

# AMERICAN RADIO

Small Market Edition 1994



James H. Duncan, Jr.



AMERICAN RADIO  
1994 SMALL MARKET EDITION

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## INTRODUCTION

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

The Small Market Edition is issued every September.

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

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

Special thanks to Vaun Thygerson for her excellent help in the preparation of this edition.

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Arbitron Condensed Radio Markets (in alphabetical order):

Abilene, TX	Grand Forks, ND	Parkersburg, WV
Albany, GA	Grand Junction, CO	Poughkeepsie, NY
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Amarillo, TX	Hagerstown, MD	Reading, PA
Augusta-Waterville, ME	Harrisonburg, VA	Redding, CA
Bangor, ME	Ithaca, NY	Rochester, MN
Battle Creek, MI	Joplin, MO	St. Cloud, MN
Beaumont-Pt Arthur, TX	Killeen-Temple, TX	San Angelo, TX
Beckley, WV	LaCrosse, WI	San Luis Obispo, CA
Billings, MT	Lafayette, IN	Santa Barbara, CA
Biloxi-Gulfport, MS	Lafayette, LA	Santa Fe, NM
Bismarck, ND	Lake Charles, LA	Sioux City, IA
Bryan-Coll. Station, TX	Laredo, TX	Springfield, IL
Burlington, VT	Laurel, MS	Stamford-Norwalk, CT
Cape Cod, MA	Lawton, OK	State College, PA
Casper, WY	Lima, OH	Texarkana, TX-AR
Champaign, IL	Marion-Carbondale, IL	Trenton, NJ
Charlottesville, VA	Medford-Ashland, OR	Tri-Cities, WA
Cheyenne, WY	Merced, CA	Tupelo, MS
Chico, CA	Meridian, MS	Tuscaloosa, AL
Columbia, MO	Monroe, LA	Tyler-Longview, TX
Danbury, CT	Morgantown, WV	Waco, TX
Danville, IL	Morristown, NJ	Waterbury, CT
Dothan, AL	Myrtle Beach, SC	Watertown, NY
Dubuque, IA	Naples-Marco Island, FL	Wausau-Stvns Point, WI
Eau Claire, WI	New Bedford, MA	Wichita Falls, TX
Elmira, NY	New London, CT	Williamsport, PA
		Yakima, Wa
Fyttvllle-Sprngdle, AR	Nwburg-Middltwn, NY	
Florence, SC	Northwest Michigan	
Ft. Myers, FL	Odessa-Midland, TX	
Ft. Smith AR	Owensboro, KY	
Ft. Walton Beach, FL	Palm Springs, CO	
Frederick, MD	Panama City, FL	

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	33.0	Country	
2	KKYR-F	Texarkana, TX-AR	31.5	Country	Gulfstar
3	WJIZ-F	Albany, GA	30.8	Black	
4	KEAN-F	Abilene, TX	30.7	Country	SunGroup
5	KEKB-F	Grand Junction, CO	29.4	Country	
6	WAXX-F	Eau Claire, WI	27.2	Country	Nelson
7	WTNJ-F	Beckley, WV	26.9	Country	WV Bdcst.
8	KMAG-F	Ft. Smith, AR	25.9	Country	
9	KQLT-F	Casper, WY	25.7	Country	
10	WTVY-F	Dothan, AL	25.3	Country	
11	KMUS-F	Cheyenne, WY	25.2	Country	
12	KXDD-F	Yakima, WA	25.1	Country	
13	KYKZ-F	Lake Charles, LA	24.9	Country	
14	WWZD-F	Tupelo, MS	24.4	Country	WEZE owner (D)
15	KSUX-F	Sioux City, IA	24.2	Country	
16	KIXQ-F	Joplin, MO	23.6	Country	
17	KLAW-F	Lawton, OK	23.4	Country	
	WILQ-F	Williamsport, PA	23.4	Country	
19	KIXY-F	San Angelo, TX	22.7	CHR	
20	KCTR-F	Billings, MT	22.4	Country	DeShutes
21	KKIX-F	Fayetteville-Spring, AR	22.1	Country	Noalmark
22	WIMT-F	Lima, OH	21.9	Country	
23	WBBN-F	Laurel, MS	21.6	Country	
24	WTNY-F	Watertown, NY	21.5	CHR	Black River
25	WTXT-F	Tuscaloosa, AL	21.3	Country	
26	KMON-F	Great Falls, MT	21.2	Country	
27	WPAP-F	Panama Cty, FL	21.1	Country	Southern
28	WKOA-F	Lafayette, IN	20.5	CHR	University
29	WRFY-F	Reading, PA	20.3	CHR	Ragan Henry
30	WFRE-F	Frederick, MD	20.1	Country	Gibbons
31	KLUR-F	Wichita Falls, TX	20.0	Country	

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

## ARBITRON CONDENSED RADIO REPORTS

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.

# CONDENSED MARKET REPORTS



ABILENE, TX

ARB Rank/Pop: 221/118,500  
 Market TSL: 20.00 Hours  
 Average Person Rating: 15.1

Diaries: 413  
 Sample Target: 370  
 % Below Line: 2.2  
 % Not Listed: 23.5

Retail \$: 1.1 Bil  
 FM Share: 92.70%  
 Stations: 14/12

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO CUME S94	METRO CUME S93	RATING S92
1. KEAN-F (C)	55/30.7	25.6	27.5	26.9	34.4	545	46.0	43.1	46.5
2. KBCY-F (C)	17/ 9.5	4.5	6.2	2.6	3.7	241	20.3	15.3	14.8
3. KORQ-F (AC)	13/ 7.3	9.0	4.1	5.2	6.3	226	19.1	17.7	19.7
KEYJ-F (AOR)	13/ 7.3	3.2	8.8	12.4	10.1	173	14.6	16.7	14.6
5. KCDD-F (CHR)	12/ 6.7	7.1	9.8	5.7	0.5	243	20.5	26.2	2.7
6. KCWS-F (C)	8/ 4.5	6.4	6.2	9.8	6.9	175	14.8	19.5	21.8
7. KHXS-F (SAC)	5/ 2.8	5.8	3.1	3.6	4.2	107	9.0	7.8	7.2
8. KNTS (T)	4/ 2.2	2.6	2.1	3.1	3.2	60	5.1	5.7	11.5
9.									
10.									

12+ AMD

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

12+ MID

1. KEAN-F>>
2. KBCY-F>
3. KEYJ-F<
4. KCDD-F
- 5.

12+ PMD

1. KEAN-F>>
2. KBCY-F
3. KEYJ-F<
4. KCDD-F
- 5.

12+ EVE

1. KEAN-F>>
2. KORQ-F
3. KCDD-F
4. KBCY-F
- 5.

ADULTS 18-34

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

ADULTS 18-49

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

ADULTS 25-54

1. KEAN-F>>
2. KBCY-F
3. KEYJ-F
4. KCWS-F
- 5.

ADULTS 35+

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

MEN 25-54

1. KEAN-F>>
2. KEYJ-F
3. KBCY-F
4. KCWS-F
- 5.

WOMEN 25-54

1. KEAN-F>>
2. KBCY-F>
3. KCWS-F
4. KORQ-F
- KEYJ-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KEAN	1280	ABILENE	1.1/3.0
KKHR-F	98.1	ANSON	1.1/9.7
KVRP	1400	STAMFORD	0.6/2.0
KYYD	1340	ABILENE	0.6/3.6
KSTA-F	107.1	COLEMAN	1.1/4.4
WBAP	820	FORT WORTH	1.1/3.6

RADIO STATIONS

KNTS,	1470,	5 KW/1 KW (DA-1),	Talk	NBC	MBS, \$10.00	( --- )	
KBCY-F,	99.7,	100 KW @ 745,	Country	CBS,	\$15.00	(Schubert)	(TYE)
KCDD-F,	103.7,	100 KW @ 984,	CHR	,	\$13.00	(Katz)	(HAMLIN)
KCWS-F,	102.7,	66 KW @ 1148,	Country	,	\$12.00	(Eastman)	(MERKEL)
KEAN-F,	105.1,	100 KW @ 810,	Country	ABC,	\$35.00	(Mc-Guild)	SunGroup
KEYJ-F,	107.9,	100 KW @ 666,	AOR	,	\$16.00	(Christal)	
KHXS-F,	106.3,	3 KW @ 200,	Soft AC	,	\$11.00	( --- )	
KKHR-F	98.1,	50 KW @ 292,	Oldies	UPI,	\$10.00	(Katz)	(ANSON)
KORQ-F,	100.7,	100 KW @ 1279,	AC	UNISTR,	\$15.00	(Banner)	

ALBANY, GA

ARB Rank/Pop: 248/88,900  
 Market TSL: 21.50 Hours  
 Average Person Rating: 16.1

Diaries: 427  
 Sample Target: 300  
 % Below Line: 0.7  
 % Not Listed: 16.8

Retail \$: 0.9 Bil  
 FM Share: 82.36%  
 Stations: 12/11

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO CUME S94	RATING S93	RATING S92
1. WJIZ-F (B)	44/30.8	---	30.2	---	33.1	366	41.2	42.6	38.2
2. WKAK-F (C)	17/11.9	---	19.5	---	15.8	179	20.1	26.2	28.6
3. WJYZ (G/B)	13/ 9.8	---	13.4	---	12.2	170	19.1	21.2	15.8
4. WMGR-F (?)	11/ 7.7	---	6.7	---	5.8	176	19.8	15.8	18.9
5. WGPC-F (EZ)	8/ 5.6	---	4.0	---	5.8	132	14.8	11.0	11.0
6. WEGC-F (SAC)	7/ 4.9	---	4.7	---	5.8	119	13.4	14.9	12.3
7. WQVE-F (B)	6/ 4.2	---	4.7	---	2.9	118	13.3	12.1	7.0
8. WALG (T)	4/ 2.8	---	---	---	---	67	7.5	---	---
WOBB-F (?)	4/ 2.8	---	0.7	---	1.4	81	9.1	6.9	11.1

12+ AMD

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

12+ MID

1. WJIZ-F
2. WKAK-F>
3. WMGR-F<
4. WJYZ
- 5.

12+ PMD

1. WJIZ-F>>>
2. WKAK-F>
3. WMGR-F
4. WEGC-F
- 5.

12+ EVE

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

ADULTS 18-34

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

ADULTS 18-49

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

ADULTS 25-54

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

ADULTS 35+

1. WJIZ-F
2. WGPC-F
3. WJYZ
4. WKAK-F
- 5.

MEN 25-54

1. WKAK-F
2. WJIZ-F>
3. WMGR-F
4. WEGC-F
- 5.

WOMEN 25-54

1. WJIZ-F>>>
2. WJYZ
- 3.
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WNL	1250	ALBANY	1.4/2.6
WGPC	1450	ALBANY	1.4/3.7
WVRK-F	102.9	COLUMBUS	0.7/7.6

RADIO STATIONS

WALG,	1590,	5 KW/1 KW	, Talk	ABC MBS, \$ NA	(Eastman)
WJYZ,	960,	5 KW/390 W	, Black/Gospel	ABC CBS, \$ NA	( --- )
WEGC-F,	103.5,	13 KW @ 463	, Soft AC	NBC, \$ NA	( --- ) (LEESBURG)
WGPC-F,	104.5,	100 KW @ 980	, EZ	CBS, \$ NA	( --- )
WJIZ-F,	96.3,	100 KW @ 797	, Black	CBS, \$ NA	(Mc-Guild)
WKAK-F,	101.7,	3 KW @ 298	, Country	ABC, \$ NA	(Eastman)
WMGR-F,	97.3,	100 KW @ 1000	, ?	UNISTR, \$ NA	( --- )
WOBB-F,	100.3,	97 KW @ 581	, ?	UNISTR NBC, \$ NA	( --- ) (TIFTON)
WQVE-F	105.5,	6 KW @ 276	, Black	ABC, \$ NA	(Regional) (CAMILLA)

ALEXANDRIA, LA

ARB Rank/Pop: 197/151,900  
 Market TSL: 21.25 Hours  
 Average Person Rating: 15.5

Diaries: 436  
 Sample Target: 450  
 % Below Line: 3.0  
 % Not Listed: 19.5

Retail \$: 1.3 Bil  
 FM Share: 92.11%  
 Stations: 19/15

12+ METRO	1/4/SHARE	FAL	SPG	FAL	SPG	METRO	METRO CUME RATING		
		93	93	92	92	CUME	S94	S93	S92
1. KBCE-F (B)	44/18.6	---	13.8	---	16.7	289	19.0	20.1	20.3
2. KRRV-F (C)	43/18.2	---	23.1	---	25.7	457	30.1	36.3	37.0
3. KQID-F (CHR)	21/ 8.9	---	10.0	---	8.1	311	20.5	22.1	19.8
4. KICR-F (C)	15/ 6.4	---	1.9	---	1.8	270	17.8	9.0	9.8
5. KLAA-F (C)	11/ 4.7	---	4.6	---	7.2	188	12.4	14.7	12.9
6. KEZP-F (O)	10/ 4.2	---	0.8	---	0.5	154	10.2	6.5	2.4
7. KZMZ-F (AOR)	9/ 3.8	---	5.0	---	4.5	199	13.1	15.5	15.3
8. KLIL-F (O)	8/ 3.4	---	3.1	---	2.3	122	8.0	8.0	7.8
9. KWDF (REL)	6/ 2.5	---	1.2	---	---	87	5.7	3.2	---

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KRRV-F	1. KRRV-F<	1. KRRV-F<	1. KBCE-F>>
2. KBCE-F>	2. KBCE-F>	2. KBCE-F>>	2. KRRV-F>
3. KICR-F	3. KICR-F<	3. KICR-F	3.
KQID-F	4. KQID-F	4. KQID-F	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KBCE-F>	1. KBCE-F<	1. KRRV-F<	1. KRRV-F>>	1. KRRV-F>>	1. KBCE-F>
2. KQID-F	2. KRRV-F>	2. KBCE-F>>	2. KBCE-F	2. KBCE-F>	2. KRRV-F>>
KRRV-F	3. KQID-F	3. KICR-F	3.	3. KICR-F	3. KICR-F
4.	4. KICR-F	4. KQID-F	4.	KQID-F	4.
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KALB	580	ALEXANDRIA	0.4/4.5
KAPB	1370	MARKSVILLE	0.8/1.9
KAPB-F	97.7	MARKSVILLE	2.1/5.7
KFAD-F	93.9	ALEXANDRIA	0.8/6.1
KRRV	1410	ALEXANDRIA	0.4/4.4
KSYL	970	ALEXANDRIA	2.1/6.3
KSMB-F	94.5	LAFAYETTE	0.8/4.1
KTDY-F	99.9	LAFAYETTE	0.4/1.9
KVOL-F	101.5	OPELOUSAS	0.4/2.3
WTGE-F	100.7	BATON ROUGE	1.3/3.7

RADIO STATIONS

KWDF, 840, 1 KW (DAYS)	, Religion	, \$ 7.00 ( --- )	
KBCE-F, 102.3, 3 KW @ 289	, Black	AURN, \$21.00 (D & R)	(BOYCE)
KEZP-F, 104.3, 18 KW @ 384	, Oldies	UNISTR, \$10.00 ( --- )	(BUNKIE)
KICR-F, 98.7, 34 KW @ 1053	, Country	, \$12.00 ( --- )	(OAKDALE)
KLAA-F, 103.5, 50 KW @ 649	, Country	MBS, \$10.00 (D & R)	(TIOGA)
KLIL-F, 92.1, 3 KW @ 298	, Oldies	UNIDTR, \$ 9.00 ( --- )	(MOREAU.)
KQID-F, 93.1, 100 KW @ 1522	, CHR	, \$16.00 (K & P)	
KRRV-F, 100.3, 100 KW @ 1053	, Country	ABC, \$30.00 (Banner)	
KZMZ-F, 96.9, 100 KW @ 1450	, AOR	UNISTR, \$10.00 (Katz)	

AMARILLO, TX

ARB Rank/Pop: 196/157,100  
 Market TSL: 21.00 Hours  
 Average Person Rating: 15.5

Diaries: 583  
 Sample Target: 460  
 % Below Line: 0.0  
 % Not Listed: 13.1

Retail \$: 2.0 Bil  
 FM Share: 77.36%  
 Stations: 17/17

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO CUME S94	RATING S93	RATING S92
1. KQIZ-F (CHR)	42/17.2	---	12.0	---	5.8	478	30.4	26.3	22.0
2. KGNC-F (C)	26/10.7	---	10.0	---	3.3	339	21.6	24.3	9.4
3. KGNC (N/T)	25/10.2	---	9.6	---	6.5	284	18.1	18.4	14.9
4. KARX-F (CL AOR)	18/ 7.4	---	4.8	---	12.4	193	12.3	14.7	19.0
5. KMML-F (AC)	15/ 6.1	---	12.8	---	16.7	287	18.3	29.9	33.0
6. KIXZ (ST)	14/ 5.7	---	5.6	---	7.6	207	13.2	11.9	12.8
7. KPUR-F (O)	13/ 5.3	---	2.4	---	1.5	193	12.3	9.3	7.9
8. KAEZ-F (SAC)	10/ 4.1	---	4.0	---	4.7	113	7.2	10.4	8.2
9. KQAC-F (C)	9/ 3.7	---	---	---	---	121	7.7	---	---
10. KBUY-F (C)	8/ 3.3	---	8.0	---	9.8	184	11.7	19.6	22.3
11. KATP-F (AOR)	7/ 2.9	---	5.2	---	4.7	159	10.1	9.8	10.6
KQFX-F (C)	7/ 2.9	---	3.2	---	0.7	104	6.6	12.1	1.9

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KQIZ-F	1. KQIZ-F	1. KQIZ-F	1. KQIZ-F>>
2. KGNC	2. KGNC <	2. KGNC	2.
3. KGNC-F	3. KGNC-F	3. KGNC-F	3.
4. KMML-F	4. KMML-F	4. KARX-F	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KQIZ-F>>	1. KQIZ-F>	1. KGNC-F	1. KGNC	1. KGNC-F	1. KGNC-F
2. KGNC-F	2. KGNC-F<	2. KQIZ-F	2. KGNC-F	2. KARX-F	2. KQIZ-F
KARX-F	3. KARX-F	3. KARX-F	3. KIXZ	KGNC	3. KARX-F
4. KATP-F	4. KPUR-F	4. KGNC	4. KMML-F	KQIZ-F	KMML-F
5.	5.	5. KMML-F	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAKS-F 107.9	CANYON	2.5/11.5
KFMA-F 99.7	AMARILLO	1.2/ 4.9
KPUR 1440	AMARILLO	0.4/ 2.7
KZIP 1310	AMARILLO	2.5/ 3.8

RADIO STATIONS

KGNC , 710, 10 KW (DA-2) , News/Talk	MBS CBS, \$19.00 (Katz) Stauffer
KIXZ , 940, 5 KW/1 KW (DA-2) , Standards	UNISTR ABC, \$13.00 (Banner)
KZIP , 1310, 1 KW (DAYS) , Hispanic	, \$10.00 (Caballero)
KAEZ-F, 105.7, 6 KW @ 236 , Soft AC	, \$10.00 (Banner)
KAKS-F, 107.9, 100 KW @ 1322 , CHR	UNISTR, \$10.00 (D & R) (CANYON)
KARX-F, 95.7, 100 KW @ 390 , Classic AOR	, \$16.00 (D & R) (CLAUDE)
KATP-F, 101.9, 100 KW @ 1007 , AOR	, \$12.00 (K & P)
KBUY-F, 94.1, 100 KW @ 699 , Country	UNISTR, \$14.00 (Banner) Walton
KFMA-F, 99.7, 6 KW @ 328 , ??	, \$ NA (D & R)
KGNC-F, 97.9, 100 KW @ 1282 , Country	UNISTR, \$24.00 (Katz) Stauffer
KMML-F, 96.9, 100 KW @ 613 , AC	ABC, \$17.00 (Banner)
KPUR-F, 107.1, 3 KW @ 298 , Oldies	CNN UNISTR, \$12.00 (Banner) (CANYON)
KQAC-F, 98.7, 100 KW @ 469 , Country	, \$12.00 ( --- )
KQFX-F, 104.3, 100 KW @ 590 , Country	, \$13.00 ( --- ) (BORGER)
KQIZ-F, 93.1, 100 KW @ 699 , CHR	, \$22.00 (Mc-Guild)

AUGUSTA - WATERVILLE, ME

ARB Rank/Pop: 241/97,800  
 Market TSL: 21.50 Hours  
 Average Person Rating: 16.0

Diaries: 348  
 Sample Target: 310  
 % Below Line: 25.0  
 % Not Listed: 21.8

Retail \$: 1.14 Bil  
 FM Share: 95.90%  
 Stations: 13/8

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO CUME S94	RATING S93	RATING S92
1. WMME-F (CHR)	28/17.9	---	13.3	---	13.1	320	32.7	29.5	27.2
2. WKCG-F (C)	15/ 9.6	---	13.9	---	9.2	161	16.5	21.1	16.8
WEBB-F (C)	15/ 9.6	---	1.8	---	3.9	184	18.8	11.0	12.7
4. WQCB-F (C)	11/ 7.1	---	9.0	---	4.6	132	13.5	14.6	10.2
5. WBLM-F (AOR)	10/ 6.4	---	9.0	---	7.8	200	20.4	26.4	22.6
6. WTOS-F (AOR)	8/ 5.1	---	4.8	---	8.5	161	16.5	14.1	21.1
7. WCTB-F (?)	7/ 4.5	---	---	---	---	84	8.6	---	---
WHOM-F (SAC)	7/ 4.5	---	7.8	---	7.2	127	13.0	16.4	16.9
WABK-F (AC)	7/ 4.5	---	7.8	---	5.2	170	17.4	18.4	19.1

10.

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WMME-F>	1. WMME-F>	1. WMME-F>	1. WMME-F>>
2. WEBB-F<	2. WEBB-F	2. WEBB-F<	2. WQCB-F
3. WKCG-F	3. WKCG-F	3. WKCG-F	3.
4. WABK-F	4.	4. WBLM-F	4.
WBLM-F	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WMME-F>>	1. WMME-F>>	1. WMME-F	1. WQCB-F<	1. WEBB-F>	1. WMME-F>>
2. WEBB-F	2. WEBB-F	WEBB-F>>	2. WKCG-F	2. WBLM-F	2. WEBB-F>
WBLM-F	3. WBLM-F	3.	WMME-F	WMME-F	3. WABK-F
4.	4.	4.	4. WEBB-F	4.	WKCG-F
5.	5.	5.	5.	5.	WHOM-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFAU	1340	AUGUSTA	1.3/4.7
WTVL	1490	WATERVILLE	0.6/2.0

SEE PORTLAND, ME FOR MORE ABOUT THE FOLLOWING:

WCLZ-F	1.3/4.1	WPOR-F	0.6/4.0
WGAN	1.3/4.2	WXGL-F	1.3/7.5
WKRH-F	1.3/8.5	WZPK-F	0.6/3.1
WKZS-F	0.6/5.0		

RADIO STATIONS

WABK-F,	104.3,	50 KW @	371,	AC	USA, \$12.00	(Eastman)	(GARDINER)
WCTB-F,	93.5,	11 KW @	500,	???	, \$ NA	(K & P)	(FAIRFIELD)
WKCG-F,	101.3,	50 KW @	321,	Country	CBS, \$18.00	(Kettell)	
WMME-F,	92.3,	50 KW @	500,	CHR	, \$24.00	(Katz)	Pilot
WTOS-F,	105.1,	50 KW @	2430,	AOR	UNISTR, \$18.00	(K & P)	(SKOWHEGAN)
WEBB-F,	98.5,	50 KW @	134,	Country	, \$15.00	( --- )	(WATERVILLE)

Other ranked stations -- See Bangor in this edition or Portland in Spring 94 edition

BANGOR, ME

ARB Rank/Pop: 259/67,200  
 Market TSL: 21.25 Hours  
 Average Person Rating: 16.2

Diaries: 330  
 Sample Target: 325  
 % Below Line: 3.7  
 % Not Listed: 27.5

Retail \$: 0.74 Bil  
 FM Share: 87.34%  
 Stations: 11/10

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO CUME S94	RATING S93	RATING S92
1. WQCB-F (C)	16/14.7	---	18.8	---	14.8	204	30.4	27.5	23.2
2. WWFX-F (CHR)	10/ 9.2	---	4.7	---	7.8	198	29.5	19.0	23.5
WKIT-F (AOR)	10/ 9.2	---	7.0	---	17.2	164	24.4	19.0	27.4
4. WABI (ST)	8/ 7.3	---	14.8	---	10.2	124	18.5	16.5	14.5
WEZQ-F (SAC?)	8/ 7.3	---	8.6	---	4.7	148	22.0	20.2	14.6
WWMJ-F (O)	8/ 7.3	---	6.3	---	8.6	104	15.5	14.3	19.5
7. WKSQ-F (AC)	6/ 5.5	---	9.4	---	8.6	134	19.9	24.6	26.3
8. WYOU-F (C)	5/ 4.6	---	5.5	---	3.9	91	13.5	11.6	13.2
9.									
10.									

12+ AMD

1. WQCB-F
2. WABI
3. WEZQ-F
4. WKIT-F
- 5.

12+ MID

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

12+ PMD

1. WQCB-F
2. WWFX-F
3. WEZQ-F
- WKIT-F
5. WABI

12+ EVE

1. WWFX-F
2. WZON
3. WEZQ-F
- 4.
- 5.

ADULTS 18-34

1. WKIT-F
2. WWFX-F
3. WQCB-F
4. WTOS-F
- 5.

ADULTS 18-49

1. WKIT-F
- WQCB-F>
3. WWFX-F
4. WEZQ-F
- WKSQ-F

ADULTS 25-54

1. WQCB-F
2. WKIT-F
3. WEZQ-F
- WWMJ-F
- 5.

ADULTS 35+

1. WQCB-F
2. WABI
- WWMJ-F
- 4.
- 5.

MEN 25-54

1. WKIT-F>
2. WWMJ-F
- WQCB-F
4. WEZQ-F
- 5.

WOMEN 25-54

1. WQCB-F
2. WKSQ-F
3. WEZQ-F
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WSNV-F	103.9	HOWLAND	1.8/ 6.8
WZON	620	BANGOR	1.8/10.1
WTOS-F	105.1	SKOWHEGAN	3.7/14.3

RADIO STATIONS

WABI,	910,	5 KW (DA-N)	, Standards	CNN, \$14.00	(Kettell)
WZON,	620,	5 KW (DA-2)	, Talk	CBS, \$10.00	( --- )
WEZQ-F,	92.9,	20 KW @ 787	, Soft AC (?)	UNISTR, \$13.00	(D & R)
WKIT-F,	100.3,	16 KW @ 882	, AOR	, \$16.00	(Eastman)
WKSQ-F,	94.5,	12 KW @ 1027	, AC	, \$14.00	(Christal)
WQCB-F,	106.5,	100 KW @ 1079	, Country	AP, \$24.00	(Mc-Guild)
WWFX-F,	104.7,	10 KW @ 1099	, CHR	, \$17.00	(Banner)
WWMJ-F,	95.7,	12 KW @ 1027	, Oldies	ABC, \$15.00	(D & R)
WYOU-F,	97.1,	5 KW @ 1230	, Country	UNISTR, \$11.00	(Eastman)

BATTLE CREEK, MI

ARB Rank/Pop: 228/113,700  
 Market TSL: 22.0 Hours  
 Average Person Rating: 16.3

Diaries: 379  
 Sample Target: 350  
 % Below Line: 64.9  
 % Not Listed: 16.8

Retail \$: 1.24 Bil  
 FM Share: 83.77%  
 Stations: 16/3

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO CUME S94	RATING S93	RATING S92
1. WNWN-F (C)	28/15.1	---	18.2	---	21.7	374	32.9	30.6	33.9
2. WKFR-F (CHR)	25/13.5	---	9.6	---	7.4	333	29.3	23.8	23.0
3. WBCK (FS/T)	21/11.4	---	17.1	---	12.0	262	23.0	31.1	25.6
4. WRKR-F (AOR)	18/ 9.7	---	7.5	---	8.6	186	16.4	14.9	14.7
5. WBXX-F (AC/O)	10/ 5.4	---	3.7	---	4.6	164	14.4	12.5	11.3
6. WOOD-F (SAC)	9/ 4.9	---	3.7	---	9.7	125	11.0	13.3	15.0
WIBM-F (O)	9/ 4.9	---	3.2	---	3.4	179	15.7	13.9	10.7
8.									
9.									
10.									

12+ AMD

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

12+ MID

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

12+ PMD

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

12+ EVE

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

ADULTS 18-34

1. WRKR-F
2. WKFR-F>
3. WJXQ-F  
WNWN-F
- 5.

ADULTS 18-49

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

ADULTS 25-54

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

ADULTS 35+

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

MEN 25-54

1. WNWN-F
2. WRKR-F
3. WIBM-F
4. WKFR-F
- 5.

WOMEN 25-54

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WELL-F 104.9 MARSHALL 1.6/ 6.9

SEE KALAMAZOO, GRAND RAPIDS OR LANSING FOR MORE ABOUT THE FOLLOWING:

WBCT-F 3.8/ 7.6 WKLQ-F 2.2/ 3.1  
 WFMK-F 0.5/ 5.2 WQLR-F 2.7/12.1  
 WITL-F 0.5/ 4.2 WVIC-F 0.5/ 5.0  
 WJXQ-F 4.3/14.4

WJR 2.2/2.5 (DETROIT)

RADIO STATIONS

WBCK, 930, 5 KW/1 KW (DA-2) , Full Service TALKNT NBC, \$19.00 (Eastman) Liggett  
 WBXX-F, 95.3, 3 KW @ 269 , AC/Oldies , \$13.00 (Eastman) Liggett  
 WELL-F, 104.9, 6 KW @ 298 , AC MBS CBS, \$ 9.00 (Patt) Liggett (MARSHALL)

Other ranked stations -- see Kalamazoo, Lansing or Grand Rapids in Spring 94 edition

BEAUMONT - PORT ARTHUR, TX

ARB Rank/Pop: 128/296,400  
 Market TSL: 21.50 Hours  
 Average Person Rating: 16.0

Diaries: 576  
 Sample Target: 510  
 % Below Line: 29.1  
 % Not Listed: 13.9

Retail \$: 3.0 Bil  
 FM Share: 77.45%  
 Stations: 20/11

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO CUME S94	RATING S93	RATING S92
1. KHYS-F (B)	59/12.4	7.9	10.6	11.1	15.5	578	19.5	17.3	18.1
2. KYKR-F (C)	46/ 9.7	13.9	14.8	13.3	7.0	691	23.3	28.9	25.5
3. KAYD-F (C)	44/ 9.3	11.9	12.4	15.2	11.5	634	21.4	24.5	22.3
4. KKMY-F (AC)	39/ 8.2	5.1	9.3	5.4	9.2	477	16.1	19.7	19.2
5. KIOC-F (CHR)	31/ 6.5	8.4	9.7	7.0	8.7	492	16.6	20.3	21.2
6. KLVI (N/T)	30/ 6.3	9.0	9.5	8.6	7.0	507	17.1	17.1	15.5
7. KALO (B)	29/ 6.1	2.2	3.1	3.2	8.2	258	8.7	6.9	12.1
8. KBXX-F (CHR)	19/ 4.0	2.4	2.0	1.6	1.4	308	10.4	7.8	5.3
9. KTFA-F (REL)	17/ 3.6	3.5	1.3	2.0	2.3	222	7.5	4.6	6.0
10. KQXY-F (SAC)	13/ 2.7	3.5	2.0	4.1	1.4	385	13.0	9.8	7.3

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KYKR-F	1. KLVI-F	1. KHYS-F<	1. KHYS-F>
2. KHYS-F	2. KHYS-F<	2. KAYD-F<	2. KBXX-F
3. KKMY-F<	3. KKMY-F<	3. KYKR-F	3. KYKR-F
4. KAYD-F	4. KYKR-F<	4. KKMY-F	4. KAYD-F
5.	5. KAYD-F	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KIOC-F	1. KHYS-F>	1. KHYS-F	1. KHYS-F	1. KKMY-F	1. KHYS-F>
2. KHYS-F	2. KYKR-F<	2. KKMY-F	2. KAYD-F<	2. KYKR-F	2. KKMY-F<
3. KBXX-F	3. KKMY-F	3. KYKR-F	3. KYKR-F<	3. KHYS-F	3. KAYD-F
4. KTFA-F	4. KIOC-F	4. KAYD-F	4. KKMY-F	4. KLVI	4. KYKR-F
5.	5. KAYD-F	5.	5. KLVI	5.	5. KTFA-F
					KALO

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KOGT 1600	ORANGE	1.5/ 4.3
KOLE 1340	PORT ARTHUR	2.1/ 5.0
KZZB 990	BEAUMONT	0.8/ 2.3
KYKZ-F 96.1	LAKE CHARLES, IA	2.5/10.0

SEE HOUSTON FOR MORE ABOUT THE FOLLOWING:

KKZR-F 1.7/ 3.8	KMJQ-F 2.3/ 6.8
KLLOL-F 0.8/ 2.9	KTRH 2.5/ 8.1
KLTN-F 0.4/ 2.9	KZFX-F 2.3/ 4.9

RADIO STATIONS

KALO, 1250, 5 KW/1 KW (DA-N), Black	AURN UNISTR, \$16.00 (Christal)	Clear Channel
KLVI, 560, 5 KW (DA-N), News/Talk	ABC, \$25.00 (Mc-Guild)	Gulfstar
KOLE, 1340, 1 KW, Standards	UNISTR, \$14.00 (Eastman)	UNO
KAYD-F, 97.5, 100 KW @ 479, Country	, \$31.00 (Katz)	
KIOC-F, 106.1, 100 KW @ 1059, CHR	, \$24.00 (Banner)	
KKMY-F, 104.5, 100 KW @ 400, AC	UNISTR, \$25.00 (Eastman)	UNO
KQXY-F, 94.1, 100 KW @ 600, Soft AC	, \$14.00 (Katz)	KAYD owner (D)
KTFA-F, 92.5, 50 KW @ 440, Religion	, \$11.00 (---)	(GROVES)
KYKR-F, 95.1, 100 KW @ 420, Country	, \$34.00 (Mc-Guild)	Gulfstar

Other ranked stations -- see Houston in Spring 94 edition



BECKLEY, WV

ARB Rank/Pop: 260/36,600  
 Market TSL: 19.75 Hours  
 Average Person Rating: 14.6

Diaries: 301  
 Sample Target: 280  
 % Below Line: 5.4  
 % Not Listed: 19.4

Retail \$: 0.57 Bil  
 FM Share: 94.67%  
 Stations: 7/5

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO CUME S94	RATING S93	RATING S92
1. WTNJ-F (C)	25/26.9	---	25.5	---	20.7	277	43.6	47.1	40.2
2. WJLS-F (C)	21/22.6	---	31.6	---	22.8	281	44.2	47.8	44.8
3. WCIR-F (CHR)	17/18.3	---	13.3	---	18.5	227	35.7	39.4	35.1
4. WKLC-F (AOR)	4/ 4.3	---	---	---	---	53	8.3	---	---
WJLS (G)	4/ 4.3	---	4.1	---	8.7	95	14.9	16.0	16.9
6. WAXS-F (O)	3/ 3.2	---	3.1	---	2.2	97	15.3	11.2	10.8
7.									
8.									
9.									
10.									

12+ AMD

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

12+ MID

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

12+ PMD

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

12+ EVE

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

ADULTS 18-34

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

ADULTS 18-49

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

ADULTS 25-54

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

ADULTS 35+

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

MEN 25-54

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

WOMEN 25-54

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WQBE-F 97.5 CHARLESTON 1.1/8.6

RADIO STATIONS

WJLS, 560, 5 KW/500 W (DA-N), Gospel MBS, \$ 8.00 (Savalli)  
 WAXS-F, 94.1, 26 KW @ 649 , Oldies ABC SMN, \$ 9.00 (Roslin) (OAK HILL)  
 WCIR-F, 103.7, 5 KW @ 1483 , CHR UNISTR, \$18.00 (K & P)  
 WJLS-F, 99.5, 34 KW @ 1050 , Country MBS, \$21.00 (Savalli)  
 WTNJ-F, 105.9, 50 KW @ 500 , Country ABC UNISTR, \$26.00 (Roslin) WV Bdcst. (MT. HOPE)

WKLC -- See Charleston, WV in Spring 94 edition

BILLINGS, MT

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ARB Rank/Pop: 243/95,500  
 Market TSL: 23.75 Hours  
 Average Person Rating: 17.3

Diaries: 284  
 Sample Target: 310  
 % Below Line: 1.2  
 % Not Listed: 14.5

Retail \$: 1.3 Bil  
 FM Share: 86.52%  
 Stations: 12/11

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO CUME S94	RATING S93	RATING S92
1. KCTR-F (C)	37/22.4	21.3	24.5	20.8	21.9	386	40.4	35.8	37.4
2. KRKX-F (AOR)	31/18.8	10.7	10.3	11.7	7.1	275	28.8	19.5	15.8
3. KKBR-F (O)	22/13.3	11.2	13.5	6.5	7.7	169	17.7	26.2	19.9
4. KYA-F (CHR)	13/ 7.9	11.8	12.9	6.5	7.7	207	21.7	27.3	21.4
5. KBLG (T)	12/ 7.3	4.1	6.5	5.8	5.2	142	14.9	10.9	9.6
6. KOHZ-F (SAC)	8/ 4.8	11.8	5.8	13.0	8.4	119	12.5	16.9	20.8
7. KDWG (C)	5/ 3.0	5.3	1.3	1.9	11.0	102	10.7	8.5	13.9
8. KIDX-F (C)	5/ 3.0	4.7	4.5	5.8	5.2	133	13.9	14.1	15.8
9. KBMJ-F (?)	4/ 2.4	3.0	3.2	1.3	4.5	87	9.1	9.7	16.7
10.									

12+ AMD

1. KCTR-F>
2. KRKX-F
3. KKBR-F
- 4.
- 5.

12+ MID

1. KRKX-F<
2. KCTR-F
3. KKBR-F
4. KBLG
- 5.

12+ PMD

1. KRKX-F
2. KCTR-F>
3. KKBR-F>
4. KYA-F
- 5.

12+ EVE

1. KCTR-F
2. KRKX-F
3. KYA-F
- 4.
- 5.

ADULTS 18-34

1. KRKX-F>>
2. KCTR-F
3. KYA-F
- 4.
- 5.

ADULTS 18-49

1. KRKX-F
2. KCTR-F
3. KKBR-F>
- 4.
- 5.

ADULTS 25-54

1. KCTR-F
2. KRKX-F<
3. KKBR-F>>
- 4.
- 5.

ADULTS 35+

1. KCTR-F
2. KKBR-F>
3. KBLG
4. KRKX-F
- 5.

MEN 25-54

1. KRKX-F
2. KKBR-F
3. KCTR-F>
- 4.
- 5.

WOMEN 25-54

1. KCTR-F>>
2. KKBR-F
3. KRKX-F
4. KOHZ-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KGHL	790	BILLINGS	0.6/8.3
KURL	730	BILLINGS	0.6/6.7
KMMS-F	95.1	BOZEMAN	1.2/3.7

RADIO STATIONS

KBLG	, 910,	1 KW/64 W	, Talk	NBC, \$14.00	( --- )	Sunbrook
KDWG	, 970,	5 KW (DA-N)	, Country	ABC, \$10.00	(Christal)	DeShutes
KURL	, 730,	5 KW/235 W	, Religion	, \$ 8.00	( --- )	Enterprise
KBMJ-F,	95.5,	100 KW @ 984	, ??	, \$ NA	( --- )	(HARDIN)
KCTR-F,	102.9,	100 KW @ 489	, Country	ABC, \$28.00	(Christal)	DeShutes
KIDX-F,	98.5,	85 KW @ 371	, Country	, \$14.00	(Eastman)	
KKBR-F,	97.1,	28 KW @ 325	, Oldies	, \$20.00	(Christal)	DeShutes
KOHZ-F,	103.7,	100 KW @ 489	, Soft AC	ABC, \$13.00	(Banner)	
KRKX-F,	94.1,	100 KW @ 1017	, AOR	, \$19.00	(Mc-Guild)	Sunbrook
KYFA-F,	93.3,	100 KW @ 699	, CHR/AC	ABC, \$15.00	(MMR)	Sunbrook

BILOXI-GULFPORT, MS

ARB Rank/Pop: 139/263,600  
 Market TSL: 18.75 Hours  
 Average Person Rating: 13.8

Diaries: 516  
 Sample Target: 440  
 % Below Line: 23.8  
 % Not Listed: 20.5

Retail \$: 1.8 Bil  
 FM Share: 91.03%  
 Stations: 27/13

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO CUME S94	RATING S93	RATING S92
1. WKNN-F (C)	64/17.5	---	17.9	---	15.3	883	33.5	31.8	27.7
2. WXRG-F (AOR)	22/ 6.0	---	10.6	---	4.6	324	12.3	14.3	10.7
3. WGCM-F (O)	21/ 5.8	---	8.7	---	4.6	266	10.1	15.6	14.6
4. WUSD-F (C)	19/ 5.2	---	2.3	---	---	295	11.2	7.2	---
5. WZKX-F (CHR)	18/ 4.9	---	7.6	---	10.3	390	14.8	21.2	24.6
6. WWL (N/T)	14/ 3.8	---	4.2	---	6.9	227	8.6	12.3	14.3
7. WMJY-F (AC)	13/ 3.6	---	5.3	---	5.0	340	12.9	16.7	16.5
WBLX-F (B)	13/ 3.6	---	3.4	---	2.3	203	7.7	6.9	5.7
9. WXLS-F (SAC)	11/ 3.0	---	3.8	---	5.7	274	10.4	11.8	13.4
10. WOSM-F (REL)	10/ 2.7	---	0.8	---	5.0	184	7.0	3.3	7.4
WJZD-F (?)	10/ 2.7	---	---	---	---	192	7.3	---	---

12+ AMD

1. WKNN-F>>
2. WUSD-F
3. WZKX-F<
4. WXRG-F
5. WGCM-F

12+ MID

1. WKNN-F>>
2. WXRG-F
3. WUSD-F
- WGCM-F
5. WZKX-F

12+ PMD

1. WKNN-F>>
2. WXRG-F<
3. WZKX-F
- WGCM-F
- 5.

12+ EVE

1. WKNN-F
2. WXRG-F>
3. WBLX-F
4. WZKX-F
- 5.

ADULTS 18-34

1. WKNN-F
2. WXRG-F>
3. WUSD-F
- WZKX-F
- 5.

ADULTS 18-49

1. WKNN-F>>
2. WGCM-F
- WXRG-F
4. WZKX-F
- 5.

ADULTS 25-54

1. WKNN-F>>
2. WGCM-F>
3. WMJY-F
- WUSD-F
- WXRG-F
- WZKX-F

ADULTS 35+

1. WKNN-F>>
2. WGCM-F
- 3.
- 4.
- 5.

MEN 25-54

1. WKNN-F>>
2. WGCM-F
3. WUSD-F
- WXRG-F
- 5.

WOMEN 25-54

1. WKNN-F>>
2. WZKX-F
3. WGCM-F
- WJZD-F
- WMJY-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WQFX	1130	GULFPORT	0.8/2.1
WROA	1390	GULFPORT	1.6/3.1
WVMI	570	BILOXI	0.8/3.8
WXYK-F	105.9	PASCAGOULA	0.8/4.2

SEE NEW ORLEANS, PENSACOLA OR MOBILE FOR MORE INFORMATION ABOUT THE FOLLOWING:

WABB-F	1.9/4.6	WLTS-F	0.5/2.2
WAVH-F	1.4/4.1	WNOE-F	1.4/4.9
WDLT-F	1.6/5.0	WQUE-F	2.2/4.8
WEZB-F	1.4/3.8	WRNO-F	0.8/6.6
WGCM-F	0.8/4.1	WWRO-F	0.8/3.0
WKRK-F	2.5/4.8	WZBA-F	1.1/2.2

RADIO STATIONS

WGCM-F, 102.3,	25 KW @ 289	, Oldies	, \$14.00 (Eastman)	Dowdy
WJZD-F, 94.5,	6 KW @ 216	, ??	ABC, \$10.00 ( --- )	(LONG BCH)
WMJY-F, 93.7,	100 KW @ 984	, AC	, \$11.00 (Mc-Guild)	
WOSM-F, 103.1,	50 KW @ 482	, Religion	USA AP, \$10.00 ( --- )	(OCEAN SPGS)
WUSD-F, 97.9,	50 KW @ 466	, Country	UNISTR, \$14.00 (Katz)	(WIGGINS)
WKNN-F, 99.1,	99 KW @ 984	, Country	ABC, \$28.00 (Mc-Guild)	So. Starr
WXLS-F, 107.1,	3 KW @ 407	, Soft AC	, \$13.00 (K & P)	
WXRG-F, 96.7,	2 KW @ 384	, AOR/Classic	, \$14.00 (K & P)	
WZKX-F, 107.9,	100 KW @ 410	, CHR	, \$17.00 (Eastman)	Dowdy (POPLAR.)

WBLX -- See Mobile

WWL -- See New Orleans

BISMARCK, ND

ARB Rank/Pop: 257/68,600  
 Market TSL: 22.75 Hours  
 Average Person Rating: 17.1

Diaries: 382  
 Sample Target: 325  
 % Below Line: 0.0  
 % Not Listed: 8.5

Retail \$: 0.85 Bil  
 FM Share: 69.16%  
 Stations: 8/8

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO CUME S94	RATING S93	RATING S92
1. KYYY-F (CHR)	19/16.2	---	17.7	---	18.6	249	36.3	33.9	39.6
2. KKCT-F (C)	18/15.4	---	---	---	---	222	32.4	---	---
3. KFYZ (FS)	17/14.5	---	20.8	---	13.5	253	36.9	39.1	37.8
4. KQDY-F (C)	16/13.7	---	22.3	---	17.8	205	29.9	38.5	33.2
KBYZ-F (AOR)	16/13.7	---	11.5	---	11.9	159	23.2	21.5	24.2
6. KBMR (C)	12/10.3	---	13.8	---	12.7	118	17.2	27.1	21.7
7. KNDR-F (REL)	5/ 4.3	---	---	---	4.2	55	8.0	---	10.3
8. KLXX (ST)	4/ 3.4	---	3.8	---	4.2	105	15.3	17.6	15.2
9.									
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KFYZ	1. KFYZ	1. KKCT-F<	1. KYYY-F
2. KYYY-F	KKCT-F	2. KYYY-F	2. KKCT-F>
3. KQDY-F<	3. KBYZ-F	3. KQDY-F	3. KBYZ-F>
4. KBYZ-F	4. KQDY-F	4. KBYZ-F	4.
5.	5. KYYY-F	5. KFYZ	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KKCT-F	1. KKCT-F<	1. KBYZ-F<	1. KFYZ >	1. KBYZ-F	1. KQDY-F
2. KBYZ-F>	2. KBYZ-F	2. KKCT-F	2. KQDY-F<	2. KFYZ	2. KYYY-F
3. KYYY-F	3. KYYY-F	KQDY-F	3. KBMR	3. KKCT-F	KKCT-F
4. KQDY-F	4. KQDY-F	KYYY-F	4. KYYY-F	KYYY-F	4.
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

NONE

RADIO STATIONS

KBMR, 1130, 50 KW/32 W , Country	NBC UNISTR, \$15.00 (Mc-Guild)	
KFYZ, 550, 5 KW (DA-N) , Full Service	ABC, \$24.00 (Banner)	Meyer
KLXX, 1270, 1 KW/250 W , Standards	SMN, \$ 9.00 (K & P)	Lakoduk
KBYZ-F, 96.5, 100 KW @ 1000 , AOR	UNISTR, \$19.00 (K & P)	Lakoduk
KKCT-F, 97.5, 100 KW @ 830 , Country	, \$18.00 (K & P)	
KNDR-F, 104.7, 100 KW @ 853 , Religion	USA, \$ 8.00 ( - - )	(MANDAN)
KQDY-F, 94.5, 100 KW @ 1118 , Country	NBC, \$19.00 (Mc-Guild)	
KYYY-F, 92.9, 100 KW @ 1181 , CHR	ABC, \$24.00 (Banner)	Meyer

BRYAN-COLLEGE STATION, TX

ARB Rank/Pop: 234/106,300  
 Market TSL: 20.25 Hours  
 Average Person Rating: 15.4

Diaries: 368  
 Sample Target: 380  
 % Below Line: 12.2  
 % Not Listed: 25.0

Retail \$: 0.93 Bil  
 FM Share: 93.50%  
 Stations: 18/10

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO CUME S94	METRO CUME S93	RATING S92
1. KORA-F (C)	21/12.8	---	11.9	---	20.8	348	32.7	26.6	35.2
2. KAGG-F (C)	18/11.0	---	6.6	---	10.8	294	27.7	20.7	23.1
3. KTSR-F (AOR)	16/ 9.8	---	6.0	---	10.8	226	21.3	20.5	27.6
4. KKYS-F (CHR/AC)	11/ 6.7	---	13.2	---	10.0	323	30.4	36.1	28.7
KBMA-F (SP)	11/ 6.7	---	2.6	---	2.3	66	6.2	6.6	5.4
6. KTTX-F (C)	9/ 5.5	---	9.3	---	6.2	210	19.8	23.6	14.7
7. KKZR-F (AOR)	8/ 4.9	---	2.6	---	---	91	8.6	7.8	---
8. WTAW (C/FS)	6/ 3.7	---	4.0	---	3.1	125	11.8	12.0	7.7
KHLR-F (REL)	6/ 3.7	---	---	---	---	122	11.5	---	---

12+ AMD

1. KORA-F
2. KAGG-F
3. KTSR-F<
4. KBMA-F
- 5.

12+ MID

1. KORA-F<
2. KAGG-F
3. KTSR-F
4. WTAW
- 5.

12+ PMD

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

12+ EVE

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

ADULTS 18-34

1. KAGG-F<
2. KTSR-F
3. KORA-F
- 4.
- 5.

ADULTS 18-49

1. KAGG-F<
2. KTSR-F
3. KORA-F
4. KBMA-F
- 5.

ADULTS 25-54

1. KAGG-F<
2. KTSR-F<
3. KBMA-F
4. KORA-F
- 5.

ADULTS 35+

1. KORA-F>>
2. KAGG-F
- KBMA-F
- WTAW
- 5.

MEN 25-54

1. KTSR-F>
2. KAGG-F
3. KBMA-F
4. WTAW
- KORA-F

WOMEN 25-54

1. KAGG-F
2. KBMA-F
3. KKYS-F
- KORA-F
- KTTX-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KTAM 1240 BRYAN 1.2/ 7.5  
 KMBV-F 92.5 NAVASOTA 1.8/ 5.9

SEE HOUSTON OR WACO FOR MORE ABOUT THE FOLLOWING:

KBXX-F 0.6/5.5 KRBE-F 1.2/7.0  
 KHRN-F 1.8/9.2 (HEARNE) KWTX-F 0.6/4.6  
 KMJQ-F 1.2/9.0 WACO-F 0.6/3.1  
 KODA-F 1.2/3.8

RADIO STATIONS

WTAW, 1150, 1 KW/500 W (DA-N), Country/FS

KAGG-F, 96.1, 40 KW @ 538 , Country  
 KBMA-F, 99.5, 3 KW @ 328 , Hispanic  
 KHLR-F, 103.9, 25 KW @ 695 , Religion  
 KKYS-F, 104.7, 50 KW @ 286 , CHR  
 KORA-F, 98.3, 2.3 KW @ 528 , Country  
 KTSR-F, 92.1, 6 KW @ 276 , AOR/Classic  
 KTTX-F, 106.1, 50 KW @ 492 , Country

KKZR-F -- See Houston

CBS MBS, \$10.00 ( --- )

, \$17.00 (Eastman)  
 CNN CBS, \$12.00 ( --- )  
 , \$ 8.00 ( --- )  
 , \$14.00 (Mc-Guild)

Sun Group

ABC, \$25.00 ( --- )  
 , \$16.00 ( --- )  
 , \$12.00 ( --- )

(MADISONVILLE)

(CAMERON)

(BRENHAM)

BURLINGTON, VT

ARB Rank/Pop: 222/118,300  
 Market TSL: 22.75 Hours  
 Average Person Rating: 17.1

Diaries: 410  
 Sample Target: 330  
 % Below Line: 1.5  
 % Not Listed: 20.8

Retail \$: 1.4 Bil  
 FM Share: 86.25%  
 Stations: 12/10

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO CUME S94	RATING S93	RATING S92
1. WOKO-F (C)	37/18.3	17.2	20.2	18.4	12.6	337	28.5	31.5	19.9
2. WXXX-F (CHR)	32/15.8	16.1	14.9	17.9	16.2	459	38.8	37.4	32.3
3. WIZN-F (AOR)	31/15.3	14.9	17.6	12.4	18.8	336	28.4	31.6	33.3
4. WEZF-F (SAC)	21/10.4	11.5	7.4	10.4	12.0	341	28.8	24.1	23.7
5. WJOY (ST)	11/ 5.4	4.0	3.7	3.0	3.7	82	9.7	11.8	9.1
6. WNCS-F (AOR)	11/ 5.4	5.7	3.2	3.0	3.1	181	15.3	14.4	13.4
7. WVMT (FS)	7/ 3.5	5.7	3.7	2.5	5.8	140	11.8	12.9	11.5
8. WKDR (T)	4/ 2.0	1.7	2.1	4.5	3.7	88	7.4	6.4	6.6
9.									
10.									

12+ AMD

1. WOKO-F
2. WXXX-F<
3. WIZN-F>
4. WEZF-F
- 5.

12+ MID

1. WOKO-F
2. WXXX-F
3. WIZN-F
4. WEZF-F
- 5.

12+ PMD

1. WOKO-F<
2. WXXX-F
- WIZN-F>
4. WEZF-F
- 5.

12+ EVE

1. WIZN-F
2. WXXX-F>
3. WOKO-F>
- 4.
- 5.

ADULTS 18-34

1. WIZN-F
2. WXXX-F>
3. WOKO-F>
4. WEZF-F
- 5.

ADULTS 18-49

1. WIZN-F<
2. WOKO-F<
3. WXXX-F>
- 4.
- 5.

ADULTS 25-54

1. WOKO-F>
2. WIZN-F
3. WXXX-F
4. WEZF-F
- 5.

ADULTS 35+

1. WOKO-F>>
2. WEZF-F
3. WJOY
- 4.
- 5.

MEN 25-54

1. WOKO-F
2. WIZN-F>
3. WXXX-F>
4. WEZF-F
- 5.

WOMEN 25-54

1. WOKO-F
2. WXXX-F
- WEZF-F>
4. WNCS-F
- WIZN-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WLFE-F	102.3	ST. ALBANS	0.5/1.9
WMNM-F	92.1	PORT HENRY, NY	1.0/4.7
WGTK-F	100.9	MIDDLEBURY	0.5/2.5
WVMX-F	101.7	STOWE	1.0/9.4

RADIO STATIONS

WJOY, 1230, 1 KW	, Standards	UNISTR CNN, \$11.00 (D & R)	
WKDR, 1390, 5 KW/3 KW (DA-1),	Talk	SEN ABC, \$10.00 ( --- )	(PLATTSBURGH)
WVMT, 620, 5 KW (DA-2)	, Full Service	MBS ABC, \$13.00 (Mc-Guild)	
WEZF-F, 92.9, 46 KW @ 2699	, Soft AC	, \$23.00 (Banner)	Knight
WIZN-F, 106.7, 50 KW @ 374	, AOR	, \$25.00 (MMR)	Deer River (VERGENES)
WNCS-F, 104.7, 2 KW @ 2093	, AOR	, \$12.00 ( --- )	(MONTPELIER)
WOKO-F, 98.9, 100 KW @ 289	, Country	, \$27.00 (D & R)	Hall
WXXX-F, 95.3, 3 KW @ 226	, CHR	, \$21.00 (Mc-Guild)	

CAPE COD, MA

ARB Rank/Pop: 186/165,300  
 Market TSL: 23.75 Hours  
 Average Person Rating: 17.5

Diaries: 435  
 Sample Target: 400  
 % Below Line: 18.3  
 % Not Listed: 18.6

Retail \$: 2.1 Bil  
 FM Share: 87.29%  
 Stations: 27/12

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO CUME S94	METRO CUME S93	RATING S92
1. WQRC-F (SAC)	52/17.9	19.1	15.7	16.0	13.5	461	27.9	33.4	29.9
2. WPXC-F (AOR)	35/12.1	9.4	8.0	10.3	11.3	350	21.2	20.4	25.1
3. WXTK-F (N/T)	21/ 7.2	6.3	4.7	3.1	2.3	248	15.0	14.9	8.9
4. WCOD-F (AC)	18/ 6.2	4.2	4.0	5.3	3.5	236	14.3	15.2	12.5
5. WFCC-F (CL)	14/ 4.8	8.3	7.7	8.2	7.7	195	11.8	14.6	13.1
6. WRZE-F (AOR)	11/ 3.8	4.5	2.7	---	---	243	14.7	11.3	---
7. WRKO (T)	10/ 3.4	2.1	2.7	4.7	6.1	174	10.5	9.8	14.9
8. WCIB-F (C)	9/ 3.1	1.7	3.3	3.1	4.5	164	9.9	10.7	13.7
9. WFXR-F (C)	8/ 2.8	1.7	1.3	2.2	1.0	64	3.9	5.3	3.6
WBZ (N)	8/ 2.8	1.7	2.3	1.3	2.3	144	8.7	8.4	11.0
11. WMVY-F (AOR)	7/ 2.4	3.1	4.3	3.8	5.5	126	7.6	7.7	13.3

12+ AMD

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

12+ MID

1. WQRC-F>
2. WPXC-F>
3. WXTK-F
4. WCOD-F
- 5.

12+ PMD

1. WQRC-F>
2. WPXC-F>
- 3.
- 4.
- 5.

12+ EVE

1. WPXC-F<
2. WQRC-F
3. WXTK-F
4. WCIB-F
- 5.

ADULTS 18-34

1. WPXC-F>>>
2. WRZE-F
- WCOD-F
4. WFXR-F
- 5.

ADULTS 18-49

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

ADULTS 25-54

1. WPXC-F>
2. WCOD-F
3. WQRC-F
4. WXTK-F
- 5.

ADULTS 35+

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

MEN 25-54

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

WOMEN 25-54

1. WCOD-F>
2. WPXC-F
- WQRC-F>
4. WRZE-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WOCN-F 103.9 S. YARMOUTH 0.3/ 1.3  
 WKPE-F 104.7 ORLEANS 1.4/10.8

SEE BOSTON OR PROVIDENCE FOR MORE ABOUT THE FOLLOWING:

WBCN-F 0.3/5.0 WHDH 1.4/6.8  
 WBMX-F 0.7/2.9 WHJY-F 1.4/4.6  
 WBRU-F 0.7/3.1 WMJX-F 0.3/3.2  
 WCRB-F 0.3/2.3 WPLM-F 2.1/8.5  
 WCTK-F 1.0/6.6 WXKS-F 0.7/5.7  
 WEEI 1.7/5.3 WZLX-F 0.3/3.2

WFAN 1.0/ 2.3 (NEW YORK)

RADIO STATIONS

WCIB-F, 101.9,	50 KW @ 479,	Country	UNISTR ABC, \$18.00	(D & R)	Ardman	(FALMOUTH)
WCOD-F, 106.1,	45 KW @ 430,	AC	, \$28.00	(Banner)	Taylor	(HYANNIS)
WFXR-F, 93.5,	3 KW @ 328,	Country	, \$15.00	(Banner)	Taylor	(HARWICH)
WFCC-F, 107.5,	50 KW @ 341,	Classical	, \$20.00	(CMBS)		(CHATHAM)
WKPE-F, 104.7,	50 KW @ 459,	CHR	, \$19.00	(Katz)	Roth	(ORLEANS)
WMVY-F, 92.7,	3 KW @ 285,	AOR	AP, \$18.00	(Banner)	Comm. Prop.	(TISBURY)
WPXC-F, 102.9,	6 KW @ 308,	AOR	, \$35.00	(Mc-Guild)		(HYANNIS)
WQRC-F, 99.9,	50 KW @ 381,	Soft AC	AP, \$40.00	(Christal)	Sandab	(BARNSTABLE)
WRZE-F, 96.3,	50 KW @ 394,	AOR	, \$17.00	(Mc-Guild)	WPXC owner (D)	(NANTUCKET)
WXTK-F, 94.9,	50 KW @ 246,	News/Talk	CNN TALKNT, \$19.00	(Eastman)		(W. YARMOUTH)

Other ranked stations -- See Boston

CASPER

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ARB Rank/Pop: 263/49,300  
 Market TSL: 19.75 Hours  
 Average Person Rating: 14.2

Diaries: 298  
 Sample Target: 280  
 % Below Line: 0.0  
 % Not Listed: 20.0

Retail \$: 0.52 Bil  
 FM Share: 64.29%  
 Stations: 7/7

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO CUME S94	METRO CUME S93	RATING S92
1. KQLT-F (C)	18/25.7	---	15.1	---	15.8	163	33.1	30.7	27.6
2. KTWO (C/FS)	11/15.7	---	18.6	---	13.2	115	23.3	26.7	26.6
3. KTRS-F (CHR)	10/14.3	---	26.7	---	23.7	178	36.1	44.3	42.0
4. KVOC (C)	8/11.4	---	11.6	---	18.4	108	21.9	25.1	28.9
5. KPGM-F (?)	6/ 8.6	---	---	---	---	97	19.7	---	---
6. KMGW-F (AC)	2/ 2.9	---	8.1	---	10.5	89	18.1	24.4	20.5
7. KUYO (REL)	1/ 1.4	---	---	---	1.3	16	3.2	---	5.1
8.									
9.									
10.									

12+ AMD

1. KTWO
2. KQLT-F
3. KTRS-F
- 4.
- 5.

12+ MID

1. KQLT-F
2. KVOC
3. KTWO
- 4.
- 5.

12+ PMD

1. KQLT-F>>
2. KTWO
3. KTRS-F
- 4.
- 5.

12+ EVE

1. KTRS-F>>
2. KQLT-F
3. KTWO
- 4.
- 5.

ADULTS 18-34

1. KQLT-F>
2. KTRS-F>
3. KTWO >
- 4.
- 5.

ADULTS 18-49

1. KQLT-F>>
2. KTRS-F
- KTWO
- 4.
- 5.

ADULTS 25-54

1. KQLT-F>>
2. KTWO >
3. KPGM-F
- KTRS-F
- KVOC

ADULTS 35+

1. KQLT-F
2. KVOC
3. KTWO
- 4.
- 5.

MEN 25-54

1. KQLT-F>>
2. KVOC
3. KPGM-F
- KTWO
- 5.

WOMEN 25-54

1. KQLT-F
2. KTWO
3. KTRS-F
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

NONE

RADIO STATIONS

KTWO , 1030, 50 KW (DA-2) , Country/FS  
 KUYO , 830, 10 KW (DAYS) , Religion  
 KVOC , 1230, 1 KW , Country

CBS, \$17.00 (Katz)  
 , \$ 7.00 ( --- ) Enterprise (EVANSVILLE)  
 ABC, \$14.00 (Eastman)

KMGW-F, 94.5, 63 KW @ 1909 , AC  
 KPGM-F, 106.9, 100 KW @ 1824 , ?  
 KQLT-F, 103.7, 59 KW @ 1909 , Country  
 KTRS-F, 95.5, 94 KW @ 1968 , CHR

, \$10.00 ( --- )  
 AP USA, \$10.00 ( --- )  
 SMN, \$21.00 (Mc-Guild)  
 NBC ABC, \$18.00 (Mc-Guild)



CHAMPAIGN, IL  
-----

ARB Rank/Pop: 200/148,500  
Market TSL: 21.75 Hours  
Average Person Rating: 16.1

Diaries: 468  
Sample Target: 450  
% Below Line: 5.4  
% Not Listed: 18.8

Retail \$: 1.6 Bil  
FM Share: 83.51%  
Stations: 15/11

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO CUME S94	METRO CUME S93	RATING S92
1. WIXY-F (C)	40/16.7	---	16.4	---	2.1	356	24.0	25.4	3.2
2. WLRW-F (CHR)	25/10.5	---	11.8	---	16.2	420	28.3	31.9	37.5
3. WKIO-F (O)	23/ 9.6	---	8.6	---	13.2	345	23.2	25.6	24.9
4. WDWS (T)	21/ 8.8	---	8.6	---	7.2	238	16.0	18.8	18.8
5. WPGU-F (AOR)	16/ 6.7	---	5.0	---	6.8	241	16.2	13.9	14.5
6. WZNF-F (AOR)	14/ 5.9	---	4.1	---	7.2	177	11.9	14.5	15.7
7. WHZT-F (AOR)	14/ 5.9	---	4.1	---	---	206	13.9	10.2	---
8. WLTM-F (AC)	13/ 5.4	---	2.7	---	---	235	15.8	6.8	---
9. WHMS-F (SAC)	12/ 5.0	---	2.7	---	6.0	254	17.1	9.9	14.5
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WIXY-F	1. WIXY-F>	1. WIXY-F	1. WLTM-F
2. WDWS	2. WKIO-F<	2. WLRW-F	2. WLRW-F
3. WLRW-F	3. WLRW-F>	3. WKIO-F	WPGU-F
4. WKIO-F	4. WPGU-F	4. WPGU-F	WHZT-F
5.	5.	5.	WIXY-F

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WIXY-F>	1. WIXY-F	1. WIXY-F	1. WDWS	1. WZNF-F	1. WIXY-F
2. WLRW-F	2. WLRW-F	2. WKIO-F<	2. WIXY-F	WIXY-F	2. WKIO-F
3. WHZT-F<	3. WKIO-F	3. WLRW-F	3. WKIO-F>	3. WPGU-F	3. WLRW-F
4. WPGU-F	4. WHZT-F	4. WZNF-F	4.	4. WKIO-F	4. WHMS-F
WZNF-F	WZNF-F	WPGU-F	5.	WLRW-F	5.
	WPGU-F				

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBCP 1580	URBANA	0.8/4.8
WZNX-F 107.9	ARCOLA	0.4/2.0
WGN 720	CHICAGO	1.3/4.2
WIAI-F 99.1	DANVILLE	1.3/4.9
WLS 890	CHICAGO	2.5/7.7
WSOY-F 102.9	DECATUR	0.4/2.8

RADIO STATIONS

WDWS , 1400, 1 KW	, Talk	MBS CBS, \$20.00 (Christal)
WHMS-F, 97.5, 50 KW @ 361	, Soft AC	CBS, \$15.00 (Christal)
WHZT-F, 105.9, 1.3 KW @ 512	, AOR	SMN, \$14.00 ( --- )
WIXY-F, 100.3, 13 KW @ 453	, Country	, \$25.00 (Katz)
WKIO-F, 92.5, 20 KW @ 367	, Oldies	UNISTR, \$28.00 (Eastman)
WLRW-F, 94.5, 50 KW @ 390	, CHR	ABC, \$22.00 (Katz)
WLTM-F, 96.1, 3.8 KW @ 403	, AC	, \$15.00 (Banner)
WPGU-F, 107.1, 3 KW @ 236	, AOR	ABC, \$20.00 (Banner)
WZNF-F, 95.3, 2 KW @ 414	, AOR	, \$17.00 (Banner)

(MAHOMET)  
Saga  
Tak  
Saga

CHARLOTTESVILLE, VA

ARB Rank/Pop: 223/117,300  
 Market TSL: 15.75 Hours  
 Average Person Rating: 11.6

Diaries: 408  
 Sample Target: 380  
 % Below Line: 1.5  
 % Not Listed: 41.2

Retail \$: 1.3 Bil  
 FM Share: 80.00%  
 Stations: 10/8

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO CUME S94	RATING S93	RATING S92
1. WQMZ-F (CHR)	17/12.5	---	7.5	---	7.7	285	24.3	22.9	20.6
2. WCKY-F (C)	14/10.3	---	13.7	---	8.3	205	17.5	22.3	20.4
3. WWWV-F (AOR)	12/ 8.8	---	9.3	---	11.8	265	22.6	24.3	27.9
4. WVAO-F (O)	11/ 8.1	---	1.2	---	1.8	225	19.2	9.2	12.2
WINA (FS)	11/ 8.1	---	11.8	---	12.4	194	16.5	20.8	23.8
6. WUVA-F (CHR)	6/ 4.4	---	2.5	---	3.0	186	15.8	14.4	15.2
7. WKAV (EZ)	5/ 3.7	---	3.7	---	4.7	65	5.5	8.1	7.5
8.									
9.									
10.									

12+ AMD

1. WINA
2. WCYK-F  
WQMZ-F
- 4.
- 5.

12+ MID

1. WQMZ-F
2. WCYK-F<
3. WINA
- 4.
- 5.

12+ PMD

1. WQMZ-F
2. WWWV-F<
3. WCYK-F
- 4.
- 5.

12+ EVE

1. WWWV-F
2. WQMZ-F
3. WUVA-F
- 4.
- 5.

ADULTS 18-34

1. WQMZ-F>>
2. WWWV-F
3. WUVA-F
- 4.
- 5.

ADULTS 18-49

1. WQMZ-F
2. WWWV-F
3. WVAO-F  
WCYK-F
- 5.

ADULTS 25-54

1. WQMZ-F<
2. WCYK-F  
WWWV-F
4. WVAO-F
- 5.

ADULTS 35+

1. WINA <
2. WCYK-F>
3. WVAO-F
- 4.
- 5.

MEN 25-54

1. WWWV-F
2. WCYK-F>
3. WQMZ-F  
WVAO-F
- 5.

WOMEN 25-54

1. WQMZ-F>
2. WCYK-F  
WVAO-F
4. WWWV-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WVSY-F	101.9	RUCKERSVILLE	1.5/ 6.4
WKIK-F	104.7	CREWE	0.7/ 3.3
WVGO-F	106.5	RICHMOND	0.7/ 5.1

RADIO STATIONS

WINA, 1070, 5 KW (DA-N)	, Full Service	CBS, \$17.00 (Market 4)	WQMZ owner (D)
WKAV, 1400, 1 KW	, EZ	, \$11.00 ( --- )	WQMZ owner (D)
WCYK-F, 102.3, 5 KW @ 358	, Country	ABC, \$15.00 (K & P)	Clark (CROZET)
WQMZ-F, 95.1, 6 KW @ 144	, CHR	, \$15.00 (Market 4)	
WUVA-F, 92.7, 2 KW @ 899	, CHR	ABC, \$10.00 ( --- )	
WVAO-F, 99.7, 3.3 KW @ 1692	, Oldies	, \$13.00 ( --- )	Clark (STAUNTON)
WWWV-F, 97.5, 50 KW @ 449	, AOR	, \$19.00 (Christal)	Eure

CHEYENNE, WY

ARB Rank/Pop: 261/61,900  
 Market TSL: 23.00 Hours  
 Average Person Rating: 17.3

Diaries: 375  
 Sample Target: 325  
 % Below Line: 15.0  
 % Not Listed: 23.4

Retail \$: 0.65 Bil  
 FM Share: 82.93%  
 Stations: 12/6

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO CUME S94	RATING S93	RATING S92
1. KMUS-F (C)	27/25.2	---	28.0	---	23.9	224	36.2	39.8	33.3
2. KFBQ-F (CHR)	13/12.1	---	6.5	---	9.1	156	25.2	22.6	21.9
KLEN-F (SAC)	13/12.1	---	7.5	---	17.0	146	23.6	20.2	29.6
4. KFBC (T)	8/ 7.5	---	9.7	---	5.7	125	20.2	19.9	17.0
5. KRFX-F (CL AOR)	6/ 5.6	---	4.3	---	3.4	99	16.0	10.8	7.4
6. KRAE (ST/O)	3/ 2.8	---	4.3	---	4.5	66	10.7	15.9	15.2
7.									
8.									
9.									
10.									

12+ AMD

1. KMUS-F>>
2. KFBC
3. KFBQ-F
- KLEN-F
- 5.

12+ MID

1. KMUS-F>>
2. KLEN-F
3. KFBC
- 4.
- 5.

12+ PMD

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

12+ EVE

1. KMUS-F<
2. KFBQ-F>>
- 3.
- 4.
- 5.

ADULTS 18-34

1. KMUS-F>
2. KFBQ-F
3. KLEN-F
4. KRFX-F
- 5.

ADULTS 18-49

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

ADULTS 25-54

1. KMUS-F>
2. KLEN-F>>
3. KRFX-F
4. KFBQ-F
- 5.

ADULTS 35+

1. KMUS-F>>
2. KLEN-F
3. KFBC
- 4.
- 5.

MEN 25-54

1. KMUS-F>
2. KLEN-F
- KRFX-F>
- 4.
- 5.

WOMEN 25-54

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCGY-F 95.1 LARAMIE 1.9/6.8

SEE DENVER FOR MORE ABOUT THE FOLLOWING:

KBPI-F 2.8/5.5 KTCL-F 0.9/4.5  
 KOA 2.8/9.7 KXKL-F 0.9/9.0  
 KQKS-F 1.9/5.8

RADIO STATIONS

KFBC, 1240, 1 KW , Talk ABC, \$15.00 (Eastman)  
 KRAE, 1480, 1 KW/65 W , Standards/Oldies SMN CBS, \$10.00 (Tacher)

KFBQ-F, 97.9, 100 KW @ 541 , CHR ABC, \$18.00 (Eastman)  
 KLEN-F, 106.3, 3 KW @ - 3 , Soft AC , \$15.00 (Banner)  
 KMUS-F, 101.9, 50 KW @ 492 , Country , \$25.00 (Christal) (BURNS)

KRFX-F -- See Denver in Spring 1994 edition

CHICO, CA

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ARB Rank/Pop: 187/164,900  
Market TSL: 20.75 Hours  
Average Person Rating: 14.7

Diaries: 422  
Sample Target: 460  
% Below Line: 11.5  
% Not Listed: 31.3

Retail \$: 1.2 Bil  
FM Share: 78.44%  
Stations: 21/13

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO S94	CUME S93	RATING S92
1. KFME-F (AOR)	25/10.3	11.1	6.5	7.5	11.2	343	20.8	18.8	18.6
2. KALF-F (C)	21/ 8.6	8.2	6.9	9.5	12.0	242	14.7	14.0	16.8
3. KHSL-F (C)	15/ 6.2	8.2	6.5	5.5	8.6	211	12.8	15.9	15.4
4. KPPL-F (SAC)	15/ 6.2	4.5	6.5	3.2	6.4	269	16.3	17.0	13.2
5. KMXI-F (AC)	14/ 5.8	5.3	7.7	7.1	4.7	363	22.0	20.5	14.4
6. KPAY (FS/T)	12/ 4.9	6.6	6.2	7.9	7.3	185	11.2	16.5	12.5
7. KFBK (N/T)	11/ 4.5	4.5	5.4	2.8	2.1	129	7.8	10.0	7.8
8. KLRS-F (AC)	9/ 3.7	4.5	---	---	---	185	11.2	---	---
9. KEWE-F (ST)	8/ 3.3	8.6	7.7	7.9	4.3	99	6.0	10.9	8.2
10. KZZP-F (AOR)	6/ 2.5	2.5	1.9	4.0	3.4	127	7.7	8.0	10.3
11. KHSL (C)	6/ 2.5	3.7	1.5	4.3	5.2	86	5.2	7.2	9.9
12. KCEZ-F (O)	5/ 2.1	3.3	3.1	5.1	3.9	186	11.3	9.2	12.6

12+ AMD

1. KFME-F
2. KALF-F
3. KPAY
4. KPPL-F
- 5.

12+ MID

1. KFME-F
2. KFBK
3. KHSL-F
4. KPAY
5. KPPL-F

12+ PMD

1. KFME-F
2. KALF-F
3. KHSL-F
4. KMXI-F
- 5.

12+ EVE

1. KALF-F
2. KFME-F
3. KMXI-F
- 4.
- 5.

ADULTS 18-34

1. KFME-F>
2. KHSL-F<
3. KALF-F
4. KMXI-F
5. KLRS-F

ADULTS 18-49

1. KFME-F>
2. KHSL-F
3. KALF-F
4. KMXI-F
- 5.

ADULTS 25-54

1. KFME-F
2. KALF-F
3. KMXI-F
4. KHSL-F
5. KPPL-F

ADULTS 35+

1. KFBK
2. KPAY
3. KPPL-F
4. KFME-F
- 5.

MEN 25-54

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

WOMEN 25-54

1. KMXI-F>
2. KPPL-F
3. KHSL-F
4. KALF-F
5. KCEZ-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KDIG-F 106.7 ORLAND 0.8/ 4.9  
KKCY-F 103.1 COLUSA 0.4/ 6.8

SEE SACRAMENTO FOR MORE ABOUT THE FOLLOWING:

KGO 2.1/5.1 KSEG-F 0.4/2.6  
KHYL-F 0.8/5.8 KSFM-F 1.6/5.0  
KNBR 0.4/2.3 KYMX-F 1.2/2.3  
KRCX 0.4/2.7

RADIO STATIONS

KHSL, 1290, 5 KW (DA-N) , Country CBS, \$14.00 (Eastman)  
KPAY, 1060, 10 KW (DA-2) , Talk/FS MBS, \$19.00 (Katz) McCoy

KALF-F, 95.7, 7 KW @ 1266 , Country , \$22.00 (K & P) (RED BLUFF)  
KCEZ-F, 100.7, 50 KW @ 272 , Oldies UNISTR, \$13.00 ( --- ) (CORNING)  
KEWE-F, 97.7, 6 KW @ 161 , Standards ABC, \$13.00 (Sand.) (OROVILLE)  
KFME-F, 93.9, 2 KW @ 1128 , AOR , \$27.00 (Christal) Park Lane

KHSL-F, 103.5, 1.7 KW @ 1233 , Country , \$18.00 (Eastman) (PARADISE)  
KLRS-F, 92.7, 1.5 KW @ 643 , AC SMN, \$14.00 ( --- )  
KMXI-F, 95.1, 9 KW @ 1171 , AC/CHR , \$16.00 (Katz) McCoy  
KPPL-F, 107.5, 28 KW @ 633 , Soft AC , \$16.00 (Christal) Park Lane (COLUSA)  
KZZP-F, 96.7, 3 KW @ 328 , AOR/Classic , \$11.00 ( --- ) (PARADISE)

KFBK -- See Sacramento

COLUMBIA, MO

ARB Rank/Pop: 239/99,400  
 Market TSL: 20.75 Hours  
 Average Person Rating: 15.9

Diaries: 406  
 Sample Target: 360  
 % Below Line: 3.2  
 % Not Listed: 26.6

Retail \$: 1.07 Bil  
 FM Share: 88.79%  
 Stations: 13/10

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO CUME S94	RATING S93	RATING S92
1. KCLR-F (C)	28/17.7	---	17.7	---	19.0	326	32.8	24.5	27.4
2. KARO-F (AC)	19/12.0	---	11.4	---	11.3	264	26.6	21.5	21.4
3. KFMZ-F (CHR)	16/10.1	---	13.3	---	11.3	285	28.7	30.3	25.2
4. KFRU (FS/T)	13/ 8.2	---	13.9	---	14.8	224	22.5	24.6	25.2
5. KBXR-F (AOR)	12/ 7.6	---	---	---	---	173	17.4	---	---
6. KCMQ-F (C)	9/ 5.7	---	7.0	---	4.2	176	17.7	12.8	16.6
7. KTXY-F (AOR)	7/ 4.4	---	4.4	---	7.7	179	18.0	19.3	23.1
8. KWWR-F (C)	4/ 2.5	---	4.4	---	2.1	77	7.7	6.9	5.3
9.									
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KCLR-F>	1. KCLR-F<	1. KCLR-F>	1. KCLR-F>
2. KFRU	2. KFRU <	2. KFMZ-F<	2. KARO-F
3. KARO-F	3. KARO-F<	3. KARO-F	3. KFMZ-F
4. KFMZ-F	4. KFMZ-F	4. KBXR-F	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KFMZ-F<	1. KCLR-F	1. KCLR-F>	1. KCLR-F	1. KCLR-F>	1. KCLR-F
2. KCLR-F>	2. KARO-F<	2. KARO-F>	2. KFRU <	2. KARO-F	2. KARO-F>
3. KARO-F	3. KFMZ-F	3. KFMZ-F	3. KARO-F>	3. KBXR-F	3. KFMZ-F>
KCLR-F	4. KBXR-F	4. KBXR-F	4.	4. KFMZ-F	4.
5.	5.	5.	5.	KFRU	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KMFC-F	92.1	CENTRALIA	0.6/3.8
KZZT-F	105.5	MOBERLY	1.3/4.4
KJMO-F	100.1	JEFFERSON CITY	1.3/9.4
KRES-F	104.7	MOBERLY	1.3/6.7
KYYS-F	102.1	KANSAS CITY	0.6/3.8

RADIO STATIONS

KFRU,	1400,	1 KW	, FS/Talk	ABC MBS, \$ NA	( --- )	
KARO-F,	101.5,	20 KW @ 604	, AC	, \$19.00	( --- )	
KBXR-F,	106.1,	23 KW @ 722	, AOR	CBS, \$ NA	( --- )	(ASHLAND)
KCLR-F,	99.3,	33 KW @ 285	, Country	, \$22.00	(Banner)	Zimmer (BOONVILLE)
KFMZ-F,	98.3,	24 KW @ 712	, CHR	ABC, \$18.00	(Christal)	Contemp. Media
KCMQ-F,	96.7,	3 KW @ 161	, Country	ABC UNISTR, \$11.00	( --- )	Zimmer
KTXY-F,	106.9,	100 KW @ 1250	, AOR	ABC, \$14.00	(Mc-Guild)	Brill (JEFF. CITY)
KWWR-F,	95.7,	100 KW @ 994	, Country	MBS, \$10.00	( --- )	(MEXICO)

DANBURY, CT

ARB Rank/Pop: 194/158,000  
 Market TSL: 21.00 Hours  
 Average Person Rating: 16.1

Diaries: 536  
 Sample Target: 475  
 % Below Line: 42.3  
 % Not Listed: 22.0

Retail \$: 1.9 Bil  
 FM Share: 65.33%  
 Stations: 27/5

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO S94	CUME S93	RATING S92
1. WDAQ-F (AC)	33/12.9	14.2	13.3	16.3	12.2	397	25.1	24.3	24.6
2. WRKI-F (AOR)	30/11.8	9.1	10.5	11.4	12.5	408	25.8	26.7	30.0
3. WLAD (T)	19/ 7.5	6.2	7.7	6.1	5.3	277	17.5	17.5	18.2
4. WEZN-F (SAC)	14/ 5.5	7.3	5.6	6.9	4.6	333	21.1	18.6	18.2
5. WCBS (N)	13/ 5.1	4.4	4.9	4.5	4.6	267	16.9	14.7	18.9
6. WFAN (SPRST)	10/ 3.9	4.0	5.3	6.1	4.6	231	14.6	16.3	12.0
WABC (T)	10/ 3.9	2.5	3.5	1.2	3.0	144	9.1	10.0	7.7
8. WKCI-F (CHR)	8/ 3.1	5.1	3.9	4.5	4.2	231	14.6	15.4	17.3
WREF (ST)	8/ 3.1	4.0	5.3	3.3	3.4	65	4.1	7.5	6.2

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

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WRKI-F	1. WDAQ-F<	1. WDAQ-F	1. WDAQ-F	1. WRKI-F	1. WDAQ-F>>
2. WDAQ-F>>	2. WRKI-F>>	2. WRKI-F>>	2. WLAD	2. WDAQ-F>	2. WRKI-F
3.	3.	3. WEZN-F	3. WCBS	3. WFAN	3. WEZN-F
4.	4.	4. WLAD	4. WEZN-F	4. WCBS	4. WLAD
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WINE 940 BROOKFIELD 0.4/3.0

SEE NEW YORK, HARTFORD, NEW HAVEN OR  
 POUGHKEEPSIE FOR MORE ABOUT THE FOLLOWING:

WDRC-F	2.4/ 7.3	WQCD-F	1.6/ 2.7
WEBE-F	1.2/ 9.9	WQEW	1.2/ 1.8
WEFX-F	1.6/ 2.9	WQHT-F	1.2/ 5.0
WHTZ-F	0.8/ 4.1	WSPK-F	0.8/ 3.7
WHUD-F	1.2/ 5.2	WTIC-F	0.4/ 2.1
WMJV-F	0.8/ 3.4	WWYZ-F	2.0/ 9.2
WOR	2.0/ 4.7	WXRK-F	0.8/ 3.7
WPAT-F	0.8/ 1.6	WYNY-F	1.2/ 4.4
WPLR-F	1.2/ 5.4		

RADIO STATIONS

WINE	, 940,	1 KW (DAYS)	, Talk	CNN	ABC, \$ NA	(Eastman)	Gary Starr
WLAD	, 800,	1 KW/286 W	, Talk		CBS, \$24.00	(D & R)	
WREF	, 850,	1 KW (DAYS)	, Standards		NBC, \$19.00	( --- )	
WDAQ-F,	98.3,	1.3 KW @ 459	, AC		, \$47.00	(D & R)	
WRKI-F,	95.1,	50 KW @ 469	, AOR		, \$53.00	(Eastman)	Gary Starr

Other ranked stations -- See New York, New Haven or Bridgeport in Spring 94 edition

DANVILLE, IL

ARB Rank/Pop: 256/72,300  
 Market TSL: 20.75 Hours  
 Average Person Rating: 15.5

Diaries: 286  
 Sample Target: 290  
 % Below Line: 27.7  
 % Not Listed: 23.2

Retail \$: 0.65 Bil  
 FM Share: 83.72%  
 Stations: 15/7

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO CUME S94	RATING S93	RATING S92
1. WIAI-F (C)	15/13.4	---	13.6	---	22.0	213	29.5	35.8	35.5
WDNL-F (CHR)	15/13.4	---	12.7	---	14.0	175	24.2	29.6	30.0
3. WIXY-F (C)	11/ 9.8	---	11.0	---	---	147	20.3	19.5	---
4. WWDZ-F (AOR)	8/ 7.1	---	4.2	---	---	48	6.6	7.6	---
5. WCDV-F (AC/O)	6/ 5.4	---	---	---	1.0	82	11.3	---	6.4
6. WKIO-F (O)	5/ 4.5	---	5.1	---	6.0	77	10.7	10.5	16.8
WLS (T)	5/ 4.5	---	2.5	---	2.0	58	8.0	7.5	5.1
8. WDAN (T)	4/ 3.6	---	1.7	---	4.0	83	11.5	12.9	12.1
WITY (FS)	4/ 3.6	---	1.7	---	3.0	77	10.7	11.1	9.8

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WIAI-F<	1. WDNL-F	1. WDNL-F	1. WIAI-F
2. WDNL-F>	2. WIAI-F	WIXY-F	WWDZ-F
3. WIXY-F	3. WIXY-F>	3. WIAI-F	3. WIXY-F
4. WDAN	4.	WWDZ-F	4. WCDV-F
WITY	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WWDZ-F	1. WDNL-F>	1. WDNL-F	1. WIAI-F	1. WWDZ-F>	1. WDNL-F>>
2. WDNL-F	2. WIXY-F<	2. WIXY-F	2. WDNL-F	2. WIXY-F	2. WIXY-F
WIAI-F>	3. WIAI-F	WWDZ-F	WIXY-F	3. WKIO-F	3. WIAI-F
4. WIXY-F	WWDZ-F	4. WIAI-F	4. WKIO-F	WCDV-F	4.
5.	5.	5. WCDV-F	5.	WIAI-F	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAZY	96.5	LAFAYETTE, IN	1.8/ 8.2
WGN	720	CHICAGO	0.9/ 4.3
WHMS-F	97.5	CHAMPAIGN	1.8/ 7.1
WLRW-F	94.5	CHAMPAIGN	1.8/11.8
WZNF-F	95.3	RANTOUL	2.7/ 6.2

RADIO STATIONS

WDAN,	1490,	1 KW	, Talk	CBS, \$12.00	(Mc-Guild)	Neuhoff
WITY,	980,	1 KW (DA-2)	, Full Service	ABC, \$11.00	( --- )	
WCDV-F,	103.1,	3 KW @ 298	, AC/Oldies	SMN, \$10.00	( --- )	(COVINGTON)
WDNL-F,	102.1,	50 KW @ 367	, CHR/AC	UNISTR, \$23.00	(Mc-Guild)	Neuhoff
WHPO-F,	100.9,	3 KW @ 298	, Country	, \$10.00	( --- )	(HOOPESTON)
WIAI-F,	99.1,	50 KW @ 500	, Country	NBC UPI, \$26.00	(D & R)	
WWDZ-F,	94.9,	6 KW @ 328	, AOR	, \$13.00	(Banner)	

Other rated stations -- See Chicago or Champaign

DOTHAN, AL

ARB Rank/Pop: 177/179,100  
 Market TSL: 22.00 Hours  
 Average Person Rating: 16.6

Diaries: 509  
 Sample Target: 420  
 % Below Line: 15.2  
 % Not Listed: 16.8

Retail \$: 1.5 Bil  
 FM Share: 99.2%  
 Stations: 18/11

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO CUME S94	CUME S93	RATING S92
1. WTVY-F (C)	75/25.3	18.6	22.5	22.3	32.1	790	44.1	40.3	43.7
2. WDJR-F (C)	28/ 9.4	12.2	11.6	6.5	5.7	328	18.3	24.7	14.4
WKMx-F (CHR)	28/ 9.4	13.9	7.9	10.7	11.5	381	21.3	24.4	31.2
4. WZHT-F (B)	21/ 7.1	6.4	8.9	10.0	7.4	220	12.3	16.4	17.9
5. WOOF-F (AC)	20/ 6.7	10.1	8.6	11.0	8.8	358	20.0	18.3	23.0
6. WJN-F (B)	17/ 5.7	6.4	8.6	6.2	4.1	213	11.9	11.3	8.5
WTBB-F (AOR)	17/ 5.7	4.7	4.6	---	---	227	12.7	9.0	---
8. WRJM-F (SAC)	9/ 3.0	6.4	2.3	1.4	---	204	11.4	4.9	---
WZTz-F (C)	9/ 3.0	1.4	3.6	2.4	3.4	113	6.3	8.4	7.1

12+ AMD

1. WTVY-F>>
2. WDJR-F
3. WKMx-F
- 4.
- 5.

12+ MID

1. WTVY-F>>
2. WDJR-F<
3. WKMx-F
- WOOF-F
- 5.

12+ PMD

1. WTVY-F>>
2. WKMx-F
3. WDJR-F
4. WOOF-F
- 5.

12+ EVE

1. WTVY-F>
2. WZHT-F
3. WDJR-F
4. WKMx-F
- 5.

ADULTS 18-34

1. WDJR-F<
2. WTVY-F<
3. WTBB-F
4. WKMx-F
- 5.

ADULTS 18-49

1. WTVY-F>>
2. WDJR-F
3. WOOF-F
4. WKMx-F
- WTBB-F

ADULTS 25-54

1. WTVY-F>>
2. WDJR-F
3. WOOF-F
4. WKMx-F
- 5.

ADULTS 35+

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

MEN 25-54

1. WTVY-F>>>
2. WDJR-F
3. WTBB-F
- 4.
- 5.

WOMEN 25-54

1. WTVY-F>
2. WOOF-F>
3. WKMx-F
- WZHT-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBAM-F	98.9	MONTGOMERY	0.3/2.2
WFSY-F	98.5	PANAMA CTY	0.3/3.1
WPAP-F	92.5	PANAMA CTY	0.3/3.0
WPFM-F	107.9	PANAMA CTY	0.7/3.2
WWSF-F	98.1	ANDALUSIA	0.7/2.6

RADIO STATIONS

WDJR-F,	96.9,	100 KW @ 1515 ,	Country	, \$16.00	( --- )	New South (ENTERPRISE)
WJN-F,	101.3,	3 KW @ 328 ,	Black	AURN, \$10.00	(Roslin)	
WKMx-F,	106.7,	100 KW @ 1069 ,	CHR	UNISTR, \$18.00	(D & R)	(ENTERPRISE)
WOOF-F,	99.7,	100 KW @ 981 ,	AC	, \$14.00	(Mc-Guild)	
WRJM-F,	93.7,	100 KW @ 853 ,	Soft AC	, \$10.00	( --- )	(GENEVA)
WTBB-F,	97.7,	100 KW @ 830 ,	AOR	, \$11.00	( --- )	(BONIFAY)
WTVY-F,	95.5,	100 KW @ 1059 ,	Country	ABC, \$28.00	(Mc-Guild)	
WZTz-F,	101.1,	0.6 KW @ 682 ,	Country	, \$ 9.00	( --- )	(ELBA)

WZHT-F -- See Montgomery in Spring 94 edition



DUBUQUE, IA

ARB Rank/Pop: 213/129,800  
 Market TSL: 25.25 Hours  
 Average Person Rating: 17.3

Diaries: 433  
 Sample Target: 440  
 % Below Line: 11.1  
 % Not Listed: 21.8

Retail \$: 1.2 Bil  
 FM Share: 75.00%  
 Stations: 20/11

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO S94	CUME S93	RATING S92
1. KATF-F (AC)	35/15.6	---	13.4	---	18.0	437	33.7	36.1	39.6
2. WJOD-F (C)	27/12.0	---	13.0	---	9.8	279	21.5	30.2	20.6
3. KLYV-F (CHR)	25/11.1	---	13.0	---	9.0	363	28.0	31.6	24.5
4. KDTH (FS)	24/10.7	---	9.8	---	15.1	292	22.5	22.0	31.8
5. WDBQ (FS)	12/ 5.3	---	8.3	---	6.1	184	14.2	16.9	14.6
6. WGLR-F (C)	8/ 3.6	---	5.1	---	3.3	101	7.8	9.3	9.3
7. KGGY-F (O)	6/ 2.7	---	3.9	---	6.1	144	11.1	16.4	17.6
8. KDST-F (C)	6/ 2.7	---	1.6	---	---	65	5.0	2.9	---
9.									
10.									

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

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KATF-F>	1. KATF-F>	1. KATF-F	1. KDTH	1. KATF-F	1. KATF-F>
2. KLYV-F	2. WJOD-F<	2. WJOD-F	2. KATF-F	2. WJOD-F>	2. WJOD-F
WJOD-F	3. KLYV-F	3. KLYV-F	3. WJOD-F	3. KLYV-F	3. KLYV-F>
4.	4.	4.	4. WDBQ	4. WDBQ	4.
5.	5.	5.	5.	KDTH	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KIKR-F 103.3	ASBURY	1.3/7.3
WKPL-F 107.1	PLATTEVILLE, WI	1.8/3.2
WTOQ 1590	PLATTEVILLE, WI	0.4/3.6
KFMW-F 107.9	WATERLOO	2.7/5.3
KMXG-F 96.1	CLINTON	0.4/2.6
KOEL-F 92.3	OELWEIN	1.3/5.9
KUUL-F 103.7	DAVENPORT	0.4/5.9
WEKZ-F 93.7	MONROE, WI	2.2/4.7
WGN 720	CHICAGO	0.9/4.2
WIZM-F 93.3	LA CROSSE	0.4/1.8
WMT 600	CEDAR RAPIDS	2.2/8.6
WOLX-F 94.9	BARABOO, WI	0.4/4.5

RADIO STATIONS

KDTH, 1370, 5 KW (DA-N)	, Full Service	CBS, \$12.00	(Eastman)	Woodward
WDBQ, 1490, 1 KW	, Full Service	ABC, \$17.00	(Banner)	Comm. Prop
KATF-F, 92.9, 100 KW @ 469	, AC	ABC, \$22.00	(Eastman)	Woodward
KDST-F, 99.3, 3 KW @ 298	, Country	SMN, \$ 9.00	( --- )	(DYERSVILLE)
KGGY-F, 102.3, 1.7 KW @ 410	, Oldies	SMN ABC, \$10.00	(K & P)	
KLYV-F, 105.3, 50 KW @ 331	, CHR	, \$18.00	(Banner)	Comm. Prop
WGLR-F, 97.7, 4 KW @ 236	, Country	ABC, \$10.00	( --- )	(LANCASTER, WI)
WJOD-F, 107.5, 6 KW @ 328	, Country	CNN UNISTR, \$16.00	( --- )	(GALENA, IL)

EAU CLAIRE, WI

ARB Rank/Pop: 224/116,600  
 Market TSL: 24.00 Hours  
 Average Person Rating: 17.7

Diaries: 411  
 Sample Target: 350  
 % Below Line: 1.0  
 % Not Listed: 15.5

Retail \$: 1.25 Bil  
 FM Share: 89.66%  
 Stations: 15/13

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO S94	CUME S93	RATING S92
1. WAXX-F (C)	56/27.2	---	23.9	---	35.1	475	40.7	43.9	47.6
2. WBIZ-F (CHR)	25/12.1	---	13.9	---	16.6	361	31.0	34.7	37.9
3. WQRB-F (C)	24/11.7	---	11.4	---	---	316	27.1	21.8	---
4. WIAL-F (AC)	14/ 6.8	---	5.5	---	7.6	283	24.3	23.1	25.8
5. WISM-F (AOR)	12/ 5.8	---	9.5	---	8.1	191	16.4	19.8	16.8
6. WMEQ-F (O)	9/ 4.4	---	2.5	---	2.8	140	12.0	12.7	10.1
7. WAYY (T/FS)	8/ 3.9	---	3.0	---	2.8	97	8.3	8.0	4.9
8. WEAQ (ST)	7/ 3.4	---	5.5	---	3.3	107	9.2	10.7	9.0
9. WECL-F (SAC)	6/ 2.9	---	2.0	---	4.3	65	5.6	6.4	8.8
10. KNXR-F* (SAC)	5/ 2.4	---	---	---	---	30	2.6	---	---

\* KNXR-F was determined by Arbitron to have engaged in a special station activity.

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WAXX-F>>	1. WAXX-F>>	1. WAXX-F>	1. WAXX-F>
2. WBIZ-F	2. WBIZ-F	2. WQRB-F<	2. WBIZ-F
3. WQRB-F	3. WQRB-F	3. WBIZ-F>	3. WQRB-F
4.	4. WISM-F	4. WISM-F	4. WIAL-F
5.	WAYY	5.	WISM-F

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WBIZ-F<	1. WAXX-F>	1. WAXX-F>>	1. WAXX-F>>>	1. WAXX-F>>	1. WAXX-F>>
2. WAXX-F<	2. WBIZ-F<	2. WBIZ-F<	2.	2. WBIZ-F	2. WBIZ-F
3. WQRB-F>	3. WQRB-F>	3. WQRB-F<	3.	WQRB-F	WIAL-F
4.	4.	4. WISM-F	4.	4. WISM-F	4. WISM-F
5.	5.	5.	5.	5.	WQRB-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBIZ	1400	EAU CLAIRE	1.0/3.8
WCFW-F	105.5	CHIPPEWA FALLS	1.9/7.9
WWIB-F	103.7	LADYSMITH	1.0/3.9
KWRS-F	92.9	MINNEAPOLIS	0.5/3.2
WCCO	830	MINNEAPOLIS	0.5/3.5

RADIO STATIONS

WAYY,	1150,	5 KW (DAYS)	, Talk/FS	IBN ABC, \$10.00	(Torbet)	Nelson	(CHIP. FALLS)
WEAQ,	790,	5 KW (DA-N)	, Standards	CNN UNISTR, \$ 9.00	( --- )	Midwest Family	
WAXX-F,	104.5,	100 KW @ 1801	, Country	ABC, \$46.00	(Torbet)	Nelson	
WBIZ-F,	100.7,	100 KW @ 738	, CHR	, \$27.00	(Katz)		
WCFW-F,	105.5,	3 KW @ 298	, EZ	AP, \$10.00	( --- )		(CHIP. FALLS)
WECL-F,	92.9,	6 KW @ 446	, Soft AC	UNISTR, \$ 9.00	( --- )		(ELK MOUND)
WIAL-F,	94.1,	84 KW @ 351	, AC	, \$15.00	( --- )	Midwest Family	
WISM-F,	98.1,	6 KW @ 174	, AOR	, \$13.00	( --- )		(ALTOONA)
WMEQ-F,	92.1,	9 KW @ 436	, Oldies	NBC, \$10.00	(Katz)		(MENOMONIE)
WQRB-F,	95.1,	15 KW @ 430	, Country	, \$20.00	( --- )		(BLOOMER)

KNXR-F -- See Rochester, MN

ELMIRA - CORNING, NY

ARB Rank/Pop: 191/160,100  
 Market TSL: 22.50 Hours  
 Average Person Rating: 16.9

Diaries: 446  
 Sample Target: 410  
 % Below Line: 14.0  
 % Not Listed: 18.8

Retail \$: 1.3 Bil  
 FM Share: 79.55%  
 Stations: 29/19

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO CUME S94	RATING S93	RATING S92
1. WNKI-F (CHR)	30/11.1	---	---	---	---	392	24.5	---	---
2. WLVI-F (AOR)	20/ 7.4	---	---	---	---	331	20.7	---	---
3. WQIX-F (C)	17/ 6.3	---	---	---	---	226	14.1	---	---
4. WCKR-F (C)	13/ 4.8	---	---	---	---	150	9.4	---	---
WKPQ-F (AC)	13/ 4.8	---	---	---	---	147	9.2	---	---
6. WENY-F (AC)	12/ 4.4	---	---	---	---	202	12.6	---	---
7. WOKN-F (C)	10/ 3.7	---	---	---	---	131	8.2	---	---
8. WCBF-F (AC)	9/ 3.3	---	---	---	---	210	11.2	---	---
WVIN-F (CHR)	9/ 3.3	---	---	---	---	130	8.1	---	---
10. WGMM-F (O)	8/ 3.0	---	---	---	---	226	14.1	---	---

THIS IS THE FIRST ARBITRON FOR THIS MARKET.

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WNKI-F>	1. WNKI-F	1. WNKI-F>	1. WNKI-F>
2. WVIN-F	2. WQIX-F	2. WLVI-F	2. WLVI-F>
WLVI-F	3. WLVI-F	3. WENY-F	3. WOKN-F
4. WCKR-F	4. WENY-F	4.	4. WCKR-F
WQIX-F	5.	5.	5.

  

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WNKI-F>	1. WNKI-F>	1. WNKI-F	1. WQIX-F	1. WGMM-F	1. WNKI-F>
2. WLVI-F	2. WLVI-F	2. WLVI-F	2. WNKI-F	WLVI-F	2. WCKR-F
3. WKPQ-F	3. WCKR-F	3. WCKR-F	3. WENY-F	WOKN-F	WLVI-F
4. WCKR-F	4. WKPQ-F	WENY-F	WGMM-F	WNKI-F	4. WENY-F
5.	5.	5.	WCBF-F	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCBA	1350	CORNING	1.8/6.1
WCLI	1450	CORNING	1.8/5.1
WELM	1410	ELMIRA	2.2/6.4
WENY	1230	ELMIRA	1.5/7.2
WHHO	1320	HORNELL	1.1/3.1
WIQT	820	HORSEHEADS	1.5/6.9
WLEA	1480	HORNELL	1.1/3.4
WLNL	1000	HORSEHEADS	2.6/2.4
WBEE-F	92.5	ROCHESTER	2.6/5.9
WCMF-F	96.5	ROCHESTER	3.0/4.4
WHAM	1180	ROCHESTER	0.7/4.2
WHGL-F	100.3	CANTON	0.7/3.2
WNUC-F	107.7	WEATHERSFIELD	1.5/3.4
WPCX-F	106.9	AUBURN	1.1/4.2
WPHD-F	94.7	TIOGA, PA	1.1/7.0
WQNY-F	103.7	ITHACA	0.7/3.3
WYLF	850	PENN YAN	2.2/2.1
WYXL-F	97.3	ITHACA	0.4/3.3

RADIO STATIONS

WCBA-F,	98.7,	2 KW @ 394 ,	AC	UNISTR CNN, \$ NA	(Roslin)	(CORNING)
WCKR-F,	92.1,	0.9 KW @ 512 ,	Country	USA, \$ NA	( --- )	(HORNELL)
WENY-F,	92.7,	0.7 KW @ 561 ,	AC	ABC, \$ NA	( --- )	(ELMIRA)
WGMM-F,	97.7,	3 KW @ 482 ,	Oldies	SMN, \$ NA	( --- )	(BIG FLATS)
WKPQ-F,	105.3,	43 KW @ 531 ,	AC	ABC, \$ NA	( --- )	(HORNELL)
WLVI-F,	94.3,	3 KW @ 500 ,	AOR	CBS, \$ NA	(Torbet)	(ELMIRA)
WNKI-F,	106.1,	40 KW @ 531 ,	CHR	MBS, \$ NA	( --- )	(CORNING)
WOKN-F,	99.5,	1.3 KW @ 485 ,	Country	CBS, \$ NA	(Torbet)	(SOUTHPORT)
WQIX-F,	100.9,	3.8 KW @ 246 ,	Country	ABC, \$ NA	(K & P)	(HORSEHEADS)
WVIN-F,	98.3,	2 KW @ 351 ,	CHR	CBS, \$ NA	( --- )	(BATH)

FAYETTEVILLE - SPRINGDALE, AR

ARB/Rank/Pop: 169/191,600  
 Market TSL: 21.25 Hours  
 Average Person Rating: 15.6

Diaries: 539  
 Sample Target: 485  
 % Below Line: 0.3  
 % Not Listed: 14.7

Retail \$: 1.7 Bil  
 FM Share: 90.16%  
 Stations: 17/16

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO CUME S94	RATING S93	RATING S92
1. KKIX-F (C)	66/22.1	21.5	27.0	18.0	22.7	628	32.8	41.3	35.5
2. KEZA-F (SAC)	41/13.8	9.3	6.8	6.0	9.3	573	29.9	20.6	20.5
3. KMCK-F (CHR)	24/ 8.1	8.0	8.4	7.4	16.5	418	21.8	20.7	29.1
4. KKEG-F (AOR)	22/ 7.4	8.7	6.8	8.1	6.2	280	14.6	14.5	14.6
5. KKZQ-F (?)	18/ 6.0	3.8	3.7	4.2	---	264	13.8	11.5	----
6. KAMO-F (C)	16/ 5.4	5.9	4.7	6.0	6.9	253	13.2	10.7	15.6
7. KBVA-F (ST)	14/ 4.7	6.6	5.7	6.4	5.2	157	8.2	11.5	10.0
8. KBEV-F (C)	12/ 4.0	5.9	6.1	7.1	3.1	285	14.9	14.0	9.9
9. KURM (FS/T)	11/ 3.7	3.5	3.4	3.9	3.1	155	8.1	8.2	8.1
10. KOLZ-F (O)	7/ 2.3	2.1	2.7	1.4	3.4	100	5.2	10.5	8.4

12+ AMD

1. KKIX-F>
2. KEZA-F>>
- 3.
- 4.
- 5.

12+ MID

1. KKIX-F
2. KEZA-F>>
- 3.
- 4.
- 5.

12+ PMD

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

12+ EVE

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

ADULTS 18-34

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

ADULTS 18-49

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

ADULTS 25-54

1. KKIX-F>
2. KEZA-F>
3. KKZQ-F
4. KKEG-F
- 5.

ADULTS 35+

1. KKIX-F>>
2. KEZA-F>
- 3.
- 4.
- 5.

MEN 25-54

1. KKIX-F>>
2. KEZA-F
3. KKEG-F
4. KKZQ-F
- 5.

WOMEN 25-54

1. KKIX-F<
2. KEZA-F>>
3. KKZQ-F
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAMO	1390	ROGERS	0.3/2.7
KDAB-F	94.9	PRARIE GROVE	2.0/6.7
KESE-F	93.3	SELIGMAN	1.0/4.5
KFAY	1030	FARMINGTON	2.0/6.4
KOFC	1250	FARMINGTON	1.0/2.3
KUOA	1290	SILLOAM SPGS	1.0/2.1
KRMG	740	TULSA	0.3/2.2

RADIO STATIONS

KURM,	790,	5 KW/500 W (DA-N) ,	FS/Talk	CBS, \$ 9.00	( --- )	(ROGERS)
KAMO-F,	94.3,	5 KW @ 708	, Country	ABC, \$11.00	( --- )	(ROGERS)
KBEV-F,	104.9,	2.8 KW @ 485	, Country	, \$10.00	( --- )	
KBVA-F,	106.5,	50 KW @ 489	, Standards	CNN, \$ 9.00	( --- )	Hendren
KEZA-F,	107.9,	100 KW @ 1260	, Soft AC	, \$16.00	(Banner)	
KKEG-F,	92.1,	21 KW @ 328	, AOR	AP, \$14.00	(Roslin)	Demaree
KKIX-F,	103.9,	100 KW @ 482	, Country	, \$27.00	(Katz)	Noalmark
KKZQ-F,	101.9,	23 KW @ 705	, ??	, \$ NA	(Katz)	Noalmark (LOWELL)
KMCK-F,	105.7,	100 KW @ 476	, CHR	AP, \$18.00	(Christal)	Tate (SILOAM SPGS)
KOLZ-F,	98.3,	3 KW @ 298	, Oldies	UNISTR, \$11.00	(Republic)	Demaree (BENTONVILLE)

FLORENCE, SC

ARB Rank/Pop: 198/149,400  
 Market TSL: 20.25 Hours  
 Average Person Rating: 14.8

Diaries: 452  
 Sample Target: 390  
 % Below Line: 13.6  
 % Not Listed: 21.7

Retail \$: 1.3 Bil  
 FM Share: 82.08%  
 Stations: 17/12

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO CUME S94	METRO CUME S93	RATING S92
1. WHLZ-F (C)	28/12.7	---	16.0	---	20.0	371	24.8	26.6	32.0
2. WYNN (B/G)	23/10.4	---	10.2	---	14.0	281	18.8	15.8	16.2
WYNN-F (B)	23/10.4	---	15.6	---	11.6	317	21.2	24.8	17.1
4. WJMX-F (CHR)	18/ 8.1	---	8.6	---	7.6	309	20.7	18.0	16.5
5. WSQN-F (AC)	15/ 6.8	---	5.3	---	4.8	211	14.1	10.9	8.8
6. WJMX-F (B)	13/ 5.9	---	6.6	---	8.8	247	16.5	19.2	14.4
7. WEGX-F (?)	9/ 4.1	---	2.9	---	0.8	114	7.6	8.6	4.1
8. WJMX (T)	8/ 3.6	---	2.0	---	1.2	128	8.6	6.4	6.4
9. WWFN-F (O)	6/ 2.7	---	1.6	---	2.4	84	5.6	6.7	7.6
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WHLZ-F<	1. WHLZ-F	1. WYNN-F<	1. WYNN-F
2. WYNN	2. WYNN-F	2. WHLZ-F	2. WJMX-F
3. WJMX-F	3. WYNN	3. WSQN-F	WWDM-F<
4. WYNN-F	4.	4.	4. WHLZ-F
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WYNN-F>	1. WYNN-F	1. WHLZ-F	1. WHLZ-F	1. WHLZ-F	1. WHLZ-F
2. WJMX-F	2. WHLZ-F	2. WSQN-F	WYNN >	2. WSQN-F	2. WSQN-F
3. WWDM-F	3. WJMX-F	3. WYNN-F	3. WSQN-F	WWFN-F	WYNN-F<
4. WHLZ-F	WSQN-F	4. WYNN	4.	4. WEGX-F	4. WYNN
5.	5.	5.	5.	WWDM-F	5.
				WJMX-F	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCMG-F	94.3	MARION	1.8/ 5.2
WDAR-F	105.5	DARLINGTON	2.3/ 7.4
WHSC-F	98.5	HARTSVILLE	1.8/ 6.7
WKSX-F	100.5	MARION	1.8/ 6.2
WMXT-F	102.1	PAMPLICO	2.3/10.6
WCOS-F	97.5	COLUMBIA	0.9/ 2.5
WYAV-F	104.1	CONWAY	2.3/ 6.0
WZFX-F	99.1	WHITEVILLE, NC	0.5/ 2.9

RADIO STATIONS

WYNN,	540,	250 W/166 W	, Black/Gospel	AURN, \$13.00	(Torbet)	
WJMX,	970,	5 KW/3 KW (DA-2),	Talk	AP, \$10.00	(Mc-Guild)	
WHLZ-F,	92.5,	100 KW @ 1171 ,	Country	AP, \$20.00	(Mc-Guild)	(MANNING)
WJMX-F,	103.3,	50 KW @ 492 ,	CHR	AP, \$15.00	(Mc-Guild)	(CHERAW)
WSQN-F,	102.9,	3 KW @ 466 ,	AC	, \$13.00	(Mc-Guild)	WJMX owner(D)
WWFN-F,	100.1,	3 KW @ 482 ,	Oldies	ABC, \$10.00	(K & P)	(SCRANTON)
WYNN-F,	106.3,	3 KW @ 328 ,	Black	AURN, \$15.00	(Torbet)	(LAKE CITY)

WWDM-F -- See Columbia, SC

WZFX-F -- See Fayetteville

FT. MYERS, FL

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ARB Rank/Pop: 124/321,500  
Market TSL: 23.50 Hours  
Average Person Rating: 17.5

Diaries: 445  
Sample Target: 510  
% Below Line: 7.5  
% Not Listed: 10.9

Retail \$: 3.5 Bil  
FM Share: 85.23%  
Stations: 18/14

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO CUME S94	METRO CUME S93	RATING S92
1. WCKT-F (C)	67/11.9	16.6	15.9	19.0	13.9	756	23.5	25.3	27.7
2. WIXI-F (ST)	47/ 8.4	11.6	8.4	9.9	11.7	556	17.3	12.9	13.6
3. WINK-F (AC)	45/ 8.0	6.4	10.5	6.3	9.8	714	22.2	23.4	21.8
4. WAVV-F (SAC)	43/ 7.7	6.6	5.0	4.0	3.7	418	13.0	12.9	8.9
5. WINK (N/T)	38/ 6.8	6.8	8.2	9.3	6.6	424	13.2	15.3	14.5
WXXB-F (CHR)	38/ 6.8	7.1	5.0	5.1	6.8	476	14.8	15.4	15.1
7. WROC-F (AOR)	37/ 6.6	0.4	2.3	1.4	2.3	293	9.1	3.8	7.7
WRXK-F (AOR)	37/ 6.6	5.9	8.2	6.7	7.2	447	13.9	17.9	15.2
9. WOLZ-F (O)	32/ 5.7	6.6	3.6	2.4	4.9	383	11.9	10.6	9.7
10. WCVU-F (SAC)	27/ 4.8	5.4	4.6	5.9	4.1	415	12.9	16.1	14.1
11. WJBX-F (CL AOR)	21/ 3.7	5.0	5.9	5.1	3.3	389	12.4	16.1	8.3
WKII (ST)	21/ 3.7	1.3	2.9	3.8	2.5	209	6.5	6.1	3.6
13. WHEW-F (C)	12/ 2.1	2.0	2.0	2.6	1.4	225	7.0	6.4	5.2
14.									
15.									

12+ AMD

1. WCKT-F
2. WRXK-F
3. WAVV-F
4. WIXI-F<
5. WINK-F

12+ MID

1. WCKT-F
2. WINK-F<
3. WINK
4. WIXI-F
5. WROC-F

12+ PMD

1. WCKT-F
2. WINK
3. WINK-F<
4. WIXI-F<
5. WAVV-F

12+ EVE

1. WCKT-F>
2. WINK-F
3. WXXB-F<
4. WIXI-F
- 5.

ADULTS 18-34

1. WROC-F>
2. WCKT-F
3. WRXK-F>
4. WXXB-F
- WJBX-F

ADULTS 18-49

1. WCKT-F<
2. WROC-F
3. WINK-F
- WRXK-F
5. WXXB-F

ADULTS 25-54

1. WINK-F
2. WOLZ-F
- WROC-F
4. WCKT-F
- WRXK-F

ADULTS 35+

1. WIXI-F<
2. WAVV-F
3. WCKT-F<
4. WINK
- WINK-F

MEN 25-54

1. WROC-F
2. WRXK-F>
3. WINK-F
- WOLZ-F
- WJBX-F

WOMEN 25-54

1. WINK-F>
2. WXXB-F<
3. WOLZ-F
- WCKT-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDCQ	1200	PINE ISLAND	1.6/6.9
WVCN	770	N. FT. MYERS	1.1/2.3
WEEJ-F	100.1	PORT CHARLOTTE	0.7/2.8
WFLZ-F	93.3	TAMPA	1.6/4.9
WHPT-F	102.5	SARASOTA	1.4/3.1

RADIO STATIONS

WDCQ,	1200,	10 KW/1 KW (DA-2)	, Talk	BRN ABC,	\$14.00	(Banner)	(PINE IS.)
WINK,	1240,	1 KW	, News/Talk	MBS CBS,	\$25.00	(Katz)	
WKII,	1070,	3.1 KW/260 W	, Standards	CNN UNISTR,	\$15.00	(Roslin)	(PORT CHARLOTTE)
WAVV-F,	101.1,	100 KW @ 981	, Soft AC/EZ	AP,	\$31.00	(Torbet)	(MARCO)
WCKT-F,	107.1,	26 KW @ 708	, Country	,	\$48.00	(Banner)	Radio Equity (LEHIGH)
WCVU-F,	94.5,	100 KW @ 1014	, Soft AC	,	\$28.00	(Christal)	Palmer (NAPLES)
WINK-F,	96.9,	100 KW @ 1322	, AC	,	\$41.00	(Katz)	
WIXI-F,	105.5,	7 KW @ 594	, Standards	SMN,	\$ NA	(Roslin)	(NAPLES)
WJBX-F,	99.3,	50 KW @ 285	, Classic AOR	,	\$20.00	(Eastman)	WROC owner (D)
WHEW-F,	101.9,	100 KW @ 991	, Country	,	\$21.00	( --- )	
WOLZ-F,	95.3,	97 KW @ 453	, Oldies	MBS,	\$33.00	(D & R)	Osborn
WROC-F,	106.3,	6 KW @ 266	, AOR	,	\$25.00	(Eastman)	WJBX owner (D)
WRXK-F,	96.1,	100 KW @ 1122	, AOR	ABC,	\$33.00	(Mc-Guild)	(BONITA SPGS)
WXXB-F,	103.7,	50 KW @ 272	, CHR	,	\$29.00	(Mc-Guild)	(CAPE CORAL)

FT. SMITH, AR  
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ARB Rank/Pop: 170/189,800  
Market TSL: 19.50 Hours  
Average Person Rating: 14.9

Diaries: 460  
Sample Target: 440  
% Below Line: 3.9  
% Not Listed: 14.2

Retail \$: 1.5 Bil  
FM Share: 92.56%  
Stations: 17/15

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO CUME S94	RATING S93	RATING S92
1. KMAG-F (C)	73/25.9	---	24.3	---	26.8	674	35.5	39.5	43.6
2. KTCS-F (C)	53/18.8	---	23.3	---	31.7	619	32.6	41.2	44.6
3. KISR-F (CHR)	22/ 7.8	---	6.8	---	4.5	389	20.5	18.5	14.2
4. KZBB-F (AOR)	21/ 7.4	---	5.1	---	2.6	287	15.1	15.2	10.4
5. KBBQ-F (O)	14/ 5.0	---	6.5	---	3.0	230	12.1	14.2	5.5
6. KWHN (G)	12/ 4.3	---	1.4	---	3.8	184	9.7	6.4	8.8
7. KEZA-F (SAC)	10/ 3.5	---	2.4	---	1.5	190	10.0	10.3	6.7
8. KLSZ-F (AC)	8/ 2.8	---	1.4	---	1.9	165	8.7	5.4	4.6
9. KOLX-F (G)	7/ 2.5	---	1.0	---	---	121	6.4	3.4	---
10.									

12+ AMD

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

12+ MID

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

12+ PMD

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

12+ EVE

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

ADULTS 18-34

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

ADULTS 18-49

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

ADULTS 25-54

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

ADULTS 35+

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

MEN 25-54

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

WOMEN 25-54

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBSY-F	107.3	POTEAU, OK	1.1/ 6.1
KEZU-F	104.7	BOONEVILLE	1.8/ 4.8
KDFD	1580	VAN BUREN	0.7/ 2.7
KFPW	1230	FT. SMITH	0.7/ 4.4
KFSA	950	FT. SMITH	0.7/ 4.4
KZKZ-F	106.3	GREENWOOD	2.1/ 7.2
KPRV-F	92.5	HEAVENER, OK	0.4/ 2.1
KMMY-F	97.1	MUSKOGEE, OK	0.4/ 2.8

RADIO STATIONS

KWHN, 1320, 5 KW (DA-N)	Gospel	NBC MBS, \$ 8.00	( --- )
KBBQ-F, 100.7, 50 KW @ 459	Oldies	AURN SMN, \$10.00	(Riley)
KISR-F, 93.7, 100 KW @ 1250	CHR	ABC, \$13.00	( --- )
KLSZ-F, 102.7, 12 KW @ 476	AC	SMN, \$ NA	( --- )
KMAG-F, 99.1, 100 KW @ 2001	Country	\$23.00	( --- )
KOLX-F, 94.5, 50 KW @ 194	Gospel	USA, \$ 9.00	( --- )
KTCS-F, 99.9, 100 KW @ 1919	Country	\$22.00	(Banner)
KZBB-F, 97.9, 100 KW @ 2001	AOR	CBS UNISTR, \$14.00	(Christal)

(VAN BUREN)

(BARLING)

(POTEAU, OK)

KEZA-F -- See Fayetteville in this edition

FT. WALTON BEACH, FL

ARB Rank/Pop: 216/126,600  
 Market TSL: 22.00 Hours  
 Average Person Rating: 16.0

Diaries: 376  
 Sample Target: 360  
 % Below Line: 19.7  
 % Not Listed: 23.6

Retail \$: 1.4 Bil  
 FM Share: 95.48%  
 Stations: 16/9

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO S94	CUME S93	RATING S92
1. WMMK-F (C)	27/13.3	---	9.3	---	12.8	311	24.6	16.8	18.9
2. WNCV-F (SAC)	21/10.3	---	1.3	---	---	230	18.2	4.3	---
3. WKSM-F (AOR)	17/ 8.4	---	11.9	---	9.4	242	19.1	24.3	21.1
4. WBLX-F (B)	15/ 7.4	---	4.0	---	7.4	138	10.9	12.0	13.2
5. WMXZ-F (AC?)	12/ 5.9	---	2.2	---	2.0	205	16.2	9.7	4.6
6. WYZB-F (O)	11/ 5.4	---	9.3	---	10.8	190	15.0	21.2	22.4
7. WOWW-F (C)	10/ 4.9	---	2.7	---	4.4	166	13.1	9.8	9.0
WXBM-F (C)	8/ 3.9	---	8.0	---	5.9	119	9.4	12.9	8.4
WWAV-F (AC)	8/ 3.9	---	6.6	---	7.4	189	14.9	16.4	20.0
10. WWSF-F (CHR)	8/ 3.9	---	7.1	---	9.4	130	10.3	24.2	23.6
11. WFTW (T)	7/ 3.4	---	3.1	---	1.5	109	8.6	8.2	5.7
12. WAAZ-F (C)	4/ 2.0	---	4.0	---	---	73	5.8	5.9	---

12+ AMD

1. WNCV-F
2. WMMK-F
3. WKSM-F
4. WYZB-F
- 5.

12+ MID

1. WNCV-F
2. WMMK-F
3. WKSM-F
4. WFTW
- 5.

12+ PMD

1. WMMK-F
2. WNCV-F
3. WKSM-F
4. WWAV-F
- 5.

12+ EVE

1. WBLX-F
2. WOWW-F
3. WMMK-F
4. WKSM-F
- 5.

ADULTS 18-34

1. WKSM-F
- WMMK-F
- WBLX-F
4. WMXZ-F
- WNCV-F

ADULTS 18-49

1. WKSM-F
- WMMK-F
3. WNCV-F
4. WMXZ-F
- 5.

ADULTS 25-54

1. WMMK-F
- WNCV-F
3. WKSM-F
4. WYZB-F
- 5.

ADULTS 35+

1. WMMK-F
2. WNCV-F
3. WYZB-F
4. WKSM-F
- 5.

MEN 25-54

1. WMMK-F
2. WNCV-F
3. WKSM-F
- 4.
- 5.

WOMEN 25-54

1. WNCV-F
2. WYZB-F
3. WMMK-F
- WWAV-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDJR-F	96.9	ENTERPRISE, AL	1.0/4.1
WGCV-F	104.1	ATMORE, AL	1.0/4.0
WMEZ-F	94.1	PENSACOLA	1.0/6.5
WTKX-F	101.5	PENSACOLA	0.5/5.8

RADIO STATIONS

WFTW	, 1260, 2.5 KW/100 W (DA-1),	Talk	SUN, \$ 9.00	(Mc-Guild)	WKSM owner (D)
WAAZ-F,	104.7, 30 KW @ 276	, Country	CBS, \$10.00	( --- )	(CRESTVIEW)
WKSM-F,	99.5, 50 KW @ 449	, AOR	UNISTR, \$19.00	(Mc-Guild)	
WMMK-F,	92.1, 3 KW @ 285	, Country	NBC, \$24.00	(Roslin)	(DESTIN)
WMXZ-F,	103.1, 50 KW @ 482	, AC (?)	, \$13.00	( --- )	(DEFUNIAK)
WNCV-F,	100.3, 6 KW @ 295	, Soft AC	USA, \$15.00	( --- )	(NICEVILLE)
WWAV-F,	102.3, 18 KW @ 384	, AC	UNISTR, \$16.00	(Banner)	Opus (SANTA ROSA)
WWSF-F,	98.1, 100 KW @ 1023	, CHR	ABC, \$15.00	(Christal)	(ANDALUSIA)
WYZB-F,	105.5, 25 KW @ 305	, Oldies	UNISTR, \$16.00	(Mc-Guild)	WKSM owner (D) (MARY ESTER)

Other ranked stations -- See Mobile or Pensacola in Spring 94 edition



FREDERICK, MD

ARB Rank/Pop: 210/132,300  
 Market TSL: 21.25 Hours  
 Average Person Rating: 16.2

Diaries: 362  
 Sample Target: 320  
 % Below Line: 35.0  
 % Not Listed: 24.8

Retail \$: 1.2 Bil  
 FM Share: 85.1%  
 Stations: 23/5

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO CUME S94	METRO CUME S93	RATING S92
1. WFRE-F (C)	43/20.1	---	15.3	---	6.6	499	37.7	26.8	13.5
2. WFMD (FS/T)	15/ 7.0	---	6.0	---	5.7	292	22.1	18.4	18.8
3. WAFY-F (AC)	14/ 6.5	---	5.5	---	4.4	197	14.9	12.7	12.3
4. WWMD-F (SAC)	14/ 6.5	---	3.8	---	---	136	10.3	7.9	---
5. WBIG-F (O)	10/ 4.7	---	0.4	---	---	144	10.9	4.4	---
6. WWDC-F (AOR)	10/ 4.7	---	2.6	---	6.2	179	13.5	12.8	16.9
7. WZYQ-F (CHR)	9/ 4.2	---	3.8	---	8.4	229	17.3	11.7	20.6
8. WGRX-F (CL AOR)	6/ 2.8	---	4.7	---	2.6	196	14.8	13.3	11.9
9. WQSI (C)	5/ 2.3	---	2.6	---	7.5	99	7.5	7.8	13.7
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WFRE-F>>	1. WFRE-F>>	1. WFRE-F>>	1. WFRE-F>
2. WFMD	2. WFMD	2. WWMD-F	2. WFMD
3. WAFY-F	3. WAFY-F	3. WBIG-F	3. WWMD-F
4.	4. WWDC-F	4. WAFY-F	4. WZYQ-F
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WFRE-F>>	1. WFRE-F>>	1. WFRE-F>>	1. WFRE-F>>	1. WFRE-F>	1. WFRE-F>>
2. WWDC-F>	2. WAFY-F	2. WAFY-F	2. WWMD-F	2. WWDC-F	2. WAFY-F
3. WAFY-F	3. WWDC-F	3. WBIG-F	3. WFMD	3. WFMD	3. WBIG-F>
4. WZYQ-F	4. WBIG-F	4. WWDC-F	4. WAFY-F	4. WAFY-F	4.
5.	5.	WFMD	5.	WBIG-F	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WARX-F 106.9 HAGERSTOWN 1.9/9.4  
 WYCR-F 98.5 YORK, PA 0.5/6.5

SEE WASHINGTON OR BALTIMORE FOR MORE ABOUT THE FOLLOWING STATIONS:

WARW-F 1.9/6.6 WKYS-F 0.9/3.4  
 WCXR-F 1.4/9.0 WMAL 0.9/5.0  
 WHFS-F 0.9/6.6 WMZQ-F 1.9/7.1  
 WIYY-F 1.4/8.5 WPGC-F 1.4/5.5  
 WJFK 0.9/0.8 WPOC-F 0.5/5.2  
 WJFK-F 0.5/4.2 WRQX-F 1.4/7.0

RADIO STATIONS

WFMD, 930, 5 KW/2.5 KW (DA-N), Talk/Full Service CBS, \$ NA ( --- ) Gibbons  
 WQSI, 820, 5 KW/500 W (DA-N), Country ABC, \$ NA (Roslin)  
 WAFY-F, 103.1, 1 KW @ 571, AC AP, \$ NA ( --- ) Gibbons (MIDDLETOWN)  
 WFRE-F, 99.9, 9 KW @ 1099, Country, \$ NA ( --- ) Gibbons  
 WZYQ-F, 103.9, 0.4 KW @ 912, CHR ABC, \$ NA (Roslin) (BRADDOCK)

WAFY-F, WWMD-F -- See Hagerstown in this edition

Other ranked stations -- see Baltimore or Washington in Spring 94 edition

GRAND FORKS, ND  
-----

ARB Rank/Pop: 249/85,400  
Market TSL: 22.50 Hours  
Average Person Rating: 17.3

Diaries: 354  
Sample Target: 335  
% Below Line: 4.1  
% Not Listed: 20.3

Retail \$: 0.94 Bil  
FM Share: 69.49%  
Stations: 16/13

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO CUME S94	RATING S93	RATING S92
1. KYCK-F (C)	24/16.2	---	18.8	---	19.4	314	36.8	33.2	37.6
2. KJKJ-F (AOR)	13/ 8.8	---	4.2	---	12.9	142	16.6	12.1	20.3
3. KCNN (N/T)	11/ 7.4	---	4.2	---	2.2	114	13.3	12.5	10.3
KKXL-F (CHR)	11/ 7.4	---	6.3	---	7.2	187	21.9	22.1	22.1
KSNR-F (O)	11/ 7.4	---	6.3	---	5.8	174	20.4	16.1	17.1
6. KNOX (FS)	10/ 6.8	---	6.3	---	7.9	166	19.4	15.1	16.6
7. KQHT-F (CHR)	9/ 6.1	---	6.9	---	5.8	177	20.7	28.9	23.1
8. KROX (FS)	6/ 4.1	---	5.6	---	2.2	66	7.7	10.4	7.1
KZLT-F (AC)	6/ 4.1	---	9.0	---	5.8	161	18.9	17.4	16.4

10.

12+ AMD

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

12+ MID

1. KYCK-F>
2. KCNN-F
3. KJKJ-F
- KSNR-F
- 5.

12+ PMD

1. KYCK-F>>
2. KJKJ-F
3. KKXL-F
- KSNR-F
- 5.

12+ EVE

1. KKXL-F
2. KYCK-F
3. KQHT-F
- 4.
- 5.

ADULTS 18-34

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

ADULTS 18-49

1. KYCK-F>
2. KJKJ-F
3. KSNR-F
4. KKXL-F
- KQHT-F

ADULTS 25-54

1. KYCK-F>>
2. KSNR-F
3. KJKJ-F
4. KCNN
- 5.

ADULTS 35+

1. KYCK-F
2. KSNR-F
- KCNN
- KNOX
- 5.

MEN 25-54

1. KYCK-F>
2. KJKJ-F>
3. KSNR-F
4. KCNN
- 5.

WOMEN 25-54

1. KYCK-F>
2. KSNR-F>
3. KZLT-F
- KCNN
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KKCQ	1480	FOSSTON, MN	2.0/ 4.8
KKCQ-F	107.1	FOSSTON, MN	1.4/ 3.7
KKXL	1440	GRAND FORKS	1.4/ 3.6
KNOX-F	94.7	GRAND FORKS	2.7/12.8
KFGO	790	FARGO	1.4/ 6.3
KFGO-F	101.9	FARGO	1.4/ 6.9
WDAY	970	FARGO	1.4/ 9.0

RADIO STATIONS

KCNN,	1590,	5 KW/1 KW (DA-2) ,	News/Talk	CNN CNN,	\$13.00	( --- )	
KNOX,	1310,	5 KW (DA-N) ,	Full Service	UNISTR ABC,	\$11.00	(Katz)	
KROX,	1260,	1 KW/500 W (DA-N) ,	Full Service	MBS,	\$ 9.00	( --- )	(CROOKSTON)
KJKJ-F,	107.5,	100 KW @ 446 ,	AOR	UNISTR,	\$16.00	(Eastman)	
KKXL-F,	92.9,	63 KW @ 390 ,	CHR	,	\$14.00	(Torbet)	
KNOX-F,	94.7,	100 KW @ 1066 ,	Country	UNISTR,	\$10.00	(Katz)	
KQHT-F,	96.1,	100 KW @ 413 ,	CHR	,	\$11.00	(Torbet)	(CROOKSTON)
KSNR-F,	100.3,	100 KW @ 564 ,	Oldies	SMN,	\$12.00	(K & P)	(THIEF RIVER)
KYCK-F,	97.1,	100 KW @ 361 ,	Country	,	\$21.00	(D & R)	(CROOKSTON)
KZLT-F,	104.3,	100 KW @ 443 ,	AC	,	\$11.00	(D & R)	

GRAND JUNCTION, CO  
-----

ARB Rank/Pop: 252/82,600  
Market TSL: 22.25 Hours  
Average Person Rating: 16.5

Diaries: 282  
Sample Target: 280  
% Below Line: 0.0  
% Not Listed: 23.5

Retail \$: 0.74 Bil  
FM Share: 91.3%  
Stations: 9/9

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO S94	CUME S93	RATING S92
1. KEKB-F (C)	40/29.4	---	33.3	---	26.8	379	45.9	41.7	41.2
2. KJYE-F (SAC)	16/11.8	---	9.6	---	8.7	177	21.4	14.8	13.0
3. KSTR-F (AOR)	15/11.0	---	9.6	---	10.9	180	21.8	20.4	24.2
4. KQIX-F (CHR)	13/ 9.6	---	9.6	---	16.7	188	22.8	20.0	31.5
5. KBKL-F (O)	8/ 5.9	---	3.5	---	---	165	20.0	16.1	----
6. KNZZ (N/T)	7/ 5.1	---	8.8	---	2.9	104	12.6	15.2	12.5
7. KKLY-F (AC)	3/ 2.2	---	2.6	---	3.6	105	12.7	10.0	12.3
8.									
9.									
10.									

12+ AMD

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

12+ MID

1. KEKB-F>>
2. KJYE-F
3. KNZZ <
4. KSTR-F
- 5.

12+ PMD

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

12+ EVE

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

ADULTS 18-34

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

ADULTS 18-49

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

ADULTS 25-54

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

ADULTS 35+

1. KEKB-F>
2. KJYE-F>>
3. KNZZ
- 4.
- 5.

MEN 25-54

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

WOMEN 25-54

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING  
-----

KKTK	620	GRAND JUNCTION	0.7/7.7
KQIL	1340	GRAND JUNCTION	0.7/7.0

RADIO STATIONS  
-----

KNZZ,	1100,	50 KW/10 KW (DA-2),	Talk/News	ABC,	\$10.00 (Eastman)	Dean
KBKL-F,	107.9,	100 KW @ 1296	, Oldies	,	\$11.00 (Banner)	KEKB owner (D)
KEKB-F,	99.9,	79 KW @ 1384	, Country	,	\$25.00 (Banner)	(FRUITA)
KJYE-F,	92.3,	100 KW @ 1863	, Soft AC/EZ	,	\$14.00 (Eastman)	Dean
KKLY-F,	95.1,	100 KW @ 968	, AC	UNISTR,	\$10.00 (Eastman)	(DELTA)
KQIX-F,	93.1,	100 KW @ 1027	, CHR	,	\$15.00 (Christal)	
KSTR-F,	96.1,	100 KW @ 1099	, AOR/Oldies	,	\$18.00 (Mc-Guild)	(MONTROSE)

GREAT FALLS, MT

ARB Rank/Pop: 258/67,300  
 Market TSL: 20.50 Hours  
 Average Person Rating: 15.5

Diaries: 305  
 Sample Target: 280  
 % Below Line: 0.0  
 % Not Listed: 19.2

Retail \$: 0.71 Bil  
 FM Share: 70.24%  
 Stations: 8/8

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO CUME S94	RATING S93	RATING S92
1. KMON-F (C)	22/21.2	---	13.5	---	18.6	206	30.6	24.5	31.1
2. KAAK-F (CHR)	18/17.3	---	15.6	---	21.6	227	33.7	30.3	35.4
3. KMON (C/FS)	13/12.5	---	13.5	---	10.3	143	21.2	28.0	21.3
4. KQDI-F (AOR)	10/ 9.6	---	11.5	---	10.3	132	19.6	29.3	21.4
5. KLFM-F (AC)	9/ 8.7	---	17.7	---	7.2	110	16.3	29.1	14.3
6. KXGF (ST)	6/ 5.8	---	5.2	---	8.2	81	12.0	10.7	13.0
7. KEIN (C)	4/ 3.8	---	5.2	---	2.1	57	8.5	10.5	9.8
8. KMSL (FS)	2/ 1.9	---	2.1	---	1.0	68	10.1	8.9	4.7
9.									
10.									

12+ AMD

1. KMON-F>
2. KAAK-F<
3. KMON
- 4.
- 5.

12+ MID

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

12+ PMD

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

12+ EVE

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

ADULTS 18-34

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

ADULTS 18-49

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

ADULTS 25-54

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

ADULTS 35+

1. KMON <
2. KMON-F>>
- 3.
- 4.
- 5.

MEN 25-54

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

WOMEN 25-54

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

NONE

RADIO STATIONS

KEIN, 1310, 5 KW/1 KW	, Country	SMN, \$ 8.00 (Banner)	
KMON, 560, 5 KW (DA-N)	, Country/FS	ABC, \$14.00 ( --- )	
KMSL, 1450, 1 KW	, Full Service	CBS MBS, \$ 7.00 (Christal)	
KXGF, 1400, 1 KW	, Standards	SMN, \$10.00 (Mc-Guild)	Sunbrook
KAAK-F, 98.9, 100 KW @ 489,	CHR	, \$19.00 (Mc-Guild)	Sunbrook
KLFM-F, 92.9, 100 KW @ 449,	AC	, \$13.00 (Banner)	
KMON-F, 94.5, 36 KW @ 469,	Country	, \$21.00 ( --- )	
KQDI-F, 106.1, 100 KW @ 597,	AOR	UNISTR, \$15.00 (Christal)	

HAGERSTOWN-CHAMBERSBURG-WAYNESBORO, MD-PA

ARB Rank/Pop: 161/209,600  
 Market TSL: 22.25 Hours  
 Average Person Rating: 16.4

Diaries: 452  
 Sample Target: 440  
 % Below Line: 14.0  
 % Not Listed: 21.9

Retail \$: 1.8 Bil  
 FM Share: 87.23%  
 Stations: 22/13

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO S94	CUME S93	RATING S92
1. WAYZ-F (C)	59/17.2	16.0	16.2	16.8	12.6	470	22.4	25.5	21.8
2. WIKZ-F (CHR)	26/ 7.6	5.8	10.1	7.9	9.4	438	20.9	19.7	20.7
3. WFRE-F (C)	24/ 7.0	4.7	4.5	2.1	2.6	289	13.8	13.5	7.9
4. WQCM-F (AOR)	18/ 5.2	6.1	8.1	5.3	4.6	358	17.1	16.5	13.5
5. WWMD-F (EZ)	17/ 5.0	7.3	5.0	5.9	4.9	201	9.6	9.6	10.5
WYII-F (O)	17/ 5.0	4.9	4.5	5.3	5.1	199	9.5	8.6	8.6
7. WARX-F (O)	16/ 4.7	2.9	3.1	3.5	4.0	287	13.7	9.3	14.6
8. WSRT-F (AC)	14/ 4.1	2.9	3.1	1.5	5.7	249	11.9	11.5	10.5
9. WJEJ (FS)	13/ 3.8	2.9	3.1	1.8	4.0	147	7.0	7.9	8.2
WCHA (C)	13/ 3.8	2.6	2.8	2.9	2.6	125	6.0	7.8	7.6
11. WKSL-F (C/G)	11/ 3.2	0.6	3.4	3.5	2.0	126	6.0	6.1	5.0
WKMZ-F (CHR)	11/ 3.2	2.0	2.8	3.2	2.0	191	9.1	9.8	10.4

12+ AMD

1. WAYZ-F>>
2. WIKZ-F<
3. WJEJ
4. WFRE-F
- 5.

12+ MID

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

12+ PMD

1. WAYZ-F>
2. WFRE-F
3. WIKZ-F
4. WQCM-F
- 5.

12+ EVE

1. WIKZ-F
2. WAYZ-F
- WQCM-F
- WSRT-F
- 5.

ADULTS 18-34

1. WAYZ-F>
2. WIKZ-F>
3. WQCM-F
4. WFRE-F
- 5.

ADULTS 18-49

1. WAYZ-F>
2. WIKZ-F
3. WARX-F
- WFRE-F
- 5.

ADULTS 25-54

1. WAYZ-F>>
2. WIKZ-F
- WFRE-F
4. WARX-F
- 5.

ADULTS 35+

1. WAYZ-F>>
2. WWMD-F
3. WFRE-F
4. WYII-F
- 5.

MEN 25-54

1. WAYZ-F>
2. WFRE-F
3. WARX-F>
- 4.
- 5.

WOMEN 25-54

1. WAYZ-F>
2. WIKZ-F>
3. WYII-F
4. WSRT-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WARK 1490 HAGERSTOWN 0.6/ 4.0  
 WHAG 1410 HALFWAY 0.9/ 4.6

SEE WASHINGTON, BALTIMORE OR HARRISBURG FOR MORE ABOUT THE FOLLOWING:

WBIG-F 0.9/ 3.3 WYII-F 1.5/ 4.0  
 WCXR-F 0.6/ 2.2 WMZQ-F 0.6/ 2.3  
 WGRX-F 0.9/ 3.6 WNNK-F 0.9/ 2.7  
 WHYL 0.9/ 3.3 WWDC-F 0.9/ 5.2

RADIO STATIONS

WCHA, 800, 1 KW/196 W	, Country	NBC, \$11.00 ( --- )	(CHAMBERSBURG)
WJEJ, 1240, 1 KW	, Full Service	CBS, \$13.00 ( --- )	(HAGERSTOWN)
WARX-F, 106.9,	16 KW @ 853, Oldies	MBS, \$15.00 (K & P)	(HAGERSTOWN)
WAYZ-F, 101.5,	50 KW @ 230, Country	MBS AP, \$25.00 ( --- )	(WAYNESBORO)
WIKZ-F, 95.1,	50 KW @ 449, CHR	, \$21.00 ( --- )	(CHAMBERSBURG)
WKMZ-F, 97.5,	13 KW @ 1007, CHR	CNN, \$ NA (K & P)	(MARTINSBURG)
WKSL-F, 94.3,	2.5 KW @ 361, Country/Gospel	AP, \$11.00 ( --- )	(GREENCASTLE, PA)
WQCM-F, 96.7,	5 KW @ 164, AOR	ABC, \$18.00 (Dome)	(HALFWAY)
WSRT-F, 92.1,	3.3 KW @ 295, AC	UNISTR ABC, \$12.00 (Dome)	(MERCERSBURG)
WWMD-F, 104.7,	8 KW @ 1378, EZ/Soft AC	, \$16.00 ( --- )	(HAGERSTOWN)
WYII-F, 95.9,	3 KW @ 298, Country	NBC, \$16.00 (Market 4)	(WILLIAMSPORT)

HARRISONBURG, VA

ARB Rank/Pop: 254/77,500  
 Market TSL: 20.50 Hours  
 Average Person Rating: 14.7

Diaries: 299  
 Sample Target: 280  
 % Below Line: 12.3  
 % Not Listed: 21.9

Retail \$: 0.7 Bil  
 FM Share: 77.53%  
 Stations: 12/8

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO S94	CUME S93	RATING S92
1. WQPO-F (CHR)	19/16.7	---	13.5	---	26.2	246	30.7	29.0	34.3
2. WPKZ-F (C)	18/15.8	---	12.7	---	9.5	231	29.8	19.7	16.3
3. WSVF (T/FS)	17/14.9	---	19.8	---	15.9	209	27.0	39.5	34.1
4. WKCY-F (C)	12/10.5	---	20.6	---	7.1	185	23.9	25.2	23.1
5. WVVV-F (AOR)	5/ 4.4	---	---	---	---	49	6.3	---	---
WYFT-F (REL)	5/ 4.4	---	---	---	---	45	5.8	---	---
7. WBOP-F (AOR/CL)	3/ 2.6	---	5.6	---	3.2	74	9.5	13.7	13.8
9. WLTK-F (REL)	3/ 2.6	---	0.8	---	2.4	73	5.5	5.6	7.8
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WSVF >>	1. WQPO-F<	1. WPKZ-F	1. WPKZ-F>
2. WQPO-F	2. WPKZ-F<	2. WQPO-F>	2. WKCY-F
3. WPKZ-F	3. WSVF	3. WKCY-F	3. WQPO-F
4.	4. WKCY-F	4.	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WQPO-F	1. WQPO-F	1. WPKZ-F<	1. WSVF >>	1. WPKZ-F>	1. WQPO-F
2. WPKZ-F	2. WPKZ-F>	2. WQPO-F>	2. WPKZ-F	2. WQPO-F	2. WPKZ-F>
3. WKCY-F	3. WKCY-F	3. WKCY-F	3.	3. WSVF	3. WKCY-F>
4.	4.	4.	4.	4. WKCY-F	4.
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBTX 1470	BROADWAY	1.8/ 5.0
WKCY 1300	HARRISONBURG	0.9/ 4.6
WTON-F 94.3	STAUNTON	0.9/ 3.5
WVAO-F 99.7	STAUNTON	2.6/11.0

RADIO STATIONS

WSVA, 550, 5 KW/1 KW	, Talk/FS	MBS ABC, \$21.00 ( --- )	VerStandig
WBOP-F, 106.3, 10 KW @ 384	, Classic AOR	, \$10.00 ( --- )	(CHURCHVILLE)
WKCY-F, 104.3, 50 KW @ 410	, Country	, \$13.00 ( --- )	
WLTK-F, 96.1, 2.6 KW @ 1000	, Religion	, \$ 8.00 ( --- )	(BROADWAY)
WPKZ-F, 98.5, 0.9 W @ 1607	, Country	MBS, \$15.00 ( --- )	(ELKTON)
WQPO-F, 100.7, 50 KW @ 492	, CHR	MBS, \$25.00 ( --- )	VerStandig

ITHACA, NY

ARB Rank/Pop: 250/83,200  
 Market TSL: 20.25 Hours  
 Average Person Rating: 15.1

Diaries: 226  
 Sample Target: 280  
 % Below Line: 11.1  
 % Not Listed: 35.7

Retail \$: 0.63 Bil  
 FM Share: 72.84%  
 Stations: 9/6

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO CUME S94	RATING S93	RATING S92
1. WYXL-F (AC)	17/13.5	---	16.7	---	16.9	225	27.0	32.4	38.8
2. WPCX-F (C)	11/ 8.7	---	10.8	---	12.5	188	22.6	22.3	20.2
WHCU (FS/T)	11/ 8.7	---	5.8	---	5.9	146	17.5	19.0	20.1
WTKO (T)	11/ 8.7	---	8.3	---	4.4	163	19.6	19.3	12.0
WVBR-F (AOR)	11/ 8.7	---	9.2	---	2.9	182	21.9	20.8	17.0
6. WYYS-F (CHR)	10/ 7.9	---	8.3	---	10.3	132	15.9	17.4	23.4
7. WQNY-F (AOR)	7/ 5.6	---	10.8	---	5.1	140	16.8	21.4	18.1
8.									
9.									
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WYXL-F	1. WTKO <	1. WYXL-F<	1. WVBR-F>
2. WHCU >	2. WYXL-F	2. WVBR-F>	2. WYYS-F
3. WPCX-F	3. WPCX-F	3. WPCX-F	3. WPCX-F
4.	4.	4.	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WVBR-F>	1. WYXL-F	1. WYXL-F>>	1. WYXL-F	1. WYXL-F>	1. WYXL-F>>>
2. WYXL-F	2. WVBR-F>	2. WQNY-F	2. WHCU	2. WPCX-F	2. WQNY-F
3. WTKO	3. WQNY-F	3. WPCX-F	3. WPCX-F	WQNY-F	3. WPCX-F
4.	WPCX-F	4.	4. WTKO	4.	4.
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAAL-F	99.1	BINGHAMTON	1.6/5.0
WRQI-F	95.1	S. BRISTOL	0.8/5.3

RADIO STATIONS

WHCU,	870,	5 KW/1 KW (DA-2),	Full Service/Talk	CBS, \$17.00	(Christal)
WTKO,	1470,	5 KW/1 KW (DA-N),	Talk	CNN ABC, \$13.00	(Torbet)
WQNY-F,	103.7,	12 KW @ 889,	AOR	, \$12.00	(Torbet)
WVBR-F,	93.5,	3 KW @ 249,	AOR	NBC, \$13.00	(K & P)
WYXL-F,	97.3,	26 KW @ 879,	AC	UNISTR, \$19.00	(Christal)
WYYS-F,	99.9,	24 KW @ 731,	CHR	, \$14.00	( --- )

WPCX-F -- See Syracuse in Spring 94 edition

JOPLIN, MO

ARB Rank/Pop: 227/114,100  
 Market TSL: 20.00 Hours  
 Average Person Rating: 15.2

Diaries: 345  
 Sample Target: 330  
 % Below Line: 0.0  
 % Not Listed: 27.6

Retail \$: 1.2 Bil  
 FM Share: 84.92%  
 Stations: 14/14

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO S94	CUME S93	RATING S92
1. KIXQ-F (C)	41/23.6	---	34.1	---	29.8	450	39.4	46.1	41.9
2. KJKT-F (C)	15/ 8.6	---	2.8	---	5.6	222	19.5	11.9	13.5
3. KSYN-F (CHR)	12/ 6.9	---	5.7	---	7.6	204	17.9	20.4	19.1
4. KMXL-F (O)	11/ 6.3	---	5.7	---	7.1	145	12.7	9.9	14.9
5. KKOW-F (C)	10/ 5.7	---	7.4	---	3.0	169	14.8	16.5	8.8
6. KMOQ-F (O)	9/ 5.2	---	4.5	---	4.5	153	13.4	14.8	10.2
7. KQYX (T)	7/ 4.0	---	1.1	---	2.0	70	6.1	3.5	7.2
8. KOCD-F (AOR)	7/ 4.0	---	8.0	---	4.0	162	14.2	16.0	12.0
9. KWAS (ST)	6/ 3.4	---	2.3	---	2.0	74	6.5	7.1	7.2
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KIXQ-F>>>	1. KIXQ-F>>	1. KIXQ-F>	1. KIXQ-F>>
2. KMXL-F<	2. KJKT-F	2. KJKT-F>>	2. KJKT-F
3. KSYN-F	3.	3.	3. KSYN-F
4.	4.	4.	4. KOCD-F
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KIXQ-F	1. KIXQ-F>>	1. KIXQ-F>>>	1. KIXQ-F>>>	1. KIXQ-F>	1. KIXQ-F>>>
2. KJKT-F>	2. KJKT-F	2. KJKT-F	2.	2. KMOQ-F	2. KJKT-F
3. KOCD-F	3. KMXL-F	3. KMOQ-F	3.	3. KJKT-F	3.
4.	4. KMOQ-F	4.	4.	4. KKOW-F	4.
5.	5.	5.	5.	5. KMXL-F	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBTN	1420	NEOSHO	0.6/3.7
KDMO	1490	CARTHAGE	1.1/3.9
KKLL	1100	WEBB CITY	0.6/3.4
KKLL-F	97.9	WEBB CITY	1.1/3.7
KKOW	860	PITTSBURGH, KS	1.1/6.4

RADIO STATIONS

KQYX, 1560, 10 KW (DAYS)	Talk	CNN ABC, \$ 9.00	(K & P)	
KWAS, 1230, 1 KW	Standards	UNISTR, \$ 8.00	(Katz)	
KIXQ-F, 93.9, 50 KW @ 500	Country	ABC, \$21.00	(Banner)	(WEBB CITY)
KJKT-F, 102.5, 100 KW @ 410	Country	, \$16.00	(Eastman)	
KKOW-F, 96.9, 100 KW @ 390	Country	CBS, \$11.00	(Mc-Guild)	Hendron (PITTSBURGH)
KMOQ-F, 107.1, 6 KW @ 298	Oldies	, \$12.00	(Katz)	(BAXTER SPGS)
KMXL-F, 95.1, 50 KW @ 472	Oldies	ABC, \$14.00	(K & P)	(CARTHAGE)
KOCD-F, 105.3, 6 KW @ 308	AOR	UNISTR, \$11.00	(Katz)	(COLUMBUS, KS)
KSYN-F, 92.5, 100 KW @ 430	CHR	, \$15.00	(K & P)	



KILLEEN-TEMPLE, TX

ARB Rank/Pop: 165/201,900  
 Market TSL: 19.75 Hours  
 Average Person Rating: 14.2

Diaries: 530  
 Sample Target: 510  
 % Below Line: 30.7  
 % Not Listed: 19.2

Retail \$: 1.5 Bil  
 FM Share: 94.83%  
 Stations: 17/8

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO CUME S94	RATING S93	RATING S92
1. KIIZ-F (B)	45/15.7	---	16.3	---	17.1	432	21.4	21.4	21.6
2. KOOC-F (C)	36/12.5	---	0.3	---	---	402	19.9	2.9	1.9
3. WACO-F (C)	30/10.5	---	7.1	---	7.2	378	18.7	18.4	15.0
4. KOOV-F (C)	20/ 7.0	---	8.6	---	10.2	264	13.1	18.2	19.4
5. KWTX-F (CHR)	19/ 6.6	---	8.6	---	6.3	374	18.5	23.8	18.2
6. KPLE-F (C)	18/ 6.3	---	7.1	---	4.5	287	14.2	13.8	11.6
7. KUTZ-F (AOR)	17/ 5.9	---	9.8	---	5.7	220	10.9	18.0	17.0
8. KLFX-F (AOR)	15/ 5.2	---	7.1	---	9.0	204	10.1	15.5	16.1
9.									
10.									

12+ AMD

1. KIIZ-F>
2. WACO-F<
3. KOOC-F
4. KOOV-F
- 5.

12+ MID

1. KOOC-F
- KIIZ-F
3. WACO-F
- 4.
- 5.

12+ PMD

1. KIIZ-F
2. KOOC-F
3. WACO-F
- 4.
- 5.

12+ EVE

1. KIIZ-F>
2. WACO-F>
3. KOOC-F
4. KUTZ-F
- 5.

ADULTS 18-34

1. KIIZ-F
2. KOOC-F<
3. KUTZ-F
4. WACO-F
- 5.

ADULTS 18-49

1. KIIZ-F
2. KOOC-F>
3. WACO-F
4. KUTZ-F
- 5.

ADULTS 25-54

1. KOOC-F
2. KIIZ-F<
3. WACO-F
4. KOOV-F
- 5.

ADULTS 35+

1. KOOC-F
2. WACO-F<
3. KIIZ-F
- 4.
- 5.

MEN 25-54

1. WACO-F<
2. KOOC-F
3. KUTZ-F
4. KIIZ-F
- 5.

WOMEN 25-54

1. KOOC-F
2. KIIZ-F
3. KOOV-F
4. KPLE-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KRYL-F	98.3	GATESVILLE	1.4/2.7
KTEM	1400	TEMPLE	1.0/5.3
KTON	940	BELTON	1.0/4.5
KCKR-F	95.5	WACO	1.0/6.5
KFGI-F	94.7	LULING	0.7/3.6
KHHT-F	93.3	KILLEEN	2.8/9.9
KNNC-F	107.7	GEORGETOWN	1.0/3.9
KWTX	1230	WACO	1.0/3.1
WBAP	820	FORT WORTH	1.0/4.9

RADIO STATIONS

KIIZ-F,	92.3,	3 KW @	259	,	Black	ABC,	\$16.00	(Christal)	Sonance
KLFX-F,	105.5,	3 KW @	380	,	AOR	ABC,	\$12.00	(Christal)	Sonance (HARKER)
KOOC-F,	106.3,	12 KW @	489	,	Country	SMN,	\$ NA	(Torbet)	(BELTON)
KOOV-F,	103.1,	0.8 KW @	630	,	Country	ABC,	\$24.00	(Torbet)	(COOPERAS)
KPLE-F,	104.3,	34 KW @	597	,	Country	,	\$13.00	( --- )	Formby (TEMPLE)

Other ranked stations -- See Waco or Austin in Spring 94 edition

LA CROSSE, WI

ARB Rank/Pop: 251/83,000  
 Market TSL: 21.75 Hours  
 Average Person Rating: 16.5

Diaries: 368  
 Sample Target: 335  
 % Below Line: 1.5  
 % Not Listed: 17.5

Retail \$: 1.0 Bil  
 FM Share: 69.91%  
 Stations: 15/13

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO CUME S94	RATING S93	RATING S92
1. WIZM-F (CHR)	23/16.8	---	15.2	---	14.4	340	41.0	36.7	42.6
2. WIZM (N/T)	13/ 9.5	---	7.3	---	6.2	156	18.8	19.4	16.9
3. WQJY-F (AOR)	11/ 8.0	---	4.0	---	6.8	121	14.6	14.8	16.8
WKTY (FS)	11/ 8.0	---	11.9	---	11.6	146	17.6	24.2	23.0
WQCC-F (C)	11/ 8.0	---	---	---	---	118	14.2	---	---
6. WLFN (ST)	9/ 6.6	---	4.6	---	4.8	105	12.7	8.8	11.4
7. WLXR-F (AC)	8/ 5.8	---	5.3	---	10.3	144	17.3	22.9	28.4
KQEG-F (O)	8/ 5.8	---	5.3	---	7.5	136	16.4	16.3	22.0
9. WKBH-F (AOR)	6/ 4.4	---	9.9	---	4.8	95	11.4	15.3	13.0
10. WCOW-F (C)	5/ 3.6	---	13.9	---	5.5	104	12.5	16.3	9.5
11. WSPL-F (AC)	4/ 2.9	---	4.0	---	8.2	97	11.7	14.6	19.1

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WIZM-F>	1. WIZM-F	1. WIZM-F>	1. WIZM-F>>
2. WIZM	2. WIZM	2. WQJY-F	2. WIZM
3. WKTY	3. WQCC-F	3. WQCC-F	WKTY
4.	4. WQJY-F	4.	4. WQJY-F
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WIZM-F>	1. WIZM-F>	1. WIZM-F	1. WIZM	1. WQJY-F>	1. WIZM-F>
2. WQJY-F>	2. WQJY-F<	2. WQJY-F	WKTY	2. WQCC-F	2. KQEG-F
3. WLXR-F	3. WQCC-F	WQCC-F	3. WLFN-F>	WIZM	3. WQCC-F
4. WQCC-F	4. KQEG-F	4.	4. WQCC-F	WKBH-F	WSPL-F
5.	WLXR-F	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KQYB-F	98.3	SPRING GROVE, MN	0.7/5.5
WKBH	1570	HOLMEN	0.7/3.5
KROC-F	106.9	ROCHESTER, MN	0.7/5.2
WAXX-F	104.5	EAU CLAIRE	0.7/4.3

RADIO STATIONS

WIZM,	1410,	5 KW (DA-2)	, Full Service/Talk	NBC ABC, \$16.00	(Christal)	Midwest Family
WKTY,	580,	5 KW/1 KW (DA-2)	, Full	ABC UNISTR, \$17.00	(Katz)	May
WLFN,	1490,	1 KW	, Standards	UNISTR CNN, \$10.00	(Torbet)	Comm. Prop.
KQEG-F,	102.7,	1.9 KW @ 600	, Oldies	SMN, \$12.00	(K & P)	(LA CRESCENT, MN)
WCOW-F,	97.1,	100 KW @ 587	, Country	MBS, \$11.00	(Roslin)	(SPARTA)
WIZM-F,	93.3,	100 KW @ 1020	, CHR	ABC, \$23.00	(Christal)	Midwest Family
WKBH-F,	105.5,	1 KW @ 531	, AOR	SMN CBS, \$ NA	(Christal)	(TREMPEALEAU)
WQJY-F,	100.1,	1.6 KW @ 390	, AOR	SMN CBS, \$15.00	( --- )	WKBH owner(D) (W. SALEM)
WLXR-F,	104.9,	1.4 KW @ 430	, AC	CNN UNISTR, \$14.00	(Torbet)	Comm. Prop.
WQCC-F,	106.3,	18 KW @ 387	, Country	, \$15.00	(Torbet)	
WSPL-F,	95.7,	50 KW @ 492	, AC	ABC UNISTR, \$14.00	(Katz)	May

LAFAYETTE, IN

ARB Rank/Pop: 226/115,500  
 Market TSL: 18.50 Hours  
 Average Person Rating: 13.5

Diaries: 392  
 Sample Target: 370  
 % Below Line: 5.8  
 % Not Listed: 16.0

Retail \$: 1.1 Bil  
 FM Share: 88.55%  
 Stations: 11/8

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO CUME S94	RATING S93	RATING S92
1. WKOA-F (CHR)	32/20.5	15.9	18.0	19.3	18.4	271	23.5	27.2	29.4
2. WKHY-F (AOR/CL)	21/13.5	8.5	8.7	15.2	15.2	316	27.4	23.3	34.0
3. WGLM-F (AC)	20/12.8	11.6	7.5	11.7	---	289	25.0	17.7	---
4. WAZY-F (C)	17/10.9	12.2	15.5	15.2	17.1	377	32.6	29.5	37.3
5. WASK (FS)	14/ 9.0	12.2	12.4	8.2	13.9	196	17.0	24.5	19.4
6. WEZV-F (EZ)	8/ 5.1	3.0	1.9	1.2	3.8	100	8.7	6.7	8.1
7. WIIZ-F (AOR)	7/ 4.5	4.3	5.6	---	---	134	11.6	13.4	---
8. WFBQ-F (AOR)	6/ 3.8	5.5	6.8	4.1	8.2	158	13.7	15.3	16.0
9.									
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WKOA-F	1. WKOA-F	1. WKOA-F	1. WKOA-F
2. WASK	2. WKHY-F	2. WGLM-F	2. WAZY-F
3. WAZY-F	3. WGLM-F	3. WKHY-F	3. WGLM-F
4. WGLM-F	4.	4. WAZY-F	4.
WKHY-F	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WKHY-F<	1. WKOA-F	1. WGLM-F	1. WKOA-F>	1. WGLM-F	1. WGLM-F
2. WGLM-F<	WKHY-F<	2. WKOA-F	2. WASK >	WKHY-F	2. WKOA-F>>
3. WKOA-F>	3. WGLM-F>	3. WKHY-F>	3. WEZV	3. WKOA-F>	3. WASK
4. WAZY-F	4. WAZY-F	4.	4.	4.	WKHY-F
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WSHW-F	99.7	FRANKFORT	1.9/7.8
WIBC	1070	INDIANAPOLIS	0.6/3.1
WRZX-F	103.3	INDIANAPOLIS	1.3/4.1

RADIO STATIONS

WASK,	1450,	1 KW	, Full Service	NBC, \$18.00	(Banner)	Schurz
WAZY-F,	96.5,	50 KW @ 500	, Country	ABC, \$22.00	(Banner)	Schurz
WEZV-F,	95.3,	2.5 KW @ 518	, EZ/Soft AC	ABC, \$13.00	( --- )	(BROOKSTON)
WGLM-F,	106.7,	6 KW @ 328	, AC	AP, \$16.00	( --- )	
WIIZ-F,	98.7,	4.4 KW @ 384	, AOR	, \$12.00	( --- )	(BATTLEGROUND)
WKHY-F,	93.5,	6 KW @ 262	, AOR/Classic	AP, \$19.00	(Katz)	
WKOA-F,	105.3,	50 KW @ 308	, CHR	ABC, \$25.00	(Banner)	University

WFBQ-F -- See Indianapolis in Spring 94 edition

LAFAYETTE, LA

ARB Rank/Pop: 134/278,700  
 Market TSL: 24.25 Hours  
 Average Person Rating: 18.3

Diaries: 730  
 Sample Target: 610  
 % Below Line: 11.4  
 % Not Listed: 17.3

Retail \$: 2.4 Bil  
 FM Share: 84.29%  
 Stations: 26/21

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO CUME S94	RATING S93	RATING S92
1. KXKC-F (C)	53/10.4	8.7	13.8	4.4	3.6	619	22.2	23.9	12.3
2. KSMB-F (CHR)	44/ 8.6	13.1	7.6	14.0	12.1	697	25.0	26.2	31.2
3. KMDL-F (C)	42/ 8.2	4.8	5.9	5.1	13.2	449	16.1	16.7	21.8
4. WYNK-F (C)	40/ 7.8	7.6	5.9	9.2	10.0	521	18.7	18.9	26.5
5. KTDY-F (AC)	37/ 7.3	8.7	9.7	10.7	6.0	532	19.1	26.0	20.1
6. WTGE-F (AOR)	32/ 6.3	3.7	3.8	4.0	1.4	412	14.8	10.9	6.7
7. KVOL-F (B/AC)	31/ 6.1	3.7	3.1	4.8	2.8	468	16.8	10.0	6.7
8. KNEK-F (B)	24/ 4.7	3.9	2.1	2.9	2.1	293	10.5	4.9	6.8
9. KJCB (G/B)	22/ 4.3	4.6	5.5	7.0	7.8	298	10.7	13.1	15.8
10. KAJN-F (REL)	16/ 3.1	2.8	3.1	2.2	2.1	184	6.6	5.1	5.9
11. KPEL-F (T)	15/ 2.9	3.4	1.4	2.6	1.1	187	6.7	8.2	3.3
12. KFXZ-F (B)	14/ 2.7	4.1	5.9	10.7	8.9	357	12.8	14.9	18.9
13. KPEL (T)	13/ 2.5	4.1	3.4	2.9	1.8	131	4.7	7.1	6.5
14.									
15.									

12+ AMD

1. KXKC-F<
2. KSMB-F
3. WYNK-F
4. KMDL-F
5. KTDY-F

12+ MID

1. KXKC-F>
2. KTDY-F<
3. KSMB-F
4. KMDL-F
5. WYNK-F

12+ PMD

1. KXKC-F<
2. KMDL-F<
3. KSMB-F
4. WYNK-F
5. WTGE-F

12+ EVE

1. KMDL-F<
2. KSMB-F
3. KXKC-F<
4. KNEK-F
5. KVOL-F

ADULTS 18-34

1. KSMB-F>
2. KXKC-F<
3. KTDY-F
4. KMDL-F
- WTGE-F

ADULTS 18-49

1. KSMB-F
2. KXKC-F<
3. KTDY-F
4. WTGE-F
5. KVOL-F

ADULTS 25-54

1. KXKC-F<
2. KTDY-F
3. KSMB-F
- WTGE-F
5. KMDL-F
- WYNK-F

ADULTS 35+

1. WYNK-F
2. KPEL-F
3. KXKC-F
4. KMDL-F
- 5.

MEN 25-54

1. WYNK-F<
2. WTGE-F>
3. KXKC-F
4. KMDL-F
- KNEK-F
- KTDY-F
- KVOL-F

WOMEN 25-54

1. KXKC-F<
2. KTDY-F>
3. KMDL-F
- KVOL-F
5. KSMB-F
- WYNK-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KACY	1520	LAFAYETTE	0.4/ 1.6
KCRL-F	106.7	RAYNE	1.0/ 3.0
KFTE-F	96.5	BREAU BRIDGE	1.2/ 2.4
KJJB-F	105.5	EUNICE	0.4/ 1.9
KNEK	1190	WASHINGTON	1.0/ 1.8
KROF	960	ABBEVILLE	1.2/ 3.4
KROF-F	105.1	ABBEVILLE	0.8/ 4.8
KSIG	1450	CROWLEY	2.2/ 4.3
KSLO	1230	OPELOUSAS	0.8/ 2.5
KVOL	1330	LAFAYETTE	1.6/ 4.6
KQXL-F	106.5	NEW ROADS	0.4/ 2.1
WCKW-F	92.3	LA PLACE	1.0/ 5.4
WGGZ-F	98.1	BATON ROUGE	1.8/ 4.3

RADIO STATIONS

KJCB	, 770,	1 KW/500 W (DA-2),	Gospel/Black	AURN, \$10.00	(K & P)	
KPEL	, 1420,	1 KW/750 W (DA-N),	Talk	MBS CBS, \$ NA	(Christal)	Galloway
KAJN-F,	102.9,	95 KW @ 1499	, Religion/Gospel	USA CNN, \$10.00	( --- )	(CROWLEY)
KFXZ-F,	106.3,	1.3 KW @ 495	, Black	ABC, \$15.00	(D & R)	Citywide (MAURICE)
KMDL-F,	97.3,	42 KW @ 535	, Country	AP, \$22.00	(Banner)	(KAPLAN)
KNEK-F,	104.7,	3 KW @ 328	, Black	, \$10.00	( --- )	(WASHINGTON)
KPEL-F,	107.7,	6 KW @ 328	, Talk	MBS CBS, \$16.00	(Christal)	Galloway (ERATH)
KSMB-F,	94.5,	100 KW @ 1079	, CHR	ABC Source, \$25.00	(Banner)	
KTDY-F,	99.9,	100 KW @ 984	, AC	, \$20.00	(Christal)	Galloway
KVOL-F,	105.9,	3.2 KW @ 433	, Black/AC	SMN, \$14.00	(D & R)	(OPELOUSAS)
KXKC-F,	99.1,	100 KW @ 984	, Country	, \$21.00	(Katz)	(NEW IBERIA)

WYNK, WTGE -- See Baton Rouge in Spring 94 edition

LAKE CHARLES, LA

ARB Rank/Pop: 203/138,100  
 Market TSL: 20.50 Hours  
 Average Person Rating: 15.1

Diaries: 512  
 Sample Target: 440  
 % Below Line: 12.0  
 % Not Listed: 12.9

Retail \$: 1.3 Bil  
 FM Share: 74.73%  
 Stations: 16/8

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO CUME S94	CUME S93	RATING S92
1. KYKZ-F (C)	52/24.9	---	27.5	---	27.3	510	36.9	44.8	36.4
2. KBIU-F (CHR)	30/14.4	---	9.3	---	10.0	392	28.4	24.9	24.2
3. KHLA-F (AC)	27/12.9	---	9.7	---	9.1	381	27.6	23.4	20.6
4. KXZZ (B)	21/10.0	---	11.9	---	12.4	226	16.4	19.1	16.3
5. KTQQ-F (C)	10/ 4.8	---	8.9	---	12.4	233	16.9	24.3	25.4
6. KEZM (O)	9/ 4.3	---	1.7	---	2.4	97	7.0	5.9	5.1
7. KAOK (T)	7/ 3.3	---	3.0	---	3.8	115	8.3	10.4	8.2
8.									
9.									
10.									

12+ AMD

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

12+ MID

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

12+ PMD

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

12+ EVE

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

ADULTS 18-34

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

ADULTS 18-49

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

ADULTS 25-54

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

ADULTS 35+

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

MEN 25-54

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

WOMEN 25-54

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KLCL 1470 LAKE CHARLES 0.5/ 5.0

SEE LAFAYETTE OR BEAUMONT FOR MORE ABOUT THE FOLLOWING:

KAJN-F	1.0/ 7.1	KLVI	0.5/ 3.5
KALO	3.3/ 6.7	KSMB-F	0.5/ 3.7
KHYS-F	1.0/ 2.0	KTFA-F	1.0/ 2.9
KIOC-F	3.3/ 9.2		
KKMY-F	1.4/ 4.9		

RADIO STATIONS

KAOK,	1400,	1 KW	, Talk	TALKNT SUN, \$ 9.00	( --- )	
KEZM,	1310,	500 W/200 W	, Oldies	SMN, \$ 9.00	( --- )	(SULPHUR)
KXZZ,	1580,	1 KW	, Black	CNN, \$13.00	(Katz)	
KBIU-F,	103.7,	100 KW @ 469	, CHR	CNN ABC, \$18.00	(Katz)	
KHLA-F,	99.5,	100 KW @ 954	, AC	ABC UNISTR, \$17.00	(Eastman)	Radio South
KTQQ-F,	100.9,	3 KW @ 298	, Country	, \$12.00	(Christal)	(SULPHUR)
KYKZ-F,	96.1,	100 KW @ 1203	, Country	ABC, \$28.00	(Banner)	

LAREDO, TX  
-----

ARB Rank/Pop: 230/111,500  
Market TSL: 25.00 Hours  
Average Person Rating: 18.7

Diaries: 585  
Sample Target: 395  
% Below Line: 16.3  
% Not Listed: 17.3

Retail \$: 1.0 Bil  
FM Share: 89.53%  
Stations: 15/8

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO CUME S94	RATING S93	S92
1. KJBZ-F (SP)	41/19.7	---	---	---	---	406	36.4	---	---
2. KOYE-F (C)	30/14.4	---	---	---	---	380	34.1	---	---
3. KRRG-F (CHR)	25/12.0	---	---	---	---	385	34.5	---	---
4. KZTQ-F (O)	16/ 7.7	---	---	---	---	223	20.0	---	---
KBDR-F (?)	16/ 7.7	---	---	---	---	164	14.7	---	---
6. XNOE-F (SP)	11/ 5.3	---	---	---	---	107	11.9	---	---
7. KDOS (SP)	9/ 4.3	---	---	---	---	87	7.8	---	---
8.									
9.									
10.									

THIS IS THE FIRST ARBITRON FOR THIS MARKET.

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KJBZ-F	1. KJBZ-F	1. KJBZ-F	1. KJBZ-F<
2. KOYE-F	2. KOYE-F	2. KOYE-F	2. KRRG-F
3. XNOE-F	3. KRRG-F	3. KRRG-F	3. KOYE-F>
4. KRRG-F	KBDR-F	4.	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KJBZ-F<	1. KJBZ-F	1. KJBZ-F>	1. KJBZ-F>>	1. KJBZ-F>	1. KJBZ-F
2. KOYE-F>	2. KOYE-F>	2. KOYE-F	2. XNOE-F	2. KBDR-F	2. KOYE-F>
3. KRRG-F	3. KBDR-F	3. KBDR-F>	3. KOYE-F	3. KOYE-F	3. KBDR-F
4. KBDR-F	4. KRRG-F	4. KZTQ-F	KZTQ-F	KZTQ-F	4. KRRG-F
5.	5.	KRRG-F	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KLAR	1300	LAREDO	0.5/4.7
KVOZ	890	LAREDO	0.5/1.9

THE FOLLOWING STATIONS ARE ALL IN NUEVO LAREDO, MEXICO:

XEBK	1.9/4.3	XHNK-F	0.5/3.8
XGNK	1.4/2.3	XNLO-F	0.5/6.7
XHMW-F	2.9/9.2	XTLN-F	3.8/9.6

RADIO STATIONS

KDOS, 1490, 1 KW		Hispanic	CNN, \$ NA	(Caballero)
KBDR-F, 100.5,	42 KW @ 535	???	\$ NA	(K & P)
KJBZ-F, 92.7,	3 KW @ 289	Hispanic	ABC, \$ NA	(Katz Hisp.)
KOYE-F, 94.9,	100 KW @ 810	Country	\$ NA	(Roslin)
KRRG-F, 98.1,	100 KW @ 699	CHR	\$ NA	(Katz)
KZTQ-F, 106.1,	3 KW @ 213	Oldies	\$ NA	( --- )
XNOE-F, 91.3,	12 KW @ 207	Hispanic	\$ NA	( --- )

LAUREL - HATTIESBURG, MS

ARB Rank/Pop: 206/134,200  
 Market TSL: 20.75 Hours  
 Average Person Rating: 15.2

Diaries: 414  
 Sample Target: 370  
 % Below Line: 8.3  
 % Not Listed: 17.2

Retail \$: 1.0 Bil  
 FM Share: 90.53%  
 Stations: 17/14

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO S94	CUME S93	RATING S92
1. WBBN-F (C)	44/21.6	---	18.9	---	22.7	463	34.5	35.9	34.3
2. WNSL-F (CHR)	36/17.6	---	16.0	---	10.1	450	33.5	27.9	25.4
3. WHER-F (C)	17/ 8.3	---	8.7	---	10.1	246	18.3	20.2	24.3
4. WJMG-F (B)	15/ 7.4	---	8.3	---	10.6	172	12.8	14.5	14.0
5. WEEZ-F (REL)	11/ 5.4	---	---	---	1.0	78	5.8	5.8	2.7
6. WKXI-F (B)	10/ 4.9	---	5.3	---	3.9	133	9.9	8.7	10.0
7. WMFM-F (SAC)	7/ 3.4	---	5.8	---	6.8	140	10.4	6.9	11.1
WAML (G)	7/ 3.4	---	0.5	---	0.5	111	8.3	3.7	3.0
9.									
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WBBN-F	1. WBBN-F>	1. WBBN-F<	1. WBBN-F>
2. WNSL-F>	2. WNSL-F>	2. WNSL-F>	2. WNSL-F
3. WHER-F	3. WHER-F	3. WHER-F	3. WJMG-F<
4.	4.	4. WJMG-F	4. WKXI-F
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WNSL-F>>	1. WNSL-F	1. WBBN-F	1. WBBN-F>>	1. WBBN-F>>	1. WBBN-F
2. WBBN-F	2. WBBN-F>>	2. WNSL-F>	2. WHER-F<	2. WNSL-F	WNSL-F>
3. WJMG-F	3. WJMG-F	3. WHER-F	3. WNSL-F	3. WHER-F	3. WHER-F
4.	4. WHER-F	4. WJMG-F	4.	4. WJMG-F	4. WJMG-F
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBKH 950	HATTIESBURG	1.0/ 1.7
WFOR 1400	HATTIESBURG	0.5/ 3.8
WHSY-F 104.5	HATTIESBURG	2.0/ 6.3
WJKX-F 102.5	ELLISBURG	0.5/ 5.0
WKNZ-F 101.7	COLLINS	0.5/ 3.1
WORV 1580	HATTIESBURG	1.0/ 4.6
WQIS 890	LAUREL	2.0/ 4.2
WKNN-F 99.1	PASCAGOULA	0.5/ 2.9
WZKX-F 107.9	POPLARVILLE	2.9/14.7

RADIO STATIONS

WAML, 1340, 1 KW		Gospel	NBC, \$ 7.00	( --- )	
WQIS, 890, 10 KW (DAYS)		Black	, \$ 7.00	(D & R)	
WBBN-F, 95.9, 31 KW @ 623		Country	ABC, \$18.00	( --- )	(TAYLORSVILLE)
WEEZ-F, 99.3, 50 KW @ 492		Religion	NBC, \$ 8.00	(Roslin)	(HEIDELBURG)
WHER-F, 103.7, 100 KW @ 1056		Country	UNISTR NBC, \$14.00	(K & P)	
WHSY-F, 104.5, 100 KW @ 440		AC	ABC, \$ 8.00	(Banner)	Holt
WJMG-F, 92.1, 3 KW @ 298		Black	AURN, \$13.00	(Dora)	
WMFM-F, 106.3, 3 KW @ 390		Soft AC	UNISTR CNN, \$10.00	( --- )	(PETAL)
WNSL-F, 100.3, 100 KW @ 1066		CHR	ABC, \$14.00	(D & R)	

WKXI-F -- see Jackson in Spring 94 edition

LAWTON, OK  
-----

ARB Rank/Pop: 245/93,200  
Market TSL: 19.0 Hours  
Average Person Rating: 13.7

Diaries: 443  
Sample Target: 320  
% Below Line: 5.5  
% Not Listed: 27.3

Retail \$: 0.68 Bil  
FM Share: 94.62%  
Stations: 12/8

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO CUME S94	RATING S93	RATING S92
1. KLAW-F (C)	30/23.4	---	29.3	---	20.5	296	31.8	38.0	36.1
2. KMGZ-F (CHR)	23/18.0	---	15.0	---	20.5	332	35.6	33.4	37.2
3. KVRW-F (O)	11/ 8.6	---	8.3	---	5.3	156	16.7	16.5	11.1
4. KIRQ-F (AC)	7/ 5.5	---	6.0	---	7.6	184	19.7	11.2	16.1
5. KZCD-F (C)	6/ 4.7	---	6.0	---	6.8	98	10.5	15.0	12.8
6. KBZQ-F (SAC)	5/ 3.9	---	3.0	---	3.0	93	10.0	9.8	6.4
7. KNIN-F (C)	4/ 3.1	---	---	---	2.3	102	10.9	---	7.3
8. KKRX (T)	3/ 2.3	---	3.0	---	2.3	65	7.0	4.4	5.6
9.									
10.									

12+ AMD

1. KLAW-F>>
2. KMGZ-F>
3. KVRW-F
- 4.
- 5.

12+ MID

1. KLAW-F>>
2. KMGZ-F>
3. KVRW-F
- 4.
- 5.

12+ PMD

1. KLAW-F>
2. KMGZ-F>>
3. KVRW-F
4. KIRQ-F
- 5.

12+ EVE

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

ADULTS 18-34

1. KMGZ-F>
2. KLAW-F>
3. KVRW-F
- KZCD-F
- 5.

ADULTS 18-49

1. KLAW-F
2. KMGZ-F>
3. KVRW-F>
- 4.
- 5.

ADULTS 25-54

1. KLAW-F>>
2. KMGZ-F
3. KVRW-F
- 4.
- 5.

ADULTS 35+

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

MEN 25-54

1. KLAW-F>
2. KVRW-F
3. KMGZ-F
- 4.
- 5.

WOMEN 25-54

1. KLAW-F>>
2. KMGZ-F>
3. KVRW-F
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KWSO	1380	LAWTON	0.8/ 6.9
KATT-F	100.5	OKLAHOMA CTY	0.8/ 8.2
KYYI-F	104.7	BURKBURNETT	0.8/ 5.8
WBAP	820	FT. WORTH	0.8/ 2.3

RADIO STATIONS

KKRX,	1050,	250 W/14 W	,	Talk	SEN, \$ 9.00	( --- )
KBZQ-F,	99.5,	3.4 KW @ 266	,	Soft AC	, \$ 9.00	( --- )
KIRQ-F,	98.1,	100 KW @ 200	,	AC	SMN ABC, \$11.00	(Mc-Guild)
KLAW-F,	101.5,	100 KW @ 590	,	Country	ABC, \$22.00	(Katz)
KMGZ-F,	95.3,	3 KW @ 295	,	CHR	UNISTR, \$17.00	(Roslin)
KVRW-F,	107.3,	50 KW @ 492	,	Oldies	, \$13.00	( --- )
KZCD-F,	94.3,	3 KW @ 328	,	Country	, \$11.00	( --- )

KNIN-F -- See Wichita Falls



LIMA, OH

ARB Rank/Pop: 216/126,600  
 Market TSL: 20.00 Hours  
 Average Person Rating: 14.8

Diaries: 348  
 Sample Target: 360  
 % Below Line: 13.4  
 % Not Listed: 18.7

Retail \$: 1.4 Bil  
 FM Share: 77.63%  
 Stations: 14/8

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO CUME S94	METRO CUME S93	RATING S92
1. WIMT-F (C)	41/21.9	---	17.9	---	12.3	384	30.3	25.7	23.3
2. WZOQ-F (CHR)	33/17.6	---	11.9	---	20.5	395	31.2	27.9	35.5
3. WIMA (FS)	15/ 8.0	---	13.4	---	7.2	222	17.5	23.8	18.9
4. WLSR-F (AC)	13/ 7.0	---	7.5	---	10.3	168	13.3	17.1	17.6
5. WBYR-F (CL AOR)	12/ 6.4	---	6.0	---	7.2	184	14.6	12.3	11.6
6. WBUK-F (O)	10/ 5.3	---	7.5	---	8.2	161	12.7	13.6	19.3
7. WCIT (T)	8/ 4.3	---	3.0	---	3.1	135	10.7	9.6	6.6
8. WLW (FS/T)	7/ 3.7	---	3.5	---	3.1	87	6.9	10.0	10.4
9. WYRX-F (AOR)	5/ 2.7	---	3.0	---	---	100	7.9	8.4	---
10.									

12+ AMD

1. WIMT-F>>
2. WZOQ-F<
3. WIMA
- 4.
- 5.

12+ MID

1. WIMT-F
2. WZOQ-F>
3. WCIT
- WIMA-F
- 5.

12+ PMD

1. WIMT-F
2. WZOQ-F>>
- 3.
- 4.
- 5.

12+ EVE

1. WIMT-F
2. WZOQ-F>>
- 3.
- 4.
- 5.

ADULTS 18-34

1. WZOQ-F<
2. WIMT-F>>
3. WBYR-F
4. WLSR-F
- 5.

ADULTS 18-49

1. WIMT-F
2. WZOQ-F>>
3. WBYR-F
- WLSR-F
- 5.

ADULTS 25-54

1. WIMT-F
2. WZOQ-F>
3. WBUK-F
4. WLSR-F
- 5.

ADULTS 35+

1. WIMT-F>
2. WIMA >>
- 3.
- 4.
- 5.

MEN 25-54

1. WIMT-F>
2. WZOQ-F
- WBUK-F
4. WBYR-F
- 5.

WOMEN 25-54

1. WIMT-F
2. WZOQ-F
3. WLSR-F>
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDOH-F	107.1	DELPHOS	1.1/5.1
WCLR-F	95.7	PIQUA	0.5/3.7
WJR	760	DETROIT	1.6/5.5
WMEE-F	97.3	FORT WAYNE	0.5/4.6
WOWO	1190	FORT WAYNE	0.5/2.8

RADIO STATIONS

WCIT,	940,	250 W/6 W (DA-1)	, Talk	NBC CBS, \$ NA	(Roslin)
WIMA,	1150,	1 KW (DA-2)	, Full Service/Talk	ABC, \$ NA	(Katz)
WBUK-F,	107.5,	3 KW @ 328	, Oldies	, \$ NA	( --- ) (FT. SHAWNEE)
WIMT-F,	102.1,	11 KW @ 1059	, Country	ABC, \$ NA	(Katz)
WLSR-F,	104.9,	3 KW @ 220	, AC	MBS NBC, \$ NA	(Roslin)
WYRX-F,	93.1,	3 KW @ 328	, AOR	SMN ABC, \$ NA	(Mc-Guild) WZOQ owner (D)
WZOQ-F,	92.1,	3 KW @ 328	, CHR	ABC, \$ NA	(Mc-Guild) (WAPAKONETA)

WLW -- See Cincinnati

WBYR-F -- See Fort Wayne

MARION - CARBONDALE, IL

(Southern Illinois)

ARB Rank/Pop: 204/135,800  
Market TSL: 21.75 Hours  
Average Person Rating: 16.6

Diaries: 435  
Sample Target: 380  
% Below Line: 10.2  
% Not Listed: 15.0

Retail \$: 1.3 Bil  
FM Share: 87.50%  
Stations: 22/15

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO CUME S94	RATING S93	RATING S92
1. WDDD-F (C)	39/17.3	---	24.6	---	28.1	414	30.5	39.0	36.1
2. WTAO-F (AOR)	33/14.6	---	12.1	---	12.0	373	27.5	20.5	21.1
3. WOOZ-F (C)	29/12.8	---	7.0	---	7.4	371	27.3	18.1	21.8
4. WCIL-F (CHR)	22/ 9.7	---	13.1	---	16.1	335	24.7	30.1	37.5
5. WJPF (T)	9/ 4.0	---	2.0	---	0.9	121	8.9	6.6	5.5
WXLN-F (AC)	9/ 4.0	---	2.0	---	0.9	136	10.0	7.3	5.3
7. KEZS-F (C)	7/ 3.1	---	4.0	---	3.2	129	9.5	11.9	10.4
8. WINI (T)	5/ 2.2	---	1.0	---	0.9	67	4.9	3.3	3.2
WUEZ-F (SAC)	5/ 2.2	---	5.5	---	4.1	86	6.3	6.1	8.5
10.									

12+ AMD

1. WDDD-F>>
2. WCIL-F
- WTAO-F
4. WOOZ-F
- 5.

12+ MID

1. WDDD-F
2. WOOZ-F<
3. WTAO-F
- 4.
- 5.

12+ PMD

1. WDDD-F<
2. WOOZ-F<
3. WTAO-F
4. WCIL-F
- 5.

12+ EVE

1. WTAO-F
2. WCIL-F
3. WDDD-F
- WOOZ-F
- 5.

ADULTS 18-34

1. WTAO-F>
2. WOOZ-F>>
3. WDDD-F
4. WCIL-F
- 5.

ADULTS 18-49

1. WTAO-F>
2. WOOZ-F<
3. WDDD-F
4. WCIL-F
- 5.

ADULTS 25-54

1. WTAO-F
- WDDD-F
3. WOOZ-F
4. WCIL-F
- 5.

ADULTS 35+

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

MEN 25-54

1. WTAO-F
2. WDDD-F>
3. WOOZ-F
4. WCIL-F
- 5.

WOMEN 25-54

1. WDDD-F
- WOOZ-F
3. WCIL-F
- WTAO-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCIL	1020	CARBONDALE	0.9/ 5.2
WDDD	810	JOHNSON CITY	0.9/ 3.6
WFRX	1300	W. FRANKFORT	1.3/ 4.8
WFRX-F	97.7	W. FRANKFORT	0.4/ 2.9
WQRL-F	106.3	BENTON	1.8/ 6.6
WVZA-F	92.7	HERRIN	1.3/ 6.6
WXAN-F	103.9	AVA	1.3/ 4.6
KGMO-F	100.7	CAPE GIRARDCO	2.2/10.1
KMOX	1120	ST. LOUIS	1.3/ 5.7
KPNT-F	105.7	ST. LOUIS	0.4/ 4.3
WBVN-F	104.5	CARRIER MILLS	1.8/ 5.3
WIL -F	92.3	ST. LOUIS	0.9/ 2.1
WMIX-F	94.1	MT. VERNON	0.4/ 3.8

RADIO STATIONS

WINI,	1420,	500 W	,	Talk	IBN, \$ NA	(Roberts)		(MURPHYSBORO)
WJPE,	1340,	1 KW	,	Talk	ABC MBS, \$ NA	( --- )		(HERRIN)
WCIL-F,	101.5,	50 KW @ 351	,	CHR	ABC, \$ NA	( --- )		
WDDD-F,	107.3,	50 KW @ 492	,	Country	NBC, \$ NA	( --- )		
WOOZ-F,	99.9,	32 KW @ 620	,	Country	UNISTR NBC, \$ NA	(Banner)	Zimmer	(HARRISBURG)
WTR0-F,	105.1,	25 KW @ 308	,	AOR	UNISTR, \$ NA	(Christal)		(MURPHYSBORO)
WUEZ-F,	103.5,	6 KW @ 328	,	Soft AC	, \$ NA	( --- )		(CHRISTOPHER)
WXLN-F,	95.1,	6 KW @ 279	,	AC	UNISTR MBS, \$ NA	( --- )		(CARTERVILLE)
KEZS-F,	102.9,	100 KW @ 948	,	Country	UNISTR ABC, \$ NA	(Banner)	Zimmer	(CAPE GIRARD.)
KGMO-F,	100.7,	100 KW @ 700	,	AC	MBS, \$ NA	(Eastman)	Withers	(CAPE GIRARD.)

MEDFORD-ASHLAND, OR

ARB Rank/Pop: 211/131,000  
 Market TSL: 19.75 Hours  
 Average Person Rating: 14.3

Diaries: 510  
 Sample Target: 405  
 % Below Line: 1.6  
 % Not Listed: 24.6

Retail \$: 1.6 Bil  
 FM Share: 75.89%  
 Stations: 13/12

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO S94	CUME S93	RATING S92
1. KRWQ-F (C)	31/16.6	---	18.5	---	22.0	355	27.1	24.5	26.9
2. KBOY-F (AOR)	20/10.7	---	12.2	---	8.8	265	20.2	21.2	18.4
3. KTMT-F (C)	18/ 9.6	---	12.7	---	15.1	290	22.1	23.0	28.2
4. KMED (ST)	16/ 8.6	---	13.8	---	11.2	176	13.4	19.9	15.2
5. KROG-F (AOR)	13/ 7.0	---	5.8	---	2.4	228	17.4	15.7	5.5
6. KCNA-F (O)	10/ 5.3	---	3.2	---	4.4	148	11.3	11.5	13.6
7. KCMX (FS)	8/ 4.3	---	5.8	---	2.4	119	9.1	12.9	8.1
8. KCMX-F (SAC)	7/ 3.7	---	4.2	---	6.8	149	11.4	11.2	13.7
9. KDOV (REL)	6/ 3.2	---	5.8	---	4.9	111	8.5	10.0	10.5
10. KOPE-F (REL)	5/ 2.7	---	1.6	---	---	90	6.9	4.0	---

12+ AMD

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

12+ MID

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

12+ PMD

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

12+ EVE

1. KRWQ-F
2. KTMT-F
3. KBOY-F
4. KGO
- 5.

ADULTS 18-34

1. KRWQ-F
2. KBOY-F
3. KTMT-F
4. KROG-F
- 5.

ADULTS 18-49

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

ADULTS 25-54

1. KRWQ-F
2. KBOY-F>
3. KCNA-F
4. KROG-F
- 5.

ADULTS 35+

1. KRWQ-F
2. KMED >
- 3.
- 4.
- 5.

MEN 25-54

1. KBOY-F>
2. KRWQ-F>
3. KCNA-F
4. KROG-F
- 5.

WOMEN 25-54

1. KRWQ-F>
2. KROG-F
3. KCNA-F
4. KBOY-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KTMT	880	PHOENIX	0.5/4.5
KYJC-F	96.9	GRANTS PASS	1.6/6.5
KGO	810	SAN FRANCISCO	1.6/2.4

RADIO STATIONS

KCMX,	580,	1 KW (DA-2)	, Full Service	ABC, \$10.00	(MMR)	KTMT owner (D)	
KDOV,	1300,	5 KW (DA-N)	, Religion/Talk	NBC, \$ 8.00	(MMR)		(PHOENIX)
KMED,	1440,	5 KW/1 KW (DA-1)	, Standards	CBS, \$12.00	(Mc-Guild)		
KBOY-F,	95.7,	100 KW @ 935	, AOR	USA, \$14.00	(MMR)	KTMT owner (D)	
KCMX-F,	101.9,	32 KW @ 1427	, Soft AC	ABC, \$11.00	(Katz)		(CAVE JUNCTION)
KCNA-F,	102.7,	100 KW @ 1975	, Oldies	CNN, \$10.00	( --- )		
KOPE-F,	103.5,	100 KW @ 440	, Religion	IBN USA, \$ 9.00	( --- )		
KROG-F,	105.1,	50 KW @ 544	, AOR	AP, \$12.00	(MMR)	KBOY owner (D)	(PHOENIX)
KRWQ-F,	100.3,	30 KW @ 991	, Country	AP, \$19.00	(Mc-Guild)		(GOLD HILL)
KTMT-F,	93.7,	31 KW @ 3260	, Country	ABC, \$17.00	(Torbet)		
KYGC-F,	96.9,	25 KW @ 2227	, Country	SMN, \$ 9.00	(Tacher)		(GRANT'S PASS)

MERCED, CA  
-----

ARB Rank/Pop: 189/162,200  
Market TSL: 21.50 Hours  
Average Person Rating: 15.8

Diaries: 533  
Sample Target: 410  
% Below Line: 49.2  
% Not Listed: 21.9

Retail \$: 1.0 Bil  
FM Share: 80.00%  
Stations: 22/7

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO CUME S94	RATING S93	RATING S92
1. KHTN-F (CHR)	28/10.9	---	---	---	---	399	24.6	---	---
2. KUBB-F (C)	24/ 9.4	---	---	---	---	311	19.2	---	---
3. KSKS-F (C)	20/ 7.8	---	---	---	---	237	14.6	---	---
4. KATM-F (C)	17/ 6.6	---	---	---	---	211	13.0	---	---
5. KABX-F (O)	16/ 6.3	---	---	---	---	221	13.6	---	---
6. KFIE-F (SP)	14/ 5.5	---	---	---	---	164	10.1	---	---
7.									
8.									
9.									
10.									

THIS IS THE FIRST ARBITRON FOR THIS MARKET.

12+ AMD

1. KHTN-F
2. KUBB-F
3. KSKS-F
4. KATM-F
- 5.

12+ MID

1. KUBB-F
2. KABX-F
3. KHTN-F<
4. KSKS-F
- 5.

12+ PMD

1. KHTN-F<
2. KUBB-F
3. KSKS-F
4. KABX-F
- 5.

12+ EVE

1. KHTN-F>
2. KFIE-F
3. KUBB-F
4. KSKS-F
- 5.

ADULTS 18-34

1. KHTN-F>
2. KSKS-F
3. KFIE-F
4. KNT0-F
5. KUBB-F

ADULTS 18-49

1. KHTN-F<
2. KUBB-F
3. KSKS-F
4. KFIE-F
5. KATM-F

ADULTS 25-54

1. KUBB-F
2. KSKS-F
3. KABX-F
4. KHTN-F
- 5.

ADULTS 35+

1. KUBB-F
2. KABX-F>
3. KMJ
- 4.
- 5.

MEN 25-54

1. KUBB-F
2. KABX-F
3. KNBR
4. KCIV-F
5. KFIE-F

WOMEN 25-54

1. KSKS-F
2. KHTN-F
3. KUBB-F
4. KABX-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING  
-----

KCIV	99.9	MOUNT BULLION	2.3/3.2
KLOQ-F	1580	MERCED	1.6/3.7
KROW-F	103.9	MARIPOSA	1.6/4.9
KYOS	1480	MERCED	2.3/6.7

SEE MODESTO, SAN FRANCISCO OR FRESNO FOR  
MORE ABOUT THE FOLLOWING STATIONS:

KCBS	1.2/4.1	KMJ	4.3/5.7
KDJK-F	0.8/6.7	KNBR	4.3/5.6
KFRE	2.0/3.8	KNT0-F	4.3/8.6
KHOP-F	2.3/8.0	KOQ0-F	1.2/3.0
KJSN-F	0.8/1.8	KOSO-F	1.2/5.2
KKDJ-F	0.8/2.8		
KMIX-F	0.8/2.0		

RADIO STATIONS  
-----

SEE FRESNO, MODESTO OR STOCKTON IN SPRING 1994 EDITION

MERIDIAN, MS

ARB Rank/Pop: 261/61,900  
 Market TSL: 22.0 Hours  
 Average Person Rating: 16.0

Diaries: 373  
 Sample Target: 325  
 % Below Line: 2.0  
 % Not Listed: 20.2

Retail \$: 0.59 Bil  
 FM Share: 63.29%  
 Stations: 9/7

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO S94	CUME S93	RATING S92
1. WOKK-F (C)	19/19.2	---	17.9	---	21.8	240	38.8	30.5	36.8
2. WALT (B)	13/13.1	---	19.0	---	20.8	136	22.0	28.7	25.6
3. WJDQ-F (CHR)	12/12.1	---	10.7	---	14.9	153	24.7	20.3	32.7
4. WZMP-F (C)	11/11.1	---	10.7	---	8.9	134	21.6	16.7	22.7
5. WNBW (G/B)	10/10.1	---	3.6	---	9.9	58	9.4	7.2	9.4
6. WTUX-F (AC)	6/ 6.1	---	10.7	---	---	116	18.7	14.8	---
WMOX (C/FS)	6/ 6.1	---	6.0	---	4.0	89	14.4	16.4	13.6
8.									
9.									
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WOKK-F>	1. WOKK-F	1. WOKK-F	1. WALT >
2. WALT	2. WJDQ-F	2. WALT	2. WJDQ-F
WJDQ-F	3. WZMP-F	3. WJDQ-F	3. WZMP-F
4. WMOX	4.	WZMP-F	4. WOKK-F
WZMP-F	5.	5. WTUX-F	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WJDQ-F	1. WOKK-F<	1. WOKK-F<	1. WOKK-F>	1. WOKK-F	1. WALT
2. WALT	2. WJDQ-F	2. WZMP-F	2. WNBW	2. WZMP-F	WOKK-F
3. WZMP-F	WALT <	3. WALT >	3. WMOX	3. WTUX-F	WZMP-F>
WOKK-F	4. WZMP-F	4.	WZMP-F	4.	4. WNBW
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WXI-F	107.5	MAGEE	1.0/6.1
WTUG-F	92.9	TUSCALOOSA	1.0/4.0

RADIO STATIONS

WALT,	910,	5 KW/1 KW	, Black	ABC, \$14.00	(Mc-Guild)	New South
WMOX,	1010,	10 KW/1 KW (DA-2),	Country/FS	UNISTR, \$ 9.00	(Dora)	
WNBW,	1290,	1 KW/100 W	, Gospel/Black	AURN, \$10.00	( --- )	
WJDQ-F,	101.3,	100 KW @ 581	, CHR	UNISTR CBS, \$18.00	(Eastman)	Radio South
WOKK-F,	97.1,	100 KW @ 600	, Country	ABC, \$23.00	(Mc-Guild)	New South
WTUX-F,	102.1,	0.9 KW @ 528	, AC	SMN, \$13.00	(Mc-Guild)	New South
WZMP-F,	95.1,	26 KW @ 607	, Country	MBS, \$13.00	(Banner)	(MARION)

MONROE, LA  
-----

ARB Rank/Pop: 225/116,100  
Market TSL: 21.50 Hours  
Average Person Rating: 15.2

Diaries: 374  
Sample Target: 350  
% Below Line: 3.4  
% Not Listed: 12.4

Retail \$: 1.4 Bil  
FM Share: 89.03%  
Stations: 12.11

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO S94	CUME S93	RATING S92
1. KJLO-F (C)	35/19.8	---	24.7	---	21.7	372	32.0	38.9	35.7
2. KYEA-F (B)	25/14.1	---	14.8	---	21.7	264	22.7	25.4	26.5
3. KLIP-F (AOR)	22/12.4	---	13.2	---	---	187	16.1	20.0	---
4. KMYF-F (C)	14/ 7.9	---	3.3	---	7.8	225	19.4	15.6	23.7
5. KXKZ-F (C)	13/ 7.3	---	6.0	---	8.3	232	20.0	16.7	21.4
KRVV-F (B)	13/ 7.3	---	6.0	---	2.8	193	16.6	13.0	13.0
7. KNOE (ST)	10/ 5.6	---	3.8	---	0.6	82	7.1	6.8	6.1
KNOE-F (CHR/AC)	10/ 5.6	---	7.1	---	12.2	225	19.4	22.7	27.6
9. KMLB (T)	4/ 2.3	---	5.5	---	1.7	94	8.1	10.3	5.2
10.									

12+ AMD

1. KJLO-F
2. KYEA-F
3. KLIP-F
- 4.
- 5.

12+ MID

1. KJLO-F>>
2. KLIP-F
3. KYEA-F
- 4.
- 5.

12+ PMD

1. KJLO-F>
2. KLIP-F
3. KYEA-F
- 4.
- 5.

12+ EVE

1. KYEA-F>
2. KRVV-F
3. KJLO-F
- 4.
- 5.

ADULTS 18-34

1. KJLO-F>
2. KYEA-F
3. KLIP-F
- 4.
- 5.

ADULTS 18-49

1. KJLO-F
2. KLIP-F>
3. KYEA-F
- 4.
- 5.

ADULTS 25-54

1. KLIP-F
- KJLO-F>
3. KYEA-F
4. KMYF-F
- 5.

ADULTS 35+

1. KJLO-F
2. KLIP-F
- KNOE-F
4. KXKZ-F
- 5.

MEN 25-54

1. KLIP-F>>
2. KJLO-F>
- 3.
- 4.
- 5.

WOMEN 25-54

1. KJLO-F>
2. KYEA-F
3. KMYF-F
- KRVV-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KMBS	1310	W. MONROE	0.6/3.9
KXLA	990	RAYVILLE	1.1/2.9
KCTO-F	103.1	COLUMBIA	3.4/7.7

RADIO STATIONS

KMLB,	1440,	5 KW/1 KW	,	Talk	ABC, \$ NA	(Mc-Guild)	New South
KNOE,	540,	5 KW/1 KW	,	Standards	ABC, \$ NA	(Mc-Guild)	
KJLO-F,	104.1,	100 KW @ 1017	,	Country	ABC, \$21.00	(Mc-Guild)	New South
KLIP-F,	105.3,	50 KW @ 492	,	AOR	\$16.00	(Mc-Guild)	New South
KMYF-F,	106.1,	100 KW @ 453	,	Country	ABC, \$14.00	(Banner)	Opus
KNOE-F,	101.9,	100 KW @ 1660	,	CHR/AC	ABC, \$14.00	(Mc-Guild)	
KRVV-F,	100.1,	50 KW @ 492	,	Black	\$10.00	( --- )	(BASTROP)
KXKZ-F,	107.5,	100 KW @ 1066	,	Country	AP, \$11.00	( --- )	(RUSTON)
KYEA-F,	98.3,	50 KW @ 492	,	Black	AURN ABC, \$19.00	(D & R)	

MORGANTOWN - CLARKSBURG - FAIRMONT, WV

ARB Rank/Pop: 179/176,200  
 Market TSL: 21.00 Hours  
 Average Person Rating: 15.8

Diaries: 530  
 Sample Target: 430  
 % Below Line: 6.8  
 % Not Listed: 23.0

Retail \$: 1.5 Bil  
 FM Share: 79.44%  
 Stations: 19/16

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO CUME S94	RATING S93	RATING S92
1. WVAQ-F (CHR)	49/17.6	---	---	---	---	618	35.1	---	---
2. WAJR (C)	25/ 9.0	---	---	---	---	289	16.4	---	---
3. WTUS-F (C)	21/ 7.6	---	---	---	---	275	15.6	---	---
WKKW-F (C)	21/ 7.6	---	---	---	---	365	20.7	---	---
5. WFGM-F (CHR)	18/ 6.5	---	---	---	---	412	23.4	---	---
6. WCLG-F (AOR)	16/ 5.8	---	---	---	---	270	15.3	---	---
7. WBUC-F (C)	12/ 4.3	---	---	---	---	196	11.1	---	---
8.									
9.									
10.									

THIS IS THE FIRST ARBITRON FOR THIS MARKET.

12+ AMD

1. WVAQ-F
2. WAJR
3. WKKW-F
4. WFGM-F
- 5.

12+ MID

1. WVAQ-F>>
2. WTUS-F
3. WFGM-F
- 4.
- 5.

12+ PMD

1. WVAQ-F>>
2. WKKW-F<
3. WAJR
4. WTUS-F
- 5.

12+ EVE

1. WVAQ-F>
2. WAJR
3. WCLG-F
4. WFGM-F
- 5.

ADULTS 18-34

1. WVAQ-F>
2. WCLG-F>
3. WFGM-F
- 4.
- 5.

ADULTS 18-49

1. WVAQ-F>>
2. WCLG-F
3. WFGM-F
4. WTUS-F
- 5.

ADULTS 25-54

1. WVAQ-F>
2. WTUS-F
3. WCLG-F
4. WFGM-F
5. WKKW-F

ADULTS 35+

1. WVAQ-F<
2. WAJR >
3. WKKW-F
4. WTUS-F
- 5.

MEN 25-54

1. WVAQ-F>>
2. WCLG-F
3. WKKW-F
4. WBUC-F
- 5.

WOMEN 25-54

1. WVAQ-F
2. WTUS-F>
3. WFGM-F
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCLG	1300	MORGANTOWN	1.8/6.2
WDCI-F	104.1	BRIDGEPORT	2.9/7.9
WHAR	1340	CLARKSBURG	1.4/3.0
WMMN	920	FAIRMONT	1.8/4.8
WMQC-F	100.9	WESTOVER	1.4/7.0
WOBG-F	105.7	SALEM	1.8/7.7
WPDX	750	CLARKSBURG	0.7/1.8
WPDX-F	104.9	CLARKSBURG	1.4/8.6
WRLF-F	94.3	FAIRMONT	1.8/5.1
WTCS	1490	FAIRMONT	1.1/1.9
WASP-F	94.9	OLIVER, PA	1.1/3.0
WXRFB-F	104.7	PITTSBURGH	1.4/3.5

RADIO STATIONS

WAJR, 1440, 5 KW/500 W (DA-2), Country	UNISTR ABC, \$ NA	( --- )	WV Radio (MORGANTOWN)
WCLG-F, 100.1, 6 KW @ 298, AOR	Source, \$ NA	(Keystone)	(MORGANTOWN)
WFGM-F, 97.9, 32 KW @ 600, CHR	ABC, \$ NA	( --- )	(FAIRMONT)
WKKW-F, 106.5, 50 KW @ 500, Country	UNISTR, \$ NA	(Dome)	WV Radio (CLARKSBURG)
WTUS-F, 102.7, 3.2 KW @ 453, Country	USA, \$ NA	( --- )	(MANNINGTON)
WVAQ-F, 101.9, 50 KW @ 500, CHR	UNISTR ABC, \$ NA	( --- )	WV Radio (MORGANTOWN)

WBUC-F -- See Hagerstown

MORRISTOWN, NJ  
-----

ARB Rank/Pop: 105/359,900  
Market TSL: 21.25 Hours  
Average Person Rating: 16.5

Diaries: 469  
Sample Target: 510  
% Below Line: 74.6  
% Not Listed: 17.1

Retail \$: 4.7 Bil  
FM Share: 76.06%  
Stations: 22/2

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO CUME S94	METRO CUME S93	RATING S92
1. WPLJ-F (CHR)	47/ 7.9	---	9.9	---	4.8	882	24.5	26.0	22.0
2. WNEW-F (AOR)	42/ 7.1	---	2.6	---	5.3	590	16.4	13.4	18.8
3. WCBS-F (O)	37/ 6.2	---	5.9	---	7.6	626	17.4	18.0	17.1
4. WAXQ-F (AOR)	34/ 5.7	---	0.7	---	1.2	453	12.6	5.6	5.0
5. WXRK-F (CL AOR)	33/ 5.5	---	8.0	---	10.0	608	16.9	18.6	21.5
6. WABC (T)	30/ 5.0	---	5.2	---	3.9	511	14.2	14.0	10.8
7. WHTZ-F (CHR)	27/ 4.5	---	5.4	---	4.4	741	20.6	22.2	18.2
WDHA-F (AOR)	27/ 4.5	---	3.8	---	4.4	615	17.1	13.1	14.3
9. WMTR (FS)	22/ 3.7	---	6.7	---	3.6	270	7.5	10.5	5.9
10.									

12+ AMD

1. WXRK-F
2. WPLJ-F
3. WCBS-F
- 4.
- 5.

12+ MID

1. WABC
2. WNEW-F<
3. WPLJ-F<
4. WAXQ-F
- 5.

12+ PMD

1. WPLJ-F
2. WNEW-F
3. WAXQ-F
4. WABC
- 5.

12+ EVE

1. WAXQ-F<
2. WNEW-F<
3. WHTZ-F<
4. WOR
- 5.

ADULTS 18-34

1. WAXQ-F
2. WPLJ-F
3. WNEW-F
4. WDHA-F
- 5.

ADULTS 18-49

1. WPLJ-F
2. WNEW-F
3. WAXQ-F<
4. WXRK-F
5. WDHA-F

ADULTS 25-54

1. WNEW-F
2. WPLJ-F
3. WCBS-F
4. WXRK-F
- 5.

ADULTS 35+

1. WCBS-F
2. WABC
3. WOR
4. WPAT-F
- 5.

MEN 25-54

1. WNEW-F
2. WXRK-F
- WCBS-F
4. WAXQ-F
- 5.

WOMEN 25-54

1. WPLJ-F>
2. WNEW-F
- WLTW-F
- WCBS-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING  
-----

SEE NEW YORK FOR MORE ABOUT THE FOLLOWING:

WCBS	1.8/ 8.0	WOR	4.0/11.0
WFAN	3.0/10.9	WPAT-F	3.7/10.6
WINS	2.2/ 9.8	WPST-F	0.3/ 3.0 (TRENTON)
WKXW-F	0.8/ 5.1 (TRENTON)	WQCD-F	1.5/ 6.3
WLTW-F	4.2/14.8	WQHT-F	1.2/ 6.2
WMXV-F	3.2/13.6	WQXR-F	2.4/ 7.9
		WYNY-F	4.2/11.8

RADIO STATIONS  
-----

WMTR , 1250, 5 KW/1 KW (DA-2), Full Service UNISTR AP, \$35.00 (Katz)  
WDHA-F, 105.5, 1 KW @ 564 , AOR , \$60.00 (Katz) (DOVER)

Other ranked stations - See New York



MYRTLE BEACH, SC

ARB Rank/Pop: 181/174,500  
 Market TSL: 22.50 Hours  
 Average Person Rating: 16.7

Diaries: 438  
 Sample Target: 400  
 % Below Line: 14.8  
 % Not Listed: 15.5

Retail \$: 2.2 Bil  
 FM Share: 93.90%  
 Stations: 22/14

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO CUME S94	METRO CUME S93	RATING S92
1. WGTR-F (C)	34/11.7	---	---	---	---	325	18.6	----	----
2. WJYR-F (SAC)	28/ 9.6	---	9.2	---	14.0	291	16.7	16.4	20.1
3. WYAK-F (C)	22/ 7.6	---	10.0	---	8.5	269	15.4	18.4	17.0
4. WXXM-F (CHR)	21/ 7.2	---	8.1	---	10.2	326	18.7	19.0	24.3
5. WYAV-F (CHR)	19/ 6.5	---	8.5	---	8.5	326	18.7	24.2	23.9
6. WSYN-F (C)	18/ 6.2	---	7.4	---	8.2	263	15.1	16.0	19.6
7. WJXY-F (C)	16/ 5.5	---	5.9	---	6.8	208	11.9	10.9	10.9
8. WKZQ-F (AOR)	11/ 3.8	---	4.1	---	7.2	152	8.7	11.6	18.0
9. WMNX-F (B)	10/ 3.4	---	3.7	---	---	133	7.6	5.0	----
10. WRNN-F (T)	9/ 3.1	---	3.7	---	---	119	6.8	10.0	----

12+ AMD

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

12+ MID

1. WJYR-F
2. WGTR-F
3. WYAK-F
4. WSYN-F<
5. WXXM-F

12+ PMD

1. WGTR-F
2. WJYR-F
3. WYAK-F<
4. WSYN-F
- 5.

12+ EVE

1. WGTR-F
2. WXXM-F>
3. WYAV-F
- 4.
- 5.

ADULTS 18-34

1. WGTR-F
2. WYAV-F>>
3. WXXM-F  
WKZQ-F
- 5.

ADULTS 18-49

1. WGTR-F
2. WYAV-F<
3. WYAK-F
4. WXXM-F
- 5.

ADULTS 25-54

1. WYAK-F<
2. WGTR-F<
3. WYAV-F
4. WSYN-F
- 5.

ADULTS 35+

1. WJYR-F
2. WYAK-F
3. WSYN-F
- 4.
- 5.

MEN 25-54

1. WYAV-F
2. WXXM-F
3. WSYN-F
4. WKZQ-F  
WYAK-F

WOMEN 25-54

1. WYAK-F<
2. WGTR-F>
3. WJYR-F
4. WJXY-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WNMB-F 105.9	N.MYRTLE BEACH	2.4/6.5
WJXY 1050	CONWAY	2.1/3.8
WLSC 1240	LORIS	2.1/3.3
WPJS 1330	CONWAY	1.0/3.0
WVCO-F 94.9	LORIS	1.0/2.9
WEGX-F 92.9	DILLON	1.4/5.8
WEZL-F 103.5	CHARLESTON	1.0/2.3
WHLZ-F 92.5	MANNING	2.1/7.4
WTUA-F 105.9	ST. STEPHENS	1.4/1.4
WWWZ-F 93.3	SUMMERVILLE	3.1/4.9
WXTC-F 96.9	CHARLESTON	1.4/3.2
WZFX-F 99.1	WHITEVILLE	1.0/6.2

RADIO STATIONS

WGTR-F, 107.9,	32 KW @ 607	, Country	, \$20.00 ( --- )	(BUCKSPORT)
WJXY-F, 93.9,	6 KW @ 328	, Country	, \$15.00 ( --- )	(CONWAY)
WJYR-F, 92.1,	50 KW @ 295	, Ez/Soft AC	UNISTR, \$21.00 (Banner)	
WKZQ-F, 101.7,	38 KW @ 558	, AOR	, \$16.00 ( --- )	
WNMB-F, 105.9,	17 KW @ 361	, AC	, \$13.00 (Dora)	Ogden
WRNN-F, 94.5,	3.5 KW @ 426	, Talk	CNN CBS, \$11.00 ( --- )	(MULRS. INLET)
WSYN-F, 106.5,	50 KW @ 328	, Country	, \$16.00 ( --- )	(GEORGETOWN)
WYAK-F, 103.1,	13 KW @ 328	, Country	MBS, \$20.00 (Christal)	Multimarket (SURFSIDE)
WXXM-F, 97.7,	100 KW @ 492	, CHR	, \$14.00 ( --- )	(GEORGETOWN)
WYAV-F, 104.1,	100 KW @ 600	, CHR	, \$17.00 ( --- )	Pinnacle (CONWAY)

NAPLES - MARCO ISLAND, FL

ARB Rank/Pop: 198/149,400  
 Market TSL: 22.50 Hours  
 Average Person Rating: 16.6

Diaries: 384  
 Sample Target: 405  
 % Below Line: 61.3  
 % Not Listed: 18.5

Retail \$: 1.7 Bil  
 FM Share: 88.12%  
 Stations: 14/4

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO CUME S94	RATING S93	RATING S92
1. WCKT-F (C)	35/14.1	11.8	9.8	14.0	8.5	347	23.2	19.1	15.8
2. WIXI-F (ST)	26/10.5	6.5	7.5	12.5	9.5	269	18.0	16.2	19.8
3. WRXK-F (AOR)	20/ 8.1	10.4	10.2	5.7	15.1	303	20.3	22.1	21.8
WNOG-F (N/T)	20/ 8.1	6.1	4.7	3.0	2.5	236	15.8	13.3	6.9
5. WAVV-F (SAC)	19/ 7.7	9.3	11.0	6.8	8.0	241	16.1	21.2	20.5
6. WNOG (N/T)	17/ 6.9	6.5	8.7	11.7	9.0	193	12.9	21.0	16.9
7. WINK-F (AC)	12/ 4.8	6.5	4.7	5.3	6.0	215	14.4	15.3	14.7
8. WCVU-F (SAC)	11/ 4.4	11.1	9.4	9.1	7.0	215	14.4	23.4	20.6
9. WJBX-F (CL AOR)	10/ 4.0	1.8	4.7	3.8	1.0	173	11.6	12.4	4.6
10. WOLZ-F (O)	9/ 3.6	2.5	2.4	1.9	1.5	128	8.6	6.3	5.1
11. WGUF-F (EZ)	8/ 3.2	5.7	5.1	6.0	5.5	134	9.0	13.2	7.1
12.									
13.									
14.									
15.									

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WCKT-F<	1. WCKT-F<	1. WCKT-F	1. WCKT-F
2. WNOG <	2. WIXI-F<	2. WIXI-F	2. WIXI-F
3. WPXK-F	3. WNOG-F	3. WAVV-F<	3. WNOG-F
4. WIXI-F	4. WRXK-F	4. WRXK-F	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WCKT-F	1. WCKT-F>	1. WCKT-F>>	1. WNOG-AF	1. WCKT-F	1. WCKT-F>>
2. WRXK-F>>	2. WRXK-F>	2. WRXK-F	2. WIXI-F	WJBX-F	2. WINK-F
3.	3. WNOG-F	WINK-F	3. WCKT-F	WRXK-F	3. WOLZ-F
4.	WJBX-F	4. WJBX-F	4. WAVV-F	4. WNOG-F	4.
5.	5.	WNOG-F	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WSGL-F	103.1	NAPLES	2.0/8.8
WAFC	590	CLEWISTON	2.8/3.9
WXKB-F	103.7	CAPE CORAL	1.2/7.2

RADIO STATIONS

WNOG,	1270,	5 KW/2.4 KW (DA-N),	Talk	MBS CBS, \$ NA	(Christal)	Palmer
WGUF-F,	92.7,	4 KW @ 328	, EZ	ABC, \$15.00	( --- )	Rowland (MARCO)
WNOG-F,	93.5,	3 KW @ 298	, Talk	CBS MBS, \$25.00	(Christal)	Palmer
WSGL-F,	103.1,	14 KW @ 440	, AC	, \$14.00	(Banner)	Timm

Other stations -- see Ft. Myers

NEW BEDFORD - FALL RIVER, MA

ARB Rank/Pop: 85/427,000  
 Market TSL: 23.50 Hours  
 Average Person Rating: 17.8

Diaries: 585  
 Sample Target: 440  
 % Below Line: 67.3  
 % Not Listed: 10.1

Retail \$: 4.0 Bil  
 FM Share: 79.68%  
 Stations: 38/8

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO CUME S94	RATING S93	RATING S92
1. WHJY-F (AOR)	79/10.4	6.3	8.3	6.0	5.7	914	21.4	20.0	17.6
2. WCTK-F (C)	62/ 8.2	5.1	5.9	7.9	4.6	555	13.0	11.3	11.0
3. WWLI-F (SAC)	58/ 7.6	4.5	3.1	4.4	4.6	585	13.7	10.8	11.6
4. WPRO-F (CHR)	41/ 5.4	5.2	5.6	5.7	6.1	781	18.3	23.9	21.4
5. WBSM (N/T)	28/ 3.7	3.3	4.5	3.8	3.5	303	7.1	7.7	7.3
6. WFHN-F (CHR)	27/ 3.5	5.4	7.5	5.2	6.9	453	10.6	14.7	14.9
7. WWBB-F (O)	25/ 3.3	5.8	3.3	3.1	5.3	470	11.0	11.1	13.3
8. WSNE-F (AC)	24/ 3.2	4.9	4.8	4.2	3.8	547	12.8	14.9	13.6
9.									
10.									

12+ AMD

1. WHJY-F
2. WCTK-F
3. WBSM
4. WWLI-F
- 5.

12+ MID

1. WHJY-F
2. WWLI-F<
3. WCTK-F
- 4.
- 5.

12+ PMD

1. WHJY-F
2. WWLI-F
3. WCTK-F
4. WPRO-F
- 5.

12+ EVE

1. WWKX-F<
2. WHJY-F
3. WWLI-F
4. WBCN-F
- 5.

ADULTS 18-34

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

ADULTS 18-49

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

ADULTS 25-54

1. WHJY-F
2. WWLI-F<
3. WCTK-F
4. WPRO-F
- 5.

ADULTS 35+

1. WCTK-F
2. WWLI-F
3. WBSM
4. WBZ
- 5.

MEN 25-54

1. WHJY-F>
2. WCTK-F>
3. WBCN-F
4. WWLI-F
- 5.

WOMEN 25-54

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WHTB	1400	FALL RIVER	0.8/2.0
WSAR	1480	FALL RIVER	1.4/5.1
WJFD-F	97.3	NEW BEDFORD	0.7/1.8
WNBH	1340	NEW BEDFORD	1.2/4.4
WQRC-F	99.9	BARNSTABLE	1.2/2.5

SEE BOSTON OR PROVIDENCE FOR MORE ABOUT THE FOLLOWING:

WAAF-F	1.7/ 5.0	WHJJ	0.8/ 4.1
WARV	0.4/ 1.8	WJMN-F	2.8/12.0
WBCN-F	3.2/ 8.0	WLKW	1.3/ 4.0
WBCS-F	1.1/ 3.5	WMJX-F	0.8/ 3.0
WBMX-F	1.1/ 4.3	WODS-F	1.7/ 6.1
WBOS-F	0.9/ 3.2	WPLM-F	0.7/ 5.3
WBRU-F	1.8/ 6.9	WPRO	1.6/ 6.4
WBZ	3.0/ 9.4	WRKO	1.6/ 3.8
WCLB-F	1.6/ 3.9	WSSH-F	0.4/ 1.7
WEEI	2.0/ 5.3	WWKX-F	2.6/11.2
WHDH	0.5/ 2.8	WWRX-F	3.2/12.5
WXKS-F	1.2/ 7.7		
WZLX-F	2.4/ 5.1		

RADIO STATIONS

WBSM,	1420,	5 KW/1 KW (DA-1) ,	Talk	TALKNT NBC, \$24.00	(Christal) H & D
WSAR,	1480,	1 KW (DA-1) ,	Talk	ABC, \$15.00	(Banner)
WNBH,	1340,	1 KW ,	Oldies	ABC, \$12.00	(D & R) Hall
WFHN-F,	107.1,	3 KW @ 374 ,	CHR	, \$30.00	(Christal) H & D (FAIRHAVEN)

Other ranked stations -- see Providence in Spring 94 edition

NEW LONDON, CT  
-----

ARB Rank/Pop: 159/211,900  
Market TSL: 20.75 Hours  
Average Person Rating: 15.6

Diaries: 460  
Sample Target: 440  
% Below Line: 32.0  
% Not Listed: 19.6

Retail \$: 2.1 Bil  
FM Share: 85.71%  
Stations: 25/8

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO CUME S94	METRO CUME S93	RATING S92
1. WCTY-F (C)	40/12.1	---	8.6	---	11.6	422	19.9	15.3	20.2
2. WQGN-F (CHR)	39/11.8	---	14.3	---	10.5	667	31.5	30.4	30.8
3. WWRX-F (CL AOR)	33/10.0	---	10.6	---	11.1	528	24.9	29.4	26.7
4. WTYD-F (SAC)	26/ 7.9	---	11.5	---	9.4	375	17.7	22.7	18.3
5. WVVE-F (O)	19/ 5.7	---	2.9	---	3.1	343	16.2	8.7	10.9
6. WXZR-F (AOR)	12/ 3.6	---	---	---	---	193	9.1	---	---
7. WBMW-F (AC)	11/ 3.3	---	4.0	---	3.7	309	14.6	12.4	11.7
8.									
9.									
10.									

12+ AMD

1. WCTY-F
- WQGN-F
- WWRX-F
- 4.
- 5.

12+ MID

1. WWRX-F
- WQGN-F<
- WCTY-F<
- WTYD-F
- 5.

12+ PMD

1. WCTY-F<
- WWRX-F<
- WQGN-F
- 4.
- 5.

12+ EVE

1. WQGN-F>
- WCTY-F
- WWRX-F
- WXZR-F
- 5.

ADULTS 18-34

1. WQGN-F
- WWRX-F>>
- WCTY-F
- WXZR-F
- 5.

ADULTS 18-49

1. WQGN-F<
- WWRX-F>
- WCTY-F
- WVVE-F
- 5.

ADULTS 25-54

1. WWRX-F
- WCTY-F
- WQGN-F
- WTYD-F
- WVVE-F

ADULTS 35+

1. WCTY-F
- WTYD-F
- WVVE-F
- 4.
- 5.

MEN 25-54

1. WWRX-F>>
- WCTY-F
- WQGN-F
- WVVE-F
- 5.

WOMEN 25-54

1. WQGN-F
- WTYD-F<
- WCTY-F<
- WVVE-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING  
-----

WICH	1310	NORWICH	2.4/5.7
WSUB	980	GROTON	1.5/4.4
WILI-F	98.3	WILLIMANTIC	0.6/4.6

SEE PROVIDENCE, HARTFORD, NEW HAVEN OR NEW YORK FOR MORE ABOUT THE FOLLOWING:

WAAF-F	1.8/ 2.8	WKSS-F	3.3/11.1
WABC	0.6/ 2.5	WOR	0.9/ 2.9
WCBS	1.8/ 9.1	WPLR-F	1.2/ 3.5
WCCC-F	0.9/ 3.2	WRCH-F	1.5/ 5.4
WDRC-F	1.8/ 4.6	WTIC	1.5/ 4.3
WFAN	2.7/ 7.8	WTIC-F	0.6/ 4.9
WHCN-F	1.5/ 4.6	WZMX-F	0.6/ 4.2
WKCI-F	0.6/ 5.2		

RADIO STATIONS  
-----

WICH,	1310,	5 KW (DA-2)	, Full Service	, \$ NA	(D & R)	Hall	(NORWICH)
WSUB,	980,	1 KW/72 W	, Talk	ABC, \$ NA	(Eastman)	H & D	(GROTON)
WBMW-F,	106.5,	6 KW @ 298	, AC	, \$ NA	( --- )		(LEDYARD)
WCTY-F,	97.7,	1.9 KW @ 410	, Country	ABC, \$ NA	(D & R)	Hall	(NORWICH)
WQGN-F,	105.5,	3 KW @ 276	, CHR	, \$ NA	(Eastman)	H & D	(GROTON)
WTYD-F,	100.9,	3 KW @ 298	, Soft AC	, \$ NA	(Mc-Guild)		
WVVE-F,	102.3,	3 KW @ 298	, Oldies	AP, \$ NA	(D & R)		(STONINGTON)
WXZR-F,	98.7,	5.5 KW @ 112	, AOR	SMN ABC, \$ NA	( --- )		(EAST LYME)

WWRX-F -- See Providence

NEWBURGH - MIDDLETOWN, NY

ARB Rank/Pop: 142/261,600  
 Market TSL: 23.25 Hours  
 Average Person Rating: 17.8

Diaries: 450  
 Sample Target: 440  
 % Below Line: 67.7  
 % Not Listed: 19.6

Retail \$: 2.4 Bil  
 FM Share: 79.41%  
 Stations: 28/6

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO CUME S94	METRO CUME S93	RATING S92
1. WPDH-F (AOR)	61/13.1	---	6.5	---	8.9	766	29.3	21.9	26.6
2. WHUD-F (SAC)	46/ 9.9	---	10.1	---	10.9	586	22.4	22.3	20.3
3. WSPK-F (CHR)	38/ 8.2	---	16.9	---	14.3	683	26.1	35.5	30.5
4. WRWD-F (C)	34/ 7.3	---	3.8	---	4.9	280	10.7	10.5	9.3
5. WABC (T)	30/ 6.5	---	5.4	---	2.9	434	16.6	12.2	9.4
6. WKOJ-F (AOR)	18/ 3.9	---	2.9	---	6.2	398	15.2	13.5	18.0
7. WFAN (SPRST)	13/ 2.8	---	3.6	---	3.6	264	10.1	10.7	11.4
8. WZAD-F (O)	11/ 2.4	---	0.5	---	0.7	144	5.5	4.3	3.3
WCBS-F (O)	11/ 2.4	---	2.7	---	2.4	215	8.2	9.5	8.2
10. WGNV-F (AC)	10/ 2.2	---	4.1	---	4.5	283	10.8	15.9	12.2

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WPDH-F	1. WPDH-F>	1. WPDH-F	1. WSPK-F>
2. WHUD-F	2. WHUD-F<	2. WHUD-F<	2. WPDH-F
3. WSPK-F	3. WABC	3. WABC <	3. WKOJ-F
4.	4.	4. WRWD-F	4. WRWD-F
5.	5.	5. WSPK-F	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WPDH-F>>	1. WPDH-F>>	1. WPDH-F>	1. WHUD-F>	1. WPDH-F>	1. WHUD-F>
2. WSPK-F	2. WSPK-F	2. WHUD-F	2. WABC	2. WRWD-F	2. WPDH-F
3. WKOJ-F	3. WHUD-F	3. WSPK-F<	3. WRWD-F	3. WSPK-F	3. WSPK-F
4. WRWD-F	4.	4. WRWD-F	4.	4. WHUD-F	4.
5.	5.	5.	5.	5.	5.
6.	6.	6.	6.	6.	6.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WALL 1340	MIDDLETOWN	1.7/ 4.2
WGNV 1200	NEWBURGH	1.7/ 3.1
WTSX-F 96.7	PORT JERVIS	0.9/ 2.9

SEE NEW YORK OR POUGHKEEPSIE FOR MORE ABOUT THE FOLLOWING:

WBNR 0.9/ 4.1	WNEW-F 1.3/ 5.5
WBWZ-F 1.9/ 5.7	WOR 1.1/ 3.0
WCBS 1.9/11.3	WPLJ-F 0.6/ 7.0
WCZX-F 1.5/ 9.9	WQCD-F 0.9/ 3.6
WFME-F 0.4/ 2.4	WQHT-F 0.6/ 4.3
WHTZ-F 1.7/ 8.5	WRKS-F 1.5/ 4.9
WLTW-F 0.6/ 2.4	WXRK-F 1.7/ 6.6
	WYNY-F 0.9/ 4.0

RADIO STATIONS

WALL, 1340, 1 KW	, FS/Talk	UPI	IBN, \$ 22.00 (Banner)	Atlantic Morris	(MIDDLETOWN)
WGNV, 1200, 5 KW/140 W	, Talk	SMN	, \$ 20.00 (Schubert)		(NEWBURGH)
WGNV-F, 103.1, 3 KW @ 276	, AC	CNN	, \$ 27.00 (Schubert)		(NEWBURGH)
WKOJ-F, 92.7, 3 KW @ 318	, AOR		, \$ 29.00 (Banner)	Atlantic Morris	(MIDDLETOWN)
WZAD-F, 97.3, 0.6 KW @ 718	, Oldies	SMN	, \$ 22.00 ( --- )		(WURTSBORO)

Other Ranked Stations - See New York in Spring 1994 edition or Poughkeepsie in this edition.

NORTHWEST MICHIGAN

(Traverse City - Petoskey - Charlevoix)

ARB Rank/Pop: 200/148,500  
 Market TSL: 23.75 Hours  
 Average Person Rating: 17.9

Diaries: 561  
 Sample Target: 440  
 % Below Line: 0.4  
 % Not Listed: 21.8

Retail \$: 1.7 Bil  
 FM Share: 90.38%  
 Stations: 16/15

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO S94	CUME S93	RATING S92
1. WTCM-F (C)	48/18.0	---	21.0	---	20.0	416	28.0	28.6	33.7
2. WKLT-F (AOR)	27/10.2	---	10.5	---	7.2	327	22.0	22.5	19.3
3. WKHQ-F (CHR)	19/ 7.1	---	9.1	---	13.6	346	23.3	26.4	30.6
4. WLXT-F (AC)	17/ 6.4	---	7.3	---	6.0	218	14.7	18.4	15.2
5. WLDR-F (SAC)	16/ 6.0	---	3.8	---	4.7	232	15.6	12.2	12.0
6. WKPK-F (CHR)	12/ 4.5	---	3.1	---	1.7	238	16.0	13.0	12.8
WCCW-F (O)	12/ 4.5	---	4.2	---	3.8	180	12.1	13.0	9.8
WMKC-F (CHR)	12/ 4.5	---	4.9	---	3.4	165	11.1	12.6	7.8
9. WTCM (T)	10/ 3.8	---	7.3	---	6.0	178	12.0	17.6	13.4
WCCW (ST)	10/ 3.8	---	2.1	---	2.1	53	3.6	2.8	2.2
11. WGFN-F (CL AOR)	8/ 3.0	---	1.0	---	0.9	113	7.6	2.9	4.0
12. WGFN-F (CL AOR)	7/ 2.6	---	2.1	---	---	102	6.9	6.2	3.4
13. WAIR-F (O)	5/ 1.9	---	4.9	---	2.6	110	7.4	11.7	8.0
14.									
15.									

12+ AMD

1. WTCM-F>>
2. WKHQ-F
- WKLT-F
4. WLXT-F<
5. WLDR-F

12+ MID

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

12+ PMD

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

12+ EVE

1. WTCM-F
2. WKPK-F>
3. WKLT-F<
4. WKHQ-F
5. WLXT-F

ADULTS 18-34

1. WKLT-F>
2. WTCM-F
3. WGFN-F
- 4.
- 5.

ADULTS 18-49

1. WTCM-F
2. WKLT-F>
3. WKHQ-T
4. WGFN-F
- 5.

ADULTS 25-54

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

ADULTS 35+

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

MEN 25-54

1. WTCM-F
2. WKLT-F>
3. WGFN-F
- 4.
- 5.

WOMEN 25-54

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBCM-F	93.5	BOYNE CITY	0.8/4.0
WKLZ-F	98.9	PETOSKEY	0.8/4.5
WUPS-F	98.5	HOUGHTON LAKE	0.4/3.4

RADIO STATIONS

WCCW,	1310,	5 KW (DAYS)	, Standards	SMN, \$10.00	( --- )	(TRAVERSE C.)
WTCM,	580,	5 KW/1 KW (DA-2)	, Talk	ABC MBS, \$15.00	(Katz)	(TRAVERSE C.)
WAIR-F,	92.5,	100 KW @ 869	, Oldies	ABC, \$10.00	(Banner)	WKLT owner (ATLANTA)
WCCW-F,	107.5,	50 KW @ 492	, Oldies	, \$13.00	( --- )	(TRAVERSE C.)
WGFN-F,	105.1,	100 KW @ 925	, Classic AOR	UNISTR, \$14.00	(Mich.)	(CHEBOYGAN)
WGFN-F,	98.1,	5 KW @ 738	, Classic AOR	UNISTR, \$ NA	(Mich.)	WGFN owner (D) (GLEN ARBOR)
WKHQ-F,	105.9,	100 KW @ 899	, CHR	ABC, \$20.00	(Mc-Guild)	(CHARLEVOIX)
WKLT-F,	97.5,	32 KW @ 617	, AOR	ABC, \$20.00	(Banner)	WAIR owner (KALKASKA)
WKPK-F,	106.7,	100 KW @ 581	, CHR	UNISTR, \$13.00	(Patt)	(GAYLORD)
WLDR-F,	101.9,	100 KW @ 630	, Soft AC	UNISTR, \$14.00	(K & P)	(TRAVERSE C.)
WLXT-F,	96.3,	100 KW @ 981	, AC	, \$16.00	(D & R)	MacDonald (PETOSKEY)
WTCM-F,	103.5,	100 KW @ 991	, Country	ABC, \$25.00	(Katz)	(TRAVERSE C.)
WMKC-F,	102.9,	100 KW @ 1102	, CHR	NBC UNISTR, \$10.00	(Patt)	(ST. IGNACE)

ODESSA - MIDLAND, TX

ARB Rank/Pop: 176/179,400  
 Market TSL 23.00 Hours  
 Average Person Rating: 16.9

Diaries: 556  
 Sample Target: 510  
 % Below Line: 0.0  
 % Not Listed: 9.9

Retail \$: 1.8 Bil  
 FM Share: 80.95%  
 Stations: 17/17

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO CUME S94	METRO CUME S93	METRO CUME S92
1. KGEE-F (C)	47/15.5	15.3	12.6	12.0	12.3	504	28.1	25.8	25.5
2. KNFM-F (C)	36/11.9	14.6	15.1	19.4	19.4	447	24.9	27.2	34.2
3. KBAT-F (AOR)	27/ 8.9	6.5	8.8	7.8	10.3	310	17.3	14.0	16.1
4. KMRK-F (SP)	24/ 7.9	5.1	6.0	3.9	1.3	208	11.6	13.6	4.1
5. KODM-F (AC)	21/ 6.9	4.8	6.7	7.4	7.1	321	17.9	16.4	17.0
6. KMND (ST)	21/ 6.9	10.2	5.6	6.4	2.6	169	9.4	9.5	5.3
7. KQIP-F (O)	18/ 5.9	4.8	3.2	4.6	6.8	298	16.6	11.7	14.9
8. KCHX-F (CHR)	17/ 5.6	9.5	10.5	8.8	9.0	368	20.5	18.1	19.9
9. KOZA (SP)	15/ 5.0	2.4	3.9	5.3	5.2	152	8.5	6.1	6.5
10. KCRS-F (C)	12/ 4.0	3.7	6.0	2.8	3.5	196	10.9	13.2	13.1
11. KCDQ-F (C/AOR)	11/ 3.6	3.4	6.0	5.7	2.9	174	9.7	10.9	7.8
12.									
13.									
14.									
15.									

12+ AMD

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

12+ MID

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

12+ PMD

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

12+ EVE

1. KGEE-F
2. KCHX-F
3. KMRK-F
4. KBAT-F
- 5.

ADULTS 18-34

1. KBAT-F
2. KGEE-F
3. KNFM-F
4. KMRK-F
- 5.

ADULTS 18-49

1. KNFM-F<
2. KGEE-F<
3. KBAT-F
4. KMRK-F
5. KODM-F
6. KQIP-F

ADULTS 25-54

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

ADULTS 35+

1. KGEE-F
2. KNFM-F<
3. KMND-F
4. KQIP-F
- 5.

MEN 25-54

1. KBAT-F
2. KNFM-F
3. KQIP-F
4. KGEE-F
5. KCDQ-F
6. KMND-F

WOMEN 25-54

1. KGEE-F
2. KNFM-F
3. KMRK-F
4. KODM-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCRS	550	MIDLAND	1.7/4.4
KIOL-F	100.3	LAMESA	1.7/6.5
KJBC	1150	MIDLAND	1.0/2.1
KKKK-F	99.1	ODESSA	1.0/4.6
KRIL	1410	ODESSA	0.7/4.4
KWEL	1070	MIDLAND	2.0/3.8

RADIO STATIONS

KMND,	1510,	500 W (DAYS)	, Standards	CNN,	\$11.00	(Banner)	
KOZA,	1230,	1 KW	, Hispanic	, \$13.00	( --- )		
KWEL,	1070,	2.5 KW (DAYS)	, Hispanic	, \$10.00	(Lotus)		
KBAT-F,	93.3,	100 KW @ 440	, AOR	, \$20.00	(Eastman)	KQIP owner (D)	
KCDQ-F,	102.1,	100 KW @ 971	, Country/Classic AOR	, \$11.00	(Christal)	(MONAHANS)	
KCHX-F,	106.7,	100 KW @ 679	, CHR	, \$15.00	( --- )	Sonance	
KCRS-F,	103.3,	100 KW @ 918	, Country	, \$11.00	(Mc-Guild)	Mayer	
KGEE-F,	99.9,	100 KW @ 541	, Country	ABC, \$25.00	(Katz)	(MONAHANS)	
KIOL-F,	100.3,	100 KW @ 800	, Soft AC	, \$ 9.00	( --- )	(LAMESA)	
KKKK-F,	99.1,	100 KW @ 410	, Religion	, \$ 7.00	(Walton)		
KMRK-F,	96.1,	50 KW @ 492	, Hispanic	, \$14.00	( --- )		
KNFM-F,	92.3,	100 KW @ 984	, Country	ABC, \$24.00	(Banner)		
KODM-F,	97.9,	100 KW @ 361	, AC	, \$19.00	(D & R)		
KQIP-F,	96.9,	100 KW @ 420	, Oldies	SMN, \$15.00	(Eastman)	KBAT owner (D)	

OWENSBORO, KY  
-----

ARB Rank/Pop: 255/72,400  
Market TSL: 19.00 Hours  
Average Person Rating: 14.2

Diaries: 333  
Sample Target: 280  
% Below Line: 28.2  
% Not Listed: 22.3

Retail \$: 0.7 Bil  
FM Share: 92.50%  
Stations: 11/5

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO CUME S94	RATING S93	RATING S92
1. WBKR-F (C)	34/33.0	---	36.1	---	37.3	371	51.2	55.8	53.3
2. WSTO-F (CHR)	16/15.5	---	16.7	---	24.5	259	35.8	37.6	44.2
3. WBIO-F (O?)	6/ 5.8	---	---	---	---	109	15.1	----	----
4. WQXQ-F (C)	5/ 4.9	---	---	---	---	90	12.4	----	----
5. WVJS (ST)	4/ 3.9	---	5.6	---	8.2	152	21.0	25.0	23.3
WKDQ-F (C)	4/ 3.9	---	7.4	---	3.6	124	17.1	27.1	13.5
WGBF-F (AOR)	4/ 3.9	---	2.8	---	2.7	62	8.6	8.1	12.5
8.									
9.									
10.									

12+ AMD

1. WBKR-F>>
2. WSTO-F>
3. WVJS
- 4.
- 5.

12+ MID

1. WBKR-F>>>
2. WSTO-F>
3. WOMI
4. WQXQ-F
5. WKDQ-F

12+ PMD

1. WBKR-F>>
2. WSTO-F>>
- 3.
- 4.
- 5.

12+ EVE

1. WBKR-F
2. WSTO-F>>
- 3.
- 4.
- 5.

ADULTS 18-34

1. WBKR-F>>>
2. WSTO-F>>>
3. WQXQ-F
- 4.
- 5.

ADULTS 18-49

1. WBKR-F>>>
2. WSTO-F>
3. WQXQ-F
- 4.
- 5.

ADULTS 25-54

1. WBKR-F>>>
2. WSTO-F>
3. WQXQ-F
4. WBIO-F
- 5.

ADULTS 35+

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

MEN 25-54

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

WOMEN 25-54

1. WBKR-F>>>
2. WQXQ-F
3. WGBF-F
4. WSTO-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WOMI	1490	OWENSBORO	1.9/10.5
WIKY-F	104.1	EVANSVILLE	2.9/12.8
WKTG-F	93.9	MADISONVILLE	1.0/ 7.7
WYNG-F	105.3	EVANSVILLE	1.0/ 3.3

RADIO STATIONS

WOMI,	1490	1 KW	Talk	NBC BRN, \$12.00	(Banner)	Brill
WVJS,	1420,	5 KW/1 KW (DA-2)	Standards	ABC, \$11.00	(Banner)	
WBIO-F,	94.7,	3 KW @ 328	Oldies (?)	SMN ABC, \$13.00	( --- )	Cromwell (PHILPOT)
WQXQ-F,	101.9,	100 KW @ 669	Country	, \$ NA	( --- )	(CENTRAL CITY)

Other ranked stations -- see Evansville in Spring 94 edition





PANAMA CITY, FL  
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ARB Rank/Pop: 230/111,500  
Market TSL: 20.50 Hours  
Average Person Rating: 15.3

Diaries: 329  
Sample Target: 330  
% Below Line: 0.0  
% Not Listed: 10.5

Retail \$: 1.3 Bil  
FM Share: 98.7%  
Stations: 13/13

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO S94	CUME S93	RATING S92
1. WPAP-F (C)	36/21.1	---	19.5	---	28.0	366	32.8	31.7	36.6
2. WTBB-F (AOR)	19/11.1	---	6.1	---	---	217	19.5	15.8	---
3. WILN-F (CHR)	16/ 9.4	---	8.5	---	4.5	268	24.0	20.4	21.0
WEBZ-F (ST)	16/ 9.4	---	---	---	0.6	171	15.3	---	6.4
5. WAKT-F (C)	13/ 7.6	---	6.7	---	---	178	16.0	15.1	---
6. WFSY-F (AC/O)	11/ 6.4	---	8.5	---	10.2	214	19.2	16.4	26.8
7. WPFM-F (CL AOR)	8/ 4.7	---	6.1	---	6.4	147	13.2	16.0	21.7
WRBA-F (AC)	8/ 4.7	---	7.9	---	9.6	173	15.5	14.9	17.2
9. WPBH-F (O)	7/ 4.1	---	1.2	---	3.2	78	7.0	8.4	9.9
10. WDRK-F (AOR)	6/ 3.5	---	7.3	---	11.5	147	13.2	16.4	22.0
WYOO-F (T)	6/ 3.5	---	1.8	---	---	113	10.1	4.1	---
12. WPCF-F (REL)	5/ 2.9	---	3.7	---	0.6	98	8.8	8.9	6.3

12+ AMD

1. WPAP-F>>
2. WTBB-F
3. WAKT-F
4. WEBZ-F
- 5.

12+ MID

1. WPAP-F>
2. WEBZ-F
3. WYOO-F<
4. WAKT-F
- 5.

12+ PMD

1. WPAP-F>
2. WILN-F
3. WTBB-F
4. WEBZ-F
- 5.

12+ EVE

1. WILN-F
2. WPAP-F
3. WTBB-F
- 4.
- 5.

ADULTS 18-34

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

ADULTS 18-49

1. WTBB-F<
2. WPAP-F>
3. WAKT-F
- WFSY-F
- WILN-F

ADULTS 25-54

1. WPAP-F<
2. WTBB-F>
3. WAKT-F
4. WFSY-F
- 5.

ADULTS 35+

1. WPAP-F>
2. WEBZ-F>>
- 3.
- 4.
- 5.

MEN 25-54

1. WTBB-F
2. WPAP-F
3. WAKT-F
4. WPFM-F
- 5.

WOMEN 25-54

1. WPAP-F
2. WFSY-F
- WTBB-F
4. WRBA-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING  
-----

WLTG 1430 PANAMA CITY 1.2/3.0

RADIO STATIONS  
-----

WAKT-F, 105.1,	50 KW @ 335	, Country	, \$13.00	(Christal)	WRBA owner (D)
WDRK-F, 103.5,	100 KW @ 423	, AOR	UNISTR, \$12.00	(Katz)	WPFM owner (D) (CALLAWAY)
WEBZ-F, 99.3,	50 KW @ 492	, Standards	ABC, \$14.00	(Torbet)	Woodfin (MEXICO BEACH)
WFSY-F, 98.5,	100 KW @ 1089	, Oldies/AC	ABC, \$19.00	(Torbet)	Woodfin
WILN-F, 105.9,	50 KW @ 384	, CHR	, \$16.00	(Banner)	WTBB owner (D)
WPAP-F, 92.5,	100 KW @ 1230	, Country	NBC, \$26.00	(Mc-Guild)	Southern
WPBH-F, 94.5,	100 KW @ 991	, Oldies	, \$12.00	( --- )	Southern (PORT ST. JOE)
WPCF-F, 100.1,	8 KW @ 410	, Religion	, \$ NA	( --- )	
WPFM-F, 107.9,	100 KW @ 781	, Classic AOR	UNISTR, \$14.00	(Katz)	WDRK owner (D)
WRBA-F, 95.9,	50 KW @ 282	, AC	UNISTR, \$13.00	(Christal)	WAKT owner (D) (SPRINGFIELD)
WTBB-F, 97.7,	100 KW @ 954	, AOR	, \$17.00	( --- )	WILN owner (D) (BONIFAY)
WYOO-F, 101.3,	5 KW @ 236	, News/Talk	UNISTR CNN, \$11.00	( --- )	(SPRINGFIELD)

PARKERSBURG - MARIETTA, WV - OH

ARB Rank/Pop: 219/125,200  
 Market TSL: 21.75 Hours  
 Average Person Rating: 16.4

Diaries: 445  
 Sample Target: 430  
 % Below Line: 0.5  
 % Not Listed: 14.1

Retail \$: 1.14 Bil  
 FM Share: 87.50%  
 Stations: 12/11

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO S94	CUME S93	RATING S92
1. WNUS-F (C)	35/17.1	---	16.9	---	13.3	413	33.0	29.5	22.5
2. WXIL-F (CHR)	33/16.1	---	16.3	---	18.2	470	37.5	33.7	33.8
3. WXXK-F (C)	29/14.1	---	16.9	---	17.0	394	31.5	28.0	32.8
4. WDMX-F (O)	23/11.2	---	9.6	---	9.1	321	25.6	23.9	21.0
5. WEYQ-F (CHR)	16/ 7.8	---	7.3	---	8.5	280	22.4	19.8	21.2
6. WADC (ST)	10/ 4.9	---	2.8	---	2.4	121	9.7	5.9	7.5
7. WHCM-F (C)	9/ 4.4	---	3.9	---	4.8	139	11.1	9.4	10.7
8. WRZZ-F (AOR)	8/ 3.9	---	3.4	---	2.4	130	10.4	9.6	5.5
9. WKYG (C)	5/ 2.4	---	3.4	---	5.5	79	6.3	8.8	14.3
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WXIL-F	1. WXIL-F	1. WNUS-F	1. WNUS-F<
2. WXXK-F<	2. WNUS-F	2. WXIL-F	2. WXIL-F
3. WNUS-F	3. WXXK-F	3. WXXK-F	3. WXXK-F<
4. WDMX-F	4. WDMX-F	4. WDMX-F	4. WEYQ-F
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WXIL-F>	1. WXIL-F	1. WXIL-F<	1. WNUS-F	1. WDMX-F	1. WXIL-F>
2. WXXK-F	2. WXXK-F	2. WXXK-F	2. WXXK-F	2. WXXK-F>	2. WXXK-F<
3. WNUS-F>	3. WDMX-F	3. WDMX-F	3. WDMX-F	3. WNUS-F	3. WNUS-F<
4. WEYQ-F	4. WNUS-F	4. WNUS-F	4. WXIL-F	4. WXIL-F	4. WDMX-F
5. WRZZ-F	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WLTP	1450	PARKERSBURG	1.5/5.7
WMOA	1490	MARIETTA	2.0/6.6
WRRR-F	93.9	ST. MARY'S, WV	0.5/4.3

RADIO STATIONS

WADC,	1050,	5 KW/143 W	, Standards	UNISTR CBS,	\$ 9.00	(Regional)	
WKYG,	1230,	1 KW (DA-1)	, Country	ABC TALKNT,	\$ 9.00	(Mc-Guild)	Fritz
WMOA,	1490,	1 KW	, EZ	ABC,	\$ 8.00	(Regional)	
WDMX-F,	100.1,	1.7 KW @ 440	, Oldies	SMN,	\$15.00	(K & P)	WNUS owner (D) (VIENNA, WV)
WEYQ-F,	102.1,	25 KW @ 298	, CHR	,	\$12.00	(Katz)	
WHCM-F,	99.1,	11 KW @ 485	, Country	UNISTR,	\$ 9.00	(Regional)	
WNUS-F,	107.1,	2.3 KW @ 371	, Country	,	\$20.00	(Regional)	(BELPRE, OH)
WRZZ-F,	106.1,	6 KW @ 604	, AOR	UNISTR,	\$10.00	(Regional)	(RAVENS., WV)
WXIL-F,	95.1,	50 KW @ 500	, CHR/AC	,	\$22.00	(Katz)	Burbach
WXXK-F,	103.1,	0.7 KW @ 551	, Country	ABC,	\$18.00	(Mc-Guild)	Fritz

POUGHKEEPSIE, NY

ARB/Rank/Pop: 154/222,600  
 Market TSL: 23.50 Hours  
 Average Person Rating: 17.6

Diaries: 447  
 Sample Target: 440  
 % Below Line: 21.7  
 % Not Listed: 18.9

Retail \$: 2.4 Bil  
 FM Share: 84.91%  
 Stations: 23/12

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO S94	CUME S93	RATING S92
1. WPDH-F (AOR)	47/12.0	---	13.7	---	13.7	561	25.2	31.8	32.9
2. WSPK-F (CHR)	45/11.5	---	10.9	---	12.8	621	27.9	27.6	30.1
3. WCZX-F (O)	32/ 8.2	---	8.5	---	5.9	512	23.0	19.4	17.1
4. WHUD-F (SAC)	31/ 7.9	---	6.7	---	10.6	321	14.4	14.6	19.8
5. WRNQ-F (AC)	26/ 6.6	---	3.6	---	8.0	358	16.1	14.4	18.8
WRWD-F (C)	26/ 6.6	---	8.5	---	7.8	276	12.4	14.7	15.9
7. WBWZ-F (AOR)	16/ 4.1	---	5.2	---	---	247	11.1	11.4	---
8. WEOK (FS)	15/ 3.8	---	3.4	---	3.8	191	8.6	11.0	8.6
9.									
10.									

12+ AMD

1. WSPK-F<
2. WPDH-F
3. WHUD-F
4. WCZX-F
- 5.

12+ MID

1. WPDH-F<
2. WSPK-F
3. WRNQ-F
4. WCZX-F
- 5.

12+ PMD

1. WPDH-F
2. WSPK-F
3. WCZX-F
4. WRNQ-F
5. WHUD-F

12+ EVE

1. WSPK-F<
2. WPDH-F
3. WCZX-F
- 4.
- 5.

ADULTS 18-34

1. WPDH-F<
2. WSPK-F>>
3. WBWZ-F
4. WRNQ-F
- 5.

ADULTS 18-49

1. WPDH-F
2. WSPK-F
3. WCZX-F
4. WRNQ-F
- 5.

ADULTS 25-54

1. WPDH-F
2. WCZX-F
3. WSPK-F
4. WRNQ-F
- 5.

ADULTS 35+

1. WHUD-F
2. WCZX-F
3. WRWD-F
- 4.
- 5.

MEN 25-54

1. WPDH-F>>
2. WSPK-F
3. WCZX-F
4. WBWZ-F
- 5.

WOMEN 25-54

1. WCZX-F<
2. WSPK-F
3. WRNQ-F>
4. WHUD-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBNR	1260	BEACON	0.8/ 3.8
WDSP-F	96.9	ARLINGTON	1.5/ 3.4
WDST-F	100.1	WOODSTOCK	1.5/ 7.0
WKIP	1450	POUGHKEEPSIE	2.0/ 4.0
WMJV-F	105.5	PATTERSON	0.8/ 4.6

SEE NEW YORK OR NEWBURGH FOR MORE ABOUT THE FOLLOWING:

WABC	2.6/ 6.4	WHTZ-F	0.5/ 1.8
WBPM-F	1.3/ 8.5	WQCD-F	0.8/ 2.3
WCBS	1.5/ 6.3	WRKS-F	1.8/ 5.1
WCBS-F	1.0/ 3.8	WXRK-F	1.3/ 4.2
WFAN	1.5/10.4		
WGNY-F	1.5/ 3.9		

RADIO STATIONS

WEOK	, 1390,	5 KW/106 W (DA-1),	Full Service	CNN, \$21.00	(Katz)	
WKIP	, 1450,	1 KW (DA-1)	Talk	UNISTR ABC, \$15.00	(Banner)	
WBWZ-F,	93.3,	3 KW @ 328	, AOR	SMN, \$17.00	( --- )	(NEW PALTZ)
WCZX-F,	97.7,	0.3 KW @ 1040	, Oldies	, \$30.00	(Katz)	
WDSP-F,	96.9,	0.5 KW @ 764	, AOR	CBS, \$18.00	(Roslin)	WDST owner (D) (ARLINGTON)
WPDH-F,	101.5,	4.4 KW @ 1538	, AOR	ABC, \$50.00	(Katz)	
WRNQ-F,	92.1,	2.2 KW @ 384	, AC	UNISTR, \$26.00	(Banner)	
WRWD-F,	107.3,	0.3 KW @ 968	, Country	, \$23.00	( --- )	(HIGHLAND)
WSPK-F,	104.7,	7.4 KW @ 1250	, CHR	ABC, \$42.00	(Banner)	Enterprise

WHUD-F -- See New York in Spring 94 edition

RAPID CITY, SD

ARB Rank/Pop: 247/89,900  
 Market TSL: 24.25 Hours  
 Average Person Rating: 18.2

Diaries: 344  
 Sample Target: 290  
 % Below Line: 0.0  
 % Not Listed: 16.5

Retail \$: 1.1 Bil  
 FM Share: 80.29%  
 Stations: 14/14

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO CUME S94	RATING S93	RATING S92
1. KOUT-F (C)	28/17.1	---	---	---	---	278	30.9	----	----
2. KSQY-F (AOR)	26/15.9	---	16.2	---	13.5	223	24.8	24.4	20.4
3. KIQK-F (C)	23/14.0	---	25.0	---	14.3	232	25.8	36.3	23.1
4. KKMK-F (AC)	17/10.4	---	12.5	---	13.5	234	26.0	20.6	24.5
5. KOTA (FS)	10/ 6.1	---	6.6	---	3.8	211	23.5	18.4	18.6
6. KGGG-F (CHR)	8/ 4.9	---	8.8	---	16.5	157	17.5	27.8	35.5
7. KTOQ (ST)	7/ 4.3	---	5.9	---	4.5	117	13.0	10.4	13.1
8. KBHB (C/FS)	5/ 3.0	---	3.7	---	---	69	7.7	5.7	---
9. KEZV-F (EZ)	4/ 2.4	---	2.2	---	0.8	89	9.9	9.0	4.0
10. KKLS (O)	3/ 1.8	---	3.7	---	6.0	118	13.1	15.1	13.1

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KSQY-F<	1. KSQY-F	1. KOUT-F<	1. KOUT-F>
2. KOUT-F	2. KOUT-F	2. KSQY-F>	2. KSQY-F>
3. KIQK-F	3. KIQK-F	3. KIQK-F	3. KIQK-F
4. KOTA	4. KKMK-F<	4. KKMK-F	4. KKMK-F
5.	5. KOTA	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KSQY-F	1. KSQY-F	1. KSQY-F<	1. KIQK-F	1. KSQY-F>>	1. KIQK-F
2. KOUT-F	2. KOUT-F	2. KOUT-F	2. KOUT-F<	2. KOUT-F	2. KOUT-F
3. KKMK-F	3. KIQK-F	KIQK-F>	3. KSQY-F<	3. KIQK-F>	3. KKMK-F>>
4. KIQK-F	4. KKMK-F	4. KKMK-F	4. KOTA	4.	4.
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KRCS-F	93.1	STURGIS	1.2/ 4.7
KIMM	1150	RAPID CITY	1.2/11.2
KLMP-F	97.9	RAPID CITY	0.6/ 5.5
KSLT-F	107.3	SPEARFISH	0.6/ 7.0

RADIO STATIONS

KBHB, 810, 25 KW (DAYS, DA) , FS/C	UNISTR MBS, \$12.00 (K & P)	(STURGIS)
KIMM, 1150, 5 KW/450 W (DA-1), Talk	MBS ABC, \$10.00 (Christal)	T. Ingstad
KKLS, 920, 5 KW/100 W (DA-1), Oldies	UNISTR, \$ 9.00 (Mc-Guild)	So. Minn.
KOTA, 1380, 5 KW (DA-N) , Full Service	CBS MBS, \$13.00 (Katz)	Duhamel
KTOQ, 1340, 1 KW , Standards	NBC UNISTR, \$ 9.00 (K & P)	Tom Brokaw
KEZV-F, 101.1, 100 KW @ 1817 , EZ/Soft AC	CNN, \$10.00 ( --- )	Duhamel (SPEARFISH)
KGGG-F, 100.3, 100 KW @ 449 , CHR	ABC, \$16.00 (Christal)	T. Ingstad
KIQK-F, 104.1, 100 KW @ 515 , Country	, \$19.00 (K & P)	Tom Brokaw
KKMK-F, 93.9, 100 KW @ 656 , AC	CNN UNISTR, \$18.00 (Mc-Guild)	So. Minn.
KOUT-F, 98.7, 100 KW @ 446 , Country	, \$16.00 (Christal)	
KSLT-F, 107.3, 100 KW @ 1702 , Religion	AP, \$ 8.00 ( --- )	(SPEARFISH)
KSQY-F, 95.1, 100 KW @ 1709 , AOR	, \$17.00 (Roslin)	(DEADWOOD)

READING, PA  
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ARB Rank/Pop: 129/292,600  
Market TSL: 23.25 Hours  
Average Person Rating: 17.5

Diaries: 457  
Sample Target: 440  
% Below Line: 46.4  
% Not Listed: 16.8

Retail \$: 3.0 Bil  
FM Share: 76.58%  
Stations: 29/5

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO S94	CUME S93	RATING S92
1. WRFY-F (CHR)	104/20.3	17.9	19.7	17.1	17.4	1170	40.0	37.2	35.2
2. WEEU (FS)	52/10.1	12.4	13.3	9.1	9.6	723	24.7	24.1	18.6
3. WIOV-F (C)	35/ 6.8	9.0	5.0	8.1	9.6	468	16.0	13.2	15.2
4. WYSP-F (CL AOR)	23/ 4.5	4.4	3.8	6.9	8.0	386	13.2	15.2	18.2
5. WRW (ST)	18/ 3.5	4.6	6.8	5.8	4.8	272	9.3	10.3	11.1
6. WBYN-F (REL)	11/ 2.1	1.3	2.8	1.0	2.0	117	4.0	5.4	4.4
7.									
8.									
9.									
10.									

12+ AMD

1. WRFY-F>>
2. WEEU
3. WIOV-F
4. WYSP-F
- 5.

12+ MID

1. WRFY-F>
2. WEEU >>
- 3.
- 4.
- 5.

12+ PMD

1. WRFY-F>>
2. WIOV-F>
3. WRW
4. WEEU
- 5.

12+ EVE

1. WRFY-F>>
2. WEEU
3. WIOV-F
- 4.
- 5.

ADULTS 18-34

1. WRFY-F>>
2. WYSP-F>
- 3.
- 4.
- 5.

ADULTS 18-49

1. WRFY-F>>
2. WYSP-F
3. WIOV-F
- 4.
- 5.

ADULTS 25-54

1. WRFY-F>>
2. WIOV-F
3. WYSP-F
4. WEEU
- 5.

ADULTS 35+

1. WRFY-F<
2. WEEU >
3. WIOV-F
- 4.
- 5.

MEN 25-54

1. WRFY-F>>
2. WYSP-F
3. WEEU
- 4.
- 5.

WOMEN 25-54

1. WRFY-F>>
2. WIOV-F
3. WBEB-F
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING  
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WIOV 1240 READING 0.8/3.5

SEE ALLENTOWN, PHILADELPHIA, LANCASTER OR HARRISBURG FOR MORE ABOUT THE FOLLOWING:

KYW	2.9/10.8	WIP	1.6/ 3.5	WRVV-F	2.5/ 6.0
WAEB	0.6/ 1.9	WJJZ-F	0.6/ 2.1	WUSL-F	2.9/ 7.1
WAEB-F	0.6/ 2.4	WLAN-F	0.8/ 3.9	WWDB-F	2.7/ 6.5
WBEB-F	3.1/ 7.5	WMGK-F	0.6/ 2.9	WWKL-F	0.4/ 2.8
WFLN-F	1.6/ 3.6	WMMR-F	2.1/ 8.7	WXTU-F	2.1/ 6.0
WFMZ-F	2.5/ 4.7	WODE-F	0.6/ 2.2	WYXR-F	1.8/ 7.3
WIOQ-F	1.0/ 4.3	WUOL-F	3.1/ 9.9	WZZO-F	0.4/ 2.7
		WROZ-F	0.6/ 3.0		

RADIO STATIONS  
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WEEU,	850,	1 KW (DA-N)	,	Full Service	ABC, \$24.00	(Mc-Guild)	
WIOV,	1240,	1 KW	,	Country	ABC SMN, \$ NA	(Banner)	Brill
WRW,	1340,	1 KW	,	Standards	SMN, \$15.00	(Katz)	Ragan Henry
WBYN-F,	107.5,	30 KW @ 610	,	Religion	, \$18.00	( --- )	WDAC
WRFY-F,	102.5,	19 KW @ 807	,	CHR	, \$58.00	(Katz)	Ragan Henry (BOYERTOWN)

REDDING, CA

ARB Rank/Pop: 205/134,700  
 Market TSL: 20.00 Hours  
 Average Person Rating: 14.6

Diaries: 398  
 Sample Target: 350  
 % Below Line: 8.7  
 % Not Listed: 17.9

Retail \$: 1.2 Bil  
 FM Share: 81.37%  
 Stations: 11/9

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO CUME S94	RATING S93	RATING S92
1. KNCQ-F (C)	26/13.3	15.9	26.0	16.5	18.8	275	20.4	32.8	27.9
2. KQMS (FS/T)	24/12.2	13.3	11.2	16.5	9.6	288	21.4	21.6	20.1
3. KSHA-F (SAC)	23/11.7	12.3	9.4	10.8	9.6	310	23.0	17.3	20.7
4. KNNN-F (CHR/AC)	20/10.2	6.2	8.5	8.0	8.7	259	19.2	19.3	18.7
5. KEWB-F (C)	16/ 8.2	7.2	11.2	13.7	9.6	205	15.2	26.2	22.0
KZAP-F (CL AOR)	16/ 8.2	5.6	---	---	1.4	226	16.8	----	7.8
7. KFMF-F (AOR)	13/ 6.6	6.7	7.2	9.0	9.1	166	12.3	13.8	11.0
KARZ-F (AC)	13/ 6.6	7.7	3.6	6.1	10.6	225	16.7	9.7	19.5
9.									
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KQMS	1. KSHA-F	1. KNCQ-F<	1. KZAP-F
2. KNCQ-F	2. KQMS <	2. KNNN-F<	2. KEWB-F
3. KSHA-F	3. KNCQ-F	3. KSHA-F	3. KARZ-F
4.	4. KNNN-F	4.	KNCQ-F
5.	5.	5.	KNNN-F

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KFMF-F	1. KNNN-F	1. KSHA-F	1. KNCQ-F	1. KZAP-F	1. KNNN-F
2. KZAP-F	KZAP-F	2. KNCQ-F	2. KQMS <	2. KSHA-F	KSHA-F
3. KNNN-F>	3. KEWB-F	KNNN-F	3. KSHA-F>	3. KNCQ-F	3. KNCQ-F
4.	4.	4. KZAP-F	4.	KQMS	4. KEWB-F
5.	5.	KQMS	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KLXR	1230	REDDING	2.0/3.6
KNRO	600	REDDING	1.0/8.9
KCEZ-F	100.7	CORNING	2.0/9.0

RADIO STATIONS

KLXR,	1230,	1 KW	, Talk	, \$ 9.00	( --- )
KNRO,	600,	1 KW (DA-1)	, Talk	NBC CNN,	\$ 9.00 (Christal)
KqMS,	1400,	1 KW	, FS/Talk	ABC MBS,	\$19.00 (Eastman) Park Lane
KARZ-F,	106.1,	100 KW @ 1968	, AC	, \$17.00	(Christal)
KEWB-F,	94.7,	4 KW @ 1565	, Country	, \$15.00	(D & R) Radio Assoc.
KNCQ-F,	97.3,	28 KW @ 3569	, Country	, \$27.00	(D & R) KZAP owner (D)
KNNN-F,	99.3,	5 KW @ 328	, AC/CHR	, \$17.00	(Katz)
KSHA-F,	104.3,	100 KW @ 1558	, Soft AC	ABC CBS,	\$16.00 (Eastman) Park Lane
KZAP-F,	102.7,	5 KW @ 1414	, AOR/Classic	, \$15.00	(D & R) KNCQ owner (D)

KFMF-F -- See Chico

ROCHESTER, MN

ARB Rank/Pop: 246/ 90,400  
 Market TSL: 20.00 Hours  
 Average Person Rating: 15.0

Diaries: 362  
 Sample Target: 335  
 % Below Line: 3.6  
 % Not Listed: 17.6

Retail \$: 1.1 Bil  
 FM Share: 83.04%  
 Stations: 12/8

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO CUME S94	RATING S93	RATING S92
1. KROC-F (CHR)	24/17.6	---	11.5	---	16.7	304	33.6	33.4	39.2
2. KRCH-F (AOR/CL)	22/16.2	---	10.7	---	14.5	292	32.3	22.0	27.6
3. KROC (FS)	16/11.8	---	10.7	---	6.5	249	27.5	23.8	20.4
4. KYBA-F (SAC)	12/ 8.8	---	6.6	---	---	152	16.8	13.1	----
KNXR-F*(EZ)	12/ 8.8	---	6.6	---	8.7	118	13.1	14.3	15.3
6. KWK-F (C)	10/ 7.4	---	11.5	---	8.0	156	17.3	17.4	21.0
7. KMF-F (C)	9/ 6.6	---	2.5	---	---	130	14.4	10.9	----
8.									
9.									
10.									

\* KNXR-F was determined by Arbitron to have engaged in a special station activity.

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KROC-F	1. KROC-F	1. KROC-F	1. KROC-F>
2. KROC	2. KRCH-F	2. KRCH-F	2. KRCH-F
KRCH-F>	3. KROC	3. KROC	3. KROC
4.	4. KYBA-F	4.	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KROC-F	1. KRCH-F<	1. KRCH-F	1. KROC	1. KRCH-F>	1. KROC-F>
KRCH-F>	2. KROC-F>	2. KROC-F>	2. KNXR-F	2. KROC	2. KRCH-F
3. KMF-F	3. KROC	3. KROC	3. KRCH-F	3. KROC-F	3. KMF-F
4.	4.	4.	4.	4.	KWK-F
5.	5.	5.	5.	5.	KYBA-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KOLM	1520	ROCHESTER	1.5/5.2
KAUS-F	99.9	AUSTIN	0.7/5.3
KQRS-F	92.5	MINNEAPOLIS	1.5/5.8
WCCO	830	MINNEAPOLIS	0.7/7.2
WLTE-F	102.9	MINNEAPOLIS	0.7/3.9

RADIO STATIONS

KOLM, KROC,	1520, 1340,	10 KW (DAYS), 1 KW	, Oldies, Full Service/Talk	MBS UNISTR, \$10.00, ABC, \$16.00	(Mc-Guild) (Torbet)	So. Minn.
KMF-F, KRCH-F, KROC-F,	102.5, 101.7, 106.9,	9 KW @ 528, 39 KW @ 561, 100 KW @ 1109	, Country, AOR/Classic, CHR	, \$11.00, \$19.00, ABC, \$20.00	(D & R) (D & R) (Torbet)	Ingstad (LAKE CITY) Ingstad So. Minn.
KNXR-F, KWK-F, KYBA-F,	97.5, 96.5, 105.3,	100 KW @ 1040, 43 KW @ 528, 50 KW @ 492	, Soft AC/EZ, Country, Soft AC	ABC, \$12.00, UNISTR MBS, \$14.00, ABC, \$15.00	(K & P) (Mc-Guild) ( - - - )	So. Minn. (STEWARTVILLE)



ST. CLOUD, MN

ARB Rank/Pop: 214/129,000  
 Market TSL: 22.00 Hours  
 Average Person Rating: 17.1

Diaries: 467  
 Sample Target: 425  
 % Below Line: 26.8  
 % Not Listed: 19.1

Retail \$: 2.4 Bil  
 FM Share: 67.98%  
 Stations: 22/11

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO CUME S94	RATING S93	RATING S92
1. KCLD-F (CHR)	22/10.0	---	7.7	---	7.7	415	32.2	28.0	25.9
2. WWJO-F (C)	21/ 9.5	---	9.7	---	8.5	299	23.2	24.0	20.7
3. WJON (FS)	19/ 8.6	---	6.3	---	7.7	260	20.2	16.6	19.1
4. WCCO (FS)	17/ 7.7	---	8.0	---	8.1	224	17.4	23.0	15.3
5. KASM (C/FS)	12/ 5.5	---	10.7	---	3.5	123	9.5	10.4	9.1
6. WHMH-F (AOR)	9/ 4.1	---	3.7	---	5.6	194	15.0	15.7	17.1
KQRS-F (AOR)	9/ 4.1	---	2.7	---	2.1	186	14.4	14.7	11.7
KLZZ-F (AOR)	9/ 4.1	---	3.7	---	7.0	160	12.4	15.4	18.0
KKS-R-F (AC)	9/ 4.1	---	4.3	---	6.3	142	11.0	9.4	9.3

10.

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WJON >	1. WWJO-F <	1. KCLD-F	1. KCLD-F
2. WWJO-F <	2. KCLD-F	WWJO-F	2. WWJO-F >
3. KCLD-F <	3. WJON	3. WCCO	WCCO
4. KQRS-F	4.	4.	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KCLD-F	1. KCLD-F	1. KCLD-F	1. WJON <	1. KLZZ-F	1. KKS-R-F
2. WWJO-F >	2. WWJO-F >	KKS-R-F	2. WCCO	KQRS-F	2. KCLD-F
3. KQRS-F	3. KQRS-F	WCCO	3. KASM	WCCO	3. WWJO-F
WHMH-F	4.	4. WWJO-F	4.	4. KCLD-F	KQQL-F
5.	5.	KQQL-F	5.	WJON	WCCO

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KASM-F	105.5	ALBANY	1.8/ 5.3
KMXK-F	94.9	COLD SPRING	2.3/ 8.4
KNSI	1450	ST. CLOUD	2.3/ 4.4
KXSS	1390	WAITE PARK	1.8/ 5.3
KIKV-F	100.7	ALEXANDRIA	0.5/ 5.7
KQIC-F	102.5	WILLMAR	1.4/ 3.6

SEE MINNEAPOLIS FOR MORE ABOUT THE FOLLOWING:

KDWB-F	1.4/ 8.9	KTCZ-F	0.5/ 2.0
KEEY-F	1.4/ 8.3	WBOB-F	3.6/16.0
KQQL-F	3.6/16.4	WLTE-F	1.8/ 5.9
KSTP-F	0.9/ 9.8		

RADIO STATIONS

KASM,	1150,	2.5 KW (DAYS)	, Country/FS	, \$ 8.00 ( --- )	(ALBANY)
WJON,	1240,	1 KW	, Full Service	ABC MBS, \$16.00 ( --- )	
KASM-F,	105.5,	6 KW @ 328	, Oldies	ABC SMN, \$ NA ( --- )	KLZZ-F owner (D) (ALBANY)
KCLD-F,	104.7,	100 KW @ 440	, CHR	, \$23.00 ( --- )	Leighton
KKS-R-F,	96.7,	50 KW @ 453	, AC	UNISTR, \$14.00 ( --- )	(SARTELL)
KLZZ-F,	103.7,	6 KW @ 328	, AOR	, \$13.00 ( --- )	KASM-F owner (D) (WAITE PARK)
WHMH-F,	101.7,	3 KW @ 300	, AOR	Source, \$14.00 ( --- )	(SAUK RAPIDS)
WWJO-F,	98.1,	100 KW @ 984	, Country	ABC, \$21.00 ( --- )	

KQRS-F -- See Minneapolis

SAN ANGELO, TX

ARB Rank/Pop: 253/ 82,000  
 Market TSL: 21.50 Hours  
 Average Person Rating: 15.6

Diaries: 357  
 Sample Target: 335  
 % Below Line: 0.0  
 % Not Listed: 18.0

Retail \$: 0.8 Bil  
 FM Share: 90.47%  
 Stations: 7/7

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO CUME S94	METRO CUME S93	RATING S92
1. KIXY-F (CHR)	29/22.7	---	20.8	---	23.7	311	37.9	37.6	42.3
2. KGKL-F (C)	28/21.9	---	27.7	---	37.4	309	37.7	39.1	46.7
3. KELI-F (AC)	14/10.9	---	14.6	---	14.5	211	25.7	28.3	22.7
4. KSJT-F (SP)	13/10.2	---	6.9	---	2.3	110	13.4	11.2	7.2
5. KDCD-F (C)	11/ 8.6	---	7.7	---	---	186	22.7	12.0	---
6. KXQZ (T)	7/ 5.5	---	3.8	---	1.5	107	13.0	11.9	6.2
7. KGKL (?)	3/ 2.3	---	6.2	---	4.6	92	11.2	14.3	13.2
8.									
9.									
10.									

- 12+ AMD
1. KGKL-F
  - KIXY-F>>
  3. KSJT-F
  - 4.
  - 5.

- 12+ MID
1. KGKL-F<
  2. KIXY-F>>
  3. KXQZ
  - 4.
  - 5.

- 12+ PMD
1. KGKL-F<
  2. KIXY-F>
  3. KDCD-F
  - KELI-F
  - 5.

- 12+ EVE
1. KIXY-F>>
  2. KSJT-F
  3. KELI-F
  4. KGKL-F
  - 5.

ADULTS 18-34

1. KIXY-F>>
2. KGKL-F
3. KDCD-F
- 4.
- 5.

ADULTS 18-49

1. KGKL-F
- KIXY-F>
3. KELI-F
- 4.
- 5.

ADULTS 25-54

1. KGKL-F>>
2. KELI-F
- KIXY-F
4. KSJT-F
- 5.

ADULTS 35+

1. KGKL-F>>
2. KELI-F
- KIXY-F
- KSJT-F
- 5.

MEN 25-54

1. KGKL-F>>
2. KIXY-F
- KSJT-F
- KXQZ
- KDCD-F
- KELI-F

WOMEN 25-54

1. KGKL-F
2. KIXY-F
- KELI-F>
4. KSJT-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

NONE

RADIO STATIONS

KGKL, 960, 5 KW/1 KW (DA-N), ??	ABC, \$ 7.00 (Katz)
KXQZ, 1260, 1 KW/250 W, Talk	UNISTR CNN, \$ 9.00 (Torbet)
KDCD-F, 92.9, 100 KW @ 600, Country	, \$13.00 (Banner)
KELI-F, 98.7, 100 KW @ 1289, AC	UNISTR, \$15.00 (K & P)
KGKL-F, 97.5, 100 KW @ 410, Country	ABC, \$21.00 (Katz)
KIXY-F, 94.7, 100 KW @ 358, CHR	, \$19.00 (Torbet)
KSJT-F, 107.5, 100 KW @ 604, Hispanic	, \$10.00 (Lotus Hisp.)

SAN LUIS OBISPO, CA

ARB Rank/Pop: 168/191,800  
 Market TSL: 20.25 Hours  
 Average Person Rating: 15.2

Diaries: 520  
 Sample Target: 510  
 % Below Line: 11.0  
 % Not Listed: 21.3

Retail \$: 1.6 Bil  
 FM Share: 79.04%  
 Stations: 23/14

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO CUME S94	RATING S93	RATING S92
1. KOTR-F (AOR)	25/ 8.6	---	5.0	---	---	203	10.6	8.9	----
2. KZOZ-F (AOR)	24/ 8.2	---	9.0	---	---	361	18.8	25.0	----
3. KSTT-F (AC)	21/ 7.2	---	8.3	---	---	278	14.5	18.3	----
4. KDDB-F (C)	18/ 6.2	---	5.0	---	---	244	12.7	12.4	----
5. KKJG-F (C)	16/ 5.5	---	6.3	---	---	324	16.9	15.9	----
6. KWSP-F (SAC)	14/ 4.8	---	3.3	---	---	175	9.1	8.2	----
7. KSLY-F (CHR)	13/ 4.5	---	5.3	---	---	326	17.0	16.9	----
KVEC (T)	13/ 4.5	---	3.3	---	---	255	13.3	12.2	----
KWBR-F (AOR)	13/ 4.5	---	4.7	---	---	209	10.9	16.0	----
10. KPRL (T)	11/ 3.8	---	2.3	---	---	159	8.3	6.6	----
11. KIQO-F (C)	10/ 3.4	---	4.3	---	---	224	11.7	16.7	----
12. KGLW (T)	9/ 3.1	---	2.3	---	---	130	6.8	5.5	----

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KSLY-F<	1. KOTR-F<	1. KSTT-F<	1. KOTR-F
2. KZOZ-F<	2. KSTT-F	2. KZOZ-F	2. KZOZ-F
3. KWBR-F	3. KZOZ-F	3. KKJG-F	3. KVEC
KOTR-F	4. KKJG-F	4. KOTR-F	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KZOZ-F	1. KOTR-F<	1. KOTR-F>	1. KWSP-F	1. KOTR-F>>	1. KSTT-F
2. KOTR-F>	2. KZOZ-F>	2. KSTT-F	KVEC	2. KWBR-F	2. KOTR-F>
3. KWBR-F	3. KKJG-F	3. KZOZ-F	3. KSTT-F	KZOZ-F	3. KKJG-F
4. KSLY-F	KSTT-F	4. KKJG-F	4. KDDB-F	4. KIQO-F	KDDB-F
5. KSTT-F	5.	5.	5.	5.	KZOZ-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBAI 1150	MORRO BAY	2.1/6.8
KRQK-F 100.3	LOMPOC	1.4/2.5
KBOX-F 104.1	LOMPOC	0.3/1.9
KCBS-F 93.1	LOS ANGELES	0.3/2.6
KGDP 660	ORCUTT	1.7/2.6
KHTY-F 97.5	SANTA BARBARA	1.7/6.7
KIWI-F 92.1	BAKERSFIELD	0.3/1.7
KRUZ-F 103.3	SANTA BARBARA	1.7/5.1
KSMA 1240	SANTA MARIA	0.3/1.7
KSNI-F 102.5	SANTA MARIA	3.1/6.4
KUHL 1440	SANTA MARIA	1.4/3.6

RADIO STATIONS

KGLW, 1340, 1 KW	, Talk	TALKNT ABC, \$ NA	( --- )	
KPRL, 1230, 1 KW	, Talk	CBS ABC, \$ NA	(D & R)	(PASO ROBLES)
KVEC, 920, 1 KW/500 W	, Talk	CNN ABC, \$ NA	( --- )	
KDDB-F, 92.5, 4.4 KW @ 1535	, Country	Source, \$ NA	(D & R)	(PASO ROBLES)
KIQO-F, 104.5, 5.6 KW @ 1401	, Country	SMN, \$ NA	( --- )	(ATSCADERO)
KKJG-F, 98.1, 3.6 KW @ 1624	, Country	, \$ NA	(D & R)	
KOTR-F, 94.9, 25 KW @ 328	, AOR	, \$ NA	( --- )	(CAMBRIA)
KSLY-F, 96.1, 5.6 KW @ 1410	, CHR	, \$ NA	(Katz)	
KSTT-F, 101.3, 3.4 KW @ 1686	, AC	, \$ NA	( --- )	(LOS OSOS)
KWBR-F, 95.3, 4.2 KW @ 390	, AOR	, \$ NA	(Eastman)	(PISMO BCH)
KWSP-F, 106.1, 1 KW @ 1466	, Soft AC	, \$ NA	( --- )	(S.MARGARITA)
KZOZ-F, 93.3, 30 KW @ 1430	, AOR	Source, \$ NA	(Christal)	Amer. General

SANTA BARBARA, CA

ARB Rank/Pop: 182/169,900  
 Market TSL: 21.25 Hours  
 Average Person Rating: 15.9

Diaries: 391  
 Sample Target: 410  
 % Below Line: 15.2  
 % Not Listed: 25.9

Retail \$: 1.6 Bil  
 FM Share: 73.50%  
 Stations: 21/12

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO CUME S94	RATING S93	RATING S92
1. KMGQ-F (AC)	24/ 8.9	4.5	4.2	5.5	6.8	314	18.5	13.9	15.7
2. KTYD-F (AOR)	20/ 7.4	8.6	7.2	8.4	10.2	370	21.8	24.6	25.9
3. KHTY-F (CHR)	16/ 5.9	4.5	8.3	6.2	5.7	275	16.2	19.1	19.7
KRUZ-F (SAC)	16/ 5.9	8.2	6.0	6.6	6.1	275	16.2	14.2	14.5
5. KJEE-F (AOR)	15/ 5.6	---	---	---	---	139	8.2	---	---
KTMS (N/T)	15/ 5.6	6.6	6.8	5.5	6.8	224	13.2	15.0	18.4
KSBL-F (AC)	15/ 5.6	8.2	7.2	6.2	7.2	265	15.6	19.3	18.2
8. KDB -F (CL)	13/ 4.8	6.6	3.4	5.1	5.7	206	12.1	11.5	11.1
9. KSPE (SP)	12/ 4.4	2.1	4.5	4.4	6.1	148	8.7	8.7	8.2
10. KCQR-F (AOR)	8/ 3.0	3.7	3.4	5.1	5.7	240	14.1	13.4	17.5

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KMGQ-F<	1. KTYD-F<	1. KSBL-F	1. KHTY-F>
2. KTMS <	2. KSBL-F	KTYD-F	2. KMGQ-F
3. KTYD-F>	3. KRUZ-F	KRUZ-F<	3. KJEE-F
4. KHTY-F	KMGQ-F	4. KMGQ-F	4. KDB -F
5.	5. KDB -F	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-49	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KJEE-F	1. KMGQ-F<	1. KMGQ-F>	1. KTMS	1. KTYD-F>	1. KMGQ-F>
2. KTYD-F	2. KTYD-F	2. KTYD-F	KRUZ-F<	2. KJEE-F	2. KSBL-F>
3. KMGQ-F	3. KJEE-F	3. KSBL-F	3. KMGQ-F<	3. KCQR-F	3. KTYD-F
4. KHTY-F	4. KHTY-F	4. KHTY-F	4. KDB -F	KHTY-F	KHTY-F
5.	KSBL-F	5.	5.	KMGQ-F	KSPE

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KIST	1340	SANTA BARBARA	1.5/ 4.9
KQSB	990	SANTA BARBARA	1.4/ 3.1

SEE LOS ANGELES OR OXNARD FOR MORE ABOUT THE FOLLOWING:

KBBY-F	0.4/ 2.7	KLOS-F	1.5/ 7.5
KCAQ-F	2.2/ 9.1	KNX	2.2/13.6
KFI	3.0/ 7.2	KTRO	2.2/ 5.4
KHAY-F	1.9/ 8.1	XTRA	0.4/ 2.8
KKBT-F	1.5/ 4.5		

RADIO STATIONS

KIST,	1340,	1 KW	Standards	SMN,	\$11.00	(Eastman)
KSPE,	1490,	1 KW	Hispanic	,	\$16.00	(Lotus)
KTMS,	1250,	2.5 KW/1 KW (DA-1),	Talk	CNN ABC,	\$26.00	(Katz)
KCQR-F,	94.5,	0.9 KW @ 2949,	AOR	,	\$21.00	(Banner)
KDB -F,	93.7,	13 KW @ 869,	Classical	,	\$32.00	(CMBS)
KHTY-F,	97.5,	18 KW @ 2919,	CHR	ABC,	\$24.00	(Katz)
KJEE-F,	92.9,	0.8 KW @ 886,	AOR	,	\$20.00	( --- )
KMGQ-F,	106.3,	0.4 KW @ 869,	AC	,	\$32.00	(Eastman)
KRUZ-F,	103.3,	105 KW @ 2978,	Soft AC	,	\$38.00	(Katz)
KSBL-F,	101.7,	0.3 KW @ 810,	AC	UNISTR,	\$31.00	(Katz)
KTYD-F,	99.9,	34 KW @ 1279,	AOR	,	\$40.00	(Mc-Guild)

SANTA FE, NM

ARB Rank/Pop: 237/102,800  
 Market TSL: 24.75 Hours  
 Average Person Rating: 18.7

Diaries: 361  
 Sample Target: 345  
 % Below Line: 49.5  
 % Not Listed: 20.3

Retail \$: 1.1 Bil  
 FM Share: 84.31%  
 Stations: 25/12

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO CUME S94	METRO CUME S93	METRO CUME S92
1. KBOM-F (O)	11/5.7	---	3.3	---	4.0	160	15.6	11.3	7.1
KKSS-F (CHR)	11/5.7	---	4.9	---	5.1	170	16.5	15.0	13.3
3. KLSK-F (CL AOR)	10/5.2	---	8.2	---	4.5	187	18.2	22.2	21.6
4. KSWV (SP)	9/4.7	---	5.5	---	3.4	56	5.4	5.0	3.5
KHFM-F (CL)	9/4.7	---	4.9	---	6.8	152	14.8	11.3	16.6
KMGA-F (AC)	9/4.7	---	4.9	---	3.4	161	15.7	13.5	11.3
KOLT-F (C)	9/4.7	---	5.5	---	9.1	105	10.2	14.0	19.6
KRST-F (C)	9/4.7	---	2.7	---	6.8	142	13.8	13.2	18.3
KZRR-F (AOR)	9/4.7	---	4.9	---	2.3	138	13.4	13.3	10.7
10. KIOT-F (AOR-P)	8/4.2	---	5.5	---	2.8	138	13.4	12.7	9.8
KKOB-F (AC)	8/4.2	---	3.8	---	1.1	138	13.4	13.9	9.8
12. KNYN-F (C)	7/3.6	---	3.3	---	4.5	144	14.0	12.6	14.0
KTMN-F (AOR)	7/3.6	---	1.6	---	1.1	134	13.0	8.4	9.2
14.									
15.									

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KKOB-F	1. KOLT-F	1. KKSS-F	1. KKSS-F<
KOLT-F	2. KKOB <	KLSK-F	2. KHFM-F>
3. KZRR-F	3. KZRR-F	KMGA-F	3. KIOT-F
4. KMGA-F	4. KBOM-F	4. KTMN-F	KKOB-F
5.	KHFM-F	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KOLT-F	1. KBOM-F	1. KLSK-F	1. KSWV	1. KZSS-F	1. KMGA-F
2. KLSK-F	KIOT-F	KMGA-F	2. KHFM-F	2. KIOT-F	2. KBOM-F
3. KZRQ-F	KLSK-F	KOIT-F	3. KBOM-F	KSWV	KOLT-F
4. KIOT-F	KMGA-F	4. KBOM-F	4. KNYN-F	KTMN-F	KRST-F
5.	KZSS-F	KIOT-F	5.	KLSK-F	5.
		KRST-F			

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBAC-F 98.1	LAS VEGAS	1.0/ 4.5
KDCE 950	ESPAÑOLA	1.6/ 4.1
KOYT-F 102.5	LOS LUNAS	0.5/ 1.0
KNLA-F 101.1	WHITE ROCK	1.6/10.8
KRSN 1490	LOS ALAMOS	0.5/ 3.2
KTRC 1400	SANTA FE	2.1/ 6.4
KVSF 1260	SANTA FE	1.0/ 4.1

SEE ALBUQUERQUE FOR MORE ABOUT THESE STATIONS:

KAMX-F 1.0/ 6.3	KKOB 2.6/10.8
KASY-F 2.6/ 7.2	KZRQ-F 3.1/12.9
KKJY-F 1.6/ 7.3	

RADIO STATIONS

KDCE, 950, 4.2 KW/80W	, Hispanic	CNN UNISTR, \$10.00 (Lotus)	(ESPAÑOLA)
KSWV, 810, 5 KW (DAYS)	, Hispanic	, \$13.00 (Caballero)	
KVSF, 1260, 5 KW/1 KW	, Talk	ABC, \$10.00 ( --- )	
KBOM-F, 106.7, 15 KW @ 1948	, Oldies	UNISTR, \$17.00 (K & P)	(LOS ALAMOS)
KIOT-F, 102.3, 9 KW @ 538	, AOR-P	, \$19.00 ( --- )	(ESPAÑOLA)
KNYN-F, 95.5, 19 KW @ 1850	, Country	MBS UNISTR, \$15.00 ( --- )	
KTMN-F, 98.5, 94 KW @ 1781	, AOR	SMN, \$13.00 ( --- )	(LOS ALAMOS)

Other ranked stations -- see Albuquerque

KTRC (1400, 1 KW) went silent in August, 1994

SIOUX CITY, IA

ARB Rank/Pop: 244/95,000  
 Market TSL: 21.75 Hours  
 Average Person Rating: 16.5

Diaries: 480  
 Sample Target: 370  
 % Below Line: 1.9  
 % Not Listed: 14.6

Retail \$: 1.03 Bil  
 FM Share: 80.60%  
 Stations: 9/8

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO CUME S94	METRO CUME S93	RATING S92
1. KSUX-F (C)	38/24.2	---	22.4	---	19.1	368	38.7	35.8	30.9
2. KGLI-F (CHR)	25/15.9	---	16.8	---	14.6	299	31.5	29.6	36.1
3. KSEZ-F (AOR)	24/15.3	---	16.1	---	11.5	219	23.1	27.6	25.3
4. KSCJ (T)	18/11.5	---	14.7	---	12.1	220	23.2	26.8	23.8
5. WNAX-F (O)	11/ 7.0	---	4.9	---	7.0	181	19.1	14.3	16.8
6. KKMA-F (AC)	9/ 5.7	---	5.6	---	7.0	148	15.6	13.5	17.5
7. KMNS (C)	5/ 3.2	---	3.5	---	3.8	120	12.6	13.0	14.6
8.									
9.									
10.									

12+ AMD

1. KSUX-F>>
2. KGLI-F  
KSCJ
4. KSEZ-F
- 5.

12+ MID

1. KSUX-F>
2. KSEZ-F
3. KSCJ <
4. KGLI-F
- 5.

12+ PMD

1. KSUX-F>
2. KSEZ-F>
3. KGLI-F
- 4.
- 5.

12+ EVE

1. KSUX-F
2. KGLI-F>
3. KSEZ-F
- 4.
- 5.

ADULTS 18-34

1. KSEZ-F
2. KSUX-F>>
3. KGLI-F>
- 4.
- 5.

ADULTS 18-49

1. KSUX-F
2. KSEZ-F>
3. KGLI-F
- 4.
- 5.

ADULTS 25-54

1. KSUX-F>>
2. KSEZ-F
3. KGLI-F
- 4.
- 5.

ADULTS 35+

1. KSUX-F
2. KSCJ >
3. KGLI-F  
WNAX-F
- 5.

MEN 25-54

1. KSUX-F
2. KSEZ-F>>
3. KSCJ
4. KGLI-F
- 5.

WOMEN 25-54

1. KSUX-F>>
2. KGLI-F>
3. KSEZ-F
4. WNAX-F  
KKMA-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KTFC-F	103.3	SIOUX CITY	0.6/2.9
WNAX	570	YANKTON	1.9/6.0

RADIO STATIONS

KMNS,	620,	1 KW	, Country	SMN ABC,	\$ NA	(Christal)
KSCJ,	1360,	5 KW	, Talk	CNN NBC,	\$ NA	(K & P)
KGLI-F,	95.5,	100 KW @	899	ABC,	\$ NA	(Torbet)
KKMA-F,	99.9,	100 KW @	790	UNISTR AP,	\$ NA	(Roslin)
KSEZ-F,	97.9,	100 KW @	259	Source NBC,	\$ NA	(Christal)
KSUX-F,	105.7,	100 KW @	462	, \$ NA	(K & P)	(WINNEBAGO)
WNAX-F,	104.1,	100 KW @	981	UNISTR,	\$ NA	(Banner) Park (YANKTON)

SPRINGFIELD, IL

ARB Rank/Pop: 190/160,200  
 Market TSL: 21.0 Hours  
 Average Person Rating: 15.9

Diaries: 532  
 Sample Target: 475  
 % Below Line: 2.0  
 % Not Listed: 18.0

Retail \$: 1.6 Bil  
 FM Share: 78.95%  
 Stations: 14/11

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO S94	CUME S93	RATING S92
1. WFMB-F (C)	40/15.7	---	13.2	---	12.8	407	25.4	24.9	21.1
2. WQQL-F (O)	27/10.6	---	4.0	---	8.1	376	23.5	11.9	13.1
WDBR-F (CHR)	27/10.6	---	7.0	---	12.8	413	25.8	26.4	30.2
4. WNNS-F (SAC)	24/ 9.4	---	13.6	---	10.5	388	24.2	26.1	25.2
WQLZ-F (AOR)	24/ 9.4	---	5.5	---	---	293	18.3	10.5	----
6. WTAX (FS)	22/ 8.6	---	11.0	---	10.1	288	18.0	25.1	17.7
7. WMAY (C/T)	16/ 6.3	---	5.9	---	4.3	203	12.7	12.8	10.2
8. WYMG-F (AOR)	15/ 5.9	---	15.1	---	19.0	354	22.1	33.7	29.0
9.									
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WFMB-F	1. WFMB-F	1. WFMB-F	1. WDBR-F
2. WNNS-F<	2. WQQL-F	2. WQQL-F<	2. WQLZ-F
3. WTAX	3. WDBR-F<	3. WNNS-F	3. WFMB-F
4. WDBR-F<	4. WNNS-F	WDBR-F	4. WQQL-F
5. WMAY	5.	5.	WTAX

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WQLZ-F	1. WQLZ-F<	1. WQQL-F	1. WFMB-F	1. WQQL-F<	1. WNNS-F
2. WDBR-F>	2. WQQL-F	2. WFMB-F	2. WQQL-F	2. WFMB-F	WQQL-F
3. WFMB-F	WFMB-F	3. WNNS-F	3. WTAX	3. WQLZ-F	3. WFMB-F
4. WNNS-F	4. WDBR-F	4. WQLZ-F	4.	4. WDBR-F	4. WQLZ-F
5.	WNNS-F	5.	5.	WNNS-F	5.
				WYMG-F	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCVS-F	96.7	VIRDEN	1.2/ 5.3
WFMB	1450	SPRINGFIELD	0.4/ 3.3
WLUJ-F	97.7	PETERSBURG	2.0/ 7.6
KMOX	1120	ST. LOUIS	1.2/ 5.6
WGN	720	CHICAGO	0.4/ 2.3
WLS	890	CHICAGO	0.4/ 1.9

RADIO STATIONS

WMAY,	970,	1 KW/500 W (DA-2),	Talk/Country	NBC CNN,	\$16.00	(Eastman)	Midwest Family
WTAX,	1240,	1 KW	Full Service	CBS MBS,	\$20.00	(Christal)	Central States
WCVS-F,	96.7,	6 KW @ 328 ,	Oldies	,	\$10.00	(Mc-Guild)	Neuhoff (VIRDEN)
WDBR-F,	103.7,	50 KW @ 298 ,	CHR	,	\$25.00	(Christal)	Central States
WFMB-F,	104.5,	43 KW @ 430 ,	Country	ABC,	\$30.00	(Mc-Guild)	Neuhoff
WNNS-F,	98.7,	50 KW @ 469 ,	Soft AC	,	\$22.00	(Eastman)	Midwest Family
WQLZ-F,	92.7,	12 KW @ 482 ,	AOR	UNISTR CNN,	\$17.00	(Eastman)	Midwest Family (TAYLORVILLE)
WQQL-F,	101.9,	50 KW @ 276 ,	Oldies	,	\$18.00	(Katz)	Saga
WYMG-F,	100.5,	50 KW @ 492 ,	AOR	,	\$24.00	(Katz)	Saga (JACKSONVILLE)

STAMFORD - NORWALK, CT

ARB Rank/Pop: 136/277,800  
 Market TSL: 20.25 Hours  
 Average Person Rating: 15.4

Diaries: 504  
 Sample Target: 510  
 % Below Line: 60.4  
 % Not Listed: 19.1

Retail \$: 3.5 Bil  
 FM Share: 70.61%  
 Stations: 31/6

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO CUME S94	RATING S93	RATING S92
1. WEBE-F (AC)	25/5.8	4.1	6.3	5.6	3.8	450	16.2	17.1	13.9
WFAN (SPRTS)	25/5.8	6.9	4.2	4.1	4.4	531	19.1	14.4	15.3
3. WCBS (N)	24/5.6	5.0	5.9	7.0	5.7	714	25.7	21.8	21.2
4. WEZN-F (SAC)	22/5.1	3.0	5.3	5.0	5.5	400	14.4	15.0	12.7
WHTZ-F (CHR)	22/5.1	4.8	4.2	5.0	4.9	475	17.1	16.3	17.7
6. WEFX-F (CL AOR)	19/4.4	3.2	3.7	4.3	5.9	417	15.0	16.7	16.9
7. WKHL-F (O)	18/4.2	3.5	3.7	1.1	1.3	328	11.8	12.5	5.2
8. WSTC (T)	11/2.6	4.8	4.4	3.4	5.5	244	8.8	10.9	13.2
WNKL (FS)	8/1.9	3.5	4.6	5.4	2.1	178	6.4	8.5	8.0

12+ AMD

1. WFAN <
2. WXRK-F
3. WCBS
4. WEZN-F
- 5.
- 6.

12+ MID

1. WEBE-F
2. WEZN-F
3. WEFX-F
4. WKHL-F
- 5.
- 6.

12+ PMD

1. WEBE-F
2. WHTZ-F
3. WEFX-F<
4. WKHL-F
- 5.
- 6.

12+ EVE

1. WHTZ-F>
2. WEFX-F
3. WQHT-F
4. WEBE-F
- 5.
- 6.

ADULTS 18-34

1. WEBE-F
2. WEFX-F
- WHTZ-F
- WXRK-F
5. WFAN

ADULTS 18-49

1. WEBE-F
2. WFAN
3. WEFX-F<
4. WXRK-F
- 5.

ADULTS 25-54

1. WEBE-F<
2. WFAN >
3. WKHL-F
- WXRK-F
- 5.

ADULTS 35+

1. WCBS
2. WEZN-F
3. WFAN
4. WQXR-F
- 5.

MEN 25-54

1. WFAN >
2. WXRK-F
- WYNY-F
4. WEFX-F
5. WEBE-F

WOMEN 25-54

1. WEBE-F
2. WEZN-F
3. WKHL-F
4. WHTZ-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGCH 1490 GREENWICH 1.6/5.7

SEE NEW YORK, BRIDGEPORT OR NEW HAVEN FOR MORE ABOUT THE FOLLOWING STATIONS:

WABC 2.8/ 7.4	WMXV-F 0.9/ 4.4	WQHT-F 1.9/ 7.8
WAXQ-F 2.3/ 7.6	WNEW-F 1.4/ 5.9	WQXR-F 3.3/ 6.1
WBLS-F 1.2/ 5.8	WOR 2.3/ 5.5	WRKI-F 0.5/ 4.3
WCBS-F 1.2/ 7.0	WPLJ-F 1.6/ 7.8	WRKS-F 3.3/ 9.4
WDRE-F 3.3/ 6.6	WPLR-F 0.5/ 2.7	WSKQ-F 1.4/ 2.5
WINS 0.7/ 6.2	WQCD-F 1.9/ 8.0	WXRK-F 3.7/11.2
WLTW-F 0.7/ 4.0	WQEW 0.5/ 2.2	WYNY-F 3.5/ 8.6

RADIO STATIONS

WGCH, 1490, 1 KW	, Full Service	UNISTR AP, \$22.00 (Roslin)	
WNLK, 1350, 1 KW/500 W (DA-N)	, Full Service	UNISTR ABC, \$23.00 (Eastman)	CRB
WSTC, 1400, 1 KW	, Talk	ABC, \$40.00 (MMR)	
WKHL-F, 96.7, 3 KW @ 328	, Oldies	, \$45.00 (MMR)	

Other Ranked Stations -- See New York or Bridgeport in Spring 94 Edition



STATE COLLEGE, PA

ARB Rank/Pop: 232/111,000  
 Market TSL: 19.50 Hours  
 Average Person Rating: 14.1

Diaries: 326  
 Sample Target: 320  
 % Below Line: 22.3  
 % Not Listed: 31.2

Retail \$: 1.0 Bil  
 FM Share: 87.96%  
 Stations: 10/6

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO CUME S94	RATING S93	RATING S92
1. WZWW-F (AC)	26/16.6	---	9.9	---	10.7	347	31.3	26.4	26.0
2. WFGY-F (C)	22/14.0	---	23.1	---	23.6	301	27.1	31.9	33.0
3. WQWK-F (AOR)	17/10.8	---	11.0	---	10.1	346	31.2	29.0	28.7
4. WBHV-F (CHR)	16/10.2	---	12.1	---	17.4	282	25.4	27.8	36.8
5. WRSC (FS)	10/ 6.4	---	9.9	---	7.9	188	16.9	20.8	20.7
6. WGMR-F (O)	8/ 5.1	---	3.3	---	---	175	15.8	11.5	----
7.									
8.									
9.									
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WZWW-F<	1. WZWW-F>	1. WZWW-F	1. WBHV-F
2. WFGY-F>	2. WFGY-F	2. WQWK-F<	2. WQWK-F
3. WQWK-F	3. WQWK-F	3. WFGY-F<	WFGY-F<
4. WRSC	4.	4. WBHV-F	4. WZWW-F
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WQWK-F	1. WZWW-F	1. WZWW-F	1. WFGY-F	1. WFGY-F<	1. WZWW-F>
2. WZWW-F<	2. WFGY-F	2. WFGY-F>>	2. WZWW-F>	2. WZWW-F>	2. WFGY-F>
3. WBHV-F	WQWK-F	3.	3. WRSC	3. WGMR-F	3. WQWK-F
WFGY-F	4. WBHV-F	4.	4.	4. WRSC	4.
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WMAJ	1450	STATE COLLEGE	1.9/11.1
WPHB-F	105.9	PHILIPSBURG	0.6/ 3.7
WFGI-F	94.5	STATE COLLEGE	2.5/ 5.3
WPRR-F	100.1	ALTOONA	0.6/10.6

RADIO STATIONS

WMAJ,	1450,	1 KW	,	Talk	CBS SUN,	\$10.00	( --- )	Burbach
WRSC,	1390,	2.5 KW/1 KW (DA-1),		Full Service	MBS ABC,	\$20.00	(Dome)	Telemidia
WBHV-F,	103.1,	3 KW @ -53	,	CHR	,	\$21.00	(Katz)	Burbach
WQWK-F,	97.1,	3 KW @ 403	,	AOR	,	\$28.00	(Torbet)	Telemidia
WZWW-F,	95.3,	3 KW @ 581	,	AC	UNISTR,	\$31.00	( --- )	(UNIV. PARK)
WGMR-F,	101.1,	9 KW @ 1170	,	Oldies	SMN MBS,	\$14.00	(Dome)	(BELLAFONTE)
								(TYRONE)

WFGY-F -- see Altoona in Spring 94 edition

TEXARKANA, TX-AR

ARB Rank/Pop: 239/ 99,400  
 Market TSL: 23.00 Hours  
 Average Person Rating: 16.6

Diaries: 334  
 Sample Target: 310  
 % Below Line: 10.3  
 % Not Listed: 21.2

Retail \$: 1.0 Bil  
 FM Share: 94.62%  
 Stations: 13/10

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO S94	CUME S93	RATING S92
1. KKYR-F (C)	52/31.5	---	35.0	---	42.2	438	44.1	48.1	55.7
2. KLLI-F (C)	15/ 9.1	---	3.7	---	6.8	213	21.4	10.4	15.7
3. KTAL-F (AOR)	13/ 7.9	---	5.5	---	8.2	168	16.9	16.7	19.2
4. KZRB-F (B)	10/ 6.1	---	3.1	---	---	96	9.7	8.3	---
5. KTWN-F (AC)	9/ 5.5	---	6.7	---	5.4	166	16.7	10.9	15.6
6. KHSP-F (REL)	7/ 4.2	---	4.3	---	2.0	100	10.0	10.0	9.3
KXAR-F (B)	7/ 4.2	---	3.1	---	4.1	113	11.4	9.1	8.0
8. KTOY-F (B)	6/ 3.6	---	6.1	---	---	154	15.5	13.3	---
9.									
10.									

12+ AMD

1. KKYR-F>>>
2. KLLI-F>
3. KTAL-F
- 4.
- 5.

12+ MID

1. KKYR-F>>>
2. KLLI-F
3. KTAL-F
- 4.
- 5.

12+ PMD

1. KKYR-F>>
2. KLLI-F>
3. KTAL-F
- 4.
- 5.

12+ EVE

1. KKYR-F>>
2. KXAR-F<
3. KLLI-F
4. KZRB-F
- KTAL-F

ADULTS 18-34

1. KKYR-F>>
2. KLLI-F
3. KZRB-F
- 4.
- 5.

ADULTS 18-49

1. KKYR-F>>
2. KTAL-F
3. KLLI-F
- 4.
- 5.

ADULTS 25-54

1. KKYR-F>>>
2. KTAL-F
3. KLLI-F
4. KTWN-F
- 5.

ADULTS 35+

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

MEN 25-54

1. KKYR-F>>
2. KTAL-F
3. KLLI-F
- KTWN-F
- 5.

WOMEN 25-54

1. KKYR-F>>>
2. KTOY-F
3. KLLI-F
- KTAL-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCMC	740	TEXARKANA	1.2/2.9
KKYR	790	TEXARKANA	2.4/3.0
KNBO	1530	NEW BOSTON, TX	0.6/3.4
KITT-F	93.7	SHREVEPORT	1.2/6.1
KMJJ-F	99.7	SHREVEPORT	1.2/5.6

RADIO STATIONS

KHSP-F,	103.9,	5.1 KW @ 354,	Religion	, \$ 8.00 ( --- )	(ASHDOWN, AR)
KKYR-F,	102.5,	100 KW @ 459,	Country	, \$30.00 (Banner)	Gulfstar
KLLI-F,	95.9,	12 KW @ 485,	Country	, \$16.00 (Mc-Guild)	(HOOKS, TX)
KTOY-F,	104.7,	3 KW @ 390,	Black	ABC SMN, \$10.00 (K & P)	
KTWN-F,	107.1,	2.9 KW @ 479,	AC	ABC, \$14.00 ( --- )	
KXAR-F,	101.7,	3 KW @ 295,	Black	AURN, \$10.00 (K & P)	(HOPE)
KZRB-F,	103.5,	6 KW @ 328,	Black	, \$10.00 ( --- )	(NEW BOSTON, TX)

KTAL-F -- see Shreveport in Spring 94 edition

TRENTON, NJ

ARB Rank/Pop: 133/279,500  
 Market TSL: 21.50 Hours  
 Average Person Rating: 16.4

Diaries: 528  
 Sample Target: 510  
 % Below Line: 51.4  
 % Not Listed: 19.9

Retail \$: 2.9 Bil  
 FM Share: 77.87%  
 Stations: 34/8

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO CUME S94	METRO CUME S93	RATING S92
1. WPST-F (CHR)	54/11.8	---	7.4	---	5.7	797	28.5	19.3	18.2
2. WKXW-F (T)	34/ 7.4	---	7.6	---	7.3	612	21.9	25.5	17.7
3. WBUD (ST)	27/ 5.9	---	4.8	---	6.9	377	13.5	9.3	11.5
4. WDAS-F (B)	26/ 5.7	---	3.5	---	2.9	268	9.6	6.2	6.7
5. WXTU-F (C)	23/ 5.0	---	3.5	---	4.5	263	9.4	8.3	9.7
6. WUSL-F (B)	22/ 4.8	---	3.9	---	4.9	321	11.5	10.6	10.1
7.									
8.									
9.									
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WPST-F	1. WPST-F>	1. WPST-F>	1. WPST-F
2. WKXW-F	2. WBUD	2. WKXW-F	2. WDAS-F
3. WBUD	3. WKXW-F<	3. WUSL-F<	WYXR-F
4. WYSP-F	4. WDAS-F	4. WDAS-F	4. WUSL-F
5.	5. WXTU-F	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WPST-F>>	1. WPST-F>>	1. WPST-F>	1. WKXW-F<	1. WPST-F<	1. WPST-F>
2. WUSL-F<	2. WDAS-F	2. WKXW-F	2. WBUD	2. WYSP-F	2. WDAS-F
3. WYSP-F	3. WKXW-F	3. WDAS-F<	3. WXTU-F	3. WKXW-F	3. WKXW-F
4. WDAS-F	WUSL-F	4. WXTU-F	4.	4. WXTU-F	4. WXTU-F
5.	WYSP-F	5. WYSP-F	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCHR-F	94.5	TRENTON	1.5/ 3.1
WHWH	1350	PRINCETON	2.0/ 7.5
WIMG	1300	TRENTON	2.0/ 5.6
WPRB-F	103.3	PRINCETON	0.4/ 1.8
WTTM	920	TRENTON	0.4/ 3.8

SEE PHILADELPHIA, NEW YORK, ALLENTOWN OR NASSAU-SUFFOLK FOR MORE INFORMATION ABOUT THE FOLLOWING STATIONS:

WABC	1.5/ 5.1	WMMR-F	2.6/13.1
WBEB-F	0.9/ 3.9	WNEW-F	1.3/ 2.8
WBLS-F	0.7/ 2.8	WOGL-F	1.3/ 6.9
WCBS	0.9/ 4.9	WOR	3.1/ 6.7
WDRE-F	0.9/ 2.3	WPAT-F	0.4/ 3.2
WFAN	1.5/ 8.0	WPLJ-F	0.7/ 2.5
WFMZ-F	0.7/ 2.0	WQCD-F	0.9/ 2.5
WGMP	0.4/ 2.9	WQHT-F	0.4/ 3.4
WIOQ-F	3.5/15.0	WWDB-F	1.3/ 5.0
WJJZ-F	1.1/ 5.6	WXRK-F	0.9/ 4.6
WVGK-F	0.7/ 6.1	WYSP-F	3.7/15.2
		WYXR-F	3.7/15.2

RADIO STATIONS

WBUD	, 1260	, 5 KW/2.5 KW (DA-2),	Standards	AP MBS, \$ 25.00	(Mc-Guild)	Press
WHWH	, 1350	, 5 KW (DA-2)	, Full Service	ABC, \$ 30.00	( --- )	Nassau
WIMG	, 1300	, 5 KW/2.5 KW	, Gospel	AURN, \$ NA	( --- )	Willis
WCHR-F,	94.5,	50 KW @ 492	, Religion	, \$ NA	( --- )	Great Scott
WKXW-F,	101.5,	19 KW @ 804	, Talk/Oldies	AP, \$139.00	(Mc-Guild)	Press
WPST-F,	97.5,	50 KW @ 430	, CHR	, \$ 65.00	( --- )	Nassau

Other ranked stations -- see Philadelphia

TRI-CITIES, WA  
-----  
(Richland - Kennewick - Pasco)

ARB Rank/Pop: 216/126,600  
Market TSL: 21.0 Hours  
Average Person Rating: 16.0

Diaries: 464  
Sample Target: 430  
% Below Line: 10.9  
% Not Listed: 22.3

Retail \$: 1.2 Bil  
FM Share: 80.25%  
Stations: 15/11

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO S94	CUME S93	RATING S92
1. KORD-F (C)	31/15.3	---	18.7	---	9.5	339	26.8	33.3	17.0
2. KIOK-F (CHR)	28/13.9	---	14.3	---	17.9	365	28.8	30.3	36.7
3. KEGX-F (AOR)	20/ 9.9	---	15.3	---	3.2	241	19.0	23.2	10.1
4. KONA (FS)	16/ 7.9	---	5.4	---	8.9	203	16.0	17.2	19.5
5. KONA-F (SAC)	14/ 6.9	---	5.9	---	3.7	233	18.4	12.2	11.7
6. KTCR (T)	9/ 4.5	---	4.4	---	5.8	100	7.9	9.1	7.9
7. KNLT-F (O)	6/ 3.0	---	1.5	---	6.3	152	12.0	11.2	20.7
8.									
9.									
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KORD-F	1. KORD-F	1. KORD-F	1. KIOK-F>
2. KONA <	2. KEGX-F	2. KIOK-F	2. KONA
3. KIOK-F	3. KONA-F<	3. KEGX-F>	3. KORD-F
4. KEGX-F	4. KIOK-F	4.	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KEGX-F<	1. KEGX-F<	1. KORD-F<	1. KORD-F	1. KEGX-F>>	1. KORD-F>
2. KORD-F	2. KORD-F>	2. KEGX-F>	2. KONA	2. KORD-F>	2. KONA-F
3. KIOK-F	3. KIOK-F	3. KONA-F	3. KONA-F	3.	3. KIOK-F
4. KZHR-F	4.	4. KIOK-F	4.	4.	4. KEGX-F
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KALE	960	RICHLAND	1.5/4.3
KEYW-F	98.3	PASCO	1.0/7.0
KORD	870	PASCO	1.5/7.2
KZXR-F	101.7	PROSSER	1.5/3.3
KTEL-F	93.3	WALLA WALLA	2.0/3.3
KWHT-F	103.5	PENDLETON, OR	2.0/6.2
KXDD-F	104.1	YAKIMA	2.5/2.9
KZHR-F	92.5	DAYTON	4.5/5.1

RADIO STATIONS

KALE,	960,	5 KW/1 KW (DA-N)	, Oldies/Stand.	NBC, \$ 8.00	(D & R)	SRO
KONA,	610,	5 KW (DA-2)	, Full Service	ABC, \$15.00	(K & P)	
KTCR,	1340,	1 KW	, Talk TALKNT	MBS, \$12.00	(Christal)	Pourtales
KEGX-F,	106.5,	100 KW @ 1053	, AOR/Classic	MBS, \$14.00	(Christal)	Pourtales
KEYW-F,	98.3,	3 KW @ 197	, AC/CHR	UNISTR, \$12.00	( --- )	
KIOK-F,	94.9,	100 KW @ 1250	, CHR	, \$23.00	(D & R)	SRO
KNLT-F,	95.7,	100 KW @ 1401	, Oldies	, \$10.00	(Christal)	(WALLA WALLA)
KONA-F,	105.3,	100 KW @ 1181	, Soft AC	, \$12.00	(K & P)	
KORD-F,	102.7,	100 KW @ 1099	, Country	ABC, \$22.00	(MMR)	
KZXR-F,	101.7,	3.5 KW @ 869	, CHR	MBS, \$11.00	(Tacher)	(PROSSER)

TUPELO, MS

ARB Rank/Pop: 180/174,900  
 Market TSL: 21.50 Hours  
 Average Person Rating: 16.0

Diaries: 503  
 Sample Target: 430  
 % Below Line: 2.9  
 % Not Listed: 20.8

Retail \$: 1.2 Bil  
 FM Share: 96.83%  
 Stations: 17/14

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO S94	CUME S93	RATING S92
1. WWZD-F (C)	68/24.4	---	26.4	---	---	694	39.7	38.2	---
2. WWKZ-F (CHR)	29/10.4	---	8.8	---	---	442	25.3	25.0	---
3. WWMS-F (C)	27/ 9.7	---	12.2	---	---	472	27.0	24.4	---
4. WSYE-F (AC)	21/ 7.5	---	4.9	---	---	331	18.9	16.5	---
5. WZLQ-F (AOR)	13/ 4.7	---	3.0	---	---	245	14.0	9.2	---
6. WESE-F (B)	12/ 4.3	---	4.9	---	---	187	10.7	9.7	---
WFTA-F (AC)	12/ 4.3	---	3.6	---	---	268	15.3	10.7	---
8. WACR-F (B)	11/ 3.9	---	1.8	---	---	114	6.5	5.6	---
9. WSEL-F (G/B)	8/ 2.9	---	4.3	---	---	156	8.9	6.6	---
10. WBIP-F (C)	5/ 1.8	---	4.3	---	---	110	6.3	7.3	---

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WWZD-F>>	1. WWZD-F>>	1. WWZD-F>>	1. WWZD-F>>
2. WWMS-F	2. WWMS-F	2. WWKZ-F	2. WWKZ-F>
3. WWKZ-F	3. WWKZ-F	3. WWMS-F	3.
4. WSYE-F	4. WSYE-F	4. WSYE-F	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WWZD-F>>	1. WWZD-F>>	1. WWZD-F>>	1. WWZD-F>	1. WWZD-F>	1. WWZD-F>>
2. WWKZ-F	2. WWKZ-F	2. WWMS-F	2. WWMS-F>	2. WWMS-F	2. WWKZ-F>
3. WSYE-F	3. WSYE-F	3. WSYE-F	3.	3. WSYE-F	3. WWMS-F
4. WACR-F	4. WWMS-F	WWKZ-F	4.	4. WACR-F	WZLQ-F
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCPC	940	HOUSTON	0.7/3.5
WELO	580	TUPELO	0.4/3.7
WNAU	1470	NEW ALBANY	0.4/1.7
WWZD	1060	TUPELO	1.1/1.3
WFCA-F	107.9	ACKERMAN	1.4/4.2
WGKX-F	105.9	MEMPHIS	0.4/2.0
WMBC-F	103.1	COLUMBUS	1.1/3.1

RADIO STATIONS

WACR-F,	103.9,	3 KW @ 203,	Black	, \$ NA	(Roslin)	(COLUMBUS)
WBIP-F,	99.3,	6 KW @ 298,	Country	, \$ NA	(Mid South)	(BOONEVILLE)
WESE-F,	92.5,	5.4 KW @ 298,	Black	UPI, \$ NA	( --- )	WWZD owner (D) (BALDWIN)
WFTA-F,	101.9,	100 KW @ 479,	AC	, \$ NA	(Keystone)	(FULTON)
WSEL-F,	96.7,	3 KW @ 298,	Gospel/Black	, \$ NA	( --- )	(PONTOTOC)
WSYE-F,	93.3,	100 KW @ 1804,	AC	, \$ NA	(Mc-Guild)	(HOUSTON)
WWKZ-F,	103.5,	100 KW @ 1004,	CHR	ABC UNISTR, \$ NA	(K & P)	Radio South (NEW ALBANY)
WWMS-F,	97.5,	100 KW @ 981,	Country	NBC, \$ NA	( --- )	(OXFORD)
WWZD-F,	106.7,	28 KW @ 656,	Country	ABC NBC, \$ NA	( --- )	WEZE owner (D) (NEW ALBANY)
WZLQ-F,	98.5,	100 KW @ 381,	AOR	ABC SMN, \$ NA	( --- )	(TUPELO)

TUSCALOOSA, AL

ARB Rank/Pop: 207/133,300  
 Market TSL: 19.00 Hours  
 Average Person Rating: 14.1

Diaries: 374  
 Sample Target: 360  
 % Below Line: 8.5  
 % Not Listed: 23.9

Retail \$: 1.1 Bil  
 FM Share: 88.11%  
 Stations: 14/10

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO CUME S94	RATING S93	RATING S92
1. WTXT-F (C)	40/21.3	---	19.9	---	17.6	445	33.4	28.8	29.8
2. WTUG-F (B)	32/17.0	---	12.0	---	9.7	299	22.4	21.0	21.8
3. WACT-F (C)	13/ 6.9	---	6.5	---	8.8	259	19.4	16.5	16.6
4. WTSK (B)	9/ 4.8	---	8.3	---	11.5	152	11.4	11.4	19.7
WZBQ-F (CHR)	9/ 4.8	---	4.2	---	3.1	179	13.4	18.7	16.5
6. WTID-F (AOR/CL)	8/ 4.3	---	4.6	---	7.5	192	14.4	11.1	12.5
7. WZRR-F (AOR)	6/ 3.2	---	1.9	---	1.3	75	10.0	5.0	6.8
WZZK-F (C)	6/ 3.2	---	---	---	4.0	188	14.1	---	13.2
9. WFFX-F (AC)	5/ 2.7	---	4.2	---	3.5	122	9.2	12.6	12.7
10. WACT (G)	5/ 2.7	---	2.3	---	3.5	79	5.9	5.9	8.4

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WTXT-F>	1. WTXT-F>>	1. WTXT-F	1. WTUG-F>>
2. WTUG-F>	2. WTUG-F<	2. WTUG-F>>	2. WTXT-F>
3. WACT-F<	3. WACT-F	3.	3.
4. WZBQ-F	4.	4.	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WTXT-F>	1. WTXT-F>	1. WTXT-F>	1. WTXT-F>	1. WTXT-F	1. WTXT-F>
2. WTUG-F>>	2. WTUG-F>>	2. WTUG-F>>	2. WTUG-F	2. WZBQ-F	2. WTUG-F>>
3.	3.	3.	3. WACT-F	3. WTID-F	3. WFFX-F
4.	4.	4.	4. WTSK	4. WTUG-F	WZBQ-F
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WLXY-F	100.7	NORTHPORT	1.6/7.4
WTNW	1230	TUSCALOOSA	1.6/4.1
WDJC-F	93.7	BIRMINGHAM	1.6/7.6
WMXQ-F	94.5	BIRMINGHAM	0.5/3.4

RADIO STATIONS

WACT,	1420,	5 KW/106 W (DA-2),	Gospel	USA,	\$ 9.00	( --- )	
WTSK,	790,	5 KW/ 36 W	Black	AURN,	\$10.00	(Eastman)	Radio South
WACT-F,	105.5,	6 KW @ 298,	Country	USA,	\$15.00	( --- )	
WFFX-F,	95.7,	100 KW @ 410,	AC	,	\$11.00	(K & P)	
WTID-F,	101.7,	21 KW @ 728,	AOR/Classic	SMN,	\$12.00	(Torbet)	(REFORM)
WTUG-F,	92.9,	100 KW @ 984,	Black	AURN,	\$25.00	(Eastman)	Radio South
WTXT-F,	98.1,	100 KW @ 905,	Country	ABC NBC,	\$22.00	(Christal)	(FAYETTE)
WZBQ-F,	102.5,	83 KW @ 2029,	CHR	,	\$13.00	(Torbet)	(JASPER)

WZRR-F, WZZK -- See Birmingham in Spring 94 edition

TYLER - LONGVIEW, TX

ARB Rank/Pop: 144/251,700  
 Market TSL: 20.50 Hours  
 Average Person Rating: 15.1

Diaries: 573  
 Sample Target: 510  
 % Below Line: 12.9  
 % Not Listed: 26.1

Retail \$: 2.9 Bil  
 FM Share: 81.43%  
 Stations: 23/15

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO CUME S94	RATING S93	RATING S92
1. KNUE-F (C)	61/16.1	---	20.2	---	19.2	720	28.6	30.6	31.3
2. KYKX-F (C)	46/12.1	---	7.9	---	9.4	524	20.8	17.4	18.6
3. KOOI-F (SAC)	35/ 9.2	---	8.2	---	9.9	385	15.3	13.9	15.2
4. KISX-F (CHR)	29/ 7.7	---	6.6	---	8.2	521	20.7	19.3	17.9
5. KTYL-F (AC)	27/ 7.1	---	4.4	---	7.5	468	18.6	15.1	15.4
6. KTBB (T)	16/ 4.2	---	3.8	---	2.9	239	9.5	11.5	9.7
7. KZEY (B)	15/ 4.0	---	9.8	---	7.9	204	8.1	13.3	13.6
8. KKTX-F (AOR)	12/ 3.2	---	3.6	---	3.1	194	7.7	10.5	10.3
9.									
10.									

12+ AMD

1. KNUE-F
2. KYKX-F
3. KOOI-F
- 4.
- 5.

12+ MID

1. KNUE-F
2. KYKX-F<
3. KOOI-F
4. KTYL-F
- 5.

12+ PMD

1. KNUE-F
2. KYKX-F
3. KOOI-F
4. KTYL-F<
5. KISX-F

12+ EVE

1. KNUE-F
2. KYKX-F<
3. KISX-F
- 4.
- 5.

ADULTS 18-34

1. KYKX-F
2. KNUE-F
3. KISX-F
4. KTYL-F
- 5.

ADULTS 18-49

1. KNUE-F
2. KYKX-F
3. KTYL-F
4. KISX-F
- 5.

ADULTS 25-54

1. KNUE-F
2. KYKX-F
3. KTYL-F
4. KOOI-F
- 5.

ADULTS 35+

1. KNUE-F
2. KOOI-F
3. KYKX-F
- 4.
- 5.

MEN 25-54

1. KNUE-F
- KYKX-F>
- KKTX-F
- KOOI-F
- KTYL-F

WOMEN 25-54

1. KNUE-F>
2. KTYL-F
3. KYKX-F>
4. KOOI-F
- KISX-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KARW	1280	LONGVIEW	0.8/4.9
KDOK-F	92.1	TYLER	1.8/5.5
KEBE	1400	JACKSONVILLE	1.6/2.0
KEES	1430	GLADEWATER	1.1/4.2
KYZS	1490	TYLER	1.3/2.2
KFRO-F	95.3	GILMER	1.3/4.3
KKUS-F	104.1	TYLER	2.4/6.8
KEGL-F	97.1	FORT WORTH	0.8/2.7
KJMZ-F	100.3	DALLAS	1.6/4.6
KKDA-F	104.5	DALLAS	1.8/3.7
KMJJ-F	99.7	SHREVEPORT	1.6/5.4
KTAL-F	98.1	TEXARKANA	0.8/3.2
KYKS-F	105.1	LUFKIN	1.1/2.3
KZEY-F	103.9	MARSHALL	1.1/3.6
WBAP	820	FORT WORTH	0.8/2.2

RADIO STATIONS

KTBB,	600,	5 KW/2.5 KW (DA-2),	Talk	ABC,	\$12.00	(D & R)	
KZEY,	690,	1 KW/92 W (DA-2) ,	Black	AURN,	\$10.00	(Mc-Guild)	
KISX-F,	107.3,	50 KW @ 479,	CHR	MBS,	\$14.00	(Banner)	Gulfstar
KKTX-F,	96.1,	32 KW @ 620,	AOR	SMN,	\$10.00	(K & P)	Noalmark
KNUE-F,	101.5,	100 KW @ 1073,	Country	,	\$26.00	(Banner)	Gulfstar
KOOI-F,	106.5,	100 KW @ 1466,	Soft AC	ABC,	\$18.00	(Eastman)	(JACKSONVILLE)
KTYL-F,	93.1,	100 KW @ 459,	AC	,	\$12.00	(D & R)	
KYKX-F,	105.7,	100 KW @ 1004,	Country	ABC,	\$17.00	(Mc-Guild)	SunGroup

WACO  
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ARB Rank/Pop: 192/159,000  
Market TSL: 20.75 Hours  
Average Person Rating: 15.7

Diaries: 429  
Sample Target: 410  
% Below Line: 27.2  
% Not Listed: 17.6

Retail \$: 1.6 Bil  
FM Share: 83.98%  
Stations: 22/10

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO CUME S94	METRO CUME S93	RATING S92
1. WACO-F (C)	42/16.8	---	15.8	---	9.6	491	30.9	25.4	22.3
2. KCKR-F (C)	29/11.6	---	6.3	---	6.4	434	27.3	17.8	19.1
3. KWTX-F (CHR)	21/ 8.4	---	15.4	---	12.7	401	25.2	28.2	28.0
4. KKDA-F (B)	20/ 8.0	---	10.0	---	9.6	223	14.0	13.5	13.0
5. KBRQ-F (C)	18/ 7.2	---	6.7	---	9.6	213	13.4	14.5	19.5
6. KWOW-F (SAC)	10/ 4.0	---	3.3	---	1.2	105	6.6	7.2	3.7
KZPS-F (CL AOR)	10/ 4.0	---	5.4	---	6.8	157	9.9	13.6	11.5
8.									
9.									
10.									

12+ AMD

1. WACO-F>
2. KCKR-F
3. KKDA-F
4. WACO
- 5.

12+ MID

1. WACO-F
2. KCKR-F
3. KBRQ-F<
4. KWTX-F
- 5.

12+ PMD

1. WACO-F>
2. KCKR-F
3. KWTX-F
- 4.
- 5.

12+ EVE

1. WACO-F>
2. KWTX-F
3. KCKR-F
4. KKDA-F
- 5.

ADULTS 18-34

1. WACO-F>
2. KCKR-F
3. KWTX-F<
4. KBRQ-F
- 5.

ADULTS 18-49

1. WACO-F>
2. KCKR-F
3. KBRQ-F<
4. KKDA-F
- 5.

ADULTS 25-54

1. WACO-F
2. KBRQ-F<
3. KCKR-F
4. KKDA-F
- 5.

ADULTS 35+

1. WACO-F
2. KCKR-F>
3. KBRQ-F
- 4.
- 5.

MEN 25-54

1. KBRQ-F
2. WBAP
3. WACO-F
- KKDA-F
- KCKR-F

WOMEN 25-54

1. WACO-F>
2. KCKR-F>
3. KKDA-F
4. KBRQ-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBBW	1010	WACO	0.8/ 4.7
KEYR-F	92.9	MARLIN	0.4/ 5.4
KRZI	1580	WACO	1.2/ 7.0
KWTX	1230	WACO	2.0/ 8.2
WACO	1460	WACO	2.8/ 6.4

KTEM	1400	TEMPLE	0.8/ 2.6
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SEE DALLAS FOR MORE ABOUT THE FOLLOWING:

KHKS-F	0.4/ 2.6	KLUV-F	2.0/ 6.1
KICI-F	2.8/ 4.1	KRLD	0.8/ 4.5
KKDA	0.8/ 3.6	KSCS-F	1.2/ 3.6
KLIF	0.8/ 2.4	WBAP	3.2/ 8.6
KLTY-F	2.4/ 8.3		

RADIO STATIONS

KWTX,	1230,	1 KW	, Oldies	SMN, \$13.00	(Katz)	
WACO,	1460,	1 KW	, Country	ABC, \$14.00	(Mc-Guild)	SBC
KBRQ-F,	102.5,	100 KW @ 449	, Country	, \$13.00	(Eastman)	Sonance (HILLSBORO)
KCKR-F,	95.5,	100 KW @ 1059	, Country	, \$18.00	(Banner)	Gulfstar
KWOW-F,	103.3,	8 KW @ 574	, Soft AC	UNISTR, \$12.00	(Roslin)	(CLIFTON)
KWTX-F,	97.5,	100 KW @ 1568	, CHR	, \$19.00	(Banner)	
WACO-F,	99.9,	100 KW @ 1660	, Country	ABC, \$24.00	(Mc-Guild)	SBC



WATERBURY, CT

ARB Rank/Pop: 173/187,300  
 Market TSL: 21.50 Hours  
 Average Person Rating: 16.2

Diaries: 443  
 Sample Target: 440  
 % Below Line: 57.2  
 % Not Listed: 21.7

Retail \$: 1.9 Bil  
 FM Share: 72.27%  
 Stations: 24/3

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO CUME S94	RATING S93	RATING S92
1. WWYZ-F (C)	33/10.9	---	9.0	---	11.9	307	16.4	15.5	18.7
2. WATR (FS)	26/ 8.6	---	11.7	---	6.8	277	14.8	20.3	18.3
3. WKSS-F (CHR)	21/ 6.9	---	7.6	---	7.4	386	20.6	24.8	22.7
4. WPLR-F (AOR)	19/ 6.3	---	4.7	---	4.3	327	17.5	14.9	17.3
5. WDRC-F (O)	15/ 4.9	---	6.1	---	4.3	288	15.4	19.2	13.5
6. WKCI-F (CHR)	14/ 4.6	---	5.5	---	6.3	358	19.1	21.6	22.1
7. WRKI-F (AOR)	13/ 4.3	---	3.8	---	3.1	277	14.8	10.5	11.7
WEZN-F (SAC)	13/ 4.3	---	2.6	---	4.5	191	10.2	9.0	9.2
9. WWCO (ST)	5/ 1.6	---	2.3	---	2.6	170	9.1	9.0	9.1
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WATR <	1. WATR	1. WWYZ-F	1. WKSS-F<
2. WWYZ-F>	2. WWYZ-F>	2. WPLR-F	2. WKCI-F
3. WKSS-F<	3. WPLR-F	3. WKSS-F	3. WWYZ-F
4. WTIC	4. WEZN-F	4.	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WWYZ-F	1. WWYZ-F	1. WWYZ-F>	1. WATR	1. WWYZ-F	1. WWYZ-F
WKSS-F	2. WPLR-F	2. WPLR-F	2. WWYZ-F>	2. WPLR-F>	2. WKSS-F
3. WPLR-F	3. WKSS-F	3. WDRC-F	3. WDRC-F	3. WFAN	3. WDRC-F
WRKI-F	4. WRKI-F	4. WEZN-F	4.	4. WDRC-F	WEZN-F
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

SEE NEW YORK, HARTFORD OR DANBURY FOR MORE ABOUT THE FOLLOWING:

WABC	2.0/ 5.8	WOR	0.7/ 2.8
WCBS	1.6/ 6.3	WRCH-F	2.0/ 7.7
WCCC-F	2.0/ 6.6	WRKS-F	0.3/ 2.6
WDAQ-F	2.0/ 3.7	WTIC	2.6/10.5
WEBE-F	0.3/ 3.2	WTIC-F	2.0/ 8.6
WFAN	3.0/10.2	WYSR-F	1.3/ 7.4
WHCN-F	2.3/ 9.4	WZMX-F	2.3/ 9.3
WMMW	1.6/ 2.7		

RADIO STATIONS

WATR	, 1320,	5 KW/1 KW (DA-2),	Full Service	MBS CBS, \$40.00	(Banner)
WWCO	, 1240,	1 KW	Standards	ABC, \$18.00	( --- )

Other ranked stations -- See Hartford, New Haven or Bridgeport in Spring 94 edition

WATERTOWN, NY

ARB Rank/Pop: 242/95,600  
 Market TSL: 24.75 Hours  
 Average Person Rating: 18.5

Diaries: 277  
 Sample Target: 280  
 % Below Line: 5.6  
 % Not Listed: 15.3

Retail \$: 0.85 Bil  
 FM Share: 82.00%  
 Stations: 11/7

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO CUME S94	RATING S93	RATING S92
1. WTNY-F (CHR)	38/21.5	---	25.8	---	24.2	410	42.9	45.6	45.4
2. WCIZ-F (AOR)	35/19.8	---	13.8	---	17.4	339	35.5	29.3	35.2
3. WLKC-F (C)	27/15.3	---	14.5	---	10.7	248	25.9	27.0	17.5
4. WTNY (FS)	22/12.4	---	10.7	---	12.9	210	22.0	24.4	27.5
5. WTOJ-F (AC)	12/ 6.8	---	7.5	---	10.7	210	22.0	26.1	22.2
6. WATN (ST/T)	5/ 2.8	---	7.5	---	3.4	107	11.2	17.7	8.0
7.									
8.									
9.									
10.									

12+ AMD

1. WTNY-F
2. WTNY
3. WLKC-F
4. WCIZ-F
- 5.

12+ MID

1. WTNY-F
2. WCIZ-F
3. WLKC-F
4. WTNY
- 5.

12+ PMD

1. WTNY-F
2. WCIZ-F<
3. WLKC-F>
- 4.
- 5.

12+ EVE

1. WCIZ-F
2. WTNY-F>>
- 3.
- 4.
- 5.

ADULTS 18-34

1. WCIZ-F<
2. WTNY-F>>
3. WLKC-F
- 4.
- 5.

ADULTS 18-49

1. WCIZ-F
2. WTNY-F>
3. WLKC-F
- 4.
- 5.

ADULTS 25-54

1. WCIZ-F>
2. WTNY-F
3. WTNY
4. WLKC-F
5. WTOJ-F

ADULTS 35+

1. WTNY
2. WLKC-F
3. WCIZ-F
4. WTNY-F
- 5.

MEN 25-54

1. WCIZ-F>>
2. WTNY >
3. WTNY-F
4. WTOJ-F
- 5.

WOMEN 25-54

1. WTNY-F>
2. WLKC-F
3. WCIZ-F
4. WTNY
5. WTOJ-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WMHI-F	94.7	CAPE VINCENT	0.6/4.2
WBBS-F	104.7	FULTON	0.6/4.6
CFLY-F	98.3	KINGSTON, ONT	1.1/4.2
CFMK-F	96.3	KINGSTON, ONT	1.7/7.1
CHXL-F	103.7	BROOKVILLE, ONT	2.3/4.6

RADIO STATIONS

WATN,	1240,	1 KW	, Standards/Talk	TALKNT NBC, \$ 7.00	(Roslin)	WTOJ owner (D)
WTNY,	790,	1 KW (DA-N)	, Full Service	CBS MBS, \$18.00	(Torbet)	Black River
WCIZ-F,	97.5,	100 KW @ 285	, AOR	ABC, \$20.00	(K & P)	
WLKC-F,	100.7,	6 KW @ 328	, Country	UNISTR, \$17.00	(Roslin)	WTOJ owner (D) (HENDERSON)
WTNY-F,	93.5,	4 KW @ 328	, CHR	, \$27.00	(Torbet)	Black River
WTOJ-F,	103.1,	0.9 KW @ 594	, AC	UNISTR CNN, \$15.00	(Roslin)	(CARTHAGE)

WAUSAU - STEVENS POINT, WI

ARB Rank/Pop: 160/210,600  
 Market TSL: 23.0 Hours  
 Average Person Rating: 17.6

Diaries: 500  
 Sample Target: 510  
 % Below Line: 5.7  
 % Not Listed: 16.2

Retail \$: 2.2 Bil  
 FM Share: 87.46%  
 Stations: 17/15

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO CUME S94	METRO CUME S93	RATING S92
1. WDEZ-F (C)	57/15.4	---	12.8	---	12.6	661	31.4	30.0	26.2
2. WYTE-F (C)	42/11.3	---	7.9	---	3.9	438	20.8	15.5	10.7
3. WIFC-F (CHR)	38/10.2	---	8.5	---	12.6	585	27.8	26.1	33.4
4. WGLX-F (AOR)	30/ 8.1	---	---	---	1.4	362	17.2	---	4.8
5. WOFM-F (O)	20/ 5.4	---	6.3	---	7.0	383	18.2	18.8	15.3
6. WAXX-F (C)	19/ 5.1	---	6.6	---	5.6	249	11.8	15.1	10.8
7. WYCO-F (AC)	17/ 4.6	---	4.4	---	2.2	305	14.5	16.7	11.0
8. WSPT-F (AC)	15/ 4.0	---	6.6	---	7.0	299	14.2	21.2	21.9
9. WDLB (FS)	11/ 3.0	---	5.2	---	4.7	139	6.6	9.3	9.5
WIZD-F (O)	11/ 3.0	---	2.7	---	4.5	198	9.4	8.4	9.0
WMZK-F (AOR)	11/ 3.0	---	3.3	---	3.9	162	7.7	6.5	8.5

12+ AMD

1. WDEZ-F
2. WYTE-F<
3. WIFC-F
- 4.
- 5.

12+ MID

1. WDEZ-F
2. WGLX-F<
3. WIFC-F
4. WYTE-F
- 5.

12+ PMD

1. WDEZ-F>
2. WYTE-F<
3. WIFC-F
4. WGLX-F
- 5.

12+ EVE

1. WIFC-F
2. WDEZ-F<
3. WYTE-F>
4. WGLX-F
- 5.

ADULTS 18-34

1. WDEZ-F<
2. WGLX-F
3. WIFC-F<
4. WYTE-F
- 5.

ADULTS 18-49

1. WDEZ-F
2. WGLX-F<
3. WIFC-F<
4. WYTE-F
- 5.

ADULTS 25-54

1. WDEZ-F>
2. WGLX-F<
3. WIFC-F
4. WYTE-F<
5. WOFM-F

ADULTS 35+

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

MEN 25-54

1. WDEZ-F<
2. WGLX-F>
3. WIFC-F
- WOFM-F
- WYTE-F

WOMEN 25-54

1. WDEZ-F
2. WIFC-F
3. WYCO-F
4. WYTE-F
5. WOFM-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFHR	1320	WISC. RAPIDS	1.9/ 6.0
WLJY-F	106.5	MARSHFIELD	2.7/11.2
WSAU	550	WAUSAU	2.2/ 7.0
WSPO	1010	STEVENS POINT	2.2/ 4.9
WXCO	1230	WAUSAU	1.3/ 4.7
WAPL-F	105.7	APPLETON	0.5/ 3.5

RADIO STATIONS

WDLB,	1450,	1 KW	, Full Service	ABC,	\$11.00	( --- )	Goetz	(MARSHFIELD)
WSAU,	550,	5 KW (DA-2)	, Full Service	ABC CNN,	\$10.00	(Christal)	Journal Co.	
WSPO,	1010,	1 KW/10 W	, Talk	ABC NBC,	\$10.00	(Katz)		
WDEZ-F,	101.9,	100 KW @ 489	, Country	ABC,	\$20.00	(Banner)	Midwest Comm.	
WGLX-F,	103.3,	61 KW @ 331	, AOR	,	\$15.00	( --- )		(WISC. RPDS)
WIFC-F,	95.5,	100 KW @ 1079	, CHR	ABC,	\$18.00	(Christal)	Journal Co.	
WIZD-F,	99.9,	6 KW @ 328	, Oldies	ABC,	\$10.00	( --- )		(RUDOLPH)
WLJY-F,	106.5,	100 KW @ 800	, EZ/Soft AC	,	\$11.00	( --- )	Goetz	(MARSHFIELD)
WMZK-F,	104.1,	13 KW @ 446	, AOR/Classic	MBS,	\$11.00	(D & R)		(MERRILL)
WOFM-F,	94.7,	50 KW @ 492	, Oldies	,	\$13.00	(Eastman)		(MOSINEE)
WSPT-F,	97.9,	51 KW @ 341	, AC	Source,	\$15.00	(Katz)		
WYCO-F,	107.9,	100 KW @ 1030	, AC	,	\$12.00	(Katz)	Seehafer	
WYTE-F,	96.7,	50 KW @ 492	, Country	,	\$14.00	(K & P)		(WHITING)

WAXX-F -- See Eau Claire in this edition

WICHITA FALLS, TX  
-----

ARB Rank/Pop: 235/105,500  
Market TSL: 19.00 Hours  
Average Person Rating: 14.7

Diaries: 331  
Sample Target: 330  
% Below Line: 5.2  
% Not Listed: 15.5

Retail \$: 1.05 Bil  
FM Share: 90.84%  
Stations: 12/9

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO CUME S94	METRO CUME S93	RATING S92
1. KLUR-F (C)	31/20.0	---	19.7	---	20.9	360	34.1	35.5	40.3
2. KWFS-F (C)	21/13.5	---	14.8	---	11.1	324	30.7	24.4	22.8
KTLT-F (AC)	21/13.5	---	9.2	---	8.5	250	23.7	25.2	22.1
4. KNIN-F (CHR)	18/11.6	---	16.2	---	15.0	290	27.5	29.9	31.5
5. KQXC-F (AOR)	17/11.0	---	---	---	---	164	15.5	---	---
6. KYII-F (C)	6/ 3.9	---	9.2	---	15.0	172	16.3	19.4	30.0
7. KLLF (T)	5/ 3.2	---	0.7	---	3.9	67	6.4	4.4	8.3
8.									
9.									
10.									

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>
1. KLUR-F>	1. KLUR-F	1. KLUR-F>	1. KNIN-F
2. KWFS-F	2. KTLT-F	2. KWFS-F	2. KLUR-F
3. KTLT-F	3. KQXC-F	3. KQXC-F	KWFS-F
4. KNIN-F<	4. KWFS-F	4. KTLT-F	4.
5. KQXC-F	5.	5.	5.

<u>ADULTS 18-34</u>	<u>ADULTS 18-49</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35+</u>	<u>MEN 25-54</u>	<u>WOMEN 25-54</u>
1. KQXC-F	1. KQXC-F	1. KLUR-F	1. KLUR-F>>	1. KQXC-F	1. KLUR-F<
KTLT-F<	2. KTLT-F	2. KQXC-F<	2. KTLT-F<	2. KLUR-F>	2. KTLT-F
3. KNIN-F	KWFS-F<	3. KTLT-F<	3. KWFS-F	3. KTLT-F	3. KWFS-F
4. KWFS-F	4. KLUR-F	4. KWFS-F	4.	KWFS-F	4.
5.	5. KNIN-F	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING  
-----

KNIN	990	WICHITA FALLS	0.6/4.7
KWFT	620	WICHITA FALLS	1.9/7.5
KDZR-F	99.1	DENTON	1.3/4.5
KVRW-F	107.3	LAWTON	1.9/4.8
WBAP	820	FORT WORTH	1.9/8.5

RADIO STATIONS  
-----

KLLF,	1290,	5 KW/250 KW (DA-2),	Talk	ABC NBC, \$ 7.00	(Christal)	Amer. General
KWFT,	620,	5 KW	Full Service	AP CBS, \$ 8.00	(Torbet)	
KLUR-F,	99.9,	100 KW @ 830,	Country	ABC, \$27.00	(Katz)	
KNIN-F,	92.9,	100 KW @ 918,	CHR	UNISTR, \$20.00	(Banner)	
KQXC-F,	102.5,	4.5 KW @ 315,	AOR	SMN ABC, \$16.00	(Katz)	
KTLT-F,	106.3,	3 KW @ 423,	AC	, \$17.00	(Eastman)	
KWFS-F,	103.3,	100 KW @ 449,	Country	, \$18.00	(Christal)	Amer. General
KYII-F,	104.7,	100 KW @ 1017,	Country	UNISTR, \$12.00	(Katz)	(BURKBURNETT)

WILLIAMSPORT, PA  
-----

ARB Rank/Pop: 238/100,900  
Market TSL: 19.50 Hours  
Average Person Rating: 14.4

Diaries: 307  
Sample Target: 320  
% Below Line: 0.0  
% Not Listed: 17.2

Retail \$: 1.0 Bil  
FM Share: 91.67%  
Stations: 9/9

12+ METRO	1/4/SHARE	FAL	SPG	FAL	SPG	METRO CUME	METRO CUME RATING		
		93	93	92	92		S94	S93	S92
1. WILQ-F (C)	34/23.4	---	27.0	---	24.3	325	32.2	41.3	36.2
2. WKSB-F (AC)	25/17.2	---	17.4	---	20.9	336	33.3	38.1	38.0
3. WHTO-F (CHR)	20/13.8	---	16.3	---	18.1	316	31.3	33.2	33.3
4. WZXR-F (AOR)	16/11.0	---	13.5	---	7.3	218	21.6	21.9	14.5
5. WLYC (ST)	8/ 5.5	---	6.2	---	6.8	78	7.7	9.1	10.1
6. WRAC-F (T)	7/ 4.8	---	5.1	---	0.6	106	10.5	11.8	7.7
7. WQBR-F (?)	6/ 4.1	---	---	---	---	72	7.1	---	---
8.									
9.									
10.									

12+ AMD

1. WILQ-F>
2. WKSB-F>
3. WHTO-F>
- 4.
- 5.

12+ MID

1. WILQ-F
2. WKSB-F
3. WZXR-F
- 4.
- 5.

12+ PMD

1. WKSB-F
2. WILQ-F>
3. WZXR-F<
4. WHTO-F
- 5.

12+ EVE

1. WKSB-F
2. WHTO-F>>
- 3.
- 4.
- 5.

ADULTS 18-34

1. WZXR-F
2. WHTO-F>
3. WILQ-F
- 4.
- 5.

ADULTS 18-49

1. WKSB-F<
2. WZXR-F<
3. WHTO-F
4. WILQ-F
- 5.

ADULTS 25-54

1. WKSB-F
2. WILQ-F
3. WHTO-F<
4. WZXR-F
- 5.

ADULTS 35+

1. WILQ-F
2. WKSB-F>>
- 3.
- 4.
- 5.

MEN 25-54

1. WKSB-F
2. WILQ-F>
3. WHTO-F
4. WZXR-F
- 5.

WOMEN 25-54

1. WKSB-F>
2. WHTO-F
3. WILQ-F
4. WZXR-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING  
-----

WRAC	1400	WILLIAMSPORT	1.4/4.2
WWWD-F	97.7	JERSEY SHORE	1.4/5.6

RADIO STATIONS  
-----

WLYC,	1050,	1 KW/35 W	,	Standards	,	\$11.00	(Roslin)	
WHTO-F,	103.9,	1.3 KW @ 430	,	CHR	ABC,	\$18.00	(Christal)	(MUNCY)
WILQ-F,	105.1,	9.2 KW @ 1138	,	Country	ABC,	\$28.00	(Roslin)	
WKSB-F,	102.7,	53 KW @ 1269	,	AC	UNISTR,	\$25.00	(Banner)	
WQBR-F,	99.9,	0.9 KW @ 823	,	??	,	\$10.00	( --- )	(AVIS)
WRAC-F,	107.9,	0.2 KW @ 1292	,	Talk	MBS CNN,	\$11.00	(Banner)	
WZXR-F,	99.3,	0.2 KW @ 1227	,	AOR	,	\$17.00	(Christal)	

YAKIMA, WA  
-----

ARB Rank/Pop: 192/159,000  
Market TSL: 24.75 Hours  
Average Person Rating: 18.3

Diaries: 389  
Sample Target: 390  
% Below Line: 3.4  
% Not Listed: 19.6

Retail \$: 1.35 Bil  
FM Share: 78.21%  
Stations: 16/13

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	METRO CUME	METRO CUME S94	RATING S93	RATING S92
1. KXDD-F (C)	73/25.1	---	16.8	---	15.5	587	36.9	27.4	30.4
2. KATS-F (AOR)	33/11.3	---	9.8	---	11.8	405	25.5	22.3	24.9
3. KIT (T/FS)	24/ 8.2	---	12.9	---	10.2	266	16.7	20.6	19.6
4. KRSE-F (SAC)	19/ 6.5	---	5.5	---	4.9	269	16.9	9.9	8.1
5. KFFM-F (CHR)	18/ 6.2	---	14.5	---	16.3	340	21.4	29.4	26.4
6. KXXS-F (SP)	16/ 5.5	---	7.0	---	6.1	172	10.8	10.7	13.6
7. KUTI (C)	10/ 3.4	---	5.5	---	2.9	135	8.5	9.4	10.3
8. KZTA-F (SP)	9/ 3.1	---	0.4	---	---	119	7.5	5.2	---
9.									
10.									

12+ AMD

1. KXDD-F>>
2. KIT
3. KATS-F
- 4.
- 5.

12+ MID

1. KXDD-F>>
2. KATS-F
3. KIT
- 4.
- 5.

12+ PMD

1. KXDD-F>>
2. KATS-F
3. KFFM-F
- 4.
- 5.

12+ EVE

1. KATS-F<
2. KXDD-F
3. KIT
- 4.
- 5.

ADULTS 18-34

1. KXDD-F<
2. KATS-F>>
3. KXXS-F
- 4.
- 5.

ADULTS 18-49

1. KXDD-F
2. KATS-F>>
3. KRSE-F
4. KXXS-F
- 5.

ADULTS 25-54

1. KXDD-F
2. KATS-F>
3. KRSE-F>
- 4.
- 5.

ADULTS 35+

1. KXDD-F>>
2. KIT >
- 3.
- 4.
- 5.

MEN 25-54

1. KXDD-F
2. KATS-F>>
- 3.
- 4.
- 5.

WOMEN 25-54

1. KRSE-F
2. KXDD-F
3. KATS-F>
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBBO	1390	YAKIMA	1.7/3.9
KMWX	1460	YAKIMA	1.4/2.7
KREW	1210	SUNNYSIDE	1.7/3.0
KYKA-F	96.9	NACHES	1.7/4.0
KZTA	930	YAKIMA	1.0/4.5
KEGX-F	106.5	RICHLAND	1.4/3.1
KONA-F	105.3	KENNEWICK	1.0/5.2
KZXR-F	101.7	PROSSER	1.0/2.9

RADIO STATIONS

KBBO,	1390,	5 KW/390 W (DA-2),	Religion	USA AP, \$ 7.00	(MMR)		
KIT,	1280,	5 KW/1 KW,	Talk/FS	CBS NBC, \$17.00	(Mc-Guild)	T. Ingstad	
KREW,	1210,	10 KW/1 KW,	Country	CBS, \$ 8.00	(Tacher)		(SUNNYSIDE)
KUTI,	980,	5 KW/500 W,	Country	ABC, \$ 9.00	(Tacher)		(SELAH)
KATS-F,	94.5,	100 KW @ 909,	AOR/Classic	, \$17.00	(Mc-Guild)	T. Ingstad	
KFFM-F,	107.3,	100 KW @ 1499,	CHR	, \$14.00	(K & P)		
KRSE-F,	105.7,	100 W @ 777,	Soft AC	, \$11.00	(MMR)		
KXDD-F,	104.1,	61 KW @ 781,	Country	ABC, \$24.00	(Tacher)		
KXXS-F,	92.9,	17 KW @ 869,	Hispanic	UNISTR, \$10.00	(Mc-Guild)		(TOPPENISH)
KZTA-F,	99.3,	0.6 KW @ 591,	Hispanic	, \$ 9.00	(Caballero)		

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