLIT, 101.9, 2.4 KW @ 2848,	SOFT AC		\$ 100.00 (durpetti)	Golden West (GLENDALE)
KLOS, 95.5, 63 KW @ 3129,	AOR		\$ 400.00 (Katz)	Cap Cities/ABC
KLSX, 97.1, 21 KW @ 3002,	CLASSIC AOR		\$ 300.00 (MMR)	Greater Media
KLVE, 107.5, 30 KW @ 2998,	HISPANIC		\$ 175.00 (Caballero)	HefTel

KMAX, 107.1, 3 KW @ -44,	RELIGION/ETHNIC		\$ 60.00 (---)	Douglas (ARCADIA)
KNAC, 105.5, 1 KW @ 453,	AOR	CBS,	\$ 120.00 (Durpetti)	(LONG BEACH)
KODJ, 93.1, 29 KW @ 3498,	OLDIES	RADRAD,	\$ 190.00 (CBS)	CBS
KOST, 103.5, 13 KW @ 3100,	AC		\$ 475.00 (Christal)	
KPWR, 105.9, 72 KW @ 770,	CHR		\$ 430.00 (HNWH)	Emmis
KQLZ, 100.3, 5 KW @ 3004,	CHR	SOURCE,	\$ 300.00 (Eastman)	Westwood One
KROQ, 106.7, 6 KW @ 1387,	AOR		\$ 270.00 (Torbet)	Infinity
KRTH, 101.1, 51 KW @ 3133,	OLDIES		\$ 375.00 (Republic)	Beasley
KSKQ, 97.9, 79 KW @ 410,	HISPANIC		\$ 120.00 (SBS)	SBS
KTWV, 94.7, 58 KW @ 2831,	JAZZ/NAC		\$ 300.00 (Group W)	Westinghouse
KXEZ, 98.7, 75 KW @ 1180,	SOFT AC/EZ		\$ 250.00 (Torbet)	Viacom
KZLA, 93.9, 49 KW @ 720,	COUNTRY		\$ 225.00 (Eastman)	Malrite

LOUISVILLE

Arbitron Rank/Pop (12+): 51/791,800
 MSA Rank/Pop: 52/968,000
 ADI # 46
 Average Person Ratings: 16.5
 Market TSL: 22.25 hours

Stations: 19/18
 Diaries: 1269/624:1/57.8%
 Sample Target: 1260
 % Below Line: 0.5
 % Not Listed: 11.2

1990 Revenue: \$27,000,000
 HH Inc.: \$30,273
 Retail \$: 7.5 Bil
 Pop per Station: 43,988
 #1 Biller: WHAS \$6,900,000

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume
1. WAMZ-F (C)	272/20.8	16.7	14.9	14.7	15.9	16.8	381/3622	2437/30.8	25.1	26.6	18.3	237	2382
2. WHAS (MOR/FS)	197/15.0	12.8	15.7	16.3	15.9	14.9	246/3313	2439/30.8	32.7	30.3	13.9	180	2200
3. WDJX-AF (CHR)	97/ 7.5	7.9	13.7	11.6	11.5	10.2	135/2152	1663/21.0	28.6	26.6	7.5	96	1613
4. WVEZ-F (SAC)	92/ 7.0	8.3	7.9	7.7	8.7	7.7	109/1489	1274/16.1	17.6	19.5	4.7	61	1010
5. WRKA-F (AC)	88/ 6.7	4.8	5.6	7.1	4.8	6.1	90/1303	1224/15.5	15.7	14.0	5.2	68	1078
6. WQMF-F (AOR)	84/ 6.4	7.0	7.0	6.4	6.6	6.7	136/1961	1243/15.7	15.3	16.2	9.3	121	1608
7. WGZB-F (B)	83/ 6.3	5.6	4.3	---	---	4.1	85/747	723/ 9.1	6.8	0.0	10.8	140	1264
8. WLRS-F (CHR)	50/ 3.8	5.5	6.6	7.3	7.4	5.8	67/1295	1014/12.8	15.8	16.3	7.4	96	1793
9. WZKS-F (CHR)	44/ 3.4	4.3	1.1	0.6	1.6	2.4	44/1021	983/12.4	2.4	5.3	5.7	74	1190
10. WLOU (B)	40/ 3.1	4.3	4.3	5.7	6.1	4.3	40/521	521/ 6.6	7.3	9.9	3.3	43	685
11. WXVW (BB)	38/ 2.9	2.5	2.7	3.0	1.6	2.8	38/388	383/ 4.8	5.9	4.8	1.5	20	235
12. WLSY-F (EZ)	16/ 1.2	1.4	1.4	2.6	3.3	1.6	17/402	344/ 4.3	4.6	7.8	0.7	9	211
13.													
14.													
15.	12+ FM SHARE (METRO):	70.91%	(824 of 1162)			(FAL 89: 66.02%)							

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WDJX-AF >	1 WAMZ-F >	1 WAMZ-F >	1 WAMZ-F >	1 WAMZ-F >	1 WAMZ-F <	1 WHAS	1 WAMZ-F >	1 WAMZ-F >	1 WAMZ-F >	1 WAMZ-F >
2 WLRS-F >	2 WQMF-F >	2 WHAS	2 WHAS	2 WHAS >	2 WHAS >	2 WAMZ-F >	2 WHAS <	2 WHAS >	2 WHAS >	2 WHAS >
3 WAMZ-F >	3 WDJX-AF >	3 WRKA-F >	3 WRKA-F >	3 WRKA-F >	3 WRKA-F >	3 WDJX-AF <	3 WVEZ-F <	3 WGZB-F <	3 WGZB-F <	3 WRKA-F <
4 WZKS-F >	4 WGZB-F >	4 WVEZ-F >	4 WVEZ-F >	4 WVEZ-F >	4 WVEZ-F >	4 WQMF-F >	4 WRKA-F >	4 WDJX-AF >	4 WDJX-AF >	4 WVEZ-F >
WQMF-F >	5 WHAS	WQMF-F <	5 WQMF-F <	5 WGZB-F <	5 WXVW	5 WVEZ-F >	5 WQMF-F <	5 WGZB-F <	5 WQMF-F <	5 WRKA-F <
WGZB-F >	6 WVEZ-F >	6 WGZB-F >	6 WGZB-F >	6 WQMF-F >	6	6 WRKA-F >	6 WDJX-AF >	6 WLRS-F >	6 WLRS-F >	6 WDJX-F >
7	7	7 WDJX-AF >	7 WDJX-AF >	7 WDJX-AF >	7	7 WGZB-F >	7	7 WQMF-F >	7	7 WQMF-F >

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WDJX-AF	1 WAMZ-F >	1 WAMZ-F >	1 WAMZ-F >	1 WAMZ-F >	1 WAMZ-F	1 WAMZ-F	1 WQMF-F	1 WAMZ-F >	1 WAMZ-F
2 WAMZ-F	2 WDJX-AF	2 WVEZ-F	2 WVEZ-F	2 WVEZ-F	2 WDJX-AF	2 WQMF-F >	WAMZ-F >	2 WHAS >	2 WHAS >
3 WGZB-F	3 WGZB-F	3 WDJX-AF	3 WDJX-AF	3 WHAS	3 WQMF-F	3 WGZB-F	3 WHAS	3 WQMF-F	3 WRKA-F
4 WQMF-F	4 WVEZ-F	4 WRKA-F	4 WRKA-F	4 WRKA-F	4 WGZB-F	4 WHAS	4 WGZB-F	4 WRKA-F	4 WQMF-F >
5 WZKS-F >	5 WZKS-F >	5 WZKS-F >	5 WHAS <	5 WGZB-F	5 WZKS-F >	5 WDJX-AF >	5 WRKA-F	5 WGZB-F	5 WGZB-F
6 WLRS-F	6 WQMF-F >	6 WHAS	6 WRKA-F	6 WDJX-AF >	6	6 WRKA-F	6 WDJX-AF	6 WDJX-AF	6 WVEZ-F
7 WVEZ-F	7 WHAS	7 WQMF-F	7 WZKS-F	7 WZKS-F	7	7 WLRS-F	7 WVEZ-F	7 WVEZ-F	7
8 WLOU	8 WRKA-F	8 WRKA-F	8 WQMF-F	8	8	8 WVEZ-F	WLOU	8	8
	9 WLRS-F								

FORMATS	AM	FM	TOTAL	%	FAL 89	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP	2 (1)	189 (3)	191 (4)	16.4	20.8	WAVG 970 Louisville	0.9/5.1/ 18/ 561
AOR/CLASSIC		84 (1)	84 (1)	7.2	7.3	WFIA 900 Louisville	0.7/2.4/ 10/ 209
AC/OLDIES/SOFT ROCK	12 (1)	180 (2)	192 (3)	16.5	15.0	WTLV 1240 Louisville	0.6/2.4/ 8/ 191
MOR/VARIETY	197 (1)		197 (1)	17.0	20.4	WLMT 620 Louisville	0.9/3.4/ 15/ 302
COUNTRY	25 (2)	272 (1)	297 (3)	25.6	21.0	WKY 790 Louisville	1.0/3.8/ 22/ 465
BLACK/URBAN	40 (1)	83 (1)	123 (2)	10.6	6.7		
BEAUTIFUL/EASY		16 (1)	16 (1)	1.4	3.6	WLW 700 Cincinnati	0.5/1.8/ 10/ 274
NEWS/TALK	7 (1)		7 (1)	0.6			
NOSTALGIA	38 (1)		38 (1)	3.3	1.8		
RELIGION/GOSPEL	17 (2)		17 (2)	1.5	3.3		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							

338 (10) 824 (9) 1162 (19)

RADIO STATIONS

WAVG	970,	5 KW (DA-N)	Oldies	NBC UNISUP, \$ 22.00	(Durpetti)	Radio One
WDJX	1080,	10 KW/1 KW (DA-2)	-- simulcast with WDJX-F			
WHAS	840,	50 KW	MOR/Full Service	ABC I, \$110.00	(Christal)	Clear Channel
WLOU	1350,	5 KW/500 W (DA-N)	Black	SBN, \$ 25.00	(---)	Johnson
WKY	790,	5 KW/1 KW (DA-2)	Country	UNISUP, \$ 20.00	(Katz)	Wilks-Schwartz
WXVW	1450,	1 KW	Nostalgia	SMN UNISUP, \$ 25.00	(Roslin)	
WAMZ-F,	97.5,	100 KW @ 500	Country	\$ 90.00	(Christal)	Clear Channel
WDJX-F,	99.7,	24 KW @ 715	CHR	APR, \$ 70.00	(Eastman)	Stoner
WGZB-F,	95.5,	3 KW @ 300	Black	CNN UNISUP, \$ 22.00	(---)	(CORYDON)
WLRS-F,	102.3,	3 KW @ 285	AOR/CHR	ABC R UNIPWR, \$ 40.00	(HMR)	Radio One
WLSY-F,	101.7,	1.4 KW @ 415	EZ	UNIULT, \$ 25.00	(Banner)	
WQMF-F,	95.7,	34 KW @ 580	AOR	\$ 54.00	(HNWH)	
WRKA-F,	103.1,	3 KW @ 275	Oldies	\$ 52.00	(Banner)	Capitol-Johnson
WVEZ-F,	106.9,	25 KW @ 670	AC	UNISUP, \$ 57.00	(Katz)	Wilks-Schwartz
WZKS-F,	103.9,	1 KW @ 490	CHR	\$ 16.00	(---)	

Miscellaneous: WXLN-F changes to WZKS-F and from Religious to CHR (July)

LUBBOCK

Arbitron Rank/Pop (12+): 164/183,200

Stations: 18/17
Diaries: 665/275:1/52.2%
Sample Target: 580
% Below Line: 0.3
% Not Listed: 9.4

1990 Revenue: \$6,800,000
HH Inc.: \$27,735
Retail \$: 1.9 Bil
Pop per Station: 10,776
#1 Biller: NA

MSA Rank/Pop: 189/226,000
ADI # 150
Average Person Ratings: 16.2
Market TSL: 22.25 hours

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. KLLL-F (C)	66/22.2	24.3	18.7	18.9	20.4	----	109/1105	621/33.9	36.6	28.8	20.7	67	649	KLLL-F
2. KZII-F (CHR)	40/13.5	14.9	14.0	12.5	8.9	----	55/705	448/24.5	31.0	30.2	14.8	48	715	KZII-F
KFMX-F (AOR)	40/13.5	8.1	7.8	10.6	9.6	----	56/439	316/17.2	18.6	17.5	18.5	60	536	KFMX-F
4. KRLB-F (AC)	24/ 8.1	9.7	13.1	16.7	15.7	----	36/667	447/24.4	31.0	33.6	9.3	30	667	KRLB-F
5. KFYO (C)	18/ 6.1	2.3	6.2	6.1	2.9	----	30/499	336/18.3	9.4	17.1	2.5	8	182	KFYO
6. KTEZ-F (SAC)	14/ 4.7	9.1	5.9	6.4	6.7	----	19/262	197/10.8	18.5	15.4	5.9	19	352	KTEZ-F
7. KKIK-F (C)	13/ 4.4	2.6	4.0	5.1	3.5	----	18/374	222/12.1	9.2	12.6	3.4	11	182	KKIK-F
8. KKCL-F (O)	12/ 4.0	2.9	2.8	3.2	3.2	----	19/222	189/10.3	9.2	9.1	2.8	9	106	KKCL-F
9. KJAK-F (REL)	9/ 3.0	1.3	2.2	0.6	1.0	----	9/180	126/ 6.9	5.1	6.1	2.5	8	141	KJAK-F
10. KXTQ (SP)	7/ 2.4	1.0	3.4	1.3	1.3	----	20/166	67/ 3.7	3.9	5.9	1.9	6	90	KXTQ
KLSC-F (O)	7/ 2.4	1.6	1.9	1.3	4.2	----	12/169	100/ 5.5	4.6	7.1	0.6	2	64	KLSC-F

12.

13.

14.

12+ FM SHARE (METRO): 83.64% (225 of 269) (FAL 89: 77.40%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZII-F>>	1 KFMX-F<	1 KLLL-F>	1 KLLL-F>	1 KLLL-F>>	1 KLLL-F>	1 KLLL-F>>	1 KLLL-F>>	1 KLLL-F>	1 KZII-F	1 KLLL-F>
2 KLLL-F	2 KLLL-F>	2 KFMX-F	2 KFMX-F>	2 KFMX-F>	2 KFYO >	2 KFMX-F>	2 KFMX-F>	2 KFMX-F<	KLLL-F>	2 KFMX-F
3	3 KZII-F>	3 KZII-F	3 KRLB-F	3 KRLB-F	3 KTEZ-F	3 KZII-F	3 KZII-F>	3 KZII-F>	3 KFMX-F>	3 KZII-F
4	4 KRLB-F	4 KRLB-F	4 KZII-F>	4 KZII-F	4 KKIK-F	4 KRLB-F	4 KRLB-F	4 KRLB-F	4 KRLB-F	4
5	5	5	5 KKCL-F	5	5	5 KFYO	5 KKCL-F<	5 KTEZ-F	5	5
							6 KTEZ-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KLLL-F>>	1 KLLL-F>>	1 KLLL-F>>	1 KLLL-F>>	1 KLLL-F>>	1 KFMX-F>>	1 KFMX-F>>	1 KFMX-F>>	1 KFMX-F	1 KLLL-F
2 KZII-F>>	2 KZII-F>	2 KZII-F	2 KZII-F>	2 KZII-F	2 KZII-F>	2 KLLL-F	2 KLLL-F>	2 KLLL-F>	2 KFMX-F>>
3 KKIK-F	3 KFMX-F	3 KRLB-F	3 KRLB-F	KRLB-F	3 KLLL-F	3 KZII-F>	3 KRLB-F	3 KZII-F	3 KRLB-F
KFMX-F	4 KRLB-F	KFMX-F>>	4 KFMX-F	4 KTEZ-F	4 KRLB-F	4 KRLB-F	4 KZII-F	4 KRLB-F	4 KZII-F
5	5	5	5 KTEZ-F	5 KFMX-F	5	5	5 KXTQ	5	KKCL-F
									KFYO

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		40 (1)	40 (1)	14.9	29.8	KCAS 1050 Slaton	1.0/2.3/ 3/ 43
AOR/CLASSIC		40 (1)	40 (1)	14.9	8.6	KFMX 1340 Lubbock	1.3/4.0/ 4/ 80
AC/OLDIES/SOFT ROCK		57 (4)	57 (4)	21.2	11.6	KJBX 580 Lubbock	1.7/4.6/ 7/ 131
MOR/VARIETY						KLFB 1420 Lubbock	0.3/1.9/ 1/ 40
COUNTRY	20 (2)	79 (2)	99 (4)	36.8	32.9	KLLL 1590 Lubbock	0.7/3.1/ 2/ 75
BLACK/URBAN	5 (1)		5 (1)	1.9	0.7	KTLK 1460 Lubbock	1.0/2.7/ 5/ 79
BEAUTIFUL/EASY	3 (1)		3 (1)	1.1	1.4		
NEWS/TALK	1 (1)		1 (1)	0.4	0.3	KGNC 710 Amarillo	0.3/2.1/ 13/ 156
NOSTALGIA	4 (1)		4 (1)	1.5	3.4		
RELIGION/GOSPEL		9 (1)	9 (1)	3.3	2.4		
SPANISH	11 (3)		11 (3)	4.1	8.9		
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	44 (9)	225 (9)	269 (18)				

RADIO STATIONS

KFYO, 790, 5 KW/1 KW (DA-2), COUNTRY	CBS, \$ 15.00 (Torbet)	Seaton
KJBX, 580, 500 W/387 W, BLACK/DANCE	, \$ 12.00 (Christal)	Dowe
KLFB, 1420, 500 W, HISPANIC	, \$ 11.00 (Caballero)	
KXTQ, 950, 5 KW/500 W (DA-2), HISPANIC	, \$ 10.00 (Caballero)	Adams
KFMX-F, 94.5, 100 KW @ 818, AOR	MBS, ABC R, \$ 27.00 (Katz)	
KJAK-F, 92.7, 100 KW @ 584, RELIGION	, \$ 9.00 (---)	(SLATON)
KRLB-F, 99.5, 100 KW @ 817, CHR/AC	ABC I, \$ 32.00 (Christal)	Dowe
KKCL-F, 98.1, 50 KW @ 300, OLDIES	UNISUP, \$ 14.00 (Republic)	Amer. General (LORENZO)
KKIK-F, 93.7, 100 KW @ 736, COUNTRY	, \$ 19.00 (Banner)	Adams
KLLL-F, 96.3, 100 KW @ 850, COUNTRY	MBS, \$ 44.00 (Eastman)	Pinnacle
KLSC-F, 104.7, 100 KW @ 980, OLDIES	ABC D, \$ 10.00 (Republic)	(LAMESA)
KTEZ-F, 101.1, 100 KW @ 750, SOFT AC	UNISUP, \$ 26.00 (HNWH)	Lotus
KZII-F, 102.5, 100 KW @ 817, CHR	, \$ 30.00 (Torbet)	Seaton

MISCELLANEOUS: KXTQ, KKIK-F sold by Bakcor to Wagon Train for \$750,000 (Chapman) . . .

MACON

Arbitron Rank/Pop (12+): 138/241,000

Stations: 16/14
Diaries: 676/356:1/47.3%
Sample Target: 655
% Below Line: 2.1
% Not Listed: 10.8

1990 Revenue: \$8,800,000
HH Inc.: \$31,259
Retail \$: 2.0 Bill
Pop per Station: 17,214
#1 Biller: WDEN-AF \$3,000,000

MSA Rank/Pop: 155/297,000

ADI # 122
Average Person Ratings: 18.0
Market TSL: 24.25 hours

12+ METRO	1/4/SHARE	SPG				4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING		SPG 90	FAL 89	Birch		
		90	89	89	88			CUME	RATING			Share	AQH	Cume
1. WDEN-AF (C)	93/21.3	23.0	----	20.9	----	----	159/1502	736/30.5	31.7	0.0				WDEN-AF
2. WPEZ-F (SAC)	56/12.9	9.4	----	8.6	----	----	76/858	586/24.3	21.5	0.0				WPEZ-F
3. WAYS-F (CHR)	48/11.0	14.9	----	15.1	----	----	98/1549	797/33.1	37.7	0.0				WAYS-F
4. WDDO (REL)	43/ 9.9	7.0	----	7.2	----	----	43/299	299/12.4	12.8	0.0				WDDO
5. WPGA-F (B)	41/ 9.4	8.4	----	8.6	----	----	49/653	452/18.8	18.7	0.0				WPGA-F
6. WFXM-F (B)	37/ 8.5	7.0	----	7.2	----	----	47/611	466/19.3	15.4	0.0				WFXM-F
7. WQBZ-F (AOR)	18/ 4.1	2.2	----	4.8	----	----	29/339	215/ 8.9	5.3	0.0				WQBZ-F
8. WMAZ (BB)	12/ 2.8	4.8	----	6.5	----	----	18/336	217/ 9.0	10.6	0.0				WMAZ
9. WPPR-F (O)	10/ 2.3	1.4	----	2.2	----	----	11/237	196/ 8.1	6.7	0.0				WPPR-F
10. WIBB (B)	9/ 2.1	2.2	----	2.6	----	----	9/130	128/ 5.3	6.8	0.0				WIBB

12+ FM SHARE (METRO): 80.15% (311 of 388) (FAL 89: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFXM-F	1 WAYS-F<	1 WDEN-AF	1 WDEN-AF	1 WDEN-AF>	1 WDEN-AF>>	1 WDEN-AF>	1 WDEN-AF>	1 WDEN-AF>	1 WFXM-F<	1 WFXM-F
2 WAYS-F	2 WDEN-AF	2 WPEZ-F	2 WPEZ-F>	2 WPEZ-F>	2 WPEZ-F	2 WAYS-F	2 WPEZ-F>	2 WPEZ-F>	2 WDEN-AF	2 WDEN-F>
3 WPGA-F>	3 WPGA-F	3 WAYS-F	3 WAYS-F<	3 WAYS-F<	3 WDDO	3 WPEZ-F	3 WAYS-F	3 WAYS-F<	3 WPGA-F<	3 WAYS-F
4 WPPR-F	4 WFXM-F	4 WPGA-F	4 WPGA-F	4 WPGA-F	4	4 WDDO	4 WAYS-F	4 WPGA-F	4 WAYS-F	WAYS-F
5	5 WPEZ-F	5	5	5	5	5 WPGA-F	5 WPGA-F	5 WFXM-F	5 WPEZ-F	5
6	6 WQBZ-F	6	6	6	6	6	6	6 WDDO	6 WDDO	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPGA-F	1 WPGA-F>	1 WPGA-F	1 WPEZ-F<	1 WDEN-AF	1 WAYS-F	1 WAYS-F	1 WDEN-AF	1 WDEN-AF>	1 WDEN-AF>>
2 WFXM-F	2 WDEN-AF	2 WPEZ-F	2 WDEN-AF>	WPEZ-F>>	2 WQBZ-F	2 WDEN-AF	2 WAYS-F	2 WAYS-F	2 WPEZ-F
WAYS-F>	WPEZ-F	3 WDEN-AF	3 WPGA-F	3 WPGA-F	WFXM-F>	3 WQBZ-F	3 WQBZ-F	3 WPEZ-F>	3 WAYS-F
4 WDEN-AF	WAYS-F	4 WAYS-F	4 WAYS-F	4 WDDO	4 WDEN-AF>	4 WFXM-F	4 WPEZ-F	4 WPGA-F	4 WPGA-F
WQBZ-F	5 WFXM-F	5 WFXM-F	5 WFXM-F	WAYS-F	5 WPGA-F	5	WFXM-F	5 WQBZ-F	5
6	6	6	6	6	6	6	6 WPGA-F	6 WFXM-F	6

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		48 (1)	48 (1)	12.4		WBML 900 Macon	0.5/1.8/ 2/ 44
AOR/CLASSIC		18 (1)	18 (1)	4.6		WNEX 1400 Macon	1.1/1.9/ 7/ 53
AC/OLOIES/SOFT ROCK	5 (1)	66 (2)	71 (3)	18.3		WXKO 1150 Fort Valley	1.1/2.5/ 7/ 83
MOR/VARIETY							
COUNTRY	1 (1)	92 (1)	93 (2)	24.0		WPCH-F 94.9 Atlanta	1.1/1.9/ 11/ 99
BLACK/URBAN	9 (1)	78 (2)	87 (3)	22.4		WVFJ-F 93.3 Manchester	0.9/4.7/ 9/ 185
BEAUTIFUL/EASY NEWS/TALK		5 (1)	5 (1)	1.3			
NOSTALGIA	12 (1)		12 (1)	3.1			
RELIGION/GOSPEL	50 (3)	4 (1)	54 (4)	13.9			
SPANISH CLASSICAL JAZZ/NEW AGE UNKNOWN/OTHERS							
	77 (7)	311 (9)	388 (16)				

RADIO STATIONS

WDDO, 1240, 1 KW	, GOSPEL	NBN, MBS	\$ 12.00 (Christal)	
WIBB, 1280, 5 KW (DAYS)	, BLACK	SBN	\$ 13.00 (Torbet)	Woodfin
WMAZ, 940, 50 KW/10 KW (DA-2),	NOSTALGIA	ABC I, UNISUP	\$ 19.00 (Katz)	Multimedia
WAYS-F, 99.1, 100 KW	CHR	ABC F, MBS	\$ 40.00 (Katz)	Multimedia
WDEN-F, 105.3, 100 KW	COUNTRY	NBC	\$ 56.00 (McGuilld)	Magic
WFXM-F, 100.1, 3 KW	BLACK	SBN	\$ 18.00 (Torbet)	Woodfin (FORSYTH)
WPEZ-F, 107.9, 100 KW	SOFT AC	UNIPWR	\$ 25.00 (HMH)	(PERRY)
WPGA-F, 100.9, 3 KW	BLACK		\$ 20.00 (Banner)	
WQBZ-F, 105.3, 50 KW	AOR		\$ 12.00 (Banner)	(FORT VALLEY)

MISCELLANEOUS: WMAZ reclassified as NOSTALGIA...WFXM-F changes calls to WYGO-F (Dec)...WIBB, WFXM-F purchased by Woodfin from Davis for 1,650,000...WQBZ-F sold to Stephen Taylor for 13,000,000 (Perry)

MADISON

Arbitron Rank/Pop (12+): 118/301,800 Stations: 17/15 1990 Revenue: \$15,300,000
 MSA Rank/Pop: 136/356,000 Diaries: 723/417:1/60.4% HH Inc.: \$33,352
 ADI # 90 Sample Target: 725 Retail \$: 3.3 Bil
 Average Person Ratings: 16.2 % Below Line: 0.8 Pop per Station: 20,120
 Market TSL: 21.25 hours % Not Listed: 22.9 #1 Biller: WIBA-F \$2,600,000

12+ METRO	1/4/SHARE	SPG				4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME		SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
		90	89	89	88			RATING	90						
1. WIBA-F (AOR)	60/12.3	12.9	10.3	10.9	10.7	----	112/1568	896/29.7	27.6	25.0	16.3	72	958	WIBA-F	
2. WZEE-F (CHR)	39/ 8.0	7.8	12.7	17.1	18.8	----	120/1678	843/27.9	27.0	32.1	8.6	38	924	WZEE-F	
3. WMGN-F (AC)	37/ 7.6	7.4	9.3	8.3	6.8	----	59/754	559/18.5	19.2	19.1	6.1	27	350	WMGN-F	
4. WTSO (C)	32/ 6.5	6.6	5.9	6.7	6.4	----	52/1025	707/23.4	14.0	22.7	6.3	28	518	WTSO	
5. WWQM-AF (C)	31/ 6.3	7.6	7.7	7.8	12.4	----	34/456	359/11.9	16.3	14.2	8.1	36	409	WWQM-AF	
WOLX-F (O)	31/ 6.3	10.9	7.7	7.3	1.7	----	126/1678	647/21.4	23.1	20.7	8.6	38	605	WOLX-F	
WIBA (MOR)	31/ 6.3	5.1	8.3	7.3	7.7	----	31/608	533/17.7	15.0	18.1	4.5	20	406	WIBA	
8. WTFX-F (CHR)	27/ 5.5	8.4	5.9	-----	-----	----	58/1234	668/22.1	23.7	19.6	11.7	52	814	WTFX-F	
9. WTDY (N/T)	23/ 4.7	2.7	2.4	2.7	2.1	----	23/357	357/11.8	5.1	8.3	5.0	22	319	WTDY	
10. WMLI-F (SAC)	22/ 4.5	3.3	4.6	4.2	5.1	----	29/586	464/15.4	10.0	12.4	3.6	16	251	WMLI-F	
11. WMAD-F (AOR)	21/ 4.3	3.9	2.6	4.8	4.9	----	27/395	329/10.9	12.6	9.2	2.9	13	334	WMAD-F	
12. WSJY-F (EZ)	10/ 2.0	2.9	1.6	1.3	2.4	----	43/543	164/ 5.4	7.0	6.8	1.4	6	164	WSJY-F	
13.															
14.															
15.															

12+ FM SHARE (METRO): 74.01% (279 of 377) (FAL 89: 76.37%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTFX-F	1 WIBA-F>>	1 WIBA-F>	1 WIBA-F>	1 WIBA-F>	1 WTSO	1 WIBA-F>	1 WIBA-F>	1 WIBA-F	1 WZEE-F	1 WOLX-F
2 WZEE-F	2 WZEE-F>	2 WMGN-F	2 WMGN-F	2 WMGN-F	WIBA	2 WIBA	2 WMGN-F>	2 WZEE-F	2 WTFX-F	2 WWQM-F
3	3 WMAD-F	3 WZEE-F	3 WOLX-F	3 WOLX-F	3 WMGN-F	3 WMGN-F	3 WWQM-AF<	3 WOLX-F	3 WIBA-F	WIBA-F
4	4 WMLI-F	4 WOLX-F	4 WWQM-AF	4 WWQM-AF	4 WWQM-AF	4 WWQM-AF	4 WTDY <	4 WMGN-F	4 WTDY	4 WTDY
5	WMGN-F	5 WWQM-AF	5 WMAD-F	5 WMAD-F	WTDY	5 WZEE-F	5 WZEE-F	5 WWQM-AF	5 WOLX-F	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZEE-F	1 WZEE-F	1 WMGN-F	1 WMGN-F	1 WMGN-F>	1 WIBA-F	1 WIBA-F>>	1 WIBA-F>>	1 WIBA-F>>	1 WIBA-F>
2 WMLI-F	2 WIBA-F	2 WIBA-F	2 WZEE-F	2 WZEE-F	2 WZEE-F>	2 WZEE-F	2 WWQM-AF	2 WOLX-F	2 WOLX-F
3 WIBA-F	3 WMLI-F	3 WZEE-F	3 WIBA-F	3 WIBA-F	3 WTFX-F>	WMAD-F	WMAD-F>	3 WWQM-AF	3 WWQM-AF
4 WTFX-F>>	WMGN-F>	WMAD-F>	4 WMLI-F	4 WOLX-F	4 WMAD-F	4 WWQM-AF	4 WOLX-F	4 WMGN-F	4 WMGN-F
5	5 WTFX-F	5 WOLX-F	5	WMAD-F	5	5 WOLX-F	5	5	5

FORMATS	AM	FM	TOTAL	%	FAL 89	OTHER RATED STATIONS	METRO CUME TSA	TSA
							SHARE/RTG/AQH/CUME	
TOP 40/CHR/CONTEMP		66 (2)	66 (2)	17.5	22.4	WIBU 1240	Poynette	1.4/3.9/ 8/ 162
AOR/CLASSIC		81 (2)	81 (2)	21.5	15.5	WMAD 1190	Sun Prairie/Mds	0.4/1.6/ 5/ 72
AC/OLDIES/SOFT ROCK		90 (3)	90 (3)	23.9	26.0			
MOR/VARIETY	31 (1)		31 (1)	8.2	10.0	WEKZ-F 93.7	Monroe	0.4/2.1/ 33/ 302
COUNTRY	33 (2)	30 (1)	63 (3)	16.7	16.5	WGN 720	Chicago	0.4/3.5/ 21/ 359
BLACK/URBAN								
BEAUTIFUL/EASY		12 (2)	12 (2)	3.2	1.9			
NEWS/TALK	27 (3)		27 (3)	7.2	4.3			
NOSTALGIA	7 (1)		7 (1)	1.9	2.1			
RELIGION/GOSPEL								
SPANISH								
CLASSICAL								
JAZZ/NEW AGE								
UNKNOWN/OTHERS					1.2			
	98 (7)	279 (10)	377 (17)					

RADIO STATIONS

WIBA , 1310, 5 KW (DA-2) , MOR/Full Service	CBS, \$41.00 (Katz)	Double L
WIBU , 1240, 1 KW , Nostalgia	, \$10.00 (---)	(POYNETTE)
WTDY , 1480, 5 KW (DA-2) , News/Talk	NBC ABC I, \$20.00 (Mc-Guild)	Midwest Family
WTSO , 1070 10 KW/5 KW (DA-2), Country	APR, \$36.00 (Banner)	Mid Continent
WWQM-F, 106.3, 4.5 KW @ 380 , Country	ABC E UNISUP, \$24.00 (Eastman)	
WIBA-F, 101.5, 50 KW @ 450 , AOR	CBS, \$49.00 (Katz)	Double L
WMAD-F, 92.1, 2 KW @ 400 , AOR	UNISUP, \$24.00 (Torbet)	
WMGN-F, 98.1, 38 KW @ 580 , AC	, \$46.00 (Mc-Guild)	Midwest Family
WMLI-F, 96.3, 6 KW @ 500 , Soft AC	UNISUP, \$19.00 (Torbet)	(SAUK CITY)
WOLX-F, 94.9, 37 KW @ 1300 , Oldies	, \$38.00 (Republic)	(BARABOO)
WSJY-F, 107.3, 50 KW @ 500 , EZ	ABC I, \$16.00 (---)	(PORT ATKINSON)
WTFX-F, 94.1, 50 KW @ 500 , CHR	, \$31.00 (HNWH)	Joyner (WATERTOWN)
WZEE-F, 104.1, 6 KW @ 1120 , CHR	, \$46.00 (Banner)	Midcontinent

MCALLEN-BROWNSVILLE

Arbitron Rank/Pop (12+): 76/496,300

Stations: 19/19
Diaries: 983/505:1/53.2%
Sample Target: 915
% Below Line: 0.0
% Not Listed: 14.4

1990 Revenue: \$12,800,000
HH Inc.: \$21,897
Retail \$: 3.3 Bill
Pop per Station: 26,121
#1 Biller: KGBT \$2,200,000

MSA Rank/Pop: 119/664,000 (McAllen)

ADI # 113 165 (Brownsville)

Average Person Ratings: 18.3

Market TSL: 24.50 hours

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. KTEX-F (C)	157/17.3	16.3	14.3	16.6	14.0	16.1	177/1637	1471/29.6	26.0	25.5	20.6	202	1516	KTEX-F
2. KBFM-F (CHR)	127/14.0	17.4	18.0	16.0	18.6	16.4	139/1709	1596/32.2	33.5	33.4	18.2	179	1677	KBFM-F
3. KGBT (SP)	110/12.1	14.3	14.6	15.2	12.4	14.1	119/1234	1126/22.7	25.2	24.9	11.6	114	1502	KGBT
4. KIWW-F (SP)	68/ 7.5	6.6	9.2	9.0	6.0	8.1	73/974	852/17.2	22.3	17.5	7.4	73	721	KIWW-F
5. KVLV-F (O)	62/ 6.8	5.5	4.4	5.0	3.9	5.4	65/619	594/12.0	10.5	7.9	5.8	57	839	KVLV-F
6. KLT-F (AC)	56/ 6.2	6.6	4.9	6.2	6.1	6.0	58/782	757/15.3	14.9	16.1	5.0	49	761	KLT-F
7. KQXX-F (SP)	41/ 4.5	4.4	6.6	4.8	5.5	5.1	41/431	425/ 8.6	14.0	10.5	4.2	41	549	KQXX-F
8. KBOR (SP)	36/ 4.0	2.7	2.9	0.9	4.0	2.6	36/467	464/ 9.3	8.7	0.0	3.4	33	364	KBOR
9. KRIX-F (AOR)	25/ 2.8	2.6	2.7	2.5	3.1	2.7	25/454	440/ 8.9	11.6	11.4	3.7	36	764	KRIX-F
10. KURV (N/T)	17/ 1.9	2.5	1.5	2.3	1.3	2.0	17/231	226/ 4.6	4.3	3.8	1.3	13	267	KURV
KIRT (SP)	17/ 1.9	3.1	2.4	2.7	2.3	2.5	18/297	284/ 5.7	6.5	6.3	1.4	14	399	KIRT
12. KVJY (EZ)	16/ 1.8	1.0	---	0.6	0.8	0.9	19/166	151/ 3.0	0.0	2.9	0.8	8	131	KVJY
13. KITM-F (SP)	15/ 1.7	1.9	2.6	1.6	2.5	2.0	15/219	219/ 4.4	5.8	6.3	1.9	19	486	KITM-F
14. KBOR-F (SP)	11/ 1.2	0.9	0.7	1.2	0.5	1.0	11/221	215/ 4.3	5.1	10.2	1.8	18	238	KBOR-F

12+ FM SHARE (METRO): 74.00% (575 of 777) (FAL 89: 71.58%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBFM-F>>	1 KTEX-F	1 KTEX-F>	1 KTEX-F>	1 KTEX-F>	1 KGBT >	1 KTEX-F	1 KTEX-F>	1 KTEX-F	1 KBFM-F	1 KGBT
2 KTEX-F	2 KBFM-F>>	2 KBFM-F	2 KVLV-F<	2 KVLV-F	2 KTEX-F>	2 KGBT	2 KGBT	2 KGBT <	2 KTEX-F>>	2 KTEX-F
3	3 KLT-F	3 KIWW-F	3 KIWW-F	3 KIWW-F	3 KVLV-F	3 KBFM-F>	3 KBFM-F	3 KBFM-F>	3 KGBT <	3 KBFM-F>
4	4 KIWW-F	4 KVLV-F	4 KLT-F	4 KGBT	4 KIWW-F	4 KVLV-F	4 KIWW-F<	4 KIWW-F	4 KQXX-F	4 KVLV-F
5	5 KVLV-F	5 KLT-F	KBFM-F	5 KLT-F	5	5 KIWW-F	5 KVLV-F	5 KLT-F	5 KIWW-F	5 KIWW-F
6	6	6	6 KGBT	KBFM-F	6	6	6	6 KVLV-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KBFM-F	1 KTEX-F>	1 KTEX-F>>	1 KTEX-F>	1 KTEX-F>	1 KBFM-F>>	1 KTEX-F	1 KTEX-F>>	1 KTEX-F>	1 KTEX-F>
2 KTEX-F>>	2 KBFM-F	2 KBFM-F	2 KBFM-F	2 KIWW-F	2 KTEX-F>	2 KBFM-F>>	2 KBFM-F	2 KBFM-F	2 KVLV-F
3 KBOR	3 KLT-F	3 KLT-F	3 KIWW-F	3 KGBT <	3 KRIX-F>	3 KRIX-F	3 KVLV-F	3 KVLV-F	3 KIWW-F
4 KLT-F	4 KIWW-F	4 KQXX-F	4 KLT-F	4 KVLV-F	4 KBOR	KIWW-F	KIWW-F	4 KIWW-F	4 KBFM-F
5 KIWW-F	5 KQXX-F	KIWW-F	5 KVLV-F<	5 KLT-F	5 KLT-F	KLT-F	5 KLT-F>	5 KLT-F	5 KGBT
6	6 KBOR	6 KVLV-F	6 KQXX-F	6 KBFM-F	6	6	6 KRIX-F	6	KLT-F

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		127 (1)	127 (1)	16.3	21.4	KJAV-F 104.9	Alamo/McAllen 0.6/1.8/ 5/ 89
AOR/CLASSIC	5 (1)	25 (1)	30 (2)	3.9	3.6	KRGE 1290	Weslaco 0.6/3.5/ 5/ 172
AC/OLDIES/SOFT ROCK		121 (3)	121 (3)	15.6	8.4	KZSP-F 95.3	South Padre Isl 0.3/1.1/ 3/ 58
MOR/VARIETY							
COUNTRY	1 (1)	162 (2)	163 (3)	21.0	17.5		
BLACK/URBAN							
BEAUTIFUL/EASY	16 (1)		16 (1)	2.1	4.5		
NEWS/TALK	17 (1)		17 (1)	2.2	1.5		
NOSTALGIA							
RELIGION/GOSPEL							
SPANISH	163 (3)	140 (5)	303 (8)	39.0	42.8		
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS					0.4		

RADIO STATIONS

KBOR, 1600, 1 KW (DA-1), HISPANIC	\$ 20.00 (Caballero)
KGBT, 1530, 50 KW/10 KW (DA-N), HISPANIC	\$ 45.00 (Katz Hisp) Tichenor
KIRT, 1580, 1 KW/300 W, HISPANIC	\$ 16.00 (Caballero)
KURV, 710, 1 KW (DA-1), TALK	ABC T, CNN, \$ 11.00 (---)
KBFM-F, 104.1, 100 KW @ 998, CHR	ABC F, \$ 45.00 (Republic)
KBOR-F, 106.2, .5 KW @ 633, SEE KBOR-A	
KLT-F, 94.5, 100 KW @ 1158, AC	\$ 30.00 (Katz)
KITM-F, 105.3, 3 KW @ 285, HISPANIC	\$ 15.00 (---)
KIWW-F, 96.1, 100 KW @ 987, HISPANIC	\$ 31.00 (Katz Hisp) Tichenor
KQXX-F, 98.5, 100 KW @ 1202, HISPANIC	\$ 24.00 (Caballero)
KRIX-F, 99.5, 100 KW @ 1037, AOR	ABC R, \$ 23.00 (Torbet) First City
KTEX-F, 100.3, 100 KW @ 1125, COUNTRY	ABC E, \$ 36.00 (Christal) Tate
KJAV-F, 104.9, 3 KW @ 260, HISPANIC	\$ 11.00 (---)
KVLV-F, 107.9, 100 KW @ 490, OLDIES	\$ 23.00 (Torbet) Tippie

MISCELLANEOUS: KURV - 58.6% sold for \$200,000 . . . KRGE (Weslaco) - sold for \$300,000 + Tax Cert. . .
KIKN changes to KVJY (Sept) . . . KTXF-F changes to KTEX-F (Sept) . . .

MANCHESTER

Arbitron Rank/Pop (12+): 176/163,500
 MSA Rank/Pop: 243/254,000
 Boston ADI
 Average Person Ratings: 17.6
 Market TSL: 22.75 hours

Stations: 31/7
 Diaries: 614/266:1/55.2%
 Sample Target: 580
 % Below Line: 45.5
 % Not Listed: 16.0

1990 Revenue: \$7,200,000
 HH Inc.: \$43,575
 Retail \$: 2.7 Bil
 Pop per Station: 23,357
 #1 Biller: WGIR-F \$2,600,000

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. WZID-F (EZ/SAC)	54/18.8	17.5	15.6	11.0	-----	-----	93/972	492/30.1	32.0	23.8	12.9	26	331	WZID-F
2. WGIR-F (AOR)	21/ 7.3	10.6	13.2	11.3	-----	-----	74/1078	383/23.4	29.3	29.5	11.9	24	489	WGIR-F
3. WOKQ-F (C)	20/ 6.9	3.1	6.8	3.5	-----	-----	37/562	230/14.1	12.2	13.9	6.0	12	199	WOKQ-F
4. WHOB-F (CHR)	17/ 5.9	5.5	6.1	8.7	-----	-----	47/720	265/16.2	16.7	18.1	11.9	24	349	WHOB-F
WGIR (N/T)	17/ 5.9	5.8	4.1	8.1	-----	-----	22/348	246/15.0	17.4	14.0	4.0	8	219	WGIR
6. WSSH-F (SAC)	16/ 5.6	6.2	4.7	5.5	-----	-----	46/803	291/17.8	18.4	13.5	2.5	5	128	WSSH-F
7. WZOU-F (CHR)	10/ 3.5	3.1	2.0	2.9	-----	-----	23/588	233/14.3	13.0	12.5	6.5	13	244	WZOU-F
WFEA (AC)	10/ 3.5	3.8	2.7	3.2	-----	-----	12/197	131/ 8.0	8.3	11.2	2.5	5	100	WFEA
9. WCGY-F (AOR)	9/ 3.1	2.7	0.7	2.9	-----	-----	15/268	108/ 6.6	11.3	7.3	3.0	6	95	WCGY-F
10. WODS-F (O)	6/ 2.1	3.4	5.1	2.6	-----	-----	14/334	155/ 9.5	9.6	10.9	1.5	3	148	WODS-F
WBCN-F (AOR)	6/ 2.1	2.4	4.1	3.5	-----	-----	27/378	149/ 9.1	10.0	11.8				WBCN-F
12.														
13.														
14.														
15.														

12+ FM SHARE (METRO): 84.30% (204 of 242) (FAL 89: 84.98%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZOU-F	1 WGIR-F	1 WZID-F>	1 WZID-F>	1 WZID-F>	1 WZID-F>	1 WZID-F>	1 WZID-F>	1 WZID-F>	1 WHOB-F	1 WZID-F
WHOB-F>	2 WZID-F>	2 WGIR-F>	2 WGIR-F>	2 WGIR-F>	2 WOKQ-F	2 WGIR >	2 WSSH-F	2 WGIR-F>	WGIR-F	2 WBZ
3 WAAF-F	3 WHOB-F	3 WSSH-F	3 WSSH-F>	3 WSSH-F	3 WGIR >	3 WGIR-F	WGIR-F>	3 WHOB-F	3 WZID-F	3 WGIR-F
4	4 WCGY-F	4 WHOB-F	4 WOKQ-F	4 WOKQ-F	4 WSSH-F	4 WOKQ-F	4 WGIR	4 WSSH-F	4 WZOU-F>	4 WOKQ-F
5	5 WSSH-F	5	WHOB-F	5	5 WFEA	5	5	5 WOKQ-F	5 WAAF-F	5
6	6 WBCN-F									

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHOB-F	1 WZID-F	1 WZID-F	1 WZID-F>	1 WZID-F>	1 WGIR-F>	1 WGIR-F	1 WCGY-F	1 WZID-F	1 WZID-F>
WZID-F>	2 WGIR-F>	2 WGIR-F>	2 WSSH-F	2 WSSH-F>	2 WAAF-F>	2 WCGY-F>	2 WGIR-F	WGIR-F>	2 WGIR-F>
3 WGIR-F	3 WSSH-F	3 WSSH-F>	3 WGIR-F>	3 WGIR-F>	3 WZOU-F	3 WHOB-F	3 WHOB-F	3 WCGY-F	3 WOKQ-F
WFEA >	WHOB-F>	4 WXLO-F	4 WHOB-F	4 WODS-F	WSSH-F	4 WBCN-F	WZID-F	4 WHOB-F	WCGY-F
5 WZOU-F	5	WHOB-F	5 WOKQ-F	5 WGIR	WHOB-F	5 WBCN-F>	5	5	5 WHOB-F
		WJYY-F				6 WAAF-F			

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		30 (4)	30 (4)	12.4	12.3	WJYY-F 105.5	Concord/Mnchstr 1.7/3.9/ 23/ 328
AOR/CLASSIC		49 (7)	49 (7)	20.2	26.1	WKBR 1250	Manchester 0.3/4.3/ 1/ 71
AC/OLDIES/SOFT ROCK	11 (2)	42 (9)	53 (11)	21.9	19.4	WMDK-F 92.1	Peterborough 1.0/2.9/ 4/ 67
MOR/VARIETY	5 (1)		5 (1)	2.1	3.6		
COUNTRY		20 (1)	20 (1)	8.3	7.9	WAAF-F 107.3	Worcester/Bostn 1.7/7.5/ 20/ 300
BLACK/URBAN						WBOS-F 92.9	Brookline/Bostn 0.7/3.5/ 11/ 199
BEAUTIFUL/EASY		56 (2)	56 (2)	23.1	22.1	WBZ 1030	Boston 1.7/7.0/ 18/ 418
NEWS/TALK	22 (3)		22 (3)	9.1	8.3	WCDJ-F 96.9	Boston 1.4/3.2/ 13/ 205
NOSTALGIA						WCRB-F 102.5	Waltham/Boston 1.0/2.9/ 15/ 116
RELIGION/GOSPEL						WEEI 590	Boston 0.3/1.7/ 3/ 53
SPANISH						WFNX-F 101.7	Lynn 0.3/2.3/ 4/ 88
CLASSICAL		3 (1)	3 (1)	1.2	0.4	WHEB-F 100.3	Portsmouth 0.3/2.8/ 3/ 98
JAZZ/NEW AGE		4 (1)	4 (1)	1.7		WHOM-F 94.9	Mt.Wash/Portlnd 0.7/5.3/ 29/ 460
UNKNOWN/OTHERS						WLYT-F 92.5	Haverhill/Bostn 0.7/5.6/ 4/ 166
						WNNH-F 99.1	Henniker/Concd 1.7/4.2/ 14/ 272
						WRKO 680	Boston 1.4/7.3/ 10/ 237
						WROR-F 98.5	Boston 0.7/7.0/ 11/ 304
						WVBF-F 105.7	Framingham/Bstn 0.3/2.6/ 4/ 101
						WXKS-F 107.9	Medford/Boston 0.7/4.9/ 12/ 207
						WXLO-F 104.5	Fitchburg 1.0/9.2/ 7/ 261
						WZLX-F 100.7	Boston 1.4/5.8/ 12/ 278
	38 (6)	204 (25)	242 (31)				

RADIO STATIONS

WFEA, 1370, 5 KW (DA-2), AC, NBC, TALKNT, \$ 18.00 (Katz), Sunshine
 WGIR, 610, 5 KW/1 KW (DA-2), NEWS/TALK, \$ 35.00 (Banner), Knight
 WKBR, 1250, 5 KW (DA-2), MOR/VARIOUS, CBS, \$ 14.00 (S. Katz)
 WGIR-F, 101.1, 10 KW @ 920, AOR, ABC I, ABC T, \$ 67.00 (Banner), Knight
 WJYY-F, 105.5, 1.6 KW @ 456, SOFT AC, \$ 24.00 (Eastman), Empire (CONCORD)
 WZID-F, 95.7, 14 KW @ 926, EZ, \$ 46.00 (Katz), Sunshine
 WHOB-F, 106.3, 3 KW @ 328, CHR, \$ 30.00 (McGuild), (NASHUA)

OTHER RANKED STATIONS -- See Boston or Portsmouth

MELBOURNE-TITUSVILLE-COCOA

Arbitron Rank/Pop (12+): 96/366,600
 MSA Rank/Pop: 115/414,000
 Orlando ADI
 Average Person Ratings: 16.8
 Market TSL: 22.25 hours

Stations: 27/7
 Diaries: 783/430:1/55.9%
 Sample Target: 770
 % Below Line: 57.9
 % Not Listed: 14.4

1990 Revenue: NA
 HH Inc.: \$31,542
 Retail \$: 2.8 Bill
 Pop per Station: 52,371
 #1 Biller: NA

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume
1. WWKA-F (C)	70/11.3	10.9	---	10.7	---	---	116/1318	748/20.4	18.3	0.0			WWKA-F
2. WMMB (BB)	55/ 8.9	7.3	---	5.2	---	---	55/473	470/12.8	10.4	0.0			WMMB
3. WSSP-F (EZ)	53/ 8.6	12.0	---	20.1	---	---	73/959	677/18.5	22.4	0.0			WSSP-F
4. WHTQ-F (AOR)	44/ 7.1	10.3	---	9.4	---	---	68/996	604/16.5	18.3	0.0			WHTQ-F
5. WOMX-F (CHR)	31/ 5.0	7.9	---	7.0	---	---	55/948	605/16.5	23.3	0.0			WOMX-F
WOCL-F (O)	31/ 5.0	3.8	---	4.4	---	---	64/762	369/10.1	7.9	0.0			WOCL-F
7. WSTF-F (AC)	30/ 4.9	8.4	---	6.4	---	---	48/911	599/16.3	19.1	0.0			WSTF-F
8. WAOA-F (AC)	29/ 4.7	2.3	---	1.5	---	---	29/344	339/ 9.2	8.5	0.0			WAOA-F
9. WLRQ-F (AC)	28/ 4.5	3.4	---	4.1	---	---	28/386	375/10.2	11.0	0.0			WLRQ-F
10. WGGD-F (O)	26/ 4.2	3.8	---	2.6	---	---	26/372	361/ 9.8	9.9	0.0			WGGD-F
11. WJHM-F (B)	17/ 2.8	2.1	---	2.8	---	---	60/741	249/ 6.8	3.7	0.0			WJHM-F
12. WHKR-F (C)	16/ 2.6	3.2	---	---	---	---	16/212	212/ 5.8	6.9	0.0			WHKR-F
13. WDIZ-F (AOR)	15/ 2.4	3.4	---	2.6	---	---	39/791	401/10.9	11.7	0.0			WDIZ-F
15. WTAI (T)	15/ 2.4	1.1	---	0.7	---	---	16/157	147/ 4.0	1.6	0.0			WTAI

12+ FM SHARE (METRO): 82.77% (437 of 528) (FAL 89: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOMX-F>	1 WHTQ-F>>	1 WHTQ-F	1 WWKA-F	1 WWKA-F>	1 WWKA-F	1 WWKA-F	1 WWKA-F<	1 WWKA-F>	1 WSSP-F	1 WWKA-F>
2 WJHM-F	2 WSTF-F	2 WWKA-F	2 WSTF-F	2 WSSP-F<	2 WMMB	2 WMMB	2 WMMB	2 WSSP-F	2 WWKA-F	2 WSSP-F
3	3 WAOA-F	3 WSTF-F	3 WGGD-F	3 WOCL-F	3 WSSP-F	3 WSSP-F	3 WSSP-F	3 WMMB	3 WHTQ-F	3 WHTQ-F
4	4 WOMX-F	4 WAOA-F	4 WSSP-F	4 WSTF-F	4	4 WHTQ-F	4 WHTQ-F	4 WHTQ-F<	4 WMMB	WMMB
5	WLRQ-F	5 WLRQ-F<	WHTQ-F	WGGD-F	5	5	5 WGGD-F	5 WOCL-F	5 WJHM-F	5
		6 WGGD-F	WLRQ-F							

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAOA-F	1 WSTF-F	1 WSTF-F>	1 WSTF-F	1 WWKA-F	1 WHTQ-F>>	1 WHTQ-F>>	1 WHTQ-F>	1 WHTQ-F>	1 WWKA-F
2 WOMX-F	2 WOMX-F	2 WOMX-F	2 WLRQ-F	2 WSTF-F	2 WDIZ-F	2 WAOA-F	2 WWKA-F	2 WWKA-F	2 WSSP-F
3 WWKA-F	3 WLRQ-F	3 WLRQ-F	3 WWKA-F	3 WLRQ-F	WAOA-F>>	3 WDIZ-F>	3 WLRQ-F	3 WAOA-F	3 WOCL-F
WHTQ-F	4 WHTQ-F	4 WHTQ-F>	4 WGGD-F	4 WGGD-F	4	4 WWKA-F	4 WGGD-F	4 WSSP-F	4 WHTQ-F
WGNE-F	5 WAOA-F	5 WSSP-F	5 WOMX-F	5 WOCL-F	5	5	5	5	5 WAOA-F
WLRQ-F		WGGD-F							

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA
TOP 40/CHR/CONTEMP		39 (3)	39 (3)	7.4		WAMT 1060 Titusville	0.3/1.2/ 2/ 48	
AOR/CLASSIC		61 (3)	61 (3)	11.6		WCXL-F 103.7 Vero Beach	0.6/1.6/ 27/ 193	
AC/OLDIES/SOFT ROCK		153 (7)	153 (7)	29.0		WDBO 580 Orlando	0.8/3.0/ 8/ 199	
MOR/VARIETY	5 (1)		5 (1)	0.9		WGNE-F 98.1 Titusville	1.6/3.2/ 63/ 514	
COUNTRY	2 (1)	99 (4)	101 (5)	19.1		WGTO 540 Pine Hills/Orl	1.8/3.0/ 11/ 127	
BLACK/URBAN		17 (1)	17 (1)	3.2		WKGR-F 98.7 Ft. Pierce	0.3/2.2/ 3/ 175	
BEAUTIFUL/EASY		66 (2)	66 (2)	12.5		WLOQ-F 103.1 Winter Park/Orl	0.3/1.4/ 5/ 110	
NEWS/TALK	18 (2)		18 (2)	3.4		WMGF-F 107.7 Mount Dora	0.8/4.2/ 31/ 496	
NOSTALGIA	55 (1)		55 (1)	10.4		WMMO-F 98.9 Orlando	1.0/2.1/ 16/ 173	
RELIGION/GOSPEL						WPCV-F 97.5 Winter Haven/Lk	0.5/2.1/ 3/ 100	
SPANISH						WWLV-F 94.5 Daytona Beach	2.1/5.8/ 67/ 890	
CLASSICAL						WNNZ 740 Orlando	0.5/1.3/ 6/ 89	
JAZZ/NEW AGE		2 (1)	2 (1)	0.4		WXXL-F 106.7 Leesburg	0.3/2.3/ 5/ 172	
UNKNOWN/OTHERS	11 (1)		11 (1)	2.1				
	91 (6)	437 (21)	528 (27)					

RADIO STATIONS

WHEL, 920, 5 KW/1 KW (DA-N), MOR SUN, \$ 15.00 (K & P) Elyria-Lorain
 WMMB, 1240, 1 KW, NOST./MOR, HBC, ABC I, \$ 22.00 (Torbet)

WAOA-F, 107.1, 100 KW @ 500, AC, \$ 19.00 (McGuilld)
 WGGD-F, 102.3, 3 KW @ 240, OLDIES, \$ 21.00 (Torbet)
 WHKR-F, 102.7, 6 KW @ 300, COUNTRY, \$ 20.00 (K & P)
 WLRQ-F, 99.3, 1 KW @ 488, SOFT AC, \$ 23.00 (Eastman)
 WGNE-F, 98.1, 50 KW @ 500, COUNTRY, \$ 21.00 (Banner) Sage

OTHER RANKED STATIONS -- See Orlando

Miscellaneous Comments: WYTI-F changes calls to WAOR-F (Oct. 89)...WMMY-F changes to WGGD and format from CHR to OLDIES (Feb)...

MEMPHIS

Arbitron Rank/Pop (12+): 43/895,100
 MSA Rank/Pop: 49/989,000
 ADI # 39
 Average Person Ratings: 17.4
 Market TSL: 23.00 hours

Stations: 18/18
 Diaries: 1289/694:1/50.8%
 Sample Target: 1230
 % Below Line: 0.0
 % Not Listed: 8.9

1990 Revenue: \$29,000,000
 HH Inc.: \$23,401
 Retail \$: 7.0 Bil
 Pop per Station: 49,727
 #1 Biller: WGKX-F \$5,900,000

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. WHRK-F (B)	218/14.0	12.8	12.4	13.3	16.2	13.1	271/2969	2294/25.6	22.4	26.2	16.1	218	2478	WHRK-F
2. WGKX-F (C)	156/10.0	10.2	10.9	12.0	10.9	10.8	221/2504	1707/19.1	22.1	21.2	10.3	139	1692	WGKX-F
WDIA (B)	156/10.0	9.4	9.2	9.6	11.2	9.6	194/2276	1783/19.9	19.2	20.2	10.4	141	1330	WDIA
4. WEGR-F (AOR)	137/ 8.8	9.4	8.1	8.4	8.6	8.7	200/2206	1408/15.7	14.0	15.7	12.4	168	1690	WEGR-F
5. WMC -F (C)	131/ 8.4	8.7	8.1	7.5	8.2	8.2	170/2533	1892/21.1	22.7	20.3	8.8	119	1934	WMC -F
6. WRVR-F (AC)	124/ 8.0	8.5	8.7	9.3	7.4	8.6	172/2233	1672/18.7	19.7	19.4	7.7	104	1382	WRVR-F
7. KPYR-F (O)	97/ 6.2	4.1	4.0	3.4	5.2	4.4	139/2415	1631/18.2	12.5	13.5	5.6	76	1075	KPYR-F
8. WLOK (G)	84/ 5.4	5.5	4.5	5.6	4.4	5.3	84/874	866/ 9.7	9.7	10.7	4.1	55	699	WLOK
KHUL-F (B)	84/ 5.4	5.1	6.8	3.8	4.1	5.3	92/1787	1630/18.2	17.6	15.1	5.0	68	1773	KHUL-F
10. WREC (BB)	50/ 3.2	1.7	2.4	2.5	2.1	2.5	57/876	738/ 8.2	6.1	8.3	3.4	46	509	WREC
11. WMC (N/T)	42/ 2.7	3.9	2.9	3.3	4.8	3.2	57/862	723/ 8.1	8.0	8.3	4.4	60	706	WMC
12. WEZI-F (EZ)	39/ 2.5	3.9	4.6	4.0	3.1	3.8	40/694	650/ 7.3	10.0	9.3	1.1	15	463	WEZI-F
13. KFTH-F (REL)	24/ 1.5	1.5	1.3	1.0	0.8	1.3	24/310	310/ 3.5	3.5	4.3	1.3	17	261	KFTH-F
14.														
15.														

12+ FM SHARE (METRO): 71.23% (1010 of 1418) (FAL 89: 70.22%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHRK-F>>	1 WHRK-F	1 WHRK-F<	1 WRVR-F<	1 WRVR-F	1 WGKX-F	1 WHRK-F	1 WRVR-F	1 WHRK-F	1 WHRK-F>>	1 WHRK-F
2 WMC -F>	2 WEGR-F>	2 WEGR-F	2 WEGR-F<	2 WRVR-F	2 WDIA	2 WGKX-F	2 WEGR-F	2 WGKX-F	2 WDIA	2 WDIA >
3 KHUL-F	3 WMC -F	3 WRVR-F<	3 WDIA	3 WEGR-F<	3 WRVR-F	3 WDIA	3 WRVR-F	3 WHRK-F	3 KHUL-F<	3 WEGR-F
4	4 WDIA	4 WDIA	4 KPYR-F	4 WGKX-F<	4 WLOK <	4 WEGR-F	4 WGKX-F<	4 WMC -F<	4 WEGR-F	4 WGKX-F
5	5 KHUL-F	5 WGKX-F<	5 WGKX-F	5 KPYR-F	5 KPYR-F	5 WMC -F	5 WHRK-F	5 WEGR-F>	5 WMC -F>	5 KHUL-F
6	6 WGKX-F	6 WMC -F	6 WHRK-F	6 WHRK-F	6 WREC	6 WRVR-F	6 WMC -F<	6 KPYR-F	6 WGKX-F	6 WLOK
7	7 WRVR-F	7 KPYR-F	7 WMC -F	7 WMC -F	7	7	7 KPYR-F	7	7	7
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHRK-F>>	1 WHRK-F	1 WDIA <	1 WHRK-F	1 WDIA <		1 WHRK-F	1 WEGR-F	1 WEGR-F>	1 WEGR-F	1 WEGR-F
2 WMC -F	2 WMC -F	2 WMC -F<	2 WRVR-F<	2 WRVR-F>		2 WEGR-F>	2 WHRK-F>	2 WHRK-F>	2 WHRK-F>	2 WGKX-F
3 WEGR-F	3 WDIA <	3 WHRK-F	3 WDIA	3 WMC -F		3 WMC -F	3 KHUL-F	3 WGKX-F	3 KPYR-F	3 KPYR-F
4 KHUL-F	4 WEGR-F	4 WRVR-F	4 WMC -F	4 KPYR-F<		4 WHRK-F>>	4 WMC -F	4 WDIA	4 WGKX-F	4 WRVR-F
5 WGKX-F>	5 WRVR-F	5 WEGR-F	5 WEGR-F	5 WGKX-F		5	5 WGKX-F	5 KPYR-F	5 WDIA <	5 WHRK-F<
6 WDIA	6 KHUL-F<	6	6 WGKX-F	6 WHRK-F<		6	6 WDIA	6 KHUL-F	6 WRVR-F	6 WDIA
7	7 WGKX-F	7	7 KPYR-F	7 WEGR-F>>		7	7 KPYR-F	7	7 KHUL-F	7

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER	RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA TSA
TOP 40/CHR/CONTEMP					14.5	KWAM	990	Memphis	1.1/4.2/ 19/ 440
AOR/CLASSIC					9.7	WCRV	640	Collierville	1.3/3.7/ 40/ 557
AC/OLDIES/SOFT ROCK	12 (1)	137 (1)	233 (3)	16.4	10.1	WHBQ	560	Memphis	0.8/2.1/ 13/ 224
MOR/VARIETY						WODZ	680	Memphis	0.8/2.8/ 18/ 374
COUNTRY	12 (1)	287 (2)	299 (3)	21.1	12.4	WXSS	1030	Memphis	1.0/2.4/ 15/ 224
BLACK/URBAN	171 (2)	302 (2)	473 (4)	33.4	34.9				
BEAUTIFUL/EASY		39 (1)	39 (1)	2.8	3.4				
NEWS/TALK	42 (1)		42 (1)	3.0	7.8				
NOSTALGIA	50 (1)		50 (1)	3.5					
RELIGION/GOSPEL	121 (3)	24 (1)	145 (4)	10.2	7.7				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS									

RADIO STATIONS

KWAM, 990, 10 KW/450 W (DA-2), GOSPEL					\$ 20.00 (Durpetti)	Rivers
WDIA, 1070, 50 KW/5 KW (DA-2), BLACK				APR, SBN, \$ 39.00 (McGuilid)	Ragan Henry	
WHBQ, 560, 5 KW/1 KW (DA-2), OLDIES				ABC D, APR, \$ 20.00 (Republic)		
WLOK, 1340, 1 KW (DA-1), GOSPEL				NBN, SBN, \$ 24.00 (K & P)		
WMC, 790, 5 KW (DA-N), TALK				ABC I, NBC, \$ 35.00 (Banner)	Scripps-Howard	
WREC, 600, 5 KW (DA-N), NOSTALGIA				CBS, \$ 30.00 (McGuilid)	New Market	
WXSS, 1030, 50 KW/ 1 KW(DA-2), BLACK/GOSPEL				SMN, NBN, \$ 20.00 (---)	Willis	
KHUL-F, 101.1, 100 KW @ 450, BLACK				ABC F, \$ 37.00 (Durpetti)	Rivers	
KPYR-F, 98.1, 100 KW @ 682, OLDIES				ABC R, ABC C, \$ 33.00 (Christal)	Diamond (OSCEOLA, AR)	
WEGR-F, 102.7, 100 KW @ 900, AOR				UNIPWR, \$ 57.00 (McGuilid)	New Market	
WEZI-F, 94.3, 3 KW @ 300, EZ				UNISUP, UNIPWR, \$ 35.00 (Eastman)	Ardman	
WGKX-F, 105.9, 100 KW @ 984, COUNTRY				\$ 105.00 (Katz)	Barnstable	
WHRK-F, 97.1, 100 KW @ 531, BLACK				NBC, \$ 75.00 (McGuilid)	Ragan Henry	
WMC-F, 99.7, 300 KW @ 908, CHR				SOURCE, \$ 96.00 (Banner)	Scripps-Howard	
WRVR-F, 104.5, 100 KW @ 750, AC				\$ 100.00 (MMR)	Keymarket	

MISCELLANEOUS: *WQM - sold for \$420,000 (Pierce) . . . KMPZ-F changes to KPYR-F (August) . . .

MIAMI-FT. LAUDERDALE

Arbitron Rank/Pop (12+): 11/2,767,100

Stations: 37/33
 Diaries: 2588/1069:1/47.6%
 Sample Target: 2640
 % Below Line: 2.8
 % Not Listed: 7.8

1990 Revenue: \$106,000,000
 HH Inc.: \$33,612
 Retail \$: 27.5 Bil
 Pop per Station: 83,851
 #1 Biller: WMXJ-F \$10,300,000

MSA Rank/Pop: 25/3,180,000 (Miami)
 ADI # 16 34 (Ft. Lauderdale)
 Average Person Ratings: 19.4
 Market TSL: 25.50 hours

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. WLYF-F (EZ)	435/ 8.1	6.8	6.9	8.2	7.7	7.5	467/5003	4409/15.9	14.5	15.5	5.4	255	3111	WLYF-F
2. WEDR-F (B)	333/ 6.2	5.5	5.0	2.6	2.7	4.8	375/3565	3062/11.1	8.4	6.2	8.1	384	3004	WEDR-F
3. WIOD (N/T)	275/ 5.1	5.3	3.3	3.8	5.2	4.4	305/4546	3983/14.4	9.9	15.4	4.7	223	2740	WIOD
4. WPOW-F (CHR)	266/ 4.9	4.8	5.3	4.7	5.1	4.9	295/3931	3341/12.1	13.6	12.4	6.8	325	4155	WPOW-F
5. WFLC-F (AC)	239/ 4.4	4.0	2.0	2.0	2.1	3.1	260/3723	3386/12.2	8.9	7.7	4.8	229	2458	WFLC-F
6. WAQI (SP)	235/ 4.4	5.0	6.5	4.9	3.5	5.2	238/2098	2043/ 7.4	8.6	6.4	4.4	208	1798	WAQI
7. WKIS-F (C)	227/ 4.2	3.6	3.7	4.6	4.1	4.0	246/2851	2411/ 8.7	9.1	9.3	4.1	194	1941	WKIS-F
8. WHQT-F (U/B)	221/ 4.1	5.5	7.1	8.2	8.0	6.2	266/3682	3181/11.5	14.6	15.9	8.6	409	4512	WHQT-F
9. WHYI-F (CHR)	196/ 3.6	3.8	4.0	4.2	3.6	3.9	221/3930	3324/12.0	13.9	13.6	3.4	163	3429	WHYI-F
10. WMXJ-F (O)	192/ 3.6	3.1	3.4	4.5	4.8	3.7	215/3337	2884/10.4	10.3	12.0	3.5	168	1922	WMXJ-F
11. WQBA (SP)	191/ 3.6	3.7	4.2	3.7	4.0	3.8	191/1847	1806/ 6.5	6.3	6.9	2.8	132	1282	WQBA
WJQY-F (SAC)	191/ 3.6	3.8	3.9	4.5	4.4	4.0	210/2978	2630/ 9.5	10.2	10.7	2.9	140	1700	WJQY-F
13. WXDJ-F (SP)	185/ 3.4	4.0	3.6	2.0	2.5	3.3	186/1742	1722/ 6.2	6.8	4.8	2.4	115	1229	WXDJ-F
14. WSHE-F (AOR)	174/ 3.2	3.3	2.9	2.2	2.5	2.9	204/3072	2575/ 9.3	8.0	8.4	4.6	218	3206	WSHE-F
15. WCMQ-F (SP)	162/ 3.0	3.5	3.3	4.1	3.7	3.5	162/1947	1937/ 7.0	8.3	8.5	2.2	105	1351	WCMQ-F
16. WZTA-F (CL AOR)	159/ 3.0	2.5	2.2	2.3	1.7	2.5	194/2784	2257/ 8.2	5.9	5.9	3.2	151	2295	WZTA-F
17. WINZ (N/T)	143/ 2.7	2.8	3.3	3.4	2.9	3.0	153/2679	2400/ 8.7	10.1	9.3	2.0	93	1639	WINZ
18. WTMJ-F (CL)	135/ 2.5	2.8	2.3	2.3	3.1	2.5	154/2175	1867/ 6.7	7.9	8.5	1.9	90	1333	WTMJ-F
WLVE-F (J/NA)	135/ 2.5	2.4	2.5	2.9	2.5	2.6	153/2285	2052/ 7.4	9.2	8.5	2.9	138	1698	WLVE-F
20. WWFE (SP)	114/ 2.1	0.5	0.4	0.3	0.7	0.8	114/719	704/ 2.5	1.4	1.6	1.3	62	613	WWFE
21. WAXY-F (AC)	111/ 2.1	2.6	3.0	3.1	3.4	2.7	122/2489	2277/ 8.2	10.9	11.3	2.5	120	2190	WAXY-F
22. WQBA-F (SP)	93/ 1.7	1.6	1.8	2.8	2.6	2.0	105/1497	1347/ 4.9	5.4	6.5	2.0	96	1140	WQBA-F
23. WEAT-AF (EZ)	92/ 1.7	1.3	1.5	1.6	1.9	1.5	287/3112	1141/ 4.1	3.8	5.2	0.6	27	582	WEAT-AF
24. WMRZ (BB)	68/ 1.3	3.1	3.4	4.5	4.8	3.1	79/1220	1112/ 4.0	10.3	12.0	1.8	84	971	WMRZ
25. WFTL (BB)	63/ 1.2	1.1	0.4	0.5	0.5	0.8	67/748	692/ 2.5	1.5	1.9	0.7	31	462	WFTL

12+ FM SHARE (METRO): 73.08% (3621 of 4955) (FAL 89: 71.47%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPOW-F>>	1 WEDR-F>	1 WEDR-F	1 WEDR-F>	1 WEDR-F	1 WLYF-F>	1 WLYF-F	1 WLYF-F>	1 WLYF-F>	1 WEDR-F>	1 WIOD >
2 WHQT-F	2 WFLC-F<	2 WFLC-F	2 WFLC-F	2 WFLC-F	2 WAQI <	2 WAQI	2 WIOD	2 WPOW-F<	2 WHQT-F<	2 WEDR-F>
3 WEDR-F>	3 WSHE-F<	3 WMXJ-F<	3 WZTA-F	3 WLYF-F<	3 WIOD	3 WEDR-F	3 WFLC-F	3 WEDR-F	3 WPOW-F>	3 WINZ >
4 WHYI-F	4 WHQT-F	4 WPOW-F<	4 WMXJ-F	4 WZTA-F	4 WQBA	4 WIOD	4 WAQI	4 WFLC-F	4 WLYF-F	4 WHQT-F
5	5 WPOW-F	5 WSHE-F<	5 WXDJ-F	5 WMXJ-F	5 WKIS-F	5 WQBA	5 WEDR-F	5 WKIS-F	5 WJQY-F	5 WLYF-F>
6	6 WHYI-F	6 WHYI-F<	6 WIOD	6 WKIS-F<	6 WXDJ-F	6 WKIS-F	6 WQBA <	6 WHYI-F<	6 WINZ	6 WKIS-F
7	7 WZTA-F	7 WZTA-F	7 WKIS-F	7 WXDJ-F	7 WTMJ-F	7 WXDJ-F	7 WKIS-F	7 WMXJ-F	7 WAQI	7 WMXJ-F
8	8 WMXJ-F	8 WHQT-F	8 WJQY-F	8 WIOD	8 WINZ	8 WHYI-F	8 WJQY-F	8	8	8
9	9	9	9 WHYI-F	9	9 WCMQ-F	9 WFLC-F	9	9	9	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPOW-F>	1 WEDR-F>	1 WEDR-F>	1 WEDR-F	1 WEDR-F	1 WSHE-F	1 WEDR-F	1 WEDR-F	1 WEDR-F	1 WZTA-F
2 WHQT-F<	2 WHQT-F	2 WHQT-F	2 WFLC-F	2 WFLC-F	2 WPOW-F<	2 WSHE-F	2 WZTA-F	2 WSHE-F	2 WIOD
3 WEDR-F	3 WFLC-F	3 WFLC-F	3 WHQT-F	3 WMXJ-F<	3 WFLC-F	3 WFLC-F	3 WSHE-F	3 WFLC-F<	3 WEDR-F
4 WFLC-F	4 WPOW-F	4 WHYI-F	4 WMXJ-F<	4 WLYF-F	4 WEDR-F<	4 WPOW-F	4 WIOD <	4 WZTA-F<	4 WFLC-F<
5 WJQY-F	5 WHYI-F	5 WSHE-F	5 WHYI-F	5 WXDJ-F<	5 WMXJ-F>	5 WZTA-F	5 WFLC-F	5 WIOD	5 WLVE-F
6 WSHE-F	6 WSHE-F	6 WMXJ-F	6 WLYF-F	6 WKIS-F<	6 WHQT-F	6 WHQT-F	6 WHQT-F	6 WPOW-F<	6 WSHE-F
7 WHYI-F	7 WJQY-F	7 WZTA-F	7 WJQY-F<	7 WHQT-F	7 WHYI-F>>	7 WHYI-F<	7 WPOW-F	7 WMXJ-F	7 WKIS-F<
8	8	8 WJQY-F	8 WXDJ-F	8 WHYI-F	8	8 WMXJ-F	8 WHYI-F	8	8 WLYF-F
9	9	9	9 WPOW-F	9	9	9 WIOD	9	9	9 WJQY-F
10	10	10	10	10	10	10	10	10	10

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		462 (2)	462 (2)	9.3	9.3	WAVS 1170 Davie/Miami	0.5/1.0/ 30/ 298
AOR/CLASSIC		333 (2)	333 (2)	6.7	6.8	WCMQ 1210 Miami	0.6/2.1/ 32/ 585
AC/OLDIES/SOFT ROCK	34 (1)	770 (5)	804 (6)	16.2	17.5	WKAT 1360 North Miami	0.3/0.7/ 16/ 202
MOR/VARIETY						WMBM 1490 Miami Beach	0.9/2.4/ 48/ 658
COUNTRY		227 (1)	227 (1)	4.6	5.3	WOCN 1450 Miami	0.4/1.1/ 22/ 323
BLACK/URBAN	28 (1)	554 (2)	582 (3)	11.7	11.9	WQAM 560 Miami/Ft. Ldrd1	0.6/2.8/ 35/ 834
BEAUTIFUL/EASY	5 (1)	522 (2)	527 (3)	10.6	10.2	WRFM 830 Hialeah	0.4/0.7/ 20/ 202
NEWS/TALK	458 (4)		458 (4)	9.2	11.7	WRTO-F 98.3 Goulds/Miami	0.8/1.8/ 44/ 525
NOSTALGIA	131 (2)		131 (2)	2.6	0.5	WVNN 980 Pompano Beach	0.3/1.8/ 26/ 548
RELIGION/GOSPEL	48 (1)		48 (1)	1.0	1.5		
SPANISH	610 (6)	483 (4)	1093 (10)	22.1	18.0	WEAT 850 West Palm Beach	0.1/0.0/ 0/ 0
CLASSICAL		135 (1)	135 (1)	2.7	3.3	WJNO 1230 West Palm Beach	0.4/1.5/139/1640
JAZZ/NEW AGE		135 (1)	135 (1)	2.7	2.7	WRMF-F 97.9 West Palm Beach	0.7/2.3/154/2070
UNKNOWN/OTHERS	20 (1)		20 (1)	0.4	1.3		
	1334 (17)	3621 (20)	4955 (37)				

RADIO STATIONS

AM STATIONS

WAQI, 710, 50 KW/25 KW (DA-2),	Hispanic	\$ 68.00	(Katz Hisp.)	
WCMQ, 1210, 25 KW/2.5 KW (DA-2),	Hispanic MOR	\$ 50.00	(SBS)	SBS
WFTL, 1400, 1 KW	Talk	CNN UNISUP, \$ 38.00	(Roslin)	
WINZ, 940, 50 KW/25 KW (DA-N)	News/Talk	CBS, \$ 72.00	(Katz)	Guy Gannett
WIOD, 610, 10 KW (DA-2)	Talk	MBS, \$130.00	(Christal)	Cox
WMBM, 1490, 1 KW	Gospel	NBN, \$ 28.00	(K & P)	
WMRZ, 790, 25 KW	Nostalgia	ABC I, \$ 70.00	(Banner)	Jeff-Pilot
WOCN, 1450, 1 KW (DA-2)	Hispanic	\$ 35.00	(Lotus)	
WQAM, 560, 5 KW/1 KW	Country	NBC UNISUP, \$ 33.00	(HNWH)	Sunshine Wireless
WQBA, 1140, 50 KW/10 KW (DA-2)	Hispanic Full Service	\$130.00	(Katz Hisp.)	Tichenor
WRHC, 1150, 10 KW/500 W (DA-2)	Hispanic	\$ 43.00	(---)	Omar Valliant
WSUA, 1290, 5 KW (DA-2)	Hispanic	\$ 38.00	(Caballero)	
WVCG, 1080, 50 KW/10 KW (DA-2)	Religion/Ethnic	\$ 30.00	(---)	Evergreen

FM STATIONS

WAXY, 105.9, 100 KW @ 1020	AC/Oldies	\$109.00	(Republic)	Ackerly
WCMQ, 92.3, 31 KW @ 620	Hispanic/Soft AC	\$ 75.00	(SBS)	SBS
WEDR, 99.1, 70 KW @ 165	Black	RADRAD, \$ 68.00	(---)	Rivers
WFLC, 97.3, 98 KW @ 800	AC	\$ 75.00	(Christal)	Cox
WHQT, 105.1, 100 KW @ 1006	Urban/CHR	\$135.00	(MMR)	EZ
WHYI, 100.7, 100 KW @ 1006	CHR	\$125.00	(Mc-Guild)	Metroplex
WJQY, 106.7, 100 KW @ 984	Soft AC	UNISUP, \$140.00	(Katz)	Tak
WKIS, 99.9, 100 KW @ 984	Country	UNIPWR, \$ 96.00	(HNWH)	Sunshine Wireless
WLVE, 93.9, 96 KW @ 1006	AC/Jaz/NAC	\$138.00	(Torbet)	Gilmore
WLYF, 101.5, 100 KW @ 810	EZ	\$104.00	(Banner)	Jeff-Pilot
WMXJ, 102.7, 100 KW @ 1006	Oldies	\$	(Durpetti)	
WPOW, 96.5, 100 KW @ 1006	CHR	SOURCE, \$178.00	(HNWH)	Beasley
WQBA, 107.5, 96 KW @ 1006	Hispanic AC	\$ 85.00	(Katz Hisp.)	Tichenor
WSHE, 103.5, 100 KW @ 1006	AOR	\$ 92.00	(Eastman)	TK
WTHI, 93.1, 96 KW @ 1006	Classical	\$ 83.00	(CMBS)	Marlin
WXDJ, 95.7, 100 KW @ 980	??	\$ 57.00	(CBS)	
WZTA, 94.9, 96 KW @ 1006	Classic AOR	\$ 70.00	(Katz)	Guy Gannett

MISCELLANEOUS: WNWS to WMRZ and format from News/Talk to Nostalgia (Oct) . . . WFTL - from Nostalgia to Talk (Nov) . . .
 WXDJ-F (Homestead) - sold for \$14,500,000 . . .

MILWAUKEE

Arbitron Rank/Pop (12+): 27/1,302,400
 MSA Rank/Pop: 34/1,400,000
 ADI # 28
 Average Person Ratings: 17.3
 Market TSL: 22.75 hours

Stations: 26/23
 Diaries: 1464/890:1/59.4%
 Sample Target: 1495
 % Below Line: 1.7
 % Not Listed: 9.7

1990 Revenue: \$44,400,000
 HH Inc.: \$31,752
 Retail \$: 11.1 Bil
 Pop per Station: 56,626
 #1 Biller: WTMJ \$8,300,000

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. WTMJ (MOR/FS)	231/10.3	11.4	11.6	9.5	10.5	10.7	277/4236	3360/25.8	28.2	26.4	9.5	218	3180	WTMJ
2. WLUM-F (CHR/U)	214/ 9.5	9.3	7.1	6.3	8.1	8.1	221/3170	2994/23.0	20.7	18.0	11.9	272	3443	WLUM-F
3. WMIL-F (C)	193/ 8.6	6.5	7.2	6.9	5.4	7.3	237/2731	2240/17.2	14.6	14.0	9.4	215	2086	WMIL-F
4. WKTI-F (CHR)	168/ 7.5	8.6	8.9	9.5	9.3	8.6	192/3667	3112/23.9	28.7	28.1	5.9	136	2841	WKTI-F
5. WKLH-F (CL AOR)	145/ 6.5	7.5	7.0	7.9	5.8	7.2	164/2294	1998/15.3	16.8	14.3	5.5	127	2188	WKLH-F
6. WEZW-F (EZ/SAC)	134/ 6.0	4.1	3.5	4.2	6.3	4.4	158/1930	1524/11.7	10.7	14.1	3.0	69	851	WEZW-F
7. WOKY (BB)	116/ 5.2	6.9	7.6	9.3	6.6	7.3	120/1521	1446/11.1	14.8	13.8	7.1	163	1534	WOKY
8. WMYX-F (AC)	104/ 4.6	3.3	4.2	3.5	4.9	3.9	137/2264	1845/14.2	11.8	11.6	3.5	80	1641	WMYX-F
9. WLZR-F (AOR)	102/ 4.5	4.5	5.2	5.1	5.5	4.8	130/2165	1711/13.1	14.8	15.0	7.6	272	3443	WLZR-F
10. WZTR-F (O)	91/ 4.0	4.1	3.8	3.9	4.3	4.0	116/1919	1601/12.3	12.5	11.3	4.3	98	1174	WZTR-F
11. WLTQ-F (SAC)	89/ 4.0	4.1	4.5	4.0	3.8	4.2	102/1931	1709/13.1	11.8	8.6	3.0	69	1144	WLTQ-F
12. WISN (T)	81/ 3.6	2.9	3.1	3.1	3.7	3.2	89/1579	1379/10.6	9.1	10.3	4.2	96	1445	WISN
13. WQFM-F (AOR)	60/ 2.7	3.2	4.2	3.2	3.8	3.3	96/1956	1523/11.7	14.6	10.9	4.2	97	2119	WQFM-F
14. WFMR-F (CL)	54/ 2.4	2.6	2.3	2.2	2.2	2.4	54/929	929/ 7.1	6.2	5.2	0.9	21	619	WFMR-F
15. WMVP (B)	52/ 2.3	1.7	2.1	1.8	1.7	2.0	52/610	610/ 4.7	5.2	3.1	2.4	56	892	WMVP
16. WNOV (B)	49/ 2.2	2.0	1.6	1.4	1.2	1.8	49/519	519/ 4.0	4.4	2.5	1.5	34	556	WNOV
17. WBZN-F (J/NA)	41/ 1.8	2.1	1.8	2.1	2.5	1.9	45/965	858/ 6.5	5.7	6.2	2.1	47	745	WBZN-F
18.														
19.														
20.														

12+ FM SHARE (METRO): 70.63% (1433 of 2029) (FAL 89: 68.77%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WLUM-F>>	1 WLUM-F>	1 WLUM-F	1 WLUM-F	1 WKTI-F	1 WLZR-F>	1 WLZR-F<	1 WKLH-F>	1 WKLH-F	1 WMIL-F<
2 WKTI-F	2 WKTI-F	2 WKTI-F	2 WKTI-F>	2 WEZW-F	2 WQFM-F>	2 WKLH-F>	2 WLZR-F	2 WMIL-F<	2 WKLH-F>
3 WKLH-F>	3 WKLH-F<	3 WMYX-F	3 WMYX-F	3 WMYX-F	3 WKTI-F	3 WLUM-F	3 WMIL-F	3 WLZR-F>	3 WTMJ
4 WMYX-F>	4 WMYX-F>	4 WEZW-F	4 WEZW-F<	4 WLUM-F	4 WKLH-F	4 WQFM-F	4 WLUM-F>	4 WKTI-F	4 WZTR-F<
5 WMIL-F>	5 WEZW-F	5 WKLH-F>	5 WMIL-F	5 WLTQ-F	5 WLUM-F	5 WKTI-F<	5 WKTI-F	5 WLUM-F	5 WLZR-F
6 WLZR-F	6 WMIL-F	6 WMIL-F	6 WKLH-F<	6 WMIL-F<	6 WNOV >>	6 WMIL-F	6 WZTR-F	6 WZTR-F	6 WKTI-F
7	7 WMVP	7 WMVP	7 WLTQ-F	7 WTMJ	7	7	7 WMYX-F	7 WTMJ	7 WLUM-F
8	8 WLTQ-F	8 WLTQ-F	8 WZTR-F	8 WZTR-F	8	8	8	8 WQFM-F	8
				9 WKLH-F					

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	CUME	TSA	TSA
TOP 40/CHR/CONTEMP		401 (4)	401 (4)	19.8	10.1	WBKV 1470 West Bend				
AOR/CLASSIC	3 (1)	307 (3)	310 (4)	15.3	16.5	WEMP 1250 Milwaukee	0.9/3.9/ 22/		542	
AC/OLDIES/SOFT ROCK	21 (1)	284 (3)	305 (4)	15.0	16.2	WLZR 1340 Milwaukee	0.1/1.7/ 3/		223	
MOR/VARIETY	255 (2)		255 (2)	12.6	12.6	WRJN 1400 Racine	1.1/2.1/ 26/		316	
COUNTRY		193 (1)	193 (1)	9.5	6.4	WTKM-F 104.9 Hartford	0.8/1.6/ 47/		401	
BLACK/URBAN	101 (2)		101 (2)	5.0	11.9					
BEAUTIFUL/EASY		134 (1)	134 (1)	6.6	6.8	WGN 720 Chicago	0.8/2.3/ 40/		581	
NEWS/TALK	100 (2)		100 (2)	4.9	5.8	WJZQ-F 95.1 Kenosha	0.5/0.9/ 30/		418	
NOSTALGIA	116 (1)		116 (1)	5.7	7.2	WTFX-F 94.1 Watertown	0.3/0.9/ 14/		323	
RELIGION/GOSPEL										
SPANISH										
CLASSICAL		54 (1)	54 (1)	2.7	2.4					
JAZZ/NEW AGE		41 (1)	41 (2)	2.0	2.7					
UNKNOWN/OTHERS		19 (1)	19 (1)	0.9	1.3					
	596 (10)	1433 (15)	2029 (25)							

RADIO STATIONS

AM STATIONS

WEMP, 1250, 5 KW (DA-2)	, OLDIES	UNISUP, CBS , \$ 37.00 (Banner)	Heritage
WISN, 1130, 50 KW/10 KW (DA-N)	, TALK	ABC I, MBS , \$ 54.00 (Katz)	Hearst
WMVP, 1290, 5 KW (DA-2)	, BLACK	SMN, RADRAD , \$ 24.00 (K & P)	All Pro
WNOV, 860, 250 W (DAYS, DA)	, BLACK/GOSP.	NBN , \$ 20.00 (---)	
WOKY, 920, 5 KW/1 KW (DA-2)	, NOSTALGIA	MBS , \$ 50.00 (CBS)	Sundance
WTMJ, 620, 5 KW (DA-N)	, MOR/FULL SER.	NBC , \$ 128.00 (Christal)	Journal Co.

FM STATIONS

WBZN, 100.7, 50 KW @ 500,	JAZZ/NAC	UNIPWR , \$ 40.00 (Eastman)	(RACINE)
WEZW, 103.7, 20 KW @ 840,	EZ/SOFT AC	, \$ 60.00 (MMR)	Multimedia
WFMR, 98.3, 3 KW @ 328,	CLASSICAL	, \$ 41.00 (CMBS)	(MENOMONEE FALLS)
WKLH, 96.5, 20 KW @ 807,	CLASSIC AOR	, \$ 115.00 (McGuild)	Saga
WKTJ, 94.5, 16 KW @ 911,	CHR	SOURCE , \$ 110.00 (Christal)	Journal Co.
WLTQ, 97.3, 16 KW @ 911,	SOFT AC	ABC E , \$ 54.00 (Katz)	Hearst
WLUM, 102.1, 20 KW @ 817,	CHR/URBAN	RADRAD, UNPWR , \$ 71.00 (K & P)	All Pro
WLZR, 102.9, 50 KW @ 428,	AOR	ABC F , \$ 65.00 (Republic)	Great American
WMIL, 106.1, 13 KW @ 976,	COUNTRY	UNIULT , \$ 78.00 (CBS)	Sundance
WMYX, 99.1, 50 KW @ 448,	AC	CBS , \$ 58.00 (Banner)	Heritage
WQFM, 93.3, 13 KW @ 990,	AOR	ABC R , \$ 54.00 (MMR)	Shamrock-Lynett
WZTR, 95.7, 34 KW @ 610,	OLDIES	, \$ 50.00 (Durpett1)	Mystar

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

* AC - Adult Contemporary	J/NA - Jazz and New Age	*
* AOR - Album Oriented Rock	M - Middle of Road, (MOR) Full Service	*
* B - Black (audience predominately black - over 60%)	N - News	*
* BB - Big Band, Nostalgia	O - Oldies (1955 to near 1988)	*
* C - Country	R - Religion, Christian	*
* CHR - Contemporary Hit Radio, Top 40, Contemporary	SAC - Soft Adult Contemporary	*
* CL - Classical	SP - Hispanic/Spanish	*
* CL AOR - Classic AOR, Classic Rock	T - Talk	*
* E - Ethnic	U - Urban (majority of audience is non-white)	*
* EZ - EZ Listening, Beautiful Music, Some Very soft AC	? - Others or Unknown	*
* G - Gospel		*

MINNEAPOLIS-ST. PAUL

Arbitron Rank/Pop (12+): 18/1,999,600
 MSA Rank/Pop: 16/2,430,000
 ADI # 13
 Average Person Ratings: 17.4
 Market TSL: 22.75 hours

Stations: 18/18
 Diaries: 1960/1020:1/61.2%
 Sample Target: 1810
 % Below Line: 0.0
 % Not Listed: 14.9

1990 Revenue: \$77,000,000
 HH Inc.: \$35,952
 Retail \$: 21.2 Bil
 Pop per Station: 111,088
 #1 Biller: WCCO \$22,000,000

12+ METRO	1/4/SHARE	SUM				4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING		SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
		90	SPG 90	WIN 90	FAL 89			CUME	RATING						
1. WCCO (MOR)	531/15.2	16.9	16.3	16.8	18.4	16.3	754/10064	7262/36.3	35.0	41.5	14.0	472	7045	WCCO	
2. KQRS-AF (AOR)	352/10.1	10.9	10.3	8.2	9.1	9.9	404/6215	5180/25.9	23.8	24.0	14.2	477	6039	KQRS-AF	
3. KEEY-F (C)	325/ 9.3	7.2	9.3	8.4	8.0	8.6	362/4131	3533/17.7	16.3	15.4	9.2	312	3446	KEEY-F	
4. WLTE-F (SAC)	303/ 8.7	7.5	8.1	8.8	6.9	8.3	367/5006	4139/20.7	19.5	19.9	6.4	218	2832	WLTE-F	
5. KDWB-F (CHR)	230/ 6.6	7.0	7.5	8.2	7.4	7.3	261/5140	4207/21.0	24.6	23.6	8.5	289	4745	KDWB-F	
6. KSTP-F (AC)	212/ 6.1	6.5	5.4	7.6	8.1	6.4	255/3905	3377/16.9	15.5	19.1	5.9	199	2412	KSTP-F	
7. WLOL-F (CHR)	194/ 5.6	7.0	5.9	5.2	6.1	5.9	222/4464	3854/19.3	22.4	22.2	7.9	266	4637	WLOL-F	
8. KLXK-F (O)	172/ 4.9	5.0	5.7	2.0	2.8	4.4	213/3902	3375/16.9	14.6	10.7	5.0	169	2852	KLXK-F	
9. KQQL-F (O)	152/ 4.4	4.4	5.5	3.8	3.8	4.5	206/3310	2440/12.2	14.3	12.1	3.6	123	1642	KQQL-F	
10. KTCZ-F (AOR)	127/ 3.6	3.5	3.3	4.4	4.6	3.7	129/2011	1968/ 9.8	10.4	11.7	4.8	164	2026	KTCZ-F	
KSTP (N/T)	127/ 3.6	2.3	2.6	2.8	2.7	2.8	132/2134	2017/10.1	8.2	9.5	2.0	68	1391	KSTP	
12. KJJO-F (AOR)	74/ 2.1	1.9	1.6	2.4	3.0	2.0	74/1417	1251/ 6.3	6.2	8.7	2.3	78	1209	KJJO-F	
13. KLBB (BB)	68/ 2.0	2.5	2.2	1.6	1.8	2.1	68/862	850/ 4.3	5.2	4.4	1.2	42	686	KLBB	
14.															
15.															

12+ FM SHARE (METRO): 71.92% (2133 of 2966) (FAL 89: 68.06%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KDWB-F>>	1 KQRS-AF>	1 KQRS-AF>	1 KQRS-AF>	1 WCCO <	1 WCCO >>	1 WCCO >	1 WLTE-F	1 WCCO	1 WCCO <	1 WCCO >>
2 WLOL-F>	2 KLXK-F	2 KEEY-F	2 KEEY-F	2 KEEY-F<	2 KEEY-F	2 KQRS-AF>	2 WCCO	2 KQRS-AF	2 KDWB-F	2 KQRS-F
3 KQRS-AF	3 WLOL-F	3 WLTE-F	3 WCCO	3 KQRS-AF<	3 WLTE-F>	3 KEEY-F	3 KEEY-F<	3 WLTE-F	3 KQRS-AF<	3 KEEY-F>>
4	4 KDWB-F<	4 WCCO	4 WLTE-F	4 WLTE-F	4 KSTP-F	4 WLTE-F	4 KQRS-AF>	4 KEEY-F	4 KEEY-F	4 KSTP
5	5 KEEY-F	5 KSTP-F<	5 KSTP-F	5 KSTP-F	5 KSTP	5 KSTP-F	5 KSTP-F	5 KDWB-F	5 WLOL-F	5 WLTE-F
6	6 WLTE-F	6 KLXK-F	6 KQQL-F	6 KQQL-F	6	6 KDWB-F	6 KLXK-F<	6 KSTP-F<	6 KLXK-F<	6 KSTP-F
7	7 KTCZ-F	7 WLOL-F	7 KLXK-F	7 KLXK-F	7	7 WLOL-F	7 WLOL-F	7 WLOL-F	7 WLTE-F	7
			8 KTCZ-F	8 KTCZ-F						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WLOL-F	1 WLTE-F<	1 WLTE-F	1 WLTE-F<	1 WLTE-F<	1 KQRS-AF>>	1 KQRS-AF>>	1 KQRS-AF>>	1 KQRS-AF>>	1 KQRS-AF
2 KDWB-F>	2 WLTE-F	2 KSTP-F	2 KEEY-F	2 KEEY-F	2 KLXK-F	2 KLXK-F>	2 KLXK-F	2 WCCO	2 WCCO >
3 KQRS-AF<	3 KDWB-F<	3 KQQL-F<	3 KSTP-F	3 KSTP-F	3 KDWB-F>	3 KTCZ-F	3 KTCZ-F	3 KLXK-F	3 KEEY-F
4 WLTE-F	4 KQRS-AF	4 KQRS-AF	4 WLOL-F	4 WCCO <	4 WLOL-F	4 KEEY-F	4 WCCO	4 KEEY-F	4 KLXK-F<
5 KEEY-F	5 KEEY-F	5 KEEY-F	5 KQQL-F<	5 KQQL-F	5 KEEY-F	5 WCCO	5 KEEY-F	5 WLTE-F	5 WLTE-F
6	6 KSTP-F	6 WLOL-F	6 KDWB-F<	6	6	6 WLOL-F	6	KTCZ-F	6 KTCZ-F
7	7 KQQL-F	7 KLXK-F	7 KQRS-AF	7	7	7	7	7	7
	KLXK-F								

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		424 (2)	424 (2)	14.3	15.5	KDWB 630 St. Paul	0.4/2.6/ 16/ 632
AOR/CLASSIC	8 (1)	545 (3)	553 (4)	18.6	19.6	KMZZ 980 Richfield	0.5/2.3/ 18/ 462
AC/OLDIES/SOFT ROCK	14 (1)	839 (4)	853 (5)	28.8	25.5	WDGY 1130 Minneapolis	0.8/3.6/ 32/ 875
MOR/VARIETY	531 (1)		531 (1)	17.9	21.9	WMIN 1030 Maplewood	1.1/3.5/ 42/ 756
COUNTRY		325 (1)	325 (1)	11.0	10.3		
BLACK/URBAN							
BEAUTIFUL/EASY	18 (1)		18 (1)	0.6	1.6		
NEWS/TALK	154 (2)		154 (2)	5.2	3.0		
NOSTALGIA	108 (2)		108 (2)	3.6	2.0		
RELIGION/GOSPEL							
SPANISH							
CLASSICAL							
JAZZ/NEW AGE					0.5		
UNKNOWN/OTHERS							
	833 (8)	2133 (10)	2966 (18)				

RADIO STATIONS

AM STATIONS

KDWB, 630, 5 KW/500 W (DA-2), OLDIES	UNISUP,UNIULT, \$ N/A (Christal)	Midcontinent
KLBB, 1400, 1 KW	, NOSTALGIA CBS, \$ 30.00 (Roslin)	
KSTP, 1500, 50 KW (DA-N)	, NEWS/JAZZ ABC I, ABC T, \$ 48.00 (McGuild)	Hubbard
KTCJ, 690, 500 W (DAYS)	, JAZZ	Parker
KMZZ, 980, 5 KW (DA-1)	, EZ	Entercom
WCCO, 830, 50 KW	, MOR/FULL SER. CBS,UNISUP, \$ 310.00 (CBS)	
WDGY, 1130, 50 KW/25 KW (DA-2),TALK	MBS, \$ 44.00 (Katz)	Malrite

FM STATIONS

KDWB, 101.3, 50 KW @ 822, CHR	, \$ 100.00 (Christal)	Midcontinent
KEEY, 102.1, 50 KW @ 822, COUNTRY	, \$ 130.00 (Katz)	Malrite
KJJO, 104.1,100 KW @ 1070, AOR	CBS, \$ 65.00 (Republic)	Park
KLXK, 93.7, 50 KW @ 822, OLDIES	UNIULT, \$ 70.00 (Durpetti)	Entercom
KQRS, 92.5, 50 KW @ 822, AOR	ABC R, \$ 178.00 (Katz)	Cap.Cities/ABC
KQQL, 107.9, 100 KW @ 1090, OLDIES	UNIULT, \$ 70.00 (Republic)	Trumper
KSTP, 94.5, 95 KW @ 1220, AC	, \$ 158.00 (McGuild)	Hubbard
KTCZ, 97.1, 100 KW @ 236, AOR/JAZZ	, \$ 70.00 (Durpetti)	Parker
WLOL, 99.5, 50 KW @ 822, CHR	, \$ 95.00 (HNWH)	Emmis
WLTE, 102.9, 100 KW @ 1304, SOFT AC	, \$ 130.00 (CBS)	

MISCELLANEOUS: WLOL-F - From Emmis to Minn. Public Radio for \$12,000,000 . . . WAYL-AM changes to KMZZ

MOBILE

Arbitron Rank/Pop (12+): 89/396,900
 MSA Rank/Pop: 101/494,000
 ADI # 55 (w/Pensacola)
 Average Person Ratings: 17.0
 Market TSL: 22.75 hours

Stations: 23/18
 Diaries: 889/446:1/53.0%
 Sample Target: 820
 % Below Line: 9.5
 % Not Listed: 10.2

1990 Revenue: \$11,000,000
 HH Inc.: \$27,432
 Retail \$: 3.2 Bil
 Pop per Station: 22,050
 #1 Biller: WKSJ-AF \$3,200,000

12+ METRO	1/4/SHARE	SPG				4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME		SPG		Birch Share	Birch AQH	Birch Cume	
		90	89	89	88			RATING	90	89					
1. WBLX-F (B)	116/17.2	18.5	16.6	15.2	11.9	----	202/1802	969/24.4	26.3	25.9	21.8	154	1208	WBLX-F	
2. WKSJ-AF (C)	108/16.0	14.8	18.2	18.3	18.0	----	112/1412	1266/31.9	27.1	18.2	13.3	94	1055	WKSJ-AF	
3. WABB-F (CHR)	73/10.8	8.6	12.1	11.6	14.7	----	103/1662	983/24.8	21.2	28.8	12.2	86	1367	WABB-F	
4. WAVH-F (O)	38/ 5.6	4.6	3.4	5.4	5.4	----	81/1193	546/13.8	13.2	10.7	6.1	43	514	WAVH-F	
5. WGOK (B)	36/ 5.3	5.0	5.8	8.5	6.9	----	36/500	475/12.0	12.3	13.1	3.7	26	273	WGOK	
6. WGCX-F (AOR)	35/ 5.2	6.6	5.4	5.2	3.0	----	61/753	427/10.8	13.3	10.3	6.2	44	518	WGCX-F	
7. WKRG-F (AC)	34/ 5.0	5.3	4.6	3.7	4.4	----	61/1121	628/15.8	14.1	13.6	6.5	46	571	WKRG-F	
8. WMEZ-F (EZ)	27/ 4.0	3.3	3.7	2.8	1.9	----	70/912	292/ 7.4	7.0	7.9	2.0	14	156	WMEZ-F	
9. WKRG (N/T)	23/ 3.4	5.2	4.1	5.8	4.0	----	24/363	334/ 8.4	11.9	12.3	3.8	27	336	WKRG	
10. WDLT-F (SAC)	18/ 2.7	2.6	3.1	2.7	2.9	----	18/335	329/ 8.3	8.6	9.9	3.4	24	251	WDLT-F	
11. WXBW-F (C)	17/ 2.5	1.9	1.0	0.6	----	----	61/874	199/ 5.0	3.9	3.9	1.0	7	172	WXBW-F	
12. WZEW-F (AOR)	13/ 1.9	1.9	1.6	1.3	2.1	----	13/186	177/ 4.5	5.7	5.1	1.4	10	120	WZEW-F	
WBLX (B)	13/ 1.9	2.4	1.0	1.6	1.4	----	15/238	208/ 5.2	6.0	4.7				WBLX	

12+ FM SHARE (METRO): 83.80% (507 of 605) (FAL 89: 78.97%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBLX-F	1 WBLX-F>	1 WBLX-F>	1 WKSJ-AF	1 WKSJ-AF	1 WKSJ-AF>>	1 WKSJ-AF>	1 WKSJ-AF>	1 WBLX-F	1 WBLX-F>>	1 WBLX-F<
2 WABB-F	2 WABB-F>	2 WKSJ-AF	2 WBLX-F>	2 WBLX-F>	2 WAVH-F	2 WBLX-F	2 WBLX-F	2 WKSJ-AF	2 WABB-F	2 WKSJ-F>>
3	3 WKSJ-AF	3 WABB-F>	3 WAVH-F	3 WAVH-F	3 WBLX-F	3 WABB-F>	3 WABB-F>	3 WABB-F>	3 WKSJ-AF>	3 WKRG >
4	WGCX-F	4 WGCX-F<	4 WGCX-F	4 WGCX-F	4 WMEZ-F	4 WKRG-F	4 WAVH-F	4 WGCX-F	4 WGOK	4 WAVH-F
5	5	5 WAVH-F	5 WABB-F	5 WABB-F	5 WKRG <	5 WGOK	5 WMEZ-F	5 WAVH-F	5 WKRG-F	5
6	6	6	6	6 WGOK	6 WGOK	6	6 WMEZ-F	6 WMEZ-F	6	6
							7 WGOK			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBLX-F>>	1 WBLX-F>>	1 WBLX-F>	1 WBLX-F>	1 WBLX-F>	1 WBLX-F	1 WBLX-F	1 WGCX-F	1 WBLX-F	1 WKSJ-AF>
2 WABB-F	2 WABB-F	2 WABB-F	2 WKSJ-AF	2 WKSJ-AF>	2 WABB-F>>	2 WABB-F>	2 WBLX-F	2 WKSJ-AF	2 WBLX-F
3 WKSJ-AF	3 WKSJ-AF	3 WKSJ-AF	3 WABB-F	3 WAVH-F	3 WKSJ-AF	3 WGCX-F	3 WKSJ-AF>	3 WABB-F	3 WGCX-F
4 WGOK	4 WKRG-F	WGCX-F	4 WAVH-F	4 WABB-F>	WGCX-F	4 WKSJ-AF	4 WABB-F>	4 WGCX-F	4 WAVH-F>
5 WKRG-F	5 WKRG-F	5 WKRG-F	5 WKRG-F	5 WKRG-F	5	5	5 WGOK	5	5 WGOK
6	WGCX-F	6	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		83 (2)	83 (2)	13.7	14.8	WABB 1480 Mobile	0.3/3.3/ 2/ 157
AOR/CLASSIC		48 (2)	48 (2)	7.9	7.6	WBHY 840 Mobile	0.9/2.6/ 6/ 102
AC/OLOIES/SOFT ROCK		90 (3)	90 (3)	14.9	12.1	WKQR-F 101.9 Citronelle	0.6/1.6/ 9/ 128
MOR/VARIETY					2.2	WLPR 960 Prichard/Mobile	1.5/2.5/ 10/ 98
COUNTRY	4 (1)	131 (4)	135 (5)	22.3	21.8	WMMV-F 105.5 Bay Minette/Mob	1.2/6.2/ 8/ 245
BLACK/URBAN	49 (2)	124 (2)	173 (4)	28.6	28.2	WMOB 1360 Mobile	0.6/2.4/ 4/ 99
BEAUTIFUL/EASY		27 (1)	27 (1)	4.5	4.0		
NEWS/TALK	25 (2)		25 (2)	4.1	4.5	WJLQ-F 100.7 Pensacola	1.5/6.0/ 63/1031
NOSTALGIA	10 (1)		10 (1)	1.7	1.7	WKNN-F 99.1 Pascagoula	0.3/2.1/ 45/ 454
RELIGION/GOSPEL	10 (2)		10 (2)	1.7	2.3	WOWW-F 107.3 Pensacola	1.2/3.3/ 99/ 940
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS		4 (1)	4 (1)	0.7	0.6		
	98 (8)	507 (15)	605 (23)				

RADIO STATIONS

WBLX	690	22 KW/1 KW (DA-2)	Gospel	\$12.00	(HNWH)	Beasley
WGOA	900	1 KW/500 W (DA-2)	Black	SBN, \$15.00	(Roslin)	
WKRG	710	1 KW/500 W (DA-N)	News/Talk	CBS MBS, \$27.00	(Katz)	
WLPR	960	2.5 KW/1 KW (DA-2)	Nostalgia	SMN, \$14.00	(---)	
WABB-F	97.5	100 KW	CHR	ABC FM, \$53.00	(Christal)	Dittman
WAVH-F	96.1	100 KW	Oldies	UNISUP UNIULT, \$29.00	(Durpetti)	
WBLX-F	92.9	100 KW	Black	UNIPWR ABC C, \$50.00	(HNWH)	Beasley
WDLT-F	98.3	6 KW	Soft AC	UNISUP, \$19.00	(K & P)	
WGCX-F	104.1	100 KW	AOR	ABC R UNIPWR, \$31.00	(MMP)	(ATMORE)
WKRG-F	99.9	100 KW	AC	MBS, \$30.00	(Katz)	
WKSJ-F	94.9	100 KW	Country	ABC E, \$89.00	(Banner)	
WMMV-F	105.5	2.5 KW	Black	CBS, \$14.00	(---)	(BAY MINETTE)
WZEW-F	92.1	3 KW	AOR	\$16.00	(---)	(FAIRHOPE)

WBLX, WKBW -- See Pensacola

MODESTO

Arbitron Rank/Pop (12+): 123/296,000
 MSA Rank/Pop: 133/368,000
 ADI # 21 (w/Sacramento)
 Average Person Ratings: 15.7
 Market TSL: 21.25 hours

Stations: 21/14
 Diaries: 729/406:1/48.9%
 Sample Target: 695
 % Below Line: 10.7
 % Not Listed: 16.1

1990 Revenue: \$10,800,000
 HH Inc.: \$32,820
 Retail \$: 2.5 Bil
 Pop per Station: 21,142
 #1 Biller: KHOP-F \$2,200,000

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume
1. KMIX-F (C)	68/14.6	9.3	6.6	8.4	8.0	----	76/745	573/19.4	15.4	13.7	9.6	42	433
2. KBEE-F (EZ)	49/10.5	11.1	9.8	10.6	11.9	----	176/1572	527/17.8	16.4	17.8	9.3	41	349
3. KHOP-F (CHR)	45/ 9.7	13.9	12.8	13.9	8.7	----	101/1628	625/21.1	26.5	23.6	16.4	72	835
4. KTRB (C)	33/ 7.1	3.6	5.0	4.4	4.7	----	57/543	272/ 9.2	6.6	12.3	2.7	12	203
5. KDJK-F (AOR)	31/ 6.7	7.5	8.0	11.2	9.1	----	51/769	424/14.3	15.5	14.8	9.1	40	440
6. KJSN-F (SAC)	25/ 5.4	5.1	3.0	3.3	6.6	----	27/515	444/15.0	13.1	10.8	5.0	22	289
7. KOSO-F (AC)	24/ 5.2	3.6	5.0	5.3	6.3	----	64/888	358/12.1	10.0	11.2	4.1	18	250
8. KVFX-F (CL AOR)	19/ 4.1	4.6	4.6	2.6	3.5	----	38/610	281/ 9.5	9.8	8.9	4.6	20	298
9. KLOC (SP)	18/ 3.9	6.1	6.8	2.4	4.9	----	22/211	174/ 5.9	7.4	6.4	3.6	16	157
10. KCBS (N/T)	12/ 2.6	1.8	3.4	2.6	3.7	----	49/759	183/ 6.2	5.9	8.9	1.6	7	153

12+ FM SHARE (METRO): 76.98% (301 of 391) (FAL 89: 73.13%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHOP-F>>	1 KMIX-F	1 KMIX-F>	1 KMIX-F>	1 KMIX-F>	1 KBEE-F	1 KMIX-F>	1 KMIX-F	1 KMIX-F	1 KHOP-F>	1 KMIX-F
2 KMEL-F>	2 KHOP-F	2 KHOP-F	2 KBEE-F	2 KBEE-F	2 KMIX-F<	2 KHOP-F	2 KBEE-F	2 KBEE-F	2 KMIX-F	2 KDJK-F
3 KMIX-F	3 KDJK-F>	3 KDJK-F	3 KJSN-F	3 KOSO-F	3 KTRB >>	3 KBEE-F	3 KTRB	3 KHOP-F>	3 KDJK-F	3 KLOC
4	4 KJSN-F	4 KJSN-F	4 KOSO-F	4 KJSN-F	4 KOSO-F	4 KTRB	4 KHOP-F<	4 KTRB	4 KBEE-F>	4 KTRB
5	5 KVFX-F	5 KBEE-F	5 KBEE-F	5 KHOP-F	5	5 KDJK-F	5 KJSN-F	5 KDJK-F	5 KTRB	5 KOSO-F
6	6	6 KVFX-F	6 KVFX-F	6 KDJK-F	6	6	6 KOSO-F<	6	6 KVFX-F	6 KJSN-F
7	7	KOSO-F	KDJK-F>>	7 KVFX-F>	7	7	7 KDJK-F	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KMIX-F	1 KMIX-F	1 KMIX-F	1 KMIX-F>	1 KMIX-F>	1 KDJK-F>>	1 KDJK-F>	1 KMIX-F	1 KDJK-F	1 KMIX-F>
2 KHOP-F>>	2 KHOP-F>	2 KHOP-F>	2 KHOP-F	2 KBEE-F	2 KHOP-F>	2 KMIX-F	2 KDJK-F	2 KMIX-F>	2 KDJK-F
3 KJSN-F>	3 KJSN-F>>	3 KJSN-F>	3 KJSN-F	3 KOSO-F	3 KVFX-F	3 KVFX-F	3 KVFX-F>	3 KVFX-F	3 KOSO-F
4 KLOC >	4 KOSO-F	4 KVFX-F	4 KBEE-F	4 KJSN-F	KUBB-F	4 KHOP-F>	4 KJSN-F	4 KHOP-F	4 KBEE-F
5 KOSO-F	KLOC	5 KBEE-F>	5 KOSO-F>	5 KHOP-F>	5	5 KJSN-F	5 KHOP-F	5 KBEE-F	5 KVFX-F
KDJK-F	KDJK-F	6 KOSO-F	6 KLOC	6 KVFX-F	6	6	6	6 KJSN-F	6 KHOP-F
	KBEE-F	KDJK-F							

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		51 (2)	51 (2)	13.0	17.5	KABX-F 97.5 Merced	1.5/6.6/ 23/ 486
AOR/CLASSIC		50 (2)	50 (2)	12.8	15.2	KAMB-F 101.5 Merced	1.7/4.8/ 34/ 361
AC/OLDIES/SOFT ROCK	2 (1)	56 (3)	58 (4)	14.8	17.2	KNTO-F 95.9 Livingston	0.9/2.4/ 13/ 210
MOR/VARIETY	9 (1)		9 (1)	2.3	3.3	KOOK 970 Modesto	0.4/3.5/ 3/ 172
COUNTRY	42 (2)	76 (2)	118 (4)	30.2	16.6	KUBB-F 96.3 Mariposa	1.7/4.9/ 34/ 384
BLACK/URBAN							
BEAUTIFUL/EASY		49 (1)	49 (1)	12.5	11.9	KFRC 610 San Francisco	0.9/1.6/ 14/ 222
NEWS/TALK	15 (2)		15 (2)	3.8	5.3	KGO 810 San Francisco	0.6/1.4/ 19/ 305
NOSTALGIA	4 (1)		4 (1)	1.0	1.1	KMEL-F 106.1 San Francisco	1.3/2.4/ 31/ 453
RELIGION/GOSPEL		8 (1)	8 (1)	2.0	2.5	KNBR 680 San Francisco	1.9/6.0/ 45/ 793
SPANISH	18 (1)	4 (1)	22 (2)	5.6	8.3	KRAK 1140 Sacramento	1.9/3.7/ 46/ 598
CLASSICAL						KSGO-F 100.9 Tracy	1.5/5.5/ 25/ 398
JAZZ/NEW AGE							
UNKNOWN/OTHERS		7 (1)	7 (1)	1.8	1.1		
	90 (8)	301 (13)	391 (21)				

RADIO STATIONS

KLOC, 920, 500W/2.5KW (DA-2), HISPANIC	, \$ 20.00 (---)	
KMIX, 1390, 5 KW (DA-2), SEE KMIX-F		
KOOK, 970, 1 KW (DA-2), OLDIES	ABC D, \$ N/A (Republic)	John Price
KTRB, 860, 50 KW/10 KW (DA-2), COUNTRY	NBC, \$ 19.00 (Banner)	
KABX-F, 97.5, 50 KW @ 493, OLDIES	, \$ 20.00 (Republic)	(MERCED)
KAMB-F, 101.5, 50 KW @ 390, RELIGION	, \$ N/A (---)	(MERCED)
KBEE-F, 103.3, 50 KW @ 500, EZ/BTFL	ABC D, \$ 27.00 (Republic)	John Price
KDJK-F, 95.1, 32 KW @ 602, AOR	, \$ 40.00 (Eastman)	
KHOP-F, 104.1, 50 KW @ 500, CHR	, \$ 42.00 (McGuild)	Fuller Jeffrey
KJSN-F, 102.3, 3 KW @ 300, SOFT AC	UNIPWR, \$ 27.00 (MMR)	Comm. Pacific
KMIX-F, 98.3, 2 KW @ 380, COUNTRY	MBS, \$ 31.00 (Durpetti)	(TRULOCK)
KOSO-F, 93.1, 3 KW @ 1790, AC	APR, \$ 32.00 (Katz)	(PATTERSON)
KUBB-F, 96.3, 2 KW @ 2079, COUNTRY	UNISUP, UNIULT, \$ 18.00 (McGuild)	Buckley
KVFX-F, 96.7, 3 KW @ 328, CLASSIC AOR	UNISUP, \$ 17.00 (Banner)	(MANTECA)

MONMOUTH-OCEAN

Arbitron Rank/Pop (12+): 44/838,000

Stations: 43/8
Diaries: 1102/760:1/55.7%
Sample Target: 1000
% Below Line: 65.7
% Not Listed: 10.4

1990 Revenue: NA
HH Inc.: \$47,806
Retail \$: 8.5 Bll
Pop per Station: 104,750
#1 Biller: NA

MSA Rank/Pop: 49/996,300
New York ADI
Average Person Ratings: 18.2
Market TSL: 23.75 hours

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume
1. WNEW-F (AOR)	88/ 5.8	4.9	5.6	4.5	-----	-----	88/1140	1140/13.6	11.4	13.8	7.5	109	1501
2. WXRK-F (AOR)	87/ 5.7	5.3	5.1	4.8	-----	-----	87/1181	1181/14.1	14.7	14.0	5.5	80	1149
3. WOBM-F (AC)	86/ 5.6	4.0	7.0	8.0	-----	-----	86/1184	1184/14.1	12.5	16.1	5.7	84	1341
4. WADB-F (EZ)	84/ 5.5	5.6	3.3	2.8	-----	-----	84/890	890/10.6	10.2	9.6	4.2	61	758
5. WPAT-F (EZ)	80/ 5.2	5.5	4.8	5.6	-----	-----	80/843	843/10.1	11.2	10.8	2.3	34	689
6. WKXW-F (O)	61/ 4.0	2.7	0.9	1.1	-----	-----	61/902	902/10.8	8.3	3.7	3.5	51	771
7. WZVU-F (AC)	57/ 3.7	3.3	3.1	1.8	-----	-----	57/824	824/ 9.8	8.9	7.3	5.1	75	686
8. WHTZ-F (CHR)	55/ 3.6	3.7	3.3	4.2	-----	-----	55/832	832/ 9.9	12.5	10.6	3.5	51	1028
9. WJLK-F (AC)	52/ 3.4	3.2	2.5	3.2	-----	-----	52/758	758/ 9.0	9.8	8.6	3.1	46	820
10. WOR (N/T)	50/ 3.3	2.7	5.5	4.2	-----	-----	50/744	744/ 8.9	8.0	10.9	4.3	63	1013
WFAN (N)	50/ 3.3	2.9	4.1	3.9	-----	-----	50/954	954/11.4	10.0	9.7	2.4	35	785
12. WCBS (N)	49/ 3.2	2.8	2.4	3.4	-----	-----	49/1149	1149/13.7	11.2	12.6	2.3	33	1121
13. WPLJ-F (CHR)	48/ 3.1	3.4	4.6	4.4	-----	-----	48/1152	1152/13.7	15.8	17.7	6.0	87	1927
14. WYNY-F (C)	45/ 2.9	3.6	2.5	3.2	-----	-----	45/572	572/ 6.8	6.0	5.2	1.9	28	428
15. WCBS-F (O)	44/ 2.9	3.1	3.1	3.2	-----	-----	44/695	695/ 8.3	9.8	9.7	2.0	29	492
WJRZ-F (CHR)	44/ 2.9	3.3	1.9	3.2	-----	-----	44/637	637/ 7.6	8.7	7.5	3.5	51	902

12+ FM SHARE (METRO): 80.88% (1108 of 1370) (FAL 89: 74.41%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHTZ-F	1 WXRK-F	1 WXRK-F	1 WXRK-F	1 WXRK-F	1 WADB-F	1 WXRK-F	1 WNEW-F	1 WNEW-F	1 WNEW-F	1 WCBS <
2 WPLJ-F	2 WNEW-F	2 WNEW-F	2 WNEW-F	2 WNEW-F	2 WPAT-F	2 WOBM-F	2 WPAT-F	2 WXRK-F	2 WPLJ-F	2 WQHT-F
3 WNEW-F	3 WHTZ-F	3 WZVU-F	3 WZVU-F	3 WZVU-F	3 WOBM-F	3 WZVU-F	3 WADB-F	3 WOBM-F	3 WADB-F	3 WABC
4 WMMR-F	4 WZVU-F	4 WKXW-F	4 WKXW-F	4 WOBM-F	4 WOR	4 WADB-F	4 WXRK-F	4 WADB-F	4 WHTZ-F	4 WOR
5 WQHT-F	5 WKXW-F	5 WOBM-F	5 WOBM-F	5 WKXW-F	5	5 WNEW-F	5 WOBM-F	5 WFAN	5 WKXW-F	5 WNEW-F
6	WJLK-F	6	6	6	6	6 WCBS	6	6	6	6 WOBM-F

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		185 (6)	185 (6)	13.5	13.9	WHTG-F 106.3	Eatontown 0.8/3.0/ 12/ 248
AOR/CLASSIC		224 (6)	224 (6)	16.4	17.3	WJLK 1310	Asbury Park 0.5/1.7/ 7/ 142
AC/OLDIES/SOFT ROCK	7 (1)	383 (10)	390 (11)	28.5	25.3	WOBM 1160	Lakewood 1.5/5.2/ 23/ 433
MOR/VARIETY							
COUNTRY	23 (1)	45 (1)	68 (2)	5.0	3.5	WABC 770	New York 2.3/8.0/ 35/ 673
BLACK/URBAN		26 (2)	26 (2)	1.9	3.3	WBLS-F 107.5	New York 0.7/3.0/ 11/ 248
BEAUTIFUL/EASY	12 (1)	179 (3)	191 (4)	13.9	10.4	WDHA-F 105.5	Cover 0.4/1.0/ 6/ 81
NEWS/TALK	193 (5)		193 (5)	14.1	18.5	WFME-F 94.7	Newark 0.5/2.2/ 8/ 187
NOSTALGIA	27 (1)	15 (1)	42 (2)	3.1	4.3	WFPG-F 96.9	Atlantic City 1.0/3.1/ 15/ 260
RELIGION/GOSPEL		8 (1)	8 (1)	0.6		WINS 1010	New York 0.6/2.9/ 9/ 244
SPANISH		8 (1)	8 (1)	0.6		WIOQ-F 102.1	Philadelphia 0.5/1.4/ 7/ 118
CLASSICAL		20 (2)	20 (2)	1.5	1.3	WLTW-F 106.7	New York 2.6/7.2/ 39/ 605
JAZZ/NEW AGE		15 (1)	15 (1)	1.1	1.2	WMGK-F 102.9	Philadelphia 0.3/1.1/ 5/ 88
UNKNOWN/OTHERS					1.1	WMGQ-F 98.3	New Brunswick 0.5/1.9/ 7/ 161
						WMMR-F 93.3	Philadelphia 1.6/3.9/ 25/ 324
						WNCN-F 104.3	New York 0.5/2.2/ 8/ 185
						WNEW 1130	New York 1.8/5.1/ 27/ 429
						WNSR-F 105.1	New York 1.6/8.0/ 24/ 671
						WQGL-F 98.1	Philadelphia 0.5/1.9/ 8/ 161
						WPAT 930	Paterson 0.8/1.6/ 12/ 133
						WPST-F 97.5	Trenton/Phila. 0.5/2.0/ 8/ 164
						WQCD-F 101.9	New York 1.0/3.2/ 15/ 269
						WQHT-F 97.1	New York 1.5/6.2/ 23/ 516
						WQXR-F 96.3	New York 0.8/3.2/ 12/ 268
						WRDR-F 104.9	Egg Harbor 1.0/1.8/ 15/ 154
						WRKS-F 98.7	New York 1.0/2.7/ 15/ 227
						WSKQ-F 97.9	New York 0.5/1.0/ 8/ 80
						WYSP-F 94.1	Philadelphia 0.4/1.9/ 6/ 159

RADIO STATIONS

WJLK, 1310, 2.5 KW/1 KW (DA-D), OLDIES UNILT, \$ N/A (Katz)
 WADB-F, 95.9, 3 KW @ 300, EZ/BTFL, \$ N/A (---)
 WHTG-F, 106.3, 3 KW @ 233, AOR, \$ N/A (Banner)
 WJLK-F, 94.3, 1.3 KW @ 499, AC, UNILT, \$ N/A (Katz)
 WJRZ-F, 100.1, 1.6 KW @ 450, CHR, ABC, UNISUP, \$ 47.00 (Katz)
 WOBM-F, 92.1, 1.4 KW @ 496, AC, \$ N/A (Katz)
 WZVU-F, 107.1, 3 KW @ 232, AC, UNISUP, \$ N/A (Christal)

MONTGOMERY

Arbitron Rank/Pop (12+): 135/251,600
 MSA Rank/Pop: 153/310,000
 ADI # 107
 Average Person Ratings: 16.9
 Market TSL: 22.50 hours

Stations: 13/13
 Diaries: 687/366:1/57.7%
 Sample Target: 665
 % Below Line: 0.0
 % Not Listed: 12.9

1990 Revenue: \$9,400,000
 HH Inc.: \$27,810
 Retail \$: 2.2 Bil
 Pop per Station: 19,353
 #1 Biller: WLWI-F \$2,800,000

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume
1. WZHT-F (B)	96/22.5	24.4	19.2	11.5	12.3	----	197/1443	687/27.3	28.7	26.6	28.6	124	892
2. WLWI-F (C)	69/16.2	17.6	15.5	17.2	18.1	----	120/1424	823/32.7	27.7	29.8	18.0	78	908
3. WHHY-F (CHR)	49/11.5	10.8	11.7	13.4	13.3	----	70/1221	727/28.9	29.3	30.9	12.4	54	786
4. WSYA-F (AC)	40/ 9.4	8.4	6.8	14.3	11.8	----	49/841	482/19.2	19.8	20.6	5.5	24	411
5. WAFX-F (CL AOR)	36/ 8.5	5.7	10.8	9.3	7.4	----	41/551	376/14.9	11.5	14.5	11.1	48	456
6. WXVI (B)	30/ 7.0	4.8	7.3	5.3	5.1	----	33/303	279/11.1	10.9	11.4	6.7	29	252
7. WBAM-F (O)	19/ 4.5	5.1	5.2	7.5	8.5	----	32/712	448/17.8	14.0	14.9	4.6	20	348
8. WACV (T)	12/ 2.8	2.2	1.2	0.9	1.9	----	12/214	148/ 5.9	5.1	3.8	2.1	9	157
9. WLWI (BB)	7/ 1.6	1.5	2.1	1.5	0.5	----	16/235	154/ 6.1	4.8	6.6	0.9	4	111
WAPZ (G)	7/ 1.6	3.7	2.1	----	----	----	8/75	51/ 2.0	2.9	4.6	0.2	1	29

12+ FM SHARE (METRO): 83.29% (309 of 371) (FAL 89: 80.38%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZHT-F>>	1 WZHT-F>>	1 WZHT-F>>	1 WZHT-F	1 WZHT-F	1 WLWI-F>>	1 WLWI-F	1 WLWI-F	1 WZHT-F>	1 WZHT-F>>	1 WZHT-F
2 WHHY-F	2 WAFX-F	2 WLWI-F	2 WLWI-F	2 WLWI-F	2 WZHT-F<	2 WZHT-F	2 WSYA-F	2 WLWI-F	2 WLWI-F	2 WLWI-F>>
3	3 WSYA-F	3 WAFX-F	3 WSYA-F	3 WSYA-F>	3 WXVI	3 WHHY-F>	3 WHHY-F	3 WHHY-F	3 WHHY-F	3 WHHY-F
4	WHHY-F	4 WSYA-F	4 WAFX-F	4 WXVI	4 WSYA-F	4 WSYA-F	4 WAFX-F	4 WSYA-F<	4 WXVI	4
5	5	5 WHHY-F	5	5 WAFX-F	5 WHHY-F	5	5 WXVI	5 WAFX-F	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZHT-F>>	1 WZHT-F>>	1 WZHT-F	1 WZHT-F>>	1 WZHT-F<	1 WZHT-F	1 WZHT-F	1 WZHT-F>	1 WZHT-F	1 WZHT-F
2 WHHY-F>	2 WSYA-F	2 WSYA-F>	2 WLWI-F<	2 WLWI-F	2 WAFX-F>>	2 WAFX-F>	2 WAFX-F>	2 WAFX-F>	2 WLWI-F
3 WSYA-F	3 WHHY-F	3 WAFX-F	3 WSYA-F>	3 WSYA-F>	3 WHHY-F>>	3 WHHY-F>	3 WSYA-F>	3 WLWI-F	3 WAFX-F
WLWI-F>	4 WLWI-F	WLWI-F	4 WHHY-F	4 WHHY-F	4	4 WSYA-F	4 WHHY-F	4 WHHY-F	4 WXVI
5 WAFX-F	5 WAFX-F	5 WHHY-F	5	5	5	5	5	5 WBAM-F	5 WSYA-F

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER	RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP	2 (1)	49 (1)	51 (2)	13.7	20.4	WHHY	1440 Montgomery	0.5/4.6/ 3/ 147		
AOR/CLASSIC		36 (1)	36 (1)	9.7	12.5	WMGY	800 Montgomery	0.5/3.1/ 6/ 111		
AC/OLDIES/SOFT ROCK		59 (2)	59 (2)	15.9	7.9	WSKN	1410 Prattville/Mntg	0.5/1.9/ 2/ 48		
MOR/VARIETY										
COUNTRY		69 (1)	69 (1)	18.6	18.0					
BLACK/URBAN	30 (1)	96 (1)	126 (2)	34.0	30.8					
BEAUTIFUL/EASY										
NEWS/TALK	12 (1)		12 (1)	3.2	1.4					
NOSTALGIA	7 (1)		7 (1)	1.9	2.5					
RELIGION/GOSPEL	9 (2)		9 (2)	2.4	6.5					
SPANISH										
CLASSICAL										
JAZZ/NEW AGE										
UNKNOWN/OTHERS	2 (1)		2 (1)	0.5						
	62 (7)	309 (6)	371 (13)							

RADIO STATIONS

WACV, 1170, 10 KW/1 KW (DA-2), TALK CBS, SUN, \$ 12.00 (---) Woods
 WAPZ, 1250, 5 KW/80 W, GOSPEL NBN, \$ 9.00 (---)
 WXVI, 1600, 5 KW/1 KW, BLACK SBN, \$ 12.00 (Ros11n)
 WZTN, 1000, 5 KW (DAYS, DA), GOSPEL, \$ 10.00 (---)
 WBAM-F, 98.9, 100 KW @ 730, OLDIES, \$ 25.00 (Christal)
 WHHY-F, 101.9, 100 KW @ 670, CHR ABC C, \$ 41.00 (Banner)
 WLWI-F, 92.3, 100 KW @ 500, COUNTRY MBS, \$ 63.00 (Katz) Colonial
 WSYA-F, 103.3, 28 KW @ 290, AC UNIPWR, \$ 30.00 (McGuild) Magic
 WAFX-F, 95.3, 50 KW @ 230, CLASSIC AOR NBN, \$ 22.00 (Torbet) (PRATTVILLE)
 WZHT-F, 105.7, 100 KW @ 1802, BLACK, \$ 31.00 (HNWH) (TROY)

Miscellaneous Comments: WXVI sold to New South for \$300,000

NASHVILLE

Arbitron Rank/Pop (12+): 46/830,500

Stations: 22/20
Diaries: 1244/668:1/50.3%
Sample Target: 1180
% Below Line: 2.2
% Not Listed: 10.9

1990 Revenue: \$33,000,000
HH Inc.: \$33,040
Retail \$: 8.3 Bil
Pop per Station: 41,525
#1 Biller: WSIX-F \$5,700,000

MSA Rank/Pop: 47/994,000
ADI # 32
Average Person Ratings: 16.3
Market TSL: 21.75 hours

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. WSIX-F (C)	157/11.6	11.5	12.7	10.5	12.4	11.6	205/2368	1594/19.2	20.3	19.8	12.3	159	1514	WSIX-F
2. WYHY-F (CHR)	155/11.4	12.0	12.5	13.4	11.6	12.3	245/3555	2136/25.7	25.9	26.3	14.3	185	2558	WYHY-F
3. WSM -F (C)	134/ 9.9	8.8	7.4	8.8	9.2	8.7	213/2649	1610/19.4	15.7	20.4	8.4	108	1479	WSM -F
4. WLAC-F (AC)	105/ 7.7	6.7	8.2	8.0	6.6	7.6	140/2013	1479/17.8	19.5	17.5	5.6	73	1317	WLAC-F
5. WQKQ-F (B)	101/ 7.5	6.6	6.3	6.8	7.2	6.8	105/1147	1088/13.1	12.8	12.7	9.7	126	1274	WQKQ-F
6. WZEZ-F (EZ/SAC)	92/ 6.8	7.7	8.8	8.8	5.6	8.0	103/1372	1187/14.3	17.1	15.5	4.2	54	898	WZEZ-F
7. WKDF-F (AOR)	82/ 6.1	8.4	9.1	8.3	7.9	8.0	174/2696	1430/17.2	18.9	20.5	12.2	158	1667	WKDF-F
8. WRMX-F (O)	78/ 5.8	4.4	3.4	3.7	6.1	4.3	107/1351	957/11.5	9.2	12.8	7.3	95	826	WRMX-F
9. WGFX-F (CL AOR)	56/ 4.1	5.3	4.4	5.2	5.7	4.8	76/1565	1078/13.0	14.9	14.9	5.3	69	1142	WGFX-F
10. WLAC (N/T)	54/ 4.0	2.7	2.8	4.6	3.1	3.5	60/968	806/ 9.7	5.9	10.5	3.3	43	501	WLAC
11. WSM (C)	44/ 3.2	3.5	3.3	3.3	3.5	3.3	102/1263	632/ 7.6	10.5	11.4	2.5	32	832	WSM
12. WAMB (BB)	35/ 2.6	2.3	1.7	0.4	0.6	1.8	35/334	334/ 4.0	3.6	2.1	0.9	12	267	WAMB
13. WVOL (B)	22/ 1.6	2.5	2.3	1.6	3.2	2.0	22/313	313/ 3.8	6.3	7.2	1.5	19	482	WVOL
14.														
15.														

12+ FM SHARE (METRO): 82.85% (1000 of 1207) (FAL 89: 83.88%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WYHY-F	1 WYHY-F<	1 WSIX-F	1 WSIX-F	1 WSIX-F	1 WSIX-F	1 WSIX-F	1 WSIX-F	1 WYHY-F	1 WYHY-F>	1 WLAC-F
2	2 WLAC-F	2 WYHY-F<	2 WSM -F	2 WSM -F	2 WSM -F>	2 WSM -F	2 WSM -F	2 WSIX-F>	2 WQKQ-F>	2 WSM -F
3	3 WKDF-F	3 WLAC-F	3 WRMX-F	3 WRMX-F	3 WZEZ-F	3 WYHY-F>	3 WZEZ-F<	3 WSM -F<	3 WLAC-F	3 WQKQ-F
4	4 WQKQ-F>	4 WQKQ-F<	4 WLAC-F	4 WLAC-F	4 WRMX-F>	4 WLAC-F	4 WLAC-F	4 WQKQ-F<	4 WSM -F	4 WSIX-F
5	5 WSIX-F	5 WSM -F	5 WQKQ-F	5 WZEZ-F<	5 WLAC	5 WKDF-F<	5 WRMX-F	5 WLAC-F	5 WKDF-F	5 WYHY-F
6	6 WSM -F	6 WKDF-F	6 WZEZ-F	6 WQKQ-F	6 WSM	6 WZEZ-F	6 WYHY-F	6 WZEZ-F<	6 WYHY-F<	6 WKDF-F
7	7 WGFX-F	7 WRMX-F	7 WKDF-F<	7 WYHY-F	7	7 WQKQ-F	7 WLAC	7 WRMX-F	7 WSIX-F	7
8	8	8	8 WYHY-F	8 WKDF-F	8	8 WRMX-F	8	8 WKDF-F	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WYHY-F	1 WLAC-F	1 WLAC-F	1 WLAC-F	1 WSIX-F	1 WYHY-F>>	1 WKDF-F	1 WKDF-F>	1 WSIX-F	1 WSIX-F>
2 WLAC-F	2 WYHY-F>	2 WYHY-F	2 WYHY-F	2 WSM -F	2 WKDF-F	2 WYHY-F	2 WLAC-F	2 WKDF-F	2 WRMX-F
3 WQKQ-F>	3 WQKQ-F	3 WZEZ-F	3 WSIX-F	3 WLAC-F<	3 WQKQ-F>	3 WQKQ-F	3 WGFX-F	3 WRMX-F<	3 WSM -F
4 WKDF-F>	4 WSIX-F	4 WSIX-F	4 WSM -F<	4 WZEZ-F	4 WGFX-F	4 WLAC-F	4 WSIX-F	4 WYHY-F	4 WKDF-F
5 WSM -F	5 WSM -F	5 WSM -F	5 WQKQ-F	5 WYHY-F	5 WLAC-F	5 WGFX-F>	5 WQKQ-F	5 WQKQ-F<	5 WGFX-F
6 WBVR-F	6 WKDF-F	6 WQKQ-F	6 WZEZ-F>	6 WQKQ-F	6	6 WSIX-F	6 WSM -F	6 WGFX-F	6 WQKQ-F<
7 WSIX-F	7 WZEZ-F	7	7 WRMX-F	7 WRMX-F	7	7 WSM -F>>	7	7 WSM -F	7 WLAC-F
								8 WLAC-F>>	

FORMATS	AH	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		155 (1)	155 (1)	12.8	13.8	WENO 760 Nashville	1.0/1.4/ 13/ 113
AOR/CLASSIC		148 (3)	148 (3)	12.3	15.2	WKDA 1240 Nashville	0.4/1.0/ 5/ 85
AC/OLDIES/SOFT ROCK	5 (1)	183 (2)	188 (3)	15.6	14.9	WMDB 880 Nashville	0.5/1.5/ 7/ 144
MOR/VARIETY	10 (1)		10 (1)	0.8	1.4	WNQM 1300 Nashville	0.9/1.3/ 12/ 115
COUNTRY	44 (1)	321 (4)	365 (5)	30.2	30.6	WRLT-F 100.1 Franklin/Nshvl.	0.7/3.2/ 10/ 266
BLACK/URBAN	29 (2)	101 (1)	130 (3)	10.8	13.0	WSIX 980 Nashville	0.7/4.2/ 10/ 364
BEAUTIFUL/EASY		92 (1)	92 (1)	7.6	6.3	WGM 1560 Nashville	0.4/1.6/ 5/ 134
NEWS/TALK	54 (1)		54 (1)	4.5	3.5		
NOSTALGIA	35 (1)		35 (1)	2.9	0.7	WBVR-F 101.1 Russellville	1.4/4.5/114/1500
RELIGION/GOSPEL	12 (1)		12 (1)	1.0		WYCF 102.9 Shelbyville	0.8/3.2/ 32/ 692
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS	18 (2)		18 (2)	1.5	0.6		
	207 (10)	1000 (12)	1207 (22)				

RADIO STATIONS

AM STATIONS

WAMB, 1160, 50 KW/1 KW (DA-N) , NOSTALGIA	MBS , \$ 20.00 (Roslin)	
WLAC, 1510, 50 KW (DA-N) , N/T/REL.	ABC E, ABC R , \$ 40.00 (Durpetti)	Fairmont
WMDB, 880, 2.5 KW (DAYS,DA) , BLACK	, \$ 17.00 (---	
WSIX, 980, 5 KW (DA-N) , VARIETY	, \$ N/A (McGuild)	Capstar
WSM , 650, 50 KW , COUNTRY	NBC , \$ 46.00 (Christal)	Gaylord
WVOL, 1470, 5 KW/1 KW (DA-2) , BLACK	NBN , \$ 23.00 (MMR)	

FM STATIONS

WGFY-F, 104.5, 49 KW @ 1312, CLASSIC AOR	, \$ 48.00 (Banner)	Capitol Johnson
WKDF-F, 103.3, 100 KW @ 1233, AOR	ABC E, ABC R , \$ 94.00 (Katz)	Dick
WLAC-F, 105.9, 100 KW @ 1233, AC	, \$ 90.00 (Durpetti)	Fairmont
WQK-F, 92.1, 1.5 KW @ 430, BLACK	, \$ 38.00 (MMR)	
WRMX-F, 96.3, 100 KW @ 826, AC/OLDIES	, \$ 43.00 (Republic)	Signature
WSIX-F, 97.9, 100 KW @ 1145, COUNTRY	UNISUP , \$ 100.00 (McGuild)	Capstar
WSM-F , 95.5, 100 KW @ 1286, COUNTRY	NBC , \$ 80.00 (Christal)	Gaylord
WYHY-F, 107.5, 100 KW @ 1235, CHR	, \$ 87.00 (Eastman)	Jacor (LEBANON)
WZEZ-F, 92.9, 100 KW @ 1053, EZ/SOFT AC	, \$ 50.00 (Eastman)	South Central

MISCELLANEOUS: WSIX-AM - Sold by Capstar for \$600,000 . . .

NASSAU-SUFFOLK

Arbitron Rank/Pop (12+): 13/2,246,700
 MSA Rank/Pop: 11/2,670,000
 New York ADI
 Average Person Ratings: 18.2
 Market TSL: 23.75 hours

Stations: 42/16
 Diaries: 1771/1269:1/50.9%
 Sample Target: 1735
 % Below Line: NA
 % Not Listed: NA

1990 Revenue: \$34,000,000
 HH Inc.: \$57,897
 Retail \$: 28.0 B11
 Pop per Station: 140,418
 #1 Biller: WALK-AF \$8,500,000

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. WALK-AF (AC)	296/ 7.2	6.7	7.0	6.8	6.1	6.9		3149/14.0	13.7	14.1	5.3	183	2513	WALK-AF
2. WBAB-F (AOR)	185/ 4.5	5.2	4.3	5.0	5.7	4.8		2980/13.3	11.7	15.2	4.2	155	2708	WBAB-F
3. WBLI-F (CHR)	178/ 4.4	4.9	4.7	5.0	5.8	4.8		2455/10.9	13.0	15.4	5.5	200	2942	WBLI-F
4. WYNY-F (C)	143/ 3.5	2.4	3.7	3.4	2.9	3.3		1762/ 7.8	8.3	7.4	3.2	118	1536	WYNY-F
5. WKJY-F (SAC)	121/ 3.0	2.6	3.3	3.6	2.9	3.1		1590/ 7.1	8.3	7.6	2.1	69	1153	WKJY-F
6. WGSM (BB)	107/ 2.6	1.4	1.9	2.5	2.2	2.1		685/ 3.0	3.4	3.1	1.3	48	486	WGSM
7. WHLI (BB)	90/ 2.2	3.9	2.6	3.8	3.9	3.1		686/ 3.1	4.3	5.5	1.8	66	566	WHLI
8. WDRE-F (AOR)	76/ 1.9	2.0	1.7	1.8	1.5	1.9		1346/ 6.0	5.6	4.5	2.6	95	1698	WDRE-F
9. WCTO-F (SAC/EZ)	72/ 1.8	2.6	3.0	2.7	2.4	2.5		1246/ 5.5	5.4	5.9	1.5	55	869	WCTO-F
10. WRCN-F (AOR)	34/ 0.8	1.0	1.1	0.9	0.5	0.9		641/ 2.9	2.5	2.2	0.5	17	717	WRCN-F
11. WLIX (REL)	17/ 0.4	----	0.3	0.4	0.3	0.3		181/ 0.8	0.7	1.1				WLIX
12. WBAZ-F (SAC)	15/ 0.4	0.8	0.4	----	0.3	0.4		230/ 1.0	1.4	0.8	0.7	24	469	WBAZ-F
13. WLNG-F (AC)	9/ 0.2	0.3	----	----	----	0.1		191/ 0.9	0.0	0.0				WLNG-F
14. WLNG (AC)	4/ 0.1	----	----	----	----	0.0		73/ 0.3	0.0	0.0				WLNG
15. WBAB (AOR)	3/ 0.1	----	----	----	0.4	0.0		158/ 0.7	0.0	1.1				WBAB

12+ FM SHARE (METRO): NA (FAL 89: NA)

NOTE: Nassau-Suffolk is a portion of the New York metro. Only stations home to the Nassau-Suffolk survey area are included. There is no TSA.

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBLI-F	1 WALK-AF	1 WALK-AF	1 WALK-AF	1 WALK-AF	1 WBAB-F	1 WBAB-F	1 WBAB-F	1 WBAB-F	1 WBAB-F
2 WALK-AF	2 WBLI-F	2 WBLI-F	2 WBLI-F	2 WBLI-F	2 WDRE-F	2 WDRE-F	2 WDRE-F	2 WALK-AF	2 WALK-AF
3 WBAB-F	3 WBAB-F	3 WKJY-F	3 WYNY-F	3 WYNY-F	3 WALK-AF	3 WALK-AF	3 WALK-AF	3 WYNY-F	3 WYNY-F
4 WKJY-F	4 WKJY-F	4 WBAB-F	4 WBAB-F	4 WKJY-F	4 WBLI-F	4 WYNY-F	4 WYNY-F	4 WDRE-F	4 WKJY-F
5 WYNY-F	5 WYNY-F	5 WYNY-F	5 WKJY-F	5 WBAB-F	5 WKJY-F	5 WKJY-F	WKJY-F	5 WKJY-F	5 WDRE-F
	6 WDRE-F	6 WDRE-F					WBLI-F		

OTHER RATED STATIONS METRO SHARE / CUME RTG.

See New York for more about the following stations:

WABC	3.5/8.2	WOR	3.7/8.2
WBLS-F	1.3/3.7	WPAT	0.5/2.0
WCBS	3.5/13.9	WPAT-F	2.3/9.3
WCBS-F	5.0/13.6	WPLJ-F	2.1/12.9
WEZN-F	1.4/4.8	WPLR-F	0.8/1.9
WFAN	3.3/11.8	WQCD-F	1.8/5.1
WHTZ-F	4.9/18.0	WQHT-F	3.4/9.2
WINS	2.4/12.0	WQXR	0.1/0.4
WLIB	0.8/0.7	WQXR-F	0.9/3.5
WLTW-F	2.9/9.7	WRKS-F	1.8/4.7
WNCN-F	0.9/3.4	WSKQ	0.3/0.6
WNEW	1.0/4.1	WXRK-F	4.3/13.8
WNEW-F	4.0/11.8		
WNSR-F	3.4/9.9		

RADIO STATIONS

WGSM , 740, 25 KW (DAYS, DA) ,	Nostalgia/MOR	UNISUP/ULT, \$ 47.00 (Roslin)	Greater Media
WHLI , 1100, 10 KW (DAYS, DA) ,	Nostalgia	UNISUP, \$ 48.00 (Katz)	Barnstable
WLIX , 540, 250 W (DAYS) ,	Religion	\$ 25.00 (---)	
WALK-F, 97.5, 45 KW @ 530 ,	AC	\$ 160.00 (Durpetti)	American
WBAB-F, 102.3, 3 KW @ 268 ,	AOR	\$ 140.00 (MMR)	Noble
WBAZ-F, 101.7, 6 KW @ 231 ,	Soft AC	UNISUP, \$ 30.00 (---)	
WBLI-F, 106.1, 25 KW @ 492 ,	CHR	\$ 111.00 (Katz)	Beck-Ross
WCTO-F, 94.3, 3 KW @ 300 ,	EZ/Btfl	\$ 55.00 (Roslin)	Greater Media
WDRE-F, 92.7, 1 KW @ 521 ,	AOR	\$ 64.00 (Katz)	
WKJY-F, 98.3, 3 KW @ 328 ,	Soft AC	\$ 70.00 (Katz)	New Barnstable
WRCN-F, 103.9, 1.5 KW @ 466 ,	AOR	\$ 40.00 (---)	
WVMB-F, 107.1, 3 KW @ 300 ,	CHR	SOURCE, \$ 25.00 (Roslin)	

NEW HAVEN

Arbitron Rank/Pop (12+): 90/394,800
 MSA Rank/Pop: 95/526,000
 ADI # 23 (w/Hartford)
 Average Person Ratings: 16.0
 Market TSL: 21.50 hours

Stations: 26/6
 Diaries: 931/424:1/52.8%
 Sample Target: 820
 % Below Line: 46.1
 % Not Listed: 16.1

1990 Revenue: \$15,800,000
 HH Inc.: \$41,735
 Retail \$: 4.5 Bil
 Pop per Station: 65,800
 #1 Biller: WKCI-F \$7,400,000

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. WKCI-F (CHR)	69/10.9	12.1	14.7	13.3	11.7	----	159/2438	1028/26.0	27.7	30.4	10.5	67	1190	WKCI-F
2. WELI (MOR)	53/ 8.4	9.2	9.9	10.2	10.1	----	60/1034	838/21.2	17.8	23.0	7.8	50	648	WELI
3. WPLR-F (AOR)	50/ 7.9	7.2	9.0	7.0	7.1	----	147/2026	715/18.1	20.0	19.6	10.6	68	1031	WPLR-F
4. WEZN-F (SAC)	38/ 6.0	7.3	5.2	6.4	6.6	----	168/2080	557/14.1	16.0	14.3	3.4	22	476	WEZN-F
5. WWYZ-F (C)	37/ 5.8	5.0	3.5	4.0	4.4	----	86/1107	398/10.1	10.2	7.9	5.5	35	354	WWYZ-F
6. WAVZ (BB)	31/ 4.9	5.2	3.8	4.9	4.8	----	33/396	330/ 8.4	8.6	8.9	2.0	13	228	WAVZ
7. WKSS-F (CHR)	29/ 4.6	4.6	2.9	3.7	3.9	----	81/1486	563/14.3	14.1	12.1	5.6	36	850	WKSS-F
WDRC-F (O)	29/ 4.6	3.9	4.6	6.4	5.7	----	90/1304	532/13.5	11.2	12.9	4.5	29	444	WDRC-F
9. WFAN (T)	24/ 3.8	3.7	3.4	2.2	2.3	----	62/1190	427/10.8	8.8	10.7	4.2	27	377	WFAN
10. WCBS (N/T)	22/ 3.5	1.7	3.2	2.4	2.3	----	46/1194	496/12.6	8.1	13.2	1.6	10	382	WCBS
11. WEBE-F (AC)	21/ 3.3	3.6	3.1	3.0	2.9	----	80/1176	334/ 8.5	9.9	9.4	3.4	22	212	WEBE-F
12. WYBC-F (J/NA)	19/ 3.0	2.2	2.0	1.2	0.5	----	22/366	304/ 7.7	7.0	6.1	3.4	22	413	WYBC-F
13. WNHC (B)	17/ 2.7	3.7	3.1	3.3	4.7	----	17/254	236/ 6.0	8.0	8.6	3.6	23	332	WNHC
14.														
15.														

12+ FM SHARE (METRO): 66.67% (354 of 531) (FAL 89: 67.81%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKCI-F>>	1 WPLR-F	1 WKCI-F	1 WKCI-F	1 WKCI-F	1 WELI >	1 WELI >	1 WKCI-F	1 WKCI-F	1 WKCI-F	1 WELI >
2 WKSS-F>>	2 WKCI-F>	2 WPLR-F>>	2 WPLR-F>	2 WPLR-F>	2 WWYZ-F<	2 WKCI-F	2 WPLR-F	2 WPLR-F	2 WPLR-F	2 WCBS
3 WRKS-F	3 WKSS-F>	3 WDRC-F	3 WDRC-F	3 WDRC-F	3 WEZN-F	3 WPLR-F<	3 WEZN-F	3 WEZN-F<	3 WELI	WKCI-F
WYBC-F	4 WDRC-F	4 WKSS-F<	4 WFAN	4 WEZN-F	WAVZ	4 WFAN >	4 WAVZ	4 WELI	4 WKSS-F>	4 WFAN
WPLR-F	5	5 WFAN	WEZN-F	5 WFAN	5 WKCI-F	5 WWYZ-F<	5 WKSS-F	5 WWYZ-F	5 WWYZ-F	5 WTIC
6	6	WEBE-F	6 WEBE-F	6 WWYZ-F	6 WCBS	6 WEZN-F	6 WELI	6 WWYZ-F	WDRC-F	WEBE-F
7	7	7	7 WWYZ-F	7 WEBE-F	7	WCBS	7 WDRC-F	7	7	WBLS-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKCI-F	1 WKCI-F>	1 WKCI-F>	1 WKCI-F>	1 WKCI-F>	1 WPLR-F	1 WPLR-F>>	1 WPLR-F>>	1 WPLR-F>	1 WPLR-F
2 WKSS-F	2 WPLR-F>	2 WPLR-F	2 WPLR-F	2 WDRC-F	WKCI-F>	2 WKCI-F>	2 WFAN	2 WFAN	2 WFAN >
WPLR-F>>	3 WKSS-F>	3 WEBE-F	3 WDRC-F	3 WEBE-F	3 WKSS-F>>	3 WKSS-F	3 WHCN-F	3 WKCI-F>	3 WEZN-F
4 WIOF-F>>	4 WIOF-F	4 WDRC-F>	4 WEBE-F	4 WEZN-F	4 WQHT-F	4 WHCN-F	4 WEZN-F	4 WWYZ-F	4 WKCI-F
5	WEBE-F	5 WEZN-F	5 WKSS-F	5 WPLR-F	WHCN-F	5 WFAN	WKCI-F	5 WEZN-F	5 WWYZ-F
6	WDRC-F	WNHC	6 WEZN-F	6 WWYZ-F	WYBC-F>>	6	6	6	6 WDRC-F

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		107 (4)	107 (4)	20.2	22.6		
AOR/CLASSIC		65 (3)	65 (3)	12.2	14.6	WABC 770 New York	0.9/1.3/ 20/ 280
AC/OLDIES/SOFT ROCK		108 (5)	108 (5)	20.3	19.5	WBLS-F 107.5 New York	0.5/1.6/ 6/ 124
MOR/VARIETY	64 (3)		64 (3)	12.1	13.2	WCCC-F 106.9 Hartford	0.5/2.9/ 16/ 523
COUNTRY		37 (1)	37 (1)	7.0	4.2	WHCN-F 105.9 Hartford	1.9/6.9/ 44/ 920
BLACK/URBAN	17 (1)		28 (3)	5.3	5.2	WICC 600 Bridgeport	0.5/2.5/ 93/1269
BEAUTIFUL/EASY		7 (1)	7 (1)	1.3	2.9	WIOF-F 104.1 Waterbury	2.4/8.6/ 43/ 790
NEWS/TALK	65 (4)		65 (4)	12.2	10.1	WOR 710 New York	2.1/3.4/ 26/ 351
NOSTALGIA	31 (1)		31 (1)	5.8	4.9	WQHT-F 97.1 New York	0.3/1.3/ 23/ 332
RELIGION/GOSPEL					0.4	WRCH-F 100.5 New Britain/Hrt	1.1/6.1/ 29/ 553
SPANISH						WRKS-F 98.7 New York	1.3/2.3/ 31/ 405
CLASSICAL						WTIC 1080 Hartford	1.3/4.2/ 70/ 972
JAZZ/NEW AGE		19 (1)	19 (1)	3.6		WTIC-F 96.5 Hartford	1.1/6.3/ 29/ 750
UNKNOWN/OTHERS					2.4	WZMX-F 93.7 Hartford	0.8/4.2/ 17/ 457
	177 (9)	354 (17)	531 (26)				

RADIO STATIONS

WAVZ, 1300, 1 KW (DA-N), NOST. UNISUP, UNIULT, \$ 32.00 (McGuild), Noble
 WELI, 960, 5 KW (DA-N), MOR/FULL SER., \$ 66.00 (Banner), Clear Channel
 WNHC, 1340, 1 KW, BLACK, SBN, \$ 18.00 (K & P)

WKCI-F, 101.3, 10 KW @ 1070, CHR, UNISUP, \$ 156.00 (McGuild), Noble
 WPLR-F, 99.1, 14 KW @ 950, AOR, \$ 84.00 (Durpetti), Southern Starr
 WYBC-F, 94.3, 1 KW @ 100, JAZZ/VARIOUS, \$ 20.00 (---)

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

NEW ORLEANS

Arbitron Rank/Pop (12+): 36/1,061,900

Stations: 27/24
Diaries: 1600/664:1/49.2%
Sample Target: 1575
% Below Line: 1.0
% Not Listed: 8.3

1990 Revenue: \$31,100,000
HH Inc.: \$26,730
Retail \$: 9.6 Bil
Pop per Station: 44,245
#1 Biller: WWL \$5,700,000

MSA Rank/Pop: 38/1,310,000
ADI # 36
Average Person Ratings: 18.1
Market TSL: 23.75 hours

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. WYLD-F (B)	255/13.3	11.8	12.9	15.1	15.1	13.3	270/2563	2215/20.9	21.5	20.7	13.5	235	2671	WYLD-F
2. WQUE-F (B)	192/10.0	10.0	9.8	7.9	9.7	9.4	244/3128	2469/23.3	24.8	23.9	14.2	247	3311	WQUE-F
3. WEZB-F (CHR)	177/ 9.2	9.1	11.2	10.1	10.8	9.9	240/3557	2628/24.7	27.7	28.4	12.8	223	3297	WEZB-F
4. WWL (N/T)	156/ 8.1	7.2	5.4	5.4	6.3	6.5	202/3065	2521/23.7	16.0	22.7	6.0	105	1567	WWL
5. WNOE-F (C)	144/ 7.5	5.3	5.4	5.6	3.5	5.9	179/2118	1396/13.1	12.5	9.5	7.8	135	1038	WNOE-F
6. WLTS-F (AC)	110/ 5.7	4.8	5.3	6.3	4.6	5.5	124/2000	1606/15.1	12.7	15.7	4.1	71	1376	WLTS-F
7. WLMG-F (AC)	108/ 5.6	5.8	5.9	6.2	5.4	5.9	124/1735	1490/14.0	14.7	13.2	3.4	59	1096	WLMG-F
8. KQLD-F (O)	91/ 4.7	4.5	3.5	5.3	4.6	4.5	104/1473	1207/11.4	9.9	11.7	4.3	74	866	KQLD-F
9. WCKW-F (CL AOR)	82/ 4.3	3.3	4.6	3.8	3.5	4.0	153/1865	1177/11.1	10.5	9.8	5.7	99	1449	WCKW-F
10. WRNO-F (AOR)	68/ 3.5	3.6	3.6	3.6	3.8	3.6	95/1772	1249/11.8	12.1	12.6	4.5	78	1416	WRNO-F
11. WBYU (BB)	66/ 3.4	4.9	3.9	4.6	4.6	4.2	67/766	729/ 6.9	6.6	9.3	3.1	54	746	WBYU
12. WBOK (REL)	60/ 3.1	5.2	3.7	4.2	4.8	4.0	60/624	611/ 5.8	6.6	7.2	3.2	56	686	WBOK
13. WMXZ-F (AC)	52/ 2.7	3.7	3.3	1.9	2.7	2.9	52/1183	1030/ 9.7	10.8	7.0	2.5	43	1054	WMXZ-F
14. KHOM-F (O)	30/ 1.6	1.9	2.3	1.3	2.5	1.8	75/1369	697/ 6.6	6.5	7.8	2.1	37	430	KHOM-F
15. WYLD (REL)	28/ 1.5	1.9	2.4	2.1	1.9	2.0	28/531	490/ 4.6	4.8	5.7	1.7	29	474	WYLD

12+ FM SHARE (METRO): 76.53% (1347 of 1760) (FAL 89: 73.13%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WYLD-F	1 WYLD-F	1 WQUE-F	1 WYLD-F	1 WYLD-F	1 WQUE-F	1 WYLD-F	1 WYLD-F	1 WYLD-F	1 WYLD-F
2 WEZB-F	2 WQUE-F	2 WLTS-F	2 WQUE-F	2 WQUE-F	2 WEZB-F	2 WQUE-F	2 WCKW-F	2 WQUE-F	2 WWL
3 WQUE-F	3 WEZB-F	3 WYLD-F	3 WEZB-F	3 WLTS-F	3 WYLD-F	3 WCKW-F	3 WQUE-F	3 WCKW-F	3 WNOE-F
4 WRNO-F	4 WLTS-F	4 WEZB-F	4 WLTS-F	4 KQLD-F	4 WRNO-F	4 WEZB-F	4 WRNO-F	4 WWL	4 WCKW-F
5 WNOE-F	5 WLMG-F	5 KQLD-F	5 WLMG-F	5 WLMG-F	5 WCKW-F	5 WRNO-F	5 WLTS-F	5 WNOE-F	5 WQUE-F
6 WMXZ-F	6 KQLD-F	6 WLMG-F	6 KQLD-F	6 WEZB-F	6 WLMG-F	6 WLTS-F	6 WNOE-F	6 WEZB-F	6 KQLD-F
7 WLTS-F	7	7	7	7	7 WWL	7	7 WEZB-F	7 WRNO-F	7 WLTS-F
8 WCKW-F									

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		190 (3)	190 (3)	10.8	11.9	KGLA 1540 Gretna	0.6/0.8/ 13/ 101
AOR/CLASSIC		150 (2)	150 (2)	8.5	8.1	KNOK-F 102.9 Belle Chse/NO	0.9/2.9/ 18/ 306
AC/OLDIES/SOFT ROCK	14 (1)	391 (5)	405 (6)	23.0	18.9	WADU 830 Norco/Kenner	0.7/2.1/ 14/ 226
MOR/VARIETY					0.7	WARB 730 Covington	0.6/1.2/ 11/ 124
COUNTRY	14 (1)	151 (2)	165 (3)	9.4	7.8	WNOE 1060 New Orleans	0.7/3.0/ 17/ 427
BLACK/URBAN	7 (1)	447 (2)	454 (3)	25.8	27.7	WQUE 1280 New Orleans	0.4/1.3/ 7/ 164
BEAUTIFUL/EASY	14 (1)		14 (1)	0.8	0.8	WSMB 1350 New Orleans	0.8/3.4/ 17/ 385
NEWS/TALK	199 (4)		199 (4)	11.3	10.2	WTIX 690 New Orleans	0.8/2.6/ 17/ 314
NOSTALGIA	66 (1)		66 (1)	3.8	6.1	WYAT 990 New Orleans	0.7/2.2/ 17/ 256
RELIGION/GOSPEL	88 (2)		88 (2)	5.0	7.4		
SPANISH	11 (1)		11 (1)	0.6		WFMF-F 102.5 Baton Rouge	0.4/1.5/ 67/ 984
CLASSICAL						WGGZ-F 98.1 Baton Rouge	0.3/0.9/ 38/ 778
JAZZ/NEW AGE		18 (1)	18 (1)	1.0		WKJN-F 103.3 Hammond	0.4/2.1/ 48/1055
UNKNOWN/OTHERS					0.3		
		413 (12)	1347 (15)	1760 (27)			

RADIO STATIONS

AM STATIONS

WBOK, 1230, 1 KW	, GOSPEL	SBN, UNIULT, \$ 24.00 (---)	
WBYU, 1450, 1 KW	, NOSTALGIA/EZ	SMN, \$ 30.00 (Roslin)	
WNOE, 1060, 50 KW/5 KW (DA-2)	, SEE WNOE-F		
WSMB, 1350, 5 KW (DA-2)	, TALK	MBS, ABC I, \$ 25.00 (Smith)	
WTIX, 690, 10 KW/5 KW (DA-2)	, TALK	NBC, MBS, \$ 22.00 (---)	
WWL, 870, 50 KW (DA-1)	, NEWS/TALK	CBS, \$ 60.00 (Katz)	Keymarket
WYAT, 990, 250 W	, NOSTALGIA	RADRAD, UNISP, \$ 20.00 (Durpetti)	
WYLD, 940, 10 KW/500 W (DA-2)	, GOSPEL	, \$ 20.00 (HNWH)	Interurban

FM STATIONS

KHOM, 104.1, 100 KW @ 1954, OLDIES		NBC, \$ 30.00 (Torbet)	(HOUMA)
KQLD, 106.7, 100 KW @ 983, OLDIES		, \$ 35.00 (McGuild)	Beasley (PORT SULPHUR)
WCKW, 92.3, 100 KW @ 1954, AOR		SOURCE, \$ 39.00 (Republic)	(LAPLACE)
WEZB, 97.1, 100 KW @ 984, CHR		, \$ 100.00 (MMR)	
WLMG, 101.9, 100 KW @ 825, AC		, \$ 55.00 (Katz)	Keymarket
WLTS, 105.3, 100 KW @ 902, SOFT AC		RADRAD, \$ 60.00 (Durpetti)	
WMXZ, 95.7, 100 KW @ 984, AC		, \$ 44.00 (Christal)	Stoner
WNOE, 101.1, 100 KW @ 1004, COUNTRY		MBS, \$ 50.00 (McGuild)	New Market
WQUE, 93.3, 100 KW @ 984, URBAN/CHR		, \$ 76.00 (Christal)	Clear Channel
WRNO, 99.5, 100 KW @ 1004, AOR		ABC R, ABC F, \$ 51.00 (MMR)	
WYLD, 98.5, 100 KW @ 984, BLACK		ABC C, \$ 61.00 (HNWH)	Interurban

NEW YORK

Arbitron Rank/Pop (12+): 1/14,151,200
 MSA Rank/Pop: 2/15,400,000
 ADI # 1
 Average Person Ratings: 19.0
 Market TSL: 25.00 hours

Stations: 45/43
 Diaries: 6520/2170:1/51.7%
 Sample Target: 4200
 % Below Line: 0.8
 % Not Listed: 9.9

1990 Revenue: \$335,600,000
 HH Inc.: \$41,370
 Retail \$:115.9 Bll
 Pop per Station: 329,097
 #1 Biller: WINS \$26,700,000

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. WRKS-F (B)	1495/ 5.6	5.5	5.1	4.5	4.1	5.2	1574/17453	16552/11.7	11.4	11.0	7.3	1757	18605	WRKS-F
2. WLTW-F (AC)	1378/ 5.1	5.1	4.1	4.8	4.7	4.8	1389/18823	18367/13.0	12.1	12.8	4.4	1072	12054	WLTW-F
3. WCBS-F (O)	1339/ 5.0	5.1	4.6	5.1	4.1	4.9	1386/20184	19013/13.4	12.7	12.4	4.2	1028	13422	WCBS-F
4. WPAT-F (EZ)	1303/ 4.8	3.6	4.0	4.0	5.0	4.1	1355/14620	13956/ 9.9	11.6	11.2	2.3	545	7710	WPAT-F
5. WHTZ-F (CHR)	1253/ 4.7	4.8	4.6	4.7	4.3	4.7	1273/22500	21890/15.5	16.2	16.2	4.4	1060	22654	WHTZ-F
6. WINS (N)	1173/ 4.4	4.4	4.3	4.8	4.7	4.5	1181/26996	26568/18.8	18.1	20.5	3.8	926	18566	WINS
7. WQHT-F (CHR)	1091/ 4.1	4.2	4.0	4.0	4.0	4.1	1141/16387	15368/10.9	10.2	10.9	5.3	1291	18356	WQHT-F
8. WBLS-F (B)	1072/ 4.0	3.7	3.8	4.0	3.8	3.9	1088/13863	13545/ 9.6	9.7	9.5	4.9	1180	14341	WBLS-F
9. WOR (T)	1054/ 3.9	4.0	3.9	4.0	4.6	4.0	1157/14999	13422/ 9.5	9.7	10.3	3.7	901	11480	WOR
10. WCBS (N)	961/ 3.6	3.6	3.6	3.4	3.5	3.5	1081/23569	20519/14.5	13.7	13.5	3.6	876	13812	WCBS
11. WNSR-F (AC)	945/ 3.5	3.7	3.7	3.0	3.5	3.5	961/15421	14984/10.6	10.9	10.2	3.2	765	10256	WNSR-F
12. WXRK-F (CL AOR)	944/ 3.5	3.3	3.4	3.2	3.1	3.3	1030/17450	15919/11.2	11.5	10.7	4.5	1081	16189	WXRK-F
13. WABC (T)	918/ 3.4	2.6	2.6	2.8	2.8	2.8	1005/14034	12370/ 8.7	8.5	7.8	2.3	553	8886	WABC
14. WNEW-F (AOR)	859/ 3.2	4.1	3.9	3.4	3.7	3.7	956/16055	14453/10.2	11.0	11.1	5.0	1218	15996	WNEW-F
15. WFAN (T)	730/ 2.7	3.1	3.3	2.4	2.7	2.9	900/15925	13117/ 9.3	10.1	8.7	3.3	793	13178	WFAN
16. WYNY-F (C)	718/ 2.7	2.5	2.4	2.4	2.5	2.5	773/10635	9701/ 6.9	6.6	6.0	2.3	547	6306	WYNY-F
17. WPLJ-F (CHR)	600/ 2.2	2.5	2.6	2.6	3.0	2.5	656/18010	16440/11.6	12.6	13.0	2.8	670	16960	WPLJ-F
18. WQCD-F (J/NA)	550/ 2.0	2.1	2.3	1.8	2.3	2.0	562/9412	9061/ 6.4	6.3	6.6	2.1	519	7959	WQCD-F
19. WNEW (BB)	496/ 1.8	1.9	2.4	1.7	2.3	2.0	543/9156	8169/ 5.8	5.8	6.2	1.6	393	7473	WNEW
20. WADO (SP)	436/ 1.6	1.9	1.7	1.8	1.7	1.8	436/3987	3987/ 2.8	3.0	2.8	1.1	267	4021	WADO
21. WSKQ-F (SP)	430/ 1.6	2.2	2.1	2.6	1.6	2.1	430/4864	4858/ 3.4	3.9	3.2	1.1	256	3838	WSKQ-F
22. WQXR-AF (CL)	412/ 1.5	1.4	1.8	2.0	1.3	1.7	431/6869	6543/ 4.6	5.4	4.4	1.2	271	5323	WQXR-AF
23. WSKQ (SP)	412/ 1.5	1.7	1.3	1.1	1.4	1.4	412/3771	3771/ 2.7	2.4	2.0	1.0	237	2765	WSKQ
24. WLIB (B)	406/ 1.5	1.5	1.9	1.3	1.7	1.5	407/3509	3465/ 2.4	3.4	3.1	1.4	346	2653	WLIB
25. WNCN-F (CL)	380/ 1.4	1.3	1.6	1.5	1.5	1.5	392/6406	6212/ 4.4	5.3	5.5	1.4	336	3954	WNCN-F
26. WALK-F (AC)	306/ 1.1	1.0	1.1	1.1	1.0	1.1	323/3751	3429/ 2.4	2.4	2.6	0.9	213	3216	WALK-F
27. WKDM (SP)	257/ 1.0	1.0	0.8	0.7	0.7	0.9	257/2595	2595/ 1.8	1.9	1.6	0.5	131	1970	WKDM
28. WPAT (EZ)	251/ 0.9	0.8	1.2	1.2	1.3	1.0	256/5084	5002/ 3.5	0.0	3.7	0.5	131	1970	WPAT
29.														
30.														

12+ FM SHARE (METRO): 68.04% (16500 of 24249) (FAL 89: 65.50%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WRKS-F	1 WRKS-F	1 WNSR-F	1 WRKS-F	1 WLTW-F	1 WQHT-F	1 WXRK-F	1 WNEW-F	1 WXRK-F	1 WCBS-F
2 WQHT-F	2 WHTZ-F	2 WRKS-F	2 WHTZ-F	2 WCBS-F	2 WXRK-F	2 WNEW-F	2 WXRK-F	2 WCBS-F	2 WXRK-F
3 WHTZ-F	3 WQHT-F	3 WLTW-F	3 WNSR-F	3 WNSR-F	3 WRKS-F	3 WBLS-F	3 WNSR-F	3 WNEW-F	3 WNEW-F
4 WNSR-F	4 WNSR-F	4 WBLS-F	4 WLTW-F	4 WHTZ-F	4 WNEW-F	4 WQHT-F	4 WRKS-F	4 WRKS-F	4 WFAN
5 WBLS-F	5 WBLS-F	5 WHTZ-F	5 WCBS-F	5 WRKS-F	5 WHTZ-F	5 WBLS-F	5 WFAN	5 WBLS-F	5 WLTW-F
6 WPLJ-F	6 WLTW-F	6 WNEW-F	6 WBLS-F	6 WBLS-F	6 WBLS-F	6 WHTZ-F	6 WQCD-F	6 WFAN	6 WBLS-F
7 WXRK-F	7 WNEW-F	7 WXRK-F	7 WQHT-F	7 WINS	7 WNSR-F	7 WFAN	7 WNSR-F	7 WLTW-F	7 WRKS-F
8 WNEW-F	8 WPLJ-F	8 WQHT-F	8 WNEW-F	8 WYNY-F	8 WPLJ-F	8 WNSR-F	8 WHTZ-F	8 WQHT-F	8 WQCD-F
9 WLTW-F	9 WXRK-F	9 WPLJ-F	9 WXRK-F	9 WNEW-F	9 WFAN	9 WCBS-F	9 WNSR-F	9 WHTZ-F	9 WINS
10	10	10 WSKQ	10 WYNY-F	10 WXRK-F	10	10 WLTW-F	10 WLTW-F	10 WNSR-F	10 WHTZ-F
			WPLJ-F	WQHT-F					
			WINS						

FORMATS	AM	FM	TOTAL	%	FAL 89	OTHER RATED STATIONS	METRO CUME	TSA	TSA
-----	---	---	-----	---	---	-----	SHARE/RTG/AQH/CUME	---	---
TOP 40/CHR/CONTEMP		3137 (4)	3137 (4)	12.9	13.5	WBAB-F 102.3	Babylon		0.7/2.4/195/3424
AOR/CLASSIC		2303 (5)	2303 (5)	9.5	9.8	WBLI-F 106.1	Patchogue		0.7/2.0/197/2888
AC/OLDIES/SOFT ROCK		4284 (7)	4284 (7)	17.7	16.1	WCTO-F 94.3	Smithtown		0.3/0.9/ 73/1272
MOR/VARIETY						WDHA-F 105.5	Dover		0.4/1.4/117/2276
COUNTRY		814 (2)	814 (2)	3.4	2.8	WDRE-F 92.7	Garden City/NY		0.8/2.4/205/3483
BLACK/URBAN	534 (2)	2567 (2)	3101 (4)	12.8	11.3	WFME-F 94.7	Newark		0.7/1.5/191/2335
BEAUTIFUL/EASY	251 (1)	1497 (3)	1748 (4)	7.2	7.9	WGSM 740	Huntington		0.4/0.5/126/ 901
NEWS/TALK	4836 (5)		4836 (5)	19.9	20.4	WHLI 1100	Hempstead		0.4/0.7/120/1094
NOSTALGIA	726 (3)		726 (3)	3.0	3.4	WHUD-F 100.7	Peekskill		0.5/1.2/227/2841
RELIGION/GOSPEL	244 (2)	179 (1)	423 (3)	1.7	1.8	WKJY-F 98.3	Hempstead		0.5/1.3/128/1837
SPANISH	1105 (3)	430 (1)	1535 (4)	6.3	6.5	WMGQ-F 98.3	New Brunswick		0.3/1.0/100/1538
CLASSICAL	53 (1)	739 (2)	792 (3)	3.3	3.2	WNJR 1430	Newark		0.5/1.5/128/2127
JAZZ/NEW AGE		550 (1)	550 (1)	2.3	2.5	WWDJ 970	Hackensack		0.3/0.9/ 79/1278
UNKNOWN/OTHERS					0.7	WWRL 1600	New York		0.6/1.7/166/2368
						WEZN-F 99.9	Bridgeport		0.4/1.2/297/4143
						WKXW-F 101.5	Trenton		0.4/1.2/181/2969
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	7749 (17)	16500 (28)	24249 (45)						

RADIO STATIONS

AM STATIONS

WABC, 770,	50 KW	, Talk	ABC I,	\$250.00	(Banner)	Cap Cities/ABC
WADO, 1280,	5 KW (DA-1)	, Hispanic	, \$140.00	(---)		Tichenor
WCBS, 880,	50 KW	, News	CBS,	\$360.00	(CBS)	CBS
WEVD, 1050,	50 KW (DA-1)	, Big Band/Ethnic	UNIULT,	\$ 80.00	(Groskin)	
WFAN, 660,	50 KW	, Sports Talk	NBC UNIPWR,	\$260.00	(HNWH)	Emmis
WINS, 1010,	50 KW (DA-1)	, News	ABC D,	\$400.00	(Group W)	Westinghouse
WKDM, 1380,	5 KW (DA-1)	, Hispanic	, \$ 85.00	(Katz)		United
WLIB, 1190,	10 KW (Days, DA)	, Black News/Talk	SBN,	\$ 90.00	(Mc-Guild)	Inner City
WMCA, 570,	5 KW (DA-1)	, Religion	, \$ NA	(---)		Saleva
WNEW, 1130,	50 KW (DA-N)	, Nostalgia/MOR	MBS, NBC,	\$150.00	(Eastman)	Westwood One
WOR, 710,	50 KW (DA-1)	, Talk	ABC E UNIULT,	\$250.00	(Mc-Guild)	Buckley
WPAT, 930,	5 KW (DA-2)	, EZ	, \$ NA	(Katz)		Park
WQXR, 1560,	50 KW (DA-2)	, Classical	UNISUP,	\$ NA	(MMR)	New York Times
WSKQ, 620,	5 KW (DA-2)	, Hispanic	, \$100.00	(---)		SBS
WWDJ, 970,	5 KW (DA-2)	, Religion	, \$ 40.00	(---)		
WWRL, 1600,	5 KW (DA-2)	, Gospel	NBN,	\$ 45.00	(K & P)	
WZRC, 1480,	5 KW (DA-2)	, AOR	SMN,	\$ NA	(Torbet)	Infinity

FM STATIONS

WBLS, 107.1,	5.4 KW @ 1223	, Black	ABC FM,	\$320.00	(Mc-Guild)	Inner City
WCBS, 101.1,	7 KW @ 1327	, Oldies	RADRAD,	\$475.00	(CBS)	CBS
WHTZ, 100.3,	7.8 KW @ 1223	, CHR	, \$400.00	(Christal)		Malrite
WFME, 94.7,	38 KW @ 570	, Religion	, \$ NA	(---)		Family (NEWARK)
WHUD, 100.7,	50 KW @ 500	, Btfl/EZ	, \$100.00	(Katz)		(PEEKSKILL)
WLTW, 106.7,	7.8 KW @ 1223	, Soft AC	, \$425.00	(Katz)		Viacom
WNCN, 104.3,	7.8 KW @ 1223	, Classical	APR UNIULT,	\$175.00	(CMBS)	GAF
WNEW, 102.7,	7.8 KW @ 1223	, AOR	SOURCE UNIPWR,	\$340.00	(Group W)	Westinghouse
WNSR, 105.1,	7.8 KW @ 1223	, AC	UNIPWR,	\$279.00	(Mc-Guild)	Bonneville
WPAT, 93.1,	5.4 KW @ 1418	, Btfl/EZ	, \$220.00	(Republic)		Park
WPLJ, 95.5,	6.8 KW @ 1335	, CHR	ABC R,	\$240.00	(Banner)	Cap Cities/ABC
WQCD, 101.9,	5.4 KW @ 1418	, Jazz	UNISUP,	\$255.00	(Christal)	Tribune Co.
WQHT, 97.1,	6.7 KW @ 1346	, CHR/Dance	, \$240.00	(HNWH)		Emmis
WQXR, 96.3,	7.8 KW @ 1223	, Classical	UNISUP,	\$160.00	(MMR)	New York Times
WRKS, 98.7,	7.8 KW @ 1223	, Black	SOURCE UNIPWR,	\$275.00	(Durpetti)	Summit
WSKQ, 97.9,	7.8 KW @ 1223	, Hispanic	, \$100.00	(SBS)		SBS
WXRK, 92.3,	7.8 KW @ 1223	, Classic AOR	ABC R,	\$310.00	(Torbet)	Infinity
WYNY, 103.5,	5.8 KW @ 1390	, Country	, \$200.00	(Eastman)		Westwood One

NORFOLK

Arbitron Rank/Pop (12+): 33/1,151,600

Stations: 28/26
Diaries: 1476/780:1/54.9%
Sample Target: 1380
% Below Line: 0.7
% Not Listed: 10.4

1990 Revenue: \$31,700,000
HH Inc.: \$34,700
Retail \$: 10.6 Bil
Pop per Station: 44,292
#1 Biller: WNOR-AF \$4,600,000

MSA Rank/Pop: 33/1,390,000
ADI # 42
Average Person Ratings: 16.5
Market TSL: 22.00 hours

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. WOWI-F (B)	249/13.1	9.4	9.0	8.2	6.3	9.9	266/2474	2243/19.5	16.2	15.8	9.3	197	2492	WOWI-F
2. WCMS-AF (C)	155/ 8.2	9.2	7.1	8.5	8.8	8.3	200/2291	1849/16.1	14.3	15.9	10.1	199	1686	WCMS-AF
3. WAFX-F (CL AOR)	144/ 7.6	8.3	7.5	8.2	8.1	7.9	196/2433	1866/16.2	17.2	17.4	10.5	222	2332	WAFX-F
4. WNOR-F (AOR)	128/ 6.7	8.6	8.9	8.9	6.4	8.3	145/2134	1884/16.4	18.2	17.0	9.2	194	2331	WNOR-F
5. WNVZ-F (CHR)	122/ 6.4	6.2	8.2	5.4	6.2	6.6	128/2380	2175/18.9	19.4	18.6	9.6	203	2503	WNVZ-F
6. WJQI-AF (SAC)	117/ 6.2	6.6	5.5	5.5	5.5	5.9	121/1530	1419/12.3	14.4	13.7	4.9	103	987	WJQI-AF
7. WWDE-F (AC)	111/ 5.9	6.4	5.0	3.8	6.8	5.3	121/1844	1723/15.0	13.7	15.9	3.9	82	1419	WWDE-F
8. WFOG-F (EZ)	104/ 5.5	6.8	8.2	8.9	10.0	7.3	117/1561	1265/11.0	14.8	17.9	5.6	119	1265	WFOG-F
9. WLTY-F (O)	97/ 5.1	2.8	3.9	3.5	3.1	3.8	116/1639	1367/11.9	10.3	10.5	4.8	102	1411	WLTY-F
10. WMYK-F (B)	88/ 4.6	5.2	5.2	5.1	5.4	5.0	109/1480	1216/10.6	12.2	14.1	5.5	117	1445	WMYK-F
11. WMXN-F (AC)	64/ 3.4	2.9	2.6	2.4	2.2	2.8	74/1420	1188/10.3	7.0	7.5	3.5	75	958	WMXN-F
12. WTAR (BB)	60/ 3.2	2.9	2.4	2.9	3.0	2.9	65/948	886/ 7.7	6.4	8.5	1.9	41	753	WTAR
13. WNIS (N/T)	44/ 2.3	2.7	2.8	4.3	3.1	3.0	46/732	709/ 6.2	7.5	6.2	2.8	60	655	WNIS
14. WPCE (REL)	36/ 1.9	1.9	2.6	2.9	2.9	2.3	36/471	471/ 4.1	4.0	6.5	2.6	56	493	WPCE
15. WTZR-F (AOR)	32/ 1.7	1.9	1.8	1.8	1.3	1.8	35/473	451/ 3.9	3.2	2.8	2.3	48	547	WTZR-F
16. WBSK (B)	28/ 1.5	2.1	2.2	2.7	2.1	2.1	30/457	435/ 3.8	4.9	7.5	0.6	13	245	WBSK
17. WGH -F (C)	26/ 1.4	2.5	3.3	3.5	4.1	2.7	40/769	614/ 5.3	13.3	13.5	0.9	19	549	WGH -F
18. WKEZ-F (C)	25/ 1.3	1.4	1.5	1.9	1.7	1.5	53/800	461/ 4.0	3.6	3.5	1.7	35	647	WKEZ-F
19.														
20.														

12+ FM SHARE (METRO): 86.87% (1476 of 1699) (FAL 89: 85.15%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOWI-F>>	1 WOWI-F	1 WOWI-F>	1 WOWI-F	1 WOWI-F	1 WCMS-AF	1 WOWI-F<	1 WCMS-AF	1 WOWI-F>	1 WOWI-F>>	1 WOWI-F>>
2 WNVZ-F>>	2 WAFX-F	2 WAFX-F	2 WAFX-F<	2 WCMS-AF	2 WFOG-F	2 WCMS-AF<	2 WCMS-AF	2 WNOR-F	2 WNVZ-F	2 WAFX-F
3 WNOR-F	3 WNOR-F>	3 WNOR-F	3 WJQI-AF	3 WJQI-AF<	3 WJQI-AF<	3 WWDE-F	3 WAFX-F	3 WAFX-F	3 WNOR-F	3 WJQI-F<
4	4 WNVZ-F	4 WWDE-F	4 WLTY-F<	4 WAFX-F<	4 WLTY-F	4 WAFX-F	4 WJQI-AF	4 WCMS-AF	4 WAFX-F<	4 WMYK-F
5	5 WWDE-F	5 WJQI-AF	5 WCMS-AF	5 WLTY-F	5 WTAR	5 WNOR-F	5 WWDE-F	5 WNVZ-F	5 WMYK-F	5 WCMS-F
6	6 WMYK-F	6 WNVZ-F<	6 WWDE-F	6 WWDE-F	6 WWDE-F	6 WNVZ-F<	6 WWDE-F	6 WNVZ-F	6 WLTY-F<	6
7	7 WJQI-AF	7 WCMS-AF<	7 WNOR-F<	7 WMYK-F<	7	7 WJQI-AF	7 WFOG-F	7 WJQI-AF	7 WFOG-F	7
8	8	8 WLTY-F<	8 WMYK-F	8 WNOR-F	8	8	8	8	8	8
9	9	9 WMYK-F	9	9	9	9	9	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WOWI-F>	1 WOWI-F>	1 WOWI-F>	1 WOWI-F>	1 WJQI-AF	1 WOWI-F>	1 WOWI-F	1 WAFX-F>	1 WAFX-F<	1 WAFX-F
2 WNVZ-F	2 WWDE-F	2 WJQI-AF	2 WWDE-F	2 WOWI-F	2 WAFX-F	2 WAFX-F>	2 WNOR-F	2 WOWI-F>	2 WCMS-AF
3 WWDE-F>	3 WNVZ-F	3 WNOR-F	3 WJQI-AF	3 WWDE-F<	3 WNOR-F>	3 WNOR-F>>	3 WOWI-F>	3 WNOR-F>	3 WLTY-F
4 WNOR-F	4 WNOR-F	4 WMYK-F	4 WNVZ-F<	4 WCMS-AF	4 WNVZ-F	4 WNVZ-F	4 WCMS-AF	4 WLTY-F<	4 WOWI-F<
5 WMYK-F	5 WMYK-F	5 WAFX-F	5 WMYK-F	5 WMYK-F	5 WTZR-F	5 WTZR-F	5 WMYK-F	5 WCMS-AF<	5 WNOR-F
6 WMXN-F	6 WJQI-AF<	6 WWDE-F	6 WCMS-AF	6 WLTY-F>	6	6 WWDE-F	6 WNVZ-F	6 WWDE-F	6 WJQI-AF
7	7 WAFX-F	7 WCMS-AF	7 WLTY-F	7 WNVZ-F	7	7	7	7 WNVZ-F	7 WMYK-F

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		122 (1)	122 (1)	7.2	11.4	WGH 1310 Newport News	0.6/3.4/ 11/ 415
AOR/CLASSIC		304 (3)	304 (3)	17.9	17.6	WKGM 940 Smithfield	0.4/1.1/ 8/ 172
AC/OLDIES/SOFT ROCK	6 (1)	390 (5)	396 (6)	23.3	19.5	WKSJ-F 96.1 Cp Charles/Va B	0.8/2.8/ 18/ 377
MOR/VARIETY					3.3	WMBG 740 Williamsburg	0.4/1.0/ 7/ 119
COUNTRY	9 (1)	204 (4)	213 (5)	12.5	11.6	WTJZ 1270 Newport News	0.4/1.1/ 7/ 126
BLACK/URBAN	28 (1)	337 (2)	365 (3)	21.5	15.2	WZAM 1110 Norfolk	0.4/1.0/ 8/ 113
BEAUTIFUL/EASY		104 (1)	104 (1)	6.1	11.6		
NEWS/TALK	55 (2)		55 (2)	3.2	3.4	WDCK-F 96.5 Williamsburg	0.4/1.1/ 17/ 305
NOSTALGIA	60 (1)		60 (1)	3.5		WTVR-F 98.1 Richmond	0.4/0.8/ 22/ 270
RELIGION/GOSPEL	58 (4)	15 (1)	73 (5)	4.3	5.7		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS	7 (1)		7 (1)	0.4	0.6		
	223 (11)	1476 (17)	1699 (28)				

AM STATIONS

WBSK , 1350, 5 KW/1 KW (DA-2) ,	Black	NBN ABC FM, \$ 30.00	(Mc-Guild)	Ragan Henry
WNIS , 850, 5 KW/1 KW (DA-2) ,	News/Talk	NBC ABC T, \$ 37.00	(MMR)	Sinclair
WPCE , 1400, 1 KW ,	Gospel	SBN UNIULT, \$ 25.00	(---)	Willis
WTAR , 790, 5 KW (DA-1) ,	Nostalgia	CBS UNISUP, \$ 35.00	(Katz)	Landmark

FM STATIONS

WAFX , 106.9, 100 KW @ 937 ,	Classic AOR			Radio Ventures (P)
WCMS , 100.5, 50 KW @ 500 ,	Country			
WFOG , 92.9, 50 KW @ 484 ,	EZ			
WGH , 97.3, 74 KW @ 400 ,	Country	ABC E UNISUP, \$ 40.00	(Durpetti)	Sunshine Wireless
WJQI , 94.9, 50 KW @ 500 ,	Soft AC	UNISUP, \$ 45.00	(Torbet)	Susquehanna
WKEZ , 94.1, 50 KW @ 500 ,	Country	UNIULT, \$ 36.00	(Roslin)	Coleman
				Eure
WLTY , 95.7, 40 KW @ 881 ,	Oldies			
WMYK , 93.7, 100 KW @ 940 ,	Black			Landmark
WNOR , 98.7, 46 KW @ 520 ,	AOR	ABC C, \$ 49.00	(Durpetti)	(ELIZABETH CITY)
WNVZ , 104.5, 50 KW @ 480 ,	CHR	SOURCE, \$100.00	(Mc-Guild)	Saga
WTZR , 92.1, 2 KW @ 421 ,	AOR			Wilks-Schwartz
WOWI , 102.9, 50 KW @ 470 ,	Black			(MOYOCK)
WUDE , 101.3, 50 KW @ 500 ,	AC	SBN UNIPWR, \$ 57.00	(Mc-Guild)	Ragan Henry
WMXN , 105.3, 50 KW @ 500 ,	AC	RADRAD, \$ 84.00	(Christal)	Edens
		MBS ABC D, \$ 40.00	(Banner)	ML/Win

MISCELLANEOUS: WGH-F - From CHR to Country (Aug) . . . WLPM (Suffolk) sold for \$300,000 . . . WZCL-F changes to WMXN-F (Sept)
 . . . WOFM-F changes to WTZR-F (August) . . .

OKLAHOMA CITY

Arbitron Rank/Pop (12+): 48/802,900
 MSA Rank/Pop: 53/978,000
 ADI # 40
 Average Person Ratings: 15.9
 Market TSL: 21.50 hours

Stations: 17/17
 Diaries: 1258/638:1/53.3%
 Sample Target: 1190
 % Below Line: 0.0
 % Not Listed: 8.5

1990 Revenue: \$23,400,000
 HH Inc.: \$26,669
 Retail \$: 7.8 Bll
 Pop per Station: 47,229
 #1 Biller: KXXY-AF \$5,300,000

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. KXXY-AF (C)	219/17.1	14.9	16.0	15.2	14.0	15.8	290/2976	2314/28.8	27.6	26.0	16.8	205	1931	KXXY-AF
2. KATT-F (AOR)	131/10.2	10.2	9.2	7.0	7.6	9.1	184/2276	1565/19.5	17.6	18.6	14.2	180	1977	KATT-F
3. KJYO-F (CHR)	94/ 7.3	9.6	7.5	9.2	9.2	8.4	117/2229	1775/22.1	21.6	24.7	9.6	122	1759	KJYO-F
4. KR XO-F (CL AOR)	93/ 7.3	5.7	5.3	4.4	6.6	5.7	121/1432	1159/14.4	11.9	16.1	6.2	79	1319	KR XO-F
5. KTOK (N/T)	92/ 7.2	4.9	5.5	5.7	8.2	5.8	104/1862	1644/20.5	13.4	20.8	6.3	80	1165	KTOK
6. KMGL-F (AC)	90/ 7.0	6.9	7.4	5.9	5.0	6.8	105/1535	1189/14.8	15.6	13.9	5.0	63	924	KMGL-F
7. KEBC-F (C)	87/ 6.8	5.3	6.8	7.2	6.4	6.5	130/2040	1397/17.4	16.3	17.8	6.8	86	1210	KEBC-F
8. KZBS-F (CHR)	76/ 5.9	5.8	7.5	6.9	7.7	6.5	95/1501	1157/14.4	18.3	19.5	7.3	92	1641	KZBS-F
9. KKNG-F (EZ/SAC)	63/ 4.9	5.9	8.0	11.4	8.1	7.6	76/1109	990/12.3	18.3	16.1	3.1	39	645	KKNG-F
10. WKY (EZ)	61/ 4.8	6.5	3.8	2.5	4.0	4.4	80/1177	804/10.0	8.8	11.5	2.4	30	542	WKY
11. KLTE-F (O)	56/ 4.4	5.1	4.8	5.4	4.0	4.9	99/1490	1008/12.6	14.3	14.5	6.1	77	962	KLTE-F
12. KTNT-F (J/NA)	31/ 2.4	2.1	0.6	0.4	0.8	1.4	32/460	451/ 5.6	2.7	4.2	1.4	18	274	KTNT-F
13. KOMA (O)	29/ 2.3	3.7	3.6	4.6	5.9	3.5	45/982	604/ 7.5	8.4	12.5	3.5	44	569	KOMA
14. WWLS (T)	24/ 1.9	1.0	0.6	1.1	0.9	1.1	33/492	356/ 4.4	2.7	5.0	1.1	14	391	WWLS
15. KQCV (REL)	20/ 1.6	0.9	0.7	0.7	0.7	1.0	20/287	268/ 3.3	1.9	2.5	1.2	15	243	KQCV

12+ FM SHARE (METRO): 80.10% (938 of 1171) (FAL 89: 74.90%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KJYO-F>>	1 KATT-F>	1 KXXY-AF	1 KXXY-AF>	1 KXXY-AF>	1 KXXY-AF>	1 KXXY-AF>>	1 KXXY-AF>	1 KXXY-AF>	1 KJYO-F<	1 KTOK
2 KATT-F	2 KXXY-AF>	2 KATT-F	2 KR XO-F	2 KR XO-F	2 KR XO-F	2 KATT-F	2 KATT-F	2 KATT-F	2 KATT-F	2 KATT-F
3 KXXY-AF	3 KJYO-F<	3 KR XO-F	3 KMGL-F	3 KMGL-F	3 KEBC-F	3 KTOK	3 KR XO-F	3 KJYO-F	3 KXXY-AF>	3 KXXY-F<
4 KZBS-F>>	4 KR XO-F<	4 KMGL-F	4 KATT-F	4 KATT-F	4 WKY	4 KEBC-F	4 KMGL-F	4 KR XO-F	4 KTOK	4 KEBC-F
5	5 KZBS-F	5 KZBS-F<	5 KLTE-F>	5 KLTE-F	5 KKNG-F	5 KJYO-F<	5 KEBC-F	5 KZBS-F<	5 KZBS-F	5 KMGL-F
6	6 KMGL-F	6 KJYO-F	6 KEBC-F<	6 KEBC-F	6 KMGL-F	6 KMGL-F<	6 KKNG-F	6 KEBC-F	6 KEBC-F<	6 KJYO-F
7	7	7	7 KZBS-F	7 KKNG-F	7 KR XO-F	7 KR XO-F	7 KZBS-F<	7 KEBC-F	7 KMGL-F	7
8							8 KTOK			
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54

1 KJYO-F	1 KXXY-AF	1 KXXY-AF>	1 KXXY-AF>	1 KXXY-AF>	1 KATT-F>>	1 KATT-F>>	1 KATT-F	1 KATT-F>	1 KATT-F>	1 KXXY-AF<
2 KZBS-F	2 KMGL-F	2 KMGL-F>	2 KMGL-F>	2 KMGL-F>	2 KJYO-F	2 KR XO-F	2 KR XO-F	2 KR XO-F	2 KR XO-F	2 KR XO-F>
KATT-F	3 KJYO-F	3 KR XO-F	3 KZBS-F	3 KLTE-F	3 KZBS-F	3 KXXY-AF>	3 KXXY-AF>	3 KXXY-AF>	3 KXXY-AF>>	3 KATT-F>
4 KXXY-AF	4 KZBS-F<	4 KZBS-F	4 KJYO-F	4 KEBC-F	4 KXXY-AF>>	4 KZBS-F	4 KZBS-F	4 KLTE-F<	4 KLTE-F	4 KLTE-F
KMGL-F>>	5 KATT-F>	5 KJYO-F	5 KATT-F	5 KKNG-F	5	KJYO-F	5 KLTE-F	5 KZBS-F	5 KEBC-F<	5 KEBC-F<
6	6 KR XO-F	KATT-F	6 KR XO-F<	6 KZBS-F	6	6	6 KJYO-F	KJYO-F	6 KTOK	6 KTOK
7	7	7	7 KLTE-F	KR XO-F	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		170 (2)	170 (2)	14.5	18.2	KNTL-F 104.9 Bethny/OK City	0.4/2.0/ 5/ 163		
AOR/CLASSIC		224 (2)	224 (2)	19.1	16.1				
AC/OLDIES/SOFT ROCK	29 (1)	146 (2)	175 (3)	14.9	16.6				
MOR/VARIETY					0.9				
COUNTRY	7 (1)	299 (2)	306 (3)	26.1	26.2				
BLACK/URBAN					1.7				
BEAUTIFUL/EASY	61 (1)	63 (1)	124 (2)	10.6	8.7				
NEWS/TALK	116 (2)	5 (1)	121 (3)	10.3	8.8				
NOSTALGIA									
RELIGION/GOSPEL	20 (1)		20 (1)	1.7	1.8				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE		31 (1)	31 (1)	2.6					
UNKNOWN/OTHERS					0.9				

233 (6) 938 (11) 1171 (17)

RADIO STATIONS

KOMA	1520,	50 KW (DA-N)	Oldies	CBS, \$35.00	(CBS)	Diamond
KPRW	1140,	1 KW (DAYS)	Business News	SBN, \$22.00	(Banner)	Surrey
KQCV	800,	250 W (DAYS)	Religion	\$15.00	(---)	Bott
KTOK	1000,	5 KW (DA-2)	News/Talk	ABC I MBS, \$57.00	(Christal)	Clear Channel
KXXY	1340,	1 KW	See KXXY-F			
WKY	930,	5 KW (DA-N)	Country	UNIULT, \$32.00	(Republic)	Gaylord
KATT-F,	100.5,	100 KW @ 1188	AOR	SOURCE, \$65.00	(Banner)	Surrey
KEBC-F,	94.7,	100 KW @ 1387	Country	ABC E, \$40.00	(Republic)	
KJYO-F,	102.7,	100 KW @ 985	CHR	\$54.00	(Christal)	Clear Channel
KKNG-F,	92.5,	100 KW @ 984	EZ	\$44.00	(Katz)	Wilks-Schwartz
KLTE-F,	101.9,	100 KW @ 1387	AC/Oldies	\$40.00	(Katz)	Entercom
KMGL-F,	104.1,	100 KW @ 1363	AC	UNISUP, \$40.00	(Eastman)	Renda
KNTL-F,	104.9,	3 KW @ 300	Religion	\$18.00	(---)	CBN (BETHANY)
KR XO-F,	107.7,	100 KW @ 990	Classic AOR	\$63.00	(CBS)	Diamond
KXXY-F,	96.1,	100 KW @ 1167	Country	\$100.00	(Mc-Guild)	Newmarket
KZBS-F,	98.0,	100 KW @ 1100	CHR	APR, \$38.00	(HNWH)	
MISCELLANEOUS:			KPRW - From Black to Business News			

OMAHA

Arbitron Rank/Pop (12+): 73/504,500
 MSA Rank/Pop: 82/623,000
 ADI # 73
 Average Person Ratings: 16.7
 Market TSL: 21.75 hours

Stations: 15/14
 Diaries: 904/558:1/60.0%
 Sample Target: 935
 % Below Line: 1.7
 % Not Listed: 10.2

1990 Revenue: \$20,100,000
 HH Inc.: \$35,758
 Retail \$: 4.8 Bil
 Pop per Station: 36,035
 #1 Biller: WOW-A/F \$3,600,000

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume
1. KFAB (MOR/FS)	123/14.6	12.3	12.0	12.6	15.8	12.9	207/3354	1794/35.6	26.2	38.5	13.3	114	1448
2. KEZO-F (AOR)	102/12.1	13.1	14.5	10.2	12.8	12.5	147/1590	1053/20.9	27.0	24.6	14.2	122	974
3. KQKQ-F (CHR)	97/11.5	11.1	13.7	14.7	13.3	12.8	113/1868	1484/29.4	33.3	30.8	12.6	108	1523
4. WOW -F (C)	76/ 9.0	7.2	7.1	8.2	7.0	7.9	114/1313	837/16.6	15.2	15.0	9.9	85	987
5. KESY-AF (EZ)	69/ 8.2	13.1	11.4	12.4	8.1	11.3	80/1092	960/19.0	20.4	15.6	7.0	60	726
6. KEFM-F (SAC)	63/ 7.5	7.1	8.4	7.6	8.3	7.6	92/1417	994/19.7	21.4	23.4	7.6	65	1064
7. KGOR-F (O)	57/ 6.8	5.9	5.8	8.0	7.5	6.6	84/1211	830/16.5	18.2	20.9	5.2	45	665
8. WOW (C)	43/ 5.1	4.7	4.0	5.1	4.2	4.7	108/1364	605/12.0	10.1	12.4	5.0	43	735
9. KXKT-F (CHR)	41/ 4.9	4.9	4.4	2.5	2.7	4.2	63/1033	701/13.9	14.7	7.6	7.1	61	1100
10. KKVU-F (J/NA)	33/ 3.9	1.9	---	---	---	1.5	33/435	430/ 8.5	0.0	0.0	3.4	29	328
11. KKAR (N/T)	20/ 2.4	2.8	2.0	1.9	2.4	2.3	21/397	387/ 7.7	6.4	8.0	2.0	17	328
12. KFMQ-F (AOR)	14/ 1.7	1.8	1.5	1.9	1.4	1.7	46/838	271/ 5.4	6.4	5.7	1.2	10	233
13. KOIL (O)	14/ 1.7	3.9	2.2	2.1	3.2	2.5	20/418	334/ 6.6	6.7	7.4	2.3	20	266

12+ FM SHARE (METRO): 72.62% (549 of 756) (FAL 89: 69.20%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KQKQ-F>>	1 KEZO-F>	1 KEZO-F>	1 KEZO-F	1 KEZO-F	1 KFAB >>	1 KFAB >	1 KEZO-F>	1 KEZO-F	1 KQKQ-F	1 KFAB >
2 KXKT-F>>	2 KQKQ-F	2 KQKQ-F	2 KGOR-F<	2 KGOR-F	2 KESY-AF	2 KEZO-F	2 KESY-AF	2 KQKQ-F	2 KEZO-F<	2 WOW -F
3 KEZO-F	3 KEFM-F	3 KEFM-F	3 KEFM-F	3 KFAB <	3 WOW -F>	3 KQKQ-F	3 KQKQ-F	3 KFAB	3 KFAB >	3 WOW
4	4 WOW -F	4 WOW -F<	4 KQKQ-F	4 WOW -F	4 WOW	4 WOW -F	4 KFAB	4 KEFM-F<	4 KXKT-F	4 KGOR-F
5	5 KGOR-F	5 KGOR-F>	5 WOW -F	5 KQKQ-F<	5 KGOR-F	5 KEFM-F	5 KEFM-F	5 WOW -F	5 WOW -F	5 KEZO-F
6	6 KXKT-F	6 KFAB	6 KFAB	6 KEFM-F	6	6 KGOR-F	6 KQKQ-F	6 KESY-AF<	6	6 KQKQ-F
7	7	7	7	7 KESY-AF	7	7	7 KGOR-F	7 KGOR-F	7	7 KESY-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KQKQ-F	1 KEFM-F	1 KEFM-F>	1 KEFM-F<	1 KEFM-F	1 KEZO-F>>	1 KEZO-F>>	1 KEZO-F>>	1 KEZO-F>>	1 KEZO-F>
2 KEFM-F>	2 KQKQ-F	2 KQKQ-F	2 KQKQ-F>	2 KQKQ-F	2 WOW -F	2 KQKQ-F	2 KQKQ-F	2 WOW -F	2 WOW -F
3 KXKT-F	3 KEZO-F>	3 KEZO-F>	3 KGOR-F	3 KGOR-F<	3 KQKQ-F	3 WOW -F	3 KGOR-F	3 KGOR-F	3 KFAB
4 KEZO-F	4 WOW -F	4 KGOR-F	4 KEZO-F	4 KESY-AF<	4 KXKT-F	4 KGOR-F>	4 KEFM-F	4 KQKQ-F	4 KGOR-F
5 WOW -F>>	5 KXKT-F	5 KKVU-F	5 WOW -F	5 KFAB	5 KFMQ-F	5 KEFM-F	5 WOW -F	5 KFAB	5 KQKQ-F
6	6 KGOR-F	6 WOW -F	6 KFAB	6 KEZO-F	6	6 KXKT-F	6 KFAB >>	6 KEFM-F	6 KKVU-F
7	7	7	7 KESY-AF	7 WOW -F	7	7	7	7	7 KEFM-F

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		138 (2)	138 (2)	18.3	14.8	KCRO 660 Omaha	0.5/1.5/ 6/ 123
AOR/CLASSIC		116 (2)	116 (2)	15.3	16.1		
AC/OLDIES/SOFT ROCK	14 (1)	120 (2)	134 (3)	17.7	24.2		
MOR/VARIETY	123 (1)		123 (1)	16.3	17.6		
COUNTRY	43 (1)	76 (1)	119 (2)	15.7	12.9		
BLACK/URBAN					0.6		
BEAUTIFUL/EASY	3 (1)	66 (1)	69 (2)	9.1	9.1		
NEWS/TALK	20 (1)		20 (1)	2.6	2.7		
NOSTALGIA							
RELIGION/GOSPEL	4 (1)		4 (1)	0.5			
SPANISH							
CLASSICAL							
JAZZ/NEW AGE		33 (1)	33 (1)	4.4			
UNKNOWN/OTHERS					1.9		

207 (6) 549 (9) 756 (15)

RADIO STATIONS

KFAB, 1110, 50 KW (DA-N)	, MOR/FULL SER.	NBC, UNISUP, \$ 80.00 (Christal)	Henry
KKAR, 1180, 5 KW/1 KW	, TALK	CBS, MBS, \$ 19.00 (Eastman)	
KOIL, 1290, 5 KW (DA-N)	, OLDIES	UNIULT, \$ 24.00 (Banner)	
WOW, 590, 5 KW	, COUNTRY	ABC I, \$ N/A (Torbat)	Great Empire
KBWH-F, 106.3, 1.2 KW @ 459, BLACK		\$ 14.00 (---)	(BLAIR)
KEFM-F, 96.1, 100 KW @ 1442, SOFT AC		\$ 40.00 (McGuild)	
KESY-F, 104.5, 100 KW @ 1087, EZ/SOFT AC		ABC D, UNIULT, \$ 35.00 (McGuild)	
KEZO-F, 92.3, 100 KW @ 1212, AOR		\$ 67.00 (Katz)	Narragansett
KGOR-F, 99.9, 115 KW @ 1227, OLDIES		NBC, UNIPWR, \$ 44.00 (Christal)	Henry
KQKQ-F, 98.5, 100 KW @ 1174, CHR		\$ 63.00 (Eastman)	
KXKT-F, 103.7, 100 KW @ 1247, CHR		\$ 31.00 (Banner)	(ATLANTIC, IA)
WOW-F, 94.1, 100 KW @ 510, COUNTRY		ABC E, \$ 70.00 (Torbat)	Great Empire

ORLANDO

Arbitron Rank/Pop (12+): 42/899,000
 MSA Rank/Pop: 46/1,070,000
 ADI # 25
 Average Person Ratings: 16.2
 Market TSL: 21.75 hours

Stations: 24/20
 Diaries: 1211/742:1/50.1%
 Sample Target: 1200
 % Below Line: 5.4
 % Not Listed: 10.7

1990 Revenue: \$46,200,000
 HH Inc.: \$32,809
 Retail \$: 10.6 B11
 Pop per Station: 44,950
 #1 Biller: WWKA-F \$6,600,000

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. WWKA-F (C)	140/ 9.6	8.7	9.6	11.2	10.1	9.8	313/3782	1685/18.7	18.4	18.1	9.1	138	1274	WWKA-F
2. WJHM-F (B)	121/ 8.3	11.4	8.9	8.1	9.6	9.2	226/2387	1372/15.3	16.5	16.1	11.8	180	1639	WJHM-F
3. WMMO-F (AC)	105/ 7.2	0.6				1.9	129/1602	1334/14.8	0.0	0.0	7.0	106	1045	WMMO-F
WDBO (MOR)	105/ 7.2	5.0	6.6	6.3	4.7	6.3	125/1577	1227/13.6	12.8	12.9	5.7	86	1027	WDBO
5. WSTF-F (AC)	93/ 6.4	8.5	8.6	8.3	9.7	8.0	150/2509	1325/14.7	19.9	22.2	5.6	85	1265	WSTF-F
6. WDIZ-F (AOR)	83/ 5.7	5.6	5.2	5.1	5.5	5.4	135/2348	1239/13.8	13.2	13.5	4.9	74	1156	WDIZ-F
7. WHTQ-F (AOR)	81/ 5.6	6.7	6.6	6.4	6.7	6.3	184/2567	1169/13.0	14.8	14.7	8.0	122	1429	WHTQ-F
8. WOMX-AF (CHR)	78/ 5.4	11.4	18.4	16.8	12.2	13.0	148/2942	1688/18.8	47.0	37.4	9.4	135	1588	WOMX-AF
9. WSSP-F (EZ/SAC)	70/ 4.8	5.7	6.1	5.4	6.9	5.5	156/2083	886/ 9.9	13.5	14.8	3.7	56	676	WSSP-F
WOCL-F (O)	70/ 4.8	8.0	7.9	7.0	6.1	6.9	226/2744	1137/12.6	17.5	16.1	4.3	65	1006	WOCL-F
11. WXXL-F (CHR)	57/ 3.9	2.7	3.8	3.7	4.2	3.5	79/1627	1102/12.3	15.8	13.8	4.2	64	1017	WXXL-F
WVNZ (N/T)	57/ 3.9	3.4	3.4	4.8	4.2	3.9	68/881	757/ 8.4	8.3	11.1	3.7	56	490	WVNZ
13. WMGF-F (AC)	47/ 3.2	3.8	3.3	4.0	4.5	3.6	144/2051	959/10.7	11.3	10.6	2.0	30	753	WMGF-F
14. WLOQ-F (J/NA)	46/ 3.2	2.9	3.5	4.7	3.5	3.6	51/861	743/ 8.3	9.2	8.7	4.4	67	785	WLOQ-F
15. WWLV-F (EZ)	34/ 2.3	3.6	2.3	2.6	2.5	2.7	122/1932	762/ 8.5	6.9	7.9	2.0	31	508	WWLV-F

12+ FM SHARE (METRO): 83.77% (1089 of 1300) (FAL 89: 85.98%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJHM-F>>	1 WMMO-F	1 WMMO-F	1 WMMO-F	1 WMMO-F<	1 WWKA-F	1 WWKA-F	1 WMMO-F<	1 WWKA-F	1 WJHM-F>	1 WDBO >>
2 WXXL-F>	2 WHTQ-F	2 WDIZ-F<	2 WSTF-F	2 WSTF-F	2 WDBO >	2 WDBO >	2 WWKA-F	2 WJHM-F	2 WDBO >	2 WWKA-F
3 WOMX-AF	3 WJHM-F	3 WJHM-F	3 WWKA-F	3 WWKA-F	3 WSSP-F	3 WSTF-F	3 WSTF-F<	3 WMMO-F	3 WWKA-F	3 WVNZ
4	4 WJHM-F	4 WSTF-F<	4 WDIZ-F<	4 WOCL-F	4 WOCL-F	4 WOMX-AF	4 WDIZ-F	4 WSTF-F<	4 WXXL-F	4 WJHM-F
5	5 WSTF-F	5 WHTQ-F<	5 WOCL-F	5 WDIZ-F<	5 WVNZ <	5 WMMO-F	5 WDBO <	5 WDBO	5 WHTQ-F	5 WMMO-F
6	6 WOMX-AF	6 WWKA-F	6 WJHM-F	6 WJHM-F	6 WSTF-F	6 WDIZ-F	6 WSSP-F	6 WHTQ-F	6 WOMX-AF	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WDIZ-F	1 WSTF-F	1 WSTF-F>	1 WSTF-F>	1 WSTF-F	1 WHTQ-F>>	1 WHTQ-F	1 WMMO-F	1 WMMO-F	1 WMMO-F
2 WJHM-F	2 WMMO-F<	2 WMMO-F	2 WMMO-F	2 WWKA-F	2 WMMO-F	2 WMMO-F	2 WDIZ-F	2 WHTQ-F	2 WDIZ-F
3 WOMX-AF	3 WJHM-F	3 WJHM-F	3 WOMX-AF<	3 WOCL-F	WJHM-F	3 WDIZ-F	3 WHTQ-F	3 WHTQ-F	3 WOCL-F<
4	4 WOMX-AF<	4 WOMX-AF	4 WWKA-F	4 WMMO-F<	WDIZ-F>>	4 WJHM-F>	4 WJHM-F>	4 WJHM-F	4 WWKA-F
5 WSTF-F	5 WDIZ-F>	5 WWKA-F	5 WJHM-F	5 WOMX-AF	5 WWKA-F	5 WWKA-F	5 WWKA-F	5 WWKA-F<	5 WJHM-F
6 WHTQ-F	6 WWKA-F	6 WDIZ-F	6 WDIZ-F	6 WJHM-F	6	6 WOMX-AF	6 WSTF-F	6 WOCL-F	6 WSTF-F
7 WXXL-F	7 WHTQ-F								
WWKA-F									

FORMATS	AM	FH	TOTAL	%	FAL 89 %	OTHER	RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		142 (3)	142 (4)	10.9	11.5	WAJL	1190 Pinecst1/Skylak	0.3/0.8/ 5/ 74		
AOR/CLASSIC		164 (2)	164 (2)	12.6	14.1	WGTO	540 Pine Hills/Orln	0.7/2.2/ 29/ 436		
AC/OLDIES/SOFT ROCK	10 (1)	315 (4)	325 (5)	25.0	22.5	WHOO	990 Orlando	0.8/2.5/ 13/ 285		
MOR/VARIETY	105 (1)		105 (1)	8.1	5.2	WONQ	1140 Orlando	1.6/1.1/ 23/ 97		
COUNTRY	11 (1)	177 (3)	188 (4)	14.5	12.3	WTLN-F	95.3 Apopka	1.4/4.0/ 22/ 439		
BLACK/URBAN		121 (1)	121 (1)	9.3	10.7					
BEAUTIFUL/EASY		104 (2)	104 (2)	8.0	10.4	WFLZ-F	93.3 Tampa	0.5/1.7/ 61/1038		
NEWS/TALK	57 (1)		57 (1)	4.4	4.6	WGNE-F	98.1 Titusville	0.6/2.3/ 75/ 787		
NOSTALGIA					1.4	WPCV-F	97.5 Winter Haven/Lk	1.9/4.3/150/1594		
RELIGION/GOSPEL	5 (1)	20 (1)	25 (2)	1.9	3.4					
SPANISH	23 (1)		23 (1)	1.8						
CLASSICAL										
JAZZ/NEW AGE		46 (1)	46 (1)	3.5	3.9					
UNKNOWN/OTHERS										
	211 (7)	1089 (17)	1300 (24)							

RADIO STATIONS

WDBO	,	580,	5 KW (DA-N)	,	MOR/Full Service	ABC I, \$ 51.00	(Katz)	New City
WHOO	,	990,	50 KW/5 KW (DA-N),	,	See WHOO-F			
WPRD	,	1440,	5 KW/1 KW (DA-N),	,	Children's Radio	IND UNILT, \$ 20.00	(MMR)	Metroplex
WWNZ	,	740,	5 KW/1 KW (DA-N),	,	News/Talk	CBS MBS, \$ 40.00	(Christal)	Guy Gannett
WDIZ-F,		100.3,	100 KW @ 1186	,	AOR	ABC R, \$ 90.00	(MMR)	Shamrock-Lynett
WHTQ-F,		96.5,	100 KW @ 1598	,	AOR	SOURCE, \$ 75.00	(Eastman)	TK
WJHM-F,		101.9,	28 KW @ 1584	,	Black/Urban	, \$ 62.00	(HNWH)	Beasley (DYTNA BCH)
WMGF-F,		107.7,	100 KW @ 1584	,	Soft AC	UNISUP, \$ 71.00	(MMR)	Metroplex
WLOQ-F,		103.1,	2.6 KW @ 350	,	Jazz	, \$ 50.00	(Banner)	
WMMO-F,		98.9,	38 KW @ 500	,	AC	, \$ 50.00 (---)		
WOCL-F,		105.9,	100 KW @ 1584	,	Oldies	APR, \$ 90.00	(Christal)	American (DELAND)
WOMX-F,		105.1,	100 KW @ 1310	,	CHR	, \$ 86.00	(Banner)	Nationwide
WSSP-F,		104.1,	100 KW @ 1598	,	EZ	, \$ 68.00	(Christal)	Guy Gannett (COCOA BEACH)
WSTF-F,		101.1,	100 KW @ 1598	,	AC	, \$108.00	(Republic)	(COCOA BEACH)
WWKA-F,		92.3,	100 KW @ 1341	,	Country	, \$140.00	(Katz)	New City
WXXL-F,		106.7,	100 KW @ 801	,	CHR	, \$ 60.00	(Durpetti)	Taylor (LEESBURG)

MISCELLANEOUS: WJYO changes calls to WMGF . . .

OXNARD-VENTURA

Arbitron Rank/Pop (12+): 117/317,300
 MSA Rank/Pop: 75/683,000
 Los Angeles ADI
 Average Person Ratings: 17.9
 Market TSL: 23.50 hours

Stations: 32/11
 Diaries: 728/436:1/55.4%
 Sample Target: 760
 % Below Line: 41.4
 % Not Listed: 16.7

1990 Revenue: \$46,538
 HH Inc.: \$10,100,000
 Retail \$: 4.7 Bil
 Pop per Station: 28,845
 #1 Biller: KHAY-F \$1,900,000

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. KHAY-F (C)	45/ 7.9	8.0	----	7.6	----	----	60/695	461/14.5	15.2	0.0	5.1	24	378	KHAY-F
2. KCAQ-F (CHR)	42/ 7.4	10.1	----	11.1	----	----	56/910	619/19.5	23.8	0.0	11.6	55	765	KCAQ-F
3. KLOS-F (AOR)	36/ 6.3	5.8	----	4.1	----	----	131/1273	437/13.8	13.0	0.0	8.0	38	450	KLOS-F
4. KTRO (SP)	35/ 6.2	5.4	----	4.4	----	----	54/430	316/10.0	9.6	0.0	8.4	40	458	KTRO
5. KBBY-F (AC)	25/ 4.4	5.6	----	4.9	----	----	25/405	380/12.0	11.8	0.0	4.0	19	212	KBBY-F
6. KBIG-F (AC)	24/ 4.2	3.2	----	3.4	----	----	55/637	282/ 8.9	7.0	0.0	1.9	9	98	KBIG-F
7. KRUZ-F (EZ)	19/ 3.3	2.4	----	4.2	----	----	44/611	192/ 6.1	7.1	0.0	2.9	14	223	KRUZ-F
KQLZ-F (CHR)	19/ 3.3	2.6	----	2.8	----	----	38/647	249/ 7.8	7.5	0.0	3.4	16	246	KQLZ-F
KOXR (SP)	19/ 3.3	3.8	----	4.1	----	----	20/273	244/ 7.7	8.4	0.0	1.9	9	148	KOXR
10. KZTR-F (CL AOR)	17/ 3.0	3.0	----	2.5	----	----	20/335	246/ 7.8	8.3	0.0	3.4	16	264	KZTR-F
11. KXBS-F (O)	16/ 2.8	1.8	----	1.4	----	----	16/206	206/ 6.5	6.4	0.0	1.5	7	141	KXBS-F
KVEN (N/T)	16/ 2.8	3.4	----	2.8	----	----	18/290	267/ 8.4	9.5	0.0	2.9	14	256	KVEN
13. KKBT-F (B)	15/ 2.6	2.0	----	0.5	----	----	23/299	217/ 6.8	5.5	0.0	3.6	17	173	KKBT-F
14.														

12+ FM SHARE (METRO): 76.32% (361 of 473) (FAL 89: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KCAQ-F>>	1 KLOS-F	1 KLOS-F	1 KLOS-F	1 KLOS-F	1 KHAY-F>	1 KLOS-F	1 KHAY-F	1 KHAY-F<	1 KCAQ-F	1 KHAY-F>>
2 KQLZ-F	2 KTRO	2 KHAY-F	2 KHAY-F	2 KHAY-F>	2 KRUZ-F	2 KHAY-F	2 KTRO <	2 KCAQ-F	2 KQLZ-F	2 KABC
KIIS-F	3 KCAQ-F>	3 KTRO	3 KTRO	3 KTRO	3 KVEN >	3 KCAQ-F	3 KCAQ-F<	3 KTRO <	3 KTRO	KCAQ-F
4 KTRO	4 KBBY-F	4 KCAQ-F	4 KBBY-F	KBBY-F>	4 KNX	4 KTRO	4 KBBY-F	4 KLOS-F	4 KBIG-F	4 KVEN
5 KBBY-F	5 KBBY-F	5 KCAQ-F	5 KCAQ-F	5 KCAQ-F	KXBS-F	5 KVEN	5 KLOS-F	5 KBBY-F<	5 KHAY-F	KTRO
6 KQLZ-F	6 KQLZ-F	6	6	6 KXBS-F	6	6	6 KBIG-F	6 KBIG-F	6 KIIS-F	6 KNX
	KKBT-F									KOXR
	KZTR-F									
	KHAY-F									

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KCAQ-F>	1 KTRO	1 KHAY-F	1 KHAY-F	1 KHAY-F	1 KBIG-F	1 KLOS-F>	1 KLOS-F>>	1 KLOS-F>	1 KLOS-F>
2 KTRO >	KCAQ-F	KBBY-F	2 KTRO	2 KBBY-F	2 KQLZ-F	2 KTRO	2 KTRO >	2 KHAY-F	2 KHAY-F>
3 KHAY-F>	3 KHAY-F	3 KTRO >	3 KCAQ-F	3 KTRO	3 KCAQ-F	3 KBIG-F	3 KZTR-F	3 KTRO	3 KTRO
4 KTYD-F	4 KBBY-F	4 KLOS-F	4 KBBY-F>	4 KCAQ-F	4 KKBT-F>	KCAQ-F	KBBY-F	KCAQ-F	4 KBBY-F
KTWV-F	5 KLOS-F	KCAQ-F>	5 KLOS-F	5 KLOS-F	5 KROQ-F	5 KQLZ-F	5 KKUR-F	5 KZTR-F	5 KZTR-F
KLVE-F	6 KOXR	6 KODJ-F	KOXR >	KBIG-F	KZTR-F	6 KKBT-F	KDAR-F	6 KQLZ-F	KXBS-F
KLOS-F	7	KBIG-F	7 KTYD-F	KOXR	KTRO	KZTR-F	KCAQ-F	7 KBIG-F	7 KCAQ-F
KOXR		KOXR							
KKUR-F									
KDAR-F									

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		77 (4)	77 (4)	16.3		KDAR-F 98.3 Oxnard/Ventura	2.3/5.8/ 15/ 204		
AOR/CLASSIC		76 (5)	76 (5)	16.1		KKUR-F 105.5 Ojai/Ventura	1.4/5.3/ 8/ 168		
AC/OLDIES/SOFT ROCK		98 (7)	98 (7)	20.7		KOGO 1590 Ventura	0.4/1.5/ 3/ 62		
MOR/VARIETY									
COUNTRY		45 (1)	45 (1)	9.5		KABC 790 Los Angeles	1.8/4.1/ 45/ 447		
BLACK/URBAN		15 (1)	15 (1)	3.2		KFI 640 Los Angeles	0.5/4.0/ 14/ 410		
BEAUTIFUL/EASY		21 (2)	21 (2)	4.4		KIIS-F 102.7 Los Angeles	1.9/9.1/ 31/ 673		
NEWS/TALK	45 (5)		45 (5)	9.5		KLSX-F 97.1 Los Angeles	0.9/4.3/ 29/ 542		
NOSTALGIA	11 (1)		11 (1)	2.3		KLVE-F 107.5 Los Angeles	1.8/3.6/ 11/ 143		
RELIGION/GOSPEL		13 (1)	13 (1)	2.7		KMDY 850 Thousand Oaks	0.4/2.1/ 3/ 141		
SPANISH	54 (2)	10 (1)	64 (3)	13.5		KMPC 710 Los Angeles	1.9/5.5/ 28/ 426		
CLASSICAL						KNX 1070 Los Angeles	2.5/11.0/ 35/ 905		
JAZZ/NEW AGE		6 (1)	6 (1)	1.3		KODJ-F 93.1 Los Angeles	2.5/7.7/ 30/ 514		
UNKNOWN/OTHERS	2 (1)		2 (1)	0.4		KOST-F 103.5 Los Angeles	1.2/4.1/ 17/ 367		
						KPWR-F 105.9 Los Angeles	0.9/5.1/ 22/ 413		
						KROQ-F 106.7 Pasadena	0.7/3.2/ 11/ 239		
						KRTH-F 101.1 Los Angeles	0.7/6.0/ 26/ 440		
						KTWV-F 94.7 Los Angeles	1.1/4.2/ 27/ 392		
						KTYD-F 99.9 Snta Barb/Ventr	2.5/7.3/ 36/ 692		
						KXEZ-F 98.7 Los Angeles	0.4/1.8/ 7/ 140		
	112 (9)	361 (23)	473 (32)						

RADIO STATIONS

KOXR, 910, 5 KW/1 KW (DA-2), HISPANIC	, \$ 20.00 (Lotus)	Lotus
KTRO, 1520, 10 KW/1 KW (DA-2), HISPANIC	, \$ 20.00 (Katz Hisp.)	
KVEN, 1460, 1 KW, TALK ABC E, TALKNT	, \$ 23.00 (Radio Time)	
KBBY-F, 95.1, 28 KW ● 100, AC UNISUP, UNIULT	, \$ 32.00 (Katz)	
KCAQ-F, 104.7, 3 KW ● 1580, CHR	, \$ 34.00 (McGuild)	
KDAR-F, 98.3, 3 KW ● 72, RELIGION	, \$ 11.00 (---)	Salem
KHAY-F, 100.7, 39 KW ● 1210, COUNTRY	, \$ 38.00 (Radio Time)	
KKUR-F, 105.5, 115 W ● 1240, AC	, \$ 14.00 (---)	Eric/Chandler
KXBS-F, 96.7, 100 W ● 1500, OLDIES	, \$ 15.00 (Republic)	
KZTR-F, 95.9, 400 W ● 720, CLASSIC AOR	, \$ 15.00 (Durpetti)	

OTHER RANKED STATIONS: See Los Angeles

Miscellaneous Comments: KMYX-F changes to KKUR-F and format from COUNTRY to AC (Nov)...KXPT-F changes calls to KXBS-F (March)...KOGO, KBBY-F sold to George Duncan for \$6,700,000 (MVP)...KXPT-F sold for \$2,000,000 (MVP)

PENSACOLA

Arbitron Rank/Pop (12+): 119/299,700
 MSA Rank/Pop: 130/363,000
 ADI # 55 (w/ Mobile)
 Average Person Ratings: 16.7
 Market TSL: 22.25 hours

Stations: 17/9
 Diaries: 774/387:1/53.6%
 Sample Target: 725
 % Below Line: 37.0
 % Not Listed: 9.8

1990 Revenue: \$8,000,000
 HH Inc.: \$30,030
 Retail \$: 2.2 Bil
 Pop per Station: 33,300
 #1 Biller: WOWW-F \$1,600,000

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume
1. WOWW-F (C)	71/14.2	11.7	9.7	10.7	10.2	----	115/1066	714/23.8	20.6	18.7	9.9	50	627
2. WBLX-F (B)	66/13.2	12.3	9.9	7.7	12.7	----	88/821	559/18.7	18.0	14.3	15.1	76	875
3. WJLQ-F (CHR)	39/ 7.8	7.1	5.4	5.8	6.5	----	54/916	642/21.4	19.2	15.7	9.5	48	679
4. WAVH-F (O)	37/ 7.4	7.5	5.2	6.3	6.5	----	56/746	481/16.0	18.5	14.6	3.6	18	466
WXBM-F (C)	37/ 7.4	7.9	9.3	9.7	6.5	----	65/846	513/17.1	16.4	17.0	7.6	38	546
6. WTKX-F (AOR)	33/ 6.6	5.2	6.2	8.1	9.0	----	51/652	409/13.6	14.3	18.2	8.3	42	534
7. WCOA (MOR)	32/ 6.4	6.3	6.0	6.5	6.3	----	32/389	378/12.6	12.6	15.0	7.2	36	473
8. WMEZ-F (EZ)	31/ 6.2	6.5	10.1	7.1	7.4	----	56/732	481/16.0	15.5	18.4	4.4	22	251
9. WWSF-F (CHR)	23/ 4.6	5.4	4.1	2.4	----	----	61/943	374/12.5	12.4	12.4	5.0	25	503
10. WKRG-F (AC)	21/ 4.2	3.5	3.3	3.2	3.9	----	26/517	303/10.1	11.1	13.1	3.2	16	212
11. WABB-F (CHR)	19/ 3.8	5.0	5.6	7.1	8.4	----	42/835	461/15.4	15.9	20.0	6.6	33	782
12. WGCX-F (AOR)	16/ 3.2	3.8	4.5	4.6	4.5	----	29/368	225/ 7.5	10.9	10.9	7.4	37	425

12+ FM SHARE (METRO): 89.80% (405 of 451) (FAL 89: 84.03%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBLX-F>>	1 WBLX-F	1 WOWW-F	1 WOWW-F>	1 WOWW-F>	1 WOWW-F>	1 WOWW-F	1 WOWW-F>	1 WOWW-F	1 WBLX-F>>	1 WBLX-F<
2 WABB-F	2 WOWW-F<	2 WBLX-F	2 WAVH-F<	2 WAVH-F<	2 WCOA	2 WBLX-F>	2 WAVH-F	2 WBLX-F>	2 WOWW-F<	2 WOWW-F
3 WWSF-F	3 WTKX-F	3 WJLQ-F	3 WBLX-F	3 WBLX-F	3 WAVH-F	3 WJLQ-F	3 WBLX-F	3 WJLQ-F	3 WXBM-F	3
4 WXBM-F	4 WJLQ-F>	4 WAVH-F<	4 WJLQ-F	4 WJLQ-F	4 WMEZ-F	4 WCOA	4 WBLX-F	4 WJLQ-F	4 WJLQ-F	4
WTKX-F	5 WWSF-F	5 WTKX-F	5 WXBM-F	5 WXBM-F	5 WBLX-F	5 WAVH-F	5 WJLQ-F	5 WTKX-F	5 WTKX-F	5
6	6	6	WTKX-F	6	6	WXBM-F	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBLX-F	1 WBLX-F	1 WBLX-F>	1 WOWW-F	1 WOWW-F	1 WBLX-F	1 WBLX-F	1 WOWW-F	1 WOWW-F	1 WOWW-F>
WOWW-F	2 WOWW-F	2 WAVH-F	2 WBLX-F	2 WBLX-F	2 WTKX-F>	2 WTKX-F>	2 WTKX-F>	2 WBLX-F	2 WAVH-F
3 WJLQ-F	3 WJLQ-F>	WXBM-F	3 WJLQ-F	3 WAVH-F	3 WKRG-F	3 WOWW-F	3 WBLX-F	3 WTKX-F>	3 WBLX-F
4 WWSF-F>>	4 WWSF-F	WTKX-F	4 WAVH-F	4 WJLQ-F	WGCX-F	4 WJLQ-F	WABB-F	4 WJLQ-F	4 WTKX-F
5	WTKX-F	WOWW-F	5 WXBM-F	5 WXBM-F	WJLQ-F>	5 WWSF-F	WXBM-F	5 WAVH-F	5 WJLQ-F
6	6	6 WJLQ-F	6	6	6 WWSF-F	WABB-F	7 WWSF-F	6	6

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		81 (3)	81 (3)	18.0	16.9	WHYM 610 Pensacola	2.2/3.0/ 11/ 91
AOR/CLASSIC		49 (2)	49 (2)	10.9	12.0		
AC/OLDIES/SOFT ROCK		58 (2)	58 (2)	12.9	9.5	WBLX 660 Fairhope/Mobile	0.2/0.9/ 2/ 50
MOR/VARIETY	32 (1)		32 (1)	7.1	6.7	WKSJ-F 99.5 Ft. Walton/Pnsc	0.4/3.1/ 23/ 384
COUNTRY		108 (2)	108 (2)	23.9	21.3		
BLACK/URBAN		66 (1)	66 (1)	14.6	17.4		
BEAUTIFUL/EASY		31 (1)	31 (1)	6.9	11.3		
NEWS/TALK							
NOSTALGIA	2 (1)	10 (1)	12 (2)	2.7	2.8		
RELIGION/GOSPEL	12 (2)		12 (2)	2.7	1.6		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS		2 (1)	2 (1)	0.4	0.5		
	46 (4)	405 (13)	451 (17)				

RADIO STATIONS

WCOA , 1370, 5 KW (DA-2) , MOR/Full Service	SUN MBS, \$20.00 (Mc-Guild)	First City
WHYM , 610, 500 W (DAYS) , Religion	UPI, \$ 8.00 (---)	Swaggert
WJLQ-F, 100.7, 100 KW @ 1555 , CHR	ABC C, \$28.00 (Mc-Guild)	First City
WMEZ-F, 94.1, 100 KW @ 1328 , EZ	ABC D, \$30.00 (Torbet)	
WOWW-F, 107.3, 100 KW @ 1428 , Country	UNIULT, \$40.00 (Katz)	Sun Group
WTKX-F, 101.5, 100 KW @ 493 , AOR	CBS, \$29.00 (Durpetti)	Holt
WXBM-F, 102.7, 100 KW @ 1328 , Country	MBS, \$23.00 (Torbet)	(HILTON)

Other ranked stations -- See Mobile

MISCELLANEOUS: WCOA/WJLQ-F - From Daytona to Ed Muniz for \$2,230,000 (MVP) . . .

PEORIA

Arbitron Rank/Pop (12+): 131/280,600

Stations: 17/13

1990 Revenue: \$8,200,000

MSA Rank/Pop: 144/346,000

Diaries: 752/373:1/60.3%

HH Inc.: \$36,451

ADI # 111

Sample Target: 735

Retail \$: 2.5 Bil

Average Person Ratings: 13.9

% Below Line: 2.8

Pop per Station: 21,584

Market TSL: 18.50 hours

% Not Listed: 15.1

#1 Biller: WWCT-F \$1,500,000

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. WKZW-F (CHR)	60/15.4	16.6	16.0	14.9	16.1	----	78/1313	862/30.7	35.0	34.6	19.0	88	1156	WKZW-F
2. WWCT-F (AOR)	53/13.6	12.6	13.5	15.8	16.3	----	86/1137	751/26.8	21.0	26.0	19.0	88	932	WWCT-F
3. WSWT-F (EZ/SAC)	51/13.1	12.9	14.7	13.8	16.9	----	67/910	672/23.9	22.1	21.8	6.9	32	504	WSWT-F
4. WGLO-F (AC)	40/10.3	10.6	6.2	4.0	4.0	----	55/890	572/20.4	22.5	19.3	8.2	38	579	WGLO-F
5. WXCL-F (C)	32/ 8.2	7.5	5.3	4.2	3.8	----	41/544	440/15.7	15.3	14.8	9.1	42	497	WXCL-F
6. WMBD (MOR)	26/ 6.7	8.9	9.6	10.4	8.8	----	34/592	503/17.9	19.9	20.7	7.3	34	487	WMBD
7. WIRL (AC)	20/ 5.1	5.1	4.5	4.9	4.6	----	24/538	409/14.6	13.7	15.4	4.8	22	321	WIRL
8. WXCL (C)	13/ 3.3	3.5	5.8	7.3	6.3	----	16/205	175/ 6.2	10.4	14.5	3.0	14	298	WXCL
9. WTAZ-F (N/T)	9/ 2.3	2.0	2.4	4.0	2.9	----	9/248	216/ 7.7	9.0	7.4	3.2	15	261	WTAZ-F
10. WBZM-F (EZ)	7/ 1.8	2.0	2.8	3.6	1.7	----	10/219	170/ 6.1	8.4	9.9	2.4	11	220	WBZM-F

12+ FM SHARE (METRO): 77.95% (258 of 331) (FAL 89: 70.71%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKZW-F>>	1 WWCT-F	1 WWCT-F	1 WKZW-F<	1 WKZW-F<	1 WSWT-F>	1 WKZW-F	1 WSWT-F	1 WWCT-F	1 WKZW-F	1 WWCT-F
2 WWCT-F	2 WKZW-F>	WKZW-F>	2 WWCT-F	2 WWCT-F<	2 WMBD	2 WSWT-F<	2 WGLO-F	2 WKZW-F	2 WWCT-F>	WGLO-F
3	3 WGLO-F>	3 WGLO-F	3 WSWT-F	3 WSWT-F	3 WXCL-F>	3 WMBD	3 WSWT-F	3 WSWT-F	3 WSWT-F	3 WKZW-F>
4	4 WSWT-F>	4 WSWT-F>	4 WSWT-F>	4 WGLO-F	4 WIRL	4 WWCT-F	4 WKZW-F>	4 WGLO-F>	4 WGLO-F	4 WMBD
5	5 WXCL-F>>	5 WXCL-F	5 WXCL-F	5 WXCL-F>	5 WGLO-F	5 WGLO-F	5 WXCL-F	5 WXCL-F>>	5 WMBD	5 WXCL-F
6	6	6	6 WMBD	6 WIRL	6	6 WXCL-F	6	6	6 WXCL-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKZW-F>>	1 WKZW-F>	1 WKZW-F	1 WKZW-F	1 WKZW-F<	1 WWCT-F>>	1 WWCT-F>>	1 WWCT-F>>	1 WWCT-F>>	1 WWCT-F>
2 WWCT-F>	2 WGLO-F>	2 WGLO-F>	2 WGLO-F>	2 WGLO-F<	2 WKZW-F>	2 WKZW-F>	2 WKZW-F>	2 WKZW-F	2 WXCL-F
3 WGLO-F>>	3 WWCT-F>>	3 WWCT-F>>	3 WWCT-F	3 WSWT-F>	3 WSWT-F>>	3 WSWT-F	3 WGLO-F	3 WSWT-F	3 WSWT-F
4 WSWT-F>	4 WSWT-F	4 WXCL-F	4 WSWT-F>	4 WWCT-F	4 WXCL-F	WGLO-F>>	4 WSWT-F>>	4 WXCL-F	WKZW-F
5 WXCL-F>>	5 WXCL-F	WSWT-F>>	5	WIRL	WGLO-F	5	5	5 WGLO-F>	5 WGLO-F
6	6	6	6	6 WXCL-F	6	6	6	6 WMBD	6 WMBD

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		64 (2)	64 (2)	19.3	19.5	WCRI-F 98.5 Eureka	0.5/2.4/ 4/ 77
AOR/CLASSIC		53 (1)	53 (1)	16.0	15.0	WPEO 1020 Peoria	1.3/4.0/ 7/ 132
AC/OLDIES/SOFT ROCK	20 (1)	40 (1)	60 (2)	18.1	15.7	WVEL 1140 Pekin/Peoria	0.5/1.7/ 3/ 58
MOR/VARIETY	29 (2)	2 (1)	31 (3)	9.4	11.7		
COUNTRY	13 (1)	32 (1)	45 (2)	13.6	13.1	WBBM 780 Chicago	0.5/2.4/ 6/ 183
BLACK/URBAN						WBNQ-F 101.5 Bloomington/Nrm	1.0/5.8/ 28/ 596
BEAUTIFUL/EASY		58 (2)	58 (2)	17.5	16.4	WGN 720 Chicago	0.5/4.6/ 14/ 408
NEWS/TALK	4 (2)	9 (1)	13 (3)	3.9	5.0	WJBC 1230 Bloomington	0.8/1.2/ 76/ 498
NOSTALGIA							
RELIGION/GOSPEL	7 (2)		7 (2)	2.1	3.1		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS					0.5		
	73 (8)	258 (9)	331 (17)				

RADIO STATIONS

WIRL, 1290, 5 KW (DA-2)	, AC	MBS, ABC I	, \$ 25.00 (Christal)	Comm. Service
WMBD, 1470, 5 KW (DA-2)	, MOR/FULL SERVICE	CBS	, \$ 34.00 (Katz)	Midwest TV
WPEO, 1020, 1 KW (DAYS)	, RELIGION		, \$ 10.00 (---)	
WXCL, 1350, 1 KW (DA-2)	, COUNTRY	ABC D	, \$ N/A (Banner)	Kelly
WBZM-F, 94.3, 3 KW @ 300, EZ		SMN	, \$ 14.00 (K & P)	(CHILLICOTHE)
WGLO-F, 95.5, 25 KW @ 640, AZ		NBC	, \$ 20.00 (Durpetti)	(PEKIN)
WKZW-F, 93.3, 40 KW @ 548, CHR			, \$ 40.00 (Katz)	Midwest TV
WSWT-F, 106.9, 50 KW @ 480, EZ		ABC E	, \$ 27.00 (Christal)	Comm. Service
WTAZ-F, 102.3, 3 KW @ 300, TALK		ABC T, TALKNT	, \$ 12.00 (---)	(MORTON)
WWCT-F, 105.7, 36 KW @ 570, AOR		SOURCE	, \$ 37.00 (HNWH)	
WXCL-F, 104.9, 3 KW @ 326, COUNTRY		UNIPWR	, \$ 30.00 (Banner)	Kelly

MISCELLANEOUS: WBZM-F - from Oldies to EZ

PHILADELPHIA

Arbitron Rank/Pop (12+): 5/4,155,600
 MSA Rank/Pop: 4/4,940,000
 ADI # 4
 Average Person Ratings: 19.3
 Market TSL: 25.25 hours

Stations: 30/24
 Diaries: 2599/1599:1/52.6%
 Sample Target: 2595
 % Below Line: 2.6
 % Not Listed: 10.4

1990 Revenue: \$142,000,000
 HH Inc.: \$37,692
 Retail \$: 38.4 Bil
 Pop per Station: 173,150
 #1 Biller: KYW \$17,000,000

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. KYW (N/T)	708/ 8.8	7.9	5.8	7.4	6.6	7.5	757/13218	11644/28.0	26.1	29.6	6.2	480	9334	KYW
2. WMMR-F (AOR)	611/ 7.6	7.9	8.2	6.9	7.5	7.7	810/10679	7829/18.8	20.6	19.1	8.5	657	8705	WMMR-F
3. WUSL-F (B)	540/ 6.7	7.0	6.8	6.7	5.8	6.8	639/6644	5291/12.7	12.8	12.7	11.8	911	6451	WUSL-F
4. WYSP-F (CL AOR)	466/ 5.8	6.8	6.4	6.2	5.3	6.3	631/9808	7037/16.9	17.5	16.1	5.9	458	6800	WYSP-F
5. WEAZ-F (EZ/SAC)	462/ 5.8	5.5	6.1	6.3	5.6	5.9	547/7717	6224/15.0	15.3	15.7	4.0	307	3184	WEAZ-F
6. WPEN (BB)	438/ 5.5	5.2	5.2	6.0	5.2	5.5	478/4624	4101/ 9.9	10.2	10.0	4.3	330	2574	WPEN
7. WMGK-F (AC)	404/ 5.0	3.3	3.9	4.5	3.2	4.2	464/6836	5571/13.4	12.5	11.0	4.0	310	4513	WMGK-F
8. WIOQ-F (CHR)	387/ 4.8	5.5	5.1	5.9	5.3	5.3	446/7886	6604/15.9	17.6	17.2	7.4	572	7598	WIOQ-F
9. WWDB-F (T)	386/ 4.8	3.7	3.1	3.9	3.2	3.9	451/4942	4010/ 9.6	8.1	7.5	3.9	297	3325	WWDB-F
10. WOGL-F (O)	378/ 4.7	5.3	4.6	3.9	4.1	4.6	489/7563	5759/13.9	13.3	12.4	3.8	294	4152	WOGL-F
11. WXTU-F (C)	340/ 4.2	4.3	4.8	3.3	4.8	4.2	470/6440	4485/10.8	10.6	10.3	3.8	296	3821	WXTU-F
12. WKSZ-F (SAC)	299/ 3.7	3.2	4.0	4.5	4.5	3.8	364/5747	4643/11.2	11.6	12.4	2.8	214	2949	WKSZ-F
14. WYXR-F (AC)	291/ 3.6	3.0	2.9	3.2	3.1	3.2	314/5319	4530/10.9	10.7	10.9	2.6	199	3064	WYXR-F
15. WDAS-F (B)	282/ 3.5	3.8	4.3	3.8	3.6	3.8	307/3919	3407/ 8.2	10.1	8.9	4.5	346	4511	WDAS-F
16. WIP (T)	255/ 3.2	1.9	2.3	1.8	2.6	2.3	291/5423	4584/11.0	7.4	10.5	3.5	273	4125	WIP
17. WFLN-F (CL)	188/ 2.3	2.5	3.1	2.5	2.6	2.6	240/4286	3372/ 8.1	7.7	7.4	2.4	187	2601	WFLN-F
18.														
19.														
20.														

12+ FM SHARE (METRO): 77.17% (5543 of 7183) (FAL 89: 75.14%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WUSL-F	1 WUSL-F	1 WUSL-F	1 WMGK-F	1 WMGK-F	1 WMMR-F	1 WMMR-F	1 WMMR-F	1 WMMR-F	1 WMMR-F
2 WEGX-F<	2 WMMR-F	2 WMGK-F<	2 WUSL-F	2 WEAZ-F	2 WYSP-F	2 WYSP-F>	2 WYSP-F>	2 WYSP-F>	2 WYSP-F>
3 WMMR-F	3 WYXR-F	3 WMMR-F	3 WEAZ-F<	3 WOGL-F	3 WUSL-F>	3 WUSL-F>	3 WUSL-F	3 WUSL-F	3 WOGL-F<
4	4 WIOQ-F	4 WYSP-F	4 WYXR-F	4 WUSL-F<	4 WIOQ-F	4 WIOQ-F	4 WIP	4 WOGL-F	4 KYW <
5 WYXR-F	5 WIOQ-F<	5 WYXR-F	5 WMMR-F	5 WYXR-F	5 WEGX-F	5 WIP	5 WIOQ-F	5 WIP	5 WIP
6 WYSP-F	6 WYSP-F	6 WEAZ-F	6 WOGL-F	6 WDAS-F	6	6 WEGX-F	6 WDAS-F	6 KYW	6 WUSL-F
7	7 WMGK-F	7 WDAS-F	7 WDAS-F	7	7	7	7	7	7 WEAZ-F
8	8 WEAZ-F<	8	8	8	8	8	8	8	8 WMGK-F
9	9 WDAS-F								

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME TSA	SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		772 (4)	772 (4)	10.7	13.5	WDAS 1480 Philadelphia	0.7/2.2/ 54/ 959	
AOR/CLASSIC		1077 (2)	1077 (2)	15.0	14.6	WEAZ 560 Philadelphia	0.2/1.3/ 21/ 777	
AC/OLDIES/SOFT ROCK	45 (1)	1410 (5)	1455 (6)	20.3	18.0	WHAT 1340 Philadelphia	0.5/2.2/ 41/ 924	
MOR/VARIETY						WNAP 1110 Norristown	0.3/0.9/ 29/ 444	
COUNTRY		361 (2)	361 (2)	5.0	5.4	WOGL 1210 Philadelphia	0.6/3.3/ 62/1640	
BLACK/URBAN	41 (1)	822 (2)	863 (3)	12.0	12.6	WURD 900 Philadelphia	0.4/0.6/ 29/ 259	
BEAUTIFUL/EASY	16 (1)	506 (2)	522 (3)	7.3	7.5	WZZD 990 Philadelphia	0.4/1.7/ 33/ 853	
NEWS/TALK	963 (2)	386 (1)	1349 (3)	18.8	18.1			
NOSTALGIA	438 (1)		438 (1)	6.1	5.9	WDAC-F 94.5 Lancaster	0.3/0.5/ 58/ 702	
RELIGION/GOSPEL	108 (3)	21 (1)	129 (4)	1.8	0.6	WFHZ-F 100.7 Allentown	0.5/1.9/280/2868	
SPANISH						WJBR-F 99.5 Wilmington	0.5/1.9/137/2052	
CLASSICAL		188 (1)	188 (1)	2.6	3.0	WXW-F 101.5 Trenton	0.3/1.5/109/1932	
JAZZ/NEW AGE						WPST-F 97.5 Trenton/Phily	0.8/3.2/104/1948	
UNKNOWN/OTHERS	29 (1)		29 (1)	0.4	0.9	WSTW-F 93.7 Wilmington	0.3/2.4/130/2432	
		1640 (10)	5543 (20)	7183 (30)				

AM STATIONS

KFYI	, 910,	5 KW (DA-N)	, News/Talk	CBS, \$ 49.00	(Republic)	Broadcast Group
KLFF	, 1360,	5 KW/1 KW (DA-N)	, Nostalgia	NBC, \$ 31.00	(---)	
KOOL	, 960,	5 KW (DA-N)	, Oldies	SMN, \$ NA	(HNWH)	Adams
KOY	, 550,	5 KW/1 KW	, Nostalgia	UNISUP UNIULT, \$ 40.00	(Christal)	Edens
KPHX	, 1480,	1 KW/500W (DA-2)	, Hispanic	CRC, \$ 26.00	(Caballero)	
KSUN	, 1400,	1 KW	, Hispanic	, \$ 25.00	(Cabellero)	
KTAR	, 620,	5 KW (DA-N)	, News/Talk	ABC I, \$175.00	(CBS)	Pulitzer
KUKQ	, 1060,	5 KW/500 W (DA-N)	, AOR	, \$ 27.00	(Banner)	
KVVA	, 860,	1 KW (DA-N)	, Hispanic	, \$ 25.00	(Lotus)	
KXEG	, 1010,	1 KW/250 W	, Religion	, \$ 10.00	(---)	Mid-America Gospel

FM STATIONS

KDKB	, 93.3,	100 KW @ 1540	, AOR	, \$ 65.00	(Torbet)	Sandusky
KESZ	, 99.9,	100 KW @ 1674	, AC	, \$ 68.00	(Eastman)	
KGRX	, 100.3,	90 KW @ 2047	, Jazz/NAC	ABC C UNIPWR, \$ 35.00	(Roslin)	(GLOBE)
KKFR	, 92.3,	100 KW @ 1647	, CHR	, \$ 70.00	(Republic)	Broadcast Group
KKLT	, 98.7,	100 KW @ 1788	, AC	, \$108.00	(CBS)	Pulitzer
KMEO	, 96.9,	100 KW @ 1560	, EZ	, \$ 97.00	(Group W)	Westinghouse
KMLE	, 107.9,	100 KW @ 1736	, Country	, \$ 68.00	(Republic)	Shamrock
KMXX	, 101.5,	100 KW @ 1740	, AC	UNISUP, \$ 70.00	(Banner)	EZ
KNIX	, 102.5,	100 KW @ 1620	, Country	, \$215.00	(Katz)	Buck Owens
KONC	, 106.3,	2.5 KW @ 324	, Classical	NBC, \$ 37.00	(MBS)	(SUN CITY)
KOOL	, 94.5,	100 KW @ 1655	, Oldies	, \$111.00	(HNWH)	Adams
KOY	, 95.5,	100 KW @ 1570	, CHR	, \$ 88.00	(Christal)	Edens
KSLX	, 100.7,	100 KW @ 1840	, Classic AOR	, \$ 80.00	(MMR)	Cook Inlet
KVVA	, 107.1,	2.5 KW @ 320	, Hispanic	, \$ 30.00	(Lotus)	(APACHE JUNCTION)
KZZP	, 104.7,	100 KW @ 1550	, CHR	, \$120.00	(Mc-Guild)	Nationwide
KUPD	, 97.9,	100 KW @ 1620	, AOR	, \$ 90.00	(Banner)	

PITTSBURGH

Arbitron Rank/Pop (12+): 20/1,951,300
 MSA Rank/Pop: 22/2,100,000
 ADI # 17
 Average Person Ratings: 17.7
 Market TSL: 23.25 hours

Stations: 30/29
 Diaries: 1947/1002:1/60.9%
 Sample Target: 1850
 % Below Line: 0.6
 % Not Listed: %-53.0

1990 Revenue: \$54,400,000
 HH Inc.: \$30,643
 Retail \$: 14.0 Bill
 Pop per Station: 67,286
 #1 Biller: KDKA \$9,000,000

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume
1. KDKA (MOR)	513/14.9	14.2	13.2	13.6	12.3	14.0	621/8096	6335/32.5	33.2	29.9			KDKA
2. WDVE-F (AOR)	303/ 8.8	9.7	9.8	9.3	7.8	9.4	439/5468	3769/19.3	19.3	17.7			WDVE-F
3. WWSW-AF (O)	280/ 8.1	6.4	7.7	7.3	7.0	7.4	329/4824	3833/19.6	19.8	20.0			WWSW-AF
4. WBZZ-F (CHR)	2392/ 6.9	8.6	8.4	9.5	8.7	8.4	300/5273	4215/16.7	24.1	25.2			WBZZ-F
5. WTAE (N/T)	188/ 5.4	5.0	5.7	5.3	6.8	5.3	192/3139	2972/15.2	12.9	17.1			WTAE
6. WAMO-F (B)	181/ 5.2	5.8	6.7	5.7	5.4	5.8	187/2332	2145/11.0	12.8	10.9			WAMO-F
7. WSHH-F (SAC/EZ)	180/ 5.2	5.1	5.5	7.1	9.6	5.7	234/3688	2896/14.8	14.2	17.0			WSHH-F
8. WDSY-F (C)	163/ 4.7	4.9	5.8	4.5	3.8	5.0	227/2735	1975/10.1	11.8	8.7			WDSY-F
9. WEZE-AF (EZ)	142/ 4.2	3.3	2.9	2.7	2.4	3.3	165/1686	1349/ 6.9	6.8	8.9			WEZE-AF
10. WJAS (BB)	137/ 4.0	3.5	3.9	3.4	3.4	3.7	146/1669	1561/ 8.0	8.3	7.8			WJAS
11. WLTJ-F (SAC)	136/ 3.9	5.0	3.8	4.5	4.4	4.3	167/2572	2078/10.6	10.5	9.5			WLTJ-F
12. WMYG-F (CL AOR)	127/ 3.7	4.6	4.2	3.4	4.2	4.0	163/2654	1989/10.2	12.9	10.7			WMYG-F
13. WHTX-F (AC)	122/ 3.5	2.8	3.7	4.5	3.7	3.6	131/2386	2210/11.3	10.1	13.4			WHTX-F
14. WMXP-F (CHR)	111/ 3.2	2.2	1.6	1.4	1.4	2.1	130/2418	2046/10.5	7.5	7.0			WMXP-F
15. KQV (N/T)	59/ 1.7	1.8	1.9	1.6	2.1	1.8	59/1185	1179/ 6.0	7.3	7.6			KQV
16. WPIT-F (REL)	44/ 1.3	1.1	1.0	1.0	1.1	1.1	60/1155	865/ 4.4	3.5	4.5			WPIT-F
17.													
18.													
19.													
20.													

12+ FM SHARE (METRO): 80.07% (4231 of 5284) (FAL 89: 66.93%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBZZ-F	1 WDVE-F	1 WDVE-F	1 WWSW-AF	1 WWSW-AF	1 KDKA >>	1 KDKA >>	1 KDKA	1 KDKA	1 KDKA >>	1 KDKA >>
2 WMXP-F	2 WBZZ-F	2 WWSW-AF	2 WDVE-F	2 WDVE-F	2 WWSW-AF	2 WDVE-F	2 WWSW-AF	2 WDVE-F	2 WDVE-F	2 WAMO-F
3 WAMO-F	3 WAMO-F	3 WBZZ-F	3 KDKA	3 KDKA >	3 WTAE	3 WBZZ-F	3 WDVE-F	3 WWSW-AF	3 WAMO-F	3 WMYG-F
4 WDVE-F	4 WMYG-F	4 WAMO-F	4 WBZZ-F	4 WBZZ-F	4 WSHH-F	4 WWSW-AF	4 WBZZ-F	4 WBZZ-F	4 WBZZ-F	4 WWSW-F
5	5 WWSW-AF	5 KDKA	5 WHTX-F	5 WDSY-F	5 WJAS <	5 WTAE	5 WTAE <	5 WAMO-F	5 WWSW-AF	5 WTAE
6	6 WMXP-F	6 WMYG-F	6 WAMO-F	6 WHTX-F	6 WEZE-AF	6 WSHH-F	6 WBZZ-F	6 WTAE	6 WMXP-F	6 WDVE-F
7	7 WDSY-F	7 WHTX-F	7 WDSY-F	7	7	7 WHTX-F	7 WDSY-F	7 WSHH-F	7 WTAE	7
8	8 WHTX-F	8	8 WMYG-F	8	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WDVE-F	1 WDVE-F	1 WWSW-AF	1 WWSW-AF	1 WWSW-AF	1 WDVE-F	1 WDVE-F	1 WDVE-F	1 WDVE-F	1 WDVE-F
2 WBZZ-F	2 WBZZ-F	2 WBZZ-F	2 WBZZ-F	2 WLTJ-F	2 WBZZ-F	2 WMYG-F	2 WMYG-F	2 WWSW-AF	2 WWSW-AF
3 WMXP-F	3 WAMO-F	3 WDVE-F	3 WLTJ-F	KDKA	3 WAMO-F	3 WBZZ-F	3 WWSW-AF	3 KDKA	3 KDKA >
4 WMYG-F	4 WWSW-AF	4 WAMO-F	4 WDVE-F	4 WBZZ-F	4 WMYG-F	4 WAMO-F	4 WBZZ-F	4 WMYG-F	4 WMYG-F
5 WMYG-F	5 WLTJ-F	5 WLTJ-F	5 WAMO-F	5 WDSY-F	5 WDSY-F	5 WWSW-AF	5 WHTX-F	5 WBZZ-F	5 WHTX-F
6 WWSW-AF	6 WMXP-F	6 WMXP-F	6 WSHH-F	6 WSHH-F	6	6 WDSY-F	6 WDSY-F	6 WAMO-F	6 WDSY-F
7 WLTJ-F	7 WMYG-F	7 WHTX-F	7 KDKA	7	7	7 WHTX-F	7	7	7 WTAE

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER	RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		2522 (3)	2522 (3)	47.7	12.7	WASP	1130 Brownville	0.5/0.7/ 16/	152	
AOR/CLASSIC		430 (2)	430 (2)	8.1	13.4	WBCW	1530 Jeanette	0.5/0.8/ 16/	156	
AC/OLDIES/SOFT ROCK	22 (1)	730 (6)	752 (7)	14.2	18.8	WBVP	1230 Beaver Falls	0.3/1.4/ 10/	269	
MOR/VARIETY	556 (2)		556 (2)	10.5	16.1	WELA-F	104.3 E Liverpool	0.3/0.8/ 21/	381	
COUNTRY	16 (1)	163 (1)	179 (2)	3.4	6.1	WHJB	620 Greensburg/Pitt	0.7/2.6/ 24/	528	
BLACK/URBAN		181 (1)	181 (1)	3.4	6.7	WLSW-F	103.9 Scotttle/Cnlsvl	0.3/1.0/ 10/	227	
BEAUTIFUL/EASY	2 (1)	140 (1)	142 (2)	2.7	10.7	WMBS	590 Uniontown	1.2/2.2/ 44/	476	
NEWS/TALK	247 (2)		247 (2)	4.7	9.9	WPIT	730 Pittsburgh	0.3/1.9/ 17/	468	
NOSTALGIA	137 (1)		137 (1)	2.6	3.8	WSSZ-F	107.1 Greensburg/Pitt	0.6/2.0/ 19/	381	
RELIGION/GOSPEL	11 (1)	44 (1)	55 (2)	1.0	1.2	WKKS-F	106.7 Beaver Falls	0.4/1.7/ 18/	446	
SPANISH						WYJZ	860 Pittsburgh	0.3/0.9/ 12/	178	
CLASSICAL										
JAZZ/NEW AGE						WKYE-F	95.5 Johnstown	0.6/0.7/ 81/	934	
UNKNOWN/OTHERS	62 (4)	21 (2)	83 (6)	1.6	0.7					
	1053 (13)	4231 (17)	5284 (30)							

RADIO STATIONS

AM STATIONS

KDKA, 1020, 50 KW	, Full Service	NBC, \$150.00	(Group W)	Westinghouse
KQV, 1410, 5 KW (DA-2)	, News/Talk	CBS UNIULT, \$ 41.00	(Roslin)	
WEEP, 1080, 50 KW (Days, DA)	, Oldies	UNISUP UNIULT, \$ NA	(Republic)	Entercom
WJAS, 1320, 5 KW (DA-N)	, Nostalgia	UPI CNN, \$ 40.00	(Eastman)	Renda
WMBS, 590, 1 KW (DA-N)	, MOR	CBS, \$ 15.00	(Regional)	(UNIONTOWN)
WPIT, 730, 5 KW/24 W	, Religion	, \$ NA	(---)	Pyramid
WTAE, 1250, 5 KW (DA-N)	, News/Talk	ABC E MBS, \$ 65.00	(Katz)	Hearst
WWSW, 970, 5 KW (DA-2)	, See WWSW-FM			
WYJZ, 860, 1 KW (Days, DA)	, ??	, \$ 20.00	(HNWH)	Sheridan

FM STATIONS

WAMO, 105.9, 72 KW @ 430	, Black	SBN, \$ 56.00	(HNWH)	Sheridan
WBZZ, 93.7, 41 KW @ 547	, CHR	, \$147.00	(Banner)	EZ
WDSY, 107.9, 50 KW @ 500	, Country	UNIPWR, \$ 57.00	(Republic)	Entercom
WDVE, 102.5, 55 KW @ 816	, AOR	SOURCE, \$109.00	(Christal)	Great American
WEZE, 104.7, 50 KW @ 500	, EZ	ABC FM RADRAD, \$ 40.00	(Roslin)	
WHTX, 96.1, 50 KW @ 500	, AC	ABC E, \$ 88.00	(Katz)	Hearst
WLTJ, 92.9, 47 KW @ 894	, Soft AC	, \$ 54.00	(Durpetti)	
WMXP, 100.7, 50 KW @ 492	, CHR/Dance	ABC FM, \$ 40.00	(Republic)	Signature
WMYG, 96.9, 45 KW @ 162	, Classic AOR	ABC R, \$ 60.00	(MMR)	
WPIT, 101.5, 48 KW @ 505	, Religion	, \$ NA	(---)	Pyramid
WSHH, 99.7, 11 KW @ 927	, Soft AC/EZ	UPI UNISUP, \$ 70.00	(Eastman)	Renda
WWSW, 94.5, 50 KW @ 810	, Oldies	ABC D UNISUP, \$128.00	(Mc-Guild)	Shamrock

PORTLAND, ME

Arbitron Rank/Pop (12+): 156/201,400
 MSA Rank/Pop: 183/240,000
 ADI # 74
 Average Person Ratings: 16.2
 Market TSL: 21.50 hours

Stations: 19/18
 Diaries: 587/343:1/56.3%
 Sample Target: 590
 % Below Line: 1.2
 % Not Listed: 17.1

1990 Revenue: \$10,200,000
 HH Inc.: \$35,573
 Retail \$: 3.2 Bill
 Pop per Station: 11,188
 #1 Biller: WPOR-AF \$2,400,000

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. WPOR-AF (C)	48/14.7	15.5	14.1	16.6	14.7	----	106/1351	529/26.3	26.0	24.3	16.1	46	520	WPOR-AF
2. WBLM-F (AOR)	42/12.8	15.2	12.6	9.9	14.3	----	124/1683	547/27.2	30.4	24.7	22.1	70	817	WBLM-F
3. WMGX-F (O)	34/10.4	9.2	10.7	10.5	5.3	----	47/693	404/20.1	21.3	23.1	10.7	34	498	WMGX-F
4. WKZS-F (AC)	21/6.4	5.7	5.2	3.9	5.7	----	52/877	323/16.0	16.4	13.2	4.1	13	346	WKZS-F
5. WYNZ-AF (O)	20/ 6.1	3.1	8.6	9.6	11.4	----	27/408	260/12.9	12.2	21.6	4.5	10	228	WYNZ-AF
7. WGAN (MOR/FS)	20/ 6.1	5.7	5.5	3.6	5.3	----	32/561	338/16.8	12.9	11.9	4.1	13	224	WGAN
7. WTHT-F (CHR)	13/ 4.0	4.7	4.0	6.3	5.3	----	61/1094	298/14.8	12.8	14.4	7.9	25	470	WTHT-F
WKZN (BB)	13/ 4.0	4.1	-----	-----	0.3	----	14/194	171/ 8.5	7.8	0.0	1.3	4	101	WKZN
WHOM-F (EZ)	13/ 4.0	4.1	3.7	5.4	5.0	----	72/1085	231/11.5	13.9	10.7	3.2	10	258	WHOM-F
10. WWGT-F (CHR)	11/ 3.4	5.7	4.0	5.4	6.0	----	27/503	259/12.9	15.5	13.9	4.4	14	323	WWGT-F
11. WCLZ-F (J/NA)	7/ 2.1	3.5	4.6	1.8	3.0	----	26/399	156/ 7.7	9.9	9.7	1.6	5	147	WCLZ-F
12. WPKM-F (CL)	6/ 1.8	1.9	2.8	1.5	1.0	----	13/288	126/ 6.3	7.5	5.9	0.6	2	54	WPKM-F
WLOB (REL)	6/ 1.8	0.6	-----	-----	0.6	----	6/36	36/ 1.8	2.9	0.0				WLOB
14. WXGL-F (O)	5/ 1.5	2.2	1.2	1.8	1.0	----	20/401	119/ 5.9	5.2	6.4	1.6	5	112	WXGL-F
WLPZ (AOR)	5/ 1.5	0.6	-----	-----	-----	----	6/87	63/ 3.1	2.8	0.0	2.5	8	125	WLPZ

12+ FM SHARE (METRO): 81.18% (220 of 271) (FAL 89: 82.69%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBLM-F	1 WBLM-F	1 WBLM-F	1 WMGX-F	1 WMGX-F	1 WPOR-AF	1 WPOR-AF	1 WPOR-AF	1 WBLM-F	1 WBLM-F	1 WPOR-F
2 WTHT-F	2 WMGX-F	2 WMGX-F	2 WBLM-F	2 WPOR-AF	2 WKZS-F	2 WBLM-F	2 WBLM-F	2 WPOR-AF	2 WGAN	WGAN
3	3 WPOR-AF	3 WPOR-AF	3 WPOR-AF	3 WGAN	3 WMGX-F	3 WMGX-F	3 WMGX-F	3 WMGX-F	3 WMGX-F	3 WBLM-F
4	4 WWGT-F	4 WKZS-F	4 WKZS-F	4 WKZS-F	4 WYNZ-AF	4 WGAN	4 WKZS-F	4 WKZS-F	4 WPOR-AF	4
5	5 WTHT-F	5 WYNZ-AF	5 WYNZ-AF	5 WYNZ-AF	5 WKZN	5 WYNZ-AF	5 WGAN	5 WYNZ-AF	5 WTHT-F	5
6	6	6	6	6	6 WMGX-F	6	6	6 WTHT-F	6 WWGT-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBLM-F	1 WBLM-F	1 WMGX-F	1 WBLM-F	1 WPOR-AF	1 WMGX-F	1 WMGX-F	1 WBLM-F	1 WMGX-F	1 WMGX-F
2 WTHT-F	2 WMGX-F	2 WBLM-F	2 WMGX-F	2 WKZS-F	2 WLPZ	2 WBLM-F	2 WMGX-F	2 WBLM-F	2 WBLM-F
3 WWGT-F	3 WTHT-F	3 WPOR-AF	3 WKZS-F	3 WMGX-F	3 WWGT-F	3 WPOR-AF	3 WPOR-AF	3 WPOR-AF	3 WPOR-AF
4 WMGX-F	4 WPOR-AF	4 WCLZ-F	4 WPOR-AF	4 WBLM-F	4 WBLM-F	4 WLPZ	4	4 WYNZ-AF	4 WYNZ-AF
5	5 WWGT-F	5	5 WTHT-F	5	5	5 WWGT-F	5	5	5

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		24 (2)	24 (2)	8.9	11.2	WZPK-F 103.7 Berlin	0.9/6.3/ 29/ 408
AOR/CLASSIC	5 (1)	42 (1)	47 (2)	17.3	15.8		
AC/OLDIES/SOFT ROCK	2 (1)	81 (5)	83 (6)	30.6	30.8	WBZ 1030 Boston	1.2/4.7/ 12/ 253
MOR/VARIETY	24 (2)		24 (2)	8.9	8.1		
COUNTRY	1 (1)	47 (1)	48 (2)	17.7	17.7		
BLACK/URBAN							
BEAUTIFUL/EASY		13 (1)	13 (1)	4.8	5.4		
NEWS/TALK							
NOSTALGIA	13 (1)		13 (1)	4.8	7.3		
RELIGION/GOSPEL	6 (1)		6 (1)	2.2			
SPANISH							
CLASSICAL		6 (1)	6 (1)	2.2	3.5		
JAZZ/NEW AGE		7 (1)	7 (1)	2.6			
UNKNOWN/OTHERS					0.4		

51 (7) 220 (12) 271 (19)

RADIO STATIONS

WGAN, 560, 5 KW (DA-1), MOR/FULL SER. NBC, ABC T, \$ 19.00 (Katz) Sunshine
 WKZN, 870, 5 KW/2.5 KW (DA-2), NOSTALGIA UNISUP, \$ 14.00 (HNWH)
 WBLM-F, 102.9, 100 KW @ 1460, AOR, \$ 55.00 (McGuild) Fuller-Jeffrey
 WCLZ-F, 98.9, 48 KW @ 400, JAZZ/NAC, \$ 20.00 (Christal)
 WHOM-F, 94.9, 48 KW @ 3760, EZ, UNISUP, \$ 47.00 (Republic) Barnstable (MT. WASHINGTON)
 WKZS-F, 99.9, 30 KW @ 650, AC, UNISUP, \$ 34.00 (HNWH) (AUBURN)
 WMGX-F, 93.1, 50 KW @ 440, AC/OLDIES, \$ 38.00 (Katz) Sunshine
 WPKM-F, 106.3, 3 KW @ 300, CLASSICAL, \$ 20.00 (CMBS)
 WPOR-F, 101.9, 33 KW @ 607, COUNTRY, ABC E, \$ 60.00 (McGuild)
 WTHT-F, 107.5, 35 KW @ 606, CHR, ABC E, \$ 26.00 (Banner) Beacon (LEWISTON)
 WWGT-F, 97.9, 16 KW @ 900, CHR, \$ 25.00 (Christal) Porter
 WXGL-F, 93.9, 27 KW @ 640, OLDIES, \$ 21.00 (Torbet) (LEWISTON)
 WYNZ-F, 100.9, 3 KW @ 225, OLDIES, UNISUP, UNISUP, \$ 22.00 (Eastman) Buckley

MISCELLANEOUS: WGAN, WMGX-F - From Sunshine to Saga for \$3,300,000 (E) (Blackburn) . . . WYNZ-A changes from Nostalgia to Oldies and now simulcasts with WYNZ-F . . . WCLZ-F changes from AC to Jazz/NAC . . . WWGT-A changes to WLPZ and programs AOR (March) . .

PORTLAND, OR

Arbitron Rank/Pop (12+): 25/1,366,200
 MSA Rank/Pop: 42/1,430,000
 ADI # 27
 Average Person Ratings: 15.6
 Market TSL: 20.75 hours

Stations: 25/23
 Diaries: 1558/877:1/57.6%
 Sample Target: 1505
 % Below Line: 0.8
 % Not Listed: 11.3

1990 Revenue: \$48,400,000
 HH Inc.: \$32,021
 Retail \$: 11.6 Bill
 Pop per Station: 59,400
 #1 Biller: KKCW-F \$7,000,000

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. KUPL-F (C)	193/ 9.1	8.5	9.0	7.5	6.9	8.5	227/2531	2148/15.7	14.8	14.3	7.9	167	2167	KUPL-F
2. KEX (MOR/FS)	184/ 8.6	6.2	8.8	7.8	8.2	7.9	211/3258	2846/20.8	24.9	17.5	7.6	161	2309	KEX
3. KKRZ-F (CHR)	173/ 8.1	10.1	8.9	9.6	10.7	9.2	182/2969	2780/20.3	22.2	22.2	12.1	256	3415	KKRZ-F
4. KKCW-F (AC)	162/ 7.6	8.0	7.0	8.1	8.0	7.7	177/2613	2336/17.1	17.9	19.4	6.8	143	1942	KKCW-F
5. KKSJ-F (O)	135/ 6.3	4.4	5.6	3.9	4.2	5.1	147/2456	2236/16.4	13.7	12.3	7.5	159	2133	KKSJ-F
6. KINK-F (AOR)	125/ 5.9	6.7	6.2	6.7	5.5	6.4	141/2076	1871/13.7	14.2	12.1	6.2	130	1772	KINK-F
7. KXL (N/T)	116/ 5.5	4.0	5.6	5.5	6.3	5.2	122/1889	1720/12.6	13.6	13.8	3.7	78	1273	KXL
KUFO-F (AOR)	116/ 5.5	6.3	4.7	4.5	2.3	5.3	134/2075	1784/13.1	12.1	6.3	7.5	158	2186	KUFO-F
9. KXL -F (EZ/SAC)	96/ 4.5	3.8	4.5	7.9	6.6	5.2	115/1740	1498/11.0	10.2	11.4	2.7	58	806	KXL -F
10. KGON-F (AOR)	87/ 4.1	4.0	4.9	5.6	6.1	4.7	101/1745	1442/10.6	12.0	12.9	4.2	88	1513	KGON-F
11. KXYQ-F (CHR)	77/ 3.6	5.0	4.3	4.3	6.6	4.3	106/2460	1732/12.7	14.7	16.4	5.3	112	2143	KXYQ-F
12. KKSJ (BB)	64/ 3.0	4.2	4.1	2.9	2.7	3.5	69/943	861/ 6.3	8.6	5.2	2.7	56	654	KKSJ
13. KWJJ-F (C)	63/ 3.0	3.0	2.5	3.0	2.7	2.9	69/1145	979/ 7.2	7.6	7.7	1.8	37	1018	KWJJ-F
14. KGW (N/T)	57/ 2.7	1.7	2.4	2.1	1.6	2.2	60/1048	912/ 6.7	8.0	6.0	2.3	49	978	KGW
15. KWJJ (C)	47/ 2.2	1.7	1.6	1.4	0.8	1.7	49/658	605/ 4.4	5.2	4.3	1.8	37	519	KWJJ
16. KPDQ-F (REL)	39/ 1.8	1.3	1.3	1.9	1.4	1.6	47/889	707/ 5.2	4.9	3.7	1.6	34	605	KPDQ-F
17. KMXI-AF (AC)	30/ 1.4	2.2	1.6	2.5	4.2	1.9	39/1058	919/ 6.7	7.4	11.2	1.4	28	775	KMXI-AF
18. KESI (EZ)	28/ 1.3	2.2	1.1	1.6	1.0	1.5	30/537	514/ 3.8	3.2	2.7	0.9	19	271	KESI
19. KUPL (C)	27/ 1.3	0.9	1.1	1.2	1.6	1.1	28/551	491/ 3.6	3.8	4.3	1.1	24	409	KUPL
20. KZRC (AOR)	24/ 1.1	1.4	0.7	---	0.8	0.8	24/213	203/ 1.5	1.8	0.7	0.9	18	271	KZRC
21. KBMS (B)	23/ 1.1	1.3	0.4	---	---	0.7	24/262	225/ 1.6	1.1	0.0				KBMS
22.														
23.														
24.														
25.														

12+ FM SHARE (METRO): 69.48% (1311 of 1887) (FAL 89: 72.97%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKRZ-F>>	1 KKCW-F	1 KKCW-F<	1 KKCW-F>	1 KKCW-F>	1 KUFO-F>	1 KUFO-F>	1 KUFO-F>	1 KUFO-F	1 KKSJ-F
2 KUFO-F	2 KKRZ-F	2 KINK-F>	2 KKRZ-F<	2 KUPL-F	2 KKRZ-F	2 KGON-F	2 KKSJ-F<	2 KKSJ-F	2 KEX
3 KKCW-F	3 KINK-F	3 KUPL-F	3 KINK-F	3 KINK-F	3 KZRC	3 KKSJ-F	3 KGON-F>	3 KGON-F	3 KUFO-F
4 KXYQ-F	4 KUFO-F	4 KUFO-F	4 KUPL-F	4 KEX <	KXYQ-F	4 KKRZ-F<	4 KINK-F	4 KINK-F	4 KINK-F
5 KUPL-F	5 KUPL-F>	KKSJ-F	5 KKSJ-F	5 KKSJ-F>	KGON-F	5 KINK-F<	5 KEX	5 KEX	5 KGON-F<
6 KGON-F	6 KXYQ-F<	6 KKRZ-F	6 KEX	6 KKRZ-F<	6 KWJJ-F	6 KKCW-F	6 KKCW-F	6 KUPL-F	6 KUPL-F
7 KINK-F	7 KKSJ-F	7	7 KUFO-F	7 KXL -F	KKCW-F	7 KXYQ-F	7 KKRZ-F	7 KKCW-F	7 KKCW-F
8	8 KGON-F	8	8	8	8	KEX	8	8 KKRZ-F	8

FORMATS	AM	FM	TOTAL	%	FAL 89		OTHER RATED STATIONS		METRO CUME TSA TSA	
					%	%	SHARE/RTG/AQH/CUME	SHARE/RTG/AQH/CUME		
TOP 40/CHR/CONTEMP		250 (2)	250 (2)	13.2	19.2	KPDQ 800	Portland	0.2/1.6/	4/ 244	
AOR/CLASSIC	24 (1)	328 (3)	352 (4)	18.7	18.8					
AC/OLDIES/SOFT ROCK	2 (1)	325 (3)	327 (4)	17.3	16.0	KFAT-F 106.1	Coravallis	0.4/1.4/	31/ 445	
MOR/VARIETY	184 (1)		184 (1)	9.8	9.1	KRKT-F 99.9	Albany/Corvallis	0.4/1.4/	26/ 452	
COUNTRY	74 (2)	273 (4)	347 (6)	18.4	13.3					
BLACK/URBAN	23 (1)		23 (1)	1.2						
BEAUTIFUL/EASY	28 (1)	96 (1)	124 (2)	6.6	7.3					
NEWS/TALK	173 (2)		173 (2)	9.2	9.3					
NOSTALGIA	64 (1)		64 (1)	3.4	2.9					
RELIGION/GOSPEL	4 (1)	39 (1)	43 (2)	2.3	1.8					
SPANISH										
CLASSICAL					1.1					
JAZZ/NEW AGE										
UNKNOWN/OTHERS					1.2					
	576 (11)	1311 (14)	1887 (25)							

RADIO STATIONS

AM STATIONS

KESI, 970, 5 KW (DA-1), EZ, \$ N/A (Christal) Henry
 KEX, 1190, 50 KW (DA-1), MOR/FULL SER. ABC I, \$ 86.00 (Katz) Great American
 KGW, 620, 5 KW (DA-N), NEWS/TALK ABC D, \$ 57.00 (MMR) King
 KY5N, 910, 5 KW (DA-2), NOSTALGIA UNISP, UNILT, \$ 33.00 (Eastman) Heritage
 KUPL, 1330, 5 KW (DA-1), SEE KUPL-F
 KWJJ, 1080, 50 KW/10 KW (DA-N), SEE KWJJ-F
 KXL, 750, 50 KW/20 KW (DA-1), NEWS/TALK NBC, \$ 63.00 (McGuild) Alexander
 KZRC, 1010, 5 KW (DAYS), AOR SMN, \$ 23.00 (Torbet) First Cities

FM STATIONS

KGON, 92.3, 100 KW @ 1268, AOR, \$ 85.00 (Republic) Ackerly
 KING, 101.9, 100 KW @ 1674, AOR, \$ 110.00 (MMR) King
 KPCW, 103.3, 100 KW @ 1654, AC, \$ 120.00 (Durpetti) Trumper
 KPRZ, 100.3, 100 KW @ 1433, CHR ABC F, \$ 100.00 (Katz) Great American
 KY5N, 97.1, 100 KW @ 1268, OLDIES UNILT, \$ 64.00 (Eastman) Heritage
 KMJK, 106.7, 100 KW @ 937, AC NBC, SOURCE, \$ 48.00 (Christal) Fairmont
 KPDQ, 93.7, 100 KW @ 937, RELIGION, \$ 20.00 (---)
 KUFO, 101.1, 100 KW @ 1640, AOR, \$ 50.00 (Christal) Henry
 KUPL, 99.5, 100 KW @ 1104, COUNTRY, \$ 70.00 (Banner) Scripps-Howard
 KWJJ, 99.5, 100 KW @ 870, COUNTRY ABC E, \$ 44.00 (HNWH) Park
 KXL, 95.5, 100 KW @ 990, EZ/SAC, \$ 57.00 (McGuild) Alexander
 KYIQ, 105.1, 100 KW @ 1839, CHR ABC C, \$ 52.00 (Torbet) First Cities (SALEM)

PORTSMOUTH-DOVER-ROCHESTER, NH

Arbitron Rank/Pop (12+): 110/332,500
 MSA Rank/Pop: 141/349,000
 Boston ADI
 Average Person Ratings: 17.3
 Market TSL: 22.75 hours

Stations: 36/9
 Diaries: 883/377:1/57.4%
 Sample Target: 750
 % Below Line: 48.4
 % Not Listed: 11.3

1990 Revenue: \$8,800,000
 HH Inc.: \$40,005
 Retail \$: 3.8 Bil
 Pop per Station: 36,944
 #1 Biller: WOKQ-F \$2,900,000

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. WOKQ-F (C)	78/13.6	12.0	9.2	9.1	11.3	----	111/1132	860/25.9	26.3	20.5	14.5	79	825	WOKQ-F
2. WHEB-F (AOR)	47/ 8.2	8.6	11.1	6.3	9.2	----	48/566	506/15.2	18.7	21.3	10.1	55	764	WHEB-F
3. WSSH-F (SAC)	46/ 8.0	6.8	5.5	7.9	5.8	----	46/680	655/19.7	15.9	12.6	3.8	21	322	WSSH-F
4. WERZ-F (CHR)	35/ 6.1	7.5	6.9	5.3	3.6	----	42/581	535/16.1	16.8	14.4	8.4	46	812	WERZ-F
5. WRKO (N/T)	28/ 4.9	3.0	3.4	4.6	4.0	----	31/459	355/10.7	8.7	9.8	3.5	19	331	WRKO
6. WTSN (AC)	21/ 3.7	2.6	3.2	3.3	2.6	----	21/326	296/ 8.9	8.4	8.7	3.3	18	469	WTSN
7. WBZ (MOR)	19/ 3.3	2.8	5.9	4.1	4.0	----	27/428	301/ 9.1	11.4	13.8	3.5	19	338	WBZ
WBCN-F (AOR)	19/ 3.3	3.3	3.4	2.4	3.2	----	21/286	264/ 7.9	8.6	9.6	3.3	18	346	WBCN-F
9. WHOM-F (EZ)	18/ 3.1	4.0	3.0	3.8	4.0	----	54/754	336/10.1	9.4	7.4	2.9	16	350	WHOM-F
10. WCGY-F (AOR)	16/ 2.8	2.3	2.9	3.4	2.6	----	16/223	210/ 6.3	6.3	7.0	3.1	17	221	WCGY-F
11. WZOU-F (CHR)	15/ 2.6	2.4	1.8	2.6	2.8	----	16/382	362/10.9	8.7	7.3	4.9	27	377	WZOU-F
WODS-F (O)	15/ 2.6	3.3	2.2	2.7	2.1	----	16/318	264/ 7.9	9.1	8.0	2.6	14	194	WODS-F
WCQL-F (O)	15/ 2.6	3.1	3.2	1.2	3.6	----	19/316	254/ 7.6	8.0	5.9	2.6	14	319	WCQL-F

12+ FM SHARE (METRO): 82.12% (418 of 509) (FAL 89: 80.04%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WERZ-F	1 WHEB-F>	1 WHEB-F	1 WOKQ-F>	1 WOKQ-F>	1 WOKQ-F>>	1 WOKQ-F>	1 WOKQ-F>	1 WOKQ-F>	1 WHEB-F	1 WOKQ-F>
2 WZOU-F>>	2 WERZ-F	2 WOKQ-F>	2 WHEB-F	2 WSSH-F	2 WSSH-F	2 WSSH-F	2 WSSH-F	2 WSSH-F	2 WOKQ-F	2 WBZ >
3 WHOB-F	3 WBCN-F	3 WSSH-F	3 WSSH-F	3 WHEB-F	3 WRKO	3 WTSN	3 WHEB-F>	3 WHEB-F	3 WERZ-F	3 WTSN
4 WHEB-F	4 WSSH-F	4 WERZ-F>	4 WERZ-F	4 WERZ-F	4 WTSN	4 WHEB-F	4 WERZ-F	4 WERZ-F<	4 WZOU-F	4
5	5 WCGY-F	5 WBCN-F	5	5	5 WBZ	5 WERZ-F<	5 WRKO	5 WRKO >	5 WRKO	5
6	6	6	6	6	6	6 WRKO	6	6	6 WBZ	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHEB-F>>	1 WHEB-F>	1 WHEB-F	1 WHEB-F	1 WOKQ-F>	1 WHEB-F>	1 WHEB-F	1 WHEB-F	1 WHEB-F	1 WOKQ-F>
2 WERZ-F	2 WERZ-F>	2 WERZ-F>	2 WERZ-F	2 WSSH-F	2 WBCN-F>	2 WBCN-F	2 WCGY-F	2 WOKQ-F	2 WHEB-F
3 WSSH-F>	3 WSSH-F	3 WSSH-F	3 WSSH-F	3 WERZ-F	3 WCGY-F>	3 WCGY-F>	3 WBCN-F>	3 WBCN-F	3 WSSH-F
4 WZOU-F	4	4 WLYT-F	4 WOKQ-F>>	4 WHEB-F	4 WGIR-F	4 WZLX-F	4 WOKQ-F	4 WCGY-F	4 WRKO
5	5	5 WGIR-F	5	5	5 WBLM-F	5 WZLX-F	5 WZLX-F	5	5 WODS-F
6	6	6	6	6	6 WCDQ-F	6 WCDQ-F	6 WERZ-F	6	6 WBCN-F

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		65 (4)	65 (4)	12.8	16.9	WCDQ-F 92.1	Sanford	1.6/4.5/	9/ 189
AOR/CLASSIC		127 (9)	127 (9)	25.0	27.7	WMYF 1540	Exeter	2.3/1.8/	16/ 73
AC/OLDIES/SOFT ROCK	21 (1)	110 (9)	131 (10)	25.7	17.8	WWEM-F 96.7	Rochester/Ports	1.9/5.6/	11/ 228
MOR/VARIETY	19 (1)		19 (1)	3.7	11.8	WZNN 930	Rochester/Prtsm	0.3/3.0/	2/ 142
COUNTRY		81 (2)	81 (2)	15.9	10.7				
BLACK/URBAN						WAAF-F 107.3	Worcester/bostn	0.9/2.5/	5/ 89
BEAUTIFUL/EASY		25 (2)	25 (2)	4.9	7.4	WBLM-F 102.9	Portland	0.9/5.0/	43/ 634
NEWS/TALK	38 (4)		38 (4)	7.5	7.2	WBOS-F 92.9	Brookline/Bostn	0.5/1.7/	3/ 55
NOSTALGIA						WCDJ-F 96.9	Boston	0.5/1.9/	4/ 88
RELIGION/GOSPEL						WCRB-F 102.5	Waltham/Boston	0.7/2.2/	4/ 72
SPANISH						WEEI 590	Boston	0.7/4.6/	4/ 154
CLASSICAL		4 (1)	4 (1)	0.8		WFNX-F 101.7	Lynn	0.5/2.0/	3/ 67
JAZZ/NEW AGE		3 (1)	3 (1)	0.6		WGIR-F 101.1	Manchester	2.1/9.4/	18/ 398
UNKNOWN/OTHERS	13 (1)	3 (1)	16 (2)	3.1	0.6	WHDH 850	Boston	0.7/3.6/	4/ 121
						WHOB-F 106.3	Nashua	1.4/5.5/	8/ 190
						WLYT-F 92.5	Haverhill/Bstn	1.4/7.3/	9/ 267
						WMJX-F 106.7	Boston	0.7/2.4/	4/ 88
						WPOR-F 101.9	Portland	0.5/1.3/	29/ 331
						WROR-F 98.5	Boston	0.9/5.7/	5/ 197
						WXKS-F 107.9	Medford/Boston	1.2/6.0/	7/ 206
						WXLO-F 104.5	Fitchburg	0.5/2.3/	3/ 75
						WZID-F 95.7	Manchester	1.2/5.0/	9/ 224
						WZLX-F 100.7	Boston	1.9/4.8/	11/ 159
						WZPK-F 103.7	Berlin	0.5/2.1/	22/ 194

RADIO STATIONS

WKOS, 930, 5 KW (DA-2), NOSTALGIA CBS, UNISUP, \$ 14.00 (Christal)
 WTSN, 1270, 5 KW (DA-2), MOR/FULL SER. ABC I, \$ 21.00 (Torbet)

WCDQ-F, 92.1, 1 KW @ 526, CL AOR, \$ 13.00 (Roslin) (SANFORD, ME)
 WCQL-F, 95.3, 1.5 KW @ 467, OLDIES, \$ 16.00 (Katz) Sunshine
 WERZ-F, 107.1, 2.5 KW @ 356, CHR, \$ 41.00 (McGuild) Precision
 WHEB-F, 100.3, 50 KW @ 400, AOR, UPI, \$ 60.00 (Banner) Knight
 WKOS-F, 96.7, 3 KW @ 300, AC, \$ 19.00 (Torbet)
 WOKQ-F, 97.5, 50 KW @ 492, COUNTRY, \$ 78.00 (McGuild) Fuller-Jeffrey
 WLYT-F, 92.5, 25 KW @ 710, AC, UNIPWR, \$ 38.00 (Eastman) (HAVERHILL, MA)

OTHER RANKED STATIONS -- See Manchester, Boston or Portland

MISCELLANEOUS: WKOS A/F sold for \$290,000 . . .

PROVIDENCE

Arbitron Rank/Pop (12+): 28/1,274,400
 MSA Rank/Pop: 59/918,000
 ADI # 44
 Average Person Ratings: 18.8
 Market TSL: 24.75 hours

Stations: 44/26
 Diaries: 1673/762:1/55.4%
 Sample Target: 1460
 % Below Line: 15.6
 % Not Listed: 8.2

1990 Revenue: \$27,200,000
 HH Inc.: \$34,562
 Retail \$: 7.0 Bil
 Pop per Station: 49,015
 #1 Biller: WPRO-F \$4,700,000

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. WPRO-F (CHR)	230/ 9.6	12.0	10.7	10.7	9.9	10.8	241/3860	3461/27.2	29.2	28.5	12.6	264	4131	WPRO-F
2. WWLI-F (SAC)	201/ 8.4	9.8	6.9	7.7	7.3	8.2	216/2373	2126/16.7	15.0	15.0	5.9	123	1326	WWLI-F
3. WHJY-F (AOR)	187/ 7.8	9.5	7.2	8.0	7.2	8.1	212/2667	2159/16.9	19.0	20.1	7.2	150	2749	WHJY-F
4. WHJJ (N/T)	145/ 6.1	4.7	4.8	5.0	6.0	5.2	145/1837	1837/14.4	11.6	12.8	4.7	98	1364	WHJJ
5. WWBB-F (O)	142/ 5.9	5.4	6.7	4.8	7.9	5.7	151/2068	1905/14.9	17.1	16.0	5.1	107	1545	WWBB-F
WPRO (T)	142/ 5.9	5.9	5.6	5.4	6.8	5.7	142/2110	2082/16.3	14.9	15.7	3.6	75	1414	WPRO
7. WSNE-F (AC)	124/ 5.2	5.3	5.3	4.4	6.2	5.1	129/1941	1799/14.1	14.7	14.4	4.5	95	1556	WSNE-F
8. WPLM-F (BB)	95/ 4.0	3.8	3.9	3.5	2.0	3.8	135/1643	1020/ 8.0	8.2	3.4	2.4	50	670	WPLM-F
9. WWRX-F (CL AOR)	84/ 3.5	2.5	3.1	3.8	3.1	3.2	127/1982	1265/ 9.9	9.7	9.4	3.9	82	1299	WWRX-F
10. WCTK-F (C)	83/ 3.5	3.0	4.0	3.8	3.1	3.6	105/1288	948/ 7.4	8.8	7.5	4.7	98	779	WCTK-F
11. WFHN-F (CHR)	69/ 2.9	2.1	2.5	2.5	2.0	2.5	76/835	645/ 5.1	4.6	4.3	2.4	51	597	WFHN-F
12. WWKX-F (B)	62/ 2.6	3.7	4.4	3.1	3.3	3.5	62/1160	1145/ 9.0	10.4	8.0	5.4	113	1332	WWKX-F
13. WLKW (?)	57/ 2.4	0.7	1.0	0.9	1.0	1.3	58/614	589/ 4.6	3.6	3.1	1.1	23	318	WLKW
14. WHIM (C)	53/ 2.2	2.9	2.8	2.6	3.1	2.6	56/510	498/ 3.9	5.1	5.7	2.2	46	432	WHIM
WALE (T)	53/ 2.2	0.9	0.7	1.8	0.4	1.4	53/486	486/ 3.8	2.6	1.6	1.9	40	281	WALE

12+ FM SHARE (METRO): 71.28% (1566 of 2197) (FAL 89: 71.90%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPRO-F>>	1 WHJY-F	1 WHJY-F	1 WWLI-F<	1 WWLI-F	1 WWLI-F<	1 WPRO	1 WWLI-F	1 WPRO-F	1 WPRO-F	1 WHJJ
2 WWKX-F>	2 WPRO-F>	2 WPRO-F	2 WHJY-F	2 WWBB-F	2 WHJJ	2 WPRO-F	2 WHJY-F<	2 WWLI-F<	2 WHJY-F>	2 WPRO
3	3 WWLI-F	3 WWLI-F	3 WPRO-F	3 WHJY-F<	3 WPRO	3 WWLI-F	3 WPRO-F	3 WHJJ	3 WWLI-F<	3 WBRZ
4	4 WWRX-F	4 WWBB-F	4 WWBB-F	4 WPRO-F	4 WWBB-F	4 WHJY-F	4 WWBB-F	4 WHJY-F	4 WWKX-F	4 WPRO-F
5	5 WSNE-F	5 WSNE-F	5 WSNE-F	5 WPLM-F	5 WPLM-F	5 WHJJ	5 WHJJ	5 WWBB-F>	5 WHJJ	5 WWLI-F
6	6	6 WWRX-F	6 WWRX-F	6 WWRX-F	6	6 WSNE-F	6 WSNE-F	6 WSNE-F	6	6 WHJY-F
						7 WWBB-F	7 WPRO			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPRO-F	1 WPRO-F	1 WPRO-F	1 WWLI-F	1 WWLI-F>	1 WHJY-F>	1 WHJY-F>>	1 WHJY-F>	1 WHJY-F>	1 WHJY-F>
2 WHJY-F>	2 WHJY-F	2 WSNE-F<	2 WPRO-F>	2 WPRO-F	2 WPRO-F>>	2 WPRO-F	2 WWRX-F>	2 WPRO-F	2 WWBB-F
3 WWLI-F	3 WWLI-F	3 WWLI-F	3 WSNE-F	3 WWBB-F<	3 WWKX-F>	3 WWRX-F>	3 WPRO-F>	3 WWBB-F	3 WWRX-F
4 WWKX-F	4 WSNE-F>	4 WHJY-F>	4 WHJY-F	4 WSNE-F>	4 WWRX-F	4 WWLI-F	4 WWLI-F	4 WWRX-F	4 WPRO-F<
5 WFHN-F	5 WFHN-F	5 WWRX-F	5 WWBB-F	5 WHJY-F	5 WSNE-F	5 WSNE-F	5	5 WSNE-F	5 WWLI-F
6 WSNE-F	6 WWRX-F	6 WFHN-F	6	6	6	6	6	6	6 WSNE-F
	7 WWKX-F								

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		349 (4)	349 (4)	15.9	14.5	WARV 1590 Warwick	0.7/1.3/ 17/ 168
AOR/CLASSIC		372 (6)	372 (6)	16.9	17.7	WBRU-F 95.5 Providence	0.6/2.8/ 87/1213
AC/OLDIES/SOFT ROCK	7 (1)	540 (7)	547 (8)	24.9	19.7	WBSM 1420 New Bedford	1.3/2.3/ 33/ 311
MOR/VARIETY	61 (5)		61 (5)	2.8	2.0	WHTB 1400 Fall River	1.0/1.6/ 25/ 205
COUNTRY	53 (1)	83 (1)	136 (2)	6.2	6.8	WICE 550 Pawtucket/Prov	0.3/2.1/ 7/ 274
BLACK/URBAN		62 (1)	62 (1)	2.8	3.6	WJFD-F 97.3 New Bedford	0.4/0.8/ 10/ 113
BEAUTIFUL/EASY					9.5	WNBH 1340 New Bedford	0.4/1.2/ 10/ 162
NEWS/TALK	411 (8)		411 (8)	18.7	19.0	WNRI 1380 Woonsocket	0.5/1.3/ 11/ 169
NOSTALGIA		95 (1)	95 (1)	4.3	2.1	WCTB-F 100.3 Middletown/Prov	0.5/2.5/ 13/ 321
RELIGION/GOSPEL						WPJB-F 102.7 Narragansett Pr	0.3/1.0/ 7/ 144
SPANISH						WSAR 1480 Fall River	0.4/1.5/ 9/ 186
CLASSICAL		13 (1)	13 (1)	0.6	1.8	WWON 1240 Woonsocket	0.5/1.2/ 11/ 154
JAZZ/NEW AGE		24 (2)	24 (2)	1.1	0.6		
UNKNOWN/OTHERS	99 (3)	28 (3)	127 (6)	5.8	2.7	WAAF-F 107.3 Worcester/Bstn	1.0/2.6/ 50/ 870
						WBCN-F 104.1 Boston	0.6/2.8/ 87/1215
						WBZ 1030 Boston	0.8/3.5/ 53/1082
						WCDJ-F 96.9 Boston	0.5/1.7/ 19/ 454
						WCIB-F 101.9 Falmouth/Hyanns	0.5/1.1/ 30/ 445
						WCRB-F 102.5 Waltham/Boston	0.5/1.8/ 31/ 427
						WEEI 590 Boston	0.3/2.2/ 25/ 867
						WFAN 660 New York	0.4/1.3/ 21/ 346
						WHDH 850 Boston	0.6/2.7/ 34/ 783
						WMJX-F 106.7 Boston	0.6/2.2/ 57/ 902
						WODS-F 103.3 Boston	0.9/4.3/ 75/1181
						WRKO 680 Boston	0.4/1.7/ 48/ 728
						WROR-F 98.5 Boston	0.8/2.6/ 31/ 554
						WVBF-F 105.7 Framington	0.8/2.2/ 47/ 633
						WXKS-F 107.9 Medford/Boston	0.7/3.4/ 65/1152
						WZLX-F 100.7 Boston	0.8/3.3/ 36/ 864
						WZOU-F 94.5 Boston	1.4/6.3/ 90/1848

RADIO STATIONS

AM STATIONS

WHIM, 1110, 5 KW (DAYS)	, COUNTRY	CBS , \$ 24.00 (Durpetti)	
WHJJ, 920, 5 KW (DA-N)	, NEWS/TALK	NBC , \$ 51.00 (Katz)	Merv Griffin
WPRO, 630, 5 KW (DA-N)	, NEWS/TALK	ABC I , \$ 70.00 (Banner)	Capital Cities/ABC

FM STATIONS

WBRU-F, 95.5, 20 KW @ 440, AOR		APR , \$ 44.00 (MMR)	
WCTK-F, 98.1, 47 KW @ 510, COUNTRY		, \$ 30.00 (Torbet)	Hall (NEW BEDFORD,MA)
WHJY-F, 94.1, 50 KW @ 440, AOR		, \$ 90.00 (Katz)	Merv Griffin
WPRO-F, 92.3, 39 KW @ 553, CHR		ABC C , \$ 107.00 (Banner)	Capital Cities/ABC
WSNE-F, 93.3, 30 KW @ 619, AC		, \$ 71.00 (Eastman)	Beck-Ross
WWBB-F, 101.5, 14 KW @ 950, OLDIES		, \$ 62.00 (Christal)	Wilks-Schwartz
WWKX-F, 106.3, 1 KW @ 518, BLACK		, \$ 39.00 (Republic)	
WWLI-F, 105.1, 50 KW @ 500, SOFT AC		, \$ 69.00 (McGuild)	Zimmerman
WWRX-F, 103.7, 37 KW @ 568, CLASSIC AOR		ABC R , \$ 40.00 (Durpetti)	

MISCELLANEOUS: WWAZ changes to WLKW and format from Classical to EZ (Nov) . . .

RALEIGH

Arbitron Rank/Pop (12+): 63/601,900
 MSA Rank/Pop: 70/707,000
 ADI # 33
 Average Person Ratings: 16.3
 Market TSL: 21.25 hours

Stations: 25/21
 Diaries: 1126/534:1/54.0%
 Sample Target: 1000
 % Below Line: 3.2
 % Not Listed: 19.2

1990 Revenue: \$26,900,000
 HH Inc.: \$34,902
 Retail \$: 6.7 Bill
 Pop per Station: 28,661
 #1 Biller: WRDU-F \$5,100,000

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. WQOK-F (B)	105/10.7	9.0	8.0	7.7	7.6	8.9	180/1721	1064/17.7	14.3	14.8	15.0	150	1533	WQOK-F
2. WRDU-F (AOR)	88/ 9.0	12.3	10.4	9.2	8.2	10.2	174/2326	1164/19.3	20.0	19.8	10.7	107	1283	WRDU-F
3. WRAL-F (AC)	71/ 7.2	6.2	7.4	7.2	7.2	7.0	143/2285	1167/19.4	18.7	17.9	6.7	67	905	WRAL-F
4. WQDR-F (C)	69/ 7.0	7.0	6.9	8.4	6.9	7.3	199/1998	786/13.1	13.6	12.7	5.6	56	774	WQDR-F
WDCG-F (CHR)	69/ 7.0	5.9	8.5	6.6	7.2	7.0	156/2436	1195/19.9	21.4	21.3	6.7	67	1078	WDCG-F
6. WPTF (MOR/N/T)	66/ 6.7	6.2	6.6	7.6	7.1	6.8	94/1388	912/15.2	14.6	17.0	6.5	65	1010	WPTF
7. WFXC-F (B)	54/ 5.5	6.3	4.8	5.9	6.6	5.6	61/770	647/10.7	10.9	13.8	9.2	92	1066	WFXC-F
8. WTRG-F (O)	53/ 5.4	3.6	5.9	5.2	5.6	5.0	177/2611	939/15.6	13.4	13.6	3.5	35	724	WTRG-F
9. WYLT-F (SAC)	48/ 4.9	5.0	4.0	3.3	5.1	4.3	70/1310	802/13.3	11.9	13.6	3.7	37	565	WYLT-F
10. WZZU-F (CHR)	26/ 2.7	2.4	3.0	3.3	4.3	2.8	74/1619	644/10.7	11.6	12.1	4.1	41	637	WZZU-F
11. WLLC (B)	24/ 2.4	1.6	1.8	2.9	2.6	2.2	27/445	391/ 6.5	4.2	5.5	1.6	16	284	WLLC
12. WNNF-F (J/NA)	20/ 2.0	1.4	3.4	2.0	3.4	2.2	24/415	325/ 5.4	6.2	6.8	1.7	17	279	WNNF-F
13. WKIX (BB)	14/ 1.4	0.9	0.3	0.5	0.8	0.8	29/481	299/ 5.0	2.6	4.2	0.5	5	156	WKIX
14. WDNC (BB)	13/ 1.3	2.1	2.2	2.7	3.0	2.1	17/381	253/ 4.2	5.4	8.2	0.7	7	170	WDNC

12+ FM SHARE (METRO): 82.58% (654 of 792) (FAL 89: 78.07%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WDCG-F>	1 WQOK-F	1 WQOK-F	1 WRDU-F<	1 WRDU-F	1 WPTF >	1 WQOK-F	1 WRDU-F	1 WRDU-F	1 WQOK-F>	1 WQOK-F
2 WQOK-F	2 WRDU-F>	2 WRDU-F>	2 WQOK-F	2 WQOK-F<	2 WRAL-F<	2 WRAL-F<	2 WQOK-F	2 WQOK-F	2 WDCG-F<	2 WDCG-F<
3	3 WDCG-F	3 WRAL-F	3 WRAL-F	3 WRAL-F	3 WQDR-F	3 WPTF <	3 WRAL-F	3 WRAL-F	3 WFXC-F	3 WPTF >
4	4 WRAL-F	4 WTRG-F	4 WTRG-F	4 WTRG-F	4 WTRG-F	4 WTRG-F	4 WTRG-F	4 WTRG-F	4 WDCG-F	4 WRDU-F
5	5 WQDR-F	5 WDCG-F<	5 WQDR-F	5 WQDR-F	5 WYLT-F<	5 WDCG-F	5 WQDR-F	5 WQDR-F	5 WQDR-F<	5 WYLT-F
6	6 WFXC-F	6 WQDR-F	6 WFXC-F	6 WFXC-F	6 WFXC-F	6 WQDR-F	6 WYLT-F	6 WTRG-F	6 WTRG-F	6 WRDU-F
7	7	7	7	7	7	7	7 WTRG-F	7 WPTF	7	7
							WDCG-F	8 WYLT-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WQOK-F>	1 WQDR-F>	1 WQOK-F	1 WQOK-F>	1 WRAL-F	1 WRDU-F	1 WRDU-F	1 WRDU-F	1 WRDU-F	1 WRDU-F
2 WDCG-F>	2 WRAL-F	2 WRDU-F	2 WRAL-F	2 WQOK-F	2 WQOK-F>>	2 WQOK-F>	2 WQOK-F	2 WQOK-F>	2 WQOK-F
3 WZZU-F	WDCG-F	3 WRAL-F	WDCG-F	3 WFXC-F	3 WDCG-F	3 WQDR-F>	3 WQDR-F>	3 WQDR-F	3 WRAL-F
4 WYLT-F	4 WQOK-F>	4 WDCG-F	4 WTRG-F	4 WTRG-F	4 WZZU-F	4 WFXC-F	4 WFXC-F	4 WRAL-F	4 WQDR-F
WTRG-F	5 WTRG-F	5 WFXC-F	WTRG-F	WRDU-F	WQDR-F>	5 WDCG-F	5 WRAL-F>	5 WTRG-F	5 WTRG-F
WRDU-F	6 WSRC	6 WYLT-F>	6 WYLT-F	6 WDCG-F	6 WFXC-F	6 WZZU-F	6 WZZU-F	6 WFXC-F	6 WFXC-F
7 WRAL-F	WFXC-F	7 WTRG-F	7 WQDR-F	7 WQDR-F	7	WRAL-F	WPTF	7	7
			WFXC-F	8 WYLT-F			WDCG-F		

FORMATS	AM	FM	TOTAL	%	FAL 89	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		95 (2)	95 (2)	12.0	14.0	WCAS-F 104.3 Tarboro/Raleigh	0.5/1.7/ 23/ 406
AOR/CLASSIC		93 (2)	93 (2)	11.7	10.6	WDUR 1490 Durham	0.6/1.9/ 8/ 171
AC/OLDIES/SOFT ROCK	2 (1)	180 (5)	182 (6)	23.0	26.8	WKTC-F 96.9 Tarboro/Rcky Mt	1.2/3.2/ 78/1161
MOR/VARIETY	66 (1)		66 (1)	8.3		WPJL 1240 Raleigh	0.7/1.9/ 7/ 116
COUNTRY		91 (3)	91 (3)	11.5	10.4	WSRC 1410 Durham	0.6/2.1/ 7/ 157
BLACK/URBAN	24 (1)	175 (4)	199 (5)	25.1	22.7		
BEAUTIFUL/EASY NEWS/TALK					8.6	WJMH-F 102.1 Reidsville	1.2/4.5/ 25/ 553
NOSTALGIA	27 (2)		27 (2)	3.4	3.7	WKRR-F 92.3 Asheboro/Greens	0.5/3.3/ 18/ 645
RELIGION/GOSPEL	19 (3)		19 (3)	2.4	1.7	WPCM-F 101.1 Burlington	1.0/4.2/104/1116
SPANISH CLASSICAL						WQMG-F 97.1 Greensboro	0.4/2.2/ 21/ 359
JAZZ/NEW AGE		20 (1)	20 (1)	2.5			
UNKNOWN/OTHERS					1.6		
	138 (8)	654 (17)	792 (25)				

RADIO STATIONS

WDNC, 620, 5 KW/1 KW (DA-2), NOSTALGIA	CBS, \$ 23.00 (Republic)	
WDUR, 1490, 1 KW, GOSPEL	NBN, \$ 16.00 (Eastman)	Pinnacle
WLLC, 570, 500 W/55 W, BLACK	SBN, \$ 18.00 (K & P)	
WPTF, 680, 50 KW (DA-N), MOR/FULL SER.	ABC I, CHN, \$ 65.00 (McGuilid)	Durham Life
WDCG-F, 105.1, 100 KW @ 1041, CHR	ABC F, \$ 60.00 (Republic)	
WFXC-F, 107.1, 1.2 KW @ 500, BLACK	NBN, \$ 32.00 (Eastman)	Pinnacle
WNNF-F, 103.9, 1.5 KW @ 451, JAZZ/NAC		(FUQUAY)
WQDR-F, 94.7, 100 KW @ 1127, COUNTRY	ABC E, UNILT, \$ 70.00 (McGuilid)	Durham Life
WQOK-F, 97.5, 100 KW @ 981, BLACK	ABC C, \$ 42.00 (Durpetti)	Ragan Henry (S BOSTON)
WRAL-F, 101.5, 100 KW @ 1889, AC		Capitol-Goodman
WRDU-F, 106.1, 100 KW @ 1350, AOR	SOURCE, \$ 97.00 (MMR)	Voyager
WTRG-F, 100.7, 100 KW @ 1967, OLDIES	CBS, \$ 50.00 (Banner)	Capitol-Johnson (ROCKY MOUNT)
WYLT-F, 96.1, 100 KW @ 985, SOFT AC	UNISUP, UNIPWR, \$ 45.00 (Crystal)	Universal
WZZU-F, 93.9, 100 KW @ 1269, CHR		Village (BURLINGTON)

RENO

Arbitron Rank/Pop (12+): 136/250,300
 MSA Rank/Pop: 171/250,000
 ADI # 117
 Average Person Ratings: 17.6
 Market TSL: 23.25 hours

Stations: 16/16
 Diaries: 678/369:1/54.4%
 Sample Target: 655
 % Below Line: 0.0
 % Not Listed: 12.7

1990 Revenue: \$9,500,000
 HH Inc.: \$33,182
 Retail \$: 2.4 Bil
 Pop per Station: 15,643
 #1 Biller: NA

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. KWNZ-F (CHR)	56/12.7	10.3	10.8	11.7	10.3	----	88/1053	703/28.1	28.3	24.5	14.3	63	650	KWNZ-F
2. KODS-F (O)	47/10.7	9.2	9.9	7.6	11.3	----	57/739	537/21.5	17.1	22.0	6.8	30	363	KODS-F
3. KOH (N/T)	40/ 9.1	7.6	5.3	4.4	6.9	----	48/483	392/15.7	14.8	15.2	5.9	26	339	KOH
4. KRNO-AF (SAC)	37/ 8.4	10.3	9.6	8.7	7.7	----	54/631	476/19.0	20.4	19.6	7.7	33	289	KRNO-AF
5. KNEV-F (EZ)	35/ 8.0	5.3	8.7	9.0	9.0	----	42/462	335/13.4	11.2	11.4	6.1	27	250	KNEV-F
6. KOZZ-F (AOR)	30/ 6.8	10.3	8.4	6.4	7.7	----	59/836	478/19.1	19.4	21.1	8.8	39	483	KOZZ-F
7. KBUL-F (C)	28/ 6.4	8.0	6.3	4.6	5.6	----	41/638	439/17.5	16.5	14.1	9.5	42	344	KBUL-F
8. KRZQ-F (AOR)	22/ 5.0	9.0	4.8	7.1	6.2	----	32/476	336/13.4	15.1	11.8	9.7	43	331	KRZQ-F
9. KSXY-F (CHR)	21/ 4.8	2.8	5.1	7.8	3.3	----	25/287	252/10.1	10.8	14.8	4.3	19	361	KSXY-F
10. KROW (C)	19/ 4.3	6.0	4.8	3.9	5.9	----	25/446	278/11.1	11.4	10.0	2.9	13	220	KROW
KIIQ-F (C)	19/ 4.3	2.5	7.0	3.2	5.1	----	31/427	271/10.8	9.5	12.6	3.4	15	205	KIIQ-F
12. KZAK-F (AOR)	10/ 2.3	1.4	1.4	2.3	2.6	----	16/231	134/ 5.4	5.3	4.4	5.2	23	219	KZAK-F
KKMR-F (J/NA)	10/ 2.3	3.9	1.7	2.8	3.3	----	17/225	183/ 7.3	8.7	5.9	0.9	4	105	KKMR-F
14.														
15.														

12+ FM SHARE (METRO): 81.77% (314 of 384) (FAL 89: 81.02%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KWNZ-F>>	1 KWNZ-F>	1 KWNZ-F	1 KODS-F	1 KODS-F	1 KOH	1 KWNZ-F	1 KODS-F>	1 KWNZ-F	1 KWNZ-F>	1 KOH >
2 KSXY-F>	2 KOZZ-F	2 KODS-F	2 KRNO-AF	2 KRNO-AF	2 KNEV-F	2 KOH	2 KRNO-AF<	2 KODS-F	2 KRNO-AF	2 KRNO-F
3 KZAK-F	3 KRZQ-F<	3 KRNO-AF	3 KWNZ-F	3 KWNZ-F	3 KODS-F>	3 KODS-F	3 KWNZ-F	3 KRNO-AF	3 KOH	3 KNEV-F
4	4 KODS-F	4 KOZZ-F>	4 KOZZ-F	4 KOZZ-F	4 KRNO-AF	4 KRNO-AF	KNEV-F	4 KOH	4 KBUL-F	4 KBUL-F
5	5 KRNO-AF	5 KRZQ-F	5 KBUL-F	5 KBUL-F	5 KBUL-F	5 KNEV-F	5 KOH	5 KNEV-F	5 KSXY-F	5
6	6 KSXY-F	KBUL-F	6	6 KOH	6 KROW	6	6 KOZZ-F	6	6	6
					7 KIIQ-F					

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KWNZ-F>	1 KWNZ-F>	1 KWNZ-F	1 KRNO-AF<	1 KRNO-AF<	1 KWNZ-F>	1 KWNZ-F	1 KOZZ-F>	1 KOZZ-F	1 KODS-F
2 KRZQ-F	2 KRNO-AF	2 KODS-F	2 KWNZ-F	2 KODS-F	2 KRZQ-F>	2 KOZZ-F	2 KWNZ-F	2 KWNZ-F	2 KOZZ-F>
3 KRNO-AF	3 KODS-F	3 KRNO-AF>	3 KODS-F>	3 KWNZ-F	3 KSXY-F	3 KRZQ-F>	3 KODS-F	3 KODS-F	3 KROW
KOZZ-F	4 KOZZ-F>	4 KBUL-F>	4 KBUL-F>	4 KBUL-F	4 KZAK-F	4 KSXY-F	4 KRZQ-F	4 KRZQ-F>	4 KWNZ-F
5 KSXY-F>	5 KSXY-F	5 KOZZ-F	5 KOZZ-F	5 KOH	KOZZ-F>>	5 KODS-F	5 KSXY-F	5 KROW	KIIQ-F
6 KNEV-F>>	KRZQ-F	6	KOH	6 KNEV-F	6	6	KBUL-F	6	6
	KBUL-F>>								

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		77 (2)	77 (2)	20.1	17.6	KPTL 1300 Carson City	0.9/2.6/ 5/ 74		
AOR/CLASSIC		62 (3)	62 (3)	16.1	14.7	KQLO 920 Reno	1.4/4.6/ 8/ 130		
AC/OLDIES/SOFT ROCK	7 (2)	83 (2)	90 (4)	23.4	23.3				
MOR/VARIETY	4 (1)		4 (1)	1.0	2.4				
COUNTRY	19 (1)	47 (2)	66 (3)	17.2	21.9				
BLACK/URBAN									
BEAUTIFUL/EASY		35 (1)	35 (1)	9.1	9.6				
NEWS/TALK	40 (1)		40 (1)	10.4	5.9				
NOSTALGIA					2.7				
RELIGION/GOSPEL									
SPANISH									
CLASSICAL									
JAZZ/NEW AGE		10 (1)	10 (1)	2.6	1.9				
UNKNOWN/OTHERS									
	70 (5)	314 (11)	384 (16)						

RADIO STATIONS

KHIT	,	1590,	5 KW (DAYS)	,	Nostalgia (?)	APR, \$10.00	(Christal)	
KOH	,	630,	5 KW/1 KW (DA-N)	,	News/Talk	CBS ABC T, \$24.00	(Katz)	
KONE	,	1450,	1 KW	,	Country	ABC C UNISUP, \$11.00	(HNWH)	Lotus
KPLY	,	1270,	5 KW (DA-1)	,	Oldies	, \$12.00	(Durpetti)	(SPARKS)
KQLO	,	920,	5 KW/1 KW (DA-N)	,	Oldies	NBC MBS, \$11.00	(Banner)	Pacific Telecom
KROW	,	780,	50 KW (DA-1)	,	Country	ABC I, \$20.00	(Mc-Guild)	John Price
KBUL-F	,	98.1,	76 KW @ 2275	,	Country	MBS, \$23.00	(Durpetti)	(CARSON CITY)
KIIQ-F	,	104.5,	25 KW @ 2930	,	Country	APR, \$15.00	(Christal)	
KLKT-F	,	100.1,	.8 KW @ 2956	,	AC	, \$13.00	(K & P)	(INCLINE VILLAGE)
KNEV-F	,	95.5,	59 KW @ 2270	,	EZ	, \$21.00	(Mc-Guild)	John Price
KODS-F	,	103.7,	6 KW @ 2965	,	Oldies	, \$30.00	(CBS)	Americom-Quinn (CARNELIAN BAY)
KOZZ-F	,	105.7,	75 KW @ 2120	,	AOR	SOURCE, \$34.00	(HNWH)	Lotus
KRNO-F	,	106.9,	70 KW @ 2214	,	Soft AC	, \$38.00	(Torbet)	Roth
KROI-F	,	100.9,	1 KW @ 800	,	Jazz/NAC	, \$19.00	(Durpetti)	(SPARKS)
KRZQ-F	,	96.5,	.9 KW @ 2965	,	AOR	, \$27.00	(MMR)	(TAHOE CITY)
KSXY-F	,	101.7,	1.3 KW @ 425	,	CHR	, \$18.00	(Katz)	
KWNZ-F	,	97.3,	87 KW @ 2112	,	CHR	, \$32.00	(Banner)	Pacific Telecom (CARSON CTY)

MISCELLANEOUS: KOH/KSXY-F - Sold for \$2,000,000 . . . KZAK-F (Incline Village) - Sold for \$1,333,333 . . . KONE changes from Nostal to Country . . . KPLY reclassified as Oldies . . . KQLO changes from Talk to Oldies . . . KRNO A/F sold by Roth for \$2,300,000 (E) . . . KBUL-F sold by marathon to George Johns (never closed) for \$2,000,000 . . .

RICHMOND

Arbitron Rank/Pop (12+): 55/722,200
 MSA Rank/Pop: 61/861,000
 ADI # 60
 Average Person Ratings: 16.7
 Market TSL: 22.25 hours

Stations: 20/19
 Diaries: 1311/551:1/58.2%
 Sample Target: 1105
 % Below Line: 1.3
 % Not Listed: 11.1

1990 Revenue: \$28,300,000
 HH Inc.: \$36,708
 Retail \$: 7.3 Bil
 Pop per Station: 38,010
 #1 Biller: WRVA \$5,200,000

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. WRXL-F (AOR)	151/12.5	8.7	10.3	9.3	12.1	10.2	165/1789	1563/21.6	20.1	22.7	15.4	194	1991	WRXL-F
2. WRVA (MOR)	148/12.2	12.5	11.5	9.6	11.7	11.4	163/1781	1656/22.9	27.4	25.1	10.4	131	1885	WRVA
3. WRVQ-F (CHR)	127/10.5	9.5	13.6	10.6	12.5	11.1	150/2045	1730/24.0	29.2	27.4	10.5	132	1892	WRVQ-F
4. WCDX-F (B)	120/ 9.9	11.7	10.9	11.4	9.6	11.0	122/1256	1223/16.9	16.8	14.2	14.6	184	1619	WCDX-F
5. WKHK-F (C)	117/ 9.7	9.5	9.7	9.7	7.8	9.6	137/1490	1292/17.9	18.6	14.4	12.1	153	1237	WKHK-F
6. WTVR-F (C)	82/ 6.8	8.0	5.9	8.0	7.1	7.2	98/1329	1077/14.9	13.1	13.6	3.2	41	561	WTVR-F
WPLZ-F (B)	82/ 6.8	5.8	5.9	7.4	7.7	6.5	95/1175	1027/14.2	13.2	12.9	5.7	72	1161	WPLZ-F
8. WMXB-F (AC)	64/ 5.3	7.3	4.8	5.4	4.7	5.7	73/1252	1092/15.1	15.1	14.4	5.2	66	695	WMXB-F
9. WVGO-F (AC)	55/ 4.5	3.7	3.2	3.4	4.0	3.7	72/1168	845/11.7	12.1	12.6	3.6	45	697	WVGO-F
10. WDCK-F (O)	25/ 2.1	1.7	1.1	1.6	1.9	1.6	29/584	458/ 6.3	4.8	7.2	0.9	11	311	WDCK-F

12+ FM SHARE (METRO): 78.79% (847 of 1075) (FAL 89: 79.32%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRVQ-F>>	1 WRXL-F	1 WRXL-F>	1 WRXL-F>	1 WRXL-F	1 WRVA >	1 WRVA >	1 WRXL-F	1 WRXL-F	1 WRVA <	1 WPLZ-F
2 WCDX-F	2 WRVQ-F<	2 WCDX-F<	2 WCDX-F<	2 WKHK-F	2 WKHK-F	2 WRXL-F	2 WKHK-F<	2 WRVQ-F<	2 WCDX-F	2 WRVA >>
3 WRXL-F>	3 WCDX-F>	3 WRVQ-F	3 WKHK-F	3 WCDX-F	3 WTVR-F>	3 WRVQ-F<	3 WRVQ-F	3 WKHK-F<	3 WRXL-F	3 WKHK-F<
4 WPLZ-F	4 WPLZ-F	4 WKHK-F	4 WRVQ-F	4 WRVQ-F	4 WRXL-F	4 WKHK-F	4 WTVR-F<	4 WRVA	4 WPLZ-F<	4 WRVQ-F
5	5 WMXB-F<	5 WPLZ-F	5 WMXB-F	5 WMXB-F<	5 WVGO-F	5 WCDX-F	5 WRVA	5 WCDX-F	5 WRVQ-F	5 WCDX-F
6	6 WKHK-F	6 WMXB-F	6 WVGO-F	6 WPLZ-F	6	6	6 WCDX-F	6 WTVR-F	6	6 WRXL-F<
7	7	7	7 WPLZ-F	7 WVGO-F	7	7	7	7	7	7 WVGO-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WCDX-F	1 WCDX-F	1 WCDX-F	1 WCDX-F	1 WCDX-F	1 WRXL-F	1 WRXL-F>>	1 WRXL-F>>	1 WRXL-F>>	1 WRXL-F>
2 WRVQ-F	2 WRVQ-F	2 WRVQ-F	2 WRVQ-F	2 WRVQ-F	WRVQ-F>>	2 WRVQ-F	2 WPLZ-F	2 WRVQ-F<	2 WKHK-F>
3 WRXL-F	3 WRXL-F>	3 WRXL-F<	3 WRXL-F	3 WMXB-F	3 WCDX-F>	3 WCDX-F	WKHK-F	3 WKHK-F	3 WPLZ-F
4 WPLZ-F>	4 WMXB-F>	4 WMXB-F>>	4 WMXB-F	4 WRXL-F	4 WPLZ-F	4 WPLZ-F>	4 WCDX-F	4 WCDX-F	4 WCDX-F
5 WKHK-F	5 WPLZ-F	5	5 WKHK-F	5 WKHK-F	5	5 WKHK-F	5 WRVQ-F	5 WPLZ-F	5 WVGO-F<
6	6 WKHK-F	6	6 WVGO-F	6 WVGO-F	6	6	6	6	6 WRVQ-F
7	7	7	7 WPLZ-F	7 WRVA	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		127 (1)	127 (1)	11.8	14.3	WANT 990 Richmond	1.2/4.0/ 15/ 305		
AOR/CLASSIC		167 (2)	167 (2)	15.5	14.5	WCLM 1450 Highland/Rchmnd	0.3/1.1/ 4/ 80		
AC/OLDIES/SOFT ROCK	7 (1)	144 (3)	151 (4)	14.0	10.6	WDYL-F 92.1 Chester/Richmnd	0.7/2.9/ 8/ 218		
MOR/VARIETY	148 (1)		148 (1)	13.8	13.3	WFTH 1590 Richmond	1.2/1.9/ 15/ 138		
COUNTRY	20 (2)	199 (2)	219 (4)	20.4	8.9	WGCV 1240 Petersburg	1.2/2.7/ 17/ 201		
BLACK/URBAN	29 (2)	202 (2)	231 (4)	21.5	22.1	WLEE 1320 Richmond	0.4/0.9/ 7/ 87		
BEAUTIFUL/EASY					10.2	WRNL 910 Richmond	0.6/3.5/ 9/ 309		
NEWS/TALK	5 (1)		5 (1)	0.5		WTVR 1380 Richmond	0.8/3.0/ 10/ 223		
NOSTALGIA					1.9	WXGI 950 Richmond	0.8/2.8/ 10/ 205		
RELIGION/GOSPEL	15 (1)	8 (1)	23 (2)	2.1	3.3				
SPANISH						WAFX-F 106.9 Suffolk/Norfolk	1.3/3.9/ 26/ 473		
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS	4 (1)		4 (1)	0.4	0.8				
	228 (9)	847 (11)	1075 (20)						

RADIO STATIONS

WANT, 990, 1 KW/16 W	, BLACK	NBN, \$ 15.00 (---)	
WFTH, 1590, 5 KW (DAYS)	, RELIGION	UNIULT, \$ 15.00 (---)	
WRNL, 910, 5 KW (DA-N)	, OLDIES	MBS, \$ 18.00 (Katz)	Capitol-Goodman
WRVA, 1140, 50 KW (DA-1)	, MOR/FULL SER.	CBS, \$ 107.00 (Christal)	Edens
WTVR, 1380, 5 KW (DA-2)	, NOSTALGIA	ABC E, \$ 20.00 (Republic)	Park
WCDX-F, 92.7, 2.3 KW @ 369,	BLACK	\$ 44.00 (MMR)	Sinclair (MECHANICSVILLE)
WDYL-F, 92.1, 3 KW @ 328,	RELIGION	\$ 15.00 (---)	(CHESTER)
WKHK-F, 95.3, 13 KW @ 449,	COUNTRY	\$ 49.00 (Banner)	ABS (COLONIAL HGTS)
WMXB-F, 103.7, 20 KW @ 840,	AC	APR, \$ 77.00 (Durpetti)	Radio Ventures
WPLZ-F, 99.3, 3 KW @ 328,	BLACK	\$ 55.00 (McGuild)	Paco-Jon
WQSF-F, 96.5, 50 KW @ 492,	SOFT AC	\$ 30.00 (---)	Keymarket (WILLIAMSBURG)
WRVQ-F, 94.5, 200 KW @ 350,	CHR	ABC C, \$ 101.00 (Christal)	Edens
WRXL-F, 102.1, 140 KW @ 322,	AOR	\$ 97.00 (Katz)	Capitol-Goodman
WTVR-F, 98.1, 50 KW @ 840,	EZ	ABC E, \$ 42.00 (Republic)	Park
WVGO-F, 106.5, 8 KW @ 1234,	OLDIES	ABC D, \$ 38.00 (Torbet)	First Cities

Miscellaneous: WKIE changes to WRBN (June)

RIVERSIDE-SAN BERNARDINO

Arbitron Rank/Pop (12+): 32/1,187,700
 MSA Rank/Pop: 15/2,440,000
 Los Angeles ADI
 Average Person Ratings: 17.2
 Market TSL: 22.75 hours

Stations: 47/17
 Diaries: 1406/845:1/50.2%
 Sample Target: 1355
 % Below Line: 52.6
 % Not Listed: 9.5

1990 Revenue: \$19,300,000
 HH Inc.: \$36,090
 Retail \$: 16.3 Bil
 Pop per Station: 69,864
 #1 Biller: KGGI-F \$4,100,000

12+ METRO	1/4/SHARE	SUM					4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING		SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
		90	SPG 90	WIN 90	FAL 89	CUME			RATING							
1. KFRG-F (C)	155/ 7.6	6.2	8.0	2.9	2.6	6.2	182/2125	1768/14.9	13.1	5.3			6.4	176	1904	KFRG-F
2. KGGI-F (CHR)	153/ 7.5	8.8	8.2	8.6	10.1	8.3	198/3216	2585/21.8	20.9	22.1			15.1	240	2622	KGGI-F
3. KDUO-F (EZ)	143/ 7.0	8.1	5.8	9.3	7.0	7.6	179/1967	1458/12.3	11.8	11.1			2.4	67	907	KDUO-F
4. KOST-F (AC)	122/ 6.0	5.4	4.9	4.3	4.2	5.2	166/2571	1720/14.5	13.8	10.8			4.1	81	1121	KOST-F
5. KFI (N/T)	108/ 5.3	4.3	5.0	3.1	3.4	4.4	159/2021	1398/11.8	11.0	9.7			3.6	80	1204	KFI
6. KLOS-F (AOR)	96/ 4.7	6.3	5.1	5.6	6.0	5.4	196/2509	1322/11.1	11.4	11.7			6.5	140	1353	KLOS-F
7. KQLZ-F (CHR)	94/ 4.6	3.5	3.4	6.3	4.6	4.4	162/2232	1249/10.5	9.7	10.5			6.1	103	1289	KQLZ-F
8. KIIS-AF (CHR)	82/ 4.0	3.2	3.0	4.5	2.7	3.7	114/2481	1701/14.3	12.6	11.0			5.4	91	1627	KIIS-AF
9. KRTH-F (O)	77/ 3.8	2.9	2.5	3.1	3.7	3.1	134/1972	1241/10.4	9.6	10.7			2.2	28	642	KRTH-F
10. KCAL-F (AOR)	71/ 3.5	3.4	3.5	3.3	2.3	3.4	86/1228	907/ 7.6	9.3	8.2			5.4	94	1310	KCAL-F
11. KCKC (C)	52/ 2.6	2.0	1.4	2.5	3.4	2.1	52/469	438/ 3.7	3.2	4.5			1.2	48	507	KCKC
12. KNX (N)	49/ 2.4	1.7	2.6	2.9	2.4	2.4	71/1584	1100/ 9.3	9.4	9.7			1.6	29	686	KNX
13. KODJ-F (O)	45/ 2.2	2.2	2.0	2.5	3.4	2.2	74/1203	760/ 6.4	5.8	7.4			3.3	45	613	KODJ-F
14. KROQ-F (AOR)	37/ 1.8	2.5	2.1	1.1	1.8	1.9	48/728	488/ 4.1	4.5	4.2			1.7	37	369	KROQ-F
15. KLVE-F (SP)	35/ 1.7	2.3	1.4	0.9	1.4	1.6	48/392	263/ 2.2	2.3	3.3						KLVE-F
KCAL (SP)	35/ 1.7	1.9	1.5	1.6	1.4	1.7	35/361	327/ 2.8	2.9	3.0			1.1	35	470	KCAL

12+ FM SHARE (METRO): 76.19% (1405 of 1844) (FAL 89: 75.35%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KGGI-F>>	1 KLOS-F<	1 KFRG-F	1 KFRG-F	1 KFRG-F	1 KDUO-F	1 KFRG-F<	1 KDUO-F	1 KGGI-F	1 KGGI-F>>	1 KFI
2 KQLZ-F	2 KGGI-F	2 KLOS-F<	2 KOST-F	2 KOST-F	2 KFRG-F>	2 KLOS-F	2 KFRG-F	2 KFRG-F	2 KQLZ-F	2 KRTH-F
3 KIIS-AF	3 KQLZ-F>	3 KGGI-F	3 KLOS-F	3 KLOS-F	3 KCKC	3 KGGI-F	3 KOST-F	3 KDUO-F	3 KOST-F	3 KNX >
4	4 KIIS-AF	4 KQLZ-F	4 KGGI-F<	4 KFI	4 KRTH-F	4 KDUO-F	4 KFI	4 KOST-F	4 KFI	4 KGGI-F
5	5 KFRG-F	5 KRTH-F	5 KRTH-F<	5 KGGI-F	5 KFI	5 KFI	5 KRTH-F	5 KFI	5	5 KOST-F
6	6 KCAL-F<	6 KCAL-F	6 KFI	6	6	6	6 KQLZ-F<	6 KQLZ-F	6	6 KFRG-F
7	7 KOST-F	7	7	7	7	7	7 KGGI-F	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KQLZ-F>	1 KGGI-F<	1 KOST-F	1 KOST-F	1 KOST-F	1 KGGI-F	1 KLOS-F>	1 KLOS-F>	1 KLOS-F	1 KFRG-F
2 KGGI-F	2 KQLZ-F	2 KGGI-F	2 KFRG-F	2 KFRG-F	2 KIIS-AF	2 KGGI-F	2 KQLZ-F	2 KFRG-F	2 KLOS-F
3 KOST-F>	3 KOST-F>	3 KLOS-F	3 KGGI-F>	3 KDUO-F	3 KLOS-F	3 KQLZ-F	3 KFI	3 KFI	3 KFI >
4 KFRG-F	4 KFRG-F	4 KFRG-F	4 KQLZ-F	4 KGGI-F	KCAL-F>	4 KCAL-F	4 KFRG-F	KCAL-F	4 KCAL-F
5 KROQ-F	5 KIIS-AF	5 KIIS-AF	5 KDUO-F	5 KRTH-F	5 KQLZ-F	5 KIIS-AF	5 KGGI-F	5 KGGI-F	5 KOST-F
6 KIIS-AF	6 KLOS-F	6 KCAL-F	6	6	6	6 KFRG-F	6 KCAL-F	6	6

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP	2 (1)	352 (4)	354 (5)	19.2	21.6	KATY-F 101.3	Idyllwild	0.4/1.4/	8/ 161
AOR/CLASSIC		212 (4)	212 (4)	11.5	12.3	KBON-F 103.9	Lake Arrowhead	1.0/3.4/	23/ 469
AC/OLDIES/SOFT ROCK	11 (1)	332 (8)	343 (9)	18.6	17.6	KDIF 1440	Riverside/SB	1.1/2.5/	24/ 329
MOR/VARIETY					0.9	KHYE-F 105.7	Hemet	0.6/1.3/	12/ 162
COUNTRY	67 (2)	211 (5)	278 (7)	15.1	12.9	KLFE 1240	S Bernardino/Rv	0.4/1.1/	12/ 171
BLACK/URBAN	12 (1)	23 (1)	35 (2)	1.9	0.8	KMEN 1290	San Bernardino	0.6/2.7/	12/ 419
BEAUTIFUL/EASY		175 (3)	175 (3)	9.5	11.5	KOLA-F 99.9	San Bernardino	1.0/4.2/	22/ 583
NEWS/TALK	197 (4)		197 (4)	10.7	10.1	KRSO 590	San Bernardino	1.2/3.1/	35/ 464
NOSTALGIA	57 (2)		57 (2)	3.1	1.8	KWDJ-F 92.7	Riverside	0.7/2.0/	15/ 240
RELIGION/GOSPEL	20 (2)	8 (1)	28 (3)	1.5	1.2	KWRM 1370	Corona/Rvrside	0.4/0.8/	9/ 100
SPANISH	64 (3)	35 (1)	99 (4)	5.4	5.8	KWRP-F 96.1	San Jacinto/Hmt	0.6/1.3/	12/ 157
CLASSICAL		18 (1)	18 (1)	1.0					
JAZZ/NEW AGE		27 (1)	27 (1)	1.5	2.7	KABC 790	Los Angeles	1.2/2.3/	37/ 547
UNKNOWN/OTHERS	9 (1)	12 (1)	21 (2)	1.1	0.8	KBIG-F 104.3	Los Angeles	1.6/6.4/	85/1159
						KBRT 740	Avalon	0.5/0.9/	21/ 215
						KFWB 980	Los Angeles	0.7/3.6/	46/1034
						KIIS 1150	Los Angeles	0.1/0.0/	0/ 0
						KKBT-F 92.3	Los Angeles	1.1/4.1/	31/ 666
						KKGO-F 105.1	Los Angeles	0.9/2.5/	29/ 466
						KKLA-F 99.5	Los Angeles	0.4/1.3/	8/ 171
						KLAC 570	Los Angeles	0.7/2.3/	24/ 405
						KLIT-F 101.9	Glendale	0.3/1.8/	11/ 414
						KLSX-F 97.1	Los Angeles	0.4/3.0/	21/ 666
						KMPC 710	Los Angeles	1.6/3.4/	33/ 596
						KNTF-F 93.5	Ontario	0.4/2.6/	13/ 380
						KPWR-F 105.9	Los Angeles	1.2/4.7/	35/ 868
						KRLA 1110	Pasadena	0.5/1.5/	15/ 260
						KTNO 1020	Los Angeles	0.3/0.9/	37/ 242
						KTWV-F 94.7	Los Angeles	1.3/3.7/	74/ 903
						KWXY-F 98.5	Cathedral City	0.5/1.0/	17/ 189
						KXEZ-F 98.7	Los Angeles	1.1/3.3/	38/ 678
						KZLA-F 93.9	Los Angeles	1.0/3.1/	42/ 608

439 (17) 1405 (30) 1844 (47)

ROANOKE-LYNCHBURG

Arbitron Rank/Pop (12+): 93/373,600

MSA Rank/Pop: 192/380,000 (Roanoke)

Average Person Ratings: 17.7

Market TSL: 23.25 hours

Stations: 22/20
Diaries: 874/427:1/61.6%
Sample Target: 810
% Below Line: 4.2
% Not Listed: 11.8

1990 Revenue: \$13,400,000
HH Inc.: \$31,409
Retail \$: 3.2 Bil
Pop per Station: 18,680
#1 Biller: WXLK-F \$3,300,000

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume
1. WXLK-F (CHR)	128/19.3	17.4	15.2	15.0	20.6	----	251/2652	1296/34.7	35.2	32.1			WXLK-F
2. WYYD-F (C)	80/12.1	12.0	10.7	14.5	10.0	----	108/1241	830/22.2	20.9	18.9			WYYD-F
3. WPVR-F (EZ)	70/10.6	12.5	11.5	11.5	13.9	----	110/1425	785/21.0	22.0	23.7			WPVR-F
4. WSLQ-F (AC)	55/ 8.3	7.4	5.5	4.0	8.5	----	118/1487	725/19.4	16.9	17.9			WSLQ-F
5. WROV-F (AOR)	50/ 7.5	8.0	7.6	8.2	----	----	87/1173	667/17.9	16.1	13.7			WROV-F
6. WJLM-F (C)	25/ 3.8	4.8	5.5	3.4	2.6	----	25/310	292/ 7.8	8.1	11.3			WJLM-F
7. WFIR (N/T)	22/ 3.3	2.8	4.1	2.7	3.6	----	23/370	317/ 8.5	8.3	9.1			WFIR
8. WSLC (C)	21/ 3.2	4.3	5.1	3.5	5.1	----	23/348	298/ 8.0	8.7	9.8			WSLC
WJJS (B)	21/ 3.2	2.6	5.7	6.9	3.6	----	21/211	211/ 5.6	5.6	7.7			WJJS
10. WGOL-F (AC)	20/ 3.0	3.2	2.2	1.1	2.1	----	22/336	321/ 8.6	6.7	8.5			WGOL-F
11. WJMH-F (B)	19/ 2.9	2.0	0.3	1.1	----	----	55/488	176/ 4.7	4.7	1.4			WJMH-F
12. WTOY (B)	14/ 2.1	1.7	0.4	----	----	----	16/148	125/ 3.3	4.4	1.2			WTOY
13. WXYU-F (C)	13/ 2.0	0.8	1.5	0.9	1.1	----	14/184	155/ 4.1	3.2	4.6			WXYU-F
WLLL (MOR)	13/ 2.0	0.6	1.0	1.1	0.8	----	13/131	102/ 2.7	2.7	2.5			WLLL
15. WQOK-F (B)	9/ 1.4	1.2	1.3	2.4	1.8	----	57/454	114/ 3.1	3.1	2.4			WQOK-F
WROV (O)	9/ 1.4	2.3	3.1	3.1	2.1	----	9/214	188/ 5.0	6.8	6.9			WROV
17.													
18.													
19.													
20.	12+ FM SHARE (METRO):	82.39%	(482 of 585)	(FAL 89: 74.96%)									

TEENS	18-34	18-49	25-49	25-54	35+	12+ AM	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WXLK-F	1 WXLK-F>>	1 WXLK-F>>	1 WXLK-F>	1 WXLK-F>	1 WPVR-F	1 WXLK-F>	1 WXLK-F	1 WXLK-F>	1 WXLK-F>>	1 WYYD-F<
2	2 WROV-F	2 WSLQ-F	2 WSLQ-F	2 WYYD-F	2 WYYD-F	2 WYYD-F	2 WPVR-F<	2 WYYD-F<	2 WYYD-F<	2 WXLK-F
3	3 WYYD-F	3 WYYD-F	3 WYYD-F	3 WSLQ-F	3 WXLK-F	3 WPVR-F	3 WYYD-F>	3 WPVR-F	3 WROV-F	3 WJMH-F>
4	4 WSLQ-F	4 WROV-F	4 WROV-F>	4 WROV-F	4 WSLQ-F>	4 WSLQ-F	4 WSLQ-F	4 WROV-F	4 WPVR-F>	4 WSLQ-F
5	5	5	5 WPVR-F	5 WPVR-F	5 WSLC	5 WROV-F	5 WROV-F	5 WSLQ-F	5 WSLQ-F	5 WFIR
6	6	6	6	6	6 WJLM-F	6	6	6	6	6
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WXLK-F>>	1 WXLK-F>>	1 WXLK-F>	1 WXLK-F>>	1 WXLK-F>		1 WXLK-F	1 WXLK-F>>	1 WXLK-F>>	1 WXLK-F>	1 WXLK-F
2 WYYD-F	2 WROV-F	2 WROV-F	2 WSLQ-F>	2 WSLQ-F		2 WJMH-F>	2 WROV-F	2 WYYD-F>	2 WYYD-F	2 WYYD-F>
3 WROV-F	3 WSLQ-F	3 WSLQ-F>	3 WYYD-F	3 WYYD-F>		3 WROV-F>>	3 WYYD-F	3 WSLQ-F	3 WROV-F	3 WSLQ-F
4 WTOY	4 WYYD-F>	4 WJJS	4 WROV-F>	4 WROV-F		4	4 WSLQ-F	4 WROV-F>>	4 WSLQ-F>	4 WROV-F>
5 WSLQ-F	5 WJJS	5 WYYD-F	5 WPVR-F	5 WPVR-F		5	5 WJMH-F	5	5 WJMH-F	5 WPVR-F

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		133 (2)	133 (2)	22.7	19.6	WKDE 1000 Altavista	0.2/0.6/ 2/ 41
AOR/CLASSIC		50 (1)	50 (1)	8.5	8.6	WKDE-F 105.5 Altavista	0.2/1.6/ 3/ 87
AC/OLDIES/SOFT ROCK	9 (1)	75 (2)	84 (3)	14.4	13.9	WKZZ-F 100.1 Lynchburg	0.8/4.5/ 6/ 173
MOR/VARIETY	13 (1)		13 (1)	2.2	0.7	WRIS 1410 Roanoke	0.3/1.9/ 2/ 72
COUNTRY	22 (2)	122 (5)	144 (7)	24.6	26.2	WTTX-F 107.1 Appomattox	0.5/1.5/ 5/ 72
BLACK/URBAN	35 (2)	28 (2)	63 (4)	10.8	10.3	WZST-F 102.7 Lynchburg	0.6/4.3/ 7/ 250
BEAUTIFUL/EASY		70 (1)	70 (1)	12.0	13.1		
NEWS/TALK	22 (1)		22 (1)	3.8	4.6		
NOSTALGIA					1.2		
RELIGION/GOSPEL	2 (1)		2 (1)	0.3	1.0		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS		4 (1)	4 (1)	0.7	0.8		
	103 (8)	482 (14)	585 (22)				

RADIO STATIONS

WFIR, 960, 5 KW (DA-N), NEWS/TALK	CBS, \$ 15.00 (Christal)	
WJJS, 1320, 1 KW/24 W, BLACK	ABC F, UNISUP, \$ 15.00 (K & P)	(LYNCHBURG)
WROV, 1240, 1 KW, OLDIES	ABC D, \$ 13.00 (HNWH)	Joyner
WSLC, 610, 5 KW/1 KW (DA-2), C/FULL SER.	NBC, \$ 23.00 (Katz)	Mei Wheeler
WGOL-F, 98.3, 3 KW @ 241, AC	UNISUP, UNIULT, \$ 13.00 (Roslin)	(LYNCHBURG)
WJLM-F, 93.5, 3 KW @ -83, COUNTRY	MBS, UNIULT, \$ 16.00 (---)	(SALEM)
WKZZ-F, 100.1, .7 KW @ 645, CHR	UNIPWR, CBS, \$ 13.00 (Republic)	Bahakel (LYNCHBURG)
WPVR-F, 94.9, 100 KW @ 1980, EZ	, \$ 34.00 (Christal)	
WROV-F, 96.3, 14 KW @ 2077, AOR	ABC R, \$ 31.00 (HNWH)	Joyner (MARTINSVILLE)
WSLQ-F, 99.1, 200 KW @ 1990, AC	ABC F, \$ 40.00 (Katz)	Mei Wheeler
WXLK-F, 92.3, 93 KW @ 2050, CHR	UNIPWR, \$ 82.00 (Torbet)	Coleman
WXYU-F, 101.7, 3 KW @ 290, COUNTRY	SMN, ABC I, \$ 10.00 (K & P)	(LYNCHBURG)
WYYD-F, 107.9, 21 KW @ 1764, COUNTRY	MBS, \$ 38.00 (Eastman)	(AMHURST)
MISCELLANEOUS: WLVA - Sold for \$100,000 . . . WSAY changes calls to WTOY (April) . . .		

ROCHESTER

Arbitron Rank/Pop (12+): 45/830,800

Stations: 18/12
Diaries: 1261/659:1/59.2%
Sample Target: 1200
% Below Line: 3.1
% Not Listed: 17.1

1990 Revenue: \$26,100,000
HH Inc.: \$36,263
Retail \$: 8.0 Bil
Pop per Station: 69,233
#1 Biller: WCMF-F \$5,500,000

MSA Rank/Pop: 51/995,000
ADI # 72
Average Person Ratings: 16.2
Market TSL: 21.75 hours

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. WCMF-F (AOR)	209/15.5	16.0	15.1	16.7	15.7	15.8	252/2421	2113/25.4	27.3	27.2	19.0	254	2758	WCMF-F
2. WBEE-F (C)	143/10.6	10.7	9.4	11.3	10.2	10.5	169/1850	1489/17.9	18.4	18.2	8.7	116	1270	WBEE-F
3. WPXY-F (CHR)	142/10.5	11.8	12.5	9.3	10.7	11.0	150/2379	2209/26.6	29.3	27.7	10.9	146	2657	WPXY-F
4. WHAM (MOR/FS)	135/10.0	9.9	8.9	9.3	7.6	9.5	163/2272	1941/23.4	19.0	20.2	11.1	149	1607	WHAM
5. WVOR-F (AC)	103/7.6	7.5	11.2	9.0	8.1	8.8	116/2081	1859/22.4	25.2	21.5	5.8	78	1717	WVOR-F
6. WRMM-F (SAC)	83/6.1	7.1	6.7	6.7	6.9	6.6	89/1725	1593/19.2	18.8	18.6	6.2	83	1138	WRMM-F
7. WKLX-F (O)	74/5.5	6.1	6.0	6.4	7.6	6.0	77/1455	1308/15.7	17.8	17.8	5.1	68	1023	WKLX-F
8. WDKX-F (B)	66/4.9	6.1	4.4	4.9	4.2	5.1	69/702	664/8.0	9.9	7.9	10.6	142	1167	WDKX-F
9. WZSH-F (EZ)	61/4.5	4.6	5.2	5.2	6.6	4.9	79/1162	923/11.1	10.5	13.4	1.8	24	454	WZSH-F
10. WBBF (BB)	30/2.2	2.8	2.1	1.3	0.8	2.1	30/374	374/4.5	6.0	3.7	2.5	34	429	WBBF
11. WPXY (BB)	24/1.8	1.1	0.9	1.2	0.4	1.3	24/336	336/4.0	4.2	0.0	0.7	9	257	WPXY
12. WMJQ-F (CHR)	17/1.3	1.6	1.2	1.0	1.3	1.3	52/741	350/4.2	5.3	4.3	1.3	17	589	WMJQ-F
13.														
14.														
15.														

12+ FM SHARE (METRO): 82.48% (923 of 1119) (FAL 89: 84.51%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WCMF-F	1 WPXY-F>	1 WPXY-F	1 WPXY-F	1 WVOR-F	1 WCMF-F>>	1 WCMF-F>>	1 WCMF-F>>	1 WCMF-F>>	1 WCMF-F>
2 WPXY-F>>	2 WCMF-F<	2 WVOR-F	2 WVOR-F	2 WPXY-F	2	2 WPXY-F	2 WBEE-F	2 WBEE-F	2 WKLX-F
3 WVOR-F	3 WVOR-F>	3 WRMM-F	3 WCMF-F>	3 WBEE-F	3	3 WBEE-F	3 WPXY-F>	3 WKLX-F	3 WBEE-F>
4 WDKX-F>>	4 WRMM-F	4 WCMF-F	4 WRMM-F	4 WRMM-F	4	4	4 WRMM-F	4 WPXY-F	4 WHAM
5 WZSH-F	5 WDKX-F	5 WBEE-F	5 WBEE-F	5 WCMF-F	5	5	5 WKLX-F	5 WHAM <	5 WRMM-F
6 WBEE-F	6 WBEE-F	6	6 WDKX-F	6 WHAM <	6	6	6	6 WRMM-F	6 WVOR-F<
7	7	7	7	7 WDKX-F	7	7	7	7	7 WPXY-F

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		159 (2)	159 (2)	14.2	14.4	WWG 1460 Rochester	0.5/2.4/ 7/ 201		
AOR/CLASSIC		224 (3)	224 (3)	20.0	18.4				
AC/OLDIES/SOFT ROCK		260 (3)	260 (3)	23.2	26.5	WEZQ-F 107.7 Weathersfield	0.4/1.9/ 17/ 243		
MOR/VARIETY	135 (1)		135 (1)	12.1	8.9	WGR -F 96.9 Buffalo	0.4/1.1/ 20/ 239		
COUNTRY		148 (2)	148 (2)	13.2	13.0	WKFM-F 104.7 Fulton/Syracuse	0.7/1.4/ 17/ 349		
BLACK/URBAN		66 (1)	66 (1)	5.9	4.9	WPCX-F 106.9 Auburn			
BEAUTIFUL/EASY		66 (2)	66 (2)	5.9	7.7	WYRK-F 106.5 Buffalo	0.4/0.6/ 18/ 147		
NEWS/TALK									
NOSTALGIA	54 (2)		54 (2)	4.8	4.2				
RELIGION/GOSPEL	7 (1)		7 (1)	0.6	0.9				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE					1.1				
UNKNOWN/OTHERS									
	196 (4)	923 (14)	1119 (18)						

RADIO STATIONS

WBBF, 950, 1 KW (DA-2)	, NOSTALGIA	UNIULT, \$ 24.00 (Katz)	Heritage
WHAM, 1180, 50 KW	, MOR/FULL SER.	CBS, TALKNT, \$ 55.00 (McGuild)	Lincoln
WBEE-F, 92.5, 50 KW @ 500,	COUNTRY	UNIULT, \$ 63.00 (Katz)	Heritage
WCMF-F, 96.5, 50 KW @ 450,	AOR	, \$ 100.00 (Torbet)	Stoner
WDKX-F, 103.9, 1 KW @ 536,	BLACK	, \$ 30.00 (Roslin)	
WKLX-F, 98.9, 37 KW @ 564,	OLDIES	, \$ 50.00 (Durpetti)	
WPXY-F, 97.9, 50 KW @ 399,	CHR	, \$ 75.00 (MMR)	Pyramid
WRMM-F, 101.3, 27 KW @ 640,	SOFT AC	ABC E, \$ 49.00 (Christal)	Atlantic Ventures
WVOR-F, 100.5, 50 KW @ 482,	AC	, \$ 99.00 (McGuild)	Lincoln
WZSH-F, 95.1, 10 KW @ 994,	EZ	, \$ 28.00 (Republic)	(BRISTOL CENTER)

ROCKFORD

Arbitron Rank/Pop (12+): 142/232,900

MSA Rank/Pop: 157/286,000
ADI # 136

Average Person Ratings: 15.8
Market TSL: 20.75 hours

Stations: 17/9
Diaries: 696/335:1/54.0%
Sample Target: 645
% Below Line: 16.0
% Not Listed: 16.0

1990 Revenue: \$8,200,000
HH Inc.: \$33,524
Retail \$: 2.1 Bil
Pop per Station: 25,877
#1 Biller: WZOK-F \$2,400,000

12+ METRO	1/4/SHARE	SPG				4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING		SPG		Birch Share	Birch AQH	Birch Cume	
		90	89	89	88			90	89						
1. WZOK-F (CHR)	72/19.5	21.7	----	18.0	----	----	133/1707	925/39.7	41.8	0.0	23.1	93	1075	WZOK-F	
2. WXRX-F (CL AOR)	53/14.4	8.9	----	7.8	----	----	54/647	549/23.6	16.9	0.0	18.4	74	581	WXRX-F	
3. WKMQ-F (O)	35/ 9.5	10.7	----	15.9	----	----	62/756	512/22.0	20.7	0.0	6.5	26	441	WKMQ-F	
4. WROK (MOR)	34/ 9.2	11.0	----	12.8	----	----	40/668	591/25.4	28.8	0.0	11.9	48	587	WROK	
5. WRWC-F (SAC)	32/ 8.7	7.4	----	3.9	----	----	36/571	404/17.3	17.7	0.0	6.2	25	249	WRWC-F	
6. WJVL-F (C)	16/ 4.3	2.8	----	1.6	----	----	25/482	216/ 9.3	9.4	0.0	3.5	14	245	WJVL-F	
7. WGN (N/T)	15/ 4.1	6.1	----	5.2	----	----	43/708	311/13.4	14.8	0.0	4.7	19	320	WGN	
8. WRRR (BB)	9/ 2.4	1.3	----	3.7	----	----	9/145	145/ 6.2	5.0	0.0	1.2	5	83	WRRR	
9. WLS (N/T)	8/ 2.2	0.5	----	1.0	----	----	25/293	151/ 6.5	2.1	0.0	2.0	8	125	WLS	
WSJY-F (EZ)	8/ 2.2	1.8	----	2.3	----	----	11/309	182/ 7.8	6.1	0.0	1.0	4	74	WSJY-F	
11. WQFL-F (REL)	7/ 1.9	3.3	----	3.4	----	----	10/186	131/ 5.6	8.1	0.0	4.0	16	225	WQFL-F	
WKKN (C)	7/ 1.9	2.0	----	4.4	----	----	9/182	155/ 6.7	5.6	0.0	3.7	15	183	WKKN	
13.															
14.															
15.															

12+ FM SHARE (METRO): 72.58% (225 of 310) (FAL 89: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZOK-F	1 WXRX-F	1 WZOK-F	1 WZOK-F	1 WZOK-F	1 WROK	1 WZOK-F	1 WZOK-F	1 WZOK-F	1 WZOK-F	1 WROK
2	2 WZOK-F	2 WXRX-F	2 WXRX-F	2 WXRX-F	2 WKMQ-F	2 WROK	2 WXRX-F	2 WXRX-F	2 WXRX-F	2 WZOK-F
3	3 WRWC-F	3 WRWC-F	3 WRWC-F	3 WKMQ-F	3 WZOK-F	3 WXRX-F	3 WRWC-F	3 WKMQ-F	3 WGN	3 WKMQ-F
4	4 WKMQ-F	4 WKMQ-F	4 WKMQ-F	4 WRWC-F	4 WRWC-F	4 WKMQ-F	4 WKMQ-F	4 WRWC-F	4 WKMQ-F	4 WGN
5	5	5	5	5 WROK	5 WGN	5 WRWC-F	5 WROK	5 WROK	5	5 WXRX-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZOK-F	1 WZOK-F	1 WZOK-F	1 WZOK-F	1 WZOK-F	1 WXRX-F	1 WXRX-F	1 WXRX-F	1 WXRX-F	1 WXRX-F
2 WXRX-F	2 WXRX-F	2 WXRX-F	2 WRWC-F	2 WRWC-F	2 WZOK-F	2 WZOK-F	2 WZOK-F	2 WZOK-F	2 WZOK-F
3 WRWC-F	3 WRWC-F	3 WRWC-F	3 WKMQ-F	3 WKMQ-F	3 WRWC-F	3 WRWC-F	3 WRWC-F	3 WKMQ-F	3 WKMQ-F
4 WKMQ-F	4 WKMQ-F	4 WKMQ-F	4 WXRX-F	4 WROK	4	4 WKMQ-F	4 WKMQ-F	4 WRWC-F	4 WROK
5	5	5	5	5 WXRX-F	5	5	5 WLUP	5	5 WRWC-F

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		72 (1)	72 (1)	23.2		WLUV 1520 Loves Park/Rkfd	0.5/1.6/ 2/ 38		
AOR/CLASSIC		55 (2)	55 (2)	17.7					
AC/OLDIES/SOFT ROCK		67 (2)	67 (2)	21.6		WBBM 780 Chicago	0.8/6.6/ 12/ 390		
MOR/VARIETY	34 (1)		34 (1)	11.0		WIBA-F 101.5 Madison	0.5/2.4/ 27/ 415		
COUNTRY	7 (1)	16 (1)	23 (2)	7.4		WLUP 1000 Chicago	1.4/3.0/ 22/ 158		
BLACK/URBAN						WMAQ 670 Chicago	0.5/4.5/ 9/ 288		
BEAUTIFUL/EASY		8 (1)	8 (1)	2.6					
NEWS/TALK	33 (5)		33 (5)	10.6					
NOSTALGIA	9 (1)		9 (1)	2.9					
RELIGION/GOSPEL		7 (1)	7 (1)	2.3					
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS	2 (1)		2 (1)	0.6					
	85 (9)	225 (8)	310 (17)						

RADIO STATIONS

WKKN, 1150, 1 KW (DA-1), COUNTRY MBS, \$ 13.00 (HNWH) Midwest Family
 WROK, 1440, 5 KW/500 W (DA-D), MOR/FULL SER. ABC C, \$ 36.00 (McGuild)
 WRRR, 1330, 1 KW/91 W (DA-1), NOSTALGIA SMN, \$ 10.00 (Katz)
 WKMQ-F, 95.3, 1 KW @ 515, OLDIES, \$ 30.00 (HNWH) Midwest Family
 WQFL-F, 100.9, 3 KW @ 300, RELIGION UPI, \$ 10.00 (---)
 WRWC-F, 103.1, 1 KW @ 525, AC UNISUP, \$ 18.00 (Roslin)
 WXRX-F, 104.9, 3 KW @ 300, AOR SOURCE, \$ 21.00 (Katz)
 WZOK-F, 97.5, 50 KW @ 433, CHR, \$ 45.00 (McGuild)
 WJVL-F, 99.9, 11 KW @ 502, COUNTRY, \$ 14.00 (---) Gazette (JANESVILLE WI)

OTHER RATED STATIONS: See Chicago or Madison Miscellaneous Comments: WYBR-F changes calls to WXRX-F (Jan.)...

SACRAMENTO

Arbitron Rank/Pop (12+): 29/1,236,400

Stations: 27/21

1990 Revenue: \$56,000,000

MSA Rank/Pop: 32/1,480,000

Diaries: 1406/879:1/54.4%

HH Inc.: \$37,407

ADI # 21

Sample Target: 1410

Retail \$: 11.8 Bil

Average Person Ratings: 17.3

% Below Line: 5.5
% Not Listed: 16.8

Pop per Station: 58,876

Market TSL: 23.00 hours

#1 Biller: KRAK-AF \$9,800,000

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. KRAK-F (C)	189/ 8.9	7.2	8.3	7.9	9.3	8.1	256/3046	2081/16.8	18.6	17.7	7.9	164	1988	KRAK-F
2. KFBK (N/T)	188/ 8.8	9.8	9.4	11.4	8.5	9.9	268/3336	2590/20.9	19.3	19.4	8.9	184	1951	KFBK
3. KXOA-F (AC)	160/ 7.5	6.5	7.6	6.1	8.1	6.9	194/2791	2276/18.4	19.2	18.9	4.1	85	1629	KXOA-F
4. KSFM-F (CHR)	155/ 7.3	5.7	7.4	6.6	7.1	6.8	201/2851	2120/17.1	19.1	19.8	11.1	230	2574	KSFM-F
5. KRXQ-F (AOR)	139/ 6.5	8.4	8.7	8.7	6.9	8.1	161/2196	1696/13.7	14.5	12.7	13.0	269	2527	KRXQ-F
6. KYMX-F (AC)	112/ 5.2	4.9	4.4	4.7	7.4	4.8	123/1567	1371/11.1	12.1	12.9	5.1	106	925	KYMX-F
7. KZAP-F (AOR)	99/ 4.6	6.2	5.2	6.5	6.9	5.6	175/2477	1656/13.4	13.5	15.5	5.3	109	1777	KZAP-F
8. KHYL-F (O)	93/ 4.4	4.8	4.8	5.8	4.7	5.0	149/2093	1477/11.9	12.3	12.3	4.5	92	1402	KHYL-F
9. KQPT-F (J/NA)	92/ 4.3	4.5	3.2	5.6	3.9	4.4	97/1422	1265/10.2	9.7	10.4	5.1	105	1154	KQPT-F
10. KAER-F (C)	74/ 3.5	3.6	4.8	4.7	4.1	4.2	85/1544	1335/10.8	11.9	11.6	3.2	67	1030	KAER-F
11. KSEG-F (CHR)	71/ 3.3	3.1	3.1	2.9	3.3	3.1	75/1442	1289/10.4	14.2	12.3	2.8	57	1318	KSEG-F
12. KWOD-F (CHR)	61/ 2.9	3.0	3.0	3.3	2.5	3.0	99/2227	1423/11.5	12.0	11.2	2.9	59	1541	KWOD-F
13. KRAK (C)	53/ 2.5	3.1	3.4	3.2	2.8	3.0	124/1687	783/ 6.3	6.2	7.0	3.3	68	654	KRAK
14. KFRC (BB)	48/ 2.2	2.2	1.9	1.9	1.7	2.0	80/1018	555/ 4.5	4.4	3.7	1.2	25	403	KFRC
15. KRCX (SP)	41/ 1.9	0.7	1.3	0.8	0.9	1.2	44/265	199/ 1.6	1.9	1.4	0.4	9	88	KRCX
16. KCTC (EZ)	34/ 1.6	1.5	2.3	1.9	1.1	1.8	36/851	776/ 6.3	5.8	4.9	1.3	27	332	KCTC
17. KGO (N/T)	23/ 1.1	1.7	1.7	1.3	1.2	1.5	63/1414	535/ 4.3	4.7	4.5	2.2	45	504	KGO
18. KXOA (O)	23/ 1.1	1.1	0.8	0.3	0.4	0.8	24/428	406/ 3.3	2.1	2.3	0.5	10	238	KXOA

12+ FM SHARE (METRO): 73.31% (1302 of 1776) (FAL 89: 74.81%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KSFM-F >	1 KRXQ-F >	1 KXOA-F	1 KXOA-F	1 KXOA-F	1 KFBK >	1 KFBK >	1 KRAK-F	1 KRAK-F	1 KSFM-F >	1 KFBK >
2 KWOD-F	2 KZAP-F <	2 KRXQ-F	2 KRAK-F	2 KRAK-F	2 KRAK-F	2 KXOA-F	2 KXOA-F	2 KRAK-F	2 KRAK-F <	2 KRXQ-F
3 KRXQ-F >	3 KSFM-F <	3 KRAK-F	3 KZAP-F <	3 KFBK	3 KXOA-F	3 KRAK-F	3 KFBK >	3 KSFM-F	3 KRXQ-F >	3 KRAK-F
4 KSEG-F	4 KRAK-F <	4 KZAP-F	4 KHYL-F	4 KZAP-F	4 KYMX-F <	4 KSFM-F	4 KYMX-F	4 KRXQ-F	4 KYMX-F <	4 KHYL-F
5 KRAK-F	5 KXOA-F	5 KSFM-F	5 KFBK	5 KHYL-F	5 KHYL-F	5 KRXQ-F	5 KZAP-F <	5 KFBK	5 KQPT-F	5 KGO
6	6 KSEG-F	6 KHYL-F	6 KQPT-F	6 KQPT-F	6 KQPT-F	6 KZAP-F	6 KRXQ-F <	6 KYMX-F	6 KXOA-F	6
7	7 KAER-F	KFBK	7 KYMX-F	7 KYMX-F	7 KFRC	7 KHYL-F	7 KHYL-F	7 KZAP-F	7 KSEG-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KSFM-F	1 KXOA-F <	1 KXOA-F >	1 KXOA-F >	1 KXOA-F >	1 KRXQ-F >	1 KRXQ-F >	1 KZAP-F	1 KRXQ-F	1 KFBK <
2 KRXQ-F >	2 KSFM-F	2 KRAK-F	2 KRAK-F	2 KRAK-F	2 KSFM-F >	2 KZAP-F >	2 KRXQ-F	2 KZAP-F	2 KRAK-F
3 KSEG-F	KRXQ-F	3 KZAP-F	3 KYMX-F <	3 KYMX-F	3 KSEG-F	3 KRAK-F	3 KRAK-F >	3 KFBK <	3 KZAP-F
4 KRCX	4 KRAK-F	4 KAER-F	4 KSFM-F	4 KHYL-F	4 KWOD-F	4 KSFM-F	4 KXOA-F	4 KRAK-F	4 KXOA-F <
5 KYMX-F	5 KAER-F	5 KQPT-F	5 KAER-F	5 KQPT-F	5 KZAP-F	5 KXOA-F	5 KQPT-F	5 KXOA-F	5 KHYL-F
6 KAER-F >	6 KYMX-F	6 KYMX-F	6 KRXQ-F	KFBK <	6	KSEG-F	6 KFBK	6 KHYL-F	6 KQPT-F
7 KRAK-F	7 KRCX <	7 KRXQ-F	7 KHYL-F <	7 KAER-F	7	7 KFBK	7 KSEG-F	7 KSFM-F	7 KRXQ-F
8 KWOD-F	8 KSEG-F	8 KRCX	8 KQPT-F <	8 KZAP-F	8	8 KQPT-F	8	8 KQPT-F	8
	9 KZAP-F		9 KSEG-F						

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		287 (3)	287 (3)	16.2	15.0	KFIA 710 Carmichael	0.9/3.3/ 27/	570	
AOR/CLASSIC		260 (4)	260 (4)	14.6	16.0	KLCQ-F 105.5 Davis/Sacramnto	0.7/2.8/ 24/	484	
AC/OLDIES/SOFT ROCK	36 (2)	365 (3)	401 (5)	22.6	22.4	KLIQ-F 102.1 Shngle Sp/Scrmn	0.6/1.4/ 24/	251	
MOR/VARIETY	17 (1)		17 (1)	1.0	1.8	KSAC 1240 Sacramento	0.7/2.3/ 14/	308	
COUNTRY	53 (1)	263 (2)	316 (3)	17.8	14.0	KSMJ 1380 Sacramento	0.6/1.8/ 14/	282	
BLACK/URBAN									
BEAUTIFUL/EASY	34 (1)	13 (1)	47 (2)	2.6	8.6	KBEE-F 103.3 Modesto/Stoctn.	0.6/1.4/ 96/	1034	
NEWS/TALK	211 (2)		211 (2)	11.9	11.7	KNBR 680 San Francisco	0.8/3.9/ 58/	1375	
NOSTALGIA	48 (1)		48 (1)	2.7	1.9	KRFD-F 99.9 Marysville	0.4/1.7/ 24/	564	
RELIGION/GOSPEL	20 (1)		20 (1)	1.1	0.7	KRQR-F 97.3 San Francisco	0.3/1.2/ 26/	422	
SPANISH	41 (1)		41 (1)	2.3	1.1				
CLASSICAL	14 (1)		14 (1)	0.8	2.0				
JAZZ/NEW AGE		92 (1)	92 (1)	5.2	4.6				
UNKNOWN/OTHERS		22 (2)	22 (2)	1.2	0.4				
	474 (11)	1302 (16)	1776 (27)						

AM STATIONS

KCTC	,	1320,	5 KW (DA-2)	,	EZ	CBS UNISUP, \$ 30.00	(Christal)	Tribune Co.
KFBK	,	1530,	50 KW (DA-2)	,	News/Talk	ABC I APR, \$120.00	(Group W)	Westinghouse
KFIA	,	710,	10 KW/250 W(DA-2),	,	Religion	, \$ 24.00	(---)	
KRAK	,	1140,	50 KW (DA-2)	,	Country	, \$ 66.00	(Katz)	EZ
KRCX	,	1110,	5 KW/500 W (DA-2),	,	Hispanic	, \$ 36.00	(Katz Hisp.)	Fuller-Jeffrey
KSAC	,	1240,	1 KW	,	Classical	UNIULT, \$ 27.00	(CMBS)	
KSMJ	,	1380,	5 KW (DA-2)	,	Oldies	SMN, \$ 26.00	(MMR)	Booth/Genesis
KXOA	,	1470,	5 KW/1 KW (DA-2)	,	Business News	, \$ 30.00	(Banner)	Brown

FM STATIONS

KAER	,	92.5,	50 KW @ 462	,	AC	, \$ 62.00	(Group W)	Westinghouse
KHYL	,	101.1,	37 KW @ 567	,	Oldies	, \$ 50.00	(Eastman)	(AUBURN)
KQPT	,	100.5,	115 KW @ 328	,	Jazz/NAC	SOURCE, \$ 80.00	(Republic)	Duchossois
KRAK	,	105.1,	50 KW @ 500	,	Country	, \$111.00	(Katz)	EZ
KSEG	,	96.9,	50 KW @ 500	,	Classic AOR	ABC C, \$ 48.00	(Christal)	Great American
KRXQ	,	93.7,	25 KW @ 325	,	AOR	, \$ 90.00	(Torbet)	Fuller-Jeffrey
KSFM	,	102.5,	50 KW @ 500	,	CHR	, \$ 85.00	(MMR)	Booth/Genesis
							(WOODLAND)	
KWOD	,	106.5,	50 KW @ 410	,	CHR	RADRAD ABC FM, \$ 54.00	(CBS)	
KXOA	,	107.9,	50 KW @ 403	,	AC	, \$135.00	(Banner)	Brown
KYMX	,	96.1,	50 KW @ 476	,	Soft AC/EZ	UNISUP, \$ 75.00	(Christal)	Tribune Co.
KZAP	,	98.5,	50 KW @ 500	,	AOR	, \$ 96.00	(Mc-Guild)	Nationwide

MISCELLANEOUS: KROY to KSEG and format from CHR to Classic AOR (Nov) . . .

SAGINAW-BAY CITY-MIDLAND

Arbitron Rank/Pop (12+): 112/327,500
 MSA Rank/Pop: 120/408,000
 ADI # 59 (w/Flint)
 Average Person Ratings: 17.0
 Market TSL: 22.25 hours

Stations: 14/10
 Diaries: 867/378:1/60.1%
 Sample Target: 780
 % Below Line: 5.7
 % Not Listed: 12.5

1990 Revenue: \$10,700,000
 HH Inc.: \$30,637
 Retail \$: 2.9 Bil
 Pop per Station: 32,750
 #1 Biller: WIOG-F \$3,000,000

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. WIOG-F (CHR)	103/18.5	21.9	17.9	24.1	30.1	----	226/3154	1261/38.5	43.1	40.4	21.1	129	1415	WIOG-F
2. WHNN-F (O)	84/15.1	7.7	9.2	11.1	11.0	----	183/2207	971/29.6	21.5	25.8	14.7	90	1141	WHNN-F
3. WGER-F (SAC)	57/10.2	7.1	7.3	5.6	6.1	----	59/713	622/19.0	16.8	15.6	6.5	40	526	WGER-F
4. WKCQ-F (C)	55/ 9.9	12.0	12.1	9.4	12.5	----	107/1491	642/19.6	26.4	21.3	9.0	55	772	WKCQ-F
5. WSGW (MOR)	54/ 9.7	10.0	12.3	10.6	10.8	----	68/860	676/20.6	19.8	25.2	9.3	57	655	WSGW
6. WKQZ-F (AOR)	48/ 8.6	8.2	10.4	8.6	7.8	----	69/837	551/16.8	17.6	19.9	10.6	65	660	WKQZ-F
7. WTLZ-F (B)	34/ 6.1	7.7	7.8	8.2	3.4	----	40/483	315/ 9.6	10.6	10.3	8.3	51	568	WTLZ-F
8. WFDF (BB)	12/ 2.2	2.6	1.4	0.7	1.2	----	74/729	161/ 4.9	5.4	5.7	1.3	8	154	WFDF
9. WWCK-F (CHR)	10/ 1.8	0.3	0.5	1.0	0.3	----	86/1083	151/ 4.6	2.7	2.7	2.8	17	191	WWCK-F
10. WSAM (O)	8/ 1.4	1.5	1.2	1.5	1.5	----	8/174	162/ 4.9	5.4	6.0	1.0	6	119	WSAM

12+ FM SHARE (METRO): 80.74% (394 of 488) (FAL 89: 76.45%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIOG-F	1 WIOG-F>	1 WHNN-F	1 WHNN-F>>	1 WHNN-F>>	1 WHNN-F<	1 WIOG-F>	1 WHNN-F<	1 WHNN-F<	1 WIOG-F>>	1 WSGW
2	2 WKQZ-F>	2 WIOG-F>	2 WIOG-F>	2 WIOG-F>	2 WSGW	2 WSGW <	2 WIOG-F>	2 WIOG-F>	2 WHNN-F>	2 WTLZ-F
3	3 WHNN-F>	3 WKQZ-F>	3 WGER-F>	3 WGER-F>	3 WKCQ-F	3 WHNN-F>	3 WGER-F>	3 WGER-F>	3 WKQZ-F>	3 WIOG-F
4	4 WTLZ-F>	4 WGER-F>	4 WKQZ-F>	4 WKQZ-F>	4 WGER-F	4 WKCQ-F<	4 WKCQ-F>	4 WKQZ-F>	4 WSGW	4 WKCQ-F
5	5 WGER-F>	5 WKCQ-F>	5 WKCQ-F>	5 WKCQ-F>	5	5 WGER-F>	5 WSGW	5 WSGW	5 WKCQ-F>	5
6	6	6	6	6	6	6	6	6 WKCQ-F>	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WIOG-F>>	1 WIOG-F>>	1 WHNN-F	1 WHNN-F<	1 WHNN-F>	1 WIOG-F>>	1 WKQZ-F	1 WKQZ-F>>	1 WHNN-F	1 WHNN-F>
2 WTLZ-F	2 WHNN-F	2 WIOG-F>	2 WIOG-F>	2 WGER-F	2 WKQZ-F>>	2 WIOG-F>	2 WIOG-F>	2 WKQZ-F<	2 WKQZ-F>
3 WKQZ-F	3 WTLZ-F	3 WGER-F>	3 WGER-F>	3 WIOG-F>	3 WKCQ-F	3 WHNN-F>	3 WHNN-F>	3 WIOG-F>>	3 WIOG-F
4 WWCK-F>>	4 WKQZ-F>	4 WTLZ-F>	4 WTLZ-F>	4 WKCQ-F	4 WHNN-F	4 WKCQ-F	4 WGER-F	4 WKCQ-F	4 WKCQ-F
5 WHNN-F	5 WGER-F	5 WKQZ-F	5 WKQZ-F	5 WTLZ-F	5	5	5 WKCQ-F	5 WGER-F	5 WGER-F
6	6	6	6 WKCQ-F	6 WSGW	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		113 (2)	113 (2)	23.2	20.5	WKNX 1210 Saginaw	1.3/3.1/ 25/ 244
AOR/CLASSIC		48 (1)	48 (1)	9.8	12.2	WXOX 1250 Bay City	1.1/4.6/ 7/ 224
AC/OLDIES/SOFT ROCK	14 (2)	141 (2)	155 (4)	31.8	14.7		
MOR/VARIETY	61 (2)		61 (2)	12.5	17.2	WCEN-F 94.5 Mt. Pleasant	0.5/2.8/ 21/ 295
COUNTRY		58 (2)	58 (2)	11.9	14.5	WJR 760 Detroit	1.3/4.3/ 65/1121
BLACK/URBAN		34 (1)	34 (1)	7.0	8.7		
BEAUTIFUL/EASY NEWS/TALK					8.7		
NOSTALGIA	19 (2)		19 (2)	3.9	3.3		
RELIGION/GOSPEL							
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS					0.4		
	94 (6)	394 (8)	488 (14)				

RADIO STATIONS

WKNX, 1210, 10 KW, NOSTALGIA, APR, \$ 10.00 (Patt)
 WSAM, 1400, 1 KW (DA-2), OLDIES, ABC D, \$ 12.00 (Christal), MacDonalD Booth
 WSGW, 790, 5 KW/1 KW (DA-2), MOR/FULL SER., NBC, MBS, \$ 38.00 (Katz)
 WGER-F, 106.3, 3 KW @ 325, EZ/SOFT AC, MBS, \$ 30.00 (McGuild)
 WHNN-F, 96.1, 100 KW @ 1020, AC, UNIULT, \$ 43.00 (Republic), Liggett Booth
 WIOG-F, 102.5, 86 KW @ 870, CHR, ABC C, SOURCE, \$ 75.00 (Katz), MacDonalD Booth
 WKCQ-F, 98.1, 50 KW @ 492, COUNTRY, ABC D, \$ 42.00 (Christal)
 WKQZ-F, 93.3, 38 KW @ 600, CHR, APR, \$ 33.00 (Banner)
 WTLZ-F, 107.1, 5 KW @ 400, BLACK, SBN, \$ 22.00 (Roslin)

WJR - See Detroit, WFDF - See Flint

MISCELLANEOUS: WKQZ-F sold to Windward for \$2,000,000 . . .

ST. LOUIS

Arbitron Rank/Pop (12+): 16/2,056,200
 MSA Rank/Pop: 14/2,490,000
 ADI # 18
 Average Person Ratings: 17.6
 Market TSL: 23.00 hours

Stations: 29/29
 Diaries: 1869/1100:1/57.1%
 Sample Target: 1850
 % Below Line: 0.0
 % Not Listed: 6.5

1990 Revenue: \$71,800,000
 HH Inc.: \$35,186
 Retail \$: 18.1 Bil
 Pop per Station: 70,903
 #1 Biller: KMOX \$22,000,000

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. KMOX (N/T)	603/16.6	17.0	19.3	16.3	18.8	17.3	678/8329	7125/34.7	37.1	37.5	16.5	582	6123	KMOX
2. KEZK-F (EZ)	288/ 7.9	6.8	5.5	7.6	9.5	6.9	321/3877	3400/16.5	13.0	16.7	3.0	107	2094	KEZK-F
3. KSHE-F (AOR)	261/ 7.2	8.2	8.7	8.8	8.4	8.2	324/4634	3725/18.1	19.9	20.0	12.0	421	4264	KSHE-F
4. KMJM-F (B)	249/ 6.9	6.7	7.0	7.9	7.0	7.1	249/2682	2262/11.0	11.8	11.9	10.9	384	2856	KMJM-F
5. KSD -F (CL AOR)	244/ 6.7	4.2	4.9	6.7	6.0	5.6	272/3960	3514/17.1	14.6	16.3	5.5	193	3395	KSD -F
6. KYKY-F (AC)	229/ 6.3	6.6	6.1	5.3	5.5	6.1	251/4086	3694/18.0	18.3	15.9	5.9	207	3440	KYKY-F
7. WIL -F (C)	215/ 5.9	5.7	6.4	5.8	5.4	5.9	286/3379	2587/12.6	13.7	12.6	5.4	190	2887	WIL -F
8. WKBQ-F (CHR)	182/ 5.0	6.8	6.9	6.6	6.7	6.3	217/4451	3688/17.9	18.9	18.9	6.7	235	4942	WKBQ-F
9. KLOU-F (O)	152/ 4.2	3.7	3.5	3.8	4.3	3.8	198/3590	2979/14.5	12.0	12.9	5.1	180	2590	KLOU-F
10. WKX-F (C)	121/ 3.3	2.3	2.4	2.5	3.5	2.6	142/2151	1822/ 8.9	7.0	7.5	4.0	141	1655	WKX-F
11. KATZ (B)	76/ 2.1	2.1	1.6	2.5	2.0	2.1	76/853	853/ 4.1	4.4	5.0	2.2	76	742	KATZ
12. KHTK-F (CHR)	73/ 2.0	2.9	2.9	2.4	1.0	2.6	81/1949	1778/ 8.6	8.9	4.9	4.3	153	3422	KHTK-F
KFUO-F (CL)	73/ 2.0	2.0	1.9	1.6	1.2	1.9	75/1572	1457/ 7.1	5.8	5.7	1.5	54	983	KFUO-F
14. KRJY-F (SAC)	70/ 1.9	2.4	1.8	2.3	2.5	2.1	72/1467	1381/ 6.7	7.0	8.5	1.4	50	956	KRJY-F
15. KUSA (C)	66/ 1.8	1.2	1.3	1.3	2.3	1.4	106/1785	1228/ 6.0	5.8	5.5	1.2	41	653	KUSA
KATZ-F (B)	66/ 1.8	2.1	2.0	1.6	1.6	1.9	66/1187	1168/ 5.7	5.9	4.8	1.3	46	1096	KATZ-F
17. WEW (BB)	65/ 1.8	2.0	1.5	1.9	1.3	1.8	67/705	680/ 3.3	3.8	1.9	1.1	37	365	WEW
18. WSNL-F (AC)	62/ 1.7	1.6	1.5	1.4	1.5	1.5	62/1372	1372/ 6.7	6.5	6.5	0.9	31	1059	WSNL-F
19. WRTH (BB)	60/ 1.7	0.9	0.5	0.3	0.4	0.9	61/860	847/ 4.1	3.3	2.7	0.4	13	428	WRTH
20.														

12+ FM SHARE (METRO): 69.20% (2348 of 3393) (FAL 89: 70.75%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KMJM-F	1 KYKY-F	1 KYKY-F	1 KYKY-F	1 KYKY-F	1 KSHE-F	1 KSHE-F	1 KSHE-F	1 KSHE-F	1 KMOX
2 WKBQ-F	2 KMJM-F	2 KSD -F	2 KMJM-F	2 KMOX	2 KSD -F	2 KSD -F	2 KSD -F	2 KSD -F	2 KSHE-F
3 KYKY-F	3 KSHE-F	3 KSHE-F	3 KSD -F	3 KEZK-F	3 KMJM-F	3 KMJM-F	3 KMJM-F	3 KMOX	3 KSD -F
4 KSHE-F	4 KSD -F	4 KMJM-F	KMOX <	4 KLOU-F	4 KYKY-F	4 KYKY-F	4 KMOX	4 KMJM-F	4 WIL -F
5 KSD -F	5 WKBQ-F	5 WKBQ-F	5 KLOU-F	5 WIL -F	5 WKBQ-F	5 WKKX-F	5 KYKY-F	5 WIL -F	5 KEZK-F
6 KHTK-F	6	6 KATZ-F	6 KSHE-F	6 KSD -F	6 WIL -F	6 WKBQ-F	6	6 KYKY-F	6 KLOU-F
7	7	7	7 WKBQ-F	7 KMJM-F	7 WKX-F	KMOX	7	7 KLOU-F	7 KMJM-F
8	8	8	8 KEZK-F	8	8	8	8	8 KEZK-F	8 WKKX-F
			WIL -F						

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA TSA
TOP 40/CHR/CONTEMP		289 (3)	289 (3)	8.5	8.3	KGLD 1380 St. Louis	0.3/2.1/ 11/ 438	
AOR/CLASSIC		505 (2)	505 (2)	14.9	15.5	KIRL 1460 St. Charles/StL	0.7/1.6/ 26/ 336	
AC/OLDIES/SOFT ROCK	11 (1)	513 (4)	524 (5)	15.4	16.6	KSIV 1320 Clayton/St. L.	0.9/1.6/ 32/ 326	
MOR/VARIETY						KSTZ-F 105.7 Ste. Genev/St.L	0.9/5.4/ 55/1611	
COUNTRY	66 (1)	336 (2)	402 (3)	11.8	12.4	KXOK 630 St. Louis	0.7/3.7/ 27/ 889	
BLACK/URBAN	76 (1)	315 (2)	391 (3)	11.5	11.3	WBGZ 1570 Alton	0.4/0.7/ 13/ 174	
BEAUTIFUL/EASY		288 (1)	288 (1)	8.5	10.2	WCBW-F 104.9 Columbia/St. L.	0.8/2.9/ 29/ 590	
NEWS/TALK	668 (4)		668 (4)	19.7	20.6	WESL 1490 E. St. Louis	0.8/2.4/ 28/ 370	
NOSTALGIA	125 (2)		125 (2)	3.7	1.4	WGNU 920 Granite City	0.4/1.8/ 13/ 502	
RELIGION/GOSPEL	86 (3)	29 (1)	115 (4)	3.4	1.8	WIBV 1260 Belleville	0.7/2.3/ 26/ 472	
SPANISH								
CLASSICAL		73 (1)	73 (1)	2.2	1.3			
JAZZ/NEW AGE								
UNKNOWN/OTHERS	13 (1)		13 (1)	0.4	0.6			
	1045 (13)	2348 (16)	3393 (29)					

RADIO STATIONS

AM STATIONS

KATZ, 1600, 5 KW (DA-N)	, BLACK	NBN, \$ 40.00 (K & P)	Interurban
KGLD, 1380, 5 KW/1 KW (DA-2)	, OLDIES	UNIULT, \$ 34.00 (Katz)	Chase
KMOX, 1120, 50 KW	, TALK	CBS, \$ 327.00 (CBS)	CBS
KSIV, 1320, 5 KW/125 W	, RELIGION	, \$ 18.00 (---)	Bott
KUSA, 550, 5 KW (DA-N)	, COUNTRY OLDIES	MBS, \$ 50.00 (McGuild)	Gannett
KXEN, 1010, 50 KW (DAYS, DA)	, RELIGION	, \$ 26.00 (---)	Mid America Gospel
KXOK, 630, 5 KW (DA-2)	, TALK	ABC D, \$ 31.00 (Durpetti)	
WESL, 1490, 1 KW/250 W (DA-1)	, GOSPEL	SBN UNIULT, \$ 25.00 (---)	Willis
WEW, 770, 1 KW (DAYS)	, NOSTALGIA	UNISUP UNIULT, \$ 27.00 (---)	
WIL, 1430, 5 KW (DA-2)	, NOSTALGIA	ABC I, \$ N/A (Brown)	Heritage

FM STATIONS

KATZ, 100.3, 50 KW @ 490	, BLACK	NBN, \$ 37.00 (K & P)	Interurban
KEZK, 102.5, 100 KW @ 1026	, EZ	UNIULT, \$ 91.00 (MMR)	Adams
KFUO, 99.1, 100 KW @ 1026	, CLASSICAL	MBS, \$ 47.00 (CMBS)	
KHTK, 97.1, 100 KW @ 560	, CHR	, \$ 40.00 (Durpetti)	
KLOU, 103.3, 100 KW @ 920	, OLDIES	CBS, \$ 80.00 (CBS)	CBS
KMJM, 107.7, 100 KW @ 1026	, BLACK	, \$ 97.00 (Christal)	Noble
KRJY, 96.3, 100 KW @ 552	, SOFT AC	NBC UNISUP, \$ 47.00 (Banner)	
KSD, 93.7, 100 KW @ 860	, CLASSIC AOR	, \$ 100.00 (McGuild)	Gannett
KSHE, 94.7, 100 KW @ 1026	, AOR	, \$ 154.00 (HNWH)	Emmis
KSTZ, 105.7, 100 KW @ 1376	, CHR	SOURCE, \$ N/A (Torbet)	(ST. GENEVIEVE)
KYKY, 98.1, 90 KW @ 1026	, AC	, \$ 129.00 (MMR)	EZ
WCBW, 104.9, 2 KW @ 400	, RELIGION	, \$ 20.00 (---)	Universal
WIL, 92.3, 100 KW @ 984	, COUNTRY	ABC E, \$ 76.00 (Banner)	Heritage
WKBQ, 106.5, 90 KW @ 1026	, CHR	, \$ 69.00 (Katz)	Chase
WKKX, 104.1, 39 KW @ 500	, COUNTRY	, \$ 40.00 (Roslin)	(JERSEYVILLE, IL)
WSNL, 101.1, 44 KW @ 525	, AC	, \$ 40.00 (Torbet)	

SALINAS-MONTEREY-SANTA CRUZ

Arbitron Rank/Pop (12+): 75/501,200

Stations: 34/21
Diaries: 881/569:1/49.0%
Sample Target: 925
% Below Line: 30.5
% Not Listed: 17.6

1990 Revenue: \$12,600,000
HH Inc.: \$39,277
Retail \$: 4.3 Btl
Pop per Station: 23,866
#1 Biller: KDON-F \$1,900,000

MSA Rank/Pop: 132/602,000 (Sal-Mont)
ADI # 109
Average Person Ratings: 16.2
Market TSL: 22.00 hours

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. KDON-F (CHR)	85/10.4	11.7	11.9	10.9	7.1	11.2	88/1171	1121/22.4	24.8	22.1	14.1	115	1311	KDON-F
2. KGO (N/T)	59/ 7.2	7.2	6.8	8.4	7.1	7.4	59/871	857/17.1	14.9	17.7	8.1	66	817	KGO
3. KTOM-AF (C)	49/ 6.0	5.8	6.6	6.3	5.3	6.2	50/615	588/11.7	13.0	13.3	6.5	45	615	KTOM-AF
4. KDBQ-FF (AC)	42/ 5.4	1.3	2.2	1.9	2.7	2.7	45/568	562/11.2	6.8	9.1	3.8	31	420	KDBQ-FF
5. KBOQ-F (CL)	43/ 5.3	4.0	4.1	3.4	3.4	4.2	43/428	428/ 8.5	9.3	7.3	2.3	19	421	KBOQ-F
6. KMBY-F (AOR)	41/ 5.0	5.7	4.2	4.7	5.9	4.9	41/579	579/11.6	12.6	12.6	5.6	46	594	KMBY-F
7. KBAY-F (EZ)	37/ 4.5	3.4	3.3	4.7	4.5	4.0	38/515	497/ 9.9	8.7	9.1	2.5	20	306	KBAY-F
8. KWAV-F (AC)	34/ 4.2	3.9	5.2	5.2	5.6	4.6	35/688	657/13.1	12.3	12.6	5.3	43	585	KWAV-F
9. KWSS-F (CHR)	31/ 3.8	3.7	4.0	4.3	5.1	4.0	34/680	616/12.3	14.1	16.1	4.7	38	731	KWSS-F
10. KCBS (N/T)	24/ 2.9	2.2	2.7	3.0	3.1	2.7	25/476	463/ 9.2	8.4	10.5	2.8	23	295	KCBS
11. KSJO-F (AOR)	19/ 2.3	0.3	1.7	1.2	1.4	1.4	24/279	224/ 4.5	5.5	5.8	1.8	15	233	KSJO-F
12. KXDC-F (J/NA)	18/ 2.2	2.5	2.4	2.6	1.3	2.4	18/299	299/ 6.0	5.3	3.7	1.2	10	189	KXDC-F
KRAY-F (SP)	18/ 2.2	3.4	2.2	1.8	3.5	2.4	18/215	215/ 4.3	4.5	5.5	1.6	13	299	KRAY-F
14. KHIP-F (AC)	17/ 2.1	2.6	2.3	4.1	1.6	2.8	21/399	355/ 7.1	7.1	6.6	2.6	21	362	KHIP-F
15. KPIG-F (C)	16/ 2.0	1.5	3.0	1.7	1.2	2.0	16/220	220/ 4.4	4.6	4.2	2.1	17	299	KPIG-F
KOCN-F (AC)	16/ 2.0	3.6	3.7	5.5	4.1	3.7	16/355	355/ 7.1	9.3	9.3	2.3	19	309	KOCN-F
KLFA-F (SP)	16/ 2.0	2.3	0.9	1.2	2.2	1.6	16/99	99/ 2.0	1.6	3.0	1.3	11	212	KLFA-F
KCTY (SP)	16/ 2.0	2.6	1.8	2.2	3.7	2.2	16/198	198/ 4.0	3.5	7.0	2.2	18	237	KCTY

12+ FM SHARE (METRO): 73.17% (491 of 671) (FAL 89: 69.64%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KDON-F>>	1 KDON-F>	1 KDON-F>	1 KDON-F	1 KDON-F	1 KGO >	1 KDON-F	1 KDON-F	1 KDON-F>	1 KDON-F>	1 KGO >>
2 KWSS-F	2 KMBY-F>	2 KDBQ-F	2 KDBQ-F	2 KDBQ-F	2 KBOQ-F>	2 KGO	2 KGO <	2 KDBQ-F	2 KGO >	2 KDON-F
3	3 KDBQ-F	KMBY-F	3 KMBY-F<	3 KGO	3 KBAY-F	3 KTOM-AF	3 KTOM-AF	3 KMBY-F<	3 KBOQ-F<	3 KRAY-F
4	4 KTOM-AF>	4 KTOM-AF	4 KGO	4 KWAV-F	4 KTOM-AF	4 KBAY-F	4 KDBQ-F<	4 KTOM-AF	4 KDBQ-F	KCTY
5	5 KSJO-F	5 KWAV-F	KWAV-F	KMBY-F<	5 KCBS <	5 KDBQ-F	5 KMBY-F	5 KMBY-F	5 KWSS-F	5
6	KRAY-F	6 KGO	6 KTOM-AF	6 KTOM-AF	6 KDBQ-F	KWAV-F	6	6 KBOQ-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KDON-F>>	1 KDON-F>>	1 KDBQ-F	1 KDON-F>	1 KDBQ-F	1 KDON-F	1 KMBY-F	1 KMBY-F	1 KMBY-F	1 KMBY-F
2 KTOM-AF	2 KDBQ-F	KDON-F	2 KDBQ-F	2 KDON-F	2 KMBY-F>	2 KDON-F>	2 KDON-F>	KDON-F>	KDON-F
KRAY-F	KLFA-F	3 KLFA-F	3 KTOM-AF	3 KTOM-AF	3 KTOM-AF	3 KSJO-F	3 KSJO-F	3 KDBQ-F	3 KGO
4	4 KTOM-AF	4 KOCN-F	4 KWAV-F	4 KWAV-F	4 KRAY-F>	4 KTOM-AF	4 KDBQ-F	4 KTOM-AF	4 KDBQ-F
5 KWSS-F	5 KRAY-F	5	5 KOCN-F	5 KGO	5 KSJO-F	KDBQ-F	5 KWAV-F	5 KSJO-F	5 KSJO-F
KMBY-F	KOCN-F	6	6	6 KCTY	KDBQ-F	6	6	6 KGO	6 KWAV-F
	KMBY-F							6 KWAV-F	7 KBOQ-F

FORMATS	AM	FM	TOTAL	%	FAL 89	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		120 (3)	120 (3)	17.9	16.4	KKMC 880	Gonzales/Sal.	0.4/1.4/	3/ 68
AOR/CLASSIC		67 (3)	67 (3)	10.0	12.9	KLAU 1540	Capitola/Mont.	1.2/2.8/	10/ 138
AC/OLDIES/SOFT ROCK	14 (2)	116 (7)	130 (9)	19.4	14.5	KNRY 1240	Monterey	0.7/3.1/	6/ 154
MOR/VARIETY	14 (2)		14 (2)	2.1	2.7	KOMY 1340	Watsonville	1.1/4.7/	9/ 235
COUNTRY	13 (1)	52 (2)	65 (3)	9.7	8.2	KPUP 540	Carmel Vly/Slms	0.5/2.5/	4/ 127
BLACK/URBAN						KSCO 1080	Santa Cruz/Mntr	0.7/2.6/	6/ 129
BEAUTIFUL/EASY		37 (1)	37 (1)	5.5	7.3	KSUR-F 99.5	Greenfield	0.5/1.7/	4/ 83
NEWS/TALK	89 (3)		89 (3)	13.3	12.2	KTGE 1570	Salinas	1.5/3.6/	12/ 180
NOSTALGIA	19 (2)		19 (2)	2.8	2.2				
RELIGION/GOSPEL	3 (1)		3 (1)	0.4		KARA-F 105.7	Santa Clara/SJ	0.4/1.3/	3/ 66
SPANISH	28 (2)	34 (2)	62 (4)	9.2	15.7	KEZR-F 106.5	San Jose	0.5/1.5/	4/ 77
CLASSICAL		47 (2)	47 (2)	7.0	4.0	KFRC 610	San Francisco	1.2/2.1/	10/ 111
JAZZ/NEW AGE		18 (1)	18 (1)	2.7	3.2	KMEL-F 106.1	San Francisco	0.5/2.6/	5/ 146
UNKNOWN/OTHERS					0.6	KNBR 680	San Francisco	1.0/4.5/	9/ 261
						KOME-F 98.5	San Jose/San Fr	0.9/3.5/	7/ 175
	180 (13)	491 (21)	671 (34)						

RADIO STATIONS

KCTY	,	980,	1 KW/247W (DA-1),	Hispanic	,	\$ NA	(Lotus)	
KOMY	,	1340,	1 KW	Nostalgia		MBS UNISUP, \$13.00	(Radio Time)	(WATSONVILLE)
KTGE	,	1570,	250 W/B W	Hispanic		,	\$12.00	(Katz Hisp.)
KTOM	,	1380,	5 KW (DA-2)	see KTOM-F				
KBOQ-F,		92.7,	1 KW @ 567	Classical		,	\$24.00	(Durpetti)
KDON-F,		102.5,	19 KW @ 2270	CHR		,	\$33.00	(Christal) Henry
KHIP-F,		93.5,	60 W @ 2238	Oldies	UNISUP UNIULT,	\$17.00	(Eastman)	(HOLLISTER)
KLFA-F,		93.9,	5 KW @ 703	Hispanic		,	\$12.00	(Caballero) (KING CITY)
KMBY-F,		107.1,	.9 KW @ 604	AOR		,	\$31.00	(Banner)
KOCN-F,		104.9,	1 KW @ 559	Soft AC	MBS UNISUP,	\$25.00	(Torbet)	
KPIG-F,		107.5,	3 KW @ 335	Country		,	\$18.00	(Republic)
KRAY-F,		103.9,	3 KW @ -135	Hispanic		,	\$23.00	(Lotus)
KTOM-F,		100.7,	1 KW @ 2420	Country	ABC E UNIULT,	\$37.00	(MMR)	Comm. Service
KWAV-F,		96.9,	18 KW @ 2450	AC	APR,	\$41.00	(HNWH)	Buckley
KXDC-F,		101.7	.8 KW @ 591	EZ		,	\$15.00	(K & P)

MISCELLANEOUS: KNRV (Monterey) - Sold for \$400,000 . . . KLRS-F changes to KDBQ-F (July) . . .

SALT LAKE CITY

Arbitron Rank/Pop (12+): 38/1,006,900
 MSA Rank/Pop: 45/1,080,000
 ADI # 41
 Average Person Ratings: 15.2
 Market TSL: 20.00 hours

Stations: 31/31
 Diaries: 1496/673:1/61.7%
 Sample Target: 1315
 % Below Line: 0.0
 % Not Listed: 8.9

1990 Revenue: \$31,900,000
 HH Inc.: \$29,410
 Retail \$: 7.1 Bil
 Pop per Station: 32,480
 #1 Biller: KKAT-F \$4,200,000

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. KSL (MOR)	147/ 9.6	6.4	6.8	8.5	7.8	7.8	162/2946	2610/25.9	20.3	22.3	5.9	99	2061	KSL
2. KLZX-F (AOR)	128/ 8.4	6.2	7.8	5.9	6.1	7.1	129/1584	1578/15.7	14.9	12.9	7.8	130	1510	KLZX-F
3. KSFI-F (EZ/SAC)	127/ 8.3	6.7	8.1	9.3	11.3	8.1	145/2274	1950/19.4	16.8	19.9	3.1	52	1226	KSFI-F
4. KKAT-F (C)	117/ 7.6	9.3	8.5	10.7	10.6	9.0	152/2088	1729/17.2	19.8	19.9	13.8	230	2074	KKAT-F
5. KSOP-AF (C)	85/ 5.6	4.8	5.6	6.0	6.0	5.5	127/1859	1329/13.2	15.9	15.4	8.0	127	1361	KSOP-AF
6. KISN-F (CHR)	71/ 4.6	7.3	6.2	7.5	6.8	6.4	83/1947	1598/15.9	18.6	21.3	4.8	80	1476	KISN-F
7. KBER-F (AOR)	65/ 4.2	6.7	4.0	3.8	5.8	4.7	72/1282	1184/11.8	11.4	11.7	8.7	145	1448	KBER-F
8. KJQN-F (AOR)	63/ 4.1	4.0	4.1	2.9	2.0	3.8	68/1051	991/ 9.8	10.0	6.4	5.3	88	1166	KJQN-F
9. KCPX-F (CHR)	58/ 3.8	5.3	5.4	5.8	4.9	5.1	67/1476	1321/13.1	17.1	18.5	4.3	71	1401	KCPX-F
10. KMGR-F (SAC)	57/ 3.7	3.9	3.3	4.4	4.1	3.8	69/1147	985/ 9.8	9.3	9.3	2.8	46	661	KMGR-F
11. KZHT-F (CHR)	51/ 3.3	3.0	3.5	2.1	2.3	3.0	52/1221	1215/12.1	9.1	8.9	4.0	66	1049	KZHT-F
12. KTKK (T)	48/ 3.1	1.2	2.1	2.6	1.3	2.3	49/435	430/ 4.3	5.0	4.1	1.4	24	374	KTKK
13. KALL (AC)	46/ 3.0	2.6	2.6	3.7	2.9	3.0	46/887	879/ 8.7	7.5	9.0	1.4	23	438	KALL
14. KRSP-F (AOR)	44/ 2.9	5.1	4.2	2.9	2.0	3.8	52/1294	1128/11.2	12.8	9.4	5.3	89	1210	KRSP-F
15. KLCY-F (AC)	40/ 2.6	1.9	2.1	1.7	2.7	2.1	60/1101	781/ 7.8	7.7	8.2	1.9	31	556	KLCY-F
16. KDYL (BB)	34/ 2.2	2.5	3.1	2.4	2.4	2.5	34/403	402/ 4.0	4.7	4.3	1.5	25	460	KDYL
17. KLVV-F (AC)	31/ 2.0	2.7	2.0	3.5	2.5	2.5	34/876	837/ 8.3	8.1	9.0	1.9	32	791	KLVV-F
18. KBCK-F (C)	27/ 1.8	1.5	1.7	0.5	---	1.4	27/394	394/ 3.9	4.2	0.0	1.4	24	239	KBCK-F
19. KZOL-F (O)	19/ 1.2	2.0	1.4	0.9	1.4	1.4	20/653	640/ 6.4	5.6	6.4	1.3	21	624	KZOL-F
KUTR (AC)	19/ 1.2	0.8	1.4	0.7	1.2	1.0	19/478	455/ 4.5	4.7	3.2	1.6	26	352	KUTR
KISN (CHR)	19/ 1.2	1.2	1.3	1.5	1.0	1.3	21/654	607/ 6.0	6.8	6.3	0.5	8	312	KISN

12+ FM SHARE (METRO): 73.53% (1025 of 1394) (FAL 89: 77.79%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZHT-F	1 KLZX-F>	1 KLZX-F	1 KLZX-F	1 KLZX-F	1 KSL >	1 KSL	1 KSFI-F	1 KSFI-F	1 KSL	1 KSL
2 KJQN-F	2 KKAT-F	2 KKAT-F	2 KKAT-F	2 KKAT-F	2 KSFI-F>	2 KLZX-F	2 KLZX-F	2 KLZX-F	2 KBER-F	2 KLZX-F
3 KRSP-F>	3 KBER-F	3 KSFI-F	3 KSFI-F	3 KSFI-F	3 KSOP-AF	3 KKAT-F	3 KKAT-F	3 KKAT-F	3 KZHT-F<	3 KSFI-F
4 KLVV-F	4 KISN-F	4 KSL	4 KSL	4 KSL	4 KKAT-F	4 KSFI-F<	4 KSOP-AF	4 KSL	4 KLZX-F	4 KALL
5 KAT-F	5 KJQN-F<	5 KISN-F<	5 KSOP-AF	5 KSOP-AF	5 KLZX-F	5 KISN-F	5 KSL	5 KSOP-AF	5 KKAT-F	5 KKAT-F
6 KISN-F	6 KSFI-F	6 KBER-F<	6 KMGR-F	6 KMGR-F	6 KALL <	6 KSOP-AF	6 KMGR-F	6 KJQN-F	6 KJQN-F	6 KBCK-F
7	7	7 KSOP-AF	7	7 KISN-F	7 KTKK	7 KALL	7	7	7 KSFI-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KJQN-F	1 KISN-F	1 KSFI-F	1 KSFI-F	1 KSFI-F>	1 KBER-F>	1 KLZX-F>	1 KLZX-F>	1 KLZX-F>	1 KLZX-F>
2 KISN-F>	2 KJQN-F	2 KKAT-F	2 KISN-F	2 KKAT-F	2 KZHT-F>	2 KBER-F<	2 KKAT-F>	2 KKAT-F>	2 KKAT-F
3 KCPX-F	3 KSFI-F	3 KLZX-F	3 KKAT-F	3 KSL	3 KLZX-F	3 KKAT-F>	3 KSFI-F	3 KBER-F	3 KSL
4 KBER-F	4 KLZX-F	4 KISN-F	4 KCPX-F	4 KMGR-F	4 KJQN-F	4 KZHT-F	4 KISN-F	4 KSL	4 KSFI-F<
5 KSFI-F	5 KKAT-F	5 KMGR-F	5 KLZX-F<	5 KSOP-AF	5 KKAT-F	5 KISN-F<	5 KBER-F	5 KSFI-F	5 KSOP-AF>
6 KLCY-F	6 KLCY-F	6 KLCY-F	6 KMGR-F<	6 KLZX-F	6 KSL	6 KRSP-F	6 KSOP-AF	6 KSOP-AF	6 KMGR-F
7 KLZX-F	7 KCPX-F	7 KBZN-F	7 KJQN-F	7 KCPX-F	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP	19 (1)	180 (3)	199 (4)	14.3	16.2	KBZN-F 97.9	Ogden/Salt Lake 1.1/3.9/ 23/ 472
AOR/CLASSIC		300 (4)	300 (4)	21.5	18.1	KCNR 860	Salt Lake City 0.5/2.0/ 8/ 206
AC/OLDIES/SOFT ROCK	83 (4)	170 (6)	253 (10)	18.1	20.2	KFAM 700	N Salt Lake Cit 0.8/2.1/ 16/ 274
MOR/VARIETY	147 (1)		147 (1)	10.5	8.5	KKDS 1060	S Salt Lake 0.5/1.9/ 8/ 198
COUNTRY	10 (1)	231 (4)	241 (5)	17.3	18.0	KLO 1430	Ogden 0.7/1.9/ 10/ 206
BLACK/URBAN						KQOL-F 106.5	Spanish Frk/SL 0.8/2.3/ 13/ 236
BEAUTIFUL/EASY	12 (1)	127 (1)	139 (2)	10.0	12.9	KRPN-F 107.9	Roy/Salt Lake C 0.9/2.8/ 15/ 325
NEWS/TALK	56 (2)		56 (2)	4.0	1.4	KSOS-F 106.9	Brigham/St. Lk. 0.6/2.4/ 9/ 304
NOSTALGIA	34 (1)		34 (1)	2.4	2.6	KSRR 1400	Provo 0.5/1.9/ 11/ 215
RELIGION/GOSPEL					0.8		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE		17 (1)	17 (1)	1.2			
UNKNOWN/OTHERS	8 (1)		8 (1)	0.6	1.3		
							369 (12) 1025 (19) 1394 (31)

AM STATIONS

KALL, 910, 5 KW/1KW (DA-N)	, AC	ABC I MBS, \$29.00	(Eastman)	Hatch
KDYL, 1280, 5 KW/500W (DA-N)	, Nostalgia	SMN, \$23.00	(CBS)	
KISN, 570, 5 KW (DA-1)	, CHR	, \$ NA	(Mc-Guild)	
KSL, 1160, 50 KW	, MOR/Full Service	CBS, \$80.00	(MMR)	Bonneville
KTKK, 630, 1 KW/500 W (DA-2)	, Talk	ABC T NBC, \$23.00	(K & P)	
KUTR, 1320, 5 KW (DA-1)	, AC	MBS, \$19.00	(Katz)	John Price
KBBX, 1600, 5 KW/1 KW (DA-N)	, Religion	, \$ 8.00	(---)	Mid America Gospel

FM STATIONS

KBCX, 105.7, 14 KW @ 960	, Country	, \$19.00	(---)	Mid America Gospel
KBER, 101.1, 26 KW @ 3740	, AOR	, \$37.00	(Torbet)	(OGDEN)
KBZN, 97.9, 26 KW @ 3740	, Jazz/NAC	, \$18.00	(---)	(OGDEN)
KCPX, 98.7, 40 KW @ 2933	, AC	, \$60.00	(Katz)	John Price
KISN, 97.1, 26 KW @ 3740	, AC	, \$65.00	(Mc-Guild)	
KJQN, 95.5, 100 KW @ 681	, AOR	, \$25.00	(K & P)	(OGDEN)
KKAT, 101.9, 26 KW @ 3740	, Country	, \$86.00	(Banner)	Apollo (OGDEN)
KLCY, 94.1, 40 KW @ 3063	, AC	ABC E, \$47.00	(Eastman)	Hatch
KLVV, 99.5, 40 KW @ 2953	, CHR	, \$22.00	(K & P)	(BOUNTIFUL)
KLZX, 93.3, 26 KW @ 3740	, Classic AOR	, \$42.00	(Christal)	Citadel
KMGR, 107.5, 45 KW @ 2850	, Soft AC	UNISUP UNIULT, \$34.00	(HNWH)	(OREM)
KRPN, 107.9, 67 KW @ 2383	, Oldies	, \$20.00	(---)	(ROY)
KRSP, 103.5, 26 KW @ 3740	, AOR	ABC R, \$59.00	(Durpetti)	
KSFI, 100.3, 26 KW @ 3740	, EZ	, \$65.00	(CBS)	
KSOP, 104.3, 25 KW @ 3640	, Country	, \$48.00	(MMR)	
KSOS, 106.9, 68 KW @ 2369	, AC	UNISUP UNIULT, \$18.00	(Moore)	(BRIGHAM)
KZHT, 94.9, 48 KW @ 2799	, CHR	, \$32.00	(Durpetti)	(PROVO)
KZOL, 96.1, 55 KW @ 2630	, Oldies	UNISUP UNIULT, \$24.00	(HNWH)	(PROVO)

MISCELLANEOUS: KCPX-F - From CHR to AC (Oct) . . . From AC to CHR (Oct) . . .

SAN ANTONIO

Arbitron Rank/Pop (12+): 35/1,072,700

Stations: 28/28
Diaries: 1306/821:1/52.0%
Sample Target: 1325
% Below Line: 0.0
% Not Listed: 4.0

1990 Revenue: \$40,000,000
HH Inc.: \$29,279
Retail \$: 9.0 Bill
Pop per Station: 38,310
#1 Biller: KCYY-F/KKYX: \$7,000,000

MSA Rank/Pop: 36/1,350,000
ADI # 43
Average Person Ratings: 17.9
Market TSL: 23.75 hours

12+ METRO	1/4/SHARE	SUM					4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG		Birch		
		90	90	90	89	90				89	Share	AQH	Cume	
1. KCYY-F (C)	209/10.9	8.9	12.6	10.9	10.3	10.8	248/3216	2683/25.0	22.3	19.7	9.1	157	1676	KCYY-F
2. KTFM-F (CHR)	173/ 9.0	7.3	7.2	6.9	7.7	7.6	190/2559	2342/21.8	18.9	23.1	10.1	175	2627	KTFM-F
3. KAJA-F (C)	162/ 8.4	6.5	5.5	5.9	5.0	6.6	170/2200	2023/18.9	15.1	14.9	4.6	79	1236	KAJA-F
4. WOAI (N/T)	117/ 6.1	5.4	4.9	5.1	5.7	5.4	169/2264	1532/14.3	13.3	15.2	3.9	68	1029	WOAI
5. KZEP-F (AOR)	114/ 5.9	5.8	4.0	4.2	3.6	5.0	120/1675	1520/14.2	10.1	10.3	7.1	123	1510	KZEP-F
6. KCOR (SP)	103/ 5.4	4.9	5.2	6.8	5.1	5.6	103/917	911/ 8.5	8.0	4.7	3.5	61	724	KCOR
7. KQXT-F (EZ/SAC)	94/ 4.9	5.0	3.9	4.7	4.4	4.6	107/1426	1239/11.6	9.5	10.9	3.6	62	885	KQXT-F
8. KSJL (AOR)	83/ 4.3	0.8	1.1	2.1	0.8	2.1	19/543	346/14.7	2.6	3.5				KSJL
KSAQ-F (CHR)	83/ 4.3	4.7	4.0	4.0	4.8	4.3	86/1712	1579/14.7	13.0	15.3	6.4	111	1702	KSAQ-F
KKYX (C)	83/ 4.3	4.3	4.2	3.8	4.6	4.2	164/2056	1011/ 9.4	10.4	9.6	2.8	49	784	KKYX
11. KSMG-F (O)	80/ 4.2	6.0	5.0	5.1	4.5	5.1	88/1586	1385/12.9	14.9	13.0	5.2	91	993	KSMG-F
12. KMMX-F (SAC)	72/ 3.7	4.0	3.9	3.9	5.5	3.9	74/1199	1129/10.5	9.7	12.7	3.1	54	889	KMMX-F
13. KSRR-F (AC)	66/ 3.4	5.9	4.8	6.1	6.5	5.1	77/1677	1476/13.8	14.9	18.4	6.5	112	2058	KSRR-F
14. KTSA (MOR)	65/ 3.4	3.9	4.1	4.2	4.2	3.9	83/1240	906/ 8.4	6.8	9.2	4.1	71	757	KTSA
15. KEDA (SP)	47/ 2.4	1.2	1.6	1.4	1.6	1.7	52/550	480/ 4.5	4.5	4.6	0.9	16	343	KEDA
16. KONO (O)	46/ 2.4	2.6	3.6	3.8	2.5	3.1	55/959	821/ 7.7	9.9	7.6	3.1	54	451	KONO
17. KISS-F (O)	43/ 2.2	2.8	5.0	3.7	4.4	3.4	46/1102	946/ 8.8	13.2	13.0	2.3	40	539	KISS-F
18. KXTN (SP)	39/ 2.0	1.8	1.8	1.2	1.2	1.7	43/495	460/ 4.3	3.7	4.1	2.9	50	706	KXTN
19. KFAN-F (AOR)	32/ 1.7	1.2	1.6	0.7	2.0	1.3	35/512	435/ 4.1	6.2	5.6	2.0	34	443	KFAN-F
20. KZVE-F (SP)	29/ 1.5	1.9	2.8	2.7	2.2	2.2	29/472	462/ 4.3	6.0	4.2	1.8	32	544	KZVE-F
21. KSAH (SP)	27/ 1.4	1.2	1.3	1.7	1.3	1.4	32/332	221/ 2.1	2.8	2.9	1.3	22	278	KSAH
22.														
23.														
24.														
25.														

12+ FM SHARE (METRO): 63.16% (1166 of 1846) (FAL 89: 65.48%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KTFM-F>>	1 KCYY-F	1 KCYY-F	1 KCYY-F>	1 KCYY-F>	1 KCYY-F<	1 KCYY-F>	1 KCYY-F	1 KCYY-F	1 KTFM-F>>	1 KTFM-F>>
2 KSAQ-F>	2 KZEP-F	2 KAJA-F	2 KAJA-F>	2 KAJA-F>	2 WOAI	2 KAJA-F	2 KAJA-F>	2 KAJA-F>	2 KSAQ-F	2 KAJA-F
3 KSRR-F	3 KTFM-F	3 KZEP-F	3 KZEP-F	3 KSMG-F	3 KCOR <	3 KTFM-F<	3 KQXT-F	3 KTFM-F>	3 KCYY-F	3 WOAI
4	4 KAJA-F>	4 KTFM-F	4 KTFM-F	4 KZEP-F	4 KAJA-F	4 WOAI <	4 WOAI <	4 KZEP-F<	4 KAJA-F	4 KCYY-F>
5	5 KSAQ-F	5 KSMG-F	5 KTFM-F	5 KMMX-F<	5 KKYX	5 KZEP-F<	5 KCOR	5 WOAI	5 KZEP-F	5 KZEP-F
6	6 KSMG-F	6 KMMX-F	6 KMMX-F	6 WOAI <	6 KQXT-F<	6 KCOR	6 KZEP-F	6 KQXT-F<	6 KSRR-F	6
7	7 KMMX-F	7 KQXT-F	7 KQXT-F	7 KTFM-F	7 KTSA	7 KKYX	7 KTFM-F<	7 KSAQ-F	7 KCOR	7
8	8	8	8	8 KQXT-F	8	8	8 KKYX	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KSAQ-F<	1 KCYY-F<	1 KCYY-F>	1 KCYY-F	1 KCYY-F>	1 KZEP-F>	1 KZEP-F	1 KCYY-F	1 KCYY-F	1 KCYY-F
2 KTFM-F	2 KTFM-F	2 KTFM-F	2 KAJA-F	2 KAJA-F>	2 KTFM-F	2 KCYY-F>	2 KZEP-F>	2 KZEP-F	2 KAJA-F
3 KAJA-F	3 KAJA-F	3 KZEP-F	3 KTFM-F	3 KTFM-F>	3 KCYY-F	3 KAJA-F	3 KAJA-F	3 KAJA-F>	3 WOAI
4 KCYY-F>	4 KAJA-F>	4 KAJA-F	4 KZEP <	4 KMMX-F<	4 KAJA-F	4 KTFM-F>	4 KSMG-F	4 KSMG-F<	4 KZEP-F
5 KSRR-F	5 KSAQ-F	5 KSMG-F	5 KMMX-F	5 KSMG-F<	5 KSAQ-F>	5 KSAQ-F	5 WOAI	5 WOAI	5 KSMG-F>
6 KZEP-F	6 KMMX-F	6 KMMX-F>	6 KQXT-F<	6 KQXT-F<	6 KFAN-F	6 WOAI	6 KMMX-F	6 KTFM-F	6 KMMX-F
7 KMMX-F	7 KSRR-F	7 KSRR-F	7 KSMG-F	7 KZEP-F	7	7	7 KTFM-F	7	7 KKYX
8	8	8	8	8	8	8	8 KQXT-F	8	8 KQXT-F

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		256 (2)	256 (2)	13.9	13.1	KBUC 830 Cibolo/San Anto	0.8/2.0/ 15/ 233
AOR/CLASSIC	83 (1)	146 (2)	229 (3)	12.4	8.6	KCHL 1480 San Antonio	0.6/0.9/ 12/ 94
AC/OLDIES/SOFT ROCK	60 (3)	261 (4)	321 (7)	17.4	16.2	KDRY 1100 Alamo Heights	0.5/1.9/ 15/ 272
MOR/VARIETY	65 (1)		65 (1)	3.5	4.5	KISS 930 Terrill Hills	0.3/1.8/ 8/ 226
COUNTRY	83 (1)	380 (3)	463 (4)	25.1	21.5	KNBT-F 92.1 New Braunfels	0.5/0.8/ 9/ 134
BLACK/URBAN					8.3	KSLR 630 San Antonio	1.0/3.6/ 24/ 446
BEAUTIFUL/EASY		94 (1)	94 (1)	5.1	4.7	KZEP 1250 San Antonio	0.4/1.0/ 8/ 102
NEWS/TALK	117 (1)		117 (1)	6.3	6.8		
NOSTALGIA							
RELIGION/GOSPEL	29 (2)		29 (2)	1.6	2.3		
SPANISH	231 (5)	29 (1)	260 (6)	14.1	12.3		
CLASSICAL							
JAZZ/NEW AGE					1.3		
UNKNOWN/OTHERS	12 (1)		12 (1)	0.7	0.4		
	680 (15)	1166 (13)	1846 (28)				

RADIO STATIONS

AM STATIONS

KCHL, 1480, 2.5 KW (DAYS,DA) , ??	, \$ 24.00 (McGuild)	
KCOR, 1350, 5 KW (DA-N) , HISPANIC	, \$ 69.00 (Katz Hisp.)	Tichenor
KEDA, 1540, 5 KW/1 KW (DA-N), HISPANIC	, \$ 26.00 (Caballero)	
KKYX, 680, 50 KW/10 KW(DA-N), COUNTRY	ABC I , \$ 50.00 (Katz)	New City
KONO, 860, 5 KW/1 KW , OLDIES	NBC, UNIULT , \$ 29.00 (Christal)	Booth/Genesis
KSAH, 720, 10 KW/1 KW (DA-2), HISPANIC	, \$ 22.00 (Caballero)	
KSJL, 760, 50 KW/1 KW (DA-1), AOR	SMN, NBC , \$ 16.00 (Eastman)	Inner City
KSLR, 630, 5 KW (DA-2) , RELIGION	, \$ 17.00 (---)	Salem
KTSA, 550, 5 KW (DA-N) , MOR/NOSTALGIA	MBS , \$ 28.00 (Banner)	
KXTN, 1310, 5 KW/280 W(DA-1), HISPANIC	, \$ 26.00 (Lotus)	TK
WOAI, 1200, 50 KW , NEWS/TALK	CBS , \$ 84.00 (Christal)	Clear Channel

FM STATIONS

KAJA, 97.3, 100 KW @ 984, COUNTRY	, \$ 59.00 (Christal)	Clear Channel
KCYX, 100.3, 100 KW @ 984, COUNTRY	, \$ 95.00 (Katz)	New City
KFAN, 101.1, 100 KW @ 620, AOR	UNISUP , \$ 24.00 (Eastman)	Waldon (FREDICKSBURG)
KISS, 99.5, 100 KW @ 1111, OLDIES	SOURCE , \$ 57.00 (MMR)	Adams
KSRR, 92.9, 100 KW @ 1016, AC	, \$ 53.00 (Christal)	Booth/Genesis
KMMX, 106.7, 100 KW @ 1016, SOFT AC	, \$ 55.00 (McGuild)	
KQXT, 101.9, 100 KW @ 672, EZ	, \$ 52.00 (Group W)	Westinghouse
KSAQ, 96.1, 100 KW @ 481, AOR	NBC, RADRAD, \$ 42.00 (Eastman)	Inner City
KSMG, 105.3, 100 KW @ 1249, OLDIES	, \$ 61.00 (CBS)	Rusk
KTFM, 102.7, 100 KW @ 672, CHR	, \$ 60.00 (Banner)	
KZEP, 104.5, 100 KW @ 662, AOR	MBS , \$ 54.00 (Torbet)	Lotus
KZVE, 107.5, 100 KW @ 1470, HISPANIC	, \$ 42.00 (Lotus)	TK

MISCELLANEOUS: KITY-F changes to KSRR and format to AC . . . KSAQ-F changes from CHR to AOR (Jan) . . . KFAN changes from SAC to AOR . . .

SAN DIEGO

Arbitron Rank/Pop (12+): 15/2,139,600

Stations: 39/31
 Diaries: 1920/1114:1/51.8%
 Sample Target: 1830
 % Below Line: 5.2
 % Not Listed: 8.0

1990 Revenue: \$93,000,000
 HH Inc.: \$41,672
 Retail \$: 20.0 Bill
 Pop per Station: 69,019
 #1 Biller: KFMB \$10,300,000

MSA Rank/Pop: 13/2,540,000
 ADI # 24
 Average Person Ratings: 17.0
 Market TSL: 22.75 hours

12+ METRO	1/4/SHARE	12+ METRO								CUME/CUME		SPG		Birch		
		SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	RATING	90	89	Share	Birch AQH	Birch Cume			
1. KKLQ-AF (CHR)	280/ 7.7	9.1	9.3	10.3	9.0	9.1	280/4320	4320/20.2	21.8	21.2	9.0	287	4872	KKLQ-AF		
2. KSON-AF (C)	274/ 7.5	6.5	7.5	6.6	5.7	7.0	274/3048	3048/14.2	15.7	12.4	8.1	231	2689	KSON-AF		
3. KSDO (N/T)	241/ 6.6	5.4	5.7	6.0	4.9	5.9	241/2472	2472/11.6	11.2	11.4	4.3	141	2292	KSDO		
4. KJQY-F (EZ)	219/ 6.0	5.2	4.4	5.3	6.5	5.2	219/2663	2663/12.4	9.5	10.7	5.7	184	1764	KJQY-F		
KGB -F (AOR)	219/ 6.0	4.9	7.1	6.1	7.0	6.0	219/3280	3280/15.3	15.6	16.4	6.4	208	3308	KGB -F		
6. XTRA-F (AOR)	207/ 5.7	5.1	4.8	4.3	4.8	5.0	207/3071	3071/14.4	14.1	13.3	7.1	230	2702	XTRA-F		
7. KFMB-F (AC)	174/ 4.8	6.6	4.8	4.5	4.1	5.2	174/2776	2776/13.0	15.8	14.7	4.6	150	2892	KFMB-F		
8. KFMB (MOR/FS)	145/ 4.0	5.6	6.7	4.6	4.2	5.2	145/2546	2546/11.9	16.5	11.8	5.9	190	2754	KFMB		
9. KYXY-F (AC)	141/ 3.9	3.0	3.7	5.0	4.3	3.9	141/2314	2314/10.8	10.4	10.3	4.2	137	1929	KYXY-F		
10. KIFM-F (J/NA)	130/ 3.6	3.5	4.0	4.2	3.7	3.8	130/2284	2284/10.7	9.1	9.0	3.2	104	2005	KIFM-F		
11. KPOP (BB)	125/ 3.4	3.7	3.4	4.8	4.4	3.8	125/1444	1444/ 6.7	6.7	7.9	2.6	83	1111	KPOP		
12. XHTZ-F (AOR)	113/ 3.1	2.9	1.9	0.8	1.4	2.2	113/2289	2289/10.7	7.7	6.6	5.2	170	2455	XHTZ-F		
KCBQ-F (O)	113/ 3.1	3.6	3.6	2.6	2.1	3.2	113/1978	1978/ 9.2	10.3	7.4	2.9	93	1428	KCBQ-F		
14. KGMG-F (CL AOR)	111/ 3.1	1.9	2.1	1.3	2.1	2.1	111/1467	1467/ 6.9	5.4	5.8	2.4	78	1231	KGMG-F		
15. KFSD-F (CL)	107/ 2.9	3.6	3.0	4.3	3.9	3.5	107/1624	1624/ 7.6	7.3	9.5	2.7	89	1512	KFSD-F		
16. KSDO-F (CL AOR)	98/ 2.7	2.6	2.5	2.0	1.7	2.5	98/1892	1892/ 8.8	8.2	7.5	3.1	101	1733	KSDO-F		
17. KKYF-F (AC)	61/ 1.7	2.2	3.0	4.2	3.2	2.8	61/1215	1215/ 5.7	9.4	10.0	1.6	53	1335	KKYF-F		
18. XTRA (N/T)	55/ 1.5	0.9	1.0	1.2	1.6	1.1	55/1529	1529/ 7.1	5.2	7.2	1.0	31	1019	XTRA		
19. KCBQ (O)	54/ 1.5	1.5	1.4	1.2	1.3	1.4	54/772	772/ 3.6	3.6	3.4	1.2	40	736	KCBQ		
20. KNX (N)	52/ 1.4	1.4	1.4	1.5	1.6	1.4	52/1177	1177/ 5.5	5.8	5.4	0.8	26	798	KNX		
21. XLTN-F (SP)	51/ 1.4	1.7	1.2	1.1	1.4	1.4	51/542	542/ 2.5	2.3	2.4	1.3	41	553	XLTN-F		
22.																
23.																
24.																
25.																

NOTE: San Diego's Metro and TSA are the same.

12+ FM SHARE (METRO): 72.14% (2413 of 3345) (FAL 89: 73.78%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKLQ-AF>>1 KGB -F<	1 KSON-AF	1 KSON-AF	1 KSON-AF	1 KSDO	1 KSDO <	1 KSDO	1 KKLQ-AF>	1 KKLQ-AF>	1 KSDO >	
2 KGB -F	2 XTRA-F	2 KGB -F<	2 KJQY-F	2 KSON-AF	2 KSON-AF	2 KSON-AF	2 KGB -F	2 XTRA-F	2 KJQY-F	
3 XHTZ-F<	3 KKLQ-AF>	3 XTRA-F	3 KFMB-F	3 KFMB-F	3 KJQY-F	3 KKLQ-AF	3 XTRA-F<	3 KFMB <	3 KSON-F	
4 XTRA-F	4 KFMB-F	4 KKLQ-AF	4 KGB -F	4 KGB -F<	4 KPOP	KFMB-F	4 KGB -F<	4 KJQY-F<	4 KGB -F<	4 KFMB
5	5 KSON-AF<	5 KFMB-F	5 KIFM-F<	5 KIFM-F	KFMB	KFMB	5 KKLQ-AF	5 KSON-AF>	5 KSON-AF	5 KGB -F
6	6 KGMG-F	6 KJQY-F	6 KKLQ-AF<	6 KKLQ-AF	6 KYXY-F	6 KJQY-F	6 XTRA-F<	6 KYXY-F	6 XHTZ-F	6 KPOP
7	7 KJQY-F	7 KIFM-F	7 XTRA-F<	7 XTRA-F	7 KFSD-F	KGB -F	7 KYXY-F	KFMB-F<	7 KJQY-F	7 KNX
8	8 XHTZ-F	8 KIFM-F	8 KCBQ-F	KSDO	8	8 XTRA-F	8 KFMB-F	8 KSDO	8	8
9	9 KSDO-F	9	9	9	9	9	9	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKLQ-AF	1 KFMB-F	1 KFMB-F	1 KFMB-F	1 KJQY-F	1 XTRA-F	1 KGB -F<	1 KGB -F	1 XTRA-F<	1 KSON-AF
2 XTRA-F	2 KKLQ-AF	2 KJQY-F	2 KKLQ-AF<	2 KFMB-F<	2 KGB -F	2 XTRA-F>	2 XTRA-F	2 KGB -F	2 KGB -F<
3 KGB -F	3 KJQY-F	3 KSON-AF	3 KJQY-F	3 KSON-AF	3 KGMG-F	3 KGMG-F	3 KSON-AF	3 KSON-AF	3 XTRA-F
KFMB-F	4 KGB -F	4 KIFM-F	4 KSON-AF>	4 KKLQ-AF<	4 KKLQ-AF	4 KKLQ-AF>	4 KGMG-F	4 KGMG-F	4 KIFM-F<
5 XHTZ-F	5 XTRA-F	5 KKLQ-AF<	5 KGB -F	5 KYXY-F	5 XHTZ-F>>	5 KSDO-F<	5 KSDO-F	5 KKLQ-AF	5 KSDO
6 KSON-AF	6 KSON-AF	6 KGB -F>	6 KYXY-F	6 KIFM-F	6 KSDO-F	6 KSON-AF<	6 KKLQ-AF	6 KSDO-F<	KJQY-F<
7 KJQY-F	7 KIFM-F	7 KYXY-F	7 XTRA-F<	7	KCBQ-F	7 XHTZ-F	7 KFMB-F	7 KCBQ-F<	7 KSDO-F
8 KSDO-F	8 KYXY-F	8 XTRA-F	8 KIFM-F	8	8	8	8	8 KIFM-F	8 KCBQ-F

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP	36 (1)	263 (2)	299 (3)	8.9	11.3	KCED 1000 Vista	0.5/1.9/ 17/ 405
AOR/CLASSIC	13 (1)	767 (6)	780 (7)	23.3	20.7	KGMG 1320 Oceanside	0.4/1.2/ 13/ 247
AC/OLDIES/SOFT ROCK	54 (1)	544 (6)	598 (7)	17.9	17.9	KKOS-F 95.9 Carlsbad	1.2/2.6/ 44/ 548
MOR/VARIETY	145 (1)		145 (1)	4.3	4.7	KOWF-F 92.1 Escondido/SD	0.7/1.5/ 24/ 330
COUNTRY	58 (1)	240 (2)	298 (3)	8.9	7.0	KPRZ 1210 San Marcos/SD	0.7/1.9/ 27/ 409
BLACK/URBAN		33 (1)	33 (1)	1.0	3.6	KSPA 1450 Escondido/SD	0.6/1.3/ 21/ 279
BEAUTIFUL/EASY		219 (1)	219 (1)	6.5	7.2	XEMO 860 Tijuana	0.9/1.9/ 34/ 399
NEWS/TALK	433 (6)		433 (6)	12.9	9.8	XHKY-F 95.7 Tijuana/SD	0.7/1.8/ 25/ 394
NOSTALGIA	146 (2)		146 (2)	4.4	4.8	XHRM-F 92.5 Tijuana	0.9/4.5/ 33/ 954
RELIGION/GOSPEL	13 (1)		13 (1)	0.4	0.4		
SPANISH	34 (1)	76 (2)	110 (3)	3.3	2.5	KBRT 740 Avalon	0.4/0.9/ 13/ 191
CLASSICAL		107 (1)	107 (1)	3.2	4.3	KFI 640 Los Angeles	1.1/4.0/ 41/ 847
JAZZ/NEW AGE		144 (2)	144 (2)	4.3	4.1	KLOS-F 95.5 Los Angeles	0.5/2.8/ 19/ 598
UNKNOWN/OTHERS		20 (1)	20 (1)	0.6	1.8	KQLZ-F 100.3 Los Angeles	0.5/2.0/ 19/ 437
						KRTH-F 101.1 Los Angeles	0.3/1.9/ 11/ 414
						KTWV-F 94.7 Los Angeles	0.4/0.8/ 14/ 169
						KWVE-F 107.9 San Clemente	0.6/1.4/ 20/ 301
	932 (15)	2413 (24)	3345 (39)				

RADIO STATIONS

AM STATIONS

KCBQ, 1170,	50 KW/1.5 KW (DA-2),	Oldies	, \$ NA	(HNWH)	Adams
KFMB, 760,	5 KW (DA-N)	Full Service	CBS, \$180.00	(Mc-Guild)	Midwest TV
KPOP, 1360,	5 KW/1 KW	Nostalgia	NBC, UNISUP, \$ 40.00	(Katz)	Brown
KSDO, 1130,	10 KW (DA-2)	News/Talk	ABC I, \$130.00	(Durpetti)	Gannett
XTRA, 690,	50 KW (DA-2)	Talk	ABC E, CNN, \$ 40.00	(MMR)	Noble

KSON and KKLQ are basically simulcast with their FM stations.

FM STATIONS

KCBQ, 105.3,	29 KW @ 620	Oldies	UNIULT, \$ 85.00	(HNWH)	Adams
KFMB, 100.7,	30 KW @ 620	AC	, \$105.00	(Mc-Guild)	Midwest TV
KFSD, 94.1,	100 KW @ 641	Classical	, \$ 75.00	(HNWH)	Lotus
KGB, 101.5,	50 KW @ 500	AOR	, \$170.00	(Katz)	Brown
KGMG, 102.1,	10 KW @ 980	Classic AOR	SOURCE, \$ 50.00	(Banner)	(OCEANSIDE)
KIFM, 98.1,	28 KW @ 640	Jazz	, \$ 86.00	(CBS)	
KJQY, 103.7,	36 KW @ 578	EZ	, \$ 90.00	(Group W)	Westinghouse
KKLQ, 106.5,	50 KW @ 440	CHR	, \$175.00	(Christal)	Edens
KKYY, 94.9,	22 KW @ 702	AC	, \$ 80.00	(Republic)	
KMLO, 107.1,	3 KW @ 300	Soft AC	, \$ 40.00	(---)	(FALLBROOK)
KSDO, 102.9,	32 KW @ 617	Classic AOR	, \$ 68.00	(Durpetti)	
KSON, 97.3,	50 KW @ 440	Country	, \$135.00	(Banner)	Jeff-Pilot
KYXY, 96.5,	41 KW @ 540	AC	, \$ 70.00	(HNWH)	
XHRM, 92.5,	50 KW @ 350	Black	ABC F, \$ 48.00	(K & P)	(TIJUANA)
XLTN, 104.5,	57 KW @ 677	Hispanic	, \$ 40.00	(Katz Hisp)	(TIJUANA)
XTRA, 91.1,	100 KW @ 688	AOR	, \$ 98.00	(MMR)	Noble (TIJUANA)

SAN FRANCISCO

Arbitron Rank/Pop (12+): 4/5,088,700
 MSA Rank/Pop: 28/4,760,000
 ADI # 5
 Average Person Ratings: 16.7
 Market TSL: 22.00 hours

Stations: 57/53
 Diaries: 4082/1247:1/50.1%
 Sample Target: 2860
 % Below Line: 1.9
 % Not Listed: 10.2

1990 Revenue: \$183,600,000
 HH Inc.: \$45,752
 Retail \$: 39.0 Bil
 Pop per Station: 96,013
 #1 Biller: KGO \$25,000,000

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. KGO (N/T)	704/ 8.3	7.0	6.2	7.4	8.2	7.2	828/12054	9899/19.5	15.3	19.8	8.0	664	7130	KGO
2. KFRC (BB)	447/ 5.3	4.9	4.6	4.2	3.6	4.8	533/6367	5346/10.5	10.7	9.4	2.7	226	3749	KFRC
3. KMEL-F (CHR)	443/ 5.2	5.3	5.4	5.5	4.9	5.3	502/7619	6750/13.3	13.9	13.4	7.9	653	8739	KMEL-F
4. KCBS (N/T)	400/ 4.7	4.8	4.3	4.9	6.1	4.7	484/9507	7911/15.5	13.5	20.1	3.7	304	5857	KCBS
5. KOIT-AF (AC)	382/ 4.4	3.8	5.0	5.2	4.8	4.6	386/5994	5739/11.3	12.7	13.1	2.7	182	2369	KOIT-AF
6. KIOI-F (AC)	293/ 3.4	3.8	3.2	3.7	2.6	3.5	302/5425	5218/10.3	10.6	9.8	3.5	293	4196	KIOI-F
7. KSAN-F (C)	262/ 3.1	2.5	3.0	2.4	2.6	2.8	270/3687	3547/ 7.0	7.0	7.3	3.9	321	4366	KSAN-F
8. KABL-AF (EZ/SAC)	261/ 3.1	2.6	2.1	3.8	4.6	2.9	271/4068	3773/ 7.4	8.0	10.9	2.4	154	2118	KABL-AF
9. KITS-F (CHR/AOR)	256/ 3.0	2.9	1.5	2.3	1.8	2.4	270/4049	3788/ 7.4	5.0	6.4	4.1	340	3340	KITS-F
10. KDFC-AF (CL)	242/ 2.9	2.1	2.6	2.5	2.6	2.5	248/3767	3619/ 7.1	7.4	7.6	1.1	79	1402	KDFC-AF
11. KNBR (MOR/FS)	222/ 2.6	5.1	4.6	2.5	3.7	3.7	296/6694	4975/ 9.8	13.0	13.2	2.3	190	3447	KNBR
12. KXXX-F (CHR)	218/ 2.6	2.8	2.7	2.7	2.7	2.7	227/4411	4234/ 8.3	9.2	9.7	3.5	288	5034	KXXX-F
13. KSOL-F (B)	213/ 2.5	3.2	3.2	2.7	2.9	2.9	221/4873	4656/ 9.1	8.5	8.4	4.1	177	2663	KSOL-F
14. KBLX-AF (J/NA)	204/ 2.4	2.2	1.8	2.5	1.9	2.2	209/3508	3417/ 6.7	5.4	5.6	3.1	257	3864	KBLX-AF
15. KKSF-F (J/NA)	193/ 2.3	2.0	2.4	2.7	2.7	2.3	198/3180	3102/ 6.1	6.5	6.3	2.6	220	3156	KKSF-F
16. KSFO (O)	191/ 2.2	3.4	2.7	1.3	2.0	2.4	204/4200	3863/ 7.6	9.4	8.2	2.2	179	3805	KSFO
17. KRQR-F (AOR)	187/ 2.2	3.3	2.6	2.9	2.9	2.8	203/4096	3788/ 7.4	8.5	7.8	3.2	266	4285	KRQR-F
18. KFOG-F (AOR)	180/ 2.1	3.2	2.6	2.0	2.0	2.5	190/4298	4121/ 8.1	7.8	7.3	2.3	193	3651	KFOG-F
19. KBAY-F (EZ)	179/ 2.1	1.8	2.0	2.6	2.0	2.1	219/2864	2250/ 4.4	4.3	4.3	1.1	92	1498	KBAY-F
20. KKHI-AF (CL)	155/ 1.8	1.7	2.3	2.2	1.9	2.0	164/3128	2986/ 5.9	6.5	6.2	2.1	143	1847	KKHI-AF
21. KDIA (B)	147/ 1.7	1.1	1.9	1.4	1.3	1.5	147/1559	1543/ 3.0	3.5	3.1	1.2	100	1100	KDIA
22. KOME-F (AOR)	135/ 1.6	1.6	1.5	2.3	2.0	1.8	145/2601	2402/ 4.7	4.7	4.4	2.3	191	2257	KOME-F
23. KNEW (C)	129/ 1.5	1.1	1.1	1.8	1.5	1.4	133/1710	1649/ 3.2	3.0	3.9	0.4	35	909	KNEW
24. KYA -F (O)	128/ 1.5	1.5	1.7	1.4	1.1	1.5	135/2976	2665/ 5.2	5.3	4.8	1.3	105	1890	KYA -F
25. KDBQ-FF (AC)	110/ 1.3	-----	-----	-----	-----	0.3	157/3090	2495/ 4.9	0.0	0.0	0.7	11	241	KDBQ-FF
27. KHQT-F (CHR)	110/ 1.3	1.9	1.4	1.6	1.2	1.5	111/1901	1852/ 3.6	4.2	3.9	2.1	172	2181	KHQT-F
28. KSJO-F (AOR)	105/ 1.2	1.5	1.5	1.4	1.1	1.4	132/2905	2576/ 4.9	4.8	4.1	2.1	177	2663	KSJO-F
29. KBRG-F (SP)	102/ 1.2	1.1	1.3	0.8	1.5	1.1	102/1095	1083/ 2.1	2.4	2.1	0.7	62	948	KBRG-F
30. KARA-F (AC)	93/ 1.1	1.0	0.9	1.3	1.1	1.1	96/1717	1641/ 3.2	2.5	3.6	1.0	82	962	KARA-F
30. KEZR-F (AC)	82/ 1.0	1.0	1.0	1.1	0.8	1.0	95/1954	1835/ 3.6	3.3	3.0				KEZR-F
31. KJAZ-F (J/NA)	78/ 0.9	0.9	1.3	0.8	1.1	1.0	78/1488	1462/ 2.9	3.1	3.6	0.9	76	1415	KJAZ-F
32.														
33.														
34.														
35.														

12+ FM SHARE (METRO): 63.35% (4835 of 7632) (FAL 89: 60.74%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KMEL-F>	1 KMEL-F	1 KMEL-F	1 KGO	1 KGO	1 KGO	> 1 KGO	> 1 KGO	1 KGO	1 KMEL-F	1 KGO >
2 KXXX-F>	2 KITS-F	KGO <	2 KOIT-AF	2 KOIT-AF	2 KFRC	2 KCBS	2 KFRC	2 KFRC	2 KGO >	2 KCBS
3 KSOL-F	3 KOIT-AF	3 KOIT-AF	3 KIOI-F	3 KIOI-F	3 KCBS	> 3 KMEL-F	3 KOIT-AF	3 KMEL-F	3 KNBR	3 KNBR
4 KSFM-F<	KIOI-F	4 KIOI-F	4 KBLX-AF	4 KSAN-F<	4 KOIT-AF	4 KFRC	4 KCBS	4 KOIT-AF	4 KSOL-F<	4 KOIT-F
5 KHQT-F	5 KSOL-F	5 KITS-F	5 KSAN-F	5 KCBS	5 KDFC-AF<	5 KOIT-AF	5 KIOI-F	5 KCBS	5 KOIT-AF	5 KDIA >
6	6 KRQR-F	6 KBLX-AF	KMEL-F<	6 KBLX-AF	6 KABL-AF	6 KNBR	6 KABL-AF	6 KSAN-F	6 KITS-F	6 KIOI-F
7	7 KXXX-F<	KSAN-F	7 KKSF-F	7 KMEL-F	7 KNBR	KITS-F	7 KMEL-F	KITS-F	7 KIOI-F	7 KMEL-F
8	8 KGO <	KRQR-F<	8 KITS-F	8 KKSF-F	KBAY-F	KIOI-F	8 KDFC-AF	KIOI-F	8 KXXX-F	8 KBLX-F
9	9 KBLX-AF	9 KFOG-F	KCBS <	9 KABL-AF	9 KSAN-F	9 KABL-AF	9 KSAN-F	9 KDFC-AF	9 KSFO	9 KSAN-F
10	10 KSAN-F	10 KKSF-F	10 KFOG-F	KITS-F	10	KSAN-F	10	10 KABL-AF	KCBS	KFRC
									KBLX-AF	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54	
1 KMEL-F>	1 KMEL-F	1 KIOI-F<	1 KOIT-AF	1 KOIT-AF<	1 KMEL-F>	1 KMEL-F	1 KITS-F	1 KGO >	1 KGO >	
2 KITS-F	2 KOIT-AF	2 KBLX-AF	2 KIOI-F<	2 KIOI-F	2 KITS-F	2 KITS-F	2 KRQR-F<	2 KMEL-F	2 KOIT-AF	
3 KXXX-F	3 KIOI-F	3 KOIT-AF>	3 KMEL-F	3 KBLX-AF	3 KSOL-F	3 KRQR-F	3 KMEL-F<	3 KRQR-F<	KCBS	
4 KOIT-AF	4 KITS-F	4 KMEL-F<	4 KBLX-AF	KGO	4 KRQR-F	4 KSOL-F	4 KGO <	4 KITS-F	4 KRQR-F	
5 KHQT-F	5 KBLX-AF>	5 KITS-F	5 KITS-F	5 KSAN-F	5 KXXX-F	KGO	5 KFOG-F	5 KOIT-AF	5 KNBR	
6 KSOL-F	6 KXXX-F	6 KSAN-F	6 KSAN-F	6 KMEL-F	6 KGO	6 KFOG-F	6 KIOI-F	6 KFOG-F	KFOG-F	
KBRG-F	7 KSOL-F	7 KKSF-F	KGO	7 KABL-AF<	7 KFOG-F	7 KXXX-F	7 KSAN-F	7 KCBS	7 KSAN-F<	
8 KIOI-F	KSAN-F	8 KSOL-F	8 KABL-AF<	8 KKSF-F	8 KOME-F	KOME-F	8 KOME-F	8 KIOI-F	8 KIOI-F	
9 KOME-F	9	KDIA <	9 KKSF-F	9 KSFO	9 KBRG-F	KIOI-F	9 KSJO-F	9 KKSF-F	9 KKSF-F<	
10	10	10 KGO	10	10 KITS-F	10	10 KSAN-F	10	10 KSOL-F	10 KMEL-F	
								KDIA	10 KNBR	KITS-F

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONT&MP		1172 (7)	1172 (7)	15.4	13.4	KAZA 1290 Gilroy	0.4/0.5/ 36/ 321
AOR/CLASSIC		641 (5)	641 (5)	8.4	8.9	KEAR-F 106.9 San Francisco	0.4/0.7/ 39/ 516
AC/OLDIES/SOFT ROCK	331 (4)	1091 (9)	1422 (13)	18.6	16.5	KEEN 1370 San Jose	0.8/1.7/ 72/ 861
MOR/VARIETY	222 (1)		222 (1)	2.9	4.2	KFAX 1100 San Francisco	0.3/1.4/ 32/ 749
COUNTRY	238 (3)	315 (3)	553 (6)	7.2	6.1	KHTT-F 92.9 Healdsburg/SnRsa	0.3/1.0/ 46/ 705
BLACK/URBAN	147 (1)	213 (1)	360 (2)	4.7	4.6	KIQI 1010 San Francisco	0.6/1.7/ 56/ 915
BEAUTIFUL/EASY	26 (1)	414 (2)	440 (3)	5.8	7.4	KKIQ-F 101.7 Livermore/Plsnt	0.4/1.1/ 36/ 574
NEWS/TALK	1104 (2)		1104 (2)	14.5	16.2	KLIV 1590 San Jose	0.4/1.1/ 36/ 574
NOSTALGIA	483 (2)		483 (2)	6.3	4.6	KNTA 1430 Santa Clara/SJ	0.5/0.8/ 43/ 397
RELIGION/GOSPEL	29 (1)	33 (1)	62 (2)	0.8	0.6	KOFY 1050 San Mateo/SF	0.8/2.0/ 73/1062
SPANISH	131 (3)	102 (1)	233 (4)	3.1	4.9	KRTY-F 95.3 Los Gatos	0.3/1.6/ 29/ 893
CLASSICAL	67 (2)	330 (2)	397 (4)	5.2	5.0	KWSS-F 94.5 Gilroy	0.6/2.7/ 89/2095
JAZZ/NEW AGE	19 (1)	456 (3)	475 (4)	6.2	6.5	KXFX-F 101.7 Santa Rosa	0.4/1.1/ 32/ 580
UNKNOWN/OTHERS		68 (2)	68 (2)	0.9	1.0	KZST-F 100.1 Santa Rosa	0.4/1.4/ 34/ 748
						KRAK 1140 Sacramento	0.4/1.2/149/2172
						KRAK-F 105.1 Sacramento	0.3/0.9/267/3319
						KSFM-F 102.5 Woodland	0.7/1.9/229/3429
						KZAP-F 98.5 Sacramento	0.4/0.9/164/2654
	2797 (21)	4835 (36)	7632 (57)				

RADIO STATIONS

AM STATIONS

KABL, 960, 5 KW (DA-1)	, EZ/SOFT AC	UNISUP, \$ N/A (Crystal)	Shamrock
KCBS, 740, 50 KW (DA-2)	, NEWS/TALK	CBS, \$ 230.00 (CBS)	CBS
KDIA, 1310, 5 KW (DA-1)	, BLACK	, \$ 50.00 (---)	
KEST, 1450, 1 KW	, TALK/RELIGION	, \$ 40.00 (---)	Douglas
KFAX, 1100, 50 KW (DA-1)	, RELIGION	, \$ 40.00 (---)	Salem
KFRC, 610, 5 KW	, NOSTALGIA	MBS, UNISUP, \$ 70.00 (Republic)	RKO
KGO, 810, 50 KW	, NEWS/TALK	ABC I, \$ 340.00 (Banner)	Cap. Cities/ABC
KIQI, 1010, 10 KW/500W (DA-1)	, HISPANIC	, \$ 58.00 (Caballero)	
KNBR, 680, 50 KW	, FULL SERVICE	NBC, \$ 189.00 (Eastman)	Susquehanna
KNEW, 910, 5 KW (DA-N)	, COUNTRY	, \$ 70.00 (McGuild)	Malrite
KSFO, 560, 5 KW (DA-N)	, OLDIES	UNIPWR, \$ 105.00 (MMR)	King

FM STATIONS

KABL, 98.1, 100 KW @ 960,	EZ/SOFT AC	UNISUP, \$ 150.00 (Crystal)	Shamrock
KBLX, 102.9, 7 KW @ 1290,	JAZZ/URBAN	, \$ 130.00 (HNWH)	Inner City
KBRG, 104.9, 3 KW @ 300,	HISPANIC	, \$ 55.00 (Katz Hisp)	(FREMONT)
KDFC, 102.1, 33 KW @ 1050,	CLASSICAL	, \$ 79.00 (CMBS)	
KFOG, 104.5, 8 KW @ 1452,	AOR	SOURCE, \$ 110.00 (Eastman)	Susquehanna
KIOI, 101.3, 125 KW @ 1162,	AC	, \$ 175.00 (Durpetti)	Fairmont
KITS, 105.3, 15 KW @ 1200,	CHR/AOR	ABC F, \$ 140.00 (Republic)	Entercom
KKHI, 95.7, 7 KW @ 1290,	CLASSICAL	, \$ 77.00 (HNWH)	Buckley
KJAZ, 92.7, 2 KW @ 397,	JAZZ	, \$ 80.00 (Roslin)	(ALAMEDA)
KKSF, 103.7, 8 KW @ 1470,	JAZZ/NAC	, \$ 147.00 (Banner)	Brown
KMEL, 106.1, 69 KW @ 1290,	CHR	, \$ 190.00 (Crystal)	Century
KDBK, 98.9, 6 KW @ 1355,	AC	, \$ 70.00 (Katz)	Viacom
KOIT, 96.5, 33 KW @ 1410,	SOFT AC	, \$ 175.00 (Torbet)	Bonneville
KRQR, 97.3, 82 KW @ 1100,	AOR	CBS, \$ 150.00 (CBS)	CBS
KSAN, 94.9, 30 KW @ 1207,	COUNTRY	, \$ 160.00 (McGuild)	Malrite
KSOL, 107.7, 9 KW @ 1162,	BLACK	APR, \$ 135.00 (MMR)	United
KXXX, 99.7, 45 KW @ 1241,	CHR	, \$ 100.00 (McGuild)	Emmis
KYA, 93.3, 50 KW @ 492,	OLDIES	, \$ 95.00 (MMR)	King

MISCELLANEOUS: KDBK-F simulcasts with KDBQ in San Jose . . . KFRC - Sold by RKO to Bedford for \$8,000,000 . . .
 KXXX-F - From Emmis to Bedford for \$18,500,000 (MVP) . . .

SAN JOSE

Arbitron Rank/Pop (12+): 30/1,229,100
 MSA Rank/Pop: 31/1,470,000
 San Francisco ADI
 Average Person Ratings: 15.7
 Market TSL: 20.50 hours

Stations: 46/16
 Diaries: 1458/843:1/48.2%
 Sample Target: 1470
 % Below Line: NA
 % Not Listed: NA

1990 Revenue: \$30,600,000
 HH Inc.: \$51,455
 Retail \$: 12.6 Bil
 Pop per Station: 76,818
 #1 Biller: KOME-F \$5,800,000

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING		SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. KBAY-F (EZ)	139/ 7.2	5.8	6.5	7.0	6.2	6.6	216/2737	1644/13.4	12.3	12.3		3.7	71	1127	KBAY-F
2. KHQT-F (CHR)	103/ 5.4	7.7	5.2	6.2	4.5	6.1	111/1898	1728/14.1	13.8	14.2		8.4	163	1918	KHQT-F
3. KOME-F (AOR)	98/ 5.1	4.6	3.9	6.8	4.8	5.1	139/2443	1374/11.2	11.2	12.5		6.0	117	1694	KOME-F
4. KARA-F (AC)	80/ 4.2	3.9	3.6	4.8	4.2	4.1	90/1544	1322/10.8	9.1	12.9		3.3	64	822	KARA-F
5. KEZR-F (AC)	74/ 3.8	4.2	3.7	3.8	3.1	3.9	85/1849	1457/11.9	11.5	10.5		3.4	67	1012	KEZR-F
6. KSJO-AF (AOR)	70/ 3.7	3.9	3.6	4.0	2.2	3.8	125/2534	1414/11.5	11.6	10.6		5.9	115	1712	KSJO-AF
7. KEEN (C)	66/ 3.4	1.2	2.5	1.8	1.3	2.2	72/843	676/ 5.5	3.7	4.2		0.5	10	397	KEEN
8. KWSS-F (CHR)	45/ 2.3	2.6	3.2	2.2	3.5	2.6	82/1962	1114/ 9.1	12.5	13.1		2.5	48	1551	KWSS-F
9. KDFC-AF (CL)	37/ 2.0	1.0	1.9	1.9	1.9	1.7	115/1810	736/ 6.0	5.8	7.9		0.6	11	279	KDFC-AF
10. KAZA (SP)	32/ 1.7	1.4	3.1	0.7	1.7	1.7	36/299	244/ 2.0	2.8	2.6		2.5	49	292	KAZA
11. KLIV (BB)	27/ 1.4	1.6	1.2	1.7	1.9	1.5	35/513	423/ 3.4	3.5	5.2		1.0	19	257	KLIV
12. KRTY-F (C)	25/ 1.3	2.6	1.7	0.4	1.1	1.5	29/837	641/ 5.2	5.2	4.3		2.0	39	689	KRTY-F
13. KNTA (SP)	22/ 1.1	1.6	0.9	0.6	1.7	1.0	43/377	337/ 2.7	2.2	2.4		0.4	8	325	KNTA
14. KLOK (SP)	16/ 0.8	1.7	1.1	0.7	2.4	1.1	24/606	339/ 2.8	3.6	4.1		0.9	18	333	KLOK

12+ FM SHARE (METRO): NA (FAL 89: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHQT-F>>	1 KOME-F	1 KOME-F>	1 KOME-F	1 KOME-F<	1 KBAY-F>>	1 KBAY-F<	1 KBAY-F	1 KBAY-F	1 KHQT-F>	1 KEEN
2 KWSS-F	2 KHQT-F	2 KEZR-F	2 KARA-F	2 KARA-F<	2 KEEN	2 KOME-F	2 KOME-F	2 KOME-F	2 KBAY-F>	2 KBAY-F>
3	3 KSJO-AF	KARA-F<	3 KEZR-F	3 KBAY-F	3 KARA-F>	3 KHQT-F	3 KARA-F<	3 KHQT-F	3 KEZR-F	3 KOME-F
4	4 KEZR-F>	4 KHQT-F<	4 KSJO-AF	4 KEZR-F	4 KDFC-AF<	4 KARA-F	4 KHQT-F	4 KEZR-F	4 KOME-F	4 KHQT-F
5	5 KARA-F	5 KSJO-AF	5 KBAY-F	5 KSJO-AF	5 KEZR-F	5 KSJO-AF	5 KEZR-F	5 KSJO-AF	5 KWSS-F	5

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

OTHER RATED STATIONS

METRO SHARE/CUME RATING

See San Francisco for more about the following stations:

KABL	0.1/1.2	KKHI-F	1.2/4.2
KABL-F	0.7/3.3	KKSF-F	2.2/5.2
KBLX	0.1/0.2	KMEL-F	1.8/6.6
KBLX-F	0.8/3.4	KNBR	1.8/7.1
KBRG-F	2.4/4.1	KNEW	0.5/1.5
KCBS	4.5/14.3	KOFY	0.9/2.3
KDBK-F	0.6/2.1	KOIT	0.6/2.4
KDBQ-F	1.0/4.6	KOIT-F	2.5/9.1
KFOG-F	1.2/5.7	KRQR-F	0.5/3.7
KFRC	1.7/4.7	KSAN-F	1.7/5.5
KGO	9.1/18.8	KSFO	1.1/4.7
KIOI-F	3.4/8.3	KYA-F	1.0/4.3
KITS-F	3.5/8.8	KSOL-F	1.6/5.2
KKHI	0.5/0.3	KXXX-F	1.8/8.1

RADIO STATIONS

KAZA, 1290, 5 KW (DAYS,DA)	, HISPANIC	CRC, \$ 35.00 (Caballers)	
KEEN, 1370, 5 KW (DA-2)	, COUNTRY	UPI, \$ 40.00 (MMR)	
KLIV, 1590, 5 KW (DA-N)	, NOSTALGIA	, \$ 40.00 (Eastman)	Empire
KLOK, 1170, 5 KW (DA-2)	, HISPANIC	, \$ 38.00 (Katz Hisp)	
KNTA, 1430, 1 KW (DA-1)	, HISPANIC	, \$ 39.00 (Lotus)	
KSJX, 1500, 10 KW/5 KW (DA-2)	, AOR	, \$ 25.00 (Katz)	Naragansett
KARA-F, 105.7, 50 KW @ 497, AC		, \$ 85.00 (Eastman)	Empire
KBAY-F, 100.3, 14 KW @ 2582, EZ/BTFL		, \$ 85.00 (MMR)	
KEZR-F, 106.5, 50 KW @ 430, AC		, \$ 69.00 (Christal)	
KHQT-F, 97.7, 1.6 KW @ 449, CHR		, \$ 55.00 (HNWH)	Anaheim
KOME-F, 98.5, 12 KW @ 881, AOR		, \$ 100.00 (Torbet)	Infinity
KRTY-F, 95.3, .4 KW @ 860, COUNTRY		, \$ 45.00 (Republic)	Crown
KSJO-F, 92.3, 50 KW @ 467, AOR		ABC R, \$ 65.00 (Katz)	Naragansett
KWSS-F, 94.5, 1.5 KW @ 2580, CHR		, \$ 70.00 (McGuild)	Nationwide
KDBQ-F, 99.1, 1 KW @ 2618, AC		UNIULT, \$ 70.00 (Katz)	Viacom

NOTE: KDBQ simulcasts with KDBK in San Francisco

MISCELLANEOUS: KWSS-F - From Nationwide to Shamrock for \$5,000,000 (E) . . . KWSS-F - Sold by Shamrock for \$5,000,000 . . .

SARASOTA-BRADENTON

Arbitron Rank/Pop (12+): 84/418,000
 MSA Rank/Pop: 146/124,120 (Sarasota)
 Tampa ADI 194/ 83,930 (Bradenton)
 Average Person Ratings: 15.7
 Market TSL: 21.50 hours

Stations: 26/9
 Diaries: 840/498:1/55.0%
 Sample Target: 840
 % Below Line: 51.0
 % Not Listed: 14.5

1990 Revenue: \$7,600,000
 HH Inc.: \$29,838
 Retail \$: 4.4 Bill
 Pop per Station: 46,444
 #1 Biller: NA

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume
1. WDUV-F (EZ)	112/17.1	19.1	----	22.2	----	----	136/1333	1117/26.7	29.7	0.0			WDUV-F
2. WYNF-F (AOR)	66/10.1	8.1	----	8.8	----	----	73/771	654/15.6	13.0	0.0			WYNF-F
3. WFLZ-F (CHR)	61/ 9.3	7.6	----	5.7	----	----	74/889	723/17.3	14.2	0.0			WFLZ-F
4. WWRM-F (SAC)	45/ 6.9	6.0	----	4.1	----	----	45/679	671/16.1	13.1	0.0			WWRM-F
5. WSRZ-F (CHR)	29/ 4.4	3.7	----	7.5	----	----	29/413	413/ 9.9	10.7	0.0			WSRZ-F
6. WMTX-F (AC)	24/ 3.7	1.5	----	2.5	----	----	24/300	300/ 7.2	6.9	0.0			WMTX-F
WHVE-F (J/NA)	24/ 3.7	3.6	----	3.1	----	----	27/467	393/ 9.4	10.0	0.0			WHVE-F
8. WFLA (N/T)	22/ 3.4	3.6	----	3.5	----	----	24/325	284/ 6.8	7.1	0.0			WFLA
9. WAMR (BB)	21/ 3.2	4.9	----	3.8	----	----	21/195	195/ 4.7	8.3	0.0			WAMR
10. WSUN (N/T)	20/ 3.1	1.8	----	3.6	----	----	20/362	345/ 8.3	6.7	0.0			WSUN

12+ FM SHARE (METRO): 78.75% (441 of 560) (FAL 89: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFLZ-F	1 WYNF-F>	1 WYNF-F>	1 WYNF-F>>	1 WYNF-F>>	1 WDUV-F>>	1 WDUV-F<	1 WDUV-F>	1 WDUV-F>	1 WFLZ-F>	1 WAMR >
2	2 WFLZ-F>	2 WFLZ-F>	2 WSRZ-F	2 WFLZ-F	2 WWRM-F	2 WYNF-F>	2 WYNF-F>	2 WFLZ-F	2 WDUV-F>	2 WXTB-F>
3	3 WMTX-F	3 WSRZ-F	3 WFLZ-F	3 WSRZ-F	3	3 WFLZ-F	3 WWRM-F	3 WYNF-F>	3 WYNF-F	3 WYNF-F
4	4 WWRM-F	4 WWRM-F	4 WHVE-F	4 WHVE-F	4	4 WWRM-F	4 WFLZ-F<	4 WWRM-F	4 WWRM-F	4 WDUV-F
5	5	5 WMTX-F	5	5	5	5 WAMR	5 WSRZ-F	5 WSRZ-F	5 WSUN	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WMTX-F	1 WMTX-F	1 WHVE-F	1 WFLZ-F	1 WWRM-F	1 WYNF-F	1 WYNF-F>>	1 WYNF-F>>	1 WYNF-F>>	1 WYNF-F>>
WFLZ-F	WFLZ-F>	2 WMTX-F	2 WWRM-F	WFLZ-F	2 WFLZ-F>>	2 WFLZ-F>	2 WFLZ-F>	2 WFLZ-F>	2 WSRZ-F
3 WYNF-F	3 WYNF-F	WFLZ-F>	3 WMTX-F	3 WSRZ-F	3 WWRM-F	3 WWRM-F	3 WMTX-F	3 WSRZ-F>	3 WFLZ-F
WWRM-F>>	WHVE-F	4 WYNF-F>	4 WYNF-F	WHVE-F	4 WXTB-F>>	4 WXTB-F	4	4 WXTB-F	4
5 WXTB-F	5	5 WSRZ-F	5 WSRZ-F	5	5 WMTX-F	WMTX-F	5	5	5

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		99 (4)	99 (4)	17.7		WBRD 1420 Bradenton	1.2/3.3/ 8/ 136
AOR/CLASSIC		80 (2)	80 (2)	14.3		WCTQ-F 92.1 Venice/Sarasota	1.4/4.6/ 10/ 229
AC/OLDIES/SOFT ROCK		105 (6)	105 (6)	18.8		WEEJ-F 100.1 Pt. Charlotte	1.8/4.1/ 20/ 332
MOR/VARIETY	5 (1)		5 (1)	0.9		WENG 1530 Englewood	0.9/1.2/ 6/ 51
COUNTRY		21 (2)	21 (2)	3.8		WSPB 1450 Sarasota/Bradnt	0.8/1.8/ 5/ 74
BLACK/URBAN	6 (1)		6 (1)	1.1			
BEAUTIFUL/EASY		112 (1)	112 (1)	20.0		WINK-F 96.9 Fort Myers	0.8/4.1/ 27/ 443
NEWS/TALK	54 (4)		54 (4)	9.6		WKII 1090 Pt. Charlit	2.3/2.0/ 40/ 194
NOSTALGIA	54 (4)		54 (4)	9.6		WLFF 680 St. Petersburg	1.8/3.2/ 12/ 132
RELIGION/GOSPEL						WOLZ-F 95.3 Ft. Myers/Napls	0.9/1.6/ 15/ 181
SPANISH						WQYK-F 99.5 St. Petersburg	1.8/4.4/ 12/ 210
CLASSICAL						WRBQ-F 104.7 Tampa	0.6/5.2/ 5/ 258
JAZZ/NEW AGE		24 (1)	24 (1)	4.3		WRXB 1590 St.Pete Beach	0.9/0.0/ 6/ 69
UNKNOWN/OTHERS						WTKN 570 Pinellas Pk/Tmp	0.6/2.8/ 4/ 116
						WUSA-F 100.7 Tampa	1.2/4.1/ 8/ 171
						WXTB-F 97.9 Clearwater/Tmpa	2.1/6.4/ 14/ 267
						WYUU-F 92.5 Safety Harbor	1.5/4.8/ 10/ 199
	119 (10)	441 (16)	560 (26)				

RADIO STATIONS

WAMR , 1320, 5 KW/1 KW (DA-2), Nostalgia NBC UNISUP, \$18.00 (K & P)
 WBRD , 1420, 2.5 KW/1 KW (DA-2), Talk SUN ABC T, \$16.00 (Christal)
 WCTQ-F, 92.1, 3.3 KW @ 295 , Country NBC, \$18.00 (K & P)
 WDUV-F, 103.3, 100 KW @ 576 , Btfl/EZ MBS, \$70.00 (Christal)
 WSRZ-F, 106.3, 3 KW @ 300 , CHR , \$40.00 (Eastman) Wilks-Schwartz

Other ranked stations -- See Tampa Miscellaneous Comments: WSRZ sold by Wilks-Schwartz to Dick Harris for \$250,000...

SAVANNAH

Arbitron Rank/Pop (12+): 147/219,000

Stations: 17/16
Diaries: 586/374:1/48.5%
Sample Target: 610
% Below Line: 1.1
% Not Listed: 10.3

1990 Revenue: \$9,300,000
HH Inc.: \$29,760
Retail \$: 1.8 Bill
Pop per Station: 13,687
#1 Biller: WCHY-AF \$2,050,000

MSA Rank/Pop: 175/253,000

ADI # 102

Average Person Ratings: 15.9

Market TSL: 21.00 hours

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume
1. WEAS-F (B)	57/16.3	18.3	----	18.3	----	----	70/797	556/25.4	26.2	0.0	24.7	90	759
2. WIXV-F (AOR)	45/12.9	11.3	----	8.9	----	----	89/869	408/18.6	16.8	0.0	15.1	55	482
3. WSOK (B)	35/10.0	12.1	----	10.5	----	----	35/346	346/15.8	19.0	0.0	6.0	22	300
4. WCHY-F (C)	32/ 9.2	14.6	----	15.4	----	----	69/1142	440/20.1	22.1	0.0	14.5	53	433
5. WAEV-F (AC)	29/ 8.3	7.0	----	8.6	----	----	47/814	473/21.6	19.7	0.0	7.9	29	438
6. WJCL-F (EZ)	26/ 7.4	4.6	----	7.8	----	----	36/461	296/13.5	11.3	0.0	4.4	16	216
7. WZAT-F (CHR)	24/ 6.9	9.2	----	10.5	----	----	83/1267	501/22.9	20.2	0.0	8.8	32	657
8. WLOW-F (BB)	17/ 4.9	2.4	----	1.1	----	----	21/256	151/ 6.9	5.5	0.0	2.2	8	107
9. WBMQ (N/T)	15/ 4.3	0.5	----	0.5	----	----	18/203	157/ 7.2	1.4	0.0	1.6	6	107
10. WGCO-F (O)	12/ 3.4	2.2	----	----	----	----	34/574	246/11.2	6.3	0.0	2.5	9	252

12+ FM SHARE (METRO): 80.51% (252 of 313) (FAL 89: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WEAS-F	1 WIXV-F	1 WIXV-F	1 WIXV-F	1 WIXV-F	1 WSOK	1 WSOK	1 WIXV-F	1 WEAS-F	1 WEAS-F	1 WEAS-F
2 WZAT-F	2 WEAS-F	2 WEAS-F	2 WEAS-F	2 WEAS-F	2 WJCL-F	2 WIXV-F	2 WAEV-F	2 WIXV-F	2 WIXV-F	2 WJCL-F
3 WIXV-F	3 WZAT-F	3 WAEV-F	3 WAEV-F	3 WAEV-F	3 WCHY-F	3 WEAS-F	3 WCHY-F	3 WCHY-F	3 WZAT-F	3 WCHY-F
4	4 WAEV-F	4 WCHY-F	4 WSOK	4 WCHY-F	4 WAEV-F	4 WCHY-F	4 WJCL-F	4 WAEV-F	4 WSOK	4 WSOK
5	5 WCHY-F	5 WZAT-F	5 WCHY-F	5 WSOK	5 WLOW-F	5 WAEV-F	5 WEAS-F	5 WZAT-F	5 WCHY-F	5 WIXV-F
6	6	6 WSOK	6	6	6 WEAS-F	6 WJCL-F	6 WSOK	6 WJCL-F	6	6 WHTK-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WEAS-F	1 WEAS-F	1 WEAS-F	1 WEAS-F	1 WEAS-F	1 WIXV-F	1 WIXV-F	1 WIXV-F	1 WIXV-F	1 WIXV-F
2 WZAT-F	2 WIXV-F	2 WIXV-F	2 WAEV-F	2 WAEV-F	2 WEAS-F	2 WEAS-F	2 WEAS-F	2 WEAS-F	2 WEAS-F
3 WCHY-F	3 WZAT-F	3 WAEV-F	3 WSOK	3 WSOK	3 WZAT-F	3 WZAT-F	3 WZAT-F	3 WCHY-F	3 WAEV-F
4 WAEV-F	4 WAEV-F	4 WZAT-F	4 WZAT-F	4 WCHY-F	4 WCHY-F	4 WAEV-F	4 WAEV-F	4 WAEV-F	4 WCHY-F
5 WIXV-F	5 WCHY-F	5	5 WIXV-F	5 WIXV-F	5	5 WAEV-F	5	5 WZAT-F	5 WBMQ
6	6	6	6 WCHY-F	6 WJCL-F	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		26 (2)	26 (2)	8.3		WCHY 1290 Savannah	0.6/1.4/ 2/ 43
AOR/CLASSIC		45 (1)	45 (1)	14.4		WEAS 900 Savannah	0.9/3.7/ 3/ 100
AC/OLDIES/SOFT ROCK		49 (4)	49 (4)	15.7		WHTK-F 99.7 Pt. Royal	0.6/4.9/ 23/ 436
MOR/VARIETY						WIZA 1450 Savannah	0.9/2.2/ 3/ 49
COUNTRY	2 (1)	32 (1)	34 (2)	10.9		WSGA 1400 Savannah	0.9/3.6/ 3/ 88
BLACK/URBAN	35 (1)	57 (1)	92 (2)	29.4		WYKZ-F 98.7 Beaufort	1.1/4.7/ 29/ 381
BEAUTIFUL/EASY		26 (1)	26 (1)	8.3			
NEWS/TALK	15 (1)	15 (1)	15 (1)	4.8		WIJY-F 107.9 Hilton Head	1.1/3.1/ 7/ 197
NOSTALGIA	3 (1)	17 (1)	20 (2)	6.4			
RELIGION/GOSPEL	6 (2)		6 (2)	1.9			
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	61 (6)	252 (11)	313 (17)				

RADIO STATIONS

WIZA , 1450, 1 KW	, Gospel	ABC I, \$ 8.00 (---)	Interurban
WSOK , 1400, 1 KW	, Black/Gospel	SBN, \$18.00 (Banner)	Opus
WAEV-F, 97.3, 100 KW @ 992	, AC	ABC D, \$33.00 (Banner)	Opus
WCHY-F, 94.1, 100 KW @ 1320	, Country	ABC E, \$42.00 (Torbet)	Roth
WEAS-F, 93.1, 100 KW @ 310	, Black	ABC D, \$25.00 (Durpetti)	Interurban
WIXV-F, 95.5, 100 KW @ 857	, AOR	, \$30.00 (Katz)	
WJCL-F, 96.5, 100 KW @ 1160	, EZ	NBC UNIULT, \$21.00 (HNWH)	Lewis
WLOW-F, 106.9, 50 KW @ 443	, Nostalgia	MBS, \$13.00 (---)	(BLUFFTON, SC)
WYKZ-F, 98.7, 100 KW @ 710	, AC	, \$20.00 (Christal)	(BEAUFORT)
WZAT-F, 102.1, 100 KW @ 1321	, CHR	ABC C, \$34.00 (Mc-Guild)	Gulf Atlantic

Miscellaneous Comments: WSOK, WAGU-F purchased for \$3,900,000 (E) by Opus from Love...

SEATTLE-TACOMA

Arbitron Rank/Pop (12+): 14/2,14,300
 MSA Rank/Pop: 23/2,450,000 (Seattle)
 ADI # 15 90 (Tacoma)
 Average Person Ratings: 16.0
 Market TSL: 21.00 hours

Stations: 35/35
 Diaries: 1977/1120:1/56.3%
 Sample Target: 1890
 % Below Line: 0.0
 % Not Listed: 10.1

1990 Revenue: \$88,600,000
 HH Inc.: \$37,172
 Retail \$: 21.0 Bill
 Pop per Station: 63,265
 #1 Biller: KIRO \$17,500,000

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. KIRO (N/T)	308/ 8.7	10.2	9.5	9.0	8.7	9.4	355/6201	5384/24.3	24.4	26.7	7.3	254	4653	KIRO
2. KPLZ-F (CHR)	246/ 7.0	6.9	6.7	8.0	9.1	7.2	297/4650	3983/18.0	19.1	20.4	6.6	230	3660	KPLZ-F
3. KMPS-AF (C)	223/ 6.3	6.8	6.3	6.9	5.8	6.6	289/3501	2927/13.2	12.3	12.5	7.1	231	2693	KMPS-AF
4. KOMO (MOR/FS)	194/ 5.5	5.2	4.7	4.7	5.3	5.0	237/4638	4154/18.8	13.0	17.6	4.4	153	2845	KOMO
5. KUBE-F (CHR)	183/ 5.2	5.2	6.1	6.3	6.0	5.7	209/4295	3869/17.5	17.6	17.4	7.9	276	4298	KUBE-F
6. KLSY-AF (AC)	171/ 4.8	4.6	3.8	3.3	3.0	4.1	180/3039	2820/12.7	10.6	9.5	3.6	122	1896	KLSY-AF
7. KRPM-AF (C)	167/ 4.7	3.1	3.5	2.9	3.2	3.5	210/2765	2227/10.1	7.8	8.5	4.5	147	1547	KRPM-AF
8. KXR-F (AOR)	159/ 4.5	4.5	5.0	4.2	4.2	4.6	173/2532	2216/10.0	11.5	10.3	4.7	165	2442	KXR-F
9. KING-F (CL)	148/ 4.2	3.9	2.7	4.0	3.5	3.7	153/2348	2178/ 9.8	9.2	8.6	4.1	142	1741	KING-F
10. KBSG-AF (O)	144/ 4.1	3.0	3.3	3.7	3.3	3.5	170/2710	2255/10.2	10.6	10.3	2.3	79	1463	KBSG-AF
11. KZOK-F (CL AOR)	135/ 3.8	5.2	4.3	2.9	3.2	4.1	150/2675	2383/10.8	13.8	11.1	3.9	136	2291	KZOK-F
KISW-F (AOR)	135/ 3.8	4.8	5.0	4.4	4.7	4.5	159/2522	2109/ 9.5	11.8	11.6	5.2	182	2489	KISW-F
13. KBRD-F (EZ)	112/ 3.2	3.5	3.7	4.1	5.3	3.6	135/1902	1653/ 7.5	8.2	9.5	1.6	55	875	KBRD-F
14. KIXI (BB)	106/ 3.0	4.0	3.9	2.6	3.7	3.4	120/1794	1619/ 7.3	7.9	8.6	1.9	65	1347	KIXI
15. KING (N/T)	102/ 2.9	3.0	2.3	3.2	2.8	2.8	115/1844	1648/ 7.4	6.3	9.4	3.9	135	1478	KING
16. KLTX-F (SAC)	97/ 2.7	2.1	3.1	2.9	2.9	2.7	120/2167	1782/ 8.0	7.9	9.0	3.4	117	1296	KLTX-F
17. KMGI-F (AC)	92/ 2.6	2.5	1.9	1.5	2.5	2.1	103/1758	1534/ 6.9	6.6	5.8	1.3	47	735	KMGI-F
18. KKNW-F (J/NA)	76/ 2.1	1.7	1.9	3.1	1.8	2.2	78/1359	1292/ 5.8	4.9	5.7	3.2	112	1183	KKNW-F
19. KSEA-F (AC)	55/ 1.6	2.6	2.9	3.1	2.5	2.5	58/1339	1214/ 5.5	6.7	7.4	1.1	38	649	KSEA-F
20. KCMS-F (REL)	51/ 1.4	1.2	1.6	1.9	1.8	1.5	60/891	781/ 3.5	4.4	4.9	3.0	104	906	KCMS-F
21. KVI (O)	48/ 1.4	1.3	1.6	1.7	1.8	1.5	52/1340	1211/ 5.5	4.7	6.4	1.7	58	824	KVI
22. KZIZ-AA (B)	45/ 1.3					0.3	45/294	294/ 1.3	0.0	0.0				KZIZ-AA
23. KJR (O)	43/ 1.2	1.1	1.1	1.7	1.6	1.3	47/1301	1197/ 5.4	4.7	6.7	1.0	34	822	KJR
24.														
25.														

12+ FM SHARE (METRO): 68.65% (2183 of 3180) (FAL 89: 69.51%)

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

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

FORMATS					FAL 89		OTHER RATED STATIONS			METRO CUME TSA TSA	
	AM	FM	TOTAL	%	%				SHARE/RTG/AQH/CUME		
TOP 40/CHR/CONTEMP		429 (2)	429 (2)	13.6	16.8	KCIS	630	Edmonds	0.6/2.1/	27/ 554	
AOR/CLASSIC	30 (2)	462 (4)	492 (6)	15.5	14.8	KEZX	1150	Seattle	0.4/1.0/	16/ 265	
AC/OLDIES/SOFT ROCK	97 (4)	553 (5)	650 (9)	20.4	19.4	KEZX-F	98.9	Seattle	0.9/2.7/	36/ 691	
MOR/VARIETY	194 (1)		194 (1)	6.1	5.9	KGNW	820	Burien/Seattle	0.7/2.0/	25/ 451	
COUNTRY	51 (3)	352 (2)	403 (5)	12.7	10.1	KKFX	1250	Seattle	0.5/1.9/	16/ 431	
BLACK/URBAN	61 (3)		61 (3)	1.9	0.4	KWYZ	1230	Everett	0.4/0.6/	13/ 144	
BEAUTIFUL/EASY		112 (1)	112 (1)	3.5	5.8	KZOK	1590	Seattle	0.4/1.2/	15/ 273	
NEWS/TALK	410 (2)		410 (2)	12.9	12.8						
NOSTALGIA	106 (1)		106 (1)	3.3	4.1						
RELIGION/GOSPEL	48 (2)	51 (1)	99 (3)	3.1	3.4						
SPANISH											
CLASSICAL		148 (1)	148 (1)	4.7	3.9						
JAZZ/NEW AGE		76 (1)	76 (1)	2.4	2.0						
UNKNOWN/OTHERS					0.5						
	997 (18)	2183 (17)	3180 (35)								

RADIO STATIONS

AM STATIONS

KBLE, 1050, 5 KW/543 W	, RELIGION	, \$ 25.00 (---	
KCIS, 630, 5 KW/2.5 KW (DA-2)	, RELIGION	UPI, \$ 38.00 (---	
KING, 1090, 50 KW (DA-2)	, TALK	NBC, \$ 60.00 (MMR)	King
KIRO, 710, 50 KW (DA-N)	, NEWS/TALK	CBS, \$ 260.00 (Torbet)	Bonneville
KIXI, 880, 50 KW/10 KW (DA-2)	, NOSTALGIA	UNISUP UNILT, \$ 54.00 (Republic)	Noble
KJR, 950, 5 KW (DA-1)	, OLDIES	, \$ 55.00 (HNWH)	Ackerly
KKFX, 1250, 5 KW (DA-N)	, BLACK	ABC C, \$ 38.00 (HNWH)	Bingham
KLSY, 1540, 5 KW (DA-N)	, SEE KLSY-F		
KMPS, 1300, 5 KW (DA-N)	, SEE KMPS-F		
KOMO, 1000, 50 KW (DA-N)	, FULL SERVICE	ABC I, \$ 130.00 (Katz)	
KVI, 570, 5 KW	, OLDIES	, \$ 50.00 (Durpetti)	Golden West

FM STATIONS

KBRD, 103.7, 100 KW @ 1670, EZ	UNISUP, \$ 70.00 (Republic)	Entercom
KBSG, 97.3, 55 KW @ 2393, OLDIES	, \$ 92.00 (Torbet)	Viacom
KCMS, 105.3, 115 KW @ 720, RELIGION	UPI, \$ 47.00 (---	
KEZX, 98.9, 100 KW @ 1110, EZ	ABC E, \$ 60.00 (Republic)	Park
KING, 98.1, 100 KW @ 698, CLASSICAL	, \$ 68.00 (MMR)	King
KISW, 99.9, 100 KW @ 1148, AOR	, \$ 98.00 (McGuild)	Nationwide
KLSY, 92.5, 58 KW @ 2342, AC	APR ABC C, \$ 75.00 (Banner)	Sandusky
KLTX, 95.7, 100 KW @ 1178, SOFT AC	, \$ 62.00 (HNWH)	Ackerly
KMGI, 107.7, 100 KW @ 1194, AC	UNISUP, \$ 64.00 (CBS)	Noble
KMPS, 94.1, 100 KW @ 1194, COUNTRY	APR, \$ 140.00 (McGuild)	EZ
KKNW, 106.9, 100 KW @ 819, JAZZ/NAC	, \$ 70.00 (Durpetti)	Brown
KPLZ, 101.5, 100 KW @ 1200, CHR	, \$ 123.00 (Durpetti)	Golden West
KRPM, 106.1, 32 KW @ 2342, COUNTRY	, \$ 67.00 (Christal)	Heritage
KSEA, 100.7, 100 KW @ 736, SOFT AC	, \$ 60.00 (Torbet)	Bonneville
KUBE, 93.3, 100 KW @ 1290, CHR	, \$ 160.00 (MMR)	Cook Inlet
KXRX, 96.5, 100 KW @ 1223, CLASSIC AOR	, \$ 95.00 (Katz)	Shamrock
KZOK, 102.5, 100 KW @ 1157, AOR	, \$ 67.00 (Eastman)	Adams

MISCELLANEOUS: KEZX-F - From AOR to EZ (Sept) . . . KNUA-F changes to KKNW-F (August) . . .

SHREVEPORT

Arbitron Rank/Pop (12+): 113/326,500
 MSA Rank/Pop: 134/360,000
 Average Person Ratings: 17.4
 Market TSL: 23.00 hours

Stations: 13/12
 Diaries: 852/383:1/56.0%
 Sample Target: 770
 % Below Line: 6.9
 % Not Listed: 10.2

1990 Revenue: \$8,800,000
 HH Inc.: \$25,952
 Retail \$: 2.6 Bil
 Pop per Station: 27,208
 #1 Biller: KRMD-AF \$2,100,000

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. KRMD-AF (C)	85/15.0	14.0	18.1	13.8	17.6	----	149/1557	922/28.2	25.4	27.3	18.0	91	953	KRMD-AF
2. KMJJ-F (B)	76/13.4	9.5	11.6	9.5	13.0	----	81/772	672/20.6	17.0	19.7	11.1	59	632	KMJJ-F
3. KDKS-F (B)	57/10.1	15.4	11.4	11.0	9.9	----	67/726	635/19.4	22.4	21.3	16.0	85	795	KDKS-F
4. KTAL-F (AOR)	46/ 8.1	4.7	4.4	7.3	5.3	----	94/921	451/13.8	10.7	12.6	10.2	54	474	KTAL-F
5. KVKI-F (AC)	45/ 7.9	7.2	8.9	6.7	4.8	----	54/927	670/20.5	16.4	18.0	8.6	46	632	KVKI-F
6. KTUX-F (CHR)	39/ 6.9	8.3	7.5	6.4	7.3	----	88/1398	518/15.9	19.6	16.8	8.3	44	666	KTUX-F
7. KWKH (C)	36/ 6.3	3.6	6.0	7.5	4.4	----	41/452	356/10.9	11.2	12.4	2.3	12	201	KWKH
8. KOKA (REL)	33/ 5.8	5.7	5.0	5.8	8.2	----	37/432	364/11.1	11.6	8.7	3.9	21	224	KOKA
9. KITT-F (AC)	32/ 5.6	7.5	8.0	6.9	6.9	----	62/1070	529/16.2	15.9	18.8	5.3	28	390	KITT-F
10. KEEL (BB)	31/ 5.5	5.6	6.2	8.4	4.6	----	43/574	420/12.9	12.1	12.8	4.5	24	437	KEEL
11. KWKH-F (C)	24/ 4.2	5.7	4.4	6.0	4.0	----	38/684	372/11.4	13.5	13.0	6.2	33	489	KWKH-F
12.														
13.														
14.														
15.														

12+ FM SHARE (METRO): 78.98% (402 of 509) (FAL 89: 78.10%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KTUX-F	1 KTAL-F	1 KRMD-AF	1 KRMD-AF	1 KRMD-AF	1 KRMD-AF	1 KRMD-AF	1 KRMD-AF	1 KRMD-AF	1 KMJJ-F	1 KOKA
KMJJ-F	2 KMJJ-F	2 KMJJ-F	2 KMJJ-F	2 KMJJ-F	2 KWKH	2 KMJJ-F	2 KMJJ-F	2 KMJJ-F	2 KDKS-F	2 KMJJ-F
3 KDKS-F	3 KDKS-F	3 KDKS-F	3 KVKI-F	3 KVKI-F	3 KMJJ-F	3 KVKI-F	3 KDKS-F	3 KDKS-F	3 KRMD-AF	3 KRMD-F
4 KTAL-F	4 KRMD-AF	4 KTAL-F	4 KDKS-F	4 KDKS-F	KEEL	4 KDKS-F	4 KTAL-F	4 KTAL-F	4 KTAL-F	4 KWKH
5	5 KVKI-F	5 KVKI-F	5 KITT-F	5 KITT-F	5 KOKA	5 KWKH	5 KEEL	5 KVKI-F	5 KTUX-F	5 KDKS-F
							6 KITT-F	6 KEEL		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KMJJ-F	1 KDKS-F	1 KDKS-F	1 KRMD-AF	1 KRMD-AF	1 KTAL-F	1 KTAL-F	1 KTAL-F	1 KRMD-AF	1 KRMD-AF
2 KRMD-AF	2 KMJJ-F	2 KMJJ-F	2 KMJJ-F	2 KVKI-F	2 KMJJ-F	2 KMJJ-F	2 KRMD-AF	2 KTAL-F	2 KMJJ-F
3 KDKS-F	3 KRMD-AF	3 KVKI-F	3 KDKS-F	3 KDKS-F	3 KDKS-F	3 KRMD-AF	3 KTUX-F	3 KMJJ-F	3 KTAL-F
4 KTUX-F	4 KVKI-F	4 KTAL-F	4 KVKI-F	4 KMJJ-F	4 KRMD-AF	4 KDKS-F	4 KMJJ-F	4 KDKS-F	4 KITT-F
5 KVKI-F	5 KTUX-F	5 KRMD-AF	5 KITT-F	5 KITT-F	5	5 KTUX-F	KITT-F	5 KITT-F	5
	KTAL-F	KTAL-F	KTUX-F	KITT-F			KITT-F		

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		39 (1)	39 (1)	7.7	8.0	KASO 1240 Minden	0.9/2.8/ 5/ 93		
AOR/CLASSIC		46 (1)	46 (1)	9.0	4.8				
AC/OLDIES/SOFT ROCK		77 (2)	77 (2)	15.1	18.1				
MOR/VARIETY									
COUNTRY	43 (3)	107 (2)	150 (5)	29.5	31.2				
BLACK/URBAN		133 (2)	133 (2)	26.1	24.6				
BEAUTIFUL/EASY									
NEWS/TALK									
NOSTALGIA	31 (1)		31 (1)	6.1	6.7				
RELIGION/GOSPEL	33 (1)		33 (1)	6.5	6.1				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS					0.6				
	107 (5)	402 (8)	509 (13)						

RADIO STATIONS

KEEL , 710, 50 KW/5 KW (DA-2),	Nostalgia	ABC I UNISUP, \$27.00	(Katz)	Multimedia
KOKA , 980, 5 KW/80 W	Gospel	SBN NBC, \$18.00	(HNWH)	
KDKS-F, 92.1, 3 KW @ 301	Black	UNISUP UNIULT, \$26.00	(Durpetti)	(BENTON)
KITT-F, 93.7, 100 KW @ 1010	AC	ABC FM, \$36.00	(Katz)	Multimedia
KMJJ-F, 100.1, 3 KW @ 300	Black	SBN, \$29.00	(HNWH)	Sun Group
KRMD-F, 101.1, 100 KW @ 1120	Country	, \$50.00	(Republic)	AmCom
KTAL-F, 98.1, 100 KW @ 1328	AOR	, \$23.00	(Banner)	(TEXARKANA)
KTUX-F, 98.9, 100 KW @ 720	CHR	, \$30.00	(Banner)	(CARTHAGE)
KVKI-F, 96.5, 100 KW @ 797	AC	, \$31.00	(Christal)	Encore
KWKH-F, 94.5, 100 KW @ 320	Country	MBS, \$43.00	(Christal)	Great Empire

SPOKANE

Arbitron Rank/Pop (12+): 101/350,800
 MSA Rank/Pop: 130/359,000
 ADI # 77
 Average Person Ratings: 16.5
 Market TSL: 22.00 hours

Stations: 16/16
 Diaries: 784/447:1/59.6%
 Sample Target: 790
 % Below Line: 0.0
 % Not Listed: 13.6

1990 Revenue: \$10,900,000
 HH Inc.: \$27,026
 Retail \$: 2.9 B11
 Pop per Station: 21,925
 #1 Biller: KGA/KDRK-F \$2,200,000

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume
1. KZZU-F (CHR)	85/14.7	15.0	14.4	15.6	14.8	----	107/1242	866/24.7	29.2	28.8	19.3	116	1085
2. KISC-F (AC)	58/10.0	9.1	10.1	9.2	10.9	----	88/951	643/18.3	17.7	19.4	12.6	76	786
3. KDRK-F (C)	57/9.8	8.1	7.7	8.6	8.9	----	92/962	666/19.0	16.8	15.5	10.6	64	811
4. KEZE-F (AOR)	48/8.3	7.6	8.8	7.2	5.6	----	59/787	579/16.5	14.2	12.0	12.8	77	710
5. KXLY-F (EZ)	39/6.7	8.4	9.5	11.1	9.9	----	56/753	512/14.6	15.3	16.5	4.7	28	493
6. KXLY (N/T)	35/6.0	5.1	5.7	4.6	6.8	----	42/653	520/14.8	13.7	14.9	4.8	29	528
7. KKZX-F (CL AOR)	33/5.7	6.7	5.7	6.3	5.8	----	37/479	389/11.1	12.6	13.6	7.5	45	594
8. KGA (C)	32/5.5	4.9	5.6	4.1	5.5	----	44/506	311/8.9	11.4	13.7	2.5	15	208
9. KKPL-F (AC)	20/3.5	4.4	5.2	5.3	3.1	----	29/644	443/12.6	12.2	16.7	2.0	12	374
10. KAQQ (BB)	18/3.1	5.1	1.3	3.3	3.1	----	25/370	237/6.8	8.2	5.0	1.3	8	172
11. KEYF-F (J/NA)	17/2.9	3.0	1.8	0.5	1.5	----	18/322	296/8.4	9.6	6.3	2.7	16	247
12. KTRW (C)	16/2.8	3.4	4.8	2.4	2.7	----	18/211	178/5.1	6.3	8.4	2.2	13	146
13. KJRB (O)	13/2.2	2.0	2.7	2.2	1.4	----	16/265	212/6.0	6.3	7.8	0.8	5	167
KCDA-F (AC)	13/2.2	1.3	0.7	1.9	0.9	----	13/178	176/5.0	4.9	2.0	2.3	14	158
15. KAAR-F (O)	11/1.9	2.5	2.0	1.7	----	----	15/328	260/7.4	7.1	7.4	2.5	15	218

12+ FM SHARE (METRO): 76.20% (381 of 500) (FAL 89: 75.20%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZZU-F	1 KZZU-F	1 KZZU-F	1 KISC-F>	1 KISC-F>	1 KDRK-F	1 KZZU-F	1 KISC-F	1 KZZU-F>	1 KZZU-F>>	1 KXLY
2	2 KEZE-F<	KISC-F	2 KEZE-F<	2 KDRK-F	2 KXLY	2 KDRK-F<	2 KZZU-F<	2 KISC-F	2 KISC-F	KEZE-F>
3	3 KISC-F>	3 KEZE-F	3 KDRK-F	3 KEZE-F>	3 KXLY-F	3 KISC-F	3 KDRK-F	KDRK-F	3 KEZE-F	3 KZZU-F
4	4 KKZX-F	4 KDRK-F	4 KZZU-F	4 KZZU-F	4 KGA	4 KXLY	4 KXLY-F	4 KEZE-F>	4 KDRK-F	KTRW
5	5 KDRK-F	5 KKZX-F	5 KKZX-F	5 KKZX-F	5 KISC-F	5 KEZE-F	5 KEZE-F	5 KXLY-F	5 KXLY	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KZZU-F>>	1 KZZU-F	1 KISC-F>>	1 KISC-F	1 KISC-F>>	1 KZZU-F>	1 KEZE-F>>	1 KEZE-F>>	1 KEZE-F>	1 KEZE-F>
2 KKZX-F	2 KISC-F>>	2 KZZU-F>	2 KZZU-F>>	2 KZZU-F	2 KEZE-F	2 KKZX-F	2 KKZX-F	2 KKZX-F<	2 KDRK-F
KKPL-F	3 KDRK-F	3 KDRK-F	3 KDRK-F	3 KDRK-F	3 KKZX-F>>	3 KZZU-F	3 KISC-F	3 KDRK-F	3 KKZX-F
KISC-F	4	KCDA-F	4	4	4 KJRB	4 KDRK-F	KDRK-F>>	4 KZZU-F	4 KISC-F
KDRK-F	5	5	5	5	KDRK-F	5 KISC-F	5	5 KISC-F	5

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		85 (1)	85 (1)	17.0	16.4	KVNI 1080 Coeur D Alene	0.9/2.7/ 5/ 103
AOR/CLASSIC		81 (2)	81 (2)	16.2	16.6		
AC/OLDIES/SOFT ROCK	13 (1)	102 (4)	115 (5)	23.0	24.6		
MOR/VARIETY	5 (1)		5 (1)	1.0	1.4		
COUNTRY	48 (2)	57 (1)	105 (3)	21.0	20.7		
BLACK/URBAN							
BEAUTIFUL/EASY		39 (1)	39 (1)	7.8	10.9		
NEWS/TALK	35 (1)		35 (1)	7.0	6.6		
NOSTALGIA	18 (1)		18 (1)	3.6			
RELIGION/GOSPEL							
SPANISH							
CLASSICAL							
JAZZ/NEW AGE		17 (1)	17 (1)	3.4	2.0		
UNKNOWN/OTHERS					0.8		
	119 (6)	381 (10)	500 (16)				

RADIO STATIONS

KAQQ , 590, 5 KW	Nostalgia	UNISUP CNN, \$16.00	(Katz)	Home News
KGA , 1510, 50 KW (DA-N)	Country	ABC I, \$ NA	(Eastman)	John Price
KJRB , 790, 5 KW (DA-N)	Oldies	UNISUP UNIULT, \$15.00	(Mc-Guild)	Apollo
KTRW , 970, 5 KW/1 KW (DA-N)	Country	UNIULT, \$17.00	(Christal)	Highsmith
KXLY , 920, 5 KW	News/Talk	CBS MBS, \$22.00	(Torbet)	Morgan Murphy
KAAR-F, 95.3, 1.3 KW @ 485	Oldies	, \$15.00	(---)	(MEDICAL LAKE)
KCDA-F, 103.1, 2 KW @ 1535	AC	UNISUP UNIULT, \$10.00	(---)	(COEUR d'ALENE)
KDRK-F, 93.7, 56 KW @ 2380	Country	, \$50.00	(Eastman)	John Price
KEYF-F, 101.1, 100 KW @ 843	Jazz/NAC	, \$18.00	(Republic)	(CHENEY)
KEZE-F, 105.7, 100 KW @ 1910	AOR	UNIPWR, \$33.00	(Mc-Guild)	Apollo
KISC-F, 98.1, 94 KW @ 2031	AC	, \$39.00	(Katz)	Home News
KKPL-F, 96.1, 56 KW @ 2380	AC	UNISUP, \$23.00	(Republic)	(OPPORTUNITY)
KKZX-F, 98.9, 100 KW @ 1614	Classic AOR	, \$28.00	(Banner)	
KXLY-F, 99.9, 37 KW @ 2998	EZ	, \$30.00	(Torbet)	Morgan Murphy
KZZU-F, 92.9, 85 KW @ 2080	CHR	, \$38.00	(Christal)	Highsmith

MISCELLANEOUS: KTRW, KZZU-F - From Olympia to Harbor for \$1,600,000 (E) . . . KHDL, KKPL-F sold for \$2,300,000 . . .

SPRINGFIELD, MA

Arbitron Rank/Pop (12+): 72/506,400
 MSA Rank/Pop: 88/596,000
 ADI # 98
 Average Person Ratings: 17.7
 Market TSL: 23.25 hours

Stations: 27/14
 Diaries: 911/556:1/52.6%
 Sample Target: 935
 % Below Line: 27.4
 % Not Listed: 14.5

1990 Revenue: \$11,400,000
 HH Inc.: \$34,910
 Retail \$: 4.7 Bill
 Pop per Station: 36,171
 #1 Biller: NA

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. WHYN-F (AC)	93/10.4	8.5	9.4	10.9	8.5	9.8	102/1281	1173/23.2	25.0	23.0	6.9	56	1014	WHYN-F
2. WAQY-F (AOR)	75/ 8.4	10.1	9.0	9.8	9.6	9.3	77/1166	1092/21.6	24.7	20.5	12.2	99	1179	WAQY-F
3. WMAS-F (AC)	70/ 7.8	7.6	7.8	6.1	8.5	7.3	70/952	952/18.8	18.0	18.1	7.3	59	721	WMAS-F
4. WPKX-F (C)	67/ 7.5	1.8	---	---	---	2.3	68/605	584/11.5	0.0	0.0	6.2	50	477	WPKX-F
5. WHYN (MOR)	65/ 7.3	7.7	7.4	5.8	7.1	7.1	67/850	805/15.9	18.1	16.0	4.4	36	634	WHYN
6. WTIC-F (CHR)	50/ 5.6	7.5	8.0	8.6	7.5	7.4	50/999	980/19.4	22.0	20.9	11.3	92	1255	WTIC-F
WMAS (BB)	50/ 5.6	4.8	6.0	7.4	7.7	5.9	50/504	504/10.0	12.2	11.3	4.2	34	392	WMAS
8. WRCH-F (EZ/SAC)	34/ 3.8	3.4	4.1	4.4	6.5	3.9	34/445	445/ 8.8	11.0	14.1	2.5	20	258	WRCH-F
9. WAAF-F (AOR)	32/ 3.6	2.1	2.7	2.9	1.9	2.8	44/624	499/ 9.9	10.1	9.0	6.5	53	679	WAAF-F
10. WCCC-F (AOR)	23/ 2.6	3.3	3.1	3.7	4.1	3.2	24/506	472/ 9.3	10.2	10.7	3.6	29	558	WCCC-F
WSPR (T)	23/ 2.6	3.5	2.2	1.4	1.3	2.4	26/411	382/ 7.5	6.8	6.2	2.3	19	264	WSPR
12. WDRC-F (O)	19/ 2.1	1.9	2.3	2.3	2.8	2.1	21/490	472/ 9.3	7.4	8.1	1.0	8	366	WDRC-F
13. WREB (T)	17/ 1.9	1.5	3.2	1.7	0.8	2.1	17/170	165/ 3.3	4.0	3.5	0.6	5	128	WREB
14. WWYZ-F (C)	15/ 1.7	4.1	4.1	4.4	3.8	3.6	15/286	286/ 5.6	9.1	6.9	1.0	8	196	WWYZ-F
WKSS-F (CHR)	15/ 1.7	2.3	2.6	2.3	1.1	2.2	15/420	420/ 8.3	9.5	8.4	2.6	21	649	WKSS-F
WHMP-F (CHR)	15/ 1.7	1.6	1.5	2.3	2.1	1.8	15/304	294/ 6.4	10.1	8.7	2.0	16	391	WHMP-F
WHMP (MOR)	15/ 1.7	2.6	1.5	1.9	1.7	1.9	15/304	294/ 5.8	4.5	4.6	1.5	12	204	WHMP
18.														
19.														
20.	12+ FM SHARE (METRO):	71.97%	(552 of 767)	(FAL 89: 70.55%)										

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTIC-F	1 WAQY-F	1 WAQY-F	1 WHYN-F	1 WHYN-F	1 WHYN-F	1 WHYN-F	1 WHYN-F	1 WHYN-F	1 WAQY-F	1 WAQY-F
2 WAAF-F	2 WMAS-F	2 WHYN-F	2 WMAS-F	2 WMAS-F	2 WHYN	2 WHYN	2 WMAS-F	2 WAQY-F	2 WAAF-F	2 WAAF-F
3 WHMP-F	3 WTIC-F	3 WMAS-F	3 WPKX-F	3 WPKX-F	3 WPKX-F	3 WMAS-F	3 WAQY-F	3 WPKX-F	3 WTIC-F	3 WTIC
4 WAQY-F	4 WHYN-F	4 WPKX-F	4 WAQY-F	4 WMAS	4 WMAS	4 WAQY-F	4 WPKX-F	4 WMAS-F	4 WHYN-F	4 WHYN-F
5 WRSI-F	5 WCCC-F	5 WTIC-F	5 WHYN	5 WHYN	5 WMAS-F	5 WPKX-F	5 WMAS	5 WHYN	5 WHYN	5 WDRC-F
6	6 WAAF-F	6	6 WTIC-F	6	6 WRCH-F	6 WHYN	6 WTIC-F	6	6	6 WMAS-F
7	7 WPKX-F	7	7	7	7	7 WMAS	7	7 WMAS	7	7
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		WOM 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAQY-F	1 WMAS-F	1 WMAS-F	1 WHYN-F	1 WHYN-F	1 WAQY-F	1 WAQY-F	1 WAQY-F	1 WAQY-F	1 WAQY-F	1 WAQY-F
2 WTIC-F	2 WTIC-F	2 WHYN-F	2 WMAS-F	2 WMAS-F	2 WAAF-F	2 WCCC-F	2 WCCC-F	2 WHYN-F	2 WHYN-F	2 WHYN-F
3 WMAS-F	3 WAQY-F	3 WTIC-F	3 WTIC-F	3 WPKX-F	3 WTIC-F	3 WPKX-F	3 WMAS-F	3 WPKX-F	3 WPKX-F	3 WPKX-F
4 WHYN-F	4 WHYN-F	4 WPKX-F	4 WAQY-F	4 WTIC-F	4 WCCC-F	4 WHYN-F	4 WHYN-F	4 WCCC-F	4 WCCC-F	4 WHYN
5 WPKX-F	5 WPKX-F	5 WAQY-F	5 WPKX-F	5 WHYN	5 WKSS-F	5 WTIC-F	5 WTIC-F	5 WMAS-F	5 WMAS-F	5 WMAS-F
6	6	6 WWYZ-F	6	6	6 WHYN-F	6 WMAS-F	6	6 WAAF-F	6 WCCC-F	6 WCCC-F

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER	RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		80 (3)	80 (3)	10.4	12.5	WACE	730	Chicopee	0.8/2.6/	8/ 154
AOR/CLASSIC		141 (4)	141 (4)	18.4	20.4	WIXY	1600	East Longmeadow	0.7/2.7/	6/ 139
AC/OLDIES/SOFT ROCK		194 (5)	194 (5)	25.3	26.6	WNNZ	640	Westfield	1.3/4.4/	12/ 232
MOR/VARIETY	94 (3)		94 (3)	12.3	13.2	WTTT	1430	Amherst	0.7/1.7/	6/ 87
COUNTRY		82 (2)	82 (2)	10.7	4.8					
BLACK/URBAN					9.3	WHCN-F	105.9	Hartford	1.2/6.5/	11/ 330
BEAUTIFUL/EASY		45 (2)	45 (2)	5.9	9.3	WIOF-F	104.1	Waterbury	0.8/3.4/	7/ 171
NEWS/TALK	52 (3)		52 (3)	6.8	2.5	WRSI-F	95.3	Greenfield	1.1/1.9/	14/ 150
NOSTALGIA	62 (3)		62 (3)	8.1	9.3	WRSI-F	96.1	Worcester	1.2/3.9/	17/ 288
RELIGION/GOSPEL	7 (1)		7 (1)	0.9	1.0	WTIC	1080	Hartford	1.6/5.4/	14/ 275
SPANISH						WZMX-F	93.7	Hartford	0.6/1.4/	5/ 70
CLASSICAL										
JAZZ/NEW AGE										
UNKNOWN/OTHERS		10 (1)	10 (1)	1.3	0.5					
	215 (10)	552 (17)	767 (27)							

RADIO STATIONS

WHMP, 1400, 1 KW	MOR	NBC	\$ 17.00 (K & P)	Sillerman
WHYN, 560, 5 KW/1 KW (DA-2)	MOR/FULL SER.	ABC I	\$ 39.00 (McGuild)	Wilks-Schwartz
WMAS, 1450, 1 KW	NOSTALGIA	CBS, UNISUP	\$ 25.00 (Banner)	Lappin
WNNZ, 640, 50 KW/1 KW (DA-2)	OLDIES	UNIULT, CBS	\$ 18.00 (K & P)	
WREB, 930, 500 W (DAYS)	TALK		\$ 16.00 (---)	
WSPR, 1270, 5 KW/1 KW (DA-2)	TALK	MBS, APR	\$ 19.00 (Roslin)	
WAQY-F, 102.1, 17 KW @ 782, AOR		ABC F	\$ 60.00 (Katz)	Sunshine
WHMP-F, 99.3, 3 KW @ 322, CHR			\$ 25.00 (K & P)	Sillerman
WHYN-F, 93.1, 9 KW @ 1000, AC/OLDIES			\$ 65.00 (McGuild)	Wilks-Schwartz
WMAS-F, 94.7, 50 KW @ 195, AC		MBS	\$ 54.00 (Banner)	Lappin
WPKX-F, 97.9, 1.1 KW @ 500, COUNTRY			\$ NA (Enfield)	

OTHER RANKED STATIONS -- See Hartford
 MISCELLANEOUS: WIXY/WAQY-F - Sold by Sunshine to Saga for \$7,800,000 (E) (Blackburn) . . .

STOCKTON

Arbitron Rank/Pop (12+): 87/402,500

Stations: 35/9
Diaries: 909/443:1/53.3%
Sample Target: 820
% Below Line: 58.9
% Not Listed: 15.5

1990 Revenue: \$8,100,000
HH Inc.: \$33,548
Retail \$: 3.0 Bil
Pop per Station: 44,722
#1 Biller: KFMR-F \$1,200,000

MSA Rank/Pop: 104/487,000
ADI # 21 (w/Sacramento)
Average Person Ratings: 15.7
Market TSL: 21.25 hours

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. KBEE-F (EZ)	52/ 8.2	6.5	5.9	3.8	5.5	----	52/595	595/14.8	11.5	13.6	4.9	29	442	KBEE-F
2. KHOP-F (CHR)	47/ 7.4	7.3	6.8	10.4	4.4	----	47/698	698/17.3	21.4	22.1	8.3	49	807	KHOP-F
3. KWIN-F (CHR)	37/ 5.9	2.2	2.0	3.6	3.6	----	37/581	581/14.4	9.6	9.6	7.1	42	684	KWIN-F
4. KRAK (C)	34/ 5.4	5.3	5.7	5.6	9.1	----	34/398	398/ 9.9	9.0	10.4	3.7	22	309	KRAK
5. KMEL-F (CHR)	33/ 5.2	3.9	4.4	4.3	2.1	----	33/437	437/10.9	8.4	9.3	6.6	39	556	KMEL-F
6. KFMR-F (C)	31/ 4.9	3.3	3.4	3.1	6.5	----	31/495	495/12.3	8.2	10.0	4.9	29	365	KFMR-F
7. KCBS (N/T)	23/ 3.6	4.4	2.9	3.9	3.2	----	23/432	432/10.7	10.3	10.9	3.6	21	434	KCBS
8. KJOY-F (AC)	21/ 3.3	4.5	5.5	4.8	2.7	----	21/324	324/ 8.0	8.8	9.5	3.1	18	186	KJOY-F
9. KWOD-F (CHR)	20/ 3.2	1.6	1.1	2.5	2.5	----	20/381	381/ 9.5	6.4	5.9	2.6	15	389	KWOD-F
10. KNBR (MOR)	18/ 2.8	3.1	6.2	4.6	3.0	----	18/356	356/ 8.8	10.8	16.3	2.9	17	356	KNBR
11. KWG (O)	17/ 2.7	3.6	2.8	4.1	4.1	----	17/267	267/ 6.6	8.6	7.3	4.4	26	253	KWG
12. KOSO-F (AC)	15/ 2.4	1.1	1.6	2.5	0.9	----	15/259	259/ 6.4	5.6	4.5	1.7	10	275	KOSO-F
14. KSTN-F (SP)	15/ 2.4	3.9	2.8	1.2	2.8	----	15/220	220/ 5.5	6.9	6.3	0.7	4	160	KSTN-F

12+ FM SHARE (METRO): 69.66% (372 of 534) (FAL 89: 63.91%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KWIN-F	1 KHOP-F	1 KHOP-F	1 KHOP-F	1 KRAK	1 KBEE-F	1 KHOP-F	1 KBEE-F	1 KHOP-F	1 KMEL-F	1 KHOP-F
2 KHOP-F	2 KMEL-F	2 KMEL-F	2 KFMR-F	2 KFMR-F	2 KRAK	2 KRAK	2 KRAK	2 KBEE-F	2 KHOP-F	2 KOSO-F
3 KMEL-F	KWIN-F	KWIN-F	3 KRAK	3 KHOP-F	3 KCBS	3 KBEE-F	3 KWIN-F	3 KWIN-F	3 KBEE-F	3 KMEL-F
4	4 KFMR-F	KFMR-F	4 KWIN-F	KBEE-F	4 KFMR-F	4 KWIN-F	4 KFMR-F	4 KMEL-F	4 KSTN	KCBS
5	5 KOSO-F	5 KRAK	5	5 KWIN-F	5 KWG	5 KFMR-F	5 KHOP-F	5 KRAK	5 KCBS	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KHOP-F	1 KHOP-F	1 KFMR-F	1 KHOP-F	1 KFMR-F	1 KMEL-F	1 KHOP-F	1 KHOP-F	1 KHOP-F	1 KRAK
2 KWIN-F	KWIN-F	2 KWIN-F	2 KWIN-F	2 KBEE-F	2 KHOP-F	2 KMEL-F	2 KRAK	2 KMEL-F	2 KNBR
3 KWOD-F	3 KFMR-F	3 KHOP-F	KFMR-F	3 KRAK	3 KZAP-F	3 KZAP-F	KOSO-F	3 KZAP-F	KHOP-F
4 KMEL-F	4 KWOD-F	4 KJOY-F	4 KWOD-F	KSGO-F	4 KOSO-F	KOSO-F	KMEL-F	KRAK	4 KBEE-F
KJOY-F	KJOY-F	5	5 KMEL-F	5 KHOP-F	5	5 KDJK-F	KDJK-F	KNBR	KFMR-F

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		149 (6)	149 (6)	27.9	19.3	KCVR 1570 Lodi	1.6/3.4/ 10/ 137
AOR/CLASSIC		47 (5)	47 (5)	8.8	9.5	KJAX 1280 Stockton	0.9/4.1/ 6/ 167
AC/OLDIES/SOFT ROCK	20 (2)	67 (8)	87 (10)	16.3	10.8	KSGO-F 100.9 TRACY	2.1/5.0/ 13/ 200
MOR/VARIETY	18 (1)		18 (1)	3.4	7.5	KSTN 1420 STOCKTON	1.9/6.8/ 12/ 275
COUNTRY	41 (2)	42 (2)	83 (4)	15.5	17.2		
BLACK/URBAN					2.6	KDJK-F 95.1 OAKDALE	1.7/5.6/ 11/ 224
BEAUTIFUL/EASY		52 (1)	52 (1)	9.7	14.2	KFBK 1530 SACRAMENTO	1.6/2.3/ 10/ 93
NEWS/TALK	50 (4)		50 (4)	9.4	8.1	KFOG-F 104.5 San Francisco	0.5/1.0/ 3/ 42
NOSTALGIA	11 (1)		11 (1)	2.1	2.8	KFRC 610 SAN FRANCISCO	1.7/3.9/ 11/ 155
RELIGION/GOSPEL						KGO 810 SAN FRANCISCO	1.7/4.7/ 11/ 189
SPANISH	22 (2)	15 (1)	37 (3)	6.9	6.7	KHYL-F 101.1 Auburn/Sacramento	0.9/3.0/ 6/ 119
CLASSICAL						KOIT-F 96.5 San Francisco	0.5/1.2/ 3/ 64
JAZZ/NEW AGE					1.4	KRAK-F 105.1 SACRAMENTO	1.7/5.5/ 11/ 220
UNKNOWN/OTHERS						KRXQ-F 93.7 Roseville/Scrmnt	0.8/2.5/ 5/ 101
						KSPM-F 102.5 WOODLAND	0.9/3.9/ 6/ 155
						KSFO 560 SAN FRANCISCO	0.5/2.1/ 3/ 86
						KTRB 650 MODESTO/STOCKTON	1.1/2.7/ 7/ 107
						KUBB-F 96.3 Mariposa	0.5/0.9/ 3/ 37
						KVFX-F 96.7 Manteca	2.2/6.2/ 14/ 248
						KXXX-F 99.7 San Francisco	0.9/2.7/ 6/ 109
						KYA -F 93.3 San Francisco	0.5/0.9/ 3/ 38
						KYMX-F 96.1 Sacramento	0.5/1.2/ 3/ 48
						KZAP-F 98.5 SACRAMENTO	2.2/5.3/ 14/ 215

RADIO STATIONS

KCVR , 1570, 5 KW/500 W (DA-2), Hispanic
KJAX , 1280, 1 KW (DA-N) , Talk
KSTN , 1420, 5 KW/1KW (DA-2) , Hispanic
KWG , 1230, 1 KW , Oldies

, \$14.00 (Lotus)
MBS TALKNT, \$10.00 (Christal)
ABC C, \$15.00 (Roslin)
MBS UNISUP, \$17.00 (Katz) Home News

KFMR-F, 100.1, 3 KW @ 285 , Country
KJOY-F, 99.3, 2.3 KW @ 330 , Soft AC
KSTN-F, 107.3, 8 KW @ 1614 , Hispanic
KWIN-F, 97.7, 3 KW @ 300 , CHR
KSGO-F, 100.9, 3 KW @ 328 , Oldies

, \$24.00 (CBS)
UNISUP UNILT, \$23.00 (Christal)
ABC C, \$18.00 (Roslin)
, \$21.00 (MMR)
UNISUP UNILT, \$20.00 (Katz) Home News (LODI)

Other ranked stations -- See Sacramento, Modesto or San Francisco

MISCELLANEOUS: KYBB-F changes to KSGO-F . . .

SYRACUSE

Arbitron Rank/Pop (12+): 67/545,100
 MSA Rank/Pop: 79/656,000
 Average Person Ratings: 16.5
 Market TSL: 22.00 hours

Stations: 25/18
 Diaries: 1035/527:1/58.7%
 Sample Target: 970
 % Below Line: 8.8
 % Not Listed: 18.1

1990 Revenue: \$19,300,000
 HH Inc.: \$33,946
 Retail \$: 5.0 Bill
 Pop per Station: 30,283
 #1 Biller: WYYY-F \$5,100,000

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. WNTQ-F (CHR)	100/11.1	9.4	9.7	12.8	11.4	10.8	120/1831	1418/26.0	26.3	28.9	12.2	108	1585	WNTQ-F
2. WYYY-F (AC)	93/10.4	12.3	12.8	11.3	14.1	11.7	107/1748	1461/26.8	30.0	32.0	9.6	85	1127	WYYY-F
3. WSYR (MOR/FS)	88/ 9.8	8.8	9.3	9.7	9.6	9.4	99/1525	1305/23.9	21.9	25.3	10.2	90	1415	WSYR
4. WKFM-F (CL AOR)	71/ 7.9	8.3	7.9	8.0	6.2	8.0	86/1476	1099/20.2	20.8	18.5	10.4	92	1156	WKFM-F
5. WAQX-F (AOR)	61/ 6.8	6.6	7.6	7.5	6.7	7.1	66/985	896/16.4	17.0	18.8	9.4	83	1127	WAQX-F
6. WRHP-F (EZ)	59/ 6.6	4.0	7.1	5.6	6.9	5.8	82/840	617/11.3	12.5	12.5	4.9	43	351	WRHP-F
7. WHEN (MOR/FS)	44/ 4.9	3.3	3.1	3.5	3.3	3.7	50/907	677/12.4	10.4	11.4	1.8	16	341	WHEN
8. WSEN-AF (O)	41/ 4.6	4.2	3.7	5.6	5.5	4.5	51/877	688/12.6	13.2	14.1	4.3	30	432	WSEN-AF
9. WPCX-F (C)	35/ 3.9	2.2	3.2	2.8	2.1	3.0	54/741	457/ 8.4	4.8	5.9	3.3	29	346	WPCX-F
10. WFBL (BB)	20/ 2.2	2.5	2.8	2.9	4.5	2.6	22/320	287/ 5.3	7.1	9.1	1.4	12	239	WFBL
11. WEZG-F (SAC)	19/ 2.1	2.5	3.4	3.4	3.1	2.8	20/512	457/ 8.4	8.6	9.5	1.8	16	270	WEZG-F
12.														
13.														
14.														
15.	12+ FM SHARE (METRO):	74.83%	(550 of 735)	(FAL 89: 73.87%)										

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNTQ-F >>	1 WKFM-F <	1 WYYY-F	1 WYYY-F >	1 WYYY-F >	1 WSYR >	1 WSYR	1 WNTQ-F <	1 WNTQ-F	1 WNTQ-F	1 WSYR >>
2	2 WYYY-F <	2 WNTQ-F	2 WNTQ-F	2 WNTQ-F	2 WRHP-F >	2 WYYY-F	2 WYYY-F	2 WYYY-F	2 WSYR	2 WKFM-F
3	3 WAQX-F <	3 WKFM-F	3 WKFM-F	3 WKFM-F	3 WYYY-F	3 WNTQ-F >	3 WKFM-F	3 WAQX-F <	3 WKFM-F	3 WAQX-F
4	4 WNTQ-F >>	4 WAQX-F >	4 WSEN-AF	4 WSEN-AF	4 WHEN >	4 WKFM-F	4 WSYR	4 WKFM-F	4 WYYY-F	4 WYYY-F >
5	5	5 WSEN-AF	5 WAQX-F	5 WSYR <	5 WNTQ-F <	5 WHEN	5 WSYR	5 WSYR	5 WNTQ-F	5 WNTQ-F
6	6	6	6	6 WAQX-F	6 WSEN-AF <	6	6 WAQX-F	6 WRHP-F	6	6 WHEN
					7 WPCX-F	7	7 WSEN-AF			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WNTQ-F	1 WYYY-F	1 WYYY-F >	1 WYYY-F	1 WYYY-F >	1 WAQX-F >>	1 WKFM-F	1 WKFM-F >>	1 WKFM-F	1 WKFM-F
2 WYYY-F >	2 WNTQ-F >	2 WNTQ-F	2 WNTQ-F >>	2 WNTQ-F >	2 WKFM-F	2 WAQX-F >	2 WYYY-F	2 WAQX-F	2 WYYY-F >
3 WAQX-F	3 WKFM-F	3 WKFM-F	3 WKFM-F	3 WSEN-AF	3 WNTQ-F >>	3 WNTQ-F	3 WAQX-F >	3 WSEN-AF	3 WSEN-AF
4 WKFM-F >>	4 WAQX-F >>	4 WAQX-F >	4 WAQX-F	4 WSYR	4 WYYY-F	4 WYYY-F >	4 WSEN-AF	4 WNTQ-F >	4 WAQX-F
5	5	5 WSEN-AF	5 WSEN-AF	5 WKFM-F	5	5 WSEN-AF	5 WPCX-F	5 WSEN-AF	5 WSYR
6	6	6 WEZG-F	6	6 WEZG-F	6	6	6 WNTQ-F	6	6 WNTQ-F

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		103 (2)	103 (2)	14.0	13.6	WOCR 1600 Oneida	0.3/1.1/ 5/ 89
AOR/CLASSIC		143 (3)	143 (3)	19.5	17.1	WMHR-F 102.9 Syracuse	1.3/2.7/ 25/ 343
AC/OLDIES/ROCK	5 (1)	167 (6)	172 (7)	23.4	23.7	WNDR 1260 Syracuse	1.4/4.1/ 14/ 253
MOR/VARIETY	132 (2)		132 (2)	18.0	15.6	WSQP-F 101.7 Pulaski	1.6/2.4/ 15/ 153
COUNTRY	13 (1)	60 (3)	73 (4)	9.9	7.3	WVOA-F 105.1 DeRuyter/Syracuse	0.3/1.1/ 4/ 113
BLACK/URBAN						WXRA 1220 North Syracuse	1.3/2.8/ 12/ 150
BEAUTIFUL/EASY NEWS/TALK		59 (1)	59 (1)	8.0	11.7	WZOS-F 96.7 Oswego	0.3/0.9/ 3/ 50
NOSTALGIA	32 (2)		32 (2)	4.4	8.2	WFRG-F 96.1 Rome/Utica	1.2/2.4/ 33/ 392
RELIGION/GOSPEL	3 (1)	12 (1)	15 (2)	2.0	1.5	WKGW-F 104.3 Utica/Rome	0.4/2.4/ 9/ 222
SPANISH						WOUR-F 96.9 Utica	1.2/4.3/ 19/ 355
CLASSICAL		3 (1)	3 (1)	0.4		WRCK-F 107.3 Utica	0.3/2.5/ 15/ 355
JAZZ/NEW AGE						WUUU-F 102.5 Rome/Utica	1.3/2.5/ 26/ 300
UNKNOWN/OTHERS		3 (1)	3 (1)	0.4	1.2	WVOR-F 100.5 Rochester	0.3/1.0/ 18/ 391
	185 (7)	550 (18)	735 (25)				

RADIO STATIONS

WKBL, 1390, 5 KW (DA-N)	, NOSTALGIA	CNN, UNISUP, \$ 18.00 (Christal)	Wilks-Schwartz
WHEN, 620, 5 KW/1 KW (DA-N)	, MOR/AC	ABC E, \$ 30.00 (Banner)	Park
WNDR, 1260, 5 KW (DA-N)	, COUNTRY	CBS, UNISUP, \$ 16.00 (McGuild)	Osborn
WSYR, 570, 5 KW (DA-2)	, MOR/FULL SER.	NBC, \$ 70.00 (Katz)	New City
WXRA, 1200, 1 KW	, NOSTALGIA	, \$ 15.00 (Durpetti)	Levite
WAQX-F, 95.7, 25 KW @ 298, AOR		ABC R, \$ 42.00 (MMR)	Atlantic Ventures
WKFM-F, 104.7, 50 KW @ 492, CLASSIC AOR		SOURCE, \$ 44.00 (Christal)	Wilks-Schwartz
WMHR-F, 102.9, 20 KW @ 782, RELIGION		, \$ 12.00 (---)	
WNTQ-F, 93.1, 97 KW @ 660, CHR		, \$ 51.00 (McGuild)	Osborn
WRHP-F, 107.9, 50 KW @ 500, EZ		ABC D, \$ 37.00 (Banner)	Park
WSQP-F, 101.7, 2.5 KW @ 365, COUNTRY		UNIULT, \$ 20.00 (---)	(PULASKI)
WSEN-F, 92.1, 25 KW @ 200, OLDIES		CBS, UNISUP, \$ 33.00 (HNWH)	Buckley
WYYY-F, 94.5, 100 KW @ 650, AC		, \$ 110.00 (Katz)	NewCity
WEZG-F, 100.9, 3 KW @ 165, SOFT AC		UNISUP, \$ 29.00 (Durpetti)	Levite
WPCX-F, 106.9, 45 KW @ 530, COUNTRY		SMN, \$ 19.00 (Market 4)	(AUBURN)
MISCELLANEOUS: WXRA/WEZG-F	- Sold to Larry Levite for \$1,250,000 . . .		

TAMPA-ST. PETERSBURG

Arbitron Rank/Pop (12+): 21/1,846,000
 MSA Rank/Pop: 20/2,110,000
 ADI # 14
 Average Person Ratings: 17.6
 Market TSL: 23.50 hours

Stations: 28/25
 Diaries: 1711/1079:1/50.5%
 Sample Target: 1725
 % Below Line: 8.7
 % Not Listed: 11.1

1990 Revenue: \$58,500,000
 HH Inc.: \$29,615
 Retail \$: 17.2 Bil
 Pop per Station: 73,840
 #1 Biller: WRBQ-AF \$9,000,000

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. WWRM-F (SAC)	340/10.5	7.4	9.0	8.9	8.2	8.9	396/4925	3996/21.6	18.3	20.3	8.5	241	2651	WWRM-F
2. WQYK-F (C)	312/ 9.6	9.1	7.8	7.5	8.9	8.5	355/3380	2798/15.2	14.5	15.4	9.4	267	3021	WQYK-F
3. WUSA-F (AC)	261/ 8.0	6.2	7.3	5.6	7.9	6.8	280/3558	3177/17.2	15.6	16.0	5.7	161	1770	WUSA-F
4. WFLZ-F (CHR)	240/ 7.4	8.3	8.3	10.1	11.6	8.5	379/5127	3245/17.6	18.1	20.3	12.5	353	3928	WFLZ-F
5. WDUV-F (EZ)	196/ 6.0	5.5	4.9	5.4	5.4	5.4	334/3527	2122/11.5	9.8	11.8	1.9	54	716	WDUV-F
6. WRBQ-F (CHR)	184/ 5.7	5.9	7.1	8.9	8.8	6.9	213/3991	3272/17.7	20.0	23.3	7.0	197	3111	WRBQ-F
7. WYNF-F (AOR)	166/ 5.1	6.2	6.8	6.4	5.6	6.1	277/3279	2052/11.1	13.2	13.5	7.2	204	2461	WYNF-F
8. WGUL-AF (BB)	153/ 4.7	5.2	6.1	4.3	3.5	5.1	153/1742	1717/ 9.3	8.1	7.3	3.3	78	781	WGUL-AF
9. WFLA (N/T)	153/ 4.7	5.8	4.2	3.0	3.8	4.4	178/2331	1947/10.5	8.2	9.8	5.6	159	1742	WFLA
10. WYUU-F (O)	134/ 4.1	3.6	3.4	3.5	2.4	3.7	146/2019	1781/ 9.6	9.3	5.5	4.0	112	1325	WYUU-F
11. WMTX-F (AC)	128/ 3.9	5.0	3.9	3.8	3.9	4.2	154/2298	1926/10.4	10.6	10.7	3.7	106	1388	WMTX-F
12. WXTB-F (AOR)	97/ 3.0	4.7	4.5	4.4	2.2	4.2	123/1709	1288/ 7.0	10.4	7.7	8.3	234	2293	WXTB-F
13. WLWU-F (BB)	77/ 2.4	1.2	1.9	1.3	2.2	1.7	78/798	780/ 4.2	4.2	4.1	0.3	8	163	WLWU-F
14. WSUN (C)	76/ 2.3	2.4	1.9	2.4	2.0	2.3	105/1813	1322/ 7.2	6.5	7.3	2.7	76	886	WSUN
15. WHVE-F (J/NA)	66/ 2.0	3.2	3.0	2.6	2.3	2.7	107/1756	1122/ 6.1	7.7	7.2	4.0	113	1539	WHVE-F
16. WFFF (BB)	56/ 1.7	0.4	0.3	1.1	1.2	0.9	72/613	453/ 2.5	1.4	2.8				WFFF
17. WDAE (BB)	46/ 1.4	1.7	2.5	2.6	1.9	2.0	48/733	679/ 3.7	4.1	4.8	0.6	16	187	WDAE
18. WTMP (B)	37/ 1.1	1.3	1.5	2.2	1.8	1.5	39/504	461/ 2.5	3.8	3.8	1.3	38	742	WTMP
19. WTKN (N/T)	30/ 0.9	0.8	0.7	1.2	1.6	0.9	34/683	568/ 3.1	2.3	6.3	0.5	14	392	WTKN
20.														

12+ FM SHARE (METRO): 80.95% (2337 of 2887) (FAL 89: 81.14%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFLZ-F>	1 WYNF-F	1 WUSA-F<	1 WUSA-F<	1 WQYK-F	1 WWRM-F	1 WQYK-F	1 WWRM-F>	1 WWRM-F	1 WFLZ-F>	1 WFLA
2 WRBQ-F>	2 WFLZ-F	2 WQYK-F	2 WQYK-F	2 WWRM-F<	2 WQYK-F	2 WWRM-F	2 WQYK-F	2 WQYK-F	2 WQYK-F	2 WQYK-F
3	3 WUSA-F	3 WWRM-F<	3 WWRM-F	3 WUSA-F>	3 WDUV-F	3 WUSA-F<	3 WUSA-F>	3 WFLZ-F<	3 WWRM-F	3 WFLZ-F
4	4 WRBQ-F<	4 WYNF-F	4 WYNF-F	4 WYNF-F	4 WUSA-F	4 WYNF-F	4 WDUV-F<	4 WUSA-F	4 WRBQ-F	4 WWRM-F
5	5 WWRM-F	5 WFLZ-F	5 WYUU-F	5 WYUU-F	5 WGUL-AF	5 WFLZ-F	5 WGUL-AF	5 WRBQ-F	5 WUSA-F	5 WSUN
6	6 WXTB-F	6 WYUU-F	6 WMTX-F	6 WMTX-F	6 WFLA	6 WFLA	6 WRBQ-F<	6 WDUV-F	6 WSUN	6 WUSA-F
7	7 WQYK-F	7 WRBQ-F	7 WFLZ-F	7 WFLZ-F	7	7 WDUV-F	7 WYNF-F	7 WFLA	7 WFLA	7 WGUL-F
8	8 WMTX-F	8 WMTX-F	8 WRBQ-F	8 WRBQ-F	8	8 WGUL-AF	8	8	8	8
9	9 WYUU-F>	9 WXTB-F	9	9	9	9 WRBQ-F	9	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WFLZ-F>	1 WUSA-F	1 WUSA-F	1 WUSA-F	1 WUSA-F<	1 WFLZ-F	1 WYNF-F>	1 WYNF-F>	1 WYNF-F>	1 WYNF-F
2 WUSA-F	2 WFLZ-F	2 WWRM-F	2 WWRM-F	2 WWRM-F	2 WYNF-F	2 WFLZ-F>	2 WFLZ-F	2 WQYK-F	2 WQYK-F>
3 WXTB-F	3 WWRM-F<	3 WMTX-F>	3 WQYK-F	3 WWRM-F>	3 WXTB-F	3 WXTB-F	3 WQYK-F	3 WFLZ-F	3 WWRM-F
4 WRBQ-F>	4 WMTX-F>	4 WFLZ-F>	4 WMTX-F	4 WMTX-F	4 WRBQ-F>	4 WRBQ-F	4 WYUU-F	4 WUSA-F<	4 WUSA-F
5 WMTX-F	5 WRBQ-F	5 WYNF-F	5 WFLZ-F	5 WYUU-F	5 WQYK-F	5 WQYK-F	5 WXTB-F	5 WYUU-F	5 WYUU-F
6 WWRM-F>	6 WYNF-F	6 WYUU-F	6 WYUU-F<	6 WFLZ-F	6	6 WYUU-F	6 WRBQ-F<	6 WRBQ-F	6 WFLA
7 WQYK-F	7 WXTB-F	7 WRBQ-F	7 WRBQ-F	7 WRBQ-F	7	7 WWRM-F	7 WUSA-F	7 WWRM-F<	7 WFLZ-F
8 WYNF-F	8 WQYK-F	8 WQYK-F	8	8	8	8 WUSA-F	8 WFLA	8 WXTB-F	8 WRBQ-F
								9 WFLA	

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP	18 (1)	424 (2)	442 (3)	15.3	10.8	WAMA 1550 Tampa	0.3/0.5/ 11/ 111		
AOR/CLASSIC		263 (2)	263 (2)	9.1	8.8	WHBO 1040 Tampa	0.4/1.2/ 13/ 253		
AC/OLDIES/SOFT ROCK	12 (1)	863 (4)	875 (5)	30.3	39.3	WPSO 1500 New Port Richey	0.4/0.9/ 18/ 178		
MOR/VARIETY	16 (1)		16 (1)	0.6		WQYK 1010 Seffner/Tampa	0.8/2.2/ 35/ 517		
COUNTRY	102 (2)	331 (2)	433 (4)	15.0	10.2	WRBQ 1380 St Petersburg	0.6/3.5/ 19/ 742		
BLACK/URBAN	56 (2)		56 (2)	1.9	1.0	WRXB 1590 St Pete Bch/Tam	0.6/1.4/ 27/ 333		
BEAUTIFUL/EASY		195 (1)	195 (1)	6.8	6.1	WWJB 1450 Brooksville	0.5/0.7/ 16/ 132		
NEWS/TALK	197 (3)		197 (3)	6.8	8.3				
NOSTALGIA	138 (3)	194 (2)	332 (5)	11.5	9.9	WPCV-F 97.5 Wintr Havn/LkIn	0.6/1.8/139/1480		
RELIGION/GOSPEL									
SPANISH	11 (1)		11 (1)	0.4					
CLASSICAL									
JAZZ/NEW AGE		66 (1)	66 (1)	2.3	3.2				
UNKNOWN/OTHERS					0.6				
	550 (14)	2337 (14)	2887 (28)						

RADIO STATIONS

AM STATIONS

WDAE, 1250, 5 KW (DA-N)	, NOSTALGIA	ABC I, \$ 40.00 (McGuild)	Gannett
WFLA, 970, 5 KW (DA-2)	, TALK	ABC E ABC I, \$ 60.00 (Eastman)	Jacor
WGUL, 860, 2 KW/1.6KW (DA-2),	SEE WGUL-F		
WHBO, 1040, 5 KW (DAYS)	, OLDIES		
WLFF, 680, 1 KW (DAYS)	, NOSTALGIA	, \$ 37.00 (MMR)	Metroplex
WQYK, 1010, 50 KW/5 KW (DA-2)	, SEE WQYK-F	, \$ 27.00 (---)	Century
WRBQ, 1590, 5 KW/1 KW (DA-2)	, SEE WRBQ-F		
WRXB, 1590, 5 KW/1 KW (DA-2)	, BLACK	NBN ABC C, \$ 25.00 (---)	
WSUN, 620, 10 KW (DA-N)	, NEWS/TALK	CBS MBS, \$ 60.00 (Durpetti)	Cox
WTKN, 570, 5 KW/4.5 KW (DA-2)	TALK	, \$ 44.00 (HNWH)	Susquehanna
WTMP, 1150, 5 KW/4.5 KW (DA-2)	, BLACK	, \$ 34.00 (HNWH)	

FM STATIONS

WFLZ, 93.3, 100 KW @ 1358, CHR		ABC E, \$ 90.00 (Eastman)	Jacor
WGUL, 105.5, 3 KW @ 255, NOSTALGIA		UPI UNISUP, \$ 47.00 (---)	Marcocci
WLUV, 106.3, 3 KW @ 300, NOST/ETHNIC		, \$ 30.00 (---)	
WNLT, 95.7, 100 KW @ 606, AC		, \$ 84.00 (MMR)	Metroplex
WQYK, 99.5, 100 KW @ 550, COUNTRY		, \$ 137.00 (Katz)	Infinity
WRBQ, 104.7, 100 KW @ 555, CHR		ABC FM, \$ 230.00 (Christal)	Edens
WUSA, 100.7, 100 KW @ 599, AC		, \$ 105.00 (McGuild)	Gannett
WWRM, 107.3, 100 KW @ 623, SOFT AC		, \$ 90.00 (Durpetti)	Cox
WXTB, 97.9, 100 KW @ 599, AOR		ABC R, \$ 70.00 (Banner)	Great American
WYNF, 94.9, 100 KW @ 1290, AOR		RADRAD, \$ 100.00 (CBS)	CBS
WYUU, 92.5, 50 KW @ 488, OLDIES		UPI UNISUP, \$ 47.00 (Republic)	Entercom
WHVE, 102.5, 100 KW @ 1663, JAZZ/NAC		, \$ 64.00 (HNWH)	Susquehanna (SARASOTA)
WDUV, 103.3, 100 KW @ 576, EZ		MBS, \$ 60.00 (Christal)	(BRADENTON)

MISCELLANEOUS: WLFF - Sold by Century for \$200,000 . . .

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

* AC - Adult Contemporary	J/NA - Jazz and New Age	*
* AOR - Album Oriented Rock	M - Middle of Road, (MOR) Full Service	*
* B - Black (audience predominately black - over 60%)	N - News	*
* BB - Big Band, Nostalgia	O - Oldies (1955 to near 1988)	*
* C - Country	R - Religion, Christian	*
* CHR - Contemporary Hit Radio, Top 40, Contemporary	SAC - Soft Adult Contemporary	*
* CL - Classical	SP - Hispanic/Spanish	*
* CL AOR - Classic AOR, Classic Rock	T - Talk	*
* E - Ethnic	U - Urban (majority of audience is non-	*
* EZ - EZ Listening, Beautiful Music, Some Very soft AC	white)	*
* G - Gospel	? - Others or Unknown	*
*		*

TOLEDO

Arbitron Rank/Pop (12+): 71/507,700
 MSA Rank/Pop: 83/620,000
 ADI # 63
 Average Person Ratings: 17.3
 Market TSL: 22.75 hours

Stations: 22/15
 Diaries: 1158/438:1/56.9%
 Sample Target: 1065
 % Below Line: 10.9
 % Not Listed: 11.9

1990 Revenue: \$14,000,000
 HH Inc.: \$31,175
 Retail \$: 4.8 Bil
 Pop per Station: 33,846
 #1 Biller: WTOD \$3,000,000

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. WIOT-F (AOR)	111/12.6	14.7	13.1	13.7	12.7	13.5	181/1980	1119/22.0	25.4	24.6	15.8	144	1321	WIOT-F
2. WKKO-F (C)	96/10.9	8.0	9.9	9.5	10.7	9.6	121/1389	1067/21.0	18.3	20.4	11.3	103	933	WKKO-F
3. WRQN-F (CHR)	84/ 9.6	8.6	11.5	7.9	10.5	9.4	96/1601	1361/26.8	28.4	28.5	11.5	105	1379	WRQN-F
4. WVKF-F (CHR)	74/ 8.4	7.4	10.0	10.0	7.5	8.9	142/2394	1391/27.4	30.7	28.8	9.9	90	1269	WVKF-F
5. WWWW-AF (AC)	70/ 7.9	8.4	9.8	9.1	8.4	8.8	76/1305	1024/20.2	18.3	19.5	7.4	65	989	WWW-AF
6. WLQR-F (EZ)	69/ 7.8	8.9	8.8	7.9	10.4	8.4	98/1111	831/16.4	17.6	19.5	5.5	50	696	WLQR-F
7. WSPD (MOR)	63/ 7.2	5.5	6.0	7.1	5.9	6.4	71/872	760/15.0	15.5	16.1	5.9	54	679	WSPD
8. WJR (MOR)	41/ 4.7	5.4	4.0	2.8	3.6	4.2	97/1328	557/11.0	11.0	10.4	2.6	24	401	WJR
9. WTOD (C)	32/ 3.6	2.6	2.1	3.7	3.5	3.0	34/392	312/ 6.1	6.8	4.8	1.8	16	218	WTOD
10. CKLW (BB)	31/ 3.5	3.7	3.3	3.4	2.5	3.5	75/999	398/ 7.8	8.7	7.8	3.7	34	377	CKLW
11. WKKR-F (AOR)	26/ 3.0	2.7	-----	-----	-----	1.4	42/708	412/ 8.1	0.0	0.0	2.5	23	380	WKKR-F
12. WVOI (B)	21/ 2.4	2.8	1.8	3.6	1.7	2.7	21/330	330/ 6.5	4.9	5.2	3.3	30	353	WVOI
13. WCWA (D)	10/ 1.1	2.3	1.6	2.3	2.8	1.8	11/380	309/ 6.1	5.7	7.0	1.4	13	189	WCWA
14.														
15.														

12+ FM SHARE (METRO): 73.26% (567 of 774) (FAL 89: 75.45%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRQN-F>>	1 WIOT-F>>	1 WIOT-F>	1 WIOT-F<	1 WKKO-F	1 WKKO-F	1 WKKO-F	1 WIOT-F<	1 WIOT-F>	1 WIOT-F>	1 WSPD
2 WVKF-F>	2 WRQN-F	2 WWWW-AF<	2 WWWW-AF	2 WIOT-F<	2 WSPD <	2 WRQN-F	2 WKKO-F	2 WKKO-F	2 WRQN-F	2 WIOT-F<
3 WIOT-F	3 WVKF-F	3 WRQN-F	3 WKKO-F	3 WWWW-AF>	3 WLQR-F>	3 WIOT-F	3 WLQR-F	3 WVKF-F<	3 WKKO-F	3 WWWW-F<
4	4 WWWW-AF>	WKKO-F<	4 WVKF-F	4 WVKF-F	4 WJR	4 WSPD <	4 WWWW-AF	4 WRQN-F<	4 WSPD	4 WKKO-F
5	5 WKKO-F	5 WVKF-F	5 WRQN-F	5 WRQN-F<	5 WWWW-AF	5 WVKF-F	5 WVKF-F	5 WLQR-F	5 WVKF-F	5
6	6	6	6 WLQR-F	6 WLQR-F	6 WTOD	6 WWWW-AF	6 WSPD	6 WWWW-AF	6 WWWW-AF	6
						7 WRQN-F				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WVKF-F	1 WVKF-F	1 WWWW-AF	1 WWWW-AF	1 WWWW-AF	1 WIOT-F>>	1 WIOT-F>>	1 WIOT-F>>	1 WIOT-F>>	1 WIOT-F>
WRQN-F>	2 WRQN-F	WVKF-F	2 WVKF-F	2 WKKO-F	2 WRQN-F>	2 WRQN-F>	2 WWWW-AF	2 WKKO-F	2 WKKO-F>
3 WIOT-F>	3 WWWW-AF	3 WRQN-F	3 WRQN-F	3 WVKF-F	3 WKKO-F>	3 WKKO-F>	WRQN-F>	3 WRQN-F	3 WWWW-AF
4 WWWW-AF	4 WIOT-F	4 WIOT-F	4 WKKO-F	4 WRQN-F	4 WVKF-F	4 WWWW-AF	4 WKKO-F	4 WWWW-AF	4 WVKF-F
5	5	5 WLQR-F	5 WIOT-F	WLQR-F>	5 WKKR-F	5 WVKF-F	5 WKKR-F	WVKF-F	WRQN-F
6	6	6	6	6 WIOT-F	6	6 WKKR-F	WVKF-F	6 WKKR-F	6 WLQR-F

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		158 (2)	158 (2)	20.4	20.8	WJYM 730 Bowling Green/T	0.9/1.3/ 8/ 92
AOR/CLASSIC		144 (4)	144 (4)	18.6	15.9	WMTR-F 96.1 Archbold/Wauson	0.6/1.8/ 8/ 130
AC/OLDIES/SOFT ROCK	11 (2)	88 (4)	99 (6)	12.8	13.5	WRED-F 95.7 Gibsonburg/Tol	1.0/3.9/ 13/ 331
MOR/VARIETY	104 (2)		104 (2)	13.4	11.0		
COUNTRY	32 (1)	99 (2)	131 (3)	16.9	17.4	CKMR-F 93.9 Windsor	0.6/2.0/ 17/ 405
BLACK/URBAN	21 (1)	9 (1)	30 (2)	3.9	3.9	WJQB-F 102.9 Ann Arbor	0.5/1.6/ 16/ 271
BEAUTIFUL/EASY		69 (1)	69 (1)	8.9	12.0	WJLB-F 97.9 Detroit	1.0/3.1/ 12/ 242
NEWS/TALK						WRIF-F 101.1 Detroit	0.3/2.2/ 27/ 326
NOSTALGIA	31 (1)		31 (1)	4.0	2.9	WWW-F 106.7 Detroit	0.3/0.9/ 24/ 328
RELIGION/GOSPEL							
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS	8 (1)		8 (1)	1.0	2.5		
		207 (8)	567 (14)	774 (22)			

RADIO STATIONS

WCWA , 1230, 1 KW	Oldies	MBS CBS, \$18.00	(Eastman)	Reams
WOHO , 1470, 1 KW (DA-2)	Country	UNISUP UNILT, \$14.00	(Durpetti)	
WSPD , 1370, 5 KW (DA-N)	MOR/Full Service	NBC, \$33.00	(MHR)	Commonwealth
WTOD , 1560, 5 KW (DAYS, DA)	Country	ABC I, \$ NA	(Katz)	Booth
WVOI , 1520, 1 KW (DA-2)	Black	SBN UNIPWR, \$18.00	(Roslin)	
WIOT-F, 104.7, 50 KW @ 540	AOR	SOURCE, \$62.00	(Eastman)	Reams
WKKO-F, 99.9, 50 KW @ 500	Country	ABC E, \$70.00	(9((Katz)	Booth
WLQR-F, 101.5, 19 KW @ 807	EZ/Soft AC	, \$40.00	(MHR)	Commonwealth
WRQN-F, 93.5, 2 KW @ 401	CHR	, \$33.00	(Banner)	ABS (BOWLING GREEN)
WVKF-F, 92.5, 50 KW @ 480	CHR	ABC FM, \$53.00	(Christal)	Noble
WKKR-F, 94.5, 30 KW @ 640	CL AOR	, \$ NA	(---)	(PORT CLINTON)
WWW-AF, 105.5, 2 KW @ 390	AC	, \$43.00	(Durpetti)	

WJR, CKLW — See Detroit

TUCSON

Arbitron Rank/Pop (12+): 65/562,500
 MSA Rank/Pop: 77/666,000
 ADI # 79
 Average Person Ratings: 16.4
 Market TSL: 21.75 hours

Stations: 23/21
 Diaries: 1046/538:1/59.0%
 Sample Target: 980
 % Below Line: 2.8
 % Not Listed: 12.1

1990 Revenue: \$17,000,000
 HH Inc.: \$26,940
 Retail \$: 4.3 Bil
 Pop per Station: 26,785
 #1 Biller: KRQQ-F \$3,300,000

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume
1. KRQQ-F (CHR)	139/15.1	16.8	20.1	18.1	16.7	17.5	165/2147	1836/32.6	36.4	34.5	23.7	227	2054
2. KIIM-F (C)	131/14.2	13.4	13.5	13.7	9.3	13.7	150/1656	1446/25.7	25.4	18.9	15.1	144	1376
3. KWFM-AF (O)	75/ 8.2	10.1	7.3	7.8	9.9	8.4	97/1402	1169/20.8	20.7	22.4	8.2	77	1084
4. KLPX-F (AOR)	70/ 7.6	9.9	8.4	8.0	10.0	8.5	70/1152	1106/19.7	19.3	21.2	7.2	69	1223
5. KKLD-F (AC)	66/ 7.2	7.6	7.4	7.2	6.3	7.3	68/1034	977/17.4	15.7	16.7	7.5	72	850
6. KNST (N/T)	54/ 5.9	3.6	3.2	3.3	4.9	4.0	54/876	876/15.6	10.6	14.2	3.9	37	596
7. KQTL (SP)	41/ 4.5	2.7	2.1	1.8	0.8	2.8	41/306	306/ 5.4	3.3	2.2	1.0	10	227
8. KGVY (BB)	36/ 3.9	3.0	4.5	2.9	5.3	3.6	39/246	226/ 4.0	5.5	5.9	1.8	17	149
9. KCUB (C)	33/ 3.6	2.4	1.2	0.9	1.7	2.0	33/385	385/ 6.8	0.0	5.2	2.3	22	250
10. KXEW (SP)	21/ 2.3	2.6	1.6	4.3	3.5	2.7	21/268	260/ 4.6	3.2	4.1	2.5	24	307
KTZR (SP)	21/ 2.3	1.1	1.5	2.4	0.8	1.8	21/198	198/ 3.5	2.0	1.6	1.5	14	294
12. KMRR (BB)	18/ 2.0	2.3	4.0	3.0	3.9	2.8	18/271	271/ 4.8	8.4	8.3	2.2	21	260
13. KTCT (N/T)	17/ 1.8	1.4	1.3	1.3	1.7	1.4	19/578	561/10.0	5.7	6.6	0.6	6	257
14. KQYT-F (EZ)	16/ 1.7	3.8	3.6	2.8	2.0	3.0	16/289	271/ 4.8	8.1	6.6	1.4	13	299
15. KUPD-F (AOR)	14/ 1.5	2.6	2.7	4.3	3.6	2.8	26/544	324/ 5.8	7.5	7.9	3.3	32	407
KTUC (N/T)	14/ 1.5	1.2	1.5	1.1	1.9	1.3	15/310	300/ 5.3	4.1	8.0	1.0	10	204
17.													
18.													
19.													
20.													

12+ FM SHARE (METRO): 66.17% (536 of 810) (FAL 89: 67.20%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KRQQ-F>>	1 KRQQ-F	1 KIIM-F<	1 KIIM-F>	1 KIIM-F>	1 KIIM-F>	1 KRQQ-F	1 KIIM-F>	1 KIIM-F<	1 KRQQ-F>	1 KIIM-F
2 KIIM-F<	2 KRQQ-F>	2 KWFM-AF<	2 KWFM-AF<	2 KWFM-AF	2 KWFM-AF	2 KIIM-F>	2 KRQQ-F	2 KRQQ-F>	2 KIIM-F>>	2 KRQQ-F
3 KLPX-F>	3 KKLD-F	3 KLPX-F	3 KRQQ-F	3 KRQQ-F	3 KNST	3 KWFM-AF	3 KKLD-F	3 KWFM-AF	3 KLPX-F	3 KLPX-F
4 KKLD-F	4 KWFM-AF	4 KWFM-AF	4 KKLD-F<	4 KKLD-F	4 KKLD-F	4 KLPX-F	4 KWFM-AF	4 KLPX-F	4 KNST	4 KUPD-F
5 KWFM-AF	5 KKLD-F	5 KLPX-F>	5 KLPX-F>	5 KLPX-F>	5 KGVY	5 KKLD-F	5 KLPX-F	5 KKLD-F>>	5 KKLD-F	5 KTCT
6	6	6	6 KNST >>	6 KNST >>	6	6 KNST	6 KNST	6	6	6 KNST

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KRQQ-F>>	1 KRQQ-F>	1 KIIM-F<	1 KRQQ-F<	1 KIIM-F>	1 KRQQ-F>>	1 KLPX-F	1 KLPX-F	1 KIIM-F	1 KIIM-F
2 KIIM-F	2 KIIM-F>	2 KRQQ-F	2 KIIM-F>	2 KRQQ-F<	2 KLPX-F>	2 KRQQ-F	2 KIIM-F>	2 KLPX-F	2 KWFM-AF
3 KLPX-F>	3 KKLD-F	3 KKLD-F>	3 KKLD-F	3 KKLD-F	3 KUPD-F>	3 KIIM-F>	3 KRQQ-F	3 KRQQ-F	3 KLPX-F>
4 KKLD-F>>	4 KLPX-F>	4 KWFM-AF	4 KWFM-AF	4 KWFM-AF>	4 KIIM-F	4 KWFM-AF	4 KWFM-AF>	4 KWFM-AF>	4 KRQQ-F
5	5 KWFM-AF>>	5 KLPX-F>>	5 KLPX-F>	5 KLPX-F	5 KNST	5 KNST	5 KNST	5 KNST	5 KKLD-F
6	6	6	6	6	6	6	6	6 KKLD-F>>	6 KNST >>

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP	6 (1)	139 (1)	145 (2)	17.9	19.6	KBTR-F 103.1 Oracle	1.2/3.1/ 11/ 172
AOR/CLASSIC		84 (2)	84 (2)	10.4	15.9	KGMS-F 97.1 Greenvalley/Tcs	0.3/1.0/ 3/ 57
AC/OLDIES/SOFT ROCK	6 (1)	135 (2)	141 (3)	17.4	19.6	KJYK 1490 Tucson	0.7/3.6/ 6/ 200
MOR/VARIETY						KVOI 690 Tucson	0.8/2.6/ 7/ 149
COUNTRY	33 (1)	131 (1)	164 (2)	20.2	12.9	KXMG-F 98.3 Marana	0.5/1.4/ 5/ 81
BLACK/URBAN		16 (1)	16 (1)	2.0	2.4	KGRX-F 100.3 Globe	1.3/1.3/ 15/ 88
BEAUTIFUL/EASY			85 (3)	10.5	9.9		
NEWS/TALK	85 (3)		85 (3)	10.5	10.8		
NOSTALGIA	54 (2)		54 (2)	6.7	1.5		
RELIGION/GOSPEL	7 (1)		7 (1)	0.9	6.8		
SPANISH	83 (3)	5 (1)	88 (4)	10.9	0.5		
CLASSICAL			12 (1)	1.5			
JAZZ/NEW AGE			14 (2)	1.7			
UNKNOWN/OTHERS			14 (2)	1.7			
	274 (12)	536 (11)	810 (23)				

TULSA

Arbitron Rank/Pop (12+): 60/639,900
 MSA Rank/Pop: 69/746,000
 Average Person Ratings: 15.8
 Market TSL: 21.00 hours

Stations: 22/22
 Diaries: 1069/598:1/57.5%
 Sample Target: 1065
 % Below Line: 0.0
 % Not Listed: 9.9

1990 Revenue: \$20,100,000
 HH Inc.: \$26,033
 Retail \$: 5.4 Bill
 Pop per Station: 29,086
 #1 Biller: KMOD-F \$3,300,000

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume
1. KWEN-F (C)	141/13.9	11.3	11.0	12.4	9.5	12.1	217/2472	1619/25.3	22.1	21.0	13.1	142	1400
2. KVOO (C)	84/ 8.3	5.4	6.3	8.3	7.5	7.1	123/1276	769/12.0	13.3	12.6	3.8	41	838
KRMG (MOR)	84/ 8.3	10.9	9.5	10.2	9.3	9.7	102/1428	1160/18.1	19.6	21.6	9.1	99	1018
4. KMOD-F (AOR)	82/ 8.1	10.5	12.5	10.6	9.7	10.4	106/1487	1167/18.2	19.7	23.2	12.4	134	1331
5. KMYZ-F (AOR)	74/ 7.3	10.3	7.7	6.8	9.0	8.0	90/1618	1230/19.2	20.1	21.2	10.4	113	1707
6. KBEZ-F (EZ)	66/ 6.5	7.7	8.2	6.5	8.9	7.2	87/1343	907/14.2	14.6	15.5	4.9	53	661
7. KAYI-F (CHR)	61/ 6.0	6.4	6.7	8.3	7.5	6.8	83/1508	1146/17.9	17.6	20.2	6.7	73	1178
8. KRAV-AF (AC)	48/ 4.7	4.1	5.2	6.8	6.0	5.2	53/966	802/12.5	12.7	13.7	5.4	59	874
9. KVOO-F (C)	47/ 4.6	3.6	4.2	2.5	3.4	3.7	70/1172	783/12.2	12.3	10.4	4.6	50	708
10. KTHK-F (CL AOR)	44/ 4.4					1.1	57/652	578/ 9.0	0.0	0.0	3.3	36	601
11. KQMJ-F (AC)	36/ 3.6	3.4	3.4	4.3	2.7	3.7	46/756	585/ 9.1	11.4	8.6	2.2	24	356
12. KQLL-AF (O)	34/ 3.4	10.8	9.0	9.8	13.2	8.3	67/1162	782/12.2	22.8	27.0	3.9	42	527
13. KCMA-F (CL)	20/ 2.0	1.0	1.4	1.4	0.7	1.5	24/266	244/ 3.8	2.6	3.9	1.3	14	223
14. KXOJ-F (REL)	18/ 1.8	1.7	1.6	0.9	0.9	1.5	23/374	353/ 5.5	4.3	4.0	1.5	16	322
KBLK (B)	18/ 1.8	2.1	1.8	1.7	1.9	1.8	18/232	221/ 3.5	3.2	2.9	2.9	32	366

12+ FM SHARE (METRO): 77.61% (707 of 911) (FAL 89: 75.63%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KAYI-F	1 KWEN-F	1 KWEN-F>	1 KWEN-F>	1 KWEN-F>>	1 KVOO	1 KWEN-F	1 KWEN-F>	1 KWEN-F>	1 KAYI-F	1 KRMG
2 KMYZ-F	2 KMOD-F>	2 KMOD-F>	2 KMOD-F	2 KMOD-F	2 KWEN-F<	2 KRMG >	2 KVOO	2 KMOD-F	2 KMYZ-F<	2 KWEN-F>
3	3 KMYZ-F>	3 KMYZ-F	3 KRAV-AF<	3 KRMG	3 KRMG	3 KVOO >	3 KMOD-F	3 KMYZ-F	3 KWEN-F	3 KVOO >
4	4 KTHK-F	4 KRAV-AF<	4 KRMG	4 KRAV-AF	4 KBEZ-F	4 KMOD-F	4 KBEZ-F	4 KVOO	4 KMOD-F>	4 KMOD-F
5	5 KAYI-F	5 KRMG <	5 KTHK-F	5 KTHK-F	5	5 KMYZ-F	5 KRMG <	5 KRMG	5 KRMG	5 KBEZ-F
6	6 KRAV-AF	6 KTHK-F	6 KQLL-AF	6	6	KAYI-F	6 KRAV-AF	6 KBEZ-F	6 KTHK-F	6 KMYZ-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KMYZ-F	1 KWEN-F>	1 KWEN-F>	1 KWEN-F>	1 KWEN-F>>	1 KMOD-F>>	1 KMOD-F>	1 KWEN-F	1 KMOD-F>	1 KWEN-F
2 KWEN-F>>	2 KMYZ-F	2 KRAV-AF>	2 KRAV-AF	2 KRAV-AF>	2 KMYZ-F>	2 KWEN-F	2 KMOD-F<	2 KWEN-F	2 KMOD-F
3 KRAV-AF	3 KRAV-AF>	3 KQMJ-F	3 KMYZ-F>	3 KRMG	3 KVOO-F	3 KTHK-F>	3 KTHK-F>>	3 KTHK-F	3 KTHK-F
KAYI-F>	4 KAYI-F	KMYZ-F	4 KQMJ-F	KBEZ-F	KRMG	4 KMYZ-F	4 KVOO-F	4 KRMG	4 KRMG
5 KMOD-F	5 KMOD-F	KMOD-F	5	5 KQMJ-F	KAYI-F	5 KVOO-F	5 KMYZ-F	5 KVOO-F	5 KQLL-AF
6	6	KAYI-F	6	6 KAYI-F	6	6 KAYI-F	6	6 KMYZ-F	6 KVOO

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		61 (1)	61 (1)	6.7	18.8	KAKC 1300 Tulsa	0.8/2.8/ 9/ 216
AOR/CLASSIC		213 (4)	213 (4)	23.4	11.8	KCFO 970 Tulsa	0.9/2.8/ 12/ 228
AC/OLDIES/SOFT ROCK	9 (3)	117 (3)	126 (6)	13.8	17.7	KREK-F 104.9 Bristol	0.7/1.0/ 7/ 105
MOR/VARIETY	84 (1)		84 (1)	9.2	10.7	KTFX-F 103.3 Tulsa	1.7/6.5/ 56/ 867
COUNTRY	84 (1)	212 (4)	296 (5)	32.5	24.8	KTOW-F 102.3 Sand Springs	1.3/3.2/ 13/ 205
BLACK/URBAN	18 (1)		18 (1)	2.0	2.2		
BEAUTIFUL/EASY		66 (1)	66 (1)	7.2	10.1		
NEWS/TALK							
NOSTALGIA					0.6		
RELIGION/GOSPEL	9 (1)	18 (1)	27 (2)	3.0	2.4		
SPANISH							
CLASSICAL		20 (1)	20 (1)	2.2	0.8		
JAZZ/NEW AGE							
UNKNOWN/OTHERS							

204 (7) 707 (15) 911 (22)

RADIO STATIONS

KBLK, 1550, 2.5 KW/350W (DA-2), BLACK	, \$ 15.00 (---)	
KCFO, 970, 2.5 KW/1 KW (DA-2), RELIGION	, \$ 12.00 (---)	Salem
KRMG, 740, 50 KW/25 KW (DA-2), MOR/FULL SER.	, \$ 56.00 (Katz)	NewCity
KVOO, 1170, 50 KW (DA-N), COUNTRY	, \$ 50.00 (Eastman)	Great Empire
KAYI-F, 106.9, 100 KW @ 1005, CHR	ABC F, \$ 44.00 (Katz)	Naragansett (MUSKOGEE)
KBEZ-F, 92.9, 100 KW @ 1318, EZ	ABC D, UNIPWR, \$ 32.00 (Christal)	WIN/ML
KCMA-F, 92.1, 2.3 KW @ 374, CLASSICAL	, \$ 20.00 (CMBS)	
KMOD-F, 97.5, 100 KW @ 1327, AOR	, \$ 70.00 (Christal)	Clear Channel
KMYZ-F, 104.5, 70 KW @ 1130, CHR	ABC R, \$ 33.00 (Banner)	Shamrock-Lynette (PAYOR)
KRAV-F, 96.5, 100 KW @ 1327, AC	UNISUP, \$ 37.00 (Republic)	
KTFX-F, 103.3, 100 KW @ 1278, COUNTRY	UNIPWR, \$ 26.00 (---)	
KTHK-F, 94.1, 18 KW @ 800, CLASSIC AOR	, \$ NA (---)	(OKMULGEE)
KQLL-F, 106.1, 100 KW @ 1321, OLDIES	, \$ 31.00 (Christal)	Federated (OWASSO)
KQMJ-F, 99.5, 100 KW @ 1400, AC	, \$ NA (HNWH)	(HENRYETTA)
KVOO-F, 98.5, 100 KW @ 1226, COUNTRY	UNIULT, \$ N/A (Eastman)	Great Empire
KWEN-F, 95.5, 100 KW @ 1327, COUNTRY	, \$ 68.00 (Katz)	NewCity

MISCELLANEOUS: KVL-T-F changes to KQLL-F (August) . . .

UTICA-ROME

Arbitron Rank/Pop (12+): 133/264,900
 MSA Rank/Pop: 152/317,000
 ADI # 159
 Average Person Ratings: 16.9
 Market TSL: 22.75 hours

Stations: 23/15
 Diaries: 742/357:1/60.0%
 Sample Target: 695
 % Below Line: 8.9
 % Not Listed: 14.1

1990 Revenue: \$8,000,000
 HH Inc.: \$29,119
 Retail \$: 2.1 Bill
 Pop per Station: 17,660
 #1 Biller: WOUR-F \$1,400,000

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume
1. WRCK-F (CHR)	58/12.9	10.7	10.5	10.1	----	----	62/850	697/26.3	21.8	24.9	15.8	64	684
2. WFRG-AF (C)	52/11.6	9.3	9.5	15.5	----	----	59/655	533/20.1	20.4	20.8	11.4	42	466
3. WOUR-F (AOR)	40/ 8.9	12.5	9.9	13.7	----	----	60/660	476/18.0	24.2	20.2	13.6	55	708
4. WUUU-F (O)	36/ 8.0	7.8	10.1	7.2	----	----	46/539	428/16.2	16.9	18.9	6.4	26	306
5. WKGW-F (AC)	34/ 7.6	7.1	7.0	5.4	----	----	38/535	436/16.5	16.8	16.6	8.9	36	360
6. WLZW-F (SAC)	31/ 6.9	5.8	5.0	4.3	----	----	36/473	401/15.1	14.3	16.3	4.2	17	251
7. WIBX (N/T)	29/ 6.5	7.1	8.8	8.1	----	----	29/455	417/15.7	19.2	21.1	4.4	18	327
8. WKLL-F (CL AOR)	23/ 5.1	5.1	-----	-----	-----	-----	28/467	354/13.4	14.7	0.0	8.4	34	451
9. WYUT-AF (BB)	16/ 3.6	3.3	5.1	5.6	----	----	19/261	222/ 8.4	7.6	9.3	3.0	10	130
10. WRHP-F (EZ)	14/ 3.1	2.0	2.2	1.1	----	----	19/192	131/ 4.9	4.9	4.4	1.7	7	158
11. WLFH (C)	10/ 2.2	1.8	2.6	1.9	----	----	11/167	143/ 5.4	5.9	4.4	2.5	10	136
12. WUTQ (BB)	9/ 2.0	3.3	2.6	1.5	----	----	9/98	98/ 3.7	5.2	5.0	2.7	11	75
13.													
14.													
15.													

12+ FM SHARE (METRO): 83.38% (321 of 385) (FAL 89: 73.92%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRCK-F>>	1 WOUR-F>	1 WOUR-F	1 WUUU-F	1 WUUU-F	1 WFRG-AF>	1 WRCK-F	1 WFRG-AF	1 WRCK-F<	1 WRCK-F>	1 WOUR-F>
2	2 WRCK-F>	2 WRCK-F	2 WFRG-AF	2 WFRG-AF	2 WIBX	2 WUUU-F	2 WRCK-F<	2 WFRG-AF>	2 WFRG-AF<	2 WKGW-F
3	3 WUUU-F	3 WFRG-AF	WOUR-F	3 WOUR-F<	3 WUUU-F	3 WFRG-AF	3 WUUU-F	3 WKGW-F<	3 WOUR-F>	WIBX
4	4 WKLL-F	WUUU-F	4 WRCK-F	4 WKGW-F	4 WLZW-F	4 WOUR-F<	4 WOUR-F	4 WUUU-F	4 WLZW-F	4 WFRG-F
5	5 WKGW-F	5 WKGW-F	WKGW-F	5 WRCK-F	5 WKGW-F	5 WIBX	WLZW-F	WOUR-F	WKGW-F	5
6	6 WFRG-AF	6 WLZW-F	6 WLZW-F	6 WLZW-F	6 WYUT-AF	6 WKGW-F	6 WKGW-F	6 WLZW-F	6	6
7	7 WLZW-F	7 WKLL-F	7 WKLL-F	7	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WRCK-F	1 WRCK-F	1 WUUU-F	1 WRCK-F	1 WFRG-AF	1 WRCK-F	1 WOUR-F>>	1 WOUR-F>	1 WOUR-F>	1 WOUR-F
WOUR-F>	WOUR-F>	2 WFRG-AF	2 WKGW-F	2 WUUU-F	WOUR-F>>	2 WKLL-F	2 WKLL-F>	2 WRCK-F	2 WUUU-F
3 WKGW-F>	3 WUUU-F	WRCK-F	3 WFRG-AF	3 WKGW-F	3 WFRG-AF	3 WRCK-F>	3 WUUU-F>	3 WKLL-F	3 WFRG-AF
4 WFRG-AF	WKGW-F	WOUR-F	WUUU-F	4 WRCK-F	WKLL-F>>	4 WUUU-F	4 WRCK-F	4 WFRG-AF	4 WKLL-F
WUUU-F	5 WFRG-AF	5 WLZW-F	5 WOUR-F	WLZW-F>	5	5	WLZW-F	WUUU-F	5 WRCK-F
WLZW-F	6 WLZW-F	6 WKGW-F>>	6 WLZW-F	6 WOUR-F	6	6	WKGW-F	6	WKGW-F
							WIBX		7 WLZW-F

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		62 (2)	62 (2)	16.1	18.5	WADR 1480 Remsen	0.7/1.5/ 3/ 45
AOR/CLASSIC		69 (4)	69 (4)	17.9	13.9	WTLB 1310 Utica	0.9/6.8/ 5/ 191
AC/OLDIES/SOFT ROCK	4 (1)	110 (5)	114 (6)	29.6	26.3		
MOR/VARIETY	4 (1)		4 (1)	1.0	2.5	WAQX-F 95.7 Manlius/Syracuse	0.9/2.0/ 9/ 150
COUNTRY	15 (3)	50 (1)	65 (4)	16.9	14.4	WKFH-F 104.7 Fulton/Syracuse	0.4/3.0/ 16/ 255
BLACK/URBAN						WMHR-F 102.9 Syracuse	0.7/1.2/ 4/ 58
BEAUTIFUL/EASY		14 (1)	14 (1)	3.6	2.5	WNTQ-F 93.1 Syracuse	0.9/3.4/ 14/ 231
NEWS/TALK	29 (1)		29 (1)	7.5	10.6	WSHQ-F 103.5 Coblesk	1.1/2.6/ 16/ 288
NOSTALGIA	12 (2)	13 (1)	25 (3)	6.5	8.9	WSYR 570 Syracuse	0.9/3.2/ 12/ 299
RELIGION/GOSPEL		3 (1)	3 (1)	0.8	0.8	WYYY-F 94.5 Syracuse	0.9/3.1/ 12/ 192
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS					1.5		
	64 (8)	321 (15)	385 (23)				

RADIO STATIONS

WIBX, 950, 5 KW (DA-1), NEWS/TALK
 WTLB, 1310, 5 KW/500 W (DA-2), OLDIES
 WUTQ, 1550, 1 KW/3 W, EZ/NOST.
 BCS, MBS, \$ 25.00 (McGuild)
 ABC D,UNIULT, \$ 14.00 (Eastman)
 CNN, UNISUP, \$ 13.00 (Durpetti)
 H & D
 Premiere
 WFRG-F, 96.1, 7 KW @ 600, COUNTRY
 WKGW-F, 104.3, 100 KW @ 500, AC
 WKLL-F, 94.9, 50 KW @ 280, CLASSIC AOR
 WLZW-F, 98.7, 25 KW @ 660, SOFT AC
 WOUR-F, 96.9, 16 KW @ 800, AOR
 WRCK-F, 107.3, 50 KW @ 500, CHR
 WUUU-F, 102.5, 27 KW @ 650, OLDIES
 WYUT-F, 92.7, 3 KW @ 300, NOSTALGIA
 UNIPWR, \$ 22.00 (Katz)
 \$ 14.00 (---)
 \$ 20.00 (McGuild)
 ABC F, \$ 35.00 (Durpetti)
 ABC F, \$ 23.00 (Eastman)
 UNISUP, MBS, \$ 26.00 (HNWH)
 UNISUP,UNIULT, \$ 14.00 (K & P)
 Arrow
 Peoples
 (FRANKFORT)
 Premiere
 H & D
 (HERKINER)

Miscellaneous Comments: WNYZ-F changes to WLZW and format from CHR to SOFT AC...WUTQ, WOUR-F sold by Premier to Bendat for \$13,500,000 (price also included sale of WABY, WKLI-F (Albany)...

WASHINGTON

Arbitron Rank/Pop (12+): 7/3,211,700

Stations: 36/30
Diaries: 2311/1390:1/52.8%
Sample Target: 2260
% Below Line: 3.3
% Not Listed: 12.7

1990 Revenue: \$153,000,000
HH Inc.: \$48,038
Retail \$: 34.4 Bil
Pop per Station: 107,056
#1 Biller: WMZQ-AF \$15,000,000

MSA Rank/Pop: 6/3,820,000
ADI # 9
Average Person Ratings: 17.3
Market TSL: 22.75 hours

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ 1/4/CUME	TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume
1. WPGC-F (CHR)	448/ 8.1	7.5	6.8	7.4	6.7	7.5	516/6469	5703/17.8	17.1	16.4	10.8	578	6495	WPGC-F
2. WGAY-F (EZ)	375/ 6.8	5.9	7.1	6.2	7.7	6.5	432/5127	4527/14.1	14.1	15.8	5.0	269	3093	WGAY-F
3. WMZQ-AF (C)	357/ 6.5	6.6	6.3	5.8	6.6	6.3	396/5047	4362/13.6	14.1	14.3	5.9	315	3744	WMZQ-AF
4. WKYS-F (B)	267/ 4.8	6.6	4.8	7.0	5.3	5.8	286/3476	3234/10.1	12.6	12.4	6.9	368	3548	WKYS-F
5. WMAL (MOR/FS)	257/ 4.6	5.1	5.1	5.0	5.4	4.9	269/4833	4457/13.9	11.8	16.9	4.5	242	3713	WMAL
6. WWDC-F (AOR)	238/ 4.3	4.3	2.9	2.5	3.1	3.5	315/5581	4240/13.2	11.2	13.1	4.2	227	3830	WWDC-F
7. WMMJ-F (B)	219/ 4.0	2.5	3.3	3.2	2.4	3.3	220/2189	2169/ 6.8	7.5	6.3	2.9	157	2015	WMMJ-F
WAVA-F (CHR)	219/ 4.0	3.6	5.1	4.0	4.8	4.2	263/5913	5038/15.7	17.1	16.1	4.9	265	4762	WAVA-F
9. WCXR-F (CL AOR)	204/ 3.7	4.3	3.9	4.3	3.7	4.1	248/4442	3833/11.9	11.4	12.2	3.1	167	3362	WCXR-F
10. WASH-F (AC)	196/ 3.5	5.1	4.2	4.5	3.3	4.3	212/3878	3436/10.7	11.3	10.5	3.9	211	2694	WASH-F
11. WTOP (N/T)	193/ 3.5	3.7	3.8	3.9	3.7	3.7	215/5530	5038/15.7	16.0	15.7	2.9	157	3885	WTOP
12. WHUR-F (B)	184/ 3.3	3.6	3.9	3.9	3.8	3.7	194/3775	3560/11.1	12.2	12.5	4.1	219	2946	WHUR-F
13. WGMS-AF (CL)	165/ 3.0	3.2	3.5	3.0	2.6	3.2	181/2689	2426/ 7.6	9.4	8.9	2.9	141	2064	WGMS-AF
WRQX-F (CHR)	165/ 3.0	3.3	3.2	3.4	4.0	3.2	202/5005	4012/12.5	13.2	13.5	3.3	179	4157	WRQX-F
WLTT-F (AC)	165/ 3.0	3.5	3.3	3.1	3.7	3.2	180/3906	3533/11.0	10.9	11.7	2.9	156	2829	WLTT-F
16. WXTR-F (O)	153/ 2.8	2.4	2.8	3.1	3.4	2.8	179/3440	2959/ 9.2	9.7	10.7	2.4	131	2075	WXTR-F
17. WHFS-F (AOR)	130/ 2.3	2.6	2.9	3.1	1.9	2.7	173/2936	2284/ 7.1	7.6	6.0	2.6	141	2421	WHFS-F
18. WOL (B)	117/ 2.1	1.3	2.0	2.1	1.0	1.9	117/1101	1101/ 3.4	4.1	3.5	1.0	56	1016	WOL
19. WWRC (T)	115/ 2.1	2.1	2.2	1.8	2.4	2.0	121/1889	1706/ 5.3	6.3	5.6	1.9	102	1210	WWRC
20. WJFK-F (CL AOR)	110/ 2.0	2.0	1.9	1.8	2.2	1.9	139/2570	2230/ 6.9	7.9	8.4	1.6	86	1934	WJFK-F
21. WDJY-F (B)	89/ 1.6	1.0	1.1	1.3	1.9	1.3	89/1568	1560/ 4.9	5.3	7.3	1.5	81	1501	WDJY-F
22. WYCB (REL)	77/ 1.4	1.3	1.3	0.9	1.2	1.2	77/967	967/ 3.0	2.9	2.5	1.1	58	775	WYCB
23. WWDC (BB)	65/ 1.2	0.7	0.6	0.7	0.8	0.8	67/937	915/ 2.8	2.4	1.9	0.4	22	511	WWDC
24.														
25.														

12+ FM SHARE (METRO): 79.99% (3869 of 4837) (FAL 89: 80.95%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPGC-F>	1 WPGC-F>	1 WPGC-F	1 WPGC-F	1 WMZQ-AF	1 WWDC-F	1 WWDC-F	1 WWDC-F	1 WWDC-F	1 WWDC-F
2 WAVA-F	2 WKYS-F>	2 WKYS-F	2 WMZQ-AF	2 WMMJ-F	2 WPGC-F	2 WPGC-F	2 WPGC-F	2 WPGC-F	2 WMZQ-AF
3 WKYS-F>	3 WAVA-F	3 WMMJ-F	3 WKYS-F	3 WASH-F	3 WKYS-F	3 WKYS-F	3 WCXR-F	3 WCXR-F	3 WCXR-F
4 WRQX-F	4 WMMJ-F	4 WASH-F	4 WMMJ-F	4 WGAY-F<	4 WAVA-F>	4 WCXR-F	4 WKYS-F	4 WKYS-F	4 WPGC-F
5 WHUR-F	5 WMZQ-AF<	5 WMZQ-AF	5 WASH-F>	5 WPGC-F<	5 WRQX-F	5 WJFK-F	5 WHFS-F	5 WMZQ-AF	5 WKYS-F
6 WHFS-F	6 WRQX-F<	6 WLTT-F	6 WAVA-F<	6 WKYS-F	6 WJFK-F	6 WHFS-F>	6 WJFK-F>	6 WHFS-F	6 WHFS-F
7 WWDC-F	7 WASH-F<	7 WHUR-F	7 WLTT-F<	7 WLTT-F	7 WCXR-F	7 WAVA-F	7 WHUR-F	7 WJFK-F	7 WGMS-AF
8 WMMJ-F	8 WHUR-F	8 WCXR-F<	8 WGAY-F	8 WXTR-F	8 WIYY-F	8 WHUR-F	8 WMZQ-AF	8	8 WMAL
9 WCXR-F	9 WCXR-F	9 WRQX-F	9 WRQX-F	9 WHUR-F	9 WHUR-F	9	9 WMMJ-F	9	9 WLTT-F
10 WMZQ-AF	10 WLTT-F	10 WXTR-F	10 WHUR-F	10	10	10	10	10	10 WJFK-F

FORMATS	AM	FM	TOTAL	%	FAL 89		OTHER RATED STATIONS			METRO CUME TSA TSA	
					%	%	SHARE/RTG/AQH/CUME	SHARE/RTG/AQH/CUME			
TOP 40/CHR/CONTEMP	32 (1)	832 (3)	864 (4)	17.9	18.1	WCPT 730	Alexandria/Wsht	0.4/1.7/ 21/ 582			
AOR/CLASSIC		739 (5)	739 (5)	15.3	13.6	WFRE-F 99.9	Frederick	0.5/1.1/ 54/ 708			
AC/OLDIES/SOFT ROCK		556 (5)	556 (5)	11.5	12.0	WPGC 1580	Morningside	0.6/1.2/ 32/ 377			
MOR/VARIETY	257 (1)		257 (1)	5.3	6.7	WQSI 820	Frederick	0.6/0.6/ 36/ 279			
COUNTRY	45 (2)	370 (2)	415 (4)	8.6	7.6	WUST 1120	Washington	0.6/1.0/ 33/ 312			
BLACK/URBAN	117 (1)	759 (4)	876 (5)	18.1	17.5						
BEAUTIFUL/EASY		422 (3)	422 (3)	8.7	9.5	WARX-F 106.9	Hagerstown/Frdk	0.3/0.7/ 28/ 443			
NEWS/TALK	328 (3)		328 (3)	6.8	7.1	WFLS-F 93.3	Fredericksburg	0.7/1.6/ 75/1029			
NOSTALGIA	65 (1)		65 (1)	1.3	0.8	WIYY-F 97.9	Baltimore	1.0/3.8/150/2408			
RELIGION/GOSPEL	110 (2)		110 (2)	2.3	2.2	WLIF-F 101.9	Baltimore	0.3/0.9/106/1311			
SPANISH						WPOC-F 93.1	Baltimore	0.5/1.3/119/1543			
CLASSICAL	14 (1)	151 (1)	165 (2)	3.4	3.1	WMMX-F 106.5	Baltimore	0.4/1.2/ 99/1772			
JAZZ/NEW AGE											
UNKNOWN/OTHERS		40 (1)	40 (1)	0.8	1.7						
	968 (12)	3869 (24)	4837 (36)								

RADIO STATIONS

AM STATIONS

WCPT, 730, 5 KW/20W (DA-1)	, Black	, \$ 30.00 (Group W)	Westinghouse
WDCT, 1310, 5 KW/500 W	, Religion	, \$ 28.00 (---)	Marsh
WFAX, 1220, 5 KW (DAYS)	, Religion	, \$ 20.00 (---)	
WMAL, 630, 5 KW (DA-2)	, Full Service	ABC I, \$200.00 (Katz)	Cap Cities/ABC
WMDO, 1540, 5 KW (DAYS)	, Hispanic	, \$ 35.00 (Katz Hisp.)	
WOL, 1450, 1 KW	, Black Talk	NBN UNIULT, \$ 49.00 (K & P)	Almic
WTOP, 1500, 50 KW (DA-2)	, News	CBS MBS, \$174.00 (CBS)	Chase
WWDC, 1260, 5 KW (DA-2)	, Nostalgia	UNISUP UNIULT, \$ 44.00 (Christal)	
WWRC, 980, 5 KW (DA-N)	, Talk	NBC MBS, \$ 60.00 (MMR)	
WYCB, 1340, 1 KW	, Gospel	SBN, \$ 40.00 (---)	

FM STATIONS

WASH, 97.1, 26 KW @ 686	, AC	UNISUP, \$111.00 (HNWH)	Chase
WAVA, 105.1, 41 KW @ 541	, CHR	, \$158.00 (HNWH)	Emmis
WCXR, 105.9, 28 KW @ 648	, Classic AOR	, \$164.00 (Group W)	Westinghouse
WDJY, 100.3, 50 KW @ 331	, Black	APR, \$ 75.00 (Mc-Guild)	United
WGAY, 99.5, 21 KW @ 770	, EZ	, \$190.00 (MMR)	Greater Media
WGMS, 103.5, 46 KW @ 510	, Classical	MBS, \$130.00 (Republic)	Verstandig
WHFS, 99.1, 47 KW @ 360	, AOR	APR, \$ 60.00 (Republic)	Duchossois
			(ANNAPOLIS)
WHUR, 96.3, 24 KW @ 670	, Black	, \$104.00 (Durpetti)	Howard Univ.
WJFK, 106.7, 22 KW @ 730	, Classic AOR	ABC R, \$ 80.00 (Torbet)	Infinity
WKYS, 93.9, 25 KW @ 707	, Black	, \$192.00 (Eastman)	Albimar
WLTT, 94.7, 22 KW @ 744	, AC	, \$164.00 (CBS)	CBS
WMMJ, 102.3, 1.4 KW @ 480	, Black Oldies	ABC E MBS, \$ 70.00 (K & P)	Almic
WMZQ, 98.7, 50 KW @ 490	, Country	, \$255.00 (Christal)	Viacom
WPGC, 95.5, 50 KW @ 500	, CHR/Urban	, \$160.00 (Banner)	Cook Inlet
WRQX, 107.3, 36 KW @ 590	, CHR/AC	ABC C, \$117.00 (Katz)	Cap Cities/ABC
WWDC, 101.1, 32 KW @ 760	, AOR	UNIPWR, \$180.00 (Christal)	
WXTR, 104.1, 50 KW @ 500	, Oldies	, \$140.00 (Mc-Guild)	Radio Ventures

WEST PALM BEACH

Arbitron Rank/Pop (12+): 52/783,400
 MSA Rank/Pop: 60/885,000
 ADI # 50
 Average Person Ratings: 17.5
 Market TSL: 23.25 hours

Stations: 35/17
 Diaries: 1109/706:1/51.3%
 Sample Target: 1125
 % Below Line: 29.2
 % Not Listed: 12.1

1990 Revenue: \$25,000,000
 HH Inc.: \$37,870
 Retail \$: 8.3 Bil
 Pop per Station: 46,082
 #1 Biller: WRMF-F \$6,500,000

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume
1. WEAT-AF (EZ)	194/14.1	14.4	16.2	16.8	19.3	15.4	288/3085	1944/24.8	26.9	28.9	10.0	111	1267
2. WRMF-F (AC)	117/ 8.5	8.9	10.0	7.0	8.5	8.6	169/2191	1430/18.3	18.0	17.4	9.3	111	868
3. WJNO (N/T)	115/ 8.4	8.8	6.7	6.2	6.7	7.5	139/1640	1239/15.8	13.9	14.9	6.9	83	936
4. WIRK-F (C)	86/ 6.3	6.4	6.9	3.7	5.4	5.8	117/1112	787/10.0	13.8	10.9	4.9	59	725
5. WOLL-F (O)	58/ 4.2	2.5	3.6	2.5	2.3	3.2	70/843	715/ 9.1	8.4	5.6	2.3	28	409
6. WKGR-F (CL AOR)	55/ 4.0	4.0	3.7	2.8	3.0	3.6	128/1472	752/ 9.6	9.3	8.4	5.3	64	682
7. WOJV-F (CHR)	49/ 3.6	2.6	4.6	5.2	4.4	4.0	93/1519	846/10.8	12.1	12.1	4.0	48	766
8. WHQT-F (CHR)	45/ 3.3	3.5	3.6	6.0	5.9	4.1	123/1653	503/ 6.4	7.0	10.0	2.9	35	528
9. WEDR-F (B)	42/ 3.1	2.9	1.8	---	---	2.0	127/1365	475/ 6.1	2.9	0.0	4.6	55	529
10. WNGS-F (SAC)	36/ 2.6	1.9	2.5	2.8	2.6	2.5	37/624	580/ 7.4	6.5	6.3	2.3	28	503
11. WZTA-F (AOR)	34/ 2.5	2.5	1.8	1.8	1.8	2.2	131/1590	458/ 5.8	4.7	5.6	2.7	32	492
12. WLYF-F (EZ)	32/ 2.3	1.1	0.8	1.9	1.1	1.5	264/2941	587/ 7.5	3.9	4.7	0.6	7	224
13. WSHE-F (AOR)	28/ 2.0	1.8	2.4	4.2	3.2	2.6	130/1786	469/ 6.0	6.6	8.3	4.4	53	558
14.													
15.													

12+ FM SHARE (METRO): 79.72% (963 of 1208) (FAL 89: 77.61%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOJV-F	1 WRMF-F	1 WRMF-F	1 WRMF-F	1 WRMF-F	1 WEAT-AF	1 WEAT-AF	1 WEAT-AF	1 WEAT-AF	1 WHQT-F	1 WJNO >>
2 WHQT-F	2 WKGR-F	2 WKGR-F	2 WOLL-F	2 WIRK-F	2 WJNO >	2 WJNO	2 WRMF-F	2 WRMF-F	2 WJNO	2 WEAT-F
3 WPOW-F	3 WOJV-F	3 WOLL-F	3 WIRK-F	3 WOLL-F	3 WIRK-F	3 WRMF-F	3 WJNO	3 WJNO	3 WEAT-AF	3 WIRK-F
4 WSHE-F	4 WSHE-F	4 WIRK-F	4 WKGR-F	4 WEAT-AF	4 WRMF-F	4 WIRK-F	4 WIRK-F	4 WIRK-F	4 WOJV-F	4 WEDR-F
5	WHQT-F	5	5 WJNO <	WJNO <	5 WOLL-F	5 WOLL-F	5 WKGR-F	5 WOLL-F	WIRK-F	WPBR
6	6	6	6 WZTA-F	6 WKGR-F	6	6	6 WOLL-F	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WOJV-F	1 WRMF-F	1 WRMF-F	1 WRMF-F	1 WRMF-F	1 WKGR-F	1 WRMF-F	1 WRMF-F	1 WRMF-F	1 WRMF-F
2 WRMF-F	2 WOJV-F	2 WOLL-F	2 WEAT-AF	2 WIRK-F	2 WSHE-F	2 WKGR-F	2 WZTA-F	2 WKGR-F	2 WIRK-F
3 WPOW-F	3 WNGS-F	3 WOJV-F	3 WOJV-F	3 WOLL-F	3 WPOW-F	3 WZTA-F	3 WKGR-F	3 WZTA-F	3 WZTA-F
4 WHQT-F	4 WHQT-F	4 WNGS-F	4 WOLL-F	4 WEAT-AF	4 WHQT-F	4 WSHE-F	4 WJNO	4 WOLL-F	4 WOLL-F
5	WNGS-F	5	5 WNGS-F	5 WNGS-F	5 WEDR-F	5 WEDR-F	5 WIRK-F	5 WIRK-F	5 WKGR-F
6	6	6	6 WIRK-F	6	6	6	6 WEDR-F	6 WJNO	6 WJNO

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		119 (3)	119 (3)	9.9	9.5	WDBF 1420 Delray Bch/W.P.	1.1/2.8/ 19/ 249
AOR/CLASSIC		134 (4)	134 (4)	11.1	10.7	WPBG 1290 West Palm Beach	0.6/1.7/ 9/ 159
AC/OLDIES/SOFT ROCK	8 (1)	259 (6)	267 (7)	22.1	21.3	WPBR 1340 Palm Beach	0.9/3.5/ 17/ 338
MOR/VARIETY					1.1	WPOM 1600 Riviera Bch/WP1	0.9/3.2/ 13/ 249
COUNTRY		104 (2)	104 (2)	8.6	7.9	WSBR 740 Boca Rtn/WP1mBc	0.4/3.0/ 13/ 557
BLACK/URBAN	42 (3)	67 (2)	109 (5)	9.0	10.4	WSWN 900 Belle Glade	0.7/1.7/ 12/ 262
BEAUTIFUL/EASY	8 (1)	218 (2)	226 (3)	18.7	22.6	WTRU-F 99.5 Jupiter	1.0/3.0/ 16/ 306
NEWS/TALK	164 (5)		164 (5)	13.6	13.5	WYFX 1040 Boynton Bch/Mia	1.5/3.9/ 26/ 530
NOSTALGIA	23 (2)		23 (2)	1.9			
RELIGION/GOSPEL						WAXY-F 105.9 Ft. Lauderdale	0.6/2.2/ 61/1139
SPANISH		9 (1)	9 (1)	0.7	1.8	WFLL-F 97.3 Miami/Ft.Laud.	1.2/3.8/110/1666
CLASSICAL		19 (1)	19 (1)	1.6	1.2	WHYI-F 100.7 Ft. Lauderdale	1.8/7.0/121/1985
JAZZ/NEW AGE		20 (1)	20 (1)	1.7		WINZ 940 Miami	0.5/2.8/ 56/1177
UNKNOWN/OTHERS		14 (1)	14 (1)	1.2		WIOD 610 Miami	1.7/6.2/185/2504
						WJQY-F 106.7 Ft. Lauderdale	1.3/4.4/ 93/1512
						WKIS-F 99.9 Boca Raton	1.3/5.5/162/1860
						WLVE-F 93.9 Miami Beach	1.5/3.0/ 80/1150
						WMRZ 790 South Miami	0.6/1.3/ 37/ 641
						WMXJ-F 102.7 Pompano Beach	1.6/5.6/125/1855
						WPOW-F 96.5 Miami/Ft Ldrd	1.8/7.3/ 87/1614
						WQBA-F 107.5 Miami	0.7/1.6/ 38/ 342
						WTMI-F 93.1 Miami/Ft Ldrdle	1.4/3.9/ 88/1160

RADIO STATIONS

WEAT, 850, 5 KW/1 KW (DA-2), SEE WEAT-F
 WJNO, 1230, 1 KW, NEWS/TALK
 WPBR, 1340, 1 KW, TALK
 WPOM, 1600, 1 KW (DA-1), BLACK
 WYFX, 1040, 25 KW/1 KW (DA-2), BLACK

, \$
 CBS, ABC E, \$ 55.00 (Banner) Fairbanks
 SOURCE, \$ 19.00 (Eastman)
 \$ 23.00 (Republic)
 SBN, \$ 18.00 (K & P)

WEAT-F, 104.3, 56 KW @ 1250, EZ
 WIRK-F, 107.9, 100 KW @ 340, COUNTRY
 WKGR-F, 98.7, 100 KW @ 1380, AOR
 WNGS-F, 92.1, 2.2 KW @ 378, SOFT AC
 WOLL-F, 94.3, 1.4 KW @ 481, OLDIES
 WOJV-F, 95.5, 100 KW @ 982, CHR
 WRMF-F, 97.9, 100 KW @ 1350, AC

, \$ 80.00 (Katz) Taylor
 \$ 60.00 (HNWH) Price
 UPI, \$ 43.00 (HNWH) (FORT PIERCE)
 \$ 30.00 (Eastman)
 \$ 37.00 (Republic) Lappin
 SOURCE, \$ 40.00 (McGuilid) (FORT PIERCE)
 \$ 115.00 (Banner) Fairbanks

WICHITA

Arbitron Rank/Pop (12+): 88/399,600
 MSA Rank/Pop: 102/458,000
 ADI # 61
 Average Person Ratings: 15.9
 Market TSL: 21.00 hours

Stations: 18/18
 Diaries: 863/463:1/56.9%
 Sample Target: 830
 % Below Line: 0.0
 % Not Listed: 8.6

1990 Revenue: \$17,400,000
 HH Inc.: \$35,665
 Retail \$: 3.4 Bill
 Pop per Station: 22,200
 #1 Biller: KFDI-AF \$5,100,000

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume
1. KKRD-F (CHR)	74/11.6	13.3	14.9	15.0	13.8	----	87/1158	905/22.6	27.2	29.1	12.3	78	948
2. KZSN-F (C)	69/10.8	8.6	9.7	9.3	11.6	----	118/1162	737/18.4	18.4	17.5	11.5	73	748
3. KFDI-F (C)	60/ 9.4	11.0	9.9	8.6	9.5	----	112/1442	876/21.9	21.7	18.7	10.2	65	940
4. KFDI (C)	47/ 7.4	6.7	7.9	5.8	7.6	----	63/779	567/14.2	16.0	16.5	6.1	39	563
5. KICT-F (AOR)	45/ 7.1	7.1	7.0	7.4	7.8	----	77/1114	617/15.4	14.7	17.2	7.5	48	682
6. KEYN-F (O)	44/ 6.9	6.6	5.4	6.2	7.5	----	56/948	703/17.3	16.6	15.1	4.9	31	506
7. KRZZ-F (CL AOR)	41/ 6.4	4.8	4.6	3.9	3.0	----	42/682	585/14.6	10.7	11.5	7.5	48	492
8. KRBB-F (AC)	39/ 6.1	7.1	3.7	1.8	1.3	----	52/682	538/13.5	11.7	7.0	6.0	38	493
9. KXK-F (AC)	35/ 5.5	4.5	7.0	7.4	8.0	----	56/672	482/12.1	11.3	16.9	3.1	20	281
10. KOEZ-F (EZ)	31/ 4.9	7.9	6.5	6.9	5.5	----	50/625	415/10.4	11.1	11.3	5.3	34	387
11. KNSS (N/T)	26/ 4.1	3.8	3.5	3.3	1.8	----	26/406	402/10.1	10.0	9.4	3.3	21	380
12. KBUZ-F (B)	24/ 3.8	2.8	2.4	0.4	1.3	----	24/389	389/ 9.7	6.9	6.3	8.2	52	504
13. KQAM (BB)	14/ 2.2	0.3	1.0	1.9	1.7	----	15/303	284/ 7.1	4.8	4.6	2.0	13	197
14. KFH (O)	13/ 2.0	1.6	1.3	0.4	1.0	----	13/323	263/ 6.6	5.0	4.9	2.0	13	236
15.													

12+ FM SHARE (METRO): 79.90% (465 of 582) (FAL 89: 80.45%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKRD-F	1 KKRD-F	1 KZSN-F	1 KZSN-F	1 KZSN-F	1 KFDI-F	1 KKRD-F	1 KZSN-F	1 KZSN-F	1 KKRD-F	1 KFDI-F
2	2 KRZZ-F	2 KKRD-F	2 KEYN-F	2 KEYN-F	2 KFDI-F	2 KFDI-F	2 KFDI-F	2 KFDI-F	2 KZSN-F	2 KFDI-F
3	3 KZSN-F	3 KICT-F	3 KFDI-F	3 KFDI-F	3 KZSN-F	3 KZSN-F	3 KKRD-F	3 KFDI-F	3 KICT-F	3 KKRD-F
4	KICT-F	4 KRZZ-F	4 KRBB-F	4 KRBB-F	4 KEYN-F	4 KFDI	4 KRBB-F	4 KRBB-F	4 KRZZ-F	4 KZSN-F
5	5 KRBB-F	KEYN-F	5 KRZZ-F	5 KKRD-F	5 KOEZ-F	5 KICT-F	5 KNSS	5 KRZZ-F	5 KRBB-F	5
6	6	6 KRBB-F	KKRD-F	6 KRZZ-F	6	6 KEYN-F	6 KEYN-F	6 KEYN-F	6 KFDI-F	6
7	7	7	7 KICT-F	7 KXK-F	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKRD-F	1 KZSN-F	1 KZSN-F	1 KZSN-F	1 KZSN-F	1 KKRD-F	1 KRZZ-F	1 KRZZ-F	1 KZSN-F	1 KZSN-F
2 KZSN-F	KKRD-F	2 KKRD-F	2 KKRD-F	2 KFDI-F	2 KICT-F	2 KICT-F	2 KZSN-F	2 KKRD-F	2 KEYN-F
3 KRZZ-F	3 KRZZ-F	KEYN-F	3 KRBB-F	3 KRBB-F	3 KRZZ-F	3 KKRD-F	3 KICT-F	3 KRZZ-F	3 KRZZ-F
KICT-F	KICT-F	4 KXK-F	4 KXK-F	4 KEYN-F	4 KZSN-F	4 KZSN-F	4 KRBB-F	4 KRBB-F	4 KICT-F
5 KRBB-F	5 KXK-F	5 KRZZ-F	KEYN-F	5 KXK-F	KRBB-F	5 KRBB-F	KNSS	5 KEYN-F	5 KFDI-F
6 KXK-F	KRBB-F	KRBB-F	6 KICT-F	6 KKRD-F	KBUZ-F	6	KKRD-F	6	6 KRBB-F
7 KBUZ-F	7 KEYN-F	KICT-F	KFDI-F	7	7	7	7 KFDI-F	7	7 KKRD-F

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		77 (2)	77 (2)	13.2	16.4	KJRG 950 Newton	1.1/3.3/ 15/ 251
AOR/CLASSIC		86 (2)	86 (2)	14.8	12.7	KSLG 900 Wichita	0.8/4.4/ 9/ 218
AC/OLDIES/SOFT ROCK	13 (1)	118 (3)	131 (4)	22.5	22.5	KYQQ-F 106.5 Arkansas City	0.5/5.3/ 10/ 322
MOR/VARIETY						KZSN 1480 Wichita	0.8/3.7/ 6/ 159
COUNTRY	52 (2)	129 (2)	181 (4)	31.1	30.2		
BLACK/URBAN		24 (1)	24 (1)	4.1	2.6		
BEAUTIFUL/EASY		31 (1)	31 (1)	5.3	7.2		
NEWS/TALK	26 (1)		26 (1)	4.5	3.8		
NOSTALGIA	14 (1)		14 (1)	2.4	2.4		
RELIGION/GOSPEL	12 (2)		12 (2)	2.1	2.1		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							

RADIO STATIONS

KFDI, 1070, 10 KW/1 KW (DA-N), COUNTRY	ABC E, \$ 40.00 (Torbet)	Great Empire
KFH, 1330, 5 KW (DA-N), OLDIES	CBS, MBS, \$ 15.00 (Banner)	Midcontinent
KNSS, 1240, 1 KW, TALK	MBS, ABC T, \$ 18.00 (Durpetti)	
KQAM, 1410, 5 KW/1 KW (DA-2), OLDIES	UNISUP,UNIULT, \$ 16.00 (Eastman)	
KBUZ-F, 99.1, 42 KW @ 515, BLACK	SBN, \$ 17.00 (---)	(EL DORARDO)
KFDI-F, 101.3, 100 KW @ 1140, COUNTRY	CBS, MBS, \$ 60.00 (Torbet)	Great Empire
KICT-F, 95.1, 100 KW @ 1027, AOR	ABC R, \$ 38.00 (McGuill)	Lakoduk
KKRD-F, 107.3, 100 KW @ 860, CHR	\$ 47.00 (HNWH)	
KOEZ-F, 92.3, 100 KW @ 640, EZ	UNIULT, \$ 26.00 (Roslin)	(NEWTON)
KEYN-F, 103.7, 100 KW @ 1032, OLDIES	\$ 38.00 (Eastman)	
KRBB-F, 97.9, 100 KW @ 993, AC	\$ 32.00 (Republic)	
KRZZ-F, 96.3, 50 KW @ 500, CLASSIC AOR	\$ 25.00 (Durpetti)	(DERBY)
KYQQ-F, 106.5, 100 KW @ 1280, CHR	\$ 18.00 (K & P)	(ARKANSAS CITY)
KXK-F, 105.3, 100 KW @ 993, AC	APR, \$ 40.00 (Banner)	Midcontinent
KZSN-F, 102.1, 100 KW @ 1032, COUNTRY	\$ 44.00 (Katz)	Southern Skies (HUTCHINSON)
MISCELLANEOUS: KWKL changes to KYQQ and format from Oldies to CHR . . .		

WILKES BARRE-SCRANTON

Arbitron Rank/Pop (12+): 62/631,200
 MSA Rank/Pop: 68/740,000
 ADI # 54
 Average Person Ratings: 17.8
 Market TSL: 23.50 hours

Stations: 39/26
 Diaries: 1056/598:1/58.4%
 Sample Target: 1050
 % Below Line: 12.1
 % Not Listed: 14.1

1990 Revenue: \$15,700,000
 HH Inc.: \$28,134
 Retail \$: 5.6 Bill
 Pop per Station: 24,276
 #1 Biller: WKRZ-F \$4,000,000

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. WKRZ-F (CHR)	168/15.0	17.9	17.1	15.5	13.4	16.4	210/2483	2126/33.7	33.3	33.2	19.2	188	2034	WKRZ-F
2. WEZX-F (AOR)	97/ 8.7	6.1	7.5	7.9	8.0	7.6	107/1170	1051/16.7	11.7	14.8	11.8	116	1258	WEZX-F
3. WARM (MOR)	67/ 6.0	6.6	7.5	6.4	5.5	6.6	68/1112	1034/16.4	18.2	17.5	6.5	64	783	WARM
4. WEJL (BB)	61/ 5.4	4.2	3.4	2.4	4.9	3.8	61/540	526/ 8.3	6.9	9.9	3.4	33	385	WEJL
5. WMGS-F (AC)	57/ 5.1	4.8	4.3	5.1	4.9	4.8	59/873	783/12.4	10.2	11.6	4.1	40	511	WMGS-F
6. WNAK (BB)	48/ 4.3	5.3	4.5	6.3	8.6	5.1	48/562	562/ 8.9	8.0	9.4	6.0	59	371	WNAK
7. WDLS-F (C)	48/ 4.3	4.2	3.5	2.5	2.4	3.6	57/569	490/ 7.8	5.2	4.9	4.9	48	482	WDLS-F
8. WGBI-F (AC)	37/ 3.3	3.6	2.4	2.5	2.8	3.0	37/609	508/ 8.0	7.9	10.2	2.0	20	534	WGBI-F
9. WWRB-F (CHR)	29/ 2.6	2.2	3.6	3.3	2.9	2.9	29/630	630/10.0	10.9	11.3	4.4	43	1017	WWRB-F
10. WWSH-F (EZ)	28/ 2.5	2.7	3.1	3.2	5.3	2.9	30/538	435/ 6.9	8.6	10.2	2.4	24	392	WWSH-F
11. WSGD-F (O)	24/ 2.1	2.3	2.8	2.3	1.8	2.4	28/538	444/ 7.0	4.9	7.1	2.1	21	364	WSGD-F
12. WFMZ-F (EZ)	21/ 1.9	1.6	0.9	0.9	1.3	1.3	37/412	202/ 3.2	2.8	2.7	1.7	17	184	WFMZ-F
13. WZZO-F (AOR)	19/ 1.7	1.7	1.5	2.4	1.8	1.8	44/476	231/ 3.7	4.3	4.3	1.6	16	272	WZZO-F
14. WILK (T)	19/ 1.7	1.9	1.0	1.4	1.3	1.5	19/437	432/ 6.8	5.2	5.2	1.7	17	245	WILK
15. WBAX (BB)	18/ 1.6	2.0	2.3	1.4	1.8	1.8	18/319	319/ 5.1	4.4	4.4	0.9	9	245	WBAX
16. WHLM-F (CHR)	17/ 1.5	2.2	2.5	1.8	1.8	2.0	45/639	304/ 4.8	5.1	5.1	1.8	18	301	WHLM-F
17. WICK (EZ)	16/ 1.4	1.7	1.4	1.5	1.5	1.5	16/320	320/ 5.1	3.0	4.8	0.7	7	172	WICK
18. WEAY-F (O)	16/ 1.4	2.0	2.5	2.3	1.8	2.0	16/224	224/ 3.5	6.1	4.7	0.3	3	174	WEAY-F
19.														
20.														

12+ FM SHARE (METRO): 71.55% (689 of 963) (FAL 89: 63.14%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKRZ-F >	1 WKRZ-F	1 WKRZ-F >	1 WKRZ-F >	1 WKRZ-F >	1 WKRZ-F	1 WKRZ-F >	1 WKRZ-F >	1 WKRZ-F >	1 WKRZ-F >	1 WARM >
2 WWRB-F >	WEZX-F >	2 WEZX-F >	2 WEZX-F >	2 WEZX-F >	WEJL <	2 WARM	2 WEZX-F >	2 WEZX-F >	2 WEZX-F >	2 WKRZ-F >
3 WEZX-F	3 WMGS-F >	3 WMGS-F >	3 WMGS-F >	3 WMGS-F >	3 WARM	3 WEZX-F >	3 WEJL	3 WMGS-F >	3 WWRB-F >	3 WZZO-F
4	4 WGBI-F	4 WGBI-F	4 WDLS-F	4 WDLS-F	4 WNAK	4 WMGS-F <	4 WMGS-F >	4 WARM <	4 WARM >	4 WXPX
5	5 WWRB-F	5 WDLS-F	5 WSGD-F	5 WARM	5 WDLS-F	5 WEJL	5 WDLS-F	5 WEJL	5 WMGS-F	WEZX-F
6	6	6	WARM	6	6	6 WNAK	6 WARM	WDLS-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKRZ-F >	1 WKRZ-F >	1 WKRZ-F >	1 WKRZ-F >	1 WKRZ-F >	1 WEZX-F >	1 WEZX-F >	1 WEZX-F >	1 WEZX-F >	1 WEZX-F >
2 WEZX-F	2 WMGS-F	2 WMGS-F >	2 WMGS-F >	2 WMGS-F	2 WKRZ-F >	2 WKRZ-F >	2 WKRZ-F	2 WKRZ-F >	2 WKRZ-F
3 WMGS-F	3 WEZX-F >	3 WEZX-F >	3 WEZX-F >	3 WDLS-F >	3 WZZO-F >	3 WMGS-F	3 WMGS-F >	3 WMGS-F	3 WMGS-F >
4 WWRB-F	4 WWRB-F	4 WHLM-F	4 WGBI-F	4 WGBI-F	4 WMGS-F	4 WZZO-F	4 WZZO-F	4	4 WDLS-F
WGBI-F	WGBI-F	5	5	WARM	5	5	5	5	5 WARM

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		240 (7)	240 (7)	24.9	20.6	WARD 1550 Pittston	0.7/3.6/ 8/ 234		
AOR/CLASSIC		123 (3)	123 (3)	12.8	15.2	WBNE-F 95.9 Benton	0.6/2.0/ 10/ 171		
AC/OLDIES/SOFT ROCK	10 (1)	178 (9)	188 (10)	19.5	16.8	WC DL 1440 Carbondale	0.5/2.0/ 6/ 138		
MOR/VARIETY	72 (2)		72 (2)	7.5	8.0	WCNR 930 Bloomsburg	0.9/1.7/ 15/ 156		
COUNTRY	10 (1)	84 (4)	94 (5)	9.8	6.9	WGBI 910 Scranton/Wl.Br.	0.9/2.5/ 10/ 172		
BLACK/URBAN						WQEQ-F 103.1 Freeland/Hzlton	0.4/1.0/ 5/ 90		
BEAUTIFUL/EASY	16 (1)	49 (2)	65 (3)	6.7	9.0	WSBG-F 93.5 Stroudsburg	0.9/3.1/ 10/ 194		
NEWS/TALK	27 (2)	6 (1)	33 (3)	3.4	4.2	WVPO 840 Stroudsburg	0.4/1.0/ 5/ 64		
NOSTALGIA	133 (4)		133 (4)	13.8	17.7	WDL-F 104.9 Scranton/WB	1.0/3.5/ 11/ 235		
RELIGION/GOSPEL						WXPX 1300 W Hazleton/Hz1t	0.5/1.3/ 6/ 84		
SPANISH									
CLASSICAL						WAEB-F 104.1 Allentown	0.4/1.6/ 16/ 267		
JAZZ/NEW AGE						WAVT-F 101.9 Pottsville	0.4/1.5/ 48/ 749		
UNKNOWN/OTHERS	6 (1)	9 (1)	15 (2)	1.6	1.6	WFMV-F 106.3 Blairstown	0.8/1.6/ 10/ 153		
						WHXT-F 99.9 Easton/Allentwn	0.7/2.7/ 12/ 279		
						WILQ-F 105.1 Williamsport	1.2/2.5/ 27/ 339		
						WKS-F 102.7 Williamsport	0.9/2.2/ 56/ 698		
						WLEV-F 96.1 Easton	1.3/3.4/ 23/ 328		
						WMGK-F 102.9 Philadelphia	0.4/1.0/ 4/ 74		
						WVDB-F 96.5 Philadelphia	0.5/0.9/ 8/ 83		
						WXTU-F 92.5 Philadelphia	1.3/2.0/ 23/ 175		
						WYSP-F 94.1 Philadelphia	0.6/1.0/ 20/ 194		

RADIO STATIONS

WARD ,	1550,	10 KW/500 W (DA-2),	Talk	APR ABC T, \$13.00	(Savalli)	
WARM ,	590,	5 KW (DA-2)	, MOR/Full Service	NBC, \$42.00	(Mc-Guild)	Susquehanna
WBAX ,	1240,	1 KW	, Nostalgia	CNN UNISUP, \$15.00	(Torbet)	
WEJL ,	630,	500 W (DAYS)	, Nostalgia/MOR	ABC I UNISUP, \$19.00	(Christal)	Shamrock-Lynett
WGBI ,	910,	1 KW/500 W	, Country	CBS, \$13.00	(Torbet)	
WICK ,	1400,	1 KW	, EZ	ABC D, \$13.00	(Roslin)	
WILK ,	980,	5 KW/1 KW (DA-2)	, Talk	CNN ABC E, \$16.00	(Katz)	Keymarket
WNAK ,	730,	1 KW/38 W	, Nostalgia	NBC, \$25.00	(K & P)	
WDLS-F,	93.7,	.8 KW @ 679	, Country	CNN UNISUP, \$15.00	(---)	
WEAY-F,	92.1,	.7 KW @ 552	, Oldies	CNN UNISUP, \$17.00	(Torbet)	
WEZX-F,	107.1,	.2 KW @ 1267	, AOR	ABC R, \$37.00	(Christal)	Shamrock-Lynett
WGBI-F,	101.3,	7 KW @ 1110	, AC	RADRAD, \$22.00	(Torbet)	
WHLM-F,	106.5,	36 KW @ 579	, AC	UNIULT, \$18.00	(Banner)	(BLOOMSBURG)
WKRZ-F,	98.5,	9 KW @ 1172	, CHR	, \$65.00	(Katz)	Keymarket
WMGS-F,	92.9,	5 KW @ 1383	, AC	, \$42.00	(Mc-Guild)	Susquehanna
WSBG-F,	93.5,	.6 KW @ 764	, CHR	APR, \$16.00	(Dome)	(STROUDSBERG)
WSGD-F,	94.3,	.5 KW @ 770	, Oldies	, \$17.00	(Republic)	Sage (CARBONDALE)
WWDL-F,	104.9,	.3 KW @ 1093	, Soft AC	ABC D, \$18.00	(Roslin)	
WWRB-F,	102.3,	3 KW @ 71	, CHR	ABC C, \$23.00	(Eastman)	
WWSH-F,	97.9,	20 KW @ 729	, EZ	, \$23.00	(---)	(HAZLETON)

WILMINGTON, DE

Arbitron Rank/Pop (12+): 77/487,000
 MSA Rank/Pop: 89/550,000
 Philadelphia ADI
 Average Person Ratings: 17.2
 Market TSL: 22.50 hours

Stations: 31/7
 Diaries: 964/505:1/54.9%
 Sample Target: 905
 % Below Line: 60.0
 % Not Listed: 10.2

1990 Revenue: \$10,300,000
 HH Inc.: \$38,447
 Retail \$: 4.7 Bil
 Pop per Station: 69,571
 #1 Biller: WJBR-AF \$3,500,000

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume
1. WSTW-F (CHR)	81/ 9.7	10.0	11.0	9.2	9.1	----	91/1207	1113/22.9	24.0	25.0			WSTW-F
2. WJBR-F (AC)	76/ 9.1	9.0	9.4	7.8	8.8	----	86/1111	976/20.0	17.6	22.3			WJBR-F
3. WMMR-F (AOR)	59/ 7.0	6.9	5.8	8.8	9.7	----	59/841	790/16.2	18.2	15.6			WMMR-F
4. WUSL-F (B)	55/ 6.6	7.5	5.0	7.5	7.3	----	61/774	690/14.2	13.4	9.4			WUSL-F
5. WYSP-F (CL AOR)	45/ 5.4	3.7	4.9	3.4	3.8	----	49/837	771/15.8	13.5	14.4			WYSP-F
6. WDEL (MOR)	39/ 4.7	4.2	6.5	6.4	6.2	----	39/582	550/11.3	15.2	14.7			WDEL
7. WPEN (BB)	32/ 3.8	2.9	2.4	1.2	1.5	----	35/261	242/ 5.0	5.1	4.0			WPEN
8. WEGX-F (CHR)	31/ 3.7	4.0	3.0	4.0	4.6	----	31/804	723/14.8	14.3	13.7			WEGX-F
WILM (N/T)	31/ 3.7	3.6	3.7	4.1	3.4	----	31/527	527/10.8	11.2	11.1			WILM
10. WXTU-F (C)	30/ 3.6	5.1	3.9	5.0	3.6	----	32/485	441/ 9.1	11.4	7.5			WXTU-F
WIOQ-F (CHR)	30/ 3.6	4.6	3.6	3.2	1.4	----	33/705	682/14.0	14.5	13.6			WIOQ-F
12. WDAS-F (B)	26/ 3.1	2.0	2.4	1.8	2.2	----	26/321	321/ 6.6	7.3	5.1			WDAS-F
13. WFLN-F (CL)	25/ 3.0	2.1	1.2	2.1	1.5	----	27/397	367/ 7.5	5.6	5.0			WFLN-F
14. WKSZ-F (AC)	24/ 2.9	3.4	4.0	2.5	3.6	----	29/473	450/ 9.2	10.4	12.1			WKSZ-F
15. WOGL-F (O)	21/ 2.5	2.3	1.9	3.6	2.0	----	21/434	424/ 8.7	9.3	7.7			WOGL-F
16. WIYY-F (AOR)	20/ 2.4	0.9	1.7	0.8	0.5	----	24/324	260/ 5.3	2.7	3.2			WIYY-F
17. WDSD-F (C)	17/ 2.0	2.7	1.9	2.5	1.1	----	37/493	258/ 5.3	6.3	5.3			WDSD-F
18.													
19.													
20.													

12+ FM SHARE (METRO): 82.98% (624 of 752) (FAL 89: 82.84%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WUSL-F	1 WSTW-F	1 WSTW-F	1 WSTW-F	1 WSTW-F	1 WJBR-F	1 WSTW-F	1 WSTW-F	1 WSTW-F	1 WUSL-F	1 WJBR-F
2 WIOQ-F	2 WMMR-F	2 WJBR-F	2 WJBR-F	WJBR-F	2 WDEL	2 WJBR-F	2 WJBR-F	2 WJBR-F	2 WDAS-F	2 WILM
3 WEGX-F	3 WYSP-F	3 WMMR-F	3 WMMR-F	3 WMMR-F	3 WPEN	3 WYSP-F	3 WMMR-F	3 WUSL-F	3 WIOQ-F	3 WDAS-F
4	WUSL-F	4 WYSP-F	4 WYSP-F	4 WYSP-F	4 WILM	WMMR-F	4 WDEL	4 WMMR-F	WSTW-F	4
5	WJBR-F	5 WUSL-F	5 WUSL-F	5 WUSL-F	5 WXTU-F	5 WILM	5 WKSZ-F	5 WYSP-F	5 WJBR-F	5
						6 WDEL				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WSTW-F	1 WSTW-F	1 WSTW-F	1 WSTW-F	1 WJBR-F	1 WMMR-F	1 WMMR-F	1 WMMR-F	1 WMMR-F	1 WMMR-F
2 WUSL-F	2 WJBR-F	2 WJBR-F	2 WJBR-F	2 WSTW-F	2 WYSP-F	2 WSTW-F	2 WSTW-F	2 WSTW-F	2 WSTW-F
3 WIOQ-F	3 WUSL-F	3 WMMR-F	3 WUSL-F	3 WMMR-F	3 WIYY-F	3 WYSP-F	3 WYSP-F	3 WYSP-F	3 WJBR-F
WJBR-F	4 WMMR-F	4 WUSL-F	4 WMMR-F	4 WUSL-F	4 WUSL-F	4 WIYY-F	4 WIYY-F	4 WJBR-F	4 WYSP-F
5 WEGX-F	5 WIOQ-F	5 WDAS-F	5 WYSP-F	5 WYSP-F	5 WEGX-F	5 WUSL-F	5 WJBR-F	5 WUSL-F	5 WUSL-F
6	6 WYSP-F	6 WYSP-F	6	6	WSTW-F	6 WJBR-F	6	6 WIYY-F	6

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		146 (4)	146 (4)	19.4	20.9	WAMS 1380 Wilmington	0.4/2.1/ 3/ 103		
AOR/CLASSIC		124 (3)	124 (3)	16.5	14.1	WJBR 1290 Wilmington	0.4/1.6/ 3/ 77		
AC/OLDIES/SOFT ROCK	6 (2)	139 (6)	145 (8)	19.3	21.4				
MOR/VARIETY	39 (1)		39 (1)	5.2	7.4	KYW 1060 Philadelphia	1.0/5.3/ 8/ 259		
COUNTRY		75 (4)	75 (4)	10.0	8.0	WBSB-F 104.3 Baltimore	0.5/2.1/ 11/ 256		
BLACK/URBAN		81 (2)	81 (2)	10.8	8.4	WEAZ-F 101.1 Philadelphia	1.9/7.7/ 18/ 390		
BEAUTIFUL/EASY		21 (2)	21 (2)	2.8	3.9	WIP 610 Philadelphia	1.4/7.1/ 12/ 344		
NEWS/TALK	51 (3)	10 (1)	61 (4)	8.1	9.7	WLIF-F 101.9 Baltimore	0.6/1.2/ 5/ 57		
NOSTALGIA	32 (1)		32 (1)	4.3	2.7	WMGK-F 102.9 Philadelphia	0.8/5.4/ 7/ 270		
RELIGION/GOSPEL					0.4	WPOC-F 93.1 Baltimore	1.7/2.5/ 14/ 120		
SPANISH						WQSR-F 105.7 Catonsville	1.0/2.5/ 11/ 156		
CLASSICAL		25 (1)	25 (1)	3.3	1.4	WSNJ-F 107.7 Bridgeton	0.4/1.6/ 3/ 89		
JAZZ/NEW AGE						WDBB-F 96.5 Philadelphia	1.2/3.9/ 10/ 210		
UNKNOWN/OTHERS		3 (1)	3 (1)	0.4	1.8	WXCX-F 103.7 Havre de Grace	1.7/3.1/ 14/ 153		
						WYXR-F 104.5 Philadelphia	0.4/3.7/ 3/ 202		
	128 (7)	624 (24)	752 (31)						

RADIO STATIONS

WAMS, 1380, 5 KW/1 KW, OLDIES, ABC D, \$ 11.00 (K & P)
 WDEL, 1150, 5 KW (DA-2), MOR/FULL SER., APR, \$ 36.00 (Eastman)
 WILM, 1450, 1 KW, NEWS/TALK, CBS, MBS, \$ 30.00 (Savalli)
 WJBR-F, 99.5, 50 KW @ 500, AC, APR, UNIPWR, \$ 75.00 (Katz) CRB
 WSTW-F, 93.7, 50 KW @ 490, CHR/AC, \$ 71.00 (Eastman)
 WDWD-F, 94.7, 50 KW @ 492, COUNTRY, \$ 24.00 (Roslin) (DOVER)

WORCESTER

Arbitron Rank/Pop (12+): 98/359,900
 MSA Rank/Pop: 114/418,000
 Boston ADI
 Average Person Ratings: 17.6
 Market TSL: 23.50 hours

Stations: 28/6
 Diaries: 816/441:1/52.6%
 Sample Target: 780
 % Below Line: 50.2
 % Not Listed: 12.1

1990 Revenue: \$11,000,000
 HH Inc.: \$38,503
 Retail \$: 4.0 Bil
 Pop per Station: 59,983
 #1 Biller: WAAF-F \$3,800,000

12+ METRO	1/4/SHARE	SPG				4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING		SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
		90	89	89	88			90	89						
1. WSRS-F (EZ/SAC)	96/15.1	11.9	13.1	11.2	13.8	----	131/1464	977/27.1	25.2	28.5	10.6	106	1295	WSRS-F	
2. WAAF-F (AOR)	51/ 8.0	10.8	10.8	14.9	12.1	----	108/1501	744/20.7	24.8	24.0	12.6	126	1393	WAAF-F	
WTAG (MOR)	51/ 8.0	8.4	7.9	7.4	8.5	----	58/822	668/18.6	19.7	21.1	5.8	58	840	WTAG	
4. WZOU-F (CHR)	45/ 7.1	7.2	7.4	6.1	7.7	----	67/983	669/18.6	20.2	19.8	12.8	128	1218	WZOU-F	
5. WXLO-F (AC)	44/ 6.9	5.6	8.0	4.1	5.5	----	78/983	570/15.8	16.3	19.1	6.6	66	1221	WXLO-F	
6. WODS-F (O)	30/ 4.7	3.3	4.2	5.0	4.5	----	65/912	387/10.8	10.8	11.4	3.7	37	543	WODS-F	
WNEB (BB)	30/ 4.7	4.1	5.0	4.0	4.2	----	30/286	268/ 7.4	7.2	9.8	2.3	23	433	WNEB	
8. WZLX-F (CL AOR)	25/ 3.9	4.4	2.0	3.1	3.4	----	29/452	350/ 9.7	9.9	7.9	4.9	49	696	WZLX-F	
9. WBZ (MOR)	24/ 3.8	4.4	3.3	4.5	4.7	----	30/536	315/ 8.8	10.9	11.1	3.2	32	548	WBZ	
10. WBCN-F (AOR)	19/ 3.0	1.9	2.8	2.5	2.7	----	22/435	288/ 8.0	7.6	7.1	4.1	41	408	WBCN-F	
11. WXKS-F (CHR)	15/ 2.4	2.2	2.4	2.1	1.4	----	22/301	212/ 5.9	7.5	7.8	1.5	15	259	WXKS-F	
WQVR-F (C)	15/ 2.4	2.0	2.2	2.1	1.6	----	24/320	200/ 5.6	3.5	5.1	2.7	27	274	WQVR-F	
13. WROR-F (AC)	14/ 2.2	2.3	1.4	2.6	3.1	----	21/468	339/ 9.4	8.9	6.3	2.6	26	466	WROR-F	
WCRB-F (CL)	14/ 2.2	1.4	1.4	0.7	0.5	----	28/315	166/ 4.6	2.9	4.7	1.0	10	184	WCRB-F	
15. WESO (MOR)	12/ 1.9	0.5	0.8	1.0	0.8	----	27/220	92/ 2.6	1.3	1.7				WESO	
WFTQ (AC)	12/ 1.9	2.2	4.2	3.1	2.6	----	13/259	250/ 6.9	6.4	12.1	1.9	19	373	WFTQ	

12+ FM SHARE (METRO): 74.73% (417 of 558) (FAL 89: 71.30%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZOU-F	1 WAAF-F>	1 WSRS-F>	1 WSRS-F>	1 WSRS-F>	1 WSRS-F>	1 WSRS-F>	1 WSRS-F>>	1 WSRS-F>	1 WTAG >	1 WTAG >
2 WAAF-F	2 WSRS-F<	2 WAAF-F	2 WXLO-F	2 WXLO-F	2 WTAG >	2 WTAG >	2 WXLO-F	2 WAAF-F<	2 WZOU-F	2 WBZ >
3	3 WXLO-F<	3 WXLO-F	3 WODS-F>	3 WODS-F>	3 WNEB	3 WAAF-F<	3 WAAF-F	3 WZOU-F	3 WSRS-F<	3 WSRS-F>
4	4 WZOU-F<	4 WZOU-F	4 WZLX-F	4 WZLX-F	4 WODS-F	4 WXLO-F<	4 WODS-F	4 WXLO-F	4 WAAF-F>	4 WNEB
5	5 WZLX-F>	5 WODS-F	WBCN-F	WBCN-F	5 WBZ <	5 WZOU-F	5 WTAG <	5 WODS-F	5 WBZ	5
6	6 WBCN-F	6 WZLX-F	WAAF-F	WAAF-F	6 WXLO-F	6 WBZ	6 WNEB	6	6	6
	7 WXKS-F									

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAAF-F	1 WAAF-F<	1 WXLO-F>>	1 WSRS-F	1 WSRS-F	1 WAAF-F>	1 WZLX-F<	1 WZLX-F	1 WSRS-F>	1 WSRS-F>
2 WZOU-F>	2 WZOU-F	2 WSRS-F	2 WXLO-F	2 WXLO-F>>	2 WZLX-F>	2 WAAF-F>	2 WBCN-F	2 WZLX-F<	2 WODS-F
3 WSRS-F>>	WXLO-F	3 WZOU-F	3 WZOU-F	3 WODS-F	3 WZOU-F>	3 WBCN-F	3 WXLO-F	3 WAAF-F	3 WXLO-F
4 WXKS-F	4 WSRS-F>	WXKS-F	4 WAAF-F	4 WZOU-F	4 WSRS-F	WSRS-F>	WSRS-F	4 WODS-F	4 WZLX-F
5 WXLO-F	5 WXKS-F	WAAF-F	5	5 WAAF-F	5	5 WXLO-F	5 WAAF-F	5 WBCN-F	5 WBCN-F
						6 WZOU-F		6 WXLO-F	

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		63 (3)	63 (3)	11.3	11.4	WORC	1310	Worcester	0.9/5.1/ 6/ 196
AOR/CLASSIC		101 (5)	101 (5)	18.1	18.9				
AC/OLDIES/SOFT ROCK	18 (2)	104 (6)	122 (8)	21.9	22.5	WBOS-F	92.9	Brookline/Bston	0.8/2.5/ 5/ 134
MOR/VARIETY	87 (3)		87 (3)	15.6	14.1	WCDJ-F	96.9	Boston	1.1/3.8/ 13/ 207
COUNTRY		24 (2)	24 (2)	4.3	4.5	WCGY-F	93.7	Lawrence/Boston	0.6/2.1/ 5/ 97
BLACK/URBAN		3 (1)	3 (1)	0.5		WCTK-F	98.1	New Bedford	1.4/3.0/ 10/ 158
BEAUTIFUL/EASY		96 (1)	96 (1)	17.2	17.8	WHJY-F	94.1	Providence	0.3/2.4/ 3/ 131
NEWS/TALK	6 (1)		6 (1)	1.1	2.1	WMJX-F	106.7	Boston	0.9/3.5/ 11/ 194
NOSTALGIA	30 (1)	5 (1)	35 (2)	6.3	6.4	WPLM-F	99.1	Plymouth/Bos.	0.8/2.9/ 6/ 148
RELIGION/GOSPEL						WPRO-F	92.3	Providence	0.5/2.8/ 4/ 125
SPANISH						WRKO	680	Boston	0.9/3.0/ 20/ 206
CLASSICAL		14 (1)	14 (1)	2.5	1.6	WSSH-F	99.5	Lowell/Boston	0.8/5.1/ 20/ 375
JAZZ/NEW AGE		7 (1)	7 (1)	1.3		WWRX-F	103.7	Westerly	0.5/1.5/ 7/ 173
UNKNOWN/OTHERS					0.7				

141 (7) 417 (21) 558 (28)

RADIO STATIONS

WFTQ, 1440, 5 KW (DA-2)	, AC	ABC I, UNIWPR	, \$ 28.00 (Katz)	Zapis
WNEB, 1230, 1 KW	, NOSTALGIA	CBS, MBS	, \$ 19.00 (Savalli)	
WORC, 1310, 5 KW/1 KW (DA-2)	, OLDIES	CNN, UNISUP	, \$ 14.00 (Kettell)	
WTAG, 580, 5 KW (DA-2)	, MOR/FULL S.	NBC, TALKNT	, \$ 42.00 (Banner)	Knight
WAAF-F, 107.3, 19 KW	● 823, AOR/CHR	UNIWPR	, \$ 95.00 (Katz)	Zapis
WSRS-F, 96.1, 17 KW	● 863, EZ/SOFT AC		, \$ 75.00 (Banner)	Knight
WXLO-F, 104.5, 37 KW	● 670, AC	APR	, \$ 45.00 (McGuild)	

OTHER RANKED STATIONS -- See Boston

YORK

Arbitron Rank/Pop (12+): 103/347,000
 MSA Rank/Pop: 113/415,000
 ADI # 45 (w/Harris + Lancaster)
 Average Person Ratings: 17.4
 Market TSL: 23.00 hours

Stations: 32/11
 Diaries: 900/386:1/67.6%
 Sample Target: 770
 % Below Line: 39.3
 % Not Listed: 12.7

1990 Revenue: \$12,800,000
 HH Inc.: \$32,405
 Retail \$: 3.4 Bill
 Pop per Station: 31,545
 #1 Biller: WARM-F \$3,500,000

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. WARM-F (AC)	68/11.2	9.2	10.9	10.1	10.3	10.4	127/1787	793/22.9	22.4	21.0	8.9	52	534	WARM-F
2. WGTY-F (C)	56/ 9.3	10.1	10.2	8.7	7.9	9.6	65/596	446/12.9	15.1	14.4	5.6	33	496	WGTY-F
3. WYCR-F (CHR)	52/ 8.6	9.2	11.8	7.9	12.4	9.4	72/1339	772/22.2	29.4	29.1	10.2	60	967	WYCR-F
4. WSBA (MOR)	45/ 7.4	5.5	8.2	7.9	8.8	7.3	54/848	650/18.7	18.4	18.3	11.1	65	711	WSBA
5. WRKZ-F (C)	43/ 7.1	8.9	6.1	6.6	8.1	7.2	131/1666	485/14.0	14.4	15.0	5.8	34	575	WRKZ-F
6. WQXA-F (CHR)	34/ 5.6	4.4	6.6	8.7	5.8	6.3	104/1635	531/15.3	18.0	16.9	8.7	51	703	WQXA-F
7. WNCE-F (EZ)	28/ 4.6	6.4	5.9	6.8	6.5	5.9	126/1654	377/10.9	13.8	13.9	4.3	25	331	WNCE-F
8. WDAC-F (REL)	23/ 3.8	1.0	0.8	1.1	1.0	1.7	73/755	157/ 4.5	2.2	2.9	1.5	9	176	WDAC-F
9. WTPA-F (AOR)	22/ 3.6	3.0	4.5	3.6	1.7	3.7	98/1237	311/ 9.0	7.6	4.3	4.8	28	341	WTPA-F
10. WWKL-F (O)	20/ 3.3	5.2	2.7	1.3	1.5	3.1	105/1415	235/ 6.8	6.5	4.0	1.9	11	214	WWKL-F
WGRX-F (AOR)	20/ 3.3	4.2	4.2	2.8	3.8	3.6	32/632	415/12.0	12.6	10.9	4.1	24	404	WGRX-F
12. WIYY-F (AOR)	14/ 2.3	2.3	1.8	0.9	1.3	1.8	16/215	161/ 4.6	3.9	4.4	2.7	16	179	WIYY-F
13. WHTF-F (AOR)	13/ 2.1	3.7	2.4	2.8	4.0	2.8	74/1191	302/ 8.7	8.3	9.4	4.4	26	401	WHTF-F
14.														
15.														

12+ FM SHARE (METRO): 83.90% (443 of 528) (FAL 89: 82.14%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WYCR-F	1 WARM-F<	1 WARM-F>	1 WARM-F>	1 WARM-F>	1 WSBA	1 WARM-F	1 WARM-F>	1 WARM-F	1 WYCR-F>	1 WYCR-F
2 WQXA-F>>	2 WYCR-F>	2 WYCR-F	2 WGTY-F	2 WGTY-F	WGTY-F	2 WSBA <	2 WGTY-F<	2 WGTY-F	2 WGTY-F	2 WRKZ-F
3	3 WQXA-F	3 WGTY-F	3 WYCR-F	3 WRKZ-F	3 WARM-F	3 WYCR-F	3 WYCR-F	3 WYCR-F	3 WYCR-F	3 WGTY-F
4	4 WGTY-F	4 WRKZ-F	4 WRKZ-F>	4 WYCR-F>	4 WRKZ-F	4 WYCR-F	4 WRKZ-F	4 WRKZ-F	4 WQXA-F	4 WTPA-F
5	5 WTPA-F	5 WQXA-F	5 WTPA-F	5 WTPA-F	5 WNCE-F	5 WRKZ-F	5	5 WSBA	5 WRKZ-F	WSBA
6	6 WGRX-F	6 WTPA-F	6	6	6	6	6	6 WQXA-F	6 WDAC-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WYCR-F	1 WARM-F	1 WARM-F	1 WARM-F>	1 WARM-F>	1 WYCR-F>	1 WTPA-F	1 WTPA-F	1 WARM-F	1 WRKZ-F
WARM-F	2 WYCR-F>>	2 WYCR-F	2 WYCR-F	2 WGTY-F>	2 WGRX-F	WGRX-F	2 WRKZ-F	2 WTPA-F	2 WARM-F
3 WQXA-F>>	3 WGTY-F	3 WGTY-F>>	3 WGTY-F>	3 WYCR-F>	WARM-F>	WYCR-F	WQXA-F	WRKZ-F	3 WYCR-F
4 WIYY-F>>	4 WQXA-F>>	4	4 WQXA-F	4 WNCE-F	4 WWKL-F	4 WARM-F	4 WIYY-F	WYCR-F	4 WGTY-F>
5	5	5	5	5 WRKZ-F	WTPA-F	5 WIYY-F	WGRX-F	5 WGRX-F	5 WYCR-F
6	6	6	6	6 WWKL-F	WIYY-F	WQXA-F	6 WARM-F	6 WGTY-F	WSBA
					WHTF-F	7 WRKZ-F			

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER RATED STATIONS	METRO CUME TSA	TSA
							SHARE/RTG/AQH/CUME	
TOP 40/CHR/CONTEMP		100 (5)	100 (5)	18.9	24.2	WGCB-F 96.1 Red Lion	0.3/2.5/ 8/ 207	
AOR/CLASSIC		69 (4)	69 (4)	13.1	12.2	WGET 1320 Gettysburg	1.0/3.4/ 6/ 118	
AC/OLDIES/SOFT ROCK	3 (1)	99 (5)	102 (6)	19.3	15.0	WHVR 1280 Hanover	1.3/4.0/ 8/ 153	
MOR/VARIETY	56 (3)		56 (3)	10.6	15.4	WOYK 1350 York	0.5/1.6/ 3/ 55	
COUNTRY	12 (2)	111 (4)	123 (6)	23.3	20.9	WXKU 1250 York	0.5/2.2/ 3/ 99	
BLACK/URBAN								
BEAUTIFUL/EASY		39 (4)	39 (4)	7.4	10.2	WBAL 1090 Baltimore	1.0/3.4/ 11/ 162	
NEWS/TALK	6 (1)		6 (1)	1.1	0.9	WBSB-F 104.3 Baltimore	0.3/1.5/ 2/ 68	
NOSTALGIA	8 (1)		8 (1)	1.5		WFRE-F 99.9 Frederick	0.8/1.9/ 5/ 67	
RELIGION/GOSPEL		25 (2)	25 (2)	4.7	1.1	WHP 580 Harrisburg	0.8/4.9/ 64/1126	
SPANISH						WHP -F 97.3 Harrisburg	0.7/3.5/ 29/ 631	
CLASSICAL						WHYL 960 Carlisle/Hrsbrg	1.5/2.4/ 48/ 566	
JAZZ/NEW AGE						WIMX-F 99.3 Harrisburg	0.7/2.4/ 51/ 790	
UNKNOWN/OTHERS						WIOV-F 105.1 Ephrata/Lancast	1.2/3.9/ 55/ 854	
						WLAN-F 96.9 Lancaster	0.8/3.9/ 61/1092	
						WLIF-F 101.9 Baltimore	0.5/2.0/ 5/ 113	
						WNNK-F 104.1 Harrisburg	1.2/5.5/125/1807	
						WPCC-F 93.1 Baltimore	0.8/4.7/ 7/ 199	
						WWMF-F 104.7 Hagerstown	0.5/1.8/ 3/ 91	
						WMMX-F 106.5 Baltimore	0.5/1.3/ 3/ 45	
	85 (8)	443 (24)	528 (32)					

RADIO STATIONS

WGET, 1320, 1 KW/500 W (DA-2), MOR MBS, \$ 14.00 (---) (GETTYSBURG)
 WHVR, 1280, 5 KW/500 W (DA-2), MOR NBC, \$ 10.00 (HNWH)
 WSBA, 910, 5 KW/1 KW (DA-2), MOR/FULL SER. , \$ 48.00 (Eastman) Susquehanna

WARM-F, 103.3, 6 KW @ 1306, SOFT AC , \$ 66.00 (Eastman) Susquehanna
 WGTY-F, 107.7, 16 KW @ 829, COUNTRY MBS, \$ 30.00 (---) (GETTYSBURG)
 WHTF-F, 92.7, .7 KW @ 700, CLASSIC AOR SOURCE, \$ 28.00 (Banner)
 WQXA-F, 105.7, 25 KW @ 704, CHR , \$ 32.00 (Katz)
 WYCR-F, 98.5, 11 KW @ 926, CHR , \$ 43.00 (HNWH)

OTHER RANKED STATIONS -- See Harrisburg, Lancaster and Baltimore

YOUNGSTOWN

Arbitron Rank/Pop (12+): 85/417,900

MSA Rank/Pop: 100/504,000
ADI # 89
Average Person Ratings: 18.1
Market TSL: 24.00 hours

Stations: 23/14
Diaries: 955/438:1/56.6%
Sample Target: 895
% Below Line: 9.3
% Not Listed: 12.6

1990 Revenue: \$11,000,000
HH Inc.: \$29,417
Retail \$: 3.4 Bil
Pop per Station: 29,850
#1 Biller: WHOT-F \$2,500,000

12+ METRO	1/4/SHARE	SUM 90	SPG 90	WIN 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	FAL 89	Birch Share	Birch AQH	Birch Cume	
1. WKBN (N/T)	82/10.9	8.4	13.2	11.6	7.9	11.0	94/1187	965/23.1	21.5	18.9	10.0	68	823	WKBN
2. WHOT-F (CHR)	77/10.2	14.3	11.1	12.9	12.8	12.1	139/2205	1312/31.4	32.4	34.5	12.2	83	1381	WHOT-F
3. WKBN-F (EZ/SAC)	68/ 9.0	9.8	8.6	8.4	8.2	8.9	96/1196	794/19.0	22.2	20.2	7.6	52	654	WKBN-F
4. WBBG-F (O)	67/ 8.9	10.7	8.8	10.8	8.5	9.8	83/971	785/18.8	20.5	19.7	7.2	49	656	WBBG-F
5. WQXK-F (C)	66/ 8.7	9.5	10.6	9.0	9.7	9.4	146/1620	740/17.7	17.2	17.1	9.5	65	716	WQXK-F
6. WNCB-F (AOR)	60/ 7.9	8.1	9.1	7.6	5.2	8.2	66/735	674/16.1	15.8	13.2	9.1	62	973	WNCB-F
7. WYFM-F (AC)	51/ 6.8	5.2	6.1	5.5	7.0	5.9	86/1369	727/17.4	15.3	16.3	7.0	48	630	WYFM-F
8. WHOT (BB)	32/ 4.2	4.0	2.8	0.6	---	2.9	50/566	441/10.6	7.9	2.5	3.5	24	531	WHOT
9. WPHR-F (CHR)	27/ 3.6	2.5	1.5	1.7	1.3	2.3	32/652	547/13.1	7.2	6.5	4.1	28	443	WPHR-F
10. WBBW (T)	22/ 2.9	2.8	4.0	3.6	3.9	3.3	23/517	509/12.2	11.5	11.5	2.6	18	311	WBBW
11. WSOM (BB)	15/ 2.0	1.4	1.7	1.1	1.5	1.5	32/411	249/ 6.0	5.1	3.4	0.7	5	76	WSOM
WRKU-F (AOR)	15/ 2.0	1.4	1.1	1.4	3.9	1.5	44/599	165/ 3.9	3.7	11.6	4.1	28	550	WRKU-F

12+ FM SHARE (METRO): 70.15% (463 of 660) (FAL 89: 71.02%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPHR-F	1 WNCB-F	1 WBBG-F	1 WBBG-F	1 WBBG-F	1 WKBN	1 WKBN	1 WKBN	1 WKBN-F	1 WHOT-F	1 WBBG-F
WHOT-F	2 WYFM-F	2 WNCB-F	2 WHOT-F	2 WQXK-F	2 WKBN-F	2 WHOT-F	2 WKBN-F	2 WBBG-F	2 WNCB-F	2 WKBN
3 WNCB-F	3 WHOT-F	3 WHOT-F	3 WQXK-F	3 WHOT-F	3 WBBG-F	3 WBBG-F	3 WQXK-F	3 WQXK-F	3 WBBG-F	3 WHOT-F
4 WYFM-F	4 WQXK-F	4 WYFM-F	4 WNCB-F	4 WKBN-F	4 WQXK-F	4 WQXK-F	4 WBBG-F	4 WNCB-F	4 WKBN	4 WQXK-F
5 WBBG-F	5 WQXK-F	5 WQXK-F	5 WKBN-F	5 WNCB-F	5 WHOT-F	5 WKBN-F	5 WNCB-F	WHOT-F	5 WQXK-F	5 WRRO
6 WKBN-F	6 WKBN-F	6 WKBN-F	6 WYFM-F	6 WYFM-F	6 WHOT	6 WNCB-F	6 WHOT-F	6 WKBN	6 WPHR-F	6 WYFM-F
									8 WKBN-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WNCB-F	1 WHOT-F	1 WHOT-F	1 WHOT-F	1 WHOT-F	1 WNCB-F	1 WNCB-F	1 WNCB-F	1 WNCB-F	1 WBBG-F
2 WHOT-F	2 WYFM-F	2 WYFM-F	2 WKBN-F	2 WKBN-F	2 WYFM-F	2 WYFM-F	2 WQXK-F	2 WBBG-F	2 WQXK-F
3 WYFM-F	3 WNCB-F	3 WNCB-F	3 WBBG-F	3 WBBG-F	3 WRKU-F	3 WQXK-F	WBBG-F	3 WQXK-F	3 WNCB-F
4 WKBN-F	4 WKBN-F	4 WKBN-F	4 WYFM-F	4 WYFM-F	4 WHOT-F	4 WQXK-F	4 WYFM-F	4 WYFM-F	4 WKBN-F
5 WPHR-F	5 WQXK-F	5 WQXK-F	5 WQXK-F	5 WQXK-F	5 WKBN-F	5 WHOT-F	5	5 WHOT-F	5 WYFM-F
6 WNRB	6 WBBG-F	6 WBBG-F	6 WNCB-F	6	6	6 WKBN-F	6	6	6 WKBN
WKBN-F									WHOT-F

FORMATS	AM	FM	TOTAL	%	FAL 89 %	OTHER	RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		104 (2)	104 (2)	15.8	15.9	WGFT	1500 Youngstown	1.1/2.2/ 11/ 105
AOR/CLASSIC		93 (5)	93 (5)	14.1	13.5	WNRB	1540 Niles	1.7/2.5/ 13/ 105
AC/OLDIES/SOFT ROCK		128 (4)	128 (4)	19.4	18.0	WRRO	1440 Warren	1.9/6.8/ 14/ 298
MOR/VARIETY	17 (2)		17 (2)	2.6	13.9			
COUNTRY		66 (1)	66 (1)	10.0	12.9	WDOK-F	102.1 Cleveland	0.5/2.0/ 5/ 100
BLACK/URBAN	13 (1)		13 (1)	2.0		WDVE-F	102.5 Pittsburgh	0.4/3.1/ 39/ 437
BEAUTIFUL/EASY		68 (1)	68 (1)	10.3	9.2	WMJI-F	105.7 Cleveland	0.8/2.9/ 20/ 195
NEWS/TALK	112 (3)	4 (1)	116 (4)	17.6	7.2	WMMS-F	100.7 Cleveland	0.9/3.6/ 8/ 185
NOSTALGIA	47 (2)		47 (2)	7.1	7.3	WNIR-F	100.1 Kent/Akron	0.5/1.4/ 6/ 77
RELIGION/GOSPEL	8 (1)		8 (1)	1.2	2.1	WONE-F	97.5 Akron/Cleveland	1.1/4.1/ 12/ 209
SPANISH						WPIC	790 Sharon	0.4/1.6/ 28/ 385
CLASSICAL						WWWE	1100 Cleveland	1.1/4.3/ 8/ 207
JAZZ/NEW AGE								
UNKNOWN/OTHERS								
	197 (9)	463 (14)	660 (23)					

RADIO STATIONS

WBBW	, 1240,	1 KW (DA-1)	, Talk	ABC I	ABC T,	\$23.00	(Republic)	H & D
WHOT	, 1390,	5 KW/1 KW (DA-2)	, Nostalgia			\$19.00	(Eastman)	Myron Jones
WKBN	, 570,	5 KW (DA-N)	, News/Talk			\$35.00	(Katz)	
WBBG-F	, 93.3,	50 KW ● 280	, Oldies	ABC E,	\$45.00	(Republic)	H & D	
WHOT-F	, 101.1,	24 KW ● 711	, CHR		\$61.00	(Eastman)	Myron Jones	
WKBN-F	, 98.9,	6 KW ● 1370	, EZ/Soft AC	UNISUP,	\$39.00	(Katz)		
WNCB-F	, 106.1,	3 KW ● 328	, Classic AOR		\$34.00	(Torbet)	(NILES)	
WQXK-F	, 105.1,	88 KW ● 430	, Country	UNIULT,	\$42.00	(Mc-Guild)	Legend (SALEM)	
WYFM-F	, 102.9,	26 KW ● 455	, AC	ABC C,	\$36.00	(Durpetti)	Regional (SHARON)	

ABILENE, TX

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	METRO CUME	METRO F90	CUME S90	RATING S89	Birch Share	Birch AQH	Birch Cume
1. KEAN-F (C)	37/20.8	21.6	---	18.9	---	432	34.0	35.4	38.9	23.6	49	491
2. KFQX-F (CHR)	23/12.9	11.8	---	10.6	---	335	26.4	25.9	25.3	18.3	38	352
3. KEYJ-F (AOR)	16/ 9.0	6.4	---	7.8	---	155	12.2	13.7	18.9	11.5	24	195
KWZD-F (C)	16/ 9.0	4.4	---	6.9	---	216	17.0	14.5	14.8	3.8	8	182
5. KORQ-F (AC)	13/ 7.3	8.8	---	9.7	---	300	23.6	21.2	26.3	7.2	15	256
6. KHXS-F (C)	8/ 4.5	3.4	---	---	---	111	8.7	9.1	---	2.4	5	90
7. KTLC-F (AC)	7/ 3.9	5.9	---	4.1	---	184	14.5	12.4	13.2	2.4	5	106

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 KEAN-F>	1 KEAN-F>>	1 KEAN-F>>	1 KFQX-F>	1 KEAN-F	1 KEAN-F>>	1 KEAN-F>>
2 KFQX-F>	2 KWZD-F	2 KFQX-F	2 KEYJ-F	2 KEYJ-F<	2 KWZD-F	2 KTLC-F
3 KWZD-F	3 KFQX-F>	3 KWZD-F	3 KEAN-F>	3 KFQX-F>	3 KEYJ-F	3 KWZD-F
4 KTLC-F	4 KEYJ-F	4 KEYJ-F	4 KWZD-F	4 KWZD-F	KORQ-F	4 KHXS-F
5	5	5	5	5	5 KFQX-F	5

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

KEAN	1280	Abilene	1.1/3.2/2/41
KEYJ	1560	Abilene	1.7/3.0/3/38
KKHR-F	98.1	Anson	1.1/4.8/2/61
KNTS	1470	Abilene	1.1/7.4/2/94
WBAP	820	Ft. Worth	1.1/2.8/2/35

BEAUMONT - PORT ARTHUR, TX

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	METRO CUME	METRO F90	CUME S90	RATING S89	Birch Share	Birch AQH	Birch Cume
1. KAYD-F (C)	63/13.6	12.9	10.8	10.5	10.5	648	21.9	23.9	18.8	14.2	64	626
2. KHYS-F (B)	55/11.6	10.4	18.8	12.6	10.5	484	16.3	15.7	19.3	16.9	76	721
3. KKMY-F (AC)	42/ 8.9	8.3	9.2	5.6	7.0	499	16.8	19.7	16.6	7.1	32	525
4. KYKR-F (C)	33/ 7.0	11.9	7.7	10.7	10.5	590	19.9	21.9	22.1	7.1	32	630
5. KLVI (C)	27/ 5.7	4.6	3.8	4.1	5.2	344	11.6	10.6	11.2	4.4	20	377
6. KZZB-F (CHR)	26/ 5.5	5.0	6.5	6.6	6.4	534	18.0	18.2	25.8	9.3	42	741
7. KWIC-F (AOR)	22/ 4.7	3.7	2.5	6.6	5.4	208	7.0	11.5	11.6	7.5	34	424
8. KALO (B)	21/ 4.4	9.8	6.9	5.4	6.4	257	8.7	12.2	7.8	4.2	19	353
KYKZ-F (C)	21/ 4.4	1.2	---	---	---	264	8.9	5.1	---	2.0	9	145
10. KIOC-F (CHR)	19/ 4.0	5.6	5.2	7.4	5.2	364	12.3	15.3	18.1	7.1	32	538
KTRH (N/T)	19/ 4.0	1.9	5.4	4.3	4.1	262	8.8	6.2	8.9	2.2	10	146
12. KWIC (?)	17/ 3.6	---	.4	---	---	140	4.7	---	---			
13. KQXY-F (AC)	11/ 2.3	5.4	4.6	7.4	7.4	234	7.9	12.4	15.5	2.0	9	245

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 KAYD-F	1 KAYD-F>	1 KAYD-F	1 KHYS-F	1 KHYS-F>	1 KAYD-F<	1 KAYD-F
2 KLVI <	2 KKMY-F	2 KHYS-F>	2 KKMY-F<	2 KAYD-F>	2 KKMY-F	2 KKMY-F>
3 KYKR-F	3 KHYS-F<	3 KYKR-F	3 KAYD-F>	3 KKMY-F<	3 KHYS-F>	3 KLVI
4 KHYS-F<	4 KYKR-F	4 KKMY-F	4 KZZB-F	4 KWIC-F	4 KYKR-F	4 KYKR-F
5 KKMY-F	5 KYKZ-F	5 KYKZ-F	5	5	5 KLVI	5 KYKZ-F

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

KAYC	1450	Beaumont	.8/2.2/ 4/ 64
KOLE	1340	Port Arthur	1.9/5.2/ 9/154
KTFA-F	92.5	Groves	1.3/3.6/ 6/108

BURLINGTON, VT

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	METRO CUME	METRO F90	CUME S90	RATING S89	Birch Share	Birch AQH	Birch Cume
1. WIZN-F (AOR)	42/19.4	16.0	12.4	21.5	15.2	373	32.4	31.5	32.1	23.0	41	473
2. WXXX-F (CHR)	32/14.8	14.9	18.3	16.1	14.6	344	29.8	37.9	38.6	20.2	36	472
3. WOKO-F (C)	29/13.4	4.6	10.2	7.5	8.8	250	21.7	13.9	29.2	14.0	25	208
4. WEZF-F (SAC)	23/10.6	13.9	14.0	17.2	15.2	339	29.4	34.9	32.5	10.7	19	319
5. WNCB-F (AOR)	9/ 4.2	---	---	---	---	134	11.6	---	---	2.8	5	72
WVMT (O)	9/ 4.2	4.1	4.3	1.6	5.8	139	12.1	13.8	12.2	3.9	7	122
7. WJOY (N/T)	8/ 3.7	1.5	7.5	7.0	6.4	178	15.4	10.0	11.9	1.7	3	84
8. WKDR (MOR)	5/ 2.3	2.6	4.3	---	1.2	38	3.3	3.2	---	1.7	3	54
WLFE-F (C)	5/ 2.3	3.1	4.3	3.2	5.3	50	4.3	6.7	8.1	1.7	3	59
WGFB-F (AC)	5/ 2.3	4.1	---	3.2	2.9	145	12.6	15.9	13.9	.6	1	114

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WIZN-F	1 WIZN-F>	1 WIZN-F<	1 WXXX-F>>	1 WIZN-F>>	1 WIZN-F>>	1 WOKO-F>
2 WXXX-F	2 WOKO-F>	2 WXXX-F	2 WIZN-F	2 WXXX-F>	2 WOKO-F	2 WEZF-F<
3 WEZF-F<	3 WEZF-F<	3 WOKO-F>	WJOY	3 WOKO-F<	3 WEZF-F>	3 WVMT
4 WOKO-F	4 WXXX-F	4 WEZF-F	4 WEZF-F	4 WEZF-F	4 WVMT	4 WIZN-F
5	5	5	WOKO-F	5	WXXX-F	5

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

WDOT 1390	Burlington	.5/4.2/1/49
WGLY-F 103.1	Waterbury	.9/4.1/2/47
CHOM-F 97.7	Montreal	.5/3.7/1/43

CAPE COD, MA

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	METRO CUME	METRO F90	CUME S90	RATING S89	Birch Share	Birch AQH	Birch Cume
1. WQRC-F (EZ)	52/17.0	22.0	21.7	20.7	17.2	491	30.9	33.4	34.4	12.8	38	399
2. WPXC-F (AOR)	28/ 9.2	9.6	12.7	8.9	9.1	323	20.4	15.8	21.6	12.5	37	394
3. WKPE-F (CHR)	22/ 7.2	8.6	7.3	8.9	10.2	303	19.1	20.8	22.9	7.8	23	402
4. WCOD-F (AC)	18/ 5.9	4.8	4.7	4.9	6.0	296	18.7	14.9	17.6	4.7	14	199
5. WCIB-F (SAC)	17/ 5.6	2.9	5.0	8.2	6.0	276	17.4	10.8	17.7	2.0	6	144
WFCC-F (CL)	17/ 5.6	4.2	5.7	5.6	3.9	170	10.7	10.7	13.7	5.1	15	165
WPLM-F (BB)	17/ 5.6	3.8	6.0	4.3	4.9	243	15.3	13.5	11.1	4.4	13	218
8. WRKO (T)	13/ 4.3	5.8	3.3	3.0	2.8	155	9.8	11.9	9.3	5.4	16	203
9. WHJY-F (AOR)	10/ 3.3	.6	.7	3.0	.4	100	6.3	4.3	4.4	1.7	5	63
10. WMVY-F (AOR)	9/ 3.0	2.6	2.7	2.3	2.5	96	6.0	4.5	3.9	3.4	10	91
11. WNTX-F (O)	7/ 2.3	2.6	2.7	3.9	2.8	137	8.6	6.3	10.0	2.0	6	122
WBCN-F (AOR)	7/ 2.3	1.6	1.7	2.3	1.4	115	7.2	7.1	7.0	3.4	10	111
13. WFAL-F (CHR)	6/ 2.0	2.2	.3	2.0	3.9	129	8.1	9.1	9.3	3.4	10	148
WOCB-F (SAC/EZ)	6/ 2.0	2.6	2.3	3.0	4.6	80	5.0	9.2	9.3	3.0	9	124

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WQRC-F>>	1 WQRC-F>	1 WQRC-F>	1 WKPE-F	1 WPXC-F>>	1 WPXC-F>	1 WQRC-F>>
2 WPXC-F	2 WPXC-F>	2 WPXC-F	2 WQRC-F>	2 WKPE-F	2 WCIB-F	2 WCOD-F
3 WCOD-F	3 WPLM-F<	3 WKPE-F	3 WFCC-F	3 WHJY-F	3 WQRC-F	3 WCIB-F
4 WKPE-F	4 WCOD-F<	4 WCIB-F<	4 WHJY-F	4 WCIB-F	4 WQRC-F	4 WRKO
WRKO	5 WCIB-F	5 WPLM-F	5 WPXC-F	5 WCOD-F	5 WMVY-F	5 WFCC-F
		WRKO				

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

WFXR-F 93.5	Harwich Port	1.6/5.6/5/89
WBZ 1030	Boston	1.6/4.5/5/71
WCDJ-F 96.9	Boston	.3/2.6/1/41
WCTK-F 98.1	New Bedford	1.3/6.5/4/103
WEEI 590	Boston	1.3/7.2/4/115
WHDH 850	Providence	1.0/3.6/3/57
WMJX-F 106.7	Boston	.7/2.7/2/43
WWBB-F 101.5	Providence	1.0/3.7/3/59

CHICO, CA

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	METRO CUME	METRO F90	CUME S90	RATING S89	Birch Share	Birch AQH	Birch Cume
1. KPAY-F (EZ/SAC)	29/12.1	7.5	9.3	6.0	4.9	294	18.6	16.7	20.0	7.3	16	252
2. KFME-F (AOR)	25/10.5	8.9	16.5	13.3	11.2	333	21.0	17.0	21.7	14.2	31	441
3. KCEZ-F (O)	16/ 6.7	6.5	4.6	5.6	6.3	240	15.2	19.8	15.8	6.4	14	239
4. KFBK (N/T)	14/ 5.9	5.1	5.9	5.2	7.1	173	10.9	12.0	11.8	5.5	12	198
5. KALF-F (C)	12/ 5.0	3.7	5.9	4.8	6.3	190	12.0	9.8	11.1	10.1	22	297
KGO (N/T)	12/ 5.0	1.9	3.4	5.6	3.1	178	11.2	7.7	8.0	1.8	4	142
7. KPAY (MOR)	10/ 4.2	4.2	2.5	4.0	2.7	218	13.8	12.8	12.2	1.8	4	102
8. KCHH-F (CHR)	9/ 3.8	1.9	5.5	4.0	2.7	187	11.8	8.4	9.4	4.1	9	166
KEWE-F (BB)	9/ 3.8	5.6	6.3	4.4	4.9	128	8.1	9.4	7.6	3.2	7	111
KRFD-F (CHR)	9/ 3.8	6.1	3.4	8.4	4.5	192	12.1	19.5	22.4	7.8	17	365
11. KHSL (C)	8/ 3.3	5.1	2.5	3.6	8.5	170	10.7	12.4	12.5	6.4	14	156
12. KNVR-F (AC)	6/ 2.5	1.4	5.1	4.0	5.8	133	8.4	6.7	17.1	1.8	4	67
KTMX-F (CHR)	6/ 2.5	7.5	5.1	4.0	1.8	150	9.5	8.8	11.8	4.1	9	174

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 KPAY-F	1 KPAY-F	1 KPAY-F<	1 KGO <	1 KFME-F>>	1 KPAY-F<	1 KPAY-F>
2 KFME-F	2 KFME-F>	2 KFME-F>	2 KFME-F<	2 KPAY-F	2 KFME-F	2 KCEZ-F>>
3 KFBK >	3 KCEZ-F	3 KCEZ-F	3 KCHH-F	3 KRFD-F	3 KCEZ-F>	3 KALF-F
4 KPAY	4 KPAY	4 KALF-F	4 KFBK	4 KCEZ-F	4	KFBK
5	5	5	5	KCHH-F	5	KFME-F
				KTMX-F		

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

KFIA 710 Carmichael	.4/2.3/ 1/37
KNBR 680 San Francisco	.4/3.1/ 1/49
KNCO-F 97.3 Redding	.4/3.5/ 1/55
KSMF-F 102.5 Woodland/Scrmnto	.4/3.2/ 1/51
KSHA-F 104.3 Redding/Chico	1.7/3.4/ 4/54
KYMX-F 96.1 Sacramento	.4/2.9/ 1/46
KZAP-F 98.5 Sacramento	.8/4.4/ 2/69

DANBURY, CT

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	METRO CUME	METRO F90	CUME S90	RATING S89	Birch Share	Birch AQH	Birch Cume
1. WRKI-F (AOR)	40/13.1	9.6	12.9	13.4	11.0	471	29.5	28.8	29.0			
2. WDAQ-F (AC)	35/11.5	10.7	6.6	7.2	8.3	354	22.2	21.7	18.6			
3. WEZN-F (SAC)	24/ 7.9	8.9	7.4	7.9	8.0	263	16.5	19.9	20.9			
4. WKCI-F (CHR)	20/ 6.6	12.1	7.0	13.0	6.0	338	21.2	25.6	25.0			
5. WLAD (MOR)	19/ 6.2	6.4	4.7	8.2	11.6	315	19.7	16.3	19.9			
6. WCBS (N)	18/ 5.9	4.3	3.5	3.8	4.7	292	18.3	16.4	16.7			
7. WREF (BB)	14/ 4.6	3.6	3.5	4.5	2.0	137	8.6	6.2	9.2			
8. WFAN (T)	12/ 3.9	3.2	3.1	3.4	1.7	245	15.4	12.3	12.3			
9. WHUD-F (EZ)	9/ 3.0	2.5	2.0	1.4	1.0	52	3.3	4.8	4.8			
WOR (T)	9/ 3.0	3.6	2.7	3.1	2.0	134	8.4	7.0	8.0			
11. WINE (O)	7/ 2.3	1.1	2.3	2.7	4.7	84	5.3	6.1	9.5			

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WRKI-F<	1 WDAQ-F>	1 WRKI-F	1 WRKI-F	1 WRKI-F>>	1 WRKI-F	1 WDAQ-F
2 WDAQ-F	2 WRKI-F	2 WDAQ-F	2 WKCI-F>	2 WDAQ-F	2 WDAQ-F	2 WEZN-F
3 WFAN	3 WEZN-F>	3 WEZN-F	3 WDAQ-F	3 WKCI-F	3 WEZN-F	3 WRKI-F
4 WCBS <	4 WLAD	4 WKCI-F	4 WHUD	4	4 WFAN <	4 WLAD
5 WLAD	5	5 WLAD	5 WCBS	5	5 WLAD	5 WCBS
						WFAN

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

WABC 770 New York	2.0/6.8/6/109
WCBS-F 101.1 New York	.3/2.9/1/ 46
WDRF-F 102.9 New York	.7/3.1/2/ 49
WEBE-F 107.9 Westport	1.6/9.5/5/151
WEFX-F 95.9 Norwalk/Stamford	.7/4.6/2/ 74
WICC 600 Bridgeport	.7/4.5/2/ 72
WNEW 1130 New York	.3/4.1/1/ 66
WNEW-F 102.7 New York	.3/2.9/1/ 47
WPLR-F 99.1 New Haven	.7/5.3/2/ 85
WQHT-F 97.1 New York	.7/2.9/2/ 47
WSPK-F 104.7 Poughkeepsie	.7/2.8/2/ 44
WVYZ-F 92.5 Waterbury/Hrtfd	2.0/7.1/6/113
WXRK-F 92.3 New York	.7/3.2/2/ 51
WYNY-F 103.5 Lk Success/NY	1.6/6.6/5/105

DOTHAN, AL

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	METRO CUME	METRO F90	CUME S90	RATING S89	Birch Share	Birch AQH	Birch Cume
1. WTVY-F (C)	80/28.1	17.6	---	22.3	---	732	42.0	33.8	29.2	22.6	64	691
2. WKMX-F (CHR)	40/14.0	21.8	---	20.3	---	615	35.3	37.6	39.0	21.9	62	712
3. WZHT-F (B)	39/13.7	6.7	---	10.7	---	316	18.1	15.6	13.0	15.9	45	500
4. WOOF-F (AC)	19/ 6.7	14.1	---	12.7	---	370	21.2	25.4	32.4	10.6	30	358
5. WDJR-F (CL AOR)	14/ 4.9	7.0	---	5.6	---	259	14.9	12.7	20.8	8.5	24	261
6. WOOF (MOR)	12/ 4.2	1.1	---	4.6	---	101	5.8	3.5	8.2	1.1	3	99
7. WESP-F (AC)	11/ 3.9	2.8	---	---	---	166	9.5	4.9	---	2.8	0	115
8. WZTZ-F (C)	10/ 3.5	2.8	---	---	---	187	10.7	6.9	---	.7	2	114

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WTVY-F>>	1 WTVY-F>>	1 WTVY-F>	1 WTVY-F>>	1 WKMX-F	1 WTVY-F>>	1 WTVY-F>>
2 WKMX-F	2 WKMX-F>	2 WZHT-F<	2 WZHT-F>	2 WTVY-F<	2 WKMX-F>	2 WKMX-F
3 WZHT-F	3 WZHT-F	3 WKMX-F>	3 WKMX-F>	3 WZHT-F>	3 WOOF-F	3 WOOF-F
4 WOOF-F	4 WOOF-F	4 WOOF-F	4	4 WDJR-F	WZHT-F	4
5	5	5	5	5	5	5

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

WQLS-F	103.9	Ozark/Dothan	1.1/3.8/3/67
WFSY-F	98.5	Panama City	.4/4.2/1/73
WJAD-F	97.3	Bainbridge	.4/2.3/1/40
WPAP-F	92.5	Panama City	.4/2.4/1/42
WWSF-F	98.1	Andalusia	1.4/5.2/4/90

FAYETTEVILLE - SPRINGDALE, AR

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	METRO CUME	METRO F90	CUME S90	RATING S89	Birch Share	Birch AQH	Birch Cume
1. KKIX-F (C)	65/22.8	23.4	17.2	24.3	---	671	37.2	31.0	31.9			
2. KAMO-F (C)	36/12.6	11.7	15.1	10.4	---	386	21.4	20.0	20.1			
3. KMCK-F (CHR)	31/10.9	15.8	10.9	4.1	---	463	25.7	25.4	18.7			
4. KEZA-F (EZ/SAC)	26/ 9.1	7.3	10.9	6.7	---	371	20.6	17.8	17.1			
5. KKEG-F (AOR)	16/ 5.6	7.3	8.8	12.3	---	252	14.0	11.3	26.2			
6. KURM (MOR)	15/ 5.3	4.4	2.1	4.1	---	221	12.2	9.4	10.6			
7. KOLZ-F (C)	11/ 3.9	3.3	2.1	1.5	---	173	9.6	9.0	5.0			
8. KCIZ-F (CHR)	8/ 2.8	5.5	6.3	9.0	---	228	12.6	14.0	21.3			

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 KKIX-F>	1 KKIX-F>>	1 KKIX-F>>	1 KKIX-F>	1 KKIX-F>>	1 KKIX-F>	1 KKIX-F
2 KAMO-F>	2 KEZA-F>	2 KEZA-F<	2 KMCK-F<	2 KMCK-F	2 KEZA-F	2 KAMO-F>
3 KMCK-F	3 KAMO-F	3 KMCK-F	3 KAMO-F	3 KEZA-F<	3 KAMO-F>	3 KEZA-F>
4 KURM	4 KURM	4 KAMO-F>	4 KKEG-F	4 KKEG-F	4 KOLZ-F	4 KOLZ-F
5 KEZA-F	5 KMCK-F	5	5	5	5	5

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

KAMO	1390	Rogers/Bentonville	.4/4.3/ 1/78
KFAY	1030	Farmington/Fytvl	1.4/4.9/ 4/89
KJEM	1190	Bentonvl-B1 Vsta	2.1/4.8/ 6/86
KESE-F	95.3	Seligman	1.4/4.2/ 4/75
KOFC	1250	Fayetteville	1.4/3.8/ 4/69
KQXX	1590	Springdale/Fytvl	.4/2.3/ 1/41
KUOA	1290	Siloam Springs	1.8/5.0/ 5/91

FT. MYERS, FL

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	METRO CUME	METRO F90	CUME S90	RATING S89	Birch Share	Birch AQH	Birch Cume
1. WCVU-F (EZ)	72/13.2	14.9	10.1	15.7	16.0	644	11.0	5.2	7.1			
2. WRXK-F (AOR)	60/11.0	11.4	12.9	9.8	12.1	451	15.6	18.6	17.6			
3. WCKT-F (C)	56/10.3	11.5	8.6	3.4	2.5	451	15.6	17.1	7.9			
4. WINK-F (CHR)	35/ 6.4	8.6	8.6	10.8	12.4	578	20.0	23.8	26.0			
5. WOLZ-F (O)	34/ 6.2	6.5	8.0	2.0	2.1	521	18.1	15.3	5.5			
WIXI-F (BB)	34/ 6.2	3.9	5.6	8.0	5.9	300	10.4	11.4	10.0			
7. WHEW-F (C)	33/ 6.0	3.5	2.4	8.0	5.3	299	10.4	9.7	15.0			
8. WAVV-F (SAC)	30/ 5.5	4.8	2.6	3.2	1.8	383	13.3	11.9	10.6			
9. WINK (N/T)	28/ 5.1	3.9	4.1	4.8	5.7	355	12.3	9.8	10.3			
10. WKII (BB)	27/ 4.9	3.0	2.6	4.6	4.1	168	5.8	6.0	5.2			
11. WZCR-F (?)	21/ 3.8	3.0	6.5	2.6	10.3	282	3.8	3.0	2.6			
12. WAKS-F (AC)	15/ 2.7	3.0	1.9	2.0	3.0	318	11.0	7.2	7.1			

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WRXK-F<	1 WCVU-F	1 WCVU-F	1 WHEW-F	1 WRXK-F>>	1 WRXK-F>	1 WCKT-F
2 WCVU-F	2 WRXK-F<	2 WRXK-F	2 WCKT-F	2 WINK-F>	2 WCKT-F	2 WCVU-F>
3 WCKT-F>	3 WCKT-F>	3 WINK-F<	3 WINK	3 WCKT-F>	3 WOLZ-F	3 WOLZ-F
4 WINK-F	4 WIXI-F	4 WCKT-F	WINK-F	4	4 WAVV-F>	4 WAVV-F
5 WINK	5	5 WIXI-F	5 WCVU-F	5	5 WINK-F	5 WHEW-F

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

WDCQ 1200 Pine Is Ctr/Ft. Myers .5/6.1/3/175
WHVE-F 102.5 Sarasota/Tampa .9/4.6/5/134

FT. PIERCE, FL

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	METRO CUME	METRO F90	CUME S90	RATING S89	Birch Share	Birch AQH	Birch Cume
1. WHLG-F (EZ)	63/17.6	16.2	13.8	11.4	---	472	22.4	20.8	17.7			
2. WKGR-F (AOR)	54/15.1	12.4	14.7	9.9	---	466	22.1	18.8	17.9			
3. WOVV-F (CHR)	30/ 8.4	13.6	12.9	19.8	---	506	24.0	30.2	33.2			
4. WAVV-F (C)	25/ 7.0	3.5	2.9	3.1	---	275	13.1	8.1	6.1			
WIRK-F (C)	25/ 7.0	4.4	4.1	3.7	---	230	10.9	11.3	7.8			
6. WEAT-F (EZ)	20/ 5.6	7.4	8.2	9.6	---	213	10.1	12.4	15.1			
7. WRMF-F (AC)	18/ 5.0	8.6	4.1	3.1	---	234	11.1	12.2	11.2			
8. WGYL-F (EZ)	15/ 4.2	3.2	3.5	2.5	---	149	7.1	4.0	5.0			
WZZR-F (CHR)	15/ 4.2	6.5	7.1	8.3	---	369	17.5	20.1	24.4			
10. WCXL-F (AC)	11/ 3.1	2.4	3.2	3.1	---	139	6.6	8.8	11.5			

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WHLG-F	1 WHLG-F	1 WHLG-F<	1 WKGR-F<	1 WKGR-F>>	1 WKGR-F>>	1 WHLG-F>
2 WKGR-F>	2 WKGR-F>	2 WKGR-F>	2 WOVV-F	2 WOVV-F<	2 WAVV-F	2 WAVV-F
3 WOVV-F	3 WIRK-F	3 WOVV-F	3 WHLG-F>	3 WRMF-F>	3 WRMF-F	3 WIRK-F
4 WAVV-F<	4 WOVV-F<	4 WOVV-F<	4 WIRK-F	4 WZZR-F	4 WIRK-F<	4 WEAT-F<
5 WIRK-F	5 WAVV-F	5 WAVV-F	5	5	5 WOVV-F	5 WGYL-F WKGR-F

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

WDKC 1330 Ft. Pierce 1.7/3.8/ 6/ 80
WIRA 1400 Ft. Pierce 1.7/4.5/ 6/ 95
WSTU 1450 Stuart 1.7/6.0/ 6/126
WOLL-F 94.3 Riviera Bch/WPlm 2.2/5.7/ 8/120
WSWN 900 Belle Glade .6/5.0/ 2/106

GAINESVILLE, FL

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	METRO CUME	METRO F90	CUME S90	RATING S89	Birch Share	Birch AQH	Birch Cume
1. WRUF-F (AOR)	34/16.0	18.1	18.5	18.0	16.5	515	32.0	36.9	28.6	23.9	55	636
2. WKTK-F (AC)	32/15.0	8.8	11.2	6.6	11.9	438	27.2	23.1	24.5	8.7	20	475
3. WYKS-F (CHR)	22/10.3	14.6	11.2	13.3	12.7	505	31.3	33.1	29.2	16.1	37	568
4. WYGC-F (C)	14/ 6.6	8.8	6.5	10.0	8.1	183	11.4	16.5	15.4	5.7	13	249
5. WMMZ-F (CHR)	10/ 4.7	3.5	2.6	4.7	6.8	304	18.9	17.5	13.3	3.9	9	251
6. WLCL-F (SAC)	8/ 3.8	4.0	2.6	2.4	5.9	198	12.3	9.4	11.9	2.2	5	109
7. WYOC-F (O)	7/ 3.3	3.1	2.6	2.4	.4	144	8.9	6.9	4.2	1.3	3	85
WJHM-F (B)	7/ 3.3	4.9	10.8	2.4	5.5	131	8.1	7.2	6.9	8.3	19	167
9. WLUS (BB)	6/ 2.8	5.3	2.6	9.5	4.7	96	6.0	5.6	7.9	3.9	9	71

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WKTK-F	1 WKTK-F<	1 WRUF-F>	1 WYKS-F	1 WRUF-F	1 WKTK-F>	1 WKTK-F
2 WRUF-F	2 WRUF-F>>	2 WKTK-F	2 WRUF-F>	2 WKTK-F>	2 WRUF-F	2 WRUF-F
3 WYKS-F	3 WYGC-F	3 WYKS-F>	3 WMMZ-F	3 WYKS-F>	3 WYGC-F	3 WYGC-F
4 WYGC-F	WYKS-F	4 WYGC-F	4 WKTK-F	4	4 WYKS-F	4 WYKS-F
5	5	5	5	5	5	5

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

WGGG 1230	Gainesville	1.4/7.2/3/116
WJLF-F 91.7	Gainesville	1.9/5.0/4/ 81
WRUF 850	Gainesville	1.9/10.9/4/176
WTRS-F 102.3	Dunnelln	.5/3.3/1/ 53
WAPE-F 95.1	Jacksonville	.9/5.9/2/ 95
WOCL-F 105.9	DeLand	.9/3.9/2/ 63

HAGERSTOWN

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	METRO CUME	METRO F90	CUME S90	RATING S89	Birch Share	Birch AQH	Birch Cume
1. WAYZ-F (C)	46/14.1	9.7	---	10.6	---	475	23.4	21.6	19.2	13.4	47	399
2. WIKZ-F (CHR)	27/ 8.3	10.9	---	11.7	---	409	20.1	24.0	27.7	14.0	49	609
3. WQMD-F (EZ)	25/ 7.7	4.7	---	3.1	---	253	12.5	8.4	8.4	2.3	8	157
4. WQCM-F (AOR)	21/ 6.4	7.4	---	7.3	---	331	16.3	16.0	19.0	10.3	36	602
5. WYII-F (C)	18/ 5.5	5.9	---	7.3	---	195	9.6	9.8	13.4	6.6	23	175
6. WAXX-F (AC)	11/ 3.4	2.9	---	2.6	---	159	7.8	7.5	8.6	1.7	6	158
WGLL-F (AC)	11/ 3.4	3.5	---	4.4	---	213	10.5	9.9	10.1	3.7	13	225
WJEJ (MOR)	11/ 3.4	2.4	---	4.2	---	162	8.0	9.0	11.0	1.7	6	161
WFRE-F (EZ)	11/ 3.4	4.1	---	2.1	---	192	9.5	8.6	7.5	2.6	9	111
WXMZ-F (CHR)	11/ 3.4	2.6	---	3.4	---	210	10.3	8.7	10.7	3.1	11	305

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WAYZ-F>	1 WAYZ-F>	1 WAYZ-F>	1 WAYZ-F>	1 WAYZ-F>	1 WAYZ-F>>	1 WAYZ-F>>
2 WIKZ-F	2 WQMD-F	2 WIKZ-F	2 WIKZ-F	2 WQCM-F<	2 WQCM-F	2 WQMD-F
3 WQMD-F	3 WQCM-F	3 WQCM-F<	3 WGLL-F	3 WIKZ-F	3 WIKZ-F	3 WGLL-F
4 WQCM-F	4 WIKZ-F	4 WQMD-F	4 WQMD-F	4 WQDC-F	4 WQMD-F	4 WYII-F
5 WYII-F	5 WYII-F	5 WYII-F	5 WQMD-F	5	5	5 WIKZ-F

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

WAYZ 1380	Waynesboro	.6/1.6/2/32
WQBG 1590	Chambersburg	.9/3.2/3/6A
WQRA 800	Chambersburg	2.5/8.7/8/177
WHAG 1410	Halfway	2.5/2.7/8/55
WWSL-F 94.3	Greencastle	2.5/4.5/8/92
WQTR-F 105.9	Woodbridge	2.5/5.2/8/104
WQEX-F 100.7	Westminster	.9/4.1/3/83
WQDQ-F 98.7	Washington	1.2/3.4/4/69
WQSD-F 102.5	Wichester	.9/4.6/3/94
WQDC-F 101.1	Washington	3.1/8.6/10/175

LAFAYETTE, IN

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	METRO CUME	METRO F90	CUME S90	RATING S89	Birch Share	Birch AQH	Birch Cume
1. WASK-F (C)	30/20.7	16.7	19.2	15.2	16.7	307	28.7	26.2	21.3			
2. WKHY-F (AOR)	28/19.3	12.3	11.0	13.9	11.8	355	33.1	27.6	29.4			
3. WASK (MOR)	18/12.4	13.6	13.0	19.0	16.0	280	26.1	22.3	20.7			
4. WAZY-F (CHR)	14/ 9.7	17.3	16.4	21.5	22.9	321	30.0	37.7	42.2			
5. WKJM-F (CHR)	6/ 4.1	7.4	6.2	2.5	4.2	212	19.8	21.6	14.5			
WFBQ-F (CHR)	6/ 4.1	5.6	7.5	7.0	11.8	165	15.4	20.3	22.4			
7. WSHW-F (AC)	4/ 2.8	3.7	4.1	3.2	1.4	111	10.4	12.2	8.9			

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WASK-F	1 WKHY-F>	1 WASK-F	1 WASK-F>	1 WKHY-F>>	1 WKHY-F	1 WASK-F>
2 WASK <	2 WASK-F>>	WKHY-F	2 WKHY-F	2 WASK-F	WASK-F>	2 WASK >
3 WKHY-F>	3 WASK <	3 WASK	3 WASK	3 WAZY-F	3 WASK	3 WKHY-F
4 WAZY-F	4 WAZY-F	4 WAZY-F	4 WAZY-F	4 WFBQ-F	4 WAZY-F	4 WAZY-F
5	5	5	5	5	5	5

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

WCFY	1410	Lafayette	.7/4.3/1/46
WNJY-F	102.9	Delphi/Monticello	.7/2.5/1/27

LAFAYETTE, LA

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	METRO CUME	METRO F90	CUME S90	RATING S89	Birch Share	Birch AQH	Birch Cume
1. KSMB-F (CHR)	36/12.5	20.5	---	18.6	---	526	31.2	33.7	38.6	21.7	75	702
2. WYNK-F (C)	33/11.5	9.2	---	7.4	---	331	19.6	18.4	20.1	9.2	32	418
3. KFXZ-F (B)	31/10.8	11.0	---	14.4	---	295	17.5	20.4	23.6	18.5	64	514
4. KJCB (B)	29/10.1	6.2	---	9.0	---	264	15.6	13.4	17.3	9.0	31	315
5. KMDL-F (C)	21/ 7.3	5.1	---	7.4	---	216	12.8	11.7	13.2	5.5	19	199
6. KDEA-F (EZ/SAC)	20/ 7.0	8.9	---	4.5	---	287	17.0	17.8	9.7	4.9	17	272
7. KTDY-F (AC)	16/ 5.6	7.9	---	5.1	---	296	17.5	19.2	14.5	5.5	19	305
8. KPEL (N/T)	10/ 3.5	2.4	---	2.9	---	139	8.2	7.2	8.1	2.0	7	162

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 KSMB-F	1 WYNK-F	1 KSMB-F	1 KFXZ-F	1 KFXZ-F	1 KDEA-F	1 WYNK-F
2 KJCB	2 KMDL-F<	2 KFXZ-F	2 KSMB-F	2 KSMB-F	KJCB	2 KJCB <
3 KDEA-F	3 KDEA-F	3 WYNK-F	3 KJCB	3 KMDL-F>	3 KFXZ-F	3 KDEA-F
4 WYNK-F	4 KSMB-F<	4 KDEA-F<	4 WYNK-F	4 KTDY-F	4 WYNK-F	4
5 KMDL-F	5 KTDY-F	5 KMDL-F	5	WYNK-F	5	5

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

KACY	1520	Lafayette	1.0/4.4/3/75
KAJN-F	102.9	Crowley	2.1/5.9/6/100
KROF	960	Abbeville	.3/3.1/1/52
KROF-F	104.9	Abbeville	2.1/6.0/6/102
KVOL	1330	Lafayette	2.8/7.9/8/134
KVOL-F	105.9	Opelousas	2.4/9.4/7/159
KANE	1240	New Iberia	.7/2.5/2/42
KHOM-F	104.1	Houma	.7/4.1/2/69
KQXL-F	106.5	New Roads	1.0/3.9/3/65
WCKW-F	92.3	Laplace	3.1/6.6/9/111
WFMF-F	102.5	Baton Rouge	2.1/6.1/6/103
WGGZ-F	98.1	Baton Rouge	1.7/11.8/5/199
WTGE-F	100.7	Baton Rouge	.3/3.2/1/54

MUSKEGON, MI

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	METRO CUME	METRO F90	CUME S90	RATING S89	Birch Share	Birch AQH	Birch Cume
1. WSNX-F (CHR)	34/16.9	20.6	18.1	22.8	23.2	435	33.5	34.1	41.8			
2. WMUS-F (C)	32/15.9	10.3	14.3	17.4	13.6	402	30.9	20.7	26.7			
3. WMHG-F (B)	22/10.9	17.2	---	---	---	164	12.6	14.4	---			
4. WKBZ (MOR)	12/ 6.0	2.9	7.1	5.5	6.8	148	16.2	12.8	11.2			
WLCB-F (O)	12/ 6.0	3.9	4.8	5.9	6.8	153	11.8	13.2	12.7			
WQWQ-F (EZ)	12/ 6.0	2.5	---	.5	1.4	137	10.5	6.6	2.3			
7. WKLQ-F (AOR)	5/ 2.5	2.0	3.8	2.3	3.2	123	9.5	8.3	11.2			
WKBZ-F (AC)	5/ 2.5	2.9	4.3	4.6	5.5	148	11.4	9.8	12.1			
WQFN-F (AC)	5/ 2.5	1.5	9.0	8.2	8.2	102	7.8	9.0	14.8			

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WMUS-F	1 WMUS-F	1 WSNX-F>	1 WSNX-F>	1 WSNX-F>	1 WSNX-F	1 WMUS-F>
2 WSNX-F>	2 WSNX-F>	2 WMUS-F	2 WMHG-F	2 WMHG-F>	2 WMUS-F	2 WSNX-F
3 WMHG-F	3 WLCB-F	3 WMHG-F>	3 WMUS-F	3 WMUS-F	3 WLCB-F	3 WQWQ-F
4 WKBZ >	4 WMHG-F	4 WQWQ-F	4 WQWQ-F	4 WMUS-F	4 WMHG-F	4 WLCB-F
5 WLCB-F	5	5	5	5	5	5

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

WCXT-F	105.3	Hart/Musk	1.0/6.2/ 2/ 80
WMUS	1090	Muskegon/GR	.5/7.2/ 1/ 94
WBMM	780	Chicago	1.0/2.7/ 2/ 35
WCUZ-F	101.3	Grand Rapids	.5/3.0/ 1/ 39
WGN	720	Chicago	1.5/3.9/ 3/ 51
WGRD-F	97.9	Grand Rapids	.5/4.5/ 1/ 58
WJFM-F	93.7	Grand Rapids	.5/4.2/ 1/ 54
WJQK-F	99.3	Zeeland/Holland	.5/3.1/ 1/ 40
WODJ-F	107.3	Greenville	1.0/4.8/ 2/ 62
WOOD-F	105.7	Grand Rapids	1.0/6.2/ 2/ 81
WYXX-F	96.1	Holland	1.0/3.6/ 2/ 47

NAPLES - MARCO ISLAND, FL

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	METRO CUME	METRO F90	CUME S90	RATING S89	Birch Share	Birch AQH	Birch Cume
1. WCKT-F (C)	30/13.7	8.1	---	1.5	---	250	20.0	13.8	5.2			
2. WAVV-F (SAC)	22/10.0	12.4	---	8.5	---	280	22.3	21.4	15.7			
3. WNOG (N/T)	21/ 9.6	5.7	---	10.4	---	267	21.3	12.9	16.5			
4. WRXK-F (AOR)	20/ 9.1	11.9	---	8.5	---	214	17.1	17.0	15.8			
5. WIXI-F (BB)	18/ 8.2	7.1	---	10.0	---	222	17.7	16.6	19.4			
WCVU-F (EZ)	18/ 8.2	11.4	---	10.9	---	227	18.1	24.4	23.8			
7. WSGL-F (AC/O)	16/ 7.3	5.2	---	4.0	---	139	11.1	9.9	13.8			
8. WINK-F (CHR)	12/ 5.5	4.3	---	8.0	---	200	16.0	14.5	14.6			
9. WZOR (SP)	8/ 3.7	4.3	---	5.0	---	91	2.7	5.8	3.9			

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WNOG <	1 WCKT-F	1 WCKT-F>	1 WNOG <	1 WRXK-F>	1 WCKT-F>	1 WCKT-F
2 WCKT-F>	2 WAVV-F<	2 WIXI-F	2 WCKT-F>	2 WCKT-F	2 WSGL-F	2 WAVV-F
3 WCVU-F	3 WRXK-F<	WRXK-F<	3 WINK-F	3 WSGL-F>	WAVV-F<	3 WNOG
WRXK-F	4 WIXI-F	4 WAVV-F	WRXK-F	4 WAVV-F	4 WRXK-F	4 WIXI-F
5	5	5	WIXI-F	WINK-F	5	WCVU-F

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

WRGI-F	93.5	Naples/Marco Is	1.8/8.9/ 4/111
WAKS-F	103.7	Cape Coral	.5/3.1/ 1/ 39
WHEW-F	101.9	Ft. Myers/Naples	.5/4.6/ 1/ 58
WOLZ-F	95.3	Ft. Myers/Naples	2.7/7.3/ 6/ 91

NEW BEDFORD - FALL RIVER

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	METRO CUME	METRO F90	CUME S90	RATING S89	Birch Share	Birch AQH	Birch Cume
1. WFHN-F (CHR)	69/8.7	7.2	6.0	3.8	---	621	14.9	11.2	8.8	7.0	48	514
2. WPRO-F (CHR)	66/8.4	8.7	7.9	10.2	10.1	1037	24.9	25.4	24.7	11.1	76	1180
3. WHJY-F (AOR)	56/7.1	6.1	7.4	9.4	8.6	632	15.2	17.3	18.9	11.2	77	1143
4. WWLI-F (AC)	44/5.6	4.3	5.5	4.0	3.4	503	12.1	11.3	8.0	3.4	23	430
5. WCTK-F (C)	40/5.1	4.8	2.9	5.0	7.4	407	9.8	11.5	12.9	4.5	31	351
6. WWBB-F (O)	34/4.7	5.3	5.4	5.8	4.1	446	10.7	16.1	12.1	5.0	34	267
7. WPLM-F (BB)	36/4.6	3.9	4.3	2.1	3.4	415	10.0	9.5	5.9	1.9	13	256
8. WSNE-F (AC)	33/4.2	6.2	4.3	2.4	4.9	441	10.6	14.8	8.4	4.4	30	421
9. WBSM (T)	31/3.9	6.1	4.8	6.6	5.9	281	6.7	8.6	10.0	5.1	35	305
10. WZOU-F (CHR)	25/3.2	1.6	1.1	2.5	3.2	470	11.3	8.9	9.0	1.3	9	233

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WPRO-F<	1 WFHN-F	1 WFHN-F	1 WFHN-F>	1 WHJY-F	1 WFHN-F	1 WCTK-F
2 WFHN-F	2 WHJY-F	2 WPRO-F	2 WPRO-F	2 WFHN-F>	2 WHJY-F<	2 WWBB-F
3 WHJY-F	WPRO-F>	3 WHJY-F	3 WHJY-F	3 WPRO-F	3 WWBB-F	WWLI-F>
4 WSNE-F<	4 WWLI-F<	4 WCTK-F<	4 WBSM	4 WSNE-F	4 WPRO-F	4 WPLM-F
5 WBSM	5 WWBB-F	5 WWLI-F	5 WHTB-F	5	WWLI-F	WPRO-F

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

WHTB 1400	Fall River	3.0/4.2/24/176										
WNBH 1340	New Bedford	1.3/3.7/10/155										
WSAR 1480	Fall River	1.0/4.0/ 8/165										
WAAF-F 107.3	Worcester	.8/3.0/ 6/125										
WMJX-F 106.7	Boston	1.1/4.1/ 9/169				WHJJ 920	Providence	1.1/4.5/ 9/189				
WBCN-F 104.1	Boston	1.0/4.9/ 8/205				WODS-F 103.3	Boston	1.5/7.1/12/296				
WBOS-F 92.9	Brookline	.5/2.4/ 4/101				WPRO 630	Providence	1.6/6.9/13/287				
WBRU-F 95.5	Providence	1.4/5.0/11/207				WRKO 680	Boston	.9/3.4/ 7/143				
WBZ 1030	Boston	1.4/5.2/11/216				WROR-F 98.7	Boston	1.1/4.3/ 9/178				
WCDJ-F 96.9	Boston	1.0/3.3/ 8/137				WVBF-F 105.7	Framingham	1.5/4.4/12/182				
WCIB-F 101.9	Falmouth	1.3/2.5/10/106				WWKX-F 106.3	Woonsocket	1.8/6.8/14/284				
WEEI 590	Boston	.9/5.0/ 7/208				WWRX-F 103.7	Westerly	2.4/6.4/16/265				
WHDH 850	Boston	1.4/5.9/11/245				WXKS-F 107.9	Medford	1.0/3.6/ 8/151				
WHIM 1110	Providence	1.3/3.0/10/127				WZLX-F 100.7	Boston	1.8/5.7/14/236				

ODESSA - MIDLAND, TX

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	METRO CUME	METRO F90	CUME S90	RATING S89	Birch Share	Birch AQH	Birch Cume
1. KNFM-F (C)	52/14.3	12.5	14.2	17.0	---	519	27.3	24.8	29.8			
2. KGEE-F (C)	49/13.5	9.7	5.0	6.3	---	455	23.9	16.8	11.4			
3. KCHX-F (CHR)	42/11.6	10.8	11.8	6.0	---	495	26.1	22.4	12.7			
4. KBAT-F (AOR)	41/11.3	11.1	8.7	9.6	---	357	18.8	18.8	20.1			
5. KODM-F (AC)	24/ 6.6	7.4	16.1	13.4	---	341	17.9	16.0	23.1			
6. KMGP-F (AC)	24/ 6.6	5.1	6.2	---	---	318	16.7	11.6	26.1			
7. KIOL-F (O)	16/ 4.4	1.7	2.2	2.5	---	222	11.7	2.4	9.3			
8. KQIP-F (O)	15/ 4.1	5.1	5.0	4.7	---	267	14.1	12.2	11.0			
9. KOZA (SP)	14/ 3.9	5.7	3.4	---	---	76	4.0	6.8	---			
10. KCRS-F (AC)	12/ 3.3	6.0	3.4	5.5	---	159	10.8	10.2	13.9			

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 KNFM-F<	1 KNFM-F	1 KCHX-F	1 KCHX-F>	1 KBAT-F	1 KNFM-F<	1 KNFM-F
2 KGEE-F>	2 KBAT-F<	2 KGEE-F<	2 KGEE-F	2 KCHX-F>	2 KGEE-F	2 KGEE-F>
3 KBAT-F<	3 KGEE-F	3 KNFM-F	3 KBAT-F	3 KGEE-F	3 KMGP-F<	3 KOZA <
4 KCHX-F	4 KODM-F	4 KBAT-F>	4 KNFM-F	4 KMGP-F	4 KODM-F	4 KODM-F
5 KMGP-F	5 KCHX-F<	5	5 KOZA	KODM-F	KBAT-F	KMGP-F
	6 KMGP-F					

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

KCRS 550	Odessa/Midland	1.9/ 8.4/ 7/159										
KJBC 1150	Midland	1.7/ 3.5/ 6/ 66										
KKKK-F 99.1	Odessa/Midland	2.2/10.5/ 8/199										
KMND 1510	Midland	.6/ 3.9/ 2/ 74										
KNDA 1000	Odessa	2.5/ 5.7/ 9/108										
KRIL 1410	Odessa/Midland	.3/ 5.4/ 1/103										

PALM SPRINGS, CA

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	METRO CUME	METRO F90	CUME S90	RATING S89	Birch Share	Birch AQH	Birch Cume
1. KPSI-F (CHR)	30/10.3	14.2	11.3	6.9	9.7	399	24.0	26.7	18.1	21.0	60	534
2. KCHV-F (AOR)	27/ 9.3	6.8	5.0	7.6	5.2	238	14.3	13.2	12.9	8.7	25	254
3. KWXY-F (EZ)	26/ 8.9	8.1	10.5	7.6	9.7	263	15.8	12.5	13.5	7.0	20	175
4. KDES-F (O)	25/ 8.6	6.1	5.9	7.9	4.5	326	19.6	15.6	19.1	7.7	22	260
5. KPLM-F (SAC)	24/ 8.2	7.4	5.9	7.9	12.7	295	17.8	15.5	16.4	5.2	15	155
6. KCLB (SP)	20/ 6.9	7.4	5.5	3.6	3.0	193	11.6	10.0	7.2	7.0	20	267
KCMJ-F (AC)	20/ 6.9	6.4	10.5	9.7	14.9	278	16.7	19.9	21.2	5.2	15	294
8. KBZT-F (BB)	19/ 6.5	11.5	7.6	4.3	4.1	183	11.0	11.7	8.1	4.9	14	242
9. KUNA (SP)	16/ 5.5	4.1	7.1	11.2	4.1	154	9.3	8.9	10.1	4.2	12	162
10. KEZN-F (SAC)	12/ 4.1	1.7	2.1	3.2	5.2	184	11.1	4.6	6.7	2.8	8	87
11. KPSI (?)	11/ 3.8	2.0	3.4	4.3	4.5	138	8.3	5.7	10.9	4.2	12	183

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 KWXY-F	1 KCHV-F	1 KCHV-F<	1 KPSI-F>>	1 KPSI-F<	1 KDES-F	1 KPLM-F
2 KDES-F<	2 KPLM-F	2 KDES-F	2 KPLM-F	2 KCHV-F>	2 KPLM-F	2 KDES-F<
3 KCHV-F	3 KDES-F	KPSI-F	3 KBZT-F	3 KCMJ-F	3 KCHV-F>	3 KWXY-F
KPSI-F	KPSI-F	4 KPLM-F<	KCHV-F	KDES-F<	4 KCMJ-F	4 KUNA
5 KPLM-F	5 KWXY-F	5 KCMJ-F	5 KWXY-F	5 KCLB-F	5 KUNA KCLB	5 KBZT-F

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

KCMJ	1140	Palm Springs	1.4/5.1/4/85
KDES	920	Palm Springs	.7/2.1/2/35
KNWZ	1270	Palm Desert	1.4/5.8/4/97
KWXY	1340	Cathedral City	1.4/4.4/4/73
KFI	640	Los Angeles	.3/2.4/1/40
KOST-F	103.5	Los Angeles	.3/2.3/1/38

READING, PA

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	METRO CUME	METRO F90	CUME S90	RATING S89	Birch Share	Birch AQH	Birch Cume
1. WRFY-F (CHR)	94/17.8	17.9	16.1	19.8	16.8	993	34.8	34.6	38.4			
2. WEEU (MOR/T)	59/11.2	9.4	6.1	10.7	11.2	601	21.1	20.1	21.4			
3. WIOV-F (C)	53/10.0	4.6	6.3	4.5	8.0	411	14.4	11.3	13.1			
4. WYCL-F (AC)	40/ 7.6	6.4	4.3	.4	---	440	15.4	15.3	3.9			
5. WMMR-F (AOR)	30/ 5.7	3.9	5.3	5.7	4.3	338	11.9	11.2	14.2			
WYSP-F (CL AOR)	30/ 5.7	3.3	6.7	4.7	5.8	443	15.5	12.6	14.5			
7. WWDB-F (T)	18/ 3.4	3.9	1.4	1.8	2.2	154	5.4	6.9	3.9			
8. WXTU-F (C)	17/ 3.2	3.7	4.9	1.0	1.9	248	8.7	7.2	5.2			
9. WRAW (BB)	16/ 3.0	5.8	6.1	7.7	5.0	286	10.0	14.4	14.8			

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WRFY-F	1 WRFY-F>	1 WRFY-F>	1 WRFY-F>>	1 WRFY-F>	1 WRFY-F>	1 WRFY-F<
2 WEEU >	2 WEEU	2 WEEU <	2 WIOV-F<	2 WMMR-F>	2 WYCL-F	2 WIOV-F>
3 WIOV-F	3 WIOV-F	3 WIOV-F	3 WXTU-F	3 WYSP-F<	3 WIOV-F	3 WEEU
4 WYCL-F<	4 WYCL-F	4 WYCL-F	4 WEEU	4 WYCL-F	4 WYSP-F	4 WYCL-F
5 WYSP-F	5	5	5	5	5	5

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

WAGO	1240	Reading	2.5/6.8/13/195
KYW	1060	Philadelphia	1.3/10.6/7/301
WAEB-F	104.1	Allentown	.9/4.0/ 5/114
WARM-F	103.3	York	.8/2.5/ 4/ 71
WAVT-F	101.9	Pottsville	.8/2.3/ 4/ 65
WEAZ	560	Philadelphia	.4/2.0/ 2/ 56
WEAZ-F	101.1	Philadelphia	2.1/9.4/11/269
WEGX-F	106.1	Philadelphia	2.8/10.3/15/294
WFLN-F	95.7	Philadelphia	.8/4.1/ 4/117
WFMZ-F	100.7	Allentown	1.7/3.6/ 9/104
WXHT-F	99.9	Easton/Allentown	.4/2.1/ 2/ 60
WIP	610	Philadelphia	.9/3.1/ 5/ 88
WQGL-F	98.1	Philadelphia	2.7/9.2/14/262
WRKZ-F	106.7	Hershey	.8/2.3/ 4/ 65
WUSL-F	98.9	Philadelphia	.9/4.0/ 5/114
WYXR-F	104.5	Philadelphia	1.1/4.1/ 6/116
WZZO-F	95.1	Bethlehem/Alntwn	1.1/4.1/ 6/116

REDDING, CA

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	METRO CUME	METRO F90	CUME S90	RATING S89	Birch Share	Birch AQH	Birch Cume
1. KNCQ-F (C)	43/20.7	17.5	---	18.6	---	380	31.3	26.1	25.4	19.1	38	315
2. KEWB-F (CHR)	25/12.0	11.1	---	14.1	---	282	23.2	26.9	25.9	18.1	36	380
3. KNNN-F (AC)	24/11.5	14.8	---	---	---	278	22.9	24.0	---	8.0	16	209
4. KSHA-F (EZ)	23/11.1	9.5	---	13.6	---	212	17.5	16.9	19.9	9.0	18	202
5. KQMS (MOR)	21/10.1	10.6	---	8.5	---	272	22.4	17.9	18.5	8.5	17	238
6. KARZ-F (AC)	11/ 5.3	5.8	---	7.3	---	158	13.0	19.3	18.8	4.0	8	161
7. KHTE (O)	8/ 3.8	2.6	---	1.7	---	119	9.8	5.3	6.1	2.0	4	78
8. KLXR (CL AOR)	7/ 3.4	---	---	2.3	---	62	5.1	---	6.5	1.5	3	48

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 KNCQ-F	1 KNCQ-F>	1 KNCQ-F	1 KEWB-F	1 KNCQ-F	1 KNCQ-F>>	1 KNCQ-F>
2 KQMS >	2 KNNN-F<	2 KNNN-F	2 KNCQ-F>	2 KNNN-F<	2 KNNN-F>	2 KSHA-F<
3 KNNN-F	3 KSHA-F<	3 KEWB-F>	3 KSHA-F	3 KEWB-F>>	3 KEWB-F	3 KQMS
4 KSHA-F	4 KEWB-F	4 KSHA-F	4 KNNN-F	4	4 KQMS	4 KARZ-F
5 KEWB-F	KQMS	5	5	5	5 KARZ-F	KNNN-F

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

KDJQ-F	102.7	Red Bluff	1.0/5.9/2/71
KALF-F	95.7	Red Bluff	.5/3.1/1/38
KCEZ-F	100.7	Corning	.5/4.7/1/57
KFME-F	93.9	Chico	2.9/6.4/6/78
KKRB-F	106.9	Klamath Falls	.5/4.2/1/51

SANTA BARBARA, CA

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	METRO CUME	METRO F90	CUME S90	RATING S89	Birch Share	Birch AQH	Birch Cume
1. KDB -F (CL)	19/7.3	10.3	5.4	5.2	5.6	201	12.5	17.8	12.9	5.3	13	155
KSBL-F (SAC)	19/7.3	5.6	7.4	7.0	9.5	207	12.9	11.6	15.8	4.9	12	234
3. KRUZ-F (EZ)	18/6.9	8.7	11.3	9.3	9.1	255	15.9	17.3	22.3	5.7	14	156
KTRO (SP)	18/6.9	5.2	2.3	3.7	1.4	124	7.7	6.8	4.5	6.5	16	202
5. KCQR-F (AOR)	17/6.5	7.1	7.0	3.0	---	246	15.4	15.2	9.2	6.1	15	241
6. KH TY-F (CHR)	16/6.1	6.0	3.1	7.0	7.7	269	16.8	17.0	22.3	9.8	24	314
7. KTMS (T)	15/5.7	8.3	6.2	7.4	6.3	264	16.5	18.5	15.1	6.1	15	266
10. KTYD-F (CL AOR)	15/5.7	8.3	8.9	12.2	17.9	359	22.4	23.4	31.8	12.7	31	507
10. KIST (O)	12/4.6	4.0	4.7	6.3	2.5	163	10.2	9.9	10.8	2.9	7	124
11. KSPE (SP)	9/3.4	.8	.4	---	---	128	8.0	4.3	4.3	2.0	5	128
KCAQ-F (CHR)	9/3.4	2.0	5.8	3.7	2.8	176	11.0	6.7	11.8	7.3	18	257

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 KTMS <	1 KSBL-F	1 KSBL-F	1 KTMS	1 KTRO	1 KSBL-F<	1 KSBL-F
2 KSBL-F<	2 KMGQ-F	2 KTYD-F	2 KTRO	2 KCQR-F	2 KCQR-F	2 KRUZ-F<
3 KCQR-F<	KTMS	3 KDB -F	3 KSPE	3 KTYD-F	3 KMGQ-F<	3 KDB -F
4 KRUZ-F<	4 KDB -F<	4 KRUZ-F	4 KDB -F	4 KSPE	4 KTRO	4 KIST
5 KH TY-F	5 KTRO	5 KCQR-F	5 KH TY-F	5 KH TY-F	5 KDB -F	5 KTMS
KMGQ-F					KT YD-F	

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

KTUN	990	Santa Barbara	.8/5.0/2/80
KFI	640	Los Angeles	.4/4.4/1/70
KHAY-F	100.7	Ventura	3.1/4.0/8/64
KLOS-F	95.5	Los Angeles	1.1/4.4/3/71
KNX	1070	Los Angeles	1.9/8.6/5/138

SANTA ROSA, CA

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	METRO CUME	METRO F90	CUME S90	RATING S89	Birch Share	Birch AQH	Birch Cume
1. KGO (N/T)	78/13.4	6.6	7.7	5.3	7.9	854	26.2	15.7	20.3	6.6	34	556
2. KFRC (BB)	50/ 8.6	8.9	4.4	5.3	5.2	495	15.2	13.9	12.5	3.9	20	364
3. KZST-F (AC)	34/ 5.9	8.0	9.0	10.3	9.7	658	20.2	21.1	20.4	9.8	50	681
4. KXFX-F (AOR)	32/ 5.5	4.4	6.5	7.7	6.2	567	17.4	13.8	17.8	10.0	51	604
5. KCBS (N/T)	27/ 4.7	3.1	5.8	4.0	6.4	498	15.3	12.6	14.8	3.5	18	360
KRQR-F (AOR)	27/ 4.7	4.0	8.1	5.5	5.6	340	10.4	10.3	13.7	4.5	23	315
7. KNEW (C)	26/ 4.5	5.9	5.8	4.6	2.6	306	9.4	8.4	11.0	4.1	21	209
8. KHTT-F (CHR)	25/ 4.3	5.4	7.1	3.3	4.9	405	12.4	18.4	12.6	7.6	39	582
9. KRQP-F (C)	22/ 3.8	4.2	3.8	2.8	5.2	262	8.0	9.3	7.8	3.9	20	296
10. KMEL-F (CHR)	19/ 3.3	2.8	3.1	2.9	2.6	232	7.1	9.0	8.9	6.8	35	423
11. KMGF-F (O)	18/ 3.1	3.0	2.9	2.9	3.7	447	13.7	9.7	12.2	6.4	33	504

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 KGO >>	1 KGO	1 KFRC <	1 KGO >	1 KXFX-F>	1 KGO	1 KGO >
2 KFRC	2 KFRC >	2 KGO	2 KXFX-F	2 KRQR-F	2 KXFX-F	2 KFRC-F>
3 KHTT-F	3 KRQR-F<	3 KZST-F	3 KZST-F	3 KZST-F	3 KZST-F	3 KZST-F
KZST-F	4 KNEW	4 KXFX-F	KCBS	4 KHTT-F	KNEW	KNEW
5 KCBS	5 KMGF-F	5 KRQP-F	5 KDBK-F	KGO	5 KRQR-F	5 KMGF-F

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

KSRO 1350 Santa Rosa	2.4/7.1/14/230					
KABL 960 Oakland/SF	.3/2.6/ 2/ 85	KITS-F 105.3	San Francisco	2.4/4.9/14/159		
KABL-F 98.1 SF/Oakland	2.8/9.5/16/310	KKHI 1550	San Francisco	.2/1.4/ 1/ 47		
KBLX 1400 Berkeley	.3/ .4/ 2/ 14	KKHI-F 95.7	San Francisco	1.0/2.6/ 6/ 86		
KBLX-F 102.9 Berkeley	.3/2.5/ 2/ 82	KKSF-F 103.7	SF/San Jose	1.0/4.0/ 6/129		
KDBK-F 98.9 San Francisco	1.4/3.0/ 8/ 99	KNBR 680	San Francisco	2.6/9.7/15/315		
KDFC 1220 Palo Alto	.7/3.3/ 4/108	KOIT-F 96.5	San Francisco	1.0/3.9/ 6/126		
KDFC-F 102.1 San Francisco	2.9/7.2/17/234	KSAN-F 94.9	SF/San Jose	.9/3.1/ 5/102		
KFOG-F 104.5 San Francisco	1.4/2.6/ 8/ 84	KSFO 560	San Francisco	1.0/6.3/ 6/207		
KIOI-F 101.3 SF/Oakland	.9/3.2/ 5/104	KXXX-F 99.7	San Francisco	.5/2.9/ 3/ 93		

STAMFORD - NORWALK, CT

12+ METRO	1/4/SHARE	SPG 90	FAL 89	SPG 89	FAL 88	METRO CUME	METRO F90	CUME S90	RATING S89	Birch Share	Birch AQH	Birch Cume
1. WSTC (MOR)	35/7.6	5.1	6.0	7.2	6.1	406	14.2	12.9	16.1			
2. WEBE-F (AC)	30/6.5	3.7	4.9	4.9	3.7	433	15.1	10.7	14.0			
3. WEZN-F (SAC)	29/6.3	6.3	5.4	5.5	5.2	468	16.3	15.6	14.8			
4. WEFX-F (CL AOR)	28/6.0	7.5	3.2	3.9	5.0	485	16.9	16.6	10.9			
5. WCBS (N)	25/5.4	4.9	5.4	5.7	4.5	636	22.2	18.1	19.7			
WFAN (T)	25/5.4	3.9	2.4	2.3	3.5	373	13.0	10.0	8.9			
7. WNCN-F (CL)	21/4.5	3.4	1.7	2.7	1.9	275	9.6	9.8	7.8			
8. WHTZ-F (CHR)	19/4.1	6.1	6.7	6.1	3.7	368	12.8	18.9	15.7			
9. WXRK-F (CL AOR)	17/3.7	3.2	3.2	3.9	4.5	437	15.3	10.2	8.7			
10. WYNY-F (C)	16/3.5	3.4	4.1	2.0	2.4	271	9.5	8.2	7.5			

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WSTC	1 WEZN-F<	1 WEBE-F<	1 WEFX-F<	1 WEFX-F	1 WEBE-F>	1 WEZN-F
2 WFAN <	2 WEBE-F<	2 WSTC	2 WHTZ-F	2 WEBE-F>	2 WEZN-F	2 WCBS
3 WEBE-F	3 WEFX-F	3 WSTC	3 WSTC >	3 WXRK-F	3 WXRK-F	3 WNCN-F
4 WCBS	4 WSTC	4 WCBS	4 WEZN-F	4 WRKS-F	4 WEFX-F	4 WFAN
5 WXRK-F	5 WNCN-F	WEFX-F	5 WFAN	WFAN	WCBS	WEBE-F
			WCBS	WQQQ-F	WNCN-F	
			WEBE-F			

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

WGCH 1490 Greenwich	2.2/4.7/10/136	WINS 1010	New York	.6/5.2/ 3/148		
WMM 1260 Westport	.9/2.9/ 4/ 83	WLTV-F 106.7	New York	.9/3.8/ 4/110		
WNLK 1350 Norwalk	1.7/4.8/ 8/137	WNEW 1130	New York	1.1/3.1/ 5/ 90		
WQQQ-F 96.7 Stamford	3.0/6.5/14/186	WNEW-F 102.7	New York	1.9/11.5/9/329		
WABC 770 New York	1.9/5.3/ 9/152	WNSR-F 105.1	New York	.9/3.8/ 4/108		
WBLS-F 107.5 New York	.6/2.5/ 3/ 73	WOR 710	New York	2.2/5.0/10/142		
WCBS-F 101.1 New York	1.5/9.3/ 7/267	WPAT-F 93.1	Paterson	1.5/3.7/ 7/107		
WDRE-F 92.7 Garden City/NY	1.7/5.3/ 8/152	WPLJ-F 95.5	New York	.9/6.8/ 4/196		
WICC 600 Bridgeport	1.3/3.7/ 6/106	WQCD-F 101.9	New York	.6/2.7/ 3/ 76		
		WQXR-F 96.3	New York	1.3/1.5/ 6/180		
		WRKS-F 98.7	New York	2.4/3.9/11/112		
		WSKQ-F 97.9	New York	1.7/2.9/ 8/ 82		

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