

AMERICAN RADIO

Small Market Edition 1990



James H. Duncan, Jr.

AMERICAN RADIO
1990 SMALL MARKET EDITION

Compiled and Edited by:

JAMES H. DUNCAN, JR.

DUNCAN'S AMERICAN RADIO, INC
BOX 90284
INDIANAPOLIS, IN 46290

(317) 630-2888

(317) 844-0988

SEPTEMBER 1990

VOLUME XV, NUMBER 2

ISSN 0738-8675

INTRODUCTION

I am pleased to present the seventh edition of AMERICAN RADIO -SMALL MARKET EDITION. This book is designed to complement the primary edition of American Radio by providing expanded coverage of over 100 small radio markets in the United States.

The Small Market Edition is issued every September.

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

James H. Duncan, Jr.
Duncan's American Radio, Inc.
Box 90284
Indianapolis, IN 46290
(317) 844-0988 or (317) 630-2888

ALL ARBITRON AUDIENCE ESTIMATES ARE COPYRIGHTED (1990) BY THE ARBITRON RATINGS COMPANY AND MAY NOT BE QUOTED OR REPRODUCED WITHOUT THE PRIOR PERMISSION OF ARBITRON.

ALL BIRCH RADIO AUDIENCE ESTIMATES ARE COPYRIGHTED (1990) BY BIRCH RADIO, INC., AND MAY NOT BE QUOTED OR REPRODUCED WITHOUT PRIOR PERMISSION OF BIRCH RADIO.

Copyright © 1990 by James H. Duncan, Jr.

This book may not be reproduced, in whole or part by mimeograph or any other means, without permission.

PRINTED IN THE UNITED STATES OF AMERICA.

Subscribers may quote American Radio for sales and advertising purposes. However, you must be an Arbitron and/or Birch subscriber if any of their data is involved. Secondly, I must be notified. I always give permission, but I like to make certain that my work is being properly quoted. The source "American Radio by James Duncan, Jr." must always be cited.

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

Special thanks to Beth Barnhorst for her excellent help in the preparation of this edition.

TABLE OF CONTENTS

SECTION A: Arbitron Condensed Radio Markets (in alphabetical order):

Abilene, TX	Ft. Smith, AR	Nwburg-Middltwn, NY
Albany, GA	Ft. Walton Beach, FL	Northwest Michigan
Albany, OR	Frederick, MD	Odessa-Midland, TX
Alexandria, LA	Gainesville, FL	Owensboro, KY
Augusta, ME	Grand Forks, ND	Palm Springs, CA
Bangor, ME	Grand Junction, CO	Panama City, FL
Battle Creek, MI	Great Falls, MT	Parkersburg, WV
Beckley, WV	Hagerstown, MD	Pascagoula, MS
Biloxi-Gulfport, MS	Harrisonburg, VA	Poughkeepsie, NY
Bismarck, ND	Ithaca, NY	Rapid City, SD
Bozeman, MT	Joplin, MO	Reading, PA
Bryan-Coll. Station, TX	Kileen-Temple, TX	Redding, CA
Burlington, VT	LaCrosse, WI	Rochester, MN
Cape Cod, MA	Lafayette, IN	St. Cloud, MN
Cape May, NJ	Lake Charles, LA	San Angelo, TX
Champaign, IL	Laurel, MS	Santa Barbara, CA
Charlottesville, VA	Lawton, OK	Santa Fe, NM
Cheyenne, WY	Longview-Marshall, TX	Santa Rosa, CA
Chico, CA	Lufkin, TX	Sioux City, IA
Columbia, MO	Medford-Ashland, OR	Springfield, IL
Danbury, CT	Meridian, MS	Stamford-Norwalk, CT
Danville, IL	Minot, ND	Texarkana, TX
Dothan, AL	Monroe, LA	Trenton, NJ
Dubuque, IA	Morristown, NJ	Tri-Cities, WA
Eau Claire, WI	Muskegon, MI	Tuscaloosa, AL
Fayetteville, AR	Myrtle Beach, SC	Tyler, TX
Florence, SC	Naples, FL	Victoria, TX
Ft. Myers, FL	New Bedford, MA	Waterbury, CT
Ft. Pierce, FL	New London, CT	Watertown, NY
		Wichita Falls, TX
		Williamsport, PA
		Yakima, WA

SECTION B: Birch Non-Monthly Markets:

Bangor, ME	Gregg County, TX	Northeastern MI
Benton Harbor, MI	Idaho Falls, ID	Pocatello, ID
Bluefield, WV	Iowa City, IA	San Luis Obispo, CA
Central Upper Michigan	Jackson, TN	Sierra Vista, AZ
Elkhart/Goshen, IN	Jefferson City, MO	South Lake Tahoe, CA
Fairbanks, AK	Laredo, TX	Stauton/Waynesboro, VA
Florence, AL	Lima, OH	Steuben County, IN
Ft. Collins/Greeley/Lvland, CO	Middletown, NY	Sumter, SC
Glens Falls, NY	Morgantown, WV	Wausau, WI
		Yuma, AZ

LEADING STATIONS IN ARBITRON CONDENSED MARKETS *

<u>STATION</u>	<u>MARKET</u>	<u>SHARE</u>	<u>FORMAT</u>	<u>GROUP OWNER</u>
1. WBKR-F	Owensboro, KY	37.0	Country	
2. WJIZ-F	Albany, GA	35.6	Black	
3. KKYR-F	Texarkana, TX-AR	33.5	Country	
4. WTNJ-F	Beckley, WV	33.0	Country	
KZEU-F	Victoria, TX	33.0	Country	Osborn/Reynolds
6. KGKL-F	San Angelo, TX	32.1	Country	
7. KBOZ-F	Bozeman, MT	30.9	Contemp	Citadel
8. KLUR-F	Wichita Falls, TX	28.4	Country	
9. WSTO-F	Owensboro, KY	27.7	CHR	
10. KIXY-F	San Angelo, TX	27.0	CHR	
11. KYYY-F	Bismarck, ND	26.8	CHR	Meyer
12. WTNV-F	Watertown, NY	26.5	CHR	
KYEA-F	Monroe, LA	26.5	Black	
14. WCIR-F	Beckley, WV	25.0	AC/Contemp	
KBOZ-F	Bozeman, MT	25.0	Country	Citadel
16. KIXQ-F	Joplin, MO	24.9	Country	
17. KHHT-F	Minot, ND	24.7	CHR	
18. WAXX-F	Eau Claire, WI	24.6	Country	
19. KLAW-F	Lawton, OK	24.4	Country	
20. KVIC-F	Victoria, TX	24.2	CHR	Mayes
21. WZMP-F	Meridian, MS	24.1	Black	
22. KEKB-F	Grand Junction, CO	23.8	Country	
23. KRRV-F	Alexandria, LA	23.6	Country	
24. WILQ-F	Williamsport, PA	23.5	Country	
25. KKIX-F	Fayetteville-Springdale, AR	23.4	Country	Noalmark
WQPO-F	Harrisonburg, VA	23.4	CHR	VerStandig
27. KIOK-F	Tri Cities, WA	23.0	CHR	Sterling
28. WIAL-F	Eau Claire, WI	22.7	AC	
29. KYKZ-F	Lake Charles, LA	22.7	Country	
30. WPAP-F	Panama City, FL	22.5	Country	
31. WZBQ-F	Tuscaloosa, AL	22.4	CHR	
32. KMGZ-F	Lawton, OK	22.2	CHR	
33. KGLI-F	Sioux City, IA	22.1	CHR	
34. WQRC-F	Cape Cod, MA	22.0	EZ	
35. WKMX-F	Dothan, AL	21.8	CHR	
36. KYKX-F	Longview-Marshall, TX	21.6	Country	Sun Group
KEAN-F	Abilene, TX	21.6	Country	Sun Group
38. WLRW-F	Champaign, IL	21.2	CHR	Saga
39. WSNX-F	Muskegon, MI	20.6	CHR	Goodrich
40. KGGG-F	Rapid City, SD	20.4	CHR	Ingstad
41. KYKS-F	Lufkin-Nacogdoches, TX	20.3	Country	
42. KAAK-F	Great Falls, MT	20.2	AC	Sunbrook
KCJB	Minot, ND	20.2	Country	
44. KFMZ-F	Columbia, MO	20.0	AOR	Contemp Media

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

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

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

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



ABILENE, TX

MSA Rank/Pop: 292/122,300
 ARB Rank/Pop: 200/129,200
 Market TSL: 21.5
 Average Person Rating: 15.8

Diaries: 399/324:1
 Sample Target: 330
 % Below Line: 0.0
 % Not Listed: 29.4

Retail \$: 1.3 Bil
 FM Share: 93.06%
 Stations: 12/12

12+ METRO	1/4/SHARE	FAL		SPG		METRO CUME	METRO CUME RATING			B I R C H		
		89	89	88	88		830	889	888	SHH	NOH	CUME
1. KEAN-F	44/21.6		18.9		15.7	457	35.4	38.9	26.7			
2. KFQX-F	24/11.8		10.6		7.3	334	25.9	25.3	17.1			
3. KORQ-F	18/ 8.8		9.7		13.1	274	21.2	26.3	27.5			
4. KEYJ-F	13/ 6.4		7.8		11.5	177	13.7	18.9	22.9			
5. KTLC-F	12/ 5.9		4.1		5.8	160	12.4	13.2	14.8			
6. KWZD-F	9/ 4.4		6.9		13.6	187	14.5	14.8	19.8			
7. KHXS-F	7/ 3.4					118	9.1					
8. KNTS	6/ 2.9		.5		4.2	65	5.0	7.5	10.0			
9. KVRP-F	4/ 2.0				1.0	42	3.3	4.0	4.5			

12+ AM

1. KEAN-F>>
2. KFQX-F<
3. KORQ-F>

12+ MID

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

12+ PM

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

12+ EVE

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

ADULTS 18-34

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

ADULTS 25-54

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

ADULTS 35-64

1. KEAN-F>>
2. KWZD-F>

MEN 25-54

1. KEAN-F>>
2. KEYJ-F
3. KORQ-F
4. KNTS

WOMEN 25-54

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KEAN	1280	Abilene	1.5/6.5
KEYJ	1560	Abilene	.5/3.1
KKHR-F	98.1	Anson/Abilene	1.5/4.0

RADIO STATIONS

KNTS,	1470,	5 KW/1 KW (DA-1),	Talk	MBS, \$10.00	(Republic)		D. Fox
KEAN-F,	105.1,	100 KW @ 808,	Country	ABC I, \$28.00	(Mc-Guild)	SunGroup	L. Murray
KEYJ-F,	107.9,	25 KW @ 667,	AOR	, \$14.00	(---)		L. Mynatt
KFQX-F,	102.7,	66 KW @ 1200,	CHR	, \$18.00	(Republic)	(MERKEL)	D. Fox
KHXS-F,	106.3,	3 KW @ 200,	Country	, \$11.00	(Durpetti)		
KORQ-F,	100.7,	100 KW @ 1260,	AC	UNIPWR, \$13.00	(Banner)		G. Boos
KTLC-F,	99.7,	100 KW @ 744,	AC	CBS, \$11.00	(Roslin)	(TYE)	D. Palmer
KVRP-F,	95.5,	100 KW @ 550,	Country	APR, \$10.00	(Banner)	(HASKELL)	G. Barrett
KWZD-F,	103.7,	100 KW @ 985,	Country	, \$11.00	(katz)	(HAMLIN)	J. Martin

ALBANY, GA

MSA Rank/Pop: 304/118,000
 ARB Rank/Pop: 238/93,400
 Market TSL: 20.75
 Average Person Rating: 15.6

Diaries: 324/288:1
 Sample Target: 270
 % Below Line: 1.6
 % Not Listed: 13.0

Retail \$: 0.8 Bil
 FM Share: 90.55%
 Stations: 11/9

12+ METRO	1/4/SHARE	FAL	SPG	FAL	SPG	METRO	METRO CUME RATING			B I R C H		
		89	89	88	88	CUME	\$90	\$88	\$86	SHR	AGE	CUME
1. WJIZ-F	52/35.6		29.5		39.6	353	37.8	37.3	39.0			
2. WJAD-F	21/14.4		12.0		16.0	214	22.9	30.9	31.2			
3. WIKX-F	13/ 8.9		----		----	134	14.3	----	----			
4. WKAK-F	12/ 8.2		15.1		13.2	193	20.7	27.0	25.4			
5. WJYZ	11/ 7.5		6.0		1.4	111	11.9	11.2	8.6			
6. WSGY-F	7/ 4.8		9.0		10.4	150	16.1	19.8	23.4			
7. WGPC-F	5/ 3.4		5.4		3.5	135	14.5	12.1	10.2			
8. WAZE-F	3/ 2.1		3.6		.7	44	4.7	7.8	7.4			

12+ AM

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

12+ MID

1. WJIZ-F>>
2. WJAD-F
3. WIKX-F
4. WJYZ

12+ PM

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

12+ EVE

1. WJIZ-F>>

ADULTS 18-34

1. WJIZ-F>>
2. WJAD-F>>
3. WIKX-F
4. WSGY-F

ADULTS 35-54

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

ADULTS 35-64

1. WJIZ-F<
2. WKAK-F>
3. WIKX-F
4. WJYZ

MEN 25-54

1. WJIZ-F>
2. WIKX-F
- WKAK-F
4. WJAD-F

WOMEN 25-54

1. WJIZ-F>>
2. WIKX-F
3. WJYZ
4. WJAD-F

OTHER LISTED STATIONS/METRO SHARE & CUME RATING

WANL	1250	Albany	.7/6.
WQVE	105.5	Camilla	.7/5.6
WVRK	102.9	Columbus	.7/7.3

SMALL STATIONS

WJYZ,	960,	5 KW (DAYS, DA)	,	Gospel	MBS, \$10.00	(HNWH)		D. Suttles
WAZE-F,	92.1,	3 KW @ 300	,	AC	, \$10.00	(Roslin)		
WGPC-F,	104.5,	100 KW @ 980	,	EZ/Nost.	CBS, \$11.00	(Southern)	(DAWSON)	L. George
WIKX-F,	103.7,	3.6 KW @ 400	,	Country (??)	CNN, \$ NA	(---)	(LEESBURG)	
WJAD-F,	97.3,	100 KW @ 1000	,	CHR	ABC C, \$19.00	(Banner)	(BAINBRIDGE)	J. Williams
WJIZ-F,	96.3,	100 KW @ 470	,	Black	SBN, \$22.00	(HNWH)		D. Suttles
WKAK-F,	101.7,	3 KW @ 300	,	Country	ABC E, \$15.00	(Republic)		R. Segers
WSGY-F,	100.3,	97 KW @ 550	,	AC	, \$12.00	(---)	(TIFTON)	R. Dunns

ALBANY - CORVALLIS - LEBANON, OR

MSA Rank/Pop: NA
 ARB Rank/Pop: 202/128,800
 Market TSL: 20.5
 Average Person Rating: 15.5

Diaries: 347/371:1
 Sample Target: 340
 % Below Line: 49.3
 % Not Listed: 26.6

Retail \$: 0.8 Bill
 FM Share: 76.03%
 Stations: 25/11

12+ METRO	1/4/SHARE	FAL		SPG		METRO CUME	METRO CUME RATING			B I R C H			
		89	88	89	88		\$90	\$89	\$88	SHR	AQH	CUME	
1. KXYQ-F	18/9.0			11.5		19.5	325	25.2	24.8	29.6			
2. KFAT-F	17/8.5			5.0		4.7	211	16.4	14.2	7.6			
3. KIQY-F	13/6.5			6.5		7.0	258	20.0	16.4	14.6			
4. KRKT-F	12/6.0			11.0		8.6	183	14.2	17.5	12.7			
4. KLCX-F	12/6.0			8.5		3.9	192	14.9	10.2	5.9			
6. KFIR	10/5.0			2.5		6.3	61	4.7	4.0	3.0			
KMGE-F	10/5.0			.5		.8	111	8.6	5.8	3.3			
8. KEX	7/3.5			---		---	127	9.9	---	---			

12+ AMD

1. KXYQ-F
2. KRKT-F
3. KIQY-F<
4. KFAT-F

12+ MID

1. KFAT-F>
2. KRKT-F
3. KLCX-F<
4. KMGE-F
KXYQ-F

12+ PMD

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

12+ EVE

1. KFAT-F
2. KIQY-F
3. KEX
4. KLCX-F
KXYQ-F

ADULTS 18-34

1. KXYQ-F
2. KLCX-F<
3. KMGE-F
4. KFAT-F

ADULTS 25-54

1. KMGE-F
2. KFAT-F
KXYQ-F
4. KRKT-F

ADULTS 35-64

1. KFAT-F
KRKT-F>
3. KXYQ-F
4. KFIR

MEN 25-54

1. KLCX-F
2. KFAT-F
KRKT-F
KMGE-F

WOMEN 25-54

1. KXYQ-F
2. KMGE-F
3. KFAT-F
4. KRKT-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KEJO-F	101.5	Corvallis	2.5/9.6
KFLY	1240	Corvallis	1.0/5.3
KGAL	920	Lebanon/Albany	2.0/10.9
KHPE-F	107.9	Albany	2.0/5.7
KLOO	1340	Corvallis	1.0/4.3
KRKT	990	Albany/Corvallis	1.5/4.0
KWIL	790	Albany	1.0/3.0
KGON-F	92.3	Portland	1.0/5.1
KKCW-F	103.3	Beaverton	2.5/4.0
KKSN-F	97.1	Portland	.5/3.4
KPNW-F	99.1	Eugene/Springfield	2.5/7.3
KSND-F	93.1	Springfield/Eugene	.5/4.4
KUGN	590	Eugene/Springfield	.5/2.9
KUGN-F	97.9	Eugene/Springfield	1.5/2.6
KXL	750	Portland	2.0/5.3
KXL-F	95.5	Portland	1.0/3.7
KZEL-F	96.1	Eugene	.5/5.6

RADIO STATIONS

KFIR,	1370,	1 KW (DAYS)	, Country	ABC E, \$ 9.00	(Tacher)	(SWEET HOME)	B. Ratter
KEJO-F,	101.5,	28 KW @ 250	, AC	ABC FM, \$11.00	(Mc-Guild)	(CORVALLIS)	B. Holt
KFAT-F,	106.1,	100 KW @ 1140	, Country	CBS, \$13.00	(Gillis)	(CORVALLIS)	L. Blair
KHPE-F,	107.9,	100 KW @ 1100	, Religion	, \$ 8.00	(Sand-Glenn)	(ALBANY)	D. Winchester
KIQY-F,	103.7,	100 KW @ 515	, CHR	, \$15.00	(Tacher)	(LEBANON)	D. Schimmin
KRKT-F,	99.9,	100 KW @ 1075	, Country	ABC I, \$15.00	(Mc-Guild)	(ALBANY)	G. Grossman

Other ranked stations — see Portland or Eugene in Spring 90 edition

ALEXANDRIA, LA

MSA Rank/Pop: 262/138,800
 ARB Rank/Pop: 206/126,600
 Market TSL: 20.5
 Average Person Rating: 15.1

Diaries: 313/404:1
 Sample Target: 320
 % Below Line: 0.6
 % Not Listed: 18.3

Retail \$: 0.8 Bil
 FM Share: 82.69%
 Stations: 10/9

12+ METRO	1/4/SHARE	FAL	SPG	FAL	SPG	METRO CUME	METRO CUME RATING			B I R C H		
		89	89	88	88		S90	S89	S88	SHR	NRH	CUME
1. KRRV-F	45/23.6		26.0		20.1	515	40.7	38.4	31.9	16.2	32	372
2. KBCE-F	37/19.4		22.0		25.8	341	26.9	22.7	23.3	29.9	59	347
3. KQID-F	26/13.6		10.5		17.0	373	29.5	24.5	32.8	13.7	27	333
4. KZMZ-F	18/ 9.4		10.5		10.3	282	22.3	20.4	18.7	15.2	30	349
5. KALB	11/ 5.8		5.0		3.6	177	14.0	12.3	13.7	5.1	10	217
6. KSYL	10/ 5.2		2.5		2.6	138	10.9	6.9	8.4	2.0	4	72
7. KRRV	4/ 2.1		2.5		1.0	87	6.9	5.5	3.7			44
8. KLAA-F	2/ 1.0		5.0		6.7	71	5.6	14.2	13.4	4.6	9	97
KWDF	2/ 1.0		1.5		2.6	62	4.9	3.9	3.8	1.5	3	36

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>
1. KRRV-F>	1. KRRV-F>	1. KRRV-F>	1. KBCE-F
2. KBCE-F>	2. KBCE-F	2. KBCE-F>	2. KQID-F
3. KQID-F	3. KQID-F	3. KQID-F<	3. KRRV-F>
4. KZMZ-F	4. KZMZ-F	4. KZMZ-F	4. KALB

ADULTS 18-34

1. KQID-F
2. KBCE-F
3. KRRV-F
- KZMZ-F

ADULTS 25-44

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

ADULTS 35-64

1. KRRV-F>>
2. KBCE-F>>
3. KSYL
- KZMZ-F

MEN 25-54

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

WOMEN 25-54

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

OTHER LISTED STATIONS/METRO SHARE & CUME RATING

KDBH-F 97.7 Natchitoches .5/3.3

RADIO STATIONS

KALB, 580, 5 KW/1 KW (DA-N)	, Oldies	SMN, \$11.00	(Katz)	B. Lynch
KSYL, 970, 1 KW (DA-N)	, EZ	SMN UNISUP, \$10.00	(Torbet)	T. Thompson
KBCE-F, 102.3, 3 KW @ 290	, Black	SBN, \$23.00	(HNWH)	G. Lewis
KLAA-F, 98.3, 3 KW @ 300	, Country	MBS, \$ 9.00	(HNWH)	R. Cavendish
KQID-F, 93.1, 100 KW @ 1000	, CHR	ABC C UNISUP, \$19.00	(Torbet)	M. Jeffries
KRRV-F, 100.3, 100 KW @ 1100	, Country	ABC E, \$29.00	(Republic)	J. Karst
KZMZ-F, 96.9, 100 KW @ 1450	, CHR	ABC FM, \$15.00	(Katz)	R. Reynolds

AUGUSTA - WATERVILLE, ME

MSA Rank/Pop: NA
 ARB Rank/Pop: 234/96,700
 Market TSL: 23.25
 Average Person Rating: 17.7

Diaries: 315/307:1
 Sample Target: 280
 % Below Line: 41.9
 % Not Listed: 20.5

Retail \$: 0.9 Bill
 FM Share: 97.79%
 Stations: 14/6

12+ METRO	1/4/SHARE	FAL	SPG	FAL	SPG	METRO	METRO CUME RATING			B I R C H		
		RR	RR	RR	RR	CUME	SR	SR	SR	SHR	ACH	CUME
1. WMME-F	28/16.4		21.2		27.1	315	32.6	37.7	43.4			
2. WKCG-F	19/11.1		6.6		13.5	216	22.3	15.0	20.0			
3. WTOS-F	14/ 8.2		6.0		3.9	149	15.4	13.7	10.0			
4. WBLM-F	13/ 7.6		6.6		5.2	182	18.8	13.3	15.2			
WHOM-F	13/ 7.6		6.6		6.5	140	14.5	13.9	11.3			
WXGL-F	13/ 7.6		4.6		2.6	173	17.9	10.2	10.1			
7. WQCB-F	11/ 6.4		9.9		1.3	117	12.1	10.6	5.5			
8. WTVL-F	9/ 5.3		4.0		1.9	137	14.2	14.1	9.1			
9. WABK-F	7/ 4.1		6.6		11.0	144	14.9	17.1	23.8			

12+ AM

1. WKCG-F<
2. WMME-F
3. WXGL-F
4. WBLM-F

12+ MID

1. WKCG-F
- WMME-F
3. WTOS-F
4. WXGL-F
5. WQCB-F

12+ PM

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

12+ EVE

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

ADULTS 18-34

1. WMME-F>>
2. WTOS-F<
3. WBLM-F>
4. WXGL-F

ADULTS 25-54

1. WKCG-F
2. WMME-F
3. WTOS-F
- WXGL-F

ADULTS 35-64

1. WKCG-F>
2. WHOM-F
3. WQCB-F
- WXGL-F

MEN 25-54

1. WTOS-F
- WXGL-F
3. WKCG-F
4. WBLM-F

WOMEN 25-54

1. WMME-F
2. WFAU >
3. WABK-F
- WHOM-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFAU	1340	Augusta	1.2/4.6
WKZS-F	99.9	Auburn	1.2/8.8
WPOR	1490	Portland	.6/1.0
WTHT-F	107.5	Lewiston	.6/6.1
WYOU-F	97.1	Bangor	1.8/4.7

RADIO STATIONS

WABK-F,	104.3,	50 KW @ 400 ,	AC	ABC I, \$17.00	(Eastman)	(GARDINER)	S. Carroll
WKCG-F,	101.3,	50 KW @ 320 ,	Country	CBS, \$21.00	(K & P)		W. Devine
WMME-F,	92.3,	50 KW @ 500 ,	CHR	SOURCE, \$26.00	(Republic)		J. Mann
WTOS-F,	105.1,	50 KW @ 2420 ,	AOR	UNISUP UNIPWR, \$14.00	(Roslin)	(SHOWHEGAN)	A. Anderson
WTVL-F,	98.5,	50 KW @ 373 ,	Soft AC/Oldies	ABC E, \$15.00	(--)	(WATERVILLE)	D. Warner

Other ranked stations -- see Bangor in this edition or Portland in Spring 90 edition

BANGOR, ME

MSA Rank/Pop: 338/84,900
 ARB Rank/Pop: 253/72,300
 Market TSL: 22.0
 Average Person Rating: 16.5

Diaries: 276/262:1
 Sample Target: 250
 % Below Line: 5.0
 % Not Listed: 16.0

Retail \$: 0.7 Bil
 FM Share: 93.00%
 Stations: 9/8

17+ METRO	1/4 SHARES	FAL	SPG	FAL	SPG	METRO	METRO CUME RATING			B I R C H		
		89	89	88	88	CUME	S30	S89	S88	SHR	ACH	CLME
1. WQCB-F	22/18.5		20.9		7.0	195	27.0	28.7	16.2			
2. WWFX-F	17/14.3		10.0		16.0	211	29.2	24.2	32.1			
3. WPBC-F	12/10.1		6.4		13.0	128	17.7	16.9	21.4			
4. WKSQ-F	11/ 9.2		10.0		11.0	187	25.9	25.9	27.7			
5. WYOU-F	10/ 8.4		5.5		9.0	103	14.2	15.0	11.9			
6. WKIT-F	9/ 7.6		1.8		8.0	99	13.7	13.5	16.5			
7. WABI	7/ 5.9		4.5		9.0	127	17.6	16.8	20.5			
WWMJ-F	7/ 5.9		9.1		9.0	109	15.1	21.7	24.7			
9. WTOS-F	5/ 4.2		7.3		5.0	108	14.9	12.5	14.3			

12+ AMD

1. WQCB-F>
2. WWFX-F
3. WKSQ-F
4. WABI
WYOU-F

12+ MID

1. WQCB-F>
2. WKSQ-F<
3. WPBC-F<
4. WWFX-F

12+ PMD

1. WWFX-F<
2. WQCB-F
3. WPBC-F
WYOU-F
5. WKSQ-F

12+ EVE

1. WWFX-F>
2. WABI
3. WQCB-F
4. WKSQ-F
WPBC-F
WTOS-F

ADULTS 18-34

1. WWFX-F
2. WKIT-F
3. WKSQ-F
4. WPBC-F
5. WQCB-F

ADULTS 35-44

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

ADULTS 35-44

1. WQCB-F>>
2. WPBC-F
WYOU-F
4. WABI
WWMJ-F

MEN 25-54

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

WOMEN 25-54

1. WKSQ-F
2. WPBC-F
WQCB-F
4. WYOU-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

RADIO STATIONS

WABI,	910,	5 KW (DA-N)	, Oldies	ABC I,	\$14.00 (Torbet)	G. Gonyar
WKIT-F,	100.3,	16 KW @ 860	, AC	, \$13.00	(K & P)	J. Pineaux
WKSQ-F,	94.5,	12 KW @ 1030	, AC	, \$16.00	(Christal)	N. Knox
WPBC-F,	92.9,	20 KW @ 780	, Soft AC	UNISUP,	\$18.00 (Republic)	J. Goff
WQCB-F,	106.5,	98 KW @ 1080	, Country	SMN,	\$26.00 (Mc-Guild)	K. Dolley
WWFX-F,	104.7,	10 KW @ 1080	, CHR	, \$22.00	(Republic)	B. Darling
WWMJ-F,	95.7,	8 KW @ 1029	, AC	, \$15.00	(HNWH)	H. Dudman
WYOU-F,	97.1,	5 KW @ 1228	, Country	ABC E UNISUP,	\$17.00 (Torbet)	G. Gonyar

WTOS -- see Augusta, ME

BATTLE CREEK, MI

MSA Rank/Pop: 264/137,700
 ARB Rank/Pop: 219/113,900
 Market TSL: 23.25
 Average Person Rating: 17.5

Diaries: 340/335:1
 Sample Target: 310
 % Below Line: 63.3
 % Not Listed: 19.1

Retail \$: 0.9 Bill
 FM Share: 87.99%
 Stations: 14/3

12+ METRO	L/4/SHARE	FAL		SPG		METRO CUME	METRO CUME RATING			B I R C H		
		85	89	85	88		890	889	888	898	808	CUME
1. WBXX-F	30/15.1		2.3		5.2	301	26.4	11.4	17.7			
2. WNWN-F	28/14.1		12.6		13.5	280	24.6	22.6	23.7			
3. WBCK	25/12.6		16.1		13.5	271	23.8	29.5	28.1			
4. WKFR-F	22/11.1		17.8		21.9	315	27.7	33.0	36.9			
5. WRKR-F	18/ 9.0		8.0		---	140	12.3	12.3	---			
6. WOOD-F	11/ 5.5		4.6		5.2	151	13.3	10.1	13.4			

12+ AM

1. WBCK >
2. WBXX-F<
3. WNWN-F
4. WKFR-F

12+ MID

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

12+ PM

1. WNWN-F
2. WBXX-F
3. WKFR-F
4. WRKR-F

12+ EVE

1. WBXX-F>
2. WBCK
3. WKFR-F<
4. WNWN-F

ADULTS 18-34

1. WBXX-F<
2. WKFR-F
3. WRKR-F>
4. WNWN-F

ADULTS 25-54

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

ADULTS 35-64

1. WNWN-F
2. WBCK >>
3. WOOD-F
4. WRKR-F

MEN 25-54

1. WNWN-F
2. WKFR-F>
3. WRKR-F>

WOMEN 25-54

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WELL-F	104.9	Marshall	2.0/4.6
WGRD-F	97.9	Grand Rapids	.5/3.1
WIBM-F	94.1	Jackson	1.5/10.4
WJR	760	Detroit	2.0/7.6
WJXQ-F	106.1	Jackson	2.0/7.6
WODJ-F	107.3	Greenville	1.5/4.7
WQLR-F	106.5	Kalamazoo/BtlCrk	1.5/7.7
WVIC-F	94.9	East Lansing	2.5/7.2

RADIO STATIONS

WBCK,	930,	5 KW/1 KW (DA-2)	,	MOR/Full Service	NBC TALKNT,	\$18.00	(Republic)	Liggett	B. Hennes
WBXX-F,	95.3,	3 KW @ 285	,	CHR	,	\$19.00	(Republic)	Liggett	B. Hennes

Other ranked stations -- see Kalamazoo or Grand Rapids in Spring 90 edition

BECKLEY, WV

MSA Rank/Pop: NA
 ARB Rank/Pop: 255/67,900
 Market TSL: 20.25
 Average Person Rating: 14.7

Diaries: 285/238:1
 Sample Target: 250
 % Below Line: 3.5
 % Not Listed: 14.0

Retail \$: 0.5 Bil
 FM Share: 90.70%
 Stations: 9/7

12+ METRO	1/4/SHARE	FAL	SPG	FAL	SPG	METRO CUME	METRO CUME RATING			B I R C H		
		H9	H9	H8	H8		S90	S89	S88	SHR	ACM	CUME
1. WTNJ-F	33/33.0		25.0		18.0	249	36.7	32.1	28.9			
2. WCIR-F	25/25.0		20.5		30.0	307	45.2	43.2	44.6			
3. WJLS-F	12/12.0		6.3		6.0	141	20.8	13.8	18.6			
4. WJLS	6/ 6.0		18.8		20.0	118	17.4	36.2	32.7			
5. WHAJ-F	5/ 5.0		2.7		5.0	99	14.6	14.6	7.9			

12+ AMD

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

12+ MID

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

12+ PMD

1. WTNJ-F>>
2. WCIR-F>>

12+ EVE

1. WCIR-F
2. WTNJ-F>>

ADULTS 18-34

1. WCIR-F>>
2. WTNJ-F>>
3. WHAJ-F

ADULTS 25-54

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

ADULTS 35-64

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

MEN 25-54

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

WOMEN 25-54

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WOAY	860	Oak Hill	1.0/5.7
WVNR	620	Beckley	1.0/12.7
WKLC-F	105.1	St. Albans	1.0/5.3
WLZT-F	107.3	Miami/Charleston	2.0/3.2

RADIO STATIONS

WJLS,	560,	5 KW/500 W (DA-N)	, Religion	MBS, \$ 7.00	(Savalli)	B. O'Brien
WCIR-F,	103.7,	5 KW @ 1485	, AC/Contemp	NBC UNIULT,	\$20.00 (K & P)	S. Southern
WHAJ-F,	104.5,	100 KW @ 1197	, CHR	UNIPWR,	\$10.00 (---)	M. Shott
WJLS-F,	99.5,	34 KW @ 1050	, Country	MBS,	\$14.00 (Savalli)	B. O'Brien
WTNJ-F,	105.9,	50 KW @ 500	, Country	ABC E UNISUP,	\$23.00 (Roslin)	T. Gonzalez
					Adventure (BLUEFIELD)	
					(MT HOPE)	

BILOXI-GULFPORT, MS

MSA Rank/Pop: 202/209,600
 ARB Rank/Pop: 173/166,900
 Market TSL: 21.5
 Average Person Rating: 16.1

Diaries: 471/354:1
 Sample Target: 380
 % Below Line: 22.4
 % Not Listed: 17.1

Retail \$: 1.2 B11
 FM Share: 86.55%
 Stations: 18/10

12+ MTRG	1/4/SHRPF	FAL		SPG		METRO CUME	METRO CUME RATING			B I R C H		
		B3	S3	B3	S3		S90	S89	S88	SHR	AOE	CLME
1. WKNN-F	36/13.4		16.0		10.4	442	26.5	25.8	19.2			
2. WZKX-F	29/10.8		13.5		18.5	434	26.0	27.4	33.1			
3. WGCM-F	27/10.0		8.2		6.5	266	15.9	14.1	11.8			
WQFX-F	27/10.0		4.6		12.3	268	16.1	15.0	14.3			
5. WQID-F	22/ 8.2		10.3		8.1	379	22.7	27.7	21.0			
6. WVMI	15/ 5.6		5.0		7.3	122	7.3	7.9	12.9			
7. WBLX-F	12/ 4.5		1.4		1.9	113	6.8	4.5	6.9			
8. WRNO-F	11/ 4.1		.7		2.7	141	8.4	4.0	6.9			
9. WXLS-F	10/ 3.7		7.8		6.9	203	12.2	15.3	16.2			

12+ AM

1. WKNN-F
 2. WZKX-F
 3. WGCM-F
 4. WQFX-F
 5. WQID-F
- WVMI

12+ MID

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

12+ PM

1. WKNN-F
2. WGCM-F<
3. WZKX-F<
4. WQFX-F
5. WQID-F

12+ EVE

1. WQFX-F<
2. WKNN-F<
3. WQID-F>
4. WZKX-F
5. WGCM-F

ADULTS 18-34

1. WQFX-F
- WZKX-F
3. WQID-F<
4. WKNN-F

ADULTS 25-54

1. WGCM-F
2. WKNN-F
3. WQFX-F<
4. WZKX-F

ADULTS 35-64

1. WKNN-F<
2. WGCM-F>>
3. WVMI
4. WZKX-F

MEN 25-54

1. WGCM-F
2. WQFX-F>
3. WKNN-F
4. WZKX-F

WOMEN 25-54

1. WKNN-F
2. WGCM-F
3. WZKX-F
4. WQFX-F

OTHER RATED STATIONS/METRO SHARE & CLME RATING

WGCM	1240	Gulfport/Biloxi	1.5/4.3
WQFX	1130	Gulfport/Biloxi	.7/1.7
WROA	1390	Gulfport	.4/4.3
KQLD-F	106.7	Pt Sulphur	1.9/5.0
WKKY-F	104.9	Moss Pt/Pascagoula	.4/2.5
WLTS-F	105.3	Slidell	.7/3.4
WNOE-F	101.1	New Orleans	2.6/4.7
WOSM-F	103.1	Ocean Springs	1.5/4.0
WWL	870	New Orleans	3.0/8.7

RADIO STATIONS

WVMI,	570,	5 KW/1 KW (DA-2)	, Country	ABC E, \$17.00	(Mc-Guild)	Family	T. Holter
WGCM-F,	102.3,	6 KW @ 300	, Oldies	, \$15.00	(Banner)		L. Moxlan
WKNN-F,	99.1,	99 KW @ 984	, Country	ABC I, \$24.00	(Mc-Guild)	So. Starr	(PASCAGOULA) B. Lima
WQFX-F,	96.7,	2 KW @ 384	, Black	SBN MBS, \$17.00	(Roslin)		D. Steere
WQID-F,	93.7,	100 KW @ 984	, CHR	ABC FM, \$19.00	(Mc-Guild)	Family	T. Holter
WXLS-F,	107.1,	2 KW @ 393	, AC	, \$13.00	(Torbet)		G. Michiels
WZKX-F,	107.9,	100 KW @ 400	, CHR	, \$20.00	(Republic)		M. Dowdy

WBLX -- See Mobile
 WRNO -- See New Orleans

BISMARCK, ND

MSA Rank/Pop: 334/87,300
 ARB Rank/Pop: 252/72,700
 Market TSL: 22.25
 Average Person Rating: 16.9

Diaries: 301/241:1
 Sample Target: 250
 % Below Line: 0.0
 % Not Listed: 12.2

Retail \$: 0.6 Bil
 FM Share: 61.11%
 Stations: 7/7

12+ METRO	1/4/SWARE	FAL		SPG		METRO CUME	METRO CUME RATING			B I R C H		
		88	89	88	89		530	582	588	5HR	50%	CUME
1. KYYY-F	33/26.8					288	39.6	46.4	39.3			
2. KFYZ	22/17.9					316	43.5	40.2	43.7			
3. KBYZ-F	17/13.8					202	27.8	28.6	28.0			
4. KQDY-F	12/ 9.8					159	21.9	29.1	19.9			
5. KBMR	10/ 8.1					143	19.7	17.5	15.1			
KLXX	10/ 8.1					135	18.6	12.9	14.9			
7. KNDR-F	4/ 3.3					93	12.8	5.3	11.6			

12+ AMD

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

12+ MID

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

12+ PMD

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

12+ EVE

1. KYYY-F>>

ADULTS 18-34

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

ADULTS 25-54

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

ADULTS 35-64

1. KBMR
- KFYZ <
3. KYYY-F>
4. KBYZ-F

MEN 25-54

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

WOMEN 25-54

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

RADIO STATIONS

KBMR,	1130,	50 KW (DAYS)	,	Country	NBC UNISUP,	\$15.00	(Mc-Guild)	A. Anderson
KFYZ,	550,	5 KW (DA-N)	,	AC/Full Service	ABC I,	\$28.00	(Banner) Meyer	D. Brannan
KLXX,	1270,	1 KW/250 W	,	Oldies	,	\$12.00	(Torbet) LaKoduk	M. Seminary
KBYZ-F,	96.5,	100 KW @ 1000	,	AC	UNIPWR,	\$17.00	(Torbet) LaKoduk	M. Seminary
KNDR-F,	104.7,	100 KW @ 853	,	Religion	,	\$ 7.00	(---)	B. Bales
KQDY-F,	94.5,	100 KW @ 1120	,	Country	CNN UNISUP,	\$19.00	(Mc-Guild)	A. Anderson
KYYY-F,	92.9,	100 KW @ 1180	,	CHR	ABC C,	\$27.00	(Banner) Meyer	B. Denver

BOZEMAN, MT

MSA Rank/Pop: NA
 ARB Rank/Pop: 262/41,800
 Market TSL: 21.5
 Average Person Rating: 16.3

Diaries: 321/130:1
 Sample Target: 250
 % Below Line: 0.0
 % Not Listed: 25.0

Retail \$: 0.4 Bil
 FM Share: 64.71%
 Stations: 5/5

12+ METRO	7/4/SHARE	FAL	SPG	FAL	SPG	METRO CUME	METRO CUME RATING			B I R C H		
		89	89	88	88		881	880	888	881	880	888
1. KBOZ-F	21/30.9		26.1		31.9	231	55.3	50.7	53.6			
2. KBOZ	17/25.0		18.8		22.2	151	36.1	38.9	35.1			
3. KUUB-F	10/14.7		14.5		15.3	143	34.2	33.4	38.6			
4. KGVW-F	2/ 2.9		----		5.6	26	6.7	7.3	7.2			
5. KGVW	1/ 1.5		7.2		----	28	6.2	13.5	----			

12+ AM

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

12+ MID

1. KBOZ <
2. KBOZ-F>>
3. KUUB-F

12+ PM

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

12+ EVE

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

ADULTS 18-34

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

ADULTS 25-54

1. KBOZ <
2. KBOZ-F>>

ADULTS 45-64

1. KBOZ >>
2. KBOZ-F>>
3. KGVW-F

MEN 25-54

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

WOMEN 25-54

1. KBOZ
- KBOZ-F>>

OTHER RATED STATIONS/METRO SHARE & CUME RATING

RADIO STATIONS

KBOZ,	1090,	5 KW (DA-N)	,	Country	ABC I UNISUP,	\$18.00	(Moore)	Citadel		J. Brandt
KGVW,	640,	10 KW/1 KW (DA-1)	,	Religion	, \$ 7.00	(---)		Enterprise	(BELGRADE)	M. Brashear
KEMN,	1230,	1 KW (DA-2)	,	EZ	, \$10.00	(Eastman)				L. Kehl
KBOZ-F,	93.7,	100 KW @ 248	,	Contemp	, \$23.00	(Moore)		Citadel		J. Brandt
KGVW-F,	96.7,	3 KW @ 200	,	EZ	, \$ 9.00	(---)		Enterprise	(BELGRADE)	M. Brashear
KUUB-F,	95.1,	100 KW @ 780	,	CHR	ABC C, \$16.00	(---)				L. Heinrich

BRYAN-COLLEGE STATION, TX

MSA Rank/Pop: 302/118,200
 ARB Rank/Pop: 224/108,200
 Market TSL: 19.5
 Average Person Rating: 14.1

Diaries: 355/305:1
 Sample Target: 300
 % Below Line: 23.0
 % Not Listed: 26.1

Retail \$: 0.9 Bil
 FM Share: 88.50%
 Stations: 15/7

12+ METRO	1/4/SHARE	FAL		SPG		METRO CUME	METRO CUME RATING			B I R C H		
		09	09	09	09		590	589	588	SHR	AGE	CUME
1. KORA-F	28/18.3		18.7		23.7	397	36.7	36.7	27.9			
2. KKYS-F	26/17.0		17.5		13.7	413	38.2	42.2	35.9			
3. KAGG-F	12/ 7.8		---		---	199	18.4	---	---			
4. KTSR-F	10/ 6.5		9.6		9.9	267	24.7	27.5	28.8			
5. KHRN-F	7/ 4.6		1.8		4.6	112	10.4	11.0	8.2			
KLLOL-F	7/ 4.6		9.0		3.8	95	8.8	16.5	13.0			
7. KTAM	4/ 2.6		10.8		6.9	162	15.0	26.1	17.0			
WTAW	4/ 2.6		3.6		3.8	77	7.1	8.1	8.2			
KMJQ-F	4/ 2.6		---		5.3	84	7.8	---	7.2			
10 KAGC	3/ 2.0		3.6		1.5	53	4.9	6.8	4.5			

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>
1. KORA-F< 2. KKYS-F>> 3. KAGG-F KTSR-F	1. KORA-F< 2. KKYS-F> 3. KAGG-F 4. KTSR-F	1. KKYS-F< 2. KORA-F> 3. KAGG-F 4. KTSR-F KLLOL-F	1. KORA-F 2. KKYS-F>>

ADULTS 18-34

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

ADULTS 35-54

1. KORA-F>
2. KKYS-F
3. KTSR-F
4. KAGG-F

ADULTS 35-64

1. KORA-F>>
2. KAGG-F
KKYS-F

MEN 25-54

1. KORA-F>
2. KAGG-F
KKYS-F
KTSR-F

WOMEN 25-54

1. KORA-F>>
2. KKYS-F
3. KAGC
KTSR-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KIKK-F	95.7	Houston	.7/4.8
KNRJ-F	96.5	Houston	1.3/4.4
KODA-F	99.1	Houston	1.3/3.0
KRBE-F	104.1	Houston	.7/5.7
KTRH	740	Houston	1.3/4.0

RADIO STATIONS

KAGC, 1510, 500 W (DAYS)	, Religion	, \$ 8.00 (Republic)	B. Bell
KTAM, 1240, 1 KW	, Oldies	ABC C, \$11.00 (---)	S. Jones
WTAW, 1150, 1 KW/500 W (DA-N)	, Country	CBS, \$10.00 (Katz)	N. Martinez
KAGG-F, 96.1, 40 KW @ 560	, Oldies (?)	, \$ NA (Eastman)	(MADISONVILLE)
KKYS-F, 104.7, 50 KW @ 285	, CHR	, \$22.00 (Republic)	Sun Group
KORA-F, 98.3, .9 KW @ 528	, Country	ABC I, \$24.00 (---)	Clear Channel
KTSR-F, 92.1, 3 KW @ 276	, AC	, \$14.00 (Katz)	Hicks
KHRN-F, 94.3, 3 KW @ 300	, Black	, \$ 9.00 (---)	(HEARN)
			P. Walker

Other ranked stations -- see Houston in Spring 90 edition

CAPE COD, MA

MSA Rank/Pop: NA
 ARB Rank/Pop: 175/162,800
 Market TSL: 25.5
 Average Person Rating: 19.2

Diaries: 408/399:1
 Sample Target: 360
 % Below Line: 22.5
 % Not Listed: 16.3

Retail \$: 2.0 B11
 FM Share: 89.69%
 Stations: 22/12

12+ METRO	1/4/SHAKE	FAL	SPG	FAL	SPG	METRO	METRO CUME RATING			B I R C H		
		89	89	88	88	CUME	890	889	888	SHR	ADP	CUME
1. WQRC-F	69/22.0	21.7	20.7	17.2	20.5	543	33.4	34.4	31.9	11.1	33	447
2. WPXC-F	30/ 9.6	12.7	8.9	9.1	12.1	258	15.8	21.6	20.9	13.9	41	414
3. WKPE-F	27/ 8.6	7.3	8.9	10.2	7.2	338	20.8	22.9	20.1	10.5	31	429
4. WRKO	18/ 5.8	3.3	3.0	2.8	3.8	194	11.9	9.3	8.5	6.8	20	220
5. WCOD-F	15/ 4.8	4.7	4.9	6.0	4.5	242	14.9	17.6	14.4	4.4	13	305
6. WFCC-F	13/ 4.2	5.7	5.6	3.9	4.9	175	10.7	13.7	8.9	5.1	15	185
7. WPIM-F	12/ 3.8	6.0	4.3	4.9	4.2	220	13.5	11.1	14.4	2.4	7	159
8. WCTK-F	11/ 3.5	2.3	1.3	---	.4	123	7.6	4.6	5.2	3.4	10	167
9. WCIB-F	9/ 2.9	5.0	8.2	6.0	6.4	176	10.8	17.7	15.7	4.1	12	245
10. WFXR-F	8/ 2.6	1.7	---	---	---	79	4.9	---	---	2.0	6	124
WMVY-F	8/ 2.6	2.7	2.3	2.5	3.8	74	4.5	3.9	6.4	3.4	10	171
WNTX-F	8/ 2.6	2.7	3.9	2.8	2.7	103	6.3	10.0	6.4	.7	2	118
WOCB-F	8/ 2.6	2.3	3.0	4.6	3.4	150	9.2	9.3	10.8	2.7	8	170
14. WFAL-F	7/ 2.2	.3	2.0	3.9	.8	148	9.1	9.3	4.6	3.7	11	206

12+ AMD

1. WQRC-F>>
2. WPXC-F
3. WRKO
4. WKPE-F

12+ MID

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

12+ PMD

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

12+ EVE

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

ADULTS 18-34

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

ADULTS 25-54

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

ADULTS 35-64

1. WQRC-F>>
2. WRKO
3. WPXC-F
4. WCIB-F
- WFXR-F
- WKPE-F

MEN 25-54

1. WPXC-F>>
2. WQRC-F
3. WNTX-F
- WCTK-F

WOMEN 25-54

1. WCOD-F
- WKPE-F
3. WQRC-F
4. WPXC-F

OTHER RATED STATIONS/METRO SCORE & CUME RATING

WOCB	1240	West Yarmouth	.3/2.7
WBCN-F	104.1	Boston	1.6/7.1
WEEI	590	Boston	1.6/8.4
WHDH	850	Boston	.6/4.1
WHJY-F	94.1	Providence	.6/4.3
WODS-F	103.3	Boston	.6/3.3
WROL	950	Boston	.3/2.3
WZOU-F	94.5	Boston	.3/5.7

SMALL STATIONS

WCIB-F,	101.9,	50 KW @	280,	Soft AC	ABC D,	\$25.00	(Katz)	Justice	(FALMOUTH)	B. Frisch
WCOD-F,	106.1,	50 KW @	450,	AC	APR,	\$35.00	(Banner)	Taylor	(HYANNIS)	B. McCarthy
WFAL-F,	101.1,	3.7 KW @	251,	CHR	APR,	\$18.00	(Torbet)		(FALMOUTH)	L. Baines
WFCC-F,	107.5,	50 KW @	341,	Classical	APR,	\$26.00	(CMBS)		(CHATHAM)	J. Ryan
WFXR-F,	93.5,	3 KW @	340,	Soft AC	UNISUP,	\$17.00	(Republic)		(HARWICH PORT)	R. Nelson
WKPE-F,	104.7,	50 KW @	500,	CHR	,	\$38.00	(Mc-Guild)	Roth	(ORLEANS)	W. Files
WMVY-F,	92.7,	3 KW @	300,	AOR	APR,	\$21.00	(---)		(TISBURY)	L. Forrester
WNTX-F,	96.3,	50 KW @	400,	Oldies	UNISUP	UNIULT,	\$16.00		(NANTUCKET)	L. DeHaan
WOCB-F,	94.9,	50 KW @	300,	EZ	NBC	TALKNT,	\$24.00		(W YARMOUTH)	K. Patch
WPXC-F,	102.9,	6 KW @	328,	AOR	,	\$35.00	(Eastman)		(HYANNIS)	A. Makkay
WQRC-F,	99.9,	50 KW @	445,	EZ	UPI,	\$45.00	(Christal)		(BARNSTABLE)	S. Colella

WCTK -- see New Bedford
 Other ranked stations -- see Boston in Spring 90 edition

CAPE MAY, NJ

MSA Rank/Pop: NA
 ARB Rank/Pop: 241/86,900
 Market TSL: 29.0
 Average Person Rating: 21.7

Diaries: 301/289:1
 Sample Target: 260
 % Below Line: 37.2
 % Not Listed: 17.5

Retail \$: 0.9 Bil
 FM Share: 79.49%
 Stations: 19/8

12+ METRO	1/4/SHARE	FAL	SPG	FAL	SPG	METRO CUME	METRO CUME RATING			B I R C H		
		89	84	88	88		830	880	888	SHR	ADP	CLME
1. WBNJ-F	25/13.2		6.1		10.9	149	17.1	13.3	19.2			
2. WZXL-F	21/11.1		12.8		15.6	203	23.4	26.9	25.0			
3. WCMC	15/ 7.9		7.8		4.1	146	16.8	14.7	11.1			
4. WSLT-F	13/ 6.9		2.2		4.8	132	15.2	9.4	11.3			
5. WLQE-F	10/ 5.3					65	7.5					
WAYV-F	10/ 5.3		1.1		5.4	92	10.6	5.4	9.6			
WPPG-F	10/ 5.3		5.6		8.2	116	13.3	12.9	13.0			
WMGM-F	10/ 5.3		4.4		2.7	148	17.0	17.6	13.1			
9. WWOC-F	7/ 3.7		3.9		10.2	82	9.4	13.5	21.0			
WMID	7/ 3.7		4.4		2.0	94	10.8	8.0	8.1			

12+ AMD

1. WBNJ-F<
2. WZXL-F
3. WCMC
4. WSLT-F

12+ MID

1. WBNJ-F
2. WZXL-F
3. WCMC
4. WPPG-F

12+ PMD

1. WBNJ-F
2. WSLT-F<
3. WZXL-F
4. WCMC
- WPPG-F

12+ EVE

1. WLST-F
- WMGM-F
3. WBSS-F
4. WZXL-F
- WMID

ADULTS 18-34

1. WZXL-F>
2. WAYV-F<
3. WBNJ-F>
4. WMGM-F

ADULTS 35-54

1. WBNJ-F>
2. WZXL-F
3. WAYV-F
4. WLQE-F
5. WPPG-F

ADULTS 35-64

1. WBNJ-F>>
2. WLQE-F
- WSLT-F
4. WPPG-F
5. WZXL-F

MEN 25-54

1. WZXL-F>>>
2. WBNJ-F
- WPPG-F
4. WLQE-F
- WSLT-F

WOMEN 25-54

1. WBNJ-F>
2. WAYV-F>
3. WLQE-F
4. WZXL-F

UNRATED STATIONS/METRO SHARE & CUME RATING

WKTU-F	98.3	Ocean City	2.6/11.4
WSJL-F	102.3	Cape May	1.1/ 3.1
KYW	1060	Philadelphia	1.1/ 6.1
WBSS-F	97.3	Millville/Vineland	3.2/11.5
WCALL	1210	Philadelphia	1.6/ 5.2
WIP	610	Philadelphia	1.6/ 4.7
WMMR-F	93.3	Philadelphia	1.6/ 8.6
WOND	1400	Plsntvl/Atl City	1.1/ 6.4
WXTU-F	92.5	Philadelphia	1.1/ 4.6

RADIO STATIONS

WCMC,	1230,	1 KW		, Nostalgia	SMN, \$11.00	(Durpetti)	Ragan Henry	(WILDWOOD)	R. Martin
WBNJ-F,	105.5,	3 KW @ 296		, Soft AC	UNISUP, \$19.00	(K & P)		(COURT MAY)	M. Strauss
WKTU-F,	98.3,	3 KW @ 328		, AC	, \$13.00	(---)		(OCEAN CITY)	D. Minock
WLQE-F,	98.7,	3 KW @ 292		, ??	, \$12.00	(---)	Great Scott	(VILLAS)	
WWOC-F,	94.3,	3 KW @ 300		, EZ	APR, \$14.00	(Roslin)		(AVALON)	P. Sellikan
WZXL-F,	100.7,	38 KW @ 330		, AOR	, \$24.00	(Durpetti)	Ragan Henry	(WILDWOOD)	R. Martin

Other ranked stations -- see Atlantic City in Spring 90 edition

CHAMPAIGN, IL

MSA Rank/Pop: 227/173,900
 ARB Rank/Pop: 190/147,600
 Market TSL: 20.5
 Average Person Ratings: 15.3

Diaries: 632/234:1
 Sample Target: 350
 % Below Line: 16.9
 % Not Listed: 23.9

Retail \$: 1.23 Bil
 FM Share: 79.65%
 Stations: 15/7

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING			B I R C H		
		89	88		SPG	SRB	SRB	SHR	ACH	CUME
1. WLRW-F	48/21.2	---	---	613	41.5	---	---	22.9	93	1042
2. WKIO-F	35/15.5	---	---	418	28.3	---	---	8.6	35	457
3. WDWS	23/10.2	---	---	316	21.4	---	---	5.9	24	539
4. WPGU-F	15/ 6.6	---	---	283	19.2	---	---	5.4	22	377
5. WIAI-F	11/ 4.9	---	---	142	9.6	---	---	7.4	30	468
6. WZNF-F	10/ 4.4	---	---	224	15.2	---	---	5.7	23	392
WHMS-F	10/ 4.4	---	---	171	11.6	---	---	6.4	26	301

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>
1. WLRW-F>	1. WLRW-F	1. WLRW-F>	1. WLRW-F>>
2. WKIO-F	2. WKIO-F>	2. WKIO-F>>	2. WZNF-F
3. WDWS >>	3. WDWS >>	3. WDWS	3. WKIO-F
4.	4. WPGU-F	4. WZNF-F	4. WPGU-F
5.	5. WHMS-F	5. WPGU-F	5.

<u>ADULTS 18-34</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35-64</u>	<u>MEN 25-54</u>	<u>WOMEN 25-54</u>
1. WLRW-F>>	1. WKIO-F>	1. WKIO-F>>	1. WKIO-F>	1. WKIO-F
2. WKIO-F	2. WLRW-F>>	2. WDWS >>	2. WLRW-F	2. WLRW-F>>
3. WPGU-F>	3. WDWS	3. WLRW-F	3. WDWS >	3. WHMS-F
4. WZNF-F	4. WIAI-F	4. WHMS-F	4. WZNF-F	4. WIAI-F
5.	5.	5. WIAI-F	5.	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBCP	1580	Urbana	.9/ 2.2
WDNL-F	102.1	Danville/Chmpgn	1.3/ 6.0
WGN	720	Chicago	1.8/ 6.3
WLS	890	Chicago	1.3/ 5.8
WLUP	1000	Chicago	1.3/ 3.3
WPXN-F	104.9	Paxton	.4/ 3.2
WSOY-F	102.9	Decatur	.4/ 3.0
WZRO-F	98.3	Farmer City/Chmpgn	1.3/ 3.5

RADIO STATIONS

WDWS	, 1400,	1 KW	, MOR/Full Service	CBS, \$29.00	(Christal)	J. Turpin
WHMS-F,	97.5,	50 KW @ 424	, EZ/Btfl	CBS, \$18.00	(Christal)	J. Turpin
WKIO-F,	103.9,	2 KW @ 378	, AC/Oldies	UNIPWR, \$36.00	(Republic)	J. Balding
WLRW-F,	94.5,	50 KW @ 400	, CHR	ABC FM, \$45.00	(Katz)	P. Hoover
WPGU-F,	107.1,	3 KW @ 235	, AOR	SOURCE, \$22.00	(Roslin)	T. Nolan
WZNF-F,	95.3,	2 KW @ 413	, Classic AOR	IND, \$18.00	(Banner)	M. Rollings

WIAI-F -- See Danville, IL

CHARLOTTESVILLE, VA

MSA Rank/Pop: 283/126,300
 ARB Rank/Pop: 223/109,400
 Market TSL: 21.5
 Average Person Rating: 15.9

Diaries: 296/370:1
 Sample Target: 300
 % Below Line: 11.3
 % Not Listed: 28.7

Retail \$: 1.1 Bill
 FM Share: 62.90%
 Stations: 12/9

121 METRO	1/4/SHARE	FAL	SPG	FAL	SPG	METRO	METRO CUME RATING			B I R C H		
		89	89	88	88	CUME	890	888	888	SHR	ACH	CUME
1. WINA	31/17.8		12.0		17.8	295	27.0	25.5	27.3			
2. WWWV-F	29/16.7		16.7		16.3	362	33.1	32.8	28.7			
3. WQMZ-F	14/ 8.0		8.0		6.7	196	17.9	15.7	13.8			
WUVA-F	14/ 8.0		16.0		12.6	254	23.2	33.3	25.2			
5. WKAV	11/ 6.3		6.0		7.4	115	10.5	11.2	12.1			
6. WVGO-F	7/ 4.0		---		---	85	7.8	---	---			
7. WPLC-F	6/ 3.4		---		---	98	9.0	---	---			
8. WCHV	4/ 2.3		4.0		6.7	111	10.1	14.6	11.3			
WCKY-F	4/ 2.3		4.7		4.4	72	6.6	11.8	13.6			

12+ AM

1. WINA >>
2. WWWV-F>
3. WQMZ-F
4. WUVA-F

12+ MID

1. WINA
- WWWV-F
3. WQMZ-F
4. WKAV

12+ PM

1. WWWV-F>
2. WINA
3. WQMZ-F
- WUVA-F

12+ EVE

1. WWWV-F<
2. WUVA-F>>
3. WINA
4. WCHV

ADULTS 18-34

1. WWWV-F>>
2. WUVA-F
3. WPLC-F
4. WQMZ-F

ADULTS 35-54

1. WWWV-F
2. WINA <
3. WQMZ-F<
4. WKAV

ADULTS 35-64

1. WINA >>
2. WKAV <
3. WQMZ-F

MEN 25-54

1. WKAV
- WWWV-F
3. WVGO-F
4. WQMZ-F

WOMEN 25-54

1. WINA
2. WWWV-F
3. WQMZ-F>

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WLSA-F	105.5	Louisa	.6/5.5
WXZY-F	92.1	Ruckersvl/Chrltsvl	1.1/3.8
WMJR-F	107.7	Warrenton	.6/3.7

RADIO STATIONS

WCHV,	1260,	5 KW/2.5 KW (DA-2),	MOR	ABC D,	\$14.00	(Republic)	Eure	B. Eure
WINA,	1070,	5 KW (DA-N)	, AC (?)	CBS,	\$21.00	(Savalli)		C. Rosse
WKAV,	1400,	1 KW	, Country	MBS,	\$10.00	(---)		M. Wilson
WCKY-F,	102.3,	2 KW @ 360	, Country	NBC UNISUP,	\$13.00	(Savalli)		F. Ayers
WQMZ-F,	95.3,	3 KW @ 145	, EZ	CBS,	\$15.00	(Market 4)		C. Rosse
WUVA-F,	92.7,	3 KW @ 900	, CHR	SOURCE,	\$14.00	(---)		E. Cherin
WWWV-F,	97.5,	50 KW @ 450	, AOR	, \$26.00	(Republic)		Eure	B. Eure

WVGO -- See Richmond in Spring 90 edition

CHEYENNE, WY

MSA Rank/Pop: 345/75,600
 ARB Rank/Pop: 258/61,400
 Market TSL: 24.5
 Average Person Rating: 18.2

Diaries: 281/218:1
 Sample Target: 250
 % Below Line: 11.0
 % Not Listed: 26.8

Retail \$: 0.6 Bil
 FM Share: 54.88%
 Stations: 13/9

12+ METRO	1/4/SHARE	FAL	SPG	FAL	SPG	METRO CUME	METRO CUME RATING			B I R C H		
		89	89	88	88		\$90	\$99	\$88	SHR	ROH	CUME
1. KFBQ-F	13/11.6		22.8		22.0	182	29.6	42.7	33.9			
2. KUUY	12/10.7		13.9		16.5	121	19.7	19.8	24.5			
3. KFBC	11/ 9.8		4.0		7.7	115	18.7	10.8	21.1			
4. KKAZ-F	9/ 8.0		7.9		4.4	165	26.9	18.5	22.0			
5. KLEN-F	8/ 7.1		11.9		17.6	86	14.0	19.3	25.5			
6. KCGY-F	7/ 6.3		3.0		3.3	106	17.3	14.5	11.3			
7. KRAE	6/ 5.4		6.9		5.5	83	13.5	13.5	13.5			
8. KRQU-F	5/ 4.5		4.0		1.1	82	13.4	9.2	9.2			

12+ AM

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

12+ MID

1. KFBC
2. KUUY
3. KKAZ-F<
4. KFBQ-F

12+ PM

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

12+ EVE

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

ADULTS 18-34

1. KFBQ-F>
2. KKAZ-F
3. KRQU-F
4. KUUY

ADULTS 35-54

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

ADULTS 35-64

1. KFBC
2. KUUY
3. KLEN-F
4. KRAE

MEN 25-54

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

WOMEN 25-54

1. KUUY
2. KFBQ-F
3. KCGY-F
4. KFBC
5. KKAZ-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KSHY	1370	Cheyenne	1.8/ 3.6
KLZ	560	Denver	2.7/ 6.0
KSQI-F	96.1	Greeley/Ft. Collins	.9/ 4.4
KXKL-F	105.1	Denver/Boulder	1.8/10.9
KYGO	950	Denver	2.7/ 3.6

RADIO STATIONS

KFBC,	1240,	1 KW	,	MOR	,	\$15.00	(Eastman)	J. Shideler
KRAE,	1480,	1 KW/65 W	,	Nost/Oldies	CBS SMN,	\$10.00	(Tacher)	T. Bauman
KUUY,	650,	8 KW/1 KW (DA-N)	,	Country	UNIULT NBC,	\$18.00	(Torbet)	R. Lijedahl
KCGY-F,	95.1,	100 KW @ 1070	,	Country	UNISUP UNIULT,	\$14.00	(Keystone)	A. Hoefer
KFBQ-F,	97.9,	100 KW @ 580	,	CHR	ABC C,	\$18.00	(Eastman)	J. Shideler
KKAZ-F,	100.7,	100 KW @ 490	,	AOR	RADRAD UNISUP,	\$16.00	(Torbet)	R. Lijedahl
KLEN-F,	106.3,	3 KW @ - 4	,	EZ	,	\$12.00	(Republic)	P. Noble
KRQU-F,	102.9,	100 KW @ 1221	,	AOR	SOURCE UNISUP,	\$11.00	(---)	K. Krywanek

CHICO, CA

MSA Rank/Pop: 223/175,600
 ARB Rank/Pop: 185/153,600
 Market TSL: 19.25
 Average Person Rating: 13.9

Diaries: 373/412:1
 Sample Target: 360
 % Below Line: 19.2
 % Not Listed: 27.1

Retail \$: 1.1 Bil
 FM Share: 73.08%
 Stations: 18/12

12+ METRO	1/4 SHARE	FAL		SPG		METRO CUME	METRO CUME RATING			B I R C H		
		89	89	88	88		89	88	88	SHR	ACH	CUME
1. KFME-F	19/8.9	16.5	13.3	11.2	16.4	261	17.0	21.7	24.3	19.1	47	474
2. KPAY-F	16/7.5	9.3	6.0	4.9	4.3	256	16.7	20.0	14.3	3.7	9	226
KTMX-F	16/7.5	5.1	4.0	1.8	.9	135	8.8	11.8	7.2	4.1	10	220
4. KCEZ-F	14/6.5	4.6	5.6	6.3	3.9	304	19.8	15.8	8.0	7.3	18	237
5. KRFD-F	13/6.1	3.4	8.4	4.5	10.8	299	19.5	22.4	23.0	6.5	16	389
6. KEWE-F	12/5.6	6.3	4.4	4.9	4.3	144	9.4	7.6	6.2	2.8	7	117
7. KHSL	11/5.1	2.5	3.6	8.5	4.7	190	12.4	12.5	10.9	2.0	5	178
KFBK	11/5.1	5.9	5.2	7.1	5.6	185	12.0	11.8	9.6	5.3	13	279
9. KPAY	9/4.2	2.5	4.0	2.7	2.2	196	12.8	12.2	9.2	.4	1	88
10. KALF-F	8/3.7	5.9	4.8	6.3	7.8	151	9.8	11.1	16.3	8.1	20	308

12+ AM

1. KFME-F
KFBK
3. KCEZ-F
KPAY-F
5. KHSL <
6. KPAY

12+ MID

1. KFME-F<
2. KPAY-F
3. KEWE-F
KTMX-F
5. KPAY
KFBK

12+ PM

1. KFME-F<
2. KPAY-F
KTMX-F
4. KCEZ-F
5. KEWE-F

12+ EVE

1. KTMX-F
2. KFME-F
3. KCEZ-F
KPAY
KRFD-F
KNBR

ADULTS 18-34

1. KFME-F>
2. KRFD-F
3. KPAY-F>
4. KCEZ-F
5. KALF-F

ADULTS 35-54

1. KFME-F<
2. KCEZ-F
KPAY-F>
4. KALF-F
KTMX-F
KFBK

ADULTS 55-64

1. KCEZ-F
2. KEWE-F
KPAY-F
4. KFBK
5. KHSL

MEN 25-54

1. KFME-F>
2. KCEZ-F
3. KFBK
4. KPAY-F

WOMEN 25-54

1. KPAY-F
2. KCEZ-F>
3. KALF-F
4. KFME-F
KTMX-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCHH-F	92.7	Paradise/Chico	1.9/8.4
KNWR-F	96.7	Paradise/Chico	1.4/6.7
KORV	1340	Oroville	.5/2.9
KGO	810	San Francisco	1.9/7.7
KNBR	680	San Francisco	2.8/4.7
KNCQ-F	97.3	Redding	1.4/3.7
KSFM-F	102.5	Woodland	1.4/5.9
KSHA-F	104.3	Redding	1.4/3.1

SAID STATIONS

KPAY,	1060,	10 KW (DA-2)	, MOR	MBS UNISUP, \$15.00	(Katz)	M. Ivey
KHSL,	1270,	5 KW (DA-N)	, Country	CBS, \$16.00	(Torbet)	D. Shore
KALF-F,	95.7,	7 KW @ 1265	, Country	ABC D, \$17.00	(K & P)	G. Herron
KCEZ-F,	100.7,	50 KW @ 290	, Oldies	UNISUP UNIULT, \$17.00	(---)	J. Randall
KEWE-F,	97.7,	3 KW @ 159	, Nostalgia	ABC E, \$14.00	(Sand-Glenn)	V. Uecker
KFME-F,	93.3,	2 KW @ 1096	, AOR	, \$26.00	(Torbet) Fuller-Jeffrey	J. Kragel
KPAY-F,	95.1,	9 KW @ 1170	, EZ/Soft AC	UNISUP, \$16.00	(Katz)	M. Ivey
KRFD-F,	99.9,	2 KW @ 2000	, CHR	ABC R, \$17.00	(Mc-Guild)	J. Leary
KTMX-F,	107.5,	28 KW @ 650	, CHR	, \$15.00	(---)	M. Marquardt

KFBK -- see Sacramento

COLUMBIA, MO

MSA Rank/Pop: 313/109,500
 ARB Rank/Pop: 236/95,800
 Market TSL: 20.25
 Average Person Rating: 15.7

Diaries: 307/312:1
 Sample Target: 280
 % Below Line: 17.2
 % Not Listed: 22.7

Retail \$: 0.6 Bil
 FM Share: 84.48%
 Stations: 11/7

12+ METRO	1/4/SHARE	FAL		SPG		METRO CUME	METRO CUME RATING			B I R C H		
		82	89	08	08		997	989	988	SHR	AGE	CUME
1. KFMZ-F	30/20.0		20.8		21.8	326	34.0	36.8	35.6			
2. KARO-F	25/16.7		19.5		19.7	310	32.4	34.5	29.1			
3. KCMQ-F	16/10.7		8.8		14.8	277	28.9	25.9	28.4			
4. KWWR-F	13/ 8.7		10.7		4.9	195	8.7	10.7	4.9			
5. KFRU	12/ 8.0		5.7		11.3	208	21.7	16.2	27.5			
6. KTXY-F	9/ 6.0		8.2		2.8	217	22.7	23.4	14.0			

12+ AMD

1. KFMZ-F
2. KARO-F<
3. KFRU
4. KWWR-F

12+ MID

1. KFMZ-F<
2. KARO-F>
3. KFRU
4. KCMQ-F<
5. KWWR-F

12+ PMD

1. KFMZ-F
2. KARO-F>
3. KCMQ-F

12+ EVE

1. KCMQ-F<
2. KFMZ-F>
3. KTXY-F
4. KARO-F

ADULTS 18-34

1. KFMZ-F>>
2. KARO-F
3. KCMQ-F>
4. KWWR-F

ADULTS 25-54

1. KARO-F
2. KFMZ-F>
3. KWWR-F

ADULTS 45-64

1. KARO-F>>
2. KWWR-F
3. KFRU
4. KFMZ-F

MEN 25-54

1. KFMZ-F
2. KARO-F>>
3. KWWR-F
4. KFRU

WOMEN 25-54

1. KARO-F>>
2. KFMZ-F
- KWWR-F>

OTHER BROADCAST STATIONS/METRO SHARE & CUME RATING

KMFC-F	92.1	Centralia/Columbia	.7/4.1
KTGR	1580	Columbia	2.0/7.2
KJMO-F	100.1	Jefferson City	.7/5.2
KLIK	950	Jefferson City	2.0/3.3
KRES-F	104.7	Moberly	2.0/7.5

RADIO STATIONS

KFRU,	1400,	1 KW	,	MOR/Full Service	ABC I, \$16.00	(---)	B. Weaver
KARO-F,	101.7,	3 KW @ 300	,	AC	, \$17.00	(Roslin)	D. Baugher
KCMQ-F,	96.7,	3 KW @ 150	,	CHR	ABC FM UNIPWR, \$15.00	(K & P)	R. Wright
KFMZ-F,	98.3,	2.6 KW @ 350	,	AOR	ABC R, \$28.00	(Christal)	S. Boltz
KTXY-F,	106.9,	100 KW @ 600	,	CHR	, \$14.00	(Mc-Guild)	T. Thies
KWWR-F,	95.7,	100 KW @ 992	,	Country	MBS, \$15.00	(---)	J. Johnson
						Contemp. Media Brill (JEFF CITY)	
						(MEXICO)	

DANBURY, CT

MSA Rank/Pop: 207/193,800
 ARB Rank/Pop: 181/159,600
 Market TSL: 23.25
 Average Person Ratings: 17.6

Diaries: 381/419:1
 Sample Target: 370
 % Below Line: 61.9
 % Not Listed: 17.8

Retail \$: 1.79 Bil
 FM Share: 70.13%
 Stations: 23/5

12+ METRO	1/4/SHARE	FAL		SPG		METRO CUME	METRO CUME RATING		
		RR	RR	RR	RR		90	99	99
1. WKCI-F	34/12.1	7.0	13.0	6.0	9.8	408	25.6	25.0	21.1
2. WDAQ-F	30/10.7	6.6	7.2	8.3	11.3	347	21.7	18.6	22.6
3. WRKI-F	27/ 9.6	12.9	13.4	11.0	11.3	459	28.8	29.0	23.9
4. WEZN-F	25/ 8.9	7.4	7.9	8.0	5.3	317	19.9	20.9	13.2
5. WLAD	18/ 6.4	4.7	8.2	11.6	10.2	260	16.3	19.9	23.9
6. WEBE-F	13/ 4.6	5.9	4.5	4.3	5.7	181	11.3	12.2	15.6
7. WCBS	12/ 4.3	3.5	3.8	4.7	3.8	261	16.4	16.7	15.4
8. WREF	10/ 3.6	3.5	4.5	2.0	7.2	99	6.2	9.2	7.5
WOR	10/ 3.6	2.7	3.1	2.0	1.1	111	7.0	8.0	4.3
10. WFAN	9/ 3.2	3.1	3.4	1.7	.8	196	12.3	12.3	5.6

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WDAQ-F<	1. WDAQ-F>	1. WKCI-F>	1. WKCI-F>
2. WLAD	2. WRKI-F<	2. WDAQ-F	2. WRKI-F>
3. WRKI-F	3. WKCI-F	3. WRKI-F	3. WEZN-F
WKCI-F	4. WLAD <	4. WEZN-F>	4. WKCI-F>
5. WFAN	5. WEZN-F	5. WEBE-F	5. WKCI-F>
WEZN-F			

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. WRKI-F	1. WDAQ-F>	1. WEZN-F	1. WRKI-F	1. WDAQ-F
2. WDAQ-F	2. WRKI-F	2. WDAQ-F>	2. WDAQ-F	2. WEZN-F
WKCI-F>	3. WEZN-F	3. WLAD	3. WKCI-F	3. WEBE-F
4. WEBE-F	4. WKCI-F<	WKCI-F	4. WFAN	4. WRKI-F
5.	5. WEBE-F	5.	5.	WKCI-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WINE	940	Brookfield	1.1/ 6.1
WABC	770	New York	1.8/ 7.1
WDRG-F	102.9	Hartford	1.4/ 5.3
WEPX-F	95.9	Norwalk/Stamford	1.1/ 4.0
WHUD-F	100.7	Peeckskill	2.5/ 4.8
WKSS-F	95.7	Hartford-Meriden	.7/ 2.6
WMJV-F	105.5	Patterson	1.1/ 2.5
WPLR-F	99.1	New York	.7/ 2.6
WQHT-F	97.1	New York	.7/ 4.0
WTIC	1080	Hartford	.7/ 2.8
WVYZ-F	92.5	Waterbury/Hartford	.7/ 3.6
WXRK-F	92.3	New York	.7/ 3.3
WYNY-F	103.5	Lk Success/NY	2.1/ 4.1

RADIO STATIONS

WINE	, 940,	1 KW (Days)	, Oldies	RADRAD, \$	(Eastman)	Home News	J. Principi
WLAD	, 800,	1 KW/287 W	, MOR/Full Service	IND, \$ na	(Durpetti)		I. Goldstein
WREF	, 850,	1 KW (DAYS)	, Nostalgia	IND, \$16.00	(Roslin)		M. Fray
WDAQ-F,	98.3,	1.3 KW @ 460	, AC	IND, \$ na	(Durpetti)		I. Goldstein
WRKI-F,	95.1,	50 KW @ 470	, AOR	IND, \$65.00	(Eastman)	Home News	J. Fullam

Other ranked stations -- See New York, New Haven or Bridgeport in Spring 90 edition

DANVILLE, IL

MSA Rank/Pop: NA
 ARB Rank/Pop: 249/74,000
 Market TSL: 23.5
 Average Person Rating: 17.7

Diaries: 275/269:1
 Sample Target: 260
 % Below Line: 32.1
 % Not Listed: 19.1

Retail \$: 0.6 Bil
 FM Share: 80.29%
 Stations: 14/6

12+ METRO	1/1/SQUARE	FAL		SPG		METRO CUME	METRO CUME RATING			B I R C H		
		89	89	89	89		890	880	888	SHR	ACH	CUME
1. WIAI-F	25/19.1		18.2		23.0	234	31.6	31.2	31.5			
2. WDNL-F	16/12.2		23.6		20.4	271	36.6	38.2	44.5			
3. WDAN	10/ 7.6		5.5		4.4	127	17.2	13.0	12.1			
4. WCDV-F	9/ 6.9		4.5		6.2	88	11.9	11.0	11.2			
5. WHPO-F	7/ 5.3		1.8		4.4	73	9.9	4.7	9.4			
WHMS-F	7/ 5.3		2.7		5.3	86	11.6	9.9	9.1			
WLRW-F	7/ 5.3		8.2		6.2	142	19.2	16.0	14.2			
8. WITY	5/ 3.8		6.4		6.2	119	16.1	18.6	14.4			
WAZY-F	5/ 3.8		.9		2.7	103	13.9	10.1	10.5			

12+ AM

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

12+ MID

1. WIAI-F>
2. WCDV-F
3. WDNL-F
4. WHPO-F
WHMS-F

12+ PM

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

12+ EVE

1. WDNL-F>
2. WIAI-F>
3. WHMS-F
4. WDAN

ADULTS 18-34

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

ADULTS 25-54

1. WIAI-F
2. WDNL-F>
3. WCDV-F>
4. WHPO-F

ADULTS 35-64

1. WIAI-F>>
2. WHPO-F
- WHMS-F
4. WDNL-F
5. WCDV-F

MEN 25-54

1. WCDV-F
2. WHPO-F
- WIAI-F
4. WDNL-F
- WZNF-F

WOMEN 25-54

1. WDNL-F
- WIAI-F>>
3. WCDV-F
- WHMS-F

OTHER BASED STATIONS/METRO SHARE & CUME RATING

WACF-F	98.5	Paris	1.5/4.6
WGN	720	Chicago	1.5/6.8
WLS	890	Chicago	3.1/9.2
WZNF-F	95.3	Rantoul/Champaign	3.1/7.4
WZZQ-F	107.5	Terre Haute	2.3/6.9

RADIO SPOTS

WDAN,	1490,	1 KW	, Country	UNIULT, \$19.00	(Roslin)	D. Quick
WITY,	980,	1 KW (DA-2)	, MOR	ABC I, \$14.00	(Savalli)	A. Thomann
WCDV-F,	103.3,	3 KW @ 300	, AC/Oldies	, \$11.00	(---)	(COVINGTON)
WDNL-F,	102.1,	50 KW @ 380	, CHR	UNIPWR, \$24.00	(Roslin)	R. Weatherford
WHPO-F,	100.9,	3 KW @ 300	, Country	, \$ 9.00	(---)	(HOPESTOWN)
WIAI-F,	99.1,	50 KW @ 500	, Country	UPI NBC, \$28.00	(HNWH)	R. Stipp
						R. Marlin

Other ranked stations — See Lafayette, IN or Champaign

DOTHAN, AL

MSA Rank/Pop: 276/130,700
 ARB Rank/Pop: 170/172,900
 Market TSL: 21.75
 Average Person Rating: 16.4

Diaries: 539/321:1
 Sample Target: 380
 % Below Line: 9.6
 % Not Listed: 19.4

Retail \$: 1.2 Bil
 FM Share: 96.94%
 Stations: 12/9

12+ METRO	TVA/SHARE	FAL	SPG	FAL	SPG	METRO	METRO CUME RATING			B I R C H		
		89	89	88	88	CUME	590	589	588	SHR	ACH	CUME
1. WKMX-F	62/21.8		20.3		22.4	650	37.6	39.0	36.2			
2. WIVY-F	50/17.6		22.3		25.6	584	33.8	29.2	35.6			
3. WOOF-F	40/14.1		12.7		13.5	439	25.4	32.4	22.7			
4. WDJR-F	20/ 7.0		5.6		8.3	220	12.7	20.8	21.3			
5. WZHT-F	19/ 6.7		10.7		3.2	270	15.6	13.0	9.1			
6. WNER-F	12/ 4.2		6.1		11.5	223	12.9	12.3	21.0			
7. WESP-F	8/ 2.8		---		---	85	4.9	---	---			
WZTZ-F	8/ 2.8		---		---	120	6.9	---	---			

12+ AM

1. WKMX-F
2. WIVY-F>
3. WOOF-F>>

12+ MID

1. WKMX-F
2. WIVY-F
3. WOOF-F>
4. WDJR-F

12+ PM

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

12+ EVE

1. WKMX-F>>
2. WZHT-F
3. WOOF-F<
4. WIVY-F

ADULTS 18-34

1. WKMX-F>>
2. WDJR-F
- WOOF-F>
4. WIVY-F
- WZHT-F

ADULTS 25-54

1. WKMX-F
2. WOOF-F
- WIVY-F>>
4. WDJR-F

ADULTS 35-64

1. WIVY-F>
2. WOOF-F>
3. WKMX-F>
4. WESP-F

MEN 25-54

1. WIVY-F
2. WKMX-F
3. WDJR-F<
4. WOOF-F

WOMEN 25-54

1. WKMX-F
2. WOOF-F>
3. WIVY-F>
4. WNER-F

OTHER LISTED STATIONS/METRO SHARE & CUME RATING

WOOF	560	Dothan	1.1/3.5
WOZK	990	Ozark	1.4/3.4
WFSY-F	98.5	Panama City	.4/3.2
WPAP-F	92.5	Panama City	.7/3.4

ADTO STATIONS

WDJR-F,	96.9,	100 KW @ 1516 ,	CHR	ABC R, \$15.00	(---)	(ENTERPRISE)	B. Price
WESP-F,	102.5,	3 KW @ 300 ,	??	, \$10.00	(---)		
WKMX-F,	106.7,	100 KW @ 1119 ,	CHR	ABC C, \$24.00	(HNWH)	(ENTERPRISE)	T. Duffie
WNER-F,	103.9,	3 KW @ 328 ,	Black	, \$11.00	(---)	(OZARKO)	W. Morgan
WOOF-F,	99.7,	100 KW @ 981 ,	AC	MBS, \$18.00	(Roslin)		M. Minor
WIVY-F,	95.5,	100 KW @ 1078 ,	Country	ABC D, \$22.00	(Mc-Guild)		C. Woods
WZTZ-F,	101.1,	.6 KW @ 600 ,	Country	, \$10.00	(---)	(ELBA)	D. Holderfield

WZHT -- see Montgomery in Spring 90 edition

DUBUQUE, IA

MSA Rank/Pop: 329/90,500
 ARB Rank/Pop: 196/134,700
 Market TSL: 27.5
 Average Person Rating: 20.7

Diaries: 371/363:1
 Sample Target: 340
 % Below Line: 17.5
 % Not Listed: 17.9

Retail \$: 0.9 Bil
 FM Share: 65.94%
 Stations: 19/10

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME 89	RATING 88	B SHR	I R C H	CUME	
1. KATF-F	44/15.8		16.7		19.0	488	36.2	36.4	37.5	17.5	21	320
2. KLYV-F	40/14.3		12.6		21.0	453	33.6	34.7	33.4	18.3	22	314
3. KDTH	30/10.8		11.9		13.9	344	25.5	26.8	29.4	16.7	20	254
4. WDBQ	23/ 8.2		6.3		7.1	240	17.8	18.8	20.0	12.5	15	210
5. KDFX-F	22/ 7.9		8.5		9.5	206	15.3	19.1	16.0	15.8	19	180
6. WJOD-F	13/ 4.7		1.9		---	89	6.6	6.8	---	.8	1	31
7. WGLR	8/ 2.9		5.9		2.8	96	7.1	10.6	5.6			
KOEL-F	8/ 2.9		1.5		---	54	4.0	3.9	---			50
WMT	8/ 2.9		3.3		2.8	124	9.2	11.8	8.7	2.5	3	59

12+ AM	12+ MID	12+ PM	12+ EVE
1. KDTH	1. KATF-F<	1. KATF-F	1. KATF-F
KLYV-F	2. KDTH	KLYV-F>	2. KLYV-F>
3. KATF-F	3. KLYV-F	3. KDTH	3. KDFX-F>
4. WDBQ	4. WDBQ	4. KDFX-F	4. WDBQ

ADULTS 18-34

1. KATF-F<
2. KLYV-F>>
3. KDFX-F>

ADULTS 25-54

1. KATF-F
2. KDFX-F>
3. WDBQ
4. KLYV-F<
5. KDTH

ADULTS 35-64

1. WDBQ
2. KATF-F<
3. KDTH >
4. KDFX-F
- WJOD-F

MEN 25-54

1. KDFX-F>
2. KATF-F
3. KDTH

WOMEN 25-54

1. KATF-F>>
2. WDBQ
3. KLYV-F>
4. KDFX-F

DINER RATED STATIONS/METRO SHARE & CUME RATING

WAXL-F	97.7	Lancaster/Plattvl	1.4/4.8
WKPL-F	107.1	Platteville	1.1/5.3
WTOQ	1590	Platteville	.7/2.6
KOKZ-F	105.7	Waterloo/Cdr Rpds	.7/5.9
KUUL-F	103.7	Davenport	1.4/5.0
WEKZ-F	93.7	Monroe	1.8/4.5
WGN	720	Chicago	2.5/6.1
WIZM-F	93.3	La Crosse	.7/2.7
WLLR-F	101.3	E. Moline/Dvnprt	1.1/3.1
WRCO-F	100.9	Richland Center	.4/2.5

RADIO STATIONS

KDTH, 1370, 5 KW (DA-N)	, MOR/Full Service	CBS ABCT, \$18.00 (Eastman)	Woodward	J. Hafkemeyer
WDBQ, 1490, 1 KW	, Oldies	ABC D, \$14.00 (Banner)	Comm. Prop (LANCASTER, WI)	K. Kelly
WGLR, 1280, 500 W (DAYS)	, Country	ABC E, \$ 9.00 (---)		J. Zimmerman
KATF-F, 92.9, 100 KW @ 450	, AC	ABC FM, \$19.00 (Eastman)	Woodward	J. Hafkemeyer
KDFX-F, 102.3, 1.7 KW @ 410	, AOR	UNIULT, \$16.00 (---)	Eagle	S. Buchanan
KLYV-F, 105.3, 50 KW @ 340	, CHR	, \$23.00 (Banner)	Comm. Prop (GALENA)	K. Kelly
WJOD-F, 107.5, 3 KW @ 235	, Country	ABC I, \$10.00 (---)		J. Michaels

Other ranked stations -- see Cedar Rapids

EAU CLAIRE, WI

MSA Rank/Pop: 260/139,600
 ARB Rank/Pop: 216/115,700
 Market TSL: 24.25
 Average Person Rating: 18.2

Diaries: 389/297:1
 Sample Target: 310
 % Below Line: 3.7
 % Not Listed: 11.4

Retail \$: 1.0 Bil
 FM Share: 86.10%
 Stations: 12/9

12+ METRO	1/4 SHARE	FAL		SPG		METRO CUME	METRO CUME RATING			B I R C H		
		89	89	85	88		89	89	88	SHR	NOH	CUME
1. WAXX-F	52/24.6		29.7		27.9	474	41.0	44.5	41.0			
2. WIAL-F	48/22.7		21.0		20.5	497	43.0	45.2	38.2			
3. WBIZ-F	40/19.0		14.4		13.7	492	42.5	37.2	37.4			
4. WCFW-F	12/ 5.7		4.4		6.8	136	11.8	10.3	15.1			
5. WAYY	9/ 4.3		3.9		4.2	144	12.4	10.7	10.3			
6. WEUZ	8/ 3.8		3.1		.5	106	9.2	11.0	4.8			
7. WEAQ	4/ 1.9		4.8		5.8	113	9.8	13.1	15.3			
WWIB-F	4/ 1.9		3.5		2.6	115	9.9	8.6	7.7			

12+ AM

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

12+ MID

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

12+ PM

1. WAXX-F<
2. WBIZ-F<
3. WIAL-F

12+ EVE

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

ADULTS 18-34

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

ADULTS 35-54

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

ADULTS 55-64

1. WAXX-F>>
2. WIAL-F>
3. WAYY
4. WBIZ-F
- WCFW-F

MEN 25-54

1. WIAL-F
2. WAXX-F<
3. WBIZ-F

WOMEN 25-54

1. WAXX-F
2. WBIZ-F
- WIAL-F

OTHER LISTED STATIONS/METRO SHARES & CUME RATING

WISM	1050	Eau Claire	1.4/5.7
KJJO-F	104.1	St. Louis Park	.9/2.9
WCCO	830	Minneapolis	.9/3.5
WJMC-F	96.3	Rice Lake	1.4/5.1

RADIO STATIONS

WAYY,	1150,	5 KW (DAYS)	, Oldies	ABC I, \$14.00	(Torbet)	K. Jones
WEAQ,	790,	5 KW (DA-N)	, Country	CNN UNISUP, \$ 8.00	(---)	S. Dickoff
WEUZ,	1400,	1 KW	, EZ	MBS UNISUP, \$ 7.00	(Christal)	R. Muzzey
WAXX-F,	104.5,	100 KW @ 1830	, Country	ABC I, \$55.00	(Torbet)	K. Jones
WBIZ-F,	100.7,	100 KW @ 792	, CHR	, \$32.00	(Christal)	M. Dorn
WCFW-F,	105.5,	3 KW @ 300	, AC	APR, \$10.00	(---)	(CHIPPEWA FALLS)
WIAL-F,	94.1,	84 KW @ 351	, AC	, \$26.00	(---)	S. Dickoff
WWIB-F,	103.7,	100 KW @ 700	, Religion	UPI, \$ 8.00	(---)	(LADYSMITH)
						W. Steward

FAYETTEVILLE - SPRINGDALE, AR

MSA Rank/Pop: 311/112,500
 ARB Rank/Pop: 168/178,000
 Market TSL: 20.75
 Average Person Rating: 15.3

Diaries: 452/394:1
 Sample Target: 380
 % Below Line: 0.8
 % Not Listed: 13.9

Retail \$: 1.2 Bil
 FM Share: 87.23%
 Stations: 14/13

121 METRO	1/4/SHARE	FAL	SPG	FAL	SPG	METRO CUME	METRO CUME RATING			B I R C H		
		89	89	88	88		890	589	588	58R	50H	CUME
1. KKIX-F	64/23.4	17.2	24.3	---	25.4	552	31.0	31.9	36.6			
2. KMCK-F	43/15.8	10.9	4.1	---	11.2	453	25.4	18.7	23.3			
3. KAMO-F	32/11.7	15.1	10.4	---	9.6	356	20.0	20.1	15.6			
4. KEZA-F	20/ 7.3	10.9	6.7	---	7.7	316	17.8	17.1	18.5			
KKEG-F	20/ 7.3	8.8	12.3	---	12.3	201	11.3	26.2	18.1			
6. KCIZ-F	15/ 5.5	6.3	9.0	---	8.8	249	14.0	21.3	19.6			
7. KURM	12/ 4.4	2.1	4.1	---	3.8	168	9.4	10.6	12.0			
8. KOLZ-F	9/ 3.3	2.1	1.5	---	1.5	160	9.0	5.0	6.8			

12+ AM

1. KKIX-F>
2. KMCK-F<
3. KAMO-F>
4. KURM

12+ MID

1. KKIX-F>>
2. KMCK-F
3. KAMO-F
4. KEZA-F
KKEG-F

12+ PM

1. KKIX-F
2. KMCK-F>>
3. KAMO-F
4. KEZA-F
KKEG-F

12+ EVE

1. KMCK-F<
2. KKIX-F>
3. KAMO-F
KKEG-F

ADULTS 18-34

1. KMCK-F>
2. KKIX-F
3. KKEG-F>
4. KEZA-F<
5. KCIZ-F

ADULTS 25-54

1. KKIX-F>>
2. KAMO-F<
3. KEZA-F
4. KKEG-F
KMCK-F

ADULTS 35-64

1. KKIX-F>>
2. KAMO-F>>
3. KOLZ-F
4. KEZA-F
KURM

MEN 25-54

1. KKIX-F>>
2. KKEG-F
3. KAMO-F
4. KMCK-F

WOMEN 25-54

1. KKIX-F>
2. KEZA-F
3. KAMO-F>
4. KMCK-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAMO	1390	Rogers/Bentonvl	1.5/5.8
KFAY	1030	Farmington	1.1/4.0
KJEM	1190	Bentonvl/Bla Vsta	1.1/2.7
KOFC	1250	Fayetteville	1.5/2.1
KUOA	1290	Siloam Springs	1.5/3.0
KZBB-F	97.9	Poteau/Ft. Smith	.7/2.5

RADIO STATIONS

KURM,	790,	5 KW/500 W (DA-N) ,	MOR	NBC, \$ 7.00	(---)	(ROGERS)	S. Womack
KAMO-F,	94.3,	3 KW @ 310	, Country	ABC E,	\$10.00	(K & P)	J. Rook
KCIZ-F,	104.9,	1 KW @ 479	, CHR	, \$13.00	(Banner)	(ROGERS)	C. Norman
KEZA-F,	107.9,	100 KW @ 1259	, Soft AC/EZ	, \$15.00	(Christal)	(SPRINGDALE)	J. Patton
KKEG-F,	92.1,	1 KW @ 460	, AOR	APR, \$20.00	(Banner)	Demaree	P. Demaree
KKIX-F,	103.9,	100 KW @ 482	, Country	, \$31.00	(Katz)	Noalmark	D. Whitman
KMCK-F,	105.7,	100 KW @ 500	, CHR	APR, \$18.00	(Durpett1)	(SILOAM SPGS)	G. Hochman
KOLZ-F,	98.3,	3 KW @ 300	, Country	, \$12.00	(Republic)	(BENTONVILLE)	T. Hutchinson

FLORENCE, SC

MSA Rank/Pop: 300/118,900
 ARB Rank/Pop: 188/150,400
 Market TSL: 22.75
 Average Person Rating: 16.6

Diaries: 395/381:1
 Sample Target: 350
 % Below Line: 24.9
 % Not Listed: 19.3

Retail \$: 1.1 Bil
 FM Share: 73.63%
 Stations: 14/8

12+ METRO	CUM/SHARE	FAL	SPG	FAL	SPG	METRO CUME	METRO CUME RATING			B I R C H		
		89	89	88	88		S90	S89	S88	SHR	ACH	CUME
1. WHLZ-F	42/16.9		19.9		14.9	362	24.1	23.2	19.7	13.3	21	233
2. WWDM-F	41/16.5		11.3		20.5	374	24.9	23.6	28.9	17.7	28	308
3. WYNN	36/14.5		8.6		9.9	249	16.6	19.1	23.6	8.2	13	198
4. WJMX-F	33/13.3		9.3		10.6	378	25.1	19.0	22.3	16.5	26	337
5. WYNN-F	15/ 6.0		6.6		---	205	13.6	15.8	---	12.7	20	278
6. WHSC	10/ 4.0		---		---	61	4.1	---	---	---	---	---
7. WDAR-F	8/ 3.2		1.3		3.1	172	11.4	10.5	10.9	4.4	7	99
8. WJMX	6/ 2.4		5.3		1.9	111	7.4	10.7	8.3	1.9	3	99

12+ AMD

1. WHLZ-F
2. WYNN <
3. WWDM-F
4. WJMX-F

12+ MID

1. WHLZ-F
2. WYNN <
3. WJMX-F
4. WWDM-F

12+ PMD

1. WHLZ-F<
2. WWDM-F
3. WJMX-F<
4. WYNN

12+ EVE

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

ADULTS 18-34

1. WWDM-F<
2. WJMX-F>>
3. WYNN
4. WYNN-F

ADULTS 25-54

1. WHLZ-F
- WWDM-F
3. WJMX-F<
4. WYNN

ADULTS 35-64

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

MEN 25-54

1. WHLZ-F
- WWDM-F<
3. WJMX-F
- WYNN

WOMEN 25-54

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WOLS	1230	Florence	.4/6.6
WKZQ-F	101.7	Myrtle Beach	.8/2.6
WKWT-F	98.3	Kingstree/Lake Cty	.8/3.6
WYAV-F	104.1	Conway/Myrtle Bch	.8/7.9
WZFX-F	99.1	Whiteville	.4/3.3
WZNS-F	92.9	Dillon	.8/6.8

RADIO STATIONS

WHSC,	1450,	1 KW	, Country	ABC E, \$ 9.00	(---)	(HARTSVILLE)	H. Campbell
WJMX,	970,	5 KW/3 KW (DA-2),	MOR/AC	APR, \$ 8.00	(Mc-Guild)		H. Miller
WYNN,	540,	250 W/166 W	, Gospel	SBN\$12.00	(Southern)		J. Maurer
WDAR-F,	105.5,	4 KW @ 400	, Oldies	ABC D, \$10.00	(---)	(DARLINGTON)	M. Kirchen
WHLZ-F,	92.5,	100 KW @ 1171	, Country	APR, \$19.00	(Mc-Guild)	(MANNING)	C. Roach
WJMX-F,	103.3,	43 KW @ 525	, CHR	APR, \$18.00	(Mc-Guild)		H. Miller
WYNN-F,	106.3,	6 KW @ 328	, Black	SBN, \$12.00	(Southern)		J. Maurer

WWDM -- see Columbia in Spring 1990 edition

FT. MYERS, FL

MSA Rank/Pop: 148/317,000
 ARB Rank/Pop: 131/275,100
 Market TSL: 25.5
 Average Person Rating: 19.5

Diaries: 460/598:1
 Sample Target: 400
 % Below Line: 1.6
 % Not Listed: 17.7

Retail \$: 2.3 B11
 FM Share: 88.01%
 Stations: 16/14

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME 89	METRO CUME 88	RATING 89	RATING 88	B SHR	I AGE	R C H CUME
1. WCVU-F	80/14.9	10.1	15.7	16.0	14.6	709	25.8	25.8	25.7		6.4	51	774
2. WCKT-F	62/11.5	8.6	3.4	2.5	4.5	471	17.1	7.9	8.2		8.5	68	558
3. WRXK-F	61/11.4	12.9	9.8	12.1	12.4	513	18.6	17.6	18.0		13.3	106	847
4. WINK-F	46/ 8.6	8.6	10.8	12.4	18.8	654	23.8	26.0	30.3		9.4	75	1078
5. WOLZ-F	35/ 6.5	8.0	2.0	2.1	1.6	422	15.3	5.5	6.5		4.5	36	447
6. WAVV-F	26/ 4.8	2.6	3.2	1.8	1.4	326	11.9	10.6	3.7		3.8	30	357
7. WINK	21/ 3.9	4.1	4.8	5.7	4.9	270	9.8	10.3	12.7		2.4	19	269
WIXI-F	21/ 3.9	5.6	8.0	5.9	7.3	313	11.4	10.0	8.4		5.0	40	481
9. WHEW-F	19/ 3.5	2.4	8.0	5.3	4.9	268	9.7	15.0	10.4		2.3	18	186
10. WAKS-F	16/ 3.0	1.9	2.0	3.0	4.2	198	7.2	7.1	8.6		2.1	17	243
WKII	16/ 3.0	2.6	4.6	4.1	1.6	165	6.0	5.2	5.0		1.8	14	136
WQEZ-F	16/ 3.0	6.5	2.6	10.3	5.4	254	9.2	12.4	13.3		2.4	19	238

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WCKT-F<	1. WCVU-F>	1. WCVU-F<	1. WRXK-F<
2. WCVU-F<	2. WRXK-F	2. WCKT-F	2. WCKT-F<
3. WRXK-F<	3. WCKT-F	3. WRXK-F>	3. WCVU-F
4. WINK-F>	4. WINK-F	4. WINK-F	4. WINK-F
5. WOLZ-F<	5. WOLZ-F	5. WOLZ-F	
6. WINK			

ADULTS 18-34

- WRXK-F>>
- WINK-F>
- WCKT-F
- WAVV-F
- WOLZ-F

ADULTS 25-54

- WRXK-F<
- WCKT-F
- WOLZ-F>
- WINK-F<
- WCVU-F
- WAVV-F

ADULTS 35-64

- WCKT-F<
- WCVU-F>
- WOLZ-F
- WRXK-F
- WINK-F

MEN 25-54

- WRXK-F>>
- WCKT-F
- WOLZ-F>
- WAVV-F
- WINK-F

WOMEN 25-54

- WCKT-F
- WOLZ-F
- WCVU-F<
- WINK-F
- WAVV-F

OTHER RADIO STATIONS/METRO SERVE & CUME RATING

WDCQ	1200	Pine Is Ctr/Ft.Myers	1.3/3.6
WZRZ	770	North Ft. Myers	1.7/2.9
WFLZ-F	93.3	Tampa	.6/2.7
WHVE-F	102.5	Sarasota/Tampa	.7/3.1

RADIO STATIONS

WDCQ,	1200,	10 KW/1 KW (DA-2)	, Oldies	ABC D, \$14.00	(Banner)	(PINE IS.)	C. Fazio
WINK,	1240,	.6 KW @ 680	, News/Talk	CBS, \$20.00	(Mc-Guild)		B. Grissinger
WKII,	1090,	5 KW (DAYS)	, Nostalgia	CNN UNISUP, \$17.00	(Roslin)	(PORT CHARLETON)	H. Kneller
WAKS-F,	103.7,	50 KW @ 272	, AC	, \$26.00	(HNWH)	(CAPE CORAL)	W. James
WAVV-F,	101.1,	100 KW @ 1035	, Soft AC	APR, \$40.00	(CBS)	(MARCO)	N. Alpert
WCKT-F,	107.1,	26 KW @ 709	, Country	, \$34.00	(Banner)	(LEHIGH ACRES)	S. Frothingham
WCVU-F,	94.5,	100 KW @ 1050	, EZ	, \$47.00	(Christal)	Palmer (NAPLES)	S. Shannon
WHEW-F,	101.9,	100 KW @ 991	, Country	, \$36.00	(---)		R. Hecksher
WINK-F,	96.9,	100 KW @ 1323	, CHR	ABC C, \$47.00	(Mc-Guild)		J. Schwartzel
WIXI-F,	105.5,	.6 KW @ 680	, Nostalgia	SMN, \$29.00	(Roslin)	(NAPLES)	S. Woodlinger
WOLZ-F,	95.3,	97 KW @ 453	, Oldies	APR UNISUP, \$34.00	(Durpetti)		
WQEZ-F,	99.3,	3 KW @ 285	, EZ/Soft AC	APR, \$31.00	(Katz)	Justice	L. Justice
WRXK-F,	96.1,	100 KW @ 494	, AOR	, \$49.00	(Katz)	Beasley (BONITA SPGS)	M. Knorr

FT. PIERCE, FL

MSA Rank/Pop: 187/229,700
 ARB Rank/Pop: 156/199,500
 Market TSL: 22.75
 Average Person Rating: 17.0

Diaries: 401/497:1
 Sample Target: 400
 % Below Line: 55.9
 % Not Listed: 12.4

Retail \$: 1.7 Bil
 FM Share: 89.90%
 Stations: 15/8

12+ METRO	CUM/SHARE	FAL	SPG	FAL	SPG	METRO CUME	METRO CUME RATING			B I R C H		
		89	89	88	88		890	889	888	SHR	ACH	CUME
1. WHLG-F	55/16.2	13.8	11.4		14.4	415	20.8	17.7	18.9	9.4	40	514
2. WOVV-F	46/13.6	12.9	19.8		15.8	603	30.2	33.2	27.3	17.2	73	833
3. WKGR-F	42/12.4	14.7	9.9		6.0	376	18.8	17.9	13.2	13.2	56	529
4. WRMF-F	29/ 8.6	4.1	3.1		6.4	243	12.2	11.2	8.6	.9	4	139
5. WEAT-F	25/ 7.4	8.2	9.6		7.4	248	12.4	15.1	11.9	2.6	11	126
6. WZZR-F	22/ 6.5	7.1	8.3		7.4	400	20.1	24.4	16.2	5.9	25	434
7. WIRK-F	15/ 4.4	4.1	3.7		5.7	225	11.3	7.8	8.9	3.1	13	155
8. WAVV-F	12/ 3.5	2.9	3.1		5.0	161	8.1	6.1	8.7	6.6	28	310
WSTU	12/ 3.5	4.4	2.5		1.3	130	6.5	9.4	4.2	1.6	7	167
10. WGYL-F	11/ 3.2	3.5	2.5		2.0	80	4.0	5.0	3.6	4.9	21	272
11. WIRA	9/ 2.7	.9	2.5		4.4	197	9.9	5.7	9.3	2.1	9	117
12. WCXL-F	8/ 2.4	3.2	3.1		6.7	176	8.8	11.5	11.0	6.4	27	285

12+ AMD

1. WHLG-F>
2. WOVV-F
3. WRMF-F<
4. WKGR-F

12+ MID

1. WHLG-F
2. WKGR-F>
3. WOVV-F
4. WRMF-F
5. WEAT-F

12+ PMD

1. WOVV-F<
2. WHLG-F<
3. WKGR-F>
4. WRMF-F

12+ EVE

1. WOVV-F>>
2. WKGR-F<
3. WHLG-F
- WZZR-F

ADULTS 18-34

1. WKGR-F>
2. WOVV-F>
3. WRMF-F>

ADULTS 25-44

1. WKGR-F
- WRMF-F
3. WOVV-F>
4. WHLG-F
- WZZR-F
- WEAT-F

ADULTS 35-64

1. WHLG-F
2. WEAT-F
- WRMF-F
4. WOVV-F

MEN 25-54

1. WKGR-F>
2. WOVV-F
- WRMF-F>
4. WGYL-F
- WZZR-F

WOMEN 25-54

1. WRMF-F>
2. WOVV-F
3. WHLG-F
4. WKGR-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDKC	1330	Ft. Pierce	.6/4.0
WOLL-F	94.3	Riviera Bch/W Palm	.6/3.6
WSWN	900	Belle Glade	2.1/6.3

RADIO STATIONS

WIRA,	1400,	1 KW	,	Nostalgia	NBC UNISUP, \$13.00	(Mc-Guild)		A. Chapman
WSTU,	1450,	1 KW	,	AC	ABC I, \$14.00	(---)	(STUART)	G. Glascock
WAVV-F,	101.7,	6 KW @ 330	,	Country	APR, \$19.00	(Roslin)	(VERO BEACH)	J. Pagano
WCXL-F,	103.7	2.6 KW @ 500	,	AC	, \$17.00	(Christal)	(VERO BEACH)	W. Dillon
WGYL-F,	93.5,	1.3 KW @ 490	,	EZ	, \$16.00	(---)		
WHLG-F,	102.3,	3 KW @ 300	,	EZ	APR, \$27.00	(---)		G. Glascock
WZZR-F,	92.7,	50 KW @ 500	,	CHR	, \$26.00	(Katz)	CRB	T. Donnelly

Other ranked stations -- see West Palm Beach in Spring 90 edition

FT. SMITH, AR

MSA Rank/Pop: 221/181,300
 ARB Rank/Pop: 160/190,100
 Market TSL: 21.5
 Average Person Rating: 16.0

Diaries: 443/429:1
 Sample Target: 400
 % Below Line: 3.3
 % Not Listed: 9.5

Retail \$: 1.1 Bill
 FM Share: 84.78%
 Stations: 15/14

12+ METRO	1/4/SUBARE	FAL	SPG	FAL	SPG	METRO	METRO CUME RATING			B	I	R	C	H
		88	89	88	88	CUME	880	889	888	SHR	ACH	CUME		
1. KTCS-F	57/18.7		17.5		15.7	579	30.5	35.4	22.6	16.4	45	604		
2. KMAG-F	37/12.1		11.9		3.5	361	19.0	19.4	12.3	9.5	26	274		
3. KZBB-F	30/ 9.8		19.6		19.7	401	21.1	33.9	29.0	14.5	40	562		
4. KLMK-F	28/ 9.2		8.1		7.1	248	13.0	13.9	11.3	2.5	7	115		
KZKZ-F	28/ 9.2		1.4		.8	239	12.6	4.4	2.2	9.8	27	312		
6. KISR-F	26/ 8.5		10.5		17.3	424	22.3	28.0	26.8	17.8	49	511		
7. KWHN	21/ 6.9		.7		---	201	10.6	3.0	2.8	6.5	18	169		
8. KBBQ-F	9/ 3.0		3.9		5.5	121	6.4	8.4	6.2	2.5	7	179		
KFPW	9/ 3.0		4.6		.4	109	5.7	8.5	4.8	1.8	5	50		
KLSZ-F	9/ 3.0		3.9		2.4	102	5.4	7.9	8.0	2.9	8	141		
KEZA-F	9/ 3.0		3.5		7.9	96	5.0	6.5	11.6	1.1	3	95		

12+ AM

1. KTCS-F>>
2. KMAG-F
3. KLMK-F<
4. KISR-F

12+ MID

1. KTCS-F>
2. KMAG-F
3. KLMK-F
4. KWHN
KZKZ-F

12+ PM

1. KTCS-F>
2. KZKZ-F<
3. KZBB-F
4. KMAG-F

12+ EVE

1. KISR-F
2. KZBB-F<
3. KMAG-F
KZKZ-F

ADULTS 18-34

1. KZKZ-F
2. KZBB-F
3. KMAG-F
KTCS-F

ADULTS 35-54

1. KTCS-F
2. KMAG-F>
3. KZBB-F
KZKZ-F
5. KWHN

ADULTS 35-64

1. KTCS-F>>
2. KMAG-F
3. KLMK-F<
4. KWHN

MEN 25-54

1. KMAG-F
KZKZ-F<
3. KTCS-F
4. KLMK-F

WOMEN 25-54

1. KTCS-F>
2. KMAG-F
3. KZBB-F<
4. KWHN

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KFPW	1580	Van Buren	1.6/3.8
KFSA	950	Fort Smith	1.6/5.0
KKID-F	95.9	Sallisaw/Ft. Smith	.3/2.1
KTCS	1410	Fort Smith	.7/2.2

RADIO STATIONS

KFPW,	1230,	1 KW (DA-1)	,	EZ/Nostalgia	SMN, \$ 9.00	(Riley)		G. Brown
KWHN,	1320,	5 KW (DA-N)	,	Gospel	, \$ 7.00	(---)		D. Johnson
KBBQ-F,	100.9,	3 KW @ 220	,	Oldies	SMN, \$10.00	(Riley)		G. Brown
KISR-F,	93.7,	100 KW @ 1200	,	CHR	ABC FM, \$22.00	(---)		F. Baker
KLMK-F,	107.3,	100 KW @ 1810	,	Country	ABC E, \$16.00	(---)	(POTEAU, OK)	C. Bence
KLSZ-F,	102.3,	3 KW @ 296	,	AC	SMN, \$10.00	(---)	(VAN BUREN)	L. Ruth
KMAG-F,	99.1,	100 KW @ 1968	,	Country	, \$17.00	(---)		D. Johnson
KTCS-F,	99.9,	100 KW @ 1920	,	Country	, \$23.00	(Republic)		L. Young
KZBB-F,	97.9,	100 KW @ 1978	,	CHR	UNIPWR, \$21.00	(Mc-Guild)	Arrow	R. Oncoller
KZKZ-F,	106.3,	6 KW @ 330	,	Classic AOR	CBS, \$15.00	(Roslin)	(GREENWOOD)	S. O'Loughlin

KEZA — see Fayetteville

FREDERICK, MD

MSA Rank/Pop: NA
 ARB Rank/Pop: 212/120,100
 Market TSL: 24.75
 Average Person Rating: 18.7

Diaries: 282/426:1
 Sample Target: 290
 % Below Line: 57.0
 % Not Listed: 23.6

Retail \$: 0.9 Bill
 FM Share: 75.00%
 Stations: 20/4

12+ METRO	1/4/SHARE	FAL	SPG	FAL	SPG	METRO CUME	METRO CUME RATING			B I R C H		
		89	89	88	88		999	999	999	SHR	ACH	CUME
1. WFMD	23/10.2		9.8		14.2	325	27.1	24.7	25.1			
2. WZYQ-F	22/ 9.8		10.3		10.7	331	27.6	10.3	10.7			
3. WFRE-F	21/ 9.3		6.7		12.7	201	16.7	13.5	21.2			
4. WMZQ-F	15/ 6.7		8.8		9.1	119	9.9	16.1	18.4			
5. WLTT-F	12/ 5.3		2.1		1.0	93	7.7	6.4	7.8			
6. WARX	10/ 4.4		2.1		2.0	108	9.0	7.6	10.9			
WPOC-F	10/ 4.4		4.1		2.0	132	11.0	13.1	8.7			
8. WWDC-F	9/ 4.0		4.1		5.1	171	14.2	16.0	12.3			
9. WQSI	8/ 3.6		6.2		2.5	160	13.3	8.8	6.7			
10. WGRX-F	7/ 3.1		5.7		5.1	123	10.2	13.1	10.7			

12+ AM

1. WFMD >
2. WWZYQ-F
3. WMZQ-F<
4. WFRE-F

12+ MID

1. WFRE-F>
2. WZYQ-F<
3. WMZQ-F<
4. WFMD
WLTT-F

12+ PM

1. WFRE-F
2. WZYQ-F<
3. WFMD
4. WLTT-F
WWDC-F

12+ EVE

1. WZYQ-F>>
2. WFMD
3. WGRX-F
4. WFRE-F

ADULTS 18-34

1. WZYQ-F>
2. WARX >
3. WLTT-F
WWDC-F

ADULTS 25-54

1. WZYQ-F
- WMZQ-F
3. WLTT-F
4. WARX
5. WFMD

ADULTS 35-64

1. WFMD <
2. WMZQ-F>>
3. WQSI-F
WLTT-F
WPOC-F

MEN 25-54

1. WZYQ-F
2. WMZQ-F
3. WFMD
4. WFRE-F
WCXR-F

WOMEN 25-54

1. WLTT-F
2. WQSI
WARX
4. WMZQ-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WASH-F	97.1	Washington	1.3/3.7
WAVA-F	105.1	Arlington/Washngtn	2.2/10.2
WBAL	1090	Baltimore	.9/4.2
WCXR-F	105.9	Woodbridge/Wshngtn	2.7/9.2
WGTY-F	107.7	Gettysburg	.9/4.7
WHUR-F	96.3	Washington	.9/3.7
WIYY-F	97.9	Baltimore	.9/4.2
WKYS-F	93.9	Washington	1.8/4.0
WPGC-F	95.5	Morningside	1.8/7.8
WRQX-F	107.3	Washington	2.2/11.4

RADIO STATIONS

WFMD, 930, 5 KW/2.5 KW (DA-N) , MOR/Full Service
 WQSI, 820, 5 KW/500 W (DA-N) , Country

WFRE-F, 99.9, 9 KW @ 1100 , EZ
 WZYQ-F, 103.9, 380 W @ 912 , CHR

CBS, \$ NA (---) Gibbons
 ABC E, \$ NA (Roslin)

, \$ NA (---) Gibbons
 ABC C, \$ NA (Roslin)

F. Velhmeyer
 T. Boock

F. Velhmeyer
 T. Boock

WARX — see Hagerstown
 Other ranked stations -- see Washington or Baltimore in Spring 90 edition

GAINESVILLE, FL

MSA Rank/Pop: 199/212,900
 ARB Rank/Pop: 182/159,100
 Market TSL: 19.5
 Average Person Rating: 14.2

Diaries: 388/410:1
 Sample Target: 360
 % Below Line: 11.2
 % Not Listed: 20.8

Retail \$: 1.3 Bil
 FM Share: 88.27%
 Stations: 14/10

121 METRO	1/4/SHARE	FAL		SPG		METRO CUME	METRO CUME RATING			B I R C H		
		95	89	88	88		99	88	88	SR	AGE	CUME
1. WRUF-F	41/18.1	18.5	18.0	16.5	11.8	587	36.9	28.6	27.0	20.5	50	603
2. WYKS-F	33/14.6	11.2	13.3	12.7	14.4	526	33.1	29.2	30.9	13.5	33	497
3. WKTK-F	20/ 8.8	11.2	6.6	11.9	18.3	367	23.1	24.5	30.4	9.4	23	325
WYGC-F	20/ 8.8	6.5	10.0	8.1	5.7	262	16.5	15.4	11.9	10.2	25	236
5. WLUS	12/ 5.3	2.6	9.5	4.7	8.7	89	5.6	7.9	7.9	2.9	7	81
6. WJHM-F	11/ 4.9	10.8	2.4	5.5	2.2	114	7.2	6.9	4.9	9.4	23	254
7. WLCL-F	9/ 4.0	2.6	2.4	5.9	5.2	149	9.4	11.9	14.2	4.5	11	199
8. WMMZ-F	8/ 3.5	2.6	4.7	6.8	3.5	278	17.5	13.3	11.5	3.3	8	188
WRUF	8/ 3.5	2.2	3.8	4.2	4.8	141	8.9	14.3	14.1	2.0	5	118

12+ AMD

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

12+ MID

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

12+ PMD

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

12+ EVE

1. WYKS-F>
2. WRUF-F>
3. WKTK-F
- WMMZ-F

ADULTS 18-34

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

ADULTS 25-54

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

ADULTS 35-64

1. WRUF-F>
2. WYGC-F
3. WKTK-F

MEN 25-54

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

WOMEN 25-54

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGGG	1230	Gainesville	.4/3.5
WYOC-F	104.9	High Springs	3.1/6.9
WAFE-F	95.1	Jacksonville	.4/5.3
WMEQ-F	92.9	Ocala	3.1/3.6
WNFI-F	99.9	Palatka	.4/4.4

RADIO STATIONS

WLUS,	980,	5 KW/166 W	,	Nostalgia	UNIULT, \$18.00	(Roslin)		W. Morris
WRUF,	850,	5 KW (DA-N)	,	Oldies	CBS, \$13.00	(Smith)	Univ. of Florida	J. Geason
WYKS-F,	106.5,	3 KW @ 265	,	CHR	, \$28.00	(Republic)		D. Gillen
WKTK-F,	98.5,	100 KW @ 1330	,	AC	, \$23.00	(---)	(CRYSTAL RIVER)	G. Granger
WLCL-F,	97.7,	3 KW @ 300	,	Soft AC	UNISUP UNIULT, \$17.00	(Christal)	(MICANOPY)	S. Sullivan
WMMZ-F,	93.7,	100 KW @ 1340	,	CHR	ABC FM, \$19.00	(K & P)	Wooster Newspapers (OCALA)	R. Hawk
WRUF-F,	103.7,	100 KW @ 738	,	AOR	ABC R, \$25.00	(Smith)	Univ. of Florida	J. Geason
WYGC-F,	100.9,	3 KW @ 300	,	Country	ABC E UNISUP, \$22.00	(Mc-Guild)		T. Stinson
WYOC-F,	104.9,	1.6 KW @ 450	,	Oldies	CNN UNISUP, \$15.00	(---)	(HIGH SPRINGS)	R. Forrester

WJHM — see Orlando in Spring 90 edition

GRAND FORKS, ND - MN

MSA Rank/Pop: 347/70,400
 ARB Rank/Pop: 242/84,500
 Market TSL: 21.25
 Average Person Rating: 16.3

Diaries: 329/257:1
 Sample Target: 260
 % Below Line: 4.7
 % Not Listed: 22.5

Retail \$: 0.7 Bll
 FM Share: 80.37%
 Stations: 15/12

12+ METRO	1/1/SHARE	FAL		SPG		METRO CUME	METRO CUME RATING			B I R C H		
		89	89	88	88		890	889	888	SHR	ACH	CUME
1. KQHT-F	19/13.8		17.2		11.4	295	34.9	36.8	23.9			
2. KYCK-F	16/11.6		6.0		12.2	192	22.7	13.0	19.6			
3. KKXL-F	15/10.9		3.3		15.4	244	28.9	17.9	29.3			
4. KSNR-F	13/ 9.4		10.6		8.1	155	18.3	17.8	11.7			
5. KJKJ-F	7/ 5.1		9.9		13.8	130	15.4	21.4	16.5			
6. KZLT-F	7/ 5.1		6.0		6.5	118	14.0	14.5	13.7			
7. KNOX	6/ 4.3		7.3		6.5	136	16.1	19.9	20.3			
8. KNOX-F	6/ 4.3		---		---	102	12.1	---	---			
9. KCNN	5/ 3.6		4.0		1.6	75	8.9	9.0	9.2			
10. KKCQ	4/ 2.9		1.3		---	41	4.9	3.6	---			
11. KROX	3/ 2.2		6.6		---	64	7.6	9.4	---			
12. KFGO-F	3/ 2.2		---		---	45	3.8	---	---			

12+ AMD

1. KYCK-F
2. KQHT-F
3. KKXL-F
4. KNOX
KSNR-F

12+ MID

1. KQHT-F
2. KSNR-F<
3. KKXL-F
KYCK-F
5. KJKJ-F

12+ PMD

1. KQHT-F
2. KYCK-F<
3. KKXL-F
4. KSNR-F

12+ EVE

1. KQHT-F>>
2. KYCK-F
3. KKXL-F

ADULTS 18-34

1. KQHT-F
2. KKXL-F
KYCK-F
4. KJKJ-F

ADULTS 35-54

1. KYCK-F<
2. KSNR-F>
3. KQHT-F
KZLT-F

ADULTS 35-64

1. KSNR-F>
2. KYCK-F
3. KNOX-F
KZLT-F

MEN 25-54

1. KYCK-F
2. KSNR-F>
3. KJKJ-F

WOMEN 25-54

1. KSNR-F
- KYCK-F
3. KQHT-F
KZLT-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KKXL	500	Grand Forks	.7/8.2
KFGO	790	Fargo	.7/5.3
WDAY	970	Fargo/Moorhead	.7/4.4

RADIO STATIONS

KCNN,	1590,	5 KW/1 KW (DA-2)	, Talk	CNN ABC T,	\$ 9.00	(---)		D. Norman
KKCQ,	1480,	5 KW/2.5 KW (DA-2)	, MOR (?)	ABC I,	\$ 8.00	(---)	(FOSSTON)	P. Ehlke
KNOX,	1310,	5 KW (DA-N)	, MOR/Full	Service ABCE TALKNT,	\$14.00	(Katz)	Ingstad	J. Hoberg
KROX,	1260,	1 KW/500 W (DA-N)	, AC	MBS,	\$ 9.00	(Jones)	(CROOKSTON)	F. Fee
KJKJ-F,	107.5,	100 KW @ 446	, AOR	UNIPWR,	\$13.00	(Republic)		D. Cariveau
KKXL-F,	92.9,	63 KW @ 386	, CHR	,	\$15.00	(Torbet)		J. Hoberg
KNOX-F,	94.7,	100 KW @ 300	, Oldies	SMN,	\$11.00	(katz)	Ingstad	J. Kurtz
KQHT-F,	96.1,	100 KW @ 415	, CHR	,	\$17.00	(Torbet)	(CROOKSTON)	J. Swanson
KSNR-F,	100.3,	100 KW @ 564	, Oldies	SMN,	\$13.00	(K & P)	(THIEF RIVER, MN)	J. Swanson
KYCK-F,	97.1,	100 KW @ 360	, Country	ABC D,	\$16.00	(HNWH)	(CROOKSTON)	M. Grange
KZLT-F,	104.3,	100 KW @ 444	, Soft AC	UNISUP UNIULT,	\$15.00	(---)		D. Norman

GRAND JUNCTION, CO

MSA Rank/Pop: NA
 ARB Rank/Pop: 251/73,600
 Market TSL: 22.75
 Average Person Rating: 16.6

Diaries: 310/237:1
 Sample Target: 250
 % Below Line: 1.0
 % Not Listed: 17.2

Retail \$: 0.5 B11
 FM Share: 86.14%
 Stations: 10/9

12+ METHO	1/4/SHARE	FAL	SPG	FAL	SPG	METRO CUME	METRO CUME RATING			B I R C H		
		89	89	88	88		590	589	588	SHR	ACH	CUME
1. KEKB-F	29/23.8		19.2		16.0	276	37.5	30.1	26.0	23.9	27	287
2. KQIX-F	24/19.7		22.5		10.6	235	31.9	30.5	21.3	29.2	33	249
3. KSTR-F	14/11.5		7.5		14.9	218	29.6	27.9	31.6	11.5	13	219
4. KKLY-F	10/ 8.2		7.5		5.3	119	16.2	14.8	11.9	4.4	5	76
5. KJYE-F	9/ 7.4		4.2		3.2	105	14.3	7.3	6.7	3.5	4	78
6. KEKO	5/ 4.1		2.5		8.5	81	11.0	12.7	18.8	2.7	3	55
7. KSTR	5/ 4.1		1.7		5.3	113	15.4	11.8	11.5	6.2	7	105
8. KQIL	3/ 2.5		12.5		11.7	81	11.0	23.1	21.2	4.4	5	94

12+ AMD

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

12+ MID

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

12+ PMD

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

12+ EVE

1. KQIX-F<
2. KEKB-F>
3. KSTR-F

ADULTS 18-34

1. KQIX-F>>
2. KEKB-F
KSTR-F
4. KKLY-F

ADULTS 25-54

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

ADULTS 35-64

1. KEKB-F>>
2. KSTR-F
3. KEKO
KKLY-F

MEN 25-54

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

WOMEN 25-54

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KNZZ	1100	Grand Junction	.8/5.0
KAZY-F	106.7	Denver	.8/5.0

RADIO STATIONS

KEKO,	1230,	1 KW	, Oldies	ABC I ABC D, \$12.00	(---)	J. Spehar
KQIL,	1340,	1 KW	, Country	NBC, \$13.00	(Republic)	W. Phillips
KSTR,	620,	5 KW/79 W	, Country	MBS, \$14.00	(Mc-Guild)	D. Beck
KEKB-F,	99.9,	79 KW @ 1385	, Country	, \$25.00	(Banner)	(FRUITA) D. Maynard
KJYE-F,	92.3,	100 KW @ 1859	, EZ	, \$10.00	(Eastman)	J. Terlow
KKLY-F,	95.1,	100 KW @ 969	, Soft AC	UNISUP, \$14.00	(---)	(DELTA) J. Spehar
KQIX-F,	93.1,	100 KW @ 1027	, CHR	, \$21.00	(Republic)	W. Phillips
KSTR-F,	96.1,	100 KW @ 1000	, AC	, \$17.00	(Mc-Guild)	(MONTROSE) D. Beck

GREAT FALLS, MT

MSA Rank/Pop: 344/77,000
 ARB Rank/Pop: 256/64,100
 Market TSL: 19.75
 Average Person Rating: 14.7

Diaries: 254/252:1
 Sample Target: 250
 % Below Line: 0.0
 % Not Listed: 17.0

Retail \$: 0.5 Bil
 FM Share: 66.67%
 Stations: 7/7

12+ METRO	1/4/SHARE	FAL	SPG	FAL	SPG	METRO CUME	METRO CUME RATING			B I R C H		
		89	89	88	88		\$90	\$89	\$88	SHR	AOR	CUME
1. KAAK-F	19/20.2		17.8		22.1	198	30.9	33.2	36.7			
2. KQDI-F	13/13.8		15.8		4.7	172	26.8	26.4	12.4			
3. KLFM-F	12/12.8		17.8		11.6	143	22.3	28.7	15.5			
4. KMON	11/11.7		10.9		12.8	162	25.1	26.2	21.5			
5. KEIN	8/ 8.5		5.9		9.3	108	16.8	16.3	12.9			
KMON-F	8/ 8.5		12.9		18.6	162	25.3	27.4	32.0			
7. KXGF	7/ 7.4		5.9		10.5	114	17.8	13.5	15.0			

12+ AMD

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

12+ MID

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

12+ PMD

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

12+ EVE

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

ADULTS 18-34

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

ADULTS 25-54

1. KAAK-F
- KQDI-F
3. KEIN
- KLFM-F

ADULTS 35-64

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

MEN 25-54

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

WOMEN 25-54

1. KAAK-F
- KLFM-F>
3. KEIN

OTHER RATED STATIONS/METRO SHARE & CUME RATING

RADIO STATIONS

KEIN, 1310, 5 KW/1 KW	, Oldies	ABC D, \$14.00	(Banner)	R. Young
KMON, 560, 5 KW (DA-N)	, Country	ABC I, \$15.00	(Mc-Guild)	J. Senst
KXGF, 1400, 1 KW (DA-2)	, Nostalgia	, \$10.00	(Torbet)	R. Banick
KAAK-F, 98.9, 100 KW @ 500	, AC	, \$20.00	(Torbet)	R. Banik
KLFM-F, 92.9, 100 KW @ 450	, Country	ABC D, \$17.00	(Banner)	H. Balfanz
KMON-F, 94.5, 36 KW @ 470	, CHR	UNIPWR, \$16.00	(Mc-Guild)	J. Senst
KQDI-F, 106.1, 100 KW @ 620	, Classic AOR	, \$18.00	(Republic)	B. Lockhart

Sunbrook

HAGERSTOWN-CHAMBERSBURG-WAYNESBORO, MD-PA

MSA Rank/Pop: 302/118,200
 ARB Rank/Pop: 155/199,700
 Market TSL: 23.0
 Average Person Rating: 17.0

Diaries: 394/507:1
 Sample Target: 400
 % Below Line: 20.3
 % Not Listed: 29.1

Retail \$: 1.3 Bil
 FM Share: 87.55%
 Stations: 21/12

12+ METRO	1/4 SHARE	FAL	SPG	FAL	SPG	METRO CUME	METRO CUME RATING			B I R C H		
		89	89	88	88		89	88	88	SHR	NOH	CUME
1. WIKZ-F	37/10.9		11.7		10.7	479	24.0	27.7	22.9	10.8	35	519
2. WAYZ-F	33/ 9.7		10.6		12.6	431	21.6	19.2	20.7	13.0	42	460
3. WQCM-F	25/ 7.4		7.3		6.7	319	16.0	19.0	16.4	9.3	30	487
4. WYII-F	20/ 5.9		7.3		5.2	196	9.8	13.4	11.3	6.5	21	236
5. WWMD-F	16/ 4.7		3.1		6.7	167	8.4	8.4	11.0	2.5	8	109
6. WFRE-F	14/ 4.1		2.1		4.0	171	8.6	7.5	9.0	3.4	11	207
7. WGLL-F	12/ 3.5		4.4		4.6	197	9.9	10.1	10.6	1.9	6	204
8. WARX-F	10/ 2.9		2.6		4.6	149	7.5	8.6	6.7	4.6	15	126

12+ AMD

1. WAYZ-F<
2. WIKZ-F>
3. WQCM-F<
4. WYII-F

12+ MID

1. WIKZ-F<
2. WAYZ-F<
3. WQCM-F
4. WYII-F<
5. WWMD-F

12+ PMD

1. WAYZ-F<
2. WIKZ-F>
3. WQCM-F<
4. WYII-F

12+ EVE

1. WIKZ-F>
2. WQCM-F>
3. WAYAZ-F
4. WKMZ-F

ADULTS 18-34

1. WIKZ-F
2. WQCM-F>
3. WAYZ-F>

ADULTS 35-54

1. WAYZ-F<
2. WIKZ-F>
3. WGLL-F
4. WQCM-F

ADULTS 35-64

1. WAYZ-F
2. WYII-F>
3. WWMD-F
4. WIKZ-F

MEN 25-54

1. WAYZ-F>
2. WIKZ-F
3. WQCM-F
- WYII-F
- WGLL-F

WOMEN 25-54

1. WIKZ-F
2. WAYZ-F>
3. WGLL-F>
4. WARX-F
- WQCM-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WARK	1490	Hagerstown	.9/3.9
WCHA	800	Chambersburg	2.6/7.5
WHAG	1410	Halfway/Hagerstown	2.1/4.1
WJEJ	1240	Hagerstown	2.4/9.0
WKSL-F	94.3	Greencastle/Waynesboro	2.6/5.1
WCXR-F	105.9	Woodbridge/Wshngtn	.9/4.6
WGRX-F	100.7	Westmstr/Baltimore	2.6/6.0
WINC-F	92.5	Winchester	.9/3.0
WKMZ-F	97.5	Martinsburg	2.6/8.7
WMZQ-F	98.7	Washington	.3/2.3
WPGC-F	95.5	Morningside	.6/3.0
WPOC-F	93.1	Baltimore	.3/2.3
WWDC-F	101.1	Washington	2.1/6.6

RADIO STATIONS

WCHA,	800,	1 KW/196 W	, Country	NBC, \$12.00	(---)	(CHAMBERSBURG)	D. Burchill
WHAG,	1410,	1 KW (DAYS)	, MOR/Talk	ABC I, \$13.00	(Dome)	(HALFWAY)	K. Albright
WJEJ,	1240,	1 KW	, AC	CBS, \$10.00	(---)	(HAGERSTOWN)	J. Staub
WARX-F,	106.9,	16 KW @ 855	, AC	CNN UNIULT, \$15.00	(K & P)	(HAGERSTOWN)	E. Manning
WAYZ-F,	101.5,	50 KW @ 230	, Country	APR, \$26.00	(Republic) Verstandig	(WAYNESBORO)	M. Martin
WGLL-F,	92.1,	3.3 KW @ 295	, AC	ABC D, \$16.00	(---)	(MERCERSBURG)	P. Low
WIKZ-F,	95.1,	50 KW @ 480	, CHR	, \$23.00	(---)	(CHAMBERSBURG)	M. Kellan
WQCM-F,	96.7,	4 KW @ 165	, CHR	ABC FM, \$15.00	(Dome)	(HALFWAY)	K. Albright
WWMD-F,	104.7,	7 KW @ 1320	, EZ	, \$14.00	(---)	(HAGERSTOWN)	J. Staub
WYII-F,	95.9,	3 KW @ 300	, Country	NBC, \$15.00	(Market 4)	(WILLIAMSPORT)	K. Smith

WFRE -- See Frederick

HARRISONBURG, VA

MSA Rank/Pop: NA
 ARB Rank/Pop: 249/74,000
 Market TSL: 23.0
 Average Person Rating: 17.3

Diaries: 427/173:1
 Sample Target: 250
 % Below Line: 0.0
 % Not Listed: 26.6

Retail \$: 0.6 Bill
 FM Share: 70.21%
 Stations: 9/9

12+ METRO	1/4/SHARE	FAL		SPG		METRO CUME	METRO CUME RATING			B I R C H		
		88	89	88	88		\$90	\$89	\$88	SHR	ACH	CUME
1. WQPO-F	30/23.4					294	39.7			34.1	42	387
2. WKCY-F	25/19.5					209	28.2			13.0	16	237
3. WSVB	19/14.8					238	32.2			15.4	19	222
4. WHBG	4/ 3.1					78	10.5			4.1	5	71
WPKZ-F	4/ 3.1					96	13.0			5.7	7	119
WRDJ-F	4/ 3.1					68	9.2			1.6	2	70

12+ AM

1. WSVB
2. WQPO-F>
3. WKCY-F>

12+ MID

1. WQPO-F
2. WKCY-F>>
3. WSVB

12+ PM

1. WQPO-F>
2. WKCY-F>
3. WSVB

12+ EVE

1. WQPO-F>>
2. WKCY-F
3. WSVB

ADULTS 18-34

1. WQPO-F>>
2. WKCY-F>>

ADULTS 25-54

1. WKCY-F
2. WQPO-F>>

ADULTS 35-64

1. WKCY-F>>
2. WSVB >
3. WQPO-F

MEN 25-54

1. WKCY-F
2. WQPO-F>>

WOMEN 25-54

1. WKCY-F
2. WQPO-F>>

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBIX	1470	Broadway-Timberville	2.3/7.8
WKCY	1300	Harrsnbrg/Staunton	1.6/11.6
WSGM-F	93.5	Staunton	2.3/9.1

RADIO STATIONS

WHBG,	1360,	5 KW (DAYS)	,	Country	UNIULT, \$ 9.00	(Savalli)		R. Dean
WSVA,	550,	5 KW/1 KW	,	News/Talk	ABC I APR, \$20.00	(Republic)	VerStandig	D. Ridgeway
WKCY-F,	104.3,	50 KW @ 140	,	Country		(---)		F. Kelley
WPKZ-F,	98.5,	900 W @ 1607	,	AC	ABC D, \$11.00	(---)	(ELKTON)	E. Evans
WQPO-F,	100.7,	50 KW @ 500	,	CHR	ABC C, \$25.00	(Republic)	VerStandig	D. Ridgeway
WRDJ-F,	105.1,	3 KW @ 119	,	Classic AOR		(---)	(BRIDGEWATER)	R. Dean

ITHACA, NY

MSA Rank/Pop: NA
 ARB Rank/Pop: 248/79,200
 Market TSL: 19.0
 Average Person Rating: 14.3

Diaries: 253/313:1
 Sample Target: 250
 % Below Line: 17.6
 % Not Listed: 34.5

Retail \$: 0.5 B11
 FM Share: 74.32%
 Stations: 7/6

12+ METRO	1/4/SHARE	FAL	SPG	FAL	SPG	METRO CUME	METRO CUME RATING			B I R C H		
		89	89	88	88		89	89	88	SHR	ACH	CUME
1. WNYP-F	13/11.5		15.0		10.8	204	25.8	35.1	27.5			
WPCX-F	13/11.5		7.1		5.9	145	18.3	13.3	10.5			
3. WHCU	11/ 9.7		7.1		13.7	156	19.7	18.6	20.8			
WQNY-F	11/ 9.7		8.0		14.7	196	24.7	26.1	32.3			
WYXL-F	11/ 9.7		8.0		11.8	206	26.0	20.6	26.4			
6. WTKO	8/ 7.1		5.3		7.8	110	13.9	12.5	12.4			
7. WVBR-F	7/ 6.2		9.7		8.8	157	19.8	28.6	27.1			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WHCU >	1. WTKO <	1. WPCX-F	1. WNYP-F>
2. WNYP-F	2. WQNY-F<	2. WQNY-F	2. WPCX-F
WTKO	3. WYXL-F	3. WNYP-F	3. WVBR-F>
4. WPCX-F	4. WNHP-F	4. WYXL-F	

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. WNHP-F<	1. WQNY-F	1. WPCX-F>	1. WPCX-F>	1. WQNY-F>
2. WYXL-F	WPCX-F	2. WQNY-F	2. WYXL-F	2. WYXL-F
3. WVBR-F	3. WYXL-F	3. WHCU	3. WQNY-F	3. WNYP-F
4. WQNY-F		WYXL-F	4. WVBR-F	WPCX-F
WPCX-F				

OTHER RATED STATIONS/METRO SHARE & CUME RATING

RADIO STATIONS

WHCU,	870,	5 KW/1 KW (DA-N),	MOR	CBS UNISUP,	\$18.00	(Christal)	K. Cowan
WTKO,	1470,	5 KW/1 KW (DA-N),	MOR/Full Service	ABC I/E,	\$13.00	(Torbet)	J. Gilmore
WNYP-F,	99.9,	23 KW @ 730 ,	CHR	,	\$16.00	(Katz)	R. may
WQNY-F,	103.7,	12 KW @ 878 ,	Classic AOR	,	\$18.00	(Torbet)	J. Gilmore
WVBR-F,	93.5,	3 KW @ 250 ,	AOR	NBC,	\$13.00	(K & P)	B. Mellone
WYXL-F,	97.3,	26 KW @ 580 ,	AC	UNISUP UNIULT,	\$15.00	(Christal)	K. Cowan
WPCX-F,	106.9,	45 KW @ 530 ,	Country	SMN,	\$16.00	(---)	R. Ducayne

JOPLIN, MO

MSA Rank/Pop: 267/136,100
 ARB Rank/Pop: 219/113,900
 Market TSL: 23.25
 Average Person Rating: 16.9

Diaries: 376/303:1
 Sample Target: 300
 % Below Line: 6.7
 % Not Listed: 15.5

Retail \$: 0.9 Bill
 FM Share: 80.98%
 Stations: 15/14

12+ METRO	1/4/SHARE	FAL	SPG	FAL	SPG	METRO	METRO CUME RATING			B I R C H		
		89	89	88	88	CUME	500	500	500	SHR	ACH	CUME
1. KIXQ-F	48/24.9		16.1		7.8	414	36.3	27.0	12.3			
2. KSYN-F	29/15.0		16.1		18.6	315	27.7	31.5	29.5			
3. KKUZ-F	20/10.4		8.1		15.0	242	21.2	22.5	29.0			
4. KOCD-F	11/ 5.7		---		1.2	97	8.5	---	3.2			
5. KMOQ-F	10/ 5.2		4.3		3.6	126	11.1	11.1	7.9			
6. KR GK-F	10/ 5.2		7.0		3.6	123	10.8	13.7	8.0			
7. WMBH	8/ 4.1		4.3		5.4	122	10.7	10.0	9.1			
8. KBTN	5/ 2.6		1.6		2.4	48	4.2	5.7	5.5			
9. KFSB	5/ 2.6		3.2		2.4	81	7.1	13.7	10.0			

12+ AM

1. KIXQ-F>
2. KSYN-F>
3. KKUZ-F
4. KR GK-F

12+ MID

1. KIXQ-F>>
2. KKUZ-F<
3. KSYN-F>
4. KR GK-F

12+ PM

1. KIXQ-F>
2. KSYN-F<
3. KKUZ-F>
4. KMOQ-F

12+ EVE

1. KIXQ-F
2. KSYN-F>>
3. KKUZ-F
4. KFSB

ADULTS 18-34

1. KIXQ-F>
2. KSYN-F>
3. KKUZ-F
4. KOCD-F

ADULTS 35-54

1. KIXQ-F>>
2. KKUZ-F
3. KSYN-F
4. KMOQ-F

ADULTS 55-64

1. KIXQ-F>>
2. KKUZ-F
3. KMOQ-F
4. KR GK-F

MEN 25-54

1. KIXQ-F>>
2. KKUZ-F>
3. KMOQ-F
4. KSYN-F

WOMEN 25-54

1. KIXQ-F>>
2. KKUZ-F
3. KSYN-F>

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KDMO	1490	Carthage	1.0/3.8
KKLL	1100	Webb City	2.1/3.3
KKOW	860	Pittsburgh	2.1/6.0
KKOW-F	96.9	Pittsburgh	2.1/11.1
KQYX	1560	Joplin	.5/3.6
KWAS	1230	Joplin/Pittsburgh	1.0/2.8

RADIO STATIONS

KBTN,	1420,	1 KW/500 W (DA-N),	Country	SMN, \$ 9.00	(---)	(NEOSHO)	D. Winegardner
KFSB,	1310,	5 KW/1 KW (DA-2),	MOR	ABC E UNISUP, \$10.00	(Banner)		P. Swint
WMBH,	1450,	1 KW/250 W	Country	, \$12.00	(Republic)	Demaree	B. Hendrickson
KIXQ-F,	93.9,	50 KW @ 300,	Country	ABC E, \$18.00	(Banner)	(WEBB CITY)	P. Swint
KKUZ-F,	102.5,	100 KW @ 400,	AC	UNIPWR, \$16.00	(Republic)	Demaree	
KMOQ-F,	107.1,	6 KW @ 300,	Oldies	, \$12.00	(Riley)		
KR GK-F,	104.9,	1.5 KW @ 450,	EZ	ABC D, \$10.00	(---)	(BAXTER SPG, KS)	T. Schulte
KSYN-F,	92.5,	100 KW @ 430,	CHR	ABC R, \$19.00	(K & P)	(CARTHAGE)	R. Kolpin
							W. Neal
KOCD-F,	98.3,	3 KW @ 300,	AOR	, \$12.00	(---)	(COLUMBUS, KS)	J. Freeman

KILLEEN-TEMPLE, TX

MSA Rank/Pop: 184/235,000
 ARB Rank/Pop: 153/201,100
 Market TSL: 22.0
 Average Person Rating: 16.1

Diaries: 462/435:1
 Sample Target: 400
 % Below Line: 48.5
 % Not Listed: 15.8

Retail \$: 1.2 Bil
 FM Share: 85.29%
 Stations: 15/8

12+ METRO	1/4 SHARE	FAL		SPG		METRO CUME	METRO CUME RATING			B I R C H			
		89	88	89	88		89	88	88	SHR	ACH	CUME	
1. KBTS-F	48/14.9			12.7		22.6	693	34.5	33.5	41.1			
2. KOOV-F	46/14.2			10.7		10.8	446	22.2	18.2	16.9			
3. KLTD-F	43/13.3			14.4		2.1	379	18.8	26.3	8.3			
4. KIIZ	27/ 8.4			9.9		11.1	241	12.0	11.2	17.1			
KPLE-F	27/ 8.4			5.6		1.2	252	12.5	6.7	5.9			
6. KLBj-F	17/ 5.3			6.8		3.0	168	8.4	11.0	6.2			
7. KIXS-F	15/ 4.6			5.1		6.9	321	16.0	16.3	18.4			
8. KRYL-F	12/ 3.7			---		1.2	110	5.5	---	4.4			
9. KWTX-F	10/ 3.1			2.8		2.4	217	10.8	13.1	13.0			
10. KYZZ-F	7/ 2.2			2.8		4.5	137	6.8	11.7	20.8			
WBAP	7/ 2.2			2.5		4.2	108	5.4	8.6	9.9			

12+ AM

1. KBTS-F
2. KOOV-F<
3. KLTD-F>
4. KPLE-F

12+ MID

1. KLTD-FL
2. KBTS-F<
3. KOOV-F>
4. KIIZ <
5. KPLE-F

12+ PM

1. KLTD-F
2. KBTS-F
3. KOOV-F>
4. KLBj-F<
5. KIIZ
KPLE-F

12+ EVE

1. KBTS-F>
2. KOOV-F<
3. KPLE-F<
4. KLTD-F

ADULTS 18-34

1. KBTS-F>
2. KOOV-F<
3. KIIZ
4. KLBj-F

ADULTS 25-54

1. KLTD-F>
2. KOOV-F>
3. KBTS-F
4. KIIZ

ADULTS 35-64

1. KLTD-F>
2. KOOV-F
3. KPLE-F
4. KBTS-F

MEN 25-54

1. KLTD-F>
2. KOOV-F
3. KBTS-F
4. KIIZ

WOMEN 25-54

1. KLTD-F<
2. KOOV-F>
3. KPLE-F<
4. RBTS-F

DIPER RATED STATIONS/METRO SHARE & CUME RATING

KTEM	1400	Temple/Killeen	1.5/4.8
KTON	940	Belton/Killeen	.3/ .9
KASE-F	100.7	Austin	.6/5.2
KNFO-F	95.5	Waco	1.5/7.9

RADIO STATIONS

KIIZ,	1050,	250 W (DAYS)	,	Black	APR, \$11.00	(Christal)		K. Williams
KIXS-F,	105.5,	3 KW @ 390	,	CHR	APR, \$11.00	(Christal)	(HARKER HGTS)	K. Williams
KOOV-F,	103.1,	.8 KW @ 630	,	Country	ABC E, \$20.00	(Riley)	(COOPERAS COVE)	G. Christie
KPLE-F,	104.9,	3 KW @ 300	,	Country	, \$15.00	(--)	Formby	C. Schlelper
KRYL-F,	98.3,	3 KW @ 300	,	Country	, \$10.00	(Riley)	(GATESVILLE)	D. Maples
KYZZ-F,	106.3,	1 KW @ 489	,	CHR	ABC I, \$ 9.00	(HNWH)	(BELTON)	T. Weaver

WBAP -- See Dallas
 Other ranked stations -- see Austin or Waco in Spring 90 edition

LA CROSSE, WI

MSA Rank/Pop: 328/96,300
 ARB Rank/Pop: 246/81,200
 Market TSL: 21.25
 Average Person Rating: 16.3

Diaries: 253/321:1
 Sample Target: 260
 % Below Line: 4.3
 % Not Listed: 12.1

Retail \$: 0.7 Bil
 FM Share: 66.38%
 Stations: 11/10

12+ METRO	1/4/SHARE	FAL		SPG		METRO CUME	METRO CUME RATING			B I R C H		
		89	89	89	89		590	580	588	598	508	CUME
1. WIZM-F	24/18.2		12.4		23.5	312	38.4	42.8	44.9			
WKTY	24/18.2		11.1		14.4	255	31.4	24.1	27.9			
3. WLXR-F	15/11.4		13.1		17.4	267	32.9	37.6	39.4			
4. KQEG-F	12/ 9.1		6.5		---	156	19.2	19.3	---			
5. WQJY-F	10/ 7.6		5.9		4.5	161	19.8	18.8	14.7			
WSPL-F	10/ 7.6		10.5		6.8	124	15.3	21.3	20.4			
7. WIZM	9/ 6.8		6.5		6.1	143	17.6	18.9	16.9			
8. WCOW-F	5/ 3.8		2.0		3.0	75	9.2	10.1	9.7			
9. WKBH	4/ 3.0		3.3		3.0	46	5.7	6.1	6.7			
10. WLFN	2/ 1.5		3.9		3.0	63	7.8	11.6	9.3			
11. WKBH-F	1/ .8		4.6		2.3	60	7.4	12.6	10.0			

12+ AM

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

12+ MID

1. WKTY
2. WIZM-F
3. KQEG-F
4. WLXR-F

12+ PM

1. WIZM-F
 2. WKTY
 3. WLXR-F>
 4. WQJY-F
- WSPL-F

12+ EVE

1. WIZM-F>>
 2. WLXR-F>
 3. WIZM
- WKTY

ADULTS 18-34

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

ADULTS 35-54

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

ADULTS 55-64

1. WKTY >
2. KQEG-F
3. WQJY-F
4. WIZM

MEN 25-54

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

WOMEN 25-54

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

RADIO STATIONS

WIZM,	1410,	5 KW (DA-2)	,	MOR/Talk	NBC ABC T,	\$14.00	(Republic)	Midwest Family	R. Record
WKBH,	1570,	1 KW/500 W (DA-1),	,	Nostalgia	SMN,	\$ 7.00	(---)	(HOLMEN)	M. Schmitz
WKTY,	580,	5 KW/1 KW (DA-2)	,	Country	ABC I UNISUP,	\$19.00	(Katz)	May	S. Stach
WLFN,	1490,	1 KW	,	Oldies	RADRAD UNISUP,	\$ 8.00	(Torbet)		K. Gephart
KQEG-F,	102.7,	3 KW @ 300	,	Oldies	,	\$12.00	(K & P)	(LA CRESCENT, MN)	E. St. John
WIZM-F,	93.3,	100 KW @ 1000	,	CHR	ABC C,	\$25.00	(Republic)	Midwest Family	R. Reccard
WLXR-F,	104.9,	1 KW @ 430	,	CHR	UNISUP UNIPWR,	\$18.00	(Torbet)		K. Gephart
WQJY-F,	100.1,	1.6 KW @ 400	,	EZ	,	\$ 9.00	(---)	(W. SALEM)	T. Desjarlais
WSPL-F,	95.7,	50 KW @ 492	,	AC	ABC E UNISUP,	\$17.00	(Katz)	May	S. Stach
WCOW-F,	97.1,	100 KW @ 634	,	Country	MBS,	\$ NA	(---)	(SPARTA)	J. Rice

LAFAYETTE, IN

MSA Rank/Pop: 284/125,900
 ARB Rank/Pop: 226/105,300
 Market TSL: 20.5
 Average Person Rating: 15.4

Diaries: 355/297:1
 Sample Target: 290
 % Below Line: 14.4
 % Not Listed: 18.5

Retail \$: 0.8 Bil
 FM Share: 78.79%
 Stations: 11/6

12+ METRO	1/4/SHARE	FAL		SPG		METRO CUME	METRO CUME RATING			B I R C H		
		89	89	88	88		89	88	88	SHR	SHR	CUME
1. WAZY-F	28/17.3	16.4	21.5	22.9	27.8	397	37.7	42.2	43.8			
2. WASK-F	27/16.7	19.2	15.2	16.7	18.3	276	26.2	21.3	20.3			
3. WASK	22/13.6	13.0	19.0	16.0	11.9	235	22.3	20.7	19.9			
4. WKHY-F	20/12.3	11.0	13.9	11.8	10.3	291	27.6	29.4	24.7			
5. WKJM-F	12/ 7.4	6.2	2.5	4.2	2.4	227	21.6	14.5	7.2			
6. WFBQ-F	9/ 5.6	7.5	7.0	11.8	8.7	214	20.3	22.4	19.9			
7. WSHW-F	6/ 3.7	4.1	3.2	1.4	---	128	12.2	8.9	---			
8. WCFY	4/ 2.5	2.1	---	---	4.8	81	7.7	---	5.4			

12+ AM

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

12+ MID

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

12+ PM

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

12+ EVE

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

ADULTS 18-34

1. WAZY-F>
2. WKHY-F
3. WKJM-F
- WFBQ-F

ADULTS 35-54

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

ADULTS 35-64

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

MEN 25-54

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

WOMEN 25-54

1. WASK-F>>
2. WAZY-F
3. WASK
- WSHW-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WIMC-F	103.9	Crawfordsville	.6/2.8
WKLR-F	93.1	Indianapolis	.6/2.1
WTUX	1310	Indianapolis	1.2/3.0

RADIO STATIONS

WASK,	1450,	1 KW	, MOR	NBC,	\$21.00	(Republic)	Duchossois	H. Youart
WCFY,	1410,	1 KW/65 W	, Religion	, \$ 7.00	(---)			S. Springer
WASK-F,	105.3,	50 KW @ 375	, Country	ABC E,	\$22.00	(Republic)	Duchossois	H. Youart
WAZY-F,	96.5,	50 KW @ 500	, CHR	ABC C,	\$27.00	(Christal)	Heritage-Angotti	T. Brown
WKHY-F,	93.5,	3 KW @ 215	, AOR/Classic	APR,	\$17.00	(Katz)		E. McCarty
WKJM-F,	95.3,	2.5 KW @ 440	, CHR	, \$14.00	(---)		(MONTICELLO)	N. Nussbaum
WSHW-F,	99.7,	50 KW @ 460	, AC	, \$15.00	(---)		(FRANKFORT)	V. Kasper

WFBQ -- see Indianapolis in Spring 90 report

LAKE CHARLES, LA

MSA Rank/Pop: NA
 ARB Rank/Pop: 195/137,900
 Market TSL: 19.25
 Average Person Rating: 14.4

Diaries: 359/384:1
 Sample Target: 340
 % Below Line: 19.8
 % Not Listed: 13.1

Retail \$: 1.1 Bil
 FM Share: 75.00%
 Stations: 14/8

12+ METRO	1/4/SHARE	FAL		SPG		METRO CUME	METRO CUME RATING			B I R C H		
		89	89	88	88		89	88	88	89	88	88
1. KYKZ-F	45/22.7		20.6		17.4	449	32.6	36.3	27.6			
2. KHLA-F	22/11.1		6.3		11.9	321	23.3	18.0	19.0			
3. KBIU-F	21/10.6		13.4		17.9	372	27.0	30.6	32.7			
4. KXZZ	18/ 9.1		12.6		7.7	239	17.3	16.4	12.3			
5. KTQQ-F	16/ 8.1		9.7		8.9	249	18.1	21.7	14.2			
6. KALO	9/ 4.5		1.7		3.0	104	7.5	5.3	4.1			
KIOC-F	9/ 4.5		2.9		3.4	166	12.0	10.7	9.2			
8. KHYS-F	8/ 4.0		2.5		6.4	100	7.3	9.6	10.6			

12+ AM

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

12+ MID

1. KYKZ-F>>
2. KHLA-F>
3. KBIU-F

12+ PMD

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

12+ EVE

1. KBIU-F>>
2. KTQQ-F
- KYKZ-F
4. KIOC-F

ADULTS 18-34

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

ADULTS 35-54

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

ADULTS 35-64

1. KYKZ-F>>
2. KHLA-F<
3. KTQQ-F
4. KALO

MEN 25-54

1. KYKZ-F>>
2. KHLA-F>>
3. KEZM
- KXZZ

WOMEN 25-54

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAOK	1400	Lake Charles	2.5/6.5
KEZM	1310	Sulphur/LkChas	3.0/7.6
KLCL	1470	Lake Charles	2.5/6.5
KAJN-F	102.9	Crowley	3.0/8.0
KAYD-F	97.5	Beaumont/PtArthr	.5/2.7
KRMY-F	104.5	Orange/Beaumont	.5/5.3

RADIO STATIONS

KXZZ,	1580,	1 KW	,	Black	,	\$14.00	(Katz)		D. Johnson
KBIU-F,	103.7,	100 KW @	471	, CHR	,	\$19.00	(Katz)		D. Johnson
KHLA-F,	99.5,	100 KW @	400	, AC		ABC D UNISUP,	\$17.00	(Republic)	G. Swift
KTQQ-F,	100.9,	3 KW @	300	, Country		,	\$14.00	(Christal)	(SULPHUR)
KYKZ-F,	96.1,	100 KW @	1400	, Country		ABC I,	\$26.00	(Banner)	L. Basso
									R. Chambers

Other ranked stations -- see Beaumont in Spring 90 edition

LAUREL - HATTIESBURG, MS

MSA Rank/Pop: NA
 ARB Rank/Pop: 197/130,600
 Market TSL: 22.25
 Average Person Rating: 16.8

Diaries: 378/345:1
 Sample Target: 330
 % Below Line: 11.1
 % Not Listed: 21.9

Retail \$: 1.0 Bil
 FM Share: 74.85%
 Stations: 15/14

12+ MTRC	1/4/SHD&F	FAL	SPG	FAL	SPG	METRO	METRO CUME RATING			B I R C H		
		HR	SR	SR	SR	CUME	SR	SR	SR	SHR	ACH	CUME
1. WBBN-F	22/10.0		11.0		5.1	227	17.4	19.9	9.1	10.5	13	144
WNSL-F	22/10.0		11.8		16.3	400	30.6	27.8	31.7	7.6	10	200
WQIS	22/10.0		10.6		5.6	143	10.9	12.4	11.7	1.5	2	84
4. WZKX-F	19/ 8.7		10.2		8.8	334	25.6	24.4	18.5	22.1	28	238
5. WHER-F	18/ 8.2		6.9		10.7	203	15.5	17.0	20.4	3.7	5	87
6. WJKX-F	12/ 5.5		5.7		4.2	164	12.6	12.2	9.3			
7. WJMG-F	10/ 4.6		4.9		7.9	151	11.6	13.5	9.8	12.1	15	147
WORV	10/ 4.6		3.7		6.5	98	7.5	7.5	5.0	3.8	5	52
9. WHSY-F	7/ 3.2		4.9		9.3	206	15.8	18.1	23.8	7.3	9	186

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WNSL-F<	1. WBBN-F	1. WQIS <	1. WNSL-F
2. WBBN-F	2. WNSL-F	2. WBBN-F	WZKX-F
WHER-F<	3. WHER-F	WZKX-F	3. WHER-F
4. WJKX-F	4. WQIS	WNSL-F	WJMG-F

ADULTS 18-34

1. WNSL-F<
2. WQIS <
3. WBBN-F
4. WZKX-F

ADULTS 25-54

1. WBBN-F
2. WQIS
3. WNSL-F
4. WZKX-F

ADULTS 35-54

1. WBBN-F
2. WHER-F>
3. WJKX-F
- WJMG-F
- WQIS

MEN 25-54

1. WBBN-F>
2. WQIS
3. WNSL-F
4. WKNZ-F

WOMEN 25-54

1. WQIS
2. WNSL-F
- WZKX-F
4. WBBN-F

OTHER LISTED STATIONS/METRO SHARE & CUME RATING

WAML	1340	Laurel	1.4/5.7
WBKH	950	Hattiesburg/Petal	2.3/5.3
WFOR	1400	Hattiesburg	1.4/4.5
WKNZ-F	101.7	Collins	2.7/11.2
WMFM-F	106.3	Petal/Hattiesburg	2.7/9.3
WMXI-F	98.1	Laurel	2.7/6.1

PHOTO STATIONS

WORV,	1580,	1 KW (DAYS)	,	Black	NBN, \$ 7.00	(Dora)	V. Floyd
WQIS,	890,	10 KW (DAYS)	,	Black	ABC FM, \$10.00	(HNWH)	J. Schneider
WBBN-F,	95.9,	31 KW @ 624	,	Country	, \$13.00	(---)	R. Blakeney
WHER-F,	103.7,	100 KW @ 1056	,	EZ	NBC UNISUP, \$11.00	(K & P)	J. Cameron
WHSY-F,	104.5,	100 KW @ 500	,	CHR	ABC C, \$ 8.00	(Republic)	T. Tibbett
WJKX-F,	102.5,	50 KW @ 500	,	Country	ABC E, \$ 9.00	(Dora)	J. Foretich
WJMG-F,	92.1,	3 KW @ 300	,	Black	SBN, \$10.00	(Dora)	V. Floyd
WNSL-F,	100.3,	100 KW @ 1050	,	AC	ABC FM, \$14.00	(HNWH)	J. Schneider

WZKX -- see Biloxi

LAWTON, OK

MSA Rank/Pop: 305/117,500
 ARB Rank/Pop: 237/95,700
 Market TSL: 19.5
 Average Person Rating: 14.1

Diaries: 284/337:1
 Sample Target: 284
 % Below Line: 8.5
 % Not Listed: 21.5

Retail \$: 0.6 B11
 FM Share: 88.68%
 Stations: 10/5

12+ METRO	1/4/SHARE	FAL		SPG		METRO CUME	METRO CUME RATING			B I R C H		
		89	89	88	88		\$80	\$89	\$88	SHR	SCH	CUME
1. KLaw-F	33/24.4		24.0		23.3	350	36.6	29.4	36.3			
2. KMGZ-F	30/22.2		21.9		20.9	353	36.9	38.7	44.8			
3. KQLI-F	12/ 8.9		8.2		14.7	220	23.0	21.3	23.2			
4. KKRX-F	11/ 8.1		11.0		15.5	127	13.3	16.5	24.4			
KSWO	11/ 8.1		7.5		7.8	203	21.2	19.3	17.6			

12+ AM

1. KLaw-F<
2. KMGZ-F
3. KSWO

12+ MID

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

12+ PM

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

12+ EVE

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

ADULTS 18-34

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

ADULTS 25-54

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

ADULTS 35-64

1. KLaw-F>>
2. KSWO >
3. KMGZ-F
- KQLI-F

MEN 25-54

1. KLaw-F
2. KMGZ-F
3. KKRX-F>

WOMEN 25-54

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

OTHER STATION/METRO SHARE & CUME RATING

KLUR	99.9	Wichita Falls	.7/2.9
KNIN-F	92.9	Wichita Falls	2.2/8.9
KOMA	1520	Oklahoma City	.7/5.9
KRXO-F	107.7	Oklahoma City	.7/2.7
KYYI-F	104.7	Burkburnett	2.2/6.5

STATION STATIONS

KSWO,	1380,	1 KW (DA-2)	, "Urban Country"	SUN, \$ 8.00	(Roslin)	R. Kirby
KKRX-F,	98.1,	100 KW @ 201	, AC	, \$ 9.00	(HNWH)	M. Russell
KLaw-F,	101.5,	100 KW @ 590	, Country	ABC E, \$16.00	(Katz)	B. Shoemate
KMGZ-F,	95.3,	3 KW @ 295	, CHR	UNIPWR, \$14.00	(Republic)	C. Morgan
KQLI-F,	94.3,	3 KW @ 328	, AC	, \$10.00	(-)	J. Gardner

LONGVIEW-MARSHALL, TX

MSA Rank/Pop: 234/164,600
 ARB Rank/Pop: 194/138,300
 Market TSL: 21.75
 Average Person Rating: 16.1

Diaries: 343/403:1
 Sample Target: 340
 % Below Line: 42.7
 % Not Listed: 16.7

Retail \$: 1.3 Bill
 FM Share: 88.65%
 Stations: 21/8

	121 METRO	1/4/SHARE	FAL	SPG	FAL	SPG	METRO	METRO CUME RATING			B I R C H		
			89	89	88	88	CUME	990	909	988	SUR	ACH	CUME
1. KYKX-F	48/21.6			14.3		17.5	447	32.3	23.5	22.6	24.4	54	519
2. KNUE-F	23/10.4			5.4		6.3	254	18.4	15.1	13.0	8.1	18	216
3. KMHT-F	16/ 7.2			2.2		3.9	164	11.9	7.3	8.4	6.3	14	201
4. KTUX-F	15/ 6.8			8.5		12.6	241	17.4	17.1	22.1	11.8	26	432
5. KOOI-F	10/ 4.5			6.7		5.3	139	10.1	10.1	9.4	4.1	9	122
KTAL-F	10/ 4.5			4.5		4.4	96	6.9	10.1	10.1	3.6	8	209
7. KEES	9/ 4.1			1.8		4.4	64	4.6	5.8	5.7	2.3	5	99
8. KKTIX-F	8/ 3.6			.9		4.9	127	9.2	7.2	11.6	1.8	4	137

12+ AMD

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

12+ MID

1. KYKX-F>>
2. KNUE-F>
3. KMHT-F
4. KEES

12+ PMD

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

12+ EVE

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

ADULTS 18-34

1. KNUE-F<
2. KYKX-F
3. KTUX-F
4. KMHT-F

ADULTS 25-54

1. KYKX-F>>
2. KMHT-F
3. KNUE-F>
4. KKTIX-F
KTUX-F

ADULTS 35-54

1. KYKX-F>>
2. KMHT-F
3. KNUE-F
4. KEES

MEN 25-54

1. KYKX-F>
2. KEES
KMHT-F
KNUE-F

WOMEN 25-54

1. KYKX-F>>
2. KMHT-F
3. KNUE-F
4. KTUX-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAEZ-F	95.3	Gilmer	1.4/4.4
KCUL	1410	Marshall	1.4/3.3
KFRO	1370	Longview	1.8/6.1
KISX-F	107.3	Whitehouse/Tyler	2.3/4.6
KITT-F	93.7	Shreveport	1.4/7.4
KKDA-F	104.5	Dallas/Ft.Worth	2.7/6.2
KPXI-F	100.7	Mt. Pleasant	1.8/5.3
KRMD	1340	Shreveport/BsrCty	.5/ .4
KRMD-F	101.1	Shreveport/BsrCty	.9/3.3
KTYL-F	93.1	Tyler/Longview	2.7/8.7
KVKI-F	96.5	Shreveport	1.8/4.0
KWHK-F	94.5	Shreveport	.5/3.1
KZEY	690	Tyler	1.8/5.3

RADIO STATIONS

KEES,	1430,	5 KW/1 KW	,	Talk	ABC T NBC, \$11.00	(K & P)	(GLADEWATER)
KKTIX-F,	96.1,	32 KW @ 620	,	AOR	ABC FM, \$ 9.00	(Target)	Noalmark
KMHT-F,	103.9,	2 KW @ 422	,	Black	, \$11.00	(---)	R. Monroe
KTUX-F,	98.9,	100 KW @ 720	,	CHR	, \$ NA	(Banner)	P. Adrock
KYKX-F,	105.7,	100 KW @ 1005	,	Country	ABC I, \$30.00	(Mc-Guild)	E. Stevens
						Sun Group	M. Gatons

Other ranked stations -- see Tyler, TX or Shreveport in Spring 90 edition

LUFKIN-NACOGDOCHES, TX

MSA Rank/Pop: NA
 ARB Rank/Pop: 230/102,500
 Market TSL: 20.25
 Average Person Rating: 14.9

Diaries: 337/304:1
 Sample Target: 290
 % Below Line: 9.6
 % Not Listed: 18.3

Retail \$: 0.7 Bill
 FM Share: 87.20%
 Stations: 11/9

12+ METRO	1/4/SHARE	FAL	SPG	FAL	SPG	METRO CUME	METRO CUME RATING			B I R C H		
		89	89	88	88		590	589	588	SHR	ACH	CUME
1. KYKS-F	31/20.3		18.1		10.5	346	33.8	33.9	25.6			
2. KAFX-F	25/16.3		26.4		25.7	370	36.1	46.4	42.8			
3. KJCS-F	19/12.4		11.5		28.9	319	31.1	33.4	42.4			
4. KSFA	11/ 7.2		2.2		4.6	102	10.0	4.4	5.1			
5. KUEZ-F	10/ 6.5		4.4		---	126	12.3	10.7	---			
6. KTBQ-F	9/ 5.9		2.7		3.3	182	17.8	7.3	7.2			
7. KHYS-F	6/ 3.9		2.7		---	123	12.0	7.8	---			
KOOI-F	6/ 3.9		5.5		3.3	85	8.3	10.1	7.7			

12+ AM	12+ MID	12+ PM	12+ EVE
1. KYKS-F>	1. KYKS-F>	1. KYKS-F<	1. KAFX-F
2. KJCS-F<	2. KAFX-F<	2. KAFX-F>	KYKS-F>
3. KAFX-F>	3. KJCS-F	3. KJCS-F	3. KHYS-F
	4. KUEZ-F	4. KSFA	4. KSFA
		KTBQ-F	

ADULTS 18-34

1. KAFX-F<
2. KYKS-F>
3. KTBQ-F
4. KUEZ-F
 KHYS-F

ADULTS 25-34

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

ADULTS 35-64

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

MEN 25-54

1. KYKS-F
2. KAFX-F>
3. KTBQ-F
 KUEZ-F

WOMEN 25-54

1. KYKS-F>>
2. KAFX-F>
3. KJCS-F
 KTBQ-F

OTHER LISTED STATIONS/METRO SHARE & CUME RATING

KAQU-F	101.9	Huntington/Lufkin	2.0/6.0
KEEE	1230	Nacogdoches	2.0/4.9
KRBA	860	Nacogdoches	1.3/8.0

RADIO STATIONS

KSFA,	860,	1 KW/500 W (DA-1) ,	Black	APR, \$ 8.00	(--)	M. Williams
KAFX-F,	95.5,	100 KW @ 571,	AC	UNIPWR, \$20.00	(Christal)	(DIBOLL) C. Boswell
KJCS-F,	103.3,	100 KW @ 320,	Country	, \$17.00	(--)	B. Downs
KTBQ-F,	107.7,	50 KW @ 492,	AOR	, \$10.00	(--)	M. Williams
KUEZ-F,	99.3,	25 KW @ 700,	EZ/Soft AC	APR, \$11.00	(K & P)	S. Yates
KYKS-F,	105.1,	100 KW @ 660,	Country	APR, \$17.00	(Eastman)	L. Gunter

KHYS-F -- see Beaumont in Spring 90 edition

KOOI -- see Tyler

MEDFORD-ASHLAND, OR

MSA Rank/Pop: 247/148,600
 ARB Rank/Pop: 211/120,400
 Market TSL: 24.0
 Average Person Rating: 17.7

Diaries: 318/379:1
 Sample Target: 310
 % Below Line: 0.0
 % Not Listed: 19.7

Retail \$: 0.9 Bil
 FM Share: 71.93%
 Stations: 9/9

12+ METRO	1/4/SHARE	FAL		SPG		METRO CUME	METRO CUME RATING			B I R C H		
		89	89	88	88		S90	S89	S88	SHR	AOR	CUME
1. KTIMT-F	42/19.7		28.5		17.2	379	31.5	34.1	25.5	28.0	54	427
2. KRWQ-F	35/16.4		11.0		14.1	313	26.0	20.3	19.8	14.5	28	290
3. KCMX-F	26/12.2		7.6		8.6	298	24.8	14.2	17.5	7.3	14	182
4. KMED	24/11.3		8.7		8.0	209	17.4	12.4	15.4	7.8	15	189
5. KCNA-F	11/ 5.2		.6		7.4	107	8.9	5.2	7.2	6.7	13	145
KDOV	11/ 5.2		3.5		2.5	148	12.3	7.0	8.3	6.2	12	150
7. KMFR	10/ 4.7		1.2		1.8	137	11.4	6.2	7.7	1.6	3	91
8. KBOY-F	9/ 4.2		7.0		5.5	156	13.0	19.8	13.4	8.3	16	216

12+ AMD

1. KTIMT-F<
2. KRWQ-F>
3. KCMX-F
4. KMED

12+ MID

1. KTIMT-F<
2. KRWQ-F<
3. KCMX-F
4. KMED

12+ PMD

1. KTIMT-F>
2. KCMX-F
3. KRWQ-F
4. KMED

12+ EVE

1. KTIMT-F>>
2. KRWQ-F>>

ADULTS 18-34

1. KTIMT-F>>
2. KRWQ-F
3. KCMX-F
4. KCNA-F

ADULTS 25-54

1. KCMX-F<
2. KRWQ-F
- KTIMT-F>

ADULTS 35-64

1. KRWQ-F<
2. KCMX-F
3. KMED
4. KDOV

MEN 25-54

1. KTIMT-F<
2. KCMX-F<
3. KRWQ-F>
4. KBOY-F
- KCNA-F
- KMFR

WOMEN 25-54

1. KCMX-F<
2. KRWQ-F
3. KTIMT-F
4. KMED

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCMX 580 Ashland/Medford 1.4/8.1

REPOD STATIONS

KDOV, 1300, 5 KW (DA-N)	, Religion	NBC, \$ 6.00 (Tacher)	P. Atkinson
KMED, 1440, 5 KW/1 KW (DA-1)	, Nostalgia	MBS UNISUP, \$10.00 (Radio West)	D. Hill
KMFR, 880, 1 KW	, Country	SMN CBS, \$ 7.00 (Torbet)	B. Johnson
KBOY-F, 95.7, 100 KW @ 935	, AOR	, \$12.00 (Mc-Guild)	C. Hawke
KCMX-F, 101.9, 32 KW @ 1431	, Soft AC	APR, \$14.00 (Katz)	B. Baurenfein
KCNA-F, 102.7, 100 KW @ 1976	, Classic AOR	, \$11.00 (---)	W. Melton
KRWQ-F, 100.3, 30 KW @ 985	, Country	APR, \$17.00 (Radio West)	D. Hill
KTIMT-F, 93.7, 31 KW @ 3400	, CHR	ABC R ABC FM, \$21.00 (Torbet)	B. Johnson

MERIDIAN, MS

MSA Rank/Pop: NA
 ARB Rank/Pop: 256/64,100
 Market TSL: 22.25
 Average Person Rating: 16.8

Diaries: 253/253:1
 Sample Target: 250
 % Below Line: 1.2
 % Not Listed: 20.4

Retail \$: 0.5 Bll
 FM Share: 69.77
 Stations: 8/7

12+ METRO	1/4/SHARE	FAL	SPG	FAL	SPG	METRO CUME	METRO CUME RATING			B I R C H		
		89	89	88	88		590	589	588	SHR	AOH	CUME
1. WZMP-F	26/24.1		9.5		11.8	168	26.2	24.5	22.4			
2. WJDQ-F	20/18.5		19.0		19.3	226	35.3	36.2	34.8			
3. WALT	15/13.9		13.5		16.0	137	21.4	24.2	23.4			
4. WOKK-F	13/12.0		18.3		31.1	187	29.2	32.0	45.2			
5. WMOX	9/ 8.3		13.5		4.2	118	18.4	22.0	13.0			

12+ AM

1. WZMP-F<
2. WMOX <
3. WJDQ-F
4. WOKK-F

12+ MID

1. WZMP-F
2. WJDQ-F>
3. WOKK-F>
4. WALT

12+ PM

1. WZMP-F>>
2. WJDQ-F>
3. WALT
- WOKK-F

12+ EVE

1. WALT >
2. WJDQ-F
3. WZMP-F>
4. WOKK-F

ADULTS 18-34

1. WZMP-F<
2. WJDQ-F>
3. WALT >>

ADULTS 25-54

1. WZMP-F>
2. WJDQ-F>
3. WALT
4. WOKK-F

ADULTS 35-64

1. WZMP-F>>
2. WOKK-F>
3. WALT
- WJDQ-F

MEN 25-54

1. WZMP-F
2. WJDQ-F>
3. WOKK-F
4. WALT

WOMEN 25-54

1. WZMP-F>>
2. WALT
- WJDQ-F>>
4. WOKK-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WMER	1390	Meridian	.9/3.7
WQIC	1450	Meridian	.9/7.5
WNSL-F	100.3	Laurel/Hattiesburg	.9/5.3

RADIO STATIONS

WALT,	910,	5 KW/1 KW	,	Black	ABC E,	\$15.00	(Mc-Gulld)	New South	
WMOX,	1010,	10 KW/1 KW (DA-2),		Country	UNIULT,	\$13.00	(Savalli)		J. Kewes
WJDQ-F,	101.3,	100 KW @ 580	,	Contemp	CBS,	\$19.00	(Republic)		D. Pearce
WOKK-F,	97.1,	100 KW @ 330	,	Country	ABC E,	\$16.00	(Mc-Gulld)	New South	
WZMP-F,	95.1,	26 KW @ 607	,	Black	MBS,	\$21.00	(Banner)	(MARION)	K. Rainey

MINOT, ND

MSA Rank/Pop: NA
 ARB Rank/Pop: 261/48,200
 Market TSL: 24.25
 Average Person Rating: 18.4

Diaries: 246/197:1
 Sample Target: 250
 % Below Line: 1.3
 % Not Listed: 15.7

Retail \$: 0.5 Bil
 FM Share: 69.33%
 Stations: 8/7

12+ METRO	12+/SHARE	FAL		SPG		METRO CUME	METRO CUME RATING			B I R C H		
		89	89	88	88		990	999	988	SHR	ACH	CUME
1. KHHT-F	22/24.7		21.4		14.9	189	39.0	46.2	31.0			
2. KCJB	18/20.2		28.6		28.4	145	29.9	38.8	39.3			
3. KZPR-F	14/15.7		10.7		17.6	121	24.9	25.7	27.1			
4. KIZZ-F	11/12.4		13.1		16.2	149	30.7	29.6	32.2			
5. KBQQ-F	5/ 5.6		8.3		13.5	92	19.0	26.1	30.1			
6. KHRT	2/ 2.2		1.2		2.7	51	10.5	4.1	9.0			
KRRZ	2/ 2.2		3.6		4.1	67	13.8	11.5	14.5			

12+ AM

1. KCJB >
2. KHHT-F>
3. KIZZ-F
KZPR-F

12+ MID

1. KCJB
KHHT-F
3. KZPR-F<
4. KIZZ-F

12+ PM

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

12+ EVE

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

ADULTS 18-34

1. KHHT-F>>
2. KIZZ-F
3. KZPR-F>

ADULTS 25-54

1. KIZZ-F
2. KCJB
KHHT-F
KZPR-F

ADULTS 35-64

1. KCJB >>
2. KZPR-F>>

MEN 25-54

1. KIZZ-F
2. KCJB
KHHT-F
4. KBQQ-F

WOMEN 25-54

1. KZPR-F>>
2. KCJB
KHHT-F
KIZZ-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KFYR 550 Bismarck 1.1/6.0

RADIO STATIONS

KCJB, 910, 5 KW/1 KW (DA-2)	, Country	CBS, \$28.00	(Katz)	R. Romine
KHRT, 1320, 2.5 KW (DAYS)	, EZ	ABC I, \$10.00	(---)	C. Cerkowniak
KRRZ, 1390, 5 KW/1 KW	, Oldies	UNISUP UNIULT, \$10.00	(Torbet)	C. Ferguson
KHHT-F, 97.1, 100 KW @ 910	, CHR	, \$30.00	(Katz)	P. Finken
KIZZ-F, 93.7, 100 KW @ 600	, AC	ABC C, \$19.00	(Banner)	W. Sanders
KBQQ-F, 99.9, 100 KW @ 500	, Classic AOR	UNIPWR, \$13.00	(Torbet)	D. Hoberg
KZPR-F, 105.3, 100 KW @ 580	, Country	UNISUP UNIULT, \$18.00	(Torbet)	C. Ferguson

MONROE, LA

MSA Rank/Pop: 252/145,300
 ARB Rank/Pop: 217/115,500
 Market TSL: 19.75
 Average Person Rating: 14.7

Diaries: 400/289:1
 Sample Target: 310
 % Below Line: 0.7
 % Not Listed: 12.9

Retail \$: .82 Bil
 FM Share: 84.46%
 Stations: 11/10

12+ METRO	1/4/SHARE	FAL		SPG		METRO CUME	METRO CUME RATING			B I R C H		
		89	89	88	88		890	889	888	SHR	NOE	CUME
1. KYEA-F	45/26.5		19.0		23.8	314	27.2	26.1	24.4	29.3	54	509
2. KJLO-F	29/17.1		19.0		19.0	360	31.2	31.4	22.0	13.6	25	326
3. KNOE-F	25/14.7		13.0		8.7	345	29.9	31.3	25.4	15.2	28	355
4. KNAN-F	19/11.2		10.9		19.2	280	24.2	29.5	32.0	16.8	31	385
5. KMBS	13/ 7.6		7.1		6.4	120	10.4	9.5	11.0	1.6	3	97
6. KNOE	6/ 3.5		2.7		9.9	98	8.5	9.2	17.3	3.8	7	131
7. KXLA	4/ 2.4		6.0		4.7	90	7.8	6.5	8.7	1.6	3	54

12+ AMD

1. KJLO-F<
2. KYEA-F>
3. KNAN-F<
4. KNOE-F

12+ MID

1. KJLO-F<
2. KYEA-F>
3. KNOE-F<
4. KNAN-F

12+ PMD

1. KYEA-F>
2. KJLO-F<
3. KNOE-F>
4. KNAN-F

12+ EVE

1. KYEA-F>>
2. KNOE-F>>
3. KNAN-F
4. KJLO-F

ADULTS 18-34

1. KYEA-F>
2. KNAN-F
3. KNOE-F>
4. KJLO-F

ADULTS 25-54

1. KYEA-F>
2. KJLO-F
3. KNAN-F>
4. KNOE-F

ADULTS 35-64

1. KJLO-F
2. KYEA-F>>
3. KNAN-F
4. KMBS

MEN 25-54

1. KYEA-F
2. KJLO-F>
3. KNAN-F>
4. KNOE
5. KNOE-F

WOMEN 25-54

1. KYEA-F>>
2. KJLO-F
3. KNAN-F>
- 4.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KMYQ-F	100.1	Bastrop	1.2/5.8
KTRY-F	94.3	Bastrop	1.2/6.7
KXKZ-F	107.5	Ruston	1.2/9.0
KQID-F	93.1	Alexandria	.6/6.1

SPOT STATIONS

KMBS,	1310,	5 KW/52 W (DA-1),	Nostalgia	SMN, \$12.00	(Riley)	D. Seegers
KNOE,	540,	5 KW/1 KW (DA-N),	Oldies	ABC I, \$13.00	(Mc-Guild)	J. Noe
KXLA,	990,	1 KW (DAYS, DA),	Black	SBN, \$ 7.00	(K & P)	T. Bigby
KJLO-F,	104.1,	100 KW @ 900	, Country	ABC E, \$17.00	(HNWH)	New South
KNAN-F,	106.1,	100 KW @ 1017	, AC	ABC FM, \$24.00	(Banner)	Opus
KNOE-F,	101.9,	100 KW @ 1670	, CHR	ABC FM, \$22.00	(Mc-Guild)	K. Lein
KYEA-F,	98.3,	3 KW @ 260	, Black	ABC FM ABC C, \$21.00	(Durpetti)	J. Joffrey
						J. Noe
						J. Wilson

MORRISTOWN, NJ

MSA Rank/Pop: NA
 ARB Rank/Pop: 95/361,900
 Market TSL: 24.5
 Average Person Ratings: 18.4

Diaries: 422/858:1
 Sample Target: 400
 % Below Line: 76.7
 % Not Listed: 15.6

Retail \$: 3.5 Bil
 FM Share: 75.00%
 Stations: 26/3

12+ METRO	1/4/SHARE	SPG 89	SPG 88	METRO CUME	METRO CUME RATING 89	METRO CUME RATING 88	METRO CUME RATING 87
1. WXRK-F	52/ 7.8	9.2	5.2	688	19.0	22.1	16.8
2. WPAT-F	44/ 6.6	5.3	7.4	519	14.3	14.0	12.0
3. WNSR-F	42/ 6.3	3.8	3.2	525	14.5	11.8	12.4
WHTZ-F	42/ 6.3	5.7	8.2	666	18.4	23.2	22.8
5. WNEW-F	39/ 5.9	6.1	4.5	706	19.5	16.3	13.1
6. WLTW-F	33/ 5.0	5.4	4.2	418	11.6	15.3	15.0
7. WDHA-F	32/ 4.8	4.5	5.0	460	12.7	15.9	13.2
8. WOR	31/ 4.7	4.1	3.9	398	11.0	12.0	9.0
WXMC	31/ 4.7	4.5	3.0	154	4.3	7.5	3.5
10. WCBS-F	30/ 4.5	4.4	3.5	499	13.8	15.0	14.0

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WXRK-F	1. WXRK-F	1. WNEW-F	1. WHTZ-F
2. WOR	2. WNSR-F<	2. WNSR-F	2. WPAT-F
3. WHTZ-F>	3. WLTW-F	WPAT-F	3. WNEW-F
4. WNSR-F	4. WPAT-F	WHTZ-F	4. WQHT-F
5. WYNY-F	5. WXMC	5. WXRK-F	

ADULTS 18-34

1. WXRK-F
2. WDHA-F
3. WNEW-F
4. WNSR-F
- WHTZ-F

ADULTS 25-54

1. WXRK-F>
2. WNSR-F
3. WLTW-F
4. WNEW-F
- WCBS-F

ADULTS 35-64

1. WPAT-F
2. WCBS-F
3. WLTW-F
4. WNSR-F
5. WYNY-F

MEN 25-54

1. WXRK-F
2. WNEW-F
3. WDHA-F
4. WCBS-F
- WYNY-F

WOMEN 25-54

1. WNSR-F
2. WLTW-F
3. WCBS-F
4. WHTZ-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WMTR	1250	Morristown	.3/ 2.8
WABC	770	New York	4.1/ 9.8
WCBS	880	New York	1.8/ 8.0
WFAN	660	New York	3.0/12.1
WINS	1010	New York	.5/ 8.5
WKXW-F	101.5	Trenton	1.1/ 2.7
WNCN-F	104.3	New York	2.0/ 6.7
WNEW	1130	New York	2.3/ 5.0
WPAT	930	Paterson	.5/ 1.4
WPLJ-F	95.5	New York	3.3/13.8
WQCD-F	101.9	New York	1.5/ 5.5
WQHT-F	97.1	New York	2.6/ 8.4
WQXR-F	96.3	New York	1.2/ 4.9
WRKS-F	98.7	New York	.8/ 2.4
WYNY-F	103.5	Lk Success/NY	4.2/11.1
WZZO-F	95.1	Bethlehem/Alntwn	1.2/ 2.3

RADIO STATIONS

WMTR , 1250,	5 KW/1 KW (DA-2),	Business News	APR ABC D, \$36.00	(Groskin)		P. Arnow
WXMC , 1310,	1 KW/400W (DA-1),	Nostalgia	IND, \$31.00	(---)	(PARSIPPANY)	R. Bohatvk
WDHA-F, 105.5,	1 KW @ 565	, AOR	IND, \$60.00	(---)	(DOVER)	B. Linder

Other ranked stations - See New York in Spring 90 edition

MUSKEGON, MI

MSA Rank/Pop: 235/160,300
 ARB Rank/Pop: 198/129,500
 Market TSL: 21.0
 Average Person Rating: 15.8

Diaries: 342/379:1
 Sample Target: 350
 % Below Line: 23.8
 % Not Listed: 15.7

Retail \$: 0.8 Bill
 FM Share: 93.60%
 Stations: 17/10

12+ METRO	1/4/SHARE	FAL		SPG		METRO CUME	METRO CUME	CUME RATING		B I R C H		
		89	89	88	88			89	88	SHR	POS	CUME
1. WSNX-F	42/20.6	18.1	22.8	23.2	22.0	442	34.1	41.8	34.3			
2. WMHG-F	35/17.2	---	---	---	---	187	14.4	---	---			
3. WMUS-F	21/10.3	14.3	17.4	13.6	20.8	268	20.7	26.7	23.1			
4. WLAV-F	15/ 7.4	3.3	2.7	3.6	6.0	110	8.5	7.4	9.9			
5. WLCS-F	8/ 3.9	4.8	5.9	6.8	4.2	171	13.2	12.7	12.7			
6. WODJ-F	7/ 3.4	.5	---	---	---	112	8.6	---	---			
7. WKBZ	6/ 2.9	7.1	5.5	6.8	7.1	166	12.8	11.2	17.5			
WKBZ-F	6/ 2.9	4.3	4.6	5.5	4.8	127	9.8	12.1	10.4			
9. WQWQ	5/ 2.5	---	.5	1.4	---	85	6.6	2.3	---			

12+ AMD

1. WSNX-F
2. WMHG-F
3. WMUS-F

12+ MID

1. WSNX-F
2. WMHG-F
3. WMUS-F
4. WLAV-F

12+ PMD

1. WSNX-F
2. WMHG-F
3. WMUS-F
4. WLAV-F

12+ EVE

1. WMHG-F
2. WSNX-F
3. WLAV-F
4. WLCS-F

ADULTS 18-34

1. WSNX-F
2. WMHG-F
3. WLAV-F
4. WMUS-F

ADULTS 35-54

1. WMHG-F
2. WSNX-F
3. WLAV-F
4. WMUS-F

ADULTS 35-64

1. WMUS-F
 2. WSNX-F
 3. WMHG-F
 4. WKBZ-F
- WLAV-F

MEN 25-54

1. WLAV-F
2. WSNX-F
3. WMHG-F
4. WMUS-F

WOMEN 25-54

1. WMHG-F
2. WMUS-F
- WSNX-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCXT-F	105.3	Hart	2.0/8.3
WQFN-F	101.7	Muskegon Hts	1.5/9.0
WSHN-F	100.1	Fremont	.5/3.5
WGRD-F	97.9	Grand Rapids	2.0/8.9
WJFM-F	93.7	Grand Rapids	2.0/4.6
WKLQ-F	94.5	Holland/Gr Rpd	2.0/8.3
WLHT-F	95.7	Grand Rapids	2.0/4.2
WOOD-F	105.7	Grand Rapids	1.5/5.3

RADIO STATIONS

WQWQ,	1520,	10 KW/1KW (DA-2)	, EZ (?)	, \$10.00	(Roslin)	Federated	
WCXT-F,	105.3,	100 KW @ 650	, Soft AC	, \$12.00	(---)		
WKBZ-F,	95.3,	2 KW @ 367	, AC	ABC I MBS,	\$14.00	(Roslin)	(HART)
WLCS-F,	98.3,	2.6 KW @ 321	, Oldies	UNIULT,	\$11.00	(K & P)	(WHITEHALL)
WMUS-F,	106.9,	50 KW @ 480	, Country	ABC D,	\$38.00	(HNWH)	L. Nalley
WMHG-F,	107.9,	2.6 KW @ 330	, Black	SBN,	\$14.00	(Patt)	F. Tascone
WQFN-F,	101.7,	3 KW @ 300	, AC	ABC E,	\$13.00	(Roslin)	S. Wentzloff
WSNX-F,	104.5,	32 KW @ 620	, CHR	UNIPWR,	\$32.00	(Banner)	T. Achterhoff
							Federated
							Goodrich
							J. Scarpelli

MYRTLE BEACH, SC

MSA Rank/Pop: NA
 ARB Rank/Pop: 184/154,100
 Market TSL: 24.75
 Average Person Rating: 18.0

Diaries: 391/394:1
 Sample Target: 360
 % Below Line: 10.4
 % Not Listed: 23.8

Retail \$: 1.7 Bil
 FM Share: 92.42%
 Stations: 18/12

12+ METRO	1/4/SHARE	FAL	SPG	FAL	SPG	METRO	METRO CUME RATING			B I R C H		
		89	89	85	88	CUME	890	889	888	SHH	ACH	CUME
1. WBPR-F	40/14.4		12.8			509	33.0	18.2				
2. WJYR-F	32/11.6		11.8			253	16.4	17.3				
3. WYAV-F	28/10.1		17.2			375	24.3	39.4				
4. WKZQ-F	27/ 9.7		9.9			212	13.8	16.5				
5. WYAK-F	24/ 8.7		7.4			243	15.8	15.5				
6. WNMB-F	15/ 5.4		3.4			134	8.7	9.8				
7. WVBX	10/ 3.6		---			101	6.6	---				
8. WZFX-F	9/ 3.2		2.0			159	10.3	5.1				
9. WSYN-F	6/ 2.2		1.5			116	7.5	7.1				
WGNI-F	6/ 2.2		---			57	3.7	---				

12+ AM

1. WBPR-F
2. WYAV-F<
3. WJYR-F
4. WKZQ-F
5. WYAK-F

12+ MID

1. WBPR-F
2. WJYR-F<
3. WKZQ-F<
4. WYAV-F
5. WYAK-F

12+ PM

1. WBPR-F
2. WYAV-F<
3. WJYR-F<
4. WKZQ-F

12+ EVE

1. WBPR-F>
2. WYAV-F
3. WKZQ-F
4. WNMB-F
5. WJYR-F

ADULTS 18-34

1. WBPR-F<
2. WKZQ-F<
3. WYAV-F>

ADULTS 25-54

1. WBPR-F
 2. WKZQ-F
 3. WYAK-F
- WYAV-F

ADULTS 35-64

1. WJYR-F<
2. WYAK-F<
3. WBPR-F>

MEN 25-54

1. WKZQ-F>
2. WBPR-F
- WYAK-F
4. WNMB-F

WOMEN 25-54

1. WBPR-F>
2. WYAV-F>
3. WJYR-F
- WYAK-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBIG	1330	Conway	.7/5.6
WGTN	1400	Georgetown	.7/2.2
WGIN-F	100.9	Andrews/Georgetown	.4/2.9
WJXY	1050	Conway	.7/5.3
WHLZ-F	92.5	Manning	.7/4.1
WVDM-F	101.3	Sumter	.7/5.2
WXLY-F	102.5	N Charlstn/Charlstn	.4/1.6
WXTG-F	96.9	Charleston	.7/3.5

RADIO STATIONS

WVBX,	1470,	1 KW (DAYS)	, Black	SBN, \$ 8.00	(---)	(GEORGETOWN)	R. Swinton
WBPR-F,	97.7,	50 KW @ 497	, CHR	, \$32.00	(---)	(GEORGETOWN)	T. Watts
WJYR-F,	92.1,	6 KW @ 300	, EZ	UNIULT, \$28.00	(Mc-Guild)		T. Hirsch
WKZQ-F,	101.7,	38 KW @ 650	, CHR	, \$20.00	(Southern)		B. Hennecy
WNMB-F,	105.5,	3 KW @ 335	, AC	ABC I, \$18.00	(Dora)		M. Sedota
WSYN-F,	106.5,	50 KW @ 330	, CHR	, \$ NA	(Keystone)	(GEORGETOWN)	R. Simpkins
WYAK-F,	103.1,	6 KW @ 325	, Country	MBS, \$25.00	(Christal)	(SURFSIDE)	G. Morris
WYAV-F,	104.1,	100 KW @ 660	, CHR	, \$29.00	(---)	(CONWAY)	T. Atkinson

WGNI -- see Wilmington in Spring 90 edition
 WZFX -- see Fayetteville in Spring 90 edition

NAPLES-MARCO ISLAND, FL

MSA Rank/Pop: 265/137,500
 ARB Rank/Pop: 214/118,200
 Market TSL: 24.25
 Average Person Rating: 17.8

Diaries: 308/384:1
 Sample Target: 310
 % Below Line: 74.5
 % Not Listed: 23.3

Retail \$: 1.3 Bil
 FM Share: 86.96%
 Stations: 13/5

12+ METRO	1/4 SHARE	FAL		SPG		METRO CUME	METRO CUME RATING			B I R C H		
		\$9	\$9	\$9	\$9		\$99	\$99	\$99	SHR	ADZ	CLY
1. WAVV-F	26/12.4		8.5		8.7	253	21.4	15.7	11.2			
2. WRXK-F	25/11.9		8.5		8.7	201	17.0	15.8	13.9			
3. WCVU-F	24/11.4		10.9		17.4	288	24.4	23.8	26.1			
4. WCKT-F	17/ 8.1		1.5		1.3	163	13.8	5.2	5.0			
5. WIXI-F	15/ 7.1		10.0		8.1	196	16.6	19.4	14.6			
6. WNOG	12/ 5.7		10.4		10.1	153	12.9	16.5	15.9			
7. WSGL-F	11/ 5.2		4.0		2.0	117	9.9	13.8	8.4			
8. WZOR	9/ 4.3		5.0		9.4	69	5.8	3.9	7.7			
WINK-F	9/ 4.3		8.0		5.4	171	14.5	14.6	16.1			
10. WLAZ-F	8/ 3.8		6.0		6.0	162	13.7	17.7	16.9			

12+ AM

1. WRXK-F<
2. WCVU-F
3. WNOG <
4. WAVV-F

12+ MID

1. WAVV-F
2. WCVU-F<
3. WRXK-F>
4. WIXI-F

12+ PM

1. WAVV-F
2. WCVU-F
- WRXK-F
4. WIXI-F

12+ EVE

1. WAVV-F
- WRXK-F>
3. WCVU-F
4. WNOG

ADULTS 18-34

1. WRXK-F>>
2. WAVV-F
3. WCKT-F
4. WSGL-F
- WINK-F

ADULTS 25-54

1. WRXK-F
2. WAVV-F>
3. WSGL-F
4. WCKT-F

ADULTS 35-64

1. WAVV-F>
2. WCKT-F
- WCVU-F
4. WIXI-F

MEN 25-54

1. WRXK-F>>
2. WCKT-F>
3. WSGL-F
- WAVV-F

WOMEN 25-54

1. WAVV-F>
2. WSGL-F
3. WZOR
4. WCKT-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCOO-F	98.3	Immokalee/Naples	.5/6.5
WHEW-F	101.9	Ft. Myers/Naples	.5/4.8
WOLZ-F	95.3	Ft. Myers/Naples	1.4/7.4

RADIO STATIONS

WNOG,	1270,	5 KW/2.5 KW (DA-N),	News/Talk	CBS MBS, \$21.00	(Christal)	Palmer	S. Shannon
WZOR,	1490,	1 KW	Hispanic	CRC, \$12.00	(Caballero)		M. Ritchey
WCOO-F,	98.3,	1 KW @ 500	AC	SMN, \$14.00	(Roslin)		C. Haley
WLAZ-F,	93.5,	3 KW @ 300	CHR	, \$18.00	(Roslin)	Hartstone/Dickstein	S. Roberts
WSGL-F,	103.1,	2 KW @ 380	AC/Oldies	, \$22.00	(Banner)	Timm	B. Michael

Other ranked stations -- See Ft. Myers

NEW BEDFORD-FALL RIVER, MA

MSA Rank/Pop: 231/167,200
 ARB Rank/Pop: 84/418,900
 Market TSL: 25.0
 Average Person Rating: 18.9

Diaries: 490/855:1
 Sample Target: 400
 % Below Line: 69.0
 % Not Listed: 11.9

Retail \$: 4.0 Bill
 FM Share: 78.88 %
 Stations: 33/7

	12+ METRO	12+ SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME 89	RATING 88	B	I	R	C	H
										SHR	ACH			CUME
1. WPRO-F	69/8.7		7.9	10.2	10.1	15.5	1064	25.4	24.7	33.6	9.3	71		1128
2. WFHN-F	57/7.2		6.0	3.8	---	---	471	11.2	8.8	---	8.9	68		607
3. WSNE-F	49/6.2		4.3	2.4	4.9	3.1	621	14.8	8.4	12.7	4.7	36		439
4. WBSM	48/6.1		4.8	6.6	5.9	2.1	359	8.6	10.0	6.2	6.2	47		552
5. WHJY-F	48/6.1		7.4	9.4	8.6	9.0	725	17.3	18.9	17.2	9.6	73		961
6. WWBB-F	42/5.3		5.4	5.8	4.1	6.6	676	16.1	12.1	13.8	3.8	29		461
7. WCTK-F	38/4.8		2.9	5.0	7.4	4.1	483	11.5	12.9	13.2	3.8	29		300
8. WWLI-F	34/4.3		5.5	4.0	3.4	3.3	473	11.3	8.0	8.9	3.0	23		342
9. WPIM-F	31/3.9		4.3	2.1	3.4	2.7	398	9.5	5.9	5.7	2.9	22		228
10. WJTB-F	26/3.3		2.1	1.6	2.2	1.3	218	5.2	4.7	3.4	.9	7		118

12+ AM

1. WPRO-F
2. WSNE-F<
3. WBSM
4. WFHN-F
5. WCTK-F
WWBB-F

12+ MID

1. WSNE-F<
2. WFHN-F
3. WPRO-F<
4. WWBB-F<
5. WHJY-F

12+ PM

1. WFHN-F<
2. WPRO-F
3. WSNE-F
4. WHJY-F<
5. WBSM

12+ EVE

1. WPRO-F
2. WBSM
3. WPIM-F<
4. WFHN-F
WHJY-F

ADULTS 18-34

1. WPRO-F
2. WHJY-F
3. WFHN-F>
4. WCTK-F
WZLX-F

ADULTS 25-54

1. WSNE-F<
2. WFHN-F
3. WPRO-F
WWBB-F<
5. WWLI-F
6. WCTK-F

ADULTS 35-64

1. WSNE-F
2. WWBB-F
3. WBSM
WWLI-F
5. WCTK-F

MEN 25-54

1. WWBB-F>
2. WWLI-F
3. WWRX-F<
4. WFHN-F
WPRO-F

WOMEN 25-54

1. WSNE-F>
2. WFHN-F
3. WPRO-F>
4. WWLI-F
5. WCTK-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WARA	1320	Attleboro	.5/3.2
WHTB	1400	Fall River	.6/2.3
WNBH	1340	New Bedford	1.9/4.6
WAAF-F	107.3	Worcester/Boston	1.9/4.8
WBCN-F	104.1	Boston	.9/5.3
WBRU-F	95.5	Providence	2.5/5.5
WBZ	1030	Boston	2.4/6.5
WCRB-F	102.5	Waltham/Boston	.5/2.3
WEEI	590	Boston	.4/2.1
WHDH	850	Boston	.6/2.8
WHIM	1110	Providence	2.4/4.5
WHJJ	920	Providence	.8/3.8
WMJX-F	106.7	Boston	.8/2.8
WODS-F	103.3	Boston	2.9/10.5
WPRO	630	Providence	2.9/6.2
WQRC-F	99.9	Barnstable/Hyannis	1.0/3.3
WROR-F	98.5	Boston	.9/2.9
WVBF-F	105.7	Framingham/Boston	.6/3.5
WVKX-F	106.3	Woonsocket	1.3/4.8
WVRX-F	103.7	Westerly/Providence	1.4/6.6
WXKS-F	107.9	Medford/Boston	.9/6.8
WZLX-F	100.7	Boston	2.4/5.5
WZOU-F	94.5	Boston	1.6/8.9

RADIO STATIONS

WBSM,	1420,	5 KW/1 KW (DA-1),	Talk	NBC,	\$22.00	(Christal)	Hartstone/Dickstein	S. Bogue
WNBH,	1340,	1 KW	, AC	ABC E,	\$15.00	(Torbet)	Hall	C. Lodge
WFHN-F,	107.1,	3 KW @ 370	, CHR	,	\$27.00	(Christal)	Hartstone/Dickstein	S. Bogue
							(FAIRHAVEN)	

Other ranked stations -- see Boston or Providence in Spring 90 edition

NEW LONDON, CT

MSA Rank/Pop: 174/249,800
 ARB Rank/Pop: 149/213,800
 Market TSL: 22.5
 Average Person Rating: 17.0

Diaries: 438/488:1
 Sample Target: 400
 % Below Line: 62.5
 % Not Listed: 16.5

Retail \$: 2.0 Bill
 FM Share: 82.57%
 Stations: 25/7

12+ METRO	1/11/90	FAL	SPG	FAL	SPG	METRO	METRO CUME	CUME	RATING	B	I	R	C	H
		89	89	88	88	CUME	897	889	888	SHR	SCW			CUME
1. WQGN-F	66/18.1		15.1		17.6	763	35.7	33.5	32.3	17.9	70			758
2. WTYD-F	38/10.4		5.4		7.1	448	21.0	15.6	18.4	7.2	28			357
WWRX-F	38/10.4		9.7		12.4	527	24.6	22.3	26.6	10.5	41			696
4. WCTY-F	37/10.2		8.0		12.9	414	19.4	18.7	21.4	11.5	45			437
5. WVVE-F	14/ 3.8		3.7		3.8	233	10.9	10.4	10.4	3.6	14			253
6. WFAN	10/ 2.7		.9		---	146	6.8	3.7	---	2.3	9			176
7. WICH	9/ 2.5		5.1		6.8	147	6.9	11.4	10.1	3.8	15			205
WTIC	9/ 2.5		3.4		2.6	143	6.7	6.0	8.6	1.3	5			78
9. WAAF-F	8/ 2.2		3.1		.9	126	5.9	5.6	4.9	3.3	13			201
WKSS-F	8/ 2.2		2.0		.9	181	8.5	8.0	2.9	2.8	11			154

12+ AM

1. WQGN-F>
2. WCTY-F
3. WTYD-F<
4. WWRX-F
5. WFAN

12+ MID

1. WQGN-F
2. WTYD-F<
3. WWRX-F
4. WCTY-F

12+ PM

1. WQGN-F>>
2. WWRX-F
3. WCTY-F<
4. WTYD-F

12+ EVE

1. WQGN-F>>
2. WCTY-F>
3. WTYD-F
- WWRX-F

ADULTS 18-34

1. WQGN-F>
2. WWRX-F>>
3. WCTY-F

ADULTS 25-54

1. WQGN-F
2. WTYD-F
3. WWRX-F
4. WCTY-F

ADULTS 35-64

1. WTYD-F>
2. WCTY-F<
3. WQGN-F>
4. WWRX-F

MEN 25-54

1. WQGN-F
2. WCTY-F<
3. WWRX-F
4. WTYD-F
5. WVVE-F

WOMEN 25-54

1. WTYD-F<
2. WQGN-F>
3. WWRX-F>
4. WCTY-F
- WVVE-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WNLC	1510	New London	1.4/7.4
WSUB	980	Groton/Nw London	1.4/7.5
WCBS	880	New York	1.6/7.1
WCCC-F	106.9	Hartford	1.6/5.2
WDRC-F	102.9	Hartford	1.6/3.4
WERI	1230	Westerly	1.1/2.6
WHCN-F	105.9	Hartford	1.9/8.0
WHJY-F	94.1	Providence	1.4/3.3
WILI-F	98.3	Willimantic	1.6/5.5
WNEW	1130	New York	.8/2.0
WOR	710	New York	.5/2.2
WPLR-F	99.1	New Haven	.5/4.3
WRCH-F	100.5	New Britain/Hrtfrd	.5/3.3
WTIC-F	96.5	Hartford	1.6/4.8
WVYZ-F	92.5	Waterbury/Hartford	.5/2.1

RADIO STATIONS

WICH,	1310,	5 KW (DA-2)	, AC	, \$ NA (Torbet)	Hall	(NORWICH)	R. Reed
WNLC,	1510,	10 KW/5 KW (DA-2)	, MOR/Oldies	CBS, \$ NA (Mc-Guild)			R. Elder
WSUB,	980,	1 KW/72 W	, Talk	ABC D, \$ NA (Eastman)	Hartstone/Dickstein	(GROTON)	G. Delmonaco
WCTY-F,	97.3,	3 KW @ 300	, Country	ABC FM, \$ NA (Torbet)	Hall	(NORWICH)	R. Reed
WQGN-F,	105.5,	3 KW @ 275	, CHR	, \$ NA (Eastman)	Hartstone/Dickstein	(GROTON)	G. Delmonaco
WTYD-F,	100.9,	3 KW @ 328	, EZ/Soft AC	, \$ NA (Mc-Guild)			R. Elder
WVVE-F,	102.3,	3 KW @ 280	, AC	APR, \$25.00 (HNWH)		(STONINGTON)	D. Quinn

Other ranked stations -- see Providence, Boston, New York or Hartford in Spring 90 edition

NEWBURGH - MIDDLETOWN, NY

MSA Rank/Pop: N/A
 ARB Rank/Pop: 137/239,700
 Market TSL: 23.75
 Average Person Ratings: 18.0

Diaries: 453/529:1/46.5%
 Sample Target: 400
 % Below Line: 91.2%
 % Not Listed: 12.5%

Retail \$: 2.03
 FM Share: 78.5%
 Stations: 32/5

12+ METRO	1/4/SHARE	SPG 89	SPG 88	METRO CUME	METRO CUME 89	RATING 88
1. WHUD-F	54/12.5	15.5		472	19.7	23.3
2. WSPK-F	53/12.3	11.4		688	28.7	27.6
3. WPDH-F	45/10.4	11.0		555	23.2	22.8
4. WCBS	22/ 5.1	2.1		312	13.0	9.6
5. WCBS-F	21/ 4.9	2.7		236	9.8	8.3
6. WRKS-F	16/ 3.7	1.4		179	7.5	3.2
7. WABC	15/ 3.5	2.5		262	10.9	8.4
8. WGNV-F	12/ 2.8	4.8		84	8.6	13.2
WNEW-F	12/ 2.8	1.6		113	9.1	7.9
10. WOR	10/ 2.3	.5		110	4.6	2.8
WQHT-F	10/ 2.3	1.1		148	6.2	5.5

12+ AM	12+ MID	12+ PM	12+ EVE
1. WHUD-F>	1. WHUD-F	1. WSPK-F	1. WSPK-F>
2. WSPK-F>	2. WPDH-F	2. WHUD-F<	2. WRKS-F
3. WPDH-F	3. WSPK-F	3. WPDH-F>	3. WPDH-F
4. WCBS	4. WCBS-F	4. WRKS-F	4. WCBS
5. WCBS-F	5. WCBS	5. WCBS	5.

ADULTS 18-34

1. WSPK-F
2. WPDH-F>>
- 3.
- 4.
- 5.

ADULTS 35-54

1. WPDH-F>
2. WCBS-F
3. WSPK-F
4. WHUD-F
- 5.

ADULTS 35-64

1. WHUD-F>
2. WCBS-F
3. WPDH-F
- 4.
- 5.

MEN 25-54

1. WPDH-F>
2. WCBS-F>
3. WSPK-F
4. WABC
5. WXRK-F
WFAN

WOMEN 25-54

1. WHUD-F
2. WSPK-F
3. WGNV-F
4. WPAT-F
5. WCBS-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WALL	1340	Middletown	1.4/7.6	WPAT-F	93.1	Paterson	.5/2.7
WGNV	1220	Newburgh	1.2/3.5	WPLJ-F	95.5	New York	1.2/7.6
WKOJ-F	92.7	Middletown	1.4/11.3	WQCD-F	101.9	New York	.7/2.7
WTBQ	1110	Warwick	.9/2.9	WQXR-F	96.3	New York	.9/3.0
WBNR	1260	Beacon/Newbgh.	2.1/4.6	WRNQ-F	92.1	Poughkeepsie	.7/2.8
WCZX-F	97.7	New York	2.1/4.2	WRWD-F	107.3	Poughkeepsie	1.2/4.7
WFAN	660	New York	1.6/10.1	WWWK-F	99.3	Ellenville	.7/3.5
WHTZ-F	100.3	Newark/New York	2.1/8.7	WXRK-F	92.5	New York	1.6/5.4
WLTW-F	106.7	New York	1.6/3.9	WYNY-F	103.5	Lk. Success	1.2/4.1
WNCN-F	104.3	New York	.7/3.4				
WNEW	1130	New York	.7/4.7				
WNSR-F	105.5	New York	.5/4.4				

RADIO STATIONS

WALL, 1340, 1 KW , MOR/FULL SER. UPI MBS , \$ 30.00 (Katz) (MIDDLETOWN) S. MacWilliams
 WGNV-F, 103.1, 3 KW @ 275, AC , \$ N/A (---) (NEWBURGH) K. Gugliemi
 WKOJ-F, 92.7, 3 KW @ 300, AOR UPI , \$ 36.00 (Katz) (MIDDLETOWN) S. MacWilliams

OTHER RANKED STATIONS: See New York in Spring 1990 edition or Poughkeepsie in this edition.

NORTHWEST MICHIGAN

(Traverse City - Petoskey - Charlevoix)

MSA Rank/Pop: NA
 ARB Rank/Pop: 228/105,100
 Market TSL: 24.25
 Average Person Rating: 18.1

Diaries: 451/233:1
 Sample Target: 290
 % Below Line: 5.2
 % Not Listed: 19.5

Retail \$: 0.9 Bill
 FM Share: 94.12%
 Stations: 15/13

12+ METRO	1/4/SHARE	FAL		SPG		METRO CUME	METRO CUME RATING			B I R C H		
		89	88	89	88		599	589	588	SHR	ADP	CLME
1. WKHQ-F	27/14.2			18.2		378	36.0	43.6	37.3	14.5	18	279
2. WTCM-F	25/13.2			14.1		208	19.8	23.8	19.2	1.6	2	72
3. WMBN-F	23/12.1			13.5		235	22.4	23.0	17.3	8.1	10	146
4. WKLT-F	19/10.0			4.7		227	21.6	15.4	10.6	2.4	3	79
5. WLDR-F	9/ 4.7			8.3		144	13.7	19.1	13.1	---	---	---
6. WJML-F	7/ 3.7			5.2		133	12.7	16.9	12.9	3.2	4	155
WKPK-F	7/ 3.7			5.2		156	14.8	21.9	17.0	11.3	14	232
WLTO-F	7/ 3.7			1.6		114	10.8	6.6	---	8.1	10	93
WGFM-F	7/ 3.7			2.1		77	7.3	4.0	---	13.7	17	195
10. WCCW-F	6/ 3.2			4.2		115	10.9	13.1	13.9	---	---	---
WMKC-F	6/ 3.2			2.1		68	6.5	5.7	5.7	9.7	12	136

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WKHQ-F	1. WTCM-F	1. WKHQ-F	1. WKLT-F>>
2. WTCM-F	2. WMBN-F	2. WKLT-F	2. WKHQ-F
3. WMBN-F	3. WKHQ-F	3. WTCM-F	WTCM-F
4. WKLT-F	4. WKLT-F	4. WMBN-F	4. WMB-F

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. WKHQ-F	1. WTCM-F	1. WTCM-F	1. WTCM-F>	1. WKHQ-F>
WKLT-F>	2. WKHQ-F	2. WMBN-F>	2. WKLT-F	2. WMBN-F
3. WTCM-F>	3. WKLT-F	3. WKHQ-F	3. WKHQ-F	WTCM-F
4. WGFM-F	4. WMBN-F	4. WLDR-F	4. WLDR-F	4. WKLT-F

OTHER LISTED STATIONS/METRO SHARE & CUME RATING

WCCW	1310	Traverse City	1.1/3.9
WTCM	580	Traverse City	2.6/6.0
WWPZ	1340	Petoskey	1.1/2.9
WMJZ-F	95.3	Gaylord	.5/3.2

RADIO STATIONS

WTCM,	580,	5 KW/500 W (DA-2) ,	Talk	ABC I MBS, \$12.00	(Katz)	(TRAVERSE CITY)	R. Biederman
WCCW-F,	92.1,	3 KW @ 251	, AC	ABC E, \$14.00	(Durpetti)	(TRAVERSE CITY)	H. Payne
WMKC-F,	102.9,	100 KW @ 370	, Country	ABC E ABC I, \$12.00	(Patt)	(ST. IGNACE)	E. Huse
WJML-F,	98.9,	100 KW @ 800	, Soft AC	ABC D, \$15.00	(HNWH)	(PETOSKEY)	C. Carey
WKHQ-F,	105.9,	100 KW @ 922	, CHR	ABC C, \$23.00	(Mc-Guild)	Midwest Family (CHARLEVOIX)	T. Moore
WKLT-F,	97.5,	32 KW @ 617	, AOR	ABC R, \$15.00	(Banner)	(KALKASKA)	R. Box
WKPK-F,	106.7,	100 KW @ 570	, CHR	UNIPWR, \$12.00	(Patt)	(GAYLORD)	J. DeGroot
WLDR-F,	101.9,	100 KW @ 590	, AC	UNIULT, \$14.00	(K & P)	(TRAVERSE CITY)	D. Wiitala
WLTO-F,	103.9,	28 KW @ 663	, Country	SOURCE, \$12.00	(Patt)	(HARBOR SPG)	
WMBN-F,	96.3,	100 KW @ 980	, EZ	MBS, \$18.00	(Christal)	(PETOSKEY)	P. MacDonald
WTCM-F,	103.5,	100 KW @ 1000	, Country	ABC I, \$19.00	(Katz)	(TRAVERSE CITY)	R. Biederman
WGFM-F,	105.1,	100 KW @ 700	, Classic AOR	UNIPWR, \$11.00	(Mich. Spot)	(CHEBOYGAN)	D. Reynolds

ODESSA--MIDLAND, TX

MSA Rank/Pop: 314/109,200 (Midland)
 291/122,400 (Odessa)
 ARB Rank/Pop: 159/194,300
 Market TSL: 25.0
 Average Person Rating: 18.1

Diaries: 465/418:1

Sample Target: 400
 % Below Line: 0.0
 % Not Listed: 10.5

Retail \$: 2.6 Bil

FM Share: 79.94%
 Stations: 16/16

12+ METRO	1/4/SHARE	FAL		SPG		METRO CUME	METRO CUME RATING			B I R C H		
		89	89	88	88		597	589	588	SHR	ACH	CUME
1. KNFM-F	44/12.5	14.2	17.0		10.3	481	24.8	29.8	21.4	19.9	66	539
2. KBAT-F	39/11.1	8.7	9.6		8.3	365	18.8	20.1	19.2	13.6	45	463
3. KCHX-F	38/10.8	11.8	6.0			436	22.4	12.7		22.0	73	525
4. KGEE-F	34/ 9.7	5.0	6.3			327	16.8	11.4	16.3	7.8	26	269
5. KODM-F	26/ 7.4	16.1	13.4		16.1	310	16.0	23.1	29.6	10.2	34	475
6. KCRS-F	21/ 6.0	3.4	5.5		7.8	95	10.2	13.9	13.3	2.4	8	167
7. KOZA	20/ 5.7	3.4				133	6.8			3.6	12	132
8. KMGP-F	18/ 5.1	6.2	9.9		13.5	225	11.6	26.1	24.4	5.1	17	287
KQIP-F	18/ 5.1	5.0	4.7		2.9	237	12.2	11.0	9.8	3.0	10	172
10. KWEL	17/ 4.8	1.9				107	5.5					

12+ AMD

1. KNFM-F>
2. KCHX-F
- KGEE-F
4. KBAT-F

12+ MID

1. KNFM-F<
2. KBAT-F<
3. KGEE-F
4. KCHX-F

12+ PMD

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

12+ EVE

1. KBAT-F
2. KCHX-F>
3. KGEE-F
- KNFM-F
- KOZA

ADULTS 18-34

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

ADULTS 25-54

1. KNFM-F
2. KGEE-F<
3. KBAT-F
4. KODM-F

ADULTS 35-64

1. KGEE-F<
2. KNFM-F>
3. KCRS-F
4. KODM-F

MEN 25-54

1. KBAT-F>
2. KNFM-F<
3. KWEL >
4. KGEE-F

WOMEN 25-54

1. KNFM-F
2. KGEE-F<
3. KODM-F>
4. KMGP-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCRS	550	Midland/Odessa	1.4/4.9
KIOL-F	100.3	Lamesa	1.7/2.4
KJBC	1150	Midland	2.3/2.8
KKKK-F	99.1	Odessa/Midland	2.0/10.1
KMND	1510	Midland	2.3/3.3
KNDA	1000	Odessa	1.4/4.6

RADIO STATIONS

KOZA,	1230,	1 KW	,	Hispanic	MBS, \$13.00	(Roslin)	P. Almanza
KWEL,	1070,	2.5 KW (DAYS)	,	Hispanic	\$11.00	(Lotus)	B. Hicks
KBAT-F,	93.3,	100 KW @ 440	,	AOR	\$19.00	(Republic)	B. Hicks
KCHX-F,	106.7,	100 KW @ 679	,	CHR	\$18.00	(---)	T. Allred
KCRS-F,	103.3,	100 KW @ 920	,	AC	\$15.00	(Mc-Guild)	P. Humes
KGEE-F,	99.9,	100 KW @ 500	,	Country	MBS, \$19.00	(Katz)	J. Lovell
KKKK-F,	99.1,	100 KW @ 410	,	Religion	\$10.00	(---)	P. George
KMGP-F,	102.1,	100 KW @ 976	,	AC	\$16.00	(Christal)	M. Deardorf
KNFM-F,	92.3,	100 KW @ 984	,	Country	ABC E, \$24.00	(Banner)	B. Bunch
KODM-F,	97.9,	100 KW @ 360	,	AC	UNIPWR, \$17.00	(HNWH)	B. Gruber
KQIP-F,	96.9,	100 KW @ 420	,	Oldies	SMN, \$15.00	(---)	R. Eisner

OWENSBORO, KY

MSA Rank/Pop: 332/88,400
 ARB Rank/Pop: 254/71,400
 Market TSL: 22.25
 Average Person Rating: 16.7

Diaries: 305/234:1
 Sample Target: 250
 % Below Line: 47.2
 % Not Listed: 9.2

Retail \$: 0.7 Bill
 FM Share: 87.96%
 Stations: 7/3

12+ METRO	1/4/SHARE	FAL		SPG		METRO CUME	METRO CUME RATING			B I R C H		
		89	89	88	88		500	500	500	500	500	500
1. WBKR-F	44/37.0		31.2		35.2	397	55.6	50.8	49.7			
2. WSTO-F	33/27.7		33.9		34.3	312	43.7	45.7	46.1			
3. WKDQ-F	13/10.9		7.3		5.6	145	20.3	15.5	17.0			
4. WVJS	10/ 8.4		10.1		5.6	172	24.1	29.8	26.3			
5. WOMI	3/ 2.5		1.8		2.8	55	7.7	9.7	10.8			
WGBF-F	3/ 2.5		.9		3.7	38	5.3	5.9	6.6			
7. WIKY-F	2/ 1.7		7.3		6.5	37	5.2	10.6	13.5			

12+ AM

1. WBKR-F>>
2. WKDQ-F>>
3. WVJS
4. WKDQ-F

12+ MID

1. WBKR-F>>
2. WSTO-F>
3. WKDQ-F>
4. WVJS

12+ PM

1. WBKR-F<
2. WSTO-F>>
3. WKDQ-F>

12+ EVE

1. WSTO-F>>
2. WBKR-F>>

ADULTS 18-34

1. WSTO-F>>
2. WBKR-F>>

ADULTS 35-54

1. WBKR-F>>
2. WSTO-F<
3. WKDQ-F>

ADULTS 35-64

1. WBKR-F>>
2. WKDQ-F
3. WVJS

MEN 25-54

1. WBKR-F>>
2. WKDQ-F
3. WSTO-F

WOMEN 25-54

1. WBKR-F>>
2. WSTO-F>
3. WKDQ-F>

OTHER RATED STATIONS/METRO SHARE & CUME RATING

RADIO STATIONS

WOMI,	1490	1 KW	,	Country	NBC UNISUP, \$12.00	(Katz)	
WVJS,	1420,	5 KW/1 KW (DA-2),	MOR		ABC C, \$19.00	(Republic)	G. Exline L. Norcia

Other ranked stations -- see Evansville in Spring 90 edition

PALM SPRINGS, CA

MSA Rank/Pop: NA
 ARB Rank/Pop: 186/153,300
 Market TSL: 25.50
 Average Person Ratings: 19.3

Diaries: 346/443:1/44.5%
 Sample Target: 350
 % Below Line: 1.4
 % Not Listed: 14.9

Retail \$: NA
 FM Share: 74.60%
 Stations: 17/15

12+ METRO	12+ SHARE	PAL		SPG		METRO CUME	METRO CUME RATING			B I R C H		
		89	89	88	88		999	889	888	SHR	ACH	CUME
1. KPSI-F	42/14.2	11.3	6.9	9.7	6.6	87	26.7	18.1	20.3	21.2	57	528
2. KBZT-F	34/11.5	7.6	4.3	4.1	5.4	179	11.7	8.1	10.3	4.8	13	172
3. KWXY-F	24/ 8.1	10.5	7.6	9.7	12.0	192	12.5	13.5	18.7	6.7	18	144
4. KPIM-F	22/ 7.4	5.9	7.9	12.7	6.2	238	15.5	16.4	17.3	4.8	13	144
KCLB	22/ 7.4	5.5	3.6	3.0	3.3	153	10.0	7.2	7.8	7.1	19	261
6. KCHV-F	20/ 6.8	5.0	7.6	5.2	8.7	202	6.8	7.6	8.7	7.8	21	224
7. KCMJ-F	19/ 6.4	10.5	9.7	14.9	12.4	134	19.9	21.2	19.0	7.4	8	145
8. KDES-F	18/ 6.1	5.9	7.9	4.5	8.7	239	15.6	19.1	23.4	4.8	13	294
9. KUNA	12/ 4.1	7.1	11.2	4.1	7.9	137	8.9	10.1	10.3	6.7	18	233
KCMJ	12/ 4.1	2.5	6.5	6.0	4.1	134	8.7	8.8	9.7	3.0	20	341

12+ AMD

1. KBZT-F
2. KPSI-F
3. KWXY-F
4. KPIM-F
5. KCHV-F

12+ MID

1. KBZT-F
2. KPSI-F
3. KCHV-F
4. KPIM-F
5. KWXY-F

12+ PMD

1. KUNA
2. KBZT-F>
3. KPIM-F
- KWXY-F
5. KCHV-F
- KCLB

12+ EVE

1. KPSI-F>
2. KCMJ-F>
3. KCLB
4. KPIM-F
5. KBZT-F

ADULTS 18-34

1. KPSI-F
2. KCHV-F
- KCLB
- KPIM-F
5. KCMJ-F

ADULTS 25-54

1. KPIM-F
2. KPSI-F<
3. KCHV-F
4. KDES-F
- KWXY-F

ADULTS 35-64

1. KBZT-F>
2. KPSI-F
3. KPIM-F
4. KDES-F

MEN 25-54

1. KCHV-F>
2. KDES-F
- KPIM-F
4. KPSI-F>

WOMEN 25-54

1. KPIM-F
2. KPSI-F>
3. KCLB
- KDES-F
5. KWXY-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KDES	920	Palm Springs	1.7/4.1
KEZN-F	103.1	Palm Desert	1.7/4.6
KNWZ	1270	Palm Desert	1.0/5.5
KPSI	1450	Palm Springs	2.0/5.7
KWXY	1340	Cathedral City	1.4/4.5
KBIG-F	104.3	Los Angeles	0.7/2.7
KRTH-F	101.1	Los Angeles	0.7/3.7

RADIO STATIONS

KCLB, 970, 5 KW/1 KW (DA-2), HISPANIC	, \$ 16.00 (Katz Hisp.)	(COACHELLA)	S. Gorges
KCMJ, 1140, 10 KW/2.5 KW (DA-N), COUNTRY	CBS, \$ 15.00 (McGuild)		S. Kiner
KBZT-F, 96.7, 650 W @ 580, NOSTALGIA	CNN, UNISUP, \$ 16.00 (K & P)	(LA QUINTA)	J. Banoczi
KCHV-F, 93.7, 50 KW @ -225, CLASSIC AOR	, \$ 26.00 (Republic)	(COACHELLA)	R. Osterburg
KCMJ-F, 92.7, 3 KW @ 300, AC	CBS, \$ 28.00 (McGuild)	(INDIO)	S. Kiner
KDES-F, 104.7, 42 KW @ 540, AC	UNIULT, \$ 29.00 (HNWH)		J. Tourtelot
KPIM-F, 106.1, 50 KW @ 392, SOFT AC	APR, \$ 26.00 (Katz)		J. Kaye
KPSI-F, 100.5, 3 KW @ 300, CHR	ABC I, \$ 23.00 (Christal)		R. Supple
KWXY-F, 98.5, 50 KW @ 500, EZ/BTFL	, \$ 19.00 (Eastman)		G. Barnett

PANAMA CITY, FL

MSA Rank/Pop: 279/128,600
 ARB Rank/Pop: 221/111,700
 Market TSL: 22.5
 Average Person Rating: 17.1

Diaries: 332/336:1
 Sample Target: 300
 % Below Line: 6.7
 % Not Listed: 13.6

Retail \$: 0.9 Bil
 FM Share: 92.12%
 Stations: 10/9

12+ METRO	1/4/SHARE	FAL	SPG	FAL	SPG	METRO CUME	METRO CUME RATING			B I R C H		
		89	89	88	88		570	589	588	SHR	ACH	CUME
1. WPAP-F	43/22.5		21.2		13.5	364	32.6	33.1	24.8	27.3	48	446
2. WILN-F	30/15.7		12.5		8.1	363	32.5	17.8	16.8	11.9	21	256
3. WFSY-F	28/14.7		15.8		18.2	265	23.7	36.1	28.3	11.9	21	302
4. WPFM-F	19/ 9.9		15.2		25.7	339	30.3	29.2	36.1	20.5	36	407
5. WGNE	13/ 6.8		5.4		7.4	150	13.4	10.3	12.9	3.4	6	113
6. WDJR-F	11/ 5.8					133	11.9			5.1	9	87
7. WJST-F	7/ 3.7		4.9		6.8	94	8.4	10.5	13.1	3.4	6	144
8. WBKL-F	5/ 2.6					96	8.6			2.8	5	75
WPCF-F	5/ 2.6		3.8			69	6.2	8.0		1.1	2	89
10. WRBA-F	4/ 2.1		7.1		5.4	115	10.3	14.1	8.9	3.4	6	88

12+ AM

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

12+ MID

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

12+ PM

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

12+ EVE

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

ADULTS 18-34

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

ADULTS 25-54

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

ADULTS 35-64

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

MEN 25-54

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

WOMEN 25-54

1. WFSY-F
WPAP-F>>

OTHER LISTED STATIONS/METRO SHARE & CUME RATING

RADIO STATIONS

WGNE, 590, 1.7 KW/2.5 KW (DA-N), EZ	ABC I, \$11.00 (Torbet)	Woodfin	R. Sheffield
WBKL-F, 103.5, 100 KW @ 475 , Oldies	, \$10.00 (---)		
WFSY-F, 98.5, 100 KW @ 1089 , Oldies	ABC D, \$27.00 (Torbet)	Woodfin	(CALLAWAY)
WILN-F, 105.9, 50 KW @ 500 , CHR	, \$21.00 (Banner)	Bay	J. Broadus
WJST-F, 94.5, 100 KW @ 981 , Gospel	, \$10.00 (---)		(PORT ST JOE)
WPAP-F, 92.5, 100 KW @ 1230 , Country	, \$29.00 (Mc-Guild)		R. Kight
WPCF-F, 100.1, 2 KW @ 371 , Religion	, \$ 9.00 (---)		B. Bowman
WPFM-F, 107.9, 100 KW @ 840 , CHR	, \$19.00 (Christal)	Broadco	B. Underwood
WRBA-F, 95.9, 3 KW @ 305 , AC	UNISUP, \$10.00 (---)		(SPRINGFIELD)
			T. Dibacco

WDJR -- See Dothan

PARKERSBURG-MARIETTA, WV-OH

MSA Rank/Pop: 240/155,100
 ARB Rank/Pop: 201/129,100
 Market TSL: 19.25
 Average Person Rating: 14.0

Diaries: 353/366:1
 Sample Target: 330
 % Below Line: 2.5
 % Not Listed: 12.7

Retail \$: 1.0 B11
 FM Share: 83.54%
 Stations: 13/12

12+ METRO	1/4/SHARE	FAL	SPG	FAL	SPG	METRO CUME	METRO CUME RATING			B I R C H		
		89	89	88	88		590	589	588	SHR	ADW	CLME
1. WXIL-F	30/16.6		17.1		28.0	433	33.5	40.1	42.9			
2. WNUS-F	26/14.4		21.7		15.9	335	25.9	33.1	25.9			
WXKX-F	26/14.4		13.8		16.9	328	25.4	21.7	31.3			
4. WEYQ-F	23/12.7		6.9		8.5	288	22.3	20.8	19.7			
5. WDMX-F	20/11.0		1.8		---	286	22.2	4.1	---			
6. WKYG	11/ 6.1		6.0		4.2	176	13.6	12.9	12.1			
7. WADC	6/ 3.3		4.6		3.7	100	7.7	9.6	9.6			
8. WMOA	4/ 2.2		4.1		3.2	69	5.3	8.8	7.0			
WRRR-F	4/ 2.2		1.4		1.1	78	6.0	7.9	4.4			

12+ AM

1. WXIL-F<
2. WNUS-F
3. WXKX-F
4. WEYQ-F

12+ MID

1. WNUS-F
2. WXIL-F
3. WXKX-F<
4. WEYQ-F<
5. WDMX-F

12+ PM

1. WXIL-F<
2. WEYQ-F<
3. WDMX-F<
4. WXKX-F<
5. WNUS-F

12+ EVE

1. WXIL-F<
2. WEYQ-F
- WNUS-F>
4. WDMX-F
- WXKX-F

ADULTS 18-34

1. WXIL-F
2. WEYQ-F>
3. WNUS-F>
4. WDMX-F

ADULTS 35-54

1. WXIL-F<
2. WDMX-F
3. WXKX-F<
4. WNUS-F

ADULTS 45-64

1. WXKX-F>
2. WDMX-F
- WNUS-F>>
4. WXIL-F

MEN 25-54

1. WDMX-F
- WXIL-F
- WXKX-F
- WNUS-F>
5. WEYQ-F

WOMEN 25-54

1. WXIL-F<
2. WDMX-F
3. WXKX-F
4. WNUS-F
5. WKYG-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBRJ	910	Marietta/Parkrsbrg	1.1/3.3
WHCM-F	99.3	Parkersbrg/Marietta	.6/5.8
WLTP	1450	Parkersburg	1.7/3.1
WRZZ-F	106.1	Ravnswood/Prksbrg	1.1/3.2

RADIO STATIONS

WADC,	1050,	5 KW/143 W	,	Nostalgia	MBS CBS,	\$12.00	(Regional)		C. Dailey
WKYG,	1230,	1 KW (DA-1)	,	Country	ABC E,	\$13.00	(Mc-Guild)	Fritz	J. Fritz
WMOA,	1490,	1 KW	,	EZ	ABC I,	\$10.00	(Regional)	(MARIETTA)	J. Wharff
WDMX-F,	100.1,	2 KW @ 440	,	Oldies/AC	SMN,	\$15.00	(---)	(VIENNA)	
WEYQ-F,	94.3,	3 KW @ 300	,	Country	, \$14.00	(Katz)		(MARIETTA)	E. Judy
WNUS-F,	107.1,	2 KW @ 370	,	Country	, \$22.00	(Dome)	Somerset	(BELPRE, OH)	L. Petronio
WXIL-F,	95.1,	50 KW @ 500	,	CHR	, \$20.00	(Katz)	Burbach		K. McCall
WXKX-F,	103.1,	.7 KW @ 550	,	Country	ABC E,	\$18.00	(Mc-Guild)	Fritz	J. Fritz

PASCAGOULA-MOSS POINT, MS

MSA Rank/Pop: 277/129,400
 ARB Rank/Pop: 231/102,200
 Market TSL: 20.0
 Average Person Rating: 15.3

Diaries: 290/352:1
 Sample Target: 290
 % Below Line: 78.2
 % Not Listed: 20.5

Retail \$: 0.6 Bill
 FM Share: 97.58%
 Stations: 16/3

121 METRO	1/4/SHARE	FAL	SPG	FAL	SPG	METRO	METRO CUME RATING			B I R C H		
		B9	B9	B8	B8	CUME	B20	B99	B88	B20	B99	CUME
1. WKNN-F	27/17.3		16.4		15.2	363	35.5	28.3	23.1			
2. WBLX-F	18/11.5		5.8		4.0	176	17.2	12.4	9.7			
3. WQID-F	17/10.9		12.9		9.9	291	28.5	30.5	28.4			
4. WZKX-F	13/ 8.3		8.2		15.9	247	24.2	19.7	23.2			
5. WGUD-F	12/ 7.7		5.8		8.6	136	13.3	10.6	19.0			
6. WKKY-F	9/ 5.8		9.9		14.6	155	15.2	14.7	18.6			
7. WOSM-F	6/ 3.8		3.5		4.0	89	8.7	8.1	8.1			
8. WABB-F	4/ 2.6		2.9		2.6	116	11.4	14.0	14.0			
WAVH-F	4/ 2.6		7.0		4.0	116	11.4	14.5	8.3			

12+ AM

1. WKNN-F>>
2. WGUD-F
WQID-F
4. WZKX-F

12+ MID

1. WKNN-F>>
2. WQID-F
3. WGUD-F
WZKX-F

12+ PMD

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

12+ EVE

1. WBLX-F>>
2. WQID-F
WZKX-F
4. WKKY-F
WKNN-F

ADULTS 18-34

1. WQID-F<
2. WKNN-F
3. WBLX-F
WZKX-F
5. WKKY-F

ADULTS 25-34

1. WKNN-F>>
2. WQID-F
3. WGUD-F
WBLX-F

ADULTS 35-54

1. WKNN-F>>
2. WGUD-F
3. WBLX-F

MEN 25-54

1. WKNN-F>>
2. WBLX-F
WQID-F
WZKX-F

WOMEN 25-54

1. WKNN-F>
2. WGUD-F
WQID-F
4. WBLX-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGCM-F	102.3	Gulfport/Biloxi	1.3/7.9
WGDX-F	104.1	Atmore	1.3/7.5
WKRQ-F	99.9	Mobile	1.3/8.5
WQFX-F	96.7	Gulfport/Biloxi	.6/6.4
WRNO-F	99.5	New Orleans	.6/2.9
WWL	870	New Orleans	1.9/6.3
WXLS-F	107.1	Gulfport/Biloxi	1.9/6.6

RADIO STATIONS

WGUD-F,	106.3,	2.5 KW @ 350	, Country	UNISUP, \$15.00	(---)	G. Murphy
WKKY-F,	104.9,	3 KW @ 330	, Black	ABC R, \$14.00	(K & P)	R. Bunge
WOSM-F,	103.1,	3 KW @ 324	, Religion	, \$10.00	(---)	R. Cooper
						(OCEAN CITY)

Other ranked stations -- see Biloxi in this edition or Mobile in Spring 90 edition

POUGHKEEPSIE, NY

MSA Rank/Pop: 167/263,000
 ARB Rank/Pop: 145/221,800
 Market TSL: 23.0
 Average Person Ratings: 17.9

Diaries: 461/481:1
 Sample Target: 400
 % Below Line: 28.1
 % Not Listed: 16.6

Retail \$: 1.71 Bil
 FM Share: 77.95%
 Stations: 24/11

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		89	88		89	88	88
1. WSPK-F	57/14.4	13.9	19.0	750	33.8	30.8	35.4
2. WPDH-F	54/13.6	12.9	17.3	602	27.1	29.9	28.5
3. WHUD-F	38/ 9.6	12.4	11.0	468	21.1	22.3	18.6
4. WRWD-F	27/ 6.8	---	---	244	11.0	---	---
5. WRNQ-F	25/ 6.3	---	---	374	16.9	---	---
WKIP	25/ 6.3	5.8	4.2	274	12.4	12.1	9.0
7. WCZX-F	17/ 4.3	9.1	4.2	356	16.1	22.2	14.6
8. WEOK	13/ 3.3	3.3	4.2	186	8.4	9.0	10.0
9. WFAN	10/ 2.5	2.3	1.1	175	7.9	8.0	4.8
10. WBNR	9/ 2.3	2.0	2.3	134	6.0	5.5	4.9

12+ AM

1. WSPK-F
2. WPDH-F
- WHUD-F>
4. WKIP
- WRNQ-F

12+ MID

1. WSPK-F
2. WPDH-F>
3. WRWD-F
4. WRNQ-F
5. WHUD-F

12+ PM

1. WPDH-F<
2. WSPK-F>
3. WHUD-F>
4. WRWD-F<
5. WRNQ-F

12+ EVE

1. WPDH-F>
2. WSPK-F>>
3. WHUD-F
- 4.
- 5.

ADULTS 18-34

1. WPDH-F>>
2. WSPK-F>>
3. WRNQ-F
- 4.
- 5.

ADULTS 35-54

1. WPDH-F
2. WSPK-F>
3. WRNQ-F
4. WRWD-F
- 5.

ADULTS 35-64

1. WHUD-F
2. WRWD-F
3. WRNQ-F
4. WSPK-F
- 5.

MEN 25-54

1. WPDH-F>
2. WSPK-F>
3. WCZX-F
- WFAN
- 5.

WOMEN 25-54

1. WRNQ-F
2. WSPK-F
3. WHUD-F
4. WPDH-F
- WRWD-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WEXT-F	96.9	Arlington	.8/ 4.1
WHVW	950	Hyde Park	1.5/ 2.7
WMJV-F	105.5	Patterson	.5/ 5.5
WABC	770	New York	1.3/ 6.4
WBPM-F	94.3	Kingston	1.8/ 7.3
WCBS-F	101.1	New York	.5/ 4.0
WDST-F	100.1	Woodstock	.5/ 3.8
WGNA-F	107.7	Albany	1.3/ 3.9
WOR	710	New York	1.3/ 4.1
WQXR-F	96.3	New York	.5/ 3.1
WRKI-F	95.1	Brookfield	1.0/ 2.8
WRKS-F	98.7	New York	.5/ 3.2
WXRK-F	92.3	New York	1.8/ 3.1
WYNY-F	103.5	Lk Success/NY	1.0/ 3.3

RADIO STATIONS

WBNR , 1260, 1 KW/500 W (DA-1),	Oldies	ABC E UNISUP, \$15.00	(HNWH)	(BEACON)	A. Lessner
WEOK , 1390, 5 KW/106 W (DA-1),	MOR/Full Service	ABC D UNISUP, \$18.00	(---)		M. Harris
WHVW , 950, 500 KW/57 W	Nostalgia	MBS, \$13.00	(---)		L. Kinney
WKIP , 1450, 1 KW (DA-1)	Talk	ABC I UNISUP, \$20.00	(Katz)		S. Berner
WCZX-F, 97.7, 300 KW @ 1030	Classic AOR	IND, \$30.00	(Katz)		H. Gregor, Jr.
WPDH-F, 101.5, 4.4 KW @ 1540	AOR	ABC R, \$50.00	(---)		M. Harris
WRNQ-F, 92.1, 2 KW @ 384	AC	UNISUP, \$25.00	(---)		D. Verity
WRWD-F, 107.3, 3 KW @ 330	Country	IND, \$23.00	(Roslin)	(HIGHLAND)	B. Walker
WSPK-F, 104.7, 7 KW @ 1250	CHR	ABC FM, \$46.00	(Banner)		A. Lessner

WFAN, WHUD-F — See New York in Spring 90 edition

RAPID CITY, SD

MSA Rank/Pop: 339/82,900
 ARB Rank/Pop: 243/83,900
 Market TSL: 24.25
 Average Person Rating: 18.1

Diaries: 305/275:1
 Sample Target: 260
 % Below Line: 3.5
 % Not Listed: 7.2

Retail \$: 0.7 Bil
 FM Share: 57.45%
 Stations: 11/10

12+ METRO	1/4/SHARE	FAL	SPG	FAL	SPG	METRO CUME	METRO CUME RATING			B I R C H		
		09	09	88	88		S80	S80	S88	SHR	SO2	CUME
1. KGGG-F	31/20.4		25.5		22.8	270	32.2	42.2	34.1			
2. KSQY-F	19/12.5		12.8		14.0	198	23.6	20.7	21.9			
3. KIMM	17/11.2		7.4		12.5	206	24.6	18.0	25.1			
4. KKMK-F	15/ 9.9		8.7		8.1	162	19.3	19.9	25.1			
	KOTA		7.4		6.6	191	22.8	23.2	18.9			
6. KKLS	14/ 9.2		10.7		4.4	173	20.6	18.1	14.3			
7. KBHB	8/ 5.3		3.4		3.7	63	7.5	8.4	7.9			
8. KEZV-F	7/ 4.6		4.7		8.8	73	8.7	13.7	13.1			
9. KTOQ	6/ 3.9		5.4		6.6	120	14.3	13.3	13.7			
10. KSLT-F	5/ 3.3		1.3		5.1	63	7.5	4.6	7.9			
11. KRCS-F	4/ 2.6		2.0		1.5	71	8.5	9.4	6.8			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KGGG-F>	1. KGGG-F	1. KGGG-F>	1. KGGG-F>
2. KIMM	2. KIMM	2. KSQY-F	2. KSQY-F>
3. KOTA <	3. KSQY-F<	3. KKLS	3. KOTA
4. KSQY-F	4. KKLS	4. KIMM	4. KKLS

ADULTS 18-34	ADULTS 35-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. KGGG-F	1. KKLS	1. KIMM	1. KKLS	1. KKLS
2. KSQY-F>	2. KKMK-F	KKLS	KSQY-F	KKMK-F>
3. KKMK-F>	3. KGGG-F	KOTA >>	3. KIMM	3. KGGG-F>
	KSQY-F	4. KKMK-F	4. KGGG-F	
	5. KIMM		KKMK-F	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

RADIO STATIONS

KBHB, 810, 25 KW (DAYS)	, Country	UPI UNISUP, \$12.00	(K & P)	(STURGIS)	L. Kieven
KIMM, 1150, 5 KW/27 W	, Country	ABC E, \$20.00	(Christal)	Ingstad	R. Hansen
KKLS, 920, 5 KW/100 W	, MOR	UNISUP UNIULT, \$15.00	(Mc-Guild)	So. Minn.	R. Currier
KOTA, 1380, 5 KW (DA-N)	, AC	CBS MBS, \$14.00	(Katz)	Duhamel	W. Duhamel
KTOQ, 1340, 1 KW	, Country	NBC UNISUP, \$11.00	(K & P)		T. Kearns
KRCS-F, 93.1, 100 KW @ 1060	, Country	UNISUP UNIULT, \$10.00	(K & P)	(STURGIS)	D. Caldwell
KEZV-F, 101.1, 100 KW @ 1606	, EZ/Soft AC	APR, \$10.00	(---)	(SPEARFISH)	M. Herrick
KGGG-F, 100.3, 100 KW @ 450	, CHR	ABC R, \$27.00	(Christal)	Ingstad	R. Hansen
KKMK-F, 93.9, 100 KW @ 657	, Contemp	CNN SOURCE, \$18.00	(Mc-Guild)	So. Minn.	R. Currier
KSQY-F, 95.1, 100 KW @ 1707	, AOR	, \$15.00	(Torbet)	(DEADWOOD)	C. McNeil
KSLT-F, 107.3, 100 KW @ 1800	, Religion	UPI, \$ 8.00	(---)	(SPEARFISH)	

READING, PA

MSA Rank/Pop: 145/329,400
 ARB Rank/Pop: 129/281,600
 Market TSL: 24.25
 Average Person Rating: 18.4

Diaries: 425/663:1
 Sample Target: 400
 % Below Line: 51.2
 % Not Listed: 13.1

Retail \$: 2.6 Bil
 FM Share: 76.72%
 Stations: 27/5

12+ METRO	1/1/SHARE	FAL		SPG		METRO CUME	METRO CUME RATING			B I R C H		
		52	89	88	88		590	580	588	SHR	NOH	CUME
1. WRFY-F	93/17.9	16.1	19.8	16.8	22.1	973	34.6	38.4	37.7	18.7	86	1086
2. WEEU	49/ 9.4	6.1	10.7	11.2	11.4	566	20.1	21.4	24.4	8.2	38	490
3. WYCL-F	33/ 6.4	4.3	.4	---	.9	430	15.3	3.9	3.9	7.8	36	544
4. WRW	30/ 5.8	6.1	7.7	5.0	7.7	405	14.4	14.8	13.9	4.6	21	275
5. WIOV-F	24/ 4.6	6.3	4.5	8.0	3.9	318	11.3	13.1	8.6	4.3	20	338
6. WMMR-F	20/ 3.9	5.3	5.7	4.3	5.4	316	11.2	14.2	10.8	4.6	21	329
7. WWDB-F	20/ 3.9	1.4	1.8	2.2	1.5	194	6.9	3.9	3.5	1.3	6	96
8. WOGL-F	19/ 3.7	2.4	2.0	.9	2.8	245	8.7	7.5	6.1	1.5	7	254
WXTU-F	19/ 3.7	4.9	1.0	1.9	2.1	203	7.2	5.2	6.7	2.6	12	236

12+ AMD

1. WRFY-F>
2. WEEU >
3. WRW <
4. WYCL-F

12+ MID

1. WRFY-F>
2. WEEU >
3. WYCL-F
4. WOGL-F

12+ PMD

1. WRFY-F>>
2. WYCL-F <
3. WRW <
4. WEEU

12+ EVE

1. WRFY-F>
2. WEEU >
3. WUSL-F
4. WYCL-F
WEGX-F

ADULTS 18-34

1. WRFY-F>>
2. WYCL-F
3. WMMR-F
4. WYSP-F

ADULTS 25-54

1. WRFY-F>
2. WYCL-F>
3. WOGL-F
4. WMMR-F

ADULTS 35-64

1. WRFY-F>
2. WIOV-F
3. WEEU
- WRW

MEN 25-54

1. WRFY-F>
2. WYCL-F
- WMMR-F
- WOGL-F

WOMEN 25-54

1. WRFY-F>>
2. WYCL-F>
3. WEAZ-F
4. WOGL-F

OTHER RATED STATIONS/METRO SHARES & CUME RATINGS

WAGO	1240	Reading	2.9/10.1
KYW	1060	Philadelphia	1.5/12.4
WAEB-F	104.1	Allentown	.8/ 3.1
WARM-F	103.3	York	1.2/ 2.6
WDAC-F	94.5	Lancaster	.8/ 3.3
WEAZ-F	101.1	Philadelphia	3.1/ 7.7
WEGX-F	106.1	Philadelphia	2.3/ 9.9
WFLN-F	95.7	Philadelphia	1.7/ 5.6
WFMZ-F	100.7	Allentown	2.1/ 6.5
WHXT-F	99.9	Easton/Allentown	.8/ 2.6
WIP	610	Philadelphia	.6/ 2.8
WKSZ-F	93.3	Philadelphia	.8/ 3.1
WNCE-F	101.3	Lancaster/Hrsbrg	.8/ 2.1
WRKZ-F	106.7	Hershey	.4/ 3.0
WSNI-F	104.5	Philadelphia	1.0/ 5.7
WUSL-F	98.9	Philadelphia	2.1/ 4.2
WYSP-F	94.1	Philadelphia	3.3/12.6
WZZO-F	95.1	Bethlehem/Allntwn	1.7/ 3.9

RADIO STATIONS

WAGO,	1240,	1 KW	, Oldies	APR, \$15.00	(HNWH)	Brill	J. Weinlein
WEEU,	850,	1 KW (DA-N)	, MOR/Talk	ABC E, \$21.00	(Mc-Guild)	R. Schilpp	R. Schilpp
WRW,	1340,	1 KW	, MOR/Nost	CBS, \$17.00	(Torbet)	Ragan Henry	T. Franco
WRFY-F,	102.5,	15 KW @ 820	, CHR	, \$48.00	(Torbet)	Ragan Henry	T. Franco
WYCL-F,	107.5,	30 KW @ 610	, AC	UNIULT, \$19.00	(Christal)	Legend (BOYERTOWN)	d. Hendricks

Other ranked stations — see Philadelphia or Lancaster in Spring 90 edition

REDDING, CA

MSA Rank/Pop: 25/48/140,900
 ARB Rank/Pop: 215/117,900
 Market TSL: 21.75
 Average Person Rating: 16.0

Diaries: 375/314:1
 Sample Target: 310
 % Below Line: 9.1
 % Not Listed: 18.5

Retail \$: 0.9 Bil
 FM Share: 82.47%
 Stations: 12/8

12+ METRO	1/4/SHARE	FAL		SPG		METRO CUME	METRO CUME RATING			B I R C H		
		89	88	89	88		89	88	88	SHR	ACH	CUME
1. KNCQ-F	33/17.5			18.6		308	26.1	25.4	26.8			
2. KNNN-F	28/14.8					283	24.0					
3. KEWB-F	21/11.1			14.1		317	26.9	25.9	27.3			
4. KQMS	20/10.6			8.5		211	17.9	18.5	12.1			
5. KSHA-F	18/ 9.5			13.6		199	16.9	19.9	17.5			
6. KARZ-F	11/ 5.8			7.3		228	19.3	18.8	16.5			
7. KHTE	5/ 2.6			1.7		63	5.3	6.1	10.8			
KALF-F	5/ 2.6			3.4		57	4.8	5.8	4.6			

12+ AMO

1. KQMS <
2. KNNN-F<
3. KNCQ-F>
4. KEWB-F

12+ MID

1. KNNN-F
2. KNCQ-F>
3. KQMS <
4. KSHA-F
5. KEWB-F

12+ PMD

1. KNCQ-F
2. KNNN-F>
3. KEWB-F>
4. KSHA-F

12+ EVE

1. KEWB-F<
2. KNCQ-F>
3. KNNN-F
4. KSHA-F

ADULTS 18-34

1. KNNN-F>>
2. KNCQ-F<
3. KEWB-F>

ADULTS 25-54

1. KNNN-F>
2. KNCQ-F>
3. KARZ-F
KSHA-F
5. KQMS

ADULTS 35-64

1. KNCQ-F
2. KQMS <
3. KSHA-F>
4. KARZ-F
5. KNNN-F

MEN 25-54

1. KNNN-F
2. KNCQ-F>>
3. KQMS
4. KARZ-F
KPMF-F

WOMEN 25-54

1. KNNN-F>
2. KNCQ-F>
3. KSHA-F
4. KARZ-F
5. KEWB-F

OFFICE RATED STATIONS/METRO SHARE & CUME RATING

KDJQ-F	102.7	Red Bluff	2.1/8.5
KCEZ-F	100.7	Corning	1.6/4.8
KFMF-F	93.9	Chico	2.1/8.6
KGO	810	San Francisco	1.1/3.4

OWNED STATIONS

KHTE,	600,	5 KW/1 KW (DA-2)	, Oldies	UNIPWR, \$ 8.00	(Christal)	J. Martin
KQMS,	1400,	1 KW	, MOR/Full Serv	ABCE TALKNT, \$16.00	(Katz) John Price	J. Anthony
KARZ-F,	106.1,	100 KW @ 1968	, AC	, \$16.00	(Christal)	(BURNLEY) J. Martin
KEWB-F,	94.7,	3 KW @ 300	, CHR	, \$19.00	(Mc-Guild)	(ANDERSON) J. Prather
KNCQ-F,	97.3,	28 KW @ 3500	, Country	, \$28.00	(Durpetti)	C. McCarthy
KNNN-F,	99.3,	3 KW @ 300	, AC	, \$18.00	(---)	(CENTRAL VALLEY) P. Barth
KSHA-F,	104.5,	100 KW @ 1650	, AC	ABC D, \$15.00	(Katz) John Price	J. Anthony

KALF — see Red Bluff

ROCHESTER, MN

MSA Rank/Pop: 321/100,800
 ARB Rank/Pop: 245/81,300
 Market TSL: 19.25
 Average Person Rating: 14.0

Diaries: 275/296:1
 Sample Target: 260
 % Below Line: 16.7
 % Not Listed: 26.3

Retail \$: 1.4 Bil
 FM Share: 77.38%
 Stations: 12/7

121 METRO	1/4/SHARE	FAL	SPG	FAL	SPG	METRO CUME	METRO CUME RATING			B I R C H		
		#	#	#	#		597	589	588	SHR	ACR	CUME
1. KROC-F	19/16.7		26.5		20.9	264	32.5	48.1	39.2	25.0	25	406
2. KRCH-F	14/12.3		6.8		8.2	218	26.8	21.8	23.1	12.0	12	211
3. KNXR-F	12/10.5		9.1		10.9	115	14.1	18.9	20.1	11.0	11	143
4. KWWK-F	9/ 7.9		10.6		6.4	108	13.3	16.1	13.2	6.0	6	104
5. KROC	8/ 7.0		6.8		12.7	153	18.8	21.0	22.0	7.0	7	151
6. KOIM	4/ 3.5		3.0		9.1	57	7.0	6.4	9.3	3.0	3	43
KWEB	4/ 3.5		6.8		3.6	93	11.4	17.1	15.3	5.0	5	84
WLTE-F	4/ 3.5		.8		2.7	67	8.2	6.4	4.3			70

12+ AMD

1. KROC-F
2. KRCH-F
3. KWWK-F<
4. KROC

12+ MID

1. KROC-F
2. KNXR-F
- KRCH-F
4. KWWK-F

12+ PMD

1. KRCH-F<
2. KROC-F>
3. KNXR-F
4. KWWK-F

12+ EVE

1. KROC-F
2. KNXR-F>

ADULTS 18-34

1. KROC-F>>
2. KRCH-F>>

ADULTS 25-54

1. KROC-F<
2. KRCH-F>
3. KWWK-F
4. KROC

ADULTS 35-64

1. KWWK-F>
2. KRCH-F
- KROC >

MEN 25-54

1. KRCH-F
- KWWK-F
3. KROC
- KROC-F
5. KOIM

WOMEN 25-54

1. KROC-F>
2. KRCH-F
3. WLTE-F>

OTHER BAIER STATIONS/METRO SHARE & CUME RATING

KAUS-F	99.9	Austin	2.6/8.4
KJJO-F	104.1	St. Louis Park	2.6/5.2
KQRS-F	92.5	Golden Valley	.9/4.8
WCCO	830	Minneapolis	2.6/7.9

RADIO STATIONS

KOLM,	1520,	10 KW (DAYS)	, Oldies	MBS UNISUP,	\$13.00	(Mc-Guild)	D. Radke
KROC,	1340,	1 KW	, Oldies	ABC I,	\$16.00	(Torbet)	G. Gentling
KWEB,	1270,	5 KW/1 KW (DA-2)	, Mor/AC	NBC,	\$15.00	(HNWH)	So. Minn Seehafer
KNXR-F,	97.5,	100 KW @ 1055	, EZ	ABC E,	\$14.00	(K & P)	T. Jones
KRCH-F,	101.7,	.7 KW @ 560	, Classic AOR	,	\$18.00	(HNWH)	So. Minn Seehafer
KROC-F,	106.9,	100 KW @ 1110	, CHR	ABC C,	\$25.00	(Torbet)	G. Gentling
KWWK-F,	96.7,	3 KW @ 300	, Country	MBS,	\$16.00	(Mc-Guild)	D. Radke

ST. CLOUD, MN

MSA Rank/Pop: 219/182,900
 ARB Rank/Pop: 189/148,800
 Market TSL: 26.75
 Average Person Rating: 20.6

Diaries: 407/366:1
 Sample Target: 350
 % Below Line: 30.2
 % Not Listed: 12.7

Retail \$: 1.6 Bill
 FM Share: 76.87%
 Stations: 20/8

12+ METRO	1/4/SHARE	FAL	SPG	FAL	SPG	METRO	METRO CUME RATING			B I R C H		
		89	89	88	88	CUME	\$90	\$89	\$88	SR	ACH	CUME
1. KCLD-F	35/11.4		16.3		13.5	415	27.9	35.9	34.2			
2. WHMH-F	29/ 9.4		2.1		5.5	261	17.5	7.9	14.4			
3. KASM	25/ 8.1		5.0		4.6	169	11.4	8.0	8.6			
WWJO-F	25/ 8.1		8.9		9.3	296	19.9	16.4	16.4			
KKSR-F	25/ 8.1		6.7		---	207	13.9	14.5	---			
6. KXSS-F	23/ 7.5		---		---	312	21.0	---	---			
7. WJON	18/ 5.9		7.8		11.0	242	16.3	19.1	24.2			
WCCO	18/ 5.9		9.2		13.5	286	19.2	24.8	24.1			
9. KQRS-F	15/ 4.9		3.9		5.5	235	15.8	14.6	13.7			
10. KQQL-F	14/ 4.6		5.3		2.1	225	15.1	14.1	8.7			

12+ AM

1. WJON <
2. KCLD-F<
3. WWJO-F<
4. KKSR-F<
5. WCCO

12+ MID

1. WHMH-F<
2. KCLD-F<
3. KKSR-F<
4. KASM <
5. KXSS-F

12+ PM

1. WHMH-F<
2. KCLD-F
3. WWJO-F<
4. KKSR-F<
5. KASM
KXSS-F

12+ EVE

1. WHMH-F
2. KCLD-F
3. KKSR-F
4. KXSS-F
WJON

ADULTS 18-34

1. KCLD-F
2. WHMH-F>
3. KKSR-F
KQRS-F
5. KXSS-F

ADULTS 35-54

1. KKSR-F<
2. WWJO-F
3. KCLD-F<
4. WCCO
5. KQQL-F

ADULTS 35-64

1. WWJO-F
2. WCCO
3. KKSR-F<
4. KASM

MEN 25-54

1. WWJO-F
2. KKSR-F
WHMH-F
KTCZ-F

WOMEN 25-54

1. KKSR-F<
2. KCLD-F
3. WWJO-F
- WLTE-F
5. KXSS-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KMXX-F	94.9	Litchfield	2.3/5.0
KDWB-F	101.3	Richfield/Mnpls	2.0/6.5
KEEY-F	102.1	St. Paul	1.0/4.8
KJJO-F	104.1	St. Louis Park	.3/3.6
KLXK-F	93.7	Minneapolis	2.0/6.3
KSTP	1500	St. Paul/Mnpls	.3/2.2
KSTP-F	94.5	St. Paul/Mnpls	.7/7.2
KTCZ-F	97.1	Minneapolis	.7/2.4
WLOL-F	99.5	Minneapolis	1.3/6.9
WLTE-F	102.9	Minn/St. Paul	2.9/9.1

RADIO STATIONS

KASM,	1150,	2.5 KW (DAYS)	, Country	, \$11.00	(---)	(ALBANY)	B. Gretsch
WJON,	1240,	1 KW	, MOR	ABC E MBS,	\$15.00 (---)		A. Hilger
KCLD-F,	104.7,	100 KW @ 450	, CHR	ABC C ABC I,	\$25.00 (Roslin)		C. Johnson
KKSR-F,	96.1,	6 KW @ 300	, AC	,	\$16.00 (---)		J. Hennen
KXSS-F,	103.7,	3 KW @ 328	, ???	,	\$15.00 (---)	(WAITE PARK)	R. Linder
WWJO-F,	98.1,	100 KW @ 1000	, Country	ABC E,	\$18.00 (---)		A. Hilger

Other ranked stations -- see Minneapolis in Spring 90 edition

SAN ANGELO, TX

MSA Rank/Pop: 325/100,100
 ARB Rank/Pop: 244/82,700
 Market TSL: 22.75
 Average Person Rating: 16.6

Diaries: 375/220:1
 Sample Target: 260
 % Below Line: 0.0
 % Not Listed: 11.7

Retail \$: 0.8 Bil
 FM Share: 91.74%
 Stations: 7/7

12+ METRO	1/4/SHARE	FAL	SPG	FAL	SPG	METRO CUME	METRO CUME RATING			B I R C H		
		89	89	88	88		\$90	\$89	\$88	SRH	AOH	CUME
1. KGKL-F	44/32.1		29.5		17.2	345	41.7	45.0	26.0	29.6	37	318
2. KIXY-F	37/27.0		17.8		30.2	346	41.8	36.7	39.7	34.4	43	456
3. KBIL-F	13/ 9.5		10.1		9.5	177	21.4	25.5	22.4	12.0	15	234
4. KELI-F	9/ 6.6		10.1		13.8	146	17.7	14.8	21.3	4.8	6	152
5. KSJT-F	8/ 5.8		7.0		8.6	71	8.6	8.0	8.8			53
6. KAYJ	7/ 5.1		3.9		6.0	130	15.7	12.7	15.4	6.4	8	99
7. KGKL	3/ 2.2		4.7		2.6	72	8.7	14.4	11.5	1.6	2	91

12+ AMD

1. KGKL-F<
2. KIXY-F>>

12+ MID

1. KGKL-F>
2. KIXY-F>>
3. KBIL-F

12+ PMD

1. KGKL-F
2. KIXY-F>>
3. KBIL-F
4. KELI-F

12+ EVE

1. KIXY-F
2. KGKL-F>
3. KBIL-F>
4. KSJT-F

ADULTS 18-34

1. KGKL-F
- KIXY-F>>
3. KBIL-F

ADULTS 25-54

1. KGKL-F
2. KIXY-F>>
3. KAYJ

ADULTS 35-64

1. KGKL-F>>
2. KIXY-F
3. KAYJ
- KELI-F

MEN 25-54

1. KGKL-F>>
2. KIXY-F>>

WOMEN 25-54

1. KIXY-F<
2. KGKL-F>>

OTHER RATED STATIONS/AVE. RD. SHARE & CUME RATING

RADIO STATIONS

KAYJ, 1260, 1 KW/250 W	, Oldies	UNISUP UNIULT, \$10.00	(Torbet)	
KGKL, 960, 5 KW/1 KW (DA-N)	, MOR/Nost.	ABC I, \$ 9.00	(Katz)	W. Foser A. Lewis
KBIL-F, 92.9, 100 KW @ 600	, AC		\$12.00 (Banner)	P. Edcock
KELI-F, 98.7, 100 KW @ 1290	, EZ		APR, \$13.00 (K & P)	G. Thomas
KGKL-F, 97.5, 100 KW @ 411	, Country		ABC I, \$22.00 (Katz)	A. Lewis
KIXY-F, 94.7, 100 KW @ 358	, CHR		, \$21.00 (Torbet)	W. Foster
KSJT-F, 107.5, 100 KW @ 602	, Hispanic		, \$10.00 (Lotus)	

SANTA BARBARA, CA

MSA Rank/Pop: 137/352,400
 ARB Rank/Pop: 174/166,400
 Market TSL: 20.25
 Average Person Rating: 15.1

Diaries: 378/440:1
 Sample Target: 370
 % Below Line: 16.0
 % Not Listed: 20.6

Retail \$: 1.7 Bil
 FM Share: 72.00%
 Stations: 15/10

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME 89	RATING 88	B	I	R	C	H
									SHR	ADH			CUME
1. KDB -F	26/10.3	5.4	5.2	5.6	5.8	296	17.8	12.9	12.8	5.9	15		246
2. KRUZ-F	22/ 8.7	11.3	9.3	9.1	9.1	288	17.3	22.3	20.7	5.5	14		295
3. KTMS	21/ 8.3	6.2	7.4	6.3	6.6	308	18.5	15.1	17.7	7.8	20		308
4. KTYD-F	21/ 8.3	8.9	12.2	17.9	14.0	390	23.4	31.8	27.8	16.5	42		491
5. KMGQ-F	19/ 7.5	7.8	6.3	5.6	9.9	301	18.1	16.7	18.9	4.7	12		236
6. KCQR-F	18/ 7.1	7.0	3.0	---	---	253	15.2	9.2	---	5.9	15		197
7. KH TY-F	15/ 6.0	3.1	7.0	7.7	9.5	283	17.0	22.3	21.1	7.1	18		230
8. KSBL-F	14/ 5.6	7.4	7.0	9.5	.8	193	11.6	15.8	5.5	5.5	14		212
9. KTRO	13/ 5.2	2.3	3.7	1.4	---	113	6.6	4.5	---	5.9	15		200
10. KIST	10/ 4.0	4.7	6.3	2.5	3.3	164	9.9	10.8	12.7	3.9	10		194

12+ AM

1. KTMS
2. KRUZ-F
3. KTYD-F
4. KDB -F
5. KCQR-F

12+ MID

1. KRUZ-F<
2. KMGQ-F<
3. KCQR-F
4. KTYD-F<
5. KDB -F

12+ PM

1. KDB -F
2. KMGQ-F
3. KTYD-F<
4. KCQR-F
5. KH TY-F
- KRUZ-F
- KSBL-F

12+ EVE

1. KDB -F>
2. KH TY-F
- KTMS
4. KCQR-F
- KRUZ-F

ADULTS 18-34

1. KCQR-F
- KTYD-F>
3. KMGQ-F
4. KH TY-F
5. KSBL-F

ADULTS 35-54

1. KMGQ-F
2. KCQR-F<
3. KTYD-F
4. KTMS
5. KSBL-F
6. KDB -F

ADULTS 35-64

1. KDB -F
2. KRUZ-F
- KTMS >
4. KMGQ-F

MEN 25-54

1. KTYD-F
2. KTMS
3. KCQR-F
- KDB -F
5. KMGQ-F

WOMEN 25-54

1. KMGQ-F
2. KSBL-F
- KTRO
4. KCQR-F
5. KRUZ-F

OTHER BATED STATIONS/METRO SHARE & CUME RATING

KDB	1490	Santa Barbara	.8/4.3
KCAQ-F	104.7	Oxnard	2.0/6.7
KFI	640	Los Angeles	1.2/4.1
KLOS-F	95.5	Los Angeles	1.6/6.1
KNX	1070	Los Angeles	2.8/10.4

RADIO STATIONS

KIST,	1340,	1 KW	Oldies	, \$15.00	(CBS)	Sheftell	B. Kaplan
KTMS,	1250,	2.5 KW/1 KW (DA-1),	Talk	ABC T ABC I, \$28.00	(Durpetti)		L. Carroll
KCQR-F,	94.5,	.9 KW @ 2960,	AOR	, \$22.00	(Banner)	(ELLWOOD)	S. Romaine
KDB-F,	93.7,	13 KW @ 870,	Classical	, \$30.00	(CMBS)		B. Scott
KH TY-F,	97.5,	17 KW @ 2940,	CHR	ABC FM, \$28.00	(Durpetti)		L. Carroll
KMGQ-F,	106.3,	365 W @ 879,	AC	, \$26.00	(CBS)	Sheftell	(GOLETA)
KRUZ-F,	103.3,	105 KW @ 2980,	EZ	, \$41.00	(Katz)		B. Kaplan
KSBL-F,	101.7,	310 W @ 810,	Soft AC	UNISUP, \$32.00	(Republic)	(CARPENTER)	C. Schuele
KTYD-F,	99.9,	34 KW @ 1278,	AOR	, \$40.00	(Mc-Guild)	Home News	M. Reichert
							A. Reimer

KTRO -- see Oxnard in Spring 90 edition

SANTA FE, NM

MSA Rank/Pop: 308/114,500
 ARB Rank/Pop: 239/93,200
 Market TSL: 25.5
 Average Person Rating: 18.9

Diaries: 304/307:1
 Sample Target: 270
 % Below Line: 74.5
 % Not Listed: 19.9

Retail \$: 0.8 Bil
 FM Share: 86.52%
 Stations: 21/7

12+ METRO	1/4/SHARE	FAL	SPG	FAL	SPG	METRO	METRO CUME RATING			B I R C H		
		89	89	88	88	CUME	887	889	888	SR	ACH	CUMG
1. KRST-F	15/8.5		6.3		5.5	197	21.1	13.9	14.6			
2. KKSS-F	14/8.0		1.9		7.0	133	14.3	6.6	12.3			
3. KZRR-F	13/7.4		3.8		8.6	106	11.4	14.8	14.7			
4. KBOM-F	12/6.8					69	7.4					
KRBL-F	12/6.8		10.8		8.6	156	16.7	21.8	14.1			
6. Kkob-F	8/4.5		5.7		7.0	160	17.2	16.4	14.7			
KLSK-F	8/4.5		3.2		3.1	122	13.1	8.6	12.8			
8. KMIK	7/4.0		2.5		3.1	64	6.9	4.8	10.2			
KOLT-F	7/4.0		6.3		7.8	158	17.0	18.3	25.3			
10. KNYN-F	6/3.4		6.3		3.9	104	11.2	14.9	11.7			
KHFM-F	6/3.4		3.2		8.6	78	8.4	9.8	16.2			

12+ AMD

1. KZRR-F>
2. KRST-F
3. KLSK-F
4. Kkob-F
 KKSS-F

12+ MID

1. KRST-F>
2. KZRR-F<
3. KBOM-F
 KRBL-F
5. KLSK-F

12+ PMD

1. KRST-F
 KZRR-F
3. KKSS-F
4. KBOM-F
 KRBL-F

12+ EVE

1. KKSS-F>
2. KRBL-F>
3. KBOM-F
 KLSK-F

RESULTS 18-34

1. KZRR-F
2. KRBL-F
3. KRST-F
4. KLSK-F

RESULTS 25-54

1. KBOM-F
- KRST-F
- KZRR-F
4. KLSK-F

RESULTS 35-64

1. KBOM-F
- KRST-F>
3. Kkob-F
 KZRR-F
 KMIK

MEN 25-54

1. KZRR-F
2. KBOM-F
3. KRBL-F

WOMEN 25-54

1. KRST-F
2. KLSK-F
3. KBOM-F
4. KMIK
 Kkob-F

OTHER RATED STATIONS/METRO SHARE & CUME GAINING

KDCE	970	Santa Fe/Albq	2.8/9.2
KNLA-F	101.1	White Rock/SF	.6/5.8
KRSN	1490	Los Alamos/SF	1.1/9.0
KTRC	1400	Santa Fe	1.7/5.6
KBAC-F	98.1	Las Vegas/SF	1.7/4.0
KFMG-F	107.9	Albuquerque	2.3/8.8
KIVA-F	105.1	Santa Fe/Albq	2.3/8.3
KKJY-F	100.3	Albuquerque	2.8/9.7
KKOB	770	Albuquerque	1.1/10.2
KMGA-F	99.5	Albuquerque	2.3/12.7

RADIO STATIONS

KDCE,	950,	1 KW/250 W		, Hispanic	CNN UNISUP, \$12.00	(Lotus)	(ESPANOLA)	R. Garcia
KMIK,	810,	5 KW (DAYS)	--	Currently Silent				B. Hanrahan
KTRC,	1400,	1 KW		, Nostalgia	ABC I, \$13.00	(Eastman)		
KBOM-F,	106.7,	15 KW @ 1940		, Hispanic		(Caballero)	(LOS ALAMOS)	L. Armer
KNYN-F,	95.5,	19 KW @ 1851		, Country	MBS UNIULT, \$16.00	(---)		B. Bereman

SANTA ROSA, CA

MSA Rank/Pop: 127/369,800
 ARB Rank/Pop: 115/315,600
 Market TSL: 23.5
 Average Person Rating: 18.2

Diaries: 419/753:1
 Sample Target: 400
 % Below Line: 65.7
 % Not Listed: 21.2

Retail S: 2.4 Bil
 FM Share: 50.66%
 Stations: 26/6

12+ METRO	1/4/SHARE	FAL		SPG		METRO CUME	METRO CUME RATING			B I R C H		
		89	89	88	88		530	589	588	SHR	SWF	CLMS
1. KFRC	51/8.9	4.4	5.3	5.2	5.1	439	13.9	12.5	13.1			
2. KZST-F	46/8.0	9.0	10.3	9.7	9.0	666	21.1	20.4	22.5			
3. KGO	38/6.6	7.7	5.3	7.9	8.6	496	15.7	20.3	15.7			
4. KNEW	34/5.9	5.8	4.6	2.6	3.7	265	8.4	11.0	8.9			
5. KHIT-F	31/5.4	7.1	3.3	4.9	5.9	581	18.4	12.6	21.1			
6. KXFX-F	25/4.4	6.5	7.7	6.2	2.9	437	13.8	17.8	7.8			
KNBR	25/4.4	3.8	5.0	1.5	5.5	421	13.3	16.2	13.7			
8. KRPQ-F	24/4.2	3.8	2.8	5.2	3.9	293	9.3	7.8	8.9			
9. KRQR-F	23/4.0	8.1	5.5	5.6	4.7	325	10.3	13.7	11.5			
10. KCBS	18/3.1	5.8	4.0	6.4	4.3	399	12.6	14.8	13.9			
11. KMGG-F	17/3.0	2.9	2.9	3.7	3.7	307	9.7	12.2	13.3			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KZST-F	1. KFRC	1. KZST-F	1. KGO <
2. KFRC <	2. KZST-F	KFRC >	2. KNBR >
3. KGO	3. KNEW	3. KNEW	3. KZST-F
4. KHIT-F	4. KGO	4. KGO <	4. KHIT-F
KNEW	5. KXFX-F<	5. KRPQ-F	5. KCBS
	6. KRPQ-F	6. KXFX-F	

ADULTS 18-34

1. KRQR-F
2. KZST-F
3. KXFX-F
4. KHIT-F
5. KNEW

ADULTS 25-54

1. KZST-F<
2. KGO
3. KRQR-F<
4. KRPQ-F
- KXFX-F

ADULTS 35-54

1. KGO <
2. KFRC
3. KZST-F
- KNBR
5. KRPQ-F

MEN 25-54

1. KGO
2. KXFX-F
- KRQR-F
4. KNBR
5. KMGG-F

WOMEN 25-54

1. KZST-F>
2. KRPQ-F>
3. KSFO
4. KABL-F
5. KHIT-F
- KIOI-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KSRO	1350	Santa Rosa	2.1/7.7
KABL	960	Oakland	1.7/4.4
KABL-F	98.1	San Francisco	1.6/7.6
KDFC-F	102.1	San Francisco	.7/3.0
KFOG-F	104.5	San Francisco	1.0/4.4
KIOI-F	101.3	San Fran/Oakland	1.0/4.3
KIQI	1010	San Francisco	1.4/3.5
KITS-F	105.3	San Francisco	1.4/4.1
KKHI	1550	San Francisco	1.6/2.8
KKHI-F	95.7	San Francisco	.5/1.2
KMEL-F	106.1	San Francisco	2.8/9.0
KOFY	1050	San Mateo/San Fran	.5/2.7
KOIT-F	96.5	San Francisco	.7/2.2
KSFO	560	San Francisco	2.6/8.4
KYA-F	93.3	San Francisco	1.2/4.8

RADIO STATIONS

KSRO,	1350,	5 KW (DA-N)	News/Talk	NBC ABC T,	\$22.00	(Durpetti)	Fuller-Jeffrey	T. DeVoto
KHIT-F,	92.9,	2.3 KW @ 2150,	CHR	,	\$31.00	(Durpetti)	Fuller-Jeffrey (HEALDSBURG)	T. DeVoto
KMGG-F,	97.7,	450 KW @ 800,	Oldies	UNISUP UNIULT,	\$26.00	(Republic)	Liggett (MONTE RIO)	K. Bjugstad
KRPQ-F,	104.9,	340 KW @ 915,	Country	,	\$26.00	(K & P)	(ROHNERT PARK)	R. Castro
KXFX-F,	101.7,	18 KW @ 360,	AOR	UNISUP UNIULT,	\$29.00	(Eastman)	Keffco	S. Sandman
KZST-F,	100.1,	3 KW @ 240,	AC	UNIULT,	\$39.00	(Mc-Guild)		G. Zlot

Other ranked stations -- see San Francisco in Spring 90 edition

SIOUX CITY, IA

MSA Rank/Pop: 308/114,500
 ARB Rank/Pop: 240/93,000
 Market TSL: 21.25
 Average Person Rating: 15.6

Diaries: 310/300:1
 Sample Target: 290
 % Below Line: 2.4
 % Not Listed: 12.4

Retail \$: 0.8 Bill
 FM Share: 52.76%
 Stations: 9/7

	12+ METRO	1/4/SHARE	FAL	SPG	FAL	SPG	METRO CUME	METRO CUME RATING			B I R C H		
			89	89	88	88		S90	S89	S88	SHR	ACH	CUME
1.	KGLI-F	32/22.1		21.3		25.0	348	37.4	35.4	39.4			
2.	KSEZ-F	23/15.9		22.0		12.5	208	22.4	31.1	29.0			
3.	KKMA-F	20/13.8		14.0		6.6	224	24.1	27.7	17.0			
4.	KSCJ	18/12.4		10.7		11.0	264	28.4	19.5	26.8			
5.	KMNS	17/11.7		14.0		16.2	207	22.3	21.0	23.7			
6.	KWSL	13/ 9.0		2.0		8.1	168	18.1	11.4	17.1			

<u>12+ AM</u>	<u>12+ MID</u>	<u>12+ PM</u>	<u>12+ EVE</u>
1. KSCJ <	1. KKMA-F	1. KGLI-F<	1. KGLI-F>>
2. KGLI-F>	2. KGLI-F<	2. KSEZ-F>	2. KSCJ
3. KSEZ-F<	3. KSEZ-F	3. KKMA-F>	KSEZ-F
4. KMNS <	4. KMNS	4. KMNS	4. KMNS
5. KKMA-F	5. KSCJ		

<u>ADULTS 18-34</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35-64</u>	<u>MEN 25-54</u>	<u>WOMEN 25-54</u>
1. KSEZ-F<	1. KSEZ-F	1. KKMA-F>	1. KSEZ-F>	1. KGLI-F
2. KGLI-F>>	KKMA-F	2. KSCJ	2. KKMA-F>	KKMA-F>
3. KKMA-F	3. KGLI-F>	KWSL	3. KGLI-F	3. KSEZ-F
4. KMNS	4. KSCJ <	4. KMNS	KSCJ	4. KMNS
	5. KMNS			KSCJ

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KQHU-F	104.1	Yankton	.7/4.4
WNAX	570	Yankton	1.4/5.8
WCW	590	Omaha/Council Blfs	.7/5.6

RADIO STATIONS

KMNS,	620,	1 KW (DA-2)	,	Country	MBS, \$13.00	(Christal)	Legend	G. Pelletier
KSCJ,	1360,	5 KW (DA-N)	,	MOR	ABC I, \$14.00	(K & P)		L. Magnuson
KWSL,	1470,	5 KW (DA-2)	,	Oldies	ABC C UNISUP, \$10.00	(Torbet)		J. Daniels
KGLI-F,	95.5,	100 KW @	900	CHR	ABC C, \$24.00	(Torbet)		J. Daniels
KKMA-F,	99.5,	100 KW @	794	Soft AC	UNISUP, \$14.00	(Roslin)	(LEMARS)	P. Olsen
KSEZ-F,	97.9,	100 KW @	609	AOR	NBC SOURCE, \$19.00	(Christal)	Legend	G. Pelletier

SPRINGFIELD, IL

MSA Rank/Pop: 209/192,000
 ARB Rank/Pop: 178/161,900
 Market TSL: 24.5
 Average Person Rating: 18.3

Diaries: 382/424:1
 Sample Target: 370
 % Below Line: 6.0
 % Not Listed: 16.5

Retail \$: 1.4
 FM Share: 70.97%
 Stations: 13/10

12+ METRO	1/4/SHARE	FAL	SPG	FAL	SPG	METRO CUME	METRO CUME RATING			B I R C H		
		89	89	89	89		890	889	888	SHR	AGE	CUME
1. WYMG-F	43/14.5		18.0		23.3	433	26.7	26.4	35.1			
2. WDBR-F	40/13.5		14.5		7.9	535	33.0	31.6	24.3			
3. WNNS-F	38/12.8		12.0		18.4	415	25.6	24.2	32.4			
4. WTAX	30/10.1		12.4		9.2	352	21.7	26.8	20.8			
5. WVEM-F	27/ 9.1		3.9		4.9	210	13.0	12.2	12.2			
6. WFMB-F	20/ 6.7		12.4		12.1	247	15.3	20.5	27.4			
7. WMAY	16/ 5.4		7.1		5.9	175	10.8	13.9	11.0			
8. WCVS	13/ 4.4		5.3		4.3	223	13.8	12.0	15.5			
9. KMOX	12/ 4.0		1.1		2.3	103	6.4	5.8	10.0			

12+ AMD

1. WYMG-F<
2. WNNS-F<
3. WTAX >
4. WDBR-F<
5. WFMB-F

12+ MID

1. WYMG-F
2. WNNS-F>
3. WVEM-F<
4. WDBR-F

12+ PMD

1. WYMG-F
2. WDBR-F
3. WNNS-F>
4. WVEM-F<
5. WTAX

12+ EVE

1. WDBR-F<
2. WTAX >
3. WNNS-F
4. WYMG-F

ADULTS 18-34

1. WYMG-F>>
2. WDBR-F
3. WNNS-F>
4. WFMB-F

ADULTS 25-54

1. WNNS-F
2. WYMG-F>
3. WFMB-F
4. WDBR-F

ADULTS 35-64

1. WNNS-F<
2. WVEM-F>
3. WFMB-F
4. WTAX

MEN 25-54

1. WYMG-F>>
2. WNNS-F>>
3. WDBR-F
4. WFMB-F
5. WMAY

WOMEN 25-54

1. WNNS-F>>
2. WFMB-F
3. WDBR-F
4. WYMG-F
5. WVEM-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WLUF-F	97.7	Petersburg	1.7/4.9
WRVI-F	96.7	Virden	.7/4.2
WGN	720	Chicago	.7/4.4
WSMI-F	106.1	Lichtfield	.3/3.4

RADIO STATIONS

WCVS,	1450,	1 KW	, Oldies/Full Service	ABC D, \$14.00	(Mc-Guild)	Neuhoff	G. Neuhoff
WMAY,	970,	1 KW/500 W (DA-2),	Country	NBC, \$16.00	(HNWH)	Midwest Family	T. Kushak
WTAX,	1240,	1 KW	, MOR/Full Service	CBS MBS, \$22.00	(Christal)	Bookey	C. Bagg
WDBR-F,	103.7,	50 KW @ 303,	CHR	, \$25.00	(Christal)	Bookey	J. Schnacke
WFMB-F,	104.5,	43 KW @ 427,	Country	ABC I, \$20.00	(Mc-Guild)	Neuhoff	G. Neuhoff
WNNS-F,	98.7,	50 KW @ 500,	AC	, \$26.00	(HNWH)	Midwest Family	T. Kushak
WVEM-F,	101.9,	50 KW @ 275,	EZ/Soft AC	ABC E, \$17.00	(K & P)		D. Rion
WYMG-F,	100.5,	50 KW @ 492,	AOR	, \$30.00	(Katz)	Saga (JACKSONVILLE)	J. Symons

STAMFORD - NORWALK, CT

MSA Rank/Pop: 210/191,500 (Stamford)
 ARB Rank/Pop: 124/288,100
 Market TSL: 23.00
 Average Person Ratings: 17.6

Diaries: 475/607:1/50.3%
 Sample Target: 400
 % Below Line: 70.7%
 % Not Listed: 13.8%

Retail \$: 3.3 Bil
 FM Share: 68.65%
 Stations: 35/7

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME 89	RATING 88	RATING 89
1. WEFX-F	38/7.5	4.9	4.9	3.7	5.1	477	10.7	14.0	12.0
2. WEZN-F	32/6.3	5.4	5.5	5.2	3.8	450	15.6	14.8	13.0
3. WHTZ-F	31/6.1	6.7	6.1	3.7	4.9	545	18.9	15.7	13.7
4. WSTC	26/5.1	6.0	7.2	6.1	8.4	371	12.9	16.1	14.6
5. WCBS	25/4.9	5.4	5.7	4.5	5.4	521	18.1	19.7	22.6
6. WNLK	22/4.3	3.0	2.7	2.8	2.0	264	9.2	6.4	5.9
7. WFAN	20/3.9	2.4	2.3	3.5	1.5	287	10.0	8.9	4.7
8. WEBE-F	19/3.7	4.9	4.9	3.7	5.1	307	10.7	14.0	12.0
WOR	19/3.7	2.8	1.4	2.8	1.3	204	7.1	4.4	3.3
10. WNCN-F	17/3.4	1.7	2.7	1.9	4.1	283	9.8	7.8	11.9
WYNY-F	17/3.4	4.1	2.0	2.4	1.5	236	8.2	7.5	5.3

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WSTC	1. WEFX-F	1. WEFX-F	1. WHTZ-F
2. WCBS	2. WEZN-F	2. WEZN-F	2. WEFX-F
3. WEZN-F	3. WHTZ-F	3. WHTZ-F	WCBS
WFAN	4. WSTC	4. WSTC	WCBS-F
5. WEFX-F	5. WEBE-F	5.	5. WRKS-F

ADULTS 18-34

1. WEFX-F>>
2. WEBE-F
3. WHTZ-F
- WNEW-F
5. WDRE-F

ADULTS 25-54

1. WEFX-F
2. WEZN-F
3. WFAN
4. WEBE-F
5. WYNY-F

ADULTS 35-64

1. WEZN-F
2. WSTC
3. WCBS
4. WNCN-F
- 5.

MEN 25-54

1. WEFX-F
2. WFAN >
3. WEZN-F
4. WXRK-F
5. WCBS

WOMEN 25-54

1. WEBE-F
- WEFX-F>
3. WEZN-F
- WHTZ-F
- WYNY-F

OTHER RATED STATIONS/METRO SHARES & CUME RATING

WGCH	1490	Greenwich	2.2/4.9	WNEW-F	102.7	New York	2.6/10.1
WJAZ-F	96.7	Stamford	1.6/5.3	WNSR-F	105.1	New York	.6/6.2
WMM	1260	Westport	.8/2.4	WPAT-F	930	Paterson	1.6/6.7
WABC	770	New York	1.6/6.4	WPLJ-F	95.5	New York	1.8/10.4
WBLI-F	106.1	Patchogue	.6/2.8	WPLR-F	99.1	New Haven	.6/4.2
WBLS-F	107.5	New York	.4/2.5	WQCD-F	101.9	New York	.8/3.4
WCBS-F	92.7	New York	3.0/10.6	WQHT-F	97.1	New York	1.4/4.3
WDRE-F	99.9	Bridgeport	2.0/7.4	WQXR-F	96.3	New York	2.2/7.1
WFME-F	94.7	Newark	.8/2.3	WRKI-F	95.1	Brookfield	.6/3.6
WHUD-F	100.7	Peekskill	.8/2.9	WRKS-F	98.7	New York	2.4/6.5
WINS	1010	New York	.4/5.4	WSKQ-F	97.9	New York	.6/2.2
				WXRK-F	92.3	New York	3.2/14.7
				WYNY-F	103.5	Lk. Success	3.4/8.2

RADIO STATIONS

WGCH, 1490, 1 KW	, MOR	NBC APR, \$ 39.00 (Roslin)	C. Ponger
WNLK, 1350, 1 KW/500 W (DA-N)	, AC	ABC E, \$ 47.00 (Christal)	D. Lacerenza
WSTC, 1400, 1 KW	, MOR/FULL SER.	ABC I, \$ 65.00 (Katz)	CRB Chase W. Lada
WEFX-F, 95.9, 3 KW @ 300,	CLASSIC AOR	, \$ 69.00 (Christal)	CRB D. Lacerenza
WJAZ-F, 96.7, 3 KW @ 328,	JAZZ	, \$ 39.00 (Katz)	Chase D. Patchen

OTHER RANKED STATIONS: See New York or Bridgeport in Spring 1990 Edition

TEXARKANA, TX-AR

MSA Rank/Pop: 294/120,700
 ARB Rank/Pop: 232/99,800
 Market TSL: 23.0
 Average Person Rating: 16.7

Diaries: 295/338:1
 Sample Target: 280
 % Below Line: 19.7
 % Not Listed: 15.0

Retail \$: 0.8 Bil
 FM Share: 83.80%
 Stations: 14/9

12+ METRO	1/4/SHARE	FAL	SPG	FAL	SPG	METRO	METRO CUME RATING			B I R C H		
		89	89	88	88	CUME	590	589	588	SHR	SOH	CUME
1. KKYR-F	56/33.5		.7		---	379	38.0	8.8	---			
2. KXAR-F	13/ 7.8		11.2		12.4	137	13.7	15.4	12.4			
3. KCMC	12/ 7.2		9.9		10.9	135	13.5	18.9	16.3			
4. KLLI-F	11/ 6.6		7.9		7.8	153	15.3	16.8	14.4			
KTAL-F	11/ 6.6		9.2		10.9	156	15.6	16.8	17.0			
6. KTWN-F	10/ 6.0		12.5		7.0	106	10.6	24.9	18.0			
7. KRMD-F	8/ 4.8		7.2		10.1	66	6.6	18.3	14.8			
8. KKYR	6/ 3.6		---		2.3	96	9.6	3.5	6.8			

12+ AMD

1. KKYR-F>>
2. KCMC
3. KLLI-F
KXAR-F

12+ MID

1. KKYR-F>>
2. KCMC
3. KLLI-F
4. KTAL-F

12+ PMD

1. KKYR-F>>
2. KCMC
- KXAR-F<
4. KLLI-F

12+ EVE

1. KKYR-F>>
2. KXAR-F<
3. KTWN-F>
4. KTAL-F
5. KLLI-F

ADULTS 18-34

1. KKYR-F>>
2. KTAL-F>
3. KLLI-F
KTWN-F

ADULTS 25-54

1. KKYR-F>>
2. KLLI-F
KTWN-F
4. KXAR-F

ADULTS 35-64

1. KKYR-F>>
2. KCMC
KXAR-F
KRMD-F

MEN 25-54

1. KKYR-F>>
2. KLLI-F>

WOMEN 25-54

1. KKYR-F>>
2. KTWN-F
KXAR-F>

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KMLA	1400	Texarkana/Ashdwn	1.2/4.6
KMLA-F	103.9	Ashdown/Texarkana	.6/5.5
KTWN	940	Texarkana	1.8/6.6
KITT-F	93.7	Shreveport	1.2/11.6
KPXI-F	100.7	Mt Pleasant	2.4/ 5.3
KTUX-F	98.9	Carthage	1.8/ 8.0

RADIO STATIONS

KCMC,	740,	1 KW (DA-N)	,	Country	MBS,	\$12.00	(K & P)		D. Davis
KKYR-F,	102.5,	100 KW @ 459	,	Country	ABC D,	\$20.00	(Banner)		C. Reininger
KLLI-F,	95.9,	1 KW @ 450	,	AC	,	\$12.00	(Mc-Guild)	(HOOKS)	B. Barnett
KTWN-F,	107.1,	1 KW @ 489	,	Country	ABC E,	\$11.00	(---)		F. Bell
KXAR-F,	101.7,	3 KW @ 300	,	Black	SBN,	\$10.00	(K & P)	(HOPE)	B. Hoglund

Other ranked stations -- see Shreveport in Spring 90 edition

TRENTON, NJ

MSA Rank/Pop: 143/333,700
 ARB Rank/Pop: 130/280,500
 Market TSL: 22.75
 Average Person Ratings: 17.4

Diaries: 421/666:1
 Sample Target: 400
 % Below Line: 63.4%
 % Not Listed: 21.3%

Retail \$: 2.61 Bil.
 FM Share: 71.95%
 Stations: 34/6

12+ METRO	1/4/SHARE	SPG 89	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88
1. WKXW-F	41/8.4	3.5	6.5	554	19.8	12.9	18.7
2. WUSL-F	39/8.0	5.8	5.0	302	10.8	10.5	10.3
3. WPST-F	32/6.5	7.9	5.4	438	15.6	20.7	22.3
4. WHWH	30/6.1	5.6	5.6	333	11.9	16.5	15.3
5. WBUD	24/4.9	4.8	4.5	306	10.9	8.2	8.5
6. WXTU-F	19/3.9	5.6	3.4	268	9.6	12.3	8.2
WOR	19/3.9	3.1	4.3	259	9.2	6.4	7.6
8. WDAS-F	16/3.3	2.3	.9	221	7.9	6.5	6.9
WIOQ-F	16/3.3	1.2	1.6	232	8.3	4.3	3.3
WMMR-F	16/3.3	5.8	6.5	368	13.1	19.3	16.6

12+ AM

1. WHWH
2. WKXW-F
3. WOR
4. WUSL-F
- 5.

12+ MID

1. WKXW-F
2. WPST-F
3. WBUD <
4. WUSL-F
- 5.

12+ PM

1. WKXW-F
2. WUSL-F
3. WPST-F
4. WBUD
- 5.

12+ EVE

1. WUSL-F>
2. WKXW-F
- WIOQ-F
4. WPST-F
- 5.

ADULTS 18-34

1. WPST-F
2. WUSL-F
3. WKXW-F>
4. WMMR-F
- 5.

ADULTS 25-54

1. WKXW-F>
2. WPST-F
3. WUSL-F
4. WYSP-F
- 5.

ADULTS 35-64

1. WKXW-F
2. WHWH
3. WXTU-F
4. WBUD
5. WUSL-F

MEN 25-54

1. WKXW-F
2. WYSP-F
3. WPST-F
4. WMMR-F
- 5.

WOMEN 25-54

1. WKXW-F
2. WUSL-F
3. WPST-F
4. WXTU-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WIMG	1300	Trenton	2.2/ 4.1		
WTTM	920	Trenton	.6/ 3.7		
WABC	770	New York	.4/ 3.5	WNSR-F	105.1 New York .6/ 3.1
WCAU	1210	Philadelphia	.8/ 4.8	WQGL-F	98.1 Philadelphia 2.7/ 9.0
WCBS	880	New York	1.0/ 5.8	WPAT	930 Paterson .2/ 1.0
WEAZ-F	101.1	Philadelphia	1.6/ 6.3	WPAT-F	93.1 Paterson .2/ 1.5
WEGX-F	106.1	Philadelphia	2.5/10.1	WPLJ-F	95.5 New York 1.4/ 5.5
WFAN	660	New York	1.0/ 5.5	WQHT-F	97.1 New York 1.0/ 3.8
WFLN-F	95.7	Philadelphia	.6/ 3.4	WSNI-F	104.5 Philadelphia 2.0/ 7.5
WLTW-F	106.7	New York	.4/ 2.7	WWDB-F	96.5 Philadelphia .6/ 3.2
WMGK-F	102.9	Philadelphia	1.4/ 6.7	WXRK-F	92.3 New York 1.2/ 5.0
WNEW	1130	New York	.8/ 3.0	WYSP-F	94.1 Philadelphia 2.9/10.7
WNEW-F	102.7	New York	.8/ 3.4		

RADIO STATIONS

WBUD	, 1260	, 5 KW/2.5 KW (DA-2),	Nostalgia	\$36.00	(Banner)	Press	J. Dziuba
WHWH	, 1350	, 5 KW (DA-2)	MOR/Full Service	\$40.00	(Katz)	Nassau	J. Morris
WKXW-F,	101.5,	18 KW @ 800	Oldies	\$56.00	(Banner)	Press	J. Dziuba
WPST-F,	97.5,	50 KW @ 460	CHR	\$59.00	(Katz)	Nassau	J. Morris

Other ranked stations — see Philadelphia and New York in Spring '90 edition

TRI-CITIES, WA
 (Richland - Kennewick - Pasco)

MSA Rank/Pop: 244/152,600
 ARB Rank/Pop: 213/119,100
 Market TSL: 21.5
 Average Person Rating: 16.0

Diaries: 385/309:1
 Sample Target: 330
 % Below Line: 15.7
 % Not Listed: 26.7

Retail \$: 2.1 Bil
 FM Share: 79.29%
 Stations: 11/9

12+ METRO	1/4/SHARE	FAL		SPG		METRO CUME	METRO CUME RATING			B I R C H		
		89	89	88	88		590	589	588	SHR	SOI	CUME
1. KIOK-F	44/23.0		16.9		25.0	451	37.9	34.2	34.7	32.2	59	507
2. KNLT-F	20/10.5		7.4		2.1	255	21.4	18.8	10.1	6.0	11	214
3. KONA	17/ 8.9		6.9		12.5	242	20.3	18.8	22.4	7.1	13	191
4. KONA-F	16/ 8.4		8.5		9.7	207	17.4	15.1	19.3	8.7	16	173
5. KOTY-F	12/ 6.3		9.0		9.0	187	15.7	12.1	14.0	8.2	15	181
6. KEYW-F	9/ 4.7		6.3		4.9	152	12.8	19.3	10.1	3.3	6	141
7. KORD-F	8/ 4.2		6.3		13.2	166	13.9	14.4	23.4	12.0	22	243
8. KORD	5/ 2.6		7.4		3.5	117	9.8	8.4	8.6	3.8	7	125
9. KALE	4/ 2.1		7.9		3.5	103	8.6	16.9	7.1	4.4	8	181
10. KTCR-F	3/ 1.6		2.1		2.1	63	5.3	7.7	7.1	1.6	3	71

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KIOK-F>	1. KIOK-F>>	1. KIOK-F>>	1. KIOK-F>>
2. KONA >	2. KNLT-F	2. KNLT-F>	2. KORD
3. KNLT-F	3. KONA-F	3. KONA-F	KNLT-F
KOTY-F	4. KONA	4. KOTY-F	
5. KONA-F			

ADULTS 18-34

1. KIOK-F>>
2. KNLT-F
3. KOTY-F
4. KORD-F

ADULTS 25-54

1. KIOK-F
2. KNLT-F>
3. KOTY-F
- KONA

ADULTS 35-64

1. KONA-F
2. KONA
3. KNLT-F>
4. KOTY-F
- KEYW-F

MEN 25-54

1. KIOK-F>>
2. KNLT-F
3. KOTY-F
4. KONA

WOMEN 25-54

1. KNLT-F
2. KEYW-F>
3. KIOK-F
- KONA

OTHER LISTED STATIONS/METRO SHARES & CUME RATINGS

KWHT-F 103.5 Pendleton/Walla Walla 1.0/5.4

RADIO STATIONS

KALE, 960, 5 KW/1 KW (DA-N)	, Oldies	NBC, \$ 9.00 (HNWH)	Sterling	K. Balcom
KONA, 610, 5 KW (DA-2)	, MOR	ABC I, \$12.00 (K & P)		D. Mitchell
KORD, 870, 10 KW/25 W	, Country	ABC D, \$ 9.00 (MMR)		J. Ripley
KTCR, 1340, 1 KW	, Talk	MBS, \$ 8.00 (Christal)		T. McCoy
KEYW-F, 98.3, 3 KW @ 200	, Oldies/AC	UNISUP, \$12.00 (Republic)		O. Knudson
KIOK-F, 94.9, 100 KW @ 1250	, CHR	, \$28.00 (HNWH)	Sterling	K. Balcom
KONA-F, 105.3, 100 KW @ 1180	, EZ	CBS, \$13.00 (K & P)		D. Mitchell
KORD-F, 102.7, 100 KW @ 1100	, Country	ABC D, \$12.00 (MMR)		J. Ripley
KOTY-F, 106.5, 100 KW @ 1075	, Country	MBS, \$14.00 (Christal)		T. McCoy
KNLT-F, 95.7, 100 KW @ 1400	, AC	UNISUP UNILT, \$15.00 (Republic)	(WALLA WALLA)	D. Sapp

TUSCALOOSA, AL

MSA Rank/Pop: 250/146,900
 ARB Rank/Pop: 209/122,000
 Market TSL: 21.25
 Average Person Rating: 16.1

Diaries: 320/381:1
 Sample Target: 320
 % Below Line: 9.8
 % Not Listed: 16.8

Retail \$: 0.8 Bil
 FM Share: 79.75%
 Stations: 15/9

12+ METRO	1/4 SHARE	FAL		SPG		METRO CUME	METRO CUME RATING			B I R C H		
		RR	RR	RR	RR		S97	S89	S88	SHR	ACH	CUME
1. WZBQ-F	44/22.4		21.5		12.0	420	34.4	39.5	20.9			
2. WTUG-F	23/11.7		10.7		10.4	247	20.2	18.9	20.2			
3. WACT-F	18/ 9.2		8.3		12.6	250	20.5	16.0	22.6			
WTSK	18/ 9.2		18.0		9.3	178	14.6	21.7	15.0			
5. WTXF-F	16/ 8.2		.5		---	126	10.3	3.3	---			
6. WFFX-F	13/ 6.6		10.2		10.9	257	21.1	28.0	26.2			
7. WACT	9/ 4.6		.5		5.5	145	11.9	3.7	10.9			
8. WZZK-F	7/ 3.6		4.9		9.8	176	14.4	15.5	23.3			

12+ AM

1. WZBQ-F
2. WTSK >
3. WACT-F
4. WTUG-F

12+ MID

1. WZBQ-F>>
2. WTXF-F<
3. WACT-F
- WFFX-F

12+ PM

1. WZBQ-F>
2. WTUG-F>
3. WACT-F<
4. WFFX-F

12+ EVE

1. WTUG-F<
2. WZBQ-F>>

ADULTS 18-34

1. WZBQ-F>>
2. WTUG-F>
3. WFX-F

ADULTS 25-54

1. WZBQ-F>>
2. WTXF-F
3. WFFX-F
- WTSK
5. WTUG-F

ADULTS 35-64

1. WTSK
- WZBQ-F
3. WACT-F
- WTXF-F

MEN 25-54

1. WZBQ-F>
2. WTXF-F>
3. WACT-F>

WOMEN 25-54

1. WZBQ-F
2. WFFX-F
- WTSK
4. WTUG-F

OTHER LISTED STATIONS/METRO SHARE & CUME RATING

WRLX	1230	Tuscaloosa	2.6/4.3
WZBQ	1150	Tuscaloosa	.5/2.0
WAPI-F	94.5	Birmingham	.5/4.2
WDJC-F	93.7	Birmingham	.5/3.7
WENN-F	107.7	Birmingham	1.0/6.1
WMJF-F	96.5	Birmingham	.5/6.1
WZRR-F	99.5	Birmingham	2.0/8.0

RADIO STATIONS

WACT,	1420,	5 KW (DA-2)	,	Gospel	APR, \$ 9.00	(Roslin)	W. Price
WTSK,	790,	5 KW/36 W	,	Black	NBN, \$13.00	(---)	J. Kell
WACT-F,	105.5,	3 KW @ 300	,	Country	APR, \$14.00	(Roslin)	W. Price
WFFX-F,	95.7,	100 KW @ 450	,	AC	, \$16.00	(Eastman)	G. O'Rear
WTUG-F,	92.7,	6 KW @ 300	,	Black	SBN, \$15.00	(Republic)	J. Kell
WTXF-F,	98.1,	100 KW @ 905	,	Nost/EZ	NBC, \$12.00	(Christal)	J. Mauldin
WZBQ-F,	102.5,	12 KW @ 2050	,	CHR	ABC I, \$21.00	(Torbet)	J. Smith

WZZK -- see Birmingham in Spring 90 edition

TYLER, TX

MSA Rank/Pop: 239/155,600
 ARB Rank/Pop: 203/128,500
 Market TSL: 25.0
 Average Person Rating: 18.6

Diaries: 362/355:1
 Sample Target: 330
 % Below Line: 11.9
 % Not Listed: 22.6

Retail \$: 1.0 Bil
 FM Share: 68.65%
 Stations: 13/9

12+ METRO	1/4/SHARE	FAL		SPG		METRO CUME	METRO CUME RATING			B I R C H		
		H9	W9	H9	W9		S97	S99	S88	SHR	ADP	CLM
1. KNUE-F	41/17.2		20.5		21.6	389	30.3	25.5	31.0	22.7	46	396
2. KZEY	34/14.2		5.2		8.7	253	19.7	11.7	15.5	12.8	26	373
3. KTYL-F	29/12.1		15.7		11.5	339	26.4	25.5	24.2	11.8	24	328
4. KTBB	20/ 8.4		3.9		11.5	264	20.5	14.6	21.8	6.4	13	225
5. KOOI-F	17/ 7.1		7.4		10.1	203	15.8	14.9	13.6	6.4	13	182
6. KISX-F	11/ 4.6		5.2		8.2	120	9.3	17.4	17.2	3.4	7	109
7. KKTX-F	9/ 3.8		---		---	103	8.0	---	---	5.9	12	163
8. KKDA-F	7/ 2.9		1.7		---	109	8.5	7.2	---	5.9	12	146
9. KROZ-F	6/ 2.5		13.1		9.6	77	6.0	19.5	13.9	3.0	6	131

12+ AM

1. KNUE-F
2. KTYL-F<
3. KTBB
4. KZEY

12+ MID

1. KNUE-F>
2. KTYL-F
3. KOOI-F
4. KZEY

12+ PM

1. KNUE-F>
2. KZEY <
3. KTYL-F>
4. KOOI-F

12+ EVE

1. KZEY
2. KNUE-F>
3. KTYL-F>
4. KTBB

ADULTS 18-34

1. KNUE-F<
2. KTYL-F<
3. KZEY >
4. KKTX-F

ADULTS 35-44

1. KNUE-F
2. KTYL-F<
3. KZEY >
4. KISX-F

ADULTS 45-54

1. KNUE-F>
2. KZEY
3. KTYL-F
4. KTBB

MEN 25-54

1. KNUE-F>
2. KTYL-F
3. KISX-F
- KTBB
- KZEY
- KKTX-F

WOMEN 25-54

1. KNUE-F
2. KTYL-F<
3. KZEY >

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KDOK	1330	Tyler	1.7/3.3
KPXI-F	100.7	Mt. Pleasant	.4/3.1
KEGL-F	97.1	Ft. Worth/Dallas	.8/3.6
KYKX-F	105.7	Longview	1.7/4.7

RADIO STATIONS

KTBB,	600, 5 KW/2.5 KW (DA-2),	MOR/AC	ABC I, \$13.00	(Durpetti)	D. Chaney	
KZEY,	690, 1 KW/92 W (DA-2) ,	Black	SBN, \$12.00	(Mc-Guild)	A. Brooks	
KISX-F,	107.35,	50 KW @ 370,	Oldies	UNIPWR, \$14.00	(Christal)	(WHITEHOUSE) B. Downs
KNUE-F,	101.5,	98 KW @ 1074,	Country	, \$27.00	(Banner)	D. Chaney
KOOI-F,	106.5,	100 KW @ 1468,	EZ/Soft AC	ABC E, \$17.00	(Republic)	(JACKSONVILLE) D. Walker
KROZ-F,	92.1,	3 KW @ 280,	Country	SBN, \$11.00	(Mc-Guild)	A. Brooks
KTYL-F,	93.1,	100 KW @ 375,	AC	ABC C, \$24.00	(Durpetti)	T. Patterson

KKTX -- see Longview
 KKDA -- see Dallas in Spring 90 edition

VICTORIA, TX

MSA Rank/Pop: 346/74,800
 ARB Rank/Pop: 259/60,800
 Market TSL: 20.25
 Average Person Rating: 15.0

Diaries: 295/206:1
 Sample Target: 250
 % Below Line: 1.3
 % Not Listed: 16.5

Retail \$: 0.6 Bil
 FM Share: 85.53%
 Stations: 8/7

12+ METRO	1/1/SHARE	FAL		SPG		METRO CUME	METRO CUME RATING			B I R C H		
		89	H3	88	88		89.7	88.9	88.8	SHR	ACH	CUME
1. KZEU-F	30/33.0		21.8		13.7	238	39.1	39.6	26.3			
2. KVIC-F	22/24.2		21.8		30.5	229	37.7	42.1	45.9			
3. KEPG-F	8/ 8.8		8.9			75	12.3	13.7				
KNAL	8/ 8.8		5.0		12.6	98	16.1	13.9	21.9			
5. KPLV-F	3/ 3.3		4.0		7.4	69	11.3	13.4	21.5			
6. KAMG	2/ 2.2		4.0		6.3	60	9.9	10.3	17.4			
KTXN-F	2/ 2.2		3.0		3.2	36	5.9	8.7	8.0			
8. KTRH	1/ 1.1		3.0		2.1	35	5.8	8.7	6.9			

12+ AM	12+ MID	12+ PM	12+ EVE
1. KZEU-F>>	1. KZEU-F>>	1. KZEU-F	1. KVIC-F>>
2. KVIC-F>	2. KVIC-F>>	2. KEPG-F	2. KZEU-F
3. KNAL	3. KEPG-F	3. KEPG-F	3. KNAL
			4. KEPG-F

RESULTS 18-34	RESULTS 25-54	RESULTS 35-64	MEN 25-54	WOMEN 25-54
1. KZEU-F	1. KZEU-F>>	1. KZEU-F>>	1. KZEU-F>>	1. KZEU-F>>
2. KVIC-F>>	2. KVIC-F>>	2. KEPG-F	2. KVIC-F>>	2. KVIC-F
	3. KEPG-F	3. KNAL		3. KNAL
		4. KVIC-F		

OTHER NOTED STATIONS/METRO SHARES & CUME RATING

RADIO STATIONS		ABC D, \$ 7.00 (Mc-Guild) Mayes		B. Woodman	
KAMG, 1340, 1 KW	, Oldies	, \$11.00	(Riley)	C. King	
KNAL, 1410, 500 W (DA-N)	, Country				
KEPG-F, 100.9, 3 KW @ 304	, Hispanic	, \$12.00	(Lotus)	B. Sandoval	
KPLV-F, 93.3, 100 KW @ 660	, CHR	, \$10.00	(Riley)	(PORT LAVACA)	D. McDougall
KTXN-F, 98.7, 100 KW @ 253	, EZ	CNN, \$ 9.00	(K & P)		D. Freed
KVIC-F, 95.1, 100 KW @ 500	, CHR	, \$17.00	(Mc-Guild) Mayes		B. Woodman
KZEU-F, 107.9, 100 KW @ 362	, Country	, \$20.00	(Eastman) Osborn/Reynolds		B. Springer

WATERBURY, CT

MSA Rank/Pop: 196/216,700
 ARB Rank/Pop: 164/181,000
 Market TSL: 22.25
 Average Person Ratings: 16.8

Diaries: 378/479:1
 Sample Target: 400
 % Below Line: 81.4
 % Not Listed: 22.4

Retail \$: 1.60 Bil
 FM Share: 77.97%
 Stations: 22/4

12+ METRO	%/SHARE	SPG	SPG	METRO	METRO CUME	CUME	RATING
		09	08	CUME	\$99	\$89	\$80
1. WKSS-F	26/8.6	6.6	8.5	409	22.6	20.4	17.5
2. WKCI-F	24/7.9	11.4	12.0	459	25.4	29.5	23.7
3. WEZN-F	20/6.6	3.1	7.4	236	13.0	9.7	11.1
4. WDRC-F	19/6.3	8.0	7.1	281	15.5	18.3	14.7
5. WWYZ-F	17/5.6	6.9	1.1	225	12.4	12.2	4.4
6. WTIC	16/5.3	4.0	8.5	254	14.0	15.0	18.0
7. WPLR-F	15/4.9	3.7	4.6	268	14.8	12.6	10.9
8. WIOF-F	14/4.6	4.0	4.9	219	12.1	12.3	11.4
9. WQQW	14/4.6	7.4	4.9	137	7.6	13.2	10.2
10. WHCN-F	13/4.3	2.6	3.2	285	15.7	9.4	8.6
11. WATR	11/3.6	6.6	8.5	197	10.9	18.8	16.3

12+ AM

1. WTIC
2. WKCI-F<
3. WDRC-F
4. WKSS-F
5. WEZN-F

12+ MID

1. WWYZ-F
2. WDRC-F
3. WKCI-F<
4. WIOF-F
5. WEZN-F
6. WQQW

12+ PM

1. WEZN-F
2. WKSS->
3. WWYZ-F
4. WKCI-F
5. WPLR-F

12+ EVE

1. WKSS-F>
2. WEZN-F>
3. WKCI-F
- 4.
- 5.

ADULTS 18-34

1. WKSS-F
2. WPLR-F
3. WHCN-F>
4. WKCI-F
- 5.

ADULTS 35-54

1. WDRC-F
2. WEZN-F
3. WKCI-F
4. WKSS-F
5. WIOF-F
6. WWYZ-F

ADULTS 55-64

1. WEZN-F>
2. WWYZ-F<
3. WDRC-F
4. WKCI-F
5. WTIC

MEN 25-54

1. WDRC-F
2. WKCI-F
3. WEZN-F
4. WHCN-F
- 5.

WOMEN 25-54

1. WEZN-F
2. WIDF-F
3. WDRC-F
4. WWYZ-F
5. WKCI-F
6. WKSS-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WWCO	1240	Waterbury	.7/ 4.1
WABC	770	New York	1.0/ 4.1
WCCC-F	106.9	Hartford	2.3/ 6.7
WDAQ-F	98.3	Danbury	1.0/ 3.5
WEBE-F	107.9	Westport	2.3/ 5.2
WFAN	660	New York	1.6/ 8.2
WOR	710	New York	.3/ 3.5
WRCH-F	100.5	New Britain/Hrtfrd	2.6/ 9.8
WRKI-F	95.1	Brookfield	2.0/ 9.2
WRKS-F	98.7	New York	.3/ 2.6
WTIC-F	96.5	Hartford	1.3/11.2

RADIO STATIONS

WATR	,	1320,	5 KW/1 KW (DA-2),	MOR/Full Service		CBS, \$34.00	(Banner)	F. Erwin
WQQW	,	1590,	5 KW (DA-1)	, Talk/Nostalgia		CNN UNISUP, \$32.00	(---)	T. Coffey
WWCO	,	1240,	1 KW	, AC		ABC FM UNISUP, \$17.00	(---)	P. Ciullo

Other ranked stations — See Hartford, New Haven and Bridgeport in Spring'90 edition

WATERTOWN, NY

MSA Rank/Pop: NA
 ARB Rank/Pop: 247/80,800
 Market TSL: 22.0
 Average Person Rating: 16.8

Diaries: 274/295:1
 Sample Target: 250
 % Below Line: 10.5
 % Not Listed: 16.2

Retail \$: 0.6 B11
 FM Share: 67.54%
 Stations: 10/6

12+ METRO	CUM/SHARE	FAL	SPG	FAL	SPG	METRO CUM	METRO CUM RATING			B I R C H		
		H9	H9	H9	H9		S20	S19	S88	SHR	ACH	CUM
1. WTNY-F	36/26.5		23.0		34.2	342	42.3	40.2	47.2			
2. WTNY	26/19.1		14.1		16.2	238	29.5	32.9	31.1			
3. WCIZ-F	15/11.0		11.1		15.4	179	22.2	22.2	22.5			
4. WTOJ-F	14/10.3		6.7		12.0	188	23.3	18.3	21.6			
5. WNCQ	11/ 8.1		11.1		4.3	131	16.2	16.4	10.4			
6. WKFM-F	5/ 3.7		3.7		.9	43	5.3	6.6	5.4			
7. WAIN	3/ 2.2		5.2		3.4	103	12.7	13.6	9.4			
WYYY-F	3/ 2.2		---		.9	39	4.8	---	4.6			
CFMK-F	3/ 2.2		---		---	35	4.3	---	---			

12+ AM	12+ MID	12+ PM	12+ EVE
1. WTNY	1. WTNY-F	1. WTNY-F>>	1. WTNY-F>>
2. WTNY-F>>	2. WTNY <	2. WCIZ-F<	2. WTOJ-F
3. WNCQ	3. WTOJ-F	3. WTNY <	3. WTNY
	4. WCIZ-F	4. WTOJ-F	4. WCIZ-F

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. WTNY-F>	1. WTNY-F	1. WTNY	1. WTNY-F	1. WTNY-F
2. WCIZ-F>>	2. WTOJ-F>	2. WTNY-F	2. WCIZ-F	2. WTOJ-F>>
3. WKFM-F	3. WCIZ-F	WTOJ-F>	3. WTNY	3. WCIZ-F
4. WTOJ-F	4. WTNY	4. WNCQ	4. WTOJ-F	WTNY
			5. WKFM-F	

OTHER RATED STATIONS/METRO SHARE & CUM RATING

CFLY-F 98.3 Kingston ON .7/5.7

RADIO STATIONS

WATN,	1240,	1 KW	, Oldies	ABC E TALKNT, \$ 8.00	(Roslin)	D. Mance
WNCQ,	1410,	5 KW/1 KW (DA-N),	Country	SMN, \$10.00	(K & P)	B. Danziger
WTNY,	790,	1 KW (DA-N)	, MOR/Full Service	, \$22.00	(Torbet)	D. Alexander
WCIZ-F,	97.5,	41 KW @ 292	, AOR	ABC FM, \$16.00	(K & P)	B. Danziger
WTNY-F,	93.5,	3 KW @ 330	, CHR	, \$31.00	(Torbet)	D. Alexander
WTOJ-F,	103.1,	.8 KW @ 670	, AC	UNISUP UNIULT, \$13.00	(Roslin)	D. Mance
					(CARTHAGE)	

Other ranked stations — see Syracuse in Spring 90 edition

WICHITA FALLS, TX

MSA Rank/Pop: 288/123,600
 ARB Rank/Pop: 229/104,500
 Market TSL: 20.5
 Average Person Rating: 15.5

Diaries: 334/313:1
 Sample Target: 300
 % Below Line: 2.2
 % Not Listed: 14.8

Retail \$: 1.0 Bill
 FM Share: 91.30%
 Stations: 8/7

12+ METRO	1/1/SEATE	FAL		SPG		METRO CUME	METRO CUME RATING			B I R C H		
		#9	#0	#8	#9		#20	#89	#88	SEE	NOH	CUME
1. KLUR-F	46/28.4		27.5		35.1	448	42.9	44.3	43.2			
2. KNIN-F	32/19.8		21.3		13.6	367	35.1	38.8	33.0			
3. KWFS-F	21/13.0		11.3		14.9	243	23.3	27.0	29.2			
4. KTLT-F	16/ 9.9		13.8		12.3	227	21.7	26.0	23.4			
5. KYII-F	11/ 6.8		---		---	180	17.2	---	---			
6. KWFT	6/ 3.7		6.3		1.3	124	11.9	11.7	9.8			
7. KGTM	3/ 1.9		3.8		6.5	66	6.3	10.7	11.3			
WBAP	3/ 1.9		1.9		.6	75	7.2	6.9	6.6			

12+ AM

1. KLUR-F>>
2. KNIN-F
3. KWFS-F<
4. KWFT

12+ MID

1. KLUR-F>>
2. KNIN-F
3. KWFS-F>
4. KTLT-F

12+ PM

1. KLUR-F>
 2. KNIN-F>
 3. KWFS-F>
 4. KTLT-F
- KYII-F

12+ EVE

1. KNIN-F>>
2. KLUR-F>
3. KWFS-F
4. KTLT-F

ADULTS 18-34

1. KLUR-F<
2. KNIN-F>>
3. KTLT-F<
4. KWFS-F

ADULTS 25-54

1. KLUR-F>
 2. KWFS-F
 3. KNIN-F
- KTLT-F

ADULTS 35-64

1. KLUR-F>>
 2. KWFS-F>
 3. KTLT-F
- KYII-F

MEN 25-54

1. KLUR-F>>
2. KWFS-F
3. KNIN-F
4. KTLT-F

WOMEN 25-54

1. KLUR-F>
2. KWFS-F
3. KTLT-F
4. KNIN-F
5. KYII-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

RADIO STATIONS

KGTM, 990, 10 KW/1 KW (DA-2) , Country
 KWFT, 620, 5 KW (DA-N) , MOR

, \$ 7.00 (Banner)
 CBS APR, \$ 9.00 (Torbet)

M. Rosen
 D. Whan

KLUR-F, 99.9, 100 KW @ 830 , Country
 KNIN-F, 92.9, 100 KW @ 985 , CHR
 KTLT-F, 106.3, 3 KW @ 300 , AC
 KWFS-F, 103.3, 100 KW @ 440 , CHR
 KYII-F, 104.7, 100 KW @ 1017 , ???

ABC I, \$29.00 (Katz)
 ABC C, \$24.00 (Banner)
 , \$15.00 (Christal)
 UNIPWR, \$18.00 (Mc-Guild)
 , \$10.00 (Riley)

Sun Group

(BURKBENNET)

S. Beard
 J. Michael
 K. Schroder
 R. Jordan

WBAP -- See Dallas in Spring 90 edition

WILLIAMSPORT, PA

MSA Rank/Pop: 305/117,500
 ARB Rank/Pop: 233/98,300
 Market TSL: 24.75
 Average Person Rating: 18.6

Diaries: 315/312:1
 Sample Target: 290
 % Below Line: 0.0
 % Not Listed: 13.7

Retail \$: 0.7 Bil
 FM Share: 79.75%
 Stations: 10/10

12+ METRO	1/4/SQUARE	FAL	SPG	FAL	SPG	METRO CUME	METRO CUME RATING			B I R C H		
		89	89	88	88		89	89	88	SHR	ACH	CUME
1. WILQ-F	43/23.5		21.8		25.9	366	37.2	38.0	36.9			
2. WHTO-F	33/18.0		16.0		18.7	320	32.6	28.3	31.6			
3. WKSB-F	32/17.5		16.0		8.4	343	34.9	29.9	19.5			
4. WLYC	16/ 8.7		5.9		8.4	126	12.8	11.6	15.0			
5. WFXX-F	10/ 5.5		11.7		18.7	207	21.1	27.9	32.0			
WHPA	10/ 5.5		6.4		7.2	123	12.5	11.7	14.5			
7. WRAC	6/ 3.3		1.6		1.2	131	13.3	10.0	7.3			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WILQ-F>	1. WILQ-F	1. WHTO-F	1. WHTO-F
2. WKSB-F	2. WKSB-F	WKSB-F	2. WILQ-F
3. WHTO-F>	3. WHTO-F>	3. WILQ-F>	3. WKSB-F>
4. WLYC	4. WLYC		4. WFXX-F

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. WHTO-F>>	1. WILQ-F<	1. WILQ-F>>	1. WILQ-F	1. WILQ-F<
2. WKSB-F>>	2. WKSB-F>>	2. WKSB-F>>	2. WKSB-F>>	2. WKSB-F>>
3. WFXX-F	3. WHTO-F>		3. WHTO-F>	3. WHTO-F>
WILQ-F	4. WFXX-F		4. WFXX-F	
			WKHL-F	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WJSA-F	93.5	Jersey Shr/Wlmsprt	.5/3.7
WKHL-F	95.5	Salladasburg	1.6/4.5
WRKK-F	97.7	Jersey Shr/Wlmsprt	2.2/4.2

RADIO STATIONS

WLYC,	1050,	1 KW/35 W	, Nostalgia	ABC I, \$13.00	(---)	R. Cunnion
WRAC,	1400,	1 KW	, Talk	CNN NBC, \$10.00	(---)	J. Dame
WHPA,	1340,	1 KW	, Nostalgia	CBS UNISUP, \$11.00	(---)	W. Ott
WFXX-F,	99.3,	210 W @ 1280	, CHR	SOURCE, \$16.00	(Republic)	J. Quinn
WHTO-F,	103.9,	1.3 KW @ 429	, CHR	ABC FM, \$18.00	(---)	V. Michael
WILQ-F,	105.1,	9 KW @ 1135	, Country	ABC I, \$27.00	(Roslin)	R. Cunnion
WKSB-F,	102.7,	53 KW @ 1287	, AC	UNISUP, \$23.00	(---)	J. Dame

YAKIMA, WA

MSA Rank/Pop: 214/187,400
 ARB Rank/Pop: 187/151,200
 Market TSL: 21.0
 Average Person Rating: 15.9

Diaries: 372/406:1
 Sample Target: 350
 % Below Line: 0.0
 % Not Listed: 17.0

Retail \$: 1.0 Bil
 FM Share: 72.50%
 Stations: 14/14

12+ METRO	1/4/SHARE	FAL	SPG	FAL	SPG	METRO	METRO CUME RATING			B I R C H		
		H9	H9	88	88	CUME	290	389	588	ENG	AOR	CUMC
1. KXDD-F	44/18.3		15.2		16.3	413	27.3	19.9	23.0			
2. KFFM-F	41/17.0		16.5		8.8	439	29.0	28.8	20.6			
3. KATS-F	37/15.4		17.0		17.7	339	22.4	27.2	25.2			
4. KIT	19/ 7.9		8.0		11.2	276	18.3	20.8	20.4			
5. KUTI	16/ 6.6		5.4		7.9	187	12.4	12.2	10.6			
6. KRSE-F	10/ 4.1		4.0		4.2	161	10.6	8.3	7.6			
7. KHYT-F	9/ 3.7		.4		5.1	163	10.8	2.1	14.5			
8. KZTA	3/ 2.5		.9		---	70	4.6	1.9	---			
9. KMWX	5/ 2.1		2.2		2.3	98	6.5	7.1	9.2			
KYXE	5/ 2.1		1.3		2.8	90	6.0	3.3	5.4			

12+ AM

1. KATS-F<
2. KXDD-F
3. KIT
4. KFFM-F

12+ MID

1. KATS-F<
2. KXDD-F>
3. KFFM-F
4. KUTI

12+ PM

1. KATS-F
- KFFM-F<
3. KXDD-F>

12+ EVE

1. KFFM-F>>
2. KATS-F
3. KXDD-F
4. KIT

ADULTS 18-34

1. KATS-F>
2. KFFM-F
3. KXDD-F>

ADULTS 25-54

1. KXDD-F<
2. KATS-F>
3. KFFM-F>

ADULTS 35-64

1. KXDD-F>
2. KUTI
3. KFFM-F
- KIT

MEN 25-54

1. KATS-F
2. KXDD-F>
3. KFFM-F>

WOMEN 25-54

1. KXDD-F>
2. KATS-F
- KFFM-F>

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBBO	1390	Yakima	.8/4.4
KREW	1210	Sunnyside	.8/3.8
KREW-F	96.7	Sunnyside	.8/3.1
KYKA-F	96.9	Naches/Yakima	.8/2.9

SPOT STATIONS

KIT	1280	5 KW/1 KW		MOR	ABC I SUN, \$15.00	(Mc-Guild)	Ingstad	D. Ammodt
KMWX	1460	5 KW (DA-N)		Oldies	NBC, \$10.00	(K & P)		G. Myhre
KUTI	980	5 KW/500 W (DA-N)		Country	ABC E, \$12.00	(Christal)	(SELAH)	T. McCoy
KYXE	1020	5 KW/500 W (DA-2)		Country	CRC, \$ 9.00	(Roslin)	(SELAH)	S. Taft
KZTA	930	1 KW (DAYS)		Hispanic	, \$ 9.00	(Caballero)		C. Siebol
KATS-F	94.5	100 KW @ 850		AOR	ABC R, \$16.00	(Mc-Guild)	Ingstad	D. Ammodt
KFFM-F	107.3	100 KW @ 1500		CHR	, \$19.00	(K & P)		G. Myhre
KHYT-F	92.9	17 KW @ 843		AC	, \$10.00	(Roslin)	(TOPPENISH)	S. Taft
KRSE-F	105.7	700 W @ 560		EZ	, \$11.00	(---)		P. Fretwell
KXDD-F	104.1	61 KW @ 840		Country	ABC D, \$21.00	(Christal)		T. McCoy

SECTION B

SMALL NON-MONTHLY MARKETS *BANGOR, ME (Dec 89-May 90)

1. WQCB-F	20.0/22/211	106.5, 97 KW @ 1080,	Country	\$30.00	(Mc-Guild)	
2. WFPX-F	16.4/18/269	See Augusta, ME				
3. WTOS-F	14.5/16/171	See Augusta, ME				
4. WKSQ-F	9.1/10/209	See Augusta, ME				
5. WWMJ-F	6.4/ 7/126	See Augusta, ME				

BENTON HARBOR, MI (Dec 89-May 90)

1. WIRX-F	18.9/46/420	107.1, 3 KW @ 330,	CHR	\$30.00	(Mc-Guild)	Midwest Family
2. WHFB-F	9.8/24/296	99.9, 50 KW @ 478,	AC	\$23.00	(Katz)	WinCom
3. WAOR-F	9.0/22/212	See South Bend in Spring 90 edition				
4. WNDU-F	6.6/16/265	See South Bend in Spring 90 edition				
5. WGTC-F	5.7/14/144	See South Bend in Spring 90 edition				
6. WSJM	5.3/13/173	1400, 1 KW	, MOR/AC	\$17.00	(Mc-Guild)	Midwest Family

BUNFIELD, WV (Dec 89-May 90)

1. WHAJ-F	37.3/87/816	104.5, 100 KW @ 1197,	CHR	\$ NA	(---)	Adventure
2. WBDY-F	7.3/17/218	106.3, 220 W @ 1122,	Country	\$14.00	(---)	
3. WJLS-F	5.2/12/132	See Beckley, WV				
4. WAHY-F	4.3/10/170	95.9, 6 KW @ 178,	Country	\$ 8.00	(---)	(PRINCETON)

CENTRAL UPPER MICHIGAN (Dec 89-May 90)

1. WGLQ-F	18.8/40/560	97.1, 100 KW @ 1070,	Contemp	\$22.00	(Mc-Guild)	
2. WMQT-F	13.6/29/292	107.5, 100 KW @ 540,	CHR	\$15.00	(HNWH)	(ISHPEMING)
3. WYKX-F	11.7/25/293	104.7, 100 KW @ 400,	Country	\$ NA	(Republic)	(ESCANABA)
4. WRUP-F	11.3/24/254	103.3, 100 KW @ 650,	Oldies	\$13.00	(Patt)	(MARQUETTE)
5. WJPD-F	10.8/23/320	92.3, 100 KW @ 470,	Country	\$14.00	(Roslin)	(ISHPEMING)
6. WIMK-F	10.3/22/261	93.1, 100 KW @ 635,	AOR	\$14.00	(Patt)	(IRON MOUNTAIN)

EIKHART/GOSHEN, IN (Dec 89-May 90)

1. WNDU-F	17.4/33/475	See South Bend in Spring 90 edition				
2. WZZP-F	10.0/19/382	See South Bend in Spring 90 edition				
3. WTRC	8.4/16/263	1340, 1 KW	, MOR	\$18.00	(Christal)	Federated
4. WFRN-F	7.4/14/267	See South Bend in Spring 90 edition				
5. WZOW-F	6.8/13/164	97.7, 3 KW	, Oldies	\$13.00	(Regional)	(GOSHEN)
WAOR-F	6.8/13/149	See South Bend in Spring 90 edition				

FALSBANKS, AK (Dec 89-May 90)

1. KWLF-F	28.0/30/244	98.1, 25 KW @ 300,	CHR	\$15.00	(Katz)	
2. KSUA-F	14.0/15/133	103.9, 1 KW @ 120,	AOR (Public)	\$ NA	(---)	
3. KUAC-F	11.2/12/125	104.7, 11 KW @ 440,	Public (NPR)	\$ NA	(---)	
4. KIAK-F	11.2/12/158	102.5, 25 KW @ -86,	Country	\$16.00	(Christal)	
5. KAYY-F	10.3/11/173	101.1, 25 KW @ 370,	AC	\$14.00	(Mc-Guild)	
6. KFAR	7.5/ 8/115	660, 10 KW	, Talk	\$15.00	(Katz)	

FLORENCE, AL (Dec 89-May 90)

1. WVNA-F	22.7/44/349	100.3, 100 KW @ 245,	CHR	\$25.00	(K & P)	(TUSCUMBIA)
2. WLAY-F	22.2/43/432	105.5, 800 W @ 742,	Country	\$20.00	(Southern)	
3. WQLT-F	10.8/21/283	See Huntsville in Spring 90 edition				
4. WDRM-F	7.2/14/134	See Huntsville in Spring 90 edition				

ED. COLLINS/GREELEY/LOVELAND, CO (Dec 89-May 90)

1. KUAD-F	11.4/54/571	99.1, 100 KW @ 675,	Country	\$ NA	(Republic)	(WINDSOR)
2. KQKS-F	9.9/47/593	See Denver in Spring 90 edition				
3. KAZY-F	8.4/40/382	See Denver in Spring 90 edition				
4. KBPI-F	5.9/28/363	See Denver in Spring 90 edition				
5. KOA	5.3/25/445	See Denver in Spring 90 edition				
6. KTRR-F	4.9/23/230	102.5, 50 KW @ 410,	AC	\$18.00	(---)	Strother

GLENS FALLS, NY (Dec 89-May 90)

1. WPYX-F	14.0/31/379	See Albany in Spring 90 edition				
2. WGNA-F	11.7/26/291	See Albany in Spring 90 edition				
3. WEQX-F	7.7/17/239	See Albany in Spring 90 edition				
4. WGY -F	6.3/14/298	See Albany in Spring 90 edition				
WFLY-F	6.3/14/298	See Albany in Spring 90 edition				
6. WAYI-F	5.9/13/159	107.1, 3 KW @ 300,	CHR	\$ NA	(---)	(HUDSON FALLS)
7. WENU-F	5.4/12/190	101.7, 3 KW @ 180,	AC	\$17.00	(---)	(HUDSON FALLS)
8. WWSC	5.0/11/198	1450, 1 KW	, MOR	\$14.00	(NE Spot)	

* Figures shown for each station are: 12+ share/AQH/Cume
All are 12+, Mon-Sun, 6A-Mid.

GREGG COUNTY, TX (Dec 89-May 90)

1. KYKX-F 24.3.39/292 See Longview, TX
2. KTUX-F 9.6/15/220 See Shreveport in Spring 90 edition
3. KISX-F 5.4/ 9/ 94 See Tyler, TX

INDHO FALLS, TX (Dec 89- May 90)

- | | | | | | | | |
|-----------|-------------|--------|----------------|---------|---------|------------|-------|
| 1. KFTZ-F | 34.6/64/501 | 103.3, | 52 KW @ 500, | CHR | \$15.00 | (K & P) | |
| 2. KUPI-F | 21.1/39/364 | 99.1, | 100 KW @ 510, | Country | \$19.00 | (Eastman) | Hatch |
| 3. KLCE-F | 14.1/26/344 | 97.3, | 100 KW @ 1512, | AC | \$17.00 | (Mc-Guild) | |

IOWA CITY, IA (Dec 89-May 90)

- | | | | | | | | |
|-----------|-------------|---|----------------|-----------------|---------|---------|--|
| 1. KRNA-F | 15.5/19/240 | See Waterloo or Cedar Rapids in Spring 90 edition | | | | | |
| 2. KKRQ-F | 13.7/16/199 | See Waterloo or Cedar Rapids in Spring 90 edition | | | | | |
| 3. KQCR-F | 9.8/12/148 | See Waterloo or Cedar Rapids in Spring 90 edition | | | | | |
| 4. KHAK-F | 8.9/11/132 | See Waterloo or Cedar Rapids in Spring 90 edition | | | | | |
| 5. KFMH-F | 6.7/ 8/ 68 | See Waterloo or Cedar Rapids in Spring 90 edition | | | | | |
| 6. WMT | 5.1/ 6/ 84 | See Waterloo or Cedar Rapids in Spring 90 edition | | | | | |
| 7. KCJJ | 4.9/ 6/ 61 | 1560, | 1 KW | MOR/AC | \$14.00 | (Smith) | |
| KSUI-F | 4.9/ 6/ 66 | 91.7, | 100 KW @ 1310, | Classical (NPR) | \$ NA | (---) | |

JACKSON, TN (Dec 89-May 90)

- | | | | | | | | |
|-----------|-------------|--------|----------------|---------|---------|---------|------------|
| 1. WFXX-F | 28.2/31/281 | 95.9, | 3 KW @ 300, | Black | \$14.00 | (---) | |
| 2. WZDQ-F | 14.5/16/244 | 102.3, | 6 KW @ 300, | CHR | \$19.00 | (Dora) | (HUMBOLDT) |
| 3. WTNV-F | 13.6/15/159 | 104.1, | 100 KW @ 655, | Country | \$11.00 | (Kat) | |
| 4. WYNU-F | 8.2/ 9/168 | 92.3, | 100 KW @ 1000, | CHR | \$15.00 | (K & P) | (MILAN) |
| 5. WMXX-F | 6.4/ 7/ 78 | 103.1, | 3 KW @ 262, | AC | \$10.00 | (HNWH) | |

JEFFERSON CITY, MO (Dec 89-May 90)

- | | | | | | | | |
|-----------|-------------|--------------|---------------|---------|---------|------------|--|
| 1. KITX-F | 28.6/69/540 | 106.9, | 100 KW @ 600, | CHR | \$ NA | (Mc-Guild) | |
| 2. KLIK | 18.7/45/432 | 950, | 1 KW/500 W, | Country | \$ NA | (Mc-Guild) | |
| 3. KFMZ-F | 6.2/15/245 | See Columbia | | | | | |
| KJMO-F | 6.2/15/204 | 100.1, | 3 KW @ 300, | AC | \$14.00 | (Roslin) | |
| 5. KWOS | 5.8/14/159 | 1240, | 1 KW | MOR | \$13.00 | (---) | |

LAREDO, TX (Dec 89-May 90)

- | | | | | | | | |
|-----------|-------------|-------|----------------|----------|---------|-------------|--|
| 1. KJBZ-F | 26.0/46/420 | 92.7, | 3 KW @ 289, | Hispanic | \$13.00 | (Katz Hisp) | |
| 2. KRRG-F | 22.0/39/450 | 98.1, | 100 KW @ 773, | CHR | \$ NA | (HNWH) | |
| 3. KOYE-F | 13.6/24/338 | 94.9, | 100 KW @ 1000, | AC | \$16.00 | (Republic) | |

LIMA, OH (Dec 89-May 90)

- | | | | | | | | |
|-----------|-------------|-------------------------------------|---------------|---------|---------|------------|-------|
| 1. WZOQ-F | 34.0/70/583 | 92.1, | 1 KW @ 300, | CHR | \$33.00 | (mc-Guild) | Arrow |
| 2. WIMT-F | 13.6/28/337 | 102.1, | 11 KW @ 1060, | Country | \$19.00 | (Katz) | |
| 3. WBVR-F | 6.8/14/261 | See Fort Wayne in Spring 90 edition | | | | | |
| WLW | 6.8/14/120 | See Cincinnati in Spring 90 edition | | | | | |
| 5. WIMA | 6.3/13/292 | 1150, | 1 KW | MOR | \$15.00 | (Katz) | |

MIDDLETOWN, NY (Dec 89-May 90)

- | | | | | | | | |
|-----------|-------------|-----------------------------------|-------------|-------------|---------|--------|--|
| 1. WSPK-F | 13.2/32/393 | See Poughkeepsie | | | | | |
| 2. WHUD-F | 11.5/28/328 | See New York in Spring 90 edition | | | | | |
| 3. WPDH-F | 11.1/27/363 | See Poughkeepsie | | | | | |
| 4. WKOJ-F | 5.8/14/225 | 92.7, | 3 KW @ 308, | Classic AOR | \$29.00 | (Katz) | |
| 5. WCBS-F | 4.5/11/235 | See New York in Spring 90 edition | | | | | |

MORGANTOWN, WV (Dec 89-May 90)

- | | | | | | | | |
|-----------|-------------|--------|--------------|---------|---------|------------|--------------|
| 1. WVAQ-F | 22.3/60/648 | 101.9, | 50 KW @ 500, | CHR | \$23.00 | (---) | |
| 2. WKKW-F | 12.6/34/460 | 106.5, | 50 KW @ 500, | Country | \$16.00 | (K & P) | (CLARKSBURG) |
| 3. WFGM-F | 10.4/28/444 | 97.9, | 50 KW @ 500, | CHR | \$14.00 | (Regional) | (FAIRMONT) |
| 4. WCLG-F | 8.9/24/418 | 100.1, | 3 KW @ 300, | AOR | \$16.00 | (Dome) | |
| 5. WVHF-F | 5.9/16/184 | 92.7, | .5 KW @ 670, | CHR | \$15.00 | (Roslin) | (CLARKSBURG) |
| 6. WAJR | 5.2/14/178 | 1440, | 5 KW/500 W, | Country | \$16.00 | (---) | |

NORTHEASTERN MICHIGAN (Dec 89-May 90)

- | | | | | | | | |
|-----------|-------------|------------------------|---------------|---------|---------|------------|---------------|
| 1. WHSB-F | 30.2/32/282 | 107.7, | 100 KW @ 450, | CHR | \$14.00 | (Mi. Spot) | (ALPENA) |
| 2. WATZ-F | 22.6/24/155 | 99.3, | 17 KW @ 850, | Country | \$15.00 | (Katz) | (ALPENA) |
| 3. WAIR-F | 6.6/ 7/136 | See Northwest Michigan | | | | | |
| 4. WKPK-F | 5.7/ 6/ 81 | See Northwest Michigan | | | | | |
| 5. WHAK | 4.7/ 5/ 56 | 960, | 5 KW (DAYS), | Country | \$ NA | (---) | (ROGERS CITY) |

* Figures shown for each station are: 12+ share/AQH/Cume
All are 12+, Mon-Sun, 6A-Mid.

BEKATELLO, ID (Apr 90-Jun 90)

1. KZBQ-F	20.9/27/226	93.7, 100 KW @ 977,	Country	\$18.00	(Mc-Guild)	
2. KLCE-F	17.8/23/330	97.3, 100 KW @ 1512,	AC	\$25.00	(Mc-Guild)	(BLACKFOOT)
3. KPXY-F	17.1/22/253	94.9, 100 KW @ 1000,	AC	\$15.00	(Torbet)	
4. KSEI-F	14.7/19/175	102.5, 100 Kw @ 1023,	Classic AOR	\$14.00	(Katz)	
5. KFTZ-F	7.8/10/106	See Idaho Falls				

SAN LUIS OBISPO/SANTA MARIA/LOMBOC (Dec 89-May 90)

1. KZOZ-F	10.9/49/613	93.3, 29 KW @ 1500,	CHR	\$ NA	(Christal)	Brandon	(SAN LUIS)
2. KWBR-F	7.3/33/308	95.3, 2 KW @ 390,	AOR	\$25.00	(Eastman)		(PISMO)
3. KRUZ-F	6.2/28/255	See Santa Barbara					
4. KKUX-F	4.9/22/387	98.1, 4 KW @ 1620,	AC	\$ NA	(Durpetti)		(SAN LUIS)
5. KCBX-F	4.2/19/248	90.1, 5 KW @ 1410,	Class/Jazz (NPR)	\$ NA	(---)		(SAN LUIS)
6. KSNI-F	4.2/19/325	102.5, 17 KW @ 770,	Country	\$ NA	(Torbet)		(SANTA MARIA)
7. KWCD-F	4.0/18/251	107.3, 4 KW @ 807,	AC	\$ NA	(---)		(GROVER CITY)
8. KSLY-F	3.8/17/461	96.1, 5 KW @ 1410,	CHR	\$ NA	(Katz)		(SAN LUIS)
KOTR-F	3.8/17/186	94.9, 29 Kw @ 285,	AOR	\$ NA	(---)		(CAMBRIA)
KXFM-F	3.8/17/385	99.1, 2 KW @ 1906,	CHR	\$ NA	(HNWH)		(SANTA MARIA)
11. KDDB-F	3.6/16/231	92.5, 4 KW @ 1550,	Country	\$16.00	(HNWH)	Deller	(PASO)

SIERRA VISTA, AZ

1. KRQQ-F	20.6/12/ 86	See Tucson in Spring 90 edition					
2. KTAN	13.3/ 8/ 82	1420, 1.5 KW/500 W ,	Country	\$ 9.00	(---)		
3. KTAN	13.2/ 8/104	100.9, 3 KW @ -46,	CHR	\$12.00	(---)		
4. KZMK-F	11.8/ 7/ 83	92.1, 3 KW @ ? ,	AOR	\$14.00	(---)		(BISBEE)

SCOTT LAKE TAHOE, CA

1. KOZZ-F	14.4/6/73	See Reno in Spring 90 edition					
2. KRLT-F	14.1/6/77	93.9, 6 KW @ -188,	AC	\$ NA	(---)		
3. KRZQ-F	13.1/5/46	See Reno in Spring 90 edition					
4. KWNZ-F	7.9/3/46	See Reno in Spring 90 edition					
5. KTHO	6.3/3/38	590, 2.5 KW/500 W ,	MOR	\$10.00	(---)		

STATTON/WAYNESBORO, VA

1. WSGM-F	15.0/20/251	93.5, 3 KW @ 300,	CHR	\$13.00	(---)		
2. WKDW	13.8/18/216	900, 2.5 KW/128 W ,	Country	\$12.00	(---)		
3. WKCY-F	9.5/12/120	See Harrisonburg					
4. WQPO-F	8.3/11/129	See Harrisonburg					
5. WWV-F	5.7/ 7/ 72	See Charlottesville					
6. WTON	5.5/ 7/113	1240, 1 KW ,	MOR	\$ 9.00	(---)	Ogden	

STEPHEN COUNTY, IN

1. WLKI-F	19.4/8/102	100.1, 3 KW @ 300,	Contemp	\$ 9.00	(---)		(ANGOLA)
2. WMEE-F	16.4/7/ 66	See Fort Wayne in Spring 90 edition					
3. WBTU-F	14.8/6/ 65	See Fort Wayne in Spring 90 edition					
4. WRKR-F	7.6/3/36	See Kalamazoo in Spring 90 edition					

SUMTER, SC (Dec 89-May 90)

1. WWDN-F	41.4/89/726	See Columbia in Spring 90 edition					
2. WHLZ-F	10.7/23/283	See Florence, SC					
3. WNOK-F	9.3/20/271	See Columbia in Spring 90 edition					
4. WCOS-F	6.5/14/172	See Columbia in Spring 90 edition					
5. WQMC	6.0/13/182	1290, 1 KW (DAYS) ,	Gospel	\$ 9.00	(---)		

WAUSAU, WI (Dec 89-May 90)

1. WIFC-F	29.9/47/442	95.5, 100 KW @ 1150,	CHR	\$ NA	(Christal)	Journal Co.	
2. WDEZ-F	18.5/29/256	101.9, 100 KW @ 490,	Country	\$ NA	(Banner)	Midwest	
3. WSAU	8.3/13/225	550, 5 KW ,	MOR	\$ NA	(Christal)	Journal Co.	
4. WRIG	6.4/10/142	1390, 5 KW ,	Oldies	\$ NA	(Banner)	Midwest	
WYCO-F	6.4/10/222	107.9, 100 KW @ 1209,	AC				
5. WMZK-F	5.7/ 9/150	104.1, 6 KW @ 300,	Classic AOR	\$ NA	(HNWH)		(MERRILL)

YUMA, AZ (Apr 90-Jun 90)

1. KJOK-F	35.0/41/259	93.1, 100 KW @ 80,	CHR	\$20.00	(K & P)		
2. KTTI-F	20.7/24/243	95.1, 25 KW @ 76,	Country	\$18.00	(Torbet)	Uno	
3. KYXI-F	14.9/18/202	100.9, 3 KW @ 274,	Soft AC	\$17.00	(HNWH)		
4. KBLU	9.0/11/128	560, 1 KW ,	Oldies	\$14.00	(Torbet)	Uno	

* Figures shown for each station are: 12+ share/AQH/Cume.
All are 12+, Mon-Sun, 6A-Mid.





